Road Trip Suggestions for OCAC Members Lovell, Wyoming

It's called Mustang Country. Not for the iconic Ford cars, but for herds of wild horses found in nearby Big Horn Canyon. Most travelers passing through Lovell are either going to or coming from Yellowstone National Park on Highway 14A. If you appreciate history, the town and Canyon are worth a stop.

Lovell was developed by Mormon settlers around 1900, and church members still play an important role in the town. Their knowledge of irrigation was crucial to early agriculture development in the area.

Like many Mormon towns, Lovell's streets are wide, clean, and well planned. The people are friendly and

steeped in history and tradition. Businesses lining the main street are neat and well-kept, even those that have fallen on hard times. Homes and yards, like the streets, are well-maintained, demonstrating the pride that owners take in their property.

The 1950 Hyart art-deco movie theater dominates Main Street. It was closed in 1992, then re-opened and restored by community volunteers in 2004. Typical of Lovell, the theater still operates with all volunteer help. It was added to the National Register of Historic Places in 2008.

We were attracted to the 1940s-era Horseshoe Bend Motel. It had been recently remodeled with a throw-back theme. The rooms are at street level and decorated in a 1950s motif. The rooms have no USB ports. Instead, reproduction 1950s AM-FM radios sit on desks with Bibles nearby.



As we pulled into the nearby Sinclair station, we ran over an unusual hose that caused a bell to clang in the station. A well-dressed young man came running out and asked how he could be of service. I can't recall the last time seeing a full-service gas station employee triggered into action by running over a bell hose. Next to the pumps was an old-school air station that didn't charge money and had enough pressure and volume for semi-truck tires. The two service station stalls looked like they can handle about any kind of automotive issue.

A trip to Big Horn Canyon topped our day before heading east over the Big Horn Mountains, before landslides took out Highway 14A near Dayton shortly thereafter. What a delightful experience. We hope to return soon.

Mark and Sandra Milliken 7/17/2025



