

# THE AUCTIONEER

The Magazine of The National Auctioneers Association • November, 1978

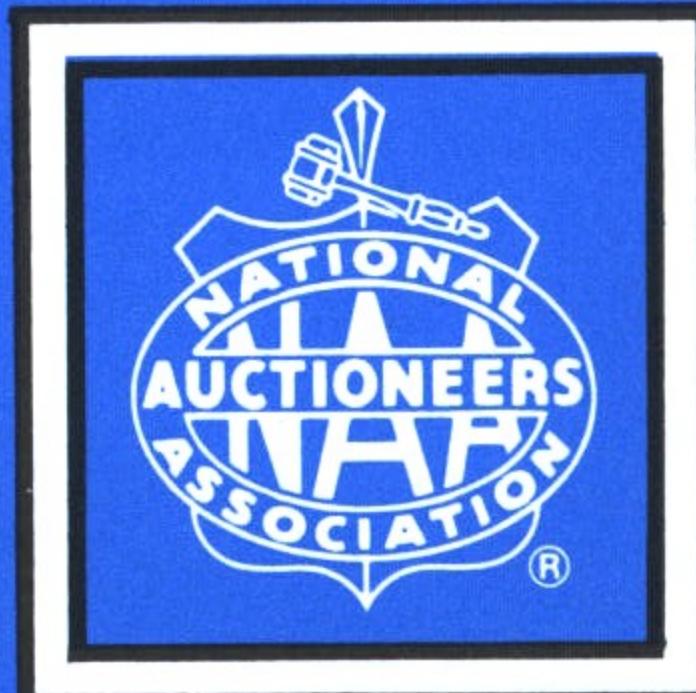
AUCTION FEVER . . .



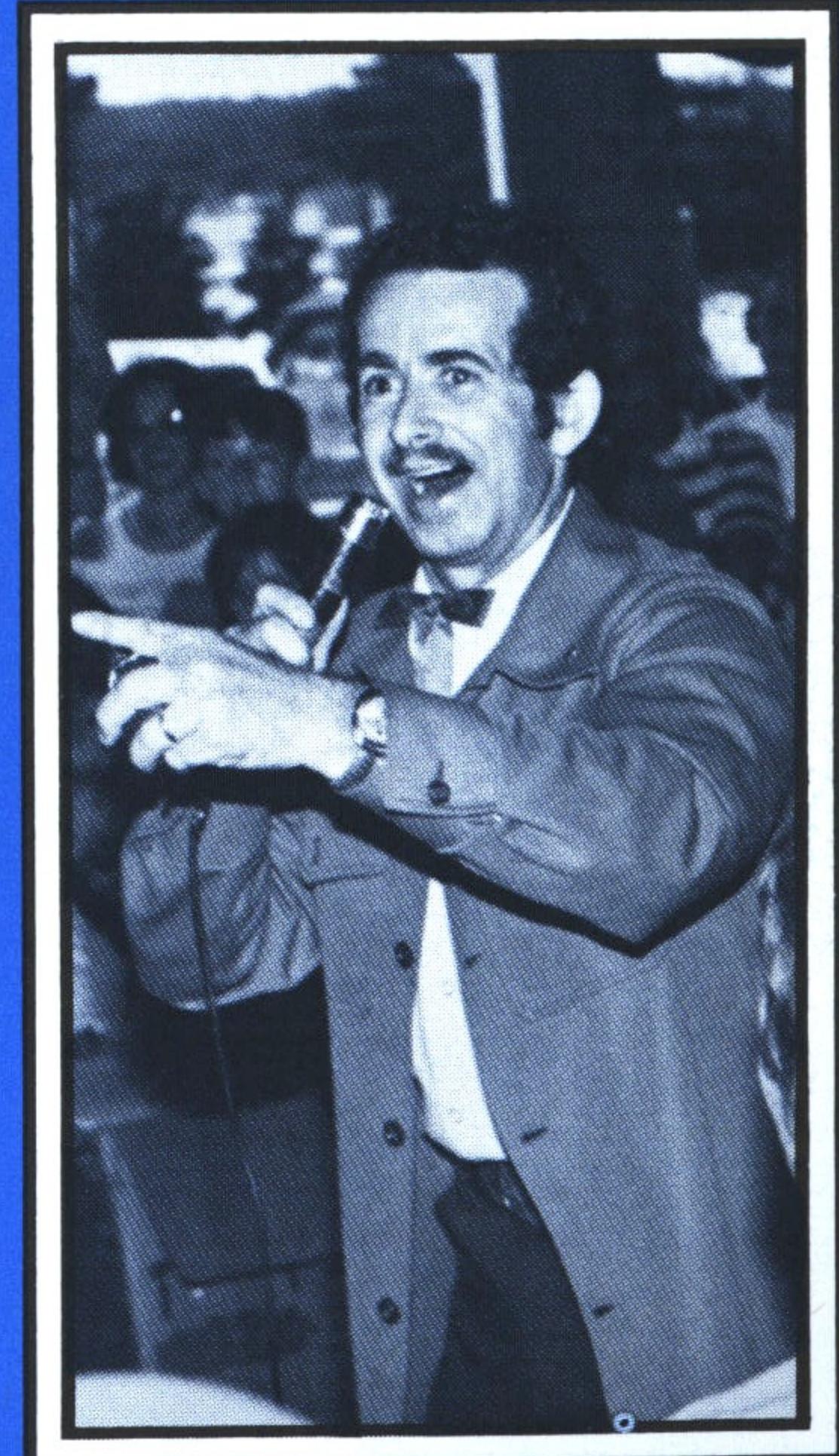
In Tennessee (page 33)



In Arkansas (page 31)



In South Carolina (page 25)



In Massachusetts (page 27)

. . . IT'S CATCHING!



Stetson "Wisp"



Auctioneer Hat

### New Hats Well Received in Boston!

The annual convention in Boston is now history. Those not in attendance missed a really spectacular convention. As we told you we tried several new items and found what would sell and what would not. Our regular auctioneer hat line held up good and we sold many of the beautiful Silver Belly Felt hats as pictured above as well as a good supply of our Milan Straws in brim width: 2 $\frac{1}{8}$ ", 2 $\frac{3}{8}$ " and 2 $\frac{5}{8}$ ".

Our White Panama went over so good that someone stole our sample. It comes with 2 $\frac{1}{2}$ " brim.

What really took the day was the new Stetson "Wisp", pictured above. It is western in style, silver belly in color and is a real nice hat. The Marlboro and Stampede did not go over; therefore we are not adding either of these. The T-shirts were so-so; the beautiful Car Coats, with orlon collars, went over big and we are adding the Putty Colored Car Coat to the line.

The monogrammed jump suits did not do anything;

nor did the over-the-calf sox with the NAA emblem on them. The baseball-type caps did not do anything either.

Our sterling silver gold-plated gavel tie tacs, with man made diamonds, did quite well as did the sterling silver gold plated plain gavel tie tacs. Listed below is now what we have. We are expecting a price increase on all our hats before the first of the year so order yours today!

Felt Silver Belly Hats .....	\$22.50
White Panama .....	16.95
Milan Straw (light tan) .....	14.95
London Fog-type Jackets with NAA Emblem (assorted colors) .....	21.00
WISP (Western Hat) .....	37.00
4-Color NAA Emblem .....	3.00
S. S. Gold Plated Tie Tack with .50 man-made diamond .....	50.00
S. S. Gold Plated Tie Tack without man-made diamond .....	30.00
T-shirts with your name & NAA emblem .....	\$45 Doz.; 2-Doz. minimum
Deer and Pig Skin Gloves .....	\$16.00 and \$18.00

Plus — 4% Sales Tax

We now have a catalog — will send upon request.

### Col. W. Craig Lawing

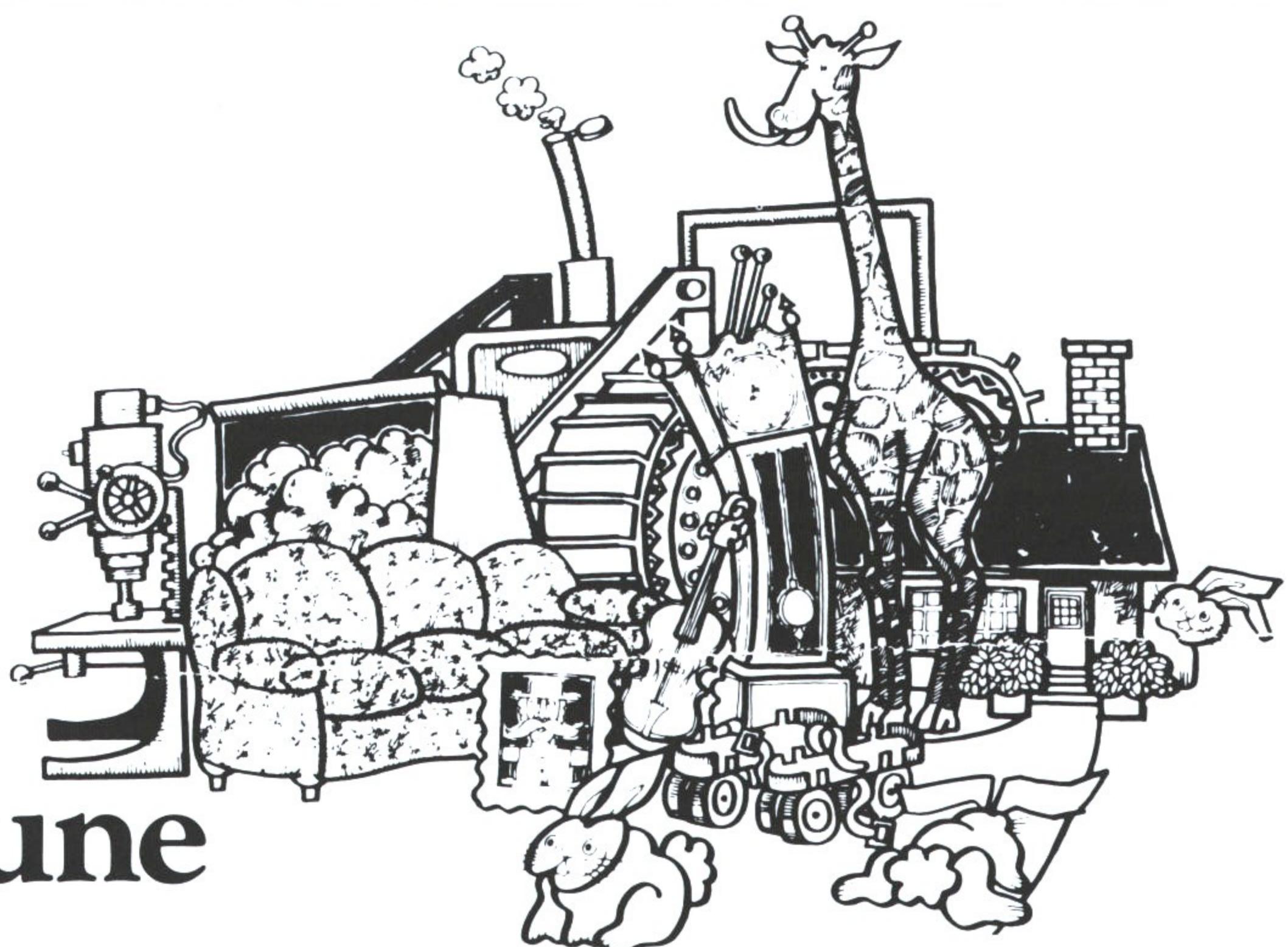
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We're also the fourth largest newspaper in the country. Our Sunday circulation is 1,155,572. And 100,078

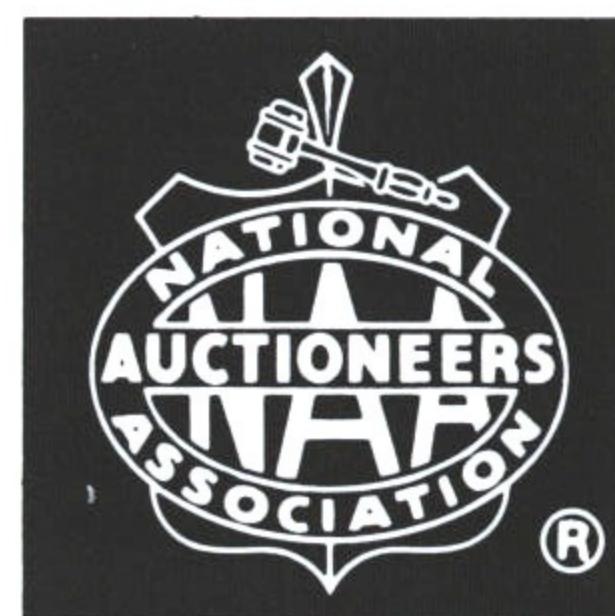


copies are distributed nationally. If you've got an auction coming up, keep in mind the biggest auction mart in Mid-America: the Chicago Tribune. For more information, call Mary Beth Howard at 312/222-4493 or Charles Shanley at 312/222-4042. Order deadline: Wednesday, 3 P.M.

Source: The Scarborough Report/Chicago 1978, Sunday single issue.  
Chicago Newspaper Classified Advertising.  
Ads and Lines Report, first seven months, 1978.  
ABC Publisher's Statement, Period ending March, 1977.

Turn to the  
**Chicago Tribune**

## There Are Still Many Good Auctioneers Available Who Are Not Members of Our National Association



Now that the 1978 NAA convention is over and most of us are back in the harness again going strong. We really won't miss the week or two that we took off to go to the convention.

In fact ninety-nine percent of us just thoroughly enjoyed every minute of the convention. Again, I personally want to thank William Moon and all those that took part in making us all feel so welcome in Boston and doing such a great job hosting the convention. I firmly believe it was one of the greatest conventions in the NAA history.

I visited Colorado Springs in September where Harvey McCray, Chuck Cumberlin and I met with the Colorado Auctioneers and their families to confirm many of our plans for the 1979 convention in Denver. It will be 20 years since the last convention in Denver and if the enthusiastic turn out for the Colorado meeting is any example of what kind of convention we will have in 1979, I am sure it will be the greatest convention ever.

Again, I want to remind you it is estimated there are some 23,000 Auctioneers in the United States and we have only 5,600 dues paying members. Please sign up one new member this year. Remember in unity there is strength, and I feel it is high time we get involved. We need all the auctioneers' support. We must work together to be an effective association.



I feel the time is not long until we will see many changes to come about in our profession, and we will welcome those changes. So long as they are healthy and good for our free enterprise system and our profession.

Some of those changes could be:

1. One license and bond to enable an auctioneer to go into any state within the United States and also Canada.
2. We may see 50% or better of all real estate sold at public auction.
3. All estates of personal property will have to be appraised and for tax purpose a licensed or qualified auctioneer will be needed.
4. All Insurance Companies, to update their insurance policy, will need to obtain the service of a licensed or qualified auctioneer.
5. The time may be here when you can no longer obtain the service of another neighboring auctioneer as a self employer, you may have to withhold Social Security for him.

We need to keep a very active political action committee on the NAA Board.

**Harvey C. Lambright, President**

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### Gratitude Expressed for Good Year By 1977-78 President Higgenbotham

#### Dear Fellow Auctioneers:

As I walk into the sinking sun following my predecessors into the ranks of Past Presidents of the NAA, I would like to express my thanks and gratitude for the fantastic support which you, the membership, gave me last year, including your attendance and your enthusiastic response to the Boston Convention.

Your kindness and thoughtful gestures, words of encouragement throughout the year will always be cherished.

I sincerely hope through deeds, action or service to you individually or to the National Association I can repay you for the tribute which you gave me in my term of office. And, I am looking forward with a great deal of anticipation to serving as a Board Member under the administration of Harvey Lambright.

I would ask that you join with me and support Harvey the same way you did me last year. I know Harvey will return your kindness 40 times over. Harvey is the kind of person who will spend his ever waking moments to make us proud of the fact we elected him and make us even more proud of the fact that we can say we are auctioneers!!

Thanks again and I will see you at the seminar in Las Vegas, Nevada.

**Martin E. "Marty" Higgenbotham  
Lakeland, Florida**

# THE AUCTIONEER

NOVEMBER, 1978

THE AUCTIONEER magazine is the official publication of the National Auctioners Association and is published monthly with the exception that an August issue is not published (11 issues annually). THE AUCTIONEER magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

The editor reserves the right to accept or reject any material submitted for publication. Subscriptions are available to non-auctioneers only. Auctioneers, who are not members of the National Auctioneers Association, may not subscribe to THE AUCTIONEER magazine.

Editorial and Advertising copy must be received in the NAA Office on or before the 10th day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before advertising can be accepted (see rate schedule below).

Single copies: \$1.00 each. Annual subscription rate (thru July, 1977, issue) — \$6.00 (11 issues); as of September, 1977, issue \$7.50.

Editorial and Executive Offices of the National Auctioneers Association is 135 Lakewood Drive, Lincoln, Nebraska (NE) 68510. Phone: 402 489-9356.

Harvey L. McCray, Editor and Executive Director

Mrs. Cheryl Griffith, Office Secretary

Mrs. Helen Witters, Office Secretary

Mrs. Kim Cunningham, Office Secretary

## Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

1. **THE AUCTIONEER Magazine** is the official publication of the National Auctioneers Association and is published monthly with the exception of the month of August, the month in which a magazine is not published. Eleven issues are published annually. THE AUCTIONEER Magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

2. **ADVERTISING RATES:** One (1) Time Six (6) Times Eleven (11) Times  
Full Page ..... \$125.00 \$120.00 \$115.00  
Half Page ..... 62.50 60.00 57.50  
Quarter Page ..... 31.25 30.00 28.75

Column Inch: \$7.00 per column inch — column is 21 picas wide (3½ inches).

(a) **Color Rates:** Two colors (black and issue color) are available only upon consultation with editor. Cover pages also available only after consultation with editor if and when cover (outside back and inside front and back) pages are available. Add 25% to above rates if second color authorized by editor.

(b) **Short Rate and Rebate:** Rates are based on the number of insertions in a 11-month period. Short rates will be charged if a contract is terminated prematurely.

(c) **Rate Change:** The editor reserves the right to revise all rates quoted herein upon sixty (60) days written notice to holders of contracts. If a rate revision is made and not accepted by the advertiser, the advertiser may cancel his contract.

**NEW ADVERTISERS:** Submit payment in advance (with copy) before advertising will be accepted.

3. **AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 6.). If advertising is discontinued before completion of contract, short rates for space will apply.

5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method: saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color.

Dimensions for ad space: Full page — 7½ by 9½ inches; Half page — 7½ by 4½ inches; Quarter page — 3½ by 4½ inches or 7½ by 2½ inches.

6. **ISSUE AND CLOSING DATES:** Published monthly with the exception that an August issue is not published (11 issues annually). Issued on the first of the publication month. Deadline for ad copy is the 10th of the month preceding publication date.

Submit all advertising to: The National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510. Phone: 402 489-9356.

## NAA Meetings Schedule

Scheduling has been approved by the NAA board of directors and the following NAA Conventions have been announced by the board for future years.

### NAA Convention Sites

1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado  
1980 — Opryland Hotel, July 30-August 2, Nashville Tennessee  
1981 — Las Vegas Hilton Hotel, July 22-25, Las Vegas, Nevada  
1982 — Hilton Hotel, July 28-August 31, Atlanta, Georgia

### 1979 NAA Seminars

January 29-30-31 — Sahara Hotel, Las Vegas, Nevada  
February 19-20-21 — Opryland Hotel, Nashville, Tennessee

## National Auctioneers Association

### 1978-79 Officers

President — Harvey C. Lambright, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012  
1st Vice President — Charles E. "Chuck" Cumberlin, P.O. Box 248, Brush, Colorado 80723. Bus. Phone: 303 842-2822  
2nd Vice President — Archie D. Moody, P.O. Box 795, Darlington, South Carolina 29532. Bus. Phone: 803 393-0431  
Executive Director — Harvey L. McCray, 135 Lakewood Drive, Lincoln, Nebraska 68510. Bus. Phone: 402 489-9356  
Treasurer — Dean W. Fleming, Atkinson, Nebraska 68713. Bus. Phone: 402 925-2801

### Directors

#### Terms Expiring 1981

Martin E. Higgenbotham, 1702 Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094  
Frank E. Bass, 501 1st Avenue South, Lewistown, Montana 59457. Bus. Phone: 406 538-8709  
James W. Heike, 104 W. Main St., Mondovi, Wisconsin 54755. Bus. Phone: 715 926-5340  
H. Layton Laws, Jr., P.O. Box 675, Manassas, Virginia 22110. Bus. Phone: 703 361-3148  
Robert E. Musser, RFD 1 Box 1900, Cody, Wyoming 82414. Bus. Phone: 307 587-2131

#### Terms Expiring 1980

Lyle H. Erickson, Box 239, Cresco, Iowa 52136. Bus. Phone: 319 547-3700  
Herbert A. Bambeck, Route 1, Box 392, Dover, Ohio 44622. Bus. Phone: 216 343-1437  
William L. Gaule, 909 W. Walnut, Chatham, Illinois 62629. Bus. Phone: 217 483-2484  
Rex B. Newcom, Box 458, Whitewater, Kansas 67154. Bus. Phone: 316 799-2278  
William J. "Bill" Wade, Route 2, Box 302, McKinney, Texas 75069. Bus. Phone: 214 424-2602

#### Terms Expiring 1979

C. P. "Terry" Dunning, P.O. Box 866, Elgin, Illinois 60120. Bus. Phone: 312 741-3483  
Wayne Ediger, 131 Hillcrest Dr., Belle Plaine, Minnesota 56011. Bus. Phone: 612 873-2292  
William J. Josko, 3482 Post Road, Southport, Connecticut 06490. Bus. Phone: 203 255-1441  
Forrest A. Mendenhall, Route 5, High Point, North Carolina 27263. Bus. Phone: 919 887-1165  
Hubert D. Songer, 1602 Jones Blvd., Murfreesboro, Tennessee 37130. Bus. Phone: 615 896-4067



## 1979 Seminars Instructors . . .

### Educational Benefits to be Derived By Attending 1978 NAA Seminars

An enthusiastic group of NAA members will conduct the 1979 NAA Seminars in Las Vegas (January 29-30-31) and Nashville (February 19-20-21). Education is the keyword of the 1979 Seminars and 1st Vice President C. E. "Chuck" Cumberlin, Seminars Chairman, believes the instructors selected can easily fulfill the demands made of the instructors.

Early registration to the 1979 Seminars is important! Seating in the Seminars is limited and registrations to the Seminars will be on a "first-come, first-served" basis. Registrations also means those who have paid their registration fees in advance and the receipt of fees in the NAA Office will determine who receives a place at the Seminar.

Early hotel reservation is important also. The hotels (Flamingo Hilton in Las Vegas and Opryland in Nashville) have to release space being held for NAA Seminars 30-days in advance of the event and Seminars registrants are asked to submit — directly to the hotel (use the forms in THE AUCTIONEER magazine) — your hotel reservations WELL IN ADVANCE and at the same time you submit registration fees to the NAA Office.

*Remember, Seminars registration form and fees go to the NAA Office; Seminars hotel reservations forms go directly to the hotel with any deposit as required on the form.*

### Meet the 1979 Seminars Instructors

Meet the instructors who will provide the educational benefits at the 1979 Seminars (same days at both Las Vegas and Nashville):

#### Real Estate — Monday:

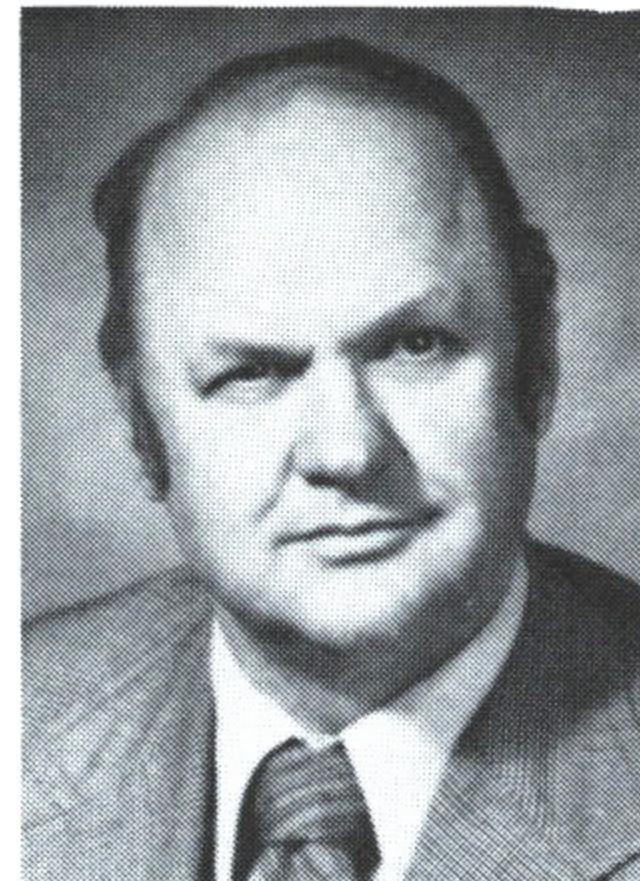
John A. Horton of Huntsville, Alabama, is a graduate of the National Auction Institute at College Station, Texas, having attended in 1949-50. He has worked with many different auction companies in Alabama and Tennessee. After discharge from U.S. Army in 1952 he worked for auction companies part-time and held auction sales. He worked for a large national company from 1953 until 1965 as traveling salesman where he received many sales awards.

NAA Member Horton is currently chairman of the board of the Alabama State Board of Auctioneers (appointed by the governor); member of the Huntsville Board of Realtors and member of the Alabama Auctioneers Association.

He entered private business in March of 1965 under the name of John A. Horton, Inc., offering a complete real estate agency, handling private sales, rentals, and auction sales. He is a licensed auctioneer and holds Alabama real estate brokers licenses. He has handled auction sales for local and out of state banks, legal firms, estates, the bankrupt courts, the City of Huntsville and the State of Alabama.

He has sold at auctions farms, homes, many types of businesses, estates, livestock, commercial land and subdivisions. He is an approved auctioneer for the Small Business Administration.

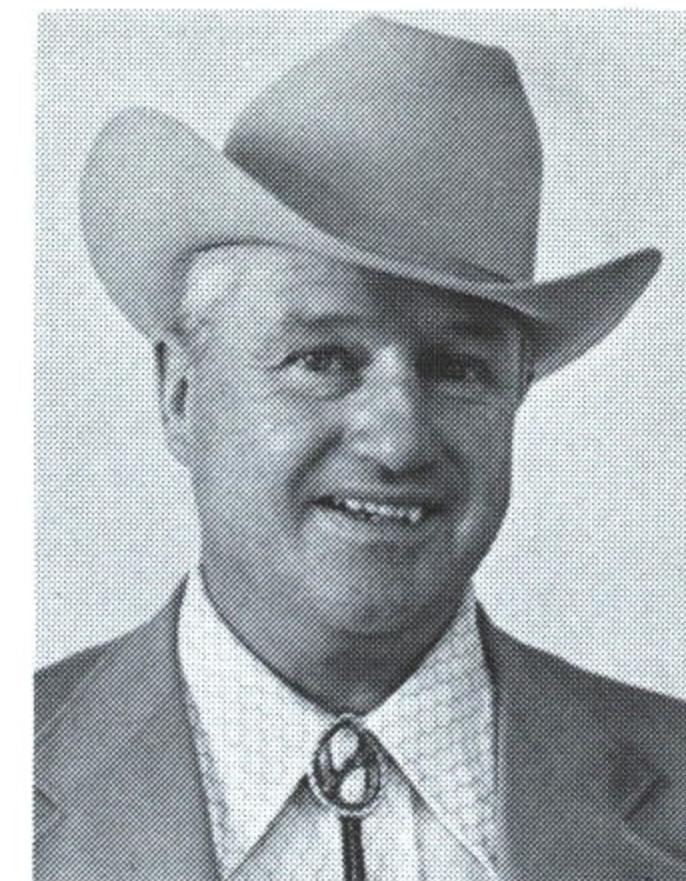
John has completed Course I of the Certified Auctioneers Institute (CAI), which is sponsored by



**HORTON**



**NEWCOM**



**MUSSER**

the National Auctioneers Association at Indiana University's Memorial Union and has attended NAA conventions in Lincoln, Nebraska; Dallas, Texas; St. Petersburg, Florida; Louisville, Kentucky; St. Louis, Missouri; Seattle, Washington and Boston, Massachusetts.

Rex B. Newcom of Whitewater, Kansas, is owner and operator of the Newcom Real Estate and Auction firm in Whitewater and also serves as director of the board of directors of the National Auctioneers Association.

Rex is a CAI member, having successfully completed the three, one-week courses held by the Certified Auctioneers Institute at Indiana Memorial Union, Bloomington, Indiana.

In addition to real estate auctions, NAA Member Newcom lists the following fields of auctions in which he specializes: business liquidations, estate auctions, antiques, equipment and farm auctions. He is a member of the Kansas Auctioneers Association and currently serves as the organization's secretary-treasurer. He also has served as president, vice president and director.

Rex has been a full-time auctioneer for 12 years and has been a member of the NAA for the same number of years.

#### Bid Calling — Monday and Tuesday:

Robert E. "Bob" Musser is president and owner of the Musser Sales Company, Inc., of Cody, Wyoming and has been an auctioneer and member of the NAA for 22 years.

Bob, a qualified auctioneer to offer instructions to those wishing help in bid calling (he is a current instructor at the Western College of Auctioneering in Billings, Montana), successfully completed Course I in the CAI program at Indiana University and was elected, at the 1978 Boston NAA Convention, to serve on the board of directors of the National Auctioneers Association.

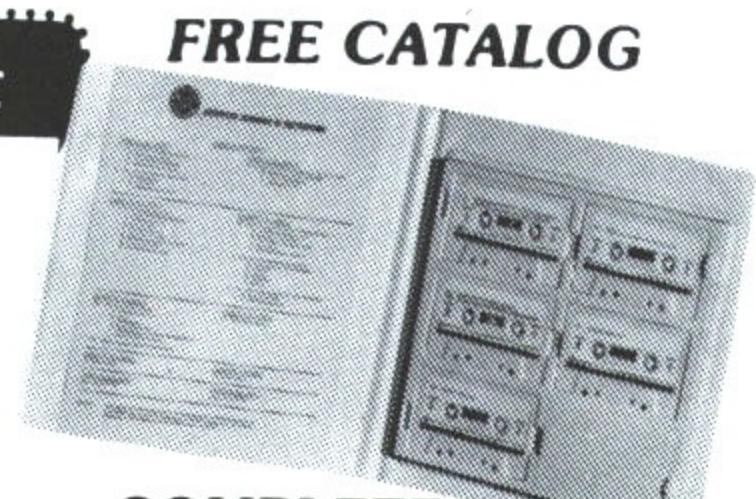
Bob does not specialize in any one field of auctioneering but is regarded as a highly successful auctioneer.

(Continued on page 11)

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**Hotel Reservation Form — NAA Las Vegas Seminars  
January 28-29-30-31, 1979 — Flamingo Hilton Hotel**

*Please reserve the following accommodations at the Flamingo Hilton Hotel for the 1979 Las Vegas NAA Seminars:*

Arrival on \_\_\_\_\_  
day \_\_\_\_\_ date \_\_\_\_\_ time \_\_\_\_\_

Departure on \_\_\_\_\_  
day \_\_\_\_\_ date \_\_\_\_\_

**Enclosed is my deposit in the amount of \$36 (one night's deposit) to guarantee reservation of the following:**

Single Room @ \$36 per room per night;

Double or Twin Room @ \$36 per room per night.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Send this fully completed form to: Reservations Department, Flamingo Hilton Hotel, 3555 Las Vegas Blvd. South, Las Vegas, NV 89109**

**NOTE: One night's room rate deposit required before accommodations confirmed.**

**Register now for the 1979 Seminars — use the registration form on the following page. Complete the form and send the registration fees to the National Auctioneers Association. Reserve your hotel room now also for the Seminars you are registering for. Registrants must submit their own hotel reservation form. Hotel space will be limited if your reservation is not received 30 or more days in advance of the Seminars.**

**Hotel Reservation Form — NAA Nashville Seminars  
February 18-19-20-21, 1979 — Opryland Hotel**

*Please reserve the following accommodations at the Opryland Hotel for the 1979 NAA Nashville Seminars:*

Arrival on \_\_\_\_\_  
day \_\_\_\_\_ date \_\_\_\_\_ time \_\_\_\_\_

Departure on \_\_\_\_\_  
day \_\_\_\_\_ date \_\_\_\_\_

Single Room @ \$32 per room per night;

Double or Twin Room @ \$38 per room per night.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Send this completed form to: Reservations, Opryland Hotel, 2800 Opryland Drive, Nashville, TN 37214.**

## \* 1979 NAA SEMINARS REGISTRATION FORM \*

*Please register me for the following 1979 NAA Seminars (check appropriate line):*

**Las Vegas, Nevada — January 29-30-31, 1979 — Del Webb's Sahara Hotel**

**Nashville, Tennessee — February 19-20-21, 1979 — Opryland Hotel**

**SUBJECTS** (both Seminars — Seminars begin 9:00 a.m. on Monday, Tuesday and Wednesday in each city): **MONDAY** — Real Estate (morning and afternoon); Bid Calling /Voice Analysis (evening); **TUESDAY** — Farm Equipment & Livestock (morning and afternoon); Advertising (late afternoon); Bill Calling/Voice Analysis (evening); **WEDNESDAY** — Antiques/Collectibles (Seminars end at approximately 5:00 p.m. Wednesday — no evening session on Wednesday).

**INFORMATION ABOUT 1979 SEMINARS HOTEL RESERVATIONS:** Seminars Registrants must make their own hotel reservations for the two 1979 Seminars. Hotel Reservation Forms for both the Las Vegas (January) and Nashville (February) Seminars will be published in subsequent issues of THE AUCTIONEER magazine. *Hotel Reservations must be made at least one month in advance of the Seminars to be assured of room accommodations.*

**1979 REGISTRATION FEES INFORMATION.** Three-day fees = \$150 per NAA Member; Half price (\$75) for NAA Member's spouse or family member attending Seminar with NAA member; Daily fee = \$60 per NAA Member per Day; Half price = \$30 for NAA Member's spouse or family member attending Seminar with NAA Member.

### I HAVE MARKED THE FOLLOWING TO INDICATE MY 1979 NAA SEMINARS REGISTRATION:

- \$150 Three-day Las Vegas Seminar Registration
- \$ 75 Spouse's Three-day Las Vegas Seminar Registration
- \$ 60 Monday ONLY Seminar, Las Vegas
- \$ 30 Spouse's Monday ONLY Seminar, Las Vegas
- \$ 60 Tuesday ONLY Seminar, Las Vegas
- \$ 30 Spouse's Tuesday ONLY Seminar, Las Vegas
- \$ 60 Wednesday ONLY Seminar, Las Vegas
- \$ 30 Spouse's Wednesday ONLY Seminar, Las Vegas

\$ **TOTAL LAS VEGAS FEES**

- \$150 Three-day Nashville Seminar Registration
- \$ 75 Spouse's Three-day Nashville Seminar Registration
- \$ 60 Monday ONLY Seminar, Nashville
- \$ 30 Spouse's Monday ONLY Seminar, Nashville
- \$ 60 Tuesday ONLY Seminar, Nashville
- \$ 30 Spouse's Tuesday ONLY Seminar, Nashville
- \$ 60 Wednesday ONLY Seminar, Nashville
- \$ 30 Spouse's Wednesday ONLY Seminar, Nashville

\$ **TOTAL NASHVILLE FEES**

Enclosed is my check in the amount of \$\_\_\_\_\_, made payable to the National Auctioneers Association, for my 1979 NAA Seminars Registration.

NAA Member's Name \_\_\_\_\_

Spouse's Name  
If Applicable \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send completed form and Seminars registration fees to:

**NATIONAL AUCTIONEERS ASSOCIATION**  
135 Lakewood Drive, Lincoln, NE 68510



**Leslie Swainbank Antiques Inc.**

Head Office-

34 Church Rd, Roby, Nr. Liverpool, L36 9TD,  
Lancashire, England — Telephone 051-489 1142

**U.S.A. Branch Office in Arizona — Call Mr. Ron Shapland:**  
**Phone: 602 944-8341**



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## Seminars Instructors (continued)

### Farm Equipment — Tuesday.

Charles J. Fischer of Long Lake, South Dakota, as a youngster was always fascinated with the auction chant, which later motivated him to attend the Reisch World Wide College of Auctioneering in Mason City, Iowa in 1956. Since then, he has been active in six states and two Canadian provinces, selling various types of auctions, which included a motel and real estate auction in Sacramento, California.

He is active in both the North and South Dakota Auctioneers Associations and has been president of the SDAA, of which he is a charter member. He also served as director for three consecutive terms of the SDAA.

Aside from his auction profession, he holds a real estate brokers license. He is active in community activities and in addition to being a successful auctioneer and community leader, believes in setting goals and reaching them.

### Livestock — Tuesday.

Dean H. Parker of Logan, Utah, will conduct the livestock portion of the 1979 Seminars on Tuesday afternoon. He is well qualified to conduct, having sold, over the last ten years, an average of 242 sales per year.

Dean started in the auction business in 1949 at the age of 19 when he graduated from high school. He graduated from the second class ever held at the Western College of Auctioneering in Billings and began selling immediately, selling livestock market sales and a few purebred horse, dairy and hereford sales in several areas.

His auction schedule was interrupted for six years: two years for college; two years serving as a missionary for the LDS Church; and two years in the military service in Germany.

Following discharge from service, he attended the Reppert Auction School in Indiana and immediately following auction schooling began selling at livestock markets and added an automobile auction in Salt Lake City. He then became a fieldman for the Western Livestock Journal, moving to California.

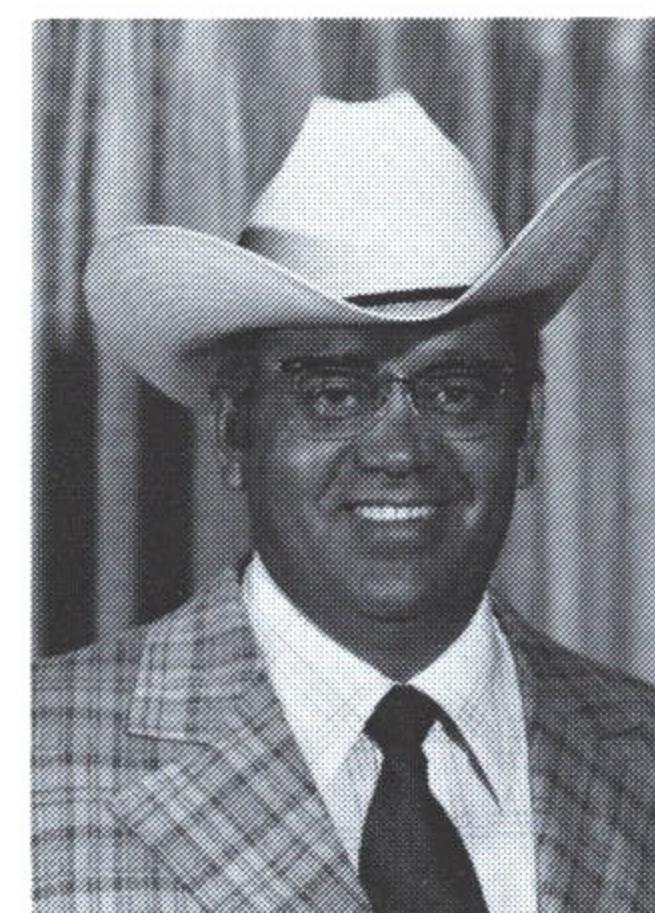
He left the auction yard to devote full time to the purebred quarter horse auctions and in 1962 started the first All American Quarter Horse Yearling Sale in Ruidoso, New Mexico, which was the beginning of a 12-year involvement.

Dean formed the Dean H. Parker and Associates firm, in cooperation with Thane Lancaster, a sale management organization managing quarter horse sales. Dean now sells 175 sales a year in an average of 38 states.

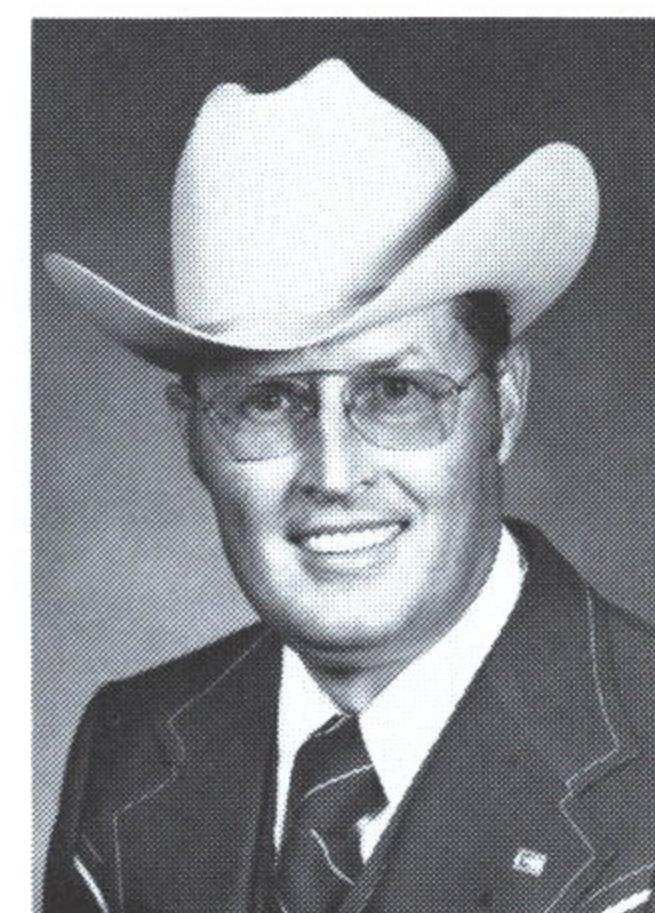
Some of the top sales served by Dean Parker include the All American, Haymaker, the All Western, the National Western. Some of the world record horses sold at auction include Doc's Zimfandel for \$255,000; Bar Money for \$164,000 and Go Derussa Go for \$195,000. He has sold, at one time or another



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in his career, the highest priced quarter horse, Arabian and Appaloosa ever sold at auction and enjoys selling some of the leading purebred livestock sales in the western United States.

### Advertising — Tuesday

Charles E. "Chuck" Cumberlin of Brush, Colorado, and Harvey L. McCray, Lincoln, Nebraska, will offer assistance to NAA members wishing help in their advertisements of auctions.

Chuck Cumberlin, currently the 1st Vice President of the NAA and reigning World's Livestock Auction Champion, is a former NAA Advertising award winner, having been recognized for his informative and colorful advertising. He has been an auctioneer for over 18 years and currently specializes in real estate and farm auctions with his NAA member partner, Jim Odle in their Brush office.

Harvey McCray is the executive director of the NAA and is a former advertising account executive, working with a firm in Kansas City, Missouri in the late 1960s. Advertising also was one of Harvey's main interests as he was working for his college degree of business and public administration at the University of Missouri-Columbia.

Harvey believes that advertising is one of the most important aspects of the auction profession and without good, clean and informative advertising, business will not be as good as it should be — the results will not be as successful.

### Antiques — Wednesday.

Wayne Stewart of Audubon, Iowa, is another CAI member designate and has been an auctioneer for 55 years. He is a graduate of the Reppert Auc-

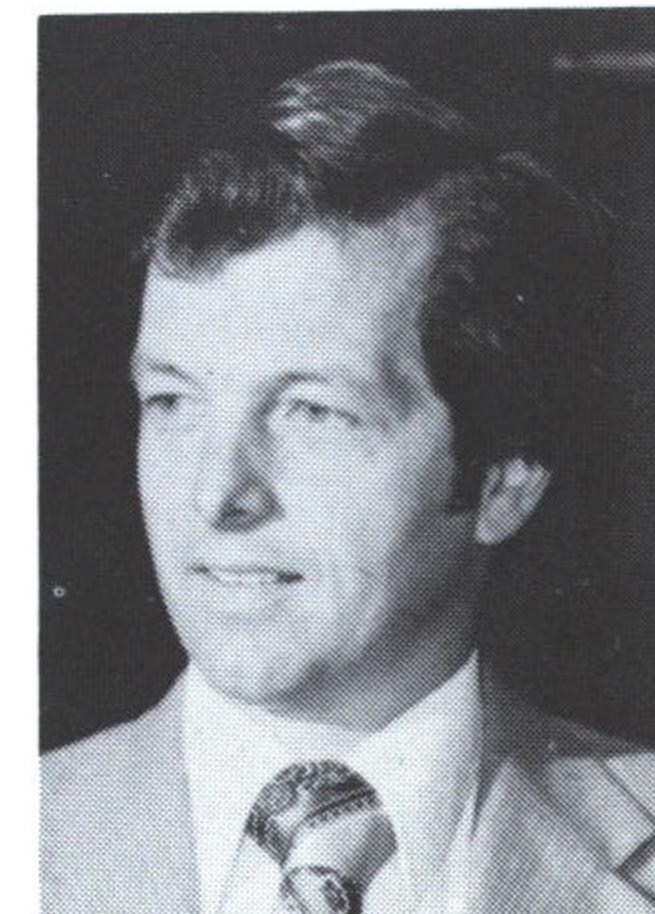
(Continued on page 13)



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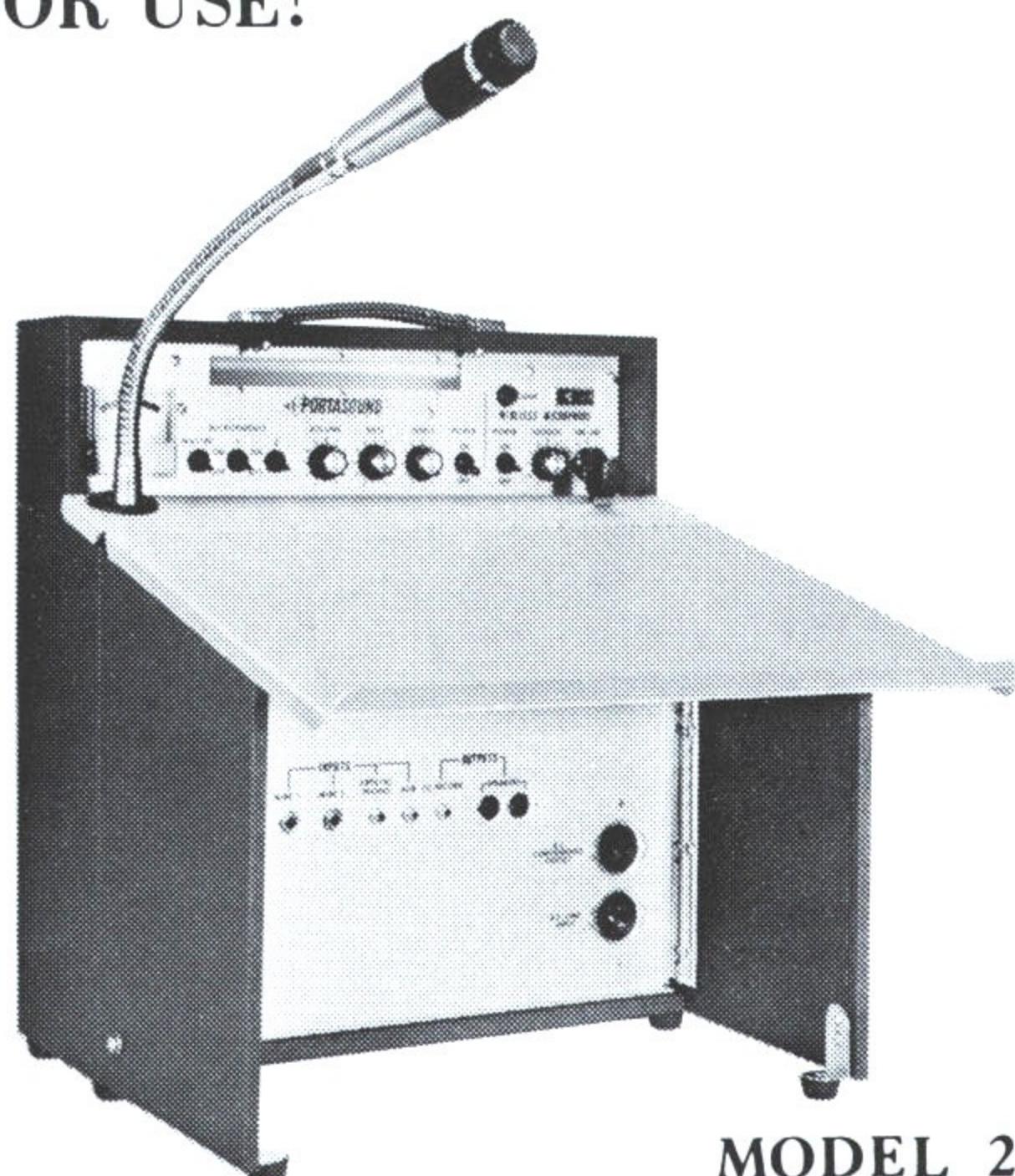
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## Seminars Instructors (continued)

tioneering School in Decatur, Indiana, which he attended after attending the University of Iowa.

Wayne became an auctioneer when he recognized a need for auction services in the Audubon area and specializes, in addition to the antiques field, in real estate and commercial property.

Wayne says he gains a great deal of satisfaction from being able to help people turn real and personal property into cash quickly and at a maximum price. He has attended many of the NAA Conventions and Seminars and realizes the value of increasing his knowledge by listening to the experts offer auction advice. In Nashville and Las Vegas he will team up with Doug Bilodeau at both Seminars to provide information on selling antiques and collectibles at auction.

Douglas P. Bilodeau operates the Douglas Galleries in South Deerfield, Massachusetts, where he has conducted auctions for the past ten years. His specialty is antiques, including clocks, furniture, fine art, jewelry and steins.

He has been involved in antiquing and importing from Europe for over five years. He conducts auctions at least once weekly year round at the gallery with auctions on location at estates as well.

Real estate auctions also are conducted, either single parcels with or without houses or multiple parcels.

Referrals come from banks, trust departments, attorneys and from past satisfied customers to the NAA member Bilodeau's auctions. His sales have been featured in various antiques' and trade publications. Doug has lectured and taught courses on antiques and auctioneering at several local colleges and adult education classes, civic groups and auction school.

Doug has successfully completed the three-year courses of the Certified Auctioneers Institute, Indiana University, and has his CAI member designation; is a member of the Massachusetts Auctioneers Association (past director); several organizations in reference to auction and real estate sales; a member of the National Association of Clock and Watch Collectors; a faculty member of the International Auction School in 1977; and has attended NAA Seminars 1973, 1974 and 1977; and NAA conventions in St. Petersburg, Florida in 1973; St. Louis, Missouri in 1976 and Boston, Massachusetts in 1978.

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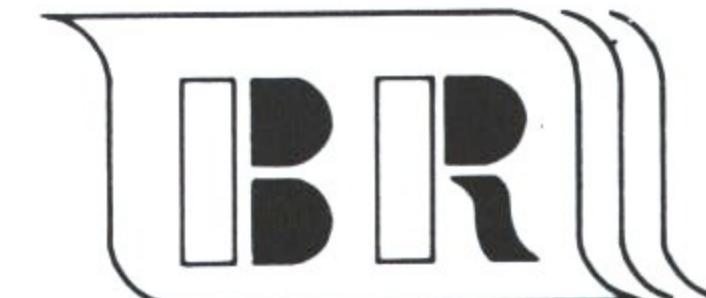
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## 1978 Hall of Fame Recipient Recognized for his Talents In Article of Recent Auction

Curtis E. Cunningham, one of the two 1978 NAA Hall of Fame recipients (Grover Howell was the other), made headlines when he returned to his home in Greenwood, South Carolina, when THE INDEX-JOURNAL newspaper of Greenwood featured the auction sale of the Eleven Oaks Restaurant. The article described Curtis' auction method and concluded the feature story with a biographical sketch of Curtis' auction profession.

Page one of the paper displayed a large photo of Curtis at auction, selling the restaurant. On page two, a photo of the Hall of Fame Award plaque was displayed. Associate editor Tom Lollis gave a long, thorough description of Curtis trying to establish the opening bid for the facility, and included the final selling price (\$85,000) and the name of the buyer — a man from Greer, South Carolina.

An excellent description of Curtis' activities in the NAA and South Carolina Auctioneers Association was given (he was one of the founders and first president of the SCAA); information about the Hall of Fame Award ("That's the highest award our association can give!"); and personal and auction-related activities (Curtis is an ordained minister in the Reorganized Church of Jesus Christ; he sells livestock and real estate and is a licensed real estate broker; he attended Reppert Auction College in Decatur, Indiana; how his wife, the former Violet Miller, met



1978 HALL OF FAMER Curtis Cunningham is front-page news in hometown newspaper.

him — "my wife's first recollection of me was coming out of a chute on a Brahman bull's back in Lamar, Colorado"; jokingly, how he went to Colorado to pick a wild violet on the prairie); and many more activities of the 1978 Hall of Famer.

(*EDITOR'S NOTE: Once again, due to the increased interest in auctions, a newspaper editor has helped improve the image of NAA members and the NAA salutes THE INDEX-JOURNAL newspaper Associate Editor Tom Lollis for his efforts. Curtis Cunningham is an excellent representative of the NAA and deservedly should be recognized for his talents and support of the auction method of selling.*)

## Minnesota NAA Members Conduct 4-H Market Livestock Auction

The Minnesota 4-H market livestock auction was held on September 20, 1978, at the Minnesota State Fairgrounds and NAA and Minnesota AA members conducted the auction.

NAA director Wayne Ediger, Belle Plaine, and MAA president Wally Laumeyer, Inver Grove Heights, were the auctioneers.

The Grand Champion beef sold for \$2,900. The buyer was Lenertz Trucking of South St. Paul. The Grand Champion hog sold for \$525 and Wayne Ediger, owner of the Belle Plaine Commission Co., was the high bidder.

The Grand Champion rabbit sold for \$55. The Minnesota Auctioneers Association is now the proud owner of the rabbit.

Approximately 1,000 people attended the auction.

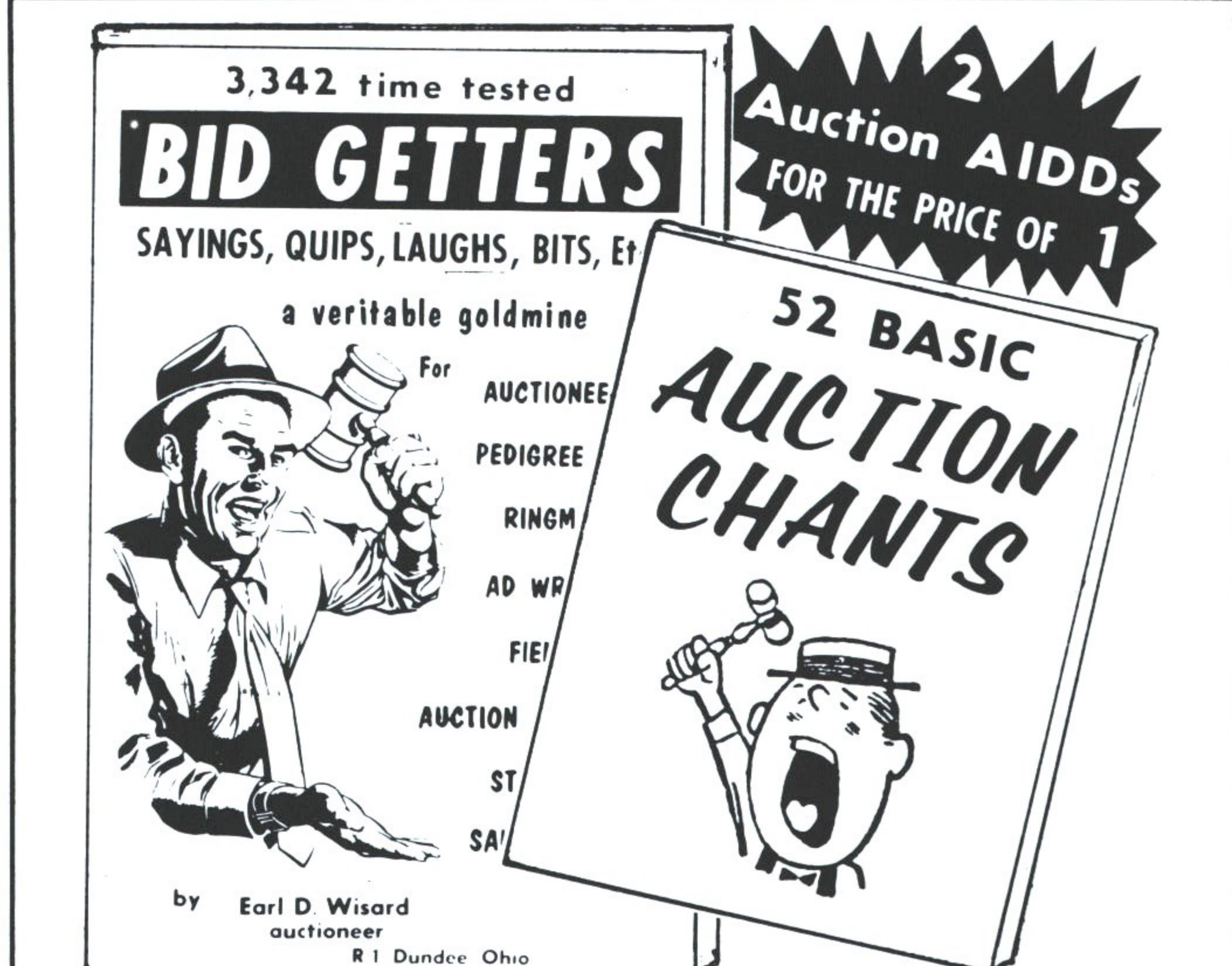
## Abandoned Auto Auction Conducted By Washington Member Duane F. Love

"Having just completed a most successful 'abandoned vehicle auction' for Horton's Towing in Bellingham (Washington) today, I just couldn't resist writing to share the news," wrote NAA Member Duane F. Love of Bellingham.

"The cars are auctioned off in accordance with Washington State laws to recover some money for the storage charges accumulated against them. There were 25 automobiles auctioned off for a gross amount of \$3,030. The entire auction took only about 35 minutes from the opening speech to the closing of the auction.

"This auction represents the largest auction held for Horton's in their four and one-half year history of holding auctions of this type.

"It just shows it still does pay to sell by the auction method!" concluded NAA member Love.



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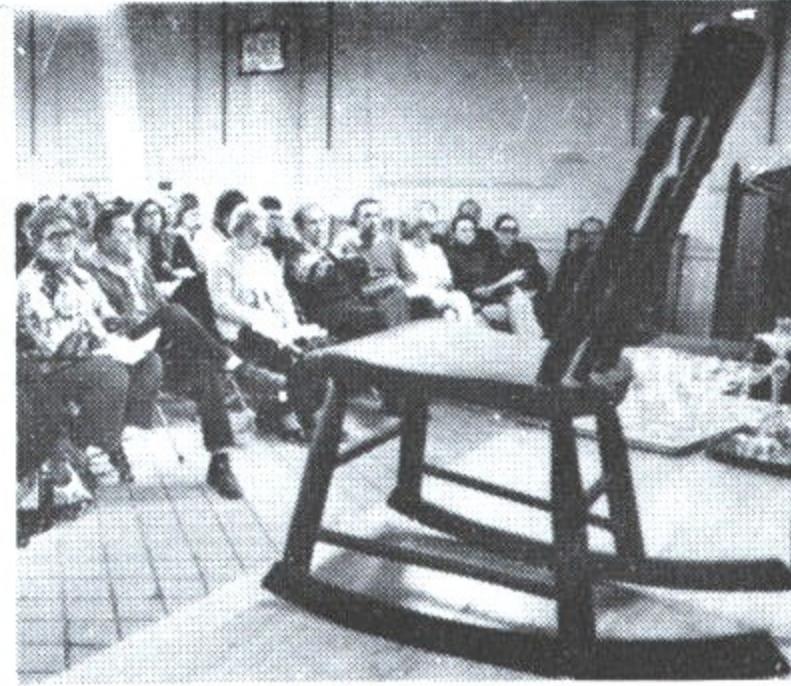
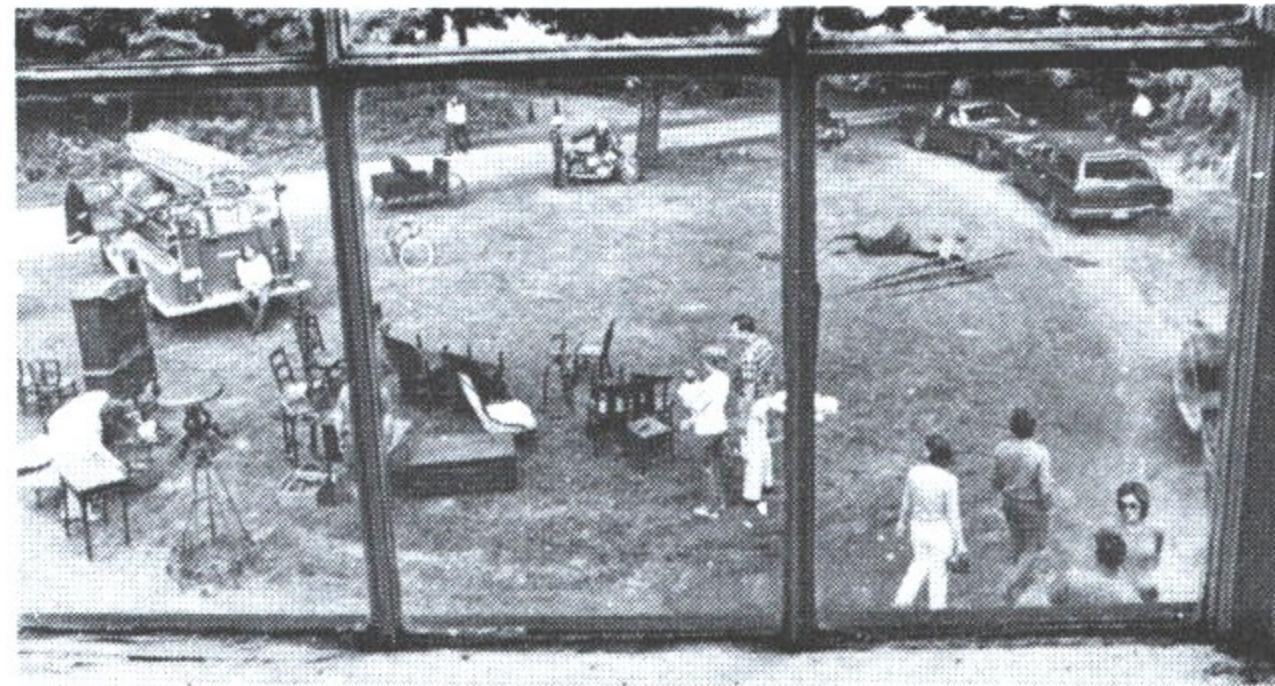


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# A Tribute to Joan and Wiley . .

Being in attendance at the National Auctioneers Convention in Boston I sat with a tear in my eye as Wiley Rittenhouse thanked the membership and said that although he would be leaving the Board after nine years, you would still see him at all the Conventions and he would be around to help.

I could not help but think of all the fine things which Wiley and his lovely wife Joan have added to our fine Association. We have been blessed for many years with excellent and sometimes brilliant leadership. Many fine auctioneers, their wives and families have contributed to the growth of our Association. However, I believe that the Rittenhouses will always especially be loved and remembered by those of us who they have helped.

I have known Wiley for many years. He came on to the NAA board of directors not knowing the sometime mountain of problems that he would be charged to handle. After serving his term on the Board as a Director, he was elected to one day serve as the National President. Wiley met every challenge and through the special way that he has, he kept the ship steady.

After his term he was selected to serve as an NAA Seminar instructor in the art of selling real estate at auction. His record speaks for itself by the many times he was asked to bring this program to the other State Associations and Canada.

He was selected to instruct at the CAI program and as one of his students, I can attest to the fine job that he does there. The standing ovation he received last spring showed the appreciation of all his students. Time marches on and as President Kennedy once said, "The torch has been passed to another generation" on his seat of the board of directors.

I would like to say that no one except his wife and family will ever know the hours and the days this man has devoted to making his profession better. This letter could be written by hundreds of people in our profession who Wiley and Joan have touched with their friendship, love and devotion. For all of us to both of them, I would like to say thank you from the bottom of our hearts. As long as there is a National Auctioneers Association, you will both be loved and remembered.

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November 12-13 — Illinois Auctioneers Association, Ramada Inn, Champaign.

November 19-20 — Indiana Auctioneers Association, Hyatt Regency Hotel, Indianapolis.

December 4 — Tennessee Auctioneers Association, Airport Hilton Hotel, Nashville.

December 10-11 — Florida Auctioneers Association, Inc., High Q Hotel, Orlando.

January 8, 1979 — Georgia Auctioneers Association.

January 18-19, 1979 — Michigan Auctioneers Association, Lansing.

January 20-22, 1979 — Minnesota Auctioneers Association, Holiday Inn North, Maplewood.

January 20-22, 1979 — Ohio Auctioneers Association, Winter Meeting, Marriott Inn, 2124 S. Hamilton Rd. @ I-70, Columbus.

January 26-27, 1979 — Pennsylvania Auctioneers Association, Inc., Host Inn, Harrisburg.

January 29-31 — National Auctioneers Association Seminar, Flamingo Hilton, Las Vegas, Nevada.

February 19-21 — National Auctioneers Association Seminar, Opryland Hotel, Nashville, Tennessee.

March 24-25, 1979 — Kansas Auctioneers Association, Downtown Ramada Inn, Topeka.

April 1-6 — Certified Auctioneers Institute, Indiana Memorial Union, Bloomington, Indiana.

April 8-9, 1979 — Kentucky Auctioneers Association, Owensboro.

JULY 11-14, 1979 — NATIONAL AUCTIONEERS ASSOCIATION, DENVER HILTON HOTEL, DENVER, COLORADO.

New Jersey State Society of Auctioneers meets bi-monthly all year — February, April, June, August, October and December.

## NAA Member Declared Winner Of Annual Ontario Auction Contest

NAA Member Frank G. Stapleton, Newtonville, Ontario, Canada, was declared winner of the 2nd Annual Ontario Auctioneering Championship, held at the Lakefield, Ontario, Fall Fair on September 15-16, 1978. Thirty-one auctioneers competed for the prize.

The contestants sold antiques at a sale at the Fair on Friday evening, September 15, and the five finalists were judged on selling the prize livestock the following day.

Gordon E. Taylor, president of the Reisch World Wide College of Auctioneering, Mason City, Iowa, and John Pomerlau, Vice President of Western Canada College of Auctioneering, Lacombe, Alberta, Canada, and the local Reeve, Harold Hamblin, judged the two-day event.

During last year's competition, the first year the contest was held, Frank Stapleton claimed the Reserve Championship honors. Judging the 1977 event were Gordon Taylor, Reeve Hamblin and NAA member Steve Liptay, 1976 World Livestock Champion of Bowman, Ontario.

Another NAA member, Les Brittan, Roseneath, Ontario, won the 1978 Ontario Reserve Champion honors.

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By H. Layton "Sonny" Laws, Jr.  
Director, Manassas, Virginia

The word "antique" has a different meaning in different areas. To some it means oak furniture and other items of the early 1900s; to others it must be close to 100 years old; and yet to others it must have been made prior to the industrial revolution. But, regardless of your definition of the word "antique", it is very important that you know what you're selling.

To know what you are selling you should often refer to antique books; go to antique shops; antique shows; other antique auctions; and use knowledgeable sources such as appraisers and collectors. Don't hesitate to seek assistance or verification, where needed, from the aforementioned sources, because there is no one person who knows it all — the large auction firms employ a specialist for the many areas of antiques.

When you are contacted about handling an estate of antiques or a collection of antiques, you will have to know what you have in order to prepare the listing for your ad, the most important part of your auction to be. You should not advertise a listing of antiques unless you know the items yourself or use

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On the other hand, you may have one of the worst collections to sell and if it is listed as one of the greatest, you will lose many people at your future auctions. As you gain experience in selling antiques at auction, if you describe your items fairly, you will find your crowds growing larger at each auction and you will be in demand to do more auctions.

Due to the age of items in the sale you should have as much exhibition time, prior to the auction, as you possibly can so that customers can inspect the items. Also, someone who knows what the items are, which are to be sold, should be available during exhibition to answer questions. It is impossible for the auctioneer to go into detail on each item; therefore exhibition helps to prevent problems after the auction.

You should be familiar with the items in each auction so that you do not use the same descriptive phrase or the same three descriptive phrases throughout the entire auction. Proper descriptive phrases, along with proper timing of their use, can help boost items to their value but are not necessary on every item.

Items should never be misrepresented and if the item has any known defects it should be so mentioned when sold. The order in which items are to be sold should be planned and known by the staff so as to prevent long gaps or confusion during the auction.

Never leave a doubt about your being in charge and knowing what you are doing!

It is important to know the value of items so that you are not asking inflated prices for openers (or vice versa) which wastes much time and makes the crowd worry and weary. One of the main reasons for knowing values is so that you will know what bidding increments to use to get the price up quickly. This will make a big difference in the dollar total of your auction.

Your employees should be properly dressed and familiar with the items in the auction so they can handle and show them correctly as this instills confidence in your crowd and does affect the overall sales total.

One very important thing, which will win you many return customers, is an effective checkout system. You will find that your customers will bid more freely and higher knowing their items are being cared for after purchase. Also important is the proper use of the microphone, clarity of auctioneering, etc.

Whether handling an estate or a collection of antiques always remember the people who hired you are dependent wholly on your dedication, desire, enthusiasm, knowledge and professionalism. Only after the auction will they know whether or not they hired the right auctioneer!

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"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk About Auctions".

I'm sure you'll like them. Hang in there.

## AUCTION ARROWS

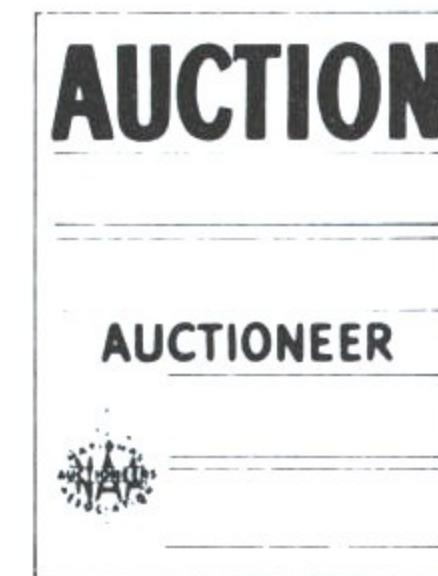
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## JESION'S AUCTION SERVICE

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Phone: 412-751-5566

Dear Ladies:

It's hard not to talk about the weather, especially when there is a sudden change and the temperature drops to the low 40s. We have had two light frosts; however in a month or so this may seem like warm weather.

We enjoyed the convention in Boston very much. There were so many tours and all so well planned and interesting. We saw many of the historical sites, such as Plymouth Rock, the Mayflower, Old North Church, Old Ironsides, the Adams' House and other interesting places.

All of us have read and know about these historical places, but to see them and hear the stories retold again makes them so real.

The meetings were very good and it was nice to see our auctioneer friends again.

After the convention we made a fast trip through the New England states before returning home. We needed more time to really make the trip more enjoyable, but seems like we are always rushed for time for some reason or other.

We have attended the NAA Conventions since 1960 and each year it seems that the convention has grown both in numbers and quality of educational materials offered, along with this there are always many interesting places for sightseeing and fun.

Ladies, next year we go to Denver and you will want to be a part of this great convention. So when your husband sends his NAA dues in, include your dues to join the NAA Auxiliary. We need you!

Let's all work together. Plan to be in Denver in '79!

**Mrs. E. B. (Patsy) Fulkerson  
Jonesboro, Tennessee**

### A GOAL FOR EVERYONE

1—Just for today I will try to live through this day only, and not set far-reaching goals to try to overcome all my problems at once. I know I can do something for twelve hours that would appall me if I felt I had to keep it up a lifetime.

2—Just for today I will try to be happy. Abraham Lincoln said, "Most folks are about as happy as they make up their minds to be." He was right. I will not dwell on thoughts that depress me. I will chase them out of my mind and replace them with happy thoughts.

3—Just for today I will adjust myself to what is. I will face reality. I will try to change those things which I can change, and accept those things I cannot change.

4—Just for today I will try to improve my mind. I will not be a mental loafer. I will force myself to read something that requires effort, thought and concentration.

5—Just for today I will exercise my soul in three ways: I will do a good deed for somebody — without letting them

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know it. (If they find out I did it, it won't count) I will do at least two things that I know I should do, but have been putting off. I will not show anyone that my feelings are hurt; they may be hurt, but today I will not show it.

6—Just for today I will be agreeable. I will look as well as I can, dress becomingly, talk softly, act courteously, and speak ill of no one. Just for today I'll not try to improve anybody except myself.

7—Just for today I will have a program. I may not follow it exactly, but I will have it, thereby saving myself from two pests: hurry and indecision.

8—Just for today I will have a quiet half hour to relax alone. During this time I will reflect on my behavior and will try to get a better perspective of my life.

9—Just for today I will be unafraid. I will gather the courage to do what is right and take the responsibility for my own actions. I will expect nothing from the world, but I will realize that as I give to the world, the world will give to me.

From the New Mexico Freemason

*Our goals should be ever upward for that is the direction of progress. Press on!*

**S. L. Brewster, NAA Member  
Cedar Bluff, Virginia**

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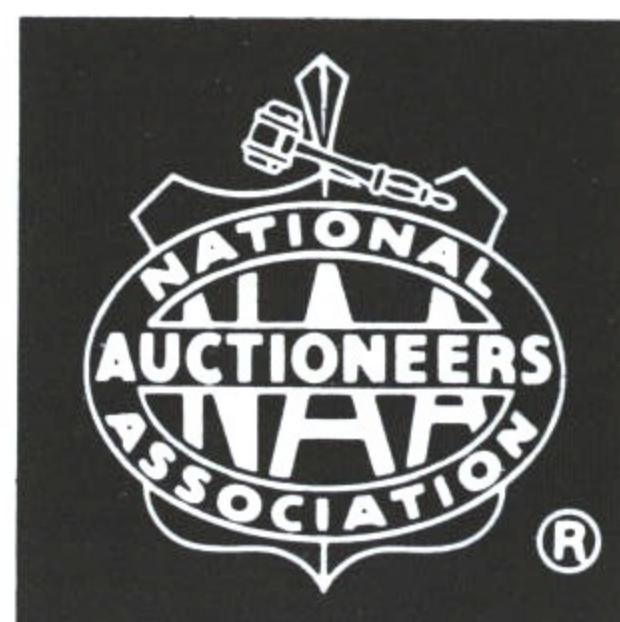
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## Letters To The Editor

*Excited About the Auction Profession*

### Pizza Sells for \$2,100 At Auction By California Auctioneer Loftis

"I'm a recent graduate of the Western College of Auctioneering and a member of the National Auctioneers Association. I'm sending you a clipping I took from our local paper (front page), of which I'm very proud.

"I'm very pleased and excited about being an auctioneer and the auction held at the Olive Tree Pizza is a good example of the excitement. I don't know of any pizza ever selling for that amount. Also, no one there knew there was going to be an auction until I arrived and Vince Papagni, Jr. and I thought it would be a good idea. So that's how it came about."

Curtis Roy Loftis, Auctioneer  
Coalinga, California

**EDITOR'S NOTE:** The newspaper clipping referred to a large pizza valued at \$7.95, was auctioned for \$2,100 at the Olive Tree Pizza opening on August 20. Vince Papagni, Jr., owner of the restaurant, and NAA member Roy Loftis agreed that selling the pizza by auction would be an excellent way to celebrate the opening of the facility. The pizza was delivered to the high bidder (the owner's father bought the pizza, after running another bidder up to \$2,500 before finding out who bid the \$2,100 — he jokingly told the crowd that the owner's father would run it up to \$5,000 before withdrawing his \$2,500 bid) but that pizza was never eaten. Instead it will be laminated (preserved in plastic) and will be on display with the cancelled check at the Olive Tree Pizza for a souvenir of the momentous open house celebration.

### Coverlet Sold at Auction by Buckles Receives Good Press Coverage; Land Sold at Auction is Record Breaker!

Howard Buckles, former NAA director from Keosauqua, Iowa, submitted information about a woven coverlet, sold by him at auction in Keosauqua recently for \$1,750 and land in Iowa's Van Buren county, which broke the county record when it was sold for \$2,480 per acre.

The red, white and blue reversible coverlet, dating back to 1872 was sold during spirited bidding. The anticipated price was \$1,200, but after the bidding began, the ultimate buyer decided to go all of the way.

The coverlet was made by Daniel Stephenson, who learned weaving in his native England before coming to the United States in 1840. The story is told that the weaver walked to Fairfield (Iowa) from Chicago in 1852 and remained there because he married a local girl.

A Jacquard attachment was used on the weaver's loom to

## 1978 MARK V FOR SALE



*1978 Pucci Edition, Mark V Lincoln Continental (silver with black brougham vinyl roof, deep red leather interior) for sale by NAA Member James E. Wilson of Hot Springs, Arkansas. Jim is the one and only owner of the low mileage (4,800 miles) automobile. All options, including moon roof. Selling before 4-door replacement arrives.*

**Original price: \$17,500; selling for \$13,000.  
Call Jim Wilson after November 10, 1978 if interested: Phone 501 767-3625.**

produce intricate designs. Woven into two corners, readable on each side, is "Made by D. Stephenson, Fairfield, Jefferson County, Iowa, 1872."

The coverlet was in perfect condition when sold by NAA member Buckles. The buyer pointed out that it is unusual to have the wool fringe of a coverlet remain intact. The colors also are probably as true as ever.

An interesting point, which was included in the news article from NAA Buckles, was the fact that one of weaver Stephenson's coverlets belongs to the Art Institute of Chicago, which has published a book with pictures and information concerning the collection.

The book tells how Stephenson took his loom from Ohio to Iowa and ordered flying shuttles from England. He charged \$3.50 to \$5 for the weaving and 25 cents extra to weave the name of the customer and date into a corner.

The coverlet sold by Howard Buckles measured 73 by 64½ inches, which is somewhat smaller than a double bed coverlet size. Three-quarter size beds were popular sizes for coverlets, evidently, in the 1870s.

The land auction, conducted by NAA member Buckles, included a 160-acre estate, located at the north edge of Stockport, Iowa. The price of \$2,480 per acre was paid for the prime agricultural land. The 160 acres all sold in one tract.

A 21-acre tract, also belonging to the estate, was sold for \$2,225 per acre by Howard Buckles.

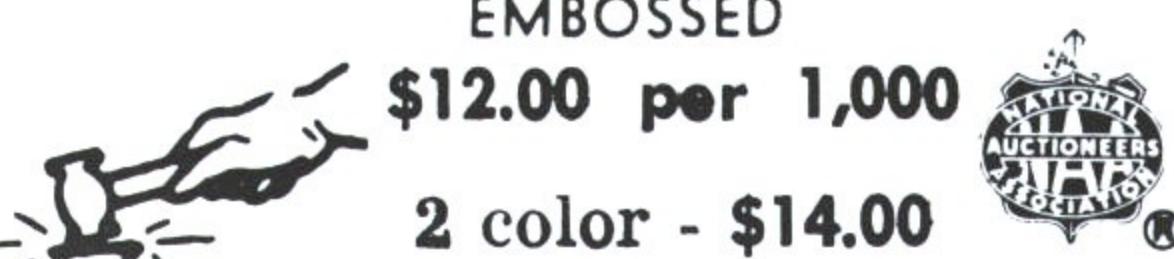
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## Letters to the Editor (continued)

### Real Estate Combination Auction Results In More Money Being Paid Due to Shortt Company's Enthusiasm

"You never know what's going to happen next as suspense fills the air, music drifts from the loud speakers, an airplane flies overhead waving the Shortt Auction banner, and enthusiastic ground men are on the job seeking out bidders on the property" is the way Lee C. Shortt of Shortt Auction and Realty Co., Bennettsville, South Carolina, describes the activities of his company.

On September 9, 1978, one of the largest real estate auctions in recent years was held. The sale was made up of a combination of properties belonging to four different owners, attracting bidders from several states and resulting in well over a quarter of a million dollars.



**A CROWD GATHERS** around Lee C. Shortt for an auction in Bennettsville, South Carolina. The Shortt Realty and Auction Company recently sold a combination of properties belonging to four different buyers and brought in over a quarter of a million dollars due to the auction company's efforts.

such as those having architectural and historical significance both privately and at auction. Lee also is a member of the South Carolina Auctioneers Association and the Company is a member of the Marlboro County Board of Realtors and National Association of Realtors.



**LEE C. SHORTT** stands in the back of his pickup truck to sell the "Colonial Mansion" at a recent auction. Advertised by two real estate agencies for six months on the private treaty market for \$50,000, it sold at auction for \$70,000. Good promotion and proper execution at auction is the reason for the success.

The "Southern Mansion" sold was a special auction pleaser. This property had been on the market for six months and offered by two agencies privately with the highest offer received being \$50,000. At the Shortt auction it sold for \$70,000.

All of the properties sold well, proving once again that a well promoted, properly executed auction is an excellent way of marketing real estate.

Lee Shortt's philosophy in conducting auctions is basic. "We combine the 'old with the new', meaning traditional time proven auction methods are used in conjunction with the latest and up-to-date advertising, promotional and marketing techniques."

NAA member Shortt states that he is especially proud of his team of ground men and uses only seasoned, well-trained professionals who know their product. Among them is one of his biggest assets, Peggy S. Shortt, who has proved to be one of the most effective and prominent of ground workers.

The young, progressive company was founded in 1975 and is a general brokerage agency. The Shortt Company markets residential, commercial, agricultural and specialized properties

### West Virginia Member Jim Owen Auctions Meat Packing Facility

The Thompson Brothers Meat Packing House, located near Bluefield, West Virginia, a long-time supplier of the majority of the restaurants and grocery stores in the area, was sold at auction by NAA member Jim Owen of Jim Owen Realtors-Auctioneers, Princeton, West Virginia, on Wednesday, September 27, 1978.

Jim Owen, Jr., owner of the auction firm, reported a total gross sale of \$251,000. The meat packing facility was offered first, and received a high bid of \$105,000. The operating equipment, consisting of meat saws, tables and miscellaneous, was offered in a lump sale, which brought \$7,000. The facility and equipment was both bought by the same bidder, Mr. George Williams of Rural Retreat, Virginia for the total price of \$112,000.

Eighty-nine acres of land adjoining the facility was sold in two tracts, in addition to the facility. Both were bought by the same buyer for a total of \$131,000.

After the sale of real estate, two trucks were sold for \$8,000, both going to the purchaser of the packing house facility. The owners of the facility were desiring to retire and pursue cattle breeding operations. They were enjoying excellent business at the time of the sale. The new owner hopes to continue the business in the same reputable manner, in which it has been operated for years.



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*Letters to the Editor (continued)*

**Sellers Recognize Canadian NAA Member  
With Letter Praising Excellent Service**

Ross H. Kemp, NAA member of Stratford, Ontario, Canada, received a letter from one of his clients, which describes very well the success of the auction method of selling. Letters, such as that which follows, is what every successful auctioneer seeks in his efforts to obtain new business; improve on the overall image of the auction of selling; and create company good will. The letter, in its entirety, to Ross Kemp follows: "Dear Ross: We acknowledge receipt of, and thank you for your detailed report on the results of the auction sale (RE: Carolina Ehgoetz Estate).

"We do want to thank you, most sincerely, for the excellence of your services. We have never before been involved in an auction sale, and we were, frankly amazed at the amount of work involved and the number of details to be attended to by an auctioneer.

"Furthermore, under circumstances such as this, where a death in the family is involved, it is a surprisingly emotional experience. We are most grateful to you for the sensitive understanding, and efficient way in which you handled all the details, as well as for the tremendous effort which you made at the sale itself to obtain the highest bid for all items. You must be absolutely exhausted following a sale.

"Please convey to your manager, Ted Bree, and to his assistants our appreciation for the way in which everything was packed, moved and displayed. We felt that the display at the church was positively artistic.

"In conclusion, please do not hesitate to use our names as references for the quality of your services, if such a reference is ever required, and you may rest assured that we will advise our friends and associates of our feelings in this regard.

"With every good personal wish, we remain, yours very truly. /s/ Warren and Marna Ehgoetz, Stratford, Ontario."

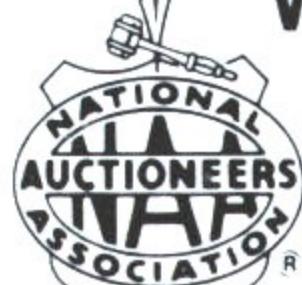
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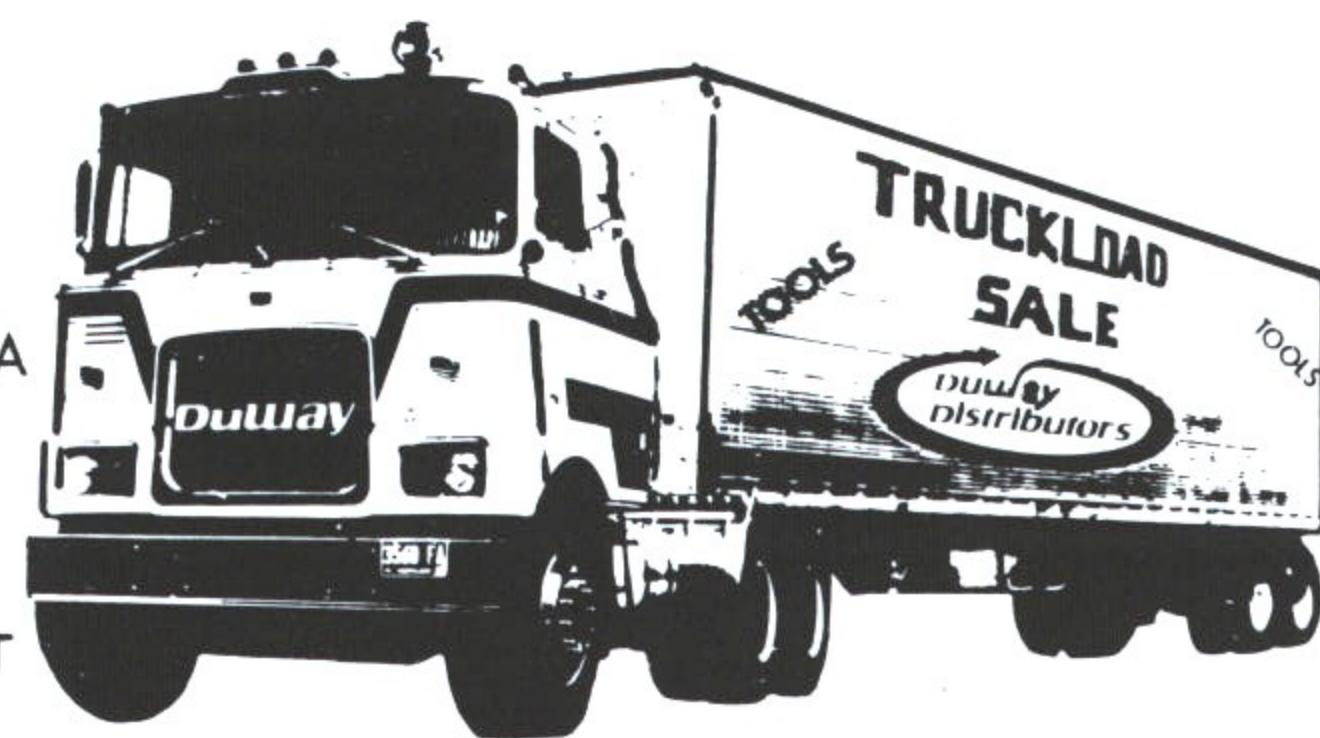
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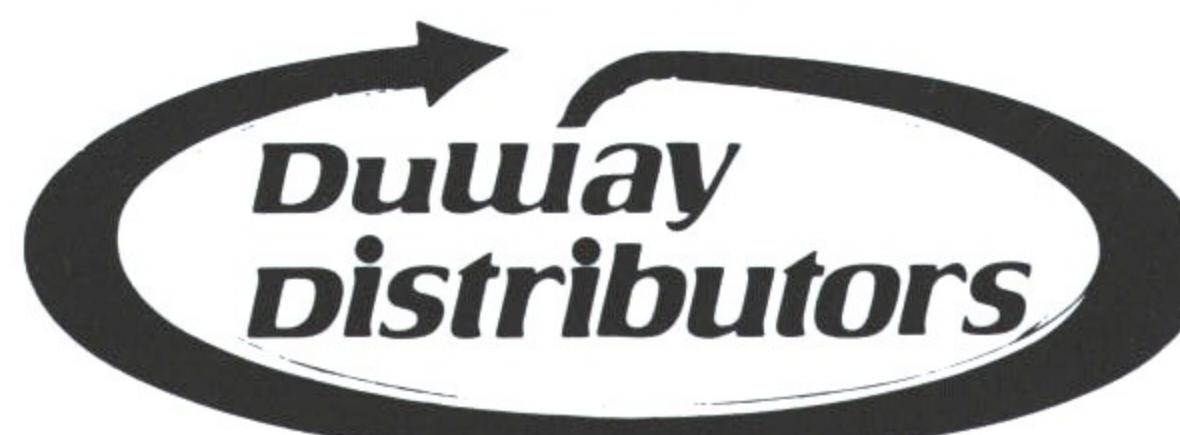


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## Letters to the Editor (continued)

### Small Town Fair Auction Promotes Auction Customers For Roy Burdick

"Back from the convention and back to business," writes Roy C. Burdick of North Adams, Massachusetts. "I thought the readers might be interested in this."

"I donated my services and auctioned at a small fair in the town of Adams. This got publicity and, at my own auction the following Saturday, at least 15 new auction fans were there, spending money and helping the bidding."

"Donating yourself to a good cause pays off in new friends, contacts and money!"

### Closing Out Auction Held in Iowa By NAA-IAA Member Ernest Bloomer

One of the highlights of the Closing Out Auction of the Mr. and Mrs. Jim Benedict of Randolph, Iowa, was the sale of a 26-inch Triumph high wheeled wooden wagon with tongue, which was sold for \$300 by NAA and Iowa member auctioneer Ernest Bloomer of Glenwood. The auction was held on September 5 (Saturday), 1978, two miles west of Randolph in the southwest corner of the state.

Mr. Benedict had been quite a hand with horse drawn machinery and accessories for over 50 years. The wagon, the owner's "pride and joy", was sold in the afternoon. In 1928 the Sears and Roebuck catalog listed a similar wagon, a bargain at \$34.45. The bidding was spirited and the crowd started growing tense when the bid approached \$100. As always, some dropped out and just watched while two people continued bidding. The bidding slowed at the \$255 price.

A brief pause was given; a few words of professional words of persuasion by auctioneer Bloomer was given; and the bidding



**"IT'S YOURS", NAA auctioneer Roy C. Burdick tells Big George Ziter. Ziter's bid was tops again to win him one of the many items auctioned off during the fair auction in Adams, Massachusetts.**

continued until the \$300 price was reached. The crowd stood with mixed emotions and expressions on their faces.

The price of \$300 was almost ten times the original price in 1908!

Also sold were some perfect horse collars, going for \$18.50, which cost 57¢ to \$1.04 in 1908; set of harness for \$51; assorted bridal bits for \$8.50; patented 1880 wire stretcher for \$20; one gallon oak barrel water keg for \$11; copper boiler with lid for \$30; wood wedger for \$8; brass harness hames at \$7.50 each; overland horse cultivator for \$52.

When the auction was concluded, Mr. and Mrs. Benedict were overjoyed with the prices, which were offered throughout the afternoon. The day ended with a very satisfied client and a job well done by the Bloomer Auction Company.

### Frosty Morn Plant Sold By Chuck Layne At Auction For High Price of \$1,115,000

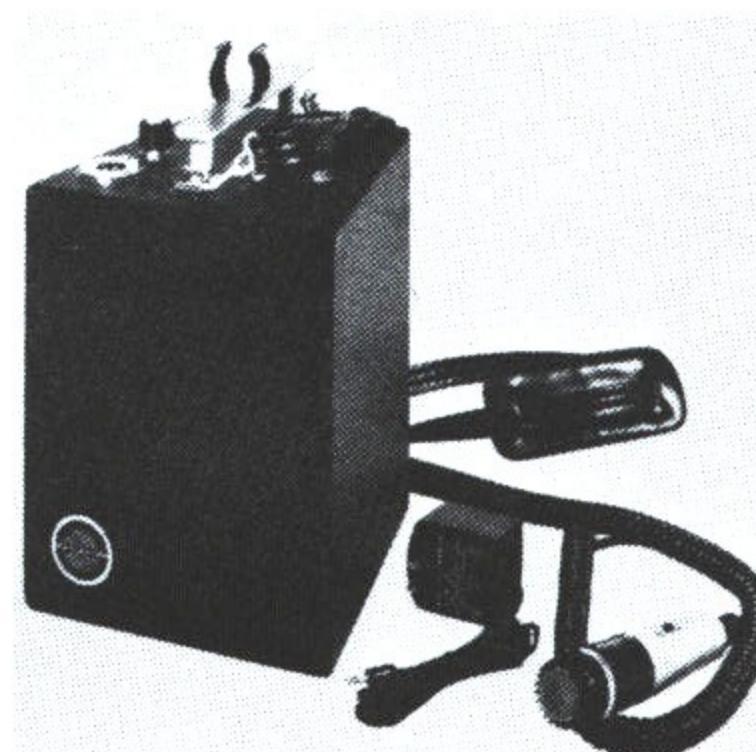
NAA member Chuck Lane, broker-auctioneer from Franklin, Kentucky, was quite proud, and rightly so, of the recent auction sale of a meat processing and packing plant. Chuck wrote:

"Enclosed please find the pamphlet of our recent auction of Frosty Morn Meats, Inc., Clarksville, Tennessee. The sale totaled in excess of \$1,115,000 — we felt this was a successful auction."

Assisting NAA member Layne were NAA auctioneers Ralph Smith (Damascus, Virginia) and Ron Kirby (Franklin, Kentucky). Also helping was non-NAA member Dave Hartsook.

The brochure promoted the facility as a multi-million dollar facility; complete multi-level meat packing plant; all improvements, fixtures and equipment; seven tracts; real estate; 1,000's of items, including machinery, packaging, furniture, inventory; 170,000 square feet, plus ancillary buildings; supplies and appurtenances to be sold; the Frosty Morn logo and trade name; and the plant is U.S.D.A. inspected and approved for re-opening.

Also promoted was ample low cost power, a favorable tax rate, an rivaled industrial climate with room for growth, are but a few of the reasons Clarksville is the second fastest growing city in the southeast. The plant is 45 minutes from Nashville and the plant site offered water, rail and interstate transporta-



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## Letters to the Editor (continued)

tion and an available work force.

Included in the seven tracts were: Tract 1 — 3.46 acres, on which is a multi-purpose structure, bounded by railroad and has loading docks on three sides; Tract 2 — 5.41 acres, including a paved parking lot with security lighting, chain link fence, fuel pump and underground fuel storage (10,000 gallon capacity); Tract 3 — 2.2 acres of stockyard, scales, sales pavilion, offices, restrooms, holding pens (hog and cattle), underground transfer of livestock, spur track, double and single deck loading facilities, plus parking area; Tract 4 — an unimproved lot (172 by 160 by 250 by 25 feet), which borders the Tennessee Central Railroad; Tract 5 — an unimproved commercial lot (340 by 205 by 248 by 25 feet); Tract 6 — 14.3 acres, which was being used as a sewage treatment facility; and Tract 7 — 4.4 acres of approximately 8,000 square feet of warehouse industrial and vehicle maintenance area. Tract 7 also included offices, docks and underground fuel storage.

All real estate was sold by warranty deed, subject to court approval and free of encumbrances. Sold with the Frosty Morn logo was the promotional jingle and trademark.

The seven tracts were sold on Monday, August 21, beginning at noon. The meat packing equipment, thousands of items relating to the industry; thousands of feet of freezer coil; overhead rail track and channel iron, was sold on Tuesday, August 22, beginning at 9:00 a.m. On Wednesday, August 23, beginning at 9:00 a.m., more meat packing equipment (items relating to the industry) was sold at auction.

Thursday, August 24, at 9:00 a.m., was the time to sell the industrial and shop equipment and brand names; and Friday (9:00 a.m., August 25) was the day the office furniture, fixtures, equipment, desk, chairs, files, etc., were sold.

A complete cafeteria was sold on Saturday, August 26 at 9:00 a.m.; which concluded the sale of the Frosty Morn plant by Chuck Layne and associates.

## THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

By RUSSELL KRUSE

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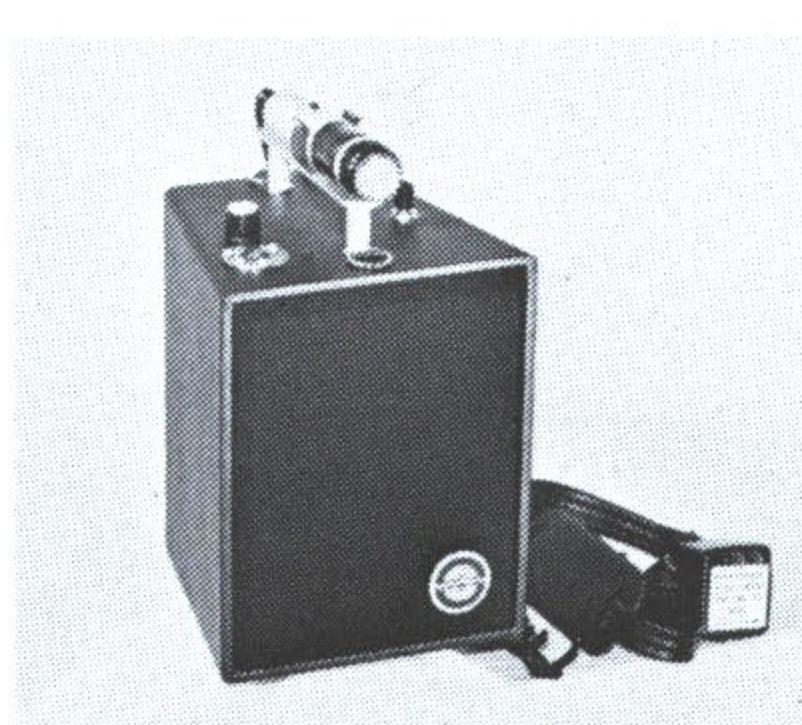
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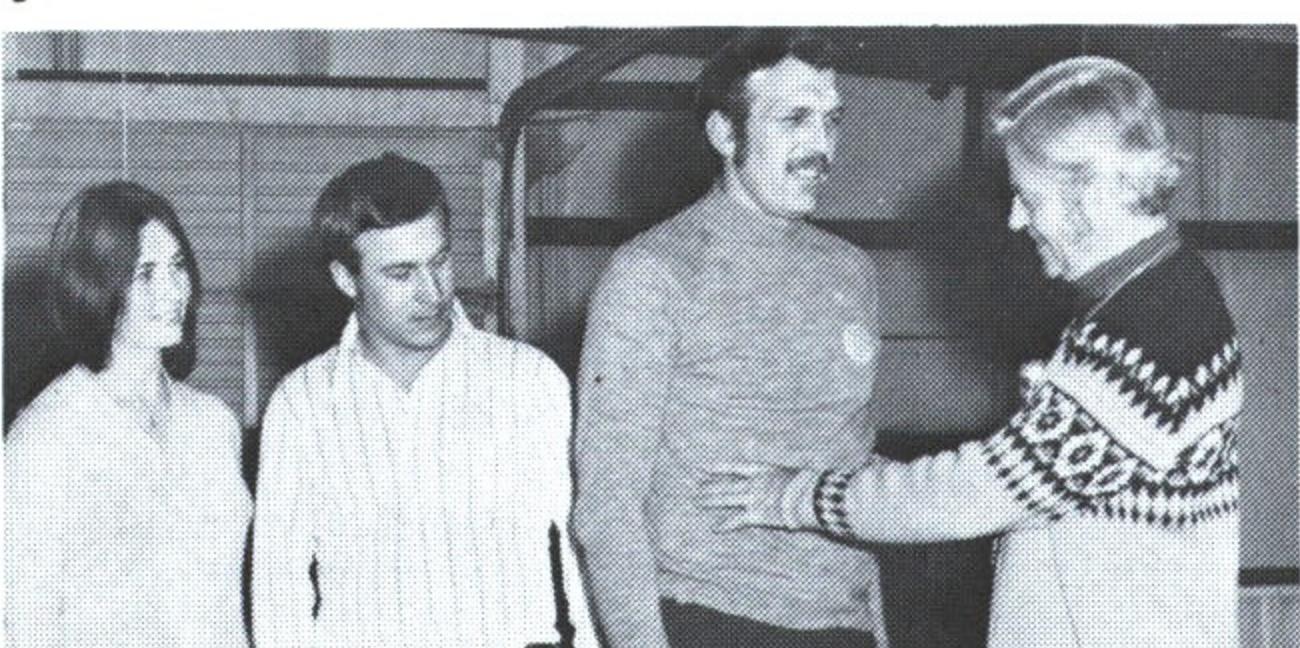


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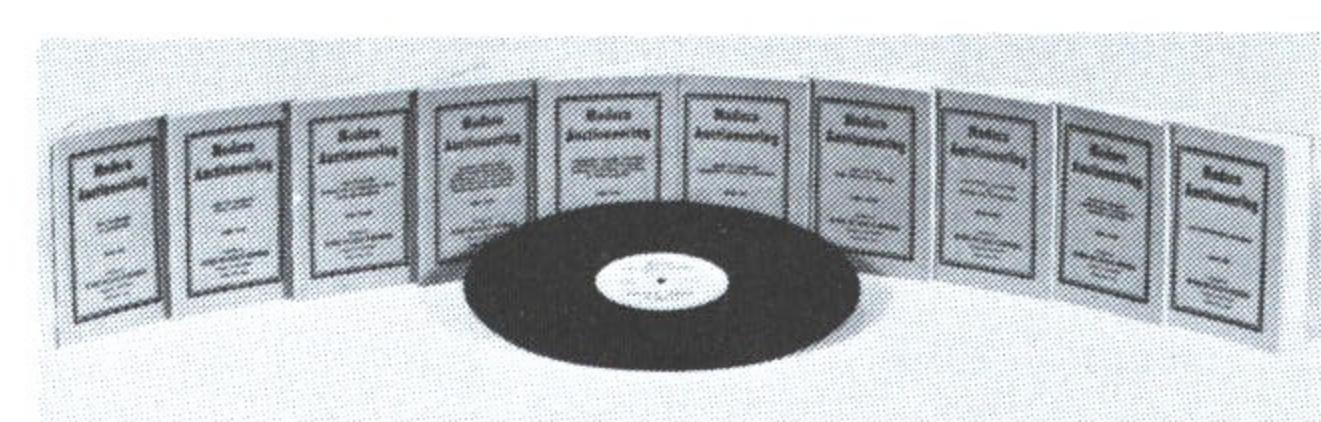
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## NAA Members Star on TV Program Horse & Carriage Museum Featured

The Horse and Carriage Museum at West Berne, New York, was the scene of a recent television program which was filmed by WMHT-TV, Schenectady in cooperation with the Schenectady Museum and the New York State Council on the Arts. One of a series of six programs, titled **THE COLLECTORS** with **GEORGE MICHAEL**, it features Col. Douglas Cater of Gallupville, New York, owner of the museum and collector of all types of horse carriages and buggies and farm equipment.

Host of the show is George Michael, secretary of the New Hampshire Auctioneers Association and past director of the NAA. NAA member Michael has been featured on public television as the host of the popular **ANTIQUES** program which has



**STARS OF THE ONE-HALF HOUR TV** Special program, Douglas Cater (left) and George Michael stand in front of the Horse and Carriage Museum at West Byrne, New York. NAA member Cater owns the museum and NAA member Michael is the host of the PBS-TV program, **THE COLLECTORS** with **GEORGE MICHAEL**. Both participated in the taping of a special one-half hour TV program.

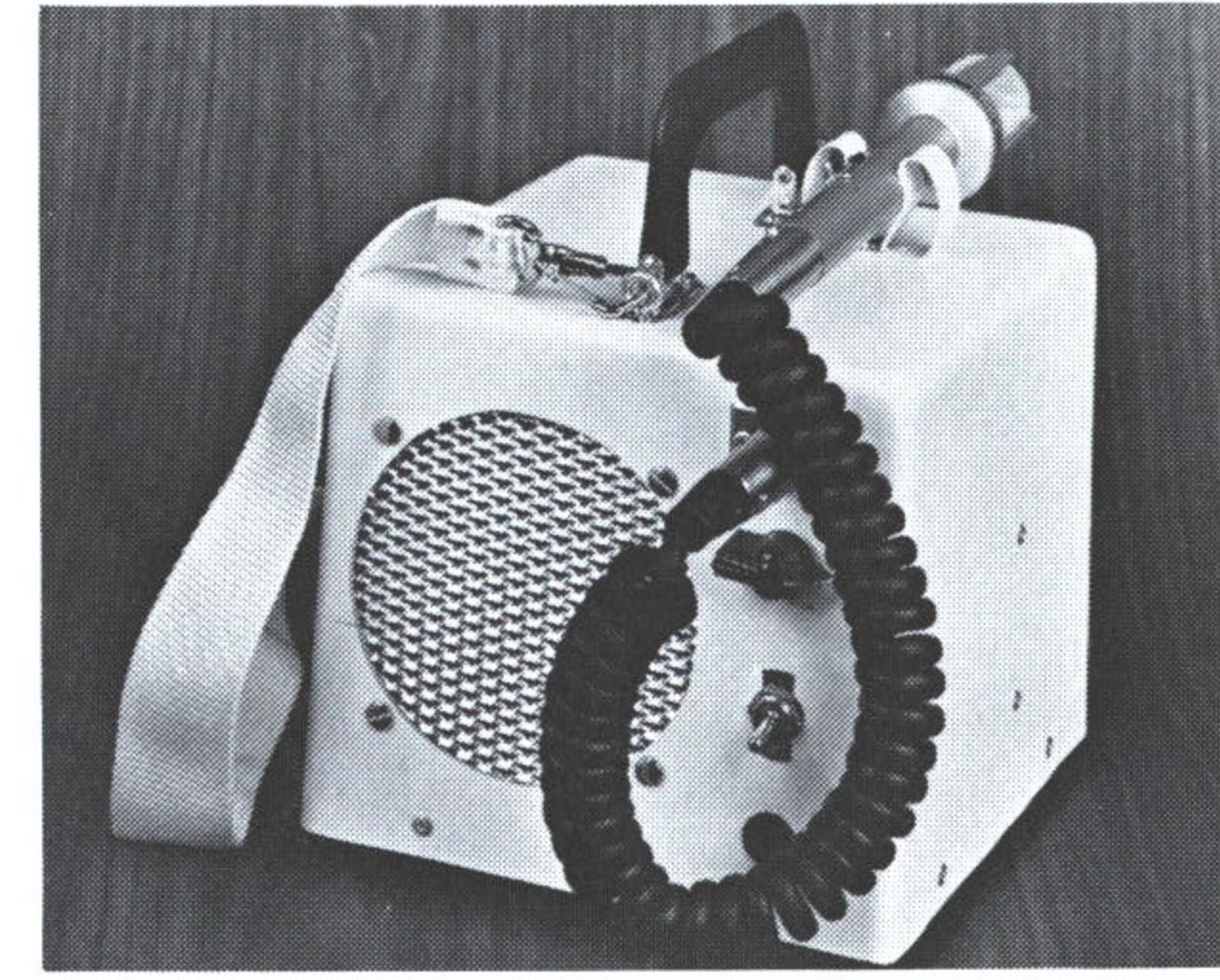
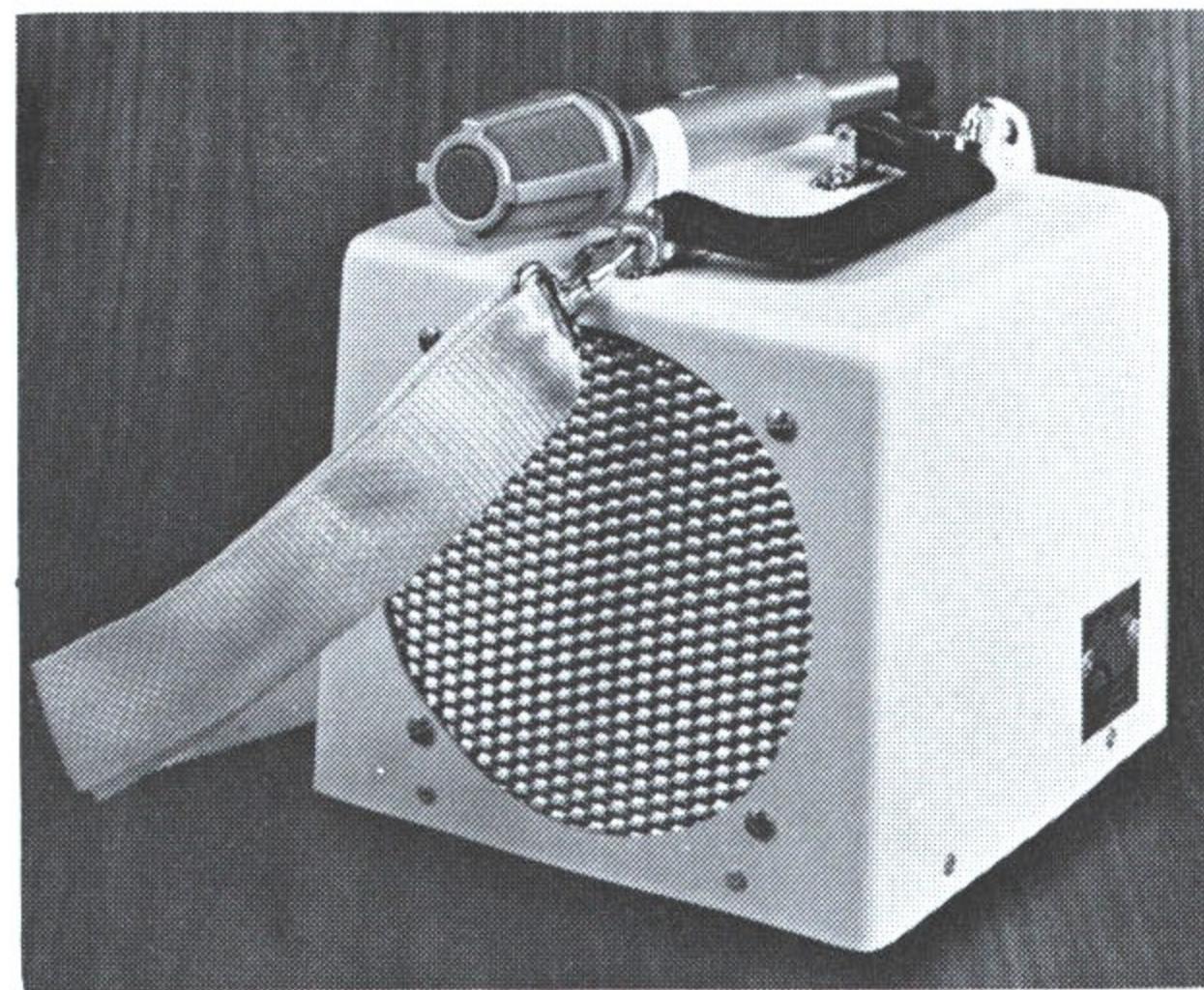


**HORSE DRAWN VEHICLES**, restored and preserved in their original condition by Douglas Cater were featured in the TV program, **THE COLLECTORS** with **GEORGE MICHAEL**. The vehicles pictured above are included in Douglas Cater's Museum.

been seen coast to coast since 1963.

NAA member Cater travels great distances to locate unusual wagons and other horse drawn conveyances. His museum is located right next to his auction gallery, and is open Sundays for the public to visit. Most of the vehicles have undergone extensive restoration and are in fine condition. Included in the collection are a hearse and a very rare pallbearers coach.

**THE COLLECTORS** with **GEORGE MICHAEL** was taped for viewing by capitol district TV, via channel 17; however, it is expected it will be shown statewide sometime during the fall and winter. It may eventually be seen on PBS stations throughout the country.



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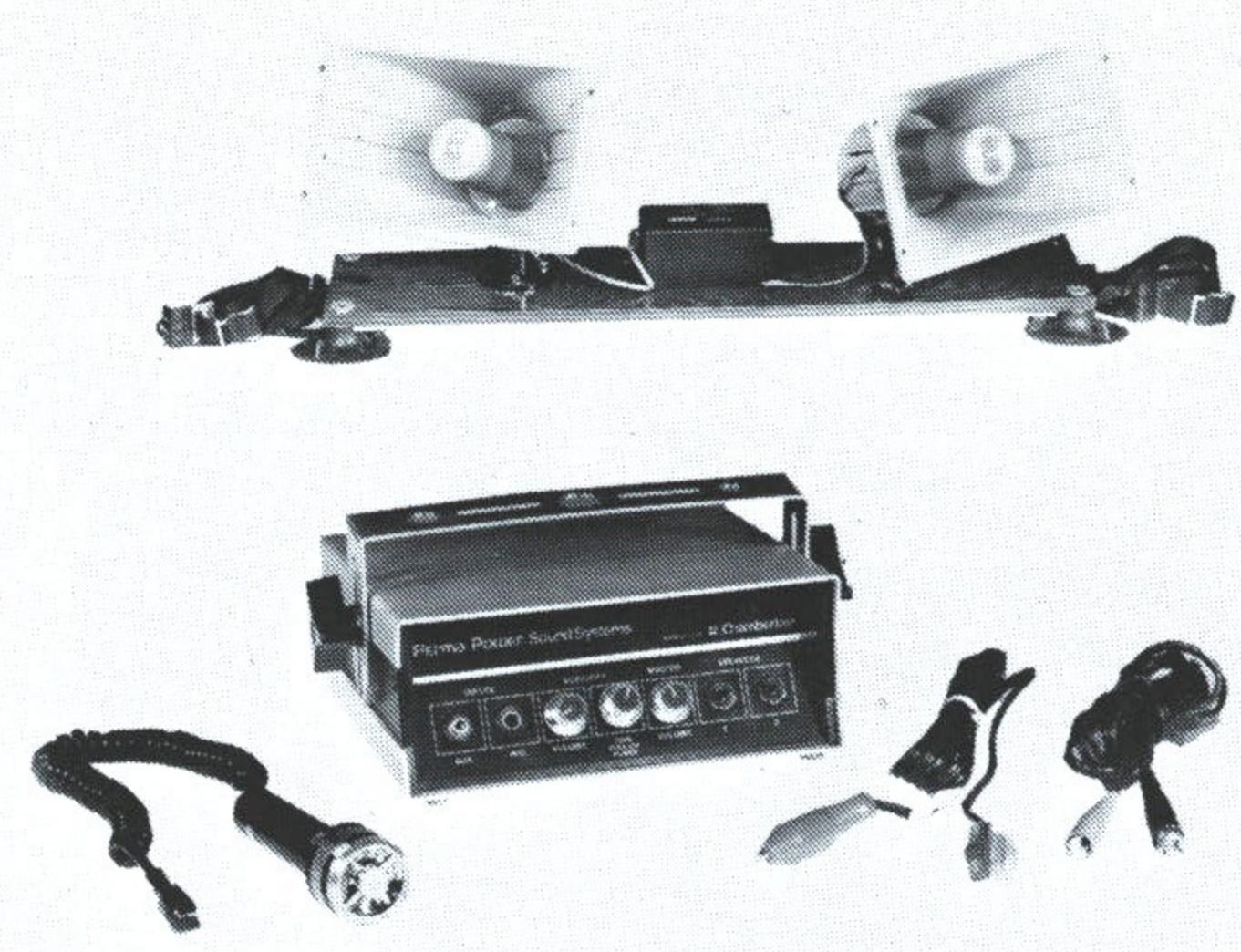
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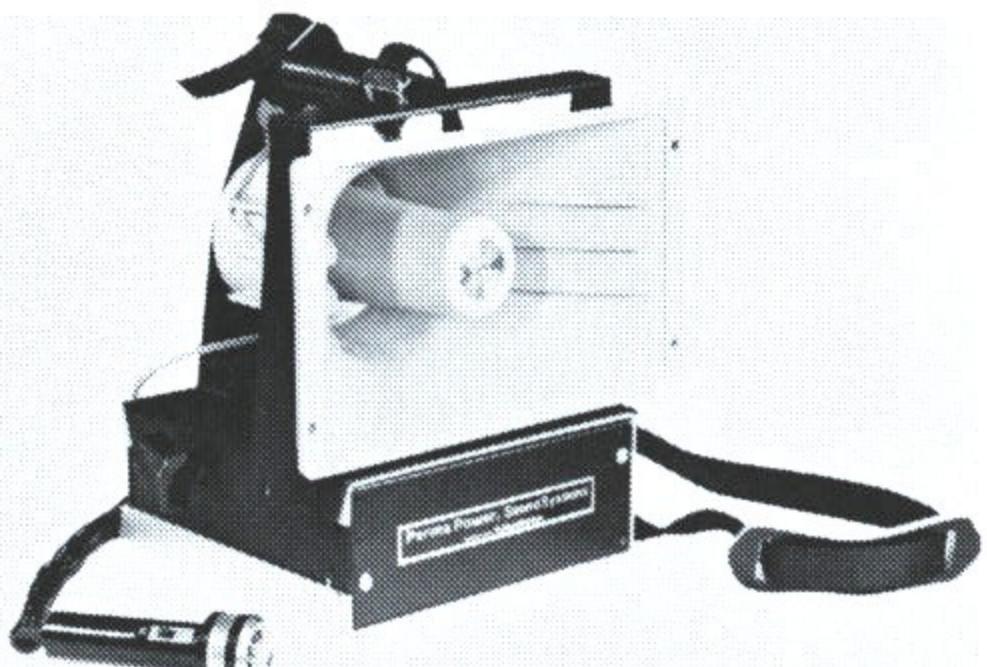
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## Good Educational Benefits Offered To Members Attending Arkansas Meeting

The Fall Convention of the Arkansas Auctioneers Association was opened by President Paul Kelly with a reminder that a person gets out of a convention, just what he puts into it.

"If you don't think you are going to be benefited by this convention, then you won't," the Batesville, Arkansas, auctioneer told the 42 auctioneers and family members present at the meeting at Mountain Home, Arkansas, on October 6 and 7.

The convention was centered around an educational program covering several aspects of the auction business and a discussion of a proposed Auctioneers Licensing Law for Arkansas.

An optimistic picture of the auction profession for the future was painted by Harry Herget, a marketing specialist from Jonesboro. Herget said that auctioneers could expect to be benefited in two ways by the spiraling inflation that is considered by many professions as a detriment.

As inflation continues, he said, so will the prices received by auctioneers for merchandise sold at auction. This means that an auctioneer will receive a higher income from the same commission rate, allowing him to keep up with the inflation.

Also, and maybe more important, the marketing specialist stated, the auctioneers will be seeing more and more new faces at auctions as a larger number of persons turn to auctions in an effort to find bargains as a hedge against the escalating retail prices.

While the auction business is sure to get better, it could be made to have an even more spectacular growth if the auctioneers will promote their business correctly, Herget added. He went on to explain that he estimated that 90 per cent of the general public had never been to an auction and did not know anything about the auction method of selling or buying.

With proper promotion of the auction profession, a large number of these persons could be turned into buyers or sellers.

This could be accomplished, he said, through a program of educating the public to the fact that the auction method is a primary retailing force in the economy. He also said that the auctioneers should make an effort to raise the level of the accepted profile of the auctioneer.

In light of recent incidents in which food services at some auction across Arkansas have been closed down by health authorities, William McGriff, representing the Sanitary Service of the Arkansas Department of Health, addressed the auctioneers on how food must be prepared and handled at auction and which types of food should be completely avoided.

As a sidelight, the sanitarian also addressed the issue of selling home-canned food. He explained that home-canned food should not be sold at auction unless it is destroyed beforehand by puncturing the lid, so it is clear that the jars are the only thing that is being sold. He recommended that the jars be



**A WALL HANGING** was sold during the Arkansas Auctioneers Association "Fun Auction" by AAA President Paul Kelly of Batesville. The fun auction concluded the Fall Convention activities and \$315.80 was added to the AAA treasury.

emptied to be entirely safe, since the auctioneer would be held responsible if someone was poisoned from food sold by him.

The discussion of a proposed Arkansas Auctioneers Licensing Law was kicked off by State Sen. Bill Walmsley of Batesville.

Walmsley pointed out that an auction law is nothing new to the state, because there is presently a law on the books. This law, however, is so old and outdated that if enforced, would put almost all auctioneers in the state out of business.

While the law is unworkable and unenforceable as a viable law, there is always the possibility that it could be strictly enforced if a governor or other state official received the right type of complaints from citizens. The results of this would be that all auctioneers would be punished for the action of one or a few auctioneers, he added.

The senator urged members of the Association to work together to get a law that was acceptable to all auctioneers passed in the upcoming session of the Legislature. He said that if the auctioneers failed to get the law passed, some consumer group probably would and the results could be catastrophic to the profession.

He pointed out that at one time there were "public accountants" and "certified public accountants" in Arkansas. The public accountants did nothing about a licensing law and just sat back while the CPA's got a law passed. The results were that the public accountants were legislated out of business and now, except for the few that were allowed to remain in business under the "grandfather's clause" there are no public accountants in Arkansas, just CPA's.

He went on to give other examples of one profession falling under the control of another profession, because no effort was made at self control. He said the same thing is likely to happen to auctioneers if they just sit back, he added.

Senator Walmsley concluded by saying: "Either you are going to see the enforcement of the present law or a new one — yours or someone else's."

The association voted to continue its efforts to acquire a law and a legislative committee was appointed to spearhead the drive to secure passage. The committee, chaired by Jim Wilson of Hot Springs is made up of Tom Blackmon of Little Rock, A. W. Lowery of Dennard, Fred Hiett of Rogers and AAA President Paul Kelly.

Russell Kruse, chairman of the board of Kruse Classic Car Auction Company, from Auburn, Indiana, in addition to explaining the operation and growth of his auction company in the classic car, real estate, antique and general auction fields, explained some of the problems his firm has in operating in some



**SPEAKERS AT THE CONVENTION** of the Arkansas Auctioneers Association, held in Mountain Home, included, from left to right, State Senator Bill Walmsley (auction license law legislation); Russell Kruse (national auction license laws' problems and association restructuring); and Harry Herget (inflation helping business of auctioneers).



**HELPING OUT** the convention host at the Fall Convention of the Arkansas Auctioneers Association at Mountain Home are Randy Usery of Green Forest (at mike) and Larry Montgomery of Berryville. At right is convention chairman Tommy Walker of Mountain Home, who was able to take it easy at one of his own auctions as visiting auctioneers joined in and took turns selling.



**"SOLD RIGHT THERE"**, proclaims Fred Hiett of Rogers as he took his turn selling merchandise at Tommy Walker's Auction House at Mountain Home while attending the Fall Convention of the Arkansas Auctioneers Association. The Friday night Bar-B-Que get-together was followed by Walker's regularly scheduled consignment and several visiting auctioneers pitched in and helped conduct the auction.

states that do not have equitable licensing laws for auctioneers.

Auctioneer Kruse also offered the association suggestions on how to expand the membership of the Arkansas Auctioneers Association through restructuring the association to better serve the auctioneers of the state.

Keynote speaker of the Saturday evening banquet, Harvey L. McCray, executive director of the National Auctioneers Association from Lincoln, Nebraska, stressed the need for improving the image of the auctioneer.

The media, he explained, once commonly referred to auctioneers as "showmen" now they are beginning to refer to them as "businessmen".

This is a step in the right direction, he pointed out. To be successful in the future, auctioneers must instill this image of "businessmen" in the minds of the public.

He stated that such things as dress of the auctioneer can make a big difference in his business. He said the auctioneer should dress well and dress the part, depending on the type of auction being sold.

He also gave an example in which one auctioneer in a

certain city is having a tremendous success and another is not.

He said that to a large degree the difference can be related to two things. The successful auctioneer dresses well and appears successful, while the other does not and the successful one cleans up the merchandise and makes it appealing to the buyer, while the competitor does not.

During the business session, the dates of the Spring Convention, to be held at Batesville, were set for April 20-21.

The Saturday convention was preceded by a Bar-B-Que held Friday night at Col. Tommie Walker's Auction House at Mountain Home. The meal, beginning at 5:00 p.m., preceded Colonel Walker's regularly scheduled Friday night auction. During the auction, all those who would were asked to take the microphone and sell part of the consignment auction merchandise.

The Fall Convention was brought to a close by the Fun Auction, which raised \$315.80 for the Association treasury.

**Jerry Hiett, AAA Member  
Rogers, Arkansas**



**PROUD OF HIS MEMBERSHIP** in the Arkansas Auctioneers Association was one reason James E. "Jim" Wilson (right) of Hot Springs delayed his five-week vacation in Colorado to attend the convention in Mountain Home. Jim, his wife, Betty (in motor home), son Joe and Joe's wife, Susan, stand beside the motor home, with which Jim will drive to Colorado (towing his Jeep), following the convention. With the Wilsons was NAA Executive Director Harvey L. McCray (left). Attendance at the Arkansas, and National, Associations' meetings is very important to the Wilsons and they schedule their vacations to fit the conventions schedules.

### WISE OLD OWL

*A wise old owl lived in an oak,  
The more he saw, the less he spoke;  
The less he spoke, the more he heard;  
Why can't we all be like that bird?*

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## Recluse's Belongings Sold At Auction To Pay Court Costs — Prevent Doctors From Amputating Frostbitten Feet Before Death

The personal belongings and home of Miss Mary Northern, the late elderly recluse who fought all the way to the U.S. Supreme Court to prevent doctors from amputating her frostbitten feet, was sold at public auction on July 29, 1978, by NAA member Bill Colson of Bill Colson Auction and Realty Co., Nashville, Tennessee.

Before Miss Northern's death, on May 1, 1978, she became the subject of national attention during her court battle, which she won. She died shortly after the court decision was made.

Sold at the auction were many pieces of art work consisting of paintings, portraits and sketches, signed by Miss Northern and which were made in the 1920s and 1930s. They were found buried beneath the filth of her crumbling home.

Approximately 30 of the paintings, not included in the auction, are to be restored and sold to two of Nashville's art connoisseurs — Jack Massey and John Hill, both executives of Hospital Corporation of America. The paintings were restored for a showing in September and are to be auctioned at a later date. The proceeds from the auction will go to charity.



**PAINTING AND PORTRAITS**, painted by the late Miss Mary Northern, were found buried beneath the filth of her crumbling home. A large crowd attended the auction as depicted in the three photos above. The Bill Colson Auction and Realty Co. of Nashville, conducted the auction.

### Several Issues Missing . . .

#### NAA Office Seeking Missing Issues Of **THE AUCTIONEER** Magazine For Files

"According to my housekeeping results, the following issues of **THE AUCTIONEER** magazine are missing from our files," stated NAA Office secretary Cheryl Griffith to Executive Director Harvey L. McCray. The NAA Office has undertaken the chore of reorganizing and cleaning out the NAA permanent records and a thorough search for the missing issues was made.

If any NAA member has the missing issues listed below, and is willing to "give up" their magazines to the NAA Office's permanent file, it will be deeply appreciated. The issues will, someday, be a permanent part of the NAA Archives. The missing issues include (from the year 1954 up through the current issues):

(NOTE: current NAA Office staff not certain when first issue printed or if any publications printed from 1949 through 1953.)

- 1954 — January, February, March, April, May, June and November.
- 1958 — September.
- 1959 — January.
- 1960 — January, March, April and July.
- 1962 — May.
- 1965 — January and February.
- 1967 — April and September.
- 1968 — April and June.

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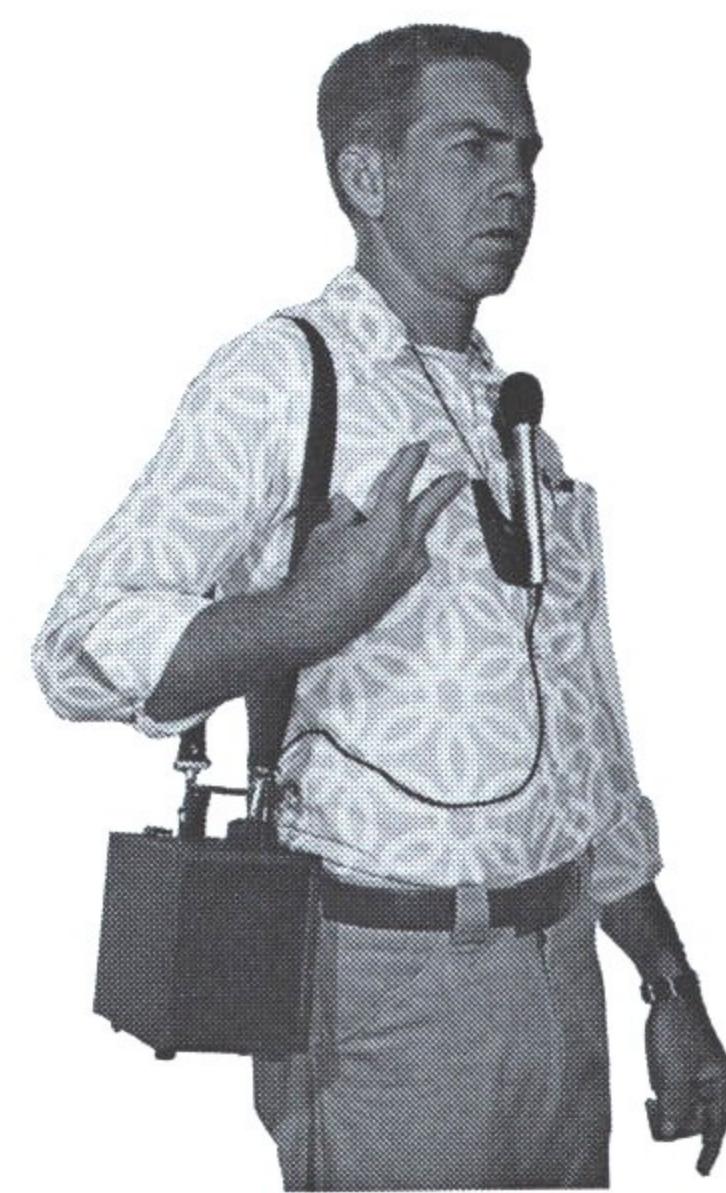
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### Be Modern. Use a Proven Up-To-Date Speaker

**It is a voice saver. Select the set that you feel will work best for you.**



REISCH SPECIAL  
"LITTLE BIG VOICE" — JR-2

### THESE SPEAKERS CAN ONLY BE PURCHASED FROM:

**Col. Joe Reisch, Reisch Sales Company, Box 850, Mason City, Ia. 50401**  
**Phone: 515 423-1465. Call or write for Special Wholesale Prices.**

## Western College of Auctioneering Completes Its September, 1978 Class



**WESTERN COLLEGE OF AUCTIONEERING** administrators sit with some of the instructors who were available when this photo was taken of the students attending the September, 1978 auctioneering class. Seated, left to right, are instructors Jack Ellis, Roundup, Montana; T. P. Kongslie, Herried, South Dakota; R. J. "Bob" Thomas, president, Billings, Montana (home of the college); W. J. "Bill" Hagen, executive secretary, and Edith Hagen, school secretary, both of Billings; Lorraine Divver, school secretary, Billings; Dean Roberts (public speaking), Billings. Instructors not pictured include: Larry Stokes, Port Orchard, Washington; Gene Gabel, Billings; Warren Smith, Williston, North Dakota; Ray Granmoe and Ronnie Granmoe, Glendive, Montana; Bob Musser, Cody, Wyoming; John Kujath, Billings; John Mandeville, Bozeman, Montana; Bob Lorenz, Powell, Wyoming; Jim Messersmith, Jerome, Idaho; and Jack Bowser, Molt, Montana.

*Editorial Privileges are Limited . . .*

### **Reprint Privileges Must Be Given By Editors/Writers of News Articles Before Printed in THE AUCTIONEER**

The NAA Office has received, in the past few months, many articles, which have appeared in newspapers about auctions and/or NAA auctioneers. Auctions are of great interest to the news media now and the promotion generally has been good.

NAA members have been asked by NAA Executive Director Harvey L. McCray to submit good, educational articles about the activities of the NAA membership. However, editorial privileges cannot be taken for granted and this article emphasizes a request to anyone who sends a news clipping for use in THE AUCTIONEER Magazine.

Here are some requests from the NAA Office when you submit an article for publication (reprint from local newspaper, magazine, etc.):

1. Put in your own words the highlights of the article and comments about the auction or auction-activity being written about;
2. If you are quoted in the news article, submit, in writing, to THE AUCTIONEER magazine your quote so that the NAA

Office can use the quote in the magazine;

3. Request, in writing, from the writer or editor of the newspaper or magazine, permission to have the article, or portions of it, reprinted in THE AUCTIONEER magazine.
4. Request from the newspaper or magazine writer or editorial staff the photos, if any, which are used with the news article.

### **Helpful Comments About The Auctions Add Meaning When Printed in Magazine**

Too often NAA members submit excellent articles, for publication in THE AUCTIONEER magazine, but fail to add comments about problems, accomplishments, procedures, etc., which will be of great value to the auction profession and the NAA membership. Any unique experience obtained from an auction is important to the NAA and will make the magazine more meaningful.

The NAA was formed with certain principles in mind, but one particular statement in Article 6 of the Code of Ethics (Part I) should be re-emphasized, which states: ' . . . and he should willingly share with his fellow-members the lessons of his experience.'

That statement tells it well! It is hoped that NAA members will share "the lessons of his experience" when submitting articles for use in THE AUCTIONEER magazine. And, reprint privileges must be granted by editors/writers of newspapers

**(Continued on page 36)**

## Get Reprint Privileges (continued)

before the NAA Office can use them in THE AUCTIONEER magazine.

Several newspaper articles have been submitted for use in THE AUCTIONEER magazine and they have not been used to date — for the reasons stated above. Feature writers have several purposes in mind when they have a feature article published in the newspaper: to establish their creditability as a writer; to offer the public information about an interesting subject; and, in many instances; to obtain extra income for their efforts (writers obtain extra income for special features.)

To protect the NAA from infringement of copyrighted articles, remember to have permission granted when submitting a newspaper or magazine article — or Executive Director McCray may not be able to use it in THE AUCTIONEER magazine.

*Lay Your Cards On The Table . . .*

### NAA Playing Cards Are Available For that Special Gathering of Friends and Associates and Fun!



NAA Playing Cards were prepared when the NAA Office building was built and dedicated in 1971. The Playing Cards recognize the contributions made by NAA members, who so generously made their contributions so that the NAA headquarters building could be built. The building gives testimonial to the support of the auction method of selling.

Lay your cards on the table — the NAA Playing Cards — when you and your friends gather socially. NAA Playing Cards are the "best deal around!"

**NAA Playing Cards —**  
single deck, each ..... \$ .75

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**SIGNS OF THE TIMES**

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### IMPRINTED WITH YOUR NAME & NUMBERED OR NUMBERED ONLY AS LISTED

**ALL CLERKING TICKETS** - 3 copies 8½" x 11" NCR 12 on or 10 on - not numbered - 100 sets \$9.00; 250 sets \$19.50, 500 sets \$38.00, 1000 sets \$75.00. **CLERKING TICKETS** 10 on or 12 on - Imprinted your name, address and telephone number; 100 sets \$25.00; 250 sets \$39.00; 500 sets \$62.50; 1,000 sets \$100.00. **NOT NUMBERED**.

**CLERKING TICKETS** 10 on only - numbered 1 to 1,000, or 1 to 100, 100 sets \$14.00; 200 sets \$26.00; 500 sets \$53.00; 1000 sets \$100.00.

**CLERKING TICKETS**: 10 on only - numbered 1 to 1,000 or 1 to 100 and Imprinted your name, address and telephone number on each ticket. 100 sets \$30.00; 250 sets \$45.00; 500 sets \$77.50; 1,000 sets \$125.00.

**ALL FORMS LISTED UNDER THIS HEADING** are 8½" x 11" sold in pads of 50 each pad at \$1.40 per pad, 10 pads at \$1.20 each, 20 or more pads at .95c each pad. **Not numbered**.

**CLERKING SHEETS** - **CASHIER'S STATEMENTS**

**TERMS OF SALE** - **CONSIGNMENT CHECK-IN**

**CONTRACT FORM** - **PROMOTION SCHEDULE**

**BUYER'S REGISTRATION** - 2 FORMS - 1 with room for 13 names - new form room for 20 names.

Above Forms can be imprinted your name, address and telephone number 500 \$15.00 extra; 1000 \$20.00 extra. **FORMS LISTED BELOW NUMBERED FROM 1 to 1000 or 1 to 1 to 100; 1 pad 50 sheets \$2.65; 10 pads at \$2.35 each, 20 or more pads at \$1.95 each.**

**CLERKING SHEETS** - **BUYER'S REGISTRATION**

**CASHIER'S STATEMENTS** numbered from 1 to 1000 or 1 to 1 to 100; 1000 lots only, \$39.00. Imprinted your name, address and telephone number and numbered 1 to 1000 or 1 to 100; 20 pads only \$46.00.

**TAGS** Cardboard 2½" x 5½" - 3 part perforated, hole at top. 1000 tags \$8.50; 2500 tags \$19.75; 5000 tags \$40.00. **WIRES FOR TAGS** 1000 \$8.50; 5000 wires \$40.00.

**TAGS** Cardboard - 2½" 5½" - Numbered 1 to 1000. or 1 to 100; 1" numbers - 1000 tags \$19.50; 2000 tags \$38.00; 5000 tags \$90.00.

**TAGS** Sticky Back, no wires needed, peel off and stick on or 1 to 100; 1" numbers - 1000 tags \$18.50, 2000 tags \$36.00; 5000 tags \$85.00.

**TAGS** - Sticky back - Numbered 1 to 1000 - 1" numbers. 1000 tags \$22.50, 2000 tags \$42.00, 5000 tags \$102.50.

**BUYER CARDS FORM BC-20** 3¼" x 7" - 1000 cards \$7.50, 2500 cards \$17.50, 5000 cards \$32.50.

**BUYER CARD** - numbered from 1 to 1000 or 1 to 100 1000 cards \$17.50; 2000 cards \$34.00; 5000 \$82.50. Numbered and imprinted your name, address and telephone number 1000 cards \$22.00; 2000 cards \$42.00; 5000 \$100.00.

**BUYER CARD** — No. BCND-50 Numbered 1 to 1000 or 1 to 100; 1" display numbers; 1000 cards \$20.00; 2000 cards \$32.00; 5000 cards \$77.00. **NO NAME**.

**ARROW DIRECTION SIGNS** colored cardboard 9" x 11" **WORD AUCTION** and **ARROW** in big Type. 50 signs \$7.00, 100 signs \$9.00. Arrow directions assorted.

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# INSURANCE: What Programs Do Auctioneers Have Which Are Sponsored by the NAA?

Insurance is a vital element in the everyday business activities of auctioneers — whether you are the owner/operator of an auction business, or whether you are an auctioneer, working for someone else. Regardless of the situation, insurance is needed to protect you, your family and your business.

The National Auctioneers Association is trying to offer insurance protection to auctioneers in a manner which will provide good coverage, in all aspects of family/business activities, in addition to providing rates, which are acceptable — affordable — by NAA members. It has been a difficult task, finding an insurance carrier, which can do both: provide good coverage at an affordable rate.

## The NAA's Current Insurance Programs

Currently, the NAA has one insurance package program, which is offered to the nearly 6,000 members.

**DISABILITY INCOME PROTECTION** — described by many money management experts as a "basic health insurance need", your plan can pay from \$100 to \$1,000 a month, depending on the plan you select and qualify for. When a covered sickness or accident keeps you from working, benefits are paid directly to you, whether you're in the hospital or at home recovering.

**HOSPITALIZATION PLAN** — designed to help meet today's higher hospital and doctor costs, your plan provides a wide range of benefits for the payment of: daily room and board; in-hospital doctor calls and private duty nurse benefits; surgical expense benefits; miscellaneous expense benefits; hospital outpatient and preadmission testing and maternity and obstetrical benefits.

**LIFE INSURANCE** — for your family's financial independence, up to \$50,000 is available to members of the NAA. Coverage is

also available for the spouse and dependent children. (NOTE: The Life Insurance program is not available in New York, Pennsylvania and South Carolina. Similar coverage is available in California, Colorado, North Carolina, Florida, Texas and Oklahoma. Dependent coverage is not available in New Jersey.)

The established programs offered by Mutual of Omaha Insurance Company consist of three separate plans. All of these plans are offered at Association Group rates:

1. **Individual or family hospital-surgical coverage.** Wide range protection against the ravages of medical care cost. Daily room and board equal to the level charged in any particular area throughout the country. A surgical schedule which reaches \$1,200 for some operations (\$2,400 in some selected high cost areas). Major hospital riders which can cover costs additional to daily room and board up to 80% of covered charges to \$25,000.
2. **Income Protection.** Pays (in multiples of \$100) up to \$1,000 per month when a member is unable to work because of illness or accident. Accidental death benefits are also available to the insured and are designed to replace income lost through disability.
3. **Life Insurance.** Up to \$50,000 term life insurance with options providing coverage for spouse and children.

In addition to these three plans which have been available for a number of years, Mutual of Omaha is now offering a new Cancer Cost Supplement. This plan is now being filed in all states and has been approved in most. It provides \$80 per day for 15 days and \$40 a day thereafter for confinement for cancer.

These benefits are additional to other coverage the individual may have. Also covered are Radiotherapy and Chemo-

## The Auctioneer's "Auctioneer"

WHEN YOU HAVE AN AUCTION THAT REQUIRES THE FACILITIES THAT ONLY A NATION-WIDE ORGANIZATION CAN OFFER, HUDSON AND MARSHALL, INC. IS READY TO WORK FOR YOU. IN ADDITION TO THE SERVICES AND EQUIPMENT LISTED HERE, A LARGE STAFF OF HUDSON AND MARSHALL SALES ASSOCIATES IS AVAILABLE FOR CONSULTATION IN PRACTICALLY EVERY CATALOGUE OF REAL OR PERSONAL PROPERTY.

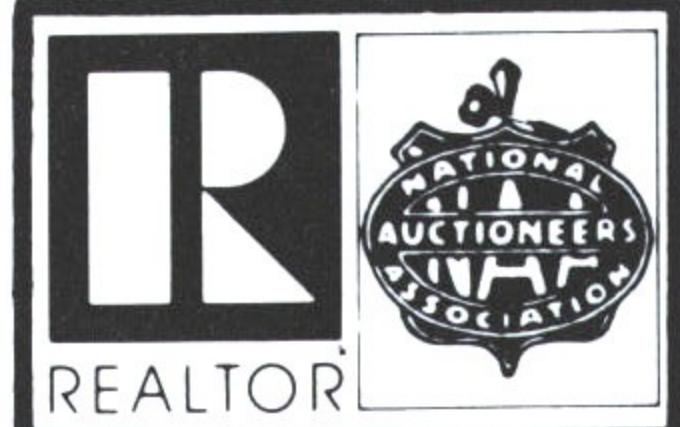
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*Atlanta Offices  
Suite 109  
333 Sandy Spr. Cir.  
404/256-5450*

therapy, up to \$2,000. Also included are physicians services to \$12 per call to a maximum of \$1,080. Nursing services: \$30 per day (maximum \$2,700).

Also included: Surgery, Anesthetic, Blood and Blood Plasma, Ambulance service and . . . beginning on the 91st day of confinement, in lieu of other benefits, pays up to \$6,000 per month for the usual and customary hospital charges until the end of that period of hospital confinement.

For those interested in receiving details, we suggest that you write not to the NAA Office, since that occasions delay. But, rather, write directly to the Home Office of Mutual of Omaha at the following address:

Mutual of Omaha  
3301 Dodge Street  
Omaha, Nebraska 68131

For even faster service, you may choose to contact the Mutual of Omaha office in your area. Mutual of Omaha sales offices are located in the yellow pages of your directory in practically all communities.

### More Insurance Programs To Come

The NAA is not interested in dropping the Mutual of Omaha programs; the disability income and hospital coverage programs do a good job, covering the auctioneer and his family. But, what about the employees of an NAA member; what about the liability insurance coverage? Or, what about any and all insurance coverage needed by an auctioneer, whether it is for his family or for his auction firm?

The board of directors of the NAA, at its mid-winter meeting, approved two insurance programs: a group hospital coverage program and an errors and omission (liability) program. Both were expected to fill a great void in insurance coverage for NAA members, individuals and their families and auction owner/operators and their employees.

The idea was excellent; the decision a good one, but the



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organizations offering the two separate insurance coverage programs did not fulfill the requirements of the NAA. Neither have proved to be satisfactory and not many, if any, NAA members, currently are covered by either of the two organizations..

At the July, 1978, meeting of the NAA board of directors, permission was given to Executive Director Harvey L. McCray to contact national insurance brokers — those firms, which do nothing but seek out insurance carriers, which can provide programs to Associations and or large businesses — and have them put together a full-line package of insurance programs with which NAA auctioneers can protect themselves, their fami-

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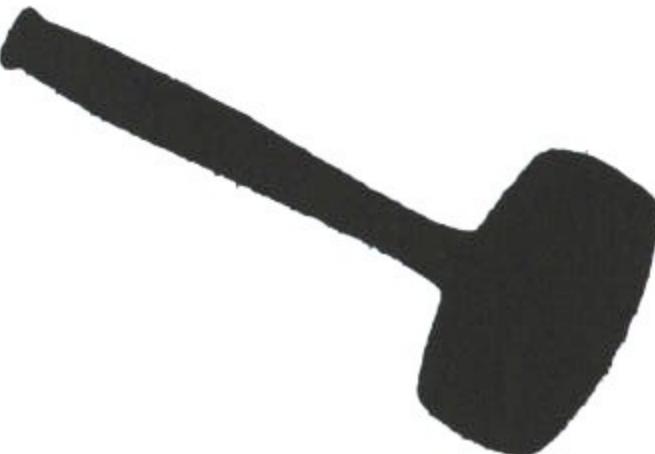
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lies, their employees and their auction businesses in a multitude of insurance programs: Errors and Omissions; General Liability; Group Hospitalization; Income Disability; etc.

Mutual of Omaha still will remain as the NAA's insurance carrier in the programs already provided to NAA members and their families (disability income, hospital coverage programs and cancer cost supplement plan). Members should investigate the programs now being offered by Mutual of Omaha, as the rates are lower, due to the fact that the program is being offered to the entire membership. The program does a good job for auctioneers and their families.

Many complaints have been received at the NAA office, in recent months, about the "high rates of insurance". Nearly every, if not every, insurance carrier has had to raise their rates in the past three years even though NAA members have complained when their current programs' rates were increased, so were the many, many other insurance programs rates!

### **Check Out the NAA's Current Programs**

The new programs, being proposed to the NAA, will be discussed at length by the NAA board of directors at the January, 1979 board meeting. The broker will be selected after that meeting. But, something can be done by NAA members, who need information NOW about the NAA's group disability income and hospital coverage programs for the auctioneer and his family (not employees), and the new cancer cost supplement insurance plan.

If you need information on the current NAA insurance programs, contact Mr. Robert J. O'Malley, C.L.U., Regional Director, Association Group, Mutual of Omaha, Dodge at 33rd Street, Omaha, NE 68131. Mr. O'Malley will then immediately contact the Mutual of Omaha representative in your area, who will explain the premiums, coverage, etc., which is available to you — at a lower cost — through this NAA sponsored program.

### **Why Is It So Difficult To Obtain Good Insurance Rates for Auctioneers?**

There are many very definite and understandable reasons why it is hard for the NAA to offer fully "group" insurance programs for its membership. The primary reason that good, economical liability coverage cannot be offered is the fact that auctioneers do not do things the same way; do not specialize in the same type of sales; have different risks involved; are employees of other auctioneers, or are employers of other auctioneers.

Another major problem in finding good group coverage is that the NAA does not have information on the individual members, which is needed by insurance firms to offer group protec-

tion. As an example, the records which have been maintained by the NAA Office since formation of the Association have included only the name, address, etc. and does not include auction specialization; whether the auctioneer owns an auction facility where several employees (other auctioneers, clerks, cashiers, workmen, etc.) are employed; or whether the auctioneer works for someone else, either for a salary, or for a commission, etc.

A survey has been approved by the board of directors, but before such a survey can be administered, all of the facts must be obtained to determine what the survey should include.

Finding a good insurance program for everyone is going to be difficult for the NAA, but an attempt now is being made and it may mean revising some of the current procedures now being followed at the NAA Office.

Risk is an all-important factor in insurance coverage: auctioneers know that some auction firms specialize in high risk auction sales — the opportunity of someone getting hurt at one type auction is greater than the risk is at another. An insurance carrier will not "speculate" on coverage and may need to know NAA members' risk-factors before they will accept the NAA as a full-line program.

The next step: get the facts, find a good, reliable national company; and then provide all NAA members with a program, which will be beneficial to everyone: employers, employees and especially the families of everyone involved. Remember, the NAA is a national organization and the insurance company, which offers us a program must be able to provide the same coverage in Maine as they can in southern California; in Florida as well as Hawaii, Washington and Montana; in Missouri, Kansas and Nebraska as they can in Minnesota, Indiana and Tennessee.



### **In Memoriam**

#### **EUGENE DERR, SR.**

Eugene A. "Pinky" Derr, Sr. of Buckhorn, Pennsylvania died at the Bloomsburg hospital at the age of 74. He had been a patient for five days.

Born in Greenwood Township, Pennsylvania, he lived in Buckhorn since 1966. He was an auctioneer for 25 years and also was employed by the Magee Carpet Co. for 45 years, retiring in 1968.

He was a member of the First Church of Christ and belonged to the Maria Assunta Society of Berwick. He was a member of the Bloomsburg Moose Lodge 623; a social member of the American Legion Post 273; and the Fernville and Buckhorn Fire companies.

Auctioneer Derr was a member of the Pennsylvania and National Auctioneers Association and was always a strong booster for both organizations. He was past president of the Northeast Chapter of the PAA.

Among his survivors is Gete L. Derr, also a member of the Northeast Chapter, the Pennsylvania AA and the NAA.

#### **HARRY C. MILLER**

Harry C. Miller, Baltimore, Maryland, died of a heart attack on May 5, 1978. His NAA dues statement was returned with only that information on it.

#### **RAY FLANAGAN**

The September, 1978, issue of THE AUCTIONER was returned for Ray Flanagan of Albion, Nebraska, with the information that Ray Flanagan is deceased. No additional information about his demise is available.

## Identify Your Membership In The National Auctioneers Association



**NAA Belt Buckle**, in either brass or pewter finish. Specify either brass or pewter finish.

**\$4.00 ea., postpaid**

**NAA Emblem Electrotype** (not pictured) for use by printer in advertisements, sale bills, etc. Size of Emblem shown is  $\frac{7}{8}$ " wide.

**\$2.50 ea., postpaid**

**NAA Emblem Decals** (not pictured), showing the red, black and gold emblem in two sizes: 8" and 4". Large size is pressure sensitive; smaller size available in both pressure sensitive and water soluble.

8" Pressure-sensitive  
@ \$1.50 ea., postpaid  
4" Pressure-sensitive  
3 for \$1.00 postpaid  
4" Water-soluble,  
4 for \$1.00 postpaid

**NAA Single Deck Playing Cards** (not pictured), with the photo of the NAA Office in full color. Perfect for gatherings with friends or business clients with whom you meet socially.

**75¢ ea., postpaid**

**NAA Magazine Binder** to maintain permanent copies of THE AUCTIONEER magazine. Binder is bone color with red NAA emblem and holds 11 issues annually (plus NAA Directory). Designed to hold current 8 $\frac{1}{2}$ " by 11" magazine, but will also hold former 6" by 9" size magazine.

**\$3.75 ea., postpaid**



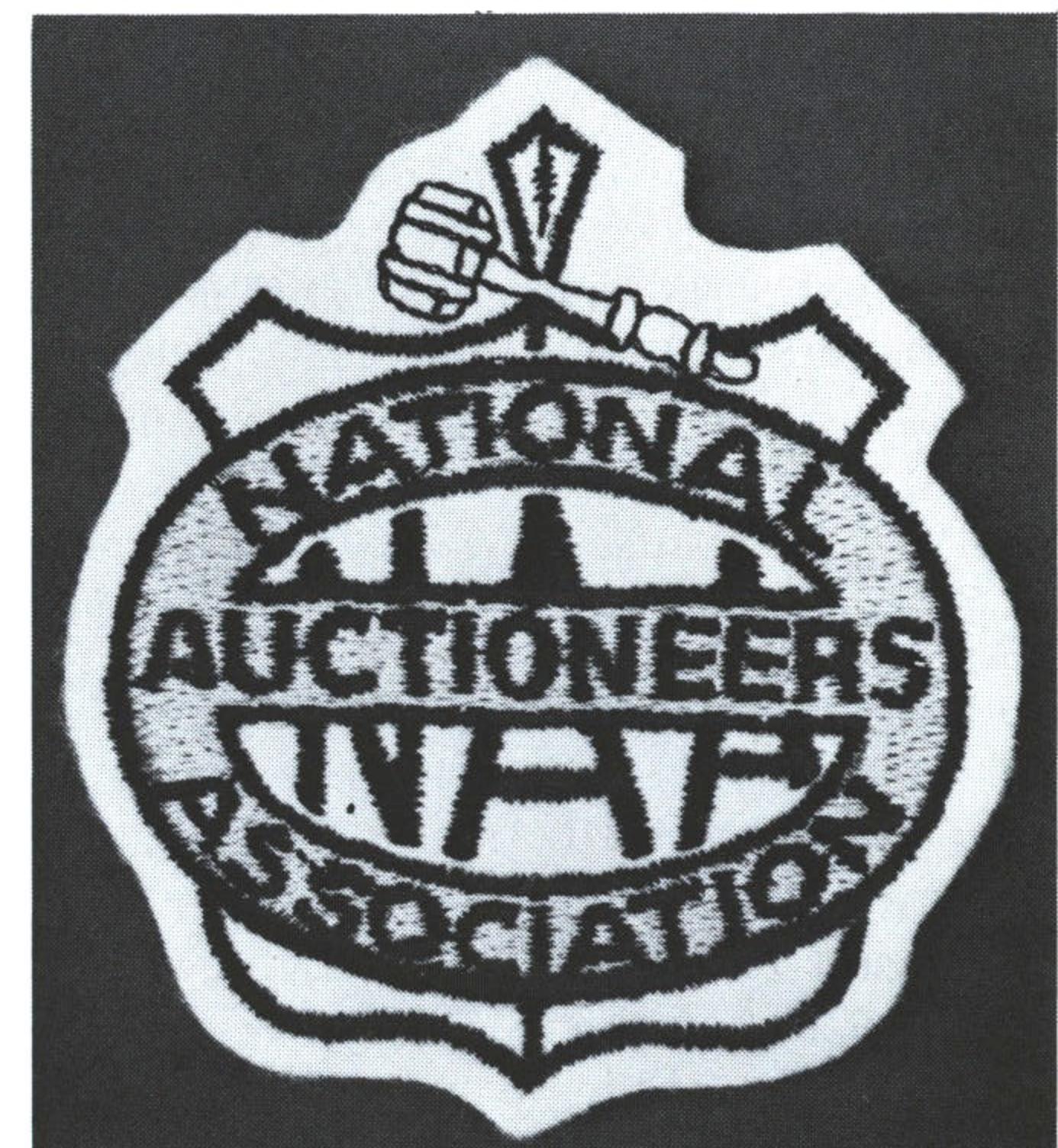
There are many reasons why NAA auctioneers are chosen over other auctioneers and the primary reason is the professionalism and ethics represented in and promoted thru the display and use of the NAA emblem.

Put your NAA membership to work by displaying the NAA emblem. Let the public know you belong to the professional team of auctioneers!

**Magnetic Blazer Patch Holder** to hold NAA Embroidered Emblem for display on coat/blazer breast pocket. Magnet holds emblem in place and pressure-sensitive tape holds emblem on holder.

**Magnetic Blazer Emblem Holder**  
\$2.50 ea., postpaid

**NAA Embroidered Emblem and Magnetic Holder** ..... per set, \$4.00 postpaid



**NAA Embroidered Emblem** for display on blazers, coats, jackets, dresses, etc. Size of red, black and gold emblem is approximately 3" wide by 3 $\frac{1}{2}$ " high.

**\$1.50 ea., postpaid**

**NAA Lapel Button** (not pictured), to be worn as tie tac or in your lapel or collar. Red enamel on 14K gold filled emblem,  $\frac{1}{2}$ " wide.

**\$5.00 ea., postpaid**

### NAA Promotional Items Order Form

Please Send Me The Following Promotional Items:

NAA Emblem Electrotype  
@ \$2.50 ea., postpaid

NAA Lapel Buttons  
@ \$5.00 ea., postpaid

**NAA Emblem Decals:**

8" Pressure-sensitive  
@ \$1.50 ea., postpaid

4" Pressure-sensitive  
@ 3 for \$1.00 postpaid

4" Water-soluble  
@ 4 for \$1.00 postpaid

NAA Blazer Emblem  
@ \$1.50 ea., postpaid

Magnetic Blazer Emblem  
Holder  
@ \$2.50 ea., postpaid

NAA Blazer Patch and Magnetic Blazer Emblem Holder  
per set \$4.00 postpaid

NAA Magazine Binders  
@ \$3.75 ea., postpaid

NAA Single-deck Playing Cards  
@ 75¢ per deck postpaid

NAA Pewter-style Belt Buckle  
@ \$4.00 ea., postpaid

NAA Brass-style Belt Buckle  
@ \$4.00 ea., postpaid

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Enclosed is a check (or money order) to the National Auctioneers Association in the amount of \$\_\_\_\_\_ for the above marked items.

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To live the days once more,  
And rectify mistakes we've made  
To even up the score,  
If we might have a second chance,  
To use the knowledge gained,  
Perhaps we might become at last  
As fine as God ordained.  
But though we can't retrace our step,  
However stands the score,  
Tomorrow brings another chance  
For us to try once more.

Ron Maynard, Secretary  
Massachusetts State  
Auctioneers Association

### POCKET CHANGE

Mother: "You were a very tidy boy not to throw your orange peel on the floor of the bus. Where did you put it?"  
Johnny: "In the pocket of the man next to me."

### DEVIL MADE ME DO IT

Mother: "Shame on you for fighting. It was the devil who put you up to pulling Mary's hair."

Small daughter: "I guess you're right. But kicking her in the shins was my own idea."

### GOOD LIFE AND LIVING

Inherit a fortune and you will have a good living.  
Acquire an education, and you will have a good life.

## New Officers Elected . . .

### STATE ASSOCIATION OFFICERS

The following list of State Association Officers were elected since the last listing of State Association Officers was made in a previous issue of THE AUCTIONEER. Periodically in THE AUCTIONEER magazine a complete listing of State Association Officers will be published and the following were elected since that listing:

**Oregon Auctioneers Association** — President: Forest Withee, 11700 SW 98, Portland 97223; Secretary: Helen M. Wood, 1841 NW Oerding, Roseburg 97470

### TWELVE MISTAKES IN LIFE

1. To attempt to set up your own standards of right and wrong.
2. To try to measure the enjoyment of others by your own.
3. To expect uniformity of opinions in the world.
4. To fail to make allowance for experience.
5. Not to yield to unimportant trifles.
6. To look for perfection in our own actions.
7. To worry ourselves and others about what can't be remedied.
8. Not to help everybody wherever and whenever we can.
9. To consider anything impossible that we ourselves cannot perform.
10. To believe only what our infinite minds can grasp.
11. Not to make allowances for the weaknesses of others.
12. To estimate by some outside quality when it is that within which makes the man.

### KNOWLEDGE

A house without books is like a room without windows. No man has a right to bring up his children without surrounding them with books, if he has the means to buy them. It is a wrong to his family. Children learn to read by being in the presence of books. The love of knowledge comes with reading and grows upon it. And the love of knowledge, in a young mind, is almost a warrant against the inferior excitement of passions and vices.

### SEVEN THINGS TO REMEMBER

The Value of Time  
The Success of Perseverance  
The Pleasure of Working  
The Dignity of Simplicity  
The Virtue of Patience  
The Improvement of Talent  
The Joy of Originating

### RIDDLE

There is the story of a famous scholar who found himself sharing a seat in a slow coach with a farmer, and proposed an exchange of riddles to help pass the time.

"When I miss a riddle," suggested the scholar, "I'll pay you a dollar, but since obviously I've had more opportunity than you to acquire knowledge, when you miss a riddle you need pay me only fifty cents."

The farmer nodded agreement. "I have my first riddle ready for you now," he said. "What is it that weighs six hundred pounds on the ground and only fifteen pounds when it flies?"

"I don't know," confessed the scholar, "so here's my dollar."

"I don't know either," admitted the farmer, and handed back fifty cents.

# AUCTION SUPPLIES

- **"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12**  
Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.  

9,000 Tickets (1-3 White, Canary & Card) .....	\$22.50
18,000 Tickets (1-3 White, Canary & Card) .....	43.50
36,000 Tickets (1-3 White, Canary & Card) .....	85.00
- **STANDARD CLERKING SHEETS . . . Form No. CLS-2**  
8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **STANDARD CASHIER'S STATEMENT . . . Form No. CAS-1**  
2-part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **EQUIPMENT AUCTION TAGS . . . Form No. EAT-59**  
3 part perforated tag with hole on top. Space to mark lot number on all 3 section. 2½x5"  

1,000 Tags.....\$9.75	5,000 Tags.....\$42.50
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- **WIRES FOR EQUIPMENT AUCTION TAGS, 12" LONG**  
1,000 Wires.....\$10.00      5,000 Wires.....\$47.50
- **BUYER CARDS . . . Form N. BC-70**  
For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).  

1,000 Cards....\$7.50	2,500....\$17.50	5,000....\$32.50
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- **TERMS OF SALE — Form TOS-74**  
8½x11", 50 sheets per pad. Gives standard terms & conditions of sale to be displayed at auction site.  
\$1.50 per pad, 10 pads \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CONTROL . . . Form No. CC-73**  
8½x11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC-69.  
250 sets \$16.50 500 at \$32.50 1,000 at \$59.50
- **FINAL SETTLEMENT FORMS . . . Form FS-69**  
8½x11", 50sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchandise title to all items sold and deliver title to purchasers.  
\$150. per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **BUYER'S REGISTRATION FORM . . . Form No. BR-69**  
8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CHECK-IN FORM . . . Form No. CCI-69**  
8½x11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **PERSONAL PROPERTY CONTRACT . . . Form No.PPC-69**  
8½x11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **AUCTION BANNERS**  
Heavy, outdoor drillcloth hemmed on all sides. Built to stand up in rugged weather, 13 x 19 inch blue drillcloth panels with 15 inch red letters that spell AUCTION. Banner is 10 feet long and 16 inches high with 50 feet of rope at top and bottom. Folds to 13x19x3 inches for easy storing.  
Complete Banner.....\$14.92 Postpaid.
- **ARROW DIRECTION SIGNS . . . Form No. ADS-811**  
Orange cardboard 8½ x 11". Word AUCTION and ARROW in bold black print. Package of 50 signs for \$7.50, 100 \$10.00 postpaid. (Arrows assorted, one-third point left ann one-third right and one-third straight ahead) Form No. ADS-811.
- **GADEL**  
Northern Rock Maple Hardwood Gavel in a beautiful walnut finish. Weighs 4 oz., 9-inch handle.....\$3.00 postpaid.
- **BUSINESS CARDS**  

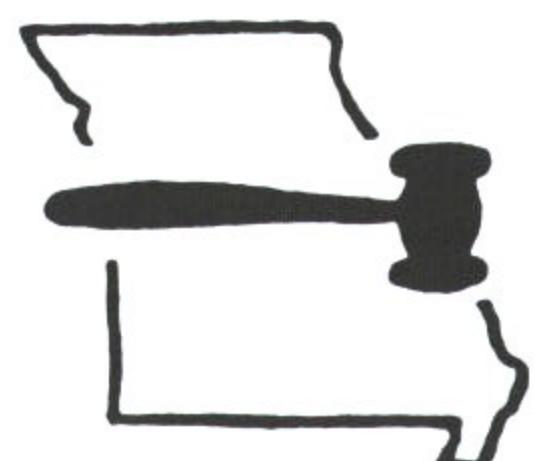
1,000 Cards with black or blue ink .....	\$12.50
1,000 Cards with red and black ink .....	\$16.50
1,000 Cards with gold ink .....	\$19.50
- **AUCTION PROMOTION SCHEDULE . . . Form No. APS-72**  
18½x11. 50 sheets per pad. Column to list seller's name, property location, date, estimator cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., signs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

## PERSONALIZED OR CUSTOM PRINTING

All of our forms are printed in large runs on a high speed press and therefore we can not offer personalized or custom printing.

NOTE, No single form or set of forms can fit all situations. Your attorney should advise you in situations not covered by these forms as we can assume no liability for errors, omissions, or local requirements.

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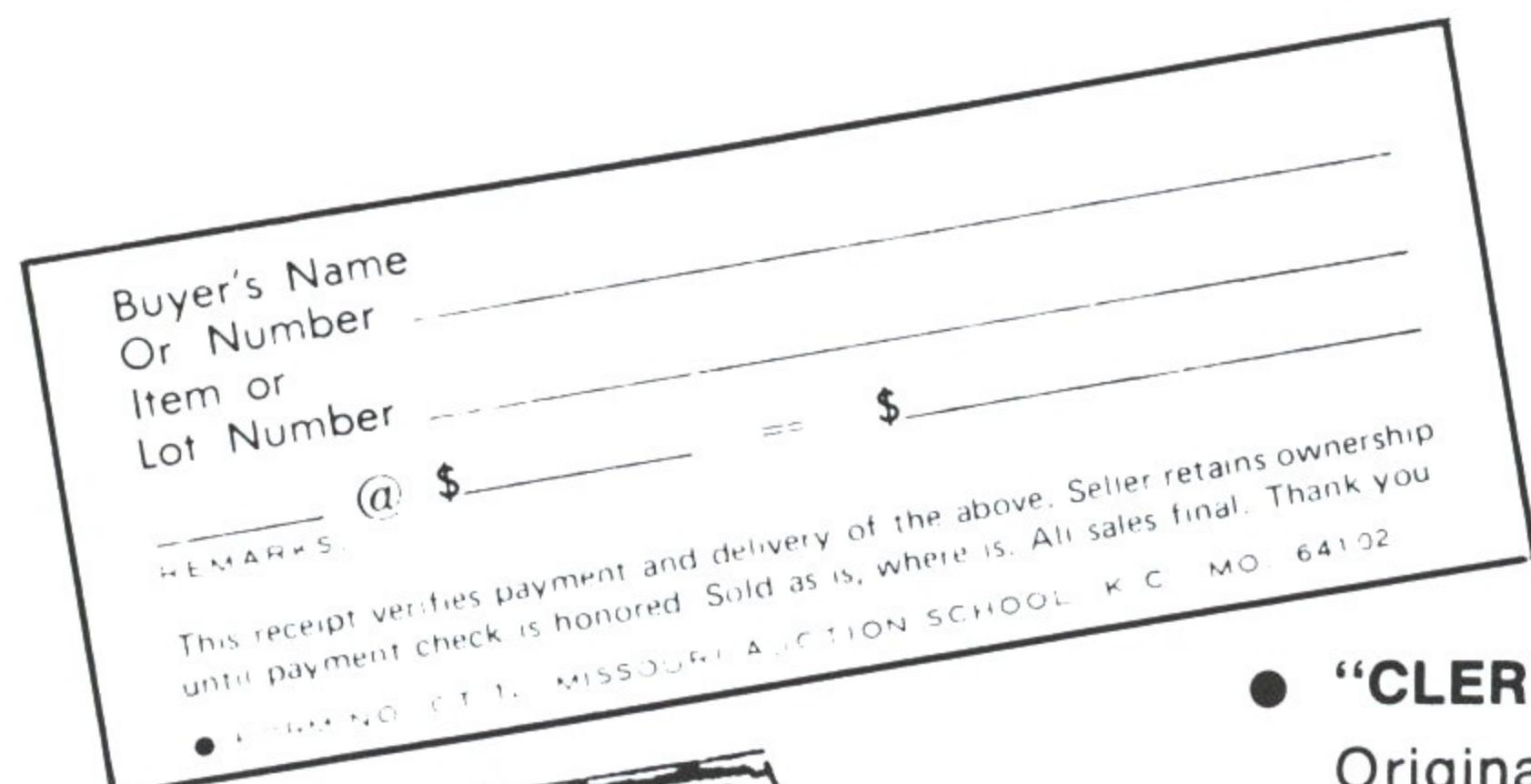
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36,000 Tickets (1-3 White, Canary & Card)	85.00

## • ALUMINUM WRITING TRAY

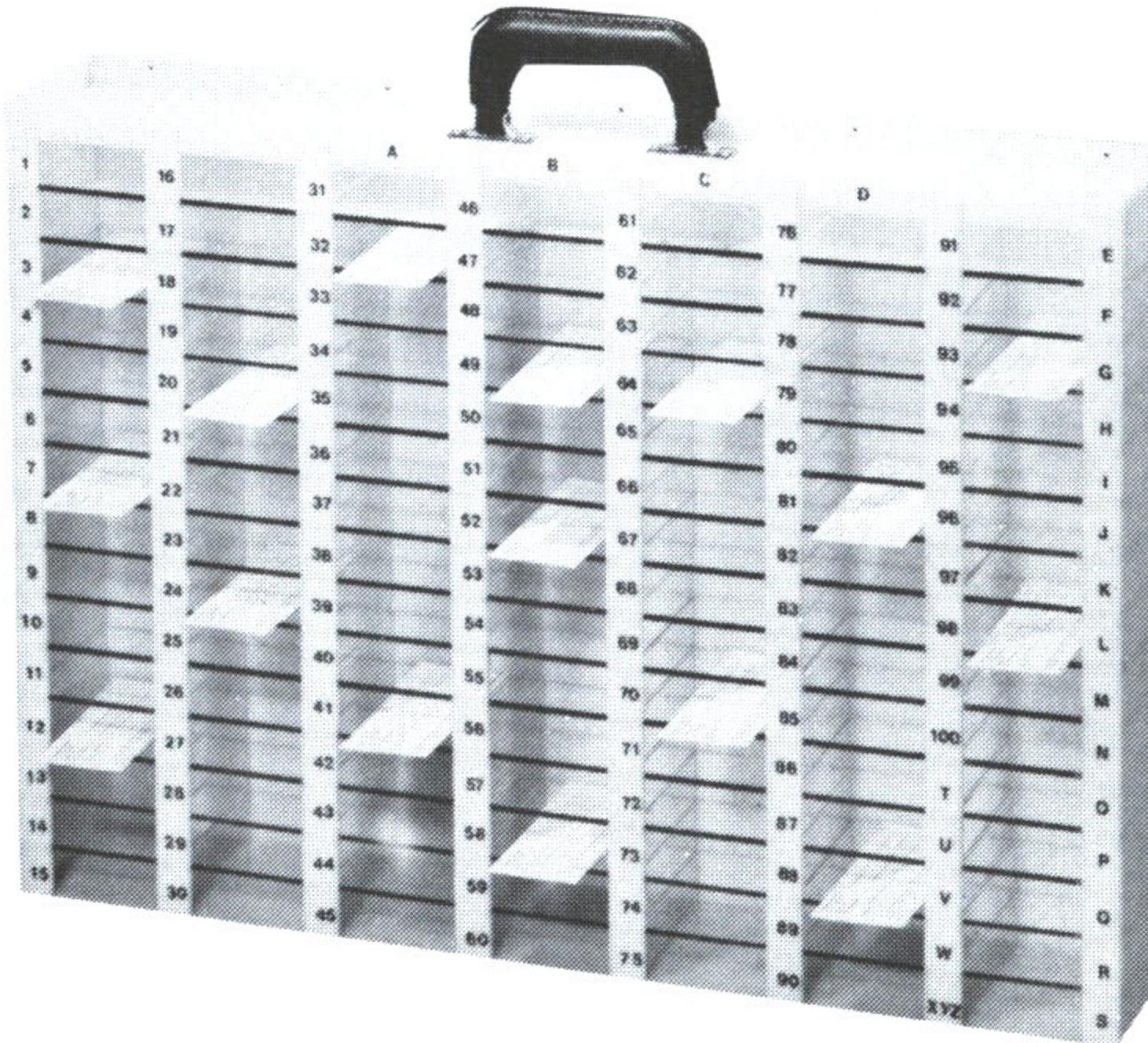
The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

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Overall size 23"x16"x4". Slots are 2¾" x 7/8" x 3½". Handle for easy carrying or nail to a wall for permanent installation.

Slots numbered 1 to 100 plus A to Z ..... ONLY \$59.95



## • BUYER CARDS . . . Form No. BC-70

For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).

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\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

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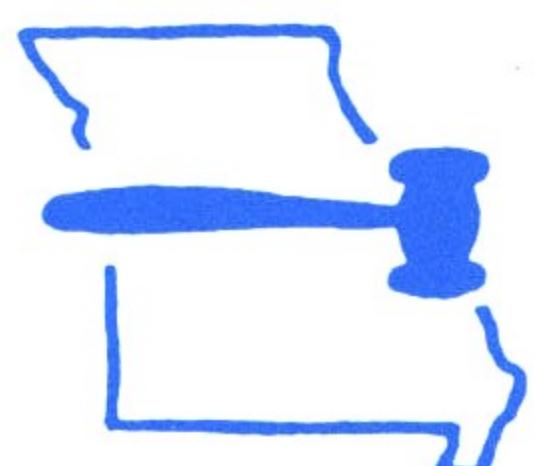
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