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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.
3. Stacor Corp.
4-5. Permanent Pigments Inc.
6. Robert Simmons Inc.
7. American Crayon Co.
8. Acrilite International Aerosols
11. Eberhard Faber Pencil Co.
13. Arttype Inc.
14. A. W. Faber-Castell-Higgins
15. Art Direction-Rush
17. M.T.S. Frames
18. Eric Schuster Corp.
20. Connoisseur Studio Inc.
21-22. M. Grumbacher Co., Inc.
24. Thayer & Chandler Inc.
25. Shiva Artist Colors
26. Artemis Color Corp.
27. American Artist-Watson-Guptill
29. World Wide Corp.
31. Art Material Trade News
32. Stewart Clay Co., Inc.
33. American Blueprint Co.
34. Prestype Inc.
35. C-Thru Ruler Co.
36. X-Acto Inc.
37. Swan Pencil Co.
38. Talens & Son Inc.
39. Ulano Graphic Products
40. ACS Tapes Inc.
41. Sargent Art Materials Inc.
42. Columbia Cement Co.
43-44. F. Weber Co.
47. Winsor & Newton Inc.
48. Wolsey Co.
49. Alvin & Co., Inc.
50. Mico-Type Inc.
51. Japan Stationery Co.
52-53. Graphic Products Corp.
54. Arthur Gaebel Inc.
55. Reinhold Book Division
56. Bee Paper Co.
57. Para-Tone Inc.
58. Cardinell Corp.
59. Speedy Chemical Products Inc.
60. Yasatomo & Co.
63. Lloyd's Art Co., Inc.
64. Robert Simons Inc.
65. American Crayon Co.
66. Acrolite International Aerosols
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. Langnickel Inc.
78-79. Syndicate Magazines Inc.
80. J. S. Stoedtler Inc.
83-85. Bienfang Paper Co.
86. Esterbrook Pen Co.
87. New Masters-California Products Co.
88. National Card Mat and Board Co.
89. deSheberin Industries
90. Dri Mark Products Inc.
92. Conni Gordon Inc.
94-95. Crescent Cardboard Co.
96. Bocour Artists Colors
97. Strathmore Paper Co.
98. 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.

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

ART STORE ON WHEELS

Parka on the exhibit floor with free access for all who go through the NAMTA exhibits, will be one of Elliot Koening’s mobile 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 Koening Art Store on Wheels is modern, spontaneous selling. The customer’s needs are fulfilled 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.

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

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 famousHopatge’s Restaurant. Buses will leave the front door of the Shoreham at 9:10 sharp (not 9:11). Because of the special White House accommodation 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 Bar, 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 has added 41 new dealers 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

Alis 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.
P.A. Matthews & Son, Bureka, 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, gingers 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.

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### National Art Materials Trade Association

#### 15th Annual Convention Program

**The Shoreham Hotel** — May 8, 9, 10, 1965 • Washington, D.C.

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

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**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.

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

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<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>Friday • May 7</strong></td>
<td></td>
<td><strong>REGISTRATION (Main Lobby)</strong></td>
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<tr>
<td>9:00 AM to 6:00 PM</td>
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<tr>
<td>10:30 AM to NOON</td>
<td><strong>ANNUAL MEMBERSHIP MEETING</strong></td>
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<tr>
<td>NOON to 6:00 PM</td>
<td><strong>EXHIBITS OPEN</strong></td>
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<tr>
<td>7:30 PM to 10:00 PM</td>
<td><strong>SPECIAL SUNDAY NITE SUPPER &amp; NAMTA DEALER &amp; MANUFACTURER AWARDS.</strong></td>
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**Saturday • May 8**

- **REGISTRATION (Main Lobby)**
- **COMPLIMENTARY CONTINENTAL BREAKFAST**
- **3 DEALER CLINICS**
- **EXHIBITS OPEN**
- **NOON to 2:00 PM**
- **KICK-OFF LUNCHEON** *(Cash Bar)*
- **V.I.P. GUEST SPEAKER**
- **EXHIBITS OPEN**
- **2:15 PM to 6:00 PM**
- **MIXER PARTY** *(Theme: "The Artist")*
- **9:00 PM to 1:00 AM**

**Sunday • May 9**

- **REGISTRATION (Main Lobby)**
- **MOTHERS AND GRANDPARENTS BRUNCH** *(Special Program)*
- **9:00 AM to 4:00 PM**
- **9:30 AM to 10:30 AM**

**Monday • May 10**

- **REGISTRATION (Main Lobby)**
- **COMPLIMENTARY CONTINENTAL BREAKFAST**
- **3 DEALER CLINICS** *(Special Program)*
- **EXHIBITS OPEN**
- **NOON to 6:00 PM**
- **COCKTAIL RECEPTION**
- **7:00 PM to 8:00 PM**
- **8:00 PM to 1:00 AM**

**Tuesday • May 11**

- **GRAND TOUR OF WASHINGTON, D.C.** *(Special Program)*

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

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Breakfast anyone!

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The Regency Room of the Shoreham set for the NAMTA Banquet

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Handicapped

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