THE ESTATE STOVE COMPANY

Wonderful Growth of Hamilton's Big Stove Factory--Estate Stoves Now in Greatest Demand Throughout the United States

JUST as this Atlas is issued, The Estate Stove Company is entering upon the sixty-ninth year of its history.

For years this concern has led. From the very beginning it has been controlled by men who believe in doing their own thinking, making their own experiments, and who, seeing the right way, have dared to take the initiative.

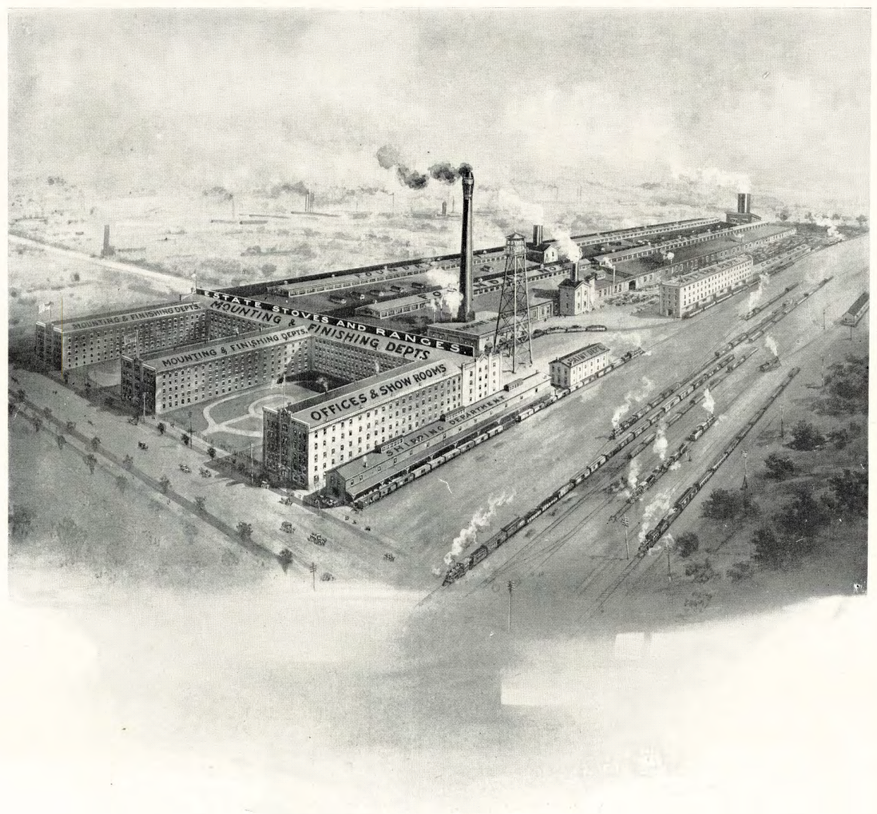
It is easy to follow where some one else has blazed the trail. But pioneering requires vision, experimenting, resources, skill, and nerve.

All of these elements have gone into the making of Estate Stoves, and the result is seen in a line of stoves which are generally conceded to be the most perfect heating and cooking appliances in the world.

Mr. Lazard Kahn, vice-president of the company, is the master mind who is responsible for most of the important patented improvements in Estate Stoves. He is the Edison of the stove industry, who, besides contributing so much to the science of good stove building, has taken an active part in the general development of the industry, bringing about a better understanding between the manufacturers and their employees, and the securing of close harmony among the manufacturers.

Mr. Felix Kahn, president of the company, Mr. Samuel Kahn, treasurer, and Mr. David F. Kahn, secretary and sales manager, have all been potent factors in the building up of this great business, and too much credit cannot be given for their progressiveness, energy and ability as manufacturers.

The Estate Line is probably the largest and most complete line of stoves and ranges made in this country. It includes a stove and a range for practically every purpose, for cooking and heating with coal, wood and gas. Only one quality is made, and that is the finest that money, brains, and experience can produce.



Hardware dealers, furniture stores, and gas companies, in practically every city of any size in the country, and hardware and general stores in thousands of towns and hamlets, handle Estate Stoves, and it is safe to say that no other Hamilton product is better or more widely known.

The company maintains a well-organized Advertising Department whose business it is to flood the country with convincing advertising literature. Twenty-six salesmen travel out of the main office, and four experienced demonstrators, under the direction of the advertising department, devote all their time to exploiting the merits of Estate Stoves in theatres, halls, county fairs, dealers' stores, etc.

A good idea of the growth of The Estate Stove Company can be gained from the fact that the year of 1913, in spite of the flood and other adverse conditions, will be by far the largest year in the company's history. A five-story addition to the plant has just been completed, and still greater things can be expected in the future from this sixty-nine year young industry.

The executive staff of The Estate Stove Company, as at present constituted, is as follows: Mr. Felix Kahn, president; Mr. Lazard Kahn, vice-president; Mr. Samuel Kahn, treasurer; Mr. David F. Kahn, secretary and general sales-manager; Mr. Edward W. Hake, asst. secretary; Mr. Walter S. Rosenthal, advertising manager; Mr. David Black, general superintendent; Mr. Bertrand B. Kahn, superintendent gas appliance department.

The Estate Trade Mark

ESTATE STOVES
HOUSE FOUNDED A.D. 1845
BEST SINCE 1845

The Mark of Remarkable Stoves.

W. M. GOODWIN

Poster Advertising

The name and the business have been conspicuous in Hamilton's affairs for almost two years now. Mr. Goodwin is well known here and his business is equally well known and popular. The former has come into prominence by reason of the fact that he has installed in the City of Hamilton, thirty-five hundred running feet of bill boards, made of steel, divided into twenty-five foot sections with an eight inch moulding around each section.

These bill boards are all uniform, of course, and have succeeded the old-time wooden bill boards which were constantly the subject of attack. The new system presents a most beautiful method of outdoor advertising, with all the objectionable features removed.

When Mr. Goodwin assumed charge of the poster advertising business in Hamilton, April 10, 1912, every board used here was of the old-fashioned, objectionable kind. The flood of March 25, 1913, carried away most of these old style affairs and instead of rebuilding them as they were, which would have been the cheaper way, so far as dollars and cents go, Mr. Goodwin decided at once to erect in the place of the old boards, modern, and up-to-date, steel boards.

The work is practically finished now. The boards are all eleven feet in height, all twenty-five foot sections, with the eight inch moulding around the boards, giving them the "frame" idea, which is at once pretty and convenient, and gives the advertiser a distinct section to himself. The boards are high enough to give considerable white space around the poster, enlarging on the frame idea, and the whole scheme has removed from poster advertising the only objectionable feature that remained.

W. M. Goodwin has been in the poster advertising business during his entire life, thus far. He began when he was a young man and is still in the business.

When the great Barnum & Bailey circus exhibited in Hamilton about two years ago, Mr. Goodwin, who had been connected with the advertising end of that circus for fourteen years, came to this city in the discharge of his duty.

Hamilton looked good to him, on this first visit, and it wasn't very long before he made up his mind to give up circus life and settle down in this city.

He accordingly came to Hamilton April 10, 1912, and has lived here ever since, making a splendid home for himself and his business, and putting the poster advertising business upon a new plane altogether in this city.

The March flood of 1913 entirely wiped out Mr. Goodwin's business, but so firm was his convictions that Hamilton had a great business future, that he stayed right here and has proved the wisdom of his choice by a building up of a business of immense proportions.

The growth of the poster advertising business has been phenomenal in this country. Every American city has adopted this style of outdoor advertising as a part of its business life, and in Hamilton the citizens may well feel proud of what W. M. Goodwin has done to keep this city in the very forefront along these lines. Thousands of dollars yearly are spent in this manner and the great concerns have found outdoor poster advertising a most successful agency for developing their business.

The Goodwin business is certainly growing, under the leadership of the aggressive, active head.

THE GRAND THEATRE

Hamilton's Theatre for the Entertainment of the Whole Family----First Class Vaudeville Presented Three Times a Day

JOHN E. McCARTHY.

There isn't a nook or corner in Butler county where the fame of the Grand Theatre and the genial and convivial manager, John E. McCarthy has not spread. The Grand is the Hamilton vaudeville house, as every one knows, and where everyone goes when he or she is in town.

It is the rendezvous of most of the country folk when they come to the city. If they can spare a short time, they invariably drop around to the Grand to see the excellent shows which are put on there at popular prices. It is a habit that they have formed and it is a habit, that they like to keep. They followed Hamilton to the Grand in its early days and their love for vaudeville, made popular there by the veteran showman, Mr. McCarthy, is always on the increase. It is a pleasure the people in the rural districts look forward to.

Butler county residents did not know what real vaudeville was until Mr. McCarthy came to Hamilton on August 28, 1905, eight years ago, and opened the Grand on High street.

From the time the people realized the character of the show acts that were presented for their approval, and knew that nothing would be tolerated which would offend the tastes of the most fastidious, the success of vaudeville was assured.

Business continued to increase with each week and it soon became apparent to the manager that a new theatre, one more commodious and more handsome, a new home for the vaudeville loving people of Hamilton and the county would have to be built and consequently a big lot was leased on South Third street, opposite Maple avenue. Here was designed one of the most handsome theatres in this section of the country. It rivals in beauty and convenience the higher priced theatres in the larger cities as the shows rival, and ofttimes surpass those of the higher priced vaudeville theatres in New York, Cincinnati, Chicago, and other cities.

In fact, a great many of the acts which are presented at the Grand Theatre in Hamilton either come from one of these higher price houses to the Grand or go from the Grand to them.

Feature acts are becoming the rage among theatregoers and these are being presented almost every week at the Grand.

Two bills are given each week. One begins on Sunday afternoon and the other on Thursday afternoon. Except on Tuesday and Friday, three shows are given each day, a matinee at three o'clock in the afternoon and night shows at 7:30 and 9 o'clock. On Tuesday and Friday, only night shows are given.