United States Department of the Interior Heritage Conservation and Recreation Service

National Register of Historic Places Inventory—Nomination Form

For HCRS use only received JAN 1 3 1983 date entered

See instructions in How to Complete National Register Forms

Type all entries—complete applicable sections

Type all entries	s—complete applicable se	ections		
1. Nam	ie			
historic Unit	ed States Lines	Building		
and/or common	One Broadway			
2. Loca	ation		817	
street & number	1 Broadway			not for publication
city, town	New York	vicinity of	congressional district	17
state New	York code	036 county	New York	code 061
3. Clas	sification			
Categorydistrict Xbuilding(s)structuresiteobject	Ownership public brivate both Public Acquisition NA in process NA being considered	Status X occupied unoccupied work in progress Accessible X yes: restricted yes: unrestricted no	Present Use agriculture _X commercial educational entertainment government industrial military	museum park private residence religious scientific transportation other:
4. Own	er of Proper	tv		
Mu	ina Realty Corp.			
street & number	61 Broadway			
city, town	New York	vicinity of	state	New York
5. Loca	ation of Lega	al Description	on	
courthouse, regi	stry of deeds, etc. Su	rrogate's Court/	Hall of Records	
street & number				
city, town	New York	501000	state	New York
	resentation	in Existing		NEW TOTA
title NC	one	has this pro	perty been determined el	egible? yes _X no
date			federal sta	te county local
depository for si	urvey records			
city, town			state	

7. Description

Condition		Check one	Check one
excellent _X good fair	deteriorated ruins unexposed	unalteredX altered	_X_ original site moved date <u>NA</u>

Describe the present and original (if known) physical appearance

The United States Lines Building, a simple, yet elegant twelve-story office building, is located across from Battery Park and the United States Custom House. With its chamfered corners and copper mansard roof, this limestone building is a major example of architect Walter B. Chamber's late style of simplified classical buildings.

The arcaded ground floor of the building is faced with a granite watertable that supports eleven stories of buff-colored Indiana limestone and a one-story mansard roof. The main entrance to the building was placed within a pedimented enframement located in the center of the Broadway facade. The arch spandrels are embellished with relief figures representing Mercury, the god of commerce, and Neptune, god of the sea. These mythological figures flank a panel with bronze letters that read "UNITED STATES LINES COMPANY." An American eagle set within the pediment stares down at the entrance.

On the Battery Park facade two subsidiary entrances for First Class and Cabin Class ticket buyers led directly to the booking office. These entrances were set within the tall arches of the ground floor arcade. Each was surrounded by a pedimented bronze enframement ornamented by a cartouche flanked by dolphins. Hanging bronze lamps flanked each entrance. These embellishments remain although the entrances have been converted to windows. A large bronze plaque detailing the early history of the building site is attached to the ground floor of the chamfered corner at Broadway and Battery Place.

The second floor forms a transition between the base and shaft of the building and it is the most notable part of the structure. Venetian-mosaic shields representing the coats of arms of the world's leading ports line the two main facades of the building at this level. Bronze sockets supporting flagstaffs project from some of these shields.

The third through seventh floors are simply articulated with paired windows. Panels of yellow Cipolin marble separate the windows between each floor. A modest cornice below a two-story arcade serves as a transition between the shaft and the capital. At this level each chamfered corner is articulated by a roundel window set above a garland and a rectangular window. A bracketed cornice crowns this arcade.

The capital is composed of three distinct sections. The tenth floor is articulated with paired windows in the manner of the shaft, topped by a balustrade that runs in front of the eleventh floor. The eleventh floor is set back from the building line in the form of a Renaissance arcade. The copper mansard roof rises above this arcade. The mansard is pierced by shed dormers on the three streets and by oeil-de-boeuf windows at the chamfered edges.

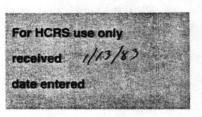
The interior spaces of the ground floor were designed to reflect the grandeur of the oceanliners that tickets buyers were patronizing.

The booking office is particularly notable and, although no longer in use, it remains substantially intact. The room runs 100 feet along the Battery Park front; it is forty feet wide and has a twenty-five foot ceiling. The room takes the form of an eighteenth-century ballroom with columned exedra at each end. The floors were originally marble (now covered by linoleum) and each

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U.S. Lines Building
Continuation sheet | Broadway, N.Y., N.Y. | Item number



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end was inlaid with a large, multi-colored marble ship's compass (partly visible to the west). The walls are covered in buff-colored Botticino marble and the columns are of black marble with white lines. The small wall lamps and four large chandeliers were patterend after ship's lanterns. Murals representing the eastern and western hemispheres are located on the north wall of this magnificent room.

The original lobby is located to the north of the booking office and, although unused, its beautiful marble floors and marble and plaster walls are still in place. A double staircase at the end of the lobby leads to a pedimented entrance marked "Cruises." The elevator lobby to the right extends through the entire building and retains its marble walls and original light fixtures.

8. Significance

Period prehistoric 1400–1499 1500–1599 1600–1699 1700–1799 1800–1899 X 1900–	Areas of Significance—C — archeology-prehistoric — archeology-historic — agriculture — X architecture — art — commerce — communications	community planning landscape architecture conservation law economics literature education military engineering music exploration/settlement philosophy industry politics/government	religion science sculpture social/ humanitarian theater transportation other (specify)
Specific dates	1882; 1919-1921	Builder/Architect Walter B. Chambers	

Statement of Significance (in one paragraph)

The United States Lines Building, also known as the International Mercantile Marine Co. Building, is an austere yet grand Neoclassical style office building. Originally designed in the Queen Anne style by architect Edward Kendall in 1882, the building was completely redesigned in 1919 by Walter B. Chambers when it was acquired by the International Mercantile Marine Co. The building retains both its restrained Beaux-Arts style exterior and its opulent interior public spaces. Representative of the Beaux-Arts style used in large-scale commercial buildings, the U.S. Lines Building remains a strong architectural presence in lower Manhattan.

The United States Lines Building stands on one of the most historic sites in New York City. Tradition has it that here Peter Minuit bargained with the Indians for the purchase of Manhattan Island. The building overlooks the site of the old Dutch market and bowling green along Broadway and faces the site of the first fort building in New Amsterdam. In 1768 Archibald Kennedy erected a large Georgian style mansion on the site which was occupied by the British during the Revolution. 2

In 1882 Cyrus W. Fields, the leading force behind the laying of the Atlantic cable, purchased the property and erected a Queen Anne style office building known as the Washington Building. The Washington Building was designed by Edward Kendall (1842-1901), a leading architect in New York City during the last four decades of the nineteenth century.

In 1919 the International Mercantile Marine Co. purchased the old building and commissioned Walter B. Chambers to modernize and redesign it without unduly inconveniencing the tenants. In order to facilitate the erection of a stylish new facade on the old Washington Building without displacing any of the tenants, only the first and second and tenth through twelfth floors were vacated. The upper floors of the old building were dismantled and a new steel frame constructed to support the top floors and roof, as if this were a new building. New foundation columns and girders and new concrete piers were also installed. The brick and stone walls of the old building were cut back so that they could receive the new stone facing. On the ground floor, the interior was totally redesigned as a booking office for the United States Lines. The elevators and other services were also upgraded. In a short period of time the aging Washington Building was transposed into an elegant modern office building.

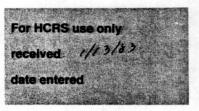
Walter B. Chambers (1866-1945) was born in Brooklyn and educated at Yale University and the Ecole des Beaux-Arts in Paris. In 1895 he entered the office of Ernest Flagg and soon became Flagg's partner. The partnership lasted until 1906 and was responsible for some of the most exuberant Beaux-Arts style buildings in New York including the Oliver Gould Jennings Residence at 7 East 72nd Street (1898-1899) and Fire Engine Co. 33 at 44 Great Jones Street (1898). In 1906 Chambers established his own practice and designed a series of

prominent residences and apartment buildings in New York City and its suburbs.

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1 Broadway, N.Y., N.Y. Item number



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Chamber's later buildings reflect a change in form from the sculptural quality of the Beaux-Arts style designs to a more austere and severe classicism with emphasis given to the general massing of a building rather than to its specific details. Beaux-Arts details were still featured on these designs, but in a more subdued manner. The United States Lines Building is a major work of this phase of Chamber's career.

The International Mercantile Marine Company was a holding company of steamship lines which included the Panama Pacific, the Atlantic Transportation Line, and the South American Steamship Company. It was incorporated in 1893 as the International Navigation Company and became the International Mercantile Marine Company in 1902. By 1920 the company's lines had 106 steamships in service. In 1931 the International Mercantile Marine Company acquired the United States Lines Company whose name was then used for the parent company's headquarters at One Broadway.

The U.S. Lines Company occupied the building until 1979 when it was acquired by Muna Realty Company. Although the office floors have recently been renovated, the exterior and ground floor public spaces remain virtually unaltered and the building survives as an important component in the streetscape of lower Broadway.

3. "No. One Broadway," pp. 289-291.

^{1. &}quot;No. One Broadway," The American Architect, 120 (October 12, 1921), p. 287.

^{2. &}quot;No. 1 Broadway, Home of Capt. The Hon. Archibald Kennedy," Valentine's Manual of New York, 9 (1924), p. 107.

9.	Major Bib	liographica	al Refere	nces	
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name/	title Anne B.	Covel1			
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The ev	valuated significance o	f this property within the	state is:		
665), I accord	hereby nominate this	property for inclusion in to procedures set forth by t	he National Register	and certify that it h	
title	Deputy Commissio	oner for Historic	Preservation	date	·)
	I hereby certify that this	s property is included in	the National Registe		
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"No One Broadway," The American Architect, 120 (October 12, 1921), pp. 287-293.

"No. 1 Broadway, Home of Capt. The Hon. Archibald Kennedy," Valentine's Manual of Old New York, Vol. 9, edited by Henry Collins Brown, New York: Chauncey Holt Co., 1924., pp. 107-110.

Writers Program of the Works Project Administration. A Maritime History of New York. (New York: Doubleday, 1941), pp. 253-254.

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U.S. Lines Building Continuation sheet 1 Broadway, N.Y., N.Y.

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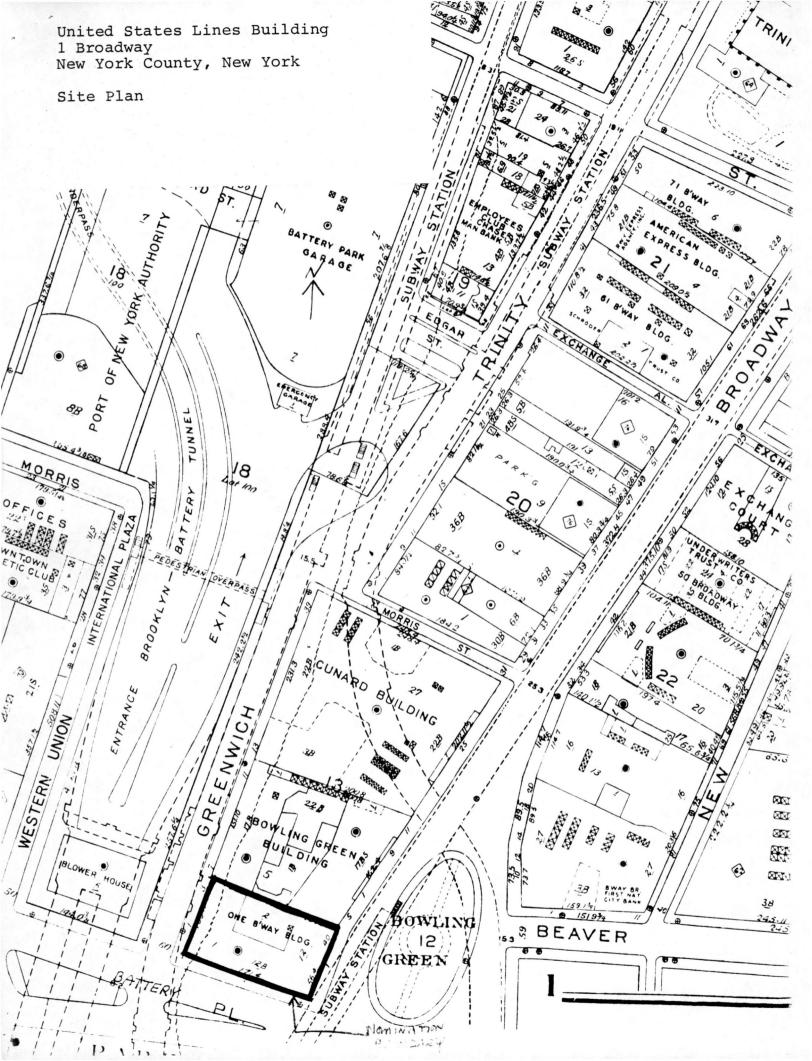
Page

Form researched and prepared by:

Andrew S. Dolkart New York Landmarks Conservancy 330 West 42nd Street New York, N.Y. (212) 736-7575

JERSEY CITY QUADRANGLE NEW JERSEY – NEW YORK 7.5 MINUTE SERIES (TOPOGRAPHIC) GE WASHINGTON BRIDGE B M (197) 1594 74 91

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UNITED STATES DEPARIMENT OF THE INTERIOR NATIONAL PARK SERVICE

[] other, (explain:)_

OMB NO. 1024-0018, NPS FORM

NATIONAL REGISTER OF HISTORIC PLACES JAN 17 1991 REGISTRATION FORM This form is for use in nominating or requesting determinations of eligibility for NAL individual properies or districts. See instructions in Guidelines for Completin National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets. Type all entries. 1. Name of Property historic name International Mercantile Marine Company Building other names/site number United States Lines Building 2. Location street & number 1 Broadway not for publication city, town New York vicinity state New York code NY NY county code 061 zip code 10004 Classification Ownership of property Category Number of resources within property [X]building(s) [X]private Contributing Noncontributing []district []public-local 0 buildings []public-State []site 0 0 sites []public-Federal []structure 0 0 structures []object objects 0 0 0 Total Name of related multiple property Number of contributing resources previously listings: na listed in the National Register 0 4. State/Federal Agency Certification As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this [X] nomination [] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, this property [X] meets [] does not meet the National Register criteria. [] See continuation sheet. Signature of certifying official Deputy Commissioner for Historic Preservation State or Federal agency and bureau New York State Office of Parks, Recreation and Historic Preservation In my opinion, the property [] meets [] does not meet the National Register criteria. [] See continuation sheet. Signature of commenting or other official Date State or federal agency and bureau 5. National Park Service Certification I hereby, certify that this property is: entered in the National Register. Surge 3/2 [] See continuation sheet. [] determined eligible for the National Register.[] see continuation sheet. [] determined not eligible for the National Register. [] removed from the National Register.

Signature of keeper

Date of Action

6. Function or Use	
Historic Function	Current Functions
(enter categories from instructions)	(enter categories from instructions)
commerce/trade	commerce/trade
business	business
7. Description	
Architectural Classification	Materials (enter categories from instructions)
enter categories from instructions)	
year'	foundation <u>granite</u>
late 19th and 20th century	walls <u>limestone</u>
revivals	
Classical Revival	roof <u>copper</u>
	otherlimestone trim

Describe present and historic physical appearance.

The International Mercantile Marine Company Building is sited on one of New York City's most visible building lots, at the foot of Broadway opposite Battery Park.

Located at No. 1 Broadway on the northwest corner of Battery Place in New York County, N.Y., the building is a twelve-story structure occupying an entire lot of less than one acre. The building has three street frontages and faces two parks: to the south, across Battery Place, is Battery Park; to the east, across Broadway, is Bowling Green, New York City's oldest park. The building is the southernmost structure in a line of late nineteenth and early twentieth century masonry office buildings that stretches north from the former United States Custom House on the south side of Bowling Green past Wall Street. Abutting the building to the north is the seventeen-story Bowling Green Building (1895-98). North of this is the former Cunard Line Building of 1919-21. To the west of the International Mercantile Marine Company Building, across Greenwich Street, is the sunken entrance to the Brooklyn Battery Tunnel and the Brooklyn Battery Tunnel Blower House. Across the tunnel entrance is the Whitehall Building at 11 Battery Place. The boundaries of this nomination have been drawn to include the entire lot on which the International Mercantile Marine Company Building stands.

The International Mercantile Marine Company Building is a twelve-story structure. The first eleven stories are clad in buff-colored Indiana limestone and rest on a granite watertable. The twelfth floor is in the form of a mansard roof clad in copper. The building is rectangular in form, with the exception of chamfered corners where Broadway and Greenwich Street meet Battery Place. The base of No. 1 Broadway is articulated by a tall round-arched arcade that is five bays wide on Broadway and on Greenwich Street and nine bays wide on Battery Place. All of the recessed arcade windows contain original multi-paned gold-colored metal sash with a heavy horizontal bar and vertical pilasters separating each window into a wide central section and narrow side sections. The horizontal transom bar contains a band of bells and the capitals of the pilasters are ornamented with galleons. Carved into the north side wall of the southernmost bay on Broadway are the words "WALITER B. CHAMBERS-ARCHI MCMXXI." Canvas awnings have been placed within the arches. Hanging between some of the arches on both Broadway and Battery Place are lamps ornamented with rope garlands and Neptune tridents.

The main entrance to the building is in the center of the Broadway elevation. The round-arched entrance is set within a pedimented enframement. The pediment is supported by elongated brackets, from which tumble a mass of starfish and seashells. The arch spandrels are embellished with relief figures representing Mercury, the god of commerce,

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NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

International Mercantile Marine Company Building

1 Broadway

Section number 7 Page 2

New York City, New York County, NY

and Neptune, the god of the sea. These mythological figures flank a rectangular panel that originally contained the name of the building in bronze letters. An eagle looks down from within the entrance pediment. The address on the building, "NUMBER ONE BROADWAY," is inscribed on a transom bar over the main entrance. This entrance contains a revolving door.

On the Battery Park elevation are two secondary entrances that originally led to the ground floor ticket office and now lead to a bank. The "First Class" entrance is located in the second arch west of Broadway; the "Cabin Class" entrance is in the second arch east of Greenwich Street. Each of these entrances is surrounded by a stone enframement ornamented with a rope. Each enframement is capped by a pediment that is ornamented with a cartouche containing the letters "IMM." This cartouche is flanked by dolphins and water plants. An original bronze plaque detailing the early history of the building site is attached to the ground floor of the chamfered corner at Broadway and Battery Place. Above this plaque is a blank stone panel. The opposite chamfered corner contains two unornamented stone panels.

Separated from the ground floor by a modest cornice with a Vitruvian wave frieze, the second floor forms a transitional zone between the base and the shaft of the building. This is the most highly ornamented section of the structure, consisting, on its Broadway and Battery Place facades, of shallow projecting balconies with balustrade railings and a series of multi-colored single and paired Venetian mosaic shields representing the coats-of-arms of some of the world's leading ports. On Battery Place, reading from west to east, are the shields of Gibraltar, Adelaide, Montevideo, Rio de Janeiro and Buenos Aires, Naples and Genoa, Hamburg and Antwerp, Paris and Cherbourg, Sydney, Liverpool, and Southampton. On the Broadway frontage, reading from south to north, are Capetown, New York City, Melbourne, Queenstown, London and Plymouth. The mosaics are set within stone frames ornamented with such nautical symbols as dolphins, ropes and pulleys, tridents, and anchors. The New York City and London panels originally supported bronze flagpole sockets. These have been removed and replaced by three flagpole sockets attached to the stonework between the windows of the second floor. The shields are set between single 6x6 windows. As with all of the other windows on the upper floors of the building, the original multi-paned double-hung sash have been replaced by aluminum sash with applied muntins. On Greenwich Street, blank stone panels take the place of the mosaics. A very simple cornice runs above the second floor.

The third through seventh floors are simply articulated with paired windows. Panels of yellow Cipolin marble separate the windows between each floor. Between the fourth and fifth floors, each marble panel contains an inset stone ring. The chamfered corners have single windows and lack the marble panels seen elsewhere. Above the seventh floor is a simple cornice that separates the shaft from a two-story arcade that retains its original metal transom bar. This arcaded section acts as a transition between the shaft and capital of the building. At this level, each of the chamfered corners is articulated by a rectangular window that is separated from a roundel window by a carved garland. A deep cornice with an ornate soffit runs above the ninth floor.

The capital is composed of three distinct sections. The tenth floor has paired windows in the manner of the shaft. It is topped by a balustrade that runs in front of the round-arched windows of the eleventh story. This floor is set back from the

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International Mercantile Marine Company Building

1 Broadway

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building line. The copper mansard, with its shed dormers, rises from the eleventh floor. At each of the corners, the mansard has a small <u>oeil-de-boeuf</u> window.

The main public spaces on the ground floor were designed to reflect the importance of the International Mercantile Marine Company and the grandeur of its vessels. Much of the ornament has some relationship to the sea and to shipping. The present entrance lobby was originally the waiting room for the ticket booking office. It contained an entrance to the building, but those who wished to use the elevators entered through vestibules at the far north end of the Broadway and Greenwich Street elevations (these entrances have been closed off). The former waiting room has plaster walls with a high marble wainscot, a marble floor, and a plaster barrel vault with simple chain moldings and rosettes. A chandelier in the form of a globe hangs from the center of the ceiling. This lamp, and all of the other lamps that still hang in the lobby, booking office and on the exterior of the building, were designed by Chambers.[1] On the west wall of the lobby, immediately opposite the main entrance, is a double flight of six marble stairs with an elegant wrought-iron railing. In the center of this railing is the International Mercantile Marine Company's "IMM" cipher. This stair leads to a pedimented marble doorway enframement marked "CRUISES." This entrance enframement is set within a large glazed round arch.

To the south of the lobby is the main booking office of the company. Now used as a bank branch, this room contains much of its original form. The room runs 100 feet along Battery Place; it is 40 feet wide and has a 25 foot high ceiling. The room takes the form of an eighteenth-century ballroom with columned exedra at each end. Each exedra has a column screen consisting of four black marble Corinthian columns. The exedra are divided into two levels with the same elegant wrought-iron work seen in the lobby. The floors, originally marble, are now covered with synthetic tile and rubber. At each end of the room, immediately in front of the exedra, were inlaid marble ship compasses over twenty feet in diameter. They were correctly oriented and were composed of red Numidian, Belgian black, green and white Cippolino, verde antico, levanto, brecheviolette, and American white marbles. That to the east is now covered, but that to the west is still visible.

The walls of the booking office are clad in buff-colored Botticino marble with wide shallow Doric pilasters separating the bays. On each pilaster is a marble picture frame with guttae. From the top of each frame hang original lamps, designed to resemble ships' lanterns. On the north wall are a pair of murals, entitled <u>Ocean Steamship Routes</u>, denoting the Atlantic and Pacific ocean routes sailed by the company. Between the murals are three arches that originally led to a two-story office space. The arches have been closed off, but still retain the original wrought-iron railings that guarded the mezzanine level. The flat plaster ceiling has modest classical ornament and contains four rosettes in the form of a ship's wheel with decorative dolphins, from which hang elegant Neoclassical style chandeliers. Originally, low stone counters ran around the room and work spaces and offices were located behind these counters and in the alcoves set with the arches of the north wall. The counters have been removed, although the banking counter on the north wall is placed in approximately the same location as the original.

The building retains its integrity to a very high degree. With the exception of the window alterations, the exterior retains all of its original form. The booking office has been converted into a bank. The original floor has been covered; an alcove for a

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International Mercantile Marine Company Building

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money machine has been constructed at the First Class entrance; the openings on the north wall have been closed off with removable partitions, and the bank has added counters. None of these changes have affected the structure of the room. Other original features of the booking office have been sensitively incorporated into the bank.

Notes

1. Chambers's drawing containing the designs for the exterior lanterns, booking office wall lamps and chandeliers and the waiting room lamp was published in <u>Architecture</u> 45 (February 1922), p. 52.

8. Statement of Significance					
Certifying official has considered the other properties: [] national					
Applicable National Register Criteria	[] A	[] B	[X] C	[] D	
Criteria Considerations	[] A	[] B	[] C	[] D	[]E[]F[]G
Areas of significance Architecture	Period	of Sign 1919-21	nificanc	e -	Significant Dates 1919-21
	Cultura	al Affil	iation na		
Significant Personna		ect/Buil er B. Ch	der ambers	(archit	ect)

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

The International Mercantile Marine Company Building is architecturally significant as an intact representative example of a large-scale, post-World War I office building in New York City that illustrates the transition from the opulent and eclectic designs that characterized the early period of skyscraper design to the simpler, restrained Neoclassicism that became popular in the 1920s. The building was originally constructed in 1882, but was completely redesigned in 1919-21 by Walter B. Chambers, a prominent New York City architect who was among the first to design in this restrained Neoclassical idiom. Chambers, who studied at the Ecole des Beaux-Arts in Paris, had designed many exuberant Beaux-Arts style buildings in New York earlier in his career but, as the taste for extravagant ornament waned and as the execution of such detail became prohibitively expensive, Chambers pioneered in the design of buildings that reflected a more refined and abstracted Neoclassical aesthetic. Although simpler in detail, buildings such as the International Mercantile Marine Company still retained appliques of classically inspired ornamentation and layouts of public spaces derived from Beaux-Arts teachings. The ornament on the International Mercantile Marine Company Building is particularly noteworthy in that it is almost completely composed of nautical or marine symbols, befitting its company's business enterprises. The interior public spaces of the building also date from the 1919 remodeling and include one of only two ocean liner booking offices extant in New York City, a lavishly decorated hall designed to resemble an eighteenth-century ballroom. Retaining substantial integrity of design, the International Mercantile Marine Company Building illustrates the evolution of one of Manhattan's most characteristic building types.

The International Mercantile Marine Company Building stands on one of the most historic sites in New York City. Tradition has it that this is the spot where Peter Minuit bargained with the Indians for the purchase of Manhattan Island.[1] The building overlooks the site of the old Dutch Market and Bowling Green, located along Broadway, and faces the site of the original Fort of New Amsterdam, located where Battery Park is now situated. The building's site was occupied by a tavern and then a Georgian style mansion that saw a number of uses over its lifetime.

United States Department of the Interior National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

International Mercantile Marine Company Building 1 Broadway

Section number 8 Page 2

New York City, New York County, NY

In 1882, Cyrus Field, the leading force behind the laying of the Atlantic Cable, purchased the property, demolished the old mansion and erected the Washington Building, a Queen Anne style office building designed by Edward Kendall. Edward Kendall (1842-1902) was one of New York's most well respected architects. Active in both the national and New York Chapter of the American Institute of Architects, Kendall was responsible for such important commercial buildings as the Gorham Building on Broadway and East 19th Street and the Methodist Book Exchange on Fifth Avenue and West 20th Street.

In 1919 the Washington Building was purchased by the International Mercantile Marine Company, which commissioned architect Walter B. Chambers to modernize and redesign the structure without forcing most of the tenants to leave. The International Mercantile Marine Company was a holding company of steamship lines. The shipping syndicate that became the International Mercantile Marine Company was founded with the merger of several American and British North Atlantic shipping lines. According to a scholarly study of the formation of the company:

Putting together the International Mercantile Marine Company was one of the boldest acts of enterprise in American business history. The purpose was to capture for American capital a dominant place in the busiest trade route of the modern world, the sea lanes of the North Atlantic, at a time when only a tenth of the foreign trade of the United States was carried in ships flying this nation's flag. The method was to combine in one large corporation four of the leading American and British steamship lines. The result was the world's largest shipping venture, owning nearly a fifth of the nontramp tonnage of the North Atlantic trade.[2]

This merger, first suggested by American shippers, was accomplished with the financial assistance of J.P. Morgan, one of America's leading financiers and capitalists at the turn of the century. The merger included the two largest American shipping lines and two larger and more prosperous British companies, including the famous White Star Line with its magnificent passenger liners. In addition, financial agreements were worked out between the International Mercantile Marine Company and the two largest German shipping firms, the Hamburg-American Line and the North German Lloyd Line. The International Mercantile Marine Company was officially incorporated in 1902 with headquarters in Philadelphia. The firm was not immediately successful and eventually had to sell its British holdings. By 1912, IMM had been reorganized with only American shipping companies and its headquarters moved to New York. By 1920, when the present building was redesigned, the company's lines had 106 steamships in service. In 1931, IMM acquired the United States Lines Company, one of America's largest shipping companies and the owners of some of America's flagship ocean liners. In 1943, the firm dropped the name International Mercantile Marine and, in recognition of its all-American organization, officially adopted the name of its United States Lines subsidiary.

Walter B. Chambers (1866-1945) was a leading figure in New York's architectural world during the early decades of the twentieth century. Chambers was born in Brooklyn and educated at Yale and at the Ecole des Beaux-Arts in Paris and in Munich. Upon returning to New York, Chambers entered the office of Ernest Flagg, where he worked as a draftsman and in 1895 became Flagg's junior partner in the firm of Flagg and Chambers.

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International Mercantile Marine Company Building

1 Broadway

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This partnership lasted until 1906 and produced such exuberant Beaux-Arts style buildings as the Oliver Gould Jennings Residence (NR listed) at 7 East 72nd Street and the firehouse at 44 Great Jones Street (NR listed).

Upon establishing his own career, Chambers received commissions for private houses, apartment buildings, and commercial structures. His buildings from the second and third decades of the twentieth century "reflect a taste for greater severity and simplicity in details and overall composition."[3] Beginning in the second decade of the twentieth century, buildings in New York City began to be erected with restrained, often severe street elevations. This type of refined design appeared first on residential buildings and was a response to several forces, including the excesses of some Beaux-Arts style designs and the cost of creating carved ornament. The development of this restrained classically inspired architecture culminated in the years immediately after World War I and can be seen for example at the East 80th Street Houses (116-130 East 80th Street; NR listed).

During the 1910s most office buildings were erected with the ornamental styles popular on other types of buildings. Skyscrapers with Gothic, Beaux-Arts, Classical, and other stylistic motifs were erected in Lower Manhattan. These buildings generally had extremely ornate stone and/or terra-cotta decoration. Perhaps the most prominent of these ornamental buildings is the Woolworth Building on Broadway and Park Place (1911-13). The restrained design that began to appear on residences in c.1915 did not appear on major commercial buildings until after World War I. As costs rose, more restrained, less ornamental office buildings were erected. Among the first of these to appear in New York was the International Mercantile Marine Company Building, erected immediately after the war. The building is an elegant example of this form, with its simple limestone street facades articulated by crisply cut round-arched and rectangular windows. It is one of the most refined office buildings erected in New York in the years immediately following World War I. In style, the only major building from this period that is comparable to the International Mercantile Marine Company Building is the Cunard Line Building at 25 Broadway, two buildings north. Also built in 1919-21, this is a larger, although less dramatically sited, structure. The design of the International Mercantile Marine Company Building received a first prize award from the New York Down-Town League.

Although the International Mercantile Marine Company Building contains far less decorative detail than earlier New York City skyscrapers, it was not devoid of classical ornament. Ornamental detail was limited to the base of the building. The detail is especially notable on the handsome entrances and at a series of remarkable mosaic panels on the second floor. These "Venetian" mosaics are unique in New York City. They represent twenty of the company's ports of entry. As was appropriate to a building erected by a mercantile marine company, almost all of the ornament takes the form of nautical and marine symbols. For example, the mosaic shields are set within stone frames embellished with anchors, tridents, ropes and pulleys, seashells, and starfish. Elsewhere on the building are these symbols as well as dolphins and figures of the Neptune (god of the sea) and Mercury (god of commerce). This accords with "the architect's purpose...to express in both the exterior and interior character its ownership and occupancy by the International Mercantile Marine Company, whose ships sail to all parts of the globe."[4]

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International Mercantile Marine Company Building 1 Broadway

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The interior of the building is especially distinctive in terms of its function and ornamentation. Almost all of the notable public commercial interiors from this decade are banks or office building lobbies. The International Mercantile Marine Company Building's most impressive interior space is the ticket booking office. This is an unusual interior type; there is one other surviving booking office in New York—that in the Cunard Building. The booking office, which stretches along the entire Battery Place frontage, is a sumptuous room that was designed to impress ticket buyers and to exude the glamor of the great salons of the company's ocean liners. The room resembles an eighteenth—century English ballroom and is characterized by exedra, marble columns, marble floor, plaster ceiling, murals, and carefully designed light fixtures.

One of the most unusual aspects of the history of the International Mercantile Marine Company Building is the manner in which it was constructed. As <u>Architecture</u> magazine recorded in 1922:

The problem was to transform an old fashioned red-brick and brownstone structure, inadequately planned and equipped as measured by modern needs, into an up-to-date office-building, specially arranged to meet the requirements of its new owners, the International Mercantile Marine Co.

To make the radical structural changes needed in order to rearrange the interior spaces, to recast the exterior into a dignified and agreeable architectural composition, expressive of the building's character and purpose, and to do this while nearly two-thirds of the building was occupied, and without unduly disturbing or inconveniencing the occupants, added special difficulties.[5]

The American Architect was explicit in detailing the problems that Walter B. Chambers faced in designing this building:

"Mr. Chambers had the triple task of converting a late-Victorian wall bearing office building into a more fireresistant structure; designing the fronts on three streets to typify the occupancy, that of a ship owning company, whose ships sail the seven seas; and having ever in mind the jealous regard of the public for historic localities."[6]

In order to facilitate the erection of a stylish new facade on the old Washington Building without displacing many of the tenants, only the first, second, and tenth through twelfth floors were vacated. The upper floors of the old building were dismantled and a new steel frame constructed to support the top floors and roof. New foundation columns and girders and new concrete piers were also installed. The brick and stone walls of the old building were cut back so that they could receive the new stone facing. On the ground floor, the interior was totally redesigned as the booking office. The elevators were replaced, the electrical, plumbing, and heating systems upgraded, new staircases were built and the old staircases removed. In a short period of time, the aging Washington Building was transposed into an elegant modern office building. The building served as the company headquarters of the United States Lines until 1979. In the early 1980s the building was upgraded with new interior systems. In

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International Mercantile Marine Company Building

1 Broadway

Section number 8 Page 5

New York City, New York County, NY

addition, the facade was cleaned, the lobby restored, most of the windows altered, and the booking office converted into a bank. The building continues to retain most of its original architectural integrity.

Notes

- 1. "No. One Broadway," The American Architect 120 (October 12, 1921), p. 287.
- 2. Thomas R. Navin and Marian V. Sears, "A Study in Merger: Formation of the International Mercantile Marine Company," <u>The Business History Review</u> 28 (December 1954), 0. 291.
- 3. New York City Landmarks Preservation Commission, <u>Upper East Side Historic District Designation Report</u> Vol. II (1981), p. 1209.
- 4. "Reconstruction of No. 1 Broadway," Architecture 45 (February 1922), p. 55.
- 5. Ibid., p. 52
- 6. The American Architect, p. 288.

Description on file (NDC).	[X] See continuation sheet
Previous documentation on file (NPS): [] preliminary determination of	Primary location of additional data:
individual listing (36 CFR 67) has been requested	[X] State historic preservation office
[] previously listed in the National	[] Other State agency
Register [] previously determined eligible by	[] Federal agency
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Landmark	[] University
[] recorded by Historic American Buildings Survey #	[] Other
[] recorded by Historic American Engineering Record #	Specify repository:
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The nominated property is outlined on	the enclosed tax map.
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Boundary Justification	
The building occupies the entire nomin	nated lot.
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11. Form Prepared By see continuation s	sheet
name/title Kathleen LaFrank	1.1 26 2000
organization NYS OPRHP	date <u>May 1989</u>
street & number <u>Agency Building #1</u> city or town Albany	telephone <u>(518) 474-0479</u> state <u>New York</u> zip code 12238

9. Major Bibliographical References

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United States Department of the Interior National Park Service

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CONTINUATION SHEET

International Mercantile Marine Company

1 Broadway

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New York City, New York County, NY

Bibliography

- Navin, Thomas R. and Sears, Marian V. "A Study in Merger: Formation of the International Mercantile Marine Company." <u>The Business History Review</u> 28 (December 1954), pp. 291-328.
- "No. One Broadway." American Architect 120 (October 12, 1921), pp. 287-293.
- "No. 1 Broadway, Home of Capt. The Hon. Archibald Kennedy." <u>Valentine's Manual of Old New York</u> Vol. 9, ed. by Henry Collins Brown. NY: Chauncey Hold Co., 1924, pp. 107-10.
- "Reconstruction of No. 1 Broadway." <u>Architecture</u> 45 (February 1922), pp. 51-55; plate XXX.

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International Mercantile Marine Company

1 Broadway

Section number 11 Page 2

New York City, New York County, NY

Research and nomination form prepared by:

Andrew S. Dolkart Hudson View Gardens 116 Pinehurst Avenue New York, New York 10033

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION PROPERTY International Mercantile Marine Company Building NAME: MULTIPLE NAME: STATE & COUNTY: NEW YORK, New York DATE RECEIVED: 1/**‡7**/91 DATE OF PENDING LIST: 2/06/91 2/22/91 DATE OF 45TH DAY: 3/03/91 DATE OF 16TH DAY: DATE OF WEEKLY LIST: REFERENCE NUMBER: 91000108 NOMINATOR: STATE REASONS FOR REVIEW: APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N OTHER: ANY PDIL: N PERIOD: N PROGRAM UNAPPROVED: N SLR DRAFT: N NATIONAL: REQUEST: N SAMPLE: COMMENT WAIVER: N ACCEPT RETURN ABSTRACT/SUMMARY COMMENTS:

Architectually significant Classical
Recrival remodelling by architect
Walter B. Chambers. Case has been
established for the importance of this
Commission within the context of his later
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Photo 1
International Mercantile Marine Company Building
1 Broadway
New York County, N.Y.
View from southeast
Photo: Andrew S. Dolkart 3/89

Neg: NYS Office of Historic Preservation



Photo 2

International Mercantile Marine Company Building 1 Broadway New York County, N.Y. View from southwest Photo 3/89 Andrew S. Dolkart Neg: NYS Office of Historic Preservation



Photo 3
International Mercantile Marine Company Building
1 Broadway
New York County, N.Y.
Entrance, view from northeast
Photo: Andrew S. Dolkart 3/89
Neg: NYS Office of Historic Preservation



Photo 4
International Mercantile Marine Company Building
1 Broadway
New York County, N.Y.
Detail of second floor, view from south
Photo: Andrew S. Dolkart 3/89
Neg: NYS Office of Historic Preservation

ENTIRE NEW YORK STATE MAP AREA IS WITHIN THE NEW YORK CITY METROPOLITAN URBAN AREA

Map revisions outside New York State are limited to major highways.

SPECIAL TOPOGRAPHIC EDITION

Contours, at 10-foot intervals, shown unrevised from 1967

U.S. Geological Survey map. Datum is mean sea level.

1975 revisions by D. F. Dayger & H. I. Smith

Interchange number... 31 Vehicle track; trail........

Ms. Anna Covell
New York State Parks & Recreation
Building 1
Empire State Plaza
Albany, New York 12238

Dear Ms. Covell:

In regard to the designation of One Broadway as an

In regard to the designation of One Broadway as an historic landmark presently under consideration by the New York State Board for Historic Preservation, the owners are quite flattered, however, they see no economic reason to pursue this registration. As you know, the building has recently been completely renovated, and it is not the intent of the owners to make additional renovations at this time. Plus, the great bulk of the renovation was completed prior to January 1, 1982.

As the building is completely leased at this time, any future changes contemplated will be of a minor rehabilitative nature. It should only enhance the presence of the building.

Many thanks for your consideration,

Sincerely,

WLC/jpr



Dear:

VS Lines Building

Re:

I, When L Clarged , being of sound mind and over the age of eighteen, hereby swear and certify that I own a % interest in the above described property and that I hereby object to the same being listed on the National Register of historic places.

Signature
Signature
Attorney in Fact. Hona Realty & Development

E. F. Hutten . C:

Mailing Address
I Battlery Park, NYC, NY 10004

Toly 6 1982

Date

Sworn to before me this day of July, 1982

Notariances of ic Notary Public, State of New York No. 24-4616712

Qualified in Kings County Certificate Filed in New York County Commission Expires March 30, 1983



New York State Office of Parks, Recreation and Historic Preservation

The Governor Nelson A. Rockefeller Empire State Plaza Agency Building 1 Albany, New York 12238

518-474-0456

January 6, 1983

Carol Shull
National Register Office
DOI
W434
Washington, D.C. 20243

Dear Carol:

Enclosed is the nomination for the United States Lines Building. Please note that the owner has filed a notarized objection to listing on the National Register. Please feel free to call me if you have any questions about this nomination.

Sincerely,

Larry E. Gobrecht

National Register and Survey Coordinator Historic Preservation

Field Services Bureau

Enc.





New York State Office of Parks, Recreation and Historic Preservation

The Governor Nelson A. Rockefeller Empire State Plaza Agency Building 1, Albany, New York 12238-0001 JAN 17 1991

NATIONAL REGISTER

Carol Shull National Park Service 1100 L Street NW Room 6111 Washington DC 20005

RE: International Merchant Marine

Company Bldg 1 Broadway

New York, New York County

Dear Carol:

Enclosed in the nomination for the property noted above. This property was originally nominated in 1983; it was returned to us for substantive revisions. A copy of your reviewer's comments and the original nomination are enclosed for your reference. If you have any questions please feel free to call me.

Sincerely

lang gobiecht (kc)

Larry Gobrecht, Coordinator National Register and Survey Unit Historic Preservation Field Services Bureau

LG:ar

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		DATE RECEIVED
-	STATE	STATE COUNTY WESTER

DOT/OWNER OBJECTION

NPS FORM 10-901 (7-81) NATIONAL REGISTER DETERMINATION OF ELIGIBILITY CONTROL