

Desperate Enterprises when Bob Secrist, the feed upon the wealth of and expertise in the field



began business in 1987 owner, had a vision to his 25 years of experience of Antique Advertising.

Since 1969, he continually purchased and traded his way to having one of the most extensive collections of advertising collectibles in America. In the 1970's, advertising collectibles were abundant and could be purchased for next to nothing. The 1980's brought many collectors to this growing phenomena and prices rose drastically. Bob discovered that the more sought after and desirable advertising pieces were ending up in collections, never to be seen again. This made it very difficult for anyone other than the wealthy to pursue this passion. Bob's vision was to reproduce some of the more popular images and make them available at modest prices. Beginning with just two images, Bob founded Desperate Enterprises in 1987. Just ten years later, Desperate Enterprises has reproduced over 700 different tin signs and has introduced several different products including: refrigerator magnets, paper posters, canning tins, sepia-toned photographs, and our very successful light switch plates.

**Desperate Enterprises**

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