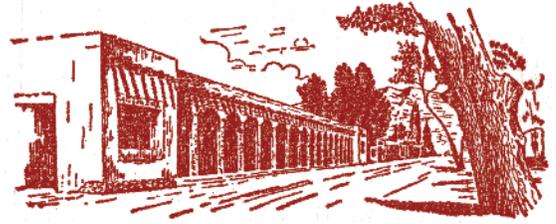


# T • Museum Times



NEW MEXICO HISTORY MUSEUM | PALACE OF THE GOVERNORS | HISTORY LIBRARY | PHOTO ARCHIVES | PALACE PRESS | PORTAL PROGRAM

## How Fred Got His Groove Back

Stephen Fried knows how to draw a crowd nearly as well as Fred Harvey did. On Oct. 29, he gave a Brainpower & Brownbags Lecture that we thought might exceed the Meem Community Room's space. So we moved it to the auditorium, which he filled to capacity—and then some. Fried, author of the best-selling Harvey biography, *Appetite for America*, and a consultant to our upcoming exhibit, graciously agreed to give an encore, which drew another big crowd.

In the course of both lectures, he spoke of Fred Harvey's dedication to mastering the principles of business. The entrepreneur was an inveterate note-taker and kept lists of maxims for improving himself. This particular list has become one of the most-requested slides within Fried's lectures. We think it makes sense for museum staff and volunteers as well.

1. Have a Sincere Interest in People
2. Like All Your Daily Contacts with Guests
3. Radiate Cheer and Make Guest Feel at Ease and at Home
4. Remember "Travel Follows Good Food Routes"
5. Keep Well Informed and Updated on the Condition, Origin and Season of Different Supplies, and the Serving of Same
6. Be Human and Be Yourself
7. Courtesy and a Smile Pay Dividends
8. Real Service is Without Discrimination
9. Preserve or Create—Never Destroy
10. Tact is an Asset and Honesty is Still a Virtue



Courtesy Fred Harvey family collection



Courtesy of Beverly Ireland and Bernette Jarvis

## Taming the West, One Linen Napkin at a Time



**G**et ready to greet Fred Harvey, Mary Colter, Erna Fergusson and a bevy of Harvey Girls. On Dec. 7, the History Museum opens *Setting the Standard: The Fred Harvey Company and its Legacy*. The first major installation to join our main exhibit, *Telling New Mexico*, it gives voice to the ways that New Mexico changed the Harvey Company—and the ways that Harvey changed New Mexico. We chatted with Curator Meredith Davidson about how it came to be.

Fred Harvey (upper left), ca. 1880. Twin Harvey Girls at La Fonda (right), ca. 1958. Byron Harvey's pocket watch (above), a gift from his father, Fred.

Watch courtesy of Skip Gentry's Fred Harvey Memorabilia Collection, photo by Blair Clark

### What was your reaction on getting assigned to do this exhibition?

I was thrilled. When I started, I knew only the surface level of Fred Harvey history, but began to see him as a lens that overlaps with almost any topic you can imagine in the Southwest. Now I like to say, "All roads lead to Harvey!"

### What did you decide to focus on?

The turning points in the company's history that were directly related to New Mexico. The Alvarado was an early destination hotel and the company's western hub. La Fonda shows the company's move away from trackside-only locations. Indian Detours were the start of regional tourism. And the Harvey Girls' genesis happened in Raton.

*continued* ▶

# Calendar



**FRIDAY, DECEMBER 5**  
**Free First Friday Gallery Talk:**  
**“Mapping New Mexico,” 6 pm,**  
**Telling New Mexico gallery**

As New Mexico morphed into the state we know today, its paper outlines changed the lives of those who called it home. Librarian Tomas Jaehn talks about three maps that demonstrate those changes—along with a cartographic error that determined who was American and who was Mexican. Free admission 5–8 pm.

**FRIDAY–SUNDAY, DECEMBER 5–7**  
**Museum shops’ sale for employees and volunteers**

Show your badge for a 30 percent discount on all items at each of the museum shops. Start your holiday shopping—and maybe finish it, too.

**SUNDAY, DECEMBER 7**  
**Opening of *Setting the Standard: The Fred Harvey Company and its Legacy***

Come for a day full of fun as we open this new installation in the exhibit *Telling New Mexico: Stories from Then and Now*. At 10 am, 11 am, noon and 4 pm, see *The Harvey Girls: Opportunity Bound* documentary in the auditorium. The Winslow Harvey Girls display china place settings from Harvey Houses in the lobby. At 2 pm, curator Meredith Davidson, producer Katrina Parks, and author Stephen Fried speak in the auditorium. (Seating is limited; doors open at 1:30.) Refreshments at 3 pm. Free with admission; Sundays free to NM residents.

**MONDAY, DECEMBER 8**  
**Museum Guides Meeting: 9 am, refreshments; 9:30 am, meeting; 10 am, Harvey exhibit; 11 am, lunch**

Enjoy a gallery walk of *Setting the Standard* with Curator Meredith Davidson, followed by a catered lunch based on a Harvey House menu.

## Taming the West, One Linen Napkin at a Time *continued*



Photo by Blair Clark

Navajo silversmiths produced souvenirs for Harvey House visitors (above). A ca. 1946 Doris Lee painting (below) of a Harvey Girl for the MGM movie starring Judy Garland.

**Where did you go during your research?**

Kansas City, Leavenworth, California, and Arizona. I was also lucky to work closely with descendants of the Harvey family here and in Chicago, several of whom lent materials for the exhibit, including a stunning copper gong that once hung in the company’s corporate headquarters. After a winding search, I tracked down the daughter of someone known in the FredHead community for acquiring “all things Harvey.” Her father had passed away in 2010 and everyone wondered what had happened to Skip Gentry’s collection. Well, it is in about every room of his daughter’s home in North California. I spent two full days with her peeking in binders, opening boxes and moving framed pieces. I was ecstatic when she offered to lend us several of the key gems.

**My favorite item in the exhibit is...**

I really can’t pick just one, but I did fall in love with a portrait of an Indian Detours courier named Amelia McFie. I had met her family in Las Cruces and anticipated holding a place in the exhibit to tell her story, but when I saw the portrait I thought, “She’s so young and well put together!” She helps illustrate how the story of Fred Harvey is not just the large hotels and the intricate systems of high-level hospitality, but the individual lives that were touched and sometimes rerouted by opportunities offered by the company.

**How will this exhibit affect the Harvey story?**

This is the first long-term exhibit dedicated to the company’s history. I hope it brings a new level of awareness to the topic and shows visitors as well as researchers that there is still so much to learn and so much more to explore—the 1915 World’s Fair in San Diego, the women in the company, the men who married Harvey Girls or worked in the establishments, the management styles that impact today’s hospitality industry, and the clever advertising promoting the Southwest. I hope this exhibit will encourage people to see the New Mexico History Museum, its library and photo archives, as resources for this history and then go out and see the remnants of this history in the Southwest.



Courtesy Julian Harvey



**FRIDAY, DECEMBER 12**

**Christmas at the Palace, 5:30–8 pm**

Capture the spirit at this 30th-anniversary evening of hot cider, cookies, live music, piñatas, craft-making activities, a chance to operate an antique printing press, and the visit of Mr. and Mrs. Claus. Enjoy performances by Coro de Agua Fria, High Desert Harps, Schola Cantorum, EPIK Artists of Performance Santa Fe, and the Santa Fe Talent Education Suzuki Strings. A free, family event; donations of non-perishable food welcomed. (The History Museum and Palace will close at 3 pm to prepare.)

**SATURDAY–SUNDAY, DECEMBER 13–14**

**Young Native Artists Holiday Show and Sale, 10 am–4 pm, Meem Community Room and classroom**

Pick up some nifty Christmas presents and support the next generation of Native American artisans as children and grandchildren of the Palace Portal artisans display their own creations. Enter for free through the museum’s Washington Avenue doors.

**SUNDAY, DECEMBER 14**

**Las Posadas, 5:30–7 pm**

A beloved community event, the annual candle-lit procession travels around the Santa Fe Plaza and concludes in the Palace Courtyard. This version of an old Hispanic tradition recreates Mary and Joseph’s search for a place to give birth to the Baby Jesus—and throws in a few devils for good measure. Stay for carols in the Palace Courtyard, along with cookies and cider. Free and open to the public. (The History Museum and Palace will close at 3 pm.)

**WEDNESDAY, DECEMBER 17**

**Brainpower & Brownbags Lecture Series, Noon, Meem Community Room**

Historian and author Linda Tigges speaks on “Why Money is Better than Barter: Trade in 18th-Century Northern New Mexico.” Enter for free through the museum’s Washington Avenue doors.



The Palace Press produced a limited edition version of the Gustave Baumann holiday cards book (above). Linoleum-cut Christmas card by Harold West, 1940.

**Wild Cards: Books of Artists’ Holiday Greetings Sell Fast**

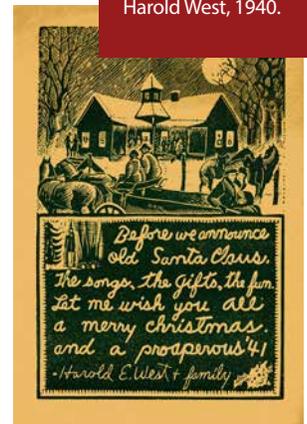
No sooner had the November 7 opening-night activities ended for *Gustave Baumann and Friends: Artist Cards from Holidays Past* than the bookstore reported that every copy of the companion Museum of New Mexico Press in its stock had sold out. The next day, Tom Leech, director of the Palace Press, took possession of his 75 limited-edition copies, featuring a shimmering cover, hand-binding, and new prints of Baumann’s blocks on paper from the late artist’s studio. Within a week, 50 were spoken for.

“That hasn’t happened to me before,” said Leech, whose previous books include the award-winning *Jack Thorp’s Songs of the Cowboys* and *O’Keeffe Stories*. “I sent an e-prospectus to some people in Dallas who, whenever they’re in town, stop by. I knew of their interest in Baumann. They wrote back right away, saying, ‘The check will go out tomorrow!’ Then they added that they already had two copies of the trade edition.”

Anna Gallegos, director of the Museum of New Mexico Press, said the book arrived in time to capture Christmas and holiday sales at museum shops, bookstores and online sites, including Amazon and *New Mexico Magazine*.

The Baumann Trust helped fund the Palace Press version and graciously agreed to let Leech keep all the proceeds, which will help pay for his next two projects: *And So It Is Over*, a pocket-sized book featuring the final column written by famed war correspondent Ernie Pyle; and *Dr. Franklin and Spain*, a book about Benjamin Franklin by former Palace of the Governors Director Thomas E. Chávez, with a forward by noted Spanish scholar Carlos Martínez-Shaw.

But given the popularity of the Baumann book, how about a second printing of it, too? “When we have a limited edition,” Leech said, “that’s not a marketing ploy. There’s a reason it’s limited. In this case, I used all but four sheets of the Baumann paper, and I’m keeping those for the archive. There won’t be anymore because there can’t be anymore.”



Photos by Blair Clark

**THURSDAY, DECEMBER 25**

**Closed for Christmas**

Warmest holiday greetings to you and your family. We're back in business at 10 am on Friday, December 26.

**THURSDAY, JANUARY 1**

**Closed for New Year's Day**

Happy New Year. Enjoy some time with friends and family. We reopen at 10 am on Friday, January 2.

**FRIDAY, JANUARY 2**

**Free First Friday Event:**

**Procrastinators' Card-Making Workshop, 5:30-7 pm, Palace Press**

Did you forget to send holiday cards? The Palace Press to the rescue! Use an antique printing press to make a card, then gussy it up with help from fellow crafters. Kids and families welcome. Part of the exhibit *Gustave Baumann and Friends: Artist Cards from Holidays Past*.

**MONDAY, JANUARY 12**

**Museum Guides Meeting; 9:00 am, coffee and conversation; 10 am, program, Meem Community Room**  
Topic to be announced.

**SUNDAY, JANUARY 18**

**Family Day for Head Start families, 1-3 pm**

Students and families of Flores del Sol and La Comunidad de los Niños Head Start Centers are welcomed to the museum exhibits. Enjoy hands-on activities and discover what the children have learned. Refreshments. Free to participating families.

**MONDAY, JANUARY 19**

**Martin Luther King Jr. Holiday**

The museum is open, but most staff will have the day off.

**SUNDAY, JANUARY 25**

**"History and Mystery: Uncovering the Past in Harvey Houses," 2 pm, auditorium**

What happens when you take on the renovation of a classic Harvey House? All the headaches of any historic-preservation project are leavened with the joy of discovering an almost forgotten time. Join Allan Affeldt, Jenny Kimball and Barbara Felix, who talk about their experiences with La Posada, the Castaneda Hotel and La Fonda. Free with admission; Sundays free to NM residents.



Photo by Blair Clark

## Map of New Mexico Comes Home for Good

In 2012, Librarian Tomas Jaehn borrowed a rare, hand-drawn map of the Rio Grande Valley created in 1778.

The Nicolás de Lafora map appeared in the Governor's Gallery exhibit *Between the Lines: Culture and Cartography on the Road to Statehood* and, when it closed, Jaehn called the lender in Mexico and offered to send *La Provincia de Nuevo Mexico* back.

The lender demurred and agreed to extend the loan for two years. By then, Jaehn and Curator Josef Díaz had developed a serious yen to add it to the History Museum's collections.

"It's visually unique," Jaehn said. "This is the first one I've seen directed east-west, not north-south, so it's sideways. On the back is a stamp of the Marquis del Valle, which is related to Hernan Cortez. Occasionally, I would ask him (the lender), 'How much do you want for it?' Sometimes he ignored me, sometimes he said he couldn't sell it. Then early last year, he gave me the price."

For the Fray Angélico Chávez History Library, that price represented a Big Gulp: \$35,000. But a handful of map lovers and library supporters dug deep, eventually pooling \$30,000. Fund-raising stalled out with just \$5,000 to go. That's when Jaehn decided to try his hand at crowd-sourcing. A technique commonly used on social media, it asks a large group of people for small donations to reach an impressive total. Jaehn had just the group: fans of his Brainpower & Brownbags Lunch Lectures.

In late October, he emailed a pitch that almost immediately drew a positive response. Donations flowed in, as small as \$50 and as large as \$1,000. Regulars at the lunch lectures chipped in, along with a former state librarian and a former museum director. Members of Los Compadres, our main support group, joined the email chain, encouraging one another to donate individually and agreeing to consider picking up the difference during their December meeting.

Turns out, they didn't have to. Within two weeks, Jaehn had his total, and the sale is now in progress.

Once the map is ours, Conservator Mina Thompson will take it out of its frame for a thorough inspection. After that, Jaehn plans to display it in the library, near another treasure: a 1758 illustrated map of New Mexico by Bernardo Miera y Pacheco.

The 1779 Nicolás de Lafora map shows the Rio Grande running horizontally. Lafora, a native of Alicante, Spain, created the map while working as an engineer for the Marquis de Rubí on an expedition to assess security conditions on the northern frontier.

## Meet Andrea Chavez, Our New Budget Guru

We're delighted to welcome Andrea Chavez as the museum's new finance officer. Since starting in October, she's dived into learning about our many accounts and put up with more than a few math-deficient staffers.

### Tell us where you grew up and where you worked before here.

I grew up her in Santa Fe. Before coming to the History Museum, I worked with Risk Management Division in the Workers Compensation Bureau for seven years.

### Why did you want to come to the History Museum?

I wanted to come to the museum because it seemed like a great opportunity to learn and grow in my experiences—and it has been. I was also intrigued by the thought of getting to learn about the process that goes into the exhibits.

### What are some of the challenges of wrangling our budget?

I think my greatest challenge so far is being new and not yet knowing everything that I think I should/want to know about the budget and processes for both the state and the Museum of New Mexico Foundation.

### What do you like about being here?

My favorite parts about the museum are the people and the beauty in the nature of both buildings.



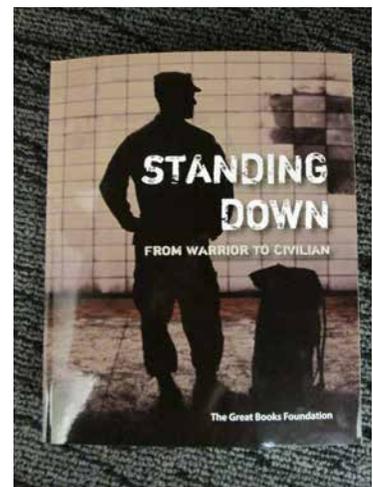
Finance Officer Andrea Chavez manages our books—and smiles about it.

## The History Museum Nurtures a Collegiate Collaboration

Once again, the Santa Fe Community College held a New Mexico history course in our classroom, this semester offering it on Friday mornings to about 25 students (including a few NMHM staffers). The class uses the book *Telling New Mexico: A New History* as a springboard for lively conversations and includes visits to the exhibits to connect each week's lecture to artifacts and maps.



Curator Meredith Davidson helped set up a second SFCC partnership, *After Action: Talking Service for Veterans*. Through October and into November, the museum, community college and the Santa Fe Vet Center invited veterans and their loved ones to talk about the experience of war using an anthology of historic combat literature as a catalyst. The program, which was supported by the New Mexico Humanities Council and the National Endowment for the Humanities, is part of a national effort to create discussion groups for veterans using written works of literature in the humanities from the anthology *Standing Down: From Warrior to Civilian*.



Students in the Santa Fe Community College's New Mexico history course listen to a lecture in the museum classroom (top). *Standing Down*, the book used in the *After Action* program, features classic and contemporary authors.

The gatherings combined the works of great writers and veterans of recent conflicts, beginning with Abraham Lincoln's *Gettysburg Address* and Stephen Crane's "The Veteran," then moving on to include writers like Siobhan Fallon, Brian Turner, Tim O'Brien and David Finkel. Retired 1st Sgt. Phillip Chavez, director of the Santa Fe Vet Center, led the discussions.

"Our group was small, just four veterans, Mr. Chavez, and me," Davidson said. "I found it to be a great introduction and window into potential programs like this one in the future. I learned so much from the people who participated. Their willingness to share the trials and tribulations of returning from combat to a civilian life was humbling and inspiring."

The Vet Center plans to continue the program this winter.

"Even though we have a small population, New Mexicans have served in all of our nation's conflicts," said Jon Hunner, the museum's interim director. "The History Museum staff is honored to help explore the contributions that these men and women have made."

Randy W. Grissom, president of SFCC, said the program "is a powerful tool to reach out to veterans and support their transition to creating productive lives in our Santa Fe community."

## Acquiring Minds

What's new in the collections vault? Here's a peek at some of what we received in September and October:

A two-piece maroon wool dress, along with a pair of black leather lace-up high-top women's shoes, a pink batiste petticoat and a black mantilla, donated by Maria Lucero of Santa Fe.

Twelve photographs relating to the **Kahn family**, whose members ran the Kahn's Shoe Store on the Santa Fe Plaza, donated by

Kathy Kahn of Las Vegas, NV.

A photograph of **an unusual view of Santa Fe**, ca. 1885, from the top of St. Michael's College looking west, with the Territorial Capitol in the background, donated by Margolis & Moss of Santa Fe.

Five **wood-block carvings by Gustave Baumann**, donated by Gala Chamberlain, trustee, through the Ann Baumann Trust of Santa Rosa, CA.



**Glass lantern slides** by Edward Kemp and the Chicago Transparency Company that were used to

promote tourism to the Southwest by railroad companies, donated by Mark Naylor of Santa Fe.

Seven photographs of a **dance at an unidentified pueblo**, ca. 1920–1940, donated by Pam Farley of Sharpsburg, GA.



The mystery trunk before it yielded to opening (above, left) and after (right), as Mark MacKenzie checks out one of its drawers. The trunk will be on display in *Telling New Mexico: Stories from Then and Now* later this month.



## The Mystery of the Sealed-Shut Trunk

When Meredith Davidson began scouting items for the Harvey exhibit, Kay Harvey, a loyal museum supporter and one of the Fred Harvey family members living in Santa Fe, offered some of what was saved over the years. Among other artifacts,

Davidson hoped to find a traveling trunk that could help tell the railroad story on the main floor of *Telling New Mexico*. With the addition of a computer interactive that describes the growth of the railroads, the train-station bench that was there no longer fit. To replace it, Davidson eyed a wardrobe trunk bearing the name of Stewart Harvey, Fred's grandson. "It looks well-traveled, his name is printed on it, and it came to New Mexico in the late 1920s," she said.

Only after staffers had muscled it over to the History Museum did anyone discover it was locked tight. Kay Harvey found a plastic bag filled with up to 100 random keys, but not one of them fit. "We hired a locksmith, had a new key made, and while it turned the lock, it still wouldn't open," Davidson said.

Conservators stepped in and tried to lubricate the lock into working to no avail. Finally, Conservation Director Mark MacKenzie did his best lock-picker imitation. "Steamer trunks are the lowest of the low in terms of locks, but Yale locks, like these, are the best of the steamer trunk locks," he said. After nearly two hours of tinkering, he got it to work.

Throughout, anticipation built as to what we'd find inside. "Some hidden gem of Harvey history," Davidson wished. "Love letters," Registrar Deborah King said. "Jewelry," Assistant Collections Manager Yasmin Hilloowala said. "Nothing I covet," MacKenzie said.

Finding out took a fair amount of force by all four of them, as the trunk's interior works resisted yielding. They each took a corner, gave a push and managed to creeeeeek it open. Whereupon they discovered...nothing but a silver pickle tong—along with a beautifully preserved interior of embossed paper, wooden hangers, drawers with leather fobs for knobs, and a cloth drape with fringe.

One mystery remains: The top drawer is held shut by a lock that just won't budge. "I'm still holding out for the love letters," King said.