

THE AUCTIONEER

The Magazine of the National Auctioneers Association ● February, 1981



National

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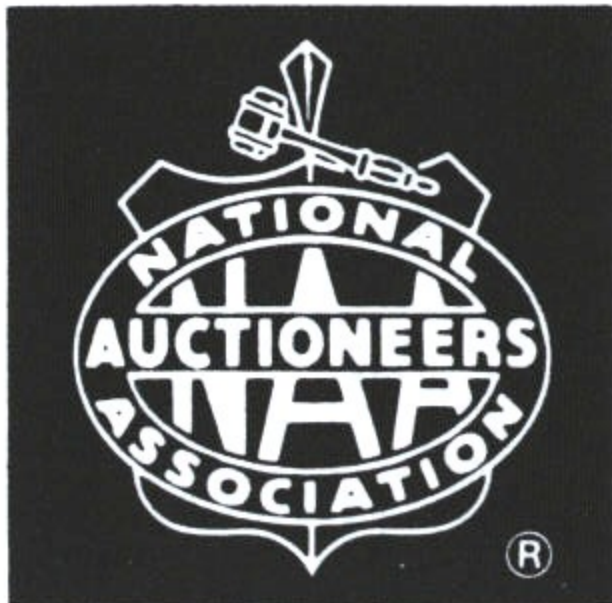
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Letters To THE AUCTIONEER

The Importance of Terms of Sale

On November 23rd, 1980, Spike's Auction Service, Inc., Tecumseh, Michigan, was conducting a consignment antique and collectible auction. Several guns were included in this sale. At the beginning of the sale the terms were announced, which included a statement that all sales are final and all merchandise is sold as is unless specifically stated otherwise. No refunds would be made once the merchandise had left the premises.

Just before the guns were to be sold, I the auctioneer, Spike Jackson, stated that the guns were consigned and that I was not knowledgeable about guns. In fact, the guns made me nervous and therefore the buyer would have to let his eyes be his judge and bid accordingly. The guns were on display for at least 3 hours, and 2 pistols were in a box setting on a table and open for inspection at anytime. One pistol or handgun was of a foreign make. Someone in the crowd asked what caliber it was.

I answered that I did not know. Someone else in the crowd answered that it was a 35 caliber. I repeated that someone in the crowd said that it was a 35 caliber.

It was also stated in the terms that no handguns were to leave the premises until a permit to buy was presented. Anyone could make a deposit, go to the sheriff's office the next day, bring in a permit, pay the balance, and pick up the gun(s).

One man purchased 3 handguns including what was supposed to be the 35 caliber gun. After bringing in the permit the following day, he was given the guns which he had bid on. However, he came back that afternoon claiming that he couldn't find ammunition for the 35 caliber gun, and that he still wanted it if he could find ammunition for it.

Making 3 long-distance calls, I found where he could find ammunition. Three days later he returned stating that the ammunition was too expensive and the gun was not a 35 caliber but a 32 French gun. Belligerently, the man demanded his money refunded stating that I had misrepresented the gun.

Ordinarily for the small amount involved. I would have refunded the money to avoid any hassle, but due to the man's attitude, I decided that the man wasn't going to receive his money back just because the ammunition was too expensive.

The case went to District Court and Spike's Auction Service, Inc. won without any problems. Witnesses testified to the terms of the sale, and also to the fact that the man claimed he would take the gun if he could buy ammunition, but afterwards changed his mind.

I have many times tape recorded the terms of the sale but did not do so at this particular one. It could be an important factor in a court case. I might add that I had never been to court before and had

no idea of how the court would rule. Anyone wishing more information can write Spike's Auction Service, Inc., 509 Mohawk St., Tecumseh, Michigan 49286. I would be glad to tell you about the testimony and the judge's decision.

**A. E. "Spike" Jackson, CAI
NAA member auctioneer
Tecumseh, Michigan**

Learn to Work Smart

I am glad to see and hear CAI is producing a good measure of success. However, I doubt that many of the auctioneers know the value of such a school. I have not had the opportunity to attend the classes, but I consider myself employed as a *property marketing specialist*.

To those struggling to make money in the auction business, it is a must that they take such courses if they expect to be successful. It is not only necessary that they take such schooling, but employ the knowledge they gain from the subjects. One must be professional in all areas. The auction chant is but a small asset to the overall business. Auctioneers are plentiful, but a property marketing specialist is unique to the business world.

One must have a good working plan and administrative procedure from a-z.

To be really successful, an auctioneer must specialize in certain classes of property or work with a particular industry. If you don't, chances are that you will never make it big in auctioneering. One should consider other phases of business in association with conducting auction sales; such as brokering, buying and selling surplus, etc.

I have many years experience and will willingly share my knowledge with others in the profession, but my advice to the newcomers is not to expect a bag of money to fall on your head just because you have a big hat and have learned to talk fast. You must learn to work smart.

**Julius E. Swilley
NAA member auctioneer
Lilburn, Georgia**

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THE AUCTIONEER

FEBRUARY, 1981

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THE AUCTIONEER magazine is the official publication of the National Auctioneers Association and is published monthly with the exception that an August issue is not published (11 issues annually). THE AUCTIONEER magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

The editor reserves the right to accept or reject any material submitted for publication. Subscriptions are available to non-auctioneers only. Auctioneers, who are not members of the National Auctioneers Association, may not subscribe to THE AUCTIONEER magazine.

Editorial and Advertising copy must be received in the NAA Office on or before the 10th day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before

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

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

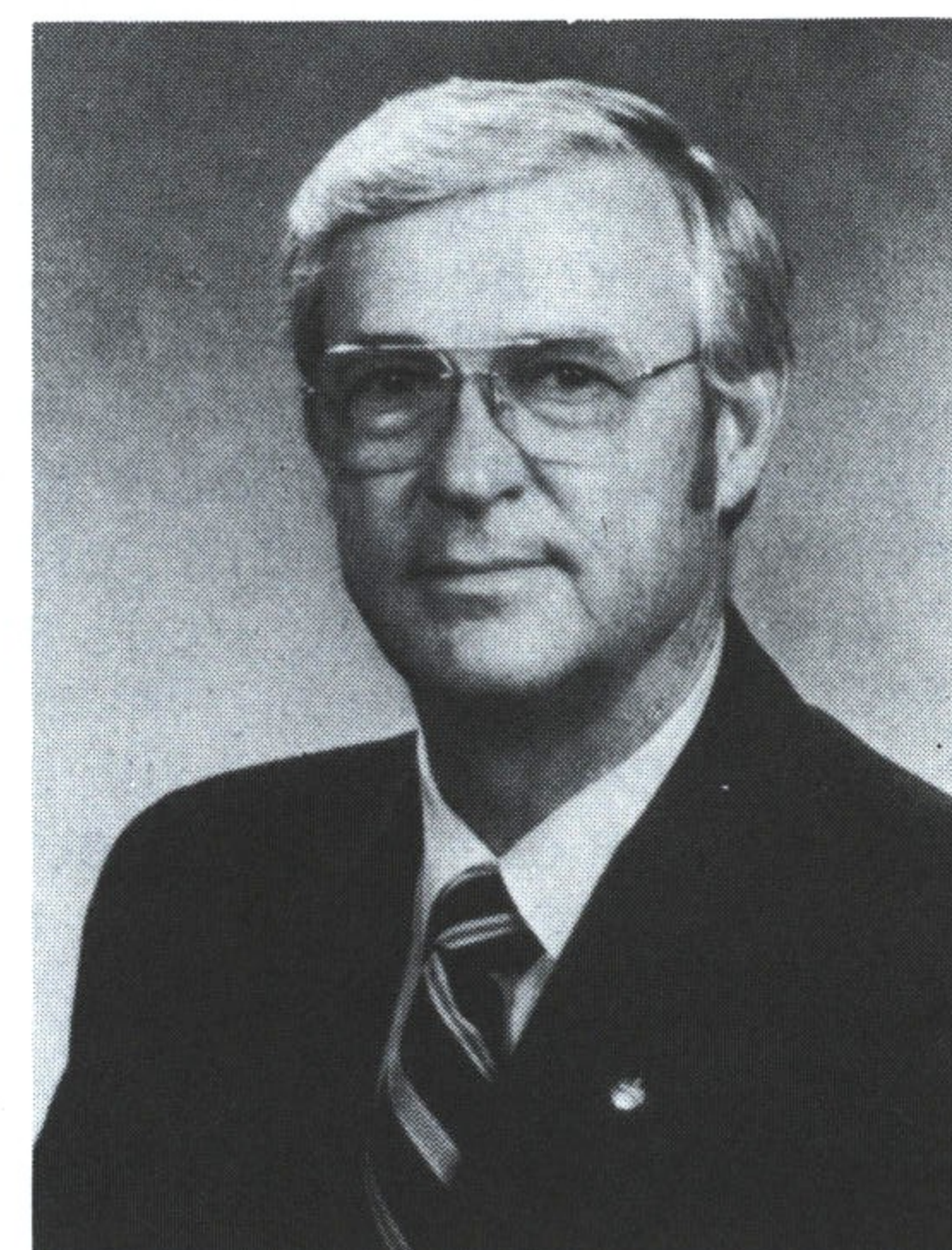
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Gary Carmichael, Director of Association Services. Member: International Association of Business Communicators, Lincoln Advertising Club.

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Our Association Must Continue to Grow

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



Serving as president of the National Auctioneers Association has offered me many opportunities which were not offered to me before, and probably not be offered in future years. The opportunities come from the many conventions, meetings and events I have attended, representing the NAA as its president.

My travels, and the people I have met and visited with during this year, and the fine hospitality shown to me, have been of immeasurable value to me and to my auction business. I personally have always been a strong supporter of attending meetings, conventions, and educational events but not the supporter I am now. **I realize the value of people in the same profession getting together to share the information which will create the positive image of our auction method of selling real and personal property.**

Members of our Association have many opportunities to learn also. The meetings conducted by the State Auctioneers Associations are excellent! Many State Associations now are sponsoring seminars and workshops for the members of their state, which have allowed more auctioneers more opportunities to learn from others like themselves. The National Auctioneers Association has helped in this educational effort with lists of past NAA Seminar and Workshop instructors, sent to the presidents and secretaries of each state association. I have learned that these lists have been useful in selecting the instructors for the state association educational events.

Nearly 200 NAA auctioneers, their spouses and non-auctioneers business associates were in Atlanta in January for the Real Estate at Auction Seminar, sponsored by the NAA. Interest continues to be high in real estate at auction methods, and we appreciate the support we get at our Seminars. By time you receive this magazine you may be on your way to Oklahoma City for the Antiques and Country Collectibles Seminar. The instructional staff, most of them NAA members, will offer good, beneficial information at this seminar and I hope you will take advantage of the programs, which have been developed by the NAA and made available to each member.

The Certified Auctioneers Institute will be held

on March 29-April 4, 1981, and if you are not an applicant, candidate or member of the CAI, make your application now. I am a member of the Certified Auctioneers Institute — a proud member — and know how beneficial the business and legal information, received during Courses I, II and III, have been to me and my business.

National Auctioneers Week will be held during the week of April 5-11, 1981 and I urge you to honor this NAA event in some manner in your community. Make it known in your advertising that you support and participate in National Auctioneers Week. Display the NAA emblem on your sale bills and advertising, recognizing your personal membership in the National Auctioneers Association. If you support National Auctioneers Week, you can and will receive recognition, which can be beneficial to your business.

Another important auction industry event will be promoted by the National Auctioneers Association in future issues — the 1981 NAA Las Vegas Convention. It is planned to be an excellent convention and offer our NAA families the benefits of fellowship, education and good family entertainment. Many organizations, which conduct family conventions, have been very successful when they have met in Las Vegas, especially at the Las Vegas Hilton Hotel. It is a family hotel! Make your plans now and reserve your room at the Las Vegas Hilton immediately. Use the reservation form in THE AUCTIONEER magazine to be assured of getting the NAA Convention rates. And, when you see the Advance Convention Registration form in THE AUCTIONEER magazine, use it and register early. Early registration helps provide a better convention, and offers you a lower cost on our registration fee.

My last comments are in regards to the membership campaign, which is now underway through our Association. **We need to increase our membership by having the qualified auctioneers join from all specializations.** We are an association of auctioneers; not just of real estate auctioneers or livestock auctioneers. If an auctioneer can qualify (must be sponsored by a current NAA member in good standing and abide by the NAA Code of Ethics and By-

Continued page 6

Laws), then that auctioneer deserves to hear the NAA success story, and be invited to join.

There are many qualified auctioneers today who are not presently NAA members who have never been asked to join our association. **I hope you will invite those qualified auctioneers to join the NAA by presenting them with (or having one sent to them) an "Invitation to Join" kit from the NAA office.** Inviting someone to join helps promote the NAA and the auction method of selling real and personal property. Together — all of us, organized in a truly representative Association — we will continue to prove that our auction method is a modern, successful means of marketing goods and property throughout America.

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Do You Know These Auctioneers?

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

Robert B. Hill, 82 High Street, Marblehead, Maine 01945

Allen E. Meyer, 8397 Chase Drive, Arvada, Colorado 80003

Harold D. Reynolds, Route, Lawrenceburg, Kentucky 40352

John C. Ritter, 4861 NW Second Ct., Boca Raton, Florida 33432

Addition to Your NAA Member Directory

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

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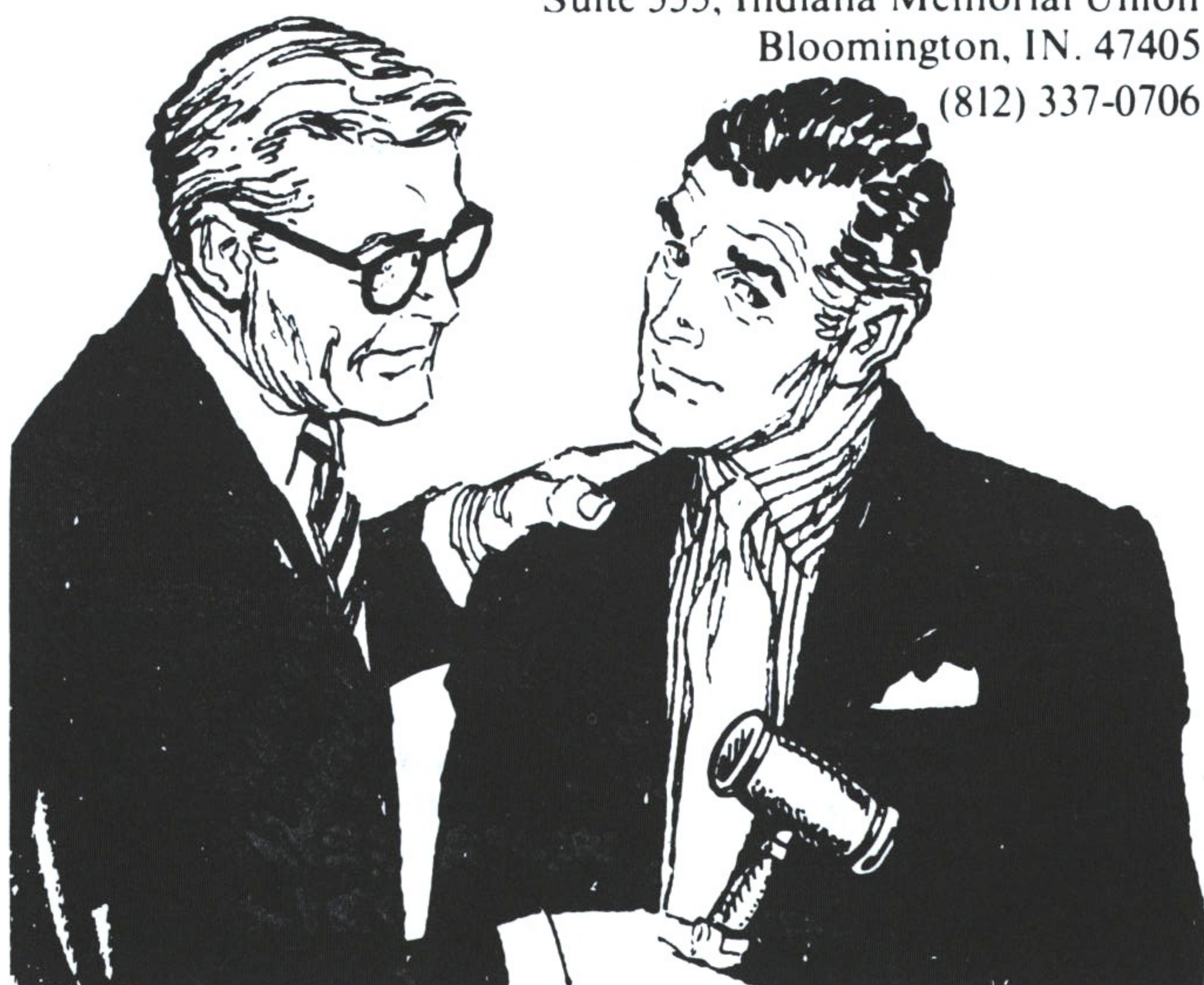
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The Legal Aspects Of Auctions . . .

Writing Your Congressman Gets Results

In the November 1980 AUCTIONEER this column discussed the IRS regulations which would determine independent contractor tax status. You were encouraged to write your congressional representatives because, in this case, independent contractor status could apply to your auction business and the 10% that could be taken out of your commission.

But now the situation has changed, temporarily for the better. On December 17, 1980 President Carter signed legislation (H.R. 6975 mentioned below) that extends until July 1, 1982, the period during which the present income tax regulations are in force.

Below are two letters that demonstrate the age-old advice of writing your congressional representatives. The first letter is to Gary Carmichael, at the NAA office; the second letter is to an NAA member who wrote his congressman to let him know where an auctioneer stood on the issue. Following the two letters is information reprinted from the original November, 1980 AUCTIONEER article.

December 8, 1980

Mr. Gary Carmichael
Director of Assoc. Services
National Auctioneers Association
135 Lakewood Drive
Lincoln, Nebraska 68510

Dear Mr. Carmichael:

Knowing of your interest in legislation affecting the income tax treatment of independent contractors, I thought that I should share with you information regarding recent Congressional action on this subject.

On December 1, Congress approved and sent to the President H.R. 6975, a bill which extends until July 1, 1982, the current income tax treatment of independent contractors. This law prohibits the Internal Revenue Service from implementing regulations before that time which, among other things, re-

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quire withholding of income tax payments for independent contractors.

As a cosponsor of H.R. 8046, a bill to extend this moratorium for a longer two-year period, I am pleased with the Congressional action on this matter. During the upcoming session of the Congress, I will work diligently for the passage of legislation which would permanently resolve this problem.

Please do not hesitate to contact me again if I can be of assistance to you on this or any other matter.

**Best wishes,
Douglas Bereuter
Member of Congress**

December 10, 1980

Mr. Vincent J. Kopek, CAI
Kopek Auction Company
5232 Executive Boulevard
Virginia Beach, Virginia 23462

Dear Mr. Kopek:

Thank you very much for your informed comments concerning H.R. 5460, the independent contractors bill. Because I share your opposition to the 10% withholding provision in H.R. 5460, I cosponsored a bill with Congressman Gephardt which did not include the withholding on independent contractors. Neither of the bills emerged from the House Ways and Means Committee, and therefore, they will die when the 96th adjourns this week. If Mr. Gephardt reintroduces the bill during the 97th Congress, you may be certain it will have my support.

You will be interested to learn that an eighteen-month extension on the moratorium on IRS regulations or audits regarding the tax status of independent contractors was recently passed by the Congress and is awaiting the President's signature. It has been extended to June 30, 1982.

Once again, thank you for sharing your views with me. Please continue to let me hear from you on subjects of concern to you.

With all best wishes, I remain

**Sincerely,
G. William Whitehurst**

Yes . . . Write Your Congressional Representatives

Even though the 10% income tax regulation does not take affect until July 1, 1982, this piece of legislation, H.R. 5460, will have a direct affect on payments to you by auction clients. Get a copy of H.R. 5460 yourself, sit down with your lawyer or accountant and see how it applies to your income. The booklet is free upon request from your congressional representative. His or her state information office is probably in your phone book. Ask for the small booklet report which gives a "Section-by-Section Summary, Analysis, And Justification of H.R.

5460". Rest assured that the report is written in "plain English" and not in formal legal terminology.

After you read it for yourself, let your congressional representatives know where you stand.

And when you write your congressman or congresswoman . . .

- 1) Write clearly or type your letter so that there will be no misinterpretation of your opinion on H.R. 5460.
- 2) It's very important that your letter is on your own auction business stationery. A photocopied "flood mail" letter that you just sign and send in will not get read. Talk to your congressional representatives on your own business letterhead.
- 3) Refer specifically to the bill, that is H.R. 5460.
- 4) Lastly, ask for a reply so that you'll know your message was definitely received.

H.R. 5460 Demands Your Attention

Whatever your present tax advantages — either through self-employment or business income reporting — a withholding of 10% on payments to you is certainly not something you planned on. For that reason, a letter to your congressional representative is necessary to inform him or her of your opinion, and how you feel they should vote on House of Representatives Bill 5460. On the other hand, any additional information that they can provide — which was not included in this AUCTIONEER article — is important to **both you and the NAA office.**

Because of the points raised in this article, feel free to respond to THE AUCTIONEER by letter. Also, after you do contact your congressional representatives, definitely inform the NAA office of the results of that contact.

This is one time that "write your congressman" applies directly to you, and not the "other guy" down the street.

Need License Law Information?

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

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

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Oklahoma City Seminar — Call NAA Office For Late Registration

The registration deadline for the Oklahoma City Seminar — February 16, 17, 18 — has passed by the time many NAA members are reading this article. However, to accommodate last minute registrants, if you still want to attend, you are encouraged to call the NAA office immediately upon receipt of this AUCTIONEER. Even though the NAA office will make every attempt to register you for the Oklahoma City Seminar, you will be responsible for your own hotel lodging. The block of rooms that was set aside for NAA seminar registrants was released on the deadline date of February 2, 1981.

NAA Seminars — Who May Attend

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

1. NAA member auctioneers can register themselves, family, and non-auctioneer business associates for the entire program, no partial registrations. *Under no circumstances will a non-member auction-*

eer be allowed to register for an NAA convention or seminar.

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

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

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

For \$3.49 (postpaid) you can buy a directory that lists 4,000 toll-free "800" phone numbers. Order it from Dial 800 Publishing Co., General Post Office Box 7777, New York, New York 10001.

1981 NAA SEMINAR REGISTRATION

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

SUBJECT: SELLING ANTIQUES AND COUNTRY COLLECTIBLES AT AUCTION

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

HOTEL RESERVATIONS

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

1981 REGISTRATION INFORMATION

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



for either 1981 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse or family member attending a seminar with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1981 OKLAHOMA CITY SEMINAR REGISTRATION

_____ \$150 Three-day Oklahoma City Seminar
Registration

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

**\$ _____ TOTAL OKLAHOMA CITY SEMI-
NAR FEES**

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

NAA Member's Name _____

Spouse's Name or Family
Member If Applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminars registration fees to:

NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510

Newspaper Coverage

Whether your news release about National Auctioneers Week gets published or not, you and your auction service can be "in the papers" with an Auctioneers Week promotion. First, however, consider the news release below for submission to your local newspaper editors. Along with each copy of the news release, send an NAA logo from your sheet of NAA emblems (you received the sheet when you first became a member, plus you can buy the sheet from the NAA office for \$1).

FOR IMMEDIATE RELEASE

SUMMARY: National Auctioneers Association
Commemorates National Auctioneers
Week, April 5-11

Member auctioneers of the National Auctioneers Association (NAA) will observe National Auctioneers Week, April 5-11, 1981. The NAA's 6,100 members will commemorate "The Week" along with local state auctioneers associations, state governors, and city officials.

During National Auctioneers Week, NAA members will call attention to their auction professionalism, and service to community and client. (Here insert your name and auction company to identify your NAA affiliation. Example: Locally, Joe Smith, and Mary Brown of Hometown Auction Service are members of the National Auctioneers Association.)

Today the auction method of selling real estate, personal, and commercial property continues to grow in popularity, due to the favorable results obtained at auction. However, both the buying and selling public benefit from an auctioneer's membership in professional organizations like the NAA and the local State Auctioneers Associations.

National Auctioneers Week is a reminder that NAA members continually work to improve their services to auction clients, through nationwide educational programs.

One of these programs is the Certified Auctioneers Institute (CAI) where the experienced NAA member can earn professional certification.

Especially during National Auctioneers Week, the public is invited to contact the local auctioneer who displays the NAA emblem. Membership in the National Auctioneers Association shows that the auctioneer subscribes to the NAA Code of Ethics which protects the public, clients, and fellow auctioneers.

National Auctioneers Week, April 5-11, is an opportunity for the American public to become better acquainted with the successful auction method of selling, and their local NAA professional auctioneer.

If your National Auctioneers Week news release gets accepted by the editor and published, great. That's just that many more people who will read about The Week and your NAA affiliation. However, make sure that auction goes really get the Auctioneers Week story. Put together a newspaper advertisement, specifically designed to call attention to National Auctioneers Week.

An ad for The Week does not have to be large nor expensive. Just like an auctioneer designs a "specialty" ad for the holidays, or business promotion, a special ad for National Auctioneers Week will only appear a few times during April 5-11. Each time the ad does appear, however, auction readers will receive an important message: you're an NAA member,

you're proud of that affiliation, and you're honoring National Auctioneers Week.

Remember, only NAA members are authorized to participate in National Auctioneers Week. That makes The Week special in terms of your NAA affiliation. The money spent on special advertising during National Auctioneers Week is an excellent investment in promotion and communication to potential clients.

Radio Promotion

Radio stations must devote a certain amount of their broadcast time to public service announcements. NAA members can take advantage of this requirement to publicize National Auctioneers Week. Also, contact other NAA members in your area and get on the air as a group of NAA auctioneers, promoting The Week. Below are two suggested radio commercials for use as public service announcements during National Auctioneers Week. The 30 second spots can be revised and adapted to any radio station broadcast format

NATIONAL AUCTIONEERS WEEK PROMOTIONAL RADIO COMMERCIALS 30 SECOND WEEK OF APRIL 5-11, 1981

#1

THIS IS NATIONAL AUCTIONEERS WEEK ACROSS AMERICA AND WE WOULD LIKE TO TALK A MOMENT ABOUT THE SERVICES PROVIDED BY THE AUCTIONEER. AUCTIONEERS SELL ALL MANNER OF REAL ESTATE AND PERSONAL PROPERTY. THEY ALSO PROVIDE COMPLETE APPRAISAL SERVICE AND, OF COURSE, HOLD AUCTION SALES. IF YOU HAVE QUESTIONS ABOUT AUCTION SERVICES CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

#2

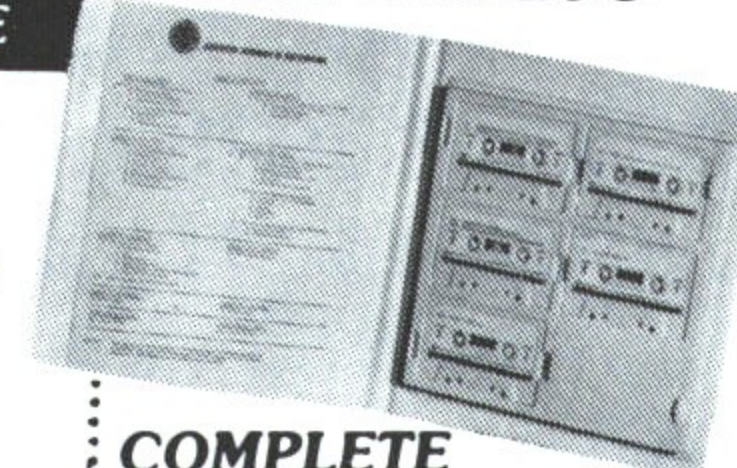
HERE ARE SEVERAL REASONS WHY YOU SHOULD CONSIDER HAVING AN AUCTION. EVERYTHING IS SOLD FOR CASH, YOU SELL ONLY WHEN YOU ARE READY, PRICES ARE DETERMINED BY COMPETITIVE BIDDING, AND YOUR COMPLETE SALE IS OVER IN A MATTER OF HOURS. IF YOU HAVE SOMETHING TO SELL, DEFINITELY CONSIDER AN AUCTION. IF YOU HAVE QUESTIONS, CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

Learn Auctioneering AT HOME

Complete cassette home study.
• 5 full hours of chant secrets,
training exercises and all phases
of auctioneering.

American Academy of Auctioneers
1222 No. Kenwood, Broken Arrow, OK 74012

FREE CATALOG



**COMPLETE
COURSE \$49.95**

Promoting YOUR Week, April 5-11

Auctioneers more than many other business people realize the value of successful promotion. Like an effectively promoted auction sale, National Auctioneers Week is no exception. During the week of April 5-11, YOUR special week nationwide, you can put together a promotional campaign for National Auctioneers Week and your auction service. And that can be very good for business.

This year's National Auctioneers Week article in the January issue of THE AUCTIONEER discussed a number of promotional ideas that could be very successful in your area. This AUCTIONEER article will provide some promotional tools that will help you publicize your association with National Auctioneers Week, your NAA membership, and your auction business.

The Proclamation — It's Become a Tradition

You only have to look through back issues of THE AUCTIONEER to see how The Proclamation has become an annual state auctioneers association tradition. Many state associations are justifiably proud

of the many years that their governor has consecutively proclaimed National Auctioneers Week. Many NAA auction businesses have established a similar tradition with city mayors.

However, the key to a successful proclamation signing is planning, organizing and preparation. **Whoever will be signing The Proclamation should be contacted well in advance.** Also, many city and state government officials maintain staff photographers who will provide you with one or two complimentary photos of the signing event. Advance preparation for event will give the official time to organize his staff for your arrival.

The same advance planning applies to the state auctioneers association. As discussed in the first National Auctioneers Week letter (January, 1981) a quick postcard to your state auctioneers association president will answer the question, "how is our state association going to honor National Auctioneers Week in 1981?"

☆☆ **Remember, only auctioneers who are NAA members in good standing are authorized to participate in National Auctioneers Week.** ☆☆

Continued page 15

State and Local Officials Proclaim YOUR Week

The state governor, city mayor, and county officials can honor your request for a proclamation of National Auctioneers Week. Below is a draft of the final proclamation which will eventually be prepared for you by the signer's office.

NATIONAL AUCTIONEERS WEEK April 5-11, 1981

Auctions of real and personal property have always been an influential part of marketing in the United States of America, and in many countries throughout the world.

The National Auctioneers Association, in cooperation with (name of state auctioneers association), seeks to achieve new heights in professionalism for its members, and excellent service to the buying public. The continual efforts of the National Auctioneers Association and (state association) to preserve the American free enterprise system are paramount in their endeavors.

Therefore, as (name of State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 5-11, 1981 as National Auctioneers Week in (name of state, city, town, etc.).

I urge all citizens to recognize and honor the many noteworthy contributions that auctioneers are making to our society and economy.

(Official
Seal)

.....
(Signature)

Original Oil Paintings

Each individually painted by professional artists from throughout the world. You can choose from landscapes, seascapes, florals, scenes, westerns, and dozens of other subjects in small or large sofa size paintings. Many museum quality paintings also available.

PROFITS — PROFITS — PROFITS

Many auctioneers obtain markups of 200% to 300% over cost. Original oil paintings are being sold at almost every type of auction: with antiques, equipment, farm sales, furniture, or with almost any other type of merchandise.



Our art consultants personally select the finest paintings and matching frames, after consulting with you to determine your market needs and merchandise preference. Your success is our success. We can recommend price ranges and subject matter that will sell best to your particular customers.

WRITE FOR FREE INFORMATION — Give us your home and business telephone number. We will discuss sales potentials with you.

INTERNATIONAL ARTISTS

566 N. 50th Way

Phoenix, Arizona 85008

Television — What to Expect

The opportunities for local television coverage of National Auctioneers Week in your area can be a matter of just trying to get on the news, or taking advantage of TV "free time". Many stations, in addition to regular news coverage, offer a morning show, or a "coffee break" segment, or a noon talk show that you could get on as a guest during National Auctioneers Week. In your discussion of The Week emphasize: your NAA membership and what it means to the public; what services you provide to both buyer and seller; why have an auction with your company; some of the "basics" of how an auction is conducted, and more.

However, if you have never been on television before, relax. It's just like being at home in your living room. And just as you prepare, in detail, for a successful auction, be ready to speak confidently in front of the cameras.

- If you are going on a talk show, **know beforehand what topics** you'd like to discuss, and inform the host of these topics.

- **Dress like a successful business person.** Potential clients watching you on TV will place their confidence in a competent auction service, not necessarily in someone who "looks like an auctioneer".

- Relax, act naturally, and speak in your normal tone of voice.

- **If you're quoting figures**, have them memorized, or written down and out of sight from the camera.

- Ask the show's producer ahead of time if you can bring along any slides of you auctioning at a sale. Make sure the slides are in color.

- Explain to your TV host and audience just why they should **look for the NAA logo** when they are considering an auction sale.

The "reach" of a local television program can be tremendous. THE AUCTIONEER encountered one 5-minute coffee break show that was broadcast statewide, and at that very time was being received in 30,000 homes. That's a formidable number of potential clients "getting the auction message" during National Auctioneer Week.

National Auctioneers Week Means Valuable Recognition

Almost every profession and trade has a "national week" during which the importance of that profession or trade will be emphasized. However, as an NAA member during National Auctioneers Week, you have the opportunity to do the kinds of self promotion that can separate your auction business from the crowd. Gaining positive attention in a local business community during Your Week can mean more inquiries and more sales.

- Make sure all **your auction company employees** are involved in promotion of National Auctioneers Week. Everyone on your staff can help get the message around town about your auction services, NAA membership, and your special week.

- You're promoting to people who are already interested in your auction business: **everyone who attends one of your auctions** during April 5-11 should know of your NAA membership and National Auctioneers Week.

- Decide a particular group of prospects that needs "**one more contact**" by your auction business. National Auctioneers Week is a particularly good excuse to make such a contact.

- What other state associations — bankers, lawyers, municipal organizations — need to hear the auction success story?

It's an old saying that gets used in all manner of business situations, "in times of good business, you should advertise; in times of slow business, *you must advertise.*" However, there is another addage that covers even more territory, "nothing happens until somebody sells something". Whatever quote you choose to concentrate on, promotion of National Auctioneers Week makes good business sense, especially when promotion turns into profit.

During National Auctioneers Week, April 5-11, decide exactly who should know about your NAA affiliation, your auction skills, your auction services, and your business potential. Whether your list of "who should get the message" covers a county or an entire state, selling National Auctioneers Week can be one of your most effective promotions.

YOUR Week is only two months away by the time you are reading this AUCTIONEER. It's not too early to begin planning and preparation.

Western college of auctioneering

1948-1981 — 33 Years

Learn to Be — One of the most respected and successful individuals in your community.

We can start you in a profession which is honorable, pleasurable and most rewarding financially. We have been doing same since 1948. Ask your successful auctioneer — he has been there!

We Stress Quality — Not Quantity!

Smaller Classes — Large Results!

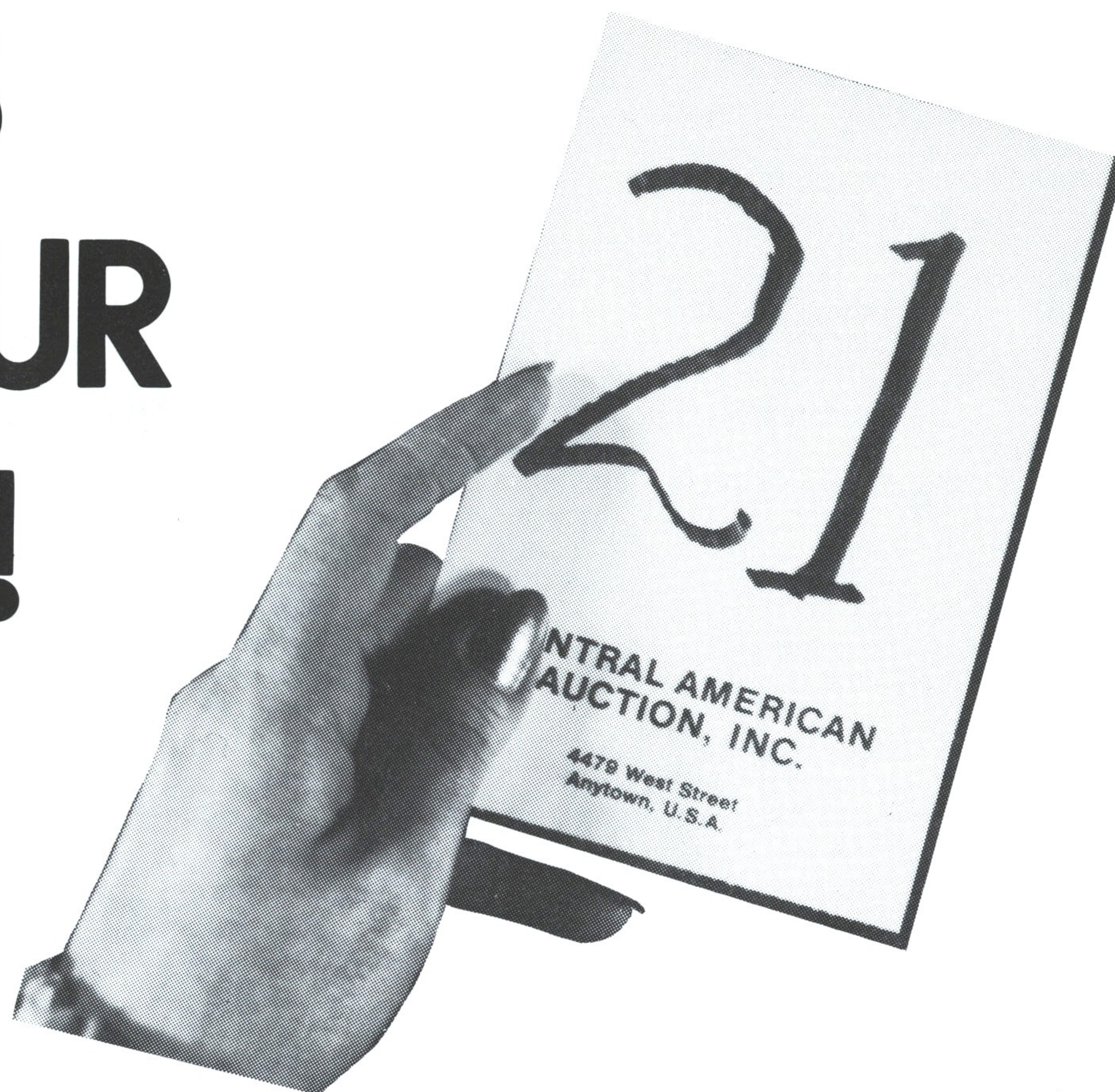
WRITE:

Western college of auctioneering

Box 1458, Billings, MT 59103

Phone: 406 252-2565

IT'S YOUR BID!



... we are waiting for your signal!

- Catalogs
- Handbills and mailers (millions monthly)
- All auction forms

ALSO, WE OFFER:

- Deadline Service (We don't miss)
- Mailing service & research
- Price (probably less than you're paying)

SERVING: Liquidators, tool & furniture auctions, livestock brokers (production & dispersion sales). Bankruptcy and industrial auctions, and many, many others.



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Auction printing specialists

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Col. Jim Graham
CCIM, CRB, AFLB



**NEXT CLASS
APRIL 20**

- Learn the Professional chant
- Every type auction is covered
- Latest video training equipment
.. lets you view your progress
- Every student personally trained
by Col. Jim Graham
- Highly professional Instructors

LEARN AUCTIONEERING in Beautiful FLORIDA

— Enjoy the Ocean and the Palm Beaches while you learn —

Become a Professional Auctioneer in 1 Week

JIM GRAHAM training makes you **STRONG** .. as an
Auctioneer; Businessman; Speaker. Men or women.

REAL ESTATE auctions .. our specialty

You'll like our **FAST START** system

Graduates from other schools are welcome

FREE BROCHURE

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Auctioneers:



**Now—
more than ever—
you need The
Chicago Sun-Times
to reach your
target audience.**

The Auction Page

in the popular Sunday financial and
investment news section

delivers high readership

Your Auction ad in The Sunday Sun-Times
will reach a total of 1,710,400 adults
including over 1,202,400 adults who read
no other Sunday newspaper.

... at economical rates.

Reservation deadline

NOON Thursday for Sunday Sun-Times

Call Bill Payne (312) 321-2915
or Ginny Durkin (312) 321-2932
and get action with the
Auction Page every Sunday.

CHICAGO
Sunday Sun-Times

Readership source:
Three Sigma, 1980.

Las Vegas Looks Great — Other Associations Agree

The city of Las Vegas is host each year to hundreds of meetings, conventions, and seminars. Many of these organizations share the same concerns and expectations as NAA members attending the Annual Convention. For a brief look at how other conventions have succeeded in Las Vegas, **THE AUCTIONEER** received these comments.

Every NAA member, family and guest should be able to attend the Las Vegas 1981 Convention with the same excitement and anticipation as in past conventions. The previous "Las Vegas Looks Great" article demonstrated how the NAA 1981 convention is planned for *the entire family*; now consider the experiences of other associations and organizations. You'll see that many different kinds of people and organizations meet in Las Vegas to get things done and carry on business. The National Auctioneers Association is no exception.

Below are excerpts from letters to the Las Vegas Convention/Visitors Authority from organizations which have met with success in Las Vegas — everyone from the National Association of Fire Chiefs to the Boy Scouts.

First, the mayor of Las Vegas extends an invitation to the NAA and its members' families.

From the Mayor of Las Vegas

As Mayor of the City of Las Vegas, I am privileged to extend an invitation to the members of the National Auctioneers Association to attend your 1981 convention in Las Vegas, Nevada.

Unrivalled accommodations, unequalled entertainment, and the superb facilities of Las Vegas for conventions assure, we feel, that your meeting will be profitable and enjoyable.

I am sure that every citizen of our community will cooperate with you in every way toward the success of your gathering.

We trust it will be our honor to be your host.

**Sincerely,
William H. Briare, Mayor
City of Las Vegas**

International Association of Fire Chiefs

OUTSTANDING is the only way to describe the recently completed 102nd Anniversary Conference of this Association. The OUTSTANDING facilities, the OUTSTANDING staff support, the OUTSTANDING cooperation, led to our most successful conference.

Our many exhibitors, in fact our largest exhibition, our attendees, again new records were set, all attest to the complete success of our conference.



This conference, having been my first to have full responsibility for its fulfillment, I learned a great deal from the greatest teachers in the world, the tops in the business. For this you have my most heartfelt gratitude.

I look forward to the opportunity of returning to Las Vegas. Not only in a future convention utilizing the facilities, but at a time when I may be able to enjoy the many attractions offered by the community. Again, my thanks to everyone for their assistance.

Donald D. Flinn
General Manager

National Turkey Federation

This is to follow up on our earlier conversation regarding the experience of the National Turkey Federation at its 1980 convention at Caesars Palace in Las Vegas.

In short, we feel our 1980 convention was an outstanding success in several areas. While we haven't made a final count on attendance, a preliminary estimate indicates registration around 1,400. This incidentally, is the largest attendance we've had at one of our conventions for the past decade.

Also interesting is the fact that attendance at the educational sessions, social functions, and various other scheduled events was excellent. Of course, we had a very strong educational program, but even at that, we were apprehensive that people wouldn't show up for the day-time activities because of the night life attractions available in Las Vegas.

Needless to say we were very pleased with every aspect of our 1980 convention.

G. L. Walts
Executive Vice President

First Christian Church, Las Vegas

Please convey to all members of the Las Vegas Convention Authority and members of your staff the appreciation of the Executive Committee of the Greater Las Vegas Billy Graham Crusade for all the tremendous help given us.

Every member of our team that I have talked with

Continued page 20



NAA CONVENTION IS FAMILY VACATION — The Las Vegas area abounds in vacation experiences for NAA convention registrants, families and guests. Above top, visitors to colorful Red Rock Valley, 15 miles west of Las Vegas, will discover various forms of animal and plant life anytime of the year. Hiking, picnicking, sightseeing and unique photographic possibilities can be enjoyed in the sandstone hills. LAKE MEAD, with over 500 miles of shoreline, offers fun for all — fishing, boating, water skiing, or just relaxing on one of the many beaches. Over six million visit the huge lake, only one hour's drive from Las Vegas.

THE SCHOOL OF THE PROFESSIONALS

**Learn
to Be A
Professional
Auctioneer**



INTERNATIONAL AUCTION SCHOOL

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

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

about our treatment at the Convention Center has been effusive in their praise. I do not know whether you have some way of communicating this, but I wish that everyone from top level administration to the rank and file worker could receive our expression of thanks. What a tremendous group of people you have working on your staff.

We believe the Crusade will be a blessing for Las Vegas for months and years to come and we want you and your staff to know that you had a very important part in making that possible. We are grateful to you and stand ready to serve you at any time in the future.

Ken Forshee, General Chairman

Western Region — Boy Scouts of America

Comments received from those who attended indicate that it was one of the best meetings we have held. This is in large measure due to your fine work and the staff of the Sahara Hotel.

On behalf of the Boy Scouts of America organization, thank you for your "good turn" to Scouting.

**Dick Harrington
Regional Director**

University of Health Sciences, The Chicago Medical School

What a pleasure to work with such marvelous, professional people! My hectic pace setting up our

seminar for September 26-27 was made easier by the great cooperation and support from you and your staff.

We hope to return late February for another seminar and would again appreciate your help.

**Susan Crabtree
Administrative Assistant**

Community Action Association

On behalf of the California/Nevada Community Action Association, I want to thank you for the help of your office in assisting this Agency's staff in preparing for the annual conference.

It is such cooperation with our Agency that enhances our ability to help the poor and disadvantaged of our community.

I feel that our annual conference was a success, in that we left with a heightened desire to work harder on behalf of those we serve.

**J. David Hoggard
Conference Committee Chairman**

BRITTEN AUCTION ACADEMY

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

Approved by Texas Education Agency

The School of Distinction

The Auctioneer's "Auctioneer"

WHEN YOU HAVE AN AUCTION THAT REQUIRES THE FACILITIES THAT ONLY A NATION-WIDE ORGANIZATION CAN OFFER, HUDSON AND MARSHALL, INC. IS READY TO WORK FOR YOU. IN ADDITION TO THE SERVICES AND EQUIPMENT LISTED HERE, A LARGE STAFF OF HUDSON AND MARSHALL SALES ASSOCIATES IS AVAILABLE FOR CONSULTATION IN PRACTICALLY EVERY CATAGORY OF REAL OR PERSONAL PROPERTY.

- **COLORFUL TENTS (For Outside Sales)**
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- **FINANCING AVAILABLE (On Most All Properties)**
- **NATIONWIDE TOLL FREE TELEPHONE**

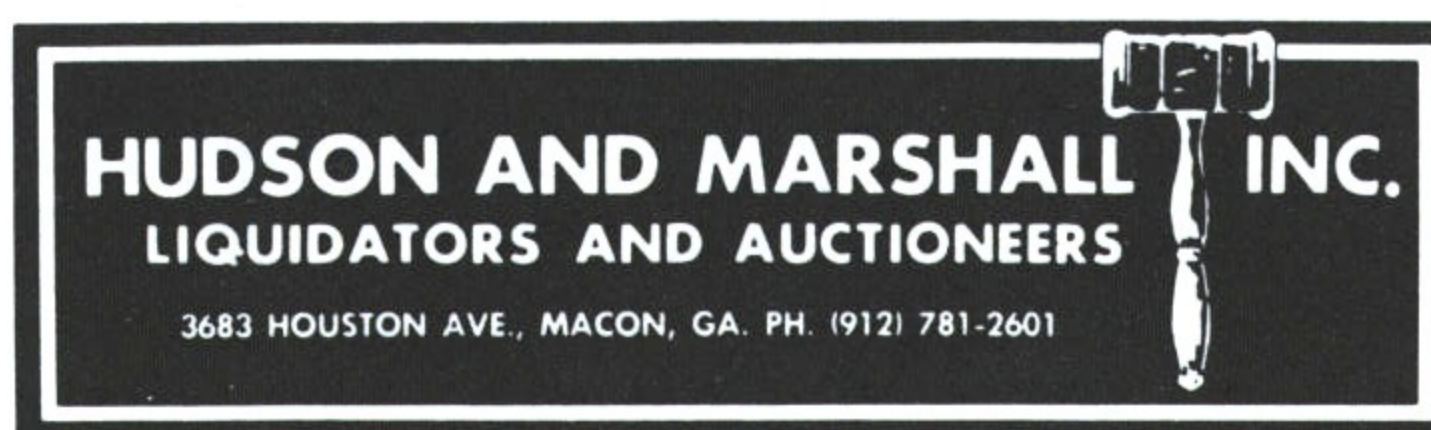
**CALL THE AUCTIONEER'S AUCTIONEER",
HUDSON AND MARSHALL, INC. . . .
WE'RE READY TO WORK FOR YOU!!!**

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800/342-2666***

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800/841-9400***



***Home Offices
Macon, Georgia
Atlanta Offices
Suite 109
333 Sandy Spr. Cir.
404/256-5450***

Get Ready For Las Vegas

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

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

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

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

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

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



WORLD'S LARGEST HOTEL will be the site of the 1981 NAA convention in Las Vegas. The towering Las Vegas Hilton features 2,783 rooms, a 10-acre outdoor recreation area, a 350,000 gallon swimming pool, six lighted tennis courts, 18-hole putting green, the Hilton Showroom, 11 restaurants, and 125,000 square feet of meeting and convention space.

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

Program-at-a-Glance 1981 Convention

The following NAA convention schedule is a very abbreviated version of the convention program

Continued page 23

NATIONAL AUCTIONEERS ASSOCIATION

JULY 29 - AUGUST 2, 1981

MAIL TO:

LAS VEGAS HILTON HOTEL, P.O. Box 15087 — Room Reservations, LAS VEGAS, NEVADA 89114

King or Double/Double - Central	☐ \$46.00	☐ \$51.00	☐ \$56.00	☐ \$62.00
King or Double/Double - Tower	☐ \$67.00	☐ \$73.00		
Lanai Suites:	☐ \$93.00			
One Bedroom Parlor Suites:	☐ \$145.00	☐ \$155.00	☐ \$160.00	☐ \$170.00 ☐ \$175.00
Two Bedroom Parlor Suites:	☐ \$243.00	☐ \$253.00	☐ \$283.00	☐ \$318.00 ☐ \$248.00

SPECIALTY SUITE RATES UPON REQUEST

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

NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

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

The Voice Projector 18 is back... and now it's even better than before!

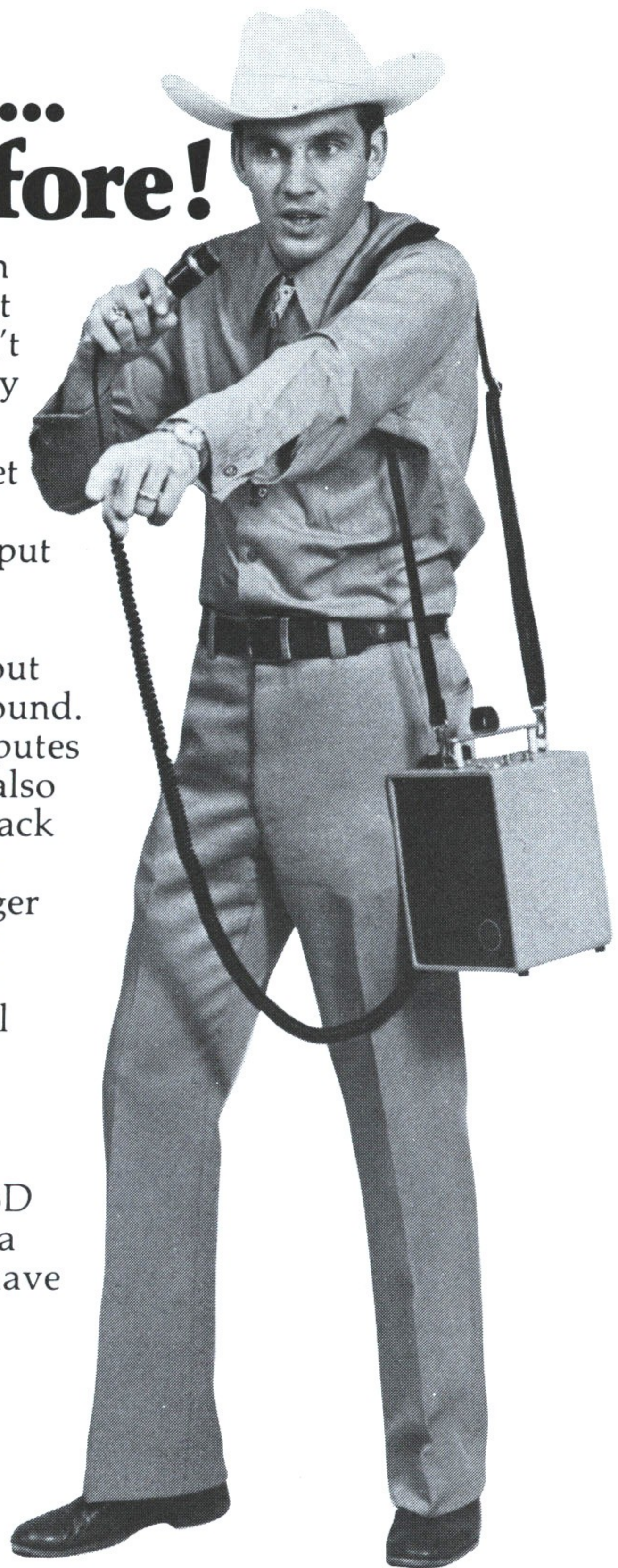
For years the Voice Projector 18 was the best portable P.A. System an auctioneer could own. It had a rugged, lifetime case; it was lightweight for all-day use; it had a powerful clear-sounding amplifier so you didn't strain your voice; it had a Shure microphone so your audience not only heard, but understood your every bid call.

Lectrosonics now introduces two new model 18's that set a new benchmark in quality. The VP18R has all the features of the original model, plus hi-level input and output for connecting to other audio devices such as a tape recorder. Now you can play music through your VP18R before the auction begins, without being embarrassed by the quality of the sound. In addition, record your bids to settle disputes or questions after the auction. The 18R also has a heavy-duty, rechargeable power pack that provides 50% more life than the original VP18. Simply plug in the charger and your Voice Projector will charge overnight. Then use the VP18R with confidence all day . . . your voice will probably give out before your Voice Projector does.

VP18R-\$325

The economy model Voice Projector 18D uses nine "D" cell batteries instead of a rechargeable power pack, and does not have hi-level connections.

VP18D-\$195



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



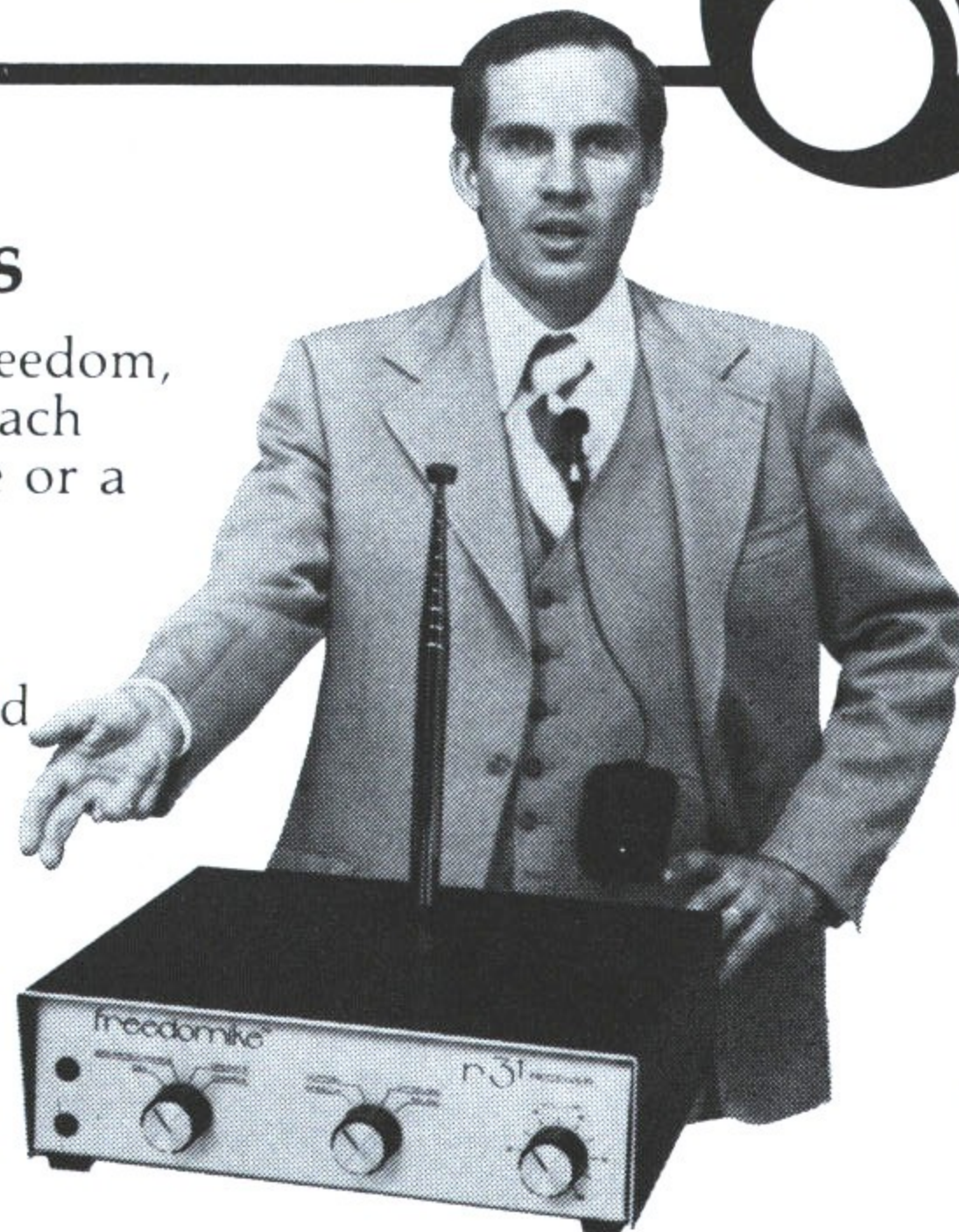
Freedomike Wireless Microphones

For the auctioneer that wants total freedom, Lectrosonics offers the Freedomike. Each system contains either a tie-tack mike or a hand held microphone. Either mike connects to a miniature belt-pack transmitter. The frequency-matched receiver plugs into your existing sound system, or the portable PP48R. Protective carrying case provided.

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

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

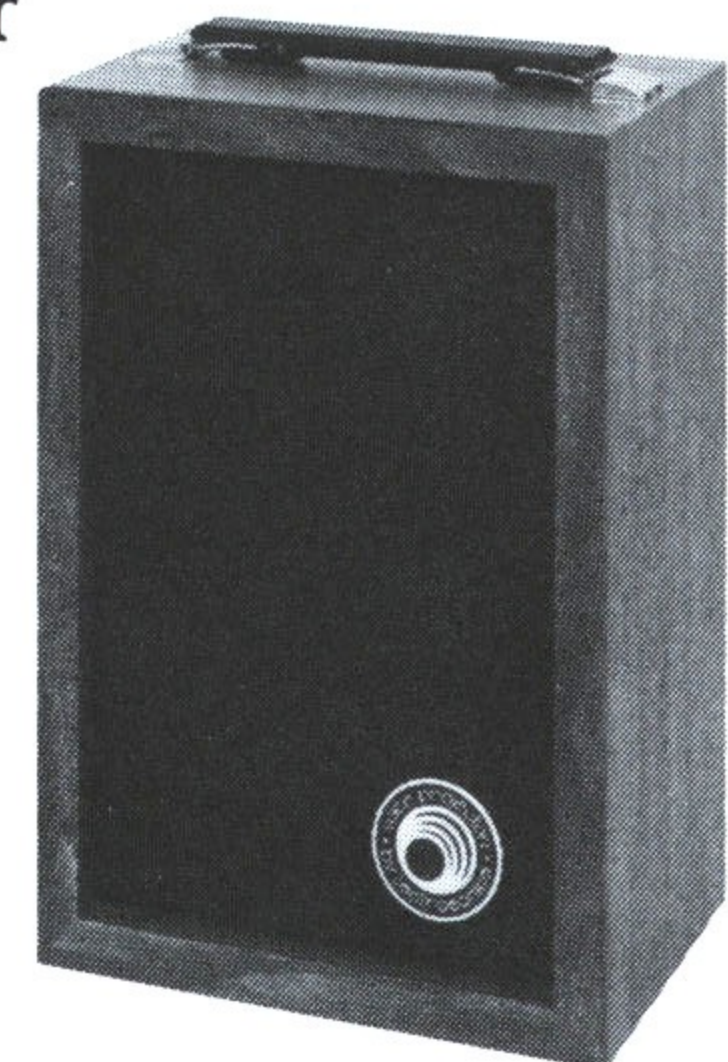
Freedomike System Three
(with both microphones)-\$815



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that you will receive in Las Vegas. Only the major events have been noted, to help you plan your convention attendance. Any inquiries about the 1981 NAA convention program should be directed to the NAA office.

Tuesday, July 28, 1981

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

Wednesday, July 29, 1981

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

Thursday, July 30, 1981

- 7:30 am-10:30 am State officers' breakfast and workshop
- 8:00 am- 6:00 pm NAA registration
- 8:30 am-10:30 am Ladies hospitality hour and educational program
- 9:00 am-10:20 am Workshop
- 9:00 am-11:45 am Hall of Fame committee meeting
- 9:00 am-11:45 am GSA auction committee meeting
- 9:00 am-11:45 am NALLOA committee meeting
- 10:30 am-11:45 am Workshop
- 10:30 am-11:45 am Workshop
- 12 noon- 2:30 pm 1981 NAA kick-off luncheon
- 3:00 pm- 4:45 pm Workshop
- 3:00 pm- 4:45 pm Workshop
- 3:00 pm- 5:00 pm Nominating committee interviews of officer/director candidates
- 3:00 pm- 5:00 pm NALLOA meeting
- 3:00 pm- 5:00 pm NAA archives committee meeting
- 4:00 pm- 6:00 pm Western College of Auctioneering reception
- 4:00 pm- 6:00 pm Mendenhall School of Auctioneering reception
- 4:00 pm- 6:00 pm Reisch World Wide College of Auctioneering reception
- 5:00 pm-12 mid. Collection of 1981 fun items and auction

Friday, July 31, 1981

- 7:30 am- 9:00 am State association breakfasts
- 7:30 am- 9:00 am Missouri Auction School continental breakfast
- 8:00 am- 5:00 pm NAA permanent registration desk
- 9:00 am-10:15 am Workshop
- 9:00 am-10:15 am Workshop
- 9:30 am-12 noon Nominating committee interviews
- 10:00 am-11:45 am Auxiliary to the NAA annual meeting
- 10:00 am-12 noon NALLOA open meeting

- 10:30 am-11:45 am Workshop
- 10:30 am-11:45 am Workshop
- 12 noon- 2:30 pm Ladies luncheon
- 12 noon- 1:30 pm State association luncheons
- 2:00 pm- 4:45 pm Auction today panel discussion and open meeting of NAA board of directors
- 7:00 pm-12 mid. NAA awards festival

Saturday, August 1, 1981

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

Sunday, August 2, 1981

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

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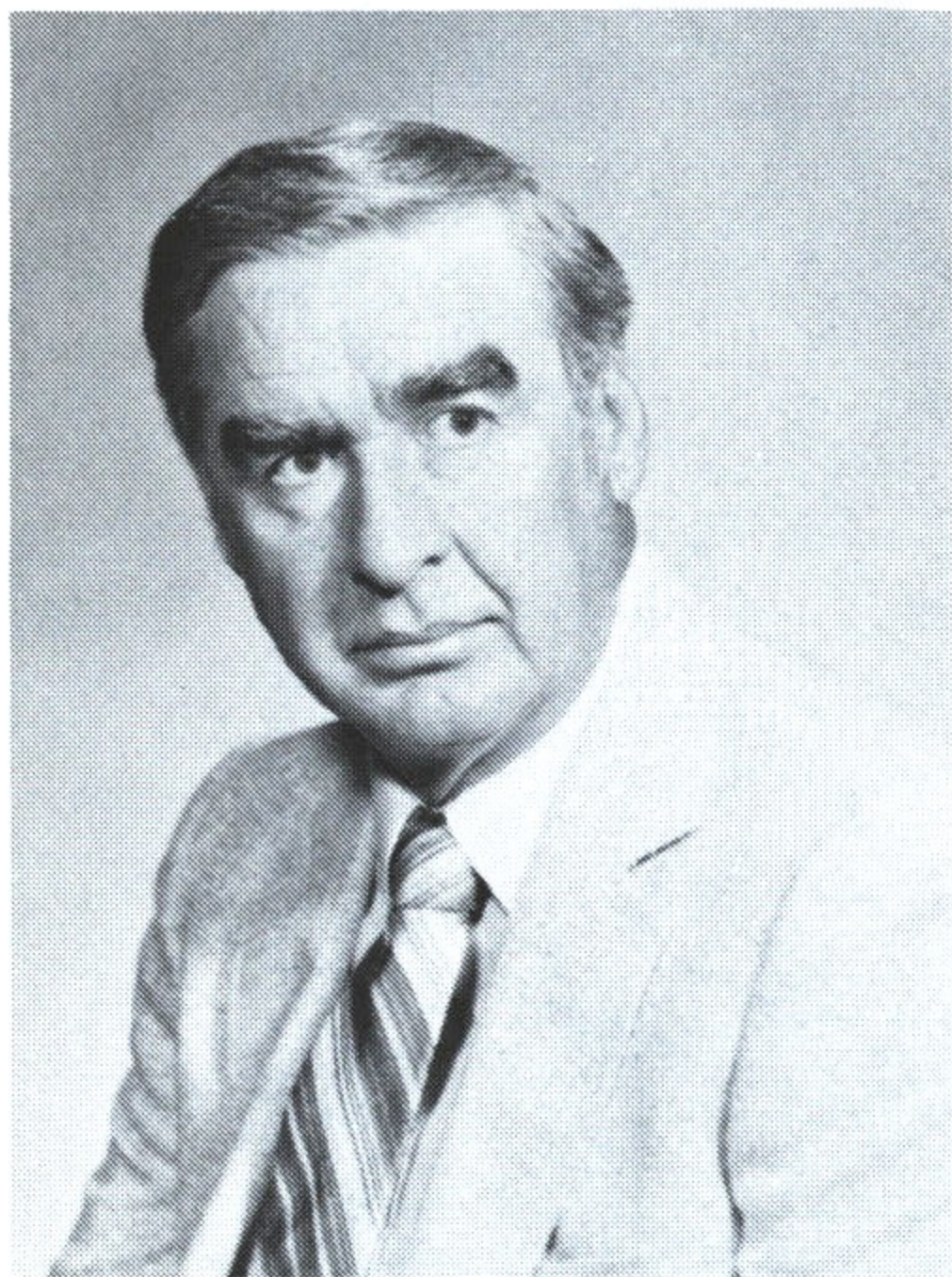
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The Dairyman's Auctioneer



By **James W. Heike**
NAA Director

If you live in an area where dairy farming is prevalent, selling dairy cows at auction can be a rewarding business. Wisconsin, for example, the state in which I live, has always been known for its quality dairy cattle. On a general farm auction, the ability of the auctioneer is often measured by the prices he obtains for the dairy cows. Few farmers will leave the auction without knowing what the top cow brought.

How can an auctioneer get the top dollar for a dairy herd? Naturally if the herd is registered, the procedure will vary somewhat. The vast majority of dairy cows however are not registered; for the most part they are quality grade cows, and you may be selling them nearly every day during the busy auction season. I realize circumstances and conditions vary in different parts of the country, but I would like to share with you some of the things that have worked well for me over the past 22 years.

The key words for a successful dairy cattle auction are the same as any other type auction — PREPARATION and ORGANIZATION.

In preparing the grade herd for auction, begin by checking the herd's health. If you do not know what tests, if any, are necessary before you can proceed with the auction, check with your local veterinarian. Brucellosis and tuberculosis are the most commonly required, particularly if the animals are to be transported across state lines.

Encourage the owner to have a veterinarian pregnancy check all cows and heifers bred more than 60 days, and verify the breeding dates. Few good dairymen will pay the top money for a cow without being sure about her breeding information, and it practically eliminates any complaints you may receive later.

The herd should be shown to its best advantage. A successful auctioneer should have a man available to the owner who has the necessary skills to properly groom the herd. If extensive cleaning is necessary, he may want to use a high pressure washer with warm soap water. In some cases only currying and vacuuming are necessary. General trimming and

clipping the udder and tail is usually always recommended. Some buyers however object to extensive clipping during the cold winter months.

Be sure the barn itself looks clean, smells clean and is well lighted. Carry a dozen 300 watt light bulbs with you and replace the owner's bulbs in the barn. You'll be amazed at the results.

Use plenty of bedding under the cows and good quality feed in front of them. If the herd is in stanchions, arrange the cows according to size to eliminate an uneven appearance. Try to put the outstanding cows near the barn entrance. Buyers' first impressions are important.

Make available to the buyers any information they may want to know about each cow. We always post a 10" x 12" card above each cow stating age, DHIA production records if any, freshening date, breeding information, etc. This card goes into the ring with each cow, is read by the auctioneer, and given to the successful bidder. Use something easy to read, buyers do not like fine print.

Prepare the selling order. Personally I like to start the cattle part of the auction with a cow or pair of cows that every good farmer would like to own, but not necessarily the best of the herd. This will establish a good base. The second lot is usually better than the first, and lot three hopefully tops the auction. We always put the less desirable cows toward the end of the selling order. Most of the time we like to bring two very comparable cows in the ring at the same time. The first successful bidder has the privilege of picking one cow or taking the

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HEIKE DAIRY AUCTION, above, provides with each cow a 10" x 12" information card (sample below). The card is kept with the cow throughout the auction, and is handed to the successful bidder.

pair. There is an advantage to offering cows in this manner, since many times the bidders are not bidding on the same cow.

I feel it's very important the auctioneer furnish a good, portable, attractive sale ring. It shows the cows to better advantage, and this type of equipment made available indicates the auction is being conducted in a professional manner. A tent may or may not be necessary, depending upon circumstances.

When you start selling, be sure there are no delays. Have enough help arranged for to keep the cows coming into the ring. Delays not only lose valuable time, but tend to "cool" the auction.

Last, and I feel probably most important, do your

This is owner's information only, given as an extra service by your Auctioneer. Rejections, if any, must be made before end of sale.

Bessie Cow No. **17**

Age **5** Vacc. **yes** Udder **O.K.**

In **309** Days **15,860** Lbs. of Milk

Lbs. of B.F. **603** Ave. Test **3.8**

Last Lactation

Serviced **Nov. 3** Pregnancy Checked **yes**

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Officer/Director Articles continued page 28

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

Source: Scarborough report, Chicago, single issue daily/Sunday

Chicago Tribune
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THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

By **RUSSELL KRUSE**

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

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Absolute Auction: What Is It and Why



By **Richard T. Kiko**
NAA Director

Absolute auction is just that—absolute and without reservations, which means, selling to the highest valid bidder. Just think for a minute. If you were a luke warm prospect and had a little interest in an auction property, knowing that it sells without reservations, you would be present and would probably participate in the bidding.

You would bid psychologically because you have a chance to buy at your price, possibly a bargain. Also competing in the bidding, would be prospects who really need the property. Psychologically, *absolutely* this property is pledged to sell, regardless of price and will bring more than if it were just an appraisal auction (with reserve).

Let's face it, if it is an auction with reserves, it really is only *for sale*. The first thing a prospect wants to know is what the reserve, or starting price, or appraisal would be on the property. As soon as this information is released, you have lost the prospect's interests. Probably, on the surface, he would not give that much. "It's for sale", that's not an auction. Just think, if you had complete (absolute) right to sell, how much of an impact that would have. Mr. Prospect knows this property sells regardless of price. More times than not, you can sell him on bidding much more than his psychological limit; and you have others there to influence also.

That's an auction. Auction sets the price. After all, the best judge of value is people bidding against people in an honest auction. I think the poorest thing an auctioneer can do is stand on the block and state, "We cannot do business today because of a minimum bid". Not only have you spun your wheels for nothing, but you have wasted the prospect's time and you won't see him again. Also, you have, of course, not sold the property for the seller.

Now let's face it, certainly not every property is an auction situation. Many are, however, and can be written "absolute". If you write it right, you can sell it right. But don't promise anything you can't deliver. You must have your homework done such as terms,

owner financing, assumptions, etc. Also use proper advertising contacts, investment groups and mailing lists. Don't overlook tenants and next door neighbors as prospects.

This absolute auction process is slow and hard to get going, but I think it is the only way. Our family has been doing this for the past 34 years and growing.

If it is for sale, it's for sale. If it is for auction, then sell it when they're done bidding. There is no compromise.

Horse Sales the Ultimate In Prestige and Excitement



**By Dean H. Parker
NAA Director**

The great real estate magnates of the world undoubtedly make a lot more money than any horse auctioneer in America. The insurance company presidents, likewise, make more money, and so do a lot more business. The same can be true of corporation executives, great salesmen, promoters, builders, developers, doctors, lawyers, and many other persons who do a fantastically big business and make a lot of money.

However, there is one thing that most of the above people have in common — when they spend some of that big money, they would all like to own some horses. And, strangely enough, that is even true of auctioneers.

It has been wisely said that horse racing is "The Sport of Kings". Well, it is a sport, and it sure makes a lot of people feel like a king. But the fact remains, that when rich people get ready to spend some of their money, they start looking for a horse to buy. The same can be said of farmers, ranchers, paupers, millionaires, and almost any other kind of people. They would all like to own a horse. Although it is true, that horses may not be the most practical thing in the world; you can sure bet that when people have got a little money to spend, horses are going to sell well. Because people love them, and they like to be around them. They like to own them, ride them, look at them, watch them, run them, bet on them, and everything else that can be done around a horse.

The result: the horse market is terrific and for

the auctioneer who is doing the selling, it is very exciting and carries great prestige.

When those affluent customers come to a horse sale and want to buy a horse, it is only natural that they want to talk to the man that knows the answers — the expert, the professional, the man telling them about the horse, advising them on their investments, and their money — that is, the auctioneer. It is business with great prestige.

But that means you have got to be one of two things. You have either to be extremely knowledgeable about horses to be able to fulfill peoples' expectations of you when they come to you for that consultation or advice. Or, you have to be smart enough to keep your mouth shut, and not let them know that you don't know. Let's face it, as auctioneers keeping our mouth shut is not one of our strongest characteristics.

So if you are going to be a horse auctioneer, you should know something about horses. It is not necessary, it certainly isn't a requirement, but it is a great asset; and those who do know a little bit about horses make better horse auctioneers. It is just like anything else. If you know a little bit about it, you can do a whole lot better job of selling it.

From the very early history of this country, and other countries before America, horse sales have been a part of society. Auction sales are as old as the domestication of horses, and auction sales were a very common thing on the early American frontier. From the standpoint of the auctioneer, there is still

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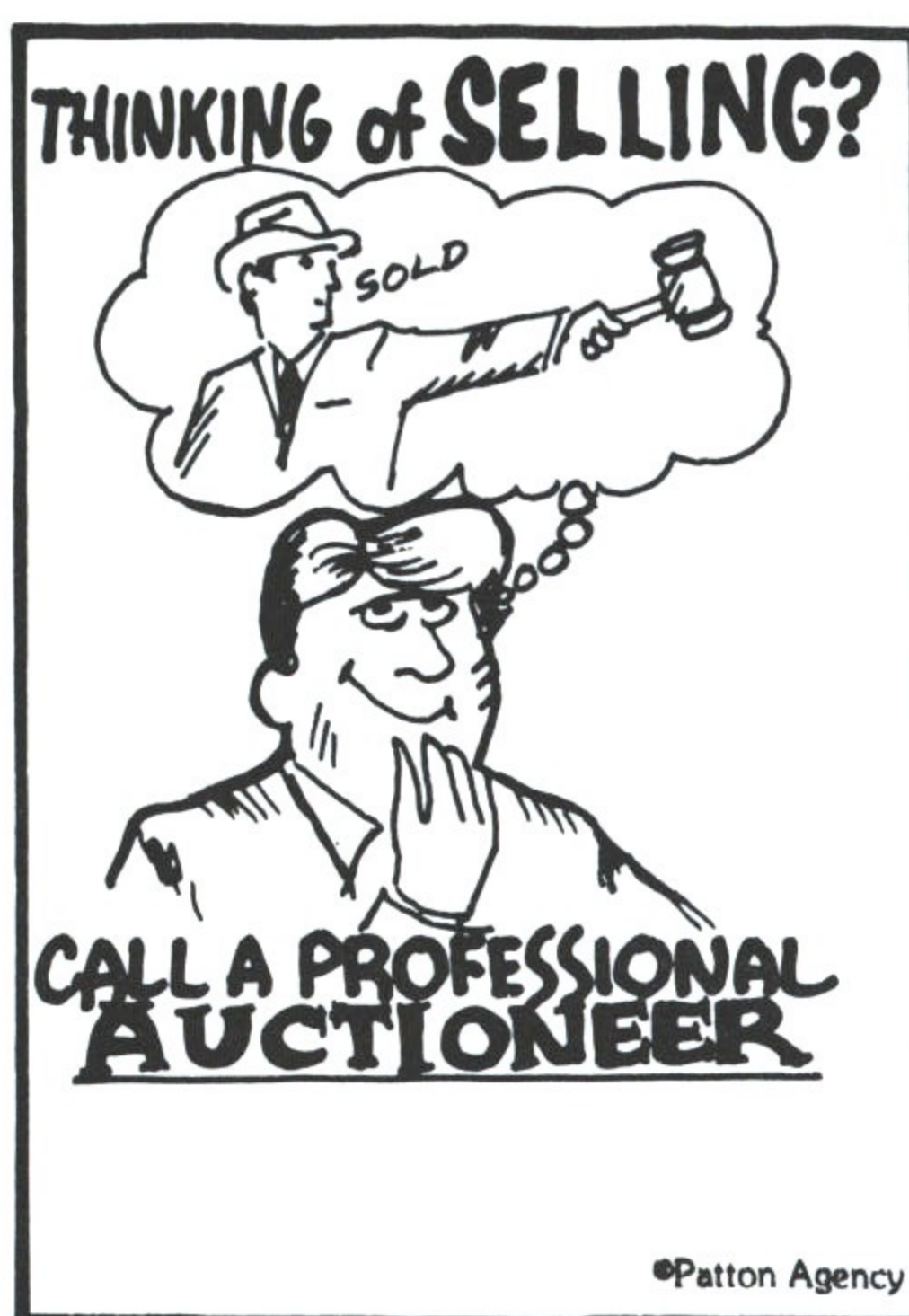
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Examples of the 60 Ads in the Series.



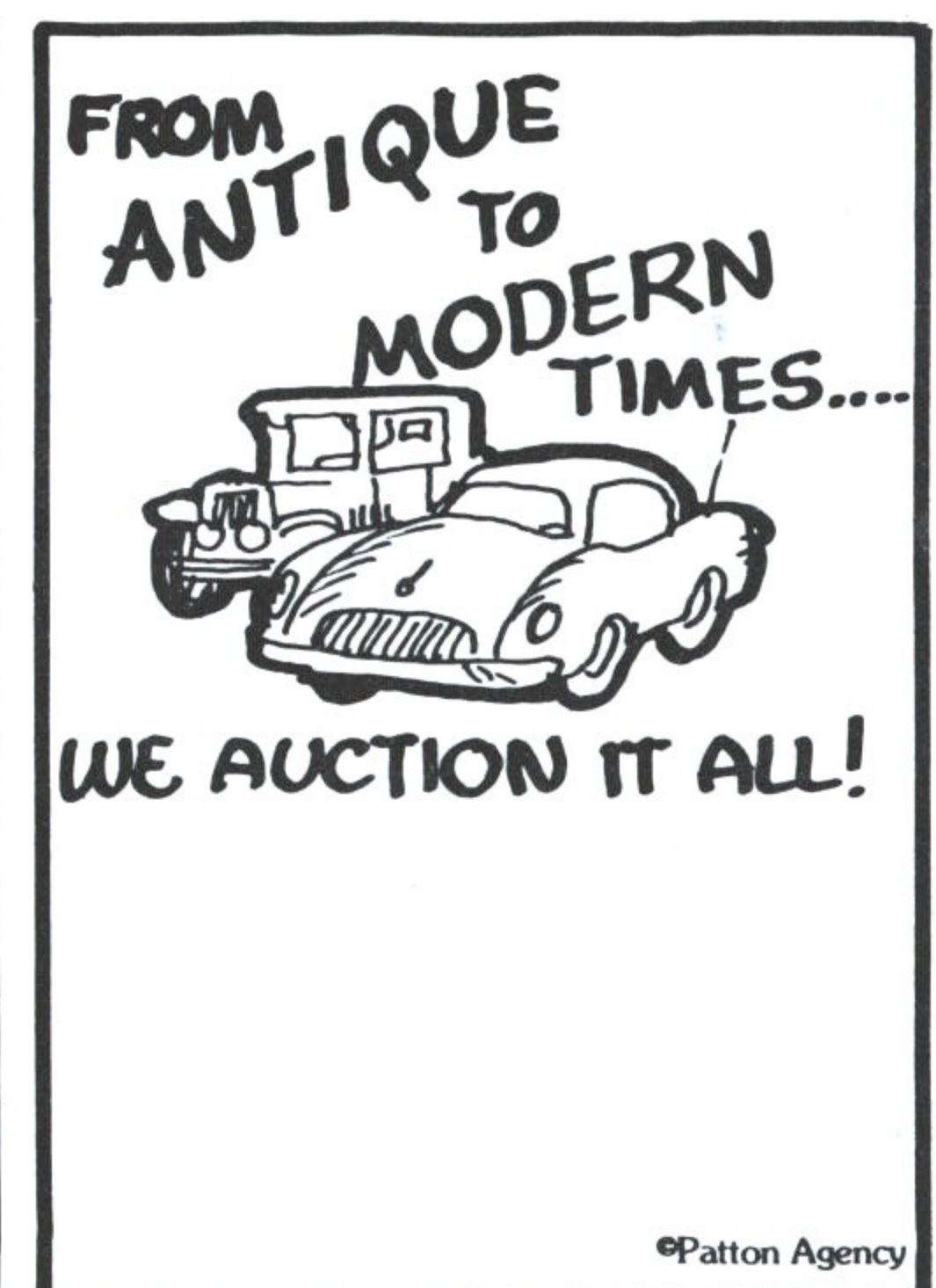
NA-45



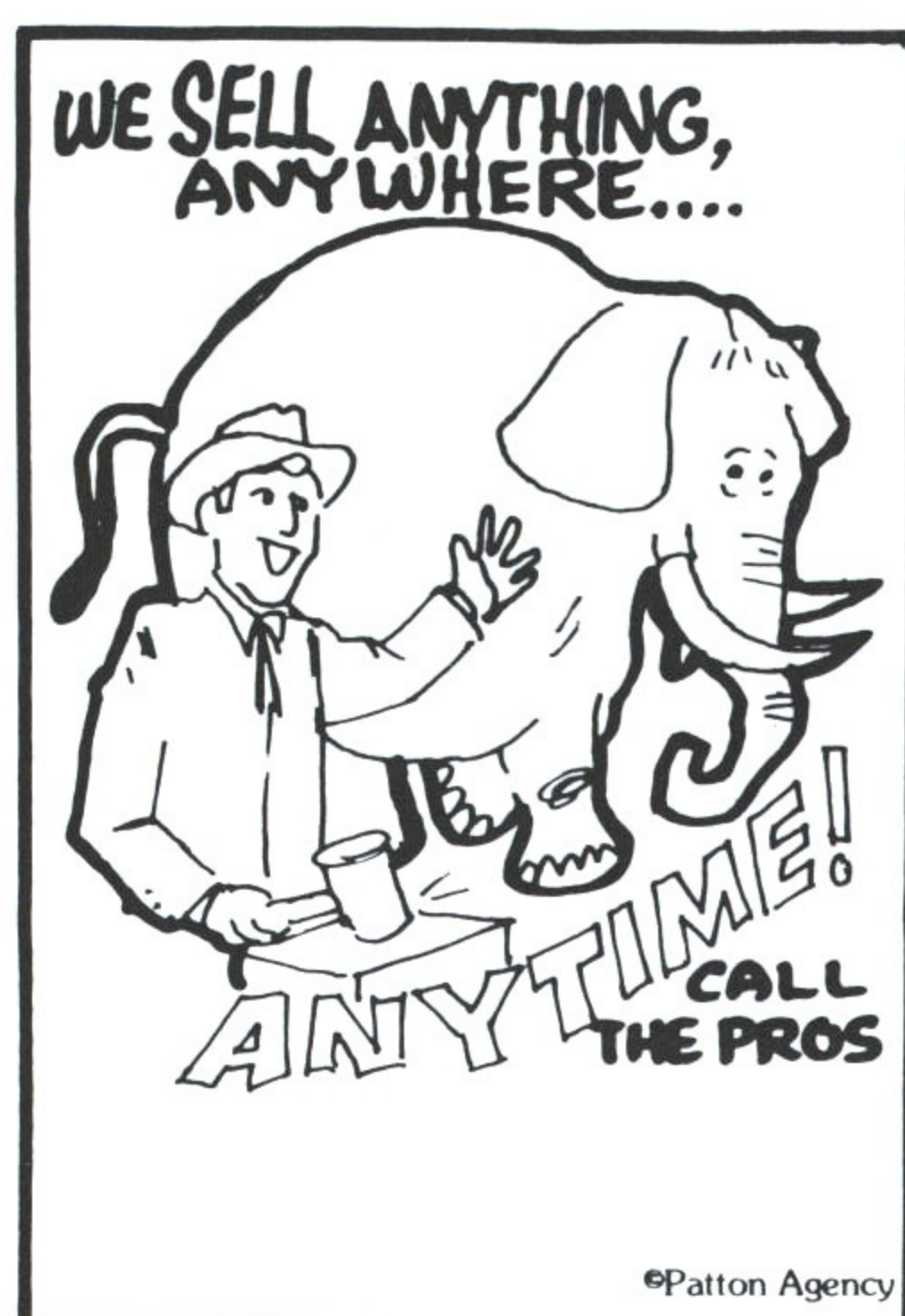
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a horse sale to suit just about every man's ability, capability, and desire.

I have often said it is just like playing baseball. You can play in the backyard, sandlot league and be very much at home, if that is the kind of sport you enjoy. You can graduate from that to the local high school league; or maybe even the commercial leagues. From there, it's up to the professional leagues and even the major leagues. There is a horse sale to compare with a description of every league of baseball.

In every league, it is just like playing a game of ball. You give it your best. You give it your whole-hearted effort, and do everything that you can; and it doesn't matter whether you are playing in the backyard lot, or Yankee Stadium. You give it your whole heart everytime, and that is the way it is. Believe me. I have played in every league. I have sold the cheapest horses in the dingiest places in the world. I have sold some of the greatest horses in the fanciest establishments in the world. I have sold in my grubbiest, dingy work clothes; and I have even sold in a golden tuxedo. I have ridden to a sale on the back of a mule, and I have gone to the sales in Rolls Royce Silver Cloud. I have come away from sales with a commission so small, that when I got through paying my traveling expenses, I was in the hole. I have had a few commissions big enough that I really didn't have to do anything else that year. But each one comes with equal excitement, anticipation, recognition and prestige. In every case, you are the man up front. You are the expert. You are the man who knows horses, and there is just something about people that makes them want to get next to "the man who knows".

We have all heard it said, many times over, that it takes all kinds of people to make a world. But right along with that, there is a horse for every personality. And, as many different people as there are in the world, there are that many different horses in the world. Somewhere out there in that great sea of horses and people, there is a pair that can, and should, be paired up. **There is a horse to fit every kind of person and a person to fit every kind of horse. Getting them together at an auction sale is an exciting and challenging thing.** Of course, in the process of doing so, a person may go through a dozen horses before he finally finds one that fits his personality. I have many times sold the same horse several times, over and over again, until the horse finally finds somebody that likes him, and his personality fits theirs.

In that great process of man finding horse, or vice versa, it sometimes gets quite emotional, because there are personalities involved. That too becomes exciting, when you try to find a horse to fit a young boy or girl who looks forward to years of happiness and great experience with a horse. Or, when after years of wonderful association together, man and horse must split up. If you don't think a horse becomes a member of the family, get involved in one of those situations when you are separating a man from his horse. You find it is a very heart-rending, emotional experience.

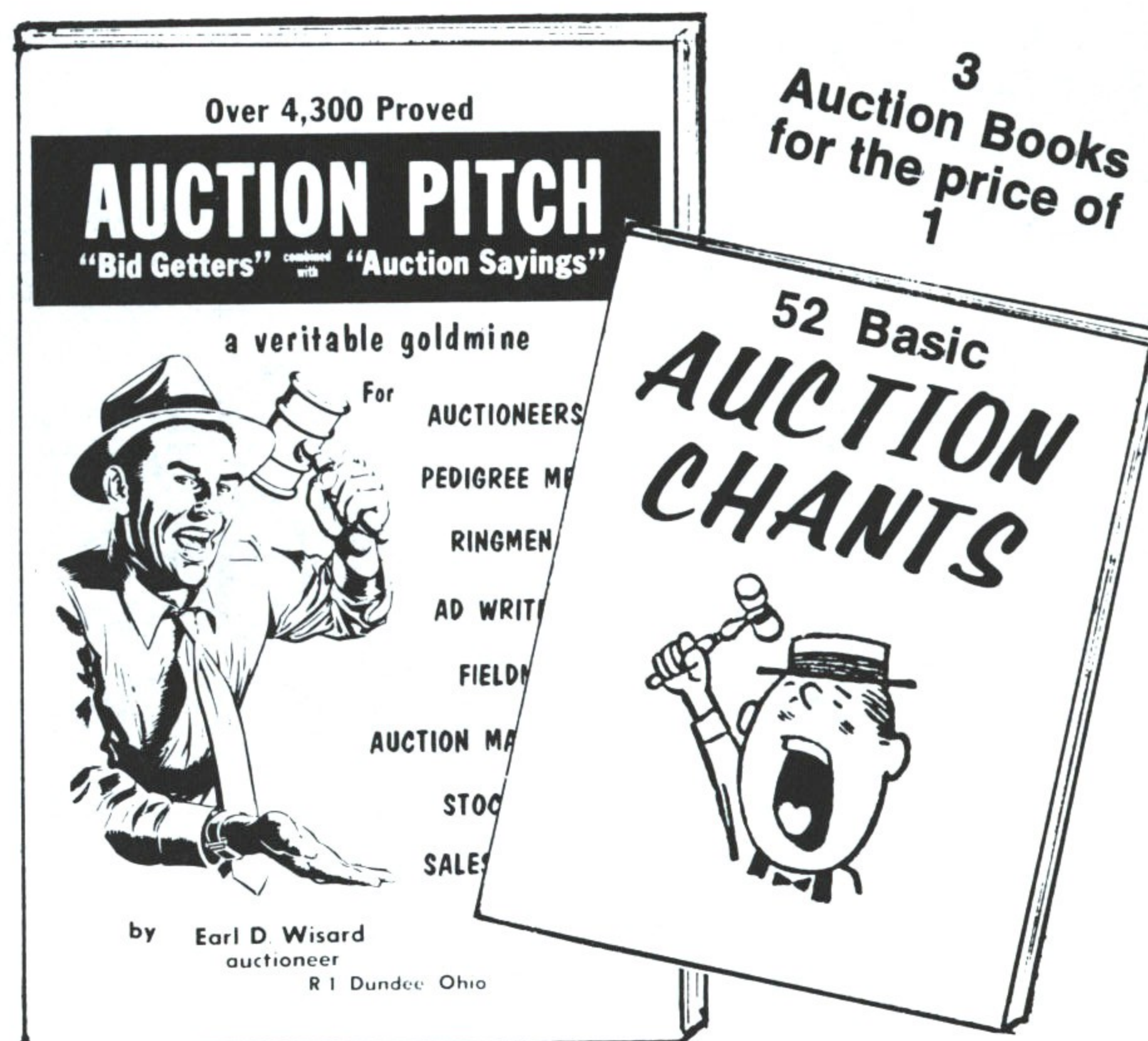
There is a horse for every man and a man for every horse. There is an auctioneer for every sale

and there is a sale for every auctioneer. It is just a matter of getting them all together at the right time and at the right place. It makes for great excitement, real sport, lots of happiness and lots of tears, lots of joy and lots of fears.

I wish you all great success in your business, and I hope you all make bundles of money. Because when you get it made, you will come to one of my horse sales and buy a horse.

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Included at no extra charge a 12-page booklet (copyright 1976) entitled "AUCTION CHANTS". The price of AUCTION PITCH is \$12.50 postpaid. Actually, the price includes 3 books: BID GETTERS was \$10.00, AUCTION SAYINGS was \$5.00, Auction CHANTS was \$5.00.

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"Time theft" — the deliberate waste and misuse of on-the-job time — could cost the battered American economy more than \$100 billion this year, says a leading employment specialist. In a survey of 400 personnel directors and managers, the weekly average of time theft per employee came to four hours and five minutes, nearly six full work weeks a year.

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MENDENHALL SCHOOL OF AUCTIONEERING, class of November 1980, with 60 students from 10 states and Newfoundland. Instructors and staff seated, from left: Forrest Mendenhall, Bill Lanier, Larry Hedrick, Archie Moody, Morris Fannon, secretary Betty Jo Mendenhall, George Jones, and secretaries Earlene Riley and Doris Andrews. Next class will be February, 1981.

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One more, albeit, encouraging farm prediction — the farm income for 1981 appears brighter. The November, 1980 issue of **AGRICULTURAL OUTLOOK** sees corn prices up one-third, soy beans up 40%,

wheat prices up 5-10%, and livestock prices up as much as 20%. Production increases are expected to increase 10-13%. Total farm income will be between \$26 and \$33 billion.

HIGH PLAINS JOURNAL

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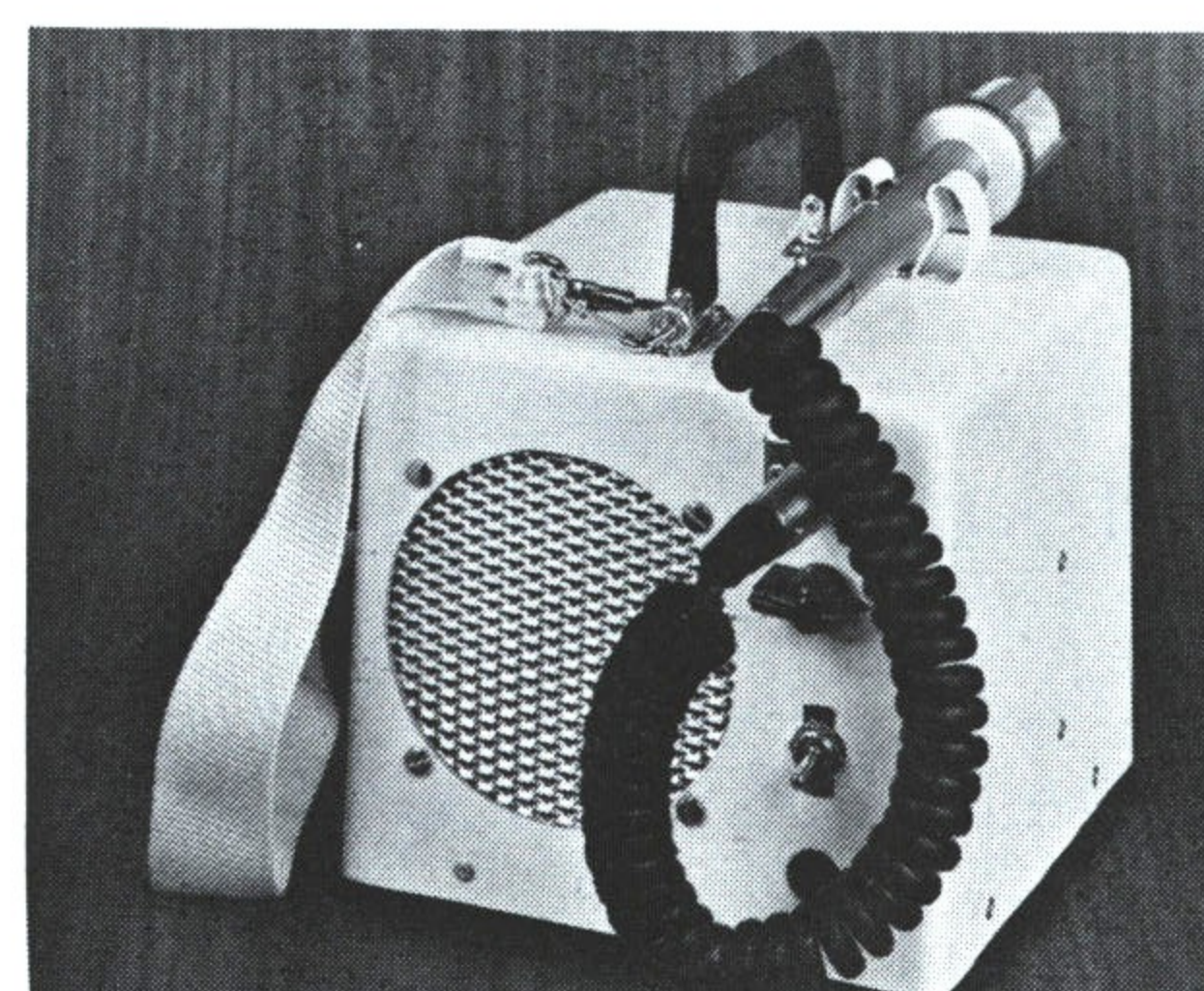
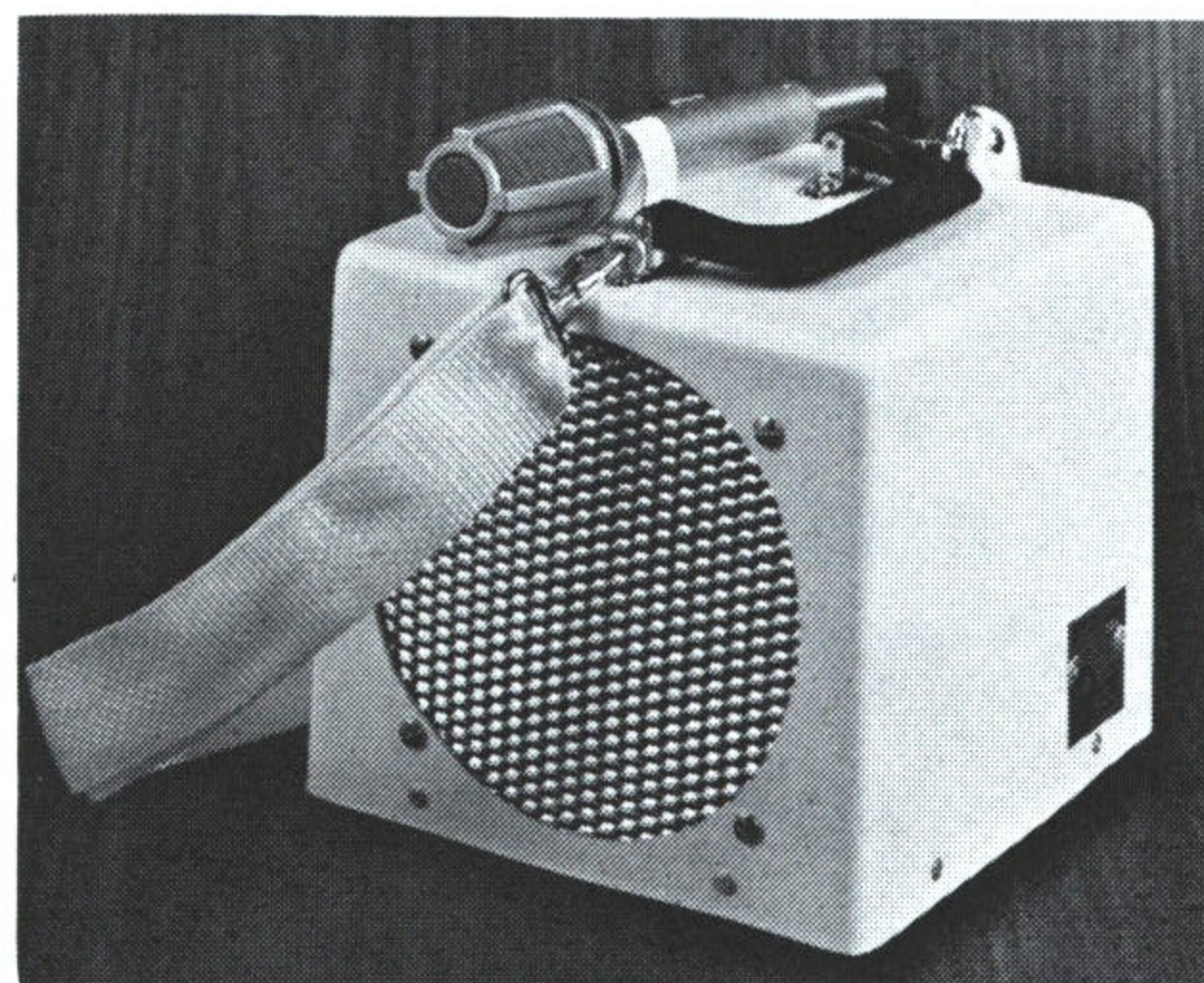
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Happy New Year from a very cold Illinois.

I have been asked, "What do you do if the auction computer fails?" Fortunately, we have never had to experience this, but a breakdown is always a possibility. When designing the auction program for the computer we kept in mind a back-up system if the computer should fail during a sale.

Days before the auction, sale sheets are printed by the computer with lot numbers, descriptions, consignor numbers and spaces for buyer numbers and prices. During the auction, the clerk writes the price and the buyer number in the allocated spaces. People have suggested that it would be faster if the clerk put the price and the buyer number directly into the computer. However, if we did have a breakdown, all the information would be in the computer and not available to us until the computer was back in working order, which could take minutes, hours or days. By having computer printed sale sheets and the clerk writing the prices and buyer numbers, we always have a black and white copy available.

If the computer did fail during a sale, the information from the sale sheets would be transposed to perforated sheets (a card about 2"x5"), separated and filed under the appropriate buyer number. When the buyer is ready to leave the sale, his purchases would be added from the small tickets under his buyer's number, and he would receive the small tickets and a hand written statement. This procedure is very similar to the procedure that we used before we had our auction on a computer. The backup process would take a lot longer than the computer program, but our customers can pay and leave the auction with their purchases.

As I stated before, we have not yet had to face any computer problems during a sale, but I and my staff feel we can handle the problem. We have an ample supply of perforated sheets and statements — our failsafe device!

See you all in Las Vegas at the 1981 NAA Convention.

**Mrs. Pat Dunning, Secretary-treasurer
Auxiliary to the NAA
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A salesmanager noted that 7 of his distributors had included his company's catalog in their own catalog. So in his company's national trade paper advertising, he named the 7 distributors and mentioned that their catalogs were available. Within 6 months, the 7 distributors received over 75,000 requests for their catalogs as a result of the advertising.

To reduce shoplifting, a store in Hempstead, N.Y., posted signs throughout the store asking customers to report suspected shoplifters to store employees. If the thief was caught red-handed, the one who informed was paid \$50 cash.

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Antiques at Auction

State Crossroads for Hot Antiques, Region's Treasures Prime Theft Targets

Many of the stolen items eventually are transported across the country, to California primarily, where antique-hungry buyers ask no questions.

(The following article, which appeared in the December 14, 1980, SUNDAY REPUBLICAN, Springfield, Massachusetts, was sent in by an NAA member. THE AUCTIONEER contacted the REPUBLICAN staff reporter, Linda Siteman, to provide answers to the following questions concerning auctioneers and antiques theft.

Are auctions or auction houses the targets of either theft or sale of stolen antiques? Auction houses are not targets of antiques theft, but similar investigations have determined that some stolen antiques are being disposed of through auctions.

It depends on who steals the antiques. Amateurs take anything that looks old, then sell it through an auction or flea market. More expert thieves are stealing an antique to "fill an order" for that item. They know what they are looking for and already have a buyer in mind.

Is there any central agency to contact regarding antiques theft information? The State of Maine is doing the best it can to coordinate the investigation of antiques theft. The person to contact is Sergeant Earl Silver, 207-324-8001. However, stolen antiques have been traced all over the country, changing hands as much as five or six times.

What's being done to stop the theft of antiques? Actually, very little is being done besides the Maine investigation. Many theft rings are still operating and they know where they are going in terms of supply and demand.

One interesting phenomenon has occurred whenever publicity about stolen antiques is published. Some buyers of antique items question their purchase, others begin to feel guilty about making a stolen purchase, and some actually bring the stolen items back voluntarily.

(Emphasis in the REPUBLICAN article has been added by THE AUCTIONEER.)



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An expert ring of thieves, which studies for months learning to tell an antique from a reproduction, is making away with millions of dollars worth of Persian rugs, furniture and precious metals from some of the best and oldest homes in New England.

And Massachusetts appears to be a crossroads for stolen antique traffic.

Evidence gathered so far by investigators indicates most of the thefts are in Maine, New Hampshire and Vermont, with some from the older and more affluent communities of Massachusetts.

Within hours, the goods are transferred — often to or through Massachusetts, which is both a target for thefts and a prime market for their resale according to authorities.

Many of the items, however, eventually are transported across the country, to California primarily, where antique-hungry buyers ask no questions. The Carolinas also are prime antique markets police said. Some items have been traced to Mexico, Canada and Germany.

The theft of antiques is an organized activity according to Maine State Police Sgt. Earl F. Silver, Jr., coordinator of the Maine investigation out of the Kennebunk District Attorney's office, and Sgt. Peter McCarthy, assigned to a newly formed special organized crime investigative unit. McCarthy concentrates on antique thefts.

The antique theft ring is "big business," Silver said. "There is some indication there is organized crime involved. It's big money."

Although three men have recently been convicted in a series of Maine burglaries, they were only the men hired to steal the antiques, and they are not talking about who hired them.

One, Clarence Powell, a veteran burglar, was caught taking antiques from the historic Jonathan Sayward house in York Harbor, Maine. He was subsequently linked to the February, 1977 burglary of the Paul Hanna house in York, where \$27,000 worth of antiques were stolen and never recovered.

Powell gave authorities their first glimpse into the organized operation. Convicted on federal charges of interstate commerce with stolen property, he turned state's evidence, telling officials of his involvement in a massive criminal organization.

He told police he had to read books on antiques for two months before he was allowed to participate in a burglary, according to Ogunquit Det. Sgt. David A. Johnson, who, along with Det. Sgt. Bernie Hill, are part of Maine's investigation.

While Powell's testimony made possible the arrest and conviction of two other burglars — Morris Sapoznik of Braintree, Massachusetts and Timothy Perham of Maine, both of whom were linked to the Hanna and Sayward breaks — police never found out who was behind the ring.

While they haven't cracked the ring yet, "we believe we tied those three to millions of dollars worth of antique thefts in the past three or four years," Silver said.

They are all serving time in federal prisons on a variety of charges, including interstate transportation of stolen goods, in this case, from Maine to Massachusetts.

"As far as we can tell from our intelligence, it

all centers in Boston's Park Square," Silver said.

It is here, police believe, that the contacts are made between fence and burglar, fence and buyer.

According to Sgt. McCarthy, the burglar knows in advance what he is after, and in many cases, knows where it is. The system is based on "supply and demand," he said. Someone wants a particular item, knows the right people, and an "order" is put in.

"It's a word of mouth business. If you're in the trade, and know the right people, you often can get what you want," McCarthy said.

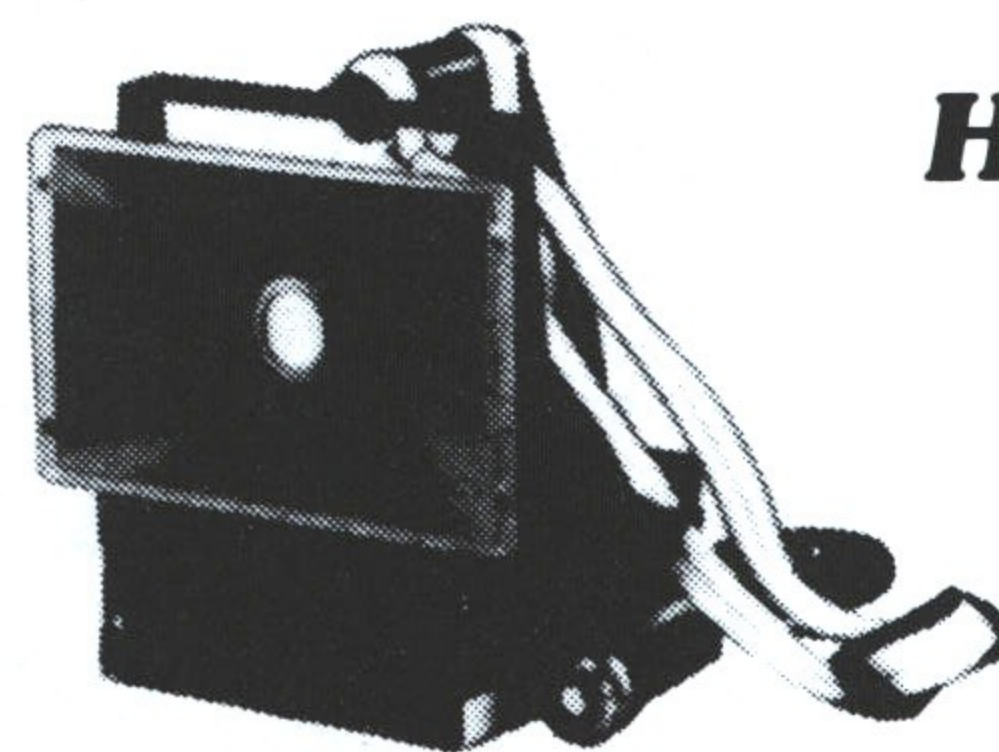
Word of mouth, social contacts, daytime cruising through neighborhoods, and observing a home through a window are some of the ways particular antiques are located. But McCarthy, conscious of an ongoing investigation, is reluctant to reveal too many of the details of how they know where to get what they want, since that is a key to the operation. Evidence continues to be put before the grand jury in Maine.

"Through various sources, the burglar is armed with the information before he goes to the house. **Once the item is stolen, it's sold, through middle men and sometimes antiques dealers. Frequently, the dealers don't know the item is stolen.** Sometimes it's a matter of 'ask no questions, get no lies,'" McCarthy said.

"Very often, they have a buyer in mind" before the theft, he said.

"Sometimes we are not able to identify a fence,

Continued page 39



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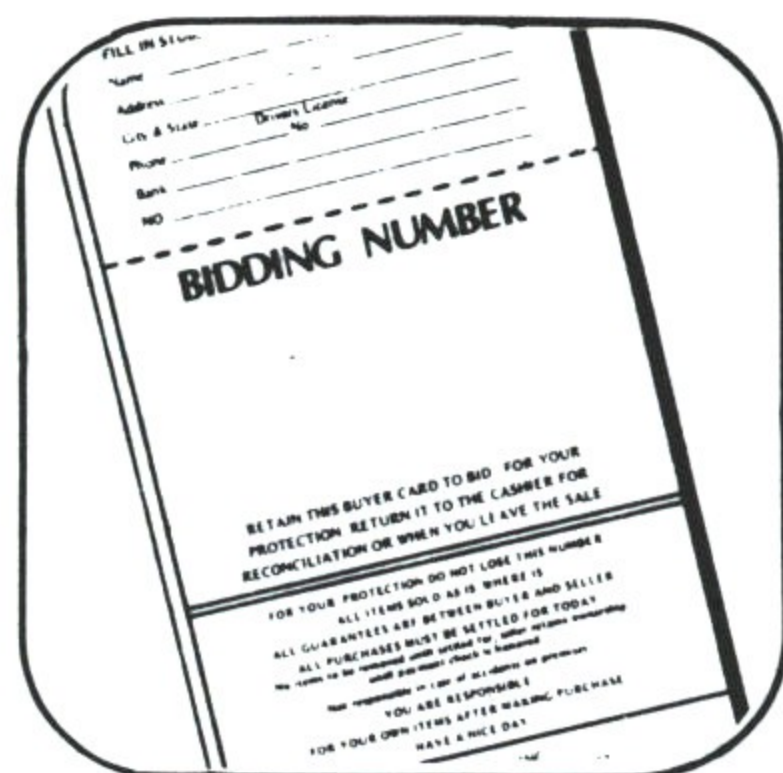
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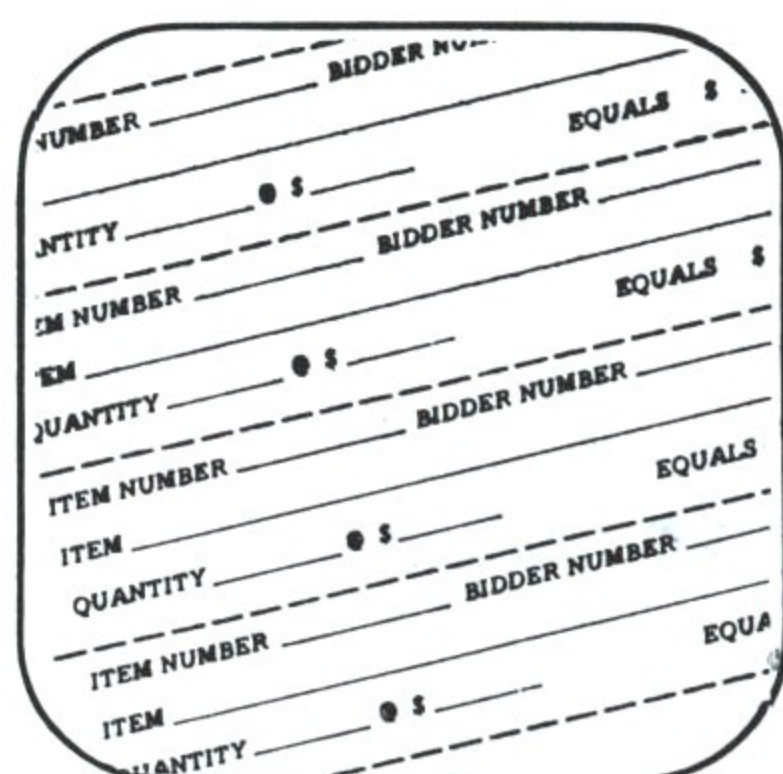
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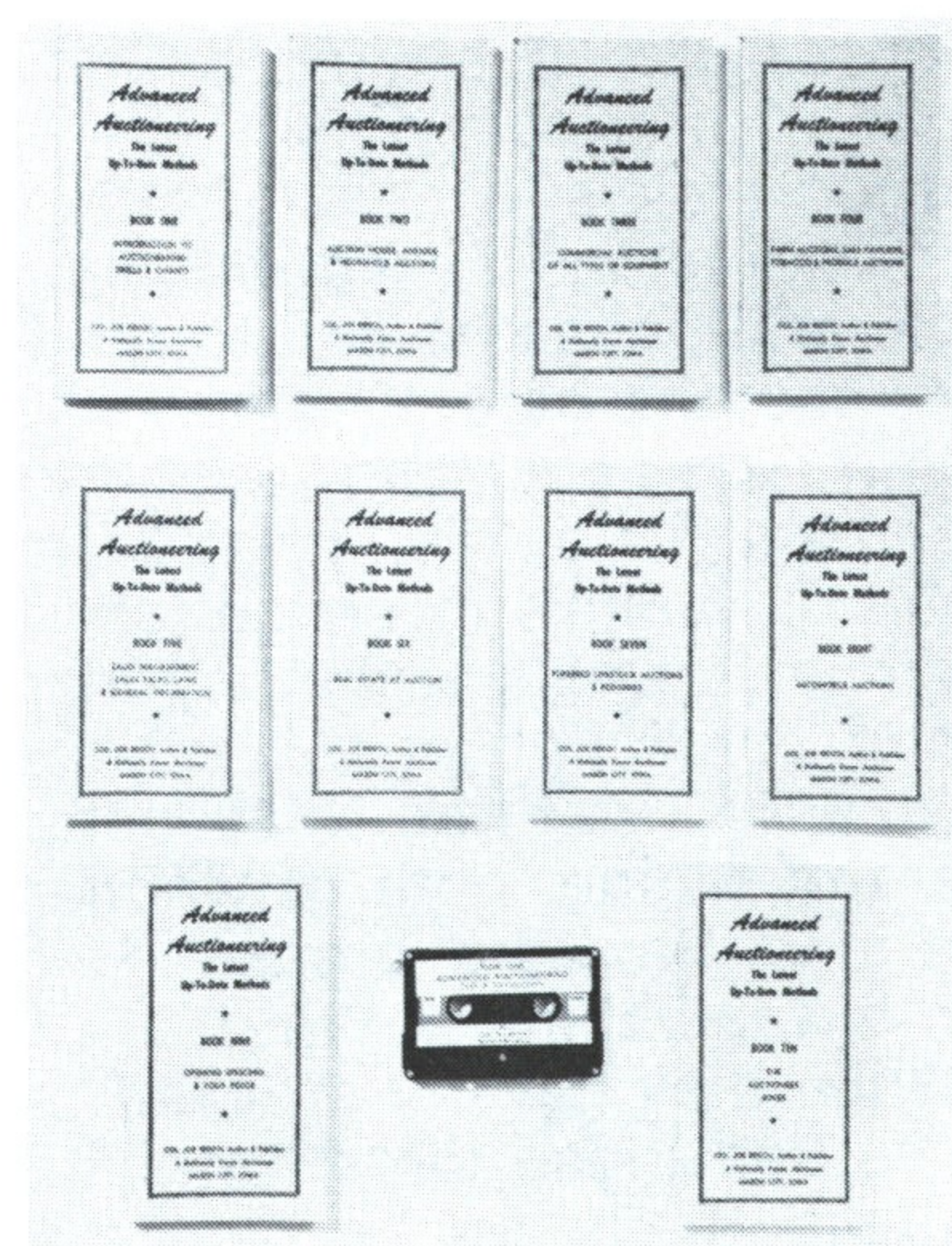
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sometimes we are. If we can find a dealer who is knowingly buying, that's the end of the line," McCarthy said in explaining the organization, and the people behind it.

Sometimes, it's just private citizens with the money and know-how to get what they want.

He stresses that most dealers are honest, and calls the others "just a few rotten apples".

Rarely do these valuable antiques show up at "flea markets," but less expensive items stolen at random often do, according to police in Western Massachusetts. This area has been hit more by the kind of burglar who doesn't know a Gov. Winthrop desk from a Cavanaugh desk, the kind who just takes anything that looks old and gets antiques in the process.

These are apt to show up at flea markets because of the way such items are bought and sold — changing hands quickly, moving from dealer to dealer in trading sessions, and then to the public, which doesn't ask questions about where an item came from. Buyers who ask such questions at flea markets couldn't be sure of getting an accurate answer, anyway, since the dealer who is now selling it is so far removed from the fence.

According to state police in Western Massachusetts, such breaks "run with the seasons," as summer homes are closed for the winter. Late fall and winter sees an increase of breaks in the Berkshires, where there are many elegant summer places.

"It is a type of an organization here," one trooper said, although it is not on the scale of the Maine investigation. "A group call themselves antique dealers or used furniture dealers. They already have a place to let it cool, then they drive it south and get rid of it."

The trooper said much of the merchandise that appears at flea markets is probably stolen, but it is difficult to identify antiques, unlike television sets and such which have serial numbers.

Empty trailer trucks come from as far away as California to load up at the big flea markets like the one at Brimfield.

"A dealer can more than double his money by bringing it west," the trooper said.

At Brimfield, trading goes on through the night between dealers, and an item often changes hands several times before it is sold to the public.

Right now, the biggest problem is the theft of precious metals, according to local police. Gold and silver items are in demand, and can be quickly melted down and resold at a premium.

In Maine, McCarthy said the recent convictions and investigation seems to have driven the ring underground, but he has no doubts it will resurface. **He said large thefts of antiques have plagued the Northeast off and on for the past two decades, and really stepped up about five years ago, as decorating styles favored antiques again, and their value increased substantially.**

Publicity also helps police recover some of the stolen items, McCarthy said.

After the three were accused in Maine, several private citizens came forward with antiques they had

purchased and "had second thoughts about after reading stories in the press" concerning antiques thefts.

The Maine investigation initially involved a cooperative investigation in Massachusetts, but that has been suspended because of a lack of manpower.

(Reprinted with permission from THE SUNDAY REPUBLICAN, Springfield, Massachusetts.)

New Antiques Book

ENGLISH SILVER 1675-1825, Arcadia Press, New York, \$24.95. An important guide to the study of antique English silver, which has long been out of print, is once again available. Written in 1937 by Stephen C. G. Ensko and Edward Wenham, it was re-issued in November by Arcadia Press, in a revised, up-to-date edition. Illustrated with over 200 line drawings showing in detail the best work of the time, the book traces the stylistic development of virtually every type of domestic silver made in England during that great era.

Among the objects covered are teasetts, entree dishes, sauce boats, tea caddies, inkstands, candlesticks, mustard pots, and flatware of many types. These forms are equally useful to the student of pewter, whose makers followed the silver designs, particularly for dining and serving pieces. A special section on assay marks permits the reader to identify correctly. The drawings of the assay marks are enlarged from the original edition, and the punch mark or outline sharpened to allow careful study.

Designed in a convenient small-sized format so that it may be used at an auction or while shopping, the book, in addition, contains a complete bibliography.

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

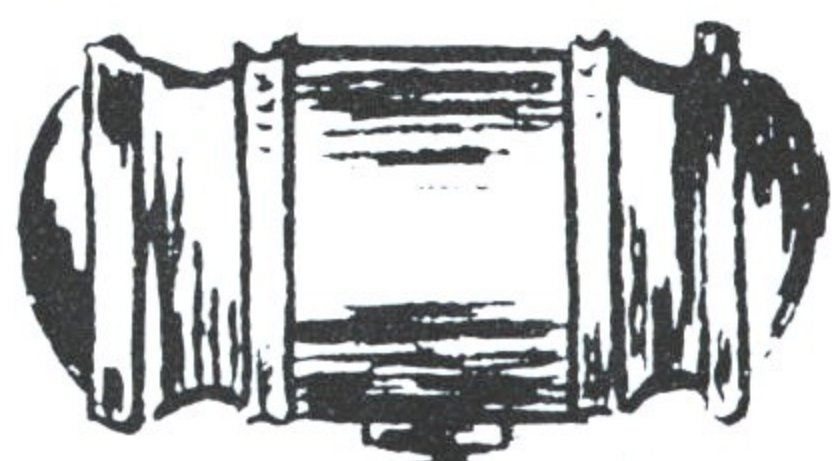
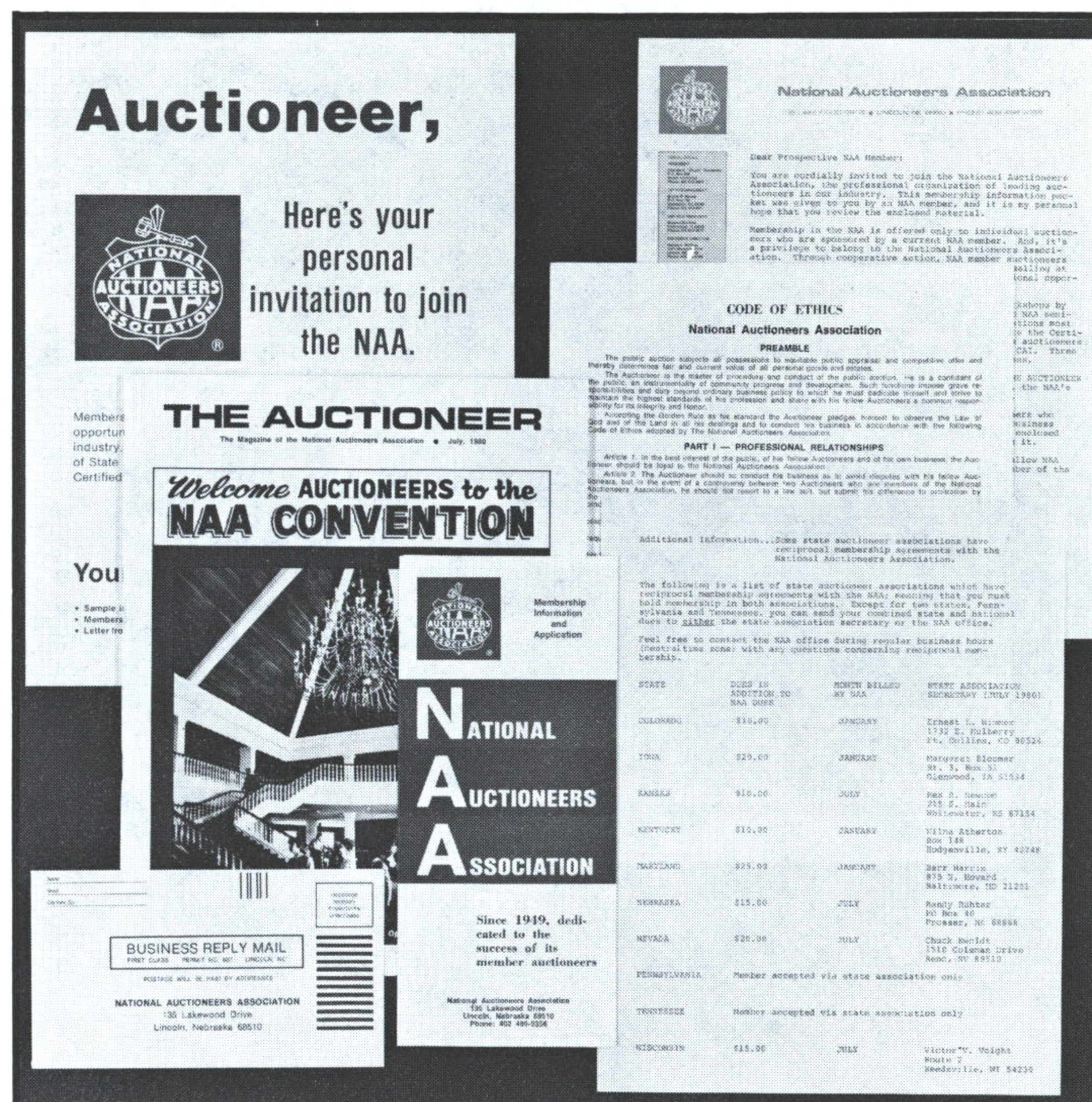
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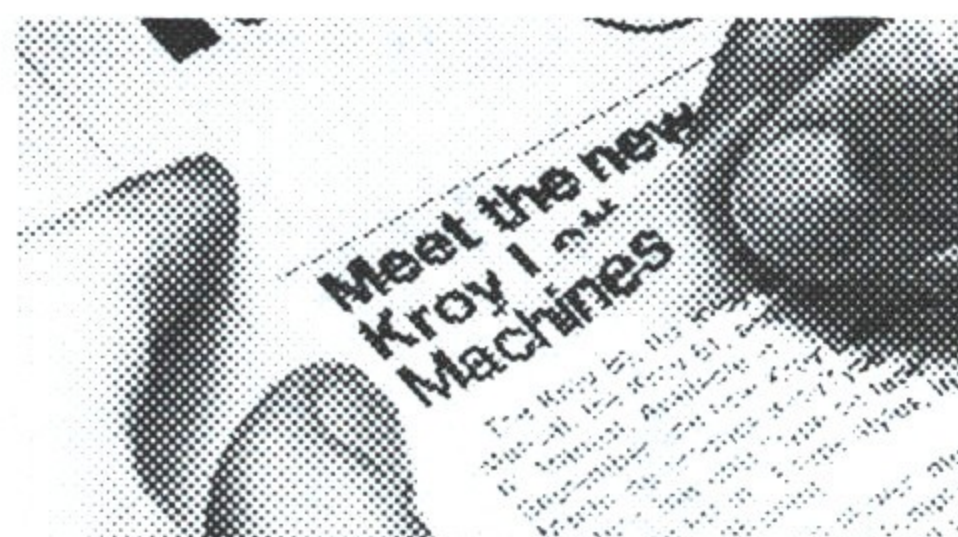
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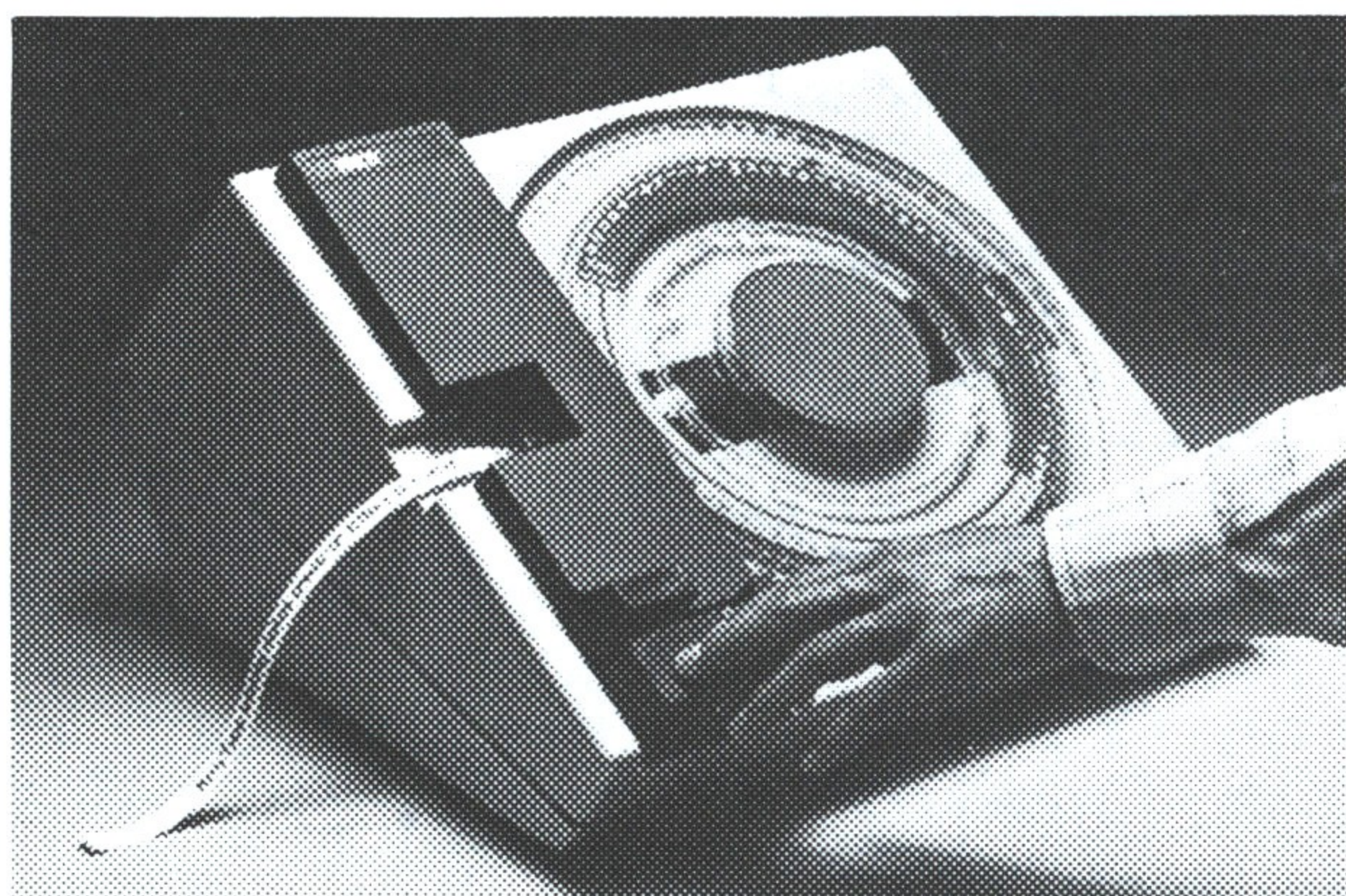
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Livestock at Auction

Livestock Marketing — How Much Is Being Sold?

The livestock auctioneer is a vital part of the marketing chain that moves the product from ranch to supper table. However, one might begin to wonder just how big and productive that marketing chain is. Though space does not allow a breakdown by state, this AUCTIONEER Livestock-at-Auction column provides a few nationwide statistics that are as recent as possible, according to the USDA.

Needless to say, the livestock industry is one of the nation's largest and most influential. In 1978 cash receipts for livestock and products totaled \$58 billion, 991 million.

Livestock Marketings by Head

	1978	1979
Cattle	54,622,000	48,068,000
Calves	11,952,000	10,193,000
Swine	81,428,000	92,371,000
Sheep	1,470,000	1,305,000
Lambs	6,606,000	6,423,000

However, no statistical source contacted by THE AUCTIONEER could say how much of livestock marketing is done by auction as opposed to how much is sold by other marketing methods. If any AUC-



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Experienced Industry Leader Lemmy Wilson To Be '81 LMA President

Kansas City, Missouri — Lemmy Wilson, a marketing businessman with industry leadership experience at the local, state and national levels, was installed as the 1981 president of Livestock Marketing Association at LMA's January annual meetings.

Wilson, of Newport, Tennessee, has served in several posts with the Kansas City-based trade group, and was 1980 first vice president. He will succeed Gail Sohler, Yankton, South Dakota.

The owner-manager of Wilson Livestock Market in Newport since 1967, Wilson served for several years as president of his county cattlemen's association, and for two years was president of the Tennessee Livestock Association. He was president of the National Livestock Dealers Association prior to its merger with LMA in 1976, and is currently on the board of directors of the National Cattlemen's Association.

In an address to the Georgia Cattlemen's Association annual convention, Lemmy Wilson stated that despite the triple threats of energy, inflation and interest rates hammering the livestock industry, there is a "bright spot" in the future of the industry. That bright spot is "within each of us. It's the attitude with which we approach the management of our businesses.

"It's our ability to look at high interest rates, to look at inflation, to look at fuel costs and to look at all the other economic factors that are pressing us — and to fight them where we can, but accept them where we can't — and then go to work to squeeze a profit from all of it." The key to that profit, Wilson said, is "increasing our production efficiency and merchandising our product."

Wilson called on those in the production and marketing sectors "to work more closely together to be sure we are making the most of our marketing decisions, and that we are taking advantage of every merchandising opportunity open to us."

As marketing and production "mesh more closely in seeking a profit, this matter of attitude is the key for all of us. We must not overlook any opportunity to influence those outside forces that are shaping our industry, and political involvement at all levels is essential for each of us."

Noting that LMA represents some 1,600 businesses in the marketing sector throughout the U.S. and 5 Canadian provinces, Wilson said "We are not only tied to the future of the livestock industry, we are a part of that future right along with you. And we are committed to providing the leadership and resources necessary to making that future profitable."

The marketing sector's purpose is to move live-

stock from one owner to another, and it does so "through an endless variety of services, not the least of which is the shouldering of the staggering financial risk that comes from the exchange of billions of dollars of checks and drafts, a burden that would otherwise fall on livestock producers."

Wilson was optimistic about the future of the cattle industry, saying, "there are a lot of people out there who want and need beef, and their numbers are growing daily. But the ways in which we produce and deliver that beef to them will change.

"With the right attitude, we can recognize and capitalize on that future, whatever form it takes," he said.

The USDA has added three US ports to the approved list for the export of US livestock. Stockton, CA, is now an approved airport for livestock export ports, San Francisco and Seattle are now on the approved list of both airport and ocean port for livestock export.

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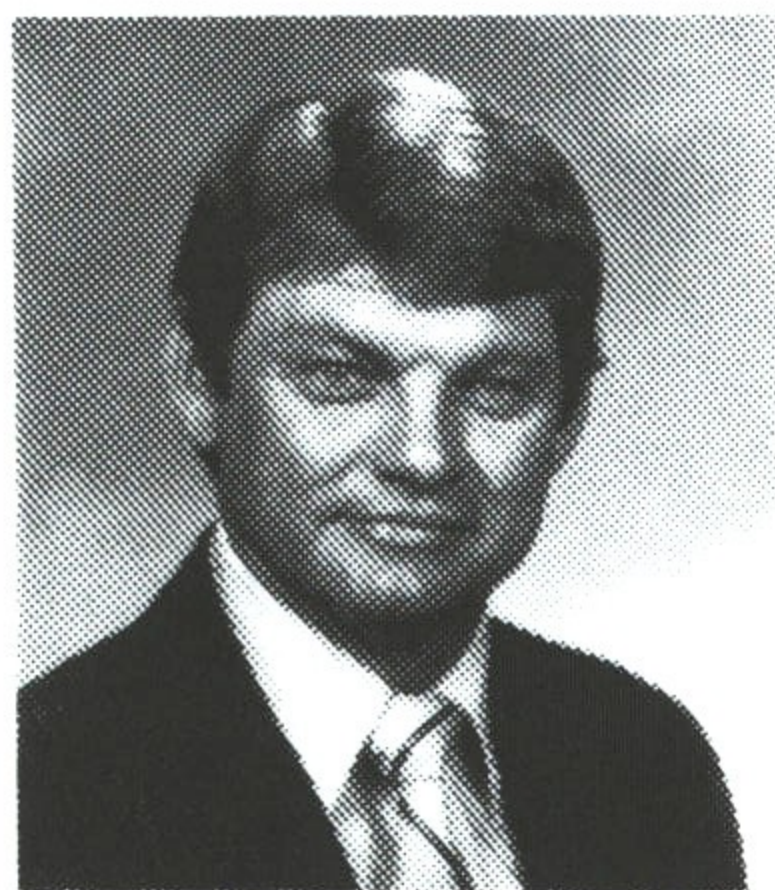
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Paperwork Trimmed Sharply For Small Firms Seeking Federal Work

Washington, D.C. — Hundreds of thousands of small companies seeking the chance to secure Federal procurement contracts got some very welcome news in October, 1980.

The paperwork required when seeking such work has been drastically reduced and simplified by the U.S. Small Business Administration (SBA).

Instead of using a 16-page manual to get on a master SBA procurement list, small businesses soon will use a one-page form.

This computerized data base is made up of small firms capable of performing work on federal contracts and subcontracts. Names of the companies are included in SBA's computerized Procurement Automated Source System (PASS).

PASS lists the names of small companies and their capabilities, and is available to assist Federal procurement officers and procurement officials of private contractors find small companies to do Federal work.

"The amount of paperwork involved in getting on our PASS list has long been a severe burden on many small firms," SBA Administrator A. Vernon Weaver said in announcing the new single-page form. "The paperwork burden has deterred some small business men and women from seeking Federal work.

"Our PASS form, which a small business fills out in seeking Federal procurement, has been cut to one page. The new form is simple to fill out. It's easy to understand. And I am confident it will encourage more small companies to compete for the Federal procurement dollar. SBA procurement officials estimate it will take a small business person 30 minutes at most to fill in the self-mailing new PASS form."

Small businesses interested in adding their names to PASS can get the new one-page form beginning January 1 from any of the 100 SBA offices located around the country.

Self Improvement

More than anything else, it is my belief that self improvement in the auctioneering profession has an effect which motivates our actions. It is in the nature of things that *an auctioneer cannot really improve himself without, in some degree improving other auctioneers.*

The task of every auctioneer is clear. We are here to shape life with the values of integrity, honor, hope and good will. We are here to set the standards and keep them high. Our job is never done.

I would remind you that the future of the auctioneering profession will be built with plans drawn not of selfishness, but care and concern. Let the future be constructed with our goals and our determination. Our job is not easy, but it is extremely worthwhile.

B. G. Coats

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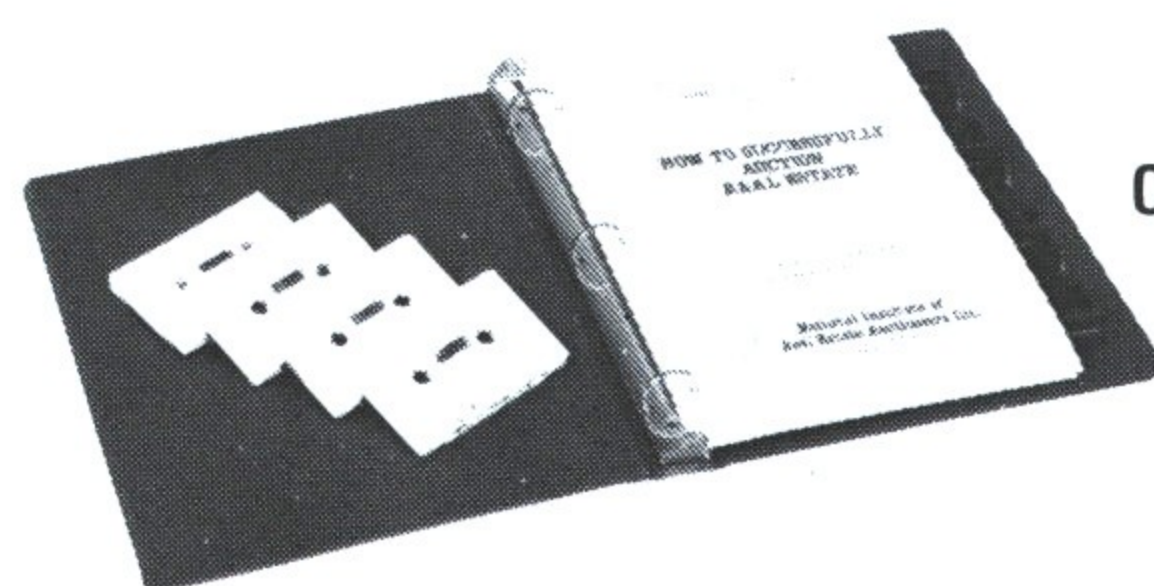
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*ABOUT THE AUTHOR: Melvin A (Mel) Giller, Realtor-Auctioneer. Thirty years experience in sales, sales training and management. A nationally recognized author, lecturer and instructor on the AUCTION method of marketing Real Estate.

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Real Estate at Auction

Real Estate in America — How Big The Market?

To answer the above question is not an easy task. When and wherever data is being kept, the statistics may be over a year old, so that leaves you to base decisions on projected market expectations. Putting together some kind of "picture" of the American real estate market is the objective of this edition of the Real Estate at Auction column.

Family Homes To Sell By Auction

If you are not presently selling family homes by auction, perhaps you should be. In 1979, the latest year that complete data is available, 3,701,000 existing family homes were sold. The breakdown by census region for that same year gives you an idea of the size of the market in your part of the United States.

Northeast	504,000 homes sold
North Central	1,050,000 homes sold
South	1,427,000 homes sold
West	720,000 homes sold

Given a downpressed economy, high interest rates and reduction in housing starts, the 1979 data might be a good place to start as you estimate: the size of your local market in 1981; and how many of the homes for sale could realistically be sold by auction.

Farm Real Estate Data Available

The Economics, Statistics and Cooperatives Service of the U.S. Department of Agriculture has farm real estate market information available for the asking. Agricultural economists at your state university, or a local office of the USDA should be able to guide you in your search for information, just as they were helpful to THE AUCTIONEER. Below is a capsule summary of how much farm real estate is out there, and who is selling it.

As of February 1980, the total value of farm land and buildings in the 48 adjacent states was \$668 billion, 370 million.

Table 1 — Farm real estate sales: year ending March 1, 1980(1)

Number of Real Estate Sales		Acres Sold	
Northeast	5,000	Northeast	780,000
Lake States	7,549	Lake States	1,111,000
Corn Belt	15,401	Corn Belt	2,195,000
Northern Plains	6,674	Northern Plains	2,750,000
Appalachian	9,888	Appalachian	1,216,000
Southeast	4,638	Southeast	948,000
Delta	3,272	Delta	975,000
Southern Plains	6,037	Southern Plains	2,875,000
Mountain	4,257	Mountain	5,656,000
Pacific	5,632	Pacific	2,631,000
48 State	68,348	48 States	21,137,000

(1) Includes transfers of 10 or more acres estimated from crop reporter and farm realtor data. Excludes gifts and inheritances.

Table 2 — Farm real estate sellers: Percentage distributions of sales, acres, and value by type of seller for year ending March 1, 1980(1)

Region	Type of seller					
	Owner operator	Retired farmer	Local non-farmer	Absentee(2)	Other	
— Percentage distribution of sales —						
Northeast	43	20	8	13	12	5
Lake States	41	21	10	11	12	5
Corn Belt	34	16	27	10	10	3
Northern Plains	34	18	20	7	16	4
Appalachian	33	15	20	13	12	6
Southeast	36	13	17	13	13	7
Delta	38	15	12	15	13	6
Southern Plains	31	14	15	14	22	4
Mountain	53	10	9	10	12	6
Pacific	54	9	5	11	17	5
48 States	38	16	17	11	13	5
— Percentage distribution of acres —						
Northeast	48	18	6	8	16	4
Lake States	50	19	10	8	11	3
Corn Belt	39	14	23	8	12	3
Northern Plains	39	16	18	4	19	5
Appalachian	34	12	21	10	18	5
Southeast	49	8	13	5	21	4
Delta	48	12	11	8	16	5
Southern Plains	39	15	10	7	26	2
Mountain	61	7	4	17	6	4
Pacific	49	7	6	4	25	9
48 States	48	11	11	10	15	4
— Percentage distribution of value —						
Northeast	47	15	7	10	17	4
Lake States	51	19	10	7	10	3
Corn Belt	36	12	30	10	9	3
Northern Plains	35	14	21	5	21	4
Appalachian	37	12	22	8	17	4
Southeast	57	7	9	5	19	3
Delta	45	13	12	8	17	5
Southern Plains	44	10	12	7	25	2
Mountain	67	7	6	6	9	4
Pacific	62	6	5	5	17	4
48 States	47	11	16	7	15	4

(1) Percentages may not add to 100 because of rounding. Based on sales reported in the March survey.

(2) Sellers living outside of county. Including a small number of sales by lending agencies and by Federal, State, and local Governments.

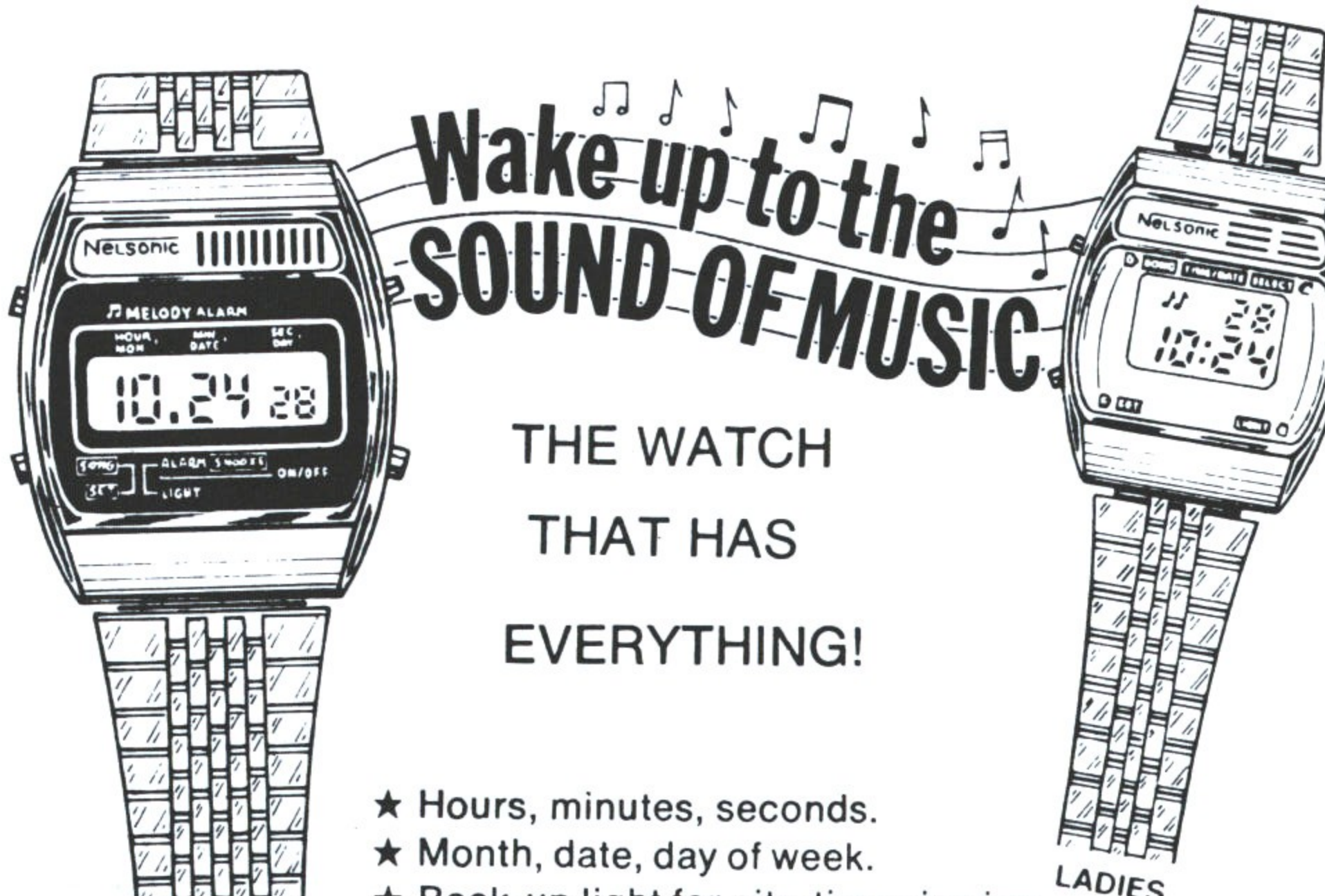
Table 3 — Farm real estate transfers: Estimated number by type, 48 states, 1980(1)

	Voluntary	Estate settlement	Fore-closure	All others(2)	Total
1980	56,300	13,800	2,300	13,200	85,600

(1) Farm number estimates for 1976-1980 were extrapolated by applying the annual percentage change in farm numbers as estimated by ESCS, USDA to the 1974 Census of Agriculture's estimate.

(2) Includes inheritances, gift transfers, tax sales, and miscellaneous.

According to statistical research sources at the National Association of Realtors, information about a dollar total of the sale of industrial and commercial real estate is not readily available. Other sources contacted by THE AUCTIONEER verified that opinion. If any AUCTIONEER readers know of a reputable source for statistics concerning the sale of industrial and commercial real estate, please send that information to the NAA office.



**Wake up to the
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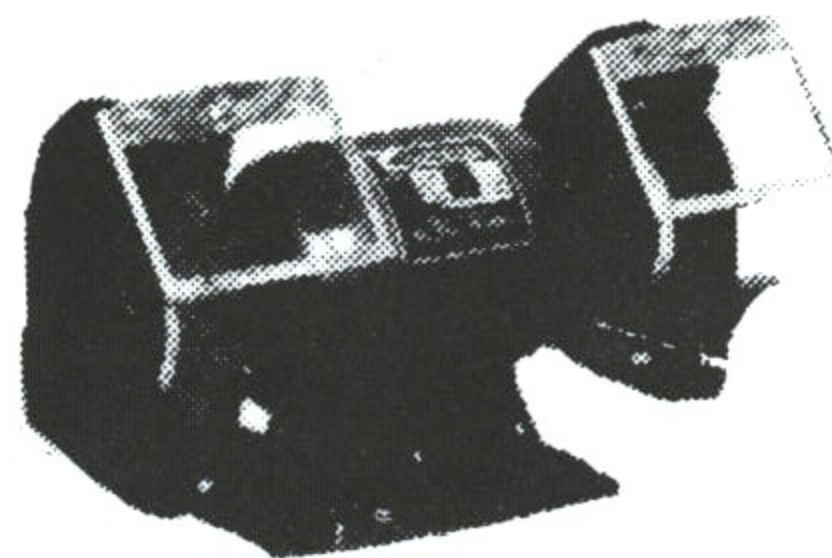
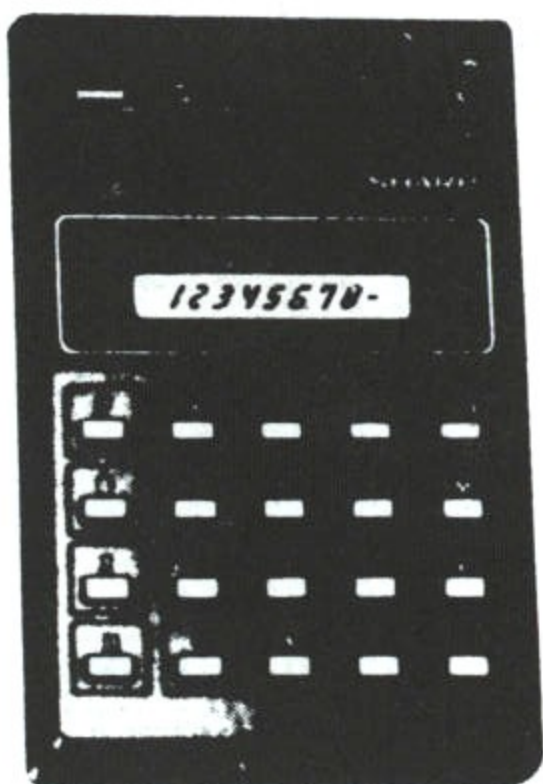
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Aviation Week sent out a questionnaire to their readers and enclosed a dollar bill in return for a reply. They claim the dollar increased the response by 20% over previous questionnaires.



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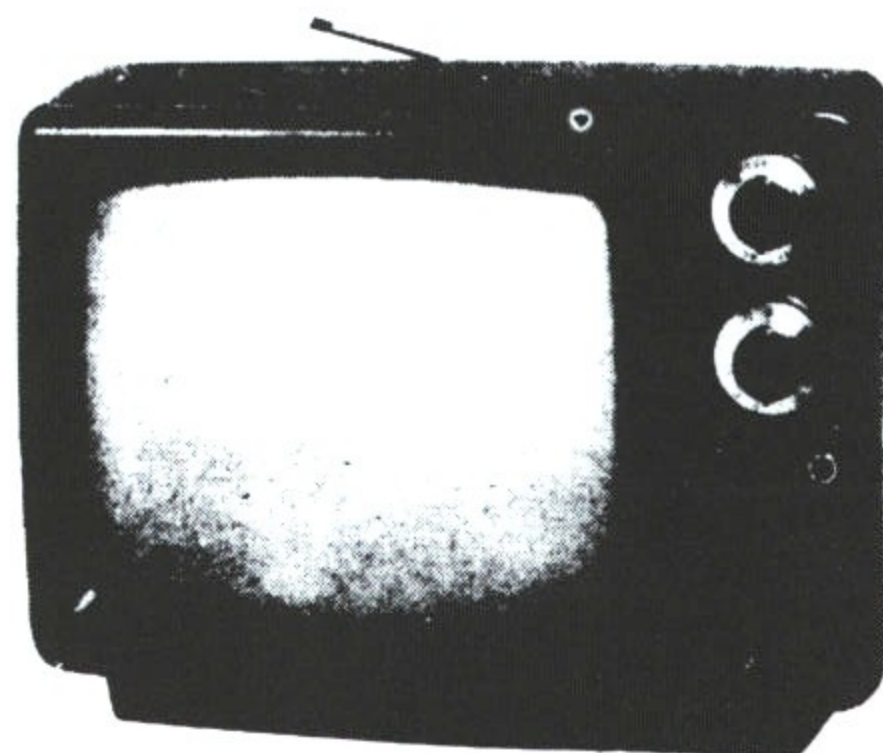
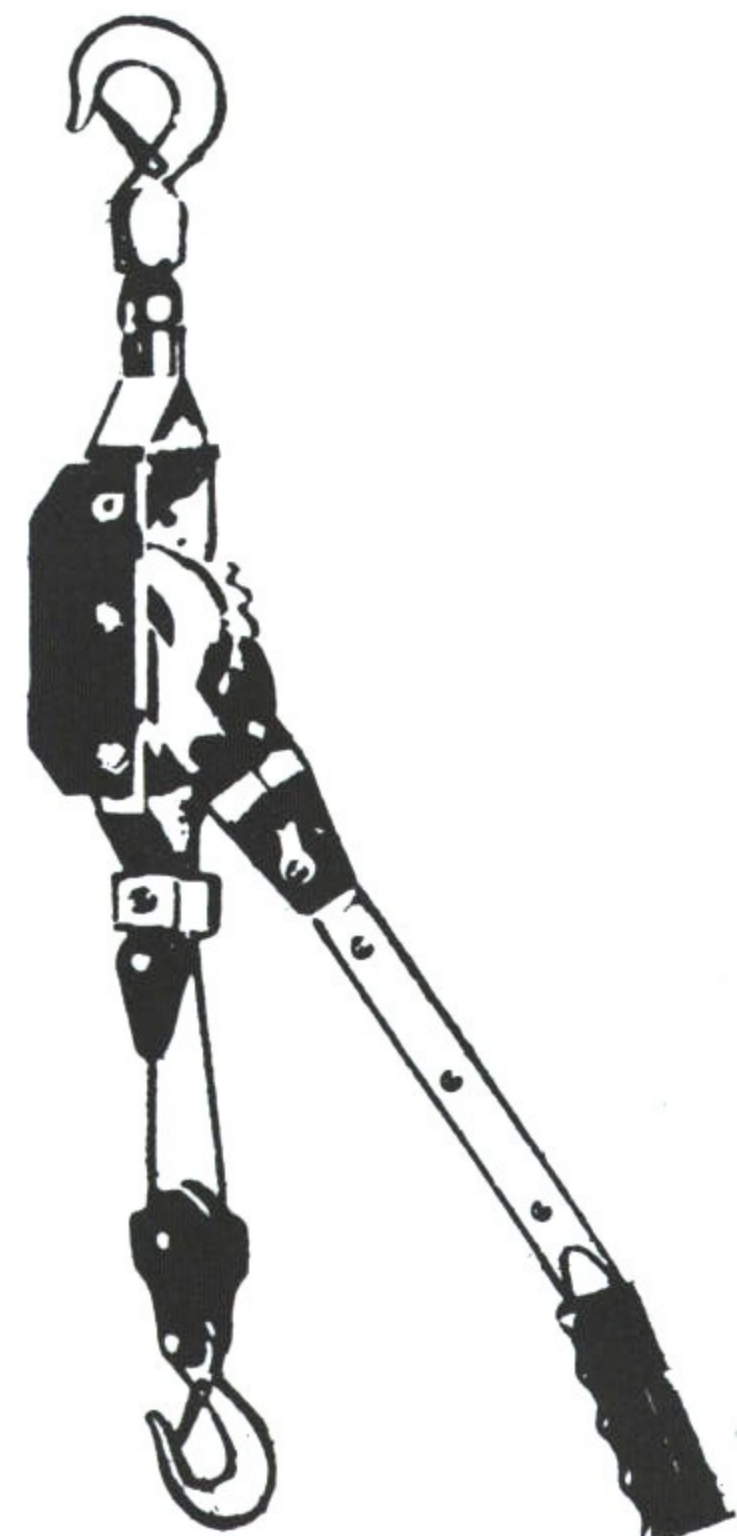
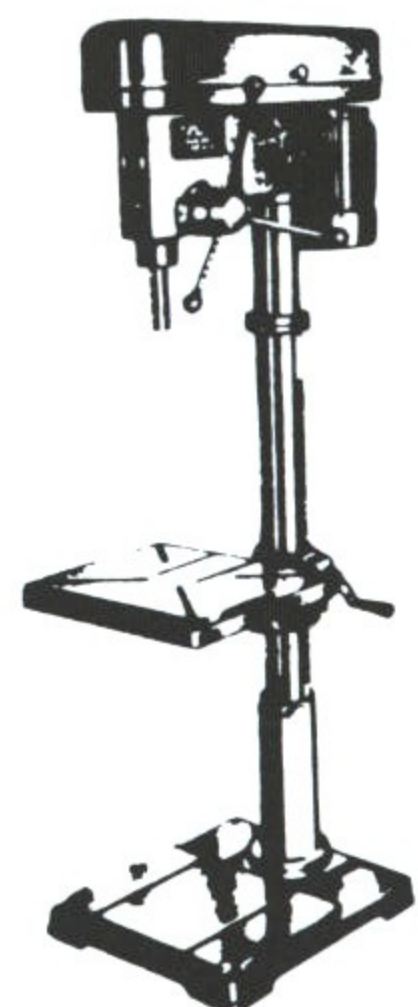
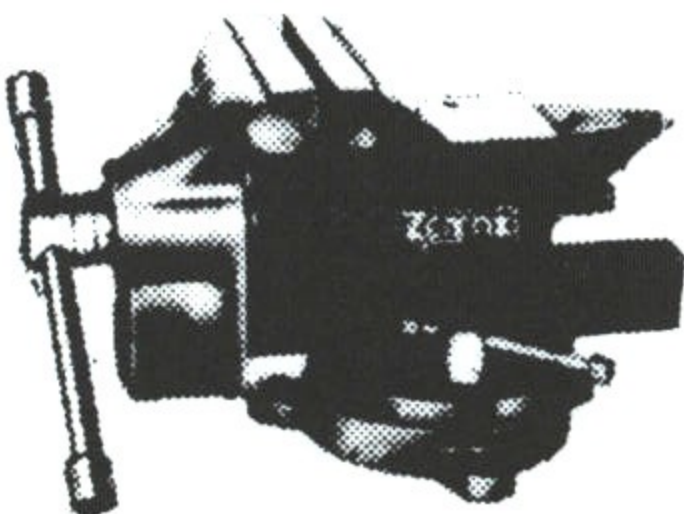
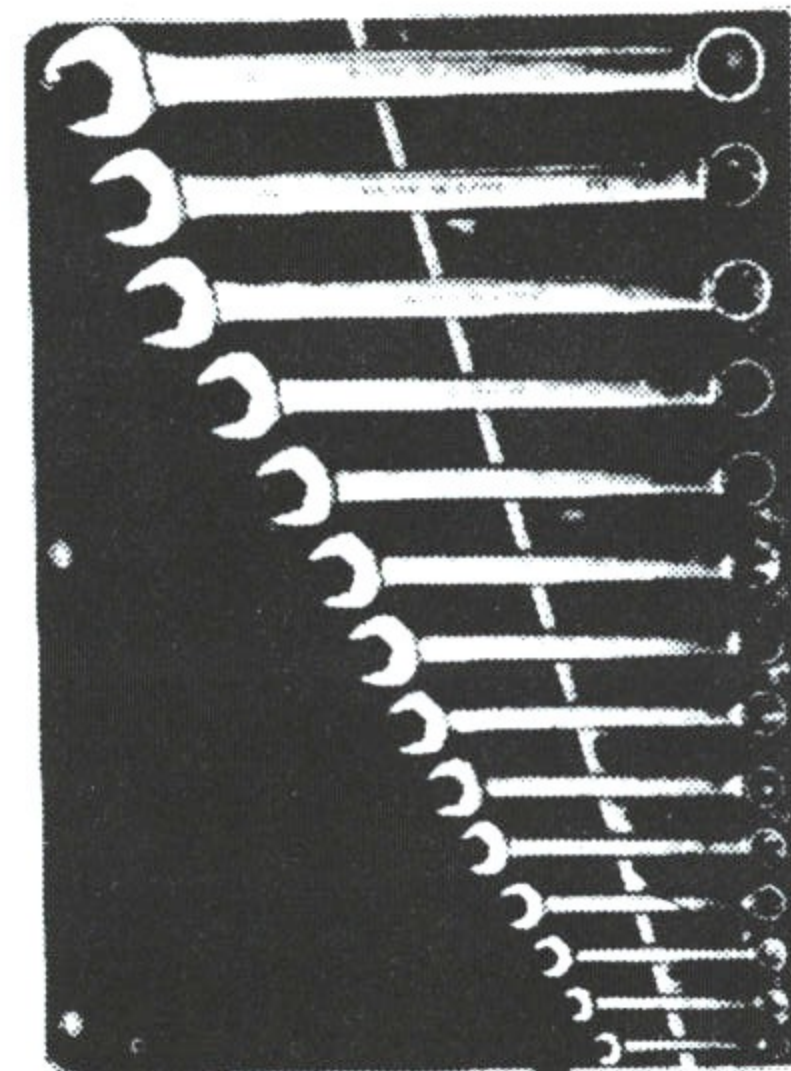
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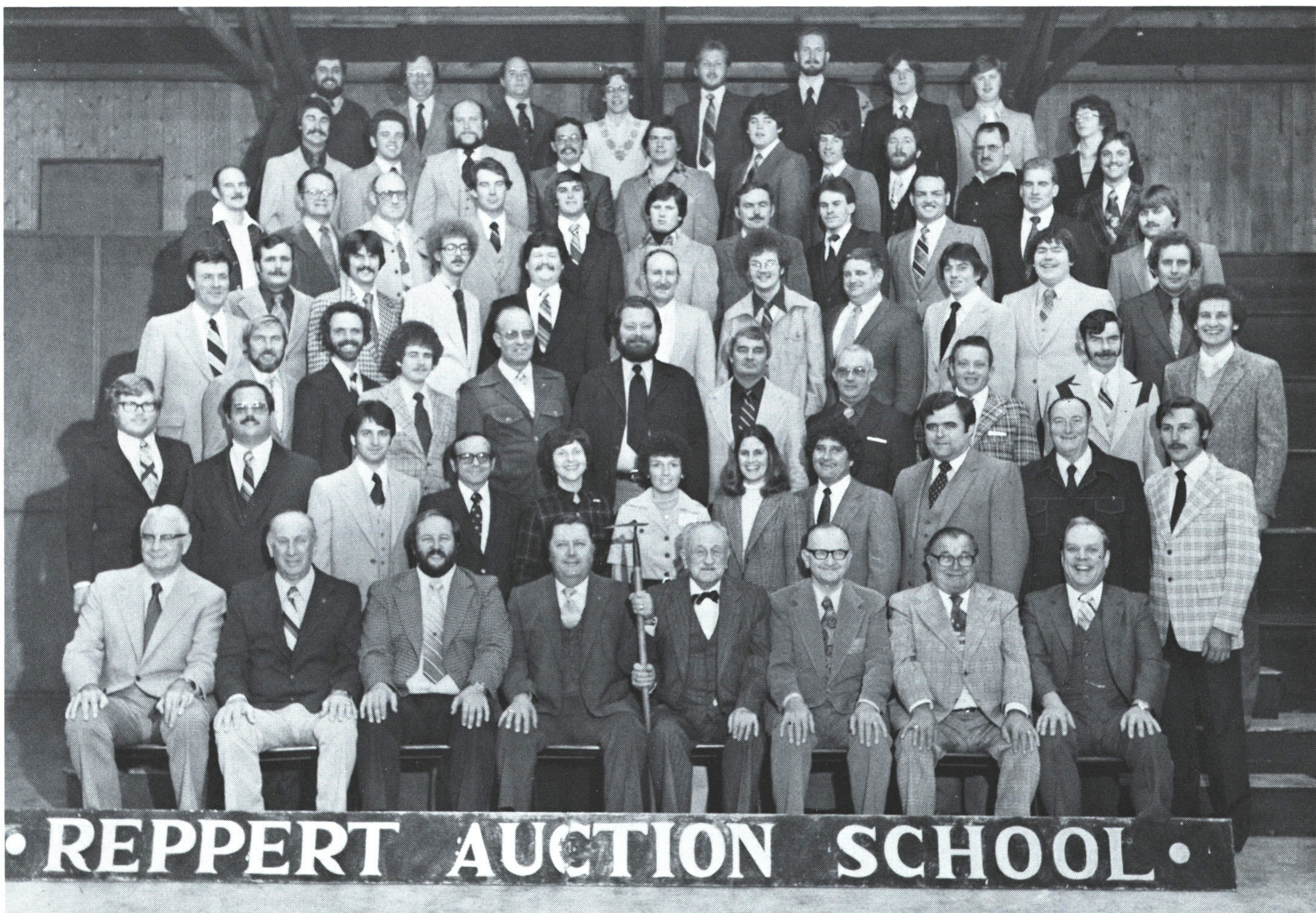
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MISSOURI AUCTION SCHOOL, class of December 1980, with 148 students from 36 states and 4 Canadian provinces. Instructors and staff, front row, from left: secretary Judy Klepac, instructor Bill Morgan, CAI, secretary Dorothy McGlothlin, instructor L. H. "Bing" Carter, registrar Boyd Michael, instructor Dean Cates, president Dick Dewees, and instructors Dale Vaughn, Gary Ryther, and Susan Stuke. Instructors not pictured: Daryl Ball, Chuck Cumberlin, Paul Dewees, Robert Purinton, Joe Small, Stanley Stout, John Wood, Verlin Green, and Derry Brownfield. Next term will be February, 1981.



REPPERT SCHOOL OF AUCTIONEERING, class of December, 1980. Instructors and staff, seated from left: attorney Robert S. Anderson, Henry D. Darnell, Ron Chaffee, president Phil Neuenschwander, dean Q. R. Chaffee, Ed Sprunger, Paul Z. Martin, and John W. Almburg. Instructors not pictured: Gene Slagle, H. B. Sager, Hobart W. Farthing, and Kirby L. Bollinger.

Successful Auctioneering Across the Nation

Arizona Town Sold To "Dimeless" Bidders

Beedabeedabeeda, \$615,000; going once, folks! Aaaaannnn goeeennnnng twice! Third and finuuuulll call!

Whack! "That's all, folks!"

NAA auctioneer **Fred Quick** cracked a gavel and the little community of Navajo, the stripper's dream and investor's scheme, was sold December 14, 1980, to the highest bidders.

Len Seibert of Bellevue, Washington, rushed to a pay telephone to call friends about the purchase he, his wife and four friends had just made — a whole town right off Interstate 40 near the Petrified Forest and Painted Desert.

With a slight flick of his hand, he had spent \$615,000 — but he couldn't make the phone call because he didn't have 20 cents. And his wife, Betty, was too nervous to go digging into her purse for two thin dimes.

Navajo, a 7.5 acre town with a gas station, cafe, general store and motel, changed hands from the Spurlocks, a ranching family, to Don and Rita Schwinghamer, a retired Phoenix couple, Don's cousin, Frank Schwinghamer and his wife, Ann, of Canada; and the dimeless Sieberts.

Baltimore nightclub owner Elena Suhomlin, who wanted to build a retirement community for strippers in Navajo, had withdrawn her offer two weeks ago.

Dave Casper, a tight end for the Houston Oilers who had considered the purchase, didn't show for the auction.

Instead, Navajo is now owned by six people who've never seen it and don't even know what they'll do with it except "make money," according to interviews.

"We can incorporate the town," Frank Schwinghamer said to the group while it was assembled for television cameras. "Then we can be mayors."

Quick, who has been an auctioneer since 1952 and now works for First Realty Corp., which auctioned the town, had some ideas, too.

"It's nothing but income because Interstate 40 doesn't go through Holbrook anymore — it goes right by Navajo," he said, in the middle of his beedabeedabeedas. "Don't mean to knock Holbrook, folks. Just mean to sell Navajo."

And, he pointed out, it could be preserved as a historic state landmark because Navajo was Arizona's first territorial capital. Could be some federal grants around for that, he said.

And, if some enterprising buyers wanted to incorporate the hamlet, "you could apply for federal revenue sharing and split it among you," he suggested.

"Heh, heh. Just kidding, folks," he added.

Of the 200 people gathered at the auction to bid on several pieces of property, auction representatives estimated that half were either speculators interested



NAVAJO, ARIZONA, almost the entire town pictured above, sold for \$615,000 in December, 1980, at an auction by NAA member Fred Quick.

in Navajo or spectators interested in watching speculators haggle.

(Reprinted with permission of THE ARIZONA REPUBLIC, Marilyn Taylor, staff reporter.)

Some of the other parcels of real estate that sold in the same auction by NAA member Quick included: 559 lots in southwest Colorado, \$45 each; 320 acres, \$2,700 per acre located west of Phoenix, Arizona; 10 acres of mountain top near Kingman,

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Arizona, \$100 per acre; plus assorted desert land, commercial, industrial and residential properties.

This was the first of two auctions scheduled that day. The second auction began at noon in the same ballroom. Same bidders from the first stayed for the second sale of 11 new homes for a builder that wanted or needed to liquidate. The homes sold for over 90% of their value, totaling \$591,000, an average of over \$53,600.

Singing Auctioneers "Tells Truth" on TV

An article in a Frederick, Maryland, newspaper, THE POST, detailed the story of NAA auctioneer **Anne-Lynn Gross**, and her appearance on the nationwide TV show, "To Tell the Truth". A music teacher in an elementary school, Ms. Gross auctions when she isn't teaching or co-operating her specialty shop in Frederick.

After receiving her graduate degree in musical education, Anne-Lynn Gross attended auction school, and combined both talents. Local newspapers and the Associated Press began telling the story of a unique "Singing Auctioneer". During her two years of auctioneering, she gained the attention of the "That's My Line" producers and was scheduled for an appearance on that nationwide TV show. Two days before she was to leave for the Hollywood appearance, however, the studio burned down.

The show's producers then booked her on another of their shows, "To Tell the Truth" where

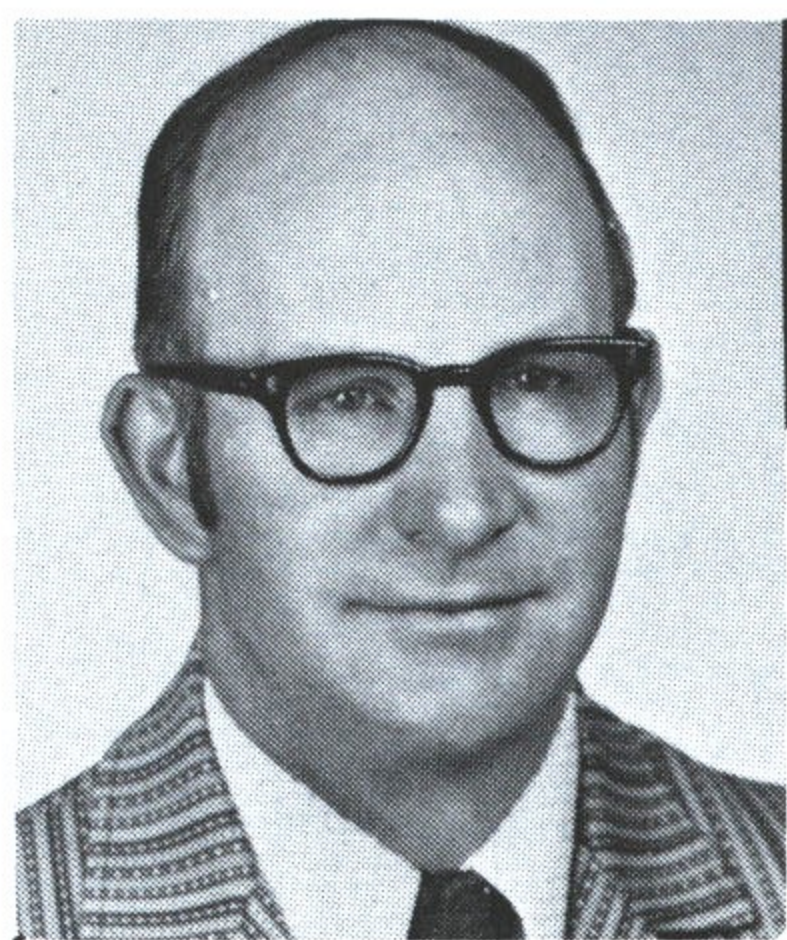
auctioneer Gross impersonated a lady bat catcher employed by the city of New York. Anne-Lynn Gross closed the show, appropriately enough, by singing "Last Call-Sold", a song written for her by a New York City friend. The "To Tell the Truth" show with auctioneer Gross will be aired at different weeks throughout the country during January, February and March.

Auctioned — Musical Instruments, Carpet, Neon Sign

As its final sale for 1980, the Victor McDonald Company completed the December bankruptcy sale of the Harmony House Music and Appliance Center in Victoria, Texas. Handling the sale was NAA member **Victor McDonald**, who explained that he was more than satisfied with the day's sale results.

The pre-auction estimate of total sales was reached with approximately 500 attending the 7 hour sale. The desirability of merchandise sold, and the close proximity of the sale to Christmas, were contributing factors to the overall success. Items sold included everything from store fixtures to guitar picks, pianos, stereo equipment, freezers, microwave ovens, and delivery trucks. The neon sign on the outside of the building and even the store carpet covering almost 5,000 sq. ft. of floor space also were sold via the McDonald Company auction.

Successful Auctioneering continued page 52



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Bent Tree Farm Sale . . . In November, 1980, Bent Tree Farm, Ocala, Florida held a herd reduction auction of Santa Gertrudis cattle. Guest consignments came from Burrell's Diamond B Ranch, Cove Bend Ranch and Snyders Double RJ Farm. Conducting the sale was NAA member auctioneer **H. Fred Dietrich, III**, Orlando, Florida.

Top price of the day was \$1,700 paid by Chuck Brannan of Macclenny, Florida for a polled cow with a heifer calf at side consigned by Burrell's Diamond B Ranch. Second and third high selling animals came from Cove Bend Ranch going for \$1050 and \$1000 to Paul Young of Dunnellon, Florida.

The volume buyers were Burrell spending \$3,475 for six head and Joe Overstreet of Kissimmee, Florida spending \$2,890 for six heifer calves.

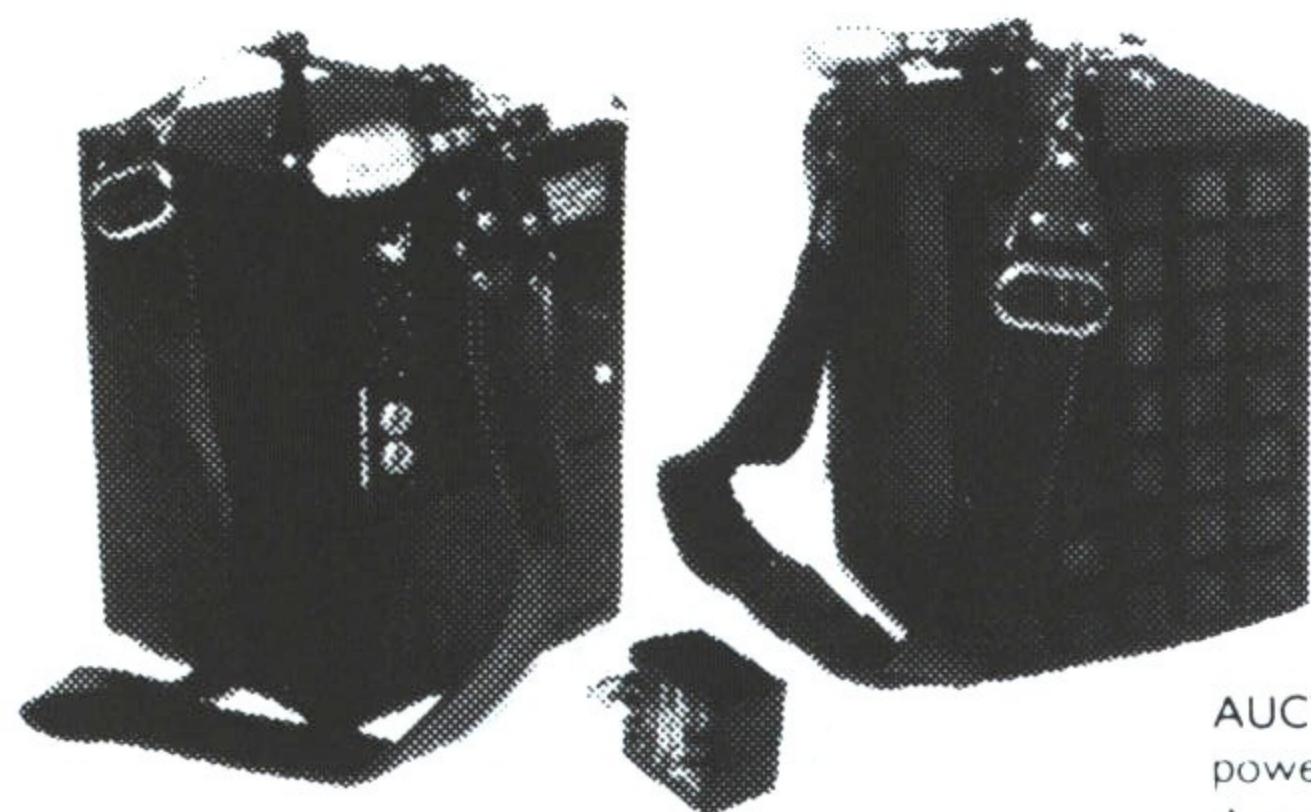
The sale composed of pasture condition cows saw 24 mature cows average \$726, 10 heifer calves average \$488 and 5 yearling bulls average \$575.

FLORIDA HERD REDUCTION SALE for Bent Tree Farm in Ocala. From left, owner Frank Gabor, consignor Troy Burrell, buyer Chuck Brannan, and H. Fred Dietrich, III, NAA auctioneer.



U.S. Secretary of Transportation, Neil Goldschmidt, estimates that since the 55 mph speed limit was established in 1974, 37,500 lives have been saved.

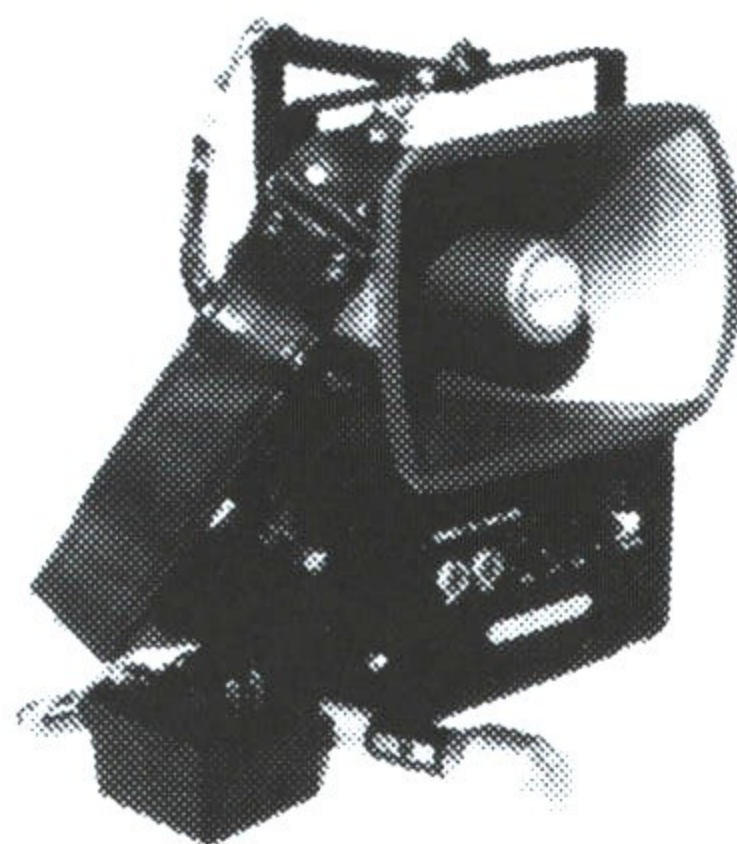
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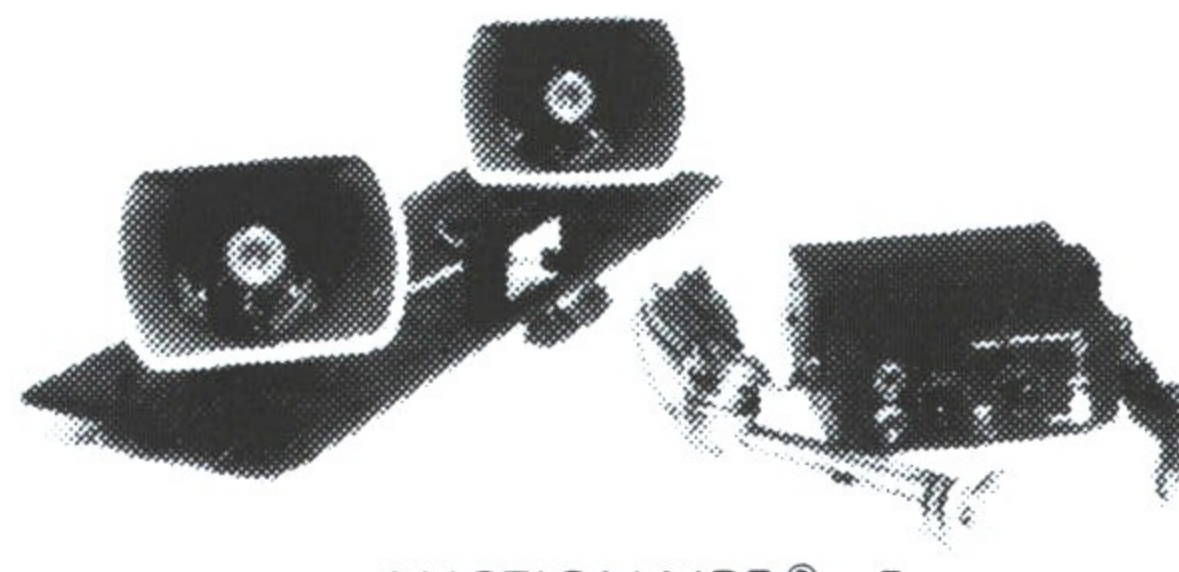


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AUCTIONEIRE® 3: Amplifier, microphone, power source, shoulder strap, and inputs same as Auctioneire® 1. **SPEAKER:** All weather indoor-outdoor, full range public address horn. Rubber edge damping ring for crisp, smooth sound. **DIMENSIONS:** 10 3/4" high, 8 1/4" wide, 8 1/4" deep. **WEIGHT:** 8 1/2 lbs., with batteries (batteries not included). **AUCTIONEER'S COST \$187.00**

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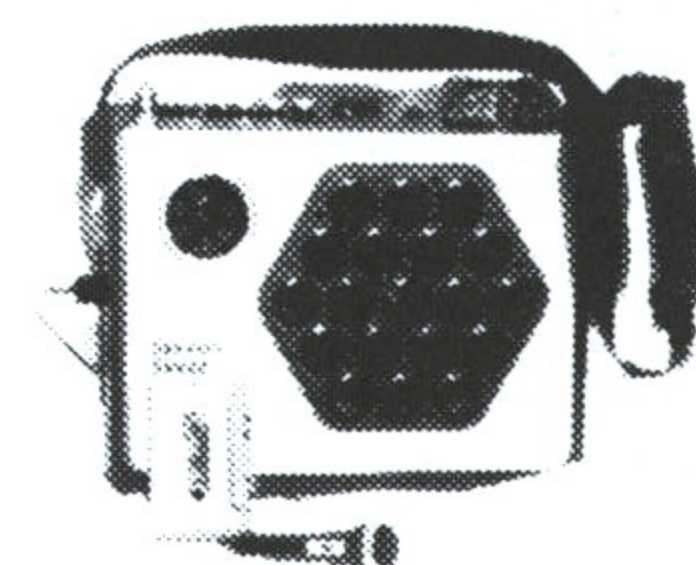


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Amateur Auction By Youngsters . . . A November 1980 auction conducted by NAA member **Dave Stalheim's** Viking Auction Service provided an enjoyable educational experience for some up and coming auctioneers. Through the coordination efforts of the East Side Boys Club of Tacoma, Washington, member Stalheim sponsored an amateur auction for youngsters up to 15 years of age. There were 14 entrants, age 10 and under; 15 entrants, 11-15 years.

Some of these youngsters had never been to an auction before; and such was the case with the first place winner in the 11-15 age group, Donny Ryan, 14.

The entire auction consisted of items donated by local merchants and private parties, with the proceeds of the sale going to the East Side Boys Club. The boys and girls raised over \$800 for their club and had a fun time doing it. They each received a trophy: 1st, 2nd and 3rd place trophies in each category, and participant trophies for the other youngsters. A panel of five judges rated the youngsters on appearance, poise/composure, clarity and originality.

"This was our first experience with an amateur auction, but it won't be our last. If this last auction was any indication of the interest in such an affair, the next one should be even better," explained auctioneer Stalheim. It is hoped this will turn into an annual event fund raising for the East Side Boys Club, promote auctioneering among Tacoma's young people.



YOUNG AMATEURS AUCTION IN TACOMA — The East Side Boys Club of Tacoma, Washington raised \$800 with an auction by its young members. NAA member Dave Stalheim is the gentleman in the dark shirt and white vest, assisted by ringman Mark Meeker in the foreground. Young auctioneers at the microphone from top: Shari Ricketts, age 9; Paris McCarter, 8 years old and the 1st place winner of the 11-15 year old competition, Donny Ryan, 14.

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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
February 7	New Jersey	Marriott Hotel, Somerset	Nick Macaluso, John Kachmar
February 16-18	NAA Seminar	Sheraton Century Center Hotel, Oklahoma City, Oklahoma	
February 27-March 1	South Dakota	Pierre — SDAA Seminar	
March 6-8	Kansas	Hilton Inn, Salina	Rex B. Newcom
March 13-14	Montana	Elk's Club, Glasgow	Del Strommen
March 21-22	Illinois	Holiday Inn, Airport Rd., Moline	Richard Cartwright, Roy Lawson
March 22-23	New Hampshire	Sheraton Tara, Nashua	George Michael
April 5-6	Kentucky	Executive Inn-Rivermont, Owensboro	Wilma Atherton
May 2-3	Missouri	Holiday Inn Holidome, Columbia	Doran Livingston
May 2-3	Nebraska	York	Randy Ruhter
June 4-5	Wisconsin	Mead Inn, Wisconsin Rapids	Robert Massart
June 7-8	Georgia	Hilton, Atlanta	Ron Harris
June 12-14	South Dakota	Mobridge	Jim Payne
June 12-13	Texas	Marriott Inn, Dallas	Charles Connour
June 14-15	Tennessee	Quality Inn South, Chattanooga	E. B. Fulkerson

Representatives of State Associations have offered the above dates, places and facilities of State Association conventions and/or annual meetings. All NAA officer or director requests should be coordinated through the NAA office. If any of the above information is incorrect, please contact Executive Vice President Harvey L. McCray at the NAA office.

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



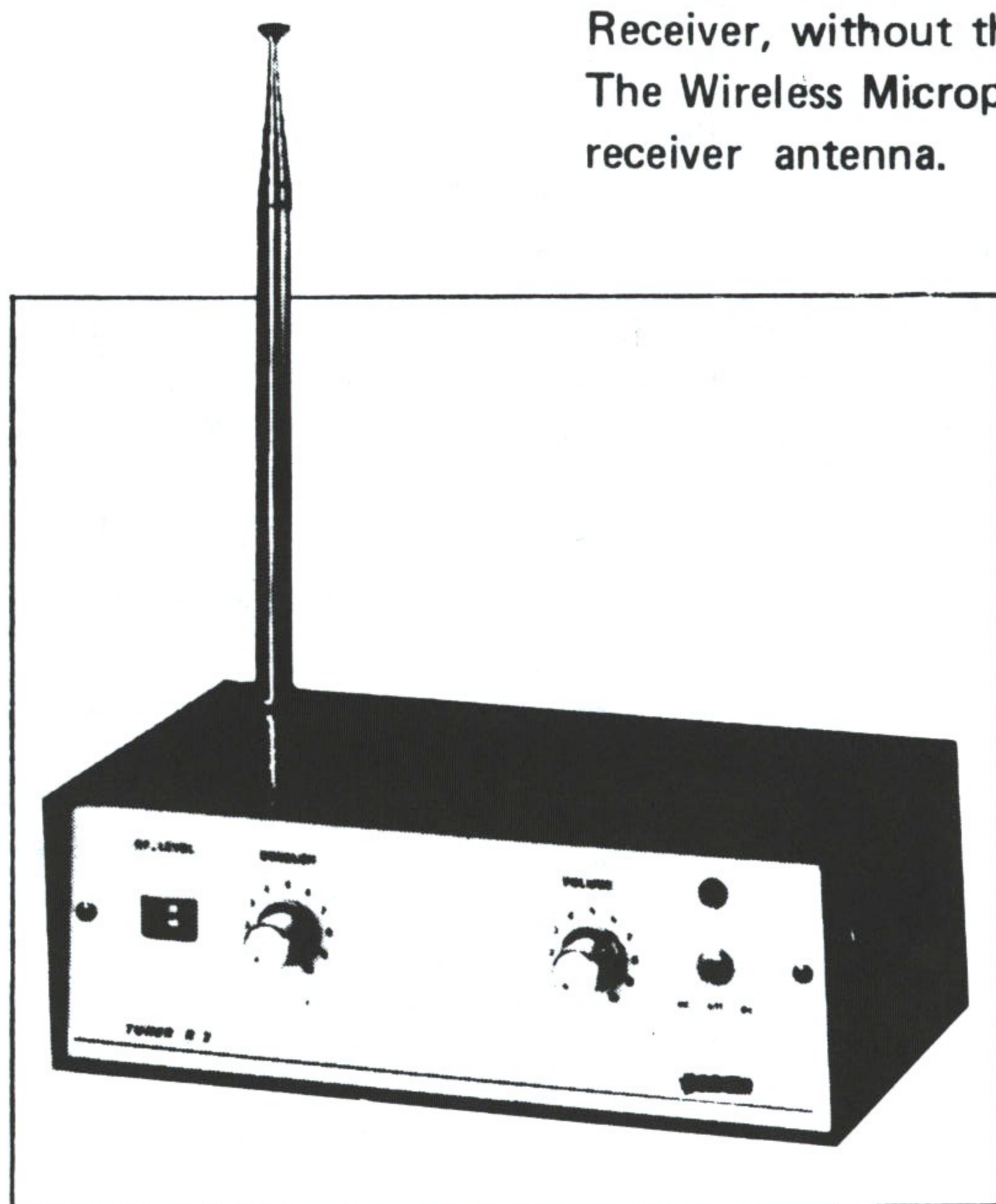
WESTERN COLLEGE OF AUCTIONEERING, class of December, 1980. Instructors and staff seated, front row, from left: Jeff Stokes, president Bob Thomas, secretary Lorraine Divver, executive secretary Bill Hagen, Jack Bowser, and Larry Stokes. Instructors not pictured: Jack, Edie, and Jerry Ellis, Ron and Ray Granmore, Bob Musser, John and Craig Mandeville, Lyle Story, Dean Roberts, Gene Gabel, Dean Merifield, Wally Stadfeldt, and Stan Bucholz.



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State Association Reports

Colorado Auctioneers Association Holds Annual Convention

The CAA held a successful annual convention, January 3-4, 1981, at the Bronco Inn in Denver. President Eldon Broughton, CAI, was congratulated for hosting a fulfilled and educational convention.

Chuck Cumberland, NAA past president, started out the convention with a seminar in bid calling. Running concurrently, a seminar on antiques was hosted by Steve McCrea, CAI. Following lunch, seminars on selling real estate at auction, plus clerking and cashing were hosted by Booth Brown and Troil Welton.

Saturday night, CAA members joined in the fun at the fun auction to produce \$530 to the association.

William C. Henderson of Colorado Springs, was the guest speaker for the CAA convention. He presented an entertaining and educational look at numismatics, the science of coins and paper money, and how it played a part in the history of Colorado. Following the guest speaker, the CAA held its general business meeting and election of officers.

Eldon Broughton, CAI, was re-elected president, Ernie Wimmer, secretary-treasurer, Cookie Lockhart, first vice president, and Ron Rodenberger, second vice president.



CAA ELECTED OFFICERS from left: Gene Doty, Gil Perry, and Gene Perry, second vice president Ron Rodenberger, director Gary Lockhart, first vice president Cookie Lockhart, and CAA president Eldon Broughton.



NUMISMATICS EXPERT, William Henderson, standing at left, addresses the January Colorado Auctioneers Association convention. CAA president and Mrs. Eldon Broughton look on.

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Pennsylvania state record set: an estate auction of antiques and art work set a state record for such sales, bringing \$3.1 million. The previous record for an auction sale in Pennsylvania was \$1.7 million, set in 1978 at an estate sale near Philadelphia. At this year's record setting sale, about 28,000 art collectors came to bid, with 3,000 bids placed in advance from around the world.

You may have to sell one at auction someday, in 1985 General Motors Corp. plans to offer a mass-produced electric car at a price competitive with other small commuter vehicles. The prediction for 1981 alone is that over 62,800 will be manufactured and put into use.

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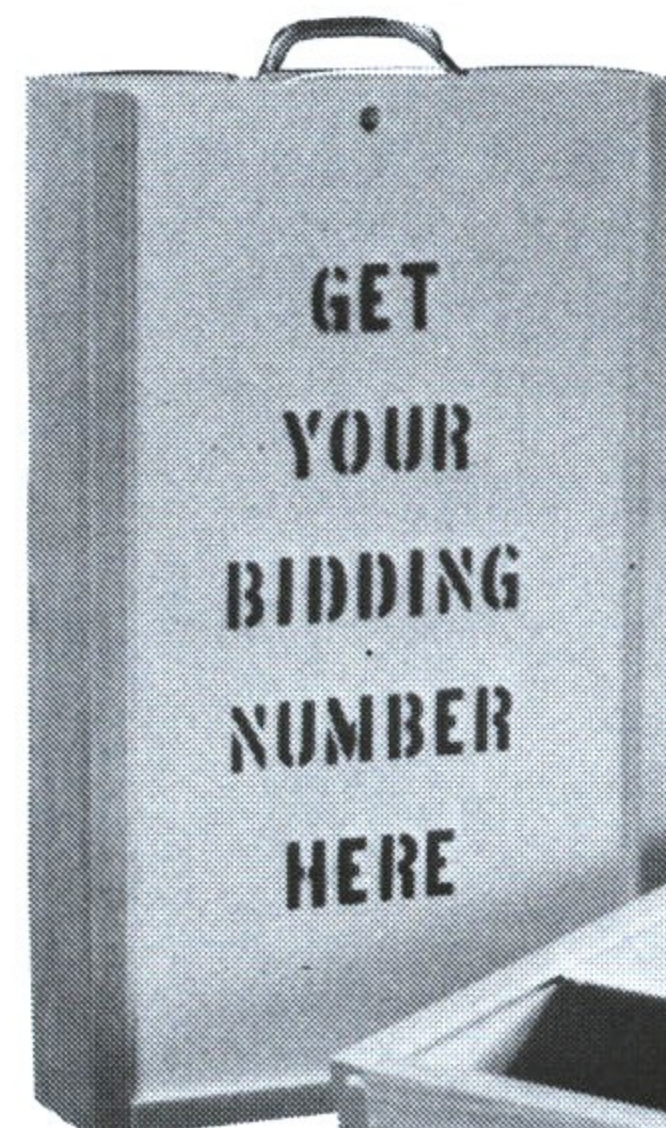
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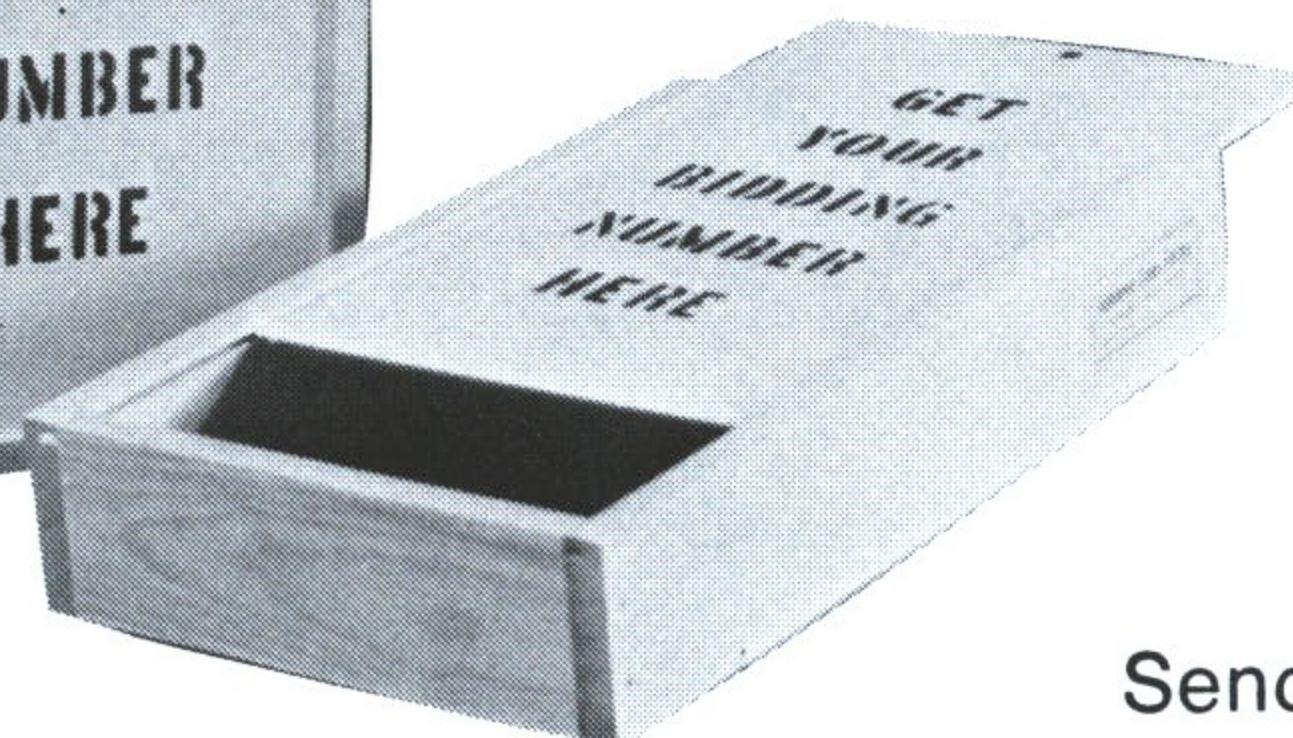
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6	21	36	51	66	81
7	22	37	52	67	82
8	23	38	53	68	83
9	24	39	54	69	84
10	25	40	55	70	85
11	26	41	56	71	86
12	27	42	57	72	87
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14	29	44	59	74	89
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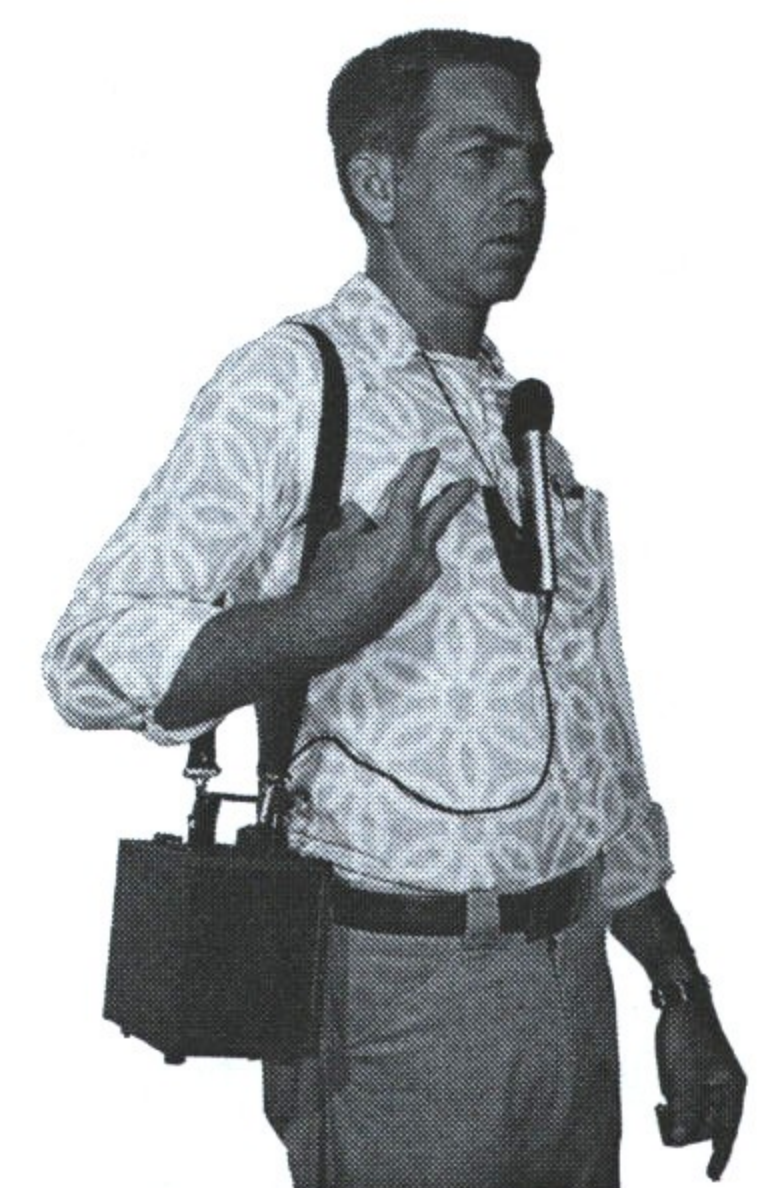
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Tennessee Auctioneers Hold 22nd Mid-Year Meeting

Registration opened at 2 pm in the lobby of the Airport Hilton Inn, Nashville, Tennessee on November 31, 1980 for the 22nd Mid-Year meeting of Tennessee Auctioneers Association. An Early Bird Party was held from 5:00-7:30 pm for 76 auctioneers and their families who enjoyed the refreshments and social activities.

A Christmas Tree was decorated with handmade ornaments which were made by the TAA Auxiliary. These and other articles were sold at the Fun Auction by various auctioneers for a total of \$647.10, added to the Auxiliary treasure. Following the Fun Auction, slides were shown by TAA secretary-treasurer, E. B. Fulkerson of the NAA Grand Ole Convention, Opryland Hotel, Nashville, Tennessee.

The TAA board of directors met Monday, December 1st for breakfast and a business meeting.

The Fall Meeting Session opened at 9:00 am with Jerry C. Gregory, Springfield, presiding. The invocation was offered by Virgil Wilder, Morristown. TAA President, Dean Howard, Decatur, gave the welcome address. We were fortunate to have Archie Moody, NAA president and his wife for this mid-year meeting. President Moody gave a report on the Grand Ole Convention and pointed out many goals set by the NAA for 1981. He urged auctioneers to attend the seminars sponsored by the NAA, also the Certified Auctioneers Institute courses, and the annual NAA convention in Las Vegas.

Steve Miller, President of Meigs County Bank of Decatur presented an informative discussion on Financing and Collections in the Auction Business. A representative of the Mid-South Beneficial Insurance Company explained the possibility of an errors and omissions insurance policy to be offered to auctioneers.

Howard Buckles, NAA president-elect and his family were also guests of the TAA. Mr. Buckles gave an interesting talk concerning a large ranch sale he had recently in his area.

Buford Evans, Lawrenceburg, gave a report on his trip to Washington D.C. to the 14th Annual Festival of American Folklife on October 8th-13th. The Festival was sponsored by the Smithsonian's Office of Folklife Programs along with the National Capitol Region of the National Park Service. This was a great honor for Mr. Evans to be selected to take part in the festival. His lectures and demonstrations of auction skills were very impressive.

Glenn Webb, Cookeville, member of the Auctioneers Commission reported 1126 auctioneers licenses in Tennessee, 379 apprentice licenses and 819 firm licenses had been issued during the year.

The Location Committee reported they had selected Quality Inn-South, Resort & Convention Centre, Chattanooga, Tennessee, for the State Convention to be held June 14-15, 1981.

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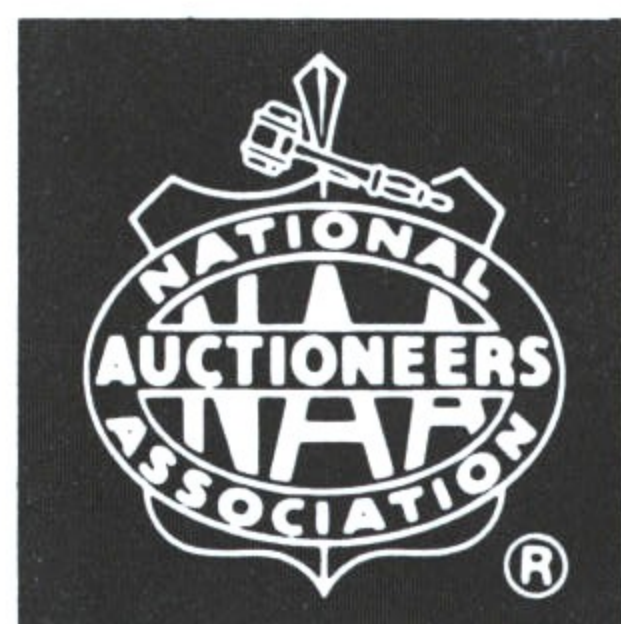
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Indiana Auctioneer of the Year



NAA DIRECTOR AND PAST PRESIDENT, Harvey C. Lambright, right, received the Indiana Auctioneers Association "Auctioneer of the Year" award. The award was presented by Tom Dunlevy at the IAA November, 1980 convention in Indianapolis.



In Memoriam...

WALTER J. PAULETTE

The NAA office was notified in December, 1980 of the death of Richmond, Virginia member Walter Paulette, July 17, 1980.

JOE E. CLAREY, JR.

In December, 1980, the NAA office was informed by John Clarey of the October death of member Joe E. Clarey, Jr., Sibley, Iowa.

HOWARD B. OVERMYER

The NAA office was notified by Mrs. Overmyer that her husband, NAA member Howard Overmyer, died suddenly February 25, 1980, at the age of 60. He had graduated from auction school in 1947, and

had remained in the auction business for 31 years. Mr. Overmyer served as a director of the Ohio Auctioneers Association, and had been an NAA member since 1953.

C. W. BORDEN

The executive secretary of the Kentucky Auctioneers Association informed the NAA office of the sudden death of member C. W. Borden, December 30, 1980. Funeral services were January 4, 1981. Mr. Borden had been a KAA member since 1972.

Spotlight on NAA Auctioneers

Auctioneer Elected Chamber President . . .

Known in Central New Jersey for his charity and fund raising sales, NAA member auctioneer **Arthur A. Williams**, North Plainfield, has been elected president of the Plainfield-Central Jersey Chamber of Commerce. Mr. Williams has been active in the Chamber for many years, serving as director and civic affairs vice president. The Plainfield-Central Jersey Chamber serves 11 communities, with a membership of 600 industrial, professional, and retail firms.

Arthur Williams is active in Plainfield civic groups, and is a member of the board of directors of the New Jersey State Society of Auctioneers.

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

Arkansas Auctioneers Association — President Tommie Walker, 1208 N. Main, Mountain Home 72653. Secretary: Jayne Lowery, P.O. Box 34, Dennard 72629, phone 501-745-4261.

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

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

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

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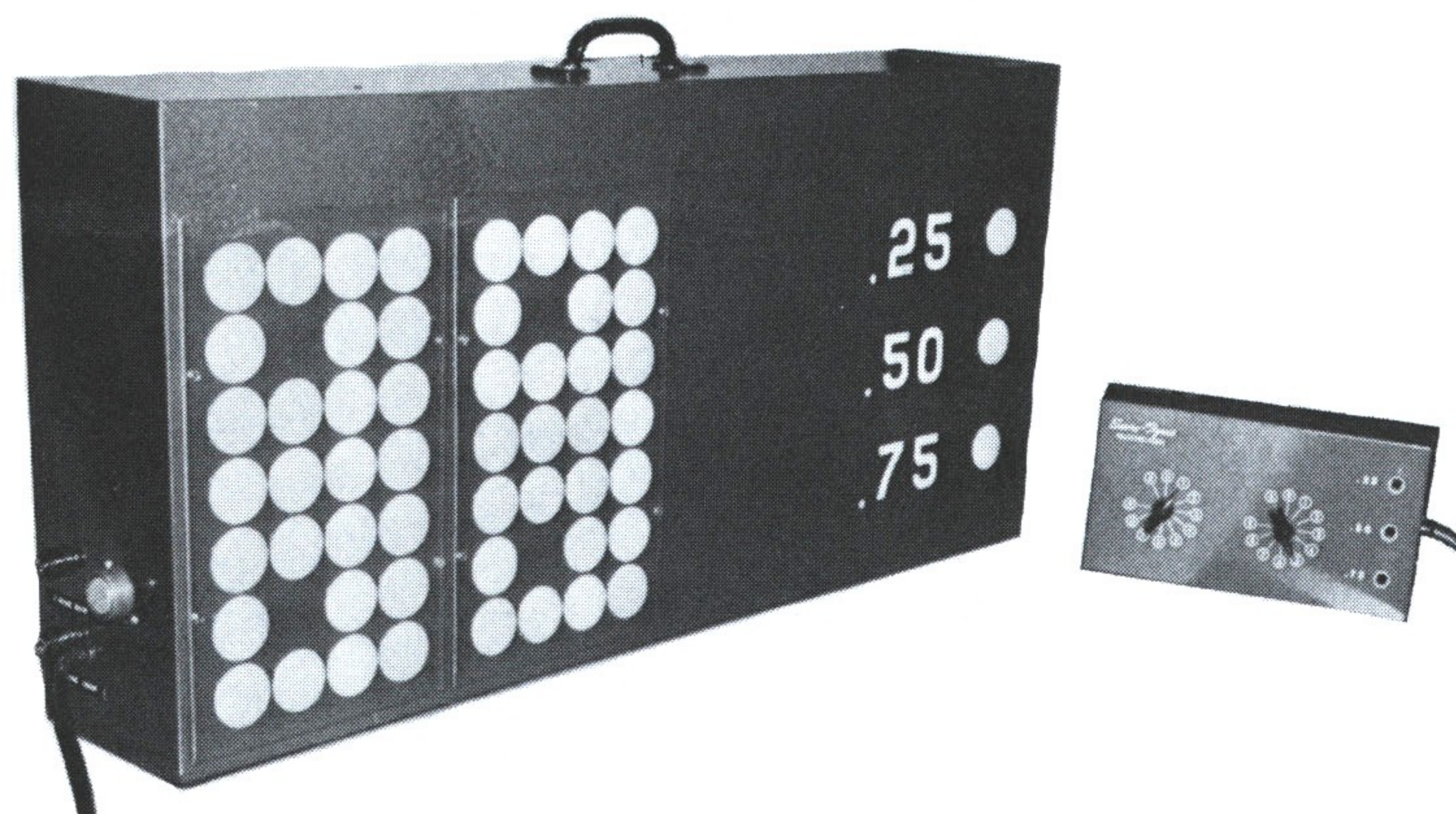
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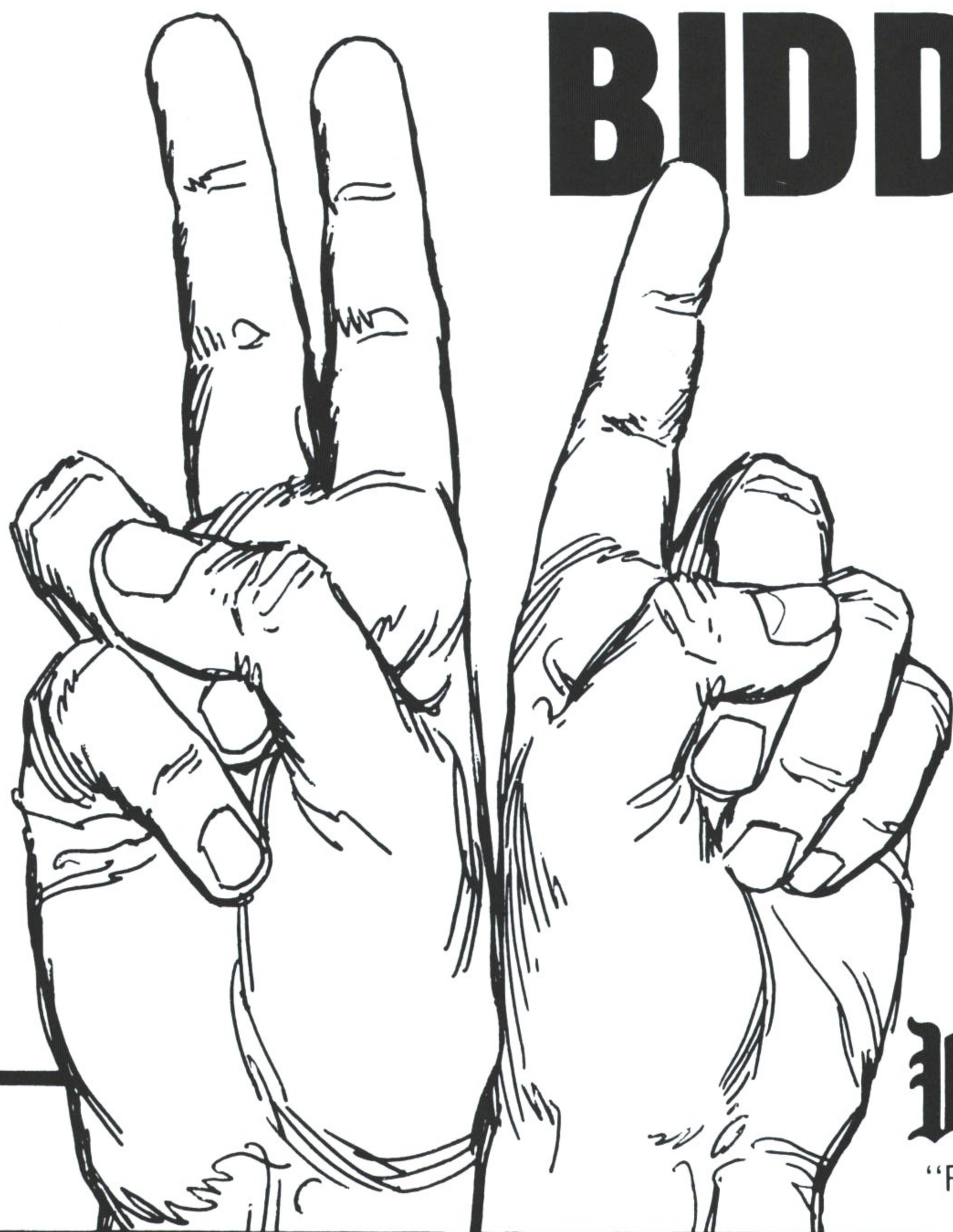
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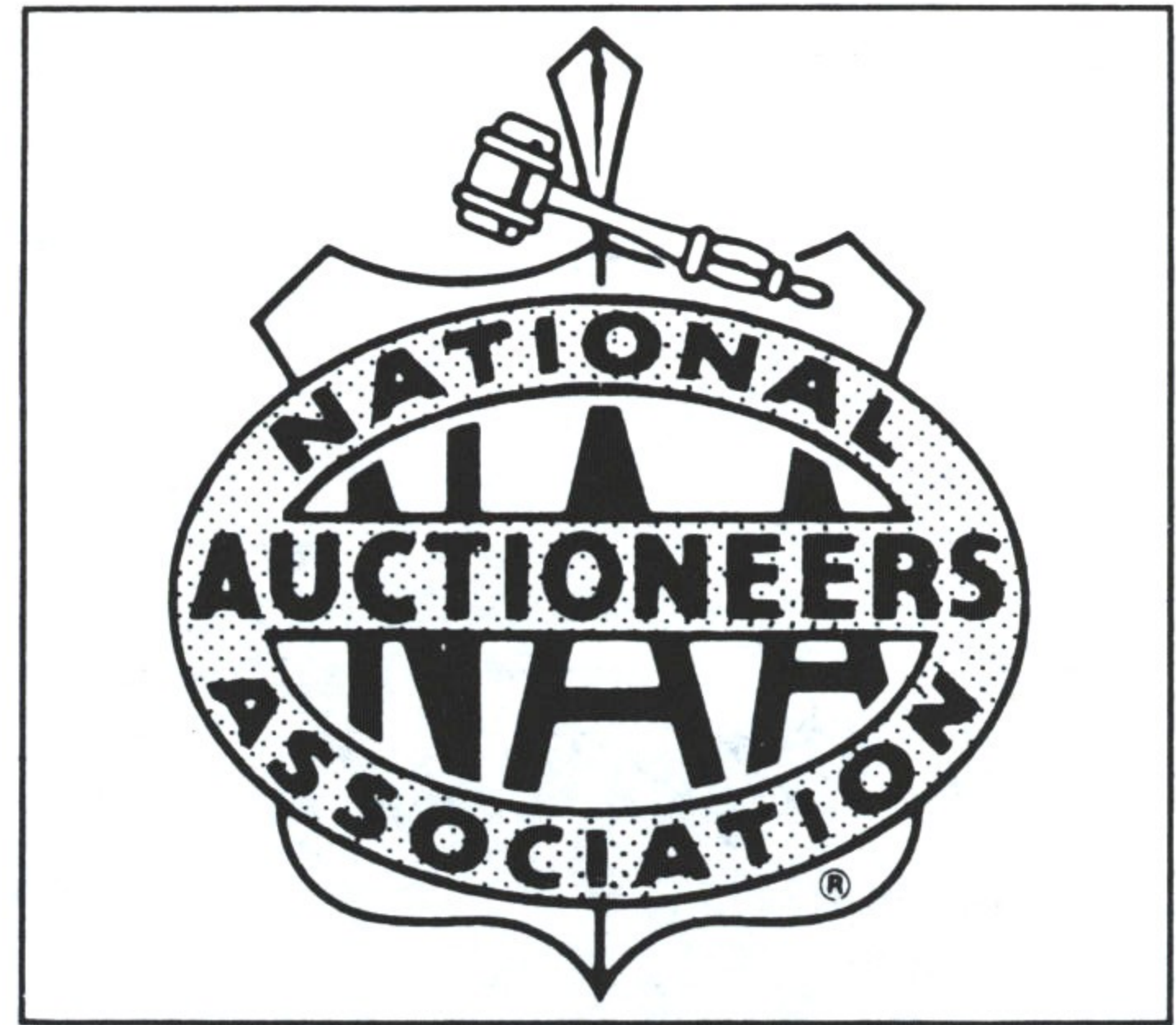
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Final Bid

Ted Giannoulas, the fellow who dresses up like a chicken to amuse fans at ball games, was asked by a reporter if the costume was uncomfortable during last summer's nationwide heatwave. He replied with a shrug: "If you can't stand the heat, stay out of The Chicken."

Two men were on a duck-hunting trip, and on the very first morning the younger of the two shot down a duck on his first try. "How's that for a shot?" he boasted. "Oh, I don't know," came the reply, "the fall would have killed it anyway."

When Lefty Gomez pitched for a minor league team, the first baseman was continually in and out of jail. A teammate said to Lefty one day: "By the time you get out there on the mound, our first baseman may be in jail. What do you think of that?"

Lefty said, "It'll be a long throw for the short-stop, won't it?"

As a police tow-truck was pulling a car away from a fire hydrant, another driver was waiting to get into the vacated space.

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

Column Inch: \$7.00 per column inch — column is 21 picas wide (3½ inches).

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(b) **Short Rate and Rebate:** Rates are based on the number of insertions in a 11-month period. Short rates will be charged if a contract is terminated prematurely.

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 - 4. COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 6.). If advertising is discontinued before completion of contract, short rates for space will apply.
 - 5. MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method: saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color. Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4¾ inches; Quarter page — 3½ by 4¾ inches or 7¼ by 2¼ inches.
 - 6. ISSUE AND CLOSING DATES:** Published monthly with the exception that an August issue is not published (11 issues annually). Issued on the first of the publication month. Deadline for ad copy is the 10th of the month preceding publication date.
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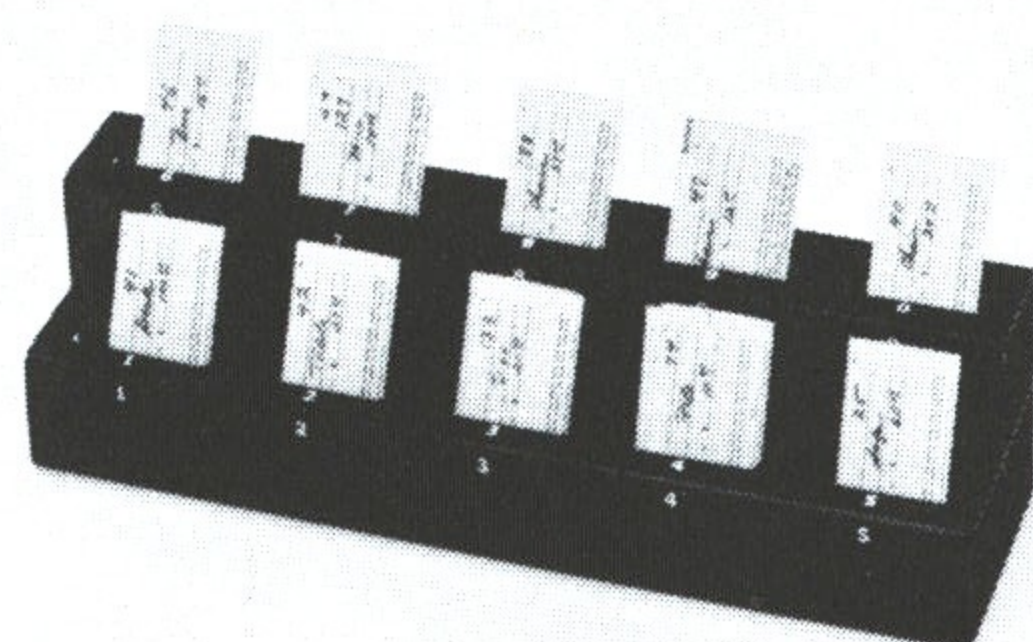
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- There is a two year repair or replace warranty on everything except batteries.

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Auctioneers Cost: \$237.00

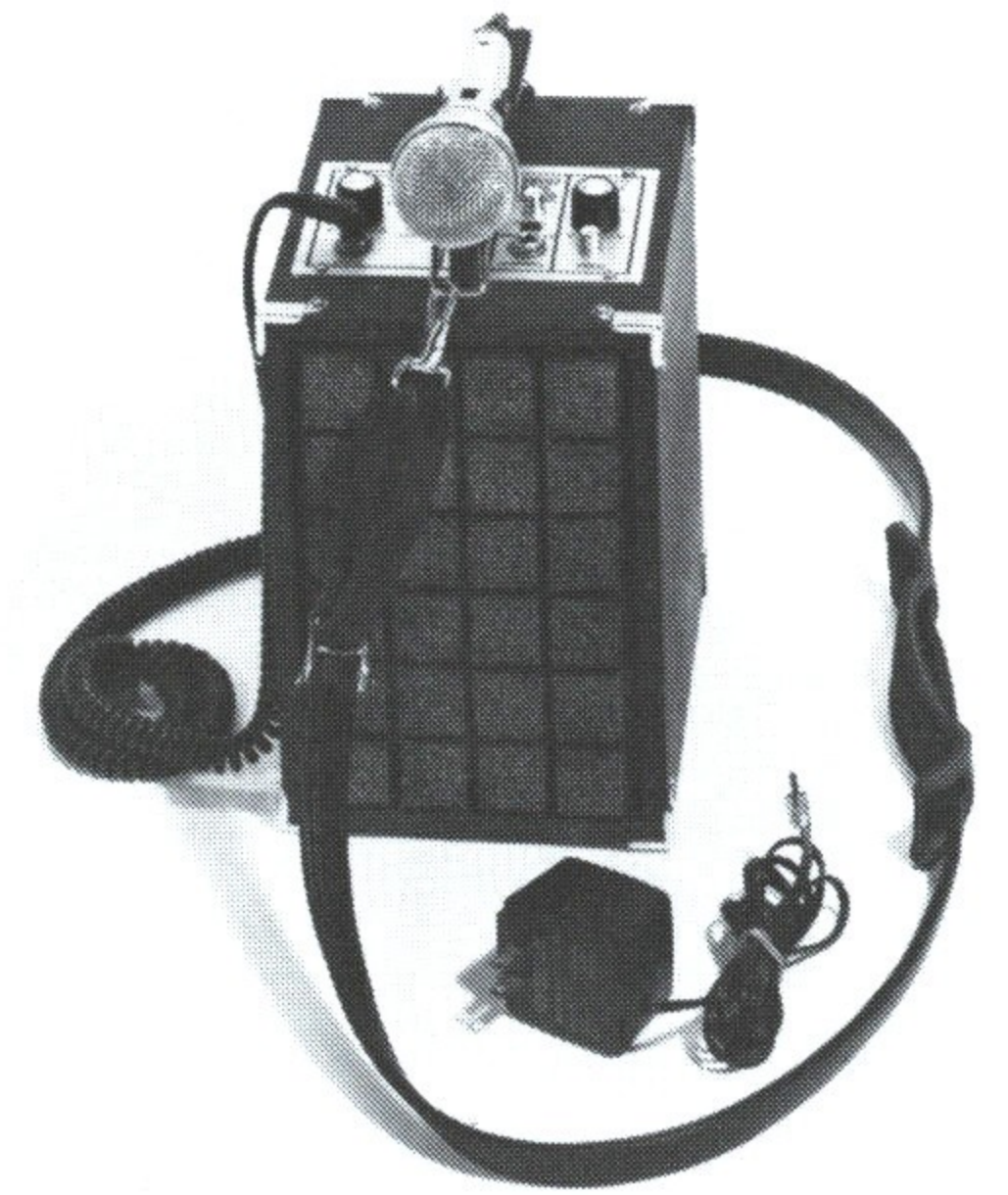
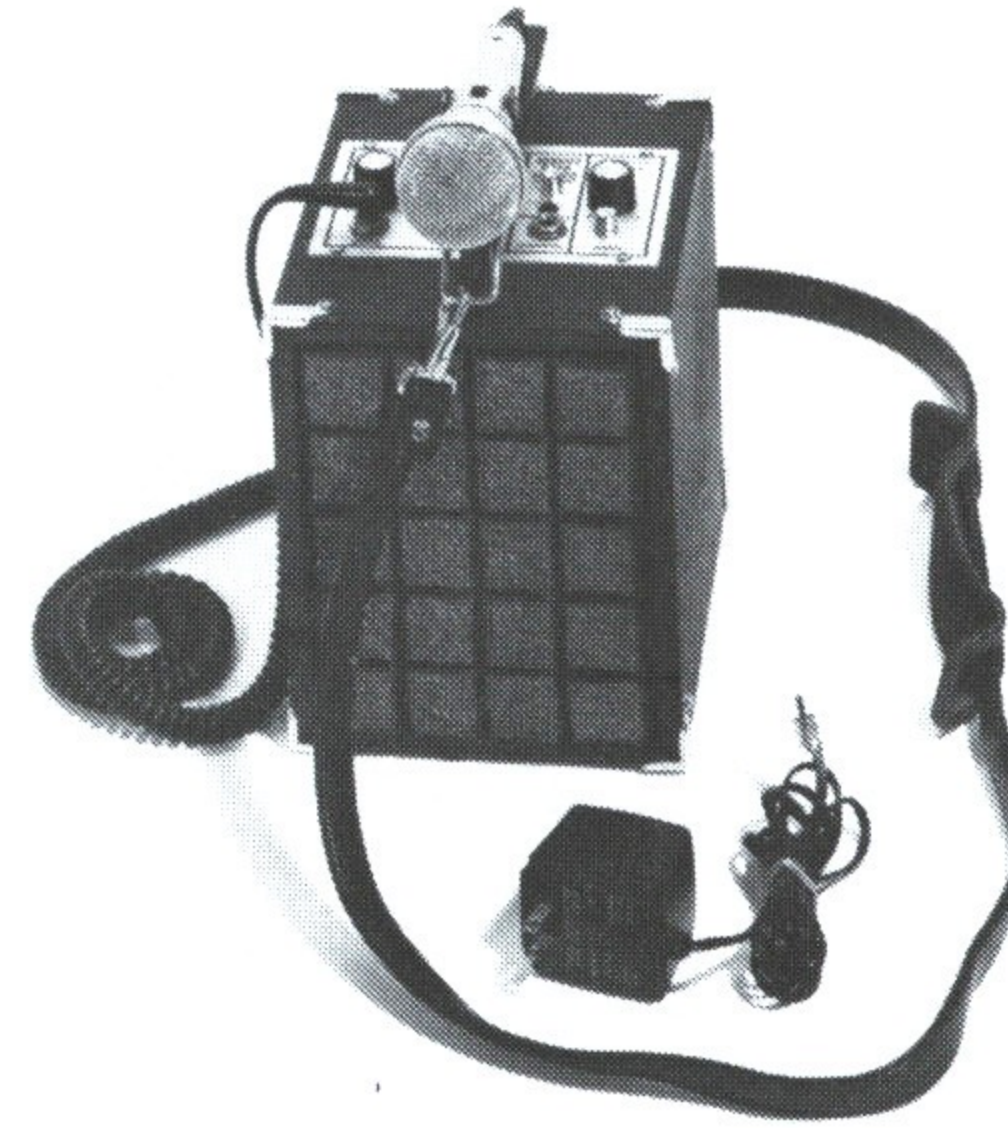
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- OUTPUTS: One extension speaker, one tape recorder.
- WEIGHT: 6 LBS., 12 OZ.

List Price: \$570.00

Auctioneers Cost: \$342.00



COLONEL® 3

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

- Storage Compartment in back to carry recharger, microphone and cord.
- Slightly larger speaker baffle area with port hole.
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- WEIGHT: 7 LBS., 6 OZ.

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