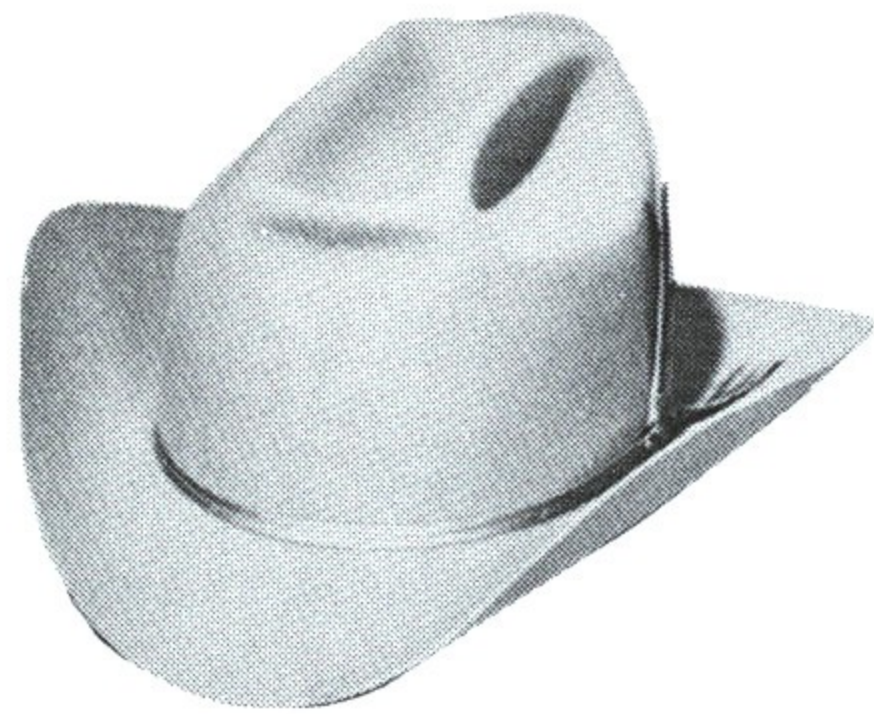


THE AUCTIONEER

The Magazine of the National Auctioneers Association • June, 1982



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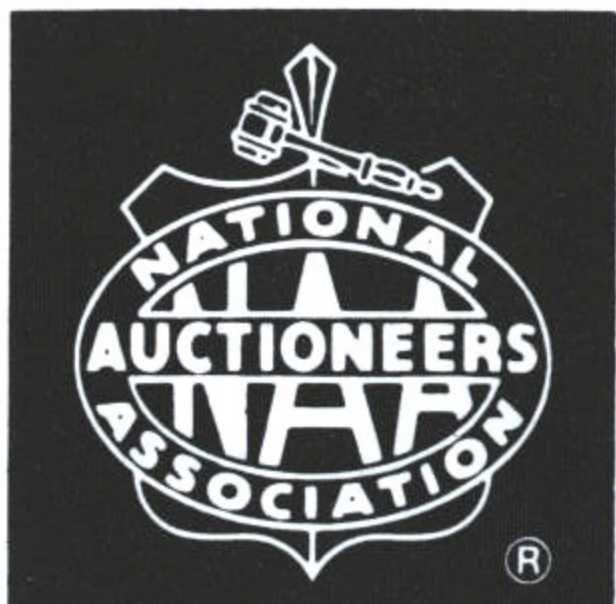
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Letters to THE AUCTIONEER

Add these members to your Directory

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

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

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

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

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

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

Harry A. Anderson, CAI
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Phone: 412 573-9533

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Pompano Beach, FL 33060
Phone: 305 942-0917

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Phone: 612 455-9547

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THE AUCTIONEER

JUNE, 1982

Volume XXXIII, Number 6

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

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

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

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

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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.

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Early convention registrations allow better planning, preparation

By Howard Buckles, President
National Auctioneers Association

It does not seem possible that already I am urging the membership to "rush" your convention registrations to the NAA office, and register for the NAA Convention. It seems it was only yesterday when I assumed the presidency of the National Auctioneers Association at the Las Vegas Convention.

Advance registrations to our NAA Convention are needed so that all meal functions, meeting rooms and affiliated meetings can be accommodated accordingly. The NAA Board of Directors adopted a policy, in 1976, whereby those who register late, or after the advance registration deadline, must pay an additional amount. That policy was adopted to provide the convention planners ample advance notification of who will attend the convention and the functions programmed. If more food is ordered (guaranteed) than used, the NAA must pay for the food anyway and the sad news is, that food will be wasted!

Food function guarantees are made 48-hours in advance of all meal functions. What that means is that when the entire NAA Convention delegation sits down for the Thursday noon luncheon, the food order, or guarantee, was made prior to noon on Tuesday, July 27. We don't even begin our registration until Wednesday morning, and anyone who registers late creates some concern by the hotel catering department and the NAA convention planners. If the NAA "hedges" and tries to protect those late registrants by ordering more food than there are Advance registrations, our nerves begin to suffer! Two years ago, last minute cancellations to the Convention created a deficit in Convention funds. It was due to a highly successful Convention Fun Auction that the Convention did not lose money, but your Board of Directors will try and eliminate any possibility of having a loss due to convention spending.

Register early! Use the Advance Registration forms in this issue of THE AUCTIONEER magazine and come to the 1982 NAA Southern Fair Convention.

Cancellations can be made if necessary, but cancellations must be made in writing to the NAA

office. Your cancellation should be in the NAA office on Friday, July 23 (or alert the NAA office that your written cancellation is on its way prior to Friday, July 23). The NAA Board of Directors will allow cancellations if they are submitted in time to assure accurate food function ordering.

The 1982 NAA Convention will have a new event scheduled! On Wednesday night, the official opening night of the NAA Convention, five State Associations will sponsor "fair" or "carnival" booths, and registrants of all ages are encouraged to arrive in Atlanta early enough to participate in Wednesday night's event, which begins at 8:00 p.m. You can compete for prizes just as you do at your own county or state fair. The children will enjoy this event!

The five State Auctioneers Associations sponsoring the fair booths are the Georgia Auctioneers Association, Auctioneers Association of North Carolina, South Carolina Auctioneers Association, Alabama Auctioneers Association and the Florida Auctioneers Association.

I don't know what each State Association has planned for you, but I do know you will enjoy participating in these fair booth activities. The 1982 NAA Convention will open with a truly "Southern Fair" atmosphere and I hope you are there to enjoy it with me.

While the Southern Fair events are going on, you will be entertained — continuously — by two musical organizations and a specialty dance group. The Original Ruby Red Dixieland Band, a long-time favorite of Georgians, will provide you with fast-moving Dixieland music and the Pioneers will follow with Blue Grass music. The Pioneers also will play backup music for the Sundance clogging group, a group of attractive "Georgia Belles" who specialize in clogging.

You won't want to miss the Wednesday evening's events and we've planned the event for everyone. You can renew old acquaintances, talk about your auction business, compete for awards, "jig"

Continued page 6

to the music of Ruby Red and the Pioneers and just have fun, Georgia-style!

The Convention is not just entertainment, but very educational as well. Preceding the Wednesday night event will be tours of the Atlanta area and if you haven't selected your pre-convention tour yet, look them over carefully. You and your family will enjoy the tours, organized by Presenting Atlanta Tours, Inc. The Georgia Auctioneers Association, under the chairmanship of NAA member John Suarez has organized some excellent tours, which precede the convention.

CAI members can brush up on their skills at the CAI Continuing Education program on Tuesday, July 27. One hundred registrants will be allowed to attend this specialty event, and the CAI members attending the NAA Convention should take advantage of this program.

Your registration fee includes three meal functions, and at these meal functions you will hear reports of the progress of the National Auctioneers Association; recognize those NAA members who have shown exemplary support to the auction method of selling real and personal property; applaud those auctioneers and their spouses who represent you as members of our organization; and hear from those who can motivate us in a manner both inspirational and motivational.

You need to attend the NAA Convention to cast your vote for those you wish to lead you as officers and directors of the NAA. The auctioneers who are

elected to high NAA positions travel throughout the country annually, represent your auction interests and promote the auction method of marketing real and personal property. Several NAA members have indicated their desires to become directors or officers of the NAA. Help make the best choice by being present when the voting takes place at the Annual Meeting of the National Auctioneers Association.

Education and information are prime reasons for having an NAA Convention. The NAA will take a back seat to no one when it comes to providing techniques and methods, which are beneficial to anyone involved in the auction profession. Twelve workshops, which will be conducted by leading auctioneers in their specialties, will be conducted at the 1982 NAA Convention. From these workshops you will learn more about your profession. Regardless of how much you already know, you can always learn more about the auction methods.

I urge you to attend the Convention to attend these workshops! You cannot help but benefit from the experiences of some of the leading auctioneers in the country.

Education, excitement, entertainment and everlasting experiences will be shared by everyone attending our 1982 NAA Southern Fair Convention! Be there with me when we welcome Rex Newcom as our new NAA President; when we applaud Mrs. Bob (Ann) Williams, who will take the helm of our ever important Auxiliary; and when we recognize those NAA members who have brought meaning to the auction profession as the 1982 Hall of Fame Award recipients.

Bring your children to our 1982 Convention. Special tours will be planned for the children on Thursday, Friday and Saturday, none of which will conflict with the meal events included in their registration; and again, Presenting Atlanta Tours, Inc. will make certain your children are thoroughly entertained AND SUPERVISED while they are away from the hotel. You can enjoy the Convention activities, knowing your children are well attended! A special registration is included in this issue of THE AUCTIONEER to register your children to the Thursday, Friday and Saturday tours.

NAA member Gene Simpkins, a youth-activities specialist from Cincinnati, Ohio, has agreed to coordinate the Youth Activities which are planned during the evening hours of Thursday, Friday and Saturday. Films will be shown! A clown will entertain the young ones! A dance group, one which will delight many of the parents, will perform for the children on Saturday night.

We want to have a successful 1982 NAA Convention, but it will not be successful unless you and your family register and attend. I hope to see you in Atlanta during the week of July 26-31!

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Headquarters Relocation Fund Report

Special meeting planned to finalize building plans

By Martin E. Higgenbotham, Chairman
Headquarters Relocation Committee

The results of our first year's fund raising activity is in, and due to the support and generosity of our membership, we now can finalize our plans to build the NAA Headquarters office on our own land in Overland Park, Kansas. President Howard Buckles was pictured, in the last issue of THE AUCTIONEER magazine, burning the note on the mortgage for the land, and we now are ready to finalize our building plans.

Nearly \$170,000 has been collected from the membership during the first year of our Headquarters Building Fund program! That total comes from payments on pledges, or from contributions by the membership. Several of our members, who have made sizeable pledges, have already paid off their entire pledge. This includes VIP pledges of \$5,000 or more!

By receiving entire pledges during the first year, we have been able to completely pay off the note for the land, with a minimal amount of interest, and still have funds available to have our new building designed. We appreciate the support and dedication to this worthwhile cause; and from your support, we now can determine our construction schedule.

A special meeting in June has been called by the NAA Board of Directors, at the Ramada Inn-Southwest, the hotel next door to our newly purchased land in Overland Park, Kansas. At that meeting, members of the Board of Directors will hear the recommendations of the Headquarters Relocation Committee and see the building plans and designs, which should determine when construction of the building should begin.

We've come a long way during the first year of activity in our Headquarters Relocation Fund program. But, that activity was caused by you, the member!

We appreciate your support and if you have not yet determined what your contribution will be, we hope you will make the decision, and contribution, soon. You will be contributing to a very worthwhile cause; one which will reflect, with pride, on the future of the auction profession and the National Auctioneers Association.

When our new building is completed, we will have a fine facility to house educational displays,

historic artifacts and information on the history of the National Auctioneers Association, the Auxiliary to the NAA and also our forerunner, the National Society of Auctioneers. We need the space to include the working tools of our trade — audio-visual equipment, records, tools, advertising, and the many other related materials, which have helped create the good image of our auction profession.

The Kansas City area (Overland Park is a suburb) is a convenient city to all our members. It is served by a very fine and functional airport, and the NAA office will be easily reached by air or by private vehicle. The Office will be located near Interstate 35; Highway 169, or Swizer By-Pass; and 87th Street, or the well-known Sante Fe Trail. The Office will be easy to get to and near a landmark — the Ramada Inn-Southwest which can be seen at a great distance. The hotel's parking lot abuts the NAA Office land, which will be convenient to anyone visiting the NAA office for any purpose.

We've come a long way in our first year of Headquarters Fund activity, but we still have a long ways to go! I urge your consideration and ask you to contribute to the Headquarters Relocation Fund program. We need your support and contribution.

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

BY RUSSELL KRUSE

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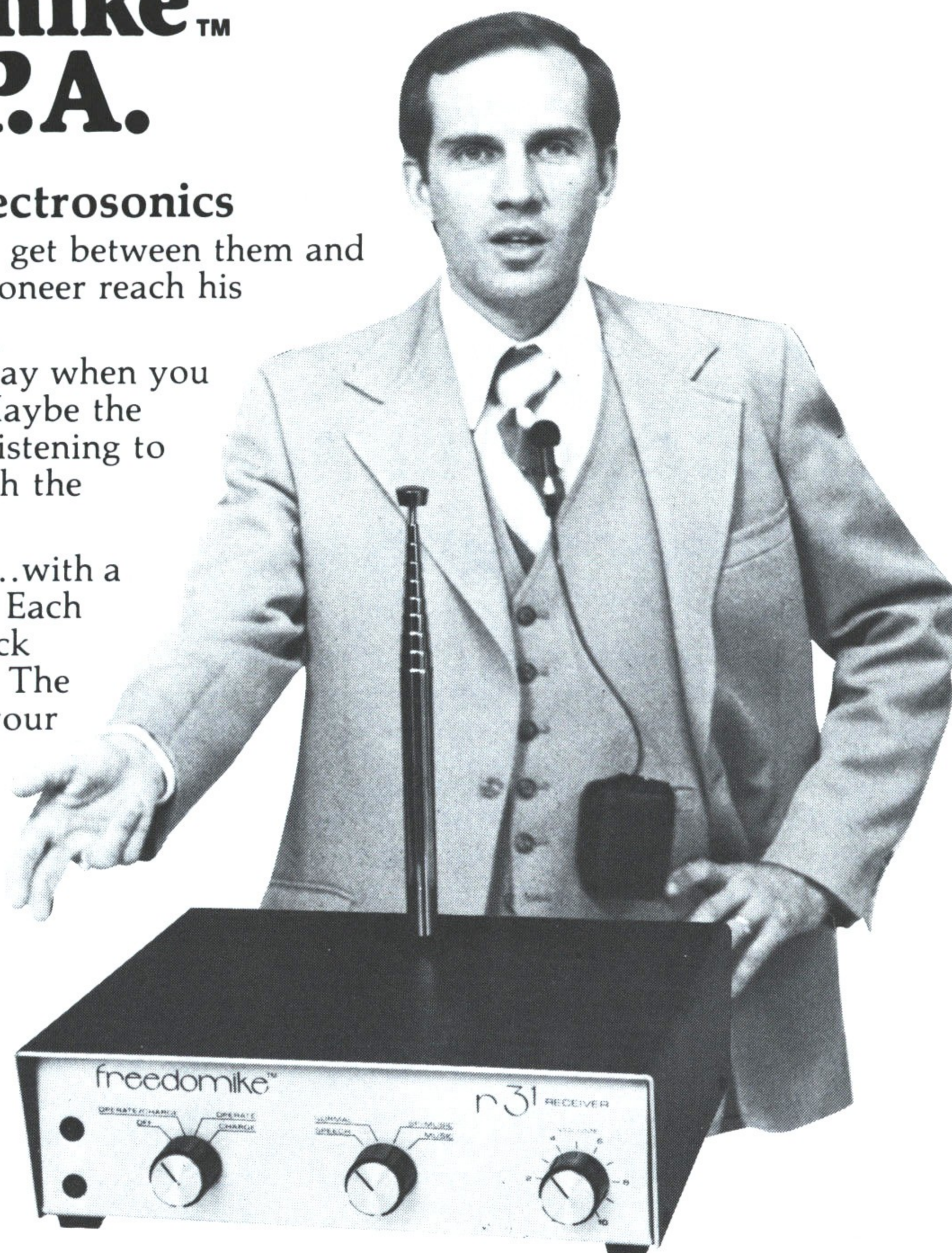
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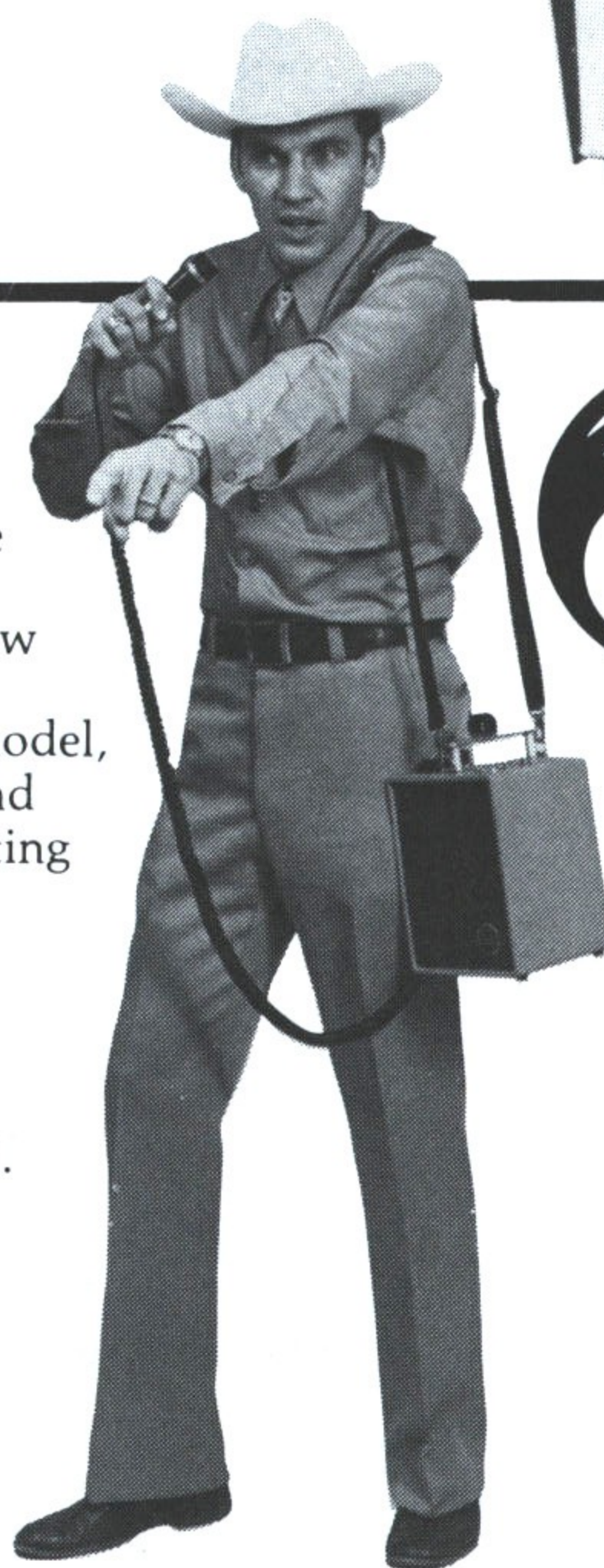
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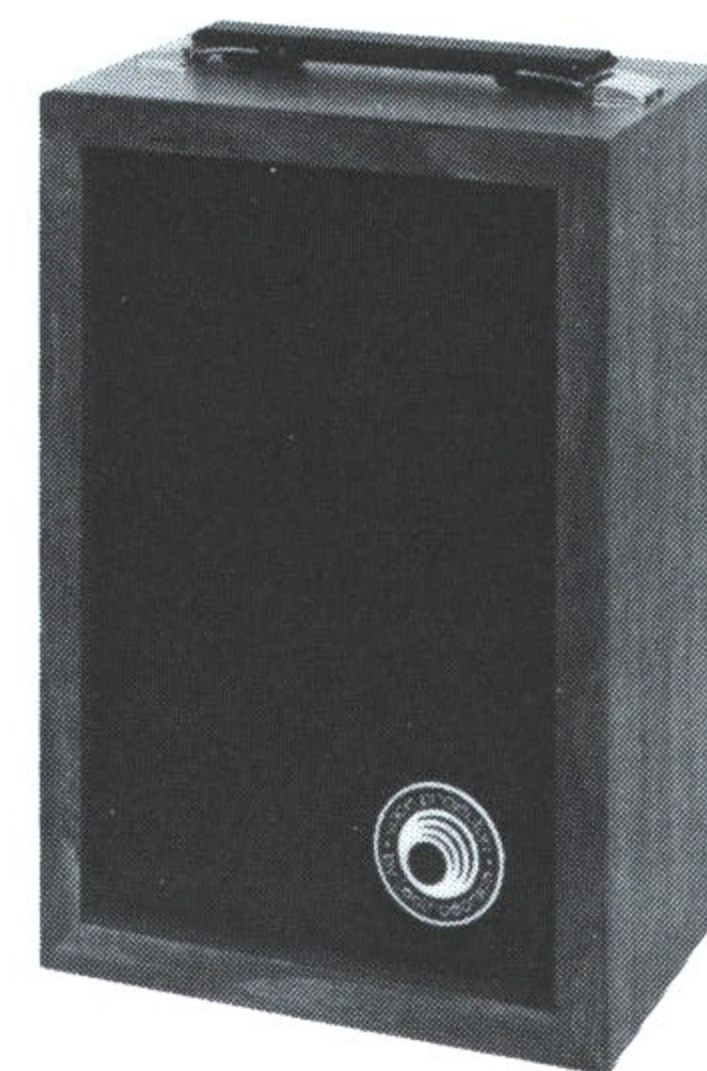
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The Legal Aspects Of Auctions . . .

Auctioneers, protect your future

By Rennie Walt, Vice president
Alexander & Alexander
Lincoln, Nebraska

You should not think about buying insurance simply because you feel you should buy insurance. You should consider the risks that you face in life and decide how you should deal with those risks. A person has personal risks and business risks, and since they are so similar in concept, I won't make any effort to distinguish between them.

There are several ways to treat risk, and these are as follows:

1. You can avoid it.
2. You can reduce it.
3. You can accept it.
4. You can transfer risk through an insurance contract or through other contractual agreements.
5. You can use a combination of the above to deal with risk.

Unfortunately, people who want to own property, and drive cars, run businesses, and have employees can't avoid risk. However, they can reduce risk. They can accept risk. And definitely they should transfer some risk.

An extremely important consideration is NEVER RISK MORE THAN YOU CAN AFFORD TO LOSE.

Property-casualty insurance considerations and ideas for the auctioneer

1. **When insuring real and personal property**, whether it is owned or merely in your care, custody or control, or whether it is business property or personal property, do not skimp on the amount of insurance. Insure buildings for their 100% replacement value. Use All Risk coverage as opposed to Named Perils coverage. This will cause the premium to go up; however, the premium can be controlled on the bottom end through the use of higher deductibles.
2. **Earning Power or Business Interruption or Extra Expense Coverage.** This is an area often neglected because it is so misunderstood. Business Interruption insurance and/or Extra Expense insurance would be used following a loss to an auction house reducing the income to the auctioneer. Business Interruption insurance is designed to leave the auctioneer in the same financial condition that he would have been in had the loss not occurred. It covers the profit, continuing expenses and payroll of employees.

An auctioneer who does not have an auction house but merely works out of an office and conducts auctions at remote locations might have a small Extra Expense exposure for the relocation of his office.

3. **Crime Coverage.** This area of risk can be divided into two areas: crime by employees and crime by members of the public.

Fidelity Coverage is the insurance contract used to protect the employer for dishonest acts of his employees. **Broad Form Money and Securities Coverage** would protect the auctioneer from any act of theft of money and securities, whether from a safe, from an auction house, on the way to the bank, or the auctioneer's personal residence.

4. **Liability.** The greatest risk we face in today's society is being sued in a court of law. Unlike property coverage, where you know the value of your buildings or personal property, you have no idea of the size of a judgement which a judge or jury might hand down. Certain states also allow suit for punitive damages.

The greatest liability exposure that most of us face in our day-to-day lives at home and on the job is when we are behind the wheels of our automobiles. It is not uncommon to see bodily injury settlements resulting from automobile accidents well in excess of half a million dollars, and, in many cases, in excess of a million dollars.

In addition to bodily injury and property damage exposures from automobile accidents, there can be bodily injury and property damage exposures resulting from auctions. There is always the "trip and fall" hazard, the loose boards on the steps of the house, etc.

There are other liability exposures such as personal injury consisting of libel, slander, defamation of character, invasion of privacy, unlawful entry, and unlawful eviction.

There are exposures arising out of contractual agreements that can and should be covered by insurance.

There is another liability exposure faced by auctioneers which has been addressed frequently by your National Auctioneers Association. That is the Errors and Omissions exposure. There have been prior articles in THE AUCTIONEER concerning Errors and Omissions coverage, discussing

Continued page 10



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in detail the exposure and how to protect it. It is very difficult to know how much liability coverage is adequate, but keep in mind that it costs very little in additional premium to go from half a million to a million or to buy umbrella protection over and above your general and automobile liability primary coverage.

Insurance for auctioneers should be easy to obtain and should be relatively inexpensive. All of the areas of insurance previously mentioned, with the exception of the Auctioneers Errors and Omissions Liability, can be purchased from your local insurance agent at very economical annual premiums. Because your local agent probably cannot offer Errors and Omissions insurance, the NAA began a program in 1981 to offer its members that protection.

Keep in mind that, whenever possible, you should avoid or reduce risk. But when you cannot afford to accept or assume it, transfer that risk to a contract of insurance protecting your financial future.

NAA offers insurance programs

Employee Benefit Planning's major goal is to provide an element of security for the persons protected by the plan. In the jargon of the benefit consultant, there are essentially four "core" benefit plan types. Core benefit plans respond to the four major risks that face virtually every person. These risks are: pre-mature death, living too long, catastrophic medical expense and loss of ability to work.

The National Auctioneers Association has, with its current benefit planning, addressed two of the four major coverages to provide security for its membership. The Group Term Life and Accidental Death and Dismemberment Benefit provides an element of security for a member's survivors in the event of his death. The Comprehensive Major Medical Program provides a million dollars of medical protection for each person insured under the plan, while limiting the out-of-pocket expense to a budgetable amount annually. The current program is the result of a survey of the membership which was asked what benefit programs were most important.

If you have not explored the benefits and costs of the National Auctioneers Association Group Insurance Program, you may be missing an opportunity to provide yourself and your employees substantially greater security than is currently enjoyed.

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NAA member: "Buy America back"

Just think what an auction it would make — millions of acres of unused government land, thousands of unoccupied federal buildings, and warehouses full of surplus who-knows-what. NAA member **W. Angus Davis**, Greenville, South Carolina, proposed the idea of a general liquidation of surplus government property and merchandise to his Congressional representatives.

The best marketing method to dispose of all the government surplus? Public auction, of course. And what to do with all the money? Use it to lower the national debt.

Below is a letter from auctioneer Davis to members of Congress, proposing a "Buy America Back" auction. The local NBC affiliate station in Greenville picked up the story and featured auctioneer Davis on the six o'clock news. As you will see in the responses, the idea has merit and may become a reality.

What kind of volume is being discussed for such a liquidation? Of course, not everything will be sold, but according to South Carolina Congressman Carroll A. Campbell, Jr., the federal government owns: 744 million acres of land — one out of every three acres in the entire country; and 405,147 buildings, 2.65 billion square feet of floor area.

At present, the government admits to only 1% of the above property as being surplus, though many experts agree the percentage is much higher. In President Reagan's 1983 budget a White House/Cabinet-level, Real Property Review Board would be charged with the duties of finding property not in use and expediting its sale. The Reagan administration estimates that \$1 billion in Fiscal Year 1983

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and \$4 billion a year thereafter could be generated by the sale of surplus government property.

From W. Angus Davis to Senator Strom Thurmond

There are approximately 7,000 professional auctioneers in this great United States of America who are members of the National Auctioneers Association; professional salesmen and women whose main objective is to get the most dollars for excess and surplus items that people or businesses have on hand.

Three weeks ago I went to see Mr. William J. Bryon, District Assistant to Congressman Carrol Campbell and suggested that this great force of salespeople be put to work to liquidate all the surplus goods of the U.S. Government sitting in offices and buildings across the country. He suggested that I write you with the idea.

When times are hard, you try to liquidate for cash everything you do not need. I'm sure there are millions of things in every Government office, warehouse, and museum that could be auctioned to the highest bidder, and the money returned to the U.S. Treasury to help defray the national debt.

We could have one tremendous auction nationwide with all the auctioneers assisting on the same day or week, really making it a "Buy America Back" event. Media coverage would be fantastic on this type of project and the public nationwide would be excited and participate in droves. What better day than the 4th of July, for instance?

When you have a public auction, merchandise brings top dollar as you get true market value. I or any number of National Auctioneers Association members would be glad to discuss this in further detail at your convenience.

Thank you for your consideration.

From President Reagan

Thank you for your kind words. I am glad to have the benefit of your views and suggestions. I assure you that they will be considered with great care as we develop policies to keep us on a steady course toward national renewal.

From Senator Ernest F. Hollings

Dear Mr. Davis:

There has been some discussion in Congress about a need to dispose of surplus government, real and personal property. I understand your position in this issue. Please know that I will keep your comments in mind as I follow further developments.

In order to revise our economy and get it going again, we must bring the high interest rates down. President Reagan's deficit-ridden budget proposal will not accomplish this. In fact many of us fear it will make them go higher. I have offered an alternative and it's outlined in the enclosed materials.

With kindest regards.

From Representative Thomas F. Hartnett

Dear Mr. Davis:

Appreciated receiving your letter of recent date regarding the liquidation of surplus government goods. I am glad to have your comments.

You may be interested to know that President Reagan has already endorsed the idea of selling surplus government property to help defray the national debt, including this idea in the 1983 Budget proposal.

Again, thank you for sharing your ideas with me, and please be assured that I will keep your pertinent views in mind as Congress continues to debate the 1983 Budget.

Continued page 13



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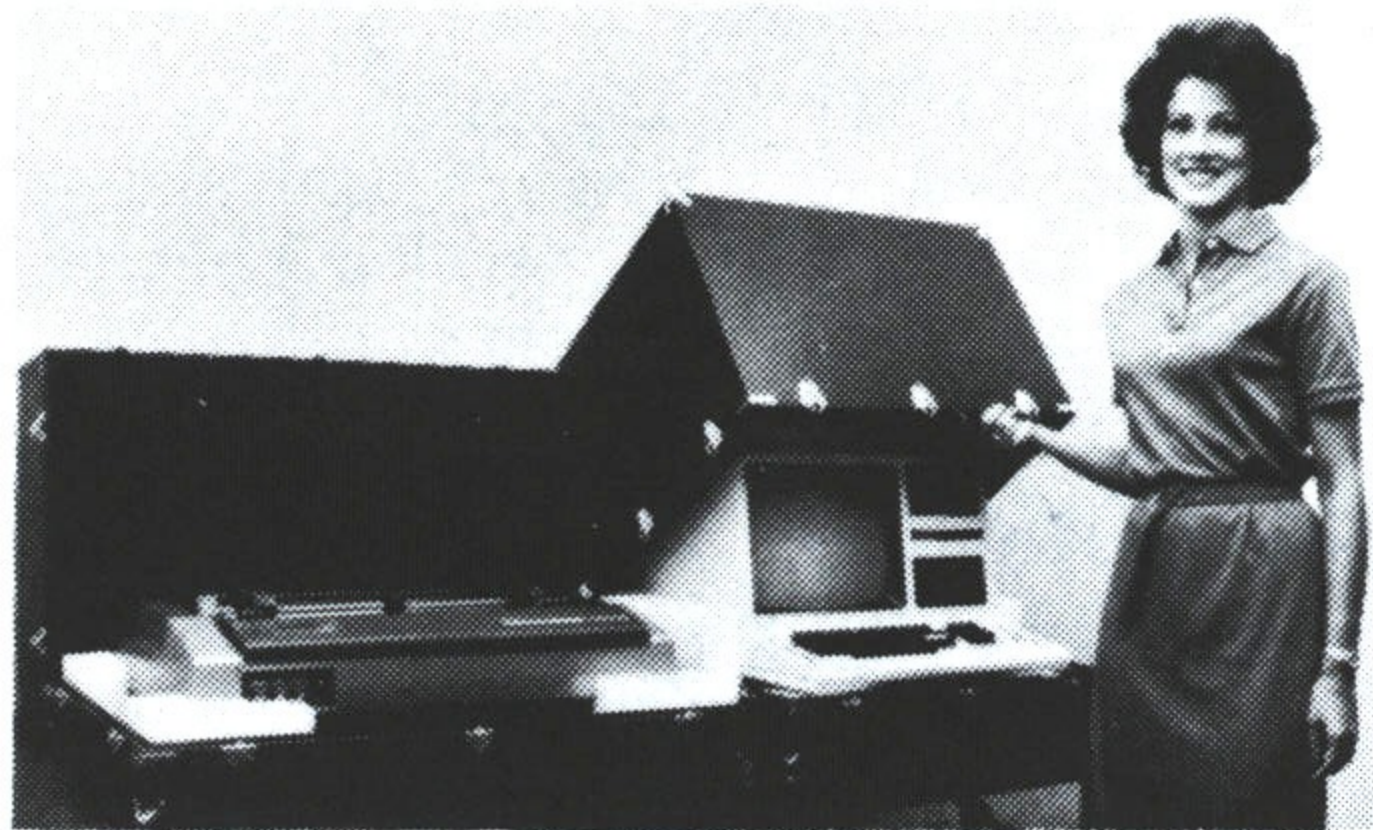
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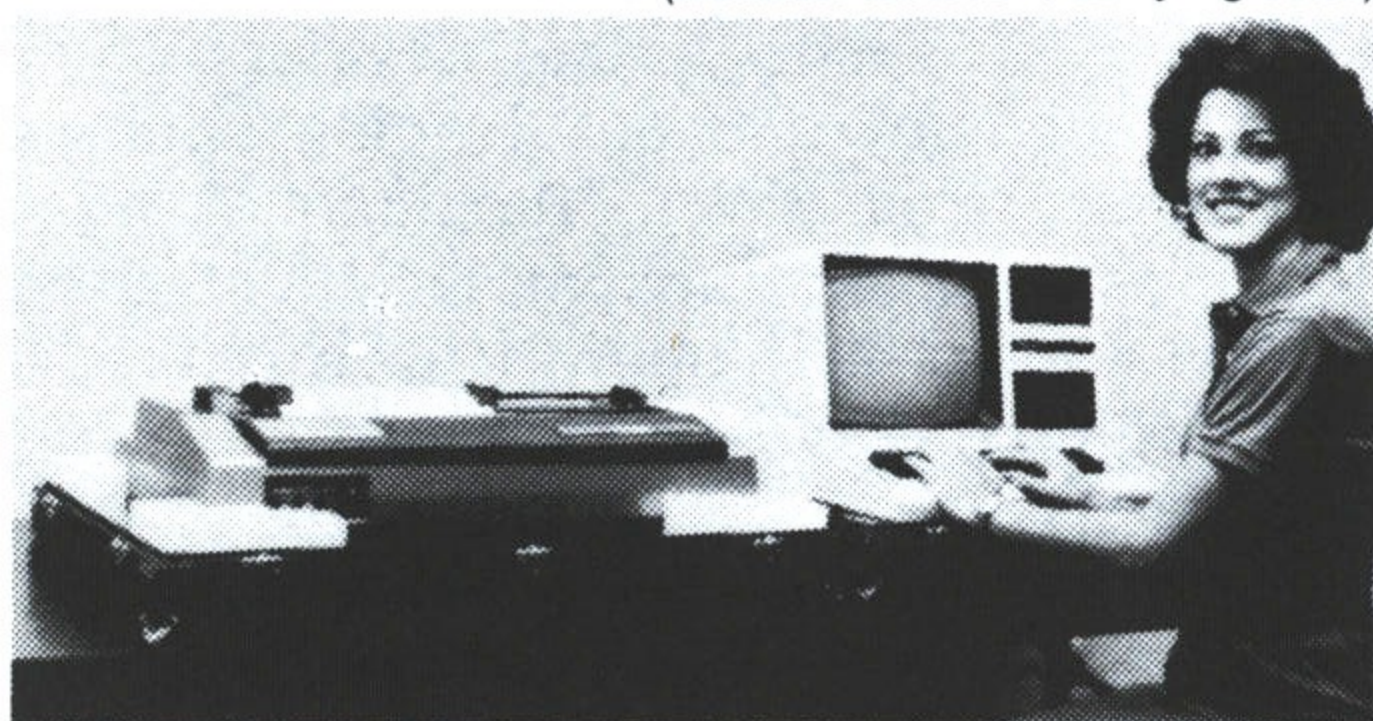
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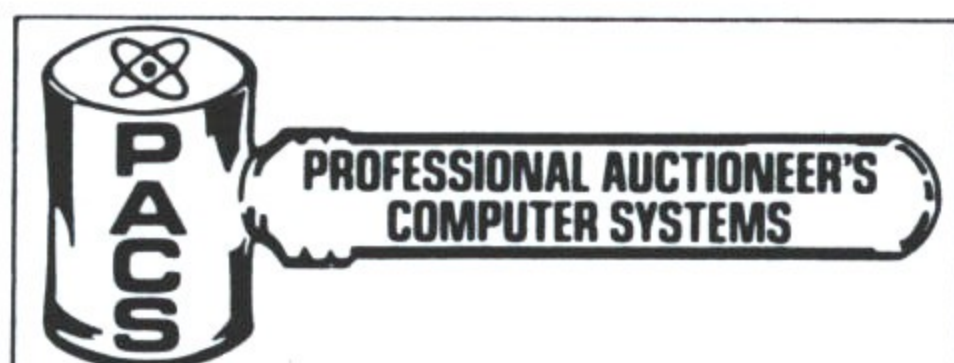
DATE 05/02/82

APARTMENT 258
SALE NO.

LOT NUMBER	DESCRIPTION	QUANTITY	EACH	TOTAL
3828	BLUE GLASS VASE	1	55.00	55.00
3829	GREEN WINGBACK CHAIR	1	32.50	32.50
3830	BRASS LAMP	1	125.00	125.00
3831	HAND PAINTED CUPS	1	5.00	5.00
3832	PORCELAIN STATUE	1	82.50	82.50
3833	CHELSEA SHIP'S CLOCK	1	355.00	355.00
3834	CHIPPENDALE CHAIR	1	152.50	152.50
	SUB TOTAL			832.50
	TAX			24.98
	TOTAL AMOUNT DUE			857.48

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PACS

Do I want my auctioneer's computer to be supplied by an organization which specializes in my profession which has sold to auctioneers all over the country?

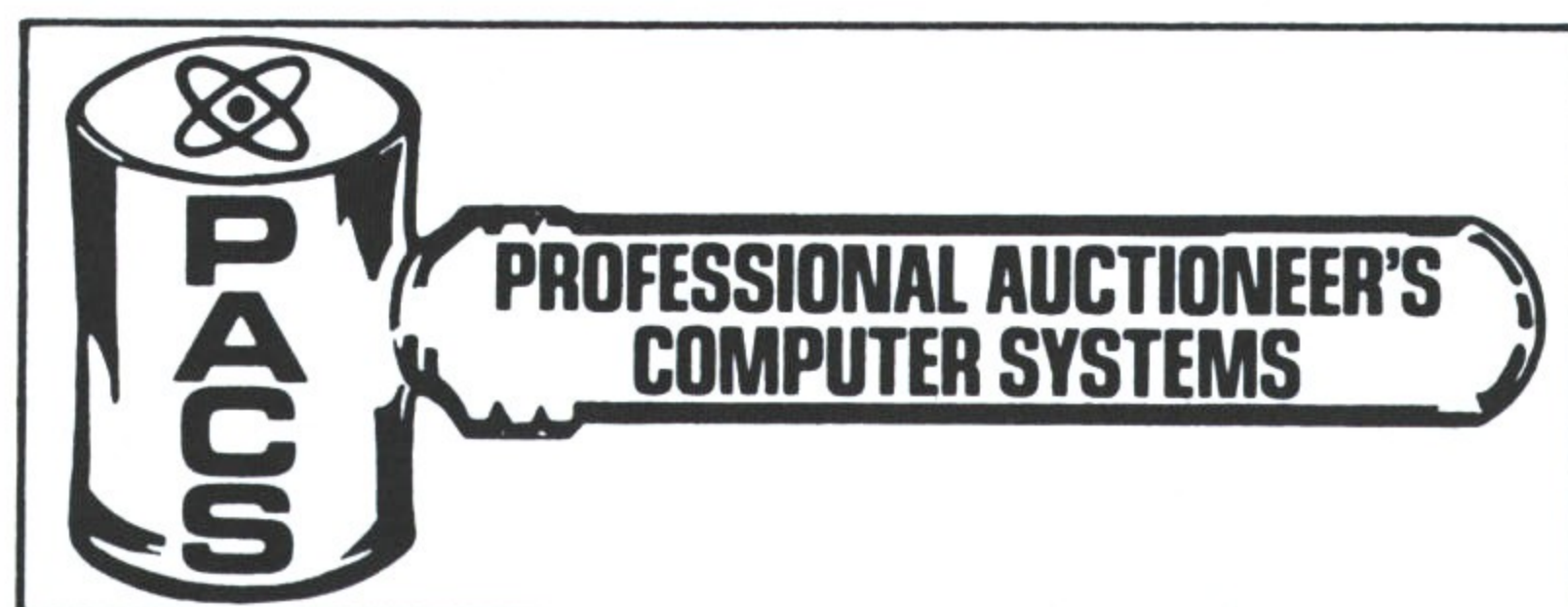
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Would I want my auctioneer's computer to have nationwide service capabilities available, such as at all Radio Shack* stores?

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FREE CRUISE OFFER!
 See a demonstration of the PACS System at our booth at the NAA Convention in Atlanta. Order your PACS System at the Atlanta Convention (or before), and win a FREE one week Carribean or Pacific cruise for two! (or equivalent in cash)

*TANDY AND RADIO SHACK ARE TRADEMARKS OF TANDY CORP.



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TO: Professional Auctioneer's Computer Systems
 522 South Florida Ave., Lakeland, FL 32801
 TOLL FREE 800-237-7669 (FLA. 813-688-1882)

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

NAME _____
 COMPANY _____
 STREET _____
 CITY _____ ST _____ ZIP _____
 PHONE _____

From Representative Carroll A. Campbell, Jr.

Dear Angus:

Thank you for your recent letter and the copy of your letter to Senator Thurmond you enclosed.

As you can see from the enclosed copy of my weekly report, I am co-sponsoring legislation that would allow the federal government to begin selling off surplus federal property. As yet, the procedures that will be used to accomplish this have not been set, but I will certainly be pleased to pass your suggestions along. As you well understand, at this time of economic difficulty no reasonable solution for increasing government revenues without further burdening the American taxpayer should be ignored. I appreciate your initiative in this area.

Again, thank you for writing and please feel free to call on me if I may be of further service.

Take a few home from the Southern Fair Convention

You first saw them in Nashville, and over 400 were taken home from the Las Vegas convention. The NAA's "Invitation to Join" kit will again be available at the Atlanta Southern Fair Convention.

Each kit contains a sample issue of THE AUCTIONEER magazine, new NAA membership and information pamphlet, a letter from the NAA president, postage paid return envelope, and a copy of the NAA Code of Ethics.

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

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

And does it work? Very much so, because it gives the prospective NAA member a very clear picture of what to expect from the \$50 NAA dues investment. But an invitation-to-join kit will not bring in a new member unless it is put to use by a present NAA member. Request a few kits from the NAA office, but also make sure you take a few home from the NAA Atlanta convention.

STRAIGHT TALK ABOUT CUTTING COMMISSIONS: auctioneers who practice cutting commissions in order to get business are doing irreparable damage to themselves, their profession and the National Auctioneers Association. They are making for themselves a reputation that they can never live down. Serenity, strength, courage, insight, integrity and ingenuity are soon dissipated, and they have relegated themselves into oblivion.

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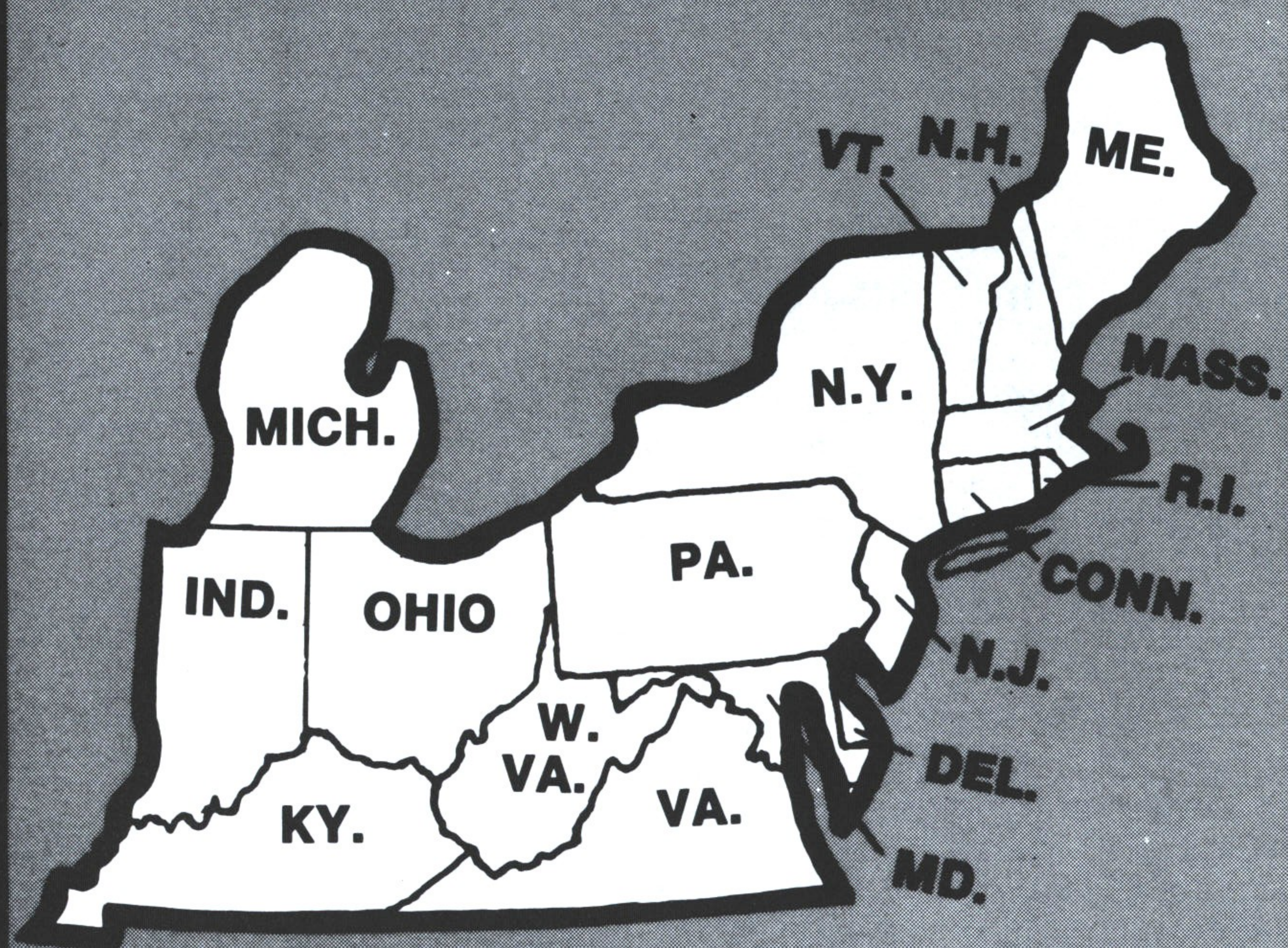
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**A LETTER SAYS
 IT ALL . . .**

All-Lifts, Inc.
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April 23, 1982

Industrial Publishing
 P.O. Box 2328
 Eugene, Oregon 97402
 Attn: Ms. Linda Kau

Dear Linda,

We have known Chuck Wadsworth in excess of a year.

He is responsible for our initial ventures in advertising by commercial publication. His advice, insight and imagination have added to the effectiveness of our advertising program.

Chuck impresses me as being an ambitious, energetic individual who would be an asset to any organization.

Thank you for the opportunity to share my feelings with you.

Sincerely yours,

Frederick Dewey
 Frederick Dewey
 President

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**FOLLOW THE
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 AND SAVE**



Promote your business with NAA pamphlet

In the center section of the April, 1982, AUC-TIONEER you'll find your sample copy of the NAA's "auction customer pamphlet". The pamphlets you order will be the same colors as shown in the sample, and contain personal and auction business information. Designed for distribution to your auction customers and clients, the NAA pamphlet can be an excellent addition to your promotional efforts.

Customer pamphlet highlights information

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

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

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

Name and address

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

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

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

Business name on the cover

ABC
Auction
Company

We're
The
Professionals

John A.
Collins
Auctioneer

We're
The
Professionals

Business name and address inside

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

Slogans and street directions will not be accepted.

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

Multiple business phone numbers can also appear below your address.

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

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

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

Auction service information

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

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

The following guidelines will apply to your auction service information.

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

Continued page 19

THE AUCTIONEER

National Auctioneers Association

"Auction Customer Pamphlet" Order Form

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

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

- 2) Name of auction company, or auction service _____

Street address _____ City _____ State _____ Zip _____

Business phone/area code _____

(If additional office location addresses are to appear in the pamphlet, provide the address information on a separate sheet of paper.) **State Auctioneers Association member?** ____Yes ____No

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

• _____ • _____

• _____ • _____

• _____ • _____

• _____ • _____

- 4) Enclose logos suitable for printing, for each professional affiliation you want featured in your NAA customer pamphlet. Social and fraternal organization logos will not be accepted. (Do not send CAI, GRI and other similar professional *designation* logos. Your professional designation will follow your name, pursuant to logo use regulations of organization awarding the designation.)
- 5) Enclose a black and white, head and shoulders photograph (in business attire), for each person to be pictured in your customer pamphlet. Color photos will not be accepted.
- 6) Enclose payment for the following order. Make check payable to National Auctioneers Association. Please note the charge for each additional photographs.

500 pamphlets, \$165.00
plus shipping, \$ 3.00

1000 pamphlets, \$230.00
plus shipping, \$ 4.50

2000 pamphlets, \$250.00
plus shipping, \$ 7.50

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

Number of pamphlets ordered _____ **TOTAL AMOUNT ENCLOSED \$** _____

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

Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

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

BE A PROFESSIONAL AUCTIONEER

FAST

PROVEN

RESULTS

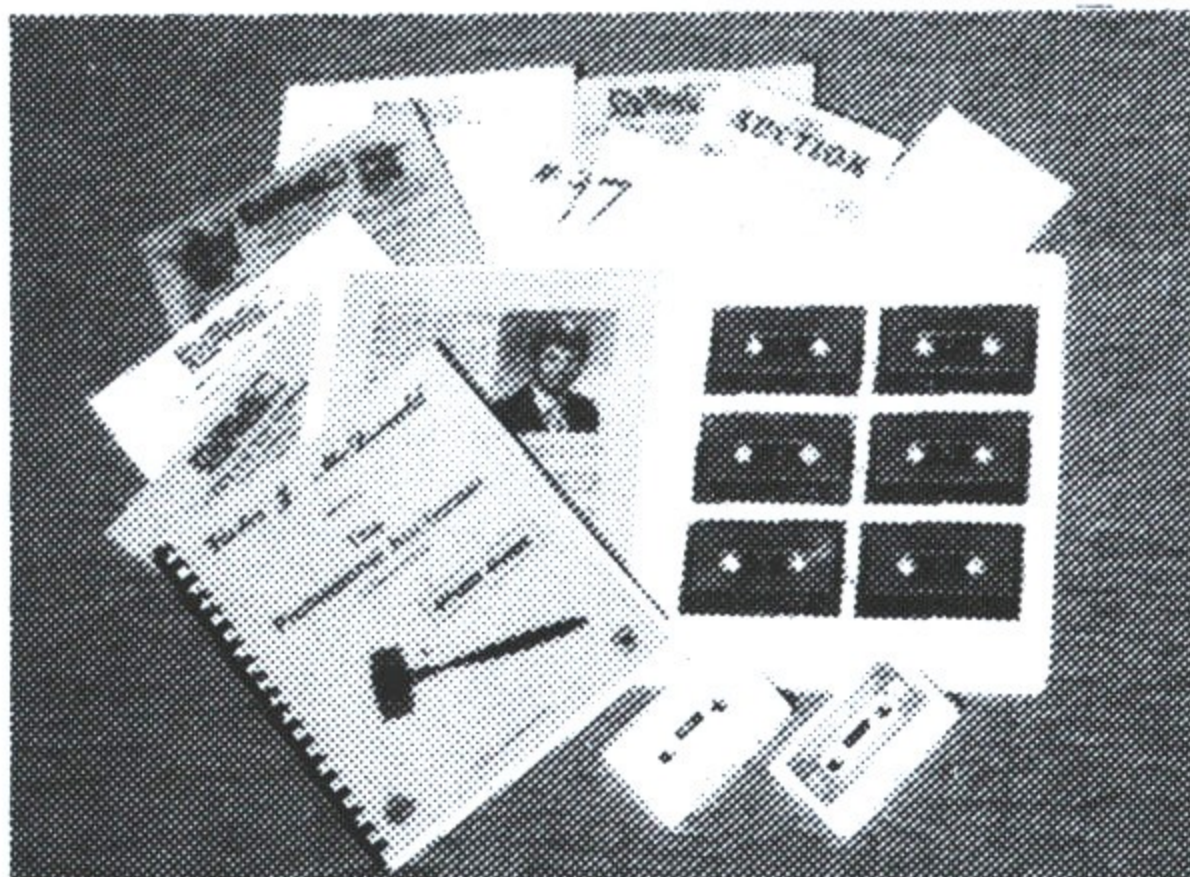


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Member

*You Will Soon Learn The Auctioneer's Chant &
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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:

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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 and return for CERTIFICATE OF COMPLETION.

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.)

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☐ CHECK ENCLOSED (Texas Residents add 5%) ☐ C.O.D. (Call 512-578-9811) Victor McDonald Company, Auctioneers® Division
P.O. Box 1805 Victoria, Texas 77901

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

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

Satisfaction guaranteed

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

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

following the date your order is received at the NAA office.

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

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announced for NAA
convention. Registration
form, page 34.

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DIAMOND CUT BUTANE LIGHTERS \$24.00 DZ.	SMALL PISTOL BUTANE LIGHTER \$3.50 EA.	LB. PISTOL BUTANE LIGHTER w/FLASHLIGHT \$7.50 EA.	DELUXE AM-FM DIGITAL ALARM CLOCK \$19.90 EA.	ANGEL MASCOT GOLD DERRINGER LIGHTER \$7.90 EA.
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7 PC. WOOD HANDLE SCREWDRIVER SET \$2.00 SET	10 PC. SCREWDRIVER SET \$12.00 DZ. SETS	11 PC. WOOD HANDLE SCREWDRIVER SET \$3.50 SET	7 PC. NUT DRIVER SET \$2.50 SET	FOOT PUMP \$4.00 EA.
4 PC. ADJ. WRENCH SET \$7.00 SET	11 PC. BOX & OPEN END WRENCH SET \$7.00 SET	4 PC. PIPE WRENCH SET \$9.90 SET	5 PC. PLIER SET \$8.50 SET	POCKET FISHERMAN SPIN-CASTING OUTFIT \$5.75 EA.
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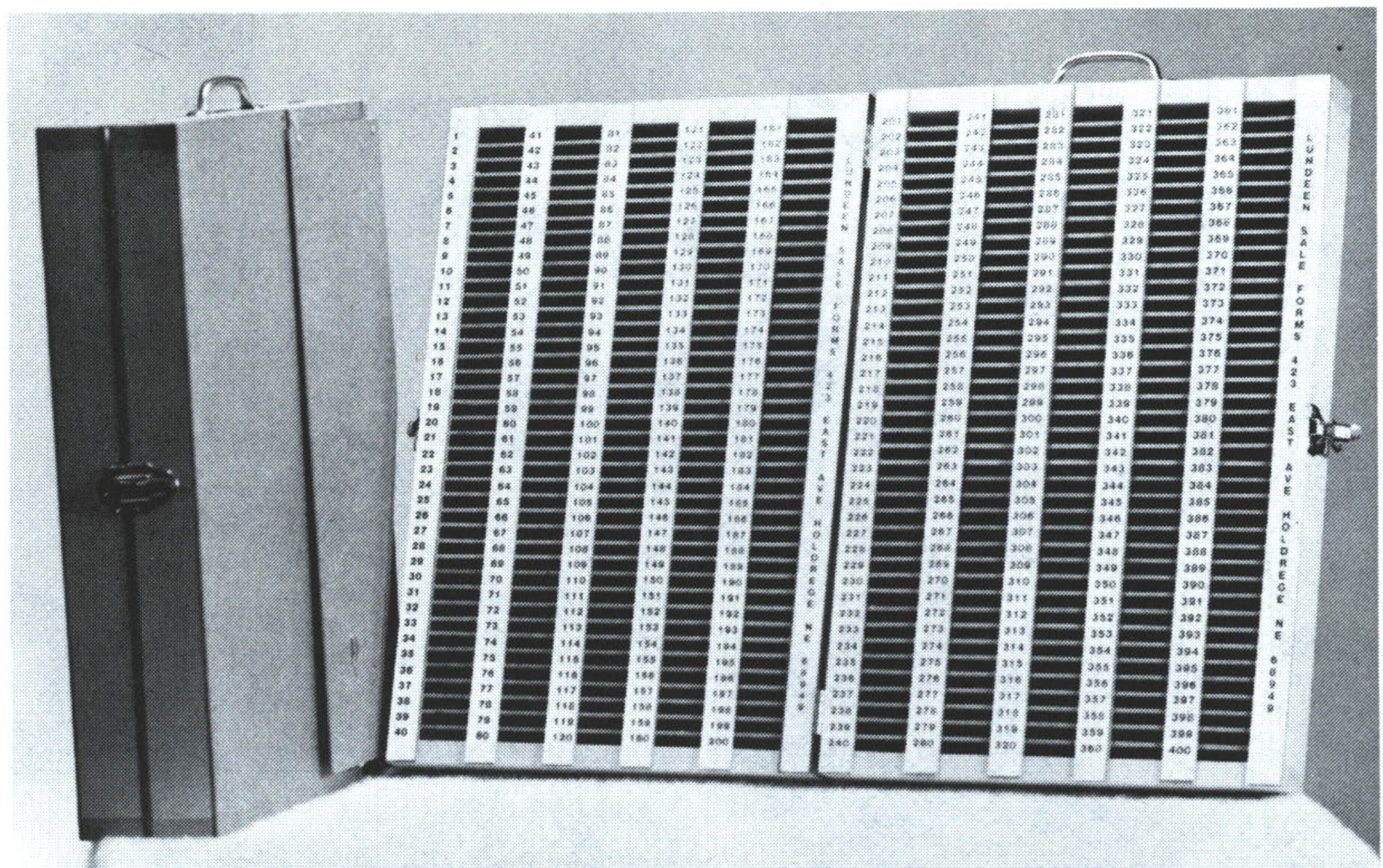
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Fair"
Convention**
**July 28 through July 31
Atlanta Hilton Hotel
Atlanta, Georgia**

Planning and arriving

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

Hotel information

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

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

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

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

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

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

Automobile parking

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

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

Hilton credit and check cashing policy

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

Airline/Hartsfield Atlanta International Airport

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

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

Private plane airports, flying services information

Hangar One at Hartsfield Airport 404-765-1300

Peachtree/Dekalb Airport, northeast of Atlanta 404-457-7236

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

Camping and RV parking

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

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

KOA North, 20 miles northeast 404-427-2406

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

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



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State Associations to boost Fun Auction

The time between now and Thursday night, July 29, could be just enough time for all State Auctioneers Associations to choose Fun Auction items to represent their states or regions. Last year's convention Fun Auction set a proceeds record, and the 1982 Fun Auction will probably set another record. State Auctioneers Associations can lead the way in contributing items to the success of this year's big sale in Atlanta.

Open to all NAA members

Every NAA member auctioneer is eligible to auction an item (or items) at the 1982 Atlanta Convention Fun Auction. And, of course, every NAA member is eligible to contribute an appropriate sale item (or items) to the Fun Auction. However, if you are not able to attend, your sale item will still be gratefully accepted and sold at the convention. Please give your item to someone who is attending, and they will sell your Fun Auction contribution.

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

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

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

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

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

Workshop instructors announced

George Michael

Proper Identification of Antiques for Proper Auction Advertising

George Michael entered the auction business in 1950, opening one of the first auction galleries in New England. To date he has conducted over 3,200 auctions. Son Gary and daughter-in-law Doris are also auctioneers.

Mr. Michael has authored four books on antiques, and since 1963, has appeared on national public television with his own antiques program series.

He does appraisals and lectures throughout the country and has lectured in England and Canada. Auctioneer Michael also teaches university and museum classes on antiques.

James L. "Jim" Odle

Livestock Auctions (Video Sales)

A partner in the firm of Odle Cumberlin Auctioneers, Inc., Brush, Colorado, Jim Odle has an extensive farm and ranching background. He is personally involved with traditional livestock sales, video cattle auctions, residential property auctions, as well as commercial and agribusiness property.

Mr. Odle is a 20 year veteran of the auction business and livestock marketing. He has also won regional honors in the World Champion Livestock Auctioneer Championships: Western Region Champion, 1978, 1980; Reserve, Champion Western Region, 1976; and Central Region Champion, 1972.

Walter F. Vilsmeier

Heavy Machinery and Equipment

President of Vilsmeier Auction Co., Montgomeryville, Pennsylvania, Walter Vilsmeier has specialized in heavy equipment auctions since 1972. Sale lots include construction equipment, line equipment, utility vehicles, and industrial materials.

The Vilsmeier company employs 17 full time staff and last year conducted 84 auctions on the

East Coast, and in Michigan, Illinois, Florida, Mississippi, Louisiana, Texas, Utah, and North Dakota.

Approximately 100 auctions have been scheduled for 1982, including a sale in Alaska.

Mac Burnette

Selling Tobacco at Auction

Pictured on page 22, Mac Burnette has become an "ambassador for tobacco" since he won the World Champion Tobacco Auctioneer title this year. NAA member Burnette, from Clarksville, Virginia, and his wife Vicky have traveled extensively on behalf of auctioneering and the championship's sponsor, R. J. Reynolds Tobacco Co.

Mac Burnette has appeared on numerous radio and television shows, including CBS's "Morning" with Charles Kuralt. Publication articles have included major newspapers and "US" magazine.

Personal appearances for auctioneer Burnette have ranged from the Virginia Bankers Association and Tobacco Expositions in Canada to the Grand Ole Opry and Old Timer's Baseball auction for the March of Dimes.

Pete Murray Bernard Hart

Auto Auction Workshop

An auctioneer since 1948, Pete Murray, Clifton Park, New York, is the 1982 president of the National Auto Auction Association. From 1954 until 1964 he sold at four auto auctions a week in New England, opening his own auto auction in 1965. Today, Northway Exchange in Clifton Park averages 600 car consignments each week.

Mr. Murray also has a general auction business, selling automotive related equipment, real estate, commercial businesses, and farm machinery.

Veteran auctioneer Bernard Hart, Lincoln, Nebraska, was a breeder and exhibitor of Polled Hereford cattle before becoming a field representative for POLLED HEREFORD magazine. He later was appointed editor and general manager of the monthly livestock publication until its sale in 1952.

Mr. Hart has conducted or assisted in purebred livestock auctions in 34 states and Canada, worked for 10 years at the Indianapolis Auto Auction and was appointed as executive secretary of the National Auto Auction Association in 1958. He still holds that position.

Continued page 35

Advertising contest — July 1 entry deadline

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

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

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

The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1982 Contest. Awards will be presented at the Awards Festival of the 1982 NAA Convention, Friday, July 30.

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

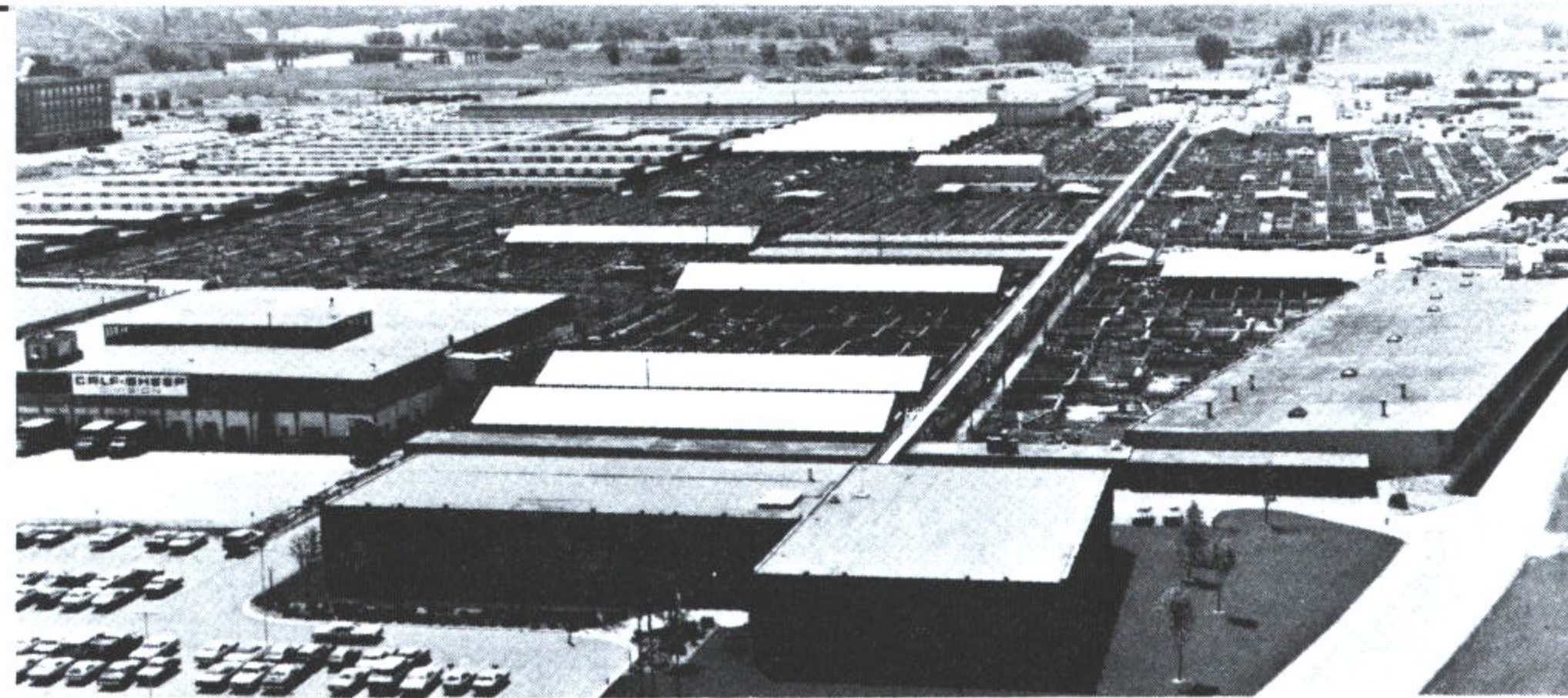
Advertising Contest Rules

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA office — *three copies of each entry* — by July 1, 1982.
3. Entries must be on the current year sales (July 1, 1981, through June 30, 1982).
4. Each member entering the contest can select an entry to be represented in any of the particular categories. **Limit is one entry, per member, per category.** Each entry must be labeled, or clearly marked, as to the category for which it is being entered, and three pieces of each entry must be submitted. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges, and addi-



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President

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Mason City, Iowa 50401



tional advertising pieces will be maintained in the NAA office for reference only.)

5. Members of the Advertising Committee are not eligible to compete for an advertising contest award.
6. Previous year winners — those who won an award in 1981 — are not eligible to compete in the category in which they won in 1981, but they may enter any of the other categories.
7. Of the three samples submitted for each entry, one copy will be maintained in the NAA office; one copy will be maintained for judging; and the third copy will be displayed for viewing by the convention registrants, after the awards' recipients are announced.
8. Two, first place awards will be presented in each category; one for one-color ink on paper; and the second for multi-color ink on paper.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows.
 - a. Commercial and Industrial
 - b. Farm (an operating farm liquidation)
 - c. Real Estate
 - d. Antiques
 - e. "Specialty" (cataloged sale)
 - f. Consignment Sales with General Household and Estate Liquidation
 - g. Institution (auction firm promotion)
 - h. Auction Business Stationery (letterhead, plus envelope, and business card)

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

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA office by July 1, 1982. Be sure and have a completed entry form attached to the set of three examples for each entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.

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ENTRY FORM

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

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE
ADVERTISING _____

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED _____

BRIEF DESCRIPTION OF SALE _____

DEADLINE FOR ENTRIES: July 1, 1982

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

Advertising Contest
National Auctioneers Association
135 Lakewood Drive
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July nominations deadline for NAA candidates

Any NAA member can be nominated for elected office in the National Auctioneers Association. What must be submitted on behalf of the candidate is a resume of the candidate's qualifications for office, a letter (or letters) of support for the candidate's nomination (a candidate does not necessarily have to be nominated by a state auctioneers association), and a black/white glossy photograph of the candidate. The deadline for nomination is July 1, 1982.

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

The nominations for the offices of directors (four) and officers (treasurer, vice president, president-elect) are open for the 1982 NAA Convention. **All letters declaring the candidate's nomination for an NAA elective office should be directed to: Harvey L. McCray, Executive Vice President, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510-2487. Nominations will not be accepted after July 1, 1982.**



OFFICIAL WELCOME to the Atlanta Convention from Howard Buckles, NAA president, and Ron Harris, (with microphone) Acworth, Georgia, 1982 convention chairman.

The Nominating Committee sincerely hopes that candidacies will be announced, and support letters submitted soon, so that ample time will be available to the committee for thorough review and consideration.

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The Auctioneer's "Auctioneer"

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- **FINANCING AVAILABLE (On Most All Properties)**
- **NATIONWIDE TOLL FREE TELEPHONE**

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NATIONAL AUCTIONEERS ASSOCIATION

1982 Atlanta Convention

July 28-July 31, 1982 ★ Atlanta Hilton Hotel
Atlanta, Georgia

PROGRAM

*All events to be held in the Atlanta Hilton
unless otherwise specified.*

Tuesday, July 27

- 9:00 am to 5:00 pm** **ANNUAL CAI UPDATE SEMINAR.** Second floor, Grand Salon West. "Personal Financial Development — Part II". Open only to current CAI members and those to be inducted at the 1982 NAA convention.
- 9:00 am to 5:30 pm** **TOUR A — ROOSEVELT'S "LITTLE WHITE HOUSE"/CALLAWAY GARDENS.** Register 30 minutes before departure at Host Association Tour Desk, second floor. Tour includes the beauty of Georgia's Callaway Gardens, lunch, and a visit to Warm Springs, home of President Franklin Roosevelt's "Little White House". Refreshments served on return trip.
- 9:30 am to 3:30 pm** **TOUR B — "GONE WITH THE WIND" ERA ANTEBELLUM TOUR OF MADISON, GEORGIA.** Register 30 minutes before departure at Host Association Tour Desk, second floor. Tour includes highlights of downtown Atlanta, visit to 19th century world of Madison, Georgia, and lunch at old-fashioned cafeteria on the square.
- 1:30 pm to 5:00 pm** **TOUR C — ELEGANT ATLANTA.** Register 30 minutes before departure at Host Association Tour Desk, second floor. Tour begins with spectacular modern architecture downtown. Travel out to Atlanta's elegant Northwest Residential Area, visiting famous Georgia houses. Also visit the Historical Society's McElreath Hall.

Wednesday, July 28

- 9:00 am to 6:00 pm** **NAA HEADQUARTERS OFFICE.** Cloak Room, second floor.
- 8:00 am to 6:00 pm** **HOST ASSOCIATION HEADQUARTERS.** John Adams Room, third floor.
- 8:30 am to 5:00 pm** **NAA BOARD OF DIRECTORS MEETING.** Cherokee Room, second floor.
- 9:00 am to 5:00 pm** **REGISTRATION DESK.** Second floor, west area. Advance registrants show registration confirmation card to clerk and receive convention packet. Those not registering in advance must complete registration forms at "Regular Registration" desk.
- 9:00 am to 5:30 pm** **TOUR D — "LITTLE WHITE HOUSE"/CALLAWAY GARDENS.** (See information at 9:00 am, Tuesday, July 27.) Register 30 minutes before departure at Host Association Tour Desk, second floor.
- 9:30 am to 3:30 pm** **TOUR E — TOUR OF MADISON, GEORGIA.** (See information at 9:30 am, Tuesday, July 27.) Register 30 minutes before departure at Host Association Tour Desk, second floor.
- 9:00 am to 12:30 pm** **TOUR F — MORNING AT STONE MOUNTAIN.** Register 30 minutes before departure at Host Association Tour Desk, second floor. Tour includes Stone Mountain and its state operated park, with the world's largest sculptured art work. Tour the

plantation complex. Have a choice of either a riverboat ride or skylift to the top of the mountain.

1:00 pm to 5:00 pm

CONVENTION DISPLAYS SETUP. Lisbon Room, third floor. Convention displayers, who have pre-registered with the NAA office and have paid the displayer's fee, can setup their displays, beginning at 1:00 Wednesday. ALL DISPLAYS must be removed prior to 3:00 pm, Saturday, July 31.

1:30 pm to 5:00 pm

TOUR G — ELEGANT ATLANTA. (See information at 1:30 pm, Tuesday, July 27.) Register 30 minutes before departure at Host Association Tour Desk, second floor.

3:00 pm to 5:00 pm

NAA AUXILIARY BOARD OF DIRECTORS MEETING. Room 452, fourth floor.

8:00 pm to 12 midnight

SOUTHERN FAIR "FUN NIGHT". Grand Ballroom, second floor. The NAA "Fun Night" is for the entire family. Events include Dixieland and Bluegrass music and clogging. Fair booths will be sponsored by the Alabama, Florida, Georgia, North Carolina and South Carolina Auctioneers Associations.

Thursday, July 29

7:30 am to 8:30 am

STATE OFFICERS' BREAKFAST. Cobb/Clayton Rooms, second floor. Breakfast for presidents and secretaries of State Auctioneers Associations.

8:30 am to 10:20 am

STATE OFFICERS' WORKSHOP. Gwinnett Room, second floor. President-elect Rex Newcom, Whitewater, Kansas, moderator. Workshop for presidents and secretaries of State Auctioneers Associations.

8:00 am to 5:00 pm

REGISTRATION DESK. Second floor, west.

8:00 am to 5:00 pm

NAA HEADQUARTERS OFFICE. Cloak room, second floor.

Continued page 30



PROFESSIONAL CLOGGERS, the group "Sundance" to perform on Wednesday night.

HOST ASSOCIATION HEADQUARTERS. John Adams Room, third floor.

8:30 am to 10:30 am LADIES HOSPITALITY AND EDUCATIONAL HOUR. Crystal Ballroom 1, first floor.

9:00 am to 11:00 pm YOUTH ACTIVITIES ROOM. Thomas Jefferson Room, third floor. (This year, NAA member Gene Simpkins will organize the Youth Activities program for the convention. Mr. Simpkins is a police officer assigned to schools, as well as an experienced clown. He will supervise games and entertainment, during the hours that the Youth Activities Room is open.)

9:00 am to 10:15 am HEAVY MACHINERY & EQUIPMENT WORKSHOP. Grand Salon West, second floor. Moderator Harvey C. Lambright, CAI, director, LaGrange, Indiana. Instructor, Walter Vilsmeier, Montgomeryville, Pennsylvania.

9:00 am to 12 noon HALL OF FAME COMMITTEE MEETING. Douglas Room, second floor.

AUCTION SCHOOL COMMITTEE. Cherokee Room, second floor. Presiding Dean H. Parker, director, and chairman, Logan, Utah. Meeting for auction school representatives to discuss proposed curriculum.

NATIONAL AUCTIONEER LICENSE LAWS OFFICIAL ASSOCIATION (NALLOA) Board of Directors meeting. Paulding Room, second floor.

GSA AUCTIONEERS MEETING — M. A. McDougall, President, Jacksonville, Florida.

10:30 am to 11:45 am BIG BUSINESS LIQUIDATIONS (COMMERCIAL BANKRUPTCIES). Grand Salon West, second floor. Moderator, Sammy L. Ford, CAI, director, Mount Vernon, Kentucky. Instructor, Michael M. Gordon, CAI, Briar Place, Chicago, Illinois.

WORLD LIVESTOCK AUCTIONEER CHAMPIONSHIP WORKSHOP. Grand Salon East, second floor. Moderator, Hugh Miller, CAI, director, Evansville, Indiana. Instructor, Gerald D. Nevins, Special Assistant to the General Manager, Livestock Marketing Association, Kansas City, Missouri.

12 noon to 2:30 pm 1982 "SOUTHERN FAIR CONVENTION" LUNCHEON. Grand Ballroom, second floor. Luncheon tickets included in registration packet will be collected at the tables.

Presiding: Rex Newcom, CAI, president-elect, Whitewater, Kansas

Invocation

Pledge of Allegiance to the Flag

Luncheon

Welcome to Georgia

Welcome to Atlanta

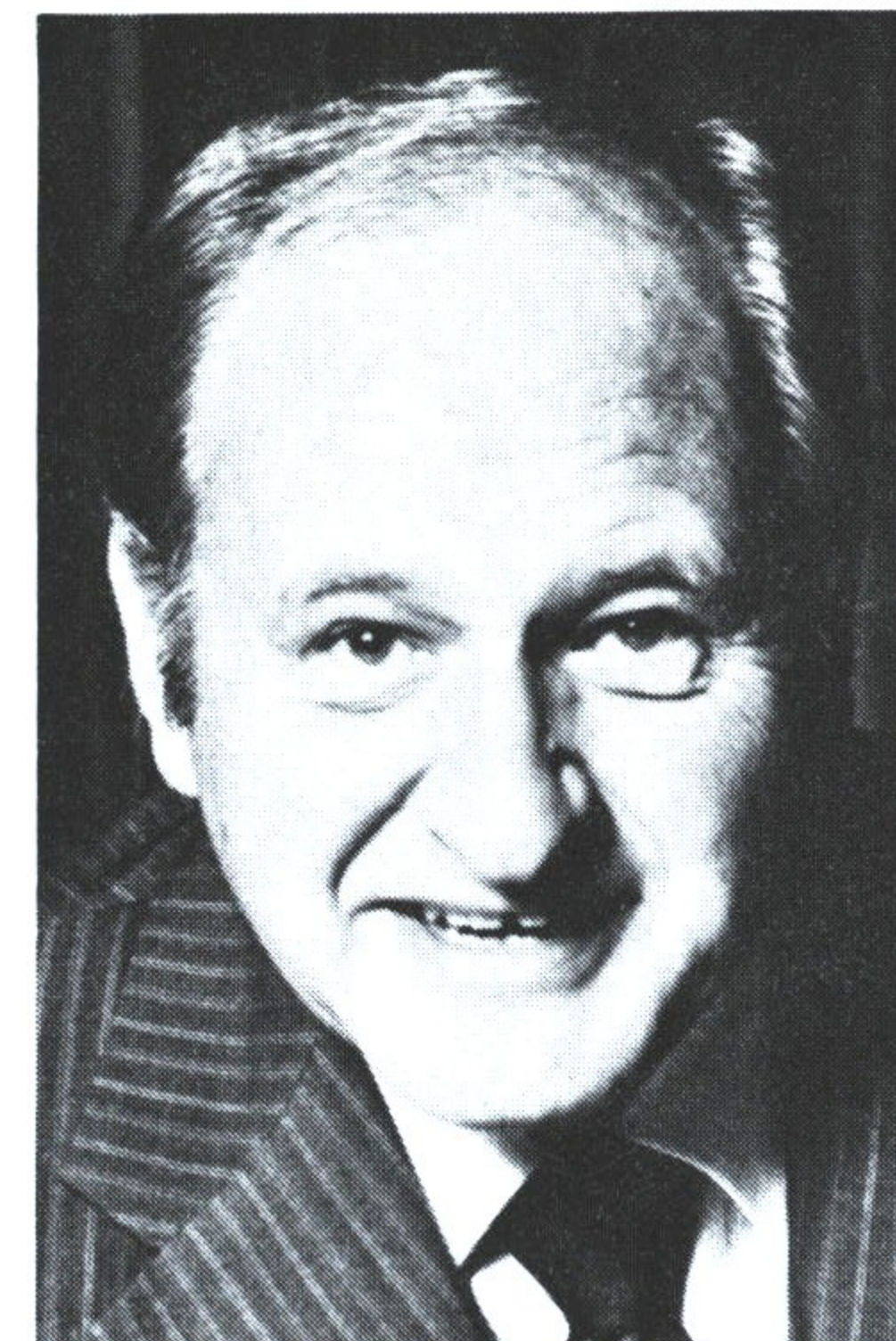
Welcome to the 1982 "Southern Fair Convention", Ronald C. Harris, convention chairman, Acworth, Georgia

Recognition of the Georgia Auctioneers Association, and co-hosting associations, Hosts and Hostesses

Keynote address, Howard Buckles, president, Keosauqua, Iowa

1:00 pm to 5:30 pm CHILDREN'S TOUR — TOY MUSEUM AND ROLLER SKATING. Youth Activities Room, Thomas Jefferson Room, third floor. Tour begins after luncheon is served and before programs of the "Southern Fair Convention" luncheon. (This tour is not included in the Youth Activities program nor in the children's convention registration fee. Register children for this tour as you would any other.) Tour begins with a visit to the Toy Museum of Atlanta — antique toys, dollhouses, trains, mechanical toys, games, and a miniature village. Remainder of the afternoon will be spent roller skating. NOTE: Supervision will be pro-

SATURDAY NIGHT'S SPEAKER, Keith Barrett.
Topic: "Laughter — Shortest Distance Between Two People".



vided, but younger children may be accompanied by a responsible brother or sister. Parents welcome, but must also register for the tour.

3:00 pm to 4:30 pm BALLROOM REAL ESTATE AUCTION SALES. Grand Salon West, second floor. Moderator, Richard T. Kiko, director, Canton, Ohio. Instructors, J. L. Todd and Mike Loftin, Rome, Georgia.

LIVESTOCK AUCTIONS (VIDEO SALES). Grand Salon East, second floor. Moderator, C. E. "Chuck" Cumberlin, Brush, Colorado. Instructor, James L. Odle, Brush, Colorado.

3:00 pm to 5:00 pm NOMINATING COMMITTEE, OFFICER/DIRECTOR CANDIDATE INTERVIEWS. Douglas Room, second floor. Archie D. Moody, CAI, chairman presiding.

NAA ARCHIVES COMMITTEE MEETING. Room 438, fourth floor. Dean W. Fleming, CAI, chairman, presiding.

NAA HEADQUARTERS RELOCATION COMMITTEE MEETING. Gwinnett Room, second floor. Martin E. Higgenbotham, CAI, chairman, presiding.

NAA AUCTION SCHOOLS COMMITTEE MEETING. Clayton Room, second floor. Dean H. Parker, chairman, presiding.

CAI BOARD OF GOVERNORS MEETING. Room 436, fourth floor.

NATIONAL AUCTIONEERS LICENSE LAWS OFFICIAL ASSOCIATION (NALLOA). Fulton Room, second floor. Board of Directors meeting continued.

4:00 pm to 7:30 pm 1982 FUN AUCTION ITEMS COLLECTION. Grand Ballroom, second floor. Convention registrants to present Fun Auction items to Fun Auction Committee. All items to be registered for display purposes prior to the auction.

All NAA auctioneers, State Auctioneers Associations/Societies are requested to contribute items to sell at the 1982 NAA Fun Auction. The auction will begin sharply at 7:30 pm, and the first item will be sold by NAA president Howard Buckles.

All auctioneers will have an opportunity to sell their own donated items, if the items are marked as such. Auctioneers are requested to provide their names and descriptions of the items contributed. All items will be identified by the Fun Auction Chairman before the item is sold by the auctioneer.

It is important that the auction start at 7:30 pm, and all convention registrants are requested to be present at the beginning of the Fun Auction.



NAA AUXILIARY president, Pat Lambright, left, and Auxiliary convention chairwoman, Mrs. Lila Moody, welcome all to Auxiliary program of educational and social events, with Ladies Luncheon on Friday, July 30.



LAST YEAR'S FUN AUCTION, with NAA president Howard Buckles at the microphone.

- 4:30 pm to 6:30 pm** **GORDON E. TAYLOR, REISCH WORLDWIDE COLLEGE OF AUCTIONEERING RECEPTION — EVERYONE WELCOME.** Crystal Ballroom A, first floor.
- WESTERN COLLEGE OF AUCTIONEERING RECEPTION.** Crystal Ballroom B, first floor.
- MENDENHALL SCHOOL OF AUCTIONEERING RECEPTION.** Crystal Ballroom E, first floor.
- 7:30 pm to 12 midnight** **1982 NAA FUN AUCTION.** Grand Ballroom, second floor. Chairman, H. C. Thomas, Marietta, Georgia. The Georgia Auctioneers Association will administer the 1982 Fun Auction.

Friday, July 30

- 7:30 am to 9:00 am** **MISSOURI AUCTION SCHOOL OPEN HOUSE & CONTINENTAL BREAKFAST — EVERYONE WELCOME.** Grand Ballroom D, second floor.
- ILLINOIS STATE AUCTIONEERS ASSOCIATION BREAKFAST.** Crystal Ballroom C and D, first floor.
- AUCTIONEERS ASSOCIATION OF NORTH CAROLINA BREAKFAST.** Crystal Ballroom E, first floor.

- INDIANA AUCTIONEERS ASSOCIATION BREAKFAST.** Crystal Ballroom F, first floor.
- VIRGINIA AUCTIONEERS ASSOCIATION BREAKFAST.** Crystal Ballroom G, first floor.
- TEXAS AUCTIONEERS ASSOCIATION BREAKFAST.** Clayton Room, second floor.
- ALABAMA AUCTIONEERS ASSOCIATION BREAKFAST.** Crystal Ballroom A, first floor.
- IOWA AUCTIONEERS ASSOCIATION BREAKFAST.** Crystal Ballroom B, first floor.
- NEBRASKA AUCTIONEERS ASSOCIATION BREAKFAST.** Paulding Room, second floor.
- PENNSYLVANIA AUCTIONEERS ASSOCIATION BREAKFAST.** Dekalb Room, second floor.
- NEW YORK STATE AUCTIONEERS ASSOCIATION BREAKFAST.** Gwinnett Room, second floor.
- KENTUCKY AUCTIONEERS ASSOCIATION BREAKFAST.** Vienna Room, third floor.

8:00 am to 5:00 pm **NAA HEADQUARTERS OFFICE.** Cloak Room, second floor.

HOST ASSOCIATION HEADQUARTERS. John Adams Room, third floor.

9:00 am to 11:00 pm **YOUTH ACTIVITIES ROOM.** Thomas Jefferson Room, third floor.

9:00 am to 11:45 am **NALLOA OPEN MEETING.** Fulton/Cobb Rooms, second floor.

9:00 am to 10:15 am **PROPER IDENTIFICATION OF ANTIQUES FOR PROPER ADVERTISING AT AUCTION WORKSHOP.** Grand Salon West, second floor. Moderator, Dean Fleming, CAI, treasurer, Atkinson, Nebraska. Instructor, George Michael, Merrimack, New Hampshire.

AUTO AUCTION WORKSHOP. Grand Salon East, second floor. Moderator, Haskel Ayers, CAI, director. Instructors: Pete Murray, president, National Auto Auction Association (NAAA), Ballston Lake, New York, Bernard Hart, NAAA executive secretary, Lincoln, Nebraska.

9:00 am to 11:45 am **NOMINATING COMMITTEE INTERVIEWS** (continued if needed). Douglas Room, second floor. Meeting to be held at Nominating Committee's discretion. Meeting times will be announced at luncheons by chairman Archie Moody.

10:00 am to 11:45 am **AUXILIARY TO THE NAA ANNUAL MEETING.** Grand Ballroom East, second floor.

Call to Order: Mrs. Harvey (Pat) Lambright, president, LaGrange, Indiana.

Reading of Minutes: Mrs. Terry (Pat) Dunning, secretary-treasurer, Elgin, Illinois.

Treasurer's Report: Mrs. Terry (Pat) Dunning.

Historian's Report: Mrs. Thomas (Myra) Garner, historian, Bartow, Florida.

Committee Reports

Auditing: Mrs. Irene Dudley, chairwoman, Hampton, Iowa.

Membership: Mrs. Rex (Naomi) Newcom, chairwoman, Whitewater, Kansas.

Education: Mrs. R. M. (Ann) Williams, chairwoman, Arlington, Washington.

Youth: Mrs. Charles (Glenda Johnson and Mrs. Walter (Ruby) Hartman, co-chairwomen, Sevierville, Tennessee, and Camden, Ohio, respectively.

Nominating: Mrs. G. T. (Nan) Gilbert, chairwoman, Lincolnton, North Carolina.

Election of officers and directors

Old business

New business

Adjournment

10:30 am to 11:45 am **SELLING TOBACCO AT AUCTION.** Grand Salon West, second floor. Moderator, Archie D. Moody,

Continued page 32

CAI, director, Darlington, South Carolina. Instructor, Mac Burnette, 1982 World Champion Tobacco Auctioneer, Clarksville, Virginia.

SMALL BUSINESS ADMINISTRATION LIQUIDATIONS WORKSHOP. Grand Salon East, second floor. Moderator, John A. Horton, CAI, director, Huntsville, Alabama. Instructors, Ronald C. Harris, Acworth, Georgia, and Alan Slaman, SBA, Washington, D.C.

10:30 am to 4:00 pm CHILDREN'S TOUR — SIX FLAGS OVER GEORGIA. Youth Activities Room, Thomas Jefferson Room, third floor. (This tour is not included in the Youth Activities program nor in the children's convention registration fee. Register children for this tour as you would any other.) Six Flags Over Georgia is one of the state's most popular attractions, a 250 acre amusement park where admission ticket is your passport to more than 75 rides and attractions. Equivalent of \$3.00 in "park script" provided for lunch purchase. NOTE: Supervision will be provided, but younger children may be accompanied by a responsible brother or sister. Parents welcome, but must also register for the tour.

12 noon to 1:30 pm WISCONSIN AUCTIONEERS ASSOCIATION LUNCHEON. Northwing West, second floor.

Important Notice

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

The cost of the Ladies Luncheon is \$13.50 per person, and is not included in your registration fee. When you register, please pay an additional \$13.50 for the Ladies Luncheon.

12 noon to 2:30 pm LADIES "SOUTHERN GRANDEUR" LUNCHEON. Grand Ballroom West, second floor.

Call to Order: Mrs. Harvey (Pat) Lambright, president, LaGrange, Indiana.

Introduction of head table: Mrs. Jimmy (Ginger) Blocker, Walterboro, South Carolina.

Invocation: Mrs. Bob (Ann) Williams, president-elect, Arlington, Washington.

National Anthem: Mrs. John (Barbara) Suarez, Atlanta, Georgia.

Pledge of Allegiance: Mrs. John (Barbara) Suarez.

Georgia On My Mind: Mrs. John (Barbara) Suarez.

Luncheon

Roll Call by states: Mr. Terry (Pat) Dunning, Elgin, Illinois.

Welcome to Georgia: Mrs. Larry (Thelma) Meares, Pelzer, South Carolina.

Response to Welcome:

Introduction to Entertainment: Mrs. Jimmy (Ginger) Blocker.

Entertainment: "The Crowning of a Southern May Queen". Narrator, Ms. Bonnie Richardson, Florence, South Carolina.

Installation of officers and directors: Howard Buckles, NAA president, Keosauqua, Iowa.

Presentation of past president's pin: Mrs. Charles (Glenda) Johnson, Sevierville, Tennessee.

Awards and Prizes: Mrs. Archie (Lila) Moody, convention chairwoman, Darlington, South Carolina.

Benediction: Mrs. Rex (Naomi) Newcom, vice president, Whitewater, Kansas.

1:30 pm to 2:45 pm FARM MACHINERY AUCTIONS. Grand Salon West, second floor. Moderator, Norman Aldinger, director, Cleveland, North Dakota. Instructor, Marvin Henderson, Livingston, Louisiana.

GOVERNMENTAL RESTRICTIONS ON INTERNATIONAL AUCTIONS. Grand Salon East, second floor. Moderator and instructor, Dean H. Parker, director, Logan, Utah.

3:00 pm to 4:00 pm OPEN MEETING OF THE NAA BOARD OF DIRECTORS. Grand Salon West, second floor. Howard Buckles, president, Keosauqua, Iowa, presiding. Meeting open to all NAA members, for discussion with the Board of Directors, the goals and programs of the Association.

7:00 pm to 12 midnight SOUTHERN FAIR CONVENTION DINNER AND NAA AWARDS FESTIVAL. Grand Ballroom, second floor. Presiding, William L. "Bill" Gaule, CAI, vice president, Chatham, Illinois.

Invocation

Pledge of Allegiance to the Flag

Dinner

Awards Presentations

1981-82 Advertising Contest, Haskel Ayers, CAI, director and chairman, LaFollette, Tennessee.

1982 Convention Attendance Awards, Haskel Ayers.

Certified Auctioneers Institute (CAI) membership designations and indoctrination. NAA members who have successfully completed the CAI courses will be awarded their CAI memberships by Lanny G. Thomas, CAI president, Gadsden, Alabama.

Special Musical Review Entertainment

Saturday, July 31

7:00 am to 9:00 am CONTINENTAL BREAKFAST AND ANNUAL MEETING OF THE CERTIFIED AUCTIONEERS INSTITUTE (CAI). Grand Ballroom West, second floor.

8:00 am to 3:00 pm NAA HEADQUARTERS OFFICE. Cloak Room, second floor.

HOST ASSOCIATION HEADQUARTERS. John Adams Room, third floor.

8:00 am to 10:00 am NAA AUXILIARY BOARD OF DIRECTORS CONTINENTAL BREAKFAST AND MEETING. Room 436, fourth floor.

9:00 am to 12 midnight YOUTH ACTIVITIES ROOM. Thomas Jefferson Room, third floor. (Dance music for the convention's young people will begin after the President's Banquet at 9:30 pm. All young people are welcome, and a group called "The Retreads" will be performing.)

9:00 am to 10:15 am AUCTION GALLERY WORKSHOP. Grand Ballroom East, second floor. Moderator, Joe E. Small, CAI, director, Dallas, Texas. Instructors, John and Barbara Suarez, Atlanta, Georgia.

9:30 am to 4:30 pm CHILDREN'S TOUR — STONE MOUNTAIN PARK. Youth Activities Room, Thomas Jefferson Room, third floor. (This tour is not included in the Youth Activities program nor in the children's convention registration fee. Register children for this tour as you would any other.) Day at the State operated park includes viewing the "rock", choice of five attractions, and picnic lunch in the park. NOTE: Supervision will be provided, but younger children may be accompanied by a responsible brother or sister. Parents welcome, but must also register for the tour.

10:30 am to 12 noon ANNUAL MEETING OF THE NATIONAL AUCTIONEERS ASSOCIATION. Grand Salon West, second floor. Howard Buckles, president, Keosauqua, Iowa, presiding.

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

12 noon to 1:30 pm **AUXILIARY PAST PRESIDENTS' BRUNCH.** Crystal Ballroom B, first floor.
1:00 pm to 1:30 pm **VOTER REGISTRATION/BALLOTS DISTRIBUTION.** Grand Salon Corridor-1, second floor.

Ballots will be distributed to NAA members only, to vote during the election of officers (president-elect, vice president, treasurer) and directors (the four whose terms expire 1985.)

Members must have ballots to vote. Only members in good standing (those whose dues are paid at the time of the annual meeting) are eligible to vote. Membership eligibility will be certified by the NAA office at time of ballot registration.

1:30 pm to 4:00 pm **ANNUAL MEETING RECONVENED.** Grand Salon West, second floor. President Howard Buckles, presiding.

Call to order: President Buckles
 Elections procedure announcement: President Buckles
 Nominating Committee Report: Archie D. Moody, CAI, director and chairman, Darlington, South Carolina.
 Election of officers and directors
 Old business
 New business
 1983 NAA Houston Convention promotion, Texas Auctioneers Association
 Installation of officers and directors
 Adjournment

4:00 pm to 5:30 pm **FIRST ANNUAL MEETING OF THE 1982-83 NAA BOARD OF DIRECTORS.** Cherokee Room, second floor.



"THE PIONEERS", Wednesday night's bluegrass and dixieland band.

6:30 pm to 7:00 pm **HEADTABLE ASSEMBLY FOR PRESIDENT'S BANQUET DIGNITARIES.** Fulton/Cobb Rooms, second floor. Assembly for those to be seated at the headtable during the President's Banquet.

7:00 pm to 9:30 pm **PRESIDENT'S BANQUET.** Grand Ballroom, second floor. President Howard Buckles, Keosauqua, Iowa, presiding.

Grand March to the headtable and introduction of headtable dignitaries.

Call to order: President Buckles

Invocation

Dinner

1982 Hall of Fame Awards: Announcement of recipients and presentation of awards.

Auxiliary presentations:

Introduction of 1982-83 president by Mrs. Pat Lambricht

Presentation to Retiring Auxiliary President by now president

Acceptance address by the 1982-83 Auxiliary president

Presentation to 1982-83 Auxiliary president National Auctioneers Association presentations:

Recognition of retiring NAA directors by Howard Buckles, retiring NAA president

Introduction of 1982-83 NAA president, Rex B. Newcom, Whitewater, Kansas, by Howard Buckles

Recognition of retiring NAA president by Rex Newcom

Acceptance address: 1982-83 NAA president Rex Newcom

Speaker: Keith Barrett, Lincoln, Nebraska, topic, "Laughter — Shortest Distance Between Two People."

Conclusion of President's Banquet

9:30 pm to 12 midnight **PRESIDENT'S BALL.** Grand Salon West, second floor. The 1982 NAA "Southern Fair" Convention will conclude with the President's Ball. An Atlanta orchestra will provide dance music, and all convention registrants are invited to enjoy the evening.

Sunday, August 1

NO OFFICIAL NAA EVENTS WILL TAKE PLACE, and most conventioners, families and guests will depart for home, or post-convention vacations. "See you next year," will be an often heard phrase, as the National Auctioneers Association looks forward to its 1983 convention at the Shamrock Hilton Hotel in Houston, Texas.

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AC 0033

Youth tours announced for convention

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

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

- **Spending money** — The tours are designed so that children do not necessarily have to carry money.

However, you may want to discuss with your child the purchase of snacks, souvenirs, etc.

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

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

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

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

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

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

Youth Tours Registration Form

Thursday, July 29

TOUR 1 — Toy Museum and Roller Skating 1:00 pm to 5:30 pm

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

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

Tour 1 registrant names and ages: _____

Friday, July 30

TOUR 2 — Six Flags Over Georgia 10:30 am to 4:00 pm

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

_____ **persons @ \$20.00 each**
(includes admission and

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

Tour 2 registrants names and ages: _____

Saturday, July 31

TOUR 3 — Stone Mountain Park 9:30 am to 4:30 pm

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

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

Tour 3 registrant names and ages: _____

TOTAL AMOUNT ENCLOSED \$ _____

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

Last minute details

NAA Atlanta 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 cannot attend the NAA convention.** The non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA convention.

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

4. **NAA spouses can attend seminars and 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.

NAA cancellation and refund policy

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

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

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

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

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

Convention Checklist

- ★ **Make airline reservations now**, to avoid spring and summer fare increases. Check with **Delta Airlines**, they're offering NAA members a 25% convention discount.
- ★ **Reserve Atlanta Hilton Hotel lodging**, deadline is July 7. Reservation form, page B in center section.
- ★ **Register now for the convention**. Deadline is July 1 for advance registrations. Save \$15 over regular registration. **Tours** registration, page C. **Youth tours** registration, page 34.
- ★ **Decide your Fun Auction item**. Also, what will your state association be contributing to the Atlanta Fun Auction?
- ★ **Enter convention advertising contest**. Deadline is July 1.
- ★ **Any questions?** Call NAA office for convention information. Call Atlanta Hilton for lodging information.

Continued from page 25

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Attitude makes the difference

By Norman Aldinger
NAA Director

This is my last opportunity as a member of your Board of Directors to write an article for this very fine magazine. As I have been traveling and working, I have been thinking, "what would I talk to you about if I had the opportunity to sit down for 10 minutes and visit with you individually?"

In previous articles I have written about auctioneering methods and how we do things here in my area, hoping it would give you an edge in your business. You can be more competitive over those auctioneers who do not have access to the information in THE AUCTIONEER, through NAA Seminars and the annual convention.

Personally, I do not have a long list of hobbies. Up until now, work has occupied much of my time, but I have always been an avid reader. Every chance I get is spent reading, and my favorite subject since college has been philosophy. In those days, and as I have observed through the years, there is something about some people that makes them truly different. Everything they do seems to come out right, and if it doesn't they are able to roll with the punches. Have you ever noticed that? Well, so have I, and it all boils down to one thing — attitude.

Now, "attitude" seems to be an overworked word lately, but nevertheless it is so important that I hope you will take the time to consider it with me.

I have observed, as I am sure you have, that people who have a healthy, positive attitude have a decided edge in business, the community, and family. We can be educated to the hilt, and have experience to no end, but if we approach life with the wrong attitude, we find that things just don't happen.

Most auctioneers are considered community, business, and social leaders, and as such have a golden opportunity to convey to the public those ideas and positive attitudes we consider important.

We have become more aware in the past few years that there are two things which are basic to a healthy economy. They are the availability of money and the attitude of the people. We always seem to have the availability of funds, though interest rates are high, but the one thing that is certainly responsible for many of the problems we are facing is the general attitude of the public. We have been blasted by countless articles and newcasts of bankruptcies, down economic indicators, threats of war, crime, and so on, to the point that many are finding it hard to cope.

There can be a solution. Here in lies the opportunity of a lifetime for you and me. Let's get smiles on our faces, put a bounce back in our strides, do



NAA director Norman Aldinger was elected to the NAA Board in 1979. He is the auctioneer and sale manager for Aldinger Auction Service, Cleveland, North Dakota, specializing in farm machinery and farm real estate auctions.

some patting on the back, forget about being Republican or Democrat, and determine how we can all be successful as Americans. If you think the first two hundred years of this nation were great, stick around. You haven't seen anything yet!

Thank you for the opportunity in the past three years of representing you on the NAA Board of Directors. It has been a pleasure, and a privilege.

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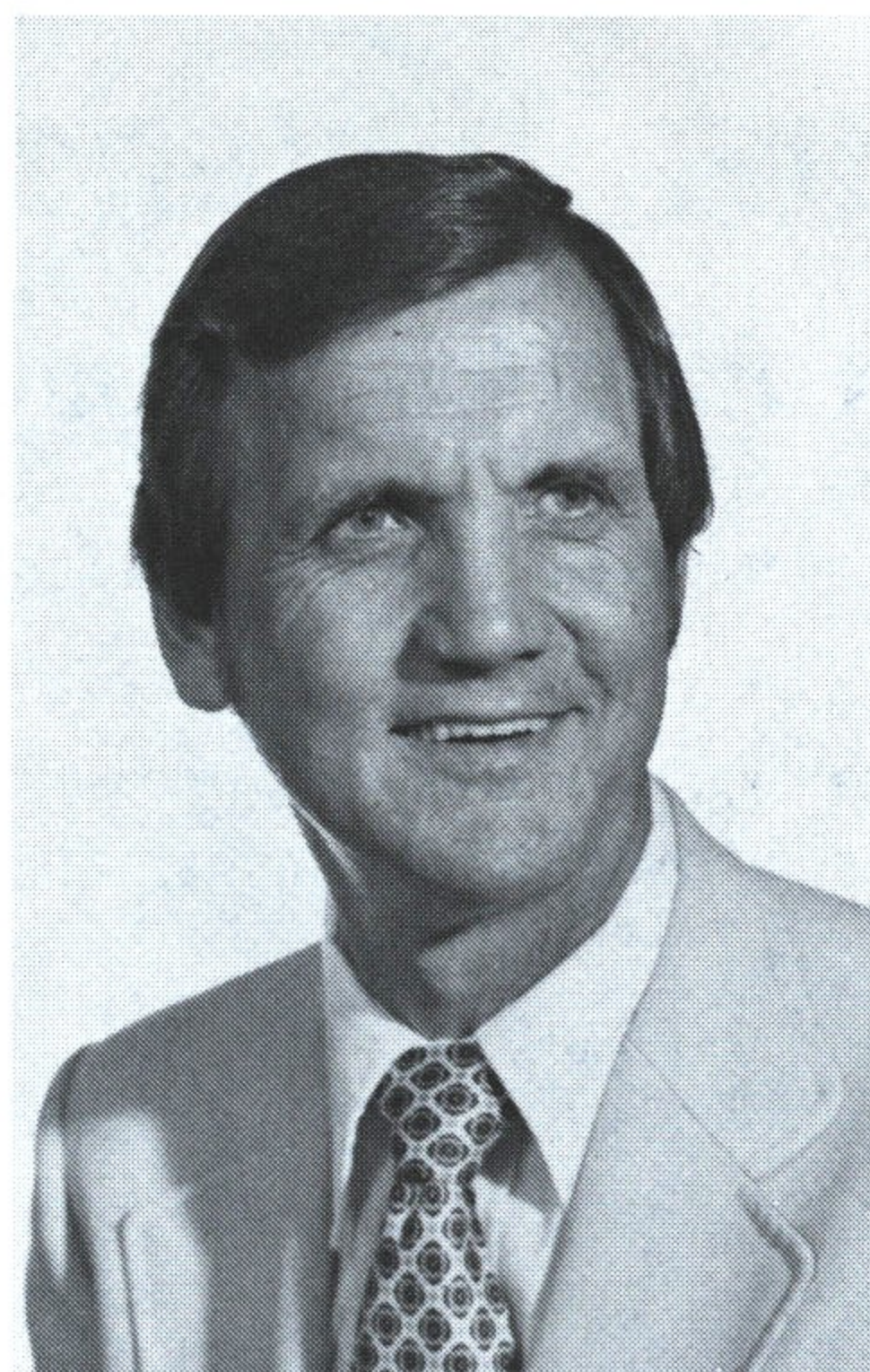
Changed market demands new methods

By Haskel "Hack" Ayers, CAI
NAA Director

Subdividing land to sell at auction has changed in our part of the country during the past two years, as many other changes have taken place.

It is the auctioneer's responsibility to give the right advice to clients on how to market their property. In the past we have always felt that the more tracts we could subdivide the property into, the more it brought. But on today's market, we find that building lots are in less demand due to the present housing market. We find that small acreage tracts are doing much better at our auction sales. The demand for the small acreage tracts comes from speculators of people wanting to live on a small tract. Our buyers on the last subdivision were speculators and home builders. Both of these have left the market place for today's building lot market.

Auctioneers' ideas of how to subdivide property has to change with the markets in their areas. Today we are subdividing into baby farms and acreage



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

tracts for our auctions. Whereas two years ago we would have recommended a subdivision.

Financing is the other great tool for having a successful land auction. Approximately 70% of the real estate sales today involve some form of creative

Continued page 41



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Bad checks? First, visit your bank

By Walter J. "Wally" Laumeyer, CAI
NAA Director

For those of you who do your own clerking and cashiering, unfortunately, most of us have received checks that were "NSF", "Account Closed" or "No Account".

Recently, I went to the bank and asked if any investigation is done on someone opening a new checking account. I was informed that the bank had no reason to check the past record of the new customer. However, it does start the check numbers at 100. By doing this, the bank is alerting your cashier that this could be a problem check.

Fellow NAA members, I believe the time has come for you to visit your local bank, explain the problems you run into with bad checks; and, as a result, the banking associations may take a long hard look at new customers, and why they are changing banks for a new checking account. Remember, the banks don't lose anything when you are handling one of their customer's worthless checks. It's *your* loss!

There are several ways a business can help prevent receiving a bad check: ask to see additional identification, use cameras, or require a thumbprint a definite deterrent.

When we suspect a bad operator at our auction or if a low number check is used, during the loading, one of our staff will go out and get the license number and make of the car. Should you ever have to try and find the bad check writer, the above information is invaluable.

Sometime ago, we had a check that was worthless and could not find the passer. We put up a huge sign at our auction house requesting that if anyone knew a current address or place of employment we would be interested in that information. After about six months, someone came forward with the information we were looking for.

Here again, if anyone local had ideas of dropping a bad check on us, I'm sure they reconsidered, because no one likes to have their name posted as



NAA director Wally Laumeyer was elected to the NAA Board in 1981. He is the owner of Wally Laumeyer Auction Co., Inver Grove Heights, Minnesota, operating two auction houses, and selling antiques, autos, business liquidations, and raw furs. Mr. Laumeyer is active in the Minnesota State Auctioneers Association, having served as an MSAA president.

a criminal, and that is exactly what a bad check passer is.

The possibility of getting a bad check will be with us for a long time, especially since people are carrying less cash. Perhaps some of you auctioneers have another way to deal with this problem. Let's hear from you.

In closing, the NAA Atlanta convention is just around the corner and it looks to be a great educational and entertaining event. If you have never attended a "National", it is well worth the time and expense. We have been attending for a number of years and never fail to come away with new ideas and new friends. See you in Atlanta!

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financing. In some cases, the seller has a bank loan of 17% and will sell and finance for one year at 12%, paying the other 5% himself to create a buyer.

With owner financing and reasonable terms, the real estate auction market is still alive. Auctioneers can help their sellers to market their properties and get the same return on their interest by spending some time on the front end exploring the advantages of owner financing. I believe the owner can realize much more from the auction sale by doing this if only for a short time.

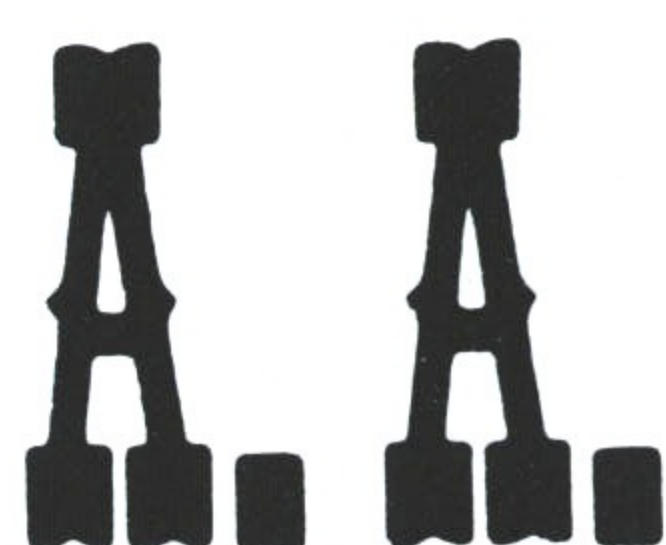
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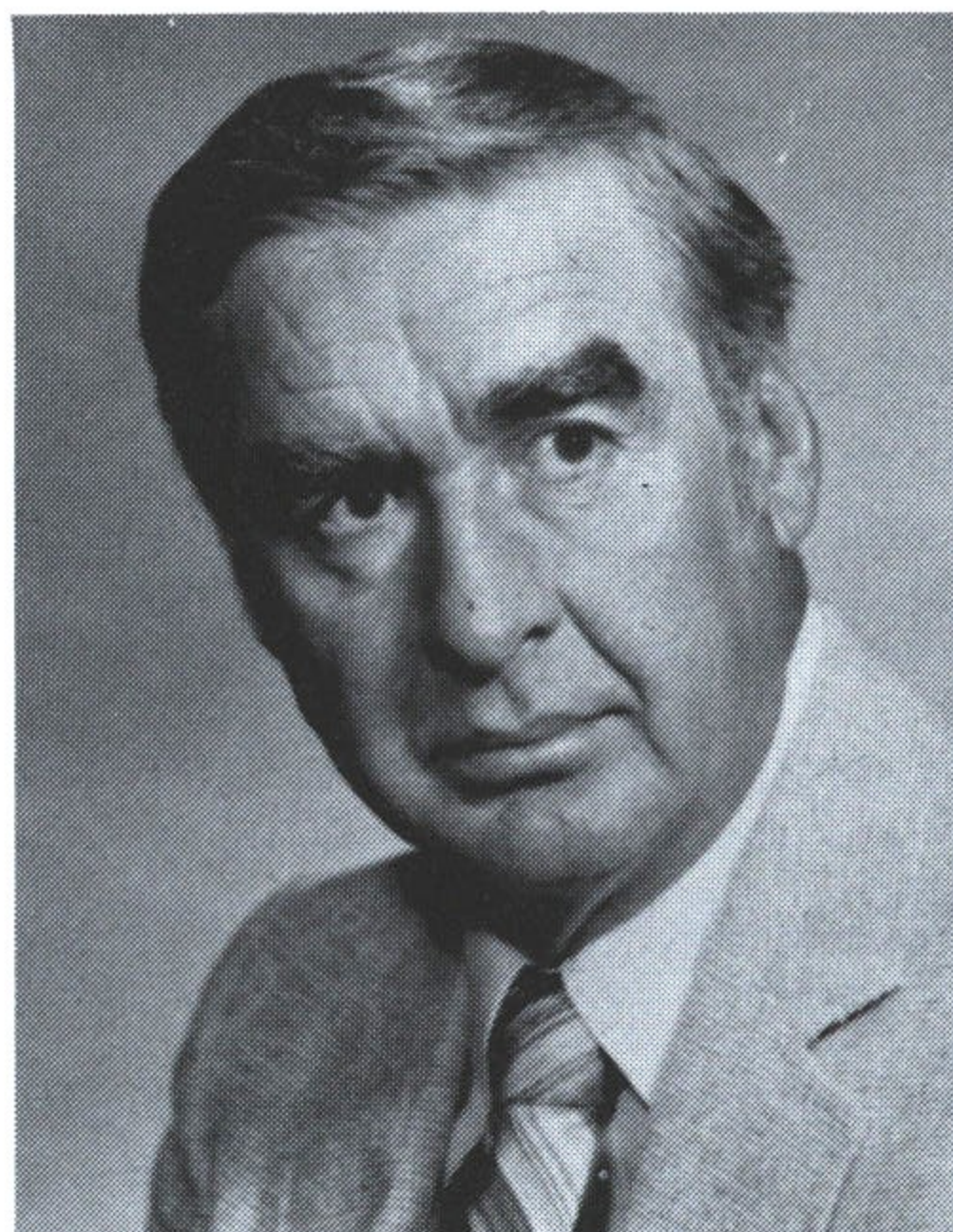
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Credibility at the auction podium

How to get our audiences to believe us

By James Heike, CAI
Mondovi, Wisconsin



Credibility is a tough problem for an auctioneer trying to champion the cause of a client he or she has agreed to represent. There is a saying among public speakers, "know yourself, your subject, your situation, and you'll be able to deliver credible comments under any circumstances."

Here are some tips you may want to keep in mind.

There's nothing like honesty and straight talk to prove we don't have something up our sleeve. If we shade the truth, nine times out of ten we're going to get caught. Then, the fact that we misrepresented the truth will be a bigger story that whatever it was we were trying to cover up. Even if we exaggerate claims, we're bound to make enemies. A certain amount of "puffing" is acceptable to the crowd, but let's not get carried away. If the seller asks you to make specific representations regarding the condition of a piece of equipment for example, be sure to prefix your remarks with "Mr. Jones says . . ."

It's important that we look at our comments from the audience's point of view. Talk in terms the average person can understand and avoid overly technical language. If our comments are too wordy and involved, it can arouse the suspicion we're trying to hide something. You've probably heard or read this well-known statement, "I know you believe you understand what you think I said, but I am not sure you realize what you heard is not what I meant." Perfection in communicating is not our goal as auctioneers, because we are extemporaneous speakers. Besides, if we waited to speak until everything we wanted to say was perfect, we probably wouldn't ever be able to open our mouths.

Clear communication, however, is something we as auctioneers should constantly try to achieve. There are a few common-sense guidelines to keep in mind, to help insure that we won't be misunderstood, to insure our comments are believable.

Start with clear thinking. Pause if necessary, to collect your thoughts before you speak. As you go

along, address your listeners as "we" rather than "you". The reason for doing this is to avoid sounding "preachy", to avoid giving them the impression that you are trying to tell them what they should or should not do. Remember you are not trying to force your ideas on them. You are simply letting them know that after weighing all the facts, you have come to certain conclusions about the property or item being offered — conclusions which you believe to be sound. Our job is to win our listeners over to our way of thinking, or to give them information that will be helpful to them in their buying decision. It is more effective for us to say "it seems to me", or "as I see it," than it is to give our listeners the impression that we think we know all the answers.

Another factor that affects our credibility is the non-verbal or body language level of communication. It may be combined with words and tone of voice, or it may be used to convey an idea without a word being spoken. Gestures, body postures, and our facial expressions are rich sources of information about what a person is thinking and an even more valuable indicator of what the person is feeling. From our listeners, smiles, frowns, and questioning looks may give us signals as to whether or not we are being understood.

Know all there is to know about what your selling and **establish your expertise on the subject.** You'll be able to handle tough questions without being evasive, and you can even raise some sticky questions on your own.

Asking for a completely unrealistic opening bid for example, may give the buyer the impression that you are not knowledgeable about the property or item you are selling. Other comments you may make later will probably not sound very convincing to them.

Remember, get the emotions that you want to convey to others working for you. Develop the enthusiasm, warmth and understanding that you would like to have flowing from you to the people in the audience. Develop a good rapport with your buyers, keep in control, and stay cool and unruffled when the going gets tough.

I'm sure all of us are familiar with "Abe" Lincoln's comment about not being able to fool all of the people all of the time. Few of us are aware of another comment he made in the same speech, "If you once forfeit the confidence of your fellow citizens, you can never regain their esteem."

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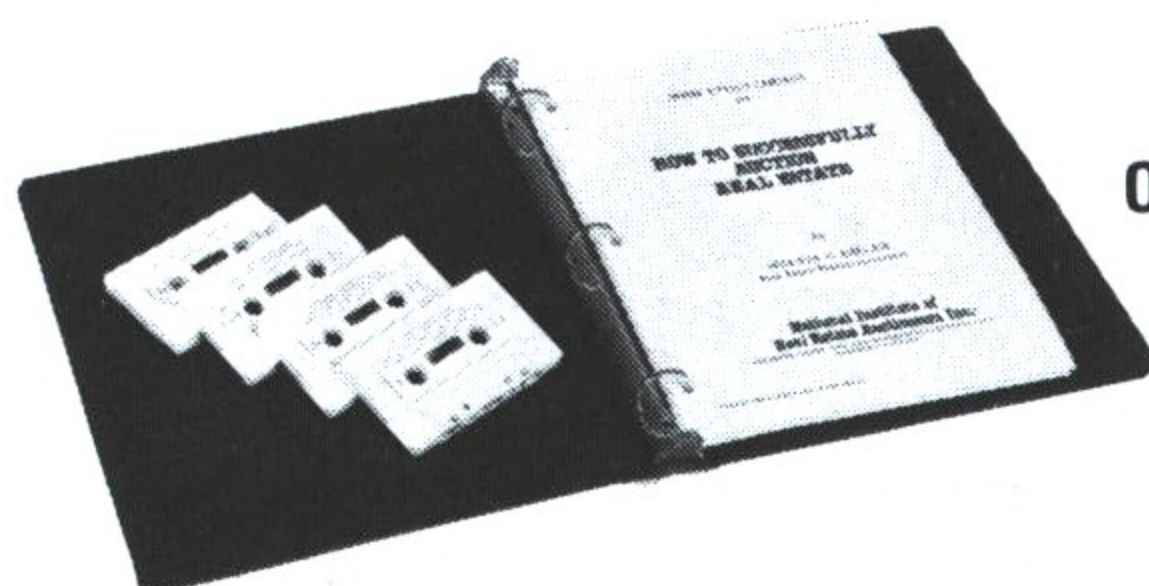
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Additions made in proposed Auxiliary By-Laws revisions

In the last issue of THE AUCTIONEER proposed revisions to the NAA Auxiliary By-Laws were presented on page 41. Below, in bold face type are two additions to those revisions.

BY-LAWS PREAMBLE

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

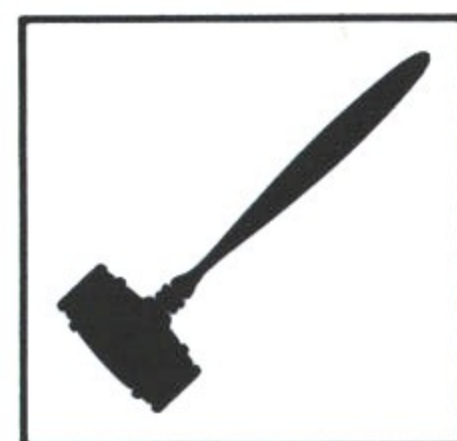
Whereas, the By-Laws of the National Auctioneers Association permit this organization to operate autonomously so long as it is not inconsistent with the Articles of Incorporation and By-Laws of the National Auctioneers Association.

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

ARTICLE III — MEMBERSHIP

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

Section 2. Membership in this Auxiliary shall be classified as follows:
INDIVIDUAL — Any individual may become a member upon payment of annual dues as determined by the Board of Directors of this Auxiliary.
HONORARY — Honorary membership may be granted by the Board of Directors to anyone who has rendered outstanding service to or in behalf of this Auxiliary. Honorary members shall not be required to pay dues and shall not be entitled to vote.



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Auxiliary to the National Auctioneers Association

Dear Auxiliary members,

"Okay, gang, let's make it happen." Very often these words are spoken by NAA past president Marty Higgenbotham to our auction team, just before he steps to the podium and goes into his auction chant.

These words can trigger one of two responses: confidence or luck. Confidence comes from the fact that we have prepared well — all the ground work that is required in putting together a successful auction, that everyone has performed every detail they were responsible for and extended themselves to help any other in the team who needed help. The saying can also trigger the feeling of "if we're lucky, we'll have a good sale," *hoping* everyone did at least what he was supposed to do.

At the National Auctioneers Association convention in Atlanta, July 28-31, we will be electing Auxiliary officers and starting a new year. We are, of course, always striving for a better year, even though we have done all we were expected to do. Are we confident that we have done enough to "make it happen", or are we just hoping we had a good year, and that next year will be a better one?

It takes every member of the auxiliary working together, doing everything individually as well as collectively, to have a successful auxiliary "team". Let's ask ourselves if we have done enough? What more can we be doing?

"Okay, Auxiliary members, in 1983, LET'S MAKE IT HAPPEN!"

**Myra Garner, historian
Auxiliary to the NAA
Bartow, Florida**

Dear Auxiliary members,

Finally, coming out of a cold winter with a lot of snow, we are having a fine spring here in New England. While writing this letter I could look out of my window and view many beautiful flowers which are out in full bloom. This is the season when people decide to sell many of their choice treasures, and auctioneers in this area have plenty of auctions. New England is still known for being the area where many fine quality antiques can still be found and purchased for a reasonable price.

This is the time of the year when we Auxiliary members play an important roll in the auction business — answering the telephone, working the office,

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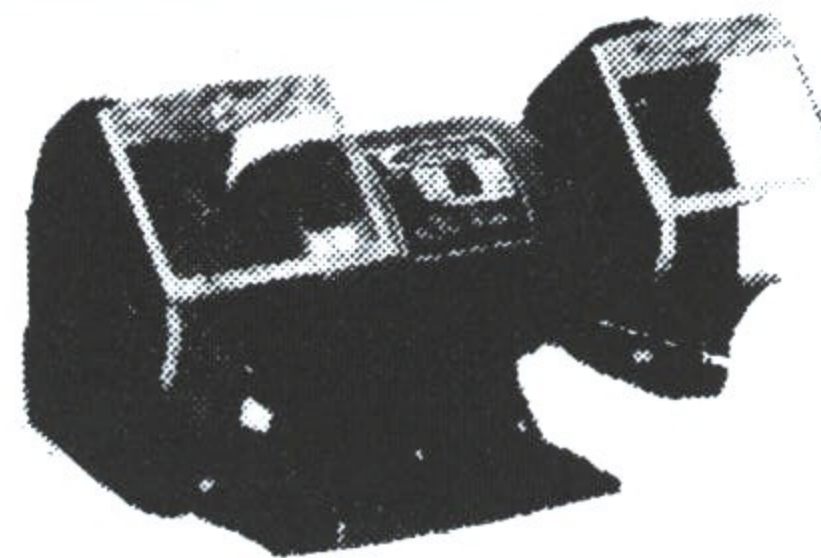
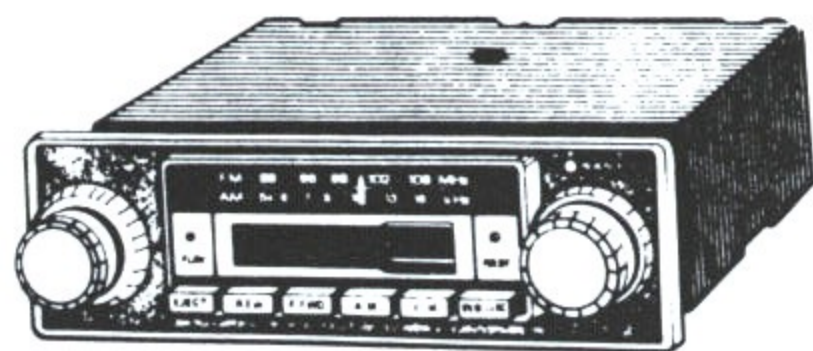
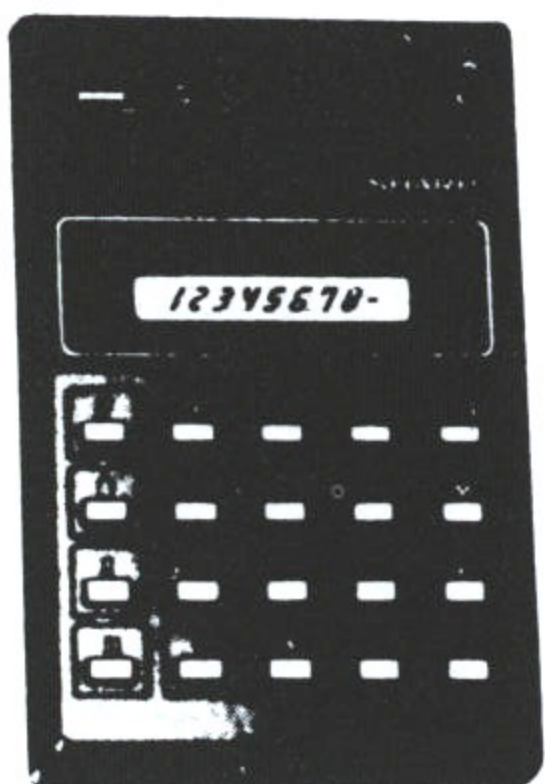
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or working the sale. We are always there when needed. By being a member of the Auxiliary you can share your thoughts and experiences with other members, and discover that the group you are with is working for one goal — PROFESSIONALISM. Remember, what we do at any sale reflects on the auction profession. Therefore, I encourage all who are presently non-members to join the Auxiliary to the National Auctioneers Association.

If you are planning to attend this year's convention in Atlanta, just take a few minutes out of your busy schedule and stop by the Auxiliary registration table. Auxiliary representatives will be happy to talk with you and all are welcome.

**Eleanor L. Moon, director
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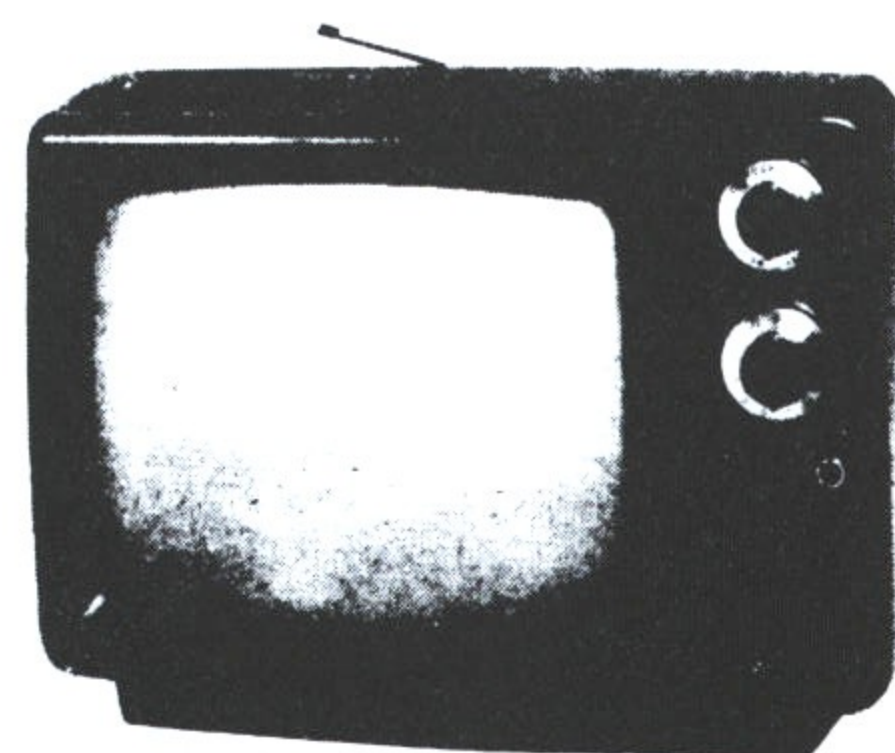
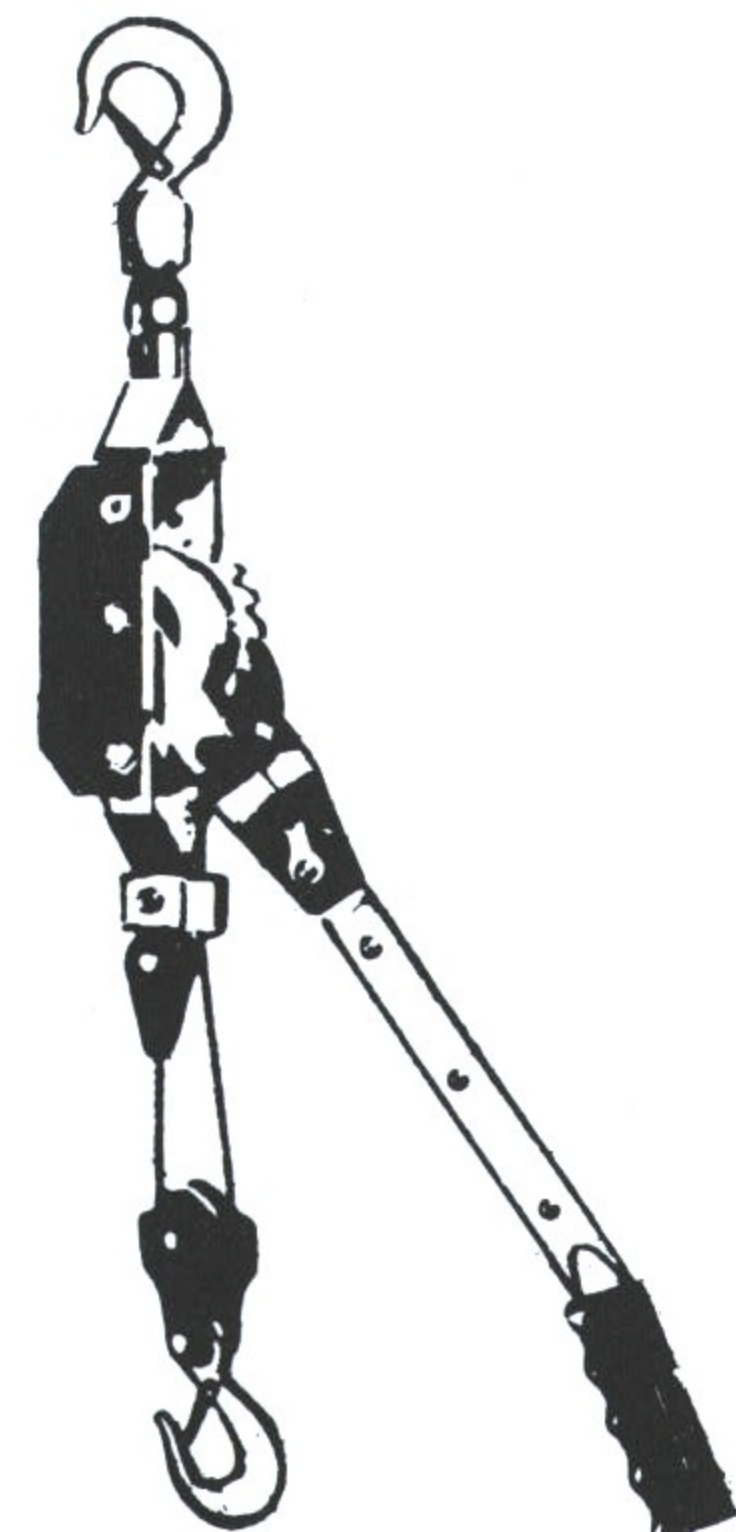
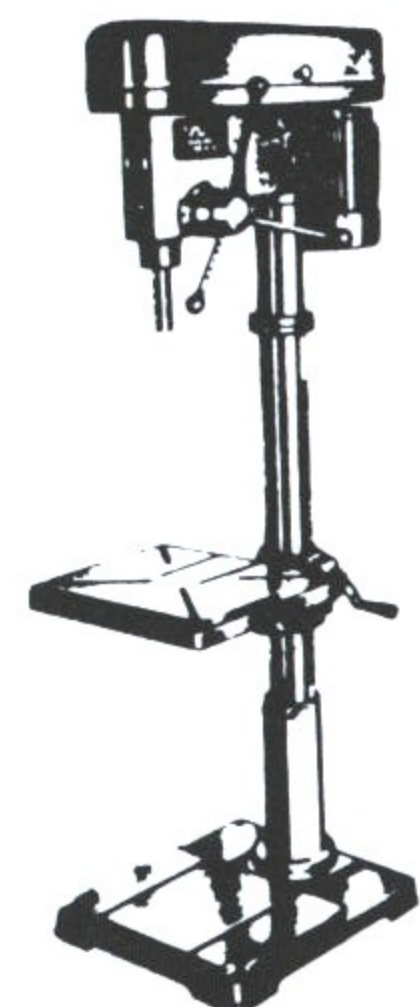
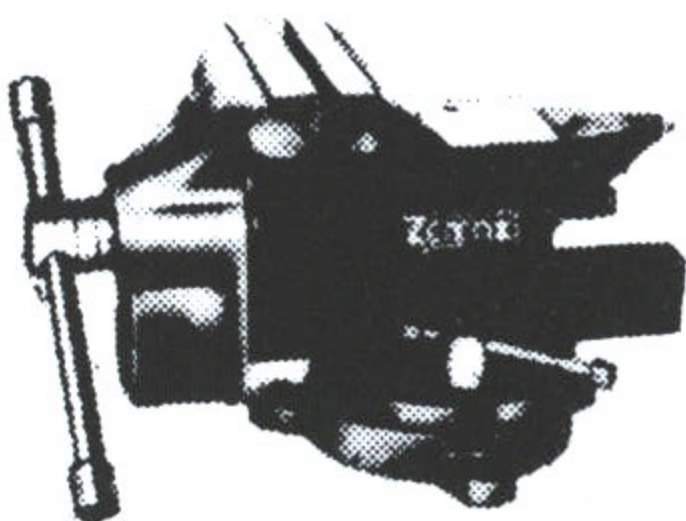
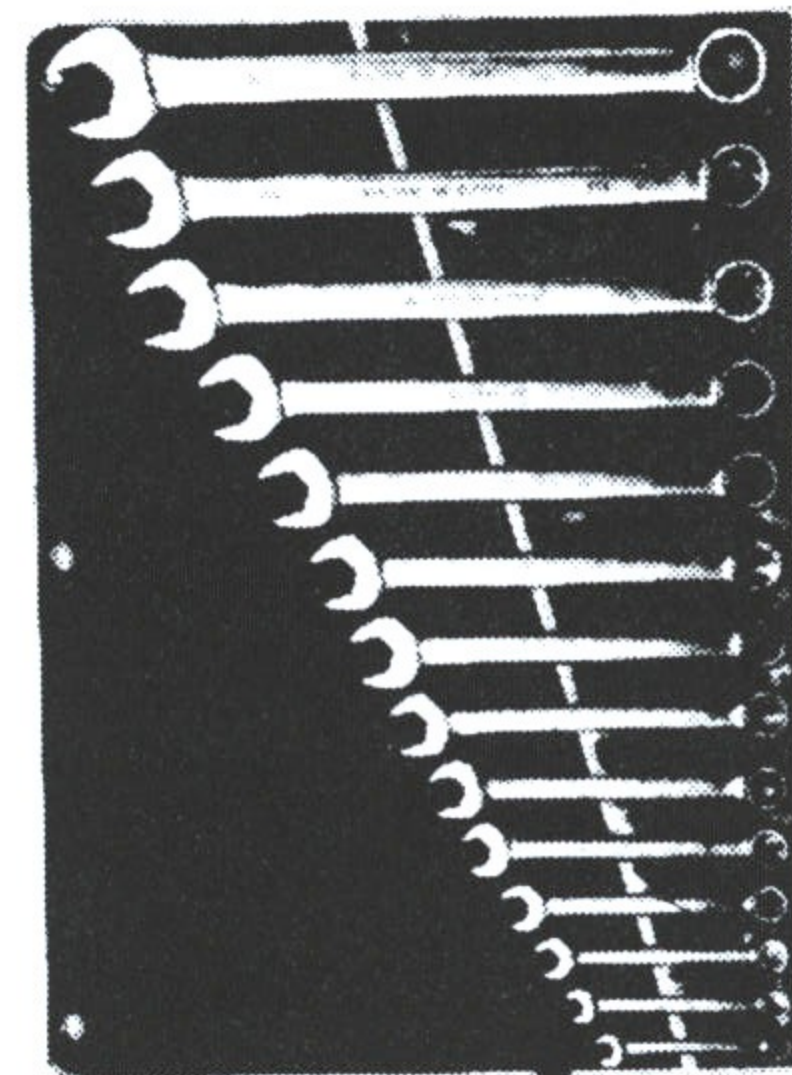
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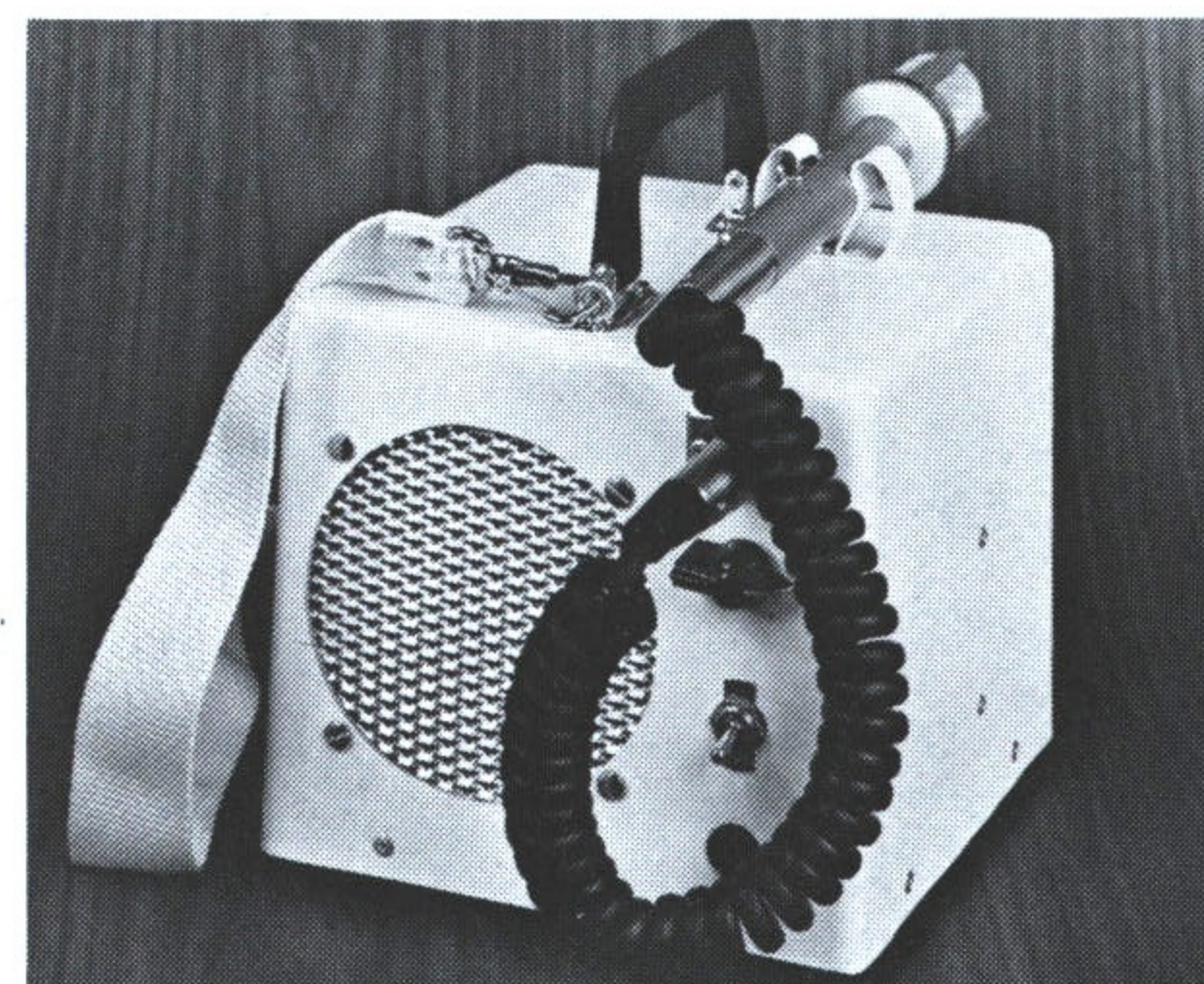
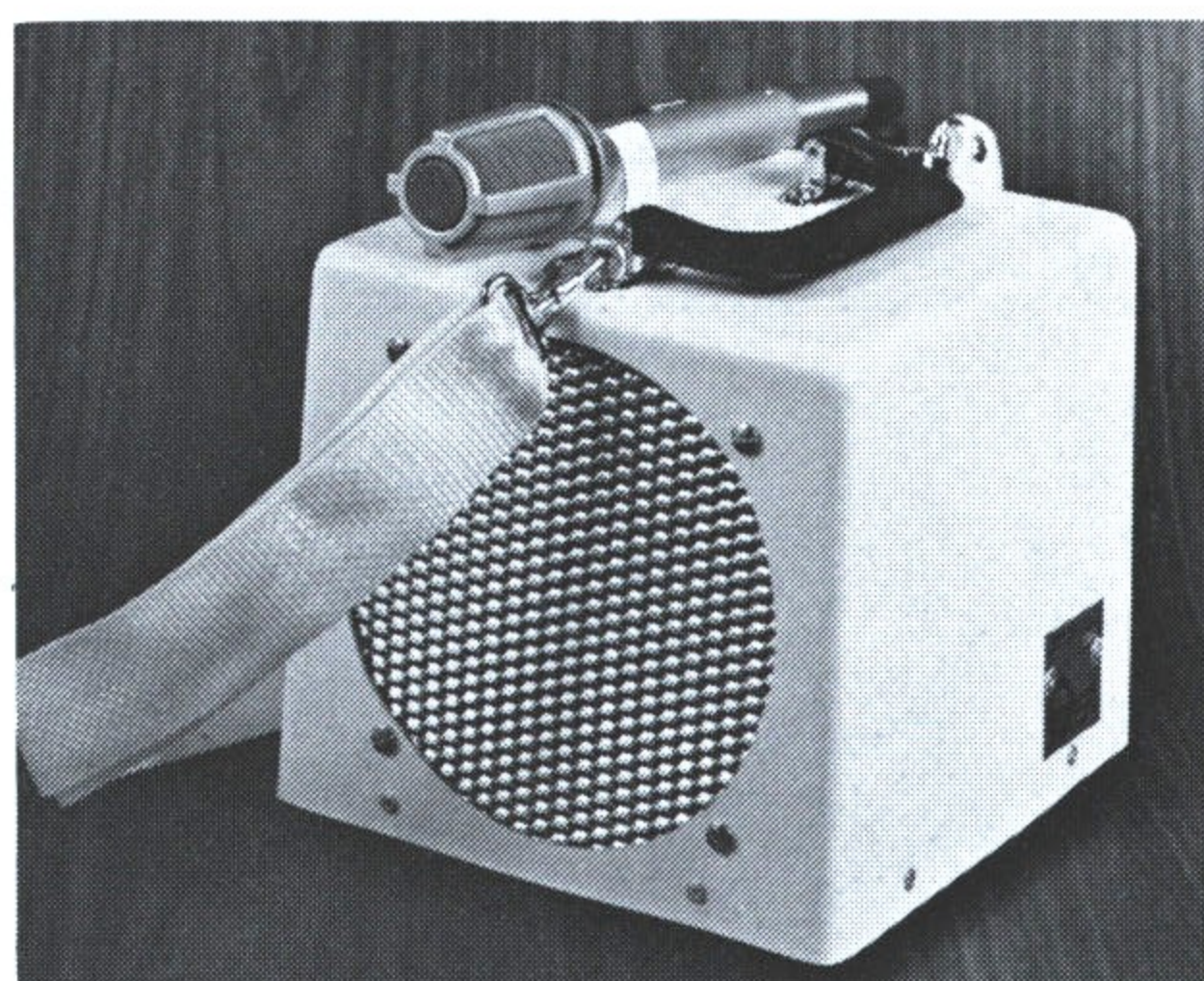


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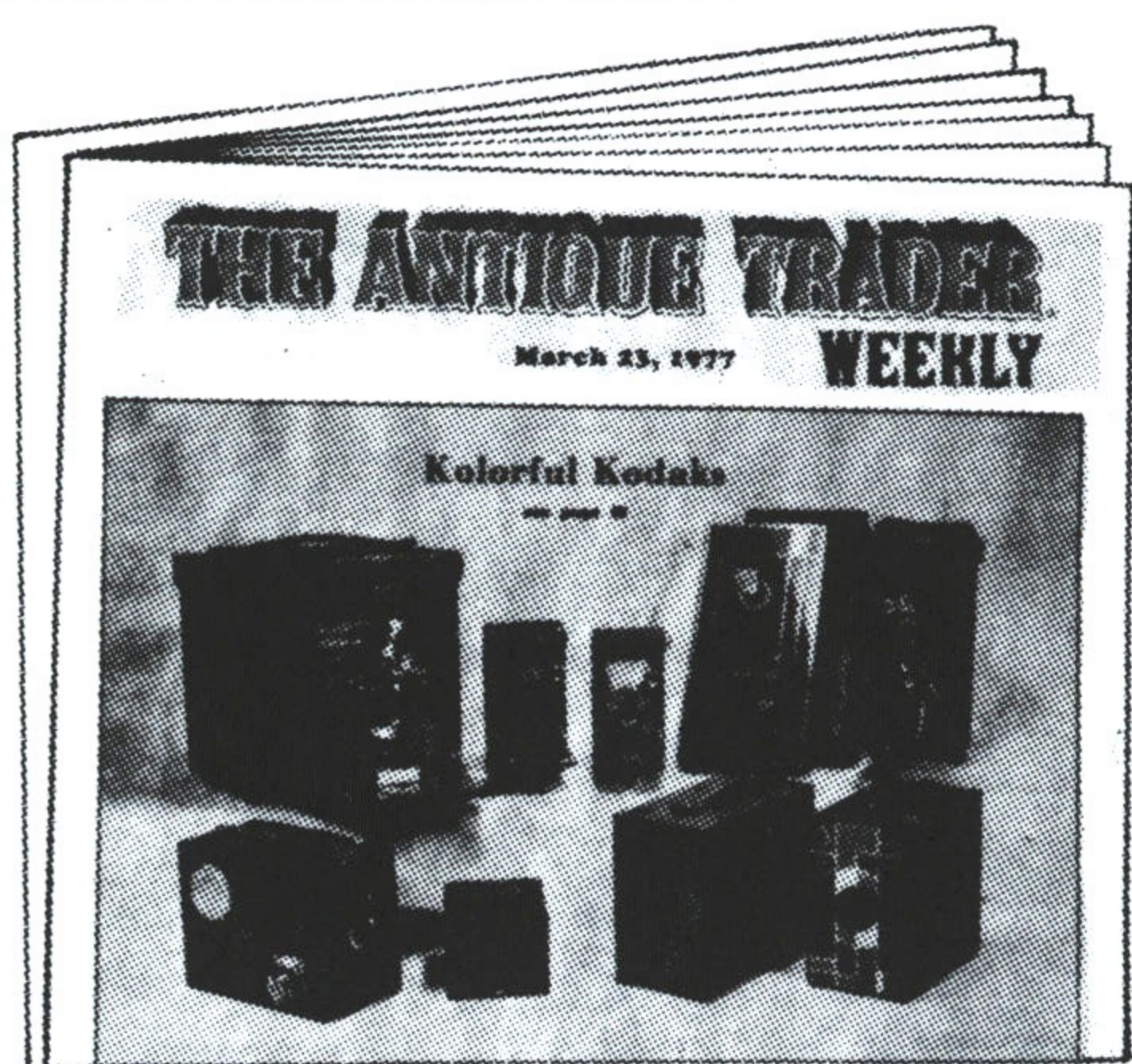
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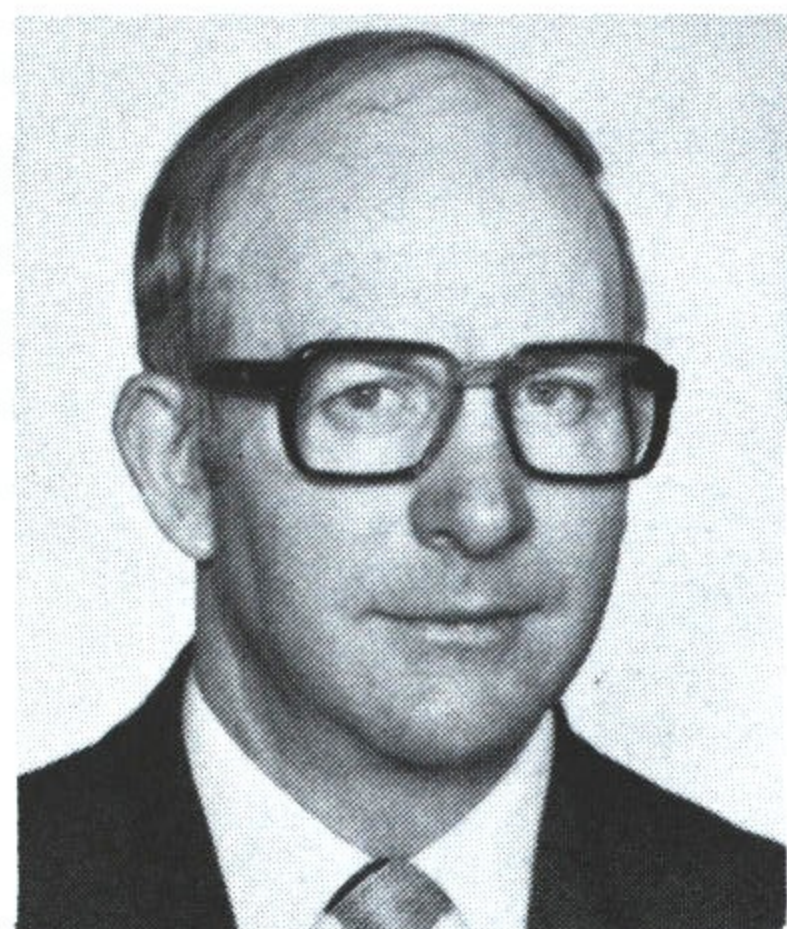
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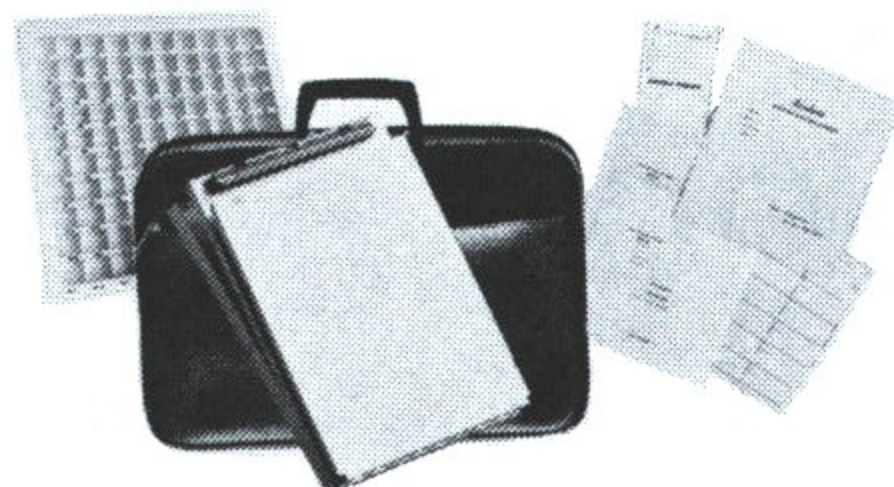
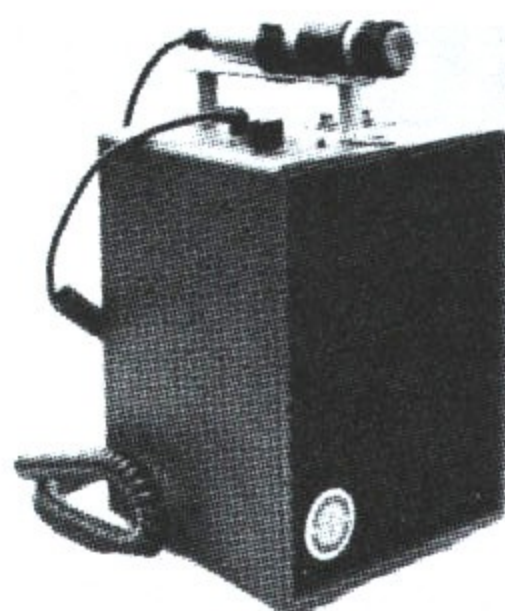
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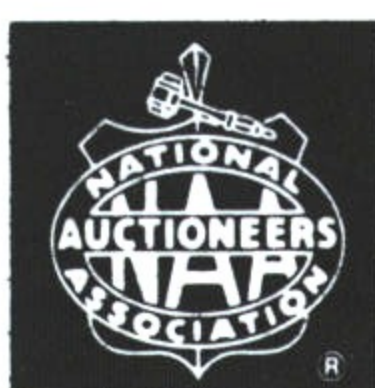
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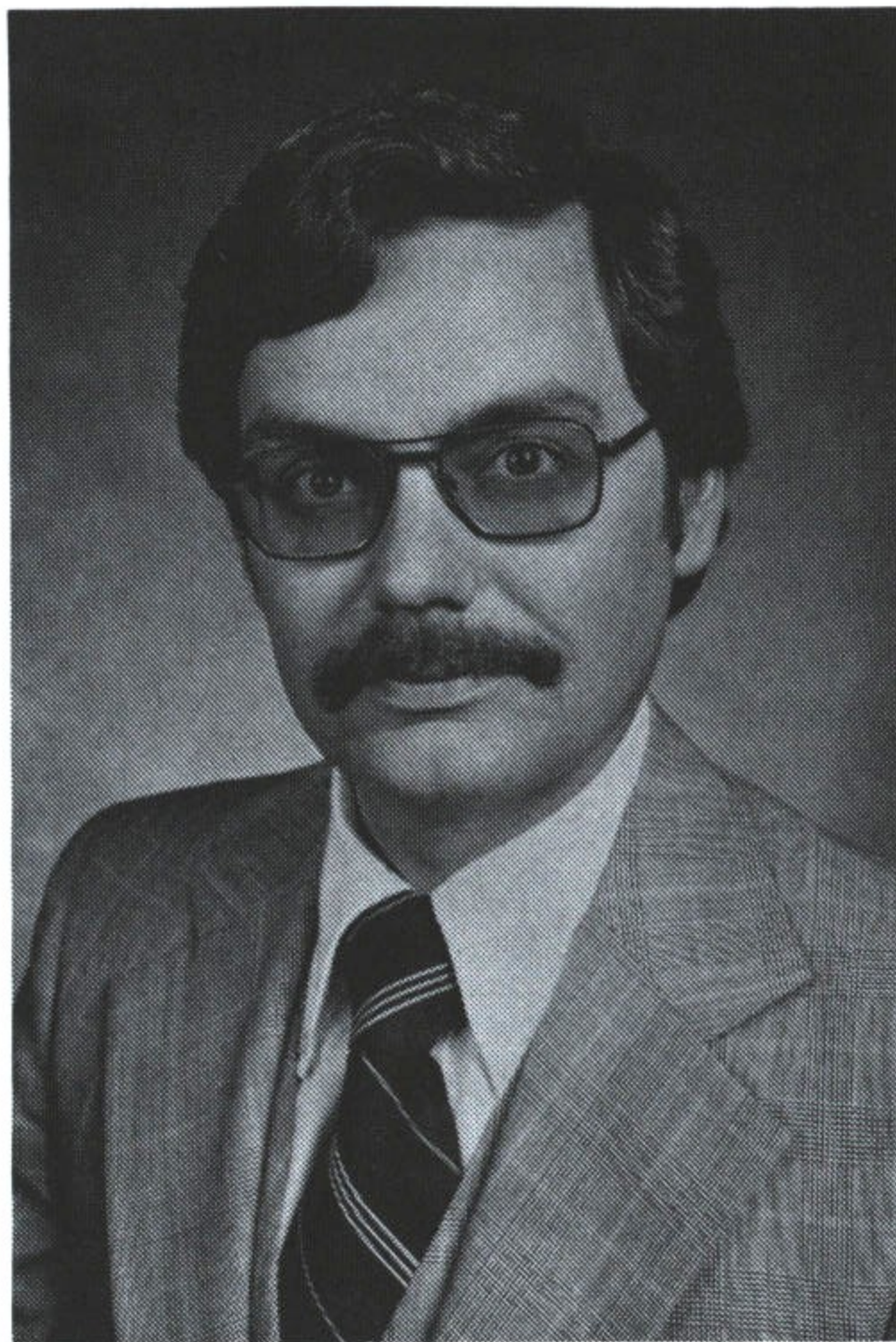
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The psychology of color and the auctioneer

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



“Colors speak all languages”.
 Joseph Addison, 1711

Color. It can make or break a flyer, brochure, catalogue or other promotional piece. Most auctioneers developing publicity and promotions for their auctions pay strict attention to the content of their literature — headlines, layouts, type size, and graphic artwork. Surprisingly, however, few pay close attention to the choice of colors used in publicizing a sale; that is, the printer’s ink and paper stock. In many cases, unfortunately, the selection of colors is left to the paste-up technician or even a printer, who may offer a discount on the paper stock or the ink on hand.

This is a serious oversight that can have singularly deleterious effects on the attractiveness and psychological effectiveness of the promotional piece; and, as a result, on its value as an advertising device. Psychologists have long known that certain colors are preferred by adults and other colors are less desirable. It is also known that different colors evoke different reactions, and a careful use of colors in combination can produce more predictable results.

Most auctioneers use, or perhaps a better word would be “abuse,” the color red. Even a brief examination of the color matrix accompanying this article alerts the auctioneer to the danger inherent in the use of red, orange or another vivid, shocking color. The matrix was developed after consulting with psychologists graphic artists and other individuals who are involved in creating effective promotional literature. Obviously, the matrix is intended to be used as a guideline and should not be regarded as an unalterable hard and fast rule.

Helms’ Color Matrix For Auctioneers

Auction Category		I	II	III	IV
		General Sales	Real Estate	Antiques	Farm
Suggested:	Color Copy Ink	1,2 4,6	1,2	1,2 6	2
	Color Stock	3*	3	3*	3,6

Code	Color	Value
1	Blue	Preferred by adults, it is fresh, hygienic, shows depth. Serious. Good as print ink on Category II programs. Highly legible.
2	Black	Confers impression of distinction, nobility, and elegance. Good copy ink with all category programs. Highly legible.
3	White	Evokes a refreshing and antiseptic effect, especially when white paper is juxtaposed with blue ink. Blue/white and black/white with moderate color (logo, headline, etc.), best with Category II programs, but good with all programs.
4	Grey	While it could evoke monotony or indecisiveness, used correctly, it is a passive, neutral stock with Category III and IV programs.
5	Red	An active, vivacious, stimulating color. Must be used sparingly; best as an attention-grabbing headline or with logo. Avoid as copy ink, even if contrast is good on stock.
6	Brown	Darker browns take on same qualities as black. Can be good change of pace.
7	Orange	Similar to red, can denote more action, but also easier to abuse.

*Compatible pastels

The use of color in headlines can gain attention in several ways. It is possible to vary the style of type to accent the message, or use the same type in bold or darker print, but another effective use of headlining, if not overdone, is the use of a second color. (See matrix.) Red or orange will grab the eye in a short headline and not prove tiresome. The repeated use of red or orange, either in a headline or in the body of the copy, will have the opposite effect, it will discourage the reader from a careful examination of the material and tire the eyes quickly, causing poor retention of information.

A business card is often the first impression an

Continued page 51

The Reisch Auctioneer's Speaker

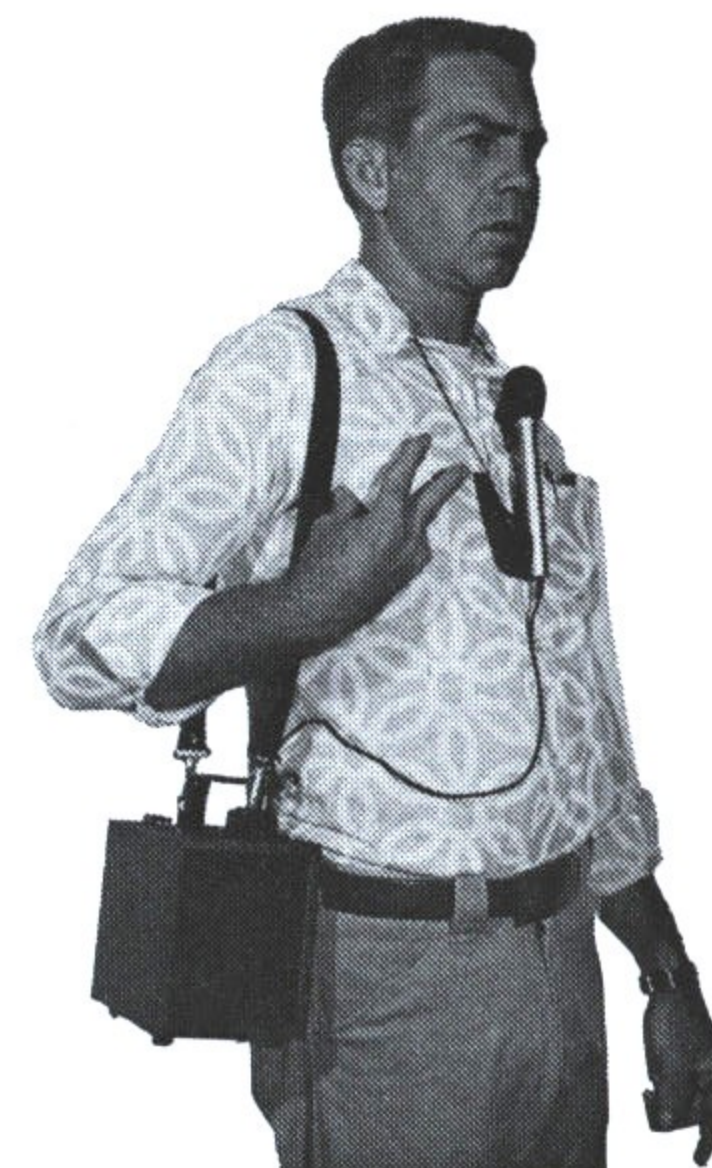
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auctioneer makes on a potential client. A card that screams with red or is cluttered with cutesy drawings or caricatures, will not present the same professional image as a simple white card with blue or black print. Even a white card with black print that sports the auctioneer's name will carry a carnival barker image that is certainly opposite of the impression the auctioneer wants to make. *It is better to be understated than to overstate with color.*

The basic point regarding the use of color focuses on developing a format that is compatible with the tastes and perceptions of the targeted population the auctioneer wishes to serve. The matrix presented is simply a suggested pattern for the use of colors. A creative auctioneer or artist can undoubtedly develop effective, striking color combinations tailored to specific clientele. Professional groups tend to react more favorably to conservative color combinations (blues, blacks and greys), textured paper stock and, if the budget allows, four color photograph separations. Research has shown that middle America and farm related occupations tend to favor browns. In the July, 1981 issue of THE AUCTIONEER, J. L. Todd explained his application of this concept.

A number of years ago we began wearing jackets. If it's business property, most of the staff will wear blue. If it's a farm sale or something, they prefer brown.

Mr. Todd's staff has effectively put into practice the particular colors that research has shown appeals to those particular groups. The old image of an auctioneer wearing a bright red vest, checkered pants and a ten gallon hat, while soliciting bids in staccato patter, is simply not viable in contemporary American society.

In addition to the use of colors, the selection of a format to present information is of vital importance to an auctioneer. An auctioneer who repeatedly uses similar or even identical publicity devices might be well advised to consider the time and cost saving, preprinted mechanical.

A preprinted mechanical is a technical name for a predetermined format that is printed in bulk and used as a blueprint for future flyers, brochures or catalogues. Preprinted on a coated paper stock would be such standard items as the auctioneer's name, address, telephone number, place of business, logo and other pertinent information that does not change from auction to auction. Left blank, of course, would be the space where specific auction information could be inserted. The use of a preprinted mechanical performs two basic functions: it standardizes the auctioneer's publicity and, after repeated use, creates an easily identifiable image. Even before the flyer is opened, people will identify the material as coming from a specific auction house. Secondly, it saves the auctioneer time and money by eliminating the constant reprinting of standard information. The auctioneer no longer has to worry about the appearance of each promotional piece.

By having a printer's blue ink grid applied to the blank space, even more time can be saved. A printer's blue ink is invisible to a reproduction machine, but allows even the most inexperienced office per-

sonnel to lay out copy in a straight line. It eliminates the need for drafting boards, T-squares and even light boards. If a special auction comes along, the auctioneer is always free to develop a discrete promotional piece to accent that one special event which deserves isolated attention. The preprinted mechanical also permits the use of second colors in headlines, photographs and any other illustration you might require.

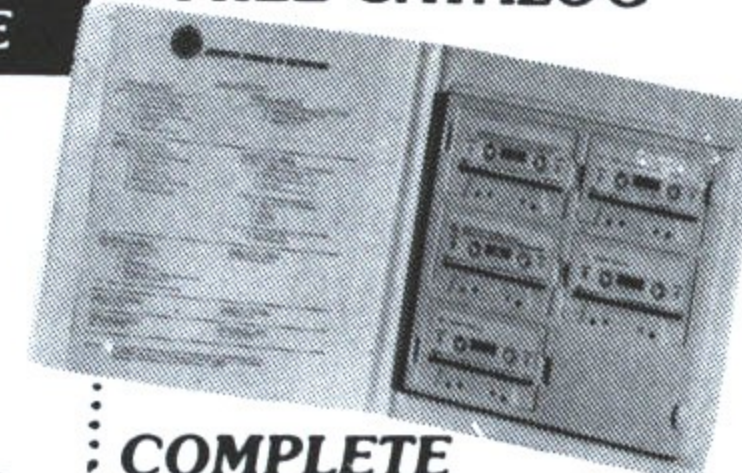
The judicious use of colors coupled with the development and use of a preprinted mechanical can create a solid professional image that will enhance the auctioneer's visibility in the community and, as a result, increase personal stature with other businesses and professionals. The misuse of colors, the abuse of reds and oranges, and a haphazard approach to flyer design can damage an auctioneer's reputation, creating an amateurish image that is a disservice to the individual auctioneer and the entire auctioneering profession.

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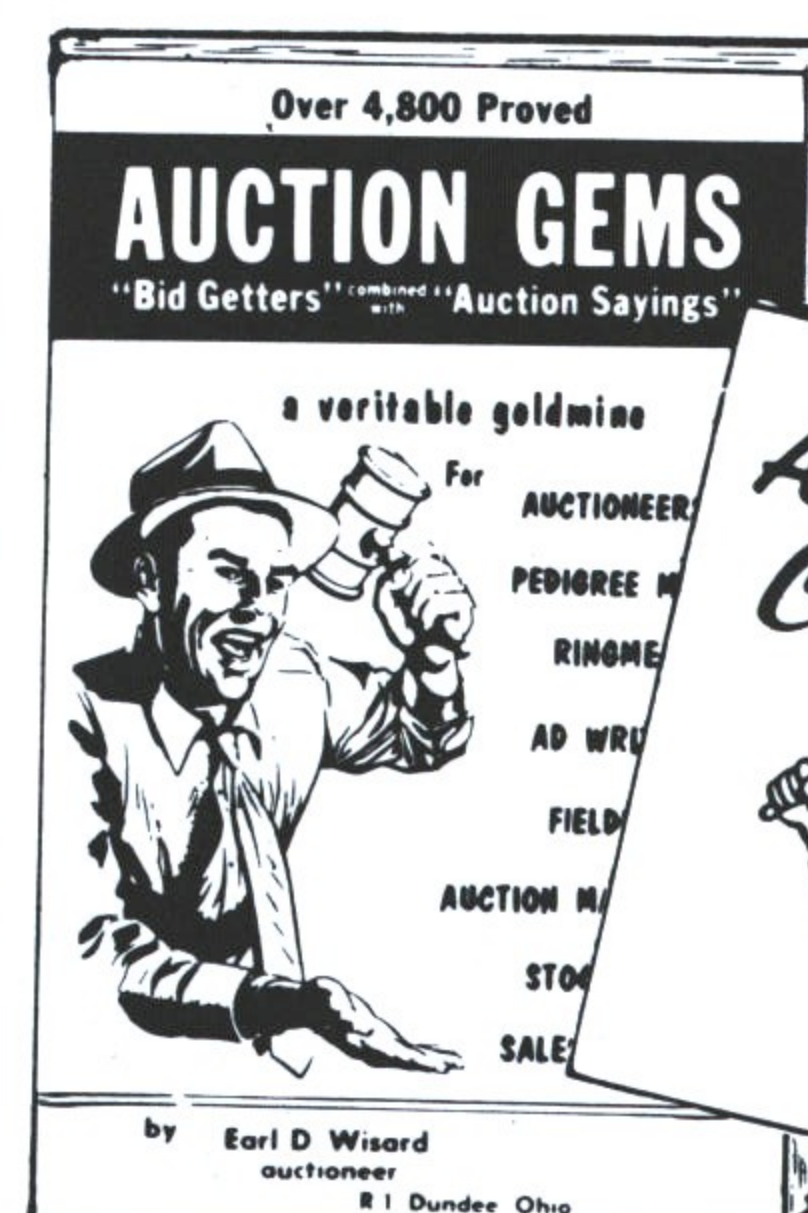
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Livestock at Auction

LMA says livestock transaction volume dropped in '81; value holds steady

The U.S. livestock industry in 1981 saw a slight decline in the volume of its livestock transactions, while their value remained virtually unchanged from 1980, Livestock Marketing Association reported in April.

The Volume and Value of Livestock Transactions study, done annually for LMA, showed that transactions on cattle, hogs and sheep last year totalled 234.9 million head, down about two percent from 1980's 238.5 million head.

Lower cattle prices throughout the year resulted in a total livestock transaction value of \$53.7 billion last year, compared with \$53.6 billion in 1980.

The Volume and Value study is unique in the industry in that it measures each time ownership

changes on a head of livestock. This gives a more accurate picture of the size and scope of the livestock industry than traditional slaughter or inventory figures, since the study recognizes that most livestock change hands more than once during their lifetime.

In 1981, 109.1 million head of cattle were marketed, compared with 106.4 million in 1980. The increased volume took its toll on the total value of these transactions, dropping them to \$42.8 billion, compared with \$43.5 billion in 1980.

Producers saw a decline in the number of hog transactions, from 119.2 million in 1980 to 111.7 million last year. Coupled with this cutback was a slight increase in the value of those transactions, at \$10.3 billion last year compared with \$9.4 billion in 1980.

The per head value of cattle was \$392, down from 1980's \$409. In 1979 the per head value was \$433. The 1981 per head value for hogs was \$92, up sharply from 1980's \$79.

The study's unit of measure is the livestock merchandising transaction, defined as the transfer of title on one head of livestock.

Animals sold more than once during the year are included as more than one transaction, and the value is the dollar amount of all transactions.

Other highlights from the 1981 study:

- The total value of livestock and meat commerce — which includes the value of the livestock and of the beef, pork and lamb products — reached \$98.2 billion, up from \$96.7 billion in 1980.
- The merchandising turnover rate, or number of times the average head changes ownership, remained fairly constant for cattle at 1.88, com-

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The Boston Globe

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pared with 1980's 1.91. The corresponding figure for hogs was 1.17, compared with 1.19 in 1980.

- The percentage of cattle and calves slaughtered that were sold through marketing firms was 65%, down slightly from 1980's 66 percent. The figure for hogs was 18%, down from 19% in 1980.
- The transaction value on horses was \$1.18 billion, compared with \$1.04 billion in 1980. The volume figure was 1.074 million head, compared with 1.023 million head in 1980.

The study projects a drop in total livestock volume to 226.0 million head, and a hike in the value of those transactions to \$55.1 billion. Also anticipated is a drop in hog volume of 7.4 percent, while cattle and sheep volume should be virtually unchanged from 1981.

Also projected is a \$10 per head increase in the value of cattle, to \$402; a \$9 boost in hog value, to \$101 per head, and a \$3 increase in the per head value of sheep, to \$48.

Livestock producers not keeping up with consumer meat trends, LMA told

Kansas City, Missouri — Today's livestock producer knows far less about what kind of meat the consumer wants than the retailer, the packer and the processor, according to industry consultant Glen Allen.

As a result, returns to livestock producers have not kept pace with the commercial value of the meat products made from the animal, Allen told directors of the Kansas City-based Livestock Marketing Association in April.

Most livestock producers have not kept up with the latest developments at the retail counter and in the restaurant trade, and continue to see livestock as an unbranded generic product, with little knowledge of how the animal is ultimately used, he said.

However, the meat merchandising sector — anyone who deals with livestock after it's slaughtered — sees meat as a variety of "specialty products" and markets it that way, Allen said.

If producers had better access to information on what products were moving in the retail and wholesale markets, they presumably could do a better job of producing for those markets, according to Allen.

He pointed to figures from an annual survey done for LMA showing that from 1979-80, the value of meat went from \$30.1 billion to \$43.1 billion, an increase of 43 percent.

However, the value of livestock before it leaves the farm or ranch, rose only 18%, from \$45.6 to \$53.6 billion. At the same time, meat's share of the total value of U.S. livestock and meat commerce rose from 40 to 45%.

Information on what specific meat products are moving in the retail and wholesale trade — from luncheon meats to chuck roasts, sausage and pork steaks — "does not appear to be readily available to the livestockman," Allen said.

But if a producer had this information, it would help him make such decisions as what kinds of ani-

mals to breed, how long they should be fed before slaughter, and so on, he said. This is because a different type of animal is used in the fast-food business than in the traditional hotel, restaurant and institutional trade.

The producer has to be able to identify the retail trends in order to stay competitive with the total market, Allen said.

Producers must also begin applying merchandising techniques in their marketing of the live animal, just as the meat sector does to the products from that animal, he said.

Allen pointed out that over the years livestock marketing businesses have developed a broad range of services aimed at helping producers better merchandise their livestock — such as attracting a number of competitive buyers, and sorting and grouping livestock in attractive sale lots.

As producers move away from these services and begin selling directly to a packer or processor, they lose the merchandising edge provided by these services, Allen explained.

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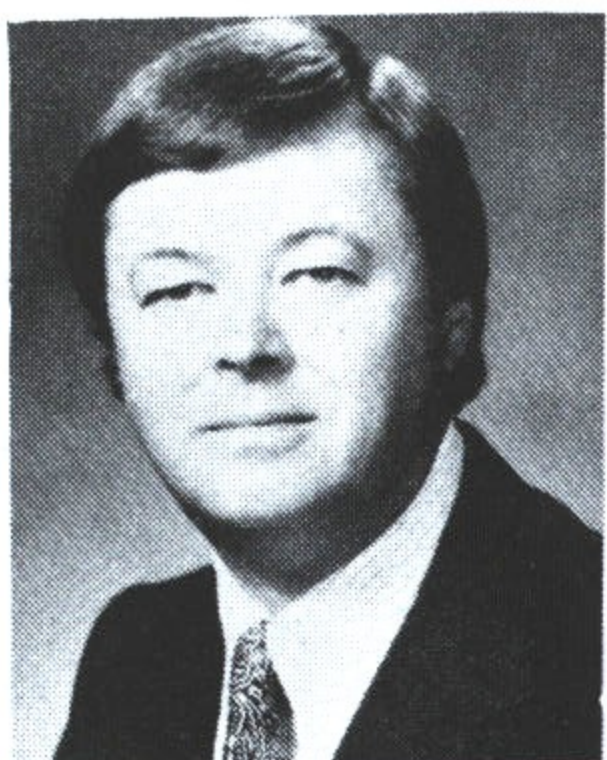
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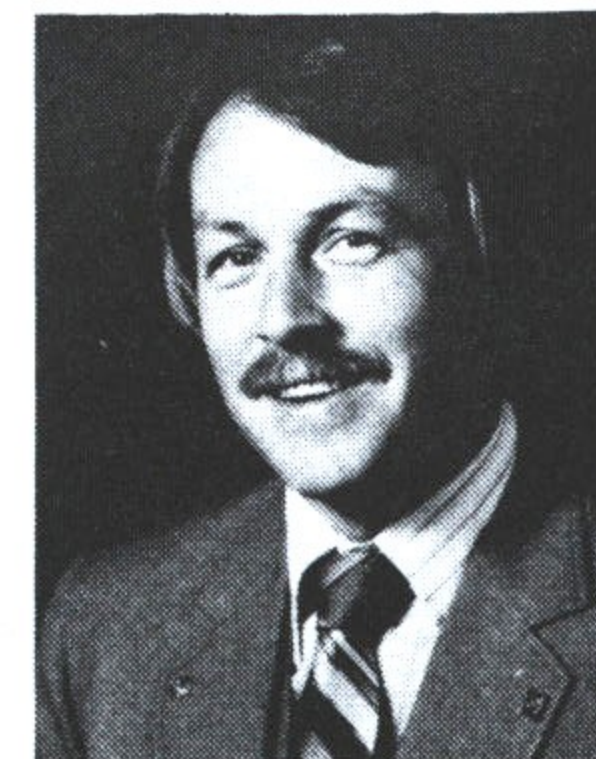
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Antiques at Auction

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Tilt top tables

By George Michael
NAA member
Merrimack, New Hampshire

Pictured is a group of tilt-top tables, which were lined up recently for an auction. Rarely will you find so many together. It would suggest they did not come from the same home, as these were really a luxury item with only one or two found in the average home.

You will note a variation in the leg structure, though all but one are tripod based. The smaller examples would be called "candle stands", while the larger might be termed "tea tables". The form originated in the 18th century during the time of Chippendale, about the third quarter. They were made extensively into the Victorian period in the last century, with most cabinet makers including them in their design books. The leg construction helps determine period.

The front table has the outswept, Empire design, so would be considered to have come after 1810. Right behind it is another which is called a "spider leg", prevalent after 1800. Some refer to it as Hephlewhite in style, as this was one of his designs. The four legged table in third position is very much like that referred to as "Duncan Phyfe", since he popularized this style early in the last century at about the same time as the first two were made. Those behind seem of earlier vintage as they are outswept in the style of Chippendale, so would be considered 18th century.

You will find these made in the woods native to the area in which they are found. Mahogany was generally used all over the colonies as it was imported from the Caribbean; but tilt top tables will also be found in walnut from New York to the South; many cherry wood tables in Connecticut; and in



TILT TOP TABLES, leg construction helps determine period.

birch, maple and pine in all states where these woods were plentiful. These tables are desirable and rising in price all the time.

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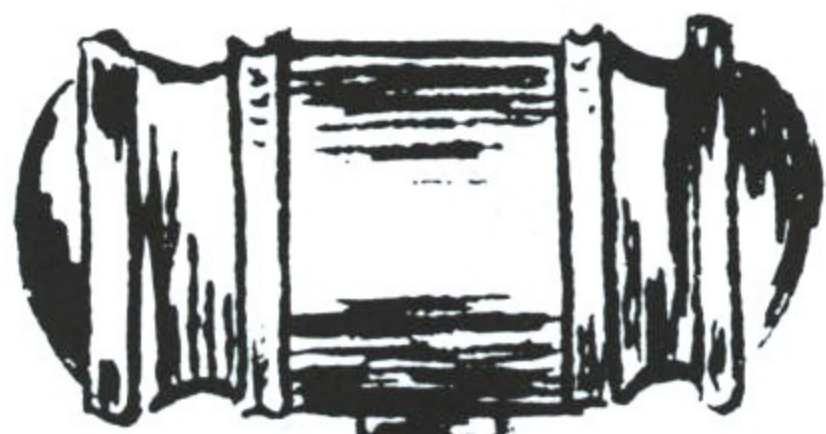
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Real Estate at Auction

Auction: quick cash in a volatile marketplace

(The following are excerpts from an address by NAA member David M. Kaufman, Chicago, Illinois, at the 74th Annual Convention of the National Association of Realtors®. The convention dates were November 12-18, 1981, and the above headline was the title of Mr. Kaufman's address.)

Today I am going to talk to you about selling real estate at auction.

Before we get going I just want to make a few observations — today the market place is a tough one. The talk is all dark, it's doom and gloom, housing industry is on the ropes. Yesterday I heard someone say, "do you know the difference between the savings and loans and the Titanic? The Titanic had a band."

Actually this market place is a boom to real estate people. What you have to do is quit reading and start selling. Get back to work. The reading is all doom and gloom and you might start to believe it.

There are a lot of people making a lot of deals out there, and you see that transactions are still happening, and the professionals are doing well.

It is a process of natural selection, the strongest survive and I think it is a time of opportunity, the clients have the problems, we don't. And when your clients have problems, that is an opportunity for you to do business. The secret is not just surviving, forget about surviving. I don't want to survive, I want to make a lot of money. I want to do well, not just survive. And that is the opportunity that is at hand today. The secret to that is a combination of debt, knowledge, and flexibility. Have the ability to deal with a change, and go about your business slightly different, so that you profit by what is going on.

What I shoot for is real estate auction sales that are of "race horse" quality. I think that some of the best properties you could sell at auction are well located apartment building complexes, shopping centers, good office projects, that type of real estate.

You got to be able to discern between the people who have need for a Realtor® and those who need help from their clergy. Don't deal with the latter, deal with the former, because the latter have nothing to sell, they don't even have any equity in that property.

When a property is submitted to our entire staff, we brainstorm the property and try to come up with ideas for extra bidders. We do that for all properties, whether if it is auction or regular method of sale.

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We conduct showings of the property — two showings prior to the auction, one immediately prior, plus private showings by appointment. We will do that on vacant land, by the way, because a lot of people think "well, the vacant land is out there. Just get those buyers out there, and they will see the sign, and they will know where it is." But a lot of times you want to meet with prospective buyers on location. You want to know if they are truly a potential bidder or not, so that when you walk into that room, you are not walking in cold. You know who is interested and who is not.

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Chicago Tribune



National Auctioneers Week well promoted

Two California mayors proclaim The Week

Because of the initiative shown by two NAA members, two California mayors were very pleased to proclaim National Auctioneers Week, 1982. NAA member **Bob Young** lives and auctions in San Jacinto, and **L. D. Pollum** lives and auctions in Hemet, California.

Both towns are in Riverside County near Palm Springs, and both mayors were together for signing the proclamations. The HEMET NEWS reported the event as San Jacinto Mayor Bertha J. Hazeltine, and Hemet Mayor Patricia L. Herron, along with the two NAA members honored National Auctioneers Week in a signing ceremony in Hemet.

Children's auction celebrates Week

To celebrate National Auctioneers Week, NAA member **Ronald Breck Gantz**, Bedford Hills, New York, held a children's auction on Saturday of The Week. The event was open to children ages 6-14 and was free of charge.

Upon arriving, each child was given a bidding number and \$25 in Gantz Auction Gallery play money. Previewing the items was highly emphasized, and preview they did. Several young people came with paper and pencils, writing down the items they were interested in and the amount they would bid.

A short discussion preceding the event included auction history, the purpose of auctions, rules, how to preview and bid, and the auctioneer's role.

There was enthusiastic and aggressive bidding

throughout the children's auction. Some of the items sold were dolls, doll house furniture, mechanical banks, old comic books, kites, coins, records, and pie plates with recipes printed on them which the auctioneer pointed out would make good Mother's Day gifts.

The highlight of the Gantz children's auction was the auctioneering contest. Five children volunteered to auction one item each. After great debate among the judges, the first place winners were declared — all five of the contestants.

All "buyers" were allowed to keep the items that they had successfully bid upon. Other children "purchased" a frisbee for one dollar in Gantz Gallery money. After paying for the items, refreshments were served.

Approximately 60 children and their parents attended, and a good time was had by all. The children's auction is planned as an annual event.

Texas county honors Week

Judge Daniel Sklar, Wharton County, Texas, proclaimed National Auctioneers Week in April, thanks to efforts by NAA member **Sherrell Speer**, Wharton resident. The local newspaper published a photograph of the signing event by Judge Sklar, but also ran a promotional advertisement for The Week.

Continued page 60



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Auctioneer Speer used a portion of his auction advertising space in the Wharton County SENTINEL to promote National Auctioneers Week. Advertising copy explained The Week as honored by the NAA and the Texas Auctioneers Association, and discussed the benefits of selling by auction.

Lady auctioneer in Fisher family business

The week after National Auctioneers Week in April, Ft. Lauderdale, Florida’s SUN-SENTINEL newspaper featured an NAA member in its “Today’s Woman” section. **Mitzi Fisher** was the SUN-SENTINEL’s “Woman on view” as auctioneer, wife, and mother-to-be.

The daughter-in-law of NAA director Louis B. “Benny” Fisher, and married to NAA member Louis B. Fisher III, Mitzi began her married life as a real estate broker. But that marketing method was “too slow” for auctioneer Fisher, waiting three to four months for the commission check. She attended auction school and returned to become part of the family business, Auctions by Fisher in Pompano Beach, Florida, with offices in Hendersonville, North Carolina.

Mitzi Fisher’s expressed goal is to be the “best lady auctioneer in the country. And I think I can do that. I come from a group of professionals; a group that already includes champions.” Father-in-law Benny Fisher was the 1980 Florida bid calling champion, and husband Louis was last year’s runner-up bid calling champion.

Auctioneer Fisher will interrupt her business career in October, when she and Louis expect their first child.



WEEK PROCLAIMED, GREENVILLE, SOUTH CAROLINA — From left, Larry Meares, president of the South Carolina Auctioneers Association, Greenville Mayor Jesse L. Helms, and NAA member W. Angus Davis, also of Greenville.

Newspaper interviews NAA auctioneer

The MORNING NEWS of Erie, Pennsylvania, interviewed three local auctioneers during National Auctioneers Week, one of whom was NAA member **Salvatore “Sam” Randazzo**. The informative article discussed how a person becomes an auctioneer, and “what the job is really like”.

State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
June 5-6	Georgia	Savannah	Lynn Dempsey
June 9-10	Wisconsin	Green Bay	Robert Massart
June 11	Arizona		Larry Everhart
June 11-13	South Dakota	Mitchell	Marti Dunlap
June 12-13	Florida	Las Palmas Inn, Orlando	Billy Wells
June 12-13	Ohio	Marriott North, Columbus	Byron Dilgard
June 13-14	Tennessee	Peabody Hotel, Memphis	E. B. Fulkerson
June 19-20	West Virginia	Cedar Lakes Conf. Center, Ripley	Bob Mills
June 24-26	Texas	Brookhollow Marriott, Houston	Dudley Althaus
July 28-31	NAA 1982 Convention	Atlanta Hilton, Atlanta, Georgia	
October 25-26	Iowa	Holiday Inn, Cedar Rapids	Margaret Bloomer
November 7-8	New York	Holiday Inn-Arena, Binghamton	R. Thomas Jones
January 14-15, 1983	Pennsylvania		Blaine C. Brown
April 17-18	Kentucky	Holiday-Dome, Bowling Green	Wilma Atherton

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



In Memoriam...

ELWOOD B. STAGEN

NAA member auction Elwood Stagen, Paxton, Illinois, died May 9, at the age of 57. Completing auction school in 1960, Mr. Stagen later served two terms as president of the Illinois Auctioneers Association. He was co-founder and 22 year chairman of the Paxton Community Sale. Elwood Stagen had been named an outstanding farmer of the year when he farmed near Paxton, before entering the auction and real estate business.

EDWARD W. MAUPIN

The executive director of the Kentucky Auctioneers Association notified the NAA office of the April 27 death of member Edward Maupin, age 59, New Haven, Kentucky. Mr. Maupin was also a real estate broker and was serving as KAA secretary at the time of his death.

In Memoriam...

Auxiliary to the National Auctioneers Association

GEORGIA MAE EDIGER

The NAA office was notified by the president of the Minnesota State Auctioneers Association, of the death of Mrs. Georgia Ediger, May 1, Belle Plaine, Minnesota. She was a past president of the MSAA Auxiliary and wife of Wayne Ediger, former NAA director and past MSAA president. Mrs. Ediger had suffered from leukemia for the past two years.

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State association reports

Iowa auctioneers meet

After a long Iowa winter, April 25 was a perfect spring day for the annual, one day convention of the Iowa Auctioneers Association at the Amana Colonies near Iowa City. President Jerry Tubaugh, Belle Plaine, noted a fine attendance for the day.

Registration began at 9:00 am. After the noon invocation was given by Mac Greentree of Decorah, the noon banquet was served family style with delicious Amana foods.

NAA president, Howard Buckles, Keosauqua, Iowa, was the after dinner speaker, discussing his own state experiences and travels to various State Associations.

A short recess was called, after which the IAA Auxiliary, under the direction of president Bonnie Mallinger of Sigourney held its meeting. The IAA members met for a general board meeting and the items discussed were the ones the Board of Directors had reviewed at the morning session: regional

Continued page 66

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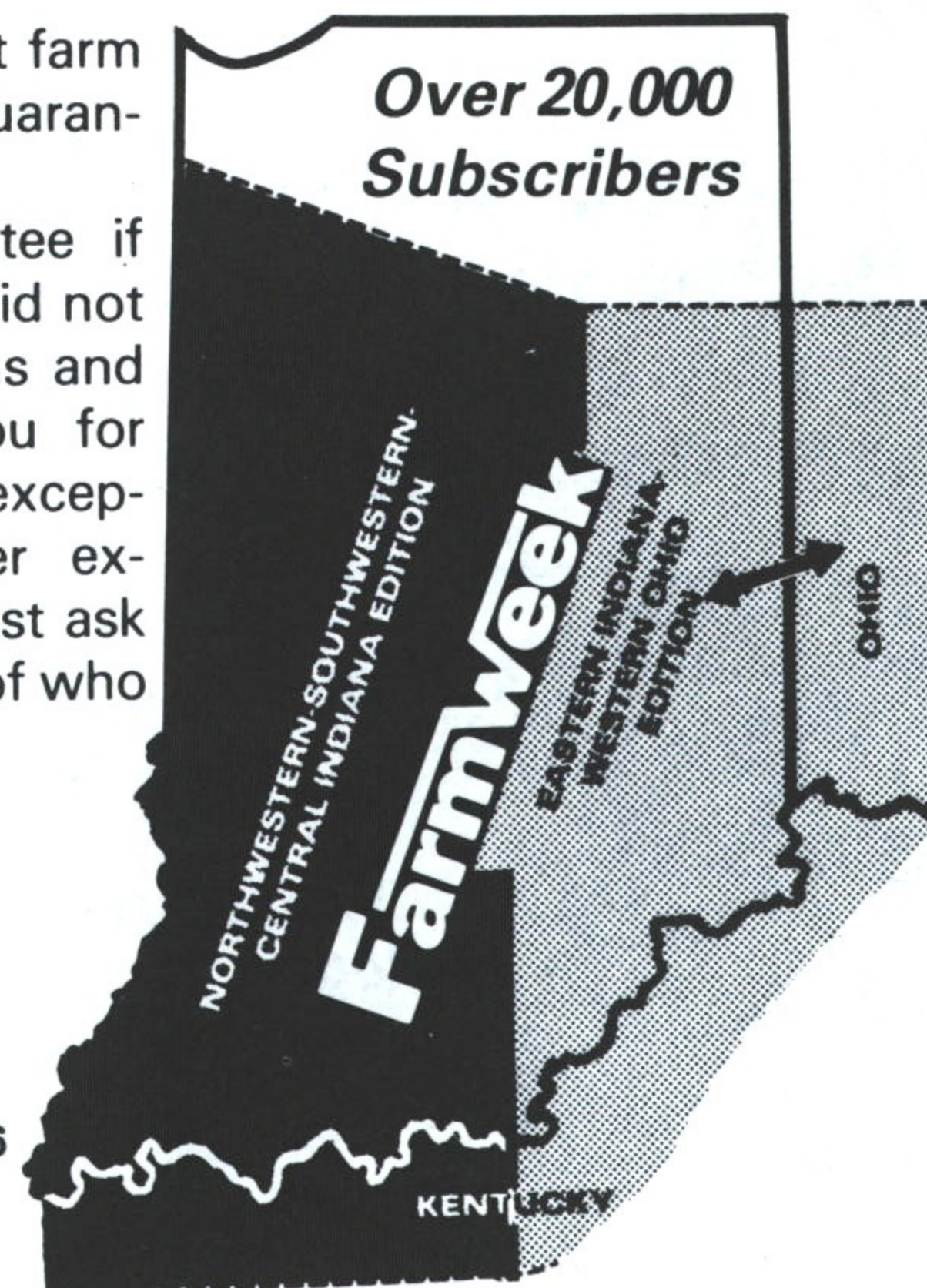
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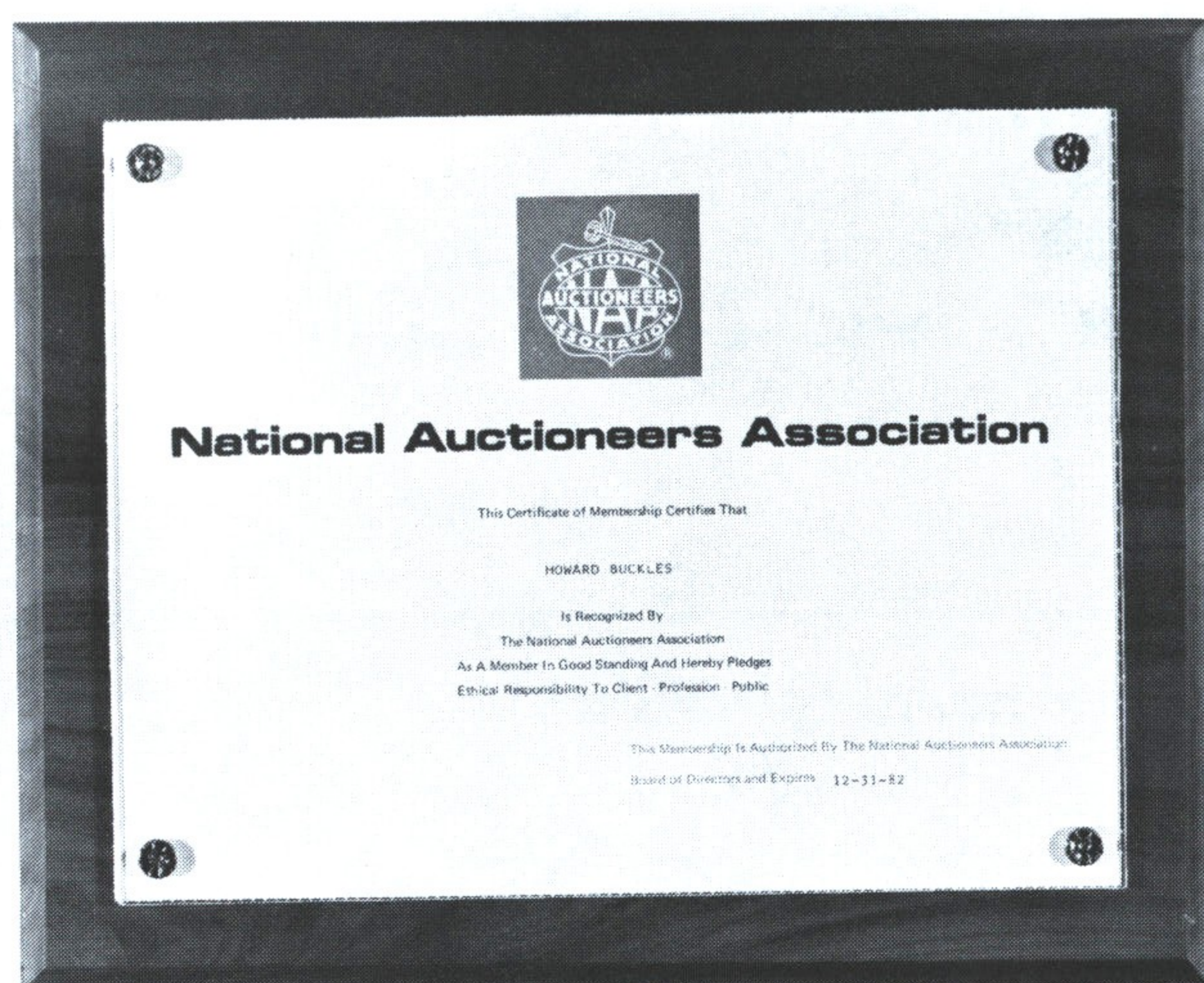
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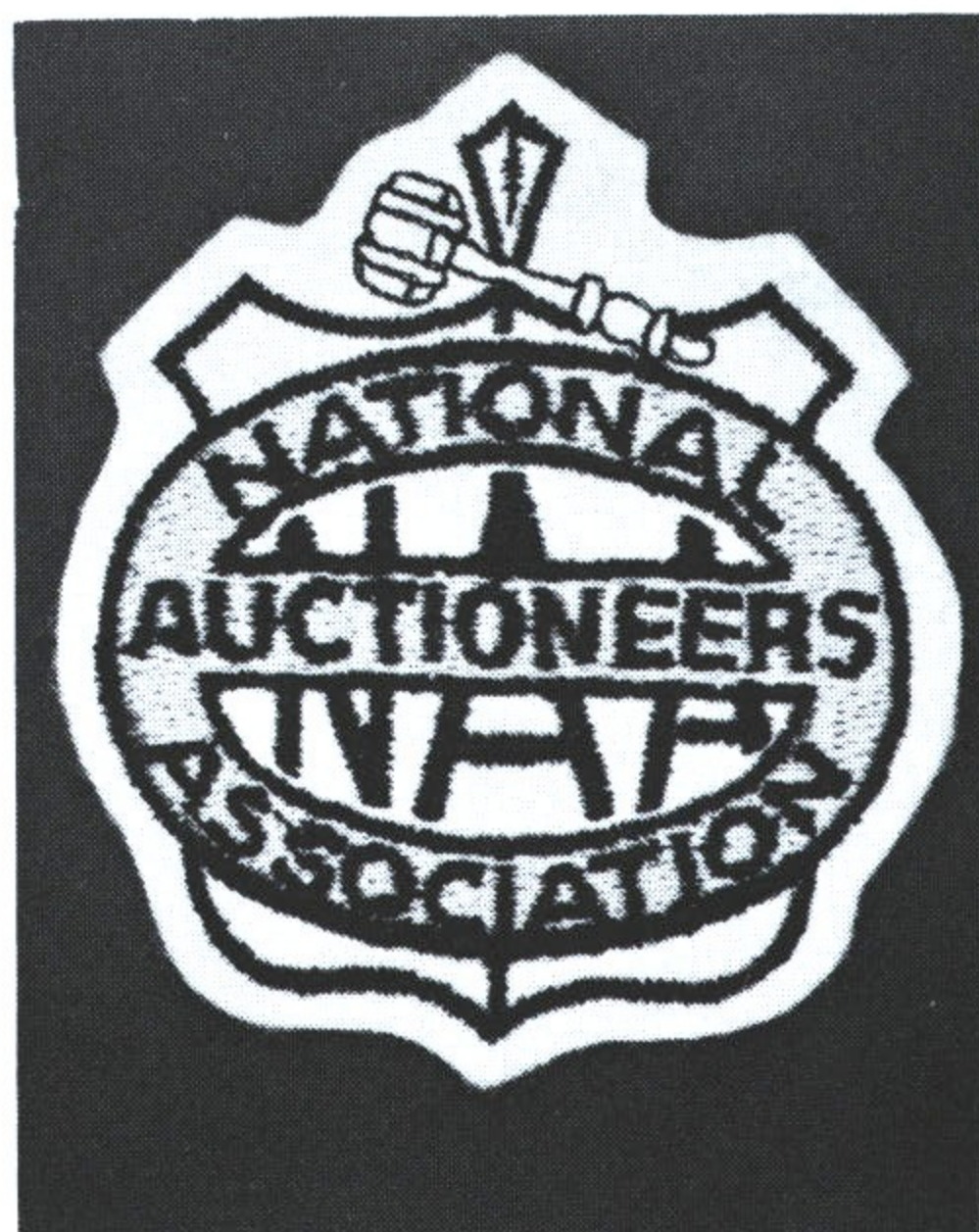
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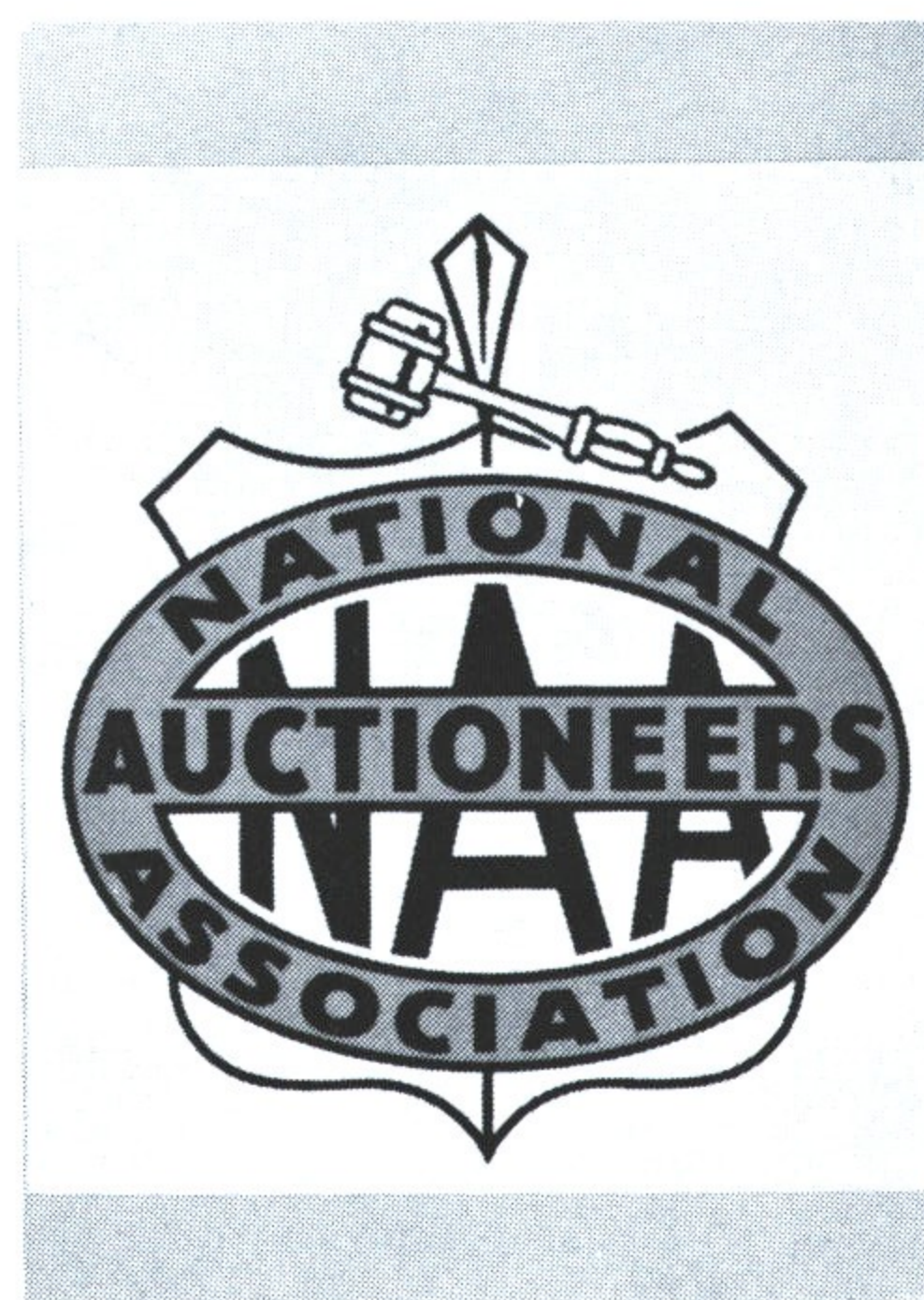
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**Howard Buckles
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Also, you can order name badges for members of your auction staff — clerk, cashier, ringman, etc. **However, if an auctioneer on your staff is not an NAA member, that auctioneer cannot wear an NAA name badge, being represented as an NAA member.**

Colors are white with green trim, full color logo, and red "National Auctioneers Association".

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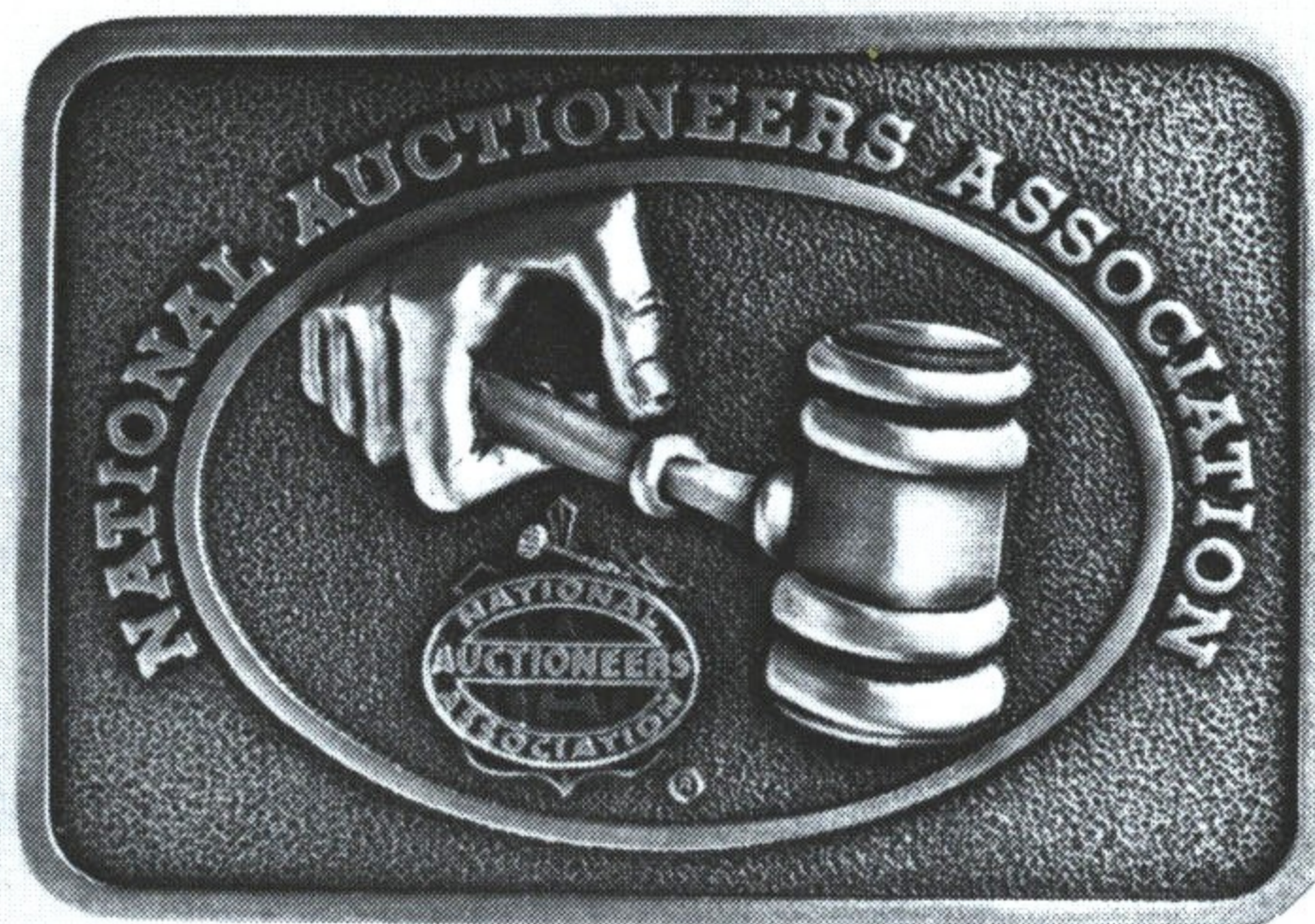
Single Deck Playing Cards. Displays in full color photo, the NAA headquarters building when dedicated in 1971. Excellent gift for clients.

Emblem Reproduction Sheet. A full sheet of black on white reproductions of the NAA emblem in various sizes. For use by individual NAA member on sale bills, newspaper and magazine advertisements.

Bumper Signs. Promotes the NAA auctioneer with the words, "HIRE NAA AUCTIONEERS". Identifies National Auctioneers Association and the NAA emblem. Red bumper sign with white and black copy.

MORE! . . .

New Style Belt Buckle. In pewter finish and brass finish.



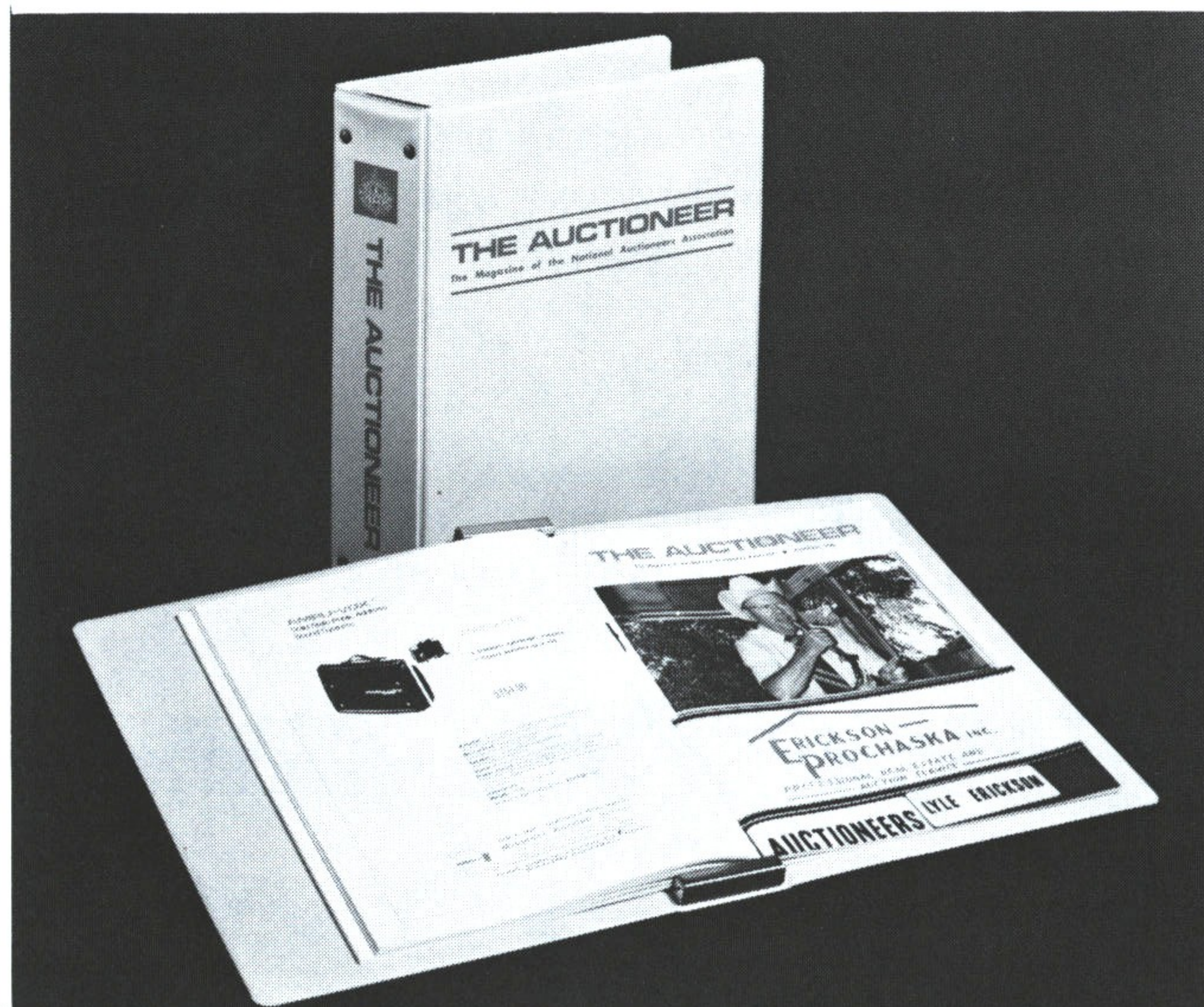
Emblem Lapel Button. Show NAA affiliation on suit coat or blazer lapel. May be worn as tie tac. Red enamel on 14K gold emblem; 1/2" wide.

(The price of the NAA lapel button may change without notice because of the cost of gold and due to the occasional increase in price by manufacturer.)

Pad Holders. Red vinyl with full color NAA emblem. Holds papers, business card, and legal pad.

Code of Ethics. Red and black on white, frameable paper stock. Size 11" x 14".

THE AUCTIONEER Magazine Binder. Preserves your permanent copies of THE AUCTIONEER magazine. Binder is bone color with red NAA emblem and holds the 11 annual magazines (plus NAA Directory). Designed to hold current 8 1/2 x 11-inch size magazine.



NAA Promotional Items Order Form (Indicate quantity on line.)

NAA Emblem Decals
8" Pressure-sensitive
@ \$1.50 each _____

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

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

NAA Bumper Signs
@ 2 for \$1.00 _____

Single Deck Playing Cards
@ 75¢ each _____

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

NAA Emblem Lapel Button
@ \$5.00 each _____

NAA Emblem Reproduction Sheet
@ \$1.00 each _____

THE AUCTIONEER Magazine Binder
@ \$6.25 each _____

NAA Certificate Holder
@ \$25.00 each _____
(walnut with plexiglass cover)

NAA Name Badge
one line, \$5.50 _____
two lines, \$6.00 _____

NAA Code of Ethics
@ \$1.00 each _____

NAA Pad Holders
@ \$4.50 each _____

NAA Belt Buckles
@ \$4.50 each _____
(pewter finish)
@ \$4.50 each _____
(brass finish)

Name _____

Address _____

City _____ State _____ Zip _____

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

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



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

THE AUCTIONEER'S LIBRARY & REFERENCE BOOKS

Latest Advanced Methods For the Professional Auctioneer

The Most Comprehensive Information Ever Published on Auctioneering

TELLS YOU HOW TO KEEP THE BUSINESS YOU HAVE AND HOW TO GET THE SALES YOU HAVE NOT BEEN GETTING.

Nothing Is Left Out



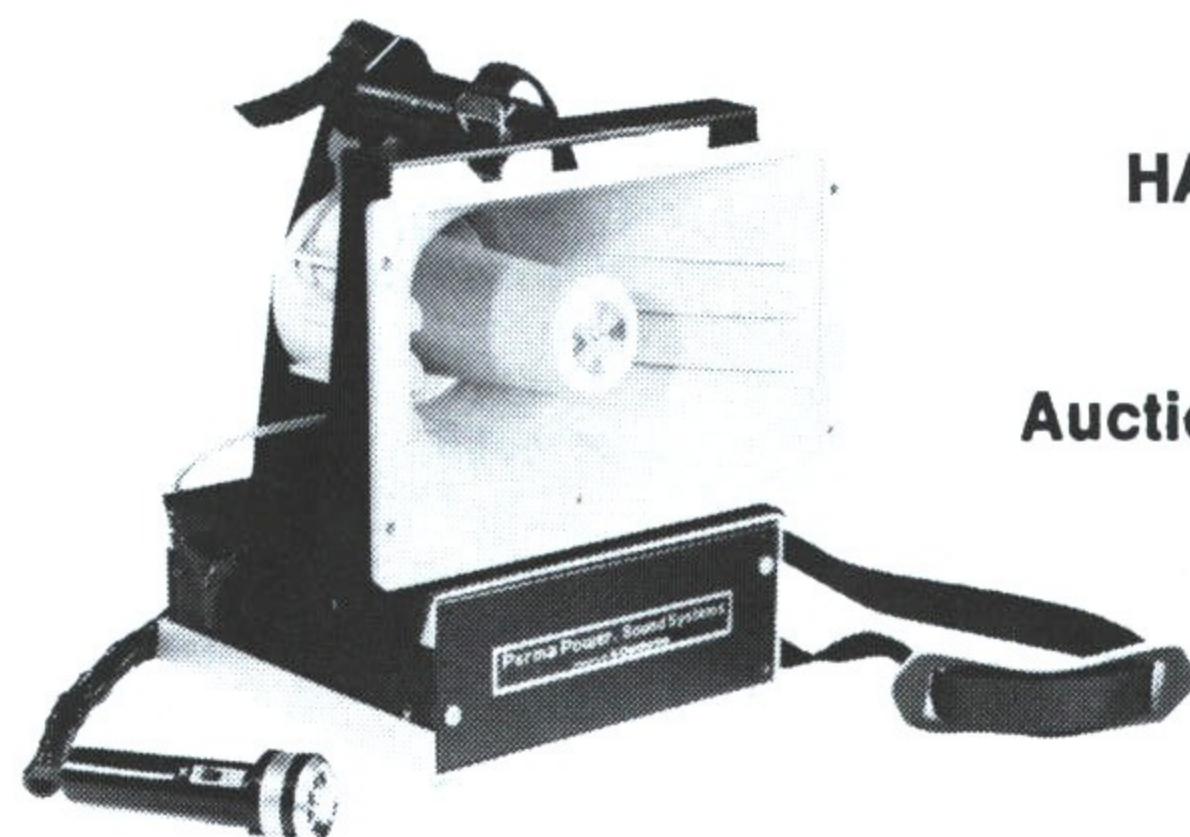
Address All Mail To —

Col. Joe Reisch's Auction Library
Box 850, Dept. NA
Mason City, Iowa 50401

10 Books — First edition now off the press
WRITE FOR FREE BROCHURE

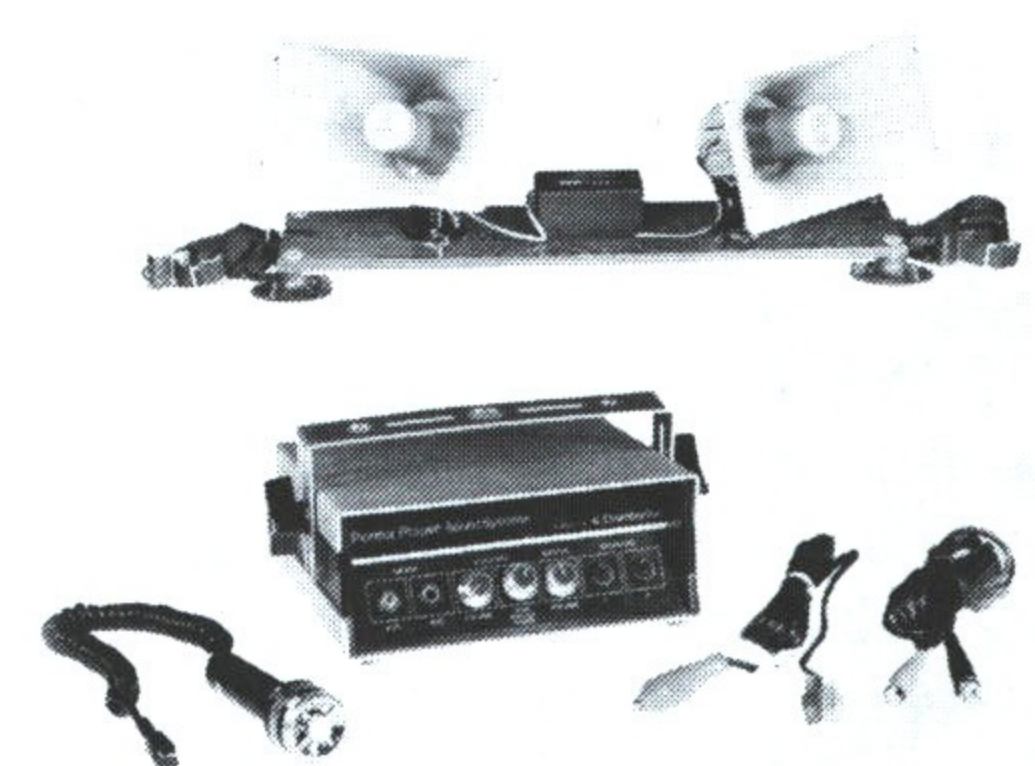
AUCTIONEERS P.A. EQUIPMENT AT WHOLESALE PRICES!

"The Professional Auctioneers' Choice"



HALF-MILE HAILER
MODEL S-610
List: \$245.00
Auctioneers Cost: \$199.00

SOUND CRUISER
MOBILE P.A. MODEL S-310
List: \$425.00
Auctioneers Cost: \$361.25



HALF-MILE HAILER MODEL S-610 — Projects further, louder, clearer than horn hailers . . . doesn't block vision . . . perfect for crowd control, athletics and other outdoor use. **AMPLIFIER:** Model S-702: 35 watt; all transistor. **CONTROLS:** On-Off, Volume. **Inputs:** For ceramic or dynamic microphone; auxiliary input for phono, tuner, tape recorder, etc. **3 Outputs:** For additional speakers: tape recorder. **Power Source:** Ten "D" size flashlight batteries: alkaline type provides up to 200 hours operation. **MICROPHONE:** Cardioid probe-type, noise-cancelling, hand-held microphone, supplied with 8' coil cord, on-off switch. **SPEAKER:** Weatherproof horn, can handle full amplifier output; detachable. **CONSTRUCTION:** Removable metal bracket attaches to amplifier with screw knobs; gripper handle and shoulder strap included. **Dimensions:** 11½" high, 11" wide, 9" deep. **WEIGHT:** 14 lbs. (with batteries). **Order Model S-610**

SOUND CRUISER MOBILE P.A. MODEL S-310 — Make any car a sound truck in 45 seconds. Ideal for cars, trucks, buses, boats. **AMPLIFIER:** Model S-302: 32 watts; all transistor. **Controls:** On-Off/Tone; Master Volume; Auxiliary Volume. **Inputs:** For microphone; for radio, tuner, recorder, etc. **Outputs:** For 8 or 16 ohm speakers. **Power Source:** 12V dc; plugs into auto cigarette lighter socket. Terminals provided for permanent installation. 120V ac and flashlight battery adapters available. **Size:** 8½" wide x 3¼" high x 8¾" deep. **Mounting:** Handle supplied for easy carrying or ready mounting under dash. **SPEAKERS:** Model S-1210: Two weatherproof horn speakers that swivel and lock in any direction, can handle full amplifier output, mounted on car-top carrier ready to clamp to car. **MICROPHONE:** Model S-2080: cardioid probe-type, noise-cancelling hand-held microphone, supplied with 8' coil cord, on-off switch, mounting clip. **WEIGHT:** Complete system, 25 lbs. **Order Model S-310**

Order by mail — payment with order — we pay postage . . . C.O.D., you pay postage.
North Carolina residents add 4% sales tax.

Col. Forrest Mendenhall,
Member



*If you need good quality equipment,
this is your opportunity.*
Write for Equipment Brochure today.



Mendenhall School of Auctioneering

P.O. BOX 7344 — U.S. HWY. 29 & 70 (185) HIGH POINT, NORTH CAROLINA 27263 PHONE (919) 887-1165

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meetings held in Iowa the past months, CAI, upcoming newsletter, auctioneers contest at the Iowa State Fair in Des Moines on August 17, 1982 at 1:00 pm. Ideas were discussed regarding how the Iowa Auctioneers Association could better the auction profession and good ideas were offered. Also, IAA participation in the NAA Convention in Atlanta was reviewed.

The meeting adjourned until the two day fall convention, October 25-26 at the Holiday Inn, Cedar Rapids, Iowa.

1983 NAA Seminars

January 23-27, 1983 — Personal Property: Selling Antiques and Collectibles at Auction. Hyatt Regency, New Orleans, Louisiana.

February 20-24, 1983 — Real Property: Selling Real Estate at Auction. Hyatt Regency, Louisville, Kentucky.

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
Half page	80.00	77.50	75.00
Quarter page	40.00	38.75	37.50

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

(a) **Color Rates:** Two colors (black and issue color) are available only upon consultation with editor. Cover pages also available only after consultation with editor if and when cover (outside back and inside front and back) pages are available. Add 25% to above rates if second color authorized by editor.

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

(c) **Rate Change:** The editor reserves the right to revise all rates quoted herein upon sixty (60) days written notice to holders of contracts. If a rate revision is made and not accepted by the advertiser, the advertiser may cancel his contract.

NEW ADVERTISERS: All new advertisers are required to submit credit account information, an insertion order, and payment in advance (with copy), before advertising will be accepted. If applicable to the new advertiser, advance payment for the first three months is required. Submission deadline for new advertisers is the first of the month.

3. **AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.

5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color.

Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4¾ inches; Quarter page — 3½ by 4¾ inches or 7¼ by 2¼ inches.

6. **CAMERA READY ART ONLY.** All advertising submitted to the NAA office for publication in THE AUCTIONEER must be fully composed, "camera ready" artwork. The NAA office will not prepare or make changes in your advertising. Changes received as camera ready art will be promptly incorporated in your advertising in the next available issue. Any questions about this NAA publication policy should be directed to the NAA office before submitting your advertising.

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 10th 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.

Submit all advertising to: The National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510-2487. Phone: 402 489-9356.

CLERK-SAVER® — World's No. 1 Clerking System

More Professional Auctioneers Use the Clerk-Saver™ System Than Any Other Method.

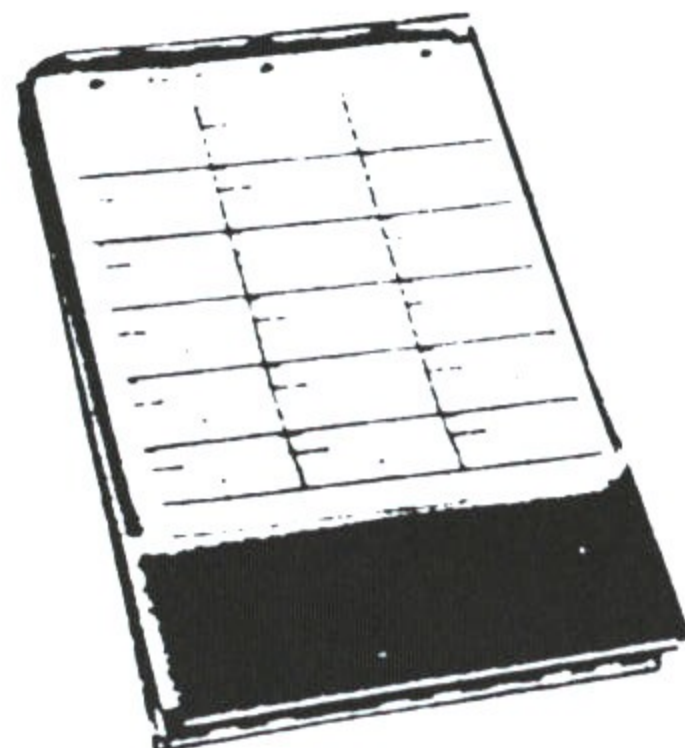
Buyer's Name	_____
Or Number	_____
Item or	_____
Lot Number	_____
REMARKS	(@) \$ _____ \$ _____

This receipt verifies payment and delivery of the above. Seller retains ownership until payment check is honored. Sold as is, where is. All sales final. Thank you.

MISSOURI AUCTION SCHOOL, P.O. BOX 64102, KANSAS CITY, MO. 64102

THE CLERK SAVER® IS:

- *Fast — check out in minutes.*
- *Accurate — Clerk writes buyer, item & price. Cashier writes nothing.*
- *Less expensive than any known system.*
- *Keeps a running total of the sale.*



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

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

9,000 Tickets (1-3 White, Canary & Card)	\$27.50
18,000 Tickets (1-3 White, Canary & Card)	52.50
36,000 Tickets (1-3 White, Canary & Card)	98.50

● ALUMINUM WRITING TRAY

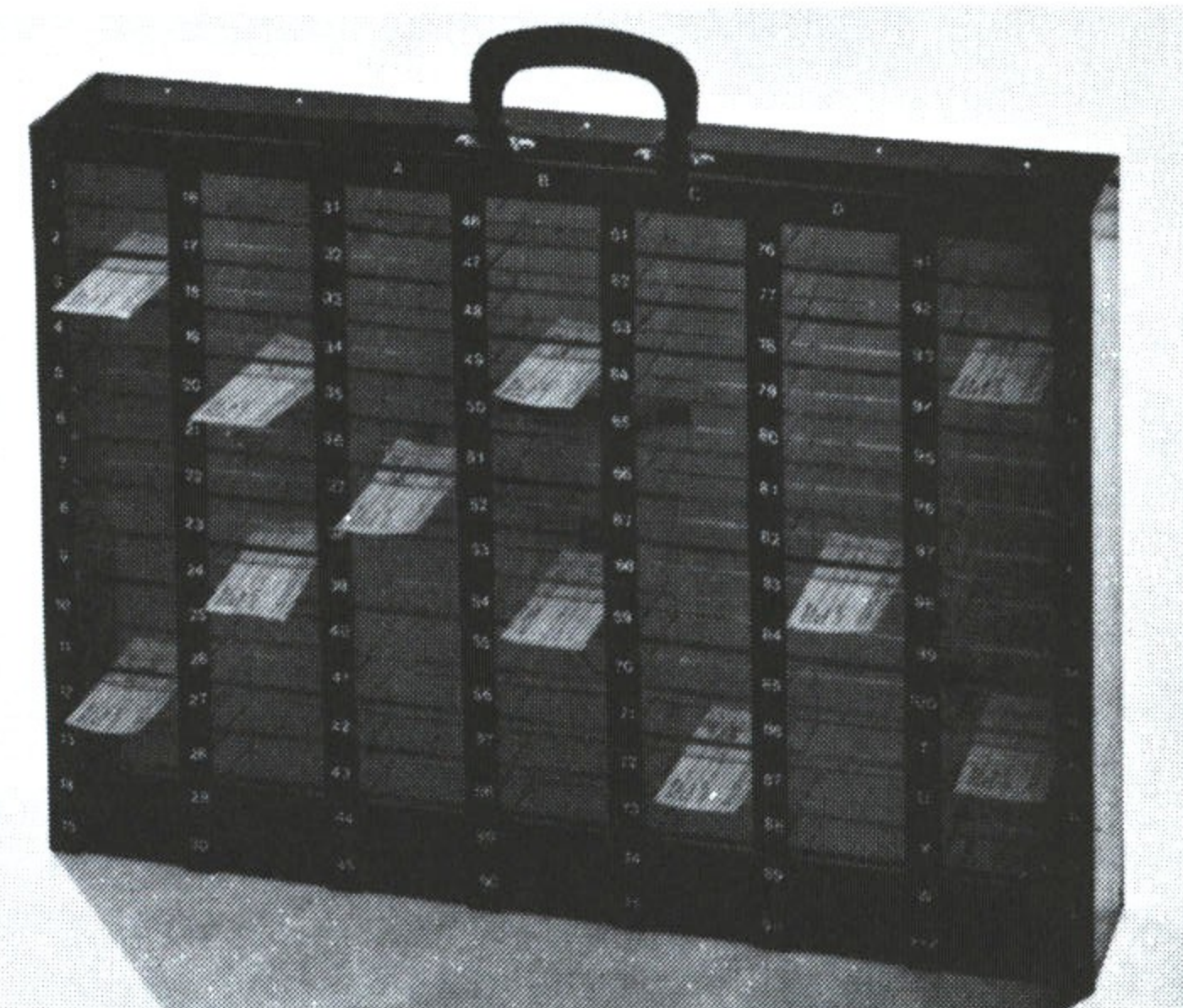
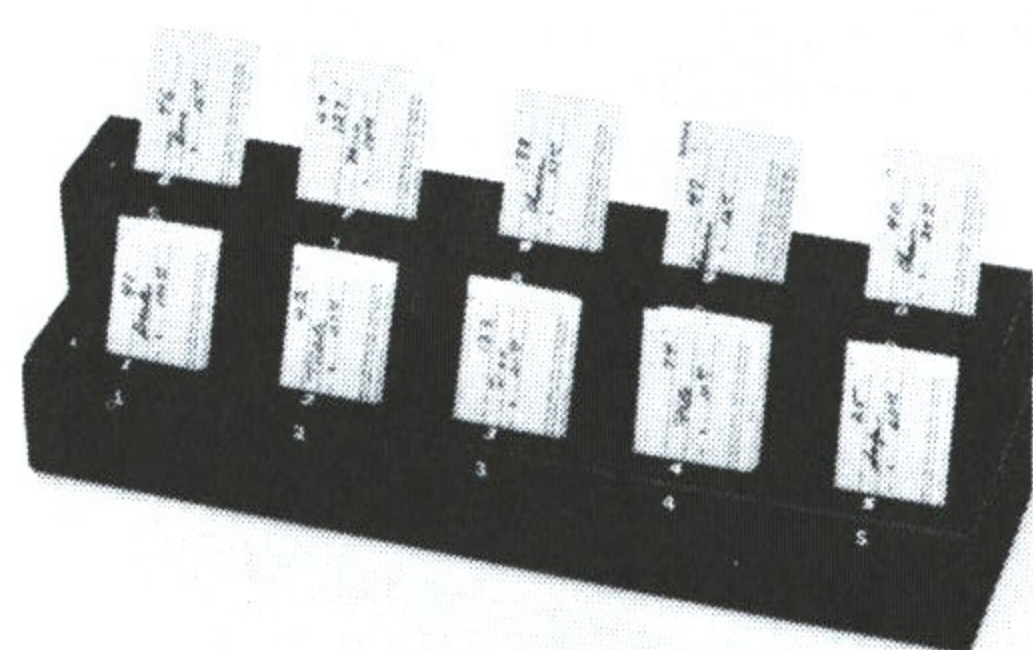
The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

Aluminum Writing Tray\$14.95

● 100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

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

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



● 10 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

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

● BUYER CARDS . . . Form No. BC-70

For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).

1,000 Cards....\$9.50 2,500....\$22.75 5,000....\$44.75

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

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

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

SPECIAL CLERK SAVER STARTER KIT

THE SPECIAL KIT INCLUDES:

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

All of the above plus:

One 10 Slot Clerking Ticket File (a \$80.90 Value) Only\$53.50

One 100 Slot Clerking Ticket File (a \$117.90 Value) Only\$89.95

SAVE

\$27.00

Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage
Order by Mail . . . Send Check or Money Order To:



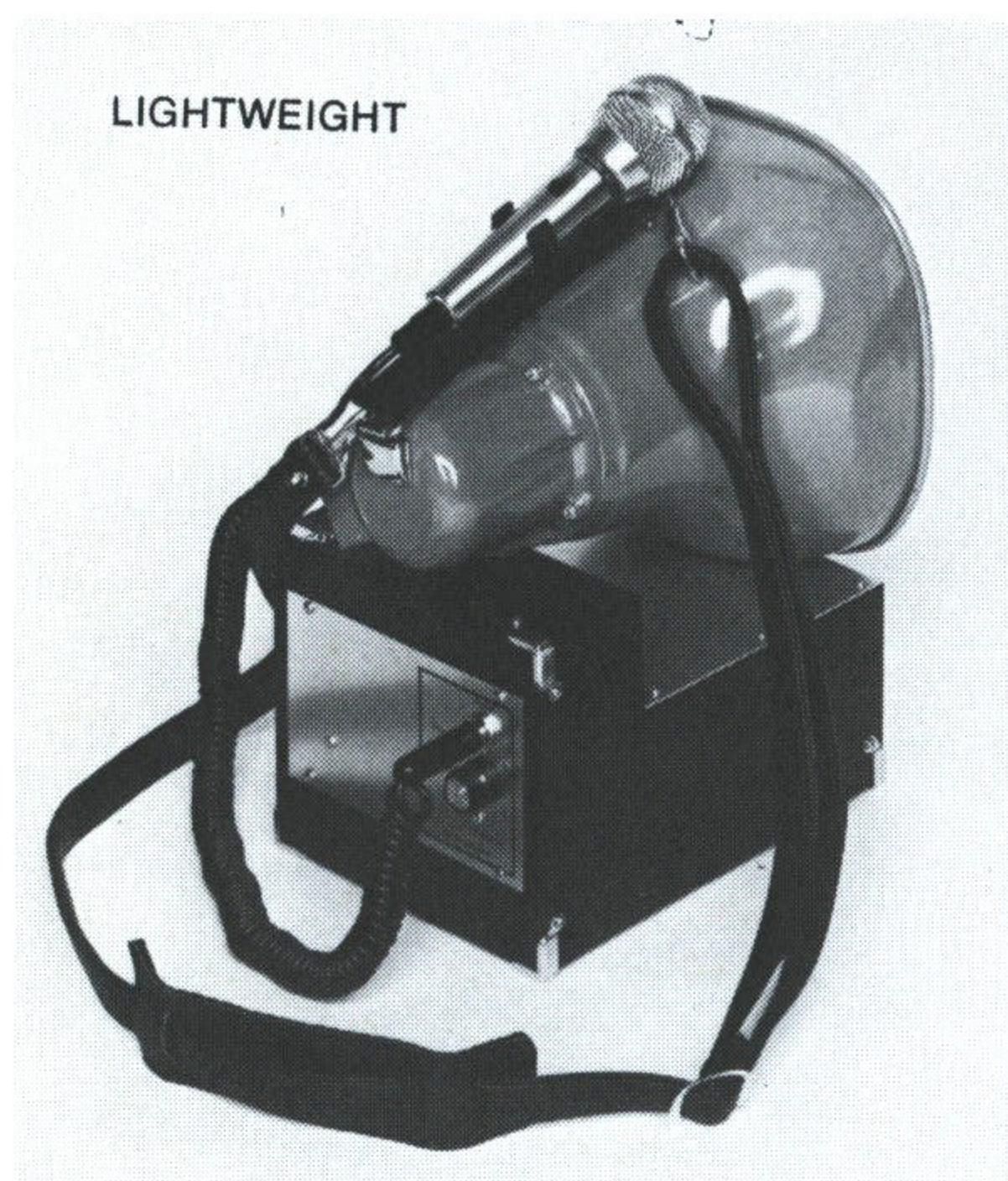
Missouri Auction School

Top Floor Livestock Exchange Building
 1600 GENESEE / KANSAS CITY, MO. 64102

PHONE: 816-421-7117

Now. . . .

COLONEL® "The Sound That Sells" The all new **COLONEL** Series of Portable Heavy Duty P.A. Systems Designed Exclusively for Auctioneers



COLONEL 6 ®

- Electro-Voice Model 671 Anti-Feedback low impedance professional ball type dynamic cardioid microphone, on-off switch, detachable 10 foot coiled cord, and built in windscreen.
- SPECIFICATIONS: Batteries Eight "D" size flashlight batteries (not included) (Alkaline batteries will give many hours of extra service).
- Rugged metal re-entrant 9" weather resistant 8 ohm horn speaker.
- DIMENSIONS: 11¾" High x 8" Wide x 9¼" long.
- WEIGHT: 7 lb., 12 oz.
- There is a two year repair or replace warranty on everything except batteries.

List Price \$495.00

Auctioneers Cost **\$297.00**

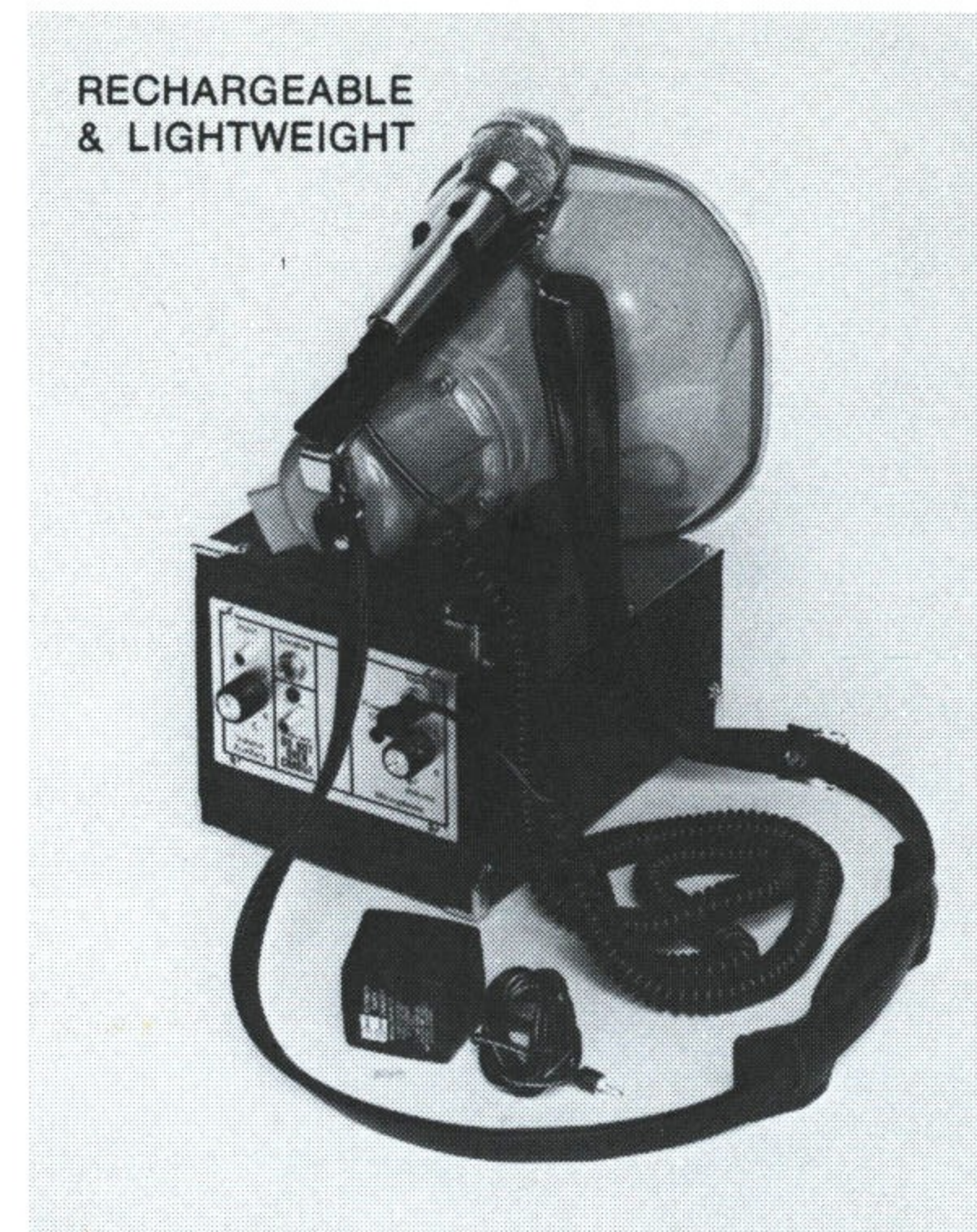
Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage
Order by Mail . . . Send Check or Money Order To:



Missouri Auction School

Top Floor Livestock Exchange Building
1600 GENESEE / KANSAS CITY, MO. 64102

PHONE: 816-421-7117



COLONEL 7 ®

The COLONEL 7 has the same features as the COLONEL 6 plus:

- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- Complete with recharger. Charger 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. With independent controls.
- DIMENSIONS: 11¾" high x 8" Wide x 9¼" Long.
- WEIGHT: 8 lb., 13 oz.

List Price \$645.00

Auctioneers Cost **\$387.00**

THE AUCTIONEER
NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510-2487

BULK RATE
U. S. POSTAGE
Paid
Lincoln, Nebraska
Permit No. 9

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