

# THE AUCTIONEER

The Magazine of the National Auctioneers Association • February, 1979



## Certified Auctioneers Institute

To all who may read these letters, Greeting:  
hereby it is certified that upon the recommendation of the Institute  
the governors thereof have officially conferred upon

the professional designation

## Certified, Auctioneers Institute

in recognition of the fulfillment of the requirements for this designation,  
including the completion of the Certified Auctioneers Institute's  
prescribed three-year course of study  
given at

## Indiana University

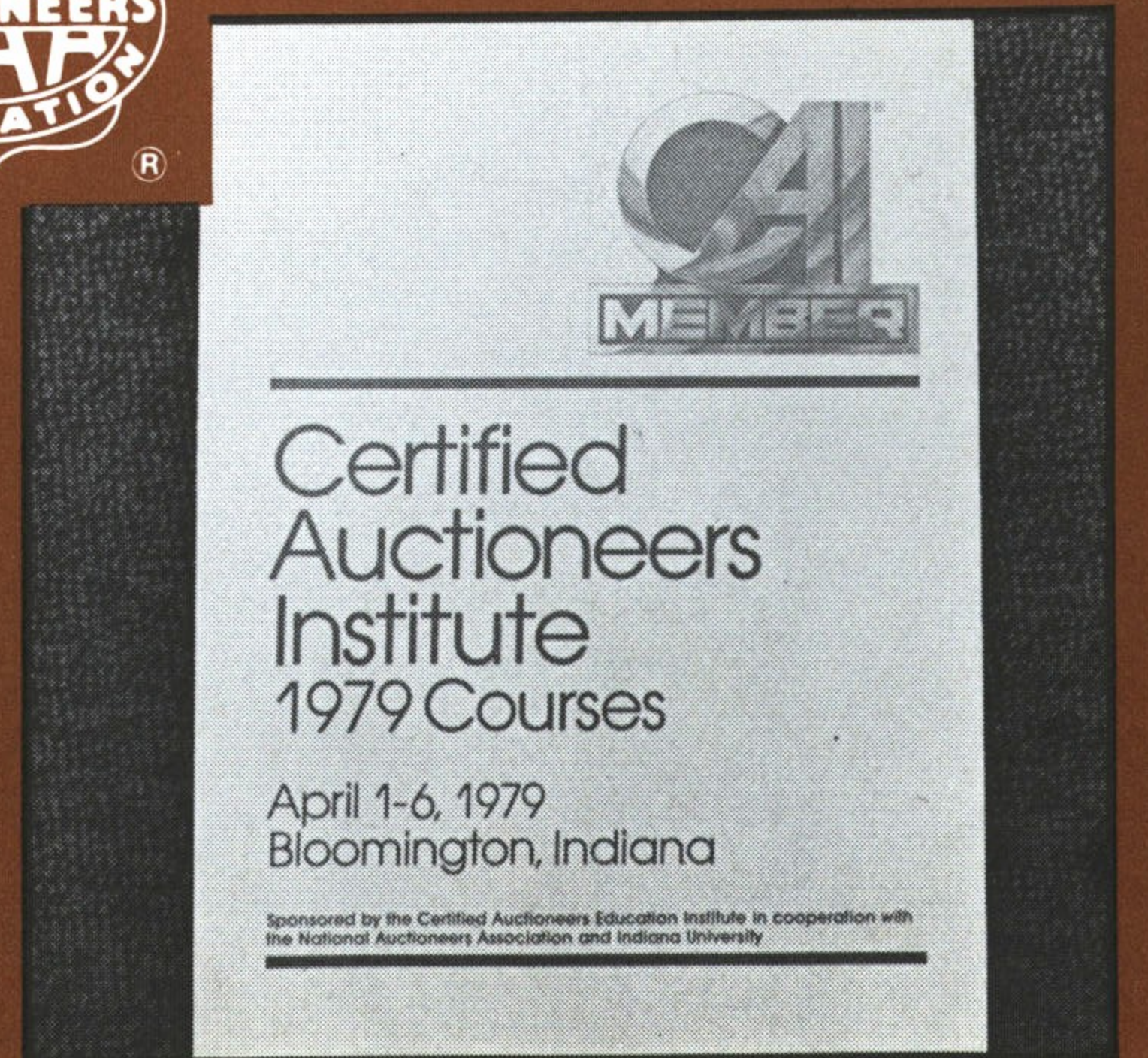
During such period as this Designate CAI continues to meet the requirements  
of the Certified Auctioneers Education Institute  
as developed and maintained by the Board of Governors,  
the member CAI is granted the right to use the professional designation.

day of \_\_\_\_\_, 19\_\_\_\_

Chairman of the Board  
Certified Auctioneers Education Institute

Executive Vice President  
Certified Auctioneers Education Institute

The designate shall use this certificate only as evidence of successful completion of examinations following completion of the  
prescribed course of study. Any other use, or uses, shall be considered a misuse and warrant recall of the certificate by the  
Certified Auctioneers Education Institute.







Stetson "Wisp"

Auctioneer Hat

### New Hats Well Received in Boston!

The annual convention in Boston is now history. Those not in attendance missed a really spectacular convention. As we told you we tried several new items and found what would sell and what would not. Our regular auctioneer hat line held up good and we sold many of the beautiful Silver Belly Felt hats as pictured above as well as a good supply of our Milan Straws in brim width: 2 1/8", 2 3/8" and 2 5/8".

Our White Panama went over so good that someone stole our sample. It comes with 2 1/2" brim.

What really took the day was the new Stetson "Wisp", pictured above. It is western in style, silver belly in color and is a real nice hat. The Marlboro and Stampede did not go over; therefore we are not adding either of these. The T-shirts were so-so; the beautiful Car Coats, with orlon collars, went over big and we are adding the Putty Colored Car Coat to the line.

The monogrammed jump suits did not do anything;

nor did the over-the-calf sox with the NAA emblem on them. The baseball-type caps did not do anything either.

Our sterling silver gold-plated gavel tie tacs, with man made diamonds, did quite well as did the sterling silver gold plated plain gavel tie tacs. Listed below is now what we have. We are expecting a price increase on all our hats before the first of the year so order yours today!

Felt Silver Belly Hats .....	\$22.50
White Panama .....	16.95
Milan Straw (light tan) .....	14.95
London Fog-type Jackets with NAA Emblem (assorted colors) .....	21.00
WISP (Western Hat) .....	37.00
4-Color NAA Emblem .....	3.00
S. S. Gold Plated Tie Tack with .50 man-made diamond .....	50.00
S. S. Gold Plated Tie Tack without man-made diamond .....	30.00
T-shirts with your name & NAA emblem .....	\$45 Doz.; 2-Doz. minimum
Deer and Pig Skin Gloves .....	\$16.00 and \$18.00

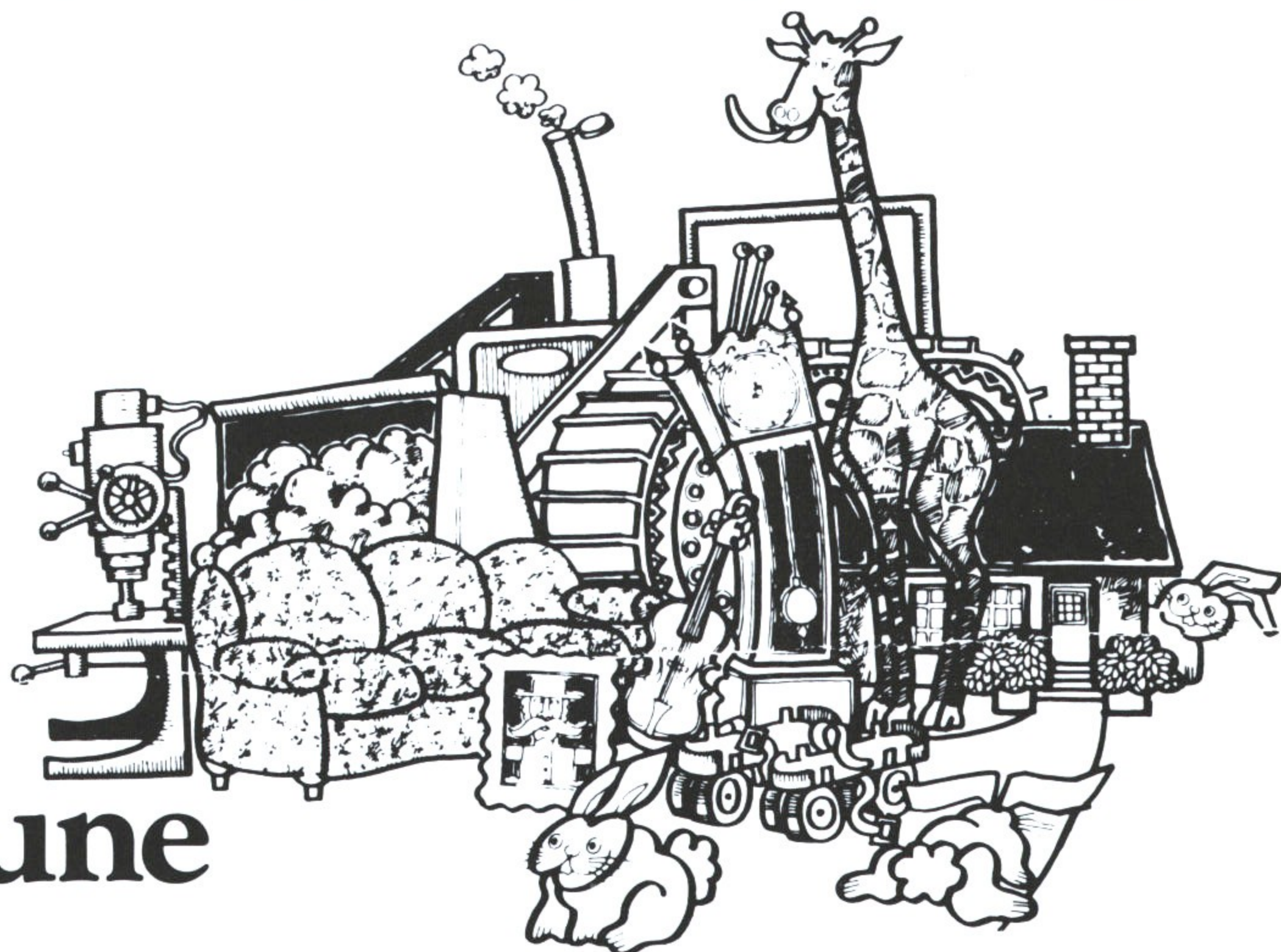
Plus — 4% Sales Tax

We now have a catalog — will send upon request.

**Col. W. Craig Lawing**

**Tel.: Office: 704 399-6372; Home: 704 399-3260  
5521 Belhaven Blvd., Charlotte, NC 28216**

# The biggest auction mart in Mid-America is a newspaper— The Chicago Tribune



Every Sunday, Auction Mart gives our 2.6 million readers a preview of upcoming auctions. And our readers respond to the sales. That's why auction advertisers from all over the country (and overseas) placed 1,463 ads totaling over 154,200 lines of advertising in the Tribune's Auction Mart in the first seven months of 1978. In fact, of all the auction/bid advertising placed in the two metropolitan dailies, 87.8% ran in the Chicago Tribune

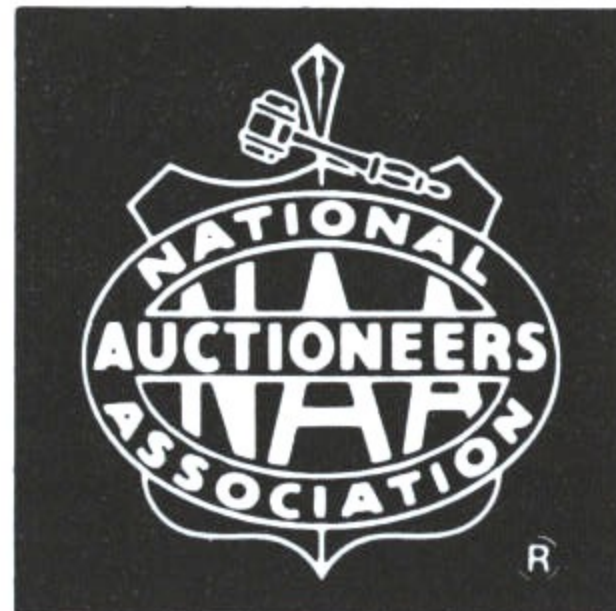
We're also the fourth largest newspaper in the country. Our Sunday circulation is 1,155,572. And 100,078

copies are distributed nationally. If you've got an auction coming up, keep in mind the biggest auction mart in Mid-America: the Chicago Tribune. For more information, call Mary Beth Howard at 312/222-4493 or Charles Shanley at 312/222-4042. Order deadline: Wednesday, 3 P.M.

Source: The Scarborough Report/Chicago 1978, Sunday single issue.  
Chicago Newspaper Classified Advertising.  
Ads and Lines Report, first seven months, 1978.  
ABC Publisher's Statement, Period ending March, 1977.

Turn to the  
**Chicago Tribune**





## **1978 Was An Outstanding Auction Year; 1979 Indicates to be More Successful!**

Now that the Holidays have come and gone, we can all be thankful for the joys that Christmas brings. As I reflect back on 1978 it was indeed a good year for us. I truly hope it was a prosperous one for all of our Association members.

This has been an outstanding year in our industry. Even with inflation as it is today, we are doing far better than decades ago. Many of you can remember when a farm auction would total \$20,000 and was considered outstanding back in the 40's.

Today many of you sell farm auctions for \$100,000 and up.

In today's market, we sometimes sell a farm tractor for more than an entire 80-acre farm would have been sold for in the 50's. Although our commission rates have not risen, the rising inflation stabilizes our profits on the commodities we sell.

As many of you know, this is a slower time for the auction business in our area. This gives Pat and I a chance to attend more meetings and conventions. Although January is slower we have had more auctions scheduled than the previous year.

January was a very busy month for us, as I was in St. Louis on January 16 and 17 for a C.A.I. meeting. As the month progressed we attended the Minnesota State Convention in St. Paul on January 21 and 22 and then the Las Vegas Seminar and board meeting in Las Vegas on January 29 thru February 1.

Pat and I enjoyed our trip to the Virginia State Convention in Virginia Beach, Virginia. We encountered a bit of sleet and rain in leaving Fort Wayne, Indiana, however, but enjoyed a good flight down and back. We do want to thank the Virginia Association for the warm hospitality shown to us.

We also would like to apologize to the Wisconsin auctioneers for not being able to attend their State Convention. When we arrived at the South Bend Airport to depart for their convention in Madison, all flights were cancelled that day due to sleet, fog and rain. We then tried driving it by car and got as far as Michigan City, Indiana when we made the decision to return home due to freezing rain.

Again, we want to remind the association members of the seminars in Nashville, Tennessee. There still may be a spot open for you if you pick up the phone and call our Executive Director, Harvey

McCray in Lincoln. Please do it today!!!

Most often we are asked what changes one might expect in our profession in the years to come. My answer to that is, the passing of an auctioneer's license law by your legislators. Hopefully you will become involved. Contact your legislators, and express your views toward drafting a law before you become stunned when one was passed without your input and thoughts. Please try to work with your legislator to implement a license law, if one is pending, which will meet with your needs and improve the future of your profession.

Again, I must stress how we all can benefit by continuing our education. Please don't overlook the C.A.I. program at Indiana University, which will begin April 1, 1979. I feel this week long program can offer much to your success in the auction profession.

I also want to remind each of you of the important programs, which have been planned for the remainder of the 1978-79 NAA year. I already have mentioned the Nashville Seminars (February 19-21, 1979) and the Certified Auctioneers Institute (CAI — April 1-6, 1979) and need to remind everyone of National Auctioneer Week (April 22-28, 1979) and the 1979 NAA Convention in Denver, Colorado (July 11-14, 1979 — Hilton Hotel).

Plan ahead for these events and activities and participate in all of them if you can.

**Harvey C. Lambright, President**

### **1979 Convention Fun Auction . . .**

### **NAA Members Urged to Participate In This Important Convention Event**

In just a few short months we will be gathering together in the Mile High city of Denver, Colorado, to enjoy another great NAA National Convention. There isn't an auctioneer in the country who can afford to miss this Convention! There is not another place in the world you can go to have fellowship with the number of auctioneers, members of your own

*Continued on page 5*



# THE AUCTIONEER

FEBRUARY, 1979

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 below).**

Single copies: \$1.00 each. Annual subscription rate \$7.50.

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

Harvey L. McCray, Editor and Executive Director  
Mrs. Cheryl Griffith, Office Secretary  
Mrs. Helen Witters, Office Secretary  
Mrs. Kim Cunningham Office Secretary

## 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 of the month of August, the month in which a magazine is not published. Eleven issues are published annually. THE AUCTIONEER Magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.
- 2. ADVERTISING RATES:**

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

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

**(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:** Submit payment in advance (with copy) before advertising will be accepted.
- 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 6.). If advertising is discontinued before completion of contract, short rates for space will apply.
- 5. MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method: saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color.  
Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4¾ inches; Quarter page — 3½ by 4¾ inches or 7¼ by 2¼ inches.
- 6. ISSUE AND CLOSING DATES:** Published monthly with the exception that an August issue is not published (11 issues annually). Issued on the first of the publication month. Deadline for ad copy is the 10th of the month preceding publication date.

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

## NAA Meetings Schedule

Scheduling has been approved by the NAA board of directors and the following NAA Conventions have been announced by the board for future years.

### NAA Convention Sites

- 1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado  
1980 — Opryland Hotel, July 30-August 2, Nashville, Tennessee  
1981 — Las Vegas Hilton Hotel, July 29-August 1, Las Vegas, Nevada  
1982 — Hilton Hotel, July 28-31, Atlanta, Georgia

### 1979 NAA Seminars

February 19-20-21 — Opryland Hotel, Nashville, Tennessee

## National Auctioneers Association

### 1978-79 Officers

President — Harvey C. Lambright, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012  
1st Vice President — Charles E. "Chuck" Cumberlin, P.O. Box 248, Brush, Colorado 80723. Bus. Phone: 303 842-2822  
2nd Vice President — Archie D. Moody, P.O. Box 795, Darlington, South Carolina 29532. Bus. Phone: 803 393-0431  
Executive Director — Harvey L. McCray, 135 Lakewood Drive, Lincoln, Nebraska 68510. Bus. Phone: 402 489-9356  
Treasurer — Dean W. Fleming, Atkinson, Nebraska 68713. Bus. Phone: 402 925-2801

### Directors

#### Terms Expiring 1981

Martin E. Higgenbotham, 1702 Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094  
Frank E. Bass, 501 1st Avenue South, Lewistown, Montana 59457. Bus. Phone: 406 538-8709  
James W. Heike, 104 W. Main St., Mondovi, Wisconsin 54755. Bus. Phone: 715 926-5340  
H. Layton Laws, Jr., P.O. Box 675, Manassas, Virginia 22110. Bus. Phone: 703 361-3148  
Robert E. Musser, RFD 1 Box 1900, Cody, Wyoming 82414. Bus. Phone: 307 587-2131

#### Terms Expiring 1980

Lyle H. Erickson, Box 239, Cresco, Iowa 52136. Bus. Phone: 319 547-3700  
Herbert A. Bambeck, Route 1, Box 392, Dover, Ohio 44622. Bus. Phone: 216 343-1437  
William L. Gaule, 909 W. Walnut, Chatham, Illinois 62629. Bus. Phone: 217 483-2484  
Rex B. Newcom, Box 458, Whitewater, Kansas 67154. Bus. Phone: 316 799-2278  
William J. "Bill" Wade, Route 2, Box 302, McKinney, Texas 75069. Bus. Phone: 214 424-2602

#### Terms Expiring 1979

C. P. "Terry" Dunning, P.O. Box 866, Elgin, Illinois 60120. Bus. Phone: 312 741-3483  
Wayne Ediger, 131 Hillcrest Dr., Belle Plaine, Minnesota 56011. Bus. Phone: 612 873-2292  
William J. Josko, 3482 Post Road, Southport, Connecticut 06490. Bus. Phone: 203 255-1441  
Forrest A. Mendenhall, Route 5, High Point, North Carolina 27263. Bus. Phone: 919 887-1165  
Hubert D. Songer, 1602 Jones Blvd., Murfreesboro, Tennessee 37130. Bus. Phone: 615 896-4067



## 1979 NAA Fun Auction

*Continued from page 3*

profession, that will be available to you in Denver.

Where else can you learn from your fellow auctioneers? No place but Denver in July, 1979, and one of the many attractions of the 1979 Convention will be the Fun Auction conducted at the Denver Hilton Hotel — convention headquarters — on Thursday evening, July 12, 1979, at 7:00 p.m.

We want YOU to get involved in this auction! Bring items to sell and show how it is sold in your area. Make requests to your State Auctioneers Associations to bring items representative of your state and have your State Association president sell it!

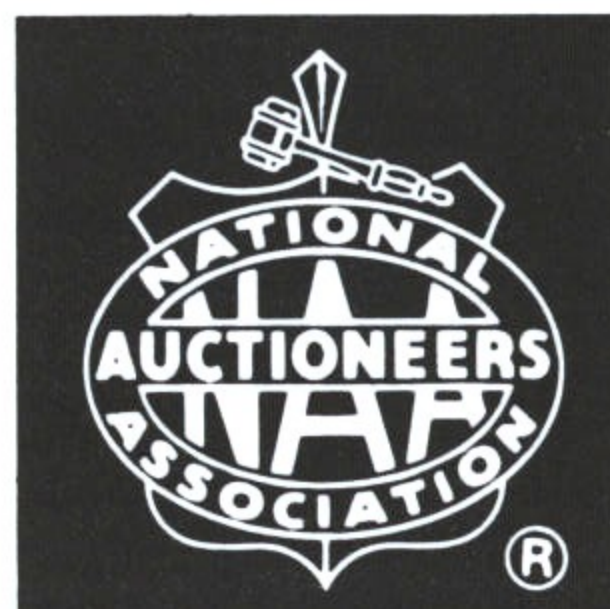
The Fun Auctions in the past have all been great successes and a credit to the Association and the

many auctioneers involved in them. Last year over \$12,000 was realized out of the generous contributions, and the excellent selling ability of the auctioneers involved.

We shall endeavor to top the performances of the past; therefore, we are making a few changes. We hope these changes will make it possible for us to reach a new high in returns from the Fun Auction since this added income at the Convention is what makes it possible to furnish the excellent programs you will enjoy in Denver and the low convention rates that will be available to you. Good Fun Auction returns will allow children 12 and under to be registered free.

**Get your merchandise ready fellow auctioneers!! and I submit a special challenge to the State Associations!!! Let's make this Fun Auction in Denver one to remember!!!**

**Rex B. Newcom, NAA Director  
Chairman, 1979 NAA Fun Auction**



## In Memoriam . . .

### CONVENTION DATES

**February 19-21 — National Auctioneers Association Seminar. Opryland Hotel, Nashville. Tennessee.**

March 2-3 — Montana Auctioneers Association, Yogo Inn, Lewistown.

March 24-25 — Kansas Auctioneers Association, Downtown Ramada Inn, Topeka.

March 29-30 — Illinois Auctioneers Association, Spring Convention, Rochelle.

April — Mississippi Auctioneers Association, Downtown Holiday Inn, Jackson.

**April 1-6 — Certified Auctioneers Institute, Indiana Memorial Union, Bloomington, Indiana.**

April 8-9 — Kentucky Auctioneers Association, Executive Inn Rivermont, Owensboro.

April 16 — New Hampshire Auctioneers Association, Manchester.

April 17 — Maine Auctioneers Association, 25th Anniversary, Senator Motel, Augusta.

April 20-21 — Arkansas Auctioneers Association, Spring Convention, Batesville.

May 5-6 — Missouri State Auctioneers Association.

May 6 — Alabama Auctioneers Association, Holiday Inn Downtown, Montgomery.

June 4 — Georgia Auctioneers Association.

June 7-8 — Wisconsin Auctioneers Association, Inc., Holiday Inn, Rhinelander.

June 10-11 — Tennessee Auctioneers Association, Ramada Inn, Jackson.

**JULY 11-14 — NATIONAL AUCTIONEERS ASSOCIATION, DENVER HILTON HOTEL, DENVER, COLORADO.**

October 27-28 — Iowa Auctioneers Association, Red Fox Inn, Waverly.

November 4-5 — New York State Auctioneers Association, Holiday Inn, Saratoga.

November 10-11 — Washington State Auctioneers Association, Yakima.

December 1-2 — Virginia Auctioneers Association, Manassas.

New Jersey State Society of Auctioneers meets bi-monthly all year — February, April, June, August, October and December.

### LOUIS B. STAMBLER

Louis B. Stambler, NAA Hall of Fame recipient and long-time supporter of the NAA and its activities died of a massive heart attack, following a very serious heart operation. Lou, from Honolulu, Hawaii, died during the weekend of December 16, 1978 in Honolulu and he was buried in Los Angeles, California.

### ROGER L. POTTER

Roger L. Potter of Tucson, Arizona, was reported deceased when his copy of THE AUCTIONEER was returned to the NAA Office by the Post Office. The date of NAA member Potter's death was May 29, 1978, but cause was not submitted.

### CHRIS DAWSON

The Post Office has returned THE AUCTIONEER magazine which was addressed to Chris Dawson, 206 Howard Street, Waverly, Ohio, with the comment that Mr. Dawson is deceased. Information in the newsletter of the Ohio Auctioneers Association reported his death, but additional information on the cause was not made available.

### HUBERT AMOS

Hubert Amos of Box 553, Scio, Ohio, has been reported deceased by the Post Office and his name was reported in the deceased list of Ohio Auctioneers Association members. Additional information on cause of death was not available.

### E. R. BARRENTINE

E. R. Barrentine of Alapaha, Georgia, when invoiced for his NAA dues for the 1979 year, was reported deceased. Additional information was not submitted.



# MultiParSell

Incorporated

BOX 43 312 WEST MAIN  
DECORAH, IOWA 52101

319 382-5952

Fellow Auctioneer:

Perhaps you have heard something about the new type of auction process we have developed. We have used it now for a year and believe it is absolutely the best way to handle the sale of certain parcels of Real Estate.

The only possible drawback we have been able to find is that it requires more work and attention to detail than the auction methods previously used.

We have analyzed the system and broken it down so that we can now teach you the entire process.

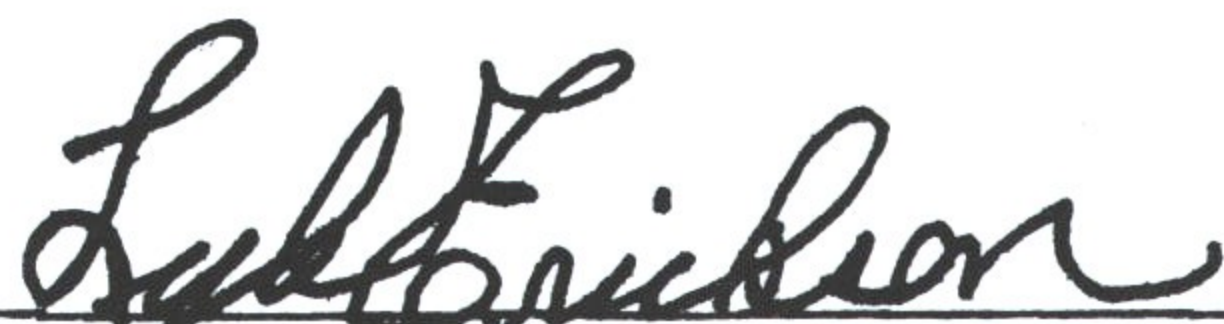
This really is a superior method. It presents itself as a more professional application of the benefits of the auction process. It brings more money for the seller while giving more protection to the bidders.

We are now able to teach you this system and provide public identification for your use of it. We also offer continuing assistance and consultation and the availability of instruction in the use of micro-computers in conjunction with your business.

We must offer our services to but one firm in a given area. Upon selection, we will enter into an exclusive contract which includes provisions for training, continued updating, and use of our identifying service mark.

For further information write us at the address above. Please include a description of the scope of your auction service and the extent of your real estate experience.

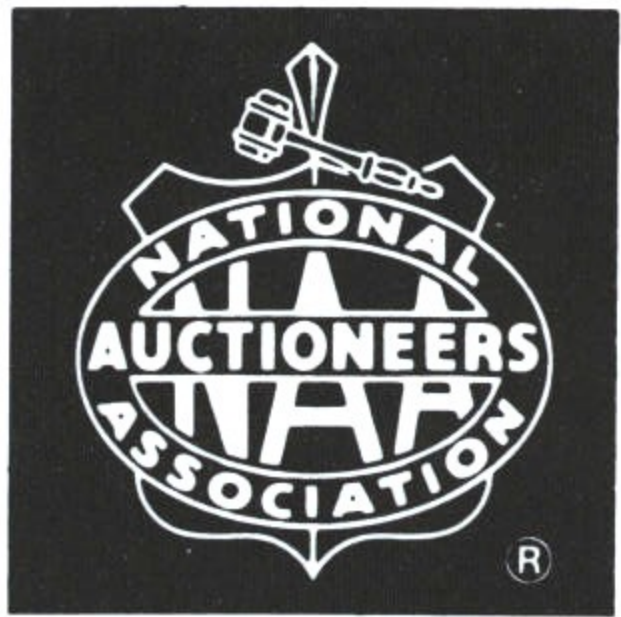
Sincerely yours,

  
Lyle Erickson, AFLM

  
Ken Erickson, CAI







## Reminders . . .

### Late Registrations Possible To Nashville Seminar If Registrant Can Get Room at Opryland Hotel

Space is still available to NAA members who wish to attend the 1979 NAA Seminars program at the Opryland Hotel in Nashville, providing the hotel still has rooms available. The Opryland Hotel held the room commitments until 30 days in advance of the Seminars, but may have rooms available if the late registrant RUSHES the hotel reservation form to the hotel IMMEDIATELY.

### State Governors Will Be Asked To Recognize Auction Method of Selling During National Auctioneers Week

Members of the National Auctioneers Association through the cooperation and support of the State Auctioneers Associations, are being asked to observe National Auctioneers Week again in 1979



**CERTIFIED  
AUCTIONEERS  
INSTITUTE**  
1979 Courses

April 1-6, 1979

Indiana University  
Bloomington, Ind.

For application and information, contact: Certified Auctioneers Education Institute, Indiana Memorial Union, Suite 555, Bloomington, Ind. 47405; (812) 337-3021.

through programs, which will help create a good public image for auction activities.

Annually, National Auctioneers Week is observed during April and the **dates of the 1979 observance is April 22-28, 1979**. The National Auctioneers Week committee will review the NA Week program at the January 31-February 1 meeting of the board of directors, but "ground work" can be made early by NAA members to be certain the state governors, city mayors, the news media and publishers of national, regional, state and/or local magazines and newspapers will recognize the auction method of selling real and personal property in the publications.

The National Auctioneers Week committee is in hopes of having NAA members support the 1979 observance by working through State Associations' officers so that the state governors can be contacted early and have a resolution passed, which can be

## Better Auctioneers Start With Better Training!



### SHORTCUT TO BEING A "TOP AUCTIONEER"

WHEN YOU GET YOUR AUCTIONEER TRAINING AT **MENDENHALL SCHOOL OF AUCTIONEERING** YOU GET AN AUCTION PROGRAM THAT IS TAUGHT BY 14 OF THE NATION'S TOP AUCTIONEERS AND BUSINESS LEADERS. EACH INSTRUCTOR IS A SPECIALIST IN HIS OWN FIELD AND EACH IS AN OUTSTANDING INDIVIDUAL.

SEVERAL OF OUR INSTRUCTORS HAVE PARTICIPATED AS INSTRUCTORS AT SEMINARS SPONSORED BY THE NATIONAL AUCTIONEERS ASSOCIATION THROUGHOUT THE NATION.

IT'S SUCCESSFUL PEOPLE LIKE THIS THAT YOU LEARN MORE FROM. YOU WILL BE TRAINED BY SOME OF THE BEST AUCTIONEERS AND INSTRUCTORS IN THE WORLD.

**FORREST MENDENHALL,  
MEMBER**



**ENROLL TODAY!**



Write or call for  
free information  
today.

*Mendenhall School of Auctioneering*

U.S. HWY. 29 & 70 (I-85) • HIGH POINT, NORTH CAROLINA, 27263 • PHONE (919) 887-1165





# BIG EXTRA PROFITS

## COOK BROS. INC.

**113 N. May Street,  
Chicago, IL 60607**

**Area Code 312-421-5140**

**Or Visit our Giant Showrooms**

**Mon.-Fri. 7 a.m.—5:30 p.m.**

**Saturday 7 a.m.—3 p.m.**

Auctioneers and independent sales organizations have long relied on Cook Bros. as their leading source for a wide variety of merchandise . . . including tv's and radios, CB radios, stereos, appliances, watches, cutlery, jewelry, cameras and small novelties . . . items that can be profitably and quickly sold.

All orders are shipped the SAME DAY we receive them! Whether you sell strictly from the auction block, in a store, or house-to-house or business-to-business, Cook Bros. should be your NUMBER ONE supplier for all types of general merchandise and closeouts! Mail coupon below for your big, new wholesale catalog. You'll boost your profits promptly!

- \*Lowest Prices      \*Name Brands      \*Large inventory always
- \*Same day shipment      \*Direct importers
- \*Merchandise warranted against factory defects
- \*Catalogs without our name available for your use

**MAIL  
THIS  
NO-RISK  
COUPON  
TODAY**

To: Cook Bros., Inc., Dept. A976  
113 N. May St., Chicago IL 60607

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

My name.....

Address.....

City.....

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



used when the Week is observed. A suggested resolution will be published in the March, 1979, issue of THE AUCTIONEER and State Associations can also revise, add to or reconstruct the suggested resolution to meet the needs of the State Association and/or the State Governor.

The National Auctioneers Association asked for nationwide observance of National Auctioneers Week several years ago and through the cooperative efforts of many NAA and State Association members, these observances have made many people aware of the value of selling via the auction method. The "National" association of auctioneers has added impetus to the profession and when governmental dignitaries — state, county and local — realize how well represented auctioneers are throughout the country, the good image of the profession will be the end results.

Use the suggested resolution when it appears in the next issue of THE AUCTIONEER magazine and work with the State Association officers to have National Auctioneers Week observed in your state. Take it upon yourself by combining your efforts with other NAA members in your county and/or city to have the observance recognized by your mayor or county officials.

Support the NAA's programs and goals by using the NAA logo on your advertising material, indicating that you are a member in good standing of the National Auctioneers Association. Support of good auction ethics will be recognized in your advertisements when you tell the public that you are a member of the National Auctioneers Association.

The auction method of selling real and personal property has created more interest now than ever before. The public has become aware of the value of auctioneers and the services they perform.

Use National Auctioneers Week as an "aide" to your local publicity and advertising campaigns — it'll reap rewards for your business in the long run.

Auctioneers are proud people! Make the public aware of your professional pride by supporting:

**National Auctioneers Week, 1979 — April 22-28, 1979!**

### **Members Urged to Participate In NAA Advertising Contest! Rules To Be in Next Issue**

The board of directors of the NAA will meet at the end of January (January 31 and February 1, 1979) and one of the primary responsibilities of the board is to review and approve the Advertising Contest rules and procedures. The rules are reviewed annually to allow members the opportunity to submit their comments and ideas as to how the contest can assist the membership in general, but to provide recognition to as many segments of the auction profession as possible.

NAA members are urged to participate in the Advertising Contest. Without risk of being in error before the committee submits to the board the 1979 rules, one requirement is that the advertising recognize the members' affiliation in the National Auction-

*Continued on page 11*

## **National Auctioneers Association**

### **HOTEL RESERVATION FORM**

**1979 Denver NAA Convention**

**July 11-15, 1979**



**THE  
DENVER  
HILTON**

**1550 Court Place  
Denver, CO 80202  
Phone: 303-893-3333**

Arrival Day/Date \_\_\_\_\_

Arrival Time \_\_\_\_\_ Guaranteed? \_\_\_\_\_

Departure Day/Date \_\_\_\_\_

**NOTE: The NAA Convention will begin on Wednesday evening, July 11 and conclude, following the President's Banquet and Ball, near midnight, on Saturday, July 14. Suggested departure date from the hotel Sunday, July 15, 1979. NAA vacationers who will participate in the pre-convention activities may wish to arrive in time for the first event, scheduled for Tuesday, July 10, 1979.**

Name \_\_\_\_\_  
Last First

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**RATES (Check number of rooms at desired rate below):**

\_\_\_\_\_ Single (one person) .....\$38

\_\_\_\_\_ Double/Twin (two persons) .....\$48

\_\_\_\_\_ Parlor plus one bedroom .....\$120 to \$240

\_\_\_\_\_ Parlor plus two bedrooms .....\$160 to \$280

**If double occupancy room requested, complete the following information for second person:**

Sharing with:

#### **IMPORTANT**

Arrangements have been made with the National Auctioneers Association/Denver Hilton for rooms to be held until three weeks prior to the opening date of the NAA Convention — opening date is July 11, 1979. Please make you hotel reservations promptly!

Hotel check out time is 1:00 p.m.

Reservations will be held until 6 p.m. on the day of your expected arrival unless a later hour is specified.

*All rooms with color TV, air-conditioning and many with a view of the Rocky Mountains. Garage parking directly beneath hotel. Family Plan — no charge for children, regardless of age, when they occupy the same room as their parents. Heated swimming pool for the use of registered guests. Convenient to department stores and financial district.*

**Send completed Hotel Reservations Form directly to  
THE DENVER HILTON, 1550 Court Place, Denver,  
CO 80202.**



# AUCTION FORMS

**IMPRINTED WITH YOUR NAME &  
NUMBERED OR NUMBERED ONLY AS LISTED**

**ALL CLERKING TICKETS** - 3 copies 8½"x 11" NCR  
12 on or 10 on - not numbered - 100 sets \$9.00;  
250 sets \$19.50, 500 sets \$38.00, 1000 sets \$75.00.  
**CLERKING TICKETS** 10 on or 12 on - Imprinted your  
name, address and telephone number; 100 sets \$25.00;  
250 sets \$39.00; 500 sets \$62.50; 1,000 sets \$100.00.  
**NOT NUMBERED.**

**CLERKING TICKETS** 10 on only - numbered 1 to 1,000,  
or 1 to 100, 100 sets \$14.00; 200 sets \$26.00; 500  
sets \$53.00; 1000 sets \$100.00.

**CLERKING TICKETS:** 10 on only - numbered 1 to 1,000  
or 1 to 100 and Imprinted your name, address and tele-  
phone number on each ticket. 100 sets \$30.00; 250 sets  
\$45.00; 500 sets \$77.50; 1,000 sets \$125.00.

**ALL FORMS LISTED UNDER THIS HEADING** are 8½"  
x 11" sold in pads of 50 each pad at \$1.40 per pad, 10  
pads at \$1.20 each, 20 or more pads at .95c each  
pad. Not numbered.

**CLERKING SHEETS - CASHIER'S STATEMENTS**  
**TERMS OF SALE - CONSIGNMENT CHECK-IN**  
**CONTRACT FORM - PROMOTION SCHEDULE**  
**BUYER'S REGISTRATION - 2 FORMS** - 1 with room for  
13 names - new form room for 20 names.

Above Forms can be imprinted your name, address and  
telephone number 500 \$15.00 extra; 1000 \$20.00 extra.  
**FORMS LISTED BELOW NUMBERED FROM 1 to 1000**  
or 1 to 100; 1 pad 50 sheets \$2.65; 10 pads at  
\$2.35 each, 20 or more pads at \$1.95 each.

**CLERKING SHEETS - BUYER'S REGISTRATION**

**CASHIER'S STATEMENTS** numbered from 1 to 1000 or  
1 to 1 to 100; 1000 lots only, \$39.00. Imprinted your  
name, address and telephone number and numbered 1 to  
1000 or 1 to 100; 20 pads only \$46.00.

**TAGS Cardboard** 2½" x 5½" - 3 part perforated, hole  
at top. 1000 tags \$8.50; 2500 tags \$19.75; 5000 tags  
\$40.00. **WIRES FOR TAGS** 1000 \$8.50; 5000 wires  
\$40.00.

**TAGS Cardboard** - 2½" 5½" - Numbered 1 to 1000.  
or 1 to 100; 1" numbers - 1000 tags \$19.50; 2000 tags  
\$38.00; 5000 tags \$90.00.

**TAGS Sticky Back**, no wires needed, peel off and stick on  
or 1 to 100; 1" numbers - 1000 tags \$18.50, 2000  
tags \$36.00; 5000 tags \$85.00.

**TAGS - Sticky back** - Numbered 1 to 1000 - 1" numbers.  
1000 tags \$22.50, 2000 tags \$42.00, 5000 tags \$102.50.

**BUYER CARDS FORM BC-20** 3¼" x 7" - 1000 cards  
\$7.50, 2500 cards \$17.50, 5000 cards \$32.50.

**BUYER CARD** - numbered from 1 to 1000 or 1 to 100  
1000 cards \$17.50; 2000 cards \$34.00; 5000 \$82.50.  
Numbered and imprinted your name, address and telephone  
number 1000 cards \$22.00; 2000 cards \$42.00; 5000  
\$100.00.

**BUYER CARD** — No. BCND-50 Numbered 1 to 1000  
or 1 to 100; 1" display numbers; 1000 cards \$20.00;  
2000 cards \$32.00;; 5000 cards \$77.00. **NO NAME.**

**ARROW DIRECTION SIGNS** colored cardboard 9" x 11"  
**Word AUCTION and ARROW** in big Type. 50 signs  
\$7.00, 100 signs \$9.00. Arrow directions assorted.

**Payment with Order — We Pay Postage**

**C. O. D. Orders — You Pay Postage**

**— WRITE FOR FREE SAMPLES TO —**

**STOCK YARDS PRINTING CO.**

1613-A Genesee, Kansas City, Mo. 64102

## JOHNSTON'S AUCTION BARN

*Sale Every 2nd and 4th Thursday — 6 P.M.*

**Hwy. 24, Madison, MO 65263**

Dealers, Auctioneers, Haulers, Welcome. Buy  
or Sell a load, new merchandise, antiques or  
tools, furniture, freight damage, estates or real  
estate.

We are always happy to work with local auc-  
tioneers on large close-outs and will help them  
with our mailing list, and complete advertising  
program.

**COL. JAMES L. JOHNSTON**

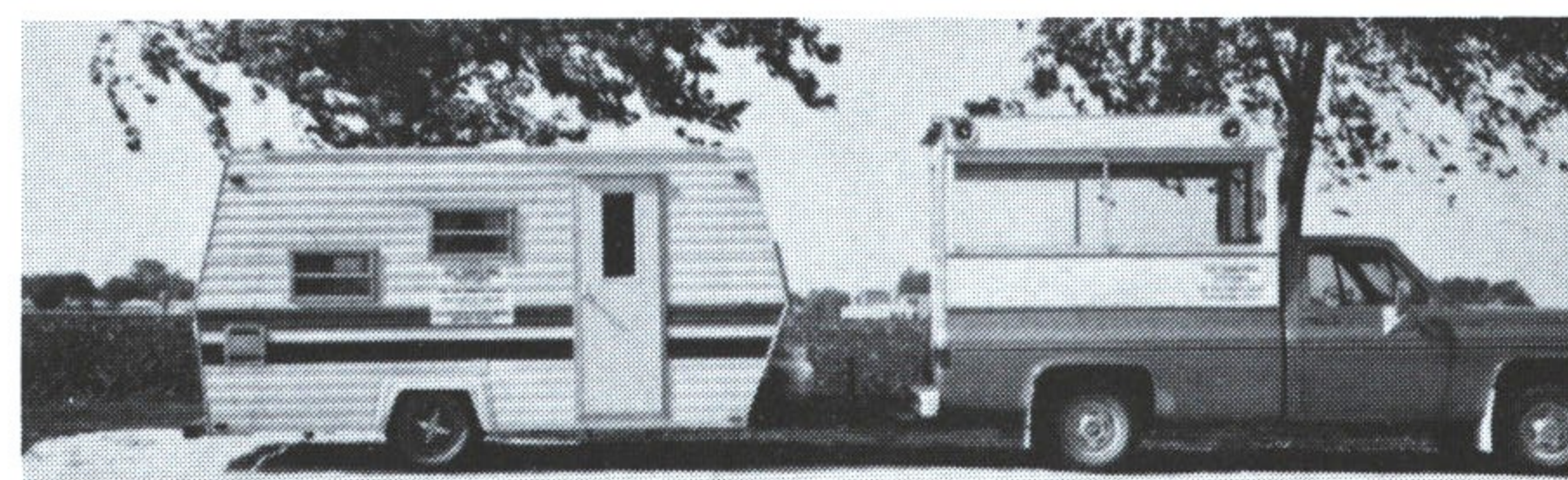
*AUCTIONEER and REALTOR*

**Bus. 816-291-5921**

**Res. 816-291-5926**

## WORLD'S MOST MODERN AND EFFICIENT AUCTIONEERING SYSTEMS

Registered U.S. Patent Office



**Clerkmobile T.M.**  
Patented Clerking  
System Installed

**Auction Tops**  
Fits on Standard  
½ or ¾ Ton Truck

**For Free Literature and Additional information —**



Art Feller, Box 267  
Cissna Park, Ill. 60924

Ph. 815-457-2202

☐ Yes . . . Send me Free Literature.

☐ Send me examples of clerking tickets and buyers num-  
bers.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



## NAA Advertising Contest

*Continued from page 9*

eers Association. Good advertising is also good publicity and the NAA wants to recognize those who do the best job of creating a good image in the profession.

Pick out the best advertising (sale bill, mailing piece, etc.), which includes your NAA membership reference, and set it aside until the entire list of rules are submitted then rush it to the NAA Office to be included in the 1979 judging.

Plaques will be presented at the Denver convention to those who earn recognition for the advertising programs. And, THE AUCTIONEER magazine will publish a review of the best advertising in an issue following the convention.

### Nominations to NAA Offices Will Be Accepted Now By NAA Nominating Committee

Several State Auctioneers Associations have indicated that members of their respective state associations have indicated interest in serving in an NAA leadership capacity. The NAA Nominating Committee is accepting the nominations from State Associations and NAA members for the National leadership positions.

All nominations should be submitted to the NAA Office (for offices of officers and directors) so that Executive Director Harvey L. McCray can copy the nominations and submit them to the Nominating Committee in ample time to have the committee review the nominations.

The nominations should include support letters from the State Associations (showing the State Association endorsement, if available) and a biographical sketch of the proposed candidate. A black and white glossy photograph — current photo of the candidate — should be included and win or lose, the photo will be maintained in the candidates permanent file in the NAA Office.



**CERTIFIED  
AUCTIONEERS  
INSTITUTE**  
1979 Courses

**April 1-6, 1979**

**Indiana University  
Bloomington, Ind.**

For application and information, contact: Certified Auctioneers Education Institute, Indiana Memorial Union, Suite 555, Bloomington, Ind. 47405; (812) 337-3021.

The biographical sketch should offer information about the candidate's current auction activities and any and all information about the candidate's auction history. Information about the candidate's State Association leadership positions may be helpful.

The NAA Nominating Committee will review any and all candidates at the 1979 NAA Convention at the Denver Hilton Hotel in Denver, Colorado (July 11-14, 1979) and the biographical sketch sheets need to be submitted to the NAA Office on or before July 1, 1979.



### CONTAINER BUYERS

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

ONE OF OUR ANTWERP WAREHOUSES  
**LYNN WALTERS**

13011 S.E. 84th

Clackamas, Ore. 97015

[503] 654-3000

### NAA Dates to Remember . . .

February 19-21, 1979 — NAA Seminars at the Opryland Hotel, Nashville, Tennessee

April 1-6, 1979 — Certified Auctioneers Educational Institute (CAI), sponsored by National Auctioneers Association; Indiana Memorial Union, Bloomington, Indiana. (For registration information, contact Stephen J. Martin, Certified Auctioneers Institute, Suite 555, Indiana Memorial Union, Bloomington, IN 47401.)

July 11-14, 1979 — 1979 NAA Denver Convention, Denver Hilton Hotel, Denver, Colorado. (Hotel reservation included in this issue of THE AUCTIONEER magazine; Convention Advance Registration will be available in the March, 1979, issue of THE AUCTIONEER magazine.)

## K SCHOOL OF AUCTIONEERING NOTTS

Learn the art of modern scientific auctioneering from our famous tape recorded course for home study or from classroom courses, which we conduct at various colleges, universities and vocational schools. This school is approved by the State Board of Schools and College Registration in our home state of Ohio. Reg. Number 71-12-0286H. Chief instructor, Col. R. E. Knotts, has thirty years experience and more than four thousand public sales to his credit. He has also been a professional auctioneer instructor and counselor since 1959.

**Rt. 2, Box 161-C, Gallipolis, Ohio 45631**  
**(614) 446-2917**



# **A. MARCUS CO.**

**Hillside, Illinois**

**ESTABLISHED 1908**

# **TOOLS**

***Wholesaler Distributor of Brand Name***

**AIR TOOLS — STATIONARY TOOLS**

**ELECTRIC TOOLS — HAND TOOLS**

**GENERAL MERCHANDISE — CLOSEOUTS**

**VISIT OUR SHOWROOM**

**OR**

***Write for our FREE monthly catalog***

**Order NOW by calling us 800 323-0231**

**Illinois call (312) 544-9510**

**Our FIVE MILLION DOLLAR INVENTORY means any order is shipped immediately!**

**All merchandise is fully guaranteed!**

**\$500.00 MINIMUM ORDER — MERCHANDISE FOR RESALE ONLY**

**4170 MADISON ST., HILLSTIDE, ILL. 60162**



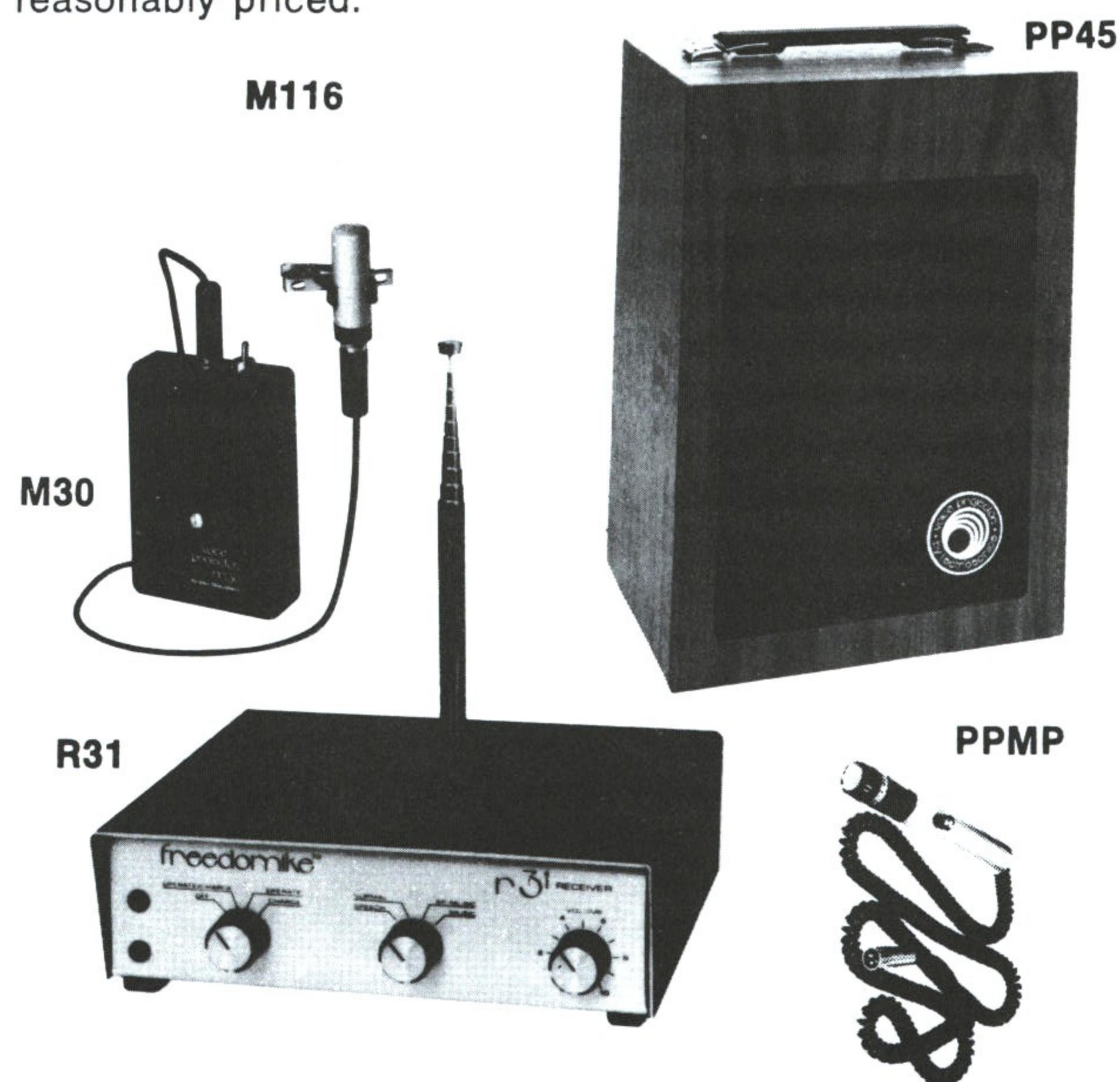
# FREE YOURSELF

## FROM THAT UGLY MIKE CORD USE OUR NEW **FREEDOMIKE**

Imagine the freedom that YOU, the Auctioneer can have with a tiny tiepin microphone and a transmitter that fits into your shirt pocket! You can point to items you are selling, pick them up and walk freely around the auction area without dragging miles of cord or carrying a bulky speaker.

### COMMUNICATE MORE EFFECTIVELY!!! BOOST YOUR PROFITS!!!

Our amazing new Freedomike system combines excellent sound reproduction with unbeatable convenience. The wireless mike works well with your existing sound systems OR you can use our new Amplifier/Speaker to reach audiences of 300 indoors or 150 outdoors. It is easy to double your audience coverage any time by adding extra Amplifier/Speakers. This system operates indoors on AC or outdoors with built-in rechargeable batteries — and it's reasonably priced.



Freedomike	M116	Tie pin wireless mike
Freedomike	M117	Hand held wireless mike
Pocket Transmitter	M30	9 volt battery
Receiver	M31	AC or re-chargeable battery
Amplifier/Speaker	PP45	AC or re-chargeable battery
Wired mike w. vol. control	PPMP	for PP45 Amplifier/Speaker

Call or write today about the **BRAND NEW** Auctioneer tried and approved wireless mike and the entire **FREEDOMIKE SYSTEM**. We also supply the full line of **VOICE PROJECTOR** and **PERMA POWER** at

## SPECIAL NAA MEMBER DISCOUNT PRICES CLASSIQUE AUCTIONS

P.O. Box 176, Hewlett, L.I., N.Y. 11557 • 516-374-3245

Don Saltzman, Auctioneer      Shelia Goldman, Auctioneer

## Demand for Qualified Appraisers Grows Each Year! Auctioneers In Good Position to Know Values

The demand for qualified appraisers grows each year and no one is in a better position than the auctioneer to know current market value.

Although there are several types of personal property appraisals, including insurance, gift tax, etc., this article will deal primarily with estates.

Why the need for an estate appraisal? According to the Federal Estate Tax law the executor or administrator is required to file an inventory of the decedent's assets, both real and personal, with current fair market values. It is these values that the appraiser submits, which determines the amount, if due, of federal and state inheritance tax to be paid. This appraisal will also guide the heirs in making an equal property distribution. It also gives them a guideline as to what it will bring if sold at auction.

What is fair market value? Highest price estimated in terms of money that a willing and well informed buyer would be warranted in paying and a willing and equally well informed seller is justified in accepting if placed on the open market for a reasonable period of time and with both parties acting free of compulsion or duress.

Here is a format of appraisal:

**Cover letter:** This letter accompanies all appraisals and should state the appraisers qualifications and certifications, his disinterest as he is only acting as a third party, objective of appraisal (in case of estate appraisal merely stating that it is a fair market value approach to value) and above all the appraisers signature. It's amazing the number of appraisals I've seen without a signature.

### Description of Articles:

1. First and foremost list the items separately and each with a number. Again, I've seen several appraisals listed as furniture in living room and a total or furnishings in residence and a total without a breakdown ie:

#### Living Room:

- (1) Traditional three cushion blue upholstered davenport, fair condition \$75.00
- (2) Pair of mahogany step end tables and matching coffee table @ 20.00 60.00

Numbering each item will allow heirs and executors an easier method of keeping track of which articles each might select and will give you a better list if they wish to sell.

2. Provide a reasonable description. If the specific item is a minor item (say a \$25.00 kneehole desk) then that's all that needs to be said. But if it is an oak, double pedestal, roll top with S slide and fitted interior worth \$750.00, you shouldn't write desk and a value. This should be done on all furnishings as well as equipment. If it is a tractor or automobile, the year, model, extra equipment must be listed. If an item is in below average condition that should be listed also.

3. Be careful with terminology in listing antiques. If it is a signed Tiffany lamp put it down that way with all the particulars. But if it is only a leaded shade, table lamp don't use the word Tiffany. The



# **ATTENTION AUCTIONEERS**

## **ABLE DIST. CO.**

**1211 W 9th — CLEVELAND, OHIO**

**216-523-1940**

**Downtown Cleveland, Ohio**

**General Merchandise**

**of All Kinds for**

**Retail & Wholesale Auctions**

*We buy and sell CLOSEOUTS*

If you own your own Auction  
or Consign to Auctions we have  
the Right Items for you.

**Bring your CAR-VAN or TRUCK**



same is true with furniture and other accessories: If it is true Chippendale call it Chippendale, but if it is a later reproduction call it Chippendale-style or design or reproduction.

All auctioneers, whether they do appraisals or not, should maintain a library of books and should subscribe to various value guides, whether they be art, antiques, automobiles, farm equipment, etc. The value guides will not be the final judge as you must be, but at least they will offer you some guidelines.

When making an appraisal that includes many items, which you are totally unfamiliar with, don't try to fake it. Obtain some expert advice or turn down the appraisal.

Attorneys, banks and executors are looking for the same thing in appraisers as they do in auctioneers; PROFESSIONALISM. Being available and doing the proper job in appraisals could open the door to increased income for you.

It is advisable to join an association of appraisers just as you have joined the NAA. There is the Antique Appraisers Association headquartered in New York; the multi-disciplinary testing designation society, the American Society of Appraisers, headquartered in Washington, D.C. of which I am a senior member. It has designations in antiques, art, residential contents, real estate, machinery and equipment and other designations.

**C. P. Terry Dunning, A.S.A., Director  
National Auctioneers Association  
Elgin, Illinois**

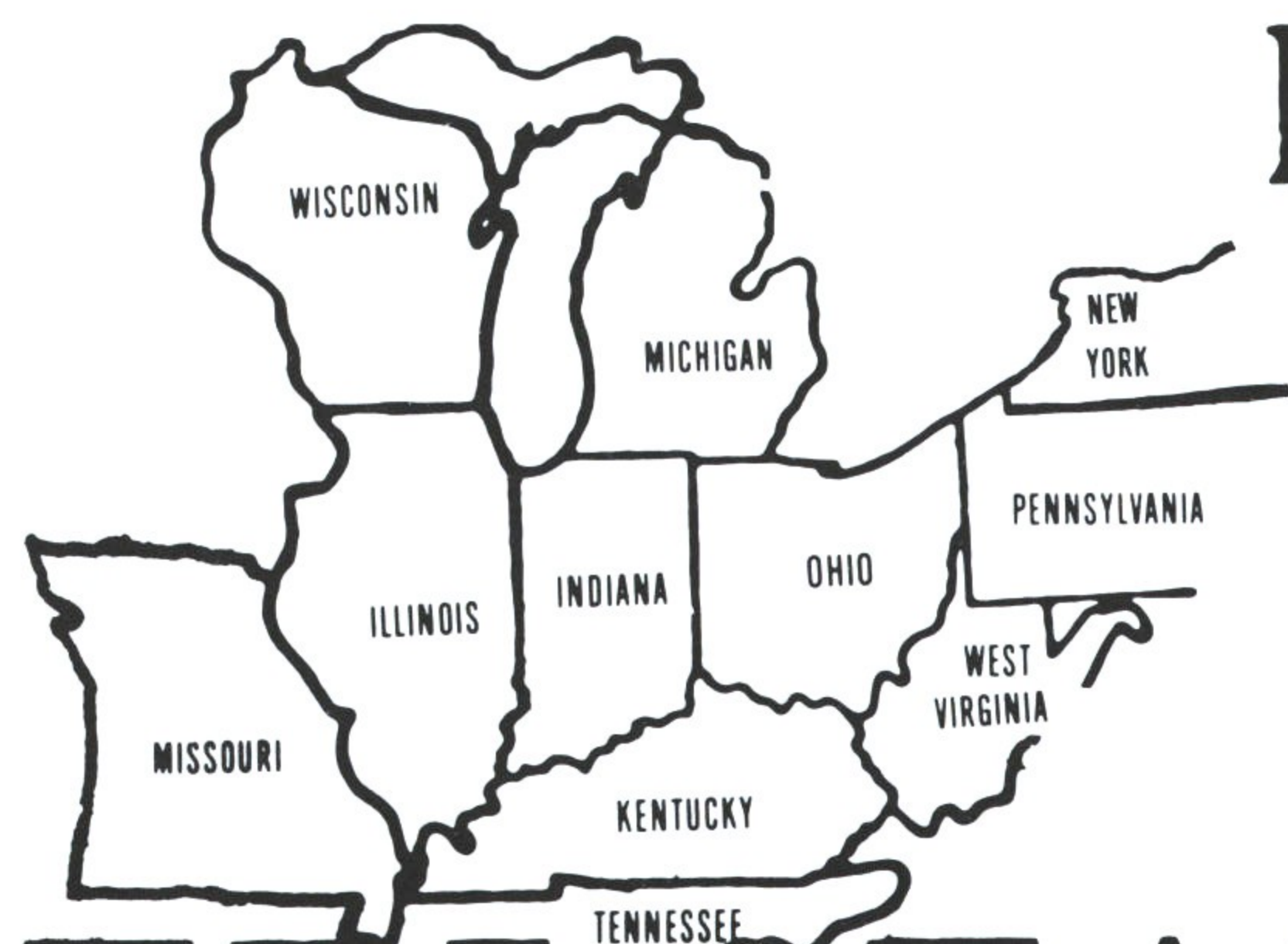
## **Success of \$400,000 Dairy Farm Auction Attributed to Proper Preparation By NAA Director Jim Heike of Wisconsin**

Uppermost in my mind at the time of this writing is the two day auction conducted a few days ago by my auction partner, Don Hanson, and me. It was the largest dairy farm personal property auction I have conducted in my more than twenty years in the auction business.

The total sale touched \$400,000 exceeding our appraisal by nearly 15%. When this happens, one cannot help but ask himself, "What made the sale this successful?" While we auctioneers tend to feel it is entirely attributed to our mesmerizing auction chant, careful analysis concedes that the key word is preparation.

It all began several weeks prior to the sale, actually the day the auction was booked. First of all, we had the full cooperation of the owner and his family. No sale can be really successful without this.

The weatherman also cooperated allowing several days with temperatures well above the freezing mark. This gave the owner an opportunity to clean the machinery with a high pressure hose and make needed repairs. A few days before the sale the machinery was attractively displayed in the proper sequence in a nearby field. Advertising was also extensive, covering a radius of approximately 100 miles, five to seven days prior to the sale date.



## **For That Antique, Estate or Collector's Auction Be Sure to Use**

**The Weekly**

# **TRI-STATE TRADER**

**More than 100,000 Readers Weekly!**

**FOR A CROWD OF GOOD BUYERS**

Circulated primarily in Illinois, Indiana, Kentucky, Michigan, Missouri, Ohio, Tennessee, West Virginia, Wisconsin, Western New York, and Western Pennsylvania.

Since 1968 the Tri-State Trader has had more antique auctions for the East-Central States than any other publication in the world! Results guaranteed or no pay! (Inclement weather excepted). Ask for a show of hands. Yes, we're that sure!

Phone (317) 345-5134

P.O. Box 90TA, Knightstown, Ind. 46148

*Reasonable rates.*

*Auctioneer commission plus 5% early payment discount.*

**Normal Ad Deadline:** Every Wednesday, for Monday delivery. Ads accepted until 8:30 a.m. E.S.T. Friday at penalty rate. If reserved, penalty is less.

Delivered every Monday in primary states.

**Free Samples Sent to Auctioneers on Request**



Fortunately, the owner had a spacious, metal, partially insulated machine shed within one hundred feet of the dairy barn. It ideally served as the location for the 234 Holsteins sold on the first day. Bleachers from the local softball field, plus our portable auction ring and other equipment, provided a professional and weatherproof setting.

Much of the credit for the success of the cattle auction must go to "Clarence," our capable and conscientious cow cleaner. He gave each cow a high pressure warm soapwater wash job. As customary, he brought along his bottle of "liquid wrench" as he calls it, and as usual the size of it was in direct proportion to the size of the herd. Being on the job at 1:00 a.m. on the morning of the auction to add his final touch was another important factor in obtaining a nearly \$1100 average on the 120 grade cow herd.

Careful attention was given to rearranging the cows in the stanchions according to size and type and to the order of sale. DHIA production records and other pertinent information was posted above each cow.

Early during the sale, a classy four year old, who before milking time would put Dolly Parton to shame, topped the sale at \$1950. I was sure that prices would falter when a pair of mature cows entered the ring with handle grips like a Harley Davidson. But several Amish farmers, who of course milk by hand, kept the market steady.

Interest in the young stock was also keen. One lot of 31 heifers, somewhat on the small side, bred

### SPECIAL RECORDING FOR AUCTIONEERS

"World Famous Auctioneer Song" by LeRoy Van Dyke

Send Check or  
Money Order To:

**\$6.00 per  
8-Track Tape**

**CAMPBELL AUCTION SERVICE**

**57105 C. R. 21**

**Goshen, Indiana 46526**

thirty days, sold for \$720 each. A local cattle buyer with a faint Polish accent commented after observing the transaction: "Holstein heifers are like gold, but gold is high and people still buy it, why not heifers?"

On the second day, when the machinery and feed were sold, the crowd was even larger than on the first day. One farmer humorously commented that it reminded him of Wisconsin Farm Progress Days.

The John Deere 4400 combine seemed to highlight the interest and sold for \$34,500 to a Minnesota buyer; and the IHC four-wheel drive tractor was not far behind. When the sale was finished and one of the clerks finally pulled the handle on the adding machine for the last time for the grand total, my heart skipped a beat. The expression on the owner's face, when he was shown the total on the tape, made all the extra effort worthwhile.

It gave me a satisfied feeling of an auction well done that only an auctioneer can appreciate.

## Makes Clerking Auctions Easier

PLEASE STATE SIZE OF  
FILE YOU WISH TO ORDER

**100 Slot File**  
(Slots—3½" deep - 2½" wide)

**\$59.95**

**100 Slot File**  
(Slots—2" deep - 2" wide)

**\$59.95**

**50 Slot File**  
(Slots—3½" deep - 2½" wide)

**\$29.95**

**50 Slot File**  
(Slots—2" deep - 2" wide)

**\$29.95**

You can use any of the above files for several hundred bidders or more.

We have the clerking sheets that come in triplicate, with three sides glued together. There are 21 items per sheet. These are made for the 2" file. We do not make a clerking sheet for the 3½" by 2½" file.

Package of 200 sheets (4,200 Items)

**\$32.00**

Package of 600 Sheets (12,600 Items)

**\$90.00**

Telephones—Office (308) 995-8614  
Home (308) 995-5098

We pay shipping charges on all items

★ **Filing System**

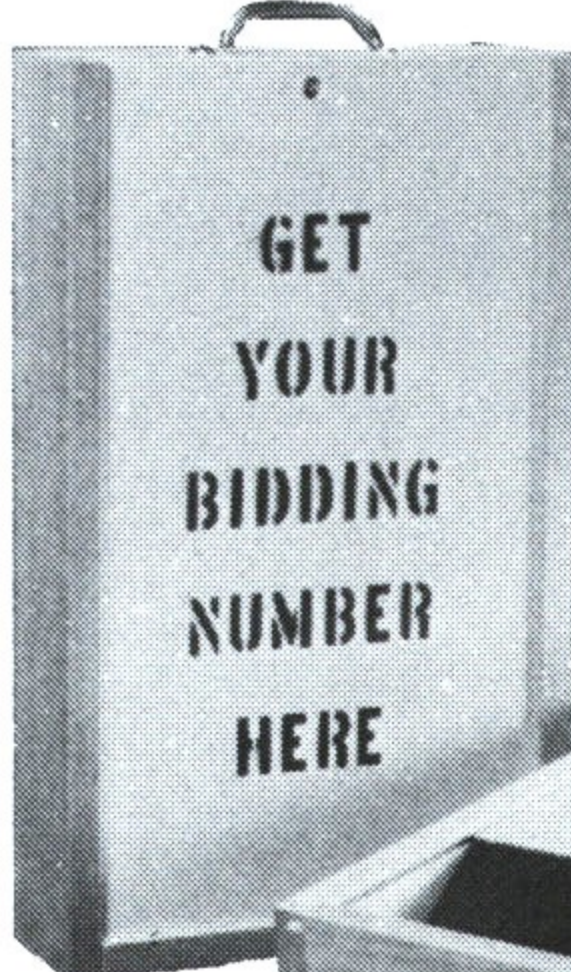
★ **Supplies Carrier**

★ **Sale Forms**

★ **SPECIAL** ★

100 Slot 2" File  
Supply Carrier  
200 Clerking Sheets

**\$99.95**



**Supplies Carrier**

11½" x 19" x 3½" includes  
Clip Board for sales forms.

**\$19.95**



**Sale Forms, in triplicate**

200 sheets (4200 Items) **\$32.00**



Item	No.
Purchaser	
Price	

This is for the 2" file

Send Check or Money Order to:

## LUNDEEN SALES FORMS

423 East Avenue      Holdrege, Nebraska 68949



## Auctioneers Receive Good Publicity From News Articles Appearing in the Chicago Tribune in November of 1978

Two Chicago-area auctioneers, both NAA members, were given good publicity for their auction activities in the Wednesday, November 1, 1978 edition of the *Chicago Tribune* newspaper. NAA member Albert Paletz of Ace Auctioneers and Liquidators, Inc. was one of the auctioneers featured and his photo was shown, along with four others, offering information about a bike auction, sponsored by the Chicago Police Department in the International Amphitheatre.

Permission to use portions of the article were obtained by THE AUCTIONEER magazine and excerpts of the article written by Ruby Scott follow (Reprinted, courtesy of the *Chicago Tribune*).

### Bike Auction

#### They all gathered to wheel and deal

"A MOTLEY LOT they were — some old, some new, all abandoned or unclaimed.

"One by one, they were placed on the auction block to be scrutinized by the crowd and then sold to the highest bidder, cash and carry.

"But those 'orphans' were getting a new lease on life. Nearly 330 unclaimed bicycles were put up for auction recently by the Chicago Police Department in the International Amphitheatre, 43rd and Halstead Streets.

"Whole families turned out to choose from 10-speeds, 3-speeds, and racing bikes, all sold 'as is.' Minors were not allowed to bid, but easily made their choices known through their grownup proxies.

"Professional auctioneers, from Ace Auctioneers and Liquidators, Inc., kept things moving along, and because the bikes had been available for viewing the day before and the morning of the auction, most of the buyers already knew which bikes they coveted.

"And in the spirit, the proceeds go to the Police Annuity and Benefit Fund."

Portions of the article were omitted, due to local references, but the article and Ruby Scott did a fine job of informing the public how effective the auction was. References were made, in the omitted portion of the article, how important it is for cyclists to keep their bikes locked securely and maintain a record of the serial numbers. Thousands of bicycles are stolen each year, and of those recovered, hundreds go unclaimed.

Though the auction was not desired, due to the manner in which the merchandise was made available, the auctioneers and the auction method served a worthwhile purpose.

The second Chicago Tribune article, which appeared in the same edition of the newspaper as did the bike auction information, was featured in the "Midweek Business Report" section of the paper



AUCTIONEER ALBERT PALETZ solicits bids on one of the many 10-speed bicycles up for sale at the Chicago Police Department's bike auction. (Photo courtesy of the Chicago Tribune.)

and under the heading, "People". The NAA auctioneer being featured was Michael M. Gordon, CAI, a well-known commercial and industrial auctioneer.

Portions of the article, written by Joseph Winski, (reprinted, courtesy of the *Chicago Tribune*) follow:

#### His Specialty: Selling tired assets for high price

"Are you wondering what to do with those tired assets — your rusting machinery yearning to be greased, your forgotten factories?

"Give them to Michael M. Gordon, and he'll sell them for 5 per cent of the gross, plus expenses.

"At least 5 per cent,' Gordon says. 'You can sell yourself cheap, you know.'

"But I tell people with something to sell, 'Let it go, let us turn it loose in a crowd — we'll get you a price'."

"Michael M. Gordon, president of Chicago-based American Auction Associates, Inc., specializes in getting a price. He is a commercial and industrial auctioneer and is rated among the best at finding buyers for your widget factory or bankrupt restaurant.

"Gordon offers a complete package. He and his 15 employees will prepare the premises for sale, do all the advertising and promotion, conduct the sale, and supervise the removal of equipment for the buyers after the sale.

"Getting the right buyers is the key, Gordon believes. 'A lot of the real old-timers don't think so,' he said. 'They rely on their regulars, people who follow them to every auction, mostly guys who are buying stuff to resell.'

"We're after the ultimate user. So if we're selling a plastics plant, for example, we advertise in Modern Plastics, and in the Green Sheet out East."

"Gordon also floods the trade with brochures. For the Good Humor sale (auction sale of a Good Humor factory in westside Chicago, held in October,



# Western

college of auctioneering

1948-1978 — 30 Years

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

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

*We Stress Quality — Not Quantity!*

*Smaller Classes — Large Results!*

WRITE:

# Western

college of auctioneering

Box 1458, Billings, MT 59103

Phone: 406 252-2565

## SAVE OVER 50% — ORDER DIRECT FROM FACTORY

16" HORSE HEAD  
HITCHING POST

SPECIAL PRICE \$6.90



15" BELL

Beautiful Clear Resonant Tone  
SPECIAL PRICE \$25.00



6 1/2" BELL

Clear Resonant Tone (Any  
Custom Design AVAILABLE  
for Imprint on Bell)

SPECIAL PRICE \$6.50

ALL THE ABOVE ARE MADE OF SILVER WHITE  
BRONZE ALUMINUM ALLOY (3 TIMES  
STRONGER THAN CAST IRON)

### VALLEY FORGE FOUNDRY

Box 68, Horicon, WI 53032  
Phone: 414 887-7881

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

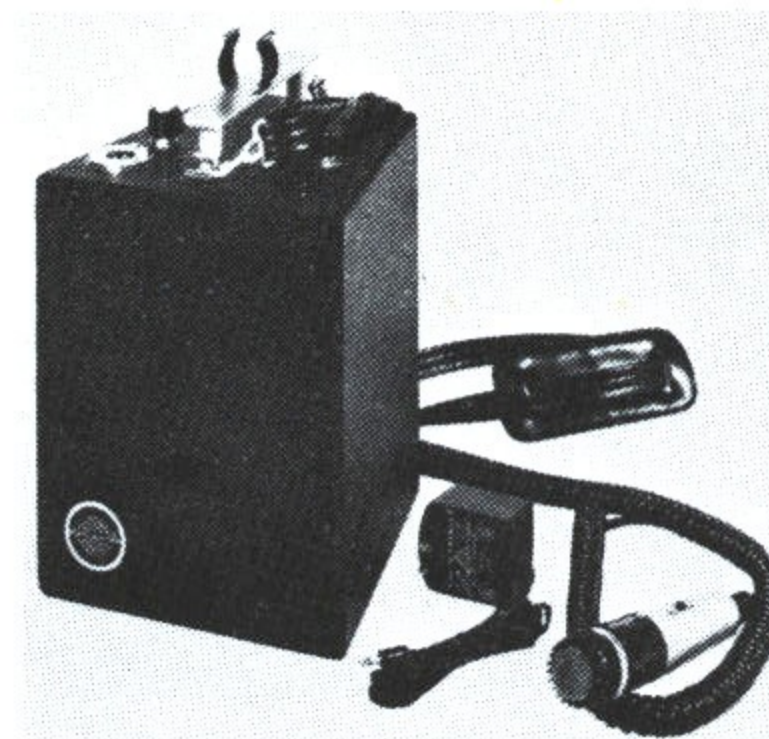
PLEASE SEND ME THE FOLLOWING:

As Displayed  
at the 1978  
NAA Convention

15" BELL — AMOUNT \_\_\_\_\_

HORSE HEAD — AMOUNT \_\_\_\_\_

6 1/2" BELL — AMOUNT \_\_\_\_\_



**NEW**

**RECHARGEABLE**

Yes, you can now enjoy the ease and convenience of the all-new Model 16R Voice Projector. This unit replaces the Model 18, which has given such dependable service over the years. The Model 16R comes equipped with a top-quality Primo microphone, 16' coil microphone cord, shoulder strap, and in-put and out-put jacks for recording your sale or playing music through the unit. The rechargeable power pack is good for a thousand charges so you can forget replacing batteries now. Price: only \$295.

Many top auctioneers across the country believe that Voice Projector products are the best on the market. They prove their confidence by buying and using them with pride, pleasure, and profit. The Model 16R will save you money and make you money.

We also have the new Model 15 (powered by nine "C" batteries — not included) and the Model 16 (powered by nine "D" batteries — not included). They are priced at \$195 and \$245 respectively.

Order your choice today!

COL. ROBERT S. MILLER  
MEMBER



INDIANA COLLEGE  
OF AUCTIONEERING



8846 Holliday Drive, Indianapolis, IN 46260  
317-844-1088 (Evenings) — 317-873-4601 (Days)

## LEARN AUCTIONEERING



EST. 1965

**PLAN NOW  
TO ENROLL FOR  
NEXT TERM**

**At The**

## FLORIDA AUCTION SCHOOL

Classes are held three terms each year

**MARCH • JULY • OCTOBER**

ATTEND 2 WEEKS INTENSIVE TRAINING  
IN ALL PHASES OF THIS RESPECTED AND  
HIGHLY PROFITABLE PROFESSION

**SEND FOR FREE CATALOG**

Write or call for information today



MAX HUEBNER, MEMBER



**FLORIDA AUCTION SCHOOL**  
P.O. Box 1444 • PHONE: (904) 732-6991  
**OCALA, FLORIDA**



1978), he sent out 12,000 circulars to South America, Central America and Canada as well as throughout the U.S. He put an ad in the Wall Street Journal and the Chicago Tribune.

"He looks for users because they will pay more than dealers who are buying for resale. You can spot the speculator, Gordon says; he's the one who makes a horizontal cutting motion with the hand that mean's he's offering half the price sought by the auctioneer. 'I ask them what that means,' Gordon says.

"More than 200 people showed up at the Good Humor auction, most of them users. Among the last to arrive is Gordon; he's in a tailored dark-blue, powder blue shirt and soft black loafers.

"Mingling with the crowd, he chats amiably, When he climbs to his seat on a wheeled platform, he becomes lord of the auction.

Gordon is one of the first industrial auctioneers to use bid takers in the crowd. 'You get some timid bidders,' he says. 'I instruct my men to watch for them. We slow down for the timid.' "

The article also used a reference by C. P. "Terry" Dunning, NAA past president and current director:

" 'Mike's forte is his business sense,' says Terry Dunning, owner of Dunning's Auction Service in Elgin. 'He knows how to bring people in, how to organize an auction so it runs smoothly, and how to adjust to his buyers.' "

The article concluded with a comment by Michael Gordon: "I love the business. I hope when I go I'm up there on the stand taking a bid, and I don't even know what happened."

Appreciation is being shown to the *Chicago Tribune* for providing good publicity and information about the auction method of selling and for allowing THE AUCTIONEER magazine the opportunity to share with the NAA membership the manner in which both Albert Paletz and Michael Gordon were publicized.



*MICHAEL M. GORDON doing what he does best at the sale of a Good Humor plant. Do you have an out-dated factory or failed restaurant to sell? Gordon, head of American Auction Associates, can get your price. (Photo and cutline reprinted, courtesy of the Chicago Tribune.)*

*Superior*

## SCHOOL OF AUCTIONEERING

**"A Very Select School"**

If you miss our next term, it will be SIX MONTHS before you have another opportunity to attend SUPERIOR. A term only lasts two (2) weeks. YOUR EDUCATION IS FOR A LIFETIME. Doesn't it make sense to learn from TODAY'S auctioneers? From the people who are selling many of the Nation's top sales — not from someone who is not an auctioneer or not enough business, as an auctioneer, to keep him busy? He cannot tell YOU how to be a SUPERIOR auctioneer.

**SEND FOR OUR FREE CATALOG. YOU WILL KNOW US.**

**SUPERIOR SCHOOL OF AUCTIONEERING**

**P.O. Box 1281, Desk A, DECATUR, ILLINOIS 62525**

## Fur Auction Prices Remain High; December Auction Grosses \$61,000

The Northeastern Indiana Chapter (No. 7) of the Fur Takers of America sponsored a fur auction on December 16, 1978, at the Whitley County 4-H Center in Columbia City, Indiana and after NAA auctioneers Harvey C. Lambright, CAI (and NAA president) and Kirby L. Bollinger, CAI — both of the auction firm of Lewis & Lambright of LaGrange, Indiana — concluded the sale, the gross sales were near \$61,000.

Approximately 12 fur buyers attended the sale. The \$61,000 gross sales figure made this the largest fur auction (dollar volume) held in the area to date. The January, 1978 fur auction grossed in the vicinity of \$58,000, with several more lots of fur consigned then than there were during the December, 1978, auction.

The December prices were substantially higher, which raised the gross amount of the auction. The

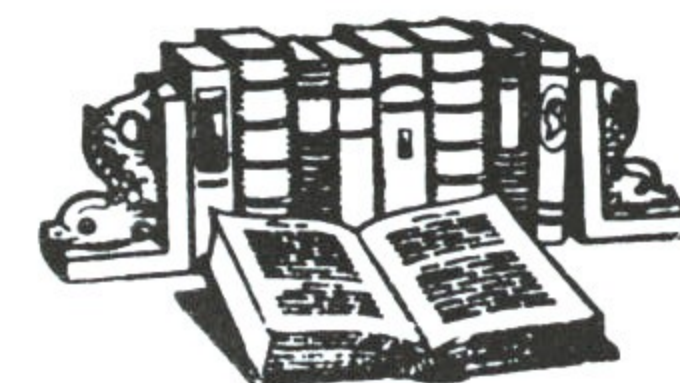




## Leslie Swainbank Antiques Inc.

Head Office-  
34 Church Rd, Roby, Nr. Liverpool, L36 9TD,  
Lancashire, England — Telephone 051-489 1142

U.S.A. Branch Office in Arizona — Call Mr. Ron Shapland:  
Phone: 602 944-8341



*World Wide Antique Exporters*

# CALLING ALL AUCTIONEERS

## ARE YOU LOOKING FOR FINE AUCTION SALE ANTIQUES?

### We Supply 40 Ft. Containers Direct From England

Consisting of 250 to 300 items of furniture, Rolltop Desks, Halltrees, Washstands, Bedroom Suites, Parlor Sets, Bric-A-Brac etc., etc.

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

**SAVE TIME: EXPENSIVE HOTEL BILLS: AIR FARES: PACKING CHARGES:**  
**OUR SHIPMENTS ARE EXPERTLY PACKED FREE OF CHARGE.**  
Saving at Least \$600 per Container Load:

WE OFFER THE FINEST QUALITY AT THE LOWEST PRICE THAT IS WHY, WE HAVE MANY SATISFIED CUSTOMERS WHO BUY ANTIQUES DIRECT FROM US, ON A REGULAR BASIS.

**PLEASE WRITE TODAY FOR AN OFFICIAL CONTAINER ORDER FORM**

SHIPMENTS AVAILABLE FROM \$5000 TO \$50,000.

Container full of **LEADED GLASS** available by request.

**WE HANDLE ALL PAPERWORK DOOR TO DOOR. FULL INSURANCE ALSO.**

## LESLIE SWAINBANK ANTIQUES LTD.

**Worldwide Antique Exporters**  
**Head Office 34 Church Road, Roby, Nr. Liverpool**  
**L36 9TD, Lancashire, England**

Call 051-489-1142 or 051-207-4312 or Our American Agent Mr. Ron Shapland at our Branch Office: P.O. 9249 N. 18th Drive, Phoenix, AZ 85021. Phone 602 944-8341.

**Ron Shapland: Oregon Licensed and Bonded Auctioneer**





*FUR AUCTION* prices were good in December, 1978 at the auction, sponsored by Northeastern Indiana Chapter No. 7 of the Fur Takers of America and conducted by NAA auctioneers Kirby Bollinger, CAI, and Harvey C. Lambright, CAI and NAA president. The gross sales figure was at an area record of near \$61,000.



January, 1979 auction is expected to command high prices also, according to all the present predictions.

Some of the top prices obtained in December included red fox pelts as high as \$84 each and grey fox pelts up to \$55 each. Muskrat furs did not break any records at the auction, but did remain very strong with a high of \$6.25 per pelt.

Opossum and skunk pelts each topped out at \$7. Beaver were not available as the local season had just opened. Deer hides also were scarce. Deer hides are expected to make a much stronger appearance at the January auction.

Raccoon pelts reached an all time high of \$64 per pelt. Good, wild mink were topping the market from \$19 to \$29 per pelt.

Each winter season seems to be bringing larger fur auctions and higher prices. The auction method of marketing raw fur is relatively new in the Columbia City area and is just beginning to become popular. It has taken approximately six years for the fur auctions to become popular, but it appears they will be very popular for many years to come.

**Kirby L. Bollinger, CAI, Member  
National Auctioneers Association  
Howe, Indiana**

*A Report from Kruse . . .*

## **Newport Beach Car Auction Establishes Three Records**

Several cars sold for more than what has ever been paid for them at the sixth annual Southern California Collector Car Auction, which was held in Newport Beach, California, November 25 and 26. The auction with sales of \$780,000, was one of the most successful sales conducted this year by Kruse Classic Auctioneers of Auburn, Indiana.

The record-setting prices were \$17,800 for a 1959 Jaguar XK 150 roadster; \$17,500 for a red 1958 Cadillac Eldorado convertible, and \$15,000 for a completely restored Chevy Bel Air convertible.

Other high prices at the two-day event include \$40,500 for a gold 1976 Rolls-Royce in excellent condition; \$38,500 for a reconditioned 1969 Rolls-Royce with a complete mechanical overhaul, and \$33,500 for a "racing red" 1957 Ferrari with beautiful white upholstery.

More than 400 classic, antique, and special interest cars were sold at the auction. A restored 1955 Ford Thunderbird, once featured in Motor Trend magazine, sold for \$18,500; a silver 1977 reproduction of an Auburn roadster, for \$17,500, and a 1951 Jaguar Mark V convertible for \$13,000.

Over 3,000 people from 20 states attended the sale.

## **THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW**

**By RUSSELL KRUSE**

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

### **CHAPTER HEADINGS**

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

Price of book \$10.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. **WRITE:** Kruse Office: 305 South Union Street, Auburn, Indiana 46706.



## **New NAA Membership Pamphlet . . .**

### **NAA Membership Program's Goal is to Provide Added Funds to Association and Help Develop More and Better Services for NAA Auctioneers**

More and improved services to NAA Auctioneers is the goal of the membership program of the National Auctioneers Association. The new NAA membership pamphlet (inserted in this issue of THE AUCTIONEER magazine) is being distributed to each NAA Auctioneer in hopes he will use it to obtain a new, qualified member in the Association this year.

Numbers are not important, unless the new members are qualified auctioneers and those who will live up to the Code of Ethics of the National Auctioneers Association. However, it is estimated that there are many, many good auctioneers in business in the United States (and Canada), who will benefit from the services, which are now being offered and will be offered to the NAA members by the Association.

New members also can benefit the Association. New ideas, new methods and procedures and new life all are important aspects to association services. The overall goal of the NAA is to create a favorable image for the auction method of selling

real and personal property and to develop the NAA auctioneers into better business administrators.

Membership in the National Auctioneers Association is by invitation. No one is accepted unless he is sponsored by another NAA member in good standing. Therefore, it is highly important that the current members look for, talk to and ask the qualified auctioneers to join the NAA. Look for the auctioneer or auctioneers with whom you personally will enjoy being associated in your chosen profession.

The membership pamphlet offers information about the NAA — programs and services. These programs and services will be added to when funds are available and this is the reason for the recent increase in dues (from \$20 to \$30 per member per year) and the need to sign up qualified new members.

Remember, when the auction profession grows in dignity, so will your business and it takes a cooperative effort by everyone concerned to develop new services and new programs.

### **State Associations With Reciprocal Membership Agreements with the NAA**

Many State Associations have a reciprocal membership agreement with the National Auctioneers Association — to join one or the other, you must belong to both. These agreements were made after the board of directors of the State Associations approved the agreements and asked the NAA to support the membership reciprocity.

The majority of the State Associations, which currently offer reciprocity with the NAA will either collect both the NAA and State Association dues, or allow the NAA to collect both dues and return the State Associations' amounts to them after they are received in the NAA Office. A few State Associations have special qualifications to meet before membership in either the NAA or State Association is accepted.

Listed below are all states with membership reciprocity with the NAA and those, which have special membership requirements. This list is being submitted, to offer the NAA membership information in this regard. Shown also are the current dues amounts of the State Associations and the billing periods for each:

Colorado: \$10 — January	Montana: \$10 — April
Florida: \$25 — open	Nebraska: \$10 — July
Iowa: \$20 — January	Nevada: \$20 — July
Kansas: \$10 — July	Oregon: \$25 — open
Kentucky: \$10 — January	Wisconsin: \$15 — July.

**Use the attached NAA Membership pamphlet and hand it to a qualified auctioneer with whom you will be proud to be associated.**

The Tennessee Auctioneers Association also has a reciprocal agreement with the NAA, but any and all membership applications should go through the TAA Secretary, Hubert D. Songer, 1602 Jones Blvd., Murfreesboro, TN 37130. The annual dues of the TAA is \$10 and the billing month is July.

The Pennsylvania Auctioneers Association's reciprocal agreement, which was approved by the PAA membership several years ago, requires that any and all members of both the PAA and NAA go through the PAA Secretary, Clay Hess, RD 2, Collegeville, PA 19426. The amount of the annual PAA dues will be made available after contacting Secretary Hess, as well as the billing month.

Qualifications in both Pennsylvania and Tennessee include having an auctioneers license before the auctioneer is eligible to join the Association(s).

The NAA board of directors will review any and all requests for membership reciprocity by State Associations in the future. Additional information about membership requirements in the NAA can be obtained by writing the NAA Office, 135 Lakewood Drive, Lincoln, NE 68510.

**Harvey L. McCray, Executive Director  
National Auctioneers Association**



## **Congress Reviews IRS Ruling On Employee Individual Contractors**

**By Terry L. Evans, Chairman  
Legislative Committee  
Tennessee Auctioneers Association**

No matter how intensely we in the auction business work it seems that we can't avoid all of the potholes in the business road. This time the pothole is in the form of the Internal Revenue Service.

For the past several months the IRS has been auditing real estate brokers, truckers, insurance salespeople, auctioneers and the like to determine if they are actually employees or individual contractors. If they are in fact employees, then the firm must pay Social Security and unemployment taxes on income, and withhold Federal income taxes; if they are classed as individual "independent" contractors, they are responsible for these taxes themselves.

As you can see, for the IRS to determine that auctioneers are employees in the firms they serve means increased cost in overhead, additional book-keeping, and the need for higher fees to take up the slack. The hope for relief in our favor is in sight.

Congress decided to give these borderline professions a breather, at least for the time being. A new 1978 law forgives pre-1979 taxes assessed against firms by the IRS as long as there is a reasonable basis for treating employees as independent contractors. The law also prevents the IRS from

publishing any new rules or regulations on the status of independent contractors until 1980.

The burden of making sure the Congress enacts regulations that the auction profession can live with will be placed on the shoulders of the State Associations and the NAA to see that proper action is taken. Our efforts can mean the difference in the dollars that finally get in your pockets.

For now the whole issue is on "hold" until the 1979 Congress. It can be expected that the entire subject of the Independent Contractors vs. the IRS will be decided legislatively rather than by IRS rules. With the subject in the hands of the Congress, we can reasonably assume the laws promulgated by our elected officials need our influence and support.

There are measures that the auctioneers can take to help prove that their auctioneers work independently. One is to have a contract with your auction help and the second is to reinforce the contract with affidavits signed by the auctioneers. Sample contracts can be obtained by sending \$2.00 to Tennessee Auctioneers Legislative Committee, P.O. Box 190, Lawrenceburg, Tennessee 38464.

We hope that this information will be of value to all auctioneers, especially those who own their own firms. Your interest will ultimately mean the difference in the final outcome of this situation.

*Additional material on the IRS-Independent Contractor subject has been submitted to THE AUCTIONEER magazine and will be featured in a subsequent issue.*

# **Nashville Auction School**

**Nashville, Tenn.**

**THE NATIONS FINEST SCHOOL**

**WE HOLD SIX TERMS EACH YEAR**

**ONE JUST FOR EVERYONE**

**WRITE FOR OUR FREE CATALOG**

**NASHVILLE AUCTION  
SCHOOL**

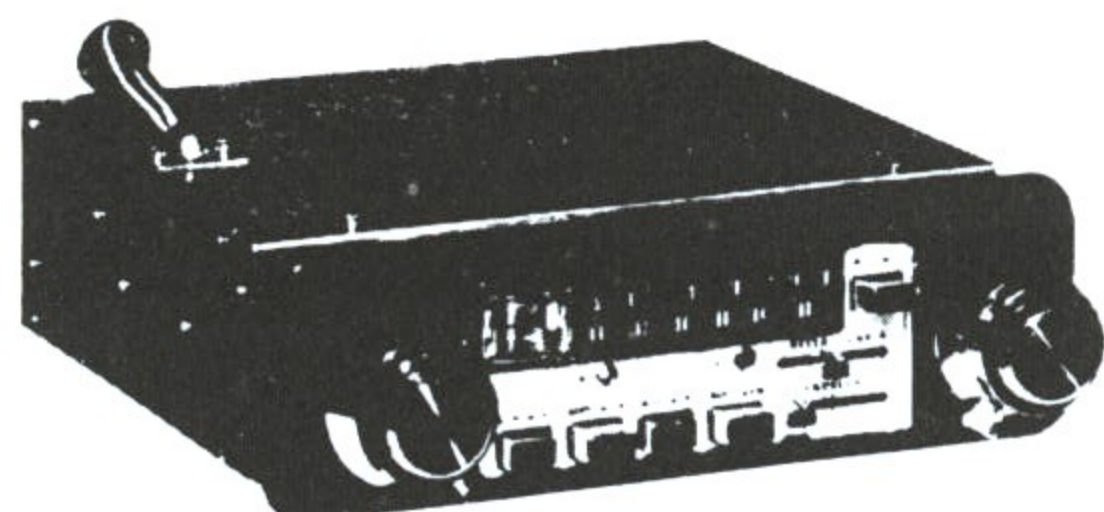
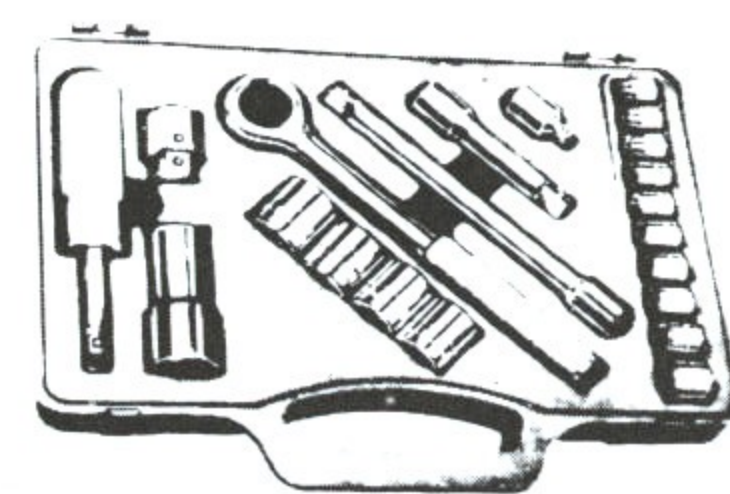
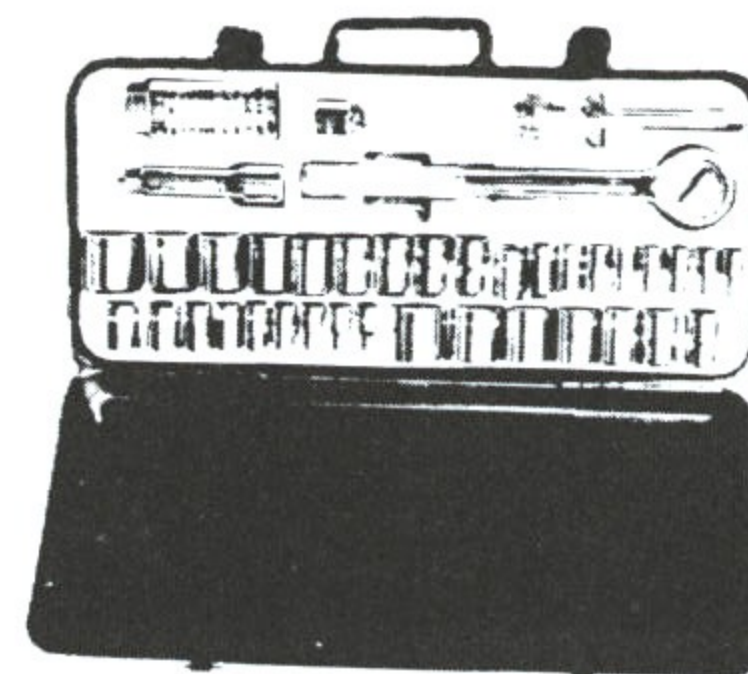
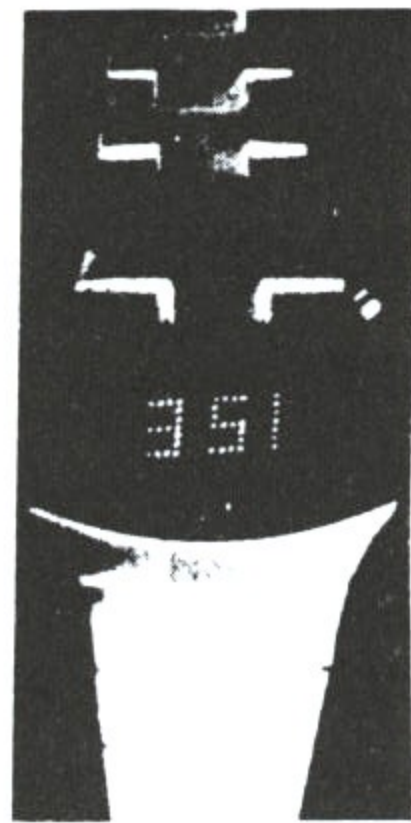
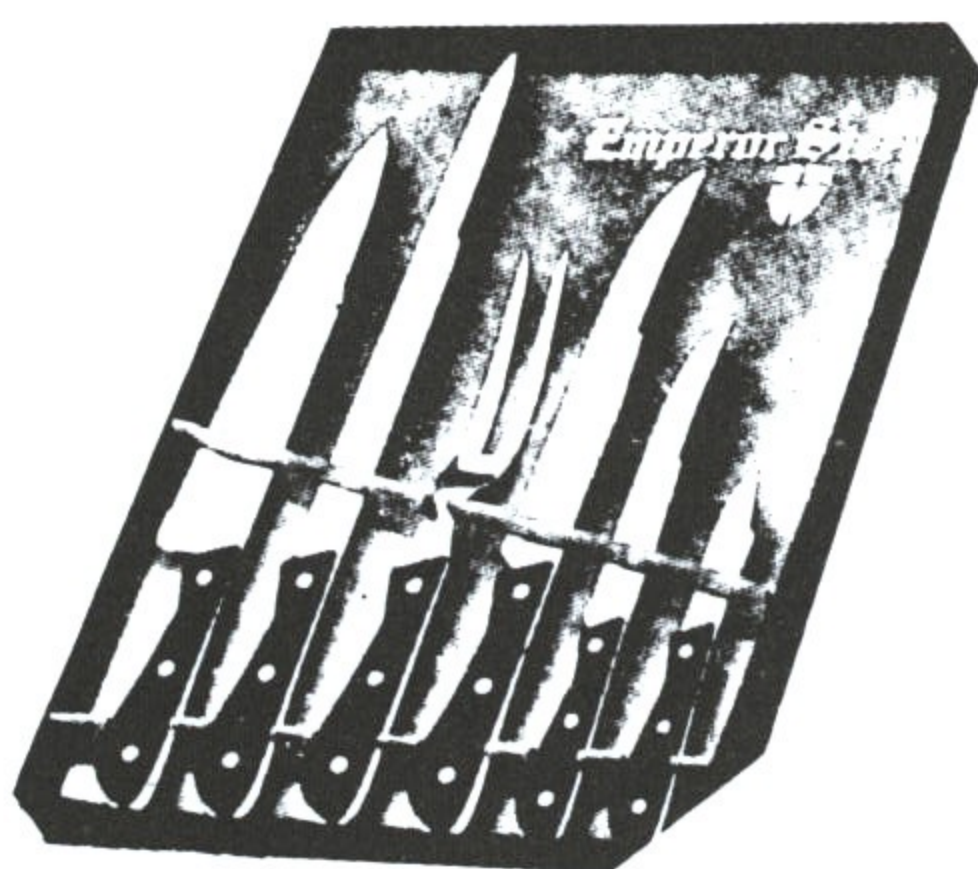
**P.O. BOX 190, LAWRENCEBURG, TENNESSEE 38464**

**THE SCHOOL IS HELD IN MUSIC CITY USA**

**HOME OF THE GRAND OLE OPRY**

**NASHVILLE, TENNESSEE**





# Frieder's

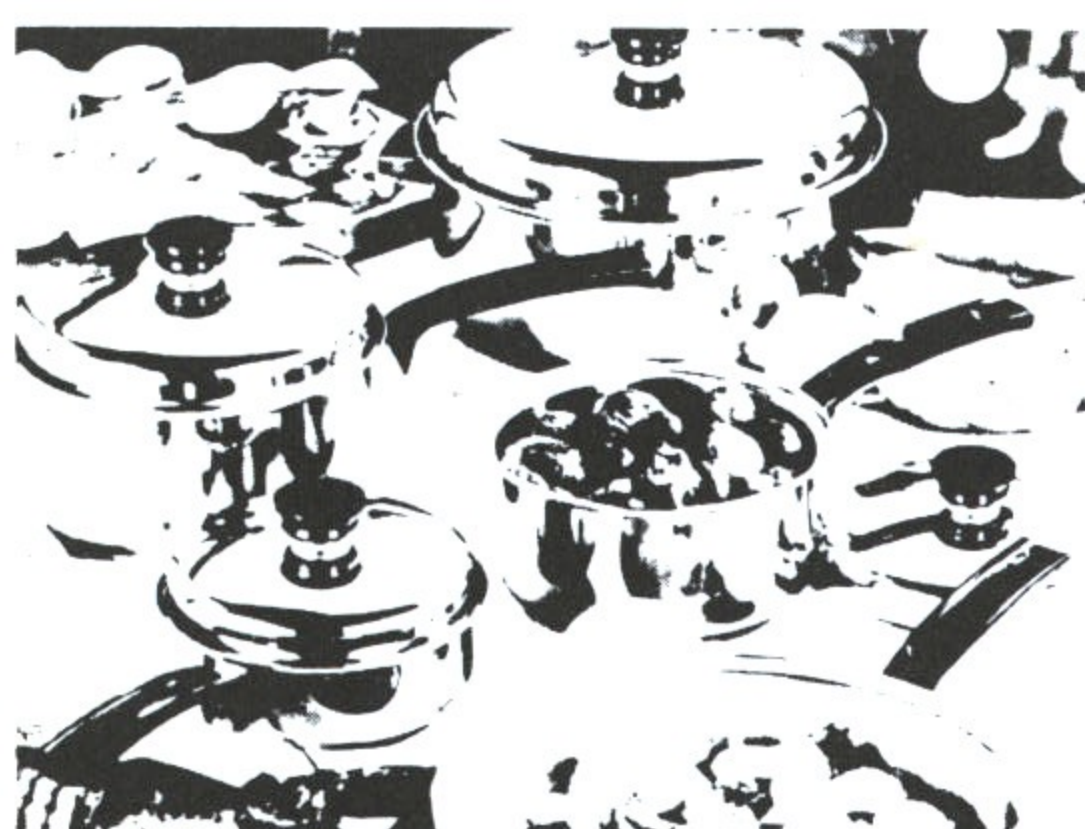
2553 Superior Avenue  
Cleveland, Ohio 44114

Come in or call 781-6477, 781-6497

IMPORTERS of TOOLS & ELECTRONICS  
WATCHES & GENERAL MERCHANDISE

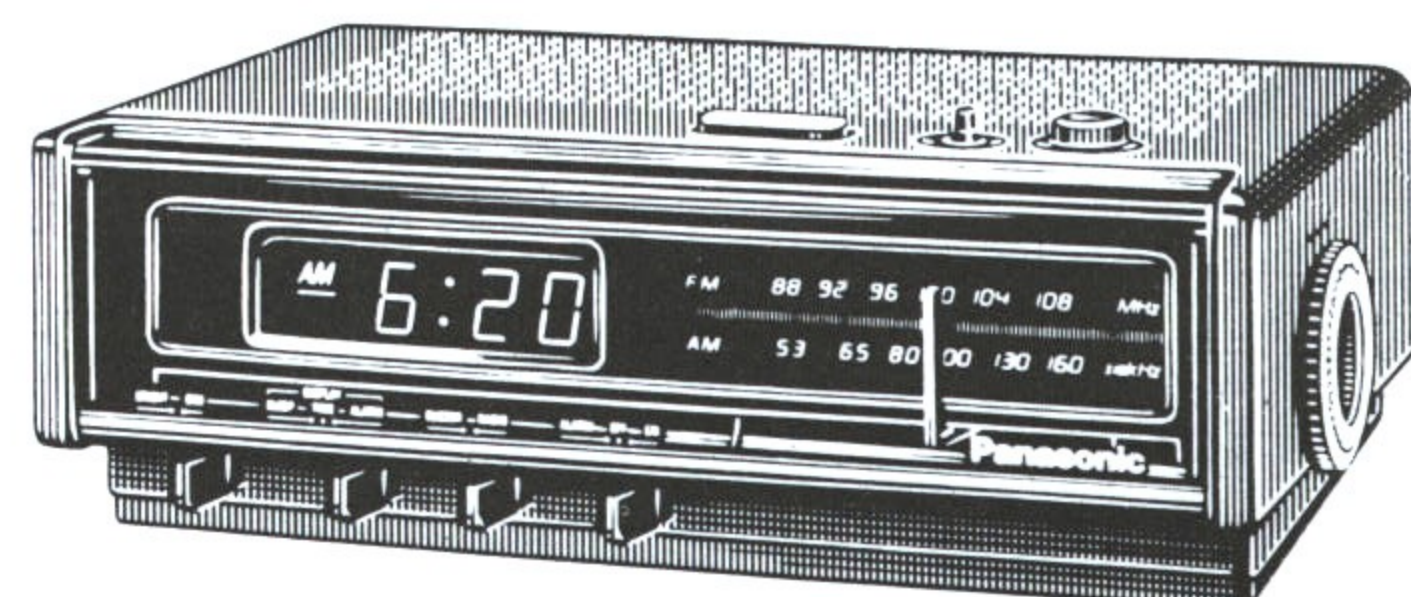
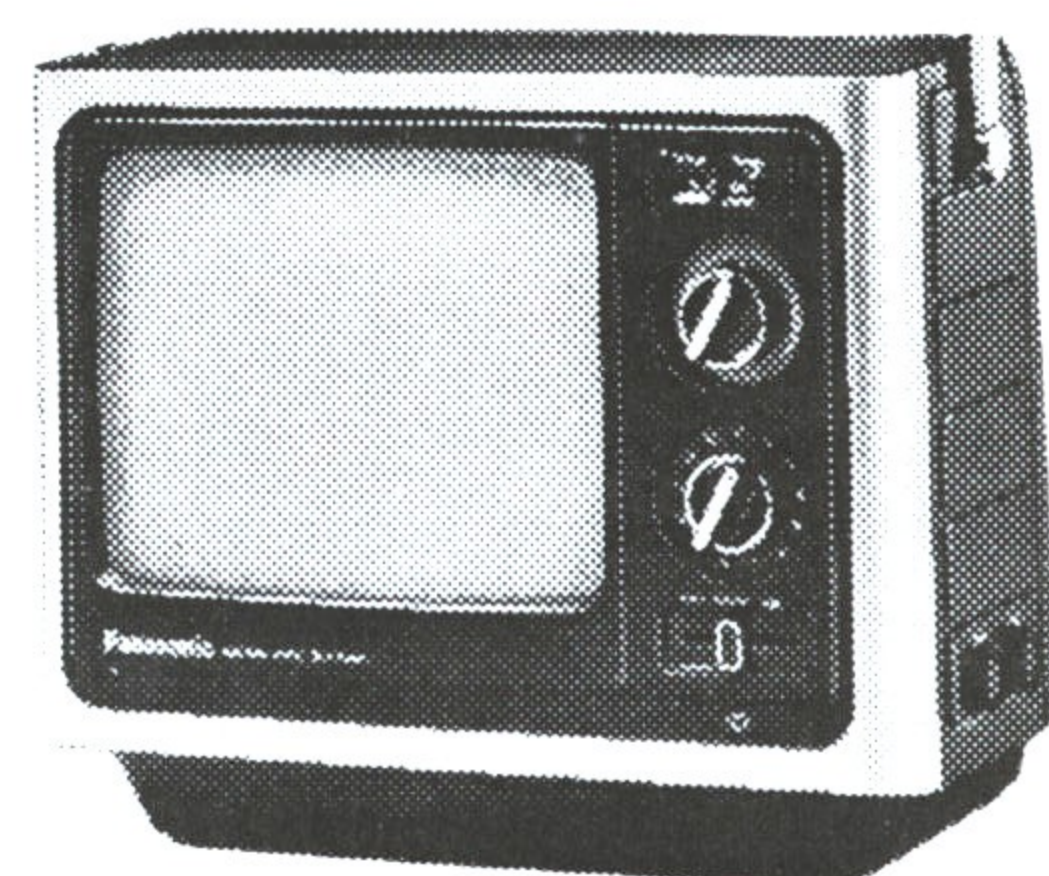


Closeout Merchandise Buyers.  
Suppliers to the Auction Trade  
of Promotional & Nationally  
Advertised Merchandise such as  
PANASONIC, MIDLAND, SHARP, SONY,  
KRACO, MECCA, SPARKOMATIC,  
BETAMAX, TEABERRY, ROYCE, COLT,  
REGENT, PROCTOR SILEX, MCGRAW-  
EDISON, plus many others.

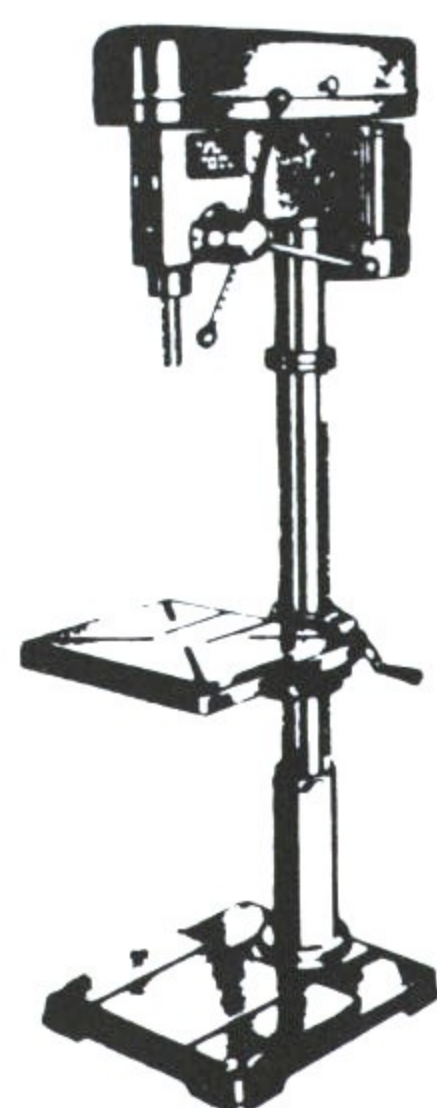


7 Pc. Stainless Copper-Clad

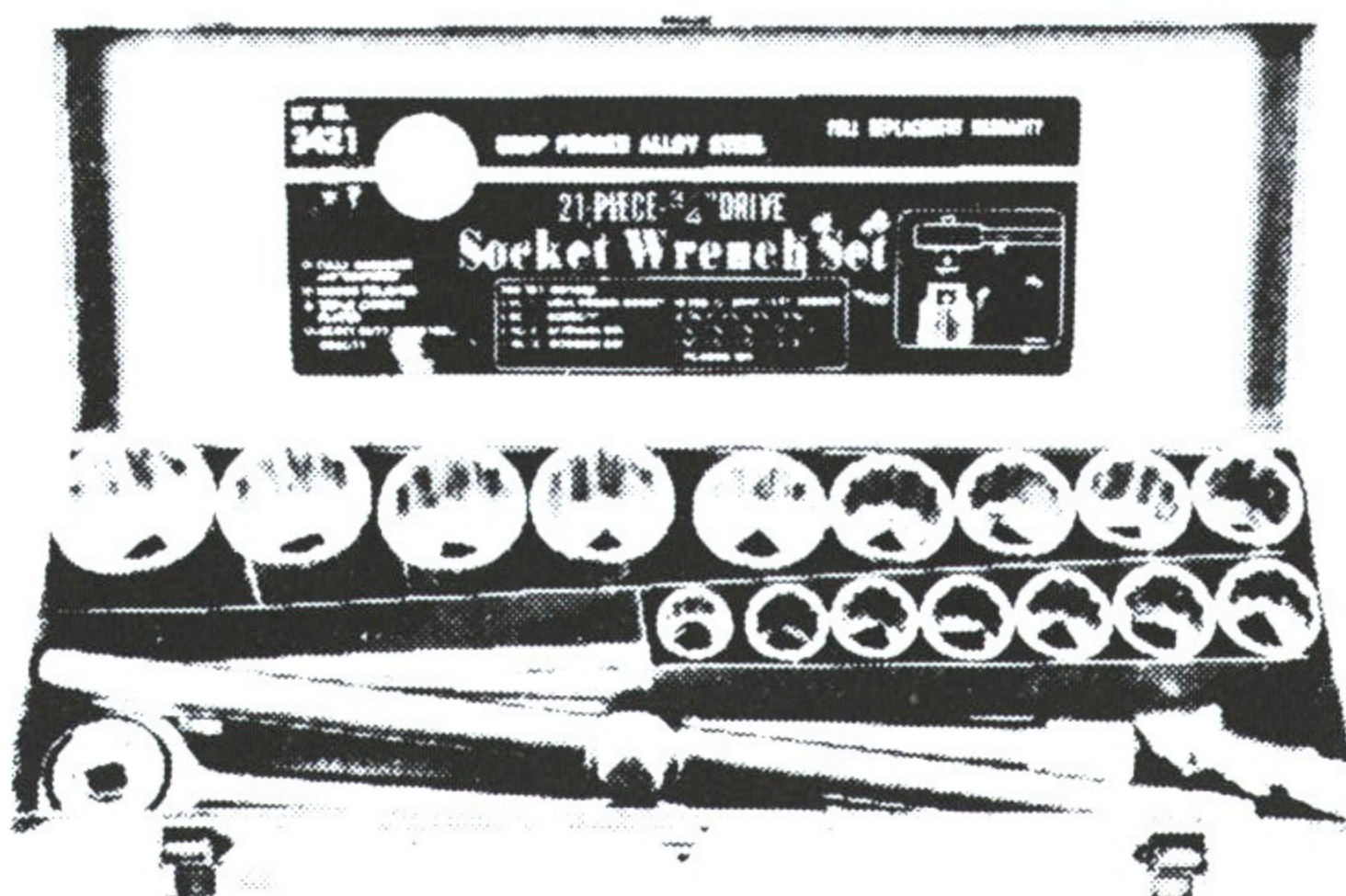
We import tools directly from our  
overseas manufacturers. Items  
such as; socket sets, wrench sets,  
5 speed drill presses, bench  
grinders, mallet sets, screwdriver  
sets, heavy duty vises, etc. Direct  
importing enables us to offer  
the lowest prices possible.  
Visit our showrooms and inspect  
our quality merchandise ready  
in our 48,000 sq. ft. warehouse  
for fast pickup or delivery.  
Serving the Auctioneer Trade  
for 31 years.



**FRIEDER, INC.** WHOLESALE  
2553 Superior Avenue ONLY  
Cleveland, Ohio 44114



#12DB5  
1/2" Chuck  
1/2HP Motor





## Dear Ladies:

I would like to begin by wishing everyone a happy and prosperous New Year! We have had a pleasant and relaxing holiday season, including a couple of snowfalls and unusually cold weather for Oregon. However, it is time now to get back to work, to begin laying groundwork for achieving our 1979 goals — and to prepare the "inevitable" taxes.

In the past couple of months we have completed the remodeling of our office making for a much better working atmosphere and improved image we reflect to our clients, not to mention how neatness and organization promote efficiency. So, 1979 already looks as if it will be a great year!

Looking back at 1978, our whole family will relish the memories of Boston for years to come. For a week after the convention we visited in the New England States and revisited our favorites that were included in the convention tours. We also re-acquainted ourselves with relatives in Connecticut whom we haven't seen for over 15 years and were extremely happy when they came to join us in Oregon this Christmas.

Oregon auctioneers and their ladies and guests were recently treated to a slide presentation of the Boston Convention activities by Helen Wood of Roseburg, OR. I cannot help but feel that Oregon auctioneers will not want to miss the next convention in Denver. We are looking forward to it and to seeing again the many friends we have made.

**Mrs. Rick (Donna) Lang, Historian  
Silverton, Oregon**


**Just Off The Press! (4th Edition)**

almost 4,000 proven

## BID GETTERS

SAYINGS, QUIPS, LAUGHS, BITS, Etc.

a veritable goldmine



For AUCTIONEER  
PEDIGREE  
RINGM  
AD WR  
FIEI  
AUCTION  
ST  
SAI


by **Earl D. Wisard**  
auctioneer  
R. 1, Dundee, Ohio

**2**

## Auction AIDDS

FOR THE PRICE OF 1

## 52 BASIC AUCTION CHANTS



**BID GETTERS (4th Edition) — Revised, Enlarged, Improved**

Is a 160-page book loaded with sayings, quips, laughs, ribs, banter, bits, etc., mostly one-liners, collected from 100's of auctioneers all over the U.S. and Canada during a 53-year period. **BID GETTERS AND AUCTION CHANTS ARE WRITTEN TO:**

1. Get more AIDD — Attention, Interest, Desire, Decision;
2. Increase your ability to persuade, cajole, exhort or otherwise promote bidding.

"We find the books very useful and a big help in training auctioneers!" — Mendenhall School of Auctioneering, High Point, North Carolina.

"I am on my second copy of Bid Getters — a fine collection!" — Thomas Dreibelis, State College, Pennsylvania.

"Excellent books! Most pleased with both." — Ray Williams, El Sobrante, California.

"I feel that no auctioneer should be without Bid Getters. Send another copy." — Edsel Edwards, Sandy Level, Virginia.

Included at no extra charge a 12-page booklet (copyright 1976) entitled "AUCTION CHANTS". 52 basic chants. Improve your present chant or develop a new one. The price of the booklet, if ordered separately, is \$5.00. BID GETTERS sells at \$10.00 postpaid, check, money order or C.O.D. **Order from Earl.**

**by Earl D. Wisard, Auctioneer  
R. 1, Dundee, Ohio 44624**

## The Ladies Auxiliary To The National Auctioneers Association 1978-79 Officers

### PRESIDENT:

**Mrs. Walter (Ruby) Hartman**, 12008 South St., Rt. 122, Camden, Ohio 45311. Phone: 513 787-3211

### 1ST VICE PRESIDENT:

**Mrs. Leland (Irene) Dudley**, Route 4, Hampton, Iowa 50441. Phone: 515 456-4284

### 2ND VICE PRESIDENT:

**Mrs. Charles (Glenda) Johnson**, P.O. Box 46, Sevierville, Tennessee 37862. Phone: 615 453-8417

### SECRETARY-TREASURER:

**Mrs. Ken (Marian) Barnicle**, 5423 Blueberry Dr., Lakeland, Florida 33803. Phone: 813 644-3804

### HISTORIAN:

**Mrs. Rick (Donna) Lang**, P.O. Box 255, Silverton, Oregon 97381. Phone: 503 873-5289

### Directors

#### TERMS EXPIRING 1981

**Mrs. Wylie (Joan) Rittenhouse**, 9 Derrick Avenue, Uniontown, Pennsylvania 15401. Phone: 412 438-0581

**Mrs. Charles (Alice) Connour**, 9770 Wisterwood, Dallas, Texas 76238. Phone: 214 348-2838

**Mrs. Rex (Naomi) Newcom**, P.O. Box 458, Whitewater, Kansas 67154. Phone: 316 799-2278

#### TERMS EXPIRING 1980

**Mrs. Martin (Brenda) Higgenbotham**, 1702 Edgewood Drive, Lakeland, Florida 33803. Phone: 813 688-6094

**Mrs. Forrest (Betty Jo) Mendenhall**, Route 5, Box 395, High Point, North Carolina 27263. Phone: 919 887-1165

**Mrs. Harvey (Pat) Lambright**, 112 N. Detroit St., LaGrange, Indiana 46761. Phone: 219 463-2012

**Mrs. Bob (Ann) Williams**, P.O. Box 183, Arlington, Washington 98223. Phone: 206 435-3608

#### TERMS EXPIRING 1979

**Mrs. Don (Eileen) Standen**, 38146 Sugar Ridge Rd., North Ridgeville, Ohio 44035. Phone: 216 327-8141

**Mrs. Walter (Marie) Flatow**, R.D. Box 125, Waterbury Center, Vermont 05677. Phone: 802 244-8817

**Mrs. Edwin (Patsy) Fulkerson**, R. 4, Box 232, Jonesboro, Tennessee 37659. Phone: 615 282-1236

## NALLOA Becomes Official! Receives Incorporation Papers

NALLOA — the National Auction License Law Officials Association — has become a not-for-profit corporation in the State of Nebraska. NALLOA president John L. Friedersdorf, Franklin, Indiana, and the NALLOA board of directors completed all of the necessary requirements to have incorporation papers submitted to the Nebraska Secretary of State and the legal requirements have been satisfied.

NALLOA was formed by representatives of those states, which require auction/auctioneers license laws and it is hoped that the organization will be valuable to all auctioneers who need information about the license laws in the states with NALLOA representation.

The purpose of the NALLOA organization, as explained by NAA member Friedersdorf, and as stated in the papers of incorporation (Article III of the Articles of Incorporation), are:



- a. Continued protection to the public, consisting of both consumer protection and client protection;
- b. Improved communications between states, which have auction license laws, for the purpose of upgrading the auctioneering profession;
- c. Encouraging and implementing reciprocal agreements between states with auction license laws.

Two meetings were held by the NALLOA board of directors during the 1978 NAA Boston Convention. During the first meeting, held on Thursday, July 20, discussion was held on the opportunity to incorporate and a review of the by-laws was made. Several matters affecting the procedure of incorporation were discussed as well as amendments to the NALLOA by-laws.

Officers of NALLOA include John Friedersdorf, president, Indiana; Glenn Webb, vice president, Tennessee; and Charles Switzer, secretary-treasurer, Kentucky.

Attending the meeting were Helen Wood of Oregon; Pete Stewart of Pennsylvania; Hugh Miller of Indiana; Gary Day of Oregon and C. W. Bordon, Kentucky. Others may have been present, but their names were not included in the meeting minutes.

Tom Battle of Indiana University discussed auction examinations as used by the Indiana Board of Auctioneers. He made an explanation of the latest revisions and formats for the examination and questions were answered by him in regards to auction license examinations.

On Friday, July 21, a second meeting of NALLOA was held and this one was open to those attending

## **BRITTEN AUCTION ACADEMY**

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

Approved by Texas Education Agency

***The School of Distinction***

the NAA Convention. NALLOA representatives shared the states' methods of testing, issuance of licenses, reciprocal agreements with other states, and general rules and regulations.

Representatives of several states showed interest in having good license laws adopted in their states and NALLOA representatives offered their assistance. Many suggestions were given from those with license laws and each state having some variance in their laws were of great help to those attempting to obtain licensure.

Twenty-eight states were represented and 68 individuals were in attendance at the second NALLOA meeting. Interest was greater than the size of the room, which is an indication of the interest being shown to NALLOA and the assistance NALLOA representatives can offer those auctioneers who are interested in having legislation passed, which will benefit the auction business and the general public. A request has been made to have a larger room available for the Friday (July 13) meeting at the Denver NAA Convention to allow more auctioneers talk with the NALLOA representatives.

## **IF YOU WANT QUANTITY AND QUALITY IN NEW ENGLAND... YOU WANT THE BOSTON GLOBE!**

**You're an auction advertiser. Naturally, you want big crowds with big dollars.**

**And in New England, if you want numbers, we have them!**

- ☐ 670,000 circulation Sunday;
- ☐ 480,000 circulation daily;\*
- ☐ 1,500,000 readers every issue.

**And if you want quality, we have that, too!**

- ☐ 80% coverage of Boston households earning \$20,000-\$25,000/year
- ☐ 89% coverage of households earning \$25,000+/year
- ☐ 85% coverage of households with professional/managerial heads
- ☐ 87% coverage of households with college-educated heads\*\*

**We have what you want . . . The Boston Globe.**

**The Boston Globe**

Boston, Mass. 02107

\*As submitted to ABC, 9/30/78

\*\*Profile Boston, Year 1977, SMSA, Sunday coverage figures, Carl J. Nelson Research, Inc., Chicago



## Entire Sawmill Town Sold At Auction By NAA Member Trageser and Associates

Vern Trageser, industrial auctioneer, who was assisted by Brian Trageser and Ronnie Pelletier of New Hampshire sold out the Moose River Lumber Co. and the town of Holeb, Maine on October 28, 1978. Everything was sold right down to the camp blankets and cots used by the loggers in the bunkhouses.

The restaurant, equipped to feed up to 200 people, also was sold out. The restaurant served its last meal to the more than 500 people who were in attendance at the sale. Bidders and prospective buyers attended from approximately seven states and Canada.

Many French Canadians attended the sale and as the auctioneers chanted, and the ringmen yelled, the mill superintendent, with a bad case of stage fright, translated the bidding into French. The bidding on the big Cat generators was lively and two of the generators were sold to Canadians. One stipulation was that none of the six generators could be removed until the sale was over as this was the source of power for the town.

The day dawned cold and damp and a trace of snow laid on the roof tops. The sawmill town is located back into the woods, a good long 18 miles from



*BRIAN TRAGESER calls for the bids while Vern Trageser (right) checks his material (left) and Ronnie Pelletier — all NAA members — serves as ringman during the auction of sawmill equipment in Holeb, Maine. Bidders attended from seven U.S. states and Canada to see the entire town of Holeb sold at auction.*

the main highway. As the sale moved along the crowd moved and changed according to what was being sold.

At 11:00 a.m. the sawmill was run and demonstrated for the lumbermen interested in this type of equipment. The hunters in most cases after looking over the various buildings and houses for sale (some were being sold for salvage removal) settled down in the building they were interested in bidding on for a hunting and fishing camp. The area is noted for this and the hundreds of lakes in the area are dotted with camps.

It is not unusual to see moose walking around, as they are protected and seem to sense it. On sev-



*NAA AUCTIONEERS Vern Trageser and Ronnie Pelletier search for bidders of the Cat generators, sold during the "closeout auction" of the Moose River Lumber Co. and the town of Holeb, Maine. The man between the two auctioneers was the sawmill superintendent, who translated the bids into French for the many French Canadians, who attended the auction and later bought two of the generators.*

eral occasions, when the men were driving in and out and setting up the sale, they drove by moose feeding along the edge of the roadway.

It was a very interesting and varied type sale as is the case lately. The equipment sold well for record high prices. Ronnie Pelletier was one of the hosts at the Boston Clambake Convention and he was one of the New England hosts who helped provide a very successful fun auction at the 1978 Convention.

Vern Trageser and crew left Maine the following Sunday morning on their way to Pennsylvania for another sawmill sale. The firm specializes in selling and appraising machinery and industrial sales.

*EDITOR'S NOTE: Accompanying the above article about the sale of the entire town of Holeb, Maine and the Moose River Lumber Company by Vern Trageser was a copy of the article, which appeared in the NORTHERN LOGGER AND TIMBER PROCESSOR magazine. Though highly interesting, space will not allow the reprinting of the article, which described how Holeb, Maine was developed and some of the activities for which the sawmill activities are noted.*



*RONNIE PELLETIER calls for the bids as Brian Trageser serves as his ring man during the auction of one of the camp buildings, which was sold during the Maine auction. Several sportsmen attended the sale of the lumber town of Holeb, hoping to buy the houses for their recreational activities.*



# Charlie Gay's



# DEALER AUCTION

## Every MONDAY 10 A.M.

**2550 Shorter Avenue (Ga. Hwy 20 West)**

**ROME, GEORGIA**

PHONE (404) 234-5946

PHONE (404) 232-9174

This is an absolute auction and is for the Disposal of Bankrupt Goods - Overruns - Dead Stock - Unclaimed Freight - Salvage - Import Goods - etc.

**ALL NEW MERCHANDISE SOLD — LARGE AND SMALL LOTS**

**NO JUNK**

### **NOTICE**

*We now have a complete stock of 8 TRACK STEREO TAPES For Sale. Original Artists and Soundalikes - Country Western - Gospel - Pop - Rock Soul - Bluegrass All Guaranteed - All Legal. \$1.10 Each*

---

**10 PERCENT COMMISSION CHARGED ON ALL SALES ON PREMISES**

---

**Terms of Payment: Cash or Certified Check**

**We Act As Agents Only and Make No Guarantees Of Seller's Merchandise**

*For More Information Call Charlie Gay (404) 234-5946*

**GA. AUCTIONEER LICENSE NO. 129**



## San Antonio Auctioneer Sells \$1 Million Worth of Cattle

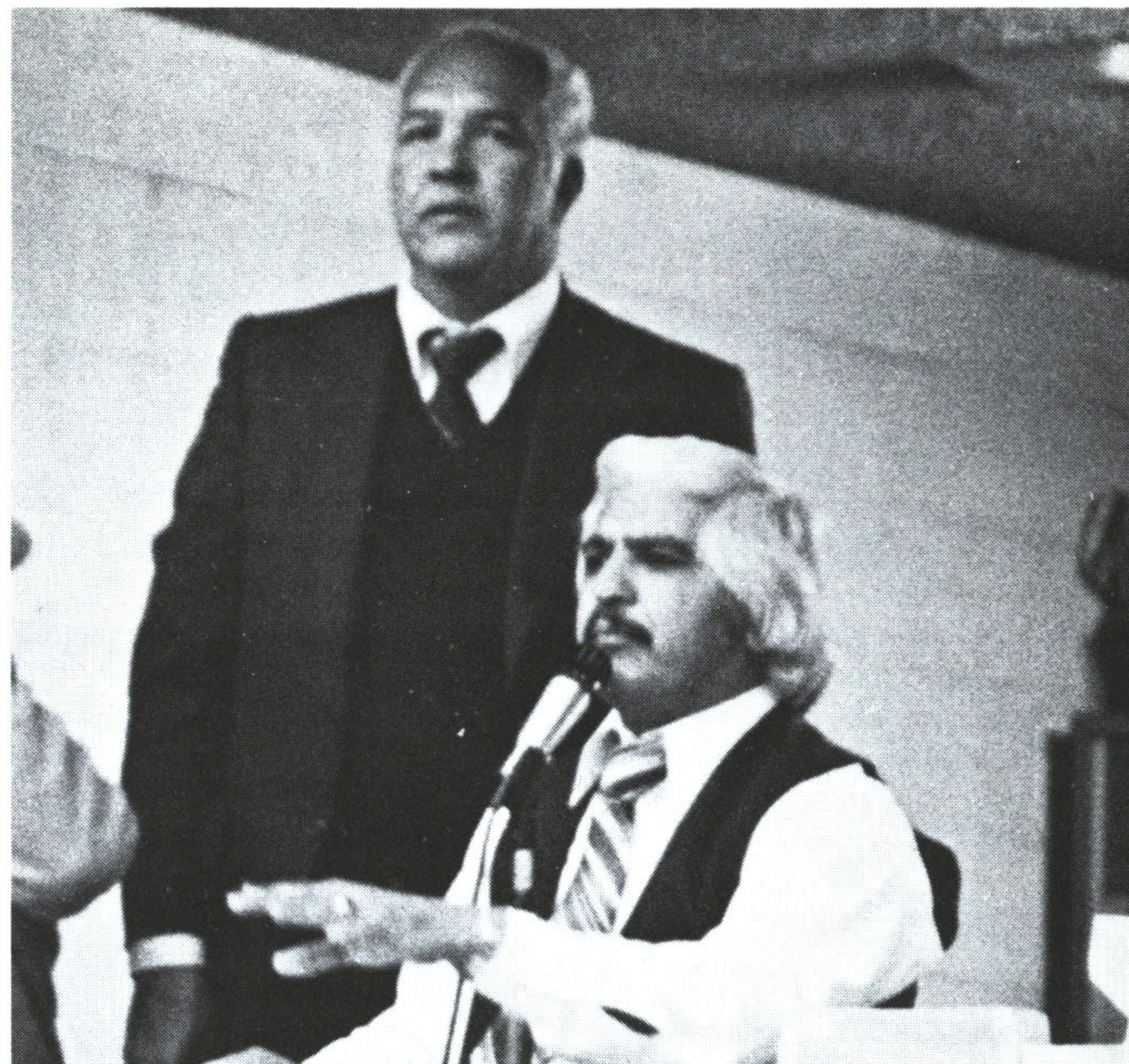
San Antonio, Texas auctioneer Ruben V. Reyes, brother to NAA member Humberto "Bert" V. Reyes, became the second auctioneer in history to sell more than \$1 million worth of cattle of one breed in less than four hours at the "Hill Country Brangus Association Sale", held on Saturday, December 9, 1978.

Bert Reyes, had sold more than \$1 million worth of Simmental cattle in less than four hours on February 2, 1974.

Ruben V. Reyes sold 104 bulls and 1,700 commercial heifers for a total of \$1,107,000. The average price for the 104 bulls was \$2,620 and the total figure was \$271,000.

The 1,700 commercial heifers sold in lots of 10 and 20, brought \$836,000.

One of the coldest days of this season didn't stop buyers from crowding the auction area where there was standing room as the annual Hill Country Bull Sale proved to be the highest selling range bull sale in the history of the breed.



*RUBEN V. REYES, brother to NAA member Humberto "Bert" V. Reyes (standing) at work selling more than \$1 million worth of cattle of one breed.*

## Virginia Real Estate Auctioneers Association Is Incorporated; 26 Members Join New Group

The State Corporation Commission of Virginia has issued a charter of incorporation to the recently organized Virginia Real Estate Auction Association. Twenty-six members form the Association and the members represent most areas in Virginia.

The newly elected officers include NAA members Stanley King of Wytheville, president; Stephen Sheets of Roanoke, vice president; and Earl Bland of Cave, secretary-treasurer.

Eligibility for membership is determined by interest in selling real estate at auction and holding brokers or salesman's license from the Virginia Real Estate Commission.

The purpose of the corporation is to upgrade the real estate auction business in Virginia through education and cooperation; to try to solve the problems created by stringent sub-division laws and other related problems and fellowship among professionals of like interest.

More and more Virginians are turning to auction as a method of marketing real estate as, in most cases, it will bring a better price at auction than by any other method.

A case in point was a Tazewell County hill farm, which King-Bowen & Shewey (all members of the NAA) sold 139 acres for \$445,000 or \$3,200 per acre. Most of it was steep pasture land. Two fairly level

One neglected area, which the Association hopes to cultivate, is the sale of commercial and business property by auction.

**Earl Bland, Secretary-treasurer**  
**Virginia Real Estate Auction Association, Inc.**  
**P.O. Box 1074**  
**Harrisonburg, VA 22801**

## KWICK SALE CLERK SYSTEM Guarantee!

Try Kwick Klerk for THREE sales. If not completely satisfied, return unused portions for complete refund!

### COMPLETE AUCTION SALE SYSTEM \$35.00

This system supplies a receipt, check-out slip and a complete record of the sale with ONE WRITING! Allows several clerks to make settlements during the sale. Speedy, accurate and complete. No posting.

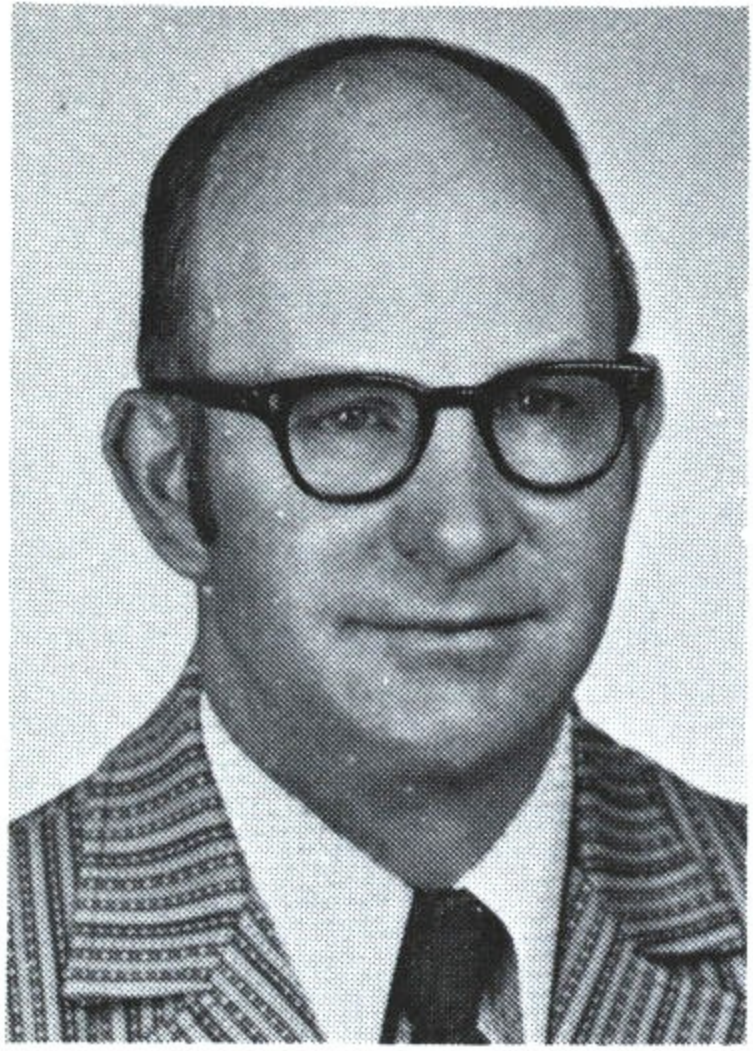
#### QUANTITY

- ( sheets) 4-Page Clerking Sheets — 10 tickets on a sheet \$19.00 for 100 sheets.
- ( sheets) 3-Page Clerking Sheets — 10 tickets on a sheet \$17.00 for 100 sheets.  
☐ right handed    ☐ left handed
- ( ) Name Imprint \$15.00 for one line each ticket regardless of number.
- ( ) Bidder Registration and Buyer Number Cards — 1000 or more \$20.00 per M. includes your imprint. (send copy) Disc. 5% 2M or more. 11x3 3/4"
- ( ) **Bidder Card Imprinter \$125.00**  
**(Uses plastic, embossed drivers license.)**

Here's the new modern way to clerk auction sales. One clerk or two clerks — Use names or numbers. Provides fast settlement, check-out, receipt and sales total on ONE sheet. Used by many successful auctioneers, auction barns and Bankers.

**714 Orchard, Northfield, Minn. 55057**  
**RUSH ORDERS 507-645-9833**



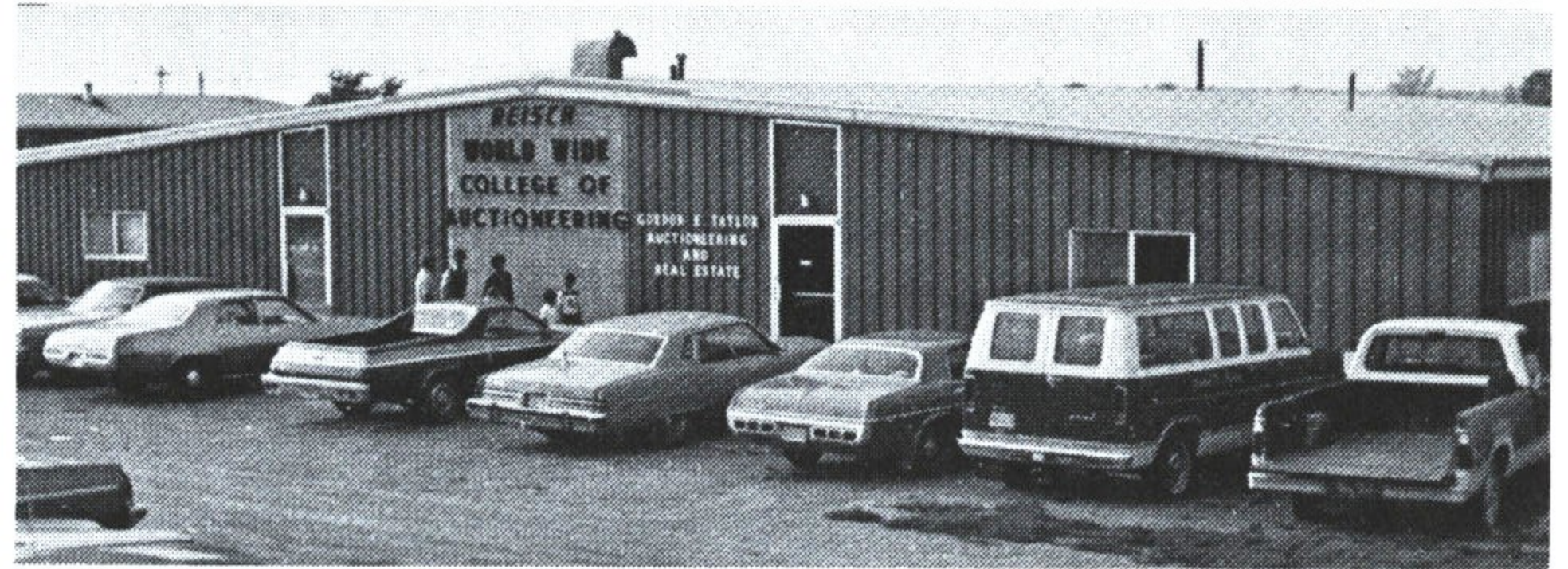


## REISCH WORLD WIDE COLLEGE OF AUCTIONEERING, INC.

**MAKE BIG MONEY • START  
YOUR NEW CAREER**

*22 of the nation's leading auction-  
eers show you how.*

**SEND FOR LARGE FREE CATA-  
LOG . . . I CAN HELP YOU!**

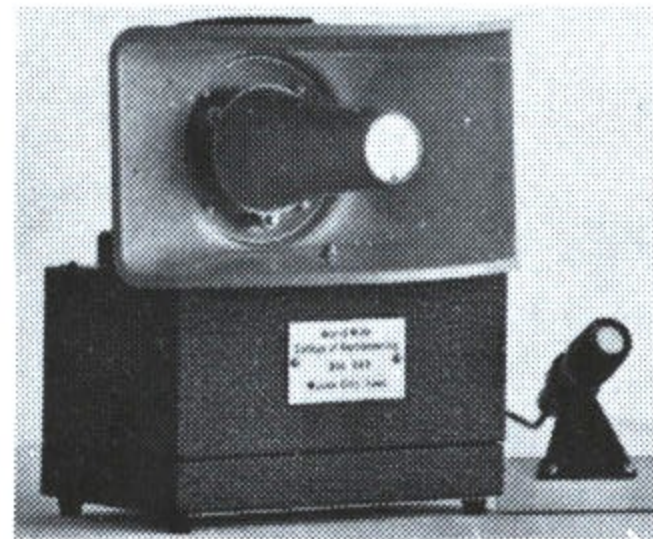


**Col. Gordon E. Taylor**  
Owner and President  
Reisch World Wide College  
of Auctioneering, Inc.

**YOU can be an AUCTIONEER!**

**Graduates receive lifetime scholarship and  
post-graduate assistance**

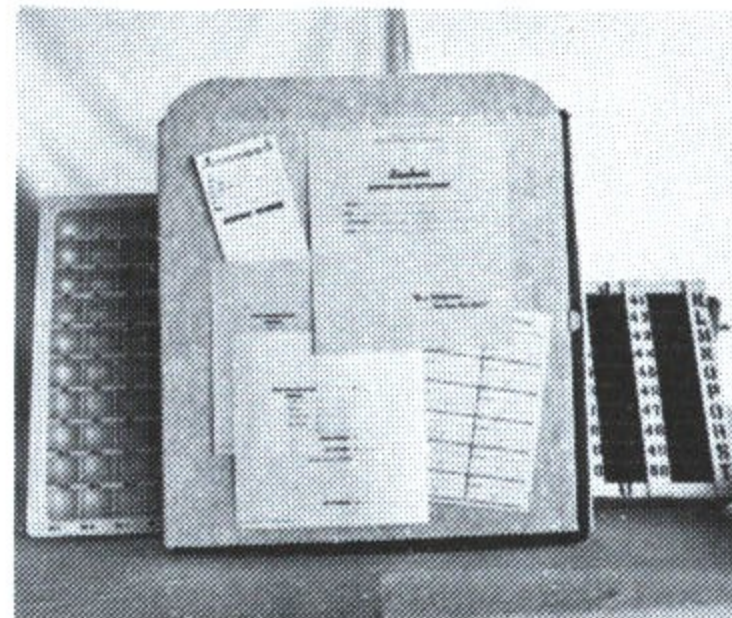
**FOR THE PROFESSIONAL  
AUCTIONEER**  
clerking Supplies • Sound  
Systems  
**WRITE FOR INFORMATION**



**MAIL  
COUPON  
TODAY!**



**Learn How You Can Get My Home  
Study Course • 10 Books & Record**



**Since 1933 Largest in the World • V.A. Approved**

**ATTEND 2 WEEKS INTENSIVE TRAINING IN ALL  
PHASES OF THIS RESPECTED AND HIGHLY PROFIT-  
ABLE PROFESSION.**

**Col. Gordon E. Taylor**  
Reisch World Wide College of Auctioneering, Inc.  
P.O. Box 949  
Mason City, Iowa 50401 Ph. (515) 423-5242 or 6396

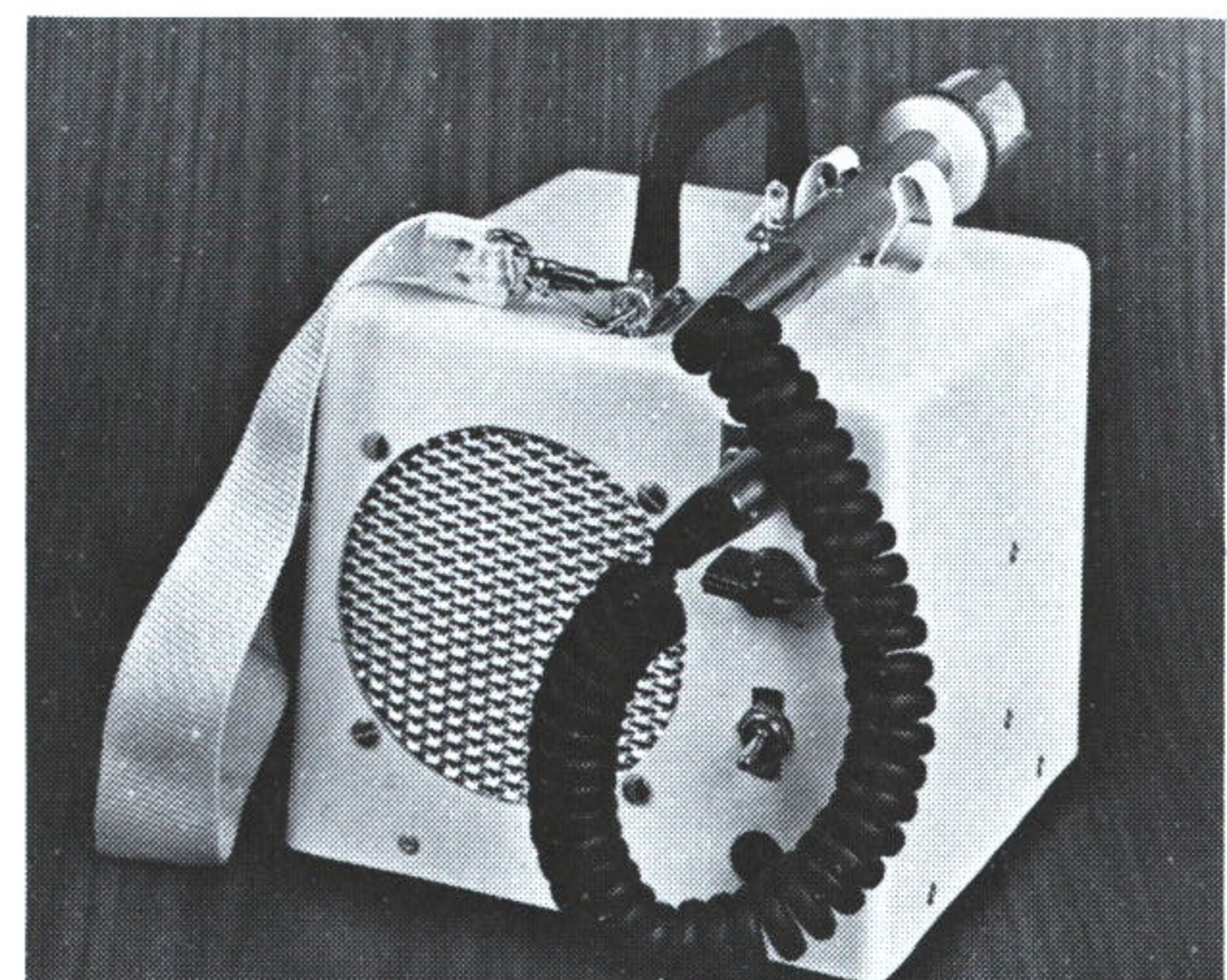
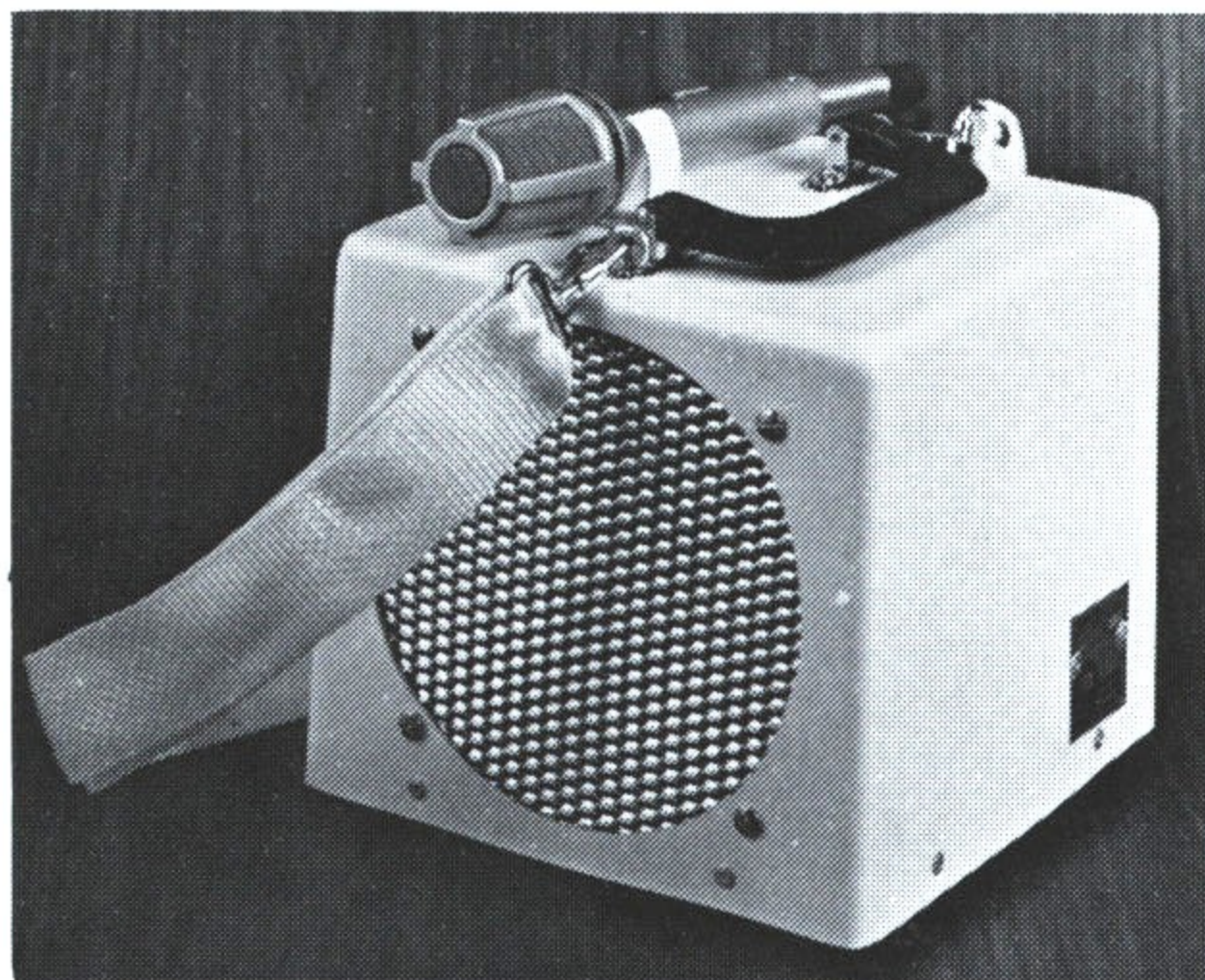
**Please send me your FREE CATALOG**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_



# D-VOX Complete --- \$275.00

**FIBERGLASS CASE — 25 WATT MODULE — TWIN SPEAKERS**

**INCLUDES:** Rechargeable Ni-Cad Battery Pack — Charger — Carrying Strap — Shure Unidyne  
Microphone — Complete unit weighs approx. 5 lbs.

**\* \* \* SATISFACTION GUARANTEED \* \* \***

Order by mail: Payment with order — we pay shipping . . . C.O.D. — you pay shipping. Kansas  
residents add 3½% sales tax.

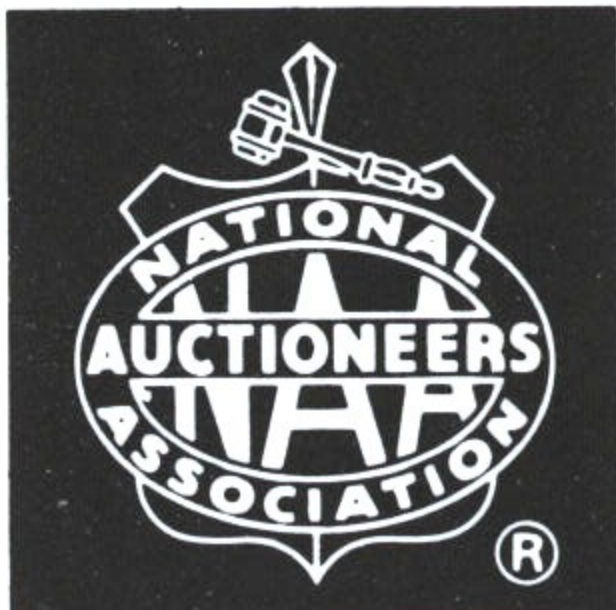


**DODGE MANUFACTURING CO.**

1123 W. 6th Street • P.O. Box 1513 • Topeka, Kansas 66601 • (913)234-6677

DWIGHT V. DODGE, Owner





## Spotlight On Auctioneers

### Front Page Newspaper Article Creates Attention to Jim Hill's Twice-weekly Auction in Florida

Jim Hill, NAA member from New Smyrna Beach, Florida, recently had some very expensive advertising offered him at no charge to his auction firm. Publicity on his auction activity took up nearly two-thirds of page one in the New Smyrna, Edgewater (Florida) DAILY JOURNAL in the October 17, 1978 issue.

The article, entitled "Looking For A Bargain?" was written by Ronald Siegel and permission to use portions of the article were offered to THE AUCTIONEER magazine by the NEWS-JOURNAL Corporation.

The article described how Jim Hill became interested in the auction profession ("He says he decided to run auctions one night when a little voice woke him up and told him to be an auctioneer. He had never even been to an auction previously."); how he had to increase his business from one auction weekly to two per week ("He used to hold only



**SPELLBOUND CUSTOMERS** keep their eyes open for bargains at Jim Hill's twice-weekly auctions in New Smyrna Beach, Florida. (Photo courtesy of The News-Journal Corp.)

predominate at the sale — from kitchen utensils to refrigerators and from used bedding to television sets. But unusual items are also sold, such as an old spinning wheel or a pair of used barber chairs. At a recent auction, a speedboat was sold.

"Goods are turned in and picked up for sale all week long from residents throughout the area. They all hope to gain more cash by selling the items at auction than they perhaps might at a garage sale or by selling the goods themselves. Hill picks up items for free, and sells them on consignment — with the donor getting 70 percent of the sale price, and Hill pocketing the other 30 percent."

The spotlight is on auctions throughout the United States, due to the interest being shown on the auction method of selling real and personal property. Jim Hill's publicity is one more way to promote the value of the auctioneer and his method of obtaining good prices for saleable merchandise.



**NAA MEMBER JIM HILL** points to one of his bidders during an auction sale at his warehouse in New Smyrna Beach, Florida. (Photo courtesy of The News-Journal, Corp.)

one auction a week, except during the busy winter months, when visitors from the north wintering here swelled the attendance ranks at this auction as they sought inexpensive methods of furnishing their temporary abodes. But now the auction has grown to the point where he has to hold two auctions a week all year long, except during the dog days of June and July."); how he learned the business ("He took a six month home study course, and then attended a three week training program at the Missouri Auction School, Kansas City.") and general comments from several auction-attenders, who frequent Jim Hill's auctions.

The article also stated, "Used household items

**You Can Learn To  
Be An Auctioneer**

### **INTERNATIONAL AUCTION SCHOOL**

912 KENTUCKY HOME LIFE BLDG.  
LOUISVILLE, KENTUCKY

**Send for Catalog**

**NATIONALLY KNOWN INSTRUCTORS  
THE \$UCCESS \$CHOOL OF MID-AMERICA**

**Next Class: April 23 — May 5**



## Auctioneers in the Spotlight . . .

### Behind an auctioneer's chant lies a world of knowledge

The headline above created interest in the auction profession and NAA member Linda Loy Aaron when it appeared in the Sunday, October 22, 1978 edition of the St. Petersburg Times and the Largo-Seminole Times, two popular Florida newspapers.

Reprints of the article, including photos of the auctioneer at work, are used by Linda in her sales promotional program. Portions of the article are reprinted, with permission from the St. Petersburg Times:

"When Linda Loy Aaron steps up on a podium and belts out an ear-piercing, attention-getting whistle, you better believe she's not whistling Dixie.

"She is a professional auctioneer and appraiser, and she can shout out those seemingly faster-than-sound, tongue-tying chants with the expertise of a veteran.

"Go ahead, say it. Is that all she does for a living?

"It's a question she said she is asked over and over again, and she doesn't get miffed hearing it one more time.

" 'People have the mistaken idea that all I do is go in and sell,' she said. Not so. 'For every hour on the (auction) block, I have worked — at the very least — a 10-hour or 12-hour day.'

"Above all, Mrs. Aaron is an astute, successful businesswoman. It wasn't handed to her on a platter. It took years of study, hard work and experience."

The newspaper article offered information about Linda's background, including: graduating from the University of Louisville with a degree in fine arts and music; graduate work at Indiana University; taught music in the Milwaukee public school system; then a career in live sales promotion as a model.

She and her husband spent a year in Europe while he was writing a book with the Danish Ministry of Justice (Linda became interested there in the current and fair market values of antiques and fine arts.)

She worked as an apprentice with the Wall Galleries in Milwaukee before she and her husband moved to Florida. She has gone to various accredited schools to properly learn the mysteries of auctioning registered livestock and horses (earlier in the article, it stated: "She is very much at home with the horsey set, but she's not adverse to spending a day in the midst of nasty-smelling bovines — it's part of the job, and she really enjoys it.") commercial



CCIM AFLB CRB

## LEARN AUCTIONEERING IN FLORIDA

**JIM GRAHAM**  
SCHOOL OF AUCTIONEERING

204 US 1, North Palm Beach, Fl 33408

"Real Estate auctions our specialty"

and industrial machinery and equipment, automobiles, boats and airplanes, farm sales and produce, retail inventory, court-order liquidations and estates.

"When a person contacts Mrs. Aaron about auctioning, say, the contents of his estate, she goes to see the merchandise, spends time talking with the seller about what he or she thinks the merchandise is worth, and then she goes home and researches each piece to determine 'the fair marketable price today, not what it may bring in the future.'

" 'I present to them what I feel are fair prices,' she said, 'then the job of preparing for the auction begins. The finer the merchandise, the closer this operation is supervised. I have people come in to clean the merchandise, do an inventory, tag each item and set everything up in an orderly sequence.

" 'After the time and place is arranged, I arrange for advertising and have brochures made up if the auction is important so that interested buyers can preview the items in advance. A brochure means researching the history of who each piece has belonged to so it can be listed in the brochure — it's called a provenance.'

"The time spent on the actual auction is a drop in the bucket compared to the preparatory work, Mrs. Aaron said.

"Her fee is a contracted percentage of the day's sale. After all, the auctioneer is the reason the merchandise is sold!"

Linda Loy Aaron, through her professional approach to the auction method of selling, has created a new interest in the definition of "auctioneer"; not because she is a lady (many, many successful lady-auctioneers have become well known for their business-like approach to the business) but because she is dedicated to the principles of good business. Auctions to her are a serious business and the publicity given to her in the news article confirmed her dedication.

A copy of her Bid Number Card was included in the material submitted to editor Harvey L. McCray and after reading the information submitted, it is obvious that Linda Loy Aaron is well informed and capable of providing a very good, business sense to the

## BUSINESS CARDS

EMBOSSED

\$12.00 per 1,000

2 color - \$14.00

Either emblem \$1.00 extra

CARDPRINT

701 Park Ave., Galion, Ohio 44833

## Be An Auctioneer

Two week term and home study.  
Nationally recognized. G.I. approved.

FREE CATALOG!

**Missouri Auction School**

1600 GENESEE / KANSAS CITY, MO. 64102

## SUBSCRIBE NOW

Are you interested in equipment, trucks, auctions, etc? Then subscribe to the **TEXAS TRADER**, semi-monthly publication. \$10.00 per year. Box 3945NA, Bryan, Texas 77801



auction method of selling. The bidder card included a detailed Conditions of Sale listing (12 important points) and a notice about the descriptions of property offered for sale, in addition to information for prospective bidders, including the term "reserve", "minimum price guarantee", "estimates", "advice to buyers", "removal of purchase", "advice to prospective sellers" and information about commission rates.

A good image is important to the successful auctioneer and Linda Loy Aaron has added that one important aspect to auctions.

### *Religion . . . Relics . . . Real Estate*

## **Florida Auctioneer Shares Three Interests! Includes "Religion, Relics and Real Estate"**

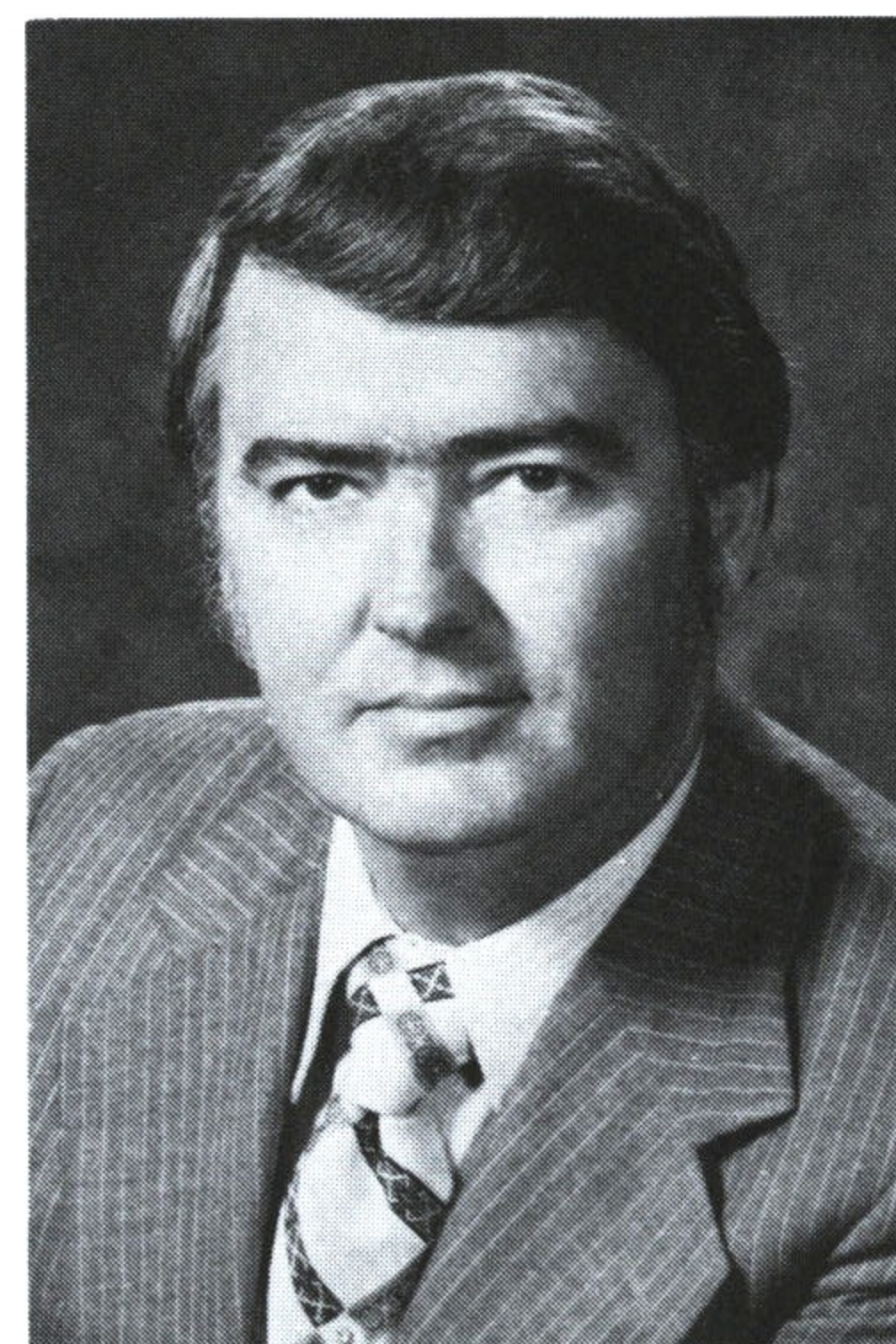
What do these interests share as a common denominator? The answer to that question is Louis B. "Benny" Fisher! When asked, "What is your profession?", he often replies, "Which one?". It is sometimes difficult to separate his vocations. His credentials are a Doctoral degree, a Colonel's certificate, and a Real Estate license.

Colonel Fisher's wardrobe includes a gray-wine gown, a silver-belly hat, and a pin-striped suit. Name your weapon, and he's ready with Bible, gavel, or deed; all of which seem to fit his hand equally well. Whether quoting Scriptures, crying a sale, or citing contingencies in a contract, his versatile expertise is evident. The watchwords, "Say, bid a five", may mean he is encouraging you to make a pledge to the church budget, up your offer on a cut-glass bowl, or negotiate for a piece of acreage.

Yet he prefers a casual informality when discussing his roles with anyone. The comic-line, "You doesn't have to call me Doctor, Colonel, or even Mister. You can call me Benny", truly applies to this evangelist-auctioneer-broker.

Colonel Fisher is a native of Pompano Beach, Florida. He was educated at Stetson University, Deland, Florida; Carson-Newman College, Jefferson City, Tennessee; University of Miami, Coral Gables, Florida; Southern Baptist Theological Seminary, Louisville, Kentucky; and Reisch World Wide College of Auctioneering, Mason City, Iowa.

A member of the Florida Auctioneers Association, and the National Auctioneers Association, he is a registrant with the Florida Real Estate Commission, and belongs to the "International Platform Association", the world's most recognized fraternity of public speakers. He has appeared on radio and television, and has shared the dais with such well-known



**Louis B. "Benny" Fisher**

personalities as Johnny Carson of the Tonight Show. He has received honors from newspapers, colleges, the Jaycees, and Westinghouse Corporation's Coral Ridge Properties, Inc.

As a preacher, he has been guest minister in certain of the nation's famous pulpits, and has traveled across the United States in many revival crusades; while at the same time, as an auctioneer, he has participated in multi-million dollar transactions involving real estate and antiques.

Although a very busy man, there is still time for the large number of benefit auctions which Colonel Fisher conducts every year. A few of those organizations for which he has raised charitable funds are: Pompano Beach High School; Highlands Christian Academy; Palm-Cove Beach School; Boca Raton Henderson School; Junior League of Women; Ocean Chapel; and Sheridan House (whose unique programs have been acclaimed by the courts as an example by which other such institutions across America have patterned their plans for the treatment of teenagers in trouble). Director Bob Barnes said, "If it had not been for Colonel and Mrs. Fisher, we would have had to close our doors!"

The Fishers have been married for twenty-three years, and they have two sons; Louis III, a Pre-Law student at the University of Florida; and Lamar, a Pre-Dental student at Palm Beach Junior College. Colonel Fisher presently resides in Pompano Beach, Florida.

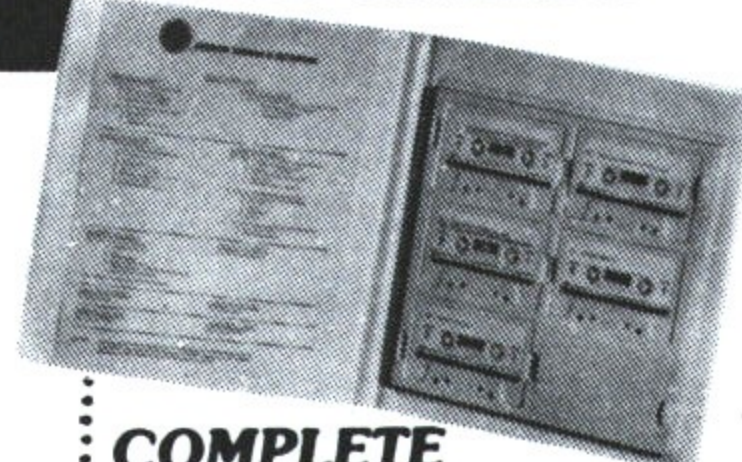
If religion, relics, and real estate seem to be an unusual combination; or even incompatible, then you haven't met this quick-change artist. Believer, Barker, Broker are all spelled the same — Benny!

### **Learn Auctioneering** AT HOME

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

American Academy of Auctioneers  
1222 No. Kenwood, Broken Arrow, OK  
74012. Ph. 918 251-1111

### **FREE CATALOG**



**COMPLETE COURSE \$49.95**

**AUCTIONEER WANTED** to help develop a high potential business enterprise.

**ARCOLA AUCTIONS Inc.**

321 Ash Street  
Arcola, IL 61910



# The Auctioneer's "Auctioneer"

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

- **COLORFUL TENTS (For Outside Sales)**
- **ALL ASSOCIATED EQUIPMENT (P.A. Systems, Chairs, Organs, Sound Trucks, Cattle Pens, Portable Generators, Etc.)**
- **NATIONWIDE ADVERTISING (In House Agency)**
- **NATIONWIDE MAILING LISTS**
- **FINANCING AVAILABLE (On Most All Properties)**
- **NATIONWIDE TOLL FREE TELEPHONE**

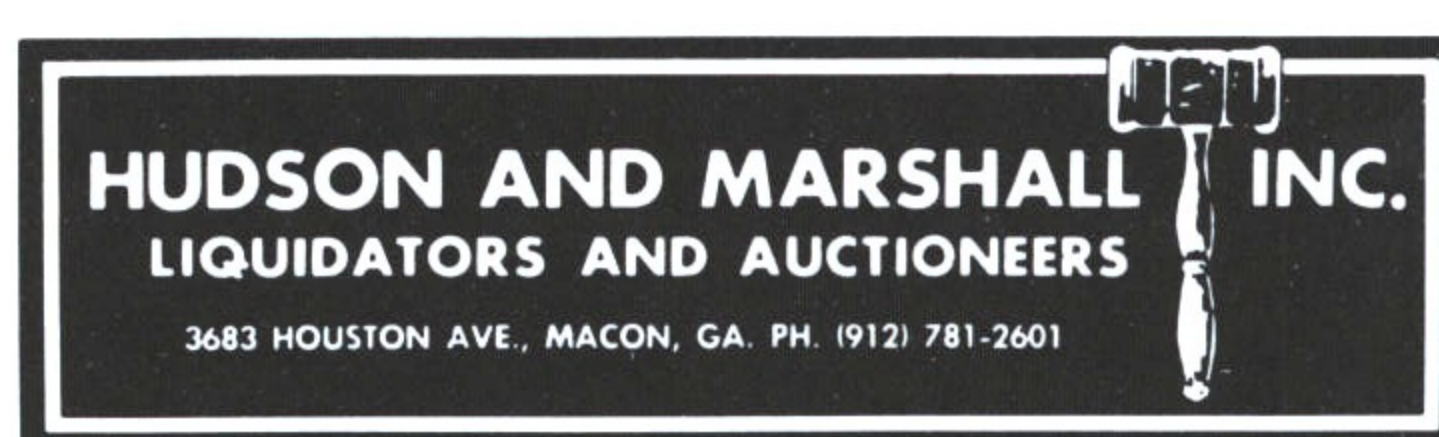
**CALL THE AUCTIONEER'S AUCTIONEER",  
HUDSON AND MARSHALL, INC. . . .  
WE'RE READY TO WORK FOR YOU!!!**

*Call Toll Free*

*In Georgia Call  
800/342-2666*

*Elsewhere Call  
800/841-9400*

**BROKER PARTICIPATION INVITED.**



*Home Offices  
Macon, Georgia*

*Atlanta Offices  
Suite 109  
333 Sandy Spr. Cir.  
404/256-5450*

## The Reisch Auctioneer's Speaker

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



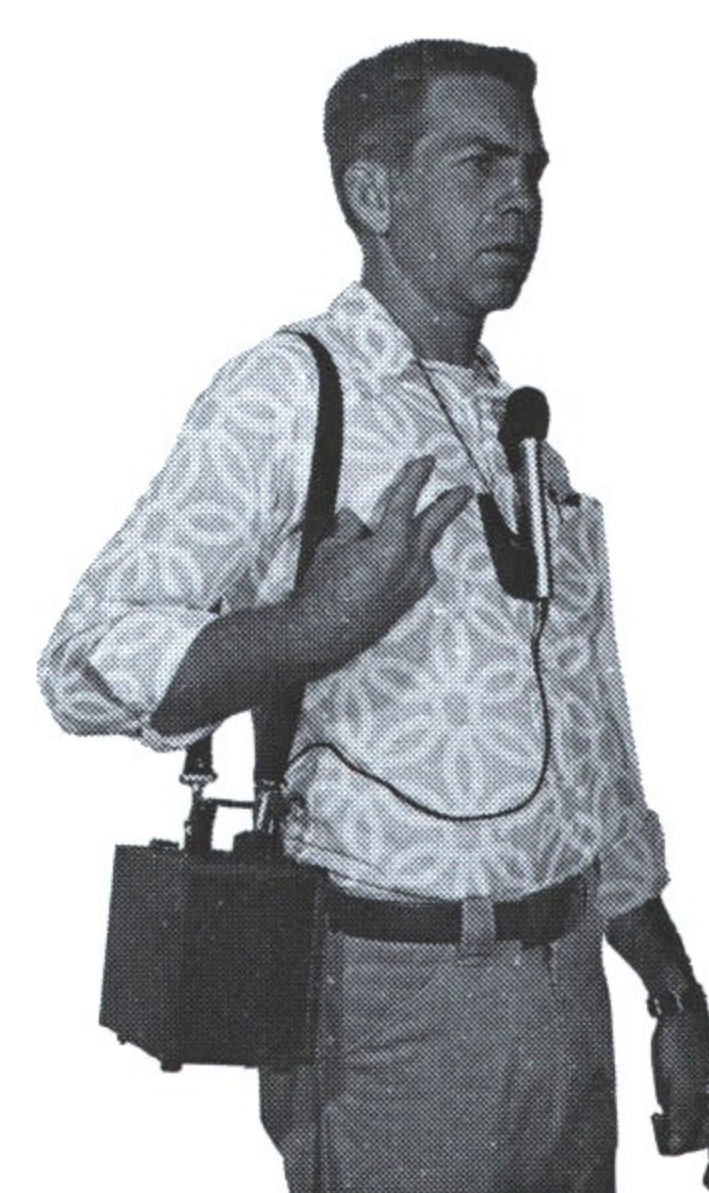
**REISCH SPECIAL  
"MR. BIG VOICE" — JR-1**

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

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

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

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



**REISCH SPECIAL  
"LITTLE BIG VOICE" — JR-2**

**THESE SPEAKERS CAN ONLY BE PURCHASED FROM:**

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



## Tennessee Auctioneers Association Holds 20th Mid-Year Meeting

With a total of eighty-four in attendance, the Tennessee Auctioneers Association observed its 20th Mid-Year meeting on December 3 and 4 in the spirit of its original organization — that is in good fellowship and enjoyment of wonderful associations with all.

The Early Bird gathering on Sunday evening was especially an enjoyable evening in the true Christmas spirit, highlighted by the singing of Christmas carols to the music of an accompanying band provided by Harold Dies. We were especially glad to have our good friends John and Patti O'Connor pay us a surprise visit, having driven down from Owensboro, Kentucky to attend and to later catch a plane out of Nashville. A further highlight of the Sunday evening activities was the Fun Auction, conducted by the men for the Ladies Auxiliary. In this Fun Auction excellent prices were bid on hand work made by the ladies of Christmas items. The ladies as well as the men are looking forward to hosting the NAA Convention in Nashville in 1980.

Jerry Kiddy, of Lawrenceburg, was the 1978 Program Chairman and had arranged a very interesting and informative program. Terry Evans gave a very excellent report of the activities of his Legislative

## REPPERT

### SCHOOL OF AUCTIONEERING

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

Founded in 1921

Decatur, Indiana

Box 189 46733 AC 0033

Committee, including reports of bills passed and bills pending in the State of Tennessee Legislature.

Tennessee auctioneers were pleased to have Harvey McCray, NAA Executive Director, with us on Monday to acquaint us with TAA responsibilities in regards to the 1980 NAA Convention. There is great anticipation of the 1980 convention and the Tennessee auctioneers are going to "bust a ham string" to make this a great convention and to give out with that well noted southern hospitality. Certainly there is no finer setting for any convention than the Opryland Hotel in Nashville, adjacent to the Opryland entertainment center, excellent golf course across

## AT THE WISCONSIN AUCTION SCHOOL YOU WILL LEARN ABOUT

Ethics of the Auctioneering Profession  
Voice, Poise, & Public Speaking  
Physical Fitness  
Motivation & Enthusiasm  
Advertising & Promotion  
Clerking & Cashiering  
Ring Work  
Salesmanship & Sale Management  
Promotion of Your Auction Career  
Sale Barns & Auction Houses  
Antique & Furniture Auctions  
Farm Auctions  
Bankruptcies  
Machinery & Automobile Auctions  
Real Estate Auctions  
Estate Liquidations  
Livestock Auctions  
Merchandise Auctions  
Tool Auctions  
Bid Calling  
and more.

The Wisconsin Auction School is approved by the Wisconsin Educational Approval Board.

You will learn from successful auctioneers, educators, and business people.



Instant replay video tape system will let you, the student auctioneer, both see and hear yourself in action. You will also sell at regular auctions.

You will learn by doing.  
- SEND FOR BULLETIN -  
Two Weeks Term Starting:  
Second Monday in September  
First Monday in November  
Second Monday in February  
First Monday in April  
Second Monday in June  
Weekend Sessions Also

A. E. Pourchot  
Member



WISCONSIN AUCTION SCHOOL  
Box 62  
Wisconsin Dell, Wisconsin 53965



the road and abundant camping facilities near by.

The Tennessee auctioneers look forward to having you as our guests in 1980 and hope to see y'all in Denver at the 1979 NAA Convention — July 11-14.

The Tennessee Auctioneers Association Annual Convention will be held on June 10 and 11, 1979 at the Ramada Inn in Jackson, Tennessee. All TAA members should make a note of this now and call the Ramada Inn for hotel reservations.

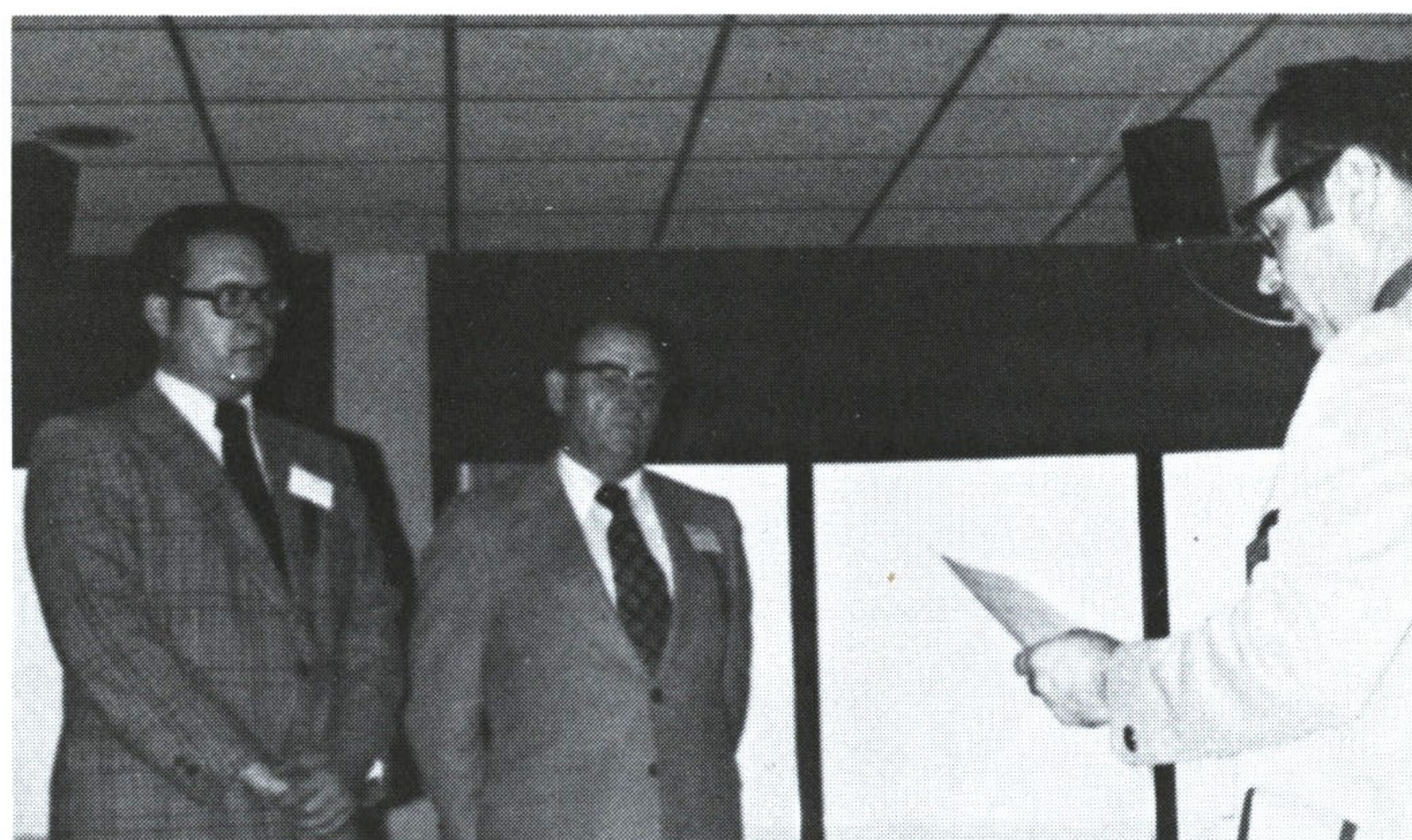
**Hubert D. Songer, Secretary  
Tennessee Auctioneers Association  
Murfreesboro, Tennessee**

## Fellowship Featured at Ocean Front Convention of Virginia Auctioneers

An "Early Bird" social event in the Kynite Suite of the Oceanfront Cavalier Hotel, Virginia Beach, Virginia, heralded the opening of the 21st annual convention of the Virginia Auctioneers Association. The meeting was held on December 1.

The President's Luncheon, which officially opened the December 2 and 3 activities, was held in Orion's Roof, a roof top facility which overlooks the ocean and surrounding beach area. President J. Stuart Desper and City Manager Sam Clay welcomed 37 auctioneers, their families and guests, to the Virginia Beach convention site.

Workshops included Advertising by Mr. William

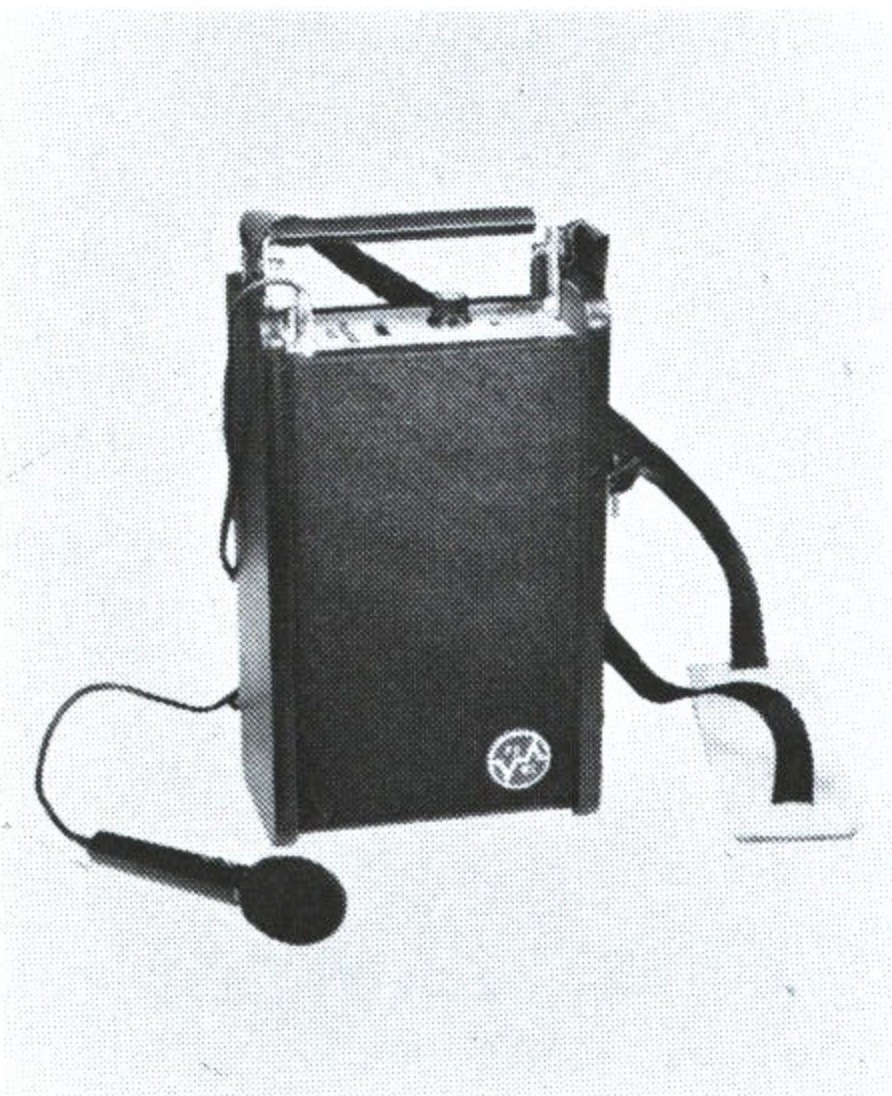


*NAA PRESIDENT Harvey C. Lambright (right) installed the newly elected officers and directors of the Virginia Auctioneers Association during the VAA convention in Virginia Beach on December 1 and 2. Pictured during the installation, from left to right, are vice president Stephen G. Sheets, Roanoke and president Howard R. Herring of Dyke.*

Gaspar, President, Gaspar Advertising Agencies and CAP Publishing Company; Farm & Heavy Equipment by Jack Peoples; and Real Estate by Jason C. Horney and Jim Owen. The CAI program was outlined by the Convention Chairman, Vincent J. Kopek, CAI.

Programs for the ladies included "Finding Your Roots", "Authentic Indian Jewelry" and a Sunday

## AUCTIONEERS P.A. EQUIPMENT AT WHOLESALE PRICES!



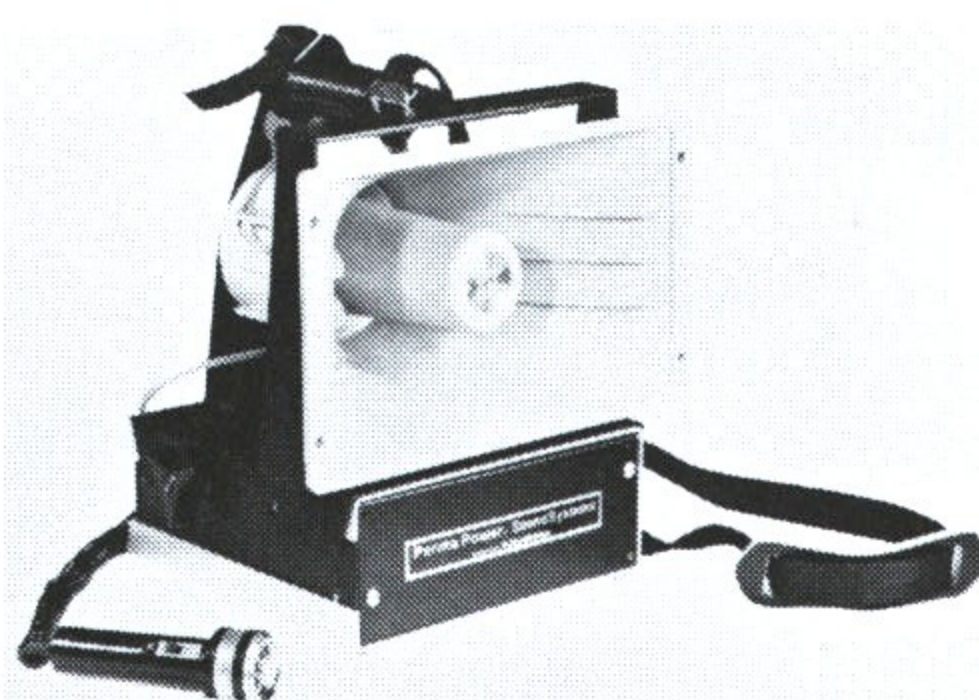
**THE CHAMPION  
"HALF-MILE HAILER"**

**\$193.00**

**PULSTAR 132-A**

**\$119.00**

American made, 5-year factory warranty. Included with the unit-6 "D" cell batteries, AC adapter, neck-strap, mike and cord. Weighs only 9 pounds. Make your job easier, order a PULSTAR 132-A today.



**"SOUND CRUISER"**

**\$297.00**

Ideal for cars, station wagons, buses, trucks, etc.

**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**



*Write or call for special  
auctioneers' prices.*



# *Mendenhall School of Auctioneering*

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



presentation on "Beauty and Nutrition" by Sally Perry and her staff.

The evening social and candlelight buffet were held at the Sandpiper, a neighboring club which also overlooks the ocean. The buffet was concluded with presentation of awards by NAA Director H. Layton Laws, Jr. Awards for the advertising contest were presented to: Gaines Dickenson, Francisco Auction Co., Horney Brothers Land Auction Co. (2); J. G. Sheets & Sons (3) and Guy Townsend (2). The "Auctioneer of the Year" award was presented to J. Stuart Desper.

The group then adjourned to a posh side room (which was immediately dubbed Parke-Bernet South) for the FUN AUCTION at which two of the guests joined the auctioneers in demonstrating their chants and selling skills. Spirited bidding added \$847 to the association's coffers.

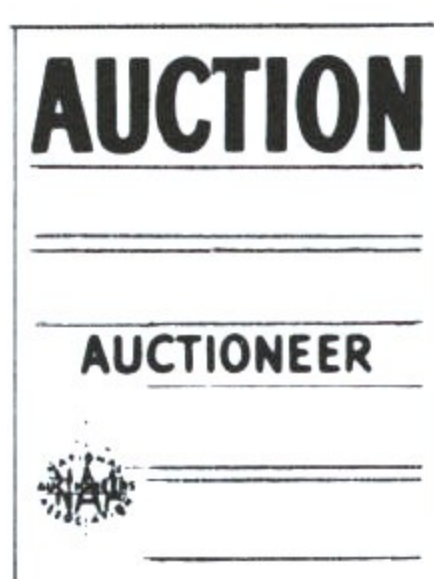
### TWO BOOKS FOR AUCTIONEERS

"Let's Talk About Auctions" and "Common Sense in the Auction Business". The books are designed as fundamental guides for amateur auctioneers and as refreshers for more seasoned professional auctioneers.

In "Let's Talk About Auctions", the basic ideas from the "Common Sense" series are enlarged upon, added to and reorganized to logically cover both broad and specific aspects of general auctioneering. Topics include "The First Steps", "Getting the Sale", "Preparing for the Sale", "Conducting the Sale", "The Auctioneer", "Your Crew", "Ordinances and Security", "Ethics in Auctioneering", "Partnerships — Good or Bad?", "Auction Accessories", and more. The text is illustrated.

"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk About Auctions".

I'm sure you'll like them. Hang in there.



BEFORE



AFTER

### THROW AWAY AUCTION SIGNS

Paper signs, 18" by 24", in bright red lettering. Simply fill in date, time, name and phone number.

Please send me the following:

\_\_\_\_ "Let's Talk About Auctions" @ \$5.95 each postpaid.

\_\_\_\_ "Common Sense in the Auction Business" @ \$2.00 each postpaid.

\_\_\_\_ SPECIAL: Both books for \$7.00 postpaid.

18" by 24" Paper Signs in 4" bright red lettering in the following quantity:

\_\_\_\_ 50 signs \$15.00 postpaid

\_\_\_\_ 100 signs \$25.00 postpaid

\_\_\_\_ 100 AUCTION ARROWS, 8 1/2" by 11" bright red arrows with word AUCTION above red arrow — one-third showing arrow point right; one-third showing arrow pointing left; one-third showing arrow pointing straight — 100 AUCTION ARROWS @ \$10, plus \$1.00 for shipping and handling.

### AUCTION ARROWS

AUCTION



Auction Arrows — 100, 8 1/2" by 11" bright red arrows with the word "AUCTION" above them on white background. One third showing arrow pointing to the right; one third showing arrow pointing to the left; and one third showing arrow pointing straight. Shipped complete with helpful hints on how to make full use of the arrows.

100 ARROWS, \$10, plus \$1.00 for shipping and handling.

Order Your Auction Supplies from:

### JESION'S AUCTION SERVICE

P.O. Box 46 • McKeesport, PA 15135  
Phone: 412-751-5566

I enclose \_\_\_\_\_ Check or \_\_\_\_\_ Money Order for \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send to: \_\_\_\_\_

### Auction Supplies

Paddle Cards •

Item Receipt System •

Clerk Sheets •

Direction Signs

Write for Samples and prices

### SMART ART PAPER PRODUCTS

501 Penna. Ave.

Downingtown, PA 19335

Upon return to the main room of the club, the patrons of the Sandpiper were invited to join the auctioneers in the dance which ended the day's activities. The dance was thoroughly enjoyed and the intermingling of the two groups with the resultant conversations enhanced the public image of the auctioneers and added greatly to the day's pleasure.

A continental breakfast signaled the opening of the second day's activities in "Orion's Roof".

Despite icy runways, groundings, forced overnight layover and lost luggage, our indomitable and dynamic NAA President, Harvey Lambright and his lovely wife, Pat, arrived at the conclusion of the Memorial Service. After his very thought provoking address, on the future of the auction business, Harvey auctioned his gavel and directed the proceeds to the VAA treasury. The national membership has every right to be proud of its president — a truly outstanding and dedicated auctioneer.

The business meeting and the convention were concluded with NAA President Harvey Lambright installing the newly elected VAA Officers: Howard Herring — President; Stephen Sheets — Vice President; and three-year members of the board of directors: "Dick" Heatwole and Denver Browning. Mrs. Stuart (Jeanette) Desper remains Secretary-Treasurer.

Manassas, Virginia was selected as the 1979 convention site.

Vincent J. Kopek, CAI, Chairman  
1978 VAA Convention

### SALE CLERKING SHEETS

and other Auction forms

Write for Samples and Prices

BURTON PRINTING CO.

P.O. Box 597

Hastings, Nebr. 68901

### WANTED TO BUY

Will pay top dollar for established auction house or gallery. Recent auction school graduate. Will also consider working arrangement, partnership or joint venture. Hardworking, honest, with references. Will relocate.

VOGUE GALLERIES LTD.

P.O. Box 814 • Rochester, NY 14603



# DEALER'S AUCTION

Every 2nd & 4th Thursday of each month

11:00 a.m. C.S.T.

Midway between Guin and Winfield, Ala.  
Hwy. 78 in Gu-Win, Ala.  
for information  
call 205-468-3556 or -2705

## ALL DEALERS WELCOME

Come BUY or SELL a load!! All merchandise  
sold — large & small lots.

10% Commission on all sales on premises  
cash, certified check or letter of credit from  
bank. We act as agents only and make no  
guarantees of seller's merchandise.

### NO JUNK

#### Dates for future Auctions:

February 8, 1979  
February 22, 1979  
March 8, 1979  
March 22, 1979

April 12, 1979  
April 26, 1979  
May 10, 1979  
May 24, 1979

Sale managed and conducted by:

Webster's Auction Co.

Route 2, Hwy. 78

Gu-Win, Ala. 35563

Phone:

205-468-3556

205-468-2705

Auctioneer:

Col. Ray Webster

Ala. Lic. #174

We Sell Anything for Anyone, Anywhere

Ray Webster, Member: Alabama and  
National Auctioneers Association



## MISSOURI AUCTION SCHOOL COMPLETES NOVEMBER AUCTION SCHOOL CLASS



A LARGE CLASS attended the November, 1978, auction school class at the Missouri Auction School, Kansas City, Missouri. Photographed with the students were several instructors/administrators of the school, who included, left to right: Bottom row, fourth from left Bob Carney, Ontario, Canada; Dean Cates, Missouri; Lana Domann, Kansas; Gary Ryther, Missouri; Dale Vaughn, Missouri; Karen Swofford, Missouri; Boyd Michael, registrar, Missouri; Richard M. "Dick" Dewees, president, Missouri and Aoni Theison, secretary, Missouri. Instructors not present when the photo was taken include: C. E. "Chuck" Cumberlin, Colorado; Wayne Allen, Missouri; Dave Kessler, Ohio; Marvin Waterhouse, Iowa; John Wood, Missouri; Bill Morgan, Kentucky; Verlin Green, Kansas and Bob Purinton, Kansas.

## Reppert School of Auctioneering Concludes November 27-December 15 Auction School



DECEMBER 15, 1978 was the concluding date of the auction school session at the Reppert School of Auctioneering, Inc., Decatur, Indiana. A large class, shown above, completed the session and space will not allow the naming of the entire class. The instructors present for the photo included, left to right, seated: Robert Anderson, lawyer, Decatur; H. D. Darnell, Kentucky; Gene Slagle, Ohio; Phil Neuenschwander, Indiana; Roland Reppert, M.D., president of Decatur; Q. R. Chaffee, dean, Pennsylvania; Paul Martin, Pennsylvania; Hobart W. Farthing, Ohio and Ed Sprunger, Decatur. Not pictured are John Almberg, Illinois; Ron Chaffee, Pennsylvania; R. B. Miller, M.D., Indiana and N. B. Sager, Montana.



## Jim Graham School of Auctioneering Holds October Session



*THE JIM GRAHAM School of Auctioneering of North Palm Beach, Florida, submitted the above photograph, showing the increased number of students in the fairly new auction school. NAA member Graham is seated in the center of the front row and the other instructors and/or administrators of the school were not identified.*

## Western College of Auctioneering Holds Winter Term on December 4-16



*CLASSMATES OF THE WESTERN College of Auctioneering of Billings, Montana, stand behind the instructors for this photo, taken during the December 4-16, 1978 session of the auctioneering college. Instructors seated in the front row include: Eric Schenfeld, Port Orchard, Washington; Lorraine Diver (school secretary), Billings; Bob Thomas (president), Billings; Jack Bowser, Molt Montana. Kerry Schott of Denver, Colorado is in wheelchair and next to him is Edith Hagen (registrar), Billings; and Bill Hagen (executive secretary), Billings. Standing on the first row, left, is Larry Stokes, Port Orchard, Washington; and Gene Gabel of Billings. Standing on the first row third from right: Stan Bucholz, Lehr, North Dakota. Not present when the photo was taken: Robert E. "Bob" Musser, Cody, Wyoming; Ron Granmoe, Glendive, Montana; Jack and Jerry Ellis, Roundup, Montana; John Mandeville, Bozeman, Montana; Tige Thomas, Billings; Warren Smith, Williston, North Dakota; and Ray Granmoe, Glendive, Montana.*



## Reisch World Wide College of Auctioneering Completes December Class



A LARGE CLASS OF AUCTIONEERS completed the December, 1978, term and width of the photo determined the need to show the class in two sections. The instructors present during the photographic session are identified in the third panel, which also shows the school name on the building and the promotional sign. Pictured in the "instructors' panel" are, left to right, seated in the front row: instructors Jon Mitt and Bob Lambert and Gordon E. Taylor, president and owner of the school. Seated at the right of the sign, same order, are instructors Preston Droog and Dean Thompson.



## NAA Member Burkheimer "In The Jailhouse Now"

The December, 1979, issue of *THE AUCTIONEER* magazine featured an article about the plight of NAA member R. C. Burkheimer of Elkton, Maryland, who was to face sentence by a Federal judge for selling firearms without the \$10 Department of Treasury, Bureau of Alcohol, Tobacco & Firearms license. Auctioneer Burkheimer has since corresponded with NAA Executive Director Harvey L. McCray, offering him the results of the sentence.

The following letter was submitted to the NAA Office by R. C. Burkheimer on December 14, 1978:

"I have enclosed a clipping of the front page of one of our local papers. I guess I have achieved some prominence in my fifteen years in the auction profession. As I have been given front page or Section A of most newspapers. It is disturbing finding my name this way facing an 18 month jail term and \$2,000 fine. But I was charged with seven gun violations; carrying a possible 35 years in jail and \$35,000 fine. Eighteen months and \$2,000, I find somewhat of an improvement.



"In my ten years or better membership in the National and State Auctioneers Associations and since I have been one that has traveled in the auctioneer profession, I've always been an advocate of State Auctioneering Licensing laws rather than county, municipality and in some areas townships or burroughs. More than ever I'm more inclined to be in favor of a statewide licensing agency. Ignorance is no excuse of the law! But, if I were granted a license by a state agency, I feel that they would be given and should be their responsibility not only to govern but to monitor and enforce the laws regarding an auctioneer.

"As of this date, I am not certain what the future holds for me but the fifteen years that I have enjoyed and the friends that I have made throughout our great country will not be forgotten and will not be overlooked. Judge Kauffman in setting the sentence said (I will quote from the Wilmington Journal) 'Federal District Court Judge Frank A. Kauffman, in setting sentence, told Burkheimer that his sentence would have been doubled had it not been for the excellent character witnesses that the court received.'

"I want to extend my thanks to those members of the National Auctioneers Association who forwarded letters in my behalf to Judge Kauffman and extend my thanks to you and your staff for the support and words of moral encouragement when they were so needed. In closing there is one thing that the NAA was built on and I hope that every auctioneer takes to heart and remembers: 'In Unity There Is Strength'."

With the letter. NAA member Burkheimer submitted a copy of the news article (page one, Wednesday, December 13, 1978 edition of THE CECIL DEMOCRAT, Elkton, Maryland), which described the reasons for the 18-months sentence and \$2,000 fine. The news writer printed the same letter, which appeared in the December issue of THE AUCTIONEER magazine.

## GEORGIA AUCTION SCHOOL

Douglas County Auction  
and Sales Bldg.

Box 297

Douglasville, Georgia 30133

### Classes

May • August • November

Phone: 404 942-9110

EST. 1978

### OLD MAID'S PRAYERS

*Two old-maid sisters were living together. One night one of them said in her prayers: "Dear Lord, I ask nothing for myself, but please send my sister a brother-in-law."*



# STAR INDUSTRIAL

# Auction

## SERVICE

**(716)**  
**457-3005**

**AUCTIONEERS, APPRAISERS & CONSULTANTS**

**\* SERVING BUSINESS, CONSTRUCTION, and INDUSTRY NATIONWIDE \***

**J. V. TRAGESER** SALES MANAGER

---

Java Center, N.Y.  
14082

**SOUTH OF**  
**Buffalo, N.Y.**



# CLERK-SAVER<sup>TM</sup>. — World's No. 1 Clerking System

More Professional Auctioneers Use the Clerk-Saver<sup>TM</sup> 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.	
● FORM NO. CT-12 MISSOURI AUCTION SCHOOL K.C. MO. 64102	

## THE CLERK-SAVER<sup>TM</sup> 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 cashiers 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)	\$22.50
18,000 Tickets (1-3 White, Canary & Card)	43.50
36,000 Tickets (1-3 White, Canary & Card)	85.00

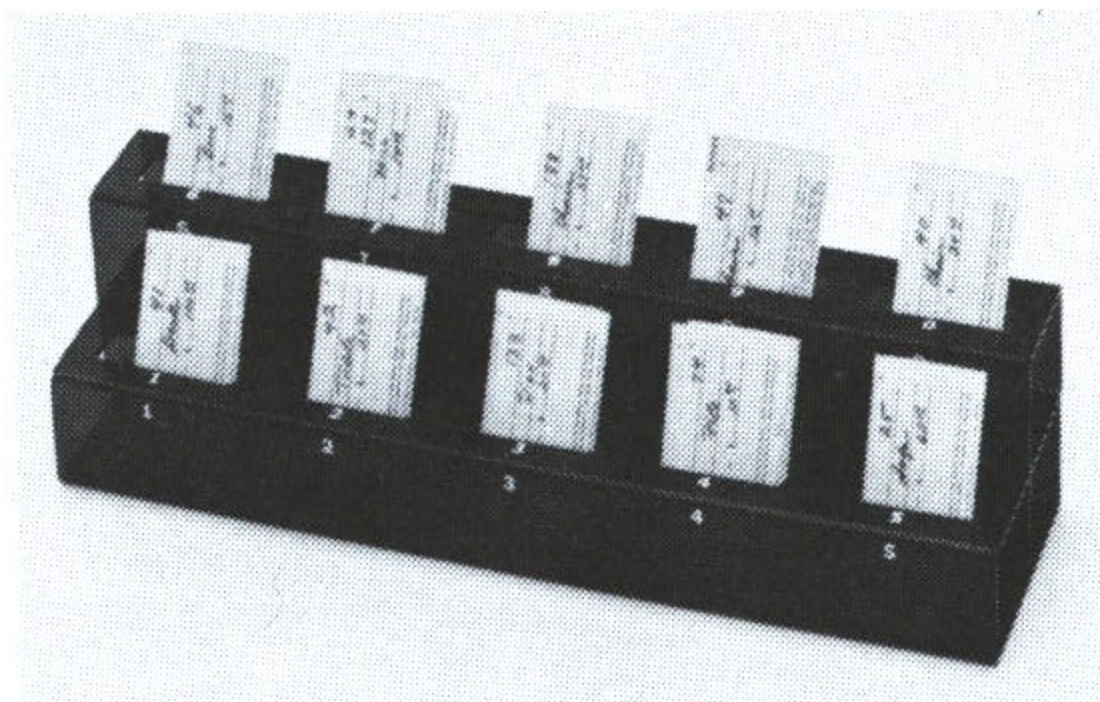
### ● ALUMINUM WRITING TRAY

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

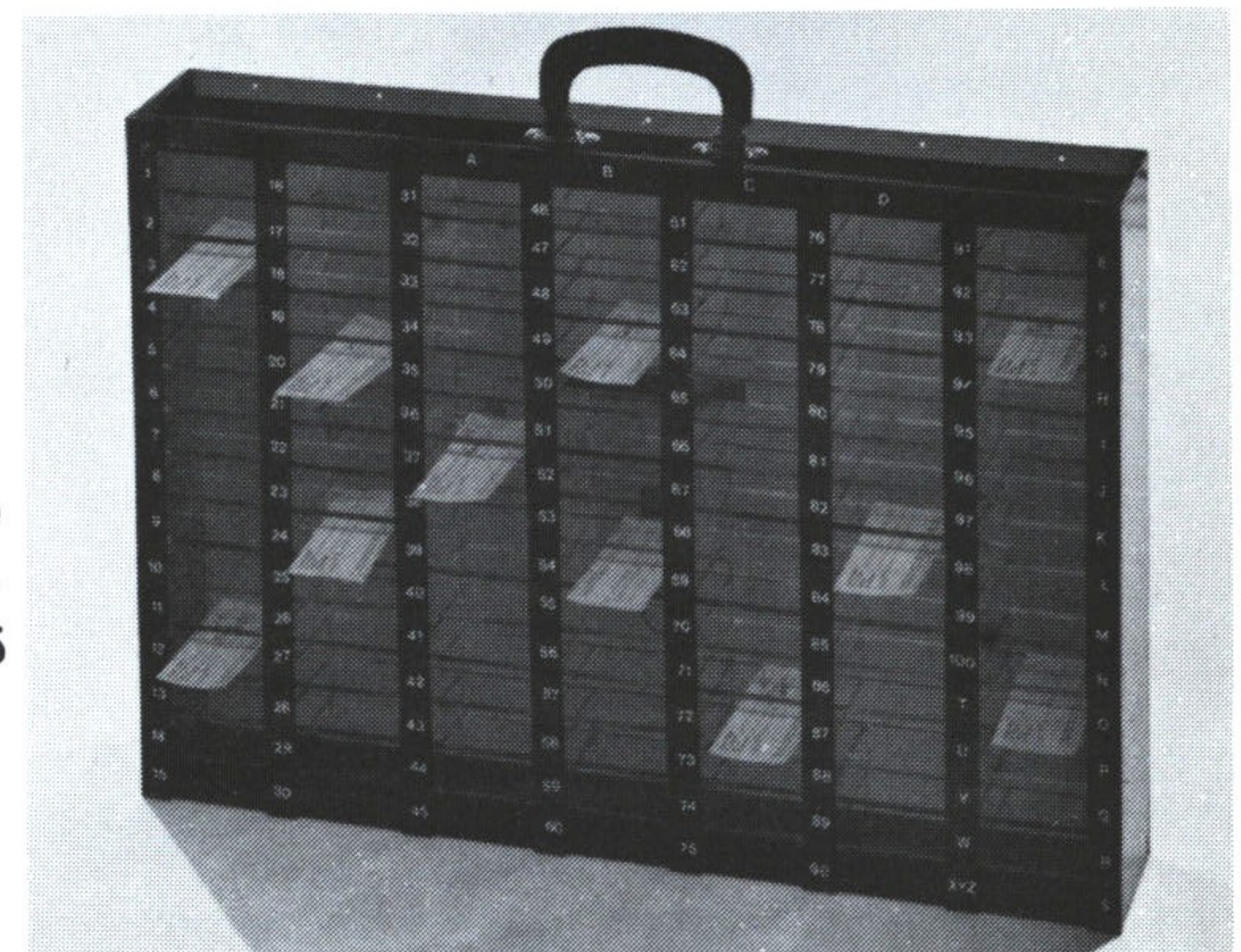
### ● 100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

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 Z .....ONLY \$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....\$7.50	2,500....\$17.50	5,000....\$32.50
-----------------------	------------------	------------------

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

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

\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

## CLERK-SAVER STARTER KIT

### YOU WILL RECEIVE:

10 Slot File	1 pad FS-69 Final Settlement Form
Writing Tray	1000 BC-70 Buyer Cards
9000 CT-12 Clerking Tickets	3 pads BR-69 Buyer Registration

**SAVE \$25.00**

A \$73.90 value *ONLY*

**\$48.90**

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**

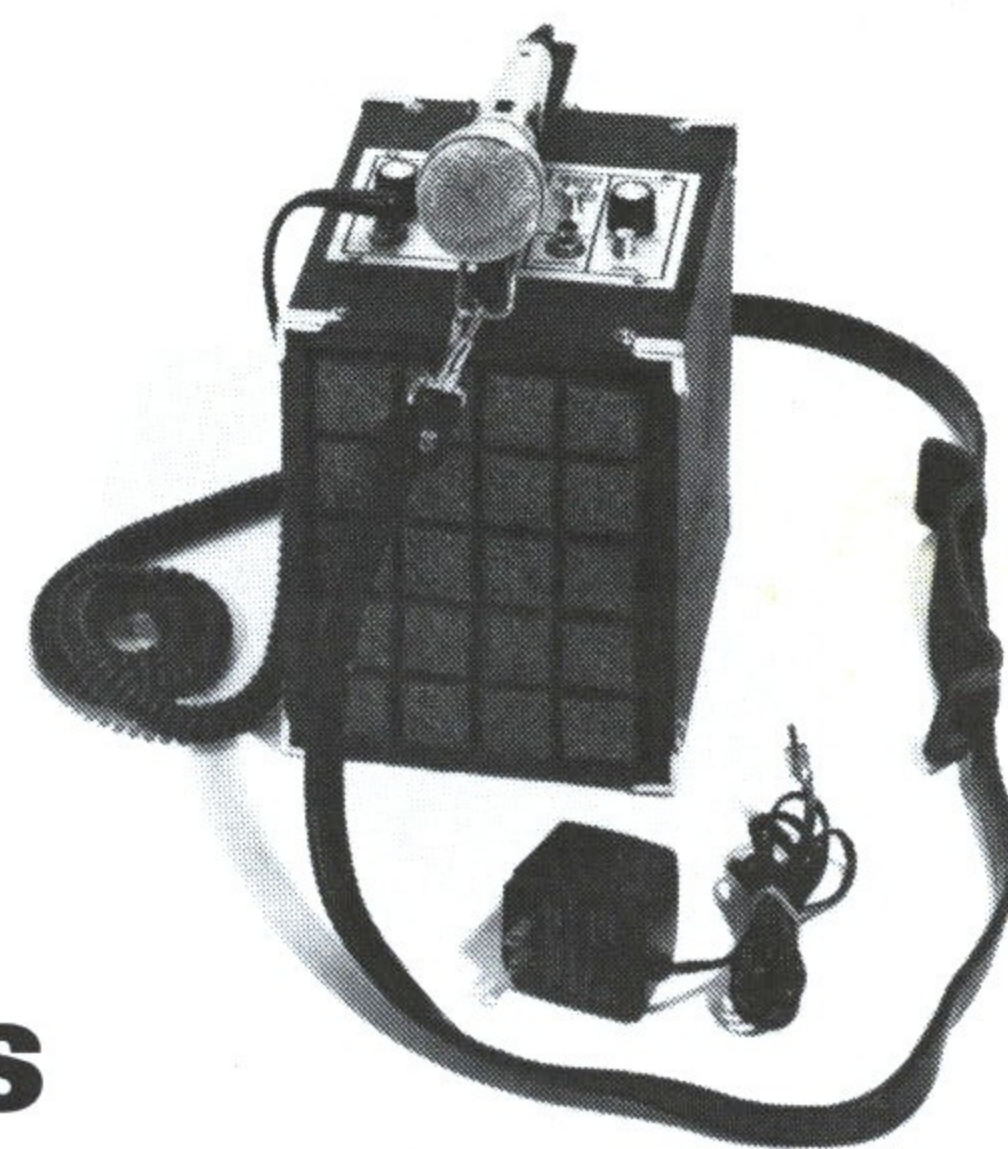
Top Floor Livestock Exchange Building  
1600 GENESEE / KANSAS CITY, MO. 64102

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

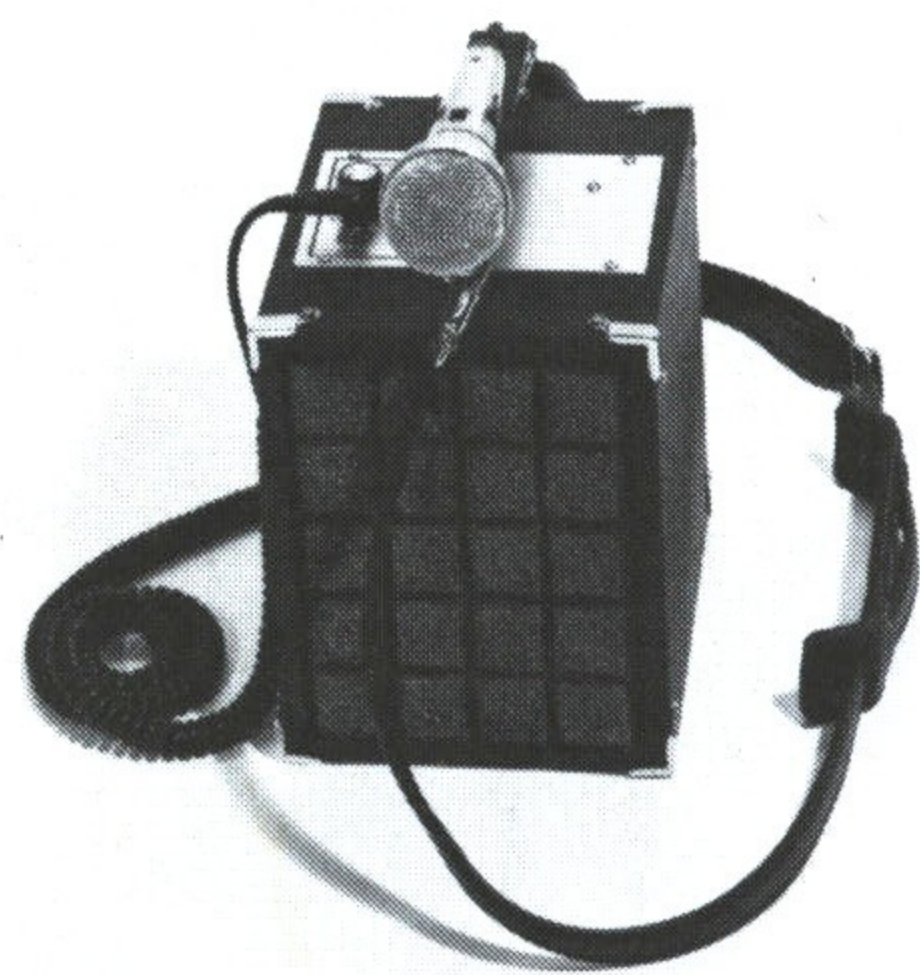


### **COLONEL III™**

The COLONEL III has the same features as the COLONEL II plus:

- Storage Compartment in back to carry recharger, microphone and cord.
- Slightly larger speaker baffle area with port hole
- DIMENSIONS: 9 3/8" High X 6" Wide X 7 1/4" Deep.
- WEIGHT: 7 LBS., 6 OZ.

List Price: \$477.50    **Auctioneers Cost: \$318.00**



### **COLONEL I™**

- Electro-Voice Model 671 Anti-Feedback professional ball type dynamic cardioid microphone with on-off switch, detachable 20 foot coiled cord, and built in windscreen.
- Auxiliary input for tape recorder. Playback and record with independent volume control for input/output.
- Deluxe padded shoulder strap.
- Full range six inch baffled speaker
- Tough, attractive reinforced vinyl "Mule Hide" covering with metal corner protectors.
- Acoustically transparent foam dust filter grill for maximum clarity with wide angle frequency response.
- Space age solid state amplifier for the ultimate in power and reliability.
- Engineered control panel for ease of operation.
- SPECIFICATIONS: Batteries: Eight "D" size flashlight batteries (not included) (Alkaline batteries will give many hours of extra service)
- DIMENSIONS: 7 3/4" High X 6" Wide X 7 1/4" Deep
- WEIGHT: 4 LBS, 14 OZ.
- Frequency response 50-12000 HZ.
- There is a two year repair or replace warranty on everything except batteries.

List Price \$297.50    **Auctioneers Cost: \$198.00**

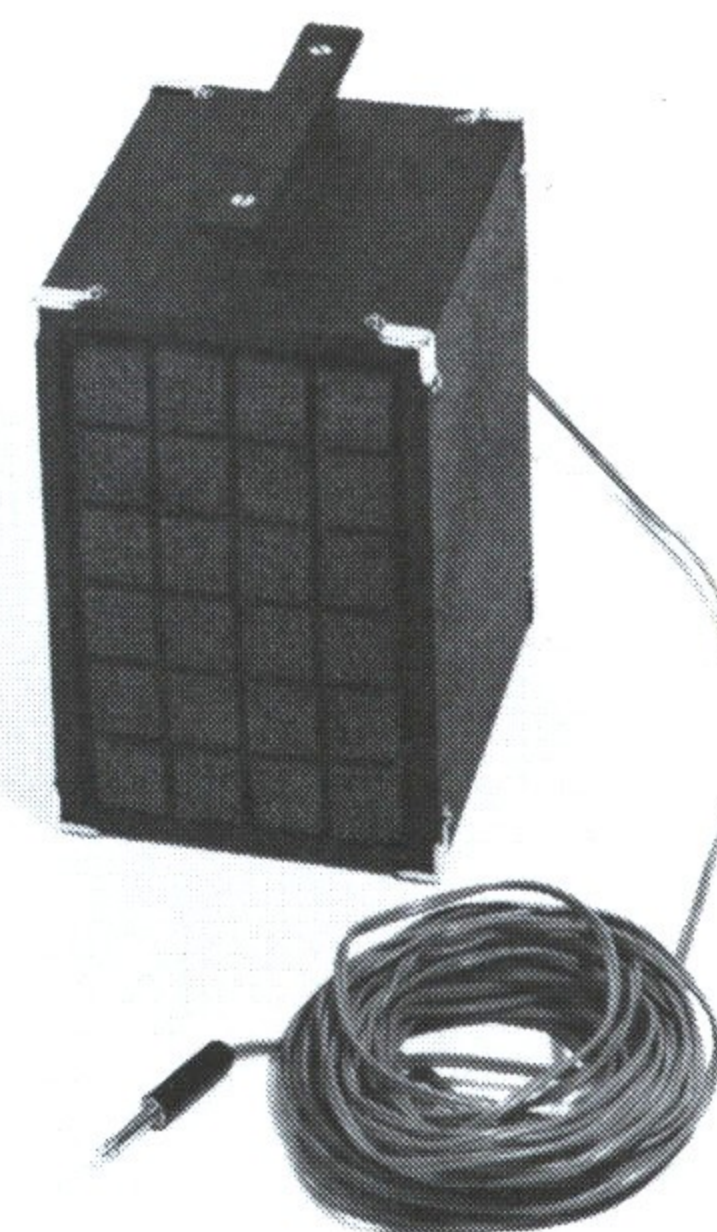


### **COLONEL II™**

The COLONEL II has the same features as the COLONEL I plus:

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

List Price: \$447.50    **Auctioneers Cost: \$298.00**



### **COLONEL™ COMPANION EXTENSION SPEAKER**

- Automatically **DOUBLES** the output power of the COLONEL II or COLONEL III Amplifier.
- POWER: Compact Six inch full range baffled speaker. Frequency response 50 to 12000 HZ.
- CONSTRUCTION: Tough, attractive reinforced vinyl "Mule Hide" covering with metal corner protectors.
- Acoustically transparent foam dust filter grill for maximum clarity.
- Comfortable handle for easy carrying.
- Storage compartment in rear for the 50 foot speaker cable with phone jack connectors.
- DIMENSIONS: 9 3/8" High 6" Wide X 7 1/4" Deep
- WEIGHT: 5 LBS.

List \$97.50

**Auctioneers Cost: \$65.00**

**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**

**We stock a complete line of P.A. equipment. Write for free literature and prices.**