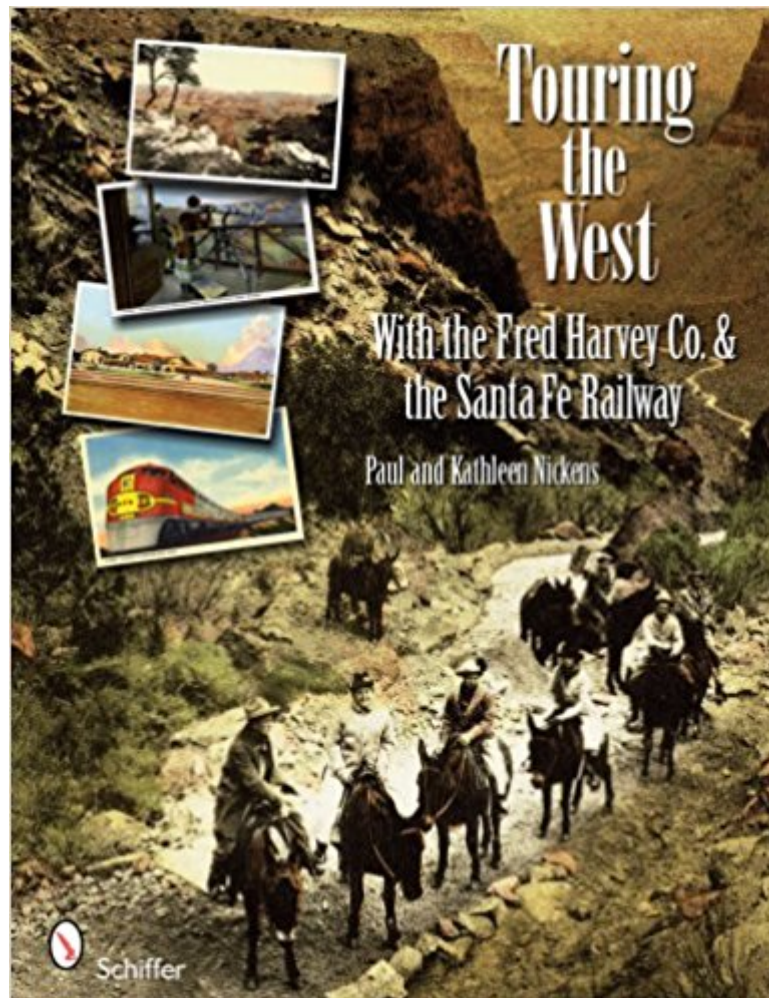




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Touring The West: With The Fred Harvey Co. & The Santa Fe Railway



Synopsis

Fred Harvey and the Santa Fe Railway teamed up to develop tourism in the American Southwest from the late 1880s to the 1960s. These two companies formed an interdependent alliance that welcomed travelers thirsty for a civilized "western experience." The Harvey Company provided first class food served by friendly "Harvey Girls" on the trains and offered grand accommodations near the stations, and both Fred Harvey and the Santa Fe energetically promoted the Southwest through marketing strategies, including hundreds of postcard images of scenic landscapes and historic cultures in New Mexico and Arizona. Over 285 color images and a clear text offer a brief history of the Santa Fe Railway and the Fred Harvey Company as they promoted Santa Fe, Albuquerque, the Grand Canyon, the region's Native American cultures, and International expositions outside the Southwest. Approximate ages of each postcard and associated values make the book a useful resource for postcard collectors as well as history buffs. Come along on the ride and enjoy the scenery.

Book Information

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Customer Reviews

Paul, a professional anthropologist, and Kathleen Nickens have worked throughout the Southwest studying the cultures, terrain, and businesses that contribute to its regional flavor. They collected Harvey postcards that represent their interests for 35 years before retiring to Tucson, Arizona.

Great to view the world as historical contemporaries did, through viewing period postcards. But the book is ultimately not very informative unless you collect postcards, each reproduction of which in

the book comes with it's estimated value.

I love these stories of the West, back in the early 1900`s. The pictures are extremely interesting and the stories are very informative. The Harvey Girls were very historic women - embarking on quite an adventure, back in those days. Some of them had never been in the West before. They had many stories to tell. I enjoyed the book very much, and like the historical photos, too.

Disappointing. Badly printed

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