

## Hotel La Fonda Poster with Ruth and Sid

### Schultz

**Date**

ca. 2013

**Primary Maker**

La Fonda

**Medium**

digital print on paper

**Dimensions**

sheet: 17 × 11 in. (43.2 × 27.9 cm)

**Object number**

PC2022.44.222

**Description**

An advertisement for the La Fonda Hotel in Santa Fe, New Mexico. The advertisement features a color photograph of an elderly man and woman sitting close to each other on a brown couch. The woman is smiling and leaning back, with her right arm stretched out above her head. The man, who is wearing colorful patchwork pants, is smiling and looking at the woman. A large window with curtains is located behind the couch, and an orange glass lamp is partially visible to the right. The couple is identified through text which reads "Ruth & Sid Schultz Regulars for over 30 years." A line of text reading "Special Indian Market pants" points to the man's pants. Text above the couple reads, "We love to wander. Each August we come to Indian Market right outside on The Plaza and La Fonda's our home for a few days. How many great hotels would renovate to become even better?" This text is located in a brown text box and is connected to the couple with a dotted line. The bottom half of the image features a small photo of the exterior of the La Fonda Hotel at night, the La Fonda Hotel's logo, and text in a red bar which reads "Re-creating the past. Only better. Coming fall 2013."