

THE AUCTIONEER

The Magazine of the National Auctioneers Association • January, 1981

**Certified Auctioneers Institute
1981 Courses**



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April 4
Indiana
University**

**Your Key to Greater
Success as a
Professional Auctioneer**

**National
Auctioneers
Week, 1981
page 14**



Stetson "Wisp"



Auctioneer Hat

Holiday Best To You And The New Year

We are more than "staying busy" in the auction business, and sincerely hope everyone else is doing likewise. Recently we received our first shipment of our Stetson Silver Belly "Auctioneer" felt hats. We have every size in all three brim widths; 2 1/8", 2 3/8" and 2 5/8". These are as pictured above with red satin lining. We also have the "Wisp" in 4X Beaver — Silver Belly — and ready to ship. Of course, we have the light tan Milan straw in all three brim widths as well as white Panama in the 2 1/2" brim width.

Our size and color range on the London Fog type wind breaker jackets is pretty well com-

plete and comes with the four colored embroidered NAA emblem sewn on the left breast. Gold and silver keeps going up and our 14K gold tie tacs are necessarily going along with the cost increase. If you would like to have one, now is the time to get it before the price become prohibitive. It is not long 'til Christmas and a nice tie tac would make a wonderful gift.

Felt Silver Belly Auctioneer Hats	\$ 32.00
White Panama 2 1/2" brim	21.00
Milan Straw Auctioneer Hat	17.95
London Fog Type Jackets with NAA Emblem	21.00
Wisp (Western style) hat, 4X Beaver	45.00
NAA Emblem, 4-color embroidered	3.00
Sterling Silver Gavel Tie Tac	50.00
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Sterling Silver with man made diamond	80.00
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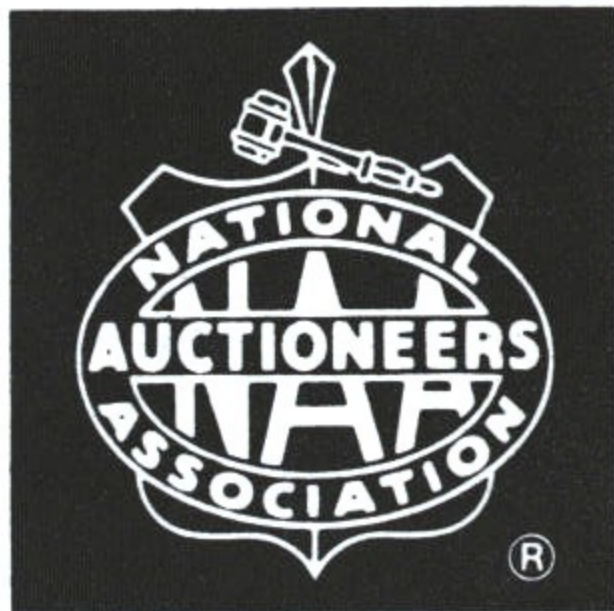
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CHICAGO
Sunday Sun-Times

Source: Carl J. Nelson Research, Inc., 1979



Letters To THE AUCTIONEER

Auction Educational Session

I am hosting an Antique Seminar at Longacres Race Track, Renton, Washington, on Sunday, January 25, 1981. I have arranged for George Michael of New Hampshire and William Josko of Connecticut to speak on antique furniture, glass, coins, books, and collectibles.

It will be a full day's seminar from 10 am to 6 pm with a noon break for dinner and short morning and afternoon breaks. Both men have promised to do a limited amount of appraising sometime during the day. I am expecting a lively seminar with speakers such as these and an alert, interested audience.

In case you haven't met these men before, or need your memory jogged, both, like myself, are retired NAA directors. Each man has been very active in his local auction associations. They are both considered tops in the field of antiques and much sought after as speakers. I feel very proud that I have secured both of these men for my seminar in the Northwest.

If you would like to know more about the seminar and its speakers, contact me at Renton Auction, 808 Southwest 4th Place, Renton, Washington 98055. Telephone 206-255-7122. See you there.

Robert F. Losey, Sr.
NAA member auctioneer
Renton, Washington

Need License Law Information?

If you need information about states which have auctioneer license laws, **write NALLOA**. Any and all correspondence with the National Auctioneer License Laws Official Association should be sent to the address below.

For a complete update of license law information, consult the "License Law Update" on page 6 of the January, 1981 AUCTIONEER.

NALLOA
P.O. Box 30042
Lincoln, Nebraska 68510

Advertisement

In Praise of CAI

I would like to take this opportunity to mention a few of the good things that have happened to me since completing the Certified Auctioneers Institute. My auctions have more than doubled. I can not say that the CAI designation was responsible for this, but I know what kind of auctions I had before, and in comparison of before and after, I am well pleased.

In just a few minutes of one CAI class I learned enough to keep me from the possibility of losing \$15,634.02. I could stand to lose the two cents on an auction, but not \$15,634.00.

One hour after returning home from our Virginia Auctioneers Convention I booked another fine real estate auction.

I am expressing my thanks to all the fine auctioneers who made the CAI program available to all NAA auctioneers.

Lionel L. Reynolds, CAI
NAA member auctioneer
Pittsville, Virginia

Additions to Your NAA Member Directory

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

FLORIDA

FREUND, ERNEST, 2624 N.E. 29th Court, Fort Lauderdale 33306

OKLAHOMA

THOMPSON, JAMES L., 4909 Meadowbrook Dr., Lawton 73503

WISCONSIN

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As president of U.S. Steel, the late Charles Schwab was paid a salary of one million dollars a year at a time when few men had a million dollars.

He said: "I consider my ability to arouse enthusiasm among men the greatest asset I possess. The way to develop the best that is in a person is by appreciation and encouragement.

"There is nothing that so kills the ambitions of a man as criticism from his superiors. I never criticize anyone. I believe in giving a man incentive to work. So I am anxious to praise but loathe to find fault. If I like anything, I am hearty in my approbation and lavish in my praise."

An 18th-Century Chippendale block and shell-carved mahogany chest of drawers was sold at a November, 1980 auction to a New York dealer for \$360,000, a record auction price for any piece of American furniture, according to the auctioneer.

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Phone: 319 293-3012

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Phone: 812 867-2486

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Manassas, VA 22110
Phone: 703 361-3148

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RFD 1 Box 1900
Cody, WY 82414
Phone: 307 587-2131

THE AUCTIONEER

JANUARY, 1981

Volume XXXII, Number 1

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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.

Single copies: \$1.00 each. Annual subscription rate \$10.00.

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

Harvey L. McCray, Editor and Executive Vice President. Member: American Society of Association Executives, American Advertising Federation, Lincoln Advertising Club, Lincoln Chamber of Commerce, Admen's Gridiron.

Gary Carmichael, Director of Association Services. Member: International Association of Business Communicators, Lincoln Advertising Club.

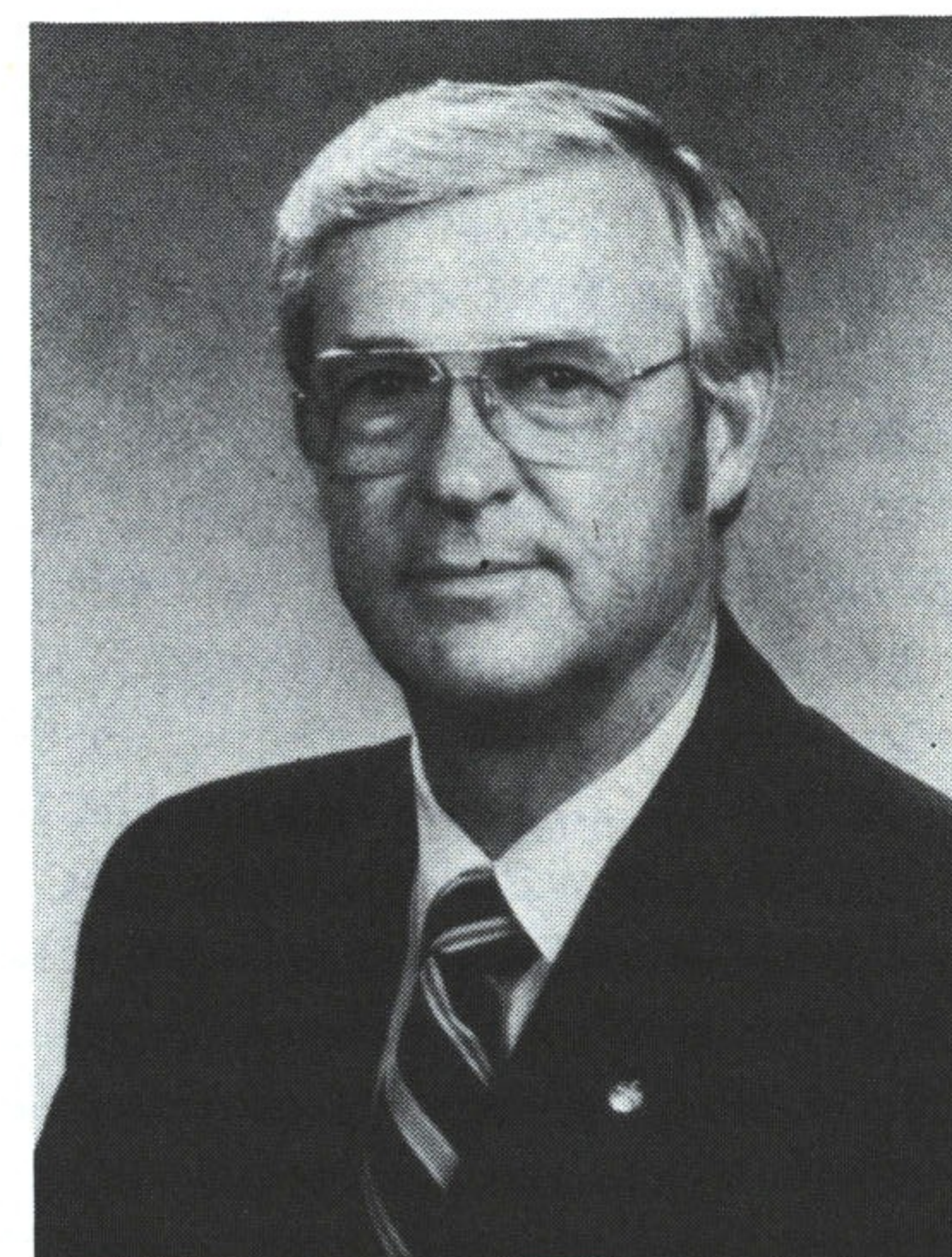
Mrs. Sandy Chapin, Office Secretary

Mrs. Sharon Whisenhunt, Office Secretary

Ms. Kim Fitzekam, Bookkeeper

“Enlighten” the Public, News Media About Auction’s Potential

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



The first half of the 1980-81 NAA Year has been a busy one for me and the many other auctioneers in our organization. The auction business has been that good. I have very much enjoyed attending meetings and conventions of the State Auctioneers Associations; and I thank the members of the State Associations for their hospitality, and for the loyalty they have shown to the National Auctioneers Association.

I also want to thank in advance, the State Association officers, who will be inviting me to their conventions, and I look forward to the meetings very much.

Again, I urge each of you to seek out those qualified auctioneers who are not presently members of our Associations. Sign them up! Let's get *all qualified auctioneers* to join with us in our goals to promote the good image and business attitudes of the auction method of selling real and personal property. Only in large numbers can we be strong politically as well as economically. With numbers we can do tremendous things. I feel now that the auction profession is on the brink of taking its place at the top of the list of the professional business people.

The more we educate the public to the fact that we are a profession, and professionals, and that we are ethical business people, *the better off we all will be*. We need to get away from the public's attitude that you are not treated fairly every time you go to an auction. It is bad publicity whenever anyone — sellers and buyers alike — yell foul on an auctioneer or auction firm. Let's talk more about the good things, and the way many, many auctioneers perform their businesses in an ethical manner. We especially need to educate the reporters and writers who only want to promote the unique and unusual occurrences of auctions. Too many such journalists want to publicize the unfortunate events, and not enough want to give any space to the tremendous good, which comes from the auction industry. A reporter or writer can fill a page about taking a bid from the air, but some will not write three lines about how the auctioneer has helped a poor widow liquidate her personal property to maintain her livelihood. Other writers seem very reluctant to write two lines about the auctioneer

who raises several thousand dollars for a worthwhile charity. A writer can stir the emotions when something goes wrong, but some will not take the time to recognize the auctioneer for his or her contributions to a worthy cause.

But who's responsibility is it to “enlighten” the public and the news media about the auction method? It's our responsibility, the member auctioneers of the National Auctioneers Association.

The attitude and direction of the National Auctioneers Association in the last few years has advised our auctioneers to use more ethical practices in their businesses. Nowadays, we have to be even more concerned about doing business in an ethical and businesslike manner. We are all primarily businessmen and women, and the only difference in our approach to marketing real and personal property is the manner in which the sale is conducted.

I want to take this opportunity to thank our Executive Vice President, Harvey McCray, and his office personnel for the jobs they perform at our NAA office. They are promoting the auction industry and presenting to the public NAA professionalism at its best. We should be proud of our people who administer the activities of the NAA office in Lincoln. They are doing an excellent job, and I personally commend them for their efforts.

I urge each and everyone of you to take advantage of the two NAA seminars, which are to be held in January and February. The Real Estate at Auction Seminar in Atlanta, Georgia, will be held within weeks after you receive this issue of THE AUCTIONEER magazine. Don't miss out on the opportunity to learn from the experts at both seminars.

The Antiques and Country Collectibles Seminar in Oklahoma City, February 16-18, will offer the personal property auctioneer worthwhile, valuable information. Excellent talent has also been selected to provide instruction for that educational event.

Also, please consider attending the Certified Auctioneers Institute courses in Bloomington, Indiana, during the first week in April, 1981. I feel that this program is one of the best opportunities that auctioneers have to improve themselves through a

Continued page 6

professional designation. We all need and can use the information presented through the CAI program.

When you think about the educational programs which are sponsored by the National Auctioneers Association, you can truly see that this is your Association! The programs, which are developed by the board of directors with the cooperation of the membership, are designed to assist you, the auctioneer, and the success of your auction business. Put your membership to good use by supporting all the programs which will be beneficial to the entire Association and to our auction profession.

Again, I want to wish you the best of the New Year! I look forward to seeing you during our 1981 NAA Convention in Las Vegas, Nevada, July 29-August 1. Our NAA Conventions are conducted with the family in mind, and the Las Vegas Convention will not be an exception. I personally invite you, your family and especially your children to enjoy the good, clean convention fun and educational experiences, which have always been a part of our NAA conventions. The 1981 NAA Las Vegas convention will continue that tradition.

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The Legal Aspects Of Auctions . . .

License Law Update

To keep the NAA membership as currently informed as possible concerning auctioneer license laws throughout the nation, THE AUCTIONEER offers this license law update. Information was contributed by two sources — the various state auctioneer associations and the National Auctioneer License Laws Official Association (NALLOA). The information in parentheses is from NALLOA.

For more specific information contact either the state association secretary, the licensing body in the particular state, or NALLOA. In the coming months, THE AUCTIONEER will publish additional license law information as received at the NAA office.

ALABAMA — The state DOES REQUIRE an auction/auctioneers license. Contact: Mrs. Patricia Reid, Executive Secretary; Suite 209 Downtown Plaza; Cuulman, AL 35055, (205) 739-0548. Submitted by Pete Horton, AAA Secretary/Treasurer.

ALASKA — (The state does not require a license law.)

ARIZONA — The state DOES NOT REQUIRE an auction/auctioneers license. However, you must register with the county in which you operate and obtain a city license. Maricopa County does not require a license. (A license is required for any person who sells or attempts to sell jewelry. Contact Board of Supervisors of the county.) Submitted by R. G. Warner, AAA, Inc., secretary/treasurer.

ARKANSAS — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Jayne Lowery, AAA secretary.

CALIFORNIA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Barbara Dobbas, CAA Executive Secretary.

COLORADO — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Ernest L. Wimmer, CAA secretary.

CONNECTICUT — (Town and city permits only. There is a state law governing sale of jewelry, livestock, horses, and motor vehicles. Request from various commissioners.)

DELAWARE — (Every person engaged in business of crying sales of real or personal property for others for profit are subject to tax.)

DISTRICT OF COLUMBIA — (License required for any person, firm, or corporation, either for himself or others sells or offers for sale at public auction, stocks or stocks of merchandise in whole or in part. Apply at Mayor's office.)

FLORIDA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Lewis C. Dell, FAA Secretary. (Local ordinances may impose license requirements.)

GEORGIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Georgia Auctioneers Commission, Michael R. Fowler, Joint Secretary, 166 Pryor St. S.W., Atlanta, GA 30303. Phone: (404) 656-3950. The applicant must be 18 years old, a citizen and an apprentice for 12 months under the supervision of a licensed auctioneer. Must have been the principal auctioneer in at least ten auctions. Applicant must pass an examination and be bonded for \$5000. Non-residents can obtain a license through reciprocity, if

they are residents of states which reciprocate with Georgia. Submitted by John Suarez, GAA secretary/treasurer.

HAWAII — (License required for any person who sells goods, ware, merchandise or other property at auction. Apply County Treasurer or Director of Finance.)

IDAHO — (Pay tax to county tax collector, on new merchandise sold at auction.)

ILLINOIS — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Janet Gravin, IAA Secretary.

INDIANA — The state DOES REQUIRE an auction/auctioneers license. Contact: John Friedersdorf, Chairman of Indiana Auctioneers Commission: State Office Bldg. Room 1025; Indianapolis, IN 46204. Phone: (317) 232-3950. Must be bonded and pass oral and written examinations. Must be 18 years of age or older. Submitted by Harry Buckles, IAA secretary/treasurer.

IOWA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Margaret H. Bloomer, IAA secretary. Some cities do require a city auctioneer's license, and some counties ask that their auctioneers buy a county license. (To sell NEW MERCHANDISE outside of city limits where ordinances require license, a state license is required.)

KANSAS — The state DOES NOT REQUIRE an auction/auctioneers license. Real estate license required to sell real property; city license required in several cities. Submitted by Rex B. Newcom, KAA secretary/treasurer. (Any individual, firm, association, corporation or any other legal entity which sells new goods, wares or merchandise, apply at clerk of county or city.)

KENTUCKY — The state DOES REQUIRE an auction/auctioneers license. Contact: Kentucky Board of Auctioneers, Ina L. Schoen, executive secretary, 1210 Kentucky Home Life Bldg., Louisville, KY 40202, Phone: (502) 588-4453. The Commonwealth of Kentucky only licenses individuals. There is a one year apprenticeship requirement that must be served under a licensed auctioneer, after passing the apprenticeship examination. At the end of one year and participating in at least five auctions, the applicant may sit for the principal auctioneers license. There is a \$3000 surety bond required. The license fee is \$30/yr. and the exam fee \$50. Submitted by Ina L. Schoen, Kentucky Board of Auctioneers executive secretary.

LOUISIANA — The state DOES REQUIRE an auction/auctioneers license. Contact: Donald J. Bernard, Secretary of Department of Commerce; P.O. Box 44185; Baton Rouge, LA 70804, Phone: (504) 342-5388. Submitted by Gladys M. Vernon, Administrative Assistant.

MAINE — The state DOES REQUIRE an auction/auctioneers license. Contact: Alfred W. Perkins, Commissioner-Business Regulation; Augusta, ME. Submitted by George A. Martin, MAA secretary. (Non-residents in addition must obtain license for each auction.)

MARYLAND — The state DOES NOT REQUIRE an auction/auctioneers license. Each county has its own qualifications for licensing as has Baltimore City and several other townships and jurisdictions in Maryland. Anyone wishing to auction in the state of Maryland should inquire of the county clerk or the clerk of the circuit court of that jurisdiction. In Baltimore City, application must be made to the mayor's office. Submitted by Barr Harris, AAM secretary.

MASSACHUSETTS — Under Chapter 100, each auctioneer is licensed by the town he/she resides in. The auctioneer must acquire a permit to conduct an auction in another town or city. The auctioneer must file with the selectmen of the town or city for the permit. Submitted by Evan N. Garvilles, MSAA president. (A person must obtain license to sell jewelry, and also bankruptcy.)

MICHIGAN — The state is currently (2/1/80) 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. (Sale of new merchandise is regulated.)

MINNESOTA — The state DOES REQUIRE an auction/auctioneers license. Contact: Joan Growe, Secretary of State, State Capitol, State Office Bldg.; St. Paul, MN 55155 Phone: (612) 296-3266.

MISSOURI — The state DOES REQUIRE an auction/auctioneers license. License obtained at the county clerk's office, at any county courthouse. Submitted by Doran H. Livingston, MSAA secretary/treasurer.

MONTANA — The state DOES NOT REQUIRE an auction/auctioneers license. However, the state does require that each auctioneer carry a \$500 bond. Submitted by Craig Mandeville, MAA secretary.

NEBRASKA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Harold Kraupie, NAA member. (Non-resident apply at county clerk's office.)

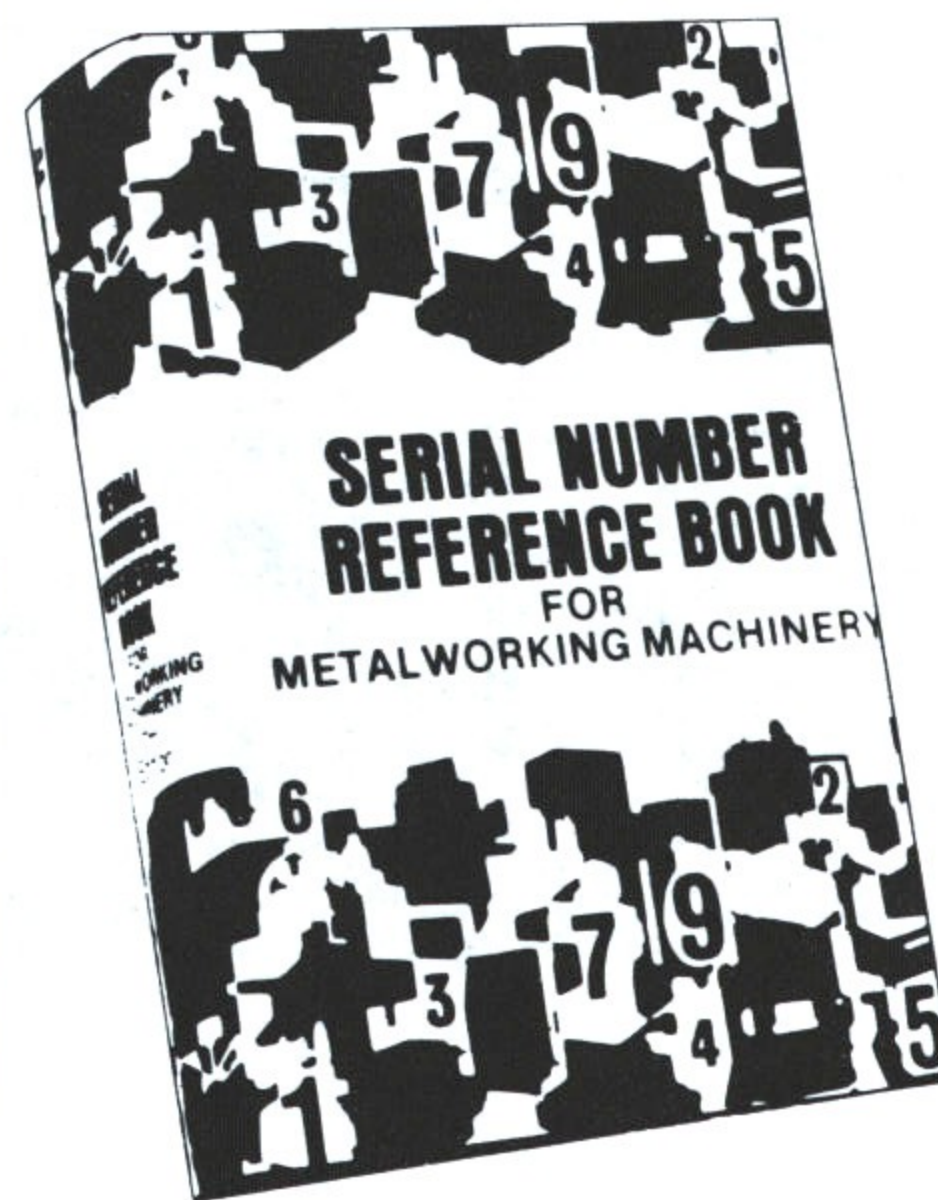
NEVADA — The state DOES NOT REQUIRE an auction/auctioneers license.

NEW HAMPSHIRE — The state DOES REQUIRE an auction/auctioneers license. Contact: New Hampshire Board of Auctioneers, Secretary of State, State House, Concord, NH 03301. Phone: (603) 271-3242. Non-resident license may be obtained only when the applicant's state offers reciprocity with a non-resident license which will permit auctions anywhere in the state. Submitted by George Michael, secretary, NHAA.

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 Jo Ann Fawcett, NJSSA secretary. (There are state regulations on jewelry, baby chicks, and sale barn.)

Continued page 8

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NEW MEXICO — (There are state regulations on the sale of jewelry at auction.)

NEW YORK — The state DOES NOT REQUIRE an auction/auctioneers license. However, local ordinances will require auctioneers to obtain a city, town or village license. An auction is under consideration as of this writing. Submitted by Duane E. Gansz, NYAA member. (There are baby chicks, and food regulations.)

NORTH CAROLINA — The state DOES REQUIRE an auction/auctioneers license. Contact: George R. Fuller, Executive Director; 3509 Haworth Drive; Raleigh, NC 27609 Phone: (919) 733-2182. Submitted by Johnson B. Gilbert, NCAA secretary.

NORTH DAKOTA — The state DOES REQUIRE an auction/auctioneers license. Contact: Richard Elkin, Public Service Commissioner; North Dakota State Capitol; Bismarck, ND 58501. Phone: (701) 224-2400. North Dakota also requires a clerking license, for which the fee is ten dollars and a bond of five thousand dollars. The auctioneers fee is ten dollars and a one thousand dollar bond. You must also be a graduate of an approved auction school. Submitted by Norman Aldinger, NDAA member.

OHIO — The state DOES REQUIRE an auction/auctioneers license. Contact: Charles Carroll, Chief of Licensing; 180 E. Broad St.; Columbus, OH 44805 Phone: (614) 466-4130.

OKLAHOMA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Ray Patterson, OKAA secretary/treasurer. (Permits are required for livestock markets and sale of new merchandise. Apply at county treasurer.)

OREGON — The state DOES REQUIRE an auction/auctioneers license. Contact: Marge Hevlin, Administrator; 4th Floor, Labor & Industries Building; Salem, OR 97310 Phone: (503) 378-4492. Submitted by Helen M. Wood, ORAA secretary.

PENNSYLVANIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Alfred Traiman, Chairman or Mrs. Dawn Hepler Glowacki, Corresponding Secretary to the Board; Professional & Occupational Affairs; State Board of Auctioneer Examiners; Box 2649; Harrisburg, PA 17120 Phone: (717) 783-3615. Submitted by Mrs. Dawn Hepler Glowacki.

RHODE ISLAND — The state DOES REQUIRE an auction/auctioneers license. Contact: Mr. Craig Smith, Assistant to the Director; Department of Business Regulations; Office of the Director; 100 North Main Street; Providence, RI 02903 Phone: (401) 377-2246. Submitted by Louise E. Wordell, RIAA secretary.

SOUTH CAROLINA — The state DOES REQUIRE an auction/auctioneers license. Contact: George D. Pechilis, Executive Director; State of South Carolina Auctioneers Commission; P.O. Box 807; Columbia, SC 29202 Phone: (803) 758-3837. Submitted by Jack E. Richardson.

SOUTH DAKOTA — The state DOES NOT REQUIRE an auction/auctioneers license. However, it does require a restricted real estate auction license. Must take exam before able to auction real estate. South Dakota has reciprocity with some states. (Also livestock auction agencies.) Contact: Jack Burchill, South Dakota Real Estate Commission Secretary/Treasurer; 319 So. Coteau, P.O. Box 490; Pierre, SD 57501 Phone: (605) 773-3600. Submitted by Jim Payne, SDAA secretary.

TENNESSEE — The state DOES REQUIRE an auction/auctioneers license. Contact: Mrs. Thelma Cartwright, Executive Secretary; Tennessee Auctioneers Commission; Capitol Hill Bldg., Room 418; 7th and Union Sts.; Nashville, TN 37219 Phone: (615) 741-3600. Submitted by Hubert D. Songer, TAA member.



**CERTIFIED
AUCTIONEERS
INSTITUTE
1981 Courses**

March 29-April 4, 1981

**Indiana University
Bloomington, Ind.**

**For application and information, contact: Certified Auctioneers
Education Institute, Indiana Memorial Union, Suite 555, Bloom-
ington, Ind. 47405; (812) 337-0706.**

TEXAS — The state DOES REQUIRE an auction/auctioneers license. Contact: Texas Department of Labor & Standards, Lias "Bubba" Steen, Commissioner, P.O. Box 12157, Austin, TX 78711. Phone: (512) 475-4229. The Commissioner appoints a nine-member Advisory Board comprised of auctioneers to serve one-year terms. Their function is to act as liaison between the State and the auctioneers. The license law requires an applicant to be a graduate of an approved auction school or to obtain an associate license for one year to work under a licensed auctioneer. Submitted by Charles Connour, TAA secretary/treasurer.

VERMONT — (A license is required for both real and personal property. Apply to the Secretary of State.)

VIRGINIA — The state DOES REQUIRE an auction/auctioneers license. Virginia does not have a state licensing board or commission for auctioneers. A state license is purchased at the local office of the commissioner of the revenue. Submitted by Stephen G. Sheets, VAA president.

WASHINGTON — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Mick Sather, WAA director. (However, the sale of jewelry, appliance, upholstered furniture, and bedding requires a license. Apply at County Commissioner.)

WEST VIRGINIA — The state DOES require an auction/auctioneers license. Contact: Hon. Gus R. Douglas, Commissioner of Agriculture; West Virginia Department of Agriculture; State Capitol; Charleston, WV 25405. Submitted by Wilson E. Woods, WVAA president.

WISCONSIN — The state DOES NOT REQUIRE an auction/auctioneers license. However, many municipalities have their own rules, ordinances, and fees. Submitted by Robert Massart, WAA secretary/treasurer. (There are requirements on the sale of jewelry and furs. All transient auctioneers must be licensed. Apply at the County Clerk's Office.)

Be Prepared, Accurate Motto For Income Tax Time

Last year at this time THE AUCTIONEER presented a four page "primer" on dealing with the Internal Revenue Service. That information was taken from the "Business Tax Kit" available at your local IRS office. And, to start the year off right, THE AUCTIONEER reprinted a "Tax Calendar" complete with due dates and what forms to file.

Well, it's that time of year again.

A recent visit to the IRS produced a similar "Business Tax Kit" which the IRS will answer questions about, and even help you fill out the forms. No, the IRS will not help you with your bookkeeping, but it will help you file properly. Also, the "Tax Calendar Check List" in the kit is based upon filing in 1980 for 1979; but the IRS assured THE AUCTIONEER that the dates in the Calendar/Check List would be sufficient to already make plans for 1981.

Their message seems sincere enough, "the IRS stands ready to help you comply with your tax reporting requirements." The Internal Revenue Service has regional offices, local offices, information services, and more instructional publications than you will probably ever use.

Probably the best advice, however, is to complete your income tax reporting in close cooperation with your accountant.

FREE NATIONAL ADVERTISING FOR YOUR AUCTION ATTN: AUCTIONEERS

The Auction Bulletin contains listings of coming auctions by category and is distributed weekly to buyers and dealers who attend auctions throughout the country. Put us on your mailing list or call our toll free number to ensure that your auctions get this national coverage at no cost to you. The categories include:

- Manufacturing & Industrial Equipment
- Automotive Parts
- Automobiles, Trucks, & Trailers
- Needle Trade & Sewing Equipment
- Graphic Arts & Printing Equipment
- Construction & Material Handling Equipment
- Office Furniture, Equipment, & Supplies
- Retail Store Inventories & Fixtures
- Surplus Merchandise

For more information phone or write:

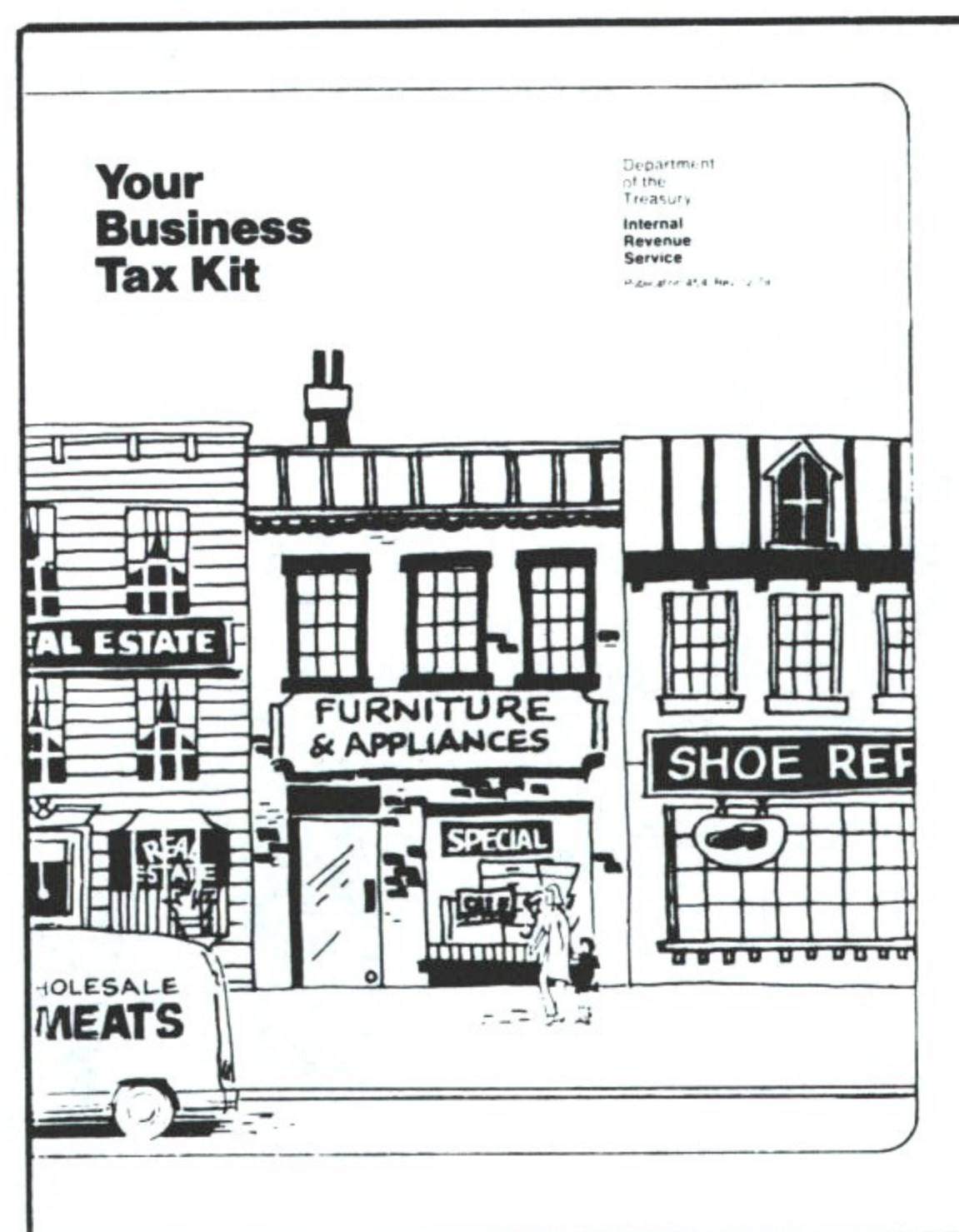


THE AUCTION BULLETIN

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CHICAGO, IL 60680

Toll Free: (800) 621-1574
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ASK FOR IT BY NAME
— *Business tax kit contains all the necessary forms and instructional publications.*



Absentee rates are highest in January and February, lowest in July.

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Freedomike Wireless Microphones From Lectrosonics

Without even realizing it, many auctioneers let "something" get between them and the bidders. That "something" is supposed to help the auctioneer reach his audience, but it also gets in the way.

That "something" is the P.A. system. Maybe it gets in the way when you have to stop your bid calling and lug it to another table. Maybe the bidders watch you drag your mike cord around instead of listening to your bid calls. Maybe you need three hands to hold up both the merchandise and your microphone.

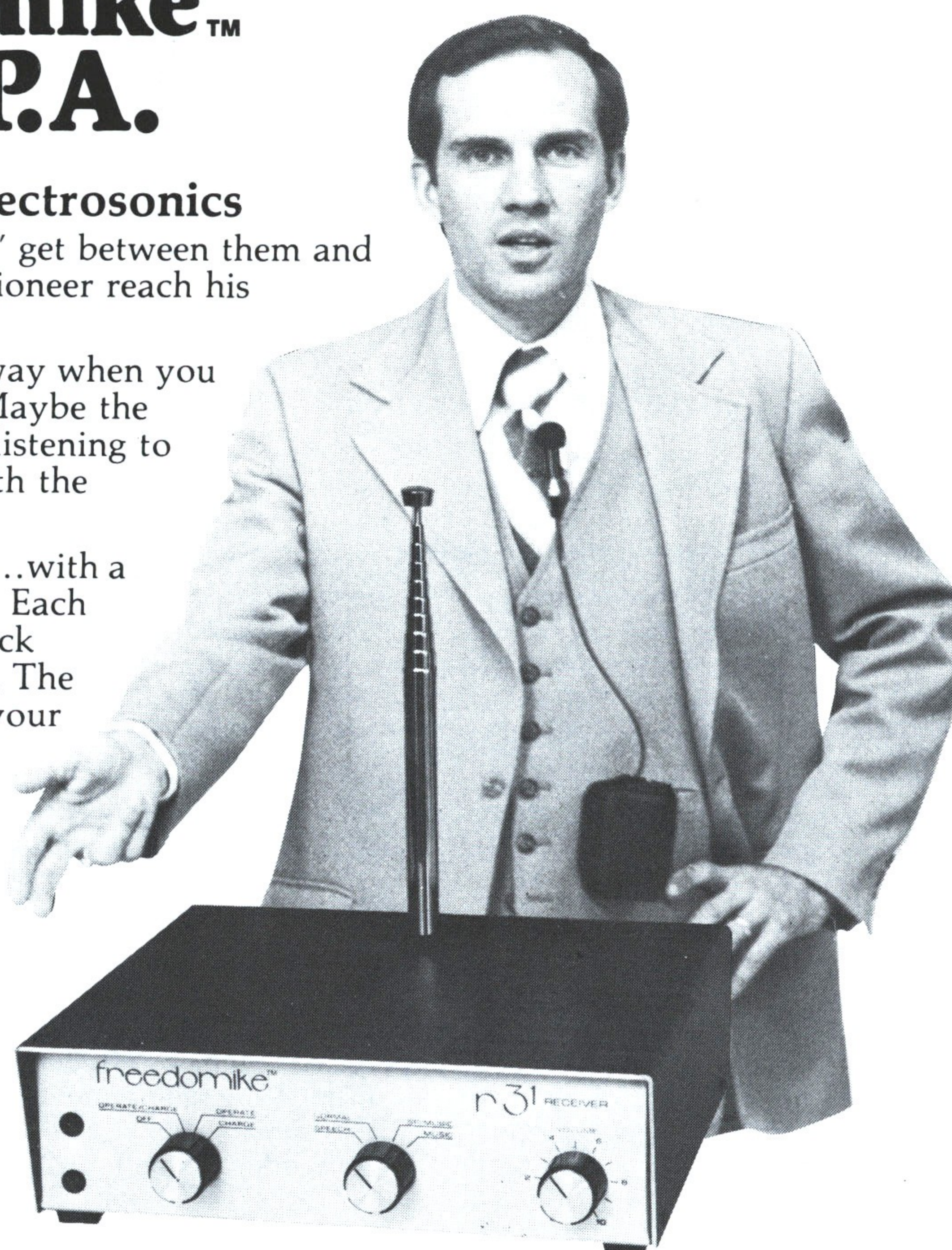
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter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

Freedomike...for the auctioneer who wants the bidders attention focused on his bid calls, not on his P.A. system.

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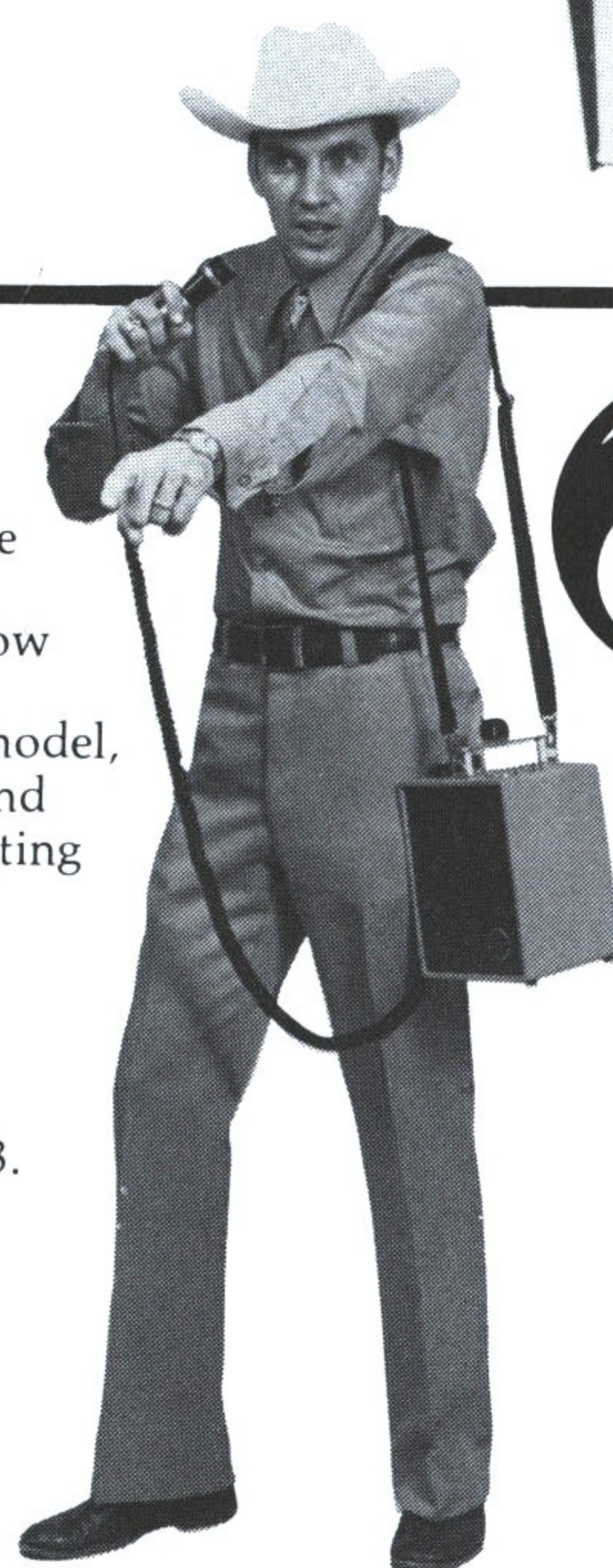
Freedomike System Three (with both mikes)-\$815



Voice Projector 18 Ultra Portable P.A.

For years the Voice Projector 18 has been the benchmark by which auctioneers measured quality in self-contained P.A. equipment. Now meet the all-new VP18R. The VP18R has all the features of the older model, plus high-level input and output for connecting to other audio devices. Its rechargeable power pack lasts 50% longer than the old VP18.

VP18R-\$325

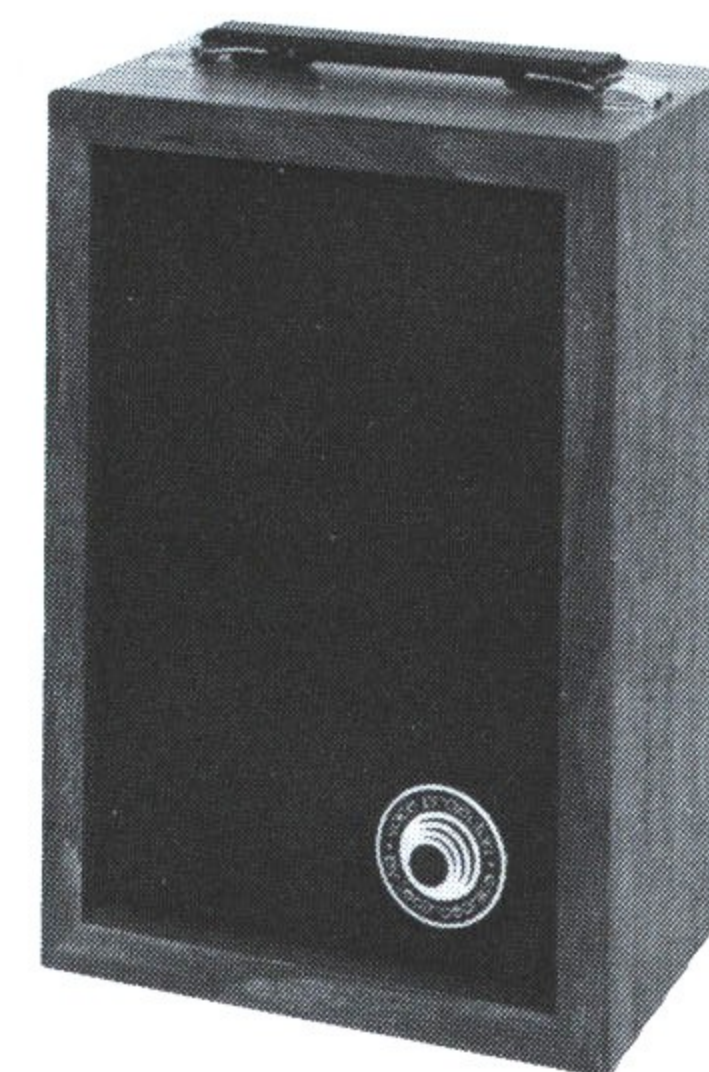


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For prices and delivery information in Canada contact:

Gene Sworin, Telak Electronics Ltd., 100 Midwest Road, Scarborough, Ontario, M1P 3B1. Telephone 416-752-8575

NAA Seminar Update

Oklahoma City — There Is Still Room Atlanta — Maybe, If You Hurry

By the time you are reading this issue of THE AUCTIONEER, the January 2 registration deadline for the Atlanta Real Estate at Auction Seminar has already passed. However, the NAA office will accept your late seminar registration until January 19, 1981, but you will be responsible for your own hotel accommodations. The block of hotel rooms that were set aside for NAA seminar registrants was released on January 2.

Oklahoma City Seminar, Your Kind of Information

The NAA Antiques and Country Collectibles Seminar to be held in Oklahoma City at the Sheraton Century Center Hotel has the kind of auction information you're looking for — personal property appraisals, gallery operation and container consignments, computing the auction, glassware, pre/post auction activities, insurance needs of the auctioneer, glassware, prints and sculptures, primitives and mixed lots. The dates are February 16, 17, 18 and your registration deadline is February 2. If you register before that date, the hotel is holding a room for you as part of the NAA block of rooms for seminar registrants. **After February 2, 1981, until February 9, the NAA office will accept your seminar registration, but you will be responsible for your own hotel accommodations.**

For a complete summary of the upcoming NAA Oklahoma City seminar, consult the December issue of THE AUCTIONEER magazine. As you may have rightly assumed, **the time to register for the Oklahoma City seminar is immediately.** By the time they receive their magazines, some readers of this AUCTIONEER will have only about two weeks to register. That is, if the seminar isn't full already.

NAA Schedule of Events 1981

January 26-28, 1981 — NAA Real Estate at Auction Seminar, Atlanta Hilton, Atlanta, Georgia.

February 16-18, 1981 — NAA Antiques and Country Collectibles Seminar, Sheraton Century Center Hotel, Oklahoma City, Oklahoma.

March 29-April 4, 1981 — Certified Auctioneers Institute (CAI), Indiana University, Bloomington, Indiana.

April 5-11, 1981 — National Auctioneers Week.

July 29-August 1, 1981 — NAA Annual Convention, Las Vegas Hilton Hotel, Las Vegas, Nevada.



Ron Gingerich
Oklahoma City Instructor

Conducting the glassware session at the Oklahoma City Seminar is Kansas auctioneer Ron Gingerich. A native of Hutchinson, Kansas, Ron has been active in the auction business for the past 15 years. He is vice president of R.E.I.B. Inc., the family owned auction and real estate corporation.

Mr. Gingerich, along with his father and brother operate the oldest established consignor's antique and collectibles auction in Kansas. Ron Gingerich is on the board of directors of the Kansas Auctioneers Association and is also a licensed real estate broker.

Ron's sales experience is varied, having worked with North Central Airlines sales in Chicago for three years prior to entering the auction business.

NAA Seminars — Who May Attend

To clarify exactly who may attend an NAA seminar or convention, the following Board of Directors' policies apply.

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

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

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

4. *NAA spouses can attend seminars and conventions without the NAA members,* but the spouse must pay the full convention or seminar registration

Continued page 12

cost. The reduced registration fee only applies to the second, third, fourth, etc., registrations after the NAA member makes a full registration for the event.

Right now is the time to assure your seminar attendance for the 1981 NAA seminar in Oklahoma City. When you send to the NAA office your completed seminar registration, you will receive the form to make your seminar hotel reservations.

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

By **RUSSELL KRUSE**

A book every auctioneer should have in his possession. Prepared for practicing auctioneer and the student or beginning auctioneer.

CHAPTER HEADINGS

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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 |
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Price of book \$10.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. WRITE: Kruse Office: 305 South Union Street, Auburn, Indiana 46706. ATTENTION — Russell Kruse

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Number #1: Three Week Course starting in February, June and October. Personalized training with actual book study and written tests. Be sure to inquire. (\$300 fee)

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Number #3: Special One Day Course including Kruse Book, three hour written test, bid calling, contracts and sale summary. Excellent for state exam preparation. (\$75 fee)

Contact **Russell Kruse**, Kruse Office Building, Auburn, IN 46706.

Seminar Registration Deadlines

**February 9, 1981 for
Oklahoma City Seminar**

But take note . . . even though seminar registrations will be accepted by the NAA office until one week before the seminar, **members registering late will be responsible for their own hotel accommodations.** The NAA office must release its block of reserved seminar hotel rooms on February 2, but will accept members' late seminar registrations to accommodate as many members as possible. **Both to assure your attendance and your hotel accommodations for the Oklahoma City seminar, the time to register is NOW.**

Atlanta Deadline Already Past

The registration deadline for the Atlanta Real Estate at Auction seminar has already passed by the time you are reading this issue of THE AUCTIONEER. The deadline for registrations and hotel accommodations was January 2, 1981. However, the NAA office will accept your late Atlanta registration until January 19, 1981. **You will be responsible for arranging your own hotel accommodations, since the NAA's block of reserved rooms will have been released on January 2, 1981.**



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Language specialists claim that the 6 sweetest phrases in the English language are: "I love you." "Dinner is served." "All is forgiven." "Sleep until noon." "Keep the change." "You've lost weight."

In lieu of trading stamps, a Maryland service station owner gave away one-cent U.S. postage stamps with each gallon of gas. His monthly volume jumped from 58,000 gallons to over 75,000.

1981 NAA SEMINAR REGISTRATION

Oklahoma City, Oklahoma —
February 16, 17, 18 —
Sheraton Century Center Hotel



SUBJECT: SELLING ANTIQUES AND COUNTRY COLLECTIBLES AT AUCTION

(At each 1981 NAA Seminar the general seminar topic will be covered IN DETAIL by non auctioneer experts in the field as well as professional western antique and collectible auctioneers.)

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the two 1981 Seminars. Hotel reservation forms for both the Atlanta (January, Real Estate) and Oklahoma City (February, Antiques and Country Collectibles) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations must be made by February 2, 1981 for the 1981 Oklahoma City Antiques and Country Collectibles Seminar.**

1981 REGISTRATION INFORMATION

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

for either 1981 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 1981 OKLAHOMA CITY SEMINAR REGISTRA- TION

_____ \$150 Three-day Oklahoma City Seminar
Registration

_____ \$ 75 Spouse's Three-day Oklahoma City
Seminar Registration

\$ _____ TOTAL OKLAHOMA CITY SEMI- NAR FEES

Enclosed is my check in the amount of \$_____,
made payable to the National Auctioneers Associa-
tion, for my 1981 NAA Oklahoma City Seminar
Registration.

NAA Member's Name _____

Spouse's Name or Family
Member If Applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminars registration fees to:

NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510

1981 NAA SEMINAR REGISTRATION

Atlanta, Georgia —
January 26, 27, 28 —
Atlanta Hilton Hotel



SUBJECT: SELLING REAL ESTATE AT AUCTION

(At each 1981 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 1981 Seminars. Hotel reservation forms for both the Atlanta (January, Real Estate) and Oklahoma City (February, Antiques and Country Collectibles) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations must be made by January 2, 1981 for the 1981 Atlanta Real Estate Seminar.**

1981 REGISTRATION FEES INFORMATION

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

for either 1981 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 1981 ATLANTA SEMINAR REGISTRATION

_____ \$150 Three-day Atlanta Seminar Registra-
tion

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

\$ _____ TOTAL ATLANTA SEMINAR FEES

Enclosed is my check in the amount of \$_____,
made payable to the National Auctioneers Associa-
tion, for my 1981 NAA Atlanta Seminar Registra-
tion

NAA Member's Name _____

Spouse's Name or Family
Member If Applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminars registration fees to:

NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510

You're an NAA Professional ... And "The Week" Can Be Very Good For Business



National

Every auctioneer could use more potential clients walking through the door, and a few more phone calls inquiring about your auction services. Well, National Auctioneers Week April 5-11, 1981 is an excellent opportunity to generate more contacts with potential sellers, promote your auction business through a nationwide event, and reach those auction skeptics with how the auction method can really sell. National Auctioneers Week can be that *very important sales tool* which helps you knock on one more door, make one more phone call, and book one more sale.

National Auctioneers Week will get you even more "out front" of the public, and those potential buyers and sellers in your area.

During The Week, April 5-11 you're showing the buying public that you are part of an American marketing institution — the auction method of selling — and that you are a professional auctioneer. Secondly, you're informing the buying public that you're part of a nationwide association of professionals; an association with a code of ethics, with on-going educational programs, with a Board of Directors that are responsible leaders in the auction industry.

Successfully presenting that twofold message during National Auctioneers Week, demands that individual auctioneers, auction companies, and state auctioneers associations begin planning now, in January, to insure a successful National Auctioneers Week in their area.

This first AUCTIONEER article presents ideas that reach the buying public as well as specific influential groups. February's Auctioneer Week article will contain sample news releases, educational radio commercials, and more promotional items. An Auctioneer Week article in the March issue will summarize effective promotion of the auction method during America's special week for its NAA auctioneers.

Stated quite simply, National Auctioneers Week can be very good for business. It's an opportunity to promote yourself and your auction service; an opportunity for your buying/selling public to discover what your business can do for their real and personal property sales. How do you "honor" National Auctioneers Week? Here's a 3-step game plan that includes business promotion, "reaching out" to a fellow auctioneer, and contacting your state auctioneers association to get the ball rolling.

BRITTEN AUCTION ACADEMY

P.O. Drawer B, Bryan, Tex. 77801

Approved by Texas Education Agency

The School of Distinction

1. The more they know about National Auctioneers Week, the more likely they are to contact you when it's time for an auction.

And who are "they"? The public in general, specific "publics" such as bankers and other professions with something to sell, any company that does not have, but should have the "auction capability" you could provide them — they all need to hear the auction success story. National Auctioneers Week is a good reason to contact potential clients, and *inform them of your potential for successful sales.*

Making those important contacts during National Auctioneers Week requires that even in January you sit down with pen and paper to organize a few ideas. To get you started, here are a few promotional methods that work.

- One group especially needs to know your participation in National Auctioneers Week — your auction customers. Have a sign made for The Week and have it very visible at each of your sales during April 5-11.

- Get all your employees involved, from the cleaning lady to the managing vice president. Have each employee tell at least three local business people that your company is honoring National Auctioneers Week.

- During April 5-11 get on television, on the radio, and in the newspaper. You're letting the public know who you are, that you're representing your profession and that you're reminding them of National Auctioneers Week. On local talk shows, during public service time, interviews with reporters, sound professional, look professional, make an *effective* business impression. Explain the auction method of selling and its contribution to client and community.

- Think about it, what special promotion could you organize, what special bumper sticker could you distribute, what will reach the people in your area during The Week?

- Get the public into your office with an open house. This tried and true public relations event only works if the people who attend (and really make them feel at home) get the message — everyone in your office is an auction professional, you are part of a nationwide association of professional auctioneers.

- Talk to local civic groups during The Week, literally any audience that will have you as speaker — the Rotary Club, Lions, Optimist, and Sertoma Clubs, church groups, professional meetings, industry employee groups, anywhere you can reach a number of people with the auction message, the auction success story.

Auctioneers Week, 1981

- Take a very important group of people to lunch. Pinpoint those individuals in your area who 1) need to be thanked for, but reminded of your successful business relationship, 2) need to be impressed with the auction method's potential in their market. Take them to a luncheon event complete with excellent meal and soft sell program about your auction business. Make sure the food is delicious, the service prompt, the program short and to the point, and the *followup contacts* planned and effective.

- Decide a particular group of prospects that needs an all important "one more contact". The Week is a good excuse for a *limited* direct mail campaign to the group of potential clients who can best profit from the auction method.

2. A fellow auctioneer is not an NAA member? He or she deserves to know the benefits of NAA membership.

No one is necessarily asking you to invite the auctioneer down the street to join the National Auctioneers Association. More about the competition later, but first consider how you can invite a non-member to become an NAA member auctioneer, especially during National Auctioneers Week.

- When you cooperate with other auctioneers on sales, ask them if they are NAA members. Get their addresses, informing them that you'll have the NAA office send them membership information.

- Sponsoring an auctioneer apprentice? Make sure that beginning auctioneer is informed about NAA benefits, and is invited to become an NAA member auctioneer.

- Fellow auctioneers in your company who are not NAA members? They are probably reading your AUCTIONEER magazine. But assure them that NAA benefits are more than 11 issues of THE AUCTIONEER. Discuss with them the opportunities of NAA membership.

- Any auctioneer you come in contact with should be asked the question, "are you an NAA member?" If the auctioneer is not, direct the NAA office to send that non-member an invitation to join the NAA.

That auctioneer who, in your opinion, is ethical, responsible and would be an asset to your National Auctioneers Association deserves to know about the opportunities and benefits of NAA membership. If that auctioneer is a competitor, the NAA office will send that auctioneer an application, providing we receive the auctioneer's address.

And regarding the competition, it was first explained to this writer that the auctioneer down the

street is not the competition. Yes, you are *competing* to book sales, *but the real competition is any other marketing method other than the auction method*. Whatever you're auctioning, if it's being sold in your area by private treaty, or negotiation, or over the counter, *that's your competition — not your fellow auctioneer*. Just like any other profession, there is strength and influence in being organized. Part of that organization is membership in your National and State Auctioneers Associations.

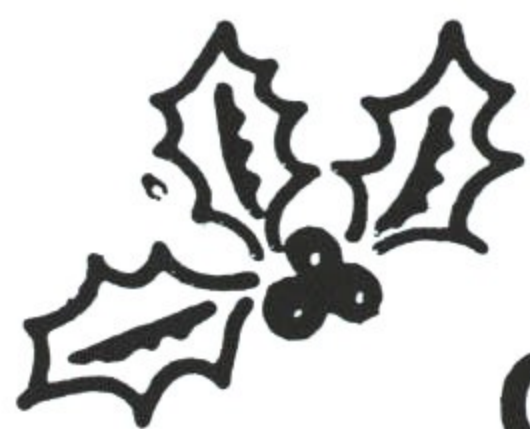
With a name and address provided by you, the NAA office will send an "Invitation to Join the NAA" kit to any auctioneer whom you feel is qualified for NAA membership. Your name will not be mentioned according to your instructions.

Also, for your convenience, this issue of THE AUCTIONEER contains an NAA membership application in the center section of the magazine. Present it or send it to the auctioneer you believe would be an asset to your Association. Any number of membership/information pamphlets or "Invitation to Join" kits are available upon request, or the NAA office

MORE page 17

-
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 - IF it is in a metropolitan location
 - IF your gallery is not having a sale every day
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Wishing all our friends and customers throughout America a very merry holiday season, bringing wealth and health all the New Year, 1981.



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Bureaus	☐ Oak Furniture	☐ Marble Clocks	☐ Buffets	☐
Pottery	☐ Corner Cabinets	☐ Hat Racks	☐ Queen Anne Chairs	☐
Wall Clocks	☐ Silverplate	☐ Paintings	☐ Leaded Glass	☐
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National Auctioneers Week is synonymous with promotion and information about your membership in the National Auctioneers Association. A very important part of that promotion is "reaching out" to a non-member auctioneer with the NAA message, "you're welcome to become a part of nationwide organization of professional auctioneers. I'm an NAA member and I'll see that you get information about the Association".

3. A postcard will do . . . contact your State Auctioneers Association President. Ask what the Association will be doing to promote National Auctioneers Week.

Everyone is busy, therefore it takes discussion, planning and preparation to organize state activities during National Auctioneers Week. However, all it takes to get the ball rolling is a little initiative on someone's part — yours. A quick postcard to your state auctioneers association president should ask the question, "what are we as a state association going to do in honor of National Auctioneers Week, April 5-11."

You're an auctioneer and a salesperson; and you know from experience that "nothing happens until somebody sells something". Part of selling successfully is initiative on the part of the sales representative — in this case, you the auctioneer. Take the initiative and find out how your state association will promote National Auctioneers Week. Here are a few ideas that might have some possibilities.

- As a chartered state association, what other state associations need to hear the auction success story? The bankers, the doctors, the lawyers, the individual communities all have organizations which could be addressed by a delegation from your state auctioneers association. However, each activity *on the state level* must be "followed up" by *an individual contact* by the member auctioneer in that area.

- Going to the state capitol for signing of the governor's proclamation of The Week? Organize caravans to the state capitol. Call ahead and make arrangements to be met by the local broadcast media in each town along the way to the governor's office.

- Set up three information tables (or booths), one each in three influential cities. Reach people with the Auctioneers Week message at places where they shop, bank, congregate, save, buy groceries, or attend large crowd events. Hand out an information pamphlet, be available to answer questions, refer inquiries to individual auctioneers, keep the public contact positive and friendly.

- Discuss a number of ways that your state association will leave the public with the following message, "contact your local State Auctioneers Association member for more information about the auction method of selling".

Those various promotional methods might include getting on statewide TV, local radio, a National Auctioneers Week/State Association billboard, newspaper advertising, and more.

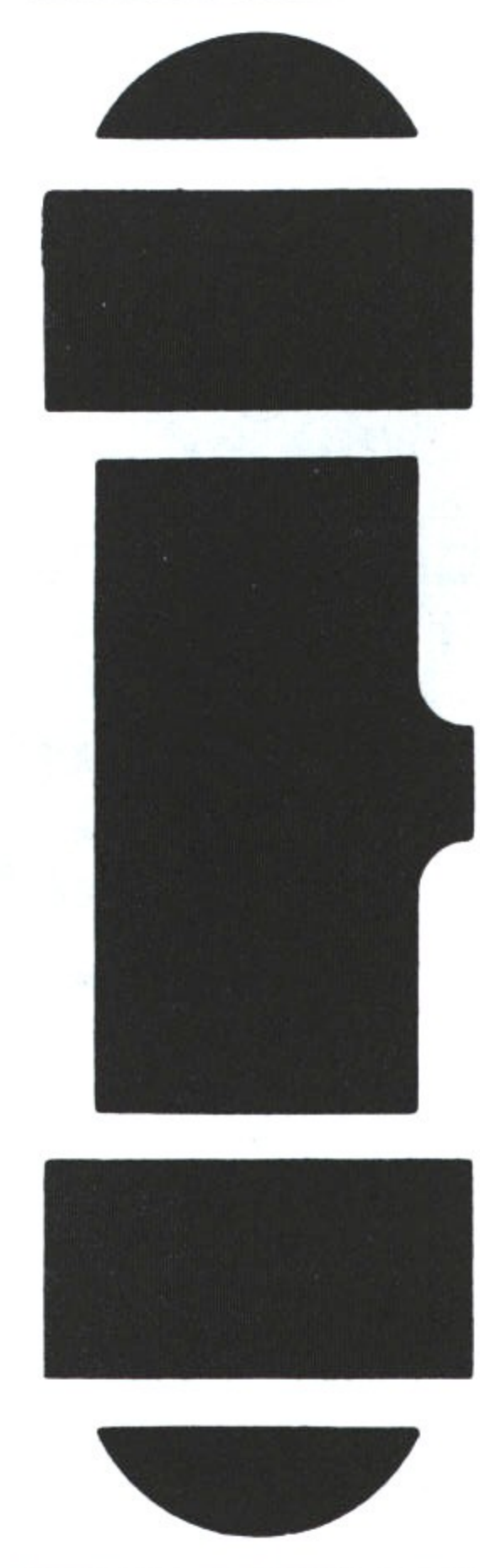
Get Results By Promoting National Auctioneers Week

Whatever your business goals for 1981 — new business, more repeat sales, greater dollar volume per sale, etc. — National Auctioneers Week can provide the publicity event you need to inform the public about your auction service. For your auction company or your state auctioneers association, National Auctioneers Week can be very good for business, *because publicity events can generate results that pay off.*

Even in January, you can begin thinking about National Auctioneers Week, discussing it with fellow NAA members, and making some necessary plans. That special Week, April 5-11 is sponsored by the National Auctioneers Association solely for the publicity use of its members. That publicity use can be very good for business, but only if you personally get involved.

The next three issues of THE AUCTIONEER will continue the nationwide campaign to promote your auction services, your NAA membership, and your auction professionalism. **This year especially, take full advantage of National Auctioneers Week, April 5-11, 1981.**

*Article by Gary Carmichael
NAA Director of Association Services*



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A BASIC APPROACH TO EXECUTIVE DECISION MAKING, by Oxenfeldt, Miller, & Dickinson — Produced by three professional business watchers, professors at leading universities, this is a serious attempt to organize and formulate the decision-making process. For too many business people decision making is purely intuition; what facts they dig up or analysis they make is more to support their decision than to prepare for it. Quite possibly this well-written book could help break the intuition habit. If so, it could be a gold mine for its reader. 229 pages, 6x9,

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MANAGING CHANGE, by John E. Flaherty — Business is a world of change, moving constantly from the known and comfortable toward the unknown and threatening, challenging, dangerous, or exciting. This author believes the answer lies not in big-business research but in individual, entrepreneurial enterprise. Showing how to cope with uncertainty, organize ignorance, take risks, and manage change through numerous examples, the book provides an interesting theoretical basis for a poorly-understood facet of business management. 173 pages, 5½x8¼, hardbound. \$9.95. Whirlwind Book Co., 80 Fifth Avenue, New York, NY 10010.

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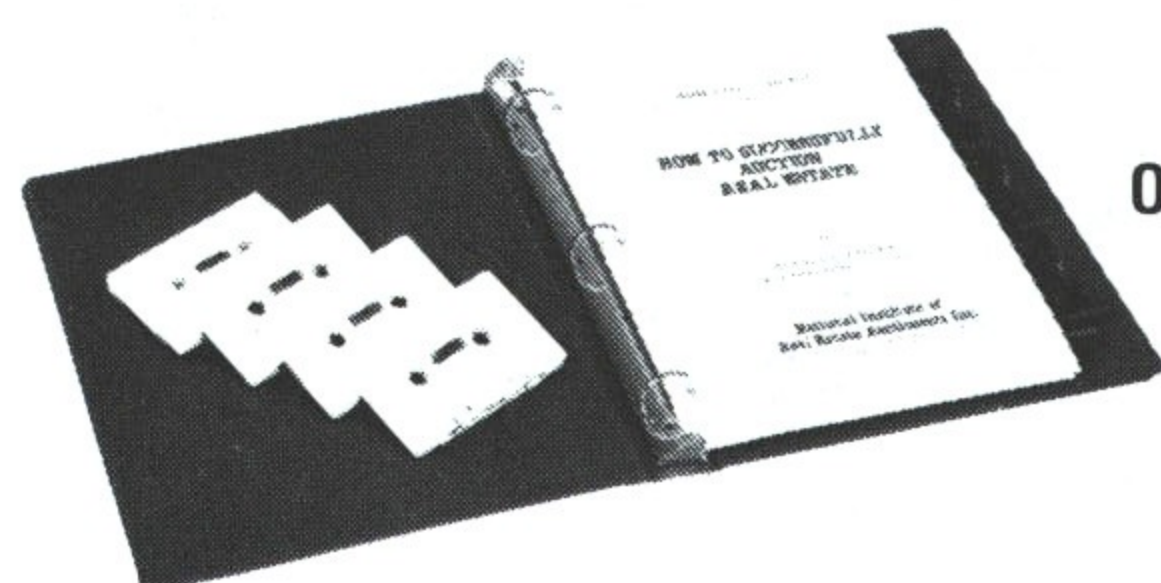
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Las Vegas Looks Great — Especially For The Children

The 1981 NAA Las Vegas convention will carry on a proud tradition. To keep you informed, THE AUCTIONEER presents a series of "Looks Great" articles about Las Vegas and the NAA convention. First of all, bring the entire family.

The NAA annual convention is a family event, and this year's annual meeting in Las Vegas is no exception. It is true that much of the tourist attractions and entertainment in Las Vegas is adult oriented, but there will be plenty to interest children and teens while parents attend convention workshops and meetings. For the children's sake and their families are especially fortunate to be housed in the Las Vegas Hilton, which contains the Las Vegas Hilton "Youth Hotel". More on that facility later in this AUCTIONEER article, but first consider that Las Vegas looks just fine for the kids.

During the Day, Plenty to See and Do

On the days before the NAA convention actually begins, tours arranged by the state auctioneer host associations will provide excellent family outings. However certain Las Vegas attractions are especially interesting to children.

- Old Nevada recreates a 19th century mining town, complete with a Wild West museum and train ride in scenic Red Rock Canyon. Horseback riding at nearby Bonnie Springs, Ranch.
- Cruises on Lake Mead are available, plus tours of Hoover Dam.
- Old Vegas features replicas of an early Mormon Fort, a Paiute Indian village, a railroad museum plus panning for gold.

Realizing that both parents are often busy with NAA convention activities, younger children should always be accompanied by responsible older children whenever they leave the hotel on a tour. On any convention day, transportation via regular tour buses can be arranged through the Las Vegas Hilton Hotel. In Las Vegas itself, children will enjoy the Omnimax Theatre at Caesars Palace, or (within walking distance from the Las Vegas Hilton) the upper level of the Circus Circus, where children can play carnival games — without betting — and watch free circus acts close-up.

Of course, all the children's daytime attractions in Las Vegas are in addition to the NAA convention's youth activities program. Either way, your children can be assured of wholesome entertainment and time well spent.

At Night, Much for Children to Enjoy

It first must be said what is strictly enforced throughout Las Vegas, **youngsters are never allowed in casinos**. At the Las Vegas Hilton specifically, access to the convention area from the hotel rooms, coffee shops, and elevators does not force you to walk through the casino, as in other hotels. Therefore, children especially can get back and forth easily through the NAA convention hotel to the youth activities room, or the Hilton Youth Hotel, or the swimming pool area.

Aside from NAA convention evening activities where the children are encouraged to attend, Las Vegas night life has something for young people to enjoy. Certain dinner shows will appeal to teens and pre-teens — The Captain & Tennille, the Osmonds, Gladys Knight & The Pips — and other youth-oriented groups are often in town. Your best advice is to contact the hotel before booking reservations for the whole family. Some shows simply do not allow children, and some acts in a given show will not be suitable for youngsters. Almost all the elaborate, "chorus girl" production shows are off limits to minors.

If there is a jaijai game in town, it's an exciting spectator sport for children of all ages. When parents need to be away, the Las Vegas Hilton offers an in room babysitting service which can be arranged through the hotel.

Stated quite simply, for the entire family there's

a lot to choose from in Las Vegas during NAA convention week. But within the convention hotel itself, there is a youth facility that is second to none. The Hilton Youth Hotel is an excellent service, but it is only available to Hilton guests. It's one more reason to bring the children along.

"Youth Hotel" Keeps Kids Very Happy

It's a unique facility, the Youth Hotel in the Las Vegas Hilton. For \$2.25 an hour (it will most likely be \$2.50 by the time we are in Las Vegas for the convention), trained youth counselors will give your children the kind of supervision and activities encountered at a well run day camp back home. The Youth Hotel is available for young people ages 3-18, and the rooms and play area offer everything from blocks and puzzles, to disco dancing and foosball. Throughout the time that your child is at the Youth Hotel and 8-1 ratio of children to counselor is strictly maintained. And, only 121 children are accepted each day.

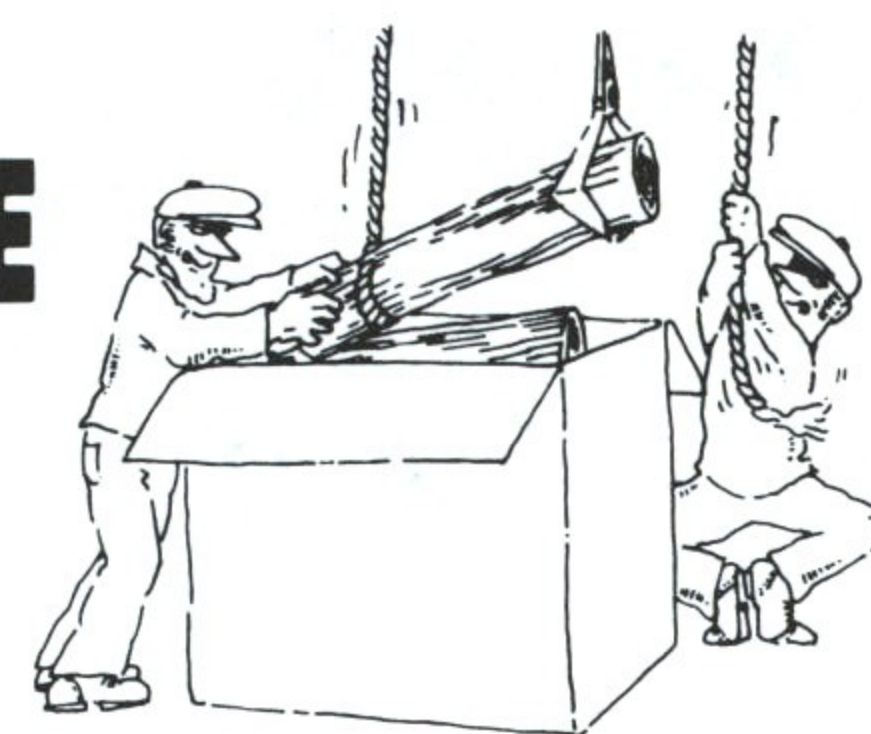
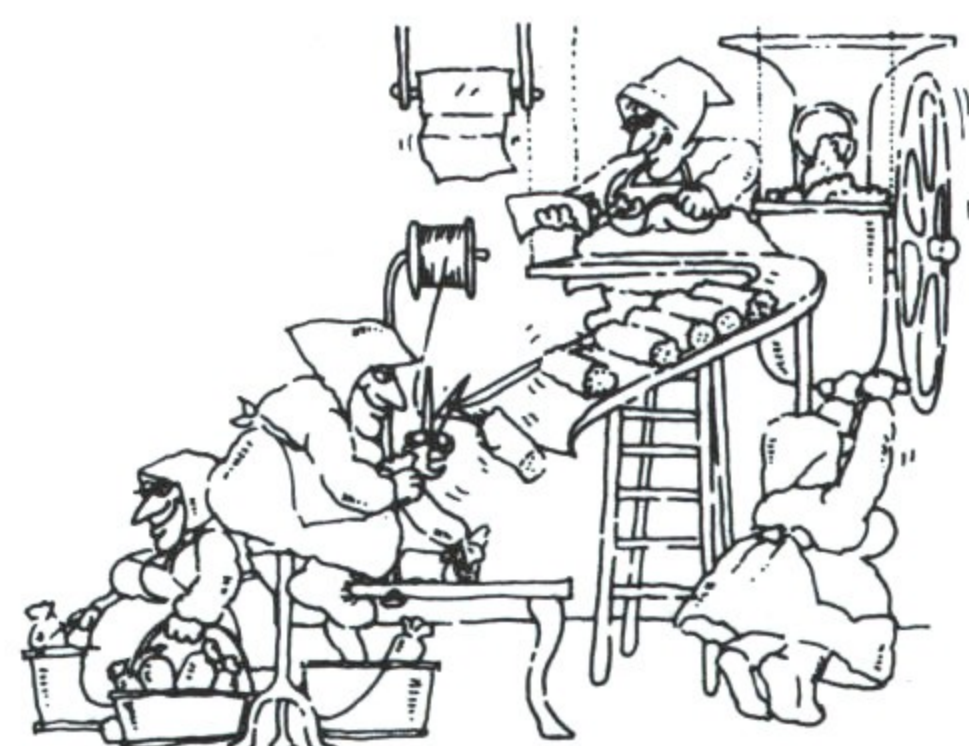
Your children never leave the Youth Hotel and its adjacent playground, plus all meals and snacks are served on the premises. No money is collected in the Youth Hotel because the hourly fees and meal costs are charged to your room.

How do you get your children to the Youth Hotel? You must initially accompany your child to the facility and fill out a registration card explaining:

Continued page 22

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how you will call for your child at the end of the day; any allergies or medical restrictions that must be considered; and generally the basic information that you would provide your babysitter back home. Evening activities are similar to the daytime events, and your children can even stay overnight in separate boys' and girls' dormitories (limit 18 children).

Of course the Youth Hotel is in addition to the youth activities organized for the NAA convention's young people. A free brochure describing the Las Vegas Hilton Youth is available by writing or calling the Las Vegas Hilton (not the Flamingo Hilton).

**Las Vegas Hilton
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Phone (702) 732-5111**

Children have always been an important part of gathering for the annual NAA convention. Yes, Las Vegas the tourist town is very adult oriented, but as you can see from this AUCTIONEER article, children are not only allowed — they are encouraged to come along. The Las Vegas Hilton was designed for a family convention; and again, neither you nor your children will have to walk through the casino when attending NAA convention events or the youth activities room. Also, the Las Vegas Hilton is located well away from "The Strip" and its constant traffic.

In forthcoming AUCTIONEER issues the "Las Vegas Looks Great" series will highlight the details of the NAA's big event in July. You can even make



YOUTH HOTEL FREE BOOKLET — The Las Vegas Hilton Youth Hotel offers a free booklet about its facilities. Children of NAA convention registrants will be eligible to use the Youth Hotel, only open to Hilton Hotel guests.

your hotel reservations now (see page 23). But if you're trying to decide about bringing the children, take another look at the enjoyment waiting for you all when you arrive. As you can see, "adult" Las Vegas is a kid's town, too.

*Article by Gary Carmichael
NAA Director of Association Services*



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Get Ready For Las Vegas

Hilton (not the Flamingo Hilton). Questions about the convention itself should be directed to the NAA office.

Planning for the 1981 NAA convention can begin now with early reservations at the Las Vegas Hilton Hotel.

It's not too early to plan for your family's attendance at the 1981 NAA convention, to be held at the Las Vegas Hilton Hotel, Las Vegas, Nevada. Even though the convention is months away, you can make your hotel reservations at this time.

As you fill out the reservation form, the time that you write-in as your arrival is the time that the hotel will have your room ready. Room rates are available to NAA convention attendees only; and the higher the room rate in the central hotel (\$56 and \$62 shown below), the higher up your room is, the better your view of city and landscape. Children staying with their parents in the same hotel room stay free of charge. And, there is a limited number of rollaway beds at \$9 per night.

No deposit is required for advance registrations, and no penalty is charged for cancellations before the convention. The hotel prefers that you pay with either a bank charge card, traveler's cheque, or cash. Check out time is noon. **All reservations must be received by July 15, 1981; reservations after that date will be confirmed on a space availability basis at regular room rates.**

Use the reservation form below (or a photocopy of the form) to reserve your NAA convention lodging. The hotel will not accept phone reservations for NAA accommodations. Additional reservation forms available upon request to the NAA office. Also, the Las Vegas Hilton is large enough so that all NAA registrants will be housed in the convention hotel.

If you have any questions concerning your hotel accommodations, please call the Las Vegas

Program-at-a-Glance 1981 Convention

The following NAA convention schedule is a very abbreviated version of the convention program that you will receive in Las Vegas. Only the major events have been noted, to help you plan your convention attendance. Any inquiries about the 1981 NAA convention program should be directed to the NAA office.

Tuesday, July 28, 1981

- 9:00 am- 5:00 pm CAI continuing studies workshop
- 9:00 am- 5:00 pm NSAA tours assembly area and information desk

Wednesday, July 29, 1981

- 9:00 am- 5:00 pm NAA permanent registration desk
- 9:00 am- 5:00 pm NSAA tours assembly and departures
- 1:00 pm- 5:00 pm Exhibitors setup
- 8:00 pm-12 mid. Production show

Thursday, July 30, 1981

- 7:30 am-10:30 am State officers' breakfast and workshop
- 8:00 am- 6:00 pm NAA registration
- 8:30 am-10:30 am Ladies hospitality hour and educational program
- 9:00 am-10:20 am Workshop
- 9:00 am-11:45 am Hall of Fame committee meeting

Continued page 25

NATIONAL AUCTIONEERS ASSOCIATION JULY 29 - AUGUST 2, 1981 LAS VEGAS HILTON HOTEL - LAS VEGAS, NEVADA

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Lanai Suites:	☐ \$93.00			
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Two Bedroom Parlor Suites:	☐ \$243.00	☐ \$253.00	☐ \$283.00	☐ \$318.00 ☐ \$248.00

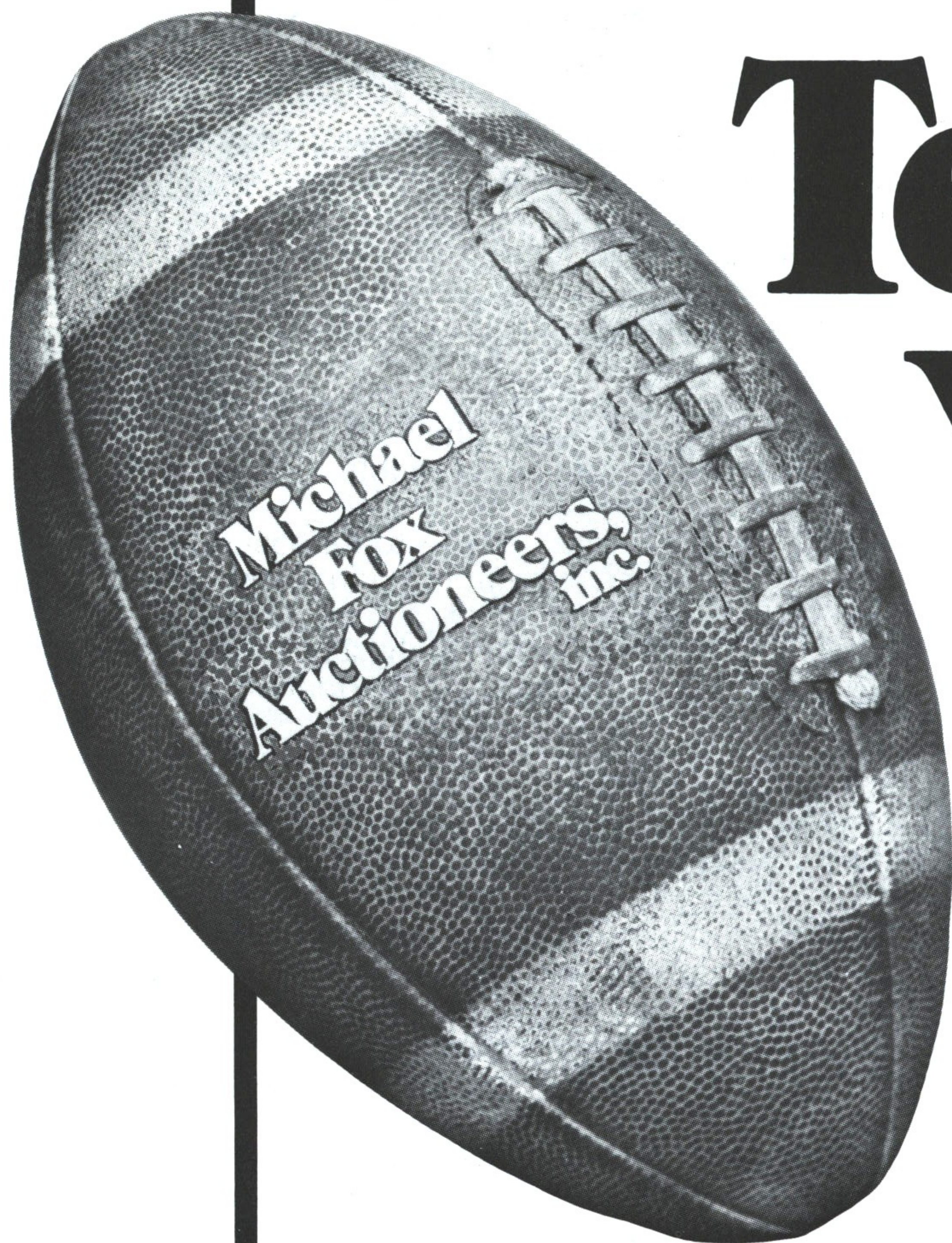
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Date of Arrival _____ Hour _____ AM/PM Date of Departure _____

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ADDRESS _____ CITY _____ STATE _____ ZIP _____

NOTE: All rate quotes above are subject to 6% Clark County Room Tax. **Please return prior to July 15, 1981** to insure confirmed reservations. If rate requested is unavailable, next available rate will be assigned.



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9:00 am-11:45 am GSA auction committee meeting
 9:00 am-11:45 am NALLOA committee meeting
 10:30 am-11:45 am Workshop
 10:30 am-11:45 am Workshop
 12 noon- 2:30 pm 1981 NAA kick-off luncheon
 3:00 pm- 4:45 pm Workshop
 3:00 pm- 4:45 pm Workshop
 3:00 pm- 5:00 pm Nominating committee interviews of officer/director candidates
 3:00 pm- 5:00 pm NALLOA meeting
 3:00 pm- 5:00 pm NAA archives committee meeting
 4:00 pm- 6:00 pm Western College of Auctioneering reception
 4:00 pm- 6:00 pm Mendenhall School of Auctioneering reception
 4:00 pm- 6:00 pm Reisch World Wide College of Auctioneering reception
 5:00 pm-12 mid. Collection of 1981 fun items and auction

Friday, July 31, 1981

7:30 am- 9:00 am State association breakfasts
 7:30 am- 9:00 am Missouri Auction School continental breakfast
 8:00 am- 5:00 pm NAA permanent registration desk
 9:00 am-10:15 am Workshop
 9:00 am-10:15 am Workshop
 9:30 am-12 noon Nominating committee interviews
 10:00 am-11:45 am Auxiliary to the NAA annual meeting
 10:00 am-12 noon NALLOA open meeting
 10:30 am-11:45 am Workshop
 10:30 am-11:45 am Workshop
 12 noon- 2:30 pm Ladies luncheon
 12 noon- 1:30 pm State association luncheons
 2:00 pm- 4:45 pm Auction today panel discussion and open meeting of NAA board of directors
 7:00 pm-12 mid. NAA awards festival

Saturday, August 1, 1981

7:30 am- 9:00 am Continental breakfast and annual meeting of CAI
 7:30 am- 9:00 am State association breakfasts
 9:00 am-10:15 am Workshop
 9:00 am-10:15 am Workshop
 10:30 am-12 noon Annual meeting of National Auctioneers Association
 12 noon- 1:30 pm Auxiliary past president's brunch
 1:00 pm- 1:30 pm NAA members' ballot registration
 1:30 pm- 4:00 pm NAA annual meeting/voting session
 7:00 pm-10:00 pm President's banquet
 10:00 pm- 1:00 am President's ball

Sunday, August 2, 1981

NAA convention registrants, families and guests depart for home or post convention tours and vacations. No official convention functions will take place on Sunday, August 2, 1981

South Dakota Auctioneers Association First Annual Real Estate Seminar

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Seminar Registration Fees

Advance: \$75
 After February 1: \$85
 (Price includes seminar materials and two meals.)

Rooms available by contacting

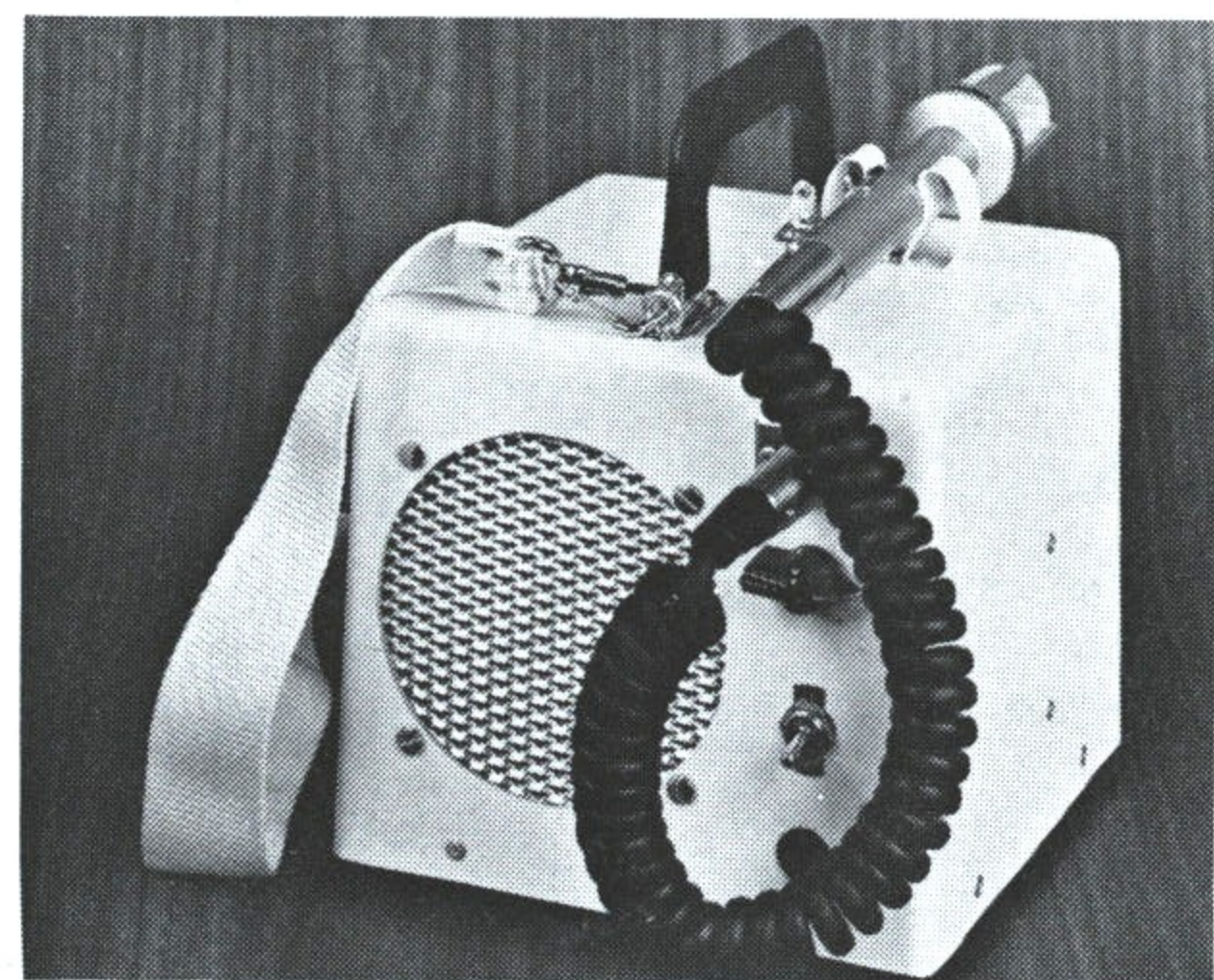
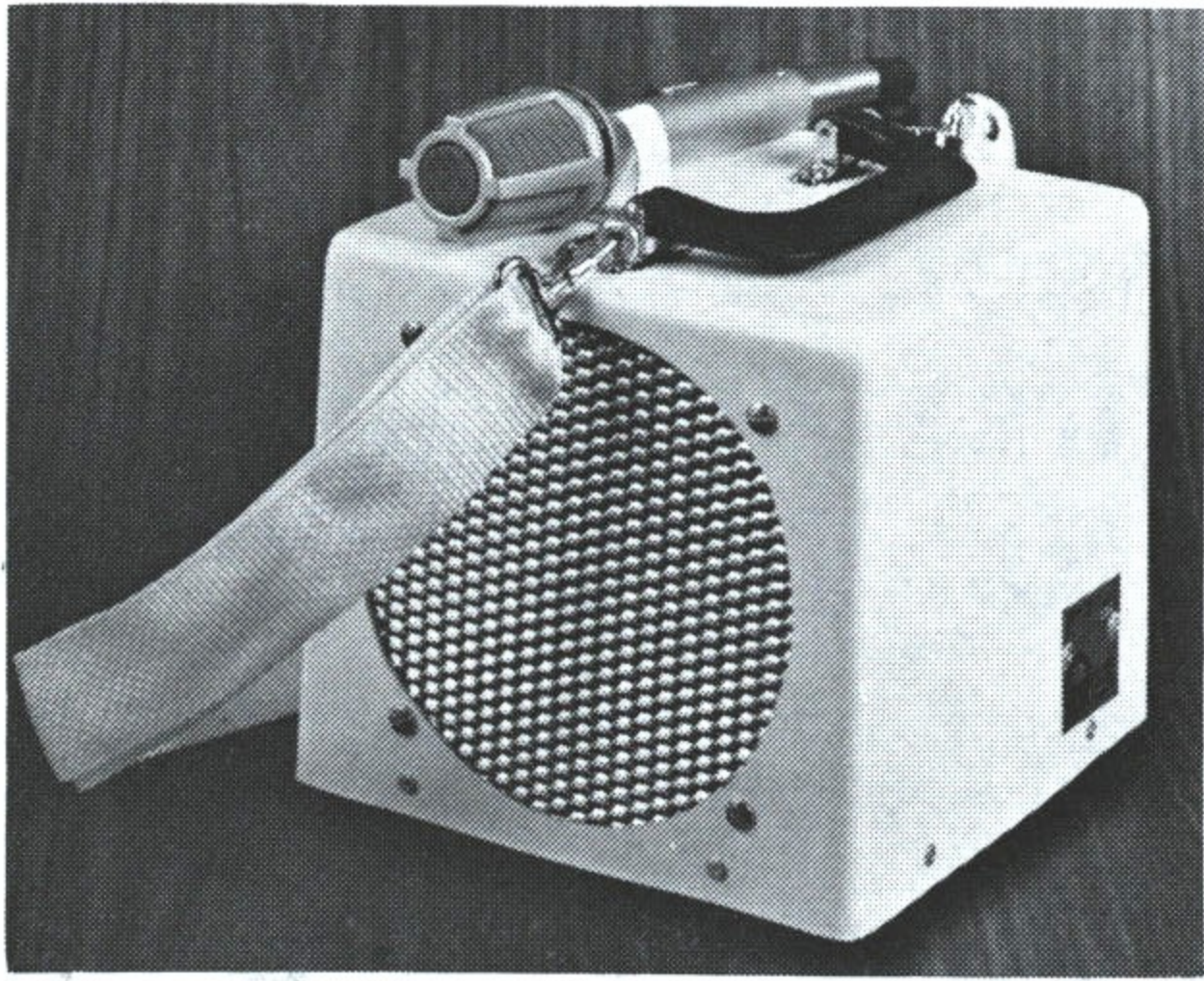
Jim Payne, phone (605) 665-4470

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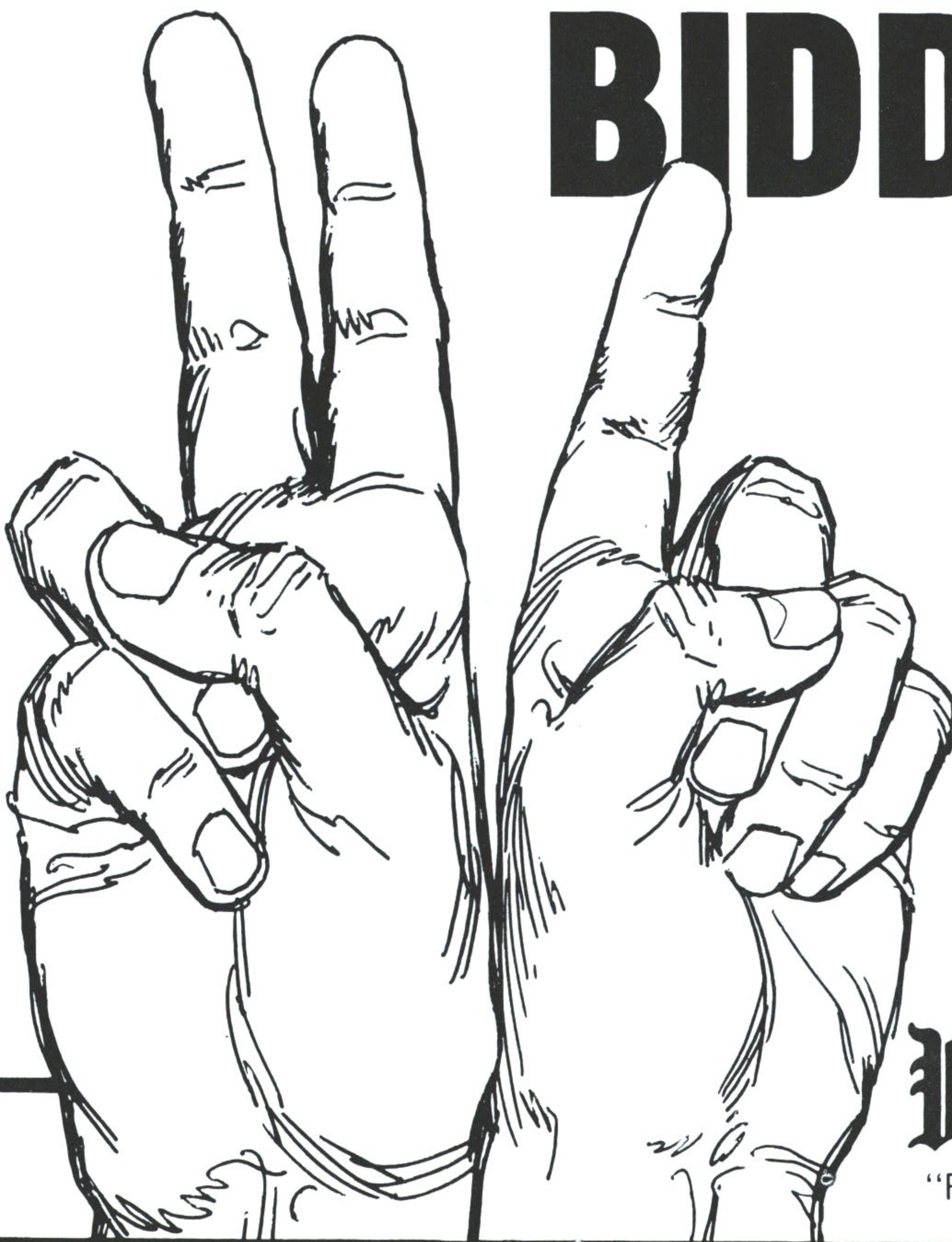


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NAA Convention Sites, How Selected

Occasionally the NAA office will receive inquiries concerning the selection of NAA convention sites throughout the United States. Those convention locations are picked years in advance to allow for extensive planning and preparation. The procedure for having a site selected in your area begins with a letter to the NAA office, *from your state auctioneers association board of directors*, suggesting a possible convention location.

A state auctioneers association, in an official letter from its board, petitions the NAA office to hold an NAA convention in their state which is included in a site selection region. Upon receipt of the letter, NAA executive vice president Harvey McCray then certifies a site as being a potential location for an NAA convention.

Once a site has been certified, the board of directors of the National Auctioneers Association makes the decision to hold the convention at the certified location. For example, the NAA board will choose, at its January, 1981 meeting, the NAA convention site for 1986. The following information is a summary of the NAA convention locations through 1985.

NAA Convention Site Selection Regions

SOUTH (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee): 8 states; 8 state associations; 7 potential convention cities; and 1,221 members.

1982 Convention, Atlanta, Georgia

SOUTHWEST (Arkansas, Arizona, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, Texas): 9 states; 8 state associations; 8 potential convention cities; and 1,071 members.

1983 Convention, Houston, Texas

NORTH CENTRAL (Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio and Wisconsin): 7 states; 7 state associations; 7 potential convention cities; and 1,550 members

1984 Convention, Minneapolis, Minnesota

EAST (Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia and West Virginia): 13 states and 1 district; 11 state associations; 7 potential convention cities; and 959 members.

1985 Convention, Philadelphia, Pennsylvania

PACIFIC NORTHWEST (Alaska, California, Hawaii, Idaho, Montana, Nebraska, Nevada, North Dakota, Oregon, South Dakota, Utah, Washington

and Wyoming): 13 states; 9 state associations; 8 potential convention cities; and 807 members.

(Site to be decided at 1981 NAA board meeting)

The rotation order in which the site selection regions are considered is the order in which they appear above. Therefore, the 1987 NAA convention will be held at a location in the South region.

Any and all inquiries regarding the site selection of NAA conventions should be sent to NAA executive vice president Harvey McCray at the NAA office. Also, any official request for an NAA convention site must come from a state association board of directors and not from the membership.

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After the auction, shoppers buy it up — consumers spent \$16.2 billion on fresh beef in grocery stores during 1979, making it once again the retailer's number-one seller (in dollar volume).

MEAT BOARD REPORTS

Who Will Succeed In the 80's?



By Joe E. Small, CAI
NAA Director

I will begin with a short parable.

A very long time ago in a far away land, two brothers were fighting fiercely in a large grassy meadow, beside a small flowing stream. An old man came strolling along the dusty path that led onto a footbridge suspended over the stream. The old man had about him a sense of purpose and quiet dignity. He paused on the bridge and studied the two young men as they flailed grotesquely at one another.

At last, feeling a sense of both fatigue and utter foolishness, they ceased their fighting and looked up at the old man. He looked neither stern nor friendly as he asked in a voice surprisingly strong and deep for one of such advanced years, "why do you fight, my sons?"

The brothers exclaimed animatedly, each interrupting the other, that their father had died a few days ago and they had inherited the large, rich parcel of land upon which they stood. They could not agree upon a plan to divide the land in a manner suitable to both brothers. The old man asked, "If I can tell you how to solve your problem so that you both will be satisfied, will you heed my advice and settle this matter?" "Who are you?" they asked. "I am a scholar and a wise man from a far away village," came the answer.

The brothers agreed to accept the counsel of this wise man and to abide by his decision. Here were his words: "LET EITHER BROTHER DIVIDE THE PROPERTY INTO TWO PARCELS, IN ANY WAY HE WISHES. THEN LET THE OTHER BROTHER TAKE FIRST CHOICE!"

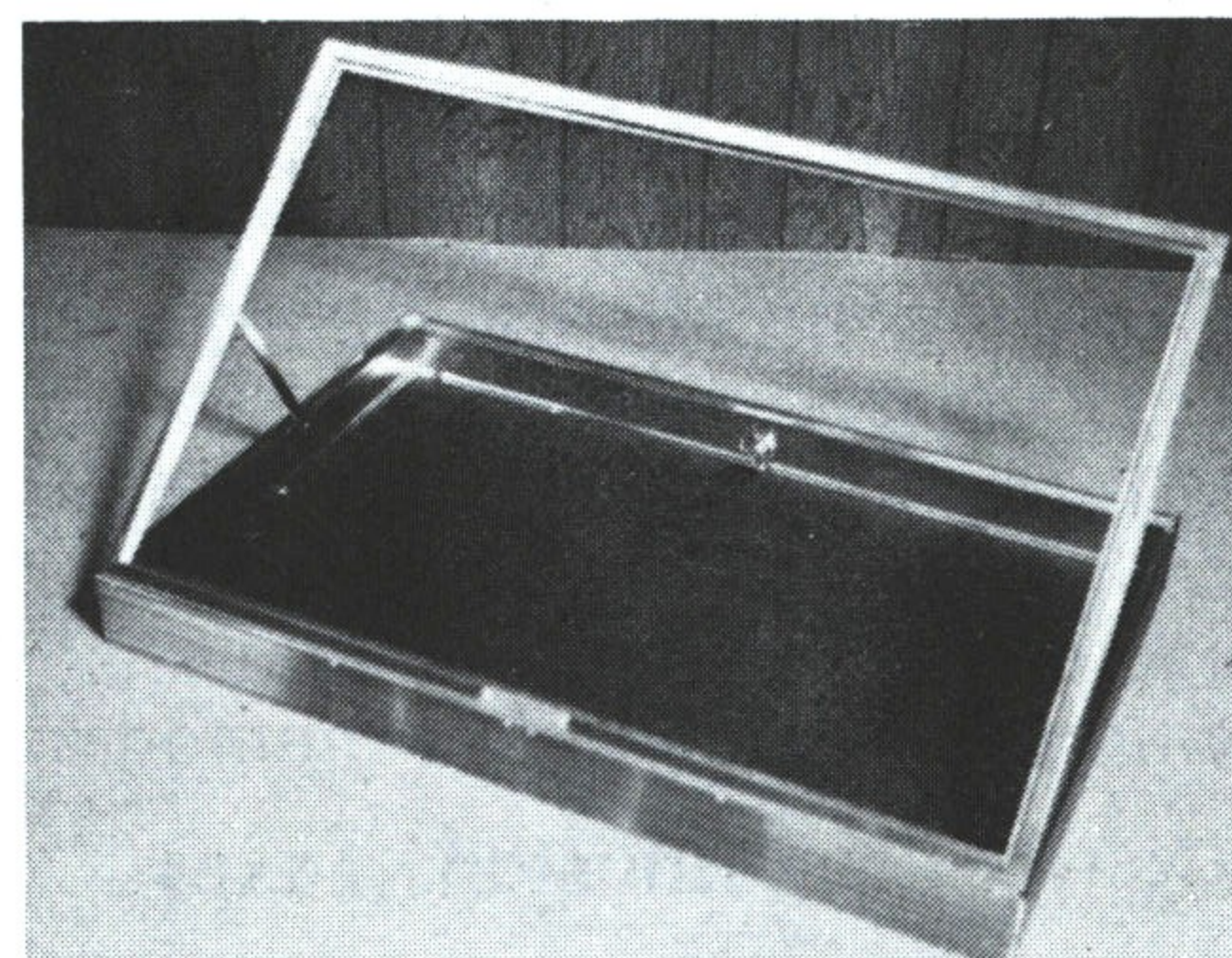
In that answer above we literally see the wisdom of the ages. The power of a trained, disciplined mind working at capacity is awesome. If we could have such a man at our side during these turbulent times, when we are called upon by circumstances to make literally hundreds of on-the-spot decisions each week — what an asset we would have! What a decided advantage we would have in the business world. With such a source of knowledge and wisdom to guide us, we could prosper and become wealthy.

The astonishing thing is that his mind is just like

yours and mine. The only difference is that through discipline and dedication the old man honed his mind into a finely-tuned instrument and filled it with facts — bit by bit, piece by piece, just as you would build any great building. Wisdom, we are told, flows from knowledge or from accumulated facts. The problem here, of course, is in the "accumulation". Flowers don't jump into anyone's basket — they have to be gathered one-by-one, often involving a long hike, much stooping and bending, careful picking and gentle handling. Thus, the fragrance and beauty of a basketful of flowers are only there to enjoy if someone *cared enough* to make the effort to obtain them.

You and I are operating today in a highly charged atmosphere, crackling with stress, tension and high risk. One can be a king today and a klutz tomorrow, as evidenced by the saga of the Shah of Iran. In recent years, he sat on a throne bedecked with medals, king of all he surveyed . . . then found himself in Morocco *looking for a job!*

History tells us that instead of turmoil being something new, indeed man has always lived in perilous times, and an ancient rule applied then just as it does now — "only the fittest survive". The cave-man understood this principle well as he fled in terror from a raging animal, spent days searching for scarce water, lay ill with a fever he didn't understand, or tried repeatedly to kill game animals for food with primitive weapons. Those who survived



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were those who **LEARNED** and who grew from that knowledge.

We know that the cavemen who survived were those who got *better* at their jobs. The others fell victim to their own lack of skill. We know also that the auctioneers who survive or prosper in the super-charged decade of "the eighties" will only be those who studied, learned and grew. They will have become more professional, polished and productive. In short, they will be able to clearly serve their clients more effectively because they possess the added advantages of improved skills, better judgement, fewer mistakes, and greater confidence.

Did you know that only 5% of any given group ever succeeds at anything? If we intend to put ourselves in that select group we are going to have to do certain things, and we are going to have to do a lot of other things in a different way! First, we are going to have GET UP OFF IT! Flowers don't jump into anybody's basket. We are going to have to go to sources of knowledge — books, schools, seminars, conferences, etc.

If a pool of knowledge, skill, and wisdom could be created for the thinking, professional auctioneers to draw upon, it would probably be located near the center of the country— for example, the state of Indiana. Perhaps away from big city noise at a fine old university, in a quiet college town like Bloomington. It might even be called "THE AUCTIONEERS INSTITUTE" and presented to the nation as the "CAI", a school for professional auctioneers who not

only *want* to get better at their craft, but also because they're *doing* something about it.

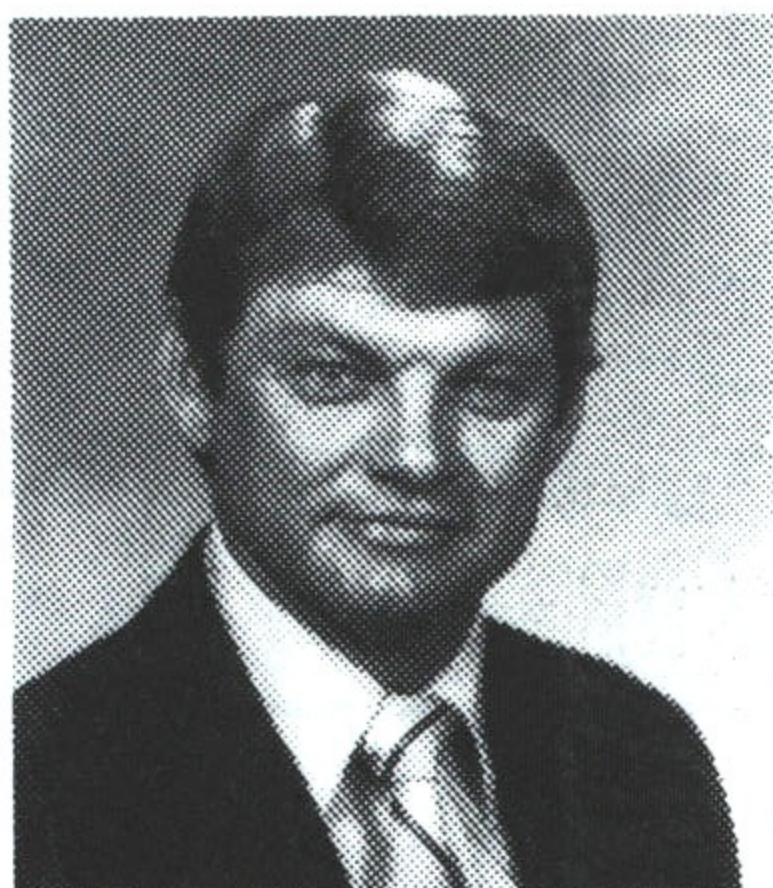
When I was a little boy I "wished" a great deal. I wished for more toys, a "B-B gun", a bike, fewer school days, more pancakes, lots of jelly beans, fewer school days, a new jackknife, more firecrackers, fewer girl-cousins, a motorboat, a sack of licorice sticks, and fewer school days.

My grandmother called me to her side one day just after I had publicly announced yet another "wish". "Joe-boy", she said softly, "you mustn't wish for things all the time. You know, if wishes were horses . . . beggars would ride!"

Wise words to an eight year old boy. The impact and the wisdom totally escaped me then. I was thinking how neat it would be if each beggar had his own horse so that he could ride to different areas to beg, and that got me to thinking about a pony for ME — a white one with a black saddle — OH! HOW I WISHED I HAD A PONY!

We won't be any smarter tomorrow because we wish it today. We will be smarter tomorrow only if we learn something today. and use it tomorrow. Flowers don't jump into anybody's basket! We'll always have to go after them. If I were asked the question, "who will succeed in the eighties", I would say without hesitation that it will be the men and women who genuinely want to improve their minds, and are willing to pay the price in time, effort and money to

Continued page 30



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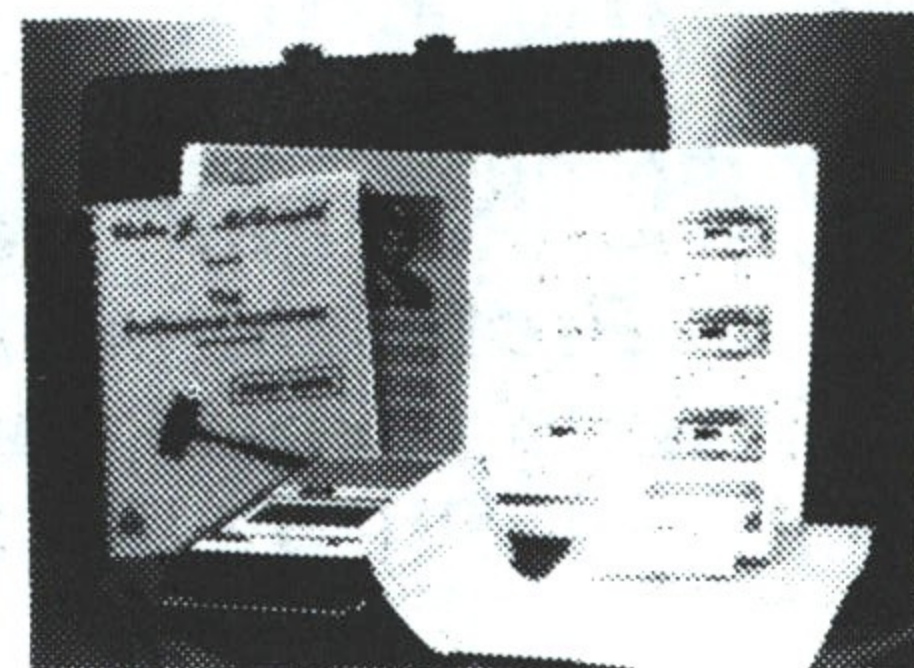
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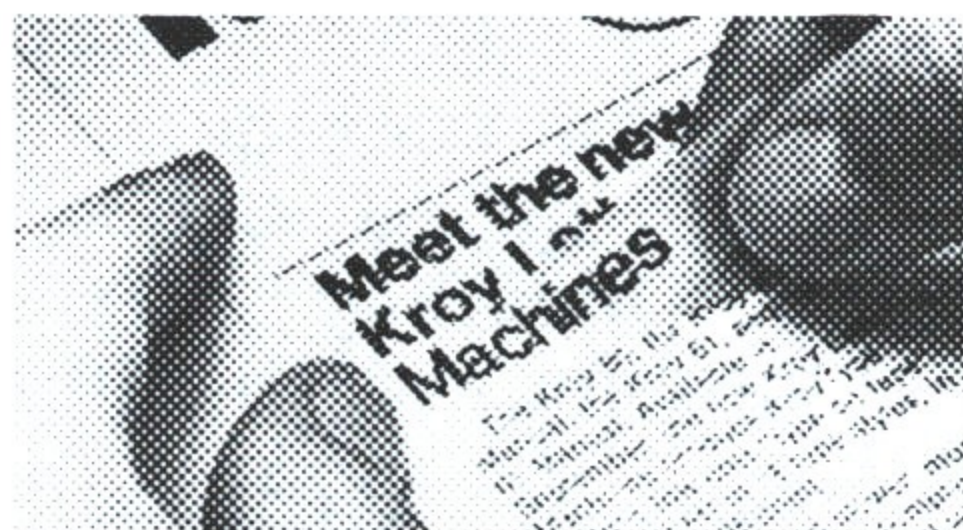
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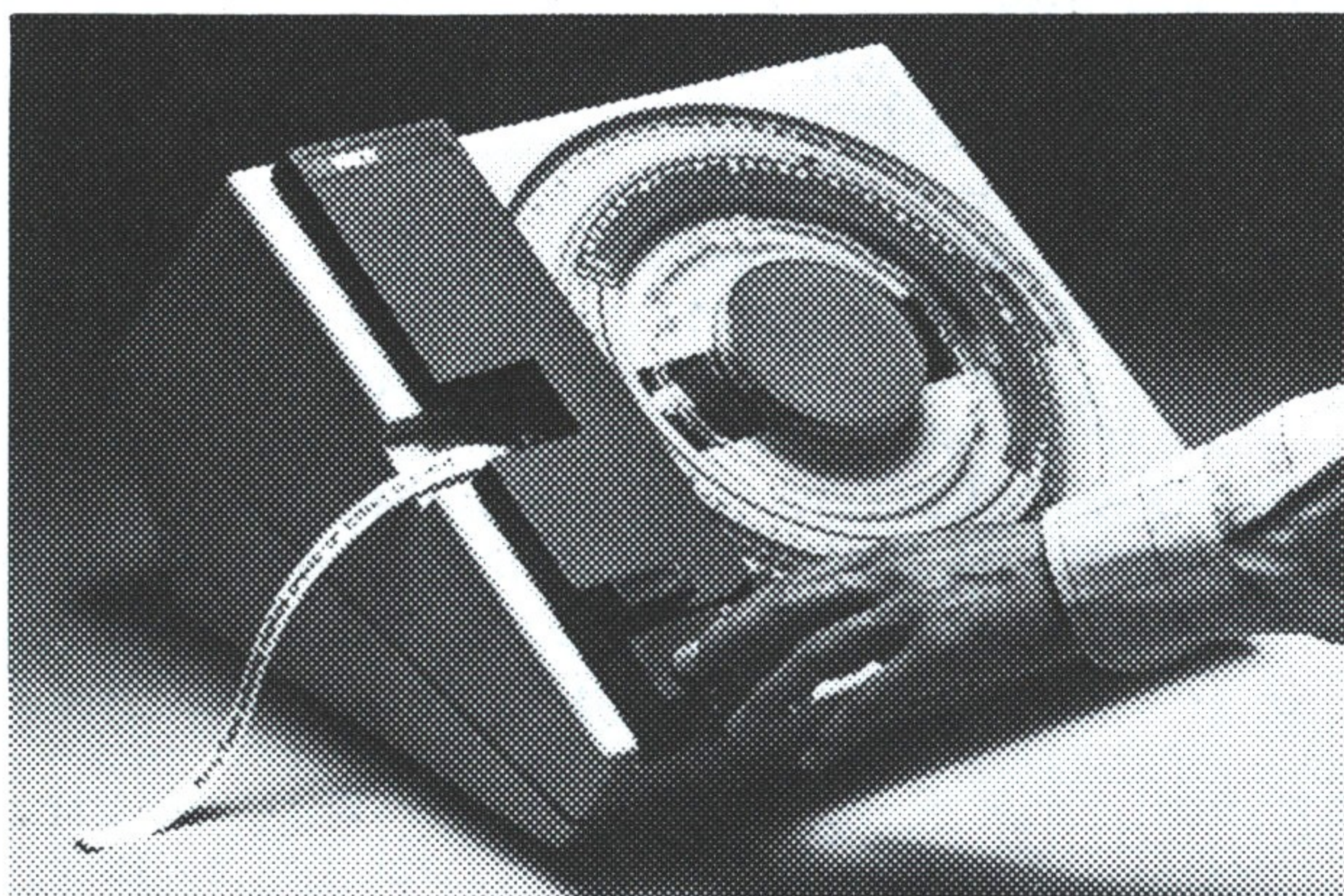
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decade is over, many of the professional auction-
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some time "gathering flowers" in Bloomington, In-
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Auto Auctions — Cover All the Bases

By Rex B. Newcom, CAI
NAA Vice President



It seems that there are as many different kinds of auto auctions as there are automobiles, and almost as many laws and regulations governing the auto auctions and auctioneers running them.

Most auto auctions are dealer auctions only, where dealers buy and sell to maintain a steady cash flow with their inventories of automobiles; also, to fill orders on demand from their clients. These auctions are usually quite large, selling several hundred cars one day each week and employing several auctioneers, ringmen, clerks, tag men, cashiers, mechanics and drivers. The sale fees are usually split in some fashion between the buyer and seller, with the seller paying the bulk of the commission, the rates usually vary according to the price the automobile brings. In most auto auctions a no-sale fee is charged to the seller if he refuses the top bid for his automobile. Auctioneers working this type of auction are usually working for a large auction company who owns the facilities for the sole purpose of conducting the auto auction.

The consignment auction of automobiles on the retail level is beginning to make its mark in the Midwest, and I believe it has tremendous potential for new business to all auctioneers in all parts of the country.

Whether you are selling antique, classic, collector, used or new automobiles, trucks or tractors, the basics are the same. How elaborate you wish to make the auction depends upon the clients served and the type of vehicles being sold. I will not elaborate on the laws governing sales at auction of automobiles because of the differences in the many states; but **I cannot emphasize strongly enough to be sure you have covered all the legal bases wherever you conduct the auction.**

When consigning the auto, you must get the title for that vehicle, check the serial numbers, plus check for liens and the consignee's right to sell the vehicle. When you have done this, then you have merchandise to sell and have eliminated many problems that could come up after the auction.

Each vehicle should be given a consignment number so it can be easily found in the auction catalog by the prospective buyers. The information in the catalog should be as accurate as possible, telling the make, model, and serial numbers of the vehicle, special equipment, etc.

It is wise, but not mandatory, to have purchasers sign a purchase invoice immediately when they are the successful bidders. This eliminates most problems when the buyers go to the cashier's window to settle up. A good policy to use when buyers pay with personal checks is to staple the title to the check and send it through the bank. When the individual buyer's bank honors the check, the buyer get his title from the bank.

Location for an Auto Auction should have ample parking for all consigned vehicles. These vehicles should be lined up in straight rows with enough room between vehicles that doors may be opened without hitting the vehicle beside it. A blacktop or concrete lot is preferable, but, of course, not always available.

I personally like to auction from the ground, walking along carrying a portable speaker system. However, using a cart or pickup does have some advantages, such as protection from the weather, or a place for paperwork while conducting the auction.

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Americans Purchased Record Number of Used Cars in '79

Americans bought a record 18,521,000 used cars in 1979, some 3.2% above the previous 1978 high, and paid \$66.7 billion for them — including the value of trade-ins — more than ever before in history, the Hertz Corporation reported recently.

The lease-rental company's new estimate of the size of the second-hand auto market puts the average 1979 used car price at \$3,602 for units of all ages, a rise of just 5.2% in the 12-month period.

The study also found used cars were only half as expensive to buy and 40% less costly to run than comparable new models and noted **that two out of every three cars sold in the U.S. last year — old and new — were second-hand.**

During the previous year, 7,779,000 sales were made by franchised new car dealerships, while only 3,334,000 sales were made by used car dealers who did not operate a new car franchise.

The yearly figures also showed that 7,398,000, or 40% of all used cars sold throughout the United States, were private sales. These figures break down to 5,371,000 sold to strangers, and 2,027,000 sold to friends and relatives.

The increase in the used car price average is about half the 11% model-for-model 1979 rise in new auto prices, and also is under the estimated 5.5% increase in the average purchase price for new cars that year.

More than 96% of all used cars purchased are for personal service, the study shows, but the company reported that in 1979 fleet buyers, too, began turning to recent-model used units. In the last six months of 1979, state and local governments particularly displayed interest in second-hand autos, according to Hertz. The company retails more than 50,000 used cars and trucks annually from its lease and rental fleets.

The typical used car purchased in 1979 was an intermediate-sized sedan just 2.86 years old, driven 29,090 miles, equipped with power options and air-conditioning.

Hertz calculated, the second-hand unit cost less than 24 cents a mile, about one-third under the 36.5 cents paid by buyers of the average new 1979 model — which was a slightly-smaller, mid-range unit — for the same time and mileage.

(Reprinted with permission from the Membership Newsletter of the National Independent Automobile Dealers Association.)

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Dear Ladies:

Five months have passed since we have returned home from one of the greatest conventions the National Auctioneers Association has ever had, in Nashville, Tennessee. We are already planning to attend this year's convention in Las Vegas. I would like to thank all those responsible for such a fine convention in Nashville and especially the Tennessee ladies. A job well done.

The weather in New England has been dry this fall with many cities and towns restricting the use of water. The ban on water use has just been lifted because of a substantial rain this fall during the month of November. The auction business has been great for all the auctioneers in New England, and it seems more and more people are using the auction method of selling their goods.

We also know that the ladies of Nevada and Arizona Auctioneers Associations are already busy preparing the 1981 convention in Las Vegas. I know they want their's to be an excellent convention. To make this possible, you should make plans to attend, by making early convention registration and hotel reservations. Your presence is important.

The Auxiliary will offer a full program at the convention as well as a variety of events for the children. Las Vegas itself, we all know, has some of the finest entertainment in the country with most of it within walking distance from the Las Vegas Hilton Hotel, our convention headquarters.

To those of you ladies who will be attending the convention I welcome you to join the Auxiliary to the National Auctioneers Association. We are proud of our Auxiliary and want you to be part of it. We will be waiting to meet you and welcome you, so stop by our hospitality area in the foyer. See you all in Las Vegas.

**Mrs. Eleanor Moon, Director
Auxiliary to the NAA
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Real Estate at Auction

You Can Photograph Properties More Effectively

Even though the following article is speaking to real estate appraisers (which many NAA member auctioneers are), the photographic tips and ideas can also be useful to real estate auctioneers. However, it must be said that color photo prints, as discussed by Mr. Souve, can reproduce very poorly when printed in black and white, on sale bills and auction mailers. Solution? Utilize the good photo ideas presented in the article, but use black and white film; or use color and produce 4-color auction advertising.

Effective, accurate, representational photography is essential to "getting the message" out to prospective real estate buyers who will attend your auction. Therefore, the following article is important to anyone photographing real estate.



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Instant Photography In Real Estate Appraisal

By William F. Souvé

William F. Souve is a publications specialist in the Consumer Markets Division of Eastman Kodak Company where he writes and edits books on a variety of photographic subjects. He is also editor of KODAK PHOTONEWS, a periodical circulated to as many as 200,00 amateur and advanced-amateur photographers twice yearly.

Undoubtedly, you use photography in most or all of your appraisal reports. Many appraisers presently use a conventional form of photography. That is, pictures are taken of the properties and surroundings with a 35mm (or similar) camera, using a negative film. The film is then processed and prints are made. Extra prints are made from the negatives, if required.

However, a growing number of appraisers are realizing the advantages of instant photography in appraisal work and using this type of photography to serve their purposes.

Advantages of Instant Color Pictures

Some of the reasons to consider taking pictures for appraisal reports with instant cameras are:

Speed: Prints develop within a few minutes. Since it isn't necessary to have the film processed by a photofinisher, the results are known immediately.

Clean: With some models there's no timing of the processing, no peeling, no trash to get rid of after each exposure, and no fussing with a messy preservative coating. Each *color* print comes out of the camera clean, dry, and ready to use after a brief developing period.

Convenient: The picture image is rectangular. (Use the horizontal format for houses and low buildings and the vertical format for tall buildings.) Wide white strips, particularly at the bottom of each print, provide ample space for recording vital data and special features of the property. (Most permanent ink marking pens may be used on the print surface.) For instance, you can immediately mark the address on each print for easy sorting and identification when you return to the office; whereas with conventional prints, it may be several days and many properties later when the prints are returned from processing and printing. By that time it can be quite a task to decide which property is which from the several taken on the roll.

Economical: There's more to economy than the price of a finished print. Because the developed, color prints are available within minutes, their quality and usefulness can be quickly determined. There is no disappointment in discovering perhaps several days later that the camera was jarred during the exposure, the camera shutter wasn't working, the exposures were incorrect, the film didn't advance, or that the film was

damaged or lost in processing. Any return to one or more sites for additional pictures can be expensive and time-consuming, especially if those sites happen to be in another town or city.

In addition, there's no need to transport the film to a photofinisher for processing and printing, or to make a trip to pick up prints afterward. (Even if you're fortunate enough to have one-day service available, your savings in time and expense can be substantial.) If you need multiple prints just aim, shoot, and let them develop (ready for use) until you have sufficient prints.

Tips on Taking Instant Pictures

Many of these tips also apply to taking conventional 35mm pictures:

(1.) Fill the frame with the primary subject. The larger the image of the building or special features photographed, the more visible are the details, and the more value the picture has to your appraisal.

(2.) To be sure your instant pictures are in proper focus with focusing-model cameras, set the lens for the correct camera-to-subject distance. Generally, exterior pictures of buildings and landscapes will require a setting of infinity (∞) on the camera focus scale. With most instant cameras, subjects beyond about 30 feet from the camera will be in sharp focus when you use this setting. Be sure to change the distance setting when you move indoors for a close-up picture with flash to illustrate a unique feature of the interior. When using flash, most instant cameras can be used as close as four feet to the subject.

(3.) Hold the camera steady *and gently* squeeze the shutter release. Shutter speeds on some instant cameras automatically change with the brightness of the scene. As lighting conditions dim, these shutter speeds become slower. Practice good camera steadiness to avoid blurred images in the pictures.

(4.) For clear instant pictures, keep the camera and internal optics clean. When necessary, breathe on the camera lens to form moisture on the cold surface and then wipe it with a clean, soft, lintless cloth. *Do not use* chemically treated eyeglass tissues which may damage the camera lens.

(5.) Watch the temperature. Best picture results will be obtained when the temperature during print development is between 60 and 100°F (16 and 38°C). At temperatures below 60°F special handling may be required. Exact procedures are discussed in the camera instruction manual and can vary depending

Continued page 39

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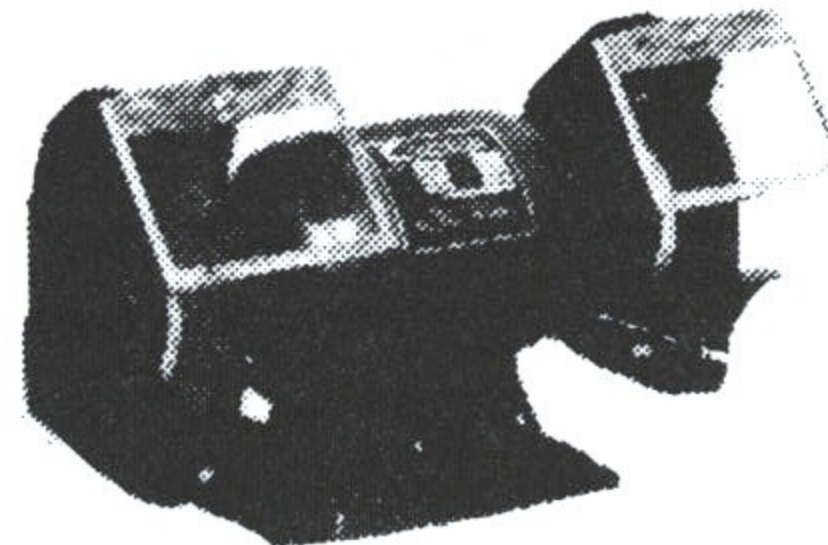
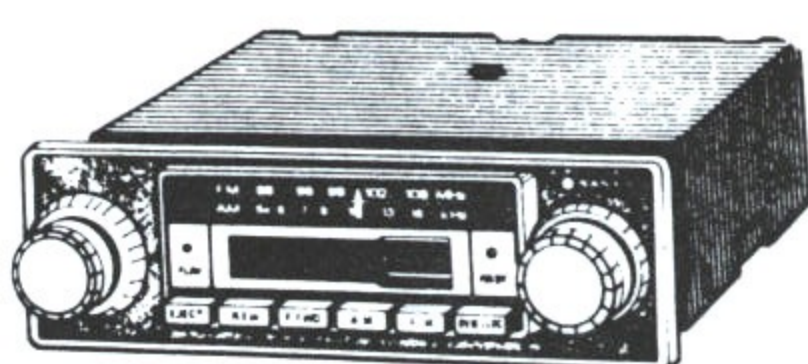
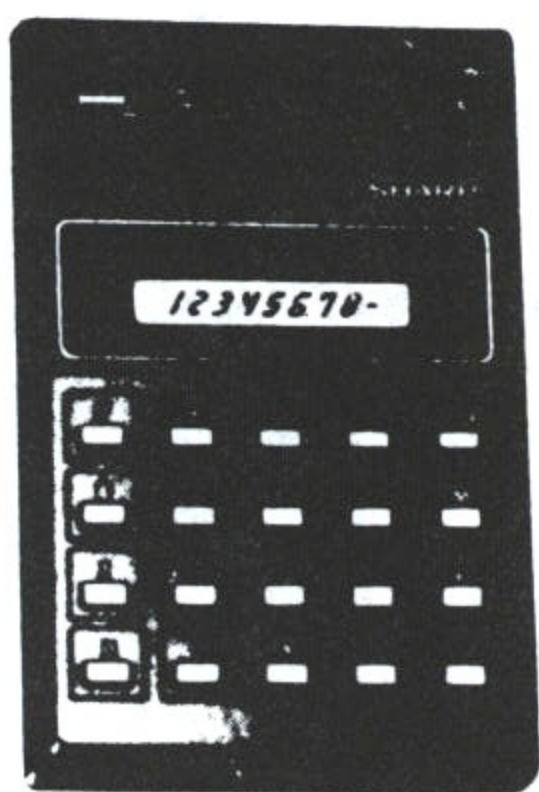
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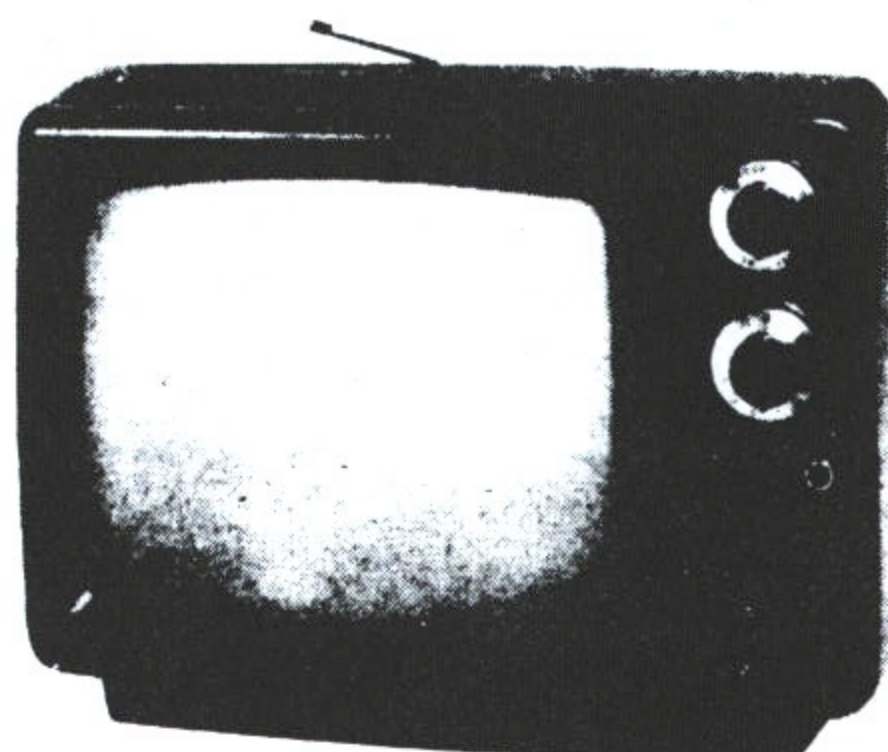
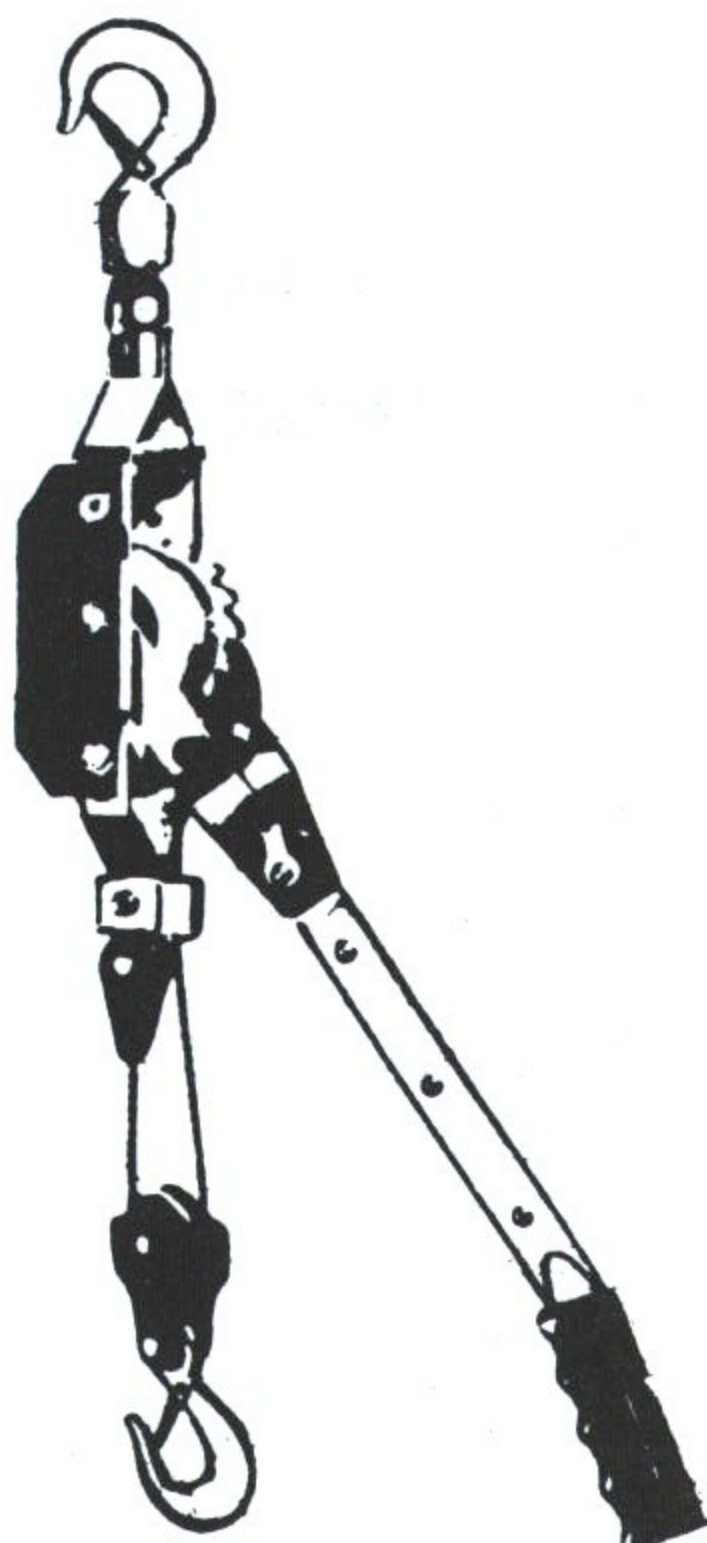
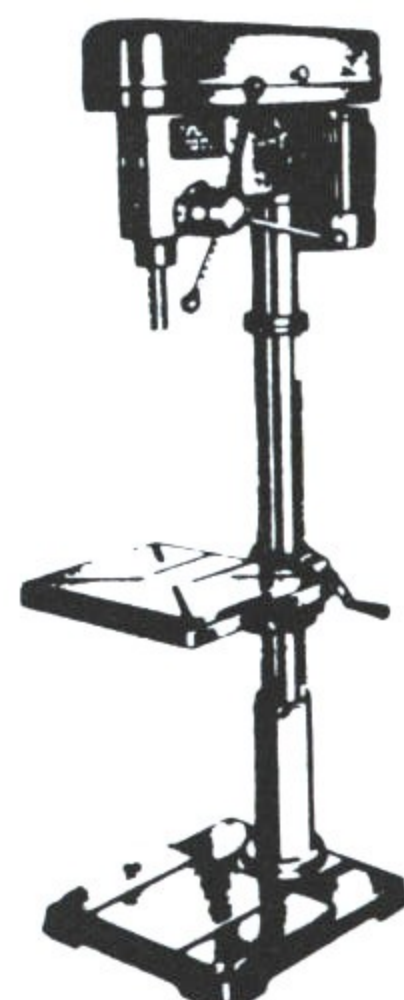
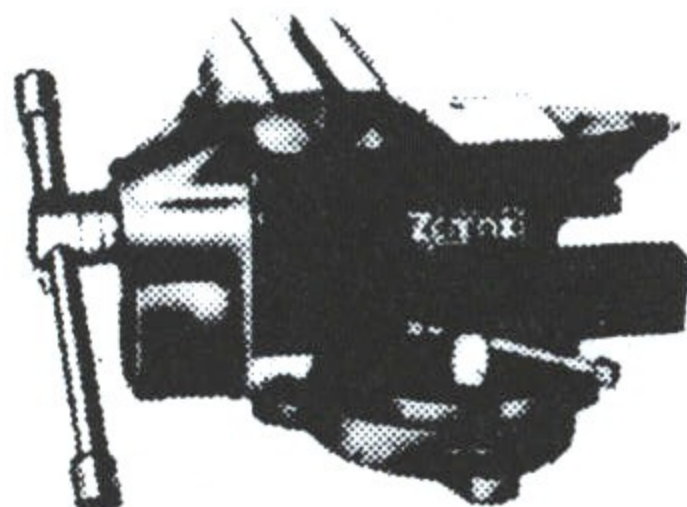
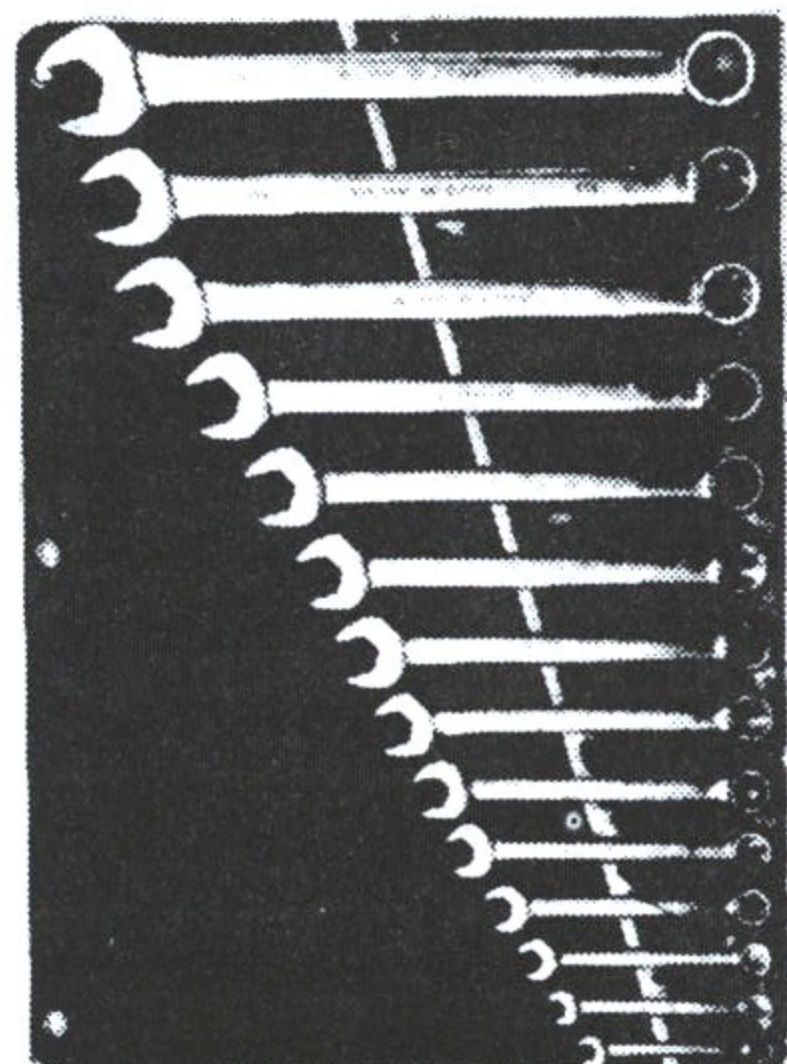
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on make and model.

(6.) Carry an extra set of batteries for your camera and electronic flash. It may not be convenient to obtain another set at many locations at which you make an appraisal.

(7.) If possible, take pictures with the sun on the front of the building. Structures that face east photograph best in the morning; west, in the afternoon; north, in the early morning; and south, almost any time during sunlight hours.

Viewpoint

Just as important as picture quality is the viewpoint from which the picture is taken. The basic point to keep in mind is that pictures should tell their own story and complement the written documentation about the property and its neighborhood.

Take a *series* of instant pictures to show the building, its lot, and the surrounding area. Views shown should provide excellent coverage.

Fill the frames for optimum effect in a series — front and left side, front and right side, and back view, if it provides useful information: for residential property improvements, (such as in-ground swimming pools, patios, trees, etc.), can have an influence on the value. A distant view or street scene should show the building and area around it.

When taking pictures of tall hotels, apartment buildings, and office buildings, it may not be possible to get back far enough to include the entire structure. In this situation, take more than one picture until the entire building is included. Another problem may be that too many other buildings around prohibit an adequate view. A good solution for both of these situations could be to shoot from an adjacent or nearby building that offers a clear or complete view, perhaps from an upper floor. If you must shoot through a closed window, check in your viewfinder to make sure there is no reflection from light hitting the inside of the window.

Taking pictures from a nearby building can also provide a good overview of the area.

When photographing a building, avoid taking any instant pictures that would unfairly portray the property, such as:

(1.) Head-on photos which may not properly show the relative dimensions of the building and tend to limit any feeling of depth.

(2.) Photos with people or vehicles in the foreground may draw attention away from the property or hide its good features.

(3.) Photos made on extremely dark days when there may not be enough light to give adequate exposure result in dark, muddy-looking prints. Even if the camera exposure meter indicates enough light to make a picture, the contrast range may be extremely narrow, resulting in flat prints that lack rich, bright colors and detract from the appearance of the structure. The straight-on front view of a house may be deceptive and partially ineffective; try a picture taken from the left and from the front.

(4.) On the other hand, don't avoid taking pictures of negative features of the property or neighborhood. These should also be taken into consideration as part of an unbiased appraisal.

Flash Pictures

To offer inside details, flash is needed. Elec-

tronic flash offers greater range, convenience, economy, and action-stopping ability (if it should be needed) than flipflash. The following tips on flash pictures should be helpful.

Alkaline batteries are recommended for dependability and output. However, it's a good idea to have a spare fresh set on hand in the field. It's inexpensive insurance if the batteries in the flash should fail in the middle of shooting at a remote location.

Know the range within which your electronic flash or flipflash is effective and stay within that range. (See camera instruction manual.)

Always allow the electronic flash plenty of time to reach the maximum charge before each picture. This means waiting for a short period of time *after* the ready light comes on.

Avoid aiming the flash at a 90-degree angle to reflective surfaces, such as glass and highly polished materials. The light from the flash will bounce directly back into the lens and cause a flare or washed-out area in the print. When confronted with such a surface (or evidence of the problem in your prints), aim the camera at approximately a 45-degree angle to the surface of the subject and the reflection of the flash will bounce off at a harmless angle.

If more than one object is to be included in a picture, try to have them as close to the same distance from the flash as possible. Great variations in exposure can result otherwise. Moving the subjects or changing the camera angle or photographer's position can bring objects into the same approximate plane.

Copyprints and Enlargements

Additional color prints, as well as enlargements and slides can be made from instant pictures through a photo dealer. However, good copy results cannot be obtained from poor originals. Have additional prints, enlargements, and slides made only from sharp, well-exposed instant prints.

Pictures contribute to the understanding of the narrative or form report and, in effect, place the client at the property sites. This is true whether the pictures are good or of poor quality. However, poor photos will detract from the report and could unfairly influence the client's opinion of the valuation effort. Clear, sharp, well-composed pictures, made following the directions in this article, will provide a positive reaction to appraisal reports.

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Livestock at Auction

Vital — Understanding Between Auctioneer and Livestock Market Owner

World Livestock Auctioneer Champion Dean Schow from Paxton, Nebraska, takes a look at the auctioneer's role in the operation of a livestock auction market. Stated concisely, "everyone has their responsibility to each other."

I like to compare a livestock auction market to a ball game. You have two teams — buyers and sellers. Then the auctioneer and the livestock market owner come in between these two, and I like to call them the referees. I have threatened many times to get a striped shirt, and a black cap, start the sale by blowing a whistle to get the bidding going, then, blow the whistle to tell which one of the bidders is the winner. If you think about it, you'll discover the "realism" in comparing the livestock auction to a ball game.

You have to convince that seller that he is selling his livestock for the best dollar, for the highest price at this market that he is presently selling his cattle. That's one way that you can keep the business. And word of mouth is probably the best advertisement that a livestock auction market can have. Customers discuss what kind of an auctioneer markets have, so we are talking about an important relationship between the livestock auction markets and the auctioneer. **The auctioneer has to know what is expected of him by the owner, and the owner has to know the auctioneer's qualifications, and how he operates. There has to be that understanding between the auctioneer and the owner; how far he wants to go, what he would like to do with certain cattle, how many dollars he would like to collect for certain lots, and basically how to treat everybody fairly.** Because if you don't, that's one thing that can definitely hurt you and the market you sell for.

The owner should be close to the auctioneer so that he can coach the auctioneer in a position where the auctioneer needs a little backing by the owner. Sometimes it has to be a decision that the owner should make and not the auctioneer, unless the auctioneer knows the owner has put that trust in him. But if the owner is close by it's a lot more encouraging to the auctioneer, because you are working for

the owner who is paying your wages and in turn that man selling the cattle. **In short, everyone has their responsibility to each other.**

Consider the buyer for a moment. We can't abuse our buyers, because what kind of a market would you have without them? It's one of the hardest positions to be in as far as I'm concerned, trying to convince the seller that he has got the most money that he will get anywhere and that his cattle sold high. But we have to turn around and convince that buyer that he bought those cattle at the best price he'll ever get for them. When things get tough and buyers sit on their hands, that's when the work begins. You have got to do a lot of things, not try to, but really get the job done.

You have got to convince buyers that bunch of cattle in the ring is the only bunch of cattle left in the world. If he doesn't buy that set, there is never going to be another set, even though there are 5 or 6 thousand head standing right out there behind you. Each lot that comes in, you, the auctioneer, have got to convince them that they need that livestock that's in the ring.

But don't abuse your buyers, or they may get angry and walk out. Keep your crowd humored, make them smile, make them grin, say something even if it is clear out in left field. But never lie to anybody. I always encourage buyers, but don't encourage them unless you're sure that's the kind of livestock they want. Satisfied buyers will help build confidence in other people, and they'll have more confidence in you. They'll respect your judgement, and they'll know

that maybe you do know quality in cattle.

Our first obligation is to the seller because he is the one paying the tab, he is paying the commission. Satisfied sellers are important to relationship between owner and auctioneer. Therefore, acknowledge your sellers. Everybody likes to be recognized, and there you have a seller, his family sitting next to him, and his cattle come in the ring. Know where the seller is sitting, compliment on the good condition of the cattle, and encourage buyers to talk to the seller. "Mr. & Mrs. Jones are sitting right up there, he's wearing a red cap and can tell you . . . etc." Be able to recognize your sellers, because they deserve it. If it is a calf crop they probably worked all year for it.

Remember, sellers and buyers are people. Show some personality, let people know that you are friendly, and not trying to jab them with a stick. You are there selling cattle to them. You are there to try to get as many dollars for the other people as you can, and that's simply the way it is.

What are some of my successful ideas in auctioning livestock? Here are a few considerations that have worked, and still are working for me at my sales.

1. Especially if you are new to an area, know your buyers. The livestock market owner should point them out to you. I often draw a rough diagram of the seating area and keep it in front of me as I auction. The name of a buyer and a quick descrip-

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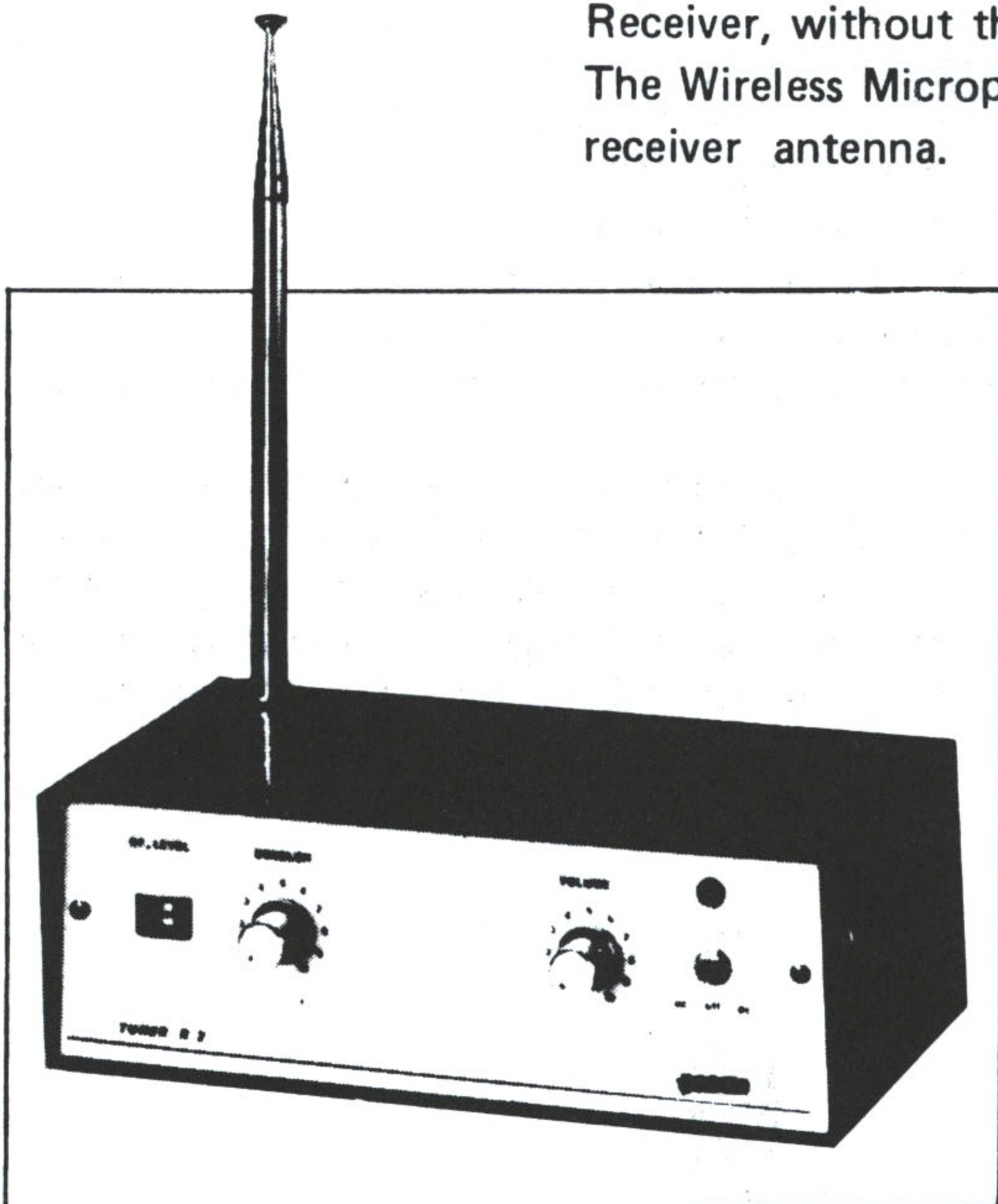
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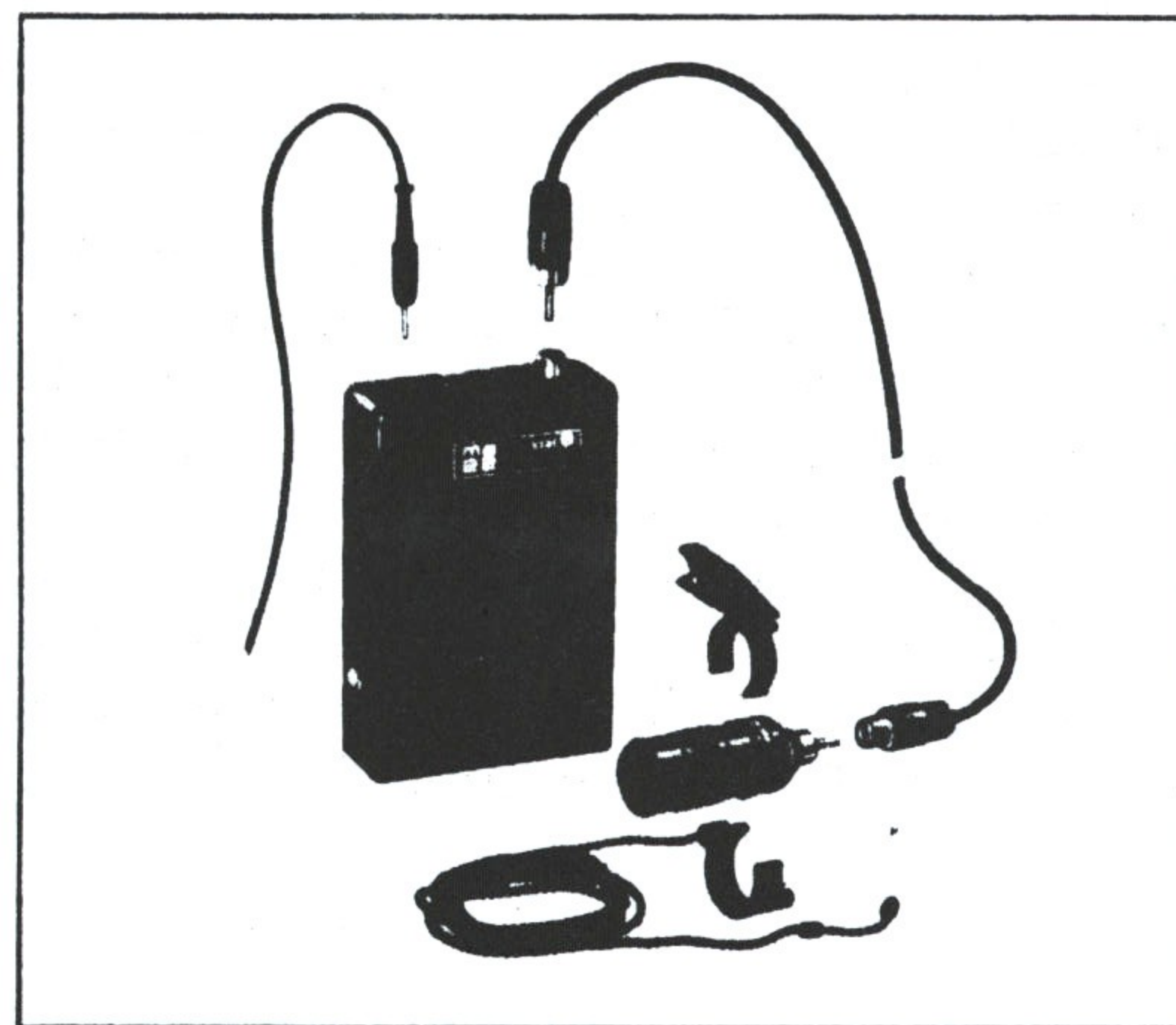
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tion are in the general area where he is seated. That way I can acknowledge them personally.

2. Try and remember what buyers have already purchased. If a buyer purchased 400 lbs. calves once, he may purchase a similar lot if you remind him.

3. Always stay in control of the entire auction. It takes a lot of wasted time and effort to pick things up again after you have somehow lost control.

4. Before you even sit down know exactly who will start the bidding — the owner or you. Also determine how you both will handle the "bad" cattle that the sorters missed, but were left to come into the ring.

5. Be able to talk "through your chant" to the owner, your ringmen, and anyone else whose attention you need to gain.

6. One bad critter in the lot? Offer the buyer \$3 per hundred off the average weight if he'll take the bad animal. Nine times out of ten, the buyer will.

In this AUCTIONEER article I've tried to point out just where you stand as the auctioneer in a successfully operated livestock auction market. It's a matter of you and the market owner maintaining a cooperative, good relationship so that you both can oversee a smooth running livestock operation. And the word "oversee" is correct because as I stated earlier, you are in control of the auction, and under no circumstances should you lose control.

It's your responsibility to do the best possible job that you can for the owner who has hired you and the sellers who have placed their confidence in

your selling ability. Whether you are new in the livestock auctioneering business, or you've been selling for years, that responsibility does not change. That doesn't mean you will not make mistakes, no matter how experienced you are. An old saying comes to mind, "if you never make a mistake, you're not doing anything". You're improving and growing in your profession when you *learn to not make the same mistake twice*.

The little things that make up a successful sale are just as important as the big considerations. In the "ball game" of livestock auctioneering, everyone has responsibilities to someone else. Your responsibilities are to a great number of people each and every time you step up to the microphone.

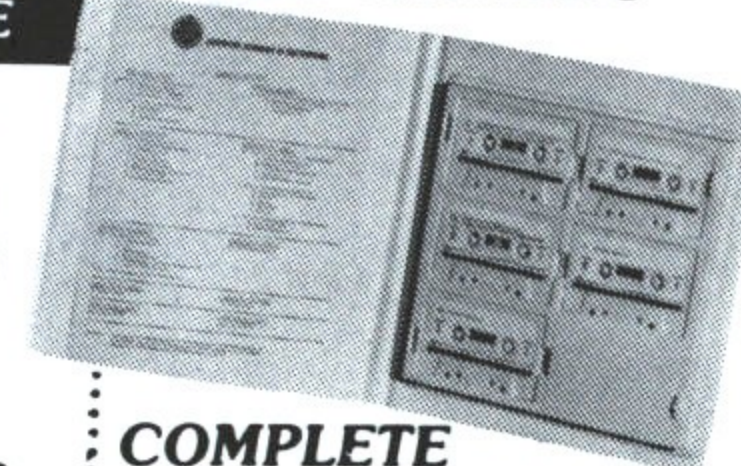
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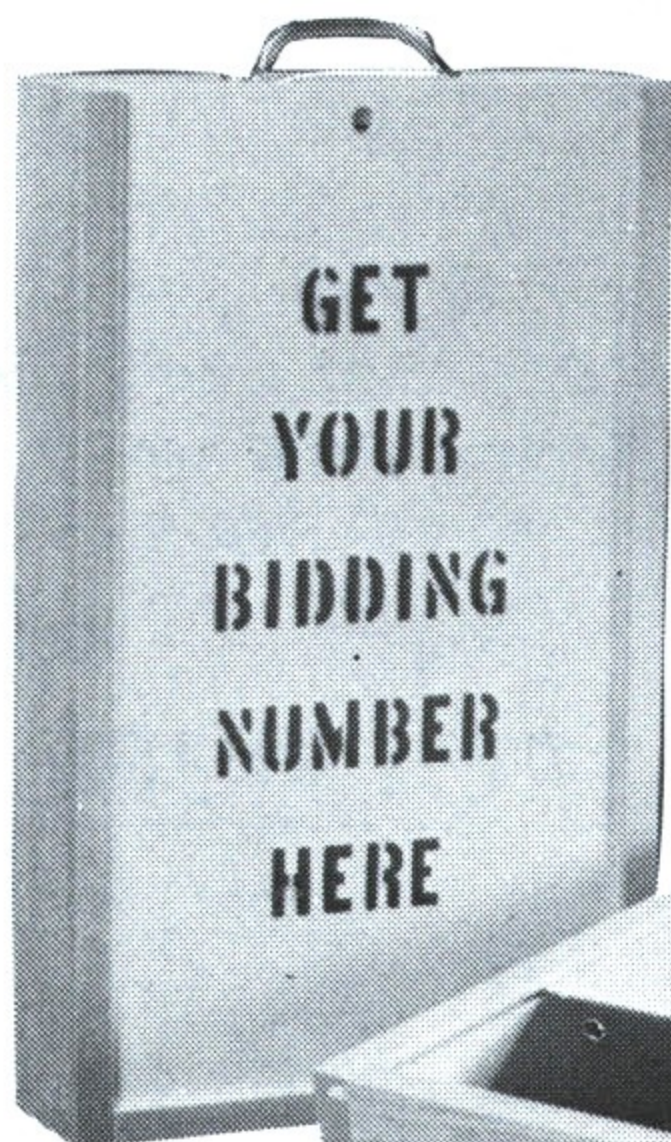
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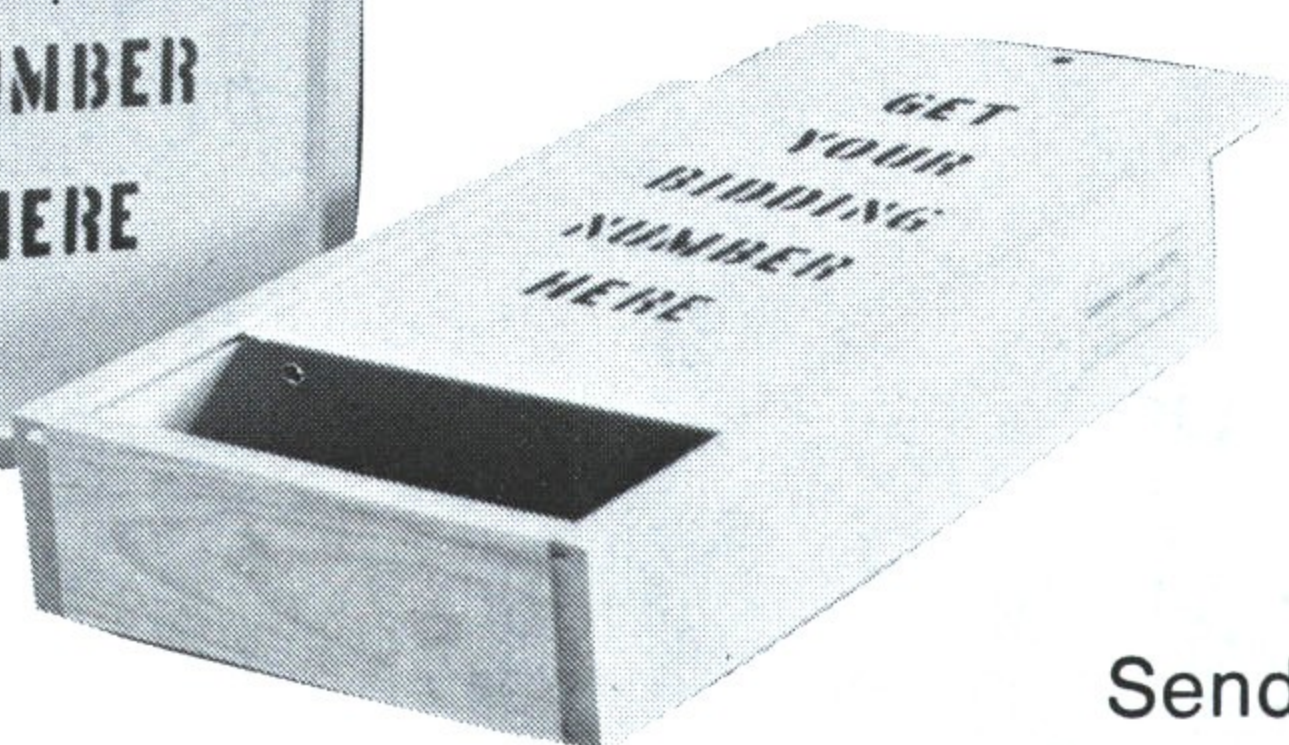
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4	19	34	49	64	79
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7	22	37	52	67	82
8	23	38	53	68	83
9	24	39	54	69	84
10	25	40	55	70	85
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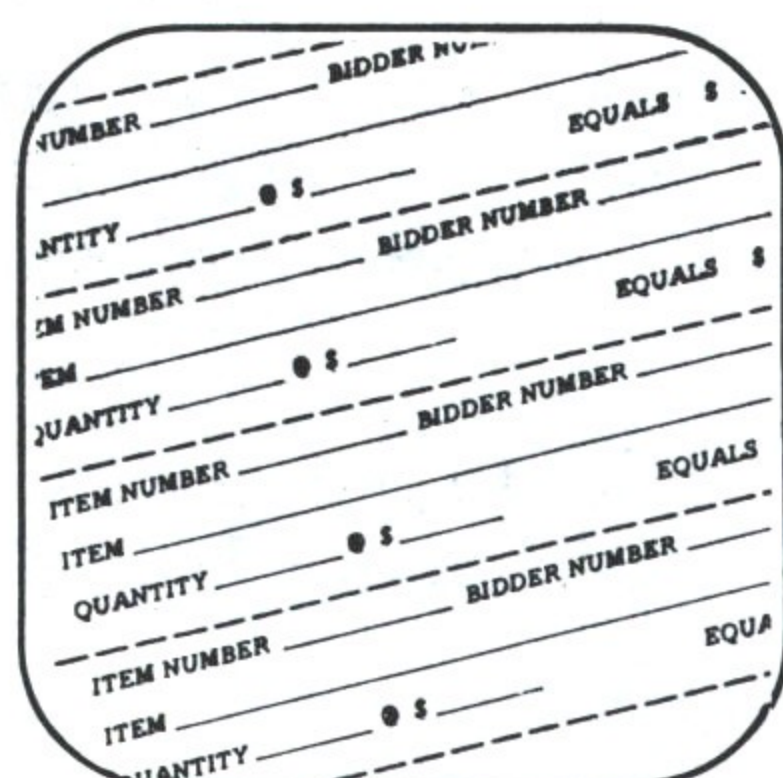


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Antiques at Auction

Antiques & Americana . . .

Eskimo Sculpture

By George Michael

In 1973, the Philadelphia Museum of Art staged an exhibition called, *Sculpture Inuit*, literally translated to mean "sculpture of the people". Organized by the Canadian Eskimo Arts Council, it had traveled to such places as Moscow, Paris, Copenhagen, London, and Leningrad before arriving in the United States. It displayed the work of Eskimo craftspeople who are still working in the carving of stone, baleen, wood, ivory and bone.

Today, collecting Eskimo work, either Canadian or Alaskan has great validity. Most major museums are adding examples to their collections, and private buyers are driving the market higher every day. The carving we picture, a bear and seal fighting, was priced at \$4,000 in June 1980 when we photographed it at the Inuit Gallery of Peak Arts Limited, in the restored Gastown section of Vancouver, British Columbia. It is a vibrant carving in stone, full of motion and action and is representative of the finest one might collect.

One can purchase such carvings from shops like this by mail, or on trips to Canada. It is possible to search out the crafts shops run by various arts councils. Stone carvings can be bought for about \$20 up, with some very fine ones available in low three figure amounts. We recall buying carvings of seals, about six inches in length, late in the 1960s for ten to twelve dollars. Those are gone, proving the Eskimo art has always been a good investment as well as enjoyable to own.

It has been said that Eskimo carvers will collect the greenstone looking for unusual shapes — feeling that there is a form inside trying to get out. How the artist develops this form determines the value of the piece. Beware of cheap imitations made out of green plastic. Most gift shops sell them, but look for the quality stone in crafts shops.

Questions/Answers

From Overland, Missouri — Regarding your article on flannel pieces which came with tobacco, a few years ago at an auction I bought a box of them — flags of the world, Indians, pennants of boys and men swimming, jumping, etc. I made coverlets out of these, sewing them together, it's very pretty and can be hung on a wall. Can you give me informa-



ESKIMO CARVING priced \$4,000 when photographed, June, 1980.

tion on dates, and what they would be worth if I sold them?

Answer — Such an item must be seen to be valued. The pieces you have sound from early in this century, putting a date on them would not increase value, even if known. You could advertise them or sell them in a good auction.

From Springfield, Massachusetts — We have a shelf clock that has a rough looking case. We have been told it is quite valuable because of the case. It is by the Forestville Clock Company in Connecticut.

Answer — Most likely you have what is called a ripple case. One sold at auction in New Hampshire four years ago for \$450. The ring that bought it auctioned it to one of its members for \$600, so you can see it has value. I have not seen one sold since then, so do not know current value.

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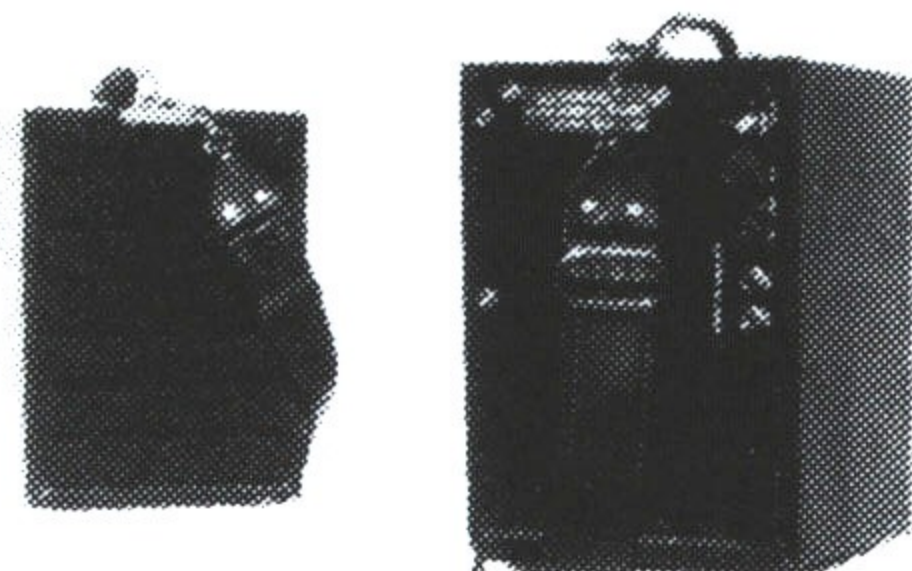
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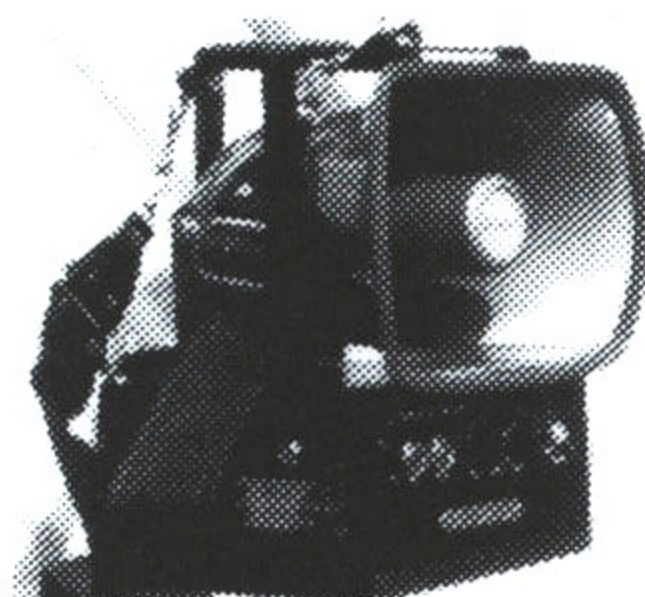
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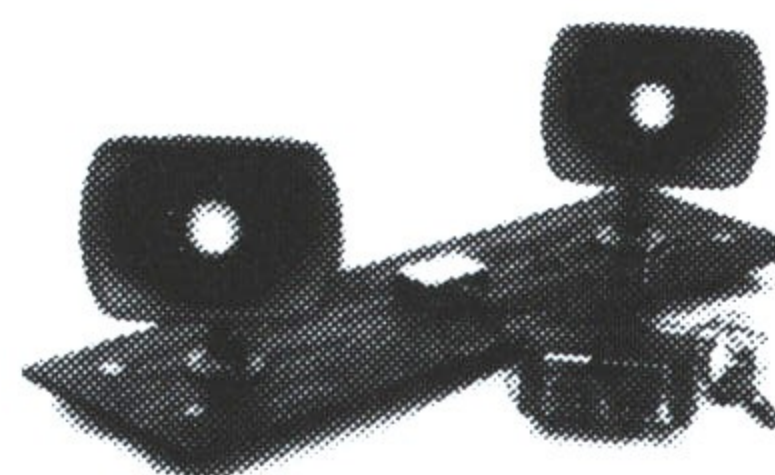
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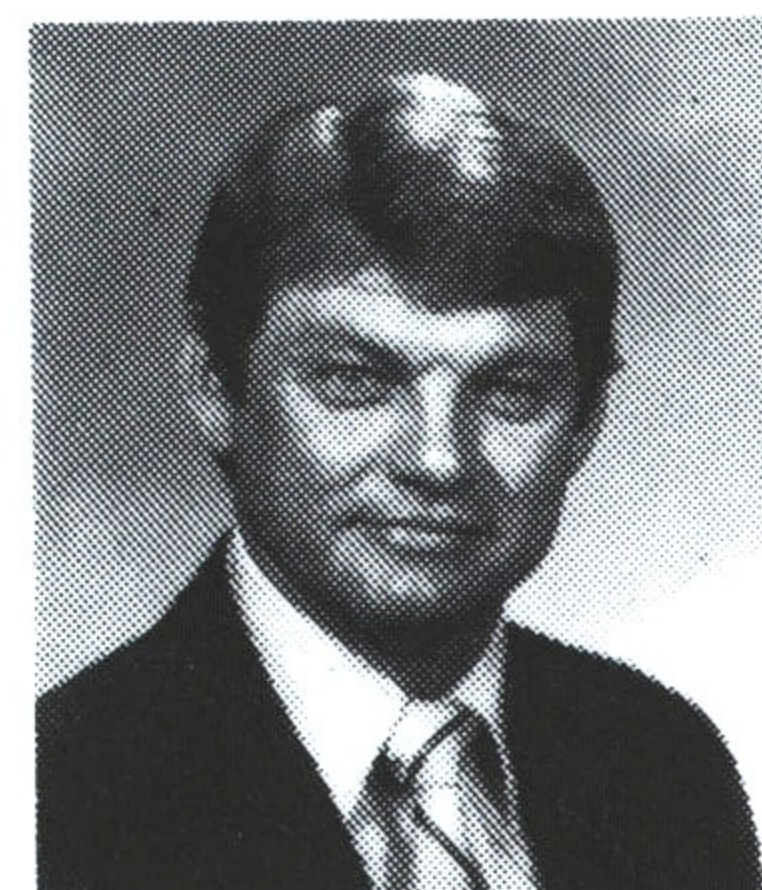
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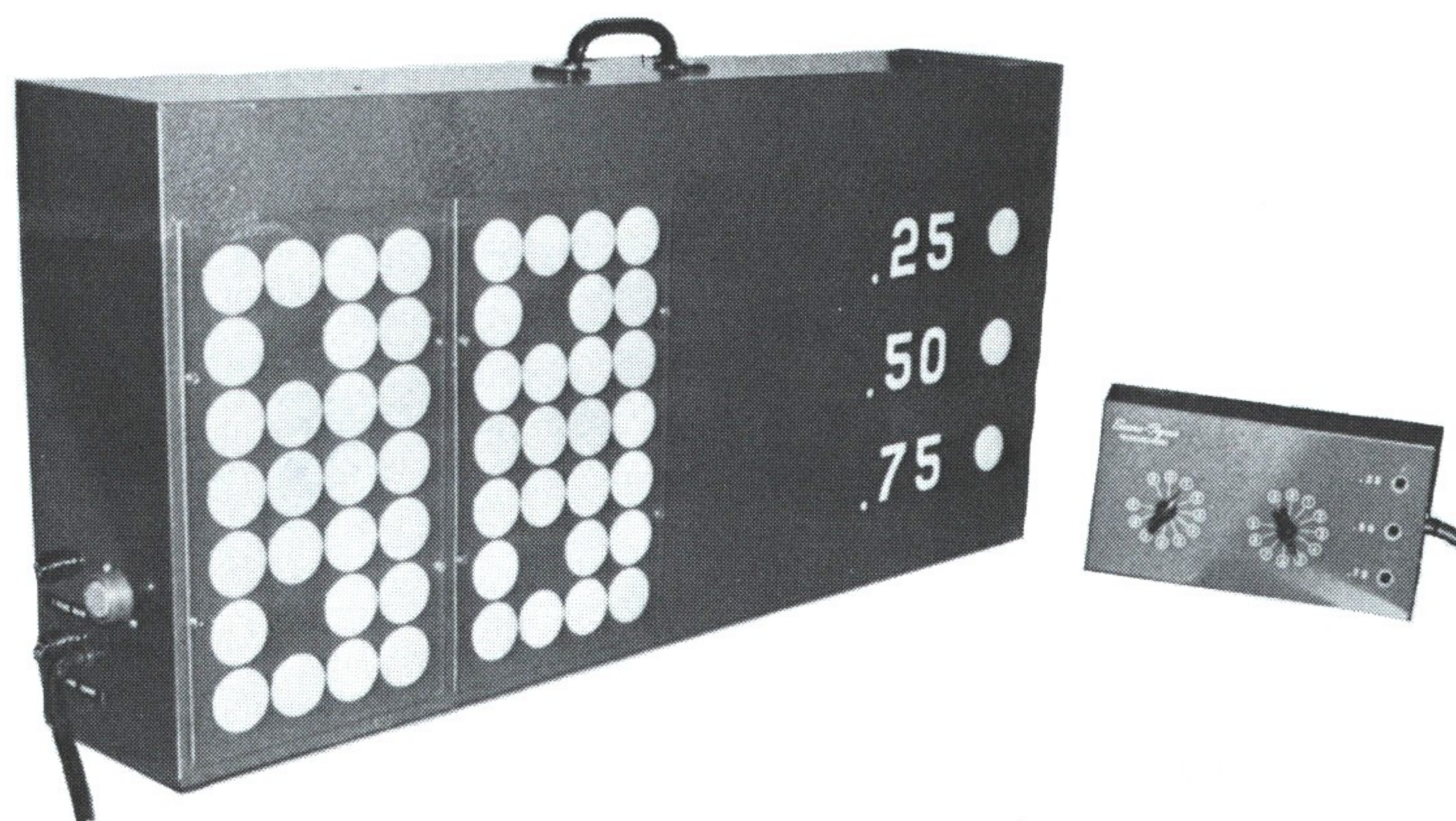
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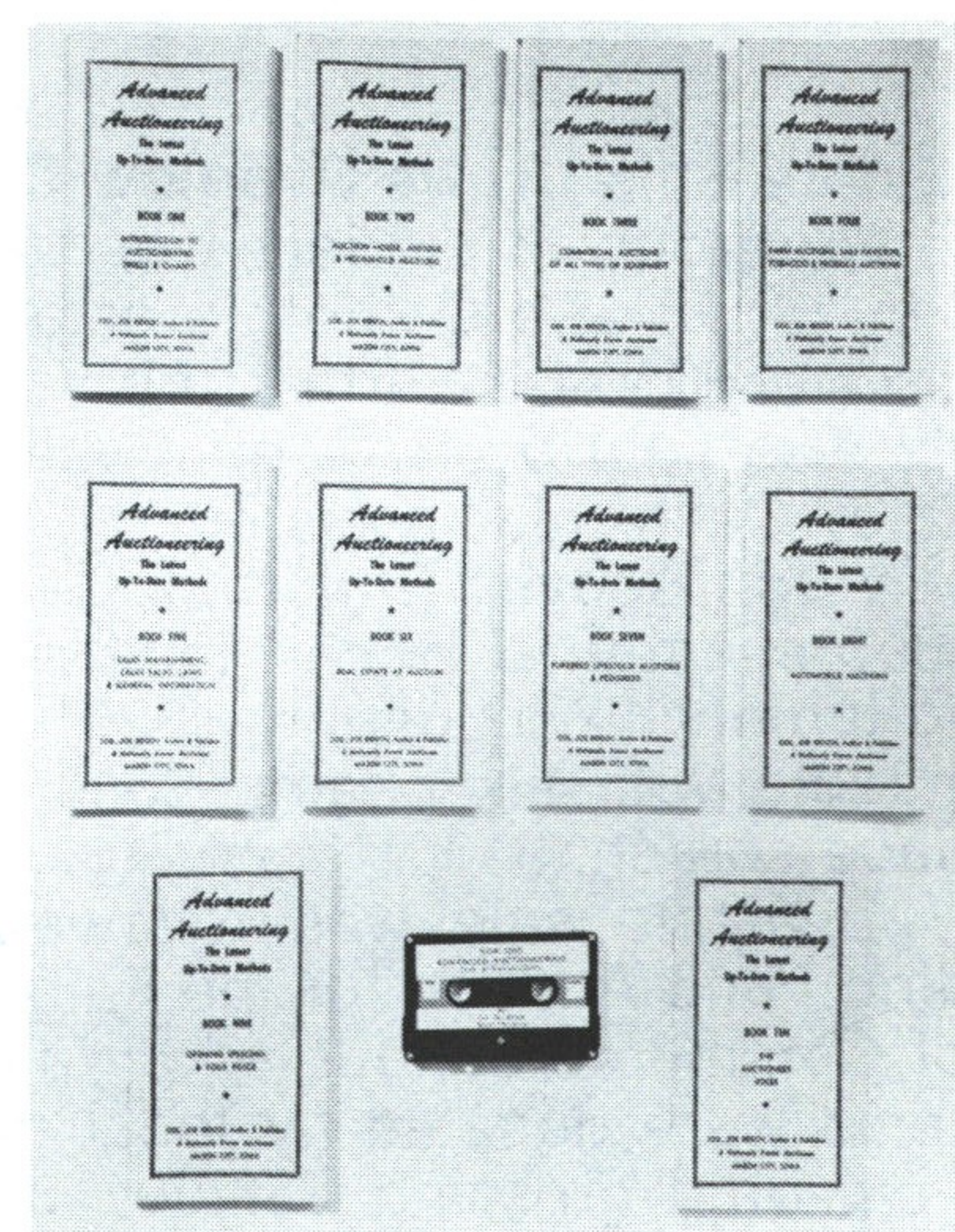
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Vintage Dom Perignon Sold at Auction

Wine lovers from as far away as North Dakota stood in the rain to bid and buy at an auction of 30 cases of Dom Perignon, vintage 1973. Conducting the November sale held in Manchester, New Hampshire were NAA/NHAA members **Edwin Narus, Sr.** and **William E. Handley**. The sale was the first public auction of rare wines by the New Hampshire Liquor Commission.

"If we hadn't done this, all the licensees (restaurants and bar owners) would have snapped it up, and the average person wouldn't have a chance," explained Liquor Commission chairwoman Jean Wallin, adding that more auctions are planned. About 150 people gathered for the sale, with 90 buyers actually making purchases.

The auction was held outside a liquor store on Everett Turnpike to take advantage of tourist traffic through the city of Manchester. Bidders did not have shelter as they stood in the parking lot to pay \$40-\$60 each for the 360 bottles of champagne. The auction was advertised widely, and drew many newspaper and broadcast reporters from around the region.

Commissioner Wallin said that the auction idea wasn't so much to make money as to give the consumers a fair crack at the famous champagne; and that the New Hampshire Liquor Commission was very happy with the auction results.

In a letter accompanying news of the auction, NAA member Edwin Narus, Sr. explained that if it hadn't been raining, there probably would have been a better crowd. Also, towards the end of the sale, some "pooling" took place which depressed prices. Mr. Narus further commented that "one of the purchasers was kind enough to sell me a bottle for \$40, which I intend to keep for some time."

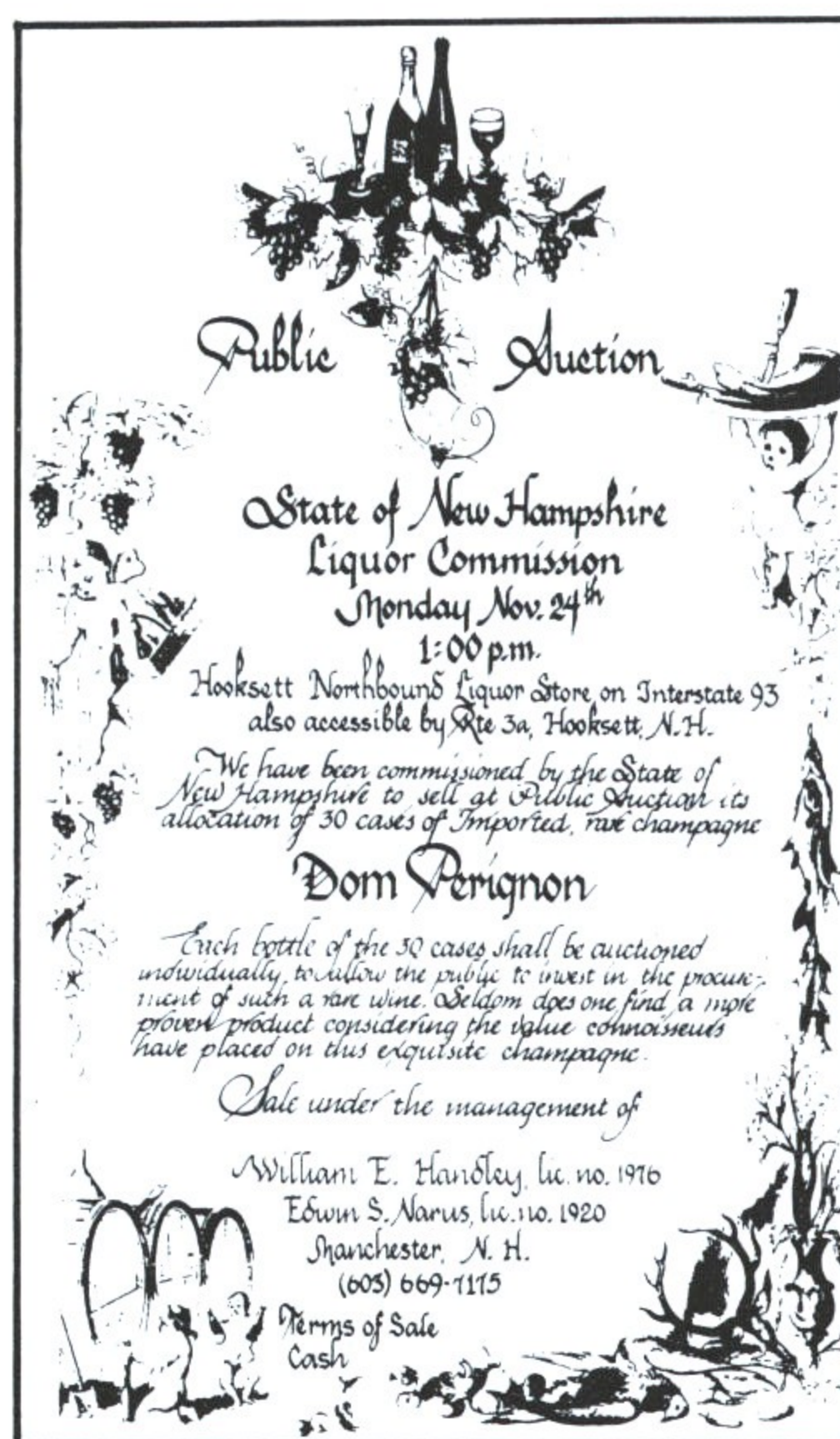
Estate Sale Draws Overflow Crowd . . . An enthusiastic group of bidders was part of the overflow auction crowd at a California estate sale in October, 1980. Over \$19,000 worth of personal and household effects was sold by NAA auctioneer **Jesse O'Quinn**, Fairfield, California, assisted by another NAA auctioneer, **Don Booyer**, Stockton, California.

Representative prices included: a Rock Maple dining table with six chairs, \$625; a mahogany dining room table with six chairs, \$800; and a decorative fireplace screen, \$100.

The estate sale was followed by a November Building Fund Auction for the Fairfield-Suisun Chamber of Commerce conducted by auctioneer O'Quinn. All items were donated by local merchants and private citizens, grossing \$5,200. Jesse O'Quinn observed that the key to his successful sale is to "educate the community that selling the auction way is a unique and effective method of merchandising. Auctioneers should be active in their communities, and strive to inform the people that the auction way is one of our country's greatest heritages."



BEFORE THE AUCTION, NAA member William E. Handley, left, previews some of the rare wine to be sold. Mr. Steve Pratt is at right. The auctioneering was shared by member Handley and NAA auctioneer Edwin Narus, Sr. (Photo reprinted with permission from the CONCORD DAILY MONITOR, Ken Williams photographer.)



NEWSPAPER AD AND FLYER, distinctive auction advertising was distributed (50,000 flyers) through 70 state liquor stores.

Annual Auction, Annual Success . . . Over \$20,000 was raised for the Rotary Club of High Point, North Carolina, at a November 1980 auction conducted by NAA member **Forrest Mendenhall**. The short note to auctioneer Mendenhall speaks for itself.

Dear Forrest:

The Rotary Club and I thank you for contributing your talents and those of your staff to our annual Barbecue and Auction last Saturday evening.

The auction went so smoothly and efficiently, it was a pleasure to observe. My daughter had a friend visiting us who had never heard or seen an auctioneer in person before and was simply fascinated.

Our club does in no way ever take your generosity for granted, and counts your efforts as a major factor in the overall success of our fund-raising enterprise.

Cordially,
Frank L. Fairchild

Oldtimer: "The only thing I can get my teeth into these days is a glass of water."



VICE PRESIDENT-ELECT George Bush congratulates NAA member R. C. Burkheimer on Wilmington, Delaware benefit auction.

ber Burkheimer had sold anything as prominent as a luncheon with a Vice President-Elect of the United States.

Vice President-Elect Brings \$1,500.00 for Luncheon . . . NAA member R. C. Burkheimer sold a "luncheon" with Vice President-Elect George Bush and his wife for \$1,500 at a fund raising event in Wilmington, Delaware to benefit the Grand Opera House in Wilmington.

The Celebrity Auction, as it was billed, entitled the high bidders to a luncheon with a celebrity on the Market Street Mall in front of the Grand Opera House. The celebrities included such dignitaries as Vice President-Elect and Mrs. George Bush, Mayor McLaughlin, Delaware Congressman William Evans, Miss Delaware, and newspaper and radio personalities.

Lunches furnished by the celebrities included everything from cocktails, wine, seafood, filet mignon, and desserts. This was the first time that mem-

Gold Mine Claim Goes At Auction . . . A Saginaw County, Illinois family was the successful bidder at a November, 1980 auction of an old government gold mine claim with the original patent to 10 acres. The property was located above the tree line in Montezuma County, Colorado. You can get there by pack animal, or in good weather, a 4-wheel drive vehicle. Handling the sale was NAA member **Fred Quick**. The claim was never worked by the previous owners and the present owners aren't sure. They did say they might use it as a forward base camp during elk hunt season.

Quick's auction company decided against holding the auction on the site. It was held in a ballroom in Phoenix along with another 24 Arizona properties, also properties in Utah and Colorado.

The sale produced four very active bidders, none of whom had seen the claim. The buyers of the gold mine also bought a condominium in Pinetop, Arizona,

Continued page 55

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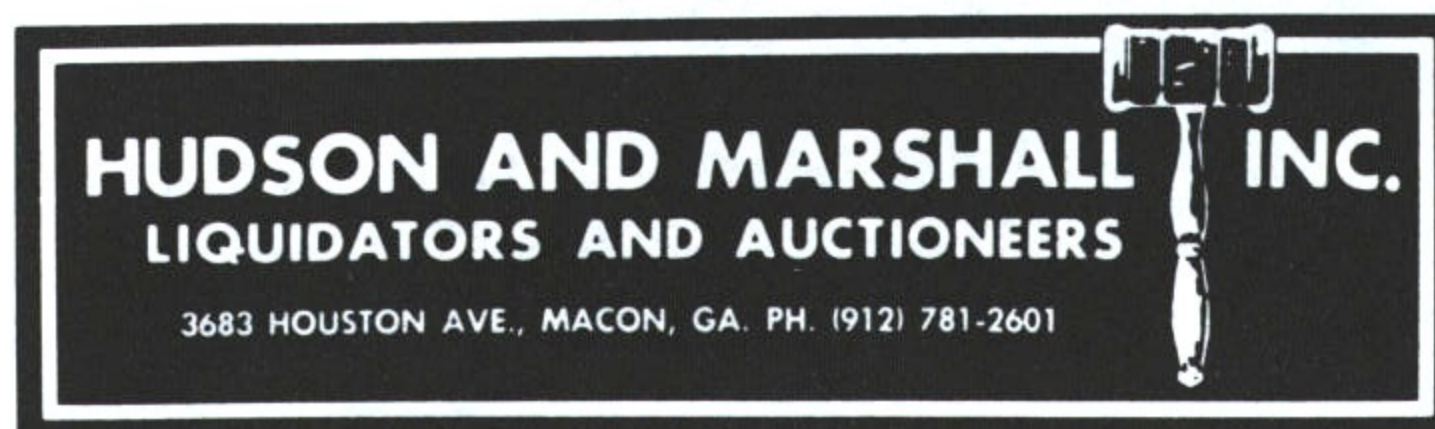
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NOTICE !!

The Mason City College of Auctioneering Inc. is proud to announce that effective September 1, 1980 Col. Joe Reisch accepted an appointment as Dean of Instructors.

Col. Reisch brings with him over 40 years experience as the founder and builder of the Reisch College of Auctioneering. During those years as president, Col. Reisch educated over 15,000 auctioneers from every state in the Union and from every province of Canada.

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and a building lot in Fountain Hills, Arizona, while waiting for the gold mine to come up for bid.

Auctioneer Quick's First Realty Auction Sales has been contracted to sell another gold mine patent claim with 20 acres located in Pinal County, Arizona, along with another 30 properties in 3 states. The patent of this property was signed by President Harry Truman.

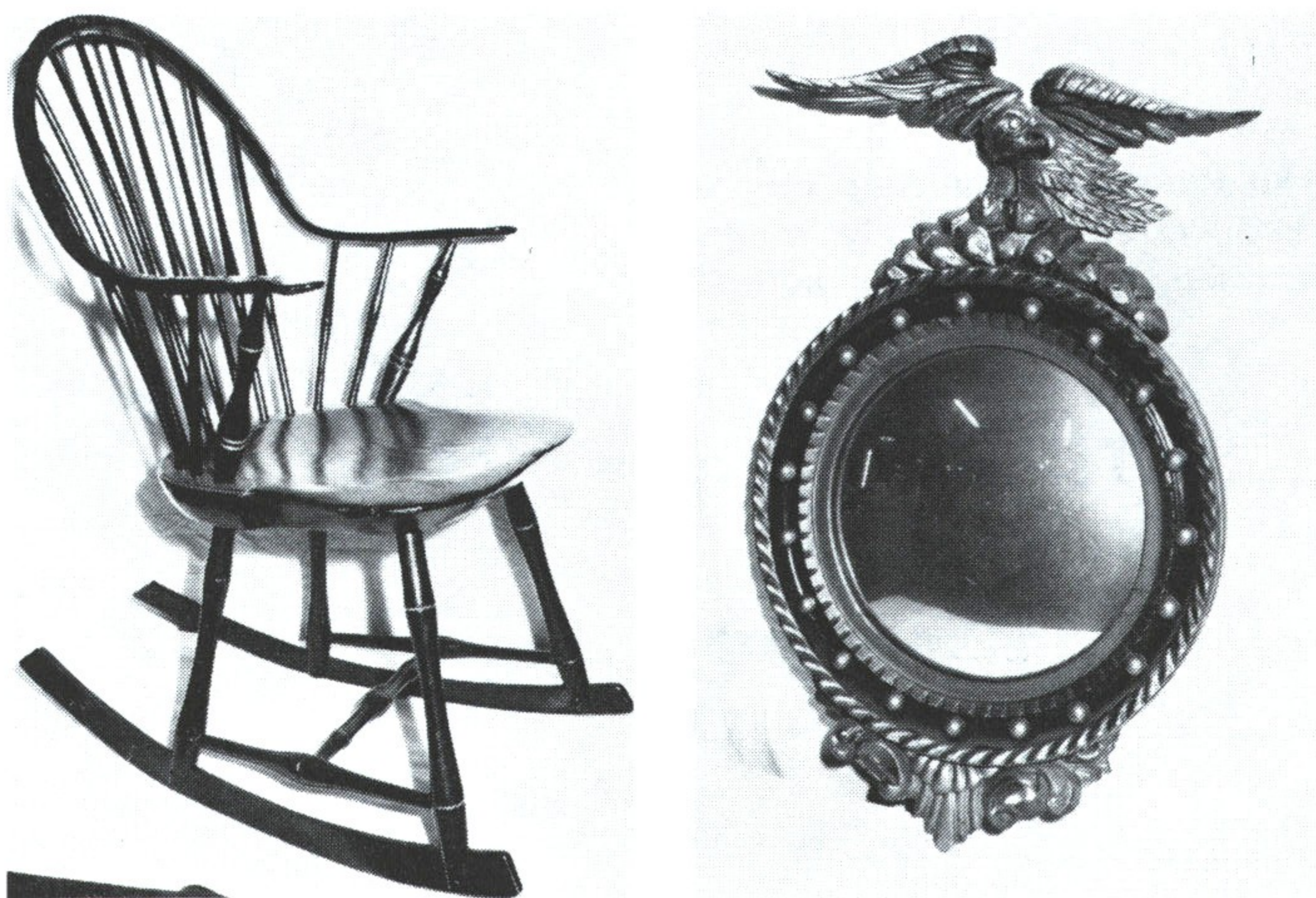
Thanksgiving Saturday Connecticut Sale . . .

A standard six-board blanket chest with a "folk art-grained effect" stunned a capacity crowd of over 500 eager buyers when it was auctioned for \$2,500 at the Thanksgiving Saturday (November 29) public auction at the NAA member's **Robert H. Glass** Auction Gallery in Central Village, Connecticut. The auction crowd from 13 states along the Eastern Seaboard filled both galleries to bid on New England primitives from an estate in Columbia, Connecticut, one of a three-part auction that ran marathon-style for nine straight hours.

Highlights of the auction included a 33" maple slant-front desk with dovetailed base, \$5,200; a flat-top highboy with brass pad feet, \$4,100; a small stump needlework in frame, \$765; a two-foot carved bear with three smaller bears on top for \$540; and an oak sideboard for \$420.

Oriental rugs brought spirited bidding. A small red Kurd rug, 4' x 6½' sold for \$1,300; a larger 9' x 12' Kurd rug with diamond medallion center in a beige field surrounded by other geometric designs, \$1500; and other rugs from 5' x 7' to 9' x 12' sold in price ranges from \$360 to \$1,550.

The three-stage marathon auction began at 10 am on the outside patio in 32° weather, with 125 items from the cellar, attic, and garage of the estate being sold in one hour to the 250 bidders. At 11 am the main auction began inside the gallery, running until shortly after 5 pm. The third auction began at 5:30 pm with over 290 lots of coins offered to some 300 bidders, concluding at 7:45 pm.



THANKSGIVING WEEKEND auction by **Robert H. Glass** and two items from the sale. Left, continuous arm Windsor rocker, \$240; bullseye mirror, \$130.

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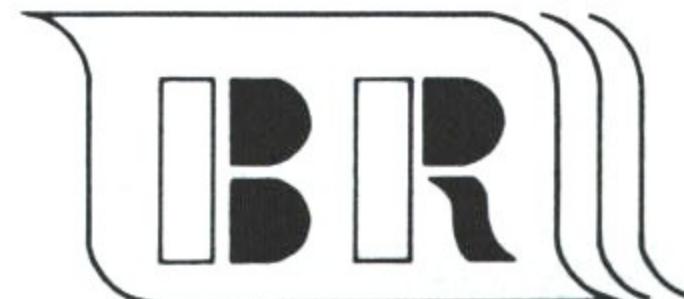
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Bus Retmier, CAI, is a 1951 graduate of the Reppert School of Auctioneering and has successfully completed CAI (Certified Auctioneers Institute). He has sold the above appraisal books to the auction profession for the past 40 years on a moneyback guarantee.

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Estate Sale Successful . . . Parks Realty Company of Gallatin, Tennessee recently conducted a six day auction sale of the antique collection of Mr. Cordell Nesbitt in Gallatin. Mr. Nesbitt's collection consisted of dolls and doll furniture, music boxes, iron banks, ink wells, fine lamps, many unusual primitive items, and antique furniture. His collection spanned a 50 year period of collecting unique antique items, plus operating an antique shop for 20 years. Conducting the sale was NAA auctioneer **Allen Parks**.

The sale was held over two 3 day weekends, and attracted buyers from Tennessee and four surrounding states. The first two days featured dolls and doll furniture with the third day highlighted by the finer pieces of antique furniture. Each day the sale was set up outside under a tent for presale inspection by 8:00 am with the sale beginning at 10 am. Only the items under the tent were sold each day with enough items being sold each day to last approximately 5 hours.

Some of the more interesting items included: a barrell rolltop desk, \$1,100; bowfront china cabinet for \$1,750; walnut corner cupboard, \$1,750; Grandfather clock, \$1,900; and mahogany Lincoln bed for \$1,150.

Advance planning was most important for the sale with the quality and quantity of items sold. Mr. Nesbitt gave his complete cooperation for the sale, which made for a very successful event.

NESBITT COLLECTION ANTIQUES, right and opposite page. Sold at auction by NAA member Allen Parks.



Politician Turns Auctioneer, With NAA Member's Help . . . Stow City, Ohio, councilman Paul Wingard is a man of many titles — former state legislator, former school board member, presently Dean of Arts and Sciences at the University of Akron, and city councilman. To that list must be added "auctioneer", thanks to his apprenticeship to NAA member **Dennis Eberhart** of Kent, Ohio.

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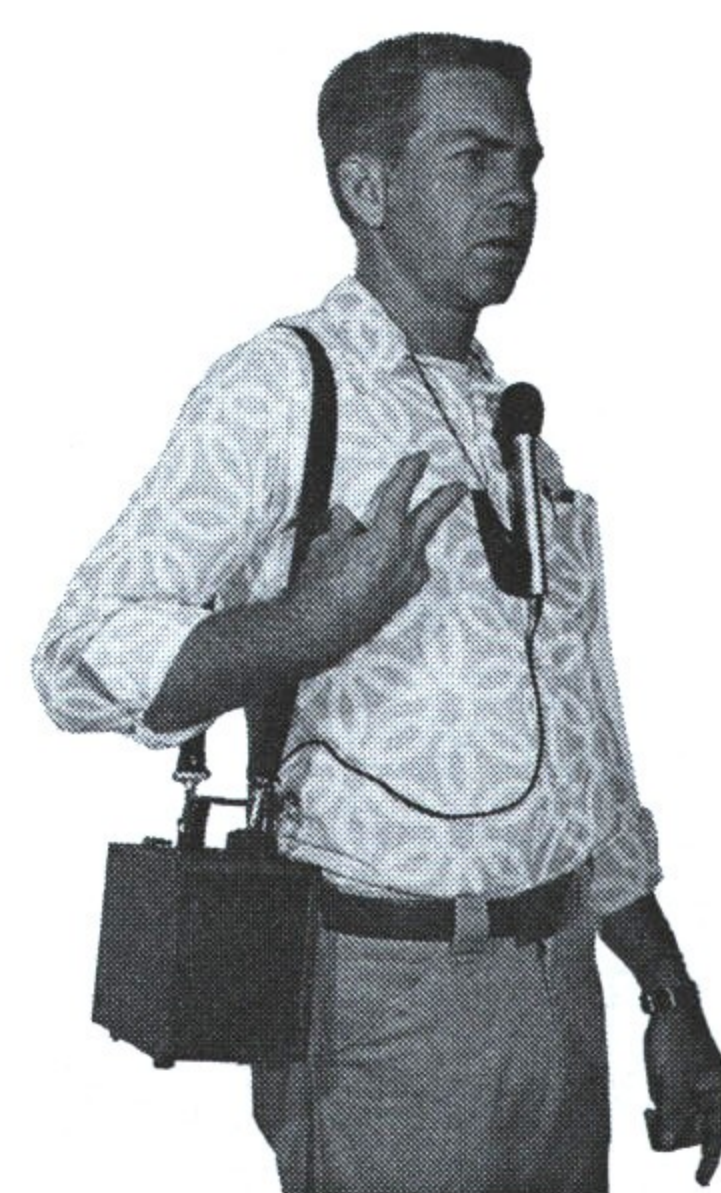
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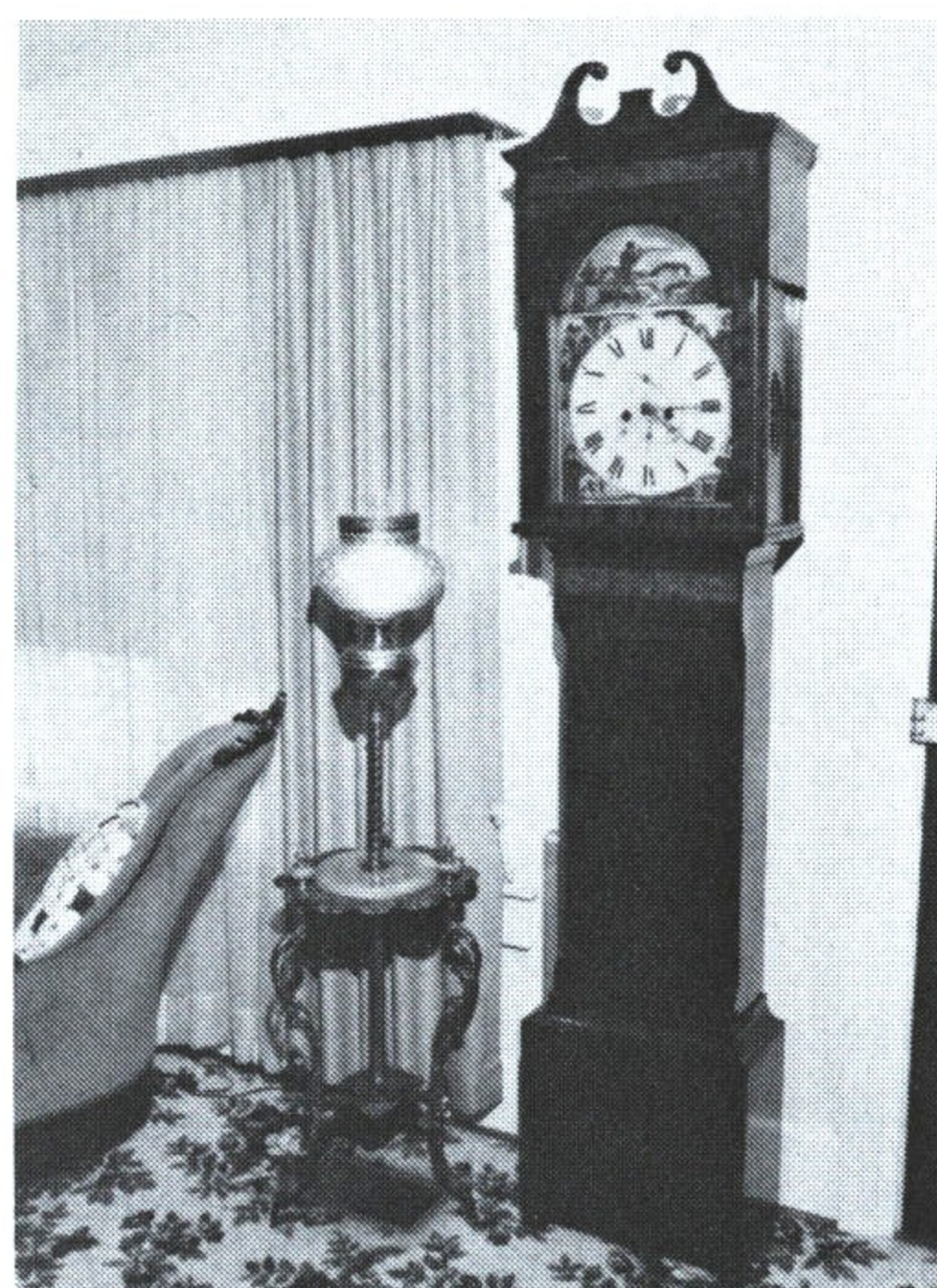
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Both the apprentice and the auctioneer were subjects of a lengthy BEACON JOURNAL newspaper article, discussing apprentice Wingard's auction preparation and on-the-job experience from Dennis Eberhart. In Ohio, an aspiring auctioneer must apprentice with a licensed auctioneer, participated in 12 sales, show one year experience and pass written and oral examinations.

Ceiling Fans Highlight Hotel Sale . . . In Gainesville, Texas, a November, 1980 sale of contents from the Turner Hotel, resulted in 37 antique ceiling fans bringing an average price of \$335. The six bladed fans, which highlighted the sale, brought some 400 auction goers from as far away as Oklahoma City, Dallas, Houston and Santa Ana, California. Handling the sale was NAA member **Mike Jones**.

Other top items included: a chopping block, \$350; color televisions, \$250; marble top registry, \$275; bedroom suites at \$130; and stacks of monogrammed towels averaged \$5 per towel.

During the 1930's and throughout the war years, the 50 year old structure was the hub of the North Texas oil community. The Turner Hotel served Dallas, Ft. Worth, Wichita Falls and southern Oklahoma until its closing in 1978.

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Central Florida Land Auctions . . . The Albritton Realty & Auction Co., Inc., headquartered in Lakeland, Florida, recently conducted three large land sales on rural acreage tracts in Polk County, Florida. Handling the sales was NAA member and Florida Auctioneers Association first vice president-elect **Kale Albritton**.

Thirteen one acre tracts of lakefront brought \$145,000 and took 40 minutes to sell; 104 acres of pasture land in 31 tracts brought \$285,000 and took 1 hour, 15 minutes to sell; 49 tracts totalling 176 acres pasture brought \$452,000 and took 1 hour, 20 minutes to sell.

Also during the same six month period, the Albritton firm auctioned six houses and one triplex. The firm also completed six estate auctions on site and nine antique auctions at its auction gallery.

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"We bought the advertised product" — 44%

"Still considering the product" — 26%

"Bought a competitive product" — 13%

"Not interested in the product" — 17%

In answer to the question, "Did a salesperson for this product call on you after you sent in your inquiry?" only 7% answered "yes".

State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
January 10-11-12	Ohio	Marriott, Columbus	Byron Dilgard
January 20-21	Minnesota	Quadna Mountain Lodge, Hill City	Steve Reinhardt
January 26-28	NAA Seminar	Atlanta Hilton Hotel, Atlanta, Georgia	
February 7	New Jersey	Marriott Hotel, Somerset	Nick Macaluso, John Kachmar
February 16-18	NAA Seminar	Sheraton Century Center Hotel, Oklahoma City, Oklahoma	
February 20-22	South Dakota	Pierre — SDAA Seminar	
March 6-8	Kansas	Hilton Inn, Salina	Rex B. Newcom
March 21-22	Illinois	Holiday Inn, Airport Rd., Moline	Richard Cartwright, Roy Lawson
March 22-23	New Hampshire	Sheraton Tara, Nashua	George Michael
April 5-6	Kentucky	Executive Inn-Rivermont, Owensboro	Wilma Atherton
May 2-3	Missouri	Holiday Inn Holidome, Columbia	Doran Livingston
May 2-3	Nebraska	York	Randy Ruhter
June 4-5	Wisconsin	Mead Inn, Wisconsin Rapids	Robert Massart
June 12-14	South Dakota	Mobridge	Jim Payne
June 12-13	Texas	Marriott Inn, Dallas	Charles Connour

Representatives of State Associations have offered the above dates, places and facilities of State Association conventions and/or annual meetings. All NAA officer or director requests should be coordinated through the NAA office. If any of the above information is incorrect, please contact Executive Vice President 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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guessing correctly receive a \$5 credit at the store. The offer has actually increased the newspaper's circulation.

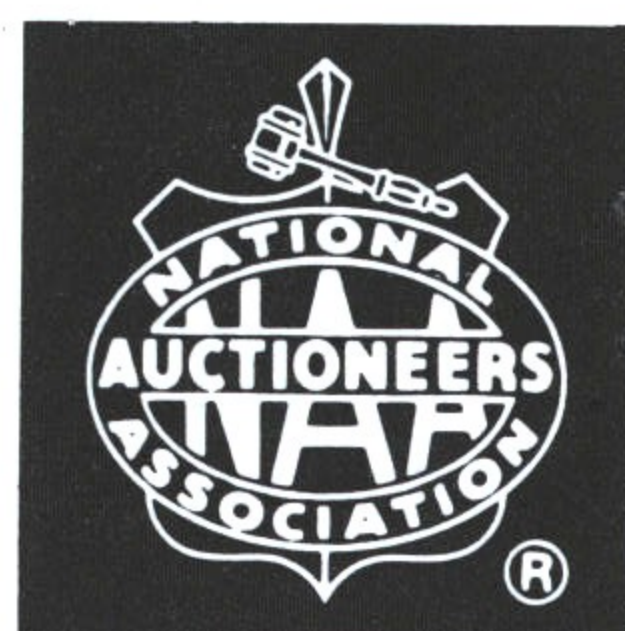
State Association Reports

Maine Auctioneers Association December Meeting

The Maine Auctioneers Association held its annual meeting in December, 1980 at Augusta, Maine. Election of officers resulted in re-election for NAA members Richard Keenan, president, and George Martin, secretary.

Plaques with gavels were presented to longtime MAA members for their years of dedicated service. The awards were for "Maine Auctioneers Association, Honorary Lifetime Membership".

Britain's National Gallery, fearful that an important Old Master painting would be lost to the nation, secretly bought a 16th century Albrecht Altdorfer canvas for \$12 million. One British art dealer at an art auction firm observed that the figure was "considerably in excess of any recorded price for a painting". If true, it would be the highest price ever paid for a painting, exceeding the \$6.4 million paid in a New York auction in May 1980.



In Memoriam...

PAUL W. CALKINS

NAA member Paul W. Calkins, Peru, New York, was driving home after jogging at the local high school track when he suffered a fatal heart attack. Mr. Calkins, 52, was an active civic leader and businessman, best known for his auctioneering throughout the state and North Country.

Paul Calkins was the proprietor of the AuSable Valley Auction Service, Paul W. Calkins Gallery of Homes and his general insurance agency. He had served as past president of the New York State Auctioneers Association, the Clinton County Board of Realtors, and as director of the New York State Board of Realtors.

NED RONSON

NAA mail to Mr. Ronson was returned to the NAA office marked "deceased, 12-10-80".

VIRGIL V. MUNION

The NAA office was notified by Mrs. Munion of the death of her husband, NAA member Virgil Munion, June 16, 1980, at the age of 66. He had been in the auction business for over 30 years and was known in his community as the "silver tongued colonel".

Second Annual New Jersey Convention

The second annual convention of the New Jersey State Society of Auctioneers will be held on Saturday, February 7th 1981 at the Marriott Hotel, Somerset, New Jersey adjacent to Route 287. The guest speaker at the banquet will be William "Bill" Josko of Southport, Connecticut.

The convention program is now being planned with speakers and seminars of interest to all area auctioneers. NJSSA members will compete in a bid calling contest to select the "State Champion Auctioneer". Another highlight of the convention will be the selection of "New Jersey Auctioneer of the Year" at the convention luncheon.

The convention is an all day Saturday affair, and the hotel has set aside special accommodations for conventioners who wish to stay overnight Friday and/or Saturday. Nick Macaluso of Bristol, Pennsylvania and John Kachmar of Flemington, New Jersey are co-chairmen of the convention and may be contacted for additional information.

Spring NHAA Meeting Scheduled

The 1981 Spring meeting of the New Hampshire Auctioneers Association will be held March 22-23 at

Continued Page 61

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the Sheraton Tara Hotel in Nashua, New Hampshire. The afternoon of the 22nd is scheduled for a business meeting of NHAA members only. The 23rd will be devoted to an interstate meeting with auctioneers from New England and other nearby states invited to participate in a seminar and forum.

The Sheraton Tara is the newest of the luxury hotels built by this chain. It is located at Exit 1, Everett Turnpike, which is a continuation of Rt. 3 North from Routes 128 and 495.

Anyone planning to attend this meeting should contact the NHAA secretary, George Michael, P.O. Box 776, Merrimack, NH 03054. Telephone (603) 424-7400.

State Association Officers, Updated Information

As they are received at the NAA office, THE AUCTIONEER magazine will publish the most current officer information from the state auctioneers associations. The last complete directory of state association presidents and secretaries was in the December 1980 issue of THE AUCTIONEER.

Auctioneers Association of Arizona, Inc. — President Donald J. Parker, 5203 E. Washington, Phoenix 85034, phone 602-244-8294. Secretary-treasurer: Raymond G. Warner, 13611 N. 50th Place, Scottsdale 85254, phone 602-996-4430.

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

Kentucky Auctioneers Association — President: Paul Wilkerson, Lowes, 42061. Executive Director: Wilma Atherton, Box 148, Hodgenville 42748, phone 502-358-3812. Secretary: E. Howard Hunt, P.O. Box 16048, Louisville 40258.

Maine Auctioneers Association — President: Richard Keenan, Rt. 1 Box 405A, Kingfield 04947, phone 207-265-2011. Secretary: George A. Martin, New Road, East Lebanon 04027, phone 207-457-1237.

Oklahoma State Auctioneers Association — President: R. D. Bentley, 2321 Austin Dr., Lawton 73501. Secretary: Ray Patterson, 113 N. 9th, Frederick 73543, phone 405-335-2320.

"How To Get — and Keep — Good Industrial Customers Through Effective Direct Mail" is a detailed, step-by-step guidebook that coaches small manufacturers' distributors and manufacturers' representatives how to do a better selling job via direct mail. Order copies from Exposition Press, 325 Kings Highway, Smithtown, New York 11787. Enclose \$16.20 (shipping included).

A store owner in Walla Walla hired four women students from nearby Whitman College to shoplift his store. He was curious to see what the reaction would be from other shoppers. Only 8 out of 40 shoppers who witnessed the thefts reported them.

New Books on Antiques

BUDDHISM, The Art of World Religions by Michael Ridley, Sterling Publishing Company, Two Park Ave., New York, New York 10016; \$12.50. For the past 20 years, interest in Buddhism has been on the rise. Until now, little has been written on the arts and crafts related to it. There are over 150 photos, 41 in color which show the diversity of Buddhist art. Some are common, some are astounding. This book will open a new door to collecting for many.

THE ETRUSCANS, a new investigation by Mauro Cristofani, Galahad Book, New York, New York. This is a new examination of a civilization prominent over 2,000 years ago in Italy. We see terra cotta, bronze and iron artifacts which are labeled Etruscan, in major museums, but with little description of their background. This writing explores this pre-Roman culture which made such vibrant contributions to what is regarded as early art today. It is an account of the people, their life and culture which makes the book so fascinating — relating to the great art works they left behind.

GRAPHIC WORKS OF GEORGE CRUIKSHANK, selected with introduction by Richard A. Vogler, \$7.95, Dover Publications, 180 Varick St., New York, New York 10014. Cruikshank was a cartoonist extraordinaire during the 19th century. His etching and wood block prints characterized his life and times and the 279 illustrations in this writing show his wit and his interpretation of the quality of life in the 19th century, with attention given social problems as well as politics.

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He's tops: Auctioneer Thomason is Outstanding Citizen '81

Shepherdsville, Kentucky, auctioneer Bruce Thomason was named Bullitt County's Outstanding Citizen of the Year. That announcement wrapped up the November Bullitt County Chamber of Commerce's second annual meeting, attended by about 150 persons at the Bullitt County Shrine Club.

Thomason, a past president of the Bullitt County Fair and member of the Chamber, was picked from a list of six nominees submitted by the general public.

Also during the program the audience heard from John P. Sawyer, of the Louisville area Chamber of Commerce. Sawyer encouraged Bullitt countians to support their Chamber, noting, "This country was built, and continues to grow, because of small business. Too many small business people, though, just want to tend their shop and let somebody else handle this kind of business."

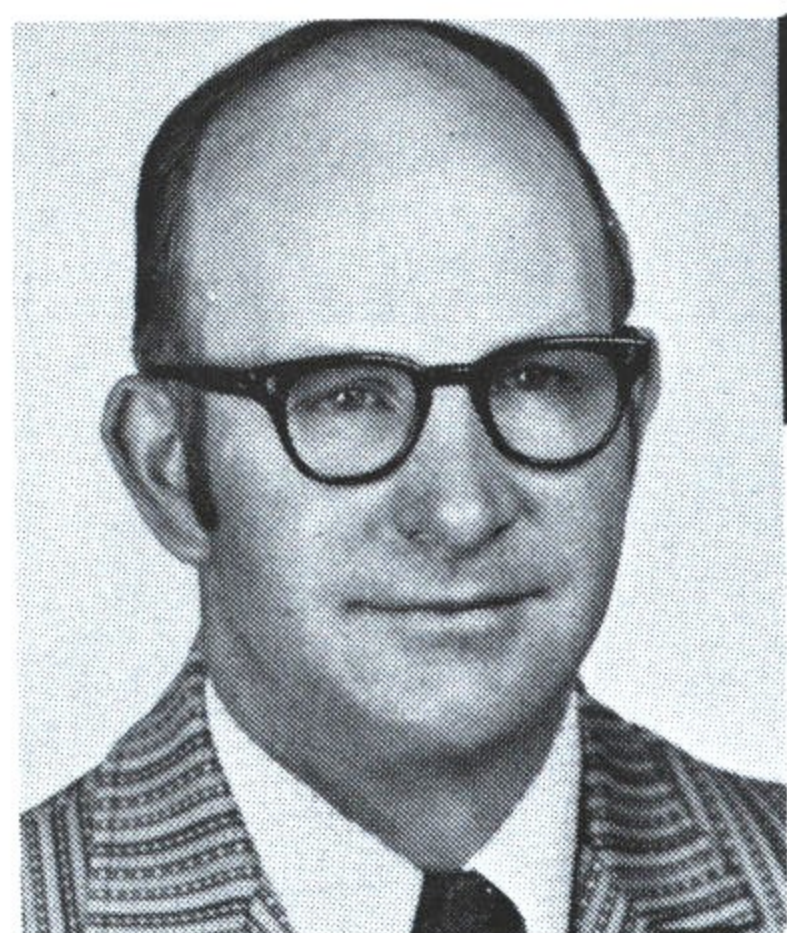
Barbara Cahoe, secretary of the Chamber, said the executive board voted earlier by secret ballot on who would receive the Outstanding Citizen Award.

NAA MEMBER Bruce Thomason, was named Bullitt County's Outstanding Citizen of the Year; Barbara

Spotlight on NAA Auctioneers



Cahoe, secretary for the Chamber, presented Thomason with the award during the annual Bullitt County Chamber of Commerce meeting.



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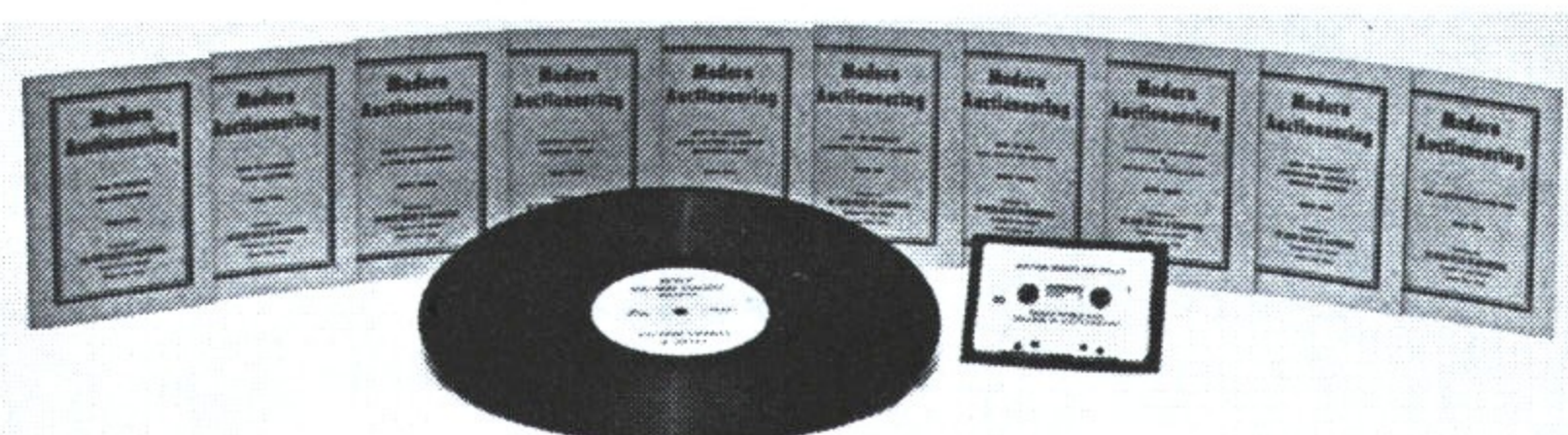
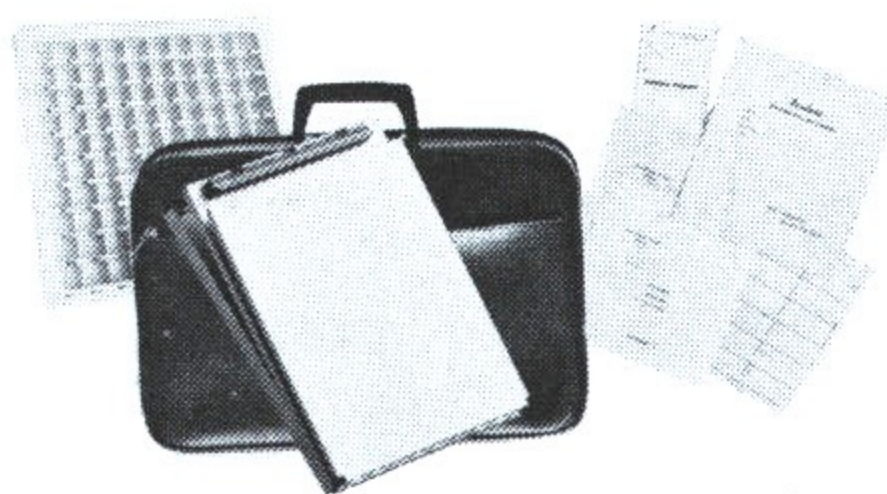
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AUCTIONEERS, BUT ALSO a police officer and teacher. NAA members Gene Simpkins, left, and Thom Phillips both work at the same high school as resource officer and teacher respectively. (Photo reprinted with permission from the CINCINNATI ENQUIRER, Mark Treitel photographer.)

Avoiding Excessive Stress — A Memorandum To Auctioneers

By G. Kent Stewart
NAA member and school administration
professor at Kansas State University, Manhattan

It's a fact! Excessive stress can wreck your health and hurt your business.

American business people are suffering the ravages of too much personal stress. Stress is wrecking marriages, weakening families, and playing havoc with otherwise outstanding business careers. Auctioneers are by no means exceptions — in fact, many auctioneers suffer stress to the point of being on collision courses with disaster. Excessive stress is an insidious threat to good health, well-being, personal happiness, and continuing success. Unfortunately, as a professional group auctioneers sale day but virtually all the time!

What is Stress? Stress is a friend. Stress is an enemy. Without stress there can be no achievement. Yet, too much of it can trigger serious illness or crippling disability — perhaps even premature death

Two Auctioneers, Two Careers Each

Two Cincinnati newspapers covered the dual careers of NAA member **Gene Simpkins**, a Cincinnati police officer during the day and an auctioneer evenings and weekends. However, by doing a story on auctioneer Simpkins, the coverage also discussed another NAA member, auctioneer **Thom Phillips**. Both men work together every day since Gene Simpkins is the school resources officer at Western Hills High School and Thom Phillips is a high school teacher.

When they're not in school, both men are on the auction circuit. At many sales, Simpkins is assisted by Phillips, who had served his apprenticeship with Simpkins in compliance with Ohio auctioneer's law.

Both men are equally dedicated to their dual careers. Officer Simpkins handles everything from truancy, to drug problems, to community-police relations from his office in Western Hills High. He is the recipient of the "Golden Mike" award from WCIN, a Cincinnati radio station, for his work in promoting good relations between the community and the police.

High school teacher Phillips conducts classes for students with special problems, combining classroom instruction with job training experiences. Through the combination of school and work, special problem students earn enough credits to graduate. The high school where Simpkins and Phillips work is the largest high school in the state.

through heart attack or stroke. Stress is the pressure necessary to undertake and accomplish almost any worthwhile activity. It is necessary to life itself. Yet, just as surely as stress is the fuel of life, it can also be a destroyer of life.

Excessive stress is the result of too much strain, tension, and pressure. Stress, the **enemy** is:

- Worry about income.
- Living in the wrong neighborhood.
- Being married to the wrong person.
- Concern about booking the next sale.
- Fear of becoming disabled.
- Too much activity to do consistently good work.
- Too little time for effective relaxation.
- Simply trying to cope with the demands of life itself.

Stress, the **friend** is the motivation necessary to "get the job done," for ourselves and to the satisfaction of our clients.

The real question is how do we strike a balance, and how do we know when we are laboring at a dangerously high stress level?

How Does Stress Impact On Health? Too much stress eventually impacts adversely on our health — physical and mental. It shows up as rapid heart beat, high blood pressure, excessive perspiration, trem-

Continued page 64

The Major Stressors. In learning to manage oneself so as to avoid excessive stress it is important

3. Threat. Again, this is an area of important concern to auctioneers. Much of the threat we operate under is actually non-existent. We believe we are threatened by the competition; not really, if we are doing our best. The weather on sale day is a threat; except there is nothing we can do to control weather. Some auctioneers feel threatened by the crowd; again, not really true because the crowd is attending the sale to buy, and for some, even to be entertained. Finally, some

THE AUCTIONEER

auctioneers are threatened by their clients. Good understandings between auctioneer and client leave little opportunity for threatening behavior on the part of either.

- 4 Frustration.** Other than the stress produced to perform at a high level at all times, the stress of frustration is our greatest enemy. We become so easily frustrated over a variety of problems that dangerous stress is often experienced. To deal with the problem, one must first identify the sources of frustration. Once these are identified, they can be dealt with individually.

For instance, booking too many sales can become a problem unless one plans to be an auction broker. The frustration of too many sales is simply that of doing too much to do it consistently well. The frustration associated with undertaking too much work leads to poor performance, and the threat of losing respect within the community and the profession. At this point, the level of stress being experienced may lead to mental or physical problems. To correct the problem is to learn just how much work can be handled successfully, then route the rest toward associates or professional friends.

- 5. Health.** Probably the greatest worry facing any auctioneer is the concern over developing a health problem, especially a voice problem. However, the strain of worrying about

maintaining good physical and mental health can be the very thing which brings on a health problem. The better alternative is to have a thorough health check-up annually. This should include an examination of the throat by a throat specialist. The vast majority of all health problems can be corrected if they are diagnosed and treated early.

Serious stress over health problems is experienced when they are discovered too late, or after some health accident has occurred such as a stroke or coronary. Through regular medical check-ups and attention to the "rules-of-life", such calamities can usually be avoided until long after retirement from active practice.

- 6. Bereavement.** Most people think of bereavement as the loss of a loved one through death. Actually, it is much broader and includes any major loss of important possessions or associations. An example would be an auction consignment facility being destroyed by fire. The shock of such a loss is a tremendous stress producer which could trigger a major health problem.

How Much Stress Is Too Much? The answer to this question varies with each individual. Some people have a stronger mental and physical constitution than others and can handle more stressful situations. Training, experience, and degree of sensitivity to life's events determine in large measure how much stress can be withstood. There are, however, three additional determinents. First, is the number of stressors which are pressing one at a given time; secondly, is the intensity of the stressor(s); and thirdly, is the duration of exposure to stress situations.

To answer the question of "how much stress" varies with these three determinents and with the person involved in the stress situation. The key point is to be aware of the stressors and the stress situations in which one is involved, and to keep these in check — that is, within reasonable limits.

Identifying and Coping With Stress. To handle stress situations successfully, one must learn to become aware of stress signals produced by the body and the mind. Some of the more common signals are listed below:

1. Fatigue or tiredness even after a night of sleep
2. Excited, uneven speech and mispronouncing or slurring words
3. Excessive sweating
4. Gritting the teeth during sleep
5. Headache
6. Indigestion
7. General aches and pains
8. Rapid breathing and/or rapid heartbeat
9. Pain in the neck and lower back
10. Trembling and feeling of giddiness
11. Poor appetite
12. Increase in smoking and/or drinking
13. Inability to concentrate
14. Elevated blood pressure
15. Poor sleep and frustrating dreams
16. Quick temper
17. Nervousness and feeling of being keyed-up

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18. General feelings of restlessness and dissatisfaction

As an auctioneer develops skill in identifying these and similar stress symptoms, he or she can then devise ways to cope with the problem. There are a number of ways, and various people have their favorite methods. Here is a list of several recognized techniques which have been endorsed by physicians and psychologists as effective ways to help control excessive stress.

1. Engage in regular physical exercise.
2. Think positive thoughts about things and people.
3. Accept the fact that no auctioneer is perfect.
4. Realize that you cannot book all the sales all the time.
5. Find someone (spouse, friend, or associate) with whom you can confide.
6. Obtain regular and adequate rest.
7. Reduce the pressure you place on yourself by taking some time each day to relax.
8. Help others regularly by doing something for them which they cannot do for themselves.
9. Before going to bed at night plan the next day's activities and jot these down on a to do list.
10. Engage regularly in a relaxing hobby.

In helping keep stress levels in balance, it is important to decide what is worthy of pursuit and, in so doing, take control of your activities and your life.

In finding your niche in life and learning to control the stresses of daily living, the business you save and the life you save may certainly be your own.

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
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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.

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- Keeps a running total of the sale.



● "CLERK-SAVER" CLERKING TICKETS—Form No. CT-12

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

9,000 Tickets (1-3 White, Canary & Card)	\$22.50
18,000 Tickets (1-3 White, Canary & Card)	43.50
36,000 Tickets (1-3 White, Canary & Card)	85.00

● ALUMINUM WRITING TRAY

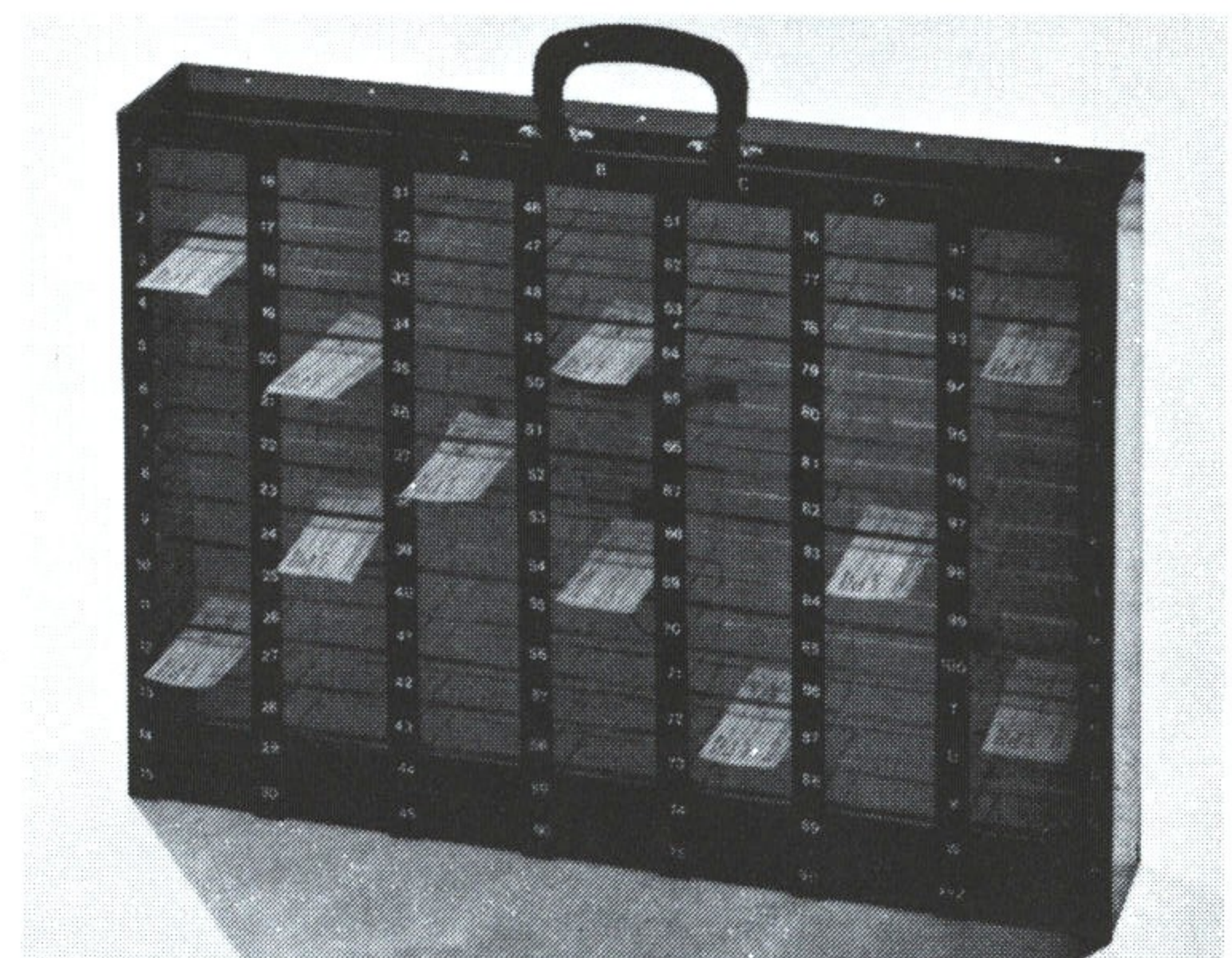
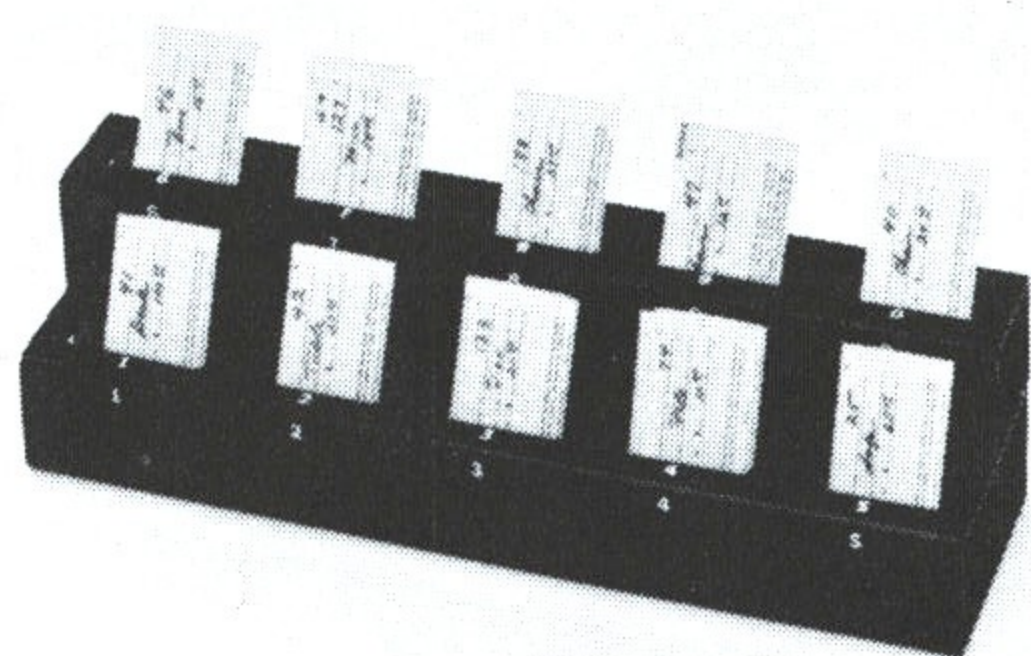
The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

Aluminum Writing Tray\$14.95

● 100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

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

Slots numbered 1 to 100 plus A to ZONLY \$59.95



● 10 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

Slots numbered 1-2-3-4-5-6-7-8-9-0. All tickets with buyer number ending in one are filed in the one slot (example: 1-11-21-31-41-51-61-71-81-91-101-111-121, etc.). Likewise all tickets for buyers ending in two go in the two slot; all tickets for three in the three slot, etc. Small, compact, easy to carry. Size: 16" by 4" by 4". Weight 1 lb., 8 oz. Only \$22.95

● 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

● BUYER'S REGISTRATION FORM . . . Form No. BR-69

8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone and other information.

\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.

SPECIAL CLERK SAVER STARTER KIT

THE SPECIAL KIT INCLUDES:

- Aluminum Writing Tray
- 9,000 CT-12 Clerking Tickets
- 1 Pad FS-69 Final Settlement Forms
- 1,000 BC-70 Buyer Cards
- 3 Pads BR-69 Buyer Registration Forms

All of the above plus:

One 10 Slot Clerking Ticket File (a \$75.90 Value) Only\$48.90
One 100 Slot Clerking Ticket File (a \$112.90 Value) Only\$84.95

SAVE

\$27.00

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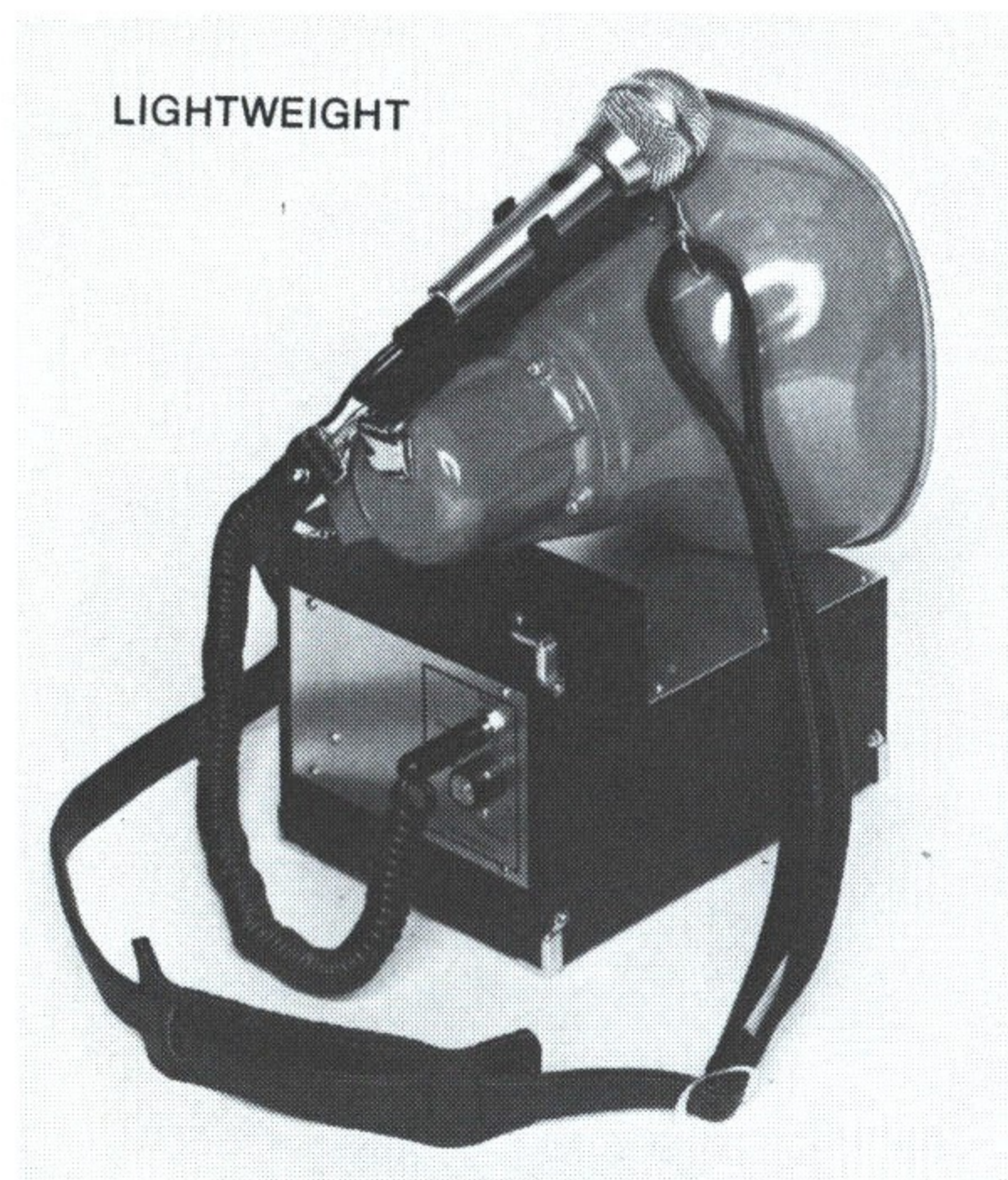
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- WEIGHT: 7 lb., 12 oz.
- There is a two year repair or replace warranty on everything except batteries.

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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: 11¾" high x 8" Wide x 9¼" Long.
- WEIGHT: 8 lb., 13 oz.

List Price \$645.00

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