

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.

Today is a big day in St. Louis. The big building operations of the city of Missouri have reached high water mark. In the completion of the handsome and most substantial wholesale business 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 equipment to handle and ship fifteen million dollars' worth of footwear per year. The floor area will be more than three and one-half (3 1/2) acres. It is the largest, best and most completely equipped building in the world used for the distribution of shoes from factories to retailers. The entire building has been built and equipped to produce greater economies than has heretofore been known in the handling of shoes, and is the embodiment of everything that is first-class, and the keynote of our trade principle—'WHERE QUALITY COUNTS WE LEAD.' The completion of 'The White House on Washington Avenue' is therefore indeed an epoch in the shoe history of the United States.

St. Louisans and visitors to the World's Fair will remember the topography of the business section.

Up from the river across the first main level of the wholesale district, St. Louis reaches westward over gradually rising ground to Thirteenth street, at which point a broad activity sweeps up to a natural summit at Seventeenth street and Washington Avenue.

And here, upon the most commanding site in the heart of the MOUND CITY, looms the gigantic structure of the 'WHITE HOUSE'—the 'capitol' of the famous WHITE HOUSE SHOES, for men, for women, and boys, of 'BUSTER BROWN' BLUE RIBBON SHOES for boys, for girls.

It is not too much to say that the splendid edifice dedicated today to all that is best in modern business enterprise is regarded by the people of St. Louis as a fitting culmination to the triumph of western manufacture in making their city 'The shoe shop of the world.'

Take the high speed elevator and run up to the roof and look around for yourself. Here you are, away up on the roof of the old town, overlooking the river, the Eads bridge and East St. Louis. Away below you—north, south, east and west—lies the great metropolis of the south-west—a panorama of commercial activity—broad vistas of busy streets and the throng and clang of traffic. And near by, on the south, is this country's greatest Union station.

The 'WHITE HOUSE' overlooks them all.

And more, for in the BATTLE OF BUSINESS strategic location counts as much in dollars and cents to the manufacturer, dealer and wearer of shoes as does aerial elevation in the deadly conflicts of war, and this situation of the Brown Shoe Company's new stronghold means much to the company and to the public in the economy of centralization, immediate facilities in handling deliveries, quick shipments and prompt dispatch in the conduct of a great business in all its details.

Going up Washington Avenue through the grand canyon of the wholesale district of St. Louis, the new structure is easily the most prominent thing in sight, and what is still more gratifying, the most beautiful.

For art in commercial architecture has until very recently been practically unattainable, due to the space requirements of nearly all such structures.

But, that the Brown Company has solved

the problem is apparent to the most critical eye, and the vast exterior of the big structure, from the solid granite base clear up to the cornice edge, is done in the finest style of French 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 a single lapse of detail to mar its perfect finish.

Large plate glass windows, with ornamental 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, floor arches and partitions of hollow tile fireproofing, carried by steel columns, beams and girders on cast iron base plates sunk to solid rock or resting on a foundation of concrete. This steel structure is calculated to carry a load of 30 pounds per square foot over every foot of floor surface on all floors.

No modern building is better built than this from the fireproof point of view, or more solidly constructed from curb to cornice, insuring at once the fullest protection to life, safety of stock and contents, and immunity from loss by fire or interruption to business because of it.

Great credit is due and accorded to Albert B. Groves, the general and supervising architect of the 'White House,' St. Louis; and to James Stewart & Co., of St. Louis, general contractors.

FLOOR ARRANGEMENT.

The floor arrangement is perhaps the best example of 'open-plan' in a distributing house ever devised.

Convenience, easy and rapid communication, economy, safety, labor-saving features of every variety are exhibited at every turn.

Waste, 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 structural machine which evidences the experience, intelligence, forethought and foresight of the men who have made the Brown Shoe company what it is and the great building which will help make it what it is to be in the future.

BASEMENT AND SUBBASEMENT.

Here are installed the heating and cooling system, lighting system and power plant.

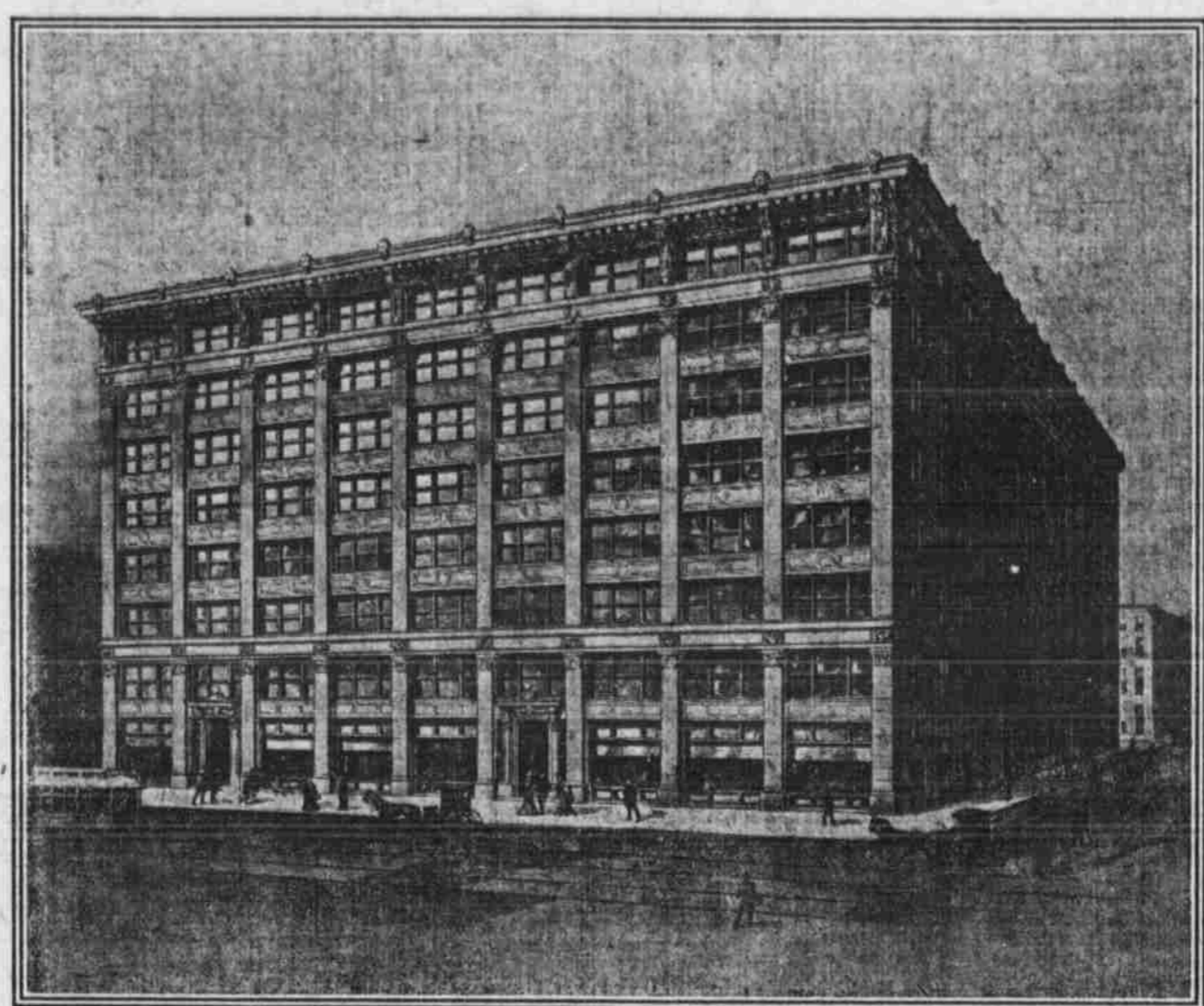
HEATING AND COOLING SYSTEM.

'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 McCreey air washer, which in winter is heated to a temperature of 70 degrees, and cooled in summer to a temperature only two degrees higher than the water from the city pipes; which means that the temperature of the office, lobby and salesrooms will be kept at practically 70 degrees the year around.

LIGHTING SYSTEM.

The 'White House' is lighted with about 3,000 incandescent lights from its own power plant. An eight panel switchboard in this plant controls the lights on each floor from the engine-room by a separate switch. This means that if the lights on one floor should become incapacitated, the other floors would not be affected while repairs are being made.

This system, as well as all motors for running elevators, carrier system, fans, etc., is run by its own MAGNIFICENT 50-HORSE-POWER PLANT, which embodies everything that is latest and best.



THE BROWN BLOCK
"THE WHITE HOUSE"
In Saint Louis
ON WASHINGTON AVENUE—AT SEVENTEENTH STREET
New Home of The Brown Shoe Company

OFFICES, LOBBY AND SALESROOMS.

The general offices, lobby and salesrooms, occupying the main portion of the first floor, are handsomely fitted up with English oak fixtures and desks to match, with plate glass and brass grilles and trimmings. The floor of the lobby and salesrooms will be THE INTERLOCKING RUBBER TILE, which probably is the handsomest and best floor in use today. The walls are wainscoted with DAIKI TENNISER, STABLE AND WHITE ENAMELED BRICK.

The interior arrangement throughout serves the double purpose of spacious and commodious general office headquarters with a view to pleasant and comfortable business surroundings, not for a moment forgetting the wise economy of rapid access business accessibility 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 nearly one-half of the first-floor space, and here in the shipping department is one of the studied features of the building, for the entire space is arranged like that of a first-class freight depot, with what are called 'jackknifed' doors, eight in number, being along the entire 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 when they will receive freight for the various roads. The sidewalk constructed on St. 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 be trucked and piled on a platform or sidewalk, as is now the general custom. This means economy and dispatch in the shipment of goods.

'Ship immediately; I need the goods right now; am waiting for them; live the cry from many of the 18,000 customers of the Brown Shoe company, has now lost its terror for the shipping clerks and freight handlers of the big concern.

The years 1903, 1904, 1905, have each shown a gain in shipments of one million dollars over each preceding year, and for 1906 the usual annual million gain has been surpassed by a good amount, regardless of the interruption in shipping on account of moving operations during the last ten days of December.

It is not much wonder that these stupendous strides in growth and the unceasing activity of a superb sales organization of one hundred and three live representatives has not only necessitated the construction of new factories, but has produced the reality of the finest distributing house in the whole history of the shoe business of the country.

All the world leaves a winner, and it is now an established fact that the sales force of the Brown Shoe Company is sweeping the country with good shoes from ocean to ocean, from Boston to San Francisco, with their argument of quality-value and price, that is as true as it is important. The perfect system of the Brown Shoe company insures first-class service to dealers, and coincidentally the greatest possible shoe value to the consumer.

The 'White House' is equipped with a private individual telephone central station. All the factories will be directly connected with this building by its private individual wires. Telephones are so placed that connections can be had with

the various offices without loss of time in traveling back and forth. Hurry calls for shoes from merchants in St. Louis, or throughout the entire country, can be immediately taken care of through long-distance connections.

AN AUTOMATIC CARRIER, especially designed for the Brown Shoe Company, with a capacity of 4,000 CASES PER DAY, takes goods directly from the sidewalk and delivers to any floor desired, at the will of the receiving clerk. On each floor the cases can be conveyed to various locations by gravity carriers, there to be placed in stock.

Up on the eighth floor your guide steps off, to the left, and tells you as you follow him that here is the ASSEMBLY ROOM of the company. Here will be held the now celebrated 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 comments and criticisms are cashed into corrected errors, weaknesses brought to light, strong points are emphasized, and everything that honest exchange of experience and opinion can do to make those shoes still better than before is done in the assembly room. Other meetings are held here, as occasions arise, and a seating capacity is provided to accommodate the entire selling force, together with all the staff men of the Brown Shoe Company.

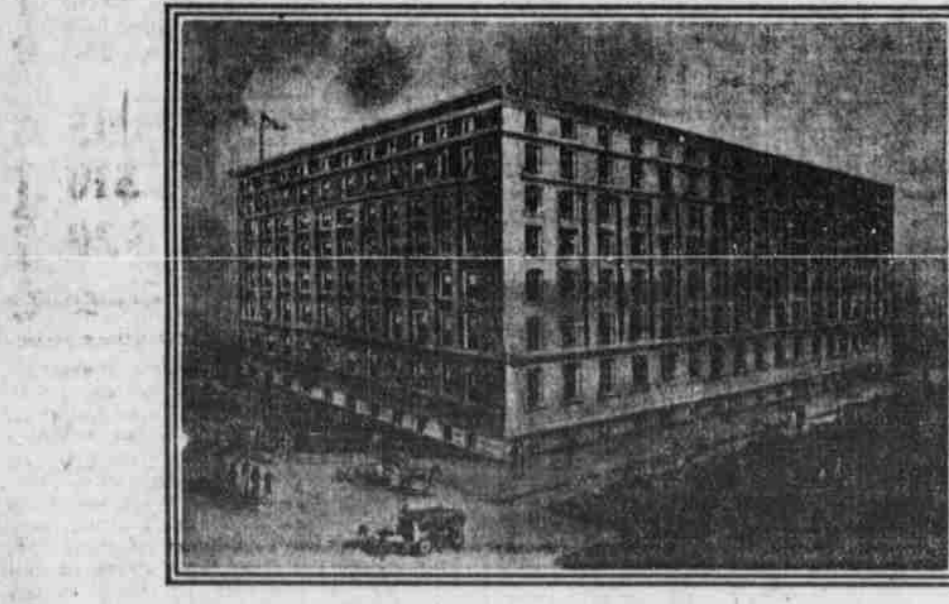
THE GRAVITY CONVEYORS provided in the 'WHITE HOUSE' are a system of apron chutes, which almost instantly take goods from the various floors, after they have been packed, to the shipping department. Open cases of goods can also be conveyed by this system from the various floors to the packing department, the equipment being sufficient to handle practically any volume of business. This gravity conveyor system was especially designed and constructed for the Brown Shoe Company.

A PHALANX OF FACTORIES.

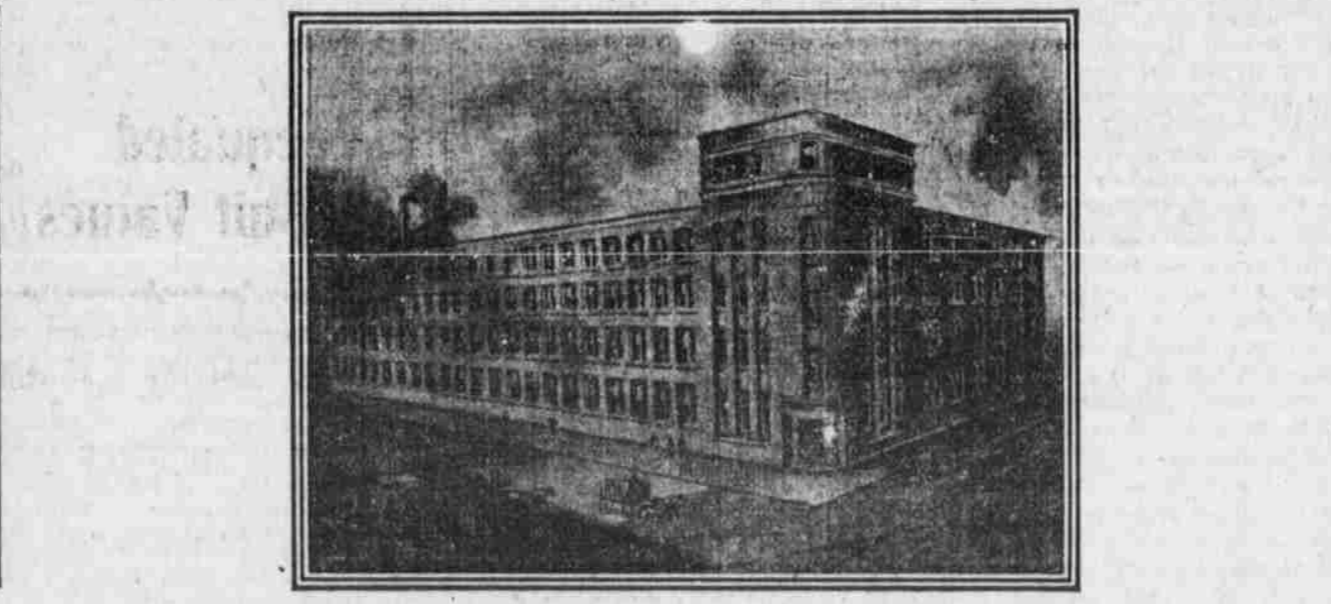
Nowhere in the West, and probably nowhere, anywhere, is there any shoe manufacturing concern so intelligently articulated in all its parts or as strategically situated; for, by its very location, the management is enabled to gather at one grasp all the realms of organization.

No shoe house, perhaps, in the world enjoys quite the same ideal labor conditions—peace in the ranks; willing workmen and workwomen—and as loyal a legion as ever served any good cause in anything. Skilled hands and good factory morale—and good services; and good treatment all around. You can't help but notice this in your turn through the factory buildings; the way the amble peeps out whenever you put a question or ask an operative to explain some step or other in the process; and it's a mighty good thing, too, for it helps mightily to make good workmen, and that in turn helps good workmen make good shoes.

Such, in brief, is the story of the 'WHITE HOUSE' in St. Louis, where is located the vast establishment of the Brown Shoe Company, and you may picture it to your mind's eye if you will as a business power, with its staff militant, so to speak, in the heart of it, all its divisions and contributing forces ready-in close position. A compact, organized, aggressive business army, supported by loyalty, officiated by intelligence, regulated by Economy, drilled by Experience, controlled by Judgment and led by Enterprise—winning the Battle of Competition by the Sword of Success, under the banner of the Square Deal, and Honest Shoes.



"WHITE HOUSE SHOES" PLANT (No. 2).
Located—Eighteenth and Wash Streets, in the City of St. Louis.
Factories A and B, where are produced our WHITE HOUSE SHOES for men, for women, the shoes which were given a Double Grand Prize at the Louisiana Purchase Exposition at St. Louis in 1904, the only exhibit of shoes given such distinction. Here are also made our USONA WHITE HOUSE SHOES, retailed at \$2.99 to \$3.99.
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 products of the United States.
WHITE HOUSE SHOES for men are sold at \$3.50, \$4.00 and \$5.00.
Annual producing capacity in value, of WHITE HOUSE and USONA SHOES, \$3,505,000.



"BLUE RIBBON" PLANT (No. 3).
Located—Jefferson Avenue and Mullapby Street, in the City of St. Louis.
Factory F, where are produced our now world-wide known BUSTER BROWN BLUE RIBBON SHOES for girls, sold according to size, from \$1.50 to \$2.50; here are also made our almost equally celebrated 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 SHOES for girls, and QUEEN B SHOES for women, \$1,500,000.



"BUSTER BROWN" PLANT (No. 4).
Located—Seventeenth Street and Lucas Avenue in the City of St. Louis.
Here are produced, in Factory K, our BUSTER BROWN BLUE RIBBON SHOES for boys, now being sought after in all parts of this country, sold according to size, from \$1.75 to \$3.00, and in Factory E we make our great REPEATERS SHOE for men, in all sizes, retailed at \$2.50 to \$3.00 per pair; also our famous MOUND CITY LINE, which consists of high top shoes for Sportsmen, Prospectors and Survivors, as well as regular cuts for Railroad Men. These shoes are retailed at \$3.00 to \$3.50 in regular cuts, and from \$2.50 to \$3.00 in the high tops.
Annual producing capacity in value, of BUSTER BROWN BLUE RIBBON SHOES for boys, and REPEATERS and MOUND CITY SHOES for men, \$2,010,000.



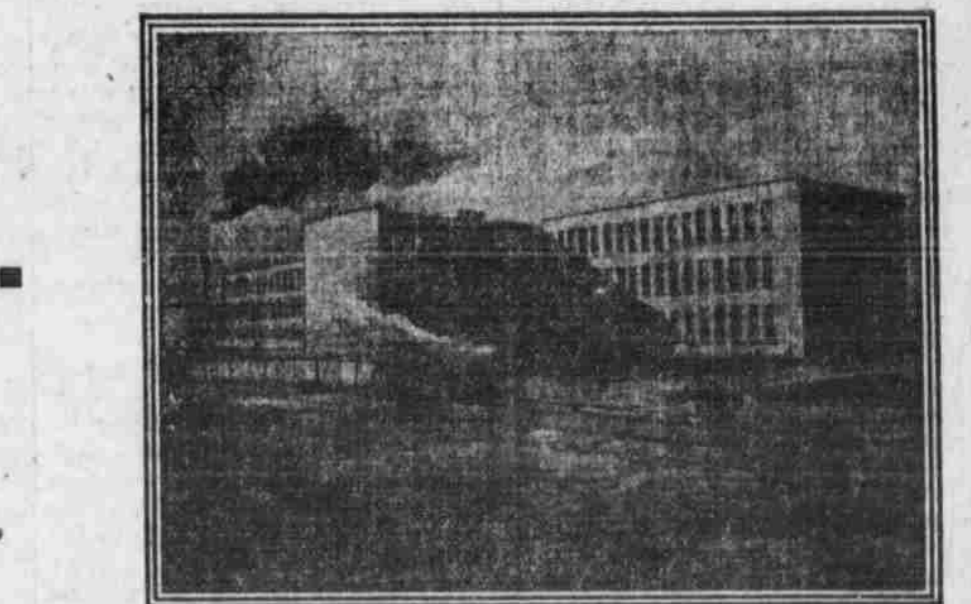
"HOMES-TAKE" PLANT (No. 5).
Located on block bounded by Russell Avenue, Allen's Lane, Twelfth and Thirteenth Streets, in the City of St. Louis.
Factory D, where are produced our ENTERPRISE SHOES for women and children, made in vici kid and box calf leathers, and in this sale the Company is giving the greatest possible trade values from the standpoint of honest shoe construction, to give wearing merit and the same time good style and fitting qualities, at popular prices, so as to make this great every-day sellers for the trade. Here also is made the PAR VALUE, our great Every-Day Work and School Shoe for Women and Children sold according to sizes at \$1.25 to \$2.00.
Annual producing capacity in value of ENTERPRISE, PAR VALUE, and other brands made in this plant, \$2,750,000.

Brown's ★5★ Shoes
MADE BY
THE BROWN SHOE CO.
ST. LOUIS, U. S. A.

OFFICERS AND DIRECTORS:
GEORGE WARREN BROWN, President.
I. H. SAWYER, E. F. SHAW
JOS. H. ROBLEE, Vice President.
A. M. ROBLEE, W. F. ARMSTRONG
GEORGE E. SOUTHWICK, Sec'y. and Treas.

RECAPITULATION
Of Our Present Annual Manufacturing Capacity

"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



MOBERLY PLANT (No. 6).
Factory O, where are now produced our famous OX CALF SHOES for men and boys.
The leather for these shoes is made under our own special specifications to supply the greatest value yet produced in EVERY-DAY WORK SHOES for the American people. It is the intention of our Company to make this brand a standard of quality with the trade for which it is especially constructed.
This is our latest plant, which started operation Dec. 12, 1905. Annual producing capacity of this plant in value, \$2,250,000.

Manufacturing Capacity Over **TWELVE MILLION DOLLARS PER ANNUM**
Increase in Manufacturing Capacity During Past Year **OVER FOUR MILLION DOLLARS PER ANNUM**

INCREASE IN SHIPMENTS \$1,143,445 FOR 1906 OVER 1905

WHERE QUALITY COUNTS WE LEAD