

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received DEC 17 1985

date entered DEC 24 1985

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Palm Beach Daily News Building

and/or common N/A

2. Location

street & number 204 Brazilian Avenue N/A— not for publication

city, town Palm Beach N/A vicinity of

state Florida code 12 county Palm Beach code 099

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Averell Harriman and Mary Averell Fisk

street & number 204 Brazilian Avenue

city, town Palm Beach N/A vicinity of state Florida

5. Location of Legal Description

courthouse, registry of deeds, etc. Palm Beach County Courthouse

street & number 301 North Olive Avenue

city, town West Palm Beach state Florida

6. Representation in Existing Surveys

title Survey of Palm Beach has this property been determined eligible? yes no

date 1979 federal state county local

depository for survey records Division of Archives, History and Records Management

city, town Tallahassee state Florida

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 type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Built in 1925, the Palm Beach Daily News Building is a two-story Mediterranean Revival Style commercial building that fronts 137 feet on Brazilian Avenue and 75 feet on South County Road in Palm Beach, Florida. The plan is an irregular rectangle with a northwest corner jog containing an entry tower. Stucco walls, cast-stone pilasters, ironwork, blind arches, and a barrel-tile roof add to its architectural unity and complement surrounding buildings, whose distinctive look reflects the work and influence of resort architect Addison Mizner. The exterior retains its original appearance, with the exception of boarded-up transoms, aluminum awnings, and some wooden doors replaced with glass. Little of the original interior fabric remains and the space was altered after 1974. Despite an active history, the building retains the integrity of its original design, ornamental features, and materials.

The Mediterranean Revival Style Palm Beach Daily News Building was constructed in 1925 by Wilcox Brothers contractors at the southwest corner of Brazilian Avenue and South County Road in the business district of the famous resort city of Palm Beach, Florida. The two-story masonry building covers almost the entire lot and is an irregular rectangle in shape, with a jog cut out of the northwest corner and an impressive entry tower at a 45-degree angle to the intersection of the two streets. (photo no. 1) Exterior walls of hollow clay tile surfaced with textured stucco rise from a reinforced concrete slab foundation. A small one-story garage at the northwest corner--a later addition to the building--is stuccoed concrete block. (photo no. 5) The major part of the roof is flat, with a built-up surface. This is concealed from the street by a parapet topped with a false roof of barrel tile, giving the building a hip roof appearance.

The building's architectural unity is provided by the stucco walls, the multi-hued tile roof, and a string course at the story line. (photo no. 1) The monotony of a box-like shape--which would be doubly unfortunate given the flat landscape of Palm Beach--is avoided by division into distinct vertical bays, four on the east and five on the north (the two public facades of the building), with cast stone pilasters featuring cartouches and recessed panels of bas relief tracery. The pilasters rise to the string course and are surmounted above that by a bell shape which was originally the base for finials that have since been removed. (photo no. 7) Additional relief (and another bay) is provided by the recessed section at the northwest corner, which has a separate flat parapet roof and blind-arched casement window with highly articulated surrounds. (photo no. 5)

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 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 checked="" type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1925

Builder/Architect Wilcox Brothers/Unknown

Statement of Significance (in one paragraph)

The Palm Beach Daily News Building, constructed in 1925, fulfills criterions A, B, and C for listing on the National Register of Historic Places. Constructed by the by R. O. Davies Publishing Company, the building served as the publishing plant for the Palm Beach Daily News, Palm Beach Life, Palm Beach Journal, and Palm Beach Weekly. Its first publisher, R. O. Davies, was originally hired by railroad entrepreneur Henry Flagler, who owned controlling interest in the Palm Beach Daily News. During Davies's tenure as publisher, from 1905 to 1925, the newspaper grew to represent the elegant spirit of the fashionable resort city through the style and content of its reporting. During its early years, the paper was called "the Shiny Sheet" for the slick quality of its paper stock, and the name has endured to the present day and is associated with the daily's social role in Palm Beach. One of the nation's first woman newspaper editors, Ruby Edna Pierce, edited and managed the paper from 1910 to 1954. Cox Newspapers, Inc., bought the paper in 1969 from John H. Perry, Jr., whose father had acquired it in 1948 and whose family owned several major Florida newspapers and radio stations. Cox moved the offices and printing plant out of the Daily News Building in 1974. The building is presently owned by Averell Harriman Fisk, grandson of the former Governor of New York and wartime ambassador to the Soviet Union, for whom he was named. The building is thus significant for its association with an important publishing company and state newspaper, its place in setting a tone of social elegance in one of the nation's leading resort cities, the roles of its owners in state and national publishing, and its architectural contribution to the City of Palm Beach.

9. Major Bibliographical References

Books

Blackman, Ethan B. Miami and Dade County, Florida. Miami: Victor Rainbolt, 1977.

(see Continuation Sheet)

10. Geographical Data

Acree of nominated property Less than 1 acre

Quadrangle name Palm Beach

Quadrangle scale 1:24,000

UTM References

A

1	7	5	9	15	8	10	10	2	9	3	3	8	7	0
Zone			Easting				Northing							

B

Zone			Easting				Northing							

C

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D

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E

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H

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Verbal boundary description and justification

Lot 32, Block 27, as recorded in the public records of Palm Beach County Book 3089, Page 1951. This property includes all significant historic resources associated with the Palm Beach Daily News Building.

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Historic Property Associates/Michael Zimny

Division of Archives, History and

organization Records Management

date December, 1985

street & number The Capitol

telephone (904) 487-2333

city or town Tallahassee

state Florida

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 *George W. Perry*

title State Historic Preservation Officer

date Dec. 12, 1985

For NPS use only

I hereby certify that this property is included in the National Register

covered in the
National Register

Alfred Byer
Keeper of the National Register

date 12/24/85

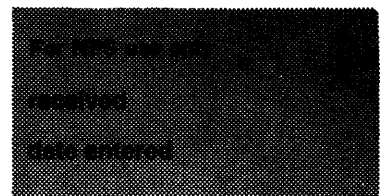
Attest:

date

Chief of Registration

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Continuation sheet One

Item number 7

Page 1

Present and Original Physical Appearance (continued)

The mass of the roof is broken by towers on the southeast and northeast corners and a gable centered on the north facade. There are three bracketed balconies--one at each tower and one beneath the gable--that feature wrought iron balustrades. The French doors that open to them are topped by blind arches with bas relief traceries. (photo nos. 3, 4, 7)

The main focal point for the whole is the angled entrance tower on the northeast corner. The pilasters here surround a flat arch with splayed voussoirs centered by a corbeled keystone with a shell pattern. The base of the balcony projects from the string course. Above the second-story doorway arch is a plaque reading, "Daily News Bldg." The widely-overhung tower roof features exposed jigsawed rafters and recessed wood panels on the frieze and soffits. (photo nos. 4, 8) The windows on the ground floor are plate glass; those on the second story are double casements with eight lights per sash, simple trim, and slightly projecting cast stone sills.

The building owes its design inspiration to an architectural revolution launched in Palm Beach and Florida after World War I by Addison Mizner. The California-born architect, who was inspired by early travels in Central America and Spain, came to Palm Beach in 1918, five years after the death of the resort's founding father, Henry M. Flagler.

Flagler's resort architecture leaned heavily to wooden buildings painted lemon-yellow with white trim. As Mizner surveyed the scene, he vowed to build things that were not wooden and not yellow. Beginning with the Everglades Club (1919) he introduced a new style that was partly Spanish in derivation, but more appropriately called Mediterranean Revival because it drew on architectural elements from all the countries in the Mediterranean basin. With the prosperity of the 1920s and the flamboyant Florida land boom, Mizner's style was copied so widely that it almost became synonymous with Florida architecture. He not only created a style, he also had to produce its building materials. A craftsman as well as a designer, he made many innovations and established a building supply business that continued long after his death.

If the inspiration of a general style was Mizner's first contribution to the Daily News Building, then some of the materials to construct it with were probably his second. According to architectural historian Donald Curl: "Mizner tiles on the roof and on the floor, Mizner ironwork for grills, gates, screens, and lighting fixtures, Mizner cast stone for window- and door-surrounds, columns, and capitals,

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Continuation sheet Two

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Present and Original Physical Appearance (continued)

and even Mizner lead and stained glass windows, enclosed in Mizner bronze frames, can be found in practically every Palm Beach house built in the 1920s."¹

Mizner's third contribution came in 1928, with the surroundings. A strip of land in the middle of South County Road, facing the east side of the building, was the location for a new park--the costs of which were raised by a public subscription drive launched by Oscar Davies, publisher of the Daily News. Mizner, although his finances had been ruined in the collapse of the Florida boom, donated his services as architect for an ornate fountain in the park memorializing Henry Flagler and other Palm Beach pioneers. The view from the Daily News Building improved immeasurably. (photo nos. 10, 12)

Mizner's fourth and last contribution came in 1931 when Davies commissioned him to design an owner's apartment on the second floor of the building. It was Mizner's next-to-last construction job in Palm Beach. The popularity of his style had collapsed with the boom and new commissions were scarce--and doubly appreciated. The architect died in 1933, leaving \$200 in travelers checks and a stack of unpaid bills.

The Daily News Building, at least from the street facade, has fared well over the years. The changes that have been made did not alter the character of the building and are certainly minor enough to make restoration feasible. The pattern of contrast has been partially reversed. A 1926 photograph shows the cast stonework and wrought iron in a darker shade than the stucco, with the woodwork around the towers natural rather than painted. Now the white trim is lighter than the peach-colored main body of the building. (photo no. 13)

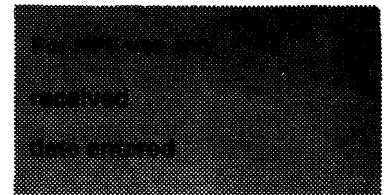
Climate has put the building's design to test and resulted in some changes. Very early, awnings were added to the facades--first in striped canvas, now in aluminum. The advent of air conditioning was marked by the addition of several window units that clashed with the architectural harmony. This was largely remedied by the installation of central air conditioning for parts of the building in 1964. The original transoms over the display windows are now boarded up and covered over by awnings.

Some of the downstairs doors are the original wood. Others have been changed to aluminum-framed glass. There has been a slight alteration in the fenestration on the ground floor, with some window and door locations reversed to suit the needs of the space.

The street pattern has been altered on the east side of the

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Present and Original Physical Appearance (continued)

building to accommodate a change from parallel to angled parking. An ornate street lamp now graces the corner that was not there originally--a very attractive addition to the area. It is the interior that has been most heavily changed, reflecting different uses over the years--and particularly the departure of the newspaper in 1974. There is some early interior fabric surviving--bathroom fixtures, beaded-edge ceiling board and v-groove paneling--but basically it reflects more modern renovations.

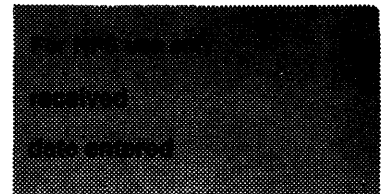
Despite the significance of its history and architecture, Palm Beach has relatively few listings in the National Register of Historic Places, and at the same time has seen the destruction of many of its finest boom-time buildings as they went "out of style," became "old and obsolete," or were so heavily taxed on such valuable land that pressure for development resulted in their demolition. Fortunately, enough survive to give the area its unique architectural aura and sense of place. The Daily News Building, stamped indelibly with the mark of that age, is an important contributing factor. According to the Palm Beach Landmarks Preservation Commission, "it has been recognized for many years as one of the most attractive in town."²

¹ Donald W. Curl, Mizner's Florida, American Resort Architecture, (Cambridge: MIT Press, 1984), 59; Subsequent references to Mizner in this text are also drawn from Professor Curl's analysis.

² Landmarks Preservation Commission of Palm Beach, Correspondence, R. I. Ballinger to Averell Fisk, January 17, 1985.

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Continuation sheet Four

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Statement of Significance (continued)

The Palm Beach Daily News Building served as the editorial office and publishing plant for the Palm Beach Daily News and associated publications from 1925 until 1974. Located at 204 Brazilian Avenue, the building is situated two blocks from the oceanfront in the business center of Palm Beach on a site that had been occupied by the newspaper since 1913. The earlier building, a cypress structure merely 100 feet by 57 feet in size, had been built by the R. O. Davies Publishing Company, and was the first commercial structure in the central part of the city south of the Royal Poinciana Hotel. By 1925, as the spiral of economic activity generated by land sales and construction and generally referred to as the Florida "Boom" continued to escalate, the newspaper's owners found it necessary to expand the publication, if only to accomodate real estate advertisements. When the social season wound to its close in the Spring of 1925 and the paper shut down its presses to await the start of a new "season" in January, as it did each year, the old building was razed and construction of the new one begun. By January it was finished, in time for resumption of publication, though in the wake of the Boom's collapse the demand for real estate advertisements had diminished.¹

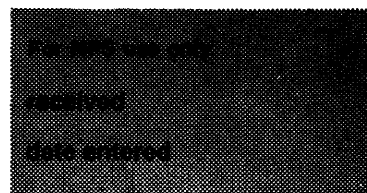
The new Daily News Building represented the culmination of three decades of growth for the Palm Beach Daily News. The paper was established in 1894 by two brothers, Simpson Bobo and Joel Dean, who had purchased the property of the Gazeteer, an early newspaper in southeast Florida that had fallen upon hard times, its editor killed in a gunfight and its offices destroyed by fire.²

Such events suggest the frontier nature of Palm Beach in the late nineteenth century. Located on a barrier island covered with coconut trees and bordered by the Atlantic Ocean and Lake Worth, Palm Beach was a tiny settlement before Henry M. Flagler brought his Florida East Coast Railway to an area just west of there in 1894. Flagler, who had earned a fortune in partnership with John D. Rockefeller at Standard Oil, began in the 1880s to expand his railroad interests in Florida and to develop resort hotels and even cities to accomodate the passengers that his trains carried into the state. Beginning in St. Augustine, where he constructed several large and ornate hotels and inspired an architectural renaissance, Flagler continued gradually to push southward along the Florida coast toward ever warmer temperatures, reaching The Palm Beach area in the 1890s.

By the time the railroad arrived, an enormous hotel, the Royal Poinciana, six stories high and capable of housing 1,200 guests, had been completed in Palm Beach under the direction of the Flagler interests. Construction of other resort facilities in the area by Flagler and "Colonel" E. R. Bradley, member of a local pioneer family,

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Statement of Significance (continued)

led to the quick development of Palm Beach as the premier winter resort for America's nouveau riche. "Not to go to Palm Beach is a serious thing from a social point of view," the New York Herald declared in 1902. "If you cannot go there, you should at all events say that you are going, and then retire from Society for a time."³

Under the editorial hand of Bobo Dean, the Palm Beach Daily News began to devote its attention to the social activities of the affluent visitors who crowded into Palm Beach every winter. A native of Alabama, Dean proved to be an intelligent and "vigorously independent" editor. For a time, he supported Flagler and his enterprises and looked favorably upon the rapid changes that went on about him and the newspaper.⁴

A tabloid, the Daily News had grown to eight pages by 1900 and was published every day except Sunday. The journal's columns carried descriptive titles like "Hotel Chit Chat," "Gossip Overheard in the Corridors of the Palm Beach Hotels," and "What a Reporter Sees and Hears on His Rounds." The Daily News also covered sports, particularly polo, popular in Palm Beach. It provided a daily New York Stock Market report and boasted of a "telegraphic news service direct from New York that brought world news to Palm Beach 12 hours before any other newspaper could."⁵

Dean used his newspaper to extol the virtues of Palm Beach, to argue for a lengthening of the "season," and to encourage its readers to invest in the area. The paper attracted readers in other resort areas along Florida's east coast as well as Palm Beach. The Daily News was sold "on every train going north."⁶

In the early 1900s, Dean began printing the Daily News on glossy paper stock, which inspired a sobriquet that endures to the present day, the "Shiny Sheet." Before 1913, though the paper's printing plant was located on Clematis Street in West Palm Beach, its editorial offices were situated in the Royal Poinciana so that it could closely monitor the arrivals, departures, and activities of the resort island's rich and famous guests.⁷

In 1905, Bobo Dean sold controlling interest in the Daily News to Henry Flagler, and moved to Miami where he became editor of the Miami Metropolis. His growing outspokenness and crusading zeal eventually raised the ire of the Flagler interests, among others, and his enemies began referring to him as the "Bobonic Plague."⁸

Flagler's purchase of the Palm Beach Daily News represented an

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Statement of Significance (continued)

evident departure from his previous views about newspapers, for he had once declared that "if I had a choice between a den of rattlesnakes and a newspaper, I would choose the rattlesnakes." Flagler also obtained an interest in several other journals, including the Florida Times Union, Miami Herald, and St. Augustine Record."

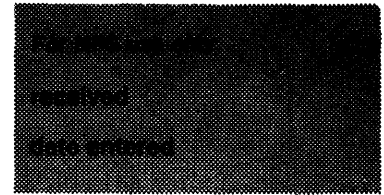
Soon after he purchased the Palm Beach Daily News, Flagler hired Richard Overend Davies as publisher. An Englishman who had worked with Scripps-Howard newspapers in Cincinnati and who once owned an advertising firm in Kansas City, Missouri, Davies had met Flagler in Cleveland. The millionaire convinced Davies to move to Palm Beach "and publish a paper covering the local resort scene." Affectionately known as the "Colonel," Davies purchased a minority interest in the Daily News in 1906, and became, at the same time, its publisher. Davies made few changes in the style, format or editorial content of the newspaper, and those he did institute occurred gradually. Photographs remained rare and the journal's fascination with the arrivals, departures, and activities of the island city's social elite continued.¹⁰

In 1907, Davies hired Ruby Edna Pierce, a young Episcopal school teacher, as his secretary and three years later promoted her to business manager and editor of the Palm Beach Daily News. "Miss Ruby," as she came to be known, served as editor of the Daily News, and of Palm Beach Life, a lavishly-illustrated "Weekly Journal of Society," until her retirement in 1954. Pierce earned a reputation as the "dean of Florida newspaperwomen," and was regarded as one of the state's top newspaper editors. For Miss Ruby, who never married, the Palm Beach Daily News "was her life." Like Bobo Dean before her, Pierce emphasized coverage of the community's social activities. She advised her reporters that the social registers of the day were the society writers' "Sacred (sic) references."¹¹

In 1913, Davies moved the operation of the Daily News to the cypress building at 204 Brazilian Avenue, at the corner of South County Road. His son, Oscar Godson Davies, purchased controlling interest in the newspaper in 1920 though he did not succeed his father as publisher until 1925. Oscar G. Davies was, like his father, experienced in the industry, for he had been associated with newspapers in Cincinnati, St. Louis, and Kansas City. He had also headed an advertising firm in Kansas City for twenty years. Oscar Davies shared with his father a commitment to church and civic affairs in Palm Beach. He served as police commissioner and member of the Palm Beach Town Council. In 1929, the younger Davies led a drive to raise funds for the construction of a memorial fountain on land donated by the town for a park, just east of the Daily News building. Designed by renowned architect Addison Mizner,

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Statement of Significance (continued)

who contributed his services, the project was intended to pay honor to Flagler and other pioneers who developed Palm Beach.¹²

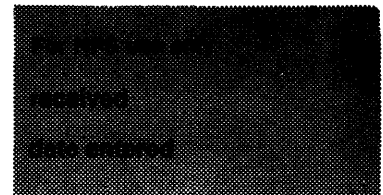
Construction of a new plant for the newspaper began in 1925, shortly after Oscar Davies assumed control of the publication. Located on the site of the previous building, the new one was designed to include sufficient space to house the family's growing family of publications. It was constructed at a cost of \$85,000, borrowed at eight percent interest from the Palm Beach Guaranty Company. A competitive Palm Beach paper, the Palm Beach Post, took note of the building's start in September and hailed it as "a wonderful improvement in Palm Beach."¹³

The new plant was a two-story building that covered the entire lot, fronting 137 feet on Brazilian Avenue and 75 feet on South County Road, an irregular rectangle in shape and constructed with exterior walls of hollow clay tile surfaced with textured stucco. The lower floor contained the press room and job printing shop, while the top floor housed the editorial rooms of the Daily News and the other publications of the R. O. Davies Publishing Company, including the Palm Beach Weekly Magazine and the Palm Beach Daily Program. Publication of another journal, Palm Beach Life also began in the early 1930s. Offices for the Palm Beach Chamber of Commerce and the Palm Beach Business Association were also installed in the building. An apartment for Davies, his wife, and their children was created in the northwest corner of the second floor of the building in 1931. The apartment is particularly noteworthy because its interior design was fashioned by Addison Mizner, whose imaginative creation of Mediterranean Revival buildings established the architectural flavor for the development of Palm Beach and neighboring cities in the 1920s. The plans still exist, though no trace of the apartment remains. It was fitting, however, that he should have played some role in the design of the Daily News building, for while its architect, if any, remains unknown, the building's style complements the surrounding architecture, whose distinctive look is largely due to Mizner's influence.¹⁴

Davies retired as active publisher in 1935 to devote his time to the Christian Science religion. In 1948, he sold the Palm Beach Daily News and Palm Beach Life to John Holiday Perry, a Kentucky native and resident of Palm Beach. Perry, who held a law degree from the University of Virginia, took an early interest in journalism and became national counsel for the United Press Association, the Scripps Newspapers, and the Newspaper Enterprise Association, and part owner of James G. Scripps's western newspapers until 1918. Perry was also chairman of the board of Western Newspaper Union and its subsidiaries. Perry eventually acquired a number of newspapers, including the

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Statement of Significance (continued)

Jacksonville Journal, Pensacola Journal, and Fernandina News-Leader, as well as several Florida radio stations.¹⁵

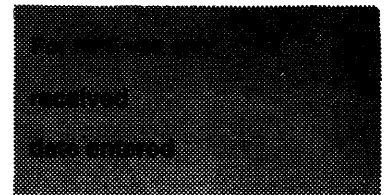
Upon Perry's death in 1952, his son, John H. Perry, Jr., assumed control of the family's extensive newspaper business. The younger Perry, who held degrees from Yale and the Harvard School of Business Administration, was involved in numerous businesses and charities. He sold his interest in the Jacksonville Journal to the Florida Times Union in 1959 and ten years later sold the Palm Beach Post-Times to the Cox newspaper chain. The younger Perry nevertheless left his mark upon the business, particularly through his inspired application of technology to the printing process. Under John Perry, Sr., the Palm Beach Daily News had been one of the first newspapers to change from letter press printing to the offset method, while in the late 1960s John H. Perry, Jr. installed a computer complex for the Palm Beach Post-Times at a time when the new technology for typesetting was barely in a discussion stage elsewhere.¹⁶

The offices and plant of the Palm Beach Daily News were moved from the Daily News Building in 1974 to their present location at 265 Royal Poinciana Way, and the Brazilian Avenue building was sold to Edward Stephenson of Warrington, Virginia. In turn, Stephenson sold the building in 1979 to Averell Harriman Fisk and Mary A. Fisk of New York City. Fisk, who continues to own the building, is the grandson of Averell Harriman, the former Governor of New York, wartime ambassador to the Soviet Union, and advisor to presidents from Franklin Roosevelt to John Kennedy. Since 1974, the building has been used for offices and stores. Fisk maintains offices of his own on the second floor.¹⁷

The historical and architectural significance of the Palm Beach Daily News Building is apparent. For a half century it housed a newspaper and associated publications whose style and content not merely reflected but indeed came to symbolize the self-conscious social sophistication of America's premier winter resort city. Like virtually no other publication in the country, the Palm Beach Daily News records life within a society populated by the nation's wealthiest people. Owned at one time by entrepreneur Henry M. Flagler, who played a dominant role in the development of South Florida, the publishing business located within the Daily News Building was directed by individuals who exerted an important influence upon the industry and profession of journalism not only in Palm Beach but throughout Florida and the nation. In its physical appearance, the building closely complements its surroundings and contributes to the special ambience that characterizes the Town of Palm Beach. In all respects, the building fulfills the intentions of its first owners, the Davieses, who

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Statement of Significance (continued)

wanted it to become integral part of Palm Beach architecture and history.

¹ Palm Beach Weekly News, September 11, 1914; Palm Beach Daily News, September 4, 1983.

² Palm Beach Daily News, September 4, 1983.

³ Quoted in Stuart B. McIver, Yesterday's Palm Beach, (Miami, E. A. Seemann Publishing, Inc., 1976), 9 and 19.

⁴ Thelma Peters, Miami 1909 (Miami: Banyan Books, Inc., 1984), 64; Ethan V. Blackman, Miami and Dade County, Florida (Miami, Victor Rainbolt, 1921), 116.

⁵ Palm Beach Daily News, September 4, 1983.

⁶ Ibid.

⁷ Ibid.

⁸ Peters, Miami 1909, 64.

⁹ Palm Beach Daily News, September 4, 1983.

¹⁰ Bob Stewart, "Family Interest in News Began in 1906," 75th Anniversary Special Palm Beach Daily News, January, 1969, 100.

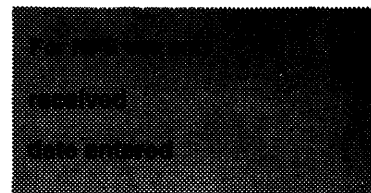
¹¹ Wilma Bell Spencer, Palm Beach, A Century of Heritage (Washington, D. C.: Mount Vernon Publishing Co., Inc., 1975), 91; Bernard McCormick, "All the News That's Fit to Shine," Gold Coast Pictorial, December, 1976, p. 94.

¹² Stewart, "Family Interest," 100; Palm Beach Daily News, September 4, 1983; Donald W. Curl, Mizner's Florida, American Resort Architecture (Cambridge, Mass.: MIT Press, 1984), 189; New York Times, July 13, 1949.

¹³ Palm Beach Post, September 14, 1925.

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¹⁴ Palm Beach Daily News, January 2, 1926; Curl, Mizner's Florida, 196; Palm Beach City Directory, 1930-1931.

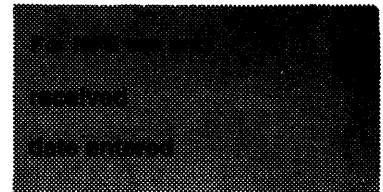
¹⁵ Palm Beach Daily News, December 7, 1952; September 4, 1983; April 10, 1949; New York Times, July 13, 1949.

¹⁶ Palm Beach Daily News, September 4, 1983.

¹⁷ Palm Beach County, Property Appraiser's Office, 1984 Property Tax Roll; Palm Beach Daily News, April 21, 1979.

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