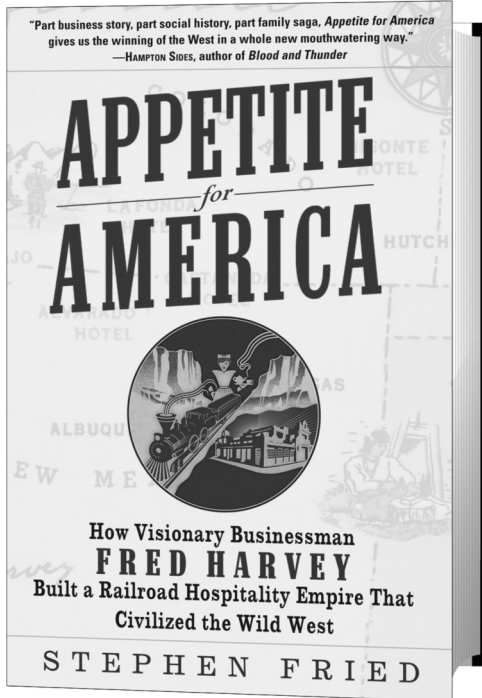


# APPETITE FOR AMERICA

## How Visionary Businessman Fred Harvey Built a Railroad Hospitality Empire That Civilized the Wild West

By Stephen Fried

 [www.stephenfried.com](http://www.stephenfried.com)



Bantam | HC  
978-0-553-80437-9 | 544pp.  
\$27.00/\$33.00 Can. | Exam Copy: \$13.50

*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.

The legendary life and entrepreneurial vision of Harvey helped shape American culture and history for three generations—from the 1880s all the way through World War II—and still influences our lives today in surprising and fascinating ways. In *Appetite for America*, award-winning journalist Stephen Fried recreates 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.

As a young immigrant, Fred Harvey worked his way up from dishwasher to household name: He was Ray Kroc before McDonald’s, 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 inspiring story of how this visionary built his business from a single lunch counter into a family empire whose marketing and innovations are still encountered and imitated in myriad ways.

**“Impressive . . . delightful . . . a business story and a sweeping social history populated with memorable characters.”**

—Jonathan Eig, *Wall Street Journal*

### About the Author

**STEPHEN FRIED** is an award-winning investigative journalist and essayist and an adjunct professor at Columbia University Graduate School of Journalism.

## A Note from the Author

I first encountered Fred Harvey the same place most people meet him—at El Tovar, the historic hotel just a few steps from the edge of the Grand Canyon, where his moody portrait hangs in the main lobby.

But the more I learned about this demanding English gentleman—whose family business revolutionized so much about American dining, travel, retailing, marketing, branding and personnel management from the 1880s through the 1940s—the more I wondered: why had I never heard about him or his hospitality empire before?

And after my book, *Appetite for America*, came out, I started hearing the same question all over the country from students and professors of business, American history and hospitality; from top executives at companies large and small; and from readers casual and academic. How is that I never heard this amazing story?

So I've started going around the country, telling the tale to college and museum groups, to culinary students and historians, to hospitality chains and their customers, to history buffs and people who just wander in and get caught up in the saga. Because the Fred Harvey story isn't just a rich tale of a driven entrepreneur—"food missionary," as one prominent New York critic called him, on a quest to civilize the United States one meal at a time—or a revolutionary company that changed the way we eat, drink, travel and spend our leisure time.

Seen through the prism of the multigenerational Harvey family business, the late 1800s—a period too many people slept through in high school history class—become a powerful, riveting drama of a great nation expanding and uniting, one steel rail at a time. And the formative years of the "American Century" take on a different meaning.

"It is imperative to know and tell the story of Fred Harvey," one Purdue University professor recently wrote on his blog for industry educators. He told his colleagues "*Appetite for America* is a must read."

As a college and grad school instructor myself, I always look for books that teach more than just a new story—but also offer a new way of seeing what students already know (or think they know.) My goal during the six years I researched and wrote this book was not to produce just another historical biography, but to create a broad, approachable biographical history that pulls together several misunderstood chapters of America's business, political and cultural life. So I was especially touched to read one critic proclaim "if history books had read like *Appetite for America* when I was in school, I would have spent a lot more time with my nose in the book instead of staring out the window or watching the clock."

Over the next year, I'll continue to travel the nation—by train, as often as possible—talking about Fred Harvey and the valuable lessons his family business story has for today's students and entrepreneurs. I hope to get a chance to speak to your class or at your institution (you can reach me at my website [www.stephenfried.com](http://www.stephenfried.com)). But even if I don't, I hope you'll take the time to read the story of Fred Harvey, and include it in your teaching. He is the founding father of a great many things we take for granted in industry and culture. As the *Wall Street Journal* recently pointed out, it is time to "give Fred Harvey his due."

And it is thrilling to watch resourceful, creative business leaders deal with changing times from the formative days of railroads up through the rise of the automobile and the airplane, through two Depressions, two World Wars, and enormous societal shifts. In these challenging economic times, this provocative story can bring much-needed perspective—and maybe even some hope.

May Fred be with you.

*Stephen Fried*