

STATE OF NEW MEXICO  
SECURITIES DIVISION  
2550 CERRILLOS ROAD  
SANTA FE, NEW MEXICO 87505

IN THE MATTER OF:        )  
Savoy Travel Center, LLC    )  
Fuel 4 Less, LLC            )  
Arthur Herlihy               )  
“Bill Evans” and            )  
Sean Curtis                   )  
      Respondents.         )

Order No. 11-10-059-016

**ORDER TO CEASE AND DESIST**

The Director of the Securities Division (“the Director”) after investigation has good reason to believe, and therefore alleges the following:

1. Savoy Travel Center LLC (“Savoy”) (aka Fuel 4 Less LLC), has its principle place of business in Deming, New Mexico;
2. Arthur Herlihy, Sean Curtis and a person known as “Bill Evans” are all corporate officers or employees of Savoy;
3. The listed address for Savoy is 14150 Hwy 418 S.W. Deming, New Mexico 88030;
4. At all times relevant Respondents were not licensed in New Mexico as broker-dealers or sales representatives, and were not exempt from such licensure;
5. Respondents are advertising for and soliciting the sale of unregistered promissory notes via newspaper advertisements and other means;
6. Respondents sold promissory notes to investors between at least August 2008 and June 2010;
7. Respondents have violated the New Mexico Uniform Securities Act (“the Act”) by offering and selling unregistered securities, without being registered themselves or seeking an exemption, in violation of Sections 58-13C-201, 58-13C-202, 58-13C-301 and 58-13C-401 NMSA 1978;

8. Respondents have violated the New Mexico Securities Act of 1986, by offering and selling unregistered securities, without being registered themselves or seeking an exemption, in violation of Sections 58-13B-1 et seq and 58-13B-20 NMSA 1978;
9. Purchasers of securities sold by Respondents as described herein are entitled to notification of their rights under the New Mexico Uniform Securities Act. Respondents are liable to all purchasers for purchases of aforementioned securities, as provided by Section 58-13C-509 of the Act;
10. Entry of this Order is in the public interest, appropriate for the protection of investors and consistent with the purposes fairly intended by the policy and provisions of the New Mexico Uniform Securities Act.

IT IS THEREFORE ORDERED THAT:

11. Pursuant to Section 58-13C-604 of the Act, Respondents **cease and desist** offering and selling securities of any kind in New Mexico without first complying with all requirements of the Act;
12. Respondents shall within (15) days of receipt of this Order, notify all investors of their rights as outlined in Paragraph nine (9) of this Order. Prior to notifying New Mexico residents, Respondents shall submit to the Director for review, the written notice that Respondents intend to present;
13. Pursuant to Section 58-13C-604 of the Act, Notice of Opportunity for Hearing will be sent certified mail, return receipt requested, advising that a hearing will be granted on this Order upon written request timely filed with the Director and, **in default of such request, that this Order, and the proposed Order immediately following, shall become final.** Respondents' request for such hearing must be received by the Director within fifteen (15) days after Respondents' receipt of this Order.

ENTERED AT Santa Fe, New Mexico this 7<sup>th</sup> day of September 2011.



  
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Daniel S. Tanaka  
Director  
New Mexico Securities Division