



# National Mail Order Association (NMOA) President to Auction off Antique Advertising Collection

National Mail Order Association (NMOA), October 23, 2007

URL: <http://www.pr9.net/business/marketing/6617october.html>

*Over 200 classic direct response space advertisements will be auctioned off to the highest bidder.*

PR9.NET October 23, 2007 - MINNEAPOLIS, Minnesota; If you ever wanted to get your hands on an original direct response advertisement from the early 1900's to hang on your wall, you're not the only one. John Schulte, president of the National Mail Order Association (NMOA) has been collecting them for years.

"Some of these ads were responsible for starting the empires we know today," says Schulte. "I started collecting them many years ago for the Mail Order History Museum that the NMOA features on it's website, they're a true treasure of art. To an old marketing man like me, these ads are a thing of creative beauty. Now I have literally hundreds of them. The works of some of the greatest ad creators of our history are part of my collection, Max Sackheim, John Caples, Claude Hopkins, John E. Kennedy, David Ogilvy, and many more."

"Unfortunately, I don't have room on my walls to hang them all, and now that I'm getting up there in years, it's time to share them with others. That's why I'm auctioning them off. I know there are many advertising men and women that share the same passion and love of advertising history that I have, but will never get a chance to own one of these great ads. Most people only get to see pictures in a book. Now they can own an original to hang on their home or office wall. A tribute to those that came before us."

Parties interested in being part of the bidding process need to send an email to John Schulte at [schulte@nmoa.org](mailto:schulte@nmoa.org), with "Ad Auction" in the subject line by December 31, 2007. The actual auction will take place January of 2008.

###

## About National Mail Order Association (NMOA)

The National Mail Order Association, (NMOA) is a 35-year old professional organization that provides information, education and business contacts to small to midsize businesses and entrepreneurs that employ mail order and direct marketing tactics for selling goods and services.

In 2007, marketers — commercial and nonprofit — spent \$173.2 billion on direct marketing in the United States. Measured against total US sales, these advertising expenditures generated approximately \$2.025 trillion in incremental sales. In 2007, direct marketing accounted for 10.2 percent of total US gross domestic product. Also in 2007, there were 1.6 million direct marketing employees in the US. Their collective sales efforts directly supported nearly 9.0 million other jobs, accounting for a total of 10.6 million US jobs. Source: Direct Marketing Association (DMA)

**Phone:** 612-788-1673  
**Website:** <http://www.nmoa.org>  
**E-Mail:** [schulte@nmoa.org](mailto:schulte@nmoa.org)  
**Address:** 2807 Polk Street NE, Minneapolis, MN 55418