138 Years and Counting: A History of 2-4 East Main Street

Clay County Historical Society

By Evelyn H. Schlenker

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Background

Vermillion, Yankton, Elk Point, and Bon Homme are some of the oldest cities in South Dakota located near the Missouri River. According to Herbert Schell[i], with a formal treaty signed on April 19, 1859, "the Yankton Sioux relinquished the land that lay within a triangle formed by the Big Sioux and Missouri Rivers and a line drawn from Fort Pierre to Lake Kampeska. The sale price was $1.6 million, to be paid over a period of fifty years. Settlement of land, including Vermillion, started shortly thereafter." Vermillion was founded in 1859 at the confluence of the Vermillion and Missouri rivers.

An important impetus for settlement in this area was the creation of the Dakota Territory on March 2, 1861. By the early 1860s, approximately 256 people lived in Vermillion, Dakota Territory. Although there were Indian reactions starting in 1862 within Dakota Territory and the newly formed state of Minnesota, Vermillion itself was not adversely affected. As consequence of the skirmishes in April 1962, Calvary Company A, Dakota Territory, was formed in Yankton under Captain Nelson Miner, a Vermillion pioneer, and mustered out in May 1865. Men not in the Company in Clay County formed a Home Guard for protection. This institution would become the South Dakota National Guard.

Vermillion flourished as a farming and river town. It boasted a variety of businesses and professional men. By 1872 there were two hotels, three general stores, one bank, three sawmills, three drugstores, three hardware stores, a clothing store, a barbershop, several attorneys, a doctor, two saloons, and four churches. The population of Vermillion was more than six hundred, according to the U.S. Census Bureau. In 1878, the Dakota Southern brought the railroad to Vermillion extending the community's commerce and transportation possibilities.

Catastrophe stuck at the end of March and early April of 1881 when massive ice floes and flooding reached ten feet. Vermillion suffered the loss of three quarters of its buildings and businesses. Frank Noyes Burdick, MD (1835–1917) who had arrived in Vermillion, Dakota Territory in 1873. He was mayor of Vermillion at the time, as well as editor of the *Dakota Republican*. In the first issue of that paper published on July 1, 1881, following a three-month hiatus in publication, Burdick stated, "For some reason, the original town was located

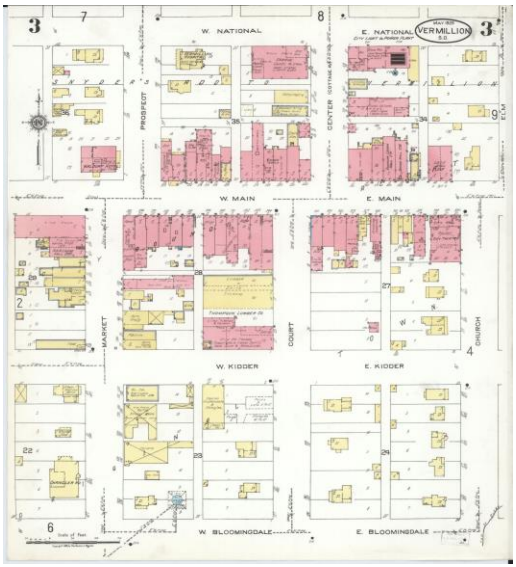
on a peninsula lying between the mouth of the Vermillion River on the west and a point where the high bluffs intersect the channel of the Missouri River, on the east. If the location had been made with the express view of washing out purposes, a more favorable one could not be found on the whole length of the river." After this condemnation, Burdick went on to describe in detail the horrific events associated with the flood and difficulty for people to survive having lost livestock, homes, businesses, and other structures. The extent of the great flood along the Missouri River was also reported in the April 4, 1881, Yankton *Press and Dakotan* as well as major papers throughout the country, which helped solicit funds for flood victims.

In his recollection of the flood, A. H. Lathrop[ii], who later became co-publisher with John Boyd Townsely of the *Dakota Republican* newspaper, said, "56 buildings were carried down and smashed to pieces against the gorged ice." Lathrop further noted, "When the water was at the highest, at least 20 buildings were floating off at the same time." The cold weather caused significant suffering for the residents of Vermillion—most of whom had little more than the clothing on their backs. Nearly 1,300 cattle were lost, and 125 horses also perished. Officials estimated as much as $142,000 worth of damage occurred in Vermillion alone. Clay County had as much as $450,000 worth of destruction. No human lives were lost.

Fortunately, the people of Vermillion were resilient and, in the July 11, 1881, edition of the *Dakota Republican*, editor Burdick reported that many new businesses were rebuilt above the bluff. He went on to mention the dimensions and materials used to construct each structure. The new buildings included two hotels, a flour mill, four general merchandise stores, two liveries, three physicians' offices, two lumber yards, three drug stores, an art gallery (photography store), several milliner and dressmaker shops, lawyers' and insurance agents' offices, meat markets, stock dealers, and many more. The earliest Sanborn Fire Insurance Map of Vermillion, published in 1883, shows businesses located on Vine Street (later renamed Main Street) and on 8th Street (later Center Street). Most structures in downtown Vermillion were constructed of wood, although there were two brick buildings and two small stone buildings.

Vermillion was re-platted on March 4, 1884, according to Vermillion City Council Meeting minutes. Thus, the original names of some streets and location of lots were changed from

those depicted in the 1883 Sanborn Fire Insurance Map. From 1892 to 1939, Sanborn Maps illustrated the increased number of downtown Vermillion businesses and structural changes to the buildings. An impetus to use brick as a building material was the result of a devastating fire downtown in 1892. However, it took decades for most downtown businesses to be primarily constructed of brick, as indicated by the 1923 Sanborn Map.

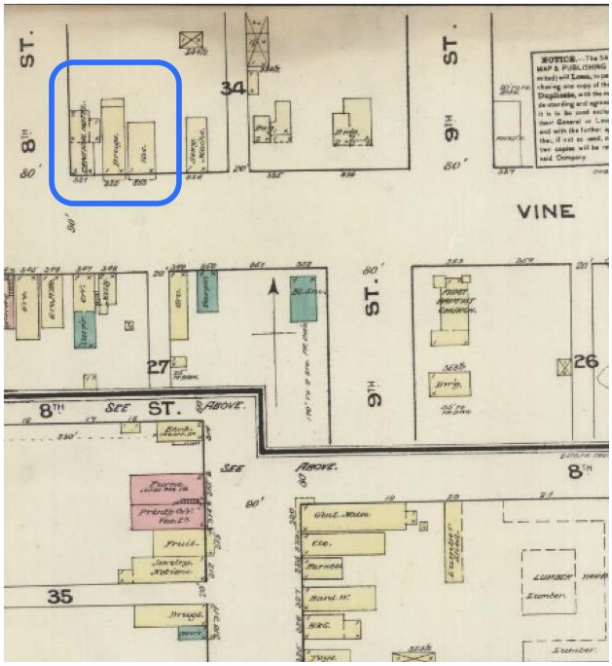


Sanborn fire map from 1923 showing brick buildings (in pink) along Main Street. Library of Congress.

This book focuses on changes in external and internal architectural characteristics — and major building owners over time — to the large two-story brick building(s) occupying 2 and 4 East Main Street from initial construction in 1884 to its current state, which is now known as McVicker Plaza. The appendix includes the businesses that utilized the two buildings that were combined into one structure. Since the fall of 2018, McVicker Plaza has housed the Vermillion Area Chamber and Development Company (VCDC) offices, an entrepreneurial collaborative co-working space, meeting rooms, and *Charlie's*, a retail store selling University of South Dakota-branded clothing and accessories.

Early History of the Building Site

According to the 1883 Sanborn Map, the city of Vermillion was divided into blocks, but lot numbers were denoted a year later, when the city was re-platted. In 1883, the future site of 2–4 East Main Street, consisted of three wooden structures: a vacant building, the Central Hotel on the corner of 8th Street (now Center Street) and Vine (now Main Street) and, to the east, a drug store.



The 1883 Sanborn Fire Insurance Map. The blue rectangle denotes wooden structures prior to construction of 2–4 E. Main St. (Library of Congress).

Landowners Salmer and Burdick: Block 34

From inspecting several documents at the Clay County Office of Deeds, both Frank Noyes Burdick (1839-1917) and Gilbert T. Salmer (1841–1909); arrived in Vermillion in the 1870s owned lots 15 and 16 (block 34) at different times. In 1883–84, Burdick was mayor of Vermillion, and Salmer was an alderman. Moreover, the 1900 census lists Salmer's occupation as "capitalist." He owned a drug store, a hardware store, several lots in the "new" City of Vermillion, and over 500 acres of farmland in Clay County. More about Salmer in the "Building owners over the years" section.

In addition to his noted professions as an editor and capable physician, Burdick served as Vermillion's mayor over a 10-year period. This included 1878–85, when Vermillion relocated above the bluff following the 1881 flood. He

served again as mayor from 1886 to 1887 and yet again from 1890 to 1892. Documents at the Clay County Register of Deeds office, indicate that Burdick bought and sold many acres of land below the bluff as well as blocks 33, 34, and 64 within the city when Vermillion was rebuilt above the bluff. On October 13, 1887, a *Dakota Republican* advertisement signed by Editor H. B. Chaffee stated that the newspaper moved into 4 East Main Street prior to construction of a new printing concern at 11 E. Main St. in 1890. Chaffee noted that the entire building "is Dr. F. N. Burdick's contribution to build up the city of Vermillion and we thus give him credit."

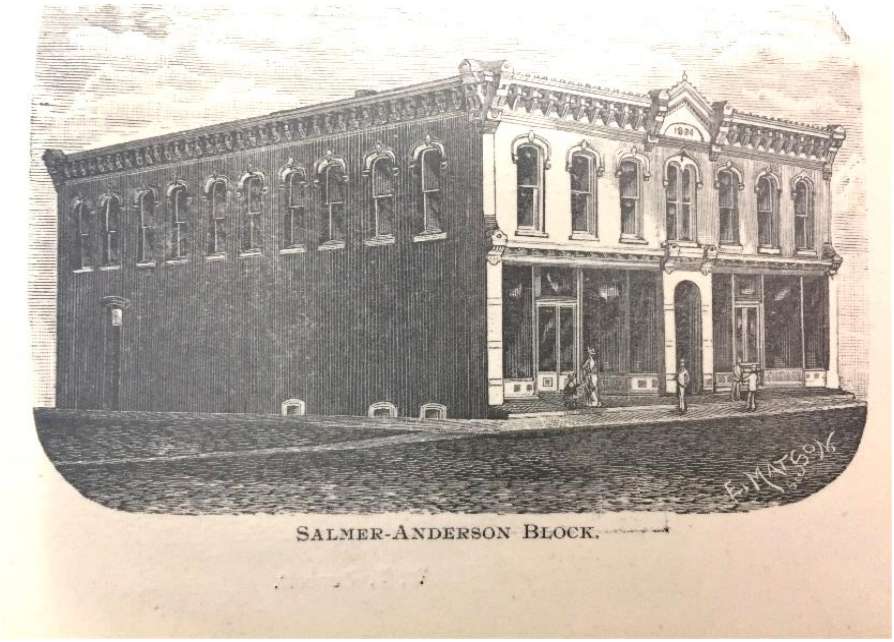
Dr. Frank Noyes Burdick mayor of Vermillion. (Clay County Atlas, 1884. W. H. Over Museum)

Importantly, Burdick also served as a delegate from Clay County to the Territorial Convention for Statehood for Dakota in 1887 and elected secretary of the Executive Committee. Burdick was also one of the original members of the Board of Trustees instrumental in establishing the University of Dakota in Vermillion. The nonprofit organization that formed in 1881 for the purpose of starting the university consisted of members from other Dakota Territory cities, as well as Vermillionites Frank Burdick, Darwin M. Inman, John L. Jolley, and Judge Jefferson Kidder. Burdick's primary role in the enterprise was to convince area residents to construct a university in Vermillion and to assist in fundraising. Citizens overwhelmingly supported a $10,000 ten-year bond. Kidder donated ten acres of land were donated by Kidder and Gilbert B. Bigelow sold another 10 acres of land, purchased with funds contributed by local donors. Burdick went on to serve on the first Board of Regents and contributed over $2,500 toward a building fund to

construct University Hall, the first building at the University of Dakota. In 1899 Burdick moved back to the eastern United States to be closer to his family and to continue to practice medicine.

Constructing 2-4 East Main Street

It is not clear from records in the Clay County Register of Deeds, nor from articles in the *Dakota Republican* newspaper who commissioned the construction of 2-4 East Main Street. Both Burdick and Salmer may have contributed to the enterprise. Another contributor may have been Ole G. Anderson who arrived in South Dakota in 1872. See the figure at left that refers to the two buildings as the Salmer -Anderson Block. There is evidence from the figure that architect Eric Matson, may have designed the building. Matson arrived in Vermillion from Norway in 1882, and with all the new construction required due to the relocation of the city above the bluff, Matson was in great demand. Matson went on to design and construct many structures in Vermillion as described in Jim Wilson's book



Original print of 2-4 East Main drawn by E. Matson. Note that the building was known as the Salmer-Anderson Block in the 1901 Clay County Atlas. (W. H. Over Museum)

“Vermillion Architects and Contractors, 1870 to Present.” Wilson also mentioned that the contractor for 2-4 East Main Street was J. J. Andersen.

A print of the two-story brick building signed “E. Matson” was first published in the October 13, 1887, *Dakota Republican* and again in the 1901 Atlas of Clay County. The figure illustrates the architectural characteristics of the two-story structure as does the undated photograph in the front page of this book. Architectural features include a centrally located staircase to access the second story; decorative tin cornices around the front and west side of the building; tall display windows in both buildings, and the one-over-one, half-rounded arched windows with decorative headers (or lintels) and brick sills below. Finally, the prominent decorative, peaked cornice framed the year the building’s construction: 1884. The print and photograph also show a side door on the west side of the building and a basement, as indicated by the windows at the bottom of the building.

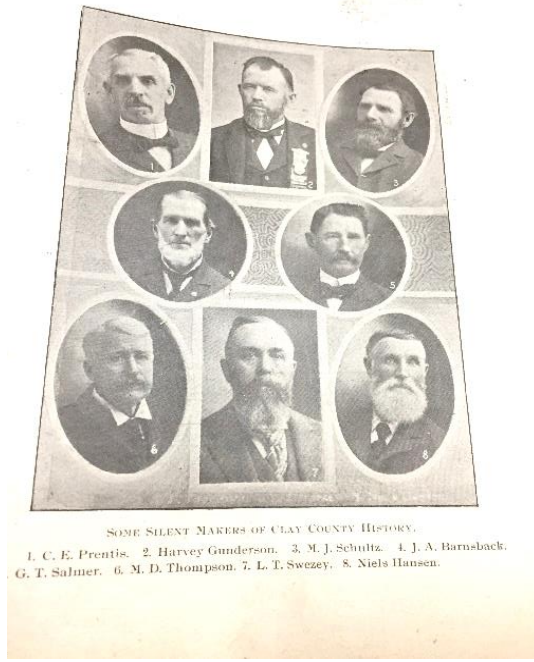
Whereas the first floor contained businesses, including grocery and general retail stores, the second-floor housed offices and other enterprises. The appendix to this book includes a list of businesses that occupied the basement, first-floor shops, and the second-floor offices. Over 138 years businesses that occupied the buildings outnumbered the owners.

Building Owners Over the Years

This section details the major building owners, many of whom also conducted their businesses within the building, and the significant architectural changes made to 2–4 East Main Street over 138 years. Remarkable impacts to the building’s structure occurred, coming full circle with its façade restoration and major rehabilitation completed in 2018. What follows are short biographies of the major owners of the building.

Gilbert T. Salmer

Gilbert Salmer was born in Norway in 1845; he came to the United States in 1867; and arrived in Vermillion, Dakota Territory, in the 1870s. "History of Southeastern Dakota, Its Settlement and Growth" (1881) lists Salmer as the owner of a drug store in Vermillion before the flood. Following the 1881 flood, Salmer rebuilt his store above the bluff (according to the *Dakota Republican* of July 11, 1881) and shortly afterwards owned a general hardware store, first in partnership with Ole Iverson and then on his own. According to the Register of Deeds, Salmer also owned real estate, including over five hundred acres of farmland in Clay County and many lots in the "new" City of Vermillion. The 1901 Atlas of Clay County mentions Salmer as one of the "silent makers of Clay County history" in the company of Vermillion pioneers Charles E. Prentis, Harvey Gunderson, M. J. Schultz, L.T. Sweezy, Niels Hansen, and M. D. Thompson. When Salmer died in 1909, he had already given property to his children, Theodore, and Clara, who acquired the lots and the buildings.

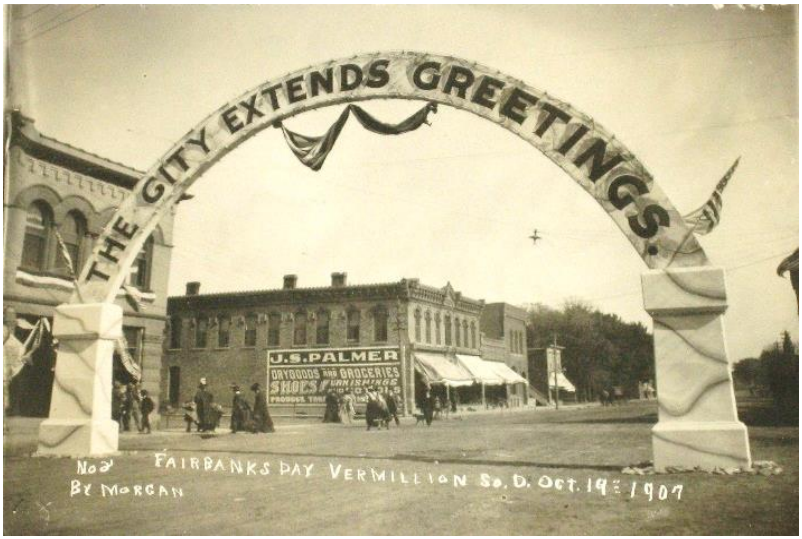


Photograph from the 1901 Atlas of Clay County. Gilbert Salmer (center right) and other important early contributors to Clay County history are pictured. (W.H. Over Museum)

Robert James McVicker

Robert James McVicker (1864–1947) was born in Pennsylvania. His family first moved to Illinois and then to Iowa in the 1870s, where his business pursuits began in Blairsburg, Iowa. There he owned and operated successful businesses. In 1889, McVicker married Carrie Grange, whose brother J. W. Grange was an early settler in Vermillion and successful businessman. McVicker and his family moved to Vermillion in 1894 and formed a business partnership with J. W. Grange. McVicker's wife died the following year and two years later he married Carrie's sister Pricilla. She passed away in 1906, and in 1908 McVicker married Edith Spencer.

The enterprise known as Grange and McVicker is listed in the 1909 Business Vermillion Directory. The following year the partnership dissolved and McVicker formed the McVicker Merchandise Company. McVicker conducted business in several establishments prior to



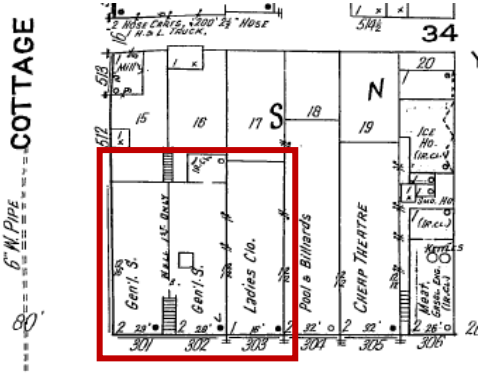
In 1907 J. S. Palmer ran a retail and grocery business. Note an advertisement on the west wall, a practice extended until Modern Electric Company occupied the building. (W. H. Over Museum)

Advertisement for a "bargain store" at 4 E. Main. (USD Coyote Yearbook, 1905)

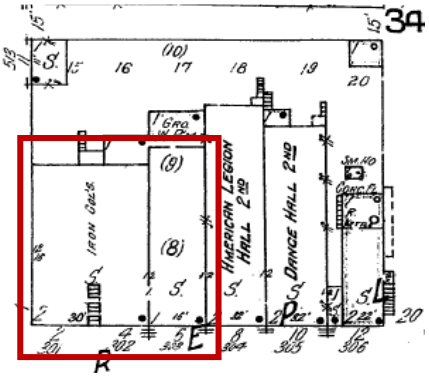
purchasing 2, 4, and then 6 East Main Street in 1913 and 1916 from Clara Salmer and made several changes in the inside of the buildings. According to the August 7, 1913, *Dakota Republican*, changes to the building included connecting 2 and 4 East Main Street to allow free access to both buildings and adding an opening between 4 and 6 Main Street. Previously 2 and 4 Main Street were separated by a wall (as shown in the 1913 Sanborn Map below and the remodeled store in 1923 Sanborn Map, Library of Congress). The central staircase to the second floor is still evident in both maps. At the time, the addresses for the buildings were 301, 302, and 303 East Main Street.

McVicker continued his successful business in Vermillion until 1921, when he retired. He later moved to Los Angeles. In 1926, he sold lots 15 and 16 (2-4 E. Main St.) to Chris and Nels Abrahamson. McVicker died in 1947 in California and is buried in Bluff View Cemetery among family members. According to his obituary, published in the May 1947 Vermillion Plain Talk, he is remembered as a well-known businessman, and as a member of the Congregational Church, the Masons, Knights Templar, and the Shrine. From 1918 to 1922, he was also a city alderman.

Robert McVicker.



Sanborn Map from 1913.



Sanborn Map from 1923.

Comparing the two Sanborn maps reveals the changes McVicker made, including removing the wall dividing Nos. 2 and 4 East Main Street (301 and 302 on the maps), as well as installing a door connecting Nos. 4 and 6 East Main Street (303 on the maps).

Nels Abrahamson

Of all the owners of 2-4 E. Main St., Nels Abrahamson made the most significant architectural changes to the building. He and his wife Frances owned the building from 1926 to 1971. As reported in the July 4, 1929, edition of the *Dakota Republican*, these changes included removing the façade and changing it completely, as illustrated in the pictures below. In addition, the staircase was relocated to the east side of the building. The second floor underwent renovation by enlarging a suite to accommodate Dr. Lawrence Brookman's practice. In the late 1950's apartments were constructed on the second floor (Interview with Judy Sullivan August 20, 2018). Finally, in 1968 permanent awnings were installed on several Main Street buildings, including 2-4 E. Main St.

Photos depicting the external features of the buildings prior to and after renovations in 1929, with the addition of awnings in 1968. The first undated photo is of the buildings in the early twentieth century and the second photo shows Modern Electric Co. housed in the building in 1972.
(Clay County Historical Society)

Nels Abrahamson was born in Jewell, Iowa, in 1889. According to his obituary in the August 24, 1967, *Vermillion Plain Talk*, he served in World War I and was a past commander of the American Legion Wallace Post No. 1. He married Frances E. Stimson at Fort Dodge, Iowa, and was in general merchandising for twelve years at Palmer, Iowa, prior to arriving in Vermillion in 1925. While in Vermillion, he owned and operated a general merchandise business for 30 years. Abrahamson's grocery business occupied 2 East Main Street until 1947, when he moved it to 13 West Main Street. His wife was a partner in the business as well as running her own variety store for a time. A review of *Vermillion Plain Talk* and *Volante* advertisements indicate that Abrahamsons had a sense of humor to promote sales of their merchandise.

Nels Abrahamson during World War I; ad from the 2 East Main business. (Ancestry.com; 1940 Volante*)*

Abrahamson was a member of the Vermillion City Council from 1935 to 1939 and active in the Incense Lodge 2, Knights Templar No. 21, Masons No. 16, and Order of the Eastern Star. When he died in 1967, survivors included his wife, Frances; three children, three grandchildren; and one brother, Minus, of Palmer, Iowa.

John Henry Litzelman and David DeRouchey

John (Jack) Henry Litzelman owned 2-4 East Main from 1971 until 1976. David DeRouchey owned the buildings from 1976 until 1988 when he sold them to his agent at Modern Electric, William Polkinghorn, who went bankrupt in 1990. Subsequently, Home Trust and Savings Association at the First National Bank in Brookings owned the building.

According to the obituary in the November 24, 1988, *Vermillion Plain Talk*, Jack Litzelman was born April 28, 1897, in Ulster, Pennsylvania. Litzelman served in the army during World War I for about one year on the home front. He graduated from George Washington University, receiving his Bachelor of Law degree in 1925 and his Master of Law degree in 1926. In 1930 (Federal Census) Litzelman was in private practice in Pennsylvania. He married Burl Andersen, a native of Mitchell, SD, on April 28, 1938, in Washington, DC. Litzelman was a member of the Bar in Washington, D.C., and in Maryland. He also served on the advisory board of the Federal Communications Commission in Washington, D.C., from 1938 to 1941.

In 1947 the Litzelman's moved to Vermillion where Jack worked as a rancher, cattle feeder, and farm manager. Litzelman was president of the National Livestock Feeders Association from 1960 to 1962. He served on the boards of organizations. In addition, he owned considerable real estate and land within Vermillion (including 2-4 East Main Street), Clay County, and Nebraska. Moreover, Litzelman and his wife endowed Beacom School of Business student scholarships. The Litzelman's had no children of their own but adopted David DeRouchey.

David Charles DeRouchey was born on June 17, 1942, to Jerome and Patricia (Schulte) DeRouchey in Hoven, South Dakota. DeRouchey later moved with his parents and siblings to Miller, South Dakota, where he graduated from high school. He then moved to Vermillion and attended the University of South Dakota. While in Vermillion, DeRouchey Jack and Burl Litzelman befriended him and operated several different businesses, including Modern Electric store (started in 1949) located at 2–4 East Main Street.

When Jack Litzelman passed away, David DeRouchey inherited the Litzelman estate. During Litzelman and DeRouchey's ownerships, they renovated the second story apartments in 1972 (Steve Bell personal interview), and installed the Dick Termes mural, *Missouri Weave,* in 1978 on the west side of 2 E. Main St. David DeRouchey died in 2006 at the age of 63.

Cynthia and Keith Brown

Both optometrists, Cynthia and Keith Brown purchased 2–4 East Main Street in 1991 from the First National Bank in Brookings. Cynthia Brown noted that while they owned the property from 1991 until 2003, businesses that occupied the building, included Ivy's Sports Store, Maurice's Clothing Store, and Furniture Repurposed. The final occupants were staff from South Dakota Public Broadcasting, who operated out of the first floor of the building, while the Neuharth Center underwent major remodeling. While they owned the building, the Browns also rented apartments on the second floor, managed by Maureen Goddard.

Photograph of Ivy's Sport store when the Browns owned the building. Note Missouri Weave, *the Termes mural, on the west side of the building, where ads were placed. (Vermillion Plain Talk, May 13, 1994)*

Phyllis Packard

The Browns sold the building to Phyllis Packard in 2003. In an interview on August 3, 2018, Packard described her experiences as owner of 2–4 E. Main St., renamed 2 East Main Street. She mentioned that she had refinished the floors on the ground level and renovated the five apartments on the second floor. In addition, she mentioned having found target-practice sheets in the basement. Phyllis reported that the Abrahamson twins may have used the basement as a shooting gallery. The basement was used for storage and at one time housed a shoe store — although local historian Tom Thaden believes that the business may have been carpentry. Gambling may have also taken place in the basement.

Lumos Studios' occupation of the building, highlighting the Termes mural and buildings connected to the rear of 2 East Main Street. The original brick walls and cornices around the window on the west side are also evident.

Businesses that operated in the building during Packard's ownership fell under the umbrella of Packard Group, LLC, and included Aaron Packard Productions, Phyllis Packard Fiber Arts Studio, Main Street Gallery, and Design Concepts (by Daren Himmerch and Ahna Packard). Later the name became Lumos Studios.

Aside from renovations done to the inside of the building, Packard was instrumental in revitalizing the Termes mural on the west side of the building. Since Termes painted the mural in 1978, it was several times, most recently in 2015.

In addition to her role as business owner, Packard is — at the time of this writing — an artist, county commissioner, and president of the Vermillion Area Arts Council. In 2016, she sold 2–4 East Main to the Vermillion Area Chamber and Development Company (VCDC).

The Vermillion Area Chamber and Development Company: Current Owner

The Vermillion Area Chamber and Development Company is a nonprofit economic development organization. The mission of the VCDC to improve Vermillion's quality of life by enhancing Vermillion's economic and community environment through strategic investments and collaborations with the Clay County Commission, South Dakota Governor's Office of Economic Development, the City of Vermillion (which is a major funder of the VCDC), the local school system, and regional chamber and tourist organizations.

In practice, the VCDC strives to broaden the city's tax base, encourage new capital investments and entrepreneurship, and actively recruit and encourage the expansion of businesses in the area. In addition to its function as an economic development organization, the VCDC also functions as Vermillion's Chamber of Commerce. As such, the VCDC fosters and promotes the retail, manufacturing, civic, agricultural, and economic development interests of the Vermillion community and the surrounding area. Its third primary function is as a visitor's bureau, promoting Vermillion and the surrounding region as a tourism destination. The VCDC promotes growth of Vermillion as a city that values community, innovation, teamwork, and history.

Keeping in mind the sense of history and the need for a central location, in 2016 the VCDC purchased the building and made plans to renovate the downtown historic building at 2 E. Main St. (recently replated to Lot 16A according to August 1, 2016, City Council meeting minutes). The major project to restore the façade to its original architectural appearance and renovate the inside of the building required a great deal of coordination and resources. Mindful of the growing body of research indicating that communities with vibrant social capital have the best outcomes for overall quality of life, the staff of the VCDC designed the collaborative space in the building and its programs to strengthen existing networks of support.

Half of the street-level space houses *Charlie's*, the University of South Dakota's retail store. The building's foyer includes a Visitor's Center where guests to Vermillion can gather information about food, lodging, points of interest, outdoor destinations, and public events. Thus, the VCDC's renovation of 2 E. Main St., christened McVicker Plaza in 2018, serves to promote the history of Vermillion, provide information for visitors, space for business innovators, and a home for the VCDC.

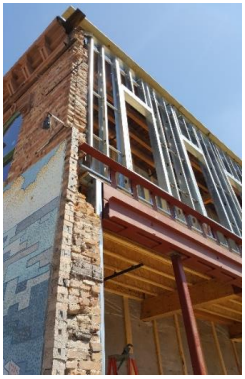
Renovations to Honor the Building's History

Renovating the three floors of the building to its present state was an enormous undertaking. As part of the renovation the 1929 façade was removed, and the location of building's entrance changed. The entire inside of the building was gutted and rebuilt. In this section photographs taken by the VCDC and Evelyn Schlenker during and after renovation depict aspects of the process and the outcome.

The basement of the building was totally renovated to improve structural integrity. (Evelyn Schlenker)

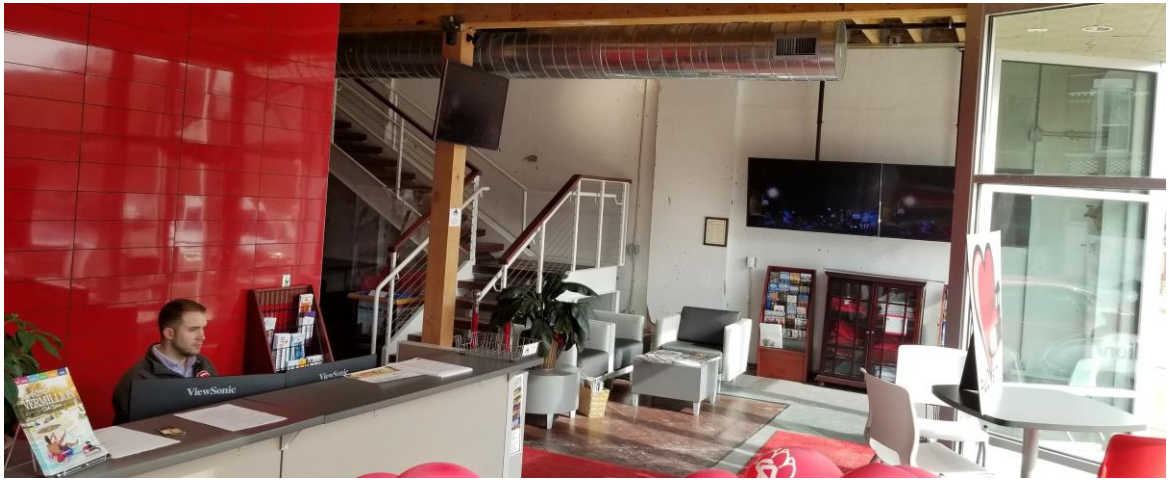
The first and second floors were completely gutted before new walls were framed. The first-floor rear entrance was recreated. Note the brick walls in the back near the door. (VCDC photographs)

Second floor renovations. A tin celling was discovered and incorporated into the renovation.



Removal of the façade of the building and replacements to emulate the original structure.

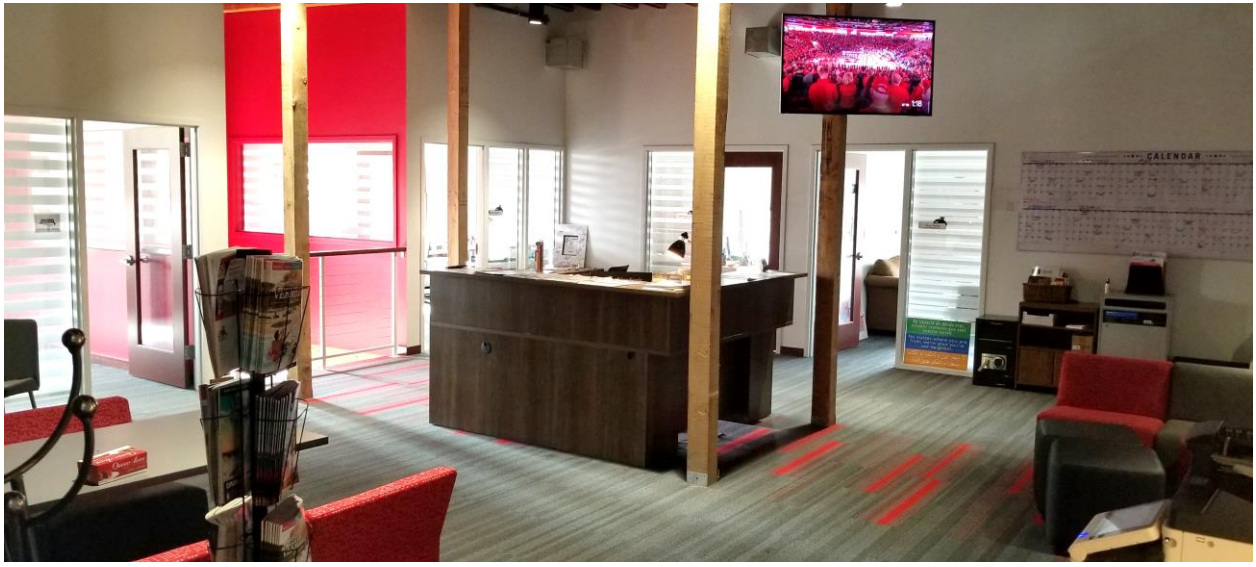
An aerial view of the building highlights the completion of the restored façade. Windows on the west and south were returned to their original arched form, and new architectural details mimic the building's original headers and cornice.



The renovated first floor features a wide glassed foyer with a front desk to welcome and direct visitors.

Charlie's, the University of South Dakota retail store, in the McVicker Plaza and shares an entry with the Vermillion Area Chamber and Development Company and Visitor Center.

The VCDC's collaborative co-working space also hosts community gatherings. The open border with Charlie's encourages browsing, and a small conference room (glass door at center) is available for private discussions, media interviews, etc.



The VCDC offices now occupy the second floor of McVicker Plaza. This photo looks southwest, toward Main Street. The red wall overlook looks down on the foyer and represents the space where the original staircase was located.

The building in 2022 after the Streetscape project. Note the Termes Mural on the west wall. Evelyn Schlenker

<u>Awards</u>

When the Downtown Vermillion Historic District was placed on the National Register of Historic Places in 2003, 2 E. Main St. was a contributing structure. However, the nomination's description of the building highlighted the past major alterations to the architecture of building. The current external renovation of the building now resembles the earliest version of the buildings. Importantly by repurposing the interior architecture, the utility of the structure has been markedly improved.

Because of the extensive renovations recently completed, in 2019 the Clay County Historic Preservation Commission awarded the VCDC with a Preservation Award. The following

year, the American Institute of Architects of South Dakota conferred an award to the architect for design of the building (http://aiasouthdakota.org/design-advocacy/sd-design-awards/?msclkid=9ab5e5bca6bf11ec81dc887d01b6dac0). Thus, the major renovations of the building kept architectural elements of the building true to the historic documents.

The Montage of McVicker Plaza Wallpapers

Not only are external architectural features of historic properties recognized. Wallpapers are also an important architectural component in the history of a building constructed in 1884 (National Park Service: Wallpapers in Historic Preservation ((History of Wallpaper Styles and Their Use)) https://www.nps.gov/parkhistory/online_books/tpsd/wallpaper).

During the dismantling of the interior of 2-4 East Main Street for renovation, Monica Iverson, a Clay County Historic Preservation Commission Board member, salvaged pieces of wallpaper from various sites within the building. She determined that varieties, types, and ages of wallpaper in the samples she took. Subsequently, Iverson created a wallpaper montage that now hangs in the McVicker Plaza building. The periods of wallpaper represented in the montage include the Victorian style from 1884-1910. The oldest fragment is the large white apple blossom with the yellow-green center and leaves on a gray background. Another pattern of wallpaper design (1890-1910) consisted of darker and lighter vines located on the top of the wall in a repeating pattern. Additional styles displayed in the montage include those from the Art Deco period and the Aesthetic Movement style, a mixture of Japanese and Gothic influences. The montage adds to the history of the building in a unique way.

A portion of Monica Iverson's collage showing a variety of Wallpaper types. Photo by Evelyn Schlenker.

Thus, this 1884 building withstood major changes to both its internal and external architectural features as well as function. The latest major renovation is an excellent example of preservation-by-rehabilitation, extending the life of this historic building and contributing to the history and beauty of Vermillion.

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Appendix: Businesses in 2–4 East Main Street over 138 years

Below is a list of business owners, and approximate years that the businesses existed in 2–4 East Main Street. business occupied the first floor and basement while others occupied offices or suites on the second floor. Tom Thaden and Evelyn Schlenker composed this list.

Years	Business Name	Type of Business
1884–1899	Emery and Collar	General merchandize
	J.N. Ward	Groceries
	Will Burke (basement)	Carpentry
	W. W. Deming	Billiards
	J. T. Bowman	Groceries
	E. M. Kelsey and Joseph Fisher	Billiards
	Dakota Republican	Publishing and printing
	W. H. Trusty	Watches and jewelry
	Banks and Holmes	General and dairy
	Banks, Morton, Holmes & Co.	General merchandize
	J. A. Carson	General merchandize
	Dr. N. Collisi (upstairs)	Medicine
	J. A. Hoagland	Groceries
	P. J. Insurance (upstairs)	Insurance
	Dr. A. J. Morris (upstairs)	Medicine
1900–1920	Mrs. M. Reed, MD (upstairs)	Medicine
	J. M. Spensley	Groceries
	O.J. Anderson, Bargain Store	Variety store
	Scutt and Huetson	General merchandize
	N. O. Fuller	General merchandize
	Fuller and Co.	General merchandize
	W. W. Balch and Sons	General merchandize
	J. S. Palmer	General merchandize
	Robert Thompson	Groceries and clothing
	The Webber Store	General merchandize
	Red Front Variety Store	Variety
	Thompson Grocery	Groceries
	McVicker's Double & Triple Store*	General merchandize

1921–1940	Smeerin's Dept. Store	General merchandize
	S & H Dept. Store	General merchandize
	Hirschfield's Dept. Store*	General merchandize
	C. & N. Abrahamson	General merchandize
	Abrahamson's Dept. Store	General merchandize
	Silverberg Bros. Co.	General merchandize
	Dr. Fairbanks (upstairs)	Medicine
1941–1960	The JoEllen Shop	Millinery
	Mullin Bros. home and Auto Supply	Auto supplies
	Modern Electric	Electronics
	Hinchliffe's Market	Groceries
	Marie's Beauty Shop (upstairs)	Beauty Shop
1970–Present	Modern Electric	Electronics
	Ivy's Sporting Shop	Sporting goods
	Furniture Repurposed	Furniture
	Maurice's	Clothing
	Packard Group LLC	Photography, fiber arts, design Concepts
	LumoStudios	Photography, gallery
	Charlie's USD Store	Retail
	Vermillion Area Chamber and Development Company	Economic development

**Indicates businesses that occupied, 2, 4, and 6 East Main Street*

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[i] Schell, Herbert S. Clay County: chapters out of the past. Vermillion, SD: Vermillion Area Chamber of Commerce, 1985.

[ii] Lathrop, A.H. Life in Vermillion before the 1881 flood and shortly after. Vermillion, SD: Clay County Historical Society, 1970.