



Richard Melzer is a professor of history at the University of New Mexico's Valencia Campus, where he has taught New Mexico history since 1983. He is the author or editor of over a dozen books and nearly a hundred chapters and articles on twentieth-century New Mexico history. He is an award-winning author, teacher, and community leader who is most proud of his selection as the Teacher of the Year at the University of New Mexico in 1995. He is the past president of the Historical Society of New Mexico. Dr. Melzer and his wife, Rena, live in Belen, New Mexico.



Pancho Villa's cross-border raids . . . the Taos Fiesta . . . Bill Gates' initial foray into business . . . White Sands rocket launches . . . Georgia O'Keeffe's paintings . . . the filming of *Butch Cassidy and the Sundance Kid* . . . Roswell UFO sightings. New Mexico has witnessed a glorious parade of artists, celebrations, personalities, and history-defining moments over the past 100 years. Celebrate the state's centennial with this comprehensive collection of photographs covering every corner of the state.



Jacket Images:  
 Front Cover: Maynard Dixon, *Signs of Autumn*, 1931, oil on canvas board, 16 x 20 inches, private collection. Courtesy of Mark Sublette, Medicine Man Gallery.  
 Back Cover: Top, tourist group at Pueblo Bonito, Chaco Culture Historical Park, September 18, 2009, photograph by Davis Mandel, Hubbard Museum of the American West, Ruidoso Downs, New Mexico; bottom, hot air balloons in mass ascension, Albuquerque International Balloon Festival © Steve Bower

Jacket Design by Kurt Wahlner



NEW MEXICO

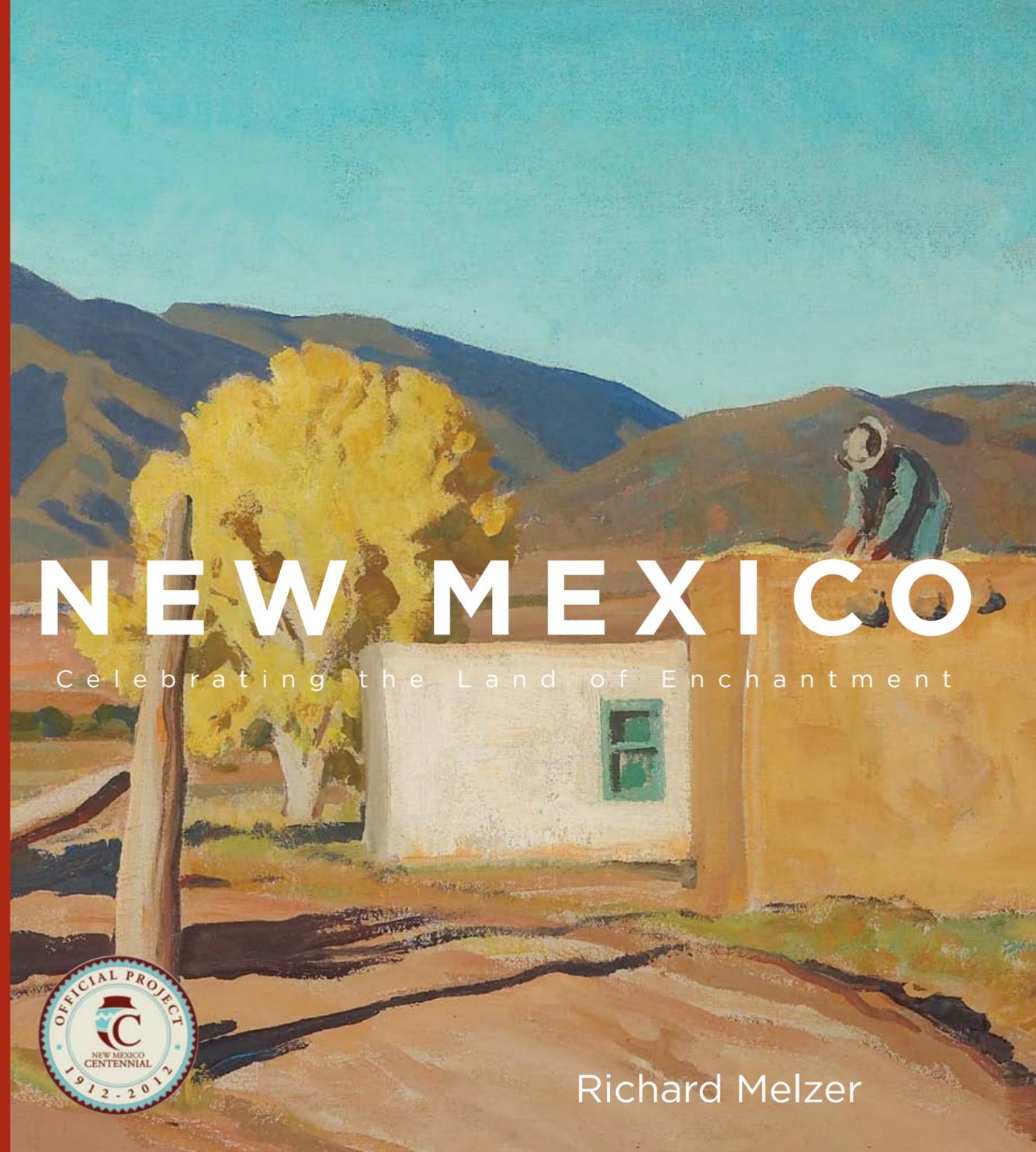
Celebrating the Land of Enchantment

Melzer



History/Regional

ISBN 978-1-4236-1633-7



NEW MEXICO

Celebrating the Land of Enchantment



Richard Melzer



\$40.00 U.S.

Celebrating the Land of Enchantment

NEW MEXICO

Richard Melzer

As New Mexico celebrates its statehood centennial, there are few better ways to appreciate all that has changed—and much that has not—than with the use of rare historic photographs. Historian Richard Melzer has compiled over 450 of these photos to paint a composite portrait of the state and its rich history since 1912.

Every corner of New Mexico is covered, as is nearly every racial and ethnic group of this diverse state. Included are photos of famous leaders, infamous criminals, and average men and women photographed while going about their daily lives.

Many photographs are by renowned photographers, including Russell Lee and John Collier. Other photos are candid shots taken by everyday people, armed with cameras in increasing numbers by the early twentieth century. The author's detailed captions describe the images and explain their importance in the history of New Mexico over the past 100 years.

The book provides a rare glimpse into a proud past that New Mexicans will enjoy as they celebrate their centennial and look forward to the next 100 years.

## CHAPTER 7



# TOURISM

A recent book about western tourism was aptly titled *Devil's Bargains*. The title is appropriate because tourism has become such a major part of most state economies in the West, drawing needed dollars into often anemic economies, especially when other sectors have suffered major setbacks. By 1990 the tourist industry in New Mexico employed 53,000 workers, while generating \$2.3 billion in income; by 2010 it employed over 74,000 workers, while generating \$5.7 billion in income. Earnings from tourism rank second only to earnings from oil and gas in the private sector. Unlike many other businesses, tourism is often considered low-impact, clean, and highly lucrative—in short, a bargain.<sup>1</sup>

But tourism has caused problems in New Mexico. Some communities, including Santa Fe and Roswell, have largely reinvented themselves simply to attract tourists and their dollars.<sup>2</sup> And while many visitors come to enjoy the state's several cultures, they are often insensitive to the very cultures they have come to observe. In addition, wealthy visitors raise the cost of living in tourist centers like Taos and Santa Fe, often driving local residents to relocate to low-income housing on the outskirts of town. Tourism has helped cause increased congestion, crime, and business fluctuations vulnerable to the price of transportation and other factors beyond local control. Tourism is indeed a devil's bargain.<sup>3</sup>

***Ski lift, Santa Fe Ski Basin,  
Sangre de Cristo Mountains, New Mexico, 1948.***

*Author's collection.*

*Skiing in New Mexico has been popular since before World War II. Boys at the Los Alamos Ranch School skied in the nearby Jemez Mountains, as did Manhattan Project scientists and their families during the war. Ernie and Rhoda Blake opened the Taos Ski Basin, while entrepreneurs Ben Abruzzo and Robert Nordhaus opened a ski run in the Sandia Mountains in the 1950s. Six other ski resorts have been opened since the 1960s. Fortunately, accidents and mishaps have been rare. In one incident, a woman on a Sandia chairlift dropped a briefcase full of cash. Inspired searchers recovered the case the following day.<sup>4</sup>*



***Welcome to New Mexico  
sign, ca. 1940.***

*Author's collection.*



## Outdoor Activities

### **Women anglers, mountain stream near Ruidoso, New Mexico, 1957.**

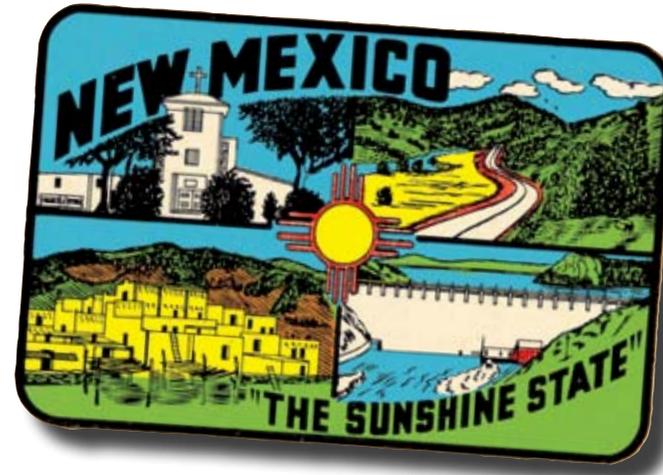
*Author's collection.*

Although an arid state, New Mexico's many rivers, streams, reservoirs, and lakes have drawn anglers from around the world. Fishing became increasingly popular with improvements made by the state Department of Game and Fish under Game Warden Elliott S. Barker from 1931 to 1953, and the creation of state parks like Bottomless Lakes, outside Roswell, and Conchas Lake in the 1930s.<sup>14</sup> Cheeseecake photos like this one were hardly necessary to attract fishermen to Southwest waters.

### **Sunshine State decal, ca. 1940.**

*Author's collection.*

Boosters have long promoted New Mexico's warm, healthy, beautiful sunshine by calling their state the "land of sunshine," even printing this nickname on the state license plate as of 1941. Florida now claims the nickname, although the National Weather Service reports that five other states, including New Mexico, have more days of sunshine per year.<sup>15</sup>



### **Hunter and game, near Eagle Nest, New Mexico, ca. 1935.**

*Author's collection.*

New Mexicans have long hunted wildlife for sport as well as sustenance. In fact, hunting wildlife, from pheasants to elk, has become a big business in certain local economies, especially Catron County's. But some hunters have given up the sport after realizing the impact of their activity on nature. Famed hunter Ernest Thompson Seton abandoned hunting after helping to kill Lobo, a legendary wolf in New Mexico. "Ever since Lobo," Seton wrote, "my sincerest wish has been to impress upon people that each of our native wild creatures is in itself a precious heritage."<sup>16</sup>

### **Boating, Elephant Butte Lake, New Mexico, ca. 1940.**

*Author's collection.*

Boats of all sizes have been used at Elephant Butte and other lakes across New Mexico. In fact, Elephant Butte has attracted so many boat owners on Labor Day and other holiday weekends that the number of people at the lake often exceeds the population of any city in the state, save Albuquerque.