

# NATIVE MARKET

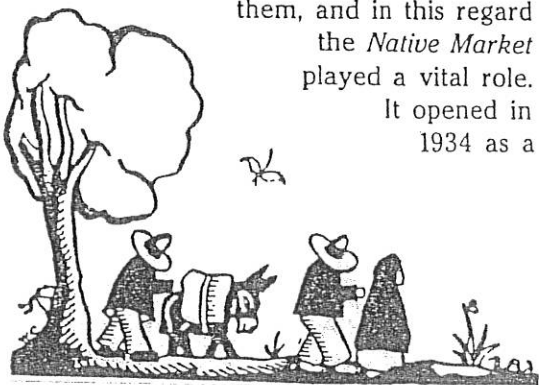
As part of a much larger project for the preservation of New Mexico's Spanish Colonial heritage, El Rancho de Las Golondrinas (which includes the Old Cienega Village Museum) has incorporated into its furnishings and special exhibits a variety of items that were produced in the *Native Market*, which flourished in Santa Fe as a commercial outlet for the work of New Mexico's craftsmen during the days of the Great Depression in the 1930's.

The guiding spirit and sponsor of this Market was Miss Leonora Curtin (now Mrs. Y. A. Paloheimo), and although her immediate concern was to help her fellow New Mexicans earn a living through their own skills and efforts rather than accepting government dole, she was also deeply interested in preserving the traditional designs and techniques of New Mexico's Spanish Colonial heritage, which were rapidly dying out.

Although these native handicrafts were recognized by art connoisseurs at the time for their unique beauty and craftsmanship — and have since become valuable collectors' items — the practical need for them had dropped sharply after the railroad came to Santa Fe in 1880 and brought in mass-produced consumer goods from the east.

It was not only the traditional handicrafts however that Miss Curtin wished to preserve but the skills and techniques that produced them, and in this regard the *Native Market* played a vital role.

It opened in 1934 as a



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retail store and workroom in a light, spacious building on lower Palace Avenue and closed at "El Parian Analco" on College Street, in 1939.

By that time the employment crisis had passed, the national economy had begun to recover, and many young New Mexican-Americans had been trained in traditional skills as well as modern selling procedures.

Miss Curtin later married Mr. Y.A. Paloheimo, a Finnish diplomat who was also a folk-art enthusiast, and together they envisioned and implemented the re-creation of El Rancho de Las Golondrinas as a living museum of rural Spanish Colonial New Mexico, which opened in 1971.

—Sylvia Loomis

The *Native Market*, Miss Curtin's far-sighted project of the 1930's, preserved not only the dignity of many New Mexico craftsmen and women but also the skills and designs of their Spanish Colonial heritage. Santa Fe's *Spanish Market* which has flourished on the Plaza every July for many years is an outgrowth of *Native Market*. The *Spanish Market*, and El Rancho de las Golondrinas continue to encourage artisans in the traditional crafts. Las Golondrinas, which opened in 1971, is 15 miles south of Santa Fe.

## REFERENCES AND CREDITS

For more information on the *Native Market*, see the book by Sarah Nestor, *The Native Market of the Spanish New Mexican Craftsmen, Santa Fe, 1933-1940*. Published by The Colonial New Mexico Historical Foundation.

Thanks to Willard F. Clark for allowing the reprint of his woodcuts and the distinctive headline type, Newland, from his 1937 publication, "The Santa Fe Plaza."