

Eligible: 426 St. Joseph St., PN00000929

The Stockgrower's Association building is eligible for the National Register based on both Criterion A and C. The South Dakota Stockgrower's Association has played a significant role in the economic and cultural development of Rapid City, the Black Hills, the state and the west. In addition to the building's association with this important organization, the Stockgrower's Building is a unique and tempered expression of Mid Century Modern design aesthetics in the Midwest and an icon of community identity.



Figure 44. 426 St. Joseph St. facing northeast. B. Moloney 12/2/2016.

The building is a two-story rectangular commercial block building with Mid-Century Modern decorative elements on its southwest, street-facing facade. There is a recessed marble entry with glass wall windows and doors set in brushed aluminum frames on the southwest elevation. Separate entrance for second story walk up on west side of south west facing façade. Name of organization is centrally set above entry in brushed aluminum characters. 'SOUTH DAKOTA' is smaller, all caps in serif script and set into the brick wall. 'STOCKGROWER'S ASSOCIATION' is placed on the marble, extends nearly the full width of building, and is composed of stylized sans serif script in all caps. A small, two-part bronzed *brise soleil* perforated metal screen is centrally placed on the second story of the street-facing, southwest façade possibly obscuring a window. A two-story scenic neon sign depicting a cowboy on a horse and displaying the organization's name is mounted to the roof at the south end of the building. The sign is oriented north-south. A street light possibly dating from the same period as the building is immediately adjacent to the southwest corner of the building. There are four single light square windows on the second story of the northeast facing façade. Three smaller square windows with 1 by 1 replacement frames are on the first floor of the same façade.