

ADVERTISING MEN GUESTS AT DINNER

Many Unique Features Introduced in Banquet at Jefferson Hotel.

FOUR HUNDRED COVERS LAID.

Second Day's Session of the International Association Is Attended by St. Louis Business Men.

The banquet to the International Advertisers' Association at the Jefferson Hotel last night was one of the most elaborate ever given in St. Louis.

There were many unique features, one of which was the menu, printed on diamond-shaped cardboard, with the monogram of the association on the cover.

Covers were laid for 400 persons, and every seat was occupied. The dining-room was decorated with flowers and red and yellow lights at intervals, carrying out the colors of the association.

One of the most novel features of the evening was the pyramid of barrels in the center of the room, from which beer was served, while on top of the pyramid was the statue of Gambrinus. A man had been coached for his part, but so perfect was he that few of the guests knew it was a human being till the singing of the stein song by the quartet, when the figure startled the assemblage by shouting in German.

Each course was followed by a song by the quartet, especially engaged for the evening. They were all popular airs, and most of the guests joined in the singing. The music programme was as follows:

"Hot Time in the Old Town To-Night," march, orchestra; song, "Under the Anheuser-Busch"; song, "Meet Me in St. Louis, Louis"; song, "Du, Du, Liegst Mir im Herzen"; stein song; song, "Good Old Summer Time"; song, "Der Tannenbaum"; songs, "Old Kentucky Home," "Dixie."

At the second session of the international convention yesterday many papers on all phases of advertising were read, business men following in oral discussion.

The programme for to-day, which is the closing session, will have prominent out-of-town speakers. Saunders Norvell, president of the Norvell-Shapleigh Hardware Company, is to speak on "System in Business."

The board meeting of the association was held yesterday morning at the Festival Hall Annex, at which plans for the guidance of the organization were discussed. From present indications, the association will include in its membership all the leading advertisers in the United States. When it is remembered that these advertisers spend many hundred million dollars per year in publicity, it follows that the strength of the organization will be greater than that of any other in the world.

At the afternoon session there was an organ recital by Charles Galloway, after which the president, Colonel Charles Arthur Carlisle of South Bend, Ind., introduced the speakers. The first on the programme was E. Allen Frost of Chicago, who talked on "Outdoor Publicity." Mr. Frost's address was in advocacy of publicity in general and outdoor publicity in particular. He told of the growth of the outdoor advertising, and told of the marvelous progress which has marked its history.