

# Focus

ON ARTESIA

A COMMUNITY MAGAZINE

SUMMER 2016



## Then & Now

HISTORIC LOOK AT  
ARTESIA LANDMARKS

- The College of Artesia •
- Growing Up in Hope, New Mexico •
- Baseball at Brainard Park •
- Hotel History, Pools & Parks •
- Chamber News & More! •



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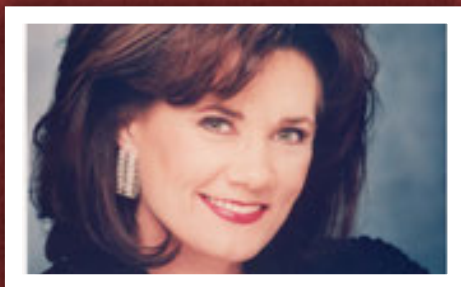
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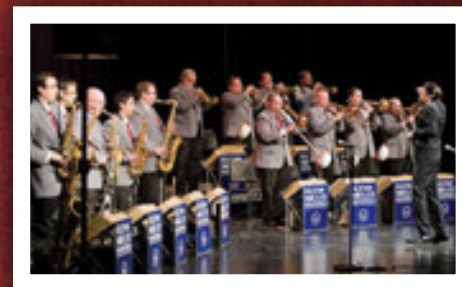
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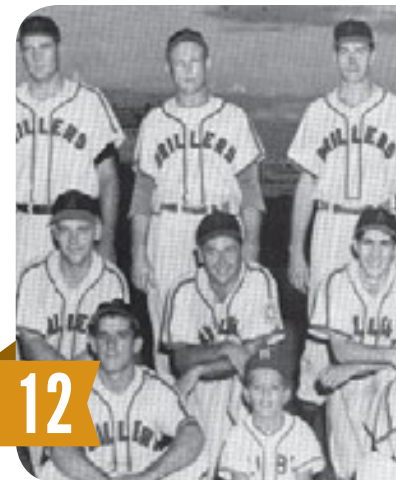
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## ABOUT THE COVER

Marilyn Goddard, pictured here, represented New Mexico in the "Miss Saleslady" contest in Phoenix, Arizona. This was her official entry photo, taken on the ladder of the diving board at the Artesia Municipal Pool in 1953.

*Photo courtesy of Artesia Historical Museum & Art Center*

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SUMMER 2016 | A COMMUNITY MAGAZINE



# If you don't know history...



**STACI GUY**  
Editorial Director  
FOCUS ON ARTESIA

*If you're a history buff, this issue is for you. If not, I hope I haven't lost you yet!*

I can assure you we packed plenty of interesting stories, commentary and photos in this issue of *Focus on Artesia* to lure readers of all interests.

Having been born and raised in Artesia, I like to think I have a pretty good handle on our town's history. At least I *thought* I did, before we began putting together this historical issue. We have taken a look back at some of the interesting places and events that garner special memories for many people.

Since moving back to Artesia 10 years ago, I have heard countless stories about things like a community swimming pool, the College of Artesia and even a minor league baseball team that once called Artesia home. The writer in me enjoys hearing those stories, and I love imagining what life must have been like in this community many years ago. Stories about the community swimming pool make me green with envy! I mean, how neat would it be to have an outdoor public pool where kids could hang out all summer and just be kids!

Having gone to a large university in Texas, when I hear my father-in-law and others talk about the College of Artesia, I envision what it must have been like to experience college in a

smaller town on a smaller campus. One gentleman I spoke with, Rich Dennis, said he loved attending a small start-up college because he felt like it provided him a chance to shine and really excel at things he never thought he would have excelled at. Rich's story and other memories about the college can be found on our website.

Another aspect of our town's history that I always found fascinating was the fact that we were once home to a minor league baseball team. I remember hearing bits and pieces growing up—something about Brainard Park and Fred Brainard, but I never really knew much about the team before this issue of *Focus on Artesia*. A year or so ago, my father-in-law was going through some of his parents' belongings while we were there one day, and he showed me a baseball signed by some of the players. That's when I found out about a well-known Artesia resident, Floyd "Greek" Economedies, and his journey to Artesia. I had only known him as a long-time city councilor, but I later learned that he actually came to Artesia to play baseball and liked it so well here that he decided to make it his home. I love hearing stories like that—stories about our town's history and the people that helped shape it into what it is today.

In keeping with the "things I learned since moving back" theme, I also wanted to explore the notion that the Hope was once a bustling little community with a seemingly bright future in store. I heard stories about apple orchards and lush farmland; I heard about rumors of a proposed railroad that never came to fruition because the supposed funds "went down on the Titanic;" and I heard that the Peñasco River crushed more dreams than it created by going from one extreme to the other. Freelance writer Beverly Kodesh did some research and spoke with some people who have first-hand knowledge in the story she shared on page 8.

Maybe you don't enjoy reading historical accounts of our community, and that's okay, too. Hopefully you will still enjoy the "Then and Now" pictures of places still standing today, which can be found on the Photos in Focus section on pages 32-37.

As Michael Crichton said, "If you don't know history, then you don't know anything. You are a leaf that doesn't know it is part of a tree." I hope you enjoy reading about some of the interesting aspects of our town's history. It was such a pleasure putting together this issue of *Focus on Artesia*. ■

Best Regards,  
- Staci Guy, Editorial Director

#### ABOUT THE EDITOR

Staci Guy is the editorial director of Focus on Artesia. She can be reached at [staci@ad-venturemarketing.com](mailto:staci@ad-venturemarketing.com).







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# Lives Transformed

## AT THE COLLEGE OF ARTESIA

by Staci Guy

### AL ROSNER

will be the first to tell you that growing up he was not a very good student. He'll also be the first to tell you that he was, however, a "fair to better-than-average" athlete. In the late 1960s, Rosner was a stand-out wrestler at his New Jersey high school and as his senior year was coming to a close, he began to think about his future. College was never an option for the self-proclaimed "bad student" until one fateful spring day. "My senior year, around the first part of April, I was coming out of class and saw my wrestling coach headed my way," he recalled. "He came up and asked me what I was doing next year. I told him that I thought maybe Navy or technical school, and then he said, 'Would ya' try college?' I said, 'Coach, you haven't seen my grades!' He just told me to meet him at the guidance counselor's office Monday morning."

When Monday morning rolled around, he headed to the counselor's office as instructed. He chuckled as he recalled the counselor telling him, "You are in the bottom 20 percent of your class." But then, Rosner remembered, "He said, 'Would you try college?' and I said, 'Yeah, I guess I would.'" His counselor then handed him a catalog with potential colleges listed, one of which was the College of Artesia. "Honestly, I looked at it and thought it was my one shot!"

With a classmate who was also headed to Artesia, he took his very first airplane ride that fall from New Jersey to New Mexico. "When we got to Albuquerque, we realized we had to find a way to Roswell. In Roswell, we realized we still had to find a way to Artesia," he laughed. Somewhere

along the way, they encountered another East Coast boy headed to the College of Artesia, and together they figured it out. "Here we were in Roswell, these three eastern guys, and a guy comes up to us and asks if we were headed to the college in Artesia. We told him we were, and he agreed to take us!"

His stint at the College of Artesia, he says, was a turning point in his life. "My high school coach got me into the College of Artesia, and I struggled for a year and a half, but then the lights came on!" He worked hard and made the dean's list for the rest of his college career. He went on to attend the University of New Mexico in Albuquerque. After graduating he began his teaching career, which led him all the way to Belgium where he taught at an American school. From teaching, he moved into the field of high tech, landing jobs at companies such as Hewlett Packard and AT&T, where he managed projects that were national and international in scope. "[College of Artesia] really was a turning point in my life," he concluded.

Rosner and his classmates were among the first students to graduate from the College of Artesia, which opened its doors in the fall of 1966. A few short years later the college closed and the facility has since undergone several transformations. Today it is home to the Federal Law Enforcement Training Center (FLETC).

Rosner is now retired and resides in Massachusetts. He plans to return to Artesia in October of this year to attend a class reunion at the College of Artesia, where it all began. ■



**READ MORE!** For an extended version of this story and other memories of the College of Artesia, visit [FocusNM.com](http://FocusNM.com).

### COLLEGE OF ARTESIA & FLETC TIMELINE

#### 1964

Local businessman Howard Whitson, owner of Artesia Laundry, conceives of the idea of a private liberal arts college during a term as president of the Artesia Chamber of Commerce in 1964.

He organizes a group of 200 local citizens to raise \$750,000 to fund a campus.



#### 1965

**JUNE:** Rio Pecos College is incorporated by the State of New Mexico. **OCTOBER:** The name of Rio Pecos College is changed to Whitson College by a vote of the Board of Trustees to honor the Chairman of the Board and Founder Howard Whitson. The name is later changed to College of Artesia.

#### 1966

**SPRING:** Construction starts on the campus buildings on approximately 300 acres. **OCTOBER:** The College of Artesia officially opens with 10 charter faculty members and 303 students.

#### 1967

**JULY:** The market value for the College of Artesia is estimated at \$3,030,000. *(This appraisal includes several properties no longer associated with the current FLETC campus, including two residences, off-campus student apartments and property east of the current site. At some point these off-campus properties are separated from the campus parcel.)* Fall enrollment for the College of Artesia exceeds the 400 mark, according to the *Midland (Texas) Reporter-Telegram*.

#### 1968

**FALL:** Construction begins on an art studio across the street from the campus (today's Adobe Rose Bed & Breakfast), spearheaded by Associate Professor of



Art Bill Rakocy. Donated materials and labor (mostly students who mixed the adobe themselves) are used. Funds to complete the building are raised by an art auction put together by Rakocy and Assistant Art Professor Chet Kwiecinski. Rakocy's friend, noted Southwestern artist Peter Hurd, donates several works for the auction and persuades other Hondo Valley artists to do likewise. Over 100 works of art are auctioned off, raising nearly \$5,000 to finish the facility. The completed studio is named the Peter Hurd Studio, although it is informally known as the Art Hut on campus. *(This studio property at some point gets separated from the rest of the campus buildings and was not part of the eventual sale to FLETC.)*

## 1971

**LATE SPRING/EARLY SUMMER:** The College of Artesia is awarded accreditation status.

**AUGUST:** The College of Artesia closes.

**DURING THE REST OF THE YEAR:** The New Mexico Department of Corrections considers turning the campus into a coeducational (detention) facility for juveniles, but local opposition is strong. The Greater Artesia Foundation is formed by Harvey Yates, Jr. and Peyton Yates, along with several others, and they purchase 10% of the facility's bonds in an effort to keep some sort of local control over the future use of the campus.

## 1974

**DECEMBER:** Midwest Christian College of Oklahoma City purchases the campus for \$500,000 for the establishment of Artesia Christian College.

## 1975

**OCTOBER:** Artesia Christian College opens mid-month "with fewer than 40 students," according to a 1983 news clipping. A 1985 clipping states that there were 150 students the first year and 225 students in 1976.

## 1983

**SEPTEMBER:** A news clipping refers to Artesia Christian College's "recent accreditation" by the International Accrediting Commission for Schools, Colleges and Theological Seminaries. There are 149 students.

## 1985

**DECEMBER:** Artesia Christian Colleges closes.

## 1986

**EARLY IN THE YEAR:** The campus is once again put up for sale. **OCTOBER:** The Artesia City Council pledges \$250,000 towards the purchase of the college. **DECEMBER:** The contract for the sale is drawn up for \$500,000. The City puts up \$250,000, the Eddy County Commission puts up \$50,000 and the Greater Artesia Foundation will soon put up \$200,000.

## 1987

**JANUARY:** The sale is finalized.

**THROUGHOUT THE YEAR:** State Representative Tom Brown, Jr. lobbies for state use of the campus, but efforts are not successful. State Senator Hebert & State Representative Hall introduce bills to relocate the New Mexico Law Enforcement Academy to Artesia, but they fail to pass. City Councilor Barbara Gandy, head of Artesia's Industrial and Economic Development Commission, contacts Senator Pete Domenici for ideas and options for the facility.

**AUGUST:** Senator Domenici tours the campus. He proposes the idea of a Federal Law Enforcement

Training Center (FLETC) campus in Artesia, then contacts the main center in Glynco, Georgia. **OCTOBER:** The U.S. General Services Administration (GSA) tours the campus.

## 1988

**EARLY MONTHS:** The Immigration and Naturalization Service tours the campus and attends a presentation on the Artesia campus at an executive retreat in Glynco.

**JUNE:** The Treasury & Postal Subcommittee of the Senate Appropriations Committee approves a \$7 million provision in the general appropriations bill for the purchase and renovation of the Artesia campus.

**SEPTEMBER:** President Reagan signs the Treasury, Postal Service and General Government Appropriations Act bill to fund the establishment of FLETC in Artesia, which allocates \$7 million to purchase and renovate the former Artesia Christian College campus. As a "prime mover," Senator Pete Domenici was instrumental in "shepherding the bill through the process." The \$7 million for the purchase and renovation of the property is part of a \$55 million total allocation for FLETC, which includes funds to expand the center in Glynco as well.

**SEPTEMBER:** The Artesia City Council approves the sale of the campus to the U.S. Treasury Department.

**OCTOBER:** An official dedication and flag raising ceremony is held at FLETC followed by a luncheon at the Artesia Center. Governor Gary Carruthers is unable to attend the ceremony at the last minute due to illness. Also, Artesia High School's homecoming football game is held the evening before the dedication. Dignitaries in town for the dedication ceremony are invited to attend the game.

**DECEMBER:** The City of Artesia adopts Resolution 561, finalizing the terms of the sale. The purchase price to buy the property from the City of Artesia is \$600,000 for the basic facility, plus \$500,850 for architectural engineering services and cafeteria renovation, plus \$132,929 for heating, ventilation, air conditioning and gas piping, plus \$50,650 for repaving, for a grand total sale price of \$1,305,139.

## 1989

**AUGUST:** The Bureau of Land Management holds the first training session at FLETC, a one-day class on "Inspections and Enforcement Techniques."

**FALL:** FLETC opens for business.

## 1990

**OCTOBER:** FLETC holds its first anniversary celebration in the Pecos Inn's Sala.

**PHOTOS (FROM TOP):** College of Artesia sign, 1967 • College of Artesia classroom hexagon building, 1967 • College of Artesia marathon runners, 1967 • College of Artesia administration building on right & dorms on left, 1968 • FLETC Today  
*Historic Photos Courtesy of Artesia Historical Museum & Art Center*





# When *Hope* Was Alive!

by Beverly Kodesh

**H**ope, New Mexico, some 20 miles west of Artesia, is but a shadow of its former self, just a wide spot in the road surrounded by vast stretches of yucca plants and deep soil at an elevation of 4,083 feet.

The Village of Hope was originally named Badger or Badgerville around 1866 because the first settlers lived in dugouts near the banks of the Peñasco River. When the settlers realized how dangerous it was to live so close to a river that could go wild when there were big rains in the mountains to the west, the town was moved north and west to higher ground, and people began building from wood, river rock, and various other materials.

A couple of legends claim the village

got its name because a store owner “hoped” for a post office while the mail carrier “hoped” for an increase in his route and income. Another story involves early settlers Elder Miller and Joe Richards, who would decide on a name by tossing a dime in the air and shooting it with pistols. Richards is reported to have said, “I hope you lose.” Miller indeed lost, hence the name Hope.

One recent afternoon, Doepp (pronounced “Dep”) Crockett and

his wife Kristy took me on a tour of the village as it exists today. We drove through alfalfa fields where hay was being baled with huge modern equipment, past the ruins of a couple of large dairies, around abandoned cisterns and along miles of filled-in and overgrown irrigation ditches and the ghosts of apple orchards. In the early 1900s when the river flowed year-round, 14,000 acres were in cultivation and orchards produced \$200 to \$500 per acre. They were served by miles of irrigation ditches and provided a good life for several hundred residents.

As a fourth-generation resident, Doepp was a fountain of family and village history. Although we were not technically in an off-road vehicle, we were definitely off-road. As we drove through the original settlement area about half a mile south of the village and Highway 82, he noted that there were once eight homesteads. He

**PHOTOS (FROM LEFT):** Pictured is one of many cisterns, 20 to 30 feet deep, dug by hand and plastered with a lye concoction for waterproofing. Water from the Peñasco River supplied drinking water via the massive system of irrigation ditches back in Hope’s heyday. • Remnants of what was once a livestock corral fenced with rock • This was the first house in Hope to have electricity thanks to the generosity of the Hope School FFA group who did the wiring.





pointed out the ruins of a rock corral fence, a family cemetery, one of the few remaining cisterns filled with river water from the massive irrigation system, and the empty river bed.

He also pointed out the route taken by his great-grandfather as he and his brothers brought their herd of cattle into the Peñasco Valley. He told stories of Indians coming to take a cow or two or whatever “struck their fancy.” Early settlers didn’t try to stop them as they knew it was safer to let them be.

According to an article in the February 6, 1987 *Albuquerque Tribune*, “Hope has been dying since 1912. Settled by sheepherders in the 1870s, Hope had 2,000 people and a reputation for growing good apples when it incorporated in 1910,” a year before New Mexico’s statehood.

In 1912, Hope was made up of a bank with \$25,000 in assets, four general stores, three churches, three hotels, two doctors, two barber shops, a saloon, dentists, jewelers, blacksmiths and the *Peñasco Valley Press*. The newspaper’s nameplate was emblazoned with an apple and the motto, “The Big Paper from the Heart of the Sunshine Land.”

The big news at the time was that a railroad was coming to town. Horse-pulled “fresnos”—rigs like bulldozers—began

leveling a roadbed out of Artesia. The railroad would stop in Hope, then continue to Cloudcroft and on to El Paso. Found in stacks of newspaper clippings about Hope is a story of how the financial promise for the railroad went down with the Titanic. That wasn’t the only wreck, however. The biggest reason Hope withered away was because the Peñasco River dried up.

Like Doepp Crockett, Dolph Jones and his wife, Ann, also grew up in Hope. “I was in the last graduating class at Hope High,” Ann revealed. “Class of ’55.” Her entire class consisted of two boys and two girls. One of the boys, Bill Crockett (Doepp’s uncle), ranched near Hope until his death several years ago. His family still resides on the ranch and raises sheep, one of the only sheep ranches left in the area.

During his 25 years as mayor, Dolph also ran a Shell gas station, garage and convenience store on the west side of town. Ann served as city clerk for 20 of those years. They have three sons, Tommy, Clyde and Cory, who were allowed to go rabbit hunting anywhere that wasn’t near a house, remembered Ann.

When the school closed in the late 1960s, that was pretty much the end of Hope, Dolph lamented, “but the real end was when the river dried up.” Though they moved to Artesia around 1993, Artesia “was a

PHOTO: Ann and Dolph Jones relax on the pleasant breezeway at their home in Artesia.



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different life altogether. Hope was a wonderful town when the old-timers were there.”

They were instrumental in turning the former school into a community center, using 84 gallons of paint in the redecorating. Ann recalled trying to wallpaper in the winter, bringing hot water from their home to season the paper to put on the walls. One night she dreamed that it all fell down, so the next morning she was over there first thing to make sure the paper was still on the walls.

An article in the *Artesia Daily Press* dated May 28, 1989 includes a photo of the Joneses “relaxing in the Adult Center at the new Hope Community Center.” The population at the time was 300, including the outlying areas, and everyone had pitched in to convert the former school to its new function. Today, with a population of maybe 150, the building is still used for graduation and old-timer dances, family reunions, community functions and various other events.

Dolph was responsible for helping start the volunteer fire department and served as fire chief. He was even named Fire Chief of the Year by the New Mexico Fireman’s Association, and he and Ann enjoyed attending fire fighter conventions around the state. According to the couple’s granddaughter, Stephanie, the school’s library is dedicated to Dolph and Ann. Countless accolades and newspaper clippings serve as a tribute to a couple that worked tirelessly to give back to the community they loved.

Meanwhile back at the Crockett Ranch, Doepp Crockett drove around pointing out community sites. We stopped to tour the refurbished jail, checked out an adobe building used to shelter wagons and saw the vacant lot where Hope was bombed during World War II. You read that correctly—Hope was bombed during WWII.

An article in the April 12, 1992 issue of the *Artesia Daily Press* by Nancy Klawans (Dunn), director of the Artesia Historical Museum and Art Center, told the surprising story. Dunn had received a call from a man in California wanting to know the particulars of the bombing, so she immediately began to research the

details. She soon learned it was not a German or Japanese bomb, but a dummy bomb fired by a young trainee at the Roswell Army Air Field who had made a slight miscalculation. “Actually,” she corrected, “make that two miscalculations, since two bombs were dropped on Hope five weeks apart!” Fortunately, no people or buildings were hit, she added.

According to Dolph, in 1976 a community development plan was prepared by the New Mexico Economic Development District for Hope. The utilities provided included electricity by Central Valley Electric Coop, water by Hope Water Cooperative Corporation, gas by private supplies of propane and telephone service by Peñasco Valley Telephone while individual cesspools and septic tanks would serve as sewer facilities.

The reasons folks live there today are varied. For some it’s the quiet, peaceful pace of a small community. For a few, it’s the lower cost of living. And for others, it’s where they are rooted by family history, like Doepp and Kristy and their children, 9-year-old Hagan Doepp and Ella Kay, 2. As a young teenager, Doepp recalled looking on as his father and grandfather exhumed his great-grandfather’s remains in Artesia to relocate them to the family ranch in Hope. “I buried my grandfather alongside his father after that,” he recalled. “I intend to bury my father there, and my wish is to be placed with them when my time comes. People ask me all the time why I still live in Hope. My answer is, ‘Because my people are here.’” ■

**PHOTOS (FROM TOP):** Dolph and Ann Jones are pictured here with their wall of awards gathered during his 25 years as mayor of Hope and her 20 years as city clerk. • Pictured is one of the few commercial businesses still in use in the Village of Hope. It is also where Dolph and Ann Jones operated a combination filling station/garage/ convenience store when they lived in Hope. • Doepp Crockett takes a look into the newly refurbished jail. Dolph Jones revealed the corral to the left was a “pawn corral” where lost or unruly animals were “jailed.” He recalled one incident where the owner left his cow in “jail” because the Village was feeding it, but he came and milked it. • A number of old-timers are interred in the Crockett family cemetery. • Pictured is Doepp Crockett’s modern and costly irrigation system to provide water to the surrounding alfalfa fields as well as meet other water needs. It is a far cry from the former cistern system.





# GROWING UP IN HOPE

Marie Elizabeth Casabonne, 88, talked on the telephone from Houston, where she was visiting a granddaughter. She told about growing up with her parents, Felix and Marie Rose Cauhape, on their farm about three miles southwest of Hope.

She graduated from Hope High School in 1945 and was married to George Casabonne in 1948. They lived on a ranch about 12 miles from Hope, where they raised four children.

She vividly remembered what a nice community Hope was in which to live in and raise a family. "Life was so different. We didn't have the concerns people have today," she lamented. She remembered kids riding their bicycles freely, going to school, community activities. "It was just more of a free time. So uncomplicated."

She recalled how sad it was watching as the Peñasco River gradually dried up. Because there was no water for irrigation, people could no longer farm so they started leaving. "It was very sad," she said.

She moved to Artesia 11 years ago after her husband died. She still attends Hope Methodist Church, where she plays piano and is active in Yucca CowBelles and Woolgrowers, Community Bible Study and at Clark Methodist Church Bible Study.

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## THE ARTESIA DRILLERS, 1953

The Artesia Drillers was the city's first minor league team. The team's name was changed to the Numexers after a few years.

## NUMEXERS BASEBALL TEAM, CA. 1954

Back row (l-r): Floyd "Greek" Economides, Vic Stryka, Ken Foster, Bart DiMaggio, Gil Johnson, Reuben Smartt, Bob Herron, John Goodell, Wayne Goodell, Dan Howard; middle row (l-r): Mickey Sullivan, Al Chester, Paul Dobkowski, Mickey Diaz, Jimmy Adair (Manager), Frank Gallardo, Bob Boyd, Jose Gallardo; front row (l-r): bat boys Manuel Chavez, Mike Currier and Jackie White





# GO BACK IN TIME

## AT BRAINARD PARK

by Kyle Marksteiner

### *Artesia's Brainard Park, located on 13th Street, nearly doubles as a time machine.*

Close your eyes at the baseball park and listen to the sounds of the stadium—the crack of the bat as it connects with a fastball, the thump of a missed ball into the catcher's mitt, the giggles of a child darting beneath the bleachers. It's an enduring symphony of sounds that would fit in perfectly well during nearly any decade in which America's Pastime was played at Brainard Park (discounting the modern noise of cell phones, of course).

Minor league baseball came to Artesia in the 1950s in the form of the Longhorn League. The Artesia Drillers were active here from 1951 through 1953 with a lineup that included Joe Bauman, who went on to set a record that would last for half a century. After his stint in Artesia, he played for the Roswell Rockets where he hit 72 home runs in 138 games. That unbelievable record was set at Brainard Park in 1954 and wasn't broken until 2001. Bauman died in

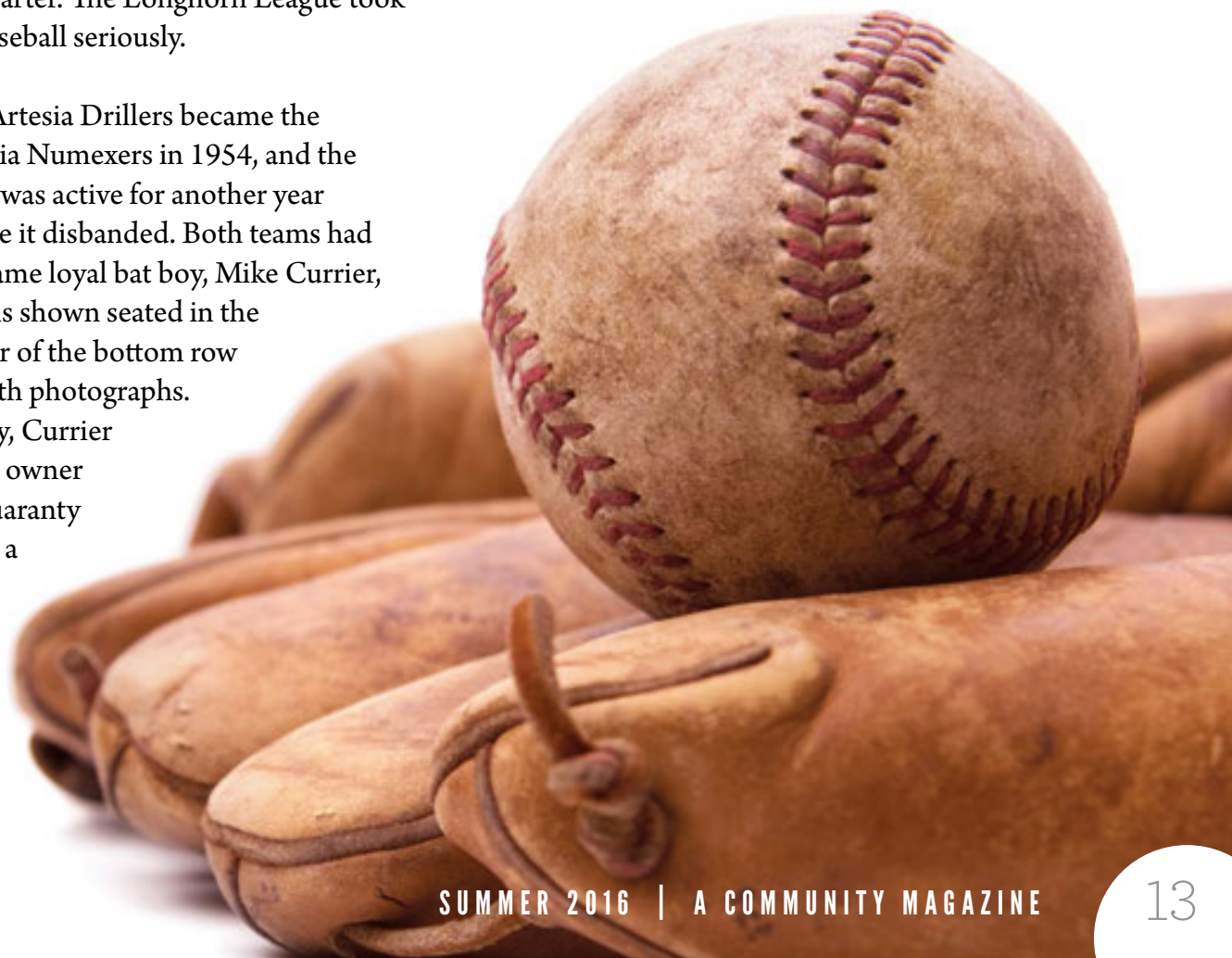
Roswell in 2005, just a few years after his record fell. During the same time period, the record for the longest home run ever was set in Carlsbad by Gil Carter. The Longhorn League took its baseball seriously.

The Artesia Drillers became the Artesia Numexers in 1954, and the team was active for another year before it disbanded. Both teams had the same loyal bat boy, Mike Currier, who is shown seated in the center of the bottom row of both photographs. Today, Currier is the owner of Guaranty Title, a

successful Eddy County business.

To most Artesians, however, the most well-known member of the Numexers was Floyd "Greek" Economides, who played in the minor leagues from 1948 to 1951, and again from 1951 through 1955. He hit .336 in 114 games for the Numexers in 1954.

Though originally from Louisiana,





Economides enjoyed the area so much that he moved here permanently. “Well, he worked here in the summer, and that’s why he decided to stay here,” explained his son Curtis. “My mother had allergies that were really bad, but when he was playing ball here, they weren’t like they were when they were in Louisiana.”

He worked as an electrician for Navajo Refinery and its predecessor and served on the Artesia City Council for a whopping 32 years. He was also dedicated to Eddy County’s Court Appointed Special Advocates (CASA) organization, which Curtis continues to this day. Economides died at his home in 2014 at the age of 85, and his wife, Bella Marie, passed away earlier this year. A recorded interview in which he recounts his baseball days will soon be available at the Artesia Historical Museum and Art Center.

To close the loop, Economides was also the catcher in the game when Bauman broke the home run record, according to Curtis. “He asked Joe where he wanted the ball, and he said, ‘Right down the middle.’ They may have been on an opposing team, but they all knew each other really well.”

A few years after the Numexers closed up shop, Artesia even had a glimpse of major league baseball at Brainard Park. The Sophomore League Class D Giants, affiliated with the San Francisco program, played here from 1958-1960, then the Dodgers, affiliated with Los Angeles, played here from 1960-1961.

Curtis Economides followed in his father’s footsteps by playing baseball throughout his life, much of it at Brainard Park. The park has been revamped a few times over the years, but not much else has changed. “Well, except they use aluminum bats, and we used

wood,” he observed. Also, fans celebrated home runs back then by putting dollar bills through the fence. Not so much today.

Where did Brainard Park get its name? To get that answer, you’ll have to take your time machine even further back, to the early years of the last century, when two native Artesians began their successful professional baseball careers.

Carl Manda began playing professional baseball in 1909 with the Kansas Lyons, where he played second base and third base. He made his major league debut in 1914 when he played with the Chicago White Sox. Upon his retirement in 1926, he returned to Artesia.

Fred Brainard played pro baseball after graduating from Artesia High School in 1910 and then again after serving in World War I. He later managed the Newark (New Jersey) Bears and the Dallas (Texas) Steers. Brainard Park, dedicated in 1951, was named in his honor.

This past year, the Artesia Bulldogs beat Miyamura in the first round of the 5A state baseball playoffs before losing to Piedra Vista. The players may or may not have known that they were fielding grounders and hitting sacrifice bunts on a legacy, but the field itself, Brainard Park, almost certainly remembers. Breathe in the atmosphere there, and you can almost feel it, too. ■

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**PHOTO TOP:** Fred Brainard played professional baseball both before and after World War I. Brainard Park was named after him.

**PHOTO BOTTOM:** Artesian Carl Manda played professional baseball for many years. He’s pictured here with the Calgary Broncos.

*Photos Courtesy of the Artesia Historical Museum and Art Center*





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# HOTEL ARTESIA

Today, Hotel Artesia sits prominently on a plot of land just two blocks north of Main Street and a block west of 1st Street. It is a modern structure with ample amenities and a posh décor. Unless you're from Artesia or have a working knowledge of the town's history, you probably don't know, however, that today's hotel is not the first to bear the name Hotel Artesia. There is a rich history that precedes it, as documented in the following excerpts from the book *Artesia (Images of America)* by Nancy Dunn and Naomi Florez of the Artesia Historical Museum and Art Center.

The first building, originally called The New Artesia Hotel, was built in 1903 and was referred to by most people as the Artesia Hotel. It sat on the north side of Main Street and Roselawn Avenue and was owned and operated by Rev. J.C. Gage until it burned down in 1916.

The second Artesia Hotel was built in 1929. A group of local oil men and businessmen subscribed to a building fund to finance the construction of a new hotel in Artesia. They felt that there was a need for a bigger and more modern hotel to accommodate the needs of visiting business executives and people traveling through Artesia. The building consisted of six stories that were fire-proof and built with steel framing. The exterior was made of artificial stone and tapestry brick. There were 60 guest rooms that included closets, their own bathrooms, telephones, running ice water, and even radio connections. Steam heat, soft water, and

elevator and dumb waiter service were provided to all floors. The ground floor had a large lobby, a dining room, coffee shop and kitchen, drug store, barber shop, a ladies' parlor and dressing room, and a beauty shop on the mezzanine floor. The basement had a billiard room, sample room, and men's dressing rooms.

The Artesia Hotel is pictured here in its heyday around the late 1930s. By this time the Artesia Hotel was in full operation and was well-known all over the southwest due to its central location in the heart of the lower Pecos Valley at the crossroads of two state roads, 83 and 285. The top floor of the hotel had a roof garden and banquet room. There were many events held at the hotel during its time of operation, including high school proms, public meetings, private business meetings, and many family affairs. Civic groups held their meetings and functions there also due to the roomy meeting rooms.

The hotel's restaurant was considered the nicest place in town to dine, and the coffee shop was a local favorite for people to gather and socialize. Subscribers to the original construction fund were proud to see that the hotel was so successful.

The Artesia Hotel [at some

point renamed Hotel Artesia] had a number of owners over the years, and by the early 1970s it was starting to show its age. The electrical, heating, and cooling systems were all out of date and in need of repair, and the rooms needed a lot of redecorating. Efforts to sell the hotel were unsuccessful—local and area businesses didn't have the capital for the necessary repairs to make the building usable. One of the last uses of the hotel was one of its most enduring: in 1975 British director Nicholas Roeg filmed part of *The Man Who Fell to Earth* in Artesia. Stars David Bowie, Candy Clark, and Rip Torn all spent time

in town. Many locals served as extras in the film, and several scenes were filmed at the hotel. Although it took several building contractors and thousands of dollars to build the hotel in 1929, it only took explosives two days to completely demolish it in 1978. The Artesia Hotel is missed to this day.

The fountain shown in the color postcard is now in the Museum's yard minus the figure on top. ■



Historic Photos Courtesy of Artesia Historical Museum & Art Center





Memories from the Facebook Group Page:

## I remember when... Artesia, New Mexico

*"I never saw the ballroom up top.... Always dreamed about it."* - JACQUE WATERS

*"[It was the] last place I got to have coffee with my Dad. I hated it that they tore it down."*  
- KELLY FOUSE

*"We used to have our proms and after-game dances on the very top floor."* - MAX RATLIFF

*"They also had a barber shop in there, as I remember. Dad would go there and get his hair cut."* - JACKIE BAGGERLY-BLISS

*"Many a haircut I had there. It smelled of cigars, shoe polish and liquor (from the bar). It was dark. Scary. LOL."* - ROB CASS

*"I love this hotel...It was amazing inside. I was very young and it was impressive!"* - SUSAN WALKER

*"Hotel Artesia, to me, was as precious a memory of my hometown as is the refinery or the water tank coming in from Cludcroft documenting our AHS state championships or the water tank on 8th that tells you you're almost home. I loved that building, too! Sad how nothing lasts forever, but the consolation is that it can in your heart and mind."*  
- PATTY MARQUEZ

*"Back in the '70s, when I was with Artesia Fire, we would rappel down the walls from the roof—tallest building in town."* - MAURICE PRUITT

*"I remember I worked there at the taxi service answering the phone."* - EVE LOPEZ

*"My granddad would take all of us grandchildren to eat breakfast there on Saturday mornings sometimes. I remember the staircase leading up to the rooms, and the ceiling fans looked real cool... in the eyes of a child, anyway."*  
- VICKI ELISE TROUBLEFIELD



# The Man Who Fell to Earth Comes to Artesia

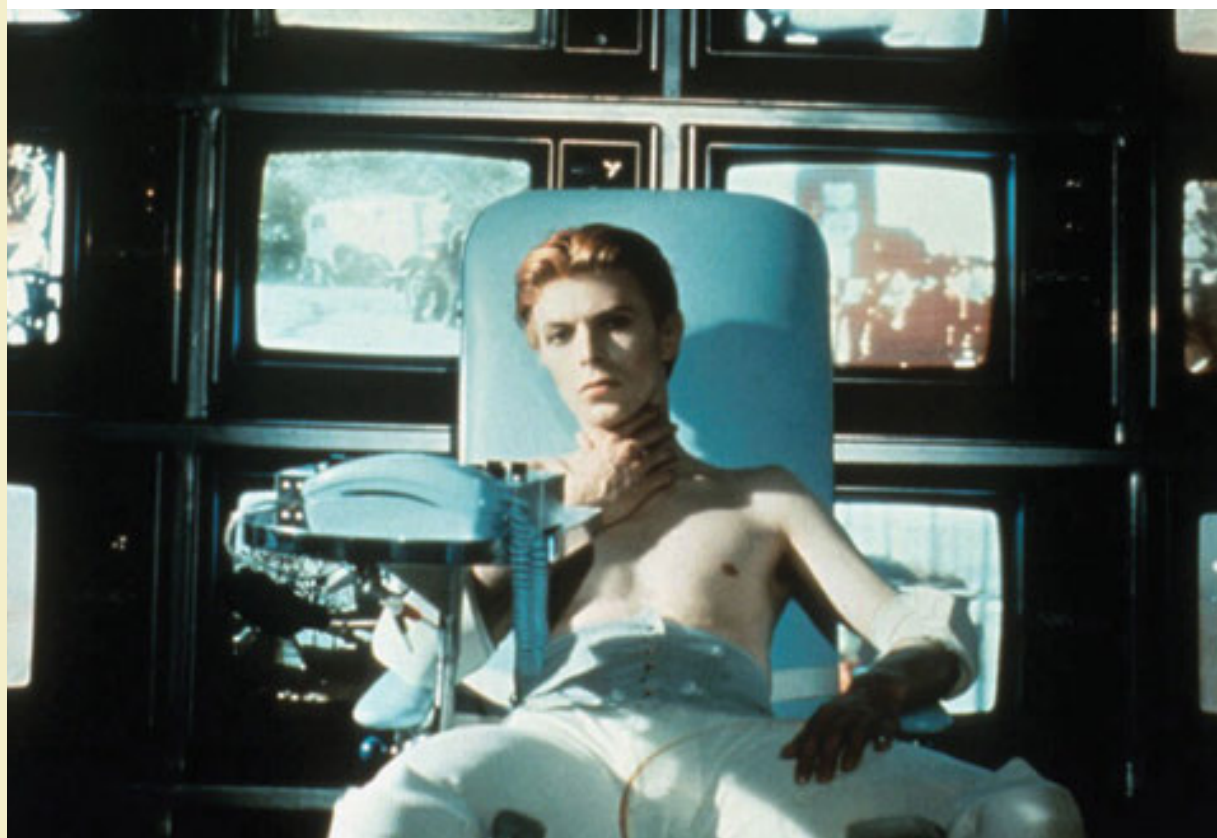
by Kris Jones

*"Artesia... the weight of the sky!"*  
- David Bowie

## The British Are Coming!

In the early summer of 1975 a small convoy of rental trucks makes its way down State Route 285, winding through the route of the Pecos River Valley, hemmed in by the Mescalero Escarpment to the east and the Sacramento Mountains to the west. In the distance rising above the desolate plain is an aged five-story structure which beckons to them like some giant monolith. But instead of being filled with portent, this edifice is to be their lodging for the coming week.

The stately building was once the domain of cattle barons and railroad magnates, but now the sadly dilapidated Hotel Artesia is only the dominion of the constant and loyal patrons who spend their days and evenings at the ground level bar from early in the morning until late at night. It is probably only a matter of months before the grand old lady is torn down, but to Production Designer Brian Eatwell, the hotel's eminent demise makes it all the more ideal for his purposes. The traditional practice in motion pictures is to shoot all interiors on a studio set, where







there is full control over lighting and sound and ample room to move a camera. But this was no studio picture, at least not in the traditional sense. As the Hotel Artesia was scheduled for demolition at summer's end, the film's construction crew is granted permission to knock out non-structural walls to their heart's content, all with the goal of making the set they were creating more "shoot friendly."

The crew (and most of the cast) of the film had come over from England in early June, flying on a chartered Air Lingus plane, their gear being squeezed into every leftover bit of space. Most of the crew are very familiar with each other, the majority of them having worked together previously on director Nicolas Roeg's two pictures, *Don't Look Now* (1973) and *Walkabout* (1971). The latter had required a nine-month sojourn in the Great Western Desert of Australia — quite the bonding experience.

*The Man Who Fell to Earth* had been budgeted at a mere \$1.5 million, in an era when the average feature's production budget started at five. To make the most of the miniscule budget, this meant shooting in practical locations (only one actual studio location) and inserting even their places of lodging into the film's visual narrative.

Once this particular day's shooting started, the required action was fairly clear-cut: Thomas Jerome Newton

(David Bowie) arrives in New Mexico under the vestibule and large blue and yellow sign of the Hotel Artesia in his black limousine (his real one, in actuality, driven by his real-life driver and bodyguard, Tony Mascia). Newton is searching for a location at which to build his future spaceport, and the deserts of New Mexico seem ironically ideal.

As he leaves his car to check in at the front desk, a state trooper and the local sheriff, snickering at the curious appearance of their visitor (not to mention Newton's flaming red hair), decide to run a check on the limo's New York license plate. As they do so, John Phillips' soundtrack composition "Boys from the South" bubbles along in the background, creating an ironic subtext on the onscreen action.

On the Criterion commentary track to the film, David Bowie related a similar anecdote of the time. Expecting the watering holes the crew stopped in to be inhabited by the romantic cowboy image with which Bowie had become accustomed as a child, he instead encountered "skinheads who danced with their spurs on." One night after the shoot, as the crew drank at a bar, one of the aforementioned locals leaned in and inquired of a rather fey member of the crew, "How long *ya'll* in town?" Cowering behind Bowie, the hairdresser meekly replied, "Just the week . . ."

After Newton signs in with a

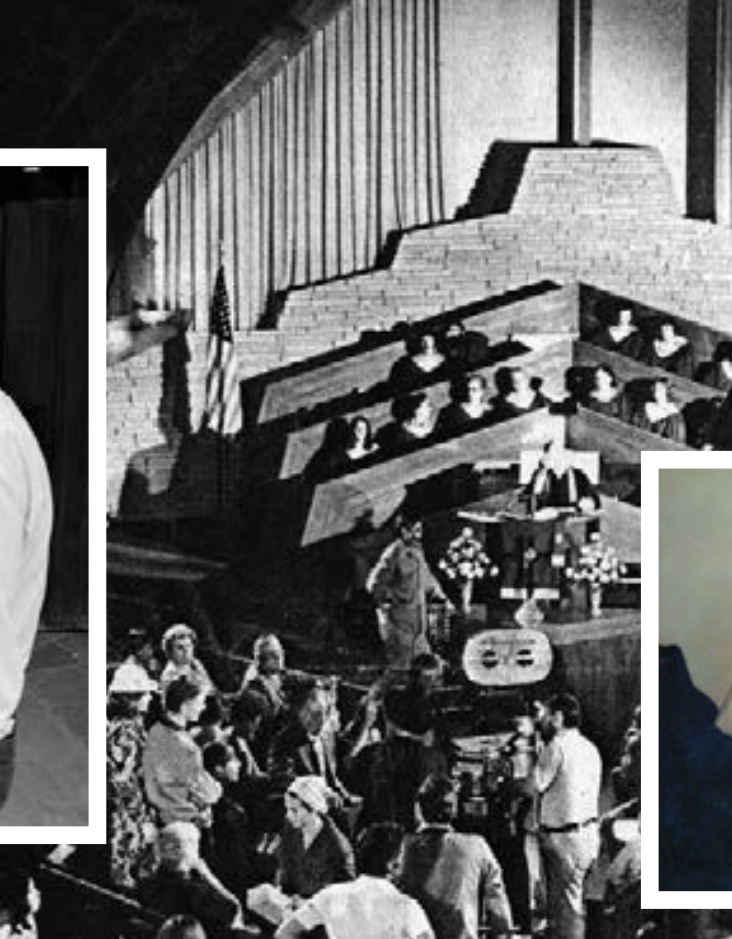
gentleman at the front desk, a chamber maid named Mary Lou (played by Candy Clark) grabs his briefcase and leads him to the elevator. Due to Earth's increased gravity from his home planet, Newton quickly becomes ill from the added inertia of going up so quickly. He collapses to the floor, blood running from his nose.

Panicked at what has happened to her charge, Mary Lou, not waiting for outside assistance, bends to pick Newton up and carry him. We then see her struggle with Newton's body, Pietà-like, as she shuffles down the hall while other lodgers, totally oblivious to Newton's sad condition, chatter away in their rooms. Meanwhile, the happier sounds of composer John Phillips' interpretation of Hank Snow's "Rhumba Boogie" drift down the hallway.

However, when it came to actually shooting the scene, it quickly became evident that actress Candy Clark couldn't easily carry David Bowie, even at the mere 98 pounds he weighed at the time. This was during Bowie's notorious cocaine period, from which he agreed to abstain for the duration of the film. In a strange coincidence of art and reality, Mary Lou comments on his appearance, saying, "You know, mister, I don't think you get enough to eat, if you don't mind me saying so."

Luckily, an eager grip by the name of Tommy Raeburn (technically the property master) came to the rescue.





Raeburn attached a bicycle seat to the top of a waist-height vertical pole, which was in turn mounted to a skateboard. Thus, Newton was given the additional 'lift' Candy needed, and in a MacGyvered piece of Hollywood contrivance just out of shot.

Once reaching Room #505, Newton is "delivered" to the sound of a Santa Fe diesel freight passing just outside his window. The little train station seen from Newton's hotel room is now used as the Artesia Visitors Bureau and Chamber of Commerce. With their universal association with distant travel, trains are an appropriate running motif for the film. Within the context of the picture, they hearken back to Newton's memories of an orange monorail which delivers him to the spaceport on his home planet of Anthea. Early on, we see Newton bidding farewell to his alien family from a futuristic train, and thus, for the remainder of the film, trains will forever be imbued with melancholy and nostalgia. The origins of the motif in the story itself was the trip from San Francisco to Louisville of author Walter Tevis, on whose book the film is based, as he traversed the United States to be reunited with his family in Kentucky. (Louisville, not New Mexico, is the original setting in the book.)

Mary Lou begins visiting Newton in his room after work, initially to just check on his condition, but soon the Florence Nightingale effect kicks in and a blossoming romance ensues.

In their informal dates in Newton's room, Mary Lou introduces him to gin, similar in color, but a much more potent substitute for his traditional tippie, a glass of water.

Newton's appeal to Mary Lou is in the discovery of who he really is. He is Mary Lou's vicarious connection to a much wider world, one which she is not sure she will ever see as a small-town girl working in a dead-end job. Nonetheless, putting her destiny in the hands of a greater power, she suggests that Newton accompany her the next day to church. At the scene's coda, she gazes out at the night sky, saying wistfully, "I mean when you look up at the sky at night, don't you feel somewhere up there, there's got to be a God? There's got to be."

The next day comprises one of the most moving scenes in the film. At the First Presbyterian Church in Artesia, Newton is given an impromptu surprise by Mary Lou, when the congregation suddenly launches into "Jerusalem", the English hymn based on the poem by William Blake (a favorite of director Nicolas Roeg, not coincidentally.) As the camera pans across the congregation, the choral piece flawlessly seques to the bittersweet melody of The Kingston Trio's "Try to Remember" as Mary Lou and Newton ride across the New Mexico countryside in Newton's black limo.

What is it about the film that makes audiences return to it time and again?

The narrative to *The Man Who Fell to Earth* is fairly simple — it is the images that truly linger. One haunting scene early in the film shows Mary Lou, seemingly blown by fate from one destiny to the next, walking drunkenly home across the railroad tracks in the early morning light, the sunrise silhouetted by the rising towers of Navajo Refinery.

We return to the film for the fannish details, the bits of dialogue that are as much about Bowie as they are about Newton. As Bowie was later to admit, the film required virtually no "acting" whatsoever. In that regard, it serves as a form of "pseudo-documentary" and a form of video shrine for the lately departed rock icon.

And the Hotel Artesia, having fulfilled its last duty, humbly kept its date with the wrecking ball.

### **A Brief Introduction to the Film *The Man Who Fell to Earth***

The movie *The Man Who Fell to Earth* was released in the United States in May of 1976. The film tells the story of an alien who comes to Earth in order to find water for his drought-stricken planet. He sets out to build a spaceship to ferry his people to Earth and save them in the process. To finance this enormous venture, he takes on the guise of an Englishman and begins selling consumer devices based on his slightly advanced technology. Items such as self-developing film and television screens which roll into a



tube are just two of the technologies he patents.

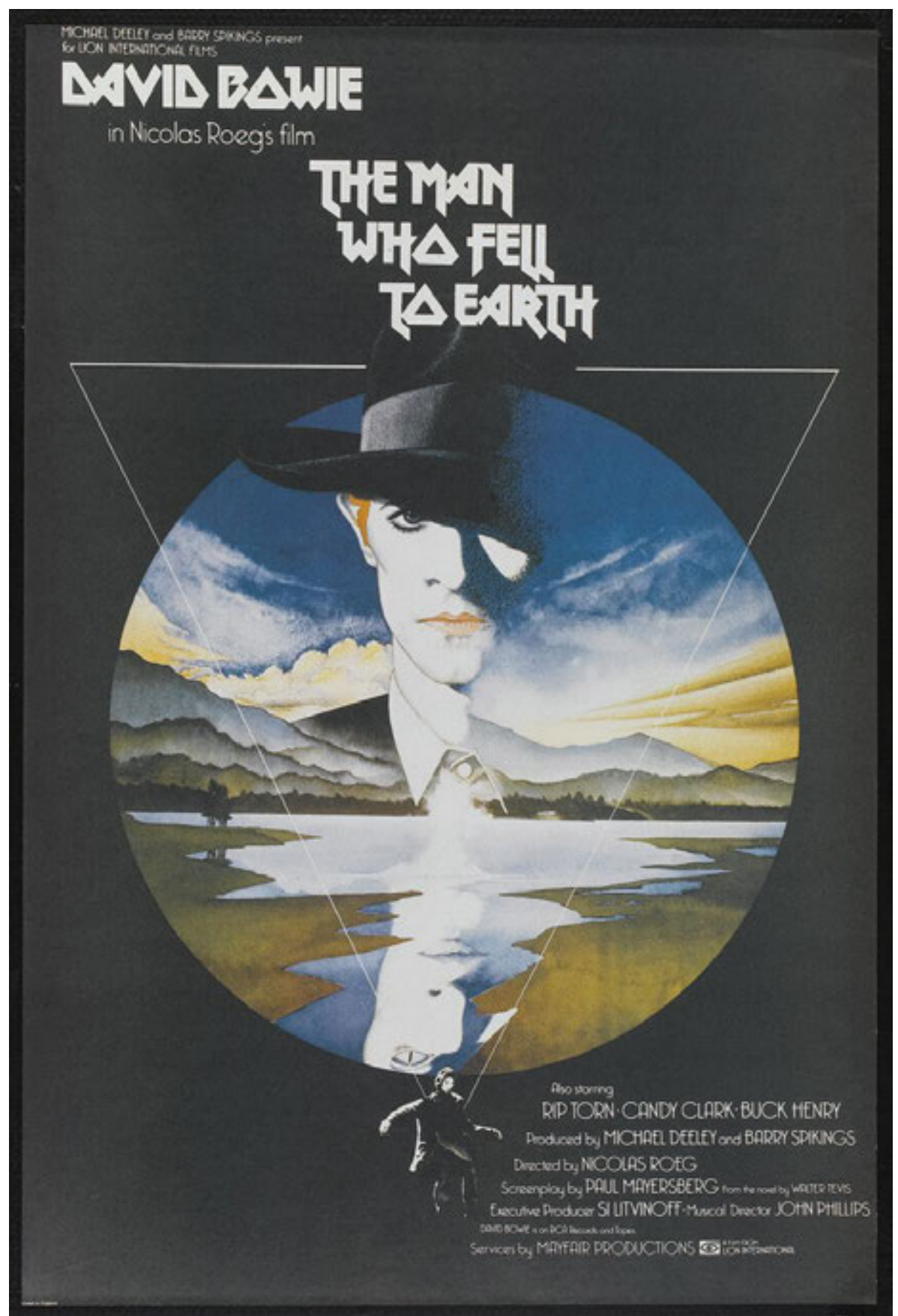
The film was the acting debut of musician David Bowie and, in the role of Thomas Jerome Newton, served to forever cement Bowie's image as the alien outsider, perhaps even more so than one of his earlier incarnations, Ziggy Stardust. The film itself is noted for an advanced shooting/editing style, with overlapping montages, flashbacks and sound cues sometimes being used to convey the narrative as well as the emotional state of the characters. Unfortunately, the film's unusual approach gave traditional studio distributors cold feet. In a last-minute search for a domestic distributor, the producers happened upon Cinema 5, an arthouse and foreign fare distributor, with theater outlets in most major American cities.

However, the version American audiences would initially come to know would be cut by some 20 minutes, the better to fit in an extra screening as well as remove elements which audiences may have found objectionable. Unfortunately, some of the same material also served to explain the film's somewhat convoluted narrative.

However, the film is today heralded not only as David Bowie's defining onscreen performance, but also as a prescient landmark film, whose criticisms of consumer culture, media overload, and increasing corporate-government entanglement are as relevant as ever. Today the film enjoys a large cult following after being rediscovered and restored in the early 1990s, much due to the efforts of star Candy Clark. The film has since been reissued on video in its original length as a "restored Director's Cut" on several labels and formats. The version issued by the Voyager Company as part of their Criterion Collection served as one of the many sources for this article.

#### About the Author:

Kris C. Jones is a film historian who works with the Chattanooga Southeast Tennessee Film Commission as a production liaison. He also occasionally freelances in the motion picture art department. *The Man Who Fell to Earth* has been an obsession of Jones' since first seeing it on the college revival circuit in the late 70s.



Jones is currently working on book on the making of the film entitled *Brittle Atlas: David Bowie & the Making of The Man Who Fell to Earth*.

If you were involved in the filming of *The Man Who Fell to Earth* in some way as cast or crew, please contact him at [hzw489@mocs.utc.edu](mailto:hzw489@mocs.utc.edu).







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# Dive into a Pool of Memories

If you lived in Artesia any time between the 1940s and 1970s, a quick glance at the stones surrounding Morris Field today likely conjures up memories, at least from time to time, of the municipal swimming pool that was built of the same stone and located in the same vicinity.

A single photo posted on the “I Remember When ... Artesia, NM” Facebook page garnered well over 100 comments and more than 200 “likes,” the majority of which reminisced about hot summer days spent mustering up the courage to leap from the mammoth diving board (made of the same stone, of course) and basking in the sun in between splashes in the pool. Those were simpler times ...

The Artesia Municipal Pool opened in June 1939 with a bathhouse constructed of different types of New Mexico rock. The pool was a special project of City Manager P.V. Morris and Mayor Hollis Watson and was built with WPA (Works Progress Administration) labor. Located at Artesia High School between Quay and Richardson Avenues, the pool was an instant success. Featuring two changing areas, refreshments and a

checkroom, the new pool remained the coolest place in town until it was closed in 1977. It was made obsolete by the new Natatorium, which opened in early 1978. That, too, has since been closed down and demolished to make room for a new school administration building. No public swimming pool exists in Artesia today.

The photo on the cover of this publication, courtesy of the Artesia Historical Museum and Art Center, is Marilyn Goddard, who worked at The Vogue shop in Artesia in 1953. Goddard was selected to be New Mexico’s representative in the “Miss Saleslady” contest in Phoenix, Arizona. This was her official entry photo, taken on the ladder of the diving board at the Municipal Swimming Pool. She beat out 32 other New Mexico candidates for the honor of competing, but unfortunately, she did not win the overall prize.

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**Below are some memories people shared regarding the photo of students on the stone-based diving board:**

**Tana Funk Peurifoy:** It looked so much taller than that!

**Vicki Lee Shaw:** Scariest thing in the world!

**Judy Allison McDonald:** Climbed the steps with everyone else, waiting my turn to go out on the diving board. My turn came and I walked out, looked down at the water, which was way far down, and remembered.....I couldn't swim yet!!!! I backed up on that wobbly board and climbed DOWN the steps, past others who were climbing up. I was so embarrassed....but I would have been dead if I had jumped.

**William Riley:** It took me forever to jump the first time; the water looked so deep from up there.

**Donna Elrod Clark:** I just about drown[ed] my swim coach and myself. Poor lady!

**Marla Leary:** I never was brave enough to get near that thing!

**Christi Lorang Bever:** My dad used to get off work at 5 and come to the pool and teach a bunch of us how to dive. So fun!

**Nina May:** That thing had me terrified but I was able to finally make the jump. Many memories ago.

**Tanya Mauldin:** So many memories of the pool—spent countless hours with my family there.

**Michael T. Juarez:** We had a season pass and my brothers and sister and I would walk to the pool every day. I earned my life guard certificate from that pool. I remember when I was taking the life guard course we had to jump off the board with our clothes on and when I hit the water I thought I was never going to come back to the top. Those were fun days!

**Becky Smith Shipman:** Some of the best days of my life. Loved every second! 📷

**PHOTOS (FROM TOP):**  
A young lady dives into the Artesia Municipal Pool from a diving board that many today remember being much higher "back then."

Pictured is the Artesia Municipal Pool circa 1939.

Students dive into the Artesia Municipal Pool for a race in 1970.

Historic Photos Courtesy of  
Artesia Historical Museum & Art Center



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# CENTRAL PARK CHRONOLOGY

Central Park is Artesia's oldest park, dating back to the 1900s. The park has always had some sort of pavilion/gazebo, although the location of the structure has varied over the years.

## 1905

The Artesia Improvement Company, made up of Joe E. Clayton, John Hodges, J.A. Cottingham and S.P. Deming—the second real estate group to develop Artesia—donates the land for a city park, and a Park Commission is appointed. An early artesian well is located in the park.

## 1906

The Artesia Improvement Company tries to renege on the land donation. Several people who bought “park-front” property at inflated prices threaten to sue. The park land is quickly reinstated and a gazebo is built off-center.

## 1921

Citizens volunteer to help WCTU ladies (appointed as overseers) clean and supervise the park. Bermuda grass is laid down in turf squares, and plans are made for a city pool on the site as well, though it was never built. Local children help lay down the turf squares in exchange for the promise of free pool tickets (They're still waiting!).

## 1924

The City Board has now taken over supervision and maintenance of the park. A small tax is levied each year to finance park maintenance, with additional fundraising events each year. Six steel benches are paid for through a radio program at the Majestic Theater and a donation from the Rotary Club. A regular caretaker is employed, and he adds seven new flower beds and trees. A bandstand and lights have been added as well.





**GAZEBO:** The stone pathway laid in the late 1930s leads the way to a gazebo located near the center of the park. Today, parties and even weddings are held in the gazebo throughout the year. **FOUNTAIN & OLD PATHWAYS:** This fountain was installed in the center of the park in 1944. Just 13 years later it was no longer in working order and was being used as a planter. It has since been removed. The stone pathway, lined with plants, led the way to a beautiful water fountain located in the center of the park in the 1940s. **THE PARK TODAY:** Along with several photos of the current Central Park - pictured above are kids Porter Hardman, age 9, Sarah Hardman, 10, and Tanner Patman, 8, enjoying a beautiful summer day on the small playground. *Historic Photos Courtesy of Artesia Historical Museum & Art Center | Current Park Photos by Staci Guy*

# 1925

Most of the park's maintenance funds now come from private subscription since the tax levied isn't enough to cover maintenance costs.

# 1928

The Artesia Chamber of Commerce and the Artesia Woman's Club award 10 cash prizes totaling \$50 to the City Park in their first City Beautiful and Improvement Contest.

# 1931

20 Colorado blue spruce trees are planted. State Fair funds from 1916, won by Eddy County, are split between Artesia and Carlsbad. Artesia stands to gain \$650 as its share to go toward the park's maintenance, provided the town can match the amount.

# 1932

New lights are installed in the center of the park.

# 1933

A record freeze kills most of the trees and shrubs in the park.





**PILLARS & WALKWAYS TODAY:** The corner pillars and walkways to the center of the park were made from native New Mexico stone. They are still standing today, nearly 80 years after they were added in 1937. **1930s PILLARS & WALKWAYS:** Pictured is a view of Central Park in the late 1930s, when the recently-built stone pillars and walkway provided a prominent entrance to the park. *Historic Photos Courtesy of Artesia Historical Museum & Art Center | Current Park Photos by Staci Guy*

# 1937

Civil Works Administration (CWA) labor replaces the dead trees. The corner pillars and walkways to the center of the park are also added at this time, made from native New Mexico stone.

# 1939

The City throws a big barbecue party at Central Park to celebrate the completion of several WPA (Works Progress Administration) building projects in town. Over 4,000 people attend this dedication, including Governor John Miles.

# 1944

The walkway now has bulb flowers planted on either side of the walkways. A fountain has been installed in the center of the park. The gazebo remains off to one side.

# 1957

By now the fountain is no longer functional and is being used as a cactus planter. The gazebo still sits off-center.

**Prior to the mid-1960s:** 4 concrete picnic tables are installed.





# CENTRAL PARK

## TODAY

### 1960s

The cactus in the fountain-turned-planter is now dead, and the whole thing is full of weeds.

### 1970s

The fountain has been removed at some point, and the gazebo/pavilion moved to the center of the park. The slab basketball area is also laid down, and playground equipment is installed that includes two twirls, three swings and one chin-up bar. The twirls are removed in the mid-1980s.

### 1986

Volleyball nets are installed.

### 1997

A neighborhood group, the Friends of Central Park, works together to unearth the old CWA/WPA walkways, pull out dead trees, plant new trees and in general restore Central Park.

In recent months new concrete was laid at the basketball court (orange, of course!), but not much else has been done to the park since the late 1990s. According to Artesia MainStreet Director Elisabeth Jackson, in the past 10 years plans have been drawn up for renovations to the park; however, those plans have been put on hold due in large part to costs and precedence taken by other projects, such as the bronze statues and library roundabout.



# Downtown Lowdown



**ELISABETH JACKSON**  
Executive Director  
ARTESIA MAINSTREET

## MARK YOUR CALENDARS FOR THE SECOND ANNUAL RED DIRT BLACK GOLD FESTIVAL IN DOWNTOWN ARTESIA!

The Red Dirt Black Gold (RDBG) Festival is a day-long celebration of music, culture and the oil and gas industry in our community.

This year's event will be held on Saturday, August 27 with events starting at 9:00 a.m. and going into the night with the headliner Cody Canada and The Departed scheduled to go on at 10:00 p.m.

The RDBG Festival kicks off with an **Oilfield Equipment Parade** down Main Street. This parade gives people an up close and personal view of the equipment that is a part of Artesia's oil and gas industry. The parade will end and park on Mahone Drive (Eagle Draw) to give the public a chance to learn more about each piece of equipment and provide the operators a chance to show off what they work with on a daily basis. As with all of the events happening during RDBG, we hope to educate attendees on the positive aspects of the industry that supports us. Immediately following the

parade, the **Oilfield Olympics** competition will kick off at Eagle Draw. Teams of four will compete against each other to win trophies and bragging rights. Be prepared to cheer for your favorite teams. They will need all the help they can get as they complete challenges such as the PPE (personal protective equipment) Challenge and a Drill Bit Toss, just to name a few. Both expert and novice

teams are welcome. In other words, you don't have work in the field to partake in the fun!

By this time you will probably have worked up an appetite, so stroll over to Heritage Plaza and grab a plate in our **Oilfield Cookoff**. Oilfield teams will compete to see who can win the honor of Greatest Grub. Plates are \$10 and directly support the RDBG event. Get some yummy food and enter your vote for People's Choice.

Throughout the day, our MainStreet merchants will be welcoming visitors and shoppers into their stores with

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RDBG promotions. Take a stroll down Main Street and check out what only local and independent merchants can offer: unique items and great customer service. RDBG is all about celebrating what makes Artesia great, and what better way to do that than shopping local.

Heritage Plaza is the place to be at 3:30 p.m. **Music** from regional and national bands will fill the air and have you up and dancing. The Cody

Bryan Band, John Baumann, Sunny Sweeney, Adam Hood and Jason Eady will all take the stage, and don't miss our headliner, Cody Canada and The Departed. Their set last year was interrupted by a rare New Mexico thunderstorm, but they vowed they would be back. This wonderful melting pot of music will tickle your eardrums and get your toes tapping. While taking in the music in the plaza, you may enjoy a trip around the region via a cold brew at the **New MexiCAN Brewfest**, a

beer garden featuring local and regional brews.

Save the date, put your boots on, and join us downtown on Saturday, August 27 for some fun.

Visit [artesiaacd.org](http://artesiaacd.org) for more information or like us on Facebook at [facebook.com/reddirtblackgoldfestival](https://www.facebook.com/reddirtblackgoldfestival).



## EVENT PARKING P

- 7024U (Corner of Chisum & 7th)
- LaFonda Restaurant (Corner of Texas & 2nd)
- First American Bank Parking Lot (Corner of Main & Roselawn)
- Artesia Public Library (Corner of Quay & Roselawn)
- Chamber of Commerce Parking Lot (Across the HWY - First Street & Texas/Chisum) - Overflow Parking

## PARKING RESTRICTIONS



Street Barricades



Pedestrian Only Areas

### PLEASE OBSERVE "PRIVATE PARKING" IN DESIGNATED LOTS

- Parking on Main Street is for Merchant Patrons Only - No Event Parking Allowed until after 5:00 p.m. - Violators Will Be Towed
- Senior Center (Corner of Chisum between 2nd & 3rd) - Sr. Center Parking Only - No Event Parking Allowed
- City Lot (Corner of Texas between 4th & 5th Street) - Handicapped Parking Only
- Hotel Artesia (Corner of Chisum between 1st & 2nd Street) - Hotel Parking Only - No Event Parking Allowed

## Schedule of Events August 27, 2016

9am A

### Oilfield Equipment Parade

Main Street from Bulldog Bowl to 2nd Street

9:30am B

### Oilfield Equipment Education Hour (Learn About the Equipment Seen in the Parade)

10am B

### Oilfield Olympics

Eagle Draw - Roselawn to 7th Street

12pm (Festival Area)

### Oilfield Cook-Off

\$10 per plate - People's Choice Award Voting

3pm - 10pm C

### NewMexiCAN Brewfest

Western Bank Parking Lot  
(Entry \$10 each - Ages 21 & up only)

Music on Stage - FREE Concert D

Stage at intersection of Roselawn & Texas

3:30pm - Cody Bryan Band

5pm - John Baumann

6:30pm - Sunny Sweeney

8pm - Southern Brothers  
featuring Adam Hood & Jason Eady

10pm - Cody Canada & the Departed

Downtown Shopping Promotions 10am - 4pm

Food Vendors throughout Festival Area

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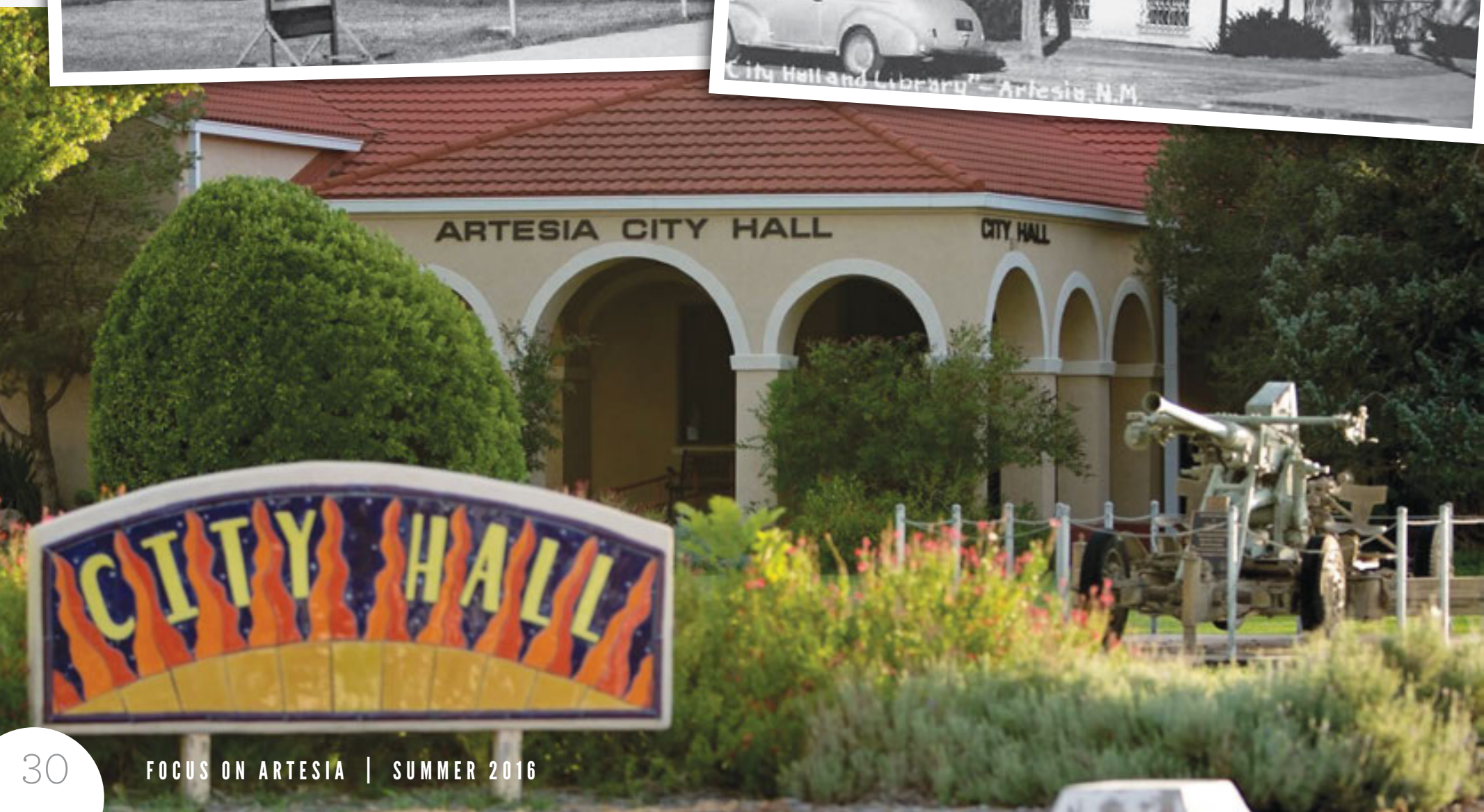
# CITY HALL HI

Artesia's original City Hall building was completed in the summer of 1939 as one of Artesia's WPA (Works Progress Administration) building projects, which also included the Municipal Hospital on Roselawn Avenue and Morris Field on the corner of 13th Street & Quay Avenue.

The City Hall building brought several city departments together under the same roof, including the city clerk, city manager and the

public library. The WPA Sewing Room was located there as well as an assembly room for public meetings. In later years the police and fire departments were housed in the building as well as the local U.S. Navy recruiting office, municipal courts and even the state meat inspector's office.


The city eventually outgrew the building and in 1964 moved to the former Veteran's Hall, which was built in 1948. Having been remodeled in





# STORY

1992, it continues to serve as City Hall today.

Old City Hall is still in use and has housed a variety of businesses and offices over the years. Artesia Clean & Beautiful, ASSI and Big Brothers Big Sisters all operate in the Old City Hall building now, thus doing their part to keep our downtown Main Street a vital part of Artesia's local economy. 

*Historic Photos Courtesy of Artesia Historical Museum & Art Center*



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Friday: 7:00 am to 5:30 pm  
Saturday: Closed • Sunday: Closed

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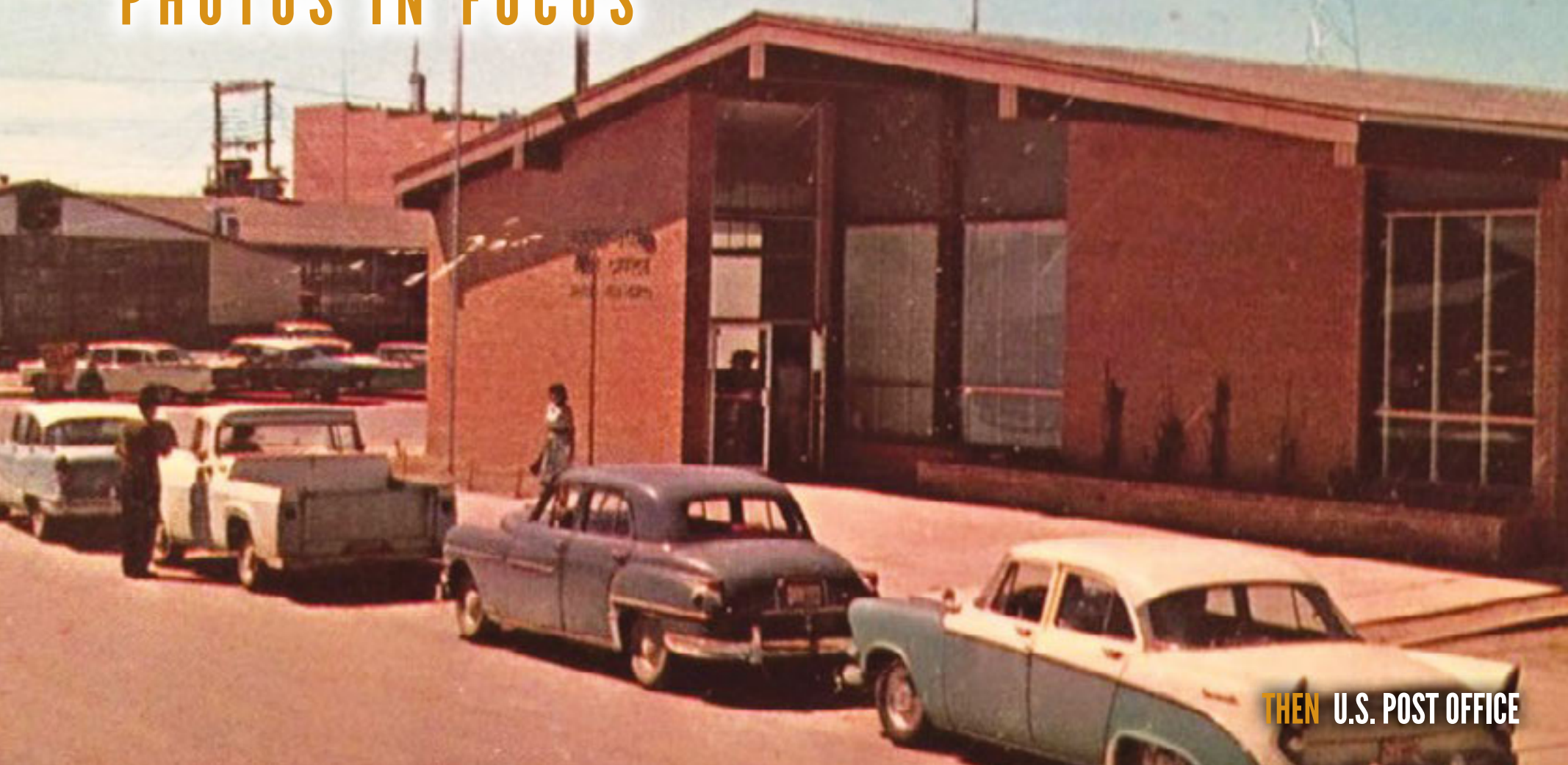
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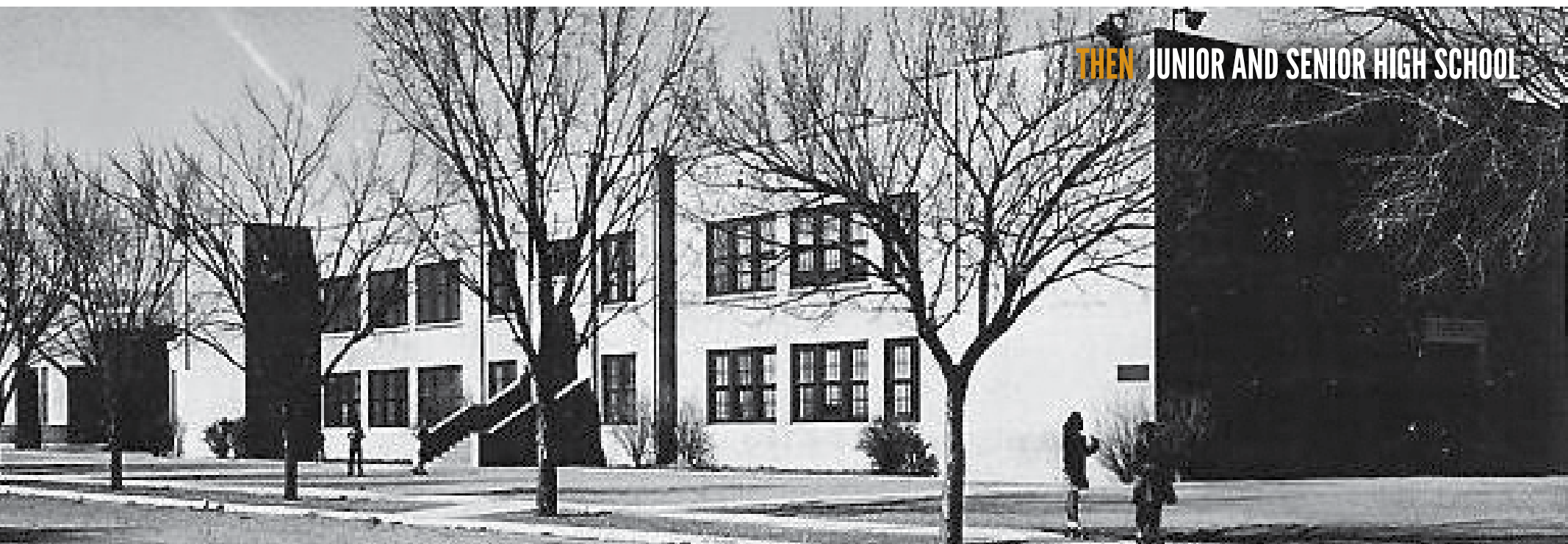


# Then & Now

## PHOTOS IN FOCUS



**THEN** U.S. POST OFFICE



**THEN** JUNIOR AND SENIOR HIGH SCHOOL



**THEN** PARK GRADE SCHOOL





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# *Then & Now*

## PHOTOS IN FOCUS



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# ARTESIA CHAMBER OF COMMERCE DIRECTOR'S NOTE

## WE HAVE BEEN IN THE MIDST OF A SEEMINGLY ENDLESS ELECTION SEASON.

With the primary just behind us, Artesia Chamber of Commerce staff pay our respects to all of the candidates who ran for county offices. Regardless of the outcome, each candidate deserves credit for taking the time and having the guts to run for public office and face the scrutiny of the voters.

The two County Commission districts directly representing Artesia were settled in the primary, as was the race for County Treasurer. The Sheriff's race will be decided during the general election. Artesia Chamber of Commerce was proud to be part of the county candidates' debate in May. We plan to organize an event at which voters have the opportunity to get to know both candidates competing for the title of Sheriff as well. Stay tuned for details.

In an effort to encourage participation in the process of government, the Artesia Chamber of Commerce will occasionally host informal meetings with elected officials so that voters and, hopefully, future voters can

get to know those who represent us—ask questions, offer thoughts and experiences, create conversation among voters and elected officials that can help our community advance. Again, please stay tuned for details on meeting times.

In the meantime, please exercise your voice in the elections by casting your vote. If you are not a registered voter, call us or visit us. We can help you register to vote and provide information about the voting process including eligibility, locations, dates and times. Don't delay! If you want to vote in the general election, you must complete and return your election form by October 11.

In another way to exercise our right to speak up, a group of business leaders and elected officials organized in partnership between the Artesia and Roswell Chambers of Commerce recently returned from Washington, D.C., where they met with the entire New Mexico Congressional delegation as well as leaders from the Bureau of Land Management, Fish & Wildlife Service, U.S. Border Patrol, FLETC, Forest Service, State Department and other agencies. The trip is designed to bring together leaders of our community who will speak to decision makers at the federal level to represent Southeastern New Mexico's interests, primarily where they involve our economy. The meetings take place over three days and give our local business and community representatives the opportunity to discuss our economy's needs, explain the ways in which the federal regulatory system affects us and more.

For help registering to vote or to learn more about the Chamber's work and how you can be involved, stop by Artesia Chamber of Commerce at 107 N. 1st Street or call us at 575-746-2744. ■

- Hayley Klein, Executive Director  
Artesia Chamber of Commerce

## POWER LUNCH

Four times each year Artesia Chamber of Commerce proudly brings to you Power Lunch. People gather for lunch and an opportunity to listen to motivational speaker Walter Nusbaum explain about setting goals, developing relationships, staying energized and other topics designed to make you think about ways to improve your life.

We always meet on the second Tuesday in January, April, July and October. This July ONLY, our regular meeting date has been shifted to the third Tuesday, July 19. We meet at First Baptist Church's Total Life Center (TLC) at noon. Come a little early to network, get your lunch and settle in at your table before Nusbaum steps up to the microphone. He is entertaining and thoughtful, and the great lunch is only \$5.

*Join us for Power Lunch on Tuesday, July 19 at 12:00 at First Baptist Church's TLC on the corner of Roselawn and Grand. Don't miss it!*



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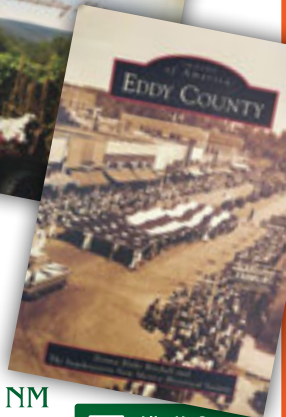
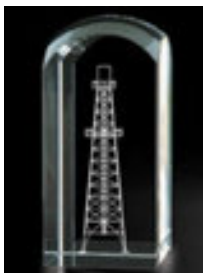
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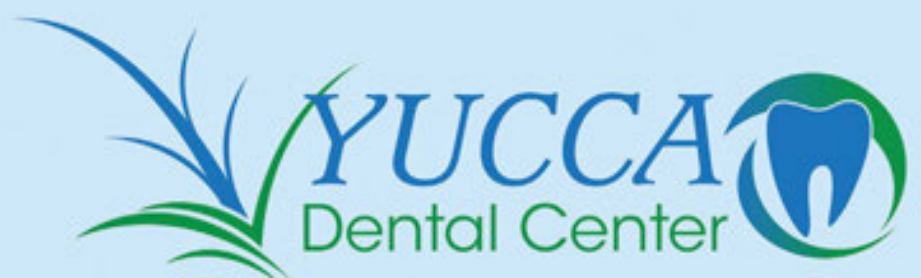
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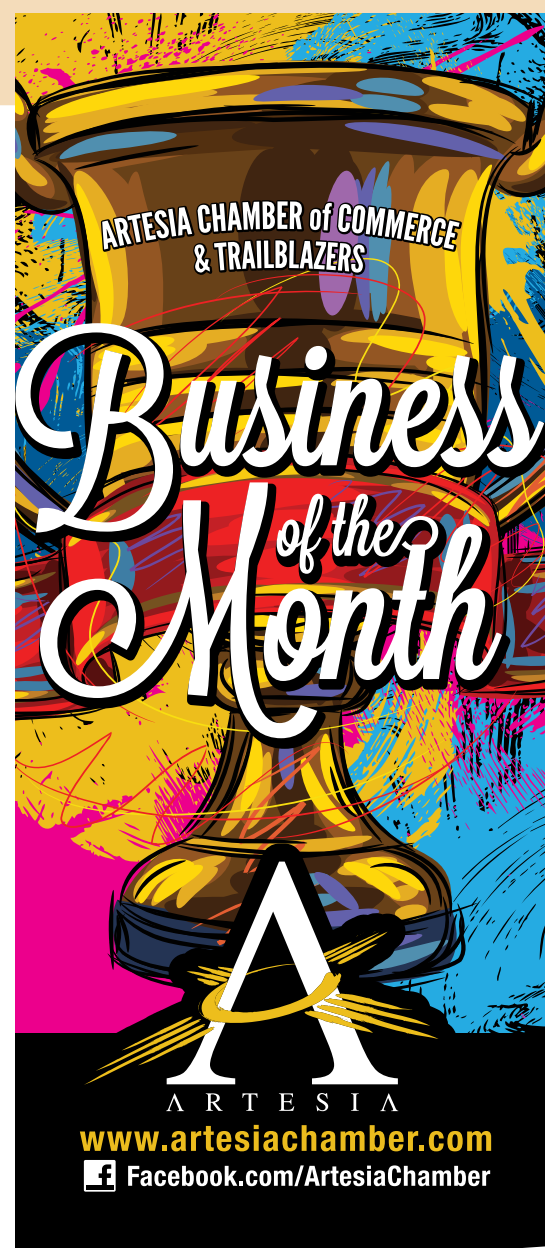
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# ARTESIA CHAMBER OF COMMERCE BUSINESS OF THE MONTH PROGRAM

*Every second Monday of the month, Artesia Chamber of Commerce and Artesia Trailblazers recognize a local Chamber member business as Business of the Month.*

*The program is a fun way to let our members know we appreciate the services they provide to the community and their commitment to keeping their doors open for Artesia in good times and bad. When you see the colorful decal on the door of a business you visit, please congratulate the owners and staff as a Business of the Month! Here are last quarter's honorees...*



## MARCH 2016 CISCO EQUIPMENT

Cisco Equipment provides industry-leading sales, rental and service of industrial and agricultural tractors and equipment. From weekend improvement jobs and home gardens to large farming operations and construction contracts, Cisco can help you meet your equipment needs. They are located at 1706 S. 1st Street and can be contacted at 575-748-1314.



## APRIL 2016 WALLACE BUGS & FARM SUPPLY

Wallace Bugs & Farm Supply was April's Business of the Month. They carry Tex Trail trailer parts, Baldwin filters, RV parts, Interstate batteries, oilfield supplies and more. Find them at 105 S. 26th Street or call them at 575-748-1024. Thank you for being a long time member of the Chamber and our community!



## MAY 2016 BES RENTALS AND SALES/ BRININSTOOL EQUIPMENT SALES, INC.

BES Rentals and Sales was May's Business of the Month. BES is a great place to go for new flags, your favorite YETI supplies, ear, eye and other protective gear, and so much more. They also have a monthly giveaway you can enter by going into the store. BES Rentals and Sales is located at 1905 N. 1st Street, or you can reach them at 575-746-1234.



# MEET THE CHAMBER STAFF



**HAYLEY KLEIN**  
Executive Director



**DEBBIE VAN DER VEEN**  
Director of Administration



**VICKIE GROUSNICK**  
Events & Marketing Coordinator



**KELCEY MCCALED**  
Membership Coordinator



**MICHAEL BUNT**  
Artesia's Economic Development Director



## WELCOME NEW CHAMBER MEMBERS!

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## RIBBON CUTTINGS



### CUP OF JOE

Cup of Joe is a one-of-a-kind service for Artesia as a drive-up coffee and tea shop. You never have to leave your car! Even regular customers should check the menu often for new additions, as Cup of Joe is continually updating the menu with new coffee drinks, protein shakes and pastries. Ordering for the office? For orders of \$25 or more, they deliver! Visit Monday - Saturday from 6:00 am – 2:00 pm. Cup of Joe is located at 1915 S. 1st Street, 575-703-4601.



### CHEF LUPE'S CAFÉ

Chef Lupe's Café, located within Artesia's Pecos Inn - Best Western, is an expansion of the original Chef Lupe's in Ruidoso. They have an extensive menu of traditional Mexican and American food for breakfast, lunch or dinner. Hours of operation are Monday-Saturday 6:00 am – 2:00 pm and 5:00 pm – 9:00 pm; Sunday 6:00 am – 2:00 pm. Chef Lupe's Café is located at 2209 W. Main Street, 575-802-5921.



### ROSE NAILS & SPA

Rose Nails & Spa, owned by Danny and Gina Nguyen, has been completely renovated into a beautiful and relaxing environment to enjoy the finer things in life. They offer pedicures, manicures and waxing. Danny and Gina strive to provide not only a comfortable shop but also a sanitary environment featuring new massage chairs, changeable lined foot soaking stations and new utensils for every client. Appointments can be scheduled, but they also offer the convenience of walk-in service. Rose Nails & Spa is located at 511 S. 13th Street, 575-746-2311.





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