Welcome to the Greater Southwest . . .

This newsletter is meant to introduce you to UTA's newly-created Center for Greater Southwestern Studies and the History of Cartography. The Center was formed in 1990 to foster research, teaching, and scholarship about the Greater Southwest. Although the Center resulted from the vision and efforts of the History Department under the leadership of chairperson Ken Philp, the Center is interdisciplinary: Members of its advisory board have backgrounds in history, political science, literature, geography, engineering, and geology. The Center exists to help UTA promote The University's nationally-recognized Special Collections, support the strong student interest in the region, and assist more than two dozen faculty members who teach, lecture, and write about the Southwest. The Center is headquartered in the UTA Central Library, which has graciously provided facilities. The Center is dedicated to sharing information and knowledge about the region with the community through programs, workshops, and publications.

Defining the "Southwest"—A Perilous Adventure

Everyone, it seems, has a personal image of what—and where—the Southwest is. As one tourist put it, "it's a land of mesas, Indian villages, cactus, and open spaces." These are stereotypical popular culture images of the region based, in part, on TV and novels. Among scholars, perhaps not so surprisingly, there is little agreement on how to define the region. Is Texas part of the Southwest? Not according to an historian in Flagstaff, Arizona, who feels that only portions of Arizona and New Mexico qualify. In Southwest: Three Peoples in Geographical Change, geographer D.W. Meinig focused only on Arizona and New Mexico, paying separate tribute to the Lone Star State in his classic book, Imperial Texas. Some Texans, on the other hand, define the Southwest to include only Texas and Oklahoma, and perhaps a small portion of New Mexico. We all remember the slogan of the KATY (Missouri-Kansas-Texas) Railroad, "serves the Southwest," but that regional rail line ran only from Kansas City to Texas. Where, we might ask in desperation, is the real Southwest? The answer may depend on why the question is asked.

Geographers interested in regions know that regional identities serve different purposes. For advertising purposes, and as a part of vernacular identity, the term "Southwest" is used widely in Texas and Oklahoma as well as New Mexico and Arizona. While many scholars define the Southwest in cultural/historic terms, that is, in terms of the people or events they are studying, some urge doing away with the term entirely, because, they say, it is ethnocentric—an Anglo American term linked to "manifest destiny" that denies the Hispanic presence. They recommend calling the entire region the "Hispanic Borderlands" in recognition of the Spanish/Mexican presence, for, after all, our Mexican neighbors call the region their "norte"—or north.

The Center prefers a broad definition of the Greater Southwest to include the huge area defined by the Adams-Onis treaty of 1819. The term "Greater South-

What's in a Name? . . .

The name of this newsletter, Fronteras, captures something of the spirit of the Center: Fronteras means "frontiers," or "borders" in Spanish. Popular historian Odie Faulk called our region "the land of many frontiers" in a book of that title in 1968. The Center's interest in borders is both geographical and philosophical—how people have shaped the political and historical geography of the region is one of the Center's interests. Better understanding cartography—the art and science of map making—is also an important part of the Center's mission. So, too, is the exploration of other frontiers, such as the relationship between people and the environment, that help the Center bring the region's historic past, present, and future into better focus. The term "fronteras," of course, also recognizes the rich contribution of the Spanish and other cultures to the region.

"West" may have been coined by historians Richardson and Rister, who published a book by that name in 1934. It also includes a substantial portion of northern Mexico. In some ways, then, the Greater Southwest refers to the southwestern portion of the entire continent of North America. The term recognizes the frontier status of the region throughout much of its history. By including northern Mexico in the region, the Center also recognizes the rich contribution that many cultures have made to the region. These cultures include: Native Americans; Spaniards/Mexicans; Anglo and African Americans; and recently, Asian Americans. Texas is an important part of the Greater Southwest, for it is historically an important interface between Anglo, French, Hispanic, Native American, and African American peoples: in a broad sweep, Texas stretches from the Gulf to the mountains, from forest to desert. Texas is, in some ways, a filter through which much of the Southwest experience can be viewed. Like much of the remainder of the Southwest, Texas has a mythical as well as a real history and identity.

The Greater Southwest is, like all regions, a state of mind. It is characterized by several traits: persistent cultural contact, conflict, and cooperation; the specter of prolonged aridity (and at its margins, periodic drought); cyclical trends or swings in economy and resource use; controversies between conservation and exploitation of resources; the aggressive development of regional mystique and romanticized images about the region's landscapes and peoples.

Center Director Named

During Spring of 1991, UTA's Center Director Search Committee set out to find the most qualified person who could launch and guide the activities of the Center. That person turned out to be Dr. Richard Francaviglia who joined the Center in the Fall of 1991. Dr. Francaviglia, who holds a Ph.D. in Historical Geography, comes to UTA with a varied background as both an administrator and educator. From 1988, he served as Director of the Local History Office of the Ohio Historical Society as well as Executive Secretary of the Ohio Association of Historical Societies and Museums. His professional experience also includes museum, historic preservation, and economic development work in Arizona. Dr. Francaviglia, who will teach Center-related courses at UTA, has also taught historical geography, architectural history, historic preservation, and public history at numerous universities. An accomplished author, Dr. Francaviglia's most recent book, Hard Places: Reading the Landscape of America's Historic Mining Districts, was published in December 1991.

Center Director Studies Tex-Map Mania

The map of Texas has become a popular visual symbol for the state, appearing on a wide range of products and services—from automobile dealership logos to hot tubs. Center Director Richard Francaviglia has analyzed the phenomenon he calls "Tex-Map Mania," and concludes that no state is more aggressive in using its map than Texas, so much so that the map is now more popular than the Lone Star as an advertising symbol for the state. Francaviglia has traveled the state and amassed a collection of several hundred slides of billboards, bumper stickers, and Texana featuring the Texas outline map. Among Francaviglia's conclusions is that "the map of Texas is a very powerful visual form—in part star-shaped and stereotypically 'geographical' in outline—that lends itself to symbolization." Francaviglia has presented his conclusions at several Popular Culture/History meetings this year, including Amarillo, Texas, and Louisville, Kentucky, and will speak on this subject at UTA next year. Dr. Francaviglia invites people with an interest in Texas map outlines to contact him at the Center.

Center Brochure Available

A descriptive informational brochure which summarizes the philosophy and structure of the Center for Greater Southwestern Studies and the History of Cartography is available upon request at no charge. This pamphlet lists the Center's goals, faculty resource people, and UTA courses in Southwestern Studies. Please call or write to us for your copy.

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For additional copies of Fronteras, contact the Center for Greater Southwestern Studies and the History of Cartography, UTA, Box 19497, Arlington, Texas 76019-0497, (817) 273-3002, ext. 4931.
Spring 1992 Programs and Events

Spring finds the Center for Greater Southwestern Studies and the History of Cartography co-sponsoring three UTA programs. ENTRADA, a February 20th symposium, found several nationally known scholars, including Harry Kelsey, Robert Weddle, Dennis Reinhartz, David Buisseret, and David Woodward, discussing the first century of Spanish exploration in the region. Visitors are welcome to visit the ENTRADA exhibit, featuring historical holdings of UTA's Special Collections which will remain on display (6th floor, Central Library) through July. A two-day symposium on April 2nd and 3rd addressed "The Changing Nature of the U.S.-Mexico Relationship." This symposium featured scholars from both countries, including Josefina Zoraida Vazquez, Miguel Soto, Donald Coerver, William Beezley, Richard Griswold del Castillo, Gilberto Hinojosa, Gilbert Joseph, Dale Story, Allen Wells, and Alvaro Matute. Their focus: the ways in which relations between the U.S. and Mexico have changed through time. Both the ENTRADA symposium and the U.S.-Mexico conference reaffirm the importance of Spanish and Mexican culture in the exploration, settlement, and continuing development of our region. Educators interested in Native American cultures in the West will attend a special seminar series from June 29th to July 24th. Under the direction of Dr. Ken Roemer, UTA Professor of English, participants will study four Native American texts that feature ancient oral traditions and modern writings, including: N. Scott Momaday's The Way to Rainy Mountain; parts of Washington Matthews's translation of the Navajo Nightway ceremony; Black Elk Speaks, as told through John Neihardt; and, Leslie Marmon Silko's novel Ceremony. Center Director Richard Francaviglia will participate in the seminar by discussing the relationship between the environment and peoples of the Southwest. The seminar is designed primarily for teachers of grades 7 through 12 in the Humanities and Social Sciences, but teachers and educators from other disciplines, including librarians, are expected to participate.
News About the Southwest

The National Park Service will feature a symposium in San Antonio November 12th-14th. Entitled, "After the Encounter: A Continuing Process," it will focus on Spanish Colonial America after Columbus. For more information, contact the Quintcentenary Committee, San Antonio Missions, (512) 229-5701.

Center Fellows Name Chair

The Center Fellows, a committee of UTA resident scholars who are concerned with the past, present and future of the Greater Southwest, and who act as an advisory resource for the Center, held their first formal meeting in February. During the meeting, they elected Associate History Professor Doug Richmond to serve as their Chair. Professor Richmond will hold the position for a three-year term, as will each of the additional Fellows listed below.

Center Fellows: Bob Fairbanks, Associate Professor of History; George Green, Professor of History; Jeff Hanson, Associate Professor of Anthropology; David Narrett, Associate Professor of History; Dennis Reinhartz, Associate Professor of History; Doug Richmond, Associate Professor of History; Ken Roemer, Professor of English; Charles Smith, Professor of Geology; Dale Story, Professor and Chair of Political Science; Kathleen Underwood, Associate Professor of History.

Meet the Center Faculty

From time to time, Fronteras will publish profiles of UTA faculty with interests in the Southwest. Our first profile features Dennis Reinhartz, Associate Professor of History. Dr. Reinhartz, who has a strong interest in the relationship between Cartography and History, was one of the Center's early supporters. Professor Reinhartz has taught at UTA since 1973, and is active in many professional organizations, including the Royal Geographical Society. He served as President of the Western Social Science Association, is currently President-Elect of the Society of Discoveries, and is a Fellow of the Center for Greater Southwestern Studies and the History of Cartography. Professor Reinhartz lectures widely on the subject of the History of Cartography and Explorations, and chairs the Center's Geography and Cartography Advisory Committee.