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(Santa Fe, New Mexico) Indian-detours

Stock#: 94012
Map Maker: Indian Detour Transportation
Company / Rand McNally &
Company

Date: 1949 circa
Place: n.p.
Color: Color
Condition: VG+
Size: 8 x 9 inches (map only)

Price: \$ 145.00

Description:

Vintage color-printed travel brochure for Fred Harvey Company's "Indian detours," 1-, 2-, or 3-day excursions from Santa Fe that rail passengers could book as a stopover. The Indian Detour Transportation Company was founded in 1925 by Maj. R. Hunter Clarkson, Chief of Transportation for the Fred Harvey Company.

Fred Harvey (1835-1901), a major pioneer in the American hospitality business, started his eponymous chain of restaurants when he saw the need for quality meals on long transcontinental rail journeys. Railriders often had no choice but to have a rushed meal of low quality at stops. In 1878, Harvey signed a contract with the Santa Fe Railway to provide meals along the route in the depots or neighboring buildings; to save time, orders were taken en route. The restaurants became known for their cleanliness, efficient service, and quality food in generous portions and the brand expanded to hotels. "Harvey Girls," the young, educated, well-groomed female waitstaff whom Harvey recruited from the East and Midwest, became immortalized in the 1946 Judy Garland movie *Harvey Girls*. The movie, based on a novel, won an Oscar for the song "On the Atchison, Topeka and the Santa Fe". The Fred Harvey Indian Department, established in 1901, hired native artisans to demonstrate their crafts, such as weaving, silverwork, and pottery, as at Hopi House, a replica of a Hopi dwelling. The department also opened shops to sell the wares, further creating the tourists' vision of the Southwest.

Detailed Condition:

Small hole at central crossfold.

