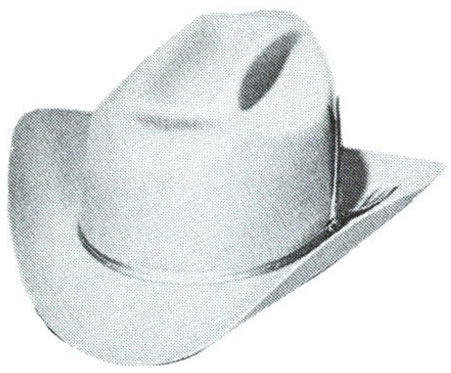
THE AUCTIONEER

The Magazine of the National Auctioneers Association • June, 1981

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Letters to
THE AUCTIONEER

Renton, Washington, seminar success

I have received several letters commenting on the antiques seminar we held, January 25, 1981. In my opinion, these could be held by auctioneers and their associations in all parts of the USA.

We had people from all over the state of Washington and British Columbia. They included dealers, buyers from our large department stores, several from insurance companies, collectors, and media personnel. We proved to the public that NAA auctioneers Bill Josko and George Michael, who were the seminar moderators, are experts.

A lot of knowledge was gained; and the seminar brought in many new people to auctions in our area, benefiting all auctioneers.

Seminar sessions were from 9 am to 6:30 pm, attended full time by the 174 paid registrants. Sixty people have already written for reservations for the next seminar.

Seminars like this one would be an asset to auctioneers in all parts of the country, by making the public more knowledgeable of our service.

Bob Losey, Sr.
NAA member auctioneer
Renton, Washington

Sale bill collection

I have started a sale bill collection as a hobby, and would like to receive sale bills from NAA auctioneers. If you could put me on your mailing list, I would very much appreciate it.

Clifford Reese
Route #1, Box 59A
Eskridge, Kansas 66423

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Auctioneers needed, contact these prospects

Occasionally the NAA office receives inquiries about specific auction services. Since the NAA office cannot recommend one member over another, the inquiry was directed to the auction section of their local phone book. However, in the future, inquiries about specific auction services will be published in THE AUCTIONEER magazine.

Below are letters received at the NAA office asking for auctioneers or auction services. The person in the letter has been informed that their letter will appear in THE AUCTIONEER; and that they can expect to be contacted by NAA members.

Antiques and furniture

I have been given your name and address by the U.S. Embassy in London. I wonder if you would be kind enough to supply me with a list of your members who hold antique and furniture auctions.

Thanking you in anticipation of any early reply.

L. Wallace
Station House
Staveley
Knaresborough
North Yorkshire
England

On your mailing list

I am interested in securing a list of your auctioneers on the eastern seaboard of the United States. My interest is being on their mailing lists.

I am in the buy and sell business of store fixture equipment, so therefore I need a contact list in the following states.

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THE AUCTIONEER

JUNE, 1981 **Volume XXXIII, Number 6**

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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.**

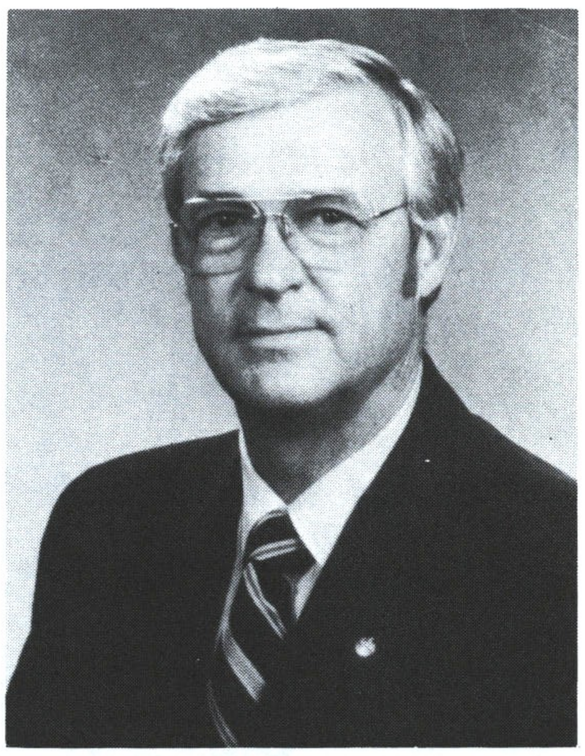
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Fellowship, education, enjoyment — I'll see you at Convention



Archie D. Moody, CAI, President
National Auctioneers Association

The 1981 Las Vegas NAA Convention program is going to be outstanding, and enthusiasm is running high with those who are going to Las Vegas to be a part of our convention. Being a part of our annual convention is another indication of the member's willingness to enhance the good image of the auction method of selling real and personal property.

Members of the National Auctioneers Association continue to request assistance of the NAA board of directors, mainly through the NAA office. When ever anyone asks for help, the request is added to the meeting agenda of the NAA board of directors, and in this manner we are able to determine just what the membership wants and needs.

Education is probably the number one request by the membership. Our conventions have been programmed for the past several years to offer information and new techniques in the auction method. The 1981 NAA Las Vegas Convention will continue in this trend, where 12 workshops will be conducted by NAA members.

Many NAA members attend our convention workshops, realizing that they may never specialize in the auctions being presented. **But, they also realize that when an auctioneer describes specific techniques and methods, the auctioneer is offering information for the auction method in general.** Therefore, everyone can benefit from the presentation.

The 1981 Convention workshops will include a presentation by NAA President-elect Howard Buckles to the presidents and secretaries of the state associations. His presentation will emphasize the assistance from the National Auctioneers Association. The NAA office provides: information to the State Associations in convention and seminars planning; dues invoicing or billing; educational information, which has been submitted to the NAA office for use in THE AUCTIONEER magazine; a clearing house of information on legislation and problems, which are being faced in the different states or areas of the country; and general information which is made available to any and all NAA members.

The instructors have already been selected for the remaining workshops and include Public/Night Auto Auctions Workshop, where Richard Patterson of Lancaster, South Carolina, will discuss his specialty. NAA Past President and Director Martin E. "Marty" Higgenbotham will give the workshop entitled, Multiple Ballroom Real Estate Auctions.

The team of Johnny and Frank Godley, Charlotte, North Carolina, will present the workshop entitled Consignment Farm Equipment at Auction, and John Suarez from Atlanta, Georgia, will be the instructor for the Fine Art/Antiques at Auction Workshop.

Thursday is going to be a very educational day for all of those attending the 1981 convention. During the evening, the ever-important NAA Fun Auction will be held, where auctioneers from all areas will show their personal auction techniques and styles. The Fun Auction is an education in itself!

The Commercial and Heavy Equipment Auction Sales Workshop will be conducted by Stan Howard of Miller and Miller, Fort Worth, Texas. For those not involved in the heavy equipment, who specialize in livestock auctions, they can learn from Dean Schow, the 1980 World Livestock Champion Auctioneer from Paxton, Nebraska. Dean also is the newly elected president of the Nebraska Auctioneers Association.

Book Auctions is the subject of former NAA director William J. "Bill" Josko, Southport, Connecticut. A non-NAA member, Nathan "Chip" Wolfstein, Eugene, Oregon, will conduct the Advertising Workshop.

"In Australia, Auctions Are the Only Way to Sell Real Estate" and at the 1981 Las Vegas Convention. NAA member, Kevin Francis Sheehan of Melbourne, Australia, will explain how the auction method has taken over the real estate sales. Few of us will be able to sell real estate in Australia, but we certainly can learn from Kevin. It will be a privilege to have participation from him, and I am sure his presentation will be well attended!

The last two convention workshops will be held on Saturday morning, right before the Annual Meeting of the NAA (where the members learn first-hand what is happening in the Association, and select those auctioneers who will serve as officers and directors). Those two workshops include the "small

Continued page 6



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business . . . BIG BUCKS!" presentation by Gary Day of Portland, Oregon, and the Personal Property Liquidations presentation by 1981 Convention Co-chairman J. M. "Bill" Watson of Las Vegas, Nevada.

A wealth of talent will be on review during our 1981 NAA Convention Workshops, and from the experiences and successes of these instructor/members, many, many NAA members will benefit. Though our NAA conventions are certainly enjoyable events, members and families who attend remember most the blend of the entertainment, education and excitement. The NAA Las Vegas convention again offers auctioneers the only place where so many people in the auction profession will join together to support and promote the auction method of selling real and personal property.

At the NAA Convention, you can enjoy events with people who specialize in the same auction method as you do, but from a different area. You can observe techniques of auctioneers from all specializations, and from all areas, but where you all have the same thing in common — auctions! The NAA convention is the place where north meets south, east meets west; and in one place, all merge together for one common goal — to support and promote the auction method.

I have devoted this entire article to the 1981 NAA Convention, and especially to the educational benefits, which can be derived from the convention. It is important to the auction profession to have as many NAA members as possible attend the convention. We need to meet together in body, mind, and spirit to promote our marketing method. And, without the support of NAA members — from all sections of our national membership — we cannot elect those auctioneers who will be truly representative, and want to serve as leaders of our entire Association.

"Las Vegas Looks Great," but it will look a lot greater if you will join with me to attend the 1981 NAA Convention. Remember the dates — July 29 thru August 1, the convention ends at midnight on Saturday — register now!

Addition to your NAA member directory

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

MONTANA

BOWSER, R. JACK, Molt 59057

You may have to sell one at auction someday — FM radio receivers are being strapped onto feeder pigs. Since marketing day can be a trying experience for a pig, heartbeats picked up by miniature radio transmitters taped to the pigs give scientists information about the stress that feeder pigs undergo during each step of the marketing routine.

HIGH PLAINS JOURNAL

Letters to THE AUCTIONEER cont. . . .

Looking for auction history

I am a graduate student at Indiana University, working on my doctorate in folklore. My dissertation is a study of rural estate sales in a three county area here in Indiana.

I would like to submit an inquiry for stories concerning "fabulous finds" (like cash in a tin can or mattress) at auctions. Such accounts are part of my study.

Finally, I would appreciate any advice you could offer on locating historical information on auctions, particularly rural estate sales. I have seen Ralph Cassaday's book AUCTIONS AND AUCTIONEERING, and an article by Ray Westerfall on auctions in early American history, but I am anxious for more information, if it exists.

Thank you for your help.

Phyllis Harrison
1307½ S. Walnut
Bloomington, Indiana 47401

Small businesses account for at least 58% of the nation's total employment.

Do you know these auctioneers?

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

John Friedel, 3324 Olive St., St. Joseph, Missouri 64507

Eldon Gilliland, 5715 West 9th Place, Oak Lawn, Illinois 60453

Paul D. May, 174 N.E. 9th Street, Miami Shores, Florida 33138

Mohsen Mehran Nejad, 313 North Elm St., Greensboro, North Carolina 27401

Landon Speyer, 7720 Royal Lane, Apt. C, Houston, Texas 77019

Bill W. Willard, 313 Glenview Drive, Shelbyville, Kentucky 40066

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Dallas, Texas 75235

NAA announces founders' campaign for new headquarters

Dear NAA members:

As you know from a previous announcement in our magazine, we are in the process of finalizing our purchase on the Kansas City site for our new headquarters. I might also add that an architect has been selected, and we will have an artist's rendering of the proposed building at the Las Vegas meeting.

After discussing this at great length with the committee members, we have determined that our fund raising campaign will be very similar to the one we used to build our present headquarters. Our scale is to be as follows:

$2500 for founders
$1500 for sponsors
$1000 for benefactors
$500 for friends
and $250 donations

Each donor will have his name inscribed in bronze, to be put on a permanent plaque in the new headquarters building. In addition, the donor will be able to specify what room or area that he wishes his donation to apply, i.e., archives, library, board room, or whatever to give further individual recognition to the donor. We would also like to set up a separate category for State Associations and establish their primary sponsorship at $5000, so that each State Association can feel as if they have a part as well as the individual members.

And, in order that we use the auction method as much as possible in beginning this founder's campaign, we will auction off at the Las Vegas convention the right and privilege to be the first name in each category. For example, if you want to become the first founder listed on the plaque, then you can pay for that privilege whatever that auction price is above the donation fee. This auction should be a lot of fun and excitement as well as serve the very worthwhile purpose of raising monies for our new headquarters building.

I feel that it has been a privilege of mine to serve with a group of men who have the foresight that the NAA Board of Directors and the committee members have shown in making this dream become a reality. With this kind of commitment from the leadership along with the support of the membership, the new headquarters building will become a reality in the very near future.

Yours truly,
Martin E. Higgenbotham, CAI, Chairman
Headquarters Relocation Committee
NAA Board of Directors

The Legal Aspects Of Auctions . . .

License law update: Oregon

Contrary to what was published in the April AUCTIONEER, "License law update" of all the states, Oregon DOES NOT require an auctioneer to be licensed. In July 1980, the state auctioneer requirements ended, at least for the immediate future. However, some Oregon cities still have license and bond requirements which must be met.

The above information was provided by Oregon NAA members Carol Boston and Gary Day. AUCTIONEER readers are encouraged to contact the NAA office with updated information on license law requirements in their states.

Auto auctioneers — no inspection stickers on used cars

In the April issue of the WASHINGTON REGULATORY ALERT, published by the Research Institute of America, the following article presented the present status of the rule which would have required used car dealers to inspect their vehicles, and describe the mechanical condition.

FTC retreats from several controversial proposals

Action is in line with deregulation trend

The Federal Trade Commission has let it be known that, in the future, it will rely less on broad industry and trade rules, and more on the prosecution of individual cases. A clear indication of this shift in approach can be seen in the Commission's recent dropping of a controversial proposal for an industry rule.

The Used Motor Vehicle Rule, which was tentatively adopted in May 1980, got only one vote of approval in its final version when it came up before the full Commission this month. The rule would have called on used car dealers to inspect vehicles and place a window sticker on each, describing its mechanical condition and listing any known defects. In its place, the Commission tentatively adopted a much more limited rule.

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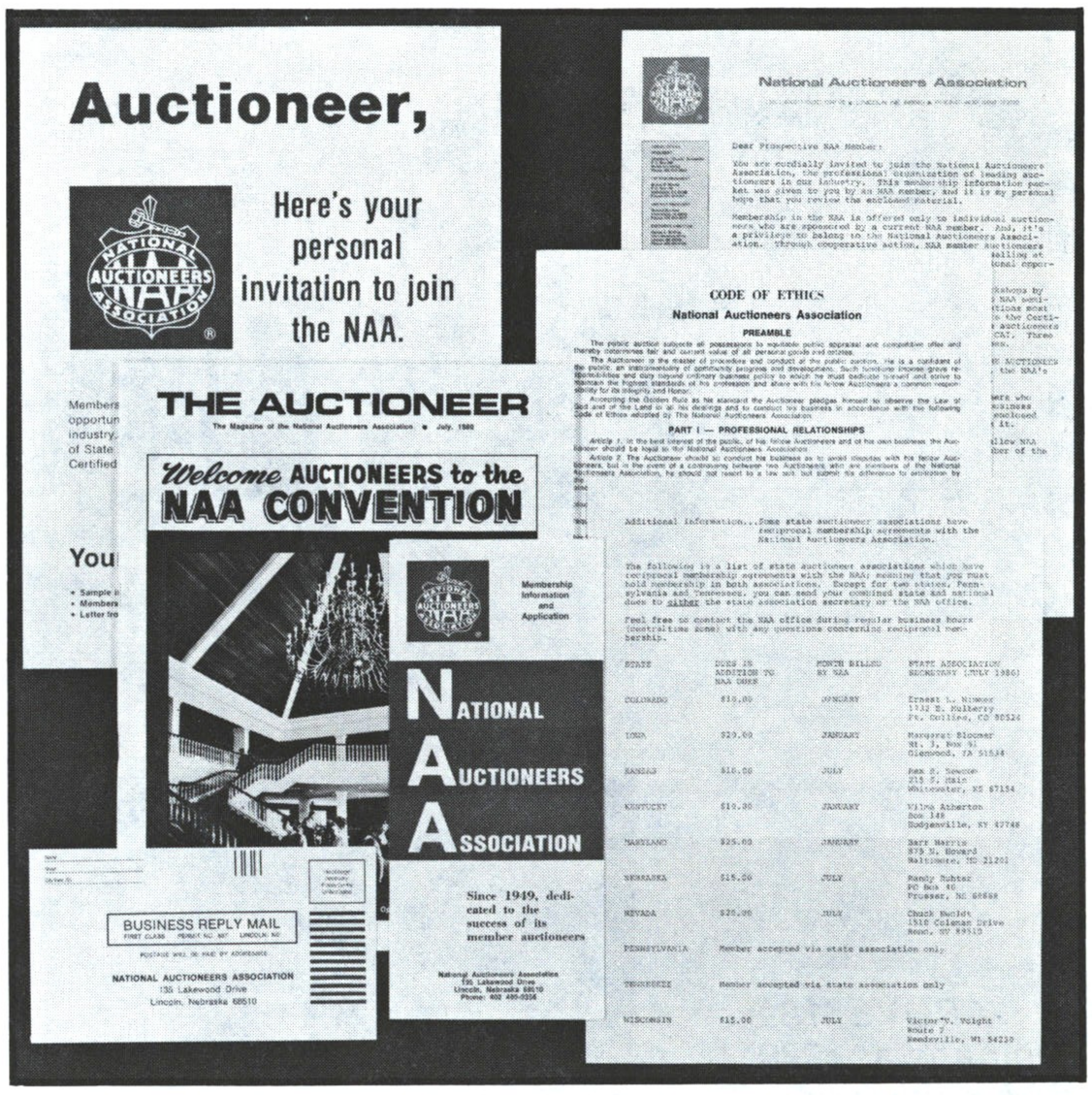
The NAA Board of Directors has authorized the production and distribution of an "Invitation to Join the NAA" kit which includes: a sample issue of THE AUCTIONEER magazine, new NAA membership and information pamphlet, a letter from NAA president Archie Moody, postage paid return envelope, and a copy of the NAA Code of Ethics and By-Laws.

How do you use the invitation-to-join kit? Just hand it to an auctioneer whom you feel would benefit from NAA membership, and get ready to answer questions. "The Kit" successfully represents your Association and your fellow NAA members across the nation.

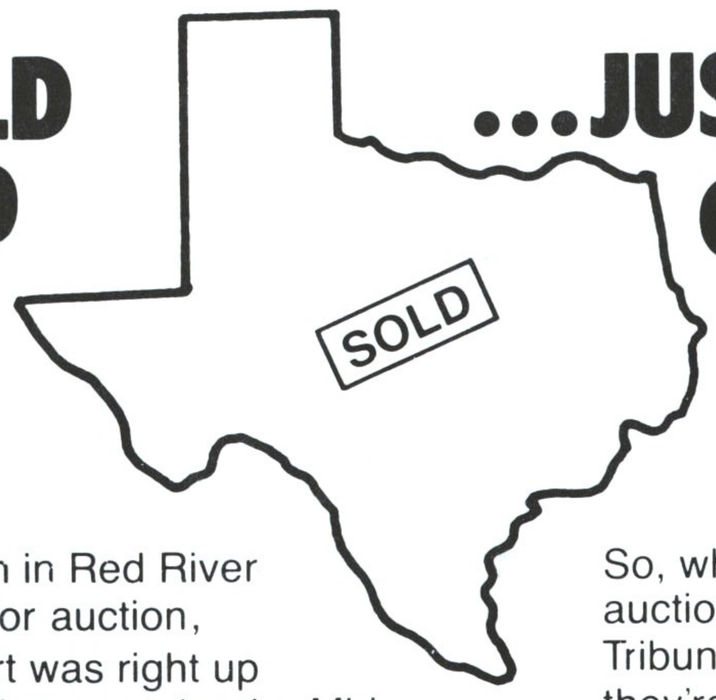
Plenty of the The Kits will be available at the NAA Las Vegas Convention in July. Last year, 400 kits were taken home from the 1980 Nashville convention.

Also, the NAA office will provide any number of invitation-to-join kits to individual NAA members or state auctioneers associations upon written request to the NAA office.

And does it work? Very much so, because it gives the prospective NAA member a very clear picture of what to expect from the $30 NAA dues investment. But the invitation-to-join kit will not work left sitting on the shelf at the NAA office. Send for a few kits today and present them to the auctioneers whom you would like to see as fellow NAA members.



WE'VE SOLD MILES AND MILES OF TEXAS...



...JUST THINK WHAT WE CAN SELL FOR YOU!

When a 2,220 acre ranch in Red River County, Texas, went up for auction, the Tribune's Auction Mart was right up front with the news. Another coup for the Midwest's premier marketplace for auction advertising, but not an unusual one. You see, the Tribune has already sold everything from a sausage factory in Iowa to a zoo, complete with animals.

In fact, the Tribune's Wednesday and Sunday Auction Mart carries more than 90% of all the auction advertising in Chicago's newspapers.

So, why not join the ever-growing number of auctioneers throughout the world who rely on the Tribune for top response...no matter what they're selling.

For more information and a free brochure on advertising in the Chicago Tribune Auction Mart, call Barbara Wentz at (312) 222-4493 or Charles Shanley at (312) 222-4042, or write 435 N. Michigan Ave., Chicago IL 60611.

Chicago Tribune
The Complete Newspaper



"We're on our way."

To the 1981 NAA Convention, July 29-August 1

ABOVE, 189 Ohioans at 1980 NAA convention. RIGHT, auction family and NAA welcome signs. BELOW, convention children on tour.







LARGEST HOTEL IN THE WORLD the Las Vegas Hilton, will house the 1981 NAA convention.

Here's the auction and vacation event of the year in fabulous Las Vegas. The NAA Convention has so much to offer the entire membership . . . and the entire family.

State associations — represent your state at Big Auction in Las Vegas

A handsome gun from Texas, a beautiful quilt from Tennessee, gorgeous artwork and sculpture, delicious cheeses and other regional foods, they've all been sold at past NAA convention Fun Auctions. The time between now and Thursday night, July 30 is just enough time for the state auctioneer associations to choose an item to represent your state or region.

Remember, this year the public and Hilton Hotel guests will be invited to the convention Fun Auction. Decide on that quality item, that interesting item, which will "sell itself" as your state association contribution to the Fun Auction. Las Vegas has a lot of "big spenders" who will be buying at the NAA Fun Auction; your state association will not only represent itself to the NAA membership, but also to the buying public.

Last year's convention Fun Auction set a proceeds record, and the 1981 Fun Auction will probably do the same. The state auctioneer associations can lead the way in contributing items to the success of the Big Sale. But of course, anyone and everyone can donate items and talent to the NAA 1981 Fun Auction.

NAA member, it's your turn

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

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

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

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

Public to attend Fun Auction

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

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

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

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

MORE. . .

Reppert School of Auctioneering, Inc.

Tuition $300 for 3-Week Term — Also Home Study

Founded in 1921

Decatur, Indiana

Box 189 46733 AC 0033

NAA convention checklist

To assist with your preparation for the 1981 NAA convention in Las Vegas, the following checklist will be helpful. All your necessary registration forms are located in the convention registration packet in the center section of this AUCTIONEER.

★ **Make air travel arrangements immediately** to avoid Spring and Summer rate increases. Airlines which serve Las Vegas are listed on page E of the registration packet.

★ **Reserve your hotel accommodations** as soon as possible. Even though the Las Vegas Hilton will house the entire NAA convention, your reservations deadline is still July 15 to assure lodging at NAA convention rates. Your hotel reservations form is on page C of the registration packet.

★ **Register now for the 1981 convention and tours.** As you read THE AUCTIONEER, registrations this month are being received at the NAA office in large numbers. Your deadline for 1981 convention registration is July 1, in order to register at the lower advance rate. Arrange pre-convention tours on page G, and register for the convention on page H of the center section.

★ **Decide Fun Auction item.** The public is invited to the 1981 Las Vegas convention Fun Auction, and your contributed Fun Auction item will help pay for the NAA convention. More Fun Auction information is on page 13.

★ **Present nomination for NAA officer/director.** If you are nominating a fellow member auctioneer for NAA elected officer/director, your deadline is July 1, for the nomination to be received at the NAA office. More information about submitting nominations is on page 15.

★ **Enter the convention advertising contest.** A new contest category is available this year — auction business stationery. Your entry deadline is July 1, with information and entry form on page 18.

★ **If you plan to exhibit** at the 1981 NAA convention, contact the NAA office immediately. Only 20 exhibitors will be allowed at the Las Vegas convention, on a first come, first served basis. More information on page 15.

★ **Any Questions?** Your travel agent will verify which air fares will increase and when. Inquiries about your hotel/lodging should be directed to the Las Vegas Hilton. Questions about the 1981 Las Vegas convention should be directed to the NAA office.

And when you arrive for the convention . . .

Hopefully, by now you have made your air travel arrangements to avoid spring and summer air fare increases. Whatever your means of transportation, page E of the convention registration packet, in the center of this AUCTIONEER, provides the Las Vegas information you need to plan your convention trip.

Getting from the airport to the Las Vegas Hilton is no problem, with 400 taxis in town and 90 limousines. Plan on approximately $5.00 for a taxi from airport to the hotel; $2.25 per person for limousine service.

The weather for the convention

Yes, it is hot in Las Vegas during the summer. But remember this basic idea about the weather during convention week — *you do not have to subject yourself to the heat unless you want to.* Everyplace you go in Las Vegas is air conditioned. The NAA convention is cool and comfortable, and you'll be busy inside with convention activities during the warmest times of the day. Throughout the evening, the temperature outside is still warm, so you will be wearing light clothing the entire time you're at the convention.

Keep in mind that an estimated 14 million people visit Las Vegas every year, from every part of the country and the world. Along with you fellow visitors, you will be enjoying yourself and the NAA convention, no matter what the temperature is outside.

Rental cars cheaper

In the October 1980 issue of THE AUCTIONEER, National Car Rental provided NAA members with an identification card to receive their Commercial Rate, an over-the-counter discount off regular time and mileage rates. For the Las Vegas NAA convention, National Car Rental is offering their new "unlimited mileage" rates to NAA convention registrants.

Along with the confirmation of your convention registration, the NAA office will send a National Car Rental Request card. **You will be able to arrange for your rental vehicle at the special convention rates, well before you arrive at the NAA convention in July.** Also, you will be welcomed at the airport on National's neon billboard sign; and a National rental agent will be in the NAA convention area, Monday and Tuesday, at the Hilton for your convenience.

National Car Rental also publishes a showguide which will list all the entertainers who will be appearing in Las Vegas during NAA convention week. Pick up your copy at any National counter or booth.

NAA candidate nominations, July deadline

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

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

It is a policy of the National Auctioneers Association that announcement of candidate declarations be submitted in writing to the NAA office prior to July 1 of the year in which the elections are to be held; and that the NAA office then will reproduce the candidates' resumes and photographs to submit to the Nominating Committee for review and consideration.

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

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

Exhibitors — first come, first served

Pursuant to the January 1981 NAA Board of Director decisions regarding NAA convention exhibitors, changes have been made in both policy and fee amount for convention exhibitor space. All displayers at the Las Vegas convention, and future con-

Continued page 17

FOR AUCTION ADVERTISING THAT GETS RESULTS ADVERTISE IN

THE AUCTION BULLETIN

Now, the nation's only nationally distributed weekly publication listing coming auctions from throughout the country is accepting

DISPLAY ADVERTISING

The Auction Bulletin reaches subscribers who pay to find out where auctions are and travel long distances to attend sales. To improve your auction attendance and to attract this quality and affluent audience advertise in the Auction Bulletin.

For information and ad rates,

PHONE TOLL FREE 800-621-1574
or write THE AUCTION BULLETIN, P.O. Box 5676 - Chicago, Illinois 60680

An ounce of Freedomike™ is worth a pound of P.A.

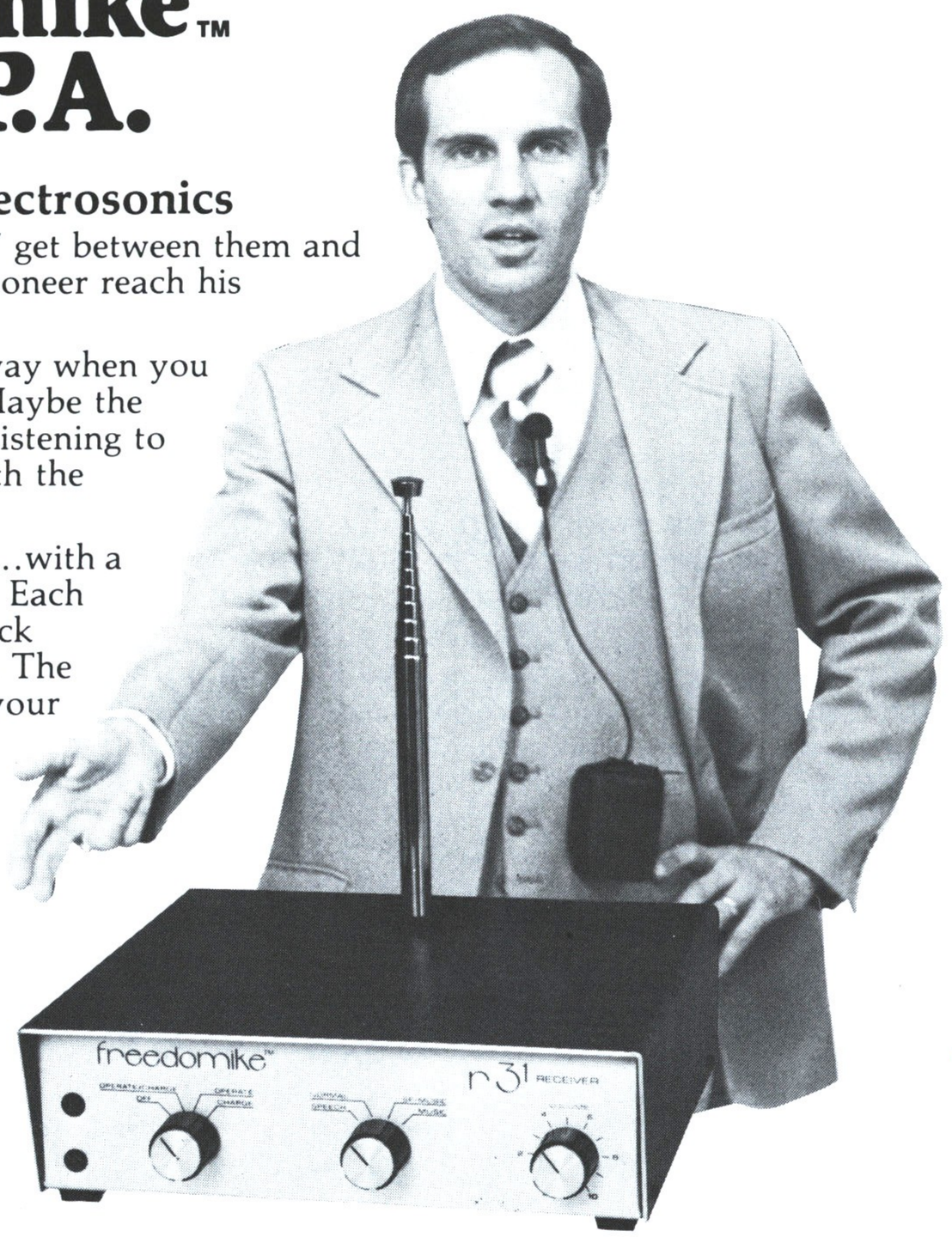
Freedomike Wireless Microphones From Lectrosonics

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$_{TM}$ circuitry to eleminate 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.



Freedomike System One (with tie tack mike)-**$725**

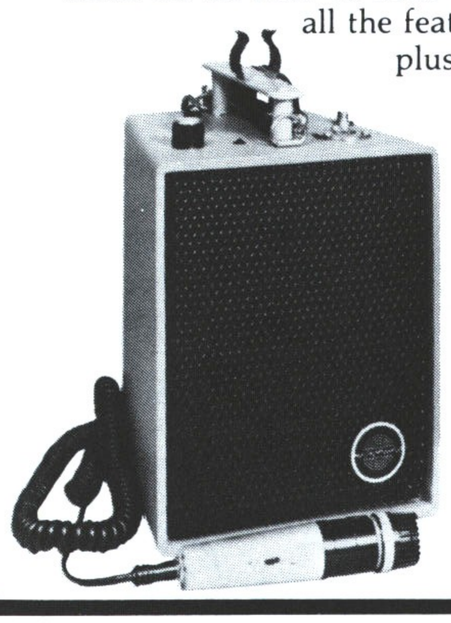
Freedomike System Two
(with hand-held mike)-**$745**

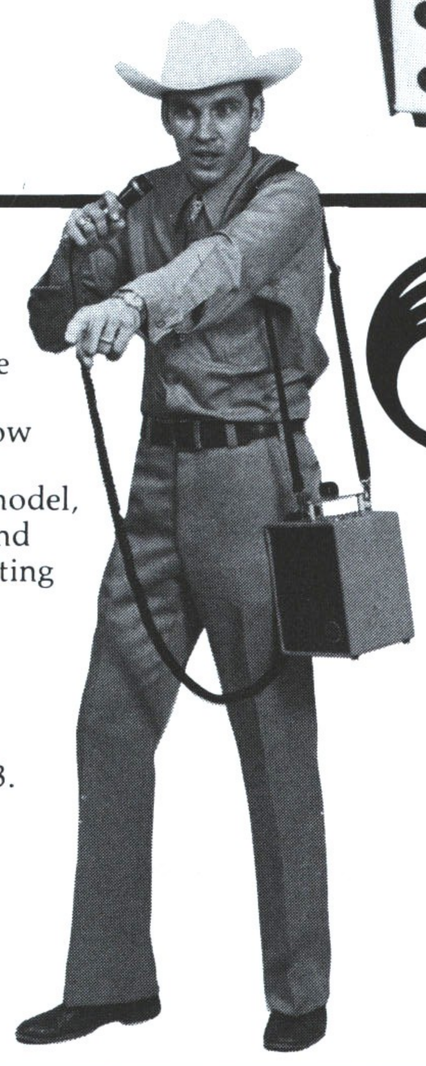
Freedomike System Three
(with both mikes)-**$815**

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



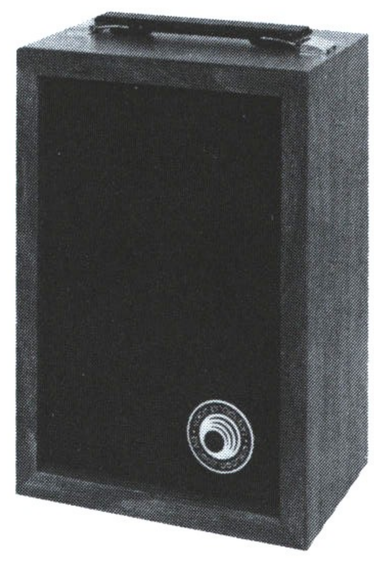


Lectrosonics, Inc
ALBUQUERQUE, NEW MEXICO, U.S.A.

Plus Power 48R Amplifier/Speaker

If you and your Freedomike system travel to places with no house P.A. system, Lectrosonics has the Plus Power 48R. With its own powerful 16 watt rms amplifier, 8" speaker and rechargeable batteries, the PP48R enables you to use your Freedomike system anywhere... even if miles from the nearest AC power source.

PP48R-$195



Lectrosonics products for auctioneers are available from:

DUANE GANSZ
Duane E. Gansz Auction & Realty
14 William Street
Lyons, NY 14489
315-946-6241

BILL HAGEN
Western College of Auctioneering
Box 1458
Billings, MT 59103
406-252-2565

BOB MILLER
Indiana College of Auctioneering
8846 Holliday Drive
Indianapolis, IN 46260
317-844-1088

KEN McCORMACK
McCormack Auction Co.
8229 Golden Avenue
Lemon Grove, CA 92045
714-697-1778

ROWLAND HUEY
John Huey & Sons
11660 Parkway Drive
North Huntington, PA 15642
412-863-4961

HUGH MILLER
Curran Miller Auction
13020 N. Street, Highway 57
Evansville, IN 47711
812-867-2486

COL. GORDON TAYLOR
Reisch World Wide College of Auctioneering
Box 949
Mason City, Iowa 50401
515-423-5242

ventions must be NAA members, or advertisers in THE AUCTIONEER magazine. Also, the cost of exhibiting at NAA conventions has been increased from $75 to $200 by the Board decisions.

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

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

NAA Las Vegas Convention — who may attend

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

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

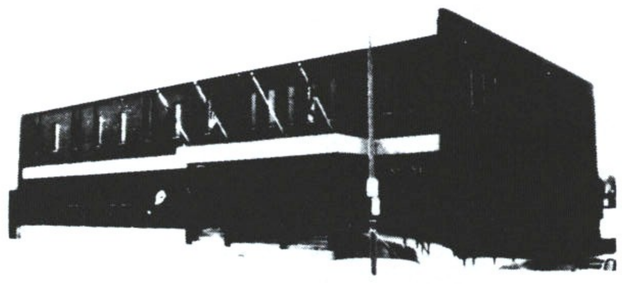
2. Only NAA auctioneers can attend NAA sponsored functions. **If an auctioneer works for an NAA member, that non-member auctioneer employee cannot attend the NAA convention.** The non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA convention.

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

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

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

Convention program page 21



THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

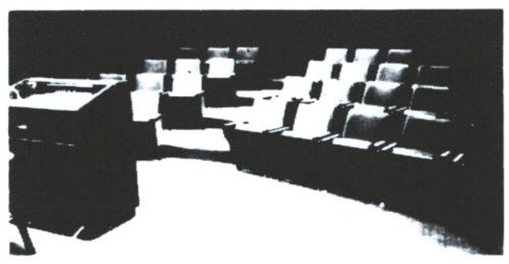
BY RUSSELL KRUSE

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

CHAPTER HEADINGS

1. Bid Calling
2. Conducting the auction
3. Contracts
4. Sale summary
5. Uniform commercial code and auctioneer liability
6. Reserve bidding
7. Advertising
8. Ringman
9. Insurance
10. License law — Bonds
11. Fees — Commission
12. Appraising
13. Land description and surveys
14. Working together
15. Definition of 276 terms and words every auctioneer should know or have available

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



ALSO AUCTIONEER TRAINING AT KRUSE AUCTION INSTITUTE AUBURN, INDIANA

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)

Number #2: Consulting for Auctioneers already in the business who are not satisfied with their present progress. (Fee on request)

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)

Special Correspondence Course: Home Study Course - includes live tape - Kruse Book and other written material that should be very helpful in state test preparation as well as making you a better auctioneer. Fee only $200.00.This also includes Number #3 if desired.

Contact Russell Kruse, Kruse Office Building, Auburn, IN 46706. Finance available in all courses.

Closeout JEWELRY 55¢ doz.

Catalog — 25¢

Roussel's 107-190 Dow Ave.

Arlington, Massachusetts 02174

Beat July deadline, enter advertising contest now

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

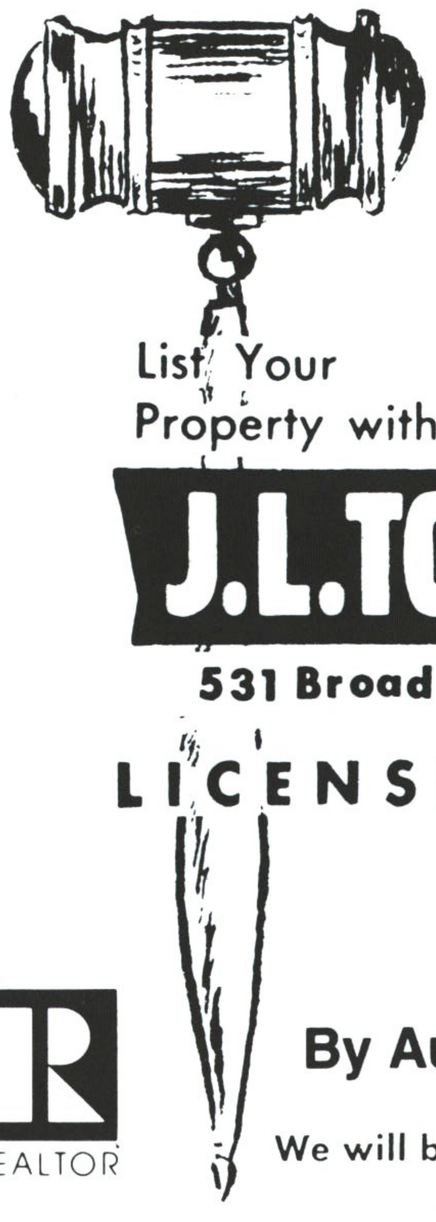
An entry into Category H must consist of a set of three items — one piece of your auction business letterhead, one of your auction business envelopes, and one of your auction business cards. **The letterhead and the card must both display the NAA emblem, or state that the auctioneer is an NAA member.**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

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

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

Advertising Contest Rules

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



"The Souths Oldest Auction Company"

(Established 1917)

List Your Property with Us

Reg. U. S. Trademark

J.L. TODD "WE SELL THE WORLD" AUCTION CO.

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

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

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

ENTRY FORM

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

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE ADVERTISING _____

_____

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED? _____

BRIEF DESCRIPTION OF SALE _____

_____

_____

_____

DEADLINE FOR ENTRIES: July 1, 1981

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

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



CONTAINER BUYERS

Pay low prices at Europe's largest wholesale source of antiques. Buy F.O.B. England or Antwerp, Belgium with similar services available from other countries, or we'll select, ship and pay all charges and finance to your door. $150 to $300 full price for packing and paperwork on 20 and 40 ft. containers. Supplying U.S. and Canadian East and West Coast wholesalers. Write or call collect to Lynn Walters. Annual volume over $1,000,000.

ONE OF OUR ANTWERP WAREHOUSES
LYNN WALTERS
13011 S.E. 84th Clackamas, Ore. 97015 [503] 654-3000

For the 48 contiguous states, the average increase in farmland values for the last decade was 250%. Many factors suggest that the value of farm real estate will continue climbing in the 1980's with periodic but short-lived interruptions. Barring any major economic collapse on our U.S. economy, land values in the 5-7 years could well be double today's levels.

UNIVERSITY OF NEBRASKA,
BUREAU OF BUSINESS RESEARCH

Antiques ● Antiques ● Antiques ● Antiques ● FOR SALE!

CONTAINER BUYERS ANTIQUES BONANZA

Beat Inflation ● Buy Direct From England

Every item shipped is ready for immediate sale upon delivery in U.S.A. **WE DO NOT SHIP UNSALEABLE OR BROKEN ITEMS. Satisfaction Guaranteed.**

SAVE TIME; EXPENSIVE HOTEL BILLS; AIR FARES; PACKING CHARGES. OUR SHIPMENTS ARE EXPERTLY PACKED FREE OF CHARGE, saving at Least $600 per Container Load.

Please select your shipment Requirements from **inventory below.** All these items can be included in your container 20 ft. or 40 ft. containers: Guaranteed: 200 to 250 items per load.

Please check in boxes below the type of merchandise you would like to receive with preference in your Antiques Shipment.

Rolls Royce Vintage Cars available by order

Roll Top Desks	☐	Bowl & Pitchers	☐	Windsor Chairs	☐	Biscuit Barrels	☐
Organs	☐	Whicker Furniture	☐	Draw Leaf Tables	☐	Dressing Tables	☐
Parlour Set	☐	Smokers Stands	☐	Cast Iron Items	☐	Inlaid Furniture	☐
China Cabinets	☐	Carriages	☐	Pianos	☐	Spelter Figures	☐
Gateleg Tables	☐	Bentwood Chairs	☐	Hall Trees	☐	Dinner Wagons	☐
Eterges	☐	Flo Blue	☐	Washstands	☐	Piano Stools	☐
Bamboo Furniture	☐	Minton China	☐	Fire Places	☐	Swords	☐
Towel Racks	☐	Bureau Bookcases	☐	Bureaux	☐	Shefioneers	☐
Marble Clocks	☐	Buffets	☐	Barrometers	☐	Oak Furniture	☐
Hat Racks	☐	Queen Anne Chairs	☐	Pottery	☐	Corner Cabinets	☐
Paintings	☐	Leaded Glass	☐	Wall Clocks	☐	Silver Plate	☐
Royal Doulton	☐	Pine Furniture	☐	Prints	☐	Grandfather Clocks	☐
Fern Stands	☐	Bedroom Suites	☐	Carnival Glass	☐	Primitive Furniture	☐
Mirrors	☐	Coal Scuttles	☐	Candlesticks	☐	Sea Chests	☐
Carriage Clocks	☐	Paintings	☐	Captains Chairs	☐	Tapestries	☐
Curio Cabinet	☐	Sets of Chairs	☐	Bookcases	☐	High Boys	☐
Player Pianos	☐	Brassware	☐	Pub Furniture	☐	Oriental Items	☐
Sideboards	☐	Mantle Clocks	☐	Wardrobes	☐	Music Boxes	☐
Secretarys	☐	Cut Glass	☐	Bronze Figures	☐	Carvings	☐
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NATIONAL AUCTIONEERS ASSOCIATION

1981 Las Vegas Convention

July 29-August 1, 1981 ★ Las Vegas Hilton Hotel
Las Vegas, Nevada

PROGRAM

All events to be held in the Las Vegas Hilton unless otherwise specified.

Tuesday, July 28

9:00 am to 5:00 pm **CAI CONTINUING STUDIES WORKSHOP.** Pavilion 11. "How the Entrepreneur Can Acquire Wealth", instructor, Indiana Professor William L. Haeberle. Open only to current CAI members and those to be inducted at the 1981 NAA convention.

10:00 am to 4:00 pm **TOUR A — HOOVER DAM AND OLD VEGAS.** Register 30 minutes before departure at Nevada Host Association tours assembly area and information desk in Convention Foyer. Tour includes lunch at Old Vegas. Tour early Mormon Fort, a museum of early railroad memorabilia and a Piute village. Then, on to Hoover Dam. View movies of the construction and realize why Hoover Dam is such a phenomenon. Return to Las Vegas on a most relaxing and enjoyable lakeside drive.

1:00 pm to 5:30 pm **TOUR B — HOOVER DAM (REGULAR TOUR).** Register 30 minutes before departure at Nevada Host Association desk in Convention Foyer. Tour includes trip to the top of Hoover Dam, the $175 million giant. Stand in the center of the dam, with one foot in Nevada and the other in Arizona — and an hour's difference in time.

Wednesday, July 29

8:00 am to 6:00 pm **NAA HEADQUARTERS OFFICE.** Board Room.

8:00 am to 6:00 pm **NEVADA STATE AUCTIONEERS ASSOCIATION ROOM.** Conference Room 7.

9:00 am to 5:00 pm **REGISTRATION DESK.** Convention Foyer. Advance registrants show registration confirmation card to registration clerk and receive convention packet. Those not registering in advance must complete registration forms at "Regular Registration" desk.

10:00 am to 4:00 pm **TOUR C — HOOVER DAM AND OLD VEGAS.** (See information listed at 10:00 am, Tuesday, July 28.) Register 30 minutes before departure at Nevada Host Association tours assembly area, South Promenade outside exit doors.

10:00 am to 4:00 pm **TOUR D — CITY SIGHTSEEING AND SHOPPING, PLUS LIBERACE MUSEUM.** Register 30 minutes before departure at Nevada Host Association tours assembly area, South Promenade outside exit doors. Tour the Las Vegas area, ride through downtown Casino Center. Visit the Liberace Museum, enjoying his fabulous jewel collection, exquisite wardrobe, classic automobiles, custom made pianos, fur capes and hundreds of pieces of Liberace memorabilia. Stop for lunch (at your own expense) and shopping at Boulevard Mall shopping center. Tour resumes after lunch with a view of the growing University of Nevada campus and a drive through Las Vegas residential areas.

1:00 pm to 5:00 pm **CONVENTION EXHIBITORS SETUP.** Convention Foyer. Convention exhibitors, who have preregistered with the NAA office and have paid the exhibitor's fee, can setup their displays, beginning at 1:00 pm Wednesday. ALL DISPLAYS must be REMOVED prior to 3:00 pm, Saturday, August 1, 1981.

1:00 pm to 5:30 pm **TOUR E — HOOVER DAM (Regular Tour).** (See information listed at 1:00 pm, Tuesday, July 28.) Register 30 minutes before departure at Nevada Host Association tours assembly area, South Promenade outside exit doors.

3:00 pm to 5:00 pm **NAA AUXILIARY BOARD OF DIRECTORS MEETING.** Conference Room 11.

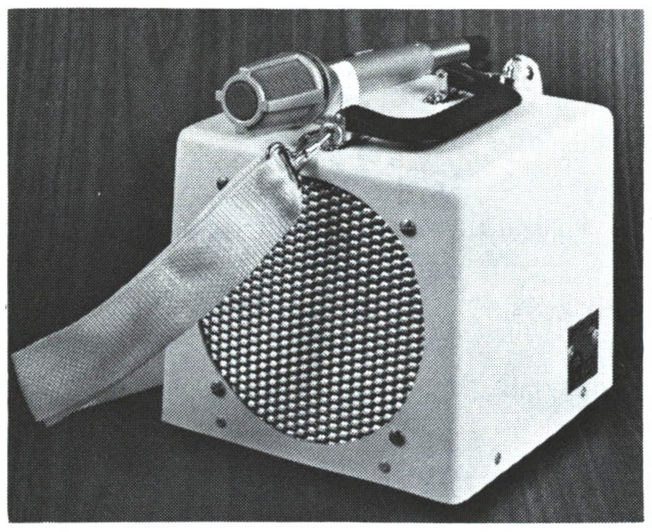
8:00 pm to 11:00 pm **LAS VEGAS ENTERTAINERS' REVIEW.** Pavilion 4-8.
The "Las Vegas Entertainers' Review" is for the entire family, but the Youth Activities Room will also be open, with games and activities for the young people.

8:00 pm to 11:00 pm **YOUTH ACTIVITIES ROOM.** Pavilion 1.

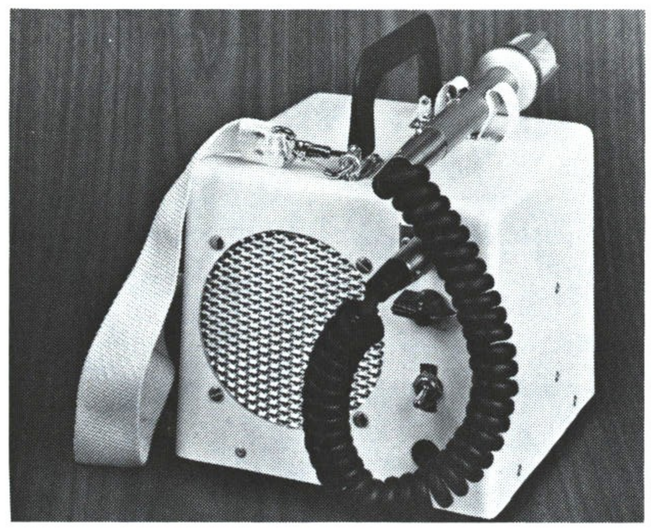
Program continued page 23



WEDNESDAY NIGHT at the Las Vegas NAA convention will feature the music and comedy of Billy Kay and Pam. Both performers have appeared on national television, and with major Las Vegas entertainers. Billy Kay and Pam will provide excellent entertainment to open the 1981 NAA convention.



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Thursday, July 30

7:30 am to 10:30 am **STATE OFFICERS' BREAKFAST & WORKSHOP.** Conference Room 1-3. President-elect Howard Buckles, Keosauqua, Iowa, moderator. Breakfast and workshop for presidents and secretaries of State Auctioneers Associations.

8:00 am to 5:00 pm **REGISTRATION DESK.** Convention Foyer.

8:00 am to 5:00 pm **NAA HEADQUARTERS OFFICE.** Board Room.

NSAA HOST ROOM. Conference Room 7.

8:30 am to 10:30 am **LADIES HOSPITALITY AND EDUCATIONAL HOUR.** Pavilion 11.

8:30 am Continental Breakfast — all ladies are invited

8:50 am Call to Order and introduction of Auxiliary chairperson and educational chairperson, Glenda McCarter Johnson, president, Auxiliary to the NAA, Sevierville, Tennessee.

9:00 am Educational Program — Mrs. Harvey (Pat) Lambright, LaGrange, Indiana, chairperson, State Senator George Marion, Dobson, North Carolina and State Senator Craig Lawing, Charlotte, North Carolina, instructors. Emphasis on legislation that affects the auction profession, introduction of legislative acts and promotion of acts that affect the auction profession.

10:00 am Questions from the floor.

8:30 am to 11:00 pm **YOUTH ACTIVITIES ROOM.** Pavilion 1.

9:00 am to 10:15 am **PUBLIC/NIGHT AUTO AUCTIONS WORKSHOP.** Ballroom D and E. Moderator John A. Horton, CAI, director, Huntsville, Alabama; instructor Richard Patterson, Lancaster, South Carolina.

9:00 am to 11:45 am **HALL OF FAME AWARD RECIPIENTS' MEETING.** Conference Room 11.

NATIONAL AUCTIONEER LICENSE LAWS OFFICIAL ASSOCIATION (NALLOA) Board of Directors Meeting. Conference Rooms 13 and 14.

10:30 am to 11:45 am **MULTIPLE BALLROOM REAL ESTATE AUCTIONS WORKSHOP.** Ballroom D and E. Moderator and instructor, Martin E. Higgenbotham, CAI, director, Lakeland, Florida.

12 noon to 2:30 pm **1981 "LAS VEGAS LOOKS GREAT" LUNCHEON.** Ballroom A and B. Luncheon tickets included in registration — tickets will be collected at the tables.

Presiding: Howard Buckles, president-elect, Keosauqua, Iowa
Invocation
Pledge of Allegiance to the Flag
Luncheon
Welcome to Nevada
Welcome to Las Vegas
Welcome to the 1981, "Las Vegas Looks Great" Convention — J. M. "Bill" Watson, convention co-chairman, Las Vegas, Nevada
Recognition of the Nevada State Auctioneers Association — and state co-hosting associations — Hosts and Hostesses
Keynote address — Archie D. Moody, CAI, president, Darlington, South Carolina
Announcements

3:00 pm to 4:15 pm **CONSIGNMENT FARM EQUIPMENT AT AUCTION WORKSHOP.** Ballroom D and E. Moderator Robert E. Musser, CAI, director, Cody, Wyoming; instructors, Johnny and Frank Godley, Charlotte, North Carolina.

FINE ART/ANTIQUES AT AUCTION WORKSHOP. Ballroom F and G. Moderator H. Layton "Sonny" Laws, Jr., director, Manassas, Virginia; instructor John Suarez, Atlanta, Georgia.

3:00 pm to **NOMINATING COMMITTEE, OFFICER/DIRECTOR**





NAA PRESIDENT ARCHIE MOODY (above left, with NAA past president Chuck Cumberlin, at the 1980 convention) and 1981 convention co-chairman J. M. "Bill" Watson, left, invite all NAA auctioneers, and their families to enjoy the auction experiences and workshops at the "Las Vegas Looks Great" convention.

5:00 pm **CANDIDATE INTERVIEWS.** Conference Room 4. Charles E. Cumberlin, CAI, chairman, presiding.

3:00 pm to 5:00 pm **NATIONAL AUCTIONEERS LICENSE LAWS OFFICIAL ASSOCIATION (NALLOA).** Conference Room 13 and 14. Board of Directors meeting continued.

Continued page 25

BRITTEN AUCTION ACADEMY
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QUALITY NEWS

A monthly newsletter prepared for the clients, the employees and the suppliers of Industrial Publishing in the interest of understanding and productivity.

ISSUE #2
JUNE, 1981

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EUGENE, OREGON — It was recently announced that INDUSTRIAL PUBLISHING plans to expand its existing specialized auction marketing services and programs. The company will continue its present services until the formal presentation of its "ONE STOP AUCTION MARKETING PROGRAM" at the NAA National Convention in Las Vegas, Nevada, July 29th thru August 2, 1981.

According to Richard E. Pierce, General Manager, "This is the culmination of 23 months of hard work, and just the start of what we feel will truly provide our auction company clients with the full services they need to make the difference in their marketing."

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4:00 pm to 6:00 pm **WESTERN COLLEGE OF AUCTIONEERING RECEPTION.** Conference Room 1.
MENDENHALL SCHOOL OF AUCTIONEERING RECEPTION. Conference Room 2.
REISCH WORLD WIDE COLLEGE OF AUCTIONEERING RECEPTION. Conference Room 3.

5:00 pm to 7:30 pm **1981 FUN AUCTION ITEMS COLLECTION.** Pavilion 4-8. Convention registrants to deposit donated Fun Auction items to Fun Auction Committee. All items to be registered prior to the Auction for display purposes.

7:30 pm to 12 midnight **1981 NAA FUN AUCTION.** Pavilion 4-8. Chairman Clair Culver, Yuma, Arizona, co-chairman Ed Short, Phoenix, Arizona. The Auctioneers Association of Arizona will administer the 1981 Fun Auction. The public will be invited to the 1981 NAA Fun Auction.

All NAA auctioneers, State Auctioneers Associations/Societies are requested to contribute items to sell at the 1981 NAA Fun Auction. The auction will begin sharply at 7:30 pm, and the first item will be sold by NAA president Archie D. Moody. All auctioneers will have an opportunity to sell their own donated items, if the items are marked as such. Auctioneers are requested to provide their names and descriptions of the items contributed. All items will be identified by the Fun Auction Chairman before the item is sold by the auctioneer. It is important that the Auction begin at 7:30 pm, and all convention registrants are requested to be present at the beginning of the Fun Auction.

Friday, July 31

7:30 am to 9:00 am **MISSOURI AUCTION SCHOOL OPEN HOUSE & CONTINENTAL BREAKFAST — EVERYONE WELCOME.** Pavilion 10 and 11.
FLORIDA AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 3.
ILLINOIS STATE AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 1 and 2.
INDIANA AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 5 and 6.
IOWA AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 4.
KANSAS AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 8 and 9.
KENTUCKY AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 11 and 12.
PENNSYLVANIA AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 10.
TEXAS AUCTIONEERS ASSOCIATION BREAKFAST. Conference Room 13 and 14.
CALIFORNIA AUCTIONEERS ASSOCIATION BREAKFAST. Club and Continental Salons, second floor, Tower.
NEBRASKA AUCTIONEERS ASSOCIATION BREAKFAST. Embassy Salon, second floor, Tower.
WISCONSIN AUCTIONEERS ASSOCIATION BREAKFAST. Royal and Grand Salons, second floor, Tower.

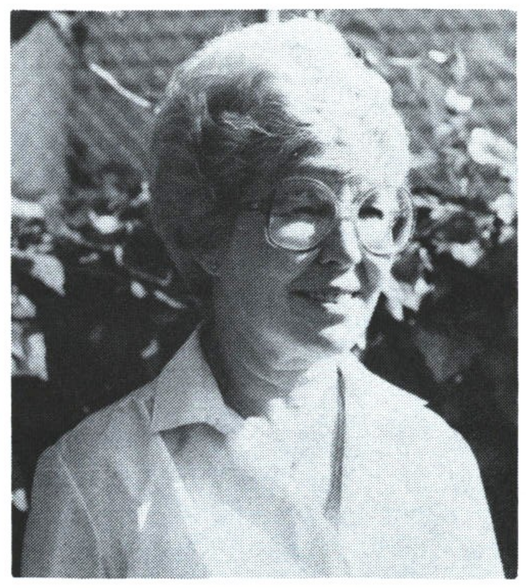
8:00 am to 5:00 pm **NAA HEADQUARTERS OFFICE.** Board Room.

NSAA HOST ROOM. Conference Room 7.

9:00 am to 5:00 pm **REGISTRATION DESK.** Convention Foyer.

9:00 am to 4:00 pm **CHILDREN'S SPECIAL TOUR.** South Promenade, outside exit doors. (This tour is not included in the Youth Activities program nor in the children's convention registration fee. Register children for this tour as you would for an other tour.) Tour includes a private NAA skating session (with skates included), lunch and attendance at the movie "Superman II" or a comparable feature based on scheduling. NOTE: Limited supervision during Children's Special Tour will be provided. Younger children should be accompanied by a responsible brother or sister. Parents welcome, but must also register for tour.





NAA AUXILIARY president Glenda McCarter Johnson, left, and Auxiliary convention chairperson, Mrs. Betty Short, offer a complete Auxiliary program of educational and social events, including the special Ladies Luncheon on Friday of convention week.

9:00 am to 11:00 pm **YOUTH ACTIVITIES ROOM.** Pavilion 1.

9:00 am to 10:15 am **COMMERCIAL AND HEAVY EQUIPMENT AUCTION SALES WORKSHOP.** Ballroom D and E. Moderator Haskel "Hack" Ayers, CAI, director, LaFollette, Tennessee; instructor Stan Howard, Ft. Worth, Texas.
LIVESTOCK AUCTIONS WORKSHOP. Ballroom F and G. Moderator James W. Heike, director, Mondovi, Wisconsin; instructor Dean Schow, Paxton, Nebraska.

9:30 am to 12 noon **NOMINATING COMMITTEE, CANDIDATES' REVIEW MEETING** (continued if needed). Conference Room 4. Meeting to be held at Nominating Committee's discretion. Meeting times will be announced at luncheons by chairman Chuck Cumberlin.

10:00 am to 11:45 am **AUXILIARY TO THE NAA ANNUAL MEETING.** Pavilion 9.
Call to Order: Glenda McCarter Johnson, president, Sevierville, Tennessee.
Reading of Minutes: Mrs. Terry (Pat) Dunning, Elgin, Illinois, secretary-treasurer.
Treasurer's Report: Mrs. Terry (Pat) Dunning.
Historian's Report: Mrs. Roberta Abhold, historian, Renton, Washington.
Committee Reports:

Continued page 27

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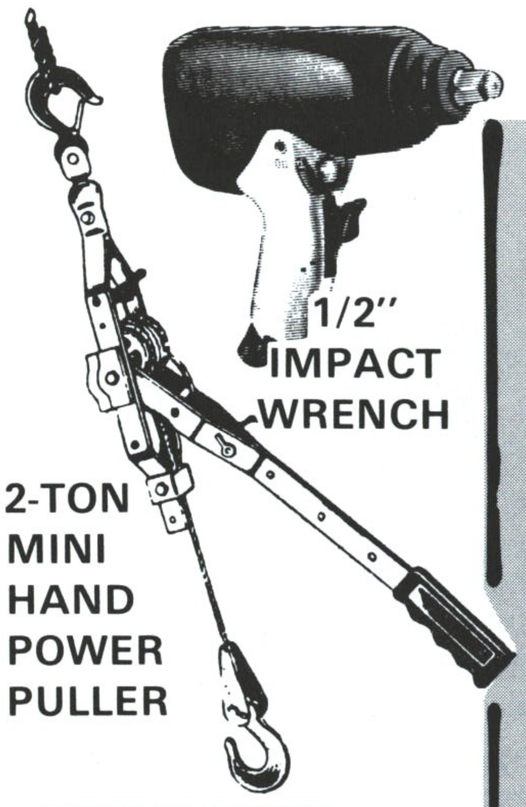
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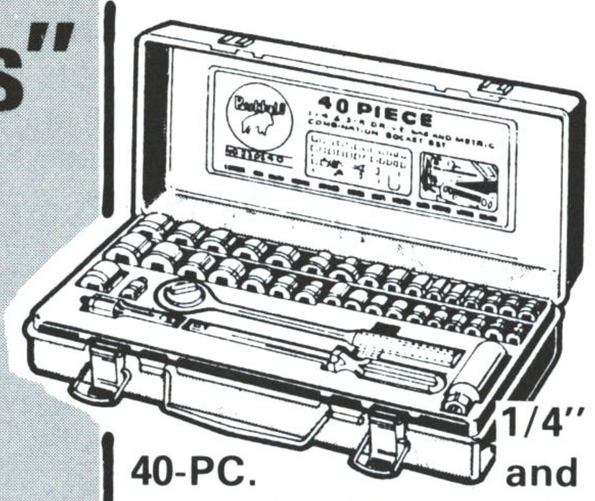
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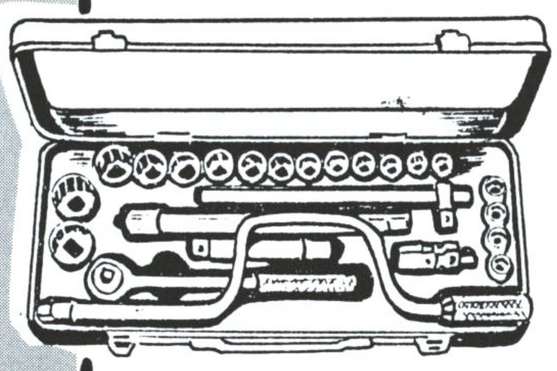


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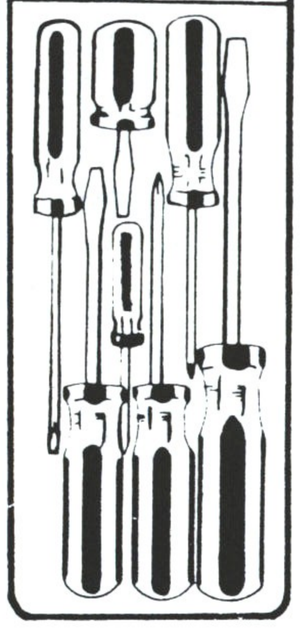
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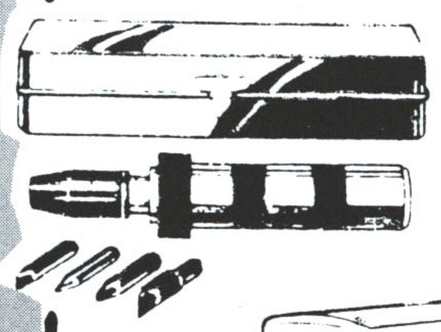
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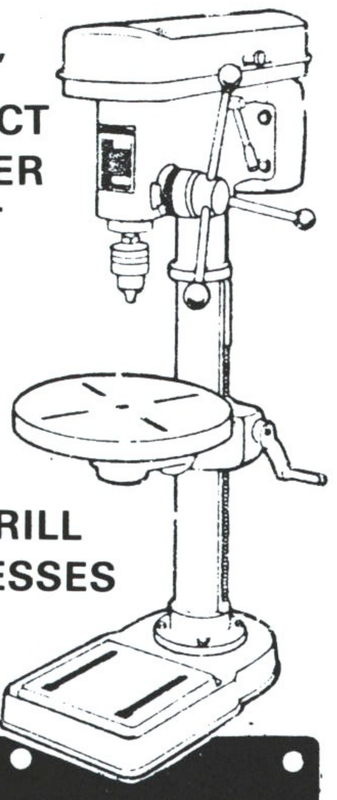
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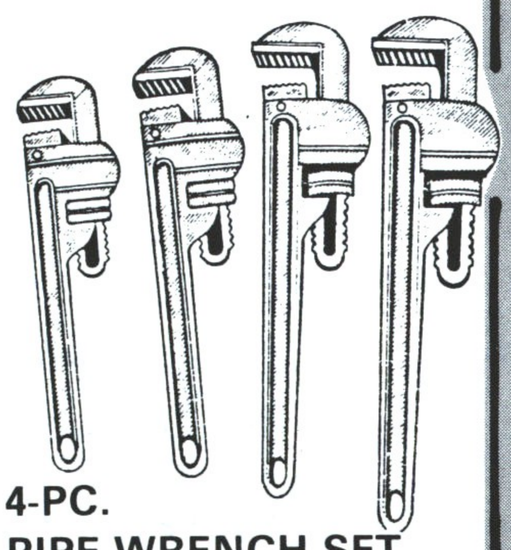
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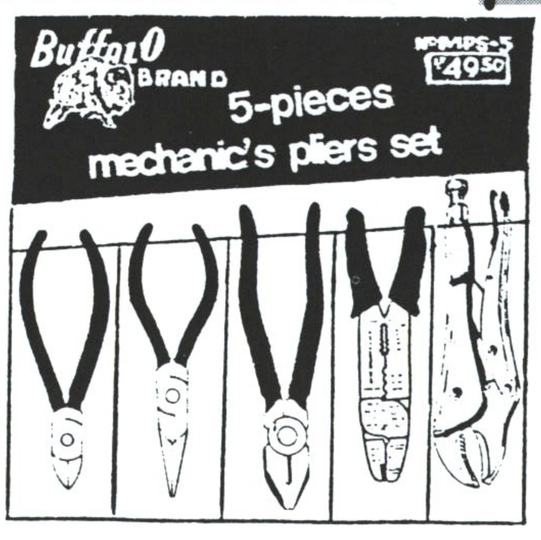
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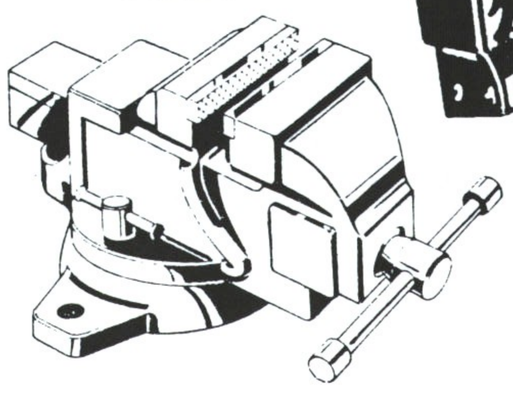


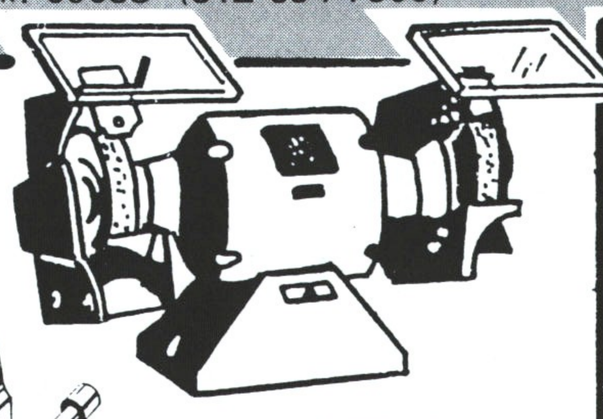
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Membership: Mrs. Bob (Ann) Williams, chairperson, Arlington, Washington.
Education: Mrs. Harvey (Pat) Lambright, chairperson, LaGrange, Indiana.
Youth: Mrs. Wylie (Joan) Rittenhouse, chairperson, Uniontown, Pennsylvania.
Nominating: Mrs. Martin (Brenda) Higgenbotham, chairperson, Lakeland, Florida.
Election of officers and directors
Old business
New business
Adjournment

10:30 am to 11:45 am **BOOK AUCTIONS WORKSHOP.** Ballroom D and E. Moderator Sammy Ford, director, Mount Vernon, Kentucky; instructor William J. "Bill" Josko, Southport, Connecticut.

ADVERTISING WORKSHOP. Ballroom F and G. Moderator Charles E. "Chuck" Cumberlin, CAI, director, Brush, Colorado; instructor Nathan "Chip" Wolfstein, Eugene, Oregon.

Important Notice

All women who register for the Las Vegas Convention are cordially invited to the special Ladies Luncheon. You do not have to be an NAA Auxiliary member to attend the Ladies Luncheon, but you must register in advance.

The cost of the Ladies Luncheon is $9.75 per person, and is not included in your registration fee. When you pre-register, send an additional $9.75 for the Ladies Luncheon. No other official luncheons planned, unless scheduled by special request.

Auctioneer's awards, traditionally presented at a Friday luncheon, will be presented at the Friday night NAA Awards Festival, attended by the entire convention.

12 noon to 2:30 pm **LADIES LUNCHEON.** Ballroom C.

Call to Order: Glenda McCarter Johnson, president, Sevierville, Tennessee.
Introduction of head table: Miss Sanda Short, Phoenix, Arizona.
Invocation: Mrs. Harvey (Pat) Lambright, 1st vice president, LaGrange, Indiana.
National Anthem: Anne-Lynn Gross, Frederick, Maryland.
Pledge of Allegiance: Anne-Lynn Gross, Frederick, Maryland.

FORT SMITH AUCTION SCHOOL

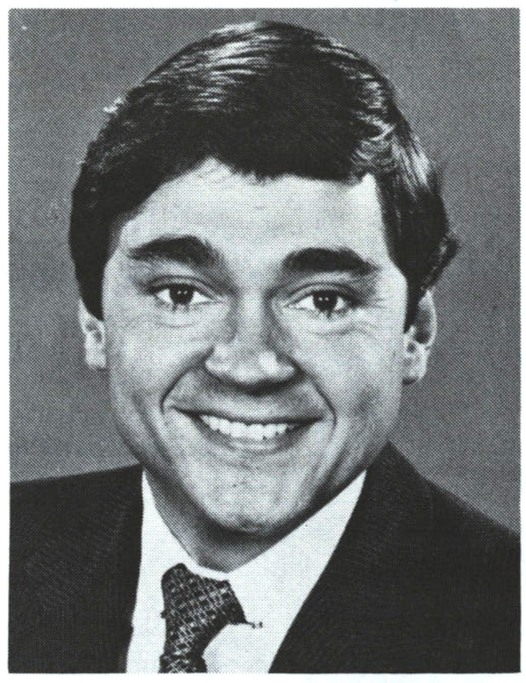
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AUTHOR KEITH DeGREEN will speak at the NAA President's Banquet on Saturday night. Mr. DeGreen's book, CREATING A SUCCESS ENVIRONMENT, is a resonsible, comprehensive, yet humorous approach to successful living.

The Last Call — Sold!: Anne-Lynn Gross, Frederick, Maryland.
Luncheon
Roll call by states: Mrs. Terry (Pat) Dunning, Elgin, Illinois.
Welcome to Nevada: Mrs. Ola Watson, Las Vegas, Nevada.
Response to Welcome: Mrs. Rex (Naomi) Newcom, Whitewater, Kansas.
Introduction of guest speaker: Miss Sanda Short, Phoenix, Arizona.
Speaker: Elizabeth Warren, president of Southern Nevada Historical Society, "From Dry Gulch to Glitter Gulch" (The Vegas Story)
Installation of officers and directors: Archie D. Moody, NAA president, Darlington, South Carolina.
Presentation of past president's pin: Mrs. Irene Dudley, Hampton, Iowa.
Awards & Prizes: Mrs. Betty Short, convention chairperson, Phoenix, Arizona.
Benediction: Mrs. Bob (Ann) Williams, 2nd vice president, Arlington, Washington.

2:00 pm to 3:30 pm **IN AUSTRALIA, AUCTIONS ARE THE ONLY WAY TO SELL REAL ESTATE! WORKSHOP.** Pavilion 9 and 10. Moderator Norman Aldinger, director, Cleveland, North Dakota; instructor Kevin Francis Sheehan, Melbourne, Australia.

3:45 pm to 4:45 pm **OPEN MEETING OF THE NAA BOARD OF DIRECTORS.** Pavilion 9 and 10. Archie D. Moody, CAI, president, Darlington, South Carolina, presiding. Meeting open to all members of the National Auctioneers Association for open discussion with the Board of Directors about goals and programs of the Association.

7:00 pm to 12 midnight **LAS VEGAS '81 DINNER AND NAA AWARDS FESTIVAL.** Ballroom A-C. Presiding, Rex B. Newcom, CAI, vice president, Whitewater, Kansas.

Invocation
Pledge of Allegiance to the Flag
Dinner
Awards Presentations:
1980-81 Advertising Contest, H. Layton Laws, Jr., director and chairman, Manassas, Virginia.
1981 Convention Attendance Award, H. Layton Laws, Jr.
Certified Auctioneers Institute (CAI) membership designations and indoctrination. NAA members who have successfully completed the CAI courses will be awarded their CAI memberships. William Z. Fox, CAI, president,

Continued page 29

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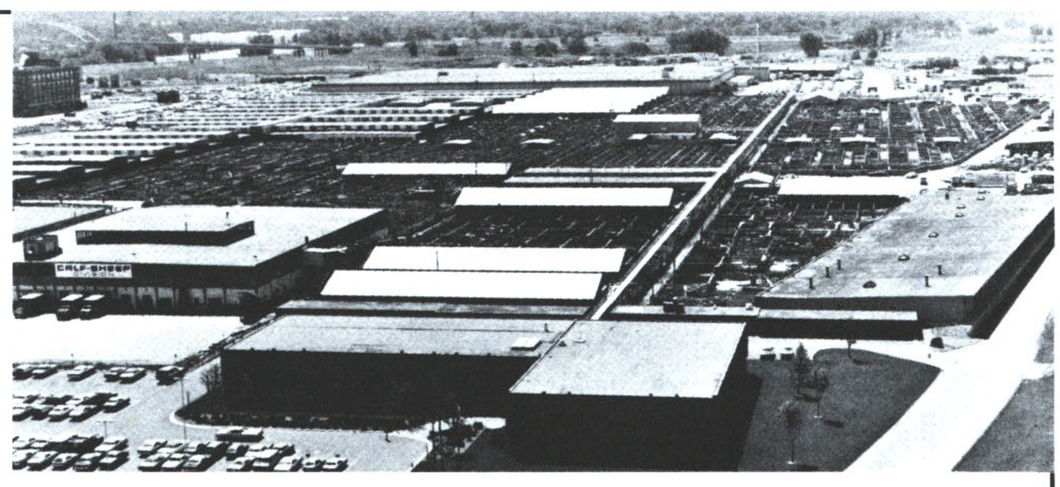
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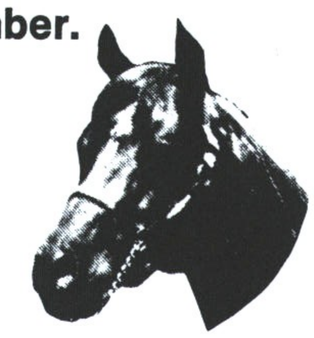
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Baltimore, Maryland, and Robert Ellenberger, CAI, chairman of the Board of Governors, Bluffton, Indiana, to confer the designations.
Headquarters Relocation Committee Announcement, Martin E. Higginbotham, Chairman
Entertainment

Saturday, August 1

7:30 am to 9:30 am **ANNUAL MEETING OF THE CERTIFIED AUCTIONEERS INSTITUTE (CAI) — CONTINENTAL BREAKFAST.** Pavilion 10 and 11.

8:00 am to 3:00 pm **NAA HEADQUARTERS OFFICE.** Board Room.

NSAA HOST ROOM. Conference Room 7.

8:00 am to 10:00 am **NAA AUXILIARY BOARD OF DIRECTORS CONTINENTAL BREAKFAST AND MEETING.** Conference Room 8.

9:00 am to 12 midnight **YOUTH ACTIVITIES ROOM.** Pavilion 1.

9:00 am to 10:15 am **"Small business . . . BIG BUCKS!" BUSINESS LIQUIDATIONS WORKSHOP.** Ballroom D and E. Moderator Frank E. Bass, CAI, director, Lewistown, Montana; instructor Gary Day, CAI, Portland, Oregon.

PERSONAL PROPERTY LIQUIDATIONS WORKSHOP. Ballroom F and G. Moderator Harvey C. Lambright, CAI, director, LaGrange, Indiana; instructor J. M. "Bill" Watson, Las Vegas, Nevada.

10:30 am to 12 noon **ANNUAL MEETING OF THE NATIONAL AUCTIONEERS ASSOCIATION.** Pavilion 4, 5, 7. Archie D. Moody, CAI, president, Darlington, South Carolina, presiding.

- Call to order: President Moody
- Invocation
- Introductions: President Moody
- Memorial Service for deceased members: Auxiliary to the National Auctioneers Association, Miss Sanda Short, Phoenix, Arizona, presiding.
- Reading of the minutes of the previous meeting: Harvey L. McCray, executive vice president, Lincoln, Nebraska
- Treasurer's report: Dean W. Fleming, CAI, treasurer, Atkinson, Nebraska.
- Committee reports: NAA Committee Chairmen
- Recess

12 noon to 1:30 pm **AUXILIARY PAST PRESIDENTS' BRUNCH.** Conference Room 6.

1:00 pm to 1:30 pm **VOTER REGISTRATION/BALLOTS DISTRIBUTION.** Pavilion 6 and 8.

Ballots will be distributed to NAA members only, to vote during the election of officers (president-elect, vice president, treasurer) and directors (the four whose terms expire 1984), and ballots to vote during the annual meeting. Members must have ballots to vote. Only members in good standing (those whose dues are paid during the time of the annual meeting) are eligible to vote. Membership eligibility will be certified by the NAA office at time of ballot registration.

1:30 pm to 4:00 pm **ANNUAL MEETING RECONVENED.** Pavilion 4, 5, 7. President Archie D. Moody, CAI, presiding.

- Call to order: President Moody
- Nominating Committee Report: Charles E. Cumberlin, CAI, director and chairman, Brush, Colorado.
- Elections procedures announcement: President Moody
- Election of officers and directors
- Old business
- New business
- Installation of officers and directors
- Adjournment

4:00 pm to 5:30 pm **FIRST ANNUAL MEETING OF THE 1981-82 NAA BOARD OF DIRECTORS.** Conference Room 2.

6:30 pm to 7:00 pm **HEAD TABLE ASSEMBLY FOR PRESIDENT'S BANQUET DIGNITARIES.** Conference Room 4-6. Assembly for those to be seated at the head table during the President's Banquet.

7:00 pm to 9:30 pm **PRESIDENT'S BANQUET.** Ballroom A and B. President Archie D. Moody, CAI, Darlington, South Carolina, presiding

- Grand March to the head table and introduction of head table dignitaries.
- Call to order: President Moody
- Invocation
- Dinner
- 1981 Hall of Fame Awards: Announcement of recipients and presentations of awards.
- Auxiliary presentations:
  - Introduction of 1981-82 president by Mrs. Glenda McCarter Johnson
  - Acceptance address by 1981-82 Auxiliary president
  - Presentation to 1980-81 Auxiliary president
- National Auctioneers Association presentations:
  - Recognition of retiring NAA directors by Archie D. Moody, retiring NAA president.
  - Introduction of 1981-82 president: Archie D. Moody
  - Recognition of retiring NAA president: 1981-82 NAA president
  - Acceptance address: 1981-82 NAA president
  - Speaker: Keith P. DeGreen, author of CREATING A SUCCESS ENVIRONMENT. Mr. DeGreen's topic will be "How to overcome the psychology of recession".
- Conclusion of President's Banquet

9:30 pm to 12 midnight **PRESIDENT'S BALL.** Ballroom C. The 1981 NAA "Las Vegas Looks Great" convention will conclude with the President's Ball. A Las Vegas orchestra will provide dance music, and all convention registrants are invited to enjoy the evening.

Sunday, August 2

ALL DAY *No official NAA events will take place, but most conventioneers, families and guests will depart for home, or post-convention vacations. "See you next year," will be an often heard phrase, as the National Auctioneers Association looks forward to its 1982 convention at the Atlanta Hilton in Atlanta, Georgia.*

A high school freshman had his lunch stolen in a series of raids on his locker. So he sliced open his Hostess cupcake, scooped out the creamy filling and replaced it with his dad's shaving cream. He repaired the cupcake and resealed the bag. There have been no more stolen lunches since.

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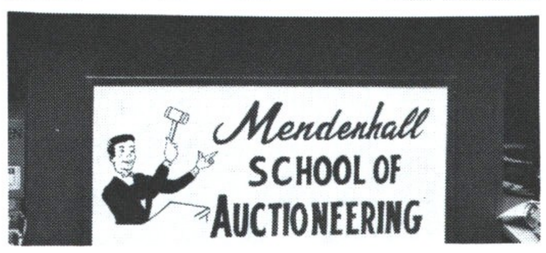
Ray Webster, Member: Alabama and National Auctioneers Association



MENDENHALL SCHOOL OF AUCTIONEERING, February 1981 class of 64 students from 11 states. Instructors and staff seated, from left: instructor Carson Womack, instructor and president Forrest Mendenhall, secretaries Betty Jo Mendenhall, Doris Andrews, Earlene Riley, and instructor Morris Fannon. Instructors not pictured: Stony Bolton, Joe Byerly, Lewis Compton, Herman Crawford, Harold Craven, Nick Fisher, Larry Hedrick, Jake Horney, George Jones, Bill Lanier, Archie Moody, Jim Owen, and Phil Viviano.

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Auction checklist shows client service

By Haskel "Hack" Ayers, CAI
NAA Director

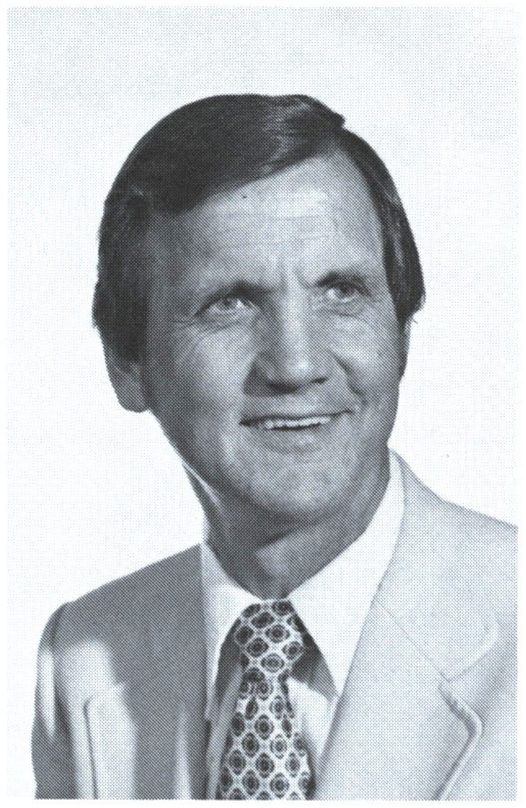
Ralph Massengill of Massengill & Harrell Auction Co., Morristown, Tennessee, has probably conducted as many real estate auction sales as anyone in East Tennessee. We have found that the checklist he has designed for sale preparation is a great help in obtaining an auction.

The checklist below shows your prospective clients exactly what you will do for their real estate auctions. It also becomes a guide for you to follow as you prepare for sale day. Even though I do not show it below: at the top of the checklist is my company name, address, and phone; below the title "Checklist" is "name of sale . . . detailed by . . . date"; to the left of each checklist item is a check space; to the right, is a line (or lines) for writing. The entire, 80 item checklist is typed double space on legal size paper, and mine is four pages long.

I would like to thank Ralph Massengill for sharing his auction checklist with his fellow NAA auctioneers.

Auction checklist

1. Survey
2. Blueprints
3. Record plat
4. Planning commission
5. Percolation
6. Health department
7. Tracings
8. Stake and flag
9. Number lots
10. Grade roads
11. Pave roads
12. Gravel roads
13. Mow lots
14. Clean up buildings
15. Clean fence rows
16. Water
17. Water lines
18. Taps
19. Write restrictions
20. Record restrictions
21. Easements
22. Encumbrances
23. Mineral rights
24. Title certificate
25. Attorney
26. Prepare deeds
27. Vendor's lien or trust deed
28. Heirs
29. Court approval
30. Terms
31. Agreement on commission
32. Agreement on expenses
33. Insurance
34. Rent
35. Rights of tenant
36. Possession
37. Sales contracts
38. Bookkeeper
39. Write up announcements
40. Taxes
41. Prepare closing statements
42. Crops
43. Line up equipment
44. Clean up equipment
45. Tag cattle
46. Cattle records
47. Milk base
48. Registration papers
49. Provide labor for sale
50. Put up cattle pen
51. Take pictures
52. Open house
53. Cash prizes
54. Get change
55. Arrange for food
56. Check P.A. system
57. Give away tickets
58. Write advertising copy (newspaper, handbills, radio)
59. Order newspaper ads (name of paper, size ad, dates)
60. Order handbills
61. Order radio spots
62. Order signs (number and size)
63. Copy for signs
64. Put up signs
65. Put up direction arrows
66. Mail out handbills
67. Give out handbills
68. Mileage to sale (directions)
69. Order posters
70. Tobacco base
71. Call prospects
72.-80. "Other items"



NAA director Haskel Ayers was elected to the NAA Board in 1979. He is the owner of Haskel "Hack" Ayers Auction & Real Estate Co., LaFollette, Tennessee, conducting auction sales of residential real estate, commercial and recreational properties. Mr. Ayers is active in the Tennessee Auctioneers Association, having served as a TAA past president.

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 7 of the April, 1981 AUCTIONEER.

NALLOA
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Advertisement

Key to success is in financing

By Martin E. Higgenbotham, CAI
NAA Director

Lazer beams to dig a ditch, robots to do the housework, men orbiting in space setting up a laboratory, the list of changes that we will experience in the 1980's will be overwhelming to say the least.

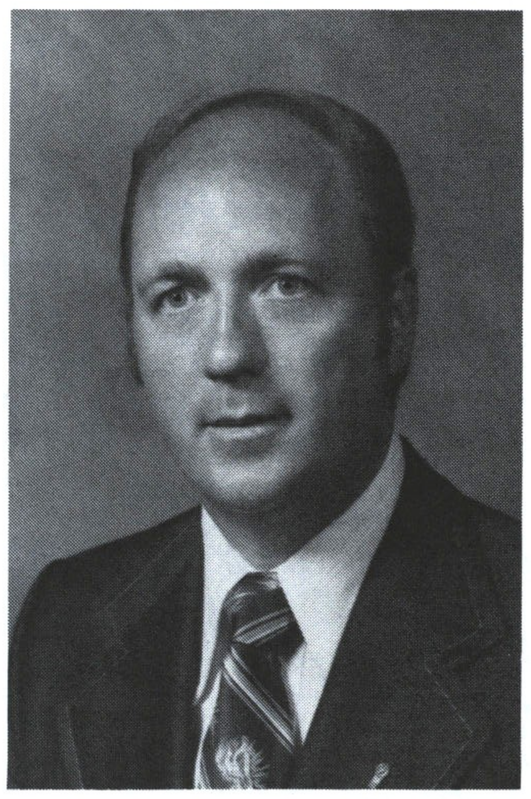
And, who would have ever thought 10 years ago that we would be sitting today in a situation, where something as simple and as basic as a fixed rate mortgage would become extinct. But, that is exactly what has happened, and now we can look forward to many other vehicles: such as, the sale of 99 year leasebacks, subordinated leases, balloon payments, and a new wrinkle which we are involved in where the owner has brought the interest rate down from 17% to 12⅞% by paying the difference up front and adding it to the purchase price. We are going to see virtually hundreds of modifications in our financing programs.

It has been my experience this past year that financing has made the difference. We have taken what financing was available to us and worked it in such a way that it had certain advantages to all parties. And, I think this, perhaps more than anything else, has been responsible for our having a high percentage of successful sales. I have also tried to create some pretty strong ties to some creative mortgage bankers who have been a big assistance in setting up loans on our larger sales. **Letting the banker set up the financing keeps my staff free to do other things; and again it goes back to the old criteria, "let the professional handle it!"**

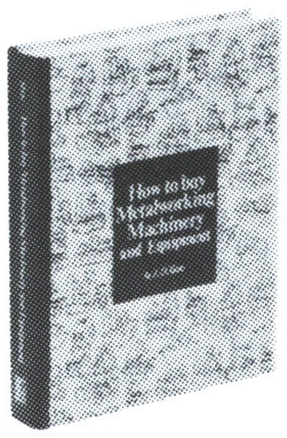
Yes, there is no question about it that we are in for some phenomenal changes during the next decade. But, I think the auction business more than any other profession is in a position to take advantage of the changes, and turn all the negatives into positives to keep our profession alive and healthy. When we sit down and contract the auction, this is the time to set up some creative financing ideas with the owner, for both his and the potential buyer's protection. **The 1980s are a time of change; all we have to do is get prepared for it.**

I can't imagine where the time has gone this year. But, I am sincerely looking forward to a break in our routine, and to head for Las Vegas and the NAA Convention. We are all geared up and ready to go, and I am looking forward to seeing each of you there.

NAA director Marty Higgenbotham returned to the NAA Board of Directors as immediate past president in 1978. He operates a real estate office, Higgenbotham Realty, Inc., Lakeland, Florida, offering complete auction and appraisal service in real estate and fine antiques. Mr. Higgenbotham is a CAI charter member, and past president of the Florida Auctioneers Association.



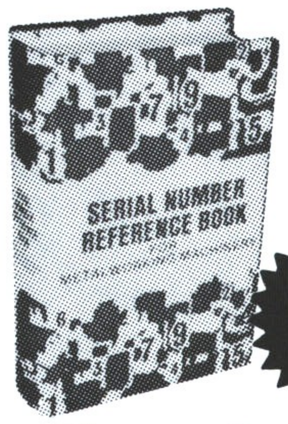
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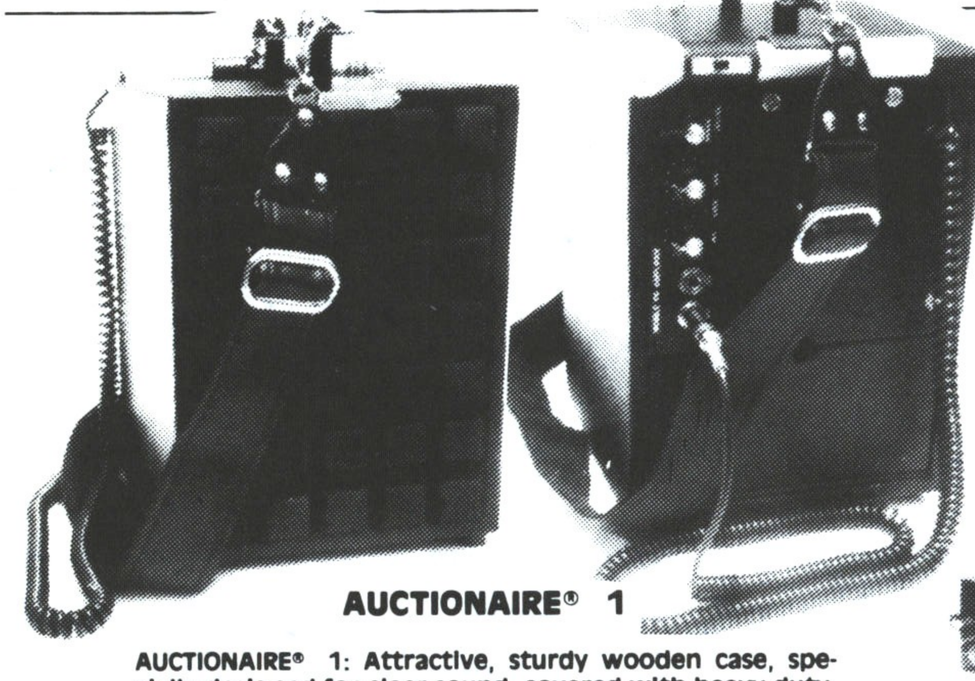
In a recent survey small business owners identified inflation as far and away their most important problem. They identified interest rates as the second most important problem. Taxes were ranked third in importance.

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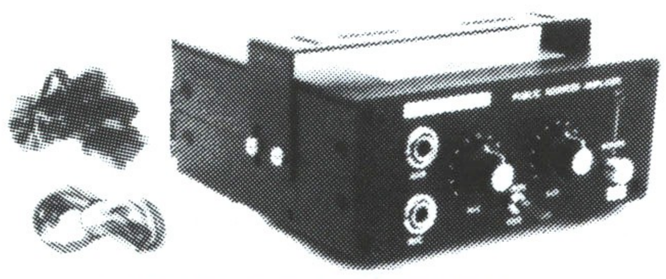
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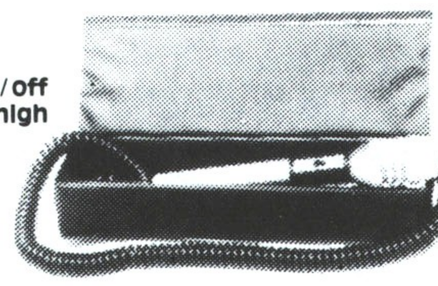
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By Harvey C. Lambright, CAI
NAA Director

Much has been said about selling real estate at public auction over the last 20 years. Auctioneers all over our state are experiencing the same trend that our company is —a great demand for real estate auctions! Not too many years ago, if we sold a property at public auction it was to liquidate an estate or a person that was in dire need to sell. Although this demand is increasing, I feel we have just scratched the surface as far as this real estate market is concerned.

Many of our local real estate firms are wanting to participate in our real estate auctions, or to co-broker. Our company gladly will accept any potential buyer a real estate company will produce. Many real estate firms are wanting to hire us as their auctioneers to sell a property they have not been able to market. Many times an auction will bring out those buyers that haven't been willing to make up their minds about a property. Knowing an auction will be held on a specific day and time — and if they are going to purchase the property — buyers have to make a decision.

A real estate auction is also a way to move those properties that have been on the market "forever", due to being overpriced and are about to expire. But, I like to work with real estate firms providing they are willing to work within our guidelines.

In my opinion real estate is as easy to market as any other commodity, providing you prepare before the auction. I find real estate auctions much easier to work than other types of auctions, with less hours and a much higher salary.

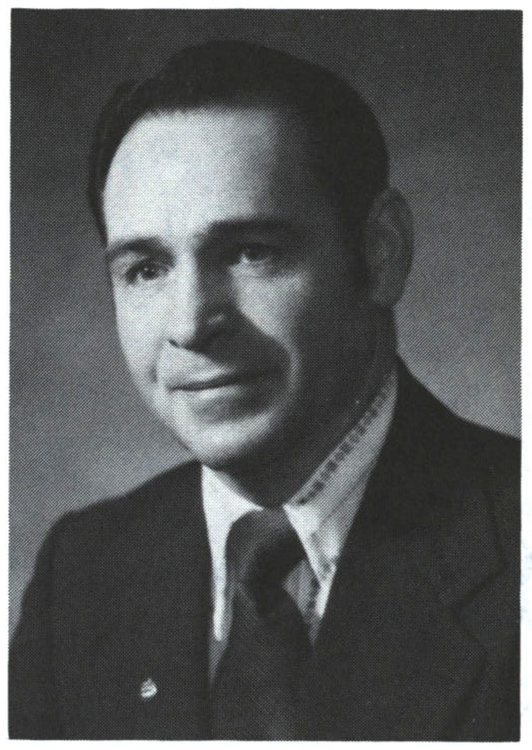
To get started selling real estate at auction, I recommend the following:

1. You obtain a Real Estate License in the state or states in which you expect to do business.
2. Attend various real estate auctions in your area to learn the different methods in use. Then, adapt these methods into your own personal style.
3. Start with a property that tends to be lower in value. By that I mean do not start with a million dollar piece of real estate and try to auction it by yourself.
4. Ask another auctioneer with whom you would have confidence, to assist with the auction. Keep on repeating this procedure until you have confidence to handle the transaction and auction by yourself.

But remember this, if and when you ask another auctioneer to assist you, and share his or her expertise with you, treat that auctioneer as you would expect to be treated.

Selling real estate at public auction is now an accepted means of marketing one's property. I feel this industry has just begun to expand and has a lot of room for progressive and innovative NAA auctioneers.

NAA director Harvey Lambright returned to the NAA Board of Directors as immediate past president in 1979. As a businessman, he is president of the firm Lewis & Lambright, LaGrange, Indiana. Mrs. Pat Lambright assists in office management of the company which conducts a variety of auctions, primarily real estate and antiques.



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Business is business

By John A. Horton, CAI
NAA Director

Today's auctioneer has an unheard of opportunity in the business world, with the turnover in businesses, small and large. Even whole chain corporations are making fast changes in their operation.

With the high interest rates here to stay, there will be a continued adjustment period among small and large business operations and also real estate. Many of the franchise type businesses own the business from the ground up. Just a short time ago, they had not planned on the interest rates, escalating mortgages and the high cost of utilities.

The medium size stores appear to be the ones in the most trouble with today's economy. It seems they have to either get bigger or smaller, and that is why you are seeing so many medium stores closing the doors. Here is where auctioneers can help.

The auctioneer can liquidate a small business faster than it can be sold privately. The auctioneer sets a date for the sale and a time for the equipment to be moved out. Of course the auctioneer sells AS IS, WHERE IS, and collects for the merchandise or equipment then and there. If the business is sold privately as a whole to one person, they usually want a lot of extra time to remove the equipment from the premises. The auctioneer can have it out within a week or less.

In these changing times where one of the chain or large corporations decides to liquidate, they usually turn the job over to one of their executives, and they want it done as soon as possible. Their job is to liquidate, and the alert auctioneer is the one that will be able to collect a worthy commission. Business is business, and there are so many business changes today that it is where the real business opportunity is for the auctioneer.

NAA director John Horton was elected to the NAA Board of Directors in 1979. He is the owner and founder of John A. Horton Realty & Auction Company, Huntsville, Alabama. The Horton auction firm offers a complete real estate agency, handling auction sales of farms, homes, many types of businesses, commercial land, and subdivisions.



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Chi Chi Rodriguez calls himself a "hot dog golfer". He says, "When I finally reach the gallery someone says, 'Let's go get a hot dog'."

Attention NAA Auxiliary members

The Auxiliary to the Tennessee Auctioneers Association would like to invite all the Auxiliary members of the National Auctioneers Association to share in the making of a cookbook, to be sold at the National Convention in Atlanta, Georgia, in July, 1982.

Please submit your recipes to Glenda Johnson, Route 12, Kingfisher Ave., Sevierville, Tennessee 37862, or bring your recipes to the National Convention in Las Vegas this summer. We would like to have complete participation by all NAA Auxiliary members; and all the recipes submitted by August 31, 1981.

Why don't you gather up all those favorite family recipes and get them in the mail TODAY? We are planning an award for the state best represented in contributions to this cookbook. Therefore, we challenge all the state auxiliary officers to urge their fellow members to submit recipes.

As President of the NAA Auxiliary, I would like to challenge all past-Presidents of the NAA Auxiliary to get your favorite recipes in. We will feature a "President's Page" — and you don't want to be left out.

The Tennessee Auxiliary will sponsor the publication of this cookbook. After the initial cost of publication, all monies earned will go to the Georgia Auctioneers Association to help defray the cost of their convention.

Let us hear from YOU soon!

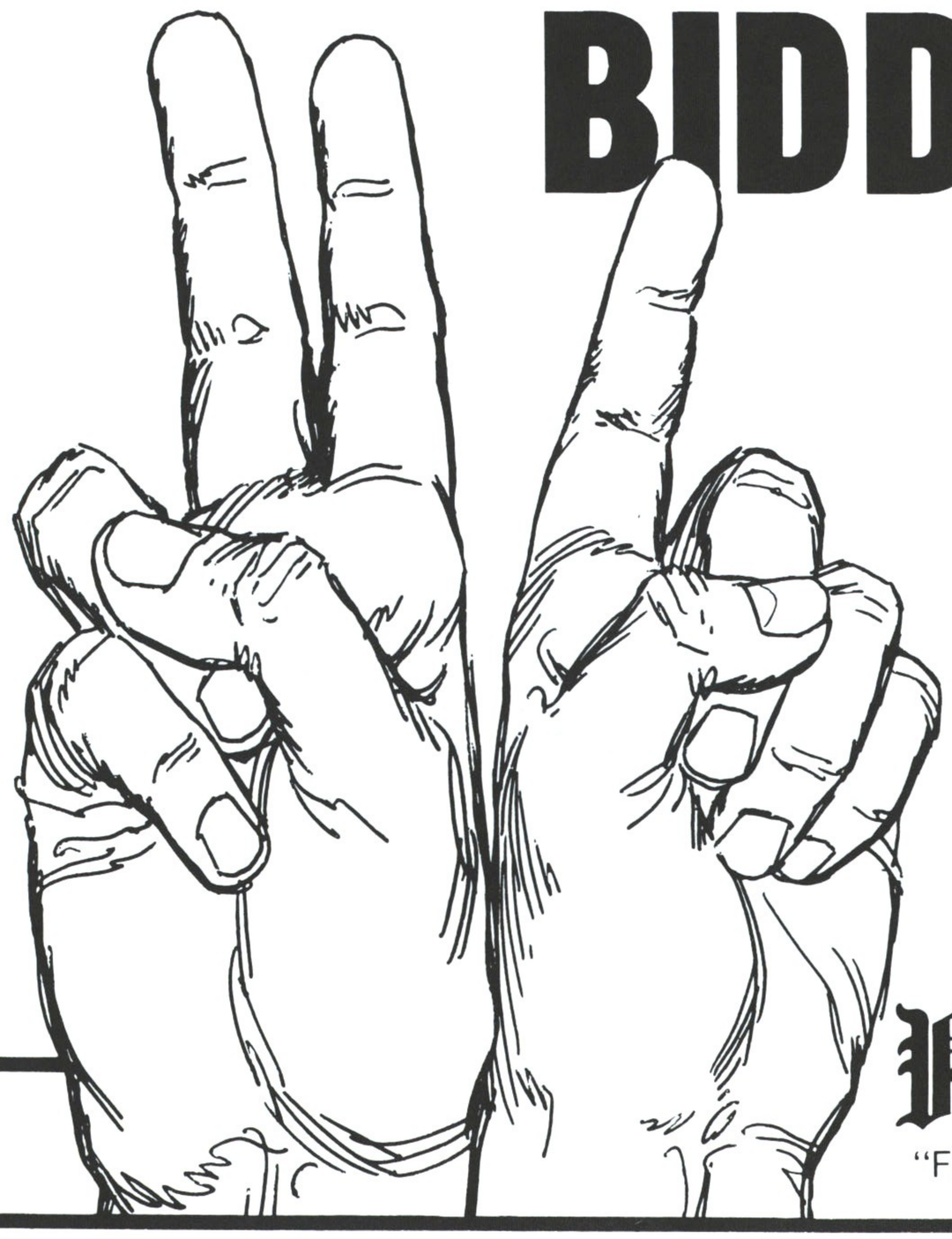
Glenda McCarter Johnson, President
Auxiliary to the NAA
Sevierville, Tennessee

Dear Auxiliary members:

I know that most of you involved in the auction business are only familiar with the use of buyer numbers at your sales. I believe it is the method usually taught by the auction schools. I certainly see a lot of paraphernalia at the conventions to assist in the use of the number systems — from pigeon hole filing boards to computers — so I believe that it is the most prevalent system used at sales. I am familiar with the number system because we have used numbers at outside sales, and I have worked with buyer numbers at fun auctions.

But this is not the system that we use at our large consignment barn. We use floor cashiers. With audiences as large as ours, my mother and I both feel that the use of buyer numbers would be impossible.

Our business is housed in a 100 year old hop barn. Our stage is 20' x 120', and we can seat 300 plus standing room. Our average atendance is 3,000 and there are at least four total changes of our audi-



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ence in an evening. We didn't start at this size. Then, a good audience was 150, and we used the same system. It has worked well for us throughout our growth. We use cashiers on the floor collecting the money immediately from the customer as soon as an item is sold.

To take the system step by step, when an item is consigned into the auction a heavy duty, perforated tag is wired to the item. One side of this tag has the consignment and item number; the other side has the number at the top, blanks for price, tax and total in the middle, and a very brief description at the bottom. When it is that item's turn to be sold, the clerk enters the number and item into the sale catalogue. When the item is sold, simultaneously the clerk enters the price in the sales catalogue, as someone else writes the price on the right hand side of the tag and tears it off (we have never come

Continued page 49

An Invitation to Join . . .

The Auxiliary to the NAA MEMBERSHIP APPLICATION

Name _____

Address _____

City _____ State _____ Zip _____

Name of family member who is an auctioneer and member of the National Auctioneers Association:

_____

Do you work with his/her auction firm?

_____

Does your State Auctioneers Association have an auxiliary?

yes; _____ no. _____

If "yes", are you a member? _____; What offices have you held in your local auctioneers association?

_____

_____

Annual membership dues to the Auxiliary of the NAA are $5.00. Make check or money order payable to the Auxiliary to the NAA and send to Mrs. Pat Dunning, P.O. Box 866, Elgin, Illinois 60120.

Yes, I would like to join the Auxiliary to the National Auctioneers Association. I agree to abide by its By-Laws and to support its objectives.

Signed _____ Date _____

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up with a descriptive title for this person).

He in turn gives it to a floor cashier and informs him of the general location of the bidder. We use from 2 to 5 floor cashiers, male or female. The cashier locates the buyer, after computing the tax, collects the cash from the buyer and, takes it to the office where he enters the transaction into the cash journal. He turns the money over to the cashier and stamps the tickets paid, as she makes the change. He returns the paid ticket and change to the customer who uses the ticket to claim his merchandise from our doorman.

If the customer wants to use a check for payment, he must accompany the floor cashier back to the office. The floor cashier turns the ticket over to the cashier in the office. For many years my mother held down the office alone. As the business has grown so large, she usually has someone help her now.

There are two variations to this routine. If a customer plans on purchasing several items in one night and would like to pay for them with one check, he leaves a signed blank check at the office. Then, when the cashier brings him the ticket to collect the money, the customer signs the back of the ticket and all his tickets are kept at the office until he is through bidding.

The second variation is for wholesale customers who come regularly and purchase several items each time. The auctioneer, at his discretion, and with the agreement of the office manager cashier assigns initials to these customers, keeping this information in his head. At the time of the sale, the clerk enters the initials after the sale in the sale catalogue. The initials are written on the tag in place of the price, and the tag is not torn at this time. A record is kept on Moore multiple receipt forms taken from the sales catalogue, and the tags aren't torn until the merchandise is collected for removal.

This system has several advantages for our type of auction, which certainly lends itself to this kind of system. For the size of our crowd, to try and assign numbers to most everyone is mind boggling, and a lot of wasted time on those who didn't purchase anything that night. The records of a number system are nice if you send out any kind of mailing, but we don't advertise that way.

Nor do we make, or sell, catalogues for the sale. Our sale is set up in the same manner for the types of furniture every week. I feel that this consistency lends itself to our floor cashier system. Our customers usually know when the item they are interested in will go for sale, so they can arive just before it is up for bid. If they are late, they don't have to waste any time registering with our system.

There is also an advantage to the budget minded customer. By paying each time, he knows how much he has spent. Few people write their purchases down and total them as they go along. This system cuts down on the people who never show at the office to pay if they have changed their mind or have spent too much. Every week we get a large number of people who have never been to an auction before, and we feel this system is easier for them. Personally, I find the columns of this system easier to balance than the pieces of paper at a buyer number sale.

My father feels that the constant moving in the audience of cashiers and employees packing out paid furniture keeps the audience more alert to the auctioneer. He also feels that the employees are right there in case of any problems, such as drunks or unruly children.

A big advantage to the office with our system is that there aren't any long lines after the sale. So, if you have, or are thinking about, a consignment house that holds weekly sales, I would strongly suggest that you give consideration to our system. As I have said, I am familiar with both systems and I feel floor cashiers are best for our type of auction.

I hope that all of you are planning on attending our Las Vegas convention. There is always plenty to interest the auctioneer's family at convention, whether they are closely involved in the business or not. If you have any questions about our system I will be more than happy to answer them at the convention. See you in Las Vegas.

Roberta J. Abhold, Historian
Auxiliary to the NAA
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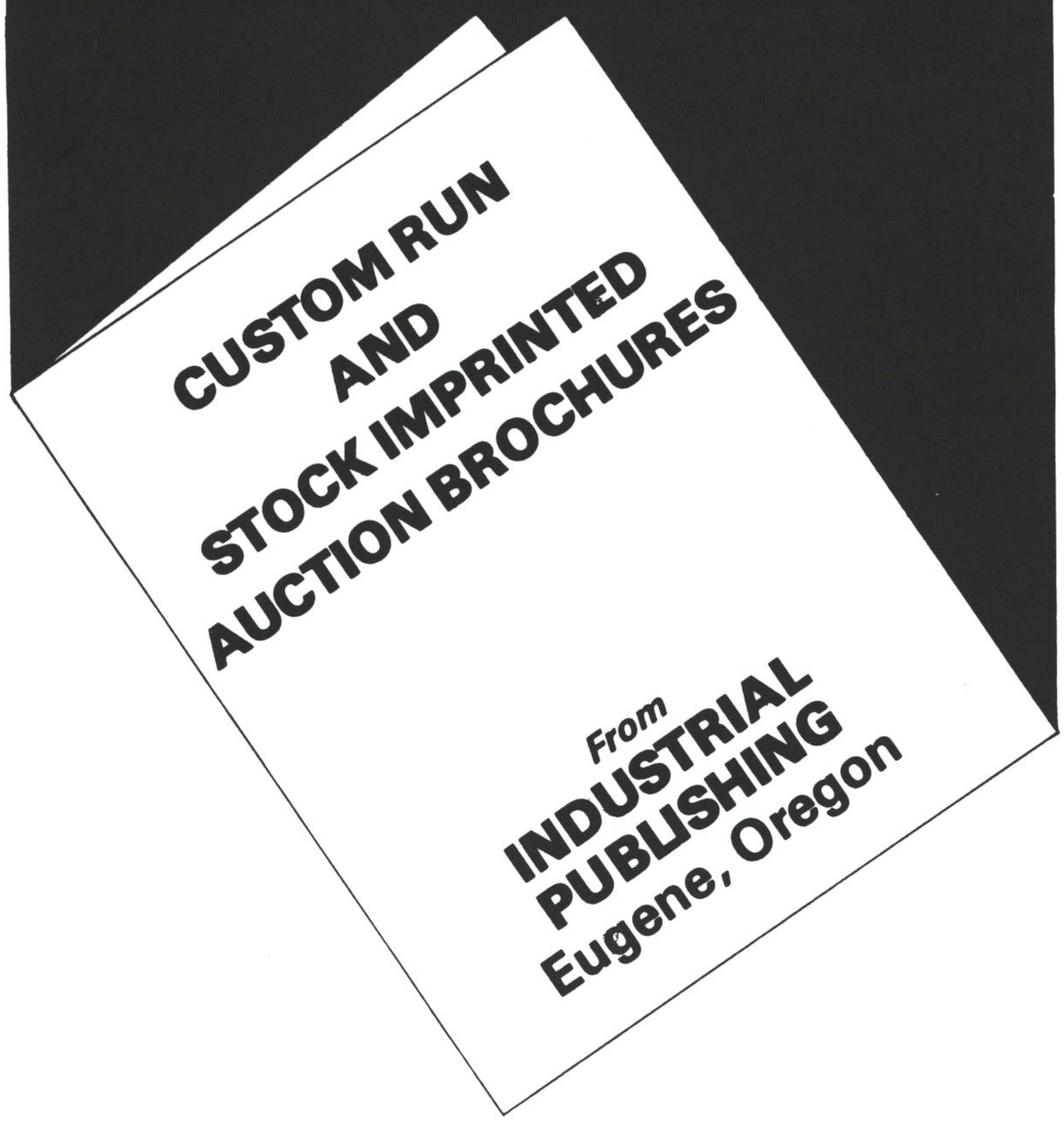
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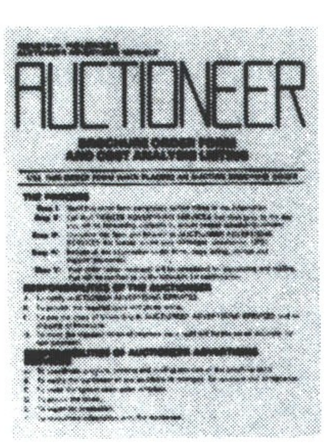
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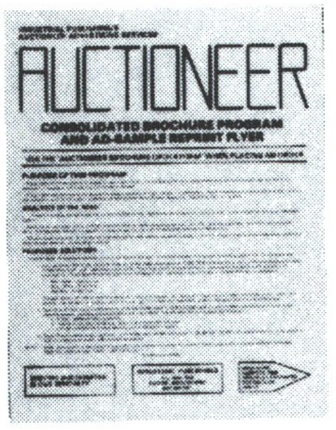
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Real Estate at Auction

Small business economic report

Two items in the April NEWSLETTER from the Committee on Small Business, U.S. House of Representatives, may provide a glimpse of the economic future, especially in the area of business and commercial real estate. As with other economic factors that directly influence small businesses, the availability of government financing and the increasing number of business failures are of particular importance to many auctioneers.

Urban economic forecast

The Reagan Administration's proposed reduction in the Subsidized Housing Program, the Rehabilitation Loan Fund (Section 312) and the Farmers Home Administration (FmHA), could have adverse affects on small firms that are engaged in the various building and construction trades i.e., plumbing and electrical.

For example, the 25% reduction in FmHA loan activity would decrease the number of new FmHA loans in 1982 to an estimated 145,606 from the Carter budget estimated total of 181,400 loans. In the Section 312 Rehabilitation and Subsidized Housing Program, the President recommended a reduction of 50,000 units in 1981 and 85,000 units in 1982, placing additional burdens on the housing construction industry. In the construction industry, the most recent unemployment rate increased by 11% over last year. The national overall unemployment rate at the end of February averaged 7.3% compared to 6.8% last year.

The proposal to eliminate the Economic Development Administration would have a substantial impact on a variety of small businesses. Approximately 150 loans per year are presently made to small firms. The average size loan is $600,000. One job is created for every $20,000.

The Administration's economic recovery program is based on the assumption that private sector investment will offset the reduction in federal spending. In the absence of the estimated levels of savings and investment, unemployment will increase dramatically.

Interest rates

Real interest rates have been high for the past 18 months and are expected to remain high through 1982 if the Federal Reserve Board continues present policies.

Small businesses (and the consumers upon which many small businesses depend for their livelihood) usually pay the prime rate plus several points on loans. The prime rate has historically hovered 1 to 2½ points above the rate of inflation. This means that small businesses pay real interest rates of three to five per cent — the nominal rate minus the rate of inflation.

Since mid-1979, however, the prime rate has moved up to four to six points above the rate of inflation. Hence, small businesses are paying real interest rates of seven to ten per cent — at least double the historical rate.

Currently, (as of this report, April 1981) the prime rate is at 17%. Many small businesses are now paying interest rates of 20% and above. The impact on incorporated businesses of high interest rates is reflected in the increased number of business failures. Non-incorporated businesses are included in these statistics.

Number of recent business failures

1978	1979	1980	1981
6,619	7,564	11,700	14,500 (estimated)

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Antiques at Auction

Antiques & Americana . . .

Collecting slag glass

By George Michael
NAA member auctioneer
Merrimack, New Hampshire

I title this article "Slag glass", perhaps incorrectly since it was not always known by that name. In her book VICTORIAN GLASS, Ruth Webb Lee identifies it as mosaic or purple marble glass. I picture such a piece which is various shades of purple intermingled with white. The inspiration seems to have come from waste pieces and sherds of other production. Mrs. Lee says most of it was made in this country by Challinor, Taylor and Co., of Tarentum, Pennsylvania. I have seen pieces from England, with the impressed diamond mark dating it like the china from between 1842 and 1884. The English pieces are darker than the American.

Tableware was made so that one might set a complete service. The rarities are: pickle jars, riding boots with spurs, made to hold matches; oval platters and goblets. Most goblets are fluted. Flat sided spooners and creamers would be American.

The colors are made by adding various metallic oxides to the glass metal. The glass was drawn out so it would have the slag or marbled look. Practically all the pieces found will be pressed, since this was very inexpensive production glass — quite easy to make. However, it did not sell well, so the scarcity has helped the demand today.

One must be aware that slag or purple marble glass is being reproduced extensively today. Almost every gift shop has some on its shelves. There is no question that this has affected the value of the old, and has turned off many would-be collectors.

Since most of the old has been kept as show pieces in china cupboards, they will not show much signs of wear, so telling the old from the new can be tricky. Look for whatever wear, especially on the bottom rim, that might show. However, quality of metal and shine is good on both the original and the reproduction. My advice to many would-be collectors is to collect something else.

Questions/Answers

From Greensboro, North Carolina — I have exhausted all sources but can't find information relating to a vase which is marked "USNA," a winged



Slag glass vase.

dragon and "Goodwin". Any information would be helpful.

Answer — How about the Goodwin Pottery Company, East Liverpool, Ohio? They made decorative wares as well as restaurant china and granite ware. The pottery was founded in 1844. Dragon and name were used as mark.

From Scotia, New York — About 17 years ago an elderly acquaintance sold me a pair of hurricane lamps. They are about 18½" tall, molded inside the base is "VALLERYSTHAL," not Vallerys AH 1. This is a mystery to me. Is this simply mis-marked Vallerystahl, or an attempt to cash in on their reputation.

Answer — I do not understand your concern. Ruth Webb Lee lists the first spelling and I would assume it is accurate. She states that perhaps it is the oldest glass concern in Europe going back to 1469. It lasted until World War II. Much of its glass resembles that made at Sandwich.

From Salt Lake City, Utah — We have an umbrella holder in pottery, stamped, "Stockton, California, Rekston". Can you tell us about this company?

Answer — This is a pottery started late in the last century. It made art pottery such as you have. It was called originally, the Stockton Terra Cotta Company. It is no longer in existence.

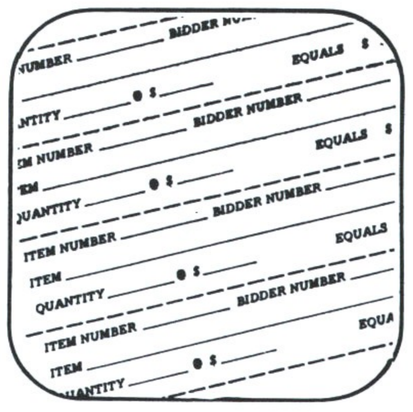
Recent publication

THE OLD HOUSE JOURNAL COMPENDIUM, editors, Clem Labine and Carolyn Flaherty, $19.95, Overlook Press, 625 Madison Ave., New York, NY 10022. If you are buying an old house to restore, this book is for you. It has 800 illustrations making it the best reference on restoration and maintenance techniques. If you have to correct a sagging floor or leaking chimney, this book will tell you how, along with the do's and don'ts for every part of the home.



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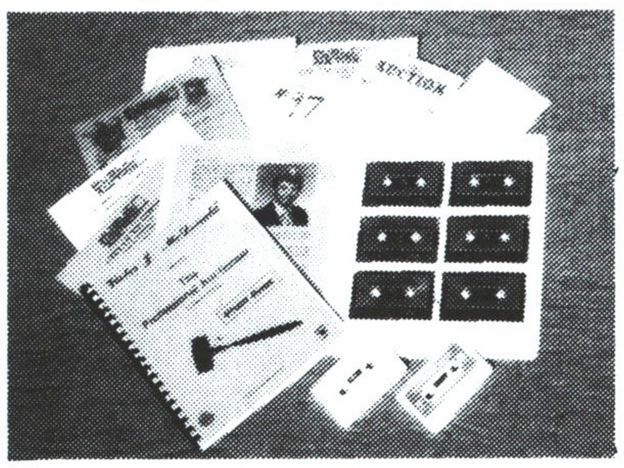
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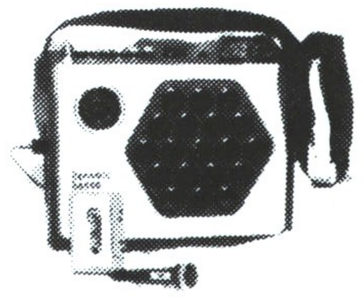
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Livestock at Auction

"Reshaping our attitude" key to livestock profits, LMA's Sanders says

Green Forest, Arkansas — "Reshaping our attitude toward the business we're in" is a key to restoring long-term profitability to the livestock industry, marketing leader C. T. "Tad" Sanders said here April 27.

Sanders, the general manager of the Kansas City-based Livestock Marketing Association, told the 8th Annual "Super Cow Clinic" that the livestock industry must realize that it produces a merchandisable product, "not a commodity that's simply bought and sold."

Livestock producers must aggressively merchandise their product, not just sell it in the most convenient or traditional way, he said.

Noting that few producers spend much of their time "researching more profitable approaches to marketing," Sanders said, "That's a shame, because marketing is far more than the job of getting rid of an item once it is produced."

And, he continued, **"We are a marketing, not a manufacturing industry. Production, breeding, feeding — whatever you call it, they are nothing more than a means to an end.** They are useful only for producing something to merchandise, at a profit for everyone involved."

Stressing the interdependence of all sectors of the livestock industry, Sanders said, **"One segment of this industry can't be sick without all of us being sick. Every producer that figures into the future of this business knows that both ends and everybody in the middle have to prosper."**

When the various segments of the industry realize that "we are all links in the merchandising chain, we will be in a position to function as other industries have for years," he said.

When the marketing sector talks about merchandising, Sanders said, "We mean promoting the sale of, rather than simply 'selling,' or 'offering' for sale, or 'trading'. And when you successfully promote anything, you've got to involve yourself. You've got to apply your thought, time, effort and resources."

But, he said, "reshaping our attitude toward the business we're in . . . is the soundest road to restoring long-term profitability."

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

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I heartily recommend your course to anyone interested in learning how to auction real estate.

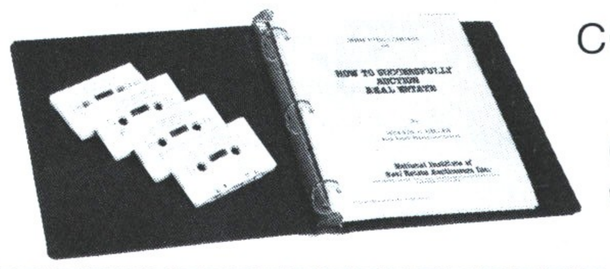
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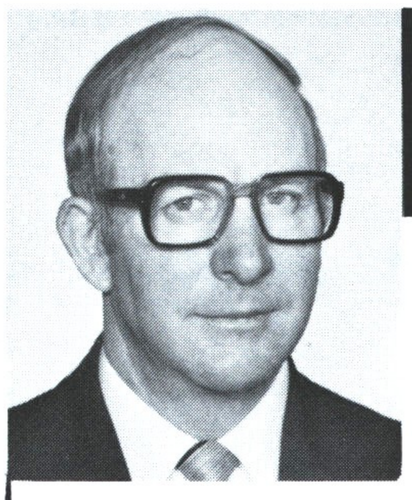
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State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
June 4-5	Wisconsin	Mead Inn, Wisconsin Rapids	Robert Massart
June 7-8	Georgia	Hilton, Atlanta	Ron Harris
June 12-14	South Dakota	Wrangler Motel, Mobridge	Jim Payne
June 12-13	**Texas**	Marriott Inn, Dallas	Charles Connour
June 14	Arizona	Point Resort, Phoenix	Fred Quick
June 14-15	Tennessee	Quality Inn South, Chattanooga	E. B. Fulkerson
June 27-28	Ohio	Marriott Inn North, Columbus	Byron Dilgard
July 29-August 1	**NAA Convention**	**Las Vegas Hilton, Las Vegas, Nevada**	
October 25-26	Iowa	Savory Hotel, Des Moines	Margaret H. Bloomer
November 1-2	New York		R. Thomas Jones
November 8-9	Illinois	Sheraton Inn, Galesburg	Ken Gravlin
November 15-16	Indiana	Marriott Inn, Indianapolis	Harry E. Buckles
November 16-17	Illinois (Seminar)	Ramada Inn, Rockford	Henry Hachmeister
February 12-14, 1982	North Dakota	Kirkwood Motor Inn, Bismarck	Roger Skifton
March 13-14	Kansas		Rex B. Newcom
April 17-18	Kentucky	Lure Lodge, Jamestown	Wilma Atherton
May 1-2	Missouri	Holiday Inn, Osage Beach	Doran H. Livingston

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

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



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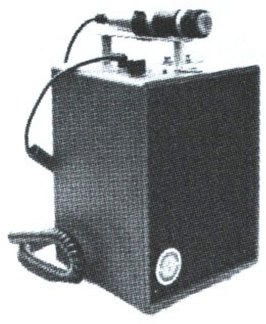
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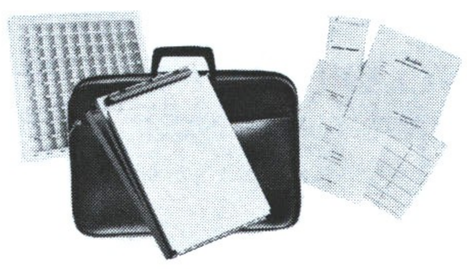


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State association reports

Iowa auctioneers meet

The Spring meeting of the Iowa Auctioneers Association was held on Sunday, April 26, and over 100 were in attendance at the West Lodge overlooking beautiful Lake Panorama. Registration began at 10 am, as did the General Board meeting.

Topics discussed by the IAA Board included: trying again to get a state license law through the legislature; incorporation of the organization, the newsletter to IAA members twice a year; regional IAA meetings; and an auctioneers' contest in the 1982 Iowa State Fair.

Iowa auctioneers and their families are making plans for the NAA Las Vegas convention in July. There was much discussion among the IAA membership about air fares to Las Vegas, the IAA breakfast at the convention, and items for the Fun Auction. While the IAA Board meeting was in progress, others were enjoying boat rides on Lake Panorama.

At 1 pm everyone gathered for an outside barbeque and to enjoy the beautiful weather. NAA president-elect Howard Buckles, himself an IAA member, spoke on behalf of the National Auctioneers Association. All returned to the West Lodge where the IAA Auxiliary held a meeting under the direction of president Kris Greentree, Decorah, Iowa.

Addressing the Iowa meeting was Audubon attorney Jim Richardson, speaking on the Bulk Sales Act, Uniform Commercial Code, and related topics. An open discussion followed.

Announcement was made of the Fall IAA convention to be held at the Savory Hotel in Des Moines, October 25-26. A program is already being planned for the Fall meeting.

MSAA holds January annual convention

The Minnesota State Auctioneers Association held its annual convention, January 19-21, with an all day seminar on January 22. The opening evening found MSAA auctioneers and families enjoying a moonlight, horsedrawn sleighride. The MSAA Ladies Auxiliary sponsored a basket social, earning $400 for their treasury.

Tuesday, January 20, began with an auctioneers' discussion session followed by a slide review of the past year's events — including the MSAA summer picnic, Ladies Auxiliary Benefit Auction, CAI session, and NAA convention. The day was filled with further discussions on antique glassware and



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MSAA PRESIDENT Steve Reinhardt, left, congratulates MSAA president-elect Don Fitzner. Former NAA director, William Gaule, right, instructed the MSAA convention in January.

reproduction, real estate and Minnesota law, plus an advertising workshop and banquet speaker. The MSAA convention fun auction broke all previous records, with a total just under $3,000.

The following morning began with an auction listings workshop, and presentations on livestock judging, antique furniture, commercial and industrial auctions, lunch service at the auction, collector guns, pocket watches, and photography. The day concluded with the MSAA business meeting, followed by the president's banquet with guest speaker, former NAA director William L. Gaule.

NAA director Bob Musser instructed on bid calling at the MSAA seminar the following day with auctioneer Gaule instructing the real estate seminar session.

KAA names Switzer to Hall of Fame

NAA/KAA member Charles Switzer, Cythiana, Kentucky, was chosen for the Kentucky Auctioneers Association "Hall of Fame" at the annual KAA convention in Owensboro, April 5-6. Auctioneer Switzer has been active in the auction profession for 17 years, in the real estate business for 21 years.

Charles Switzer is a nine-year member of the Kentucky Board of Auctioneers and was chairman of the board five times. He is also a past president of the Kentucky Auctioneers Association.

Almost every energy-related innovation of the past century has come from small business — for example, the air conditioner, the gasoline engine, the electric light, the electric auto, and petroleum cracking.

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

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Education and contests at NDAA convention

The North Dakota Auctioneers Association held its annual meeting in February, staging contests, electing officers and participating in a convention seminar by NAA director Rex Newcom, CAI.

The NDAA meeting in Bismarck, was attended by 115 auctioneers and family members, with NDAA auctioneers electing the following officers: president Cliff Orr, vice president Dick Keil, secretary-treasurer Roger Skifton, and directors Jean Ann Helgass, Dennis Bengtson, Bill Vanvig, Wilbert Kroh, Bob Osendorf and Sid Stomme.

At each NDAA annual convention, a Livestock and Merchandise Champion Auctioneer are picked. This year's winners were Bennie Schmidt as the Livestock Champion, and Bud Rice as the Merchandise Champion.

The North Dakota Auctioneers Association will hold its summer picnic July 11-12, in Medora.







NDAA CONVENTION elected Cliff Orr, above and clockwise, as Association president, with Bennie Schmidt and Bud Rice winning the auctioneering contests.

State association officers, updated information

As it is 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 May issue of THE AUCTIONEER.

Kansas Auctioneers Association — President: Earl M. Brown, P.O. Box 68, Junction City 66441. Secretary: Rex B. Newcom, 215 S. Main, Whitewater 67154, phone 316-799-2278.

Kentucky Auctioneers Association — President: Ray Humfleet, London 40741. Executive Director: Wilma Atherton, Box 148, Hodgenville 42748, phone 502-674-5659. Secretary: Edward Maupin, 226 N. 3rd, Bardstown 40004.

Massachusetts State Auctioneers Association — President: James Torteson, 10 Hope Avenue, Oxford 01540. Secretary: Phillip O. Davis, 128 North St., Foxboro 02035, phone 617-543-7170.

Missouri State Auctioneers Association — President: Brent Voorheis, Rt. 1, Harrisburg 65256. Secretary: Doran H. Livingston, Rt. 1 Box 21-A, Willard 65781, phone 417-742-2568.

Nebraska Auctioneers Association — President: Dean Schow, Rt. 1, Paxton 69155. Secretary: Randy Ruhter, P.O. Box 40, Prosser 68868.

North Dakota Auctioneers Association, Inc. —President: Cliff Orr, Ypsilanti 58497, phone 701-235-2155. Secretary-treasurer: Roger Skifton, Manfred 58465, phone 701-324-2995.

South Carolina Auctioneers Association — President: Jimmy Blocker, P.O. Box 484, Walterboro 29488, phone 844-2770. Secretary: Jack E. Richardson, P.O. Box 795, Darlington 29532.

Virginia Auctioneers Association — President: Stephen Sheets, 15 South Jefferson Street, Roanoke 24011. Secretary-treasurer: Jeanette Desper, Rt. 1 Box 86, Swoope 24479.



NORTH DAKOTA PROCLAIMS National Auctioneers Week. Standing around Governor Allen I. Olson, at the March 30 signing from left, Mark Adams, Bennie Schmidt, Bob Penfield, NDAA president Cliff Orr, Valeria Orr, and Kay Aldinger.

An American stepped into a bar in West Berlin and ordered a "dry martini". The waitress brought him three.

"How come I get three?" he asked.

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In Memoriam . . .

EDGAR A. CAMFIELD

The NAA office was notified of the death of member Edgar Camfield, April 3, 1981, at the age of 73. Mr. Camfield was also a member of the Nebraska Auctioneers Association, and former president of the North Plate, Nebraska, Board of Realtors.

Edgar Camfield was born in Rochester, Kentucky, and moved to North Platte in 1947. He operated his own real estate and auction business for over 30 years, holding auction licenses in several states.

Mr. Camfield is survived by his wife Barbara, step-daughter Betty, and step-son Bob Isabell, a North Platte auctioneer. Son John Camfield is a former Nebraska auctioneer, and another son, James Camfield, has a real estate and auction business in Nashville, Tennessee.

E. C. "EARNIE" WELLER

Longtime NAA member Earnie Weller, Atkinson, Nebraska, died at the age of 81 in March. He had come to Atkinson in 1931, and with the help of local businessmen, raised enough cash to get started in the livestock auction business. Auctioneer Weller was also successful in other areas, and had accumulated a fortune in farm properties and investments.

In 1979, Mr. and Mrs. Weller established the Weller Foundation, for scholarships and grants to needy students who continue their education in the trades and occupations at Nebraska technical colleges. Earnie Weller described the Foundation as an effort to repay "the parents and grandparents and great grandparents of scholarship winners for what they did for us." Mr. Weller is survived by his wife, Frances, of Atkinson.

Appraisers to meet at Waldorf-Astoria in July

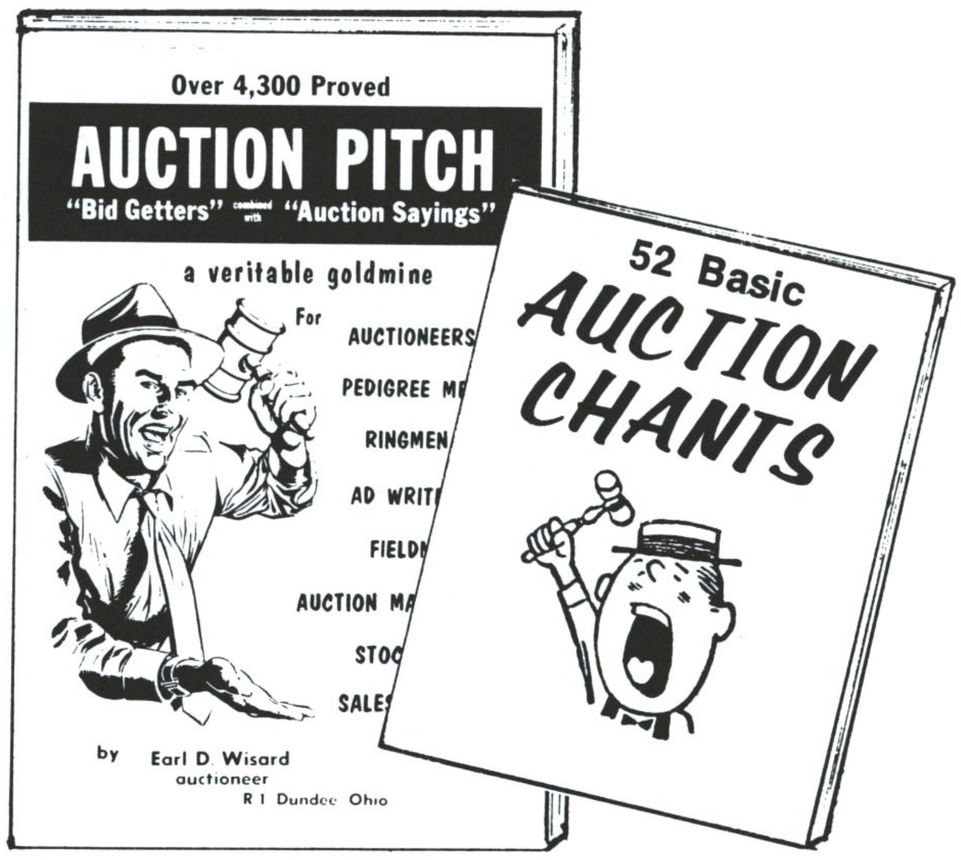
The International Society of Appraisers announces that plans are being finalized for what has been described as "the largest and most important gathering of professional personal property appraisers ever." Personal property is defined as: anything other than land and buildings.

ISA's Mid-Year Conference will be held in New York City on July 17, 18, 19, and 20 at the Waldorf-Astoria Hotel.

The seminar-type sessions will feature, as speakers and panelists, 50-60 of the leading appraisers in America. ISA welcomes anyone who is presently involved in appraising personal property to attend. There will be three sessions running concurrently throughout the program, with major emphasis placed on antiques, jewelry, and appraisal methodology.

The International Society of Appraisers is an internationally recognized group of over 800 professional, personal property appraisers who recognize and encourage specialization in over 50 areas of expertise. For further information write: International Society of Appraisers, Chicago Headquarters, P.O. Box 95609, Hoffman Estates, IL 60195, or call (312) 882-0706 or 885-2480.

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Some 400 bidders were stunned when a small, tin, "Madison & 4th Ave. Astor House" trolley car sold for $880, during a public auction of 18th and 19th century collectibles, by NAA member **Robert H. Glass,** Central Village, Connecticut. The April 9 auction was a Thursday evening feature of Glass's National Auctioneers Week commemoration.

The collectibles auction followed an "American Heritage Day" open house at the Glass auction gallery on the preceding day. Many community leaders from business, industry, labor, and education, as well as numerous auction-goers from the northeastern Connecticut area attended the open house to honor National Auctioneers Week. Over 350 people came to inspect the collectibles, enjoy refreshments and a huge National Auctioners Association cake. The public also received free verbal appraisals of individual items brought to the Glass auction gallery. Both Robert H. and wife Barbara Glass offered the gratis appraisals.

Other highlights of the Thursday evening auction included: a cheese strainer basket, $525; a small grained blanket chest, $500; and a wall-papered square hatbox brought $320. Over 800 collectibles were sold during the auction.

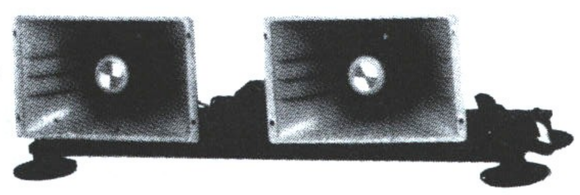


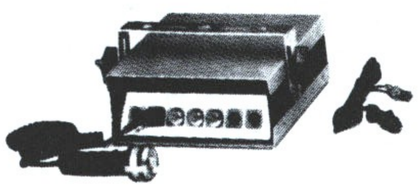
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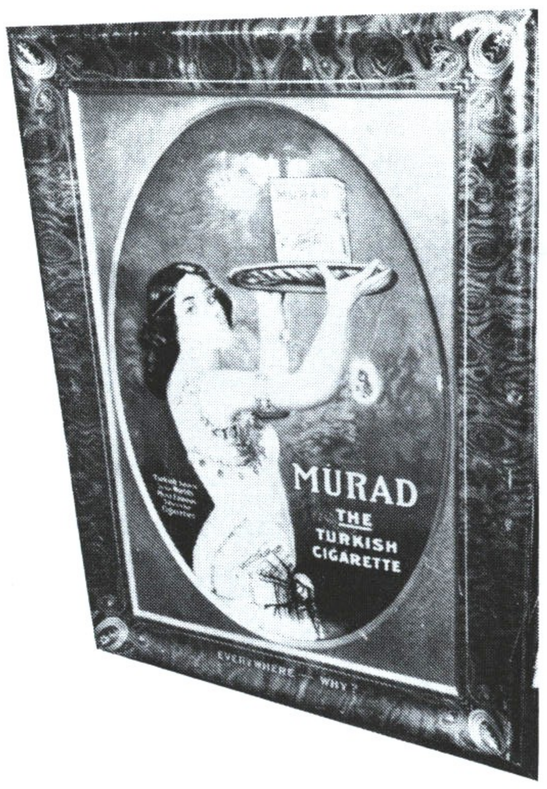
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NATIONAL AUCTIONEERS WEEK OBSERVANCE called "American Heritage Day" at Glass Auction Gallery. Opposite page, Barbara and Robert H. Glass gave free verbal appraisals. Right, tin "Murad" sign sold for $310.



National Auctioneers Week, special events calendar . . . To honor The Week in Eau Claire, Michigan, NAA member **John M. Glassman** included an Auctioneers Week invitation with his Auction Calendar in the newspaper want-ad section. As auctioneer Glassman described it, "farm auctions have been selling well in this area and the demand for real estate has been excellent.

"In our rural way, we had a wonderful time with National Auctioneers Week — getting proclamations, giving out special invitations to attend an auction, and giving away apples during Auctioneer Week." One of the proclamations mentioned above was for Berrien County, Michigan, signed by the chairman of the Berrien County Board of Commissioners.

Movie memorabilia sold well . . . What did Judy Garland, Errol Flynn, Charlie Chaplin, Bogart, Flash Gordon, and Clark Gable have in common? They all were gathered together (in a way) at a Movie Memorabilia Auction held March 15. The auction was held on a lovely 6.4 acre estate in Tarzana, California. The gala, by-invitation-only, affair attracted 225 people. Conducting the sale was NAA member auctioneer **Robert Harelson.**

Top prices for the movie auction items included: $180 for the movie poster, "Woman of the Year" with Tracy and Hepburn; $200 for a Clark Gable autographed document; $60 for a cut-out from the pressbook of "King Kong"; and $325 for a complete set of theatre lobby cards for "Hellcats of the Navy" starring Ronald Reagan and Nancy Davis.

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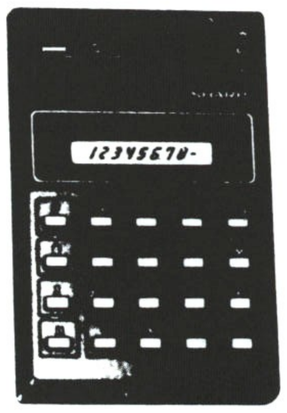
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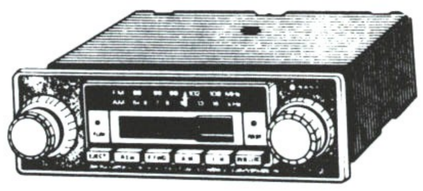
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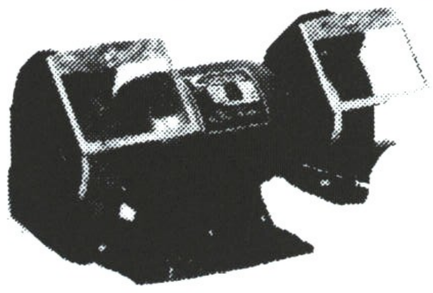
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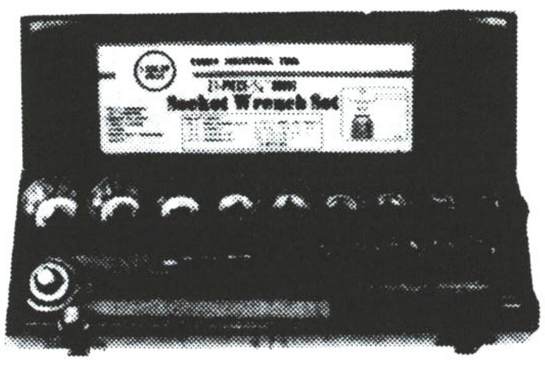
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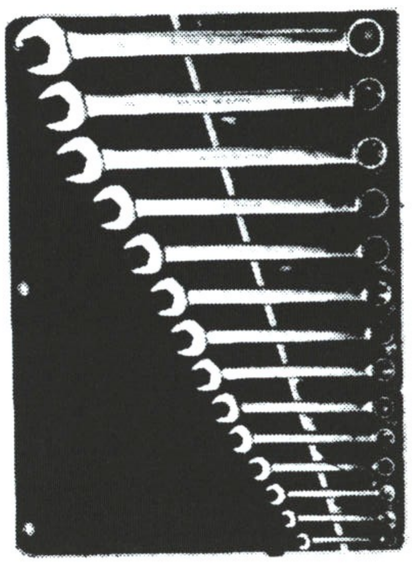
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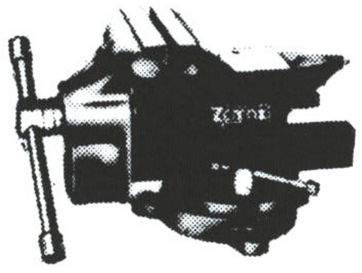
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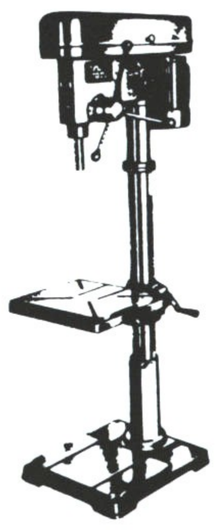
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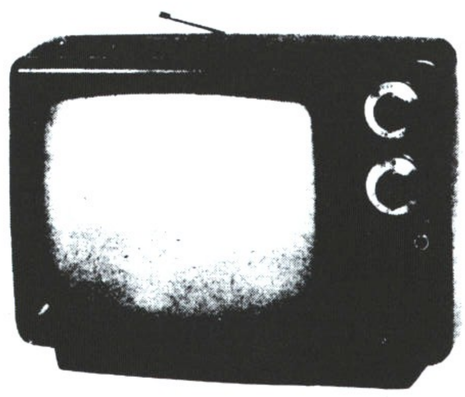


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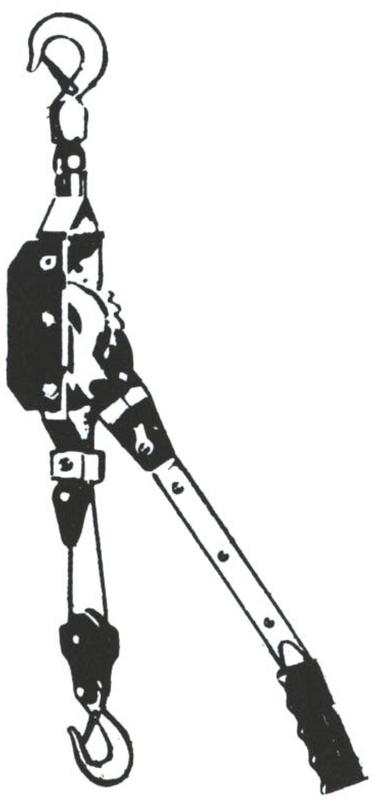




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Wichita doll auction . . . A beautiful collection of antique bisque and china dolls, plus modern collectible dolls — more than 150 altogether — were sold at a Wichita, Kansas, auction in April. NAA member **John Woody,** Douglass, Kansas, was the auctioneer for the afternoon sale. If the dolls weren't enough to warrant the large crowd on hand, a variety of other items also sold well — Rose tapestry, art glass, handpainted china, doll related items, and other antiques.

Highlghts of the sale included: a 42" Simon Halbig bisque, $1900; a 27" blond doll, marked "Germany Heinrich Handwerck Simon and Halbig 5½", $750; and a 31" doll marked "109-15 Dep Germany Handwerck 6" brought $675.

Among the doll related items and toys at the Woody auction was a wicker buggy with umbrella, a wicker three-wheel pull stroller, and a plush horse on wheels. Antiques included a seven-foot, handcrafted grandfather clock by Amish craftsmen, selling for $600.





DOLLS AT AUCTION, in Wichita, Kansas, by NAA member John Woody. From left, 42", Simon & Halbig bisque doll sold for $1900, vinyl Shirley Temple, $150, composition Kewpie, $120, and Buddy Lee advertising doll, $110.

A salesman driving through the Midwest got stuck in the mud. He walked to the nearest farmhouse and the farmer brought a horse, hitched him to the car and out it came.

"Good boy!" the salesman said.

In a low gutteral but distinctive voice, the horse said, "Thanks, but I wasn't always a work horse. I won 10 races when I was a 3-year old."

"Good grief!" the salesman said, "A talking horse!" He turned to the farmer, "What'll you take for him?"

"I couldn't sell him to you, Mister," the farmer replied. "He's an out-and-out liar. He never won a race in his life."



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

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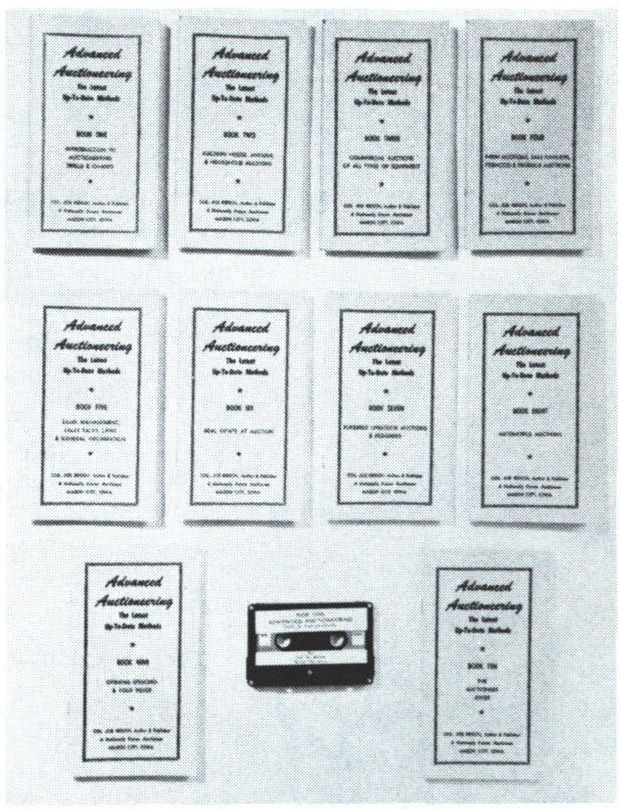
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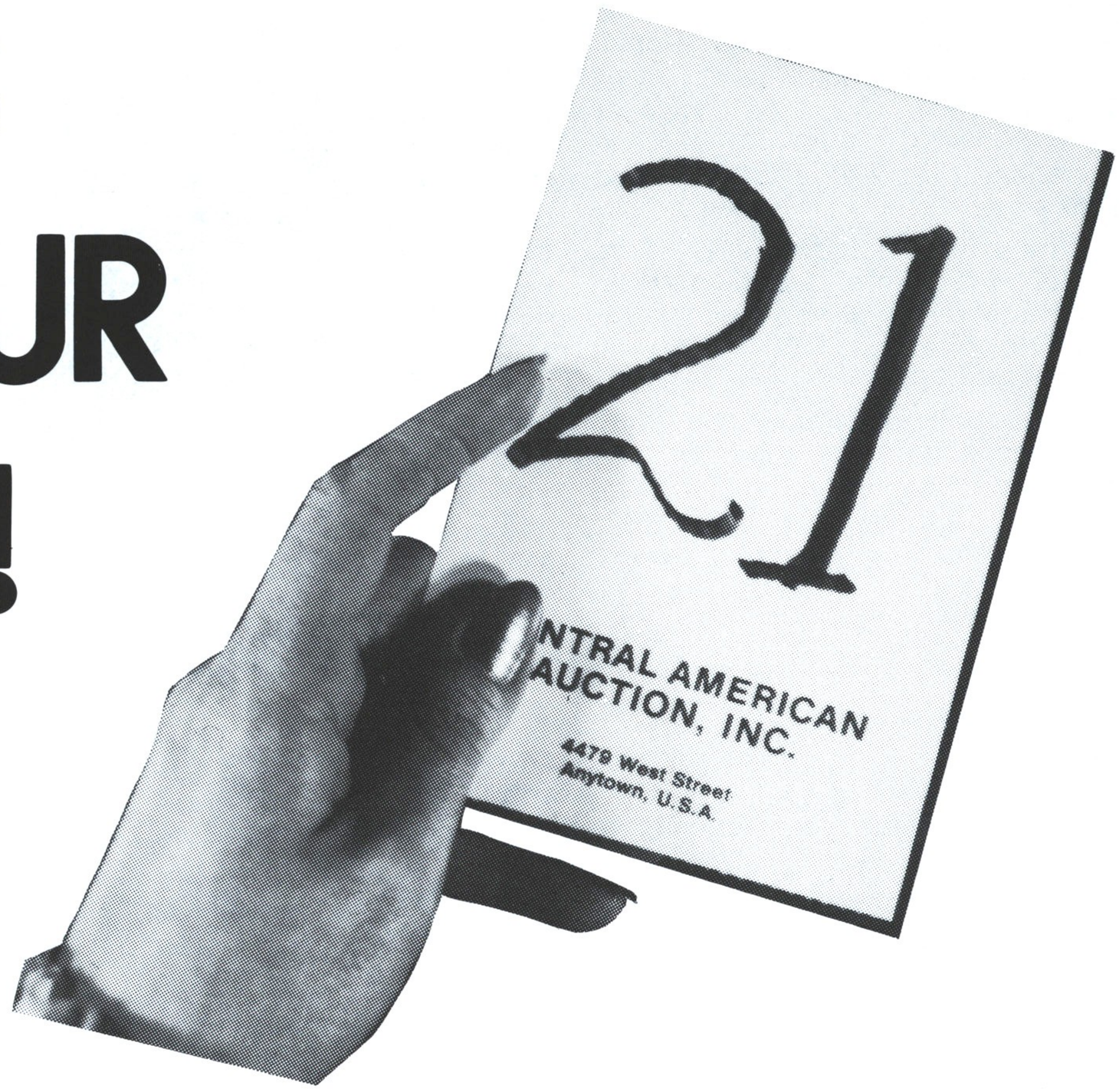
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Spotlight on NAA auctioneers

Auctioneering . . . a matter of trust

The above quoted headline speaks well of the auctioneers featured in a March, Gardner, Kansas, newspaper article. Two of those auctioneers were NAA members **L. H. "Bing" Carter** and **Jerry Stricker.** The article gave the business and personal backgrounds of the auctioneers, Carter having been in the auction business since 1952. Auctioneer Stricker has, since 1970, operated an auction house in Gardner which employs twelve to fourteen people, with regular Monday night auctions.

As the two NAA members discussed the auction business for the Gardner PROGRESS EDITION, these quotes were significant.

"Everyone knows you when you are an auctioneer. It gives you a sense of pride that you have developed people's trust in your ability and service. And it's a great feeling having people remember you over the years."

Bing Carter

" 'You bring it, we sell it' is my company slogan. And things are selling the best ever right now (March 1981). In the past, people from Canada have planned their vacations around my auctions, and I've had bids telephoned in from as far away as Hawaii."

Jerry Stricker

NAA auctioneer Bing Carter usually conducts 100-115 sales per year, including real estate, commercial and farm properties, plus antiques and livestock. Auctioneer Stricker's auction house holds a sale each Monday night, good or bad weather. The company also does auctions on location for farm and estate sales.

Both men are also members of the Kansas Auctioneers Association.

Scholar finalist is NAA member's son

The U.S. Department of Education and the Commission on Presidential Scholars announced in March the names of the 1981 finalists in the Presidential Scholars Program, which annually identifies the most distinguished and accomplished graduating high school seniors in the nation.

Jeffrey Donahoe, son of of NAA member and Mrs. **Joseph Donahoe,** Darlington, Wisconsin, is one of the 1,000 outstanding American students to become a finalist in this program from among more than three million seniors to graduate from high school this year.

Finalists who become Presidential Scholars will be invited to Washington, D.C., where they will be honored by their elected representatives, and prominent educators. Selection is based on numerous factors in addition to academic excellence. The independent judgement of the members of the Commission on Presidential Scholars, with the concurrence of the President of the United States, determines final selection.

Pamela Moore-Epstein marks 20th

Auctioneer, speaker and lecturer, NAA member **Pamela Moore-Epstein,** Liberty, New York, celebrated 20 years in the auction business this April. The celebration took place, of course, at an auction, complete with huge double layer cake and spirited bidding. British born Mrs. Moore-Epstein looked back on her career for THE AUCTIONEER.

"It is an honor to have been in our profession for such a long time — a full time business that has enabled me, even when widowed twice, to raise two girls and put them through college.

"I have never been sorry that I became an auctioneer.

"Yes, there was and still is prejudice, even with so called 'women's liberation'. I think it is up to the individual woman to rise above any problems caused by prejudice. One way to overcome difficulties is to run honest auction sales, because *it is the public who decides* which sales are best, and who they want to hear and buy from.

"I truly thank those first auctioneers whom I heard cry a sale. While I thought to myself, 'I can do that', it was a long hard struggle, but well worth it."

Pamela Moore-Epstein has appeared on both British and American television and radio, and travels much of the Eastern Seaboard delivering lectures. She is listed in the "World's Who's Who of Women", and is an award winning platform speaker.

Pamela's husband of 10 years, Lawrence Epstein, is a full-time court reporter for the New York Supreme Court, and according to his auctioneer wife, is the world's best part-time auction clerk.

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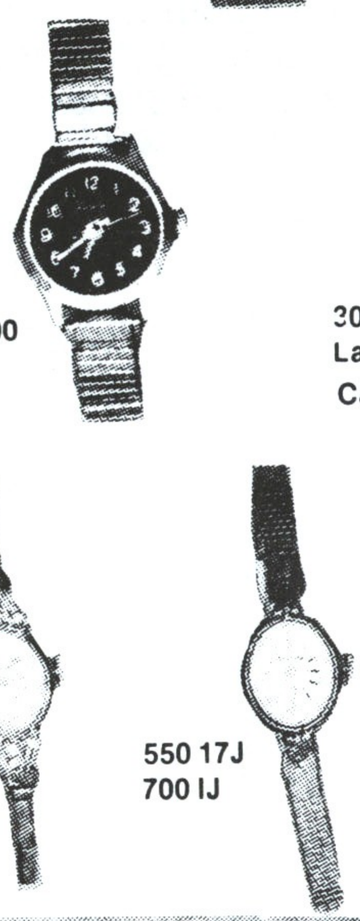
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Men's
Rhinestone



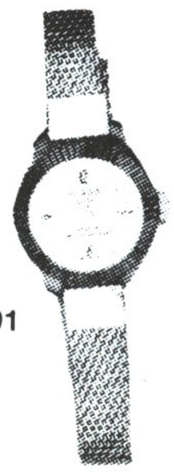
560 17J
300 IJ
Nurses



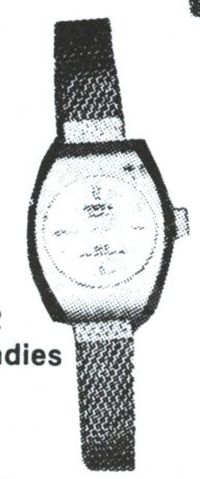
100



302
Ladies
Cal.



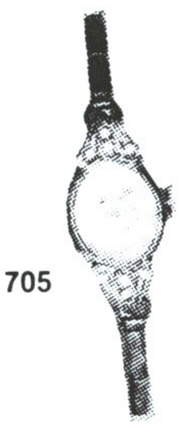
91



92
Ladies



93
Rhinestone



705

550 17J
700 IJ



505
17J Cal.
500 17J
No Cal.

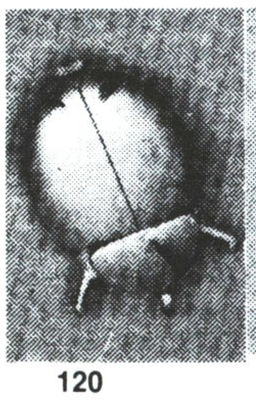


75
World
Timer





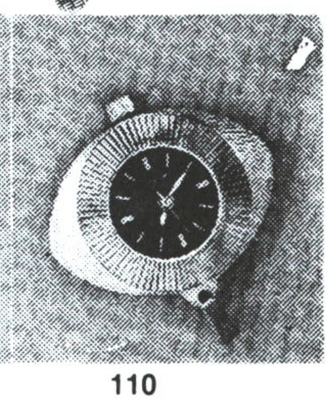
Ladies-Mens
LCD



120



210 17J



206 IJ

110



220 17J



230 IJ



Assorted Characters



Wake up to the SOUND OF MUSIC



THE WATCH
THAT HAS
EVERYTHING!

★ Hours, minutes, seconds.
★ Month, date, day of week.
★ Back-up light for nite-time viewing.
★ 24 Hour automatic alarm, no resetting necessary with 5 minute snooze.
★ Wake up to the sound of a pleasant song.

MENS

LADIES

Check for our

Weekly Close-outs

Dealers Inquiries Welcome

WAGNER WATCH CO.

Area 212/ 695-7962

8 West 37th Street, New York City, New York, 10018

AUCTIONEER advertising rates to increase

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

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

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

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

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

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

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

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

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

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

1. As stated in the Advertising Rate Schedule which appears on the last page of THE AUCTIONEER magazine, "the editor reserves the right to revise all rates quoted herein upon sixty (60) days written notice to holders of contracts. If a rate revision is made and not accepted, the advertiser may cancel the contract."

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

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

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

Realize Your Dream To Be An Auctioneer

We teach down-to-earth auction methods anyone can learn. We give much personal attention to help you develop a pleasing chant.

(We also handle the Voice Projector public address line. See the full page Lectrosonics ad elsewhere in this issue.)

COL. ROBERT S. MILLER
MEMBER

INDIANA COLLEGE OF AUCTIONEERING

8846 Holliday Drive, Indianapolis, IN 46260
317-844-1088

It's time to diet when you nod one chin and two others second the motion.

"Are you marrying him for his money?"

"Not necessarily but it's good to know there'll be something about him I'll always like."

DON'T MISS SHELDON CORD'S $2,000,000 SUPER DEALER SALE

BRING YOUR TRUCK OR CAR AND A BUNDLE OF CASH. WE WILL BEAT ANYONE'S PRICE!

• UNBEATABLE PRICES • UNBEATABLE VALUES
CASH & CARRY CASH & CARRY

FLEA MARKET SPECIAL
ASS'T JEWELRY - EARRINGS AND NECKLACES, etc.
DOZ. $3.00

IN-DASH AM/FM Cassette Car stereo Deluxe Model Ea. $34.95

ULTRA SLIM - THIN LCD Credit Card Style CALCULATOR EA. $7.50

MEN'S WORK GLOVES DOZ. $5.00

40-PC Combination 1/4" and 3/8" Socket Wrench Set in Metal Display Case Set $6.00

Deluxe Men's Ultra Thin L.C.D. Electronic Quartz Watch Ea. $8.00

3-PIECE FLEXIBLE RATCHET SET PER SET $8.90

DISPOSABLE Carded Butane Lighter Gross $40.00

Adults Novelty X-Rated T-T-F Watch Ea. $6.75

11-Pc. Box & Open-End Wrench Ea. $8.50

21-Pc. 1/4" and 3/8" Socket Wrench Set in Display Case Set $5.00

Deluxe 8-Track Car Stereo or Cassette Ea. $16.50

MIRROR SUNGLASSES Doz. $11.50
SMOKE LENS SUNGLASSES Doz. $10.80
SUN SENSOR TYPE SUNGLASSES Doz. $17.00

7 pc. Deluxe Heavy Duty Copper Clad Cookware Set $11.95

LADIES' Deluxe L. C. D. Quartz Watch Ea. $9.00

ORDER DIRECT FROM THIS AD — SEND CASHIER'S check, money order or certified check for immediate 24-hour service. **SORRY, NO PERSONAL CHECKS.** Best in prices-service-quality. Minimum order accepted $50. Servicing the wholesale trade for over 25 years. All merchandise shipped F.O.B. Chicago. All merchandise is brand new and comes with a factory guarantee.

FOR ORDERS ONLY
CALL TOLL FREE
800-621-7999

ANTIQUES WANTED

WE BUY OLD INDIAN ARTIFACTS; BASKETS, NAVAJO RUGS, ETC. ALSO GOLD, SILVER, POCKET WATCHES, STERLING FLATWARE, GOLD RINGS, DIAMONDS, ORIENTAL RUGS AND FURNITURE.

BRING YOUR ANTIQUES TO US — WE PAY CASH ON THE SPOT.

WE WILL *BUY . SELL . TRADE*
Open Seven Days

WATCHES'n JEWELRY

MEN'S L.C.D. QUARTZ WATCH	Ea.	$ 8.00
Men's "Skin Diver" Watch with Calendar	Ea.	$ 7.50
Ladies' Nurses Watch with Band	Ea.	$ 6.50
Ladies' Date-O-Matic D&D Watches	Ea.	$ 10.00
Men's 17-Jewel Calendar Watch - Swiss	Ea.	$ 9.90
Ladies' BRILLIANT CUT - HAND SET 173 STONE WATCH	Ea.	$ 14.50
17-Jewel Hunting Case Pocket Watch	Ea.	$ 19.00
Men's Asst. Stone Watches	Ea.	$ 7.50
Ladies' HEART SHAPED WATCH	Ea.	$ 10.50
2-pc. Perfume Pen & Pencil Set	Doz.	$ 9.90
Butane Pen Lighter	Doz.	$ 48.00
Men's Wallets, Boxed	Doz.	$ 8.90
Trucker's Cowhide Wallet w/5 Compartments	Doz.	$ 36.00
21-Jewel Men's Calendar Watch	Ea.	$ 12.90
Boys' & Girls' Asst. Disney Characters Watch	Ea.	$ 6.90

APPLIANCES'n HOUSEWARES

7-Pc. Hard TEFLON-II Set - Asst'd colors	Set	$ 13.50
Musical Beer Stein - Large Size	Ea.	$ 6.90
19-pc. Decorated Handle - Regent, Sheffield English Cutlery Set, 1 yr. guarantee	Set	$ 6.50
Car Spotlite with Safety Reflector	Doz.	$ 24.00
32-Pc. Cook-N' Serve, Oven Proof	Set	$ 11.00
2-Pc. Deluxe Chef Master Knife Set	Ea.	$ 2.50
50-Pc. Stainless Steel Flatware	Set	$ 11.90
1500 Watt Dryer & Blower	Ea.	$ 7.25
6 Pc. Chef Master Knife Set	Set	$ 5.00

TOOLS

FOOT PUMP - Ideal Flea Market and Auction item	Ea.	**$4.50**
50 Ft. Drop Cords - All Copper Wire	Doz.	$ 30.00
100 Ft. Drop Cords - All Copper Wire	Doz.	$ 42.00
7-Pc. Screwdriver Set - Wood Handles	Per Set	$ 2.25
40-Pc. Tap & Die Set	Ea.	$ 9.75
4-Pc. Pipe Wrench Set, 8"-10"-14"-18"	Set	$ 10.50
25-Pc. ½" Socket Set w/Metal Box	Set	$ 13.50

POOL CUE SPECIALS
SOLD IN DOZEN LOTS ONLY

Hand-Carved Walking Cane Pool Cue	Doz.	$ 54.00
5 Pc. Hand-Carved Prof. Pool Cue Set	Doz.	$ 90.00
9 Pc. Hand-Carved Pool Cue Set	Doz.	$ 48.00
6 Pc. Hand-Braided Pabst Blue Ribbon Beer Cue Set	Doz.	$ 48.00
6 Pc. Hand-Braided Budweiser Beer Cue Set	Doz.	$ 48.00
Pool Cue Carrying Case	Doz.	$ 24.00

RADIOS'n NOVELTIES

DELUXE CHARGER RADIO - #1 SELLER AM/FM RADIO - BATTERY/ELECTRIC	Ea.	**$9.95**
Novelty Beer Can Radios	Ea.	$ 4.00
8-Track AM/FM Home Stereo Set with 2 large Matching Speakers	Set	$ 59.95
Animal Plush Poodle Radio - Ass't. Colors	Ea.	$ 5.90
ROLLS ROYCE CAR RADIO	Ea.	$ 6.90
6x9 Triaxial 20 oz. Speakers	Pr.	$ 19.90

LAST MINUTE SPECIALS

Automatic Switchblade Comb	Doz.	$ 12.00
Mighty Midget Pistol Key Chain	Doz.	$ 6.00
Cannon Towels - Giant Size	Doz.	$ 15.90
(10x50) Binoculars with Leather Carrying Case	Set	$ 26.90
10 Page Photo Album	Doz.	$ 12.00
18" Backgammon Game	Ea.	$ 9.90
Large Size Grandfather Clock	Ea.	$ 15.90

Medium Size Kerosene Lamps - Asst. Colors	Doz.	$ 12.00
Musical Butterfly Mirror	Ea.	$ 4.50
Beautiful Asst. Cocktail Rings - in Display	Doz.	$ 5.90
Ass't. Rhinestone Earring & Necklace Set	Doz.	$ 12.00
Deck of Playing Cards - Radio	Ea.	$ 4.50
Ronson Cigarette/Vanity Case Set	Doz.	$ 24.00
8-Track & Cassette Car Player (Combination)	Ea.	$ 34.95
Beautiful Super Star "Nothing" Necklaces	Doz.	$ 3.00
Nothing Necklace	Gr.	$ 30.00
Cadillac Eldorado Novelty Radio	Ea.	$ 6.90
17-Pc. Antique Coffee Set - Boxed	Ea.	$ 19.50
144-Pc. Indian Jewelry Display includes Necklace, Bracelets, Earrings & Rings		$ 59.95
Giant Size Electric 3-D Picture	Ea.	$ 10.80
Men's Cotton-White Tee-Shirts	Doz.	$ 9.90
Men's Cotton-Colored Tee-Shirts	Doz.	$ 10.90
Giant Barlow Knife	(Carded) Doz.	$ 18.00
Beautiful Gold Pipe Necklace	Doz.	$ 9.00
Yorky Radio, all Plush	Ea.	$ 5.90

KNIVES

3-Blade Jr. Camper Knife #1066	Doz.	$ 12.00
4-Blade Camper Knife - Carded	Doz.	$ 18.00
3" Little Buke Gold Bolster Lock Knife	Doz.	$ 18.00
5" Gold Bolster Lock Knife	Doz.	$ 24.00
6" Double Gold Bolster Lock Knife	Ea.	$ 4.90
Fisherman's Knife with Pearl Handle	Doz.	$ 24.00
2-Blade Barlow Knife - Carded	Doz.	$ 19.80
Giant Barlow Knife - Carded	Doz.	$ 16.80
30 Pc. Master Pocket Knife Collection	Per Display	$ 36.90
Super Fly Fist Grip Lock Knife	Ea.	$ 3.25
4" Stag Handle Sportsman Knife	Ea.	$ 4.50
Large 5" Stag Handle Sportsman Knife	Ea.	$ 5.50
Sheffield Pocket Knife - One Doz Per Display		$ 13.95
Small Deluxe Wild West Hand Carved Knife With Brass Handle	Ea.	$ 7.90
Medium Deluxe Wild West Hand Carved Knife With Brass Handle	Ea.	$ 9.90
Large Deluxe Wild West Hand Carved Knife With Brass Handle	Ea.	$ 11.90

WHOLESALE ONLY! FOR RESALE ONLY!

Send $1.00 for Complete Catalog. Visit our Giant New 25,000 Ft. Showrooms. **Parking for over 100 cars. Bring your truck or car and load up — $4,000,000 inventory on hand at all times.**

OPEN MONDAY THRU FRIDAY 8 A.M. TO 6 P.M.
SATURDAY 9 A.M. TO 4 P.M.
OPEN SUNDAY 10 A.M. TO 4 P.M.

SHELDON CORD PROD.

2201 WEST DEVON AVE., CHICAGO, IL 60659
PHONES (312) 973-7070 973-7071

Advertising can make the difference

By Dale E. Smith
NAA member auctioneer
Pocahontas, Iowa

Don't ever get too busy that you cannot do a good job on each and every sale, large or small. And certainly, effective advertising helps make the difference between a sale success and a sale failure.

Some auctioneers will include in their fee the price of advertising which I think is a mistake, as it would be easy to possibly skimp a little when you're spending your money. I don't mean going overboard spending advertising money of your customer. By taking the time before a sale to ask people what paper or radio advertising brought them to the sale, and also by looking over your bidding cards — who registered for the sale — to see just where your customers are coming from, then you will have an idea what advertising benefited you the most.

In our advertising program, we are using more advertising guides and shoppers that are mailed out free to all box holders in certain areas. People are just not paying the price to subscribe to the papers like they used to, so their coverage is actually down. We have enough shoppers and advertising guides in our area to completely encircle any given sale with coverage totaling 100,000 readers. That would be using three shoppers and one subscription newspaper.

Look for the most numbers — that's what it's all about — getting the most people to attend your sales.

Most all shoppers or advertising guides will send the auctioneer a free subscription which can be very beneficial in checking your ads, to see that they were properly handled. Most all, of these papers sometimes have an auction calendar of coming sales which is helpful. If there are a lot of sales on the same date, I will usually, to insure myself a good crowd, use several different radio stations for advertising the sale just as a reminder.

By receiving all of these shoppers it's a good way to see all the ads and improve your method of advertising. Try this sometime. Cut out all the ads in the paper and lay them out on your desk. Then, pick them apart by asking yourself which ones are the easiest to read, and also, which sale you would attend if you were an auction customer. Too much description to an article would be boring to a reader.

Sometimes you read an ad, and at the top of the list will be a dishpan with a value of $1.00. Hidden half way down in the ad will be a $500 china cabinet with no attention being called to this big money item. Categorizing items is a very good idea accented with bold headings.

I have a little saying that I will end with. If you don't write up your sales, or don't line up your sale, don't cry your sale . . . for you've simply not done your job.

The Reisch Auctioneer's Speaker

The greatest ever used in the auction profession. Nothing its equal. Either of these speakers will do the job — loud and clear — and can be heard for a half mile or more. The leading auctioneers throughout the U.S.A. and Canada use these speakers. Why not you? We have sold these speakers for the past 25 years. They are American made and of the finest quality.



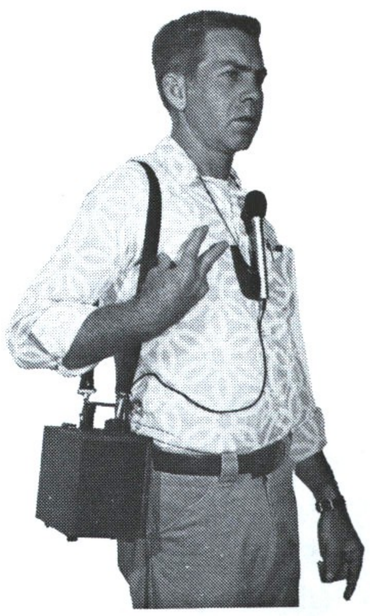
REISCH SPECIAL
"MR. BIG VOICE" — JR-1

THE JR-1 is the most powerful portable speaker made. It is powered by three 6 volt lantern batteries, giving 18 volts of power. Batteries last 60 hours or more. Set weighs 8 lbs. Comes with 12 ft. cord and shoulder strap and mike support holder, which leaves both hands free. Easy to carry at side, or can be placed on truck top, or used on a ladder. If you want the best, this is it.

THE JR-2 "Reisch Special" is a powerful little set. Operates on two 6 volt lantern batteries and has a battery powered mike. Only weighs 6 lbs. Complete with neck support to hold mike, shoulder strap and 15 ft. cord.

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

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



REISCH SPECIAL
"LITTLE BIG VOICE" — JR-2

THESE SPEAKERS CAN ONLY BE PURCHASED FROM:

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

If you have not already participated . . .

Insurance Survey will determine NAA group rates — property casualty, life health and accident coverage

The NAA Board of Directors has seen a need to offer the membership group rates and coverage through property casualty, life, major medical, disability income, and dental insurance programs. The Board also approved, at past meetings, the insurance specialist, Alexander & Alexander, to obtain information from insurance carriers. This information will be beneficial to design the group insurance coverage specifically for the NAA membership — including the property casualty and life, health and accident program, for the member, and his or her family and the eligible employees.

But before acceptable insurance rates can be determined, or if the programs can be adapted to the National Auctioneers Association membership, the members must provide information to Alexander & Alexander on the questionnaire on the following two pages of THE AUCTIONEER magazine.

It is the goal of the NAA Board of Directors to make available a health and accident insurance program competitively priced not only to the membership, but also to the employees as well. Another NAA objective is to make available comprehensive insurance coverage for the members' property casualty insurance needs at a competitive cost, reflecting the mass buying power of the NAA membership.

The proposed coverages are outlined as follows:

Auctioneer Errors & Omissions Insurance. This coverage provides protection for the auctioneer and people acting on behalf of the auctioneer for errors resulting primarily in financial loss to customers or members of the public. In principle, it can be compared to professional liability insurance for lawyers, CPA's, architects and engineers, or compared to other E&O protection needed by insurance agents, real estate sales people, etc.

Package Policy for Auctioneers. The package policy will encompass the general liability exposures of the membership, including: automobile exposures; the property exposures of owned property, including buildings, office contents, valuable papers, accounts receivable; and possibly money coverage and fidelity coverage.

Bailee Coverage. This protection covers if and when an auctioneer takes property of others into his or her care, custody or control, whether it be for a day or a week. Included in this coverage can be antiques, fine arts, classic automobiles, heavy equipment, general personal property, jewelry, or other valuable articles such as coins, stamps, guns, etc.

A general liability policy excludes any liability for property in the care, custody or control of the insured. For this reason, Alexander & Alexander believes Bailee coverage a necessity for auctioneers.

The NAA has offered — and many members already are being insured — a group hospital/surgical, disability income protection, cancer cost supplement and term life insurance program, but the protection to date is for the member and his or her family. The following questionnaire refers to coverage by the member, his or her family and *all eligible employees.* If protection is presently not being used by the NAA member at competitive rates, response to the questionnaire will help the National Auctioneers Association determine what is, and will be available.

Complete the questionnaire and return it to the National Auctioneers Association IMMEDIATELY.

Nashville Auction School

Nashville, Tennessee

THE NATION'S FINEST SCHOOL

☆ Six terms held each year . . . one just for everyone

☆ School is held in Music City USA Nashville, Tennessee . . . home of the Grand Ole Opry

☆ FREE CATALOG — LEARN AUCTIONEERING

NASHVILLE AUCTION SCHOOL

Box 190

Department 5

Lawrenceburg, Tennessee 38464

NAA Group Insurance Questionnaire

Remove or copy this form from THE AUCTIONEER magazine. Complete **BOTH SIDES** of the Questionnaire and send IMMEDIATELY to: NAA Insurance Questionnaire, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510.

NOTE: This side of the Questionnaire refers to the Property-Casualty Insurance needs; the other side refers to the Life, Health and Accident programs. Complete both sides.

QUESTIONNAIRE

1. Do you currently carry Auctioneer Errors and Omissions Insurance? _____Yes; _____No.

2. If "Yes", name of insurance company?

   Number of persons insured_____

   Limit of liability_____

   Annual premium $_____

   Deductible $_____

3. Does your contract with your sellers spell out who is responsible for protecting the property you are going to sell at auction? _____Yes; _____No.

   Do you take physical possession? _____Yes; _____No.

   Do you buy insurance to cover this exposure? _____Yes; _____No.

   What is the maximum value of other people's property you might have at one time in your care, custody or control? $_____.

   Maximum value of your own inventory held for sale? $_____.

4. If Errors & Omissions Insurance becomes available through the National Auctioneers Association at a competitive price, would you purchase it? _____Yes; _____No.

5. Would you purchase your other Property-Casualty Insurance through the National Auctioneers Association? _____Yes; _____No.

6. COMMENTS _____

NAA Group Insurance Questionnaire

Remove or copy this form from THE AUCTIONEER magazine. Complete **BOTH SIDES** of the Questionnaire and send IMMEDIATELY to: NAA Insurance Questionnaire, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510.

NOTE: This side of the Questionnaire refers to the Life, Health and Accident Insurance needs; the other side refers to the Property-Casualty Insurance programs. Complete both sides.

QUESTIONNAIRE

1. Are you insured for any of the following coverages on a group basis?

   a. Group Term Life: _____Yes; _____No.

   b. Accidental Death & Dismemberment: _____Yes; _____No.

   c. Medical Protection Plan: _____Yes; _____No.

   d. Long-Term Disability Income: _____Yes; _____No.

   e. Dental Insurance: _____Yes; _____No.

   f. Guarantee-issue Ordinary Life Insurance on yourself and your family members:

   _____Yes; _____No.

   g. Your employees: _____Yes; _____No.

2. Would you be interested in having the National Auctioneers Association make these coverages available to you on a Group basis? _____Yes; _____No.

   Which coverages? Indicate from above:

   ____a.; ____b.; ____c.; ____d.; _____e.; ____f.; ____g.

3. Is auctioneering your sole or primary livelihood? _____Yes; _____No.

4. How many full-time employees do you have?_____.

REMOVE OR COPY THIS FORM, COMPLETE THE QUESTIONS ON BOTH SIDES AND RETURN IT IMMEDIATELY TO:

NAA Insurance Questionnaire
National Auctioneers Association
135 Lakewood Drive
Lincoln, NE 68510

You're NAA and professional.

Show clients and associates that you're part of a PROFESSIONAL nationwide organization . . . display the NAA emblem with these quality promotional items.

There are many reasons why NAA auctioneers are chosen over other auctioneers. One reason is the professionalism and ethics represented by, and promoted through, the display of your NAA emblem.

Put your NAA membership to work by displaying the NAA emblem with your name. Let clients, the public, and associates know that you personally belong to a professional team — the National Auctioneers Association!



NAA 4" emblem decal now in stock.

This NAA emblem is a 4 x 3½", three color, pressure sensitive decal for use on the inside of window or windshield. Send your order, 3 for $1.00.

NAA Promotional Items Order Form

NAA Emblem Decals:

8" Pressure-sensitive
@ $1.50 each _____

4" Pressure-sensitive
@ 3 for $1.00 _____
(adheres on top of surface)

4" Pressure-sensitive
@ 3 for $1.00 _____
(shows through glass)

NAA Bumper Signs
@ 2 for $1.00 _____

NAA Embroidered Emblems:
8" @ $7.50 each _____
3" @ $1.50 each _____

NAA Emblem Lapel Button
@ $5.00 each _____

NAA Emblem Reproduction Sheet
@ $1.00 each _____

NAA Emblem Belt Buckle:
Brass-finish
@ $4.00 each _____

THE AUCTIONEER Magazine Binder
@ $3.75 each _____

Single Deck Playing Cards
@ 75¢ each _____

NAA Code of Ethics
@ $1.00 each _____

NAA Pad Holders
@ $4.50 each _____

Please send me the following promotional items (indicate quantity ordering on line):

Name _____

Address _____

City _____ State _____ Zip _____

Send no money for postage. Return postage paid by National Auctioneers Association.

Enclosed is a check or money order made payable to The National Auctioneers Association, in the amount of $ ....., for the above marked NAA promotional items. (NOTE: NAA Board of Directors policy prohibits any orders shipped on a "charge" basis. Check or money order must accompany all orders for NAA promotion items.)

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1. **THE AUCTIONEER Magazine** is the official publication of the National Auctioneers Association and is published monthly with the exception that an August issue is not published. Eleven issues are published annually. THE AUCTIONEER Magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.
2. **ADVERTISING RATES:**

	One (1) Time	Six (6) Times	Eleven (11) Times
Full Page	$125.00	$120.00	$115.00
Half Page	62.50	60.00	57.50
Quarter Page	31.25	30.00	28.75

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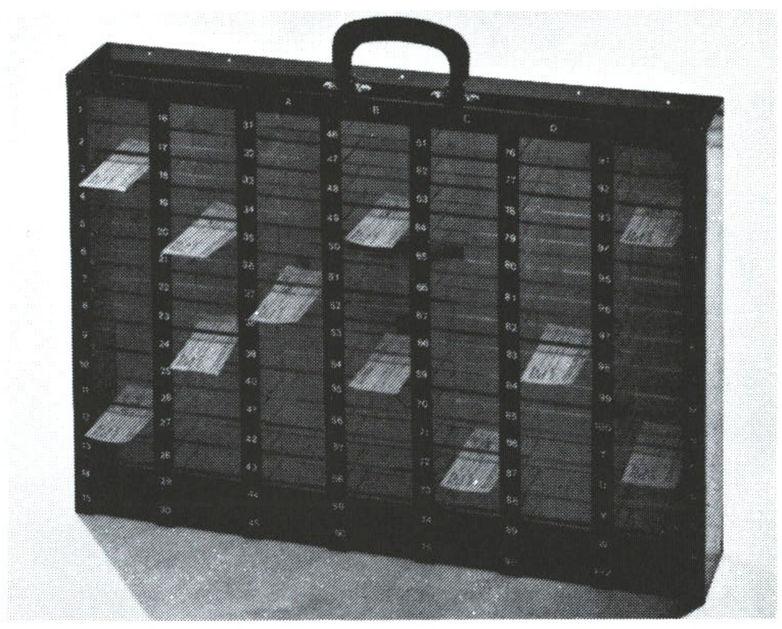
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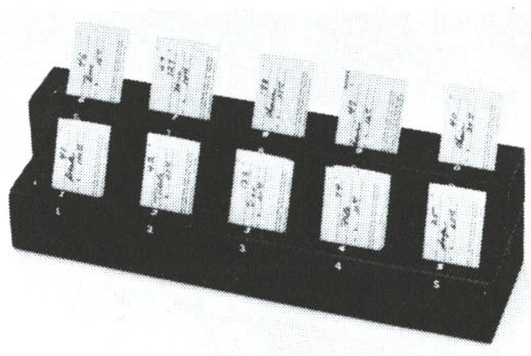
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  $2.00 per pad, 10 pads at $1.50 ea., 20 or more at $1.25 ea.

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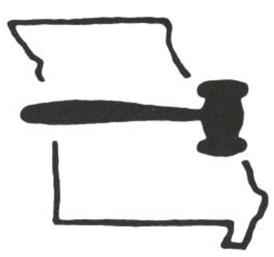
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- Full range six inch baffled speaker.
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- DIMENSIONS: 7¾" High x 6" Wide x 7¼" Deep.
- WEIGHT 4 LBS., 14 OZ.
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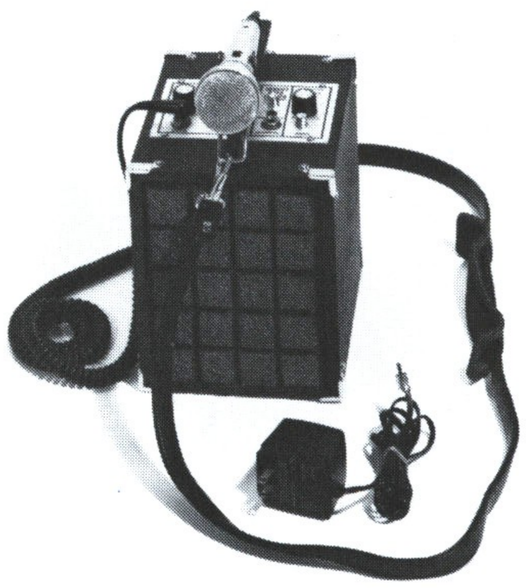
List Price: $395.00 .... **Auctioneers Cost: $237.00**

COLONEL® 2

The COLONEL 2 has the same features as the COLONEL 1 plus:

- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- AUTOMATIC "Full Charge" indicator light shows when battery is fully charged.
- Complete with recharger. Charger rated 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.
- WEIGHT: 6 LBS., 12 OZ.

List Price: $570.00 **Auctioneers Cost: $342.00**





COLONEL® 3

The COLONEL 3 has the same features as the COLONEL 2 plus:

- Storage Compartment in back to carry recharger, microphone and cord.
- Slightly larger speaker baffle area with port hole.
- DIMENSIONS: 9⅜" High x 6" Wide x 7¼" Deep.
- WEIGHT: 7 LBS., 6 OZ.

List Price: $595.00

Auctioneers Cost: $357.00

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