

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Daily News Building
other names/site number _____

2. Location

street & number 220 East 42nd Street not for publication
city, town New York vicinity
state New York code 036 county New York code 061 zip code 10017

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	_____ buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	_____	_____ sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	_____	_____ structures
	<input type="checkbox"/> object	_____	_____ objects
		<u>1</u>	_____ Total

Name of related multiple property listing: N/A
Number of contributing resources previously listed in the National Register _____

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.

Signature of certifying official _____ Date _____

State or Federal agency and bureau _____

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official _____ Date _____

State or Federal agency and bureau _____

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.
 See continuation sheet.

determined eligible for the National Register. See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:) _____

Signature of the Keeper

Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Commerce/Trade

Current Functions (enter categories from instructions)

commercial office building and printing plant

7. Description

Architectural Classification

(enter categories from instructions)

Skyscraper

Materials (enter categories from instructions)

foundation granite block

walls white brick

roof

other

Describe present and historic physical appearance.

The following description is extracted from the New York City Landmarks Commission report written by Anthony Robins:

As completed, the News Building is a 36-story tower on East 42nd Street, attached to the nine-story printing plant on East 41st. The northern facade has only one major setback, two bays deep, at the ninth floor level. The setback is not pulled in from the sides, so that when seen head-on the building has the appearance of a slab until the very top, where at the 33rd floor the outer two bays on either end are inset one bay.

The western facade, fronting on the 25-foot alley, is not as visible as it would have been with the originally planned 50-foot wide alley. Its setbacks are more complicated than those of the north front. The two-bay setback at the ninth floor level on its north edge is matched by a ten-bay setback on its south edge, which also is pulled in two bays from the western facade. The eleventh and twelfth bays from the south rise to the fifteenth floor before being pulled back two bays. The ten southern most bays on this side have smaller floor heights, and rise in a different pattern from those on the north. The total effect on the western front is a series of zig-zag setbacks and varied massing.

The southern front has one-bay deep setbacks at the seventh and thirteenth floors, and a two-bay deep setback at the 27th floor and at the top where the building's exterior walls rise to hide the service shafts. The view from the southwest corner shows a very complicated set of stacked masses.

The eastern front, now partially obscured by a 1959 addition, shows the setbacks of the northern and southern fronts; its seven northernly bays project forward from the main wall plane until the 33rd floor level.

The entire exterior is composed of tall slender bands of white brick alternating with window bays in which the windows are separated by patterned panels of reddish-brown and black brick; the windows originally

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D NHL #4

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Architecture

Period of Significance

20th Century

Significant Dates

1929-1930

Cultural Affiliation

Significant Person

Architect/Builder

Hood, Raymond and Howells, John Mead

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Daily News building was designed by the winners of the 1922 Chicago Tribune competition -- in a short eight years the Gothic overlay of the Tribune building gave way to the severe classicism of the Daily News. It was the first modernistic free-standing skyscraper designed by Raymond Hood. The vertical "soaring" quality of the exterior marks one of the high points of skyscraper design that was to change radically after the depression. It was commissioned by Captain Joseph Patterson, the founder of the tabloid Daily News, which long had the largest circulation of any daily newspaper in America.

Patterson was one of the heirs to the Medill Publishing family, which included his cousin Robert McCormick. This clan controlled the Chicago Tribune, the Washington Times-Herald and the New York Daily News. McCormick and Patterson ran the Chicago paper before World War I but differed widely in temperament and decided to part. In 1919, the first issue of the Illustrated Daily News was published in New York by Patterson. The tabloid became a roaring success, being one-half the regular newspaper size with a heavy emphasis on pictures and briefer texts. The news also emphasized sensation, crime and an oversized sports section. The first issue editorial proclaimed:

The Illustrated Daily News is going to be your newspaper. Its interests will be your interests. It is not an experiment, for the appeal of news pictures and brief, well-told stories will be as apparent to you as it has been to millions of readers in European cities. We will give you every day the best and newest pictures of the things that are happening in the world. It will be aggressively for America and for the people of New York.

This issue, which appeared two days before the signing of the Treaty of Versailles, devoted almost the entire front page to a picture of the Prince of Wales, with only a short notice at the bottom of the impending end of World War I.

See continuation sheet

9. Major Bibliographical References

Previous documentation on file (NPS):

- preliminary determination of 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 # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreeage of property one acre

UTM References

A

1	8	5	8	6	6	6	0	4	5	1	1	2	5	0
Zone		Easting						Northing						

C

Zone		Easting						Northing						

B

Zone		Easting						Northing						

D

Zone		Easting						Northing						

See continuation sheet

Verbal Boundary Description

Borough of Manhattan Tax Map Block 1315 Lot 24, which is 99'11½" on E. 42nd Street and 98'8½" on Second Avenue, 329'10-5/8" on East 41st Street, 197'5" on Alley. (Outlined on the attached map.)

See continuation sheet

Boundary Justification

This is the original site on which the building was constructed.

See continuation sheet

11. Form Prepared By

name/title Carolyn Pitts, Historian

organization History Division, NPS date 2/9/89

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city or town Washington state DC zip code 20013

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had red-striped shades. At the lower floors the brick panels show geometric patterns, but these are gradually simplified higher up until at the upper windows they have become simple horizontal stripes. Wherever the building is set back, these panels have miniature setbacks within them.

The main entrance -- on the north front -- is through a three-story high, five-bay-wide polished granite block, with a large inscription at the top reading "THE NEWS," a smaller inscription below reading "HE MADE SO MANY OF THEM," a bas-relief of the people of New York, and a background of skyscrapers culminating in an image of the Daily News Building from above which emanate the rays of the sun. To either side of the polished granite block is a glass pylon capped in bronze, and held to the block by bronze straps. A large bronze floral frieze is set above the doorway. The entrances at either side of the center, which originally led to stores, have smaller but similar bronze floral friezes. The brick patterns immediately above them show a more complicated version of the brick patterns in the window bays; they are overlapped by the terminations of the vertical bays of white brick.

The same decorative treatment of alternating white brick bands and window bays, patterned brick, and bronze friezes, is carried around on the other fronts. In addition, the western front has a large polished granite slab with the inscription:

HOME OF THE NEWS

"THIS NEWSPAPER ALWAYS WILL
BE FEARLESS AND INDEPENDENT.
IT WILL HAVE NO ENTANGLING
ALLIANCE WITH ANY CLASS
WHATEVER -- FOR CLASS FEELING
IS ALWAYS ANTAGONISTIC TO THE
INTEREST OF THE WHOLE PEOPLE."

JOSEPH MEDILL PATTERSON -- FOUNDER
JUNE 26, 1919

The ground floor on the south front has five loading bays in the tower portion of the building.

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The printing plant portion, in its original configuration, was nine stories high on East 41st Street and on Second Avenue, with no setbacks; a 1959 addition rises several stories above it and is set back from the building line in accordance with zoning laws. The decorative treatment of the printing plant is similar to that of the tower, but its narrow bays are set in groups of three, defined by wider white brick piers. There are six loading bays on the East 41st Street front. The floral bronze frieze of the north front is repeated, again at the first-floor level, along the Second Avenue front of the printing plant; it has been painted, unlike those on the north front.

Not included in the designation is the 1959 addition by Harrison & Abramovitz, one of the more sensitive recent additions to an old New York building. Designed to complement Hood's tower, the addition is composed of vertical bands of white brick alternating with bays of windows and black and red brick panels, similar to Hood's elements; the white bands, however, project out from the building and are sheathed in aluminum, in effect taking Hood's conception several steps towards the more recent evolution of the International Style. The addition fills in the space at the southwest corner of Second Avenue and 42nd Street which had been bounded by the tower and printing plant, so that the News complex now fills the entire block between Second Avenue and the 25-foot alley, from East 41st Street. The addition includes the portion added above the printing plant described above.

The upper floors of the Daily News building are arranged as loft space, with movable wall partitions to make the space as flexible as possible. The most architecturally significant interior is the central lobby, to which two wings were added in 1960. The central lobby is based on a popular scientific exhibit. An enormous revolving globe, 12' in diameter, is partially sunk into the floor, around which radiates an engraved giant compass indicating the world's major cities and their distances from New York. The ceiling over the globe, which was originally the entire ceiling, is a hollow hemisphere of faceted black glass. The walls are covered with nineteen panels containing maps of the world, the solar system, the United States, and New York City; weather charts of all kinds; and time-zone clocks.

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None of its competitors took the paper seriously at first; they called it "the servant girl's Bible" and expected it to collapse within six months. In its first year, however, the paper moved from 18th to 8th place among the city's English language dailies, and, in the second year, with its name shortened to The Daily News, it was second only to the Evening Journal. In December 1925, the paper's circulation passed the one million mark, making the News New York's largest newspaper, and prompting Captain Patterson to move permanently to New York.

The traditional papers thoroughly loathed the new tabloids, which they condemned as successors to the "yellow journalism" of the prior century. Stories were printed of sensitive children unwittingly coming across stray issues and becoming too ill to eat dinner. The appeal of the new form, however, was undeniable, and Martin Weyrauch, editor of The Graphic, one of New York's most sensationalist tabloids, was not altogether wrong when he wrote in their defense that "Tabloids were just as inevitable as jazz. They are as truly expressive of modern America as World Series baseball, skyscrapers, radio [and] movies."¹

As the paper expanded, new quarters were needed. Also, by 1927, the move of other newspapers to mid-town had been achieved. (The New York Times at Times Square, and the Herald at Herald Square.)

The site selected was on 42nd Street east of Lexington Avenue then known as the "Upper East Side," a short walk from Grand Central Terminal. The morning tabloid decided to build not only a printing plant on East 41st Street but added the 20-story tower on East 42nd Street.

The tower was expected to house the expanding News operations, but also the Chicago Tribune's New York office, and Liberty Weekly, Inc., Pacific & Atlantic Paper Company, the Chicago Tribune Transportation Company, Ltd., and Franquelin Lumber & Pulpwood Co., Ltd., all related to the functions of the paper.

More than housing the News' offices and printing plant, however, the new building was intended to be the paper's architectural symbol. A suitable architect was required. The Chicago Tribune, when the time had come to build a tower in 1921, had held an international competition. The News, seeing the results, did not need a competition. Patterson simply hired the architects of his cousin's tower: John Mead Howells and Raymond Hood.

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Raymond Hood (1881-1934), originally from Pawtucket, Rhode Island, was educated at the Massachusetts Institute of Technology and the Ecole des Beaux Arts. At the age of 41, after a dismally obscure career in New York, he suddenly found himself the winner of the most celebrated architectural competition in the country -- for the Chicago Tribune tower -- and during his next and last ten years became known as one of New York's most brilliant architects.

John Mead Howells (1868-1959), the only son of the novelist William Dean Howells, was a graduate of Harvard and the Ecole des Beaux Arts. He was best known for neo-Gothic skyscraper designs, and was the author of books of architectural history. One of the architects invited to enter the Tribune competition, he was too busy to devise a design, but invited his friend Hood to enter one as his partner. Neither architect had any expectation that the design of Howells and Hood, Associated Architects, would win.

Although both the Tribune and the News buildings are officially designs of the firm of Howells and Hood, in both cases the design is Hood's alone. Much of Hood's subsequent career was tied to Medill family commissions. Besides the Tribune tower for Colonel McCormick and the News tower for Captain Patterson, Hood also designed Patterson's house in Ossining, New York, and an Art Deco apartment house (1928) at 3 East 84th Street, commissioned by Patterson.

During his career Hood also designed several houses, several churches, the above-mentioned apartment house, and, during his underemployed days, Mori's Restaurant; he introduced roof-gardens to New York on a large scale at Rockefeller Center; and he produced an extraordinary manifesto for rebuilding Manhattan along the lines of Le Corbusier's Voisin Plan. His fame, however, rests primarily on his five skyscrapers in Chicago and New York: the Tribune tower (1922), the American Radiator Building (1923-24), the Daily News Building (1929-30), the McGraw-Hill Building (1930-31), and the RCA Building at Rockefeller Center, where he was one of the architects of the designing team until his death.²

Raymond Hood recorded his theories only occasionally, unlike his contemporary, Frank Lloyd Wright. He considered himself a business-like architect, "manufacturing shelter," but each of his designs was unique. He was a master of scale, massing and the use of polychrome. The uninterrupted vertical piers of the Daily News building are made of white vitreous brick, the spandrel panels of dark red and dull black bricks laid in pattern. The entrance lobby is faced with large slabs of black structural glass separated by narrow silver strips.

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The massing of the building with its periodic step-backs was the direct result of "the zoning laws and first class office space requirements, the mass and fenestration -- how the windows, the top and the base of the building were determined by necessities other than design," Hood wrote in Architectural Forum in 1930.³ There is a story that Wright visited Hood when the building was taking shape and advised Hood, who was troubled by how to finish off the top, to "just cut the top off."⁴ It was unlikely that Raymond Hood was confused -- the walls of the top story rise high enough above the last floor to conceal the elevator and other unsightly service shafts, all quite calculated.

The Daily News Building became a much respected architectural symbol for the paper and an icon of the skyscraper style admired by critics and theorists. It was described beautifully by Allene Talmey in a "Profile" on Hood in the New Yorker magazine in April 1931:

There are many tall buildings, for instance, in Forty-second Street from the East River to Third Avenue, yet the only one which stands out as really important is [Hood's] daringly successful Daily News, actually a factory, done at factory price. A white-and-black brick structure with a great slab of carved granite set front, a distinctly untraditional building.⁵

It is the visible link between Eliel Saarinen's skyscraper design that won second place in the Chicago Tribune competition and Raymond Hood's later masterpiece, the RCA building in Rockefeller Center.

Footnotes:

1. Simon Michael Bessie, Jazz-Journalism: The Story of the Tabloid Newspapers (New York: E. P. Dutton, 1938), pp. 20-21.
2. Anthony W. Robins, New York City Landmarks Commission Report (1981), pp. 2-5.
3. Raymond Hood, "The News Building," Architectural Forum, 53 (November 1930); p. 532.
4. Walter H. Kilham, Raymond Hood, Architect (New York: Architectural Book Publishing Company, 1973), p. 27.
5. Allene Talmey, "Profiles: Man Against the Sky," The New Yorker, April 11, 1931, p. 24

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Hood, Raymond. "The News Building," Architectural Forum, 53 (November 1930), pp. 531-537.

_____. "What is Beauty in Architecture?" Liberty, December 7, 1929, pp. 65-66.

Kilham, Walter H. Raymond Hood, Architect. New York: Architectural Book Publishing Company, 1973.

Landmarks Preservation Commission. Daily News Building Designation Report (LP-1049). By Anthony W. Robins. New York: City of New York, 1981.

McGivens, Leo E., et al. The News: The First Fifty Years of New York's Picture Newspaper. New York: News Syndicate Co., Inc., 1969.

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North, Arthur T. Contemporary American Dynasty: The Story of the McCormicks, Medills and Pattersons. New York: Whittlesey House, 1931.

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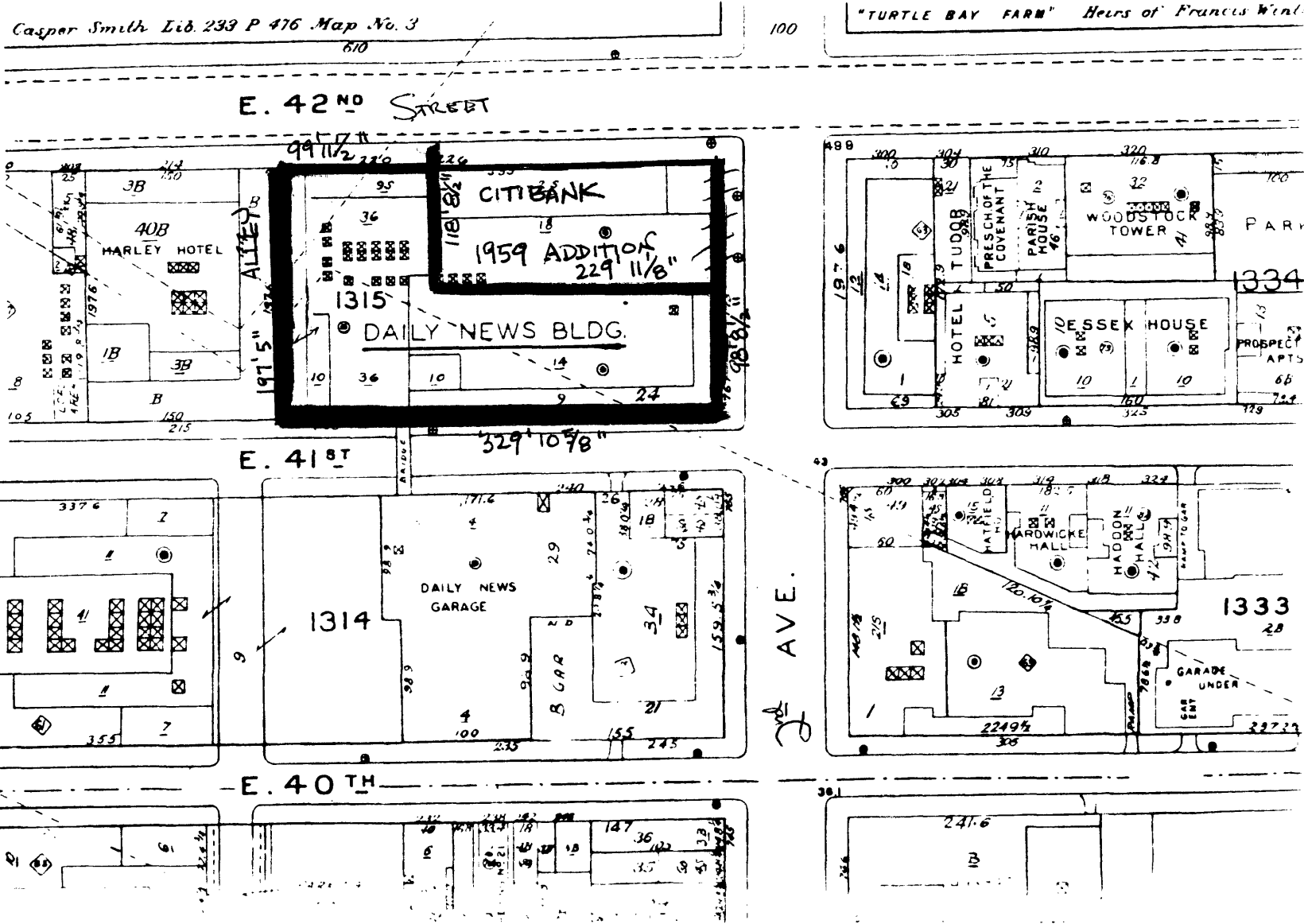
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Tebbel, John William. An American Dynasty: The Story of the McCormicks, Medills and Pattersons. Garden City, N.Y.: Doubleday & Co., 1947.

Woolf, S.J. "An Architect Hails the Rule of Reason -- Design That is Grounded in Material and Function Will Make Buildings More Beautiful, Says Raymond Hood," New York Times Magazine, November 1, 1931.

PLATE 68

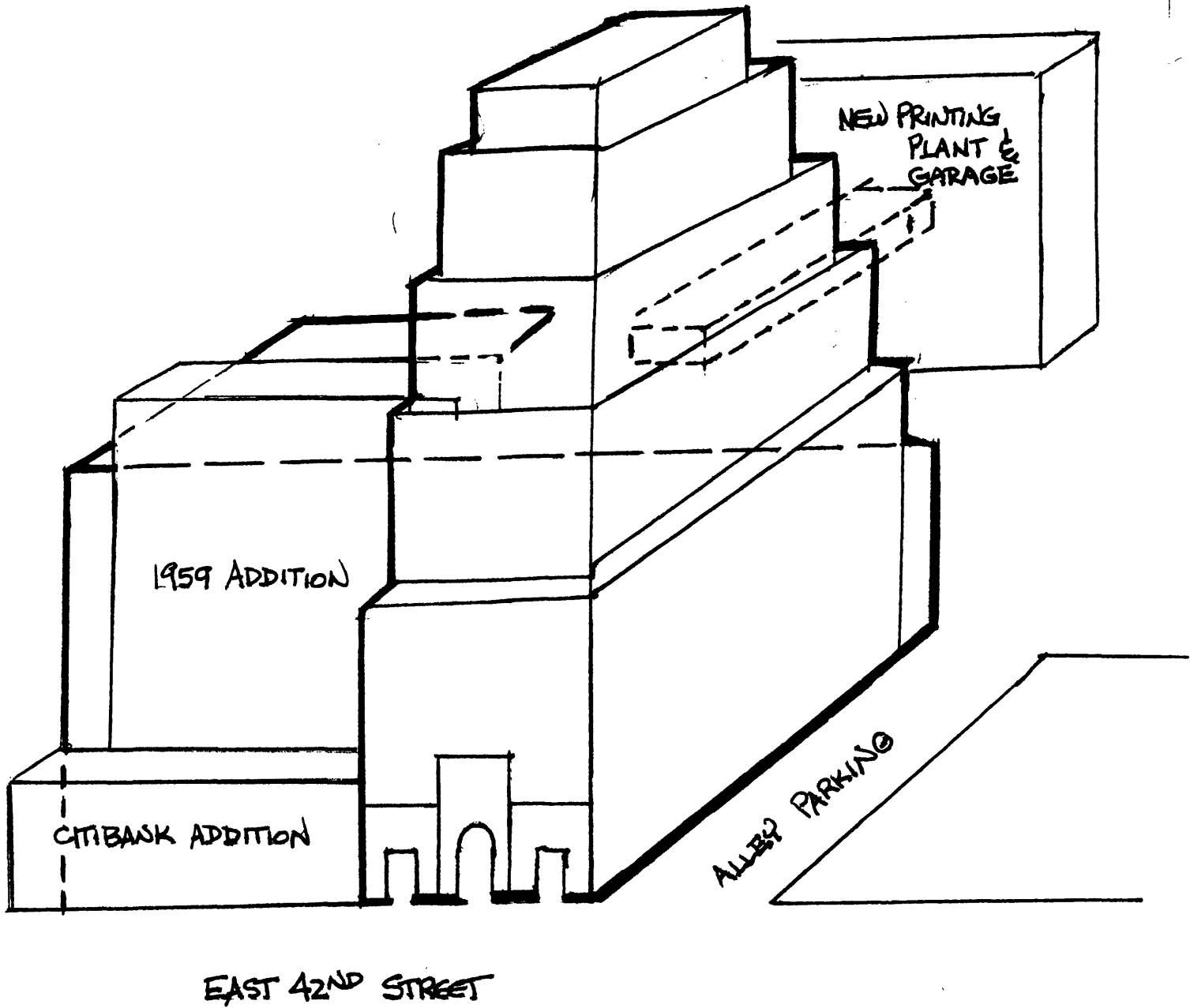
DAILY NEWS BUILDING
 New York County, New York
 Manhattan Land Book, Plate 68
 New York: Sanborn Map Company, 1980



195 P. 510
 3rd AVE.
 1876

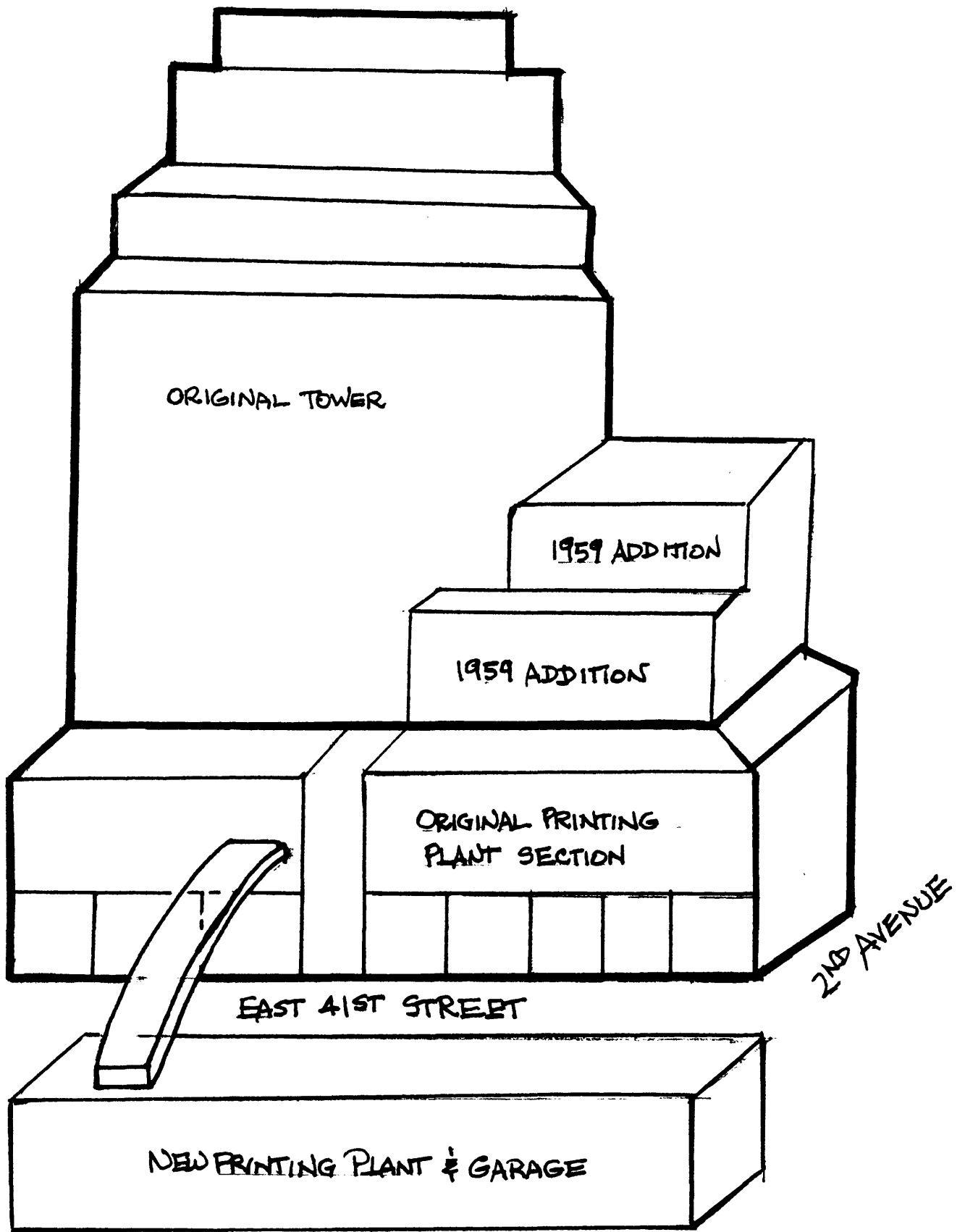
3rd AVE.

3rd AVE.



DAILY NEWS BUILDING
New York, New York County, New York

Sketch of building showing additions:
original 1930 portion outlined by
heavy line; all other additions are
non-contributing elements



DAILY NEWS BUILDING
 New York, New York County, New York

Sketch of rear elevation showing additions; original portion outlined by heavy line