

NABA NEWSLETTER

No. 1, November 1972

Missouri

"Na-ba" members are hereby advised to reserve the week-end of Friday-Sunday, August 3-5, 1973, as the dates of the second convention of the organization. The Bel Air East, 4th and Washington Streets, located adjacent to "The Arch", and to Interstate 70 and Interstate 55 in St. Louis, will serve as headquarters for the meeting. This year's meeting will, in general, follow the successful example of the meeting in Milwaukee, and will include a selling-trading session; business meeting (very short); and appropriate tours and informal conversations with fellow collectors and spouses.

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Bock Talk
The President's Notes
John Murray

The executive board of N.A.B.A. held a meeting at the National Antique Advertising Show in Indianapolis on September 23rd. Officers present were John Murray, Herb Haydock, Richard Bucht, and Paul Haudrich. Other members present were Ken Bassett, Ray Mortimeyer, Doug Bakken, and Dick Hinds.

The plans for the St. Louis Convention were discussed, as were a membership drive, newsletter, changes in the constitution, and a clearer definition of what part of the collecting public we were attempting to reach.

The St. Louis dates were set as August 3 - 4 - 5. The Local Arrangements Chairman will be Ray Mortimeyer of Cuba, Missouri. Assisting him will be Ken Bassett and Doug Bakken, both of St. Louis, as a National Officer, Paul Haudrich will do a great deal of the preliminary work.

We added about 25 new members at the show, with a good national spread, the hope is that we will have about 100 members by the end of the year. The Board felt that if each member of the organization would be responsible for bringing in one new member, we would have a great growth record for our first year.

Some discussion was held as to what group of collectors we were trying to include in the N.A.B.A. As both the bottle and can collectors have National Organizations, we do not want to overlap, but would rather cooperate with these groups. The advertising field in trays, steins, mugs, signs, glasses, match safes, knives, top knobs, post cards, booklets, mirrors, pins and other assorted advertising give-aways is looking for a home that we feel we can give it.

Cont'd.

The Advertising Show itself was one of the most breath-taking I have ever attended. Both N.A.B.A. members, Neil Wood and Ray Klug deserve a hardy slap on the back for creating a much needed vehicle for the Advertising Antique. I, for one, felt like a small boy on Christmas morning. About 30 N.A.B.A. members were exhibitors at the show, and the general consensus was that everyone would be back for the March show.

As a member of N.A.B.A., do not hesitate to write to me or any other officer if you have questions, ideas, or suggestions.

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Keg Lines

Members who are concerned about the preservation of their "paper" artifacts and want to protect them may want to take advantage of purchasing acid free manuscript folders from University Products, Inc. Holyoke, Mass. 01040. Price of "flush fold" folders are about \$13.00 per thousand (how about a joint order with a friend); and slightly more than that for folders with a 1-inch tab.

Persons who have large individual collectors in their basements might want to read Pamphlet #232, Protection of Records, National Fire Protection Association, 60 Batterymarch Street, Boston, Mass. 02110, which is available for \$1.50. In addition, members may want to check with their home owners insurance agent to "insure" that they are "insured" for any, heaven forbid, natural disasters.

Beatrice Adams, former employee of Gardner Advertising, St. Louis, has compiled an informal and interesting history of that agency. Some of their clients include(d): American Tobacco, Anheuser-Busch, Brown-Foreman Distillers, Jack Daniel Distillery, Pet Milk, Seven-Up, and Ralston-Purina. This paper volume is published by Western Publishing Company, St. Louis, 1972, and titled, "Let's Not Mince Any Bones".

For those of you who might have missed it, "The Underground Collector" Carol Brener, Simon and Schuster, New York Paper \$2.95, 1969, has extensive information about shops in New York City. While already dated, the 319 pages are packed with data, and include a "personality" sketch of many shops, subway directions, and a good index (shops and subjects).