

Educational Building, 70 Fifth Avenue



DESIGNATION REPORT

Educational Building, 70 Fifth Avenue

LOCATION

Borough of Manhattan
70 Fifth Avenue (aka 2-6 West 13th
Street)

LANDMARK TYPE

Individual

SIGNIFICANCE

A Beaux-Arts style loft building that housed the national office of the NAACP from 1914 to 1923, as well as numerous peace groups and social reform organizations.



Educational Building, 70 Fifth Avenue

Municipal Archives, City of New York, c. 1940

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Educational Building, 70 Fifth Avenue

Manhattan

Designation List 523 LP-2650

Built: 1912-14

Architect: Charles Alonzo Rich

Landmark Site: Borough of Manhattan, Tax Map
Block 576, Lot 36

Calendared: January 19, 2021

Public Hearing: March 23, 2021

On March 23, 2021 the Landmarks Preservation Commission held a public hearing on the proposed designation of the Educational Building, 70 Fifth Avenue, as a New York City Landmark and the proposed designation of the related Landmark Site (Item No. 2). The hearing was duly advertised in accordance with the provisions of the law.

Fifteen people testified in favor of the proposed designation, including representatives of The New School, Speaker of the New York City Council Corey Johnson, New York State Assembly Member Deborah Glick, State Senator Brad Hoylman, Manhattan Borough President Gale Brewer, Manhattan Community Board No. 2, Armenian Bar Association, Historic Districts Council, J. Rosamond Johnson Foundation, New York Landmarks Conservancy, Victorian Society of New York, and Village Preservation. No one spoke in opposition to designation. Some speakers also testified in support of additional landmark designations south of Union Square. The Commission has received more than 85 written submissions in support of the proposed designation.

Summary

Educational Building, 70 Fifth Avenue

Commissioned by book publisher-philanthropist George A. Plimpton and built in 1912-14, the Educational Building, 70 Fifth Avenue, stands on the southwest corner of West 13th Street in the Greenwich Village section of Manhattan. Charles Alonzo Rich, formerly of Lamb & Rich, designed the 12-story office-and-loft building, which housed the national office of the National Association for the Advancement of Colored People (NAACP), as well as a remarkable group of progressive organizations that shaped American society, including some that remain active.

70 Fifth Avenue was originally known as the Educational Building. Plimpton's firm, Ginn and Company, a publisher of mainly of school and college textbooks, was located on the lower floors. The NAACP was a tenant from 1914 to 1923. This was an especially important period in the organization's development, when it first used legal and educational means to fight injustice and racial prejudice. These accomplishments raised the NAACP's profile, resulting in the establishment of numerous local branches throughout the United States.

W. E. B. Du Bois, a co-founder of the NAACP, was director of publications and research, and editor of the organization's official journal, *The Crisis*. This widely read monthly magazine contained news reports about the NAACP and writings by African American authors who made significant contributions to the Harlem Renaissance. A related tenant, Du Bois & Dill, published *The Brownies' Book*, the first monthly magazine for young African American readers.

The Educational Building also attracted many reform groups as tenants, including the American Union Against Militarism, who founded the National Civil Liberties Bureau (later ACLU) here, the Bureau of Legal First Aid, League for Industrial Democracy, Church Peace Union, National Board of Censorship in Motion Pictures (later National Board of Review), National Child Welfare Association, New York Teachers Union, Woman's Peace Party, as well as many book and magazine publishers.

A handsome example of the Beaux-Arts style, the primary facades are mostly clad with white brick and have a classical tripartite configuration. Much of the ornament is well preserved, including the masonry door surrounds, composite capitals, cast stone window surrounds, and an extensive terra-cotta cornice. In reference to the building's name and original owner, the door surrounds display cartouches with open books and the uppermost floors have metal grilles with gilded book reliefs.

The New School for Social Research acquired 70 Fifth Avenue in 1972. A significant institution with strong ties to Greenwich Village, it was founded in 1919 as a center for adult education and now incorporates five colleges. The building was renovated in 2005-06 and is now part of the Shelia C. Johnson Design Center at the Parsons School of Design/The New School. The award-winning renovation by Rice+Lipka Architects modified the show windows on the first floor and enlarged the West 13th Street entrance. Except for these alterations, there have been few changes to the exterior.

The Educational Building, 70 Fifth Avenue, is historically significant as the former home of the national office of the NAACP, as well as many impactful organizations that worked for social justice and equality – a legacy carried on by The New School for nearly 50 years.

Building Description

Educational Building, 70 Fifth Avenue

Description

The Educational Building, 70 Fifth Avenue, stands on the southwest corner of West 13th Street in the Greenwich Village section of Manhattan. It occupies an L-shaped lot, measuring 26 feet on Fifth Avenue and 165 feet on West 13th Street. The southwest section has an irregular footprint, measuring approximately 108 feet (north-south) by 75 feet (east-west). Twelve stories tall, the architectural style is Beaux Arts.

Fifth Avenue Facade (east)

The Fifth Avenue facade has a tripartite configuration, divided into a two-story limestone base, an eight-story white brick shaft, and a two-story crown. The window surrounds and cornice are terracotta or cast stone.

The entrance, located on the south (left) side, has an elaborate enframing. Both sides of the recess have panels embellished with pairs of rosettes. Above the doorway a foliated entablature rests on a denticulated molding. The second floor has composite pilasters. The north (right) pilaster is double height, whereas other pilasters begin above the doorway.

The eight-story middle section is divided into three bays. Each double-hung window, from the third to ninth floor, has an elaborate keystone surround. The center window, third floor, is set inside a rounded broken pediment. Between the middle section and crown is a projecting masonry cornice.

The crown has recessed windows (possibly historic) separated by double-height white brick

pilasters and columns with composite capitals.

Between the 11th and 12th floors are three relief panels with images of open books. Above the 12th floor, a denticulated terracotta cornice supports a row of free-standing cartouches.

West 13th Street Facade (north)

The West 13th facade is mostly tripartite. The two-story base incorporates double-height composite pilasters, large show windows on the first floor, and two elaborate door enframements. Above each enframing is a cartouche and cornucopia. Each cartouche frames an image of an open book. At the second floor, double-hung windows are grouped between the upper part of the double-height pilasters. These windows are separated by single-story pilasters. Above the former mid-block entrance is a single double-hung window flanked by overlapping pilasters and segments of capitals.

The eight-story middle section is divided vertically into three symmetrical sections. Faced with white brick, the window surrounds are terracotta or cast stone. The center section incorporates three groups of three double-hung windows with black metal enframements set inside three five-story round arches. The east and west sections that flank the round arches have eight windows. While the windows at both ends have cast-stone enframements and keystones, the six inner windows have unornamented lintels and sills. At the third floor, the end windows have rounded pediments.

The crown is divided into three sections. The east and west sections have recessed windows and five columns with composite capitals. The 11th and 12th floors are separated by a series of metal relief panels that display images of open books. The center section has a row of shallow double-height white brick pilasters. Above the 12th floor, a denticulated terracotta cornice supports a row of small free-standing cartouches.

Secondary Facades

From Fifth Avenue, the south facade is partly visible from the street. Faced with reddish brown brick, the east part has a small chimney and a single-story setback on the roof. The recessed east facade, part of the southwest extension, is stuccoed but not visible from Fifth Avenue.

Alterations

On Fifth Avenue, the entrance door and first-story show window are non-historic. On West 13th Street, the first-story show windows are non-historic, as are the recessed entrance, steps, railings, glass doors, and a three-bay marquee that spells out “The New School For Design.” The mid-block entrance has been converted to a single-panel window, with aluminum louvers above. The twin aluminum-and-glass doors and louvers in the west entrance are non-historic. Above the first story, the fenestration pattern has been retained, with occasional air conditioning units installed in the upper windows. Some roof-top communications equipment is visible.

History and Significance

Educational Building, 70 Fifth Avenue¹

Lower Fifth Avenue

For most of the 19th century, lower Fifth Avenue in Greenwich Village was a fashionable residential street. From Washington Square, which opened in 1828, to 14th Street, it attracted such prominent New Yorkers as Henry Brevoort, James Lenox, and Irad and Sarah Hawley, who in 1853 built an Italianate style brownstone mansion at 47 Fifth Avenue (a New York City Landmark), near East 12th Street.² Notable religious structures from this early period of development include the Church of the Ascension and the First Presbyterian Church in the City of New York (both 1840s, part of the Greenwich Village Historic District).

As the 20th century approached, lower Fifth Avenue began to lose its residential character, particularly the blocks closest to the commercial district known as Ladies' Mile and Union Square. *The New York Times* forecast in 1890: "that portion of Fifth Avenue below Fourteenth Street is destined within a short time to become a part of the business area of the city."³ Though this was certainly true above 12th Street – where the Educational Building would eventually stand – the blocks to the south have remained almost entirely residential, marked by a number of high-rise apartment houses erected in the 1920s.

George A. Plimpton

The Educational Building was commissioned by George A(rthur) Plimpton (1855-1936), a successful book publisher, bibliophile, college trustee and philanthropist. Plimpton started working for the

publisher Edwin Ginn (1838-1914) in the late 1870s. This firm was variously known as Ginn, Heath, and Company and Ginn and Company, which was later part of Simon & Schuster, and now Pearson Education. It mainly published school and college textbooks, with sales offices in Boston, Chicago and New York City, which Plimpton headed. Ginn died in 1914, and Plimpton was the company's chairman until 1931. He served on the boards of Amherst, Barnard, and Constantinople Colleges, as well as Union Theological Seminary. Plimpton assembled an impressive collection of manuscripts and books, which he donated to Columbia University in 1936.⁴

Ginn and Company had a sales office at 70 Fifth Avenue by 1884. Originally a private residence, other commercial tenants included the publishers Robert Grier Cooke and Grafton Press, which, like Ginn and Company, had offices in Boston.⁵

Plimpton purchased the adjoining parcels at 2 and 4 West 13th Street in August 1909. At this time, the *Real Estate Record and Builders' Guide* reported that Plimpton planned to erect a "modern mercantile structure on the combined plot."⁶ He expanded the site in 1910, acquiring a three-story house at 6 West 13th Street.⁷

Construction of the Educational Building advanced in two phases. In May 1912, builder Edward Corning received a "general contract" to erect a 12-story steel frame loft building (NB 1912-204) for Plimpton, who listed his address as 2 West 13th Street. Construction of the foundations commenced in July 1912. Cast masonry details were supplied by the New Jersey Terracotta Company, located in Perth Amboy.

Plans to build an "extension of the building which the Corning Company built last year for Mr. Plimpton at 2 to 6 West Thirteenth Street," at the southwest corner of Fifth Avenue – where Ginn and Company had been located – were submitted to the Bureau of Buildings in April 1913 and approved in

July 1913.⁸

A March 1914 advertisement in *The Publisher's Weekly* described the new Educational Building as:

. . . A fireproof structure of twelve stories. Just finished, but already tenanted by well-known publishers, dealers in school furniture, a teacher's association, philanthropic associations, writers, illustrators, and others needing an accessible location and appreciating surroundings of refinement. An office building with a unique charm. Windows on Four sides. No manufacturing.⁹

In addition to a Fifth Avenue entrance, there were two entrances on West 13th Street, and two storefronts, one at the corner, and the other at 6 West 13th Street. Tenants listed their address in various ways, as: 70 Fifth Avenue, 2 West 13th Street, and 6 West 13th Street.

Architect: Charles Alonzo Rich

Plimpton hired Charles Alonzo Rich (1854-1943) to design the building. Active as an architect for more than fifty years, from the late 1870s to 1933, Rich studied engineering at Dartmouth College in New Hampshire, followed by architecture in the United States and Europe.¹⁰ Following a brief stint working in Boston, he formed a partnership in New York City with Hugh Lamb (1850-1903) in 1882, which lasted until 1899. Lamb & Rich designed many New York City Landmarks, including the Pratt Institute's Main Building (1885-87), the Harlem Club, the Harlem Free Library (1889, 1892, both part of the Mt. Morris Park Historic District) and the Berkeley School (1890, later part of the General Society of Mechanics & Tradesmen).

In terms of residential commissions, Lamb &

Rich built the Astral Apartments (a New York City Landmark) in Greenpoint, Brooklyn (1885-85), numerous houses on Manhattan's Upper West Side and in Brooklyn, as well as country estates, most prominently "Sagamore Hill" (1885-87) in Oyster Bay, Long Island, for future United States President Theodore Roosevelt.

Rich practiced independently from 1899 to 1916. Several of his buildings are New York City Landmarks, including the Bryant Park Studios (1900-01) at 80 West 40th Street, his own residence at 255 West 91st Street (1901) and 309-11 West 92nd Street (1905, both houses are part of the Riverside Drive-West End Historic District). In 1913, as the Educational Building was nearing completion, Rich was elected a Fellow of the American Institute of Architects. He later formed partnerships with Frederick Mathesius (1916-28) and George Simpson Koyl (1928-33). Rich & Mathesius designed 2 West 67th Street (aka 70 Central Park West, 1919) in the Upper West Side/Central Park West Historic District.

Prior to the Educational Building, Rich worked with Plimpton on at least two educational projects. Lamb & Rich designed Milbank Hall (1896-97) at Barnard College, where Plimpton was Board treasurer for 43 years, and Rich designed Morris Pratt Memorial Hall (1911-12) at Amherst College in Massachusetts, where Plimpton graduated in 1876 and was president of the Board of Trustees from 1907 until his death in 1936.

The NAACP

The Educational Building was built at the end of the Progressive Era (1896-1916), when many New Yorkers became aware of injustices in American society. Established by women and men, reform groups sought to end racial discrimination and segregation, improve the lives of immigrants, and gain passage of the 19th Amendment to the U.S.

Constitution, securing the vote for women.

One of the building's most significant tenants was the National Association for the Advancement of Colored People. Though slavery had ended nationwide in 1865, white southerners began to pass laws that denied rights to African Americans and legalized segregation. These so-called "Jim Crow" laws led to unwritten rules and unjust practices that maintained and encouraged racial prejudice. To escape increasing violence and poverty during the Reconstruction period (1865-77), large numbers of African Americans left the south and moved to northern states. New York City's Black population surged, from 23,601 in 1890 to more than 91,000 in 1910.

To mark the centennial of Abraham Lincoln's birth in 1909, approximately 60 "believers in democracy" proposed holding a national conference on racial equality. Briefly called the National Negro Committee, the conference took place at the Cooper Union (a New York City Landmark) and at Charity Organization Hall on May 31 and June 1, 1909.¹¹ This event attracted 300 men and women of both races who chose a "Committee of Forty on Permanent Organization" to move the cause forward.¹² A year later, in May 1910, a second conference was held at the same locations.¹³ At this time, the National Association for the Advancement of Colored People was formed and a board of directors was chosen.

Most of the NAACP's founders were white, including educators, journalists, philanthropists, socialists, social workers, and suffragists. Prominent figures included W. E. B. Du Bois – the only African American on the original board of directors – Henry Moscowitz, Mary White Ovington, Moorfield Story, Fanny Garrison Villard,¹⁴ Oswald Garrison Villard, Lillian Wald, William English Walling, and Ida B. Wells.

The NAACP was incorporated in New York

State in May 1911.¹⁵ The charter pledged to:

. . . promote equality of rights and eradicate caste or race prejudice among citizens of the United States; to advance the interest of colored citizens; to secure for them impartial suffrage; and to increase their opportunities for securing justice in the courts, education for their children, employment according to their ability, and complete equality before the law.¹⁶

A national office (or headquarters) was established in New York City in 1910. Initially located in a single room of the Evening Post Building¹⁷ at 20 Vesey Street (a New York City Landmark), it moved to the Educational Building in February 1914. The NAACP's *Annual Report* described the building as "beautiful."¹⁸ Here, a staff of 14 occupied "a suite of four offices" on the fifth floor.¹⁹ One reason for the move was that it needed additional space for a full-time attorney who would "assist the Legal Committee in carrying on its work."²⁰

This was a challenging period for the NAACP. Sponsored by a small group of donors, bills sometimes went unpaid.²¹ While the new office was more expensive to rent, Du Bois saw value in a prominent location. He recalled:

. . . it seems to us that too long the Black Folk of the world have hidden in the back alleys of the earth . . . We must advertise. We must make a careless world see and know that the problem of the 20th century is the Problem of the Color Line.²²

The new location was described as "larger and more convenient . . . we shall welcome our friends and

readers at all times.”²³ In subsequent years, the NAACP moved upstairs, to the sixth floor in 1919,²⁴ where the staff had “three times the working space.”²⁵

The national office served as a “central clearinghouse”²⁶ to address legal issues and social problems, from segregation in the federal government to the spread of racial discrimination through legal means and the revival of the Ku Klux Klan. The association’s main goal was to inspire action through education. To shape public opinion and encourage the establishment of new branches, the national office formed committees, arranged public events, and organized speaking tours.²⁷

An anti-lynching committee was formed in 1916 to “arouse” public opinion. In response to attacks against African Americans in East St. Louis, Memphis and Waco, a “Negro Silent Protest Parade” took place in New York City on July 28, 1917.²⁸ As many as ten thousand men, women, and children participated, marching down Fifth Avenue from 57th to 23rd Street.²⁹ Two years later, in 1919, a National Conference on Lynching was held at Carnegie Hall (a New York City Landmark), and the NAACP published *Thirty Years of Lynching in the United States, 1889-1918*, a study that denounced such acts as a “monstrous blot on America’s honor.”³⁰

A key figure in the national office was Du Bois (1868-1963), who served as director of research and publicity, and editor of *The Crisis: A Record of the Darker Races*, the association’s monthly magazine, which began publication in November 1910.

Du Bois studied sociology at Harvard University, where he was the first African American to earn a doctorate in 1895. Starting in 1897, he taught history and economics at Atlanta University. Over the next decade, he became a pivotal figure in the pursuit of African American civil rights. He wrote many books and articles and helped organize

the Niagara Movement, a forerunner to the NAACP, in 1905.

The Crisis, which had offices in the Educational Building, published news stories, columns, editorials, short stories, and poems that helped promote the NAACP’s agenda. A critical and financial success, circulation grew from 1,000 copies in 1910 to more than 100,000 copies in June 1919.³¹ Though initially subsidized by the national office, by 1915 or 1917 the magazine was self-supporting, with sales and readers in every American state.³²

Under literary editor Jessie Redmon Fauset (1882-1961), *The Crisis* helped launch the careers of many writers associated with the Harlem Renaissance, an artistic movement that ushered in a new sense of pride and self-determination within the African American community in New York City and across the United States. Notable contributors included Countee Cullen, Langston Hughes, Nella Larson, Claude MacKay, and Zora Neal Hurston.

A related publication, *The Brownies’ Book*, was launched in January 1920. Developed by Du Bois, Fauset, and Augustus Granville Dill, this was the first monthly magazine for African American children. Du Bois wrote that it would be published “in cooperation with *The Crisis*.” He hoped “this little magazine for children” would inspire pride, teach history, entertain, and encourage participation in the NAACP.³³ Langston Hughes made his debut here in 1921, contributing poems, short stories, and non-fiction pieces. Other authors included Nella Larson and Winifred Davis. Circulation, however, was disappointing, and *The Brownies’ Book* failed to break even.³⁴ The last issue appeared in December 1921.

James Weldon Johnson (1871-1938), a lawyer and diplomat who wrote editorials for the *New York Age*, joined the national office in 1916. He organized the silent protest on Fifth Avenue and as the organization’s field secretary the number of

NAACP local branches multiplied, reaching 310 in 1919.³⁵ Johnson wrote the poem *Lift Ev'ry Voice and Sing* that his brother, J. Rosamond Johnson, set to music. This hymn, which has been called the "Negro National Anthem" was chosen as the NAACP's official song in 1919 or 1920.³⁶

John R. Shillady served as the executive secretary from 1918 to 1920. During a visit to Austin, Texas, on NAACP business in April 1919, he was badly beaten by a white mob. Shillady resigned the following year and Johnson became the first African American to lead the organization, serving as executive secretary for more than a decade, from 1920 to 1931.³⁷ This was an important change, reflecting not only the "end of white leadership" but also a shifting membership, which was 90% Black by the end of 1919.³⁸

Under Johnson's able leadership, the national office was "professionalized"³⁹ and the Dyer Anti-Lynching Bill, which would have made lynching a Federal crime, was passed by the United States House of Representatives in January 1922. Though a filibuster prevented the Senate from voting in 1922, 1923 and 1924, this important legislative campaign helped raise the association's profile.⁴⁰

The NAACP and *The Crisis* moved to 69 Fifth Avenue (demolished), at the corner of East 14th Street, in July 1923, where it occupied an entire floor. Du Bois asserted in his 1940 autobiography that it was probably Plimpton who asked the NAACP to leave, bowing to pressure from racist clients. Du Bois wrote that the decision to relocate was not theirs' and that they remained at 70 Fifth Avenue "until Ginn and Company's Southern patrons forced us to move."⁴¹

Seeking Peace

Following the start of World War I in August 1914, many peace organizations, sometimes termed "societies," established offices in the Educational

Building. By 1917, in fact, there were so many of these groups that the *New-York Tribune* referred to it as "the peace building."⁴² Journalist Louise Bryant observed: "When I looked at the bulletin board in the lobby I hardly knew where to begin, as they seemed to occupy most of the building."⁴³ There were at least six, and possibly as many as 22 groups, including organizations that hoped to abolish war and others who viewed military action as an acceptable way to promote lasting world peace.⁴⁴

Plimpton, the building's owner, had close ties to the American peace movement. His business partner, Edwin Ginn, founded the International School of Peace (now the World Peace Foundation) in July 1910. Ginn encouraged peace by publishing books and pamphlets, as well as by sponsoring organizations and educational programs. He donated \$50,000 a year to the cause and created a \$1 million endowment. Plimpton was a founding trustee and, following Ginn's death, became the foundation's president, serving three years, from 1914 to 1917.

The Church Peace Union (now Carnegie Council on Ethics and International Affairs) was founded by Andrew Carnegie in February 1914. Located on the eighth floor, his New York-based interfaith organization "pledged to co-operate in abolishing war and establishing the reign of peace through arbitration of international disputes."⁴⁵ Like Ginn's International School of Peace, Plimpton was a founding trustee. He attended the Union's first meeting, signed the organization's charter, and served as treasurer. Unlike most peace groups, which disbanded after the war, it remained at 70 Fifth Avenue until the late 1940s.

Another group of lasting significance was the American Committee for Armenian and Syrian Relief (now the Near East Foundation). Established in 1915 to aid Armenians and other refugees following the dissolution of the Ottoman Empire, this organization was funded by the Rockefeller

Foundation and reincorporated under a Congressional charter in 1919. Though there is no record that the Committee leased space at 70 Fifth Avenue, it did hold meetings at the Church Peace Union in 1915 and 1916, and two of its officers, secretary Samuel T. Dutton (9th floor)⁴⁶ and treasurer Charles C. Crane (11th floor) were tenants.⁴⁷

The American branch of the League to Enforce Peace and the New York Peace Society (also called the World Alliance for International Friendship Through Churches) shared a joint headquarters on the sixth floor, probably from 1915 to 1919.⁴⁸ Plimpton had connections to both groups, attending conferences and serving on committees. The Peace Society was the oldest organization of its kind in the United States. Revived in 1906, with support from Andrew Carnegie, it had an office in the building until at least 1923. This group opposed peace with Germany and became a trailblazing supporter of the League of Nations, which first convened in 1920, as well as the Permanent Court of International Justice, and later, the United Nations.

Women, many of whom were already involved with the NAACP and the ongoing suffrage movement, played a leading role in the peace movement. The Woman's Peace Party – the first organization of its kind – was founded in January 1915 as an alternative to the male-dominated peace movement. Headquartered in Chicago, the more radical New York City branch was located at 70 Fifth Avenue from 1916 to 1919.

Plimpton was an ally, and, at first, this pacifist organization paid no rent for a “fine office” on the eighth floor.⁴⁹ Led by Fanny Garrison Villard and Crystal Eastman, a lawyer and suffragist who simultaneously headed the American Union Against Militarism, the Woman's Peace Party sought to rally public opinion against entering the war and military service.

From January to October 1917, the Woman's

Peace Party published a controversial bi-weekly newsletter: *Four Lights: An Adventure in Internationalism*, which expressed uncompromising opposition to conscription and compulsory service, among other themes. Both June 1917 issues were deemed treasonous by the Postmaster General, which barred delivery, and the Department of Justice visited the group's office, inquiring which editors were German citizens.⁵⁰ In 1918-19, the Woman's Peace Party became a chapter of the Women's International League for Peace and Freedom, now based in Geneva, Switzerland.

The United States declared war on Germany in April 1917. Under such circumstances, peace groups were viewed differently. Some 30 tenants, including two of the peace groups, petitioned Plimpton to oust the “six robust peace societies,” namely the Church Peace Union, Emergency Peace Federation, Woman's Peace Party, and the American Union Against Militarism.⁵¹

Critics claimed these groups were “unpatriotic” and that “mysterious volunteers ... so crowd the elevators and obstruct the hallways as to create a nuisance.”⁵² At this time, some offices were vandalized. For instance, the door of the Neutral Conference Committee, which hoped to organize a conference to end the war, was altered to read “Con Committee.”⁵³

With the backing of various tenants, the Emergency Peace Federation was established in February 1917 to coordinate the peace effort. Located on the ninth floor, as well as in Washington D.C., this anti-war coalition was headed by George W. Kirchwey, a co-founder of the New York Peace Society, and George Foster Peabody. Activist Rebecca Shelley told the *New-York Tribune*:

We think we are patriots because in time of war, we are fighting for the maintenance of American ideals ... We

have four office rooms in the building which we rent for \$125 a month without lease. I don't know why the other tenants object, unless it is because so many people come into our offices, thus proving that the sentiment for peace is not yet dead.⁵⁴

The Federation's slogan was "Keep America Out of War and Its Intended Consequences" and the address used was 2 West 13th Street – to disassociate the group from Fifth Avenue, which the prominent anarchist Emma Goldman dubbed the "Avenue of Mammon," due to its historic association with the "money devil" and New York's wealthiest families.⁵⁵

The Educational Building also briefly housed the national headquarters of the People's Council of America. Established in June 1917 to oppose the war, this controversial socialist group was modeled on workers' councils in Russia. Accused of pro-German sympathies, at the request of the Police Department Plimpton evicted the People's Council in September 1917. In a letter to the group, he wrote:

Now you can readily understand that I do not want to be held responsible for your actions upstairs. If you commit treason or give aid and comfort to the enemy, I am held responsible as landlord. I hereby serve notice on you, therefore, to vacate the premises.⁵⁶

Later known as the People's Freedom Union, the group relocated to 138 West 13th Street (part of the Greenwich Village Historic District).

Legal Aid and Civil Liberties

To provide legal advice and representation to the many individuals (and families) who objected to the Selective Service Act of May 1917, two ground-

breaking legal bureaus were launched at the Educational Building. Supported with grants from the Woman's Peace Party and the Emergency Peace Federation, the Bureau of Legal First Aid (later the New York Bureau of Legal Advice) was established by activist Frances M. Witherspoon and lawyer Charles Recht on May 11, 1917.⁵⁷ It was similar to the NAACP's Legal Bureau, which was founded in 1913 to serve as "clearinghouse for cases of racial discrimination."⁵⁸

Though short-lived, the Bureau of Legal First Aid assisted an estimated five thousand clients during 1917 and 1918. According to historian Frances Early, Witherspoon described the Bureau as "the only legal aid group in New York City to advise draftees and their families without charging, so they handled thousands of cases for mostly immigrant and working-class people."⁵⁹

The American Civil Liberties Union also traces its origins to the Educational Building.⁶⁰ Founded by the American Union Against Militarism in May 1917 (or possibly July), this important civil rights group was originally called the National Civil Liberties Bureau. About 40 lawyers provided free legal information and services in 36 American cities. During this period, it also published *Espionage Act Cases* (1918), a study of the selective service law and related legal decisions.

This type of pacifist activity was viewed with increasing suspicion and on August 30, 1918 both the New York Bureau of Legal Advice and the National Civil Liberties Bureau were raided by agents of the Department of Justice and Military Intelligence.⁶¹ Though neither bureau was prosecuted for violating the Espionage Act of 1917, Roger Baldwin, director of the National Civil Liberties Bureau resigned,⁶² and both groups were evicted by the end of September. The *New-York Tribune* praised Plimpton's action on patriotic grounds:

No. 70 Fifth Avenue, for the last four years the home of ninety-nine and a fraction per cent of the pacifist organizations of the city, is about to become 100 per cent American.⁶³

Sharing Knowledge

Plimpton originally named 70 Fifth Avenue the “Educational Building.” *Architecture and Building* magazine reported, the “name given this building is intended to convey the idea of its purposes.”⁶⁴ *The School Journal* praised the idea, saying it displayed “remarkable insight” and was part of a broader trend towards a “necessary concentration of business methods as applied to education.”⁶⁵ The name Educational Building was used in early advertisements and occasionally by tenants in the 1910s, but rarely after 1920.

The Permanent Educational Exhibit Company was an early tenant. Occupying 10,000 square feet on the seventh floor, it advertised as “school and college outfitter” and an “educational clearing house.” There were displays of school supplies and equipment, from pencils to writing desks. Conceived to meet the needs of “every progressive teacher, principal and superintendent,” there was also a “teachers’ reference library” and “an excellent bureau of information.”⁶⁶

The People’s Institute moved to 70 Fifth Avenue at the end of 1913 or early 1914. Founded by educator Charles Sprague Smith in 1897 and later headed by John Collier, this reform group taught recent immigrants about democracy and social responsibility through public lectures, adult classes and concerts at the Cooper Union and throughout New York City. Located on the tenth floor, it operated a publishing company, a school for community center workers, and the New York Board of Censorship of Motion Pictures, better known as the National Board of Review of Motion Pictures,

which was active in the building for several decades, from 1914 until the late 1940s.

Films that gained the Board’s approval were accompanied by the on-screen label: “Passed by the National Board of Review.” An all-volunteer committee generated film reviews and recommendations, published as *Film Program*, called *Films in Review* since 1950. This influential publication remains in print today and is the oldest periodical of its kind in the United States.

In February 1915, the NAACP reached out to the Board, hoping a sympathetic neighbor could halt the New York City premiere of *The Birth of a Nation*, a silent film that celebrated the Ku Klux Klan. Du Bois later called it “a public menace . . . not art, but vicious propaganda.”⁶⁷ Though cuts were made to some egregious scenes, it ultimately received approval and was presented at the Liberty Theater on West 42nd Street in Times Square.⁶⁸ This controversy led the Board to rethink its mission, choosing to recognize a film’s quality rather than censor it.⁶⁹

Some tenant organizations were formed to change the direction of American education. For instance, the Bureau of Educational Experiments was located in the building from 1916 to 1919. Founded by educator Lucy Sprague Mitchell in 1916, it conducted scientific research and distributed publications related to child development and learning. Experiments were conducted at Caroline Pratt’s Play School on West 12th and 13th Streets. In 1918-19, a nursery school was started, and the Bureau relocated. Now known as the Bank Street College of Education, it operates a graduate school for teachers and a nursery-through-eighth-grade school in Morningside Heights.

The Teachers Union of the City of New York, a local chapter of the American Federation of Teachers, was established at 70 Fifth Avenue in 1916, remaining here until at least 1935. In addition

to addressing classroom issues, it was an advocate for civil liberties, claiming in 1921 that such freedoms had been “largely destroyed by reactionary legislation and official rules.”⁷⁰ A related tenant was the New York Child Welfare Committee, on the 11th floor, which sponsored a Bureau of Child Welfare Exhibits and a Speakers’ Bureau.

Other tenants sought to improve living conditions through the creation of consumer-owned businesses. The Co-operative League of America had its headquarters at 2 West 13th Street from 1916 to 1922. Founded by surgeon James P. Warbasse,⁷¹ this socialist group was promoted as a “purely educational organization whose purpose is the spread of cooperative propaganda.”⁷² To encourage consumer co-ops, it published a monthly magazine, *The Cooperative Consumer* (also known as *Cooperation*), and sponsored “field workers and lecturers.” Known by the “twin pine tree” symbol, the League remains active as The National Cooperative Business Association.

A tenant with sympathetic goals was the League for Industrial Democracy. Formed in 1921 as a successor to the Intercollegiate Socialist Society, it was located at 70 Fifth Avenue during the 1920s. The League’s motto was “production for use and not for profit.” Through publications and lectures it “carried” a progressive message to student and civic groups throughout the country.⁷³

Publishing

Many magazine and book publishers had offices in 70 Fifth Avenue. Plimpton’s firm, Ginn and Company, occupied all or part of several floors, as well as the basement. This company owned the Athenaeum Press in Cambridge, Massachusetts, one of the largest printing operations in the United States.

Other publishing tenants included *Better Times Magazine*, which covered charitable and public welfare agencies; *The Pan-American*

Magazine, supported by the Carnegie Endowment; W. W. Norton; Hawthorn Books (a subsidiary of Prentice-Hall); *Forbes Magazine*; and James T. White & Company, publisher of *The National Encyclopedia of American Biography*.

The Baseball Magazine Company had offices in the building for 26 years, from 1914 to 1940. It published *Baseball Magazine*, the sport’s first national monthly magazine and, starting in 1922, *The Baseball Encyclopedia*, the first reference book devoted to the history of the game, major league teams, and player statistics.

Post-World-War II

Following World War II, the building changed hands several times. In 1945 Prentice-Hall acquired 70 Fifth Avenue from the Walpole Realty Corporation, headed by Plimpton’s son, Francis T. P. Plimpton (1900-1983). A publisher of popular books, Prentice-Hall had been a tenant since 1917, establishing an educational book division in 1950.

Jack Brause, a real estate developer, purchased the building in 1956.⁷⁴ An undated brochure in the Real Estate Collection at Columbia University promoted the location as being at the “center of an eminent district.” It was advertised as “ideally arranged for subdivision,” with “outstanding light and ventilation.”⁷⁵

From 1963 to 1972, 70 Fifth Avenue was owned by Mills College of Education, a four-year, teacher-training institution “noted for its pioneering work in early childhood education.”⁷⁶ Following a short-lived merger with New York University and The New School for Social Research, Mills College closed permanently in 1975.

The New School

The New School acquired 70 Fifth Avenue in May 1972. A private educational institution with strong ties to Greenwich Village since 1919, it incorporates five college divisions. From its inception, The New School (for Social Research) held an important place in the intellectual life of New York City, providing a meaningful alternative to older colleges and universities. Some of the founding professors had previously taught at Columbia University, where they resigned when the school imposed a loyalty oath to the United States during World War I. With grants from the Rockefeller Foundation, The New School provided employment to European scholars during the 1930s and 1940s, particularly intellectuals who fled fascism in Italy and Germany.

The Parson School of Design became part of The New School in 1970. Founded by the American Impressionist painter William Merritt Chase in 1896, it was later known as the New York School for Fine and Applied Art. This was one of the earliest programs in the United States to focus on fashion, advertising, interior design, and graphic design. Parsons adopted its current name in 1940 and moved to 70 Fifth Avenue in 1972.

Renovated by Rice+Lipka Architects in 2006-08, the Educational Building is now part of the Shelia C. Johnson Design Center at the Parsons School of Design/The New School.⁷⁷ As part of a multi-building campus renovation, the first-story windows and West 13th Street entrance were modified and enlarged. The project was praised, receiving awards from such organizations as the American Institute of Architects, the National Society for College & University Planning, and the Municipal Art Society.⁷⁸ The building currently contains classrooms, studios, and a public art gallery.

Conclusion

This handsome, well-preserved, and historically significant building housed the national office of the NAACP from 1914 to 1923, as well as various organizations that were involved in the pursuit of peace, social justice, and equality—a legacy that The New School has carried on at this location for nearly fifty years.

Endnotes

¹ Mike Wallace, *Greater Gotham: A History of New York City from 1898-1919* (Oxford University Press, 2017), 841, 971, 1038; Harry Bubbins, “Why Isn’t This Landmarked? 70 Fifth Avenue,” April 18, 2020, viewed at villagepreservation.org; Village Preservation informational letter to Sarah Carroll, Chair, New York City Landmarks Preservation Commission, February 18, 2020, LPC files.

² Built in the 1840s, the James Lenox mansion was located on the northeast corner of Fifth Avenue and 12th Street. See “Twenty-Story Loft on Lenox Mansion Site Sounds Doom for Lower Fifth Avenue,” *The New York Times*, July 2, 1911, xx1.

³ “In and About the City: Business Creeping Up Town. Lower Fifth Avenue Gradually Losing Its Residences,” *The New York Times*, August 5, 1890, 8.

⁴ For a detailed biography of George A. Plimpton, see: http://www.columbia.edu/cu/web/archival/collections/ldp_d_4079576/

⁵ There is some evidence that Plimpton built an eight-story building on the site of 70 Fifth Avenue in 1895. See “Ghost of the Minetta,” *The Washington Post*, June 22, 1895, 9.

⁶ *Real Estate Record and Builders Guide*, August 14, 1909, 320.

⁷ “In the Real Estate Field,” *The New York Times*, May 4, 1910, 16.

⁸ *The New York Times*, May 11, 1913, xx2; New York City Bureau of Buildings, alteration permit, 1913-964.

⁹ *The Publisher’s Weekly*, March 28, 1914, 1128.

¹⁰ For full list of projects by Lamb & Rich, see: <http://www.dartmo.com/lambandrich/buildings.pdf>

¹¹ The opening reception for the conference was held at the Henry Street Settlement (a New York City Landmark) on the Lower East Side. See: Alessandra Lorini, *Rituals of Race: American Public Culture and The Search for Racial Democracy* (1999), 102, viewed at googlebooks.com

¹² Charles Flint Kellogg, *NAACP: A History of the National Association for the Advancement of Colored People, Vol. I: 1909-1920*. Baltimore: Johns Hopkins Press, 1967, 19.

¹³ National Negro Committee, Ticket to the National

Negro Conference, ca. May 1910. W. E. B. Du Bois Papers (MS 312), Special Collections and University Archives, University of Massachusetts Amherst Libraries. Charity Organization Hall was located at 105 East 22nd Street.

¹⁴ Fanny Garrison Villard was the daughter of abolitionist William Lloyd Garrison and wife of businessman Henry Villard, who commissioned the Villard Houses (a New York City Landmark) on Madison Avenue.

¹⁵ For NAACP Articles of Incorporation, May 25, 1911, see: <https://credo.library.umass.edu/view/full/mums312-b007-i027>

¹⁶ “NAACP: A Century in the Fight For Freedom 1909-2009” at <https://www.loc.gov/exhibits/naacp/founding-and-early-years.html>

¹⁷ The owner of the *Evening Post* was Oswald Garrison Villard, a founder of the NAACP.

¹⁸ NAACP, *Annual Report for 1913*, 32.

¹⁹ NAACP, *Annual Report for 1913*, 7.

²⁰ The lawyer was J. Chapin Brinsmade, see *Annual Report for 1913*, 8.

²¹ Kellogg, 106.

²² W. E. B. Du Bois, “Where Fourteenth Street Crosses the Avenue,” *The Crisis*, August 1923, 151.

²³ “We Move,” *The Crisis*, February 1914, 189.

²⁴ According to the Plimpton’s rent logs at Columbia University, the NAACP was located “5th flr. rear” in January 1916. See Rent Logs, Plimpton Building, 1909-21, Building Estimates and Contracts and Correspondence, George A. Plimpton Papers (MS# 1006), Rare Book & Manuscript Library, Columbia University. NAACP, *Annual Report for 1918*, 71-72; “New Offices,” *The Crisis*, January 1919, 130.

²⁵ The NAACP considered constructing their own building in 1918. At this time, Du Bois sent a letter to Plimpton: “we understand that you have kindly expressed your willingness to help raise this building fund.” See letter from Du Bois to Plimpton, W. E. B. Du Bois Papers, Special Collections and University Archives, University of Massachusetts Amherst Archives, viewed online.

²⁶ Patricia Sullivan, *Lift Every Voice: The NAACP and the Making of the Civil Rights Movement*. United States, New Press, 2009, viewed at googlebooks.com, not paginated.

²⁷ In c. 1916-23, the national office published a monthly *Branch Bulletin*. One of the first branches was located in New York City. Established January 1911, by the end of the year it had an office on West 135th Street in Harlem. See *The Crisis*, December 1911, 64.

²⁸ For information on banners carried by marchers, see: <https://nationalhumanitiescenter.org/pds/maai2/forward/te xt4/silentprotest.pdf>

²⁹ “5,000 Negroes in Race Riot Protest March on Fifth Avenue,” *New-York Tribune*, July 29, 1917, 13; Kellogg, 226.

³⁰ *Thirty Years of Lynching in the United States, 1889-1918* (National Association for the Advancement of Colored People, 1919), viewed at googlebooks.com, 5. In subsequent years, most likely after the NAACP moved to 69 Fifth Avenue, a large flag (A Man Was Lynched Yesterday) was commissioned to announce when lynchings occurred. A photo of the flag appeared on the cover of *The Crisis* magazine in October 1936. The title page (293) reported: “As a method of publicizing and protesting against lynching the NAACP hung out a flag from its office at 69 Fifth avenue, New York City, on September 8 . . . It is planned to hang the flag after every lynching.” The 6 by 10-foot flag is in the Manuscript Division of the Library of Congress. See: <https://www.loc.gov/exhibits/naacp/founding-and-early-years.html>

³¹ See Kellogg, 149 and 153, as well as “One Crisis to the Other: History and Literature in *The Crisis* from 1910 to the Early 1920s,” viewed at <https://journals.openedition.org/ejas/11432>.

³² Kellogg, 107 and 153.

³³ “The True Brownies,” *The Crisis*, October 1919, 285.

³⁴ Anna Holmes, “The Magazine That Helped 1920s Kids Navigate Racism,” *The Atlantic*, February 12, 2021, viewed online.

³⁵ There were just 11 branches of the NAACP in 1912. See *Annual Report for the year 1913*, NAACP, 7; James Weldon Johnson. *The Selected Writings of James Weldon Johnson, Volume I: The New York Age Editorials (1914-1923)*, ed. with an introduction by Sandra Kathryn Wilson. (New York: Oxford UP, 1995), viewed at googlebooks.com, 4.

³⁶ Imani Perry, *May We Forever Stand: A History of the Black National Anthem* (University of North Carolina Press, 2011), 32.

³⁷ Johnson’s assistant, Walter White, served as executive secretary of the NAACP for nearly 25 years, from 1931 to

1955. He joined the national office in 1918.

³⁸ Kellogg, 137.

³⁹ Carolyn Wedin, *Inheritors of the Spirit: Mary White Ovington and the Founding of the NAACP* (New York, 1998), 255.

⁴⁰ After 200 attempts, the U. S. Congress finally voted to make lynching a federal crime in 2020.

⁴¹ W. E. B. Du Bois, *Dusk of Dawn*, 1940, viewed at googlebooks.com, 227. Also see “Sixty-Nine,” *The Crisis*, July 1923, 103.

⁴² “Pacifist-Suffragists Fight War Aid Offer,” *New-York Tribune*, February 9, 1917, 9.

⁴³ “With the Pacifists at 70 Fifth Avenue,” *New-York Tribune*, March 18, 1917, 2.

⁴⁴ “Vandals Visit Pacifists,” *New-York Tribune*, April 4, 1917, 6.

⁴⁵ For resolutions passed by the Church Peace Union, see: https://www.carnegiecouncil.org/about/history/church_pea ce_union

⁴⁶ Dutton was an administrator at Teachers College and treasurer of the American College for Girls at Constantinople, Turkey. See Plimpton Rent Logs at Columbia University, January 1916.

⁴⁷ In 1917, the Armenian and Syrian Committee began sharing offices with the Greek Relief Committee at 1 Madison Square.

⁴⁸ “Taft and Carnegie in an Anti-War Combine,” *New York Tribune*, December 27, 1915, 8.

⁴⁹ In 1917 the Woman’s Peace Party moved to the seventh floor, where it paid rent to Plimpton. “Peace Holds Fort at 70 Fifth Avenue,” *The Sun*, April 18, 1917; Plimpton Rent Logs, Columbia University.

⁵⁰ Harriet Hyman Alonso, *Peace As A Women’s Issue* (Syracuse University Press, 1993), 80; Erika Kuhlman, “Women’s Ways in War: The Feminist Pacifism of the New York City Woman’s Peace Party,” *Frontiers: A Journal of Women Studies*, 1997, vol. 18, no.1, 80-100.

⁵¹ “Tenants Petition Landlord to Oust Peace Federation,” *New York Tribune*, April 17, 1917, 7; “Peace Officials Ask Eviction of “Active Pacifists,” *New York Tribune*, April 18, 1917, 5; “Peace Holds Fort.”

⁵² “Tenants Petition Landlord.”

⁵³ “Vandal Visits Pacifists,” *New-York Tribune*, April 4, 1917, 6.

⁵⁴ “Tenants Petition Landlord.”

⁵⁵ “People’s Council is Both On and Off the Despised Avenue of Mammon,” *New-York Tribune*, September 2, 1917, 7. This article included photographs of the Fifth Avenue and West 13th Street entrances.

⁵⁶ “People’s Council Ordered Out of Quarters Here,” *New-York Tribune*, September 6, 1917, 1; “People’s Council to Move,” *The New York Times*, September 22, 1917, 9; “Ousted Pacifists on Hunt for New Landlord,” *New-York Tribune*, September 7, 1917, 6.

⁵⁷ See Swarthmore College Peace Collection: http://archives.tricolib.brynmawr.edu/agents/corporate_entities/13769

⁵⁸ Sullivan, *Lift Every Voice: The NAACP and the Making of the Civil Rights Movement*, viewed at [googlebooks.com](http://www.googlebooks.com), not paginated.

⁵⁹ Frances Early, *A World Without War: How Feminists and Pacifists Resisted World War I* (Syracuse University Press, 1997), 194.

⁶⁰ “Secret Census Begun to Check Up on Those Who Fail to Register,” *New-York Tribune*, May 31, 1917, 1.

⁶¹ “Letters Seized by Millions in Raids,” *The New York Times*, August 30, 1918, 20.

⁶² For more on Baldwin’s resignation, see: <https://blogs.princeton.edu/mudd/tag/auam/>

⁶³ “2 Pacifist Bureaus Ousted From Offices,” *New-York Tribune*, September 23, 1918, 7.

⁶⁴ “The Educational Building,” *Architecture and Building*, July 1914, 275.

⁶⁵ Sarah Mitchell Neilson, “Progressive Business Methods As Applied To Educational Affairs,” *The School Journal*, March 1914, 184.

⁶⁶ “A Novel Educational Enterprise,” *Teachers Monographs*, 1913, 188; *School Arts Magazine*, vol. 14,

1914, xxxiv, viewed at [googlebooks.com](http://www.googlebooks.com)

⁶⁷ Cited at <https://slate.com/culture/2015/03/the-birth-of-a-nation-how-the-fight-to-censor-d-w-griffiths-film-shaped-american-history.html>

⁶⁸ Louisa Winchell, “The NAACP and National Board of Review Confront ‘The Birth of a Nation’s’ Racism from 70 Fifth Avenue,” *Off The Grid*, February 8, 2021, viewed at <https://www.villagepreservation.org/2021/02/08/the-naACP-and-national-board-of-review-confront-the-birth-of-a-nations-racism-from-70-fifth-avenue/>

⁶⁹ Melvyn Stokes, *D.W. Griffith’s The Birth of A Nation*, (Oxford University Press, 2007), chapter 6, 129ff; endnote 63, 328.

⁷⁰ “Are You Satisfied with The Progress Made in Public Education?” *The Nation*, advertisement, November 9, 1921

⁷¹ The Amalgamated Warbasse Houses in Coney Island are named for James P. Warbasse.

⁷² *The World’s Food* (Philadelphia: American Academy of Political and Social Science, November 1917), 279.

⁷³ Mina Weisenberg, “The L.I.D.: fifty years of democratic education, 1950-1955,” (New York: League for Industrial Democracy, 1955), viewed at archive.org

⁷⁴ “Publishers Sell 5th Ave. Building,” *The New York Times*, June 19, 1956.

⁷⁵ “70 Fifth Avenue,” Columbia University Real Estate Brochure Collection, viewed at: <https://dlc.library.columbia.edu/nyre/cul:n02v6wwrc2>

⁷⁶ “Parsons School Finds New Life in Affiliation,” *The New York Times*, January 7, 1976, 29.

⁷⁷ Entrepreneur-philanthropist Shelia C. Johnson co-founded BET, Black Entertainment Television, in 1980.

⁷⁸ For a list of the project’s awards, see: https://ricelipka.com/work_detail.php?id=2

Findings and Designation

Educational Building, 70 Fifth Avenue

On the basis of a careful consideration of the history, the architecture, and the other features of this building and site, the Landmarks Preservation Commission finds that the Educational Building, 70 Fifth Avenue, has a special character and a special historical and aesthetic interest and value as part of the development, heritage, and cultural characteristics of New York City, state, and the nation.

Accordingly, pursuant to the provisions of Chapter 74, Section 3020 of the Charter of the City of New York and Chapter 3 of Title 25 of the Administrative Code of the City of New York, the Landmarks Preservation Commission designates as a Landmark the Educational Building, 70 Fifth Avenue, and designates Borough of Manhattan Tax Map Block 576, Lot 36 as its Landmark Site, as shown in the attached map.



Educational Building, 70 Fifth Avenue

View from East 13th Street

Jessica Baldwin, LPC, May 2021



Educational Building, 70 Fifth Avenue

West 13th Street, view west

Jessica Baldwin, May 2021



**Educational Building
70 Fifth Avenue**
West 13th Street, view west
Jessica Baldwin, May 2021



**Educational Building
70 Fifth Avenue**
West 13th Street, view east
Jessica Baldwin, May 2021



**Educational Building
70 Fifth Avenue**
West 13th Street, details
Jessica Baldwin, May 2021



**Educational Building
70 Fifth Avenue**
West 13th Street, lower floors
and west entrance
Jessica Baldwin, May 2021



Educational Building
70 Fifth Avenue
 Fifth Avenue, upper floors
 Jessica Baldwin, May 2021



Educational Building
70 Fifth Avenue
 Fifth Avenue, lower floors
 Jessica Baldwin, May 2021



Educational Building, 70 Fifth Avenue

South facade, view from Fifth Avenue

Jessica Baldwin, May 2021

