TODAY IN ST. LOUIS Marks the Passing of the Old City Into the New, and the Transition From Old Ideals to New Standards of Industrial Supremacy.

Teday is a big day in St. Louis,

city of Missouri have reached high-water mark in the completion of the handsomest and most substantiat wholesale hushness structure in the West. The Brown Shoe Company WILL OCCUPY TWO-THIRDS ! OF THE ENTIRE BROWN BLOCK and it is believed will have space and equip-tornt fracilities to bandle and ship Fifteen Million Dollars' worth of footwear per year.

The floor area will be more than three and one-haif (3%) acres. It is the invgest, best and most completely equipped building in the world used for the distribution of shoes from factories to retailers. The entire build-

ing has been built and equipped to produce mice than has hereinfore born hamiling of shoes, and is the f everything that is first-class, and the keynote of our trade principle-1 WHERE QUALITY COUNTS WE LEAD" | floor arches and partitions of hollow tite The completion of "The White Hones on Washington Avenue" is therefore indeed an poch in the shoe history of the United

States. Ht. Louisans and visitors to the World's Fair will remember the topography of the

Up from the river across the first main

level of the wholesale district, St. Louis reaches westward over gradually ris ground to Thirteenth street, at which po a brond accilvity sweeps up to a natu summit at Seventeenth street and Wash. ington avenue.

And there, upon the most commandin-site in the heart of the MOUND CITY looms the gigantic structure of th "WHITE HOUSE"-the "capitol" of the fa-

mous WHITE HOUSE SHOES, for men-for women, and home of "BUSTER BROWN" BLUE RIBBON SHOES for boys, for girls.

It is not too much to say that the spienthe efficie dedicated today to all that is best in modern business enterprise is re-garded by the people of St. Louis as a fit-ting culmination to the triumph of Western manufacture in making their city "the shoe

Take the high-speed elevator and run up to the roof and lock around for yourself. Here you are, away up out of the smoke and dirt of the old town, overlooking the river, the Eads bridge and East St. Louis. Away below you-morth, south same and

Away below you morth, south, east and west here the great metropolls of the Bouth broad visit of busy streets, and the throng and clang of traffic. And near by, on the south, is this country's greatest Union Sta-tion. "The "WHITE MOUSE" overlooks them all.

And more, for in the BATTLE of BUSI-

NESS strategical location counts as much in dollars and cents to the manufacturer, dasher and wearer of shoes as does Artiflery Elevation in the deadiy conflicts of war, and the situation of the Brown Shoe Company's the situation of the Brown Shoe Company's new stronghold means much to the company and to the public in the economy of cen-tralization, immediate facilities in handling deliveries, quick shipments and prompt dis-patch in the conduct of a great business in all us details.

doing up Washington avenue through the

The big building operations of the big tainable, due to the space requirements of

nearly all such structures. But that the Brown Company has solved the problem is apparent to the most crit-ical eye, and, the vast exterior of the big structure, from the solid granite bases clear

up to the cornice edge, is done in the finest style of Prench Renaissance, the entire face in ivory white enameled terra cotta. The effect is that of the most superb and

splendid beauty of design, executed without mineto inpres of detail to mar its perfect Jarge plate-glass windows, with ormamental iron frames, give light and ventilation, and all the windows of all the stories

above, on the Washington avenue. Sixteenth street and Seventeenth street sides, are also of the best plate glass. The construction is absolutely fireproof,

concrete. This steel structure is calculated

to carry a load of 300 pounds per square foot over every foot of moor surface on all No modern building is better built than

this from the fireproof point of view, or more solidly constructed from carb to con-nee, immering at once the fullest protection, to life, marcin of stocks and contents and immunity from loss by fire or interruption to business because of it,

Great credit is due and accorded to Al. bert B. Groves, the general and supervising architect of the "White liouse," St. Louis, and to James Slewart & Co., of St. Louis, general contractors.

FLOOR ARRANGEMENT.

FLOUK AKKANGEMENT. The floor arrangement is perhaps the best example of "applied system" in a distrib-uting house ever deviced. Growenlence, easy and rapid communica-tion, economy, safety, labor-saving features of every variety are exhibited at every turn. Wast, both in time and substance, has been anticipated and eliminated, hardly a useless step or an unnecessary movement is possible in the great human and struc-tural machine which evidences the experi-snce, intelligence, forethought and foresight of the men who have made the Hrown Shoe company what it is and the great building which will help make it what it is to be in the future.

BASEMENT AND SUB-BASEMENT. Here are installed the heating and cool-a system, lighting system and power

HEATING AND COOLING SYSTEM. The White House" above the first floor

"The White House" above the first floor is heated by the latest improved vacuum system. The first floor and basement are heated by the most modern blast system. All the air, before being heated passes through the McGree bing heated passes through the McGreey air washer, which in Winter is heated to a temperature of 70 degrees, and cooled in Summer to a temperature only two degrees higher that the water from the city pipes; which means that the temperature of the order that and asleptooms will be kept at practically 70 degrees the year around. UIGHTING SUGTERN

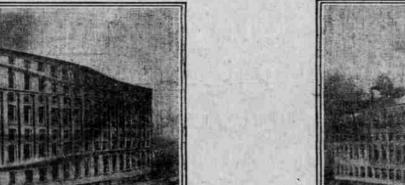
LIGHTING SYSTEM.

The "White House" is lighted with about noon incondescent lights from its own power plant. An eight-planel switchboard is this plant controls the lights on each floor from the engine-room by a separate switch. This grand canon of the wholesale district of St. Louis. the new structure is easily the most prominent thing in skint, and what is for mer grantfying. the most beautiful. For st in commercial architecture has



THE BROWN BLOCK THE WHITE HOUSE"

In Saint Louis ON WASHINGTON AVENUE - AT SEVENTEENTH ST. New Home of The Brown Shoe Company





POWER PLANT, which embodies every-thing that is latest and best OFFICES, LOBBY AND SALESROOMS

The general offices, lobby and salesrooms, occupying the main portion of the first noor, are handmomely fitted up with Engina oak Axtures and deaks to match, with plate glass and brass grilles and trimmings. The floor of the lobby and salesrooms will be

AND WHITE-ENAMELED BRICK.

The interior agrangement throughout serves the double purpose of spacious and commotious general-office headquirers with a view to pleasant and comfortable business surroundings, not for a moment forgetting the wise economy of rapid, easy business acthe wise according of rapid, easy business ac-compibility and the value of time in handling smoothly the enormous trade which flows

in and out of the big doors all day long. SHIPPING DEPARTMENT, The shipping department occupies near

And here in the shipping department is

one of the studied features of the building. for the entre space is arranged like that are called a feature space is arranged the that are called a start of the start of the start are called a start of the entre St. Charles street side built along the entre St. Charles street side of the building.

The goods routed for certain railroads are piled inside of specific doors, so the drivers of the shipping wagons always understand where they will receive freight for the va-Charles street is such that the wagons may drive close alongside of the building and the doors raised out of the way for the freight handlers; thus the cases can be easily loaded on wagons without having to

construction of new factories, but has pro-duced the reality of the finest distributing house in the where history of the shoe basi-All the work lower a winner, and it is now an established fact that the sales force

now an established fact that the sales force of the Brown Shoe Company is a sweeping bany, and you may pleture it to your mind's the country with good shoes from cocan to their argument of quality-value and price. That is as true as it is important. The per-tent is as true as it is important. The per-fect system of the Brown Shoe Company inthat is as true as it is important. The per-fect system of the Brown Shoe Company in-sures first-class service to dealers, and co-incidentally the greatest possible shoe value to the consumer. The "White House" is equipped with a pri-wate individual telephone central station

The connect of the Sword of Success, under the bar All the factories will be directly connected of the Square Deal and Honest Shoes,



run by its own MAGNIFICENT 550-HORSE- | with this building by its private individual wires. Telephones are so placed that con-nections can be had with the various of fices without loss of time in traveling back and forth, Hurry calls for shoes from mer-

chants in St. Louis, or throughout the entire country, can be immediately of through long-distance connect AN AUTOMATE' CARRIER, co

signed for the Brown Shoe Company, with THE INTERLOCKING RUBBER TILE. a capacity of down CASES PER DAY, takes which probably is the handsemest and best door in use today. The write a capacity for any destroy has addreally and delly scoted with DARK TENNESSEE MARBLE

the conveyed to various locations by gravity carriers, there to be placed in stock. Up on the eighth floor your guide street him that here is the ASSEMBLY ROOM of the company. Here will be held the new relabrated semi-annual meetings of the salesmen, where "the men that sell the shoes" get together, and it means a lot,

this ASSEMBLY ROOM, to every man of the Brown Shoe Company. There trade commu-and criticisms are cashed into corrected rors, weaknesses brought to light, str points are emphasized, and everything that

honest exchange of experience and opinion can do to make these shore still better than before is done in the assemble room. Other meetings are beid here, as occasion arises, and a seating enpacity is provided to ac-

commodate the entire selling force, together with all staff men at headquar THE GRAVITY CONVEYORS the "WHITE HOUSE" are a spiral chutes, which almost in piled inside of specific doors, so the drivers THE GRAVITY CONVEYORS provided in the "WHITE HOUSER's as a present of spiral chuices, which almost instantly take rious roads. The sidewalk constructed on St. have been packed, to the shipping depart-ment. Open cases of goods can also be convered by this system from the various floors to the packing department the equip-ment being sufficient to bandle practically to handle practically

It is not much wonder then that thesa
It is not much w It is not much wonder then that these stupendous strides in growth and the un-tion of One llundred and precessitated the



Factors - A and B, where are produced our WHITE HOUSE SHOES' PLANT (NO. 2). Factors - A and B, where are produced our WHITE HOUSE SHOES for men, for which were slives a Double Grand Frite at the Louisiana Forchase Exposition at S tailed at \$2.50 to \$3.00.

WHITE HOUSE SHOES have HIGH GRADE, FINE SHOE CHARACTER which at once classes them in style and up-to-date features with the best shoe productions of the WHITE HOUSE SHOES for women are sold at \$3.00, \$3.50 and \$4.00. WHITE HOUSE SHOES for men are sold at \$3.50, \$4.00 and \$5.50.

apacity in value, of WHITE HOUSE AND USONA SHOES, \$3,505,000



"HOMES-TAKE" PLANT (No. 5).

Located on block bounded by Russell Avenue. Allen's Lane. Tweifth and Thir-Factory D, where are produced our ENTERPRIES MODES for women and children, made in vice kild and box call leathers, and in this shoe the Company is giving the greatest possible trade values from the standpoints of honest shoe constituted on give wearing merit and at the same time good style and fitting qualities, at popular prices so at the make maning great every day sellers for the trade. Here also two and Children soil scoording to sizes at \$1.55 to \$2. Annual producting capacity in value, of ENTERPRISE, PAR VALUE and other brands made in this plant, \$2,760,000,

I. H. SAWYER E. F. SHAW Of Our Present Annual Manufacturing Capacity

GEORGE WARREN BROWN.

President,

"WHITE HOUSE SHOES" Plant\$	3,505,000
"BLUE RIBBON" Plant	1,500.000
"BUSTER BROWN" Plant	2,010,000
"HOMES-TAKE" Plant	2,760,000
"MOBERLY" Plant	2,250,000
Total	12,025,000

"BLUE RIBBON" PLANT (No. 3).

GEORGE E. SOUTHWICK.

Secretary and Treasurer,

Located - Jefferson Avenue and Mullauphy Street. In the City of St. Louis, where are produced our new world-wide known BLETER BROWN RLUE BIRD of according to size from \$1.50 to \$7.50; nere are also made our almost equally QUEEN B SHOES for women, a shoe of wearing merit and elegance of appearance, popular retailers at \$2.00 to \$2.50.

Annual producing capacity in value, of BUSTER BROWN BLUE RIBBON, QUEEN B SHOES for women, \$1,509,090.

Beownis \$5 \$ Shoes,

MADE BY

THE BROWN SHOE CO.

ST. LOUIS, U. S. A

OFFICERS AND DIRECTORS

JOS. H. ROBLEE,

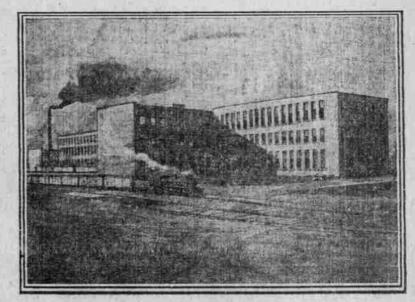
Vice-President,

A. M. ROBLEE W. F. ARMSTRONG

"BUSTER BROWN" PLANT (No. 4).

Located Seventsenth Street and Lucas Avenus, in the City of St. Louis Here are produced in Factory K, our HUSTER BHOWN BLUE RIBHON SHORS for boys, now being sought after in all parts of this country, sold according to size from 81.5 to 83.00, and in Factory E we make our great REPEATER SHOE for men, in the various fine shoe leathers in 1 Welts, popular rotallers at \$2.50 to \$3.00 per pair, also our famous MOUND CITY LINE, which consists of high top shoes for Sportsmen. Prospectors and Surveyors, as well as regular cuts for Railroad Men. These shoes are re-tailed at \$3.00 to \$3.50 in regular cuts and from \$3.00 to \$4.00 to the high tops.

Annual producting capacity in value, of BUSTER BROWN BLUE RIBBON , SHOES for and REPEATER and MOUND CITY SHOES for men, \$2,010,000.



MOBERLY PLANT (No. 6). d'amour OX CALF SHOES for men and boys.

leather for these shoes is made under our own special specifications to y the greatest value yet produced in EVERY-DAY WORK SHOES for insertion people. It is the intention of our Company to make this brand ndard of quality with the trade for which it is especially constructed. This is our latest plant, which started opersion Dec. 12, 1906. An-nual producing capacity of this plant in value, \$2,250,000.

CAPACITY OVER TWELVE MILLION DOLLARS PER Increase in Manufac-turing Capacity During OVER FOUR MILLION DOLLARS ANNUM INCREASE IN SHIPMENTS \$1,143,740.45 WHERE OUALITY COUNTS WE LEAD