THE AUCTIONEER

The Magazine of the National Auctioneers Association ● May, 1981



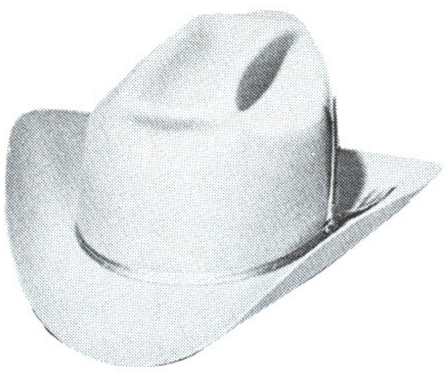
Dad, Mom and the Kids. . .



Looking forward to the 1981 NAA Convention Las Vegas Hilton Hotel July 29-August 1



ABOVE, CENTER- 6,800 delegates to Century 21 convention at the Las Vegas Hilton in December. RIGHT- Children at Hilton Youth Hotel.



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Letters to THE AUCTIONEER

Thanks for the seminar

I enjoyed the Oklahoma City seminar and got some good points from each instruction. The one point of selling mounted birds or animals that are a protected species more than paid my expenses to the seminar.

Please accept my thanks to the NAA staff and the Association for another worthwhile seminar.

Blackie Witzel
NAA member auctioneer
Oak Harbor, Washington

The American way, or "Who pays for the cost of the sale?"

It depends upon which auction school you attended, or which historical account you read, as to where you place the origin of auctions. However, the competitive bidding process at public auction, has certainly become an American institution.

Most law books and state statutes refer to an auctioneer as one who sells for others. This professional must be knowledgeable and be able to orchestrate the bidding process by auction or gradual increments. The auctioneer is an agent, with a fiduciary responsibility to the one for whom he or she is performing such service.

Basic contract law requires an agreement between two parties with a stated performance and a consideration. The owner of the goods or property to be sold and the auctioneer represent the two parties, respectively. The performance is the conducting of the auction and the consideration is the cost of the sale or commission charge.

It has been said that "a workman is worthy of his hire," and this is true be he a ditch-digger, an attorney, or an auctioneer. An auctioneer should be paid by the owner of the goods or property for the services he performs. The American way has always been to pay the auctioneer either a fee or a commission of the sale receipts. Commission rates have varied according to the type of goods sold and the area or location of sale, but in all cases, the cost of the sale has been assumed by the seller.

In recent years a new phenomenon has arisen in auctioning. A new phrase, "Ten-Ten" and other variations have emerged, referring to the splitting of the fee obligation between the seller and the buyer, each being responsible for half of the auctioneer's twenty percent fee, for example. The proponents of this innovation maintain, among other reasoning, that such a fee set-up produces better quality consignments, when in fact, the basic motive is a competitive edge in soliciting consignments.

I have no quarrel with an individual's right to conduct his business in the manner he sees fit. That too is the American way of free enterprise. However, the method of charging seller and buyer for the same service seems unethical, if not in fact, illegal. The auctioneer must conduct his business in a profitable manner, and the seller should expect to pay for services rendered.

This new arrangement of buyer premium charges appears to be a case of the buyer subsidizing the seller operation. By statute, most states require the auctioneer to have a contract with the seller. Perhaps the "new way" should require him to have a contract with each buyer as well, since the buyer is paying part of the cost of sale.

Better still, those who have experimented with this foreign system should re-evaluate their reasons and the results. In the opinion of many who have been in the business for a long time, it is sincerely believed that the seller should pay for the cost of the sale. It's the American way.

Don Castner
NAA member auctioneer
Branchville, New Jersey

AUCTIONEER, "fine magazine"

I have in hand THE AUCTIONEER your national magazine. The magazine that I am reviewing is the March 1981 issue, and there are a few articles within this magazine that I would like to use in our bimonthly newsletter that we send to all our licensees. It is a mailing list of approximately 5000 people. We will give your magazine credit for the information used.

You should be commended for such a fine magazine, and we would like to subscribe. Could you please put us on your mailing list and bill our office for such service. Thanking you in advance.

Jack C. Burchill
Executive Secretary
South Dakota Real Estate Board

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THE AUCTIONEER

MAY, 1981 **Volume XXXIII, Number 4**

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THE AUCTIONEER magazine is the official publication of the National Auctioneers 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 on last page.

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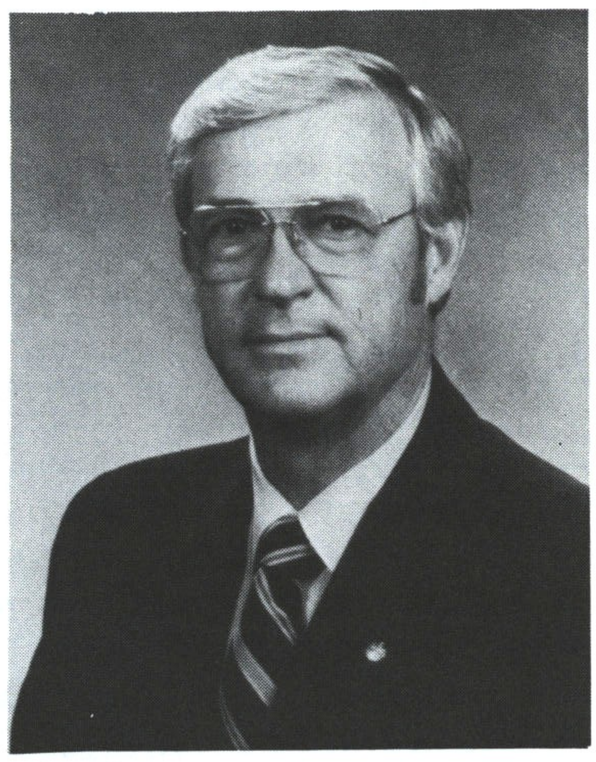
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Constant professional improvement . . . NAA convention helps



By Archie D. Moody, CAI, President
National Auctioneers Association

The auction business has been excellent during the 1980-81 NAA year, and in many areas of our country good weather may be the reason auctioneers have been able to conduct auctions on a regular basis. Newspaper and magazine reports continue to suggest that the economic situation has much to do with our success, but I continue to believe that the auction successes the NAA members have been enjoying are due to our method of selling real and personal property.

I have been privileged to attend state association conventions recently and I appreciate very much the hospitality which has been afforded me. Auctioneers, their families and associates are attending state auctioneers associations' conventions in larger number due to the interest being shown in our profession. And, when we get together and share information, the end result improves the individual auctioneer's relationship with the seller, buyer and general public. We must participate in the activities of our associations — National and State Auctioneers Associations — because when we do, the slogan used in past years by the National Auctioneers Association, "Strength in numbers" will prove true.

We need to strengthen our programs, which affect the general public. We need to improve on our procedures and practices, which affect the general public. We need to be aware of the new innovations, laws, regulations, which affect the auction profession. **We need to continue to improve ourselves and improve on our methods, so that the general public will rely on us as consultants when there is a need to market the real and personal property.**

Recently I attended the convention and seminar of the New Hampshire Auctioneers Association. At that convention, state association officers from many New England and northeastern states were in attendance. The New England Council of Auctioneers held a meeting during that convention to strengthen the auction profession in that area. The NAA Board of Directors assigned two representatives to the New Hampshire meeting, primarily to confirm the Board's interest and concern for the auction profession, and the NAA members in the New England and northeastern area. NAA past-president and director Marty Higgenbotham attended the meeting with me, to offer information about the procedures of the NAA Nominating Committee.

I have served on the Board of Directors of the National Auctioneers Association prior to being elected as the second vice president. I was not elected second vice president when my 3-year term as director ended, and later announced my candidacy for the second vice president position. I am in my sixth year as a member of the NAA Board of Directors and I have been very impressed with, and feel very privileged to serve with, those who are elected by the membership at our annual convention.

Normally, the slate of candidates as announced by the NAA Nominating Committee is approved or elected by the membership. However, I am aware of, and have seen where those who were not nominated by the Nominating Committee, have been elected. That makes me believe that our procedures are democratic in nature, but we still are aware that too often all areas are not represented. I am not a member of the NAA Nominating Committee, but will be next year according to NAA by-laws, and the following two years. Hearing Marty Higgenbotham offer his explanation to the auctioneers in New Hampshire helped me to understand that our Nominating Committee has worked to nominate the most qualified NAA members to the positions. Because of the 1980 convention where one of the four newly elected directors was nominated from the floor and was elected, I am assured that we are following a truly democratic procedure.

I continue to be concerned, however, when all geographical areas are not represented on the Board of Directors of the National Auctioneers Association. And, I encourage state associations to seek out qualified candidates, and submit their names to the Nominating Committee, (the procedure for nominating candidates for NAA offices is published in this issue of THE AUCTIONEER magazine) to be considered for the election of officers and directors during the 1981 Las Vegas Convention. I also encourage state associations to attend the convention and support the candidate of their choice, so that the membership will realize that a state's auction-

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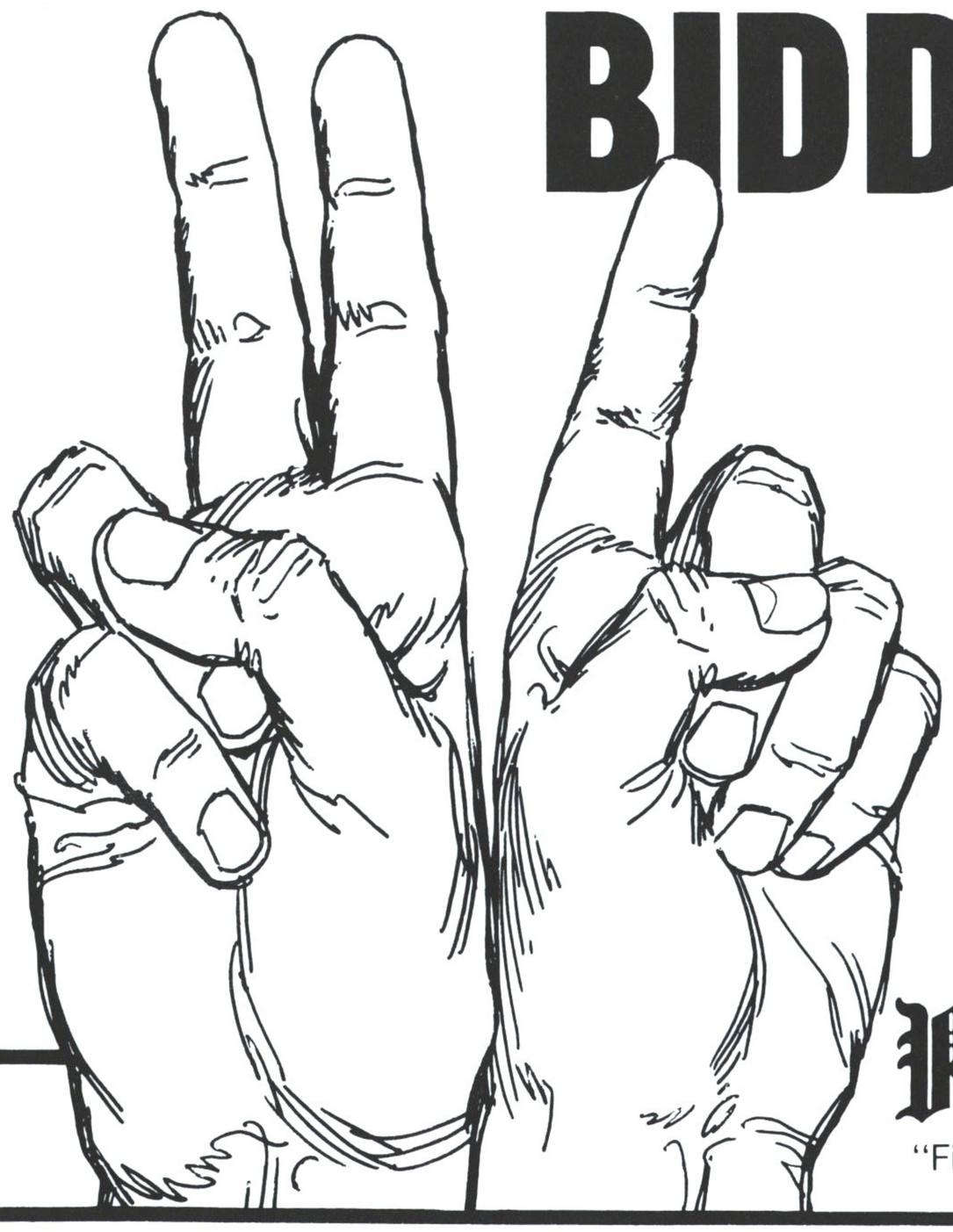
eers are convinced that their nominee is qualified for the position.

Much of our effort now will be directed toward the 1981 Las Vegas Convention. Many members have asked about the Las Vegas hotel situation and the highly publicized fire at the Las Vegas Hilton Hotel, the headquarters hotel for our NAA Convention. The NAA office has been in contact with the Las Vegas Hilton Hotel management, and of course, the hotel management is concerned when something as serious as the fire occurs. However, it is obvious that the fire was caused by the crime of arson and not mechanical error. We will proceed with our convention plans as expected, and hope that everyone will continue to reserve their room accommodations, and register early for the 1981 Las Vegas Convention. The National Auctioneers Association will offer each and every attendee information about any and all safety precautions as announced and used by the hotel. The Las Vegas Hilton Hotel continues to be a leader in safety precautions, especially fire precautions, and it is hard to fault the hotel when a criminal act causes the problem.

One of the major events of the 1981 Las Vegas Convention will be the Fun Auction. The convention Fun Auction provides great entertainment for those attending the NAA convention, but the primary purpose for sponsoring such an event is to allow the auctioneers attending the convention the opportunity to perform for their peers, and the guests of the convention. Having 500 auctioneers from different areas of the country call for bids on items, which have been contributed by those attending the convention, is an educational event. Styles differ in every area of the country. NAA members who reside in other countries, including Canada and Australia, will be present at our Las Vegas Convention; and all of us can learn about auction techniques and procedures by havng everyone participate in our Fun Auction.

To have a successful auction you must have excellent quality merchandise. Annually, state auctioneers associations make a contribution of merchandise which assures a successful Fun Auction. I hope the Boards of Directors of the state auctioneer associations will provide quality merchandise for the 1981 Las Vegas Fun Auction. **I am asking the officers and directors of the state associations to support the NAA Fun Auction so that we can have a successful auction, and once again, through the proceeds, help defray some of the many expenses incurred by the NAA to conduct our convention.** The NAA continues to provide more educational, social and business events at our conventions at the lowest registration fee cost. Many associations charge three times as much as the NAA does, and they do not offer as much in return for the registration fee.

I urge you to participate in the 1981 Advertising Contest, which is conducted at the annual NAA Convention. The Advertising Contest categories are promoted in THE AUCTIONEER magazine, and even though there can be only one winner in each category, the opportunity to participate in this event is a benefit to the membership. The entries are judged by a non-partisan panel of judges, all of whom are



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experts in the advertising profession. The judges are not affiliated with, or acquainted with, the auctioneers submitting entries. The winning entries are displayed in THE AUCTIONEER magazine following the convention, and this allows each entrant the opportunity to compare his entry with those which are judged best.

Please register early for the 1981 Las Vegas Convention and be present when the business of your association is conducted. Use the advance registration packet in this issue of THE AUCTIONEER magazine, and plan on attending and supporting your association's programs. If you feel that your area is not represented on the Board of Directors, attend the convention and cast your vote for the qualified candidate of your choice. If you feel that you need educational help in your auction business, attend the workshops which are provided at the convention, which are conducted by those auctioneers who are recognized as being successful. Workshop instructors volunteer their time, and offer their expertise, at no charge to the convention. Instructors register for the convention as do all members of the association.

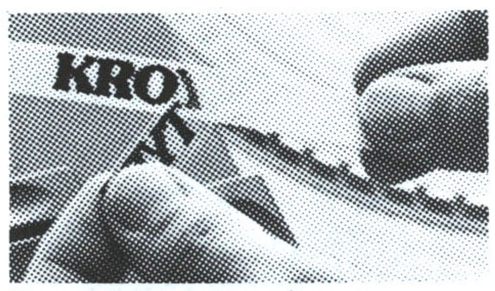
Make your hotel reservation early by using the hotel reservation form in the center section of this magazine. The Las Vegas Hilton Hotel has ample space, but like all hotels they are in business to sell rooms. If the NAA membership does not reserve rooms early, the hotel must, within 15 days of the convention, sell those rooms to other people. You will not be assessed a penalty for canceling your room if the unexpected happens and you are unable to attend the convention. However, cancellations must be made in advance for not only the rooms you have reserved, but if you have to cancel and have registered in advance, you must cancel your convention registration in advance.

Refunds will be made to any and all NAA members who have registered for the convention, but discover they must cancel. Advance registrations are needed so that we can prepare for everyone who wants to attend our convention. We want and need your attendance and support of your association's convention and hope to see everyone there.

I feel privileged to have served as president of your association and even though my term of office is not completed, before long I will be congratulating Howard Buckles who will assume the presidency after me. I appreciate the many letters and personal conversations I have had in regards to the programs and activities of the National Auctioneers Association. **I urge each and everyone of you to make yourself known by offering your ideas and comments to the NAA Board of Directors so that your suggestions and programs can be considered.** The NAA Board of Directors makes the decisions for the organization, but many of those decisions are made due to the efforts of the individual member. This is what makes our association successful and I continue to urge your individual participation.

Thank you for a good year, and let me personally offer you and your family my appreciation in Las Vegas during the 1981 NAA Convention, July 29-August 1. Las Vegas certainly looks great to me!

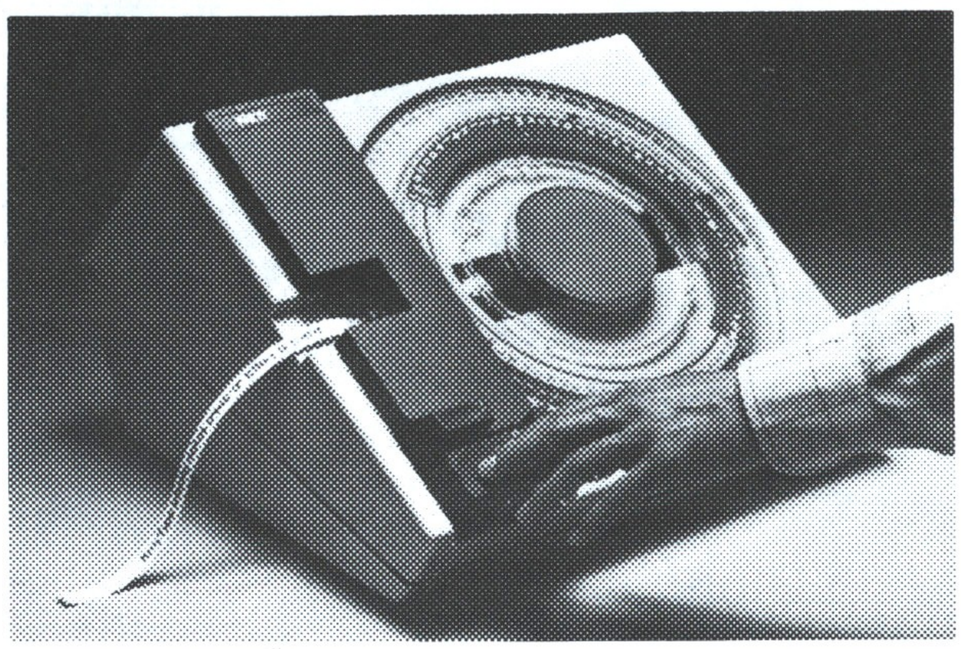
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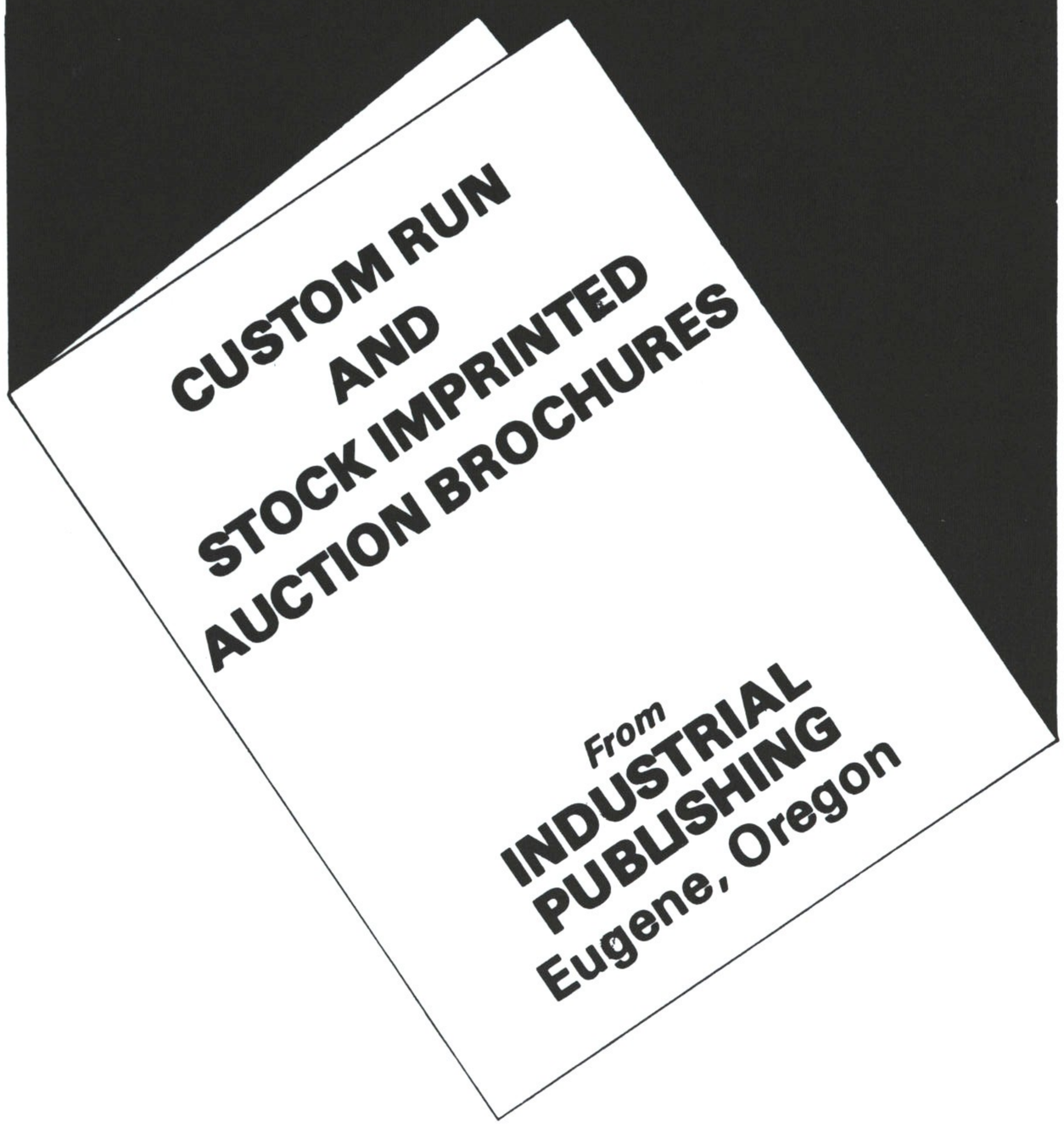
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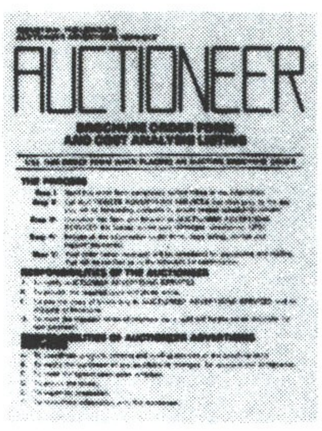
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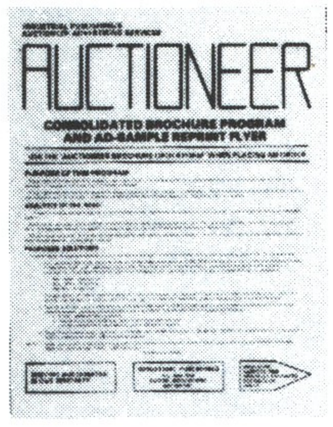
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Golden wedding anniversary

NAA member Henry Buss and his wife Leona, Columbus, Nebraska, were married April 22, 1931. Auctioneer Buss is also a member of the Nebraska Auctioneers Association, and Leona is a member of of the NAA and Nebraska Auxiliaries.

Henry Buss was the first president of the Nebraska Auctioneers Association, and served as secretary-treasurer for several years. Leona Buss served as secretary-treasurer for the Nebraska Auctioneers Association Auxiliary for nine years.

Mrs. August Runge, Jr.
(their daughter)
Columbus, Nebraska

Do you know these auctioneers?

The NAA office has made repeated and varied attempts to contact the following NAA members, so that the AUCTIONEER and other Association mail can be delivered to them. If you know any of the people listed below, please have them **contact the NAA office as soon as possible.** If no correct address can be determined for the NAA members listed below, they will be **removed from the NAA mailing lists.**

Harold W. Adolpf, P.O. Box 238, Poncha Springs, Colorado 81242
Herry Carlson, 8780 Santa Monica Blvd., #203, Los Angeles, California 90069
Charles P. Braden, 1300 N. 135c, Suite 120, Carrollton, Texas 75006
James Steuart Constantine, 15 Montclair Ct., Petaluma, California 94952
Robert H. Fletcher, 600 North G Street, Monmouth, Illinois 61462
John A. Gonder, 2255 Highland Ave., Birmingham, Alabama 35205
Kimmon Johnson, 1300 N. 135E, Suite 120, Carrollton, Texas 75006
Robert F. Larner, 361 S. Pacific Hwy. Sp. #9, Medford, Oregon 97501
Lee Levine, c/o Action Auction & Liq., 1909 Jefferson Highway, Jefferson, Louisiana 70121
Scott I. Moore, P.O. Box 543, Coeur D'Arlene, Idaho 83814
George William Rosedoff, Green Road Box 215, Amherst, New York 14226
Rene F. True, 173 Woodland Avenue, Lexington, Kentucky 40502
Jack Ward, Box 411 Star Rt. A, Anchorage, Alaska 99502

When business was slow, a shoeshine lad at O'Hare Airport offered to shine the left shoe for free.

Additions to your NAA member directory

The following names were mistakenly omitted from the 1981 NAA Membership Directory. Please photocopy the list and include the names in your directory under the appropriate section.

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BROWN, DALE, 823 Cavanaugh Road, Fort Smith 72903

MARYLAND

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These NAA emblem reproductions can be used by your printer, to display your NAA membership on sale brochures, business cards, business stationery, and in auction advertising.

The Chamber of Commerce of Lawrence, Kansas, sponsored a "Pocket of Prosperity" promotion to help stimulate sales — from cars to candy bars. "POP" buttons were distributed via the local newspaper and the public was asked to wear them. Buttons were numbered and those wearing lucky buttons won gift certificates, movie passes, free meals at local restaurants — and other prizes.

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Now issued 4 times yearly — Jan. 1, Apr 1, July 1, and Oct. 1. Lists all trucks for past 7 years . . . . Gives values of trucks and major optional equipment. Only truck valuation publication issued quarterly.

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All the major manufacturers are listed in this book
MOBILE HOME BLUE BOOK $10.00
January or June edition (Whichever is most current)
RECREATIONAL VEHICLE BLUE BOOK $10.00
April or October edition (Whichever is most current)

Bus Retmier, CAI, is a 1951 graduate of the Reppert School of Auctioneering and has successfully completed CAI (Certified Auctioneers Institute). He has sold the above appraisal books to the auction profession for the past 40 years on a moneyback guarantee.

BUS RETMIER'S VALUATION GUIDE SERVICE

P.O. Box 50248 - 8481 Bast St., Indianapolis, Indiana 46250
Phone: 317 849-3304

Please enclose $1.75 handling and mailing charge per order. All books shipped UPS except used car, farm tractor, and used truck books which are mailed.

Dear Bus: Please send the items circled above. I am enclosing the amount of $ _____

Name _____

Address _____

City _____ State _____ Zip _____

The Legal Aspects Of Auctions . . .

Laws, ordinances to stop resale of stolen goods

The problem is one that has been around for years — stolen items being sold through pawn shops, antique and secondhand dealers, flea markets, auctions and auction houses. Solutions to the problem have taken many forms, as states and metropolitan areas try to prevent theft and subsequent resale of the stolen items.

A few states have either passed, or are considering, legislation requiring certain businesses to inform the police beforehand *exactly what will be sold, and who the sellers are.* This list of items and sellers would be required a certain number of days, *if not weeks, before the sale.* The implication for auctioneers who sell the property covered by the laws is obvious — part of your sale arrangements would be informing the local police of exactly what you will offer at auction, who is selling it, and doing this for each and every auction.

The article that follows is another example of proposed legislation to stop the resale of stolen property. Even though it refers to dealers, many auctioneers handle the same or similar items covered by the legislation.

THE AUCTIONEER contacted the sponsor of the bill, New York State Senator Mary B. Goodhue. A representative in her office stated: that there was never any mention of New York auctioneers to be included in the bill; Senator Goodhue's bill is still in committee, but a similar bill (if passed) will require dealers to have county licenses; and the Goodhue bill was proposed to curtail the flow of stolen items through "fly by night" dealer shops.

Because more states and cities are exploring different means of stopping the resale of stolen goods, it can be safely said that you may encounter some kind of legal requirements to keep stolen property from entering your auction. One of those possible requirements is described in the following article.

When customers finish eating at Capt. Barnaby's Fish & Chips, Warwick, Rhode Island, they receive no check. On the way out they pay what they feel the meal was worth. Manager Dave LeBlanc says: "People aren't overpaying, but 'Pay What You Want' is balancing out. It's drawing volume and we're making money. That's what counts."

Attention: New York dealers of precious metals

By Betty G. Flood

Albany, New York — Dealers in gold, silver and other precious metals who ply their trade in New York State may soon find themselves carting more than just their wares to market. If a bill presently under consideration in the State Legislature is passed, they will also be hauling a camera device similar to that found in many stores for check cashing.

The camera device would be required so that dealers would have a visual record of every transaction which would then be available to law enforcement officials for assistance in apprehending thieves.

Additionally, the bill proposes that dealers must record all details of the sale and must hold any object of precious metal for at least two days before reselling, melting it down or otherwise disposing of it.

All records would be available to law enforcement officials without a warrant or subpoena.

The bill's sponsor, Senator Mary B. Goodhue, (R-Mt. Kisco), explained the necessity for such legislation by noting that increased house burglaries and street crimes involving precious metals have reached epidemic proportions and that frequently responsible dealers often become unwitting fences for stolen material.

The camera device was specifically requested to be included in the new regulations by New Castle, New York Police Chief Frank V. Comito, who testified that such visual records would thwart thieves who give false identification.

If passed by the current session, the Goodhue bill will become effective September 1, 1981.

In another attempt to stem the tide of thefts of precious metals, Assemblyman John Perone (R-Mamaroneck) has introduced a bill which would require the licensing of sellers and purchasers of jewelry, gold, silver, platinum and palladium, as well as requiring such merchants to take a photo of the seller.

The Attorney General would be empowered to issue licenses for a period of three years at a fee of of $500, with renewal option for an equal period for $250.

Licenses could be suspended or revoked for such cases as false statement on the application, violation of any provision of the law, conviction of any crime involving moral turpitude, or the commission of any fraudulent practice in the offer to sell or purchase any jewelry, gold, silver or other precious metal. Mislabeling or misrepresentation or concealment of true metalic composition would also constitute fraud.

Any license holder found guilty of violation would be guilty of a felony.

Continued page 13



Col. JOE REISCH
Author & Publisher
(Photo taken Nov. 1978)

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For The Professional Auctioneer

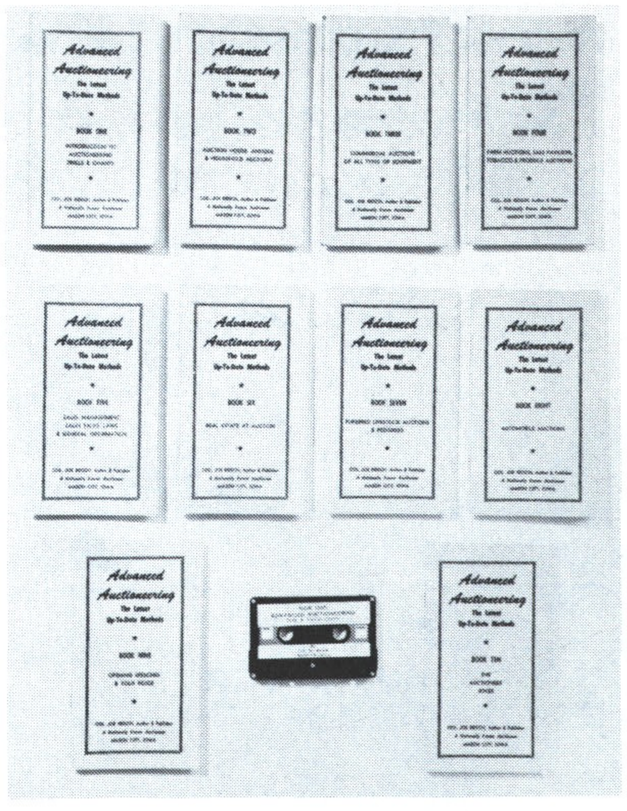
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COMPUTERIZED AUCTION CONTROL SYSTEM

R.S.I.—Sales Group and BOMAC Computer Services, Inc., subsidiaries of Rosen Systems, Inc., now have available for sale a computerized auction control software and hardware package featuring the following:

- **Sale inventory input**
- **Sale catalogue**
- **Auction sheets**
- **Buyer registration input**
- **Buyer registration printout**
- **Sale input**
- **Sale control and reconciliation**
- **Invoicing**
- **Buyer status inquiry**
- **Inventory inquiry**
- **Sale recapitulation**
- **Report of sale**

Designed and programmed by BOMAC Computer Services, Inc., this sophisticated data processing package combines modern computer technology with the ever-increasing informational demands of today's auctioneer. This system operates on a state-of-the-art minicomputer which weighs 65 lb., is a single unit, portable and most importantly, low cost and cost justifiable.

For more information, call or write Mike Rosen, R.S.I.-Sales Group, or Bob McDonald, BOMAC Computer Services, Inc.

r.s.i. sales group

BOMAC COMPUTER SERVICES, INC.

R.S.I. Sales Group
214/350-2381

BOMAC Computer Services
214/350-5633

2520 W. Mockingbird Ln.
Dallas, Texas 75235

Other provisions of the proposed law, which would become effective 19 days after passage, include hearings on charges, judicial review, penalties for violations, and the setting up of trusts upon the purchase of such items.

(Reprinted with permission from the ANTIQUES & THE ARTS WEEKLY, Newtown, Connecticut.)

License law update:

Baton Rouge has license law, other parishes, too

The City and Parish (county) of Baton Rouge, Louisiana, has had a license law in effect, at least since November, 1980. These parish and city license laws are in addition to the required state license law. THE AUCTIONEER called the secretary of the Louisiana Department of Commerce to verify that any auctioneer selling in Louisiana must comply with both the state requirements and any local license requirements.

The best advice is to contact the governing body of the Louisiana city or parish (county) where you plan to conduct your auction. Provisions of the Baton Rouge ordinance include the following:

All auctioneers will have a valid license, required to sell almost anything at auction, excepting livestock.

The license is non-transferable, good for one year, costs $50 for residents ($100 for non-residents) and can be applied for at the Director of Finance's office.

Three days before the sale, the auctioneer must submit to the Director of Finance: a notarized statement of the time, date and place of the sale; names, addresses, and license numbers of all auctioneers conducting the sale; and a general description of the type, kind, or character, and quantity of items to be sold.

Within twenty days after the sale, the auctioneer will furnish a statement of the total amount of sales, and the amount of taxes due. (The twenty day statement is not required of auctioneers who maintain a license to sell at retail or also maintain a permanent established place of business in the city or parish of Baton Rouge.)

The above items quoted from the Baton Rouge auction ordinance are only a partial listing of the requirements set forth in the ordinance. A copy of the auction ordinance is most likely available upon request from the Director of Finance's office in Baton Rouge.

Information about the Louisiana state license law can be obtained from: Donald J. Bernard, Secretary of Department of Commerce, P.O. Box 44185, Baton Rouge, Louisiana 70804, phone 504-342-5388.

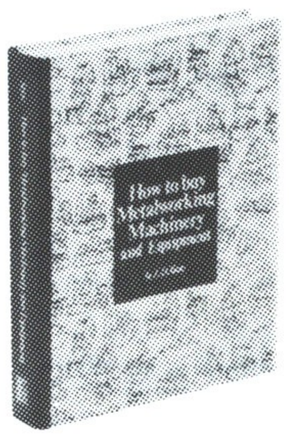
Pending legislation in Pennsylvania

House Bill No. 105 has recently been introduced to the State Government Committee in Harrisburg, Pennsylvania. The act requires a re-evaluation of certain government agencies, and the termination of said agencies if their existence does not meet stated qualifications. The State Board of Auctioneer Examiners is included in the termination date of December 31, 1983.

A copy of H.B. 105 was forwarded to all Pennsylvania state chapter secretaries.

The Winter edition of the PENNSYLVANIA AUCTIONEER NEWSLETTER asked state secretaries to "please review the act and write to your representatives showing support of our Board. In this era of tax cutting measures, all of us must review all governmental needs. The auction board, presently established with association members, has now reached its full effectiveness. We must support our past work and prove to our legislators that the board is certainly worth every bit of its cost."

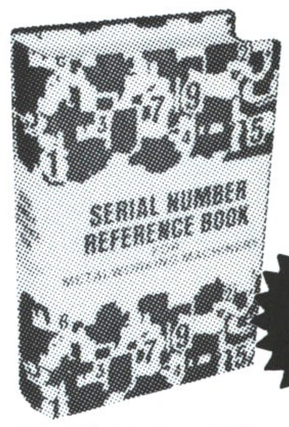
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Please rush me ____ copies of How to Buy Metalworking Machinery ($39.95 ea.) and ____ copies of the pocket size Serial Number Reference Book ($24.95 ea.) with a 10-day trial privilege. (Michigan Residents Add 4% Sales Tax)

☐ Payment enclosed (Publisher pays postage & handling charges in U.S.)
☐ Bill me later at cost plus postage & handling charges. Purchase order enclosed.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Sign in a Philadelphia park: "If you're an advocate of Law'n Order — then keep off the grass!"

REALTORS ©

INCREASE YOUR AD READERSHIP

- This new series of 60 one column and two column ads gets proven results.
- Their cartoon format received over 86% readership in research studies conducted by the National Advertising Bureau.
- You are guaranteed exclusive use of the ad series in your area.
- We already have clients in over 40 states advertising the Patton Agency way. Maybe you should try our way.

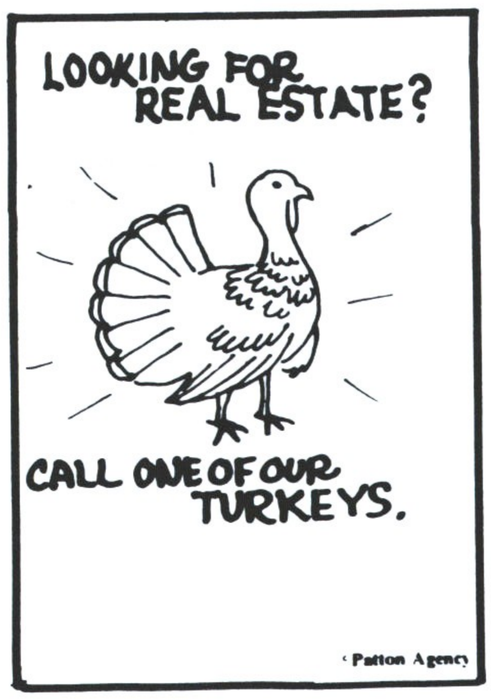
Examples of the 60 Ads.in the Series.













There is a cartoon ad to cover many of your selling needs. Simply have your newspaper drop in your logo at the bottom and your ad is ready.

I'm interested in the *Action Real Estate* Newspaper Ad series. Please send me without obligation price information and details of the program.

Name _____

Company _____

Address _____

City _____

State _____ **Zip** _____

Newspaper(s) servicing area _____

Phone No. _____

The Patton Agency
Box 47063 • Nashville, TN 37204
(615) 883-7362 Or (615) 885-0653

***Ad No. 6 can be used in many ways, for recruiting new associates (we have 6 such ads in the package), listing houses, farms, commercial real estate, etc.**

AUCTIONEER advertising rates to increase

THE AUCTIONEER magazine has always been a valuable source of information to NAA members; and THE AUCTIONEER advertisers have always made a valuable contribution to the success of the NAA's official publication. However, the NAA Board of Directors, at its January 26, 1981 meeting, revised the magazine advertising rate schedule. The new advertising rates will first affect the advertising placed in the September, 1981 AUCTIONEER and subsequent issues.

Advertising rate increase. All AUCTIONEER advertising rates will increase approximately 25%. The following rates will apply after July 1, 1981.

	One (1) time	Six (6) times	Eleven (11) times
Full page	$160.00	$155.00	$150.00
Half page	80.00	77.50	75.00
Quarter page	40.00	38.75	37.50
Column inch	8.75 per column inch		

Changes in advertising copy. Advertising orders can be placed anytime, changes in advertising can be made at anytime. But only orders and changes made *by the tenth of the month,* preceding date of issue will appear in the next issue of THE AUCTIONEER. Orders and changes received after the tenth of the month will appear in the second issue after the order or change.

Advertising orders or changes in advertising copy *will not be accepted over the phone.* All advertising space orders and copy changes must be made in writing to the NAA office.

The following charges occur when the NAA office must prepare or make changes in your advertising.

Initial composition		Changes in advertising	
quarter page	$20	copy changes	$15
half page	$30	artwork changes	$25
full page	$45		

More information in June. Along with the 1981 advertising statements, a form will be included which advertisers will use to place advertising. Advertisers will then have until August 10 to return the form to the NAA office, placing advertising to run from September 1981 through a future specified month.

If the NAA office does not receive the completed form by August 10, an individual's advertising will not be placed in the September AUCTIONEER.

Specific details. Realizing that some AUCTIONEER advertisers have paid for their ads beyond July 1, 1981, the following policies will apply.

1. As stated in the Advertising Rate Schedule which appears on the last page of THE AUCTIONEER magazine, "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, the advertiser may cancel the contract."

Therefore, advance payments for advertising at the pre-July 1, 1981 rates will be credited to the advertiser's account, to pay for advertising at the new rates. All advertisers will continue to be billed each month after their advertising appears in THE AUCTIONEER.

2. The new advertising rates and charges are first appearing in the May AUCTIONEER, then from July on, published in the Advertising Rate Schedule. All rates and charges will apply to both present and new AUCTIONEER advertisers, *with specific credit information required for new advertisers.*

Within the framework detailed in the above policies and rates, the NAA office hopes to maintain a beneficial business relationship with its AUCTIONEER advertisers. If any current or potential AUCTIONEER advertiser has any questions concerning the new policies and new rates, the advertiser should contact the NAA office immediately.

IF you have a deluxe auction gallery

IF it is in a metropolitan location

IF your gallery is not having a sale every day

IF creating more traffic by accepting consignments as a result of our national advertising suits you

IF you're interested in bringing new affluent clientele to your doors

IF you want to increase your profits by our providing the inventory and expert art auctioneers

Call **John Suarez**, Director; *AR*Tauction associates™ at 404-428-5760 or at our 24hr message center 800-824-7888 ext. A3207; in Calif. 800-852-7777; in Hawaii & Alaska 800-824-7919; Int'l 1-916-929-9091; Telex: 542198 Cables: Suarez, Atlanta. Member: National Auctioneers Association.

You may have to sell one at auction someday; the robot industry is clanking toward prosperity. Robot sales have grown from $60 million in 1979 to $90 million last year, and could hit $500 million by 1985, according to experts.

AMERICAN BUSINESS

Las Vegas information section . . .

Plan your NAA convention around these dates

As you will see by the following "Program-at-a-glance", the 1981 NAA Las Vegas convention could mean a full week of pre-convention tours and official convention activities. However, to assist in your convention planning and travel arrangements, keep these dates in mind.

- **Wednesday, July 29** — The 1981 NAA convention officially begins. The program-at-a-glance shows tours are available both on this day and the Tuesday before.
- **Saturday, August 1** — The Las Vegas convention officially ends at midnight. Therefore, your checkout day would be Sunday, August 2, not Saturday which is the last full convention day.

Making immediate travel arrangements is highly recommended. It can be safely said that air travel fares will increase at least once, if not twice before the NAA convention in July, 1981. Your complete convention registration and hotel reservation packet is in the center section of this AUCTIONEER issue.

THE SCHOOL OF
THE PROFESSIONALS



Learn to Be A Professional Auctioneer

INTERNATIONAL AUCTION SCHOOL

Route 5 - South Deerfield, Massachusetts
413-665-2877

Make plans now for
New England's only Auction School.
Call for information on next term.

NATIONAL AUCTIONEERS ASSOCIATION
1981 Las Vegas Convention

Program-at-a-glance

Tuesday, July 28

9:00 am — 5:00 pm — CAI CONTINUING STUDIES WORKSHOP (CAI Members Only)
10:00 am — 4:00 pm — HOOVER DAM & OLD VEGAS TOUR (optional)
1:00 pm — 5:30 pm — HOOVER DAM TOUR (optional)

Wednesday, July 29

9:00 am — 5:00 pm — CONVENTION REGISTRATION
10:00 am — 4:00 pm — LAS VEGAS CITY SIGHTSEEING & SHOPPING TOUR (optional)
10:00 am — 4:00 pm — HOOVER DAM & OLD VEGAS TOUR (optional)
1:00 pm — 5:30 pm — HOOVER DAM TOUR (optional)
1:00 pm — 5:00 pm — DISPLAYS OPEN (for only those displayers who have paid the display fee in advance)
8:00 pm — 11:00 pm — LAS VEGAS LOOKS GREAT SHOW (all convention registrants)

Thursday, July 30

7:30 am — 10:15 am — STATE OFFICERS' BREAKFAST & WORKSHOP
8:00 am — 6:00 pm — CONVENTION REGISTRATION
8:30 am — 10:30 am — LADIES HOSPITALITY HOUR & EDUCATIONAL PROGRAM
8:30 am — 10:30 pm — YOUTH ACTIVITIES ROOM
9:00 am — 10:15 am — PUBLIC/NIGHT AUTO AUCTIONS WORKSHOP
10:30 am — 11:45 am — MULTIPLE BALLROOM REAL ESTATE AUCTIONS WORKSHOP
12 noon — NAA CONVENTION LUNCHEON
3:00 pm — 4:45 pm — CONSIGNMENT FARM EQUIPMENT AT AUCTION WORKSHOP
ANTIQUES/FINE ARTS AT AUCTION WORKSHOP
7:30 pm — 11:59 pm — 1981 NAA FUN AUCTION

Friday, July 31

8:00 am — 5:00 pm — CONVENTION REGISTRATION
9:00 am — 12 midnight — YOUTH ACTIVITIES ROOM
9:00 am — 4:00 pm — YOUTH SKATING & MOVIE ACTIVITIES (optional — lunch included)
9:00 am — 10:15 am — COMMERCIAL & HEAVY EQUIPMENT AUCTION SALES WORKSHOP
LIVESTOCK AUCTIONS WORKSHOP
10:00 am — 11:45 am — NAA AUXILIARY ANNUAL MEETING
10:30 am — 11:45 am — BOOK AUCTIONS WORKSHOP
ADVERTISING WORKSHOP
12 noon — LADIES LUNCHEON (optional)
2:00 pm — 3:30 pm — IN AUSTRALIA, AUCTIONS ARE THE ONLY WAY TO SELL REAL ESTATE! WORKSHOP

7:00 pm — NAA AWARDS BANQUET & FESTIVAL
12 midnight

Saturday, August 1

7:30 am — CONTINENTAL BREAKFAST & ANNUAL MEETING
9:00 am OF THE CAI

9:00 am — YOUTH ACTIVITIES ROOM
12 midnight

9:00 am — SMALL BUSINESS — BIG BUCKS WORKSHOP
10:15 am

PERSONAL PROPERTY LIQUIDATIONS WORKSHOP

10:30 am — ANNUAL MEETING OF THE NAA
11:45 am

1:30 pm — ANNUAL NEETING OF THE NAA (continues)
4:00 pm

7:00 pm — PRESIDENT'S BANQUET
10:00 pm

10:00 pm — PRESIDENT'S BALL
12 midnight

Sunday, August 2

ALL DAY — NO OFFICIAL NAA EVENTS. (Conventioneers depart for home, tours, etc. Headquarters hotel check out day.)

NAA Las Vegas Convention — who may attend

To clarify exactly who may attend a convention, the following Board of Directors' policies apply.

1. NAA member auctioneers can register themselves, family, and non-auctioneer business associates for the entire program. **Under no circumstances will a non-member auctioneer be allowed to register for an NAA convention.**

2. Only NAA auctioneers can attend NAA sponsored functions. **If an auctioneer works for an NAA member, that non-member auctioneer employee cannot attend the NAA convention.** The non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA convention.

3. On the other hand, non-auctioneer employees — clerks, cashiers, ringmen, secretaries, etc. — can attend the NAA convention only when they are accompanied by the NAA member employer. The reduced registration cost for the non-auctioneer employee only applies when **the NAA member accompanies the employee to the NAA function.**

4. **NAA spouses can attend the convention without the NAA member,** but the spouse must pay the full convention registration cost. The reduced registration fee only applies to the second, third, fourth, etc., registrations after the NAA member makes a full registration for the event.

The complete Las Vegas registration packet is in the center section of this AUCTIONEER. **To meet all registration deadlines and avoid increased air transportation fares,** now is the time to register, make your air travel arrangements, and reserve your hotel accommodations at the Las Vegas Hilton.

AUCTION FORMS

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 - 250 sets $22.50, 500 sets $43.50, 1000 sets $85.00.

CLERKING TICKETS - 10 on or 12 on - Imprinted your name, address and telephone number, 500 sets $75.00; 1000 sets $125.00.

CLERKING TICKETS - 10 on only - Numbered 1 to 1000 100 sets $18.00, 200 sets $35.00, 500 sets $65.00, 1000 sets $100.00.

CLERKING TICKETS - 10 on only - Numbered 1 to 1000 and imprinted your name, address and telephone number on each ticket. 500 sets $90.00. 1000 sets $135.00.

ALL FORMS LISTED UNDER THIS HEADING are 8½" x 11", sold in pads of 50 sheets each at $1.95 per pad, 10 pads at $1.45 each, 20 or more pads at $1.20 each pad. Not numbered.

CLERKING SHEETS - CASHIER'S STATEMENTS
TERMS OF SALE - CONSIGNMENT CHECK-N
CONTRACT FORMS - PROMOTION SCHEDULE
BUYER'S REGISTRATION - 2 FORMS - 1 with room for 13 names - new form for 20 names.

FORMS LISTED BELOW NUMBERED FROM 1 to 1000 50 sheets each pad. 1000 numbers, 1 pad $4.00; 10 pads at $3.00 each, 20 or more pads at $2.50 each.

CLERKING SHEETS - BUYER'S REGISTRATION

CASHIER'S STATEMENTS - Numbered from 1 to 1000 1000 lots only, $50.00. Imprinted your name, address and telephone number and numbered 1 to 1000, 1000 lots only $65.00.

TAGS Cardboard 2½" x 5½" - 3 part perforated, hole at top, 1000 tags $9.50. 2000 tags $18.00, 5000 tags $40.00.

TAGS - Form No. EATN-26 - Cardboard 2½" x 5½" numbered 1 to 1000; 1" numbers; 3 part perforated; hole at top, 1000 tags $18.50; 2000 tags $36.00; 5000 tags $85.00.

WIRES FOR TAGS - 12" long -
1000 wires ..... $9.00 5000 wires $42.50

TAGS — Sticky Back - Form No. EATSB-35 - 3 part perforated, with room to write numbers. Need no wires. Peel off and stick on, 1000 tags $20.00; 2000 tags $38.00; 5000 tags $90.00.

TAGS - Form No. EATCBN-36 - Sticky Back - 2½" x 5", no wires needed, peel off and stick on; 1" numbers, 1000 tags $30.00; 2000 tags $55.00; 5000 tags $125.00.

BUYER CARDS - Form BS-20 3¼" x 7" - 1000 cards $7.50, 2000 cards $14.00, 5000 cards $32.50.

BUYER CARDS - Form No. BCN-30 Numbered from 1 to 1000 - 1000 cards $15.00, 2000 sards $29.00, 5000 cards $75.00.

BUYER CARDS — No. BCND-50, Numbered 1 to 1000 **1" display numbers; 1000 cards $25.00, 2000 cards $40.00, 5000 cards $85.00. NO NAMES.**

ARROW DIRECTION SIGNS Word AUCTION in beg type & BOLD ARROW colored cardboard 9" x 11", 50 signs $7.50, 100 signs $10.00. ⅓ each direction.

Payment with Order — We Pay Postage
C. O. D. Orders — You Pay Postage
— WRITE FOR FREE SAMPLES TO —

STOCK YARDS PRINTING CO.

1613-A Genesee, Kansas City, Mo. 64102

Enter auction business stationery in 1981 advertising contest

A total of eight categories is now available to NAA members entering their auction advertising in the 1981 NAA Advertising Contest in Las Vegas. However, to enter Category H, "Auction Business Stationery", you're sending three "sets" of your stationery to the NAA office.

An entry into Category H must consist of a set of three items — one piece of your auction business letterhead, one of your auction business envelopes, and one of your auction business cards. **The letterhead and the card must both display the NAA emblem, or state that the auctioneer is an NAA member.** (The envelope is excluded from the "must display NAA emblem" rule.) To this set of three items — letterhead, card, envelope — attach the entry form that must accompany an entry into the contest. Also, you're sending in two more sets of these three items, as explained in contest rule #7. The NAA office must receive **3 full sets** of your auction business stationery to complete your entry into Category H.

The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1981 Contest. Awards will be presented at the Awards Festival of the 1981 NAA Convention, Friday, July 31.

To enter, photocopy or retype the entry form (one completed form for each contest entry, three samples per entry). The completed form will help the contest judges in identification and evaluation of your advertising.

Advertising Contest Rules

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA office — *three copies of each entry* — by July 1, 1981.
3. Entries must be on the current year sales (July 1, 1980 through June 30, 1981).
4. Each member entering the contest must select one entry, which he feels he wants to be represented in any of the particular categories. Each entry must be labeled, or clearly marked, as to the category for which it is being entered, and three pieces of each category must be submitted. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges and additional advertising pieces will be maintained in the NAA office for reference only.)
5. Members of the advertising committee are not eligible to compete for an Advertising Contest Award.

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IMN's metalworking lists are the most complete, up-to-date, and productive available today. PLUS, IMN has all the options you need on your list.

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SELL-ective mailing lists have hundreds of satisfied users—including names such as Dunn & Bradstreet, Thomas Register, McGraw-Hill, the U.S. Government, Norman Levy Co., Wershow-Ash-Lewis, Stephen L. Winternitz, Inc., Ron Timmons & Co., Roland Grenier & Co., etc.

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Phone: (313) 557-0100 Telex: 231237

6. Previous year winners — those who won an award in 1980 — are not eligible to compete in the category in which they won in 1980, but they may enter any of the other categories.
7. Of the three entries submitted for each category, one copy will be maintained in the NAA office; one copy will be maintained in the judges' file; and the third copy will be displayed for viewing by the convention registrants after the awards' recipients are announced.
8. Two first place awards will be presented in each category; one for one-color ink on paper; and the second for multi-color ink on paper.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows:
    a. Commercial and Industrial;
    b. Farm (an operating farm liquidation);
    c. Real Estate;
    d. Antiques;
    e. "Specialty" (cataloged sale);
    f. Consignment Sales with General Household and Estate Liquidation;
    g. Institution (auction firm promotion);
    h. Auction Business Stationery (letterhead, plus envelope, and business card).

Remember, all NAA members are eligible to enter their advertising (three copies of one entry per category), but reference to the member's NAA affiliation must be displayed on the advertising piece (NAA emblem, or "John Doe, Member, National Auctioneers Association").

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA office by July 1, 1981. Be sure and have an entry form completed and attached to the three examples of each entry. Any questions concerning advertising rules or contest procedures should be directed to the NAA office.

ENTRY FORM

National Auctioneers Association
1981 Advertising Contest
NAA Annual Convention
Las Vegas, Nevada

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE

ADVERTISING _____

_____

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED? _____

BRIEF DESCRIPTION OF SALE _____

_____

_____

_____

DEADLINE FOR ENTRIES: July 1, 1981

Photocopy or retype this form; and send one completed form for each entry, three samples of the advertising per entry. Send all entries to:

Advertising Contest
National Auctioneers Association
135 Lakewood Drive
Lincoln, Nebraska 68510

MOVE MERCHANDISE IN DALLAS, TEXAS

When you advertise in the Sunday, Dallas Times Herald, you reach more than 693,000 readers in the Dallas area.

When you want to reach auction goers with money to spend, Dallas is the place and the Dallas Times Herald is the newspaper.

Now featuring "The Auctioneer" every Sunday in the Classified section.

Contact Debbie Dent, 1101 Pacific Avenue, Dallas, Texas 75202, 214/741-1515.

Source: Dallas Times Herald Continuing Market Survey, 1979, 4,000 Telephone Interviews.

Dallas Times Herald
The newspaper Dallas can be proud of.

Antiques and art auctioneers have known it for years; 19th century posters have become popular. Last fall, Sotheby's sold one for $70,000, Phillips for $52,000. Why are they popular? One expert observes that "posters do not pretend to be high art. Posters are the people's art — the only branch of the art field in which the artist speaks directly and compellingly to the customer."

AMERICAN BUSINESS

Good variety in workshops selected for 1981 NAA Convention

NAA president Archie D. Moody has requested NAA members, from a variety of auction specializations, to serve as the instructors for the 1981 NAA Las Vegas Convention workshops. Hoping to cover the educational topics which are in great demand by the NAA membership, the following workshops have been scheduled during the Las Vegas Convention. The names of the instructors, meeting room assignments, etc., will be published in the June, 1981, issue of THE AUCTIONEER magazine, when the entire 1981 Las Vegas Convention program is printed.

Thursday, July 30

7:30 to 10:15 am	STATE OFFICERS' WORKSHOP (presidents and secretaries of State Auctioneers Associations)
9:00 to 10:15 am	PUBLIC/NIGHT AUTO AUCTIONS
10:30 to 11:45 am	MULTIPLE BALLROOM REAL ESTATE AUCTIONS
3:00 to 4:45 pm	CONSIGNMENT FARM EQUIPMENT AT AUCTION
	ANTIQUES/FINE ARTS AT AUCTION

Friday, July 31

9:00 to 10:15 am	COMMERCIAL & HEAVY EQUIPMENT AUCTION SALES
	LIVESTOCK AUCTIONS
10:30 to 11:45 am	BOOK AUCTIONS
	ADVERTISING
2:00 to 3:30 pm	IN AUSTRALIA, AUCTIONS ARE THE ONLY WAY TO SELL REAL ESTATE!

Saturday, August 1

9:00 to 10:30 am	SMALL BUSINESS — BIG BUCKS
	PERSONAL PROPERTY LIQUIDATIONS

Closeout JEWELRY 55¢ doz.

Catalog — 25¢

Roussel's 107-190 Dow Ave.

Arlington, Massachusetts 02174

Big sale in Las Vegas!

Convention Fun Auction awaits your contribution

The word "contribution" has two meanings when you discuss the 1981 Las Vegas Convention Fun Auction. You, your auction business, your family, your auction school, and your state association can all contribute items to be sold at the 1981 NAA Convention Fun Auction. As a matter of fact, all donated sale items for the Fun Auction are tax deductible.

Your next, and most important, "contribution" is your own auctioneering skill — selling at the NAA Fun Auction to the best auctioneers in the business, your fellow NAA members.

The NAA Fun Auction set a proceeds record last year in Nashville, and a new record is waiting to happen at the Las Vegas NAA convention in July.

State associations can lead the way. At the 1980 NAA Grand Ole Convention in Nashville, Tennessee, many state auctioneers associations contributed items representative of their state or region to the convention Fun Auction.

A handsome gun from Texas, a beautiful quilt from Tennessee, gorgeous artwork and sculpture, delicious cheeses and other regional foods, all have been sold at past NAA convention Fun Auctions.

The months between now and Thursday night, July 30, 1981 could be just enough time for state association enthusiasm to build, and choose an auction item representing the state or region.

NAA member, you're up next. Every NAA member auctioneer is eligible to auction an item (or items) at the 1981 Las Vegas Convention Fun Auction. And, of course, every NAA member is eligible to contribute an appropriate sale item (or items) to the Fun Auction — especially if you are attending the Las Vegas Convention. However, if you are not able to attend, your sale item will still be gratefully accepted and sold at the convention. Please give your item to someone who is attending, and they will sell your Fun Auction contribution.

The actual selling order will be determined in advance by the Convention Host Association, Fun Auction Committee so that everyone will know when they will appear on the stand, **according to the following format.**

1. The NAA president will sell the first item.
2. The NAA officers and directors will follow and sell the next items.
3. The convention chairman will sell the next item.
4. The State Associations will sell their respective items, and determination of which state association sells first will be made by a draw.
5. Past presidents and Hall of Fame recipients will sell their items.
6. The NAA membership will sell their items, and a draw also will establish the line up for everyone.

The clerking, cashiering, and bid taking duties will be administered by the members of the Arizona Auctioneers Association, Inc., co-hosts for the Las Vegas convention with the Nevada State Auctioneers Association.

Public to attend 1981 Fun Auction. This year, Las Vegas residents and Hilton Hotel guests will be invited to attend the NAA convention Fun Auction. More than any other Fun Auction, the general public will get to see NAA auctioneers as professionals in the auction method of selling. Please be assured the public will be treated as respected guests; and in keeping with NAA tradition, no alcoholic beverages will be permitted at the NAA Convention Fun Auction.

Also in keeping with tradition, all proceeds from the NAA Convention Fun Auction help defray the expenses of the convention. The NAA is still one of the few trade or professional organizations, which can hold convention fees to a low figure (the 1981 $50 pre-registration is very reasonable compared to fees above $100 for other trade associations).

The 1981 NAA Convention Fun Auction is going to be another sale success, and one way or another, you can be a part of it all. The Fun Auction is your opportunity to help support the NAA convention, and display your auction talents to the world's best auctioneers — your fellow NAA members.

Any questions concerning contributions to the convention Fun Auction should be directed to the NAA office as soon as possible.

July nominations deadline for NAA candidates

Any NAA member can be nominated for elective office in the National Auctioneers Association. What must be submitted on behalf of the candidate is a resume of the candidate's qualifications for office, a letter (or letters) of support for the candidate's nomination (a candidate does not necessarily have to be nominated by a state auctioneers assocation), and a black/white glossy photograph of the candidate. **The deadline for nomination is July 1, 1981.**

In accordance with the 1980 NAA By-Law revisions governing officer elections, not only will *the members* elect the four directors (the retiring president automatically assumes the fifth directorship), but the members will also elect the treasurer, a vice president, and a president-elect. The current president-elect will assume the president's office.

It is a policy of the National Auctioneers Association that announcement of candidate declarations be submitted in writing to the NAA office prior to July 1 of the year in which the elections are to be held; and that the NAA office then will reproduce

Continued page 23

Teamwork



The execution of the right play creates the winning effort. Teamwork is what makes it all happen and can put dollars in your pocket. You may not always have the knowledge or experience to tackle every sale or lead. Michael Fox Auctioneers can be the part of your team that can make the difference between a touchdown and a field goal. In fact, Michael Fox Auctioneers can handle the entire job for you, at auction, or by outright cash purchase from the seller! We're specialists in the field of commercial and industrial auctions and liquidations and one of the country's largest. Our size, experience, financial strength and liquidation know-how can make Michael Fox Auctioneers and you an unbeatable team. Call us *collect* whenever you have a sale or a lead where teamwork can help.

Michael Fox Auctioneers, inc.

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• BALTIMORE, MARYLAND 21201
(301) 332-1333 Baltimore • (301) 621-1776 Washington • (215) 564-1175 Philadelphia

YOU CAN LEARN TO AUCTION REAL ESTATE SUCCESSFULLY... AND BECOME A QUALIFIED AUCTIONEER

THE FIRST COMPLETE HOME STUDY COURSE
EVER DEVELOPED ON HOW TO SUCCESSFULLY AUCTION REAL ESTATE

BROKERS/AGENTS:

- Offer this additional successful marketing technique to your clients.
- There are many advantages to a public sale (Auction).
- Learn what they are and offer this alternative to your clients.
- Give yourself and your company this important edge.
- Auctions can produce sales where all other marketing techniques fail.

For many of you this could mean the beginning of a whole new career in real estate; for others it will mean many extra dollars in income. This detailed course, authored by one of America's foremost real estate auctioneers, will teach you all you need to know... There is no other course offered anywhere quite like this one.

A comprehensive marketing education by an instructor who combines his knowledge as a highly successful practicing auctioneer, together with the teaching techniques from his seminars that have been so widely acclaimed by graduate students.

About the Author: Melvin A. (Mel) Giller. Realtor—Auctioneer. Thirty years' background in sales, sales management and marketing and is a nationally recognized author, lecturer and instructor on the Marketing of Real Estate by Public Sale. He entered the real estate profession in the early 1960's. He has been involved as a Real Estate Developer, and at one time in his career, operated a company that was comprised of 87 sales people. Several years ago, he recognized the enormous potential of the Public Sale as a marketing tool for the sale of real property, and he has dedicated himself to this profession. He is the President of Nationwide Auction Company, with offices in Tucson, Arizona and Newport Beach, California.

GRADUATES WRITE:

Thank you for introducing me to a new Real Estate phenomena... Auctioneering.
My first auction was a tremendous success thanks to your training and support. By using your workbook as a guide, I was able to coordinate the entire auction step by step and everything fell into place.

J. Johnson, Real Estate Broker
Los Angeles, California

My first series of auctions resulted in my selling 3 out of 4 properties offered, for a sales price totalling $310,000. What is even further exciting is that I placed an additional $582,000 into escrow from my regularly listed real estate, as a result of the contacts that I made from the auctions.
Let these results be testimonial to the incredible success of the auction technique and the course you taught me in Las Vegas.

G. Artoux, Realtor Associate
Malibu, California

The most exciting thing to happen to me in the 10 years that I have held a real estate license, was to attend your course on how to auction real estate. The instruction was fast-moving yet complete in every detail.
You have introduced me to an exciting profession, and with all due respect to your excellent teaching, I am now conducting my own successful real estate auctions.
I heartily recommend your course to anyone interested in learning how to auction real estate.

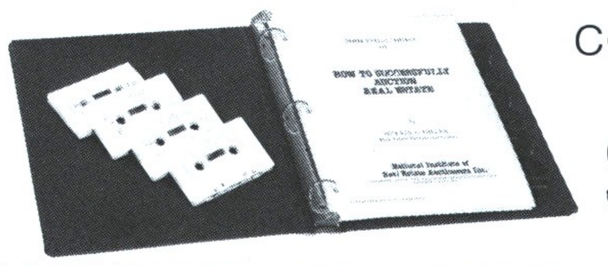
J. Platt, Real Estate Broker
Anchorage, Alaska

Your course has changed my entire career. At my first auction sale, we offered 21 apartment houses and sold 19 of the 21 properties, with total sales in excess of $4,000,000.
I was simply amazed as I watched the auction magic unfold. I followed the contents of your course to the letter, and they became words of gold, now proven again.
As a real estate broker, this marketing method is quite rewarding. Your experience and advice made the difference between mediocrity and the sensational success of our auction. I am deeply indebted to you.

C. Ormbrek, Real Estate Broker
Santa Fe, New Mexico

COURSE INCLUDES A 76 PAGE INSTRUCTION MANUAL, AND FOUR (4) cassettes covering 24 topics. The topics include: HOW TO ACQUIRE LISTINGS, CLIENT COUNSELING, HOW TO CHARGE FOR YOUR SERVICES, PROMOTING THE AUCTION, CONDUCTING THE SALE, THE SECRETS OF HOW TO CRY THE CHANT OF THE AUCTIONEER (a sound that has thrilled millions of auction goers throughout the generations). A separate section will instruct you on how to auction personal property. The course comes complete with samples of newspaper ads, brochures, and all the forms you will need to be a qualified auctioneer.

It's all here. Read it at home. Listen to it in your car. Practice in your leisure. All for a one time cost of...



COMPLETE COURSE
ONLY
$89.50

Send me my course on HOW TO BECOME A SUCCESSFUL REAL ESTATE AUCTIONEER. (Please Print) (California Residents add 6% sales tax.)

Name _____

Address _____

City _____ State _____ Zip _____

☐ Check enclosed. Make payable to Natl. Inst. of Real Estate Auctioneers Inc.

☐ MasterCard ☐ VISA Card No. _____

Exp. Date _____ Signature _____

Mail to: National Institute of Real Estate Auctioneers Inc.
3400 Irvine Ave., Suite 218, Newport Beach, CA 92660
(714) 957-0045

the candidates' resumes and photographs to submit to the Nominating Committee for review and consideration.

The nominations for the offices of directors (four) and officers (treasurer, vice president, president-elect) are open for the 1981 NAA Convention. All letters declaring the candidate's nomination for an NAA elective office, should be directed to: Harvey L. McCray, Executive Vice President, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510. Written nominations should be submitted prior to July 1, 1981.

Remember, if you are supporting a candidate for NAA elective office, submit your letter immediately to Harvey L. McCray and enclose with the letter of support, the candidate's resume (qualifications) and black/white glossy photograph. The Nominating Committee sincerely hopes that candidacies will be announced, and support letters submitted soon, so that ample time will be available to the committee for thorough review and consideration.

SALE CLERKING SHEETS
and other Auction forms
Write for Samples and Prices
BURTON PRINTING CO.
P.O. Box 597 Hastings, Nebr. 68901

Exhibitor's fee increases for NAA conventions

Pursuant to the January 1981 NAA Board of Director decisions regarding NAA convention exhibitors, changes have been made in both policy and fee amount for convention exhibitor space. All displayers at the Las Vegas convention, and future conventions must be NAA members, or advertisers in THE AUCTIONEER magazine. Also, the cost of exhibiting at NAA conventions has been increased from $75 to $200 by the Board decisions.

Since there will be a limited number of exhibitor spaces available, it is highly recommended that NAA member/exhibitor requests be received at the NAA office as soon as possible. If past conventions are any indication, NAA convention exhibitor spaces will be filled quickly.

Any questions regarding convention exhibitor space should be directed to the NAA office, not the Las Vegas Hilton Hotel. Actual requests for convention exhibitor space should be made in writing, accompanied by $200 payment to NAA executive vice president Harvey McCray, at the NAA office.

When Boardman Hardware, Sun City, Florida, moved to "shiny new quarters" they announced the move by giving each visitor a "shiny new quarter".

When it comes to Midwest auction advertising, there is no second best.



Last month, over 90% of Auction/Bid advertising in Chicago newspapers was in the Chicago Tribune. The Auction Mart is the Midwest's #1 auction marketplace because it brings the interested auction-goers and sellers together in a unique selling atmosphere.

We've got a new Auction Mart brochure with complete details. For your copy call Barbara Wentz at (312) 222-4493 or Charles Shanley at (312) 222-4042, today. Or write them at 435 N. Michigan/Rm. 915, Chicago, Illinois 60611.

Turn to the Chicago Tribune



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All orders are shipped the SAME DAY we receive them! Whether you sell strictly from the auction block, in a store, or house-to-house or business-to-business, Cook Bros. should be your NUMBER ONE supplier for all types of general merchandise and closeouts! Mail coupon below for your big, new wholesale catalog. You'll boost your profits promptly!

***Lowest Prices** ***Name Brands** ***Large inventory always**
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***Catalogs without our name available for your use**

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To: Cook Bros., Inc., Dept. A976
113 N. May St., Chicago IL 60607

Yes, I want to make more money! RUSH my copy of your big, new wholesale catalog.

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Address.....

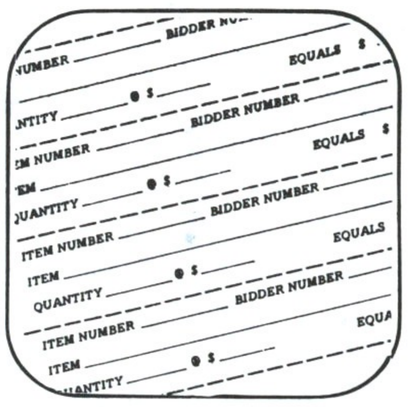
City.....

State..... ZIP.....



Bidder Registration Cards

KWICK KLERK'S personalized Bidder Registration Cards are the perfect way for qualifying your buyers. Each card is printed on heavy, colored card stock. The top of each card is perforated and detaches for filing in your "KABINET" while the bottom detaches with your personalized logo printed on it.....a great business card! Only $22 for the first 1000 cards. $20 for each additional 1000. Give them a try! We know you'll like them!



Clerking Sheets

Our Clerking Sheets have been redesigned by our professional graphics staff. The sheets are available in 3 or 4 part NCR (carbonless) varieties and are pre-cut with a card stock back copy. Our unique sales tabulation section on each sheet helps in eliminating posting errors and gives you a constant report of your auction's progress. Each sheet contains 10 tickets and they're shipped in 100 sheet packages. 3 part sheets are only $18/package. 4 part are $20.

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NAME _____

ADDRESS _____

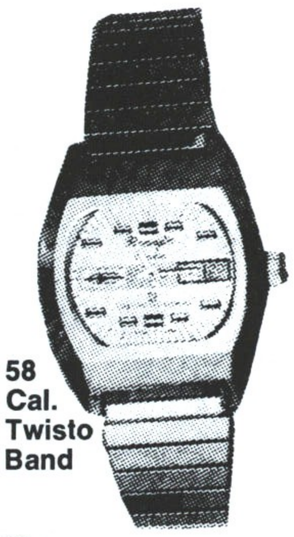
CITY _____

STATE _____ ZIP _____

NA



20
Men's
No Cal.



58
Cal.
Twisto
Band



52
Cal. Exp.



54
Cal.
Rolex
Band



90



90
Men's
Rhinestone



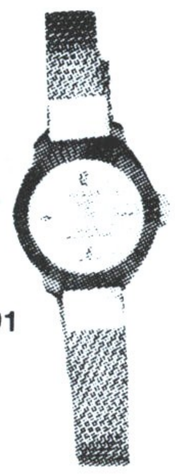
560 17J
300 IJ
Nurses



100



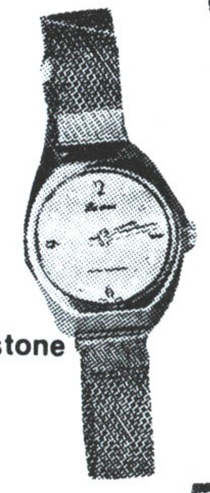
302
Ladies
Cal.



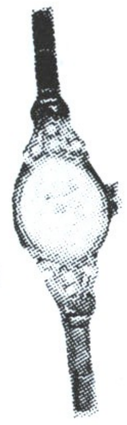
91



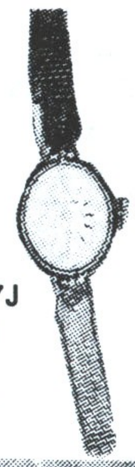
92
Ladies



93
Rhinestone



705



550 17J
700 IJ



505
17J Cal.
500 17J
No Cal.

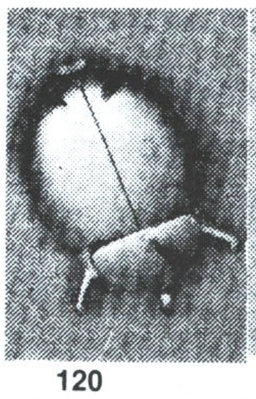


75
World
Timer





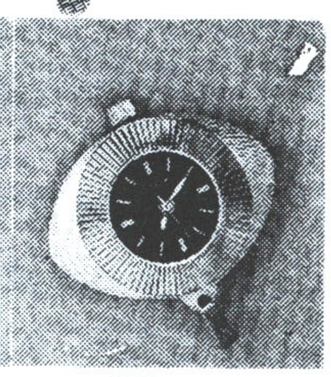
Ladies-Mens
LCD



120



210 17J



206 IJ

110



220 17J



230 IJ



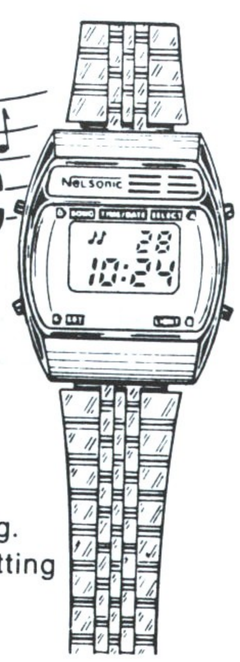
Assorted Characters



Wake up to the SOUND OF MUSIC

THE WATCH
THAT HAS
EVERYTHING!

- ★ Hours, minutes, seconds.
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Become a specialist in auctioneering and appraising

By B. G. Coats
NAA member auctioneer
Rumson, New Jersey

Auctioneering and its allied pursuits have made tremendous progress in the past twenty-five years. The practice of auctioneering, with the advent of increased business organization, appears to have mellowed in an atmosphere of relative calm and tranquility, when set against the shocks, strains and stresses of the past. The auctioneer of yesterday, chewing tobacco and telling dirty stories, but being of good voice and the ability to transmit bids with great gusto and sequence, was looked upon by the public as a good auctioneer.

That day has now passed forever and the public demands that the auctioneer of today exercise both skill and the application of knowledge.

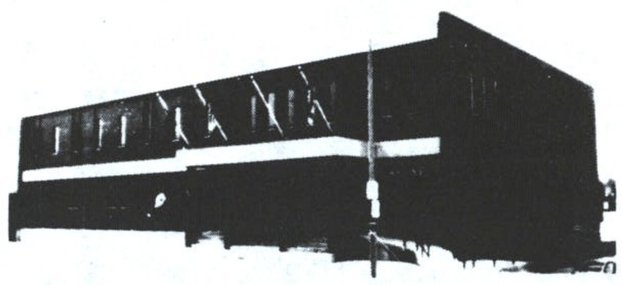
Emphasis on bid calling, while one of the tools of our profession, has been more or less relegated to the application of knowledge. It is to be presumed that auctioneers can be, or become, experts in the variety of things which they may be called upon to advise, to value, and to sell. But auctioneers can — with pain, study and experience — attain such a knowledge as will enable them to be professionals in particular fields.

Through the application of knowledge, many states now require an auctioneer to obtain a license as a prerequisite to practice. **The granting of a license does not make an auctioneer an expert. It is only the beginning.** It has elevated the profession to one of a legal status, gives the auctioneer security, and should inspire the auctioneer to specialize and become an expert. Then and only then can auctioneers be looked upon as professionals.

It matters little what phase of auctioneering you pursue. You can become a specialist in more than one category, but you can never become a specialist in all of them. The auctioneer who has fingers in *every* pie is causing irreparable damage to his or her reputation as an auctioneer, and hasn't added any prestige to the profession.

No sphere seems to be exempt from the frantic, feverish bidding which is sweeping the country. In almost every field an advance in price is recorded. Buyers are diversifying their interest to the point where anything in or around the farm, or anything kept in Grandma's attic is bound to be worth some money. Goods are increasingly becoming more perplexing to obtain. The flight from goods to money may make your local banker nervous, but it brings joy to the auctioneer.

Diversify your operations and try and become an expert in the field of appraising. To every auctioneer money is the basic element. Literally, the auctioneer is the one who knows the price of everything. When some one needs something appraised, a reputable auctoneer can be the person to ask, for auctioneers are eminently qualified to estimate what a piece would bring at auction. You will discover the field of appraising most lucrative, because doing appraisals can certainly mean new business. But one can never expect to become an expert without having had considerable experience as an auctioneer.



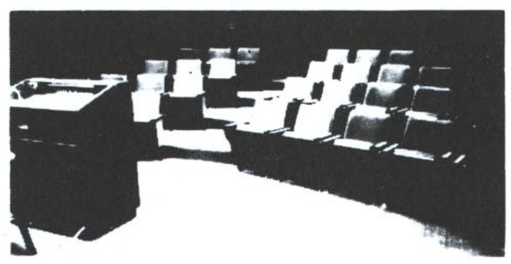
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NAA officer/director articles . . .

Estate sales, first consider the client

By Hugh B. Miller, CAI
NAA Director

NAA director Hugh Miller was elected to the NAA Board in 1980. He is an auctioneer, Realtor®, and appraiser for the firm of Curran Miller Auction & Realty, Inc., Evansville, Indiana. Mr. Miller is a past president of the Indiana Auctioneers Association, and a member of the Charter Class of CAI in 1978.



Estate auctions are the type of auction business where everything sells well, the auctioneer is happy and the seller is happy — not necessarily so. Have you as an auctioneer ever stopped to think that many times your client in an estate auction is an unwilling client who may be under a great deal of stress at the time of the auction? We as auctioneers many times deal with clients that are going through a period of great turmoil, sadness, or distress. I feel that if we are going to do our job properly, we need to recognize the pressures on people being forced into having a public auction. An estate auction may be the result of an untimely death of a loved one or a very close friend. During times such as these, an understanding individual who is going to help solve some of the problems can be a great comfort.

If the professional auctioneer explains in great detail the marketing process to be carried out, and exactly what transpires at an auction, the auctioneer can alleviate some of the fears and anxiety that our clients may be experiencing. Sometimes I think we fail to realize, as people who work with auctions everyday, that many of our clients have never attended an auction. Primarily they have heard the stories of how people's real estate or personal property was sold at far less the market value during the Great Depression, or how some poorly promoted and handled auction produced values far less than could have been realized through an alternate sales method. These people are understandibly concerned about seeing their property sold at public auction.

I would suggest that we, as professional auctioneers, take the time to counsel and explain to our clients the benefits of the auction method of marketing. At that time, it would probably do us good to once again review the basics in our own minds, as to why the auction method of marketing has withstood centuries of time, and is still a very viable method for disposing of assets in any estate.

The auction method of disposition enables the heirs to set the date and time that the assets of the estate will be sold. This can be very important for a family which is dispersed over a wide geographical area.

The auction method allows the orderly distribution of the assets to the heirs. Many times hard feelings are created over the physical possession of the personal property. If all of the personal property is sold at the auction with a bid, the division of the money and proportion is very easy.

The auctioneer can relieve the personal representative of many duties and responsibilities. The auctioneer can conduct inventories of the assets, handle real estate closings, and work with the attorneys on conducting appraisals of the real personal property.

The auctioneer should have at his or her disposal, experienced personnel to assist with the auction. The clerks and cashiers should be qualified and furnish all change, office machines, and supplies. The people who set up the auction should be knowledgeable about the type of merchandise being sold. It is advisable for the auction company to have tables and supplies available for the estate auction. The auction company should be equipped to handle *all details of the estate auction.*

The accounting to the personal representative should be clear and complete showing all expenditures made on behalf of the estate. It is very important for the auctioneer to explain in detail, a "before and after" itemization of all auction expenses incurred.

In summary the estate auction is an important part of the general auctioneer's business. Estate auctions can enhance the image of the auction profession, but only if those estate auctions are properly conducted.

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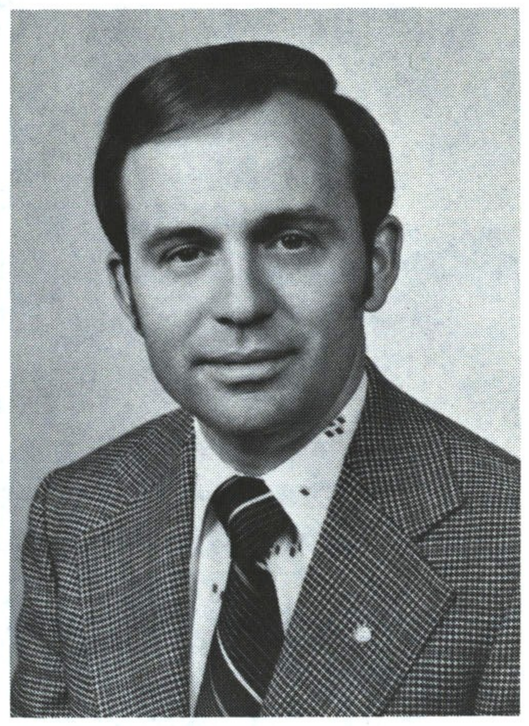
Downingtown, PA 19335

A teacher was having fits getting boys to work on decimals until she pointed out they were necessary in figuring batting averages.

You're busy . . . but take time for others

By Sammy L. Ford
NAA Director

NAA director Sammy Ford was elected to the NAA Board in 1979. He is the general auctioneer for Ford Realty and Auction Co. Inc., Mount Vernon, Kentucky. The Ford auction firm conducts real estate, farm machinery, cattle, and personal property sales.



Here we are in the spring of 1981, which happens to be my favorite time of the year, and also the busiest. I am sure whatever region of the country you are from, this holds true. Spring is a traditionally busy auction time.

However, I would like to take this opportunity to issue a challenge to NAA auctioneers, not to become so busy that we cannot give to our family and our community and our civic organizations. My objective is not to single out the auction profession for its lack of commitment to its community, but instead to issue a challenge to the auction profession to take a lead in doing so. It is easy to become obsessed with our work and our business, to the point that our entire lives revolve around our auction work alone. I am not saying that we shouldn't have a real genuine concern and dedication to our business, but I am saying that we need to have some diversification in our lives so that we can enjoy happier, richer, more rewarding lives by providing service to others.

Here in my own small community, we have more Little League and Senior League baseball players than we have coaches to train them. Newspaper solicitations, as well as radio advertisements, have sought coaches to fill the positions for those teams, so that no child can be turned away from playing ball. However, the attitude seems to be, "let someone else do it, I am too busy. I don't have time." I am sure that my community is no exception.

In my opinion this passive attitude prevails throughout the country. No doubt we can all see this attitude reflected at our State Associations, through the lackadaisical attitude of many auctioneers across the states. Oh sure, we always have the faithful who never miss a meeting and always give others time and effort, but it is doubtful that any state organization has the participation that it would really like to have. After all, we must have active members in order to be the reliable organization that we need to be.

Let's each examine ourselves and see if we are being responsive to the needs of our family, church, civic organizations, and towards others in general. Nothing is more repulsive than people who are concerned only with their own selfish gain; people who are always taking something from the community, but never ready to give something in return; people who are all ready to take something from their auctioneers association, but never to give of themselves to the association. Let us in the auction profession take the lead, in giving of ourselves to others — some of our time, effort, and talent.

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MEMBER

INDIANA COLLEGE OF AUCTIONEERING

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Paul Masson's ad manager tried to sign a TV contract for a series of commercials while the grapes were still on the vine. He was turned down. The station said: "We will sell no time before it's wine."

Minnesota's goalie, Don Beaupre (5 ft. 8) was asked, "Aren't you small to be playing professional hockey?" He replied, "I just have to stop the puck, not beat it up."

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NEVER BEFORE has so much been *offered* to so few...*for so little!* This advertising concept is *only for Auctioneers* who truly desire to make it to the top! It was *developed by an Auctioneer* (my name and company is listed below), and consists of *an All-New Auction song and radio jingle concept* (six of them) packaged on vinyl disk, and *ready to SELL...SELL ...SELL, YOU!!*

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It can be yours for considerably less - without production hassles. For the next sixty days a limited number of American and Canadian Auctioneers, *(on a First-Come...First-Served Basis)* will be able to purchase the final "Complete Concept Recording" (exactly as I have) *for just $24.95!!*

Only a fool could not make this promotional concept work for him. And only an Auctioneer who already has a million dollar business *can afford to pass it by.*

An old but popular auction song tells the story of a boy who wanted to become an auctioneer. Well, if this recording is any indication he made it,...right to the top! He's the celebrity, the super-showman ...and the Very-Best Seller in the auction game today! He's what *this record and advertising concept is all about...SUCCESS!* He's the kind of auctioneer we all desire to become.

The recording you receive includes the complete song plus the six fascinating jingle variations based on the lyrics and auction rhythm. *Ready to use the moment you receive it.* All *geared to promote the one and only YOU!* This advertising concept could put the smart auctioneer so far ahead of his competition that the next sale he conducts could be the "Competition's Close-Out!"

This man's opinion is that *you deserve the best,...* and this is it! Hindsight is 20/20 vision. For the sake of a few dollars don't let this opportunity become the one that got away. *There is absolutely no substitute for success.*

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The "basics" of professionalism

(Whatever became of Mr. Roebuck? — Part II)

By Joe E. Small, CAI
NAA Director

In the April AUCTIONEER, NAA director Joe Small answered the question he raised, "whatever became of Mr. Roebuck", the other half of the nation's largest retailer, Sears Roebuck, Inc. Quoting the last few sentences of that April article, "Alvah Roebuck died broke in 1948 at the age of 84.

"There you have it — two men who came together in 1887, one went on to astronomical success, the other went down in flames. Why?

"I would suggest simply this: one man's pride, professionalism and dedication sent him each day to work! The other fellow just reported to his job."

As a further definition of such professionalism, Mr. Small continues with the "basics" of professionalism.

The following, in my opinion, are some suggestions that may help you grow in professionalism.

(1) GOOD GROOMING — Every day, in every way, *always look sharp.* (Remember, "the Saturday night bath" is not considered a permanent solution. Good grooming must be repeated often, if it is to be effective.)

(2) GRAMMAR — In dealing with other professional people, we want to deal as equals and meet them on their own level. Nothing does more to shatter this equality than poor grammar, which suggests a lack of education and polish.

(3) COURTESY — Exercise courtesy in your day-to-day dealings with clients, as well as friends and business associates. You might make their day a bit brighter through your good humor and courtesy. They will appreciate you for it and always look forward to seeing you because of this favorable trait. Don't be too busy to be courteous.

(4) OVERALL KNOWLEDGE — Learn all you can about our business, about your competitors, about the economy in your area. Look at new trends in advertising, estate planning, tax shelters, etc. **Read at least one good newspaper a day and one good book a month.**

(5) "IMAGE" — Realize that all you do and say, how you look, how you pay your bills, how you treat others, how you conduct your sales, all contribute to what the community thinks of you. Work to make this image a fine one. It can become your most treasured asset.

(6) COURAGE AND OPTIMISM — Go about your business with a feeling of enthusiasm. Believe in yourself and others will soon believe in you, too. "Expect the best, but plan for the worst." Do not spend precious time worrying or fretting, take action!

(7) HAVE A PLAN — A plan is like a roadmap that takes us where we want to go. The most modern sophisticated sailing ships, with the finest crews, could not even get out of the harbour, let alone across the seas to distant ports, without a plan, or a course. **First, "plan your work — then, work your plan".**

(8) PERSONAL ORGANIZATION — At the beginning of each day (or the night before) list on paper the things you want to accomplish that day. Always list the most important things first, so that if you can't accomplish them all, you will have gotten the most important ones done. As you finish a job, mark it off your list. Things you don't get done, go on tomorrow's list, then throw away yesterday's list. (Show things like "meet attorney at 9:00 a.m., Mr. Thorne at 11:00 a.m., estate people here 2:00 p.m., place ads, dentist, cleaners, cash check", etc.)

You will find this simple procedure will prevent you from forgetting anything, if you will make it a lifelong habit. (Always carry a small spiral notebook of a size that fits in a shirt pocket.) In short, do it today!

(9) SELF-DISCIPLINE — No person in today's world, no matter how talented, will get very far without self-discipline. This is the ability to motivate yourself, and to guide and direct your own efforts along productive lines. If you don't do it, you can be sure no one else will do it for you.

(10) ATTENTION TO DETAILS — Planning for the little things is very important if we expect the overall picture to be successful. The auction business consists of a sea of details, small things that must be attended to. It's fine to be a dreamer or planner of grand schemes. However, someone must do the careful follow-up planning to make the great dreams work. Don't be too important for details — they are the foundations upon which success is built.

(11) CONSISTENCY — Most people are more comfortable with routine and regularity. Be consistent in your policies and procedures. If your ads say your auction starts at 2:00 p.m., then start at 2:00 p.m. Don't start two sales late and the third one on time. Don't make rules today and cancel or ignore them tomorrow. Make your policies apply fairly to all. Don't make exceptions for special people, friends or relatives. Be fair and firm. You must run your business or it will surely run you.

(12) INTEGRITY — I have purposely left this point until last to emphasize that underlying everything you do and say, everything you are or try to be, there must be a strong, unswerving sense of truth, honesty and integrity. **In my view, to be successful today people must know with absolute certainty that they can count on you to speak truthfully and to safeguard their money and property as if it were your own. Your reputation is your most cherished and valuable asset.** It will remain so throughout your lifetime. Morals aside, it is downright short-sighted, foolish and, yes, even stupid, to do or say things that will chip away at your integrity.

It is said that we have the face we were given until the age of thirty-five, and from then on, we have the face we *deserve.* So it is with integrity. Remember, the ancient quotation "we are becoming each day that which we will finally be".

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NAA Member **Lic. # Texas 0081-0746** **Phone 214-756-5733**

Assistant Auctioneer: Bret Lawless

Located 2½ miles out of Linden, Texas on Rt. 59 North, or approximately 10 miles south of Atlanta, Texas on Rt. 59. Watch for signs advertising "Ed's Antiques".

Our other regular auction dates —

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Every Tuesday Nite 6:00 PM "Sell & Pass" Auction. All new merchandise, small lots sold!

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Check company responds, NAA emblem on personal checks

The problem has probably been around since registered trademarks began — unauthorized use of an emblem by Association non-members. And in response to notification from an NAA member, the NAA office contacted a large bank note company that was publishing the NAA emblem on checks, but omitting the registered trademark sign (®). The response from the company explains just who is in control of NAA emblem use — you, the NAA member, and your bank who orders checks from the bank note company to include the NAA emblem.

Our company, as a matter of policy, makes every effort to protect the integrity of all trademarks, registered or not, that are held in our cut files. Please accept our sincere apologies for inadvertently deleting the "circle R" from the National Auctioneers Assocation. This oversight will be corrected immediately.

We share your concern about the unauthorized use of registered trademarks. Check imprinting cuts are offered as an inexpensive service to the customers of financial institutions by all check printers. In that almost 100% of all check orders are executed by the financial institution, **the check printer must rely on the financial institution's judgement on the individual, business or organizations' authorization to use a trademark. Our sales representatives routinely review with new employees of financial institutions' new accounts and check order departments the importance of refusing requests for unauthorized use of tradename cuts.** We also state on page three of our catalog cut section "IMPORTANT. Many of these cuts are registered trademarks and are to be used only by authorized accounts." Other ways and means of controlling the misuse of trademarks are currently being reviewed.

Again, we apologize for the absense of the "circled R" on your trademark and we appreciate your candid review of the proper use of the National Auctioneers Association emblem.

Bert Riggs
Marketing Manager
The Rocky Mountain Bank Note Company
Denver, Colorado

What must always be emphasized is that use of the NAA emblem is a direct benefit of NAA membership. Under no circumstances is a non-member authorized to display the emblem, especially to imply or claim NAA membership. If you know of a non-member auctioneer using the NAA emblem, please contact the NAA office immediately.

It was because of such notification from an NAA member that one of the largest check printing companies in America was notified to improve its representation of the NAA emblem on literally thousands of checks across the country.

Castaway items present a field day for auctioneers

By B. G. Coats
NAA member auctioneer
Rumson, New Jersey

Old, unfashionable furniture and various items stored in the attic and elsewhere are finding their way into public auction sales where they are selling big. Real big. Published articles in the past fifteen to twenty years have contributed to educating the public. Reports and discussions through the media of auction publications, seminars, state and national conventions have contributed to educating auctioneers, and keeping them abreast of changing conditions.

Organization has and will continue to play a vital part in the progress of the auctioneering profession. If you are a member of your state and national auctioneers organizations, don't you feel sorry for the auctioneer who is trying to make it alone.

If you know of one or more auctioneers, invite them to become members of their state organization, and to affiliate with the National Auctioneers Association. If they are not interested in so doing, in my opinion, their future as auctioneers is destined for disappointment and ultimate failure.

Auction prices reflect what the public is willing to pay. But unless you are knowledgeable of value and changing conditions, and cooperate with your fellow auctioneers who are enjoying good business, prestige and influence acquired through organization, you are confronted with a dismal future.



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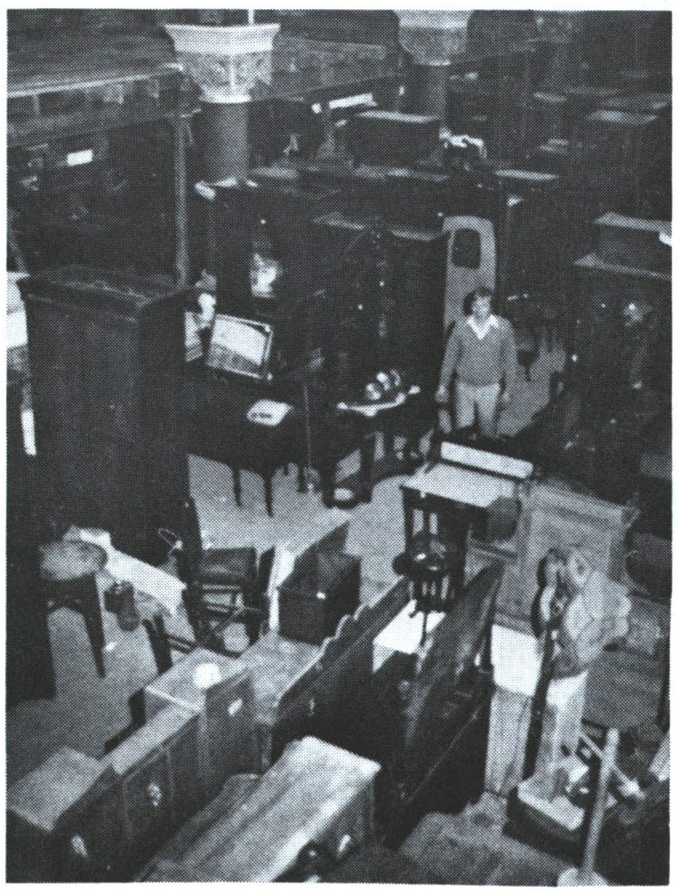
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By Glenda McCarter Johnson, 1980-81 president
Auxiliary to the National Auctioneers Assocation
Sevierville, Tennessee

I am thrilled at being elected your president of the Auxiliary of this great auctioneers association. As many of you know, auctioneering has been a way of life for me since I was very young. My father, C. B. McCarter, has been in the auction business for almost thirty years. I have great pride in the auctioneering profession and it is because of this pride that I humbly accept the presidency of the Auxiliary to the National Auctioneers Association.

I am honored beyond measure to have this privilege to serve as your president and I know that, with your support, we will have a great year.

With your help, I feel confident that many achievements will be made in the coming year in our educational program as well as our membership program.

With the advent of the new decade of the 80's, we have heard many orators state the many goals and challenges of the 80's.

I say the challenge of the 80's is for us to set our goals; to help our auctioneers improve the auction way of life across this land; to enhance the free enterprise system by supporting our auctioneers. We can meet the challenge if we have the determination to see these goals through.

Earlier on this year, we often heard an old saying, "As Maine goes, so goes the Nation". Well, my friend, I say tonight, "As auctioneers and the auctioneering profession goes, so goes the Nation". It is up to us to meet the challenge of the 80's and to keep the free enterprise system working in these great United States. God bless America and in doing so, may God bless the auctioneer and the families of auctioneers. Thank you.

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Dear Auxiliary members,

"Communication is a most important tool in life's activities," I read that somewhere. But here I am, without a clear topic for this article! I feel the Auxiliary page should be something special for you since 1980-81 is record high for membership. And, each issue of THE AUCTIONEER magazine this year has been filled with such exceptional features.

Since I haven't yet come up with any earthshaking subject, maybe easy-does-it's and penny savers will get me off the hook.

I'm not Heloise, but did you know that stepladders are less treacherous with a strip of sandpaper glued to each step?

If you need to locate wall studs to hang a heavy mirror or picture, use a cheap compass. The needle will be drawn to the nail in the wood.

When making up your marketing list, use the back of a used envelope. Tuck all coupons inside.

If you roll link sausages in flour before frying they will not break or spit.

For odd shaped cookie cutters, use the serrated cutting edge of foil or waxed paper boxes. Form in the desired shapes.

To renew the look on blemished aluminum, use paint solvent with fine steel wool or dry Scotchbrite.

Half a potato placed flat in a vase and pierced with an ice pick in several places makes a fine flower holder.

Rub an old white candle stub over addresses on packages and mail so they won't smear in the rain.

Continued page 45

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If you are having a party and some of the guests have never been to your house, substitute a colored light bulb for the regular one over your front door or in the post yard light.

But mention of parties leads me to thoughts of convention — our National Auctioneers Association convention in Las Vegas.

Last year it was so exciting to experience the enthusiasm and participation in the activities of the Auxiliary. We continue to make each convention better than the last, but remember, *it takes each of you, and all of us* to make the NAA Auxiliary a success. As your membership chairperson, I urge you to keep your membership current.

All Auxiliary members will not be able to attend each convention, but your continuing dues guarantee the quality of the inspirational and informative programs which can be presented to you at the conventions you do attend. Remember that 20% of your dues is allocated for education and information to the Auxiliary membership; and 20% for the youth activities. Expenses and reserve for emergencies, along with donation to charities, total the rest of your dues.

In the center section of this magazine is the complete NAA convention registration packet. Even if you are not planning to attend, please fill out that portion of the packet pertaining to Auxiliary membership ($5.00). You can send it to me along with your payment. I'm going to fill out my Auxiliary renewal right now.

I would like to point out we are an auxiliary (members can be male as well as female) to the National Auctioneers Association, and would welcome anyone eligible. It is interesting to note, in a recent year, that the national president of the Auxiliary to the Postmasters (postpersons) of the United States was a male — Mr. Clarence Monson of Silvana, Washington.

I'm certainly looking forward to our national convention is Las Vegas, and hope to see all of you there.

Mrs. Ann Williams, 2nd Vice President
Auxiliary to the NAA
Arlington, Washington

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Livestock at Auction

June 12 deadline for championship contest

Kansas City, Missouri — A gold ring, merchandise prizes, and the recognition that comes to the best in the business — that's what will be on the line June 12 in South St. Paul, Minnesota, at the 1981 World Livestock Auctioneer Championship.

The annual event, now in its 18th year, is sponsored by Livestock Marketing Association (LMA), Kansas City. It is conducted by an allied company, Livestock Market Digest, Inc., to recognize the role of the professional auctioneer in livestock merchandising.

The championship gets underway at noon at the St. Paul Union Stockyards, and a record number of contestants is expected, according to contest manager Gerald D. Nevins.

Winners of the three world and nine region titles will be announced at an awards ceremony the evening of the 12th.

Contestants are judged by a panel of livestock market owners on the criteria they look for when hiring an auctioneer. Contestants must be livestock auctioneers.

The winners receive trophies and merchandise prizes. The entry fee is $175 and contestants may be sponsored.

Further details and additional entry forms can be obtained from the Digest, 4900 Oak Street, Kansas City, Missouri 64112, phone (816) 531-2235.

Program plans announced for Livestock Marketing Congress '81

Kansas City, Missouri — Who are the livestock industry's customers today? Who are its competitors, and what can the industry learn from them?

These are just some of the questions to be answered at Livestock Marketing Congress '81, to be held June 10-12 in Minneapolis, Minnesota. This year's Congress theme is "Competing For The Protein Dollar".

Congress General Chairman Joel Bennett said the Congress program will be divided into four sessions. The first session will be an audiovisual production, followed by sessions titled, "Our Customer," "Our Competition," and a final summary session titled, "Our Challenge".

"The competition for the customer's protein dollar is the number one challenge facing the livestock industry today," Bennett said, "and Congress '81 will take a close look at all aspects of that competition. What we're seeking are ways the livestock industry can capitalize on the changing climate in which we do business."

In addition to analyzing pressures on the consumer's pocketbook, the session will probe his current attitudes on food safety and health, Bennett said. "Knowing what our ultimate customer thinks, and what he wants from us, is vital for building the industry's future."

The third session will include speakers from competitors of the red meat industry, Bennett said. "These protein competitors include vegetable protein, dairy products, fish and poultry. We'll ask these people how they got where they are today, and what they see as their future."

The final "challenge" session, Bennett said, will tie the other sessions together, and try and provide a blueprint for the industry's future.

The annual Congress, conducted since 1970 by Livestock Merchandising Institute, is open to anyone with an interest in the issues affecting the livestock economy. Further registration information can be obtained from the Institute, 4900 Oak Street, Kansas City, Missouri 64112, telephone (816) 531-2235.

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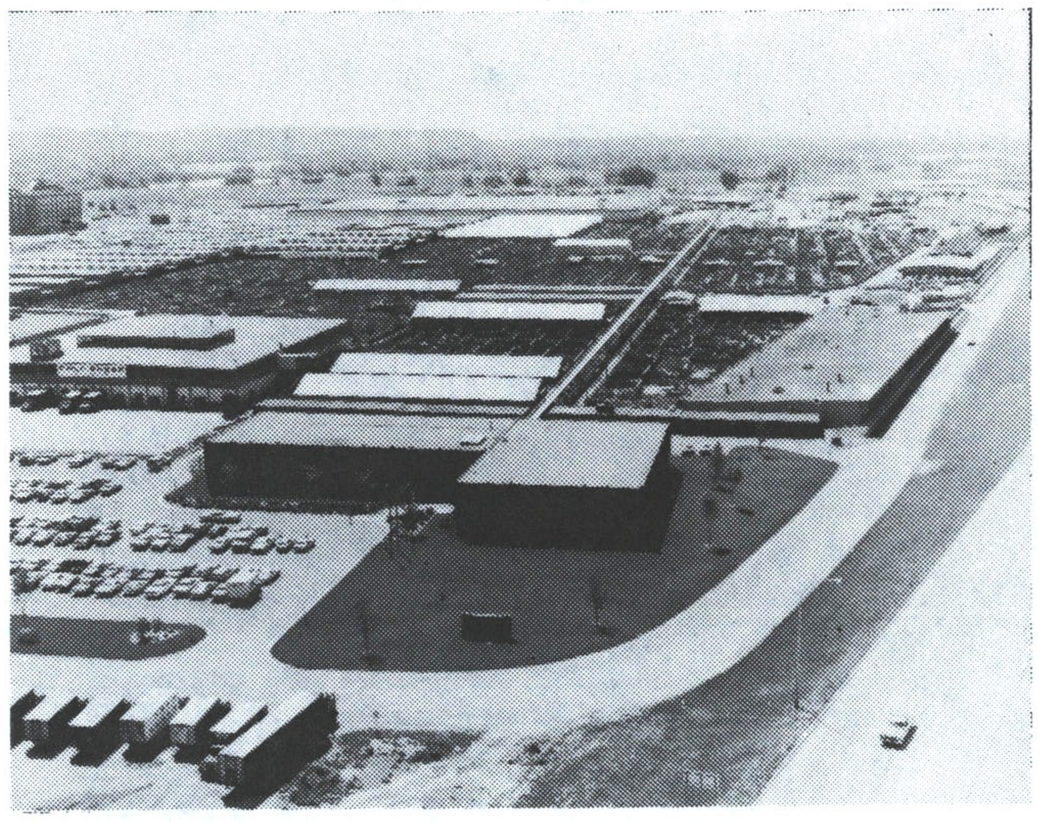
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1981
World Livestock Auctioneer Championship



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Friday, June 12 beginning 12:30 PM at St. Paul Union Stockyards, So. St. Paul, Minnesota

ENTRY FORM

Each contestant must be a livestock auctioneer. Entry fee of $175 is required and must accompany entry form. All entries should be received by May 15, 1981 to be included in program and pre-contest publicity.

Please Print

Name _____ **Date** _____

Home Address _____ **City** _____ **State** _____ **Zip** _____

Home Telephone _____ **Business Telephone** _____

☐ Entry fee of $175 is enclosed. ☐ Head & Shoulders B/W Photo enclosed for program.

All Contestants Must Complete The Following

Number of years as auctioneer _____ Have you entered previous championships? _____

If you have competed, please write year and awards won. _____

If employed by a livestock market(s) please complete the following. Use additional paper if necessary.

Name of Market _____

Address of Market _____ Town _____ State _____ Zip _____

Are you sponsored by other than yourself? _____. Please list name(s) of sponsor(s) and address(es). Use additional paper if necessary. _____

Name of Sponsor _____ Town _____ State _____ Zip _____

Name of Sponsor _____ Town _____ State _____ Zip _____

Please list names and addresses of newspapers, radio or television stations you would like to receive publicity about your participation.

Name _____ Mailing Address _____

Name _____ Mailing Address _____

Mail this entry form with entry fee and photograph to:

1981 World Livestock Auctioneer Championship
Livestock Market Digest, Inc.
4900 Oak Street
Kansas City, Missouri 64112

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Antiques at Auction

Antiques & Americana . . .

Eastlake furniture

By George Michael
NAA member auctioneer
Merrimack, New Hampshire

Until about 10 years ago, some of the late 19th century furniture was labeled "late Victorian" for want of a better definition. Appearing mostly in walnut, then later in oak, it was a radical departure from the earlier Victorian style. It wasn't until an exhibition put on by the Musuem of Fine Arts in Boston, early in the 1970s that the name of Charles Locke Eastlake received much attention. The exhibition featured his designs carried to great fruition by such luminaries as Henry Hobson Richardson and Frank Furness of the Boston area.

Eastlake's book of design was printed in 1868 — titled, *HINTS ON HOUSEHOLD TASTE.* Straight and architectural lines replaced the flowing curves of the Victorian period. The lighter walnut and oak replaced the dark stained mahogany and rosewood. Eastlake continued the use of marble tops and carving as decoration, adding burl walnut panels in marquetry for decoration.

Earlier books have titled the era, "Gothic Renaissance", which in effect it was, but Eastlake modified the earlier Gothic proportions, streamlining them to fit the era's fashion. Back in the 1950s, the style was still considered in bad taste, and this vintage furniture, dated between about 1870 and 1890 went begging in this country. Much had sat in Grandmother's parlor, used only on Sundays or when the minister would call. This is why much is found in excellent condition today.

This period saw the complete pine bedroom sets in Eastlake style. The table we picture could have been part of such a set if made in pine. When you see a table with such a base, you can call it Eastlake and know exactly when it was made. Wooten desks are Eastlake in style. Prices are relatively low as against what they will be someday, for furniture of this period.

Recent publications

CHAIRS, by Lano Synge, $6.95 paperback, Sterling Publishing Co., Two Park Ave., New York, New York 10016. The history of chairs going back to Tutankamen is fully explored with a multitude of colored photos along with a most interesting text. It deals with English and European styles, none from



EASTLAKE STYLE table.

this country, but is most helpful in revealing the origination of form, decoration, proportion and construction. Most interesting is a chapter on Windsor chairs.

BICKNELL'S VICTORIAN BUILDINGS, $5, Dover Publications, 180 Varick St., New York, New York 10014. This is a reproduction of the catalog of A. J. Bicknell & Co., New York City, 1878. In it are floor plans and elevations for 45 houses and other structures. We liked the one story frame cottage which sold then for $1,600. A fine reference book.

THE DAGUERREOTYPES OF SOUTHWORTH & HAWES, by Robert A. Sobieszek and Odette H. Appel, $6.95, Dover Publications, 180 Varick St., New York, New York 10014. These two photographers set up business in Boston in 1843, just 5 years after Daguerre perfected his system. Ths book contains much of their early work plus a fascinating look at the challenges of early photography. Landscapes as well as portraits are featured.

Questions/Answers

From Wakesha, Wisconsin — Intrigued by handirons and handcuffs, I acquired one top cylinder, which is solid brass and measures 12". Loop sections are iron. Mechanism is activated by inserting key in end screwing, then pulling a plunger which releases the latch. Initials "T.R." are stamped. Can you help identify?

Answer — We have seen and purchased these in markets in England. They could have been made anytime from the mid-17th century to the mid-19th century, almost anywhere in Europe or British Isles. The stamping of the initials would suggest the latter.

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State Association Conventions — Dates and Locations

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May 2-3	Nebraska	Camelot Inn, York	Randy Ruhter
May 2-3	Washington	High Climber Restaurant, Enumclaw	Marjorie Burnham
May 16-17	South Carolina	Sheraton Motel, Santee	Larry J. Meares
May 19-20	Kansas (Seminar)	Wichita Royale, Wichita	Rex B. Newcom
May 31	Alabama	Sheraton Inn-Downtown, Birmingham	Pete Horton
June 4-5	Wisconsin	Mead Inn, Wisconsin Rapids	Robert Massart
June 7-8	Georgia	Hilton, Atlanta	Ron Harris
June 12-14	South Dakota	Wrangler Motel, Mobridge	Jim Payne
June 12-13	Texas	Marriott Inn, Dallas	Charles Connour
June 14	Arizona	Point Resort, Phoenix	Fred Quick
June 14-15	Tennessee	Quality Inn South, Chattanooga	E. B. Fulkerson
June 27-28	Ohio	Marriott Inn North, Columbus	Byron Dilgard
July 29-August 1	NAA Convention	Las Vegas Hilton, Las Vegas, Nevada	
October 25-26	Iowa	Savory Hotel, Des Moines	Margaret H. Bloomer
November 1-2	New York		R. Thomas Jones
November 8-9	Illinois	Sheraton Inn, Galesburg	Ken Gravlin
November 15-16	Indiana	Marriott Inn, Indianapolis	Harry E. Buckles
November 16-17	Illinois (Seminar)	Ramada Inn, Rockford	Henry Hachmeister

Representatives of State Associations have offered the above dates, places and facilities of State Association conventions and/or annual meetings. All NAA officer or director requests should be coordinated through the NAA office.

If you have any questions about State Association conventions or meetings, contact the State Association, *not* the NAA office. All the meeting information submitted to the NAA office is included above.

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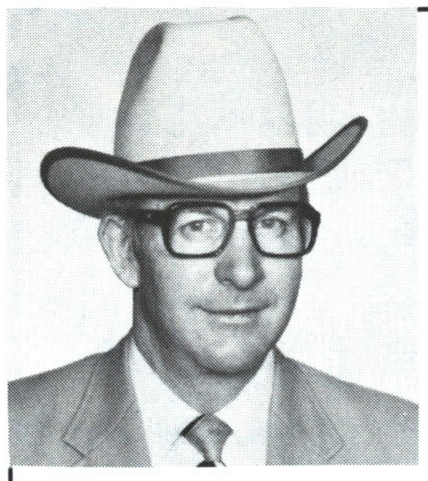
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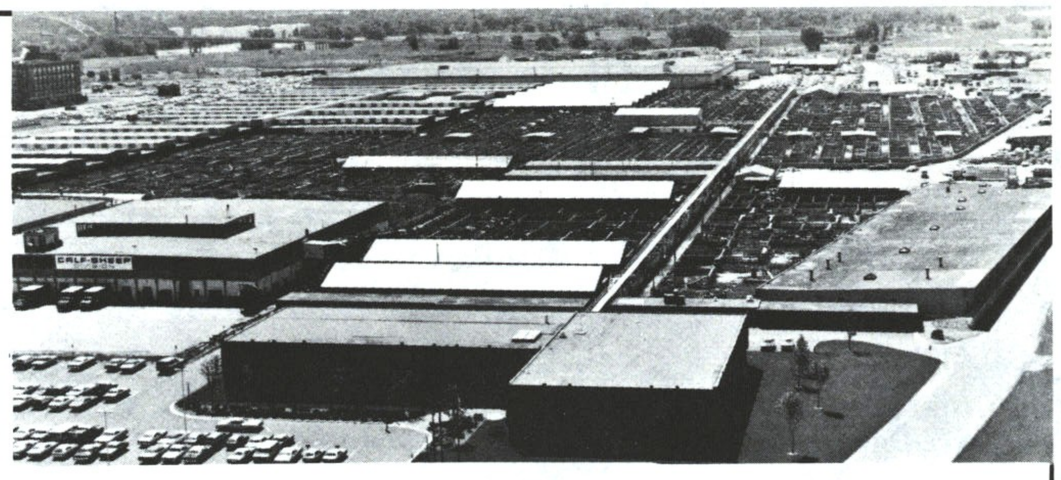
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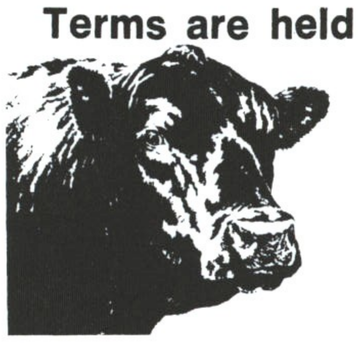
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Real Estate at Auction

"How do I generate more real estate auctions?"

Good question, but it's one that you must repeatedly answer to keep your real estate auction business growing. In order to determine an answer to "how do I generate more inquiries . . . how do I book more real estate auctions," THE AUCTIONEER surveyed a group of excellent real estate auctioneers — the NAA Board of Directors.

At the January NAA Real Estate at Auction Seminar held in Atlanta, Georgia, NAA directors provided these ideas, these answers to "how do I generate more real estate auctions?"

Advertise, advertise, advertise. Work hardest on the auction you now have, and future business will come around.

Keep asking for new business. There is no kind of advertising or promotion that can take the place of personal contact. Get in your car and go down the road calling on people, because there are a lot of new clients who need to have an auction, but they don't know it. New business needs to be told about the benefits of auction, and what you can do for them. A couple of weeks in your car, if done correctly, will produce more business than you can take care of in the next six months.

Review the job you are now doing to serve your clients, to find ways to be more effective. Auctioneers must be doing business in order to get other business. Successful business will attract more business; so much so, that if you are not getting a good referral of new business from past sales, there is something wrong with what you're doing now.

Ask satisfied clients for names of other prospective clients whom you might serve. If it is legal in your state, consider paying a "finder's fee" or "listing fee" to those who refer business to you.

Promote charity auctions, and followup on all inquiries and contacts. Join and become active in your local services clubs, to help spread the word about your professional auction services.

Build a "presentation folder" — leather cover, plastic pages, definitely a high quality piece. Include in the presentation folder: pictures of successful auctions — large crowds, etc.; 6-8 letters from satisfied clients; at least two strong letters of reference; 4-6 sample mailers/sale bills; photo of your offices, gallery, auction house, etc.; plus a sample of your letterhead and business card.

Be responsive to the needs of your total business community. Stay in touch not only with attorneys, banks, PCA's and other lending institutions with property to sell, but also government agencies and businesses with inventories to liquidate by auction.

Survey those who attend your auctions for leads on who they know might be considering a sale. Also, personally inquire about businesses that are advertised as being for sale. That same personal contact goes for properties listed as "for sale by owner".

Get results of your previous sales into the newspaper, either by a news article or putting the sale results in an advertisement.

Lastly, as one NAA director put it, "there is ample business available for any auctioneer who is able to conduct an auction business on the basis of *financial success.* If your auctions are conducted on a highly professional level, those sale successes will attract more business."

Appraiser head sees improved residential picture

Chicago, Illinois (March 18, 1981) — Speaking for the more than 5,000 professional members of the American Institute of Real Estate Appraisers, President William S. Harps, MAI, says he expects an increase in the sale of new and existing houses in 1981.

"I don't expect all of President Reagan's economic reforms to be adopted. Enough should pass the Congress to slow the rate of inflation and at the same time free money for investment in homes and industry — which should in turn — lower interest rates. Once rates drop, pent up demand will cause a spurt in the housing market."

The Institute has a vital interest in American housing since almost 20% of its membership certification is in the residential field, holding the RM (Residential Member) designation given to those who have proven knowledge and expertise in the field of one to four-unit residential buildings. Harps himself, the vice president of John R. Pinkett, Inc., real estate in Washington, DC is the holder of the MAI designation.

"The commercial-investment end of real estate has held up well in the past year," Harps stated, "particularly in view of institutional and foreign investors who have paid anywhere from 50% up to all cash on the properties they wanted, but now we can look forward to national optimism and the rebirth of hope for those wishing to purchase a home of their own."

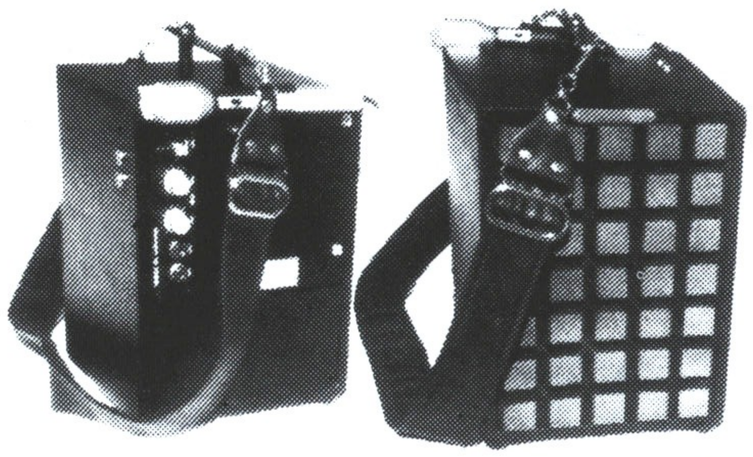
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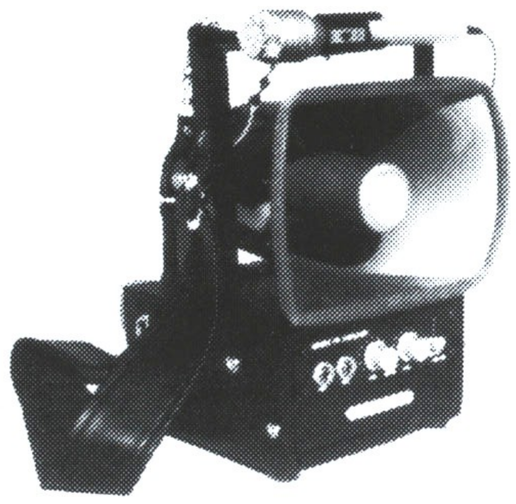
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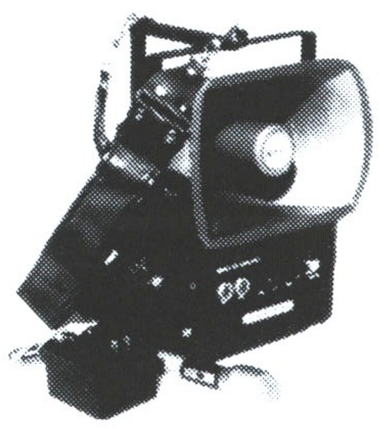
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State association reports

New Hampshire Auctioneers meet

The castle-like Sheraton Tara Hotel in Nashua, New Hampshire was the site of the spring meeting of the New Hampshire Auctioneers Association, March 22 and 23. Sunday's meeting was for NHAA members only, and election of officers was held. The new NHAA president is Emory Sanders, New London, New Hampshire. Other New Hampshire officers elected were first vice president Archie Steenburgh, of Pike, second vice president Ron Rosenbleeth, of Henniker, secretary George Michael, of Merrimack, treasurer Wayne Mock from Tamworth, and three year term directors, retiring president William Smith, Plainfield, and Morgan Willis of Eliot, Maine.

Monday's meeting was opened to auctioneers everywhere and they came from all the New England states, New York and New Jersey. Also attending were NAA president Archie Moody and chairman of the NAA nominating committee, director Marty Higgenbotham. President Moody gave the dinner address and assisted in the fun auction, discussing the NAA and CAI, plus answering questions from those attending. Director Higgenbotham outlined how the nominating committee of the NAA works, what it looks for in candidates for the offices, and the method by which they are chosen. He also assisted in the fun auction.

The NHAA meeting, chaired by Ronald Rosenbleeth, opened with a panel discussion on advertising, led by Morey Piper of the New England News Bureau. The panel featured Gail Miller of the NASHUA TELEGRAPH, John Kallander of the MANCHESTER UNION LEADER, Frank Limoncelli of the BOSTON GLOBE, Scudder Smith of the ANTIQUES & THE ARTS WEEKLY, Ted Jones from the ANTIQUES TRADER, and Loren Osborn of the Concord, New Hampshire MONITOR. Discussion was held on all aspects of improving the auctioneers' image through advertising with proper layout, etc. Some discussion was held on expanding the use of the classified columns to reinforce the ads which usually appear on Sundays in the large metropolitan papers, and on Thursday in the locals. It was suggested that followup advertising on Friday and Saturday in the classified section would attract people who are not in the area earlier in the week. New Hampshire being a tourist area, the idea has great validity.

Book dealer and appraiser, Walter Robinson of Henniker spoke on how to recognize and sell old books. He stated that the vast majority of books sold at auction are not collectible. He said they "are not old or scarce enough to be collectible, or new enough to be useful". He stressed that people like good bindings for decoration. Presently, 19th century floral bindings are very good; books on early travels in America and those on Indians are desired now. He cautioned that many local histories are being printed and this will affect the value of the old.



NHAA PANEL OF AUCTION ASSOCIATION presidents and representatives discuss the auction profession. From left, Don Castner, New Jersey, Bill Josko, Connecticut, Richard Keenan, Maine, George Michael, secretary of the NHAA, moderator, James Torteson, Massachusetts, Archie Steenburgh, New Hampshire and Robert Matson, New York.

Gregory Michael, attorney for the NHAA, spoke on the Uniform Commercial Code and how it affects auctioneers. He stressed the importance of informing all creditors of an impending sale. Then, a panel of presidents and representatives from various state auctioneers associations served as a forum panel to discuss mutual problems. NHAA secretary, George Michael, moderated.

State association reports continued page 56

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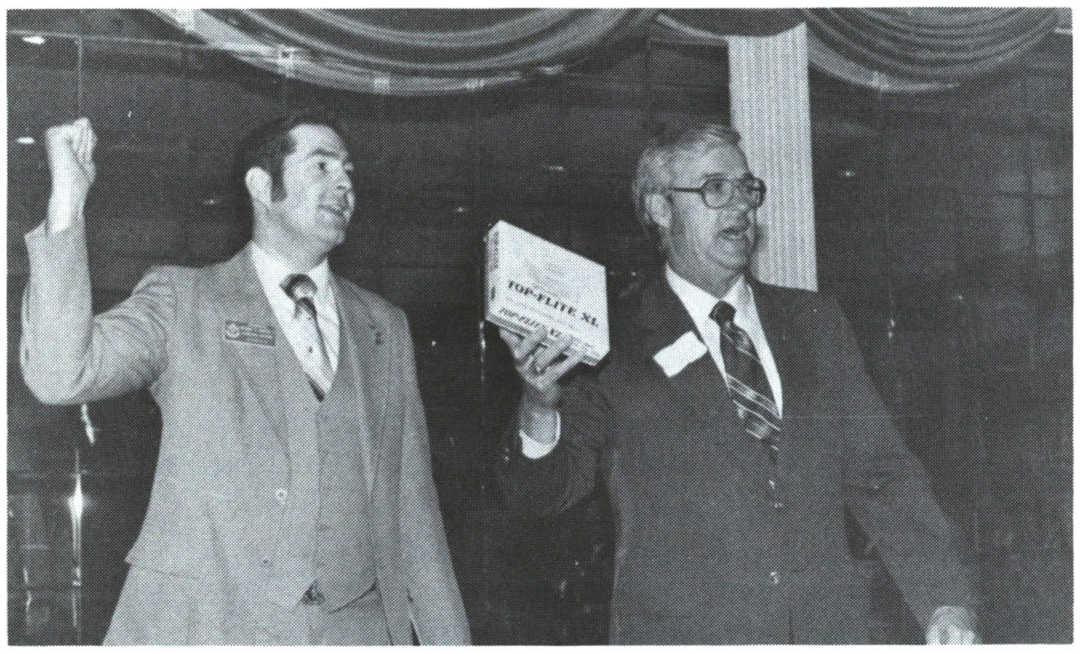
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A great variety of items was sold at the fun auction just before dinner. Russian brass lamps were sold with modern prints, along with a briefcase which was filled with money by those who attended. Over $2,000 was raised for promotional efforts on behalf of the auction profession and the NHAA.

A dance band was provided by the MANCHESTER UNION LEADER and it was enjoyed by all, following the evening banquet and address by NAA president Moody.



NAA PRESIDENT, Archie Moody, assisted by NHAA fun auction chairman George Foster, calls the prices on a dozen golf balls.



NEWSPAPER ADVERTISING panel discussion during NHAA meeting. From left: Gail Miller, NASHUA TELEGRAPH; John Kallander, MANCHESTER UNION LEADER; Frank Limoncelli, BOSTON GLOBE; moderator Morey Piper, NEW ENGLAND NEWS BUREAU; Scudder Smith, ANTIQUES & THE ARTS WEEKLY; Ted Jones, ANTIQUE TRADER; and Loren Osborn, CONCORD MONITOR.

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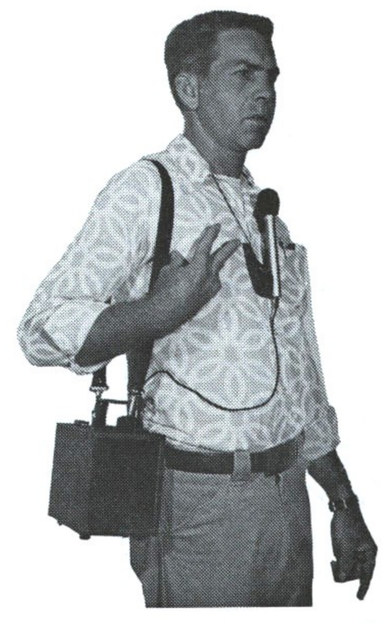
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In Memoriam . . .

MAURY F. RIGANTO

The NAA office was notified of the March 16 death of NAA member Maury Riganto, Norfolk, Virginia. Mr. Riganto operated his own auction company as well as being an appraiser for the Bankruptcy Court of Eastern District of Virginia. A well known auctioneer and sportsman, Maury Riganto was active in many Norfolk community organizations, and was also a member of the Virginia Auctioneers Association and the National Society of Appraisers.

ERNIE SMITH

The annual dues statement for NAA member Ernie Smith, Ft. Lauderdale, Florida, was returned with that information that Mr. Smith had died, February 5, 1981.

LELAND D. DUDLEY

At a Hampton, Iowa, hospital, NAA auctioneer Leland Dudley died March 11, after a prolonged illness, at the age of 56. Services were held March 14 in Hampton.

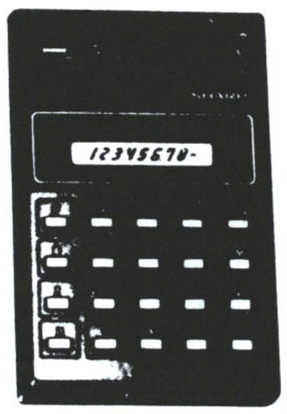
Mr. Dudley was engaged in agriculture, auctioneering, and real estate throughout his entire life. He served as president of the Iowa Auctioneers Association and was an active NAA member. Leland Dudley also served as a past vice president of the Iowa Quarter Horse Association, past president of the Iowa Limousin Association, and was a founder member of the North American Limousin Foundation with one of the first Limousin cattle herds in America.

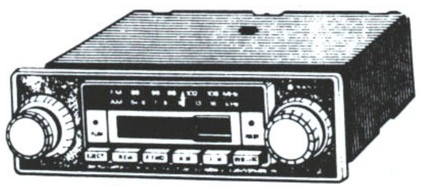
Leland Dudley actively served as a 4-H leader for 25 years, and also judged many horse shows throughout the Midwest.

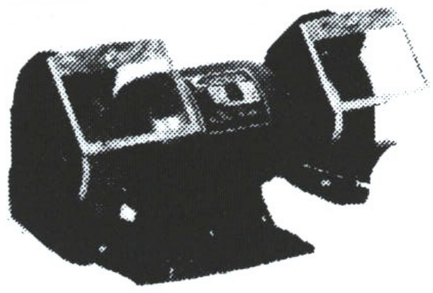
The April AUCTIONEER carried an article about radioactive dinnerware, now radioactive rings. Old rings made decades ago from gold "seeds" are causing concern because the seeds were hollowed out gold pellets filled with radon gas, used about 40-50 years ago to treat tumors. Some of these seeds were melted down by jewelers and made into gold rings. Wearing these rings can cause cancerous sores on the hand.

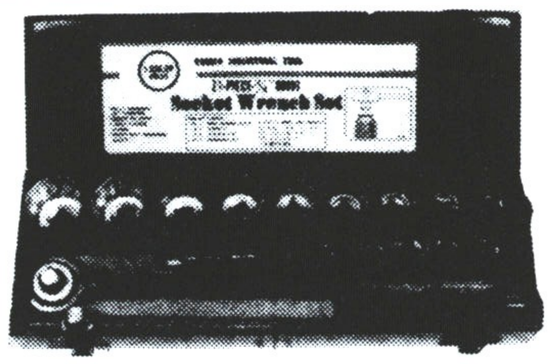
Why worry after all these years? The high price of gold has caused people to sell these old rings thus putting the contaminated gold back on the market.

MEDICAL WORLD NEWS









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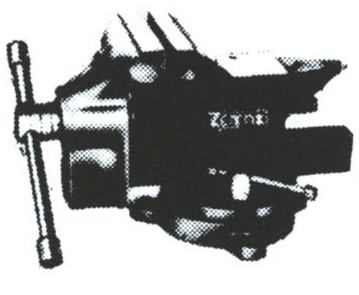
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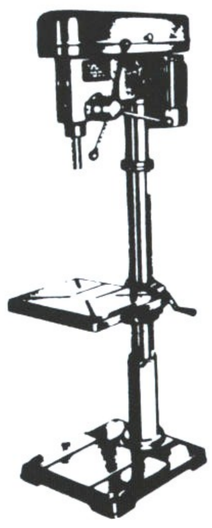
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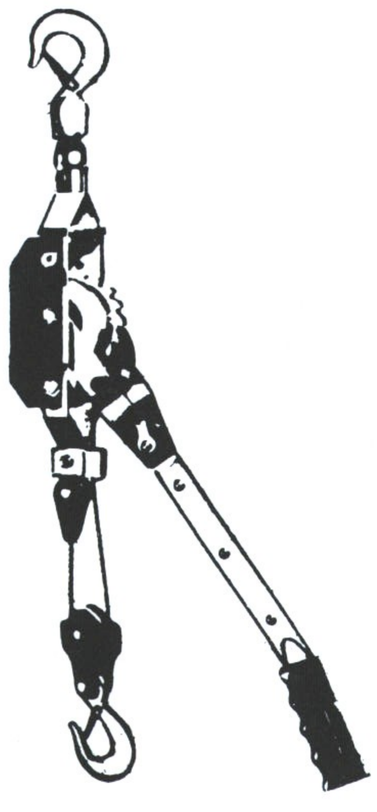
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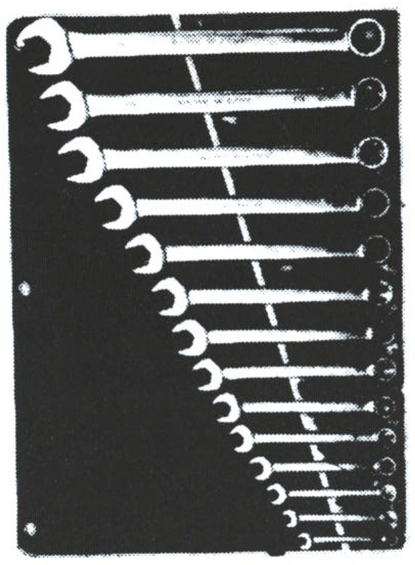




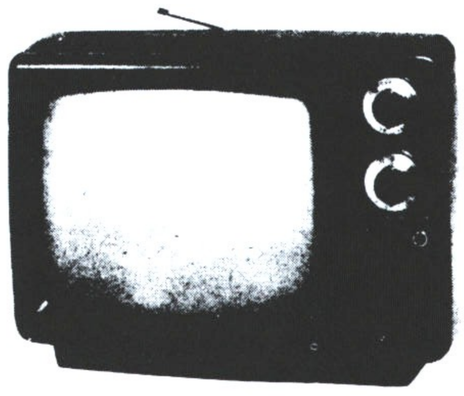


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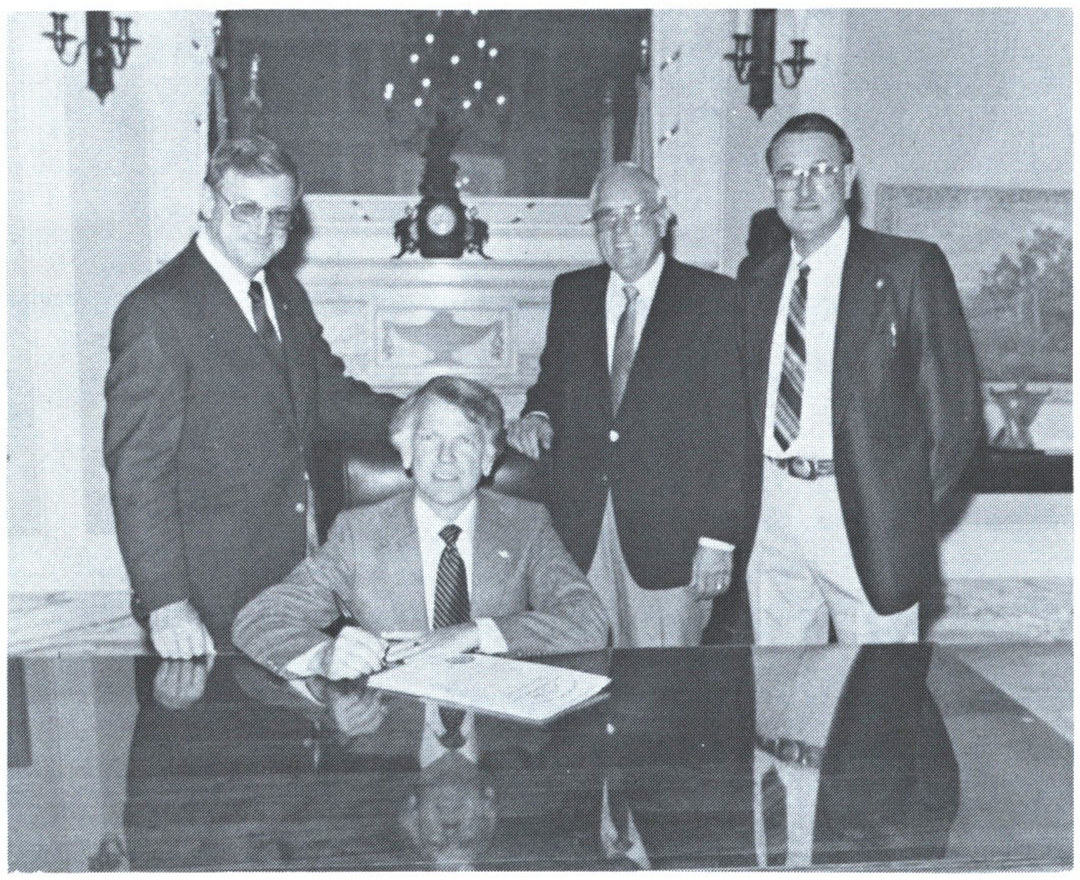
WAA planning on license law

The secretary of the Washington Auctioneers Association, Margie Burnham, informed THE AUCTIONEER that the WAA is presently working on the Washington State Auctioneers Law. The law has been sponsored and introduced, and is now in legislative committee.

The WAA Spring convention will be held May 2-3, at the High Climber Restaurant, 1334 Roosevelt, East Highway 410, Enumclaw, Washington. NAA director Dean Parker will be the guest speaker.

County in Kansas honors The Week

The three district commissioners of Wabaunsee County, Kansas signed a proclamation of National Auctioneers Week in their county. The proclamation recognized that the "continual efforts of the National Auctioneers Association and the Kansas Auctioneers Association to preserve the American free enterprise system are paramount in their endeavors."



PROCLAMATION SIGNING of National Auctioneers Week for the State of Oklahoma. Standing behind Oklahoma Governor George Nigh are, from left, Senator Kenneth Landis, Lt. Governor Spencer Bernard, and Representative Jay Blodgett. Mr. Blodgett is an NAA member auctioneer who still remains active in the auction business, despite serving as a state legislator five months out of the year.



PROCLAMATION SIGNING to honor National Auctioneers Week. The officers and Board of Directors of the Georgia Auctioneers Association and the Ladies Auxiliary met with Governor George Busbee and three state representatives for the signing of a State of Georgia proclamation. First from left: H. C. Thomas, John Suarez, Betty Thomas, Bonnie Baggett, Dixie Waldrip, Barbara Suarez, Governor George Busbee, Representative John Adams, Representative Buddy Childers, Representative Ken Fuller. Second from left: Lynn Dempsey, Terry Hansford, Harold Cohn, Pete DeSantis, Ron Harris, Mike Loftin, Charlie Gay.



SIKESTON, MISSOURI, PROCLAIMS AUCTIONEERS WEEK. Mayor Mary L. Doggett, seated above, signed a proclamation of National Auctioneers Week in Sikeston, Misouri. Sikeston NAA members attending the signing, from left, Clay Hunter, CAI, Lenzie Beck, then Bill Welbourn from the Sikeston Chamber of Commerce. The proclamation cited the auction contributions of both the NAA and the Missouri State Auctioneers Association.

As an inducement to mail in a subscription, a farm magazine offered prospects two all-metal "NO TRESPASSING" signs made to conform with state regulations. The mailing was made in September just prior to the annual visit of the "hunter". It was a winner.

John Hallinan of Evansville, Indiana, is 7 feet, 6½ inches tall and has a basketball scholarship to Indiana State. To stem the gaping curiosity that follows him wherever he goes, he wears a T-shirt. On the front are the words "Don't Ask". His height appears on back.

Directory of state association presidents and secretaries — May, 1981

Alabama Auctioneers Association — President: Gene Motes, 305 North Church St., Jacksonville 36265; Secretary: Pete Horton, 111 4th St., Huntsville 35805, phone 405-536-7497.

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California Auctioneers Association — President: LeRoy C. Blum, 10108 Gan Line Road, Elk Grove 95624. Secretary-treasurer: Grant Theodore, 4037 North Washington Blvd., P.O. Box 196, Livingston 95334.

Colorado Auctioneers Association — President: Eldon Broughton 1647 South Tejon, Colorado Springs 80906, phone 303-635-9400. Secretary-treasurer: Ernest L. Wimmer, 170 Palmer Drive, Fort Collins 80521, phone 303-226-3121.

Connecticut Auctioneers Association — President: Dominick Scavone, 695 High St., Naugatuck 06770; Secretary: Larraine M. Smith, 37 Wallingford Road, Cheshire 06410

Florida Auctioneers Association, Inc. — President: Ben Campen, P.O. Drawer 1209, Gainesville 32602. Secretary-treasurer: Billy H. Wells, 121 Aldean Dr., Sanford 32771, phone 305-323-2820.

Georgia Auctioneers Association — President: Mike Loftin, P.O. Box 5872, Rome 30161, phone 404-291-7007. Secretary: John Suarez, 2025C Peachtree Rd., Atlanta 30309, phone 404-355-8254.

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Illinois Auctioneers Association — President: Bob Wuebbels, New Memphis 62266, phone 618-558-4500. Secretary-treasurer: Ken Gravlin, 211 No. Center, Melvin 60952, phone 217-388-2211.

Indiana Auctioneers Association — President: Jack T. Earlywine, 3110 So. Lafountain, Kokomo 46901. Secretary: Harry E. Buckles, RR 1 Box 262, Anderson 46011, phone 317-378-7924

Iowa Auctioneers Association — President: Wayne Stewart, Box 265, Audubon, 50025, phone 712-563-4288. Secretary: Margaret Bloomer, Rt. 3 Box 51, Glenwood 51534, phone 712-527-3615.

Kansas Auctioneers Association — President: Robert E. Shank, P.O. Box 275, Salina 67401. Secretary: Rex B. Newcom, 215 S. Main, Whitewater 67154, phone 316-799-2278.

Kentucky Auctioneers Association — President: Jack Wilkerson, Lowes, 42061. Executive Director: Wilma Atherton, Box 148, Hodgenville 42748, phone 502-674-5659. Secretary: E. Howard Hunt, P.O. Box 16048, Louisville 40258.

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New Jersey State Society of Auctioneers — President: Victor Sabatino, 35 Ewingville Rd., Trenton 08638. Secretary: JoAnn Fawcett, 33 Davies Ave., Dumont 07628, phone 201-384-5598.

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Ohio Auctioneers Association — President: Terry Logsdon, 33939 C.R. 452 Brinkhaven, 43006, phone 216-674-7640. Secretary: Byron Dilgard, 135 Union, Ashland 44805, phone 419-325-2122.

Directory continued page 63

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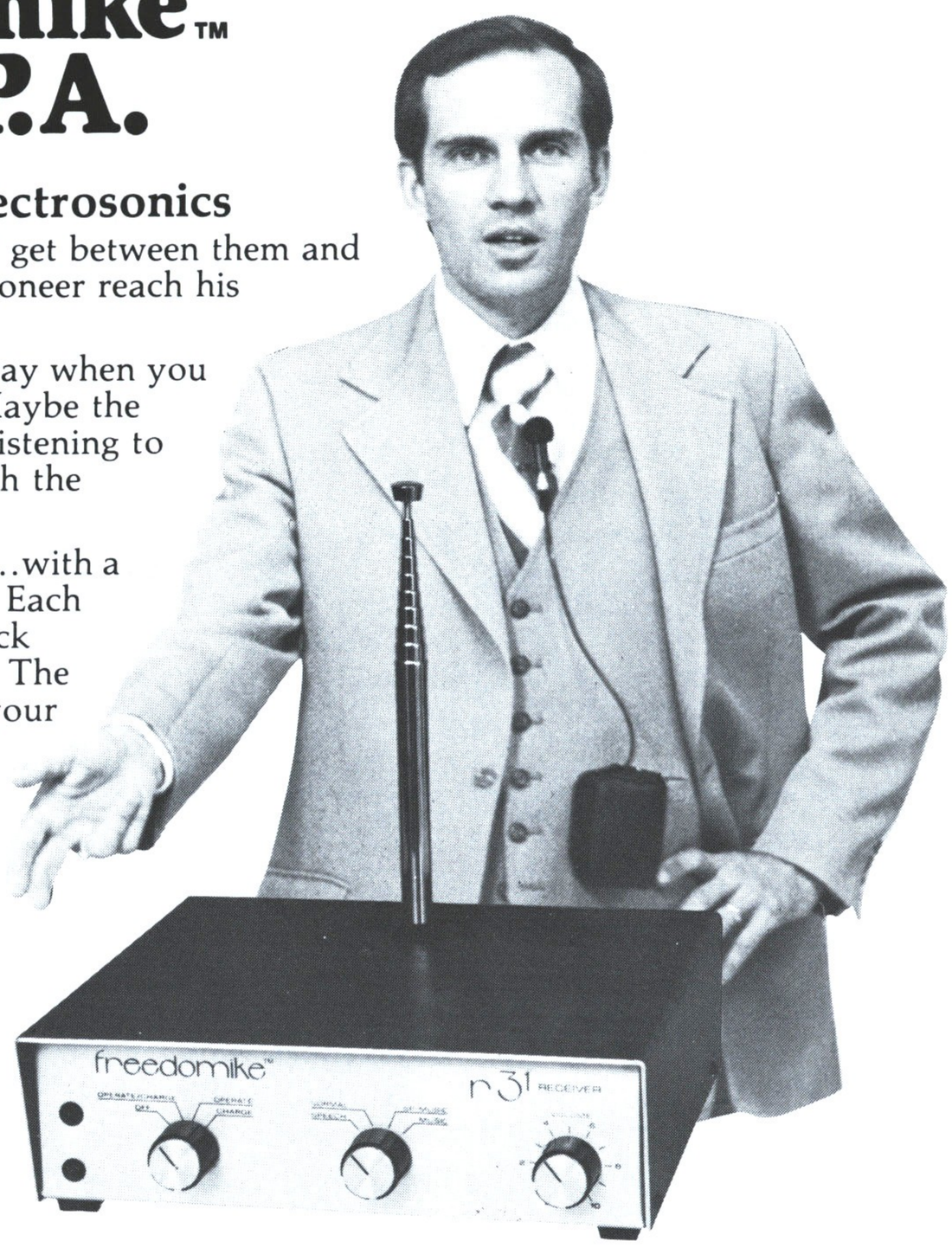
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter fits in your pocket, or in a belt-clip pouch. The receiver, which can be a hundred yards away, plugs into the microphone input of any P.A. system. The Freedomike system uses special Unichannel$_{TM}$ circuitry to eleminate unwanted interference. A protective carrying case is also provided.

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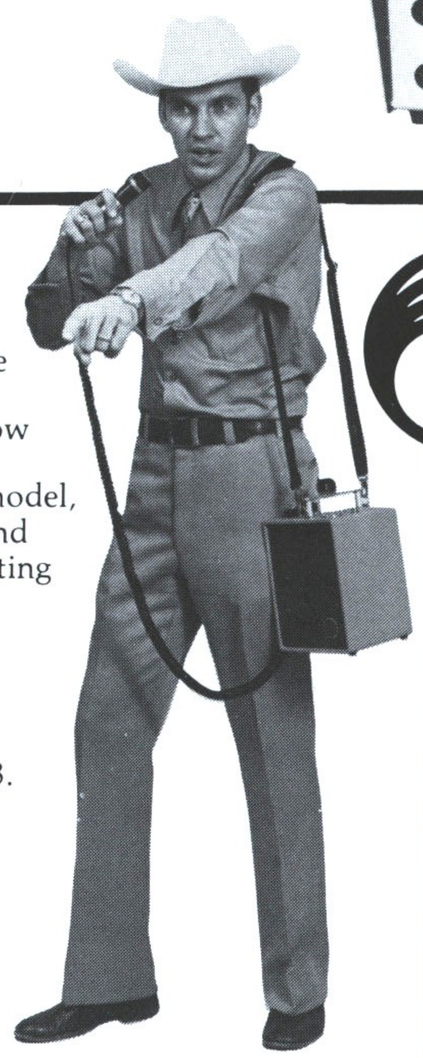


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Occasionally the NAA office receives inquiries from the public for auctioneers to sell certain items. The caller is informed that the NAA office does not have such information, and the caller is instructed to contact auctioneers in the caller's local area. One such recent inquiry, however, has taken the cake, as they say.

He called the NAA office looking to sell the lock on the door of the Democratic Headquarters office that was broken into by the Watergate burglars, which started the entire Watergate scandal. The locksmith has a certified letter that this is indeed the genuine item. The caller himself is a former superintendent of the Watergate office and apartment complex.

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Successful auctioneering across the nation

Heavy equipment auction industry thrives internationally

Richardson, Texas — Two recent Saudi Arabian auctions, conducted by Parks-Davis Auctioneers International, Ltd., proved that the equipment auction industry is thriving amidst the worldwide economic instabilities.

With approximately 900 buyers and sellers from around the world, in attendance at the five-day American Arabian Oil Company (ARAMCO) and C.A.T.-Houston Constructors heavy construction equipment auction, February 22-26, 1981, combined gross sales figures were in excess of $22 million.

"I believe one reason the world-wide market for used machinery is much stronger today is because of the effect of inflation on new machinery," said Jim Parks, president, Parks-Davis Auctioneers, Inc., the parent company.

Parks-Davis Auctioneers regularly hold equipment sales in the Middle East, and in the last 24 months has held eight similar sales. Parks commented that the reason the company has been successful with foreign auctions is largely attributed to the compilation of lists of foreign buyers who have attended Parks-Davis sales; a marketing strategy that Parks-Davis implemented in order to develop an international auction market for machinery.

"Due to effort and planning over a period of years, we have been able to acquire worldwide mailing lists totaling more than 200,000 names and addresses," said Parks, a 20-year auction veteran.

According to Tom Carpenter, PDA vice president and ARAMCO/C.A.T.-Houston sales coordinator, three main elements are involved in the production of a successful sale: 1) worldwide marketability of the equipment, 2) a proper advertising program to reach the international market, and 3) the integrity and consistent performance of the auctioneer.

"No firm in the United States can draw buyers from such a distance. By using our three basic strategies, we had buyers from the West Coast of California to the South Coast of Australia, and from major points across Europe, Asia and throughout the Middle Eastern countries," said Carpenter.

Parks said, "Our company has enjoyed tremendous growth because we have been able to prove to the industry that our unique system is the best method to dispose of large spreads of equipment quickly and profitably. We have proved that our auction method is lucrative for both buyers and sellers."

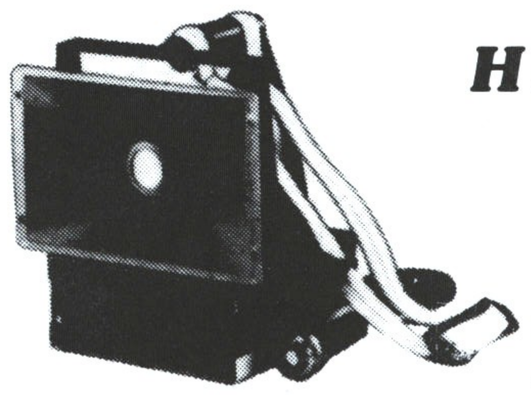
Repeat business also plays an important role in the continuing success of Parks-Davis Auctioneers. The firm has conducted six auctions for Houston



EQUIPMENT AUCTIONS THRIVING. A multinational crowd gathered around the Parks-Davis Auctioneers' booth (center) to bid on heavy construction equipment at the February 22-26, Saudi-Arabian held auctions.

Constructors, a subsidiary of Sedco, two for ARAMCO Services Company, one of the world's largest oil companies, and 12 for the Alaska Pipeline Joint Venture.

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like the way we perform our service so much that they solicit us to repeat many times. After just completing our second ARAMCO auction, officials of that Company have already asked me to announce that in the future we will conduct two international sales per year," said Parks. He concluded that careful planning, good marketing strategies, years of experience, and a team of professionals are the keys to operating a successful equipment auction firm.

Perry, Oklahoma sale success . . . Buyers and bidders from four states and thirty cities attended a March auction in Perry, of antique consignments from the local area. Conducting the sale were NAA members **Starling Miller** and **Gary Ryther.**

Top selling items included: roll top desk, S-shaped, made in the 1890's, $2300; C-shaped roll top desk, $1300; an "Acers Renfrow Cabinet Co." file cabinet, pat. 1896, $925; and two, Thomas Edison cylinder phonographs, $800 each.

Toys and other items sold equally as well, in the 516 lots sold during the seven hour auction.

Brisk bidding for Wisconsin estate . . . Over 300 registered buyers participated in the Alta Gudsos' estate sale, March 7, in Cashton, Wisconsin. Handling the sale was NAA member **Wayne Huntzicer** of Cashton, and another auction firm from Sparta, Wisconsin.

The enthusiastic crowd braved chilling weather, but kept warm during the active bidding with an occasional hot cup of coffee and lunch served by the V.F.W. Auxiliary of Cashton. Highlights of the sale included: a Simon and Hallig doll, $425; a regulator clock, $340; a Seth Thomas mantle clock, $330; and a love seat and chair sold for $525.

A total of 560 separate lots dispersed the outstanding selection of household furnishings and collectibles.

Benefit auction brings in more . . . On March 25, El Dorado Springs, Missouri, held its centennial celebration which included a benefit auction. Handling the sale was NAA member **Jack Tough.**

The community hoped to raise $5,000 with the auction, but due to the enthusiastic participation of the town's citizens, just under $7,000 was accumulated. A partial list of the variety of auction items tells of the sale's success.

Kansas City Chief Henry Marshall's game jersey, $40
1 fat hog, $75
1 night's lodging at the Kansas City Hyatt Regency, $100
10, 1881 silver dollars, $379
Kansas City Royals World Series baseball, $50
Kansas City Royals, U. L. Washington's bat $60
1 pickup load of firewood, $55

Successful auctioneering continued page 67

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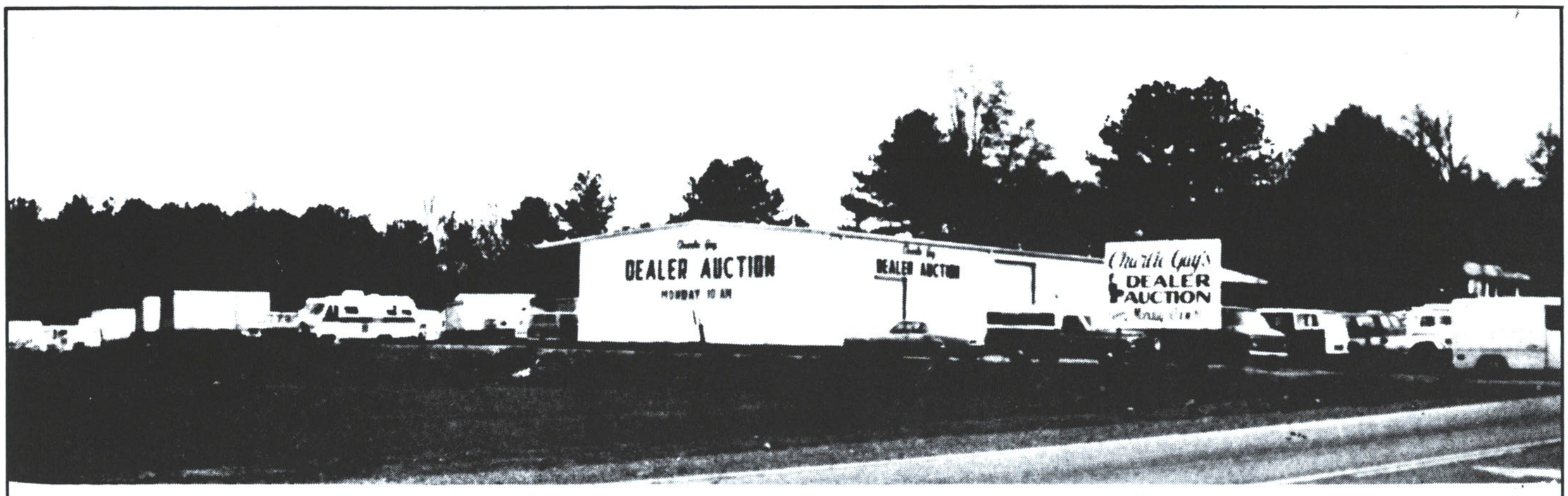
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Victorian parlor chair, $176

The auction was attended by 250-300 people, and was considered to be a huge success. NAA member Tough's centennial benefit auction for El Dorado Springs, Missouri, was the largest centennial money raiser to date.



CENTENNIAL BENEFIT AUCTION for El Dorado Springs, Missouri. NAA member Jack Tough, seated at microphone, handled the sale. (Photo reprinted with permission from the EL DORADO SPRINGS SUN.)

School spirit pays off . . . How much can students, parents and alumni show their love and appreciation for their own high school? The people of Cathedral High School, Indianapolis, Indiana, recently put their feelings into dollar signs, to help keep the school doors open during the present economic pinch.

Each year, just as soon as the benefit auction has been completed, plans are laid out for next year's benefit to be even better. But the 1981 "Shramauction" seemed to be the best of the other five past auctions.

Reservations for 600 at the $100 per couple black tie banquet and breakfast following the auction was such a success they had to turn down requests. Three of four local Indianapolis auctioneers who were present to handle the sale were NAA members — **Herman Strakis, CAI, Bus Retmier, CAI,** and **Bob Gerdenich** (Cathedral alum and co-founder of the annual auction). The auctioneers sold such items as: a K-Car for $7,000, a side of beef for $500, $3,500 for an 8-Day Irish Get-A-Way, $1,900 for an evening with a movie star in Hollywood, $2,600 for a TV, $3,100 for a sailboat and $4,300 for a student scholarship. The total results came to a little less than $200,000 for an evening of fun and excitement.

The significance of the total is diminished however by the astonishing sale price of one collectible — a baseball dated 1929 and autographed by the late Babe Ruth and his teammates.

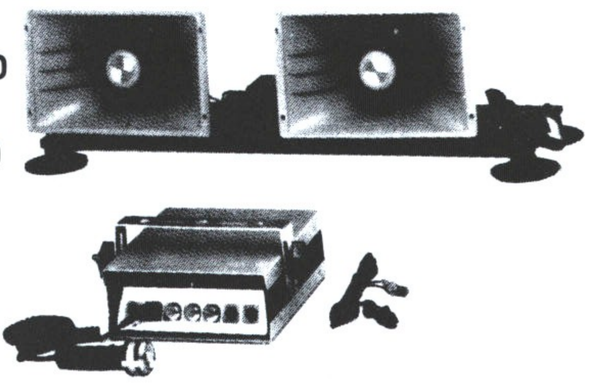
Successful auctioneering continued page 68

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Bus Retmier was on the auction block, and had invited a local TV sports announcer to make a few comments about the priceless item that was about to change hands.

The announcer was explaining how much he would love to own this baseball himself, when the bids started to flow in from the efficient student groundmen. Then auctioneer Retmier started in on his bid roll. The bid was advanced at a $500 rate until the astronomical amount of $8,500 was the final knockdown price. The crowd was on its feet, and the gymnasium was in an uproar. Few seemed to believe what they had just witnessed.

Bus Retmier was interviewed after the auction and was quoted as saying, "why I always sell baseballs for this amount at auction. You just can't tell when she starts and when she shuts off — that's the great advantage of selling the auction way. Boy, it always pays off."



HE SOLD THE BASEBALL, for $8,500, signed by Babe Ruth and his 1929 teammates. NAA member Bus Retmier, at right, shown during Indianapolis school benefit auction.

The Church Mutual Insurance Co. now offers malpractice insurance to the clergy. The policy provides coverage up to $300,000 if the minister is sued for giving parishioners bum advice.

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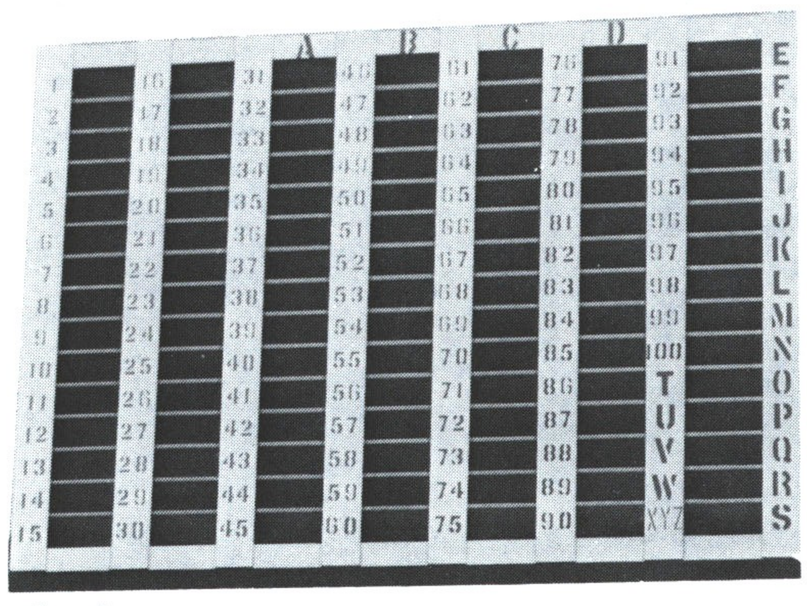
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Spotlight on NAA auctioneers

NAA brother team, member subject of article

The auction business brother team of NAA members **Jim** and **Mark Hunter,** plus another NAA auctioneer **John Reid,** all from Council Bluffs, Iowa, were the subjects of a newspaper article in the Council Bluffs NONPAREIL. The consumer oriented, staff written article explained all phases of the auction business, to point out consumer advantages of buying and selling at auction. Significant quotes from the auctioneers' interview well represented the auction method.

"It's a very honest open way to sell. If you've ever wondered what goes on behind the scenes of a sale, at an auction it's all open."

Jim Hunter

"Most people think that the 'magical' chant of the auctioneer is what makes things happen. But pre-market planning is about 75% of the work, and that determines the success of the sale."

Mark Hunter

"You can always tell when someone is confused, just by looking at them. So you stop and tell them what the bid is and if they're in. People who really slow down a sale are the amateurs who think they should be the auctioneer, and bidders who like to confuse the auctioneer. But a good auctioneer can control the crowd, though."

John Reid

Other sources quoted in the article included the Smithsonian Institution which reported that the average auctioneer can chant 340 words a minute, with one auction being clocked at 888 words a minute. Auctioneer Reid explained that he hasn't checked how fast he goes, but fast enough to sell an item every 50-60 seconds.

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Nurse, now auctioneer and celebrity

After being a nurse for 18 years NAA member **Nita Gray** had enough and decided it was time for a change. She wanted to do something exciting and so she decided to become an auctioneer, and things haven't been the same since.

After completing auction school in 1979, auctioneer Gray returned home to Cerritos, California, in southeast Los Angeles County. As she made the rounds doing sales at Southern California auction houses, charity auctions, as well as booking her own sales, Nita Gray became "discovered". Her auction skills, auction enthusiasm and just plain hard work led to a chain reaction of appearances and publicity.

Nita Gray was on the Dinah Shore Show in January 1980, "You bet your life" in February, local Los Angeles shows in September and October, plus tapings for the Tony Tennille Show, and Real People which aired in March 1981. She has been a guest on several Los Angeles radio stations, and the subject of feature stories about "The Lady Auctioneer" in several Los Angeles community newspapers.

How has she been able to gain so much attention? "Most people have never seen nor heard a female auctioneer. So that's part of the attraction," explains auctioneer Gray. **"But if you don't promote yourself, no one else will."** Her first TV appearance was the result of self promotion, and other appearances resulted from someone seeing or hearing her in action.

When she isn't conducting an auction, Nita Gray maintains a daily schedule which includes practicing her auction skills, calls for speaking engagements and auction assignments, plus donating her services to fund-raisers and charitable organizations. In the future, Nita Gray's promotional appearances will include more TV shows, plus commercials, and even movie appearances.

Yes, NAA member Gray is married, and husband Rex often serves as clerk, cashier or ringman at many of her auctions.

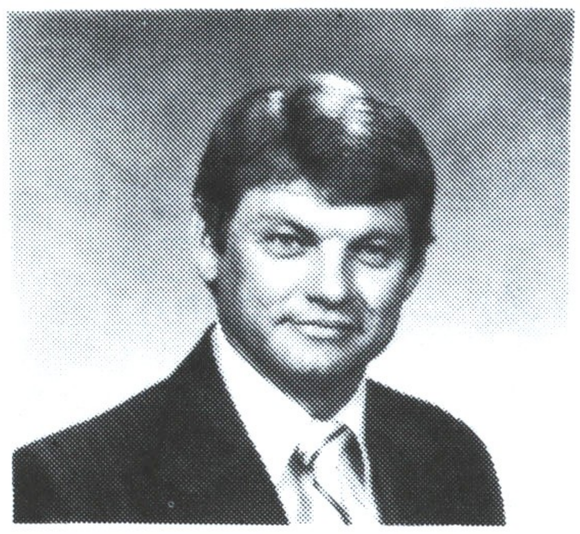
Sign in an auction house: "Secondhand church pews. The first five rows have never been used".

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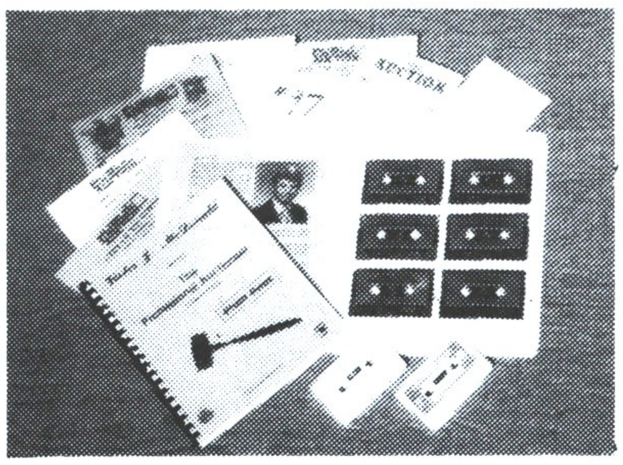
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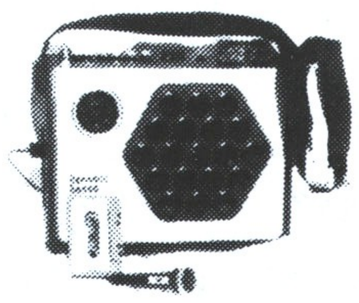
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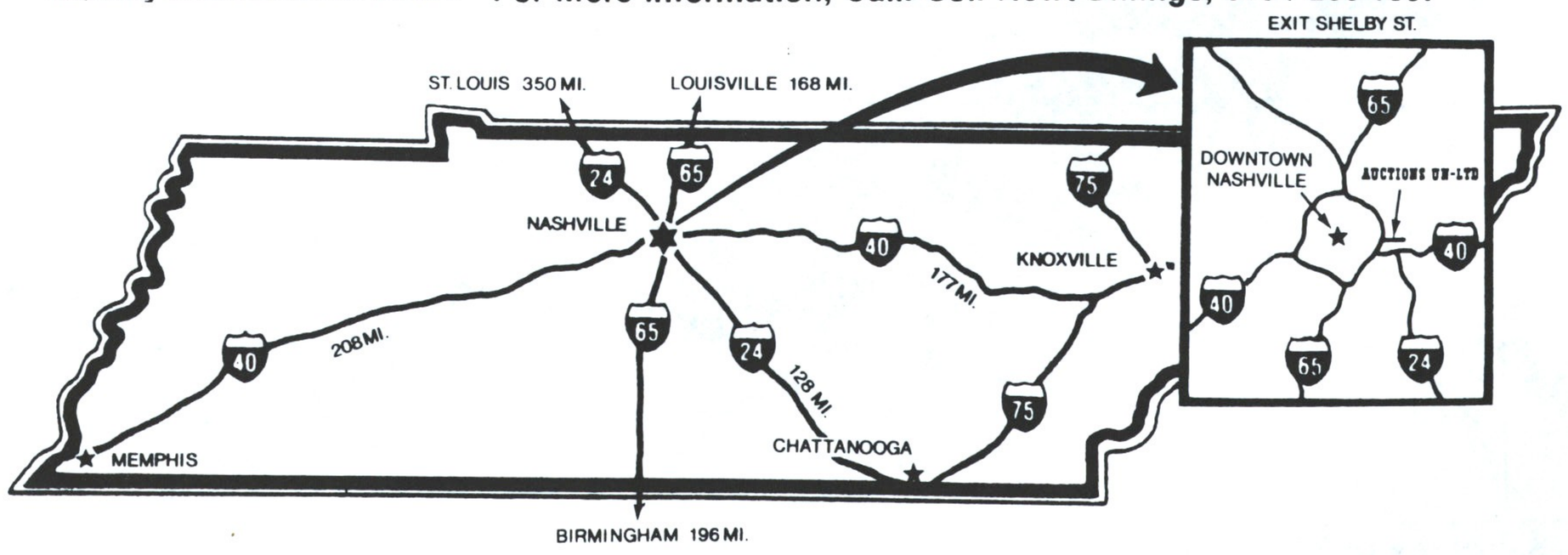
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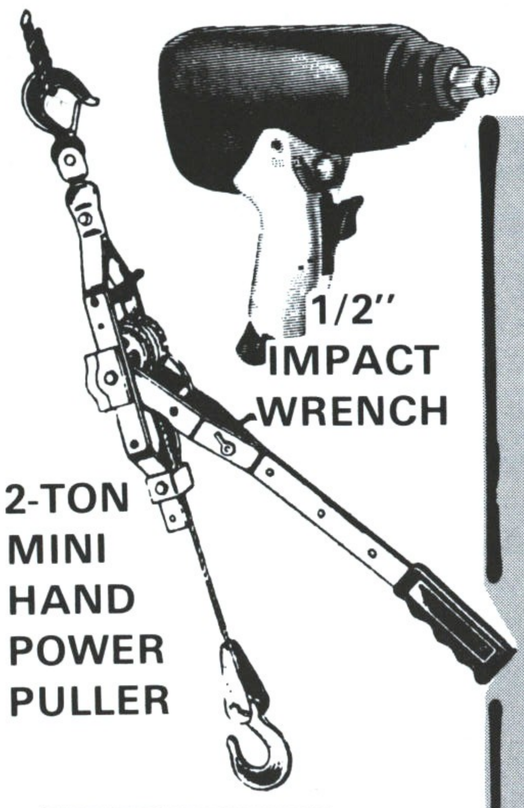


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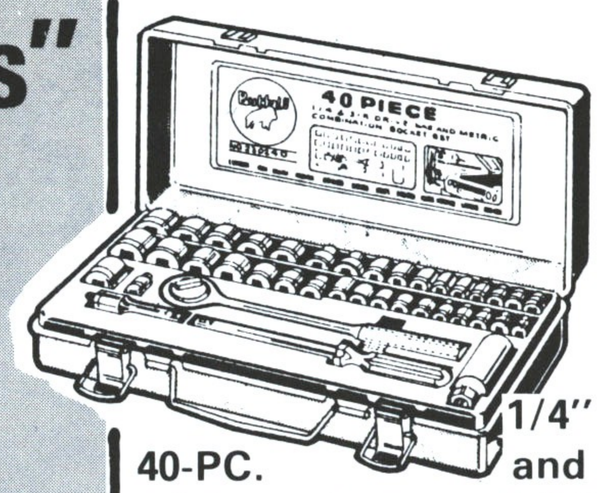
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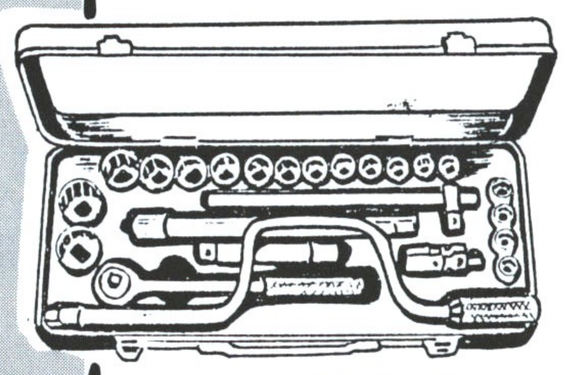
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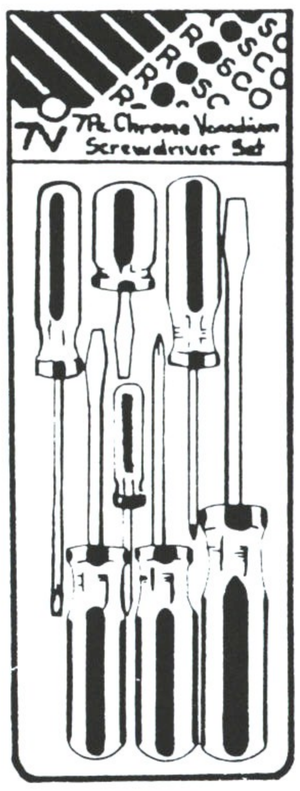
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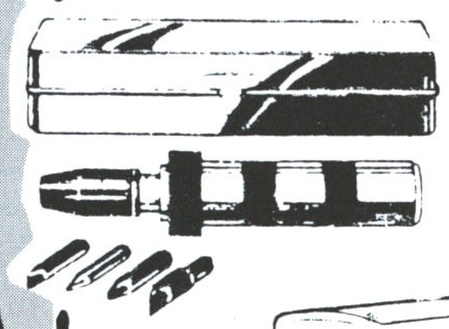
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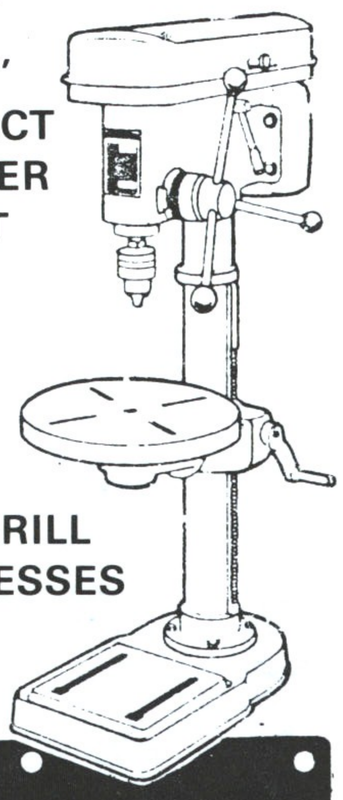
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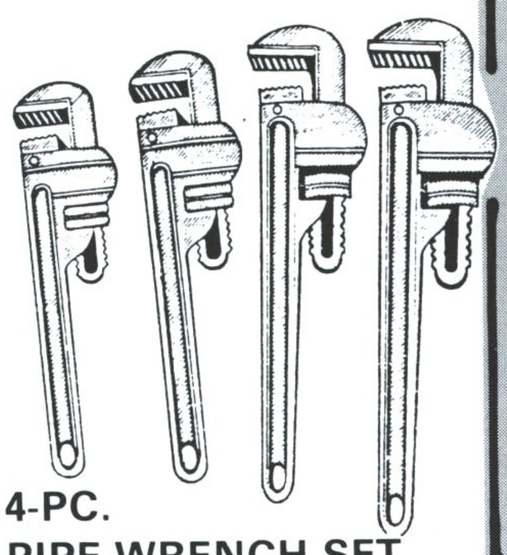
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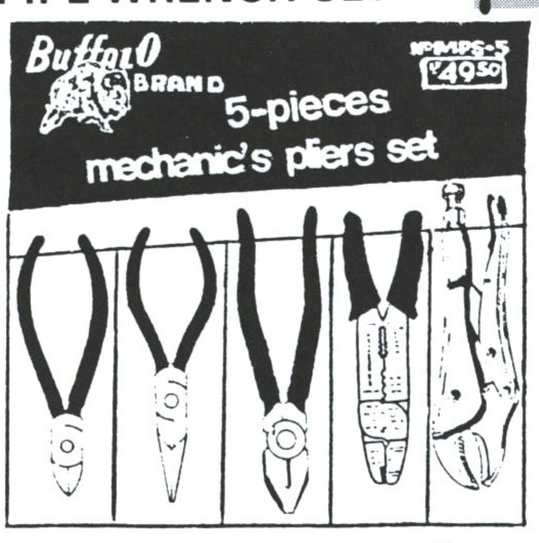
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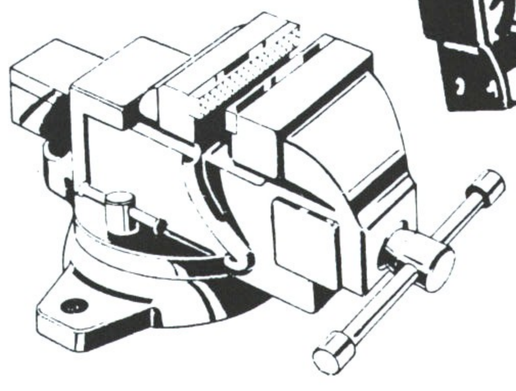
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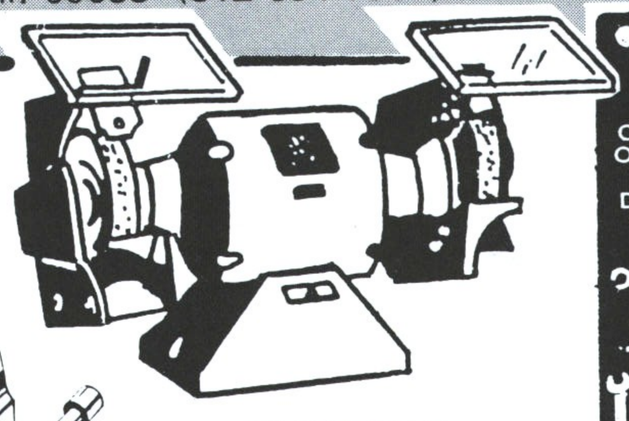
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May an auctioneer bid on merchandise? That's a question with a variety of answers.

By Dave Kessler
NAA member auctioneer
New Paris, Ohio

It would be easy if all questions could be answered with a yes or no. But the question of "may an auctioneer bid on merchandise?" must be answered with a maybe. Auctioneers must serve many masters, must adhere to a Code of Ethics and must comply with a number of laws. And these factors may vary all over the lot depending on who you're working for and where you're at when conducting the auction.

It is sometimes perfectly legal to bid for your own account. The Auctioneer & Auction Licensing Act effective September 1, 1980 in Indiana provides the example. Sec. 26 says that "a licensee shall refrain from buying or selling at his own auction for personal gain, unless disclosed to the seller."

That seems to give the auctioneer the right to bid. But questions might arise concerning the disclosure to the seller. Must it be before or after the fact of bidding? And, was it bought for personal gain or personal use? And is there a legal difference between gain and use?

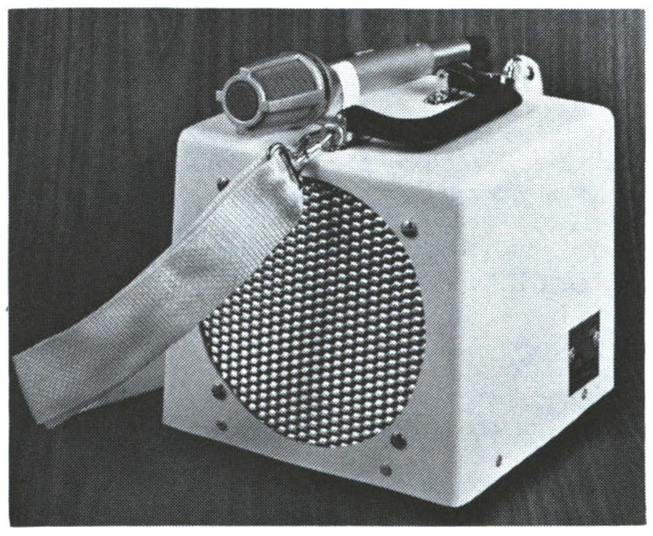
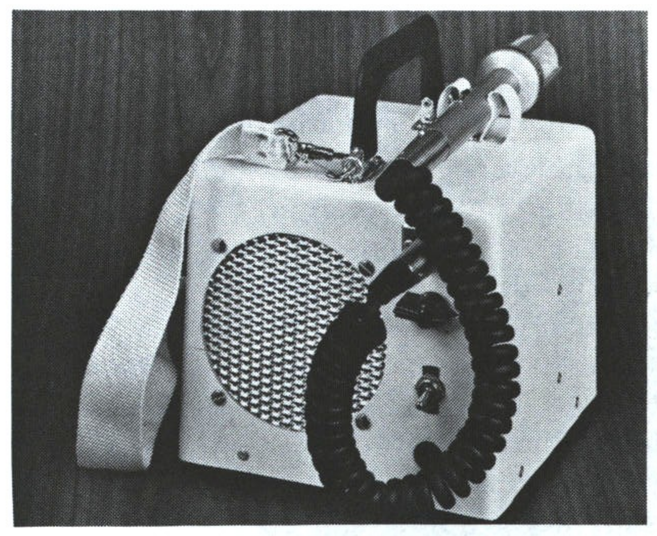
Then, another question might arise if you are selling for certain clients. The Small Business Administration specifically forbids an auctioneer, or his representatives, from bidding on or buying any article offered at an SBA auction. The Indiana State law says you can, but your agreement with your SBA employer says you can't.

A third factor must be considered. **If you're in compliance with all applicable laws and if you have approval by your client, will your bidding on merchandise be acceptable to the people who attend your auctions?**

You have a definite responsibility in serving the public. If the people who attend your auctions should perceive your bidding to be excessive or unethical, you may well find that it will be a long time between auctions. And the crowds could be described somewhere between slim and none.

Seasoned auction pro's have developed differing philosophies and policies. We are acquainted with auctioneers who won't bid on anything. Some will start merchandise and pay for it if no other bids are made. Some will "snag" a bargain once in a while, and some bid aggressively. If you haven't developed your own answer to this question, here are some things to do. Read the law, consult with your attorney, reach agreement with your clients, and listen to the public. But don't buy all the bargains if you want to have public to listen to.

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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 that an August issue 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.

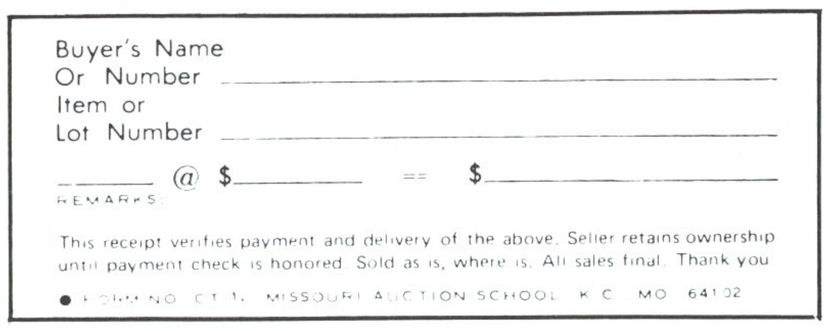
NEW ADVERTISERS: Submit payment in advance (with copy) before advertising will be accepted. If applicable to new advertisers, advance payment for the first three months will be required.

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.
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   Dimensions for ad space: Full page — 7¼ by 9½ inches: Half page — 7¼ by 4⅝ inches; Quarter page — 3½ by 4⅝ inches or 7¼ by 2¼ 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.

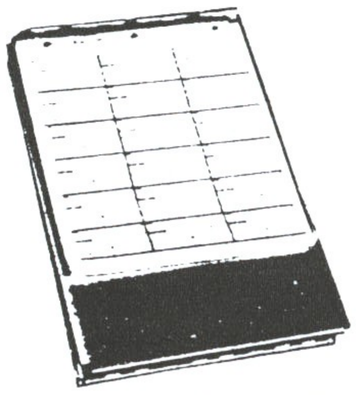
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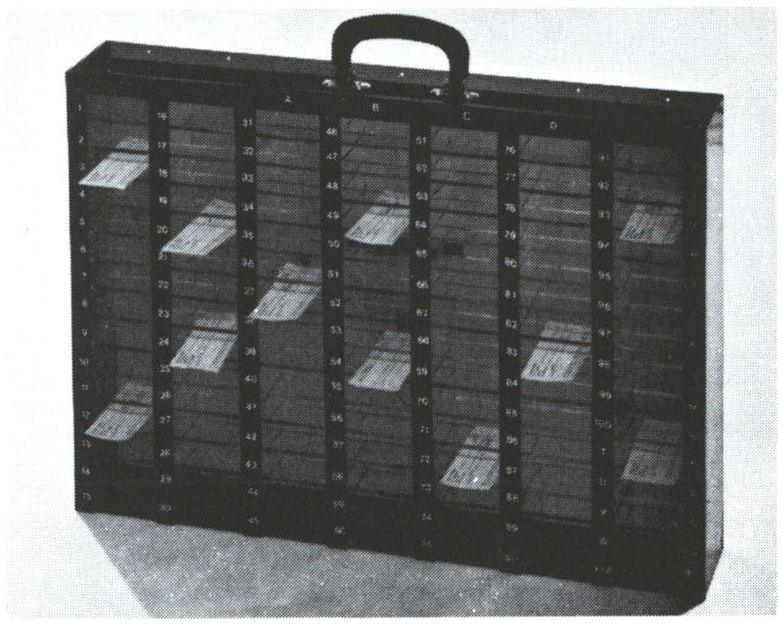
  Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.

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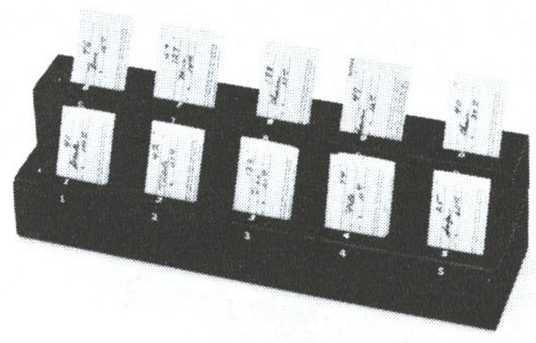
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  Overall size 23"x16"x4". Slots are 2⅜ " x ⅞" x 3½". Handle for easy carrying or nail to a wall for permanent installation.

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

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- 1,000 BC-70 Buyer Cards
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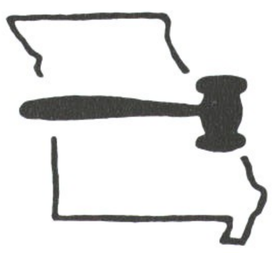
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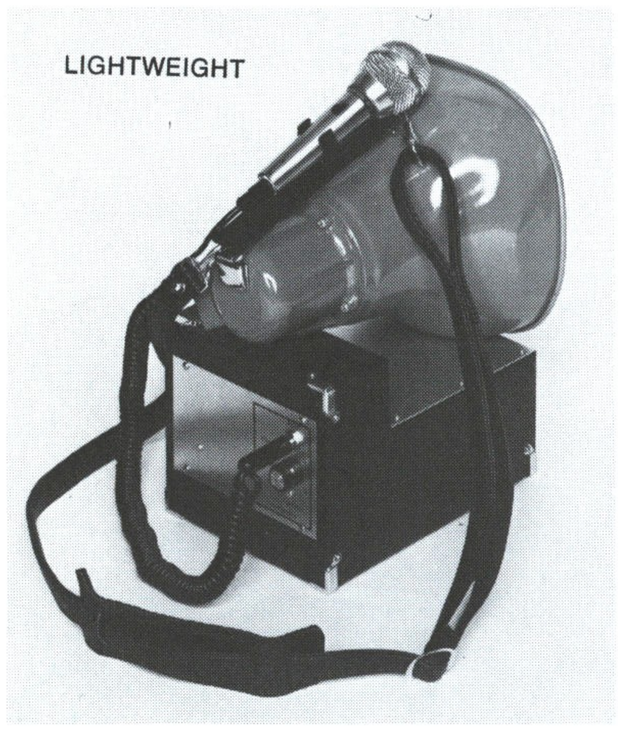


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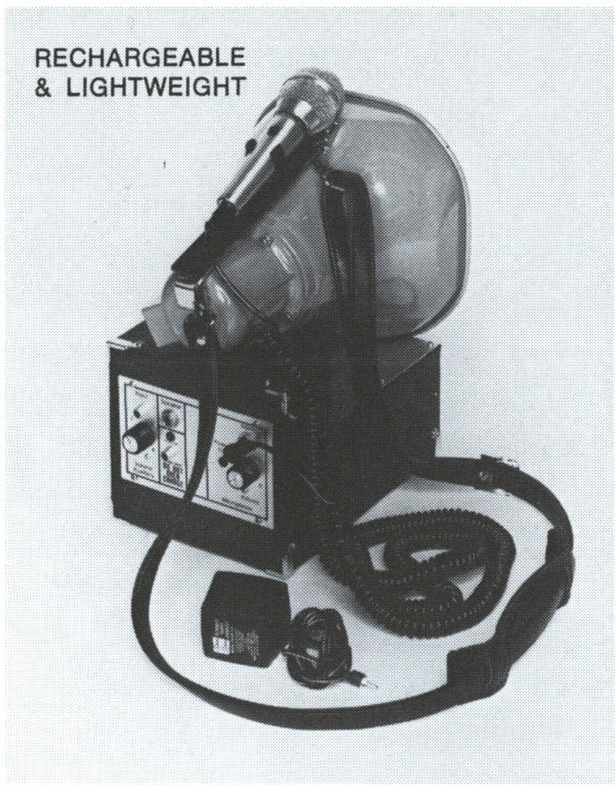
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- Rugged metal re-entrant 9" weather resistant 8 ohm horn speaker.
- DIMENSIONS: 11¾" High x 8" Wide x 9¼" long.
- WEIGHT: 7 lb., 12 oz.
- There is a two year repair or replace warranty on everything except batteries.

List Price $495.00
Auctioneers Cost **$297.00**



COLONEL 7 ®

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- Complete with recharger. Charger rater 120 VAC, 8 Watt, 300 MA.
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- OUTPUTS: One extension speaker, one tape recorder. With independent controls.
- DIMENSIONS: 11¾" high x 8" Wide x 9¼" Long.
- WEIGHT: 8 lb., 13 oz.

List Price $645.00
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