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THE NEWS BUILDING

BY

RAYMOND M. HOOD

WHEN I say that in designing *The News* Building the first and almost dominant consideration was utility, I realize that I am laying myself open to a variety of remarks and reflections from my fellow architects, such as: "It looks it!", "What of it!" and so on. However, that is my story and in the slang of today, I am "stuck" with it. In passing, I might remark that I do not feel that *The News* Building is worse looking than some other buildings, where plans, sections, exteriors and mass have been made to jump through hoops, turn somersaults, roll over, sit up and beg,—all in the attempt to arrive at the goal of *architectural composition and beauty*. But I do not want to quarrel here about architectural theories, so I will go on to tell my story of the building as briefly as possible.

There are two parts to the building,—the newspaper plant and offices, and the office building for general renting. The income from the general office building portion is what makes it possible for *The News* to have its plant on an expensive, centrally located piece of property. This is a very valuable consideration for the newspaper, from all points of view,—collection of news, manufacturing and quick distribution of papers; but it would not have been a sound financial scheme but for the great revenue-producing office building.

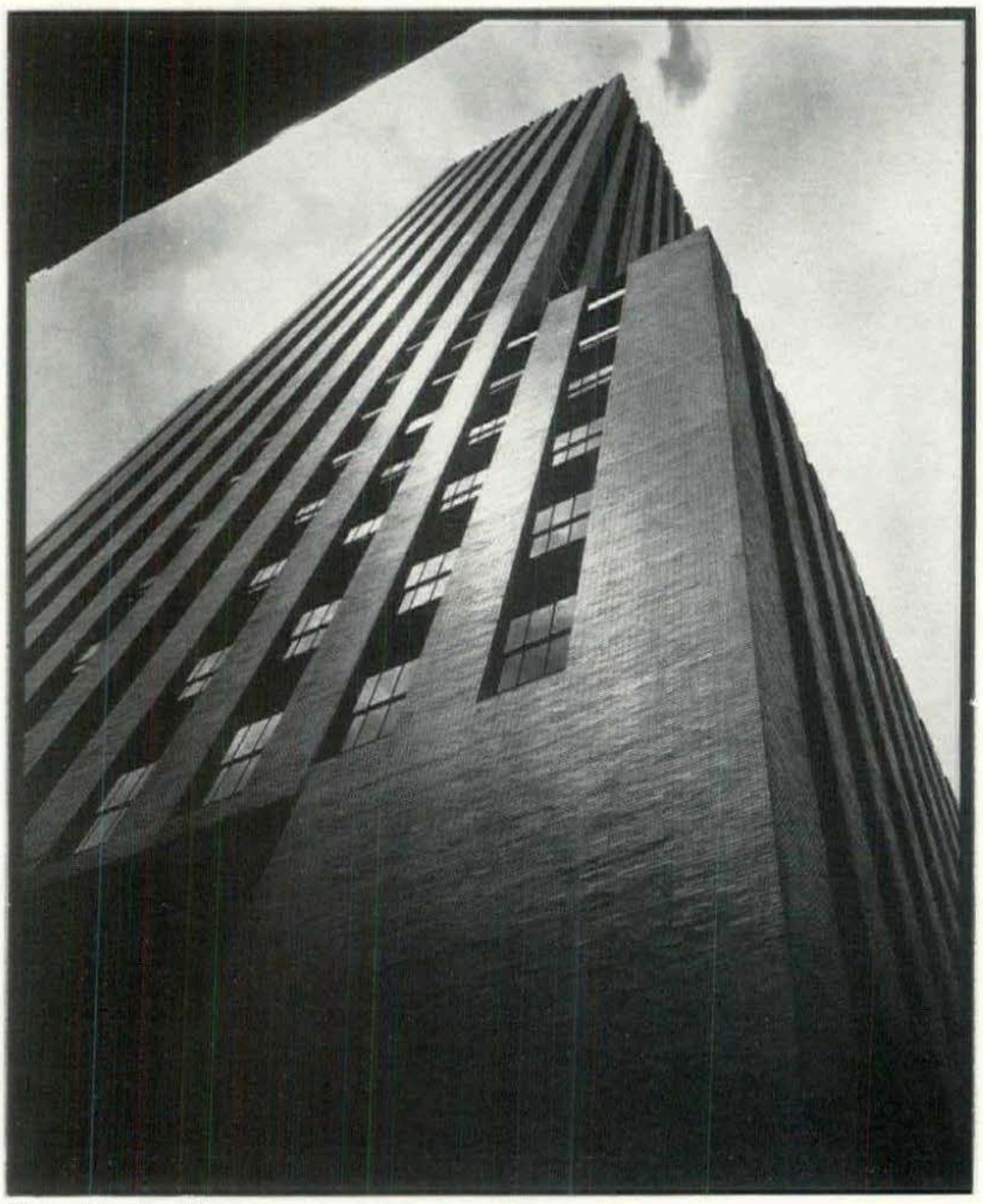
The plant, its main element being a press room 300 feet long, took almost the entire 41st Street frontage, leaving the most valuable western portion of the property for the development of the office building. This portion had a frontage of 125 feet on 42nd Street and extended through to 41st Street. The plot was almost ideal for this purpose. Its light was protected on the north by 42nd Street, on the south by 41st Street, and on the east one half of its length was protected by the low portion of the newspaper plant. On the west only was there a party line, but this was overcome by a bold decision of the owners at the outset. Negotiations were entered into with the city, owning the property adjoining, and a 50-foot private street was established from 42nd to 41st Streets, each party contributing a 25-foot piece of his property. This done, save for the 100-foot party wall on a portion of the east side, the office building plot had unobstructed light on all four sides. Against this blank wall were grouped the elevators, toilets and stairs. As a result every office was an outside office and had absolutely protected view and light.

The zoning laws and first class office requirements practically dictated the plan, the mass and the fenestration. The office space has a uniform depth of 27 feet from the exterior wall and is lighted by regularly spaced windows 4 feet, 4 inches wide, one window every 9 feet. At no place, even at the corners of the building, was this uniform fenestration varied, as it was the intention to create what has been shown by experience to be the best and most flexible space for high class office rental.

So the exterior more or less created itself. From the second story to the top, there was no logical reason for varying a window, either in size or location. Arriving at the top, i.e., as far as we found it advisable to go by our calculations of the relative proportion of rental space to elevator and general service, I tried the simple expedient of stopping without searching for or causing the owner to pay for an effect. The exterior has brought out, among others, two comments from architects, that I will repeat. One eminent fellow

said to me, when the exterior lacked only two stories of completion: "I cannot tell you whether I like it until I see what ornamental treatment you use at the top." The second, a well known architect, said that an architectural composition must have horizontals; that as pronounced a vertical treatment as that of *The News* Building should have two or three band courses to hold it together. I do not know what to say in reply to either of these two criticisms. Naturally, the exterior of *The News* Building is so simple that a great many things could be done to it, but whenever I wanted to do anything, I never knew where to begin or where to stop; and I took comfort from a remark that Laloux made occasionally to a student who was at a loss as to what sort of ornament to use in a particular place. Laloux's remark was: "Why not try nothing?"

There is a small explosion of architectural effect at the entrance and in the lobby, where the owner gave us $150,000 to spend. His thought about this was, I feel, very intelligent,—that $150,000 spent in one place, at the entrance, might give a satisfying effect; but that where spread thin over the whole exterior, would amount to almost nothing. The popular scientific exhibit that was developed for the lobby has proved, at least for the man in the street, that the idea of concentrating the effect in one place, was not bad. The owner was in accord with the architect that giving color to the building was the most simple and direct way to get an effective exterior, and the white and colored brick and the red shades were chosen with the greatest care.



Photo, Thurman Rotan

THE NEWS BUILDING
NEW YORK



Photo, Nyholm & Lincoln

LOOKING FROM THE WEST

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS



Photo, Nyholm & Lincoln

MAIN ENTRANCE

THE NEWS BUILDING

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS

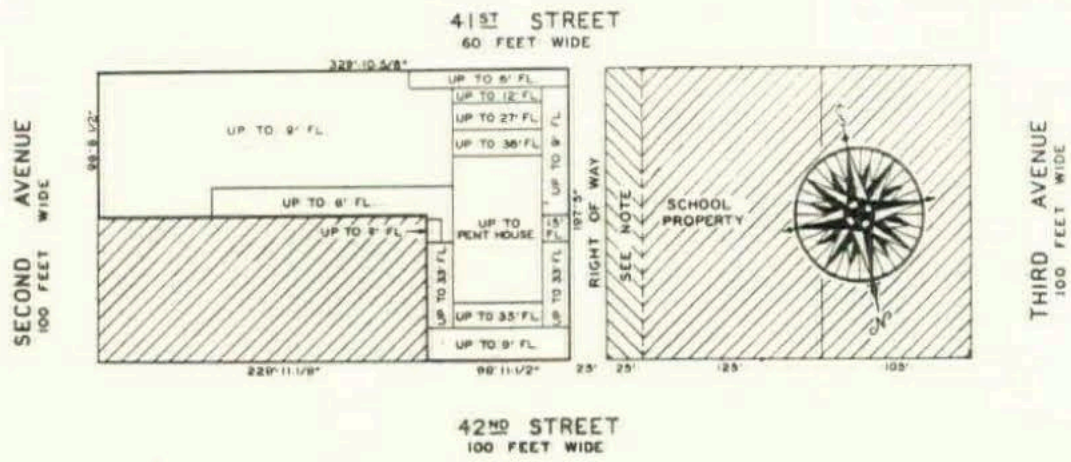
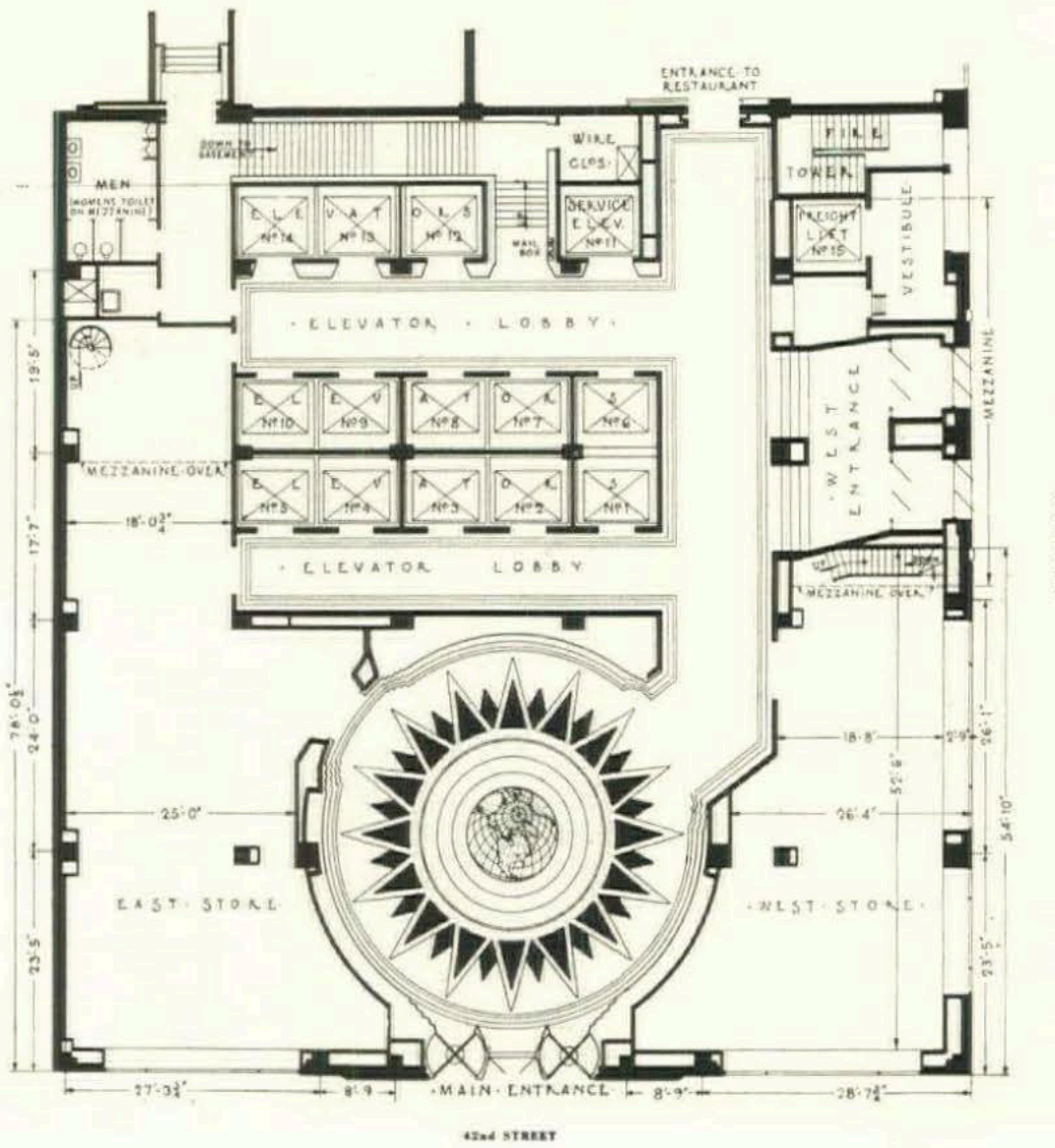


DIAGRAM OF AIR AND LIGHT CONDITIONS AT VARIOUS FLOORS

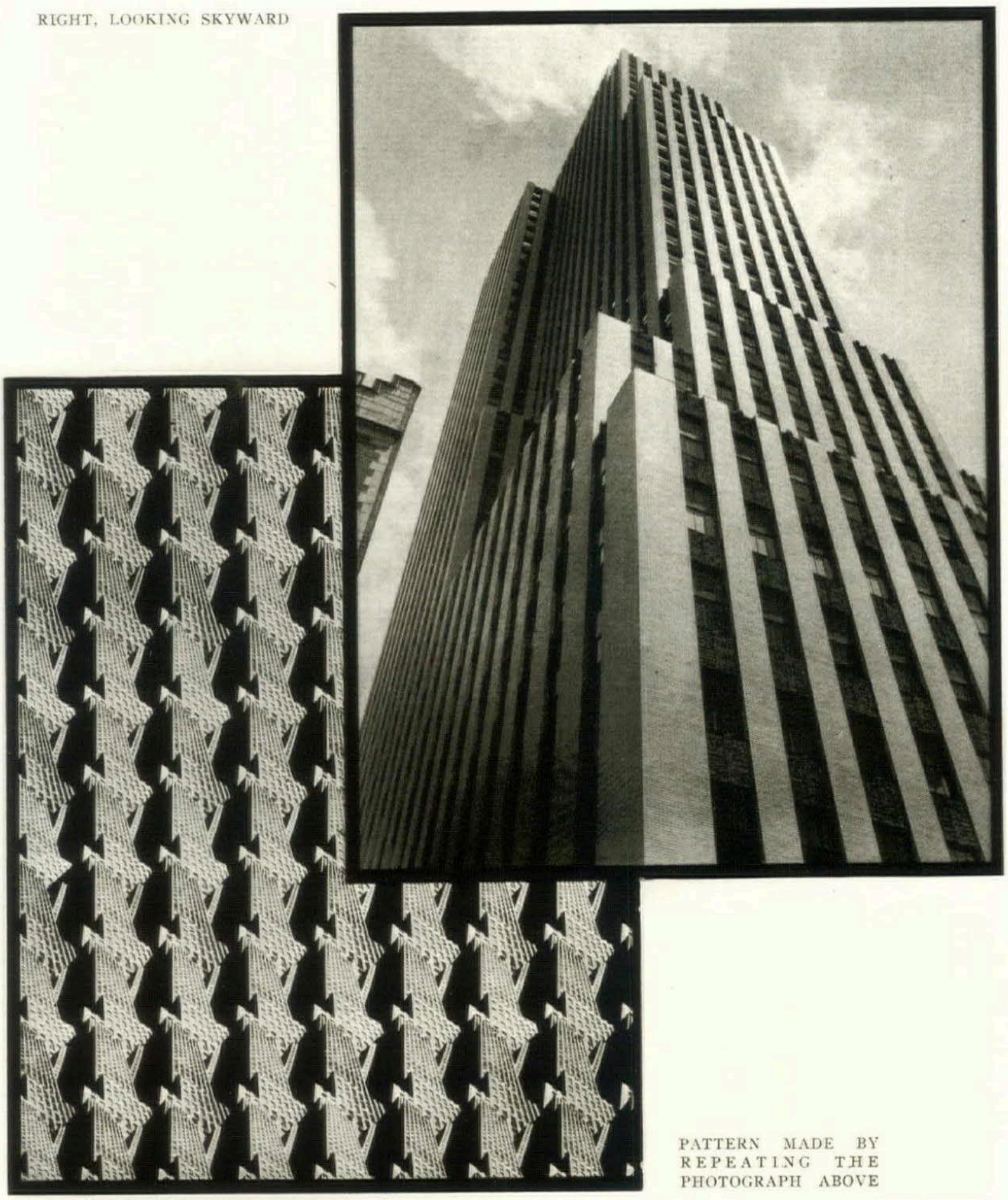


PLAN OF FIRST FLOOR

THE NEWS BUILDING
NEW YORK

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS

RIGHT, LOOKING SKYWARD

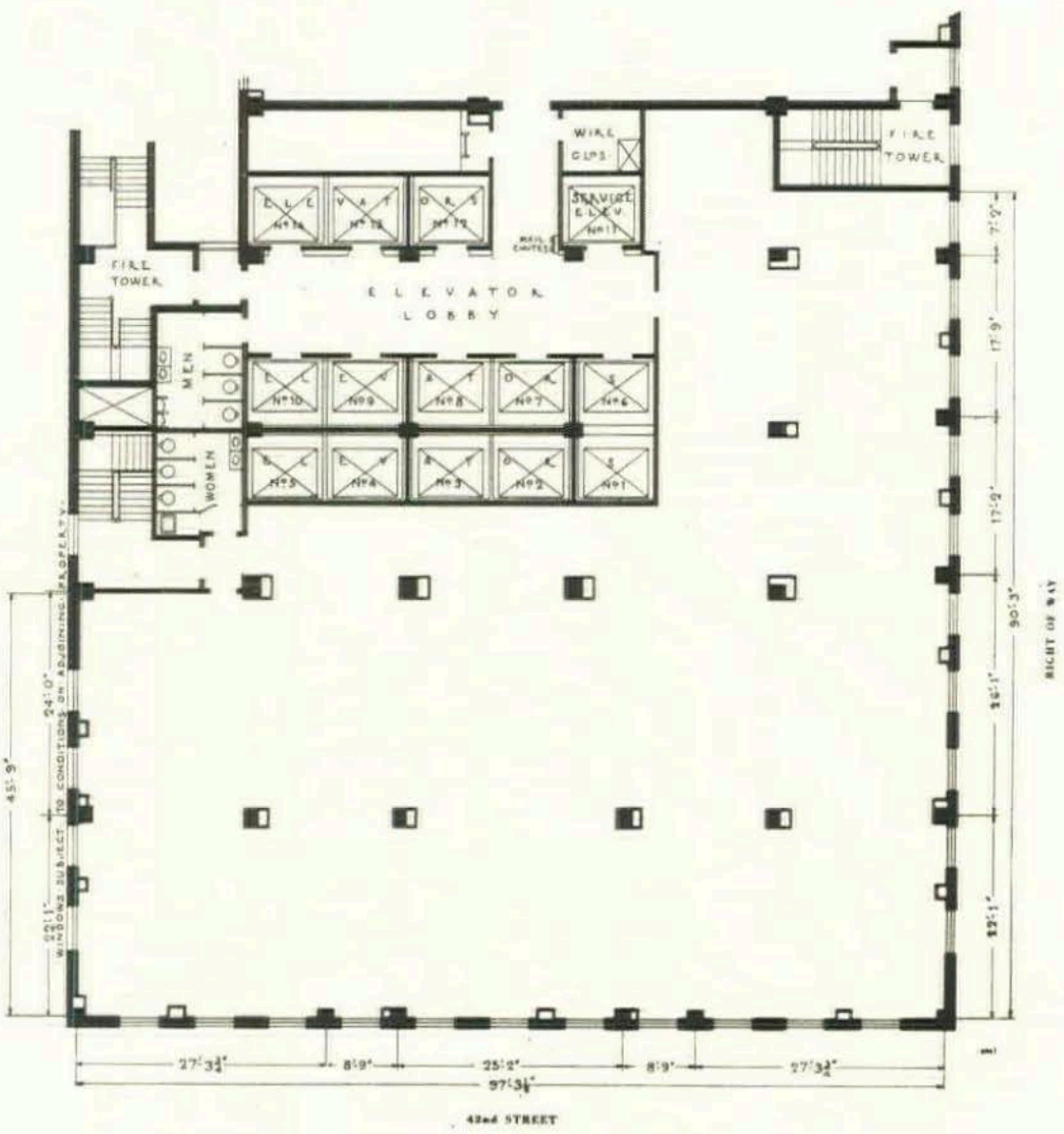


Photos. Thurman Rotan

PATTERN MADE BY REPEATING THE PHOTOGRAPH ABOVE

THE NEWS BUILDING

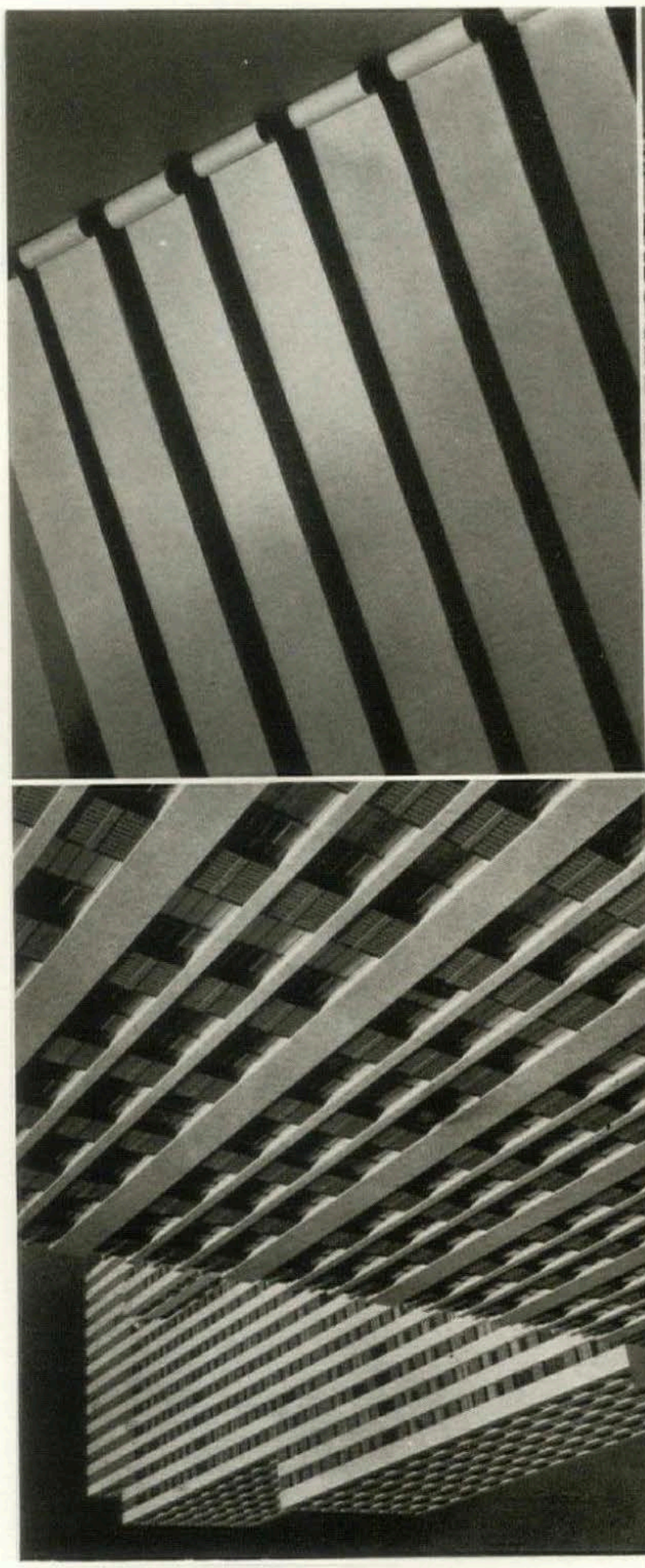
JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS

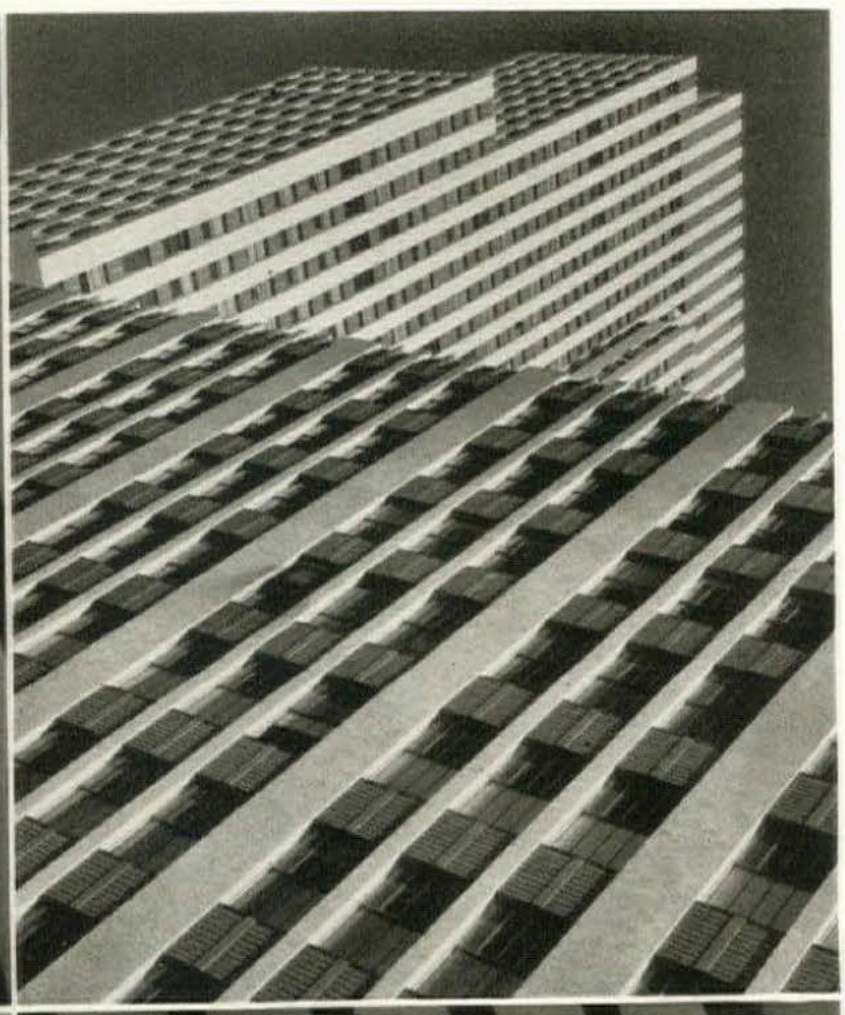


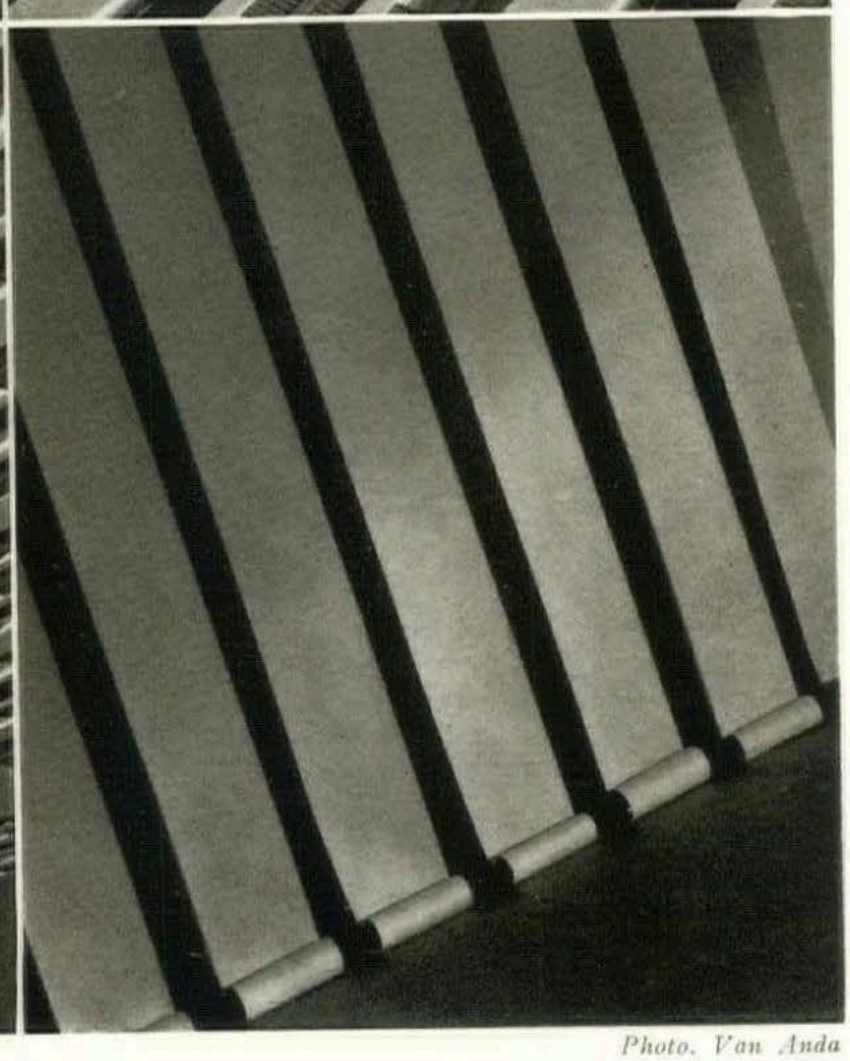
PLAN OF 7TH AND 8TH FLOORS

THE NEWS BUILDING
NEW YORK

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS





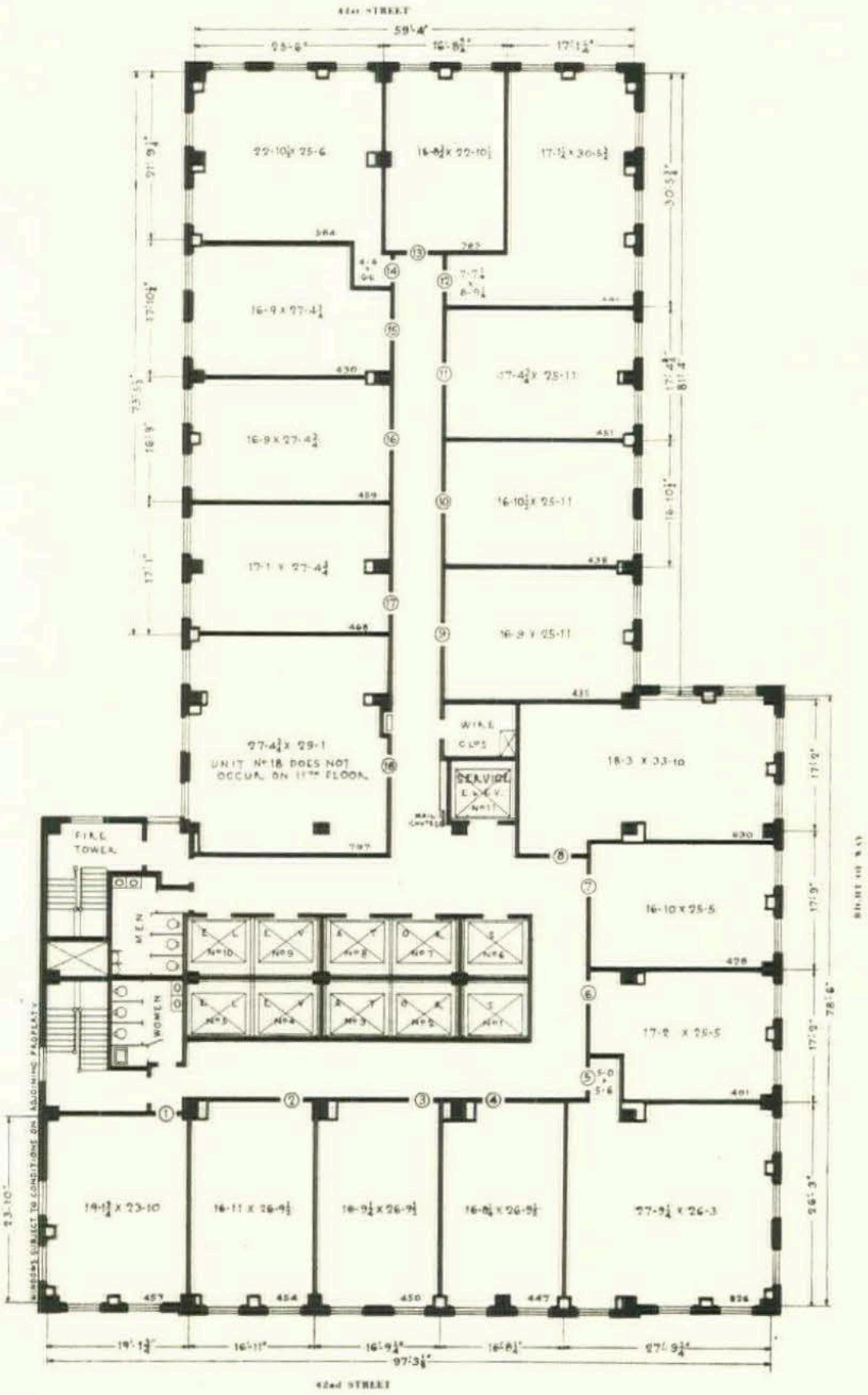


Photos. Nyholm & Lincoln *Photo. Van Anda*

UNROLLED NEWSPRINT
SUGGESTIVE OF EXTERIOR DESIGN

THE NEWS BUILDING

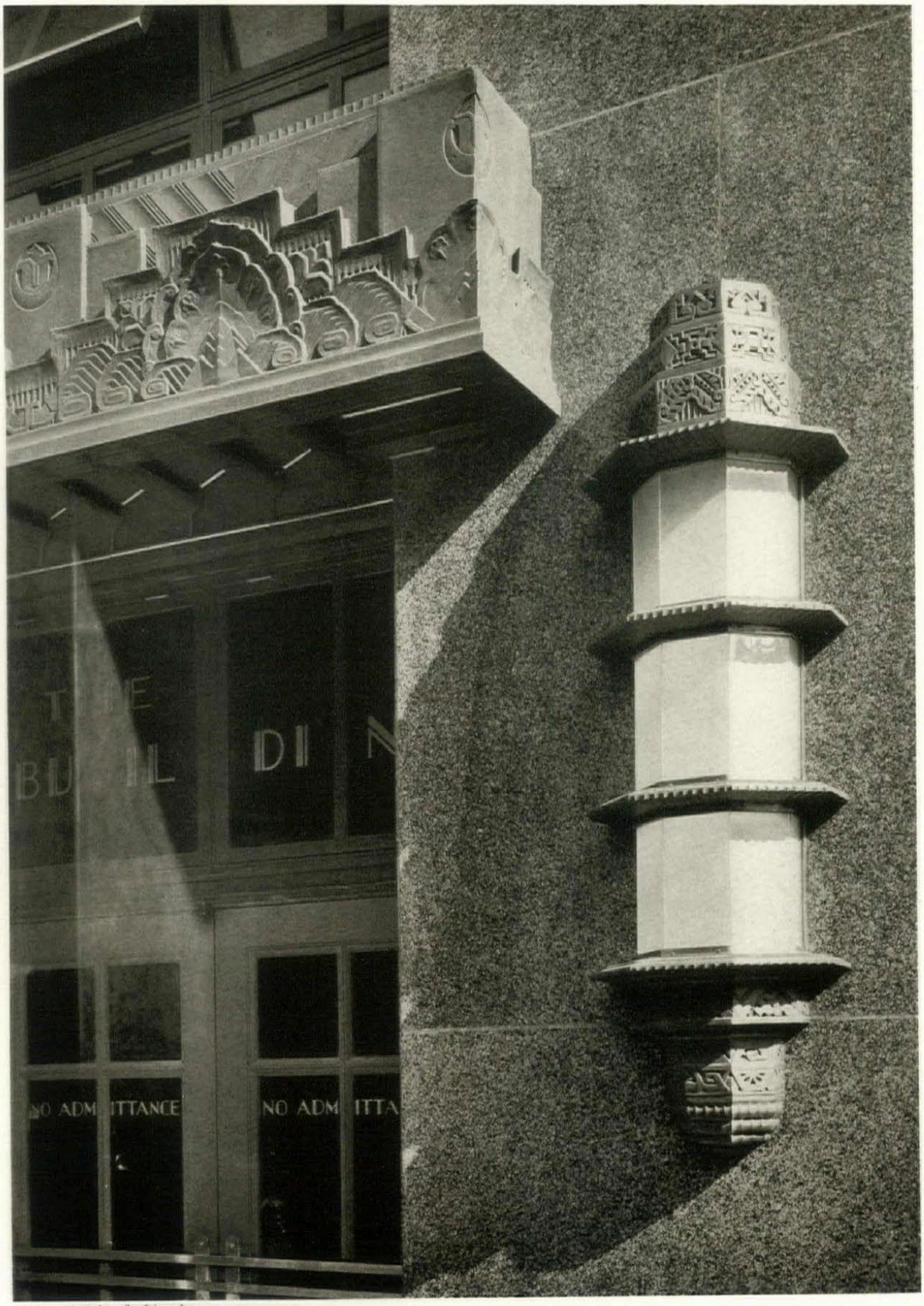
JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS



PLAN OF 11TH AND 12TH FLOORS, DIVIDED

THE NEWS BUILDING
NEW YORK

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS

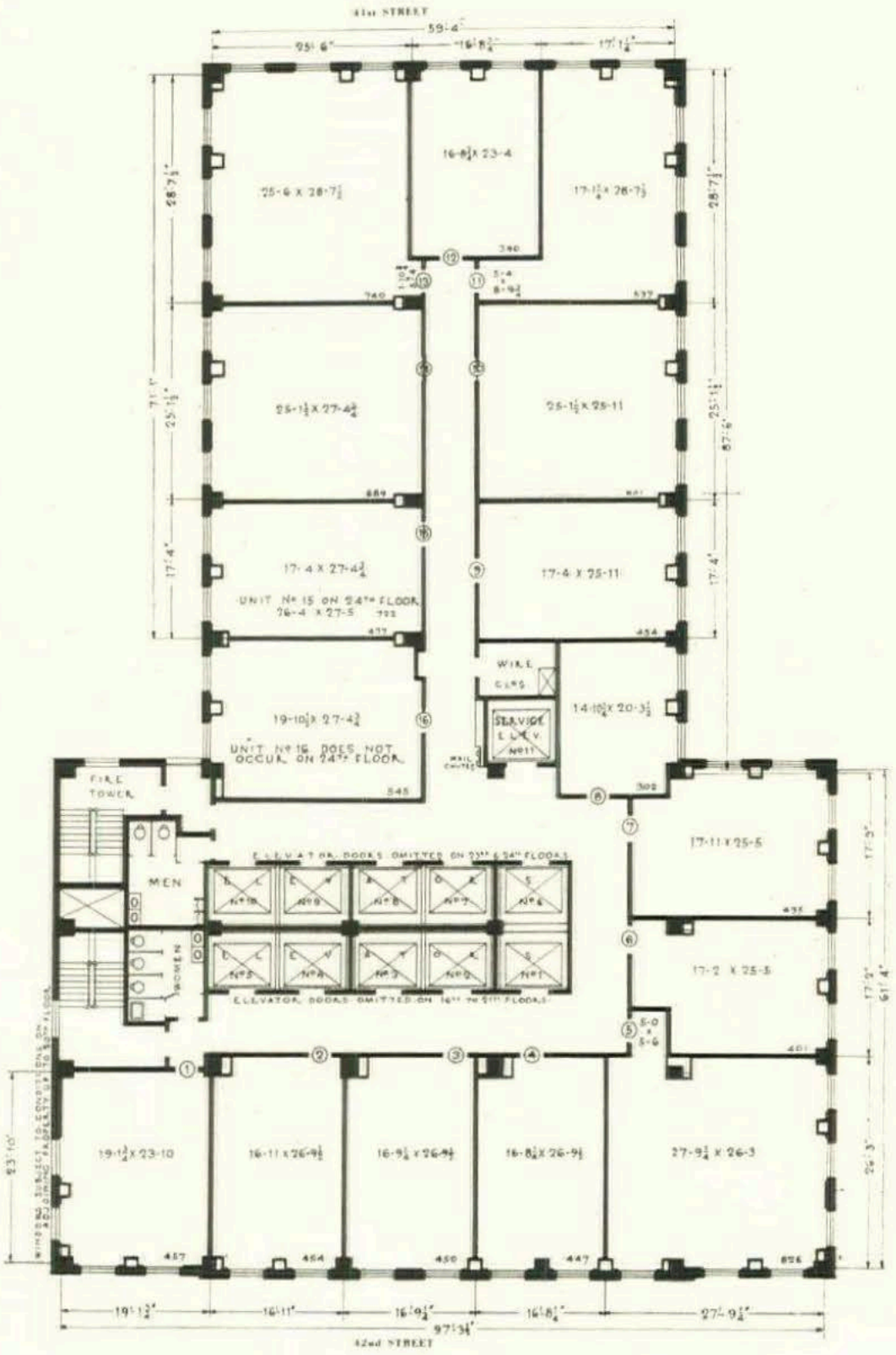


Photo, Nyholm & Lincoln

SIDE ENTRANCE AND LIGHT DETAIL

THE NEWS BUILDING

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS



PLAN OF 16TH FLOOR, DIVIDED

THE NEWS BUILDING
NEW YORK
JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS

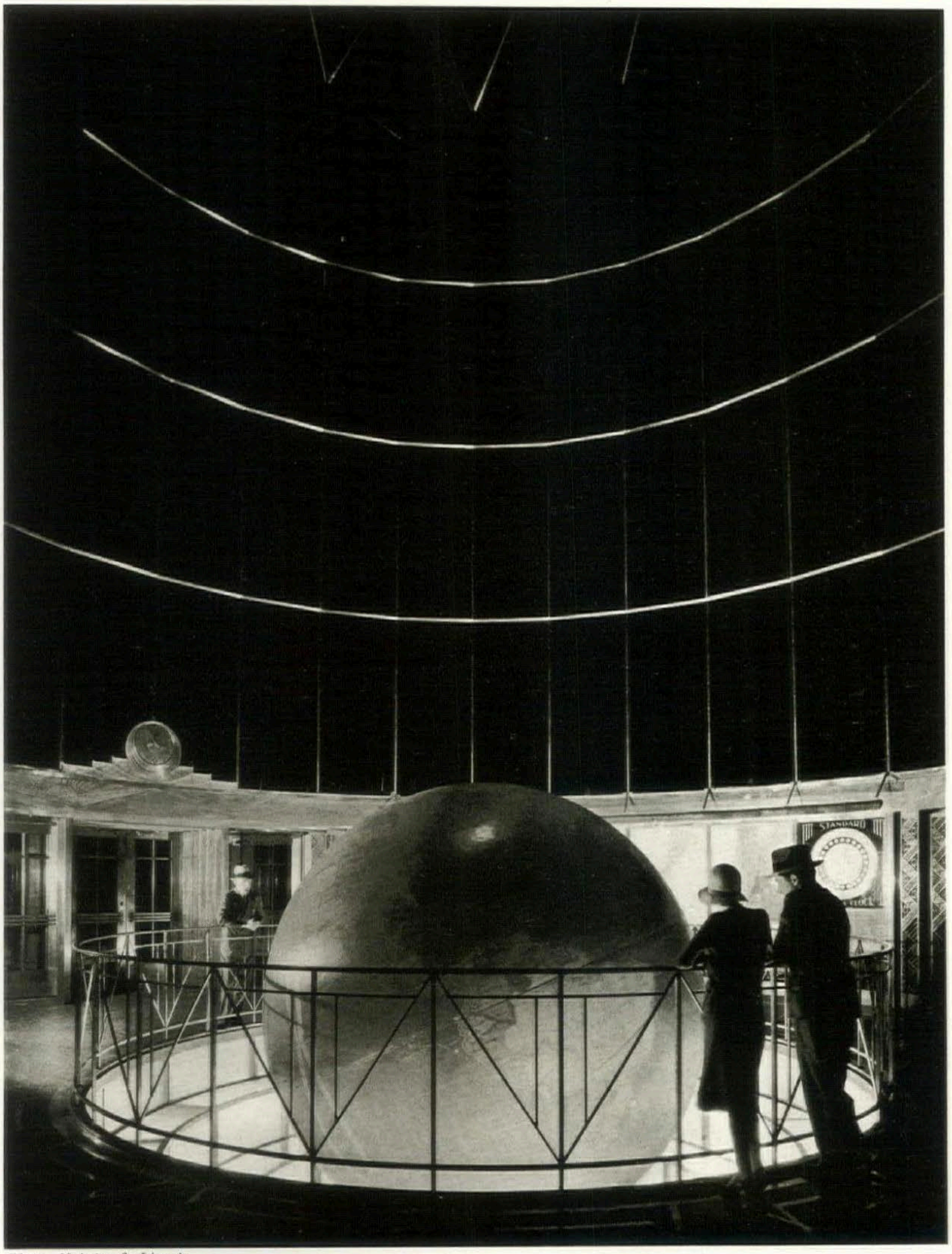
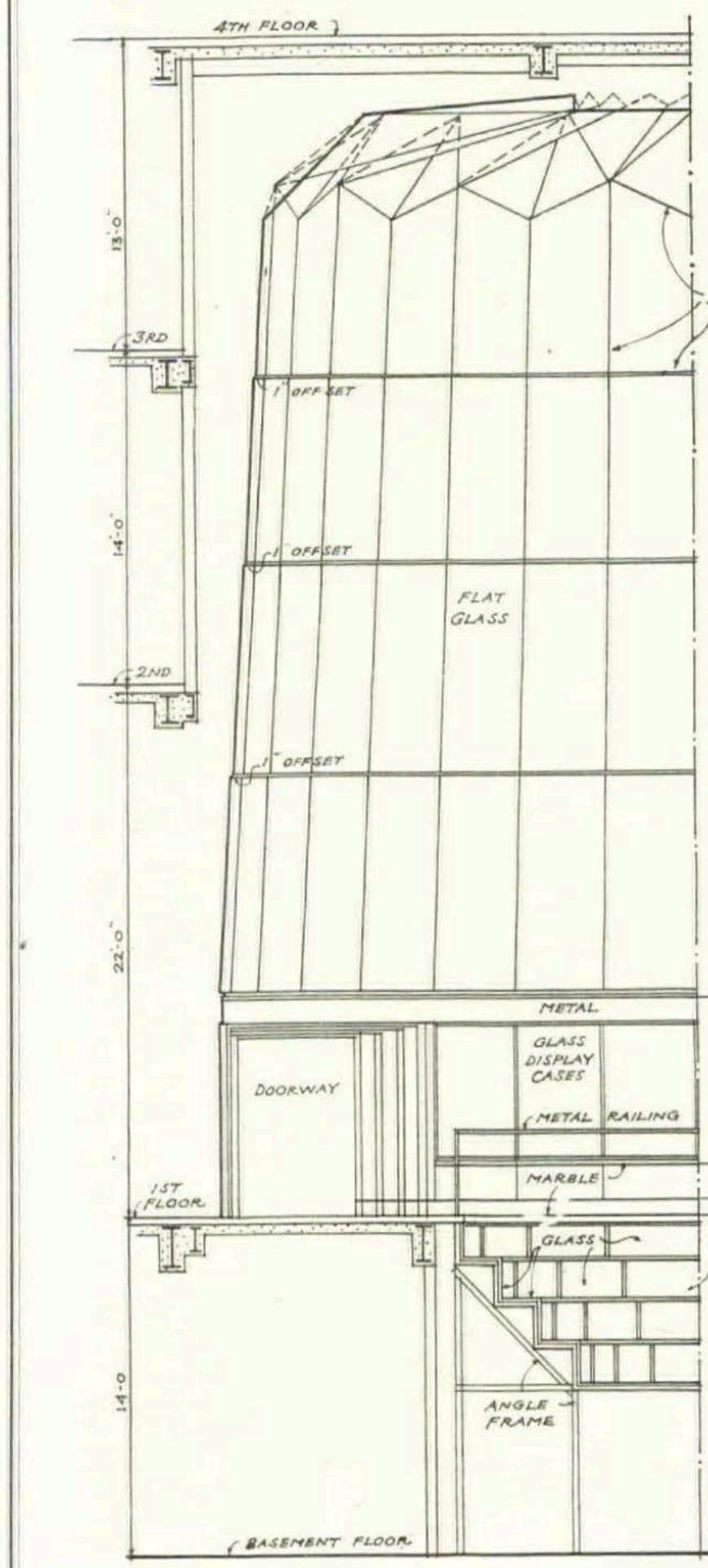


Photo. Nyholm & Lincoln

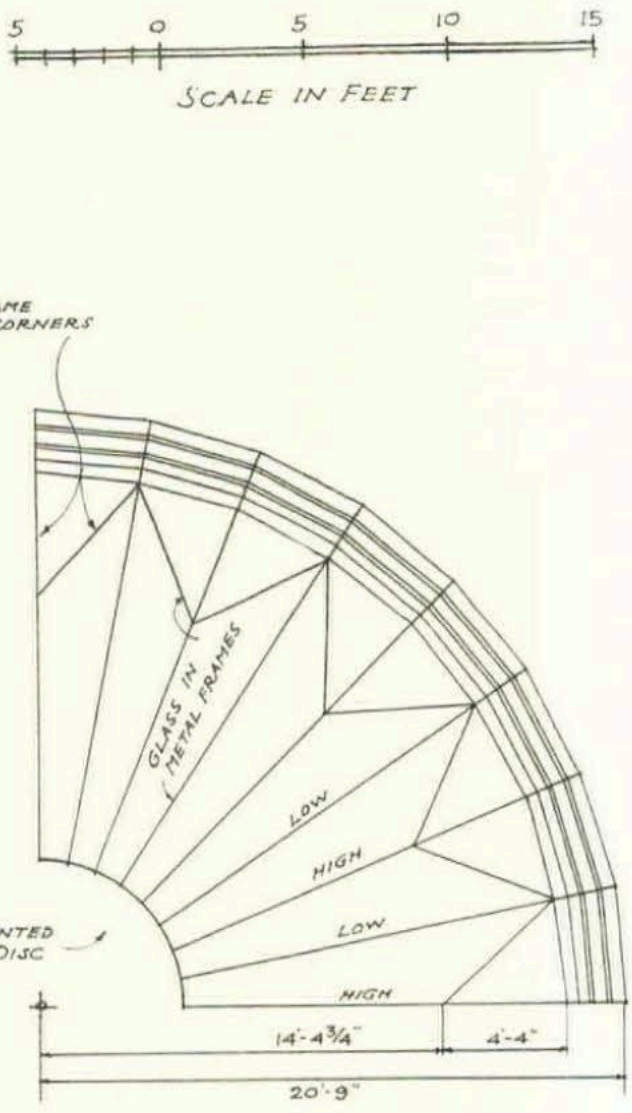
THE ROTUNDA

THE NEWS BUILDING

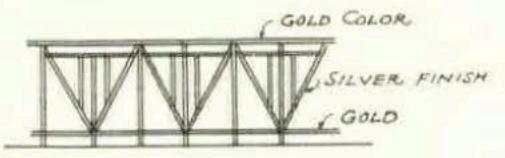
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Section



1/4 Ceiling Plan

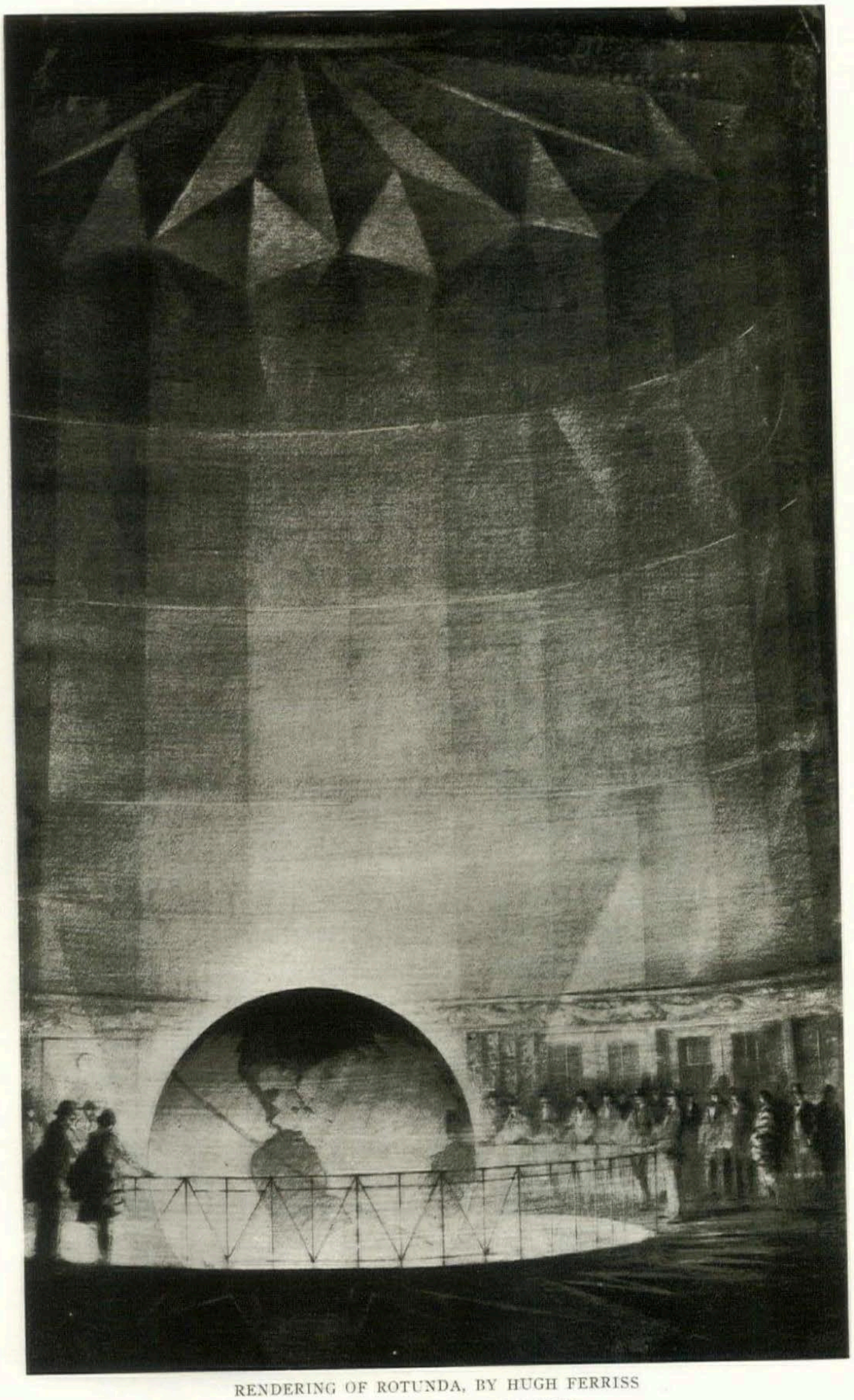


ELEVATION OF RAILING (DEVELOPED)

DETAILS OF LOBBY

THE NEWS BUILDING
NEW YORK

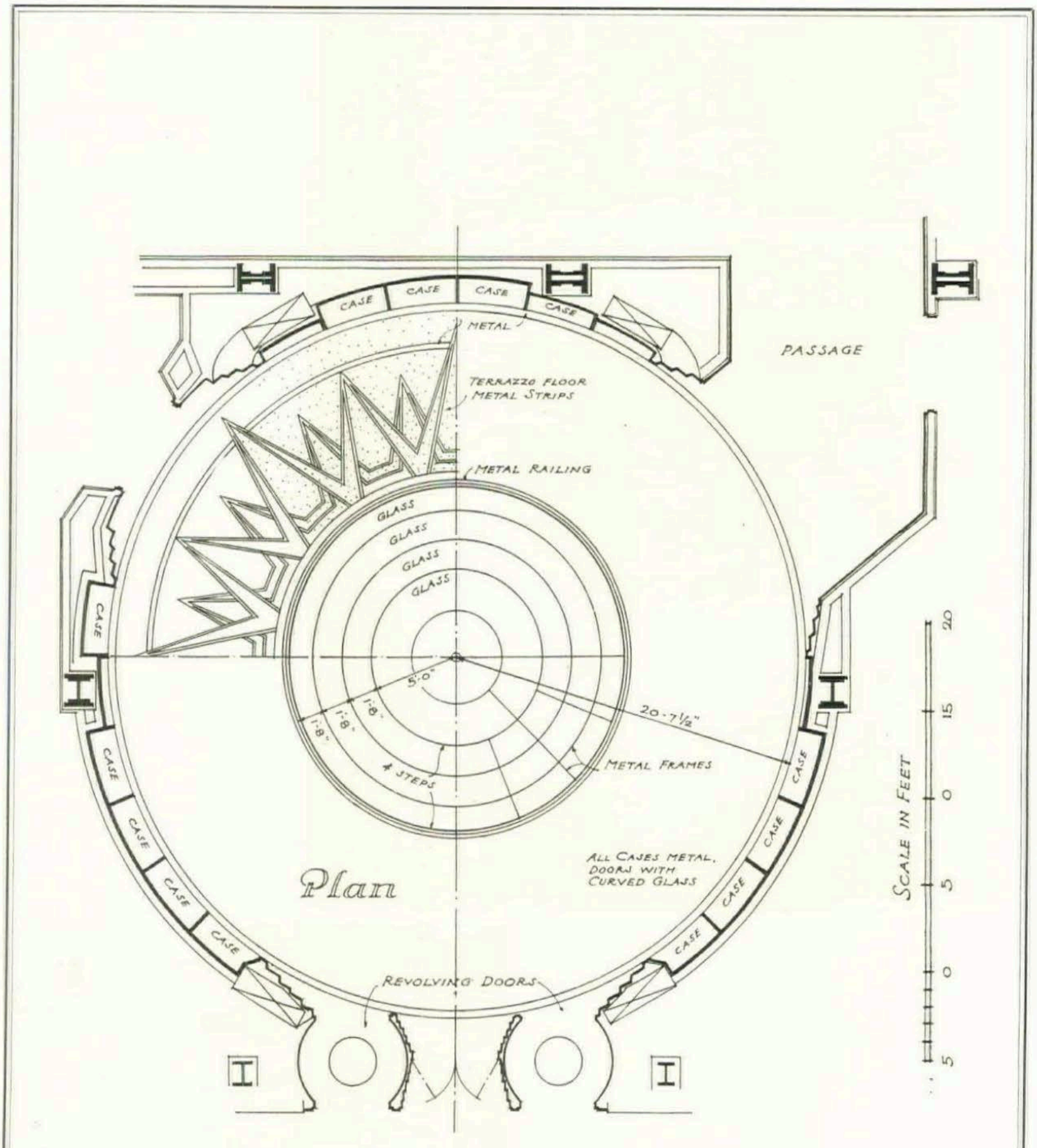
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RENDERING OF ROTUNDA, BY HUGH FERRISS

THE NEWS BUILDING

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ASSOCIATED, ARCHITECTS



PLAN OF LOBBY

THE NEWS BUILDING
NEW YORK
JOHN M. HOWELLS, RAYMOND M. HOOD
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Photos. Thurman Rotan

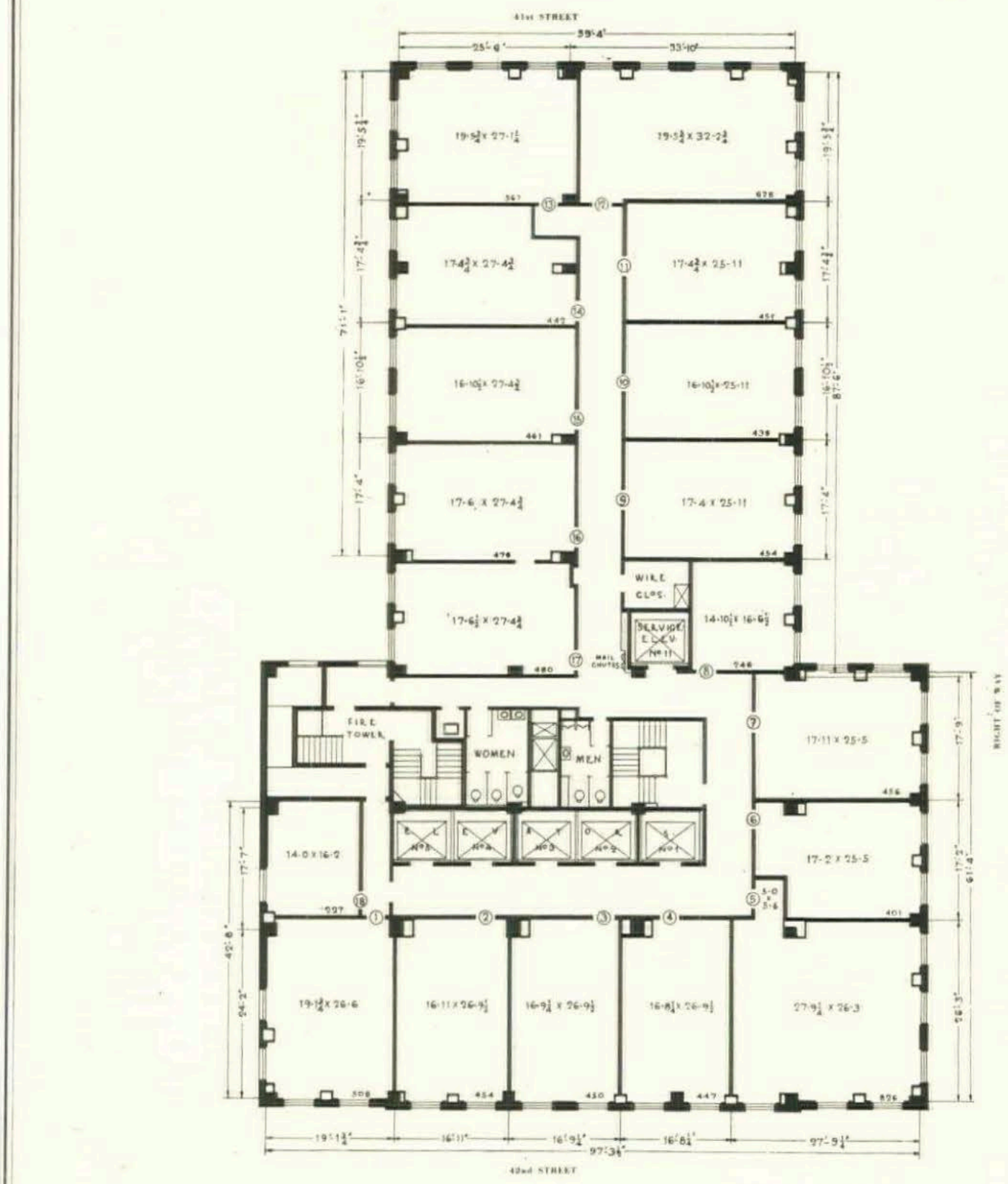
THE GLOBE,
DOWNWARD

THE GLOBE,
LIGHTING



THE NEWS BUILDING

JOHN M. HOWELLS,
RAYMOND M. HOOD,
ASSOCIATED, ARCHITECTS



PLAN OF 27TH FLOOR, DIVIDED

THE NEWS BUILDING
NEW YORK

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS

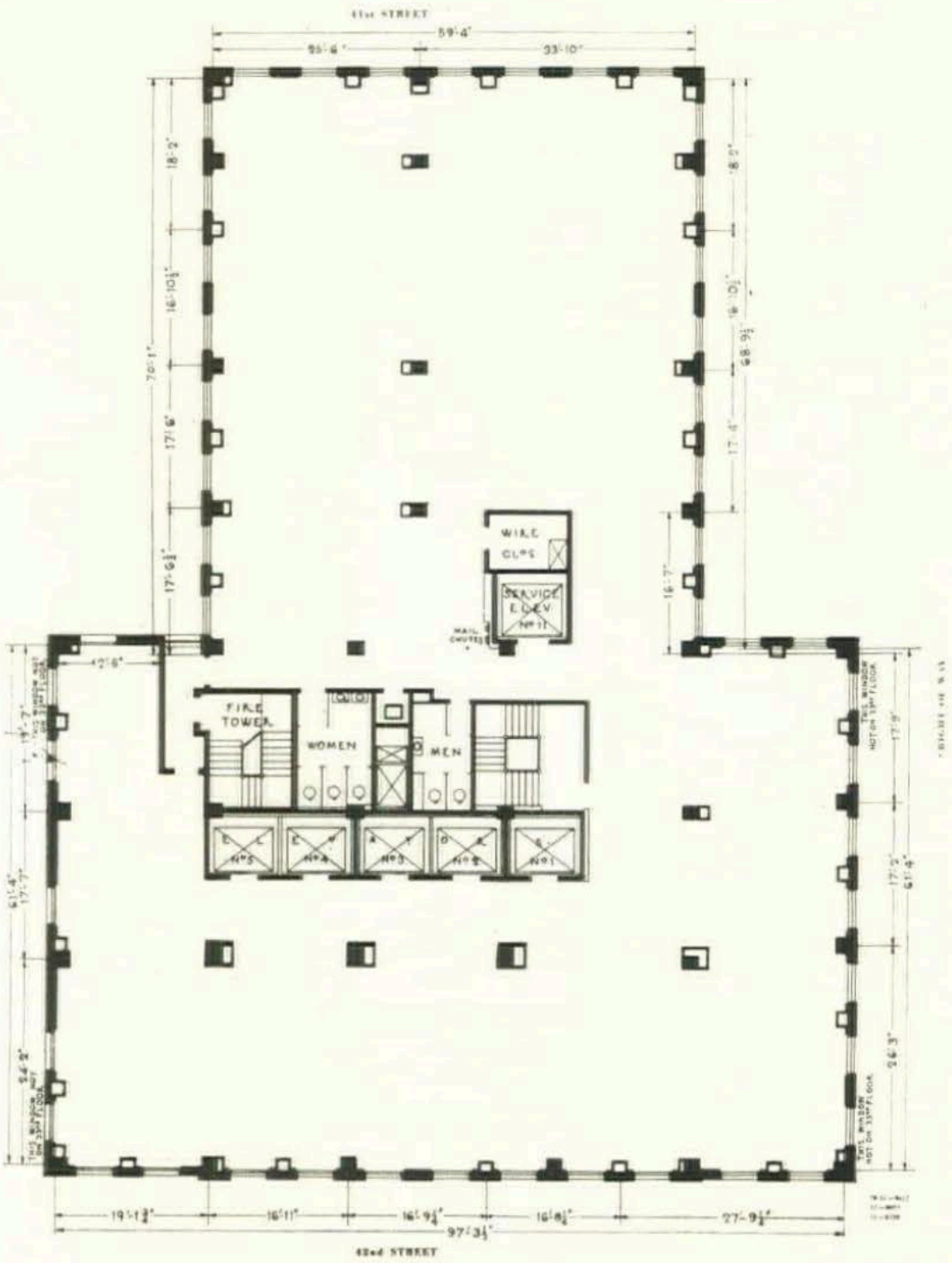


Photo, Nyholm & Lincoln

ELEVATOR LOBBY

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NEW YORK

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PLAN OF 28TH TO 33RD FLOORS

THE NEWS BUILDING
NEW YORK
JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS



Photo, Nyholm & Lincoln

ENTRANCE TO ELEVATORS

THE NEWS BUILDING

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS



Photo. Nyholm & Lincoln

LOBBY CEILING DETAIL

THE NEWS BUILDING

JOHN M. HOWELLS, RAYMOND M. HOOD
ASSOCIATED, ARCHITECTS



Photos. Nyholm & Lincoln

ELEVATOR CAB DETAIL

ETCHED GLASS FLORAL DESIGNS ILLUMINATED FROM COVE LIGHTS DIRECTLY ABOVE



TELEPHONE BOOTH

THE NEWS BUILDING

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RAYMOND M. HOOD,
ASSOCIATED, ARCHITECTS