NPS Form 10-900 (Rev. 01/2009) OMB No. 1024-0018

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

United States Department of the Interior
National Park Service

484

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets (NPS Form 10-900a).**

1. Name of Property

Historic name Dude Rancher Lodge

Other names/site number 24YL1732

2. Location

street & number 415 North 29th Street ☐ not for publication

city of town Billings ☒ vicinity

State Montana code MT county Yellowstone code 111 zip code 59102

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 at the following level(s) of significance:

___ **national** ___ **statewide** X **local**

Mark F. Baumler — 6/3/2010

Signature of certifying official — Date

STATE HISTORIC PRESERVATION OFFICER — MONTANA STATE HISTORIC PRESERVATION OFFICE

Title — State or Federal agency and bureau

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official — Date

Title — State or Federal agency and bureau

4. National Park Service Certification

I, hereby, certify that this property is: — Signature of the Keeper — Date of Action

✓ entered in the National Register — for Edson H. Beall — 7-22-10

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:)

Dude Rancher Lodge
Name of Property

Yellowstone County, MT
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- [X] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal
- [ ] private

Category of Property
(Check only **one** box)

- [x] building(s)
- [ ] district
- [ ] site
- [ ] structure
- [ ] building(s)
- [ ] object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		Objects
		buildings
1	0	**Total**

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC = Hotel
COMMERCE/TRADE = Restaurant

Current Functions
(Enter categories from instructions)

DOMESTIC = Hotel
COMMERCE/TRADE = Restaurant

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT: Ranch

Materials
(Enter categories from instructions)

foundation: CONCRETE
walls: BRICK, WOOD
roof: ASPHALT, WOOD:shingle
other:

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Dude Rancher Lodge consists of one contributing resource. It is a U-shaped, Ranch-style motel that fronts on North 29th Street in downtown Billings, Montana. The two-story wings of the property are connected by a flat roofed section that houses the reception desk/lounge and a coffee shop; the two functions are separated by a pass-through that leads into a central parking area. The arms of the U open to the east. The walls are comprised of brick on the lower walls and vertical board and batten siding on the upper walls. Wrought iron standards support steel lanterns at the entrance of the site. The ground floor rooms open externally onto the parking area while the second floor rooms are reached internally via stairs and open into internal hallways that run the length of the two wings. Windows on the second floor also face onto the parking area. The interior of the motel is largely unchanged from when the building was constructed in 1950. The intent of the original owner and the architect was to create a building style that was reminiscent of a frontier cabin or ranch house. The site is located near the Billings Historic District (24YL0752). The Sanborn Fire Insurance maps indicate there have been no significant changes to the setting of the property since its construction in the 1950s. Based on its location, design, setting, materials and excellent condition, the Dude Rancher Lodge maintains sound integrity as an historic property.

Narrative Description

The Dude Rancher Lodge is located in downtown Billings, Montana on North 29th Street near the intersection with 4th Avenue North. The site is located in the Yellowstone River valley of south central Montana. Eagle sandstone rimrocks delineate the valley to the north. The sandstone formed about 65 million years ago when the area was part of a barrier island on the Colorado Seaway. As the waters of the inland sea retreated to the east, it exposed the sandstone which dominates the Billings area landscape today, serving as a very strong visual reminder of the area's ancient geography. The area was well known to Native Americans for thousands of years. Alkali Creek, about two miles east of the property, was frequented by Montana's aboriginal residents and functioned both as a bison procurement area (because of the high cliffs bordering the creek's valley) and as a travel corridor to the bench lands north of Billings and into the Musselshell River Valley beyond. There are several archaeological sites in the vicinity of the property with occupations dating back at least 4,000 years. The area surrounding the Dude Rancher Lodge is urban with the Lincoln Center located across North 29th Street to the west and the Parmly Billings Library located across the alley to the east.[1]

Exterior

The Dude Rancher Lodge is a two-story, U-shaped Ranch-style motel that faces west onto North 29th Street in Billings. The hotel is 149 feet along North 29th Street with the arms of the U, which open to the east and flank the courtyard, 137 feet in length. The arms of the U are two-story and connected along the west by a one-story section with an 18-foot wide vehicular pass-through that accesses the central courtyard. The upper walls of the building are wood framed with cedar board and batten siding. The ground floor is clad in sand-molded orangey-red brick set in running bond, with occasional wire cut brick with weeping mortar and soldier coursed brick sills. The sills are of a smooth hard-fired precision extruded brick and do not display weeping mortar. The building rests on a concrete foundation. All of the windows and doors on the north wing of the motel were replaced in 1984 with units that are very similar in appearance to the original aluminum casement windows and wood door units. All of the windows and doors on the south wing of the motel are original to the building.

North Wing. The north wing is oriented east and west. The two-story structure is 137 feet in length and 46 feet wide. It is covered by a low-pitched gable roof sheathed in asphalt. The upper zone is clad in cedar board and batten siding and the lower zone is clad in weeping mortar. Second floor rooms open into a central interior hallway that runs the length of the building. Access to the second floor is gained by an interior stairway leading from the lobby adjacent to the reception desk and an exterior stairway leading from the east end of the floor. The ground floor rooms open onto a central interior hallway, while those facing the court also have doors leading to the central parking area. Ground floor rooms on the north

[1] David Alt and Donald W. Hyndman, *Roadside Geology of Montana*, (Missoula: Mountain Press Publishing, 1986), 187.

side have doors that lead only into the central hallway. Access to the ground floor hallway is also gained through the lobby adjacent to the reception desk and by an entry on the east end of the building. There are three windows on the west gable end. The central window is a 12-lite casement unit flanked by smaller 6-lite casement windows. On the east end of the second floor there is an exit that directs people to safety via an exterior steel stairway. The entry is central to the elevation and has a metal door with a single fixed opaque lite. The ground floor entry corresponds to an entry on the east end of the ground floor. It, too, has a metal door with a single fixed lite with opaque glass; it is reached by concrete steps and a landing. The west end of the ground floor has two brick vents with tripled fixed windows with a continuous sill to the south. The north and south facades of the section display regularly spaced fenestration on both floors.

Windows throughout the north wing are nine and 16-lite casement units. There are eleven paired and single windows on the second floor on the north and south. There are ten windows and doors on the south of the section facing the courtyard. The units are arranged window/door/door/window. All are sheltered by a shed roof portico that runs the length of the section; the portico is six feet in width and supported by wood posts. The doors consist of the vertical tongue-and-groove board units similar in appearance to the original doors of the motel. There are ten windows on the ground floor of the section that face north. There are small openings adjacent to each room unit on the first and second floors. The openings, which have been in-filled, once held the original air conditioning units. According to the Dude Rancher's manager, the air conditioners were removed during the fall and winter months and reinstalled for the spring and summer. They were permanently replaced with the existing air conditioning systems sometime in the 1960s or 1970s.

South Wing. The two-story structure is 137 feet in length and 26 feet in width. It consists of a single row of rooms on both floors. The south wing has a shed roof sheathed in asphalt. The lower wall of the section are comprised of weeping mortar and the second floor is clad in board and batten cedar siding. An exterior heater stack is situated on the south wall; it is enclosed by board and batten walls. In 2000, descendants of the original investors in the motel burned ranch brands on the board and batten siding adjacent to the entry vestibule. A large lighted plastic sign is located on the west of the second floor south wall. It is plastic with raised red letters on a plastic yellow base; inverted horseshoes flank the word "Dude" over "Rancher Lodge." There are eight rooms on the ground floor of the section and eight on the second floor. The second floor rooms open onto an interior hallway that runs the length of the building on the south. Ground floor rooms open into the interior hallway and onto the central parking area. The ground floor rooms opening onto the parking area are sheltered by a shed roof portico supported by wood posts that runs the length of the building. There are no windows on the south elevation on the second floor. An entry vestibule was added to the south wall in 2000. It has a combination shed and gable roof sheathed in wood shingles. The single-story addition has board and batten siding on the gable ends and frieze with weeping mortar on the lower zone. Windows on the south and west have been in-filled. The gable-roof section has nine fixed lites on the south and the entry opens to the east. There are exits on the east elevation of the first and second floor. They both have metal doors. An entry north-of-center on the west façade leads to the Stirrup Coffee Shop. It has a modern door with fixed sidelights and a full-length glass door with a metal frame. There are two small horizontal window openings to the south of the entry. They are set two feet apart. The north opening is in-filled, while the south opening is occupied by aluminum vents from the kitchen. There are eight paired and single windows on the second floor of the north elevation displaying a window/door/door/window arrangement delineating the hotel rooms. A large plastic lantern hangs from the second floor of the west wall. Windows on the first and second floor are the original 16-lite casement units, while the doors are vertical tongue-and-groove board units that are original to the building. The north elevation facing the parking area displays in-filled sections indicating where interior/exterior air conditioning units were situated. According to the Dude Rancher's manager, the units were removed during the fall and winter months and reinstalled for the spring and summer. They were permanently replaced sometime in the 1960s or 1970s.

The main facade provides the physical and visual connection between the two wings of the motel. It parallels North 29th Street and faces onto the street. The section is one story and has a flat roof sheathed in asphalt. The walls are clad entirely in weeping mortar. A vehicular pass-through is situated south-of-center on the façade and accesses the courtyard. The section is divided into two sections flanking the pass-through. The north section houses the registration desk, offices, lounge area, and lavatories, while the south section houses the coffee shop. The north section has a large exterior brick chimney. Windows on the façade are tripled and consist of nine-lite fixed units with continuous soldier-coursed brick sills; there are continuous red and white striped cloth awnings sheltering the windows. The windows are original to the hotel. There is an entry on the north of the façade that provides access to the lobby. The entry is recessed with decorative carved wood posts flanking the vestibule. The west wall of the vestibule is comprised of vertical wood tongue-and-groove siding while the entry has the original wood door with single fixed lite and a horizontal brass bar door pull. A lantern and small hotel sign hang above the vestibule. The pass-through has an exposed wood beam with a wood sign suspended by chains hanging from it that reads "Low Clearance 7' 5"." There are two windows on the south facade

and three on the north façade. All are the original 16-lite casements with continuous brick sills. Exposed timbers support the roof of the pass-through. The timbers facing the street and the courtyard are hand-hewn and carved.

The interior parking lot is paved and there is a brick wall paralleling the alley with a 13-foot opening. The wall is approximately eight feet in height and about one-foot wide. Brick piers flank the entry. A wrought iron decorative archway spans the entry. It has a horizontal neon sign with "Dude Rancher Lodge" in white letters on a brown background. The sign was originally located on the roof of the pass-through facing North 29th Street and was moved to its existing location in 2000. A heart outlined by wrought iron hangs directly below the sign; the heart has a metal lantern with yellow glass hanging within it. The wrought iron portion of the sign is in its original location. There are also paved parking lots on the north and south sides of the building.

Interior

Reception Lobby/Lounge

The lobby was remodeled in 1984 and the original reception desks removed and replaced. At one time there were two counters that stretched along the east side of the lobby area separated by a walkway. The original tile flooring is intact, but the existing reception desk is located in the northwest side of the lobby and is significantly different in appearance from the original. Display cabinets are present along the west and south walls of the lobby. They currently hold Dude Rancher Lodge memorabilia, western and Indian artifacts, and sundries for sale. An office was also installed during the 1984 remodel. There are three decorative ceiling lights in the lobby. Each light has a hand-hammered copper with cut-out silhouettes that depict the progression of transportation in Montana from fur trappers to a "modern" prop-driven airliner. The light fixtures are original to the motel and were mentioned frequently in promotional literature about the Dude Rancher Lodge (see Narrative History below). It is not known who designed the light fixtures. The ceiling is clad in the original accoustical tile and the walls of the lobby are brick.

The lounge is located to the south of the Reception Lobby. The walls are clad in brick and the floors are carpeted in custom-made beige carpeting with dark brown ranch brands. The existing carpeting replaced the original worn out carpeting in 1984. The design of the new carpeting is similar to that of the original, but the brands are smaller (the company that had manufactured the original went out of business). The ceiling has exposed fir joists. "A huge fireplace of mellowed brick with a massive timber [mantle] which extends over the wood bin on the left, cheerfully dominates the living room."[2] Andirons and fire tools are made from branding irons from local ranches. Some of the original furnishings placed in the room in 1950 are still present. The couch and some of the chairs have been replaced with furnishings that are sympathetic to the originals. Three paintings by Billings artist LeRoy Greene hang on the wall above and adjacent to the fireplace. They were commissioned specifically by Percy and Annabel Goan for the Lounge.[3]

Corridors

The floors of the corridors of the motel have beige carpeting with dark brown ranch brands that are standard throughout the motel. The original 1950 carpets were replaced with similar custom-made carpets in 1984. The walls of the corridors are faced with vertical knotty pine tongue-and-groove paneling that is original to the building. The interior stairways are also carpeted with the ranch brand carpeting. They all have woven rope handrails that are attached to the walls with wrought iron brackets.

"The Stirrup" Coffee Shop

The coffee shop is located in the façade section south of the pass-through. It is roughly rectangular in plan and is reached through entries on the east and west sides. The west side has a glassed-in entry vestibule that does not appear to be original to the business. Windows are located on the east and west walls of the coffee shop and there is a small ribbon of windows on the north side of the restaurant. The ceiling of the coffee shop has exposed joists and the walls are clad in both tongue-and-groove siding and in brick. There are six decorative lamps hanging by wrought iron chains from the ceiling. They are original to the business (see Narrative History below). The carpet is new and is not the custom carpeting that is found throughout the rest of the motel. There are two J-shaped counters on the south end of the

[2] Merrill G. Burlingame and K. Ross Toole, *History of Montana*, vol. 3 (Chicago: The Lewis Publishing Co., 1957), 252.

[3] Born in New Jersey in 1893, LeRoy Greene was a trained artist who began working his way west in 1916, arriving in Billings in the early 1920s. After a several year absence while attending art school in Los Angeles, California, Greene returned to Billings in 1929 and established a jewelry-making and art studio in the Stapleton Block on North Broadway Street. In addition to his jewelry and painting, Greene also taught art classes in Billings during the 1930s and 1940s. A prolific artist, he produced at least 2,500 paintings during his lifetime, including the three paintings in the Dude Rancher Lodge. Greene died in 1974. Jean Moore, "Dude Rancher Lodge, Unique Billings Hotel," *Montana Treasure Magazine*, Vol. 2, No. 6 (June 1952), 13; "LeRoy Greene," *Montana Treasure Magazine*, Vol. 1, No. 8 (March 1950), 28-30.

business. The entry to the kitchen area is also on the south side of the business. The majority of the tables and chairs that are present in the coffee shop are original to it. Some of the original fixtures are still present, such as the hanging lights, lantern wall sconces, and the horseshoe coat racks.

Room 226

This bedroom best represents the appearance and furnishing of the original Dude Rancher Lodge rooms. It was owner Annabel Goan's favorite room. The room has not been remodeled and the furniture is original. It is representative of the thirteen guest rooms in the south wing. The floors are carpeted with the cattle brand carpeting. The rooms on the second floor have pitched ceilings with exposed rafters that are painted white. The walls are clad in vertical tongue-and-groove knotty pine along the south wall and the other walls are plastered and painted. The carpeting, drapes, and bedspreads are replacements. The original furniture is still present in the room. A 1952 magazine article about the motel described the bathrooms as being "complete with shower, two mirror lights, razor plugs, blade disposal, bottle openers and hooks." The original enameled shower/bathtub, faucet, shower head, and double paired hot/cold fittings for the bathtub and shower along with the tile floors and porcelain toilets are still intact in this room as well as twelve others in the south wing of the motel. The bathrooms in the north wing were remodeled with new bathrub/shower units, vanities, and sinks. The original configuration of the bathroom fixtures are still intact. The furnishings in the north and south wing rooms are still largely intact and include desks, chairs, bed head and foot boards, and bedside tables. The original closets in the south wing rooms are intact, while those in the north wing were removed when the bathrooms were remodeled in 1984. The closets in those rooms were replaced with armoirs. The original tongue-and-groove doors with "Z" braces are present on the south wing rooms, while those in the north wing were replaced with new door units that are similar in appearance to the originals.[4]

Integrity

The integrity of the Dude Rancher Lodge is excellent. The building retains its original footprint and fenestration. Most of the materials used in its construction are intact and remain important components of the building. Changes were made to the exterior in 1984 and 2000. In 1984, the Goan family replaced the original 16-lite casement windows and doors on the north wing of the building. The replacements, however, are compatible to the original doors and windows, hence have not changed the appearance of the section. There have been no changes to the south wing of the motel except for the south wall. In 2000, the original brick and cinderblock exterior was encased in board-and batten siding that is compatible to the board and batten siding on the wings. A weeping mortar veneer was installed on the lower wall to match that on the other sides of the building. A vestibule was installed for an entry on the south wall. Stylistically it is sensitive to the motel's architectural design and does not detract significantly from the overall visual appearance of the Dude Rancher Lodge.

There have been some interior changes to the building as well. Glassed-in foyers were added inside the doors leading to the lobby. The lobby/reception desk area was remodeled in 1984. The carpeting in the rooms and lobby area have been replaced with a carpet that is similar in design to the original. The reception desk was replaced in 1984. Shortly after Percy Goan's death in 1962, two rooms were remodeled in the southwest corner of the ground floor adjacent to the lobby for use as an apartment by Percy's widow, Annabel. She lived in the apartment until shortly before her death in 1983. In 1984, the Goan's offspring remodeled the rooms in the north wing of the motel. The original closets were removed to accommodate the expansion of the bathrooms (the rooms in the south wing have not been remodeled). The original signs at the southwest corner of the building were removed and replaced with the existing sign in 2000. The neon "Dude Rancher Lodge" sign that currently graces the wrought iron archway on the east was originally located on the roof of the pass-through and was relocated to its existing site in 2000.

[4] Moore, "Dude Rancher Lodge," 14.

Dude Rancher Lodge
Name of Property

Yellowstone County, MT
County and State

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- [x] 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.
- [x] 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 values, 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
(Mark "x" in all the boxes that apply)

Property is:

- [ ] A owed by a religious institution or used for religious purposes.
- [ ] B removed from its original location.
- [ ] C a birthplace or grave.
- [ ] D a cemetery.
- [ ] E a reconstructed building, object, or structure.
- [ ] F a commemorative property.
- [ ] G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

COMMERCE

Period of Significance

1950-1960

Significant Dates

1950

Significant Person
(Complete only if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Percy S. and Annabel Goan
Cushing and Terrell Architects
Riedesel Construction Company

Period of Significance (justification)

The Period of Significance begins with the construction of the motel in 1950 and continues through 1960. The motel is still in operation.

Criteria Consideratons (explanation, if necessary)

Statement of Significance Summary Paragraph (provide a summary paragraph that includes level of signficance and applicable criteria)

The Dude Rancher Lodge is eligible for the National Register of Historic Places under Criterion A. The Dude Rancher Lodge was constructed in 1950 during the post-World War II building boom in Billings and the nationwide boom in motel construction that swept the United States as tourism and affordable roadside motel accommodations became an important part of the national, state, and local economy. It was one of 33 motels constructed in Billings between 1940 and 1955 and, by far, the most unique. The Dude Rancher Lodge represents the popular motor court design that was prevalent in the United States from the late 1930s to the early 1960s. The motel also reflects the personal tastes of its original owners and is an expression of their love of the history of the Old West. The motel is also eligible for the National Register under Criterion C for its unique architecture and its interior decoration scheme. It retains an exceptionally high degree of integrity of design, materials, workmanship and feel as an early post-war motel. Modifications made to the exterior of the building in 1984 and 2000 do not significantly detract from the overall integrity of the building, nor do they detract from its historical significance. Indeed, the modifications are sympathetic to the original design of the motel.

Narrative Statement of Significance (provide at least **one** paragraph for each area of significance)

The Dude Rancher Lodge can be listed on the National Register of Historic Places under Criterion A because of its association with the post-World War II building boom in Billings, Montana. Oil refineries in the city, along with its strategic location at the junction of US Highways 10 and 87 and Montana Highway 3 and its proximity to coal fields in south central Montana and north central Wyoming made Billings, also referred to as the Magic City, an important industrial, commercial and transportation center. The city was also strategically located near Yellowstone National Park and on highways leading to Glacier National Park. Consequently, the city was also an important tourist stop when the industry emerged after World War II. Nationally, a boom in the construction of new motels also followed the end of the war. The businesses catered to the need to provide affordable roadside accommodations for families and businessmen. The Dude Rancher represents the evolution of the roadside accommodation business from the simple cabin camps of the 1930s to the more sophisticated motor court design that dominated the 1950s. Most American motels, like the Dude Rancher Lodge, were privately owned with the design of the businesses based not only on functionality, but also on what the owners believed would attract guests. The original owners of the Dude Rancher Lodge, Percy and Annabel Goan, conveyed their love of the history of the Old West into the design of the motel. Staying at the Dude Rancher was an experience not many travelers would forget and, in the process, drew them back again and again. The Dude Rancher Lodge continues to be a unique experience for travelers anxious to sample a motel different from the architecturally non-descript franchise motels now dominating the industry.

The Dude Rancher Lodge is also eligible for listing on the National Register of Historic Places under Criterion C. The design of the motel is suggestive of an Old West ranch house during the height of the cattle industry in Montana in the late 19th century. It is rustic in appearance, but retains features associated with the late 20th century Ranch movement, including large windows, large interior meeting spaces, an emphasis on horizontal lines, and low pitched roofs. The building was constructed with weeping mortar and cedar board and batten siding that also add to the rustic appearance of the motel. The pass-through on the façade gives the appearance of a portal on a military or trading post. Rustic flourishes to the exterior include board doors with "Z" braces, multi-lite casement windows, exposed beams and heavy window surrounds. Although the exterior set the building apart from the other 29 motels in Billings in 1950, the true attraction is the motel's interior – nearly all of which is intact. The original owners of the motel intended to make the Dude Rancher a singular representative of the mythic Old West and decorated the interior accordingly. This included the specially commissioned carpets, knotty pine walls, ranch-style furniture, specially designed light fixtures, the large fireplace in the lounge, rope handrails, and exposed frame ceilings in the second floor rooms. The interior décor, furniture, and appurtances in the coffee shop also represented a Hollywood Old West experience that is also largely intact. The Dude Rancher Lodge retains a high degree of integrity, including design, workmanship, materials and feeling. The setting surrounding the property has also not changed appreciably since its construction in 1950.

Developmental history/additional historic context information (if appropriate)

The Billings area was well-known to Native Americans for thousands of years and has an unusually high density of pre-contact archaeological sites. Nearby Alkali Creek provided a natural travel corridor between the Yellowstone River and the bench lands leading to the Musselshell and Missouri rivers. As early as 4,000 years ago, the area's aboriginal inhabitants ran bison off the sandstone cliffs bordering the Alkali Creek valley and processed the animals on the creek bottom. During the historic period, the area was frequented by both the Blackfeet and the Crow Indians. The area, however, is generally recognized as being within Crow territory.[5]

The first recorded Euro-American description of the Billings area is generally credited to William Clark. In July 1806, Clark and eleven others, including Sacajawea and her newborn son, Pomp, undertook to explore the Gallatin and Yellowstone Valleys. On July 24, 1806, the party passed through the area now occupied by Billings. Clark was clearly awed by the abundant wildlife living along the river.

> Saw emenc [sic] number of deer, elk and buffalow on the banks. Some beaver . . . . [For] me to mention or give an estimate of the different Spcies [sic] of wild animals on this river particularly Buffalow, Elk, Antelopes and wolves would be increditable.

Clark also noted the presence of a recently abandoned Crow Sun Dance lodge on a large island in the Yellowstone. The captain detailed Nathaniel Pryor, George Shannon, Richard Windsor, and Hugh Hall to drive the company's horses overland on the south side of the Yellowstone, while the rest of the party proceeded downriver in cottonwood canoes to rendezvous with Meriwether Lewis at the mouth of the Yellowstone.[6]

Even before the Lewis and Clark Expedition returned to St. Louis in September 1806, it met men ascending the Missouri River with the intention of trapping beaver in the Yellowstone River Country. Missouri Fur Company factor Manuel Lisa established a small trading post on the Yellowstone at the mouth of the Big Horn River in 1807. Although abandoned in 1810 because of hostile Indians, a succession of trading posts followed it between 1821 and 1876. In late 1837, a band of Crow Indians were felled by small pox near the existing MetraPark in Billings. According to Crow legend, two young warriors found the village stricken by the terrible disease when they returned from a war expedition. Despondent and frustrated because they could do nothing to alter the course of the disease, they dressed in their finest clothing and mounted a snow-white horse. Riding double and singing their death-songs, they rode the blindfolded horse over a cliff [Kelly Mountain] and landed at what is now the eastern end of the Yellowstone County Fairgrounds. The location then became known as The Place Where the White Horse Went Down.[7]

The Yellowstone River near the mouth of Alkali Creek was well-known to fur trappers and traders from 1807 onward. In 1822, Blackfeet Indians ambushed and killed Missouri Fur Company trappers Robert Jones and Michael Immel along with five others near the mouth of Alkali Creek about two miles northeast of the Dude Rancher Lodge. The US Army's successful campaign against the Lakota, Northern Cheyenne, and Arapaho during the winter of 1877 made the Yellowstone Valley in this area attractive for settlers and entrepreneurs. In 1877, Perry W. McAdow, his brother William, Henry Frith, and former trapper Henry Keiser established a small settlement on the Yellowstone and named it Coulson after the owners of a steamboat line they hoped to attract to the area. The McAdow brothers established a store, sawmill, and hotel at the site about one mile southeast of this historic property. The settlement flourished as a river port and stagecoach station until about 1882. Eventually the community boasted a brewery, school, newspaper, post office, and Chicago Jane's notorious brothel. Coulson was a tough town as evidenced by Boot Hill Cemetery (24YL755), which contains the remains of at least forty individuals.[8]

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[5]Personal communication with Steve Aaberg, 19 October 2006.

[6] Gary E. Moulton, ed., *The Definitive Journals of Lewis & Clark: Over the Rockies to St. Louis*, (Lincoln: University of Nebraska Press, 2002), 217-219.

[7] Merrill G. Burlingame, *The Montana Frontier*, (Helena: State Publishing, 1942), 47, 48; Mark H. Brown, *The Plainsmen of the Yellowstone*, (New York: G.P. Putnam's, 1961), 86-88; Jon Axline, comp., *Montana's Historical Highway Markers*, (Helena: Montana Historical Society, 2008), 172-173.

[8] Brown, *Plainsmen of the Yellowstone*, 61-63, 220, 356; Don Spritzer, *Roadside History of Montana*, (Missoula: Mountain Press Publishing, 1999), 356, 357; Myrtle E. Cooper, *From Tent Town to City: A Chronological History of Billings, Montana*, (Billings: The Author, 1981), 2, 12,15, 19.

As the Northern Pacific Railway pushed its way up the Yellowstone in 1881, railroad land speculators scouted in advance for suitable sites for towns to serve the line. In the summer of 1882, the NPRR's Minnesota & Montana Land & Improvement Company (MMLI) platted a city on an alkali flat about two miles north of Coulson. The company christened the city Billings after former NPRR president Frederick Billings. The Northern Pacific reached Billings in August 1882. The new city, however, was not without its difficulties. Railroad officials accused MMLI agent Heman Clark of gouging potential settlers who wanted to settle on the company's land, driving them away to cheaper land. The city was also plagued by streets that turned into quagmires during rains or after spring thaw and complaints about the pervasive bad smell emanating from the city dump northeast of town. "Wannabe" vigilantes didn't help things much in 1891, when they strung up a man on a lamppost next to the NPRR tracks; he had been accused of murdering a popular bartender. Despite these drawbacks, Billings steadily grew through the late 19th century. By the end of 1882, it boasted a population of 1,000 people. By 1900, its population had grown threefold to 3,221 people.[9]

Billings was fortunate in being located at the right place at the right time. The city boomed during the first two decades of the 20th century. The fertile river bottoms made the Yellowstone Valley around Billings a paradise for farmers, especially after the completion of the Big Ditch (24YL664) in 1883 and the Billings Bench Water Association Canal (24YL161) in 1904. In 1905, the US Reclamation Service (USRS) established the Huntley Irrigation Project about fifteen miles northeast of town. The project was among the first and most successful of the USRS's early western projects. In 1909, the federal government enacted the Enlarged Homestead Act. That act, which provided 320 acres to any person willing to improve and farm it, attracted thousands of dry land farmers to south central Montana between 1909 and 1918. Billings quickly became an important trading and transportation center, especially after the arrival of the Chicago, Burlington & Quincy Railroad in 1894 and the Great Northern Railway's line from Great Falls in 1908. Billings was a transportation hub with access to three transcontinental railroads. Billings also profited by the presence of a Great Western Sugar refinery in the city; it processed sugar beets harvested in the surrounding area.[10]

Although hard hit by the collapse of the Homestead Boom in 1919 and the resulting economic depression during the early 1920s, Billings survived because of its status as a transportation center on the northern Great Plains. It was served by three railroads, and interstate highways US Highway 10 and US Highway 87 which provided better access to markets throughout the region. In 1929, the Yale Oil Company constructed a refinery at Billings and manufactured gasoline, which was sold throughout the region. The discovery of rich oil fields in southern Montana and northern Wyoming also provided a steady source of revenue to the area, especially after Carter Oil and Conoco built refineries in the Magic City in the 1940s. The discovery and exploitation of oil in the Williston Basin in the 1950s had a profound effect on Billings as it became a significant refining center and pipeline hub. Because of the post-World War II economic boom in Billings, the city's population grew over 30 percent from 23,261 people in 1940 to 31,724 residents in 1950. Along with the oil refineries, coal companies operating in the Colstrip area made Billings their headquarters. The boom caused by the oil industry influenced the expansion of Logan International Airport in the 1960s and 1970s and made the Magic City a larger transportation hub with a trade port and many other distribution and trans-loading facilities. The city also benefited from the presence of two major hospitals, a significant commercial business district on the west side of town, and proximity to eastern Montana and northern Wyoming. In 1996, historian Michael Malone wrote:

> The new Billings economy continues to rest upon traditional energy, agricultural marketing, and tourist travel bases; for instance, the city's three refineries now process well over five million barrels of crude oil daily and have an annual payroll of over $165 million.

The diverse economy and its strategic location have combined to provide Billings a relatively steady rate of growth and evolving significance as Montana's largest metro area confirming the dreams of the city's founders.[11]

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[9] Brown, *Plainsmen of the Yellowstone*, 358; Spritzer, *Roadside History*, 358; Cooper, *Tent Town to City*, 1, 2, 6, 11, 26; Karen Stevens and Dee Ann Redman, *Billings A to Z*, (Billings: Friends of the Library, 2000), 88.

[10] Spritzer, *Roadside History*, 359, 368; Cooper, *Tent Town to City*, 29, 42; Michael P. Malone, Richard B. Roeder, and William L. Lang, *Montana: A History of Two Centuries*, Rev. ed. (Seattle: University of Washington, 1991), 238.

[11] Spritzer, *Roadside History*, 359; Stevens and Redman, *Billings*, 88, 92; Anneke-Jan Boden, *Billings: The First 100 Years*, (Virginia Beach, VA: Donning Co., 1982), 139-140; "Montana Its Growing, Says the Census," *Montana Treasure Magazine*, Vol. 2, No. 1 (August 1950), 2; "Billings, The Magic City," *Montana Treasure Magazine*, Vol. 2, No. 1(August 1950), 6.

Motels

Roadside accommodations are as much a part of the American transportation landscape as highways, bridges, service stations, and drive-in restaurants. The need for inexpensive roadside lodgings followed closely the development of the interstate highway system in the years following World War I. As roads improved and automobiles became more reliable for long distance journeys, the number of automobile tourists increased. By the late 1910s, road associations had begun promoting important tourist destinations, such as national parks and historical attractions, and established good state and county-maintained road systems to enable people to travel to them. The associations included members along the routes, who purchased advertising space in the booklets and pamphlets and geared their businesses to tourist traffic. Not surprisingly, many of the advertisers were hotels in the cities and towns through which the roads passed. Many vagabond motorists, however, either did not want to stay at the hotels or could not afford them. Consequently, they stopped wherever convenient and camped by the side of the road. In order to control the practice and make, hopefully, a profit, communities and individuals established roadside auto camps in the 1920s. The auto camps provided the basis for the post-World War II motel industry. Auto camps evolved mostly in the western United States as an alternative to the hotels and the unofficial roadside camp grounds. Out of a sense of civic pride and in order to protect themselves from "uncivil campers," communities established the camps at locations where they could easily be policed. In Montana, Miles City, Bozeman, Helena, and Missoula established auto camps adjacent to the major highways. At first, the auto camps provided a free space to spend the night (spending more than a few nights was strongly discouraged), but by 1925, many had begun to charge fees to stay at them. By the late 1920s, as tourism emerged as a significant industry, commercial auto camps replaced the municipal campgrounds.[12]

The commercial auto camps included many amenities not commonly seen in the municipal camps, including small cabins. The cabins gained popularity and eventually replaced camping at the sites. The cabins were generally small with room for little more than a bed. Communal lavatories and shower facilities were central to the complex and cooking was mostly done outside. The cabins were usually scratch-built by their owners, although there were several companies that provided cabin camp kits. Montana cities such as Bozeman, Havre, and Shawmut sported cabin camps. The cabin camp industry was a lucrative one as tourism expanded in the 1930s as they provided a cheaper alternative to hotels and offered more security than roadside camping. Indeed, cabin camp construction was one of the few booming businesses during the Great Depression. They required little investment and could be combined with other businesses, such as gas stations and cafes, that catered to motorists. By 1935, there were nearly 10,000 cabin camps in the US. Eventually the size of the cabins increased to include a table, chair and sometimes a small gas stove in addition to the bed. The communal lavatory and showers, however, remained a staple. A good example of a typical Depression era cabin camp can be seen in the 1934 Academy award winning motion picture *It Happened One Night*.[13]

In the late 1930s and early 1940s, cabin camps evolved into the more substantial cottage courts, an early form of the modern motel. Cottages were more durable, larger, and winterized so that the business could be open year round. They included a private bathroom, closet and some even boasted a full kitchen or kitchenette. Cottage courts were arranged around a central court, with the width of the U dependent on the size of the lot and the highway frontage; the U opened toward the highway. Although there often was open space between cottages, sometimes garages connected the units. It was not uncommon to find cottage-garage combinations linked wall-to-wall to form continuous facades. Space not used for parking was often landscaped "to give motels a more gentrified aspect." Billings boasted at least three cottage camps in the 1930s: the Airway Center Motel, East El Campo Motel, and the Red Gables Motel.[14]

The roadside lodgings industry boomed again in the wake of World War II, reaching its peak in the early 1960s when 61,000 motels peppered the American landscape. As the industry grew in number and importance, the number of older, smaller family-operated tourist courts began to disappear in favor of the larger franchise motel businesses, such as Holiday Inn. The dramatic increase in the number of motels occurred as more Americans had the financial wherewithal to purchase new automobiles after the war and the time to take vacations. As more Americans hit the roads to visit national parks and forests, the need for roadside accommodations grew in association with the trend. The sizes of the motel

[12] John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America*, (Baltimore and London: The Johns Hopkins University Press, 1996), 31, 33; Michael Karl Witzel, *The American Motel*, (Osceola, WI: MBI Publishing Co., 2000), 26-31.

[13] Jakle, et al., *Motel in America*, 34, 36, 38-39.

[14] Jakle, et al., *Ibid*, 41-43; Billings City Directories, 1930-1942.

complexes also increased and became more accommodating to the mobile population. One thing that remained a constant, however, was that most motels were small mom-and-pop operations with each motel a representative of the tastes of their owners, who were fully cognizant of what attracted guests. Hence the Dude Rancher Lodge in Billings reflected the interests of its owners providing tourists a taste of the mythic Old West.[15]

Beginning after 1945, the cottage courts increasingly gave way to motor courts. Structured much like cottage courts, the room units were integrated under single rooflines to appear as a single façade or as a single building. Most were single-story complexes with long porches on the facades to visually integrate the building and provide shelter for motel guests in inclement weather. Many motor courts included coffee shops or restaurants as part of the operation. Motor courts were built in a wide range of architectural styles, with "western" themes being the most popular. They were oriented around central courtyards that made them reminiscent of Spanish haciendas. Many motor courts included swimming pools or playgrounds in the central court. Motor courts became increasingly known as "motels." Many situated large signs at the entrance of the courts that carried "iconography symbolic to the motel's quality and range of services." In the case of the Dude Rancher, the signs were located on the southwest corner of the building and included "Dude Rancher Lodge" in western-style letters and the representation of a cowboy. Other "iconography" associated with the lodge were wrought iron standards and lanterns to provide a feel of warmth and security to guests. The room furnishings at the Dude Rancher were also standardized, including a bed, desk, chairs, and bedside table, but were all custom-made for the motel. Other furnishings designed to portray the Hollywood Old West theme included specially made carpets and light fixtures. Standard to the nationwide trend, the Dude Rancher also included air conditioning in each of the rooms, telephones, and television sets.[16]

Motel design continually evolved during the post-World War II period. Motor Inns began appearing in the 1950s. They were located mostly in metropolitan areas, either in downtown areas, in urban renewal zones, near airports or near Interstate interchanges. They were larger and more luxurious than motor courts and were usually complexes of two or three story buildings to maximize the number of paying customers in limited spaces. Like the motor courts, they were oriented around a central courtyard and included a coffee shop, cocktail lounge or restaurant. Lobbies were expanded to include a larger registration desk and places to sit and relax. The rooms were also larger and often built back-to-back with the utilities placed down the central core. Motor inns required more capital outlay and were often beyond the reach of small businessmen. The motor inn is best represented by the proliferation of Holiday Inns, the first franchised motel business. The large, plush motor inns increasingly put the small owner-operated motels out of business and eventually grew to dominate the lodgings industry.[17]

In Billings, the first auto camps had appeared in the city during the 1930s. All were located on US Highway 10. In 1930, three cabin camps were located along US 10: El Campo, Staley's Modern Tourist Cottage Camp and a camp operated by Gus Meidling. By 1932, the number of camps doubled to six. Eight years later, in 1940, there were seventeen cabin and cottage camps. Most were located in proximity to US Highway 10 in Billings and in Billings Heights. The names of the businesses were mixed, representing the style of the camp (Log Cabin Tourist Park, Murphy's Modern Tourist Camp), the names of the owners (Cole's Cottage Camp, Hoy Cabins) or selected evocative names that might draw in guests (Amigo Tourist Court, Green Gables Cabins, Star Auto Court, Sunset Auto Camp, and the Westward Ho!). By 1950, there were twenty-nine motels operating in Billings; all on US Highway 10 in Billings and US Highway 87 in Billings Heights. The number of owner-operated motels in Billings peaked in 1960 with 47 motels and then began a long slow decline as the franchise motels began to dominate the industry in the Magic City. By 2008, there were 53 motels operating in Billings with only ten being owner-operated, one of which was the Dude Rancher Lodge.[18]

The Dude Rancher Lodge

The site occupied by the Dude Rancher Lodge is located on Lots 13-20 of Block 53 of the Foster Addition to the City of Billings; the addition was incorporated into the city in December 1883. There were no buildings or structures on the site in 1896 when the Sanborn Fire Insurance Company published its first map of Billings. By 1903, however, the block was occupied by two residences on the existing site of the motel. Nine years later, in 1912, the entire block was completely in-

[15] Jakle, et al., *Motel in America*, 43-49; Witzel, *American Motel*, 85,87.

[16] Jakle, et al., *Motel in America*, 43-49, 51, 88; Witzel, *American Motel*, 88, 103, 108.

[17] Jakle, et al., *Motel in America*, 49-51, 82, 85; Witzel, *American Motel*, 143-144.

[18] Billings City Directories, 1923-2008.

filled and included the Christian Tabernacle Church, a duplex and two single-family residences along with six residences facing Broadway Avenue. By 1923, the church had been removed and the block was entirely occupied by residences; the Lincoln School complex was located across the street to the west. The post-World War II economic boom resulted in the commercial expansion of downtown Billings. By 1949, the year before the Dude Rancher Lodge was constructed, Block 53 was a mixture of residential, professional, and commercial buildings dominated by the three-story brick Northwestern Auto Supply Company building at the northeast corner of the block (now occupied by the Parmly Billings Library and Billings City Hall building). The site of the motel was occupied by a restaurant called the Spudnut Company, operated by John Wheeler. Percival and Annabel Goan purchased the lots from the Sawyer Corporation in May 1946. They transferred ownership of the property to the Dude Rancher Lodge Corporation in February 1950 to "purchase, lease construct, manage, and operate hotels, motels and other facilities and accommodations for the housing and entertainment of guests." The Goans formed the corporation in April 1949, naming the company to focus on the dude ranching industry. They capitalized the company at $225,000 with Percy and Annabel, along with their sons, William and J. Phillip, and daughter Nancy Goan Dokken holding the preferred stock in the company. Other investors owned 1,500 shares of common stock and consisted of local business men and women from the Billings area, including "ranchers, stockmen, retail merchants, wholesalers, bankers, industrialists, insurance agents, doctors, and private investors." Percy and Annabel devised the plan for the building with the architectural firm of Cushing and Tirrell formalizing the plans. In March 1950, the Dude Rancher Lodge Corporation announced plans to construct a hotel on the property.[19]

Born in LaGrange, Illinois on Christmas day 1890, Percival Sergeant Goan attended local schools before obtaining a degree in Engineering from Cornell University. He first visited Billings during a stopover on his way to Yellowstone National Park in 1907. Perhaps seeing the opportunity there, Goan moved to the Magic City in 1915 and opened Goan Motor Company, rumored to be the first Chevrolet dealership in Montana. In 1916, he enlisted in the US Army and served in the Second Infantry on the Mexican border until 1917 when he shipped out to Europe with the American Expeditionary Force. He commanded an artillery battery in France during World War I. Upon his discharge, he returned to Billings and resumed management of his auto dealership. In 1919, Goan formed the Artificial Ice and Cold Storage Company and served as the firm's president until 1952, when he resigned to devote more time to the newly opened Dude Rancher Lodge. In addition to the dealership and cold storage company, Goan was president of NEHI Beverage Company of Billings from 1939 to 1952, was the founder of Blueband Creamery Company in 1928 and was invested in a "number of other corporations." He married Annabel Arnott in 1920. In addition to his many business interests, Goan served as Chairman of the Chamber of Commerce's Industrial Division, vice president of the Billings Chamber of Commerce, president of the Billings Community Chest and Billings Community Concert Association and was a lifelong member of the Rotary Club. He died as a result of injuries sustained in an automobile accident in Wyoming in June 1962.[20]

Annabel Goan was the daughter of George and Susie Arnott. George came to Montana in 1910 and established ranches in the Judith Basin and Big Hole basin. He relocated to Billings in 1914 and operated a cattle ranch near the city until his death in December 1925. Annabel was born in Illinois in 1900 and came to Montana with her family. She attended the National Cathedral Girls' School in Washington DC, the University of Montana, and the University of California-Berkeley. She married Percy Goan in 1920. She served as the president of the Dude Rancher Lodge Corporation from Percy's death in 1962 until 1981. She also managed the motel from 1950 until 1982. After Percy's death, Annabel moved into remodeled rooms at the Dude Rancher Lodge. In 1982, her health had failed and she moved into an assisted living facility. She died in February 1983. Rumors that her ghost haunts the Dude Rancher Lodge persist.[21]

Even before construction began on the new motel, Billings' newspapers reported on the qualities that would set the Dude Rancher Lodge apart from other hostelries in the city. In late 1949 or early 1950, the *Billings Herald* reported that a new and unique hotel would be built in the Magic City. In early March 1950, the *Billings Gazette* and the *Herald* announced

[19] John Wheeler was a member of the Montana State Highway Commission from 1937 to 1941. As a member of the commission he was instrumental in the purchase, protection, and development of the Pictograph Cave site in 1938 and for the establishment of roadside museums along US Highway 10 in Yellowstone County in 1939 and 1940. Sanborn Fire Insurance Company, 1896, 1903, 1912, 1923, 1949; Deed Book 283: 594-595, Clerk and Recorders Office, Yellowstone County Courthouse, Billings, Montana; "Plans Announced for New Hotel," *The Billings Gazette*, 5 March 1950; "Billings to Get New Type of Hotel," *The Billings Herald*, 9 March 1950; Montana Secretary of State Business Services Bureau, Business Entity Files, Docket No. D022477, Montana Historical Society Research Center, Helena, Montana.

[20] Burlingame and Toole, *History of Montana*, 3, 251; "Percy S. Goan Dies at Home," *Billings Gazette*, 16 June 1962.

[21] Tom Stout, *Montana: Its Story and Biography*, Volume 2, (Chicago: American Historical Society, 1921), 371-372; "Annabel Goan," *The Billings Gazette*, 10 February 1983; Billings City Directories; Montana Secretary of State Business Services Bureau.

that Percy and Annabel Goan would build "a new type of hostelry." Even though the Cushing and Terrell company had not yet finalized the plans, enough was presented in the newspapers about the establishment to pique the interest of Billings' residents. Details at first concentrated on the exterior, stating that the "general design will follow the lines of early log cabins with a low pitched roof. Horizontal lines will be emphasized." The new motel would have 59 bedrooms along with a lobby, office, lounge and coffee shop. The building would surround a central court with the walls of the motel clad in textured brick and the second floor in red cedar "planking."[22]

The newspapers placed most of the attention on the proposed interior of the Dude Rancher Lodge, especially the décor of the bedroom units. Each one of the rooms, the *Billings Herald* stated, would be dedicated to one of the guest ranches in the Billings vicinity.

> The brand of the ranch would be burned on the bedroom door and some pieces of furniture. A large picture of the ranch and a framed description of the ranch – its location, facilities, and history, would be hung on the walls. Special dude ranch information would be kept in the office. The Dude Rancher's Association is now considering this program.

Each room would be heated with hot water heat and every room would have individually regulated air conditioning units that were "novel in several respects." Ranch-type furniture would be placed in the rooms along with bedspreads and draperies that carried ranch and Indian motifs. The second floor rooms would be carpeted and the ground floor rooms would have tile floors with Navajo-style scatter rugs on the floor. Each room included a closet and full bathroom with shower.[23]

The Billings-based Riedesel Construction Company began construction of the building in mid-April 1950. The Lohoff Brothers Company poured the concrete foundation for the motel. The Goans acquired the "aged . . . long-weathered" bricks used for the exterior from the recently demolished St. Vincent's Hospital, the Washington Public School, and the Russell-Miller Milling Company on 1st Avenue South. Long-time Billings resident Arne Graf did the "rustic" masonry work. Other sub-contractors on the project included Christenson Plumbing and Heating Company and Yellowstone Electric Company. The Logan-Leytham Company supplied the casement windows. The Holliday Furniture Company provided the furniture, carpets, and mattresses for the motel. A Texas firm manufactured the furniture, while the carpeting was specially made by Hardwick-Magee, a "century old rug firm of Philadelphia." Lamb's Inc. furnished the equipment in the coffee shop. The Dude Rancher Lodge opened for business with an open house on December 17, 1950.[24]

Much of the promotional material for the new motel focused on the unique interior of the establishment. Percy and Annabel Goan intended that the motel not just be a place to stay, but also an experience. Like many owner-operated motels of the time, the design and interior decoration of the place reflected the interests of the owners and was also intended to make the establishment one of a kind. Annabel Goan and her daughter Nancy developed the interior decorating scheme at the Dude Rancher Lodge. The interior walls of the motel were paneled in knotty pine and tongue-and-groove doors with "Z" braces on all the entries. The floors in the lounge, coffee shop and second floor rooms were carpeted with beige carpets with the images of cattle brands woven into them. Floors on the first floor room were tile decorated with Navajo-style scatter rugs. Specially made furniture was made of oak and exhibited a mythic "Old West" feel. All of the rooms were furnished with a desk, chairs, floor lamp, and bedside table. The beds were eighty inches in length rather than the standard six-foot length and had western-type bed frames and headboards. Drapes in the rooms depicted scenes of Virginia City, Montana, cowboys on bucking broncos, Indian warriors and Indian pictographs copied from the nearby Pictograph Cave site.[25]

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[22] "Billings to Get New Type of Hotel," *Billings Herald*, 9 March 1950; "Plans Announced for New Hotel," *The Billings Gazette*, 5 March 1950.

[23] "Ibid.

[24] The first St. Vincent's Hospital in Billings burned to ground in May 1943. Sue Hart, *Billings: Montana's Trailhead*, (Virginia Beach, VA: Donning Company Publishers, 2009), 73; "Work Started on New Motel," *The Billings Gazette*, 18 April 1950; "New Dude Rancher Lodge Will Be Dominated by Western Atmosphere," *The Billings Herald*, 14 December 1950; Burlingame and Toole, *Montana* 3, 252.

[25] "New Dude Rancher Lodge," *Billings Herald*; "Billings to Get New Type of Hotel, *Billings Herald*; Burlingame and Toole, *Montana* 3, 252; Moore, "Dude Rancher Lodge."

The lobby and lounge is located in the north half of the façade section of the building. The walls of the lobby were covered with Navajo rugs and the tiled floor covered with woven rope scatter rugs. The specially made beige carpet with the brands of local ranches woven into it was located in the lounge. The lobby was illuminated by large windows on the east and west and also by unique light fixtures:

> Light shines down from fixtures decorated with hand hammered copper silhouettes which in a series of pictures tell the history of transportation in the West. Starting with the trapper on foot, the prospector with his pack mules and the covered wagon. They progress up to the modern streamlined train and the Stratocruiser.

The stairs leading to the second floor had large woven rope handrails. The lounge is located to the south of the lobby. It, too, was illuminated by large picture windows and is dominated by a fireplace of "mellowed brick." The Goans' purposely kept the lounge small, "giving it an atmosphere of a home." Billings artist LeRoy Greene provided three paintings in the lounge hanging over the fireplace. Display cases were installed between the lounge and lobby. The cases exhibited examples of Indian art and other Western artifacts. The lounge held furniture "decorated with hand-carvings of longhorn steer herds, cactus plants, and horseshoes."[26]

The motel's coffee shop, The Stirrup, was, by all accounts, a dining experience. The custom-made carpeting covered the floor and the furniture consisted of tooled oak furniture with cowhide seats and backs. The pedestals of the counter seats were wrapped with rope. The ceiling light fixtures were similar in design to those in the lobby and consisted of hammered copper with mica lites that depicted "interesting western scenes," including a stagecoach holdup, an Indian dance, pack train, and a dance hall scene. Wall lights were set in horseshoe candelabra that threw a "soft light" on the dining area. Reproductions of Indian spearheads were used on the coat rack.

> The tableware is branded with the brand of one of the stockholders on the wooden handles. His food is served to him on dishes bearing the design of a roundup chuckwagon scene surrounded with the brands of stockholders around the rim. He drinks from a glass decorated with stirrups. The menu is in the shape of a cowboy hat. He flips the ashes from his cigarette into an ashtray made from mule shoes.

The coffee shop provided soda fountain service and the cooking was done in full view of the guests. The Goans specifically touted that The Stirrup would feature home cooking. They hired three cooks, Laura Easterbrook, Mrs. Raymond Adler, "who is coming here from Madison, Wisconsin, and Leona Woods, the former owner of the Woods Bake Shop on North Broadway Street."[27]

The Dude Rancher Lodge was truly a family affair. Percy and Annabel managed the business and served as the President and Vice President of the Dude Rancher Lodge Corporation. Their children, William and J. Philip Goan and Nancy Dokken served as the officers in the company and the majority stockholders. Indeed, the Goans promoted the family atmosphere of the motel as much as they did the western theme that ran throughout the operation. The Dude Rancher provided an affordable and welcoming alternative to the hotels in downtown Billings. "The Dude" became a popular hang-out for ranchers and farmers visiting the Magic City. According to the motel's current manager, Todd Graves, ranchers and other guests played cards on tables in The Stirrup and the lounge until the early hours of the mornings. Some of the tables used by them still grace those areas. There does not appear to have been any substantial changes to the operation after Percy's untimely death in 1962. By 1973, his widow, Annabel, had sold their house on Parkhill Drive and moved into an apartment behind the reception desk. She continued to manage the motel until just before her death in 1983. After her passing in 1983, the motel continued to be operated by her family.[28]

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[26] "Billings Newest Hotel Reflects Spirit of West," *The Billings Gazette*, 15 February 1951; Burlingame and Toole, *Montana* 3, 252; "New Dude Rancher Lodge Will Be Dominated by Western Atmosphere," *The Billings Herald*, 14 December 1950; "Dude Rancher Hotel Finished," *The Billings Gazette*, 17 December 1950.

[27] "Billings Newest Hotel Reflects Spirit of West," *The Billings Gazette*, 15 February 1951; "New Dude Rancher Lodge Will Be Dominated by Western Atmosphere," *The Billings Herald*, 14 December 1950; "Billings to Get New Type of Hotel," *The Billings Herald*, 9 March 1950; "Dude Rancher Hotel Finished, *The Billings Gazette*, 17 December 1950.

[28] Montana Secretary of State Business Services Bureau; Billings City Directories, 1948-1995; Interview with Todd Graves, 12 January 2010.

In November 1987, the corporation reorganized and increased the number of directors from three to five individuals. Grandson Richard Goan was president of the company, having replaced Annabel as its agent after her death in 1983. Two years later, the directors went outside the company and named attorney Joseph Womack as the corporation's agent. The Dude Rancher Lodge Corporation officially dissolved in July 1992. In 1992, Virginia Carlsen purchased the Dude Rancher Lodge from the Dude Rancher Lodge Corporation. Under Carlsen's ownership, the Dude Rancher Lodge has maintained its Old West and family atmosphere. It is still a popular place to stay for celebrities and vacationers. In 1951, one guest told the *Billings Gazette* "In Hawaii I immediately wanted to discard my city clothes and dress like the natives in the islands. Here I have the urge to shed my business suit and get into a cowboy outfit. Dude Rancher Lodge has the 'feel' of the Old West." Indeed, the "Spirit of the West is everywhere evident in Dude Rancher Lodge," Billings' most unique motel.[29]

Architectural Context

The Dude Rancher Lodge marks a transition between the motor court and the motor inn motel types. Motor courts were structured much like cottage courts, except that the room units were integrated under single rooflines, usually as a single building. Like the motor courts, the Dude Rancher presents a horizontal appearance that has been visually integrated by long porches that shelter the individual entries into the guest rooms. It is constructed around a central court with the room entries opening onto the court. There was not enough room in the center court to construct a swimming pool. A coffee shop was incorporated into the design of the motel and continues to operate there. Like other owner-operated motor courts, the Dude Rancher Lodge catered to the "individual entrepreneurs' tastes, cultural values and financial calculations" as to what kind of clientele the operation would attract. The Dude Rancher also fits the mold of post-World War II motel architectural styles in that it relies on a western theme. The Spanish hacienda theme then popular, however, was downplayed in favor of a Hollywood western theme. Features the Dude Rancher Lodge has in common with motor inns include the two-story buildings, the expanded lobby, and its location in downtown Billings.

Ralph Cushing and Everett Terrell

One of the most active architectural firms in Billings and south central Montana between 1946 and 1960 was Cushing & Terrell. Formed in 1938 by structural engineer Ralph Cushing and architect Everett Terrell, the firm enjoyed only moderate success before it closed down because of lack of work during World War II. Beginning in 1946, however, the Billings economy boomed and the firm arguably became the most prolific in the Magic City, designing everything from churches, schools, and commercial buildings to remodeling offices, warehouses, and offices. The company designed buildings all over south central Montana and northern Wyoming. Between 1946 and 1958, Cushing and Terrell also designed residences, including the National Register of Historic Places-listed Harold and Marion Ruth Residence (24YL1630; NR#07000578).[30]

Everett Terrell designed the Dude Rancher Motel. Born on the family ranch in Yellowstone County in 1908, Terrell moved to Billings with his family about 1921. After graduating from high school in Billings, he attended the University of Washington, graduating with a degree in Architecture in 1933. For five years he worked for Billings architect Chandler Cohagen. In 1938, he and Ralph Cushing formed Cushing & Terrell Architects. After the company temporarily closed in 1942, Terrell served in the US Army Air Corps during World War II. Cushing and Terrell enjoyed a long and prosperous business partnership, forming CTA Architects and Engineering in 1969. Terrell died in September 1988.[31]

[29] Montana Secretary of State Business Services Bureau; "Make Your Mark, Branding Wall Helps Motel Fete Birthday," *The Billings Gazette*, 19 February 2000; "Billings Newest Hotel Reflects Spirit of West," *The Billings Gazette*, 15 February 1951.

[30] "Everett O. Terrell." *Billings Gazette*, 29 September 1988; US Census Records, 1910-1930; Billings City Directories, 1930-1970.

[31] Copies of the plans of the motel are stored at the Dude Rancher Lodge and at CTA Architects-Engineers in Billings. "Terrell," *Billings Gazette*, 29 September 1988; US Census Records; Billings City Directories.

Dude Rancher Lodge
Name of Property

Yellowstone County, MT
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

Previous documentation on file (NPS):

____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:

_x_State Historic Preservation Office
____Other State agency
____Federal agency
____Local government
____University
____Other
Name of repository:

Please see Continuation Sheets

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 2.5
(do not include previously listed resource acreage)

UTM References
(Place additional UTM references on a continuation sheet)
NAD 27

	Zone	Easting	Northing		Zone	Easting	Northing
1	12	693659	5072914	3			
2				4			

Verbal Boundary Description (describe the boundaries of the property)

The Dude Rancher Lodge is located in the SE¼ SE¼ of Section 32, T1N, R26E. It is occupies Lots 13-20 of Block 53 of the Foster Addition to Billings. The motel is located on the east side of North 29th Street between 5th Avenue North on the north and 4th Avenue North on the south.

Boundary Justification (explain why the boundaries were selected)

The boundary includes the footprint of the Dude Rancher Lodge and the parking court. It includes only those lots currently occupied by the motel. The parking lots on the north and south of the motel are not owned by the motel and are not included within the site's boundaries.

11. Form Prepared By

name/title Jon Axline/Historian with contributions by Joan L. Brownell.
organization Montana Department of Transportation date March 22, 2010
street & number 2701 Prospect Avenue telephone (406) 444-6258
city or town Helena state MT zip code 59620-1001
e-mail jaxline@mt.gov

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

  A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items)

Photographs:

Submit clear and descriptive black and white photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property:

City or Vicinity:

County: **State:**

Photographer:

Date Photographed:

Description of Photograph(s) and number:

1 of ___.

Please see Continuation Sheets

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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United States Department of the Interior
National Park Service

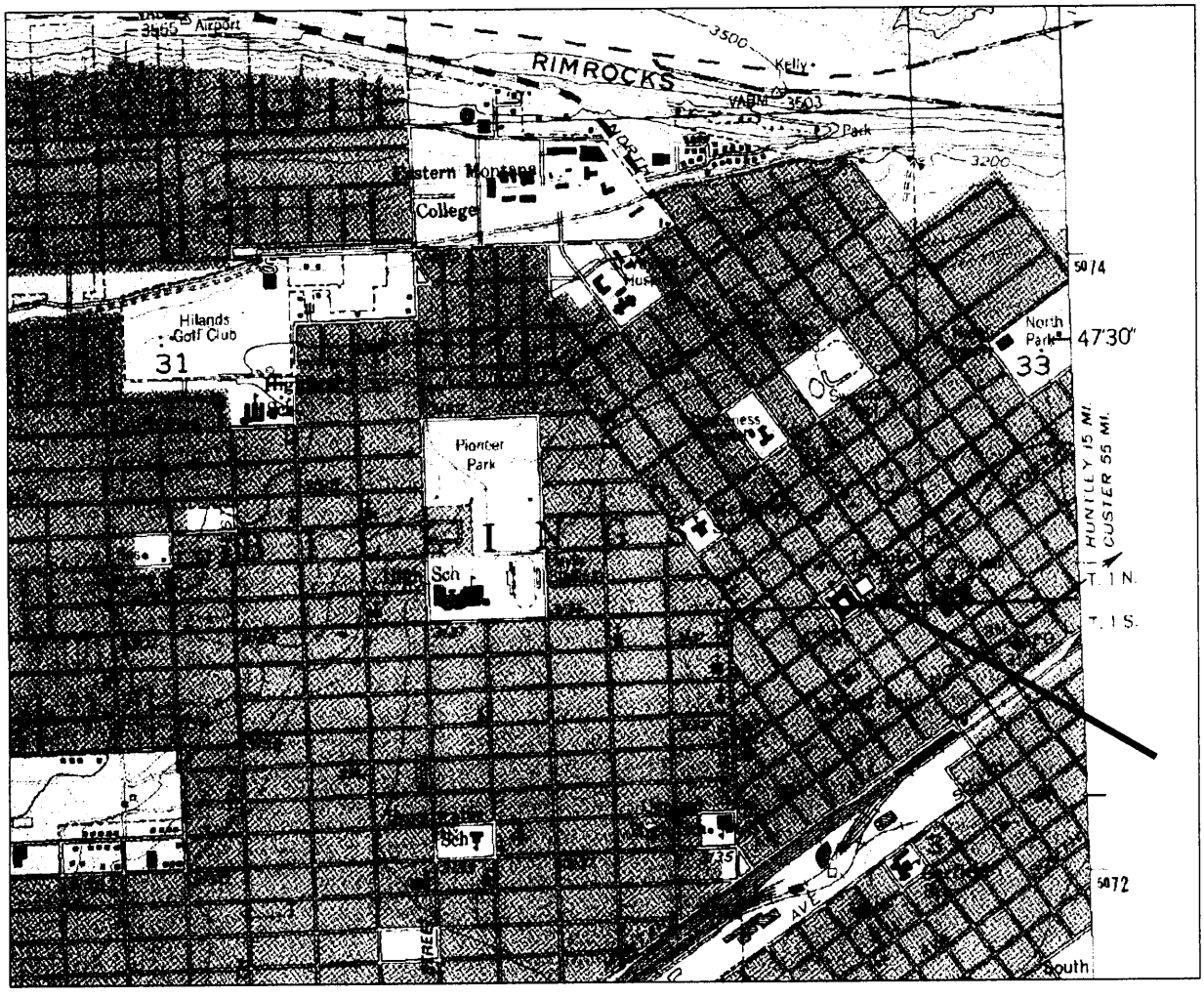
National Register of Historic Places Continuation Sheet

Name of Property: Dude Rancher Lodge (24YL1732)

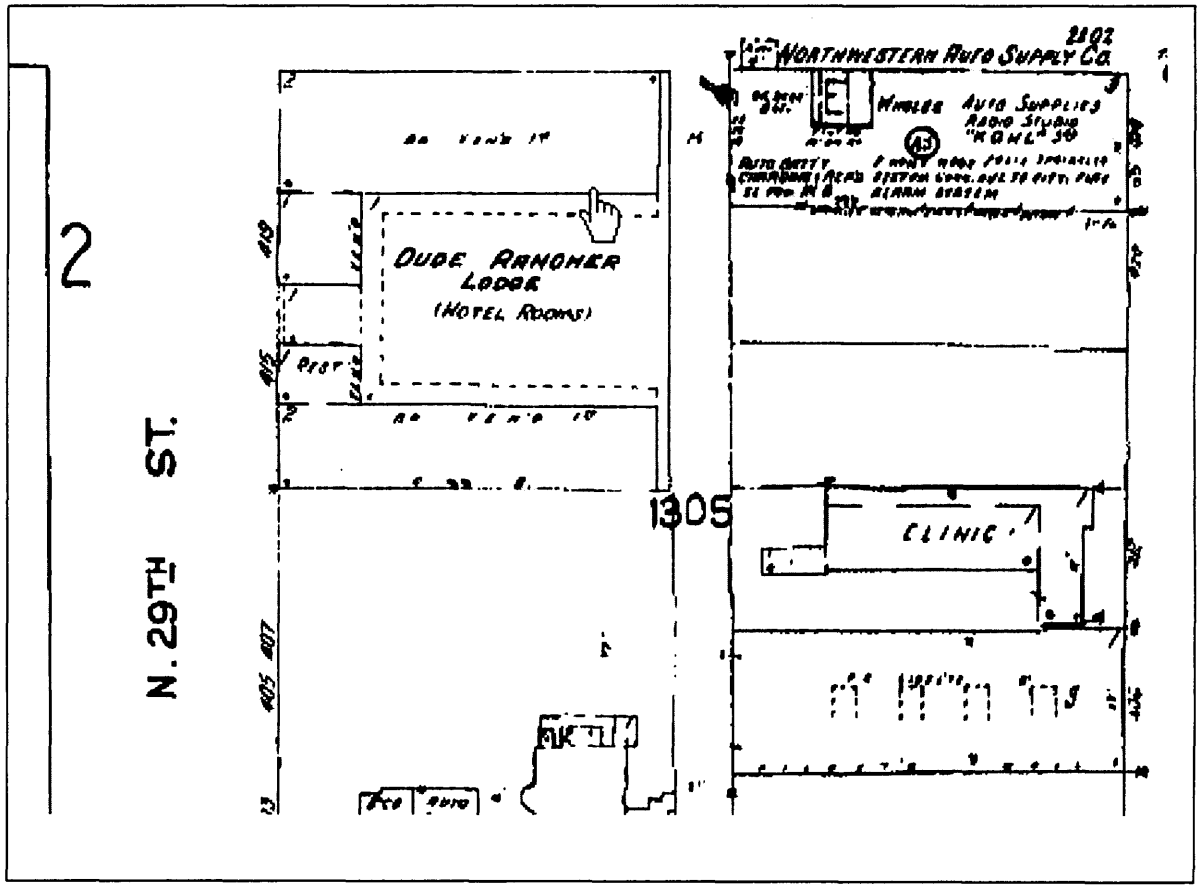
County and State; Yellowstone County, Montana

Name of multiple property listing (if applicable)

Section Number 10 Page 1



Location of the Dude Rancher Lodge. From the Billings West 7.5' Quadrangle map 1957 (Photorevised 1969 and 1975)



Billings Sanborn Map (1958)

Photograph Log

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Overview OF Dude Rancher Lodge. View to the southeast.
Photograph: 0001

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Façade and north wing of Dude Rancher Lodge. View to the northeast.
Photograph: 0002

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Façade and pass-through of Dude Rancher Lodge. View to the east.
Photograph: 0003

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Overview of Dude Rancher Lodge. View to the northeast.
Photograph: 0004

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: South elevation of the Dude Rancher Lodge. View to the northeast.
Photograph: 0005

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Rear façade of south wing of Dude Rancher Lodge. View to the west.
Photograph: 0006

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Rear gateway to parking court at Dude Rancher Lodge. View to the southwest.
Photograph: 0007

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Detail of archway and sign at the Dude Rancher Lodge. View to the southwest.
Photograph: 0008

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Rear façade of north wing at the Dude Rancher Lodge. View to the south.
Photograph: 0009

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: North elevation of north wing of the Dude Rancher Lodge. View to the southeast.
Photograph: 0010

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: North elevation of north wing of Dude Rancher Lodge. View to the east.
Photograph: 0011

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axlinel
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: North elevation of north wing of Dude Rancher Lodge. View to the south.
Photograph: 0012

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: South elevation of north wing of Dude Rancher Lodge. View to the northwest.
Photograph: 0013

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Detail of entries on south wing of Dude Rancher Lodge. View to the south.
Photograph: 0014

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Rear façade of Façade section of Dude Rancher Lodge. View to the south.
Photograph: 0015

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Reception Desk at Dude Rancher Lodge. View to the north.
Photograph: 0016

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Detail of ceiling light in Dude Rancher Lodge lobby.
Photograph: 0017

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Detail of ceiling light in Dude Rancher Lodge lobby.
Photograph: 0018

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Stairway in south wing of Dude Rancher Lodge. View to the south.
Photograph: 0019

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Fire place in lounge area of Dude Rancher Lodge. View to the southeast.
Photograph: 0020

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Lounge area at Dude Rancher Lodge. View to the south.
Photograph: 0021

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Lounge area of Dude Rancher Lodge. View to west.
Photograph: 0022

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Jon Axline
Date of Photograph: January 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Lounge area at Dude Rancher Lodge looking toward reception desk. View to north.
Photograph: 0023

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Detail of ceiling light at The Stirrup coffee shop.
Photograph: 0024

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Detail of ceiling light at The Stirrup coffee shop.
Photograph: 0025

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Second floor hallway in south wing of Dude Rancher Lodge. View to the east.
Photograph: 0026

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Detail of Room 226 at the Dude Rancher Lodge.
Photograph: 0027

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Joan Brownell
Date of Photograph: March 2010
Location of original negative: Montana Department of Transportation. Helena, Montana.
Description and view of camera: Bathroom in Room 226 at the Dude Rancher Lodge.
Photograph: 0028

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Unknown
Date of Photograph: Circa 1951
Location of original negative: Dude Rancher Lodge. Billings, Montana.
Description and view of camera: Historic overview of Dude Rancher Lodge, circa 1951. View to the northeast.
Photograph: 0029

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Unknown
Date of Photograph: circa 1955
Location of original negative: Dude Rancher Lodge. Billings, Montana.
Description and view of camera: Postcard view of the Dude Rancher Lodge, circa 1955. View to the northeast
Photograph: 0030

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Unknown
Date of Photograph: circa 1955
Location of original negative: Dude Rancher Lodge. Billings, Montana.
Description and view of camera: Postcard view of the Dude Rancher Lodge, circa 1955. View to the northeast.
Photograph: 0031

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Unknown
Date of Photograph: Circa 1960
Location of original negative: Dude Rancher Lodge. Billings, Montana.
Description and view of camera: Postcard view of the Dude Rancher Lodge, circa 1960. View to northeast.
Photograph: 0032

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Unknown
Date of Photograph: circa 1955
Location of original negative: Dude Rancher Lodger. Billings, Montana.
Description and view of camera: Postcard view of lobby and lounge at Dude Rancher Lodge. View to south.
Photograph: 0033

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Unknown
Date of Photograph: Circa 1951
Location of original negative: Dude Rancher Lodge. Billings, Montana.
Description and view of camera: Historic photograph of interior of The Stirrup coffee shop, circa 1951.
Photograph: 0034

Name: Dude Rancher Lodge (24YL1732)
County and State: Yellowstone County, Montana
Photographer: Unknown
Date of Photograph: circa 1955
Location of original negative: Dude Rancher Lodge. Billings, Montana.
Description and view of camera: Postcard view of interior of room 102 at the Dude Rancher Lodge, cica 1955. View to the south.
Photograph: 0035

Photo 0001. Overview of Dude Rancher Lodge. View to the southeast.

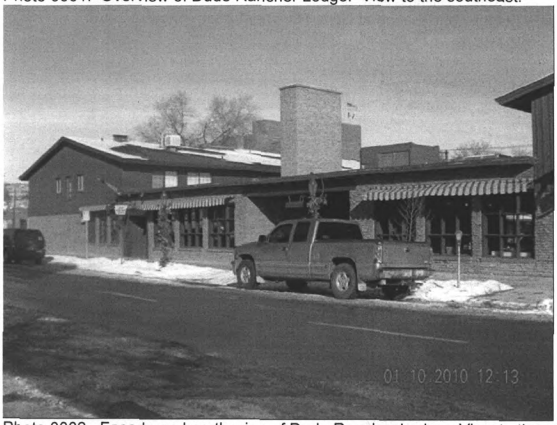


Photo 0002. Façade and north wing of Dude Rancher Lodge. View to the northeast.

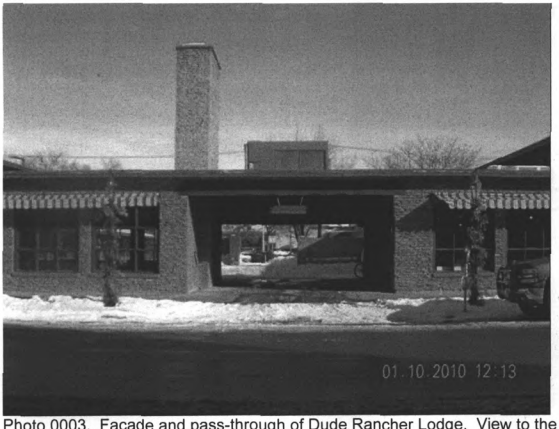


Photo 0003. Façade and pass-through of Dude Rancher Lodge. View to the east.

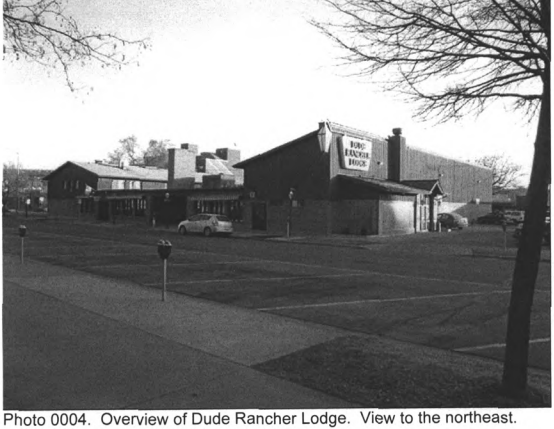


Photo 0004. Overview of Dude Rancher Lodge. View to the northeast.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property: Dude Rancher Lodge (24YL1732)

County and State; Yellowstone County, Montana

Name of multiple property listing (if applicable)

Photo 0005. South elevation of the Dude Rancher Lodge. View to the northwest.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property: Dude Rancher Lodge (24YL1732)

County and State: Yellowstone County, Montana

Name of multiple property listing (if applicable)

Photographs Page 11

Photo 0006. Rear façade of south wing of Dude Rancher Lodge. View to the west.

Photo 0007. Rear gateway to parking court at Dude Rancher Lodge. View to the southwest.

Photo 0008. Detail of gateway arch and sign at the Dude Rancher Lodge. View to the southwest.

Photo 0009. Rear façade of north wing at Dude Rancher Lodge. View to the south.

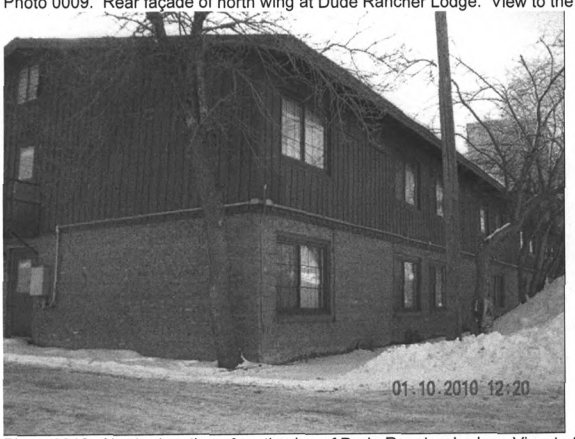


Photo 0010. North elevation of north wing of Dude Rancher Lodge. View to the southeast.

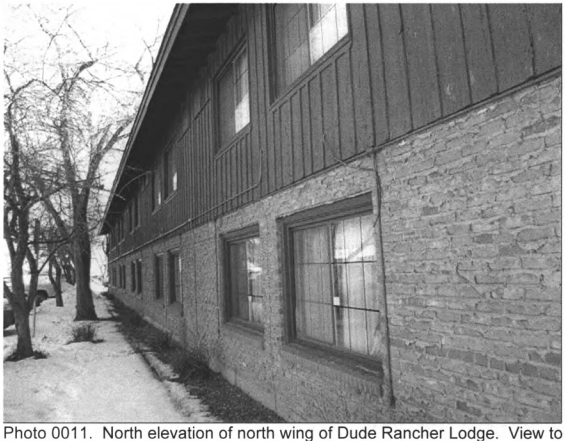


Photo 0011. North elevation of north wing of Dude Rancher Lodge. View to the east.

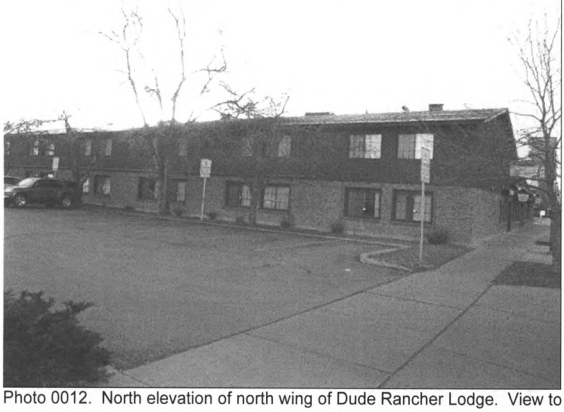


Photo 0012. North elevation of north wing of Dude Rancher Lodge. View to the south.

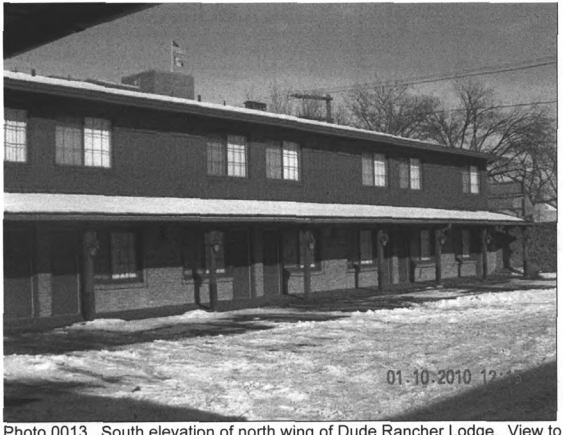


Photo 0013. South elevation of north wing of Dude Rancher Lodge. View to the northwest.

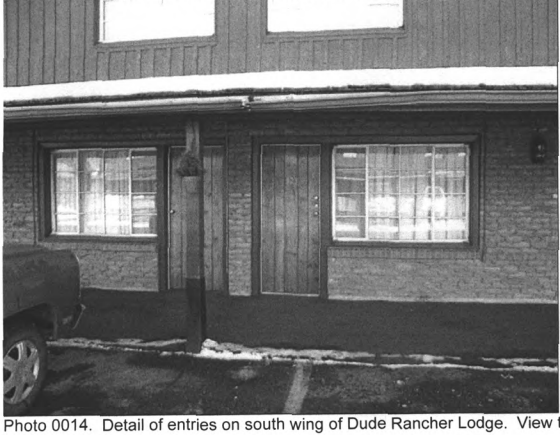


Photo 0014. Detail of entries on south wing of Dude Rancher Lodge. View to the south.

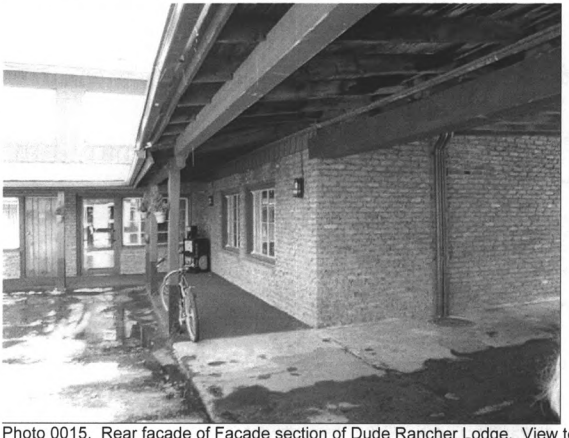


Photo 0015. Rear façade of Façade section of Dude Rancher Lodge. View to the south.

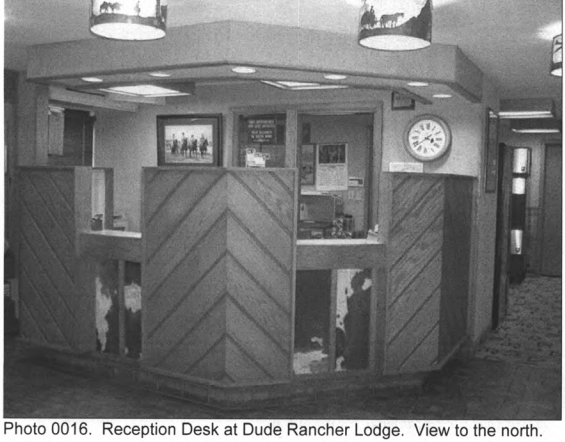


Photo 0016. Reception Desk at Dude Rancher Lodge. View to the north.

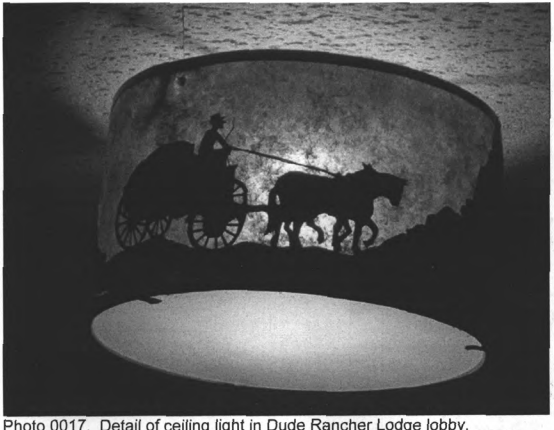


Photo 0017. Detail of ceiling light in Dude Rancher Lodge lobby.

Photo 0018. Detail of ceiling light in Dude Rancher Lodge lobby.

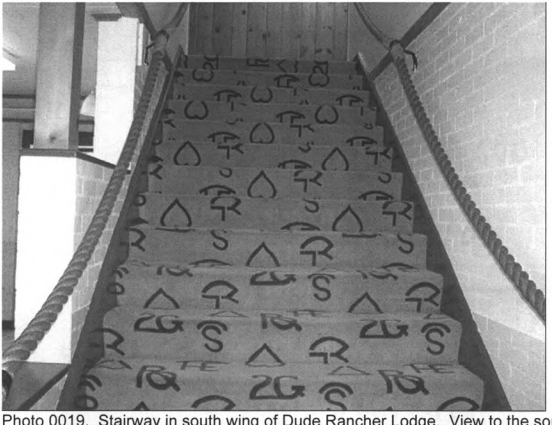


Photo 0019. Stairway in south wing of Dude Rancher Lodge. View to the south.

Photo 0020. Fire place in lounge area of Dude Rancher Lodge. View to the southeast.

Photo 0021. Lounge area at Dude Rancher Lodge. View to the south.

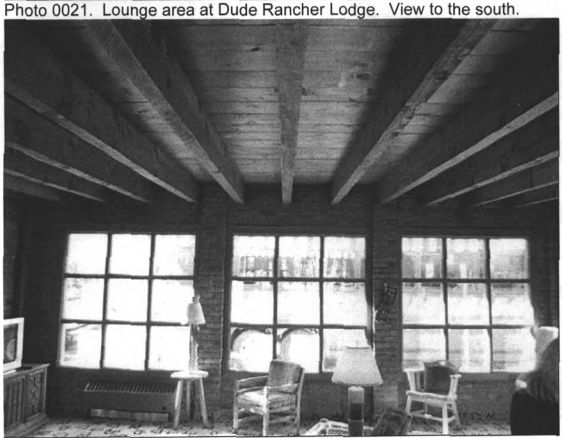


Photo 0022. Lounge area at Dude Rancher Lodge. View to the west.

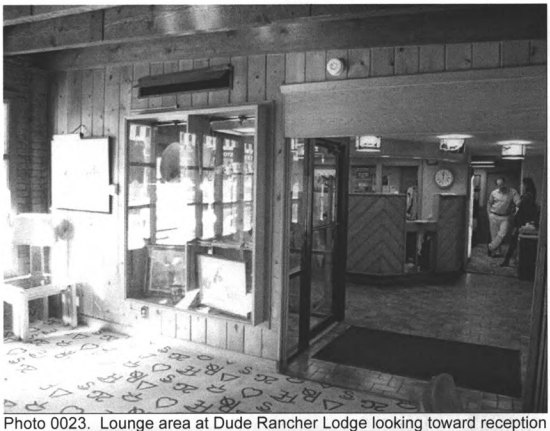


Photo 0023. Lounge area at Dude Rancher Lodge looking toward reception desk. View to the north.

Photo 0024. Detail of ceiling light at The Stirrup coffee shop.

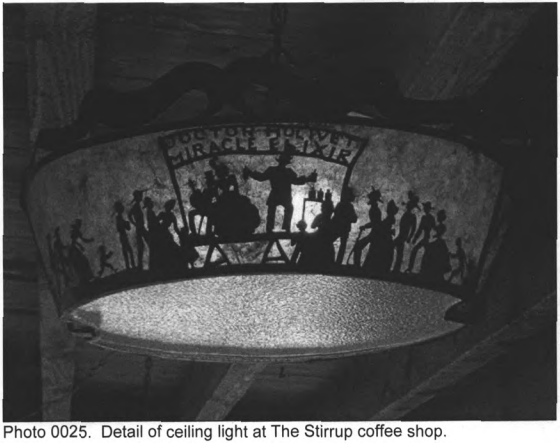


Photo 0025. Detail of ceiling light at The Stirrup coffee shop.

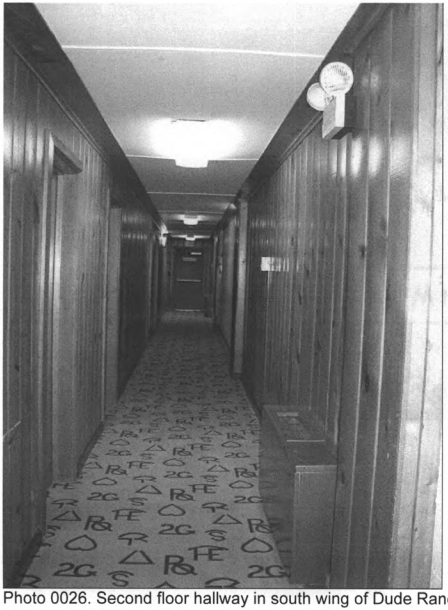


Photo 0026. Second floor hallway in south wing of Dude Rancher Lodge. View to the east.

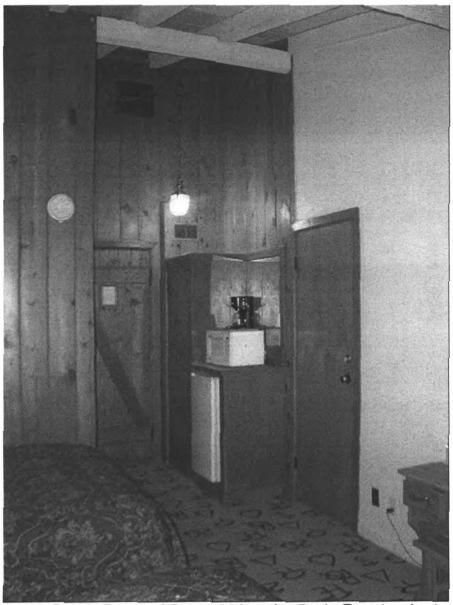


Photo 0027. Detail of Room 226 at the Dude Rancher Lodge.

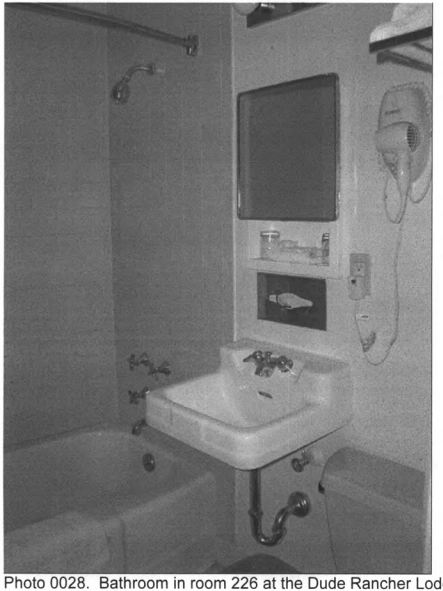


Photo 0028. Bathroom in room 226 at the Dude Rancher Lodge.

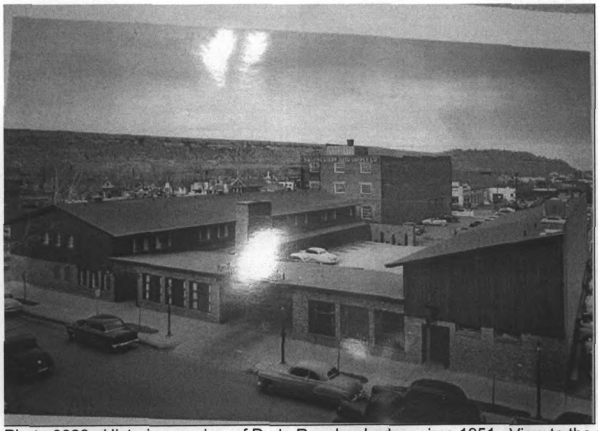


Photo 0029. Historic overview of Dude Rancher Lodge, circa 1951. View to the northwest.

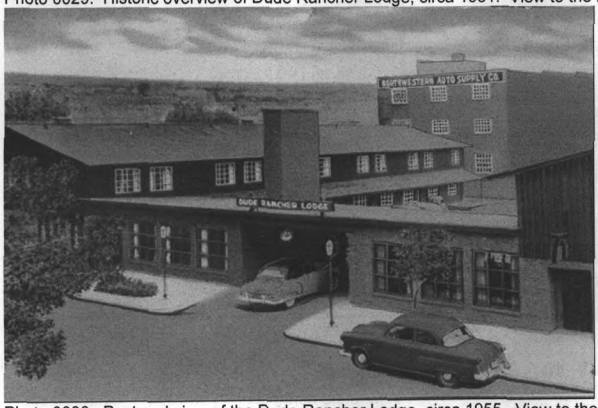


Photo 0030. Postcard view of the Dude Rancher Lodge, circa 1955. View to the northwest.

Photo 0031. Postcard view of the Dude Lodge, circa 1955. View to the northeast.

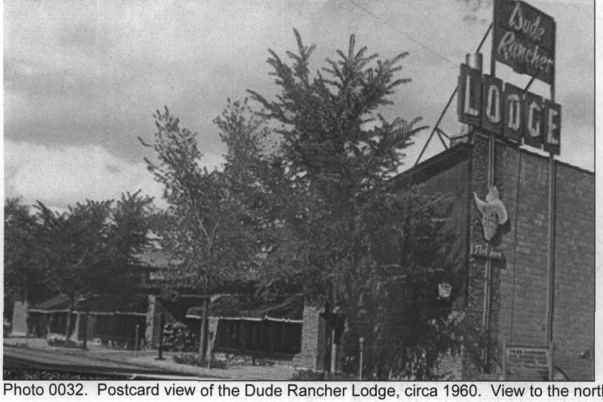


Photo 0032. Postcard view of the Dude Rancher Lodge, circa 1960. View to the northeast.

Photo 0033. Postcard view of lobby and lounge at the Dude Rancher Lodge. View to the south.

Photo 0034. Historic photograph of interior of The Stirrup coffee shop, circa 1951.

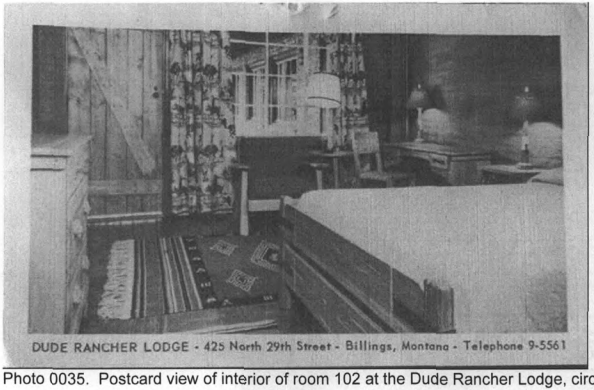


Photo 0035. Postcard view of interior of room 102 at the Dude Rancher Lodge, circa 1955. View to the south.