

A MONUMENTAL ENTERPRISE

THE WORLD'S FIRST SHOE AND LEATHER FAIR

By JOHN RIDLEY

ORAN McCORMICK, president of the First World's Shoe and Leather Fair, was born in West Virginia in 1864. He was early educated in the manufacture of shoes, traveled for several years as a commercial shoe salesman, began to issue "The Illustrated Footwear-Fashion" in Boston, November, 1899, and has published the same to the present time.

The idea of a shoe fair evolved in his brain at the Pan-American Exposition in Buffalo about eight years ago. Since that time he has worked unceasingly to bring about the present results, believing that the best returns from expositions could only come from those which represent, fully, a single industry rather than an exhibit showing a spattering of many lines of commerce and not a complete display of any.

Mr. McCormick in his work of building the First World's Shoe and Leather Fair met with many obstacles which he had to overcome. First of all the October 1907 panic set in and greatly hampered the project. This happened about the time

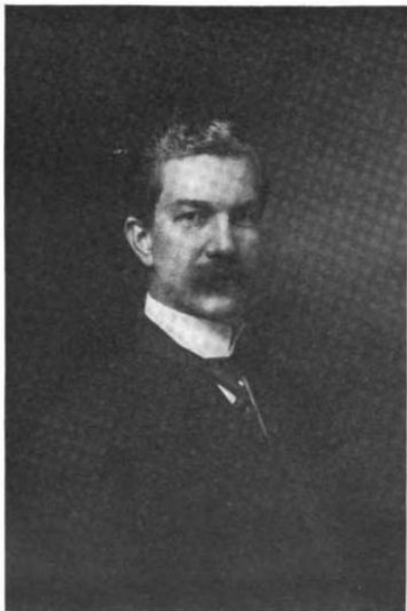
the building had been started. Next, the builders put in a bad foundation, which had to be removed and replaced, causing the postponement of the fair for a year.

The second builders badly placed part of the steel trusses, which had to be re-erected and which made it necessary for Mr. McCormick to take over the work of building as well as financing the enterprise. This he did in October, 1908, and has since had full charge of the construction, giving his personal attention to the many details.

His perseverance beyond a doubt has made the enterprise a success, and given to Boston and New England the finest exposition and convention hall in America.

The great exposition building, the largest and most practical structure for large gatherings on the American

continent, is completed. The greater part of the exhibits are in place and all will be ready to open the doors when the day for the occasion arrives. Then hundreds may view and review the largest exposition representing a single



ORAN McCORMICK, PRESIDENT WORLD'S SHOE AND LEATHER EXPOSITION



THE GREAT EXHIBITION BUILDING OF THE WORLD'S FIRST SHOE AND LEATHER FAIR



THE NEW ENGLAND SHOE AND LEATHER ASSOCIATION INSPECTING THE
EXHIBITION BUILDING

industry the world has ever known.

Some idea may be obtained of the size of this project by a consideration of the following facts.

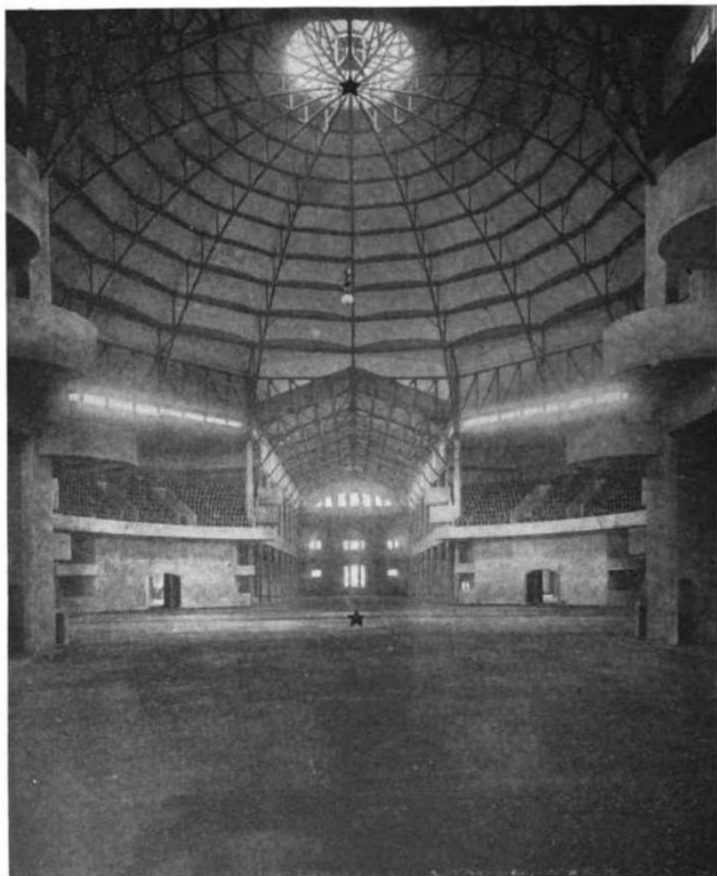
The building, in point of size, is one-third larger in floor area than Madison Square Garden, New York City. The interior is beyond doubt the finest acoustically of any large public structure in the world. This gives to Boston the finest music auditorium in existence.

On the roof of the building is arranged the longest aerial promenade in America; six minutes must be consumed to traverse the continuous walk around the top. At each corner of the building along the walk the visitors may stop to partake of refreshments in the ladies' tea and ice cream room tower, situated on the front nearest the Harvard Bridge, a cool drink in the men's café tower near the New West Boston Bridge, a light lunch in either one of the two rear towers, or rest on the portico front and enjoy the cool breezes blowing from the Charles River basin, while being entertained by

a select ladies' orchestra of fourteen pieces.

The building will be the most brilliantly lighted edifice in this country. Forty-four flaming arc lights will blaze from the exterior and thousands of Tungsten lights with special reflectors to electrify in dazzling splendor the interior will combine to make the most brilliant evening scene ever created.

Seventy-five thousand dollars' worth of plate glass and mahogany cases will be uniformly arranged in the main auditorium and along the balcony promenade to display shoes. This feature in itself dwarfs all past attempts to display goods since expositions were first recorded. The working exhibit of the United Shoe Machinery Company and the Singer Sewing Machine Company will be the most complete shoe-making plant ever installed in an Exposition building. In this shop may be seen each and every process of the shoe-making craft by power machinery. The cost of installing this model factory and operating it during the month of July will amount to more than \$100,000.



INTERIOR OF THE GREAT ROTUNDA

The restaurant and kitchen equipment in this building is of the most modern construction. The food is to be the best at reasonable rates. The telephone service in the building is in keeping with the rest of the project, the switchboard being the largest ever installed for the use of a single enterprise.

One of the most interesting and educational features of the Fair will be a complete shoe factory, with a capacity of three hundred pairs a day. This unique working exhibit of a modern shoe plant will occupy a space one hundred by

twenty feet, and will be two stories high.

Every part of a shoe, from the assembling of the materials to the last stitching, will be explained by competent and experienced shoe workers. The latest machinery will be used and in every respect the exhibit will be a model shoe plant.

In connection with this exhibit the United Shoe Machinery Company will issue an invaluable booklet explaining all the processes of construction, and it will be so comprehensive that it will serve as an illustrated textbook for every visitor to keep for future reference.



GEORGE W. STEWART

Mr. Stewart whose band will play at The First World's Shoe and Leather Fair, had entire charge of all the music at the St. Louis Exposition.



EMIL MOLLENHAUER

Mr. Mollenhauer is one of the foremost musicians of his time. He will conduct the band at The First World's Shoe and Leather Fair.

No attempt will be made to rush shoes through on record time; but instead every shoe will be perfect and illustrative of the highest quality of American shoe-making. The exhibit will be confined to the making of men's Goodyear shoes, but the skilled instructors will explain the manufacture of all grades and styles.

The musical success of the First World's Shoe and Leather Fair is as assured as that of all the other departments of the Exposition, this feature having been placed in the most expert of hands through the engaging of George W. Stewart's band of fifty pieces, under the leadership of Emil Mollenhauer, who, as a bandmaster, is with the world's greatest.

George W. Stewart is well known throughout the world as an unquestioned leader in the furnishing of high-class musical attractions. When Major Henry L. Higginson had under consideration the formation of the Boston Symphony Orchestra, young Stewart was one of the musicians with whom he frequently conferred. He was for ten years one of the trombone players of the Boston Symphony Orchestra, which position he re-

signed in 1888 to organize what is now known through the country as the Boston Festival Orchestra. Ten years later he organized Stewart's Boston Band. He was the unanimous choice of the Executive Committee of the St. Louis Exposition for the position of Musical Director. In 1903 he visited Europe, France, Germany, Austria and Russia, with a view of bringing to the St. Louis Exposition the most famous bands in the world. He was received with marked attention by the European governments, and in London, Paris, Berlin and St. Petersburg, private concerts were arranged for him as follows: London, by the Grenadier Guards band; Paris, by the Garde Republicaine; Berlin, by the Third Guard and Third Chevalier Guard combined; St. Petersburg, by the Chevalier Garde.

There could scarcely be a more ideal location for an Exposition. The building fronts upon the magnificent new Charles River basin, which is being created at a cost of several millions of dollars, and its wide and beautiful sweep of water helps to make the site of the Fair building one of the coolest in this part of the State.

The view embraces the gilded dome of the State House, the new \$3,000,000 Cambridge bridge, historic Bunker Hill monument, many of the prominent Boston churches and other striking architectural features. The basin itself will be a veritable paradise for the owners of motor boats, canoes and sailboats.

A large number of special excursions are to be run in connection with the Fair by the Boston & Maine Railroad, and it is probable that the other railroads centering in Boston will also advertise popular one-day trips. In addition to these, there will be numerous regular July excursions from up-country points, so that there will be abundant opportunity for the New England public to see and enjoy the Fair.

Its presence here—and it is to be a permanent annual affair—will have the effect of focusing the attention of the entire shoe and leather world upon Boston and the Fair, if properly supported, will do much not only to help New England retain its prestige as the leading leather centre of America, and of the world, but will be an educational influence that will help and inspire every person connected with the business of producing shoes and other products of leather in this section, from the big manufacturer, employing three thousand or four thousand workmen, down to the smallest retail dealer in shoes struggling to establish a successful business on borrowed capital.

The Exposition opens July 1, 1909, at eight o'clock, P. M.

The turning on of the lights at that hour will constitute the biggest blaze of electricity ever seen in New England.

No other Exposition structure is so ideally located for summer gatherings as this, the waterway before it being fully one-half mile wide and three miles long, giving the best opportunities for motor boating, which is exceedingly enjoyable in the twilight. This basin has within the last six months been made an even tide by the closing of the great dam built at tremendous cost, where the old Craigie bridge stood (the bridge that Longfellow refers to in his famous poem, "The Bridge").

Almost constantly through the summer months, a cool breeze which is always delightfully refreshing blows across this body of water. There is no place on earth where the shoe retailer, especially from inland States, may combine business and pleasure to such a degree as at the First World's Shoe and Leather Fair building on the Charles River basin.

We predict for this institution not only the commercial usefulness which is its aim, but a popularity with the general public as well.

The beautiful building on the Charles River waterfront with its lights and music and its accessibility will be the Mecca of thousands of those who love to connect with their recreation something of instruction and the pleasure of the life and movement of important things.



VIEW OF EXHIBITION BUILDING FROM THE CHARLES RIVER