NPS Form 10-900
OMB No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

78

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.

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

1. Name of Property

Historic name: Yodeler Motel
Other names/site number: O'Shea Apartments/Cress Apartments/24CB2207
Name of related multiple property listing:
N/A
(Enter "N/A" if property is not part of a multiple property listing

2. Location

Street & number: 601 South Broadway Avenue
City or town: Red Lodge State: MT County: Carbon
Not For Publication: ☐ Vicinity: ☐

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

Applicable National Register Criteria:

_X__A ___B _X__C ___D

Mark F. Baumler / SHPO — 2/6/2014
Signature of certifying official/Title: **Date**

MONTANA STATE HISTORIC PRESERVATION OFFICE
State or Federal agency/bureau or Tribal Government

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

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

4. National Park Service Certification

I hereby certify that this property is:

__✓__ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:) _____

for Edson H. Beall 3.26.14

Signature of the Keeper Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	[x]
Public – Local	[ ]
Public – State	[ ]
Public – Federal	[ ]

Category of Property

(Check only **one** box.)

Building(s)	[x]
District	[ ]
Site	[ ]
Structure	[ ]
Object	[ ]

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

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1	0	Total

Number of contributing resources previously listed in the National Register _____

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6. Function or Use
Historic Functions
(Enter categories from instructions.)
DOMESTIC: multiple dwelling - apartment building
DOMESTIC: hotel - motel
COMMERCE/TRADE: specialty store - grocery

Current Functions
(Enter categories from instructions.)
DOMESTIC: hotel - motel

7. Description

Architectural Classification
(Enter categories from instructions.)
OTHER: No-Style

Materials: (enter categories from instructions.)
Principal exterior materials of the property: BRICK, CONCRETE, WOOD, METAL

Narrative Description
(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph
The Yodeler Motel is a one-story, No-Style commercial building constructed in 1909 and remodeled in the early 1960s to its present appearance. The building originated as an apartment building for coal miners and laborers in Red Lodge, but later adapted for use as a motel. The building retains characteristics from both functions. The Yodeler Motel sits on the southwest quadrant of the intersection of South Broadway Avenue and 17th Street in Red Lodge. The building sports a Chalet-style gable-front on the north end that currently houses the motel's reception area and business office. The guest rooms extend in a wing to the south. Entries to the fourteen main floor rooms are gained from both the façade (east) and the rear façade (west), while entry into the ten basement rooms occur entirely from the west. The setting of the property remains essentially the same since 1963 with the 1920 Roosevelt School directly across 17th Street to the north, a small residence built in 1900 to the south, and four residences constructed between 1905 and 1925 across South Broadway to the east. Historic-age residences are located across the alley to the west of the motel. Two historic motels sit in proximity to the Yodeler: the old Crossers Auto Court motel directly across South Broadway Avenue to the east and the 1940 Harley's Cottages & Motel (later Eagles' Nest Motel) across South Broadway to the southeast. Both motels are currently not open for business and show deterioration.

Significant features of the motel include the Chalet-style office section on the north end of the building, the painted white brick walls, the distinctive entry-window-entry fenestration, and the historic signage advertising the business. The building represents an adaption of the original apartment complex to a late twentieth century motel to take advantage of the expanding resort

trade in Red Lodge after the completion of the Beartooth Highway in 1936, the end of World War II in 1945, and the resurgence of tourism in Yellowstone National Park and improvements made under the federal government's Mission 66 program.

Narrative Description

The Yodeler Motel is a one-story No-style style building originally constructed as a residential apartment house in 1909 and remodeled as a motel in 1961. The rectangular footprint of the building is oriented north and south and faces east onto Broadway Avenue in Red Lodge. Brick comprises the main section of the building, while an addition and hot tub shelter are composed of wood. The building rests on a concrete foundation and has a partial daylight basement. A saltbox roof sheathed in corrugated metal that obscures some of the original architectural features covers the long rectangular mass of the building. Two recently added solar panel units sit on the roof of the motel. Parapets occur on the north and south elevations of the building. The decorative brick cornice is still visible on the north elevation's parapet. The Yodeler Motel currently features fourteen guest rooms on the main floor and ten rooms in the basement. A laundry room is centrally located on the main floor of the building. The roof eaves extend to shelter the east and west entries of the guest rooms. The entry porch roof extensions display exposed ceiling joists, decorative barge boards, and brackets to provide the impression of a Bavarian ski chalet; wood posts support the extended eaves. The main floor porches are reached by wood steps with decorative scroll-sawn balusters on the east and west. The walkways and porches exhibit wood handrails and scroll-sawn balusters. Concrete steps in concrete wells provide access to the basement rooms. The office, located at the north end of the structure, projects to the east. It sports an extended gable roof that provides shelter to guests and their automobiles while checking into the motel. A small, non-historic hot tub addition attaches to the south of the west side (rear) of the motel.

The guest rooms on the east façade of the building show seven sets of paired entries. Each pair of entries is reached by wood steps and a small landing and each entry contains a solid wood door. Each of eight guest units contains a large fixed glass window on the wall adjacent to the entry, and six have a fixed glass windows immediately adjacent to the entry. All units possess interior/exterior air conditioning units. The basement units on the façade are semi-daylight with window wells; each well displays a segmentally-arched lintel and casement windows.

In 1961 and 1962, Al Sloulin remodeled the building to its existing appearance. Sloulin constructed the large, open east-west gable roof shelter which projects east off the north end of the east façade in 1962; it serves as a drive through/parking stall for customers registering in the motel office. Wood posts support the shelter. Wood shingles cover the shelter's gable roof which exhibits exposed rafters and scrolled barge boards. A neon motel sign and vacancy sign extends from the gable-end. An illuminated plastic "Yodeler" sign in the shape of a shield also projects from the gable-end. Two concrete planters sit adjacent to the support posts at the east end of the shelter. The slightly eastern projecting exterior of the stuccoed office section, under the west end of the gable roof, features decorative exposed timbering. The office entry is reached by concrete steps that extend along the section.

The south end of the office section contains the entry which sports three large plate glass windows and a full-length three-light fixed window north of the entry. A ten-light fixed transom boasting translucent yellow glass extends along the office façade. All windows associated with the office display decorative scrolled mullions

No window or door openings occur on the north and south elevations of the building. A residence sits immediately adjacent to the Yodeler on the south. Although it appears connected, it only abuts the building, but doesn't share a wall with the motel. A sign reading "Yodeler" in stylized Bavarian-style script is attached to the north elevation as is the ADA ramp to the office entry.

The west façade (rear) of the motel contains fourteen entries on the main floor, each with an adjacent 1/1 double-hung window. A full-length covered walkway extends along this façade. Wood steps access the walkway on the north and the west. Like the east façade, each entry features a solid wood door. Concrete steps access the ten basement guest rooms. The narrow basement entries consist of a wood door with a single fixed light; basement entry lintels are segmentally arched. Metal pipe railings enclose each basement entry well. Four casement windows are tucked up under the wooden walkway. An entry into the ski wax room and an entry into the office section occur at the north end of the west façade. A covered hot tub shelter is situated at the south end of the rear façade and projects to the west.

The Yodeler Motel displays minimal landscaping. The rear (west) consists of the facility's parking lot.

Interior

All 24 of the motel guest rooms have been remodeled since 1962. The rooms are simple and lack any distinctive features. The office/reception area, however, has not been altered since its construction in 1962. It features open beam ceilings, a flagstone fireplace with a distinctive clock embedded in the overmantel with "The Yodeler" functioning as clock numbers. The clock also appears to be made of stone. Walls in the office area feature distinctive varnished tongue-and-groove pine to give the appearance of a Bavarian chalet. The reception desk, which sports an upholstered facing below the desk, sits to the left as one enters the office. The interior sports a ski motif keeping with the theme of the motel.

Integrity

The Yodeler Motel retains good integrity. It sits at its original location and displays the configuration established in 1961/1962 when Al Sloulin converted the apartment building into a motel. The walkways, room entries, fenestration and decorative details remain intact. The Yodeler Motel of today strongly resembles its original appearance and incorporates features of the original architectural design of the building and the motel conversion. Some features of the building's operation as an apartment complex remain visible, including the fenestration and some of the brick detailing on the north. The setting of the property also remains intact as it is bounded on the north, south, and west by historic buildings. The materials, workmanship, and feeling as a motel, and the association with Red Lodge's function as a resort community are very much in evidence. The building's roof was recently replaced with a metal roof. It does, however, mimic the appearance of the earlier roof.

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.)

[ ] A. Owned 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
Architecture

Period of Significance
_1909 - 1963_____
_____
_____

Significant Dates
_1909, 1961, 1962____
_____
_____

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

Cultural Affiliation
_____
_____
_____

Architect/Builder
_Al Sloulin (Yodeler Motel, 1961-1963)
_Daniel O'Shea (apartment building, 1909)
_____

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Yodeler Motel is eligible for listing in the National Register of Historic Places under criteria A and C at a local level of significance. Under Criterion A, the Yodeler Motel was originally constructed as an apartment building in 1909 and converted to use as a motel in 1961 and 1962. The building provided housing to the city's coal miners and laborers for many years before it began a new life as a motel when Red Lodge became an important resort community in south central Montana. It occupies a prominent place on Red Lodge's main street, which provides access to the Red Lodge Mountain ski area, the Beartooth Highway, and Yellowstone National Park. The Yodeler also represents the early years of automobile tourism and the golden age of motels.

Never a franchise operation, its current design reflects its origin as a privately owned "mom and pop" operation. The Yodeler looks much as it did when remodeled into a motel in the early 1960s. The conversion of the apartments using the original building footprint, into a motel resembling a Bavarian ski chalet was, and is, unique in the town of Red Lodge. The Bavarian

chalet influence includes the steeply pitched gable roof with automobile shelter on the façade, faux exposed timbering and the scrolled barge boards and balusters. The original 1909 fenestration of the apartment building remains. The Yodeler Motel represents one of the more unique and visible lodgings on Red Lodge's main street. Thus, the Yodeler is also eligible for the National Register under Criterion C.

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

The Yodeler Motel is eligible for listing in the National Register of Historic Places under Criterion A for its association with the early industrial history of Red Lodge and for its later manifestation as a resort/tourism community after World War II. Built in 1909 and remodeled to its existing appearance in the early 1960s, the Yodeler initially functioned as an apartment building until adapted for use as a motel in the early 1960s. It serves as a good example of adaptive reuse as Red Lodge's economy transitioned from its origins as a coal mining camp to a largely resort community beginning in the 1930s. The Yodeler Motel represented one of ten motels and cabin camps in Red Lodge in 1964. Indeed, three motels and a cabin camp operated in its immediate proximity for a time in the late 1960s. Red Lodge served as a gateway community for Yellowstone National Park via the nationally significant Beartooth Highway, and for recreational opportunities in the vicinity of the city, such as nearby Red Lodge Mountain Resort, which opened in 1960. The present incarnation of the Yodeler Motel, remodeled to provide the appearance and feeling of a Bavarian ski chalet, intended to capitalize on the alpine beauty of the nearby Beartooth Mountains, tourism, and the ski resort.

The building is also eligible for listing in the National Register of Historic Places under Criterion C as an important example of merging two distinct architectural styles into a cohesive unit that makes the best use of both styles to advertise it as a motel geared to the area's scenic and recreational opportunities. The building retains integrity of design in its early 1960s incarnation as a motel. Detailing associated with its earlier function as an apartment building (brick walls, entry-window-entry fenestration, simple rectangular plan, rough concrete foundation) meld with the current function (Chalet-style office, exposed timbering, scrolled barge boards, neon and free standing signage). No significant changes have occurred to the exterior of the motel since the early 1960s and it remains a unique example of a stylized Bavarian chateau motel in Red Lodge. In fact, the Yodeler is the only example of a "theme" motel in the community. The setting of the property has not changed since the 1940s. The motel is a unique representative of a time of significant economic growth for Red Lodge as its economy became firmly reliant on the Beartooth Highway, and the tourism and resort business in the post-World War II years.

History

The Rock Creek Valley of south central Montana is part of the aboriginal territory of the Apsaalooke (Crow) Indians. Arapooish, an Apsaalooke chief described Crow Country as "a good country because the Great Spirit had put it in exactly the right place." The Mountain Crow division of the Apsaalooke came to live in northern Wyoming and southeastern Montana over 500 years ago, possibly earlier. The Mountain Crow ranged as far east as the Powder River and as far west as the Yellowstone River and depended on the availability of game and edible plants.

The 1851 Fort Laramie Treaty designated Crow Territory to encompass all lands south of the Musselshell River between the headwaters of the Yellowstone River to the west, the headwaters of the Powder River to the east and the main ridge of the Wind River Mountains in Wyoming as its south boundary. After the discovery of gold in southwestern Montana in the early 1860s, continuous pressures by non-Indians resulted in several reductions to the original Crow Indian Reservation boundaries. The second Fort Laramie Treaty in 1868 reduced Crow Territory by removing all lands in Wyoming and north of the Yellowstone River and making the eastern boundary the divide between the Big Horn and Rosebud rivers, restricting the Crow to approximately eight million acres. An 1880 agreement ratified in 1882 eliminated all Crow lands west of the Boulder River. In this same agreement, the Crow ceded a wide strip of land that extended from the Boulder to the Clarks Fork of the Yellowstone encompassing the Rock Creek valley. The 1882 agreement allowed for the development of coal deposits located within the ceded strip. Pressure placed on the Crow Indians by mining, railroad and cattle interests resulted in Congress removing the area east of the Boulder River to the present Crow Indian Reservation's western boundary in 1893.[1]

James "Yankee Jim" George discovered extensive coal deposits in the upper Rock Creek drainage in 1866. Its remoteness, lack of a market for the product, and location within the Crow Reservation, delayed its exploitation for over two decades. In 1887, a cartel of Bozeman and Helena businessmen formed the Rocky Fork Coal Company to mine the fossil fuel at the site of a tiny stage stop settlement on the Meteetsee Trail called Red Lodge. By late 1887, the company's owners made an arrangement with the Northern Pacific Railway (NPRR) to construct a branch line from Laurel, 44 miles south to Red Lodge and the coal mines. Completed in April 1889, the Rocky Fork & Cooke City Railway sparked an expansion of coal mining in the region, especially after the line was acquired by the NPRR the following year. The boom was further augmented in 1892 when the Crow Tribe formally ceded the region from its reservation, thereby opening up the territory surrounding Red Lodge to agricultural development. Much of the coal mined at Red Lodge was utilized by the NPRR and, later, the Anaconda Copper Mining Company (ACM).[2]

Red Lodge originated as a stage stop on the Meteetsee Trail in 1884. The establishment of the Rocky Fork Coal Company mines on the east and west benches bracketing Rock Creek along with the arrival of the railroad sparked a boom in the settlement by 1888. The railroad brought hundreds of immigrants and their families to the remote community to mine coal, thereby creating a working class, cosmopolitan town rich in its ethnic diversity. By 1900, Red Lodge boasted a population of 2,152 Americans, English, Irish, Germans, Italians, Slavs, and Finns, the largest ethnic group in the community. The different groups lived in separate neighborhoods, but

[1] Little Big Horn College, "Apsaalooke Writing Tribal Histories Project," obtained at http://lib.lbhc.cc.mt.us/history; Charles J. Kappler, ed. and comp. *Indian Affairs: Laws and Treaties 2 vols.,* 2 (Washington, DC, 1904), 594-596. Crow treaties and agreements are available at http://www.digital.library.okstate.edu/kappler/. For a discussion of reductions to the Crow Reservation, see William M. Brooke, "A Contest over Land: Nineteenth Century Crow-White Relations," *Montana Vistas: Selected Historical Essays* ed. Robert Swartout, Jr., (Washington, DC, 1981), 1-24 and Burton M. Smith, "Politics and the Crow Indian Land Cessions, 1851-1904," *Montana, The Magazine of Western History* 36 (Autumn 1986), 24-37; Michael P. Malone, Richard B. Roeder and William L. Lang, *Montana: A History of Two Centuries*, (Seattle: University of Washington Press, 1991), 122-123).

[2] Jon Axline, Cultural Resource Inventory and Evaluation: Bearcreek – East & West [S-RS 308-1(1)8], Montana Department of Highways, 1991, 4-5; Shirley Zupan and Harry J. Owens, *Red Lodge: Saga of a Western Area*, (Red Lodge: Carbon County Historical Society, 1979), 9-10, 20, 22, 38-39, 47-49; Albert L. Babcock, *An Illustrated History of the Yellowstone Valley*, (Spokane: Western Historical Publishing, 1907), 234-235; Jon Axline, "Something of a Nuisance Value: the Montana, Wyoming & Southern Railroad, 1905 – 1953," *Montana The Magazine of Western History*, 40:4, (Winter 1999), 51; *Red Lodge Picket*, February 1907.

the men worked together underground in the coal mines. The expansion of NPRR and ACM operations in the early twentieth century resulted in the continued growth of Red Lodge as the increasing demand for coal maintained the city's boom economic conditions. By 1910, the population of Red Lodge more than doubled to 4,860 people. The demand for Red Lodge coal steadily increased until 1919, when a series of strikes, coupled with an economic depression, initiated a decline in the demand for Red Lodge coal. Beginning in 1923, the Northern Pacific Railway obtained much of its coal from strip mines in southeastern Montana. The Rocky Fork Coal Company's West Side Mine closed in 1924. The East Side Mine shut down six years later in 1930. The closure of the coal mines on the east and west benches in Red Lodge during the 1920s caused a sharp economic downturn in the formerly prosperous community. Many of the miners went to work in the nearby Bear Creek coal field or began working on road construction projects in the area. The most notable of these was the Beartooth Highway, constructed from 1931 to 1936. Red Lodge, however, remained an important rail shipping point and trading center for area farmers and ranchers and for the nearby coal mines in the Bear Creek drainage.[3]

Red Lodge's economy began to change in the 1930s. Once located at the end of the highway and the railroad branch line, the city acquired an outlet in 1936 with the completion of the Red Lodge-Cooke City (Beartooth) Highway (24CB1964/24PA1255/48PA2310). The highway, one of the most scenic in the United States, provided a spectacular journey across the Beartooth Plateau to Cooke City and the northeast entrance to Yellowstone National Park. The opening of the highway made Red Lodge an important tourism center as motorists from all over the country flocked to the area to experience the highway. Red Lodge's ethnic diversity remained intact even as the economy transformed from one based on coal to one based more on agriculture and tourism. That diversity was celebrated in the establishment of the Festival of Nations in 1952, an important tourist draw to the area. The economy was further augmented by the establishment of the Red Lodge ski hill in 1960. Today, Red Lodge is the county seat of Carbon County and has a solid economy based on agriculture, recreation, and tourism.[4]

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 began 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

[3] *Montana Place Names From Alzada to Zortman: A Montana Historical Society Guide*, (Helena: Montana Historical Society Press, 2009), 221-22; US Census Records, 1900-1920; Don Spritzer, *Roadside History of Montana*, (Missoula: Mountain Press Publishing Company, 1999), 349-50, 380-81; Zupan and Owens, *Red Lodge*, 30-39, 169-70; Malone, et al, *Montana*, 339; Bill and Jan Taylor, *The Northern Pacific's Rails to Gold and Silver: Lines to Montana's Mining Camps*, vol. II (Missoula: Pictorial Histories Co., Inc., 2008), 28-29.

[4] Spritzer, *Roadside History of Montana*, 351-52; Zupan and Owens, *Red Lodge*, 171, 226, 276-77.

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. 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 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 began 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.[5]

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 conducted mostly done outside. The cabins were usually scratch-built by their owners, although several companies provided cabin camp kits. Montana cities such as Bozeman, Havre, and Shawmut sported cabin camps. The cabin camp industry proved lucrative 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 represented 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, which catered to motorists. By 1935, nearly 10,000 cabin camps existed 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*.[6]

In the late 1930s and early 1940s, cabin camps evolved into the more substantial cottage courts, an early form of the modern motel. Cottages proved more durable, larger, and winterized so that the business could operate 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 open space often occurred 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." Red Lodge boasted at least two cottage camps in the 1930s: Harley's Cottages & Motel and Crosser's Auto Court, both now closed.[7]

[5] 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.

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

[7] Jakle, et al., *Ibid*, 41-43.

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, the number of older, smaller family-operated tourist courts began to disappear in favor of the larger franchise motel businesses, such as Holiday Inns. The dramatic increase in the number of motels occurred as more Americans found 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 complexes also increased and became more accommodating to the mobile population. One constant, however, was that most motels remained small mom-and-pop operations with each motel a representative of the tastes of their owners, who understood of what attracted guests. Hence the Yodeler Motel in Red Lodge reflected the interests of its owner providing tourists a taste of the Bavarian Alpine motif.[8]

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."[9]

Motel design continually evolved during the post-World War II period. Motor Inns began appearing in the 1950s. They occurred mostly in metropolitan areas, either in downtowns, 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 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.[10]

Motels in Red Lodge

The Beartooth Highway, reputedly the most scenic in the lower forty-eight states, provided a direct connection to the northeast entry to Yellowstone National Park from Red Lodge. Consequently, tourism boomed in the Red Lodge area and the city found new life catering to

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

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

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

thousands of visitors each year. While many sought accommodations at dude ranches and National Forest Service campgrounds, others took advantage of the hotels and cabin camps in Red Lodge. With the end of World War II, a new wave of automobile tourists began to visit the community. In 1960, five motels served Red Lodge. Just four years later, that number doubled to ten, including the Yodeler Motel. None were franchise chains. All privately owned, they all featured themes that complemented their association with the American West and the alpine area surrounding Red Lodge. Unlike the other motels in town, the Yodeler Motel was the first in the community to associate itself with skiing at the recently opened Red Lodge Mountain Resort.[11]

The Yodeler Motel

The Yodeler Motel building first appears on the 1912 Sanborn fire insurance map. It is shown as a brick 8-unit apartment building (no indication regarding the possibility of basement apartments). The units faced east onto Broadway Avenue and each featured an open-air porch centrally located on the façade and small entry vestibules on the rear (west). No changes occurred on the 1927 Sanborn map. By 1940, a reduction in the number of apartment units to seven occurred and a grocery established in the northernmost apartment unit.[12]

In January 1909, Eleanor O'Shea purchased this property from the Rocky Fork Town & Electric Company. Born in Ireland, Eleanor immigrated to the United States in 1880 and married Daniel O'Shea in Red Lodge in 1901. O'Shea, also an Irish emigrant, came to Red Lodge to work in the coal mines in 1887 shortly after the Rocky Fork Coal Company opened the mine on the east bench. He became the company's paymaster and bookkeeper in 1893 and, by 1902, branched into several other entrepreneurial ventures in Red Lodge. In addition to building several houses in the community, he also built the brick building containing the Carbon County Mercantile Company and also served as a director of the Carbon County Bank. Importantly, at the time Eleanor purchased the four lots at the southwest corner of Broadway Avenue and 17th Street, Daniel served as president of the Rocky Fork Town & Electric Company. It is likely Eleanor owned the property in name only.[13]

The brick apartment building that now houses the Yodeler Motel was probably built in 1909. In 1909, the Rocky Fork Coal Company opened a second mine on the west bench above Red Lodge and the city began installing a sewer system. The events sparked a building boom in Red Lodge. The *Red Lodge Republican Picket* often reported on the city's building boom in 1909, but failed to specifically name any buildings under construction.[14] Local lore claims that the apartments, located in the Yugoslavian section of Red Lodge, were built specifically to provide housing for Serbo-Croatian miners employed at the nearby Rocky Fork Coal Company mine. The Polk Directories for the period 1909 to 1919 bear this out as mostly Serbo-Croatian miners employed

[11] Montana Historical Society, *Montana Place Names*, 13-14; Billings and Southeastern Montana Telephone Directories, 1960-1965.

[12] Sanborn Fire Insurance Maps 1912, 1927, 1940, viewed at www.sanborn.umi.com.

[13] Deed Book 13: 539, Clerk and Recorders Office, Carbon County Courthouse, Red Lodge, Montana; U. S. Census Records, 1900-1920, viewed at www.ancestry.com; Shirley Zupan and Harry C. Owens, *Red Lodge: Saga of a Western Area*, (Red Lodge: Carbon County Historical Society, 1979), 368; *Progressive Men of the State of Montana*, (Chicago: A. W. Bowen & Company, 1902), 345-46; Albert L. Babcock, *An Illustrated History of the Yellowstone Valley*, (Spokane: Western Historical Publishing, 1907), 634.

[14] "Building Season Nearing End," *The Red Lodge Republican Picke,* 25 November 1909.

in the Northwest Improvement Company's East Bench Mine lived there during that period. The building functioned as apartments from 1909 until 1960. In December 1937, O'Shea turned over ownership of the building to her son, Arthur. He retained ownership until June 1940 when he sold to Charles Akin. Akin kept possession for only a day before selling the building to O. S. and Fiina Ford. The Fords remodeled the northern unit of the building into a grocery store. In May 1947, former Dawson County rancher Oran Cress purchased the apartment building. The following year he transferred ownership of the building to his son, Lewis. For many years, the building was known as the Cress Apartments. By 1961, however, it became known as the Highland Apartments—the last year of the building's apartment association.[15]

In May 1961, Red Lodge contractor Al Sloulin obtained a building permit to "remove old frame construction in rear of building and remodel same section with new type of construction. Front included." The following year, Sloulin obtained another construction permit to construct a new porch and walkway in front of the first unit of the newly christened Yodeler Motel. The project included the shelter over the driveway in front of the building. Although the building opened as a motel in 1961 or 1962, surprisingly there is no mention of it in the *Carbon County News* other than a report that a sewer leaked into one of the basement guest rooms in 1963. The building has functioned as the Yodeler Motel with only a few minor modifications since 1962.[16]

The building's conversion from apartments to a motel was likely partially the consequence of the continued population loss of the town. A census review indicates the Red Lodge population decreased from 2730 in 1950 to 2278 in 1960; the continued loss of population from 1950 to 1960 mirrored a trend that began as early as early as 1920.[17] By the early 1960s, Mr. Sloulin likely realized a greater chance of running a successful business out of the building revolved around catering to a transient tourist population instead of the declining permanent population.

Today, as in the past, the Yodeler Motel functions as the one of the primary business anchors on south Broadway Avenue in Red Lodge. The motel stands as the most prominent remnant of Red Lodge's tourist trade during the post-World War II period and still provides a unique lodging experience, different from the larger franchise motels that have moved into the area over the past twenty years. It retains its distinctive ski motif and its owners continue to advertise it as a Bavarian-German style business "infused with character." The Yodeler Motel best represents the post-World War II motel landscape in Red Lodge.

Architectural Context

The Yodeler Motel represents the distinctive footprint common to many motor inn type motels. Alignment of the individual units allows sheltering the entire building under one unifying roof. The layout of the original building footprint allowed for a smooth conversion to motel use. While the motel displays several characteristics common to lodgings in mountain and cold

[15] "Busy Days are These in the City," *The Red Lodge Republican Picket*, 4 November 1909; "Several Houses are Being Built," *The Red Lodge Republican Picket*, 21 April 1910; R. L. Polk & Company, R. L. *Polk & Co.'s Directory of Billings and Red Lodge, Yellowstone and Carbon Counties*, (Helena: R. L. Polk & Company of Montana, 1909-1919); Sanborn Fire Insurance Map 1912; Deed Book 55:43; Ibid 56: 407; Ibid 56: 413; Ibid 55: 620; Ibid 63: 469; Ibid 8: 102; US Census Records, 1930, 1940.

[16] Building Permits 1961, 1962; *Carbon County News* 8 August 1963.

[17] U.S. Bureau of the Census. Decennial Censuses of Population (title varies per census), 1890-2000. Processed by the Census and Economic Information Center, Montana Department of Commerce, March 21, 2001.

weather climates, such as extended eaves that shelter the long walkways accessed by wooden staircases, it's the presentation of these features with a Bavarian-twist that differs from other motels, making the Yodeler unique to the town. Taking the Alpines' theme one step further, the early 1960s addition of the east-west open gable off the north end of the motel, the reconfiguration of the office with a Bavarian motif, and the associated signage clearly invokes the desired effect. The combination of the early 1960s changes separated the Yodeler Motel, in the past as now, from the competition. The Yodeler Motel catered to individuals wishing to stay at a motel that was a bit different from other motels. The theme-based Yodeler Motel provided a sense of escape from the ordinary.

9. Major Bibliographical References

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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 # _____
____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

____ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
_X_ Other
Name of repository: _Carbon County Historical Society/Red Lodge, MT

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property _____less than 1 acre_____

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: 45.180593500802	Longitude: -109.247030295508
2. Latitude:	Longitude:
3. Latitude:	Longitude:
4. Latitude:	Longitude:

Or

UTM References
Datum (indicated on USGS map):

[ ] NAD 1927 or [X] NAD 1983

1. Zone: 12	Easting:	637726	Northing: 5004508
2. Zone:	Easting:		Northing:
3. Zone:	Easting:		Northing:
4. Zone:	Easting :		Northing:

Verbal Boundary Description (Describe the boundaries of the property.)

The property is bounded on the east by Broadway Avenue, the north by 17th Street West, on the west by the alley between Broadway and South Hauser Avenues, and on the south by 18th Street West.

Boundary Justification (Explain why the boundaries were selected.)

The property is located on lots 1-4 of Block 55, Red Lodge First Addition in the NW¼ NW¼ NE¼ of Section 34, T7S, R20E. The boundaries represent those originally associated with the property during the period of significance.

11. Form Prepared By

name/title: Jon Axline/Historian
organization:
street & number: 448 Parriman Street
city or town: Helena state: MT zip code: 59602
e-mail jaxline@mt.gov
telephone: 406-422-2111
date: July 2013

Property Owner:
(Complete this item at the request of the SHPO or FPO.)

name Mac and Tulsa Dean
street & number P. O. Box 1336 telephone (406) 446-1435
city or town Red Lodge state MT zip code 59068-1336

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property:

City or Vicinity:

County: State:

Photographer:

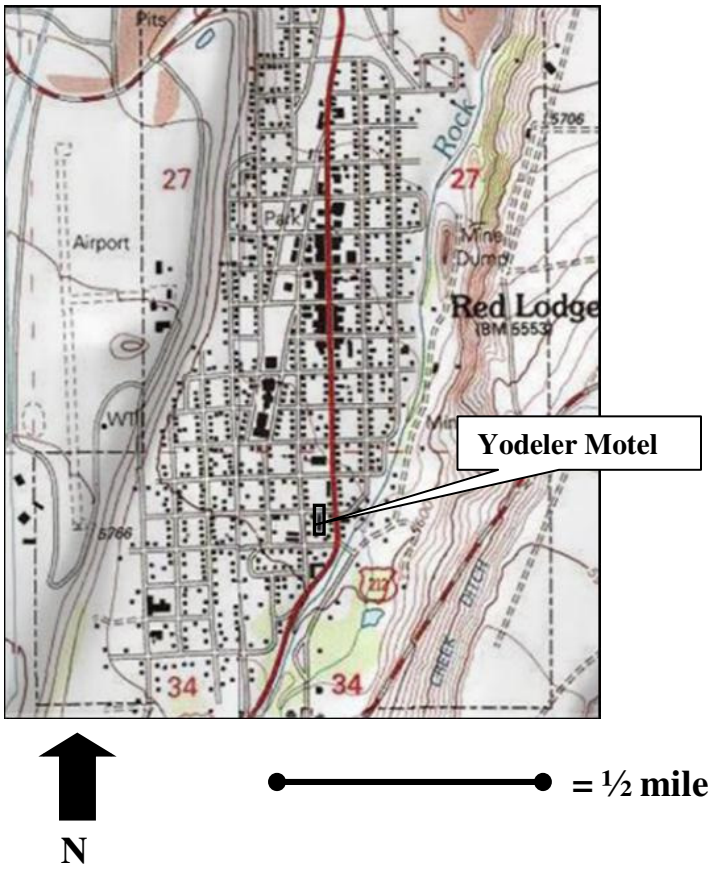
Date Photographed:

Description of Photograph(s) and number, include description of view indicating direction of camera:

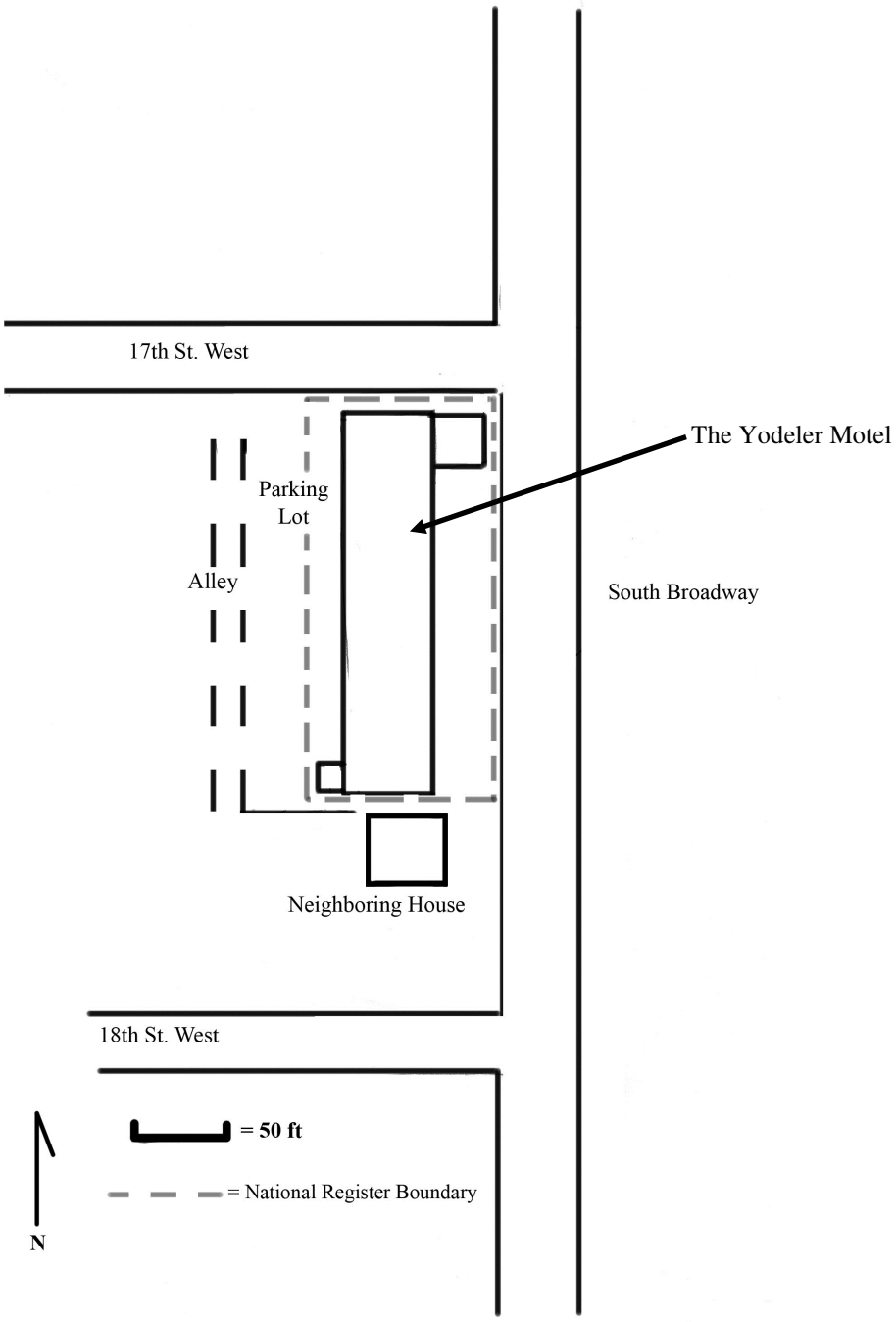
1 of ___.

Please See Continuation Sheets

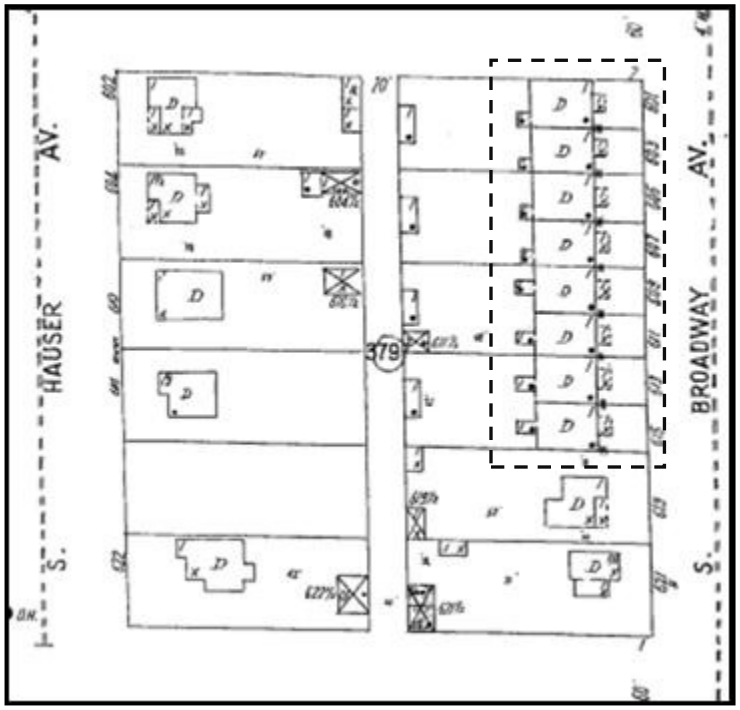
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain 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 100 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



Red Lodge East, Montana USGS 7.5' Quadrangle Map, 1985. T7S R20E, NWNWNE Section 34



Sketch map of the Yodeler Motel, Red Lodge Montana. Light-gray dashed line indicates National Register boundary.



1927 Sanborn Fire Insurance Map: Red Lodge, MT (Yodeler Motel indicated inside of dashed lines)

Aerial view of Yodeler Motel (NE corner of photograph).

Photograph Log

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Façade overview. View to the southwest.
Photograph: 0001
MT_CarbonCounty_YodelerMotel_0001

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Façade Overview. View to the north-northwest.
Photograph: 0002
MT_CarbonCounty_YodelerMotel_0002

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Facade. View to the north-northwest.
Photograph: 0003
MT_CarbonCounty_YodelerMotel_0003

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Facade. View to the north-northwest.
Photograph: 0004
MT_CarbonCounty_YodelerMotel_0004

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Detail of room entries. View to the west.
Photograph: 0005
MT_CarbonCounty_YodelerMotel_0005

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Office/Reception Area. View to the west.
Photograph: 0006
MT_CarbonCounty_YodelerMotel_0006

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Office/Reception Area. View to the north.
Photograph: 0007
MT_CarbonCounty_YodelerMotel_0007

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Office/Reception Area. View to the northwest.
Photograph: 0008
MT_CarbonCounty_YodelerMotel_0008

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Office/Reception Area. View to the southwest.
Photograph: 0009
MT_CarbonCounty_YodelerMotel_0009

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Signage. View to the northwest.
Photograph: 0010
MT_CarbonCounty_YodelerMotel_0010

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: North Elevation. View to the south.
Photograph: 0011
MT_CarbonCounty_YodelerMotel_0011

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: West Facade. View to the northeast.
Photograph: 0012
MT_CarbonCounty_YodelerMotel_0012

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: West Facade. View to the southeast.
Photograph: 0013
MT_CarbonCounty_YodelerMotel_0013

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: West Façade Walkway. View to the north.
Photograph: 0014
MT_CarbonCounty_YodelerMotel_0014

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: West Façade Basement Entry. View to the east.
Photograph: 0015
MT_CarbonCounty_YodelerMotel_0015

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Detail of West Façade Entry. View to the east.
Photograph: 0016
MT_CarbonCounty_YodelerMotel_0016

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Detail of Yodeler Motel Signage. View to the east.
Photograph: 0017
MT_CarbonCounty_YodelerMotel_0017

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Interior of Office/Reception Area. View to the northwest.
Photograph: 0018
MT_CarbonCounty_YodelerMotel_0018

Name: Yodeler Motel (24CB2207)
County and State: Carbon County, Montana
Photographer: Jon Axline
Date of Photograph: July 2013
Location of original negative: Carbon County Historical Society. Red Lodge, Montana.
Description and view of camera: Detail of The Yodeler Clock. View to the west.
Photograph: 0019
MT_CarbonCounty_YodelerMotel_0019

Photo 0001. Façade overview. View to the southwest.

Photo 0002. Façade Overview. View to the north-northwest.

Photo 0003. Facade. View to the north-northwest.

Photo 0004. Facade. View to the north-northwest.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Yodeler Motel
Name of Property
Carbon County, Montana
County and State

Name of multiple listing (if applicable)

Photo 0005. Detail of room entries. View to the west.

Photo 0006. Office/Reception Area. View to the west.

Photo 0007. Office/Reception Area. View to the north.

Photo 0008. Office/Reception Area. View to the northwest.

Photo 0009. Office/Reception Area. View to the southwest.

Photo 0010. Signage. View to the northwest.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Yodeler Motel
Name of Property
Carbon County, Montana
County and State

Name of multiple listing (if applicable)

Section number Photographs Page 40

Photo 0011. North Elevation. View to the south.

Photo 0012. West Facade. View to the northeast.

Photo 0013. West Facade. View to the southeast.

Photo 0014. West Façade Walkway. View to the north.

Photo 0015. West Façade Basement Entry. View to the east.

Photo 0016. Detail of West Façade Entry. View to the east.

Photo 0017. Detail of Yodeler Motel Signage. View to the east.

Photo 0018. Interior of Office/Reception Area. View to the northwest.

Photo 0019. Detail of The Yodeler Motel Clock. View to the west.

Motel
Yodeler
Motel
Yodeler

Motel
Yodeler

31
30

Motel
Yodeler
Motel
NO VACANCY
ROOM
STEAM
BATHS
SO CLOS ET
FAR AWAY.
WELCOME!
LOW CLEARANCE
6 FT

Motel
Yodeler
Motel
NO VACANCY
IN ROOM
STEAM
BATHS
DISCOVER
AMERICAN EXPRESS
MasterCard
VISA
SO CLOS ET
FAR AWAY.
WELCOME!

STOP

Yodeler

6
6

6
do not
disturb

SEE AMERICA

THE
YODELER