

United States Department of 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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Dean Motor Company

other names/site number McDonald Chevrolet, Rapid Chevrolet, Midwest Tire and Muffler Company

2. Location

street & number 329 Main Street N/A not for publication

city or town Rapid City N/A vicinity

state South Dakota code SD county Pennington code 103 zip code 57701

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ___ 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 ___ meets ___ does not meet the National Register criteria. I recommend that this property be considered significant ___ nationally ___ statewide ___ locally. (___ See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

In my opinion, the property ___ meets ___ does not meet the National Register criteria.
(___ See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State of Federal agency and bureau

Dean Motor Company

Pennington, South Dakota

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register.
continuation sheet.

Signature of the Keeper

Date of Action

See

determined eligible for the
National Register.
 See continuation sheet.

determined not eligible for the
National Register.
 See continuation sheet.

removed from the National
Register.

other, (explain:) _____

5. Classification

Ownership of
Property (check
only one box)
apply)

Category of
Property (Check
the count)

Number of Resources within Property
(Do not include listed resources within as many boxes as

private
 public-local
 public-state
 public-federal

building(s)
 district
 site
 structure
 object

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>	<u>0</u>	Total

Name of related multiple property
listing (Enter "N/A" if property is
multiple property
listing.)

Number of contributing resources
previously listed in the National Register

not part of a

N/A 0

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

Commerce/Specialty Store

Commerce/Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

Commercial Style

foundation Concrete

walls Brick

roof Tar

other Glass

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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Section ____ Page ____ Dean Motor Company, Rapid City, Pennington
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Section 7: Description

The Dean Motor Company building was constructed between 1929-1930 for the Dean Chevrolet dealership of Rapid City, South Dakota. The one-and-a-half story rectangular brick building is located in the commercial downtown area of Rapid City on the southeast corner of Fourth and Main streets. The building measures 100 feet x 140 feet and has a concrete foundation.¹ The building is a modern broad-front commercial type, and is characterized by plain concrete and brick ornamentation.² The curved steel truss roof is covered with tar. The interior of the building is divided into two main spaces, the showroom and office area, facing Main Street and the garage and maintenance area in the rear.

The Dean Motor Company building was originally located in a newly developed commercial area of the city and was historically near other automobile dealerships. The Motor Service Company building, also built in 1929, was across Fourth Street on the adjacent St. Joseph block at 402 St. Joseph Street. Another automobile dealership, Black Hills Auburn Company, was located across the street from Motor Service Company at 521 St. Joseph Street. The James Motor Company was located on the corner of

¹"Dean Announces New Headquarter," *Rapid City Daily Journal*, 4 October 1929.

²Herbert Gottfried and Jan Jennings, *American Vernacular Design 1870-1940*, (Ames: Iowa State University Press, 1985), 249.

Dean Motor Company

Pennington, South Dakota

Name of Property

County and State

Property Owner

Complete this item at the request of SHPO or FPO.)

name Midwest Tire and Muffler, Inc. (Attn. Larry Haley)

street & number 4700 N. I-90 Service Road telephone 605/342-9570

city or town Rapid City state South Dakota zip code 57701

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Third and Main streets.³

The main (north) elevation of the Dean Motor Company building faces Main Street and is divided into three bays by two floor to roof pilasters. The main facade is distinguished by a parapet roof line, with concrete cornice, that angles on both sides to a raised central portion. The center bay has two brick pilasters with concrete tops dividing the bay. The left bay is also divided by a single brick pilaster, while the right bay is free from pilasters. The main entrance of the building is offset to the east in the center bay. The entrance is a single wood and glass pane door with a frosted glass transom. The main facade has five large plate glass display windows the height of the entrance between all the pilasters on the facade. These windows are divided by thin mullions. The transoms, above the windows, have been painted. There is a stringcourse of header bricks located above the first floor windows. Two small four-over-four pane, metal windows are centered in the attic area on the main facade.

The side (west) elevation of the building faces St. Joseph Street and is divided by eight floor to roof brick pilasters with concrete caps, creating nine bays. The pilasters and the corner brick piers give the roofline a crenelated appearance. The roof has a concrete cornice. The elevation displays two entrances and two service garage doors. In the second bay from the corner there is a double door entrance with wood glass doors and a

³Polk's Rapid City, South Dakota Directory 1930-1931. (Colorado Springs, Co: R.L. Polk Directory Co., 1930-31), 238; "Building Program For 1929 Well Under Way Here," Rapid City Journal, 6 April 1929.

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painted transom. In the third bay from the left there is a wood door with a single pane. The two wood replacement service doors are located in the fifth and eighth bays from the north. The first door is standard size, while the second door has a larger height opening to accommodate trucks. The corner of the building on Main and Fourth streets has a display window with covered transom. Other windows on the elevation include four, double, twelve pane, metal, louvered windows in the fourth, sixth, seventh, and ninth bays from the north.

The rear (south) elevation of Dean Motor Company faces the alley between Main and St. Joseph streets and exhibits a stepped parapet roof line. There are three first floor multiple pane metal louvered windows and a single second story/attic multiple pane window centered on the rear elevation. Next to the corner piers on the attic level there are square roofline openings to allow drainage from the rooftop into metal downspouts attached to the building.

The side (east) elevation is void of any ornamentation and faces the parking lot of the building. There is a standard size service door in the center entering the garage area and there is a door leading from the showroom/reception area. To the north of the service door there are two, double, twelve pane, metal, louvered windows. Alterations to the building include a shed addition attached to the southeast corner of the building. The addition used for tire storage is constructed of wood fencing with wire above and a metal roof.

The interior is largely divided into two main spaces.

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Approximately the front third of the building functions as the showroom and office area with a hallway on the west side leading to the garage and maintenance area in the rear. The garage area has concrete floors, brick block walls, and an open ceiling exposing the curved steel trusses. Above the showroom space there is a second level accessed by wooden stairs that was traditionally used for the storage of parts. Currently, this space is unusable because of safety standards. For the most part the interior has retained the two main spaces, but alterations have been made to the layout and arrangement of the showroom area. Office spaces have been added and the large interior garage door from the display area to the service area has been downsized to a standard size door.

The Dean Motor Company is of local significance as an excellent representation of a Commercial Style building constructed in Rapid City, South Dakota. It is a fine example of a commercial building constructed in the 1920s and 1930s in the Midwest and the overall integrity of this building is high.

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Section 8: Statement of Significance

The Dean Motor Company building, completed in 1930, is an excellent example of a modern broad-front commercial building in Rapid City. The property maintains a high degree of integrity of design. The original design has had few exterior and interior alterations that have changed the historic character of the building. The building meets National Register Criterion C in the area of architecture as one of the best local examples of a commercial modern broad-front style building in Rapid City. The Dean Motor Company building relates to the historic context "Depression and Rebuilding 1893-1929: New Transportation Facilities and the Impact of the New Automobile" outlined by the *Historic Contexts for Historical and Architectural Resources in South Dakota* by the South Dakota State Historical Preservation Center.⁴

Historical Background

Rapid City, located in west central South Dakota, lies at the junction of the Black Hills and the rolling plains in Pennington County. Prior to permanent Euro-American settlement in the Black Hills, several mining parties attempted to enter the area and prospect for gold. However, they were often refused entry by the United States Army. This pressure prompted a United States Government sponsored expedition headed by General George A.

⁴South Dakota Historical Preservation Center. *Historical Contexts for Historical and Architectural Resources of South Dakota*. (Vermillion, South Dakota: Historical Preservation Center, 1989), 203.

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Custer to the Black Hills in 1874. By 1875, the Black Hills' territory was overrun with approximately 1,000 miners prospecting for gold and mining communities such as nearby Lead and Deadwood, South Dakota were born.⁵

Rapid City, named after Rapid Creek was founded in 1876 during the Black Hills mining boom.⁶ It served as a trade center for communities in the Black Hills. By 1877, the city was designated as the county seat of Pennington County and the community was replatted to expand the boundaries of Original Town to include 130 blocks. Three years later, the population of Rapid City reached 312. On October 19, 1882, the city was incorporated and by 1890 the population jumped to 2,128. The growth of Rapid City increased as a result of the arrival of the Fremont, Elkhorn & Missouri Valley Railroad, under the ownership of the Chicago & Northwestern System, on July 4, 1886.⁷

After the turn of the century, additional railroad activity included the connection of Rapid City to eastern markets by both the Milwaukee Railroad and Chicago & Northwestern Railroad.

⁵*The Story of Homestake: A South Dakota Enterprise* (Lead: Homestake Mining Company, 1948), 5-6; William Bronson and T.H. Watkins, *Homestake: The Centennial History of America's Greatest Gold Mine* (San Francisco: Homestake Mining Company, 1977), 21-22.

⁶Pennington County History Book Committee, *A History of Pennington County, South Dakota* (Dallas: Taylor Publishing Company, 1987), 22.

⁷Jeff Buechler, "City of Rapid City Historic Context Planning Document," May 1989, 7; Mary McCormick, Dale Martin and Lon Johnson, "West Boulevard Neighborhood Rapid City, South Dakota Historic Sites Survey Phase II," March 1992, 10; Rick Mills, *Making the Grade: A Century of Black Hills Railroading* (Rapid City, South Dakota: Grelind Photographics), 27-28.

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Herbert Schell, a South Dakota Historian, notes that Rapid City served as "the eastern gateway to the mining region and an important station on the transportation routes from south and east."⁸ As a result of the improved railroad access, a rush of settlers entered the region stretching from the Cheyenne River to the White River.⁹ With the increase in settlers the economy of Rapid City flourished. Increased commercial, social, and industrial activity prompted the construction of many of the current downtown buildings up to World War I. During this period, the city not only served as a trading center and a political center, but growth of the community was also incurred from the tourism industry of the Black Hills promoted in the 1920s.¹⁰ By 1930 the population of Rapid City, according to the U.S. Census, was 10,404 and it was now the largest city in the Black Hills with a greater population than the early mining towns of Deadwood and Lead combined.¹¹

⁸Herbert S. Schell, *History of South Dakota*, (Lincoln: University of Nebraska Press, 1975), 143.

⁹Herbert S. Schell, *History of South Dakota*, (Lincoln: University of Nebraska Press, 1975), 253.

¹⁰Jeff Buechler, "City of Rapid City Historic Context Planning Document," (May 1989), 7; Mary McCormick and Dale Martin, RTI Inc., "West Boulevard Neighborhood and Other Historic Properties, Rapid City, South Dakota Historic Sites Survey Phase III Project Report," February 1993, 16.

¹¹Jeff Buechler, "City of Rapid City Historic Context Planning Document," (May 1989), 7. McCormick, Mary and Dale Martin, RTI, Inc., "West Boulevard Neighborhood and Other Historic Properties, Rapid City, South Dakota Historic Sites Survey Phase III Project Report," (February 1993), 16.

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Dean Motor Company was built in Rapid City during a period of significant construction. In 1928 the Rapid City building program was estimated at 1.75 million dollars, including significant buildings such as the Alex Johnson Hotel, St. John's Hospital, and the School of Mines Gymnasium.¹² In April of 1929 the *Rapid City Journal* reported that ten major structures were under construction in Rapid City, including the Rapid City Auditorium, Western South Dakota Alfalfa Seed Growers Exchange, Fairmount Creamery, three large buildings for the Fish and Hunter Lumber Company, and Edgar Morrison Garage.¹³ In 1929, it was estimated that 140 new homes were constructed and eighteen new businesses.¹⁴ During the years 1928-1929 at least six automobile garages were under construction or expanded. They included the James Motor Company Studebaker Garage at 229 Main Street, Rapid City Motor Company at 826 Main Street which doubled its size,

Barlow-Hudson-Essex Garage, Motor Arcade Garage Company, Motor Service Company at 402 St. Joseph, and Dean Motor Company at 325-331 Main Street. All of these buildings were one-story commercial structures in the modern broad-front style.¹⁵

¹²"Million and a Half Building Program for 1929," *Rapid City Journal*, u.d., article in the collection of Eka Parkinson.

¹³"Building Program for 1929 Well Under Way Here," *Rapid City Journal*, 6 April 1929.

¹⁴"Million and a Half Building Program for 1929," *Rapid City Journal*, u.d., article in the collection of Eka Parkinson.

¹⁵"Million and a Half Building Program for 1929," *Rapid City Journal*, u.d., article in the collection of Eka Parkinson.

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The introduction of the automobile brought about the development of varied property types including automobile dealerships and repair and service centers. When the Dean Motor Company was constructed in 1930 there were twelve auto dealerships in Rapid City.¹⁶ Three dealerships were located within one block of the new Dean Motor Company. Motor Service Company was located on the corner of Fourth and St. Joseph streets, completed one year before the Dean Motor Company building. The Black Hills Auburn Company was at 521 St. Joseph, which was the previous location of the Motor Service Company. The James Motor Company was at the corner of Third and Main streets.¹⁷

Plans for construction of a new building for the Dean Motor Company were announced in October of 1929 and the building was completed in the spring of 1930.¹⁸ The new building on the southeast corner of Fourth and Main streets was designed to be 100 feet x 140 feet with one-and-half stories. Previously Dean Motor Company occupied a building at 714 St. Joseph Street that they had built two years prior, moving from a location at Main and Eighth streets. According to the *Rapid City Journal*, the

¹⁶Polk's *Rapid City Directory, 1928*, (Colorado Springs, CO: R.L. Polk Directory Co., Publishers, 1928).

¹⁷Polk's *Rapid City, South Dakota Directory, 1930-1931*, (Colorado Springs, CO: R.L. Polk Directory Co., Publishers, 1931); "Building Program for 1929 Well Under Way Here," *Rapid City Journal*, 6 April 1929.

¹⁸"Sale Dean Motor Company Public." *The Rapid City Daily Journal*, 16 February 1931.

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need for additional room and building space were the reasons given for the construction of the new building.¹⁹

The Dean Motor Company sold Chevrolet automobiles and so did the two subsequent companies to operate in the building. Dean Motor Company, owned by Roy Dean, was sold to C.K. McDonald in February of 1931 and the name of the company was changed to McDonald Chevrolet.²⁰ Some time between 1939 and 1941 the name of the establishment was changed to Rapid Chevrolet.²¹ Rapid Chevrolet remained at the Main Street location until 1976 when they moved to a new location. The building remained vacant for one year, before it was bought by Midwest Tire and Muffler Company in 1978. Midwest Tire currently owns and occupies the building. Midwest Tire maintains a commitment to leaving the building intact, as well as making changes compatible with the architectural character of the building.

Architecture

The Dean Motor Company and other dealerships and garages built in

¹⁹"Dean Announces New Headquarters," *Rapid City Daily Journal*, 4 October 1929; *Polk's Rapid City South Dakota 1928 Directory*. (Colorado Springs, CO: R.L. Polk Publishers, Co., 1928).

²⁰"Sale Dean Motor Company Public." *The Rapid City Daily Journal*, 16 February 1931.

²¹*Polk's Rapid City, South Dakota Directory, 1938-1939*, (Colorado Springs, CO: R.L. Polk Directory Co., Publishers, 1939); *Polk's Rapid City, South Dakota Directory, 1941*, (Omaha, NE: R.L. Polk & Co. Publishers, 1941).

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the same time period often reflected a new Commercial Style of architecture. The modern broad-front commercial building is generally, characterized as a one-story structure, often twice as deep as it is wide, with large display windows and open spaces. Typically, the building is brick with parapet, brick piers, and simple concrete ornamentation on the primary facades. The building type was appropriate because it offered large open spaces that were able to accommodate the space needs of automobile showrooms and service garages. The Dean Motor Company building strongly demonstrates the design and materials characteristic of the modern broad-front commercial building. The building was constructed of brick, anchored by brick piers, with a stepped parapet roofline. The building has large display windows which emphasize the openness of the interior.

In conclusion, the Dean Motor Company building at 329 Main Street is an excellent local example of a modern broad-front commercial building in Rapid City, South Dakota. The building, constructed between 1929 and 1930, clearly falls within the statewide context of "Depression and Rebuilding 1893-1929: New Transportation Facilities and the Impact of the New Automobile." Contextually, the building also relates to the commercial development, more specifically the automotive industry in Rapid City. The building, with only minor interior alterations, is an excellent local example of a modern broad-front commercial building in Rapid City, South Dakota.

8. Statement of Significance

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

Areas of Significance
(Enter categories from
instructions)

Architecture

___ 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.

Period of Significance

X C Property embodies the distinctive
characteristics of a type, period, or
method of construction or represents
the work of a master, or possesses
high artistic values, or represents a
significant and distinguishable entity
whose components lack individual
distinction.

1930

Significant Dates

1930

___ D Property has yielded, or is likely to
yield, information important in
prehistory or history.

Significant Person
(Complete if Criterion B is
marked above)

Criteria Considerations
(Mark "x" in all the boxes that apply.)

N/A

___ A owned by a religious institution or
used for religious purposes.

Cultural Affiliation

___ B removed from its original location.

N/A

___ C a birthplace or grave.

___ D a cemetery.

Architect/Builder

___ E a reconstructed building, object, or
structure.

___ F a commemorative property.

___ G less than 50 years of age achieved
significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

Bibliography

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

Dean Motor Company
Name of Property

Pennington, South Dakota
County and State

Previous Documentation on File (NPS):
 preliminary determination of Office
individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____

Primary location of additional data:
 State Historic Preservation
 Other State Agency
 Federal Agency
 Local government
 University
 Other
Name of repository:
Rapid City Public Library

10. Geographical Data

Acreage of Property Less than one (1) acre

UTM References (Place additional UTM references on a continuation sheet.)

1	<u>1/3</u>	<u>6/4/2/3/2/0</u>	<u>4/8/8/2/1/1/0</u>	3	<u>/ /</u>	<u>/ / / / / /</u>	<u>/ / / / / /</u>
	Zone Easting	Northing			Zone Easting	Northing	
2	<u>/ /</u>	<u>/ / / / / /</u>	<u>/ / / / / /</u>	4	<u>/ /</u>	<u>/ / / / / /</u>	<u>/ / / / / /</u>
	Zone Easting	Northing			Zone Easting	Northing	
					<u>see continuation sheet</u>		

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title Barbara M. Kooiman/Elizabeth Butterfield/Christina Slattery
organization U.S. West Research, Inc. date 12 December 1994
street & number 421 Main St., Suite 306 telephone (608)782-3338
city or town La Crosse state WI zip code 54602

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

NPS Form 10-900-a
(Rev. 8-86)
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*South Dakota. Book 50 Warranty Deed #124. Located in the
Pennington County Courthouse, Rapid City, South Dakota.*

Pennington County History Book Committee. *A History of
Pennington County, South Dakota.* Dallas: Taylor Publishing
Company, 1987.

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Springs, CO: R.L. Polk Directory Co., Publishers, 1931.

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Springs, CO: R.L. Polk Directory Co., Publishers, 1933.

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Polk & Co. Publishers, 1941.

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University of Nebraska Press, 1975.

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Vermillion, South Dakota: Historical Preservation Center,
1989.

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Section 9: Bibliography

Bronson, William and T.H. Watkins. *Homestake: The Centennial History of America's Greatest Gold Mine*. San Francisco: Homestake Mining Company, 1977.

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McCormick, Mary and Dale Martin, RTI, Inc. "West Boulevard Neighborhood and Other Historic Properties, Rapid City, South Dakota Historic Sites Survey Phase III Project Report." February 1993. Prepared for the city of Rapid City, South Dakota.

McCormick, Mary, Dale Martin and Lon Johnson, RTI Inc. *West Boulevard Neighborhood Rapid City, South Dakota Historic Sites Survey Phase II*, March 1992. Prepared for the city of Rapid City, South Dakota.

Mills, Rick. *Making the Grade: A Century of Black Hills Railroading*. Rapid City, South Dakota: Grellind Photographics, 1985.

Parkinson, Eka. Collection of *Rapid City Journal* articles, u.d.

Pennington County. *Warranty Book of Deeds Pennington County*,

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The Story of Homestake: A South Dakota Enterprise. Lead:
Homestake Mining Company, 1948.

Thomas, Mark W. National Register Nomination for the Rapid City
Garage, Rapid City, South Dakota. Listed 1 August 1984.

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Section 10: Geographical Data

Verbal Boundary Description

The boundary includes Lots 13,14,15,16 of Block 87 of the
Original Town.

Boundary Justification

This boundary includes the Dean Motor Company building which is
the entire parcel historically associated with the Dean Motor
Company.

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Photographs

The following information applies to all photographs.

Dean Motor Company
Rapid City
Pennington County, South Dakota
Photographer: Christina Slattery, U.S. West Research, Inc.
Date: November 1994
Negatives located at the State Historical Preservation Center,
Vermillion, South Dakota

Photo 1 of 7
Exterior, North elevation
Photographer facing southwest

Photo 2 of 7
Exterior, Southeast elevation
Photographer facing northwest

Photo 3 of 7
Exterior, East elevation
Photographer facing southwest

Photo 4 of 7
Exterior, West elevation
Photographer facing northeast

Photo 5 of 7
Exterior, North and west elevations
Photographer facing southeast

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Photo 6 of 7
Exterior, South elevation
Photographer facing northeast

Photo 7 of 7
Interior, Garage area
Photographer facing southeast