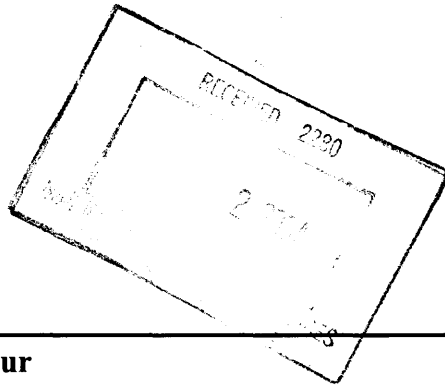


(Oct. 1990)

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**



**1. NAME OF PROPERTY: Ozark Trails Marker at Lake Arthur**

**HISTORIC NAME:** Ozark Trails Marker  
**OTHER NAME/SITE NUMBER:** N/A

**2. LOCATION**

**STREET & NUMBER:** Middle of intersection of Main and Broadway streets  
**CITY OR TOWN:** Lake Arthur  
**STATE:** New Mexico      **CODE:** NM      **COUNTY:** Chaves      **CODE:** 005  
**NOT FOR PUBLICATION:** N/A  
**VICINITY:** N/A  
**ZIP CODE:** 88253

**3. STATE/FEDERAL AGENCY CERTIFICATION**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this   x   nomination    request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property   x   meets    does not meet the National Register criteria. I recommend that this property be considered significant    nationally   x   statewide    locally. (   See continuation sheet for additional comments.)

*Katharine Stieb*  
Signature of certifying official

*27 May 2004*  
Date

State Historic Preservation Officer

State or Federal agency and bureau

In my opinion, the property    meets    does not meet the National Register criteria. (   See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

**4. NATIONAL PARK SERVICE CERTIFICATION**

I hereby certify that this property is:

- entered in the National Register  
   See continuation sheet.
- determined eligible for the National Register  
   See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain):

*[Signature]*  
Signature of the Keeper

Date of Action  
*7/16/04*

**5. CLASSIFICATION**

---

**OWNERSHIP OF PROPERTY:** Public

**CATEGORY OF PROPERTY:** Object

<b>NUMBER OF RESOURCES WITHIN PROPERTY:</b>	<b>CONTRIBUTING</b>	<b>NONCONTRIBUTING</b>
	0	0 <b>BUILDINGS</b>
	0	0 <b>SITES</b>
	0	0 <b>STRUCTURES</b>
	1	0 <b>OBJECTS</b>
	1	0 <b>TOTAL</b>

**NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER:** 0

**NAME OF RELATED MULTIPLE PROPERTY LISTING:** N/A

---

**6. FUNCTION OR USE**

---

**HISTORIC FUNCTIONS:** Transportation: road-related (vehicular)

**CURRENT FUNCTIONS:** Transportation: road-related (vehicular)

---

**7. DESCRIPTION**

---

**ARCHITECTURAL CLASSIFICATION:** No Style

**MATERIALS:**

<b>FOUNDATION</b>	Concrete (base)
<b>WALLS</b>	Concrete (shaft)
<b>ROOF</b>	N/A
<b>OTHER</b>	N/A

**NARRATIVE DESCRIPTION** (see continuation sheet 7-5).

---

**8. STATEMENT OF SIGNIFICANCE**

---

**APPLICABLE NATIONAL REGISTER CRITERIA**

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

**CRITERIA CONSIDERATIONS:** N/A

**AREAS OF SIGNIFICANCE:** Transportation

**PERIOD OF SIGNIFICANCE:** 1921-1924

**SIGNIFICANT DATES:** 1921; 1924

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** Matheson, Hendrickson & Brown, builders.

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-6 through 8-13).

---

**9. MAJOR BIBLIOGRAPHIC REFERENCES**

---

**BIBLIOGRAPHY** (see continuation sheet 9-14).

**PREVIOUS DOCUMENTATION ON FILE (NPS):** N/A

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

**PRIMARY LOCATION OF ADDITIONAL DATA:**

- State historic preservation office (*Historic Preservation Division, Office of Cultural Affairs*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: Historical Center for Southeast New Mexico, Roswell

---

**10. GEOGRAPHICAL DATA**

---

**ACREAGE OF PROPERTY:** less than one acre

UTM REFERENCES	Zone	Easting	Northing
	1 13	559239	3651262

**VERBAL BOUNDARY DESCRIPTION** A point in the intersection of Main and Broadway streets, Lake Arthur Chaves County, New Mexico, containing the marker and immediate footprint of its circular curbing.**BOUNDARY JUSTIFICATION** This boundary includes all the property historically associated with the nominated object.

---

**11. FORM PREPARED BY**

---

**NAME/TITLE:** John W. Murphey, Architectural Historian**ORGANIZATION:** Historic Preservation Division**DATE:** March 2004**STREET & NUMBER:** 228 East Palace Avenue, Room 320**TELEPHONE:** 505-827-6320**CITY OR TOWN:** Santa Fe**STATE:** NM**ZIP CODE:** 87501

---

**ADDITIONAL DOCUMENTATION**

---

**CONTINUATION SHEETS****MAPS** (see attached U.S.G.S. Lake Arthur Quadrangle 7.5-minute series topographic map)**PHOTOGRAPHS** (see continuation sheet Photo-15)**ADDITIONAL ITEMS** N/A

---

**PROPERTY OWNER**

---

**NAME:** Town of Lake Arthur**STREET & NUMBER:** 501 Main Street**TELEPHONE:** 505-365-2900**CITY OR TOWN:** Lake Arthur**STATE:** NM**ZIP CODE:** 88253

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 5

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

---

### Description

The Ozark Trails Marker at Lake Arthur is an approximately twenty-one-foot tall concrete obelisk resting on a square concrete base. Located in Lake Arthur, a small rural community in Chaves County, New Mexico, the marker is situated in the middle of the intersection of Main and Broadway streets. Though missing its top and sidelights, and revealing a partially restored paint scheme, the marker retains its integrity of location, design, workmanship, and setting, and is a local landmark of the community.

---

Built in 1921, the former Ozark Trails marker is situated in the center of Main and Broadway streets, Lake Arthur (population 432), Chaves County, New Mexico. The marker is located nearly in the center of town and is surrounded by houses dating from the late nineteenth century to the contemporary (see Photo 1).

Conforming to the Ozark Trails Association's (OTA) standards for marker construction, the monument is approximately twenty-one feet tall and constructed of reinforced concrete. Its base measures approximately forty-eight inches square and forty-six inches in height. The four-sided shaft tapers to approximately two-square feet at its top. The plinth of the base flares out at an angle and extends below the ground to form the foundation of the pyramid. Surrounding the base is course gravel encircled by concrete curb. The curbing and gravel were added recently to protect the marker from errant vehicles.

Each side of the base has the words "Lake Arthur" painted in green. Above the base the name "Ozark Trails" is painted across the west and east sides of the shaft (see Photo 2). The community recently repainted the marker to bring attention to its history. Prior to this, the marker had been painted each year with signatures by the graduating class of the local high school. The OTA required markers to be painted in a uniform manner, and often with the directions and distances to other points along the route painted across two sides of the shaft. As there are no known period images of the Lake Arthur marker, this partial paint restoration should be considered in keeping with the historical appearance of the marker and not a loss of integrity.

Crowning the marker is a square capital with cobra lights jutting out from the east and west sides. Although these lamps are non-historic, the Ozark Trails markers did have lights on each side to illuminate the name of the town and/or directional information to the passing motorists. Missing from the Lake Arthur marker is a red light that was most likely affixed at one time to the top of the marker.

There are only seven extant Ozark Trails markers; some moved from their original location and each exhibiting changes that have altered their original signage and lighting systems. The Lake Arthur marker has retained a good deal of its historical integrity, and is still recognizable today as a marker associated with the Ozark Trails.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 6

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

---

### Significance

The Ozark Trails Marker at Lake Arthur, a simple concrete shaft set in the middle of an intersection of two local streets, once marked the Pecos Valley route of the Ozark Trails, a regional system of highways that would later influence the course of U.S. 66. One of many projects of entrepreneur William Hope Harvey, the Ozark Trails promoted tourism and small-town development. Though the Ozark Trails Association did not actually build highways, their constant boosting of automobile travel and good highways, encouraged counties and states to improve their roads, expanding travel throughout the Southwest. One of seven extant Ozark Trails markers and the only one to survive in New Mexico, the marker at Lake Arthur is a rare artifact of early highway development in New Mexico. The Ozark Trails Marker at Lake Arthur is nominated at the state level of significance under Criterion A (Transportation) for its association with the Ozark Trails and early automobile highway promotion in New Mexico.

---

### Historical Overview

Prior to the development of the U.S. highway system in 1925-26, nearly one hundred private highway associations competed to build intrastate and transcontinental highways across the United States. In a period when federal involvement with road construction was in its infancy, the private automobile trail associations provided a valuable service promoting the development of transcontinental highways.<sup>1</sup> Dubbed the named trails for their use of colorful regional and historical themes,<sup>2</sup> the associations were organized similar to a chamber of commerce, using dues from businesses and individuals along the proposed route to promote the highway. Though some were merely “paper roads,” many trails were major endeavors boosted by powerful highway associations who promoted their road by holding annual conventions and publishing maps and literature on the highway’s historical and scenic features.

The first successful named trail, the Lincoln Highway, began in 1913, establishing a drivable route between Washington, D.C. and San Francisco by 1919. Following close on the heels of the Lincoln Highway came the idea for the Ozark Trails highway. Though not a transcontinental road, the Ozark Trails attempted to connect Monte Ne, a resort in the hills of Arkansas, to four adjacent states by a network of linked highways. Conceived by William Hope Harvey (“Coin Harvey”) a consummate promoter and early proponent of good roads in the Southwest, the highway laid the groundwork for Route 66 some twelve years later.

### William Hope Harvey (1851-1936)

---

<sup>1</sup> Richard F. Weingroff. “When Highways Had Names.” *SCA Journal*. Spring 1996: 3.

<sup>2</sup> Early automobile highways used names referring to destinations: Omaha Trail, Gulf to Panhandle Highway; historical figures: Jefferson Highway, Pershing Way; historical themes: Old Spanish Trail, El Camino Real; scenic features: Ocean Beach Highway, Glacier Trail; and regional symbols: Keystone Highway, Agate Route.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 7

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

Born on August 16, 1851 near Buffalo, (West) Virginia, Harvey received formal schooling to his sixteenth year. At age seventeen, Harvey began working for his older brother Thomas, a lawyer, passing the bar at nineteen and opening his own law office in Barboursville, West Virginia (see Figure 8-1). Harvey then started an itinerant, though successful law career, practicing in various locations in Ohio and Illinois, including Cleveland and Chicago. While in Chicago, Harvey made a business trip to the booming silver fields of southwest Colorado. Intrigued with the prospects of silver mining, Harvey gave up his law practice in Chicago and moved with his family to Colorado the following year. There he invested in the Silver Bell Mine, a small tunnel operation located approximately eight miles north of Ouray.

Not wholly successful in his endeavor, and coupled with the plummet of the price of silver in 1887, Harvey sold Silver Bell, and opened a combined law and real estate development business in Denver. Harvey soon branched out to Pueblo, Colorado, and then later Ogden, Utah, where he started another combined law and real estate business. In each town, Harvey tried his hand at promoting. In Pueblo he backed the "Palace of Minerals," an exhibit promoting the mineral resources of Colorado, and in Ogden, organized the "Order of Monte Cristo," a local booster scheme that included staging a New Orleans-like Mardi Gras. Each turned out to be a financial failure.<sup>3</sup> After the Silver Panic of 1893, Harvey moved back to Chicago, establishing the Coin Publishing Company, becoming a well-known advocate of the Free Silver movement, and author and publisher of numerous pamphlets and books on the free coinage of silver, including the best sellers, *Coin's Financial School* (1894) and *A Tale of Two Nations* (1894). In 1896, Harvey served as an adviser to William Jennings Bryan's presidential race and as chairman of the Democratic Party's Ways and Means Committee.<sup>4</sup> Harvey pursued politics



Figure 8-1

again in 1932, running for President on the Liberty Party ticket; he received 53,000 votes but failed to become a nominee. Harvey died four years later, and is buried at Monte Ne.

### Creation of the Ozark Trails

In 1900, Harvey purchased 320 acres of rural land along the White River near Rogers, Arkansas — an area he first visited during Bryan's campaign. Renaming the area, Monte Ne, meaning mountain waters, Harvey began developing the site in 1901 as a resort that he advertised as "A Health and Rest Resort...the Only Place in America Where Gondolas Meet the Trains" (see Figure 8-2). Constructed in the rustic manner of wood and stone, the resort featured a long lagoon where guests were transported by Venetian gondolas to a concrete and

<sup>3</sup> Nan M. Lawler. *The Ozark Trails Association*. M.A. thesis, University of Arkansas, 1991: 8.

<sup>4</sup> Ibid.

United States Department of the Interior  
National Park Service

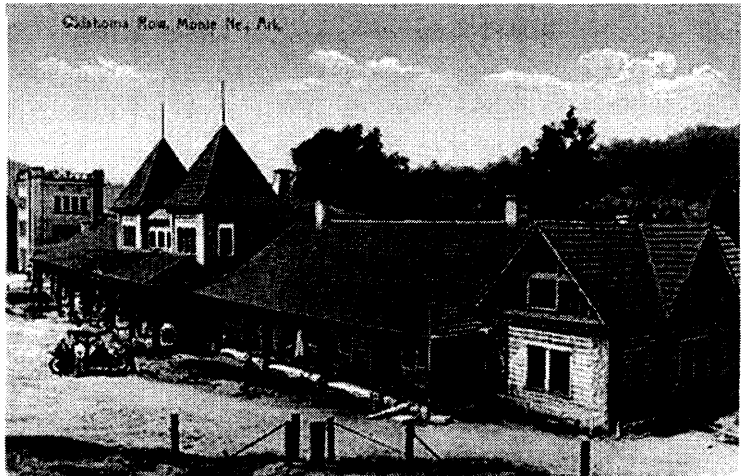
## National Register of Historic Places Continuation Sheet

Section 8 Page 8

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

stone amphitheater. To get to the resort, Harvey built a five-mile spur line from the town of Lowell to the Monte Ne depot, where guests traveled the last half-mile by boat.<sup>5</sup>

Plans for the resort would later include a large concrete obelisk, a colossal version of the concrete pyramids Harvey used to mark the Ozark Trails. Though inherently an idealist, Harvey held deeply pessimistic feelings that civilization, as he knew it, would soon end. In order to preserve the best of civilization, Harvey planned to construct a 130-foot tall obelisk with a forty-foot-square base — the “Pyramid”— that would include a time capsule containing items “that would show the technological state of civilization at that time and writings giving his opinion of what would have caused civilization's failure.”<sup>6</sup>



Harvey believed the climax of future earthquakes and volcanic eruptions would sink the pyramid, requiring a plaque to be affixed to the top of the pyramid, directing future explorers to dig to its base to unearth the time capsule. Harvey never built the pyramid, and ironically his resort was submerged under water in the 1960s during the construction of the White River Dam.

Figure 8-2

The abandonment of the spur line in 1910, forced Harvey to consider alternative access to the resort. In 1913 he conceived a series of improved highways that would draw traffic from the four neighboring states to his resort. Though his initial impulse was motivated by need and profit, he also communicated a progressive need to improve highways. Harvey wrote in 1913 “My inclination runs toward doing something of a progressive nature that will promote the collective good, and I have now concentrated all that inclination on carrying out a system of roads known as the Ozark Trails.”<sup>7</sup>

Differing from other contemporaneous private highways that promoted transcontinental routes, the Ozark Trails initially developed as a regional network of improved roads connecting Monte Ne to St. Louis, Kansas City, Wichita, and Oklahoma City and Tulsa. The Ozark Trails Association did not plan to build actual roads, but only to promote and educate local communities on good roads and improved highway design. Yet, by the first OTA convention in Monte Ne in 1913, the highway’s concept had expanded to a highway system connecting St. Louis in the east to Las Vegas, New Mexico, in the west.

<sup>5</sup> Ibid: 9.

<sup>6</sup> “Monte Ne, Arkansas: Lost Resort of W.H. ‘Coin’ Harvey.” <http://jamesmskipper.tripod.com/jamesmskipper/MonteNe1.html>: 1.

<sup>7</sup> Quoted in Clara B. Kennan. “The Ozark Trails and Arkansas’ Pathfinder, Coin Harvey. *The Arkansas Historical Quarterly*, Vol. VII Winter 1948, No. 4: 300.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

Section 8 Page 9

After the 1913 convention, interest in the highway expanded exponentially as the emphasis of the road shifted west, increasing its membership in the Southwest and its potential as a connection to other established transcontinental trails. This emphasis took shape at an “adjourned session” of the 1916 convention in Oklahoma City, which that same year became the headquarters for the OTA. At the gathering of 7,000 OTA delegates, three potential routes through Oklahoma were proposed. Of significance to this marker were the so-called northern and southern routes, connecting Oklahoma City to Las Vegas and El Paso, respectively (see Figure 8-3). Cyrus Avery, a Tulsa County Commissioner and later the so-called “father” of Route 66, proposed the northern route as a connection to the National Old Trails highway and Santa Fe, presaging his work to bring Route 66 through Texas and New Mexico some eight years later. Following the 1917 annual convention in Amarillo, the OTA selected an east-west “main line” route to Oklahoma City, thence Amarillo, to connect to Las Vegas at Romeroville, linking the Ozark Trails with the National Old Trails highway, and establishing a template for future U.S. 66.

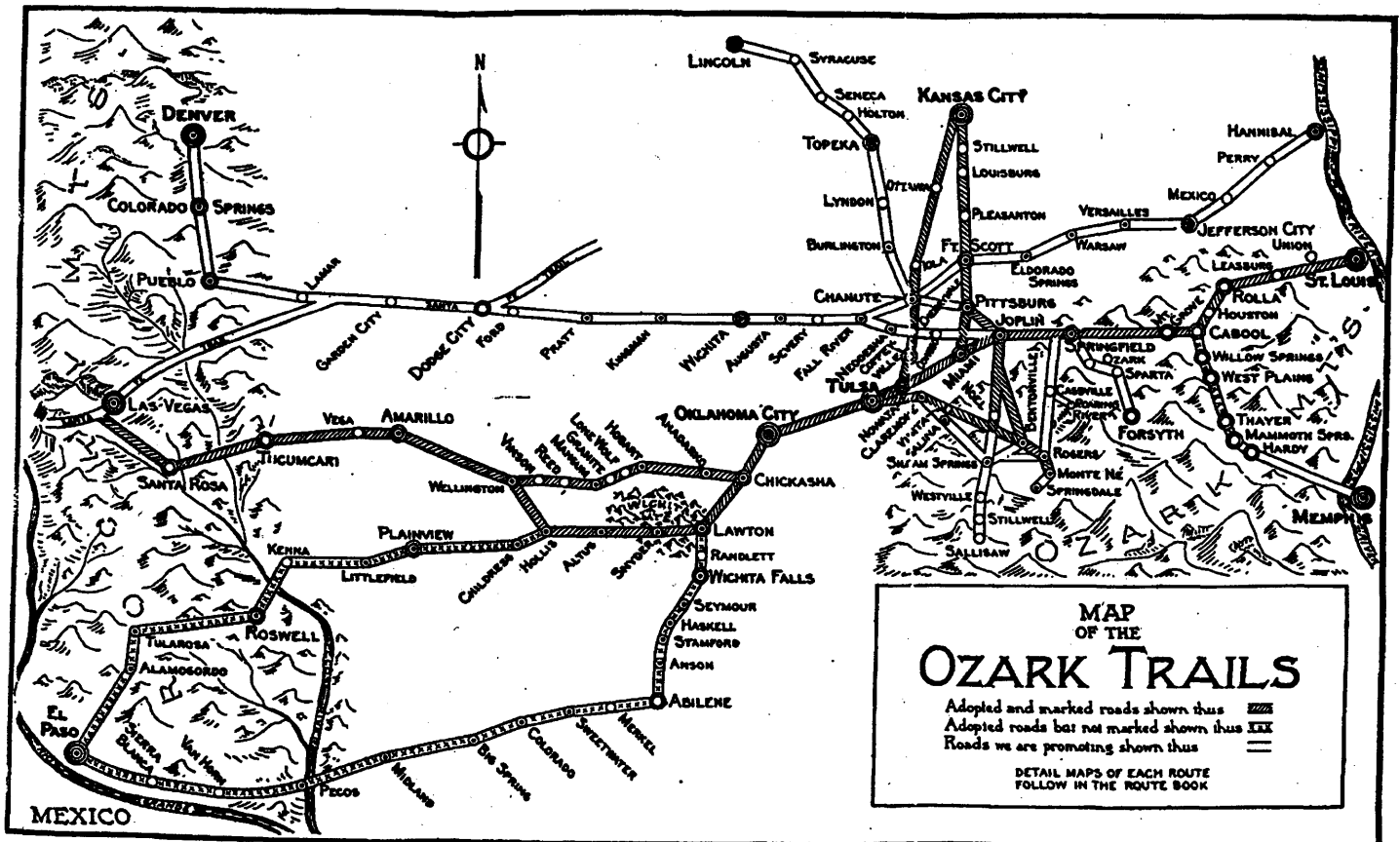


Figure 8-3

A second alignment passing through Roswell to El Paso was promoted both as a scenic route to the Mexican

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

Section 8 Page 10

---

border and as a military highway in reaction to Pancho Villa's 1916 incursion into Columbus, New Mexico. The push to El Paso would later divide the New Mexico OTA coalition, as different factions fought to direct the highway through their communities.

The choice of routing to El Paso turned controversial at the seventh annual convention in 1919 in Roswell, New Mexico. On the table was a proposal by E. C. Jackson of Lake Arthur to extend the highway south of Roswell, through Artesia and Carlsbad, to Van Horn, Texas, to connect with the Old Spanish Trail highway. Not receiving a definitive approval for the route, Jackson quickly organized a Pecos Valley division of the OTA the following week, electing vice presidents from each community along the proposed route. Preparing for the next convention, the Pecos Valley division set an ambitious goal of enlisting 1,000 members and raising \$5,000 to erect markers in each community along the route, except Roswell.<sup>8</sup>

At the 1920 convention in Pittsburg, Kansas, the Pecos Valley division, "put up such a strong case" that the new route was adopted without a dissenting vote.<sup>9</sup> Jackson's case included a promise to erect eight trail markers and give \$1,000 to the national OTA if the route was selected.<sup>10</sup> Though the Pecos Valley road won unanimous approval, it did not supercede the Roswell to El Paso highway; it instead became an alternative route to the border city.

Despite the victory for the Pecos Valley division and Jackson, who was appointed Vice President of the Southern New Mexico division, the Pittsburg meeting foretold the demise of the OTA. At the convention, meagerly attend by less than 200 delegates, Harvey gave a farewell speech, stepping down from his eight-year presidency. The following conventions, "gradually devolved into factional debates over routes and membership questions..." The 1921 meeting in Shawnee, Oklahoma was "highlighted by an OTA movie ... abruptly broken by a midnight raid of disgruntled delegates who cut the electricity and plunged the meeting into darkness."<sup>11</sup>

The OTA momentarily revived at a 1922 convention in Sulphur, Oklahoma, drawing some 1,000 delegates; however, the following year's meeting in Joplin, Missouri, revealed a dispirited organization with less than 100 members in attendance, and the conspicuous absence of Harvey, who de facto still ran the organization. Contributing to its demise were major changes in the funding of highway construction, shifting from historically a mixture of county and state monies, to dominantly federal aid by the mid-1920s. With the shift in funding, came a push to organize national highways by a number system rather than name. The confusion of hundreds of named automobile trails — many claiming the same piece of roadway — prompted the U.S. Bureau of Public Roads (BPR) to devise a uniform system of numbered highways through the work of the Joint Board of Interstate Highways.

---

<sup>8</sup> Elvis E. Flemming. "The Ozark Trails in the Pecos Valley." In the *Treasures of History* III: 235

<sup>9</sup> "Pecos Valley Branch Ozark Trails Adopted." *Roswell Record*. 9 Oct. 1920: 6.

<sup>10</sup> Roberts, Randy. "The Ozark Trails Association Convention." *MorningSun.net* Editorials. 6 Jan 2002: 3, [http://www.morningsun.net/stories/010602/opi\\_0106020045.shtml](http://www.morningsun.net/stories/010602/opi_0106020045.shtml).

<sup>11</sup> Arthur Krim. "The Original Mother Road." *SCA Journal*. Spring 1996: 24.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section 8 Page 11

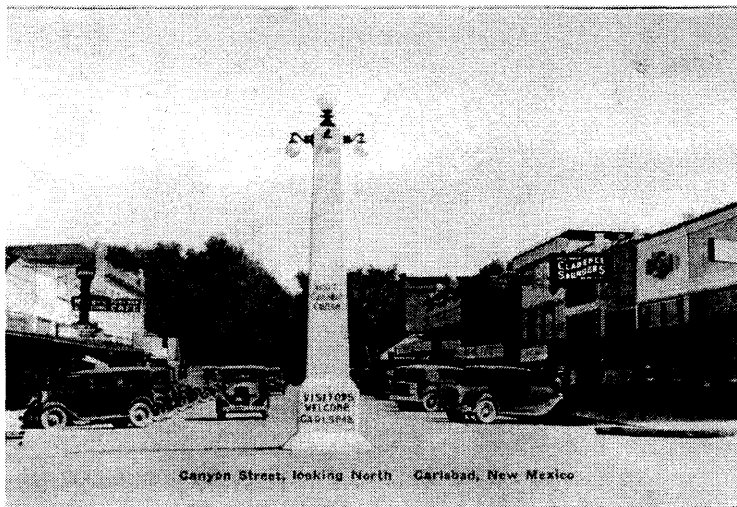
Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

The development of the U.S. numbered highway system and its attendant standard highway shield, spelled the extinction of the named trails, as they could no longer claim or sign their highways. Many fought hard to have their name affixed to the corresponding U.S. highway, only to be thwarted by the BPR, which purposely broke the named trails into different numbered highways. In 1924, in order to align with the national system, then President S.E. Hodgson proposed eliminating many of the connector routes, streamlining the trail as a straight line between Chicago and the Pacific Coast.<sup>12</sup>

Cyrus Avery, then an Oklahoma Highway Commissioner, became a member of the committee studying the national numbering system in 1924. In the Ozark Trails Avery saw a “rational logic of a transcontinental highway through Oklahoma.” In 1925, a year after its demise, the alignment of the Ozark Trails became U.S. 60 between Chicago and Los Angeles, and a year later, due to pressure from Kentucky, renumbered as U.S. 66 from Missouri to Romeroville.<sup>13</sup>

## Pyramids Along the Trail

Before the U.S. highway numbering system, each of the named trails marked their highways with a unique route



symbol, typically a combination of primary colors, often a three-color motif painted on telephone poles, boulders, barns, or anything that could hold paint. The Ozark Trails selected a green and white color scheme with a green “OT” placed between two green stripes. A few private highways, such as the Lincoln Highway and Ozark Trails, later employed more substantial forms of marking, including concrete posts and larger markers. Harvey first proposed a more permanent marking of the trail at the 1918 Ozark Trails convention in Miami, Oklahoma. At the convention, he proposed a group of concrete obelisks to be erected at junctions where the Ozark Trails branched.<sup>14</sup> He originally envisioned a string of pyramids, stretching from

Figure 8-4

Springfield, Missouri to Las Vegas, with a 50-foot-tall obelisk at Romeroville, designating the junction of the Ozark and the historic Santa Fe Trail.

<sup>12</sup> Ibid: 25.

<sup>13</sup> Arthur Krim. “The Original Mother Road.” *SCA Journal*. Spring 1996: 25.

<sup>14</sup> Ibid. 24.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 12

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

---

standardized, each consisting of a concrete shaft resting on a base, illuminated by sidelights. The Lake Arthur marker along with pyramids in Clovis, Tucumcari, Artesia, Carlsbad, Roswell and other towns (all no longer extant) followed this design (see Figure 8-4). On June 16, 1921, the Board of Trustees of the Lake Arthur approved the construction of the marker.<sup>16</sup> Artesia contractors Matheson, Hendrickson & Brown built this pyramid and the markers in Artesia and Carlsbad for \$250 each.

Placed at the center of intersections, the trail markers were short lived. Realizing their potential traffic hazard, businessmen in Artesia circulated a petition in 1928 to have their marker removed.<sup>17</sup> This marker and other Ozark Trails pyramids across the route were soon demolished or buried. The Lake Arthur marker, perhaps because of its location faraway from steady highway traffic, remains unharmed at its original site.<sup>18</sup>

There is no indication of how many Ozark Trails markers were actually constructed; today only seven markers survive. Of the four in Texas, two are reported to have been moved from their original location (Dimmit and Wellington), with the Wellington marker reconstructed to a shorter height. The pyramids in Tampico and Tulia are in their original location and retain their essential design, but have lost their lights and period paint schemes. Two markers survive in Oklahoma. The pyramid in Stroud, despite being moved and currently covered with spray paint graffiti, was listed in the National Register as a contributing resource of an Ozark Trails section of Route 66. Another pyramid in Langtson has not been moved, but is missing its lights and original paint scheme. Sitting in its original location and partially restored to its period paint scheme, the marker in Lake Arthur is one of the better examples of an Ozark Trails pyramid.

### Significance to Transportation

The OTA, active in New Mexico between 1916 and 1924, pushed for good roads through the central and southern part of the state. Prior to the Federal Aid Act of 1921, highway construction in New Mexico was sporadic and financed principally by state legislated road taxes, bond issues and prison labor. Filling in the gaps were the east-west transcontinental highways. Aligning their highways through the southern part of the state in order to avoid the Rocky Mountains, the named highways brought with them wealthy automobile tourists, influencing the commerce and roadside development of every town along their routes.

After the advent of the numbered highway system in 1926, the Ozark Trails between the Texas line and Romeroville, turned into the famous Route 66 until 1937, and the two southern branches of the Trail became U.S. highways 285 and 366. The Pecos Valley route, sharing the roadway with then-New Mexico State

---

<sup>16</sup> Elvis E. Flemming. "The Ozark Trails in the Pecos Valley." In the *Treasures of History* III: 235.

<sup>17</sup> Nancy Dunn. "Artesia once sported Ozark Trail marker." *The Artesia (NM) Daily Press*. 15 August 1993: 3.

<sup>18</sup> The alignment of New Mexico State Highway 2, which once followed Main Street, shifted to the west in the late 1920s.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 13

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

---

Highway 2, continued to carry traffic to Van Horn, until 1922, when its alignment shifted to the southeast to connect with Pecos, Texas. In 1934, the former Pecos Valley route from Roswell to the Texas border was designated U.S. 285, replacing New Mexico 2 to become an important regional transportation corridor connecting Texas and New Mexico to Colorado and Denver. The Pecos Valley route from Roswell to Artesia carried U.S. 285 until the 1960s, after which time its alignment shifted to the west. Below Artesia to the Texas border, U.S. 285 continues to follow the original Ozark Trails alignment.

As an artifact of the OTA's influence on early automobile highways in New Mexico the Ozark Trails marker at Lake Arthur is significant under Criterion A, Transportation, at the state level of significance.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 9 Page 14

Ozark Trails Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

---

### Bibliography

“Auto Relay Race Feature of Ozark Trails Convention.” *Santa Fe New Mexican*. 18 August 1919: 2.

Cruse, J. Brett. Personal communication. 8 Dec. 2003.

Dunn, Nancy. “Artesia once sported Ozark Trail Marker.” *The Artesia (NM) Daily Press*. 15 August 1993: 3.

Flemming, Elvis E. “The Ozark Trails in the Pecos Valley.” In *Treasures of History III*: 228-237.

Gabbert, James. Personal communication. 6 Mach 2004.

Kennan, Clara B. “The Ozark Trails and Arkansas’ Pathfinder, Coin Harvey.” *The Arkansas Historical Quarterly*, Vol. VII Winter 1948, No. 4: 299-316.

Lawler, Nan M. *The Ozark Trails Association*. M.A. thesis, University of Arkansas, 1991.

Lawler, Nan M. Personal communication. 24 March 2004.

“Monte Ne, Arkansas: Lost Resort of W.H. ‘Coin’ Harvey.”  
<http://jamesmskipper.tripod.com/jamesmskipper/MonteNe1.html>: 1.

Krim, Arthur. “The Original Mother Road.” *SCA Journal*. Spring 1996: 21-26.

The Ozark Trails Route Book. Monte Ne, Arkansas: Ozark Trails Association, 1919.

“Pecos Valley Branch Ozark Trails Adopted.” *Roswell Record*. 9 Oct. 1920: 6.

Roberts, Randy. “The Ozark Trails Association Convention.” *MorningSun.net* (Editorials). 6 Jan 2002: 1-4  
[http://www.morningsun.net/stories/010602/opi\\_0106020045.shtml](http://www.morningsun.net/stories/010602/opi_0106020045.shtml).

Weingroff, Richard F. “When Highways Had Names.” *SCA Journal*. Spring 1996: 2-6.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section      Photo      Page   15  

Ozark Trail Marker at Lake Arthur  
Lake Arthur, Chaves County, New Mexico

---

### PHOTO LOG

*The following information pertains to all photographs unless otherwise noted:*

Ozark Trails Marker at Lake Arthur  
Intersection of Main and Broadway streets  
Lake Arthur, Chaves County, New Mexico  
Photographer: Jim Hare  
2002

Location of Negatives: New Mexico Historic Preservation Division, Santa Fe

Photo 1 of 2  
South Side  
Facing North

Photo 2 of 2  
West Side  
Facing East