

FINAL SENT TO NMDOT

Official Scenic Historic Marker Program



CPRC meeting: April 13, 2007,
Final Approval August 8, 2008

Name of Marker: Louise Massey Mabie (1902–1983)
The Original Rhinestone Cowgirl

County: Chaves County

Review: Original Text/Replacement Marker Revised Text
 Move of Existing Marker New Marker

NMDOT District: 2

NMDOT Highway: U.S. 380 or U.S. 70/380

Suggested Site for Installation: Mile Marker 155.6, Poe Corn Park in Roswell or Mile Marker 325.2 (Approx 2.5 miles west of Roswell)

Proposed Text:

One of the first female radio stars in the 1930s, Louise's career spanned from 1918 to 1950. Her recordings in English and Spanish sold millions of copies. Heading the Roswell-based group, *Louise Massey and the Westerners*, she became known for spectacular costumes and a ladylike demeanor, garnering the title "the Original Rhinestone Cowgirl." She was inducted into the National Cowgirl Hall of Fame in 1982.

Word Count: 65

Previous Title and Text: N/A

Researcher/author: Dr. Thomas E. Chavez

Source(s):

Mary A. Bufwack and Robert K. Oermann, *Finding Her Voice: The Saga of Women in Country Music* (New York: Crown, 1993). *The Illustrated Encyclopedia of Country Music* (New York: Harmony Books, 1977). Vertical Files, Barker Texas History Center, University of Texas at Austin.

Text Approved by CPRC on Date: April 13, 2007, Rewrite Approval 8/8/08

CPRC Comments: Yes

For Referral to: NMHWMI; Dee Beingessner, NMDOT GO
