

The New Administration Building for the Globe Indemnity Company at Newark, New Jersey

SOME one has truly said "big business men are learning that in building a business they are also building lives." "More and more attention is being paid to demands for perfection." "The ideal is always the most practical and most profitable." "An ideal is a perfected idea—an idea from which nothing need be taken away, and to which nothing can be added that will increase its value for the purpose for which it is created." Thus the dream of the president of the Globe Indemnity Company, which started life ten years ago in a twelve-by-eighteen-foot room in the crowded insurance section of down-town New York, has become his "perfected idea," "his ideal."

The personnel of the organization having grown during those ten years from two men to seven hundred men and women, it became necessary to provide a working-place where human energy could be conserved and directed; where the safety, as well as the mental and physical health, of the employees would be fully recognized, and where all influences that could possibly interfere with efficient work were non-existent. The ideal thus required a location away from the crowded and noisy city of New York, where one's home is at a great distance from one's place of business and where transportation is now almost impossible, to the more roomy and quiet city of Newark, where one's home in the near-by suburbs is close to one's place of business.

The site so well chosen to meet the above conditions occupies the entire block front facing Washington Park. The building, which is two hundred and twenty-five feet in length, thus has the greater number of windows with a steady north light, while the east and west windows in the side streets admit the cheery and health-giving sunlight, and so the employees, who spend the best part of the day

in this building, enjoy light, sunshine, blue skies, green grass, and trees. Architecturally the building is in the style of the Italian Renaissance, is six stories in height above the street, and has a high, well-lighted basement below the street-level. The exterior has a granite base, with the upper portions in Indiana limestone, carefully selected for its color and texture, and carefully studied with reference to its finish. The building is symmetrical in plan about an axis running north and south, at right angles to the main façade and through the main-entrance corridors, at the south end of which are located the electric elevators, six in number, and running from the basement to the sixth floor.

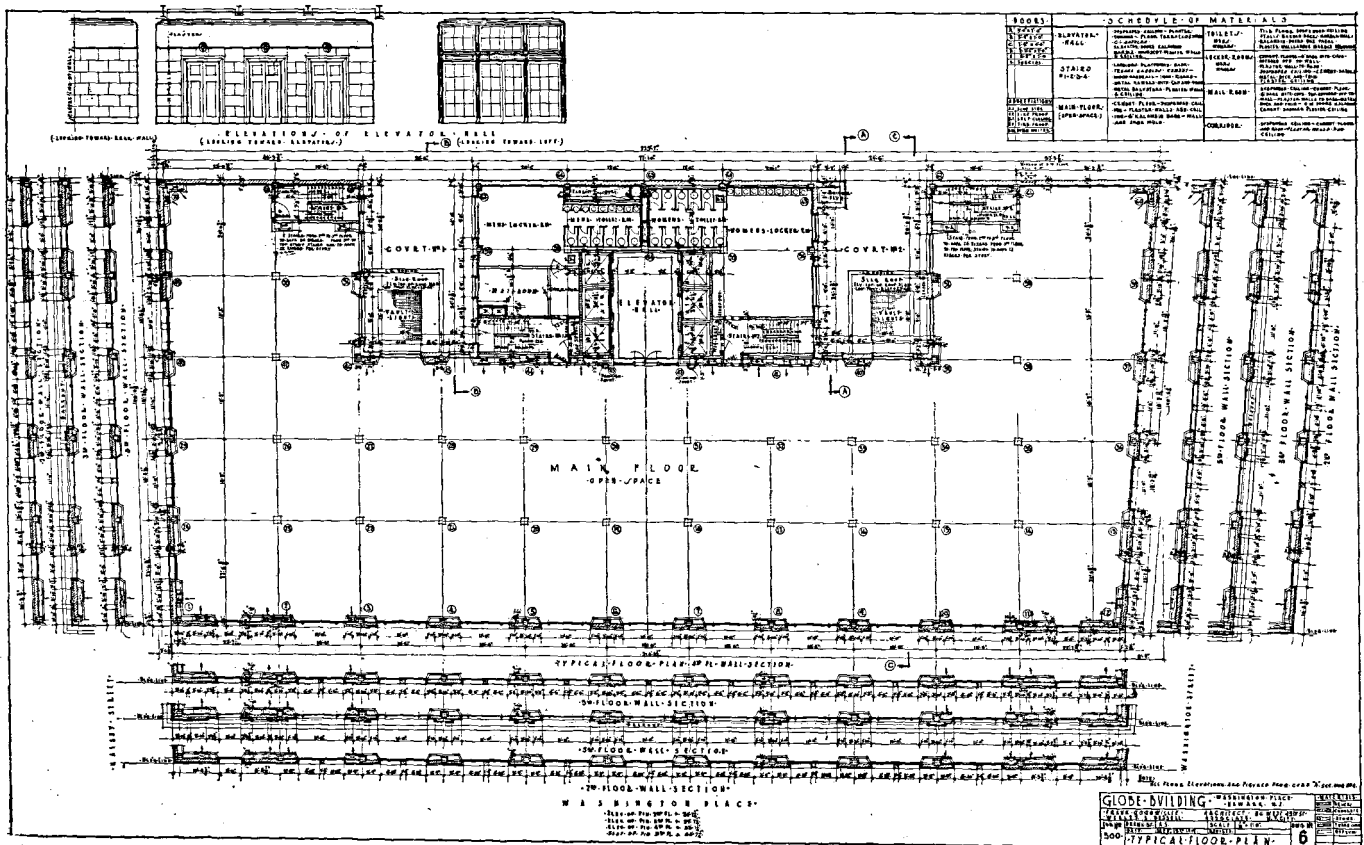
In the basement are located the file, printing, and stock rooms, the boiler, pump, fan, and refrigerating rooms, as well as the electric switchboard and transformer rooms, also a fully equipped butcher and vegetable shop where food is prepared daily for the kitchen on the sixth floor.

The first story, twenty-two feet in height (which allows for the introduction of mezzanine floors, when required), will be occupied later by the executive offices which are now temporarily located on the fifth floor.

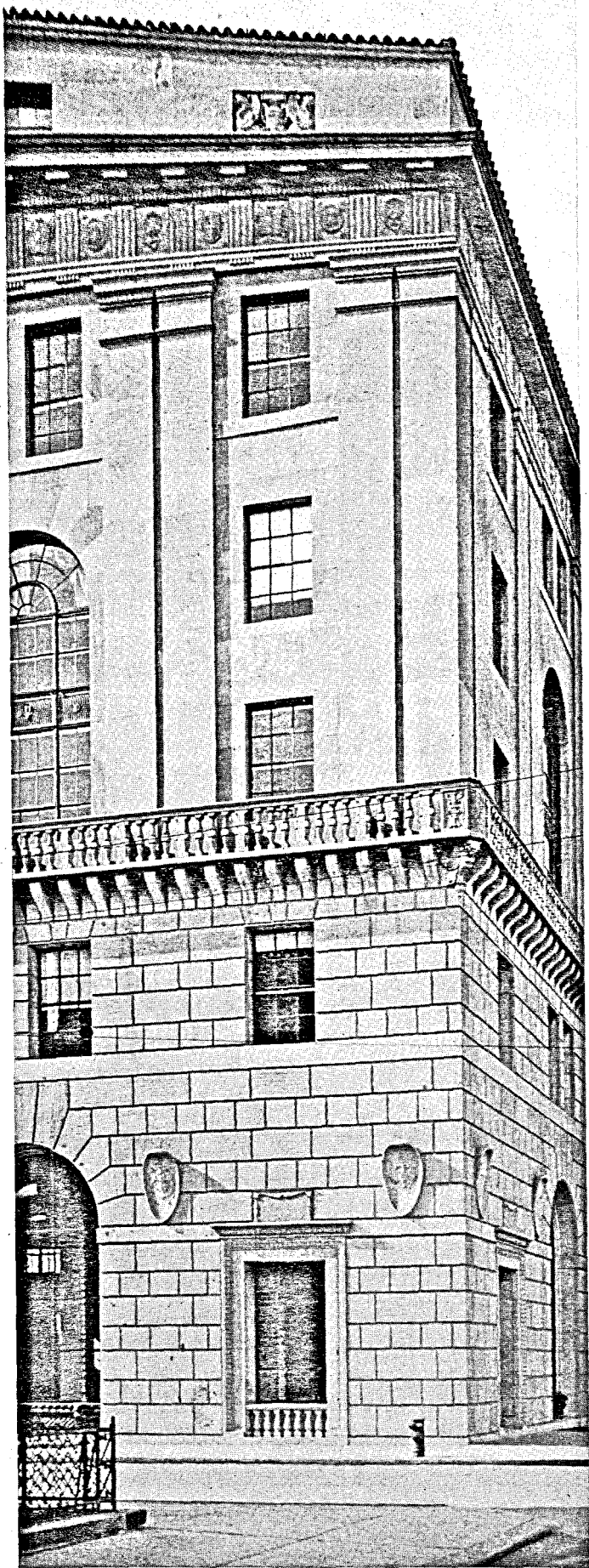
The second, third, and fourth floors are laid out in a one-office unit, except that the wings at the rear of the building are separated from the main rooms by sound-proof partitions, and in these wings are located the electrically driven adding, punching, and statistical machines, and the typewriting machines, thus keeping the usual noises away from the business office.

On the fifth floor are located the executive offices—five in number (which later will be moved to the first floor)—the balance of the space being occupied as a business office.

The sixth, or top, floor is devoted to the health and



Typical floor plan.



Corner detail, Administration Building, Globe Indemnity Co., Newark, N. J.
 Frank Goodwillie, Architect. Wesley S. Bessell, Associate.

recreation of the employees; as one enters from the elevator hall you find the cafeteria, one side for men and the other for women, while beyond is the kitchen. Leading from the cafeteria, on either end of the building and at the front, are the lunch-rooms for men and women employees; adjoining each of these lunch-rooms are the recreation-rooms—one for men and the other for women. The women's recreation-room is fitted with a complete stage at one end, and is used as an auditorium, seating approximately six hundred and fifty persons. This room is also equipped with a moving-picture apparatus. There is also a private dining-room for the officers of the company, their guests, and visiting agents.

In one rear wing is located a number of bedrooms, affording accommodations for visiting agents, while in the other wing of the building is a medical and surgical ward, containing rest-rooms for the staff and fully equipped with modern appliances to care for all medical and surgical needs. There is also on this floor a five-room apartment for the superintendent of the building.

The building is lighted by electricity, using a semi-reflecting type of fixture, the walls and ceilings being specially painted to reflect the light but without eye-strain.

The building is heated by a low-pressure vacuum system, using the exhaust steam from the engines which drive the ventilating fans and refrigerating plant for this purpose. All direct radiation, which is placed under each window, is automatically controlled by thermostat.

A complete ventilating system provides fifty cubic feet of fresh, water-washed and warmed, air per minute to each employee.

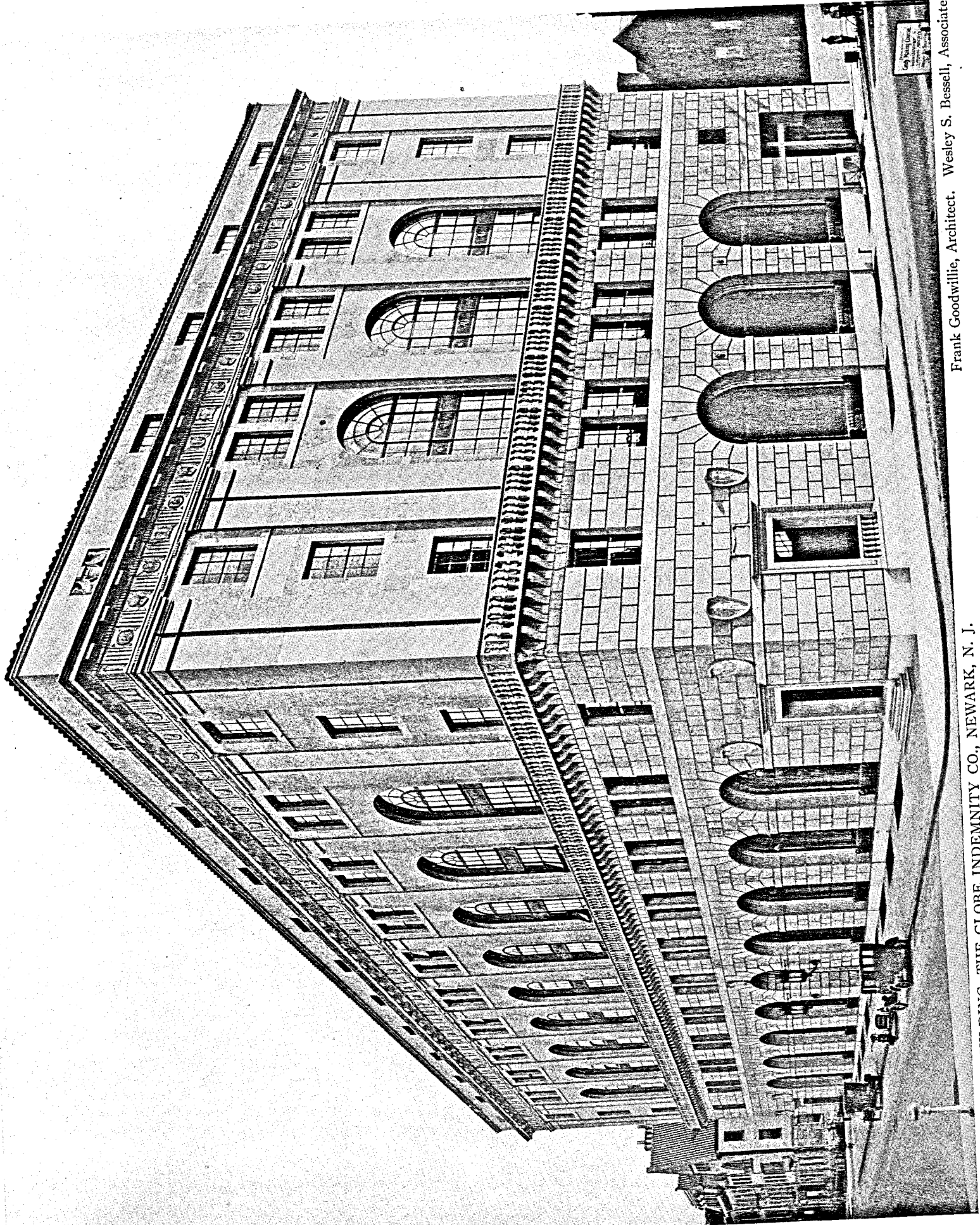
Locker and wash rooms are provided on each floor, centrally located. All office floors throughout are covered with compressed-cork tile, thus reducing all noise to a minimum.

Each floor is provided with drinking-fountains supplied with ice-water.

A complete refrigerating plant in the basement not only makes ice for table use but supplies the refrigerators in the butcher-shop, cafeteria, and kitchen, as well as delivering iced water to the drinking-fountains.

Opportunity for the Young Architect

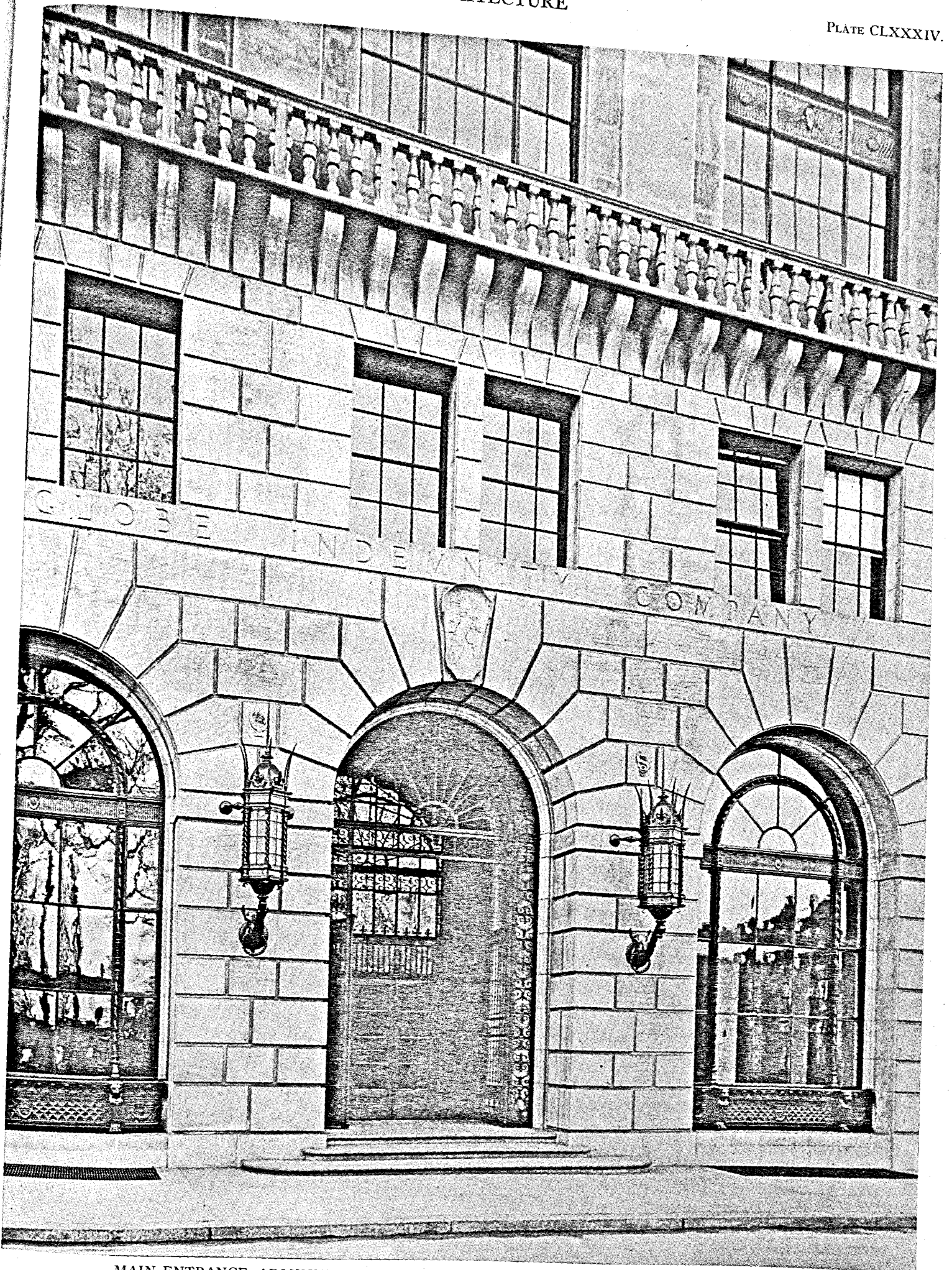
THE "Own Your Own Home" expositions should be of especial interest and value for the younger men of the profession, and we note with pleasure the names of several of the well-known young architects among the prize-winners of the recent competitions open to architects all over the country. The competitions in small-house designs have brought forth some interesting examples, and the prize plans are to be sold, with compensation made to the designers for every reproduction. The small house offers an exceptional opportunity for the young architect to show good taste, combined with practical knowledge, and the standards set by these competitions may in time have much to do with the general improvement in our suburban architecture—"a consummation devoutly to be wished." We hope to see that one result of these competitions will be to teach the man in the street to realize that it is to the architect and not to the builder that he must go for good design in small-house construction. A man of training can show his quality as much in a small-house design as in a pretentious dwelling, in fact, his task is often a much harder one.



ADMINISTRATION BUILDING, THE GLOBE INDEMNITY CO., NEWARK, N. J.

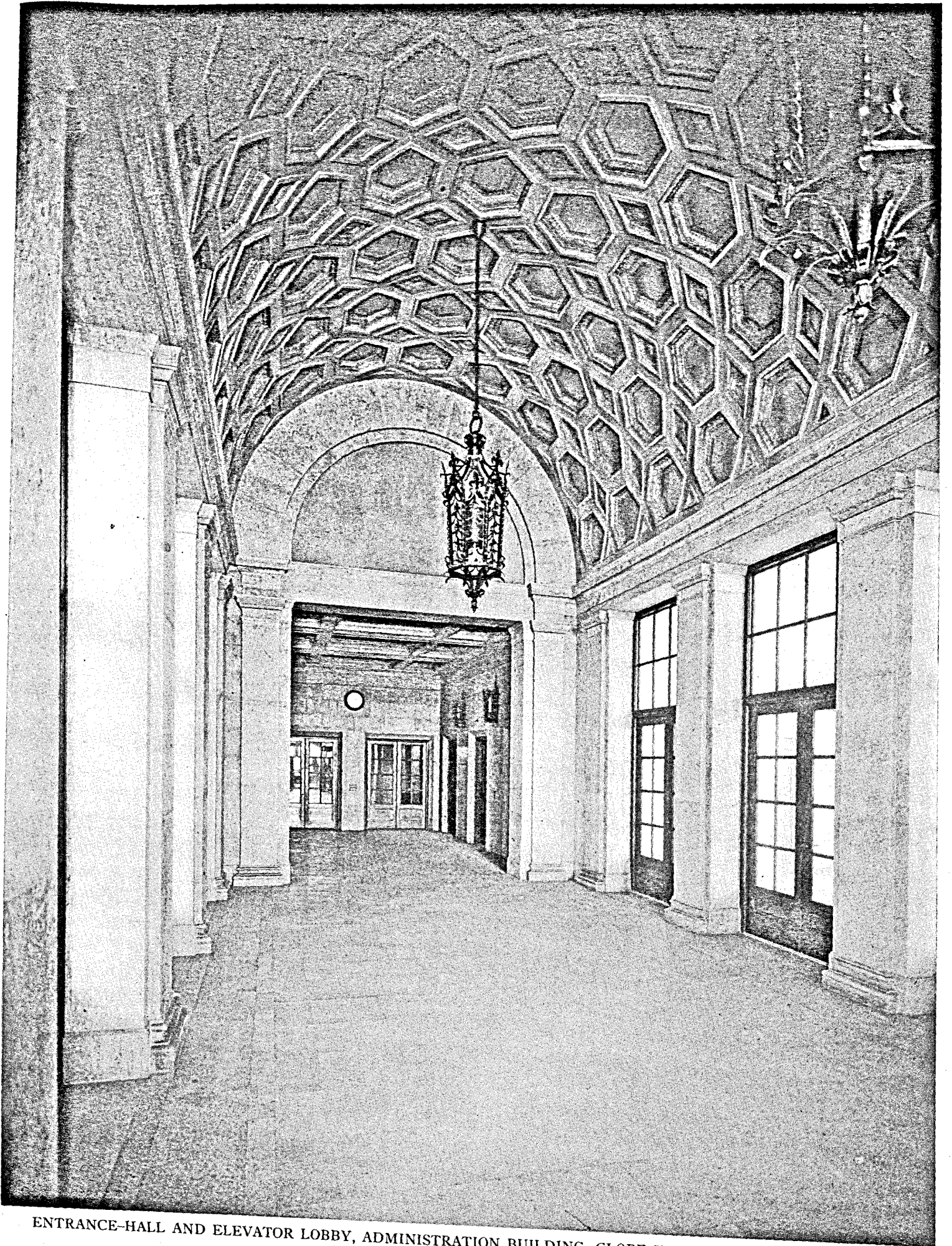
Frank Goodwillie, Architect. Wesley S. Bessell, Associate.

City Planning Office
Newark, N. J.

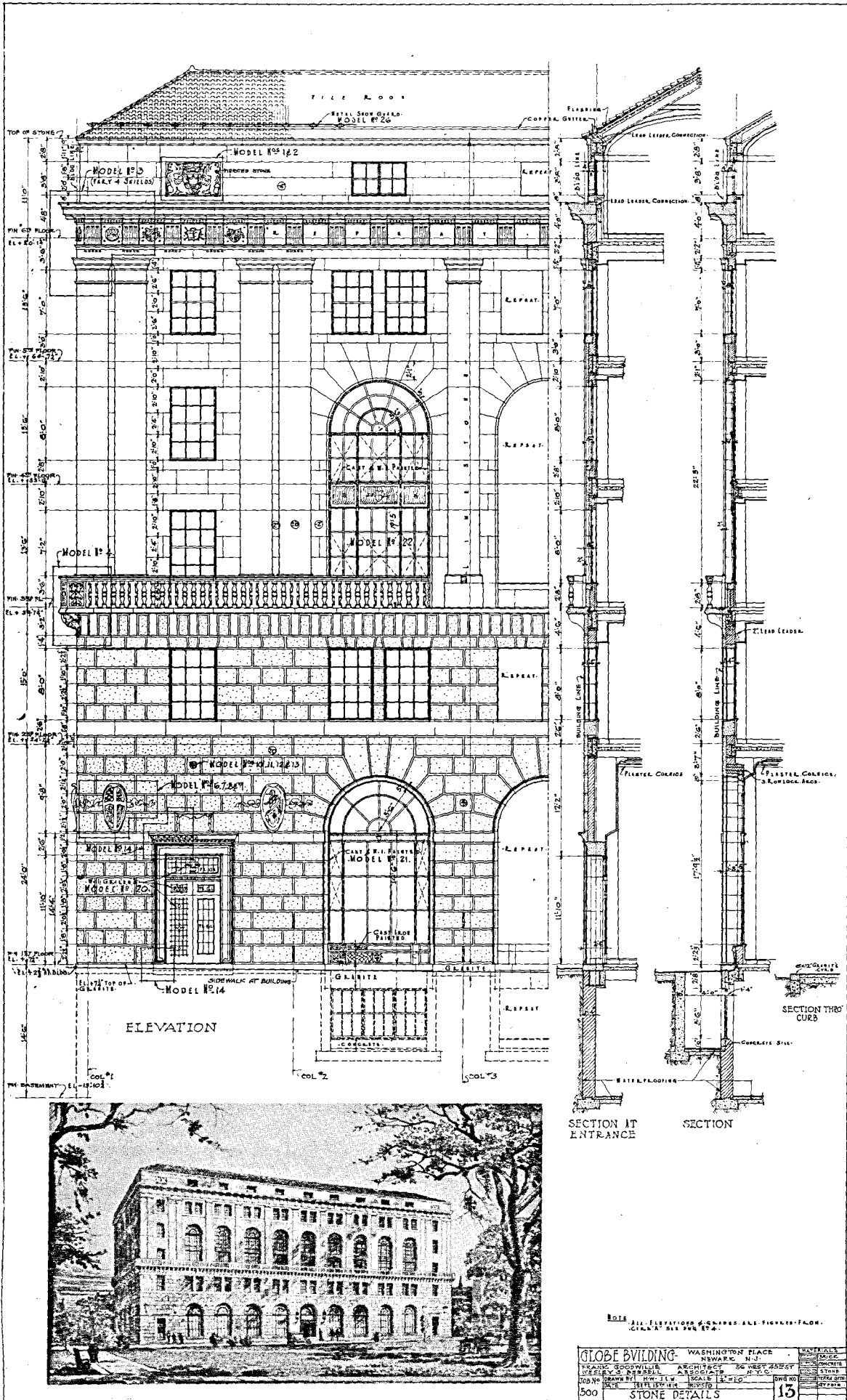


MAIN ENTRANCE, ADMINISTRATION BUILDING, GLOBE INDEMNITY CO., NEWARK, N. J.

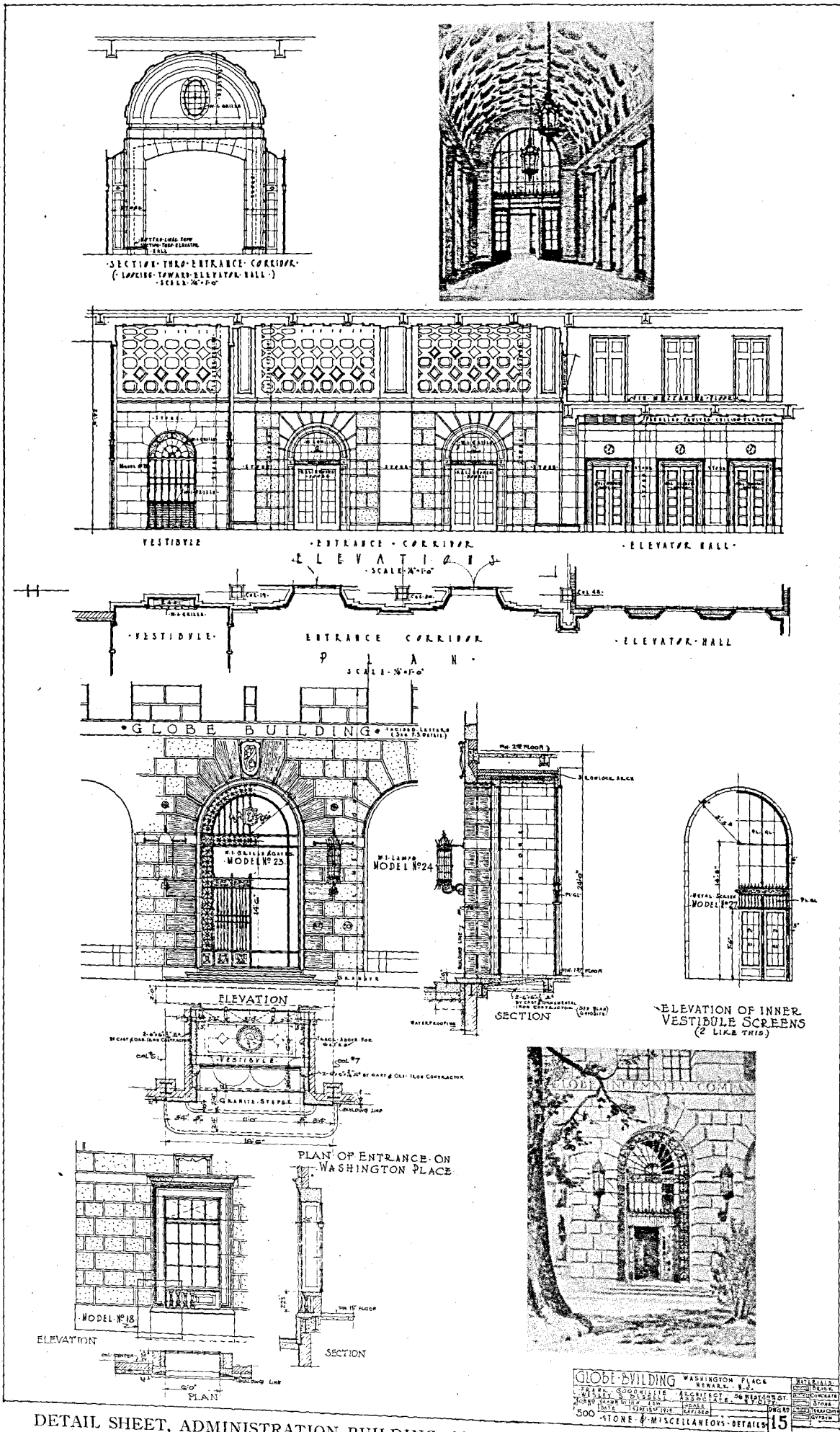
Frank Goodwillie, Architect. Wesley S. Bessell, Associate.



ENTRANCE-HALL AND ELEVATOR LOBBY, ADMINISTRATION BUILDING, GLOBE INDEMNITY CO., NEWARK, N. J.
Frank Goodwillie, Architect. Wesley S. Bessell, Associate.



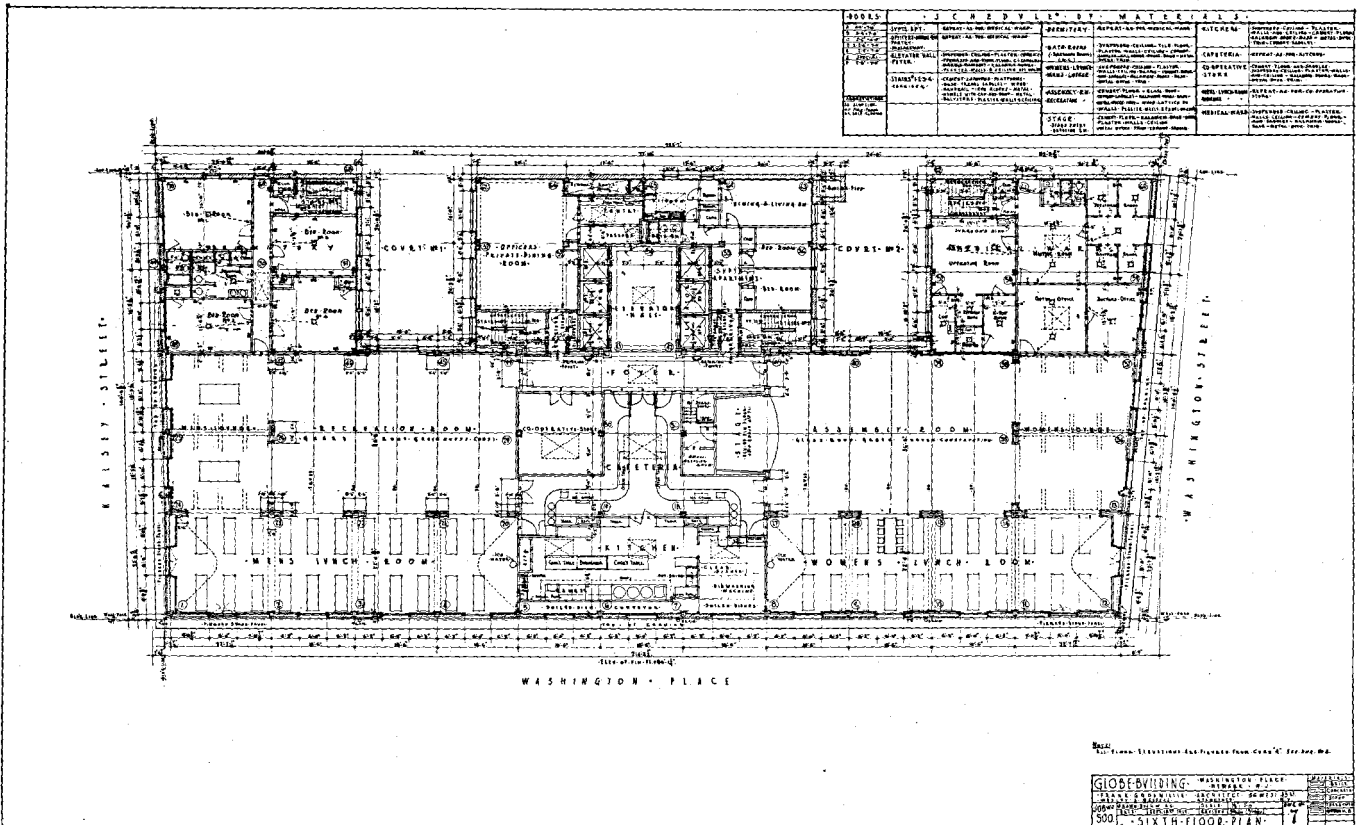
6TH FLOOR
 DETAIL SHEET, ADMINISTRATION BUILDING, GLOBE INDEMNITY CO., NEWARK, N. J.
 Frank Goodwillie, Architect. Wesley S. Bessell, Associate.



DETAIL SHEET, ADMINISTRATION BUILDING, GLOBE INDEMNITY CO., NEWARK, N. J.
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AUDITORIUM, SIXTH FLOOR.



SIXTH FLOOR (RECREATION FLOOR) AND PLAN.

Frank Goodwillie, Architect. Wesley S. Bessell, Associate.

ADMINISTRATION BUILDING, GLOBE INDEMNITY CO., NEWARK, N. J.