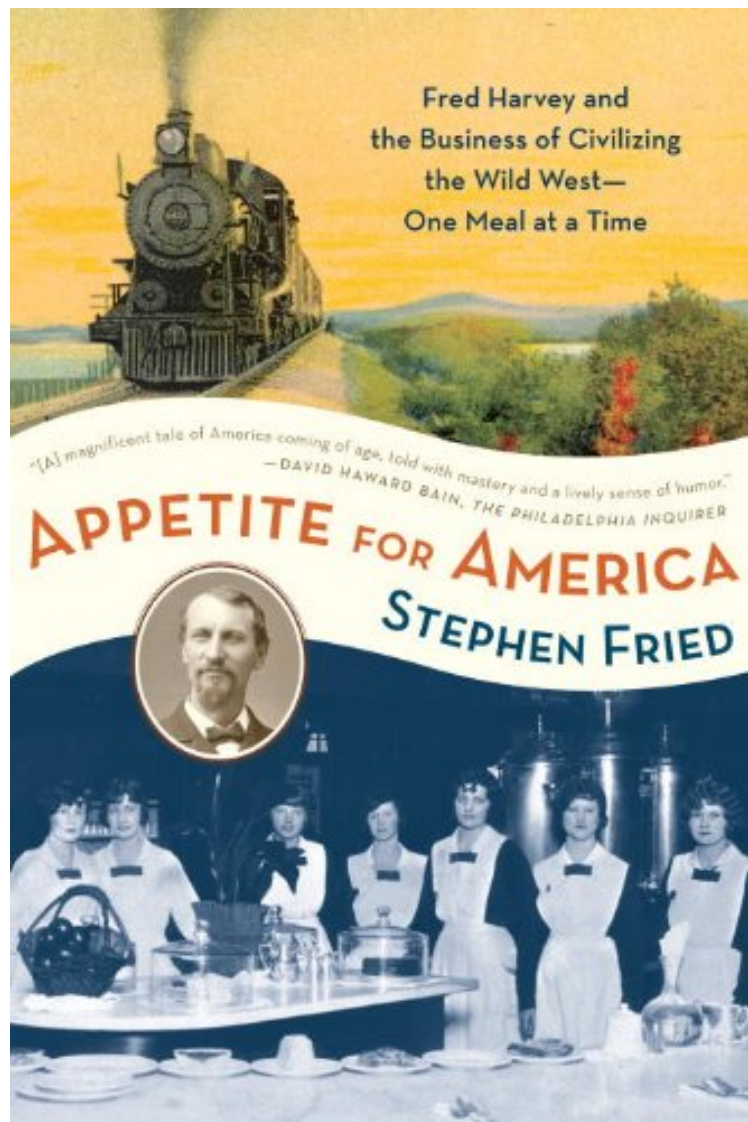


(Free and download) Appetite for America: Fred Harvey and the Business of Civilizing the Wild West--One Meal at a Time

Appetite for America: Fred Harvey and the Business of Civilizing the Wild West--One Meal at a Time

Von Stephen Fried

ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

Produktinformation -Verkaufsrang: #1214509 in eBooksVerffentlicht am: 2010-03-18Erscheinungsdatum: 2010-03-23File Name: B0036S4A7MAAnzahl der Produkte: 1 | File size: 35.Mb

Von Stephen Fried : Appetite for America: Fred Harvey and the Business of Civilizing the Wild West--One Meal at a Time before purchasing it in order to gage whether or not it would be worth my time, and all praised Appetite for America: Fred Harvey and the Business of Civilizing the Wild West--One Meal at a Time:

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. Fred

Harvey- The Man...The Company...The Icon...Read and Enjoy! Von James Gullen "Appetite for America" is one of the most enjoyable reads that I have had in a long time. This book is part biography, part family story and part business history. It excels in each category. Fred Harvey was the English immigrant who built a chain of restaurants stretching across the continent. After establishing his first restaurant in St. Louis, Harvey forged an association with the Santa Fe Railway. Fred Harvey, the company by the same name, provided food service wherever the Santa Fe tracks ran. Until the invention of the platform between cars, the travelers' only dining option was at the Depot restaurant. Along the Atchison, Topeka and Santa Fe that restaurant was a Harvey House. In a West known for poor food, dirty surroundings and uncouth company, the Harvey house was an oasis of clean tablecloths, fast service and good food, served by Harvey Girls in their black, long sleeved blouses and crisp white aprons. Harvey, the man, was the taskmaster who would appear unannounced and rip off any table linens and discipline any manager who did not meet his exacting standards. The association with the railroad made possible the transportation of high quality food which would otherwise be unavailable for hundreds of miles. With the advent of platforms, dining cars presented both competition and a new opportunity to the Harvey House, which staffed the dining cars along the Santa Fe route. Fred Harvey, the company, was a pioneer in the restaurant industry. It organized the first restaurant chain, the first company to promote uniform standards across its extensive domain and the first to employ a largely female work force. The Harvey Girls, the inspiration for the Judy Garland movie of the same name, kept the west supplied with food...and wives. Eventually Fred Harvey, the man, proved mortal, but his name, persona as the ever-present host and his company continued on for decades. Under the direction of his sons, Ford Byron Harvey, and his grandson, Freddie Harvey, the company adapted to changing times and continued to feed America into the 1960s. As trains gave way to automobiles and airplanes, the old Harvey Houses of the isolated West were succeeded by luxury hotels in the west and dining destinations in major rail centers. Even companies prove mortal and Fred Harvey, like so many icons of American business, passed from the commercial scene. The legend of Fred Harvey lives on in museums, landmark buildings, an old movie and the lingering memories of aging diners and new generations of trainiacs, students of business and history buffs. The author's tour of Harvey sites stirs the reader's yen to travel. I began this review by saying that this is one of the most enjoyable reads I have had in a long time. This book appeals to me in many ways. It is a good story in a well written book. It is the tale of a man with a vision, exacting standards and the work ethic to create something unique, something which filled a void and something that was great! It is a case study of a business that found a need, teamed with other organizations and adapted to the changing times to remain fresh and profitable. It is the story of a family with its loves and jealousies, its partnerships and rivalries and its dizzying successes and disappointing tragedies. Finally it is history. It is not a crucial history which requires intense attention but a social history of a company which had a significant impact on our nation and the many historic characters who partook of its delicacies and historical events which played a part in the Fred Harvey story. On these pages we will read about Delmonicos, the first true restaurant in America, the Credit Mobilier scandal, Chase and Sandborn, Aunt Jemina, Wild Bill Hickok, George Pullman, Doc Holiday, John Stetson (hat manufacturer), Billy the Kid, Theodore Roosevelt, Will Rogers, Harry Truman, Charles Lindbergh and many other names we all recognize. Pick up...read...enjoy!

Kurzbeschreibung NEW YORK TIMES BESTSELLER Featured in the PBS documentary The Harvey Girls: Opportunity Bound The legendary life and entrepreneurial vision of Fred Harvey helped shape American culture and history for three generations from the 1880s all the way through World War II and still influence our lives today in surprising and fascinating ways. Now award-winning journalist Stephen Fried re-creates the life of this unlikely American hero, the founding father of the nation's service industry, whose remarkable family business civilized the West and introduced America to Americans. Appetite for America is the incredible real-life story of Fred Harvey told in depth for the first time ever as well as the story of this country's expansion into the Wild West of Bat Masterson and Billy the Kid, of the great days of the railroad, of a time when a deal could still be made with a handshake and the United States was still uniting. As a young immigrant, Fred Harvey worked his way up from dishwasher to household name: He was Ray Kroc before McDonalds, J. Willard Marriott before Marriott Hotels, Howard Schultz before Starbucks. His eating houses and hotels along the Atchison, Topeka, and Santa Fe railroad (including historic lodges still in use at the Grand Canyon) were patronized by princes, presidents, and countless ordinary travelers looking for the best cup of coffee in the country. Harvey's staff of carefully screened single young women the celebrated Harvey Girls were the country's first female workforce and became genuine Americana, even inspiring an MGM musical starring Judy Garland. With the verve and passion of Fred Harvey himself, Stephen Fried tells the story of how this visionary built his business from a single lunch counter into a family empire whose marketing and innovations we still encounter in myriad ways. Inspiring, instructive, and hugely entertaining, Appetite for America is historical biography that is as richly rewarding as a slice of fresh apple pie and every bit as satisfying. *With two photo inserts featuring over 75 images, and an appendix with over fifty Fred Harvey recipes, most of them never-before-published. From the Hardcover edition. Pressestimmen Part business story, part social history, part family saga, Appetite for America gives

us the winning of the West in a whole new mouthwatering way. Hampton Sides, author of *Blood and Thunder* *Appetite for America* is the kind of superb non-fiction you don't see anymore marvelously reported, fluidly written and a remarkable story about a remarkable man who influenced American culture perhaps more than anyone alive past or present. Today he is a footnote, but Stephen Fried brings him alive in a true story as brilliant as it is meticulous as it is compulsively readable. Buzz Bissinger, author of *Friday Night Lights* *Kurzbeschreibung* *NEW YORK TIMES BESTSELLER* Featured in the PBS documentary *The Harvey Girls: Opportunity Bound* The legendary life and entrepreneurial vision of Fred Harvey helped shape American culture and history for three generations from the 1880s all the way through World War II and still influence our lives today in surprising and fascinating ways. Now award-winning journalist Stephen Fried re-creates the life of this unlikely American hero, the founding father of the nation's service industry, whose remarkable family business civilized the West and introduced America to Americans. *Appetite for America* is the incredible real-life story of Fred Harvey told in depth for the first time ever as well as the story of this country's expansion into the Wild West of Bat Masterson and Billy the Kid, of the great days of the railroad, of a time when a deal could still be made with a handshake and the United States was still uniting. As a young immigrant, Fred Harvey worked his way up from dishwasher to household name: He was Ray Kroc before McDonalds, J. Willard Marriott before Marriott Hotels, Howard Schultz before Starbucks. His eating houses and hotels along the Atchison, Topeka, and Santa Fe railroad (including historic lodges still in use at the Grand Canyon) were patronized by princes, presidents, and countless ordinary travelers looking for the best cup of coffee in the country. Harvey's staff of carefully screened single young women the celebrated Harvey Girls were the country's first female workforce and became genuine Americana, even inspiring an MGM musical starring Judy Garland. With the verve and passion of Fred Harvey himself, Stephen Fried tells the story of how this visionary built his business from a single lunch counter into a family empire whose marketing and innovations we still encounter in myriad ways. Inspiring, instructive, and hugely entertaining, *Appetite for America* is historical biography that is as richly rewarding as a slice of fresh apple pie and every bit as satisfying. *With two photo inserts featuring over 75 images, and an appendix with over fifty Fred Harvey recipes, most of them never-before-published. From the Hardcover edition.