

The Merchandise Mart of Chicago, Twice the Size of the World's Largest Business Building, to Cost \$30,000,000.

## GIGANTIC MERCHANDISE MART TO BE TWICE SIZE OF WORLD'S LARGEST BUSINESS BUILDING

**New Project for Chicago's Great Central Market to Cost \$30,000,000—Involves the Greatest Single Development of Air Rights in the West.**

**Foremost Manufacturers, Wholesalers and Importers Will Be Housed Under One Roof in New Wholesale District; Inbound and Outbound Freight Station on Ground Floor of Building; Club in Tower for Nation's Merchants.**

Chicago, (Special).—Chicago is to have a gigantic Merchandise Mart housed in its own building, which will be twice the size of the largest business building in the world. This mammoth structure, two city blocks in length, 18 to 23 stories high, is planned for the service and convenience of merchandise buyers of the United States and to achieve for Chicago a still greater prestige as a Great Central Market. It was declared today. It will cost \$30,000,000. Construction will begin immediately. The project will be the largest single development of air rights. The property of the new building except for caissons begins 23 feet above "datum."

The big business of the country is now done mainly in concentrated market places, as evidenced by the Garment Center and Cotton Goods Center in New York City, automobile rows in all leading cities, financial buildings, and the Furniture Mart in Chicago, where more than 700 furniture manufacturers show their products side by side, in the most modern manner and under ideal conditions. Business men have learned that the nearer they are to the centers of these market places, the greater is their opportunity for volume and profit.

The establishment of the Merchandise Mart is a dramatic development in the program to make Chicago the Great Central Market, a movement which the Chicago Association of Commerce started a number of years ago and a goal toward which it has been devoting its energies continuously ever since, under the leadership of its Foreign and Domestic Commerce committees.

Located on River Front. This great Mart, which will house sales quarters and merchandise displays of several hundred of the country's foremost manufacturers, wholesalers and importers, will be located in the rapidly developing new river district, and will occupy a distinctly conspicuous position just across the river from Wacker Drive at Wells street, where the southern facade of the structure will be visible for blocks. The site was formerly that of the Chicago and North Western Railway Company's passenger station. The building will extend 724 feet on Kinzie street, 577 feet on the river front and 324 feet on Wells street, with a diagonal frontage facing Orleans and Franklin streets. It will be set back from the river about 80 feet to accommodate a broad upper level drive extending from Wells to Franklin. The main entrance of the building will face the river and the drive.

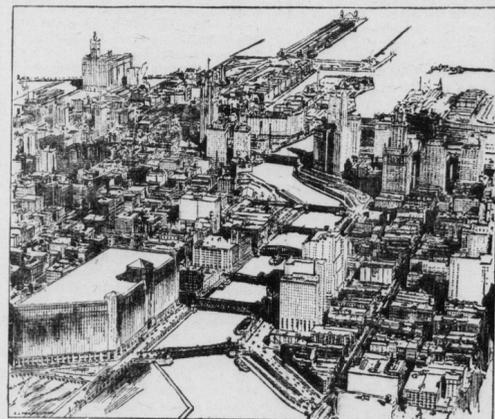
The Merchandise Mart will have a total floor space of about 4,000,000 square feet as compared with slightly less than 2,000,000 square feet, which is the floor area of the Furniture Mart, the next largest building. Each of the eighteen main floors will have an area of more than 200,000 square feet.

Within the walls of this huge edifice the retail merchants of the United States, Canada and foreign countries will be able to see, under one roof, hundreds of lines of the world's best merchandise. The manufacturers' exhibits will include textiles, ready-to-wear, toys, laces, gloves, corsets, millinery, silverware, glass, rugs, knit goods, hosiery, shoes, men's wear, fancy goods, sport goods, art and antiques, jewelry, trunks, toilet articles, house furnishings, office equipment and scores of other merchandise displays.

The facilities for handling merchandise within the building will embody the best and most modern achievements of engineering science, including fast elevators, freight conveyors of both the gravity and endless chain type and quick horizontal distribution on every floor. Probably no building in the world will have such facilities for receiving and shipping merchandise as the new Merchandise Mart. The entire ground level below the street floor will be a modern freight station. Private tracks for incoming carload freight will extend under the center of the building. The Chicago and North Western Railway will operate an inbound freight station for less than carload lots, as well as an outbound station, which will connect with all other roads through its new Proviso yards. The merchandise as it comes into this big freight station will be loaded into high-speed conveyors and transported immediately to the exact floor and aisle of the merchant for whom it is intended.

### Ten Largest Business Buildings in the World

- Comparison of the cubage of the largest buildings in the world shows the Merchandise Mart, to be erected in Chicago, will be more than twice the size of the largest business building ever constructed. Here are the figures in cubic feet:
1. The Merchandise Mart, 53,000,000.
  2. Chicago Furniture Mart, 25,370,000.
  3. Equitable Building, New York City, 24,000,000.
  4. General Motors, Detroit, 20,411,000.
  5. Union Trust, Cleveland, 20,000,000.
  6. Railway Exchange, St. Louis, 18,895,000.
  7. Illinois Merchants' Bank, Chicago, 17,850,000.
  8. Continental & Commercial Bank, Chicago, 13,200,000.
  9. Woolworth Building, New York City, 13,200,000.
  10. Straus Building, Chicago, 10,000,000.



Bird's-eye View of Chicago's New Business District Carrying Out the City Beautiful Theme in Which the Mercantile Mart Will Be a Dominant Factor. Among the largest tenants will be the wholesale and manufacturing sales departments of Marshall Field & Company.

#### Time Saver for Merchants.

Every possible facility will be provided for the comfort and convenience of the retail merchant, who under one roof will be able to see hundreds of lines, thus saving time and money by doing in a few hours what ordinarily would take him days to accomplish.

On all floors of the Mart will be great corridors, with all the appearance of boulevards, more than 850 feet in length, on either side of which will be the shops displaying their varied lines—veritable "business streets." These great corridors will be impressively treated architecturally and with the large space available it will be possible to house the selling activities and warehousing of many allied concerns on one floor, thus attaining the advantages of concentrated groupings.

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Connection will be made with the Illinois Tunnel Company's system of freight transportation, which has more than sixty miles of tracks beneath the streets and buildings of the city, reaching all other railroad terminals. A river dock for vessels will connect with the south freight elevators of the building.

#### Club Planned for Tower.

One of the interesting features planned for the Mart will be a Merchants' Club in the tower of the building, with lounging rooms, reading and smoking rooms, where the retailer may relax and meet his friends. The Mart will provide the retailer with everything but a place to sleep. He can go direct from the train to the Mart with his baggage. Here his hotel reservations will be taken care of, his baggage transported to his hotel and placed in his room. Restaurants, lunch rooms and grills in the Mart will further economize his time. He will have the facilities of a barber shop, and a branch postoffice, telegraph office and public stenographer will afford him the opportunity to handle his correspondence without leaving the building. One of the biggest telephone exchanges in the world will be installed in the Mart.

Many other unique features are being considered for the Mart, including an Assembly Hall, where trade meetings, business conferences and fashion

### SOME FACTS ON THE AUTOMOBILE MISHAPS

The killing and maiming power of the automobile is spoken of from time to time but the effect of this eloquence up to date seems to be extremely slight. The newspapers recently have been giving much space to automobile accidents; a careful survey of this unfortunate news seems to indicate that a majority of the casualties refer to children, said Dr. T. B. Appel, secretary of health, during the week.

Too many people behind the automobile wheel are checking up on the manufacturer's claim for speed, and thus having discovered the thrill of power, habitually exercise it.

Race track velocity is dangerous even on a race track, but on the street city, it is criminal, for it is under these circumstances that the automobile asserts an independence which results in accident or death. City highways are not speedways and the sooner the average driver realizes this fact, and cuts down his extreme driving, just as at a time like this, that even machines under control get in their deadly work, for they are not given a chance to do otherwise.

"On the other hand, it is not always the motorist's fault. Grown-ups and children, especially are prone to dash out into a street in an utterly careless manner. It is at a time like this, that even machines under control get in their deadly work, for they are not given a chance to do otherwise.

The safety idea, while primarily involving the automobile driver, has a close second in the pedestrian's personal concern for his welfare. This talk, however, is especially directed to parents.

An automobile danger conscience must be developed in the children. Safety of life and limb should be emphasized to the point that youngsters will be on guard against the reckless driver and even against the automobile that is entirely under control. If the deliberate production of a fear complex is ever justified it becomes so with the automobile's unfortunate ability to hurt and slay.

Health officials have made remarkable strides within the past twenty years regarding conservation of the child life. But no amount of information or scientific prevention can argue with a car going fifty miles an hour on a city street when a child thoughtlessly runs into its path.

Doctors are doing much to favor the prolongation of the life of the young. But motorist's parents have their important part to play in this program. Will they do it?

### WORLD'S GREATEST SHOW POSITIVELY COMING

Ringling Bros. and Barnum and Bailey Monster Sea Elephant and Other Features

Yep, youngsters, it's really true! Meaning that a rumor heard some time ago, is now confirmed by the official announcement that the Ringling Bros. and Barnum & Bailey Combined shows will positively exhibit at ALTOONA, WED., MAY 30.

At that time the world's first and only five ring circus will be within easy reach of local savant fans. With it will come Goliath, the Monster Sea Elephant, the only one of his kind ever to be captured and exhibited alive and who will be the foremost feature of a menagerie composed of more than a thousand animals.

The big show is now a third larger than it was when it last visited this locality. Enormous new displays have been introduced such as ninety zebras, camels and horses performing at one time on a mammoth pedestal. On a similar series of circular raised platforms thirty-two of the show's forty-three elephants dance, run and perform in unison with the topmost of the ponderous actors twenty feet above the ground. Prior to this gigantic display five herds of elephants appear in the five separate rings. At another time the rings are given over to five companies of liberty horses. At still another juncture of the program a hundred of the shows 900 horses each ridden by expert, are seen in brilliant maneuvers.

Of the sixteen hundred people carried on tour this year more than 800 are the world's foremost aerialists, bare back riders, ground and lofty gymnasts, high wire artists and super athletes. These are now seen in extensive groups and troupes, each display led by its particular champion, a new method of presentation that is in keeping with the Ringling Bros. and Barnum & Bailey 1927 plan of extending acts in equal number all over the entire length of the entire mammoth main tent. Little folks will be delighted to learn that the bringing of a score of European clowns to America has increased the funmakers to more than a hundred.

### FALCHINI AND DAUGHTER PLEAD GUILTY IN COURT

Antonio Falchini and his daughter, Miss Josephine Falchini, formerly of Ebensburg, pleaded guilty of charges of conspiracy to violate the National Bankruptcy act in the federal district court in Pittsburgh on Monday. They will be sentenced at 10 o'clock this Thursday morning.

According to the indictments Falchini and his daughter, left \$40,000 in indebtedness when they fled from Ebensburg to the Pacific coast in an effort to defraud creditors. Attorney J. F. Burton of Los Angeles, Cal., counsel for the defense presented written pleas of guilty on Monday.

The case came up May 9, but was continued until Monday due to the illness of Attorney Burton.

### VINTONDALE LADS HELD.

Peter Harkas and John Celaws, 17 year old each of Vintondale, have been sent to the Cambria County jail to await trial in court on charges of breaking and entering and larceny. The young men were arrested by P. R. R. police officers after the Vintondale passenger and freight station had been burglarized. The tool station of the Pennsylvania Railroad at Vintondale had been broken into and the necessary tools were taken to gain entrance to the station.

The arrest of the young men was made a short time following the robbery. Unable to secure bail they were committed to jail.

### CANCER IS SUBJECT OF SPECIAL STUDY

Following a policy recently adopted by the state department of health, Dr. Harold B. Wood, of the communicable disease division, is making a state wide survey of the cancer problem. The hospitals in the commonwealth are co-operating in this movement. The investigation involves a statistical study with a view to determining the factors leading to the production of cancer and methods for its control.

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### CONTRIBUTING TO A TOWN'S GROWTH

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