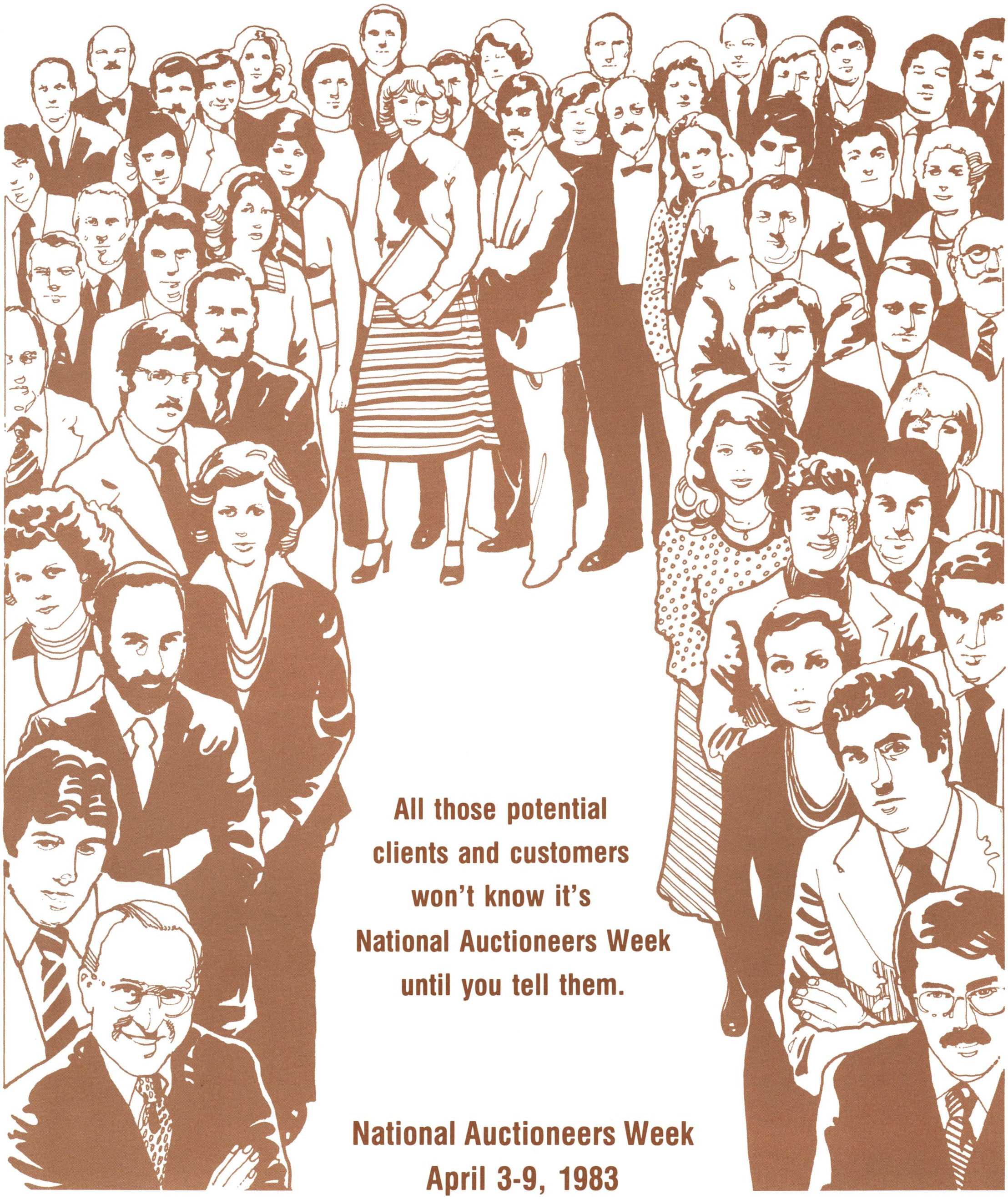
THE AUCTIONEER

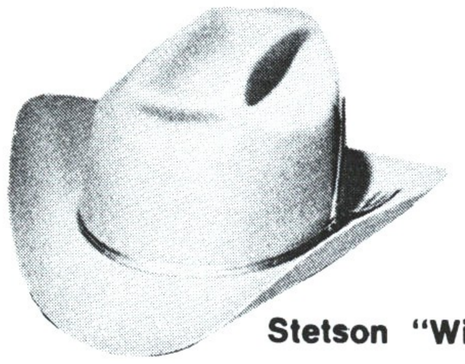
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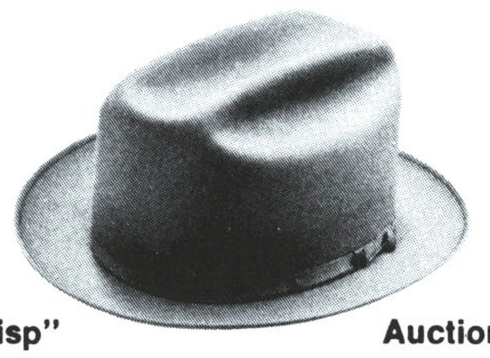
All those potential clients and customers won't know it's National Auctioneers Week until you tell them.

National Auctioneers Week
April 3-9, 1983

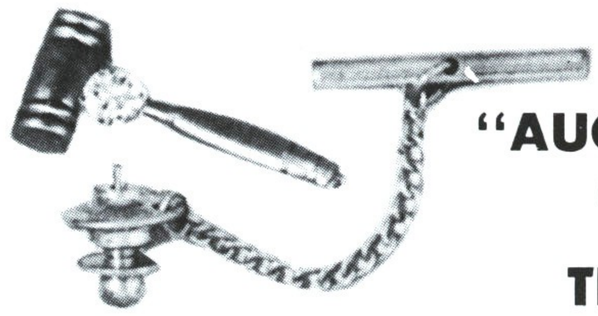
ATTENTION ALL NEW AND OLD MEMBERS OF NAA



Stetson "Wisp"



Auctioneer Hat



"AUCTIONEER'S GAVEL" TIE TACK

It has been fifteen years since we had the idea that NAA members should have something evident that would make them stand out in a crowd so that no one would wonder "Who is in charge of the sale?" We started at the top and designed a hat, pictured above, that comes in beautiful "silver belly" felt in three brim sizes: 2⅛"- 2⅜" and 2⅝". Silver belly is light grey and it comes with a red satin lining and the NAA emblem is embossed in gold on the inside crown. This design and shape went over so well that we soon added the Milan straw in the same brim widths. The summer Milan straws come in light tan and can be worn with about any color clothing.

I then began to get calls for white Panamas and I prevailed on the folks who manufacturer our hats, Stetson Hat Company, Inc., makers of the famous John B. Stetson hats, to make us a white Panama with a 2½" brim. We have now added the Panama to our line of hats.

Those of you who like the traditional Western style hat kept after me to add a truly Western-type head piece, so we did. We added the most popular style Western hat sold in the world today — "The Wisp". The Wisp, pictured above, is worn by the "Marlboro Man" and can be seen in about ervery magazine that advertises cigarettes. Our Wisp is silver belly and is 4X quality and has a 3" brim.

My wife had a tie tack designed and made for me and surprised me with it on my birthday. Many of you saw and admired it to the extent that, yes, we added it to our line. We offer the tie tack pictured above in 18K gold without the diamond, with any size diamond you would like (top quality guaranteed), sterling silver, with or without diamond, as well as sterling silver gold plated. We also offer each of the above with man-made diamonds.

The next item we added was the London Fog type jacket. Primarily a windbreaker type jacket with lined sleeves and it comes with the beautiful 4-color embroidered 3½" NAA emblem patch attached to the left breast. Just right for spring and fall weather. You can also order the patch separately.

NOW, HERE COMES THE BIG ONE!

I just recently returned from Costa Rica where I had gone to investigate the possibilities of real estate investments. Due to the fact it rained most of the time I was there I did not get to see much real estate but I did end up purchasing a small "Boot Factory." Yes, I am now the owner of a boot factory that employs five expert boot makers. These workmen are among the best "hand-made" boot makers in Central America and can put out two pairs of boots each per day. My plant production is ten pairs per day or fifty pairs per week. The beautiful boots come in several different colors and styles. The most popular, the one everybody likes (including the ladies), is number 1 and 2. The only difference is number 1 is plain on the toe and number 2 has a design in the leather. Some are lined with leather and others with polyester material. Numbers 3 and 4 are primarily the regular work or dress boot and they too are lined as pointed out above. I know some of you may be skeptical of ordering boots by mail but let me say everything we sell is unconditionally guaranteed and if you are not absolutely satisfied with anything you receive from us, send it back for exchange or a complete refund. We have pictures of these boots in color and we will send you pictures of any style. They come in sizes 5 through 14 in both men's and women's sizes. If we do not have your size in stock it might take as long as 30 days to get them special hand made for you. If you need one size heel, another size for high instep and extra wide or real narrow we can have it fitted for you because we own the factory.

Here is the good part and why we bought the factory. Costa Rica is the only democratically controlled country in Central or Latin America. But, their economy is shot. When I was there two years ago it took 8 colonies (Costa Rican money) to make one of our dollars. When I was there this time it took 50 colonies to make a dollar. What this means is that the colonies have dropped from 12½¢ to 2¢. Workmen in Costa Rica earn an average of $500.00 per year or 25¢ per hour. These boots I am offering today would have cost $175.00 to $200.00 in American money two years ago. If the colonies come back in value we will not be able to do what we are doing now. I would advise you to get your order in now while the low, low price is prevailing on these beautiful, hand-made, easy wearing, bedroom shoe-feeling, multi-colored boots. Remember, you must be satisfied or 'ole Craig will make it right.

Please note new price list. I apologize for the price increase on everything made in this country, but they just keep hiking the prices to me.

Felt Silver Belly Auctioneer Hats	**$45.00**
Wisp 4X Beaver (Western Style)	**55.00**
White Panama (2½" brim only)	**25.00**
Milan Straw (3 brim sizes)	**22.00**
London Fog type jacket w/emblem	**30.00**
NAA Emblem - 4-color Embroidered	**3.00**
Hand-made Boots (styles 1 & 2)	**75.00**
Hand-made Boots (styles 3, 4 & 4A)	**80.00**
Tie Tacks (18K gold, sterling silver, gold plated w/ or w/o diamonds and man-made diamonds) — Write for prices.	**from $50.00**
Deer and Pig Skin Gloves	**$18.00 - 20.00**

PLUS 4% SALES TAX

PLEASE INCLUDE BRIM WIDTH AND SIZE OF HATS AND BOOTS AS WELL AS STYLE-NUMBER OF BOOT.

3 1 1 4A





3 2 4 2

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Letters to THE AUCTIONEER

Injured auctioneer doing well

I am happy to report that after my accident with anhydrous ammonia in September, 1982 (December AUCTIONEER, "Priceless — the help of Association members when you need it"), my eyes and nose continue to heal, but I find that extreme cold and wind cause irritation. Hopefully the eyes will get toughened up soon. New glasses will probably be fitted in the near future.

Offers of help and concern are still being received and are greatly appreciated. I'm looking forward to renewing old friendships and making new ones at the NAA convention in Houston. Thanks again to everyone for their help and concern.

Larry Theurer, CAI
NAA member auctioneer
Wellington, Kansas

In Memoriam revisions

In the January issue of THE AUCTIONEER two corrections need to be made in the "In Memoriam" column on page 66. Deceased NAA member **Karen Hossner** was from Ashton, Idaho, not Indiana. Auctioneer Hossner was also an elementary school teacher of gifted and talented children. Secondly, deceased member **Pete Younger's** name was misspelled as Rounger. Please correct this information in your AUCTIONEER copy.

Did you get elected to public office?

NAA members who ran for public office and were elected last November are encouraged to write an article for THE AUCTIONEER, about their election and present activities in office. Articles will appear in forthcoming AUCTIONEER issues in the "Spotlight on NAA auctioneers" section.

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Add these members to your Directory

By the time you're reading this AUCTIONEER, the 1982-83 NAA Membership Directory has been mailed to all current members. However, some members who should have been listed were mistakenly omitted.

Every attempt was made during the preparation of the 1982-83 Directory to list all of the nearly 6500 NAA auctioneers. Regrettably, through computer error, human error, or a combination of both, NAA members were either removed from state lists, or were never listed in the first place. To rectify the situation, the NAA office will continue to update members' files upon notification that they have been left out.

Furthermore, **THE AUCTIONEER will publish the names of NAA members omitted from the directory.** You are highly encouraged to include these members on the back inside cover, in the "Additions/Corrections to your NAA Directory".

Additions to your NAA member Directory

The following were mistakenly omitted from the 1982-83 NAA Membership Directory.

CALIFORNIA

HOCH, MIKE, 10728 50th Street, Mira Loma 91752
STEFFEE, CLIFFORD E., Box 496, Bonsall 92003
VAN GORDON, STEPHEN, 1116 Capri Drive, Campbell 95008

MISSOURI

EASTBURN, KEVIN L., General Delivery, Phillipsburg 65722

NEBRASKA

BLANK, WILLIAM, Madison 68748

NEW JERSEY

LUBMAN, MAURY, 1080 Main Avenue, Clifton 07011
(Please omit Mr. Lubman from New York list.)

NEW YORK

WHEELER, DENNIS A., Merritt Road, RD #7, Fulton 13069

OHIO

ROTH, RICK J., R.R. #1, Box 165, Archbold 43502

PENNSYLVANIA

BAIR, ROBERT A., RD 2, Box 67, Wrightsville 17368
DIETRICH, LYNN A., 2798 Warm Spring Road, Chambersburg 17201
FRYE, H. L., P.O. Box 37, Pleasant Unity 15376
HUBSCHER, CHRISTIAN, 529 E. Broad St., Souderton 18964
KRALL, PETER H., Willow Brook Farms, Catasauqua 18032
KUNKLE, R. DAVID, 240 East Hamilton Street, Allentown 18103
WELCER, JOHN, 724 Chain Street, Norristown 19401
YOUNG, KENNETH D., R.D. 1, Allenwood 17810

TEXAS

BOWERS, JAMES B., P.O. Box 25306, Houston 77005

VERMONT

BARROWS, ALTON WARREN, RFD #1, Box 125, Wallingford 05773

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Whitewater, KS 67154
Phone: 316 799-2278

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Phone: 217 483-2484

VICE PRESIDENT

Sammy L. Ford, CAI
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Mount Vernon, KY 40456
Phone: 606 256-4545

EXECUTIVE VICE PRESIDENT

Harvey L. McCray
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Lincoln, NE 68510-2487
Phone: 402 489-9356

TREASURER

Dean W. Fleming, CAI
Atkinson, NE 68713
Phone: 402 925-2802

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Martin, TN 38237
Phone: 901 587-4244

Gary Day, CAI
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Portland, OR 97210
Phone: 503 222-9000

Ronald C. Harris, CAI
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Atlanta, GA 30337
Phone: 404 996-7355

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Florence, SC 29502
Phone: 803 665-6060

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Darlington, SC 29532-0795
Phone: 803 393-0431

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Georgetown, PA 15043
Phone: 412 573-9533

Louis B. "Benny" Fisher, CAI
437 East Atlantic Blvd.
Pompano Beach, FL 33060
Phone: 305 942-0917

Robert H. "Bob" Glass, CAI
Box 237
Central Village, CT 06332
Phone: 203 564-7318

Walter J. "Wally" Laumeyer, CAI
7306 Cleve Avenue East
Inver Grove Heights, MN 55075
Phone: 612 455-9547

Terms Expiring 1983

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Phone: 303 842-2822

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Canton, OH 44718
Phone: 216 453-9187

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Evansville, IN 47711
Phone: 812 867-2486

Dean H. Parker
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Logan, UT 84321
Phone: 801 752-7701

Joe E. Small, CAI
8231 Santa Clara Drive
Dallas, TX 75218
Phone: 214 241-1912

THE AUCTIONEER

FEBRUARY, 1983 **Volume XXXIV, Number 2**

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

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

Editorial and Advertising copy must be received in the NAA office on or before the 10th day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before advertising can be accepted. See rate schedule on last page.

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

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

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

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

Mrs. Sandy Chapin, Secretary
Ms. Marge Houser, Secretary
Mrs. Susan Koerber, Secretary
Mrs. Sharon Whisenhunt, Secretary

Less than six months remain in the "Year of the Auctioneer"



By Rex B. Newcom, CAI, President
National Auctioneers Association

My theme for the 1982-83 NAA year has been, "It's the Year of the Auctioneer", and I hope you have had an outstanding beginning for 1983. However, less than six months remain on my term as NAA president. During my many travels to state auctioneers association conventions and other meetings involving auctioneers and auctions, I have heard reports of good activity in our profession.

It is encouraging to know that the Real Estate At Auction Seminar, held on January 24-25-26 in Louisville, Kentucky, was sold out. I am sorry that several NAA members waited too long to register, and due to the late indication of interest, we were unable to increase our registration limit. It is obvious that the members want to learn more about the auction profession so that we all can do a better job for our sellers and buyers.

Interest is higher this year in our second seminar — the Antiques at Auction Seminar in New Orleans. By the time you read this article, we probably will be on our way to New Orleans. The programs for our 1983 Seminars were outstanding, and president-elect Bill Gaule (also seminars chairman) did an outstanding job of organizing the two seminars. The instructors all excel in their fields of work, and we can learn much from each one. The new ideas, methods, and techniques are invaluable to the progress of our businesses!

We soon will recognize the efforts of auctioneers when we sponsor the annual, National Auctioneers Week. Already many state association leaders have contacted their state governors to have resolutions prepared recognizing the auction profession and auctioneers. We need to promote our profession, and whenever we describe a sale of property, describe it as an "auction sale" of property.

Put the word, "Auction" in the headlines whenever you discuss your profession!

Hopefully, all NAA members will use the NAA emblem in all auction advertising, to let the general public know that there is strength in numbers; and that the National Auctioneers Association membership does work by a very strict and meaningful Code of Ethics. We need to impress on the public that there is an organization which promotes the auctioneer as a confidant of the public and an instrumentality of community progress and development. Auctioneers who take pride in their work and continue to learn more about their profession will be more equipped to serve the public. The public will certainly accept the auctioneer who continues to improve on his or her methods!

Members of the National Auctioneers Association, and only NAA auctioneers, can improve on their business techniques and methods can earn the designation, CAI. The 1983 CAI courses are scheduled for April 10-15, and registrations are now being accepted for Course I. If you wish to attend the 1983 Course, write immediately to Stephen J. Martin, Executive Vice President, Certified Auctioneers Institute, 4211 East Third Street, Bloomington, IN 47401, phone 812-333-0077. The Certified Auctioneers Institute is not an auction specialization seminar, but the course work offers the NAA member understanding in areas of finance, accounting, law, advertising and other areas of major concern in the auction business.

NAA director Joe Small has been appointed 1983 NAA "Deep In The Heart of Texas" Convention Chairman. Joe and his Texas Auctioneers Association auctioneers have begun work, and the program in Houston, Texas, should be of interest to each member, his or her family, and auction associates. The 1983 Convention program will be streamlined somewhat, but will continue to offer the members help in their areas of auction specialization.

This is the Year of the Auctioneer, but to make it so, you must do your part to promote the auction profession. Hopefully, each member will sponsor a new NAA member — a qualified auctioneer who will best represent the profession and the Association well. I am asking each member to get involved, to make our Association meaningful to not only the auctioneer member, but to anyone who becomes involved with the auction method.

I want to meet you personally in Houston! The 1983 NAA Convention will not be complete without you.

BUSINESS OPPORTUNITY

Established Auction Company to be SOLD at Auction

Saturday, February 12, 1983 - 1:00 P.M.

Company Description:

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(305)323-7340

Established 25 years, 9 years with present owner
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Open Daily, 10 - 5 for Wholesale, Reatailers
$700,000.00 Annual Gross
Listed - Dun & Bradstreet
Listed - Lyons Directory
Types of Items Sold:
Furniture, Antiques, Reproductions
Appliances, Motel Salvage

Lease available to buyer ($1,200.00 per month up to 4 years)
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Storage building (4500 Sq. Feet)
Located on State Highway 17-92
(Main north - south highway through Sanford)
Desirable location for Retail and Daily Sales
Additional available items:
White Freight Liner Tractor
3 - Drop frame furniture semi-trailers
1 storage trailer
1 - 18" IHC 2½ ton pickup truck
1 Forklift
Numerous furniture dollies, assorted fans & office equipment
$50,000.00 (cost) Inventory

The company will be sold on February 12 and the owner will then either run a Second Auction to dispose of Equipment and Inventory, or will sell to buyer, at buyers discretion, any or all Equipment and Inventory

Present owner has purchased an Indoor Gun Range in Apopka, Florida and will be operating this facility, making it hard (impossible) to operate both facilities at the same time. This is a genuine opportunity for some Auctioneer to come to Sunny Florida and step into a going Auction Business that has been and will continue to be a real money maker.

Headquarters Relocation Fund Report

Payments on pledges over $275,000; Response to Fund Program gratifying

By Martin E. Higgenbotham, Chairman
Headquarters Fund Program Committee

Response to my request for those of you who have made pledges to the Headquarters Relocation Fund Program to make early or final payments has been gratifying. Due to your support, we have received over $275,000 in payments on pledges! Thank you very much for your support and continued enthusiasm to our Headquarters Fund Program.

We still need additional pledges to reach our goal of $600,000 *total* pledges, and hopefully, many more members will participate in this important program of the National Auctioneers Association. By the time you read this article, the NAA Board of Directors will have heard my report, which should allow us to determine the date of our ground breaking ceremony in Overland Park, Kansas, the site of our new NAA office building.

You can be proud of your efforts! The new NAA headquarters will make you proud of your profession and will serve you well. It is a privilege to serve as the chairman of the Headquarters Fund Committee and again, thank you for your support.

Auctioneers needed, contact prospect

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

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

Music dealer seeks drum equipment

I am a dealer of new and used drum sets, and all related drum equipment and accessories. I would appreciate hearing from auctioneers in New York, New Jersey, Connecticut, and Pennsylvania concerning auctions or sales of the above mentioned equipment.

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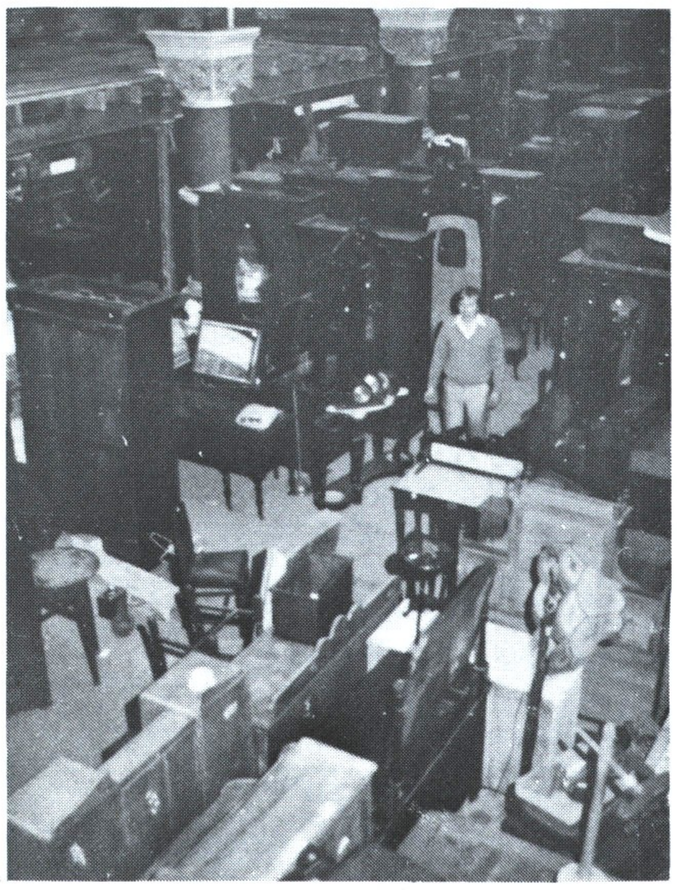
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China Cabinets	☐	Carriages	☐	Pianos	☐	Spelter Figures	☐
Gateleg Tables	☐	Bentwood Chairs	☐	Hall Trees	☐	Dinner Wagons	☐
Eterges	☐	Flo Blue	☐	Washstands	☐	Piano Stools	☐
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Towel Racks	☐	Bureau Bookcases	☐	Bureaux	☐	Shefioneers	☐
Marble Clocks	☐	Buffets	☐	Barrometers	☐	Oak Furniture	☐
Hat Racks	☐	Queen Anne Chairs	☐	Pottery	☐	Corner Cabinets	☐
Paintings	☐	Leaded Glass	☐	Wall Clocks	☐	Silver Plate	☐
Royal Doulton	☐	Pine Furniture	☐	Prints	☐	Grandfather Clocks	☐
Fern Stands	☐	Bedroom Suites	☐	Carnival Glass	☐	Primitive Furniture	☐
Mirrors	☐	Coal Scuttles	☐	Candlesticks	☐	Sea Chests	☐
Carriage Clocks	☐	Paintings	☐	Captains Chairs	☐	Tapestries	☐
Curio Cabinet	☐	Sets of Chairs	☐	Bookcases	☐	High Boys	☐
Player Pianos	☐	Brassware	☐	Pub Furniture	☐	Oriental Items	☐
Sideboards	☐	Mantle Clocks	☐	Wardrobes	☐	Music Boxes	☐
Secretarys	☐	Cut Glass	☐	Bronze Figures	☐	Carvings	☐
Rocking Chairs	☐	Wedgewood	☐	Chest of Drawers	☐	Architecture	☐
		Spode	☐	Card Tables	☐		



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The Legal Aspects Of Auctions . . .

Security interests in personal property

By Gregory E. Michael
Attorney at Law
Hanrahan & Michael, P.A.
Merrimack, New Hampshire

When was the last time you, the auctioneer, checked local city and state Uniform Commercial Code financing statements prior to selling personal property at an auction? What is the liability of an auctioneer who auctions personal property subject to a perfected security interest or chattel mortgage, even though the auctioneer, in good faith, is unaware of the security interests?

The answers to these questions should cause all auctioneers to mentally review the steps they take prior to any auction sale, to help insure (1) a professional job and (2) that the auctioneer will not be forced to pay a secured party.

In an interesting case dealing with this issue, the New Hampshire Supreme Court held that where an auctioneer erroneously sold fixtures covered by a chattel mortgage (security interest) of plaintiff, the plaintiff was entitled to recover the value at the time of the conversion (auction sale) of the property sold. Further, the court allowed recovery against the auctioneer even though he sold the property in good faith and without knowledge of the rights of the secured party. *Morin V. Hood,* 79 A.2d 4 (1951). Article 9 of the Uniform Commercial Code specifies how security interests in personal property are established and perfected ("perfected" is the term used to describe a security interest which has been properly filed to place the public on notice of its existence).

If you have any doubts about the existence of chattel mortgages or security interest, check all local or state filing offices to determine if there are security interests on the property to be sold. Reliance on the consignor's statements that there are no security interests will not protect you from future problems if the security interests are properly filed.

It is important not to confuse secured transactions with the Bulk Sales Act (Article 6 of the UCC), because while both can cause the same problems for the auctioneer (paying twice for the same goods sold), each must be reviewed separately to determine applicability to a give sale.

(Local laws vary, so be sure to check applicable statutes and regulations in your area).

Auctioneers license law introduced in New York

A bill which calls for the regulation of auction policy and uniform qualifications for the licensing of auctioneers was introduced to the New York State Assembly in December. The stated purpose of the measure is to safeguard the public from "unscrupulous and disreputable practices".

The bill requires applicants to be at least 21 years old, U.S. citizens or resident aliens, of good moral character, and to remit a non-refundable $100 application fee. If granted a license, the bill requires that the auctioneer refrain from false promises, false witness, misrepresentation, and dishonest conduct, or the license will be revoked.

A board of auctioneers would be appointed to oversee auction practices in the state and decide penalties for any violators of the rules the bill details.

Auctioneer license fees would be $200 for class II and $400 for class I. If the bill is passed by both houses and signed by the governor into law, it will be effective September 1, 1983.

Auctioned doll had "kill mommy" message?

Christmas is coming, you have a few consignment auctions before the holiday, and you buy some toys to sell. One is a doll with tape recorded messages that are activated when you pull a pacifier from its mouth. The doll sells well at about $12 apiece, and you've made a good profit on your small volume purchase.

A few days later you read in the morning paper that one of the doll's messages is "kill mommy". Good grief, what next?

NAA member **George Pechilis,** Columbia, South Carolina, had to deal with just such a episode last December. And you may have read about the defective doll in the newspaper, since the story went nationwide. Did the doll really say "kill mommy"? Was it only sold at auction? As executive director of the South Carolina Auctioneers Commission, Pechilis had to have some answers because the dolls were auctioned in his state. However, getting all the facts did not make for an open and shut case regarding the "Baby Darling" doll.

Not one official complaint filed

George Pechilis first heard about the doll from newspapers contacting him for information, not from angry buyers and not from the South Carolina Department of Consumer Affairs. Even then, not every-

Continued page 10

one was sure what the doll was saying. A Puerto Rican lady explained that the doll was saying "I want my mommy" in Spanish; another buyer definitely identified "kill mommy".

Published complaints came from two points in the state. A Spartanburg, South Carolina, man took his defective doll to the local television station the threatening message was played but the doll was never shown on the air. A Walhalla woman reported her death threat doll to the newspaper, having tested the doll before giving it to her eight year-old daughter. Still, no formal complaint — oral or written — was received at the South Carolina Auctioneers Commission nor the Consumer Affairs department. That fact continued to puzzle auctioneer Pechilis.

By this time he had been contacted by all three major television networks, but all he could provide was that only some of the dolls were defective, and that auctioneers selling the dolls were not aware of the defect. In fact, the dolls were factory sealed, with some bearing a Taiwan manufacturer's name, some a company in Chicago, and others from Mexico. But all were the same kind of doll — cute, blonde, and with a pacifier in its mouth.

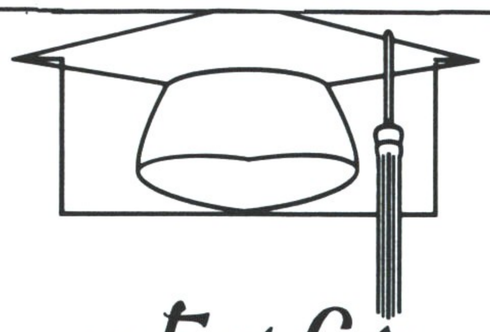
Finally, the consumer affairs traced one of the defective dolls and contacted the distributor. The only explanation for the bad message was weak batteries which did not provide enough power for the full message to be heard clearly. Put in fresh batteries and you were supposed to get the full — and less threatening message.

What about the auctioneers?

According to Pechilis, as of early January the entire situation had corrected itself. He still had not received an official consumer complaint, and the media had stopped contacting him for information. But one of the last newspaper reporters asked George Pechilis the wrong question, "you sound kind of bitter, why?"

You bet auctioneer Pechilis was angry. Throughout the entire media coverage of the event, the only source mentioned for purchasing the defective dolls was at auction or through auction houses, despite the fact that you could buy the dolls at flea markets and certain variety stores. He felt that too much negative emphasis was put on the auction method without first getting the facts straight. Actually, the auctioneers involved handled the problem quite fairly. They did not break the sealed packages (which would have implied damaged goods); and the auctioneers offered to take the doll back and refund the money. Suggested retail price was $6-12.

You may not hear much about these dolls anymore, because the entire episode has probably come and gone by the time you are reading this AUCTIONEER. Was the doll worth buying in the first place? Quite a few buyers thought so, and so did George Pechilis. However, he explained that the doll looks cuter when you take the pacifier out of its month. But then again, that's how the whole problem started.



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You can "win" fighting City Hall

Taking on your local city government in a dispute can be a costly and damaging venture if you lose, and a dubious victory if you win. Consider the year long conflict between NAA member **Donna Lewis** and the city officials of Red Bluff, California, at odds over something quite familiar to auctioneers — the opening of a consignment house.

The confusing issue can be briefly stated: they allowed Lewis to open up for business *then* informed her of thousands of dollars in repairs that she would have to make to stay in business. She felt that was unfair and decided to fight back rather than close the doors.

City was right, Lewis was right, but the city made a mistake

Last January the Red Bluff city office issued auctioneer Lewis, a new resident, a city "business license" without informing her that a city occupancy permit was also necessary for opening a business. Lewis was led to believe she had all she needed to open; the city was operating under a procedure of issuing business licenses then holding building inspections when the city could get around to it.

Only after she held her first auction was Lewis informed that she would need an occupancy permit. She called the license department and was informed that she had automatically filed for the permit along with the license and, that the department would sign her off and a permit issued.

After her third auction, Lewis was told that her building was a fire trap and not accessible to the handicapped. They postponed the handicapped requirements but did not put off the fire safety specifications. Because she should have been informed of the requirements before she was allowed to open, the fire department agreed to a short-term compromise until Lewis could afford to install emergency door hardware.

Despite the fact that her auction facility was only open to the public for five hours a week, and that Lewis offered to keep specific doors open for emergency exits, the city would not issue a judgmental variance on the requirements. In April, she received a registered letter stating that she was in violation of several building codes and would have to meet the requirements or close in one month. Furthermore, her building permit which she "automatically" applied for when she got her business license was cited in the official letter as never having been received.

In addition to the fire exit requirements, the postponed handicapped access requirements, and the deadlines, Lewis was also informed of $5000 in electrical changes that would have to be made. Where was the building's landlord during all this? He was not required by law, to make any building re-

Continued page 12

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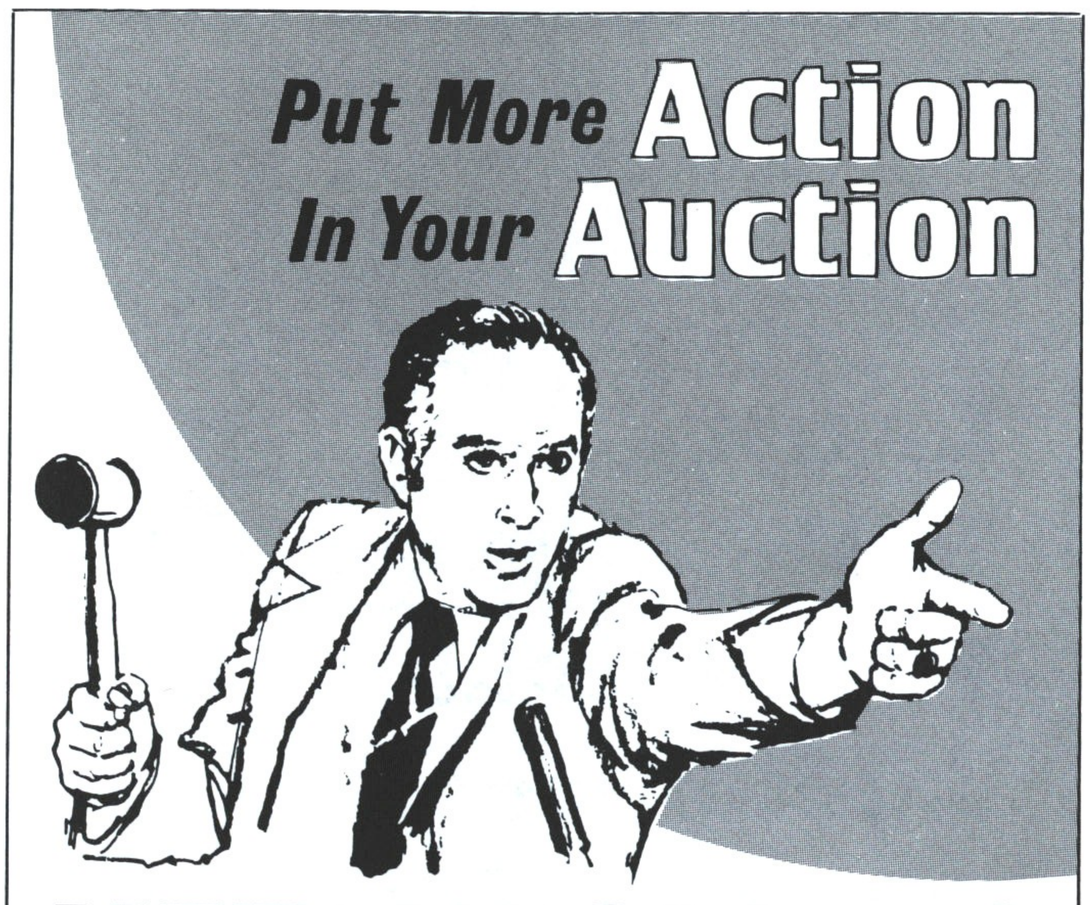
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pairs unless Lewis signed a five year lease. By this time, Donna Lewis and her husband were wishing they had settled somewhere else, and certainly couldn't see staying in the problematic building for five years.

Auctioneer Lewis was the first to admit that both parties in the dispute were right. The city had safety and handicapped specifications which should be met for the safety of her auctions, but the city let her go into business without informing her of its demands. If she had known what those requirements were, she would have found another auction location.

The dispute was proving good for business

Lewis and her attorney were ready to go to court to show that she was being driven out of business by the city's disorganization and red tape. Much of the town's business community agreed with them.

After Lewis had been on radio, television, and in the newspapers with her story, attendance at her auction increased. Even local plumbers offered to make changes — for free — in the building's rest rooms to meet handicapped requirements. Through discussions with other business people she also learned that many buildings in town were not up to code despite supposedly twice yearly inspections by the building department. **Astonishingly enough, even the city hall did not meet the requirements that city officials were demanding of Lewis' auction house.**

Her last resort, other than civil suit, was the city's Board of Appeals, made up of local business people and not city officials. A compromise was worked out so that Lewis had until November to come up to fire code and January 1, 1983 to put in handicapped access facilities. Needless to say, it had been a long and frustrating year.

Fed up with all the problems and unable to afford the remodeling of the building, auctioneer Lewis closed the doors on her consignment house, got out of her lease, and moved down the street to an office in a professional building. What's to be learned from surviving such a business dilemma? Plenty, according to NAA member Lewis.

Auctions are not that common in northern California and women auctioneers are not that common anywhere in the country. Lewis explained to THE AUCTIONEER that if you conduct yourself in a businesslike manner and assure people that your auction business is there to stay, even a new community will appreciate you as a valuable business service. Getting accepted as a woman auctioneer was more difficult, but according to Lewis, that is no longer a major problem.

Regarding a fight with city hall, Lewis is quick to emphasize that if you believe you are right, your local Board of Appeals is an option you should consider *before* you take the city to court. The compromise that you, the Board, and the city may arrive at could save you time and court costs.

How's business look for Donna Lewis in 1983? Good, especially since she can rent a facility that meets all codes and building requirements. After her year of going round and round with the Red Bluff city officials, auctioneer Lewis rents the county fairgrounds and conducts her auctions there.

SBA directory available

The U.S. Small Business Administration, through its Office of Advocacy, offers "A Directory of State Small Business Offices and Activities". Purpose of the Directory is to provide "a valuable guide for small business owners seeking government agencies with information concerning, management, financial, or procurement assistance programs offered by the state".

Contents includes comparative charts for all states, their small business programs and activities; plus address and contact information for specific state offices involved with services to small businesses.

You can obtain your copy of this Directory by requesting from the following SBA office.

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Where, when, and how to spend advertising budget without spending commission dollars.
How to effectively use pictures.
Aids and Equipment available to reduce workloads.
How to solicit Sellers work force and valuable assistance.
How to justify and obtain commissions greater than your competition.
How to communicate your competition's deficiencys without jeopardizing your position.
How traders will "wreck your ship".
Why prospects are afraid of the auction process.
How to combat "last resort" and "broke" image of auctions.
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How to make the "Expert from Afar" image work for you.
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How to avoid appraising a prospect's offering and still maintain credibility.
What sources of income are you letting slip by?
How to ascertain prospects real objections.
Methods available to communicate ability to perform for prospects.
How to gain credibility by answering the question before it is asked.
How to conduct the auction without friction between buyer, seller and auction crew, while maintaining complete control.
How to get the most results from expensive medias without spending the money.
How to obtain free publicity for you and the sale.
What is the "Cancer Effect"?
How to appraise something you have never seen before.
How to prepare fee appraisals.
How to select advertising medias.
How to get the other 20 percent.
Learn the "No Cost" Concept.
When and how to work with other auctioneers.

(CONTINUED on next page)

What to do to keep your image professional.
Learn a clerking system that gains seller's confidence.
How to handle vehicle titles.
When it pays to turn down consignments.
When to walk away from a prospect.
How to make consignment sales successful.
Why, where, and how to conduct color slide sales.
What is the value of Institutional Advertising?
Justifiable bid rolling and how to do it.
What is the true value of your ringmen, clerks and cashiers?
When and How to make final Sale Settlement.
Learn a registration, clerking and accounting system with built in checks and balances.
When to require Bank letters of guarantee.
Opening announcements with teeth and legal status.
Legal obligations you can take or leave.
When to tape record a sale in progress.
What is the value of pre-sale inspections?
When to paint and clean equipment.
How to obtain a no cost caterer.
What circumstances demand which customer amenities?
How to establish the proper selling sequence.
Charity Auctions - A double edged sword.
How to utilize mortgaged Property Agreements.
What are the four basic contracts useful to an auctioneer?
When to seek a private treaty listing.
How to effectively utilize an office and staff.
How to sell faster without leaving dollars on the table.
How to achieve the ideal sale set-up.
How to develop security with and without check-out personel.
Learn to avoid the greatest pitfall.
What details yield big dividends?
How much lead time is enough.
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ABOUT THE SPEAKER:

Arvell Williams holds a Bachelor of Business Administration from West Texas State University, having graduated in 1968. He graduated from Reisch American School of Auctioneering in 1965 and auctions have been his principal source of income since that time. He is married and has two children. Arvell knows the pitfalls and struggles of developing a career from scratch because he has built his company, Williams & Webb, Inc. without the benefit of the guidance he is offering you. He has conducted sales for all types of clients, including the kings of industry. His experience will be rewarding and his knowledge will be beneficial and worth untold hard dollars to you.

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• Reservations must be received at the hotel by July 5, 1983. Lodging after that date will be confirmed on a space availability basis, at regular room rates.

• Room rates, especially arranged for the NAA convention apply only to NAA convention registrants. Lodging must be arranged on the reservation form in THE AUCTIONEER, and phone reservations for NAA rates will not be accepted. Availability of rooms at a given rate are shown below.

Accommodation	Rate	Percentage of the NAA room block
Single	$51	25%
Single	$59	50%
Single	$66	25%
Doubles/Twins	$63	25%
Doubles/Twins	$71	50%
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The higher the room charge, the better quality the room, as well as being higher in the building. Additional reservation forms available upon request to the NAA office.

• Arrival time stated on your reservation form is the time you can check in and be shown to your room. If your room is not ready, your luggage will be stored until your room is prepared.

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

• Deposits are not required to hold rooms. However credit information (your major credit card) will be requested at time of check in. Personal checks will not be accepted unless accompanied by a major credit card.

• Entire NAA convention will be housed in Houston's Shamrock Hilton, with all convention actitivies taking place in the hotel.

• Registration for the Houston Convention will begin with the April issue of THE AUCTIONEER. Complete information and registration forms will be in the center section of the magazine.

Program-at-a-glance

The following NAA convention program is a very abbreviated version of the full convention schedule you will receive in Houston. Only the major events have been included to help you plan your convention attendance.

Tuesday, July 26, 1983

ALL DAY
Tours sponsored by the Texas Auctioneers Association
CAI Continuing Studies Workshop

Wednesday, July 27

ALL DAY
NAA headquarters office
Tours sponsored by the Texas Auctioneers Association
Convention registration desk
AFTERNOON
Convention exhibits open
EVENING
Poolside reception for all convention registrants

Thursday, July 28

ALL DAY
NAA headquarters office
Host association headquarters
Convention registration desk
Exhibits
Youth activities room
MORNING
State association officers' breakfast and workshop
Ladies hospitality hour and workshop
NAA workshops
Nominating Committee meeting
"Deep in the Heart of Texas" Luncheon
AFTERNOON
NAA workshops
Auction school receptions
Fun Auction preparation
EVENING
Houston Convention Fun Auction

Friday, July 29

ALL DAY
NAA headquarters office
Host association headquarters
Exhibits
Youth activities room
MORNING
State association breakfasts
Nominating Committee meeting
NAA workshops
NALLOA Open Meeting
Auxiliary luncheon and program
AFTERNOON
NAA workshop
NAA Board of Directors Open Meeting
EVENING
Awards Festival and entertainment

Saturday, July 30

ALL DAY
NAA headquarters office
Host association headquarters
Exhibits
Youth activities room
MORNING
CAI continental breakfast and meeting
Auxiliary continental breakfast
NAA workshop
NAA Annual Meeting
Auxiliary Past Presidents' Brunch
AFTERNOON
Officer/director election ballot distribution
NAA Annual Meeting continued
EVENING
President's Banquet
Youth party
President's Ball
(12 midnight 1983 NAA Convention ends)

Sunday, August 1

Members, their families and guests return home, begin vacations etc. No official events occur on Sunday.

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Date	Time			

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Name(s) _____
Firm _____
Home Address _____
City _____ State _____ Zip _____
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- **In the event your room is not available at the rate requested, your reservation will be confirmed at the next available rate.**
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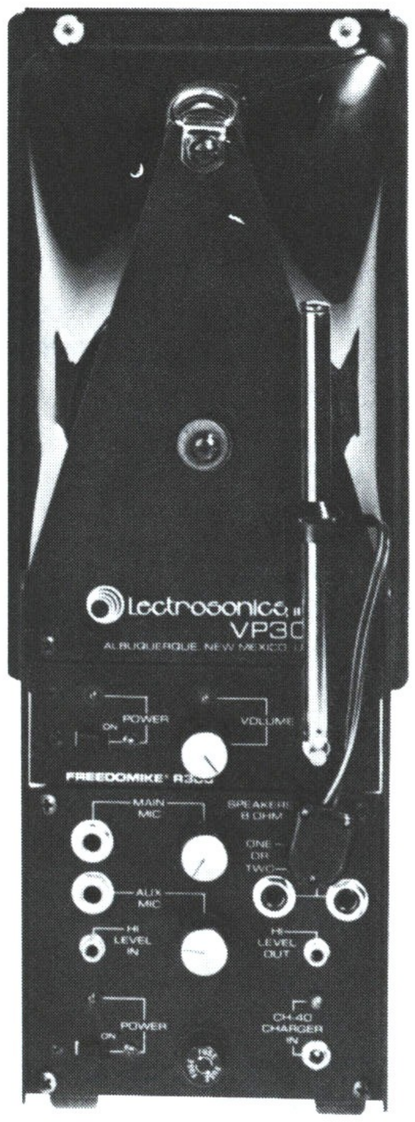
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- **Wireless** — no microphone cords to restrict your mobility. Up to 100 yard transmission range. Also operates as a conventional P.A. system with a hard-wired microphone.
- **Convenient** — operates on either AC power or built-in rechargeable battery pack. Less than 16 inches high and weighs less than 17 pounds.
- **Versatile** — inputs for two hard-wired microphones and an auxiliary input for a tape recorder. Outputs for two remote speakers plus an auxiliary output for a recorder or amplifier.
- **Designed for Outdoor Use** — anodized aluminum construction with high-impact Cycolac horn. Controls and jacks are mounted to minimize entry of dust and moisture.

The VP300W comes complete with a charger, wireless transmitter, a microphone with accessories, and a shoulder strap.





VP300W

(available without wireless as Model VP300)

Freedomike® FM-AV4 Wireless Microphone Sound System

For smaller audiences, consider the FM-AV4 — a complete wireless microphone sound system in a 13″ × 18″ × 6″ carrying case.



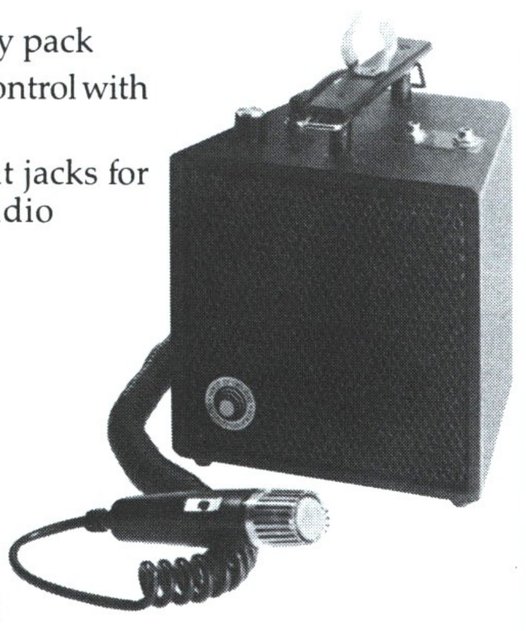
- AC or rechargeable battery operation.
- Auxiliary microphone and High-level inputs.
- High-level and microphone level outputs.

System includes microphone, transmitter, receiver/sound system, charger and carrying case.

Ultra Portable Voice Projector 18R

Full featured "over-the-shoulder" P.A. unit with microphone, charger and shoulder strap.

- 10.5 watt rms amplifier
- Built-in rechargeable battery pack
- On-Off switch and volume control with LED "power on" indicator.
- High level input and output jacks for connection to auxiliary audio equipment.
- Weighs less than 6 pounds
- 10¼″ high × 7″ wide × 7″ deep



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P.O. Box 12617 • Albuquerque, New Mexico 87195 • (505) 831-1010

Lectrosonics products for auctioneers are available from:

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

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

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New Paris, Ohio 45347
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ROWLAND HUEY
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412-863-4961

RED WALLACE
Earl "Red" Wallace & Associates
1040 South West St.
Wichita, Kansas 67213
316-943-0217

FORREST MENDENHALL
Mendenhall School of Auctioneering
U.S. Highway 29 & 70 (I-85)
High Point, NC 27263
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BOB MILLER
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8846 Holliday Drive
Indianapolis, IN 46260
317-844-1088

BUFORD EVANS
Nashville Auction School
233 East Gaines Street
Lawrenceburg, TN 39464
615-762-5534

Houston convention, who may attend

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

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

2. Only NAA auctioneers can attend NAA sponsored functions. **If an auctioneer works for an NAA member, that non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA convention.**

3. On the other hand, non-auctioneer employees — clerks, cashiers, ringmen, secretaries, etc. — can attend NAA conventions only when they are accompanied by the NAA member employer.

4. **NAA spouses can attend the convention without the NAA member,** but the spouse must pay the full convention registration cost.

Any questions about convention attendance should be directed to the NAA office before you send in your registration.

Win $50, $150 in NAA membership contest

At the Houston convention July 27-30, you can be $50, even $150 richer when the NAA Board of Directors announces the winners of its 1982-83 membership contest. The money awards will be presented to individual NAA members for sponsoring the most new members in a given region, a special auction school category, plus one overall winner for the entire nation.

Now is the time to get started. The May, 1983, AUCTIONEER will contain a form that you'll use to list the members you've sponsored between October 1, 1982, and June 30, 1983. As a doublecheck, the NAA office will keep a record of all sponsors between October 1 and June 30. After that deadline, the member's entry forms and the office list will be compared to verify the seven membership award winners.

Only those NAA members who complete and submit the contest form to the NAA office, postmarked on or before June 30, 1983, will be considered for the awards.

Only applications signed by current NAA members in good standing will be counted as acceptable entries for tabulation. Furthermore, a new member will only be credited to the NAA sponsor if and when that new member pays all dues, both NAA and reciprocal state dues when applicable, and submits an official sponsored NAA application.

Below are the awards and regions for the membership contest.

$50 each to winners in five regions

One winner from each region will be named as the NAA member sponsoring the most new members within the respective region. Cash award is $50 each regional winner.

SOUTH — Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee.

Continued page 21

Convention attendance, your opinion requested

The NAA Board of Directors plans the Association's annual convention to benefit all NAA members. However, if you have *never* attended an NAA convention, or *not attended one recently,* your reasons why are important to the planning of future annual conventions.

Please take a moment and respond to this official survey. Complete all the questions, clip or photocopy, and send your response to NAA executive vice president Harvey McCray. You do not have to provde your name. Use an additional piece of paper if necessary.

How long have you been an NAA member?____

_____

When was the last time you attended an NAA convention?_____

If you did not attend the 1982 convention in Atlanta, please explains your reason. _____

_____

_____

Do you plan to attend the 1983 NAA convention in Houston, Texas? Yes_____ No_____

If not, what is your reason for not attending?

_____

_____

Name (optional) _____

Send clipped or photocopied response to: Harvey McCray, executive vice president, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510-2487.

Thank you for helping plan successful NAA conventions.

If you have an on-

GOING

concern about the cost of auction control

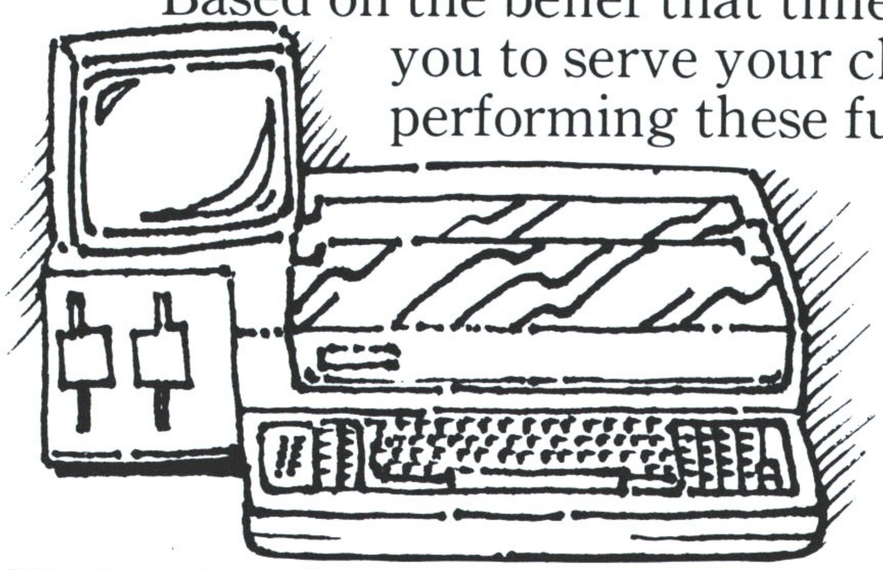
GOING

up, your worries may be

GONE.

The cost of operating an auction goes up every year. And in an effort to control these costs, RSI-Computer Group has developed a computerized auction control system.

Based on the belief that time is money, this software and hardware system enables you to serve your clients and bidders with speed and accuracy by performing these functions: –Sale Inventory Input, –Sale Catalogue, –Auction Sheets, –Buyer Registration Input, –Buyer Registration Printout, –Sale Input, –Sale Control and Reconciliation, –Invoicing, –Buyer Status Inquiry, –Inventory Inquiry, –Sale Recapitulation, –Report of Sale.



Additional software handles payroll, accounts receivable, accounts payable, and a general ledger. Under development is a comprehensive mailing label system.

Currently used by Norman Levy and Associates, Ralph Rosen Associates, S. Hochman & Co., Rabin Bros. Auctioneers and Jim Davis Auctioneers, this minicomputer weighs only 65 lbs. and costs under $10,000.

DURANGO

For more information, write or call Carla Murray or Jacquie Stephens.

r.s.i. computer group

2520 W. Mockingbird, Dallas, Texas 75235
Telephone 214-350-2381.
Outside Texas call toll-free 800-527-5134

SOUTHWEST — Arkansas, Arizona, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas.

NORTH CENTRAL — Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin, and the Canadian province of Ontario.

EAST — Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia, and the Canadian provinces of Quebec, Newfoundland, New Brunswick, Prince Edward Island, and Nova Scotia.

WEST/NORTHWEST — Alaska, California, Hawaii, Idaho, Montana, Nebraska, Nevada, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming, and the Canadian provinces of British Columbia, Alberta, Saskatchewan, and Manitoba.

$50 to winner in auction school staff category

Because instructors and staff members of auction school are directly involved with a great number of prospective NAA members, a separate auction school category winner will be named and awarded $50.

Only auction school instructors or staff members who are NAA members are eligible to participate through this special category. Conversely, auction school instructors and staff members are not eligible to participate in the regional competitions. The official entry form in the May AUCTIONEER will allow you to indicate that you are employed by an auction school.

$150 to overall winner

A grand prize of $150 will be awarded to the NAA member who sponsors the most new members between October 1, 1982 and June 1, 1983. The overall winner cannot also be named as a winner in his or her region, and cannot be an instructor or staff member at an auction school.

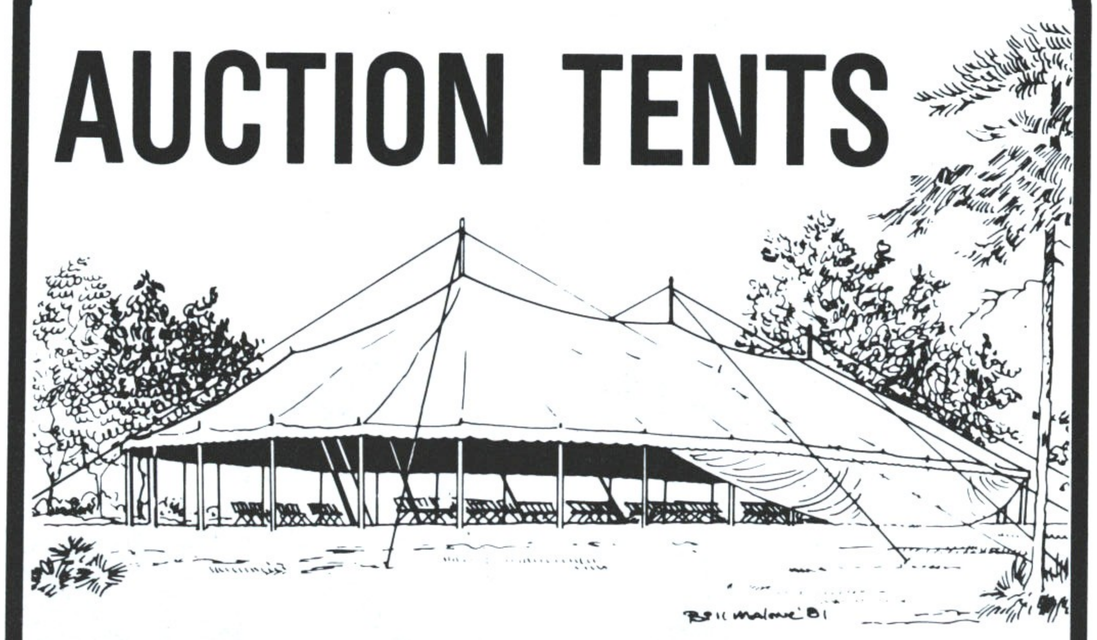
You can start right now

Begin your contest winning program to recruit the most new NAA members, and win a cash award at the Houston convention. Sponsor eligible, prospective NAA members, and keep a record. You will have to list all members that you have sponsored, from October 1, 1982 to June 30, 1983, on the membership contest form appearing in the May, 1983 issue of THE AUCTIONEER.

Also, you are not limited to sponsoring new members from just your region. You can sponsor a new member regardless of where that prospective member lives.

Any questions? Contact the NAA office directly for additional information regarding the 1982-83 NAA membership contest and how you can participate.

AUCTION TENTS



Many sizes, styles and prices in stock now and available for immediate delivery!

VALDOSTA
Tent and Awning

706 N. Forrest/P. O. Box 3178/Valdosta, Ga. 31601

GORDON L. SHAW
BUS. (912) 247-9843
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Manufacturers of Quality Tents for 25 Years!

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LEARN TO BE AN AUCTIONEER



AMERICA'S TOP QUALITY AUCTION SCHOOL. WRITE OR CALL FOR FREE CATALOG. APPROVED FOR V. A. TRAINING.

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Yes, I want to make more money! RUSH my copy of your big, new wholesale catalog.

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City.....

State..... ZIP.....

NAA Job Market

All requests to THE AUCTIONEER Job Market are published in the next available issue after receipt at the NAA office.

SAUDI ARABIA. Need experienced international auctioneer for disposal of heavy equipment. Hire own staff. Paid relocation to Saudi, with or without family, for 2 years, more if desired. Salary depends on experience, but above 50K, probably all tax free. Interview in New Jersey. Call Tony Jewell, 913-649-5926, or send letter/resume to International Personnel Service, 5750 W. 95th St., Overland Park, KS 66207.

You can place an ad in the Job Market

To assist NAA members in both locating employment and recruiting, THE AUCTIONEER magazine offers this "classified" advertising section.

For $8.75 per column inch, per insertion, and a one-time typesetting fee of $10, an NAA member can provide job experience and address information as space allows. The member auctioneer's name will appear in boldface type, and the following examples will be useful in determining copy for an approximately one-inch classified ad. Specify which words to be all caps.

Auctioneer/sale manager seeks position with progressive auction company in Arizona or southern California. Real estate and estate sale specialist; business degree and seven years experience. Second year CAI. CONTACT: **John Smith,** 1010 Oak St., Anytown, USA. Call 111-222-3434.

On the other hand, an NAA member can use the Job Market to recruit another NAA member auctioneer. The costs are the same, and the name of the NAA member or the member's auction company will appear in boldface.

Construction equipment auction company hiring two auctioneers in the near future. Require five years' heavy equipment, client contact, and general business experience. Salary negotiable, benefit and insurance package. Resume and introductory letter to: **Big Auction Company,** 545 Avenue St., Big City, USA. No calls.

Whether you are hiring an auctioneer or seeking auction employment, you have the option of not including your name or company name in the advertisement. Make sure, of course, that you provide the NAA office with your name and address. Compose your reply address accordingly.

" . . . Reply to: **Truck Auctioneer,** NAA Office, 135 Lakewood Dr., Lincoln, NE 68510-2487."
" . . . Send resume to: **Real estate sales position,** NAA Office, . . . "

All responses to your advertisement will be promptly mailed to you upon receipt at the NAA office. Though the NAA office will handle mail replies to your ad, the office cannot take phone call replies.

Only auctioneers who are NAA members will be allowed to advertise in the NAA Job Market. Your membership must be current to submit either a "for hire" ad or a recruitment ad. Whichever you place, the ad copy must be accompanied by full payment of $8.75 per inch, per insertion, plus the $10 typesetting fee. Copy received by the first of the month will appear in the next month's AUCTIONEER; received after the first, your ad will appear in the next month's issue.

THE AUCTIONEER staff reserves the right to edit or refuse placement of any classified advertisement. Any questions about this new NAA program should be directed to the NAA office before submitting your advertisement.

Western
college of auctioneering

1948-1983 — 35 Years

1983 Term Dates

Billings, Montana:
March 7-18, June 6-17
Sept. 12-23, Nov. 28-Dec. 9

Fargo, North Dakota:
May 9-20, October 3-14

We Stress Quality — Not Quantity!

Smaller Classes — Large Results!

WRITE: **Western**
college of auctioneering

Box 21116, Dept. NAA
Billings, MT 59104 **Phone: 406-252-7066**

OR

Box 5595 State University Station
Fargo, North Dakota 58105

SPRING TERM May 9-20

BE A PROFESSIONAL AUCTIONEER

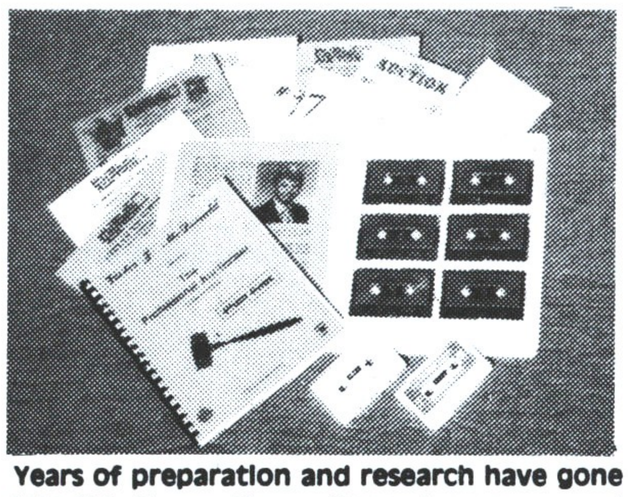
FAST **PROVEN** **RESULTS**

VICTOR J. McDONALD
Member

You Will Soon Learn The Auctioneer's Chant & How To Successfully Conduct Auctions



Victor J. McDonald, Master Auctioneer, Real Estate Broker & successful businessman, has conducted many, many auctions. *(Even one that was spotlighted on* **CBS' 60 MINUTES.**)



Years of preparation and research have gone into this 8 cassette auctioneering course and study guide textbook. The steps you must follow to reach your goal are set out in an easy and practical plan designed to be followed at your own rate of progress.

No need to travel across the country and try to cram the foundation for a lucrative profession into a 1 or 2 week school. Listen, learn and practice at your own pace.

YOUR CASSETTE COURSE COVERS SUCH IMPORTANT TOPICS AS:

Auctioneer's Chant — Hear it on the cassettes and see it in the Study Guide Text Book.

Number Brackets — Transcribe them in your Study Guide and hear your progress on the practice cassette.

Filler Words — Learn how they link numbers and add continuity to your chant.

Opening Chants — Choose from many and create your own individual style.

History of Auctions — Know about your profession.

Opening Presentations — Set the pace for the auction and establish your authority.

Conditions of Sale — The finer points of a smoothly conducted auction.

Salesmanship — An auctioneer is a super salesman.

Buying and Selling — The true art of negotiation.

Contracts — Essential in any profession.

Banking — The right banker can be your best friend.

Ethics — The foundation of any successful business.

Practice Cassette — Use daily.

Sample materials include brochures, tags, buyer cards, contract, actual newspaper ads, opening presentations, solicitation letters and over 100 one-liner jokes.

Money Back Guarantee: If you are not completely satisfied with this course at the end of 3 days, return it to us for a full refund. (You pay postage.)

Today's marketplace makes auctioneering A VERY PROFITABLE BUSINESS, full-time or part-time or just using it as an extra sale's tool in your present occupation. Real estate brokers, lawyers, trust officers, used car dealers, antique dealers, equipment brokers and, of course, APPRENTICE AUCTIONEERS.

MAIL TO: AUCTIONEERING
P.O. BOX 1968 VICTORIA, TX. 77902

COMPLETE COURSE
$99.00

NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE NO. _____

☐ MASTERCARD ☐ VISA CARD NO. _____ SIGNATURE _____

☐ CHECK ENCLOSED *(Texas Residents add 5%)* ☐ C.O.D. (Call 512-578-9811

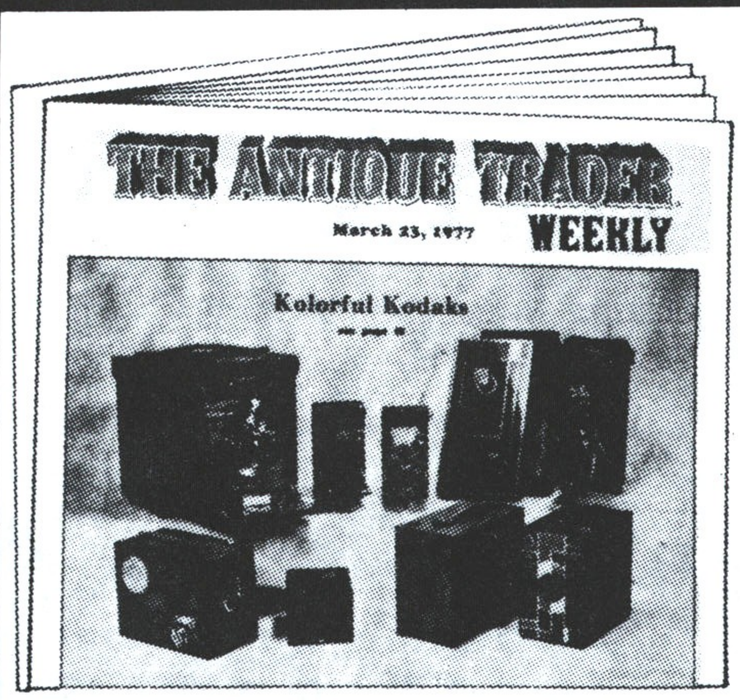
Victor McDonald Company, Auctionaire® Division
P.O. Box 1805 Victoria, Texas 77901

Going, Going,

Gone! When you advertise in the newspaper with the largest Sunday circulation in New England: 751,000. And no Boston paper has more auction ads. For more information, call: JoAnne McCoy (617) 929-2169 or Arthur Shachat (617) 929-2160.

The Boston Globe

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MR., MISS, or MRS. AUCTIONEER!

ADVERTISE YOUR ANTIQUES OR COLLECTIBLES AUCTION IN AMERICA'S LARGEST AND WIDEST READ PUBLICATION ON ANTIQUES

THE ANTIQUE TRADER WEEKLY

With our weekly publication and national readership of over 200,000 antiques dealers and collectors, we can bring a good crowd to your antiques auction. Our national readership is in direct proportion to the population of the USA.

We will bring you the wealthy collectors and dealers, who will travel hundreds to thousands of miles to attend any auction in which they are interested, and they will buy your most expensive items. It is very rare when the most expensive items of any antiques are bought by someone locally, it is the people who have come from a distance that buy the best. **THE ANTIQUE TRADER WEEKLY** is the only paper that can bring those people from all across the USA as well as give you good local coverage. Our rates are the lowest per 1,000 readers of any publication in print in the antiques or collectors items field.

If you have not seen our paper, write or call for a free sample copy and a rate card.

THE ANTIQUE TRADER WEEKLY

PO BOX 1050-A **DUBUQUE, IOWA 52001**

Phone (319) 588-2073

Publicize & Promote

You're an NAA member. You provide an important marketing service. And it's National Auctioneers Week, 1983.

Auctioneers are great promoters. They have to be, otherwise there wouldn't be any auction crowds to bid and buy. It's the same with National Auctioneers Week. Here is your chance to publicize a nationwide event and give it local importance, just like you would promote an important auction.

Part of that promotion is getting on radio and television, plus having a local government official proclaim National Auctioneers Week for your state or city.

The Week on radio and television

Broadcast media promotion begins with your local radio stations, especially if you're an auction advertiser on radio. Discuss with the station personnel what radio talk show possibilities are open to you during April 3-9. Also, explore the idea of getting together with other NAA members in the station's broadcast area to have an auctioneer panel discussion of the Week.

Below are two public service announcements that stations can run throughout the day. The 30-second commercials can be revised to any radio station's broadcast format.

However you organize your radio promotion, make sure that the listening public gets the message — it's your special week, and you have a valuable service to provide sellers and buyers alike.

NATIONAL AUCTIONEERS WEEK PROMOTIONAL

RADIO COMMERCIALS 30 SECONDS
WEEK OF APRIL 3-9, 1983

#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 APPRAISALS, AND, OF COURSE, HOLD AUCTION SALES. IF YOU HAVE QUESTIONS ABOUT HAVING AN AUCTION, CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

#2

IT'S NATIONAL AUCTIONEERS WEEK, AND 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. CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

Television promotion of National Auctioneers Week can reach thousands of households in a viewing area. If you have never been on television, relax. It's just like being at home in your living room. And just as you pre-

pare for a successful auction, be ready to make a confident television appearance.

• Dress like a successful business professional. Potential clients watching you on television will place their trust in competent auction service, not necessarily in someone who "looks like an auctioneer".

• Discuss beforehand what topics you and your television host will cover.

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

• Again, relax and act naturally. Speak in your normal tone of voice.

• Explain to your host and audience exactly why they should look for the NAA logo when they are considering an auction sale.

Now is not too early to arrange a television talk show appearance with your local station. Many producers plan their shows months in advance. While you're at the television station, discuss coverage of The Week with the station's news director.

MOVE MERCHANDISE IN DALLAS, TEXAS

When you advertise in the Sunday, Dallas Times Herald, you reach more than 672,000 readers in the Dallas area.

When you want to reach auction goers with money to spend, Dallas is the place and the Dallas Times Herald is the newspaper.

Now featuring "The Auctioneer" every Sunday in the Classified section.

Contact Tammy Dent, 1101 Pacific Avenue, Dallas, Texas 75202, 214/741-1515.

Source: Dallas Times Herald Continuing Market Survey, 1981, 4,000 Telephone interviews.

Morning Dallas Times Herald

The best newspaper in the Southwest

Make The Week official

It's a reliable event for generating free publicity during National Auctioneers Week — your governor, mayor, or county commissioner signing an official proclamation. Photographs and news releases are distributed to newspapers and the event can be promoted throughout the state. However, the time to begin planning is now, even though Your Week is not until April 3-9.

Whoever will be signing The Proclamation should be contacted well in advance. Below is a draft of the final proclamation which will be prepared for you by the signer's office. Try and assemble as many NAA members for the signing as possible. Therefore, advance preparation for the proclamation event is necessary, not only to assure a representative number of auctioneer participants, but also to give the signing official time to set a date and organize for your arrival.

Focus attention on your auction business

Almost every profession and trade has a national week during which the importance of the group is emphasized. However, as an NAA member

Continued page 29

NATIONAL AUCTIONEERS WEEK

April 3-9, 1983

Auctions of real and personal property have always been an influential part of marketing in the United States of America, and in 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 (insert title — State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 3-9, 1983, 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)

YOU CAN LEARN TO AUCTION REAL ESTATE SUCCESSFULLY...AND BECOME A QUALIFIED AUCTIONEER

THE FIRST COMPLETE HOME STUDY COURSE
EVER DEVELOPED ON HOW TO SUCCESSFULLY AUCTION REAL ESTATE

BROKERS/AGENTS:
▪ Offer this additional successful marketing technique to your clients. ▪ There are many advantages to a public sale (Auction). ▪ Learn what they are and offer this alternative to your clients. ▪ Give yourself and your company this important edge. ▪ Auctions can produce sales where all other marketing techniques fail.

For many of you this could mean the beginning of a whole new career in real estate; for others it will mean many extra dollars in income. This detailed course, authored by one of America's foremost real estate auctioneers, will teach you all you need to know...There is no other course offered anywhere quite like this one.

A comprehensive marketing education by an instructor who combines his knowledge as a highly successful practicing auctioneer, together with the teaching techniques from his seminars that have been so widely acclaimed by graduate students.

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

GRADUATES WRITE:

Thank you for introducing me to a new Real Estate phenomena...Auctioneering.

My first auction was a tremendous success thanks to your training and support. By using your workbook as a guide, I was able to coordinate the entire auction step by step and everything fell into place.

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

The most exciting thing to happen to me in the 10 years that I have held a real estate license, was to attend your course on how to auction real estate. The instruction was fast-moving yet complete in every detail.

You have introduced me to an exciting profession, and with all due respect to your excellent teaching, I am now conducting my own successful real estate auctions.

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

J. Platt, Real Estate Broker, Anchorage, Alaska

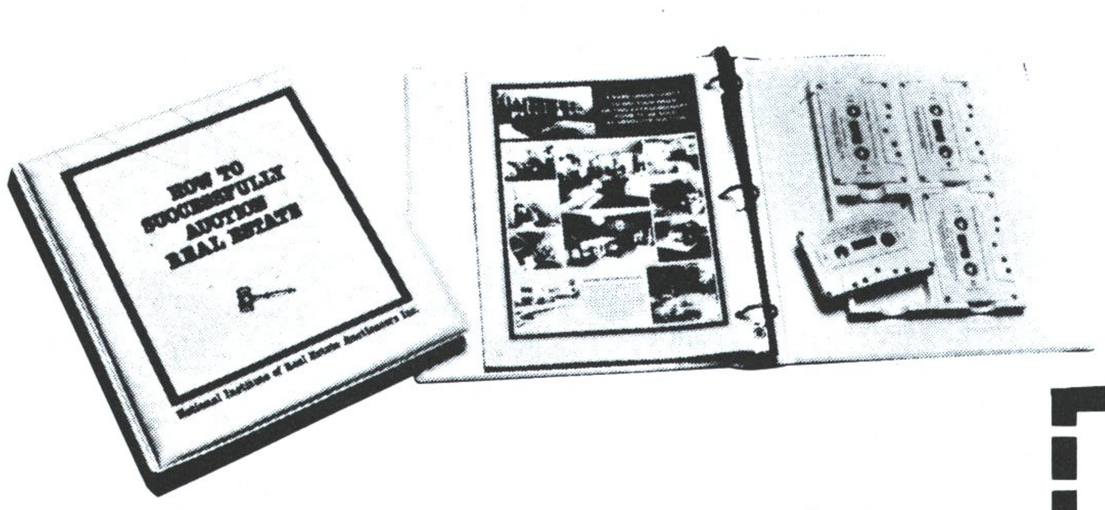
Your course has changed my entire career. At my first auction sale, we offered 21 apartment houses and sold 19 of the 21 properties, with total sales in excess of $4,000,000.

I was simply amazed as I watched the auction magic unfold. I followed the contents of your course to the letter, and they became words of gold, now proven again.

As a real estate broker, this marketing method is quite rewarding. Your experience and advice made the difference between mediocrity and the sensational success of our auction. I am deeply indebted to you.

C. Ormbrek, Real Estate Broker, Santa Fe, New Mexico

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Article by Gary Carmichael
NAA director of association services

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State Auctioneers Associations are encouraged to reprint the NAA membership advertisement below. The printer of your state association newsletter or magazine can photo the ad and reduce it to fit your publication. If your printer cannot "pick up" the ad from THE AUCTIONEER, please request camera ready art from the NAA office.

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This year, take advantage of all your NAA benefits — seminars, annual convention, National Auctioneers Week, Certified Auctioneers Institute, and more.

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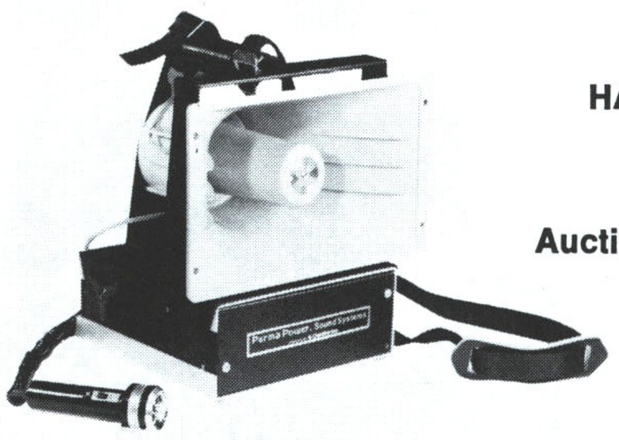
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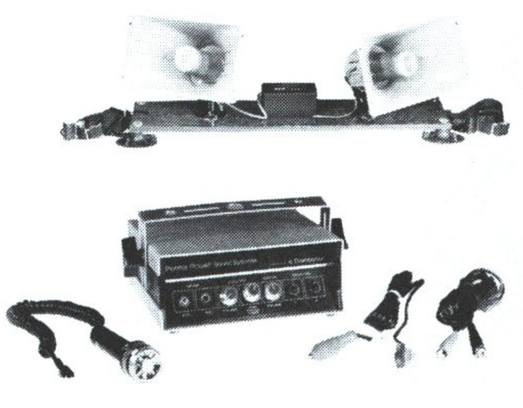
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NAA Officer/director articles . . .

Checklist helps plan for real estate auctions

By William L. "Bill" Gaule, CAI
NAA President-elect

Recently I had a visit from an auctioneer who was getting started in the business. He told me that he was in the process of dating a land auction and really didn't know where to start for information he would need for his advertising. I gave him a copy of our checklist for real estate auctions, then covered each item with him. With the checklist he was able to go to his sellers and get most of the facts and figures necessary for sale promotion. I am offering this checklist which I hope may give some of our new NAA members help in collecting advertising data. Included are some notes on the checklist to assist in your planning.

However, I have found that it is so important to never assume advertising facts. Ask the owner if they have the last paid real estate tax bills (then get a copy of this bill and check the figures), measure the buildings if you are going to use dimensions. Be sure that if you use tillable acres that you have checked with the local ASC office for accuracy and then get an aerial photo for your files and reference. Check the soil books at the ASC office to be sure that you have all information correct. We do not advertise any land auction until the attorney that represents the seller has checked the title to see if the legal description, coal, oil and mineral rights are intact, that the zoning is correct, if there are easements either expressed or implied.

In the last few years successful auctioneers have found that they have to be able to be more than a good bid caller or speech maker. The greatest auctioneer of all time cannot sell to empty seats. In order to do the very best for your sellers, you must be able to put together an advertising campaign for each sale that will reach the maximum of qualified buyers. If you feel that you cannot do all of this by yourself, seek out professional business help.

In my opinion, the best way to improve your business is to constantly be seeking ways to educate and improve yourself. If you are a new auctioneer, study all of the auction advertising you can get your hands on. Know why certain advertising is more effective than others, and improve your advertising to be competitive.. Study the established auctioneers. Ask yourself, what has made them successful. Most of all try to spend some time reading the best material available. For example, you can visit your local library and get books on selling real estate.

Probably the very best training that you will ever get will be at the NAA conventions, NAA seminars, and the Certified Auctioneers Institute. Attend your state conventions. Make notes, ask questions, and read. Start now. The way I see it, all of us have only seen the tip of the auction business iceberg.

NAA president-elect Bill Gaule was elected to that office at the 1982 Atlanta convention, after completing a three year director term in 1980 and serving as NAA vice president. He is the owner of William L. Gaule Auction Service, Chatham, Illinois, conducting a variety of auctions including real estate. Mr. Gaule has remained active in the Illinois Auctioneers Association, having served as president in 1965.



Checklist for Real Estate Auctions

The following information is true and correct to the best of my knowledge. It is furnished to William L. Gaule Auction Service to be used in the advertising of said real estate.

1. **Title vested in**
2. **Type of auction** Public-Executor-Administrator, etc.
3. **Type of property** Residential-farm land-commercial-rental income-lake lease.
4. **Tract sizes** Very important, 3.02 or 3.2 (more or less) have attorney supply correct, check courthouse records.
5. **Address or location of each tract** House address, easiest route, use road markers, landmarks, etc.
6. **Legal description** Publish only what has been approved by attorney, old deed may have conveyances out.
7. **Is survey available** Will you get a copy?
8. **Attorney to represent sellers** Do not recommend an attorney. Will attorney have a written contract and be at auction.
9. **Sale to be held at** on premises, facility, etc., whatever is best for individual sale.
10. **Date and time of auction** Farm land? Planting or harvesting? Night or day? Bad weather?

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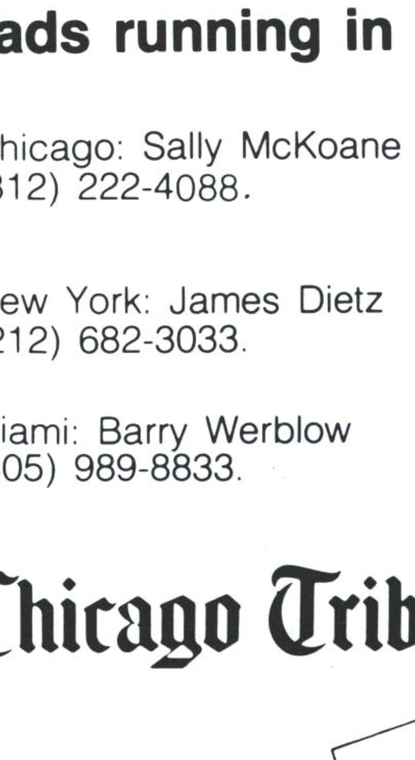
Clerking Sheets
3 part & 4 part - carbonless forms
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11. **Improvements A.** If lengthy, use other piece of paper. Include size and condition.
    B. If photography is good, use slides or photos in brochures, newspapers.
12. **Coal and mineral rights are vested in (if sold have they been recorded)** Will they be retained in whole or part?
13. **Last taxes paid and code number** Don't guess. Check courthouse for accuracy unless copy is available.
14. **ASC Photo** Aerial photo showing tillable acreage, timber, roads, etc.
15. **Tillable acreage** In crops at present or can be made tillable.
16. **Topography & soil types** Check with ASC office on soil, have a county soil book. How does the land lay?
17. **Fences**
18. **Drainage, tile, irrigation, ditching** Are there any unpaid assessments or expense that can be passed to buyers. In Illinois drainage is very important.
19. **Easements (expressed or implied)** Ingress and egress — could be a problem.
20. **Zoning** May not conform to use. Old lumber yard could be an excellent duplex, for example.
21. **TERMS: Percent down** 10-15-20% balance upon delivery of merchantable title
    Abstract or Title Policy At option of seller.
    Taxes to be assumed or prorated Residential, income, farm land.
    Growing crops to be retained or given to purchaser.
    Crop expenses Will they be paid by seller or assumed by purchasers?
    Tenants right to expire on Is there a written lease? When do they have to be notified?
    Rents Are they to be pro-rated, assumed, etc?
    Chattel property retained What does the tenant or owner intend to retain — pump in well, buildings, etc.
22. **Residence** **Sq. ft. living area**

Rooms	**Bedrooms**	**Baths**
Closets	**Basement**	**Garage**
Exterior	**Type**	**Roof**
Air Cond.	**Fireplace**	**Lot size**
Taxes	**Storms**	**Screens**
Type heat	**Water heater**	**Septic**
Sewer	**Laundry**	**Builtins**
Cabinets	**Water**	**School district** School bus service available?

24. **Owner financing** Will seller cover a portion for a limited or extended amount of time?
25. **Keys for showing & open house**
26. **Other info**
    Owner signature and date



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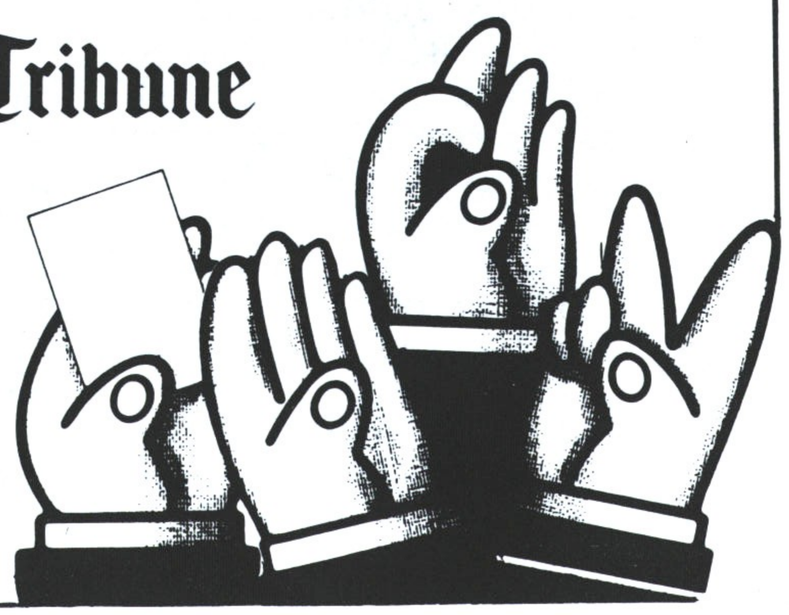
San Francisco: James Stanley
(415) 421-7946.

Los Angeles: Don Sharkey
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Detroit: Vincent Walker
(313) 569-0464.

Dallas: Thomas Stansfield
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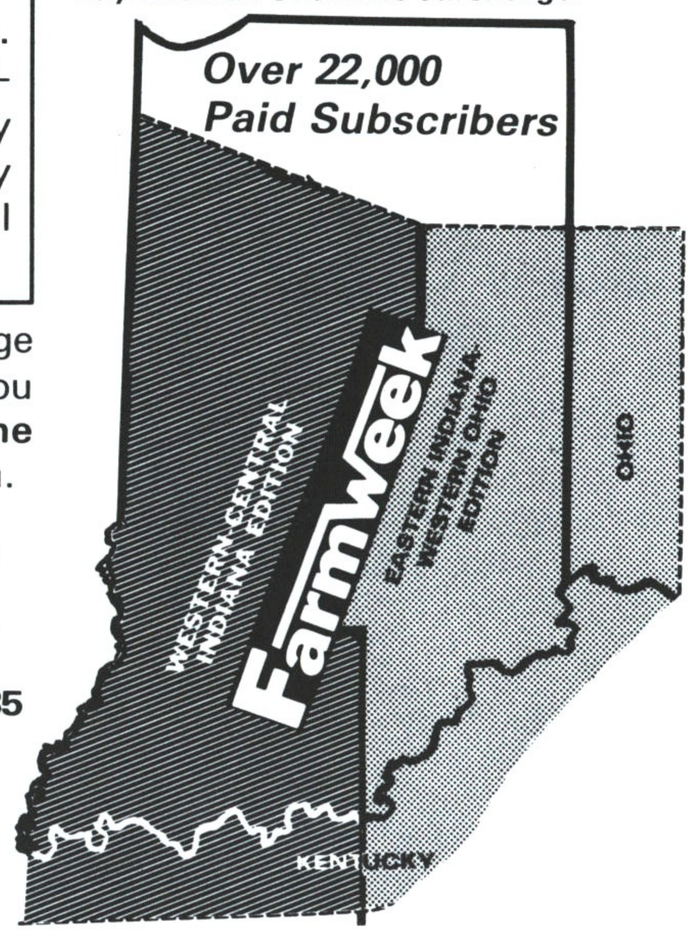
We offer two zoned editions for auctions and ads, but for only a little more cost, more benefit comes from auction ads in the entire issue.

Try it for your next farm auction! Results guaranteed or no pay! As a trial guarantee if you feel the results did not merit the cost, tell us and we'll not charge you one dime for the advertisement *(exceptionally bad weather excepted)*. But you must ask for a show of hands of who read it in *Farmweek!* **In 26 years, only one auctioneer has ever** claimed the response was poor and that was in a fringe area.

1 Edition or Both Editions

Full coverage or 1 edition only. Auction ads may go in both editions or for one zone edition only -(slightly less cost) - The best buy on an auction, however is full coverage.

Deadline: Monday at 3:00 pm for Thursday delivery. Ads accepted to 8:30 am Wednesday at small overtime surcharge.



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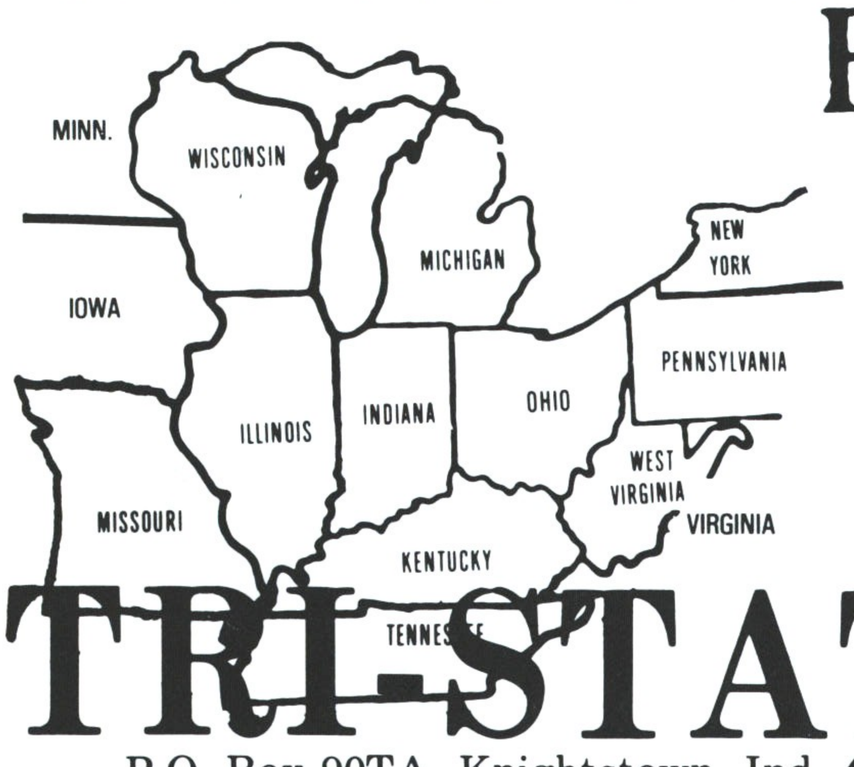
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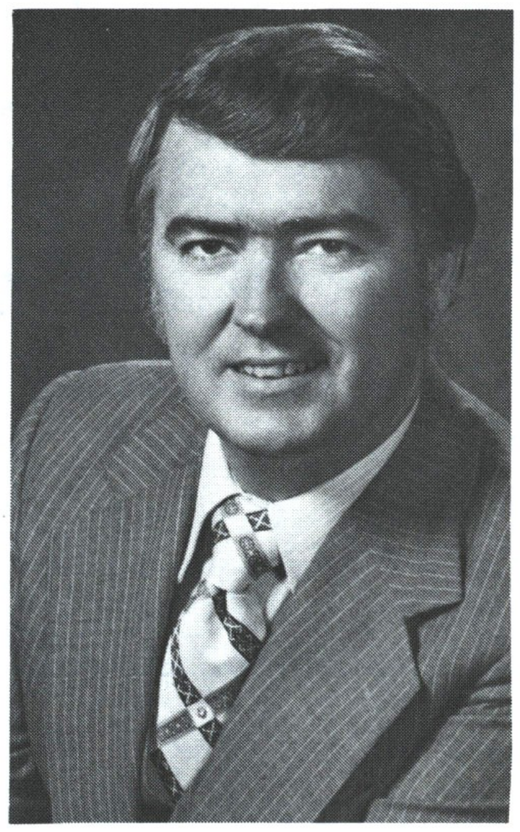
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Convince public officials, auction method beneficial

By Louis B. "Benny" Fisher, CAI
NAA Director

NAA director Benny Fisher was elected to the Board of Directors this year. He is the sole proprietor of Auctions By Fisher, a firm specializing in the sale of real estate and antiques. The Fisher auction company has two offices in Pompano Beach, Florida, and an office in Hendersonville, North Carolina. Mr. Fisher is also presently serving as a vice president of the Florida Auctioneers Association.



By the time you read this article, I will have won or lost another round in an attempt to argue the case for auctions of public lands which are declared surplus by elected officials. Because other NAA auctioneers may be fighting similar battles, I offer these suggestions.

Auctions can protect the seller

An auction of public properties, personal or real, proves a far superior way of selling than any alternative method available to the government. It accords agencies and officials a means whereby they can avoid ridicule from any partisan group. Auctions virtually assure that an "arms length" transaction has transpired between the public and private sectors of society. No other method of marketing can make such a bold claim. The expanse of the open market place makes it very difficult for any critic to question the results. Therefore, the auction method affords a certain degree of protection for the government seller.

Emphasize professionalism

Our citizenry elects its political leadership with the high hope that the best interests of the electorate will be served. Office holders exemplify the type of professionalism expected of them by the voters when they, in turn, select personnel with special expertise to help them carry out their various duties.

The selection of a professional auctioneer to sell municipal, county, or state owned land, reflects a knowledgeable choice on the part of any policy maker charged with this decision.

A word about the importance of image. Recently, I had the privilege to run for the legislature in our state. Although unsuccessful in our first election effort, another time will spell victory. However, I was appalled and angry when a few well meaning supporters even suggested that I play down my profession as an auctioneer and stress my role as a real estate broker.

We must constantly be about the business of educating others that as auctioneers we have earned, and deserve, the right to be known as professionals in our communities.

Property at a premium price

An auction accelerates the price for property and places the responsibility for establishing value where it belongs — *with the buying public!* It is too great of a burden to impose on any one department head the responsibility for such an important decision. No city manager, county administrator, or council of commissioners should be given or expected to perform the task of establishing true market value.

"Sealed bids" solicit bargain hunters and invite basement prices, because bidders submit their minimum offers. "Public auctions" establish ceiling prices because bidders are forced to make their maximum offers.

Our city, bound by an antiquated charter, sold a parcel of prime property by inviting interested parties to seal their intentions to purchase in envelopes. Just prior to the opening of offers, the successful buyer became nervous because there were four other prospects. He out-guessed himself and entered a second silent bid for $70,000 more than he had previously offered. Later, he confessed that he would have paid even more. Indeed! How much? Who knows? The sense of urgency, created by an auction crowd, would have told us with certainty.

Now, another eleven acres has been declared surplus by our city fathers. Tomorrow morning at 9:00 am, wearing my suit of auction armor, I shall ask the question, "who among you would seek to sell his private property by a one inch ad lost among the legal notices of divorce and death?"

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SPECIAL SALES VALUES ARE OFFERED TO DEALERS ATTENDING ANY SHOW

Houston, TX	Quality Inn—University	3815 Gulf Freeway	January 9, 10, 11
New Orleans, LA	Holiday Inn—East Highrise	6324 Chef Menteur Hwy.	January 16, 17, 18
Tampa, FL	Holiday Inn—Downtown	111 W. Fortune St.	January 24, 25, 26
Miami, FL	Ramada Inn—North	16805 N.W. 12th Ave.	January 30, 31, February 1
Atlanta, GA	Holiday Inn—South	6288 Old Dixie Hwy.	February 6, 7, 8
Charleston, SC	Holiday Inn—Airport	I-26 & W. Aviation Ave.	February 13, 14, 15
Roanoke, VA	Best Western Coachman Inn	Exit 44, I-81 U.S. 220 North	February 20, 21, 22
Wash./Balt.	Holiday Inn—Laurel	Exit Wash./Balt. Pkwy. @ 198 West	February 27, 28, March 1
Hartford, CT	Ramada Inn—Wethersfield	1330 Silas Deane Hwy.	March 6, 7, 8
Boston, MA	Holiday Inn—Waltham	455 Totten Pond Rd.	March 28, 29, 30
Syracuse, NY	Syracuse Airport Inn	Hancock International Airport	April 3, 4, 5
Pittsburgh, PA	Holiday Inn—Parkway West	Rt. 22 & 30 Montour Church Rd.	April 10, 11, 12
Cleveland, OH	Holiday Inn—Airport	16501 Brookpark	April 16, 17, 18
Detroit, MI	Ramada Inn—Metro Airport	8270 Wickham Rd.	April 24, 25, 26
Columbus, OH	Howard Johnson—North	999 E. Granville Rd.	May 1, 2, 3
Des Moines, IA	Holiday Inn—North	3501 E. 14th St.	May 22, 23, 24
Minneapolis, MN	Airport Inn	7800 34th Ave. South	May 29, 30, 31
Denver, CO	Holiday Inn—East	13800 Colfax	June 5, 6, 7
Milwaukee, WI	Ramada Inn—Downtown	633 W. Michigan	June 12, 13, 14
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Auxiliary to the National Auctioneers Association

Dear Auxiliary friends,

Now that the holidays are well over and winter has truly arrived, it might be nice to sit in front of the fire and give a little thought to spring, new ideas, and just what you can do to help your auctioneer spouse in the months ahead.

I know that many Auxiliary members help in the business, some in clerking, some in cashiering, and some in office management. Here is one of the main things you should be asking yourself — is the job I am doing the best and most efficient possible? Or what business skills am I lacking along the way?

It is so very important that you, as a help-mate, keep abreast of new and innovative methods of conducting your particular phase of your spouse's business. How helpful it would be if you could, for instance, readily identify antiques. Have you ever attended one of the antique seminars where this particular subject is discussed? Perhaps in outlining your plans for the next year, it might be well to include a trip with your auctioneer to one of the NAA seminars, and let it be a learning experience together.

Also, when you go to conventions, don't hesitate in picking up new materials and ideas. Above all, don't be afraid to ask questions. You could possibly discover that you really have an interest in photography, promotion or some totally new aspect of the auction profession. You could be a superorganizer and really adapt to arranging a sale. There are so many different ways you could go.

Even if you, as a spouse, have no desire to become involved in the mechanics of an auction, you still can be there to give encouragement to your auctioneer. Let him, or her, know that you are supportive all the way. Perhaps we can all help with that extra little push that will give auctioneers the desire to continually better themselves. Knowledge can go a long way, so especially promote all the educational programs that you can.

Keep the desire for learning and betterment high on your list and you'll go a long way too. May 1983 be your best year yet!

Marge Gaule, director
Auxiliary to the NAA
Chatham, Illinois

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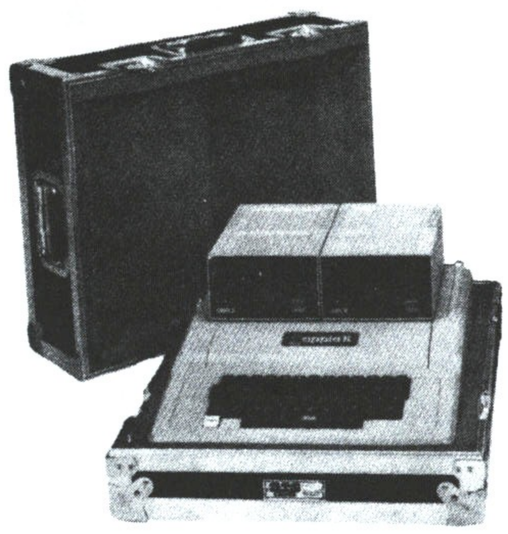
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Auction school profile: Reisch World Wide College of Auctioneering

Located in the north central Iowa town of Mason City, the Reisch World Wide College of Auctioneering trains auctioneers under the direction of NAA member **Gordon E. Taylor.** The school gives students the basics in many types of auctioneering, attracting them to the program through wide ranging advertising and the best kind of promotion — word of mouth endorsement from graduates.

Requirements for receiving a Reisch diploma include: successful completion of 115 hours class time (mandatory attendance and roll calls), competent demonstration of the auction chant to the best of the student's ability; and passing an oral examination. School president Taylor explained to THE AUCTIONEER the school's program assures well trained auctioneers because students "are being taught by the best instructors I am able to acquire, in the maximum hours available for the two weeks the students are at Reisch".

Classes in recent years have remained similar in size, with average student age 35-40 years old.

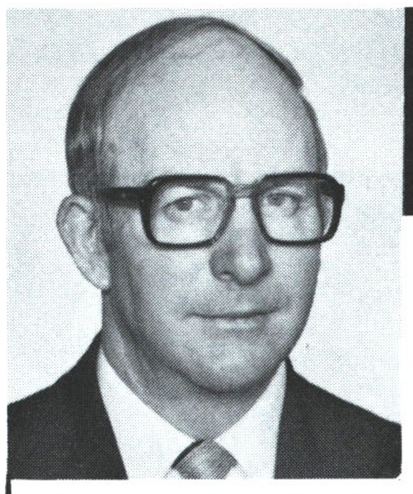


NAA MEMBER Gordon E. Taylor conducted the real estate at auction session for the December, 1982 Reisch class.

Most Reisch students come to the school from agriculture, farm auction, and real estate backgrounds, according to Taylor. He noted that a few more women students are enrolling than in past years.

As Gordon Taylor sees it, the auction profession's future remains a "tremendous, wide open opportunity" for his graduates. The school's future looks equally good, noting that the more mature and professional students Taylor is training also contribute to Reisch's success.

Continued page 40



Col. Gordon E. Taylor
Owner and President
Full-time Auctioneer

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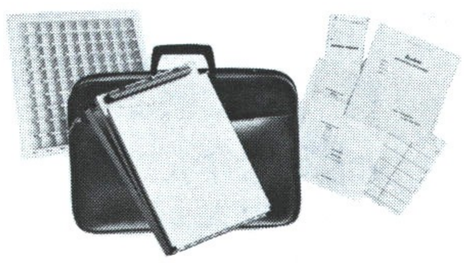


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Employment for graduates of the program occurs equally through existing auction firms, as well as going into business for themselves. Taylor and his staff offer advice and assistance to graduates who request help in finding auction employment.

Strongest selling point of the Reisch program? Professionalism, through instruction by successful and experienced auctioneers; and rules and regulations enforced at the school. Discipline is fairly strict but "anybody can live by our rules," added Taylor. Students interviewed by THE AUCTIONEER also saw the regulations as a strong contribution to the school's program.

Instructors recruited to teach at Reisch World Wide College of Auctioneering must also be disciplined and achievement oriented. Taylor looks for auction instructors who have been in business for themselves for at least five years, with "top notch" moral character, and a happy, successful family life. New instructors would be in the 25-50 age group and must be a Reisch graduate.

NAA member support of the school is good through referrals from active NAA auctioneers who are Reisch graduates. Response to the school's advertising in THE AUCTIONEER is good, with some students coming to the school already interested in NAA membership. Endorsements from former Reisch students are the school's most reliable source of students.

Faculty experienced, successful

Representative of the school's instructors is NAA member **Wayne Wagner,** Blue Earth, Minnesota. He's taught the General Auctioneering session at Reisch since 1975, and is quite qualified to do so. An auctioneer since 1958, Wagner's present business revolves around farm machinery, real estate, and livestock. Even though a veteran, auctioneer Wagner considers himself "always in the learning process".

Instructing at an auction school sometimes does conflict with Wagner's auction schedule, but he considers teaching at an auction school "good for business". Fellowship with other instructors and learning from his students make each session valuable to Wagner.

However, he has seen a general change in student attitude over the years. Now, more students arrive at the school regarding the auction method as serious business — a profession — and not just a quick way to make money. Also, more Reisch students are coming from real estate backgrounds, and from already being in the real estate business.

For Wagner, assuring himself of a competent, well qualified graduate is a primary goal. In his



REISCH CLASS SESSIONS encouraged asking questions and discussion of auction topics.



CLASS PICTURES of past graduates surround present students. Each group picture had its own class motto.



DECEMBER, 1982 CLASS, pictured above.



LUNCH AND DINNER served adjacent to the Reisch main classroom.

class sessions, students get Wagner's insistance on strong auctioneer basics, plus the voice of experience emphasizing the major do's and don't's of successful auctioneering.

Variety of students attend

THE AUCTIONEER interviewed three Reisch students during the December, 1982 term. At that time, the soon to be auctioneers were employed as a carpet wholesaler, a housewife who also works for an auction company, and a pipefitter.

Dan Stall, 35, Birmingham, Michigan, has been in the wholesale carpet business for 17 years, and will break into the auction business parttime. Stall chose the school after comparing other programs, and credits Gordon Taylor with personally convincing him to attend Reisch.

Florence Hall, 52, Newark, Delaware, was a housewife and assistant manager for a ladies' clothing store before she went to work for a Newark auction firm managing the concession stand. With the approval of her auctioneer boss, NAA member **Joe Baines,** she attended Reisch to return home and work as an auctioneer.

John Ewalt, 56, Arvada, Colorado, sold real estate for a few years before returning to his skill as a pipefitter. He plans to go back into real estate, this time with the added capability of auctioneering. He also credits Gordon Taylor and past graduate endorsements for his choice to attend Reisch. Ewalt will begin his new auction career by employment with an established auction firm.

Personal involvement important at Reisch

For NAA member Gordon Taylor, personal involvement and supervision of the training auctioneer students will remain an integral part of Reisch World Wide College of Auctioneering. When THE AUCTIONEER visited the school, its December, 1982 class consisted of 119 students from 21 states and Canada. School terms in 1983 will be March 1-11, June 1-11, August 2-12, and November 29-December 9.

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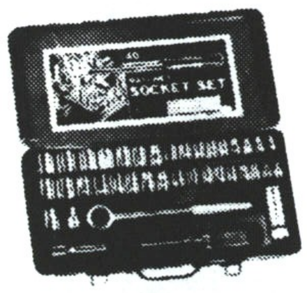
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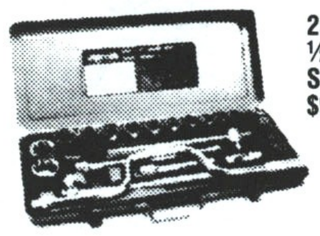
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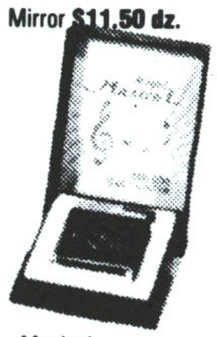
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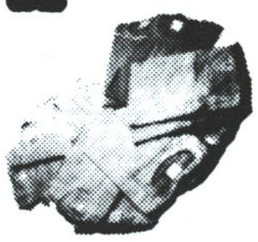


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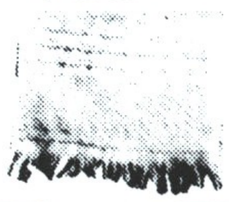




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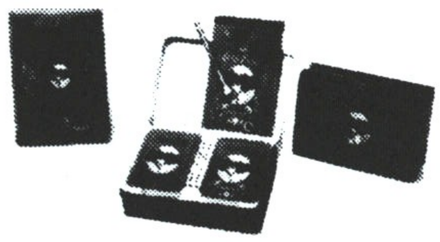




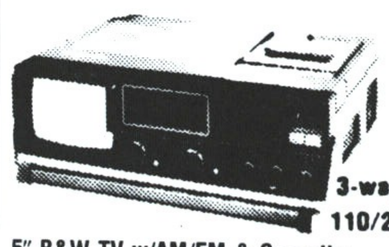
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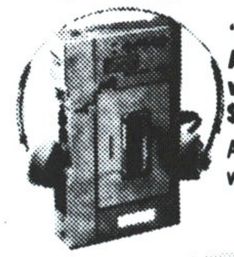


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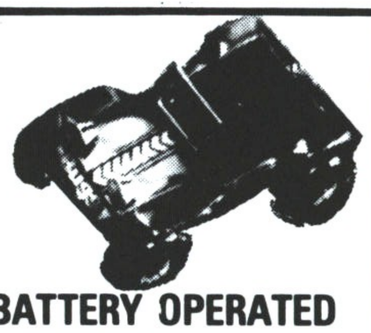


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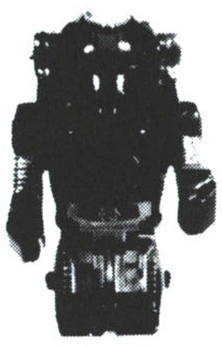
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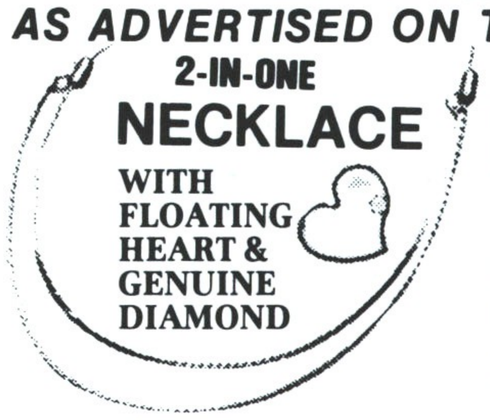
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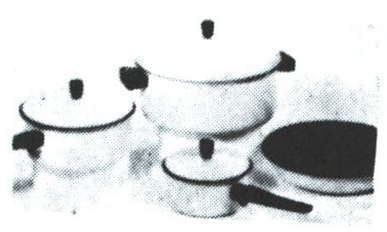
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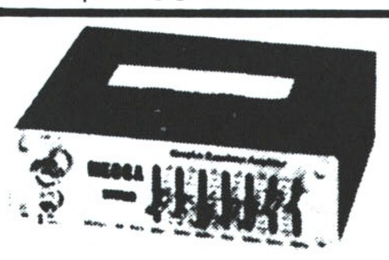
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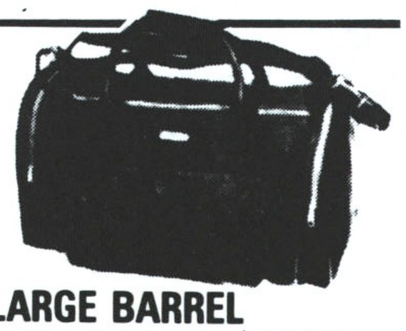
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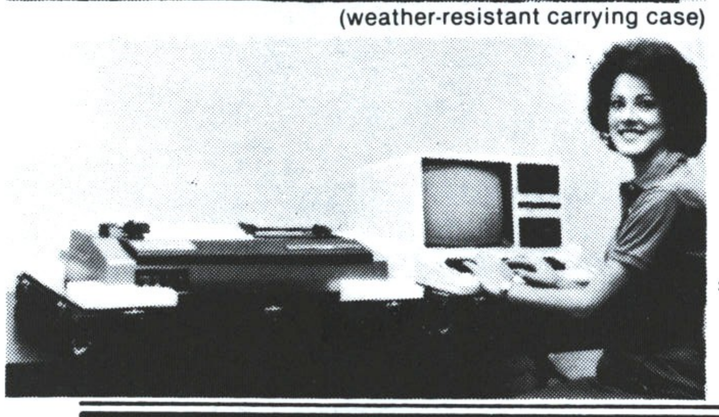
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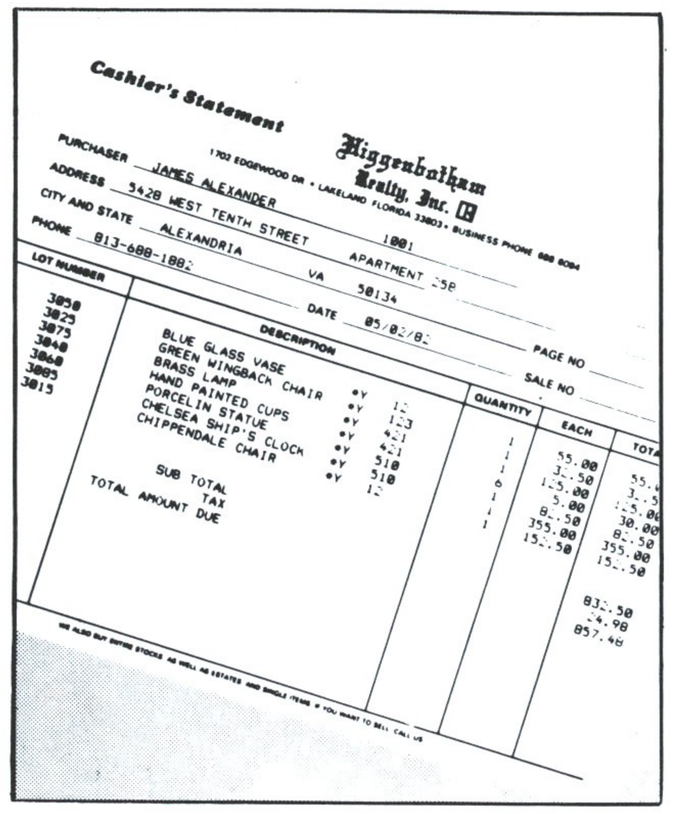


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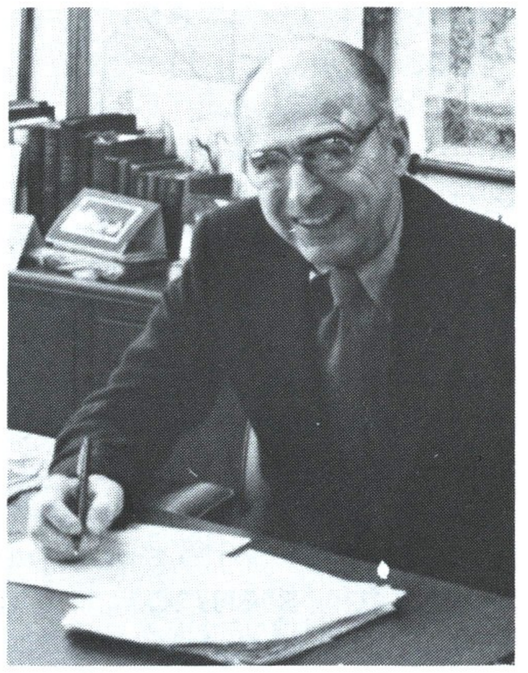
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Heavy Equipment at Auction

Teamwork and volume mark Forke auction in Louisville



DON FORKE, son of founding brother Al Forke. Below, one of five marquee in the fairgrounds area announcing the auction.



It's the expanse of the Brandeis-Forke Brothers Heavy Equipment auction in Louisville, Kentucky, that astounds the first-timer. Held twice each year at the Kentucky State Fairgrounds, the December 13-15, 1982 auction filled 583,000 square feet of *indoor* exposition space, plus a midway lot outside for pieces too big to fit inside. Compare all that useable space to your local high school football field. Needless to say, here is one big auction.

THE AUCTIONEER was there as approximately 1200 pieces of construction equipment changed ownership to produce an auction gross in excess of $11 million. And that was just the December sale. As you read this, Forke Brothers is gearing up for the same kind of auction, same location, April 20-22. The teamwork necessary to accomplish auction this big has become a Forke Brothers trademark; and that teamwork is recognized throughout the world's heavy equipment industries. NAA members are an integral part of the Forke Brothers auction success story.

Don Forke, a partner in the firm, is one of four auctioneer sons of the original brothers who began the Lincoln, Nebraska, based auction company in 1921. **Marvin Spitsnogle, Dave Ait** and **Tom Spitsnogle** are also Forke Brothers partners, and **Scott** and **Greg Forke** are company auctioneers. The auction firm prides itself on having only one auction "team", therefore every client and every auction gets primary attention. However, to handle the big auction in Louisville, everyone goes to Kentucky except one office secretary— Don's brother, Ted Forke, cousin Dean Forke, partners Don and Jim Coy, Doug Tverstol, and Rob Whitsit, auctioneer Steve Spitsnogle, attorney for the firm Kevin Duling, plus secretary Ardith Liesveld and five other office personnel. Pilots Seth Boynton and Marv Williams fly the staff members to auctions throughout North America, in the company's own plane.

Three days of equipment, crowds

Every Forke Brothers auctioneer — from the company president to the newest man — is on the job at the Louisville sale; either auctioning for an hour/hour-and-a-half, workng the ring, remaining close by, or helping in the office. It takes such a group of professionals to get all 1200 pieces of equipment sold in three days.

Twenty-six years ago an established heavy equipment company named Brandeis and Forke Brothers had their first *used* equipment auction at the Kentucky fairgrounds in December. The auction grew from one day to three, then to three additional days in April starting with 1971. Each Louisville auction will remain three days because construction people are busy. They can't afford to be away from business too long. Why the fairgrounds? Located only three miles from the airport, buyers can literally fly in, bid, buy and settle, arrange for trucking of the purchased equipment, rest up in the nearby Executive Inn, then return home the next morning.

Besides being one of the only indoor facilities capable of handling the auction, the Kentucky State Fairgrounds is centrally located, in the midst of diversified industries, and coal mining further east. In addition to location, other "conveniences" to the buying crowd were built into the auction schedule: only trucks, trailers, and miscellaneous equipment were sold the first day; loaders, graders, bulldozers, etc., on Tuesday and Wednesday; each sale day began at 9 a.m. and continued until 4-4:30. After about eight hours of equipment auctioning *everyone* is tired, including the buyers.

Year around planning

Preparation for the Brandeis-Forke Brothers Louisville auction is a year around process. Letters of invitation are sent to sellers who must commit property to the auction two months prior to the sale. Brochures are sent throughout the industry via the

Continued page 46

extensive Forke Brothers mailing list, and advertising appears in trade publications, major newspapers, even the WALL STREET JOURNAL. The auction actually draws worldwide attention, but the best advertising does not appear in print. Satisfied buyers and sellers are credited with the auction phenomenal growth.

The major portion of the gathering, cleaning and placement of the equipment is handled by Brandeis personnel, with part of the Forke Brothers team arriving as much as eight days before the first sale day. Equipment in December ranged from very old to near new, with each piece of motorized equipment ready for starting. Forke auctioneers spend days "studying" the vast selecton, acquainting themselves with equipment condition and dollar values. By the time sale day arrives, months of preparation contribute to one auction ring moving down miles of clean heavy equipment, parked in straight rows, inside acres of Kentucky exhibition halls.

Very organized, "everyone knows their job"

With millions of dollars and thousands of vehicles changing hands, an auction team cannot afford any mistakes. The Forke Brothers' key to organization, explained by NAA members Marvin Spitsnogle and Dave Ait, is "everyone thoroughly knowing their job". The auction is a study in cooperation between Forke Brothers and Brandeis, each relying on



ALL THAT EQUIPMENT. The volume of the Louisville auction literally stretches for miles of equipment rows. Buyers were welcome to start, but not drive, equipment.

the other's expertise during an entire year of preparation. The entire effort can be aptly compared to a championship athletic team.

Sellers in the auction demonstrate their faith in Forke Brothers and the auction year after year. Most are from the eastern half of the United States, with some as far away as Canada. What keeps the rows filled each year, and the auction supported by spending buyers? The equipment sells well, Louisville is a convenient marketplace, and construction people come from all over the world. In December, buyers from 45 states, three Canadian provinces, and four foreign countries attended.



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(Photo taken Nov. 1978)

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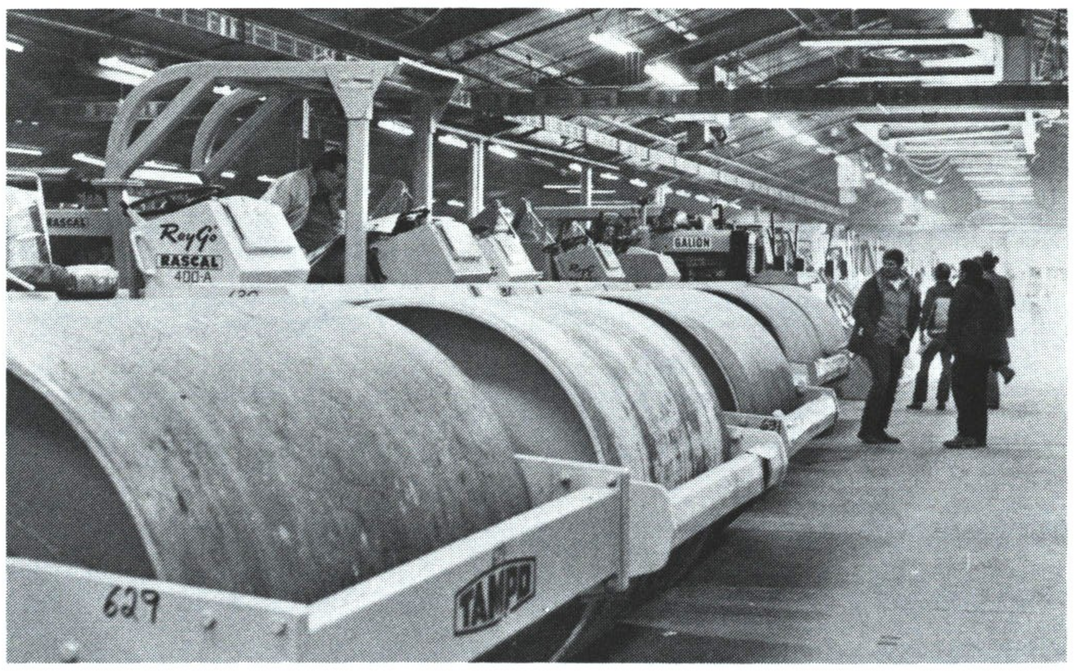


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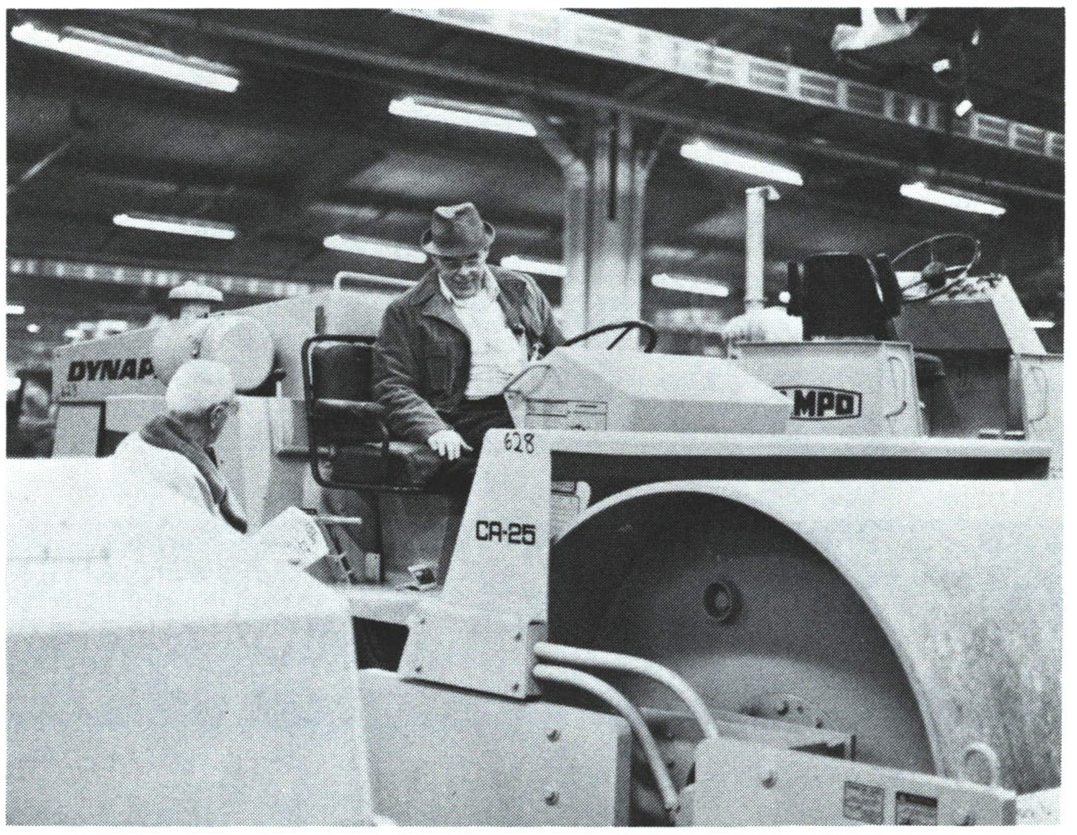






Factors which determine the number and variety of buyers are common to the heavy equipment industry itself: construction activity in one part of the country will attract buyers and sellers to the sale from that region; dollar and foreign currency values determine who attends and buys from countries outside the U.S. Also, the auction is enjoyable to attend. Spitsnogle and Ait could not identify a single problem or major incident in the sale's 26 year history. "Big problems don't occur because we're fully prepared, this is big business, and most people in the industry are simply gentlemen," they explained. "We conduct ourselves professionally, and we make sure everything is comfortable for the buying crowd." Most buyers at Louisville are from engineering backgrounds, with college educations and businesses to run. Also, Louisville buyers come from all age groups.

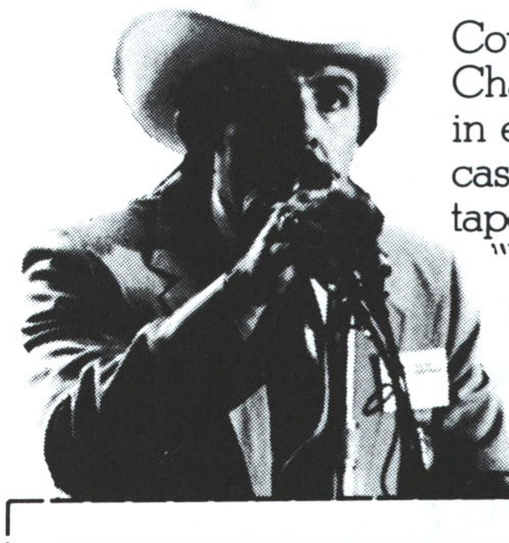
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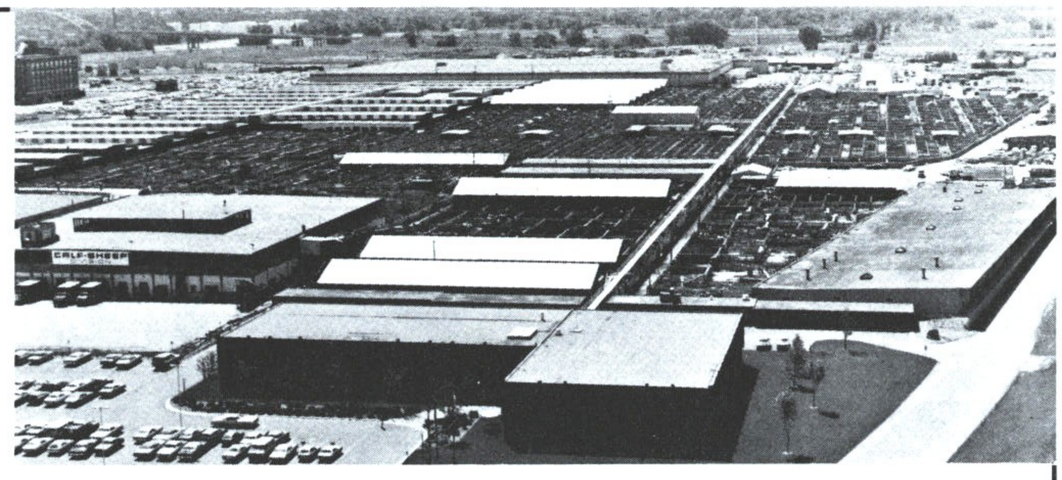
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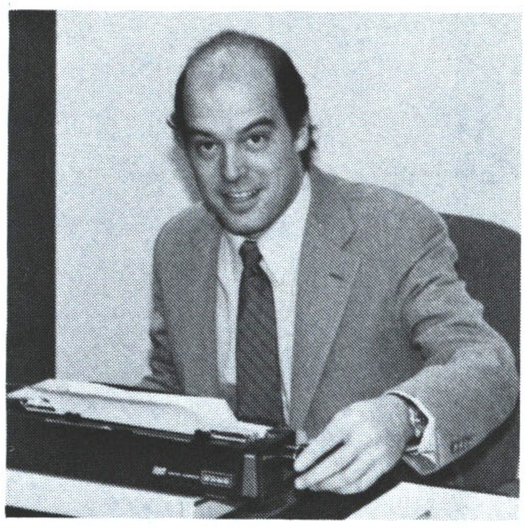
AUCTION CROWD on equipment and surrounding auction ring. At left, auctioning directly in front of loader is NAA member Dave Ait. Below left, standing back at Forke offices with NAA member Marvin Spitsnogle, also shown in sound system headgear. Below, NAA member Tom Spitsnogle at the microphone.













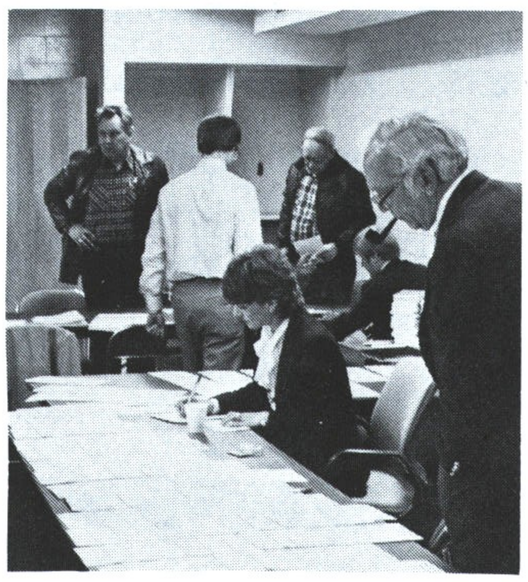
ABOVE LEFT, Tom Spitsnogle in his office, above right, Scott Forke, at left, Greg Forke.

Why the auction runs smoothly is a product of a Forke Brothers system for keeping accurate record of big ticket items, their buyers and total invoices. With so much equipment and so many buyers, no one can afford to have an error.

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The big Louisville equipment auction is successful and well organized because the Forke Brothers auction firm is successful and well organized. How the company has been able to maintain its excellent

Continued page 51



BUSY AUCTION OFFICE. Invoices on table allow for quick, accurate record keeping and settlement.

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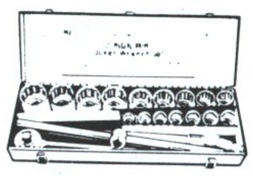


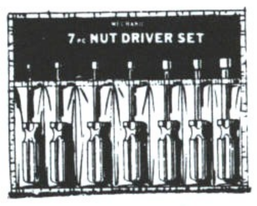
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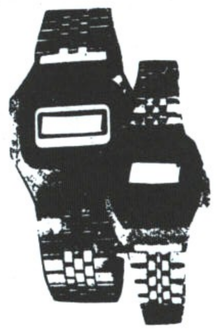


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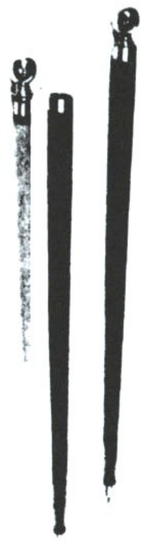
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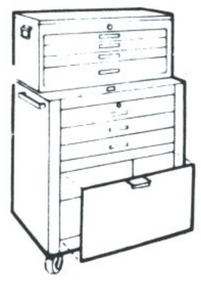




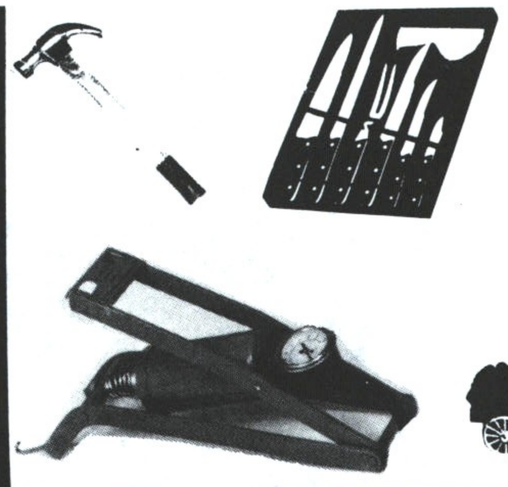


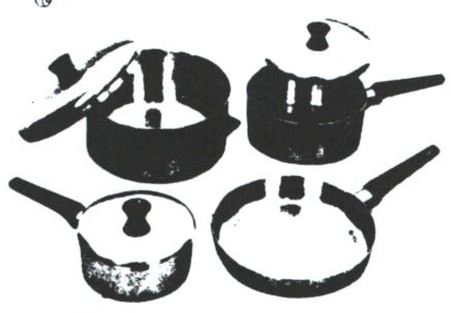
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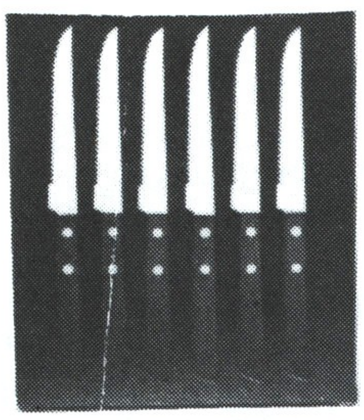














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track record year in year out exemplifies Forke Brothers' integrity and singular dedication to the heavy equipment industry.

The VIP's are the buyers

Under the direction of Herb and Al Forke, the founding brothers, from 1921 until 1958 the firm was a general auction company. But since then, Forke Brothers has sold heavy equipment *exclusively* no real estate, no farm sales, only heavy equipment and only at *absolute auction.* Buyers and sellers know that everything is going to sell to the highest bidder at a Forke auction. That kind of assurance has served to build confidence in Forke Brothers as auction professionals.

The company makes a concerted effort to be "good for the industry", because in the final analysis, how Forke Brothers conducts itself reflects on the industry it serves. In selling heavy equipment exclusively, Forke auctioneers consider themselves as agents for both seller and buyer. Ultimately, what's good for the equipment industry ends up being good for business at Forke Brothers.

On site, the Forke staff remains low key, because the important people are not the auctioneers. The real VIP's are the buyers spending money. Even sale bills of future auctions aren't distributed until the present auction is over. Forke auctioneers want the crowd to be concentrating on only one auction at a time. The result? Happy buyers are good for the sellers, and well served buyers and sellers are good for the industry. If there's a Forke success secret it would include: keeping all business honest, remembering that you ultimately represent both buyer and seller; being a credit to the industry you serve; and developing that prize winning rapport with buyers and sellers that fosters trust and confidence.

Twice a year the Brandeis-Forke Brothers sale exemplifies big auction business at its best. Just to experience it you might attend one of their Louisville auctions. After all, the Russians did.





CLOCKWISE, FROM LEFT, auction sound system on golf carts stayed near the single auction ring. Trucking companies were on hand to ship equipment to the job site. Louisville broadcast media covered the auction, and some buyers came in their own air transportation. At one time three helicopters were in the parking lot.

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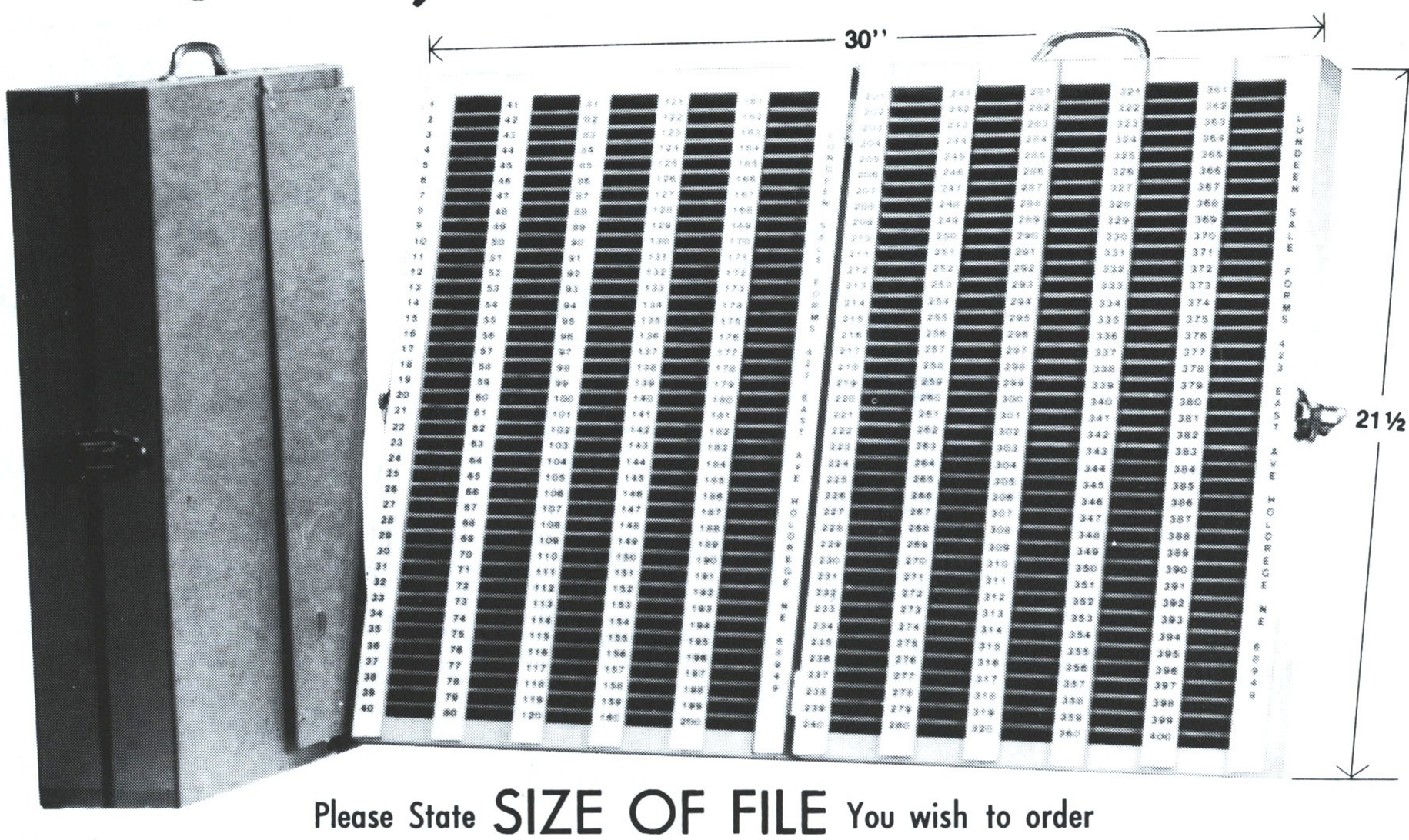
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State Association Conventions — Dates and Locations

Convention Dates	State association	Hotel/motel and city	Convention chairman or state association secretary
February 4-5	New Jersey	Marriott Hotel, Somerset	Art Williams
February 11-13	Montana	Yogo Inn, Lewistown	Robert McDowell, III
February 21-23	**NAA Seminar**	**Hyatt Regency, New Orleans, Louisiana**	
March 11-13	Kansas	Red Coach Inn, McPherson	Rex Newcom
April 10	Iowa	Airport Hilton Inn, Des Moines	Margaret Bloomer
April 17-18	Kentucky	Holiday Dome, Bowling Green	Wilma Atherton
May 7-8	Missouri	Osage Beach	Doran Livingston
May 14-15	Oklahoma	Ramada Inn, Oklahoma City	Ray Patterson
May 21-22	South Carolina	Hyatt Regency, Greenville	Warren Wilson
June 5-6	Georgia	Hilton Hotel, Macon	Freddi S. Hagin
June 8-9	Wisconsin	Voyager Hills Inn, Reedsburg	Robert Massart
June 10-11	Texas		Dudley Althaus
June 10-12	South Dakota	Sheraton, Aberdeen	Kenneth R. Jark
November 12-13	Iowa	Red Fox Inn, Waverly	Margaret Bloomer

State auctioneers associations provide the above dates, cities, and meeting facilities for their conventions. For more information about the above meetings, contact the respective state association directly.

However, all requests for an NAA officer or director to speak at a state association convention should be coordinated through the NAA office.

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Fourteen state associations reciprocal with NAA

In the following directory of state association presidents and secretaries, an asterisk near the association name indicates that state has a reciprocal membership agreement with the National Auctioneers Association. Under that agreement, *new members* must join both associations to be a member of either association. However, auctioneers who were members of either association before the reciprocal membership agreement went into effect do not have to join the other association to maintain their present membership status.

Here is a list of all reciprocal states as of this writing.

State Association	Dues (in addition to NAA dues, and vice versa)	Month billed for dues (both NAA and state amounts)
Arizona	$10.00	January
Arkansas	15.00	January
Colorado	10.00	January
Florida	35.00	January
Georgia	30.00	July
Iowa	20.00	January
Kansas	10.00	July
Kentucky	10.00	January
Missouri	15.00	July
Nebraska	15.00	July
Nevada	20.00	July
Pennsylvania	30.00	January
Tennessee	10.00	July
Wisconsin	35.00	July

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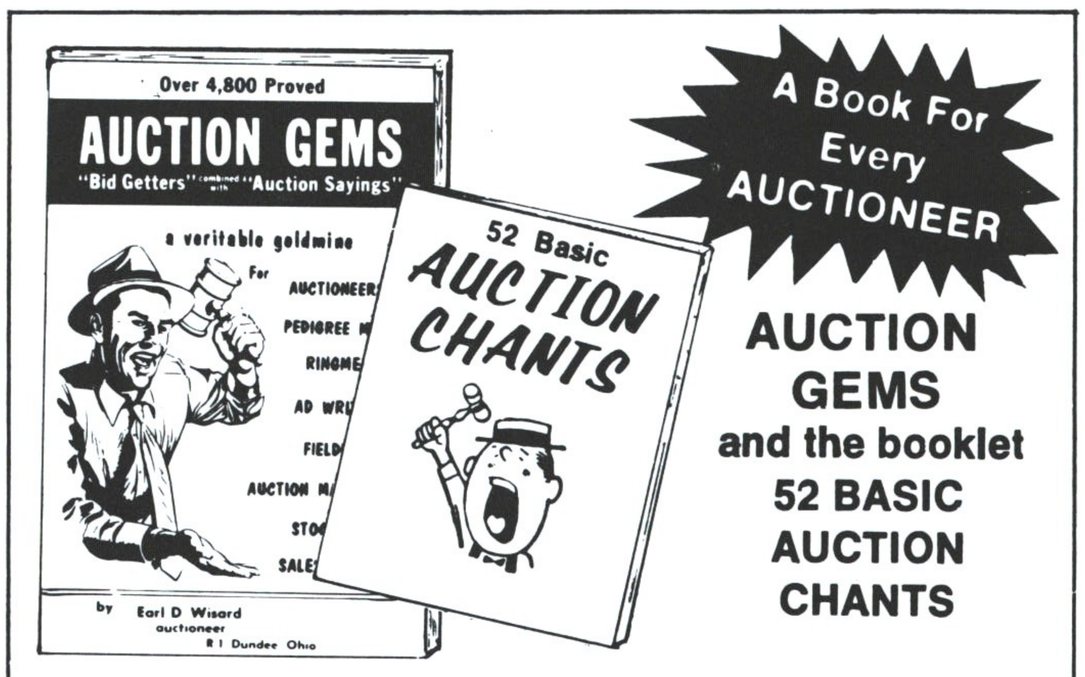
• **New members** must pay the full dues amounts for both associations. The NAA office will then prorate the NAA dues, but not the state association dues. The prorating allows for the new member (whenever the auctioneer joins) to be billed in the same month as other members from that state. All state association dues collected by the NAA office are forwarded to the state association secretaries.

• **Present members,** those auctioneers who were members of either association when the reciprocal agreement went into effect, can join the other association at any time.

• **When sponsoring a new member,** and your state association is reciprocal with NAA, please inform the new member that both dues amounts must be sent in with the completed and sponsored NAA application

• **Only two states,** Pennsylvania and Tennessee, require that the new member must join through the state association, and not through the NAA office. An application from a prospective member in either of these states will be returned, with the explanation that the new member must contact the state association and first meet their membership requirements.

As current NAA members who live in reciprocal states and may be approached by a prospective member to join the NAA, your cooperation is requested. Please inform the new member that your state is reciprocal, and that he or she will become a member of both state and national associations upon receipt of both dues amounts. The NAA office will cordially answer any questions about the reciprocal membership agreements with the affiliated state associations.



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* **Auctioneers Association of Arizona, Inc.** — President: David Yoke, 17613 N. 45 Ave., Glendale 85308. Secretary: Larry Everhart, 5033 N. 66 Ave., Glendale 85301.

* **Arkansas Auctioneers Association** — President: Joe Wilson, 2919 Marion Anderson Road, Hot Springs 71901. Secretary: Jayne Lowery, P.O. Box 34, Dennard 72629, phone 501-745-4261.

California Auctioneers Association — President: Grant Theodore, 4037 North Washington Blvd., P.O. Box 196, Livingston 95334. Secretary: Milton Costa, 11125 Tenth Avenue, Hanford 93230.

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

* **Florida Auctioneers Association, Inc.** — President: Louis B. Fischer, Jr., 437 East Atlantic Blvd., Pompano Beach 33060, phone 305-942-0917. Secretary-treasurer: Billy H. Wells, 121 Aldean Dr., Sanford 32771, phone 305-323-2820, office 305-323-8142.

* **Georgia Auctioneers Association** — President: John Suarez, 2025C Peachtree Road, Atlanta 30309. Secretary-treasurer: H. C. Thomas, 4C-3280 Austell Road SW, Marietta 30060. Executive secretary: Freddi S. Hagin, 6472 Church St., Douglasville 30134, phone 404-949-2010.

Idaho Association of Professional Auctioneers — President: Robert C. Hopkins, Jr., Route 1, Box 1036, Parma 83660, phone 208-722-5007. Secretary: Mrs. Robert Hopkins (same address.)

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

Indiana Auctioneers Association — President: Virgil Butts, 204 N. Murhpy Ave., Brazil 47834, phone 812-448-1124. Secretary-treasurer Harry E. Buckles, RR 1 Box 262, Anderson 46011, phone 317-378-7924.

* **Iowa Auctioneers Association** — President: Dean Leonard, Box 583, Elkader 52043, phone 319-245-2520. Secretary-treasurer: Margaret H. Bloomer, Rt. #3 Box 43, Glenwood 51534, phone 712-527-3615.

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

Continued page 56

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Maine Auctioneers Association — President: Pamela Brooks, Burnham 04922. Secretary: George A. Martin, New Road, East Lebanon 04027, phone 207-457-1237.

Auctioneers Association of Maryland, Inc. — President: Raymond C. Nichols, 701 North Paca Place, Baltimore 21201, phone 301-523-7400. Secretary: Ed Sweetman, 11805 Keymar Road, Keymar 21757, phone 301-756-4110.

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Missouri State Auctioneers Association — President: Larry G. * Fosnow, 36 Circle Drive, Windsor 65360. Secretary: Doran H. Livingston, Rt. 1 Box 21-A, Willard 65781, phone 417-742-2568.

Montana Auctioneers Association — President: Morris C. Gardner, N.E. 162 Black Lane, Hamilton 59840, phone 406-353-4230. Secretary-treasurer: Robert McDowell, III, Box 3, Cardwell 59721.

Nebraska Auctioneers Association — President: Eugene Mar- * shall, Elm Creek 68836. Secretary: Miles Marshall, Country Club Plaza, Kearney 68847. Executive Secretary: Larry Hammer, 2501 S. 74th, Lincoln 68506, phone 402-489-7333.

Nevada State Auctioneers Association — President: James M. * "Bill" Watson, 734 N. Nellis, Las Vegas 89110, phone 702-452-6699. Secretary-treasurer: Stanley M. Zurawski, Jr., 1920 Bannies Lane, Las Vegas 89102, phone 702-339-0500.

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

New Jersey State Society of Auctioneers — President: Nicholas Macaluso, Rt. #13 & 6th Avenue, Bristol, Pennsylvania 19007, phone 215-788-3876. Secretary: Pamela Moore-Epstein, 26 School Street, Liberty, New York 08053, phone 914-292-8655.

New Mexico Auctioneers Association — President: Jacquelyn Russell, 3636 Meraul Blvd. NE, Albuquerque 87110, phone 505-888-3300. Secretary: Bob Dienst, 4321 Montgomery NE, Apt. 238, Albuquerque 87109.

New York State Auctioneers Association — President: Rex Accurso, Route 23 South, Oneonta 13820. Secretary-treasurer: Duane E. Ganz, 14 William Street, Lyons 14489, phone 315-946-6241.

Auctioneers Association of North Carolina, Inc. — President: Ben G. Hoffmeyer, 1919 Wendover Road, Charlotte 28211, phone 704-366-4445. Secretary-treasurer: Johnston B. Gilbert, Route 1 Box 349K, Lincolnton 28092, phone 704-732-0177.

North Dakota Auctioneers Association, Inc. — President: Cliff Orr, Ypsilanti 58497, phone 701-489-3350. Secretary-treasurer: Roger Skiftun, Manfred 58465, phone 701-324-2995.

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South Carolina Auctioneers Association — President: Larry J. Meares, P.O. Box 57, Pelzer 29669, phone 803-947-9460. Secretary-treasurer: Warren Wilson, Rt. 2, Box 20, Greer 29651.

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Wisconsin Auctioneers Association — President: Paul Conrad, * Route 1, Westby 54667, phone 608-534-4552. Secretary: Robert Massart, 2545 Finger Road, Green Bay 54301, phone 414-468-1113.

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

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State association reports

Massachusetts



OUTGOING PRESIDENT of the Massachusetts State Auctioneers Association, Harvey Jacobson, right, presents gavel to incoming MSAA president Ron Maynard. At the recent 1983 MSAA officer installation, another NAA member, Bob Potvin, was named an MSAA vice president. John LaCroix was honored for recruiting the most MSAA members. The Association has monthly meetings and more MSAA information is available from Harvey Jacobson, 41 Chatham St., Worcester, MA 01609, phone 617-756-4708.

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He had served as a state representative, a member of the State Racing Commission, and was a member of the New England Standard Bred Breeders and Owners Association, and the U.S. Trotters Association. Ted Langdell was also active in many civic organizations.

In Memoriam . . .

JOSEPH F. SEDMERA

The NAA office was notified in December that member Joseph Sedmera, Lakeland, Florida, had died, December 9, 1982.

THEODORE "TED" LANGDELL

The secretary of the New Hampshire Auctioneers Association notified the NAA office that NHAA charter member and former president, Ted Langdell, Milford, New Hampshire, died December 22, 1982.

HENRY L. HODGES

NAA member Henry Hodges, 73, Elizabethtown, Kentucky, died December 4, 1982. He was a native of Hardin County and had been in the auction business for 40 years. He was named the county's Realtor of the Year in 1974. At one time, auctioneer Hodges was a professional boxer.

MARK S. ROHALY

The headquarters office was notified of the death of NAA member Mark S. Rohaly, Latrobe, Pennsylvania.

LORENZ "LARRY" WILLMAN

The NAA office was notified in January of the December 9, 1981 death of member Larry Willman, Postville, Iowa.



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After a home in a neighboring community had been listed by several realty firms for almost a year with no results, the owner asked auctioneer Prange to sell the property at auction. The sale date was set, advertising distributed, and an open house held. But, the night that the auction was scheduled, Prange had an accident and was hospitalized. One of Prange fellow Realtors® went to the auction site and informed the prospects what had happened. The sale would be postponed one week. However, the week passed, and Prange was still in the hospital.

The seller was most anxious for the auction to occur because she had already made an offer with Prange on a home in a nearby town. Prange was understandably anxious for the auction to be held, but his doctor refused to dismiss him from the hospital. **After much persuasion, the doctor agreed that the auction could be held in the hospital.**

Some quick advertising and personal phone calls to prospects notified them that the real estate auction would be held as planned but not at the property. The auction location would be the doctor's lounge at the Floyd County Memorial Hospital. Not all the original interested parties came to the hospital that night, but the right ones did. The auction was held and the home was sold for cash.

More than just one more auction success story, it was certainly a first for the hospital and NAA veteran auctioneer C. F. Prange.



SATISFIED CLIENT, CUSTOMER — From left, the seller, the buyer's wife, auctioneer Prange, Realtor Jerald Anderson, and the buyer, all approving the purchase agreement.

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Two major amusement parks auctioned

Two popular American amusement parks were sold piece by piece at public auction last fall, further exemplifying the changing amusement park industry across the nation, according to NAA member **David A. Norton**, Coldwater, Michigan.

The Olympic Park in Rochester, New York and the Funtown park in Chicago, Illinois, were both auctioned by Norton Auctioneers of Michigan, Inc., his auction firm which specializes in selling parks, carnivals, museums, carousels, and zoos throughout the world.

Explained auctioneer Norton, "the older once popular amusement centers have all suffered the ills of our economy, but more so we attribute their demise to the large theme parks who have multi million dollar budgets. Hundreds of privately owned parks find it no longer economically feasible to compete with the Disneys, Six Flags, Sea Worlds, Marriotts, and other large corporate parks springing up around the country."

Norton added that despite the age and condition of many of the carnival type rides he sells, there is a strong market for such rides due to the extreme high cost of new acquisition. "It is nothing today for a carnival or park owner to spend upwards of $700,000 for a new, spectacular ride, or in excess of $65,000 for a common kiddie ride."

Last October the New York park attracted 202 registered buyers from 19 states and several foreign countries, and was covered by most major network news television teams. A 1968 Pinfari portable roller coaster which takes 8 men, 5 days to assemble was sold for $54,000 while other similar rides sold as comparatively well.

Chicago's last standing amusement park was sold last November on the city's south side. Over 300 were in attendance from across the country, with major rides going to buyers in California, Louisiana, Florida, and Texas. A 200 kw portable generator sold for $25,000, a very old chance Trabant at $22,500, and 22 various other rides averaged above presale estimates by 15%.

The Norton firm has 1983 sales scheduled including a large wax museum, a zoo, a 1890 theme park, plus one of the world's ten largest amuesment facilities.

Six days, 47 properties auctioned

The Buffalo, New York, Municipal Housing Authority had properties to sell, and the auction method was chosen. NAA member **R. W. "Dick" Bronstein**, Amherst, New York, and his auction company completed the last of 47 on-site real estate auctions on December 9, 1982. The properties were auctioned in six days, and were among 55 Housing Authority holdings sold over a period of 20 days.

Most of the home were boarded up three to six

Continued page 63



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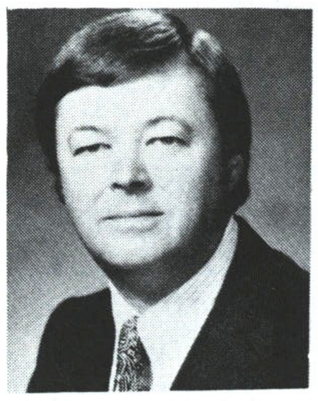
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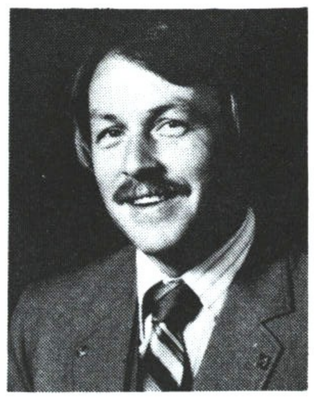
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years and had become neighborhood eyesores. The Authority paid $405,000 in 1979 to acquire the properties; gross sale of the 1982 auction was the exact same amount, even after vandalism. Terms were cash, based upon 31 day closing. Prices ranged from $175 for a vacant lot to $41,500 for a single family dwelling. All properties were sold to the highest bidder, and the seller had the right of rejection.

Auctioneer Bronstein promoted the sales through yard signs, direct mail and local newspaper advertising. Over 1000 people inspected the properties prior to the auctions. Buyers were investors as well as individuals purchasing residences. Both the sellers and the Bronstein company were very pleased that the auction total far exceeded expectations.



SELLING ON-SITE for the Buffalo Housing Authority, NAA member Dick Bronstein at the microphone of his "Auction Cruiser". To his right is a television cameraman, covering the auction of the Authority's 47 properties.

Baseball card auction largest in Maryland

Reportedly the largest Maryland auction of baseball cards occured last October, conducted by NAA member **Anne-Lynn Gross,** Frederick, Maryland. Dealers and collectors came from five surrounding states to bid and buy, with mail bids also a part of the auction. However, none of the mail bids were successful. Over 240 lots were sold in a three hour period.

High selling items were Topps complete sets for 1962, 1963, and 1967, at $440, $325, and $250 respectively. All of the merchandise came from a private collection which had been built up over the past 20 years.

The sale was so successful that auctioneer Gross received 300 lots for another baseball card auction to be held that same month.

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Mother, son, daughter auctioneers

NAA member **Waneta Borden,** Bowling Green, Kentucky, continues to give new meaning to the familiar phrase "family auction business". After the 1980 death of her husband, **C. W. Borden,** who founded Bowling Green Realty and Auction Co. in 1939, Waneta became the company's owner and operator.

An October, 1982 article in the town's DAILY NEWS described the family's still uncommon approach to auctioneering — NAA member and son, **W. R. "Bill" Borden,** auctions, but so does Waneta and daughter Lisa, serving her required apprenticeship. The article explained that women auctioneers are not that numerous in the male-dominated auction industry, but that the number of women auctioneers is increasing. Both Waneta and Bill Borden are enrolled in CAI.

Governor's tie auctioned for $200



ELECTION TIME last fall included a Riley for Governor Day at a shopping center in Lancaster, South Carolina. To raise money for the Governor's campaign fund, the re-election committee decided to auction one of the Governor's neckties. Displaying the tie, from left, Sherrill Mullis, Miss South Carolina Wheelchair Kathy Dunlap, Governor Dick Riley, NAA member Fred Mullis, CAI, and Miss Lancaster Teresa Goebel. A local construction company owner was the high bidder.



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Newspaper covered Twin Cities residential auction

A November auction my NAA member **Mel Giller,** Newport Beach, California, sold a home every three-and-a-half minutes located in the Minneaspolis/St. Paul area. The properties averaged about $80,000 for 104 townhouses, condominiums, and homes. An added benefit of the auction was coverage by the MINNEAPOLIS STAR AND TRIBUNE.

Explained auctioneer Giller, " for those of us who have strived for years to become recognized as an integral part of the real estate industry, it becomes especially gratifying to have your efforts recognized as front page news by a major metropolitan newspaper."

Bent Tree Farm cattle auction

In November last year, Frank Gabor's Bent Tree Farm hosted its Second Invitational Santa Gertrudis Cattle Auction, Ocala, Florida. Conducting the sale was NAA member **H. Fred Dietrich, III,** Orlando.

High selling cow in the 1982 auction sold for $1275; high selling heifer calf, $850. The high selling bull went for $1275. Volume buyers were from Florid and Georgia, spending $6240 on nine heifers and $4380 for eight head respectively.

The sale composed of pasture condition cows, saw 20 mature cows average $717, 12 heifer calves average $440, seven young bulls average $714, and eight commercial heifers average $396.

California homes, lots, condos auctioned

NAA member **Steve Laubly,** San Jose, California, and his American Auction Associates were featured in a SAN JOSE MERCURY article in November. For sale were 47 homes, condominiums, and lots, with the auction held at the Sunnyvale Hilton Grand Ballroom on a Sunday afternoon. Over 600 people attended the sale.

Besides covering the facts of the auction, who bought what and for how much, the reporter attempted to describe the actions of people very familar to NAA members — auction ringmen. "Other American Auction employees scattered throughout the room acted like cheerleaders, shouting, waving their arms, gesticulating wildly, and doing everything within their power to get bidders to stay the course, to keep in the competition."

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Conflict and the auctioneer

By Lawrence C. Helms, Ph.D.
Southern Oregon State College
NAA member
Ashland, Oregon

Conflict — is it always detrimental to an auction business, or can it produce healthy, problem-solving situations? Does conflict inevitably lead to destructive anxiety and defensive posturing, or is it true, as Louis Brandis once said, that "in frank expression of conflicting opinion lies the greatest promise; and in the suppression lies ordinarily the greatest peril?"

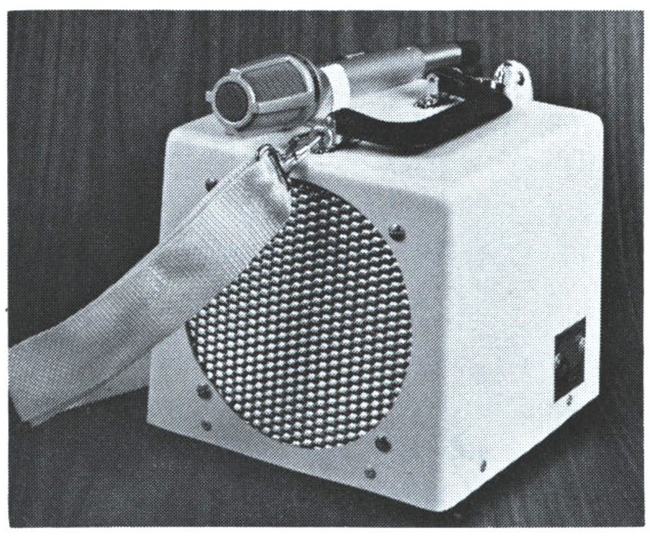
Too often, conflict is seen by the auctioneer as a totally negative situation in the business world. In reality, it can be helpful in resolving difficulties. It can produce a healthy communication process that, in turn, creates avenues for dialogue between colleagues, and promotes a more productive work environment. There is also conflict that exists at the time of the actual sale. It is more difficult to imagine how such conflict can be productive and healthy when in truth, such conflict is usually negative and potentially destructive to the auctioneer. How to handle such conflicts is revealed with an examination of some basic conflict management techniques.

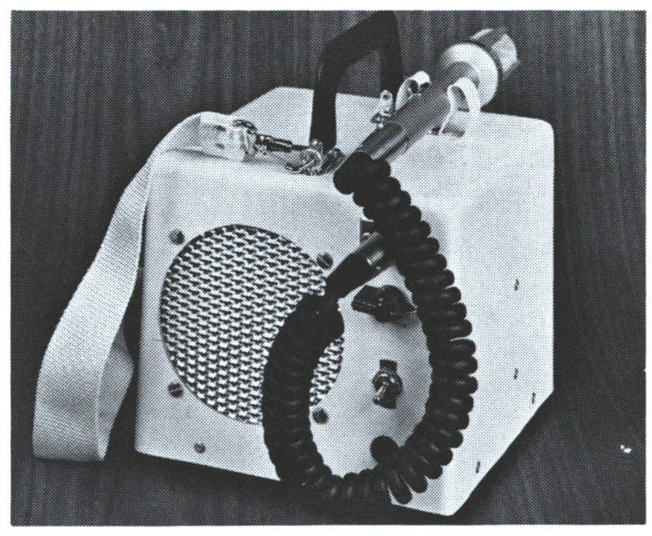
First, conflict is an unavoidable fact of life. The more rapid the pace of life or business, the more likely the opportunity for conflict to occur An auction is non-stop action from the cracking of the first gavel to the acceptance of the final bid. Thus, it is only natural that a variable percentage of the auctioneer's time is spent managing conflicts, both in the day-to-day activities of the business and at the actual auction sale. Auctioneers realize conflicts and take great pains to manage potential problems before they materialize. Most auctioneers publish some type of disclaimer or statment in each auction catalog or other list of goods to be auctioned that establishes their authority. The following two statements are from the catalog of the annual National Western Art Show and Auction.

> In the event of any dispute between bidders, the auctioneer shall have sole and final discretion either to determine the successful bidder or re-offer and re-sell the article in dispute.
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There are accompanying statements that set the tone

Continued page 66



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for the auction, and they all focus on the auctioneer being the chief conflict management agent of the sale. But what are the psychological bases for conflict and how can a perceptive auctioneer utilize such knowledge to his benefit?

Conflicts arise because of five basic differences: *value differences, role differences, perceptual differences, divergent goals of the parties involved, and even status conflict.* Of these five, although all are encountered at one time or another, most auctioneers are faced with conflicts that emerge from perceptual differences. How people perceive the same item or incident can vary to a great degree, and it is not uncommon, for example, to find two people thinking they are the high bidders for the same item. The result? Conflict. Although physical conflicts at an auction are rare, experienced auctioneers have indeed witnessed bidders fighting amongst themselves, and even the auctioneer has been threatened on occasion. What are the strategies an auctioneer can use to manage these conflicts?

Before discussing strategies it is necessary to first distinguish between the types of conflict auctioneers normally encounter.

There are three basic types of conflict: *episodic, chronic, and cumulative.* Episodic and chronic conflicts often do not require direct action by the auctioneer even though they may be bothersome. The potential solutions might prove to be more disruptive than the conflict itself. An episodic conflict is one that comes and goes with regularity, but the problem is not so great as to disrupt the auctioneer's routine. The problem might be an employee who arrives late on occasion, or calls in sick more often than might be expected. The employee is a good worker, however, and to call attention to the problem might cause a rupture in the auctioneer's relationship with that employee. In this specific circumstance, such a rupture would not be considered desirable.

Chronic conflicts are also conflicts that an auctioneer can live with, but these conflicts, like a chronic illness, are always present. Perhaps the

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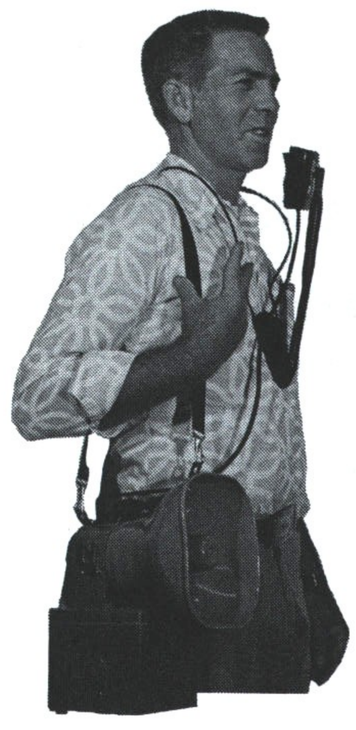
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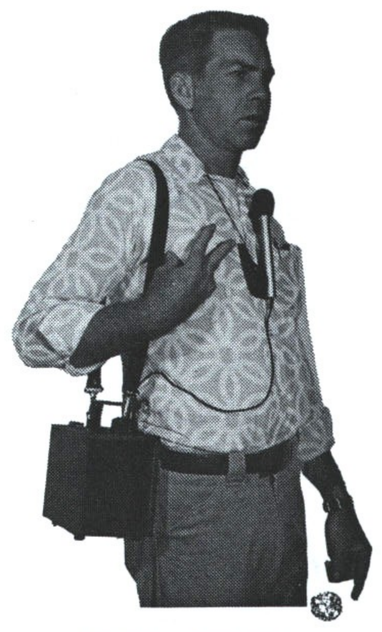
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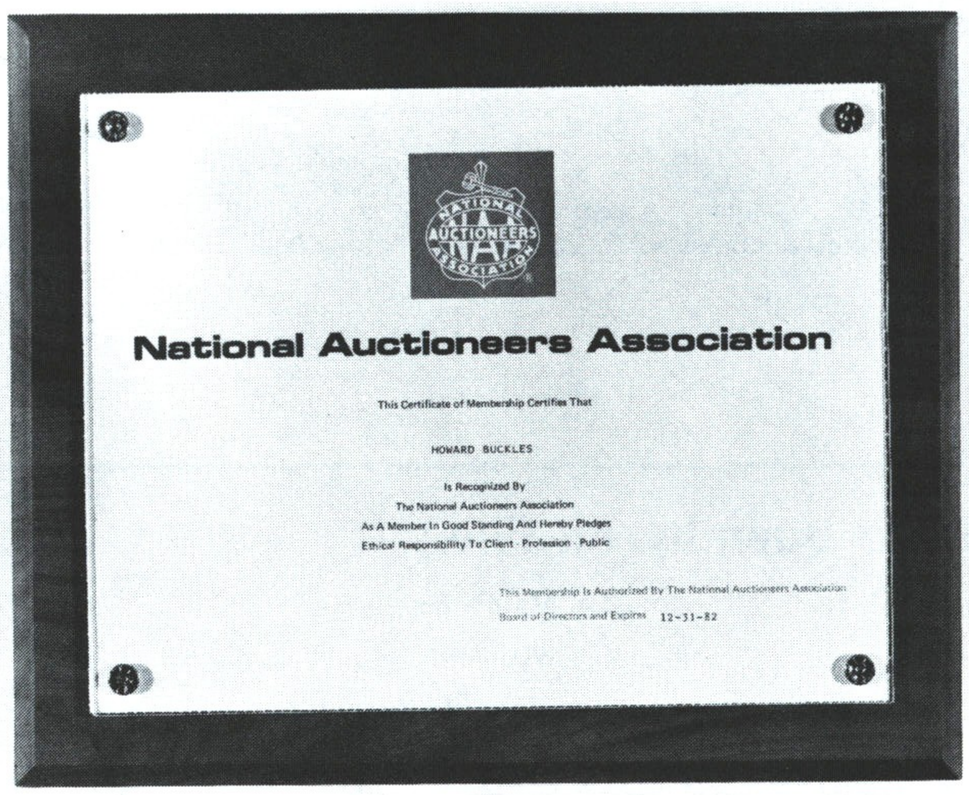
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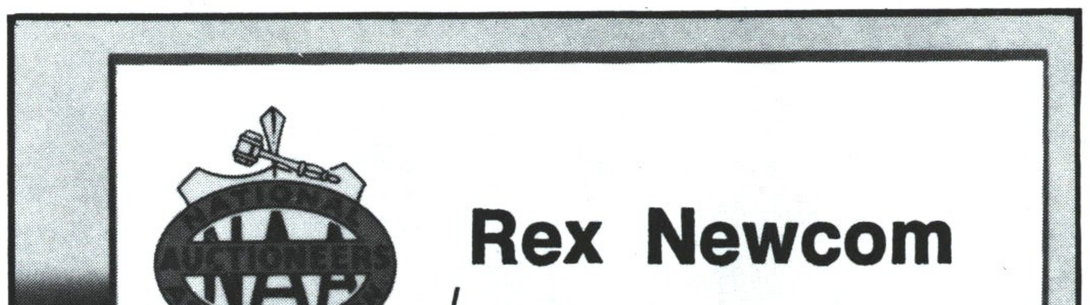


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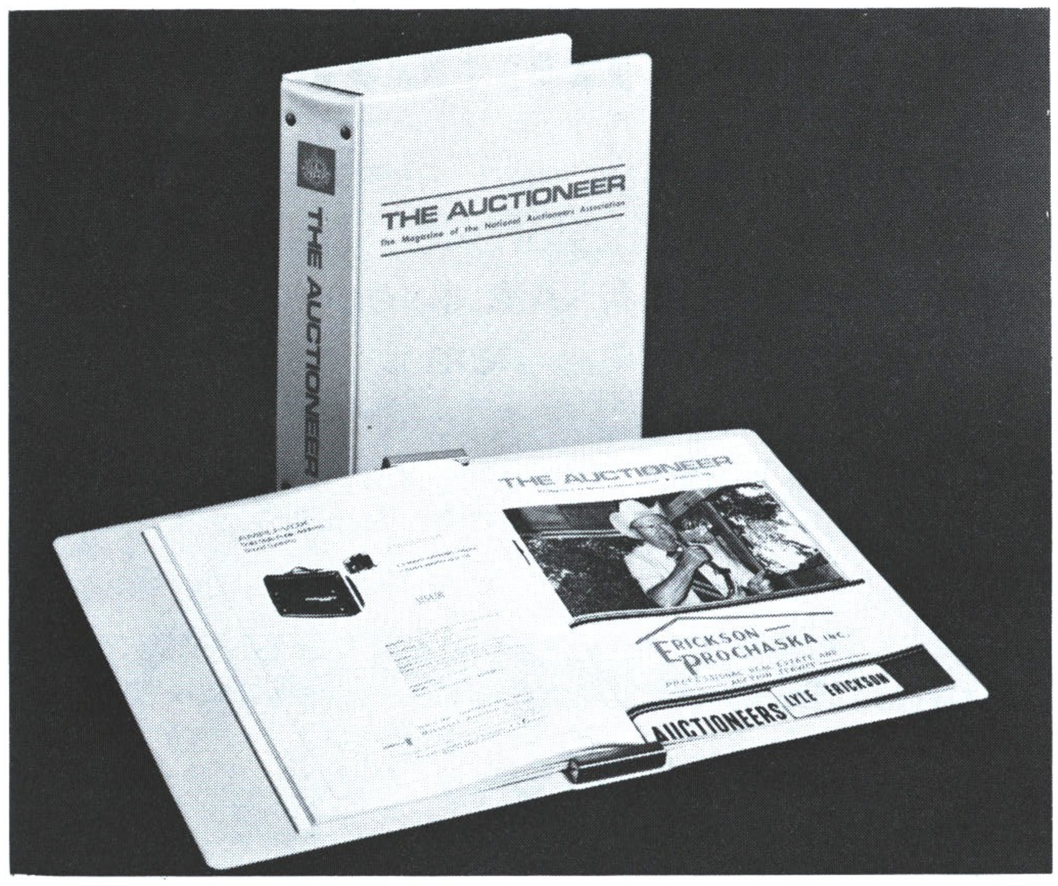
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auctioneer's public address system is growing old and will eventually need replacement. To be used, the system must be tinkered with and allowed to warm-up for 15 minutes before each auction. A new system would be desirable, but cost several hundred dollars. The auctioneer decides to live with this chronic conflict or problem area, for the time being, until a more favorable financial situation occurs. Again, the management of this conflict is done in such a way as to minimize the negative effects on the auctioneer and the auction business.

A cumulative conflict is more than an irritating annoyance, it is a serious dilemma that requires immediate and decisive action. It might be an employee who is caught stealing from the cash register, or an irate bidder who loudly questions the auctioneer's ethics and honesty. In any event, whereas episodic and chronic conflicts are annoying irritants, cumulative conflicts are problems that demand immediate attention, or the entire business process could conceivably suffer irreparable harm.

There are five basic techniques for dealing with episodic, chronic and cumulative conflicts. Each technique has its own appropriate use, but each can also be used inappropriately. There are no cookbook solutions to tough conflict management situations, the auctioneer must use good judgement as to when to employ the techniques described.

1. **Denial or withdrawal.** A very effective way to deal with some forms of conflict is to simply deny they exist or to withdraw from the problems. Just as the body will sometimes go into shock to protect itself as a physiological defense, the human mind also needs time to recover from shocking news and re-

Continued page 70

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group the thought processes. A common reaction of patient being told he has terminal cancer is to reject the diagnosis. It may take days or weeks before the truth is finally accepted. This form of conflict management can be used when the issue in dispute is relatively unimportant, or perhaps a cooling off period is needed. An auctioneer would not want to halt an auction to criticize a ringman or spotter for a poor performance in front of an entire audience. Aside from being poor management technique, such a display would only accelerate an already ackward situation.

Denial or withdrawal is a short term technique, and it should not be used if the situation is extremely serious or the issue under dispute will not disappear.

(The article "Conflict and the auctioneer" by Dr. Helms will be continued in the March issue of THE AUCTIONEER.)

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	$160.00	$155.00	$150.00
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Quarter page	40.00	38.75	37.50

Column inch: $8.75 per column inch — column is 21 picas wide (3½ inches).

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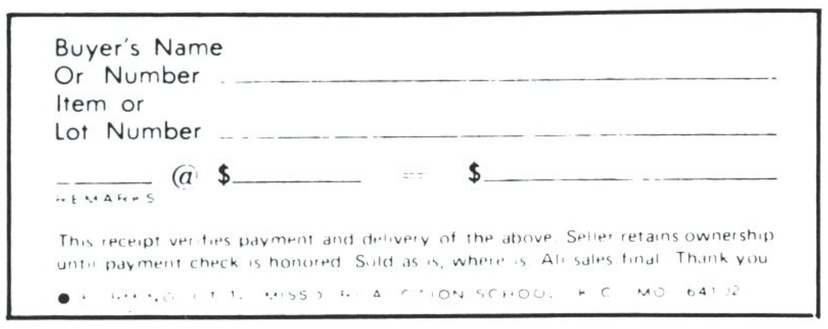
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7. **ISSUE AND CLOSING DATES:** Published monthly (11 times annually) with the exception that an August issue is not published. Issued on the first of the publication month. Deadline for ad copy is the first of the month preceding publication date.
8. **SUBSCRIPTION AND SINGLE COPY:** One year's subscription to THE AUCTIONEER is $18, and only open to non-auctioneers. Single AUCTIONEER copy is $1.75. Subscriptions and issues available only from the NAA office.
9. **ADVERTISING DISCLAIMER:** Products or services advertised in THE AUCTIONEER are in now no way endorsed by the National Auctioneers Association. Simply because a product or service appears in the NAA's official publication, that appearance does not imply an NAA recommendation of the product or service over any other. Problems encountered with an AUCTIONEER advertiser should first be directed to the advertiser for satisfaction. If the problem remains, then the NAA office should be notified.

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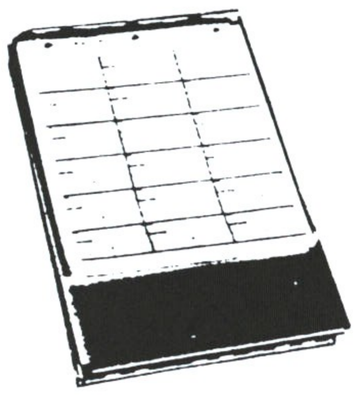
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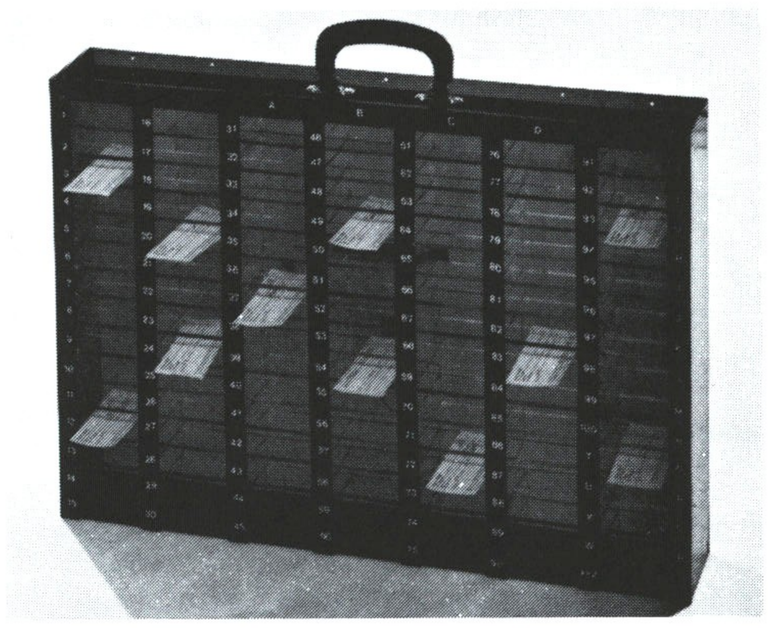
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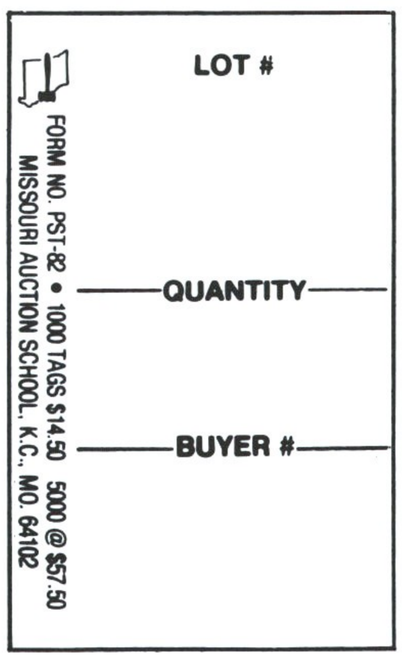


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  1,000—$10.00 5,000—$47.50



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- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- AUTOMATIC "Full Charge" indicator light shows when battery is fully charged.
- Complete with recharger. Charger rated 120 VAC, 8 WATT, 300 MA.
- SPECIFICATIONS: Battery: Gel Type (2) #626 2.6 AH rating rechargeable.
- INPUTS: one microphone, one tape recorder, one battery charger.
- OUTPUTS: One extension speaker, one tape recorder.
- WEIGHT: 6 LBS., 12 OZ.

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





COLONEL® 3

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- Slightly larger speaker baffle area with port hole.
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