

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

PH0686832

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RECEIVED

OCT 28 1978

DATE ENTERED

MAY 5 1979

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Wells-Richardson Complex

AND/OR COMMON

2 LOCATION

STREET & NUMBER

Main, Pine, College and St. Paul Streets

NOT FOR PUBLICATION

CITY, TOWN

Burlington

VICINITY OF

CONGRESSIONAL DISTRICT

Vermont

STATE

Vermont

CODE

COUNTY

Chittenden

CODE

007

3 CLASSIFICATION**CATEGORY**

DISTRICT
 BUILDING(S)
 STRUCTURE
 SITE
 OBJECT

OWNERSHIP

PUBLIC
 PRIVATE
 BOTH
PUBLIC ACQUISITION
 IN PROCESS
 BEING CONSIDERED

STATUS

OCCUPIED
 UNOCCUPIED
 WORK IN PROGRESS
ACCESSIBLE
 YES: RESTRICTED
 YES: UNRESTRICTED
 NO

PRESENT USE

AGRICULTURE
 COMMERCIAL
 EDUCATIONAL
 ENTERTAINMENT
 GOVERNMENT
 INDUSTRIAL
 MILITARY
 MUSEUM
 PARK
 PRIVATE RESIDENCE
 RELIGIOUS
 SCIENTIFIC
 TRANSPORTATION
 OTHER:

4 OWNER OF PROPERTY

NAME

Multiple - see Continuation Sheet 4-1

STREET & NUMBER

CITY, TOWN

VICINITY OF

STATE

5 LOCATION OF LEGAL DESCRIPTIONCOURTHOUSE,
REGISTRY OF DEEDS, ETC.

City Clerk's Office

STREET & NUMBER

City Hall

CITY, TOWN

Burlington

STATE

Vermont

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Historic Sites and Structures Survey

DATE

August 1977

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

Vermont Division for Historic Preservation

CITY, TOWN

Montpelier

STATE

Vermont

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Wells-Richardson Complex comprises one urban block in downtown Burlington bounded on the north by College Street, on the west by Pine Street, on the south by Main Street and on the east by St. Paul Street. On the northern side the block is dominated by the Wells-Richardson complex of buildings (#'s 8, 13 and 14), while the southern half is characterized by 20th century buildings and facade remodelings. Architectural styles of the 17 buildings within the block include the Italianate style (#'s 8, 9 and 10) and the Colonial Revival style (#'s 1 through 4). Additionally there are several examples of factory construction (#'s 13, 14 and 15).

The frontage along St. Paul Street demonstrates an evenness of height and scale, the visual quality of the streetscape being enhanced by the existence of open space of City Hall Park eastward across St. Paul Street. Dramatic sightlines characterize the College Street facades as the multi-storied Wells-Richardson Building (#8) and New England Hospital Building (#9) rise with their impressively elaborate Italianate detailing. The Pine Street face of the district has only one building that faces on it - the Bookstacks (#13), an excellent example of adaptive re-use. The structures on Main Street present a first-quarter 20th century commercial appearance and are noteworthy for the variety of uses they once represented, including an automobile showroom, a candy factory and a hotel.

The inventory of buildings is as follows:

1. Walker Hotel, 116 Main Street.

Georgian Revival, 1891, altered c. 1940. This 2½-story, gable-roofed wood frame building was constructed originally as a manufactory for candy. The stuccoed and brick veneer facade, measuring seven bays with a central entrance, was remodelled around 1940 by the architect Louis Newton, with a Georgian Revival "false front" consisting primarily of a blind, wood parapet with central pediment at the roof cornice, applied wood pilasters and stuccoed piano nobile at the second story level and a sign in the frieze beneath the pediment reading "Walker Lodge." On the first floor, the three westernmost bays have flat-arched windows, the main entrance has a broken pedimented and denticulated door surround with engaged columns and a transom light, and the three easternmost bays consist of a door and two small windows with a shingled hood above them, all results of alterations during the last decade.

A local candy manufacturing company by the name of Macrae, Montgomery & Company made arrangements in the late 19th century to expand their business, with assistance from local industrialist V. A. Woodbury. In 1891, Woodbury and K. B. Walker constructed this building,

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reincorporating the candy firm as the Crystal Confectionary Company with Woodbury as president. About 1902 the firm moved to larger quarters and Walker's widow turned this structure into commercial space downstairs and rented rooms upstairs. These uses of the building continue to the present.

2. Vermont Transit Central Terminal, 133-139 St. Paul Street.

Commercial style, 1891. Known originally as the Woodbury and Walker Block, this altered structure was connected to the Walker Lodge (#1) on Main Street by a bridge during the decade 1891-1902, when Walker Lodge housed the factory of the Crystal Confectionary Company. The company's principal partners, Woodbury and Walker, had this block designed by C. W. Fisher and erected in 1891. On the first floor were retail stores and upstairs were offices for the Woodbury family and the candy company.

This 3-story, brick corner building features brick pilasters dividing the flat-arched windows into groupings of 3, 4 and 3 bays on the principal (eastern) facade and groupings of 2, 2, 4, 2, and 2 bays on the southern (Main Street) elevation. These pilasters extend upwards into the large, corbeled cornice which is actually a parapet matching the height of the building next door (Hotel Huntington, #3). The brick corbeling which exists between the pilaster extensions is topped by cap molding. Single-row brick banding divides the second and third stories. The original unpainted brick with tinted mortar and wood sills are evident on the rear elevation of the building. Retail storefronts and Vermont Transit facilities, located on the ground floor since the 1930's, have undergone contemporary alterations. In the 1920's the upper floors were converted to apartments, which renovation is related to the adjacent structure, Hotel Huntington, (#3).

3. Hotel Huntington, 121-131 St. Paul Street.

Commercial style, c. 1872 and 1886. This structure is a 3-story brick commercial block whose facade is divided into five asymmetrical sections by pilasters for a total of 15 bays. These divisions reflect a major remodeling of the structure into the Burlington Hotel by George M. Delaney in 1886. At that time, a pedimented pavilion with modillioned cornice and a fourth story with round-arched windows were added to a 4-bay section of the block. The facade at this time reflected the Renaissance Revival style on its upper floors, while the main floor commercial storefronts were designed in the Queen Anne manner. Losing

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to the competition from the nearby Van Ness House, the once-profitable hotel failed around 1910 and was later converted to apartments. During that renovation the fourth story and pediment were removed. When Vermont Transit Lines located their terminal on the corner of Main and St. Paul Streets during the late 1930's, the market for a hotel was renewed. The Hotel Huntington, expanded to include the adjacent Woodbury & Walker Block (#2), was opened in the 1940's. The two buildings currently reflect the construction of a continuous parapet which served to join them at a level about half a story above the third-floor windows. At the present time they are both being remodeled again as apartments.

The ground floors of both blocks (#2 and 3) consist of contemporary storefronts of brown ceramic tile with exposed concrete aggregate "mansards." The upper floors are divided horizontally by projecting sill-courses. The brick pilasters end in corbeled caps above the third-floor windows, the caps being topped by a 4-foot high blind parapet of brick. Attached to the rear of this hotel is a 19th century, 2½-story, gable-roofed brick carriage barn (#3A) modified as a warehouse with central doors on both levels of the gable end. Now used as a bottling plant, the structure has a high, coursed rubble stone foundation, segmental-arched window openings with metal fire shutters on the gable end and a stone lintel over the basement entrance.

4. Park Square Building, 115-119 St. Paul Street.

Colonial Revival style, c. 1834 and c. 1923. A 3-story, brick commercial block built for N. K. Brown, a manufacturer of patent medicines, this structure acquired its stuccoed facade around 1923, the date of incorporation of Burlington Lodge #916 of the Benevolent Protective Order of Elks of the U. S. The remodeling of this building to serve as their clubhouse included embellishing the top of the facade with the letters "BPOE" set within blue medallions below the stepped, slightly raked parapet. Just beneath the letters are three recessed, round-arched panels, incorporating the fenestration for the second and third stories. The second story has casement bay windows which have sheet metal roofs. Between floors there are decorative vertical stucco panels. On the third story within each arched panel are four double hung sash windows topped by a semi-circular fanlight above the two middle windows. The first floor storefront consists of white and black polished marble with an aluminum cornice and central entrance with glass door and transom light.

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5. Continental Luncheon Delicatessen, 111 St. Paul Street.

Vernacular with Italianate additions, c. 1820, 1870, and 1910. This 3-bay, 4-story brick structure exhibits its early 19th century origins in the flat-arched windows of the facade and in the gable-roofed 3-story section in the rear of the building. The fourth floor with round arched windows, large scroll-bracketed frame cornice and shed roof all reflect the 1870 additions, carried out in the Italianate style. The storefront on the ground level has transom lights hidden beneath a 20th century sign. The structure appears to have been built around 1820 for merchant E. T. Englesby as a 3-story, parapeted-gable commercial block in the Federal style. The facade was divided into two identical storefronts separated by a firewall. Around 1910 it was joined to the building to the north on the corner of College Street to form a large plant for the Burlington Steam Laundry. The laundry, except for this remnant, was torn down after World War II to make room for the gas station (#6). The old fire wall was thus used as the new north wall.

6. Ben and Gerry's Ice Cream Store, 107 St. Paul Street.

Moderne style, c. 1950. Because of its style and date of construction, it does not contribute to the historic character of the district.

7. Paul, Frank & Collins Building, 135 College Street.

Renaissance Revival style, 1899. Constructed originally as an office for Dr. W. H. Englesby, this 2-story, shed-roofed, small-scaled building is handsomely detailed in elongated yellow bricks, used for the walls and as banding to sheath the foundation, and shaped to form hoodmolds for round arches of the sidehall entrance bay and two windows on ground floor. An off-center gabled parapet rises above the cornice, and centered beneath the parapet is a triple window with shaped brick mullions. Flanking this window are one small-arched window with a hoodmold and one polygonal bay window, all at the second floor level. The first story windows have leaded glass with opalescent panes above the larger lights. In 1907 this building housed the offices of Walter R. B. Wilcox, its architect.

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8. Wells Richardson Building, 127 College Street.

High Victorian Italianate style, 1883. Constructed as the main office and laboratory of the Wells-Richardson Company, drug and medicine manufacturing firm, this richly textured brick structure rises three stories above the plate glass and transom-lighted storefront level. Five bays, each with paired windows framed by rock-faced granite lintels and sills, are spaced across the facade on each floor, divided by brick pilasters with granite caps. Other detailing includes the use of various kinds of arches throughout the fenestration, terra cotta and brick panels in the spandrels, an elaborately corbeled cornice constructed of shaped brick and terra cotta, and granite finials placed atop the series of pilasters, between the center two of which is a panel with lettering which reads "1883 Wells & Richardson." The ground floor bays have brick corner piers, cast iron posts, plate glass windows with wood muntins and stained glass transom lights.

9. New England Hospital Supply Co., 119-125 College Street.

High Victorian Italianate style, 1874. This load-bearing brick building is comprised of two distinct sections, one being six stories high, the other, four. Designed in 1874 by Roby & Brothers, the six-story section originally had only four stories. At an unknown later date, the upper two stories were added, and the four-story western section was constructed so that the building has a continuing facade, i.e. there is no visible seam between the two sections. The fenestration for both sections is similar. On the upper floors of the 6-story section there are seven bays divided into groups of 2, 3 and 2 windows by heavy, projecting, metal cornices with brackets and footed sills. The cornice decorates and protects the window groupings and is echoed by the extremely prominent roof cornice with large modillions. The same window cornices and sills are used to articulate the five bays on the two upper floors of the 4-story structure in their groups of 1, 3 and 1 windows. The modillioned roof cornice of this section is heavier and more elaborate, and is detailed with consoles in addition to the modillions. This roof cornice resembles that of the 6-story section shown in an early photograph when it had only four stories. The second floor of the present 4-story section has been drastically altered by a previous owner with the imposition of 3 large plate glass windows. The ground story of both sections, unified by a large signboard, was also altered in the 1950's. It now has black polished marble facing below large plate glass storefronts.

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The Wells & Richardson Co. located their original store at the 125 College Street (or eastern) section of this structure, using the upper floors for offices and sales rooms. In 1833 they expanded to the large building further east (#8) now Bennington Potters North, Inc. The western section was apparently used by another proprietary medicine firm by the name of Henry, Johnson and Lord.

10. 115 College Street

Italianate style, c. 1875. Constructed on a slightly smaller scale than the building adjacent to the east (#9) this 4-story brick commercial block measures four bays wide. Decorative hood moldings with labels adorn the flat, segmental and round-arched windows on the 2nd, 3rd and 4th floors, respectively. The large roof cornice is highly detailed with consoles, modillions and a curved, molded frieze panel. The ground story has undergone contemporary alterations and now has three round-arched bays, one being the entrance, while the other two are plate glass windows. Between the first and second floors is a small cornice above a signboard. This building housed the Pope, Berry and Hall wholesale coffee, tea and spice business.

11. 113 College Street

20th century commercial style, c. 1915. A 1-story brick veneer structure, in Flemish bond, this store measures four bays on its facade. The latter has three plate glass windows with aluminum muntins and frames, in addition to the door, a signboard with cap molding above the windows and a parapet with concrete coping.

12. 111 College Street

Greek Revival style, c. 1840. A 2½-story, 3-bay side-hall plan residence, this building is constructed of brick in a 7-coursed common bond pattern with painted stone lintels and sills. The parapeted gable ends give an elegance to the house, now converted to apartments, as does the recessed door with sidelights and pilasters, topped by an entablature and stone lintel. Attached to the rear of the building are a 1-story ell and a wing with the 3-bay gable end facing Pine Street.

13. The Book Stacks, 118 Pine Street.

Vernacular, c. 1905. This 3-bay, 1-story brick former boiler house has been renovated into a bookstore. Attached to the Wells-

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Richardson Company complex (#14), which it served as the heating plant after the turn of this century, the building features three large, slightly recessed bays within segmental arches, articulated by brick pilasters. The central entrance bay is flanked by two windows with stone sills and 8 over 8 panes. Other design detailing includes the corbelled brick cornice and the tapered and corbelled chimney stack. Attached to the back of the 1-story Book Stacks is a 2-story transition building (13A) between the boiler house and the Wells-Richardson Factory (#14) which underwent considerable renovation c. 1970 and now serves as a doctor's office. The southern end of the L-shaped, 2-story section is known as the Phelps building and is under separate ownership.

14. Wells-Richardson Factory, 127½ College Street.

c. 1885. Set within the block behind the original Wells-Richardson offices (#'s 8 and 9), this 4-story, brick factory building was the main plant producing the medicines, dyes and other products of the drug firm. The structure, rectangular in plan on an east-west axis, is actually composed of two buildings connected by a common fire wall. The easternmost section measures six bays square, with the brick having a cast to it resembling that of the brick in the Wells-Richardson offices (#8). The westernmost section has a slightly higher roofline, measures 8 by 7 bays and has stone window sills which more closely resemble those of the old print shop (#15) than those in the adjacent section. The brick used in this section has a redder cast. Similar features of the two-sectioned structure consist of 6 over 6 large-scaled windows set within segmental arched openings, the arches outlined by two rows of headers. Deeply recessed basement level windows have a triple row of headers. All windows retain metal shutter hinges and some have metal-clad wood shutters. On the northeast corner of the structure is the main entrance consisting of two arches, one on each wall plane. The brick corner post is braced with steel.

15. Wells-Richardson Printing Office, 110 Main Street.

Second Renaissance Revival elements, 1897. Constructed originally as the printing shop for Wells & Richardson Company, this large-scaled, 4-story brick building is five bays across and eight bays deep. The ground floor is detailed as an English basement with horizontal brick banding resembling banded rustication. A concrete beltcourse sets off this main floor with the central entrance flanked by undersized segmental-arched windows with a keystone and voussoirs composed of headers. A segmental pedimented door surround lends a formal tone to what was a factory. Rising three stories high, round-headed, compound arches

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form the middle three bays, within which are set segmental arched windows on the second and third stories and round-arched windows on the top floor. Smaller windows flank the three arched bays. The relieving arches over all the windows are comprised of 4-coursed header rows of brick. The high, corbeled brick cornice is stepped along a portion of the side elevations to the lower level of the flat roof. Attached to the third floor of the rear elevation of this structure is a bridge, wood frame with iron cladding, which extends to the newer section of the former drug manufacturing building, #14.

An integral component of the Wells-Richardson complex, this prominent factory housed the presses and offices for printing all the advertising, pamphlets, and labels for the patent medicine and dye manufacturing company. After recent use as a clothing factory, the structure is about to undergo rehabilitation for use as an office building.

16. Amours Tire and Battery Co., 106 Main Street, 1931.

This former gas station is constructed of brick with concrete facing, detailed with stuccoed "art deco" battlements which frame the rolled tile cornice projecting above the flat roof. The central entrance is framed by plate glass windows with transom lights. Attached to the office at the rear corner is a concrete block rectangular plan garage. Having only a small degree of visual integrity, this structure is non-contributory to the district.

17. Champlain Motor Company Showroom, 100 Main Street.

20th century commercial style, 1919. This 2-story structure, supported for heavy loads by interior iron columns, has a symmetrical 3-bay facade and measures seven bays along the Pine Street elevation composed of garage space for automobiles. The exterior is sheathed with brick in Flemish bond. The large, recessed tripartite plate glass windows, with pilasters as mullions, flank the double-leaf, central garage entrance. Georgian Revival style elements are evident in the recessed door surround comprised of an entablature over a multi-paned transom and sidelights. Brick piers divide the side bays. Above the second story triple windows is a small, blind parapet, stepped at the corners, with sheet metal coping. Interior detailing includes a pressed metal ceiling and a rear concrete ramp to the second floor.

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Constructed in 1919 as a Buick dealership, garage and auto business, this structure housed the Champlain Motor Company. It was bought by Patrick Donovan in 1929 and he continued the same line of business through World War II. This building was one of the first structures in the city built expressly to handle the new and lucrative automobile trade of the 1920's.

Numbers 16 and 6 included in the attached sketch map, do not contribute to the district and are not intended to be included on the National Register.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The Wells-Richardson Complex represents a diversity of building types and architectural styles which is characteristic of the City of Burlington as a whole. Reflecting the full range of 19th century commercial history, the mixture in this block ranges from a remnant of a Federal style store to a 1919 automobile showroom. The most outstanding component of this district is the Wells-Richardson industrial-commercial complex of five buildings constructed between 1874 and 1907. Other visually important components are the buildings which underwent remodeling throughout the first half of the 20th century and presently reflect design solutions typical of the Colonial Revival style.

The city block comprising this district contains the following: the Continental Luncheon Delicatessen (#5), constructed about 1820 and renovated in the 1870's in the Italianate style; a Greek Revival style residence, the Reid House (#12); three major commercial blocks (#'s 9, 10 and 3), designed in the High Victorian Italianate style and dating from the time of Burlington's boom economy - the 1870's and 1880's; three factories built near the end of the 19th century (#'s 1, 14 and 15); an office building and a large hotel whose facades have been combined in a 20th century remodeling into apartments (#'s 2 and 3); and a 1919 auto showroom (#17).

The eastern boundary of the district, St. Paul Street, is the terminus of U.S. Route 7, the overland transportation route used from the earliest days of settlement to reach Burlington from Rutland and points South. The destination was Court House Square, adjacent to the district to the east. The section of St. Paul Street from Main to Pearl Streets was an important early residential street. These upper four blocks were lined with brick stores and homes. Of these structures, only the commercial building at 111 St. Paul St. (#5), a remnant of E. T. Englesby's story, survives.

Located between the lumber manufacturing activity on the waterfront to the west and the main commercial and retail area - Church Street - to the east, the Wells-Richardson Complex contains the physical remains of another major endeavor of 19th century Burlington industry. Throughout five buildings in the block were conducted the manufacturing, advertising, selling and managing activities of Wells-Richardson and

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Child, Hamilton, publisher. Gazetteer & Business Directory of Chittenden County Vermont for 1882-83. Syracuse, N. Y.: 1882.

Holbrook, Stewart H. The Golden Age of Quackery. New York: 1959, Macmillan.

Page, John. "From Patent Medicines to Pottery," The Vermont Eclipse 1:3, October 5, 1977, Burlington, Vt.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 4

Quadrangle name: Burlington, VT

Quadrangle scale: 1:24000

UTM REFERENCES

A	1,8	6	4,20	1,0	49	2,6	19,0
	ZONE		EASTING			NORTHING	
C	1,8	6	4,19	0,0	49	2,6	06,0

B	1,8	6	42	0,2	49	2,6	07,0
	ZONE		EASTING			NORTHING	
D	1,8	6	41	3,90	49	2,6	1,8,5

VERBAL BOUNDARY DESCRIPTION

The Wells-Richardson Complex consists of property within the area bounded by the centerlines of Main, Pine, College, and St. Paul Streets, in the City of Burlington, VT.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Emma Jane Saxe, Architectural Historian

ORGANIZATION

Vermont Division for Historic Preservation

DATE

June 9, 1978

STREET & NUMBER

Pavilion Building

TELEPHONE

(802) 828-3226

CITY OR TOWN

Montpelier

STATE

Vermont

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

William B. Pinner

TITLE

State Historic Preservation Officer

DATE

October 17, 1978

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

ATTEST:

William Holbrook
DIRECTOR, OFFICE OF ARCHAEOLOGY AND HISTORIC PRESERVATION

KEEPER OF THE NATIONAL REGISTER

DATE

3/5/79

KEEPER OF THE NATIONAL REGISTER

DATE

March 5, 1979

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Company, worldwide producer of proprietary medicines, dyes and food coloring. The original store is located at 125 College Street (#9) and housed offices and sales rooms. A larger store next door (#8) was added in 1883. When the company became primarily a manufacturer, it constructed the factory in the interior of the block (#14). The building at 110 Main Street (#15) was built as a printing office to produce the thousands of labels and sales-promotional materials used by the company. Located in what is now a bookstore, the heating plant for the whole complex was housed at 118 Pine Street (#13).

The history of Wells, Richardson & Company is one of phenomenal growth during the last three decades of the 19th century with huge profits and fortunes resulting from success in the production of a gamut of consumer items. The wholesale drug firm of Wells, Richardson & Company succeeded to the business of Henry & Company in 1872, the latter having divided from the original firm of Henry, Johnson & Lord of Waterbury, Vermont. The first members of the firm were Edward Wells, A. E. Richardson and W. J. Van Patten, followed by Henry and F. H. Wells, brothers of Edward, all prominent citizens of Burlington.

Expanding from the original business of sales of wholesale drugs, the Company began producing proprietary medicines - "Kidney-Wort" and "Paine's Celery Compound" - as well as "Diamond Dyes" (in 36 colors), a butter coloring and a milk-based baby food called "Lactated Food." The key to the company's overwhelming success in marketing these products was their use of the printed media to advertise extensively to the public; hence the printing shop (#15). According to one source contemporary with the company, the advertising expenditures increased from \$4,000 in 1877 to \$150,000 in 1881, while the dollar amount of business grew from about \$200,000 to over half a million. Demand continued so high that the company established branches in Montreal, London and Sydney, Australia. In 1882 the firm reorganized into a corporation under the name of Wells & Richardson Company, the stockholders remaining the same.

In the area of patent remedies, "Paine's Celery Compound" was a particularly phenomenal success, its popularity riding the crest of the wave of medical quackery. The public was gullible to the appeals of the advertising printed for the "Nerve Tonic and Alterative Medicine", but nevertheless may have become addicted to either the alcohol (21% of the content) or the coca (of which cocaine is a derivative) or both. By the 1890's many customers felt strengthened and cheered, as hundreds of testimonials expressed. The campaign launched by the Federal

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government to force patent medicine manufacturers to show the true ingredients of their "cures" resulted in passage of the Pure Food and Drug Act of 1906 which effectively eliminated Paine's Celery Compound from the market. Wells & Richardson Company, however, which could fall back on Diamond Dyes and other products, hung on to a declining business for another thirty years.

As the twentieth century progressed, so did the facelifting and remodeling of buildings along St. Paul Street and around the corner on Main Street. The Elks Club refurbished a former factory (#4), the corner commercial block and the Hotel Burlington (#'s 2 and 3) were converted to apartments in the 1920's, and the Walker Lodge (#1) received a Georgian Revival style facade around 1940. Thus does this complex demonstrate the varied texture of an everchanging commercial and industrial area, certainly worthy of the continued use it enjoys.

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Wells-Richardson Complex
Burlington, VT

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The Wells Richardson Company was the largest and most visible of the several manufacturing concerns whose buildings still occupy the city block. At various times, the tenants of the buildings not associated with Wells Richardson included a candy manufacturer, two other patent medicine manufacturers, a coffee and tea merchant, and an early automobile showroom. Only one building -- #12, at 111 College Street -- was built without any commercial purpose in mind; however, its construction predated the emergence of the manufacturing companies and it is in fact a survivor of the block's earlier residential character. The Wells Richardson Company gives its name to this complex by the fact of its physical domination of the site, but it is actually a block whose past includes other manufacturing, and wholesaling activities as well.

The complex does not relate strongly to its surrounding architecture, which has been slowly disappearing. Across College Street, to the north of the complex, the land has been cleared and a small drive-in bank constructed. To the west, the opposite side of Pine Street contains a small house, a vacant area used for bus parking, and the side wall of a building which fronts on College Street. The south side of Main Street, facing the complex, contains an armory building and a much larger modern bank building. The St. Paul Street side of the complex faces a park.

The complex as nominated thus presents a self-contained unit of primarily manufacturing buildings which stand out sharply from their surroundings. This condition would exist by default, due to land uses, but it is enhanced by the strong architectural character of many of the buildings in the complex.

Because of these surroundings and present land use, the boundaries are nearly self-defining. It is unusual to find a one-block complex, but in this case it is justified by the historical uses of the buildings within the block contrasted with the immediate environment, from which it is distinctly separated.

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- 13. Dr. Stephen Cohen
7 Lawson Lane
Burlington, VT 05401

- 14. Julyn Sportswear, Inc.
127½ College St.
Burlington, VT 05401

- Addition to #3. Peter Bove
180 Ethan Allen Parkway
Burlington, VT 05401

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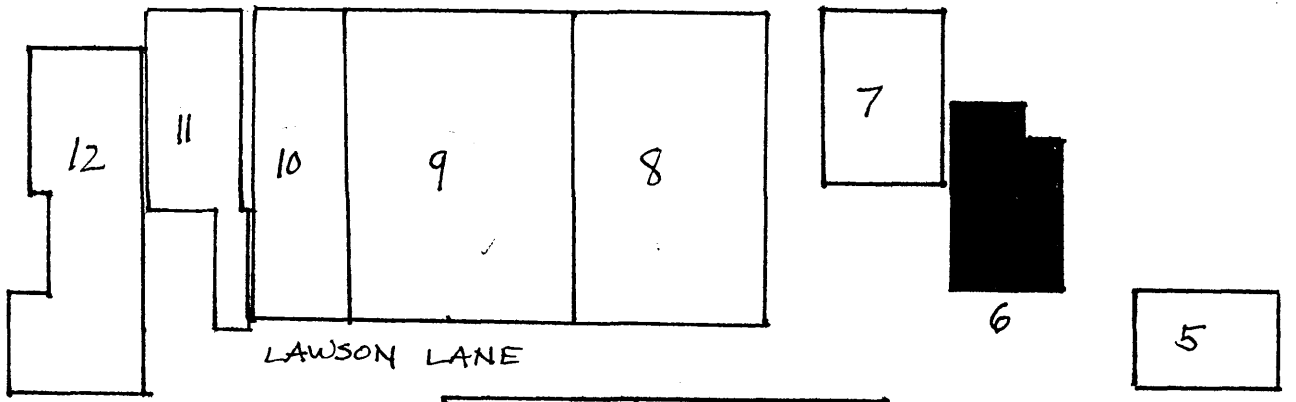
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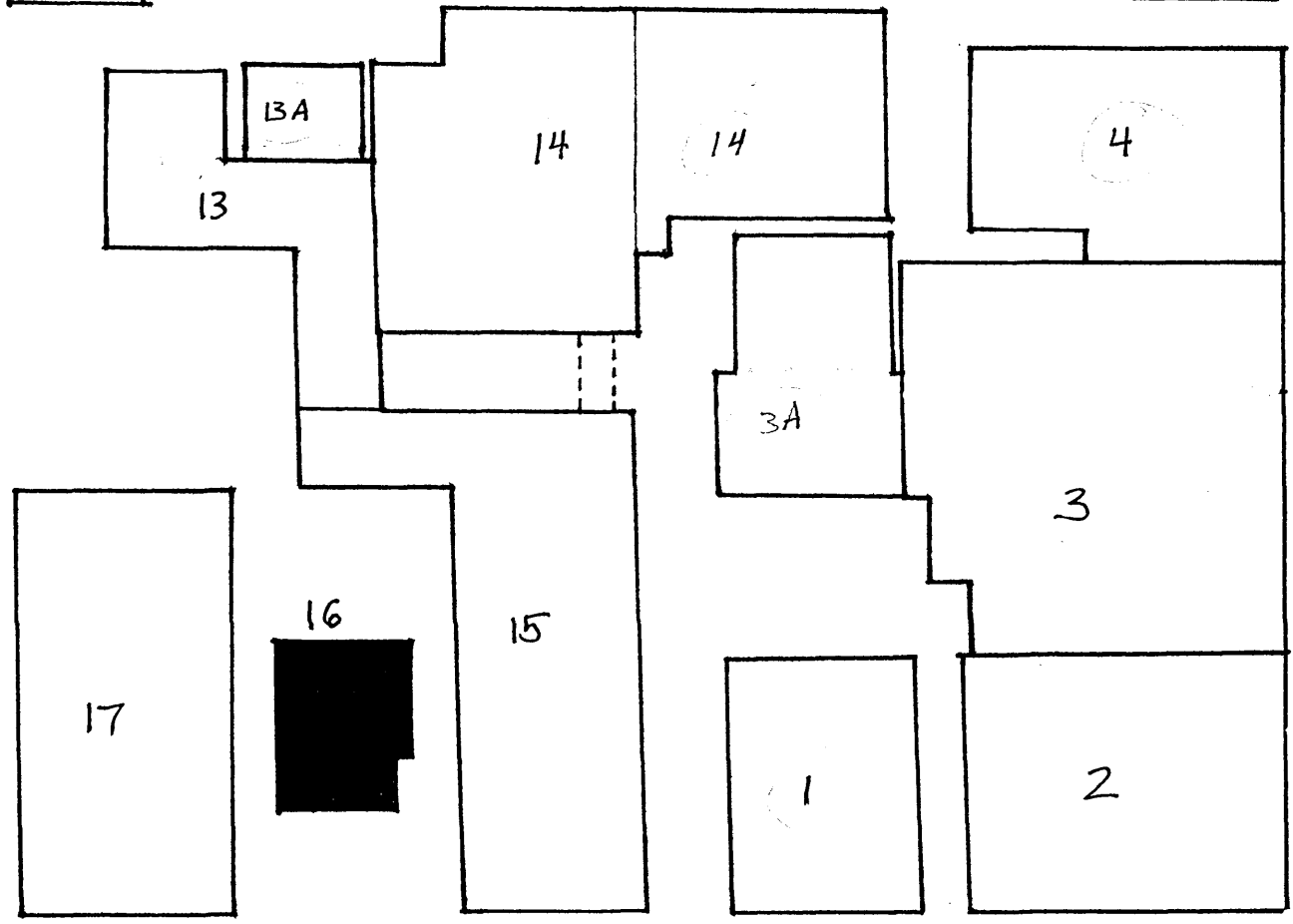
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<u>Map No.</u>	<u>Owner and Address</u>
1, 2, 3, 15, 16, 17.	New England Realty Corporation c/o Robert Thompson 135 St. Paul Street Burlington, VT 05401
4.	Park Square Realty Corporation 117 St. Paul Street Burlington, VT 05401
5.	Joseph C. & Margaret A. McNeil 83 No. Prospect St. Burlington, VT 05401
6.	Arthur D. Norcross, Jr. 230 South Winooski Ave., Burlington, VT 05401
7.	Paul, Frank & Collins 135 College St. Burlington, VT 05401
8.	Bennington Potters North, Inc. 127 College St. Burlington, VT 05401
9.	N. E. H. S. Realty Corporation 125 College St. Burlington, VT 05401
10.	Coburn & Feeley Real Estate, Inc. P.O. Box 923 115 College St. Burlington, VT 05401
11.	John Neary 36 Elmwood Ave. Burlington, VT 05401
12.	Mrs. Ester Reid 1408 Spear Street Burlington, VT 05401

COLLEGE ST.



LAWSON LANE



MAIN ST.

PINE ST.

ST. PAUL ST.



WELLS → RICHARDSON COMPLEX

BURLINGTON, VT

NOT TO SCALE



COMPLEX BOUNDARY



NON-CONTRIBUTORY BUILDING

