

THE AUCTIONEER

The Magazine of the National Auctioneers Association • December, 1979



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page 10

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Turn to the
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We're Privileged — To Share, To Benefit, and To Give

**By C. E. "Chuck" Cumberlin, President
National Auctioneers Association**



Personally, the holidays remind me of the many blessings we have as auctioneers. Though the birth of Christ — Christmas — is a Christian observance, the holiday season can remind us all of the many privileges we have through our profession.

We are reminded that the auction method of selling offers the public an opportunity to buy and sell in a free society. The system of free enterprise will always be upheld as long as auctioneers provide our unique marketing service, where anyone can bid, buy and benefit from their purchases. As we enter into the holiday season, after observing Thanksgiving, we can all be thankful that our system of government allows us the opportunity to perform our marketing services.

Catch the "Spirit of Christmas", regardless of your religion. Even though many NAA member auctioneers do not hold Christian beliefs, during the holidays, everyone can enjoy the spirit of good will and peace on earth. Of course the holidays provide an opportunity to exchange gifts. The main gift we auctioneers have is our expertise to bring seller and buyer together — both of whom will benefit from our services. The auctioneer, in this respect, is a "bearer of gifts", the one who administers the exchange between buyer and seller.

Remember that auctions serve in the actual distribution of Christmas gifts. Many of the items we sell will make someone very happy as a holiday season present.

Have you been caught up in the "Spirit of Christmas," the spirit of holiday good will? If not, re-evaluate and remind yourself just how important your services are to everyone. Keep the "Spirit of Christmas" alive throughout your career, because that special spirit is needed today more than ever.

The National Auctioneers Association very much endorses the spirit of good will that is present during the holiday season. The Association brings together the talents of 6,000 dedicated professionals, who provide service to the public throughout the year. We can all be thankful for our many members, who exchange their ideas and observations in programs initiated by the National Auctioneers Association. Immediately following the New Year, auctioneers and auction-affiliated experts will exchange ideas at both

the Williamsburg and Phoenix Seminars. Williamsburg instructors include well-known auctioneer and antiques consultant George Michael of New Hampshire, plus Roger R. Early of Ohio, an antiques dealer and appraiser. Other Williamsburg professionals, who are experts in their respective fields include: Dana Blackwell, American Clock and Watch Museum vice president from Connecticut; Dr. Robert Bishop, Director of the American Museum of Folk Art in New York City; Behrooz Hakimian, St. Louis, president of one of the largest importers of handmade oriental rugs; and R. Scudder Smith, editor and publisher of a leading antique publication in Connecticut.

After the Williamsburg Seminar, a new host of experts will share their experiences and skills at the Phoenix Real Estate-at-Auction Seminar.

Both of the NAA Seminars are chaired by two NAA leaders — volunteers — 1st Vice President Archie D. Moody, and past president C. P. Terry Dunning.

The sharing of talent and skill is a primary reason for the National Auctioneers Association's existence, and when the talent is shared, the profession in general benefits. The end result is that the Association grows, the auction method becomes more respected, and the public continues to realize the value of the auctioneer. Throughout the year, the NAA returns to its members the benefits of association. The Certified Auctioneers Institute which only NAA members have the privilege of attendance is an exemplary benefit. At the CAI, instruction and services are provided in all of the business aspects of the auction profession, which cannot be obtained in one course through any other program.

To conclude the year, the NAA provides the beneficial programs of the national convention. In Nashville, July 28-August 2, 1980, fifteen hundred auction-affiliated people will gather to review the techniques and practices, which have made NAA auctioneers successful in their businesses. And during the convention, the officers and directors of the Association are elected to continue the sharing of benefits and talent with the 6,000 members in the coming year.

Continued on page 5

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THE AUCTIONEER

DECEMBER, 1979

Volume XXX, Number 12

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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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We're Privileged . . .

Continued from page 3

The spirit of Christmas — that special spirit of good will toward all men — is strong throughout the National Auctioneers Association. Remember, as you share the festivities during the 1979 holidays, that serving as an auctioneer can be a gift — the gift of providing the American people with the auction method of selling.

The Cumberlins — my wife Carolyn, daughter Shelly and I — wish you the happiest of holiday seasons and continued good wishes for the New Year. May you continue to see the "Spirit of Christmas" in all your daily auction activities.

A Christmas Bid

"What do you bid for this Holy Eve?" the auctioneer softly spoke to the small gathering. "I bid Peace," replied one bidder to his side, and "Love I'll bid," a shepherd advanced the sale.

"I have Truth on this side," a turbaned ringman called out. "Do I hear Rejoice?" the auctioneer cried. "I'll bid Joy," another bidder replied.

"Spirit I bid," came from a regal garbed King, "and I have Happiness from the left side," another ringman pointed to an innkeeper bidding.

"Wisdom is now bid, and here is Life," the auctioneer announced. And the bidding continued into the single star filled night.

The auctioneer continued to cry the sale with all his might, "And what is my final bid? Is there one?" A woman's gentle voice, kind and sweet, carrying a swaddle wrapped child spoke out, "I bid one, my only son, he is what all of you have bid . . . not just one."

Quiet peace filled the crowd as an aura glowed above the Child's head.

"Sold," the auctioneer declared, "Sold for Peace on Earth, Good Will toward Men."

**An original short story by
NAA member
J. Wayne Taylor**

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1980 Census Questionnaires Have Gone To Press

The 1980 census forms are on the presses. Printing plants in Arizona, California and New Jersey are working around the clock through early December to produce millions of the questionnaires. Laid end to end, they would stretch around the earth three times.

Each of the 86 million housing units in the United States will receive a questionnaire in the mail next March 28. The 1980 Census of Population and Housing actually begins on April 1. Instructions on the questionnaire will ask people, depending upon where they live, either to mail back the completed form or keep it until a census taker arrives to pick it up.

Besides the March 28 mailing, millions of additional questionnaires are needed to count people who live in institutions, colleges, barracks, and similar types of housing. These forms also are used to count all households which do not return them in the mail.

Printing the questionnaires will cost about \$8.1 million, averaging less than five cents apiece. The printing began early this spring at the plants that successfully bid for the Government Printing Office contracts. Five thousand tons of paper and 85 tons of blue and black ink will be used in the eight-month printing job.

After passing inspection, the questionnaires are shipped to contractors who stuff them in envelopes, place address labels on them and send the forms to post offices for delivery to households.

Most households will receive a short version of the questionnaire, four pages in length, which can be completed in minutes. The remainder, about one in five households, will be asked to spend 45 minutes or so answering a longer, more detailed questionnaire.

Both versions of the 1980 census form were finalized and sent to press only after being tried in test censuses and four years of review by Census Bureau officials, State and Federal agencies, members of Congress, business groups, civic organizations, and private citizens.

(EDITOR'S NOTE: The NAA office has made arrangements with the Census Bureau to publish forthcoming census information about auctioneers and the auction industry.)

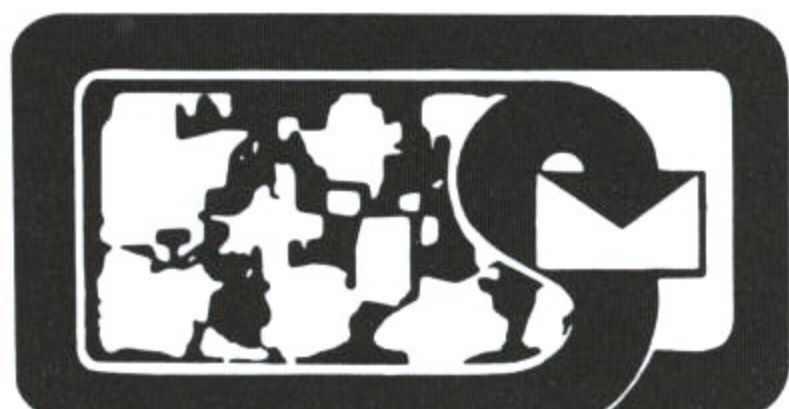
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THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

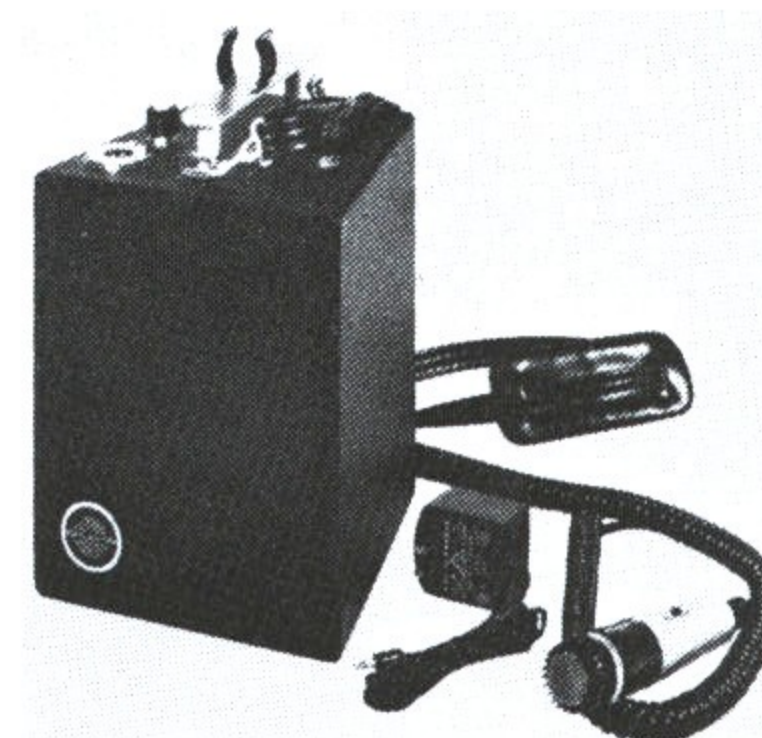
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| 3. Contracts | 11. Fees — Commission |
| 4. Sale summary | 12. Appraising |
| 5. Uniform commercial code and auctioneer liability | 13. Land description and surveys |
| 6. Reserve bidding | 14. Working together |
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| 8. Ringman | |

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The Successful Auctioneer: Suggested Essentials

By Archie D. Moody
NAA First Vice President

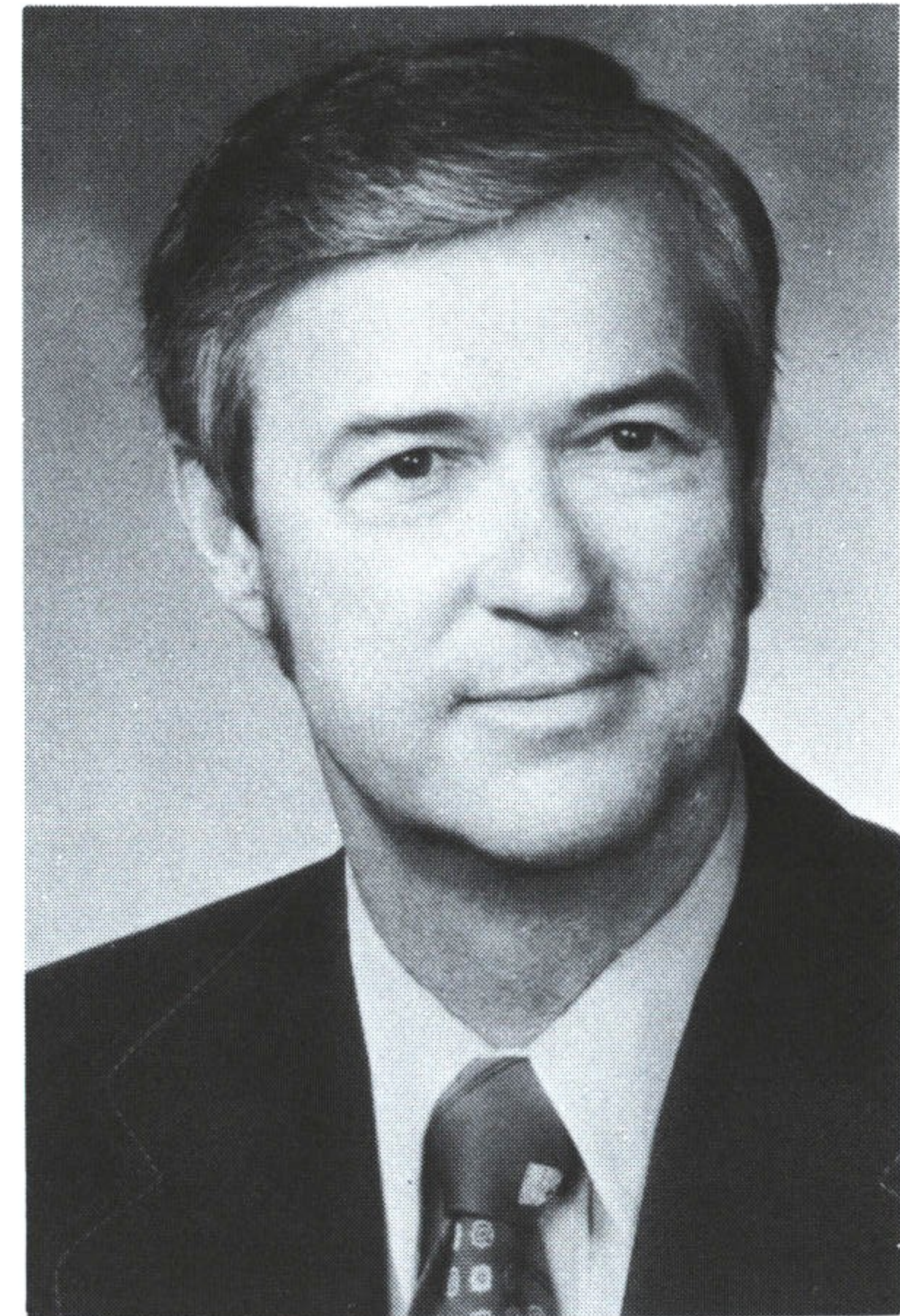
I've heard the question asked many, many times, "how do I become a successful auctioneer, a business success in the auction profession." The answer is not as simple as one may think because we first have to decide what is meant by "successful". Are we talking about self satisfaction or financial achievement or both? The answer is still not simple. I would be remiss to imply that auctioneering is a profession for easily becoming successful. Therefore, the following "essentials" are part of succeeding. I have tried to use them as a guideline for my life, and I would like to share these essentials and their meanings with you. I list these in the order that I have applied them to my auction profession: acknowledgement of God, integrity, honesty, initiative, involvement, persistence, endurance, and professionalism.

Acknowledgement of God. I have never been ashamed to give God credit for the joy that I have experienced in my chosen livelihood. There is one thing that I do in my opening statements at every auction I conduct; I thank the Lord for the beautiful day regardless of the weather report. This has become a part of my trademark. I have on several occasions let the thankful prayer slip by, and usually it is brought to my attention by someone in the crowd. I also thank God every night for all the blessing and for the talent that He has given me.

Integrity. Integrity in the auction profession is most essential. One must be of good character and sound principle; integrity is something we just can't do without. We need good character and sound principle in the auction profession just as the public demands integrity of lawyers, doctors, and other professionals. Nearly all auctioneers, young and old, know that the first thing we auctioneers have to sell is ourselves. We sell a service, but first we have to sell ourselves as professionals of some integrity. Character and principle are essential to the service we sell; and the longer you are in our profession, the more priceless integrity becomes.

Honesty. "He or she is an honest auctioneer, honest in every respect." I believe that is one of the highest compliments that an auctioneer can receive. For a customer to say this about you is strong incentive for you to continue to do your best. Knowing full well it's your customers who make or break you is wisdom. But it is like fire, don't play with it. Instead, strengthen your profession and business with solid honesty. It applies whether you are operating your own company, or whether you are employed by an auction company. Remember that you are self-employed even though you are working for someone else, because your *personal* reputation for honesty is most important. Always be honest, it pays great dividends.

Initiative. Stand tall among your fellow pro-



fessionals, be above reproach, have confidence in yourself. Knowledge gives you *confidence* to take the initiative in business. Always hold your head high, and when talking to a client or even just a friend, always look them in the eye. Speak clearly and with authority, but welcome the chance to take the initiative. Everyone can respect that.

Involvement. Involvement covers a lot of things. Getting involved in community projects is one of the best ways to make yourself known. Be available to conduct charity auctions — benefits for schools, churches, civic organizations — but make a judgment about the type of benefit that will best display your auction talent. Make sure the benefit is for a reputable organization; your valuable reputation is on the line. Stay away from questionable projects. Be sure that the organizations are of high moral character, just as you, the auctioneer, must be. You are saying to the public that this benefit is justified and that you believe in, and have faith in the charity. Do your best level of work, but remember, you are receiving pay, but not in dollars and cents. Good experience, good exposure is very important to your business.

Stay involved, get to be known, let the public get to know you. Visit auctions that are already established, get involved with further education, join your State and National Associations and take advantage of the seminars that they offer. These organizations have much to offer you, because as I said above, "knowledge gives you confidence". Confidence also helps you stay involved.

Attend the CAI, which is, in my opinion, like getting your master's degree in auctioneering. It is one of the finest courses that has ever been offered to auctioneers throughout the country.

Follow through with your learning process. Earn the certification that is available for those who are determined to educate themselves, determined to stay abreast of the detailed aspects of the auction profession. When you receive these certificates or awards for different accomplishments, be proud of them. They speak well of you; they show that you are involved.

Persistence. Without persistence, no one would be in the auction business. When I started out, persistence was especially difficult in my area because auctions, excluding livestock and tobacco, were almost never heard of. An auction was almost a sure indicator that the seller was bankrupt or broke, and was forced into auction by the creditors. There seemed to be a stigma, but the profession has grown, and now it is a different story these thirty years later. I knew at that time that auctioneering was the field of endeavor to make my livelihood. My confidence grew, however, through persistence. Be willing to travel that long rugged road that is a reality for every one of us. It was difficult at times to continue back in the early '50s, but I didn't give up. I worked hard at trying to become a successful auctioneer. The hours might be long and the paycheck may be small, but always persist. The auction profession is an ever-growing business.

Endurance. Find the "tolerance" to endure. Find the stamina to endure the hardships and heartaches that are sure to come your way. At times, hardships, headaches and personal tragedies will almost make you give up. That's the moment to find the endurance which can help you use all the energies that you possess. Also, no matter how many unfortunate situations arise, the love of the profession can help you endure.

Make the decision not to be a quitter. If you are dedicated and determined to become a successful auctioneer, your dedication will give you the courage, strength and drive to carry on. You'll see the need to devote many, many hours that really belong else-

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where, but must be given to the job at hand. And, certainly, the many hours that you will put in as I have done and am still doing, are part of our responsibility to our families. Endurance sometimes demands that we put our business first as part of our responsibility to family and profession.

Professionalism. All of the things that I have discussed can apply favorably to both your personal and business life. However, there is a single word which brings them all together — professionalism. We demand it from our lawyer, our doctor, and anyone else in business that we trust and depend upon. The public in general, represented by our clients, are now demanding professionalism from auctioneers. There is a lot of talk in our business about professionalism, but the time for talking is over. We must be professional.

The above eight "essentials" are, in my opinion, suggested prerequisites for a successful auction business. Give to your business only your best, trust in God, follow our NAA Code of Ethics, and succeed. Let's progress and become the successful auctioneers and business people that we all can become.

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1980 NAA Seminars, Register NOW

The 1980 NAA Seminars are filling up fast, with each seminar limited to only 100 registrants. In order to assure hotel lodging and control registration, the special hotel reservation form for each seminar hotel will be sent to the registrant only upon receipt of the completed seminar registration at right.

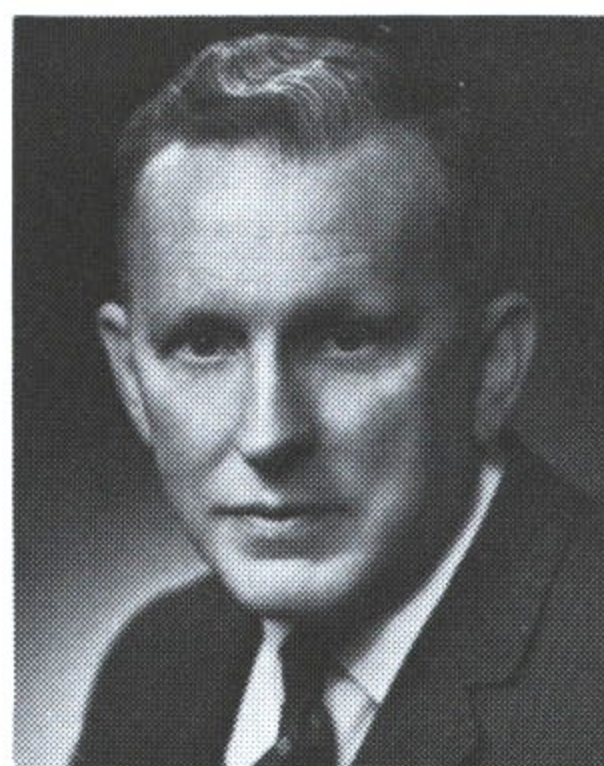
For example, the special form that you'll use to make your hotel reservation at Williamsburg, must be at the Williamsburg Lodge by December 30, 1979. The only way you can obtain your Williamsburg hotel reservation form is to mail your completed Williamsburg Seminar registration to the NAA office as soon as possible. Likewise for Phoenix. Registrations received by the NAA office will be processed in the order of earliest postmarked date, so prompt registration is most important.

The 1980 NAA Seminars are expected to be bigger and better than ever, and now is the time to assure your attendance. Send the NAA office your completed seminar registration; we'll send you the form to make your seminar hotel reservation.

Clocks Instructor Announced for Williamsburg Seminar

Mr. Dana J. Blackwell has been selected as the clocks instructor for the NAA Antiques-at-Auction Seminar at Williamsburg. Mr. Blackwell's background is indicative of his expertise in the field of antique clocks.

After university graduation, Dana Blackwell taught mathematics, Latin, German, and English for



Dana J. Blackwell

ten years. With twenty-four years as an engineer in aircraft instrument systems, Mr. Blackwell joined Howard Clock of Wattham, Massachusetts as chief engineer and vice president in design and production of traditional Howard clocks. From a very early age, Dana Blackwell has collected and repaired American and foreign clocks and watches. Many rare items have been repaired for museums and collectors.

Mr. Blackwell lectures frequently on horological subjects, and has published articles in *Anti-Quaren's Horology* (Great Britain), and the bulletin of the National Association of Watch and Clock Collectors (NAWCC). He has served as a vice president of the American Clock and Watch Museum and of the NAWCC. A consultant to other museums, Dana Blackwell is presently involved in the restoration of clocks at the American Clock and Watch Museum.

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Special Room Rates at Williamsburg Seminar

Special room rates for NAA Williamsburg Seminar registrants are an added feature of the upcoming Antiques-at-Auction Seminar, January 21, 22, 23. The following NAA rates cover from arrival Sunday, January 20, to departure Thursday, January 24. Rates are available only to NAA Seminar Registrants.

Williamsburg Lodge South Wing: Single, \$29
Double, \$32

Williamsburg Lodge West Wing: Single, \$35
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All rooms equipped with one queen size bed and a single sofa-bed. Extra person charges at the Lodge Complex, \$8.

The NAA office will refund your seminar registration if the office is informed in writing that you will not be able to attend because of an unforeseen emergency. Refunds will be made before, and up to, the date of the Williamsburg seminar. Your cooperation concerning refunds is most appreciated because the NAA seminar staff must give advance luncheon and lodging guarantees as part of the seminar planning.

Please feel free to contact the NAA office during regular business hours for any additional seminar information.



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Under the bright Arizona sun, real estate professionals from across the nation will assemble in February, 1980, topic — Real Estate-at-Auction.

To attend this most informative NAA seminar, early registration is a must.

Professional auctioneers and non-auction, real estate pro's will be the instructors for the 1980 NAA Real Estate-at-Auction Seminar in Phoenix. Del Webb's spacious Townhouse Hotel will be the site of the NAA Seminar, February 18, 19, 20. All seminar instructor sessions will be held at the Townhouse. NAA members are encouraged to sign up early for both seminars in 1980 — Williamsburg/antiques in January, Phoenix/real estate in February — because attendance is limited and registration is "first come, first served".

This AUCTIONEER article is a brief look at three informative days in February. For the NAA member whose auction activity includes real estate, the 1980 NAA Phoenix Real Estate-at-Auction Seminar will definitely good for business.

Martin E. "Marty" Higgenbotham

In 1977-78 Marty Higgenbotham served the National Auctioneers Association as its president, completing a career of service to the Association as first and second vice president, director and convention chairman. Marty has been a seminar instructor and featured speaker at many professional meetings including appraisal organizations, antique collectors associations, realtors, and civic organizations. Presently serving as an NAA director, Marty is a member of the American Society of Appraisers and the National Association of Realtors.

POOLSIDE LUNCH adjacent to the meeting room will be served during the seminar.



HOTEL AND CONVENTION CENTER, Del Webb's Townhouse awaits NAA Phoenix seminar registrants.

Arthur L. Schwartz, Jr.

Mr. Schwartz is currently the Real Estate Coordinator at the California Polytechnic State University, San Luis Obispo. He is responsible for curriculum development, student counseling, and other activities in the real estate program. He is also an Associate Professor of Finance and Property Management in the School of Business at Cal Poly.

Arthur Schwartz, Jr. has published widely in real estate publications and financial journals. He has



served as an assistant vice president for research, Watling, Lerchen and Co., Detroit, and an investment analyst for Prudential Insurance. Over the last several years, Mr. Schwartz has consulted with large private investors for real estate investment analysis, security and portfolio analysis, and more.

Mr. Schwartz is a member of American Real Estate and Urban Economics Association, Financial Management Association and other professional societies.

Dean W. Fleming

Dean Fleming, a native Iowan, lives in Atkinson, Nebraska. An early associate of Ernie Weller, prominent Atkinson auctioneer, Dean has supplemented his "farm operations" degree from Iowa State with years of experience in the livestock auction industry. He has also remained active as a real estate broker, mortgage loan broker and appraiser, insurance underwriter, and auctioneer for the past 27 years. Dean's professional services range from Northeast Nebraska to South Dakota and Iowa.

Dean Fleming heads a real estate firm with offices in Atkinson, O'Neill, and Bassett, Nebraska. His firm has a staff of nine licensed real estate salespersons.

A past president of the Nebraska Auctioneers Association, Dean Fleming is a past president and current treasurer of the National Auctioneers Association. He was inducted in the NAA "Hall of Fame" in 1975. Dean is also a third year CAI candidate and secretary-treasurer of the Weller Foundation.

Larry Lane

For nine years Mr. Lane has been the advertising coordinator for Hudson and Marshall Inc., nationwide liquidators and auctioneers. He supervises all phases of auction advertising including print media, radio, and television. Mr. Lane's advertising background is based upon ten years in the radio business, both as a station sales representative and broadcast production for radio stations throughout Georgia.

Mel Giller

Mr. Mel Giller is president of Nationwide Auction Company which has offices in Tucson, Arizona; Newport Beach, California; along with a broker representative for his company in Honolulu, Hawaii. He was born in Boston, Massachusetts, on May 8, 1926, and attended high school and college in that area. He served with the U.S. Marines in World War II.

He is involved with sales, sales management and marketing for the past thirty years. He is National sales manager for two major real estate development companies. He has been active in the real estate field since 1961 and is currently licensed as a real estate broker in the states of Arizona and California.

He belongs to the National Auctioneers Association; Arizona Auctioneers Association; California Auctioneers Association; National Association of Realtors; Arizona Association of Realtors; California As-

sociation of Realtors; Tucson Board of Realtors; and New Port Harbour-Costa Mesa Board of Realtors. He attended the Missouri Auction School.

For years he has devoted himself exclusively to the sale of real estate at auction. Over the past two years he has gained a reputation in the real estate community out there in the western part of the country as a lecturer, author and instructor on selling real estate at public sales.

Sheldon Good

Mr. Sheldon Good, CCIM, is president of Sheldon F. Good & Co. and its auction division, Real Estate Inc. The firms specialize in commercial, industrial, and investment real estate sales. Mr. Good is a past president of the Commercial Investment Division of the National Association of Realtors, and past director of the Chicago Real Estate Board. He has been designated as one of Chicago's ten outstanding young men.

The Good auction company is the only Chicago firm that specializes in the marketing of commercial real estate through the auction process. Real Estate Inc. does not sell personal property, but rather auctions hotels, motels, apartment buildings, office buildings, condominiums, and vacant land. Since 1970, the company has been successful in 102 out of 109 real estate auctions. Mr. Good's auction company uses a very professional approach to the use of the auction as a real estate marketing tool.

In addition to being a real estate broker and auctioneer, Sheldon Good is a well known author and lecturer, speaking at the Wharton Graduate School of Business, the University of Chicago, and UCLA. Mr. Good has been quoted in articles appearing in the *Chicago Tribune*, *Newsweek*, *U.S. News and World Report*, and the *Los Angeles Times*.

Matthew S. Biron

Mr. Biron is an attorney at law engaged in general practice in Philadelphia, Pennsylvania for many years. He is a graduate of the Temple University School of Business Administration with a Bachelor of Science Degree. He obtained his law education and law degree from the Law School at Temple. Mr. Biron has had considerable experience, both practical and legal, in the auctioneering profession as secretary of, and the lawyer for Louis Traiman Auction Company whose main office is also in Philadelphia. His experience with the Traiman organization has covered a variety of personal property sales, livestock, and also real estate sales.

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1980 NAA Seminar — Phoenix, Arizona February 18-19-20

Sunday, February 17

8:00 p.m. to 9:30 p.m. **SEMINAR RECEPTION** — Room to be Announced, Del Webb's Townehouse, Phoenix, Arizona.

Monday, February 18

8:30 a.m. to 9:00 a.m. **SEMINAR REGISTRATION** — Cortez Room Foyer, Del Webb's Townehouse
9:00 a.m. to 11:45 a.m. **RESIDENTIAL REAL ESTATE AUCTIONS/COMBINING THE AUCTION AND PRIVATE TREATY REAL ESTATE FIRM** — Cortez Room. Martin E. Higgenbotham, Director and Past President, Lakeland, Florida.

12 noon to 1:15 p.m. **LUNCHEON** — Poolside, Del Webb's Townehouse. Luncheon for Seminar Registrants, Instructional and Seminar staff only (informal).

1:30 p.m. to 4:45 p.m. **FINANCING FOR THE REAL ESTATE AUCTION** — Cortez Room. Arthur L. Schwartz, California Polytechnic State University, San Luis Obispo, California.

4:45 p.m. to 7:30 p.m. **FREE TIME** (Registrants to prepare own arrangements for dinner).

7:30 p.m. to 10:00 p.m. **SELLING FARM LAND AT AUCTION** — Cortez Room. Dean Fleming, Treasurer and Past President, Atkinson, Nebraska.

Tuesday, February 19

9:00 a.m. to 11:45 a.m. **ADVERTISING THE REAL ESTATE AUCTION** — Cortez Room, Del Webb's Townehouse. Larry Lane, Hudson & Marshall, Inc., Macon and Atlanta, Georgia.

12 noon to 1:15 p.m. **LUNCHEON** — Poolside, Del Webb's Townehouse. Luncheon for Seminar Registrants, Instructional and Seminar staff only (informal).

1:30 p.m. to 4:45 p.m. **WRITING AND LISTING THE REAL ESTATE AUCTION/PROMOTING THE REAL ESTATE AUCTION METHOD** — Cortez Room. Mel Giller, Nationwide Auction Company, Tucson, Arizona.

4:45 p.m. to 7:30 p.m. **FREE TIME** (Registrants to prepare own dinner arrangements).

7:30 p.m. to 10:00 p.m. **COMMERCIAL AND INDUSTRIAL REAL ESTATE AUCTIONS** — Cortez Room. Sheldon Good, Auctioneer, Chicago, Illinois.

Wednesday, February 20

9:00 a.m. to 11:45 a.m. **LEGAL ASPECTS OF SELLING REAL ESTATE AT AUCTION** — Cortez Room, Del Webb's Townehouse. Matthew S. "Sid" Biron, Louis Traiman Auction Company, Philadelphia, Pennsylvania.

12 noon to 1:15 p.m.

1:30 p.m. to 4:45 p.m.

4:45 p.m. on

LUNCHEON — Poolside. Luncheon for Seminar Registrants, Instructional and Seminar staff only (informal).

ROUND TABLE DISCUSSIONS — Cortez Room. Registrants to be divided into groups of ten, twelve or fifteen. Round table discussions to be moderated by registrants selected by Co-Chairman C. P. "Terry" Dunning.

SEMINAR REGISTRANTS DEPART.

SPECIAL INFORMATION:

Registration: Registrations not accepted unless accompanied by Full Seminar Fees (\$150 per NAA member; \$75 for NAA member's spouses and NAA members' auction staff members).

Limited registrations not available. Registrants must register for full, three-day seminar program. Meal function head counts determined by total number of registrants, instructional and seminar management staff.

Hotel Reservations: NAA Seminar Hotel Room Rates available ONLY to those registering for the NAA Seminar. Individual registrants to make own hotel reservations, using the reservation form sent by NAA Office upon seminar registration. Hotel will not accept phone reservations, as limited number of NAA Seminar rooms are available.

Seminar Materials: Seminar registrants will receive, during the Registration period on Monday morning (8:30-9:00 a.m.) the following: schedule of Phoenix Seminar, NAA pad and holder, NAA ballpoint pen, and name badge.

Del Webb's Townehouse, How To Get There

The site of the 1980 NAA Phoenix Seminar is only 20 minutes from Sky Harbor International Airport to the front door of the hotel. Eight major airlines serve the Phoenix area.

Airport limousine service is available from the airport to the Townehouse Hotel for a nominal charge per person (around \$3). The limousine meets all flights and stops are made at other hotels. Limousine service from the hotel to the airport is available by reservation, or every half hour.

Cab service is available at all hours. If four people share a cab, the fare is the same as if for one. From the airport to the Townehouse, the fare is approximately \$8.

If you're traveling by car to the Phoenix seminar, the hotel address is 100 West Clarendon Avenue in Phoenix. The location is accessible by the Black Canyon Freeway (Interstate 17) with exits 10 minutes from the hotel, or by Grand Avenue (Interstate 10). Valet parking is available for all registered guests; six parking lots are adjacent to the hotel.

If you're arriving by bus, the new Greyhound Bus Depot is 10 minutes from the hotel.

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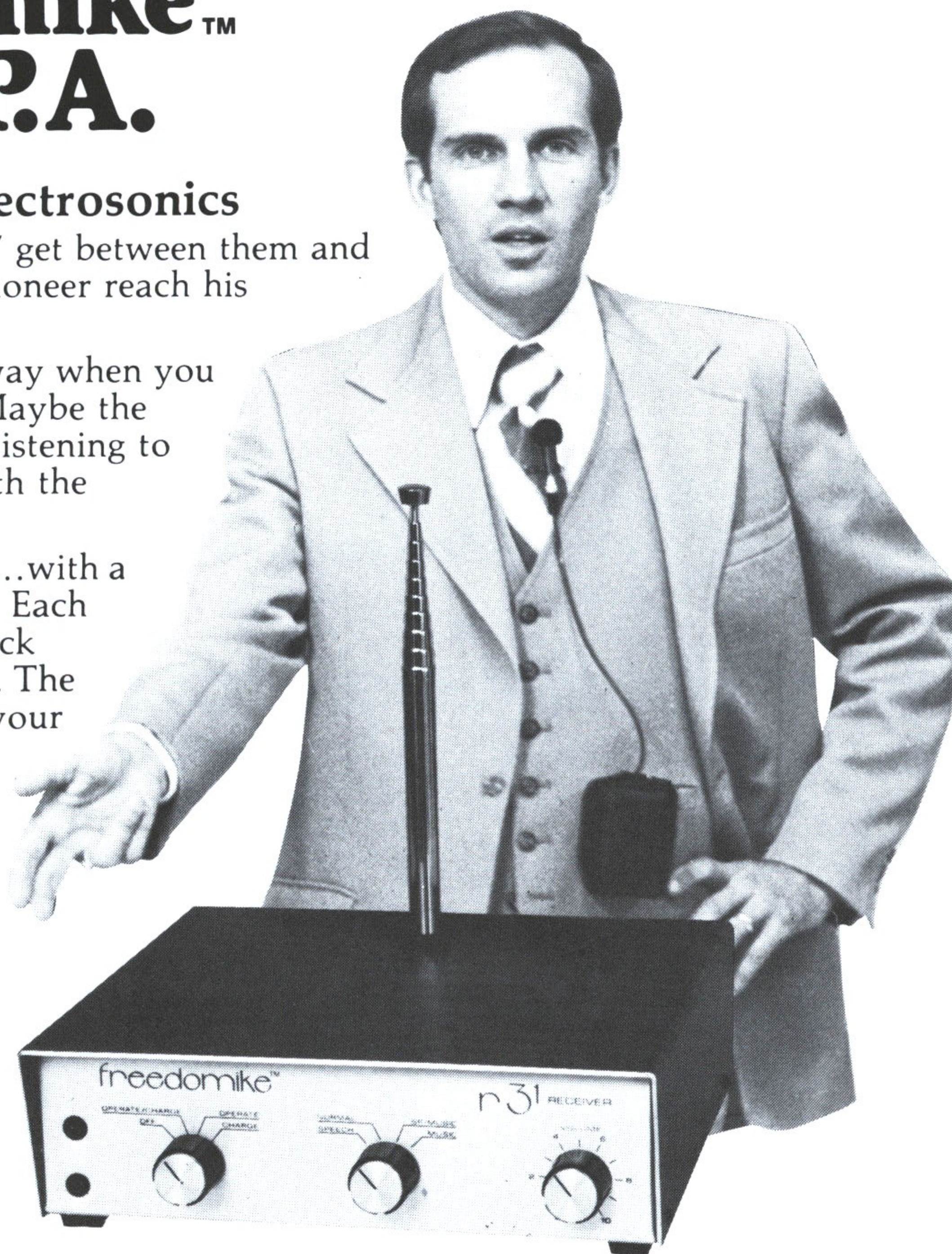
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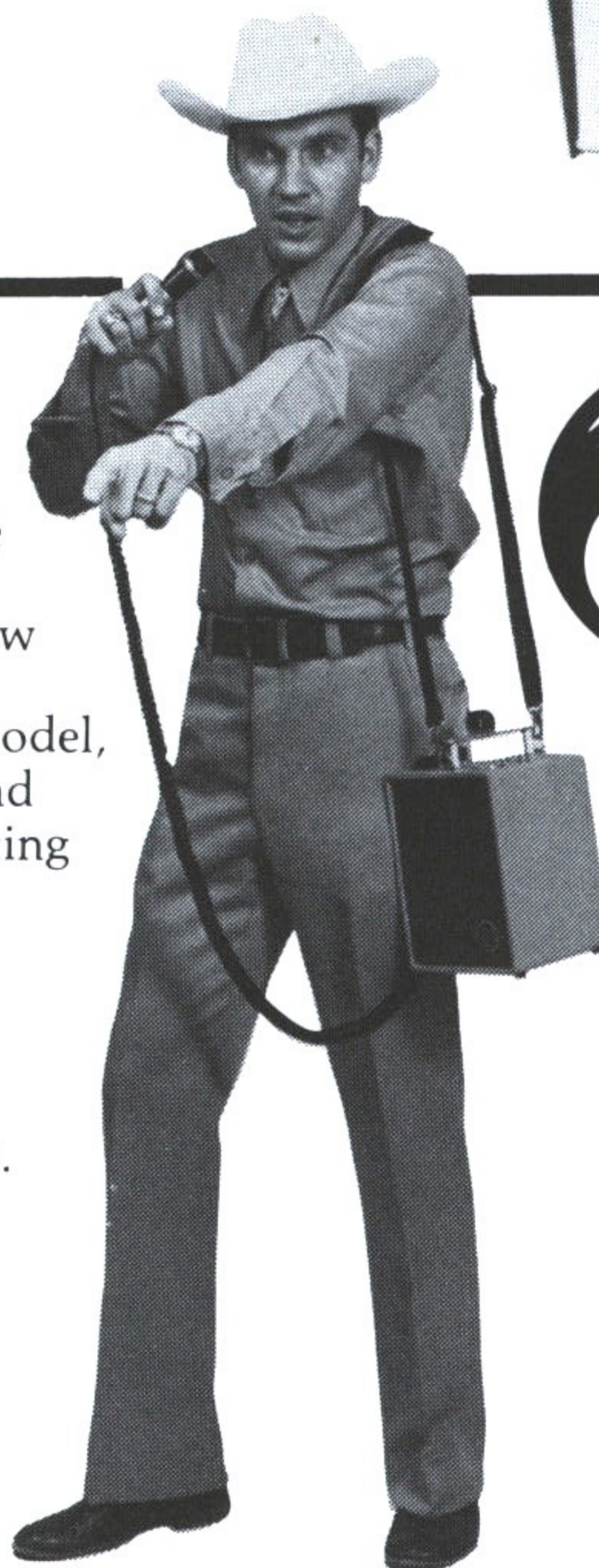
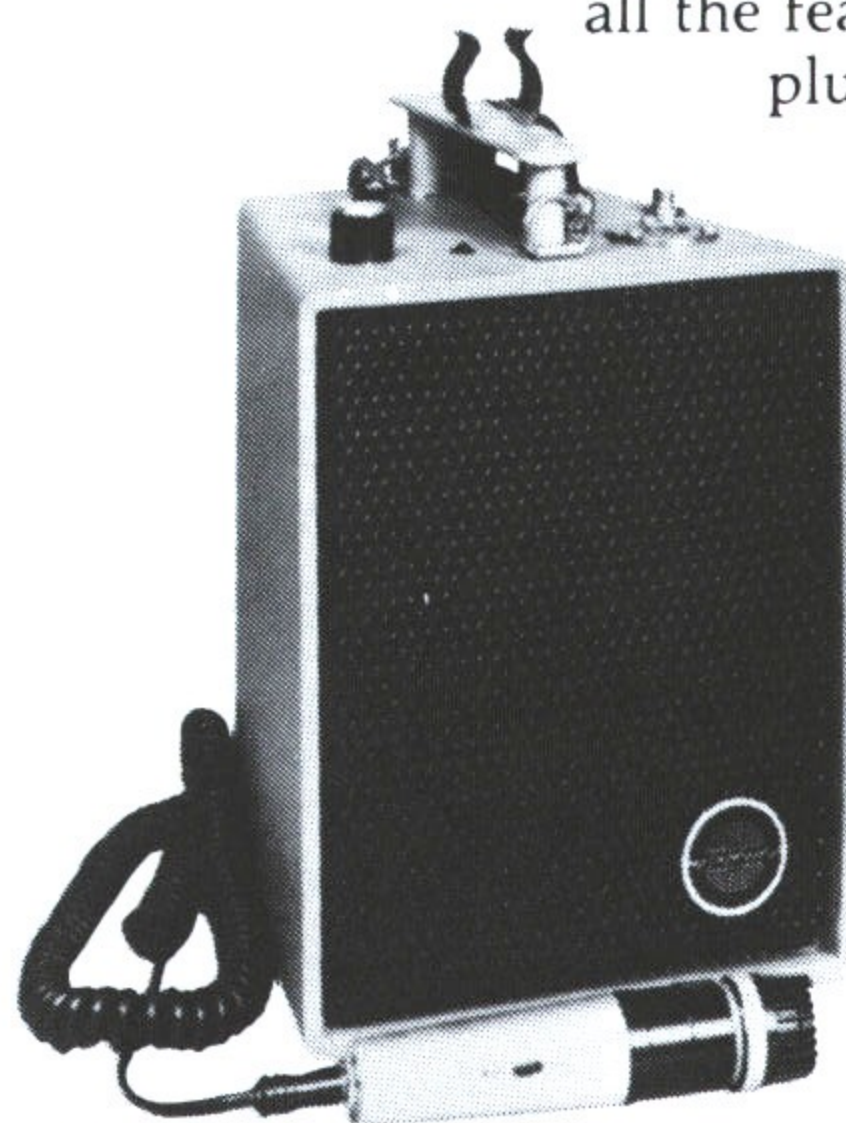
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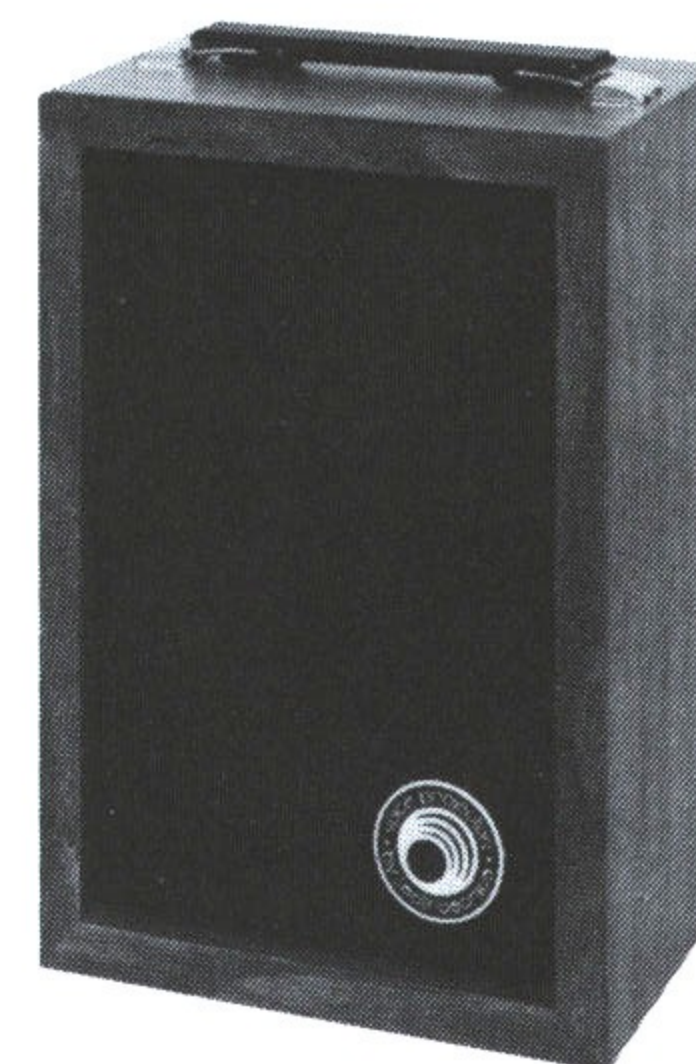


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1980 NAA SEMINAR REGISTRATION

Williamsburg, Virginia —
January 21, 22, 23 —
Colonial Williamsburg Lodge



SUBJECT: SELLING ANTIQUES AT AUCTION

(At each 1980 NAA Seminar the general seminar topic will be covered IN DETAIL by non-auctioneer experts in the field as well as professional antiques auctioneers.)

HOTEL RESERVATIONS —

Seminar registrants must make their own hotel reservations for each of the two 1980 Seminars. Hotel reservation forms for both the Williamsburg (January, Antiques) and Phoenix (February, Real Estate) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations must be made by December 30, 1979 for the 1980 Williamsburg Antiques Seminar.**

1980 REGISTRATION FEES INFORMATION

Only three-day registrations will be accepted. One or two day registrations will not be accepted

for either 1980 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse or family member attending a seminar with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1980 WILLIAMSBURG SEMINAR REGISTRATION

_____ \$150 Three-day Williamsburg Seminar Registration
_____ \$ 75 Spouse's Three-day Williamsburg Seminar Registration

\$ _____ TOTAL WILLIAMSBURG SEMINAR FEES

Enclosed is my check in the amount of \$_____, made payable to the National Auctioneers Association, for my 1980 NAA Williamsburg Seminar Registration.

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Spouse's Name or Family
Member If Applicable _____

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1980 NAA SEMINAR REGISTRATION

Phoenix, Arizona —
February 18, 19, 20 —
Del Webb's TowneHouse Hotel



SUBJECT: SELLING REAL ESTATE AT AUCTION

(At each 1980 NAA Seminar the general seminar topic will be covered IN DETAIL by non-auctioneer experts in the field as well as professional real estate auctioneers.)

HOTEL RESERVATIONS —

Seminar registrants must make their own hotel reservations for each of the two 1980 Seminars. Hotel reservation forms for both the Williamsburg (January, Antiques) and Phoenix (February, Real Estate) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations must be made by January 27 for the 1980 Phoenix Real Estate Seminar.**

1980 REGISTRATION FEES INFORMATION

Only three-day registrations will be accepted. One or two day registrations will not be accepted

for either 1980 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse or family member attending a seminar with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1980 PHOENIX SEMINAR REGISTRATION

_____ \$150 Three-day Phoenix Seminar Registration
_____ \$ 75 Spouse's Three-day Phoenix Seminar Registration

\$ _____ TOTAL PHOENIX SEMINAR FEES

Enclosed is my check in the amount of \$_____, made payable to the National Auctioneers Association, for my 1980 NAA Phoenix Seminar Registration.

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The General Auctioneer

By Lyle Erickson
NAA Director

The general auctioneer is usually a very busy person, busy making a success of the auction business. Part of that success comes through attendance at community meetings and functions. By being active in church, taking part in the many activities that make God the Center of one's life. Yes, general auctioneers are busy people, both in their personal lives and in the auction profession. Therefore, "busy making a success of the auction business" describes the topic of this article.

The general auctioneer is busy with clients: writing advertising, making lists, getting property advertised for the auction. The cost of advertising today often requires the auctioneer to write several different ads for several different publications. Deadlines keep auctioneers busy, and almost everything about the auction business has deadlines to meet. The advertising and the time of the sale have very little grace periods.

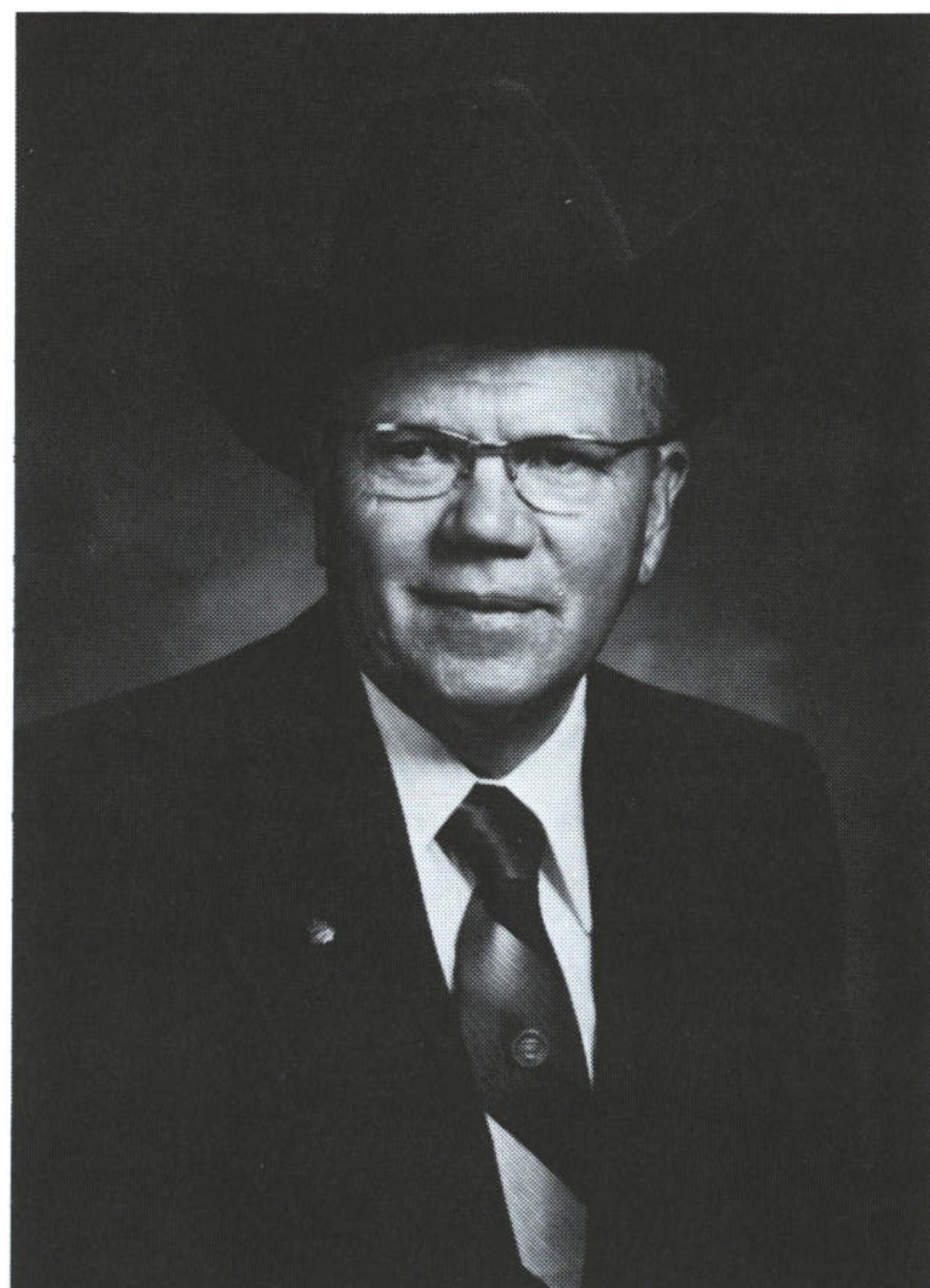
The auctioneer stays busy visiting with clients about the merchandise to be sold. The merchandise should be arranged in a manner so that the selling may proceed in a continuous flow. The merchandise, the public and the all important element of time must always be considered.

I have always believed that one of the greatest assets an auctioneer can have is knowledge of a product's value. In this age of rapid inflation that we have had in the past ten years, it has been quite difficult to keep up with the changes of the prices, but it can be done. Because the general auctioneer sells such a large variety of merchandise, it is even more difficult. Therefore, it takes a continuing effort on the part of the auctioneer to keep informed. I feel very guilty if I come to an item, small or large, when I'm auctioning and I don't have any idea what it should bring. The public, of course, will set the price, but what bothers me is an item which I do not have a proper price to sell, then move on to the next item. When you inventory the auction, that's the time to find out if you are knowledgeable of the value of the merchandise to be offered. Don't wait until the day of the sale. With farm machinery, you have the *Farm Implement Trade In Manual* which can be a very good reference. Consult with the Farm Implement dealers in the auction area. They are very willing to share with you their thoughts and prices on used farm equipment.

Use the resources of the local jewelers for jewelry, glassware, china, silver, and other related items. There are also price guides available on almost all antiques & collectibles. As I said before, prices are changing so rapidly it is hard to keep current, but a good effort certainly helps.

Another good source of price information is your fellow auctioneers. I often contact a fellow auctioneer to see what certain equipment has sold for at other sales. I find other auctioneers very willing to share their knowledge and experience with me.

Several of the larger equipment and construction



auction companies publish reference books and price guides which are very helpful in establishing current prices. In our area we sell quite a lot of livestock, and a stop at the local livestock market is very beneficial in establishing values. Tune the radio to the local livestock markets, and read about the markets in the local paper.

Busy or not, when discussing your upcoming sale with your client, be sure and remember the parking. Arriving at a sale only to find that parking wasn't considered, isn't good for business. Where customers are going to park is a very necessary part of your sale. Decide and plan for all parking. If you need to, hire additional help to see that customers can easily get to the parking area.

The busy auctioneer should never stop learning and for more than 25 years, the NAA's national conventions have always presented informative speakers and workshops on how to set up and conduct an auction. In recent years state auctioneer associations have held seminars on the sale of real and personal property of all types. Seven years ago the NAA began seminars. These have been excellent sources of auction information. Not only do you learn from the instructor, but you are with auctioneers who are very interested in the profession that they share. If you are not now attending seminars, be sure you make arrangements to do so.

Four years ago the first class of the CAI (Certified Auctioneers Institute) was held in Bloomington, Indiana. The CAI is sponsored by the NAA and is a program well worth attending. I was privileged to graduate from it last summer and received my CAI designation at the NAA Denver convention in July.

The "general auctioneer" is very busy, but very much likes it that way — busy with clients, advertising, sale management, price research, busy with learning to be a better auctioneer. However busy we keep ourselves, if we conduct ourselves in a respectable and professional manner, we will become the successful auctioneers that we are all working to become — successful in business, community, family, success in our relationships with God, the most important of all.

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"Little Things" That Get Auctions, Build Goodwill

By Sammy L. Ford
NAA Director

Have you as an auctioneer ever wondered why you were chosen for an auction over a competitor? I am sure we have all tried to answer that question especially when we had no idea that we would obtain a specific auction.

We are selected as the auctioneer for a variety of primary reasons: the ability to get the job done, being organized, having an effective advertising program, utilizing an efficient sales staff, etc. On the other hand, we sometimes get the contract for less significant reasons. Although elementary to us, these insignificant reasons are extremely important to our clientele. We can all site the "little things" that have made the sale, and our company has been chosen on several occasions because of attention to the little details that make a sale that much more successful.

Something that readily comes to my mind, that may seem unimportant, is *having a photographer at the sale*, particularly if it is an estate auction. Many family members have a sentimental attachment to a certain item simply because it was their parents' or relatives'. The auction is a day they want to remember. What better way to recall the sale than with pictures. Because we don't tell our clients prior to the sale that we provide a photography service, they are always pleasantly surprised when we present them with a pictorial account of the auction. They remember that special day and the company that conducted the sale. In fact, they remember it so well that the next time they need an auctioneer, who do you think they will call or recommend?

Not noly do we take color photos for our customers, but we also take black and whites. We can reproduce black and white prints for news stories, sales brochures, and future promotions. Our photographer is advised to get some shots of the heirs or owners, the crowd, particular items of importance, and naturally the sales staff. Photography is an inexpensive way of generating future business because we have had no problem finding a good amateur photographer in the community. Our photographer works for an hourly rate, plus cost of films and developing.

Another small service that creates sales is *assisting in the loading of sold items*. Many auctioneers feel that their job is complete when the hammer falls. However, those who are genuinely concerned in building goodwill do not share this attitude. It doesn't cost a great deal to have a couple of helpers for a few hours to help with the loading. I have had many kind remarks from our customers who have not received this kind of service at other auctions they attend. Your clients will appreciate this "little thing" just as much as ours.

Do you arrange for the *parking of cars* at your auctions? We began a few years ago to systematically park cars at any auction where we anticipated a large crowd, the possibility of traffic congestion, or highway danger. Parking has proved to be extremely



advantageous. There is nothing more frustrating than to attend any kind of public gathering and not be able to leave. And very seldom do we have to make an announcement that we need a car moved because it is blocking another.

In the past few months we have utilized a *security agency* which provides two uniformed guards at only four dollars per hour. They serve as auction security in addition to the handling the parking, thereby providing two services for a small investment.

More than anything else, however, I can recall a specific example of a "little thing" that secured a sizeable dairy auction for our company a few years ago.

After presenting our program to the sellers and detailing how our firm would provide the best auction possible, I was confronted with lowering my commission by two percent. My competitor in this particular situation was two percent under me and he had conducted a sale for the same people prior to this occasion, and evidently a good one. Nevertheless, I stood firm on the commission and ultimately we signed the contract.

After the signing I asked them why they chose me, proudly believing I had done a super sales job. Their reply, "because you told us you would give us a sales receipt of each item upon conclusion of the sale." The competitor had failed to do this at the previous auction, creating a cloud of suspicion and fear. Needless to say, I always make it a point to inform prospective sellers that we always give an accounting for items the day of the sale. Providing a sales receipt got us the sale; it was a "little thing" that we had always taken for granted. Remember, we are in an age of consumerism, and anything we do to alleviate public suspicion of auctions or auctioneers needs to be done.

Finally, and quite frankly I am almost embarrassed to mention it because it is so basic, how many times have we failed to thank a client? I do not mean the principal auctioneer thanking the client, but the entire staff. Nothing makes our clients feel better than each of our staff shaking hands and saying "thanks for allowing our company to handle your sale, and it was a pleasure working for you". By the same token, the buyers should be thanked as well; they may be the sellers next time. Our entire staff does this regardless of the size of the sale — another

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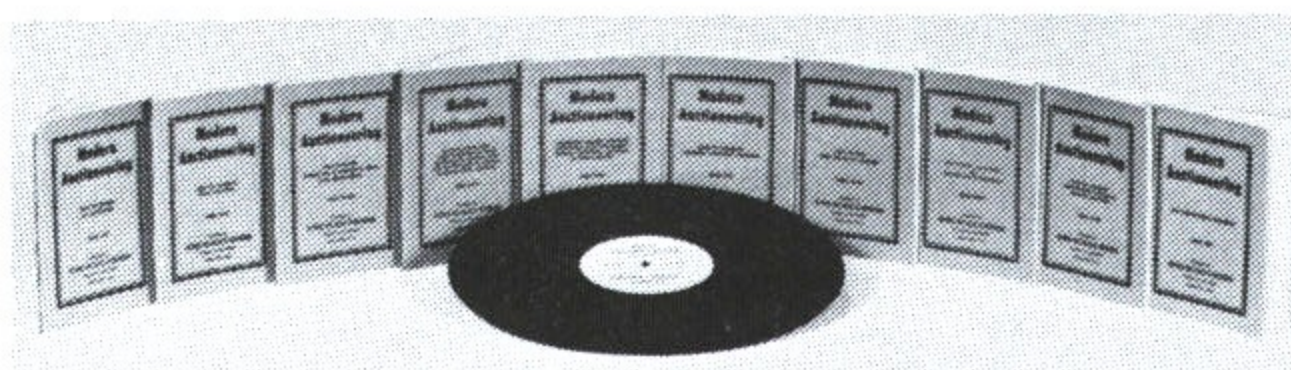
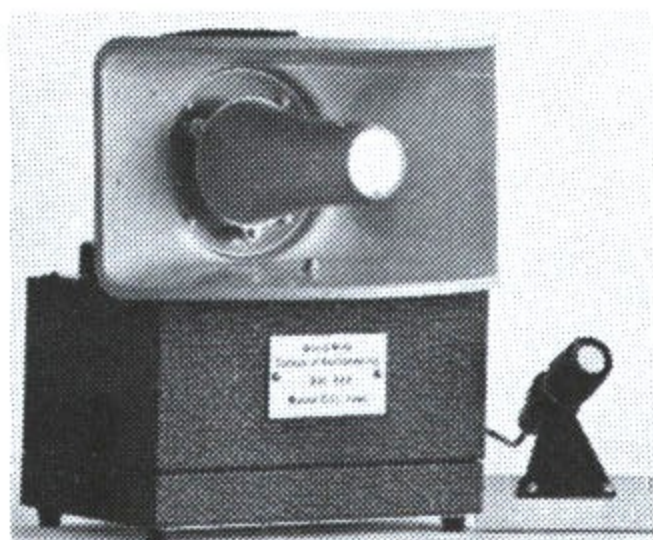
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"little thing".

Statistics show that the American public is hungry for service and is willing to pay the price for it. We all like the individual attention that is shown to us — it's human nature. The auctioneer who sincerely gives this attention, by doing the "little things", is going to be in the forefront. That auctioneer will be getting the auctions, and building goodwill for both our auction business and the profession.

State License Law Update

To keep the membership informed about current requirements, THE AUCTIONEER will publish license law information as submitted by state association officers. A complete summation of license law information will appear in a Spring AUCTIONEER issue.

Florida — The state *does not require* an auction/auctioneers license. Submitted by Billy H. Wells, FAA secretary-treasurer.

Kansas — The state *does not require* an auction/auctioneers license. Submitted by Rex B. Newcom, KAA secretary-treasurer.

Michigan — The state is currently (10/17/79) considering an auctioneer certification bill in the legislature which will eliminate certified auctioneers from having to purchase local or municipal licenses. Submitted by John Schowalter, MSAA secretary.

Missouri — The state *does require* an auction/auctioneers license. License obtained at the county clerk's office, at any county courthouse. Submitted by D. H. Livingston, MSAA secretary.

New Jersey — The state *does not require* an auction/auctioneers license. However, auction permits and licenses are under local government control, each jurisdiction setting their own requirements, fees, etc. Submitted by Jack Sartor, NJSSA secretary.

North Carolina — The state *does require* an auction/auctioneers license. Contact: North Carolina Auctioneer Licensing Board, Executive Director George R. Fuller, 3509 Haworth Drive, Raleigh, NC 27609, (919) 733-2182. Submitted by Johnson B. Gilbert, AANC, Inc. secretary.

Ohio — The state *does require* an auction/auctioneers license. Contact: Department of Commerce, Division of Licensing, Charles Carrol, 180 Broad St., Columbus 43215, phone (614) 466-4130. Submitted by Byron Dilgard, OAA secretary.

South Dakota — The state does not require an auction/auctioneers license, but *does require* a restricted real estate auction license. Contact: South Dakota Real Estate Commission, Secretary/treasurer Jack Burchill, 319 South Coteau, P.O. Box 490, Pierre, South Dakota 57501, (605) 773-3600 or 3150. Submitted by Donald Sweeter, SDAA president.

Wisconsin — The state does not require an auction/auctioneers license law. However, *many municipalities have* their own rules, ordinances, and fees. There is not uniformity between cities, near or far, as to the regulations and fees. Submitted by Victor V. Voigt, WAA secretary.



In Memoriam . . .

BERT HARPER

In October, the NAA office received notification that member Bert Harper passed away on July 30, 1978.

SAMUEL A. MANNIS

The NAA office has been informed of the death of member Samuel Mannis.

GORDON P. ALDRIDGE

In October, the NAA office received notification that Gordon Aldridge died on March 4, 1979.

JOHN POUND

The Kentucky Auctioneers Association has also notified the NAA of the death of John Pound of Louisville, Kentucky, in July 1979. John Pound was a member of the KAA since 1970.

HAROLD HORT

Mrs. Barbara Hort notified the NAA office of the death of her husband, auctioneer Harold Hort, Lyman, Nebraska. An auctioneer since 1955, Harold worked at regular sales in Brush, Colorado, Lusk, Harrison, and Douglas, Wyoming, as well as the Scottsbluff, Nebraska area.



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Fine Horses at Auction, NAA at the Microphone

The annual quarter horse sale at the Howard Pitzer ranch near Ericson, Nebraska has gained the reputation of a prominent display of excellent horses. At the microphone during the sale was NAA auctioneer Dean Parker who sells top quality livestock throughout the United States and Canada. THE AUCTIONEER attended the sale held at the Pitzer Ranch in a large exercise building with breakdown auction arena and holding pens. An excerpt from the NEBRASKA FARMER magazine details the sale highlights.

PITZER RANCH QUARTER HORSES

October 11, 1979 — Ericson, Nebraska

179 Horses average \$2,922

Auctioneers: Dean Parker, Harold McIlrath
Sale Manager: Parker & Lancaster & Assoc.

The third annual quarter horse sale for the Howard Pitzer family drew another very large crowd, and horses were sold to buyers from all over the United States.



"BACKSTAGE" all horses were brushed and cleaned before entering the auction arena. Nearby holding pens (in background) allowed buyers to inspect the animals anytime during the day long sale.



AUCTION TEAM in brown, three piece suits and white hats consisted of Dean Parker, auctioneer Harold McIlrath, announcer Thane Lancaster, and ringmen from around the nation, some from leading horse and livestock publications. Any mixup in the bidding was handled promptly and courteously, sometimes light-heartedly. Owner Howard Pitzer often interrupted the bidding to point out features of the lot, as well as encourage higher bidding.

A 1971 sorrel stallion, an AQHA champion, Two Eyed Beaver, sired by Two Eyed Jack, sold for \$45,000 to Thad Bagenstos, Holstein, Iowa. Dr.



The Leading Breeder of Halter Class Winners,
Performance Point Earners
and AQHA Champions
HOWARD PITZER RANCH
1978

55 Two Eyed Cooksey 1,322,231 55

1977 CHESTNUT STALLION

TWO EYED COCKSEY . . . This horse has the breeding to be a top nation prospect. He is a full brother to TWO EYED BEAVER, a sale horse.

Two Eyed Jack 1976M
Toungue Tangle 1976M
Beaver Pelt 1976M
Cooksey's Pelt 1976M
Cody's Lark 1976M
Cody's Lark 1976M

SIRE TWO EYED JACK . . . AQHA Champion and AQHA Superior Halter Horse. In the show ring, he has stood Grand and Reserve Champion a total of 82 times while earning 217 halter points. He has also earned 84.5 western pleasure, 7 English pleasure, 8 reining, 3 western riding and 3 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of

56 TWO EYED PEGGY 1,122,714 56

1975 PALOMINO MARE

TWO EYED PEGGY . . . She is the winner of 2 harness classes and owner of 3 harness points.

SIRE TWO EYED JACK . . . AQHA Champion and AQHA Superior Halter Horse. In the show ring, he has stood Grand and Reserve Champion a total of 82 times while earning 217 halter points. He has also earned 84.5 western pleasure, 7 English pleasure, 8 reining, 3 western riding and 3 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of AQHA Champions, show ROMs, 1978 performance contest winners, 1978 point earning performance horses, 1978 halter horses, 1978 halter class winners and 1978 show ROM qualifiers. He is the sire of more AQHA World Champions than any other horse.

DAM FLEET RA DELL . . . She is the producer of TWO EYED PEGGY (2 performance), FLEET RA DELL (1978 AQHA Champion and AQHA Superior Halter Horse). He has stood Grand and Reserve Champion a total of 25 times and earned 77 halter points. He has also earned 2 western pleasure, 2 English pleasure, 2 reining, 2 western riding and 2 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of AQHA Champions, show ROMs, 1978 performance contest winners, 1978 point earning performance horses, 1978 halter horses, 1978 halter class winners and 1978 show ROM qualifiers. He is the sire of more AQHA World Champions than any other horse.

DAM FIRE FLY SUE . . . She is the producer of TWO EYED JACK (2 performance), FIRE FLY SUE (1978 AQHA Champion and AQHA Superior Halter Horse). He has stood Grand and Reserve Champion a total of 25 times and earned 77 halter points. He has also earned 2 western pleasure, 2 English pleasure, 2 reining, 2 western riding and 2 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of AQHA Champions, show ROMs, 1978 performance contest winners, 1978 point earning performance horses, 1978 halter horses, 1978 halter class winners and 1978 show ROM qualifiers. He is the sire of more AQHA World Champions than any other horse.

BRED TO WATCH JOE JACK . . . He is the sire of TWO EYED JACK (2 performance), JOE JACK (1978 AQHA Champion and AQHA Superior Halter Horse). He has stood Grand and Reserve Champion a total of 25 times and earned 77 halter points. He has also earned 2 western pleasure, 2 English pleasure, 2 reining, 2 western riding and 2 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of AQHA Champions, show ROMs, 1978 performance contest winners, 1978 point earning performance horses, 1978 halter horses, 1978 halter class winners and 1978 show ROM qualifiers. He is the sire of more AQHA World Champions than any other horse.

57 TWO EYED TAMO 903,366 57

1977 BAY BRED STALLION

TWO EYED TAMO . . . Show ROM. He has stood both Grand and Reserve Champion a total of 82 times while earning 217 halter points. He has also earned 84.5 western pleasure, 7 English pleasure, 8 reining, 3 western riding and 3 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of AQHA Champions, show ROMs, 1978 performance contest winners, 1978 point earning performance horses, 1978 halter horses, 1978 halter class winners and 1978 show ROM qualifiers. He is the sire of more AQHA World Champions than any other horse.

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58 Two Eyed Zadina 1,147,930 58

1975 BAY MARE

TWO EYED ZADINA . . . This young mare is bred to produce a top show prospect.

SIRE TWO EYED JACK . . . AQHA Champion and AQHA Superior Halter Horse. In the show ring, he has stood Grand and Reserve Champion a total of 82 times while earning 217 halter points. He has also earned 84.5 western pleasure, 7 English pleasure, 8 reining, 3 western riding and 3 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of AQHA Champions, show ROMs, 1978 performance contest winners, 1978 point earning performance horses, 1978 halter horses, 1978 halter class winners and 1978 show ROM qualifiers. He is the sire of more AQHA World Champions than any other horse.

DAM TWO EYED ZADINA . . . She is the producer of TWO EYED ZADINA (2 performance), TWO EYED ZADINA (1978 AQHA Champion and AQHA Superior Halter Horse). He has stood Grand and Reserve Champion a total of 25 times and earned 77 halter points. He has also earned 2 western pleasure, 2 English pleasure, 2 reining, 2 western riding and 2 working cow horse points. In 1977, he was the leading get of sire class winner. He is the leading sire of AQHA Champions, show ROMs, 1978 performance contest winners, 1978 point earning performance horses, 1978 halter horses, 1978 halter class winners and 1978 show ROM qualifiers. He is the sire of more AQHA World Champions than any other horse.

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PITZER RANCH

THIRD ANNUAL PRODUCTION SALE
OCTOBER 11, 1979 — 10:00 A.M.
Ericson, Nebraska

DETAILED CATALOG with full color cover and black/white inside provided a comprehensive summary of lot and sale. The auction, however, did not proceed in lot number sequence.



NEARLY BLOCK LONG and half-filled with bidders and spectators, the Pitzer Ranch exercise arena doubles as an auction site for the annual production sale of top quality quarter horses.

Ronald Pappan, Dittmer, Missouri, paid \$34,000 to own Exotic Eyed Beaver, a 1977 sorrel stallion sired by the high seller Two Eyed Beaver. Hesa Cadillac Jack, a 1976 sorrel stallion sired by Two Eyed Jack sold for \$25,000 to Rick Hamlin, Holstein, Iowa. Miss Two Eyes, the top mare at \$21,500 went to Jerry Reimann, Dighton, Kansas. She was foaled in 1976 by Two Eyed Jack and was sorrel.

The following photographs also detail a well organized, smoothly run sale which, at times, encountered what any auctioneer can expect — lower than average bidding. However, by midpoint of the sale, prices were as expected. The following interview with NAA auctioneer Dean Parker is not only a

candid look at the successful Pitzer Ranch sale, but also an honest description of a problem facing most auctioneers — ever increasing expenses.

“ . . . A tiger by the tail that we don't know where to turn loose.”

During a break, while an assisting auctioneer handled the sale, THE AUCTIONEER interviewed veteran livestock auctioneer Dean Parker.

THE AUCTIONEER: Why is this particular sale good for the quarter horse buyer?

DEAN PARKER: Well, mainly because of the quality that is being offered. At no other sale in the country can you buy these pedigrees, and this quality. This is the only place in the nation.

AUCTIONEER: As an auctioneer, what are you looking for in terms of condition of stock, auction facilities, etc?

PARKER: Those are all things that we look for. It's pretty obvious as you watch the sale that horses that are in better condition bring the most money.

AUCTIONEER: All the horses are produced right here on the ranch?

PARKER: Yes. Every horse was owned by the Pitzer Ranch, and born and raised here.

AUCTIONEER: How was the sale promoted?

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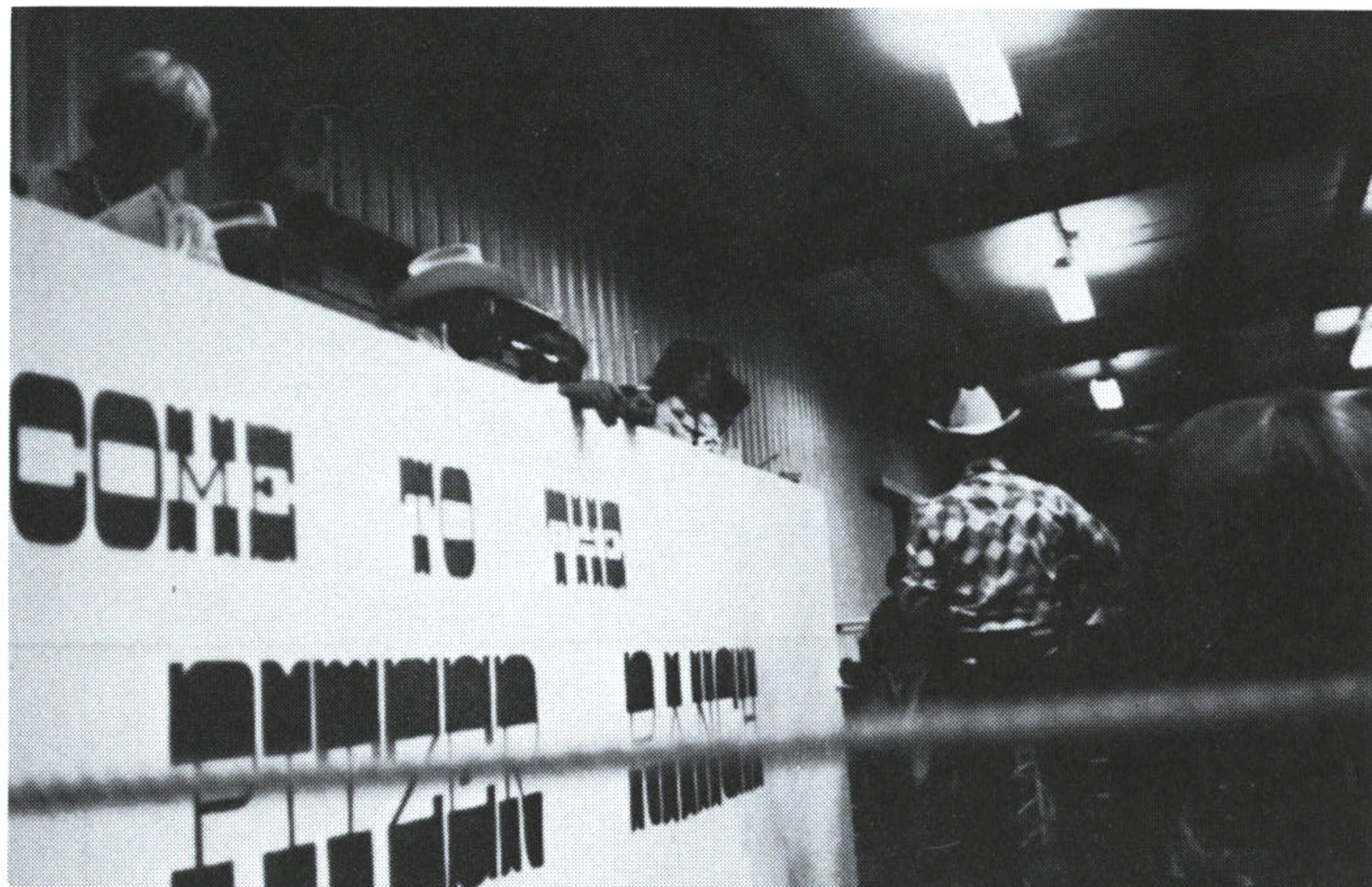
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DEAN PARKER

NAA AUCTIONEER Dean Parker at the microphone above the well lighted, green turfed, Pitzer auction arena.



PARKER: We spent about \$30,000 in advertising, promotion, catalog, expenses, facilities, that kind of thing.

AUCTIONEER: You're selling about 200 horses today, how long will the sale run?

PARKER: We're going to sell the entire 196 head in about 8 hours.

AUCTIONEER: From the seller's perspective, approximately how many buyers out there?

PARKER: I think that everybody out there is a potential buyer. Sure, there will be some that aren't going to buy, but I think if the right situation hits anybody, they will buy a horse.

AUCTIONEER: Looking at it again from the seller standpoint, why does a horse producer choose you as the auctioneer?

PARKER: To get more money.

AUCTIONEER: Why does he get more money with

you rather than anybody else?

PARKER: Well, a little more salesmanship.

AUCTIONEER: Personal salesmanship or salesmanship in terms of advertising?

PARKER: No, salesmanship in terms of an auctioneer.

AUCTIONEER: Dean, you're coming from Logan, Utah, your sale manager, Mr. Lancaster, from Idaho, ringmen from all over the country . . .

PARKER: We have ringmen from Utah, Texas, Colorado, Illinois, and all points in between.

AUCTIONEER: What are the coordination problems of putting together an effective auction team?

PARKER: Well, no problems now because we've worked together long enough. You know, we've been working together, most of us, for three to five years, so there's no problem now. When you first put together a team like this, it's a little difficult because you've got to find the right people.

AUCTIONEER: How many quarter horse sales like this will you do?

PARKER: 150.

AUCTIONEER: Mostly in the West or do you get . . . ?

PARKER: All over the United States.

AUCTIONEER: And Canada?

PARKER: Yes, quite a few in Canada.

AUCTIONEER: Dean, what's the background on this sale?

PARKER: Well, this is kind of the ultimate in the whole horse industry. Mr. Pitzer has been the leader in the industry for years. And I don't say this to be conceited, but we're the horse sales leader in the auction industry. The horses are the best, Pitzer's are the best, we like to think that we're best, so it's a matter of putting the whole thing together. Now there may be other sales, and we've had other sales where horses average higher than this, but not on 200 head.

We started three months ago researching the pedigrees on these horses. The advertising, actually, began nearly a year ago, so this is an ongoing thing. When you do a complete four generation research on 200 pedigrees, that takes time. We have a full-time researcher that does nothing but research horse pedigrees for us and be available twenty-four hours a day. And, we have put out about 45 such catalogs in the last ninety days.

AUCTIONEER: Quite a production. Did printing take

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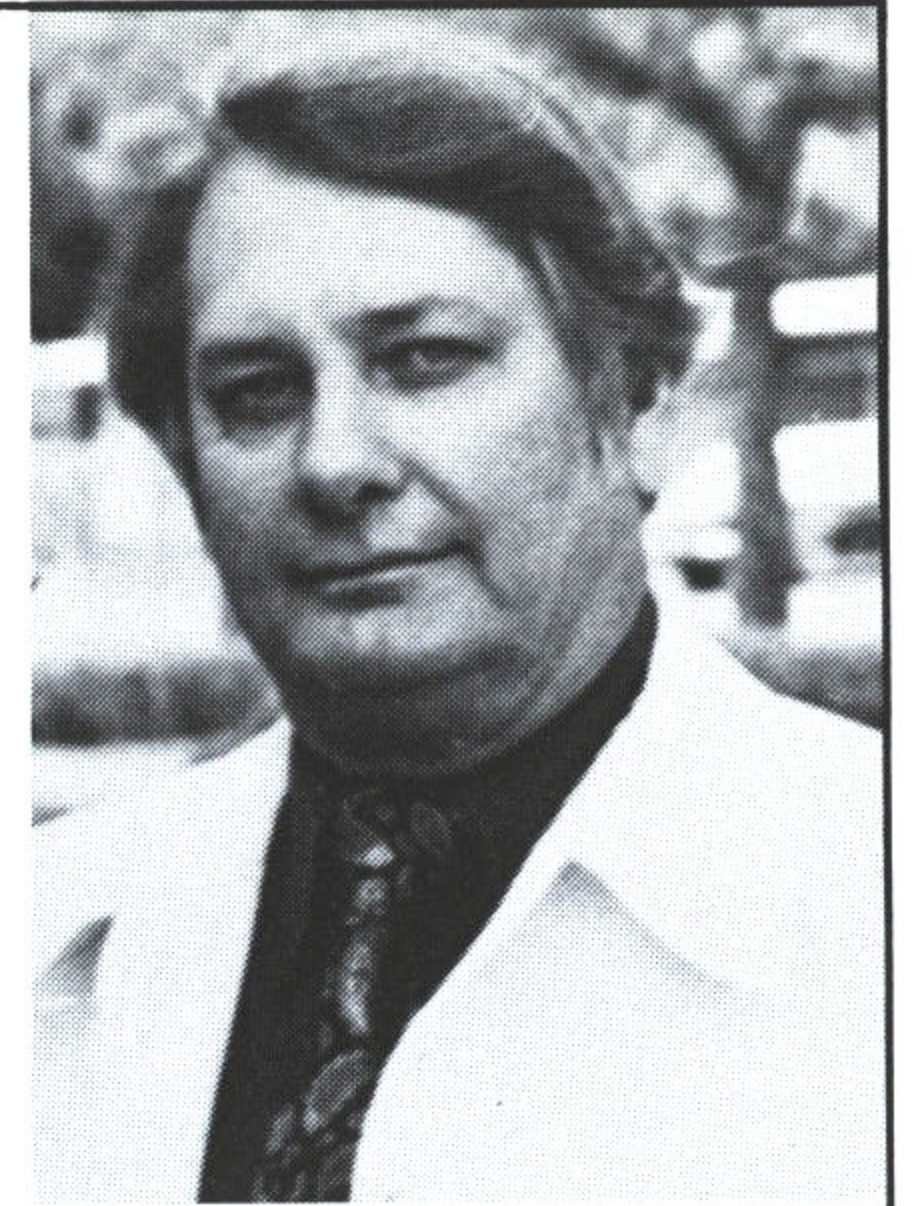


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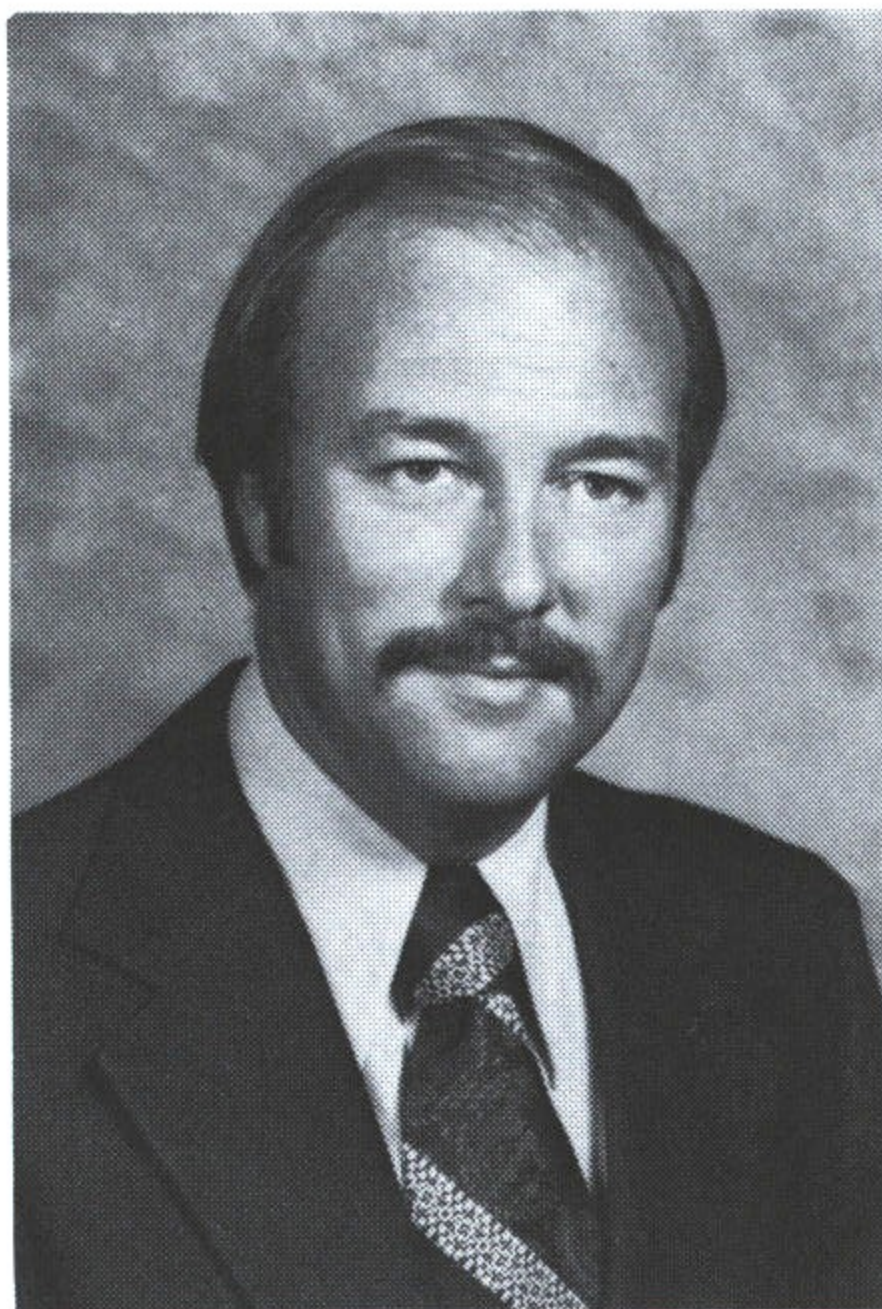
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place back in Utah?

PARKER: No, Idaho, we have a print shop in Idaho that does this for us. The schedule has really been busy this year, we've had sales on the average of about four a week now for the last three months. The next forty five days we'll put on 50-75,000 air miles besides handle probably thirty sales.

AUCTIONEER: Is it an understatement to say that this is a good business year?

PARKER: Yeah, that's an understatement. It's been a tremendous business year. We'll handle somewhere in the neighborhood of \$15,000,000 gross this year. But, as in all auction businesses, we're feeling the crunch. Travel expenses are up about 30-35%.

AUCTIONEER: Are you feeling the crunch in terms of the buyer or terms of the seller?

PARKER: No, it doesn't seem to be bothering the buyers much, nor the sellers. It doesn't seem to be bothering business. The cost factors bother our business because, we're not able to raise commissions fast enough to compensate for the rise of expenses. Printing paper alone, for example.

AUCTIONEER: A little bit of background, do you auction other livestock besides horses?

PARKER: Oh, yes, I annually do quite a bit of purebred bull sales, purebred hereford sales, I specialize in herefords. I sell several of the bigger bull sales in the country like the big Red Bluff sale in California, several private sales around. I'll annually sell 40-50, purebred hereford sales, then I also sell quite a lot of Arabian horses.

AUCTIONEER: Now back to the auction expenses, how are you going to cope in the future?

PARKER: I don't know. I don't know whether we're going to have to raise commissions, or whether we're going to try to find a way to cut expenses, or what. This is by far the biggest year we've had. We'll probably have a 30% bigger year than we've ever had before. But our net profits, at this point, are down about 20%, just because of expenses.

AUCTIONEER: The auctioneers that are smaller in business volume than you are, they're feeling the same thing?

PARKER: I'm sure they are. The only difference between them and us, is the numbers of zeroes behind the front figure. And, God bless 'em, I don't advise them to get into this kind of a deal. It's a rat race.

We'll average nearly half million miles a year. It's astronomical. We've got a tiger by the tail, that we don't know where to turn loose. You can't tell customers that have been supporting you over ten, fifteen, twenty years, "No, I haven't got time for you." This week, I had two days at home, well two and a half days. First time I'd seen my family in two weeks. I spent 18 hours a day in my office both days.

AUCTIONEER: How is your office staff organized?

PARKER: Right now, I have five secretaries taking care of my business. Where secretaries used to cost \$2.50 to \$3 per hour, now I'm paying \$5. Where the airplane used to cost me \$70 an hour to fly, now costs me \$130. And, where this catalog used to cost us about \$2.75 a piece to print, now they're up to \$5.50. Advertising used to be \$275 per page now it's \$450, and yet our commission hasn't raised. We haven't raised our commission in ten years.

AUCTIONEER: That's quite a long time.

PARKER: It is. And it's really got us in a bind.

AUCTIONEER: You'll finish today around 7:30 or 8:00 pm?

PARKER: I'm hoping for 6.

Dean Parker finished the Pitzer sale only to fly to Denver that night for a sale in California the next day. Again, the night after the California sale, Dean flew back to Colorado for a sale that partner Lancaster was setting up in eastern Colorado. "We have to rent airplanes instead of cars because they're so much faster," explained NAA auctioneer Parker before he made his way back to sale microphone.

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State Association Reports

IAA Meets in Northeastern Iowa

The Iowa Auctioneers Association 31st annual convention was one of informative seminars, fun auction, new champion, good banquet speaker, information on CAI and NAA seminars, food, fellowship, and a family affair.

Northeastern Iowa was the location of the meeting in Waverly, Iowa, on October 27th and 28th.

Registration started Saturday morning, with auctioneers in their respective committee meetings. The Board of Directors met at 11 to formulate plans for the weekend. At noon a smorgasbord was enjoyed by about 85 people. Saturday the Auxiliary was honored and were seated at the head table. After the meal two seminars were held — "Uniform Commercial Code" presented by Gaylen Hassman, an attorney in Waverly, and "Improvement of Voice-Quality, Power and Duration" given by Luther College of Decorah.

The Auxiliary had a tea honoring NAA Ladies Auxiliary President Irene Dudley. Mrs. Howard Buckles of Keosauqua served the punch and past NAA Auxiliary president Bernice Ritchie of Marathon

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poured. Another past National Auxiliary president, Irene Erickson of Cresco, presented Mrs. Dudley with a gift.

The Fun Auction followed the informal outgoing president's reception given by Ken Erickson of Cresco. Bidding was brisk for a great variety of items, adding over \$1500 to the IAA treasury. Three judges tallied scores to pick a champion auctioneer for the convention, Kenny Leonard of Elkader, Iowa. Participating auctioneers were given their score sheets and comments for improving performance and auction skills.

At noon Sunday one of the largest group of Iowa Auctioneers, their families and guests gathered for a family style banquet. When auctioneers introduced themselves, all corners of Iowa were represented. Leland Dudley of Hampton was chosen as the 1979 recipient of the Man of the Year plaque. Harvey McCray, NAA executive director spoke to the IAA convention on NAA projects, national conventions, and other national association matters. NAA second vice president Howard Buckles of Keosauqua, Iowa, thanked the IAA for its support, and spoke on national convention attendance. Guest speaker was Mr. LaVern W. Andreessen, Assistant Professor of Accounting, Wartburg College, Waverly to speak on "The Why's of the Tax Law".

Each year auxiliary members bring centerpieces that are auctioned at the noon banquet adding more dollars to the IAA treasury.

The general membership board meeting followed with election of the 1980 Officers. Dale Smith of Po-

cahontas was named the new president; Wayne Stewart of Audubon, 1st vice president, and Jerry Tubaugh of Belle Plaine, 2nd vice president. Elected to a 3 year board term was Gordon Taylor of Mason City, and Ed Malmanger of Grand Mound. Items of business were the forthcoming Iowa license law to be presented to the legislature next session; plans to continue the regional meetings; the newsletter; changes in the By-laws; and more membership in 1980.

President Ken Erickson was given the outgoing president's plaque by Clarence Prange of Charles City. President Erickson in thanking the group for his year, turned the gavel over to the new president, Dale Smith. Smith announced some of his plans for 1980 and that the Spring Convention will be the last Sunday in April in Des Moines; and the Fall Convention will be the last weekend of October in Fort Dodge.

Mississippi Auctioneers Association Names Officers for 1980

At its annual meeting at the Grenada Holiday Inn, October 21, the Mississippi Auctioneers Association elected officers who will serve through 1980. Those elected were: president, J. Drue Lundy; vice president, J. Marshall Riddick, Jr.; secretary-treasurer, Mrs. Karleen R. Lawrence (at this time the only woman auctioneer in Mississippi).

In many areas of merchandising, the auction method of selling has been quite popular in Mississippi for a number of years. More in recent years, however, real estate is being offered at auction in Mississippi, and the trend toward auction companies becoming auction and real estate companies is clearly foreseen. The fact that Mississippi may now need a practical, well written auctioneer licensing law is plainly recognized, and consideration of such a law will be a matter of importance to the MAA as it sets objectives for 1980.

Cecil Ingram, past secretary-treasurer, was named as a director to replace J. Drue Lundy, president-elect. Other directors are D. V. Gillentine, Jr., and D. V. Gillentine, III.

During 1979, the Mississippi Auctioneers Association experienced the death of one of its founding members, Lew Henderson of Gulfport, Mississippi. This fine charter member was honorable, ethical and firmly dedicated to the highest principles of both the Mississippi Auctioneers Association and the National Auctioneers Association. In the sudden passing of Lew Henderson, all of us who wish the very best for the auction profession have sustained a great loss.

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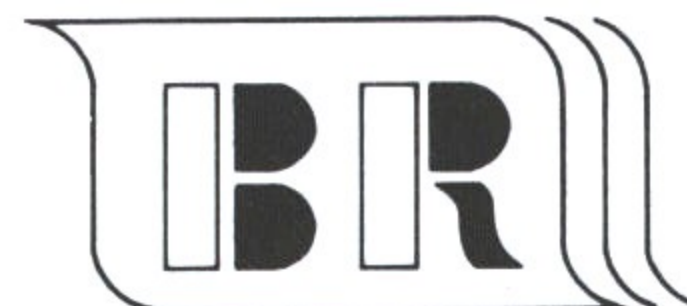
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Springfield Hosts MSAA Fall Convention

A good number of Missouri State Auctioneers Association members assembled at the Lamplighter Motor Hotel for the semi-annual Fall meeting. Convention Chairman Gary Ryther had a program of varied interests — Marketing of Registered Cattle, speaker Boyd Michael, Interesting Concepts of Auctions around the World, speaker Dick DeWeese.

On Saturday evening after dinner the seminar on Bid Calling, instructed by NAA President Chuck Cumberlin, held the attention of a full audience right through to the finish which came seemingly too soon. To close the evening activities, the MSAA Auxiliary held their first Fun Auction prior to the regular Auction. Both lady auctioneers and some who do not sell auctioned their articles reaping an even \$100. The regular auction was enjoyed by all who participated.

Sunday luncheon followed meetings of the Ladies Auxiliary and the Board of Directors at the Heritage Cafeteria. Lunch preceded an address by Chuck Cumberlin on continuing education, and the efforts of the NAA to offer its assistance.

MSAA President Glenn H. Binger conducted the general business meeting of the attending body. Matters of business included future activities of the association and appointment of a Recognition of Honor Committee of MSAA members. The Missouri State Auctioneers Association Spring Meeting will be held at Osage Beach, May 3 and 4, 1980.

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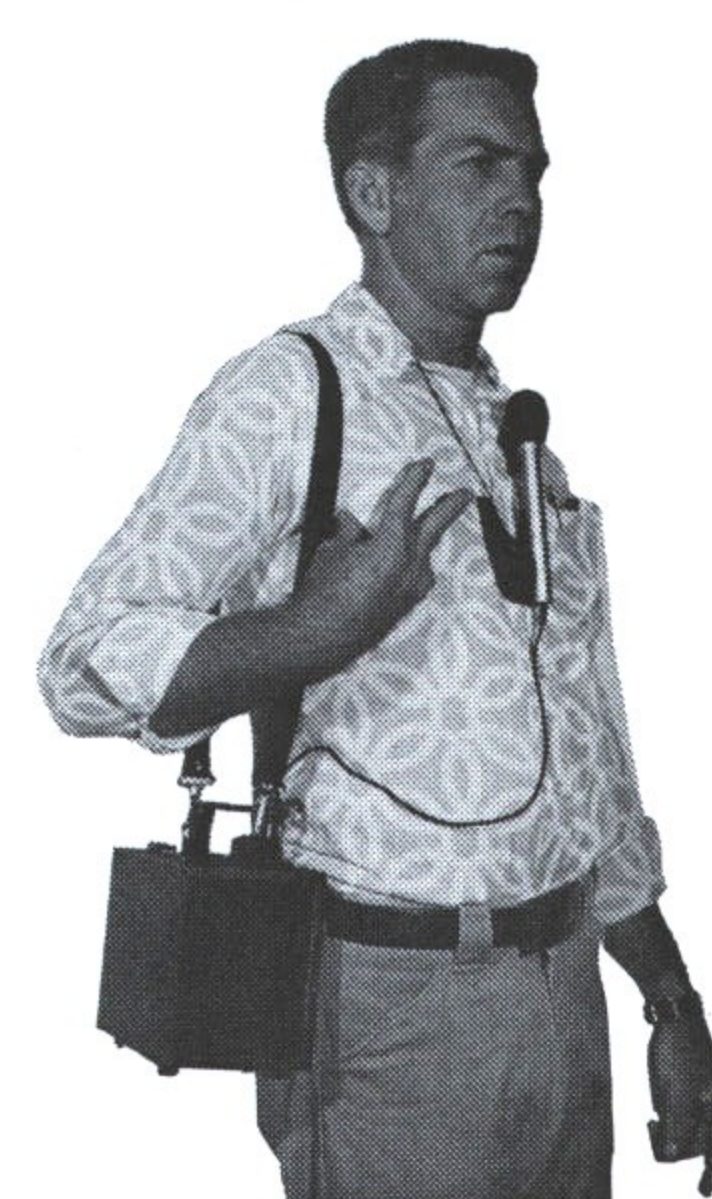
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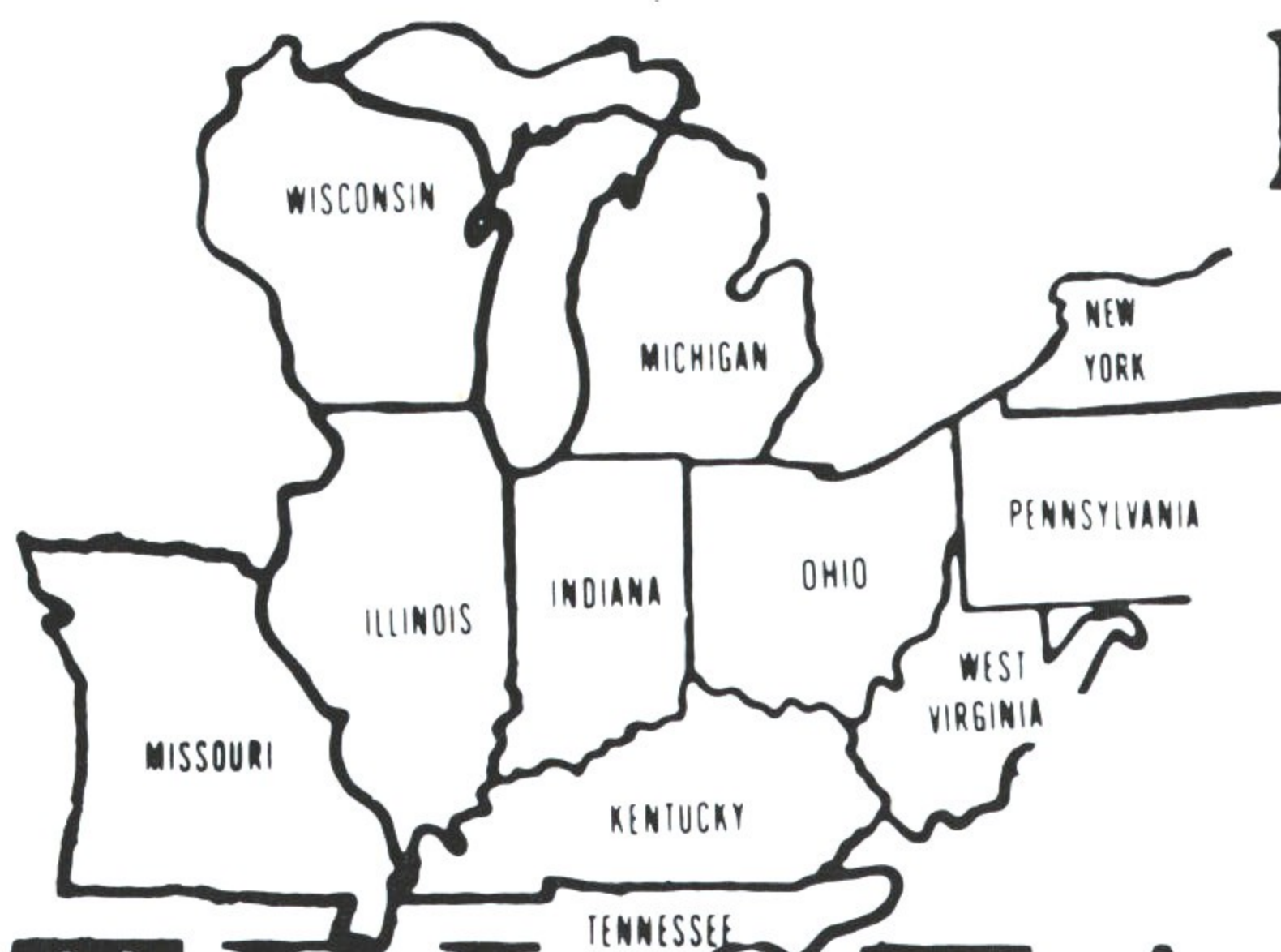
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Schlagenbusch Antique Auction

A well attended auction of antique glass was held in early October at the Roberts Memorial Auditorium in Keosauqua, Iowa. The auction was conducted by NAA second vice president Howard Buckles Auctioneering Service of Keosauqua. The auction was one of the largest glassware auctions ever held in Southeastern Iowa and possibly the Middle West. The antique glass auction included hard to find glass patterns and many museum pieces. Twenty states were represented at the two day auction, ranging from New York to California and Alaska.

Thirteen pieces of Holly Amber, which is very hard to find at auction were among the auction highlights — Holly Amber toothpick holder sold for \$1200; a Pink Slag water set with 6 Tumblers brought \$4125; a carnival glass punch bowl and 12 punch cups, \$750; a jumbo pattern covered butter dish \$825; a Regina-phone sold for \$1200; damaged Burmese fairy lamp \$690; 4 Klondike tumblers, \$900; small Klondike wine, \$700; pair of small Peach Blow lamps, \$1800; custard toothpick holder \$900; dog game set with platter and 8 plates, \$1000; Klondike water pitcher \$825; Klondike syrup pitcher \$975; Holly Amber syrup pitcher \$750. Also included in the auction was one of the largest knife rest collections ever sold. There were

776 knife rests of all sizes, shapes and forms, but they were only part of the sale which included 1159 lots that were auctioned in the two days.

The merchandise belonged to Mr. Sidney Schlagenbusch of Ft. Madison, Iowa. The 90 year old Schlagenbusch and his brother Carl, 97, had traveled the United States extensively, and collected the merchandise from across the nation.



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Antique Prices Good at Kansas Sale

NAA auctioneer Lonnie Ruff found sale prices and attendance high at a sale he conducted in Jetmore, Kansas. Lon's Auction Service is a family affair — father taking bids, brothers clerking, wives cashiering — that handled the antique sale of 150 registered buyers. Highlights of the sale included: oak china hut \$955, oak secretary \$975, square oak table and 6 leather covered chairs \$405, marble top dresser \$250. All antiques were in "mint" condition.

KSU Cleans House

Like a group of families going together to hold a garage sale, Kansas State's colleges and departments all contributed castoff equipment for a huge surplus auction in August.

Microscopes, desks, calculators, camera equipment, light fixtures, commodes, lawn mowers, typing chairs and fans were but a few of the thousands of items which covered the dirt floor of Weber Arena and spilled out into the hallways.

Because of its grand scale the auction seemed to be as much of a tourist attraction as a sale. Hundreds of people who had no intention of bidding merely wandered through Weber to poke through the merchandise. But many people did come to bid. Nearly one thousand took bid cards on Saturday alone.

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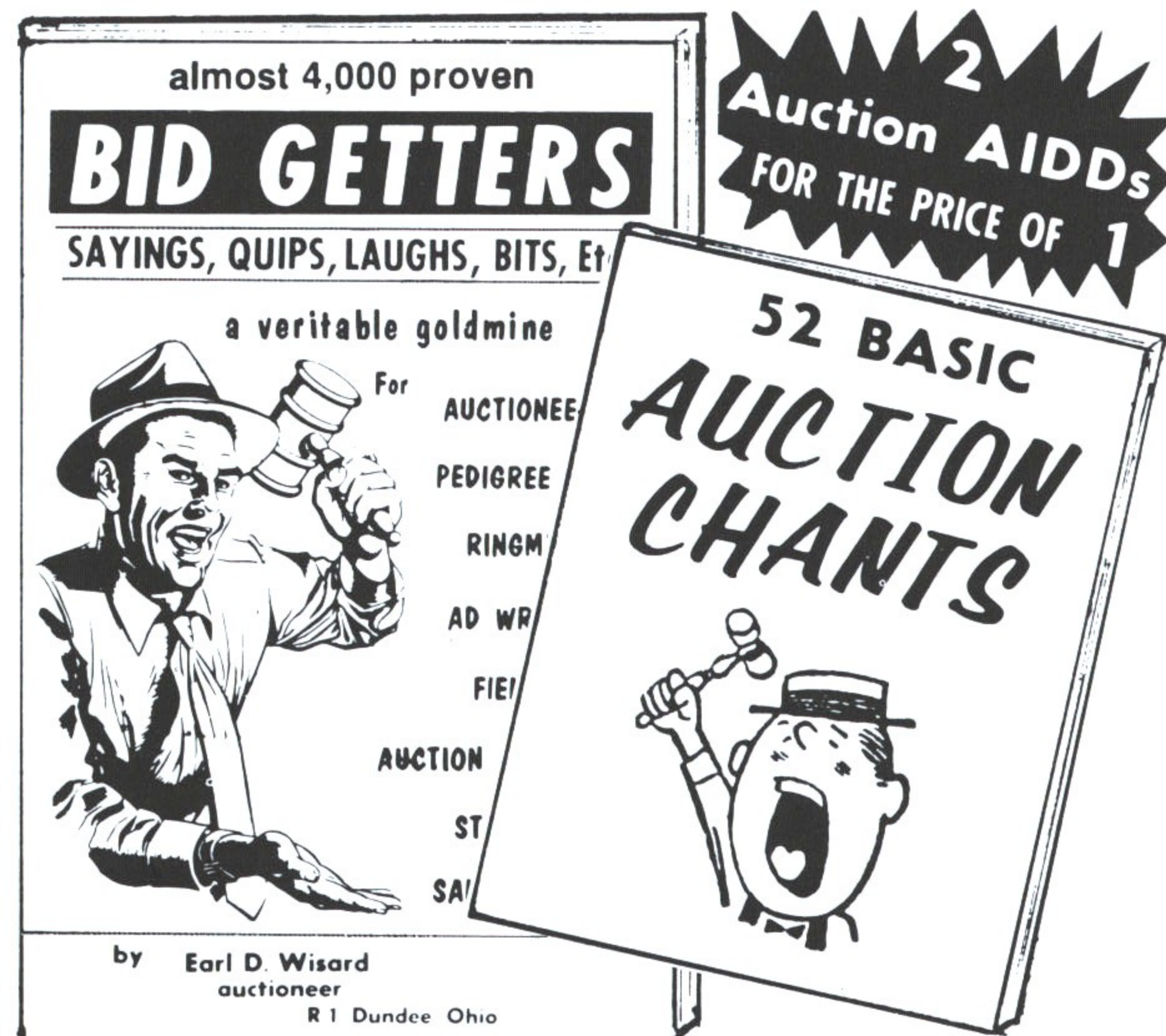
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It took more than 20 hours — from 9 a.m. to 11:30 p.m. Saturday and from noon to 6 p.m. Sunday — for the auctioneers to work their way through the maze of equipment.

Evelyn Hupe, administrative officer for the Division of University Facilities, which organized the event, said its main purpose was to “free storage space around the university.

“Every attic and every little bit of available space was crammed full of stuff. It was kind of an out-of-sight, out-of-mind situation. We are always looking for space for people to utilize and someone said we ought to have a sale.

“It turned out to be a much bigger project than we thought it would. We started moving things into Weber on July 1, and we were still moving things in on August 17, the day before the sale. As it turned out, the building wouldn’t hold it all.”

Mrs. Hupe said an additional bonus derived from the project was that, during the process of combing through the attics for sale merchandise, workmen threw out accumulated junk which might have posed fire hazards.

Most profits from the auction were put into the Division of University Facilities’ storeroom fund. “That will allow us to stock more items and better serve the entire university,” Mrs. Hupe noted.

If the auction organizers had it to do all over again, Mrs. Hupe said, they would probably do one thing differently. “I don’t think we would do another on such a large scale,” she said.

(Reprinted with permission from the K-STATER magazine, Kansas State University.)

Book Brings Top Money

A copy of Goodspeed’s *Missouri History* dated 1888 — a history of Lawrence, Barry, Stone, Newton and McDonald Counties — sold for \$217.50 at the Bud Hudson sale, Saturday, October 13, 1979, at Neosho, Missouri. The sale was conducted by NAA auctioneer Allan Elliott, also a member of the Missouri State Auctioneers Association.

Although the material in Goodspeed’s *Missouri History* has been reprinted for the various counties, copies of the original publication are often not available for purchase.

Army Benefit Sale Good Publicity

The Fort Leavenworth, Kansas, Officers and Civilians Wives Club (OCWC) sponsored a September 28 benefit auction to raise money for various club sponsored welfare organizations. Handling the sale at the Army OCWC event was NAA auctioneer Jay Williams, Atchison, Kansas. The auction was held in an airfield hangar at Fort Leavenworth, with the Williams auction staff donating its time.

Contributed and consigned sale items included everything from cooking utensils to antique furniture. The sale grossed nearly \$10,000, with baked goods



NAA AUCTIONEER Don Dain pushed hard to get the best prices for the surplus Kansas State equipment.

sold at the auction grossing almost \$800.

Outstanding prices included: six sterling silver spoons, \$200; Hummel plates from \$60 to \$210; wooden tub washing machine, \$72. The sale crowd was estimated at 600 to 700 people.

“This was the first public auction of its kind at Fort Leavenworth,” explained auctioneer Williams, “but we’re looking forward to more in the future. I was also guest speaker at an OCWC luncheon where I explained auctioneering.

“For both me and the OCWC, the auction was a big success. I received a lot of publicity by way of this benefit sale which made more money than any other fund raising event at the fort in recent years.”

(Photo by U.S. Army Public Relations, Fort Leavenworth, Kansas.)



NAA AUCTIONEER Jay Williams at the microphone with assisting auctioneer Susan Stuke.

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Sailboat Items Benefit Childrens Hospital

A benefit auction conducted by NAA auctioneer Wally Laumeyer, St. Paul, Minnesota, netted \$5,421 for the St. Paul Childrens Hospital. Contents of the sale? The "ship's stores" which accompanied sailor Gerald Spiess on his record setting voyage across the Atlantic Ocean. The more than 250 sale items were mostly canned goods labeled "Souvenir — Not For Consumption". The Spiess homemade 10 foot sailboat, "Yankee Girl", made the Atlantic crossing in 24 days during July, with the sale of the ship's items occurring in August.

Auctioneer Laumeyer received good Twin City newspaper coverage of the sale which was also covered by local television. Location of the sale was the Northwestern National Bank in Minneapolis.

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rearranged as a public relations lounge on the first level and a mobile office with display/conference areas on the upper level.

The Auction Division uses the bus as a mobile office at all real estate auctions, including personal property and estate liquidations, to house cashiers and registration personnel when the bus is parked at sale sites. It also serves as a giant 30' sign and locator.

"The bus must project a happy image" says NAA auctioneer Mike Selvaggio, "because when people see us drive by, they usually look in awe and then smile." The bus can be seen at University of Delaware football games, parades, and public events throughout the greater tri-state area including Maryland and Pennsylvania.

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Round Mountain, Texas — NAA auctioneer Bert Reyes and brother Ruben held one of the best Hereford sales ever in Texas before a capacity crowd recently at the beautiful Jack Ebeling Hereford Ranch.

Bidding was spirited and active from the very beginning as the Lot 1 bull sold for \$7,500. The second bull in the sale went for \$4,000.

Three bulls selling for \$3,500 each went to L. C. Duderstadt of Cuero, Texas, Ronald Lee of Houston, Texas, and Muir Hereford Ranch of Aledo, Texas.

High selling female went to La Jolla Corp. of Austin, Texas, for \$2,750. They also bought a bull calf for \$2,800. Jack Clark of Ingram, Texas, bought a heifer for \$1,800 and a bull for \$2,300.

One of the volume buyers was the M. E. O'Connor Trust, purchasing three bulls for \$7,200. Others included Elmer McCoy, Jr., of Karnes City, Texas, buying three bulls for \$5,000; Leslie Keese of Llano, Texas, buying two bulls for \$4,100; and Scull Brothers of San Marcos, Texas, buying two heifers for \$3,000.

Auctions & Answers

THE AUCTIONEER'S question and answer column

The following syndicated column appeared in an October issue of the OMAHA WORLD HERALD, Omaha, Nebraska. A copy of his subsequent response to the column was submitted to the NAA office by member auctioneer Ronald Sabata. Though the column and letter are not necessarily indicative of how *Auctions & Answers* will appear in later issues, the column and its response is an example of an NAA member taking the initiative to challenge one writer's point of view concerning real estate auctions.

Reprinted with permission of the OMAHA WORLD HERALD and the REAL ESTATE FEATURES SERVICES, Robert J. Bruss editor.

Real Estate Mailbag

By Robert J. Bruss

Q: A large home in our town was recently sold at public auction. It had been for sale for many months with no buyers. Is this becoming a good way to sell homes?

A: No. Auctions imply a distress sale. Bidders go to auction sales in hopes of getting a bargain. My experience is that a negotiated sale, with the aid of a top real estate agent, is the best way to get the best price and best terms for a home.

While there have been some successful auction sales of homes and large condominium projects, the key to success is to have prearranged mortgage financing. If you're selling just one home, this is often very difficult unless you or the auctioneer know a cooperative lender. You'll probably be better off listing your home with a good agent.

Dear Mr. Bruss,

I am most interested in your source of information regarding your answer to the question, "Should I sell my home by public auction?" It would appear to me that you have not kept up on the auction method of selling in recent years.

As an auctioneer I do not consider an auction a distress sale, very much the opposite. Here in Columbus, Nebraska homes from \$5,000.00 to \$72,000.00 are sold at public auction. These sales represent individuals selling as well as estates.

Our office sells homes both by private treaty and at public auction. I do agree that a good real estate broker will do a very good job selling a home, but remember all auctioneers selling real estate are also licensed real estate sales representatives or brokers.

Regarding financing for a home sold at auction, we encourage and help prospective buyers arrange financing through lending agencies. We have had no problem obtaining sufficient financing for homes sold at auction. We offer a complete auction service which handles all sale preparation and promotion.

The auction method of selling is one of the oldest marketing systems in the world. I'm proud to be an auctioneer and intend to continue promoting the "auction way" as an effective means of selling real estate.

Ronald L. Sabata
auctioneer and real estate broker

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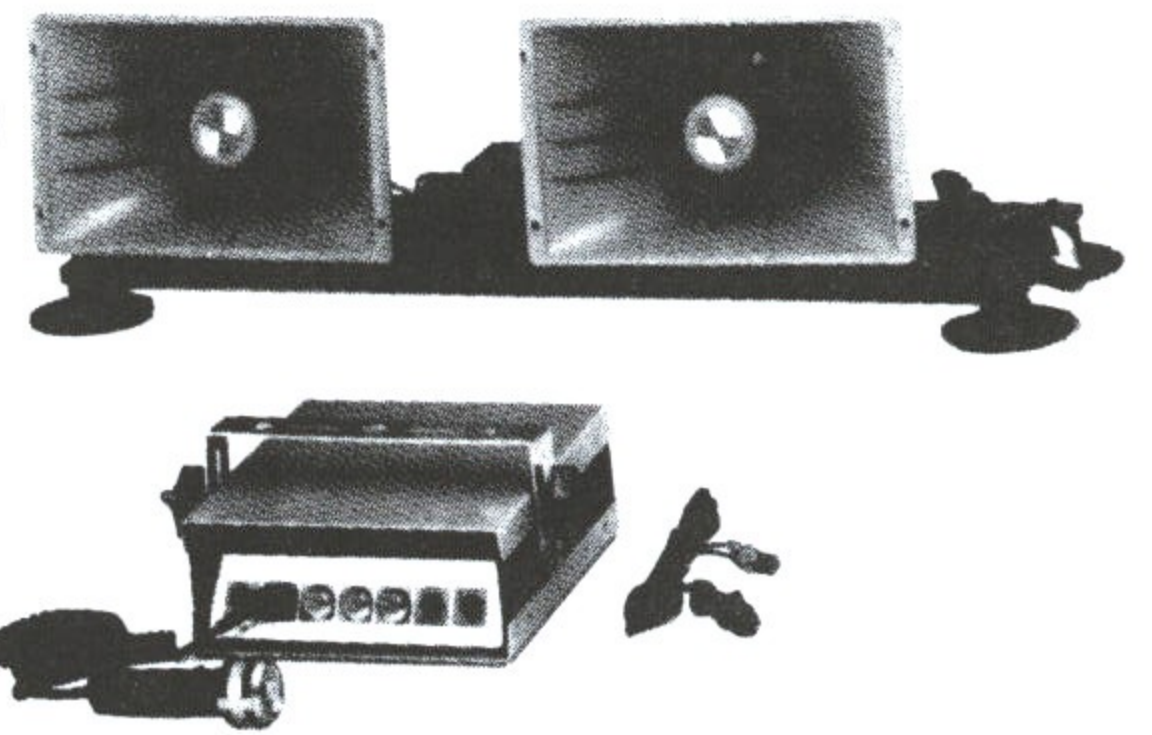
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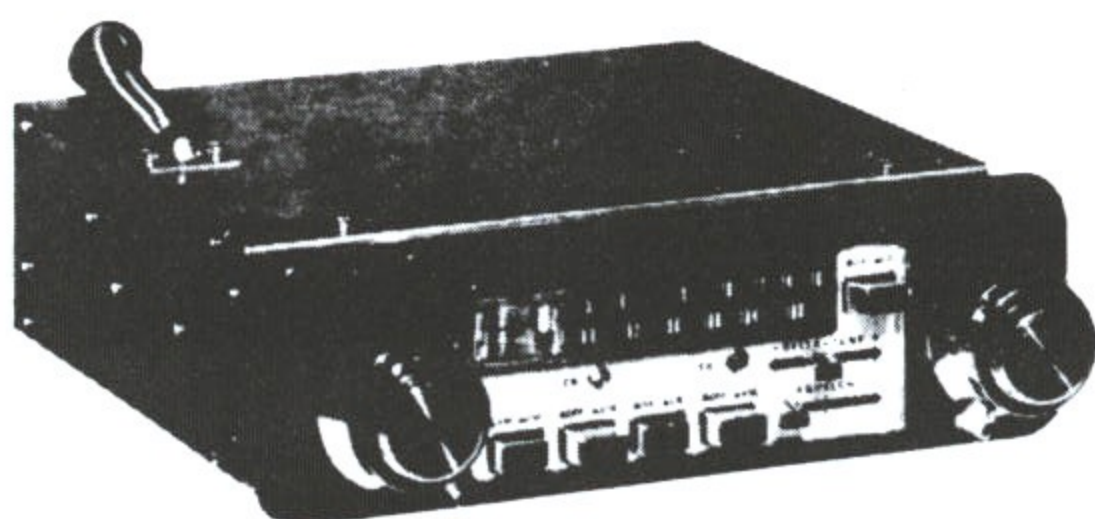
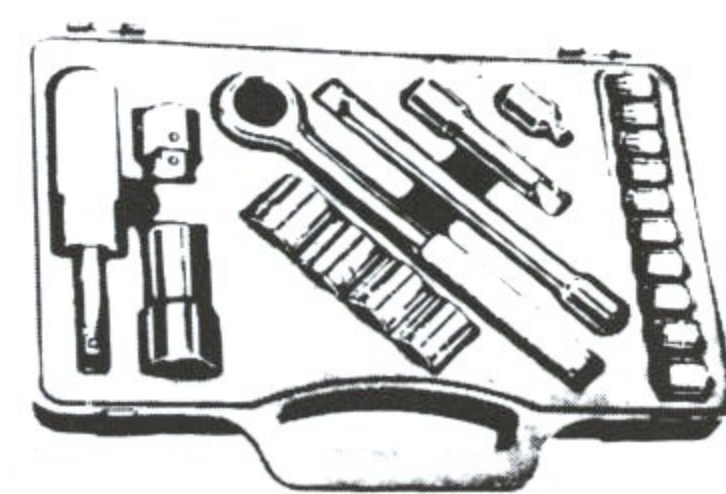
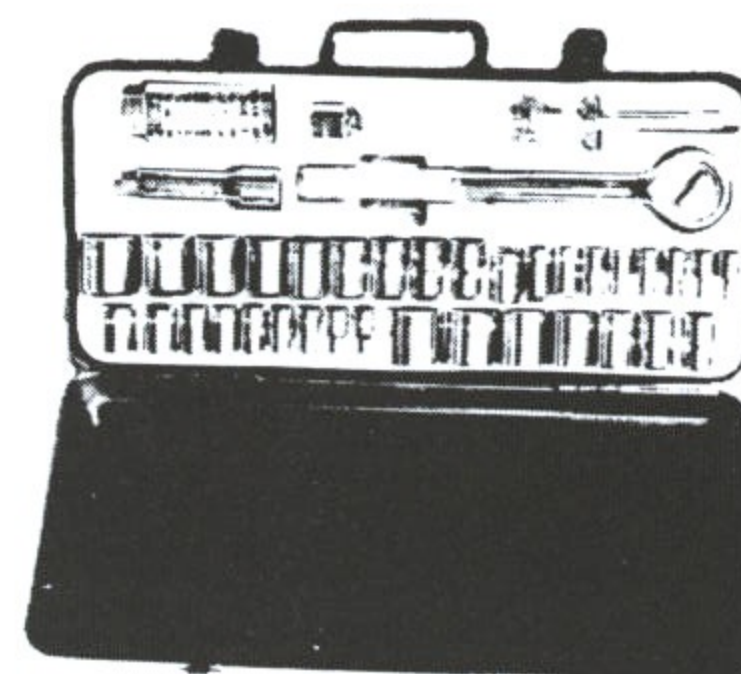
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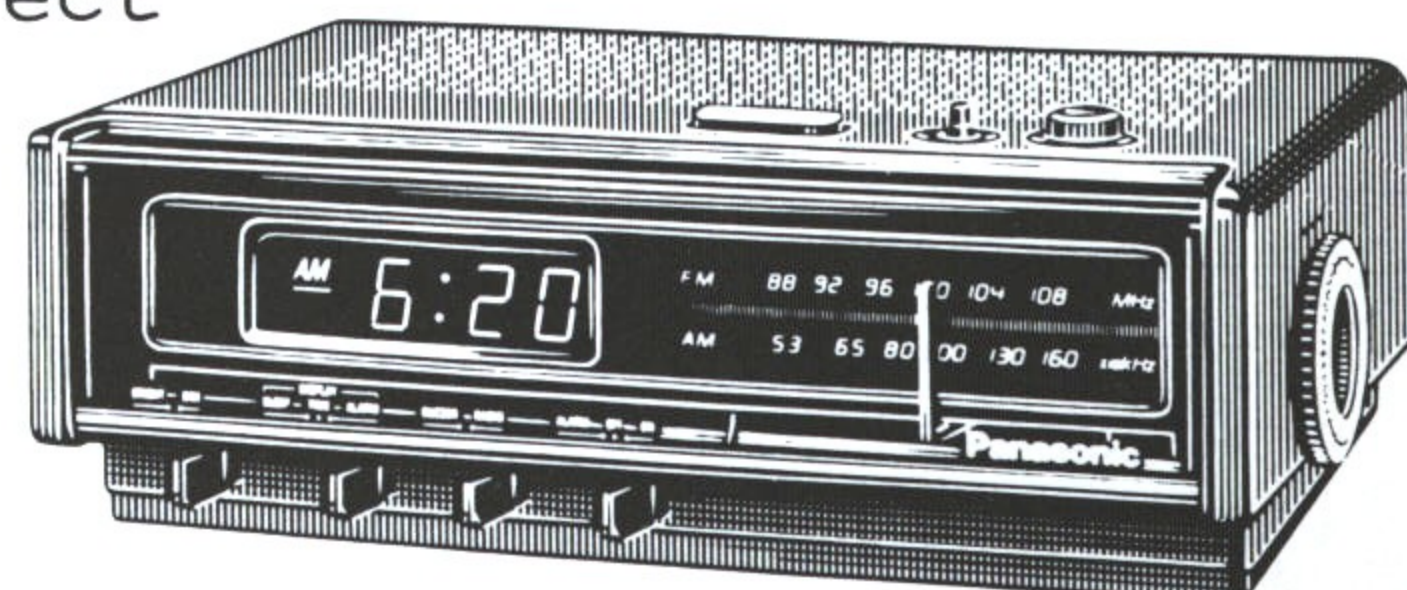
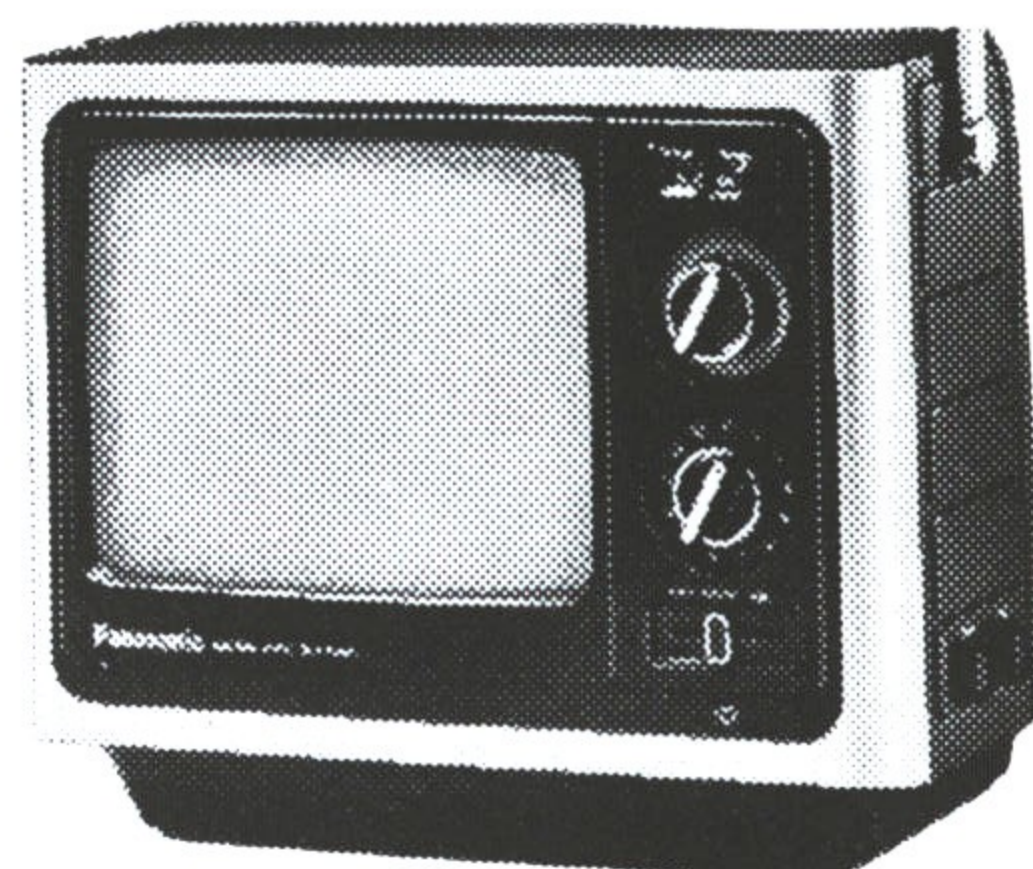
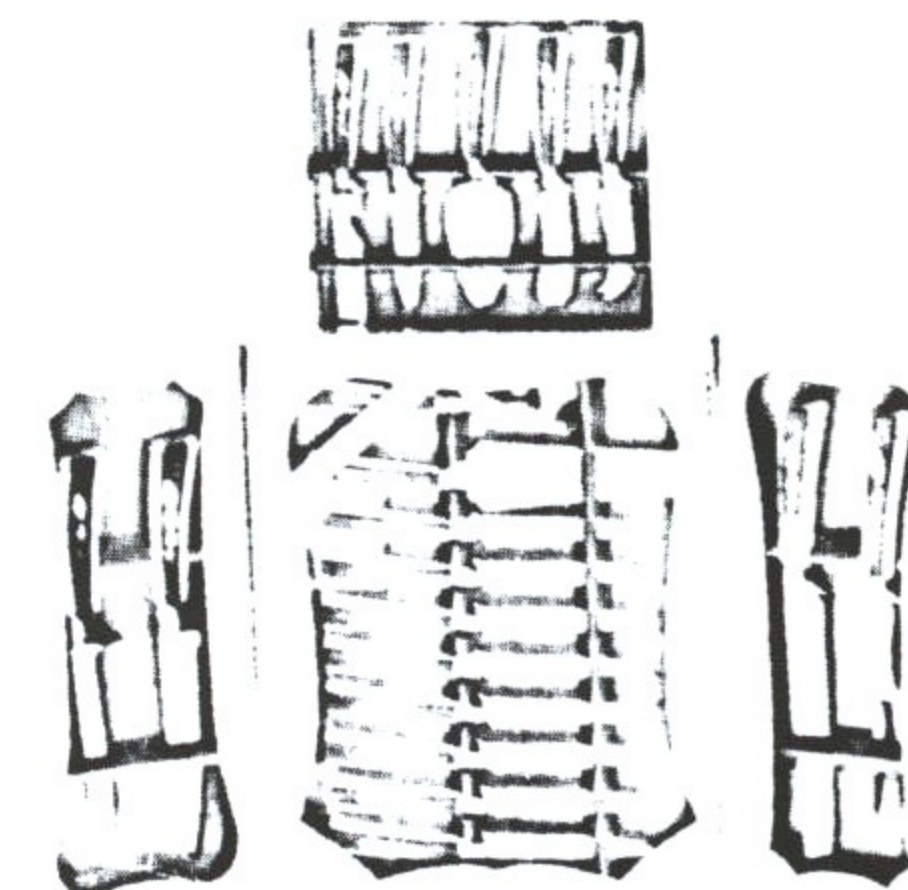


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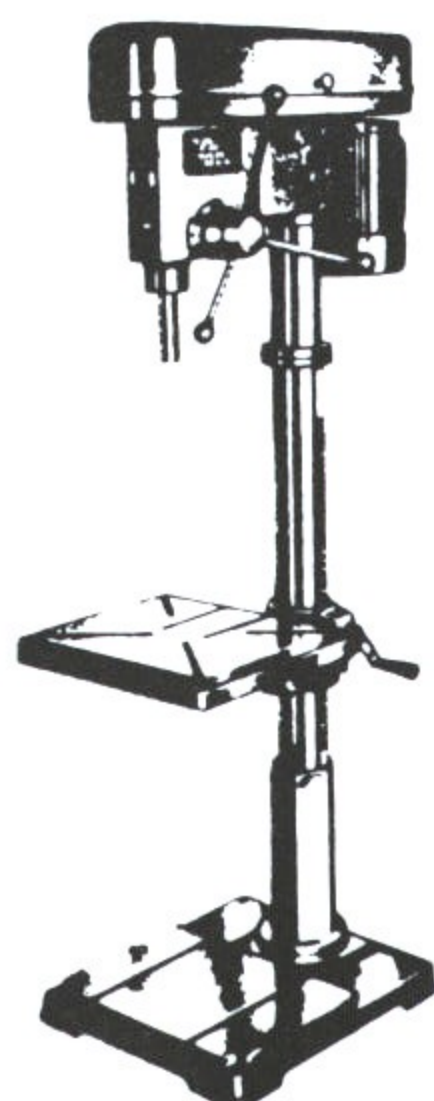


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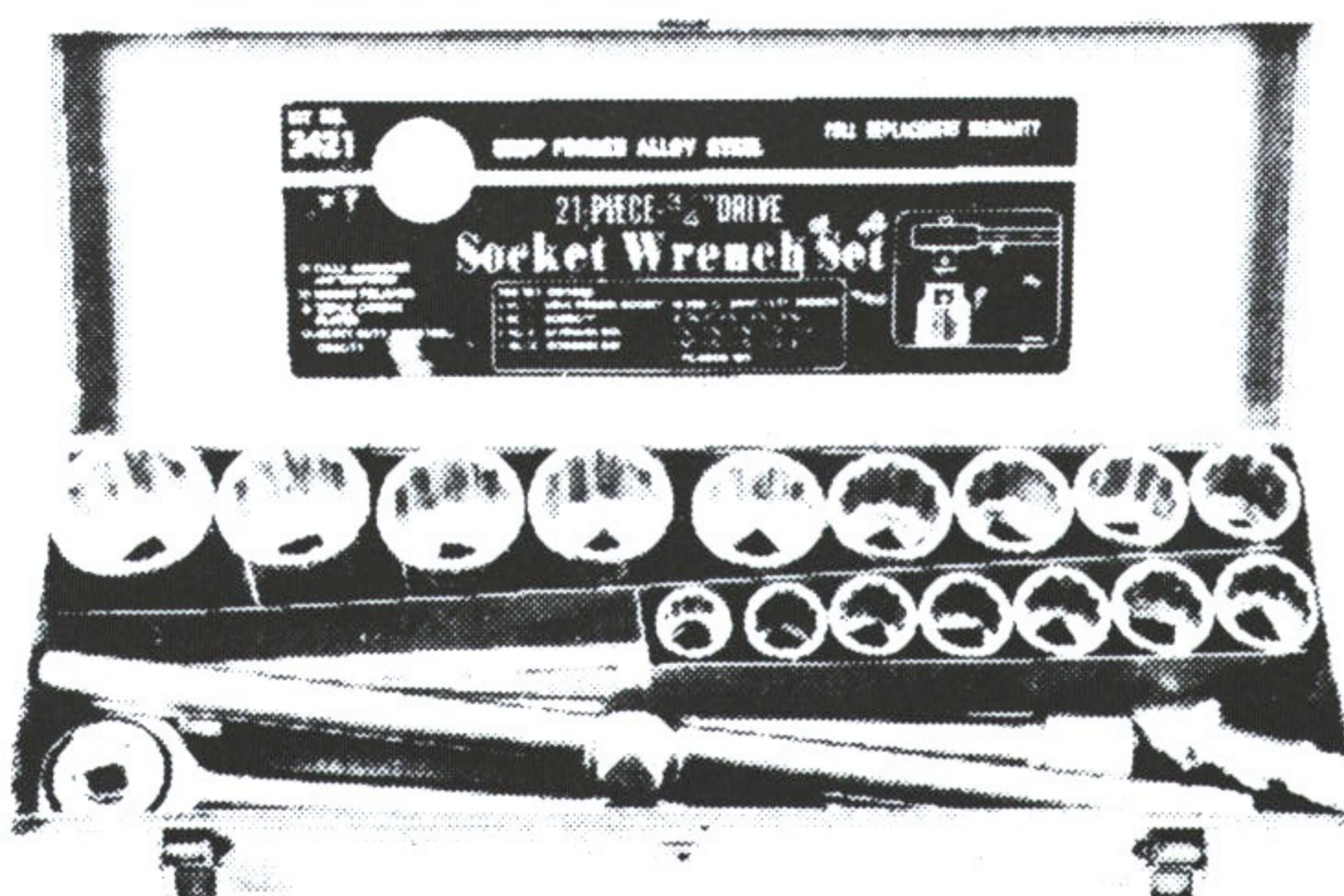
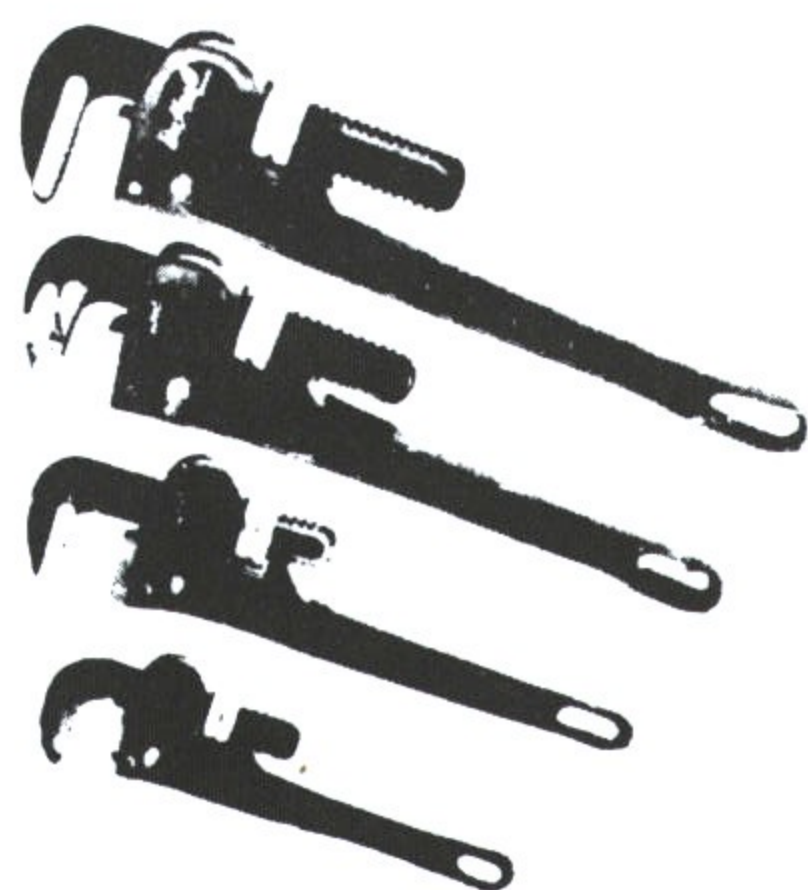
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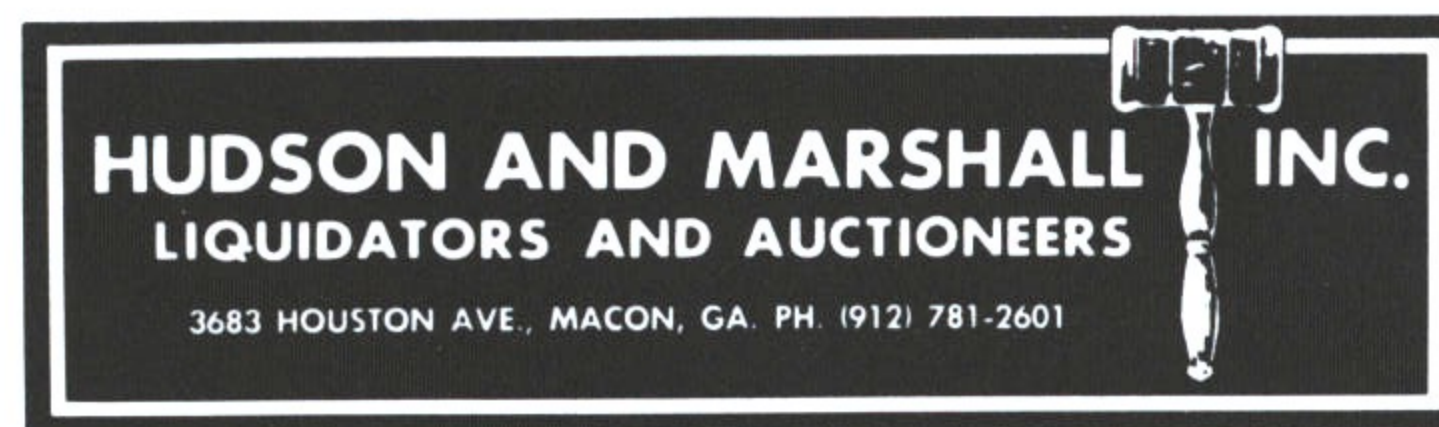
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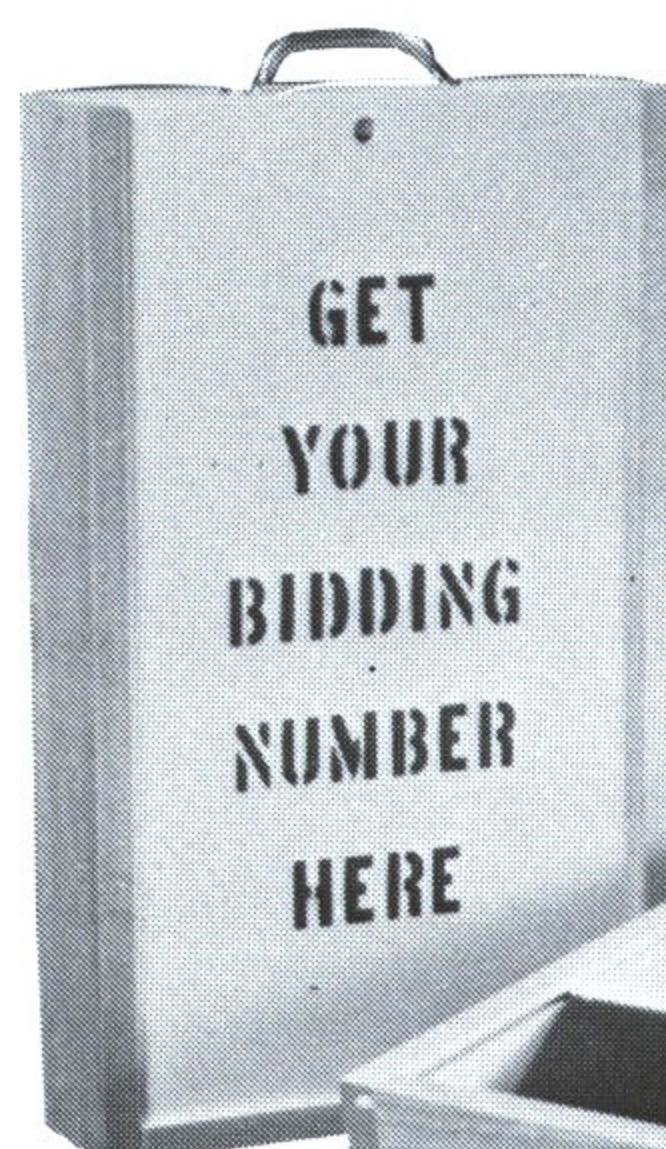
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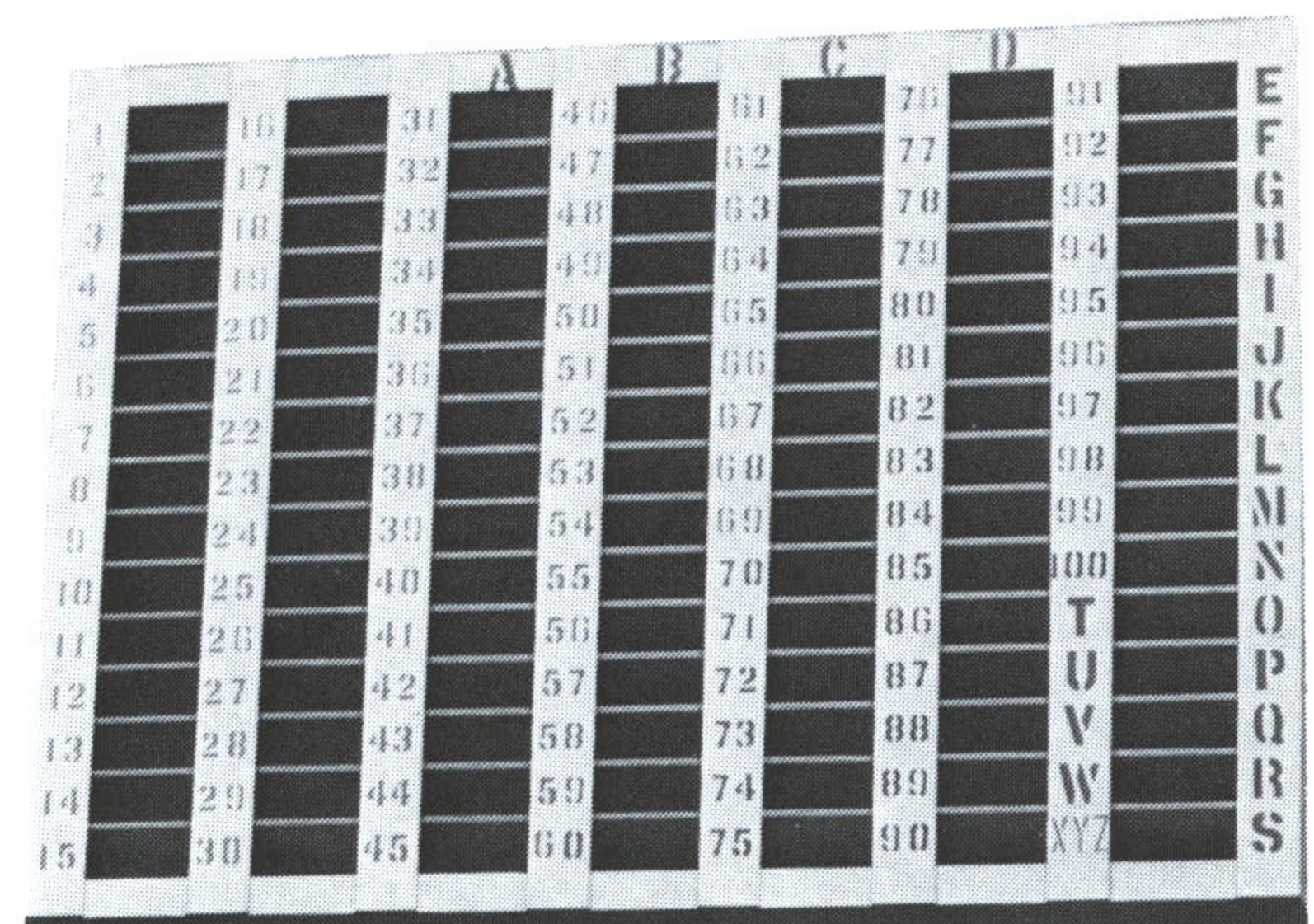
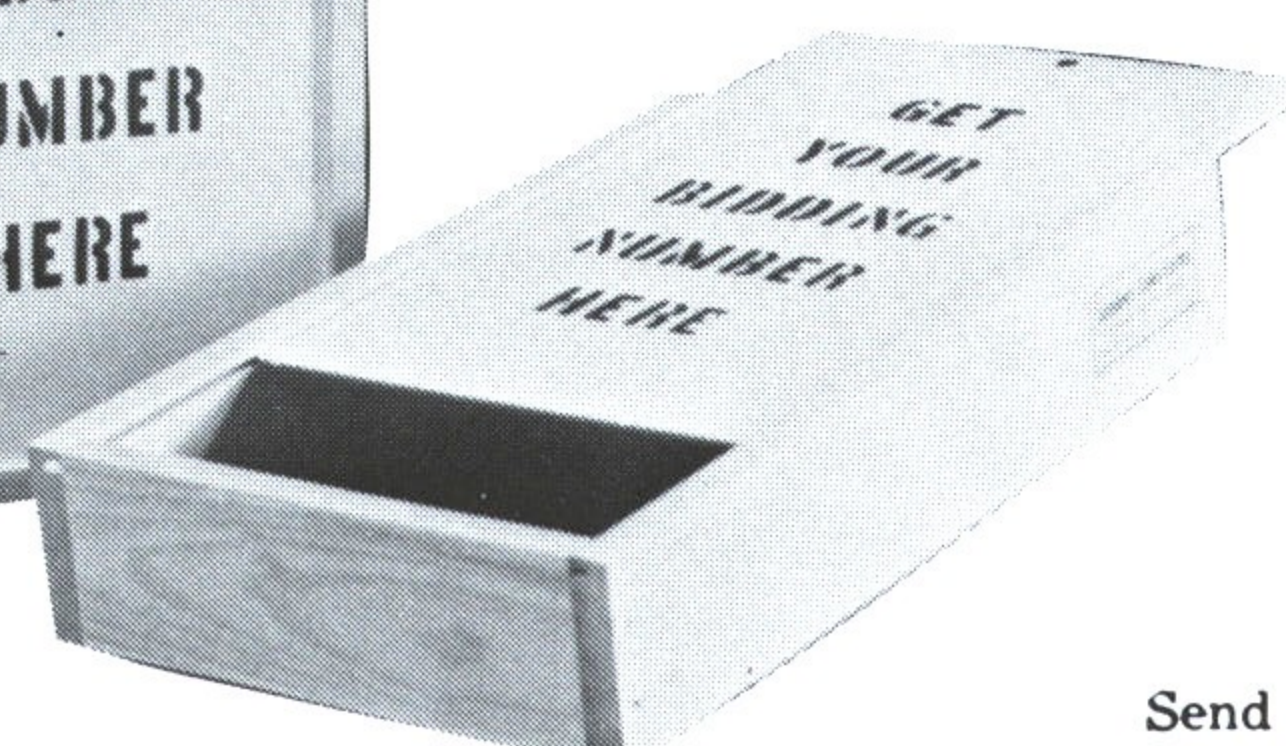
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Dear Ladies:

Fall has arrived here in the New England area with its beautiful foliage and shortly winter will arrive with lots of snow and ice. Soon our outdoor auctions will close for the winter and not open until late in April. Spring, Summer and Fall Auctions have been great in the area, and we are looking forward to a great winter season. Auction prices here in the winter are usually much higher than during the warmer months. It seems auctions still remain the best way to sell your property and to determine a true market value here in the Northeast.

At this time I would like to thank all the ladies' committees and their chairwomen for a great convention in Denver. It was a job well done and our family had a great time during our week's stay in Colorado. The NAA convention is a family convention with many family oriented events. Also, we always learn many ideas that have helped us in our auction business back home.

Holidays are soon approaching, and we are cer-

tainly looking forward to them. Hope each and everyone of you have a well and happy holiday season. Looking forward to seeing you all in Nashville, Tennessee, at our next NAA convention in July 1980.

**Mrs. Eleanor Moon, Director
Ladies Auxiliary to the NAA
North Attleboro, Massachusetts**



The Legal Aspects Of Auctions . . .

Bank Asks Car Dealer To Return Stolen \$500

(Editor's note: The following article was submitted by an NAA member who included the warning, "it could happen to an auctioneer," in his accompanying correspondence. Yes, you can imagine a buyer purchasing at auction with stolen money. However, stolen money might not pose the danger to the auctioneer as much as the possibility of selling stolen goods at auction. For example, a seller brings stolen, untitled items to be sold at your auction — antiques, art, furnishings, etc. The respective buyers leave your auction with the items. The next day the thief is caught, the stolen items are recovered, and a claim might be made against you by the buyers for their money back.

This AUCTIONEER legal column is by no means expressing an official judicial opinion. Rather, the following article points out the limits that a robbery victim could go to recover stolen property.

Long Branch, New Jersey — The president of Jersey Shore Bank wants to recover \$500 taken in a bank robbery Monday and reportedly used by the accused robber to buy a used car.

"The car was paid for with stolen money, and I can prove it," Bank President Peter F. Beil said yesterday. "The money the car dealer deposited in Colonial First National Bank was what we call bait money and was recorded by our bank."

On Monday Randy V. Coker, formerly of Florida and who had been living in the city for the last six weeks, was arrested and charged in connection with a \$2,000 robbery at the bank's branch on Ocean Boulevard at about 10 a.m.

According to police, after the robbery Coker allegedly went to Kingsly Auto Sales on Route 36 in West Long Branch and purchased a car for about \$500. The car has been impounded by Long Branch police.

"If the car dealer wants to recover his assets," Beil said, "he should take it up with police and get the car back. But in view of the fact he (Coker) bought the car with stolen money we want it back. It is only \$500 but it belongs to the bank."

Beil said he sent Sol Packin, owner of the dealer-

ship, a letter on Tuesday requesting the money. Packin yesterday said he had not received the letter and would not comment further.

On Tuesday Packin said a man, who police allege robbed the Jersey Shore Bank, bought a car from him for about \$500 at about 10:45 a.m.

"The man certainly didn't talk like a bank robber," Packin said. "He haggled with us over the

price."

Coker is being held on \$10,000 bail in the Monmouth County Jail on charges of robbery, delivering a menacing note and entering without breaking with intent to commit a robbery.

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State Association Conventions — NAA Officer or Director Representative Requests

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or NAA Officer or Director Request Made By	NAA Officer or Director Representative
December 1-2	Virginia	Manassas	H. Layton Laws, Jr.	no request
December 8-9	Florida	High Q Quality Inn Orlando	Billy Wells	C. E. Cumberlin
January 13	Colorado	Regency Inn Denver		no request
January 17-18	Michigan	Long's Convention Lansing	Don Diesing	no request
January 19-20	North Carolina	Hickory		Request Being Considered
January 20-21	Minnesota	Holiday Inn on Hwy. 15 St. Cloud	Duane Benoit	C. E. Cumberlin
January 20-21	Ohio	The Marriott Inn Columbus	Byron Dilgard	no request
January 21-22-23	NAA Seminar Antiques	The Lodge at Colonial Williamsburg, Virginia — Registrations and Hotel Reservations MUST be made in advance (hotel reservation deadline: December 20, 1979 — Reservation forms will be submitted ONLY to those registering in advance of the NAA Seminar).		
January 25-26	Pennsylvania	Host Inn Harrisburg	Clay Hess	R. E. Musser
February 1-2	New Jersey	Marriott Hotel Somerset	Don Castner Pamela Moore Epstein	C. E. Cumberlin
February 8-10	North Dakota	Williston	Norman Aldinger	C. E. Cumberlin
February 14-15	California	Inn at the Park Anaheim	David Huisman	C. E. Cumberlin
February 18-19-20	NAA Seminar Real Estate	Del Webb's Townehouse, Phoenix, Arizona — Registration and Hotel Reservations MUST be made in advance (hotel reservation deadline: January 10, 1980 — Reservation forms will be submitted ONLY to those registering in advance of the NAA Seminar.)		
April 12-14	Kentucky	Owensboro		C. E. Cumberlin
April 25-26	Arkansas	West Memphis	A. J. Appling, Sr.	Martin Higgenbotham
April 27	Iowa	Des Moines		no request
May, 1980	Nebraska	Holiday Inn Ogallala	Harold Kraupie	C. E. Cumberlin
May 3-4	Missouri	Osage Beach	Doran Livingston	Harvey L. McCray
May 3-4	Oklahoma	Oklahoma City	Paul Wells	no request
June 12-13	Wisconsin		Victor Voigt	Howard Buckles
June 13-14-15	South Dakota			Archie D. Moody
July 30-August 2	NAA Convention	Opryland Hotel, Nashville, Tennessee.		

Representatives of State Associations have offered the above dates, places and facilities of State Association conventions and/or annual meetings. Added to the information is the name of the NAA officer or director who has been requested by the State Association to attend as the official NAA representative. All NAA officer or director requests have been coordinated through the NAA office and if any of the above information is not correct, please contact Executive Director Harvey L. McCray at 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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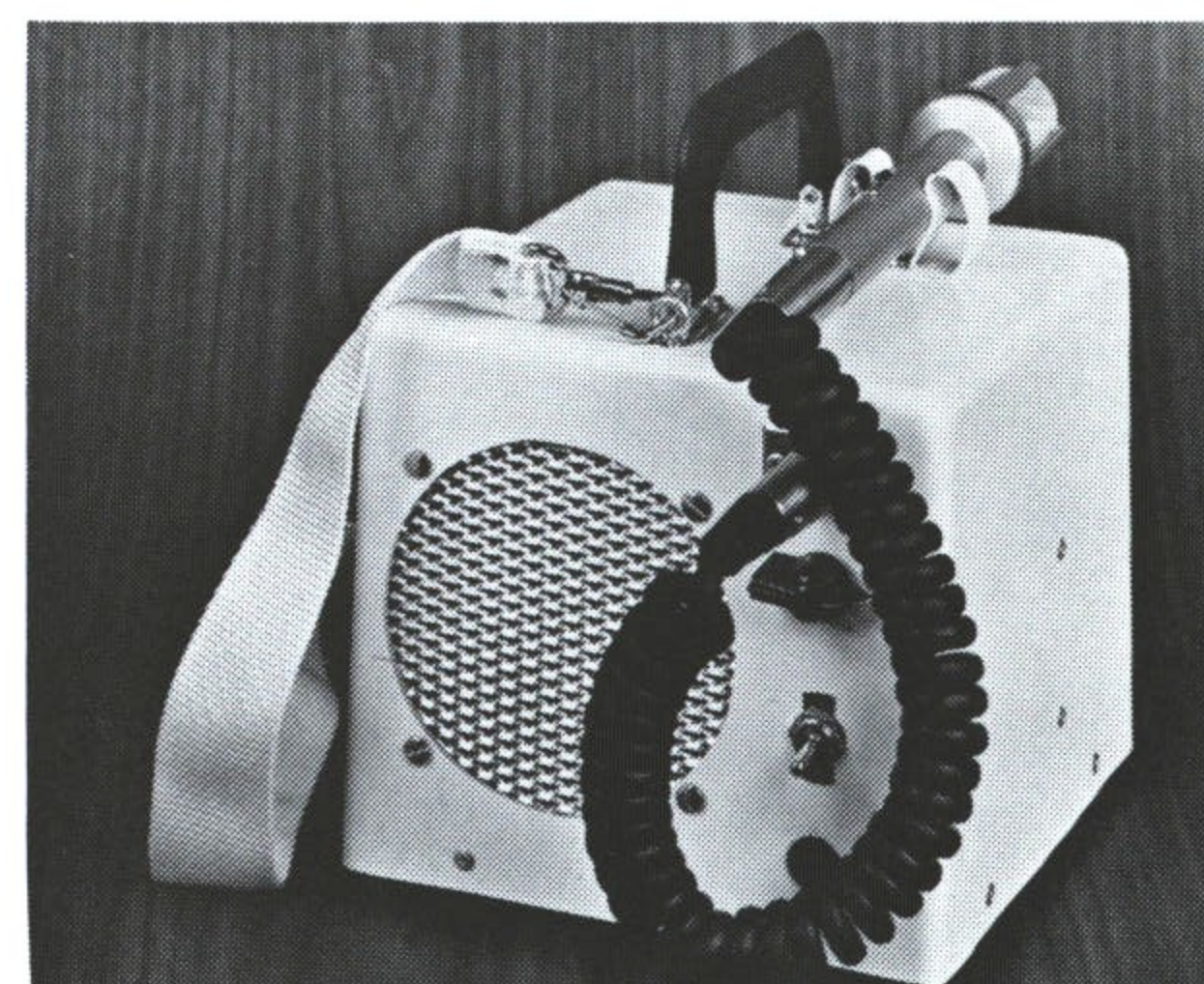
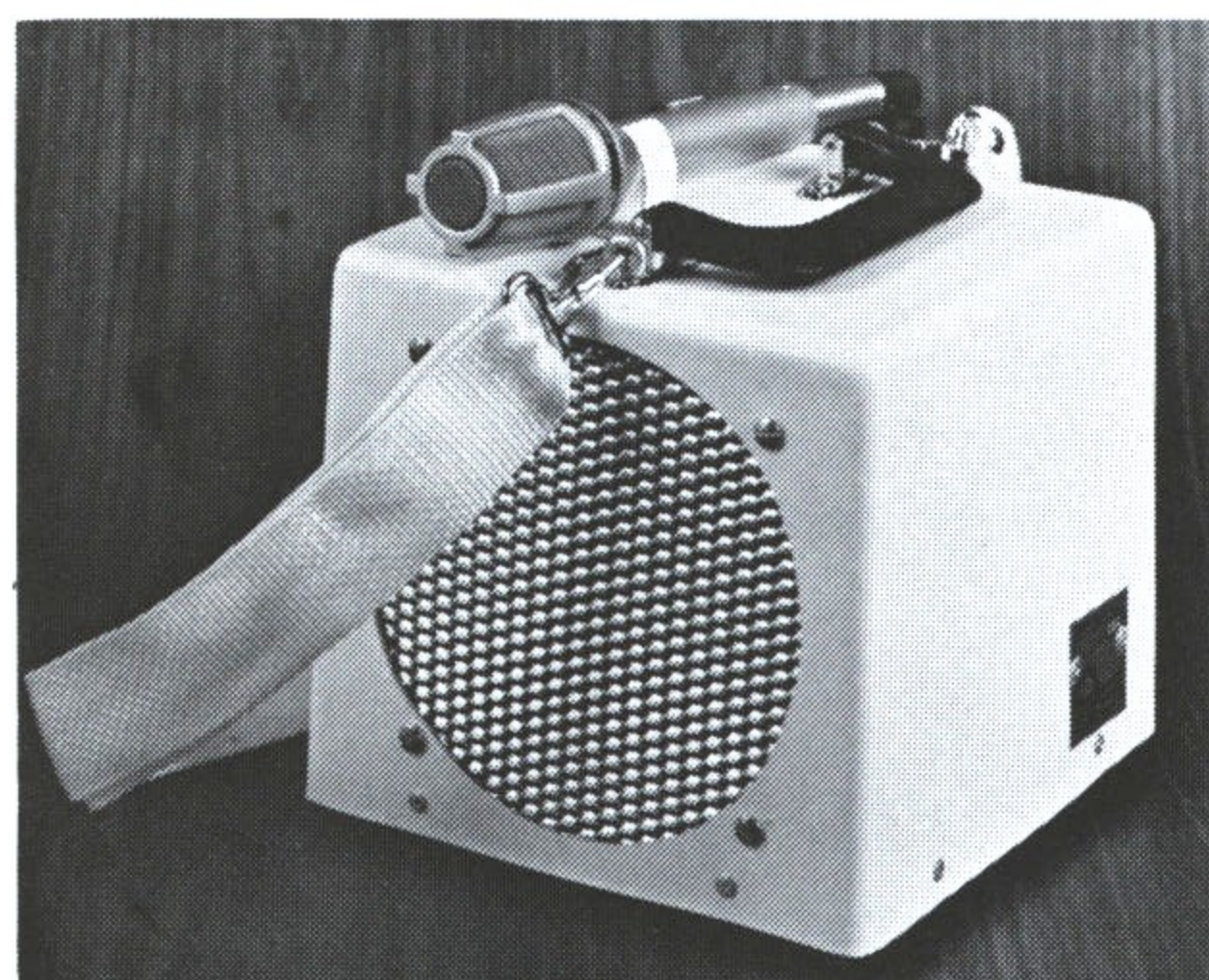
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Auctioneer, it's a fact . . .

Keep in Mind for Next Spring Dept. — the following adjectives are the weatherman's method of possibly indicating the probability of rain in the form of "showers".

"Slight chance of showers," probability is that two such forecasts out of ten will result in showers. "Chance of showers" means three out of ten to result in rain. "Likely showers" means the forecaster is looking for showers six or seven days out of ten with this forecast.

When no modifier of "showers" is included in the forecast, hold your sale indoors, because the chance for rain is eight to ten days out of ten.

FARM & DAIRY

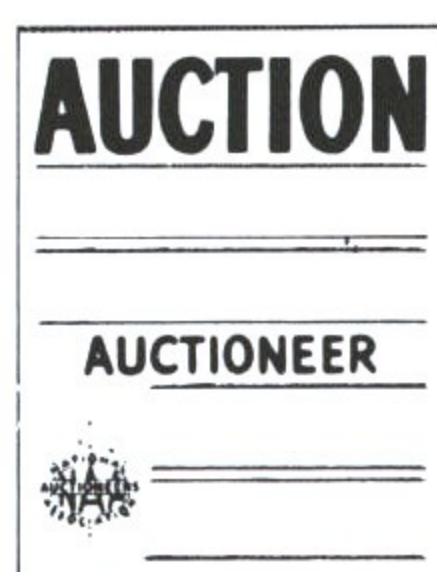
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"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk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

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Auctioneer, it's a fact . . .

New York — Sotheby Parke Bernet Inc. said a two-day auction here was the largest jewelry sale ever held with proceeds totaling \$8.6 million.

"The prices for this auction should squelch any rumors going around that jewelry prices have peaked," Sotheby said. "There's every indication that prices will remain strong if not increase."

Before the auction, the largest sales had been held in Switzerland, mostly in the \$7 million range.

WALL STREET JOURNAL

The prices of autographs and other hand-written documents are soaring. A Thomas Jefferson letter, bought for \$700 in 1974, recently brought \$14,000 at a New York City auction.

THE AUCTION NEWS

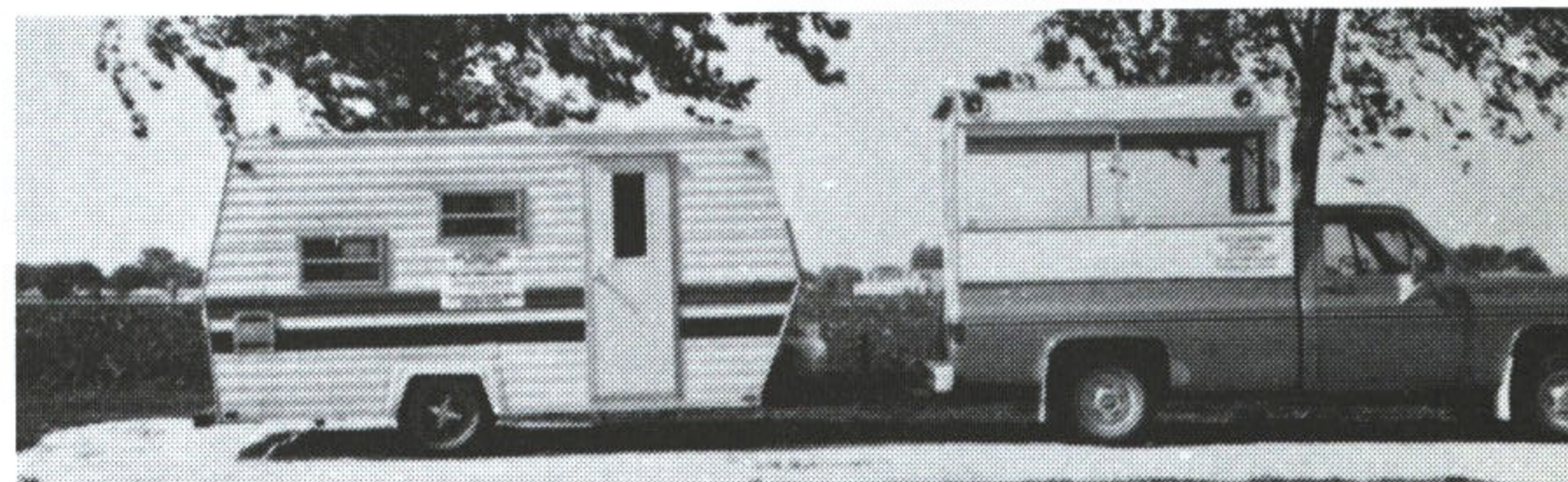
Up 2.4 percent from last year, this year's 4-H livestock Auction at the South Dakota State Fair brought \$155,285.

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It's A Privilege to Belong to the National Auctioneers Association . . .

It Also is a Privilege To Display the NAA Emblem!

By **Harvey L. McCray**
NAA Executive Director

Public interest in auctions and auctioneers is at a high point. More information is being sought by the public — sellers and buyers — in the methods of selling real and personal property by the auction method. Due to the increased interest, the public looks to "Associations" for information about auctioneers, the auctions they conduct, and, unfortunately, how to obtain help against auctioneers who many feel have acted unethically in the conduct of their auctions.

One of the first places people look to obtain help is in directories, newspapers, etc., — especially the many almanacs or books of facts where listings of trade and professional associations are published — therefore much correspondence is sent to the National Auctioneers Association.

Many people feel that if an auctioneer displays the emblem of the NAA, this means that some authority or policing power exists in the National Auctioneers Association. However, the NAA does not have "policing power" over anyone but its own membership. The only method the NAA has of policing its membership is to rescind memberships when it has been proven that members have acted unethically, or violated the many local, county and state license laws. It is indeed a privilege to display the NAA emblem but too many auctioneers are display-

ing the NAA emblem improperly, and the privilege of use will be held only by the NAA membership.

Many NAA members fail to realize that membership in the National Auctioneers Association is by individual auctioneer only. To join the National Auctioneers Association, a prospective member must be sponsored by a current NAA member in good standing. The current member must sign the prospective member's application.

Concerning auction firms, the Board of Directors of the National Auctioneers Association has been quite lenient in allowing such firms, which include several NAA members, to display the NAA logo in advertisements and on sale bills. Primarily, this practice is encouraged. Displaying the NAA emblem offers the public a sense of security, and this is one of the goals of the Association. However, too often misuse of the NAA emblem creates bad publicity for the Association and every member who holds membership in our nearly 6,000-member organization.

Examples of misuse of the NAA emblem include an NAA auctioneer who allowed a buyer to write a check for sizeable purchases at the NAA member's auction. The buyer's credit was not researched because the buyer had the NAA emblem on his check. It was difficult to say no to the buyer — another NAA member — yet the end result of the purchase was that the buyer's check did not have enough funds in the account to cover the purchase. Countless requests have been unsuccessful in recovering the goods or the money.

Even though the buyer's name appeared on the check, the buyer-member was using the privilege of NAA membership to imply that the check was a good one, when it was not. The only recourse the NAA has in this instance is to sus-

pend the buyer-auctioneer from membership in the NAA, but that does not solve the other NAA auctioneer's problem of recovering goods sold, or payment on a bad check.

Another instance is the misuse of the NAA emblem on many "standard" sale bills, where a company provides pre-printed sale bills to several auctioneers. Too often the auctioneer customer is not an NAA member, but the sale bills already include the NAA emblem. This is a violation of the NAA By-Laws, and even though the printing companies are reminded of the violations, the damage is done if the auction is unsuccessful, or conducted in an unethical manner. It is a privilege to display the NAA emblem and the only ones who hold that privilege are members of the National Auctioneers Association — those individual auctioneers (not firms) who pay the annual \$30 dues for the privileges and services offered to them by the NAA Board of Directors.

Recently another violation was noted at the NAA Office. A prospective member submitted his application and under his signature signed his name as the NAA auctioneer sponsoring his membership. That application was to be returned to the auctioneer, with the explanation that he must obtain a signature — sponsorship of a current NAA member in good standing. However, it was noted that the applicant's annual dues, on an auction firm's check with no individual names printed on the check, were paid with a check that already displayed the NAA emblem.

The applicant violated two requirements: first, his application was not sponsored by an NAA member in good standing; and secondly, he already was displaying the NAA emblem illegally. The check number submitted was a

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high sequence number, and no doubt the firm has been writing checks with the NAA emblem for some time. No one holds the privilege of using the NAA emblem except the individual NAA auctioneers — not auction firms — who have been sponsored by another NAA member and accepted into membership by the NAA Board of Directors.

Many NAA members feel that to restrict auction firms from using the NAA emblem will mean that few members will display the emblem at all. Many of our members are sole owners of auction firms, and even though the member's name does not appear in the

firm name, the member still wishes to display the NAA emblem in auction advertising. The Board of Directors has not in the past restricted the use of the NAA emblem by firms which are owned by NAA members. But the practice is becoming more popular, and problems arise when auction firms use the emblem, but do not list the NAA member auctioneers' names. Many times the firm has a grievance or complaint registered against it.

The NAA membership application form clearly states: "I hereby make application for membership in the National Auctioneers Association. If elected, I will abide

by its By-Laws, support its objectives, comply with the Code of Ethics of the National Auctioneers Association, and pay the established dues." These very clear requirements, however, cannot be policed when concern is not shown by the membership for the *misuse* of the NAA emblem. For that reason, it is hoped that this article will make each NAA member more aware of his or her responsibilities as an NAA auctioneer and display the emblem with pride and dignity. The emblem is only as good as the organization's membership, and it is up to the NAA membership to make the emblem as meaningful as possible.



WESTERN COLLEGE OF AUCTIONEERING, with its September class, from 15 states, Canada, Belgium, and Iran, graduated its 108th term. Instructors and staff seated left to right are: Dean Roberts, Jack Ellis, Gene Gabel, Warren Smith, secretary Lorraine Divver, president Bob Thomas, Edie Hagen, executive secretary Bill Hagen, and Mike Hunter. Instructors not present when photo was taken: Ron and Ray Granmoe, Bob Musser, John and Craig Mandeville, Armon Wolff, Larry Stokes, Jack Bowser, Stan Bucholz.

Final Bid

The high-powered executive was the featured speaker at a fund-raising dinner. Before the affair began, he drew the orchestra leader aside and said: "Now after I finish my talk, I'm going to ask everyone who wants to contribute another \$100 or more to

stand up. That's when I want you to play the appropriate music."

"What do you mean by 'appropriate music?'" asked the orchestra leader.

"That's the time for you to play the 'Star Spangled Banner.'"

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Additions to Your NAA Member Directory

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.

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

Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4¾ inches; Quarter page — 3½ by 4¾ 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.

The following names were mistakenly omitted from the 1980 NAA Member Directory. Please, photocopy the list and include in your directory under the appropriate section.

INDIANA

HEYERLY, HOMER, 914 Elm Drive, Box 71, Bluffton 46714

PENNSYLVANIA

LEIBY, C. J., 1541 North 19th St., Allentown 18104
LEIBY, GERALD, RD 1, c/o Simon Meyers Inn, Allentown 18104

TENNESSEE

HARRIS, JERRY F., P.O. Box 684, Dunlap 37327
SMITH, HARLON GENE, 1903 N. Locust, Lawrenceburg 38464
VANCE, CARL J., 733 Benton, Nashville 37204

Auctioneer, it's a fact . . .

You might have to sell one at auction some day. Solar grain dryers are making their way into present farm operations. One farmer near Sterling, Colorado, dried close to 6,000 bushels of corn last year. Solar hog huts are also on the market, reducing pig stress, increasing feed conversion, reducing death loss, and increasing finishing capacity.

HIGH PLAINS JOURNAL

THE AUCTIONEER

AUCTION



SUPPLIES

- **"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12**
Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11", sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashing form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.
9,000 Tickets (1-3 White, Canary & Card)\$22.50
18 000 Tickets (1-3 White, Canary & Card) 43.50
36,000 Tickets (1-3 White, Canary & Card) 85.00
- **STANDARD CLERKING SHEETS . . . Form No. CLS-2**
8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.
\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.
- **STANDARD CASHIER'S STATEMENT . . . Form No. CAS-1**
2-part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".
\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.
- **EQUIPMENT AUCTION TAGS . . . Form No. EAT-59**
3 part perforated tag with hole on top. Space to mark lot number on all 3 sections. 2½x5"
1,000 Tags.....\$9.75 5,000 Tags.....\$42.50
- **WIRES FOR EQUIPMENT AUCTION TAGS, 12" LONG**
1,000 Wires.....\$10.00 5,000 Wires.....\$47.50
- **BUYER CARDS . . . Form No. BC-70**
For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).
1,000 Cards....\$7.50 2,500....\$17.50 5,000....\$32.50
- **TERMS OF SALE — Form TOS-74**
8½x11", 50 sheets per pad. Gives standard terms & conditions of sale to be displayed at auction site.
\$2.00 per pad, 10 pads \$1.50 ea., 20 or more at \$1.25 ea.
- **CONSIGNMENT CONTROL . . . Form No. CC-73**
8½x11", NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC-69.
250 sets \$16.50 500 at \$32.50 1,000 at \$59.50
- **FINAL SETTLEMENT FORMS . . . Form FS-69**
8½x11" 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchandise title to all items sold and deliver title to purchasers.
\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.

- **BUYER'S REGISTRATION FORM . . . Form No. BR-69**
8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.
\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.
- **CONSIGNMENT CHECK-IN FORM . . . Form No. CCI-69**
8½x11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.
\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.
- **PERSONAL PROPERTY CONTRACT . . . Form No. PPC-69**
8½x11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.
\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.
- **AUCTION BANNERS**
Heavy, outdoor drillcloth hemmed on all sides. Built to stand up in rugged weather, 13 x 19 inch blue drillcloth panels with 15 inch red letters that spell AUCTION. Banner is 10 feet long and 16 inches high with 50 feet of rope at top and bottom. Folds to 13x19x3 inches for easy storing.
Complete Banner.....\$16.95 Postpaid.
- **ARROW DIRECTION SIGNS . . . Form No. ADS-811**
Orange cardboard 8½x11". Word AUCTION and ARROW in bold black print. Package of 50 signs for \$7.50 100 \$10.00 postpaid. (Arrows assorted, one-third point left and one-third right and one-third straight ahead) Form No. ADS-811.
- **GAVEL**
Northern Rock Maple Hardwood Gavel in a beautiful walnut finish. Weighs 4 oz., 9-inch handle.....\$4.95 postpaid.
- **BUSINESS CARDS**
1,000 Cards with black or blue ink\$12.50
1,000 Cards with red and black ink\$16.50
1,000 Cards with gold ink\$19.50
- **AUCTION PROMOTION SCHEDULE . . . Form No. APS-72**
18½x11". 50 sheets per pad. Column to list seller's name, property location date, estimator cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., signs, sale bills postage, addressing, labor for tagging, clean-up, security, etc.
\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.

PERSONALIZED OR CUSTOM PRINTING

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

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

Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage
Order by Mail . . . Send Check or Money Order To:



Missouri Auction School

Top Floor Livestock Exchange Building
1600 GENESEE / KANSAS CITY, MO. 64102

PHONE: 816-421-7117

Now. . . .

COLONEL[®] "The Sound That Sells" The all new **COLONEL** Series of Portable Heavy Duty P.A. Systems Designed Exclusively for Auctioneers



COLONEL 6[®]

- Electro-Voice Model 671 Anti-Feedback low impedance professional ball type dynamic cardioid microphone, on-off switch, detachable 10 foot coiled cord, and built in windscreen.
- SPECIFICATIONS: Batteries Eight "D" size flashlight batteries (not included) (Alkaline batteries will give many hours of extra service).
- Rugged metal re-entrant 9" weather resistant 8 ohm horn speaker.
- DIMENSIONS: 11 $\frac{3}{4}$ " High x 8" Wide x 9 $\frac{1}{4}$ " long.
- WEIGHT: 7 lb., 12 oz.
- There is a two year repair or replace warranty on everything except batteries.

List Price \$398.00

Auctioneers Cost **\$238.00**

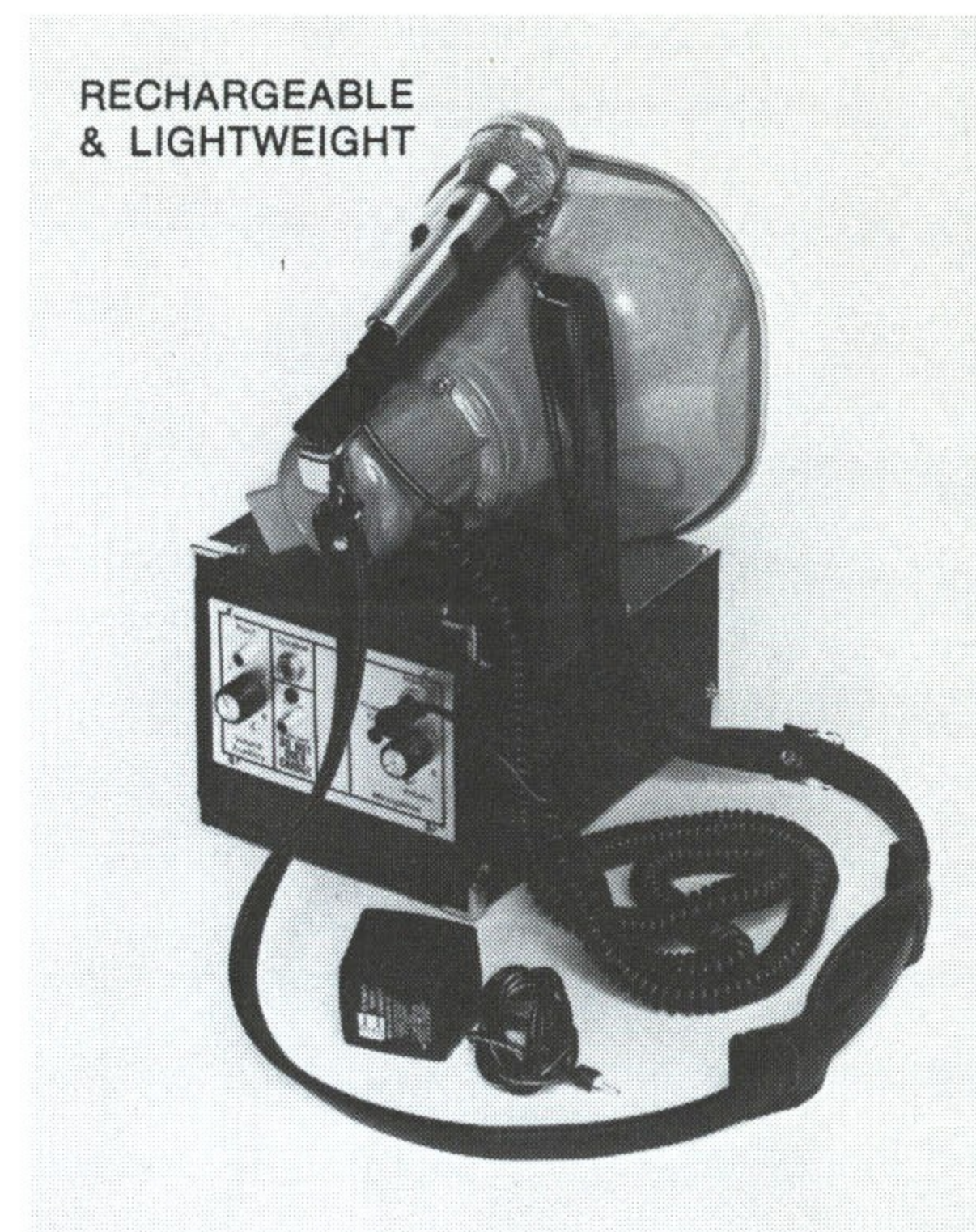
Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage
Order by Mail . . . Send Check or Money Order To:



Missouri Auction School

Top Floor Livestock Exchange Building
1600 GENESEE / KANSAS CITY, MO. 64102

PHONE: 816-421-7117



COLONEL 7[®]

The COLONEL 7 has the same features as the COLONEL 6 plus:

- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- Complete with recharger. Charger rater 120 VAC, 8 Watt, 300 MA.
- SPECIFICATIONS: Battery: Gel Type (2) #626 2.6 AH rating rechargeable.
- INPUTS: One microphone; one tape recorder, one battery charger.
- OUTPUTS: One extension speaker, one tape recorder. With independent controls.
- DIMENSIONS: 11 $\frac{3}{4}$ " high x 8" Wide x 9 $\frac{1}{4}$ " Long.
- WEIGHT: 8 lb., 13 oz.

List Price \$565.00

Auctioneers Cost **\$338.00**

THE AUCTIONEER
NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510

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