

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

# 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.

## 1. Name of Property

Historic name: Shy Brothers Mercantile

Other names/site number: Ashland Mercantile

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: 104 Main Street

City or town: Ashland State: MT County: Rosebud

Not For Publication: ☐ Vicinity: ☐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

**MT State Historic Preservation Officer**

**Signature of certifying official/Title:**

**Date**

**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**

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

#### 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:) \_\_\_\_\_

Signature of the Keeper

Date of Action

#### 5. Classification

##### Ownership of Property

(Check as many boxes as apply.)

Private:

☒

Public – Local

☐

Public – State

☐

Public – Federal

☐

##### Category of Property

(Check only **one** box.)

Building(s)

☒

District

☐

Site

☐

Structure

☐

Object

☐

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing

1

Noncontributing

buildings

sites

structures

objects

1

Total

Number of contributing resources previously listed in the National Register N/A

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: department store

**Current Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: department store

Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and

## 7. Description

### Architectural Classification

(Enter categories from instructions.)

OTHER: Western Commercial

---

---

---

---

---

---

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: STONE; WOOD

### 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 two-story Shy Brothers Mercantile building stands at 104 Main Street in Ashland, Montana. Ashland lies just east of the Northern Cheyenne Reservation and just west of the Custer Gallatin National Forest near the confluence of numerous creeks that empty into the Tongue River immediately west of town. The valley of the Tongue River has been utilized as a travel corridor since the distant past. Ashland itself dates to 1886. Built in 1910, the 30-foot (northwest-southeast) x 60-foot (northeast-southwest) two-part Western Commercial style frame building features historic stamped metal panel cladding. The presence of metal panel cladding emulating stone and the fact the building remains frame is somewhat unusual in an area where fire routinely swept entire towns clean of such construction, being replaced with more permanent materials such as stone and brick. Shy Brother Mercantile building has served the community as a general store since its construction and stands as a reminder of the homesteading boom years of the early 1900s and the importance as a local business that supplied goods to a rural population. The building retains sound integrity and is locally significant for the role it played in the community and for its architectural style reflective of the early 1900s.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

### **Narrative Description**

The Shy Brothers Mercantile was constructed in 1910 by the Odd Fellows of Ashland with the intent the lower portion be used for a store and the upper floor used as a lodge room. The building stands in the southeast corner of Rosebud County in the small town of Ashland. State Highway 212 runs east-west through Ashland, becoming Main Street as it passes through town. The two-story Western Commercial style frame building faces southwest, fronting Main Street and features frame construction. A flat or slightly sloped roof punctuated by two vent pipes covers the building and a simple metal cornice painted red projects from the southwest elevation; stepped parapets grace the northwest and southeast walls. Cladding consists of metal panels that provide the appearance of cut stone painted a very light yellow; this cladding adorns all exterior walls except for the ground floor of the southwest façade that displays vertical and oblique wood paneling. A concrete foundation supports the building.

### **Southwest Elevation**

The front, southwest, façade displays a small projecting vestibule entry bay clad with angled paneling on the entry and vertical paneling on the sides. A one-light exterior wood door provides ingress to the built-out vestibule and a second single-light steel door accesses the original recessed entry to the store. Boards painted red frame the entry. Large paired fixed windows flank the entry on each side; vertical wood paneling stretches from the bottom of the windows to the sidewalk below. Decorative iron window cover screens top the fixed windows with the west cover featuring the inset, "ASHLAND," and the eastern window cover displaying "MERC." Immediately above the entry and projecting over the concrete walk is a modern metal awning anchored to the building via four angled metal supports. With the exception of the projecting vestibule/entry, the front façade appears as it did in 1975 when the present owner purchased the building.

The second story consists of metal panels that stretch from the bottom of the cornice to a row of approximately two-foot vertical boards that extend just above the metal awning. Two paired one-over-one windows occupy the second story façade separated by a square Asland Mercantile marquee sign that projects above the awning.

### **Southeast Elevation**

The three-step parapet exhibits a metal cap. Four single-hung one-over-one windows occupy the upper story. Windows are framed with boards painted red. A modern low, narrow, shed attaches to the east end of the building, wrapping to the north (northwest) obscuring the lower half of the entire northeast wall. Cladding and roofing of the shed consist of vertical ribbed paneling. A corrugated metal door covers an oversized entry into the shed. Remnant electrical boxes and wires remain attached to the main building wall.

### **Northwest Elevation**

Matching the southeast elevation, the three-step parapet of the northwest elevation displays a metal cap. Four window openings in the upper story are covered with material similar to the building's exterior cladding. A small single story wood frame addition that measures just less than half the length of the mercantile and clad with vertical paneling, attaches to the west end of

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

the store (filling the space between the historic mercantile and the nearby stone building to the northwest). Another small single-story addition topped with a shed roof and clad with simple drop siding attaches near the east end of the building. The western addition sits on an unmortared foundation and the shed addition sits on a concrete block foundation.

### **Northeast Elevation**

Siding on the northeast elevation matches that of the rest of the with the exception of three small patches across the upper story that display similar replacement metal cladding suggesting the enclosure of three window openings. A single story shed roof addition obscures the lower portion of this wall; this addition wraps around the southeast building corner and connects to the shed roof addition constructed along the east end of the southeast wall. Cladding and roofing consist of vertical ribbed paneling with corners painted brown. Air conditioning units and electrical boxes sit atop the addition, flush with the main building. The addition sits on a concrete block foundation. This addition was present in 1975 when the present owner purchased the building.

A large propane tank painted white sits a few feet northeast of the building and is not included in the resource count.

### **Interior**

Mercantiles historically often consisted of larger open volumes, reflected by the interior of the Shy Brothers Mercantile. The ceiling and long walls retain original pressed tin and connecting cornice. Original wood floors that display a century of welcoming customers remains. Original center posts anchored by Queen post-style supports continue to buttress the building. The greatest change to the interior occurs on the southwest wall where modern wood paneling covers the pressed tin.

### **Integrity**

Shy Brothers Mercantile retains fair to good integrity. It stands in its original location, easily retaining the look and feel of a commercial building of the early 1900s homesteader period. The exterior of the building retains sound integrity of materials and workmanship. Later changes to the lower façade compromise integrity of design. Comparison of the present building appearance to an historic image indicates changes that include modifying the central recessed access flanked with sidelights to the now-present slightly projecting vestibule entry; this change occurred within the last 50 years to better weatherize the building against the harsh elements of southeast Montana. The other lower façade alterations consisting of the change of three-window ribbons on each side of the central entry to the existing two window presentation, the covering of the transom units above the display windows and entry, cladding of the lower historic half-wall with vertical boards, and installation of the horizontal metal awning, date to over 50 years of age, and hence, fall within the period of significance. Similar to the construction of the projecting vestibule/entry, these changes, with the exception of the metal shed awning, occurred to better insulate the building from the extreme weather of the area. Although these changes do compromise integrity of design, alterations to lower story portions of commercial buildings often occurred through the decades as past owners attempted to freshen a building's presentation to

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

attract customers, and although unfortunate, does not preclude listing the Shy Brothers Mercantile in the National Register.

Integrity of setting, feeling, and association remain sound, though several of the historic buildings that once occupied Main Street no longer remain, replaced in a few instances by modern construction. That being said, the street, immediate area, and the greater surroundings affirm the rural nature of the town. The Shy Brothers Mercantile and the town itself display good to excellent integrity of setting, feeling, and association—their location within the expansive rural setting easily evokes both the town and mercantile's homesteading roots. Inside and out, the 115-year-old building appears in excellent structural and aesthetic condition. A walk by and into Shy Brothers Mercantile harkens to a time when such stores dotted every small town in the west. The interior retains much of its open presentation filled with goods and supplies evoking its historic roots.

Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and

## 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.)

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic 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



Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

**Areas of Significance**

(Enter categories from instructions.)

Commerce

Architecture

Social History

**Period of Significance**

1909-1975

**Significant Dates**

1909

**Significant Person**

(Complete only if Criterion B is marked above.)

**Cultural Affiliation**

**Architect/Builder**

R.B. Mason, Contractor

Shy Brothers Mercantile  
Name of Property

Rosebud, MT  
County and State

**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.)

Shy Brothers Mercantile is locally significant under Criterion A for its commercial association with the homesteading boom years and commercial development of the Ashland area. Its continued use as a mercantile for over a century accords it the position as the longest tenured business in town, continuing to operate out of its original location. Although the building was owned for a considerable period of time by the Independent Order Odd Fellows, their ownership and use pales and proves negligible in terms of significance compared to the building's merchandising use that provided, and continues to provide, goods to the town of Ashland and the nearby area. Its century of serving the public as a store garners its primacy of significance.

Under Criterion C, the building displays ground floor changes from its original appearance. Such lower story alterations often occur to business blocks as owners freshen the appearance of their buildings to present an updated façade or to increase a building's insulatory qualities, the latter exhibited with the construction of a vestibule to reduce temperature swings associated with the opening and closing of the front door during the severe winter months of southeast Montana. Although the lower façade changes diminish the building's integrity, it retains sufficient integrity to garner significance under Criterion C, especially as the sole remaining two-part commercial block wood frame building in the entire town.

The period of significance begins in 1909, reflecting the building's construction and start of its commercial use as a mercantile, and ends in 1975, the end of the historic period. Significant dates are 1909, the construction date of the building.

---

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

**Early History**

Early peoples occupied the southeastern region of present-day Montana for over 11,500 years, exploiting a variety of plants and animals of the area. The last 4000 years, bison dominated the lifeways of the native groups.<sup>1</sup> The Crow and Northern Cheyenne hold spiritual and cultural ties to the area east and south of the Yellowstone River. Exacerbating intertribal conflict was the steady westward push of white settlement; both tribes moved from homelands further east with the Crows first arriving from the Upper Missouri subsequently followed by Cheyenne and Sioux from the Black Hills region.<sup>2</sup>

The 1851 Fort Laramie Treaty designated southeastern Montana as Crow Territory; this included all lands south of the Musselshell River between the Yellowstone River to the west, the Powder

---

<sup>1</sup> Bill Tallbull and Sherri Deaver, "Potential Cultural Effects to the Northern Cheyenne from the Proposed Tongue River Railroad Extension," Interstate Commerce Commission, June 1991; Ethnoscience, "Inventory and Evaluation Report for Cultural Resources Within the Proposed Area of Effect of the Tongue River Dam Construction Project and Potential Irrigation Developments on the Northern Cheyenne Reservation," Mt. Dept of National Resources and Conservation, December 1992; Kate Hampton and Chere Juisto, "A Place Apart: Cultural Landscape of the Tongue River Valley," Presentation at Montana Historical Society, Helena, MT, October 2001.

<sup>2</sup> Ibid.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

River to the east, and as far south as the Wind River Mountains in Wyoming.<sup>3</sup> The discovery of gold in southwestern Montana Territory in the early 1860s resulted in increased hostilities between the Sioux and Cheyenne and the whites who flooded to the Northwestern Plains seeking their fortune. Increased conflict brought about another treaty, the Fort Laramie Treaty of 1868 that closed the Bozeman Trail, a primary corridor across Wyoming and southeastern Montana.<sup>4</sup>

Euro-American-Native American contention only increased with the discovery of gold in the Black Hills that resulted in the Sioux Wars of 1876-1877. Numerous engagements occurred between the United States military and native peoples in southeast Montana as the military endeavored to clear the Sioux and Northern Cheyenne from the area, none more famous than the Battle of the Little Bighorn. Causing further consternation to the native groups was the Pacific Railroad Act of 1864 that granted the Northern Pacific Railroad approximately 40 million acres of land across the country, from Lake Superior to the Puget Sound.<sup>5</sup> The land grants excluded treaty-bound Indian land; however, as had occurred repeatedly, Congress eventually bowed to the will of the railroad compelling the Crow to cede the 200-mile right-of-way through their reservation in exchange for \$25,000, a prodigious belt of land that encompassed the Yellowstone River Valley through eastern Montana.<sup>6</sup> In addition to the right-of-way, the land grant yielded alternate sections of land for 20 miles on both sides of the proposed route, sections intended for sale to raise funds for construction. After a number of setbacks, the railroad arrived in the early 1880s, facilitating the immigration of settlers to this area and Montana.

Montana soon became a destination for farmers and ranchers with glowing reports about its potential: "Montana has undoubtedly the best grazing grounds in America . . . the Yellowstone, Big Horn, Tongue River and Powder River regions contain the maximum advantages to the cattle-grower."<sup>7</sup> Soon southeast Montana hosted a number of major cattle companies, thanks in large part to the proximity of the railroad that provided ready access to eastern markets. Ranches claimed significant amounts of public domain land. Ranching reached such heights that by autumn of 1886, overgrazing from the excessive number of cattle occurred due to a dry summer. An economic and environmental correction followed within a few months as the dry summer rolled into the "Hard Winter of 1886-1887," ravaging the range cattle industry.<sup>8</sup> The winter of

---

<sup>3</sup> Crow and Northern Cheyenne Treaties and agreements are available in Charles J. Kappler, compiled and edited, *Indian Affairs: Laws and Treaties* 2 vols. (Washington, D. C.: Government Printing Office (GPO), 1904.

<sup>4</sup> For a general history of nineteenth century Montana, see Merrill G. Burlingame, *The Montana Frontier*, (Helena, MT: State Publishing Company, 1942); the authority on the Bozeman Trail is Susan Badger Doyle, *Journeys to the Land of Gold*, 2 vols., (Helena, MT, Reporter Printing & Supply, 1964).

<sup>5</sup> 13 Stat. 356.

<sup>6</sup> Ibid, pp. 209-210.

<sup>7</sup> James S. Brisbin, *The Beef Bonanza; or How to Get Rich on the Plains*, (Philadelphia: J. B. Lippencott & Co., 1881), 90.

<sup>8</sup> Robert S. Fletcher, "The End of the Open Range in Eastern Montana," in *The Montana Past An Anthology*, ed., Michael P. Malone and Richard B. Roeder (Missoula, MT: University of Montana Press, 1969), 138-157.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

1886-1887 brought an end to many of the large cattle operations in the area, though ranching continued but at a more tempered pace.<sup>9</sup>

Settlers continued to arrive in the area; the state in general witnessed an influx of over 100,000 people from 1890 to 1900. In southeast Montana, population concentrations tended to develop near the railroads and included Billings, Forsyth—50 miles north of Ashland, and Miles City—60 miles northeast of Ashland.

Smaller towns also developed along the railroad and further afield. Malone, Roeder, and Lang explain: “Geographer John C. Hudson likened homestead towns to ‘beads on a string,’ laced about every ten miles along railroad lines by the roads and local promoters.”<sup>10</sup> Others began life with railroad-associations, though not along the rail line. Such was Ashland that developed as a Northern Pacific tie manufacturing camp.

After the construction of the railroad, Sam O’Connor remained behind and built a trading center, opened a ranch road, and established a post office on his property about three miles “below” present-day Ashland.<sup>11</sup> O’Connor named the town Ashland, a nod to his hometown in Wisconsin.<sup>12</sup> The roots of the town date to around 1882. The establishment of the Northern Cheyenne Reservation using the Tongue River as the boundary in the mid-1880s resulted in the town’s move to its present location.

Enter James Beatty. Similar to O’Connor, Beatty appeared to own land within the Northern Cheyenne Reservation for which the United States government paid him \$1,300 to acquire in July of 1900.<sup>13</sup> Beatty’s wife had passed away and his daughter and daughter’s aunt were soon to join him in the new town.<sup>14</sup> By October of that year, Beatty apparently opened a store in Ashland in a different location than the building of this nomination.<sup>15</sup> Beatty was a local mover and shaker and responsible for the town of Ashland’s platting.<sup>16</sup>

By 1921, the Ashland area was “rich in the production of hay, forage and grain.”<sup>17</sup> Growth of the town steadily increased as those living in nearby rural areas wished to take advantage of the

<sup>9</sup> Everett Dale, *The Range Cattle Industry*, (Norman, OK: University of Oklahoma Press, 1960):114.

<sup>10</sup> Malone, Michael, Richard P. Roeder and William L. Lang, *Montana: A History of Two Centuries*. Seattle: University of Washington Press, revised 1991, p. 249.

<sup>11</sup> “Ashland,” *Ashland Pioneer Press*, December 14, 1923, p. 1; Rosebud County Bicentennial Committee, *They Came and Stayed, Rosebud County History* (Billings: Western Printing and Lithography, 1977), p. 343.

<sup>12</sup> Rosebud County Bicentennial Committee, *They Came and Stayed, Rosebud County History* (Billings: Western Printing and Lithography, 1977), p. 343.

<sup>13</sup> Deed Records Book L, p. 630, Rosebud County Courthouse.

<sup>14</sup> Rosebud County Bicentennial Committee, *They Came and Stayed, Rosebud County History* (Billings: Western Printing and Lithography, 1977), p. 343

<sup>15</sup> “Local News,” *Forsyth Times*, October 11, 1900, p. 3.

<sup>16</sup> “Townsite at Ashland Platted By James A. Beatty and Wife,” *Forsyth Times Journal*, March 17, 1910, p. 1.

<sup>17</sup> “Ashland,” *Ashland Pioneer Press*, December 14, 1923, p. 1.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

“good schools” of Ashland, which by the early 1920s employed three teachers and a new building. By this time, the town also boasted “a neat little church and parsonage.” Other businesses included a flour mill, blacksmith shop, drug store, hotel, two garages, newspaper, livery, and barber shop.

### The James Beatty Years

James Beatty, often considered the father of Ashland, wore many hats during the town’s nascent years, including mayor by 1908.<sup>18</sup> At that time, Beatty boasted of the future prospects of Ashland once the “Sheridan-Miles City railroad passes up the Tongue river.” Beatty operated business out of an earlier store in Ashland prior to the construction of the building of this nomination. Notice of the construction of a new store building first appeared in 1908. Although Beatty was to operate his mercantile from the new building, its erection arose through the support of the Independent Order of Odd Fellows (I.O.O.F) who planned “a two-story building... the lower portion... used by J.A. Beatty as a store, while the upper story... used as a lodge room... the new building will cost about \$3000 when completed and will be thirty by sixty feet,” dimensions that exactly match the building of the nomination.<sup>19</sup>

The building’s construction proved significant to the town:

The I.O.O.F. hall, now nearly complete, stands out in contrast to the adjoining buildings. It is a two-story structure, a credit to any town, one which, those through whose instrumentality it was constructed, can well be proud of. Contractor R.B. Mason of Miles City has spent a great deal of time and taken pains to see that everything throughout the course of construction was practically and substantially done.<sup>20</sup>

In August of 1909, the I.O.O.F. filed Articles of Incorporation for the Independent Order of Odd Fellows Building Company of Ashland to maintain “the big two-story lodge building... constructed by the order at Ashland.”<sup>21</sup> The capital stock of the incorporation stood at \$4000.

The I.O.O.F. played a major role in the building’s construction, though a few aspects of early ownership prove a bit hazy. The *Forsyth Journal* reported the official organization of the Ashland branch of the I.O.O.F occurred in June of 1909, although the group already constructed “one large building... occupied by the Ashland Mercantile company.”<sup>22</sup> A warranty deed dated April 11, 1910, almost a year after the construction of the building, records James and Margaret Beatty transferred the property where the building stands to the “Trustees of the I.O.O.F Building Co.” The discrepancy in dates suggests the land where the building stands transferred

<sup>18</sup> “Local and Otherwise,” *Forsyth Times*, December 31, 1908, p. 3.

<sup>19</sup> “Local and Otherwise,” *Forsyth Times*, May 28, 1908, p. 3.

<sup>20</sup> “Items From Ashland,” *Forsyth Times*, January 21, 1909, p. 6.

<sup>21</sup> “Local and Otherwise,” *Forsyth Times-Journal*, August 5, 1909, p. 8.

<sup>22</sup> “Local and Personal News,” *Forsyth Journal*, June 30, 1909, p. 4.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

hands prior to the Warranty deed's filing but reflects a filing date subsequent to the building's construction; it could also possibly portend the Beatty's owned for a short period of time at least part of the building. Regardless of whether the Beatty's transferred only land or their share of the newly constructed building, the deed stipulated a few conditions required by the Beattys to restrict any future activity outside the bounds of what they considered acceptable fun and entertainment: "that malt, vinous or spirituous liquor shall never be made, sold or given away upon the above described premises... failure of said second parties... to comply with said covenant shall render this conveyance null and void..."<sup>23</sup>

In 1909, Beatty and the Ashland Mercantile Company moved into the new building, a task that required a fair effort to relocate the merchandise from the earlier building. Lost to history is "William," who garnered admiration for his work ethic during the move: " 'Bill' makes a pretty good cart horse." <sup>24</sup>

Many of the items that found cabinet space in the mercantile at this time derived from the area's larger towns, such as Forsyth and Rosebud, each about 45 miles to the north; these towns routinely noted freighters arriving to transport goods back to Ashland.<sup>25</sup> The delivered merchandise stirred memories for some of bygone days: "trail wagons drawn by ten horses put the writer in mind of long ago" and "the magnificent freighting outfit of the Ashland Mercantile company—three trail wagons and ten horses loaded out today with 11,000 pounds of general merchandise."<sup>26</sup> Only two weeks later, the freighting outfit of "Genial Jim Beatty" and "Jas. Pierson" carried out from Forsyth in excess of 15,000 pounds of merchandise to Ashland.<sup>27</sup>

During the building's early years, a variety of uses and activities occurred under its roof on the second floor. These included "the first session of school... held for the term of 1910-1911, with Miss Margeret Mahoney" in the "hall above."<sup>28</sup> "Dances were held in this hall on Saturday night and church on Sunday morning." The Ashland Community Church also held services on the second floor of the mercantile.<sup>29</sup>

Envisioning a prosperous future for Ashland, Beatty and his new wife busied themselves by filing a plat for the new townsite with the County Clerk.<sup>30</sup> The plat featured 144 lots with 12 lots

<sup>23</sup> Warranty deed between James A. Beatty and Margaret Beatty and the Trustees of I.O.O.F. Building Co., dated April 11, 1910, filed November 12, 1910, on file at the Rosebud County Courthouse.

<sup>24</sup> "Items From Ashland," *Forsyth Times*, February 11, 1909, p. 7.

<sup>25</sup> "Rosebud News," *Forsyth Journal*, June 23, 1909, p. 8.

<sup>26</sup> "Local and Personal," *Forsyth Journal*, September 29, 1909, p. 3; "Local and Personal," *Forsyth Journal*, October 6, 1909, p. 3.

<sup>27</sup> "News From Rosebud Town," *Forsyth Times-Journal*, October 21, 1909, p. 1.

<sup>28</sup> "Ashland Moved Around a Bit Before Settling Down to Grow," *Forsyth Independent*, February 16, 1956, p. 25.

<sup>29</sup> Rosebud County Bicentennial Committee, *They Came and Stayed, Rosebud County History* (Billings: Western Printing and Lithography, 1977), p. 340.

<sup>30</sup> "Townsite at Ashland Plated By James A. Beatty and Wife," *Forsyth Times-Journal*, March 17, 1910, p. 1.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

per block. At the time of the filing, Ashland boasted several buildings that included the I.O.O.F. Building/Ashland Mercantile, a butcher shop, hotel, blacksmith shop, warehouse, and several residences. Staying true to Beatty's earlier dictum recorded in the property transfer of April 1910, the plat sanctioned a dry town.

#### J.D. Shy and the Ashland Mercantile

By 1912, the number of irons Beatty held in the fire resulted in selling his store to brothers J.D. and George Shy.<sup>31</sup> J.D. became most commonly associated with the mercantile and its early history and importance to Ashland. James David Shy, referred to singularly in the press as J.D., was born in Missouri in 1868.<sup>32</sup> His brother, George Graham Vest, who briefly owned the store with him, was born 12 years later in 1880. J.D. remained in Missouri through 1880, working as a farm laborer.<sup>33</sup> He arrived in Montana in 1890, via the cattle business.<sup>34</sup> By 1900, he found himself in Miles City, 50 miles northeast of Ashland, one or two years after his marriage at the age of 21 to Alice Twitty.<sup>35</sup> Alice was born in 1872, also in Missouri. By 1910, J.D., Alice, and their three children lived in the Ashland area where he worked as a ranger.<sup>36</sup> Within two years, J.D. embarked on a different path, one that resulted in a move to Ashland and took him on the career of "retail merchant."<sup>37</sup>

With the early 1912, mercantile acquisition, the business operated for five years under the appellation, "Shy Brothers," but with the retirement of brother Vest, J.D. assumed active control.<sup>38</sup> Similar to when James Beatty operated and owned the store, goods sold derived from other towns in the area, including Forsyth and Rosebud; store employees and the Shys conducted the resupplying runs themselves. Six months after the Shys acquired the mercantile, J.D. signaled strong intent to increase the availability and selection of goods the store offered. J.D.'s zealous pursuit of merchandise found mention in the Forsyth newspaper: "J.D. Shy of Ashland came up Wednesday... he went to Rosebud first and plundered the place, sending out several wagon loads of loot. Then he came over here, and by noon of Wednesday his caravan was

<sup>31</sup> "Local and Otherwise," *Forsyth Times*, December 31, 1908, p. 3; "Ashland Notes," *Forsyth Times-Journal*, February 29, 1912, p. 1; "Ashland," *Ashland Pioneer Press*, December 14, 1923, p. 1.

<sup>32</sup> 1870 Federal Census for Bowling Green Township, Pettis County, Missouri.

<sup>33</sup> 1900 Federal Census, Twelfth Census of the United States, School District No. 1, Custer County, Montana; "J.D. Shy, Ashland Pioneer, Is Called By Death May 11," *Forsyth Independent*, May 16, 1935, p. 1.

<sup>34</sup> "J.D. Shy, Ashland Pioneer, Is Called By Death May 11," *Forsyth Independent*, May 16, 1935, p. 1.

<sup>35</sup> 1900 Federal Census, Twelfth Census of the United States, School District No. 1, Custer County, Montana; "J.D. Shy, Ashland Pioneer, Is Called By Death May 11," *Forsyth Independent*, May 16, 1935, p. 1.

<sup>36</sup> 1910 Federal Census, Thirteenth Census of the United States, Forest Reserve, Custer County, Montana.

<sup>37</sup> 1920 Federal Census, Fourteenth Census of the United States, Ashland Township School District No. 34, Rosebud County, Montana.

<sup>38</sup> "Ashland Notes," *Forsyth Times-Journal*, February 29, 1912, p. 1; "Ashland," *Ashland Pioneer Press*, December 14, 1923, p. 1; "Ashland," *Ashland Pioneer Press*, December 14, 1923, p. 1.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

winding up and along the Rosebud with all sorts of goods.”<sup>39</sup> The cycle of freight teams hauling goods to the Shy Brothers Mercantile from Forsyth and Rosebud occurred for years.<sup>40</sup>

Alas, the abundance of goods led to a proclivity of nefarious activity, even in a small town like Ashland. In December of 1915, with possible thoughts of increasing their Christmas stash, “while the proprietors of the Shy Brothers Mercantile Co. were enjoying their supper... some one as yet unknown, gained entrance to the store... and made way with about \$100... in the cash drawer. No clue could be founding leading to the apprehension of the culprit.”<sup>41</sup> The hunt for ill-gotten goods occurred several times over the subsequent years with corrupt characters attempting to materially better themselves through J.D.’s stock. In September of 1922, “some thieves drove up to Mr. Shy’s store and helped themselves to a barrel of gasoline, and also broke into the warehouse, but nothing seemed to be molested there... a fearless motorcycle night watchman might be useful.”<sup>42</sup> Two years later, “some miscreant individual endeavored to effect an entrance into the J.D. Shy store by the window route... the window was raised... but a large box was in front... with a number of cans of coffee left undisturbed. The intruder evidently was not in quest of groceries...”<sup>43</sup>

By 1916, the name, Shy Brothers Mercantile, was fully incorporated into the area’s vocabulary and J.D. became a well-known and respected businessman.<sup>44</sup> The services provided by the brothers Shy to the community extended beyond the operation of the store, and in one instance, involved events outside of the store-proper, taking on Mother Nature herself. A Shy brother vehicle served as kept Ashland connected to the outside world during periods of inclement weather: “Shy Brothers opened the snow drifts between Ashland and Forsyth with their ‘Invincible’ White truck this week.”<sup>45</sup>

The Shy Brothers Mercantile also found local use as a gathering location. In December of 1921, the store served as the spot for the community to submit their names for inclusion in an upcoming Christmas event.<sup>46</sup> A year later, in 1922, the store hosted a Red Cross gathering where volunteers received supplies and had “the privilege of doing the work at the store.”<sup>47</sup> The Ladies Auxiliary held food sales at the mercantile that yielded a “tempting array of eatables... set forth

<sup>39</sup> “Personal Mention, *Forsyth Times-Journal*, August 8, 1912, p. 1.

<sup>40</sup> “Ashland News,” *Rosebud Courier*, November 11, 1913, p. 8; “Personals, *Forsyth Times-Journal*, October 12, 1916, p. 3.

<sup>41</sup> “Robber makes Haul,” *Forsyth Times-Journal*, December 9, 1915, p. 1.

<sup>42</sup> “Open Air Thieves,” *Ashland Pioneer Press*, September 1, 1922, p. 1.

<sup>43</sup> “Loal and Personal,” *Ashland Pioneer Press*, April 25, 1924, p. 1.

<sup>44</sup> “Items of Local Interest,” *Forsyth Times-Journal*, December 21, 1916, p. 2; “Items of Local Interest,” *Forsyth Times-Journal*, April 25, 1918, p. 5.

<sup>45</sup> “News of Ashland,” *Forsyth Democrat*, January 11, 1917, p. 5.

<sup>46</sup> “Ashland Will Have Community Christmas Tree,” *Forsyth Times-Journal*, December 22, 1921, p. 1.

<sup>47</sup> “Local and Personal,” *Ashland Pioneer Press*, January 6, 1922, p. 1.



Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

and met ready safe.<sup>48</sup> In addition to allowing the mercantile's use by the Ashland citizenry, J.D.'s community involvement included time on a committee to identify a location for a fairgrounds and race track.<sup>49</sup>

Although the mercantile business moved along well, a few bumps in the road surfaced at times. In December of 1918, a fire broke out in town that consumed J.D. and his wife's house—the culprit, a gasoline lamp.<sup>50</sup> The event could have proved far worse as the occupants had yet to retire for the evening, allowing everyone to escape the house.

News for 1922 was an interior renovation to the store consisting of a new grocery counter.<sup>51</sup> The new counter sported a “sample display space in front and drawers underneath,” and its installation met with approval as it “will... be an improvement from the old one.”

By 1921, the Shy Brothers Mercantile purchased space in the local newspaper, the *Ashland Pioneer Press*. They advertised spring and summer, fall and winter. These advertisements provide a thorough understanding of the stock offered by the business, now referred to as “J.D. Shy.”<sup>52</sup> A 1921 town overview reported, “Mr. Shy has always carried a very extensive stock of groceries, dry goods,, hardware and ranch supplies of all kinds and does a large business in all lines.”<sup>53</sup> In addition to “a complete line of staple and fancy groceries and shelf hardware,” during the winter, the mercantile sold Red Ball Band Overshoes (“the old reliable brand”), Harvey's gloves and mittens (“you may buy cheaper ones, but you can't buy better ones”), walnuts, pecans, filberts, almonds, Brazil nuts, “No. 1 stock salt,” apples, percales, gingham, chambrays, heavy shirts, felt shoes, wool socks, comforters, blankets, and stoves.<sup>54</sup> The mercantile boasted a “big line of groceries always ready for all desiring anything in that line. Dry goods for everybody.”<sup>55</sup>

In addition to the general offerings, seasonal advertisements afforded further insight in J.D.'s merchandise. Spring stock included shovels, spades, hoes, rakes, fencing wire, ladies and children's hose, “chick-chick egg dye for Easter,” Morning Cup Coffee, Ferry's seeds, King & Company seeds, onion sets, gasoline, “oil and greases,” and Goodyear Tires and tubes.<sup>56</sup> In the summer, J.D. Shy supplied hay rakes, stackers, mowing machines, pitch forks, stacker rope,

<sup>48</sup> “Local and Personal,” *Ashland Pioneer Press*, January 22, 1926, p. 1.

<sup>49</sup> “Successful Meet,” *Ashland Pioneer Press*, April 21, 1922, p. 1.

<sup>50</sup> “Fire Destroys J.D. Shy Residence At Ashland,” *Forsyth Times-Journal*, December 26, 1918, p. 1.

<sup>51</sup> “Local and Personal,” *Ashland Pioneer Press*, December 8, 1922, p. 1.

<sup>52</sup> Advertisement, *Ashland Pioneer Press*, December 30, 1921, p. 8; Advertisement, *Ashland Pioneer Press*, February 17, 1922, p. 8.

<sup>53</sup> “Ashland,” *Ashland Pioneer Press*, December 14, 1923, p. 1.

<sup>54</sup> Advertisement, *Ashland Pioneer Press*, December 30, 1921, p. 8; Advertisement, *Ashland Pioneer Press*, February 17, 1922, p. 8; Advertisement, *Ashland Pioneer Press*, December 1, 1922, p. 8.

<sup>55</sup> Advertisement, *Ashland Pioneer Press*, February 19, 1926, p. 8.

<sup>56</sup> Advertisement, *Ashland Pioneer Press*, April 14, 1922, p. 8; Advertisement, *Ashland Pioneer Press*, April 28, 1922, p. 8; Advertisement, *Ashland Pioneer Press*, March 26, 1926, p. 8.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

harvester oil ("Sunoco Motor Oil None Better"), fruit jars, jar tops, and jar rubbers.<sup>57</sup> Summer advertising also proffered "machine repairs of all kinds," suggesting the mercantile employed a mechanic.<sup>58</sup> Autumn brought advertisements directed to the automobile: oil, grease, gasoline, "Goodyear Tires and Tubes."<sup>59</sup> Winter brought a seasonal selection of items that differed from spring, summer, and autumn: stoves, coal hods, stove pipes, window glass, heavy hardware, shelf hardware, and heaters.<sup>60</sup> Proving the press indeed had a sense of humor, the December 29, 1922, edition of the *Ashland Pioneer Press* printed on their front page a quaint play on words: "note change in ad for J.D. Shy on 8<sup>th</sup> page. It is full of salt."<sup>61</sup>

J.D. Shy's prided themselves on stocking reputable products, with many earning acclaim from customers: "We have used the Flour you gave me and it is extra fine. It made the whitest and best bread we have had for the last two years... if the weather ever settles... I will send in a load of wheat and lay in a stock of your flour."<sup>62</sup>

In March of 1927, J.D. entered the hospital in Miles City, 50 miles to the northeast, after he took seriously ill.<sup>63</sup> Although people feared the worst, surgery on his leg allowed recovery, albeit a prolonged recovery; it wasn't until July when J.D. returned to his home in Ashland.<sup>64</sup> By 1930, J.D. once again found himself at the Holy Rosery Hospital in Miles City.<sup>65</sup> These trips to the Miles City hospital presaged J.D.'s worsening health. In 1935, at the age of 67, J.D. passed away after a protracted illness left him bed-confined for the previous five months.<sup>66</sup> Both his wife Alice and brother Vest outlived J.D.; Alice died in 1948 and Vest passed in 1946. The newspaper noted of J.D.'s importance to the town during both the area's early homesteading days and subsequent years: he was a "pioneer resident and merchant of Ashland."<sup>67</sup>

---

<sup>57</sup> Advertisement, *Ashland Pioneer Press*, June 13, 1924, p. 8.

<sup>58</sup> Advertisement, *Ashland Pioneer Press*, June 13, 1924, p. 8.

<sup>59</sup> Advertisement, *Ashland Pioneer Press*, October 1, 1926, p. 8.

<sup>60</sup> Advertisement, *Ashland Pioneer Press*, January 23, 1925, p. 8.

<sup>61</sup> "Local and Personal," *Ashland Pioneer Press*, December 29, 1922, p. 1.

<sup>62</sup> "Received Letter," *Ashland Pioneer Press*, June 19, 1922, p. 1.

<sup>63</sup> "Local and Personal," *Ashland Pioneer Press*, March 11, 1927, p. 1.

<sup>64</sup> "Local and Personal," *Ashland Pioneer Press*, March 25, 1927, p. 1; "Local and Personal," *Ashland Pioneer Press*, July 22, 1927, p. 1.

<sup>65</sup> "Ashland," *Forsyth Times-Journal*, November 27, 1930, p. 3. The Holy Rosery Hospital was listed in the National Register January 15, 2009, NR# 08001324.

<sup>66</sup> "J.D. Shy, Ashland Pioneer, Is Called By Death May 11," *Forsyth Independent*, May 16, 1935, p. 1.

<sup>67</sup> "Something About Everyone," *Forsyth Independent*, June 28, 1932, p. 8.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

After J.D.'s passing, the business transferred to Pat Colwell.<sup>68</sup> Little is known regarding Colwell's operation of the store, though his tenure doing so proved short lived.<sup>69</sup> On May 2, 1936, Colwell sold the business to Joe Holtz:<sup>70</sup>

A deal was consummated the first of this month whereby Joe Holtz acquired the Ashland Cash store, formerly conducted by Pat Colwell, the past eight months.

This is a well known stand, run for many years by the late J.D. Shy.

Mr. Holtz is one of the best known men in Rosebud county and expects to be in active charge of the business most of the time. He will deal principally in groceries, meats and hardware, and said he will endeavor to at all times keep in stock for all of the community needs.

Joe plans on many changes and improvements, to take place as the growth of the business development warrants, and his many friends throughout the territory wish him success in his latest venture.

Born in LaCrosse, Wisconsin in 1888, Joe Holtz arrived in Montana by at least 1917, noted by his home address of Rosebud listed on his World War I registration card.<sup>71</sup> The same year, he married Edna Pierce in Forsyth.<sup>72</sup> In 1920, Edna and Joe continued to live in Rosebud with the addition of their two children, Anabel and Josephina.<sup>73</sup> Joe listed his occupation as "Real Estate and Stock" with the specific type of work noted as "salesman." Joe and Edna's business success was attested to by the census listing two other individuals under their roof who presumably received a salary, a "servant" and a "headman." By 1930, Joe noted his occupation as "manager" of the C.B.C. Farm.<sup>74</sup> Near the middle of his tenure operating the historic mercantile, Joe embraced the store ownership, noting his livelihood as a grocery store proprietor with additional income from other sources.<sup>75</sup>

<sup>68</sup> "Notice," *Forsyth Independent*, May 7, 1936, p. 5; "Proceedings of the Rosebud County Commissioners," *Forsyth Independent*, April 23, 1936, p. 5.

<sup>69</sup> "Notice," *Forsyth Independent*, May 7, 1936, p. 5; "Rosebud," *Forsyth Times-Journal* May 14, 1936, p. 8.

<sup>70</sup> "Ashland Cash Store Changes Ownership," *Forsyth Independent*, May 7, 1936, p. 4.

<sup>71</sup> World War I Draft Registration Card for Joseph Holtz, June 5, 1917.

<sup>72</sup> Rosebud County Marriage Records for Joe Holtz and Edna Pierce, <https://www.ancestry.com/search/collections/61375/records/317087?tid=11072641&pid=412036470078&ssrc=pt>, accessed February 18, 2025.

<sup>73</sup> Fourteenth Census of the United States, 1920, School District 11, Pleasant Hill.

<sup>74</sup> Fifteenth Census of the United States, 1930, School District 12.

<sup>75</sup> Sixteenth Census of the United States, 1940, School District 32, Ashland.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

Holtz operated an auction company prior to his mercantile acquisition, a venture he continued while he owned the store.<sup>76</sup> He also kept his fingers in the ranching pie with his property on the “lower Rosebud.”<sup>77</sup> Soon after his mercantile acquisition, Holtz announced his purchase but remained vague regarding whether he intended to keep prices similar to previous owners.<sup>78</sup>

I have purchased the Former Pat Colwell Store at Ashland, and Extend a Cordial Invitation to All to Come and Get Acquainted with the New Management and Our Business Methods.

Prices will be consistent with the High Quality Line which we carry.

Holtz began “considerable repairing on the store building” within one month of his purchase.<sup>79</sup> The store still boasted a “large stock of merchandise... on display and additions to the stock... received daily.”

Newspaper mention of Holtz often referred to him as a well-known businessman, but little appeared regarding his operation of the store suggesting the clientele was well established, hence, little need to advertise.<sup>80</sup> When promotion did occur, the store appeared as one of many that carried a specific item, such as the advertisement for “Superla Insect Spray,” at a \$1.58 a gallon or the “Softip” broom, “New, Modern.”<sup>81</sup> Such advertising indicates the newspaper announcements were paid for by the product’s manufacturer, not the individual stores that carried the product. When Holtz travelled to other towns, his appearance was noted as “well known stockman” with a secondary mention of his store ownership in Ashland.<sup>82</sup> In terms of advertising, under the tutelage of Holtz, the mercantile flew under the radar though he definitely continued to own the store in 1942.<sup>83</sup>

Ownership changed hands around 1945, corroborated by both an advertisement noting the change and the report of attempted theft when a shoplifter “was arrested on a charge of taking groceries from the Tom Moore grocery at Ashland.”<sup>84</sup> Born in Willow Crossing, near Ashland,

---

<sup>76</sup> “Auction Sale,” *Forsyth Times-Journal*, November 21, 1935, p. 2; “Public Sale,” *Forsyth Independent*, April 27, 1939, p. 5.

<sup>77</sup> “Rosebud,” *Forsyth Independent*, February 8, 1940, p. 5; No Title, *Forsyth Independent*, February 29, 1940, p. 1.

<sup>78</sup> “Announcement,” *Forsyth Independent*, May 7, 1936, p. 8.

<sup>79</sup> “Ashland,” *Miles City Star*, May 31, 1936, p. 7.

<sup>80</sup> “In The Week’s News,” *Forsyth Independent*, June 9, 1938, p. 8.

<sup>81</sup> Advertisement, *Forsyth Independent*, July 13, 1939, p. 5. Advertisement, *Billings Gazette*, December 15, 1939, p. 13.

<sup>82</sup> “In Town—Out Of Town, All Around Town,” *Forsyth Independent*, April 3, 1941, p. 8.

<sup>83</sup> “In Town....Out Of Town, All Around Town,” *Forsyth Independent*, October 22, 1942, p. 8.

<sup>84</sup> “Burglary and Drunkenness Charges Heard in Justice Court,” *Forsyth Independent*, November 27, 1947, p. 1; Advertisement, *Forsyth Independent*, February 16, 1956, p. 28.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

around 1903, Tom married Cecil Swartz of Rosebud in 1944, who ran the store with him.<sup>85</sup> Prior to their acquisition of the business, Tom listed himself as a farm laborer in the 1940 census and as working for the M.M. Crocker Ranch in 1942.<sup>86</sup>

In 1950, the Moores assumed more than ownership of the business. Although the physical building was owned by the I.O.O.F., very little news regarding its use by that group found its way to the newspapers indicating limited use of the upper story by the organization. In 1950, however, I.O Mosgar, Ardis Swart, and Arby Swart, Trustees of the Independent Order of Odd Fellows Building Company transferred via a warranty deed title of the building to Thomas and Cecil Moore.<sup>87</sup> At this time, the 1950 United States Census lists Thomas' occupation as a proprietor and Cecil as a clerk, both of a retail grocery store.<sup>88</sup>

Advertising during the Moores' years of ownership was lowkey compared to the Shy's continual promotional blitz but still above that of Holtz's ownership:<sup>89</sup>

ASHLAND MERCANTILE  
General Merchandise  
Dry Good and Hardware

In Ashland 11 Years  
It is our pleasure to serve  
The people of the community  
In which we make our home.

TOM AND CECIL MOORE  
Ashland, Montana

Owning a store always meant somebody at some point wanted something for free. When the Shy's ran the business, burglars found the mercantile tempting. So too did they in May of 1955: "the lock was removed from the front door, then the rear door was opened where the loot was taken out... valued at several hundred dollars."<sup>90</sup> Another attempt in 1973 was thwarted by the Rosebud County Police Department.<sup>91</sup>

<sup>85</sup> "Tom Moore," *Billings Gazette*, February 18, 1986, p. 11; Marriage License for Tom Moore and Cecil Swartz, January 13, 1944. .

<sup>86</sup> Sixteenth Census of the United States, 1940, School District No. 32, Powder River County; United States World War II Draft Card for Tom James Moore, Order Number 10,121, February 16, 1942.

<sup>87</sup> Warranty Deed between I.O Mosgar, Ardis Swart, and Arby Swart, Trustees of the Independent Order of Odd Fellows Building Company and Thomas and Cecil Moore, clerk file No. 137654, August 14, 1950, deed on file at the Rosebud County Courthouse, Forsyth, Montana.

<sup>88</sup> 1950 Census of Population and Housing, Ashland, Rosebud County.

<sup>89</sup> Advertisement, *Forsyth Independent*, February 16, 1956, p. 28;

<sup>90</sup> "Ashland News," *Forsyth Independent*, May 20, 1954, p. 4.

<sup>91</sup> "Ashland burglar pleads guilty," *Forsyth Independent*, February 15, 1973, p. 1.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

The mercantile engaged the community beyond the sale of merchandise. The store hosted baking and pie sales through the years.<sup>92</sup> The bake sales often proved quite fruitful noted by the \$53.60 proceeds in May of 1959.<sup>93</sup> By the mid-1950s, the store again found itself sporting the Ashland Mercantile moniker; under that name, the Moores donated goods as door prizes for “the well-attended Spring Style Show Tea” in 1960 and also to a fishing derby in 1968.<sup>94</sup> In 1961, the Moores allowed the Ashland troop of the Girls Scouts to set up a display in the front windows of the mercantile.<sup>95</sup> Appreciative of the community’s support, the store ran a late December announcement wishing “Greetings To Our Friends In ’64.”<sup>96</sup> The store, now again referred to under its earliest moniker, appeared often in the county commissioner proceedings for reimbursement for services rendered for groceries for the General Fund and Poor Fund.<sup>97</sup>

In 1971, the Ashland Mercantile narrowly missed destruction via fire from a blaze started at the rear of a nearby café, a former drug store. A “trucker, hi-balling through town early in the morning noticed the flames... he... attempted to phone the fire department but the necessary pagers were torn from the directory... he... placed his call with Miles City... both the Ashland truck and St. Labre’s were there soon, but not in time to save the café... however, they dampened down... the Ashland Mercantile preventing... from burning.”<sup>98</sup> The quick united front of the firefighters saved the mercantile for its future nomination to the National Register!

In 1975, after nearly 32 years of service, Tom and Cecil sold the Ashland Mercantile business and building to Shayla and Gordon Hagen of Dwight, North Dakota.<sup>99</sup> Soon after the Hagens assumed ownership they “were busy stocking shelves and becoming acquainted with their customers.” Their purchase of the Ashland Mercantile resulted in acquisition of “one of the oldest businesses in Ashland,” a business still going strong today.

### Architectural Significance

The Ashland Mercantile building represents a two-part Western Commercial style building near the south end of Ashland. Newspapers praised the building as “a credit to any town... one... through whose instrumentality can well be proud of.”<sup>100</sup> The building’s contractor, R.B. Mason of nearby Miles City, received his due from “the pains to see that everything throughout the

<sup>92</sup> “Ashland,” *Forsyth Independent*, March 14, 1957, p. 6; “Ashland,” *Forsyth Independent*, April 4, 1957, p. 6.

<sup>93</sup> “Ashland,” *Forsyth Independent*, May 9, 1957, p. 6.

<sup>94</sup> “Ashland’s Spring Style Show Tea Is Well Attended,” *Forsyth Independent*, June 2, 1960, p. 6; “Thank You,” *Forsyth Independent*, August 1, 1968, p. 5.

<sup>95</sup> “Ashland,” *Forsyth Independent*, March 23, 1961, p. 6.

<sup>96</sup> “Announcement,” *Powder River Examiner*, December 27, 1963, p. 5.

<sup>97</sup> “General Fund,” *Forsyth Independent*, October 20, 1955, p. 11; “Poor Fund,” *Forsyth Independent*, October 17, 1957, p. 7; “Poor Fund,” *Forsyth Independent*, April 19, 1962, p. 7.

<sup>98</sup> “News of The South Country,” *Forsyth Independent*, November 18, 1971, p. 7.

<sup>99</sup> “News of The South Country,” *Forsyth Independent*, December 25, 1975, p. 5.

<sup>100</sup> “Items From Ashland,” *Forsyth Times*, January 21, 1909, p. 6.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

course of construction was practically and substantially done. The structure complete will be an example of his mechanical ability, a fair sample of honest and upright work.”

Two-part commercial blocks exemplify one of the most common forms for small to moderate sized commercial buildings in the United States. They display a rectangular floorplan, often of great length, feature one to four stories, and can be free-standing or attached. The exterior’s horizontal separation allows discerning differences in interior use. Multi-story buildings generally housed stores in the lower floor with the upper stories dedicated to office space, lodging accommodations, event space, or meeting rooms, a model illustrated by the Shy Brothers Mercantile building. Many two-part commercial blocks utilized more durable materials such as concrete, limestone, or brick. The Shy Brothers Mercantile building, however, is wood frame, clad with pressed metal cladding.

The Western Commercial Style proved popular in the late nineteenth and early twentieth century, and commonly found in most western commercial districts, appearing in large and small towns alike. The style displays a simple storefront presentation and symmetrical upper façade with a variety of ornamental details. Parapets or pediments often hide gently sloped or flat roofs and cornices are often present, both features of the Shy Brothers Mercantile building. Materials varied and in the case of the Shy Brothers Mercantile, wood frame construction occurred.

Front entries usually appear in the narrow façade that faces the street. Entries were often recessed and flanked by large plate glass windows, a characteristic visible in early historic images of the building. Presently, the recessed entry is obscured by a built-out vestibule that provides a level of protection from the cold winter days of the area. Ribbons of three windows above the large, fixed ground floor units existed but now obscured by two-foot vertical boards that anchor the metal porch. Upper story elements often included a variety of openings that may display segmental, round or flat, arches, the latter being the style that appears in the Shy Brothers Mercantile building. Symmetrical window openings characterize the upper façade walls, often integrating details that accentuate the openings and highlight the horizontal pattern; the Shy Brothers Mercantile building exhibits such symmetry though lacks excessive detail, displaying a simple stripped presentation. Despite its lack of ostentatious detail, the building sports metal panel cladding in contrast to the usual clapboard siding common at the time. This metal cladding dates to the time of construction, presenting an appearance of formidability and permanence, traits embraced by the growing population.

Befitting its central location in a small rural town, the Shy Brothers Mercantile building stands as one of the first large construction efforts of the nascent town’s beginnings, remaining an anchor building to the small community. Its simplicity reflects the early construction for the town.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

### R.B. Mason

A contractor based either in Lame Deer or Miles City, Montana, R.B. Mason built the then Ashland Mercantile building (I.O.O.F. building) in 1909.<sup>101</sup> It is possible Mason held a mental template of the building's appearance and floorplan following the general principles of the time for two-part commercial block construction. He stayed busy in the area around this time with a number of projects in nearby towns that included "three new cottages... he received orders to construct on the Cheyenne reservation for the government," and serving as a carpenter at Crow Agency.<sup>102</sup>

Although referred to as R.B. Mason's given name was Roger Blackburn. He appears to have been born in Townsend, Montana in 1883.<sup>103</sup> By 1900, he lived in Miles City at the Montana State Reform School, though from that date to 1920, he could have easily bounced around the area. He married Daisy Long of Mount Carmel, Pennsylvania in 1909, resided in Miles City and noted himself as a "contractor."<sup>104</sup> At the time of R.B. and Daisy's daughter's birth, he still referred to himself as a contractor.<sup>105</sup> However, by 1918, he listed his occupation as "farming."<sup>106</sup>

### **Summary**

Shy Brothers Mercantile literally stands as the last commercial use building, and possibly the oldest building in Ashland, that dates to the town's fledgling years. Its greater than 100-year continual service to the community and surrounding area establishes its significance under Criterion A, and while some loss of integrity has occurred over that period, it continues to exhibit its Western Commercial style architecture and two-part commercial block design providing Criterion C significance.

---

<sup>101</sup> "New Cottages At Lame Deer," *Forsyth Journal*, May 12, 1909, p. 1; "Local and Otherwise," *Forsyth Times*, November 14, 1907, p. 5. Newspapers lack consistency regarding the home base of Mason.

<sup>102</sup> "New Cottages At Lame Deer," *Forsyth Journal*, May 12, 1909, p. 1; "Local and Personal, *Rosebud Courier*, March 19, 1915, p. 2.

<sup>103</sup> "Roger Blackburn Mason," Ancestry.com, [https://www.ancestry.com/family-tree/person/tree/24614558/person/12759701214/facts?\\_phsrc=nSL916&\\_phstart=successSource](https://www.ancestry.com/family-tree/person/tree/24614558/person/12759701214/facts?_phsrc=nSL916&_phstart=successSource), accessed February 13, 2025.

<sup>104</sup> "Were Married Last Evening," *Mount Carmel Item Pennsylvania*, September 28, 1909, p. 1.

<sup>105</sup> "Commonwealth of Pennsylvania, Bureau of Vital Statistics, birth certificate for Helen Belle Mason, filing date January 14, 1914.

<sup>106</sup> World War I Draft Registration Card for Roger Blackburn Mason, September 12, 1918.



Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and

---

## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

- Advertisement, *Ashland Pioneer Press*, December 30, 1921.
- Advertisement, *Ashland Pioneer Press*, February 17, 1922.
- Advertisement, *Ashland Pioneer Press*, April 14, 1922.
- Advertisement, *Ashland Pioneer Press*, April 28, 1922.
- Advertisement, *Ashland Pioneer Press*, December 1, 1922.
- Advertisement, *Ashland Pioneer Press*, June 13, 1924.
- Advertisement, *Ashland Pioneer Press*, January 23, 1925.
- Advertisement, *Ashland Pioneer Press*, February 19, 1926.
- Advertisement, *Ashland Pioneer Press*, March 26, 1926.
- Advertisement, *Ashland Pioneer Press*, October 1, 1926.
- Advertisement, *Billings Gazette*, December 15, 1939.
- Advertisement, *Forsyth Independent*, July 13, 1939.
- Advertisement, *Forsyth Independent*, February 16, 1956.
- "Announcement, *Powder River Examiner*, December 27, 1963.
- "Announcement," *Forsyth Independent*, May 7, 1936.
- "Ashland," *Forsyth Independent*, April 4, 1957.
- "Ashland," *Forsyth Independent*, March 14, 1957.
- "Ashland," *Forsyth Independent*, March 23, 1961.
- "Ashland," *Forsyth Independent*, May 9, 1957.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

"Ashland," *Forsyth Times-Journal*, November 27, 1930.

"Ashland," *Ashland Pioneer Press*, December 14, 1923.

"Ashland," *Miles City Star*, May 31, 1936.

"Ashland burglar pleads guilty," *Forsyth Independent*, February 15, 1973.

"Ashland Cash Store Changes Ownership," *Forsyth Independent*, May 7, 1936.

"Ashland Moved Around a Bit Before Settling Down to Grow," *Forsyth Independent*, February 16, 1956.

"Ashland News," *Forsyth Independent*, May 20, 1954.

"Ashland News," *Rosebud Courier*, November 11, 1913.

"Ashland Notes," *Forsyth Times-Journal*, February 29, 1912.

"Ashland Will Have Community Christmas Tree," *Forsyth Times-Journal*, December 22, 1921.

"Ashland's Spring Style Show Tea Is Well Attended," *Forsyth Independent*, June 2, 1960.

"Auction Sale," *Forsyth Times-Journal*, November 21, 1935.

Brisbin, James S. *The Beef Bonanza; or How to Get Rich on the Plains*, (Philadelphia: J. B. Lippencott & Co., 1881).

"Burglary and Drunkenness Charges Heard in Justice Court," *Forsyth Independent*, November 27, 1947.

"Commonwealth of Pennsylvania, Bureau of Vital Statistics, birth certificate for Helen Belle Mason, filing date January 14, 1914.

Dale, Everett. *The Range Cattle Industry*, (Norman, OK: University of Oklahoma Press, 1960).

Deed Records Book L, p. 630, Rosebud County Courthouse.

1870 Federal Census for Bowling Green Township, Pettis County, Missouri.

Ethnoscience. "Inventory and Evaluation Report for Cultural Resources Within the Proposed Area of Effect of the Tongue River Dam Construction Project and Potential Irrigation Developments on the Northern Cheyenne Reservation," Mt. Dept. of National Resources and Conservation, December 1992.

Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and

Fifteenth Census of the United States, 1930, School District 12.

“Fire Destroys J.D. Shy Residence At Ashland,” *Forsyth Times-Journal*, December 26, 1918.

Fletcher, Robert S. “The End of the Open Range in Eastern Montana,” in *The Montana Past An Anthology*, ed., Michael P. Malone and Richard B. Roeder (Missoula, MT: University of Montana Press, 1969).

Fourteenth Census of the United States, 1920, School District 11, Pleasant Hill.

“General Fund,” *Forsyth Independent*, October 20, 1955.

Hampton, Kate and Chere Juisto. “A Place Apart: Cultural Landscape of the Tongue River Valley,” Presentation at Montana Historical Society, Helena, MT, October 2001.

“In The Week’s News,” *Forsyth Independent*, June 9, 1938.

“In Town—Out Of Town, All Around Town,” *Forsyth Independent*, April 3, 1941.

“In Town....Out Of Town, All Around Town,” *Forsyth Independent*, October 22, 1942.

“Items From Ashland,” *Forsyth Times*, January 21, 1909.

“Items From Ashland,” *Forsyth Times*, February 11, 1909.

“Items of Local Interest,” *Forsyth Times-Journal*, December 21, 1916.

“Items of Local Interest,” *Forsyth Times-Journal*, April 25, 1918.

“J.D. Shy, Ashland Pioneer, Is Called By Death May 11,” *Forsyth Independent*, May 16, 1935.

Kappler, Charles J. (compiler and editor). *Indian Affairs: Laws and Treaties* 2 vols. (Washington, D. C.: Government Printing Office (GPO), 1904.

“Local and Otherwise,” *Forsyth Times*, November 14, 1907.

“Local and Otherwise,” *Forsyth Times*, May 28, 1908.

“Local and Otherwise,” *Forsyth Times-Journal*, August 5, 1909.

“Local and Otherwise,” *Forsyth Times*, December 31, 1908.

“Local and Personal,” *Ashland Pioneer Press*, January 6, 1922.

Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and

"Local and Personal," *Ashland Pioneer Press*, December 8, 1922.

"Local and Personal," *Ashland Pioneer Press*, December 29, 1922.

"Local and Personal," *Ashland Pioneer Press*, April 25, 1924.

"Local and Personal," *Ashland Pioneer Press*, January 22, 1926.

"Local and Personal," *Ashland Pioneer Press*, March 11, 1927.

"Local and Personal," *Ashland Pioneer Press*, March 25, 1927.

"Local and Personal," *Ashland Pioneer Press*, July 22, 1927.

"Local and Personal News," *Forsyth Journal*, June 30, 1909.

"Local and Personal," *Forsyth Journal*, September 29, 1909.

"Local and Personal," *Forsyth Journal*, October 6, 1909.

"Local News," *Forsyth Times*, October 11, 1900.

"Local and Personal," *Rosebud Courier*, March 19, 1915.

Malone, Michael, Richard P. Roeder and William L. Lang. *Montana: A History of Two Centuries*. Seattle: University of Washington Press, revised 1991.

Marriage License for Tom Moore and Cecil Swartz, January 13, 1944.

"New Cottages At Lame Deer," *Forsyth Journal*, May 12, 1909.

"News From Rosebud Town," *Forsyth Times-Journal*, October 21, 1909.

"News of Ashland," *Forsyth Democrat*, January 11, 1917.

"News of The South Country," *Forsyth Independent*, November 18, 1971.

"News of The South Country," *Forsyth Independent*, December 25, 1975.

No Title, *Forsyth Independent*, February 29, 1940.

1900 Federal Census, Twelfth Census of the United States, School District No. 1, Custer County, Montana.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

1910 Federal Census, Thirteenth Census of the United States, Forest Reserve, Custer County, Montana.

1920 Federal Census, Fourteenth Census of the United States, Ashland Township School District No. 34, Rosebud County, Montana.

1950 Census of Population and Housing, Ashland, Rosebud County.

"Notice," *Forsyth Independent*, May 7, 1936.

"Open Air Thieves," *Ashland Pioneer Press*, September 1, 1922.

"Personal Mention, *Forsyth Times-Journal*, August 8.

"Personals, *Forsyth Times-Journal*, October 12, 1916.

"Poor Fund," *Forsyth Independent*, October 17, 1957.

"Poor Fund," *Forsyth Independent*, April 19, 1962.

"Proceedings of the Rosebud County Commissioners," *Forsyth Independent*, April 23, 1936.

"Public Sale," *Forsyth Independent*, April 27, 1939.

"Received Letter," *Ashland Pioneer Press*, June 19, 1922.

"Robber makes Haul," *Forsyth Times-Journal*, December 9, 1915.

"Roger Blackburn Mason." Ancestry.com, [https://www.ancestry.com/family-tree/person/tree/24614558/person/12759701214/facts?\\_phsrc=nSL916&\\_phstart=successSource](https://www.ancestry.com/family-tree/person/tree/24614558/person/12759701214/facts?_phsrc=nSL916&_phstart=successSource), accessed February 13, 2025.

"Rosebud," *Forsyth Independent*, February 8, 1940.

"Rosebud," *Forsyth Times-Journal* May 14, 1936.

Rosebud County Bicentennial Committee. *They Came and Stayed, Rosebud County History* (Billings: Western Printing and Lithography, 1977),  
<https://www.mtmemory.org/nodes/view/104278?type=all&lsk=eff64b664d335b48bbd900906e98cfb2>

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

Rosebud County Marriage Records for Joe Holtz and Edna Pierce,  
<https://www.ancestry.com/search/collections/61375/records/317087?tid=11072641&pid=412036470078&ssrc=pt>, accessed February 18, 2025.

“Rosebud News,” *Forsyth Journal*, June 23, 1909.

Sixteenth Census of the United States, 1940, School District 32, Ashland.

Sixteenth Census of the United States, 1940, School District No. 32, Powder River County.

“Something About Everyone,” *Forsyth Independent*, June 28, 1932.

“Successful Meet,” *Ashland Pioneer Press*, April 21, 1922.

Tallbull, Bill and Sherri Deaver. “Potential Cultural Effects to the Northern Cheyenne from the Proposed Tongue River Railroad Extension,” Interstate Commerce Commission, June 1991.

“Thank You,” *Forsyth Independent*, August 1, 1968.

“Tom Moore,” *Billings Gazette*, February 18, 1986.

“Townsite at Ashland Plated By James A. Beatty and Wife,” *Forsyth Times-Journal*, March 17, 1910.

United States World War II Draft Card for Thom James Moore, February 16, 1942.

Warranty Deed between I.O Mosgar, Ardis Swart, and Arby Swart, Trustees of the Independent Order of Odd Fellows Building Company and Thomas and Cecil Moore, clerk file No. 137654, August 14, 1950, deed on file at the Rosebud County Courthouse, Forsyth, Montana.

Warranty Deed between James A. Beatty and Margaret Beatty and the Trustees of I.O.O.F. Building Co., dated April 11, 1910, filed November 12, 1910, on file at the Rosebud County Courthouse.

“Were Married Last Evening,” *Mount Carmel Item Pennsylvania*), September 28, 1909.

World War I Draft Registration Card for Joseph Holtz, June 5, 1917.

World War I Draft Registration Card for Roger Blackburn Mason, September 12, 1918.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

**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

☐ Other

Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

**10. Geographical Data**

**Acreage of Property** less than one acre

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

**Center Point**

1. Latitude: 45.590020

Longitude: -106.262780

**Boundary**

1) Lat. 45.590266 Long. -106.262696; 2) Lat. 45.590168 Long. -106.262552; 3) Lat. 45.589860 Long. -106.262840; 4) Lat. 45.589940 Long. -106.262970. Reference to the aerial map on page 36 confirms this boundary.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

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

ASHLAND ORIGINAL TOWNSITE, S11, T03S, R44E, BLOCK 001, Lot 008, ASHLAND 8, E'LY 23' 9 1. 1) Lat. 45.590266 Long. -106.262696; 2) Lat. 45.590168 Long. -106.262552; 3) Lat. 45.589860 Long. -106.262840; 4) Lat. 45.589940 Long. -106.262970. Reference to the aerial map on page 36 confirms this boundary.

**Boundary Justification** (Explain why the boundaries were selected.)

The boundary encompasses the historic Shy Brothers Mercantile and reflects the very narrow historic lot associated with the property.

---

**11. Form Prepared By**

name/title: John Boughton

organization: Montana State Historic Preservation Office

street & number: 225 N. Roberts

city or town: Helena state: MT zip code: 59620

e-mail: [jboughton@mt.gov](mailto:jboughton@mt.gov)

telephone: 406-444-3647

date: 3-28-2025

---

**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. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)



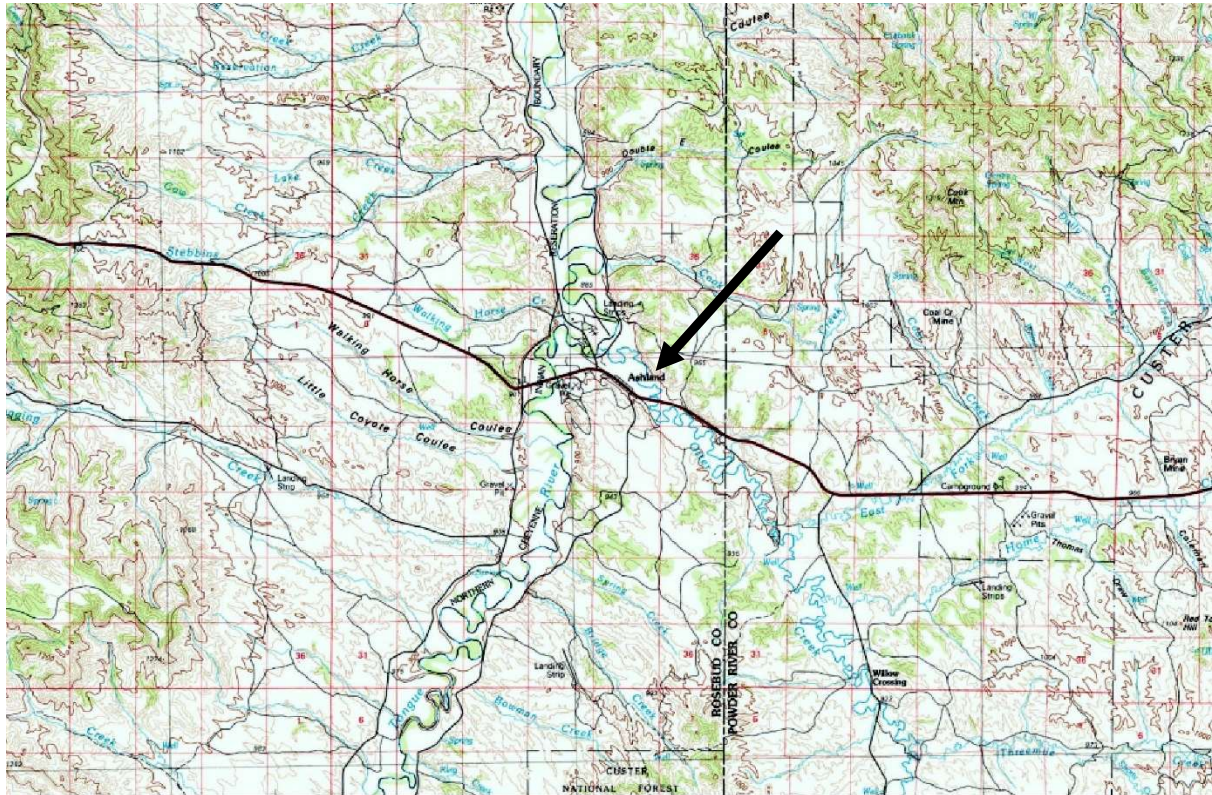
Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

**Maps and floorplans—need a floorplan—top and bottom**



◆◆ = @ 2 miles



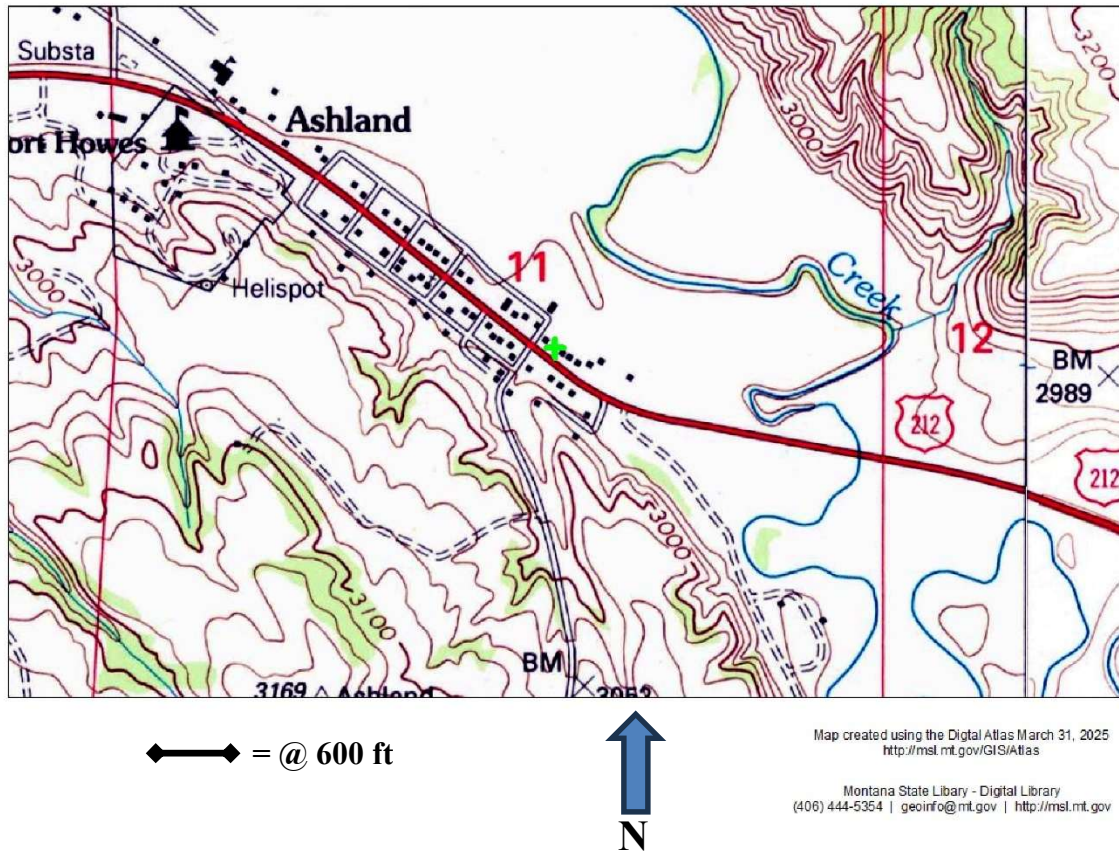
Map created using the Digital Atlas March 31, 2025  
<http://msl.mt.gov/GIS/Atlas>

Montana State Library - Digital Library  
(406) 444-5354 | [geoinfo@mt.gov](mailto:geoinfo@mt.gov) | <http://msl.mt.gov>

**Map showing location of Ashland, Montana. Black arrow indicates location of Ashland.**

Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and



**Location of Shy Brothers Mercantile noted by green cross. Found on the Ashland 7.5' quadrangle map.**



Shy Brothers Mercantile

Rosebud, MT

Name of Property  
State

County and



◆◆◆ = @ 300 ft.

Map created using the Digital Atlas March 31, 2025  
<http://msl.mt.gov/GIS/Atlas>

Montana State Library - Digital Library  
(406) 444-5354 | [geoinfo@mt.gov](mailto:geoinfo@mt.gov) | <http://msl.mt.gov>

**Close-up view of location of Shy Brothers Mercantile noted by green cross. Found on the Ashland 7.5' quadrangle map.**



Shy Brothers Mercantile

Name of Property  
State

aps

Ashland

Rosebud, MT

County and



Close-up aerial view of location of Shy Brothers Mercantile. Found on the Ashland 7.5' quadrangle map. 1) Lat. 45.590266 Long. -106.262696; 2) Lat. 45.590168 Long. -106.262552; 3) Lat. 45.589860 Long. -106.262840; 4) Lat. 45.589940 Long. -106.262970

↔ = @ 250 ft.





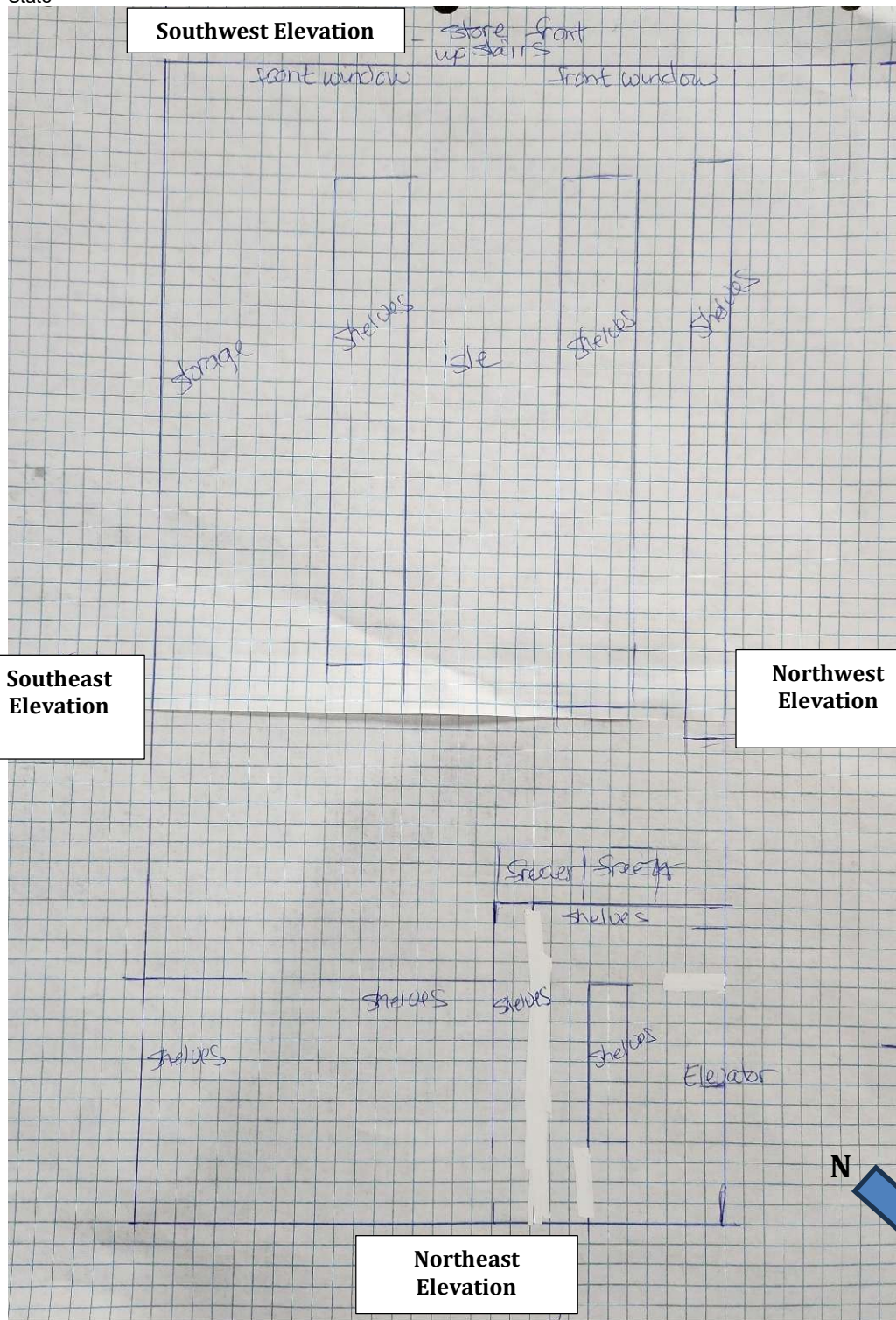


Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and



Upper Floor of Shy Brothers Mercantile



Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and

## Historic Images



**Shy Brothers Mercantile, circa 1910-1930, L.A. Huffman. Montana Historical Society, L.A. Huffman Photograph Collection, #981-997.**

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



**View of Ashland, MT. Shy Brothers Mercantile middle center, circa 1910-1930, L.A. Huffman. Montana Historical Society, L.A. Huffman Photograph Collection, #981-1002.**



Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and



**View of Ashland, MT. Shy Brothers Mercantile (building with covered porch center-right) circa 1910-1930, L.A. Huffman. On file at the Montana Historical Society, Helena, MT. L.A. Huffman Photograph Collection, #981-1163.**

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and



**View of Ashland, MT. Shy Brothers Mercantile (building with covered porch right of stone building, upper right of image) circa 1910-1930, L.A. Huffman. On file at the Montana Historical Society, Helena, MT. L.A. Huffman Photograph Collection, #981-999.**

Shy Brothers Mercantile  
Name of Property  
State

Rosebud, MT  
County and

### Interior Photographs



**Shy Brothers Mercantile, aisle view toward rear of store (view northeast).**

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



**Shy Brothers Mercantile, floor detail.**



**Shy Brothers Mercantile**

Name of Property  
State

**Rosebud, MT**  
County and



**Shy Brothers Mercantile, toward front of store (view southwest).**

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



**Shy Brothers Mercantile, toward front of store (view west).**

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



Shy Brothers Mercantile, ceiling detail.

**Shy Brothers Mercantile**

Name of Property  
State

**Rosebud, MT**  
County and



**Shy Brothers Mercantile, ceiling detail.**



Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and

## National Register Photographs

### Photo Log

#### All Photographs

Name of Property: Shy Brothers Mercantile

City or Vicinity: Ashland

County: Rosebud

State: MT

Photographer: Shayla Hagen

Date Photographed: October 2024-March 2025

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



MT\_RosebudCounty\_ShyBrothersMercantile\_0001. Southwest façade of Shy Brothers Mercantile, view to the northeast.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and



MT\_RosebudCounty\_ShyBrothersMercantile\_0002. Northwest wall and southwest façade of Shy Brothers Mercantile, view to the east.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and



MT\_RosebudCounty\_ShyBrothersMercantile\_0003. Southwest façade and southeast wall of Shy Brothers Mercantile, view to the north.



Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



MT\_RosebudCounty\_ShyBrothersMercantile\_0004. Southeast wall of Shy Brothers Mercantile, view to the north.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



MT\_RosebudCounty\_ShyBrothersMercantile\_0005. Southwest wall of Shy Brothers Mercantile, view to the west.



Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



MT\_RosebudCounty\_ShyBrothersMercantile\_0006. Closeup of northwest wall of Shy Brothers Mercantile, view to the south.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT  
County and



MT\_RosebudCounty\_ShyBrothersMercantile\_0007. Closeup of northeast wall of Shy Brothers Mercantile, view to the south.

Shy Brothers Mercantile

Name of Property  
State

Rosebud, MT

County and



MT\_RosebudCounty\_ShyBrothersMercantile\_0008. Closeup of northeast wall of Shy Brothers Mercantile, view to the west.

**Paperwork Reduction Act Statement:** This information is being collected for nominations 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.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

**Estimated Burden Statement:** Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

Tier 1 – 60-100 hours  
Tier 2 – 120 hours  
Tier 3 – 230 hours  
Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.