

City, Village or Town: New Richmond		County: St. Croix	Surveyor: Stager Roberts	Date: 1983 1986	Subject Second Street West 145
Street Address: 145 Second Street West		USGS Quad and UTM Reference: New Richmond South, Wis. 15/536320/4996380		Acreage: less than 1 acre	
Current Name & Use: New Richmond News Building		Current Owner: Robert L. Bradford, Publisher			
Film Roll No. SC20	Affix Contact Prints		Current Owner's Address: 115 W. 5th St. Box 58 Northfield, MN. 55057		
Negative No. 16			Legal Description: W 40' of E 95' of Lot 6 and S 33' of W 40' of E 95' of Lot 7, Block 1, Fremont Addn., City of New Richmond		
Facade Orient. S					

Original Name & Use:	Source	Previous Owners	Dates	Uses	Source
2 New Richmond News Building	A				
Dates of Construction /Alteration 1913	Source A, B				
Architect and/or Builder:	Source				
Contractor: Traiser & Barrett	A				

**3 Architectural Significance**

Represents work of a master  
 Possesses high artistic values  
 Represents a type, period, or method of construction  
 Engineering  
 None

**4 Historical Significance**

Assoc. with lives of significant persons  
 Assoc. with significant historical events  
 Assoc. with development of a locality  
 Other: \_\_\_\_\_  
 None Period of significance: 1913-1937

Architectural Description and Significance:

See Attached

Interior visited?  Yes  No

Historical Background and Significance:

See Attached

**5 Sources of Information (Reference to Above)**

**A** New Richmond News and Republican Voice, 5/21/1913

**6 Representation in Previous Surveys**

HABS  LDMK  WIHP  NRHP  
 other: \_\_\_\_\_

**B** Corner Stone

**7 Condition**

excellent  good  fair  poor  ruins

**C** Easton, Vol. 2, pp. 892-893

**8 District:** \_\_\_\_\_

pivotal  contributing  non-contributing

**D** New Richmond News (Centennial + Five Ed.), Sect. A, p. 5 (Sept. 27, 1973)

**9 Opinion of National Register Eligibility**

date: 7/21/86 initials: NR

**E**

eligible  not eligible  unknown  
 national  state  local

Subject  
 Second Street West  
 145  
 NEW RICHMOND INTENSIVE SURVEY  
 City Map  
 20-16

Record No. I

INVENTORY FORM FOR NOMINATED PROPERTIES

Name of Property: New Richmond News Building  
Address: 145 Second Street West  
City: New Richmond

Owner: Robert L. Bradford Date: 1/11/88  
Owner's address: 115 W. 5th St. Box 58, Northfield,  
MN  
County: St. Croix (Code # 109)

\*160 NRHP Certification

(a) \_\_\_\_\_ (b) \_\_\_\_\_  
(c) \_\_\_\_\_ (d) \_\_\_\_\_

165 NRHP Certification Date

(a) \_\_\_\_\_ (b) \_\_\_\_\_  
(c) \_\_\_\_\_ (d) \_\_\_\_\_

\*170 Thematic or Multiple Resource Nomination Name

Historic Resources of New Richmond

180 NRHP List Name New Richmond News Building

\*200 Level of Significance Local

\*190 District Classification n/a

\*210 Applicable Criteria A

\*215 Criteria Considerations

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*220 Area of Significance

Communications  
\_\_\_\_\_

230 Period of Significance 1913-1937

60 Verbal Boundary Description \_\_\_\_\_

W 40' of E 95' of Lot 6 and S 33' of W 40'  
of E 95' of Lot 7, Block 1 Fremont Addition  
City of New Richmond

70 USGS Quad Map New Richmond South, WI

80 UTM Coordinates (Format: 99/999999/9999999)  
15 / 536320 / 4996380

85 Listed Acreage less than one

340 Review Board Date \_\_\_\_\_

Number of Resources:

ONE Contributing Building

\*use code tables for response

Record: IAddress: 145 West Second StreetDESCRIPTION

The New Richmond News Building is a two story red brick structure of rectangular plan measuring 32' x 82'. The raised basement contains the first story. A stone running course delineates the raised basement from the second story. The building has one bay on the second story slightly set back by a corbelled brick cornice and plain brick end piers. The second story windows have three flat brick arches. Two stone running courses form the sills and headers of the basement windows. Above the header course sitting on the piers are two date blocks: the west one is "1869", the east "1913". The three basement windows are infilled with wooden shutters. The three second story windows are infilled with plywood and smaller 8-over-8 windows with small shutters. Windows on the west side of the building are infilled with plywood panels, but the window openings are intact. There is a similar situation on the east side of the building where the main entrance is accessible by concrete steps up to the second floor. Coping is stone at the parapet and the grout on the building is red.

An early historic photograph in the New Richmond News(Centennial + Five Edition, Section A, p. 5, September 27, 1973) shows the original appearance of the structure. It has a central raised and corbelled parapet. Basement windows were four-over-two with vertical muntins in the upper and lower sash. Second story windows has single fixed lights under small paned glass transoms with 12 lights, all with wooden sash.

The News Building faces south on the north side of West Second Street. It is the westernmost structure on this block. To the west is the newspaper parking lot. Although the building has good integrity today, the subtraction of original windows, a major design focus, and the raised parapet have marred its original appearance because the structure was so plain to start out. However, the original window openings have not been altered. The parapet above the corbelling is in need of tuckpointing. No original fabric remains on the interior, which has been remodelled and is covered in a variety of applied materials.

HISTORICAL BACKGROUND

Abe C. Van Meter began the St. Croix Republican, the first paper in New Richmond, in 1869 and continued it until his death in 1899. A son, Franc A. R. Van Meter (1872-1942) worked on the Republican until 1894 and left to work with LaCrosse newspapers until 1900 when he returned to become editor of the New Richmond Republican Voice, which his brother, C. H. Van Meter had purchased a half-interest in. Before the June, 1899 tornado, there had been only two newspapers in New Richmond: the Republican and the New Richmond Voice. After the tornado destroyed these newspaper offices, the two papers merged under the name Republican Voice. Franc became the first editor, with his brother, C. H., owning one quarter of the paper. The Republican Voice was conservative editorially. Its offices were on the northwest corner of North Knowles Avenue and West First Street.

In 1907, the Van Meter-Welch Printing Company, of which Franc was president, was organized to print the paper. The printing company bought the New

Record: IAddress: 145 West Second Street

## HISTORICAL BACKGROUND, continued

Richmond News and merged the two papers under the title, News and Republican-Voice as a semi-weekly paper. A fire in 1913 destroyed the printing office and for a time the paper was printed in Hudson (Easton, History of the St. Croix Valley, Vol. 2, 892, 893). A new fireproof building was immediately begun in 1913 and the paper was once again printed in New Richmond in the new facility by November, 1913 (New Richmond News and Republican Voice, 11/22/1913). The paper emphasized more local reporting because citizens were reading the Twin Cities papers for national news. The paper began a magazine section with fashions, poems, etiquette and comics. By 1922, Franc Van Meter was the sole owner and the paper had grown to eight pages. During the Depression, the paper returned to four pages, was non-union, and was covering a good deal of state news.

Beyond the mid-1930s, the paper continued historically as an important element in the community, but not exceptionally so. When Franc died in 1942, John A. Van Meter (1902-1968) took over as editor and publisher until his death in 1968. John A. Van Meter served as mayor of New Richmond in 1948-50, 1952-54, and 1962-68. The paper became the New Richmond News in 1942 and remains so today. From 1907 to 1937, the News was the only New Richmond paper published. After Franc's death in 1942, the paper became less editorially conservative. The printing operations ceased in 1957. In 1968, the paper and the Van Meter Printing Company passed out of the Van Meter family. It was sold in 1972 to Robert L. Bradford who runs it today (New Richmond News, Centennial + Five Edition, Section A, pp. 5, 6, September 27, 1973).

## SIGNIFICANCE

This building is significant locally as the only building that is associated with the News and the business life of the Van Meter family which ran the paper from 1869-1968. The building is significant historically as representing the period when the News became the only source of printed information in the city (1913-1937) and consolidated its hold on local news coverage. Architecturally, it is a plain structure which has seen some modifications, but the exterior integrity is largely intact and window changes are reversible.

In the era before the introduction of today's mass media of television, the local paper was to many the sole source of information on local and regional events and topics. As New Richmond's only source of printed news during its historic period, the New Richmond News and Republican Voice was a major shaper of public opinion and wielded great influence on local events and subjects of concern.

For a period of one hundred years the Van Meter family operated this paper and had editorial viewpoints that were either consistent with or helped shape the character of the city. The nominated structure was built and represents the time when the family was buying out competitors and consolidating its hold on the local news market. Earlier offices and houses have been destroyed leaving this building the best representation of the newspaper industry in the city.