

Index

Abbott, Berenice 165, 167 Adams, Henry 158 Addams, Jane 68 Adler and Sullivan 103. See also Sullivan, Louis American Architect and Building News 221 The American City 42 American Federation of Labor 186 American Radiator Building 50, 204 Anderson, Benedict 150, 156, 160 apartments, high-rise 172 architects, professional responsibilities 22-23 architectural ensembles, urban 201 architecture, high style vs. vernacular 10 Architectural Record 221 Armstrong Commission Investigation 125 $Arrowsmith\ 258$ Arrowsmith, Martin 258, 260 Aus, Gunvald 28-9, 30

Baltimore 43-4, 45 Barnes, Djuana 268 Barthes, Roland 4, 264 Barton, Bruce 158 Bassett, Edward 5, 45, 180 Beaux-Arts aesthetics 5, 19-20 design method 19, 21-2, 25, 26, 30 Bender, Thomas 14, 195 Benjamin, Walter 12, 218 Bennett, Arnold 195, 248, 260 Bennett, Edward 152, 159 Bentham, Jeremy 267 Berman, Marshall 167 Bernays, Edward L. 149 Beyer, Blinder, Belle 211 Bluestone, Daniel 112 Bordo, Susan 242 Boston 43 Bourke-White, Margaret 218 Brazer Building 22-3, 27 Broker's Athletic Typewriter 71 Brunner, Arnold 46 Burke, Edmund 257 Burnham, Daniel 24, 39, 42, 221 Burnham and Root 24, 98. See also D.H. Burnham business improvement districts 178

The Call 187 Camera Work 224

275



276 Index

The Economist 112 Canary Wharf, London 202 Carpenter, John Alden 235, 237 Eidlitz, Otto 45 Carpenter, James Edwin Ruthven 172 Eiffel Tower 264 Carrère and Hastings 50 Eleanor Association 77-8 Certeau, Michel de 12, 264-6 electrification 195, 196, 230 Chambers Building 27, 28 elevators 91-2, 107, 267-8 Changing New York (Abbott) 147, 165 Embarcadero Center, San Francisco 202 Chicago 3, 6, 21, 26-7, 64, 65-6, 106, 107-8 Embury, Aymar 50 architectural profession in 27 Empire State Building 182, 218, 220, 256, 257, skyscraper construction in 66 259-64 central business district "The Loop" 65-6 engineering 20, 22, 25, 26, 29-30 Chicago, Plan of (1909) 42, 152, 153, 159 Equitable Building (1868-70) 91 Chicago school (sociology) 150 Equitable Building (1912-15) 44, 170, 180 Chicago Tribune 151-2, 153. See also Tribune Equitable Life Assurance Co. 121, 122, 128 Tower Euclid v. Ambler 53 Chicago Tribune Tower Competition 6, 139, 147, everyday life 12-14 156 Exxon Building 209, 210 as publicity for newspaper 149 nature of 148 female clerical workers 5, 64 as public event 148, 154 advice literature 72-3, 241 publicity about 148, 150, 151 concern about 68 as public education 153, 154 depictions in fiction 72-3 and reader participation 150, 154-6 depictions in films 70-1 See also Tribune Tower effect of office management on 235, 240 Chicago Woman's City Club 78 and immorality 65, 68-71 city beautiful and office romance 241 aesthetic 39, 45-6 and office technology 235 ideals 5, 39, 43, 44, 47-8 positive qualities of 70 city planning 46 services for 76-9 civic beautification. See city beautiful Ferriss, Hugh 52-3, 218 clerical work, Fifth Avenue 4, 166, 168, 173, 202 female and male 69 as elite residential street 170 and sexual division of labor 68 encroachment of lofts 174, 176, 178 The Cliff Dwellers 71-2 and land regulation 168-70, 175 Coburn, Alvin Langdon 8, 14, 128, 219, 223 and luxury apartments 170 Columbia University 203 merchants 44 and real estate boom of 1920s 171, 172 commercial culture 195. See also consumer culture Commissioners' Plan of 1811 (New York) 170 and real estate development 168, 169, 175-6, 177, Condit, Carl W. 3-5 construction, rationalization of 32-4 retention of elite identity 168, 176 consumer culture 193-4. See also commercial as site of high-rise apartments 171 as site of Vanderbilt mansions 171, 172, 173 culture continuous interpretation 149 Fifth Avenue Association (FAA) 170, 176-9, 180 contractors, general 20, 30-1, 32-4 Fifth Avenue Commission 180, 181 Corbett, Harvey Wiley 52, 136, 204 financial institutions 120 Cram, Ralph Adams 158 Fisk Building 50 creative destruction 7, 165, 166, 167, 168, 178, 218 Fitzgerald, F. Scott 175 Flagg, Ernest 22, 40, 222 Daily News Building 51, 204 Flatiron Building 10, 12, 13, 124, 190, 221-2, 223, 225, department stores 111 262, 263 Desmond, H.D. 222 For the Sake of the Office 73 D.H. Burnham and Co. 24, 25. See also Burnham and Ford, George 5, 45, 47-9, 180 Fortune 218 Root



Index 277

Foucault, Michel 235, 243 fraternal societies 6, 98-100, 101, 106 Fraternity Temple Building Assn. 104. See also Odd Fellows' Fraternity Temple Freud, Sigmund 218, 231, 239, 243 Fuller, George A., Co. 22, 23, 30-1 Fuller, Henry Blake 71 Fuller Building. See Flatiron Building Gabellini Associates 212 Gable, Clark 238, 245 gender 5, 6, 9 gender theory 235, 242, 248 Gensler Associates 211 geometrical sublime 267 Gilbert, Cass 4-5, 38 and office organization 20, 21, 23-4, 25-6, and contractors 31-2 as a skyscraper architect 28-9, 34 as a Beaux-Arts architect 20, 23 Girouard, Mark 255 Goldberger, Paul 256 Gompers, Samuel 186 Habermas, Jürgen 12 Harmon, Arthur Loomis 50 Harper's Weekly 106 Harrison, Wallace K. 204 Harrison & Abramovitz 209 Harrison, Abramovitz & Harris 209 Hartmann, Sadakichi 8, 14, 227, 228, 231 Harvey, David 14, 121 Hawes, Elizabeth 172 Haywood, Bill 186, 187 Hegemann, Werner 41 Hilton Hotel 209 Hine, Lewis 8, 218, 220 history, discipline of 9 Hood, Raymond 50, 51. See also Howells, John Mead and Raymond Hood Hood, Raymond and J. Andre Fouilhoux 204 Hopkins, Arthur 237 Horney, Karen 248 Howells, John Mead and Raymond Hood 156 Hudson-Fulton Celebration 259 Hunt, Richard Morris 92 imagined community 149-50, 160

imagined community 149–50, 160 immigrants 70, 71, 102, 103, 150, 154, 173, 177, 192, 217 assimilation of 152 Industrial Workers of the World (IWW) 185, 186–8 James, Henry 166, 181, 255 Jaspers, Karl 241 Jenney, William Le Baron 26 Johann, Zita 238, 245 Jones, Robert Edmond 237

Kahn, Ely Jacques 50, 52 Kant, Immanuel 257, 267 Keller, Ulrich 224 Kellum, John 89 Kimball, Fiske 52 Kwolek-Folland, Angel 240

labor protests 7 labor unrest, public fear of 186 Ladies Home Journal 68 Lamb, Charles Rollinson 42 Landau, Sarah Bradford 3 Lang, Fritz 264 Lawrence, Richard Hoe 227 Leach, William 110 Lears, T.J. Jackson 193 LeBrun, N. & Sons 126 LeBrun, Napoleon 122 Le Corbusier 181, 182 Leeuwen, Thomas A.P. van 258 Lefebvre, Henri 12 Leffingwell, William Henry 240 Lewis, Nelson 5, 45, 46, 180 Lewis, Sinclair 258 life insurance 121, 128, 130 Lower East Side 224, 226

Machinal 235
costume design 242
female clerical workers in 240
Moscow production 238
and neurasthenia 247
New York production 238, 245
office scene 239–41
relationship between skyscraper and home 243–4
and skyscraper offices 240
stage sets 236, 237, 238, 243, 246, 247
and Young Woman 235, 238, 241–3, 244–7

tower 189

Madison Square Park 9, 122, 124, 190–1 Madison Square Presbyterian Church 122, 124, 125 Magonigle, H. Van Buren 25 Manship, Paul 208 Marchand, Roland 261 Marsh, Benjamin 180 Marx, Karl 166

Madison Square Garden 7, 122, 185, 187, 190



278 Index

Masonic Temple 6, 99	Metropolitan Life Tower 10, 40, 125–8, 185, 187, 190,
commercial spaces in 110–12	191, 192
comparison with historic monuments	as advertisement 126
110	and agency force 130–1
cornerstone ceremony 98	as civic monument 125, 128–30
facilities 98	clocks, symbolism of 196
floor plan 109	as corporate symbol 128, 129
lighting in 108, 111	press coverage of 125
lodge rooms 103	observation deck 130
public spaces 107, 111	and religious symbolism 128
and publicity 113	and San Marco Campanile, Venice 125
roof garden 100, 107, 113	symbol of home/family 130
symbol of Chicago 108–9	symbol of working world 139
technological features 106, 107	and welfare program 128–9
as technological wonder 109	as world's tallest skyscraper 125, 130, 191
world's tallest skyscraper 113-14	Metropolitan Opera House 203
masonry	Metropolitan Square 203
as antidote to the modern city 102, 103	Mills, C. Wright 132
historical associations 101-2	modernism 8, 9, 196, 217, 218, 224, 231, 235, 238
and lodge architecture 101	Monadnock Building 40
reputation of 101	Mujica, Francisco 106, 112
rituals of 102	Mutual Life Insurance Co. 121, 122
and urban culture 102	
values and practices 101	National Academy of Design 124
McAneny, George 180	National Broadcasting Co. (NBC) 204
McCay, Claude 258	nervous disorders 235
McCormick, Robert 148, 151	neurasthenia 238–9
McFarland, J. Horace	New York City
McGraw-Hill Building 204, 209, 210	architectural profession in 26–7
McKim, Charles 22	as the capital of capitalism 173–4
McKim, Mead & White 22, 25, 90, 172	as a center of manufacturing 174
Melville, Herman 238	and cyclical rebuilding 175
Metropolis 223	downtown 41
*	insurance district 121–2
Metropolitan Life Insurance Co. 4, 6	
corporate agenda 121	labor protests in 190
and the Metropolitan Family 130, 134	as a provisional city 166
welfare program 132	public space and capitalism 190
Metropolitan Life Insurance Co. Building 120–1, 122,	segregation by function 174
123-4, 125	skyline 1, 2, 259
as a civic monument 139	skyscrapers in 3, 257
clock, symbolism of 131	as a symbol of progress 220
and house organs 134	New York Herald 89
interiors 122, 131–2, 133	New York Herald Building 89–90
monographs on, 132, 133	New York Life Insurance Co. 121, 122, 128
office technologies 131–2	New York Life Insurance Co. Building 198
postcards of 132, 133	New York Sun 90
public spaces 131	New York Times 87
tenants in 123	New York Tribune 86–7
and urban context 124–5	New York Tribune Building 92–4
workforce, 131, 133-4, 135	New York World's Fair (1939–1940) 182
gendered nature of 134–5, 136	New-Yorker Staats Zeitung 91–2
work spaces 131	Newspaper Row 96. See also Printing House Square
North Building 136, 137, 138, 139, 147, 159	newspaper buildings 5-6, 85-6, 147, 165



Index 279

newspapers 150	Rockefeller Center 7, 10, 201–2, 203
in New York City 53, 85	alterations and additions 211-12
as vehicles of cultural assimilation 150, 152	designated as landmark 211
Norcross Brothers 30	during World War II 208
North Michigan Avenue 152, 153	expansion on Sixth Avenue 209
bridge plaza 152	and historic preservation 212
Nye, David 195	and the Metropolitan Opera House 204
	as a model 202
Odd Fellows' Fraternity Temple 6, 99, 103-6. See also	painting and sculpture 208
Fraternity Temple Building Assn.	plan 207
office management 131, 240	public spaces 205-6, 207-8
office romance 74–5	shift in aesthetics 209
office space, male 67	shops 206
office technologies 76, 94	site 202-3
and gendered space 77	success of 212
office work, systemization of 75–6	westward extension 209-10, 211
Olmsted, Frederick Law, Jr. 48	zoning, effect on design 205
Oppenheim, James 266	Ryndin, Vadim 237
Paris 19, 89, 255	Sandburg, Carl 79, 132
Paterson (N.J.) 186	Schleier, Merrill 3, 257
silk mill workers 185	Schultze and Weaver 50
Paterson Silk Strike 186, 193, 196–7	Schumpeter, Joseph 166
Paterson Strike Pageant 7, 185, 188, 197	Schuyler, Montgomery 39, 40, 42, 223, 258, 260
as urban public theater 192	Scientific American 109, 110, 112, 127, 130
use of red 186–8, 190	Scobey, David 174
Patterson, Joseph 148, 151	Selwyn, Edgar 235
Peachtree Center, Atlanta 202	Sennett, Richard 14
Peets, Elbert 41	separate spheres (of men and women) 65, 66–8
Pennell, Joseph 231	She Meets With His Wife's Approval 71
Phonographic World 70, 72	Shelton Hotel 50
photography 8, 10, 126, 218, 228–30	Simmel, Georg 12, 239, 248
pictorialism 8	Singer Building 11, 22, 40, 125, 222, 259, 267
Poe, Edgar Allen 245	Sixth Avenue 202
Post, George 22, 26, 48	skyline 1–2, 8, 9, 11, 50, 165, 256, 258, 260
Printing House Square 86. See also Newspaper Row	
private liberties vs. public goals 39	skyscraper ensembles 7, 212 skyscraper rape 244
Pulitzer (World) Building 95	skyscraperization 235, 237
Purdy, Corydon T. 22, 23, 46	skyscrapers, and advertising 126, 261
Radio City Music Hall 208	artistic responses to 234–5
Radio Corporation of America (RCA) 204	and capitalism 100, 185, 186, 190, 191, 193, 195.
Ralph, Julian 106	264-5
RCA Building 203, 205, 208	as civic monuments 94, 104, 125, 148, 153, 160,
Real Estate Record and Building Guide (RERBG) 171,	260
174, 175	as clock towers 92, 130, 196, 260
	comparison to historical monuments 104–6, 109
Rice, Elmer 235	•
Richardson, Henry Hobson 25, 30 Riis, Jacob 8, 226, 227	191, 195, 196, 197
	as corporate symbols 5, 92, 120, 128, 148, 260, 266
Ritter, Louis E. 22, 27 Rivers Diego 208	criticism of 22, 39–42
Rivera, Diego 208 Robinson, Charles Mumford 30	debate about 223–4, 234
Robinson, Charles Mumford 39 Roal of all ar John D. Jr. 204	
Rockefeller, John D., Jr. 204	design and modernism 136, 137, 147



280 Index

skyscrapers (cont.) stenographers 73-4, 75 economic factors 7, 20 stereoviews 10, 126 effect on women's lives 235, 242, 243, 248-9 sublime 9 gendered domain of 64, 65, 69-70 Sullivan, Louis 21. See also Adler and Sullivan images of 7-8, 256, 260 Sun Building 90-1 and institutional identity 5, 104, 112 internal organization 88, 93-4 Tallmadge, Thomas 106, 114 labor's views of 7, 188, 195 Taylor, William R. 195, 258 legal regulation of 7, 38, 42-5. See also technological sublime 107-8, 114, 195, 230, 256-7, and male culture 6, 102-3, 261 tenements 7, 192. See also slums and mental health 8, 244 Thompson-Starrett Construction Co. 32-4 as multipurpose buildings 113 Time-Life Building 209 and night photography 230 Times Block 87-8, 89 planning and 5 Tishman-Speyer Realty 211 and post-World War I building boom 234 Todd, Robertson & Todd 204 professional groups and 4 Treadwell, Sophie 8, 235, 237 and publicity 101, 113, 147, 148 Tribune Tower 149, 204 as advertisement 157 rhetorical power of 103, 104, 109-10, 147, 148 aesthetics 156 rooftop features 113, 130, 160, 191, 263 and Butter Tower, Rouen Cathedral 158 scholarship, 2-3, 256 setbacks. See zoning resolution of 1916 (New York), as corporate symbol 156, 157 flagpole 160, 161 and skyscraper aesthetics site of 152, 159, 160 social mixing in 72 statistical description of 109, 133 as civic monument 153, 160 gothic style of 158, 159 structural design 22-3 historic precedents for 155, 158 as symbols of consumer culture 194 as symbols of high culture 154 and the Plan of Chicago 159 as symbols of modernity 222-4 readers' design ideas 157 as symbols of progress 222 religious symbolism 158 as symbols of patriarchy 235 See also Chicago Tribune Tower Competition as symbols of religion 128, 158, 259 2 Park Avenue Building 50 as symbols of urban order 192 291 Gallery 224 as tourist attractions 106 The Typewriter 70 as towers 104, 125 typists 73 and urban growth 165, 166 as urban ensemble 6, 39, 46, 51, 53, 85, 95, 256 Union Trust Building 40 use of historic precedents 29, 125, 129, 153-4, 155, 158, 191, 260 Van Dyke, John 231 views from 8, 9, 108, 126, 130, 191, 228, 256, 260-6, Vidor, King 235 world's tallest 100, 113, 125, 130, 137, 191 Waid, Dan Everett 137 slums 8. See also tenements Waldorf-Astoria Hotel 50, 51 Snyder, Ruth 236 Wanger, Ruth 241 Spencer, Herbert 222 West Street Building 29, 32 Sperry-Rand Building 209 White, E.B. 14 White, Stanford 22, 122, 124, 125 Staats Zeitung Building 91-2 Standard Oil Building 50 Whitman, Walt 220 Steffens, Lincoln 226 Whitten, Robert 46 Willis, Carol 3 Steichen, Edward 261 Stein, Gertrude 255 Wilson, Elizabeth 241 Steiglitz, Alfred 8, 128, 224, 225, 226, 227, 229, women, and gender identity 246-7 261 women clerks. See female clerical workers



Index 281

Woolworth Building 4, 10, 19, 24, 29–30, 31, 32–4, 40, 125, 153, 185, 191, 192, 260 and consumer culture 195 and electrification 191 view from 265 as world's tallest skyscraper 191
Woolworth stores 194 working-class culture 192
World Trade Center 264
World's Columbian Exposition 4, 10, 38, 39, 40, 43–58, 74, 103, 106, 108, 113, 255
WPA Guide to New York 172
Wrigley Building 152, 160, 260

zoning 5
and aesthetics 42, 48–9, 53–4, 170
and police power 42–3, 46–7
and public health 43–4, 47, 49–50
See also skyscrapers, legal regulation of
zoning ordinance of 1916 (New York) 4, 10, 22, 44–53,
137, 169, 170, 174, 205, 217, 231
and class segregation 198
1961 revisions, aesthetic consequences 209
and skyscraper aesthetics 50–2, 170, 179–80,
181

Young Women's Christian Assn. (YWCA) 78-9