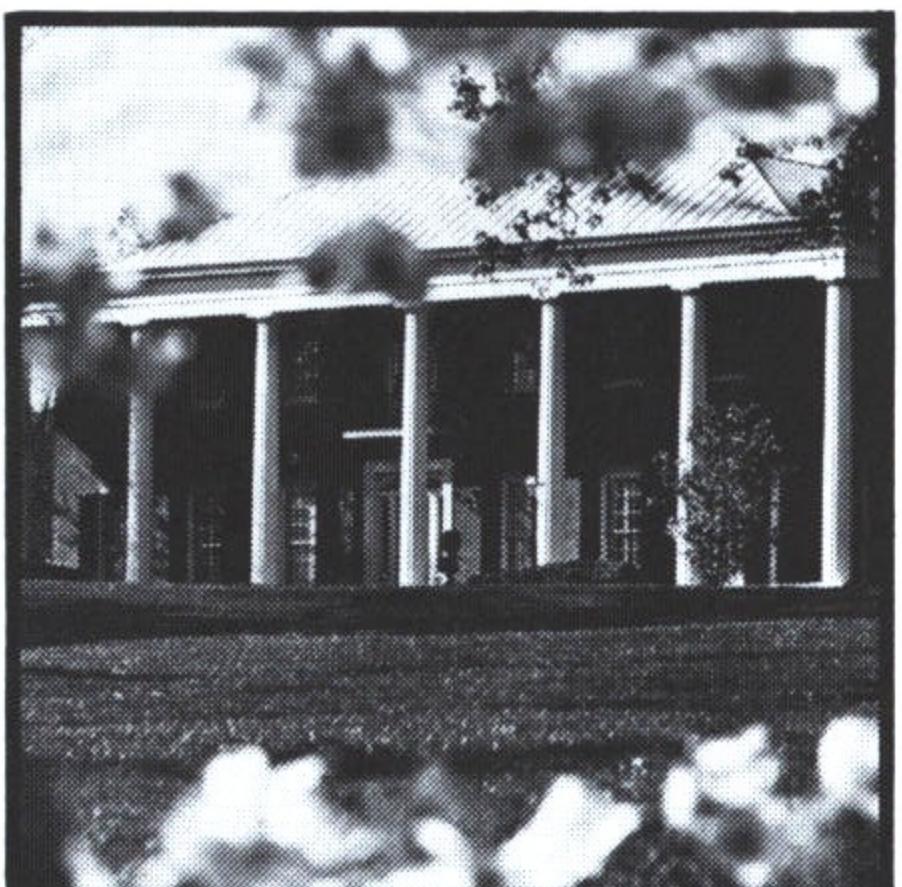


THE AUCTIONEER

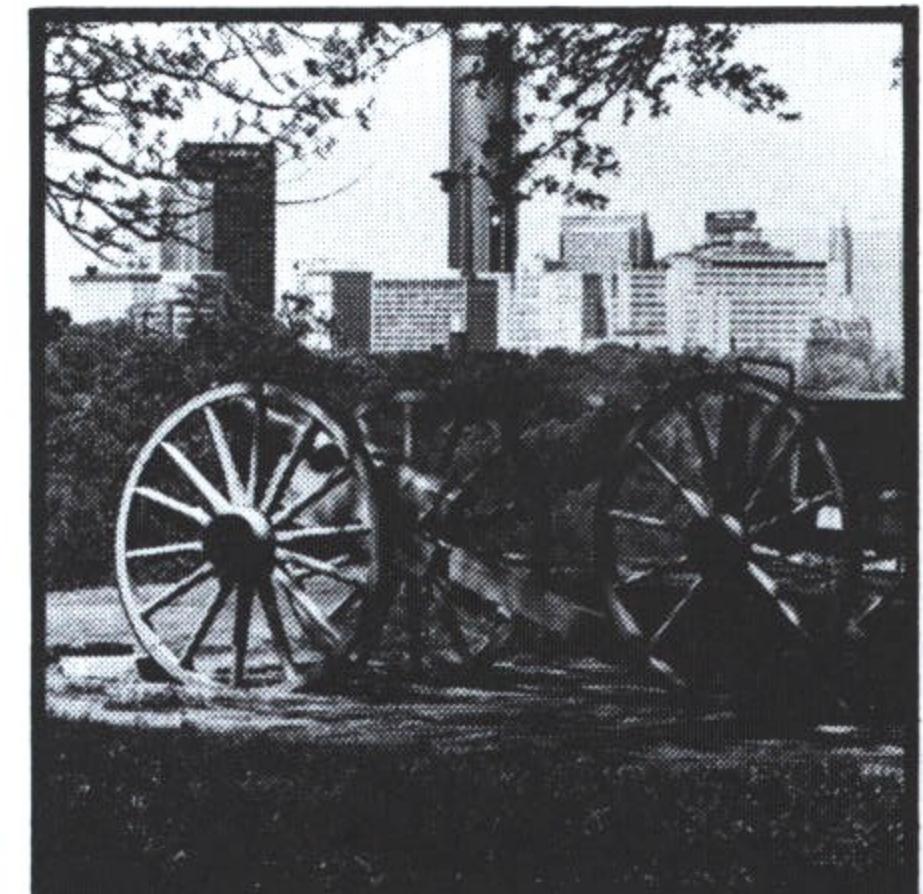
The Magazine of the National Auctioneers Association • May, 1982

ATLANTA



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Overland Park

This Land is Our
Land! New head-
quarters land paid
in full, page 5.



Stetson "Wisp"



Auctioneer Hat

AUCTION SEASON BEGINS WITH NEW AUCTION ACCESSORIES

Go into this year's auction season with one of our beautiful "Silver Belly Auctioneer" hats. They come in three brim widths (2½", 2¾", and 2½"). We have had these hats made to our specifications by the Stetson Hat people since 1964 and have sold thousands to auctioneers since that time. They come with a red satin lining with the NAA emblem embossed in gold in the lining. At this time 75% of our orders are repeats, so our customers must be satisfied. The Wisp hat you see pictured above is commonly known as the "Marlboro" and is a 4X quality Stetson hat with 3" brim and comes in Silver Belly color the same as the "Auctioneer" hat.

These Auctioneer hats come in Milan Straw (light tan), same brim widths as the felt. We also offer the White Panama hat shaped as the "The Auctioneer" (Open Road Block), with a 2½" brim. We are out of the Panama

hats at the present, but will have delivery on or about March 1, 1982.

The 14 K gold diamond tie tac has been popular with those who care. We also offer gold plated and sterling silver auctioneer gavel tie tacs — with or without man-made diamonds. Call for prices.

Currently we have in stock most sizes from 38 to 48 in the London Fog type windbreaker jackets. They come with the beautiful 4 color, 4" embroidered NAA emblem sewn on the left breast. Do not forget we also stock deer-skin and pigskin gloves.

| | |
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| Milan Straw Auctioneer Hat | 19.95 |
| London Fog Type Jackets with NAA Emblem | 28.00 |
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| NAA Emblem, 4-color embroidered | 3.00 |
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| Sterling Silver with man made diamond | 80.00 |
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| 14K Gold Gavel Tie Tac with .20K diamond | 485.00 |
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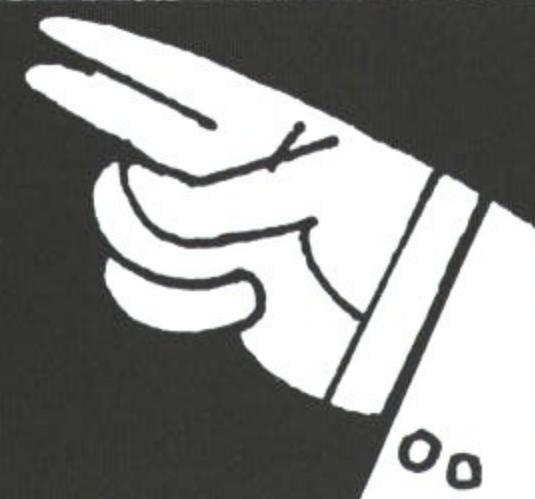
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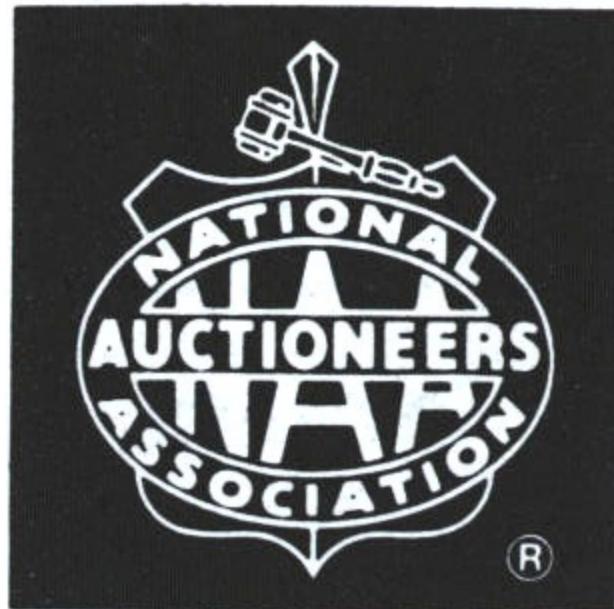
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Chicago Tribune





Letters to THE AUCTIONEER

Add these members to your Directory

The 1981-82 Membership Directory of the National Auctioneers Association is published annually during the month of October, hopefully, the names and addresses of each member in good standing as of October 1 are included. However, for unexplainable reasons names of members are sometimes omitted, which is unfortunate for everyone concerned.

Whenever the NAA office learns that a member's name and address has been omitted, the information will be published in each subsequent issue of THE AUCTIONEER magazine. Those members who were omitted will be identified monthly, until the next issue of the Membership Directory is published.

Included in the listing below are NAA auctioneers who were members of record as of October 1, 1981, but who were not included in the 1981-1982 Membership Directory.

Idaho Association of Professional Auctioneers (insert on page 37 of directory)

CONNECTICUT

SHINE, JAMES W., 150 Greenwood Avenue, Waterbury 06704

MICHIGAN

BLACKFORD, GEORGE P., G 2095 S. Center Road, Flint 48507
SMITH, JAMES K., 4514 School Road, Rhodes 48652

MONTANA

CUMMINGS, THOMAS, Giltedge Rt., Lewistown 59457

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BACORN, LORION W., 323 West State St., Ithaca 14850

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FAISON, RONALD W., 116 Dunedin Court, Cary 27511

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GILL DANIEL P., 3721 Waynesburg Drive SE, Canton 44707

ROMAN, RONALD LEE, 405 Holly Street, Canfield 44406

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Kansas, New Jersey governors NAA "auctioneers"

National Auctioneers Association
c/o Milt Anderson (KAA president)

Dear Friends:

I want to thank you for thinking of me with the handsome belt buckle. I also want to thank you for presenting me the honorary membership in the National Auctioneers Association which makes me legitimate as an auctioneer now.

Thank you again.

Sincerely,
John Carlin
Governor, State of Kansas

(The Kansas Auctioneers Association is one of a number of state auctioneers associations presenting NAA honorary membership certificates to state governors. In this case, the KAA purchased an NAA promotional item — our belt buckle with logo — to accompany the membership presentation. Editor)

I am delighted and proud to receive an honorary membership in the National Auctioneers Association. I was pleased to sign the proclamation for the New Jersey Society of Auctioneers establishing National Auctioneers Week in New Jersey.

Thank you for your thoughtful gesture.

Sincerely,
Thomas H. Kean
Governor, State of New Jersey

County association formed

We would like to take this opportunity to inform the members of the National Auctioneers Association and all other auctioneers associations that on March 9, 1982, the Frederick County Auctioneer's Association was formed.

This Association is the first and only county association in the state of Maryland. At the present time we have 30 members in the Association. Each member is a qualified auctioneer and resident of Frederick County.

The Frederick County Auctioneer's Association focuses its efforts on the county level, much like the Auctioneers Association of Maryland does on a state level.

The mailing address of The Frederick County Auctioneer's Association is 11805 Keymar Road, Keymar, Maryland 21757. The Association's phone number is (301) 848-5236.

Ed Sweetman, secretary
Frederick County Auctioneer's Association
Keymar, Maryland

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THE AUCTIONEER

MAY, 1982

Volume XXXIII, Number 5

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advertising can be accepted. See rate schedule on last page.

Single copies: \$1.75 each. Annual subscription rate \$18.00.

Editorial and Executive Offices of the National Auctioneers Association are at 135 Lakewood Drive, Lincoln, Nebraska (NE) 68510-2487. Phone: 402-489-9356.

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

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

Mrs. Sandy Chapin, Secretary

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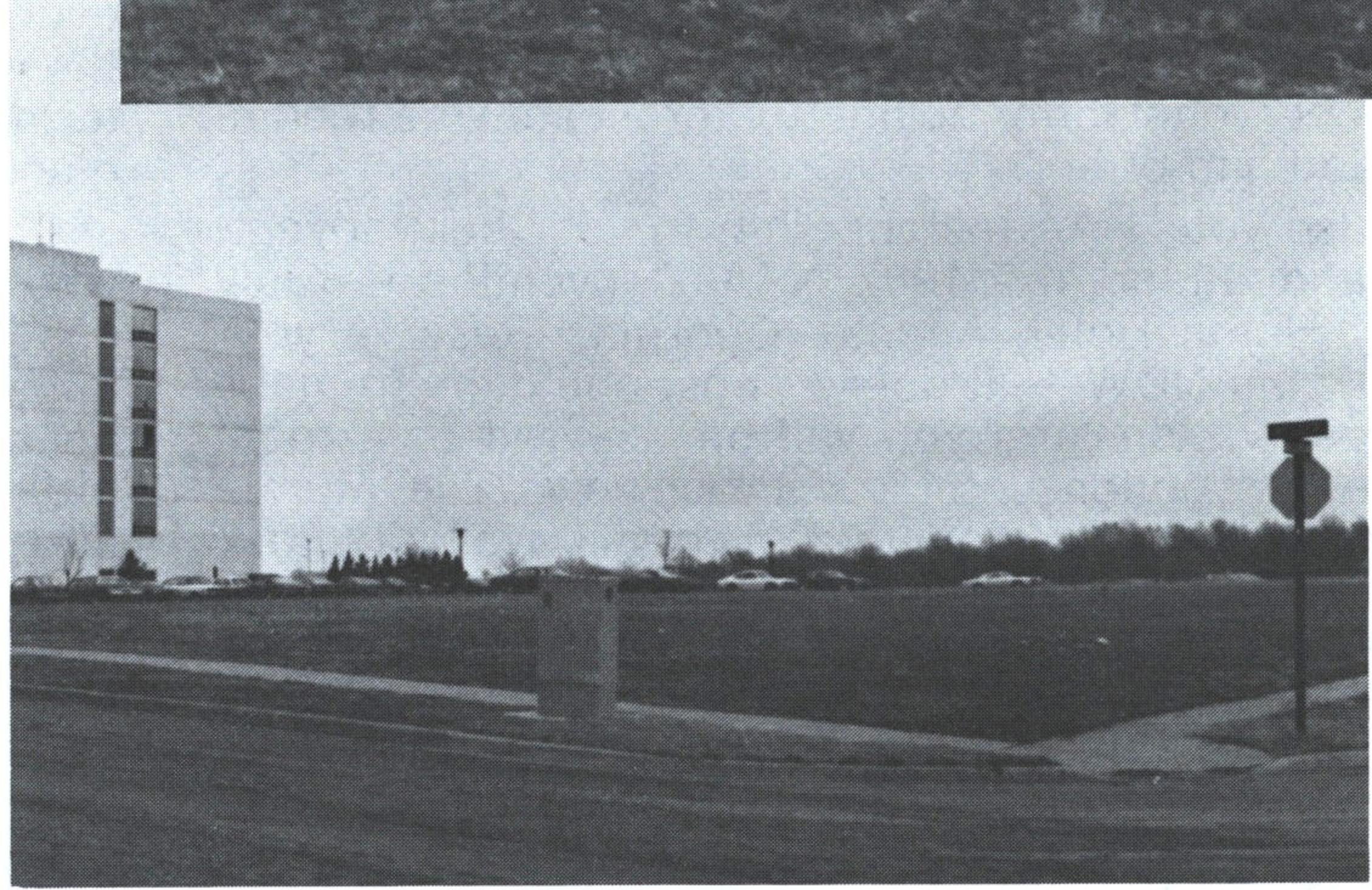
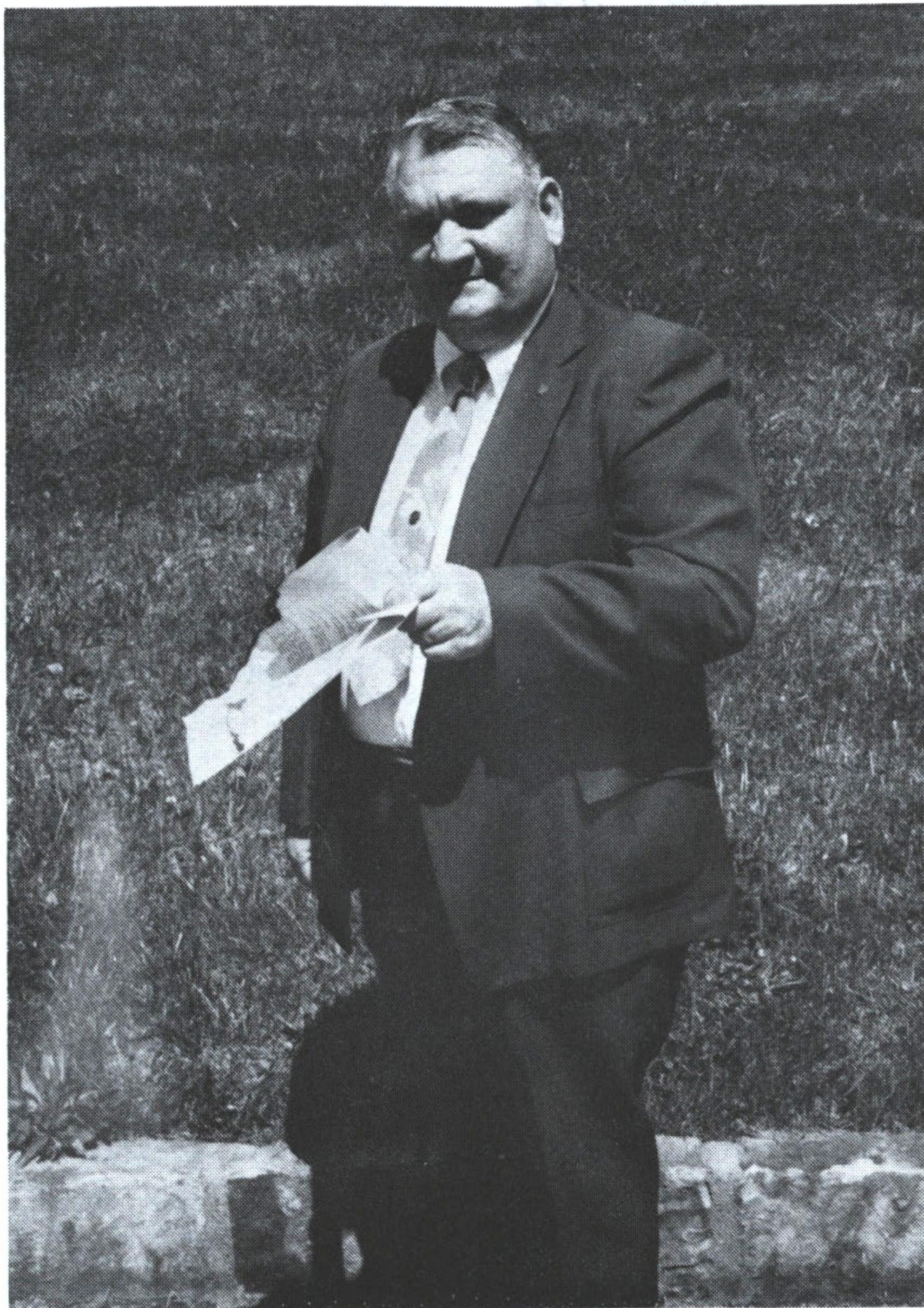
Mrs. Sharon Whisenhunt, Secretary

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

This Land is Our Land!



NAA PRESIDENT HOWARD BUCKLES (left) burned the note for the land, on which the NAA headquarters office will be built in Overland Park, Kansas. The land, nearly one acre, is located at Reeder Avenue and Ballentine in Overland Park, next door to the Ramada Inn-Southwest and near 87th Street, Switzer By-Pass (Highway 169) and Interstate 35 — a choice location for the National Auctioneers Association headquarters! Pictured above at the land site is the original Headquarters Relocation Committee standing in the middle of the site on the day the Committee was making a site inspection visit to the Kansas City area. Pictured, left to right, are: Past Presidents C. P. Terry Dunning, Dean Fleming and Martin E. Higgenbotham, Committee Chairman; President Howard Buckles; and Past Presidents Archie D. Moody and Harvey C. Lambright.

**By Howard Buckles, President
National Auctioneers Association**

Enthusiasm for the programs of the National Auctioneers Association is at an all-time high and, I am proud to serve as president of this great Association! The response to all of our programs has just been great.

It was my privilege to burn the note for the land in Overland Park, Kansas, on which we'll build the new headquarters office. Payments on pledges and contributions to the Headquarters Fund allowed us the opportunity to pay the note off early and I am deeply grateful to everyone who has contributed to this worthy cause.

The Headquarters Relocation Committee will make some definite recommendations to the Board of Directors in regards to the construction schedule of our new building. The membership will receive the

**By Martin E. Higgenbotham, Chairman
Headquarters Relocation Committee**

There's nothing that will get your blood pumping and build your enthusiasm more than attending a meeting with auctioneers. I've made that statement a hundred times and believe it sincerely!

The Headquarters Relocation Committee conducted a very successful and exciting meeting in early April at the NAA office, Lincoln, Nebraska. A number of accomplishments were announced, and building plans have begun to formulate.

First off, more than enough money has been collected from pledges and contributions to the Headquarters Relocation Fund to totally pay off the cost of land in Overland Park, Kansas, a suburb of Kansas City. President Howard Buckles was present at the meeting to officially burn the note on the land purchase! **We now own the land free and clear, on**

Continued page 6

Continued from page 5

complete report at the 1982 NAA Atlanta Convention, and in future issues of THE AUCTIONEER magazine.

We've been successful, also, in our other programs. Many, many NAA members have used the Member Recommendation Card, which was enclosed in the March, 1982, issue of THE AUCTIONEER magazine and have recommended qualified auctioneers for membership in the NAA. Over 100 auctioneers have been sponsored through the use of the cards, and our membership roster has grown because of them.

If you know of a qualified auctioneer — one who conducts his or her business in a proper manner — then use the Recommendation Reply Card. The NAA office will forward to the auctioneer an Invitation to Join Kit, complete with sponsored application, and a personal letter, telling the prospect who recommended him or her.

Use your NAA membership to your best advantage and attend the 1982 NAA Convention — July 28-31, Hilton Hotel, Atlanta, Georgia. Reserve your hotel room NOW — it doesn't cost one dime to make the reservation, and you will be assured of a room in the convention hotel if you act now. The Atlanta Hilton has an ample number of rooms available now, but if reservations are not made prior to one month of the convention, the NAA allotted rooms will be given away. Cancellations, without penalty, can be made if emergencies prevent anyone from attending.

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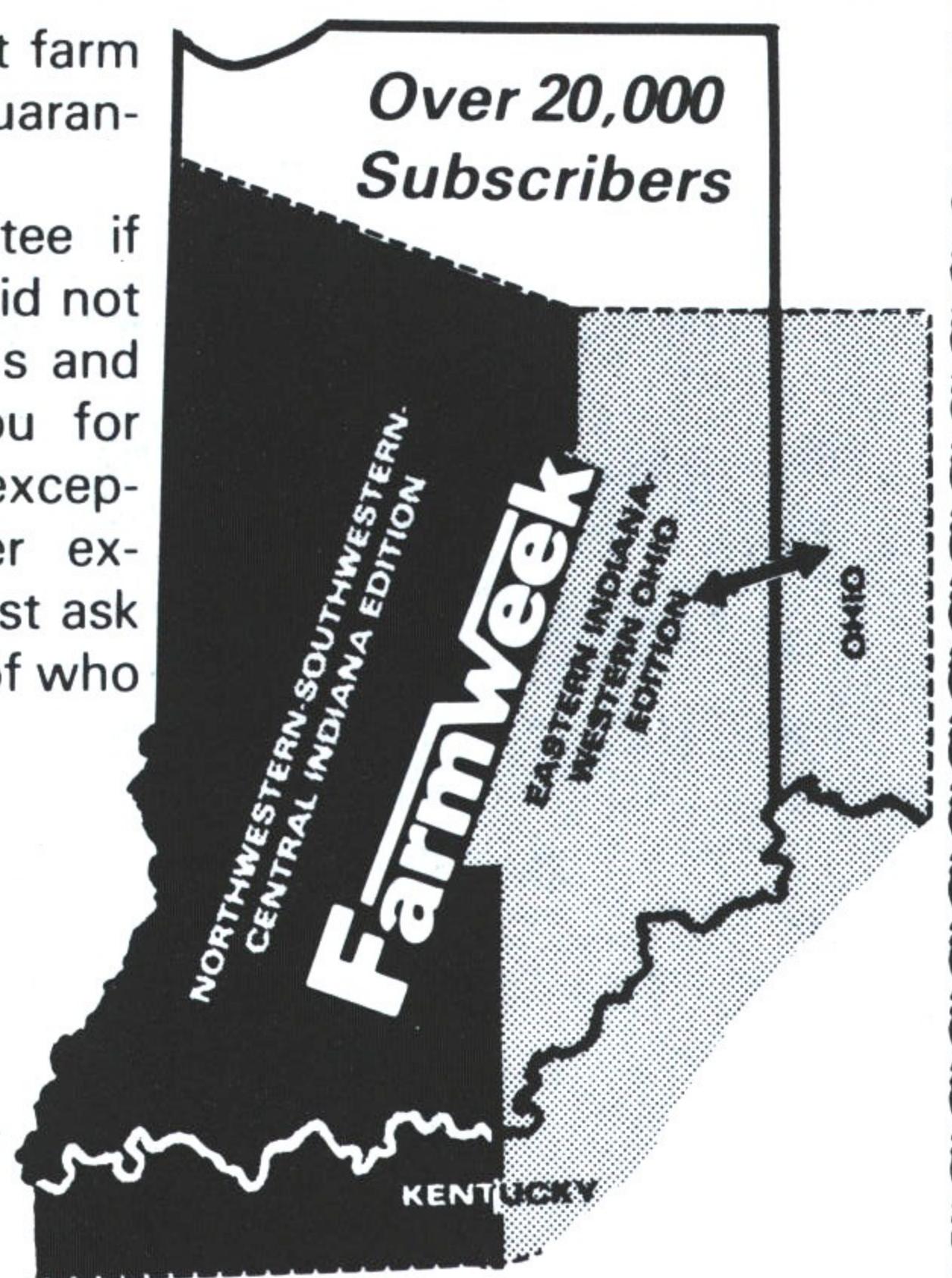
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Interest is great for our 1982 NAA Convention and the educational, social and business events have been planned to offer you, the NAA member, and your family and business associates, information about your profession. Several outstanding auctioneers have been scheduled to offer presentations during our convention workshops.

The Georgia Auctioneers Association and GAA member Ron Harris, general convention chairman, are going all-out to have the finest and best attended NAA Convention ever. The 1982 Convention is expected to be larger than the 1980 Nashville Convention (over 2,000 registrants) and that is Ron's and the GAA's goal!

Improved Youth Activities — tours, which will not conflict with the NAA luncheon and banquet events — have been planned for the NAA youth, and the evening events also will keep the NAA youth entertained. Review the convention program-at-a-glance in this issue of THE AUCTIONEER magazine.

NAA member Gene Simpkins, Cincinnati, Ohio, who provided outstanding youth activities during the 1981 Las Vegas Convention (he took the individual initiative to create entertainment in Las Vegas) has been asked to serve as the NAA youth activities coordinator, I am sure Gene will surpass his last year's efforts by having the youth entertained during the evening hours of our convention.

Register NOW for the 1982 NAA Convention — use the form in this issue of THE AUCTIONEER magazine and send your completed registration form and fees to the NAA office. To reserve your hotel room, also — use the form in this issue. Send your reservation form directly to the Hilton Hotel.

Atlanta and the entire State of Georgia, in addition to the surrounding states, offer many opportunities for outstanding summer vacations. Remember, the 1982 World's Fair will be held in Knoxville, Tennessee — a few hours' drive from Atlanta — and you can combine your NAA convention with the World's Fair, to make your summer vacation one to remember!

World's Fair information has been published in previous issues of THE AUCTIONEER magazine (also, call your local travel agency, most of them have the facts available in regards to lodging and World's Fair tickets). Join the many NAA families who will be in Knoxville either before or after the NAA Convention.

My year as NAA President has been a good one, and I have been honored many times due to my election to this privileged position. I have attended many, many functions, which have been sponsored by auctioneers, State Auctioneers Associations, and other organizations. At each and every function I have attended as your president, I have benefited myself, my family and my business. These opportunities would not have been offered to me without this honor.

The membership has responded to our challenges, and we now must strive to provide even more services, benefits and recognition to our profession. The Great State of Nebraska must have been referring to auctioneers when it chose as its slogan, "The Good Life"!

Meet me in Atlanta for the 1982 NAA "Southern Fair Convention"!

Continued from page 5

which the new NAA office can be built.

The opportunity to burn the note is due to the phenomenal enthusiasm for the Headquarters Relocation program by the NAA membership! Due to this enthusiasm and support, we have had the opportunity, at the April meeting, to re-evaluate our position, review the pledges, and establish our goals.

For the first time since we have become involved in our Headquarters Fund activity, we are in a position to establish a goal amount. **We have established the total goal amount of \$600,000 as the amount needed to build our new NAA office home.**

Our current Pledges and contributions total \$400,000 and it is now up to all of us to put our shoulders to the wheels and come up with the additional \$200,000, which is needed to make this dream become a total reality.

After looking back over the pledges and payments or contributions, I have found that less than five percent of our total membership is carrying the entire fund raising load. I want to take this opportunity to make a personal appeal to the entire membership — to every auctioneer who is a member of the National Auctioneers Association — to give whatever you can toward this worthwhile goal.

If all goes as anticipated and expected, we will be able to totally close the fund raising campaign at the conclusion of the 1982 NAA Convention in Atlanta. We have approximately 90 days to determine how much we can individually contribute toward the building of our new NAA Home.

As I travel around the country making presentations to auctioneers, conducting auctions and visiting with auctioneers nationwide, I am continuously reminded of the abundance of benefits the auction profession has languished on the auctioneers.

NAA auctioneer, I am making a personal appeal in hopes that you will join with me, your NAA Board of Directors, the Headquarters Relocation Committee, and the many, many contributors to, and supporters of, the Headquarters Relocation Fund program. Share some of the bounty you have received, due to, and because of the auction profession.

Send in your pledge, whether it be small or large, but make a contribution so that our sons and daughters, for generations to come can say, "My family helped build the NAA Headquarters office!"

More contributions received

Contributions to the Headquarters Relocation Fund in the amounts of \$250 or less were received from the following since the list was published in the April, 1982, issue of THE AUCTIONEER magazine: Floyd Fletcher, Jr., Salem, Indiana; Dwight O. Flowers, Wichita, Kansas; Jeffrey M. Olin, Windsor, New York; Gene W. Schmit, Groton, Wisconsin; Carmen

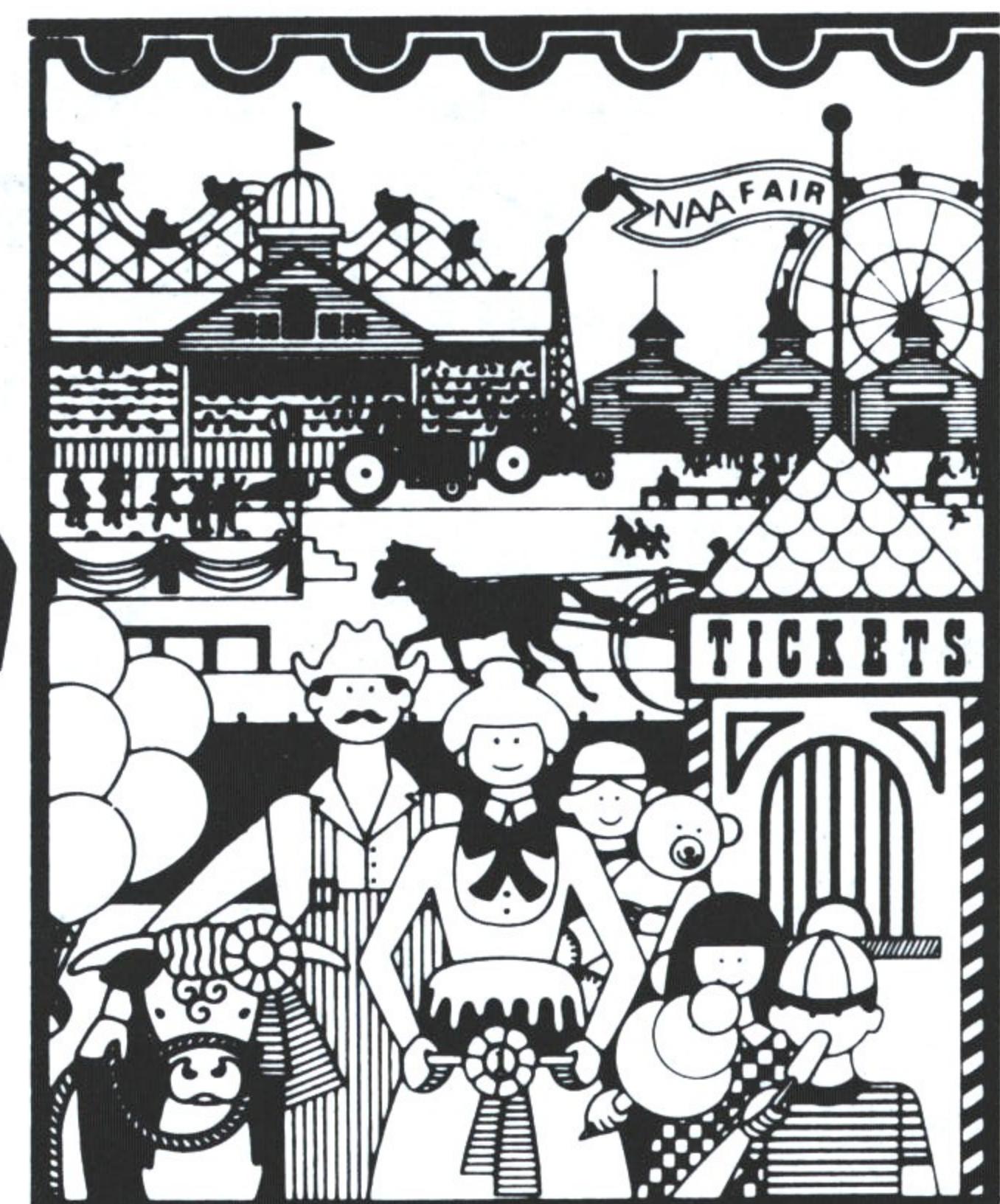
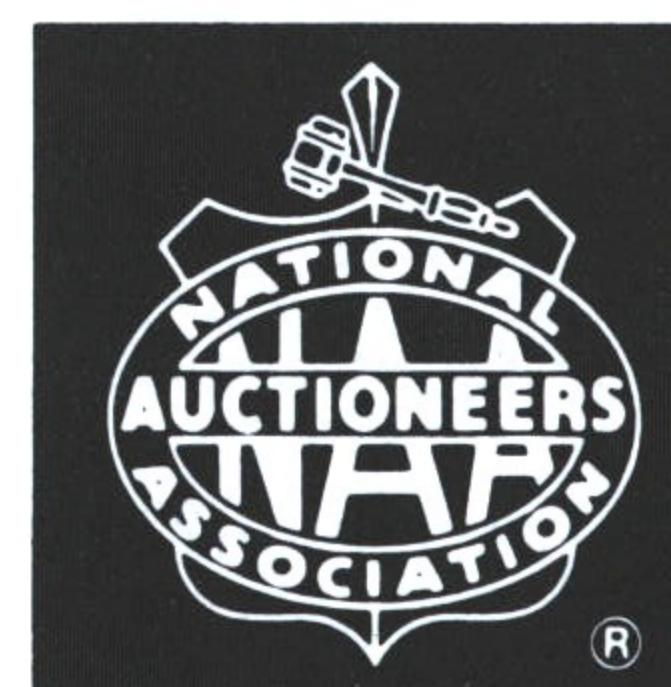
S. Serianni, Utica, New York, and David W. Wollin, Eugene, Oregon.

The total payments to the Headquarters Fund — payment on pledges of over \$400,000 or contributions — have been made in excess of \$152,000. The Headquarters Relocation Committee has established a goal of \$600,000, the amount needed to build the new NAA office in Overland Park, Kansas, (suburb of Kansas City) and from the payments/contributions received, the land has been paid for and architectural fees have been included from those payments.

The next step: construction of the new NAA office building, but that step will not be taken until enough payments on pledges and contributions are received to initiate construction of the building.

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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 persons in the letters have been informed that their letters will appear in **THE AUCTIONEER**; and that they can expect to be contacted by NAA members.

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ment — transformers, switchgear, circuit breakers, motors, generators, etc. — in the country.

We would like to be included on the mailing lists of NAA auctioneers who have auctions involving similar large electrical equipment, regardless of make or model. Please direct all responses to my attention.

Rick Kopf
Ohio Transformer Corporation
P.O. Box 191
Louisville, Ohio 44641

Industrial sewing machines

I wish to be notified by all auctioneers who are selling industrial sewing machines and fabrics in the Southeast United States. Thank you.

John Argilagos
2819 Durham St.
Tampa, Florida 33605

Income producing properties

My company is an investment firm in income producing property. We buy across the country, and will be enlarging our operation. We purchase everything from farm land to multi-unit apartment and office complexes.

Genesis Properties would like to hear from NAA auctioneers across the country, with income producing properties to sell.

Please contact me anytime at the address and phone below.

Dean C. Marchese, president
Genesis Properties
P.O. Box 56
Brookeville, Maryland 20833
Phone 301-442-2283

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The Legal Aspects Of Auctions . . .

New Hampshire adopts new licensing rules

The secretary of the New Hampshire Auctioneers Association, George Michael, provided THE AUCTIONEER with a copy of a license law article which appeared in THE UNION LEADER, Manchester, New Hampshire. Quotes from that article, reprinted below, summarize the present auctioneer licensing requirements for the state of New Hampshire.

All (New Hampshire) auctioneers must be licensed as of March 31

The state Board of Auctioneers has adopted new rules, effective March 31, that require all persons conducting auctions in the state to be licensed by the state and to post a bond of \$5,000.

Non-licensed, non-resident auctioneers will be allowed only to act as sales managers, and must also post a bond of \$5,000 with the office of the secretary of state, said Edwin Narus Sr. of Manchester, chairman of the board.

The bond required had been \$1,000.

In certain cases, such as sheriff's sales, sales by guardians or executors, sales by tax collectors, or foreclosure sales by mortgagees, a licensed auctioneer had not been required. This exemption has been ended by the new rules.

License fees remain at \$100 for residents and \$150 for out-of-staters.

Also, oral and written examinations will be required for new resident auctioneers as soon as testing procedures can be set up as outlined in the newly adopted rules, Narus said. Presently licensed auctioneers will not be required to take the exams and renewal procedures will be basically unchanged, except that the new, higher bond will be required on renewal.

Narus said that qualifications for non-resident licenses have been changed and that a code of ethics has been adopted.

The Legislature, in revising RSA 311-B, had given the Board of Auctioneers greater authority to set standards relative to auctions and auctioneers, he noted.

There are more than 200 licensed auctioneers in the state and the fees collected by the auction board go into the general fund.

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CONVENIENT TO USE, Special card in the March AUCTIONEER allows you to recommend an auctioneer for NAA membership.

Past NAA conventions, where held?

To compile a list of where all the NAA conventions have been held, THE AUCTIONEER consulted two veteran NAA members. B. G. Coats, Rumson, New Jersey, was the first NAA president in 1949, and Joseph W. Donahoe, Darlington, Wisconsin, served as president in 1973-74.

The first NAA convention occurred August 10-12, 1949, with subsequent conventions held in July of each year, or the last week in July plus one or two days in August.

| Year | NAA convention location |
|------|-------------------------|
| 1949 | Sioux City, Iowa |
| 1950 | Roanoke, Virginia |
| 1951 | Decatur, Illinois |
| 1952 | Minneapolis, Minnesota |
| 1953 | Columbus, Ohio |
| 1954 | Omaha, Nebraska |
| 1955 | Indianapolis, Indiana |
| 1956 | Kansas City, Missouri |
| 1957 | Lansing, Michigan |
| 1958 | Buffalo, New York |
| 1959 | Denver, Colorado |
| 1960 | Louisville, Kentucky |
| 1961 | Houston, Texas |

Member response favorable to recommendation card

The March AUCTIONEER contained a convenient opportunity for you to bring in a new NAA member — the recommendation card. A present NAA member can use the card to recommend at least two other auctioneers for NAA membership. By signing the card, the NAA member fulfills the sponsorship requirement, and the recommended auctioneer is ready to become an NAA member.

On the recommendation card is a very important question: **"Do you know an auctioneer who should be a member of the National Auctioneers Association?"**

If your answer to that question is "yes", then fill out and sign the recommendation card in your March AUCTIONEER. The NAA office receives a number of recommendation cards each day, and will process the card upon receipt. Your recommended auctioneers receive the NAA "Invitation to Join" kit containing an application with your name provided as sponsor.

More recommendation cards are available upon request to the NAA office.

| | |
|------|----------------------------|
| 1962 | Lincoln, Nebraska |
| 1963 | Cincinnati, Ohio |
| 1964 | Des Moines, Iowa |
| 1965 | Spokane, Washington |
| 1966 | Philadelphia, Pennsylvania |
| 1967 | Chicago, Illinois |
| 1968 | Oklahoma City, Oklahoma |
| 1969 | Roanoke, Virginia |
| 1970 | Milwaukee, Wisconsin |
| 1971 | Lincoln, Nebraska |
| 1972 | Dallas, Texas |
| 1973 | St. Petersburg, Florida |
| 1974 | Medora, North Dakota |
| 1975 | Louisville, Kentucky |
| 1976 | St. Louis, Missouri |
| 1977 | Seattle, Washington |
| 1978 | Boston, Massachusetts |
| 1979 | Denver, Colorado |
| 1980 | Nashville, Tennessee |
| 1981 | Las Vegas, Nevada |
| 1982 | Atlanta, Georgia |

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| Little Rock, Arkansas | Holiday Inn-North | 111 W. Pershing | June 6, 7, 8 |
| Oklahoma City, Oklahoma | Holiday Inn-South | 3200 Prospect I-35 & S.E. 29th | June 13, 14, 15 |
| Saddlebrook, New Jersey | Holiday Inn | 50 Kenny Place | June 14, 15, 16 |
| Hartford, Connecticut | Holiday Inn-East | 363 Roberts | June 20, 21, 22 |
| Wichita, Kansas | Holiday Inn-Midtown | 1000 N. Broadway | June 20, 21, 22 |
| Albany, New York | Holiday Inn-Central | 1614 Central Ave. | June 27, 28, 29 |
| Denver, Colorado | Holiday Inn-Downtown | 15th & Glenarm Place | June 27, 28, 29 |

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Early years of the NAA, information requested

Pursuant to an NAA Board of Directors' decision at its January, 1982 meeting, the NAA office will now begin accepting information about the early years of the NAA, 1949-1959, and its predecessor, the National Society of Auctioneers. At this time, **only printed or written material and photographs can be accepted**. Early gavels and other "objects" will be called for at a later date.

The information will be used for a future, historical article in **THE AUCTIONEER**, then later placed in the official NAA Archives.

Submitted material must in some way relate to the early years of the NAA or the previous NS of A organization. Appropriate submissions could include the following: early sale bills of NAA/NSofA members, auction photographs, early **AUCTIONEER** magazine articles, complete magazine copies, membership rosters, correspondence by NAA/NSofA members, newspaper auction advertising, articles about members and local auctions, early convention programs, and more.

All submissions will be carefully stored and attributed to the NAA contributor. However, questions about potential submissions should be directed to the NAA office before the material is mailed.

The ultimate challenge

*(The following is an editorial which appeared in the February, 1982 issue of **THE USED CAR DEALER**, published monthly by the National Independent Automobile Dealers Association. The article is reprinted with permission of the NIADA.)*

Everywhere you turn, the same story is being told time and time again: Good cars are getting more and more scarce.

The problem has progressively worsened over recent months; and is judged by many to be the most serious problem now facing the industry.

This used car industry problem, and especially as it relates to the independent used car industry, is not something which has suddenly developed overnight.

Of course, the root of the problem can be traced directly to the sharp and prolonged decline in the sale of new cars. Franchise dealers, struggling for a means of staying in business, are now aggressively marketing the used cars they receive as trade-ins for their new car sales. To the independent dealer, this has signaled increased competition from the new car dealer in the used car market, and the hard

reality of a lost or sharply reduced source of quality vehicles.

With new car demand stalled, it also means that consumers are keeping their old cars longer and putting more miles on them. Another side effect is that the cars going through the used car market are reflecting a steadily increasing average mileage.

Hopefully, the efforts at improved cooperation underway between the manufacturers and organized labor will result in improved new car sales nationally. That coupled with relief from a record-setting cold winter, could very well kick off a new round of consumer buying.

We all know, new cars are our basic "manufacturing" source of used cars. It is pretty much a corollary in the business that when new car sales are good, used car sales are good.

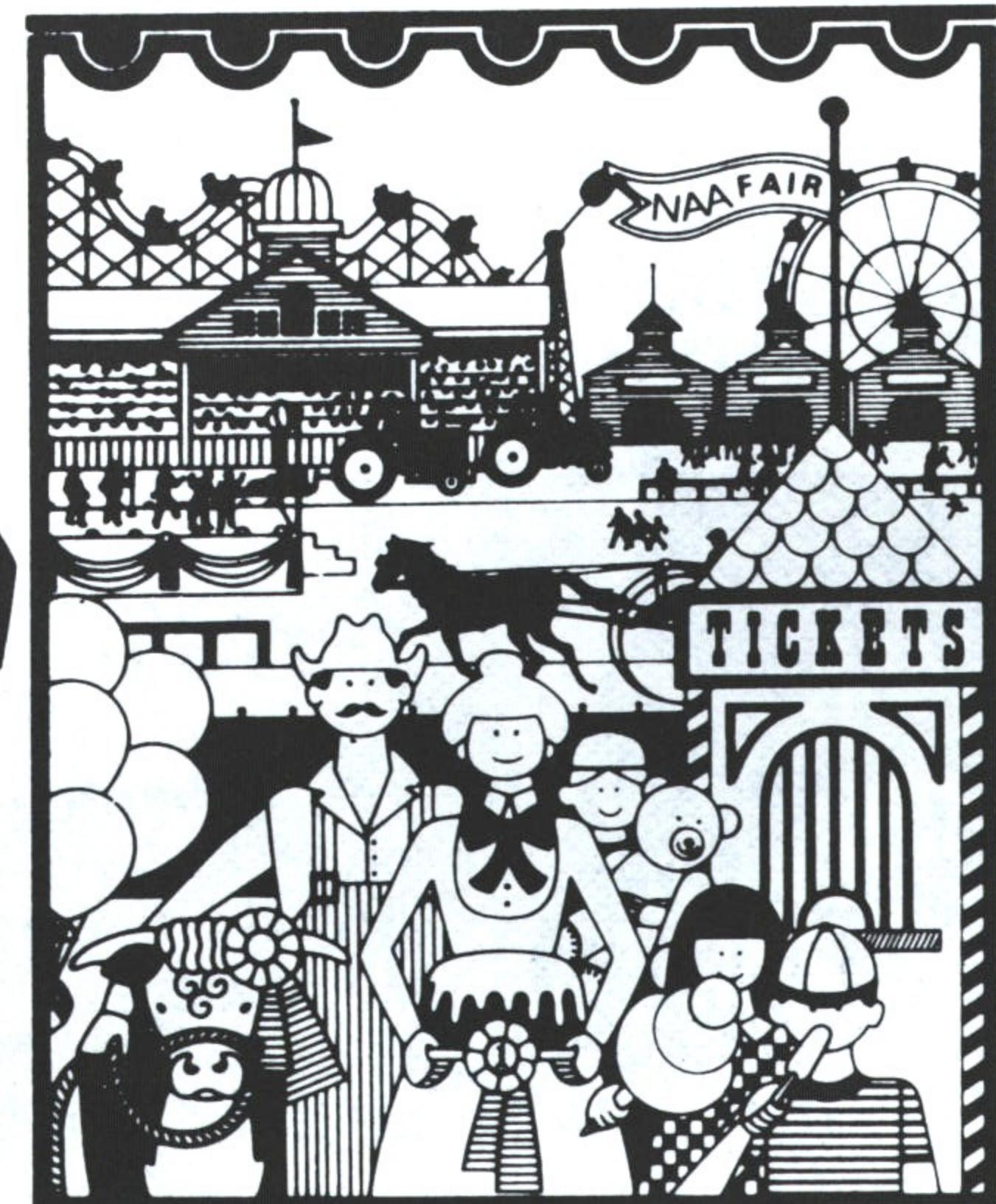
In the meantime, the smart independent dealer has to take stock of the changing world around him, and carefully plan for his business survival until the upturn takes place.

These dealers are busy scouting new sources of supply for quality used cars, and are working hard at maintaining their current supply sources. They are constantly checking and courting new car dealerships; working with wholesalers, people who not only know the market in your city, but your state as well; **staying in touch with area auctions**; and investigating lease operations as a source of cars for retail.

The availability of good, quality used cars for resale is the heart of the used car market. With a good supply of vehicles, a smart used car dealer can withstand challenges from all sides. Without it, he's out of business.

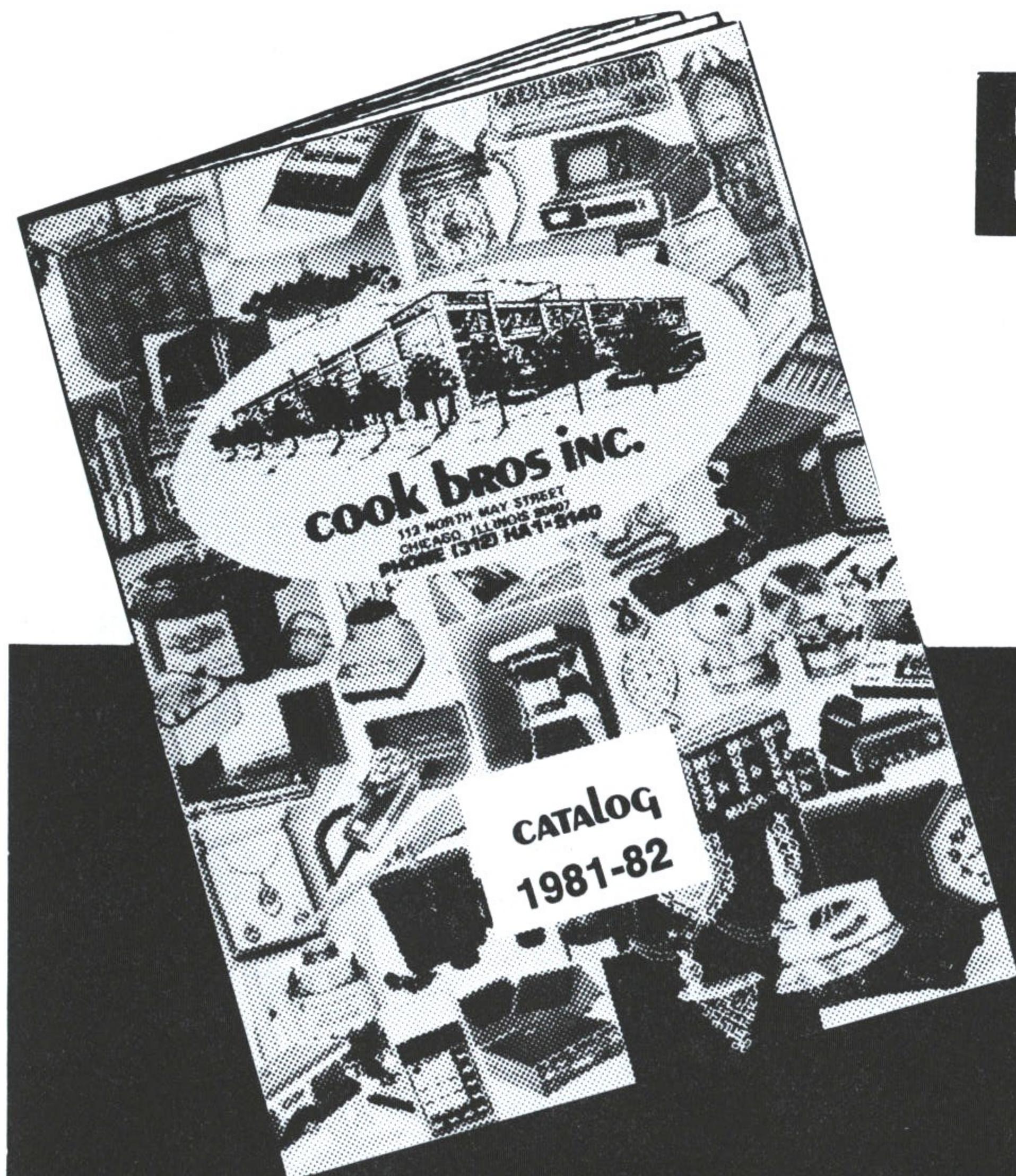
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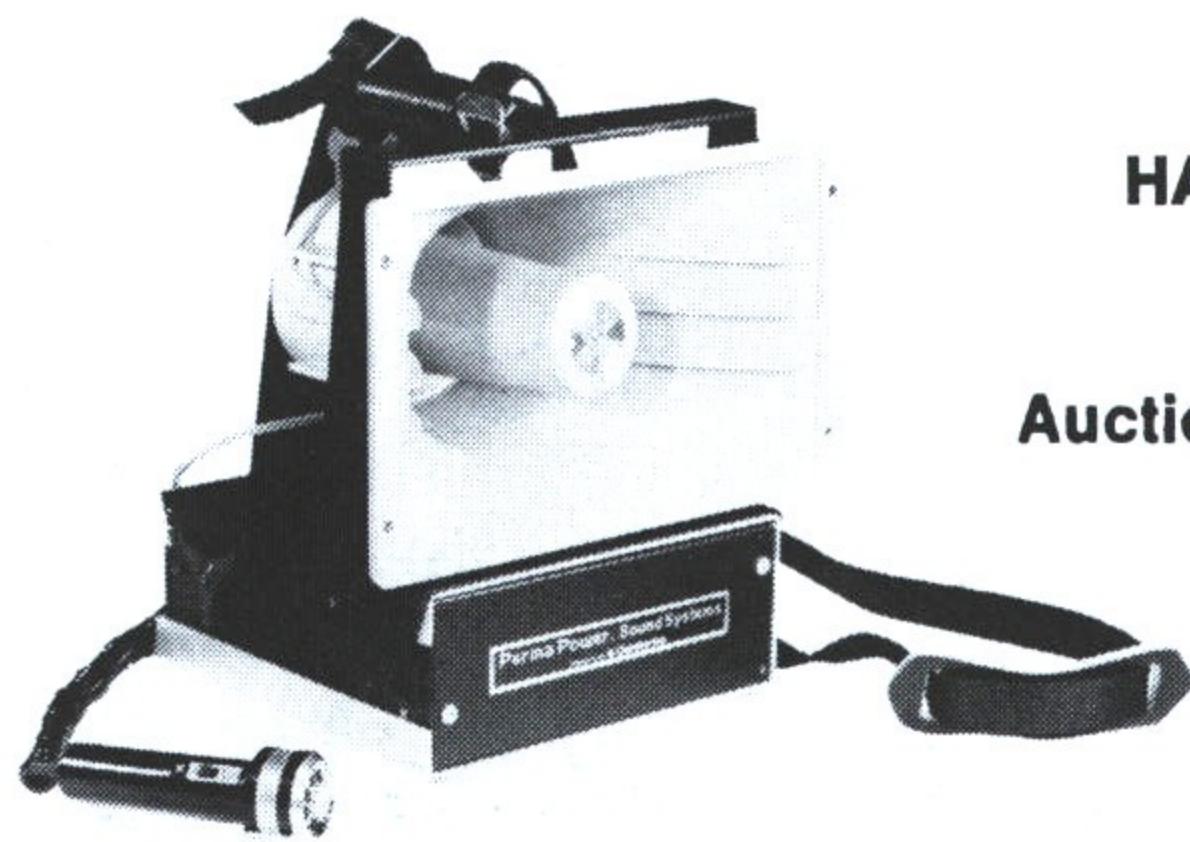
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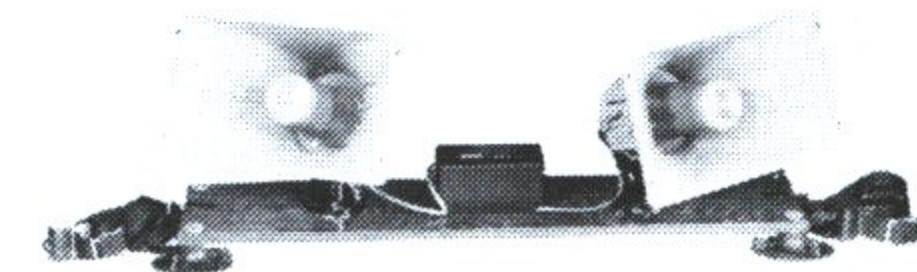
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Customer pamphlet highlights information

Auction buyers, clients, and prospects need all the important information about your auction service. To assure that your pamphlet will be produced as promptly as possible, please follow the ordering procedure closely.

- To begin, read this entire article before completing the order form.
- Photocopy or remove the pamphlet order form.
- Provide the address and service information as requested on the form. Enclose a black and white, head and shoulders photograph of yourself in business attire; and photos of other personnel in your company, if they are to be pictured in the pamphlet.
- Decide what quantity of pamphlets to order, enclose payment, and send directly to the NAA office.

The following guidelines will be helpful in preparing information to appear in your NAA auction customer pamphlet. Please refer to the sample copy for general positioning of information.

Name and address

Your name, business name, business address and phone number will be printed above your picture. In the case of multiple pictures, names will probably appear above, and business address will be located at some other prominent section of the layout. Professional designations will follow your name as requested. Below are a few examples of how nicknames and designations will appear.

| | |
|----------------------------|-----------------|
| John A. Collins, CAI, GRI | Jack A. Collins |
| John A. "Jack" Collins | Jack Collins |
| John A. "Big Jack" Collins | |

All of your business address information will be included, but slogans and other extra items will not be accepted. Also, you may include both your post office box and street address if you wish. Please refer to the following examples.

Business name on the cover

ABC
Auction
Company

We're
The
Professionals

John A.
Collins
Auctioneer

We're
The
Professionals

Business name and address inside

ABC Auction Company
1215 Main Street
Hometown, State Zip
Phone 402-489-9356

Slogans and street directions will not be accepted.

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1215 Main St.
"Your best friend for a sale."
"Turn right at the big sign."
Hometown, State Zip

Multiple business phone numbers can also appear below your address.

Phone 402-489-9356 or 9357 Phone 402-489-9356
402-476-9211

If you have more than one office, the additional office information will be included as space allows.

| | |
|---|--|
| John A. Collins ABC Auction Company 1215 Main Street Hometown, State Zip Phone 402-489-9356 | ABC Auction Company-West 852 Oak Street Othertown, State Zip Phone 402-476-9211 |
|---|--|

Auction service information

As shown in your sample pamphlet, space is provided to include your photograph, two headlines, and auction service information. (When multiple photographs of company personnel are featured in one pamphlet, the layout will be adjusted accordingly, to make room for the additional photographs. Therefore, the headline, "Any questions you have . . ." may be replaced by photos of people in your company.)

Keep your business statements brief and to the point. Depending upon length, 7-10 statements about your auction services may be the ideal number to summarize your auction business.

The following guidelines will apply to your auction service information.

- All statements must somehow relate to your auction service. You may be involved in other business operations, but they cannot be promoted in the NAA's auction pamphlet.
- You can promote your membership in state auctioneer associations, and other professional or-

Continued page 19

THE AUCTIONEER

National Auctioneers Association

"Auction Customer Pamphlet" Order Form

★ Only NAA members are permitted to order the auction customer pamphlet ★ *Please print clearly or type information.*

1) Names of all company personnel to be pictured in your NAA customer pamphlet. (Include professional designations to follow the name.)

2) Name of auction company, or auction service _____

Street address _____ City _____ State _____ Zip _____

Business phone/area code _____

(If additional office location addresses are to appear in the pamphlet, provide the address information on a separate sheet of paper.)

3) Write 7-10 brief statements detailing the auction services you provide. Use separate sheet if necessary.

| | |
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4) Enclose logos suitable for printing, for each professional affiliation you want featured in your NAA customer pamphlet. Social and fraternal organization logos will not be accepted. (Do not send CAI, GRI and other similiar professional designation logos. Your professional designation will follow your name, pursuant to logo use regulations of organization awarding the designation.)

5) Enclose a black and white, head and shoulders photograph (in business attire), for each person to be pictured in your customer pamphlet. Color photos will not be accepted.

6) Enclose payment for the following order. Make check payable to National Auctioneers Association. Please note the charge for each additional photographs.

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Add \$12.00 for each additional photograph to be included.

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(Allow three weeks for delivery following the date your order is received at the NAA office.)

Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

A rough layout of your pamphlet will be sent to you for approval/correction.



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

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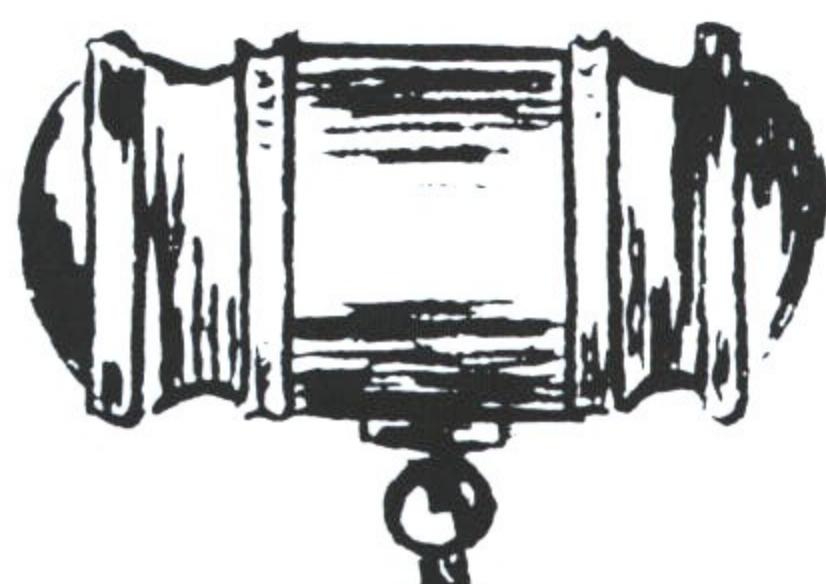
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ganizations that relate to your auction business. Membership information for social or fraternal organizations will not be accepted.

- Logos may be used in your auction service information, but only logos of your state auctioneers association, or other organizations that directly pertain to your auction business. Again, no fraternal or social organization logos.

Satisfaction guaranteed

Admittedly, the above guidelines for what will or will not appear in your NAA customer pamphlet may seem complicated. **But rest assured that your pamphlet content and layout will be approved by you personally, well before your pamphlet is taken to the printer.** Therefore, all pamphlet orders will be produced according to the following procedure.

- Your pamphlet information, order and payment must all be received together at the NAA office. The information will be typeset according to your request, within the above guidelines and layout of the NAA customer pamphlet.
- A rough layout will be prepared and sent to you for final approval.
- You respond to the NAA office (by phone or letter) approving, or correcting your NAA customer pamphlet.
- Your pamphlet order will be printed, folded, and shipped to you, but allow three weeks for delivery following the date your order is received at the NAA office.

Questions about the preparation of your NAA auction customer pamphlet should be directed to the NAA office before you place your order.

Experts say here are the four worst investments this year. 1) Passbook savings — it only pays 5½ %. 2) Whole-life insurance — many companies are withdrawing it because it is not a good consumer value. 3) Gold — lately, nothing has been able to strengthen its price. 4) Raw land — prices have risen to residential value, yet lack improved road frontage and nearby utility services.

AMERICAN BUSINESS

FORT SMITH AUCTION SCHOOL

Ft. Smith, Ark. 72903 — (AC) 501-646-1181

QUALITY TRAINING SINCE 1947

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TERMS
FEB. — JULY
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"CALL"

COMPUTER SYSTEMS FOR AUCTIONEERS

As an owner of a weekly auction house since 1973 with 15 years experience as a senior systems analyst and computer programmer, we have developed programs to computerize your auction business.

- ✓ Our programs run equally well on most micro computers — TRS80II, Zenith Z89, Apple II, and many more!
- ✓ Typical hardware costs \$3500.00 with range of \$2495 to \$7500 depending on **your** application.
- ✓ You can select your computer vendor locally for service or get Zenith at a discount from us.
- ✓ Complete accounts payable, general ledger, account receivable, and payroll \$500
- ✓ Auction balancing with final settlement for multiple consigner and commissions \$350
- ✓ Magic Wand Word-processing — generates catalogues, appraisals, and general business letters and communications \$400
- ✓ Spellguard — checks your letters against a 20,000 word dictionary \$295
- ✓ Mailing List Management \$125
- ✓ Video Terminal on Auction Stand with multiple real time on-line collection and invoicing Call

Our Approach: All programs designed for first time computer users.

Will operate on most micro-computers with CP/M with most popular printers complete portability for computer to computer.

Demo Packages — \$50
Try our software at your local computer shop before you decide to buy!!

John Jones
MICROSYSTEMS
P.O. BOX 521
HELOTES, TEXAS 78023

Visit us at San Antonio Auction Gallery
5096 Blanco — San Antonio

1-512-342-4755

COMPUTERIZED AUCTION CONTROL SYSTEM

R.S.I.-Computer Group, a subsidiary of Rosen Systems, Inc., now has available for sale a computerized auction control software and hardware package featuring the following:

- Sale Inventory Input
- Sale Catalogue
- Auction Sheets
- Buyer Registration Input
- Buyer Registration Printout
- Sale Input
- Sale Control and Reconciliation
- Invoicing
- Buyer Status Inquiry
- Inventory Inquiry
- Sale Recapitulation
- Report of Sale

Additional software includes:

- Payroll
- Accounts Receivable
- Accounts Payable
- General Ledger

Soon to be available:

- A Comprehensive Mailing Label System

The complete system, which is available for a minimal yet cost-justifiable investment, operates on a portable state-of-the-art minicomputer weighing approximately 65 lbs. As a further extension of the program, R.S.I.-Computer Group also provides auction clerking services utilizing the computer at a daily rate.

Originally designed and programmed for Ralph Rosen Associates, this sophisticated data processing package is currently used by such leading auctioneers as Norman Levy & Associates, S. Hochman & Co., Rabin Bros. Auctioneers and Jim Davis Auctioneers.

For more information, call or write Mike Rosen, R.S.I.-Computer Group.



**r.s.i.
computer
group**

**2520 W. Mockingbird Ln.
Dallas, Texas 75235
214/350-2381**

Lighting book cuts costs, saves energy

Washington, D.C. — The National Lighting Bureau (NLB) has announced publication of a revised version of **GETTING THE MOST FROM YOUR LIGHTING DOLLAR**, its popular 24-page, 8½" x 11" illustrated lighting guidebook. According to NLB executive director Tom Ryan, some 60,000 copies of the first edition are now in circulation and demand still is high. He said, "We have already reprinted the guidebook four times. There have been so many technological advances since its initial publication in 1978 that it seemed prudent to issue a revised version."

GETTING THE MOST FROM YOUR LIGHTING DOLLAR gives readers a comprehensive overview of lighting and lighting system technology in lay terms, with emphasis on the benefits to be derived from good lighting and methods available to minimize energy consumption.

The revised guidebook also addresses the different components of a lighting system and mentions techniques to employ in order to minimize energy consumption. The publication goes into the comparative efficiencies of different lamps and notes factors to use to determine which type is best for a

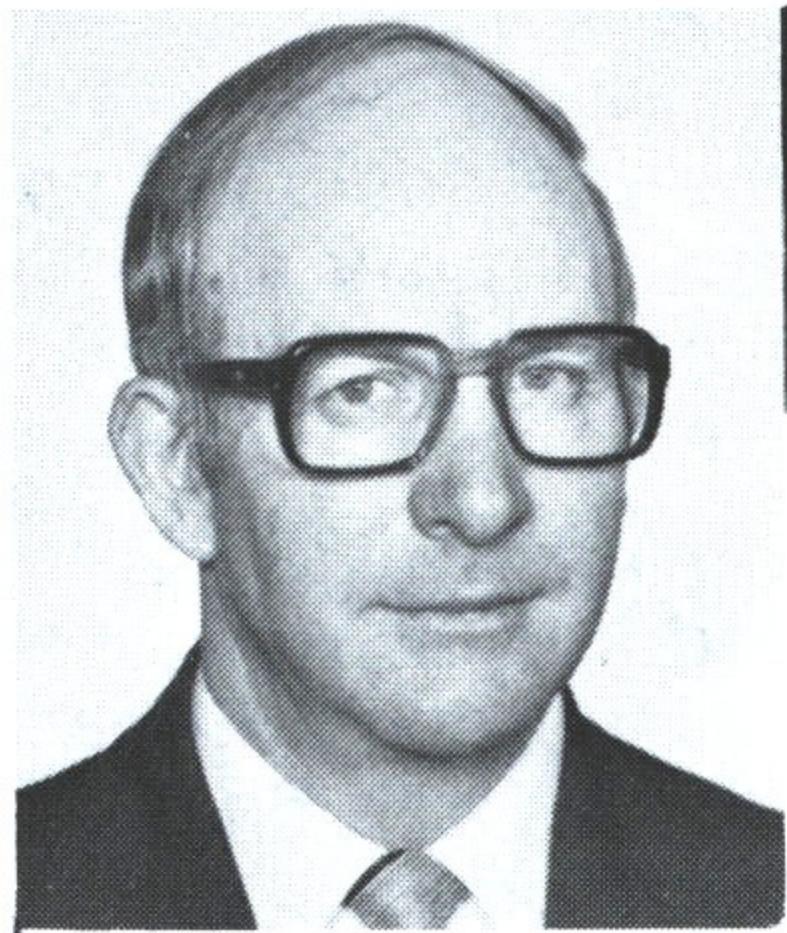
given application. Fixtures are covered as well, with discussion indicating how they can have a significant effect both on energy consumption and the quality of lighting.

The NLB guidebook also devotes considerable attention to lighting system maintenance. "By performing lighting maintenance well, energy consumption can be reduced by 10% and even more in some cases," Mr. Ryan observed. He added that initial costs of new systems can be reduced if a lighting designer knows beforehand that good lighting maintenance routines will be followed.

GETTING THE MOST FROM YOUR LIGHTING DOLLAR is available at a cost of \$2.00 from the National Lighting Bureau, 2101 L Street, N.W., Suite 300, Washington, D.C. 20037. Remittance must accompany each order. Several other publications also are available from the NLB, on subjects such as conducting lighting energy audits, outdoor lighting, lighting in retail stores, and industrial lighting. A directory of publications is available from the NLB without charge.

You may have to sell one at auction someday — manure digesters on large farms by 1985. Producing electricity from animal waste is relatively simple. Manure is passed through a digester which produces biogas. The substance can operate engine-generator sets to produce electricity for the farm.

FARM & DAIRY



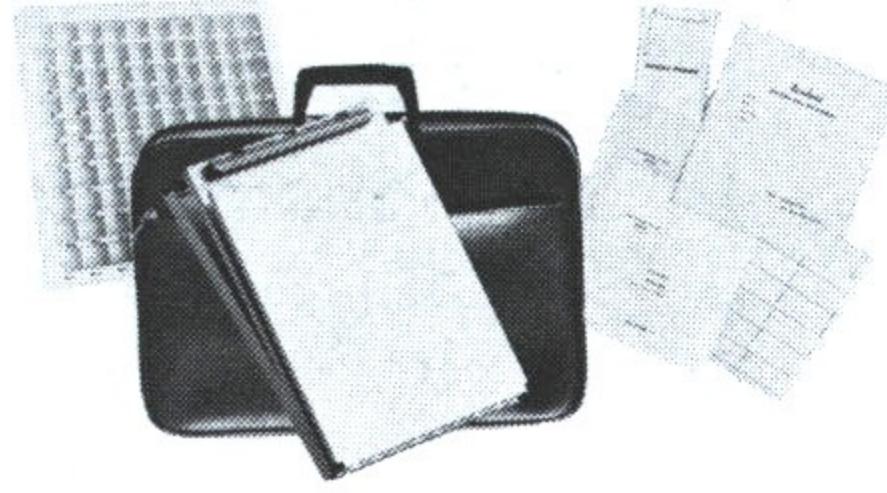
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YOU can be an AUCTIONEER!

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Please send me your FREE CATALOG.

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Reisch World Wide College of Auctioneering, Inc.
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Ph. (515) 423-5242 or 6396

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BY RUSSELL KRUSE

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

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| 3. Contracts | 12. Appraising |
| 4. Sale Summary | 13. Land description and surveys |
| 5. Uniform commercial code and auctioneer liability | 14. Working together |
| 6. Reserve bidding | 15. Definition of 276 terms and words every auctioneer should know or have available. |
| 7. Advertising | |
| 8. Ringman | |
| 9. Insurance | |

Price of book \$10.00 (Volume discount available). WRITE: Kruse Office, Auburn, Indiana 46706. ATTENTION — Russell Kruse.

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Number #1: Three Week Course starting in February, June and October. Personalized training with actual book study and written tests. Written tests nearly everyday including but not limited to Contracts, Advertising, Sale Brochure, Offer to Purchase and Sale Summary. Last day of course has four hour written test to better prepare you for Business or State Test the following week. (Fee \$300).

Number #2: Special Correspondence Course: Home Study Program. Kruse Book and other written material that should be very helpful in state test preparation as well as making you a better auctioneer. This also includes attending the Final Day of Course No. 1 and taking four hour written test if desired. Actually you will receive all of the 3 week course paperwork with instructions for each day for 3 week period. Live Auctioneer voice tape by Mr. Kruse included. Same as if you were in class. This is a natural setup for the person who cannot be away from home for 3 weeks but can be gone for one day review and 4 hour master test at Kruse Office on Saturday just before State Test.

FEE ONLY \$50 — ALL BY MAIL IF DESIRED.

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

WANTED ---AUCTIONEERS

WHO LIKE TO MAKE MONEY -- OUR WHOLESALE TOOL CATALOG IS PACKED WITH FAST MOVING MERCHANDISE AT LOW COST.. THIS MEANS MORE DOLLARS IN YOUR POCKET AT THE END OF THE SALE.
GET YOUR FREE TOOL CATALOG -- NOW -- WRITE

EMPCO SALES
58-10NA 69th STREET MASPETH, NY 11378

ATLANTA '82 NAA Convention

Youth tours announced for convention

Children attending the NAA convention in Atlanta can now be registered for their own special tours, Thursday, Friday and Saturday of convention week. Any questions about your children participating in the tours should be directed to the NAA office before registering. Below is information that will be helpful in planning for the young people's tours.

- **Age** — The Atlanta company arranging tours for the NAA convention provides one "guide" for every 14 children ages 6-12. Be assured that younger children will be supervised throughout the entire tour. Guides will all be responsible young adults, including former school teachers.

- **Spending money** — The tours are designed so that children do not necessarily have to carry money. However, you may want to discuss with your child the purchase of snacks, souvenirs, etc.

- **Tours originate** at the Youth Activities Room in the hotel. Children will be divided into two groups — 6-12, 13 and older — then supervised accordingly. Guides will escort tour registrants to bus boarding on the Harris Street side of the Atlanta Hilton.

- **Thursday luncheon** will not keep children from attending youth tour on that day. Young people will be able to have lunch and make the tour at 1:00 pm.

- **Early registration** is absolutely necessary, to fully arrange transportation and supervision. Please register your children as soon as possible.

- **Special attention** — If your child has any kind of special need — diet restriction, physical assistance, etc. — please notify NAA staff well before the tour.

- **Youth tours are separate** from the Host Association tours July 27-28, and separate from the youth registration fee for the Atlanta convention. Please complete the Youth Tours form and return with your fee payment. If you do not wish to remove the form from your AUCTIONEER, a photocopy will be sufficient.

Parents may accompany children on any of the special Youth Tours, but the adults must also pay the full tour registration fee.

Youth Tours Registration Form

Thursday, July 29

TOUR 1 — Toy Museum and Roller Skating

1:00 pm to 5:30 pm

Tour begins with a visit to the Toy Museum of Atlanta. See antique toys for children of all ages, plus dollhouse collection, trains, mechanical toys, games, and a miniature village recreating turn-of-the-century Atlanta. Remainder of the afternoon will be spent rollerskating.

persons @ \$15.00 each
(includes all admissions
and skate rental) \$

Tour 1 registrant names and ages: _____

Friday, July 30

TOUR 2 — Six Flags Over Georgia

10:30 am to 4:00 pm

A twenty minute drive from downtown Atlanta, Six Flags Over Georgia is one of the state's most popular attractions. It is a 250 acre landscaped amusement park where admission ticket is your passport to the more than 75 rides and attractions. Also included is all-American song and dance revue on stage at the Crystal Pistol.

persons @ \$20.00 each
(includes admission and

\$3.00 in "park script"
for purchasing lunch)

\$

Tour 2 registrants names and ages: _____

Saturday, July 31

TOUR 3 — Stone Mountain Park

9:30 am to 4:30 pm

Day at Stone Mountain Park will include viewing the "rock" and relief carving, and a choice of five attractions they may visit. The Skylift or Train; Antebellum Plantation or Riverboat; War in Georgia or Game Ranch; Heritage Museum or Auto Museum will be available. Lunch will be a picnic in the park. After lunch, children can rent roller skates for skating on the Park's skate trails.

persons @ \$21.00 each
(includes admission, attraction
ticket, lunch; does not
include skate rental which is
approximately \$3.00) \$

Tour 3 registrant names and ages: _____

TOTAL AMOUNT ENCLOSED \$

Fees for these tours are separate from other tour fees and the convention registration. Payment must accompany tours registration.

Going, Going,

Gone! When you advertise in the newspaper with the largest Sunday circulation in New England: 741,000. And no Boston paper has more classified ads. For more information call: JoAnne McCoy (617) 929-2169 or Arthur Shachat (617) 929-2160.

The Boston Globe
BOSTON, MASSACHUSETTS 02107

Advertising contest: — enter and be recognized

Here's the big opportunity to gain valuable recognition for your advertising efforts, your client advertiser, and your auction professionalism. The NAA advertising contest picks only the best of auction advertising from members throughout the nation. But you can't achieve such recognition without first submitting entries.

An entry can be your largest sale bill and even your auction business letterhead and envelope.

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 1982 Contest. Awards will be presented at the Awards Festival of the 1982 NAA Convention, Friday, July 30.

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, 1982.
3. Entries must be on the current year sales (July 1, 1981, through June 30, 1982).
4. Each member entering the contest can select an entry to be represented in any of the particular categories. **Limit is one entry, per member, per category.** Each entry must be labeled, or clearly marked, as to the category for which it is being entered, and three pieces of each entry 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 addi-

BUY FROM AN AUCTIONEER

ADJUSTABLE CAPS:

#50 Summer Mesh-Open Weave, two-tone with solid white front panel, our most popular style. Your Company Name, Logo and Address screen printed up to four colors at no set up or art charge. Just send us your Logo, we will set type. Colors: Red, White, Royal Blue, Kelly, Gold, Navy, Orange, Brown and Tan, Blue Denim, *Puff Raised Print available.*

#60 Winter Polyester—lined with shape-retaining, breathing polyfoam for comfort. Color and printing same as above.

JACKETS ALSO AVAILABLE



Caps \$2.95

Crum's Farm & Auction

4504 HAMBURG PIKE
JEFFERSONVILLE, INDIANA 47130



812/282-6043

**30 cap
minimum**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

TERMS — Net 10 days, F.O.B. our plant, or send check with order & we pay the freight.

tional 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.
6. Previous year winners — those who won an award in 1981 — are not eligible to compete in the category in which they won in 1981, but they may enter any of the other categories.
7. Of the three samples submitted for each entry, one copy will be maintained in the NAA office; one copy will be maintained for judging; 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, 1982. Be sure and have a completed entry form attached to the set of three examples for each entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.

REPPERT SCHOOL OF AUCTIONEERING, INC.

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Decatur, Indiana 46733

Tuition \$400 for 3-Week Term —
also Home Study

Next 2 Terms:
July 26-August 13, 1982
November 29-December 17, 1982

Founded in 1921

Write or call for more information

219-724-3804

AC 0033

ENTRY FORM

National Auctioneers Association
1982 Advertising Contest
NAA Annual Convention
Atlanta, Georgia

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, 1982

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 68510-2487**

Membership in the NAA shows how life's obstacles turn into opportunities. They discover healthy, creative, uncommon solutions to the common crises of auctioneering. Drawing on thirty-five years of research, and the experiences of nearly 7,000 members (men and women), shows through dramatic examples how all of us can become better auctioneers.

B. G. Coats

ATLANTA, GA

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best rating
from Ron

FROM COAST-TO-COAST U.S.A.

High-Impact Visual Literature (Brochures)

HIGH-QUALITY, QUICK TURN AROUND
AND COMPETITIVE PRICING FROM
A COMPANY THAT KNOWS
THE AUCTION BUSINESS

ANY CITY, ANY STATE, U.S.A.

EUGENE, OR

I.P. BEATS INFLATION
No Price Increases in Over
Two Years, even as service
offers higher quality.

STEAMBOAT SPRINGS, CO

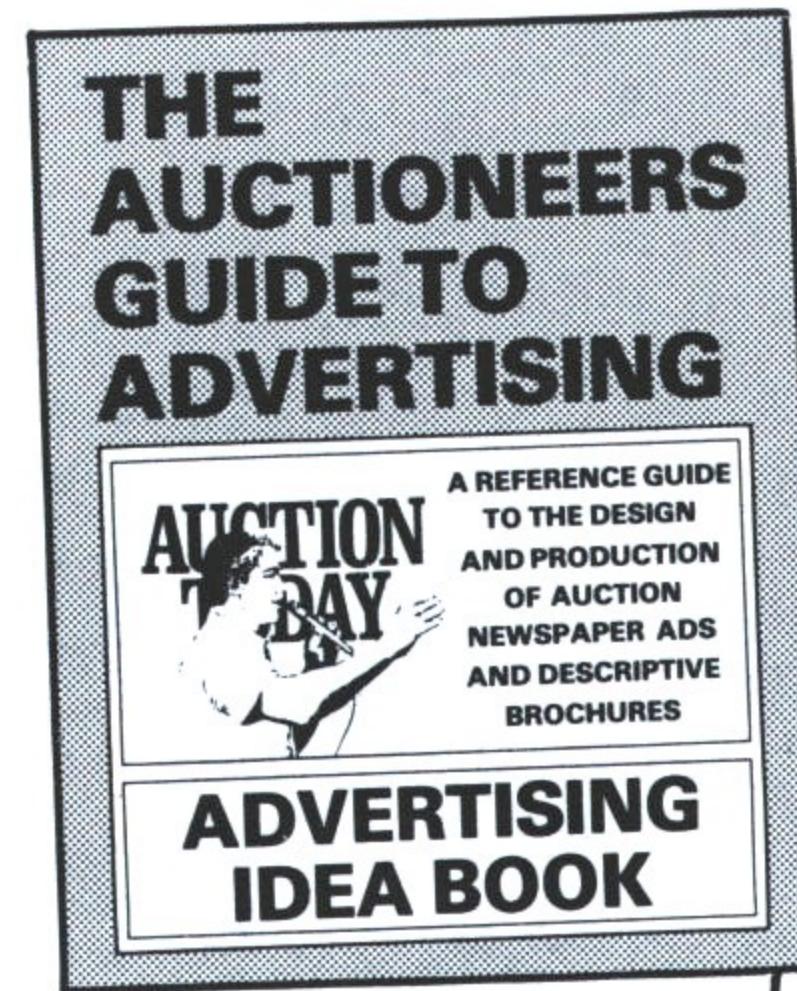
I.P. FACTOR.
OFFERS SOLUTIONS

Brochures Produced So Fast,
National Customers
Amazed At Service

I.P. Expands Specialized Service To Auction Companies

Eugene, OR - Industrial Publishing has expanded its
auction services by offering custom silk-
screen printing. Catalogs available on request.

We can best define "THE I.P. FACTOR" as:
A mutually beneficial working relationship of
INTERESTED PARTIES, who realize that
through proper **INITIAL PROCESSING** can
design an **INTELLIGENT PROGRAM** of
INVESTMENT PLANNING that will
INCREASE PRODUCTIVITY and
IMAGE PROGRESSION. Together
we can create and produce an
INVALUABLE PROMOTION with an
IMPRESSIVE PERFORMANCE that returns
the **INTENDED PROFITS**. By planning, and
following the system, we at
Industrial Publishing know anything
IS POSSIBLE.



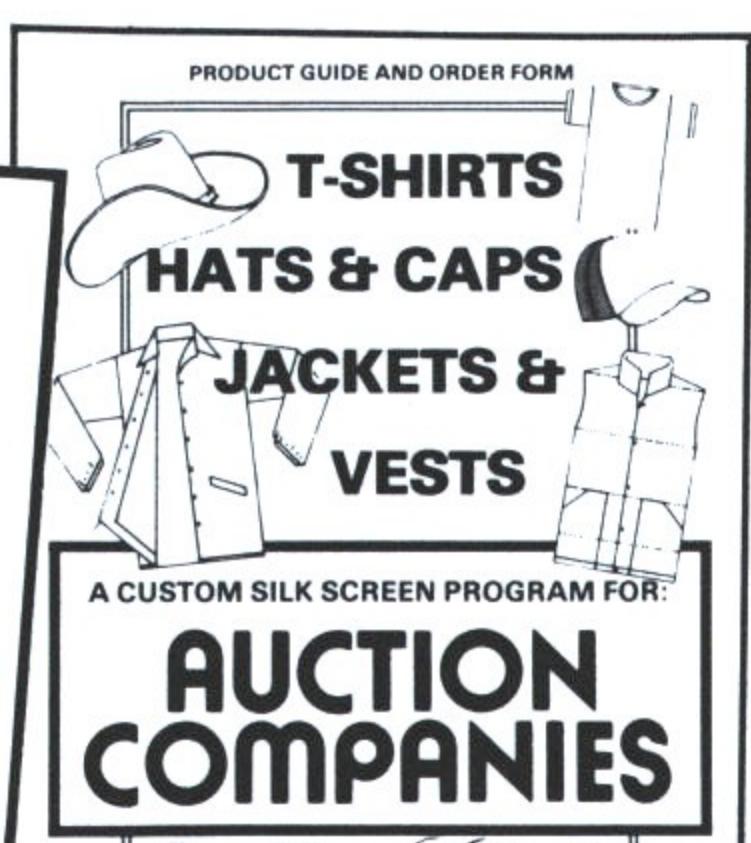
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Marketing Programs Than Others.
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P.O. Box 2328, Eugene, Oregon 97402
(503) 689-2711

Atlanta Fun Auction, load your wagon

By H. C. Thomas
Fun Auction Chairman
1982 NAA Convention

It will soon be Fun Auction time in Atlanta. And you "good ol' boy" NAA friends are looking forward to welcoming you to the NAA Convention, with "Southern hospitality" and a great Fun Auction.

Bring the family, load up the new kitchen sink, whatever will sell, because almost anything of quality, interest or value can go under the Fun Auction hammer.

Test your auctioning skills among the best of NAA auctioneers. But don't forget your own contribution to the auction. Use your imagination — brass monkeys, painted eggs, fancy rings, beautiful china, juicy apples, bags of nuts, great hunting dogs, solid ivory, alligator purses, just about anything. You name it, you bring, you sell it!

The only thing not for sale is the "FUN". That's free.

After the good times at the big Atlanta auction, there's always plenty of that fine Southern cooking. Welcome to Georgia, welcome to a great city, and welcome to a memorable Fun Auction experience.

Open to all NAA members

Every NAA member auctioneer is eligible to auction an item (or items) at the 1982 Atlanta Convention Fun Auction. And, of course, every NAA member is eligible to contribute an appropriate sale item (or items) to the Fun Auction. 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, **the following format will be used.**

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 lineup for everyone.

The clerking, cashiering, and bid taking duties will be administered by the members of the Georgia Auctioneers Association and the other Co-host Associations.

The 1982 NAA Convention Fun Auction is going

Auctioneers Association and the other Co-host Associations.

The 1982 NAA Convention Fun Auction is going to be another sale success, and one way or another, all NAA members can be a part of it. The Fun Auction is your opportunity to help support the NAA convention, and display your auction talents to the world's best auctioneers — your fellow NAA members.

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

July nominations deadline for NAA candidates

Any NAA member can be nominated for elected 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, 1982.

In accordance with the 1980 NAA By-Law revisions governing officer elections, not only will *the members* elect the four directors, 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.

The nominations for the offices of directors (four) and officers (treasurer, vice president, president-elect) are open for the 1982 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 68510-2487. Nominations will not be accepted after July 1, 1982.

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.

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Personalized Bidder Numbers
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Your name printed in a second color
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Kwick Klerk

Box 147 Northfield, Mn. 55057

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Marty Higgenbotham says:

“Every Auctioneer interested in PROFESSIONALISM, ACCURACY, and COST CONTROL needs a **PACS computer.”**

PACS allows you to process REAL ESTATE or CONSIGNMENT sales faster, more accurately, and with fewer personnel.

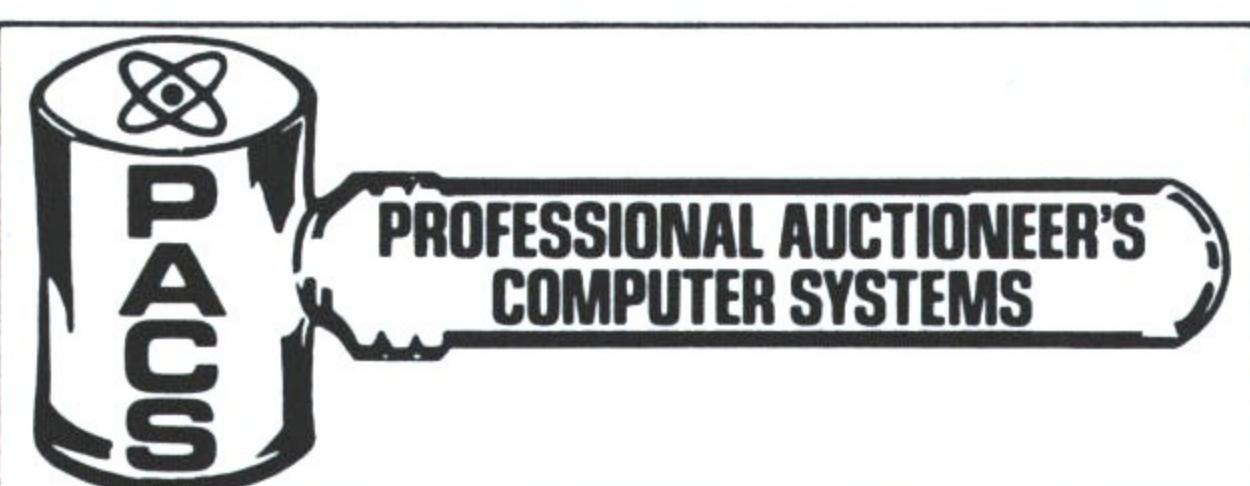
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CALL TOLL FREE
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To: Professional Auctioneer's Computer Systems
522 S. Florida Ave., Lakeland, FL 33801

Please send me information on the **PACS** computer, including your 30-day trial.

NAME _____

COMPANY _____

STREET _____

CITY _____ ST _____ ZIP _____

PHONE _____



MISSOURI AUCTION SCHOOL, February class of 145 students from 30 states and Canada. Instructors and staff, first row, second from left: secretary Judy Klepac, instructors Susan Stuke and Dale Vaughn, secretary Dorothy McGlothlin, instructors Dean Cates, Billy Long, Bill Morgan and Boyd Michael, school president Dick Deweese, instructors L. H. "Bing" Carter, Gary Ryther and Paul Deweese. Instructors not pictured: Chuck Cumberlin, Verlin Green, Daryl Ball, Bob Purinton, Stanley Stout, Joe Small, Derry Brownfield, Neal Davis, Gordon Greene, Brent Voorheis, and John Wood. Next school term, June 21.

ATTENTION, ALL AUCTIONEERS!

RECEIVE PRECIOUS GEMSTONES ON CONSIGNMENT

We have been instructed to dispose of a vast quantity of genuine gemstones. **They are available to you to be sold at your auctions regardless of price and without minimum bid.**

We need your help in liquidating these gemstones (emeralds, rubies, sapphires, aquamarines, opals, amethysts, garnets, etc.). They will come to you packaged and ready for sale, with a simple invoice to be returned to us when sold. You will receive a parcel of (20) lots which normally sell for between \$800-\$1500. **Take your normal commission and remit to us by your check.**

These gemstones will provide interest, color, and variety to your sales. They are guaranteed genuine and have been weighed on a jeweler's scale to 1/100 of a carat accuracy. All are cut and faceted.

We need the assistance of approximately 100 auctioneers who sell general merchandise, household goods or antiques. **You need not have any prior experience in selling jewelry to assist us.**

Please call or write our office as soon as possible.

Thank you very much.

Consolidated Equity Associates

P.O. Box 401216 • Dallas, Texas 75240
Phone: 214 245-7052; 214 245-8996

We had better start getting young auctioneers involved in the NAA, as it is no different than most organizations I know and belong to. I am an average auctioneer, but rapidly approaching another birthday which prevents me from classifying myself as middle-aged, unless I live to be 125 years old.

After you have sponsored auctioneers for membership, cause them to realize their responsibilities.

They will then feel like valued members and will respond in kind.

Being new members they will enjoy listening to older members discussing their auction experiences.

Sponsor an auctioneer, for membership today, tomorrow, any day; 12,000 members will be reached if we all sponsor at least one new member.

B. G. Coats

Techniques of a family auction business

By Robert H. "Bob" Glass, CAI
NAA Director

Several years ago when teaching and coaching at a junior high school in a rural Connecticut town, I went to my first public auction and I haven't been the same since!

I was shocked at the way a person's lifetime accumulations were presented and sold. I told my wife Barbara there has to be a better way to run an auction business. The next summer, my wife and I and our six children headed for the Reisch Auction School in Mason City, Iowa. Now, some twelve years later after our entire family has completed auction schooling, our family auction business is flourishing.

My daughter, Gwen Williams, 22, heads our advertising department on a full time basis and auctions at every auction. Robert, Jr., age 21, a junior at Indiana State University, works as auctioneer and runner during the summer and holidays. Laurie, 20, also a junior at Indiana State University, works summers and whenever her schedule allows, as auctioneer, secretary and runner. Jeff and John 18, our twin boys, work in our auction business summers and after school when their schedules permit. Ginger, age 15, a sophomore, works in all capacities, and auctions on a regular basis.

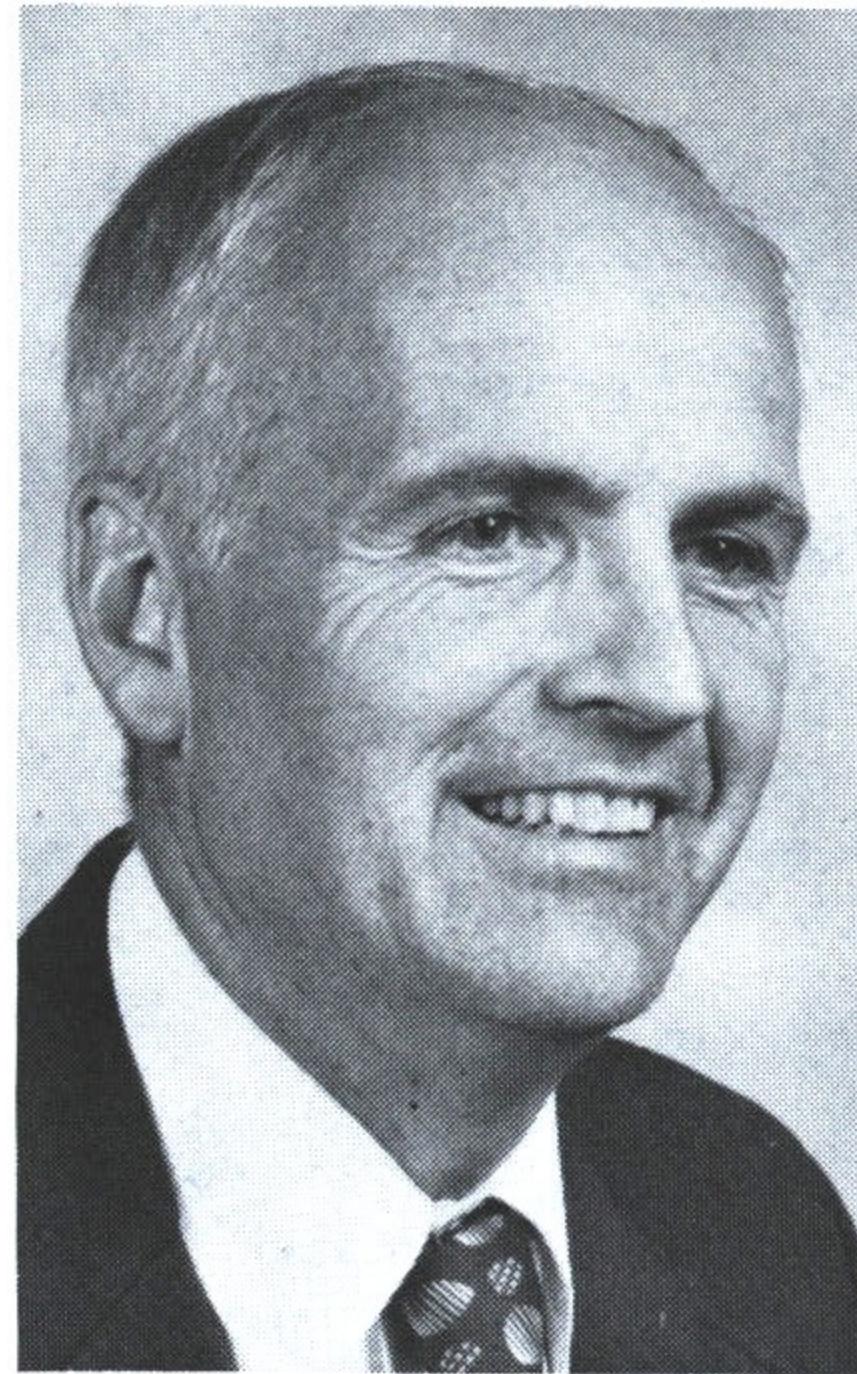
The jobs in a family run auction business are as varied as the merchandise we auction. Our typical auction on location involves the following details and each family member shares in the plans.

A pre-auction visit is made in order to prepare a pictorial brochure. This photographic session is usually done with daughter Gwen.

We arrive at the auction site during the week before. Everyone lends a helping hand organizing the merchandise into saleable lots. If necessary, china and glass are washed so it will sparkle the day of the auction; and the furniture is polished thus helping to assure the seller the highest possible price. Pictorial brochures are prepared and mailed to a specialized computerized mailing list. The brochure is done well in advance of auction date so it can be used as advertising copy for the newspaper ads, by underscoring key items. This insures accurate description for your newspaper in a logical and legible form.

We supply our client with one hundred copies of their pictorial brochure so they can address them to their friends, neighbors, or Christmas card list.

Our brochure is mailed and advertising commences, targeting the markets no more than twelve days prior to auction date. A personal visitation is often made by a family member, with brochure in



NAA director Bob Glass was elected to the Board of Directors in 1981. He is the owner of the Robert H. Glass Auction Gallery in Central Village, Connecticut, and is active in the Connecticut, Massachusetts and Rhode Island Auctioneers Associations. The Glass firm specializes in auctioning antiques, and features the added talents of auctioneer and wife Barbara Glass, and six children, all of whom are also practicing auctioneers.

hand, to homes within the neighborhood, and to key businesses.

Auction day involves a beehive of activity. Our family and auction crew usually arrive four hours before auction time. They bring items out of the home and arrange them attractively on covered tables in a horseshoe arrangement. For a large estate auction requiring a tent, the setup is done the day before and members of the family sleep overnight in the tent. It has been our experience to do the complete setup, since we know best how to market, display and group the items.

Customers are greeted by neatly dressed parking attendants in our auction jackets. Family members distribute brochures that welcome customers to the auction site indicating auction procedures. We also visit with customers, handing out upcoming literature. We have learned the value of giving customers a personal welcome.

We have found an effective method to maintain high interest and expedite the effective selling of volumes of merchandise, utilizing family skills by running **dual or triple ring auctions**. For example, last summer at a large estate auction, Bob, Jr., sold

Continued page 33

FOR SALE

Oldest established auction house in Jefferson County, Ohio. Has been in continuous and successful operation for thirty years, under same ownership. Located 15 miles from Steubenville, Ohio, and 17 miles from Weirton, West Virginia, servicing the Upper Ohio Valley Area. Owner will assist in financing.

For further details call GARY W. CAIN, Realtor® and auctioneer, P.O. Box 116, East Springfield, Ohio 43925. (614) 543-3311

Gain confidence of the buying public

By Richard T. Kiko
NAA Director

If you were a prospect, wouldn't you rather go to an auction like this, instead of confirmation of owner, right to last bid, subject to owner's approval, right of refusal, etc?

"ABSOLUTE AUCTION"

This fine 150 acre farm sells to the highest bidder without reservations. Owner purchased larger farm.

SATURDAY — JANUARY 12, 1982 — 10:00 a.m.

On Location: Ten miles northeast of Canton on State Route #43.

Improvements: Fine two-story brick home, seven rooms, two baths, modern up-to-date kitchen — double bank barn, 40' x 80', 30 stanchions — growing Grade A dairy — tool shed, 30' x 50' two water wells — two acre lake, etc.



NAA director Dick Kiko was elected to the Board of Directors in 1980. He is the president of Richard T. Kiko Agency, Inc., Canton, Ohio, and is active in the Ohio Auctioneers Association. An auctioneer for over 23 years, Mr. Kiko and his firm conduct real estate, antiques, farm, and equipment auctions. He is also a private pilot and farmer.

BANNERS \$39.95

AUCTION

Large 3' x 10' attention-getting fluorescent orange banner. Plastic coated reinforced material with black silk screened lettering. (AUCTION)

3' ties hang banner from buildings, equipment, fences, poles or trucks.

- Effective Advertising
- Use Over and Over

Send \$39.95 + \$4.00 postage and handling to:

COL. DALE WARE
P.O. Box 1009
Torrance, CA 90505

California residents add 6% sales tax. Allow six weeks for delivery.

Land: 150 acres — 120 good plow acres, balance pasture — gently rolling — 1200 ft. road frontage on State Route #43, etc.

Terms: 15% Sale Day, balance 30 day closing, or Owner will finance with 25% down, 20 year amortization, 12% interest, 5 year balloon.

Plan now to buy at your price — shown by appointment. Call the Auctioneer's office.

Please Note: One of Stark County's better farms. Not often do you have the opportunity to buy at your price.

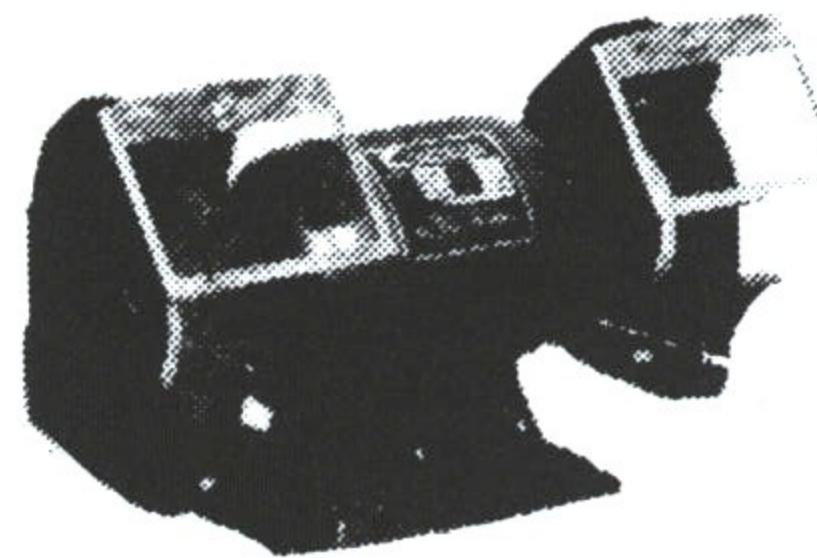
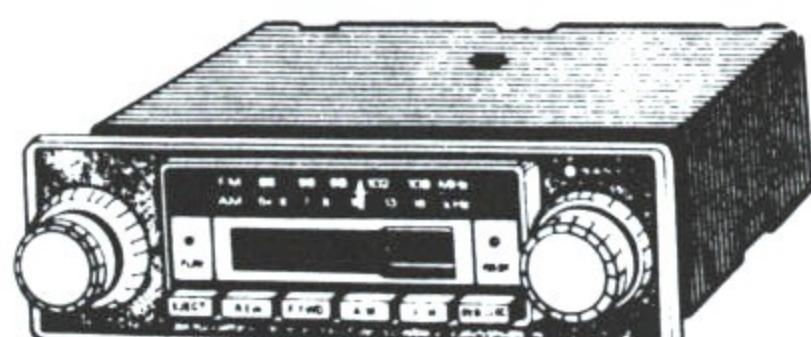
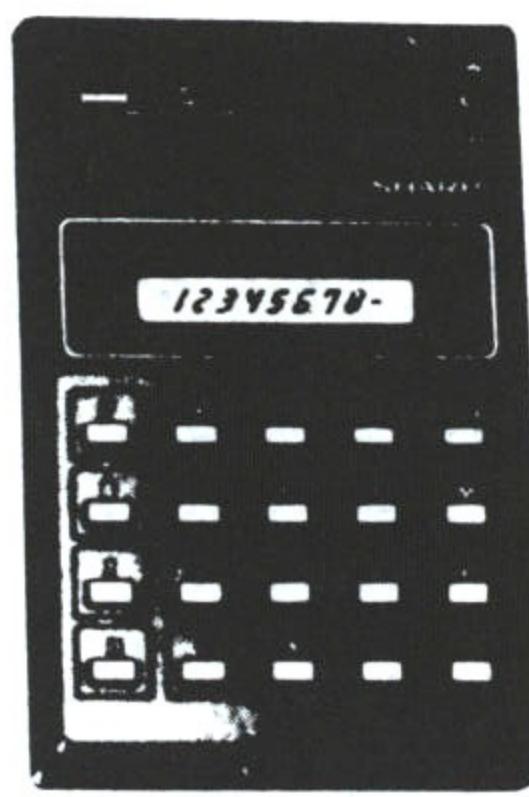
Really, there is no in-between — whether or not this property is for sale or it's auctioned to the high bidder. Which way do you really think it will bring its highest price?

How many sales have you seen where the real estate was offered, refused and then sat on the market, until finally one day it sells? Who then really puts the price on it? John Q. Public finally makes an offer. **So why not convince John Q. Public that it sells to the highest bidder right off the bat?**

We firmly believe that absolute auction could work for you. Especially so if the auction method has not already been abused in your area. Nothing could be more disturbing and damaging to the auction profession than to see a property offered with reserve and not sold.

There is not a middle of the road. The public is smarter than we think. They know what the value of property is. If an auction is properly advertised and promoted it will bring its full market value. You must have the confidence of the buying public to make it work.

If you are just getting started in the auction business it is my firm opinion that you must do it at absolute auction. Write it to sell or don't write it. In due time you will build a following and a growing



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CARRY ARE
TOOLS BY
CHAMPION**

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CASIO WATCHES
& CALCULATORS

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COSTUME JEWELRY

WATCHES

T.D.K.
TAPES

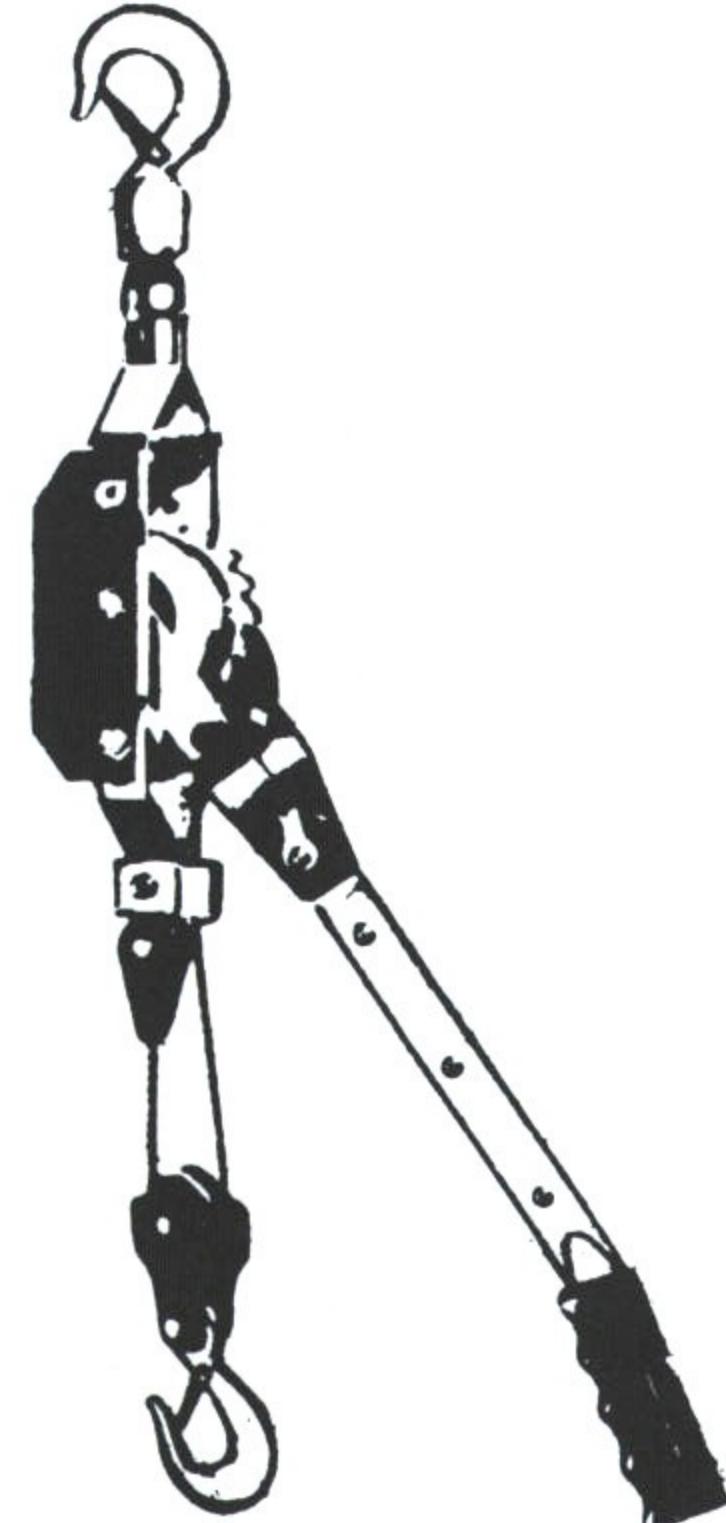
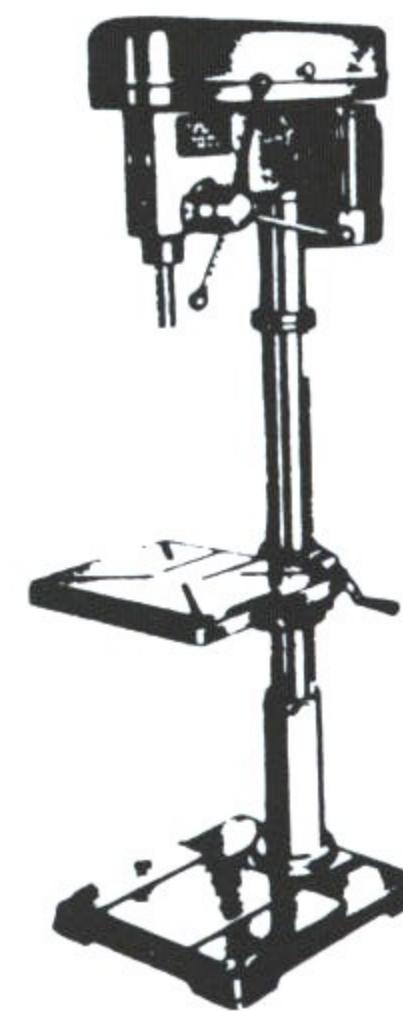
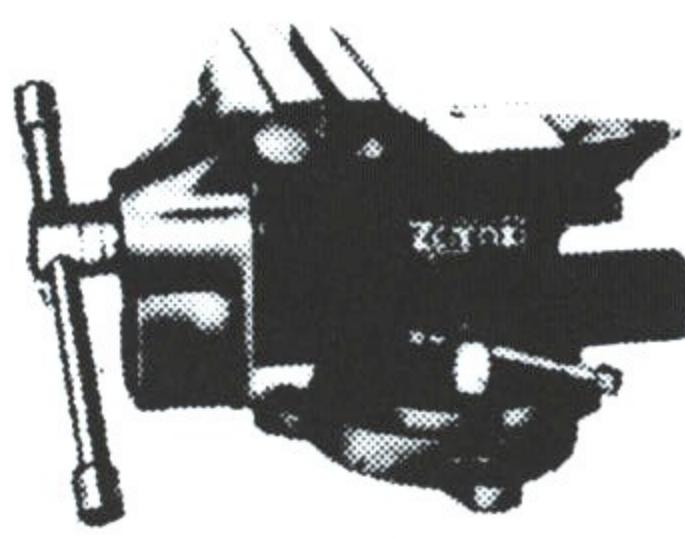
MAXELL
TAPES

VIDEO
TAPES

BETAMAX
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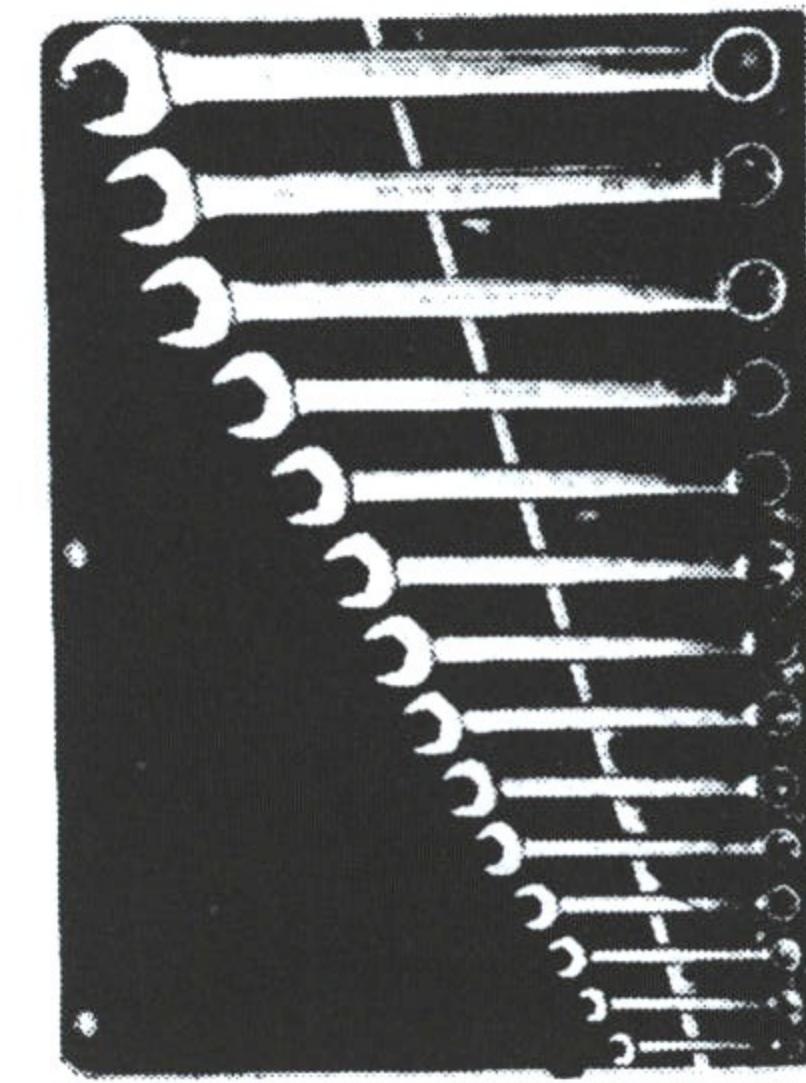
AND
10,000
OTHER
ITEMS

PAKISTANI
KNIVES

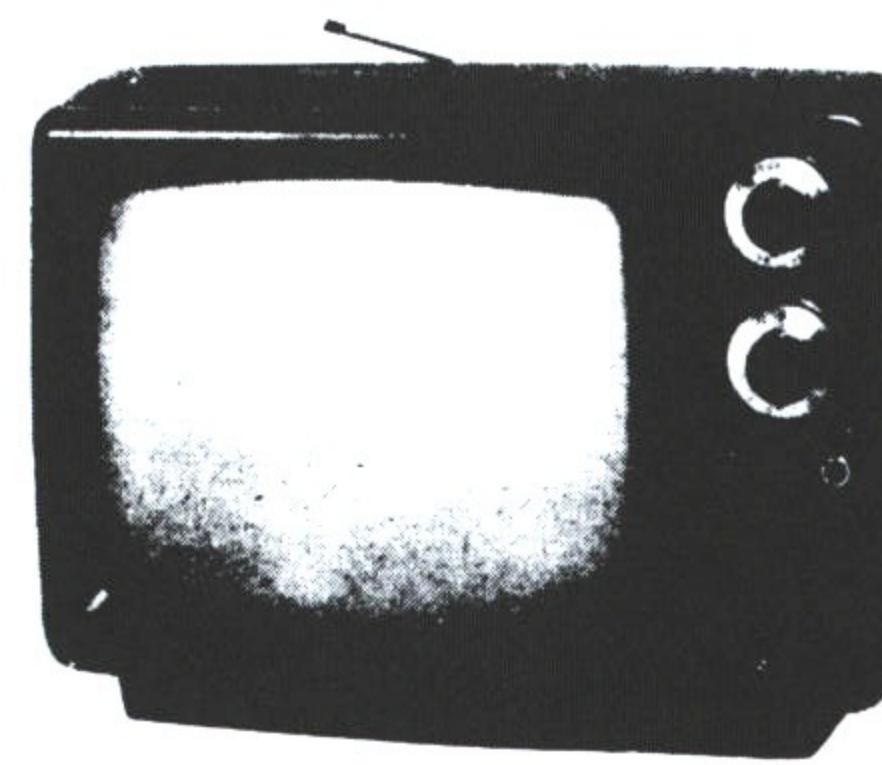


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LARGE INVENTORY — QUICK DELIVERY**

farm equipment and tools by the barn, while daughter Ginger sold linens and dry goods. Daughters Laurie and Gwen and myself sold china, glass, and furniture under the main tent. In this way, each family member feels a total part of our auction service, and each one can interchange with the other at any time.

An added service is our wrapping table or hold area staffed by family members. At the conclusion of an auction, buyers are thanked personally and handed a "thank you for attending" brochure.

The benefits to the family member are multi-faceted. Not only does each member grow in responsibility, self confidence, and meeting people, but there is never a communication gap. There is high incentive for hard work because the benefits are manifested in exciting coast to coast trips and the closeness of working and playing together.

If you have a young family, and they are not presently involved in the auction business try, to involve them. The benefits are immeasurable.

"National Auctioneers Week Glass-Family-Style"

The above quoted headline introduced an article in the April 2, ANTIQUES & THE ARTS WEEKLY, Newtown, Connecticut. In celebration of National Auctioneers Week, Bob and Barbara Glass, and their

six auctioneer children held their second annual open house, April 5, during The Week.

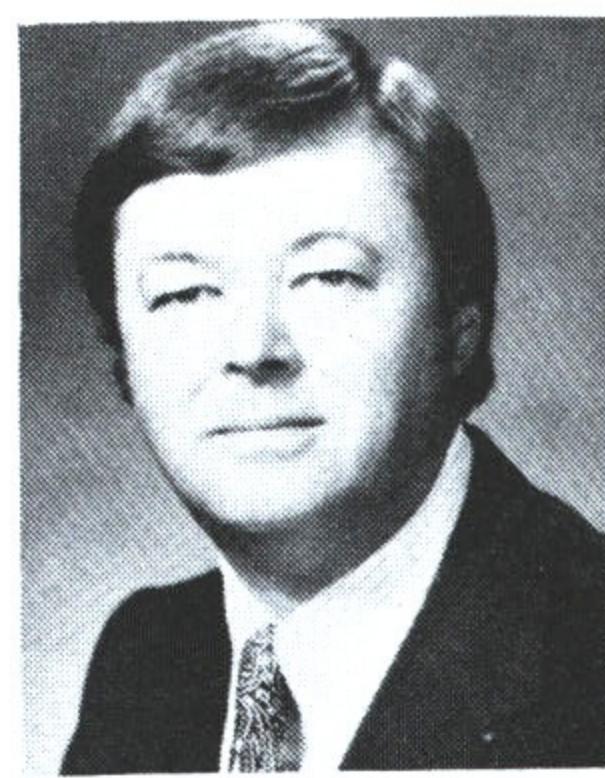
The observance began with free verbal appraisals at the open house, with refreshments being served, 8 am to 8 pm. Following National Auctioneers Week a special "Collectibles" auction was held featuring over 80 clocks and related items.

Before The Week, Bob Glass and family conducted a special "Auction Training Session" prior to a home furnishings auction at the Glass gallery. The idea came from an NAA seminar, with the 40 people attending the training session. The advertisement for the event encouraged newcomers: "Never been to an auction? Afraid to bid, blink, or scratch because you might own something? Don't worry! Robert H. Glass and Family Auctioneers show you how to bid the right way. Special Auction Training Session for Newcomers . . ."

Each person who attended received a free Glass pamphlet, and a second training session immediately followed the first one. Explained auctioneer Glass, "It certainly smooths out the real bidding when we are on the auction block. People need to know how to bid and feel confident while they are bidding, otherwise we won't have any new customers at all."

One out of four tax-paying households now pays more Social Security than income tax, says a new government study.

AMERICAN BUSINESS



Col. Don Wendel
President

LEARN AUCTIONEERING AT THE MASON CITY COLLEGE OF AUCTIONEERING



William Meeker
Vice president

No other school has the instructors that can give you the world's most advanced methods of auction training. Most of our instructors were trained by Col. Joe Reisch, and all are endorsed by Col. Reisch who has trained over 15,000 auctioneers.

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Making plans for the NAA convention

To assist your preparation for attending the 1982 NAA Convention in Atlanta, Georgia, the following information will be helpful. To begin with, complete the forms in the center section of this AUCTIONEER. Send your hotel reservation directly to the Atlanta Hilton; send your convention registration and fees check to the NAA office.

Hotel information

Reservations must be received by July 7, 1982. Accommodations after that date will be confirmed on a space availability basis, at regular room rates.

Room rates, especially arranged for the NAA convention, apply only to NAA convention registrants. Reservations must be made on the reservation form in **THE AUCTIONEER**, and phone reservations for NAA rates will not be accepted. Additional reservation forms available upon request to the NAA office.

Arrival time stated on your reservation form is the time you can check in and have your luggage stored until your room is ready. All hotel rooms are prepared for 3 p.m. occupation each day, so you may want to make plans accordingly.

Children staying with their parents in the same room stay free. Rollaway beds and cribs are free of charge, and available upon request.

A deposit is not required to hold your room. Your reservation will be held until 6 p.m., unless the hotel is notified of your exact arrival hour.

All official convention activities will take place in the Atlanta Hilton.

Automobile parking

Covered parking facilities located beneath the hotel are operated by United Parking, Inc. Current rates (subject to change without notice) are \$4.00 for all day and \$6.00 valet parking.

Automobile access to the Atlanta Hilton in the downtown area is via three major interstate highways (I-20, I-75, and I-85) which converge near the heart of downtown Atlanta. Interstates continue through the city, providing access to the airport and the entire Metro area.

Hilton credit and check cashing policy

The Atlanta Hilton will accept credit card, traveler's check, or personal check in payment for your lodging. However, the hotel will request to see a major credit card if you pay for your room with a personal check.

Airline/Hartsfield Atlanta International Airport

The world's largest passenger terminal complex is located nine miles south of the Atlanta Hilton in the city center. Major air carriers into Atlanta are Eastern, Delta, Republic, Frontier, Ozark, and Piedmont.

Taxi rate from the airport to the hotel is around \$13.50. Those who ride in groups of three or more can pay a \$4.50 per person fare. The Atlanta Airport shuttle operates from the airport to all major downtown convention hotels at \$5.25 per person, round trip ticket \$10.00.

Private plane airports, flying services information

Hangar One at Hartsfield Airport 404-765-1300
Peachtree/Dekalb Airport, northeast of Atlanta 404-
457-7236

Charlie Brown Airport, west of Atlanta 404-691-3616

Camping and RV parking

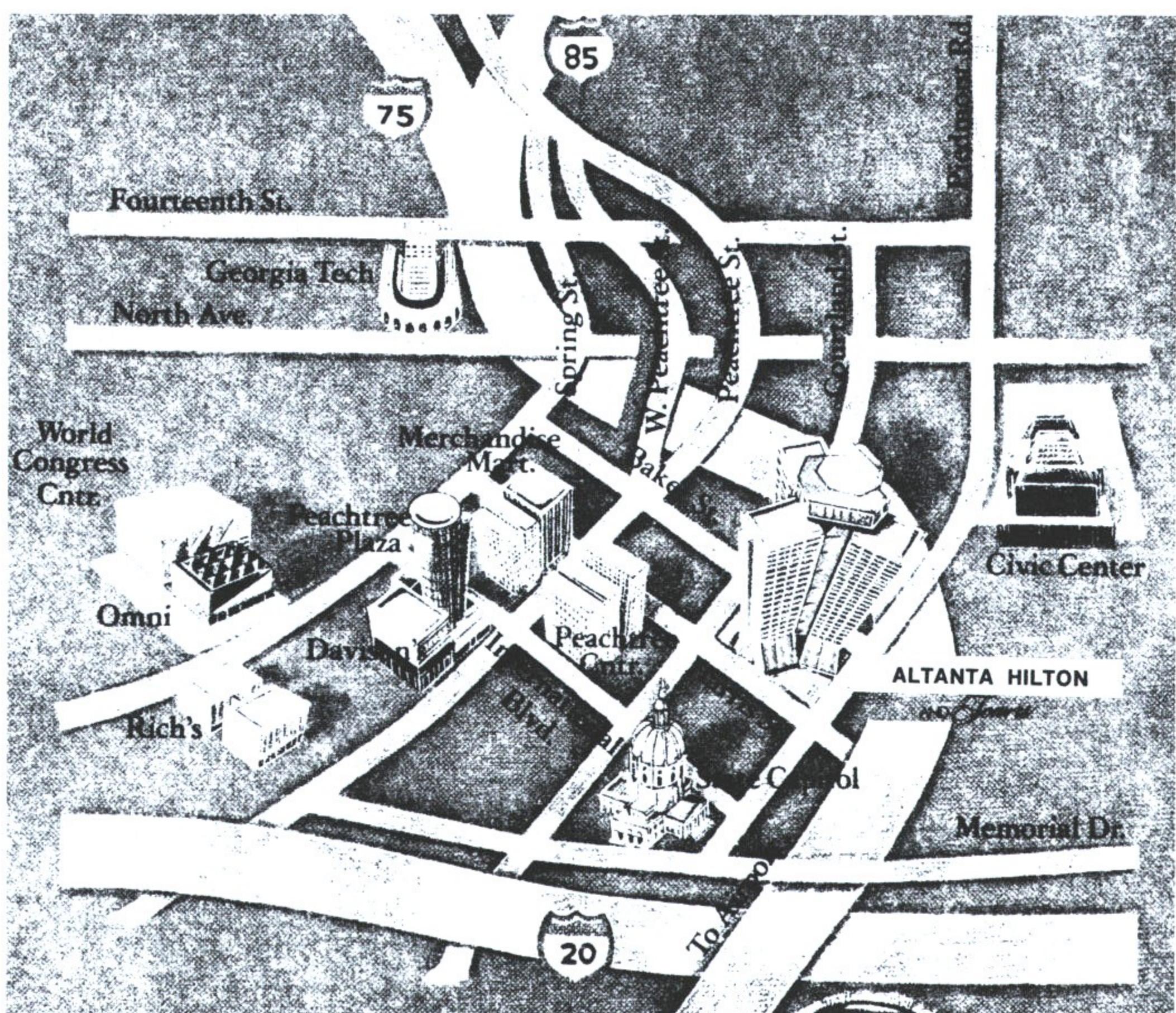
Campgrounds serving the Atlanta metropolitan area are miles from the city center. Please contact the individual campgrounds for more information.

Arrowhead Campground, 10 miles west of Atlanta
404-948-7302

KOA North, 20 miles northeast 404-427-2406

Stone Mountain Campground, 16 miles east 404-469-9831

Recreational vehicle parking near the Atlanta Hilton is available in outdoor parking areas surrounding the hotel. These parking facilities charge around \$3.00 per normal sized parking space per day.



ATLANTA HILTON ACCESSIBLE from nearby inter-state highways leading into downtown Atlanta.

Recreation

The Atlanta Hilton has an eighth-of-a-mile jogging track surrounding two tennis courts. In addition, two more lighted tennis courts are adjacent to an outdoor pool and health club, featuring universal exercise equipment and a jacuzzi. A private country club located twelve miles east of the city provides professional golfing facilities and a cart at special convention rates.

NAA cancellation and refund policy

When an NAA member and family register for the annual convention, all meeting space, activity rooms, and food functions are planned months in advance for that member and family registration. Consequently, when cancellations must be made, advance notice of the cancellation becomes very important. At its January 1981 meeting, the NAA Board of Directors adopted a cancellation policy for NAA conventions.

The following guidelines apply to all convention registration cancellations and requests for refunds.

1. Convention registration cancellations must be submitted in writing and received at the NAA office on or before July 23, 1982. A refund of the total fees will then be made as soon as possible after the convention week.

2. If an emergency situation arises, and the convention registrant does not have time to give advance written notice, the registrant must call the NAA office immediately. The refund situation will then be reviewed at the next meeting of the Board of Directors' Convention Committee.

The NAA office will make every effort to cooperate with convention registrants who must cancel their registrations. However, cooperation on the part of the NAA membership is equally important, since all arrangements for the convention are made months in advance.

ATTENTION

- Antique Dealers ●
- Auctioneers ●
- Rug Dealers ●

ANNOUNCING

If you are looking for a good way to make more money, you just found it!! New or antique rugs in small or large bales to your door. Good quality, low prices, all stock guaranteed wholesale to the trade only

Once-In-A-Lifetime Opportunity!

To reserve a visit from our European supplier to your premises (no obligation) or to order rugs write or call

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Phone (503) 654-3000

Workshops scheduled during Atlanta convention

Thursday, July 29

| | |
|-------------------|---|
| 7:30 am-10:20 am | State Association Officer Workshop and breakfast |
| 9:00 am-10:20 am | Heavy Machinery and Equipment |
| 10:30 am-11:45 am | Livestock Market Auctioneer Contest |
| | Big Business Liquidations (commercial bankruptcies) |
| 3:00 pm- 4:15 pm | Ballroom Real Estate Sales |
| | Livestock Auctions (video sales) |

Friday, July 30

| | |
|-------------------|--|
| 9:00 am-10:20 am | Auto Auction Workshop |
| | Antiques |
| 10:30 am-11:45 am | Selling Tobacco at Auction |
| | Small Business Association Liquidations via Auction Method |
| 1:30 am- 2:30 pm | Governmental Restrictions on International Auctions |
| | Farm Machinery (Personal Property) Auctions |

Saturday, July 31

| | |
|------------------|--------------------------|
| 9:00 am-10:20 am | Auction Gallery Workshop |
|------------------|--------------------------|

Program-at-a-Glance

Please notice that this NAA convention schedule is a very abbreviated version of the convention program you will receive in Atlanta. Only the major events have been included, to help you plan convention attendance.

Tuesday, July 27, 1982

| | |
|---------|---|
| All Day | Annual CAI Update Seminar, for CAI members only. Personal Financial Development — Part II |
| | Tours (sponsored by the Georgia Auctioneers Association) |

Wednesday, July 28, 1982

| | |
|------------------|--|
| All Day | Tours (sponsored by the Georgia Auctioneers Association) |
| 9:00 am- 5:00 pm | NAA Registration |
| 8:00 pm-11:00 pm | Southern Fair (continuous musical entertainment and fair booths, sponsored by Co-Host State Associations). A truly social gathering of the NAA membership to kickoff the convention! |



Charlie Gay's
Wholesale
DEALER AUCTION

2550 Shorter Avenue (Ga. Hwy 20 West)

ROME, GEORGIA

Every MONDAY 10 A.M.

This is an ABSOLUTE Auction where we sell Tools-Electronics-Watches
Furniture-Carpet-Gift Items-Household Goods and many other items
to the HIGH BIDDER.

ALL NEW MERCHANDISE SOLD — LARGE AND SMALL LOTS

NO JUNK

Terms of Payment: Cash or Certified Check

PHONE (404) 234-5946

GA. AUCTIONEER LICENSE NO. 129

Thursday, July 29, 1982

7:30 am-10:20 am State Officers' Breakfast and Workshop

9:00 am-11:45 am NAA Workshops

8:30 am-10:30 am Ladies Hospitality Hour and Educational program (sponsored by the NAA Auxiliary for the ladies attending the 1982 NAA Convention)

12 noon - 2:30 pm 1982 Atlanta Convention Luncheon (official kickoff luncheon for all registrants)

3:00 pm- 4:30 pm NAA Workshops

7:30 pm-12 mid. 1982 NAA Fun Auction

7:30 pm-11:00 pm Youth Activities (games and entertainment)

Friday, July 30, 1982

7:30 am- 9:00 am State Associations' Breakfasts (rooms requested by State Associations for sponsored breakfasts)

Missouri Auction School Continental Breakfast (open to all convention registrants)

9:00 am-11:00 pm Youth Activities Headquarters (organized activities for youth registered for the convention in special Youth Activities room)

9:00 am-11:45 am NAA Workshops

10:00 am-11:45 am NAA Auxiliary Meeting (all spouses of NAA members invited to attend)

12 noon - 2:30 pm Ladies Luncheon and Program (all spouses of NAA members invited to attend)

1:30 pm- 2:45 pm NAA Workshops

3:00 pm- 4:00 pm Open Meeting of NAA Board of Directors (all convention registrants invited to attend)

7:00 pm-11:00 pm NAA Awards Festival and Show (recognition of NAA members and entertainment for the families)

Saturday, July 31, 1982

7:00 am- 7:30 am CAI Continental Breakfast

7:30 am CAI Annual Meeting and Elections of Officers and Governors

9:00 am-10:20 am NAA Workshops

9:00 am-11:00 pm Youth Activities Headquarters (activities for the Youth registering for the convention)

10:30 am-11:45 am Annual Meeting of the NAA

1:30 pm- 4:00 pm Annual Meeting continues (election of officers and directors of the NAA)

7:00 pm-10:00 pm President's Banquet

10:00 pm-12 mid. President's Ball

12 midnight 1982 NAA Convention ends

Sunday, August 1, 1982

Members and guests return to homes, begin vacations, etc. No official events planned on Sunday.

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That's right, we pay cash referrals to you when your clients buy from us.

Estate for Sale

- 202 acre hunting and fishing estate
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- Around 25 miles from Pinehurst, North Carolina
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Joe Small, CAI TXE-012-0252

The Reisch Auctioneer's Speaker

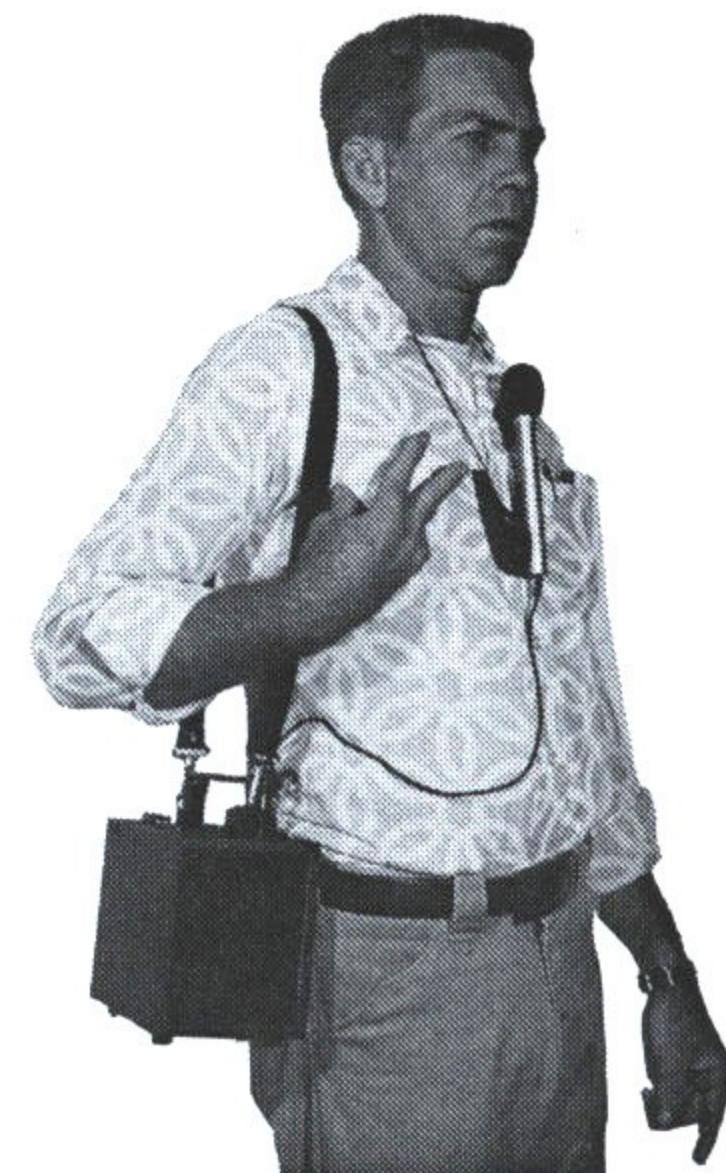
The greatest ever used in the auction profession. Nothing its equal. Either of these speakers will do the job — loud and clear — and can be heard for a half mile or more. The leading auctioneers throughout the U.S.A. and Canada use these speakers. Why not you? We have sold these speakers for the past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



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"LITTLE BIG VOICE" — JR-2

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

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NEW YORK, N.Y. 10018

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City _____

State _____

Zip _____



Auxiliary to the National Auctioneers Association

Dear Auxiliary members,

Your Auxiliary Board of Directors voted in 1980 to revise the Constitution and By-Laws, and in 1981 voted to incorporate. The Board has been advised by legal counsel to incorporate to protect each and every member of this Auxiliary from liability, for any personal injury incurred during any of our functions.

There are two methods for accomplishing these objectives:

1. Incorporate as a separate entity which would involve initial expense of attorney fees, corporation fees, etc., and yearly maintenance fees, plus the time of filing all necessary yearly forms.
2. Have the National Auctioneers Association accept the Auxiliary as a speciality class member. We would be non-voting, but our autonomy would be retained, allowing us the right of our own Board of Directors and By-Laws, as long as it was not in conflict with the NAA By-Laws and Articles of Incorporation.

The desire of the Auxiliary Board of Directors is to follow the second alternative and be a speciality class member of the National Auctioneers Association.

There will be a proposal on the agenda of the NAA Board of Directors at the July meeting in Atlanta, Georgia, to accept the Auxiliary as a speciality class member. If it is approved, the current and proposed revisions as published in this issue of THE AUCTIONEER will be voted on by the Auxiliary at our annual meeting on Friday, July 30, 1982.

I am certainly looking forward to seeing all of you in Atlanta.

**Mrs. Pat Dunning, secretary-treasurer
Auxiliary to the NAA
Elgin, Illinois**

Dear Auxiliary members,

Traveling is what the Aldinger family has been doing this far in 1982. Norm and I went to Florida for the January board meeting and spent a few days driving around in that 80 degree weather. We returned from Florida, attended the North Dakota Auctioneers Association State Convention, then took off with the kids, and grandkids (nine in all) to visit relatives in Boise, Idaho and Portland, Oregon.

Now it's almost NAA Convention time already. I hope many of you are planning to attend the Atlanta Convention, too. As you can see by the sched-

The Auxiliary to the National Auctioneers Association

1981-82 Officers

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Mrs. Pat Lambright, 112 N. Detroit St., LaGrange, Indiana 46761, phone: 219-463-2012

PRESIDENT-ELECT:

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VICE PRESIDENT:

Mrs. Naomi Newcom, P.O. Box 458, Whitewater, Kansas 67154, phone: 316-799-2278

SECRETARY-TREASURER:

Mrs. Pat Dunning, P.O. Box 866, Elgin, Illinois 60120, phone: 312-741-3483

HISTORIAN:

Mrs. Myra Garner, 1003 East Hibiscus Drive, Bartow, Florida 33830, phone: 813-533-9130

DIRECTORS

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Mrs. Glenda McCarter Johnson, P.O. Box 46, Sevierville, Tennessee 37862, phone: 615-453-8417

Mrs. Fran Smith, Angell Road, Silver Creek, New York 14136, phone: 716-934-4875

Mrs. Joanne Laumeyer, 7306 Cleve Avenue East, Inver Grove Heights, Minnesota 55075, phone: 612-455-9547

TERMS EXPIRING 1983

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Mrs. Lila Moody, P.O. Box 795, Darlington, South Carolina 29532, phone: 803-393-0431

Mrs. Betty Short, 1341 E. Orchard, Phoenix, Arizona 85020, phone: 602-944-5626

Mrs. Irene Dudley, Route 4, Box 3, Hampton, Iowa 50441, phone: 515-456-4318

TERMS EXPIRING 1982

Mrs. Ruby Hartman, 12008 South St. Route 122, Camden, Ohio 45311, phone: 513-787-3211

Mrs. Kay Aldinger, Rt. 1, Box 42, Cleveland, North Dakota 58424, phone: 701-763-6262

Mrs. Eleanor L. Moon, Lewis Rd., Box 575, North Attleboro, Massachusetts 02760, phone: 617-761-8003

ule, many exciting things are being planned for our enjoyment. As NAA Auxiliary members, we are a very important part of the auction business. Attending the national and state conventions is another way of showing our support of the auction profession. It's a special pleasure to travel, read the different auction ads, visit with convention friends and feel a certain "at home-ness".

Let's all be "looking forward to Atlanta".

**Kay Aldinger, director
Auxiliary to the NAA
Cleveland, North Dakota**

On an average day, 24 mailcarriers receive animal bites.

From AMERICAN AVERAGES

By-Laws revisions proposed for Auxiliary

For your comparison, the following pages contain the current and proposed revisions for the By-Laws of the Auxiliary to the National Auctioneers Association.

Current By-Laws

**CONSTITUTION AND BY-LAWS
LADIES AUXILIARY
to the
NATIONAL AUCTIONEERS ASSOCIATION
1977 REVISED EDITION
JOAN RITTENHOUSE — PRESIDENT
GLENDY JOHNSON — SECRETARY**

PREAMBLE

Whereas it is necessary in order to more effectively assist in cultivating a spirit of cooperation, to aid in protecting the interest of the profession, we, the Wives, Mothers, Widows and Daughters of Auctioneers, do hereby pledge ourselves to these purposes and do adopt for our government the following Constitution and By-Laws:

ARTICLE I — NAME

Section 1. The name of this organization shall be the "LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION".

ARTICLE II — OBJECTS

The objects of this organization shall be:

Section 1. To help promote and advance the profession of Auctioneering at all times.

Section 2. To help promote the interest of all Auctioneers in every possible way.

Section 3. To help create and maintain a health and welfare program.

ARTICLE III — MEMBERSHIP

Section 1. Anyone who is a Wife, Mother, Widow or Daughter of a member of the National Auctioneer's Association, in good standing, shall be eligible to membership in this auxiliary.

Section 2. An applicant for membership in this auxiliary, shall be willing to swear that she is not a Communist, is not affiliated with the Communist Party in any way whatsoever and that she does not advocate the overthrow of the Government of the United States.

Section 3. Membership in this Auxiliary shall be classified as follows:

(INDIVIDUAL) Any individual may become a member upon payment of annual dues of \$5.00 so long as Husband, Son or Father is a member in good standing of the National Auctioneer's Association.

(HONORARY) Honorary membership may be granted by the Board to anyone who has rendered outstanding service to or in behalf of this Auxiliary, regardless of age.

ARTICLE IV — OFFICERS

Section 1. The officers of this Auxiliary shall be President; First Vice President; Second Vice President; Secretary-Treasurer; and Ten Directors. The terms of the Directors shall be three years and they will be so elected that the terms of three shall expire each year. The retiring President shall automatically become a Director for the term of three years.

ARTICLE V — DUTIES OF OFFICERS

Section 1. It shall be the duty of the President to preside at all meetings of the Auxiliary, to enforce due observance of the Constitution, By-Laws, Rules and Regulations; to decide all questions of order; to offer for consideration all motions regularly made; to call special meetings, appoint all Committees not otherwise provided for; shall make no motions, nor vote on any question or motion unless the members present be equally divided, when she shall cast the deciding vote.

Section 2. It shall be the duty of the first Vice President to perform all the duties of the President in the absence of or at the request of the President.

Section 3. It shall be the duty of the second Vice President to perform all the duties of the President in the absence of both the President and the first Vice President.

Section 4. It shall be the duty of the Secretary-Treasurer to attend all meetings and to record all proceedings; to register the names and addresses of the members; to issue all notices required; to receive all applications for membership and to record same when approved for membership; to answer all communications, except those requiring the attention of the various officers and furnish at all times any communication upon request by any Office of this Auxiliary. The Secretary shall be reimbursed for any expenditures made by her in the performance of her duties. She shall perform such other duties as the President may direct. In her capacity as Treasurer she shall be bonded and receive all monies of the Auxiliary

and keep a written account thereof; she shall make no payments without the approval of the President. She shall keep her books available at all times for auditing and shall render a financial statement to the Auxiliary whenever called upon to do so by the Officers and Directors.

Section 5. The Board of Directors shall consist of all duly elected Officers and ten Directors.

ARTICLE VI — ELECTION OF OFFICERS AND DIRECTORS

Section 1. The election of all officers and directors shall be by ballot whenever there is more than one candidate for office. A plurality vote shall elect.

Section 2. The officers shall serve for one year or until their successors are duly elected and qualified. No officer shall serve for more than two successive years. All retiring officers shall at the expiration of their term, surrender all records of their respective office to their successor.

Section 3. Vacancies in office shall be filled by the Board of Directors.

Section 4. The Board of Directors shall have full management of the business of the Auxiliary between annual meetings subject to such policies and instructions as are adopted by the Auxiliary at its annual meeting.

ARTICLE VII — MEETINGS

Section 1. The meetings of this Auxiliary shall be held once a year at the time and place of each Convention of the National Auctioneer's Association.

Section 2. Meetings of the Board of Directors shall be held immediately before and following the annual convention.

Section 3. Special meetings of the Board of Directors may be called by the President upon request of five members of the Board.

Section 4. A majority of the members shall constitute a quorum for the meeting of the Board of Directors.

Section 5. Twenty-five members present shall constitute a quorum at the annual meeting of this Auxiliary.

ARTICLE VIII — AMENDMENTS

Section 1. Amendment to this Constitution and By-Laws hereunto annexed, must be handed to the President in writing. She shall present such amendments to the Board of Directors and publish them in the "AUCTIONEER". They shall be voted upon at the next regular meeting or special meeting called for that purpose, due notice of at least 30 days having been given. Two-thirds vote of all members present and voting shall be necessary for adoption.

ARTICLE IX — AUTHORITY ON PROCEDURE

Robert's Rules of Order, revised, shall be the authority on all parliamentary points not covered by the Constitution and By-Laws of this Auxiliary.

ARTICLE X

The official emblem of this Auxiliary denoting membership, shall be the same as that of the National Auctioneer's Association, but in pin form.

The foregoing suggested Constitution and By-Laws are hereby submitted.

STANDING RULES — INAUGURATION OF OFFICERS

Section 1. At the inauguration of each officer, she shall be required to make the following affirmation, "I do hereby solemnly promise that I will faithfully discharge the duties of my office to the best of my knowledge and ability."

Section 2. Initiation of members: The following affirmation shall be required of each person becoming a member: "I do hereby solemnly promise that I will faithfully conform to all the laws, rules and regulations set down in the Constitution and By-Laws of this Auxiliary.

Section 3. No provisions in the Constitution and By-Laws of this Auxiliary shall conflict with those of the National Auctioneer's Association.

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Proposed revisions

Below are the revised Auxiliary By-Laws to be considered by the NAA Board of Directors and the Auxiliary membership, at the July 30, 1982 annual meeting of the Auxiliary.

BY-LAWS of the AUXILIARY to the NATIONAL AUCTIONEERS ASSOCIATION 1982 REVISED EDITION

BY-LAWS PREAMBLE

Whereas, this Auxiliary has been accepted as a specialty class of membership by a duly authorized Amendment to the By-Laws of the National Auctioneers Association; and,

Whereas, the By-Laws of the National Auctioneers Association permit this organization to operate autonomously so long as it is not inconsistent with the Articles of Incorporation and By-Laws of the National Auctioneers Association.

Whereas, it is necessary in order to more effectively assist in cultivating a spirit of cooperation, to aid in protecting the interest of the profession, we the Spouses, Parents, Widowed Spouses and Children of Auctioneers, do hereby pledge ourselves to these purposes and do adopt for our government the following By-Laws of the Auxiliary to the National Auctioneers Association.

ARTICLE I — NAME

Section 1. The name of this organization shall be the "AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION".

Section 2. Here and after all references to the "AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION" shall be referred to as the "Auxiliary".

ARTICLE II — PURPOSES

Section 1. To help promote and advance the profession of Auctioneering at all times.

Section 2. To help promote the interest of all Auctioneers in every possible way.

Section 3. To help create and maintain a health and welfare program.

Section 4. To assist the National Auctioneers Association in achieving its goals as stated in their By-Laws.

ARTICLE III — MEMBERSHIP

Section 1. Anyone who is a Spouse, Parent, Widowed Spouse or a Child of a member of the National Auctioneers Association in good standing, shall be eligible to membership in this Auxiliary.

Section 2. Membership in this Auxiliary shall be classified as follows: INDIVIDUAL — Any individual may become a member upon payment of annual dues as determined by the Board of Directors of this Auxiliary.

HONORARY — Honorary membership may be granted by the Board of Directors to anyone who has rendered outstanding service to or in behalf of this Auxiliary. Honorary members shall not be required to pay dues and shall not be entitled to vote.

ARTICLE IV — OFFICERS

The Officers of this Auxiliary shall be President; President-Elect; Vice President; Secretary-Treasurer; Historian; and ten (10) Directors. The terms of the Directors shall be three (3) years and they will be so elected that the terms of three (3) shall expire each year. The retiring President shall automatically become a Director for the term of three (3) years.

ARTICLE V — DUTIES OF OFFICERS

Section 1. It shall be the duty of the President to preside at all meetings of the Auxiliary, to enforce due observance of the By-Laws, Rules and Regulation; to decide all questions of order; to offer for consideration all motions regularly made; to call special meetings, appoint all Committees not otherwise provided for; shall make no motions nor vote on any question or motion unless the members present be equally divided, when he or she shall cast the deciding vote.

Section 2. It shall be the duty of the President-Elect to perform all the duties of the President in the absence of or at the request of the President; to chair the Educational Program.

Section 3. It shall be the duty of the Vice President to perform all the duties of the President in the absence of both the President and President-Elect; to chair the Membership Committee.

Section 4. It shall be the duty of the Secretary-Treasurer to attend all meetings and to record all proceedings; to register the names and addresses of the members; to issue all notices required; to receive all applications for membership and record same when approved for membership; to answer all communications except those requiring the attention of the various Officers and furnish at all times any communication upon request by any Office of this Auxiliary. The Secretary shall be reimbursed for any expenditures made in the performance of these duties; shall perform such other duties as the President may direct. As Treasurer, shall be bonded

and receive all monies of the Auxiliary and keep a written account thereof; shall make no payments without the approval of the President; shall keep books available at all times for auditing and shall render a financial statement to the Auxiliary whenever called upon to do so by the Officers and Directors. Shall make the books available to the National Auctioneers Association Board of Directors upon request after reasonable notice being given for the purpose of audit.

Section 5. It shall be the duty of the Historian to keep records and scrapbook of activities of the Auxiliary.

Section 6. The Board of Directors shall consist of all duly elected Officers, ten (10) Directors and Historian.

Section 7. It shall be the duty of the immediate Past President to serve as a liaison to coordinate activities between Auxiliary and the National Auctioneers Association when necessary.

Section 8. It shall be the duty of the Past President of the Board of Directors whose term expires during the convention to chair the Youth Activities Committee; the Past President of the Board of Directors whose term will expire the following year shall assist.

ARTICLE VI — ELECTION OF OFFICERS AND DIRECTORS

Section 1. The election of all Officers and Directors shall be by ballot whenever there is more than one candidate for office. A majority vote shall elect.

Section 2. The Officers shall serve for one (1) year or until their successors are duly elected and qualified. No Officer shall serve for more than two (2) successive years. All retiring Officers shall at the expiration of their term surrender all records of their respective office to their successor.

Section 3. Vacancies among the Officers and Directors of this Auxiliary shall be filled by a majority vote of a quorum of the Board of Directors. The Officer or Director so chosen shall be appointed for the unexpired term of the predecessor in office.

Section 4. The Board of Directors shall have full management of the business of the Auxiliary between annual meetings subject to such policies and instructions as are adopted by the Auxiliary at its annual meeting.

ARTICLE VII — MEETINGS

Section 1. The meetings of this Auxiliary shall be held once a year at the time and place of each Convention of the National Auctioneers Association.

Section 2. Meetings of the Board of Directors shall be held immediately before and following the annual convention.

Section 3. Special meetings of the Board of Directors may be called by the President upon request of five (5) members of the Board.

Section 4. A majority of the members of the Board of Directors shall constitute a quorum for the meeting of the Board of Directors.

Section 5. The act of the majority of the Directors present at a meeting at which a quorum is present shall be the act of the Board of Directors.

Section 6. Twenty-five (25) members present shall constitute a quorum at the annual meeting of this Auxiliary.

Section 7. The act of the majority of the membership present at the annual meeting of this Auxiliary at which a quorum is present shall be the act of this Auxiliary.

ARTICLE VIII — AMENDMENTS

Section 1. The Board of Directors shall have power to make, alter, amend, and repeal the By-Laws of the Auxiliary by affirmative vote of two-thirds (2/3rds) of the members of the Board of Directors present at a meeting at which a quorum is present, provided, however, that notice has been given to the Board of Directors of the proposed action at least thirty (30) days prior to the meeting at which such action is taken.

Section 2. The proposed amendments shall be prepared in written form. At the discretion of the Board of Directors this proposal shall be published in the "Auctioneer" at least thirty (30) days prior to the meeting at which such action is taken; or in lieu of publication, the proposed Amendment shall be available to the membership by request, with a notice of same to be published in the "Auctioneer" at least sixty (60) days prior to the meeting.

ARTICLE IX — AUTHORITY ON PROCEDURE

Robert's Rules of Order, revised, shall be the authority on all parliamentary points not covered by the By-Laws of this Auxiliary.

ARTICLE X — OFFICIAL EMBLEM

The official emblem of this Auxiliary denoting membership shall be similar to that of the National Auctioneers Association as designated by the Board of Directors, from time to time.

STANDING RULES — INAUGURATION OF OFFICERS

Section 1. At the inauguration of each officer, said officer shall be required to make the following affirmation: "I do hereby solemnly promise that I will faithfully discharge the duties of my office to the best of my knowledge and ability".

Section 2. Initiation of members: The following affirmation shall be required of each person becoming a member: "I do hereby solemnly promise that I will faithfully conform to all the laws, rules and regulations set down in the Constitution and By-Laws of this Auxiliary.

Section 3. No provisions in the Constitution and By-Laws of this Auxiliary shall conflict with those of the National Auctioneers Association.

Nine of every ten shoppers enter a supermarket in a good mood, but only three of four are in a good mood when they leave.

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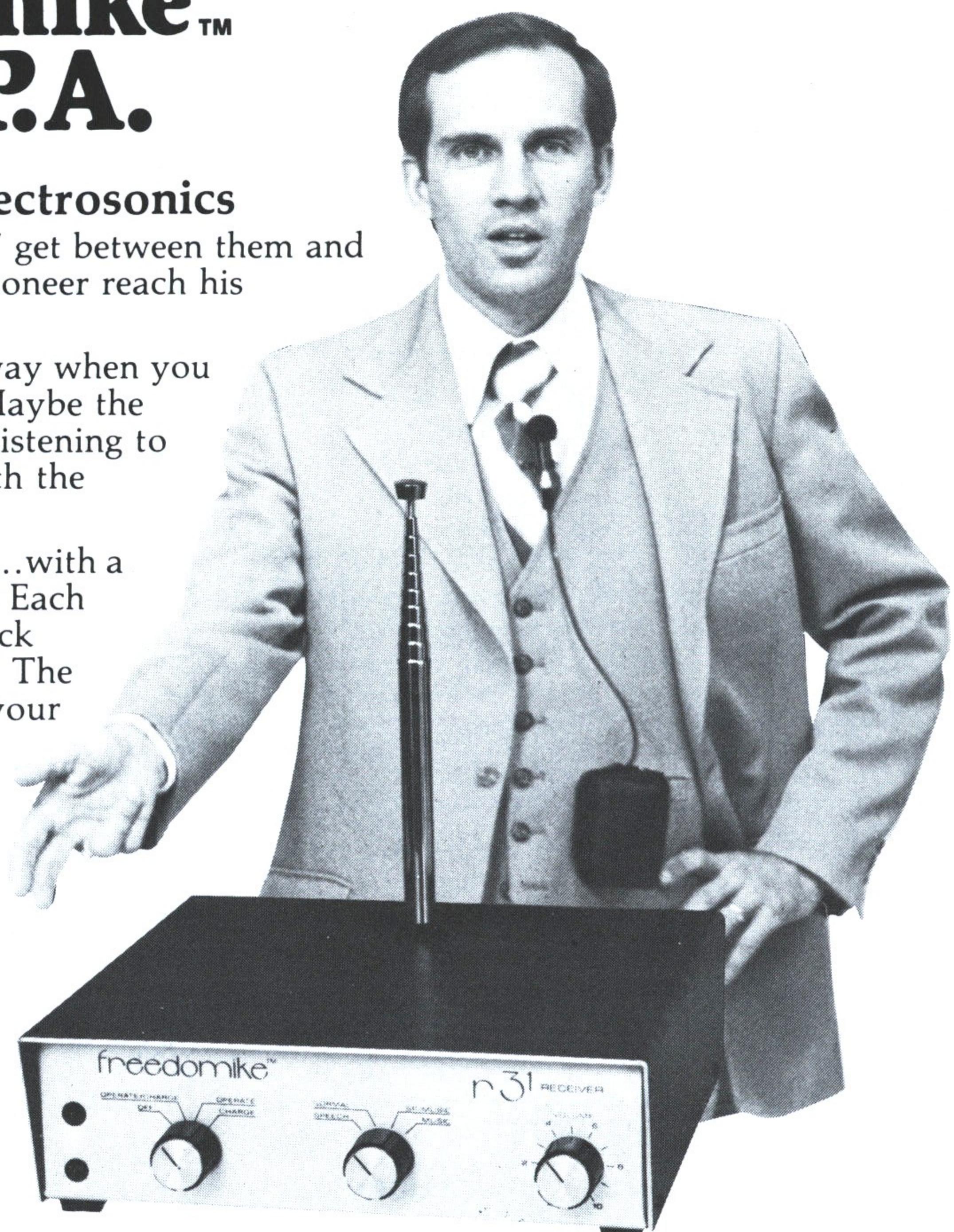
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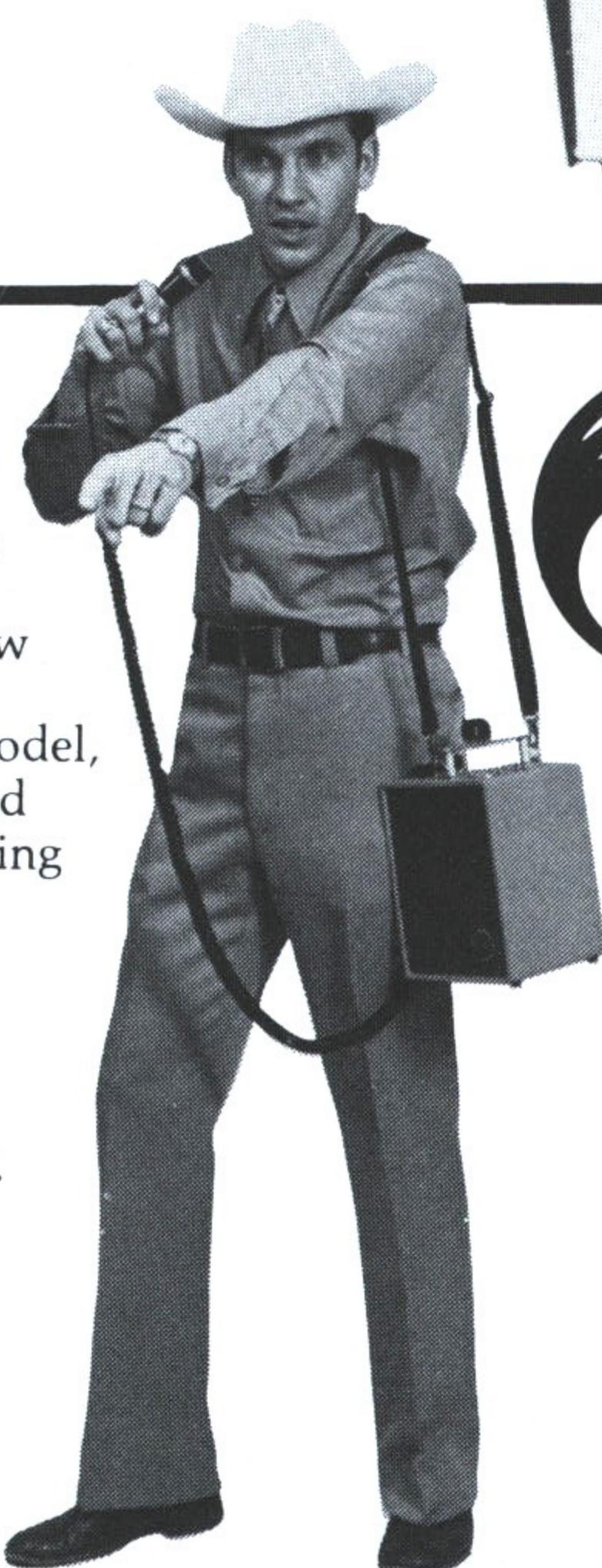
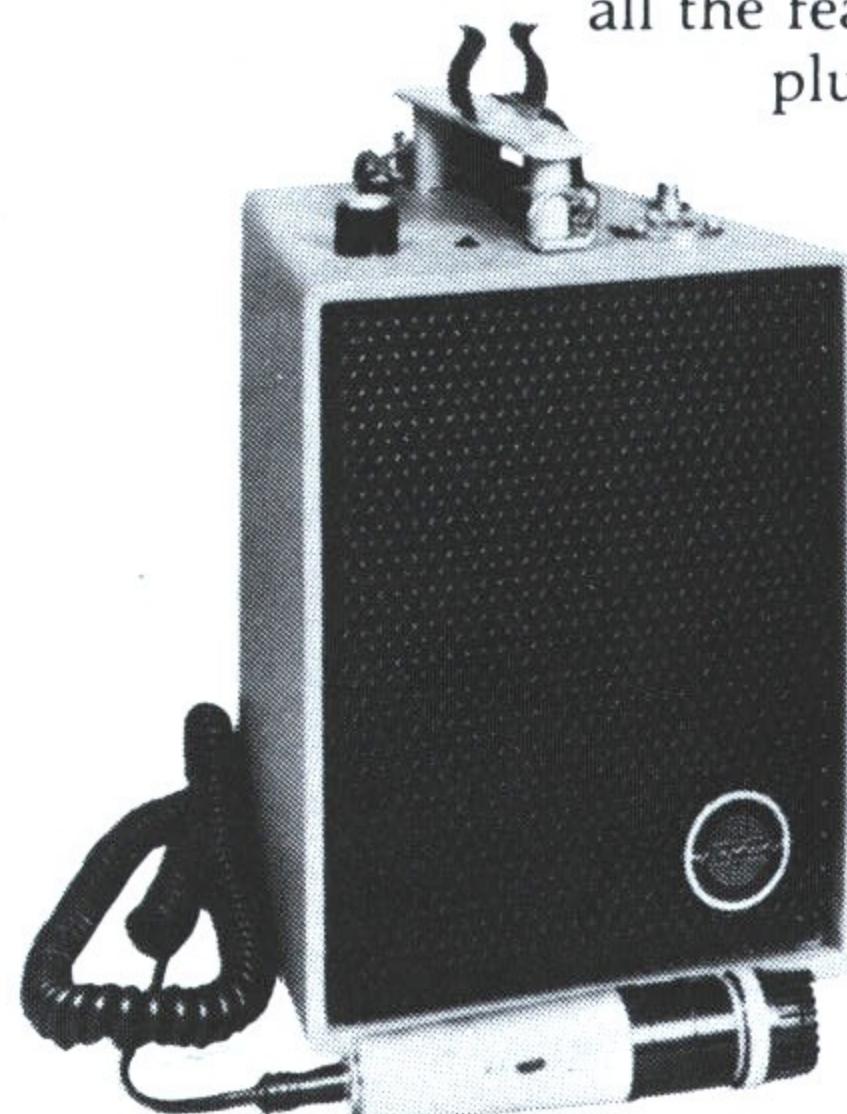
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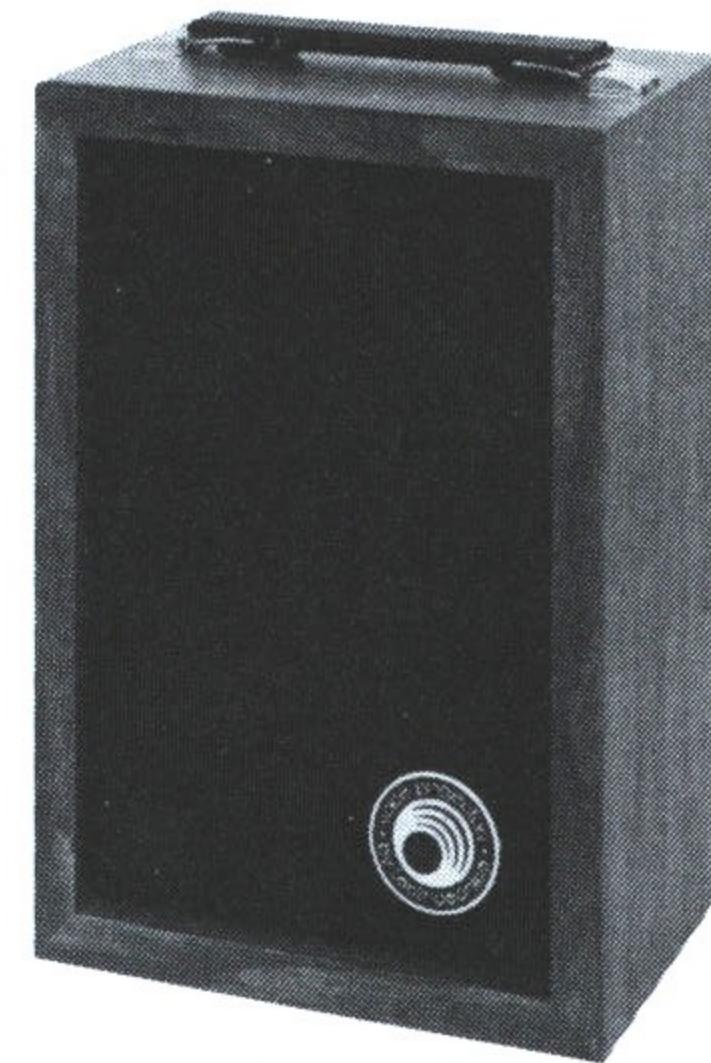
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ELECTION TIME APPROACHES. All NAA members have a duty and responsibility to participate in the election process, to determine those who will represent us in the various elective offices — those who will provide the leadership necessary to carry out the goals and objectives of the NAA. The last week in July allows for ample time to give thought

to whom you would like to nominate or support for elective office. It is important for you to get involved in the election process, to ensure that the leadership on every level of the NAA remains strong and capable.

B. G. Coats

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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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*J. Johnson, Real Estate Broker
Los Angeles, California*

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*G. Artoux, Realtor Associate
Malibu, California*

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

*J. Platt, Real Estate Broker
Anchorage, Alaska*

Your course has changed my entire career. At my first auction sale, we offered 21 apartment houses and sold 19 of the 21 properties, with total sales in excess of \$4,000,000.

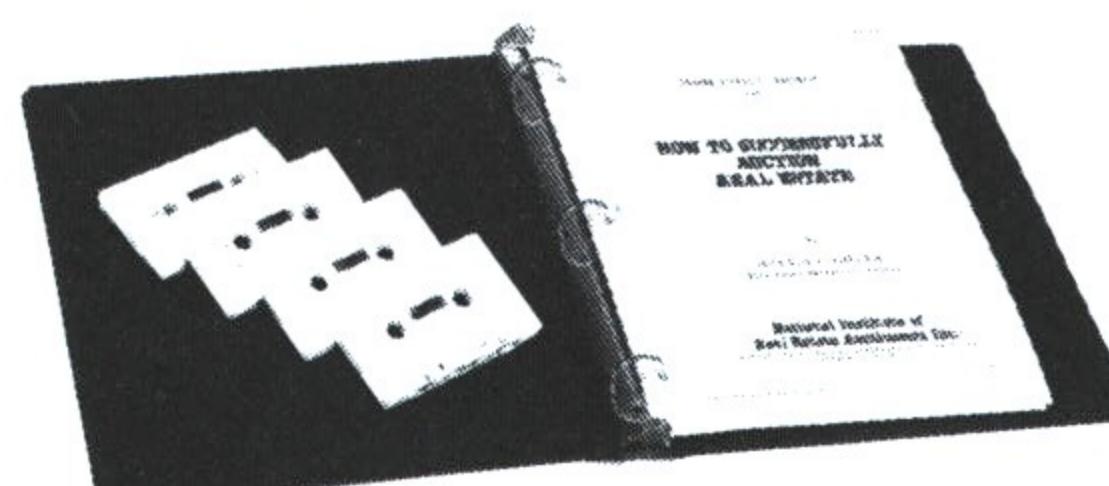
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*C. Ormbrek, Real Estate Broker
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Livestock at Auction

More prizes, new format planned for '82 World Livestock Auctioneer Championship

Kansas City, Missouri — An expanded prize list and an improved method for determining the winner will be highlights of the 1982 World Livestock Auctioneer Championship, Livestock Marketing Association has announced.

LMA will conduct the 19th annual championship on June 18 at the Pool Stockyards in Regina, Saskatchewan. The World Champion will receive the Championship ring, valued at over \$1,000, a variety of merchandise prizes, and for the first time, a crisp \$1,000 bill.

The format of the event has been revamped so that contestants will sell under conditions more closely resembling actual livestock merchandising, LMA officials said.

For the first time, this year there will be a preliminary elimination contest, beginning at 9 a.m. on the 18th. Each contestant will sell at least four drafts of cattle in the 1982 Showcase Cattle Sale.

Judges will then select 15 finalists for competition, beginning at 3:30 p.m. Finalists will sell a minimum of eight drafts of cattle, all under the normal conditions and marketing practices of the Stockyards.

Selling several drafts of cattle provides a more accurate picture of an auctioneer's ability than being judged on the sale of one or two drafts, the officials said.

The growth in popularity of the contest brought about the need for preliminary rounds, which in turn will mean the finalists — and eventual titlists — are the cream of the crop, the officials added.

The chairman of the 1982 Championship, Don Allewell, said that three world titlists will be named from the 15 finalists — the World, Reserve and Runner-up Champions. There will be no regional champions as in the past, allowing the judges to pinpoint the 15 top auctioneers, regardless of their geographic location.

Allewell is manager of marketing and operations for the livestock division of the Saskatchewan Wheat Pool. He said all contestants will receive a certificate of recognition for their participation, and the remaining 12 finalists will receive a special award.

In addition to the prizes for the World Champion,

the other two finalists will receive trophies and merchandise prizes.

Judging will be done by a panel of five livestock marketmen, commission firm operators, or livestock dealers. They will score contestants using the same criteria they would use in hiring an auctioneer for their business, assuming each contestant applied for employment and would accept the same salary.

Each contestant's score will be announced as soon as possible after his turn behind the microphone — another first this year — and all decisions of the judges will be final.

The presentation of awards will be announced the evening of the 18th at a dinner-dance in Regina.

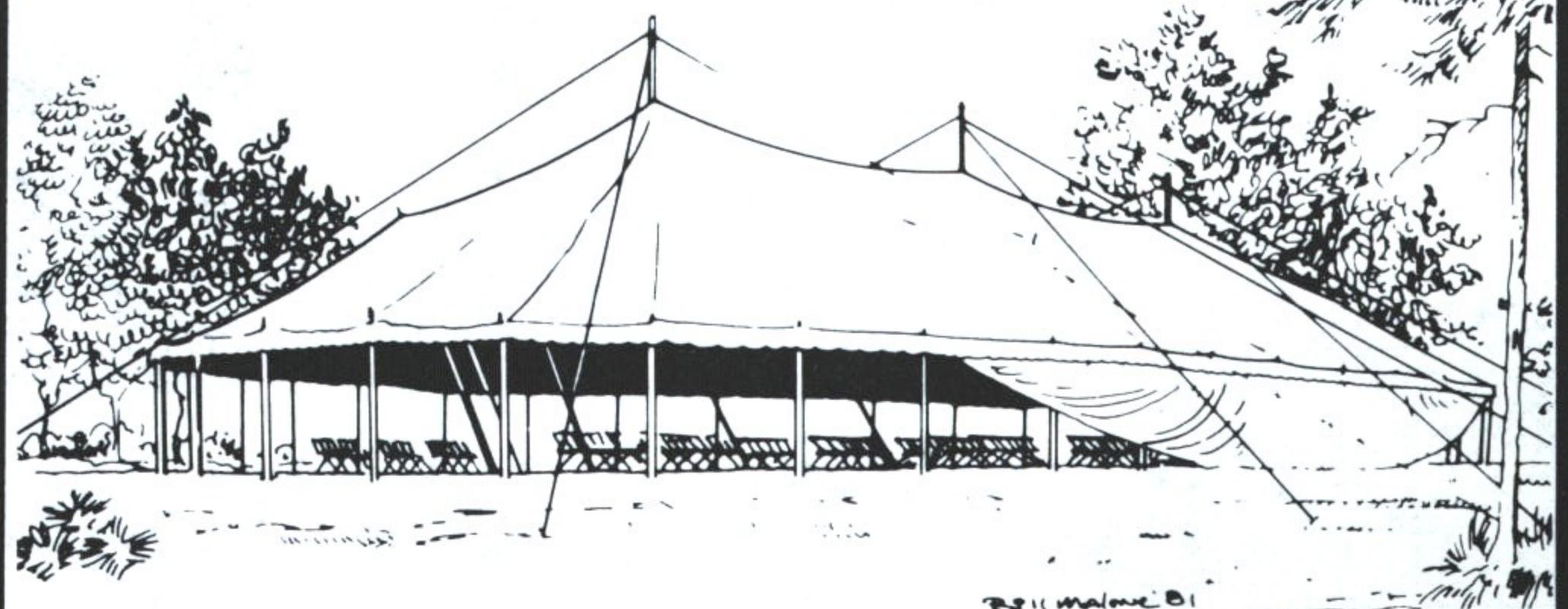
Each contestant must be a livestock auctioneer, at least 18 years old, and must be sponsored by a livestock marketing business. Entry fees are \$250 for U.S. contestants and \$290 for Canadians.

Further information and entry forms can be obtained by contacting LMA, 301 East Armour Blvd., Kansas City, Missouri 64111, telephone (816) 531-2235.

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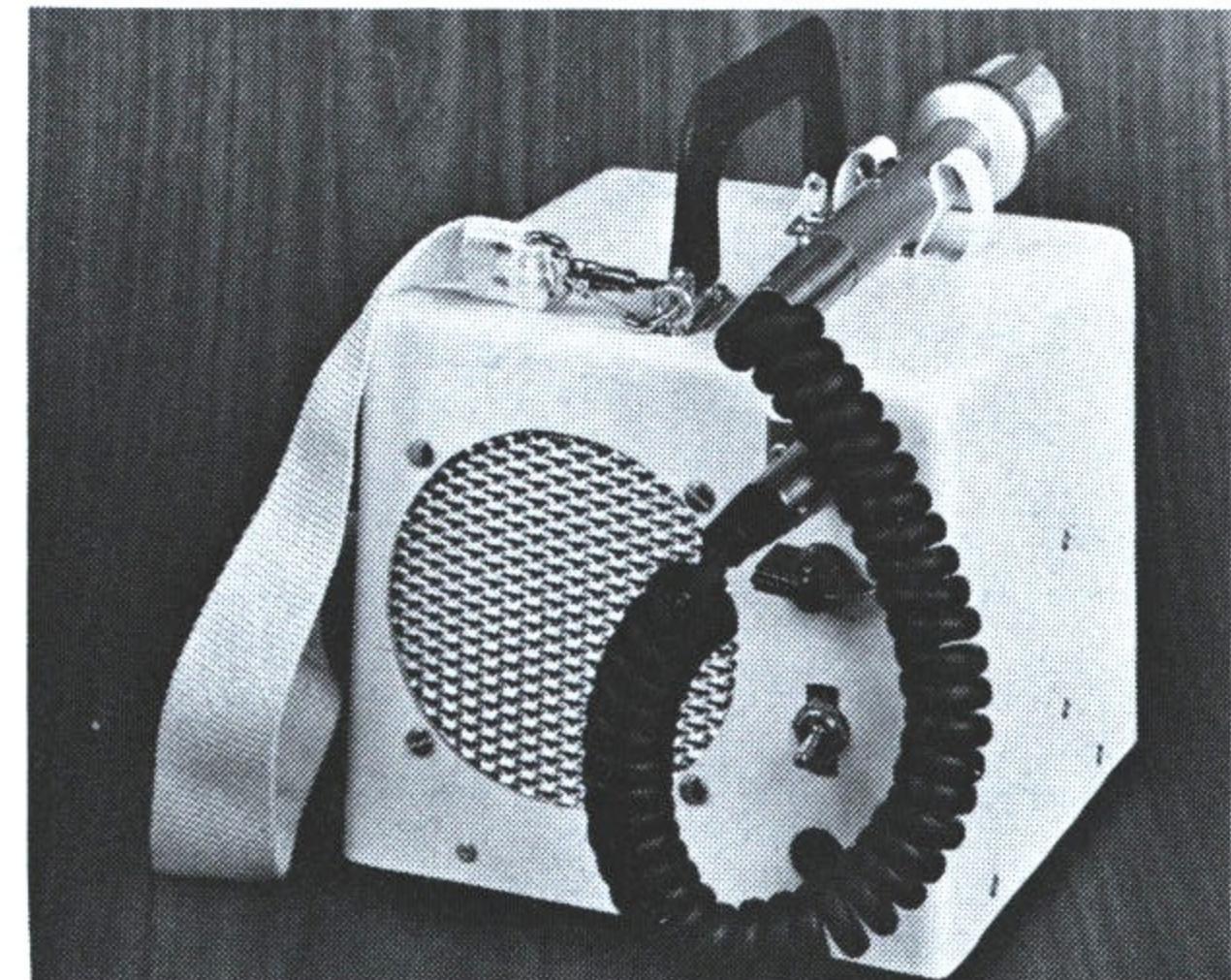
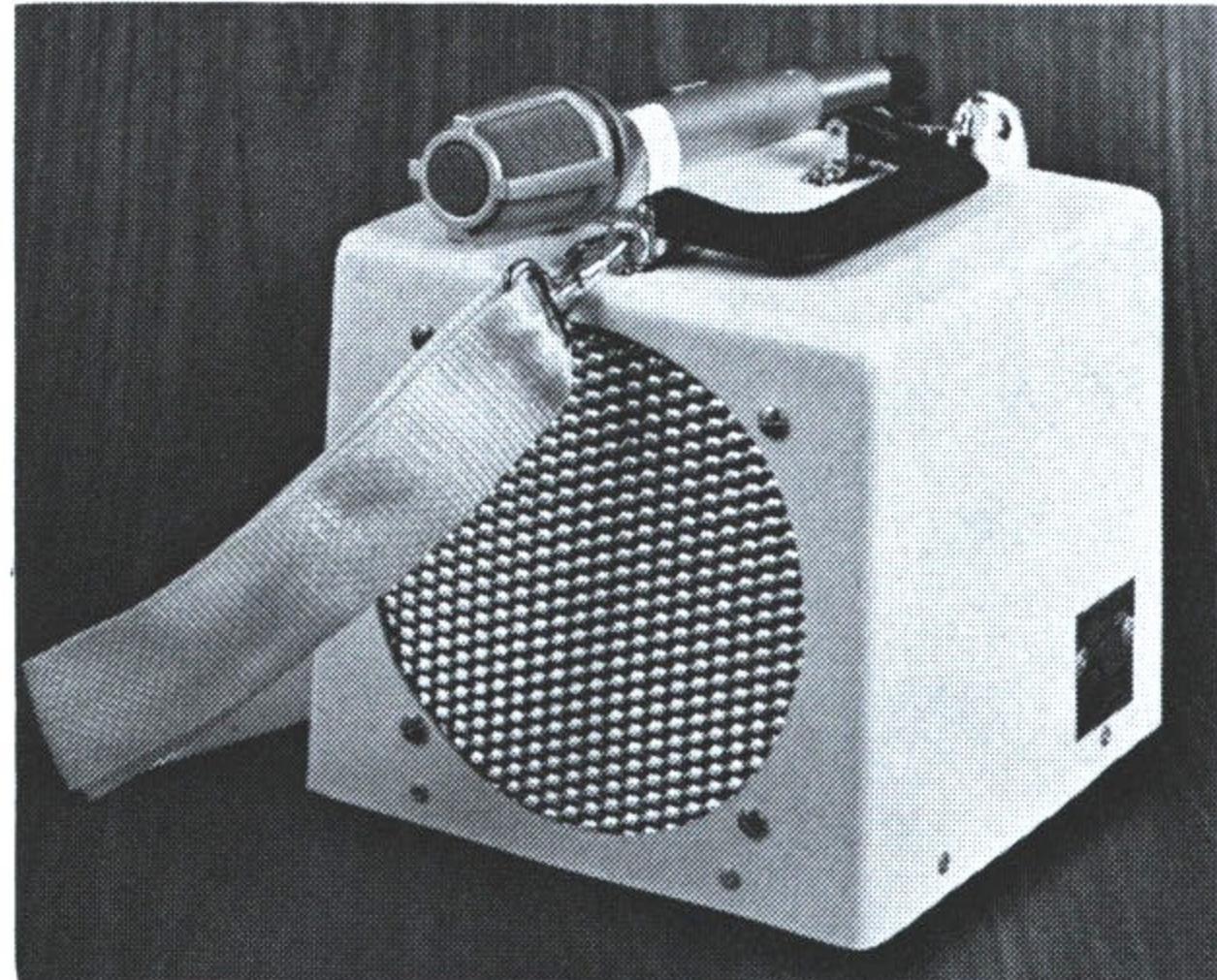
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Real Estate at Auction

Selling with the magic word

By James E. Skeen
NAA member auctioneer
Orlando, Florida

The whole world changed and nobody told the real estate people. The change isn't something that just happened overnight. It took decades. In my own state, while thousands of Floridians were busy studying ways to be successful in selling real estate, the ways were already becoming outdated.

People have changed. Buyers are getting more sophisticated. They understand financial terms to the point where many of today's real estate sales are engineered through the buyer's knowledge of "creative financing". A few years ago, sellers became very indignant if asked to hold a second mortgage. Today, seconds of \$20,000 and \$40,000 on a home sale are commonplace. Balloon mortgages are suggested regularly by sellers anxious to sell.

How have these changes affected the real estate people? Sellers are impatient to have their property sold. A six month listing may produce a handful of lookers and no offers. During this time the seller makes mortgage payments on property no longer needed or even wanted. Who gets blamed? The real estate person, of course. Not enough advertising, not enough open houses, not enough anything.

We have gone from a managerial society to an entrepreneurial society while the real estate industry was asleep. No, not really asleep, just indifferent to change. Small real estate companies were becoming large companies by recruiting as many new people as possible through free schooling, offers of management possibilities, and a chance to get in on a good thing. Real estate was the fastest growing industry in Florida. New branch offices were springing up fast. Yet the big sales were made by — the same people who were making the big sales before. The honest to goodness salesperson.

In the beginning, the franchise was successful because it was a means to offer the broker the same level of competence as his or her competitor. This was a great thing because now the small broker had national exposure, new tools, and the shared resources of brokers from all over the country. Then something started happening. Some real estate companies outgrew the need for the franchise and broke away. They wanted to be recognized on their own

merit and not be held to a certain level of performance. While franchises may continue to pop up as fast as office space is available, while all this "progress" is being made, the big sales are being made by the entrepreneur.

The person with something truly different to offer, regardless of the real estate sign out front, can get sales in a slow market. How can we all get sales in this market?

1. Learn financing better than anyone else.
2. Learn the inventory, not just your own.
3. Learn to talk *with* people.
4. Learn to listen.
5. Be different, get your own "gimmick," your own unique "twist" that will set you apart.

Who's selling what? Don't just look at the company with the biggest ads. Watch the company that's making the biggest and the most sales.

Consider two real estate companies side by side. Broker A has 300 sales associates and 10 branch offices. Broker B has 10 sales associates and 1 office. Both companies are averaging 30 sales each month. Broker A is looking for financing to help keep the offices operating, and broker B is looking for a new car for the spouse.

The real estate industry will evolve from the age old method of promise the seller anything, get the listing, send the listing to MLS, put an ad in something, put feet on desk and wait for phone to ring.

But have you heard about the weekend wonders who nearly every weekend sell two or three dozen properties out from under you? These were sales made in the conventional manner, but with a new "gimmick," a new sales device. The auction method. **In my own real estate career, I have watched the term "auction" become a magic word.** Sellers and other brokers have started calling for the auction magic — the best way to sell in a slow, or any market.

Now, instead of begging for listings, the requests for auction services are carefully screened by our committee, and only the best and most saleable are booked. All of our properties are sold at absolute auction or with a minimum bid. The seller pays for the expenses of the sale, and may pay a higher commission on the sale, but the advantages to the seller, of course, are many.

The property will sell on the date agreed upon; the property (if properly marketed) will bring true market value — the price the buyer is willing to pay and the price the seller is willing to sell. The property will have maximum exposure through the auctioneer's expertise and the seller's funding of the expenses. The seller can stop making monthly payments for maintenance and mortgage, after a quick closing. Last but not least, the auction is fun. The usual open house may draw one or two couples, while an auction may bring hundreds of good prospects ready, willing and able to buy, then close within two weeks to thirty days.

Meanwhile back at the office, the phone rings. "A to Z Real Estate Inc., where we put your needs first. Sorry, I didn't get back with you. No, we haven't sold your house yet, but we're trying."

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THE AUCTIONEER

Antiques at Auction

Gold is where you find it

By John E. Schwartz
NAA member auctioneer
Prescott, Arizona

A man had approached me at the conclusion of an estate auction to have a few words. Frankly, I was tired after three hours of bid calling, preceded by three hours of setting up that particular auction, which involved moving all the sale items five miles from one location to another. But I've learned that some of the best opportunities come at inconvenient times, so I willingly listened to what the man had to say.

He told me that he had the responsibility of settling an estate, and wondered if we would handle an auction of household goods when he got things in order. I said we'd be glad to. We briefly discussed our commission rate and services, which were agreeable, so I gave him my business card. I asked him to call when he was ready to make the arrangements.

Several months had passed and I was reminded of the contact when I got a phone call from the prospect saying he was ready to schedule an auction. We arranged to meet the next day to inventory the sale items and set a date.

My wife, who is also my clerk, went with me to help. As soon as we started the inventory, it was obvious that we had a potentially good auction. It was a complete household, with a number of nice antique items, many tools, sporting goods, automotive items, and photographic equipment.

We went from room to room, making our list, and ended up in the basement. As we were finishing, our client made a casual remark about "some junk stored in the crawl space but wasn't worth bothering with." He mumbled something about old children's toys and a dilapidated cast iron bed. I was curious, so I directed my flashlight through the opening to the crawl space. My wife and I simultaneously looked wide eyed at each other, because what we saw under there looked extremely interesting.

"Would you have any objection if we came here on Saturday and crawled under there to see if there are any salable items," I asked. "It's amazing what people will pay money for at an auction sometimes."

"It's O.K. with me," the administrator said, "if you want to go to the trouble."

The crawl space was about four feet high, and half the length, plus all of the width of the house in size. We took an extension cord and bulb, plus

worked with flashlights. We relayed items to the opening, and handed them to the estate administrator. First, we found a box of old linens including several nice woven table covers. We pulled out a nice old cast iron bed, plus two wooden twin beds from the thirties. Next, the dust flew as we dragged out four kerosene type room hetrolas also from the thirties. There was a box of small, 1940's toys, including some Mickey Mouse and Donald Duck items. A nice antique tricycle appeared. Then, we found a whole case of soda pop, bottled years ago by a now defunct firm, but there were 24 full bottles still intact. There was much more — old jars, beer bottles, milk bottles, galvanized pipe, a wooden cabinet, nice old wooden crates, tongue and groove hardwood flooring, antique auto windshields, and even an unopened container of Old Dutch Cleanser with a price tag of 9¢ still legible.

Apparently our enthusiasm about this auction was evident in the advertising, because on sale day we had many eager bidders arrive before preview time of 9:00 a.m. By 9:30 over 100 bidders registered; and by 10:00 there were nearly 200 bidding cards out, ending with 250 bidders for the day.

The results of the first offering convinced me that all the positive feelings I had were accurate, and we set the stage for a great auction. The opening item was a 1923 oversize Silver Certificate one dollar bill. It was nice, but definitely not uncirculated. The bidders almost fought for my attention, and we quickly got to \$25. We started selling small household goods and high prices prevailed.

And so it went from item to item, everything bringing top dollar. We sold until 1:30 p.m. in the front yard, then moved to the back yard to sell tools and sporting equipment. By then, the refreshment

Continued page 51

Need License Law Information?

For current license law information, consult the "License law update" on page 13 of the April, 1982, AUCTIONEER magazine.

If you need additional 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.

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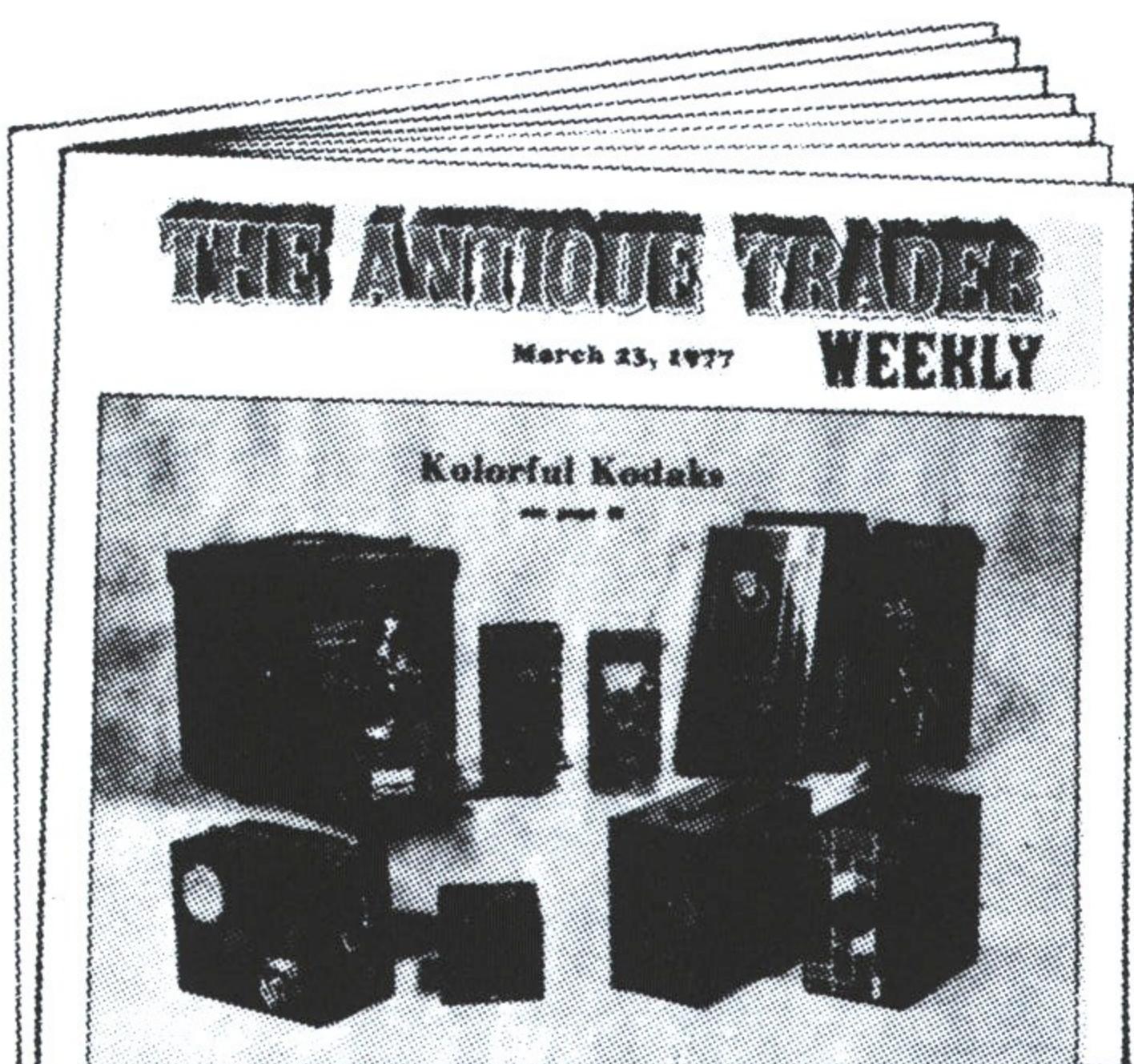


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State Association Conventions — Dates and Locations

| Convention Dates | State Association | Hotel or Motel and City | Convention Chairman or State Association Secretary |
|---------------------|-------------------------|--|--|
| May 1-2 | Missouri | Holiday Inn, Osage Beach | Doran H. Livingston |
| May 1-2 | Nebraska | Holiday Inn, North Platte | Randy Ruhter |
| May 1-2 | Oklahoma | Sheraton Century Center, Oklahoma City | Ray Patterson |
| May 1-2 | Washington | Everett Pacific Hotel, Everett | Bonnie Anderson |
| May 15-16 | South Carolina (Annual) | Sheraton Lake Marion, Santee | Phyllis Pinckney |
| May 16 | Alabama | Montgomery | Pete Horton |
| June 5-6 | Georgia | Savannah | Lynn Dempsey |
| June 9-10 | Wisconsin | Green Bay | Robert Massart |
| June 11-13 | South Dakota | Mitchell | Marti Dunlap |
| June 12-13 | Ohio | Marriott North, Columbus | Byron Dilgard |
| June 13-14 | Tennessee | Peabody Hotel, Memphis | E. B. Fulkerson |
| June 24-26 | Texas | Brookhollow Marriott, Houston | Dudley Althaus |
| July 28-31 | NAA 1982 Convention | Atlanta Hilton, Atlanta, Georgia | Blaine C. Brown |
| January 14-15, 1983 | Pennsylvania | | |

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.

stand, operated by a church group, had run out of everything, but the crowd stayed.

We sold until it was so dark my wife and her helper were using flashlights at the clerk's desk.

What about the treasures rescued from the crawl space? The cast iron bed brought \$35, the case of soda pop sold for \$42. A rusty Mickey Mouse toy was \$17 and the rest of the toys brought similar prices. So it went with almost all of those nearly forgotten items, and we added almost \$1,000 to our total sale.

We certainly enjoyed that auction, as we found "gold" in an unexpected place. We certainly reinforced our belief in the old saying that "one man's throw-away is another man's treasure".

Exhibitors reserve convention space now

Pursuant to the January 1981 NAA Board of Directors' decisions regarding NAA convention exhibitors, all displayers at the Atlanta convention, and future conventions must be NAA members, or advertisers in THE AUCTIONEER magazine. The cost of exhibiting at NAA conventions is \$200.

Since there will be a limited number of exhibitor spaces available, it is highly recommended that NAA member exhibitor advance payments be received at the NAA office as soon as possible.

Any questions regarding convention exhibitor space should be directed to the NAA office, not the Atlanta Hilton Hotel.

A DESKBOOK OF BUSINESS MANAGEMENT TERMS, by Leon A. Wortman. Due to the proliferation of technical jargon and the increasing complexity of marketplace terms, this book fulfills a real need. Providing meanings for over 4000 business words, phrases, and abbreviations, it spans accounting, data processing, quality control, forecasting, engineering, law, economics, marketing, transportation, and a host of others. Very comprehensive and extremely useful, 615 pages, hardbound, \$24.95. AMACOM, 135 West 50th Street, New York, NY 10020.

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(All replies held confidential)

State association reports

Kansas convention held

The Kansas Auctioneers Association held its 27th annual convention in Manhattan, Kansas, March 14. Over 185 auctioneers and their families enjoyed fellowship together, and attended seminars presented by: Irene Dudley on antiques and collectibles, Henry Kingman on property tax appraisals, Bob and Shelly Bloomer on bad checks and collections, Don Ray on photography, Terry Arthur on federal and inheritance taxes, and David Seay on clocks.

Earl Brown, 1982 KAA president, won the Auctioneer of the Year Award, presented by the HIGH PLAINS JOURNAL.

GRASS AND GRAIN publications hosted coffee and donuts Sunday morning.

The following KAA officers and directors were elected: Milton Anderson, president, Floyd Gehring, president-elect, Larry Theurer, vice president, and directors Robert Bloomer and Tom Lindsay.

A Fun Auction was conducted Saturday night with all auctioneers selling their donated items. A dance followed the auction program.

Howard Buckles, NAA president, and Harvey McCray, NAA executive vice president were speakers at the Saturday night banquet.

KAA secretary-treasurer Rex Newcom, who is also president-elect of the National Auctioneers Association, was the speaker at the Sunday luncheon.



OFFICERS AND DIRECTORS of the Kansas Auctioneers Association attended the proclamation signing for National Auctioneers Week in their state. Standing around Governor John Carlin, from left, KAA president-elect Floyd Gehring, Jane Gehring, immediate past president Earl Brown, Virginia Brown, NAA executive vice president Harvey McCray, 1982-83 KAA president Milton Anderson, Maxine Carter, past president L. H. "Bing" Carter, Naomi Newcom, KAA secretary and NAA president-elect Rex Newcom.

North Dakota Auctioneers Association 1982 convention

The NDAA annual convention was held February 12-14, in Bismarck. Association membership now stands at 105, the largest NDAA member total to date. Among other items of official business, the North Dakota Auctioneers Association pledged \$2500 to the NAA Headquarters Relocation Fund.



NORTH DAKOTA CHAMPION LIVESTOCK AUCTIONEER, Don Torgerson, center, with winner's trophy.



NORTH DAKOTA CHAMPION MERCHANDISE AUCTIONEER, Sid Stromme, left, receives trophy plaque from NDAA president, Cliff Orr.



PROCLAMATION SIGNING for National Auctioneers Week in North Dakota. From left, NDAA members Bud Zimbelman, Wilbert Kroh, North Dakota Governor Allen I. Olson, and NDAA auctioneers Clayton Maier, and T. P. Kongslien.

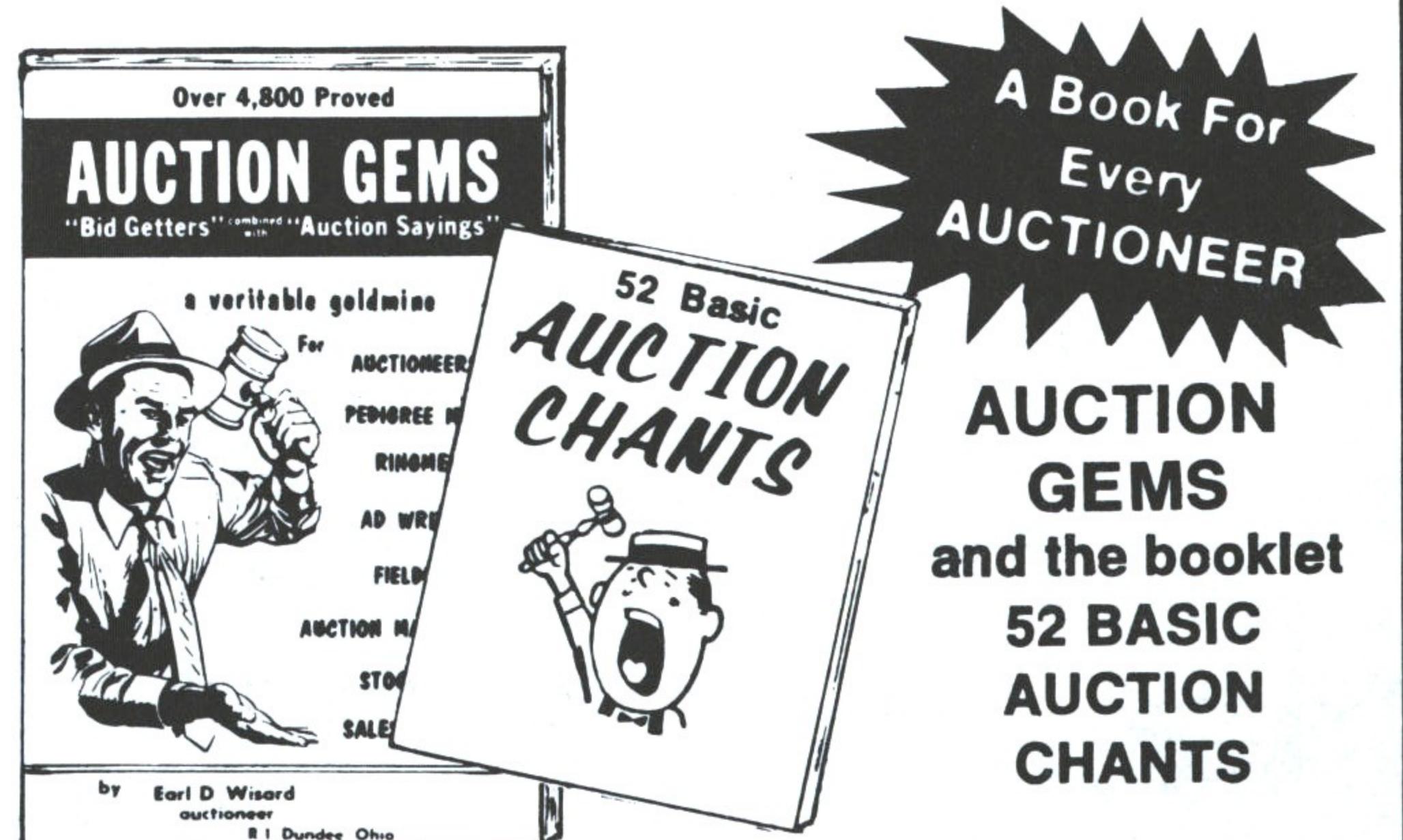
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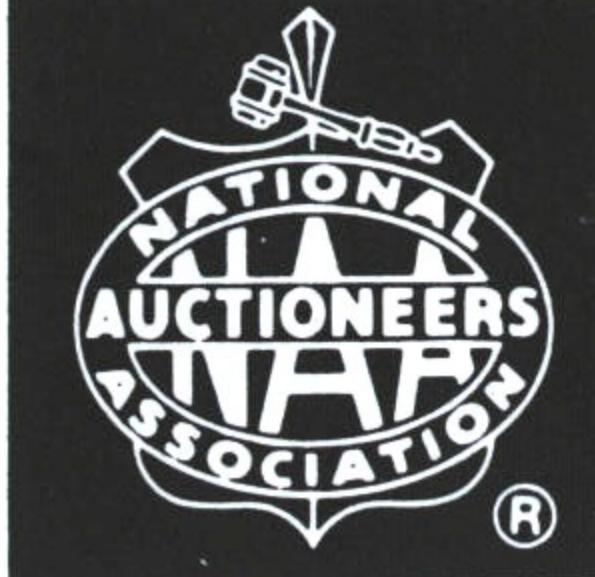
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In Memoriam . . .

LUPE RODRIQUES

NAA membership credentials were returned with the information that NAA member auctioneer Lupe Rodriques, El Cajon, California, was deceased.

HUBERT B. DANIEL

A fellow member informed the NAA office that NAA member Hubert Daniel, Metairie, Louisiana, had died March 16, 1982.

DARRYL W. DORNINK

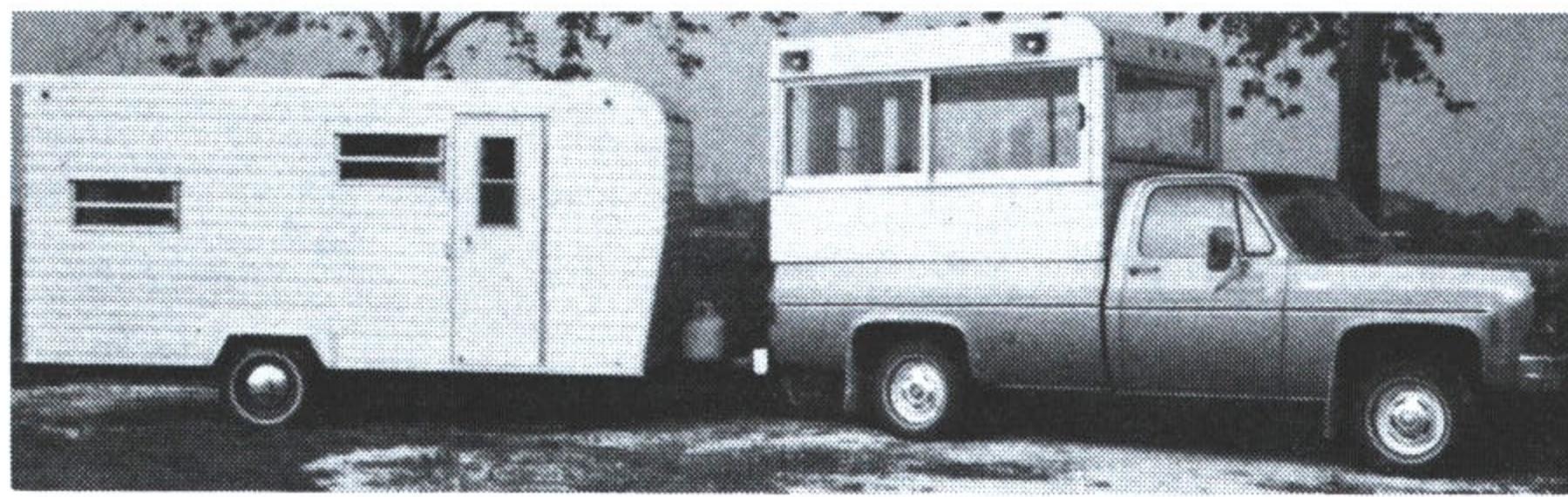
An annual dues statement was returned to the NAA office with the information that NAA member Darryl Dornink, Normal, Illinois, was deceased.

OAKLEY GREENHAW

The NAA office was notified of the death of NAA member Oakley Greenhaw, Athens, Alabama, August 8, 1981.

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JAMES MAUDE BURNETT

The NAA office was notified that member J. Maude Burnett, Greer, South Carolina, had died during the week of March 24. Auctioneer Burnett was the secretary of the South Carolina Auctioneers Association at that time.

W. V. "BUS" EMRICH

Retired NAA member Bus Emrich, Norfolk, Nebraska, died March 15, after a lingering illness. An active livestock marketer, Emrich had served as president of the Certified Livestock Markets Association, the Nebraska Auctioneers Association, and the Nebraska Livestock Marketing Association.

MARVIN GRUBAUGH

The NAA office was notified of the death of NAA member Marvin Grubaugh, David City, Nebraska, April 4, 1982.

FRED HIETT

A member of the NAA for more than 20 years, auctioneer Fred Hiett, Rogers, Arkansas, died March 14 at the age of 72. He was a past president of the Kansas and Arkansas Auctioneers Associations, and was the first president of the AAA when it reorganized.

Although Fred Hiett was under treatment for cancer, he was active in the auction business until his death. The week before he died, auctioneer Hiett raised \$3000 in two hours at a benefit auction for St. Jude's Children Research Hospital, Memphis, Tennessee.

V. R. SHIMERKA

The NAA office was notified by the Nebraska secretary of the death of retired NAA and Nebraska Auctioneers Association member, V. R. Shimerka, March 24. He was 85 years old and a resident of Prague, Nebraska, since 1931.

Oklahoma



PROCLAMATION PEN given to the Oklahoma State Auctioneers Association to be sold at their annual convention Fun Auction. From left, Representative Jay Blodgett (who is also an auctioneer), Oklahoma Governor George Nigh, and Walter "Dutch" Voss, OSAA president. Last year the pen used in the 1981 proclamation signing sold for over \$100 at the OSAA convention Fun Auction.

Montana



GOVERNOR TED SCHWINDEN, right, presents *National Auctioneers Week* proclamation to Morris Garner, president of the Montana Auctioneers Association.

Washington



THE WEEK PROCLAIMED in Washington by Governor John Spellman. At right is Duane D. Anderson, president, Washington Auctioneers Association.



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Indiana



NATIONAL AUCTIONEERS WEEK proclaimed in Indiana by Governor Robert D. Orr, center. Officers and directors of the Indiana Auctioneers Association attending from left, Cartwright Ellis, director, Jake Campbell, second vice president, Governor Orr, John E. Yager Jr., IAA president, and Virgil Butts, first vice president.

Ohio



COLUMBUS, OHIO, MAYOR Tom Moody signed a proclamation for National Auctioneers Week in that City. Attending the signing was NAA member Rich Vannatta, left, and business associate Phil Kimball, right.

You may have to sell the machinery at auction someday — \$1 million spent on research to come up with new versions of the noodle. Foremost-McKesson expects to increase sales of pasta and related food products from \$994 million in 1981 to \$1.5 billion in 1985.

AMERICAN BUSINESS

THE AUCTIONEER

Florida

NAA member **Jim Gall**, Miami, Florida, won the First Annual Florida State Auctioneers Contest at the February, Florida State Fair in Tampa. Gall defeated 17 other contestants from around the state to secure the top auctioneer title. Gall who specializes in real estate, and property auctions was tied going into the final round with NAA director **Bennie Fisher** of Pompano Beach who finished second.

Taking third in the close pointed contest was **Ben Campen** of Gainesville and fourth went to **Kale Albritton** of Lakeland. The event was jointly sponsored by the Florida Auctioneers Association and the Florida State Fair Authority.



FLORIDA CONTEST WINNERS, all NAA members, first through fifth places, from left: Jim Gall, Miami, Bennie Fisher, Pompano Beach, Ben Campen, Gainesville, Kale Albritton, Lakeland, and Fred Dietrich, III, Orlando.

Utah



"A MOST SUCCESSFUL MEETING" of the Utah Auctioneers Association was held January 29 at the Hilton Inn, Salt Lake City. NAA president-elect **Rex B. Newcom**, right, conducted informational sessions on Real Estate at Auction and Licensing and Bonding.

Directory of state association presidents and secretaries — May, 1982

Alabama Auctioneers Association — President: J. Craig King, P.O. Box 811, Gadsden 35902. Secretary: John P. "Pete" Horton, 111 4th St., Huntsville 35805, phone 405-536-7497.

Auctioneers Association of Arizona, Inc. — President: R. G. * "Ray" Warner, 13611 N. 50th Place, Scottsdale 85254, phone 602-996-4430. Secretary-treasurer: Larry Everhart, 5033 N. 66th Avenue, Glendale 85301.

Arkansas Auctioneers Association — President: Tom Blackmon, * P.O. Box 7464, Little Rock 72207, phone 501-664-4526. Secretary: Jayne Lowery, P.O. Box 34, Dennard 72629, phone 501-745-4261.

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

Colorado Auctioneers Association — President: Eldon Brough- * ton 1647 South Tejon, Colorado Springs 80906, phone 303-635-9400. Secretary-treasurer: Steve L. McCrea, 479 Clarkson, Denver 80209.

Florida Auctioneers Association, Inc. — President: Kale Albritton, 1023 Euclid Ave., Lakeland 33807, phone 813-687-0610. Secretary-treasurer: Billy H. Wells, 121 Aldean Dr., Sanford 32771, phone 305-323-2820.

Georgia Auctioneers Association — President: Pete De Santis, * Pavo Rd., Thomasville 31792, phone 912-226-8849. Secretary-treasurer: Lynn Dempsey, P.O. Box 1341, Rome 30161, phone 404-291-0746.

Idaho Association of Professional Auctioneers — President: Robert C. Hopkins, Jr., Route 1, Box 1036, Parma 83660. Secretary: Mrs. Robert Hopkins (same address).

Illinois Auctioneers Association — President: Henry Hachmeister, 305 East 3rd Street, Pecatonica 61063, phone 815-239-1436. Secretary: Harlan Henderson, RR 1, Box 133, Tuscola 61953, phone 217-253-3796.

Indiana Auctioneers Association — President: John E. Yager Jr., R.R. 1, Lynnville 46719. Secretary-treasurer: Harry E. Buckles, RR 1 Box 262, Anderson 46011, phone 317-378-7924.

Iowa Auctioneers Association — President: Jerry R. Tubaugh, * 1702 8th Avenue, Belle Plaine 52208, phone 319-444-2413 or 319-444-2498. Secretary-treasurer: Margaret Bloomer, Rt. 3 Box 51, Glenwood 51534, phone 712-527-3615.

Kansas Auctioneers Association — President: Milton Anderson, * 103 S. 4th, Manhattan 66502. Secretary: Rex B. Newcom, 215 S. Main, Whitewater 67154, phone 316-799-2278.

Continued page 58

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Louisiana Auctioneers Association — President: Larry Nobles, 2902 Carol Jack Drive, Baton Rouge 70816, phone 504-292-0576. Secretary: Lamar Little, 16287 Tiger Bend Road, Baton Rouge 70816, phone 504-293-4581

Maine Auctioneers Association — President: John Owcarz, R.F.D. #1, Augusta 04330. Secretary: George A. Martin, New Road, East Lebanon 04027, phone 207-457-1237.

Auctioneers Association of Maryland, Inc. — President: Larry Makowski, P.O. Box 5241, Baltimore 21224. Secretary-treasurer: Jonathan Melnick, c/o Jonathan Melnick Auctioneers, 900 E. 25th St., Baltimore 21218.

Massachusetts State Auctioneers Association — President: Harvey A. Jacobsen, 41 Chatham, Worcester 01609. Secretary: Lawrence Bell, 7 Howland St., Cambridge 02138.

Michigan State Auctioneers Association — President: Lloyd Braun, 5155 Jennings Road, Ann Arbor 48105. Secretary-treasurer: Robert E. Howe, Jr., 1830 W. Barnes Road, Leslie 49251, phone 517-676-3030.

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Mississippi Auctioneers Association — President: J. Drue Lundy, Box 577, Belzoni 39038, phone 601-247-3292. Secretary-treasurer: Billy Nichols, The Furniture Forum, Belzoni 39038.

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Nebraska Auctioneers Association — President: Dean Schow, * Rt. 1, Paxton 69155. Secretary: Randy Ruhter, P.O. Box 40, Prosser 68868, phone 402-744-4041.

Nevada State Auctioneers Association — President: James M. * "Bill" Watson, 734 N. Nellis, Las Vegas 89110, phone 702-452-6699. Secretary-treasurer: Stanley M. Zurawski Jr., 5080 Eugene, Las Vegas 89108, phone 702-369-0500.

New Hampshire Auctioneers Association — President: Archie H. Steenburg, Jeffers Hills, Pike 03780, phone 603-989-5690. Secretary: Rally Dennis, 110 Spring Road, Peterborough 03458, phone 603-924-7165.

New Jersey State Society of Auctioneers — President: Nicholas Macaluso, Rt. #13 & 6th Avenue, Bristol, Pennsylvania 19007. Secretary: Pamela Moore-Epstein, 26 School Street, Liberty, New York 08053.

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New York State Auctioneers Association — President: Dorothy Knapp, 158 Germonds Road, West Nyack 10994. Secretary-treasurer: R. Thomas Jones, Water St., P.O. Box 365, West Winfield 13491, phone 315-822-5243.

Auctioneers Association of North Carolina, Inc. — President: R. A. Sneed, Rt. 1, Box 460, Jonesville 28642. Secretary-treasurer: Johnson B. Gilbert, Route 1 Box 349K, Lincolnton 28092, phone 704-732-0177.

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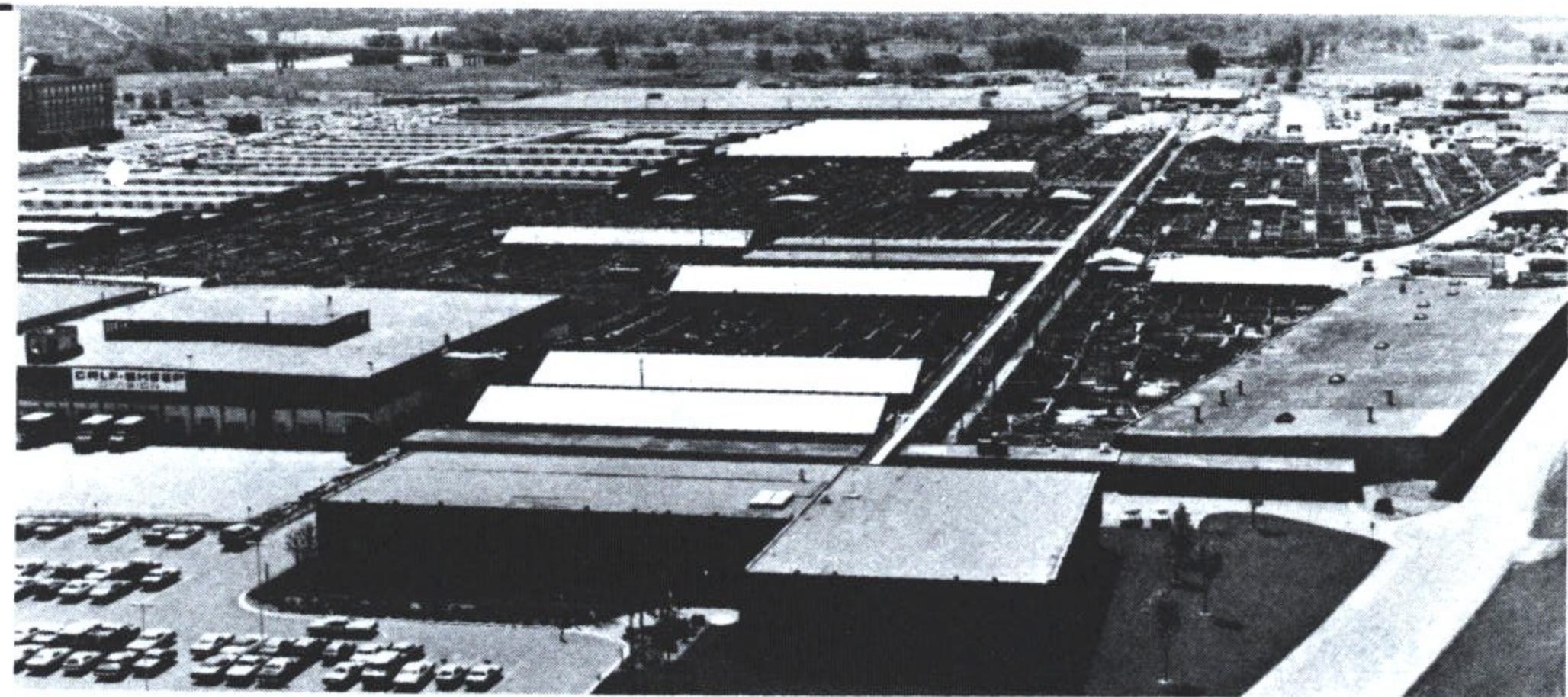
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Oregon Auctioneers Association — President: Gary Day, 2484 N.W. Thurman, Portland 92710, phone 503-222-9000. Secretary-treasurer: Paul Spence 20051 S.E. Bornstedt Road, Sandy 97055.

Pennsylvania Auctioneers Association — President: Kerry Pae, * 86 Stoney Creek Drive, Dauphin 17018. Secretary: Blaine Brown, Box 96, Wycombe 18980, phone 215-598-3536.

Rhode Island Auctioneers Association — President: Richard A. Wordell, P.O. Box 83, Kingston 02881. Secretary: Louise E. Wordell, P.O. Box 93, Kingston 02881, phone 401-789-0390.

South Carolina Auctioneers Association — President: Larry J. Meares, P.O. Box 57, Pelzer 29669, phone 803-947-9460. Secretary-treasurer: Phyllis Pinckney, P.O. Box 592, Orangeburg 29115.

South Dakota Auctioneers Association — President: Vernell Qualm, Platt 57369. Secretary-treasurer: Charles A. Sutton, RR 3, Flandreau 57028. Executive Secretary: Marti Dunlap, Route 3, Box 235, Colman 57017.

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Tennessee Auctioneers Association — President: Jerry C. * Gregory, P.O. Box D, Springfield 37172, phone 615-384-5557. Secretary-treasurer: Edwin B. Fulkerson, Rt. 14 Box 182, Johnson City 37615, phone 615-282-1236.

Texas Auctioneers Association — President: Jack Faulks, P.O. Box 5701, Lubbock 79417, phone 806-763-4919. Secretary-treasurer: Dudley Althaus, P.O. Box 312, Fredericksburg 78624, phone 512-997-7606.

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Wisconsin Auctioneers Association — President: Wenzel "Bunny" Humpal, Boyceville 54725. Secretary: Robert Massart, 2545 Finger Road, Green Bay 54301, phone 414-468-1113.

* *Indicates a reciprocal membership agreement between the state association and the National Auctioneers Association.*

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According to NAA member **Dennis Eberhart**, Kent, Ohio, "I truly believe that the incident and my reputation for conducting auctions in an honest, forthright manner, with the best interests of the seller in mind, have served to spur the growth of my relatively young company." As a matter of fact, "the incident" brought in business in which gross commissions substantially exceeded the amount of money described below.

Just what is this "incident" all about? Auctioneer Eberhart did the right thing with \$4,420.

For the record/ By Loris C. Troyer

Back in 1937, shortly after he was elected to his first term as sheriff of Portage County, Bob Fitzgerald

found a purse filled with money. As any self-respecting law officer would do, Bob found the owner and dutifully returned the money.

That act earned for him the title, "Honest Bob" Fitzgerald, a designation that won for him a second term as sheriff.

A similar instance, which happened last June in Kent, but just now has emerged, prompted recollections of Sheriff Bob's experience.

Our story involves Denny Eberhart, auctioneer and proprietor of the Yankee Trader Auction Co., which operates auction house facilities at Aurora Farms and also buys and sells estates.

Denny went with a Kent attorney, executor of an estate, to inventory contents of a home and prepare for their sale. As they entered the small home, the attorney advised that the house could very well contain some hidden money, inasmuch as the deceased had left no bank accounts. The two completed their work and Denny later auctioned the belongings.

The house then vacant, Denny returned and made a thorough search. Sure enough, beneath the carpeting in a bedroom clothes closet he found a stash of cash. These had been people of modest means, so it was most amazing that the money counted out to \$4,420.

Denny lost no time in turning over the money to the attorney and it became part of the estate's proceeds.

No doubt his honesty, plus finesse as an auctioneer and his promotional leaning, have contributed to Denny's business success.

(Reprinted with permission from the RAVENNA RECORD-COURIER, March 26, 1982.)

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Auction property sold in advance . . . Everything was more than ready for a January 23 real estate auction by NAA member and Realtor® **Max Spann**, Pluckemin, New Jersey. For sale at auction was a Roxbury Township tract consisting of three nearly completed homes, 10 building lots, and one lot with a complete foundation.

The nearly completed homes could be customized according to the wishes of the new buyers. All improvements and utilities were in on the building lots, and attractive financing package was available on all parcels to qualified buyers. All was prepared for the January 16 preview and January 23 auction.

However, a January 15 news release issued by the Spann auction firm announced that the tract had been sold to a New Jersey builder who was planning to complete the development.

"This is the first time one of my properties has sold before my auction," noted NAA member Spann. "I believe this is due to the pent-up demand for real estate. The announcement of a real estate auction brings out people who can determine the real price of real estate."

They "advertised" National Auctioneers Week

Below is a photo of a half page advertisement from THE STATE JOURNAL-REGISTER, Springfield, Illinois. The copy underneath the headline is the NAA news release about National Auctioneers Week, and the following Illinois/NAA members contributed to the promotion: Tom Sapp, Richard P. Leach, Jim Woodward, Dwight Knollenberg, Ron Sanert, Roy Weller, John S. Kasten, William Beck, John L. Goleman, Bernard A. Curvey, Dick Powell, Dick Conner, Nelson E. Aumann, William L. Gaule, and Warren and Larry Martin.

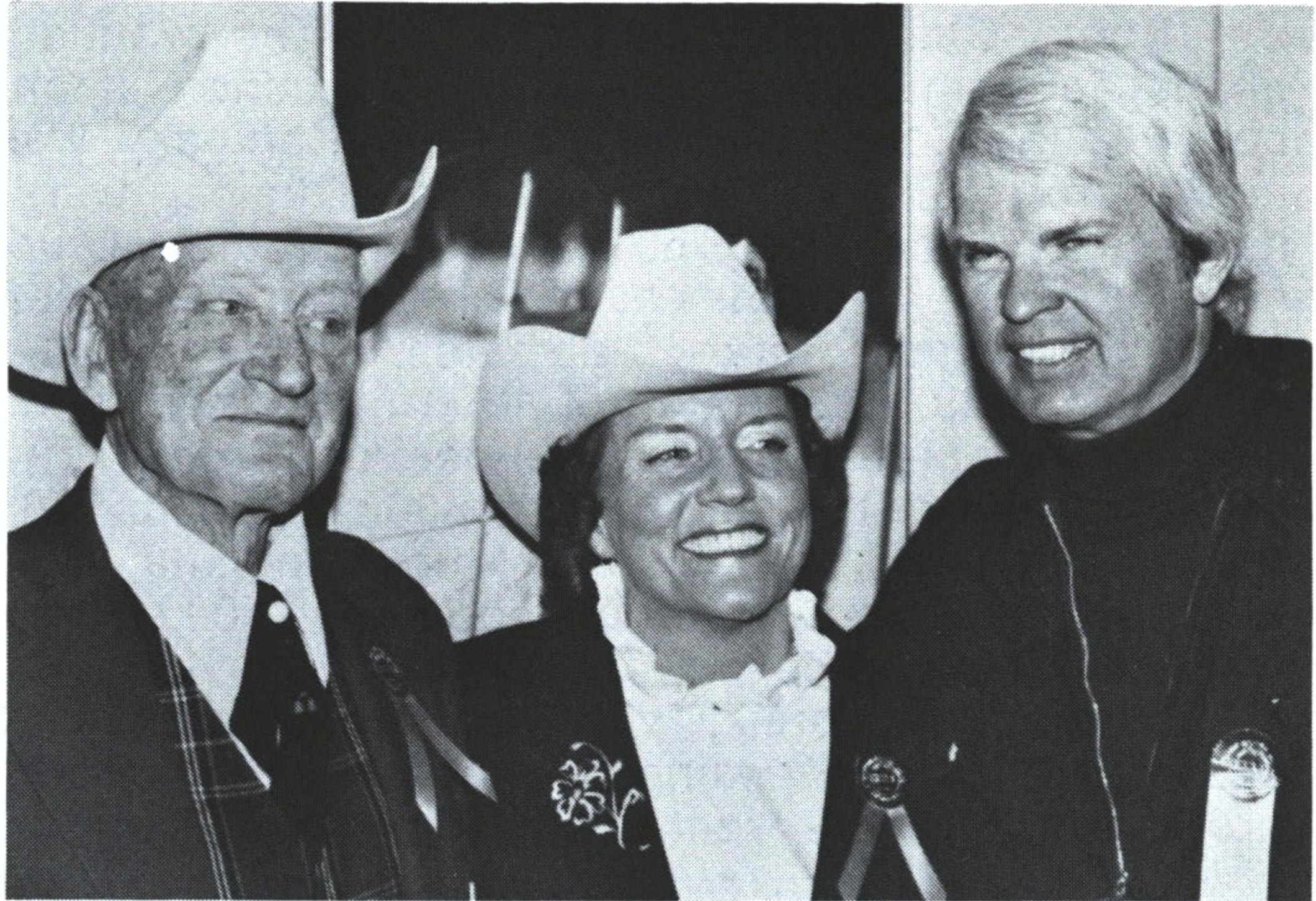
National Auctioneers Week
APRIL 4-10, 1982

Despite today's recessionary economy, one marketing method converts almost anything into cash. The auction method continues to be "discovered," as businesses explore "alternatives," more profitable marketing strategies. According to the National Auctioneers Association (NAA), the increased use of the auction method by manufacturers, distributors, and the NAA's members during National Auctioneers Week, April 4-10. If you are considering selling your business, or anything else, consider an auction. An auction can produce cash results in a very short time period. Other benefits are equally important. Auctions generate great quantities of merchandise including household items, fine art, antiques, and more. Merchandise is sold at auction to the highest bidder. Many court administrators, and estate executors prefer the auction method as a truly "public" sale. Because they are more public, more buyers are attracted to the sale, explains NAA president, Howard Bubley, Kankakee, Illinois. "Also, millions of dollars are raised every year through benefit auctions, for charities and communities throughout the nation." The National Auctioneers Association has more than 10,000 members in 48 states and the District of Columbia. The Association's members represent 6,800 member auctioneers across the country, Canada and other foreign countries. Only NAA members are eligible for a professional designation, CAI, awarded by the Certified Auctioneers Institute, Bloomington, Indiana.

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Colorado celebrity auction raises \$10,000

NAA father-daughter team, **Si** and "**Cookie**" **Lockhart**, recently conducted a very successful charity and celebrity auction in their hometown, Steamboat Springs, Colorado. The event, chaired by Colorado Governor Richard Lamm, was held as a benefit for the Steamboat Repertory Theatre, a semi-professional theatre group that makes their



WITH COLORADO GOVERNOR Richard Lamm, right, are NAA members (father and daughter team) Si Lockhart, left, and Cookie Lockhart, center.

home in the new Sheraton Inn, a resort hotel located at the foot of the world-famous Mt. Werner Ski Area. The auction grossed over \$10,000 and drew a large crowd.

Various national, regional and local celebrities donated items of "art" that they themselves had produced. Author James Michener donated an autographed copy of his book "Centennial" which brought \$175. Former Olympic Skier, Marv Crawford donated the official wool coat he wore during the opening ceremonies of the 1956 Winter Olympic in Cortina, Italy. The coat sold for \$350. Tennis star Arthur Ashe donated an autographed copy of his new book, which raised \$200. Governor Lamm donated two pieces of his art work. These were very popular with the crowd, bringing \$700. Local children's novelist Mary Calhoun donated the original manuscript to her successful novel, "Hot-Air Henry," which was sold for \$600. The highlight of the evening was an uncut sheet of 32 one dollar bills with a title, "The Buck Stops Here". The unusual piece was donated by a local banker raising \$1050 for the theatre.

The event marked the beginning of Si Lockhart's 50th year in the auction business. He started with the Greeley Cash Auction, Greeley, Colorado, in 1932.

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Rotary Club has auction #20 . . . The twentieth annual farm machinery consignment auction, sponsored by the Rotary Club of Maysville, Kentucky, was held March 20, in the Kentucky King Tobacco warehouse. NAA member **Bob Ruggles**, Decatur, Ohio, conducted the auction, having helped in seventeen of the total twenty Rotary Club sales.

The auction consisted of 1300 consigned items of farm machinery, housed under one roof. The gross amount of the auction was \$300,000, with 1764 buyers registered from Ohio, Kentucky, Indiana, West Virginia, and Tennessee. An additional 1000 spectators were also present.

Bidding was brisk, with small farm machinery and small tractors selling at good prices. All net profits from the sale went to charitable organizations.

SAVING MONEY THROUGH 10-YEAR TRUSTS, by William A. Hancock. Ten-year "Clifford" trusts are popular tax shelters, offering a low-tax way to move income to a child or other beneficiary. This book shows how to calculate the tax savings, compares alternate tax-saving devices, describes possible pitfalls, record keeping, the mechanics of executing a trust with minimal legal help, and how to prepare the tax returns yourself. A model trust agreement and sample tax returns make it a working manual. 171 pages, 6½" x 9¼", hardbound. \$14.50. McGRAW-HILL BOOK COMPANY, 1221 Avenue of the Americas, New York, New York 10020.

Spotlight on NAA auctioneers

Auctions, NAA members featured in newspaper articles

NAA Hall of Fame recipient in 1974, **Romayne Sherman**, Goshen, Indiana, was the subject of a biographical article in the local FARMER'S EXCHANGE in March. Veteran auctioneer Sherman and his wife Ruth were also pictured at the Florida home, Romayne taking early retirement for health reasons.

During his 30 year career, auctioneer Sherman and business partners had developed the Topeka Market into Indiana's largest livestock auction market. The following quote opened the FARMER'S EXCHANGE article.

One day early in his career Romayne Sherman sold out a farm and all the personal property. Rollin Hostetler, who clerked many of his sales, came to him after the sale with nine \$100 bills. Romayne thought, "Nine hundred dollars? That's too much for a half day's work."

Before he left the place he went to the



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farmer and gave him back \$300. "Thanks, Romayne," the man said, "That'll buy me a lot of chewing tobacco." Romayne says, "That was the last time I ever gave any money back that was my share on a sale. I could have given it to charity, but not for chewing tobacco."

Twice in Sherman's career he was booked solid for 10 weeks. Sixty sales.

* * *

Spring-like weather and a good selection of equipment made for a large auction crowd as the **Kiko family** of Ohio auctioneers conducted a dispersal sale for Brogan's Pride Valley Farms. Ohio's FARM and DAIRY weekly covered the auction.

* * *

More than 6,000 people from Nebraska, South Dakota, Minnesota, Kansas, Ohio, and Indiana, filled the Hamilton County Fairgrounds in Aurora, Nebraska, to raise money at the Mennonite Central Committee Relief Auction and Sale. NAA member **Frank Thimm**, Beatrice, Nebraska, was among the auctioneers who auctioned craft items, quilts, grandfather clocks, art, and antiques in the county-fair atmosphere. The \$100,000 raised at the auction will be used to support the 800 Mennonite volunteers throughout the world, with supplies to various refugees. The SUNDAY JOURNAL AND STAR, Lincoln, Nebraska, provided news and photographs of the auction.

* * *

The article's subheadline read, "you can fight the bugs and the weather, but you can't control the price of your crop", as the article discussed the reasons a Syracuse, Nebraska, farmer was selling out. Conducting the auction was NAA member **Gene Sisco**, also from Syracuse. The auction was also covered by the Lincoln SUNDAY JOURNAL AND STAR.

* * *

FARM JOURNAL magazine, in its mid-February issue, published an article entitled "Anatomy of an auction — The more you know about auction psychology, the better buyer and seller you'll be. These auctioneers give tips you may have overlooked". Quoted in the article were Iowa NAA members **Marvin Waterhouse**, Manchester, and **Doug Mounce**, Alburnett.

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NAA member auctioneer **Miller T. Hunter** came to Hawaii in the 1940's and stayed to become a state agricultural extension agent. Now he's retired at age 66, but active in his father's profession from a generation ago back in Morgan County, Missouri. THE MAUI NEWS published a March article about auctioneer Hunter who lives and auctions on the Maui Island. One of only three NAA members in the state, Miller Hunter answered the question "what makes a good auctioneer" in the article: "You have to have been almost born in a crowd, (but) first you have to be honest. That's number one."

* * *

A Sunday issue of the DAYTONA BEACH NEWS-JOURNAL in September, 1981, featured a two-thirds page, picture and feature story about NAA member **Stephen Murray**, Ormond Beach, Florida. The headline and subheadline summarize the content of the article written by NEWS-JOURNAL business writer Elizabeth Milton: "I want to sell you a house! Ormond Broker Finds Success On Auction Block". Significant quotes from the consumer information article indicate auctioneer Murray's success with the auction method in Florida.

"I can take a property, and in two weeks it is sold," said Murray as he slapped his hands and warmed up for the interview."

"Murray indicated that a home owner who isn't anxious to sell, one who may sit back and say he wants a certain price or he won't deal, isn't the ideal person to take on as a client."

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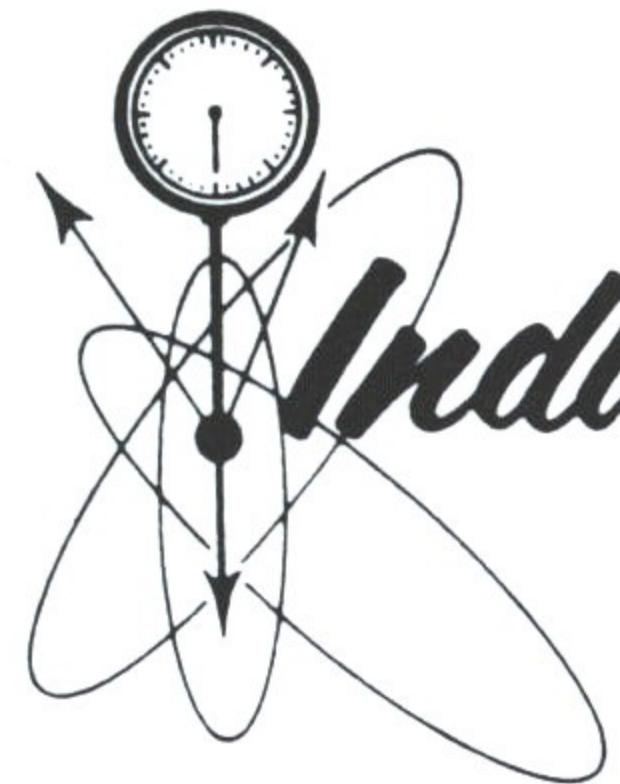
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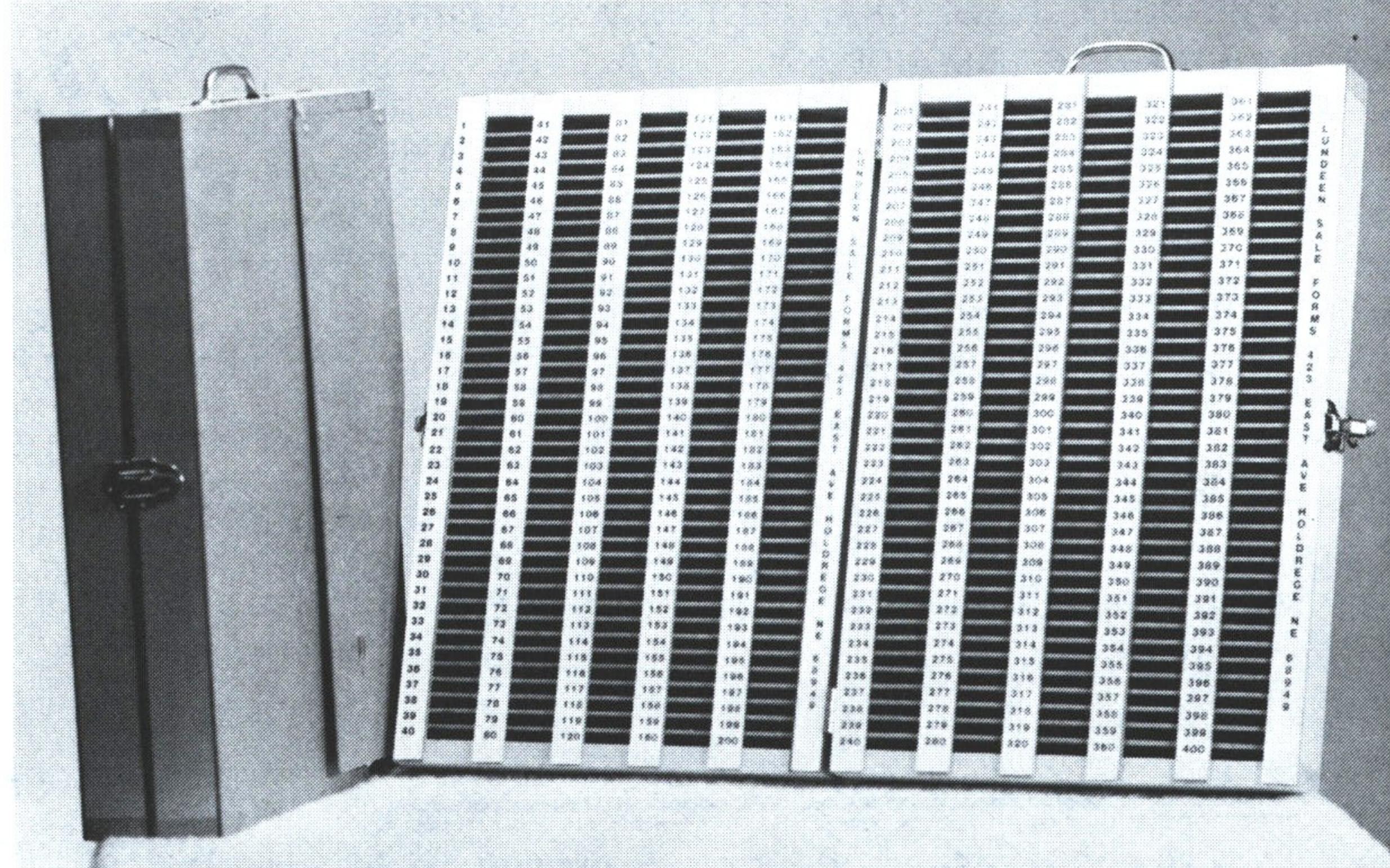
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| 400 Slot File (Slots — 2" deep - 2" wide) | \$169.95 |
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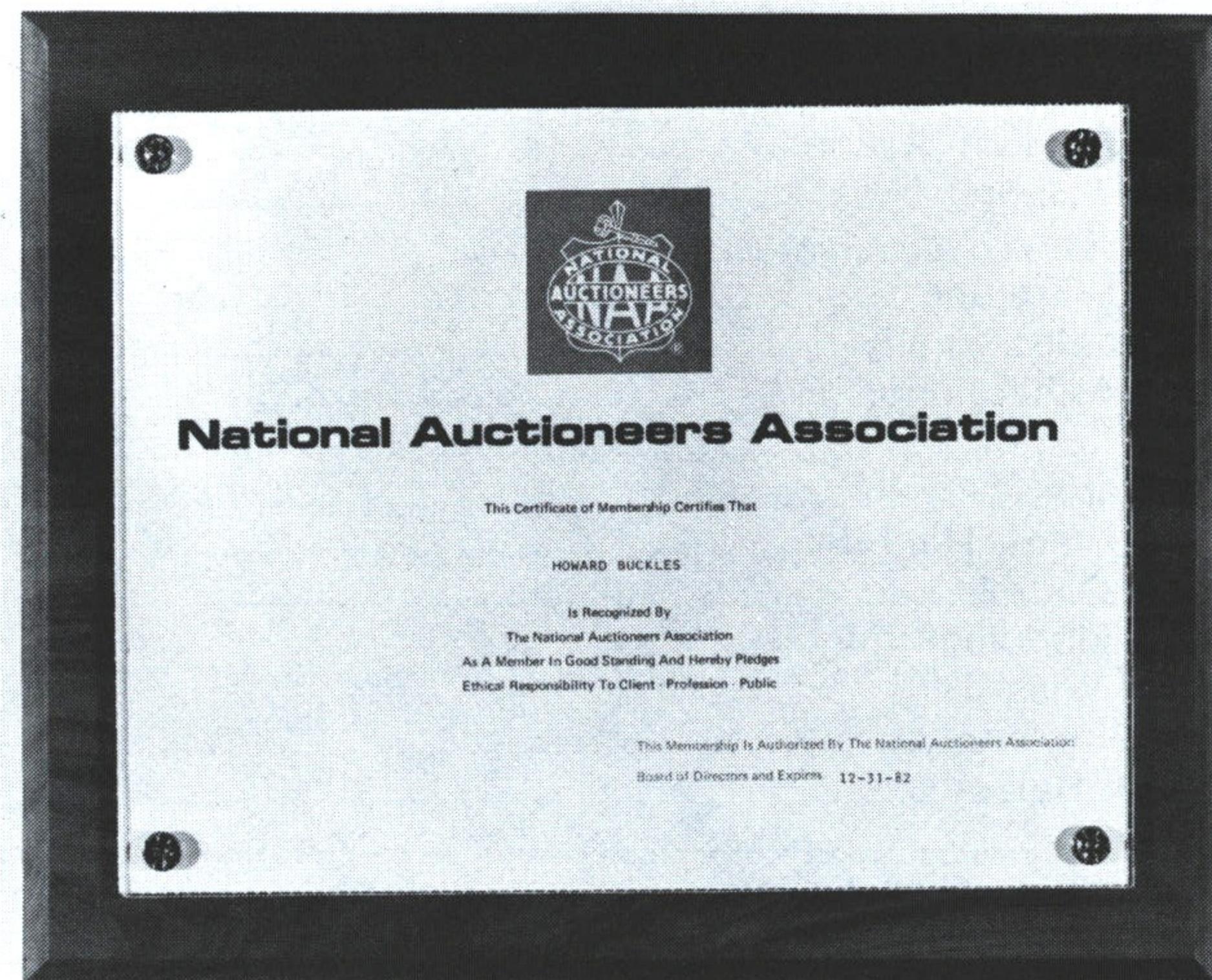
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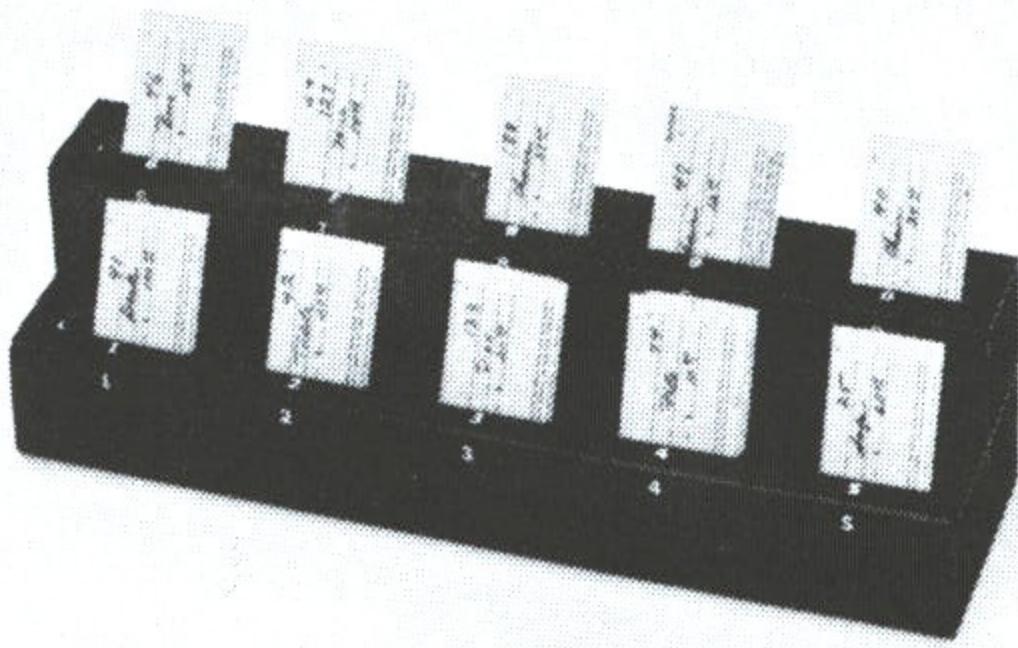
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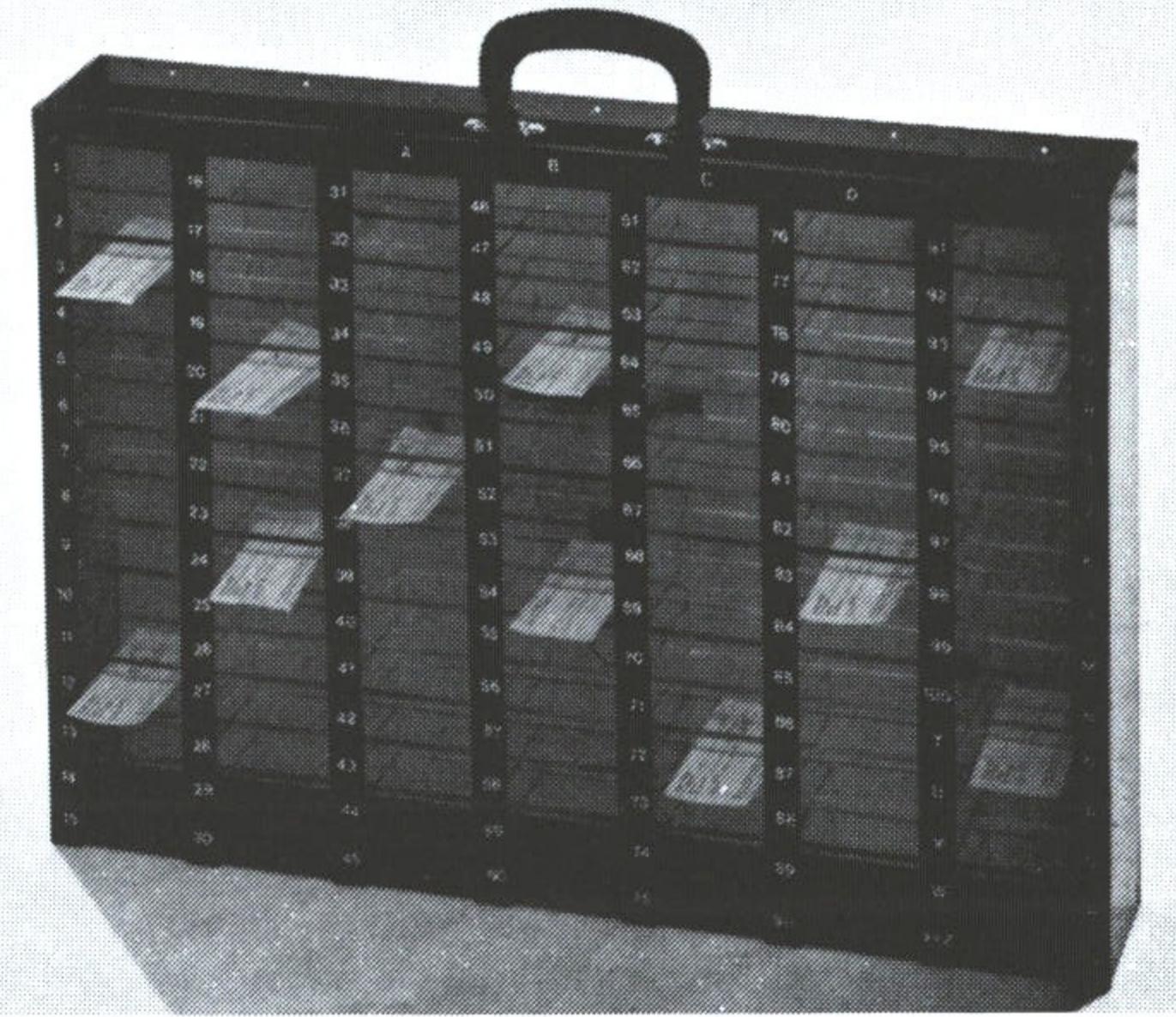
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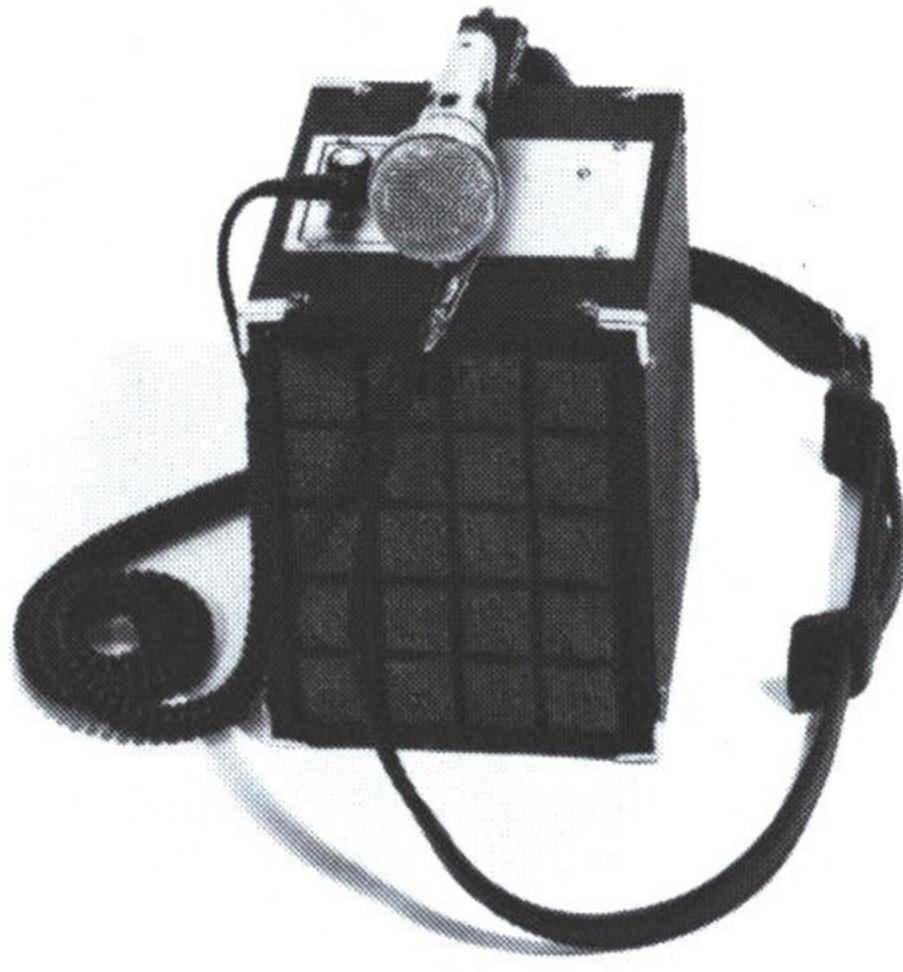
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- OUTPUTS: One extension speaker, one tape recorder.
- WEIGHT: 6 LBS., 12 OZ.

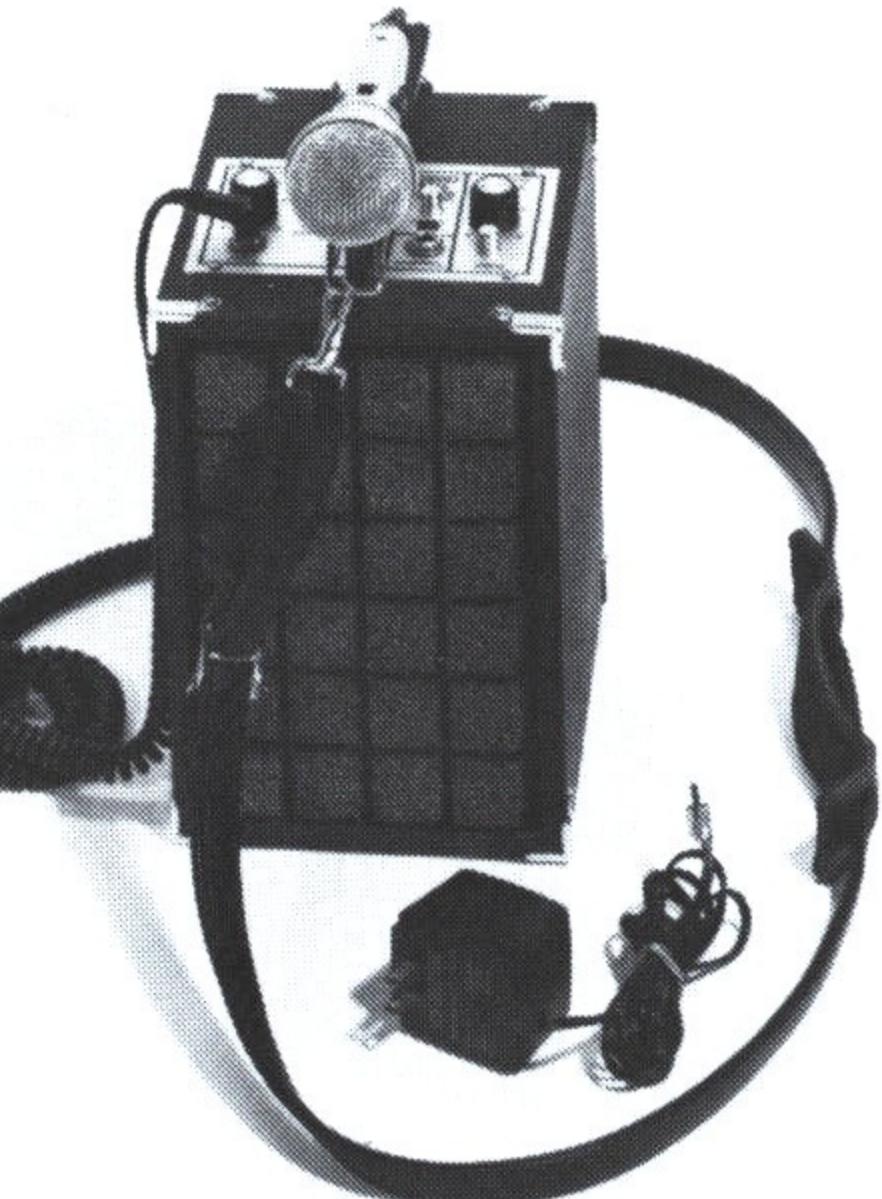
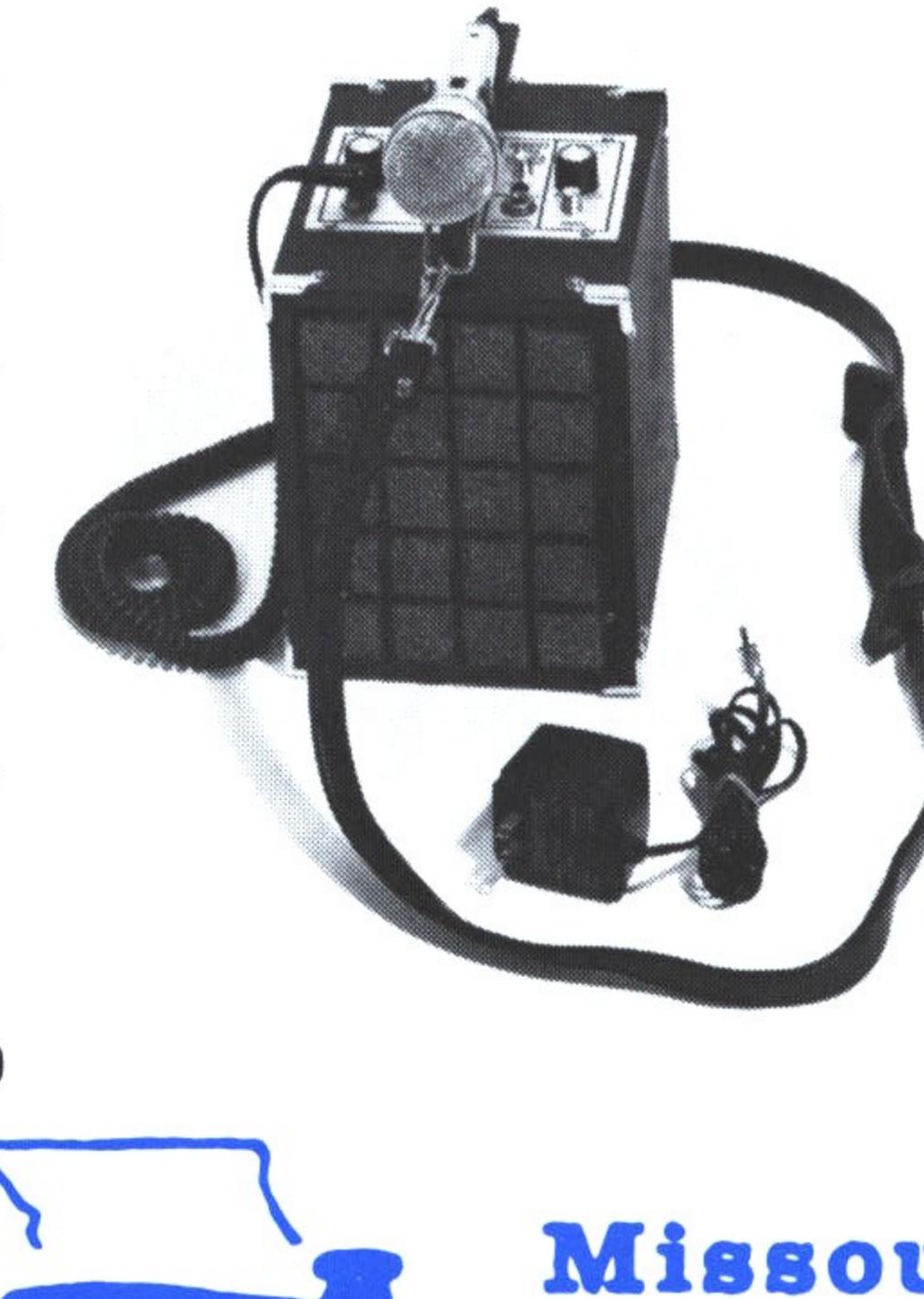
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