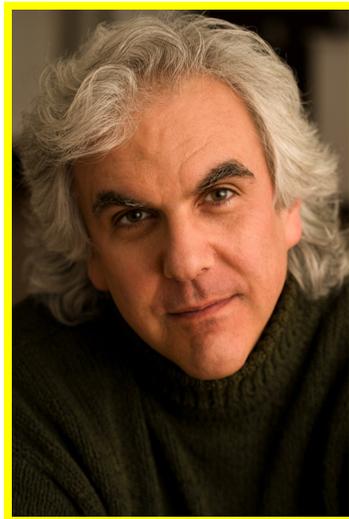


WHO WAS FRED HARVEY?

If you thought about how the Wild West was truly civilized back in the rough and tumble days of the 19th century, your mind wouldn't immediately think white linen table cloths, fine china and charming girls in pinafores and aprons. But if your name was Fred Harvey and you were a maverick and a visionary with a penchant for elegant food, then all of that fine dining showmanship was truly the key to taming the West. Early on, Harvey set up a chain of restaurants along the Atchison, Topeka and Santa Fe rail line. He built an empire and created a legend by feeding the hordes of rail passengers wonderful food in just twenty minutes – the time allowed for meals at each stop. He hired the now-famous Harvey Girls to serve his customers with efficiency and a smile, and his amazing flair for marketing did wonders for tourism in the Southwest.

And no one has told the story of Fred Harvey better than author Stephen Fried who has chronicled the life and times of this amazing restaurateur/hotelier in his beautifully researched and penned book: ***Appetite for America: How Visionary Businessman Fred Harvey Built a Railroad Hospitality Empire that Civilized the Wild West.*** Mr. Fried was at La Fonda on the Plaza – a Harvey House from 1926 until 1968 – this spring promoting his book, but decided that he would visit us again, creating a book tour along the original Fred Harvey Southwestern “Detours Route” between the Grand Canyon and Las Vegas, New Mexico. We are pleased to join with **Collected Works Bookstore** in presenting an evening with Stephen Fried. We think it will be fascinating and a true window into the rich past of La Fonda and Santa Fe, and the spirit of Fred Harvey – the pioneer of elegant fast food.

PLEASE JOIN US...



You are invited to a wonderful Talk & Book Signing with Stephen Fried, author of “Appetite for America: How Visionary Businessman Fred Harvey Built a Railroad Hospitality Empire that Civilized the Wild West”

Thursday, September 2 at 6:00 pm

La Fonda on the Plaza - La Terraza Room

This event is free and open to the public.

Please arrive early. Seating is limited.
For more information call
Collected Works Bookstore at 505-988-4226.

"In this superbly written and rigorously researched saga of American business, family, and food, Fried takes hold of history and ... makes it live and breathe."

-- New Mexico magazine

"I've been devouring the story of Fred Harvey in the new book Appetite for America... when you read the descriptions of this impeccable level of service and the incredible attention to detail in restaurants and in hotels, where design was everything and everything had to look beautiful, it just makes you want to cry because so little of that is left..."

--Melissa Block, NPR's All Things

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