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Park View

A CHICAGO AGRICULTURAL COLONY IN
NORTHERN NEW MEXICO

Robert J. Tórréz

On Tuesday, 25 July 1972, the northern New Mexico village of Park View bustled with activity as the San José Parish prepared to celebrate its annual fiesta de Santiago, or feast of St. James. The scheduled events included the usual vespers, morning mass, and procession through the village's main (and only) street. However, there seemed to be an unusual level of anticipation in the air as the gathering crowd discussed a unique item in that year's schedule of events. According to the poster issued to publicize the fiesta, the mass that morning would include a public declaration, the "Proclamación de Los Ojos" during which the name of the village, Park View, would be officially returned to its original name, Los Ojos. The proclamation read that day culminated a year-long struggle by the residents of Los Ojos to regain the name chosen by their ancestors who had settled the *Tierra Amarilla* land grant more than a century earlier. Los Ojos was one of the original settlements established within the grant between 1860 and 1863, but for some unknown reason, most maps and descriptions of the region soon after designated the village as Park View. No one seemed to recall how this name change had come about. Certainly, nobody in the village imagined that the Park View name originated in Chicago, Illinois, in the mind of a land speculator who envisioned the *Tierra Amarilla* grant as an agricultural colony for European immigrants.¹

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The decades following the Mexican-American War were a period of change for the territories obtained from Mexico by the United States through the Treaty of Guadalupe Hidalgo in 1848. Within a generation, the states and territories of California, Utah, Nevada, Colorado, New Mexico, and Arizona were carved from the Mexican Cession. This extraordinary expansion of the country's boundaries provided many opportunities for entrepreneurs to develop myriad projects ranging from the legitimate to the unscrupulous and designed to attract settlers to every imaginable corner of this sparsely populated region. Developers and investors, often under the auspices of colonization societies, began the process by purchasing large tracts of land in the West. They then developed elaborate promotional materials for distribution in cities of the eastern and midwestern United States as well as Europe hoping to attract immigrants to their property. Many of these advertisements consisted of what one government report of the time kindly described as "information of an enticing character."²

These development companies attracted prospective pioneers with vivid, albeit exaggerated, claims of the services they could provide to new arrivals. One 1874 booklet that promoted an agricultural colony in the vicinity of Colorado Springs, Colorado, summarized how colonization companies could ease a settler's concerns about the hardships inherent to starting a new life in the western wilderness: "even the first disadvantage . . . of being obliged to prepare the land for irrigation, may often be counteracted by . . . development companies, which will have capital enough to construct the irrigation ditches, lay out the farms and town, build the dwellings [and] sell the tracts to the colonists at small annual payments. . . ."³ William Blackmore, a British entrepreneur who promoted colonies in New Mexico and Colorado, was even more emphatic about colonization. "Now we can go west," boasted one of his brochures, "and find civilization ready-made to order waiting to receive us."⁴ Sales pitches such as these succeeded in attracting thousands of settlers to the West.

In this expansionist spirit, speculators attempted to establish several agricultural colonies in New Mexico during the last decades of the nineteenth century. One of the earliest of these was Park View, which a Chicago-based corporation established within the Tierra Amarilla land grant in northern New Mexico in 1876. The land grant had been given to Manuel Martínez and several other individuals by the Mexican government in 1832. (Confirmed to Francisco Martínez, Manuel's son, by the United States Congress in 1860, the grant has become one of New Mexico's most controversial cases

of land grant adjudication.) Located along the New Mexico–Colorado border, the Tierra Amarilla grant straddled the Río Chama, one of the Río Grande’s major tributaries, and consisted of more than a half-million acres of the finest agricultural, grazing, and timber tracts in New Mexico Territory. This magnificent property sat squarely within the part of northern New Mexico that one of William Blackmore’s promotional brochures described as having extraordinary potential for supporting large populations “in health, food, and wealth.”⁵

Beginning in the mid-1860s, the economic potential of the Tierra Amarilla grant attracted a number of entrepreneurs and speculators who purchased substantial interests in the grant from Manuel Martínez’s heirs. Enrique Mercure, Elias Brevoort, and Thomas D. Burns were a few of the individuals who played an important role in these early transactions, but the principal figure among those who charted the course of the Tierra Amarilla grant was Thomas B. Catron. Catron came to New Mexico in 1866 and quickly obtained the first of several important public offices he held during his long and controversial career. By 1870, he and various partners began to purchase interests in Spanish and Mexican land grants throughout New Mexico. Catron’s holdings became so extensive that, by the eve of the twentieth century, he was considered the largest private landowner in the United States. He organized or authorized colonization projects on several of the grants he owned or controlled, but apparently none succeeded. Violle Clark Hefferan, one of Catron’s biographers, attributes this dismal record largely to the men Catron hired to manage and promote his properties. According to Hefferan, these men tended “to detract rather than add” to the success of Catron’s colonization enterprises.⁶ Park View was apparently no exception.

Catron undoubtedly had a significant impact on the history of New Mexico, but his most enduring legacy is the one that lingers in the Tierra Amarilla grant, which was patented to him in 1880. In the mid-1870s Catron was busy maneuvering to acquire every interest in the Tierra Amarilla grant from Manuel Martínez’s heirs. In early 1876, he hired Wilmot E. Broad to serve as his agent in Tierra Amarilla for that purpose.⁷ It is not certain how Catron and Broad came to know each other, but Broad was apparently on the lookout for the opportunity that presented itself when Catron hired him.

Four years earlier Broad, John S. Corthell, and William G. Thompson had incorporated The New Mexico Stock and Agricultural Association in Illinois for the purpose of “colonizing and bringing into use tracts of lands in the territories of New Mexico and Colorado, and improving lands in said territories,” and “raising, buying and selling, and dealing in live stock, open-

ing and working mines and dealing in mining materials.” Headquartered in Chicago, the Association issued one hundred thousand dollars of capital stock in February 1876.⁸ At about the same time Catron hired Broad to represent his interests in Tierra Amarilla. Within a month, the 14 March 1876 issue of Santa Fe’s *Weekly New Mexican* reported rumors that “responsible Chicago parties” were interested in establishing a colony in the San Juan River area of northwestern New Mexico. In 1876, the corporation also published and distributed a beautiful map of New Mexico, which they touted as “more perfect than any heretofore published.” Advertisements lined the borders of this splendid map. In one ad, the Association pledged itself to being “at all times prepared to sell lands in the Territory of New Mexico . . . for Mining Purposes, Stock-raising and Agricultural pursuits.” The ad also offered to provide prospective colonists transportation “from Eastern Cities to . . . All Parts of Southern Colorado and New Mexico.”⁹

Broad and his partners spent the summer of 1876 searching for a colony site, even extending their efforts into the still sparsely settled “Navajo Country” of northwestern New Mexico. William F. M. Army, one of the most ardent promoters of New Mexico, served as their guide.¹⁰ Army held several positions in New Mexico’s territorial government, including territorial secretary and acting governor in the mid-1860s. He also spent several terms as federal agent for the Utes and Jicarilla Apaches, positions that enabled him to become intimately familiar with much of northern New Mexico and southwestern Colorado. Army’s knowledge of New Mexico and its resources proved invaluable to the Chicago corporation, although his biographer insists he became involved in colonization schemes only when financial circumstances reduced him to guiding tours of “Indian country” for a “small fee.”¹¹

How Broad and his partners chose the site on which to establish their colony is unknown to historians. Whatever plans they had for northwestern New Mexico never materialized, and by late summer 1876, they decided to locate their settlement squarely within the Tierra Amarilla grant. They staked out town lots and a site for a city hall on a low plateau that overlooks the Río Chama approximately one mile north of present-day Los Brazos.¹² The new town was christened Park View. According to local tradition, the name was chosen because of the colony’s picturesque location,¹³ an image evident in a letter C. S. Olmsted published in the December 1876 issue of the *Chicago Prairie Farmer*:

Perhaps a letter from this part of our Union . . . would be interesting to . . . those who contemplate coming here to make this country their

home. . . . [T]he new town of Park View has just been laid out. . . . It is, indeed, a beautiful spot for a town . . . nestling in a beautiful valley near the base of the mountains, whose . . . tops are covered with glistening snow from October to June and July, while the sides of the same . . . and the ravines and valleys below, are covered with a mantle of green and luxuriant vegetation amid which are found numberless varieties of flowers. . . . The scenery here is grand and beautiful and worthy [of] the pen and brush of poet and painter.

Olmsted's letter described the region's abundant water and timber resources, but he was especially impressed by the economic potential of the wool market. "The chances for profitable investment of even small amounts of capital . . . is good," he wrote, and predicted a prosperous future for the "intelligent and enterprising people" who were emigrating to the colony.¹⁴

The earliest colonists reached Park View in September 1876. That month, the *Colorado Daily Chieftain* of Pueblo reported that a Chicago-based colonization company had settled "about thirty persons" on the Tierra Amarilla grant and that more colonists were expected to arrive shortly.¹⁵ The following month, William G. Thompson and John L. Corthell, two of Broad's partners, were reported to be at Pueblo, escorting twenty additional colonists to Tierra Amarilla.¹⁶ In February 1877, Thompson was appointed postmaster for the new town.¹⁷ Despite all the activity, no one registered property transactions associated with the colony until February 1877. That month, Broad and his partners recorded their purchase of a one-eighteenth interest in the Tierra Amarilla grant from Elias Brevoort.¹⁸ Several weeks later, the *Santa Fe Daily New Mexican*, the region's principal newspaper, reported that Broad had purchased a large tract of land for a colony in Río Arriba. The paper noted several "free American citizens" were already on the property, and additional settlers were anticipated before the end of the year.¹⁹ Later, in spring 1877, the same newspaper reported that Broad had been in Santa Fe and was on his way to Chicago on business related to "the interests of the colonization society" of that city.²⁰ Other regional newspapers also reported a slow but steady flow of emigrants making their way to Park View throughout the summer of 1877. The *Colorado Daily Chieftain* likewise described wagons loaded with baggage and several families from Chicago rolling toward Park View. A "fine portable saw mill, shingle mill and other machinery" were also en route.²¹

By all accounts, the budding colony seemed to have a bright future. The *Daily New Mexican* not only enthusiastically reported regular arrivals of

“farmers and stock growers” at the Association’s property but proclaimed Park View the “chief settlement” of the region. Newspaper writers even anticipated that the colony was on the verge of becoming the “county seat,” although they did not specify of which county.²² If they meant Río Arriba County, Park View could have become the county seat only if the territorial legislature authorized its relocation from Alcalde and realigned the county boundaries, for Park View was located in Taos County.

Although this newspaper report seems to be a simple, overly enthusiastic promotion of the colony, the “county seat” comment may have had some merit. The highly touted A. Z. Huggins map, alluded to above, added to the northern boundary of Río Arriba County most of the Tierra Amarilla region. Indeed, a major realignment of the Río Arriba and Taos county boundaries and relocation of the Río Arriba County seat from Alcalde to Las Nutritas (present-day Tierra Amarilla) was actually accomplished in 1880.²³ The realignment possibly had its genesis in Broad’s grandiose scheme for the Park View colony.

Despite these optimistic reports and expectations, the colony quickly floundered. In late summer of 1877, a military survey team, commanded by Lieutenant C. A. H. M’Cauley of the United States Army Corps of Topographical Engineers, passed through Tierra Amarilla. According to M’Cauley’s report, Park View consisted of eight cabins and twenty to thirty persons, with less than ten acres under cultivation.²⁴ He wrote, “This was a Chicago colony, with aspects much beclouded,” and noted that most of the colonists had abandoned the settlement and gone to the “Animas region” of southwestern Colorado.²⁵ Reverend Sheldon Jackson, publisher of the *Rocky Mountain Presbyterian* in Denver, Colorado, echoed M’Cauley’s observations when he passed through Tierra Amarilla in fall 1877. Jackson reported eight families living at the “Chicago colony” and community leaders still speaking “hopefully of its prospects.” However, he added, “[T]o a stranger, it does not give promise of rapid growth.”²⁶

No extant documentation fully explains why the colony failed. Unless Broad and his partners perpetrated outright fraud, they probably failed to recruit enough colonists to lend stability and strength to the venture. Perhaps the one hundred thousand dollars of capital stock they attributed to the corporation in 1876, if it ever really existed, proved inadequate to promote and bring to fruition the plans and promises made for the colony. Most likely, however, Broad and his partners were unable to overcome the challenges of land titles, divided interests, and rampant speculation that characterized the adjudication of New Mexico’s land grants during this period. The one-eighteenth interest

in the Tierra Amarilla grant they purchased from Elias Brevoort in February 1877 probably lacked documentation sufficient enough to provide the Park View colonists with reliable title to the land. Another possibility is that Broad and his partners incurred Catron's wrath because they were developing property within the grant without his knowledge or approval. By itself, any one of these problems would have guaranteed the failure of the project; together, they doomed the colony before it had an opportunity to take root.

Three personal accounts from Park View settlers provide some details about the failure of the colony, but even these stories leave many unanswered questions. One is from Augusta C. Skogg, daughter of Swedish immigrants and wife of John Skogg, a farmer from Minnesota. In the fall of 1876, while scouting for a sawmill site near La Veta, Colorado, John Skogg, his brother, and several companions heard about the Park View colony. They went to Tierra Amarilla and apparently liked what they saw. After purchasing some lots, they returned to Minnesota to bring their families to New Mexico. In April 1877, Skogg and his family returned to La Veta, where they joined Broad and several other Park View colonists. Together, they traveled on horseback as far as Conejos, a settlement located just north of the New Mexico border along the principal road between southern Colorado and northern New Mexico. When they arrived at Conejos, someone advised them that the lots they had purchased earlier were on "the old Catron Spanish land grant and could not legally be sold." Augusta Skogg elaborated neither on who broke this news to them nor on how Broad explained this regrettable turn of events. She seems to have seen Broad as a victim of circumstances over which he had no control and simply described their unfortunate situation as "a financial loss [which] necessitated a change of plans."²⁷ Her account and the newspaper reports of earlier colonists on their way to Park View clearly demonstrate that Broad and his partners were vigorously, if not desperately, promoting the colony and selling lots several months before they actually purchased their interest in the grant from Elias Brevoort in February 1877.

No documentation, legal or personal, implicates the promoters of the colony in any fraudulent intent, but the impression of fraud is strongly suggested by Edward Thomas, another Park View colonist. Thomas was a Welsh immigrant who came to New Mexico following a chance meeting with Broad in Chicago, possibly during the latter's reported trip to the East in April 1877. Broad convinced Thomas to invest his two-thousand-dollar savings and emigrate to the "Boston Colony" he was organizing in New Mexico, but Thomas and his family did not find a permanent home at Park View. "Colonel Broad

was a swindler,” Thomas’s biographer noted, “a shrewd agent,” who “easily won the confidence of the inexperienced colonists, and . . . soon secured all the money and property they possessed, leaving them in a destitute condition. [Thomas] left the little colony with . . . a burro and a coffee mill, which thanks to Colonel Broad’s ingenuity, had cost this colonist the sum of \$2,000.”²⁸

Although they abandoned the Park View colony, Skoggs and Thomas did not move far. Thomas loaded his coffee mill and few remaining possessions on his burro, made his way to northwestern New Mexico, and settled his family near present-day Farmington. John Skogg and his family moved to Conejos, Colorado, but maintained close ties to northern New Mexico. Skogg returned to the Park View site in 1884 and operated a flour mill there for several years. Further research may uncover descendants of Park View colonists who still live in New Mexico or Colorado.

The 1880 census shows that, three years after its inception, Park View consisted of eleven families living in ten dwellings. Four of these households had Spanish surnames and may have been local families who moved into cabins abandoned by departing colonists. The census listed neither Olmsted, the enthusiastic letter writer who had foreseen such a bright future for the colony, nor Thompson, the Park View postmaster, among those remaining settlers.²⁹ The 1880 census also points out what may have been an important connection between the Scandinavian immigrant population of the Chicago region and emigration to Park View. Of the fourteen non-Spanish-surnamed adult males still residing at Park View, three—Theodore Seth, Paul Westerly, and John Peterson—listed their country of origin as Sweden. During late 1876 and early 1877, the *Sycamore True Republican*, an Illinois newspaper, reported that Westerly, Peterson, Gustav Malm, Soney Lundgren, and several other individuals from DeKalb County, Illinois, were on their way to the New Mexico colony.³⁰

As they traveled to Park View, Gustav Malm described the trials of these emigrants. On 14 February 1877 Malm wrote a letter from Pueblo, Colorado, to his nephew, Samuelson, on stationary with the letterhead of Pueblo merchant R. Sherman:

I will write a few lines and tell you about our travels hither, it all went safely and well, but you can never imagine how large tracts of ungrazed land [are that] we have passed through. . . . [Pueblo] is not much to the world, it is a little too far from the mines; they charge 10 cents a mile to go on the railroad to a town called La Veta, it is 70

miles from here, [and] we have decided to go over land by mule team; we have 250 miles to travel until we get to our destination, a town called Park view [sic].

Malm explained that, after making these arrangements, the man they hired to provide transportation backed out. Malm and an unnamed Norwegian traveling companion then decided to take the train to La Veta, where they hoped to hire a mule team to complete their journey to New Mexico. It is unknown if Malm ever reached the colony, but a descendant speculates that Malm was going to Park View because he had relatives or acquaintances there and planned to use the settlement as a “jumping off place” to the gold fields of southwestern Colorado.³¹ If Malm reached Park View, he did not stay long. Nearly two years later, a Lawrence, Kansas, newspaper reported his death on 5 February 1879. The story indicated he died from complications of “scrofula,” an illness he contracted while in New Mexico. The article explained Malm had emigrated from Wexico, Sweden, in 1864, and enlisted in the Union Army at Sycamore, Illinois, that same year. Honorably discharged at war’s end, he returned to Sycamore before moving west to seek his fortune. He was apparently trying to make his way back to Sycamore when he died in Lawrence.³²

Malm’s story, together with the presence of John Skogg and the other Swedes, suggests The New Mexico Stock and Agricultural Association recruited heavily among the Scandinavian and other immigrant populations in the Midwest. Broad’s earlier experience with the Evans, Colorado, colony, organized in Illinois in 1871,³³ provided him and his partners the necessary contacts to tap this pool of immigrants when they incorporated The New Mexico Stock and Agricultural Association in Chicago in 1872. Certainly, Park View was not the only colony that lured Scandinavians to New Mexico from the Chicago area. In 1881, nearly fifty Norwegians emigrated from Chicago to San Pedro, a tiny community located along the Río Grande approximately eighty miles south of Albuquerque. This colony was also a short-lived enterprise.³⁴

Wilmot E. Broad and Theodore Seth were the only non-Spanish-surnamed persons living at Park View in 1880 to become permanent residents of the Tierra Amarilla area. Theodore Seth established a flour mill and a small saw mill near the colony site and operated these enterprises for many years. John Skogg managed Seth’s flour mill when he returned to the area in 1884. Wilmot E. Broad continued working for Thomas B. Catron as full time

manager of the Tierra Amarilla grant. A determined entrepreneur, Broad attempted several other businesses ventures, most of which failed. One of these undertakings, the Monero Coal and Coke Company, was financed by a note cosigned by Catron. When the company failed, Broad's position as manager of the grant became what one of Catron's biographers described as "debt servitude." When Broad died in 1907, he was still working for Catron and had not yet paid off the debt to his employer.³⁵ The New Mexico Pioneers, a historical association of which Broad was a charter member, eulogized him in a manner he probably would have appreciated. The eulogy credited northern New Mexico's prosperity to Broad's many "well directed efforts" and noted he was one of the first to draw public attention to the "beautiful valleys in the vicinity of Tierra Amarilla and Park View and attract immigration for their development."³⁶

Despite the failure of Broad's Park View colony, its name survived. By 1879, the post office at Park View had been closed, possibly because the dwindling population no longer warranted its own post office. When a new one was reopened in 1880, it was relocated to the village of Los Ojos two miles south of the nearly abandoned colony site. Despite being moved to one of the original well-established Hispano settlements of the Tierra Amarilla grant, the post office retained its designation as the "Park View Post Office."³⁷ During subsequent generations, the village of Los Ojos itself became known as Park View.

Although the name change took hold on maps, memory of Park View's original name apparently remained in the hearts and minds of Los Ojos residents. In the wake of the activism that swept through the Tierra Amarilla grant in the 1960s, area residents became increasingly curious about their local history. By 1970, some in the community had raised questions about how the name *Park View* came to be applied to one of the land grant's oldest extant settlements. The region's younger citizens learned that older residents recalled the not-so-distant past when Park View was known by its original name of Los Ojos. Others, not aware of the name change, wondered how Park View had been given a name so inconsistent with those of its sister villages of Los Brazos, La Puente, Tierra Amarilla, Plaza Blanca, and Ensenada. Subsequent research found no evidence that the village had ever been officially designated as Park View.³⁸

In 1971, Park View's residents launched a controversial campaign to regain its original name. A petition circulated in the community to gauge support for the name change was followed by more than a year of debate among local residents and negotiations with federal and local officials before the name

change from Park View to Los Ojos was approved and finally proclaimed on 25 July 1972 at the annual San José Parish fiesta de Santiago.³⁹ A few weeks later, the action was confirmed by a resolution of the Río Arriba County Board of Commissioners.⁴⁰

In the final analysis, the speculative agricultural colony of Park View was an insignificant part of the nineteenth-century development of the West. Its brief existence and the quick dispersal of the unknown number of settlers who were lured there indicate that the colony had a negligible impact on the Tierra Amarilla region. If Broad and his partners had been able to hold the colony together a little longer, Park View might have developed into much more than a vague historical footnote. In the spirit of nineteenth-century Manifest Destiny, many Anglo Americans believed that places such as Tierra Amarilla needed an infusion of white immigrants to precipitate profitable development of the area's abundant natural resources. Men such as Wilmot E. Broad felt strongly that colonies such as Park View were a means to accomplish such an end. This racialized view of immigration was clearly articulated by Lieutenant M'Cauley in his 1877 report: "That the [colony] has culminated in failure is to be greatly regretted, as until ranchmen of American energy take hold of this region, its resources in an agricultural point of view will never be developed."⁴¹

By the close of 1880, however, the fate of Broad's colony was sealed. In late December of that year, the Denver and Río Grande Railroad wound its way through the mountains of southern Colorado and reached the site of present-day Chama, New Mexico, less than fifteen miles north of the Park View settlement. By this time, the colony had been, for all practical purposes, abandoned. As the disappointed colonists scattered throughout the region, only Broad, Seth, and Skogg remained to participate in the subsequent burgeoning of the timber, mining, and livestock industries that were predicted by C. S. Olmsted four years earlier.

A century passed between the time when Broad and his partners organized The New Mexico Stock and Agricultural Association and when Los Ojos regained its original name in 1972. With the change, the one remaining vestige of Broad's colony—its name—was relegated to a vague historical memory. Park View and its long-forgotten colonists had suffered the fate of many nineteenth-century entrepreneurial dreams. Instead of being a place that fulfilled the hopes of the men and women who came to New Mexico expecting a new and better life in the West, Park View became a community whose origins remain, in Lieutenant M'Cauley's words, with many "aspects much beclouded."⁴²

Notes

1. In the context of this essay, Tierra Amarilla does not refer to the present-day village of that name. Historically, Tierra Amarilla has been a collective name for the Tierra Amarilla land grant and its original settlements of Los Ojos, La Puente, Los Brazos, Ensenada, and Las Nutritas. Las Nutritas's name was changed to Tierra Amarilla when the Río Arriba County seat was moved there in 1880. For details of the name change activities, see Melinda Bell, "Village Gets New Name Tuesday," *Española (N.Mex.) Rio Grande Sun*, 20 July 1972, p. 1, and Johnnie Martinez, "Community Celebrates Rechristening to Los Ojos," *Santa Fe New Mexican*, 26 July 1972, A4.
2. United States Congress, House, *Report of the Chief of Engineers*, 1878, C. A. H: M'Cauley, "Report on the San Juan Reconnaissance of 1877," 45th Cong., 3d sess., 1878, HED 1, serial 1846, p. 1789.
3. Gen. W. J. Palmer and M. A. Bell, *Development and Colonization of the Great West* (London: Chapman and Hall, 1874), 42. This account is item 0807 in the William Blackmore Collection, Special Collections, Museum of New Mexico, Santa Fe (hereafter cited as Blackmore Collection).
4. William Blackmore, *Investments in Land in Colorado and New Mexico* (n.p., 1876), 34. Three copies, items 1157q, 1164, and 1166b, are in the Blackmore Collection.
5. Blackmore, *Investments*, 10.
6. Violle Clark Hefferan, "Thomas Benton Catron" (master's thesis, University of New Mexico, 1940), 25.
7. Victor Westphall, *Thomas Benton Catron and His Era* (Tucson: University of Arizona Press, 1973), 49. By this time, Broad may have had some experience in the colonization business. Broad and his wife are listed among the twenty-four colonists who arrived at the Evans, Colorado, settlement established by the St. Louis Western Colony Company in 1871. James F. Willard and Colin B. Goody Koontz, eds., *Experiments in Colorado Colonization, 1869-1872* (Boulder: University of Colorado, 1926), 376.
8. Articles of Incorporation, 18 April 1872, no. 3889, box 74, Dissolved Corporation Records, Illinois State Archives, Springfield, Illinois.
9. *Santa Fe Daily New Mexican*, 10 February 1877; and A. Z. Huggins, *Map of New Mexico*, no. 78.9-1876b, Map Collection, Museum of New Mexico. A second copy of this map, no. 78.9-1876 at the Museum of New Mexico has the words "Parkview" and "Stock Growers [*sic*] Colony" penciled in the general area where the colony was eventually established. Huggins was a draftsman in the New Mexico Office of Surveyor General during this period; *Santa Fe Weekly New Mexican*, 14 March 1876.
10. *Santa Fe Daily New Mexican*, 1 August 1876; *Santa Fe Weekly New Mexican*, 22 August 1876.
11. Lawrence R. Murphy, *Frontier Crusader—William F. M. Army* (Tucson: University of Arizona Press, 1972), 243. An advertisement on the Huggins map cited above notes that William E. Army, W. F. M. Army's son, was available as a "Guide for the San Juan Country" and able to provide "all supplies to emigrants." See W. F. M. Army, *New Mexico: Its Agricultural, Pastoral and Mineral Resources* (Santa Fe: Manderfield and Tucker, 1873), for his views on the development of New Mexico.

12. M'Cauley, "Report," 1809. Surprisingly, there is no evidence they consulted with Catron about their plans.
13. José María Martínez, interview by author, Los Brazos, New Mexico, 12 April 1972. Martínez, a lifelong resident of Los Brazos, used the phrase "un lugar de buena vista" ["a nice-looking place"] to explain the name *Los Ojos*.
14. "Park View Colony," *Chicago Prairie Farmer*, 23 December 1876, p. 49. Reprinted in Blackmore, *Investments*, 49.
15. *Pueblo Colorado Daily Chieftain*, 20 September 1876.
16. *Pueblo Colorado Daily Chieftain*, 10 October 1876.
17. Record of Appointment of Postmasters in New Mexico, Río Arriba County (hereafter cited as RAPNM) Record Group 28, National Archives.
18. Title Abstract of Tierra Amarilla grant, CP 305, box 6, Thomas B. Catron Collection, Center for Southwest Research, University of New Mexico, Albuquerque, and Westphall, *Thomas Benton Catron*, 49. Brevoort himself actively promoted New Mexico and speculated in land grants. His 1874 book assured prospective colonists that they could purchase "very desirable" Spanish and Mexican land grants at prices ranging from 25 to 50 cents per acre. Brevoort also confidently stated that concerns about valid titles were unfounded because the United States government tended to rule on the validity of these grants on the "most liberal principals." Such grants, he noted, "if acquired in good faith, though imperfect in form, or defective in requisites not absolutely essential . . . are recognized and confirmed." Elias Brevoort, *New Mexico. Her Natural Resources and Attractions, Being a Collection of Facts, Mainly Concerning Her Geography, Climate, Population, Schools, Mines and Minerals, Agricultural and Pastoral Capacities, Prospective Railroads, Public Lands, and Spanish and Mexican Land Grants* (Santa Fe: n.p., 1874), 125, 165.
19. *Santa Fe Daily New Mexican*, 19 April 1877.
20. *Santa Fe Daily New Mexican*, 17 April 1877. This report mentioned that W. F. M. Arny had accompanied Broad from Tierra Amarilla to Santa Fe, hinting that his connection with the colony extended beyond his guide services.
21. *Pueblo Colorado Daily Chieftain*, 25 April and 17 June 1877. A later report in the 18 January 1878 issue of the *Chieftain*, "New Routes in Southwestern Colorado," reported that the colony had "a grain and saw mill" in operation at that time.
22. *Santa Fe Daily New Mexican*, 21 March 1877.
23. Robert J. Tórriz, "The History of Río Arriba's County Seat," *¡Salsa!*, November 1995, pp. 6–9.
24. M'Cauley, "Report," 1766.
25. M'Cauley, "Report," 1809. M'Cauley mentioned that the defunct colonization company had tried to build a road between Park View and Fort Garland, Colorado. This was probably the road proposed by the Park View and Fort Garland Freight and Telegraph Company incorporated in January 1877 by Broad, Elmer Corthell, and Catron. See Corporate Records, vol. 1867–1882, p. 9, no. 291, 112, in New Mexico State Records Center and Archives, Santa Fe (hereafter cited as NMSRCA). Broad was still struggling with this road in 1879. Early that year he petitioned the commander at Fort Garland for mules and other assistance so he could "push it to early completion." Broad to Gen. Edward Hatch, 22 February 1879, no. 384, roll 36,

- Microcopy 1088, Record Group 393, Letters Received by Headquarters, District of New Mexico, September 1865–August 1890, National Archives.
26. "Northern New Mexico," *Santa Fe Daily New Mexican*, 21 November 1877, p. 1.
 27. Augusta C. Skogg, "My Pioneer Days," *Pioneers of the San Juan Country*, 4 vols. (n.p.: Sarah Platt Decker Chapter, Daughters of the American Revolution, 1946), 2:103.
 28. John Arrington, "William Henry Thomas," *Bulletin, Pioneer Association of San Juan County, New Mexico* 13 (July 1963): 7.
 29. Bureau of the Census, *Tenth Census of the United States, 1880*, New Mexico: Río Arriba, Mora, and San Miguel Counties, Record Group 29, National Archives.
 30. Herbert H. Post, letters to author, 4, 16 October, and 15 December 1989.
 31. Gustav Malm to Bruder Samuelson, 14 February 1877, and Post, letter to author, 16 October 1989.
 32. *Lawrence (Kans.) Daily Tribune*, 6 February 1879. The "Wexico" in this article is probably Vaxio, Sweden. Post, letter to author, 5 October 1994.
 33. Willard and Koontz, eds., *Experiments in Colorado Colonization*, 376.
 34. Michael L. Olsen, "Images of New Mexico in the Norwegian-American Press in the Early 1880s," *New Mexico Historical Review* 63 (October 1988): 373–83.
 35. Westphall, *Thomas Benton Catron*, 50.
 36. New Mexico Pioneers Board Minutes, 1908, L. Bradford Prince Papers: Historical Societies and Historical Letterheads, NMRCA.
 37. The appointment of Miguel Chávez as Park View postmaster on 12 February 1880 marks the most likely date of this switch of post office locations. RAPNM: Río Arriba County. Anecdotal material suggests the post office at Park View burned down.
 38. Personal knowledge of the author based on his involvement in the campaign to change the name; and Julia Goldberg, "Los Ojos Celebrates the 25th Anniversary of Returning to its Roots," *¡Salsa!*, July 1997, pp. 4, 8.
 39. Bell, "Village Gets New Name Tuesday," and personal knowledge of the author. The petition reads, "We the undersigned, in an attempt to regain a small part of our history, hereby request that the name of 'Park View, New Mexico 87551,' be changed to 'Los Ojos,' the original name of said town." Copy of original petition in possession of the author.
 40. Resolution No. 7, Río Arriba County Board of Commissioners (Tierra Amarilla, N.Mex.), 11 September 1972.
 41. M'Cauley, "Report," 1766.
 42. M'Cauley, "Report," 1809.