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1965

## Arts Trade Association Dinner: Speech Research (1963-1967): Conference Proceeding 01

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# NAMTA NEWS AND VIEWS

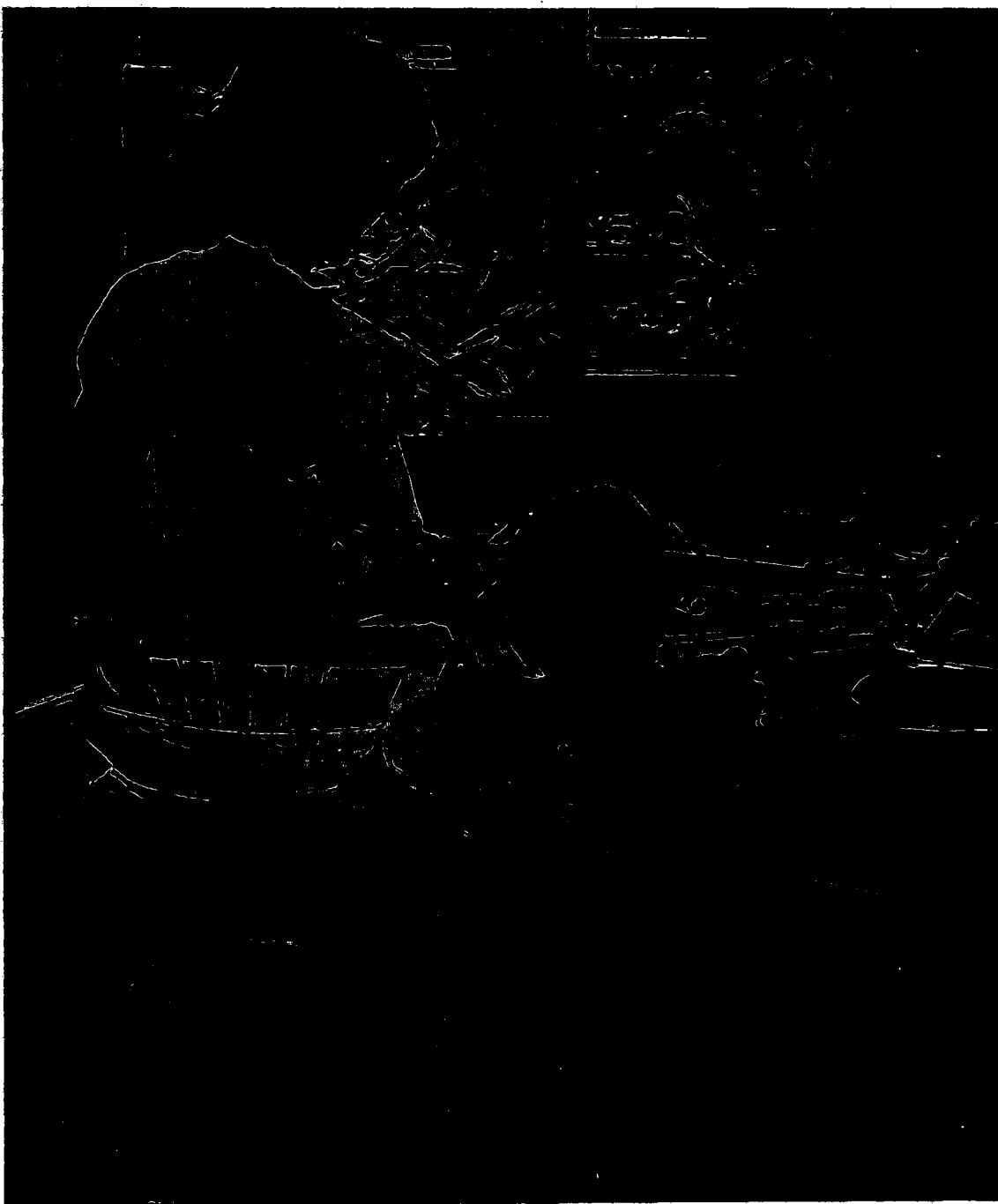
CONVENTION PROGRAM ISSUE

Published by National Art Materials Trade Association

252 Harrison Ave., Hasbrouck Hgts., N. J.

March-April, 1965

## *What Makes Sadie Paint?*



# What Makes Sadie Paint?

Everyone is familiar with that marvelous story "What Makes Sammy Run" but can you truly answer "What Makes Sadie Paint?" NAMTA has answers by experts — but — whether or not you know or care, you must know about the increasing flood of money to be spent by the Sadies and Sammys in your type store.

The NAMTA Convention and Trade Show gives you the *most of the best* that you may learn, apply and gain by America's cultural explosion. **COME! STAY! LEARN! PROFIT!**

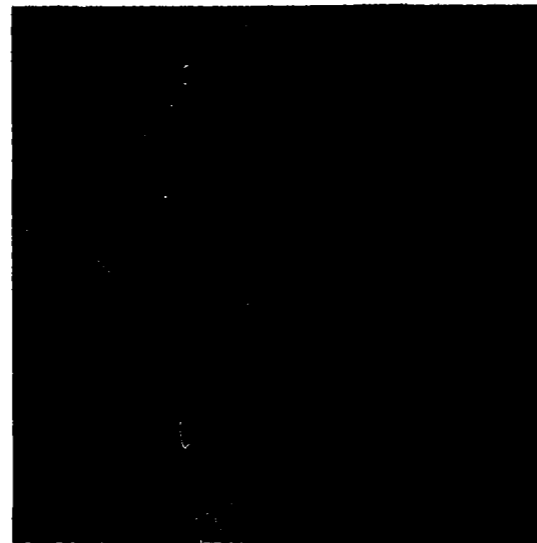
## NAMTA EXHIBITORS TO DATE

1. Bourges Color Corp.
2. Delta Brush Mfg. Co.
3. Stacor Corp.
- 4-5. Permanent Pigments Inc.
6. Robert Simmons Inc.
7. American Crayon Co.
8. Acrolite International Aerosols
- 9-10. Craftint Mfg. Co.
11. Eberhard Faber Pencil Co.
12. M. P. Goodkin Co.
13. Artype Inc.
14. A. W. Faber-Castell-Higgins
15. Art Direction-Rush
16. Marsh Stencil Co.
17. M.T.S. Frames
18. Eric Schuster Corp.
19. Minnesota Mining & Mfg. Co.
20. Connoisseur Studio Inc.
- 21-22. M. Grumbacher Co., Inc.
23. Venus Pen & Pencil Corp.
24. Thayer & Chandler Inc.
25. Shiva Artist Colors
26. Artone Color Corp.
27. American Artist-Watson Guptill
29. Flash Mfg. Co.
30. World Wide Corp.
31. John Henschel & Co., Inc.
32. Art Material Trade News
33. Stewart Clay Co., Inc.
34. American Blueprint Co.
35. Prestype Inc.
36. C-Thru Ruler Co.
37. X-Acto Inc.
38. Swan Pencil Co.
39. Ulano Graphic Products
40. ACS Tapes Inc.
41. Sargent Art Materials Inc.
42. Columbia Cement Co.
- 43-44. Talens & Son Inc.
- 45-46. F. Weber Co.
47. Hunt Mfg. Co.
48. Winsor & Newton Inc.
49. Wolsey Co.
50. Alvin & Co., Inc.
51. Mico-Type Inc.
- 52-53. Japan Stationery Co.
54. Arthur Gaebel Inc.
55. Graphic Products Corp.
56. Reinhold Book Division
57. Bee Paper Co.
58. Para-Tone Inc.
59. Cardinell Corp.
60. Speedry Chemical Products Inc.
- 61-62. Yasatomo & Co.
63. Cello-Tak Mfg. Inc.
66. Lloyd's Art Co., Inc.
67. Art News Inc.
68. Art-O-Graph
69. Badger Air Brush Co.
70. Testrite Instrument Co.
71. Chas. T. Bainbridge's Sons
72. Heidi Slocum Co.
73. Weber Costello & Co.
74. American Art Clay Co.
75. The Carter's Ink Co.
76. Andrews/Nelson/Whitehead
77. A. Langnickel Inc.
- 78-79. Syndicate Magazines Inc.
80. J. S. Staedtler Inc.
- 81-82. Anco Wood Spec. Co.
- 84-85. Bienfang Paper Co.
86. Esterbrook Pen Co.
88. New Masters-California Products Co.
89. National Card Mat and Board Co.
90. deSherbinin Industries
91. Dri Mark Products Inc.
92. Griffin Mfg. Co.
93. Conni Gordon Inc.
- 94-95. Arthur Brown & Bro.
96. Crescent Cardboard Co.
97. Bocour Artists Colors
98. Strathmore Paper Co.
100. Morilla Company

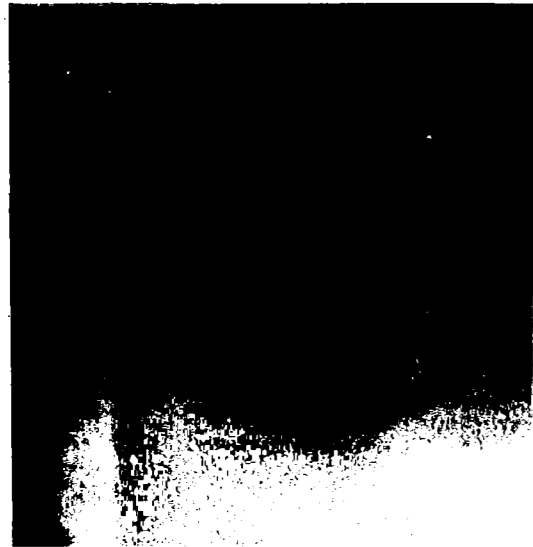
# NAMTA Convention Attractions



**GENE DONATI and his ORCHESTRA** — Internationally famous, professional party planner. He will play at our Mixer Party and Banquet. Formerly with Lawrence Welk and one of the many bands engaged for the Inaugural Ball



**VAN HARRIS** — Suave Master of Ceremonies — who can create an aura of excitement and audience participation. Star of T.V., Radio, Night-Clubs and Theatres



**JERRI** — Songstress Charmer — In demand in elite clubs in New York, Boston, Las Vegas, Los Angeles, Miami



The Terrace where our Mixer Party will be held if good weather permits



Sid Zuss who will man an exhibit and answer your questions about your new store



## ART STORE ON WHEELS

Parked on the exhibit floor with free access for all who go through the NAMTA exhibits, will be one of Elliot Koenig's radio phone trucks, a true art store on wheels. There will be facts available for you about the dispensation of stock and you are welcome to ask pertinent questions. The Koenig Art Store on Wheels is modern, spontaneous selling. The customer's needs are filled practically when he starts realizing he needs the material. The salesman rides with the supplies instead of in an empty car of the same approximate investment except for the stock

## TUESDAY TOUR OF WHITE HOUSE ARRANGED FOR NAMTA VISITORS

On Tuesday, May 11th, we have been fortunate in scheduling a special tour of the White House for NAMTA only. This will be followed by a grand tour of other Washington highlights, of which there are many, including a stop for luncheon at the famous Hogate's Restaurant. Buses will leave the front door of the Shoreham at 9:10 sharp (not 9:11). Because of the special White House accomodation of NAMTA visitors, the Committee needs to know in advance how many will go on the tour. Please indicate your interest on your registration and ticket form. The complete cost will be \$8.50 per person, including lunch. The bus will return you to the Shoreham before check-out time.



Jack Bear, Chairman of the Membership Drive

Since the start of our 1964-65 Membership Campaign, October 15th, the assistance of our large task force of manufacturer and distributor salesmen have added 41 new dealer and 10 new manufacturer distributor members to our ever expanding role. They are still hard at work and will bring this contest to its conclusion in early April. Those securing 5 or more new members will be awarded savings bonds - with top awards of up to \$500.00 in bonds available.

It is not for bonds alone that these sales representatives call on you, the dealer, they are working hard for the enhancement of NAMTA and the Art Material industry. They are convinced that a NAMTA member will be better informed, more progressive and will make them a better account.

## NAMTA CONVENTIONS GIVEN GREATER CONTINUITY

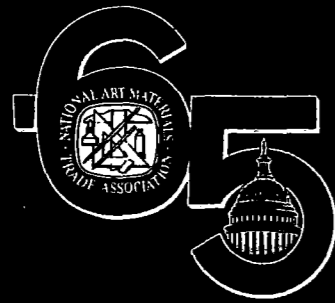
The committee for the 1966 NAMTA National Convention to be held in Chicago, May 6th to 9th, recently met in the Conrad Hilton Hotel, which will be Convention headquarters. The early start is in response to ever increasing interest in our Conventions and Dealers' Seminars. A very close examination of our Convention practices will be brought to the Board of Directors. It is the aim of NAMTA to give the dealer attendees ever more useful information for improvement of their business and expansion of our mutual interests.

## WELCOME NEW MEMBERS

Alix of Texas, Fort Worth, Texas  
American News Co. New York City  
The Art Village, Portland, Oregon  
Art & Design Materials Co., Miami, Florida  
The Art Shop, Napa, Calif.  
George Bowers, Burlingame, Calif.  
Caldwell-Keyes Paint & Glass Co., San Angelo, Texas  
Craswell Studio, Minneapolis, Minn.  
Dowell's Paint Store, Independence, Missouri  
Follett's North Side Book Store, Chicago, Ill.  
Gallery Art & Craft Shop, Sacramento, Calif.  
Grove Paint & Wallpaper Co., Grove Village, Ill.  
Lusby's Artists Supplies, Westwood, New Jersey  
McLeod's, Harlingen, Texas  
M.T.S. Frames Inc., Clifton, N. J.  
F. A. Matthews & Son, Eureka, Calif.  
Piner's Bicycle & Hobby Store, Jacksonville, Florida  
Sloan's Stationers, Inglewood, Calif.  
Varisupply, Northridge, Calif.

## MOST DOLEFUL DETAIL

The District of Columbia is dry on Sunday. Those exhibitors who wish to entertain in their rooms prior to the Awards Dinner on Sunday evening, can secure setups, ginger-ale, etc., but they cannot secure liquor. This must be purchased no later than 12:00 midnight on Saturday if it is to be used on Sunday.



# National Art Materials Trade Association

15th Annual

# Convention Program

— THE SHOREHAM HOTEL — MAY 8, 9, 10, 1965 • WASHINGTON, D. C. —

Leonard Bocour of Bocour Artists Colors, in charge of Member Art



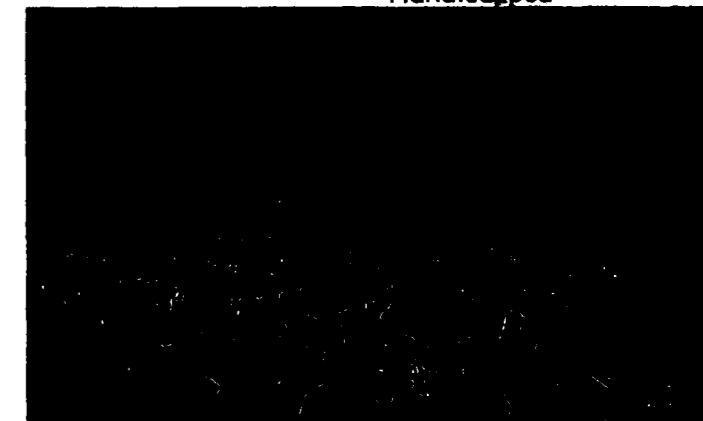
### RECIPIENT OF THE NAMTA ART AWARD

Dr. S. Dillon Ripley, Secretary of the Smithsonian Institution, and sustaining contributor to the welfare of American art. Dr. Ripley will be accorded the award at the annual banquet, May 10th, for his devotion and furtherance of American art.



The beautiful Shoreham, showing the view over Rock Creek Park, the Motel section, the swimming pool and the famed Terrace for dining and dancing.

George Smith of George Smith Artists' Materials, in charge of Art for the Handicapped



The Regency Room of the Shoreham set for the NAMTA Banquet



Breakfast anyone!

## friday • MAY 7

9:00 AM to 6:00 PM | REGISTRATION (Main Lobby)

## saturday • MAY 8

8:00 AM to 6:00 PM | REGISTRATION (Main Lobby)

8:30 AM to 9:00 AM | COMPLIMENTARY CONTINENTAL BREAKFAST

9:00 AM to 10:30 AM | 3 DEALER CLINICS ★

10:00 AM to NOON | EXHIBITS OPEN

NOON to 2:00 PM | "KICK-OFF" LUNCHEON \* (Cash Bar) V.I.P. GUEST SPEAKER

2:15 PM to 6:00 PM | EXHIBITS OPEN

9:00 PM to 1:00 AM | MIXER PARTY \* THEME "THE ARTIST"

## sunday • MAY 9

9:00 AM to 4:00 PM | REGISTRATION (Main Lobby)

9:30 AM to 10:30 AM | MOTHERS DAY AND GRAND-PARENTS BRUNCH \* (Special Program)

10:30 AM to NOON | ANNUAL MEMBERSHIP MEETING

NOON to 6:00 PM | EXHIBITS OPEN

7:30 PM to 10:00 PM | SPECIAL SUNDAY NITE SUPPER & NAMTA DEALER & MANUFACTURER AWARDS \*

## monday • MAY 10

9:00 AM to 2:00 PM | REGISTRATION (Main Lobby)

8:30 AM to 9:00 AM | COMPLIMENTARY CONTINENTAL BREAKFAST

9:00 AM to 11:00 AM | 3 DEALER CLINICS ★

10:00 AM to 6:00 PM | EXHIBITS OPEN

7:00 PM to 8:00 PM | COCKTAIL RECEPTION

8:00 PM to 1:00 AM | ANNUAL BANQUET & DANCE \* (Black Tie Optional)

## tuesday • MAY 11

GRAND TOUR OF WASHINGTON, D. C. \*

(★ - COME EARLY . . . This is one program that should not be missed!)

May 8th SATURDAY 8:30 A.M. to 10:30 A.M.

May 10th MONDAY 8:30 A.M. to 11:30 A.M.

### YOUR CONVENTION COMMITTEE



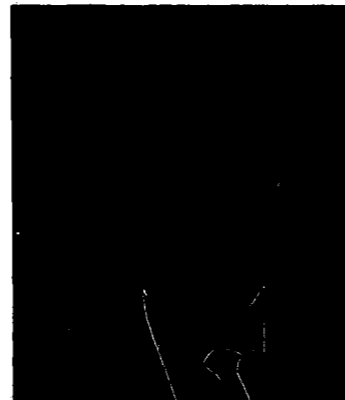
Lee Muth — General Convention Chairman



Ed Smith of Visual Systems Co., Inc., in charge of Exhibits



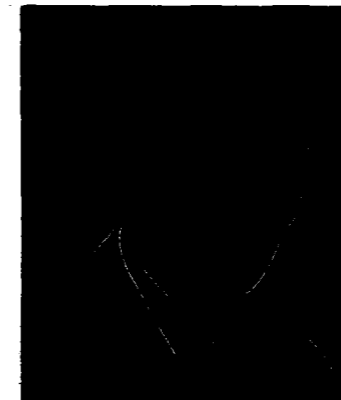
George E. Muth, Finance Chairman



Ed Lipman, The Art Shop and Gallery, in charge of Program



MRS. GEORGE E. (Lydgene) MUTH Ladies' Committee



Logan Wilton, Visual Systems Co., Inc. Arrangements and Entertainment



Joe Copley of Geo. F. Muth Co., Hospitality Chairman

