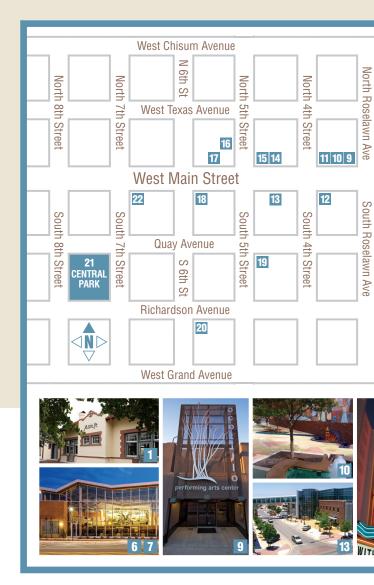


**WALKING TOUR** 

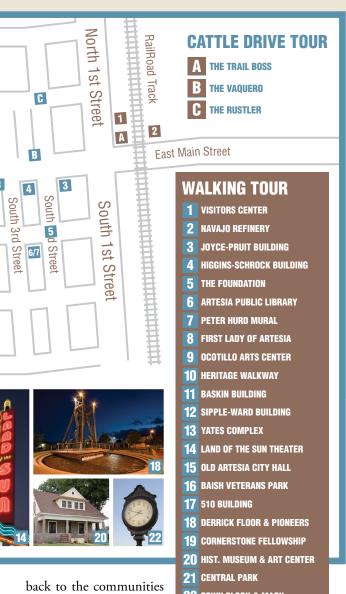
### WALKING TOUR MAP



#### ON THE COVER

Featured here is one of a series of railroad inspired paintings by David Knowlton. The work is one of many commissioned by the late Ken Green of Artesia, who had a fascination with trains. He had commissioned paintings of depots around the state and, just before his passing, donated them

### ARTESIA NEW MEXICO



back to the communities in which the depots are located. Two paintings

22 TOWN CLOCK & MACK

can be found in the Artesia Chamber of Commerce office. Others are located in the offices of Artesia Daily Press, the local weekly paper which is owned by the Green family.

#### HISTORY OF THE CITY OF ARTESIA

**ESTABLISHED 1905** 

Artesia's history dates back to the 1880s when homesteaders came to the area attracted by the promise of plentiful water supplies provided by the artesian water system. Until then, the area was part of John Chisum's vast cattle empire. The railroad came to Artesia in the 1890s, and along with it, the town's first name, Miller, after a railroad employee. As the area developed, the name of the town changed briefly to Stegman, after the town's first postmistress, Sallie Chisum Robert Stegman. The fledgling town was named Artesia in 1903, and officially incorporated in 1905 because of the promise of its plentiful water supply. In the 1920s shows of oil in water wells encouraged investors and drillers to drill for oil. In 1924 the first pay came, marking the beginning of Artesia's story as an oil patch town. Since then, Artesia has suffered through the Great Depression, many oil industry downturns, and periods of drought. But, the city also has enjoyed many growth spurts and always a resolve to survive and thrive. Today, Artesia is supported primarily by the oil and gas industry, farming and ranching, the dairy industry, federal law enforcement training, and a strong school system, all important parts of Artesia's health.

# ARTESIA'S WESTERN SCULPTURE ROUNDUP CATTLE DRIVE TOUR

The Cattle Drive series is designed to represent and honor the ranching industry in southeastern New Mexico that began in the late 1800s and was significant to the development of early Artesia. The three sculptures feature personalities and equipment common in the Pecos Valley during the Cattle Drive era. Together, the sculptures tell a story of an action that may have been typical in the Southwest of the late 1800s. More information about the sculptures and the historical context of the story is found on plaques at each sculpture site.

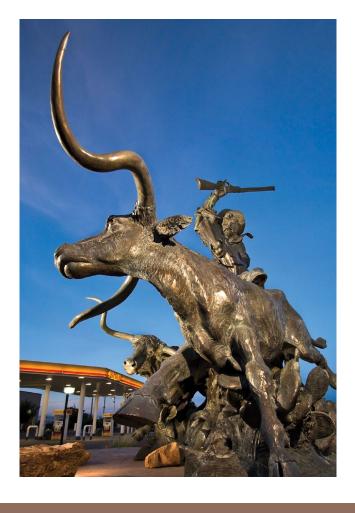
# CATTLE DRIVE TOUR THE TRAIL BOSS

FIRST & MAIN

This sculpture represents the man in charge of a cattle drive that would have passed through this area in the late 1800s. Often the owner of a small herd, the trail boss may have pushed other small herds for a



fee along with his own. This trail boss has been called into action by the vaquero, located one block west of here on Main Street. This monumental sculpture, like the others, is 125% life size. Created by Vic Payne, it was unveiled in 2007, and was the first in the Cattle Drive series.

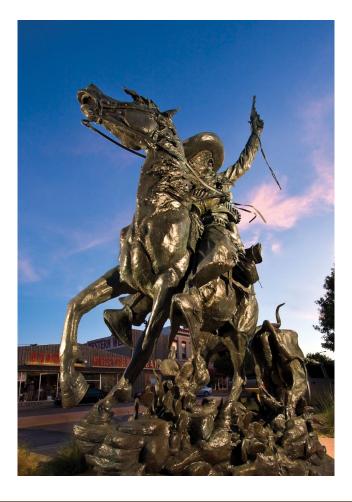


# CATTLE DRIVE TOUR THE VAQUERO SECOND & MAIN

MAP KEY

Hispanics of the era were known for their skills as cowboys and the influence is evident in many of the Spanish-language words we use today for cowboy equipment, such as lariat and chaps. Vaquero is Spanish

for cowboy. In this scene, the vaquero has spotted a rustler trying to steal cattle from the drive and is shooting his gun in the air to signal the trail boss. The Vaquero was created by Mike Hamby, a former defensive end for the Buffalo Bills and creator of children's books. The sculpture was unveiled in 2008.

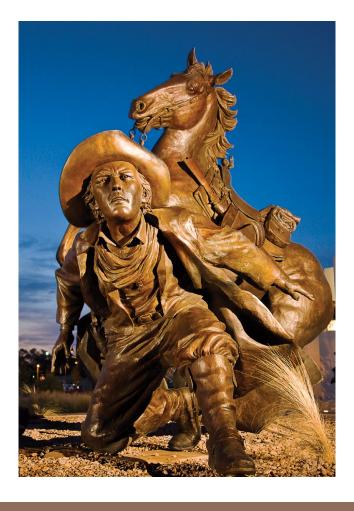


# CATTLE DRIVE TOUR THE RUSTLER SECOND & TEXAS

The rustler was a personality common in the Wild West, some well-known, such as Billy the Kid, who traveled this area frequently. A rustler would steal cattle from a herd, alter the brand, and claim them as



his own to sell. In this scene, the rustler has the calf down and is heating his branding iron until he realizes he has been spotted by the vaquero and prepares for a gun battle. Could this be Billy the Kid? You can get close to look but watch out for snakes! The Rustler was created by Robert Summers and unveiled in 2009.



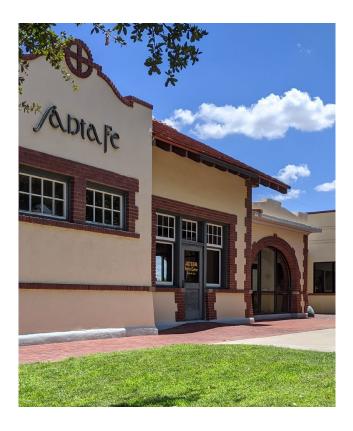
## HISTORIC TRAIN DEPOT & VISITORS CENTER

**107 NORTH FIRST STREET** 

MAP KEY

The railroad came to Artesia in 1894, and a wooden-frame depot was built in 1897, making Artesia an official stop along the line. In 1912, the depot was converted to a freight depot and the structure that exists

today was built as a passenger depot. Through the first half of the 1900s, the depot serviced passengers, local freight and potash trains daily. The original wooden-frame structure was lost to fire in the late 1940s. In 1967, passenger service was discontinued and by 1988 the depot was closed. In 1998 Burlington Northern donated the structure and land to the City of Artesia. The depot was restored in 2000 for use as a Visitors' Center and new construction was added for Chamber of Commerce offices.



### NAVAJO REFINERY EAST MAIN STREET

Refining in this area began in 1925 with the construction of a refinery built and operated by Illinois Oil Producers Company and Continental Oil Company. The original plant refined up to 1,000 barrels per day

**2** 

and made low-octane gasoline and kerosene. Through the 1930s other refineries were built and operated in the same area, but by 1959, what was left was integrated into one operation by Conoco. In 1969, the refinery was sold to the newly formed Navajo Refining Company, which, today, is a subsidiary of HollyFrontier.

Today, HollyFrontier is the largest employer in Artesia, supporting hundreds of employees and contractors. Navajo Refinery consists of the refinery you see here plus a second, smaller facility in Lovington 60 miles east of Artesia. Together, the facilities can process, on average, 115,000 barrels per day, producing products such as asphalt and high-value transportation fuels. HollyFrontier's midstream business, Holly Energy Partners, owns, operates and maintains over 1,200 miles of pipeline that service the Artesia and Lovington facilities. And, Holly Asphalt produces enough asphalt annually to pave approximately 187 miles of two-lane highway! In 2020, the Artesia facility began construction on a renewable diesel plant as part of HollyFrontier's \$700 million investment in its renewables business. HollyFrontier proudly makes donations and contributes countless employee volunteer hours to local charitable organizations, helping to create a better future for the community.



#### JOYCE-PRUIT BUILDING 119 WEST MAIN STREET

MAP KEY

Built as a single-story in 1905, this building housed a mercantile store owned by the Joyce-Pruit Company. The stock market crash of 1929 was a heavy blow to the company, but the Artesia store managed to

survive until circa 1940, on a cash-only basis. The Artesia store was considered THE place to shop, being one of the only providers of dried goods and store-bought supplies, in the town's early years. The store employed as many as 31 people at one time. The second floor was added circa 1912, and contained living quarters, which have long been vacated. The ground floor is rented to a locally owned retail business that invites you to wander around for antiques and other special finds.

#### HIGGINS-SCHROCK BUILDING

**209 WEST MAIN STREET** 

4.

Ezra Higgins and Joe Schrock opened a dry goods store on the first floor of this building in April 1906. Over the years the building has been home to doctors' offices, a real estate office, Artesia Commercial

Club, mercantiles, furniture stores, and department stores, including J. C. Penney & Co. from 1939 to 1949. In 1955, the second floor became the Clayton Apartments. In 1968 the building was purchased by James and Wanda Maupin, who operated a hardware store and Radio Shack. The Maupins reopened the second floor in 1993 as a nineroom bed & breakfast. The building has changed hands several times over the years, but the Inn remains on the second floor. Businesses on the first floor have changed many times, but, as history often repeats itself, a real estate company has returned to the space.

### THE FOUNDATION

**205 WEST QUAY AVENUE** 

The sculpture placed in the roundabout at 2nd and Quay features a variety of literary classics that serve as a foundation of learning, thus the sculpture's name, "The Foundation." The young people

**MAP KEY** 

5

placed around the books are holding local favorites selected through an essay contest in Artesia Public Schools. The stacked books are comprised of first-edition reproductions of prominent books of our past. The selection of literature serves as a challenge to read the books identified here and, placed near the library, encourages a lifetime of reading and learning. The larger-than-life bronze symbolizes the importance the community places in our youth and the importance of education. The sculpture concept was designed by Mark Ashley, a volunteer for Artesia MainStreet, created by sculptor Beverly Paddleford of Lander, Wyoming, and unveiled in 2015.







#### **ARTESIA PUBLIC LIBRARY**

**205 WEST QUAY AVENUE** 

MAP KEY

Artesia celebrated the opening of Artesia Public Library in 2014, after occupying a building just half its size since the mid-1950s. The building was designed to be a centerpiece for the community with its vast

windows, signature roofline and featured Peter Hurd mural (see May Key 7). Architect José Zelaya of Albuquerque used a variety of styles and local influences to honor the region's heritage while providing a 21st century state-of-the-art library. Once deemed New Mexico's Most Beautiful Library, the building boasts a modern, bright teen area, fanciful children's den, spacious general collections area, and classic Southwest reading room sectioned off by custom stained glass doors. Step inside the building to enjoy the work of art, specifically the Founders Bench featuring documents from our nation's founding fathers. For a wonderful story about the library and the Peter Hurd mural inside check out this great read: *New Mexico Magazine* "Putting the Art in Artesia" by David Pike.







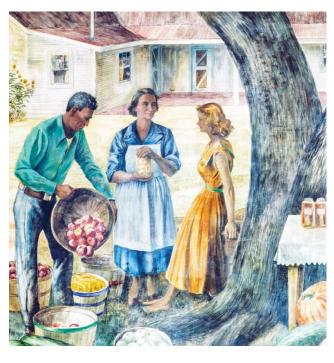
#### PETER HURD MURAL

#### **INSIDE THE ARTESIA PUBLIC LIBRARY**

A 30-foot windowed wall at Artesia Public Library proudly displays a 1952 Peter Hurd mural. Using fresco al seco techniques, Hurd painted the mural on a lobby wall in a downtown Houston building owned



by Prudential Insurance. When the building was slated for demolition by a subsequent owner, an anonymous benefactor had the mural preserved and the wall engineered for removal and transported to Artesia for placement in the library for permanent display. The mural is elevated 9 feet from the library floor on 12 steel columns where it can be seen from inside and outside the building. This massive piece of art measures approximately 15 feet tall and 47 feet long. The mural and accompanying structure, which can be seen from underneath weighs nearly 25 tons! Hurd, a treasured American artist, was raised in Southeast New Mexico and used his rural southwestern upbringing to influence his art. The mural is befitting of a library as it is entitled *The Future Belongs to Those Who Prepare for It*.



#### FIRST LADY OF ARTESIA

**SOUTH THIRD & WEST MAIN STREET** 

MAP KEY

The niece of famed cattleman John Chisum, Sallie Chisum settled in Artesia in 1890, where her ambition and fierce independence led her into many endeavors. She was one of the first traders in the real

estate market in Artesia, established and operated Artesia's first post office with her second husband, and, after a second divorce, ran a boarding house for railroad immigrants and travelers. She was a businesswoman, a caregiver to the sick and a companion to children, although her own children were taken by their father to live in Europe. Her accomplishments as an entrepreneur, developer and businesswoman led her to be known posthumously as the First Lady of Artesia. She left Artesia in 1919 and died in Roswell, New Mexico, in 1934. The monument, created by Robert Summers, was unveiled and dedicated to the spirit of the pioneer woman in July 2003.

Behind the First Lady of Artesia stands First American Bank, the oldest continuously operating business in Artesia. The bank first opened in 1903, two years before the City was incorporated. First American Bank has been a significant supporter of projects throughout the downtown district, including the Sallie Chisum sculpture.



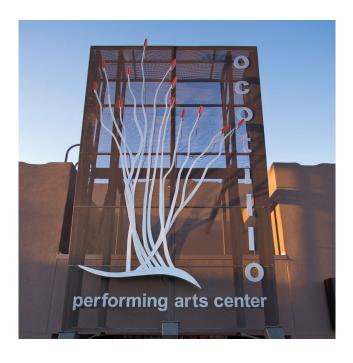
## OCOTILLO PERFORMING ARTS CENTER

**310 WEST MAIN STREET** 

The Ocotillo was constructed in 1935 as a 588- seat movie theater owned and operated by the local Bartlett family, who built a second theater just a few blocks down Main Street in the 1940s. Two stores



were located in the front of the building – a jewelry store and a popcorn and confectionary dispensary. While the second theater remained open for decades, the Ocotillo closed in 1965 and was converted to a cafeteria. In 2001, the cafeteria closed and the building remained vacant until the non-profit Artesia Arts Council purchased the building and undertook a full-scale renovation of the building as a performing arts center. The building's original architectural style was Indian Pueblo. Today's building was designed by New Mexico architect Devendra Contractor. The Ocotillo Performing Arts Center is home to a vast array of activities from children's theater to youth and adult classes in the arts, artists' displays, national and international performances, arts and cultural education, and many community activities throughout the year.





Heritage Walkway took shape after a building fire left the lot vacant circa 1962. In 1976, the Artesia Junior Women's Club created two murals, with the assistance of local art teacher Helen Mapes, celebration of our country's bicentennial year. In 1999, Artesia MainStreet began renovating the area, including installation of the water fountain series and thousands of hand-crafted tiles created by ceramics artist Shel Neymark of Embudo, New Mexico. The original murals were retouched and new gates were created and installed by welder and artist Debbie Rottman of Carlsbad, New Mexico. In 2004, a third mural was added on the north end of the Walkway by local muralist Noel Marquez. Until that time, the wall had been dubbed "The Wonder Wall" because organizers had been wondering what to do with it.



#### **BASKIN BUILDING**

**332 WEST MAIN STREET** 

The Baskin building was constructed in 1905 of concrete blocks made to look like stone. Early pioneers had trouble finding building materials, and as the town grew, the railroad jacked up freight costs for

**11** 

building supplies. Locals adopted a simple process to make their own blocks that mimic the look of cut stone for a fraction of the cost. The block molds were available from the Sears catalog and two men could produce at least 100 blocks a day. This building originally housed a hotel and tavern - or "sample room" - and restaurant with offices to let upstairs. Many businesses have occupied the building over the years: Sanitary Grocery, a furniture store, the post office, the National Guard, and the Bank of Artesia, among others. After extensive interior remodeling, the Wellhead Restaurant & Brewpub opened for business in 2000 - the first brewpub in Southeast New Mexico - thus bringing the building's original use as a "sample room" full circle! The building was entered into the New Mexico Register of Cultural Properties in 1987 and the National Register of Historic Places in 1990.

### SIPPLE-WARD BUILDING

**101 SOUTH FOURTH STREET** 

Built in 1910, the original building had two separate business areas on the first floor. Tenants of the second floor varied over the years and included the post office, doctors, lawyers, the World War II Ration Office,

**12** 

and many petroleum industry related businesses. The J. S. Ward Insurance Co. occupied offices in the building from 1938 until the building burned down on Halloween 2000. The Ward family rebuilt downtown offices in 2002, in the spirit of the lost historical building. J. S. Ward & Son Insurance Co. continues to occupy the first floor while the second floor is occupied by Santo Petroleum. The original building was entered into the New Mexico Cultural Properties Register and the National Register of Historic Places in 1991. There are rumors of the building being haunted – just ask any of the waiters or waitresses.

#### **YATES COMPLEX**

**102 SOUTH FOURTH STREET** 

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The large building on the Southwest corner of Fourth & Main streets is fondly known as the Yates Building. Constructed in 2001 to be the headquarters of locally owned and family operated oil and gas exploration

and production company, the building and its sky bridges quickly became a prominent feature of downtown. The sky bridges connect to the Carper and Booker buildings, also owned by the Yates family, both of which were built in the 1940s by other local businessmen and housed several local businesses before being acquired by the family. Yates Petroleum Corporation formed from the growth of Mary & Martin Yates discovery of oil in 1924, and the eventual formation of Yates Brothers, then Yates Petroleum Corporation. The company merged with EOG Resources in 2016, but some Yates family members continue to own and operate businesses in and around Artesia.



# LAND OF THE SUN THEATER

**418 WEST MAIN STREET** 

The Land of the Sun Theater – often called the Landsun – opened on August 14, 1947. The first film shown was Gene Kelly's "Living in a Big Way." The local Bartlett family started construction of the building

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in the early 1940s, but put construction on hold during World War II, until resources were available to complete the project. They owned and operated the theater until 1975. Since that time, the theater has been owned by national operators. In 2001, Artesia MainStreet partnered with the then owners to rehabilitate the façade and add the neon sign that emulates the original. Theater operations closed in 2020, leaving Main Street a little less bright as the neon lights went down. Proactive community members won't rest until the building comes back to life.



#### OLD ARTESIA CITY HALL 422 WEST MAIN STREET

Construction of this building was completed in 1939 as a WPA (Works Progress Administration, a depression-era back-to-work program) building project. WPA funds paid \$13,975 of the \$30,000

total construction cost. The City raised the balance by selling the Sipple Building (located on Fourth & Main). The building brought several city departments together under the same roof, including the city clerk, city manager, and the public library. The WPA sewing room also was there, as well as an assembly room for public meetings. In later years, the police and fire departments were housed in the building along with a United States Navy recruiting office, municipal courts, and even the state meat inspector. The city government outgrew the building in the early 1960s and moved to its current location on Texas Avenue. The building has been under private ownership since then and is utilized as office space.



#### **BAISH VETERANS PARK**

**SOUTH FIFTH & WEST TEXAS AVENUE** 

Baish Veterans Park has quietly honored our veterans for many years until 2012, when a renovation was completed. Now the park grandly honors North Eddy County's veterans, past and present. Designed by

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architect José Zelaya of Albuquerque, New Mexico, the park was reconstructed to feature the names of our veterans and the "Freedom's Fire" sculpture created by Beverly Paddleford of Lander, Wyoming. This park is a place for remembrance, honor and reflection. It communicates that the community of Artesia cherishes the sacrifices and dedication of all of our country's veterans, and invites you to sit or walk among the names and beautiful art celebrating the sacrifice for freedom. The building at the edge of the park houses City Hall, but originally served as veterans hall.

The bald eagle tree carving standing in the lawn on the

north side of the park was carved from a 70-year-old pecan tree that had died and was slated for removal. Local non-profit, Artesia MainStreet, worked with several residents to have the tree carved as an artistic and patriotic addition to Baish Veterans Park.



### 510 BUILDING

**510 W MAIN STREET** 

17

The original structure of this building, made with adobe bricks, was built in 1947. The concrete blocks on the façade of the building were crafted in Hope, New Mexico in the early 1900's. First occupied

by the International Order of Odd Fellows, the property was deeded over to the Sunrise Rebekah Lodge in 1972. The Artesia Arts Council acquired the building in 1994, and, along with Artesia Community Theatre, began hosting meetings and performances. Artesia MainStreet set up an office in the building in 2000, where the organization remains today. The building underwent a major renovation in 2016 and today serves as an art gallery, community meeting space and event rental space, as well as the MainStreet office. Over the years, the building has become known as The 510 Building.



# DERRICK FLOOR & OILFIELD PIONEERS

**SOUTH SIXTH & WEST MAIN STREETS** 

The Derrick Floor is a bronze artistic representation of a four-man crew on a drilling rig. The rig itself is a 100 percent life-size representation made of bronze cut off at approximately 34 feet in height. The

**18** 

equipment at the base of the rig is called the draw works. Longtime local driller and company owner C.E. LaRue hauled a real draw works to Wyoming so the artist, Vic Payne, could use it as a model for accuracy. Mr. LaRue, who passed away in 2019, was a significant contributor to the industry and the community for many years. He is represented, wearing his glasses, as the driller on this sculpture. The true emphasis of this piece is not so much the equipment, but the men and women who built the oil patch. Therefore, the four men on this crew are 125 percent life-size. The Derrick Floor sculpture was unveiled in 2004 and dedicated to "the men and women who take the risks and do the work to find, produce, and refine New Mexico oil and gas."



#### **PARTNERS**

Mack Chase and Johnny Gray are captured leaning on the hood of an old Ford pick-up, typical of the way they conducted business back then. After meeting in the Artesia oil patch, the two went into business together in 1972. Their oil and gas operating company was successful for 20 years. In 1992, Chase and Gray dissolved the partnership to pursue individual business interests. In 2005, both companies, Mack Energy Corporation and Marbob Energy Corporation were among the top 10 oil producers in New Mexico. Johnny Gray passed away in 2001, and his children maintained the business until 2010, when they sold to Concho Resources. Mack Chase and his family continue to reside in the Artesia area and operate Mack Energy Corporation and associated businesses.



#### PIONEERING ENDURANCE

Born in 1880, Van Stratton Welch was already considered a pioneer in oilfield drilling before he ventured to New Mexico in 1923. He became part of the partnership of Flynn-Welch-Yates that drilled the Illinois #3 oil well, making history and signaling the beginning of a very successful oilfield industry in southeastern New Mexico. Mr. Welch settled with his family in Artesia where he continued to explore in New Mexico and elsewhere until his death in 1969.

#### WOMAN'S INTUITION

Martin Yates was part of the partnership that was responsible for the Illinois #3 oil well. The oil sand, or "pay," was drilled on April 9, 1924, after two previous attempts – one dry hole and another later called "the big gassy" because it released a lot of natural gas which could not be captured and used in those days. Geologist V.H. McNutt, after the two failures, would not specify a third site. The decision was passed on to Martin, who, in turn, elected to use a "woman's intuition," asking his wife, Mary, to select the site. She did, and the rest is history! Mr. and Mrs. Yates died in the late 1940s. Their children and grandchildren ran the company that grew out of the 1924 pay until the Yates company's merger with EOG Resources in 2016.

#### **CORNERSTONE FELLOWSHIP**

**407 WEST QUAY AVENUE** 

Built in 1935, this building originally was used as a Nazarene Church. The origin of the façade material is unknown, but clearly was inspired by the Moore-Ward House in which Artesia Historical Museum is located.

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The building currently is used as Cornerstone Fellowship.

## ARTESIA HISTORICAL MUSEUM & ART CENTER

**505 WEST RICHARDSON AVENUE** 

The home was built for Charles and Anna Moore in 1904-1905 with cobblestones from the Peñasco River. It is a decorative façade with a wooden frame underneath. The Moores sold the house to the S. S. Ward

20

family in 1906. When Mrs. Ward passed away in 1967, her heirs gave the house to the City for use as a museum. Artesia Historical Museum was opened in 1970. The house was listed on the New Mexico Register of Cultural Properties in 1976 and the National Register of Historic Places in 1984.

In 1973, the house next door was acquired and converted to the Art Annex. In 2015, the deteriorating building was demolished and a new, modern building was created. The first exhibit in the building featured the works of art from the members of the Artesia Quilters Guild. The building better accommodates the much-needed space for museum exhibits, activities and gatherings throughout the year.



#### **CENTRAL PARK**

#### **SOUTH SEVENTH STREET & WEST QUAY AVENUE**

21

The Artesia Improvement Company donated the land for a city park in 1906. In 1937, the corner pillars and stone walkways to the center of the park were added as a WPA project. Artesia MainStreet, a local

downtown revitalization organization, has plans for a complete renovation of the park. Central Park continues to be used as a popular location for many downtown events and family outings.

## TOWN CLOCK & MACK THE BULLDOG

SOUTH SEVENTH STREET & WEST MAIN STREET



The clock tower was donated to the City of Artesia by a local private businessman, Ralph Nix, in 2002. The chimes play dozens of tunes, including the local Artesia High School Bulldog fight song. The clock's time is adjusted atomically several times throughout the day to ensure that the reading is always accurate. The clock features the year 1905, the year the City of Artesia was officially incorporated.

Standing next to the clock is Mack the Bulldog. Mack is symbolic of the mascot of Artesia High School and the City of Champions known as the Artesia Bulldogs. This gentle and good-natured guy is great with children and visitors. Like the other sculptures in town, he is hand-crafted and cast in the ancient "lost wax process," which captures incredible detail. Mack stands 43 inches high, 24 inches wide, and 61 inches long. He weighs in at a hefty 300 pounds! He took his place next to the Town Clock in 2013.

Mack was commissioned by Mr. Nix, a successful businessman and avid Bulldogs fan. He has taken great pride in the corner that serves as the western entrance to Artesia's historic downtown district.









www.ArtesiaNM.gov www.ArtesiaMainStreet.com www.ArtesiaChamber.com



