

The following is excerpted from the New Mexico State Records Center and Archives's 2002 grant application. The archive has graciously allowed the NFPPF to make it available online as an example for new grant applicants.

The New Mexico State Records Center and Archives (NMSRCA) of the Commission of Public Records proposes to preserve the following films from its collections: *Dawson, N.M.* (Hubert M. Loy, 1937-1938) and *Madrid Christmas Scenes/Santa Fe Ski Resort* (New Mexico State Tourist Bureau, 1940).

1. Research Significance. Dawson, New Mexico, was named for John B. Dawson, a rancher who bought the coal-rich property from the Maxwell Land Grant in 1869. The town was incorporated by the Dawson Fuel Company in 1901 and sold to the Phelps-Dodge Company in 1906. Phelps-Dodge soon developed Dawson into a major coal source for the Southern Pacific and the Santa Fe railroads and laid down a model for the company town as among the most progressive in New Mexico. Within years, Dawson's downtown would boast of a gym, an opera house, a movie theater, several schools, two churches, a large mercantile store, and a modern hospital, and the town became the largest single-industry town in the Southwest. When the mines were closed in 1950, the town was sold to the National Iron and Metals Company, which was so thorough in its dismantling of the town that, as the last train car rolled down the railroad spur, the workers pulled up the tracks behind it.

Today, almost nothing remains but the hundreds of graves in the miners' cemetery, the first in New Mexico to be listed on the National Register of Historic Places. The Dawson Cemetery stands as monument to two of the greatest mining disasters in the history of the United States, but cannot begin to suggest the vitality and resiliency of the community within which they occurred. The people of Dawson have retained their identity as a dispersed community of Dawsonites in spite of the town's erasure over fifty years ago. Dawsonites recall their community as "a little United Nations" in which more than a dozen languages were spoken and roughly 80 percent of citizens were immigrants from Italy, Poland, Greece, the Balkans, Mexico, the British Isles, Finland, Sweden, and Germany. Dawson historian Toby Smith writes that "people...came together in Dawson and, in work and in play, usually did so harmoniously. That common denominator of amicability still exists in the hearts of anyone with a link to the place. Not a ghost town, Dawson is a *real* town that continues to inspire a fidelity that exceeds nearly any *alma mater*."

Dawson, N.M. collects the 8mm home movies shot by Hubert M. Loy during his years as a teacher at Dawson High School in the late 1930s. In addition to personal footage of the Loy family, Mr. Loy's films include footage of student field trips to sites within Dawson, including the tipple and coke ovens; careful pans over town taken from various points in the surrounding hills; and neighborhood scenes featuring dozens of the towns inhabitants. Taken together with the remarkably thorough narrative account provided by his widow, Charlotte Loy, *Dawson, N.M.* is an invaluable portrait of a since-vanished community, a fitting monument to the memory of the old Dawsonites who still today insist "the town's plenty alive."

Mr. Loy's film is also of note for the scenes of nearby Taos which make up the last of its six camera rolls. These include footage of Mr. Loy's students skiing clumsily down a mountainside patch of snow; Taos street and plaza scenes busy with horse carts and autos; and an appearance by Mr. and Mrs. J. Paul Getty, with whom the Loyes enjoyed a New Mexico chile lunch.

In *Madrid Christmas Scenes/Santa Fe Ski Resort*, the New Mexico Tourist Bureau provides a glimpse of another company town which became known during the 1930s for its elaborate Christmas displays, perhaps more so than for its substantial coal production. As many as 100,000 visitors a year were drawn to see the "Christmas City of the Southwest." Sponsored by the Albuquerque and Cerrillos Coal Company and by the contributions of the miners' Employees Club, Madrid Christmas was a truly spectacular event. Historian Richard Melzer calculates that "each year, as many as 50,000 lights, 20 miles of wire, two railroad cars of lumber, 75 gallons of paint, 6,000 square yards of canvas and 500,000 kilowatt-hours of electrical power" were consumed. Trans-World Airlines re-routed its evening flights to pass over the Madrid displays to the delight of their passengers. The decorations, many produced by Rio Grande Painter Paul Lantz, featured traditional Christmas scenes as well as characters such as Humpty Dumpty, Little Red Riding Hood, Cinderella and others, some equipped with elaborate mechanical parts and audio features.

Following the 1941 attack on Pearl Harbor, the lights of Madrid were extinguished. The location of the decorations today is not certain, but by one account, these were destroyed in a warehouse fire in Gallup, N.M., shortly after their purchase from Madrid by the Gallup Chamber of Commerce in the mid-1940s. While the decorations have been well-documented by countless still photographers in black-and-white, this unedited roll of Kodachrome footage from 1940 is believed to be the only color photographic record of the Madrid festivities. This footage is followed on the roll by a brief shot of racing skiers crossing the finish line at Hyde Park, Santa Fe's first ski area, and among the first in the state.

2. Physical Film Description. The source material for the preservation of *Dawson, N.M.* is two reels of acetate, standard 8mm, silent, black-and-white reversal original. These reels were assembled by Mr. Loy from six original camera rolls. Reel one measures 155 ft., reel two 94 ft. The film was acquired in 1991 by gift of Dr. William G. Loy, son of Hubert and Charlotte Loy.

The source material for the preservation of *Madrid Christmas Scenes/Santa Fe Ski Resort* is a 100 ft., acetate, 16mm, silent, Kodachrome color reversal original. The film was acquired in 1971 through a transfer from the New Mexico Department of Development. Both of these films are held by NMSRCA without any restrictions placed by the donors upon their use. It is the intent of the Archives to make these films available to on-site researchers and to audiences at both on- and off-site public screenings at which no admission is charged.

3. Uniqueness of NMSRCA Film Copies. The source for the preservation work proposed for both of these films will be the camera original reversal positives. In both cases, the original has been determined to be the best source material available. The only other materials known to exist for *Dawson, N.M.* are a 3/4" video master and several VHS viewing copies produced by William Loy prior to his donation of the film to NMSRCA. No other material is known to exist for *Madrid Christmas Scenes/Santa Fe Ski Resort*. Neither of these titles is available in rental or video copies through commercial distribution or video channels.

Four other regional repositories were contacted to confirm that this preservation effort would not duplicate previous efforts: the Center for Southwest Research at the University of New Mexico in Albuquerque; the Rio Grande Historical Collections at New Mexico State University in Las Cruces; the Fray Angélico Chávez History Library at the Palace of the Governors in Santa Fe; and the Old Coal Mine Museum in Madrid. These four confirmed that they had not themselves conducted any prior preservation work on these titles and knew of no other institution that had.

4. Description of Preservation Work and Cost Estimate

a. *Dawson, N.M.*: from the 8mm silent, black-and-white, reversal originals, NMSRCA proposes to produce a wet-gate, 16mm blow-up optical duplicate negative; from this negative, to produce a 16mm one-light check print; and from this print, to transfer to DigiBeta and Betacam SP.

b. *Madrid Christmas Scene/Santa Fe Ski Resort*: from the 16mm silent, Kodachrome color reversal original, to produce a wet-gate, 16mm contact internegative; from this negative, to produce a 16mm color answer print; and from this print, to transfer to DigiBeta and Betacam SP.

This work was discussed with the film technician at Laboratory X and the film technician at Laboratory Y. Laboratory X has provided a cost estimate of \$_____ for the film work and Laboratory Y has provided a cost estimate of \$_____ for the video transfer. The combined cost for all proposed laboratory preservation work is \$_____. For more detailed information regarding these cost estimates, please refer to the attached statements from Laboratory X and Laboratory Y.

5. Storage. Construction of the New Mexico State Library, Archives and Records Center facility was completed in 1998. Environmental controls for the Archives vault include air and particle filtration, temperature and humidity controls, water detection, dry-pipe fire suppression with "smart heads," and security cameras. Temperature and humidity are monitored twenty-four hours a day, seven days a week, through three hygrothermographs positioned throughout the vault. The vault temperature is maintained at 62°F (+/-5°F) and relative humidity at 37% (+/-3%). An upright freezer is available for the storage of negatives.

6. Access Plans. NMSRCA will incorporate these films into a lecture and screening program to be held in conjunction with a family history preservation clinic. This program will be first presented on-site at the Archives facility in Santa Fe as part of New Mexico Historic Preservation Week in Spring 2003. This program will be repeated in collaboration with other area institutions at venues throughout the state, and will be submitted for possible inclusion in two local film festivals, the Taos Talking Pictures Festival in Spring 2003 and the Santa Fe Film Festival in Fall 2003.

NMSRCA will provide broadcast-quality video copies to area broadcasters for use in the promotion of this NFPF-funded preservation effort and of the holdings and activities of the New Mexico Historical Film Collection.

7. Public Service Mission. The Archives and Historical Services Division of NMSRCA, maintains, preserves, and makes available to the public the permanent records of New Mexico. Consultation and research assistance are provided to state agencies, businesses, and the general public. Archival documents are used to support the operation of government agencies, social services, and the judicial system. The Archives also helps to support scholarly studies, prove citizenship, resolve land and water issues, and document family histories. The Division provides reference and research assistance on an individual and group basis in the Archives research room. The Archives and Historical Services Division has more than 5,000 visitors annually and responds to more than 3,500 remote requests.

NMSRCA supports a strong outreach program including: tours and workshops for student and professional groups; training and support for smaller archival institutions throughout the state; an annual, week-long series of public lectures, events, workshops and screenings to celebrate Archives Week; participation in the New Mexico Digital Collaborative and the Online Archives of New Mexico (<http://elibrary.unm.edu/oanm>) collaborative digital access projects; and, the development of the Archives' online catalog (<http://164.64.110.201/webcat/front-nm.htm>) to increase access to finding aids and collections. The NMSRCA web page may be viewed at <http://www.nmcpr.state.nm.us>.

8. Tax-Exempt Status. NMSRCA is nontaxable as a governmental agency. A Series 1992—Nontaxable Transaction Certificate from the New Mexico Taxation & Revenue Department for issuance by the New Mexico Commission of Public Records is attached.

9. Matching Funds. NMSRCA is committed to the proposed project and is prepared to provide matching funds to complete the project.