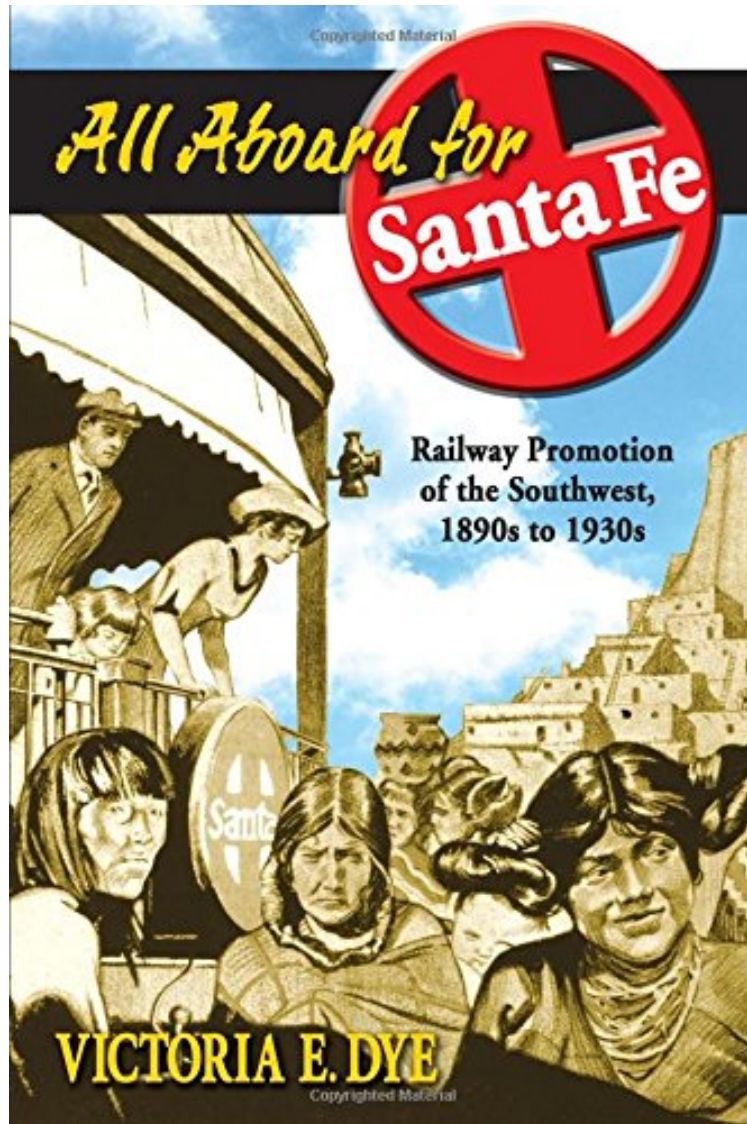


[Download ebook] All Aboard for Santa Fe: Railway Promotion of the Southwest, 1890s to 1930s

## All Aboard for Santa Fe: Railway Promotion of the Southwest, 1890s to 1930s

Victoria E. Dye

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**Victoria E. Dye : All Aboard for Santa Fe: Railway Promotion of the Southwest, 1890s to 1930s** before purchasing it in order to gage whether or not it would be worth my time, and all praised All Aboard for Santa Fe: Railway Promotion of the Southwest, 1890s to 1930s:

6 of 8 people found the following review helpful. Easy readin' . . . loaded with facts and persuasive conclusionsBy dropoffauctionAuthor has extracted oodles of technical references into an overview that covers a vital sixty-year span

of American Southwest history. Victoria Dye skillfully illuminates the intertwining of the Atchison, Topeka and Santa Fe Railroad Company (ATSF) with its more visual counterpart and partner, the Fred Harvey Company. In a mere six chapters, along with a smattering of descriptive BW photos, the author summarizes the wild ethnic mixture of the early Southwestern frontier with a strong emphasis on the economic impact of the myriad cultures. She describes how Harvey and ATSF precipitated the view of pioneer New Mexico and Arizona as 'Indian' more than 'Mexican or Spanish,' even though the domineering government and religion was of the latter for hundreds of years. Dye further characterizes how the Harvey/ATSF promotions helped travelers [remarkably] overcome the spectre of Indian hostilities, replacing fear with their inventive illusion of 'Santa Fe' gentility. Marketing, promotion and economics are the core of the book. The author is to be highly commended for distilling five centuries of Cultural Revolution in to 100 pages of easy reading. The bibliography yields [literally] hundreds of literary resources (perhaps this book's most valuable contribution) for further reader interest. The author's supplemental material helps substantiate a "who's who" timeline of ATSF, Fred Harvey, Santa Fe, curio and Southwestern Indian history - don't miss these appendix, page notes, and bibliographic features!

0 of 0 people found the following review helpful. A good book for your collection of Southwest history

By Travlin' Bear

A good book for your collection of Southwest history. Comprehensive history of the railroad and its role in the growth of industry and tourism.

0 of 0 people found the following review helpful. Good quality. Timely arrival

By Don J. Williamson

Received as expected. Good quality. Timely arrival.

By the late 1800s, the major mode of transportation for travelers to the Southwest was by rail. In 1878, the Atchison, Topeka, and Santa Fe Railway Company (ATSF) became the first railroad to enter New Mexico, and by the late 1890s it controlled more than half of the track-miles in the Territory. The company wielded tremendous power in New Mexico, and soon made tourism an important facet of its financial enterprise. All Aboard for Santa Fe focuses on the ATSF's marketing efforts to highlight Santa Fe as an ideal tourism destination. The company marketed the healthful benefits of the area's dry desert air, a strong selling point for eastern city-dwelling tuberculosis sufferers. ATSF also joined forces with the Fred Harvey Company, owner of numerous hotels and restaurants along the rail line, to promote Santa Fe. Together, they developed materials emphasizing Santa Fe's Indian and Hispanic cultures, promoting artists from the area's art colonies, and created the Indian Detours sightseeing tours. All Aboard for Santa Fe is a comprehensive study of ATSF's early involvement in the establishment of western tourism and the mystique of Santa Fe.

"This is an important study of the stimulation and growth of tourism in the region." "A very nice addition to the literature describing the impact of the coming of the railroads to New Mexico and the West." "A nicely illustrated and clearly written look at the evolution of a sleepy, remote village to sophisticated center for the arts, fine dining, golf and skiing." "This history of railway promotion in the Southwest from 1890-1930s may focus on the Atchison, Topeka and Santa Fe Railway, but its marketing lessons are a must-read for anyone running a railroad today. . "All Aboard for Santa Fe" stands out from other ATSF histories because it so thoroughly investigates how the railway promoted Santa Fe from the late 1800s to the beginning of WWII." "This is a serious historical study of how the marketing efforts of the ATSF impacted the city of Santa Fe and the surrounding region. It shows one aspect of railroad history that has often been neglected but which had a significant effect. Students of the Santa Fe Railroad and the region will enjoy it, as will all who recognize that railroads are often more than trains and tracks." "[This is] a serious historical study of how the marketing efforts of the ATSF impacted the city of Santa Fe and the surrounding region. It shows one aspect of railroad history that has often been neglected but which had a significant effect. Students of the Santa Fe Railroad and the region will enjoy it, as will all who recognize that railroads are often more than trains and tracks." "From the Inside Flap

How the Atchison, Topeka, and Santa Fe Railway Company contributed to the development of Southwest tourism.

About the Author

Victoria E. Dye, a native New Mexican, spent her formative years exploring the Southwest with her family. After working for over a decade in New Mexico's tourism industry, Dye moved to California to complete a degree in history at the University of California, Davis, and a master's degree in history at California State University, Sacramento. Dye currently resides in the Davis area.