

### From the Director:

This spring semester will mark the end of the Center's tenth academic year, a year that has brought terrific news. The Summerlee Foundation, through the good offices of David Jackson and John Crain, has awarded the Center a grant to support residential research fellows for the next three years. Beginning in the autumn of 2006, the Summerlee fellowship, designated for work on Texas history, will raise the number of research fellows at the Center from three to four.

When we began operations ten years ago, the Clements Endowment supported just one research fellow, but a grant from the Summerlee Foundation gave us the means to support two fellows per year. After the initial Summerlee grant ran out, the Center obtained permanent funding to support three fellows a year, thanks to the work of George Bayoud who heads our advisory panel, the generosity of Louis A. Beecherl, Jr., Tex Moncrief, and an anonymous donor, and additional funding from the Clements Department of History. Now, the Summerlee Foundation has stepped forward to help us raise the number of research fellows once again.

The number is important. Residential research fellowships have been the heart of the Center's program. More than anything else the Center does, fellowships advance scholarship on the American Southwest by providing scholars with the precious gift of uninterrupted time to focus on their research and writing. A case in point is

Colleen O'Neill's book, *Making a Living and Working Elsewhere: Navajo Workers in the Twentieth Century*, published last fall by the University of Kansas Press. "This project took wings in Dallas, Texas, at the Clements Center for Southwest Studies," O'Neill wrote, as she acknowledged the time and the "intellectual companionship" the Center pro-

***The River Has Never Divided Us: A Border History of La Junta de los Rios***

On November 10, 2005, an eager group of faculty, students, staff, and members of the community gathered in SMU's DeGolyer Library to hear Jefferson Morgenthaler speak about the Rio Grande, the border and the process of researching and writing history. He told some stories that didn't make it into his book, and explained why it has been banned by the National Park Service. He titled his award lecture "Rio Guapo, or How to tell the difference between a native mystic and a lunatic, while annoying only a few of the locals."

The Clements Center's annual book prize was initiated in 1999 to promote and recognize fine writing and original research on the American Southwest. The judges chose Jefferson Morgenthaler's book from a field of 47 submissions. They called *The River Has Never Divided Us* "compelling," "a tour de force," and "relentlessly tale-spinning, ironic, impudent and mordant." Andrés Tijerina, author of *Tejano Empire:*

*Life on the South Texas Ranchos*, commented that "No other history of the area has approached the broad interpretation of this book as it weaves this intensive study of La Junta so closely into the international trends and events taking place in Texas, Mexico, and the United States...The writing is witty, bold and enticing."

After receiving the award and the \$2,500 prize, in a generous and much-appreciated gesture, Jefferson Morgenthaler returned the money to the Clements Center to create a fund, which has been named "The Morgen-





HELEN MCLURE received the \$1,000 Irene Ledesma Prize from the Coalition for Western Women's History to help fund research for her dissertation, "I Suppose You Think Strange the Murder of Women and Children': White-capping and Lynching in the American West, 1870-1930." The prize committee wrote that they



The William P. Clements Center for Southwest Studies  
Announces the 2006 Public Symposium

## Consumer Cultures Meet the U.S - Mexico Borderlands

*Opening reception & exhibition: Friday, March 31 (evening-TBA)*

*Symposium: Saturday, April 1, 2005 8:30 a.m. to 5:00 p.m.*

“Consumer Cultures Meet the U.S.-Mexico Borderlands,” the seventh in the Clements Center’s symposia series, considers the dynamics of consumer capitalism in the borderlands between 1848 and the present. Convened more than a decade after NAFTA removed restrictions on the cross-border movement of goods and services, though not of people, this symposium considers the role of the border in the consumer culture of the U.S.-Mexico borderlands. As with previous symposia, this effort will result in a book of essays. SMU’s Clements Department of History faculty member Alexis McCrossen has organized this event in conjunction with the Clements Center and she will edit the book.

How have scarcity and abundance shaped the borderlands? The region’s poverty—manifested in the millions of residents who follow subsistence regimens—forces scholars to consider how consumer culture, now considered the dominant form of culture worldwide, works even within economies of scarcity. The boom in assembly plants, cities, and contraband—each central to mature consumer cultures—emerges out of an abundance of natural resources, investment capital, entrepreneurial energy, and

tractable labor. This conference aims to bring the borderlands, the American southwest, and the Mexican North to the attention of scholars in history, anthropology, sociology, and geography who study consumer capitalism and culture. By the same token, it also seeks to show how the imperatives of consumption have shaped the borderlands. In doing so, it will complicate our understandings of both scarcity and abundance.

The presentations range widely, from analysis of the consumerist strains underlying the nineteenth-century ideology of ‘manifest destiny,’ to exploration of markets for leisure-time activities and real estate in the United States-Mexico borderlands, to consideration of Mexican migrants as consumers. Most of the presenters straddle the border by addressing such topics as herbal-supplement company OmniLife’s transnational sales’ strategies, two Mexican brothers’ motion picture exhibition circuits a hundred years ago, how *Juarenses* talk about consumption of imported trash and second-hand goods, the smuggling of narcotics, and the place of a gendered consumer politics in the ongoing struggle to put an end to the murder of Mexican women on the border.

### REGISTRATION FORM

Name: \_\_\_\_\_

Organization or school (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Registration fee (please check where applicable):

General admission (tax is included):

- \$ 5.00  
 \$20.00 with hot lunch buffet (*must be paid in advance*)\*

Student admission:

- Free admission for conference only  
 \$10.00 with hot lunch buffet (*must be paid in advance*)\*

Whatever your choice of the above, PLEASE register in advance, either by mail, phone, or online at:

<http://www.smu.edu/swcenter/ConsumerCulture.htm>.

To register by phone, call (214) 768-3684.

The lunch buffet menu is posted on the registration Web site. Please contact us if you need special accommodations.

\* Please mail your check for the lunch buffet made out to *Clements Center for Southwest Studies*:

William P. Clements Center for Southwest Studies  
Southern Methodist University  
P.O. Box 750176  
Dallas, TX 75275-0178

*Driving directions: <http://www.smu.edu/maps/download/>*

*Parking information: <http://www.smu.edu/maps/VisitorsParkingMap2003-04.pdf>*



## Consumer Cultures Meet the U.S - Mexico Borderlands

<http://www.smu.edu/swcenter/ConsumerCulture.htm>

**Friday, March 31 (evening TBA) – Opening Reception and Exhibition:  
“Business in the Borderlands: From Cibola to Semiconductors” at DeGolyer Library**

Saturday, April 1

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8:30-9:00	Registration Coffee	1:45-2:45	Session IV: Migrant Consumers
9:00-10:00	Session I: Consumption and the Making of the Border and the Borderlands <i>Domesticating the Border: Manifest Destiny and the Market in the United States-Mexico Boundary Commissions, 1848-1855.</i> Amy S. Greenberg, Associate Professor, Penn State <i>“This Great Show Window”: Consumerism Transforms the United States-Mexican Borderlands, 1960-1975.</i> Evan R. Ward, Assistant Professor, University of Northern Alabama	2:45-3:00	Break
10:00-10:15	Coffee Break	3:00-4:00	Session V: Excesses of Consumer Capitalism <i>The Role of Native Peoples in the Cross-Border Drug Trade, 1854-1998.</i> Robert C. Perez, Assistant Professor, University of California Riverside. <i>Public Women and the Consumption of Femicide in Northern Mexico</i> Melissa Wright, Associate Professor, Penn State
10:15-11:15	Session II: The Social Life of Things in Ciudad Juarez <i>Cine Frontera: Film Exhibition and Production on the U.S.-Mexico Border, 1917-1935.</i> Laura Isabel Serna, Doctoral Candidate Harvard University. <i>Naming and the Renewal of Goods on the Border: El Dompe, Los Yonkes and Las Segundas.</i> Sarah Hill, Assistant Professor, Western Michigan University.		
11:15-11:30	Break		
11:30-12:30	Session III: Commodification of Place and Experience in the Borderlands <i>Selling the Border: Trading Land, Attracting Tourists, and Marketing American Consumption on the Baja California Border, 1900-1930.</i> Rachel St. John, Assistant Professor, Harvard University. <i>Inventing the “Great Southwest”:</i> <i>Creating and Consuming Leisure in the Southwest Borderlands.</i> Lawrence Culver, Assistant Professor, Utah State University.		
12:30-1:45	Luncheon		







### WEDNESDAY, JANUARY 25

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Clements Center Brown Bag Lecture

12 noon to 1:00 p.m.

Texana Room, DeGolyer Library

6404 Hilltop Lane & McFarlin Blvd.

"Hetch Hetchy: A Story of Water, Electrical Power, a City, and a Park"

ROBERT RIGHTER, Environmental Historian and Research Professor of History, Southern Methodist University; author of *The Battle Over Hetch Hetchy: America's Most Controversial Dam and the Birth of Modern Environmentalism* (Oxford University Press)

### THURSDAY, JANUARY 26

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*Giant at 50: A Preview Reception and Panel Discussion* (6:00-8:00 p.m.) (See the program on Skitchy for details)

John Muir and the Sierra Club believed it was the right of all Americans to experience natural beauty, particularly the magnificent mountains of the Yosemite region. James Phelan, the mayor of San Francisco, considered it his civic responsibility to provide his constituents with a pure, abundant source of water. These two views clashed over the fate of Yosemite National Park's Hetch Hetchy Valley. Phelan wished to dam the valley for a water supply while Muir was determined to preserve it forever. This national fight began in 1901 and ended in 1913 when Congress granted San Francisco the right to construct the O'Shaughnessy dam. It was the first time in American history that the idea of technological progress was seriously questioned. It signaled the opening salvo of a century-long conflict over the "highest and best use" of places of natural beauty. More recently, environmentalists (who have never forgiven the city) and many Californians are arguing that the dam should be breached and the valley restored. This is an intriguing idea!

**SATURDAY, JANUARY 28**

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Seventh Annual *Legacies*

KIRSTEN SILVA GRUESZ,  
Associate Professor of Lit-  
erature, University of Cali-  
fornia, Santa Cruz

*“New Orleans, the Gulf  
of Mexico System, and  
the Abjection of Latin  
America”* argues for a  
new geographical imagin-  
ing of the Gulf coast and  
its open sea as a transna-  
tional social space. By  
understanding the Gulf as  
a system of cultural  
exchange that is distinct  
from the Caribbean or

the circum-Atlantic, we can approach the idea of the  
U.S.-Mexican border in a new way. This talk will focus  
on the role of New Orleans as a liminal space between  
the “Anglo” and “Latin” Gulf, discussing visions of the  
city’s potential to dominate Latin American markets from  
the nineteenth century forward. Citing examples from  
travelogues, novels, and other texts in English and  
Spanish, the talk will be accompanied by visuals.

Kirsten Silva Gruesz teaches nineteenth- and twentieth-  
century literatures of the Americas, including Latino liter-

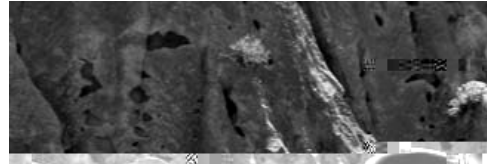


**THURSDAY TO SUNDAY, JULY 20-23**

SMU-IN-TAOS CULTURAL INSTITUTE FOR  
ADULTS: JULY 20-23

Adults can enjoy a weekend of relaxed learning in a unique setting this summer. These weekend classes are held at historic Fort Burgwin, SMU's campus in the Sangre de Cristo mountains. The Institute begins Thursday evening with a reception and continues Friday, Saturday and Sunday morning with classes, field trips, and social events. The schedule includes free time for individual sight-seeing and shopping, and includes a free concert by I Palpiti, an ensemble of internationally acclaimed young musicians. Courses cover Taos artists from Nicolai Fechin to Georgia O'Keeffe, with Art History Chair Randall Griffin; the secret Los Alamos nuclear project launching the Atomic Age, with Clements Department of History Chair James Hopkins, whose father was a pilot on the Nagasaki attack, and Physics Professor Fred Olness; hands-on archaeology, including dig experience, with Anthropology Professor Ron Wetherington; and women writers of the Southwest with English Professor Martha Satz. Classes in fly fishing and digital photography will be back by popular demand from last year's offerings and will accommodate different skill levels. They will again be taught by University Photographer Hillsman Jackson and SMU instructor and outdoor guide Pat

Moulds. To register or obtain more information, call (214) 768-1303 or e-mail Jana Rentzel at [jrentzel@smu.edu](mailto:jrentzel@smu.edu) or visit [www.smu.edu/taos](http://www.smu.edu/taos). Tuition includes evening receptions, meals, and field-trip entrance fees. The cost is \$500 for registrations made by June 1, \$550 for those between June 2 and July 1, and \$600 thereafter.



*Anthropology Professor Ron Wetherington explains how Pueblo cliff dwellings were shaped from volcanic rock on a field trip at Bandelier National Monument as part of a Cultural Institute class on the history of Pueblo culture.*

The Clements Center's newsletter is published semi-annually at the beginning of the fall and spring semesters. For an email version of this newsletter or for more information about the Clements Center's grants, fellowships, publications and programs, please visit our Web site at [www.smu.edu/swcenter](http://www.smu.edu/swcenter) or contact us at Dallas Hall, Room 356, (214) 768-1233 or [swcenter@smu.edu](mailto:swcenter@smu.edu).



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