

THE PREMIER MAGAZINE OF THE WEST

COWBOYS & INDIANS

May 1997

Jane
Seymour

On location with
CBS' brightest star

Route 66: Very Few Kicks ✪ Fashion Swims at L.A.'s Mermaid
AIM's Dennis Banks ✪ Montana Pleasures ✪ Manuel Sparkles

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Linda Ronstadt recalls: "I once asked him for a black skirt and he made me a white dress. It was much better than the black skirt would have been."

dition again. It's here to stay," he says.

So is Manuel, whose spectacular Western clothes will now reach a wider clientele with his new ready-to-wear line, the Manuel Collection. Manuel introduced a line of Western shirts in the fall of 1996, his dress line had its debut early in 1997, and a jacket line will follow later in the year. The Manuel Collection offers the same quality and fine detail clients have found in his custom garments, at a fraction of the cost. "I was overwhelmed by the response," Manuel admits. "But all we did was give people what they've been asking for all these years."

Manuel moved his business from North Hollywood to Nashville in 1989, where daughters Morelia and Jesse and son Manny are instrumental in carrying on the family tradition. Their father lives nearby where the world-renowned designer enjoys the peaceful life, away from the noise of the city. "I'm a simple man," says Manuel. "I don't need to have a brand new car. I like to cook, I wash my own clothes, I pay the phone bill. I'm just a common guy."

In his 40-year career, Manuel has designed for movie stars, entertainers, heads of state and captains of industry. His loyal following continues to grow, even spanning generations. "When a client comes in and tells me, 'You made a coat for my dad that he wore all his life. I want you to make one for me,' that's the real payoff."

Manuel only reluctantly refers to what he does as a business — like any artist, he is driven to create. "You do it for the love of what you're doing," Manuel explains. "You have a dream. If you live with it, you love it, and you take care of it, you never have to work another day in your life."



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Deadrock





It's not a museum or a movie set, though it could double for both. Rather, it's one couple's idea of a place to have a great time.

TEXT BY
ELIZABETH CLAIR FLOOD

PHOTOGRAPHS BY
ROGER WADE



At the base of Montana's Crazy Mountains, cowboys are still painting the town red. While they don't shoot out the street lamps or make a tenderfoot dance with bullets, these modern-day waddies kick up plenty of old-fashioned dust on Main Street in the make-believe town of Deadrock.

It may sound quirky, but several years ago, Glenn Patch of Patch Communications and his wife Barbara dreamed of owning a Western town. They wanted an unusual place to host reunions for their extensive family and large network of friends. Instead of building a log home on their 20,000 acres, just outside Big Timber, they thought: why not build a town, complete with a saloon, jail, livery stable and hotels? "Then, when our friends came together, we'd have a special place to put them," Barbara Patch says.

LOG LODGE





Unabashedly, dudes strut the boardwalks in their cowboy boots, two-step in the dance hall and gallop Main Street, showing off for friends and video cameras

Because the couple and their friends don't live full-time at Deadrock, the Patches now invite paying guests to their town when they aren't there.

Upon arriving on Main Street, one guest, convinced he'd find the made-up town a little hokey, giggled for 20 minutes. "Deadrock took him back to all the great Westerns he'd watched as a kid," ranch manager Carrie Joe Robicheaux says.

As many guests find, Deadrock far exceeds their expectations. Inspired by Tom McGuane's fictional town which puns the nearby town of Livingston ("living stone," "dead rock"), Deadrock invites visitors to step back in time. Unabashedly, dudes strut the boardwalks in their cowboy boots, two-step in the dance hall and gallop Main Street, showing off for friends and video cameras. Guests also fish or just hang around the town. Meals are served on blue spatterware tin dishes. In the evening, this old-time fun continues. The first summer, Don Williams performed in the dance hall for the family, the following year, the Oak Ridge Boys.

"We very much enjoy entertaining," Barbara Patch says. "I guess we just like to share."

Although architect Nick Fullerton of Bozeman and his associate Kipp Halvorsen jumped on the opportunity to build Deadrock, they had no experience with this type of development. With the help and expertise of Yellowstone Traditions, Fullerton started drawing a turn-of-the-century pioneer settlement evolving architecturally into the early 1900s.

With less than a year's time to complete phase one, Fullerton scrambled to learn everything he could about early Montana buildings. He studied the old town of Bannack, Montana, and took notes on all the beautifully shabby structures of Virginia City, once the home of a thriving Gold Rush population.

"The key to this whole thing, we finally realized, was that nothing in an old Western town lined up or matched. Siding often changed, things were always added onto," Fullerton says. "We had to pay attention to those offsets. If we hadn't paid attention to the details, the place would have been a mess."

Fullerton's team started in the Fall of 1992 by salvaging four old home-

BATH HOUSE PORCH AND LOG HOTEL



As a guest ranch, Deadrock is open to the public all year, with two lodges and log cabins offering diverse accommodations for individuals, families or groups. Activities at the ranch in summer include horseback riding, sporting clays, fishing in streams and a 40-acre lake, biking and hiking. Winter brings its own snowy pleasures. Meals are part of the package and are taken in the main lodge. Rates in summer run \$1100-1300 per week per person; winter rates are less. For information on staying at Deadrock, write to P.O. Box 343, Clyde Park, Montana 59018, or call: toll-free (888) 332-3762 or (406) 686-4428; fax: (406) 686-4176.



BAR-SALOON

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stead cabins from the ranch, moving them to the town site and rebuilding them. They also added a saloon. But by the following February, the Patches realized they wouldn't have nearly enough beds for guests at their annual Fourth of July fete, so they asked Fullerton to build them a two-story hotel.

When the couple arrived that summer, "we were hanging the curtains," Fullerton says. The Patches were delighted.

"We were absolutely overwhelmed by the quality and authenticity of the place — the attention to every detail," Barbara Patch says.

The following year, Fullerton added a

pool hall onto the saloon and built a livery stable at the end of Main Street. When the couple decided to make the place a guest ranch, Fullerton and his team went back to the drawing board, creating a general store, post office, jail, laundry and two lodges. "One idea led to another," Barbara Patch says.

More than anything, the details make this place believable and irresistibly charming.

Although buildings are equipped with modern conveniences, Fullerton and Yellowstone Traditions worked to make the town and its buildings look some 80 years



Everywhere you look, you can't tell you are in modern times — there is nothing to take you out of the 1910 era.



old. They used old beams, incorporated antique hardware, and fussed with the mortar to make it look just crude enough. Electricity is disguised inside old fashioned lanterns. Even the light switches in the Victorian hotels are the old-timey push buttons. Plants grow with abandon, covering the streets, as they would have done over time.

"Everywhere you look, you can't tell you are in modern times," Barbara Patch says. "There is nothing to take you out of the 1910 era." Well, except when you peek inside the enormous commercial kitchen where gourmet delicacies, a far cry from Old West fare, are concocted.

Despite these culinary alterations, overall the town looks and feels like old times. And, like other towns, Deadrock is growing steadily. Barbara Patch says, "We're getting ready to put in a chapel and a boot hill."