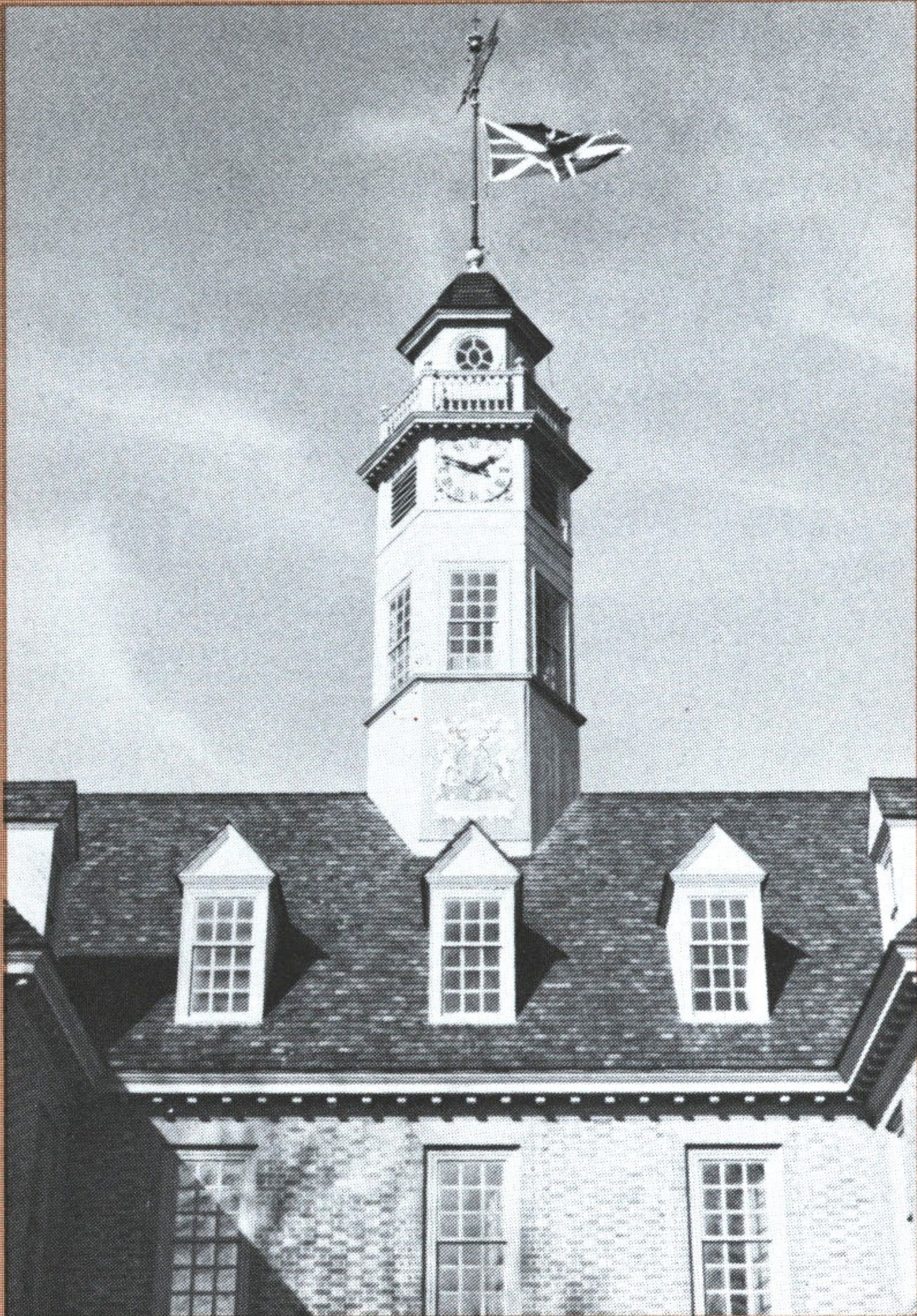


# THE AUCTIONEER

The Magazine of the National Auctioneers Association ● March, 1980



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## Letters To THE AUCTIONEER

### City Administrators Convinced

Mid January 1980 was a good time for me to look back, update my auction business, and get set for 1980. Part of the update was taking another look at results of my police auctions for the City of Cincinnati.

I decided that I would have to show the city administrations in charge of the auction just how a professional auctioneer had increased the police auction business — both in money and attendance, and why the auction should be considered as a respectable business activity.

I explained to them that I was a member of the National Auctioneers Association, and a graduate of a school of auctioneering. I pointed out that in the nine years since I had been doing the police auctions, the gross had increased from \$2,500 to \$18,000. Crowd attendance increased from around 600 to over 3,000. The hours were changed from 12 noon until around 4 pm, to a starting time of 11 am until 7 pm, with everything sold, and very few complaints.

I always received a complimentary letter from the police supervisor in charge, with a copy sent to the Chief. However, they still did not quite understand why an auctioneer should get what auctioneers ask for.

After looking at comparison figures, watching the crowd and how it reacted to an auctioneer's chant, and the few complaints that come in, the people in charge of the Cincinnati police auction began to change their minds. Especially with the money that is now realized, I have convinced them that auctioneers are, indeed, worth what they ask.

People love to go to auctions, and I think we owe them a good sale and good show. I think I've proven that every year since 1971 at the Cincinnati police auctions. However, I've certainly proven to myself that the only way to deliver successful auctions each year is to "sweep the floor, stock the shelves, get ready for the next day's business," because it will be there.

**Gene Simpkins**  
Police Officer and NAA Auctioneer  
Cincinnati, Ohio

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### Letter From the Editor . . . Information Needed

Rarely do I, Gary Carmichael, managing editor of THE AUCTIONEER, have the opportunity to communicate directly with readers of the magazine that I help produce. However, the NAA office is expanding some of its background files, and we are in need of the following information.

Please send to the NAA office any and all current information and literature about a presently operating auction school or course of auctioneering. The NAA office already has information about the auction schools that advertise in THE AUCTIONEER, but it's the other auction schools in the nation that we need to be informed of. *If there is an auction school, or course of auction study, that is being taught in your area, and that school does not advertise in THE AUCTIONEER (check the handy Advertiser's Index), then please send the NAA office some information about that school — even if it's just the school's name and address.* By providing the NAA office with auction school information, you'll be helping the NAA office stay informed of America's basic auction education.

This next item I certainly hope will always be a rare occurrence concerning THE AUCTIONEER — we left out something that should have been in the magazine. In the February issue you read the letter from the Wisconsin auctioneer who made an auction presentation to a high school class. The NAA member auctioneer was **Richard O. Lust, Verona, Wisconsin.**

**Gary Carmichael**  
Director of Association Services

## Need License Law Information?

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

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# THE AUCTIONEER

MARCH, 1980

Volume XXXI, Number 3

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

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

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

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

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1980 Board of Directors Meeting . . .

## Looking Toward the Future, Building on the Past

By C. E. "Chuck" Cumberlin. President  
National Auctioneers Association



The Board of Directors of the National Auctioneers Association is very pleased with, and proud of the response from its membership in support of the educational programs during the 1979-80 year.

Nearly 120 NAA members, their spouses and non-auctioneer employees attended the three-day antiques seminar in Williamsburg. That was record attendance until the February real estate-at-auction seminar in Phoenix where 162 registrants were in attendance.

At the Phoenix seminar hotel another organization had cancelled meeting and sleeping rooms, and the hotel offered the extra space to the NAA. The reason the NAA Office had to wait so long to determine if the Phoenix seminar could be expanded was that only 45 registrations were received before December. When the maximum registrations were received in December, it was too late to acquire additional space, line up the additional instructors for a second seminar; and (until January) obtain the extra hotel rooms. It worked out to most everyone's satisfaction, and again, our experiences in 1980 should offer us assistance in our planning for future years.

The large registration at the two seminars provides the Educational Committee with much "food for thought" when planning educational programs in future years. It is encouraging to have a wait list for our seminars, but it is more encouraging to know that the NAA can accommodate the interest of all those wishing to attend our educational programs.

It is obvious that NAA auctioneers appreciate educational assistance! And, the Board of Directors wants to offer as much assistance to the membership — and to state associations — as possible.

Last year the Board adopted a program whereby the NAA will provide assistance to those state associations that want to sponsor their own seminar on the state level. Two state associations — Kansas and Minnesota — have already requested assistance and the NAA Office will cooperate by: providing help in budgeting, determining registration fees, organizing meeting rooms with hotels, securing the instructors, and, generally providing seminar assistance to those state associations requesting it.

This year the NAA Board of Directors is putting more emphasis on the observance of National Auctioneers Week. Too often "The Week" has not received the special attention it deserves, and already

more promotion has appeared in our magazine, *THE AUCTIONEER*, than ever before. However, before we can make the public more aware of our National Auctioneers Week observance, we need to have the full support of the NAA membership.

The National Auctioneers Association sponsors National Auctioneers Week, and through the assistance of the State Auctioneers Associations, we should make it known that the auction method of selling is a sound and successful marketing method. We should point with pride to the fact that there is an Association which is willing to provide information and assistance to the public. We need to dispel the past fears of the "mysteries" of the auction method, and instead, promote the advantages of buying and selling at auction.

We should also point with pride to our emblems — National and State — which indicate that we are organized to promote our profession. As individuals, it is difficult to have a great impact on the public. But as a "team" or association, we can make people aware of the services offered and the values received at auction.

National Auctioneers Week will be observed April 6-12, in 1980, and it is hoped that all NAA members will work with their state associations to promote The Week effectively. It also is hoped that NAA and State Association members will identify themselves with the National and State Associations' emblems throughout The Week and entire year. *You can improve your business* when you identify yourself with a National Association!

The NAA board of directors, at its meeting in Williamsburg, Virginia following the Seminar, discussed many recommendations and programs, which will be valuable to the auction profession. The discussions were the results of comments made to the board of directors during their many visits to State Association conventions.

Occasionally, items are discussed and committees formed at the board level that members are unaware of concerning the idea's origin and reason. An example of this procedure is the study being made in regards to the feasibility of the NAA office relocation.

Continued Page 6



Some members have misunderstood that the NAA Office is being moved, but that is not the situation whatsoever. There is, however, a study being made to determine if it is feasible to move the office, because of several reasons. If it is determined that the only reasons to move are minor, and that a move will be too costly, both on a short-term and long-term basis, then the study will be concluded.

The current feasibility study is being made, but will not be complete until the membership becomes involved. I personally hope that the members will send their comments to the NAA office, which will then be summarized by the Headquarters Relocation Feasibility Study Committee. Member observations will ultimately be forwarded to the Board of Directors for review. To date all of the activity, which proposes the Committee study the feasibility of moving to the Kansas City area, has come from the Board and the membership has not offered its opinion.

If you have an opinion, for or against a move of the NAA office from Lincoln to Kansas City, please send it to the NAA Office before the second 1980 meeting of the Board of Directors in Lincoln, Nebraska, at the NAA Office, in late May or early June.

Several other decisions were made during the January meeting of the Board of Directors; one of which was the ratification of the amendments of the By-Laws of the NAA. The entire revised By-Laws will be published in THE AUCTIONEER magazine soon, and they coincide with the amendments, which were made to the Articles of Incorporation at the June, 1979 Denver Convention.

The 1980 NAA Nashville Opryland Convention program was approved by the Board of Directors at the Williamsburg meeting, and advance registration forms for the convention will appear in the April 1980 AUCTIONEER. When you receive your April issue, complete the Convention Registration Kit immediately and send to the NAA Office. Our largest convention attendance ever is expected in Nashville. Not only will you assure yourself of convention attendance, but the first 1,500 registrants (full registrations) will receive tickets to the Friday, August 1, 1980 Grand Ole Opry event. The only way you can get tickets to the NAA Grand Ole Opry event on Friday night is by registering for the NAA Convention. Extra tickets cannot be sold to guests, but made available only to convention registrants.

The hotel reservations forms have been included in the last two issues of THE AUCTIONEER magazine, and if you plan on attending the Nashville Convention, and wish to have a room in the Opryland hotel, make your reservations early. Already several NAA members have sent the hotel reservations forms to the NAA Office. *Instead, please send your hotel reservations directly to the Opryland Hotel.* I urge you to make your hotel reservations early so that you will have a room in the convention hotel. Space will be limited and rooms will be allocated on a first-come, first-served basis. Hotel and motel rooms have been protected in the surrounding motels and hotels — walking distance — but most conventioners want to stay in the headquarters hotel.

The 1979-80 year continues to be a full but exciting year for me, and I can see the progress we auctioneers are making to become identified as a

progressive, growing and exciting industry. We deserve to grow! We need to be recognized as the best method of marketing real and personal property!

We need to be identified within our own Association, and I urge each member to display, proudly, the NAA emblem wherever you represent yourself as an auctioneer. Use the NAA emblem in your personal letterheads, wherever you promote your name in auction advertising. Be proud of your membership in the National Auctioneers Association. I certainly am.



## The Legal Aspects Of Auctions . . .

### More Government Action On Theft In Livestock Marketing

*The February AUCTIONEER published in this column the action of the U.S. Senate Judiciary Committee in regards to fraud in livestock marketing. When a criminal act involving livestock is committed, the entire livestock marketing procedure is adversely affected. That includes the auctioneer, especially when the auctioneer is also a livestock marketer, producer, or livestock buyer.*

*Action by the House of Representatives further emphasizes the need for legal action in dealing with livestock marketing crime.*

Washington, D.C. — A House Judiciary Subcommittee has passed an amendment to the federal Criminal Code Reform Act, which makes it a federal crime to use fraud to obtain livestock, money or both in connection with interstate livestock marketing.

The action by the House Subcommittee on Criminal Justice follows passage of a similar measure by the Senate Judiciary Committee December 3, 1979. Both branches of Congress are currently working on the Reform Act, a massive reformation and revision of federal criminal laws.

C. T. "Tad" Sanders, general manager of the Kansas City-based Livestock Marketing Association, said the House action on January 31 "indicates further support for our ongoing efforts to rid the livestock industry of the white collar crooks who prey on it.

"Like the Senate action, the House has called for strict penalties for crimes in connection with livestock marketing. A violation of the new provisions would result in a fine of up to \$250,000 for an individual and up to \$1 million for an organization, or jail sentences of not more than 80 months if the property is valued at more than \$100,000, or not



more than 40 months if the property is valued between \$10,000 and \$100,000."

"White collar" crimes in the livestock industry, Sanders said, include numerous types of fraudulent schemes, wrongful nonpayment for livestock, embezzlements, counterfeiting and criminal conversion of livestock, money or both.

"Marketing businessmen around the country welcome this Congressional action, because it recognizes the tremendous financial risk shouldered by the marketing sector every day in an industry that handled about \$50 billion worth of commerce in 1978," he said.

The strict penalties, Sanders added, "should be an effective deterrent to the minority of crooks who regularly invade the livestock industry."

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### **Auctioneer, it's a fact . . .**

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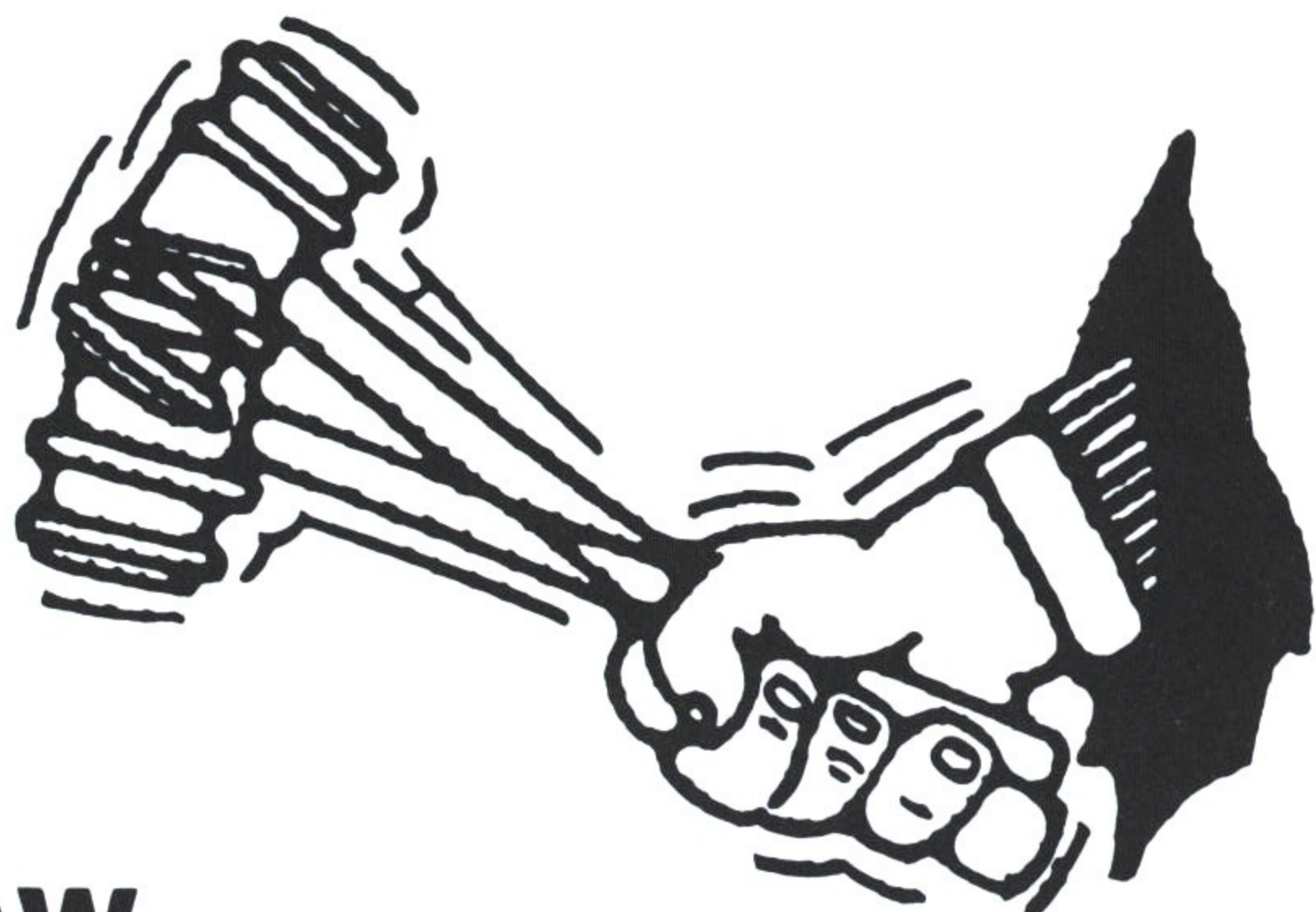


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**Nashville Here We Come**

## **1980 NAA Convention Preview**

In the last two issues of THE AUCTIONEER, you've had the opportunity to make your room reservations for the 1980 NAA Convention in Nashville, Tennessee. However, April's AUCTIONEER magazine will have a complete Convention Registration Kit to make your convention planning easy and convenient. This AUCTIONEER's Convention Preview is a "get ready, get set" look at our upcoming annual meeting.

### **Terminology Is Important**

As you communicate with the Opryland Hotel and the NAA office, the following terms are the ones to use for discussion of your convention planning.

*Reservation* is the advance arrangement of your room accommodations at the Opryland Hotel. Make all your room reservations *directly with the Hotel, and not with the NAA office*. Use only the special NAA return reservation form to arrange your convention lodging; send check and form directly to the hotel.

*Registration* is your notification to the NAA office that you will be attending the 1980 Convention and its accompanying activities. Send your completed registration forms (convention, golf tournament, tours) to the NAA office. You will enclose *one check to cover all the fees* for the activities you've registered.

*Application* refers only to the Ladies Auxiliary membership form that will be included in the Convention Registration Kit.

In short, an NAA member would be reserving room accommodations, registering for the convention, and some AUCTIONEER readers will be applying for membership in the Ladies Auxiliary to the NAA.

Not only are you encouraged to register early and make your room reservations early, but also make your travel arrangements well in advance of Convention Week, July 30-August 2. For that reason, the NAA office has been notified by Delta Airlines of toll-free numbers to call for making your air travel plans to Nashville in July 1980.

**Delta Convention Reservations      800-241-6760  
In Georgia                                      800-282-8536**

The NAA office will also be in touch with the Convention Coordinators at Delta, plus other airlines that serve Nashville.

### **This Was Just a Preview . . .**

In the April issue of THE AUCTIONEER you'll find your Convention Registration Kit in the center of the magazine. You'll be instructed to fill out and cut out your room reservation form, then send it to the Opryland Hotel, along with your \$40 deposit. The remaining portion of the Convention Registration Kit will then be filled out and sent to the NAA office, with only one check covering all fees.

The NAA office hopes that you'll begin planning now for your attendance at the 1980 NAA Convention. Be assured that both the Opryland Hotel and



the NAA office will process your convention arrangements as quickly as possible. It's a matter of good service to the NAA members who decide to make plans early for "Nashville here we come".

You'll hear it often between now and July 1980, "see you at the Convention".

You Can Reserve Your Room Now

Begin your 1980 NAA Convention planning by reserving your accommodations at Nashville's Opryland Hotel, adjacent to the Grand Ole Opry and Opryland Park. Send both your reservation form and your \$40 deposit directly to the Opryland Hotel, not to the NAA office.

The special NAA room rate is \$48, single or double. There will be an additional charge of \$7 per person for the third person to a room; and children under twelve years of age stay free if occupying the same room as parents. All reservations must be received by July 9, 1980, reservations after that date will be confirmed on a space availability basis at regular room rates.


To avoid unnecessary check-in delay, make your transportation plans to allow for hotel check-in after 2:00 p.m. Your accommodations will not be ready until after that time. Should you have to cancel your reservation, your advance deposit of \$40 will be re-



funded only if the cancellation is received 72 hours prior to arrival date.

If you have any questions concerning your hotel accommodations, please call the Opryland Hotel. Questions about the convention itself should be directed to the NAA office.

Please send hotel reservation form and room deposit directly to the Opryland Hotel, NOT to the NAA office.

<b>RETURN HOTEL RESERVATION FORM</b> <b>National Auctioneers Association</b> <b>Annual Convention</b> <b>July 30 — August 2, 1980</b>			
RESERVATION RECEIVED AFTER 7-9-80 WILL BE CONFIRMED ON A SPACE AVAILABLE BASIS		2800 OPRYLAND DR. NASHVILLE, TENN. 37214 615/889-1000	
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PLEASE NOTE DESIRED ACCOMMODATIONS			
<b>NAA SPECIAL RATES:</b> \$48 Singles _____(number required) \$48 Doubles _____(number required) Parlours and suites \$60____ \$150____ \$200____ \$300____ (Contact Opryland Hotel for additional information on suites.)		Reservations received after cutoff date above will be confirmed on a space available basis at regular rates.	
Check out time is 12 noon. Suggested arrival time is after 2 pm.			



## 1980 Advertising Contest? Send Entries to the NAA Office

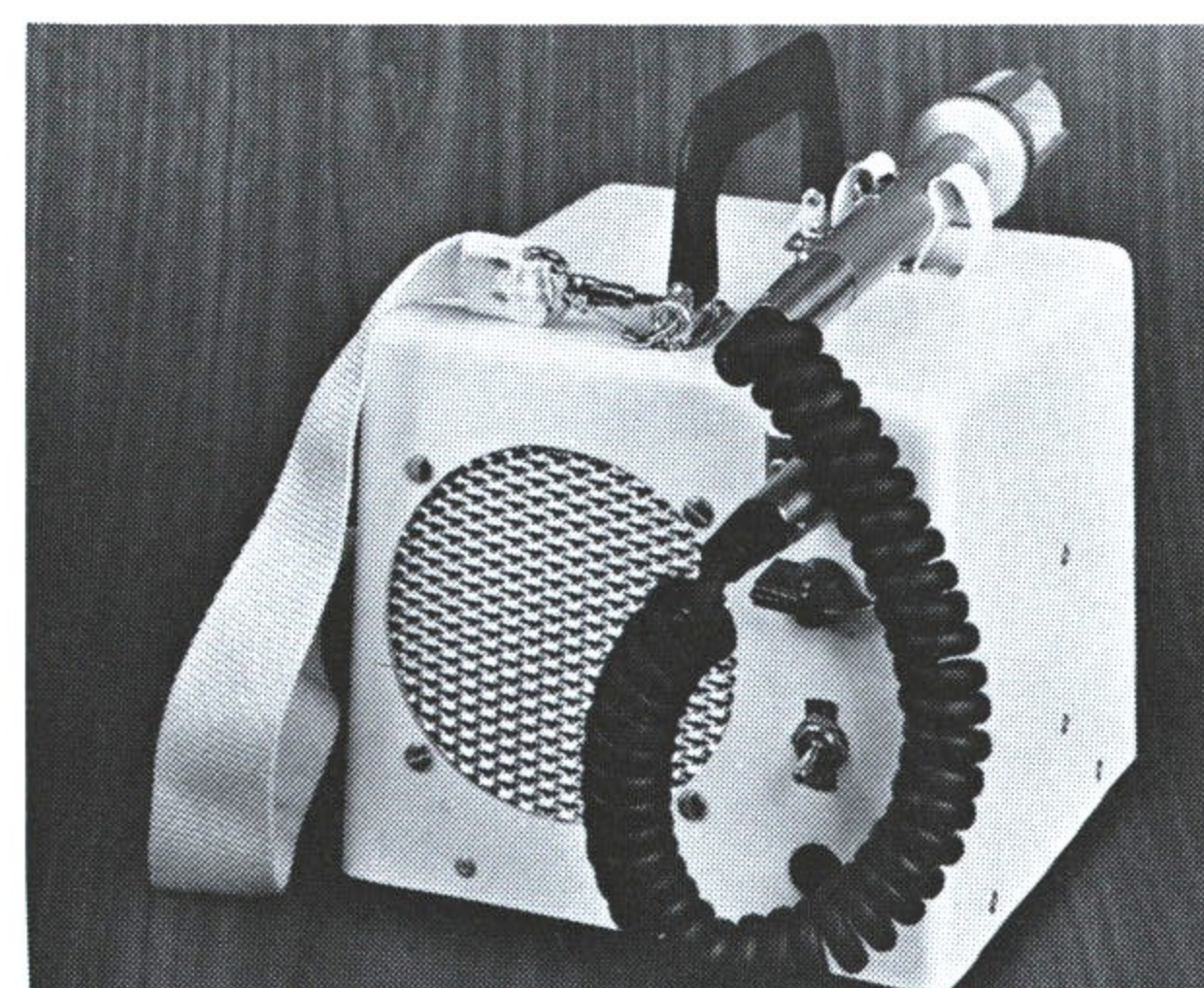
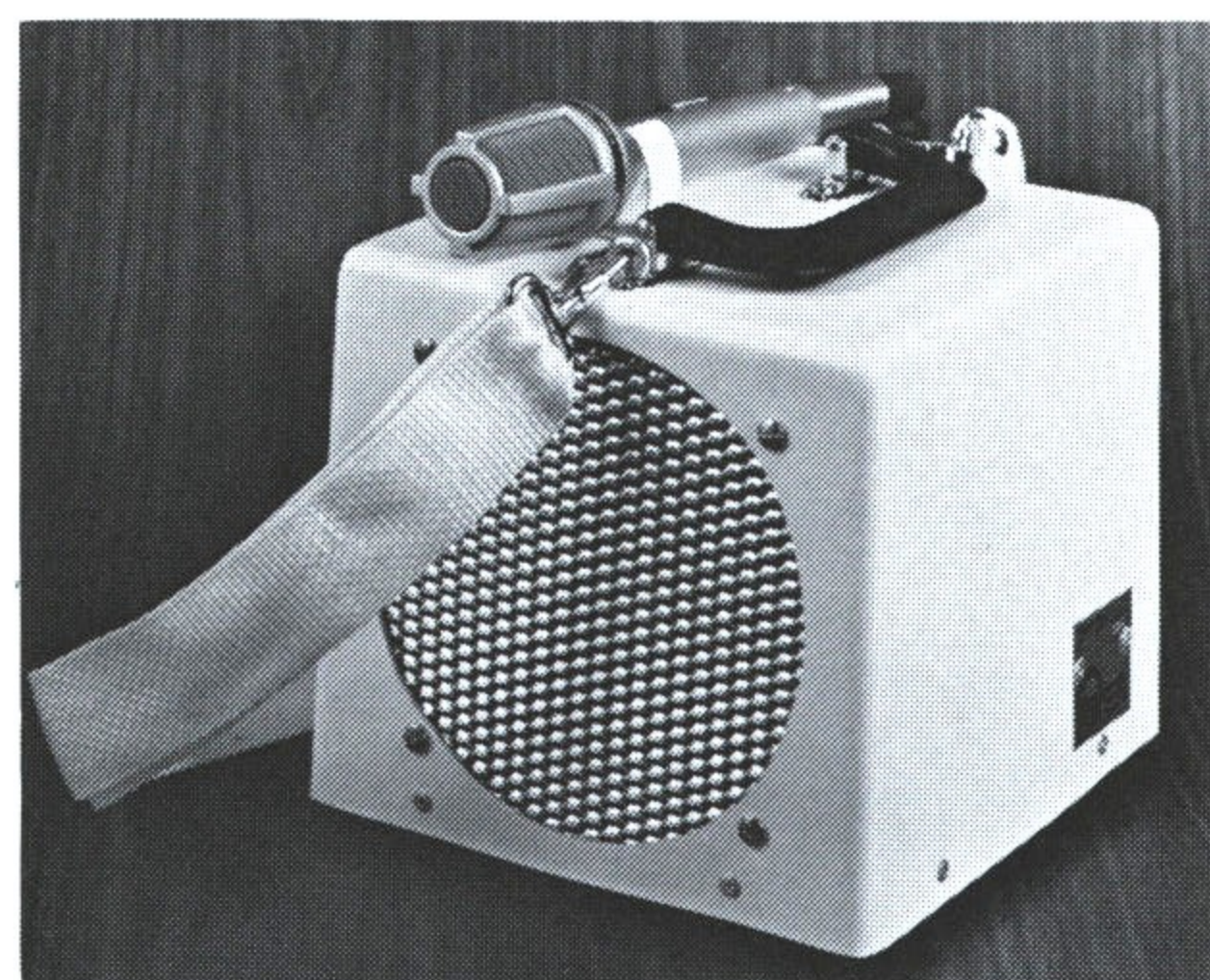
Entries for the 1980 NAA Advertising Contest are now being accepted at the NAA Office, from all members who wish to compete in the seven advertising categories at the July Nashville Convention.

The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1980 Contest. Awards will be presented at the Awards Luncheon at the 1980 NAA Convention, Friday, August 1.

The only "change" in this year's advertising contest is the entry form at the end of this article. Photocopy or retype the entry form (one completed form for each contest entry, three samples per entry). The completed form will help the contest judges in identification and evaluation of your advertising.

### Advertising Contest Rules

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA Office — *three copies of each entry* — by July 1, 1980.
3. Entries must be on the current year sales (July 1, 1979 through June 30, 1980).
4. Each member entering the contest must select one entry, which he feels he wants to be represented in any of the particular categories. Each entry must be labeled, or clearly marked, as to the category for which it is being entered, and three pieces of each category must be submitted. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges and additional advertising pieces will be maintained in the NAA Office for reference only.)
5. Members of the advertising committee are not eligible to compete for an Advertising Contest Award.
6. Previous year winners — those who won an award in 1979 — are not eligible to compete in the category in which they won in 1979, but they may enter any of the other categories.
7. Of the three entries submitted for each category, one copy will be maintained in the NAA Office; one copy will be maintained in the judges' file; and the third copy will be displayed for viewing by the convention registrants after the awards' recipients are announced.
8. Two first place awards will be presented in each category; one for one-color ink on paper; and the second for multi-color ink on paper.
9. A "Best of Show" award will be presented to the



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DWIGHT V. DODGE, Owner



best entry submitted for the contest (and will not be included in the other award categories).

10. The categories are as follows:

- a. Commercial and Industrial;
- b. Farm (an operating farm liquidation);
- c. Real Estate;
- d. Antiques;
- e. "Specialty" (cataloged sale);
- f. Consignment Sale with General Household and Estate Liquidation;
- g. Institution (auction firm promotion).

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

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA Office by July 1, 1980. Be sure and have the entry form completed and attached to the three examples of each entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.

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## ENTRY FORM

National Auctioneers Association  
1980 Advertising Contest  
NAA Annual Convention  
Nashville, Tennessee

Please type or print.

CONTEST CATEGORY \_\_\_\_\_  
(include letter and name of category)

SUBMITTED BY \_\_\_\_\_  
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE  
ADVERTISING \_\_\_\_\_

NUMBER PREPARED \_\_\_\_\_

NUMBER DISTRIBUTED \_\_\_\_\_

HOW DISTRIBUTED? \_\_\_\_\_

BRIEF DESCRIPTION OF SALE \_\_\_\_\_

**DEADLINE FOR ENTRIES: July 1, 1980**

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

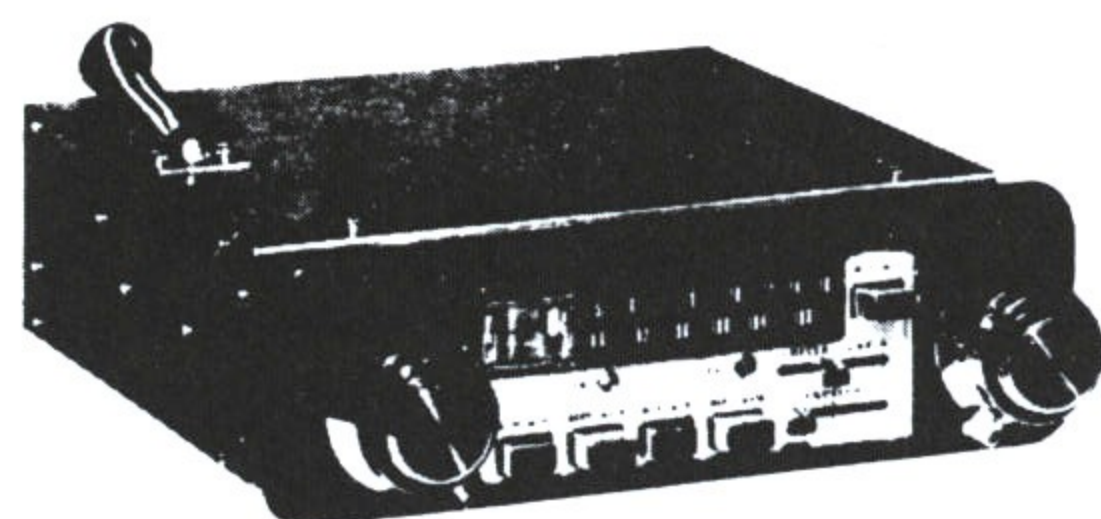
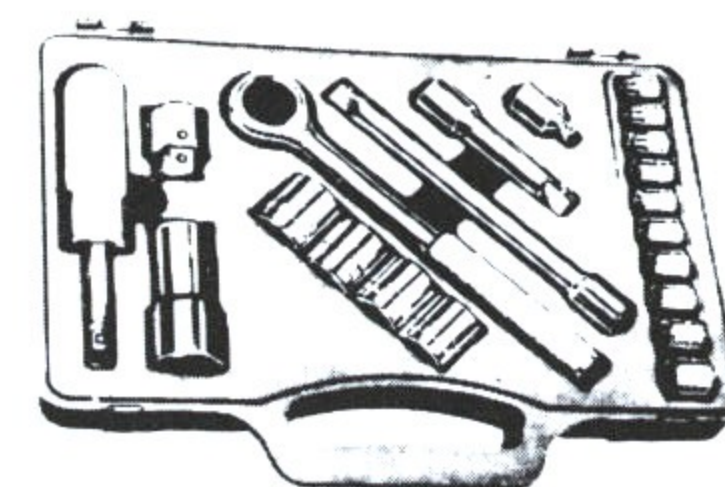
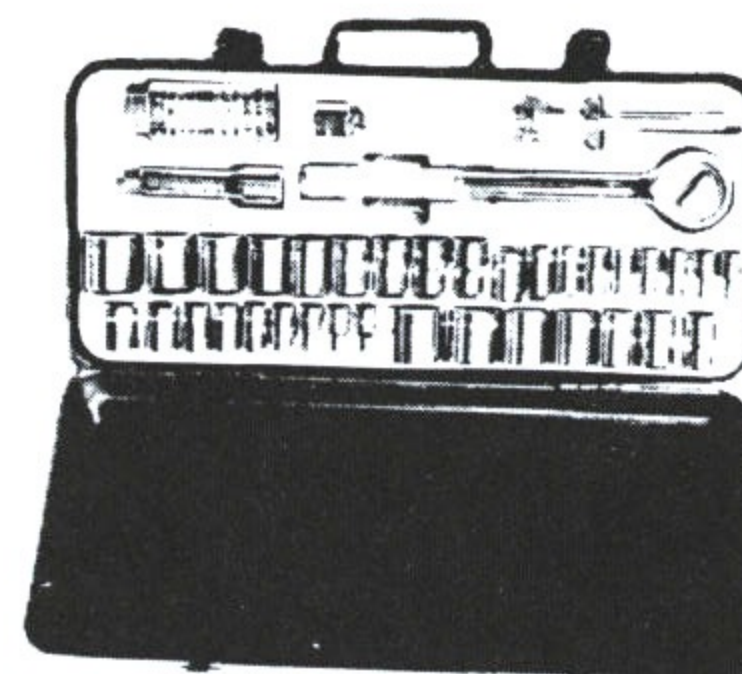
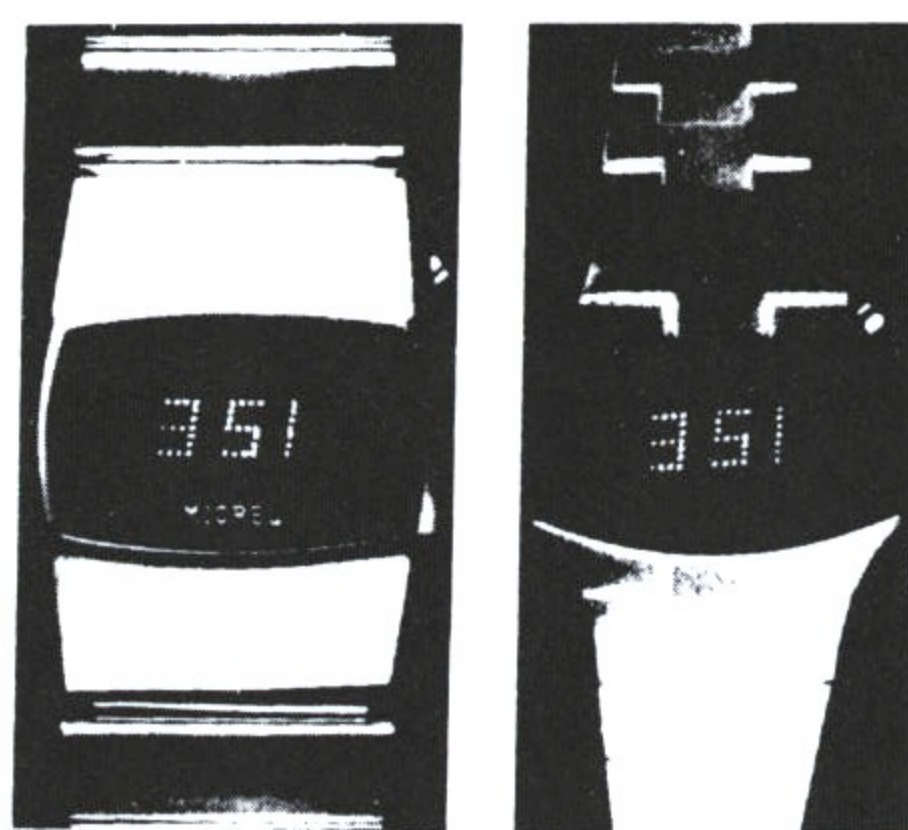
**Advertising Contest**  
**National Auctioneers Association**  
**135 Lakewood Drive**  
**Lincoln, Nebraska 68510**

The soaring price of farmland reflects not only inflation, but also its appeal as an inflation hedge, according to Ronald Jarvis, Jr., president of Oppenheimer Industries, the diversified Kansas City-based agri-investment firm.

"More people are beginning to ascribe a mystique to farmland which was heretofore reserved for gold and at one time the United States dollar," explains Mr. Jarvis. "Land is increasingly becoming a base commodity, from which other values and standards are set."

**HIGH PLAINS JOURNAL**





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BETAMAX, TEABERRY, ROYCE, COLT,  
REGENT, PROCTOR SILEX, MCGRAW-  
EDISON, plus many others.



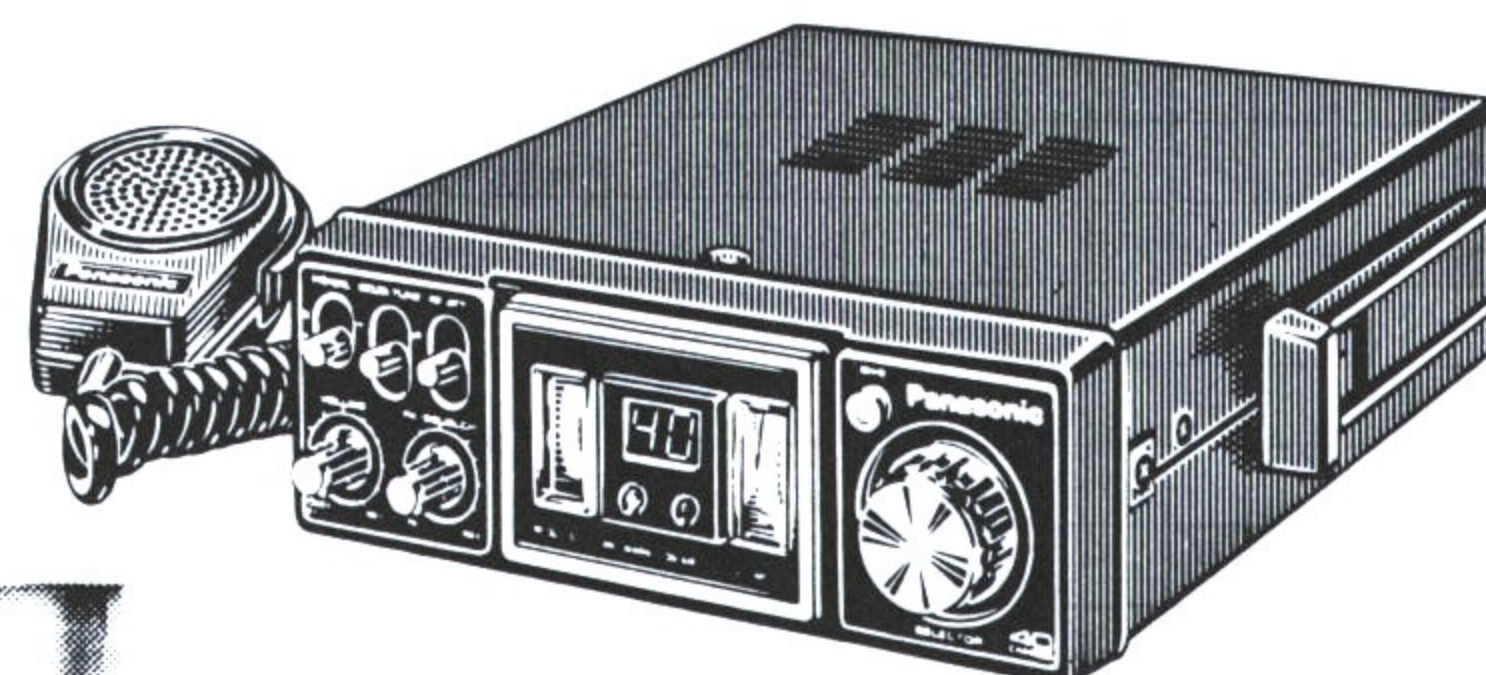
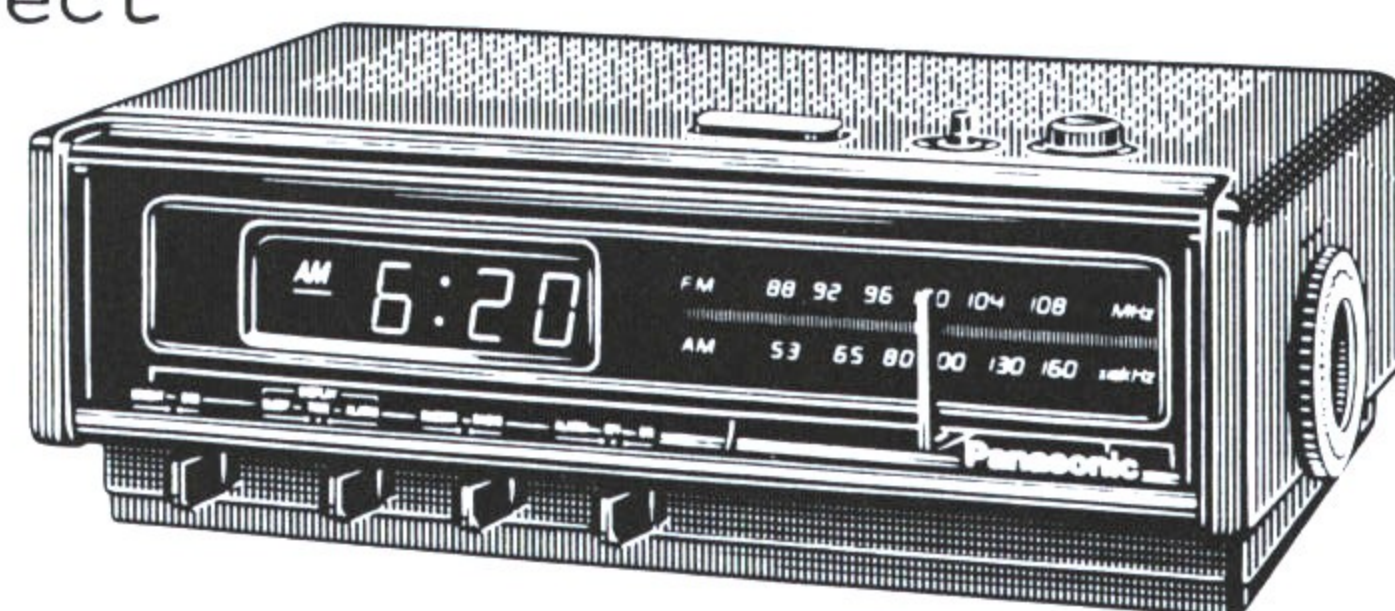
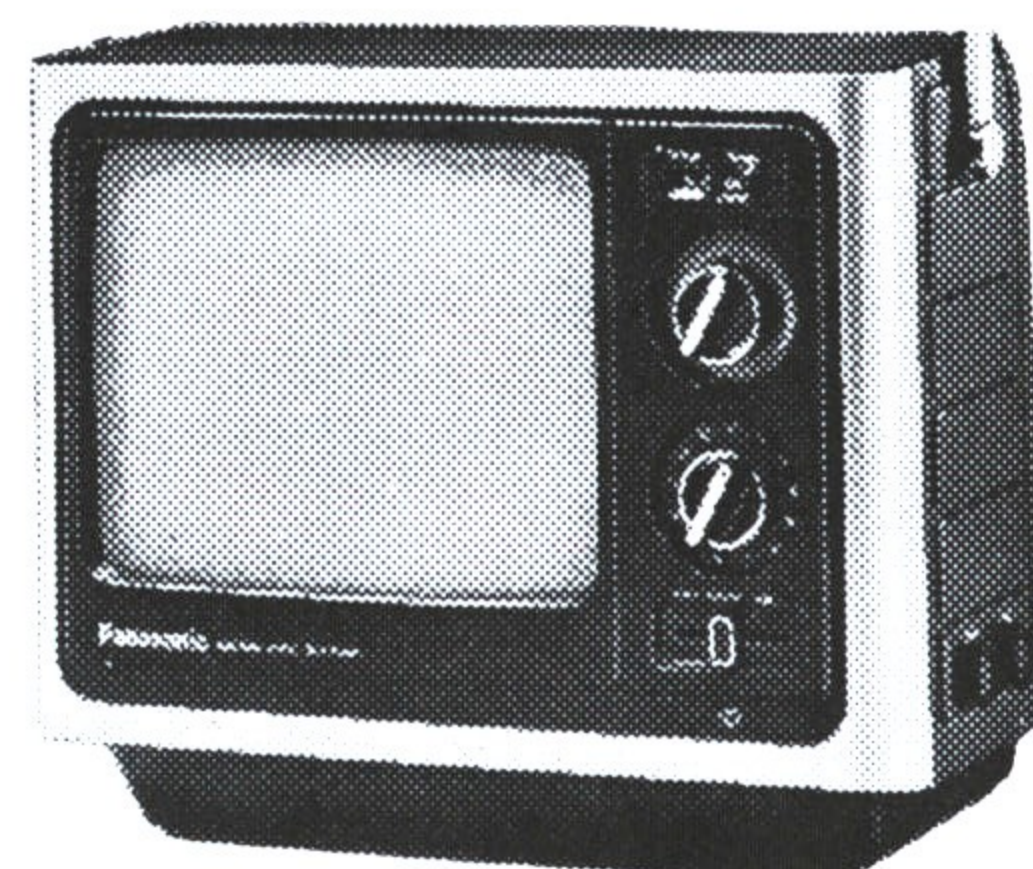
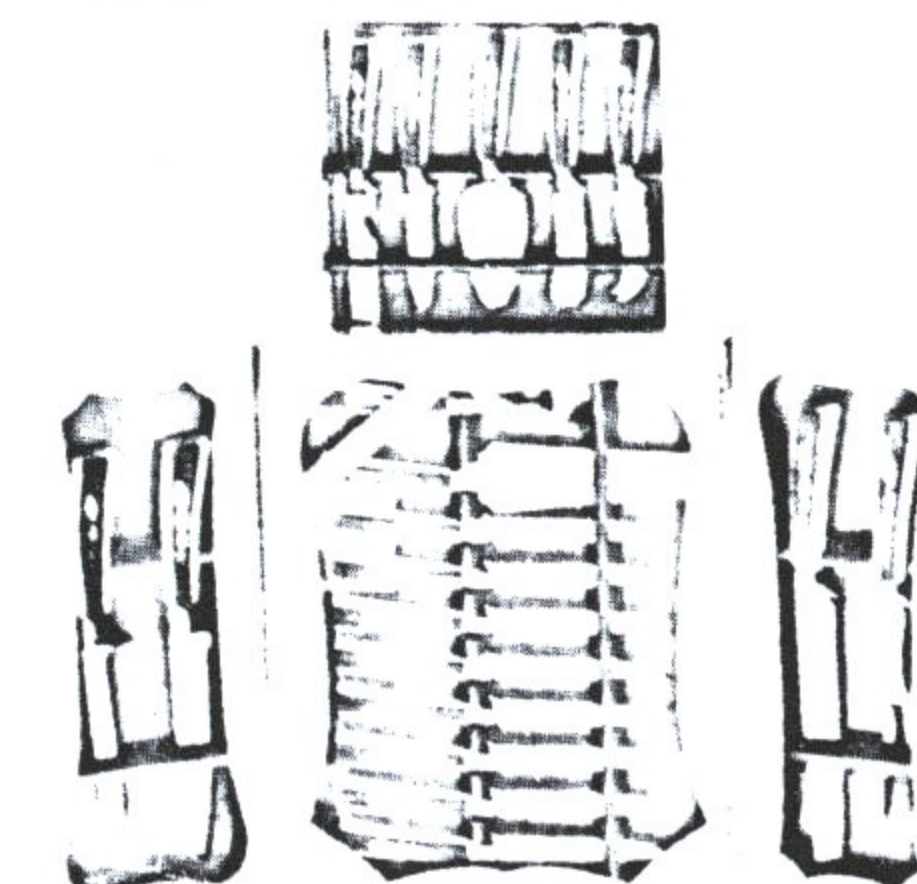
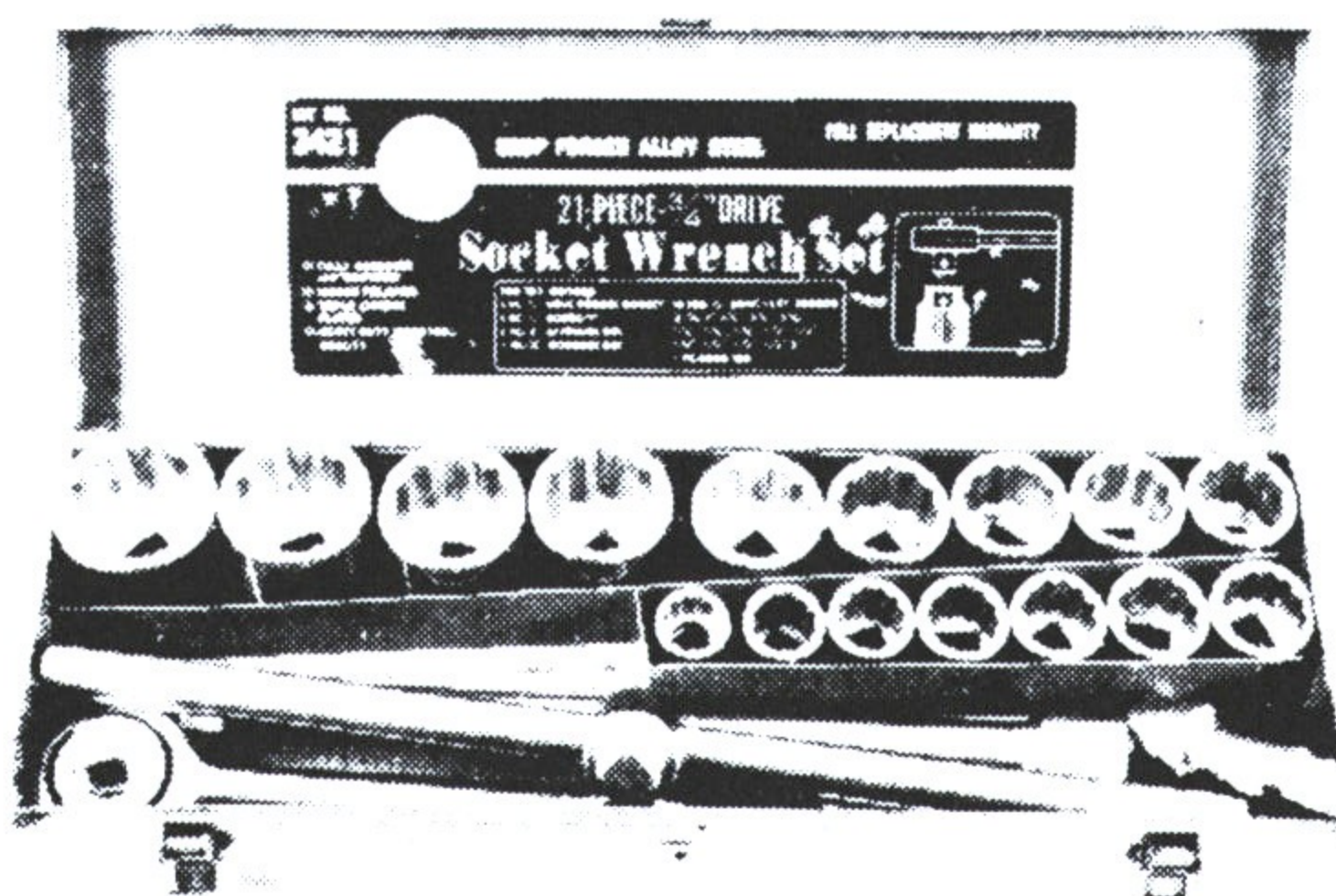
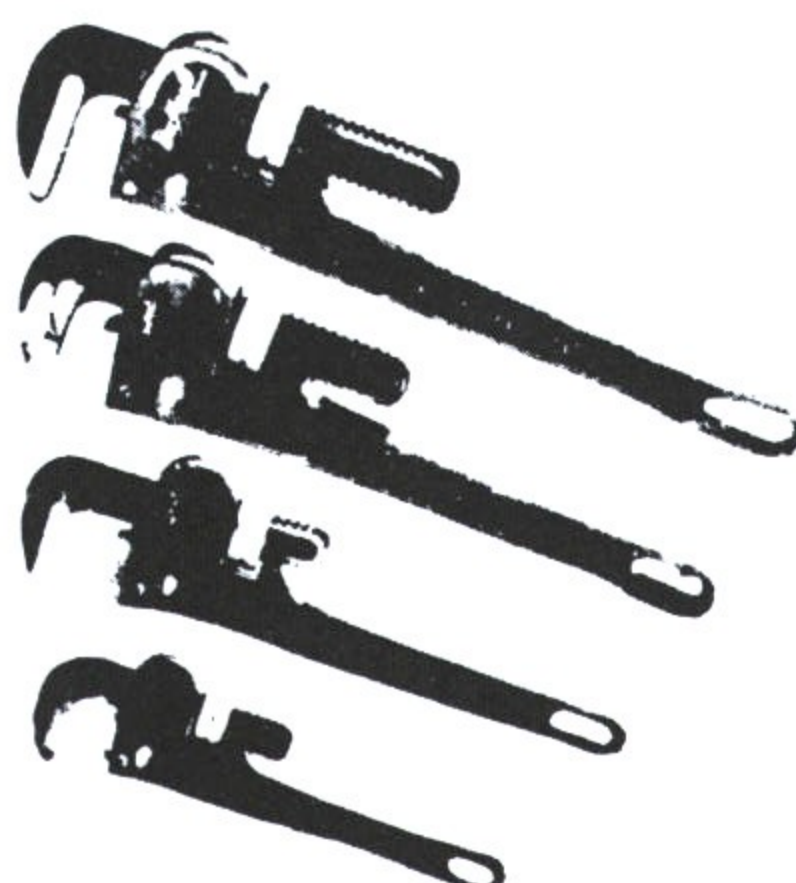
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## Government Paperwork Burden Costs Small Business \$12.7 Billion a Year

Washington, D.C., January 4 — The Nation's 10 million small businesses spend \$12.7 billion a year to fill in government forms and reports, the Senate Small Business Committee was told today.

In testifying on the results of the Small Business Administration's "Paperwork Measurement and Reduction Project," Milton D. Stewart, SBA's Chief Counsel for Advocacy, said: "Our survey shows that small businesses file more than 305 million Federal forms a year, totalling over 850 million pages and containing over 7.3 billion questions."

Stewart told the Senate committee that about \$10 billion of the overall \$12.7 billion paperwork expense is the result of the Federal reporting burden. "The balance is linked to state and local paperwork requirements," Stewart testified. "The small business outcry against this paperwork burden has sent one loud, clear message to the Federal Government," Stewart said. "Reduce it."

Stewart gave the committee these figures resulting from the SBA study:

103 Federal agencies require small business to fill in one or more reports.

43 percent of the Federal forms are mandatory, 33 percent are voluntary, and 24 percent

are required for a small business to derive some benefit from Federal programs.

Internal Revenue and tax deposit forms "are viewed by far as the biggest problem in terms of reporting requirements imposed on small business." Other forms which drew major complaints were related to ERISA, OSHA, EEO and affirmative action plans, census and government procurement.

Ten agencies account for 52 percent of all recordkeeping requirements. Internal Revenue requires 145; Bureau of Alcohol, Tobacco and Firearms, 87; Agricultural Marketing Service, 59; Public Health Service, 54, and Food and Drug Administration, 46.

Stewart said that the SBA study proposed a "set of tools . . . to distinguish unnecessary and duplicative paperwork burdens." Among those tools, Stewart listed:

An inventory of reports which small firms in each industry send off to the Federal Government. This inventory is available through a computer.

An annual catalog of information available in the computerized inventory.

A summary of kinds of information required based on key business characteristics.

Stewart said President Carter's Executive Order on Paperwork, issued on November 30, 1979, gives mandatory paperwork budgets to every agency and "brightens the progress (for paperwork reduction) still more. In issuing that order, the President has done everything he is able to do about the paperwork problem."





*ONCE BUSY COLONIAL STREET is now a visitor's thoroughfare. NAA seminar members on tour stopped at the Raleigh Tavern where patriots, planters and other colonial leaders gathered.*



# Williamsburg In One Word

This year's first NAA seminar, at Colonial Williamsburg, Virginia, for Antiques-at-Auction, was an unqualified success. The seminar also established another first, in that Williamsburg began the NAA's three day, single topic sessions. In general, seminar registration went smoothly, the weather cooperated for a Colonial tour, the food was delicious, and the seminar instructors were a constant source of information about antiques-at-auction.

## In-depth Discussion of Each Antique Specialty

Dr. Robert Bishop was the only instructor during the day on Monday. Seminar registrants were given a nearly three hour tour of Colonial Williamsburg during Monday afternoon. Dr. Bishop's presentation included a large number of slides to illustrate his discussion of American folk art. Seminar Co-Chairman C. P. "Terry" Dunning closed the first day with an evening session on antiques auction appraisal.

Tuesday's first instructor was antiques author, lecturer, and NAA auctioneer George Michael. Again, numerous slides were used to highlight instructor Michael's analysis of antique furniture. For his session on art glass, auctioneer/expert Roger Early displayed glassware samples and distributed example art glass auction catalogues.

Newspaper publisher R. Scudder Smith was the Tuesday evening instructor for antiques auction advertising. His slide collection of excellent auction advertising also included some bad advertising for comparison.

The final day of the Williamsburg seminar featured only two instructional sessions, because many seminar registrants had Wednesday evening travel plans. In the morning, clocks expert Dana Blackwell presented detailed coverage of antique clocks in America. Oriental rugs importer and expert Behrooz





# — “Successful!”

Hakimian closed the last day of the seminar with an overview lecture of oriental rug history, and the present day market.

Each instructor provided 2-3 hours of detailed, in-depth coverage of the specific antiques-at-auction subject. The most obvious indication of the Williamsburg instructors' expertise were the pages and pages of notes taken by the seminar members. Questions were asked and answered during each instructional session; and to aid in planning future NAA seminars, critique sheets were completed for each instructor.

## Three Day Format Welcomed

The 1980 Williamsburg Seminar was the first NAA seminar to cover only one topic in the three day period. Many seminar registrants commented to the NAA seminar staff that the three day, one topic format was quite satisfactory. Those who traveled longer distances appreciated the three full days of detailed instruction, rather than making the trip for only one or two days.

NAA members from a variety of auction backgrounds attended the Williamsburg Seminar. Twenty-six US states were represented in the 118 registrants. A waiting list, which had been formed since December 1, 1979, was admitted to the seminar when additional lodging became available at the Colonial Williamsburg Lodge.

“I don't think you could have chosen a better seminar location for antiques,” explained one seminar member, referring to close proximity of thousands of authentic 18th century pieces. The Abbey Rockefeller Collection of Folk Art was across the street from the hotel; and Colonial Williamsburg itself is a most comprehensive museum.

## NAA Board of Directors Meeting Held

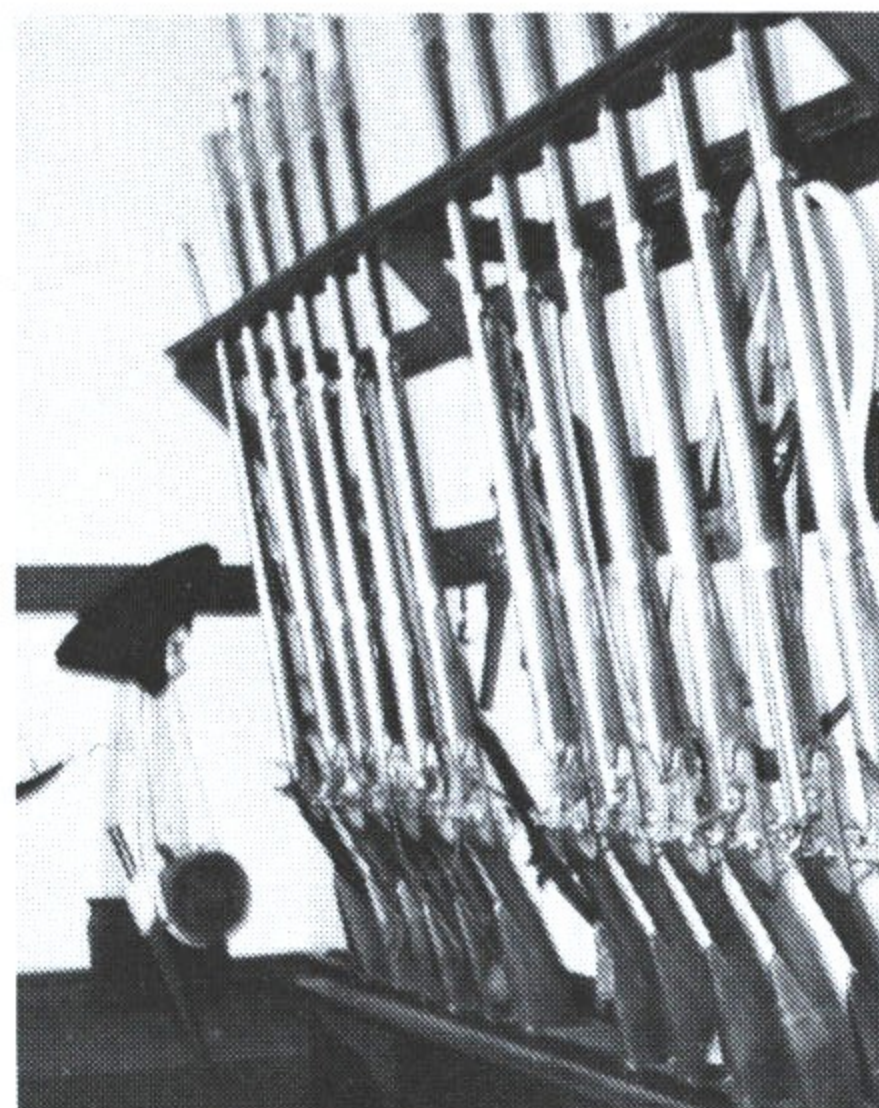
As the seminar concluded on Wednesday afternoon, NAA board members who were also seminar members prepared for the first meeting of the NAA Board of Directors in 1980. The meeting was held that Wednesday evening, January 23, as Board committees considered items that would be voted on the next day. The Thursday Board session began at 8:30 am, and concluded at 6:30 pm. Results of the NAA Board of Directors', January 1980 meeting will be published in a forthcoming issue of THE AUCTIONEER.

Of course, other words can be used to describe the NAA Williamsburg Seminar, but “successful” seems to be the most accurate. Knowledge that was gained from seminar attendance will greatly contribute to auction businesses of seminar members for months to come.

On the following pages of this AUCTIONEER is an interview of four questions that were asked of each seminar instructor. Rather than try and recreate the seminar instruction, the answers to the four questions give a professional look at today's Antiques-at-Auction market.



*HOUSE OF BURGESSES was part of the colonial Virginia capitol building. Auctioneers visited the room where principles of self-government and individual liberty were developed by Virginia's patriots.*



*FLINTLOCK FIREARMS stored in the colonial magazine were authentic and in working order, as demonstrated for Williamsburg visitors.*



*NAA PRESIDENT CUMBERLIN presented opening remarks to the Board of Directors meeting the evening after the Williamsburg Seminar.*



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*Williamsburg Seminar Instructors Interviewed*

**"What are the issues, in your field and the antiques market in general, that should be of concern to the NAA auctioneer?"**

**Dr. Robert Bishop, American folk art:** I think auctioneers, like all other people need to become more knowledgeable. The knowledge in the folk art field, especially represents power. But once you have become generally familiar with folk art in terms of the types of pieces and their relationship to the marketplace, the details of examination become terribly important. The criteria for judging a work of folk art is not really much different from judging any other object; is it free of restoration, is it in its original condition, does it have its original paint or its original surface? These considerations are major and can make a difference of many, many thousands of dollars.

I think a perfect example is the weathervane. If you have an early weathervane in its original condition, and it has not been painted, one that has a nice rich green patina, its worth many thousands of dollars more than a piece that's been painted along the way. That's just one example.

Another is a large painted and decorated cupboard from the Hudson River Valley. There are decorated pieces from the 1700-1750 period, and when they get to the marketplace bring anywhere from \$65-100,000. If the paint has been taken off, you can buy them for \$2,500. So attention to details certainly is very important.

Now where do you go to acquire this kind of expertise? Libraries, museums, talking with specialist dealers, dealers who happen to represent a specific area, all are especially important. You'll find that a good dealer is also a good talker. Any time you go to an antique show, and you see something you don't really know about, don't hesitate to ask: "why is that priced that much; or why is that important; why do you consider that to be significant?" Asking questions is one easy way of expanding your knowledge.

**George Michael, antique furniture:** It is important for the auctioneer to get help in establishing exactly what's being sold. Too many auctioneers don't understand what they're selling. They should seek the help of other people, whether they be appraisers or other auctioneers in cataloging antique pieces. They must describe the pieces properly in and ad, and must describe their condition properly. This is one of the greatest faults I see in the profession today. Something is advertised improperly, and when buyers get to the auction, what they expect to find is not there.

Unfortunately, this reflects on the auctioneer's lack of knowledge because the auctioneer gets up





**SEMINAR LEADERSHIP WITH FIRST INSTRUCTOR** — Left to right, Co-Chairman Archie Moody, folk art specialist Dr. Robert Bishop, and Co-Chairman C. P. "Terry" Dunning, who also instructed the seminar appraisal session.

before professionals who know what the pieces are. You can't say you have a Chippendale desk, and its 18th century, when the thing may be a centennial piece. Or, it may be a piece where the whole bottom has been reconstructed, and the auctioneer doesn't point that out. Now the professional in the crowd knows it's second grade. They won't tell the auctioneer, it's not up to them to smarten him or her up.

An auctioneer may go through life not realizing that he or she doesn't know how to really analyze and grade a piece for proper description. For example, if I have a top-grade, Victorian couch, the professional people know what I'm talking about. If I just say Victorian couch, they say, well, it's a couch.

The issue is this, there's got to be more learning on the part of the auctioneer. The proper advertising of antiques, whether it be furniture or anything else is extremely important, and if auctioneers do not feel qualified to advertise accurately they should seek help.

**Roger Early, art glass:** Well, I think primarily from the art glass standpoint, NAA members should be confident that they have made accurate representation of all the antique items to be sold. If you have an auction and you don't get your items properly identified, you're losing money because you might have rarities. Any one of these pieces could be a leader, and could make everything else in their auction. Actually, the issues are really what the NAA stands for — integrity, efficiency, and just good business principles, and sound operation.

**R. Scudder Smith, advertising:** There are a number of things auctioneers should be aware of. First, know the type of merchandise that's being moved around. As far as presentation to the public is concerned, it should be based strictly upon honesty, upon complete representation of the goods being sold, described as clearly and concisely as possible.


Advertise at the least expense possible, but still take advantage of the media that is available.

As far as the business world is concerned, I think auctioneers have to watch out for these fly by night people who are buying. There are so many underlying currents that if some newspaper ever covered the deals being made, I think it would be very detrimental to the business. I think there's so much going on below board, and being protected above board. Basically, though, that is the auctioneers' problem. As far as I'm concerned, what I want to see is complete honesty in an auctioneer's advertising.

**Dana Blackwell, antique clocks:** Well, the faking of many earlier types of clocks is a definite issue. Also of concern is the interchanging or combination of parts from several clocks to make one claimed to be authentic, and the injury done to the movements of many clocks by incompetent repairmen.

I suppose to a degree the variations in public taste is a concern, plus the rise and fall in popularity of certain types based on fadism at the moment, which is always a little precarious. I would think these would be the main issues.

**Behrooz Hakimian, Oriental rugs:** I can say that auctioneers should be concerned with the rarity of the carpet, the origin, what general region it came from, condition, colors, and beauty. Pretty much the same things that we talked about as far as what to look for in any antiques. But, I think origin — in other words, recognizing whether a rug is a Persian rug, whether it is a rug or carpeting, whether it is a Turkish rug or not — is very important primary step. The condition, colors, all of these things are at issue.



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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.

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13011 S.E. 84th      Clackamas, Ore. 97015      [503] 654-3000

Farm machinery prices, up an average of 10% in 1979, will likely increase at least that much in 1980.

**HIGH PLAINS JOURNAL**



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## **“In your opinion, what is the antiques - at - auction forecast for 1980, and for the 80's in general?”**

**Bishop, folk art:** Upward — particularly in the field of American Folk Art. So many new buyers are entering this field from the traditional art market — people who have been associated with the acquisition of paintings from the likes of Picasso and Modigliani, etc. Collectors who bought paintings that sell for \$100,000, \$150,000, \$250,000 are now turning away from that area and are starting to collect American Folk Art. Consequently they bring to this market a new affluence and a new interest that was not there before. Until very recently, folk art was collected as a decorative accessory for people who collected antique furniture. That's no longer the case. In fact, folk art far outshines American furniture in price structure today.

**Michael, antique furniture:** The future looks the greatest it's ever been. I've gone through thirty years now, and I've found that when we have good times the auction business declines. When we've had recession and tougher times, uncertain times, business skyrockets. In other words, the auctioneer thrives on disaster. It's unfortunate to say this, but when there's divorce, there's separation, there's death, there's bankruptcy, uncertainty, unhappiness with the current inflation, it's all forcing people today to sell things they never would have sold before. And prices are good now.

Back in the 1950's we could buy a flat top Queen Anne highboy for \$500. We'd go in and offer \$300 or \$400, and the people wouldn't sell it. Today they can get \$3,000 for it, and they'll sell it. So the inflation has created an artificial price really for these people. Actually, they're no better off now selling at \$3,000 probably than selling it at \$500 back in 1950, compared to the dollar value.

I think the decade looks spectacular. Young people getting into the auction profession should avail themselves of all the instruction they can get at auction school, seminars, not only the National Auctioneers Seminars but those sponsored by museums — like the Henry Ford Museum, the Sandwich Glass Museum, Pensbury Manor at Morrisville, Pennsylvania, all have excellent seminars. They have fine seminars at the Pennsylvania Farm Museum in Lancaster. It's worth the money to go, they are deductible as a business expense, but it's also a tremendous learning experience.

**Early, art glass:** There continues to be a strong market in all fields of antiques. The rarities are bringing record prices, and so forth. But what we really have to have is the collectors coming in to learn. We need the beginning collector. I think one of the problems could be, for example, that Victorian art glass doesn't price itself out of the market, and



*GEORGE MICHAEL, antique furniture instructor.*

therefore lose the young people, and the pieces they can afford to buy. The sort of merchandise in between the top and the lower — the junk merchandise will move out of junk prices — but, the in-between merchandise, I think, is where we have to maintain a market all of the time.

**Smith, advertising:** I think you're going to see more and more advertising in the future, but you're not going to see advertising strictly for selling, but for buying. I think the 10/10 is cutting into people. I've talked to some auctioneers up in New England who are not doing it and they, so far, save by mileage. I think in New York it is spreading so fast that, basically, I think this is the biggest threat coming to them.

**Blackwell, clocks:** Well, I don't think that I can address to the market's future because I don't go to auctions. I get auction catalogs with important clock and watch sales to keep tabs on what's going on, but I am not that close to the auction situation to really know what to say about the future. Prices have risen to such a point that I don't buy clocks and watches anymore, furthermore I have more than I can take care of so I really am not too concerned about what prices are, and how they are handled.

**Hakimian, Oriental rugs:** I think that there is definitely going to be, especially with what's happening politically in the Middle East, greater stimulation of the market. There will be great excitement.

In terms of the auctioneers, their business may be to the contrary. They may suffer because in most states, they sell by consignment. If the desirability of Persian rugs stays high, people become afraid of not being able to buy goods. Obviously they would think that Persian goods are very valuable and will hold onto their rugs. That will affect the auction business in terms of old rugs.



**“Aside from attending in-depth seminars like the Williamsburg, what are the best means of staying informed of the antiques market?”**

**Bishop, folk art:** Well, certainly in terms of the folk art field, membership in the Museum of American Folk Art is probably the very best way. We have a 96-page magazine which comes out on a quarterly basis, and details not only what's happening at our museum, but at all folk museums across the country. We feature a calendar of events, plus a listing of exhibitions all over the United States. The magazine also has scholarly articles in terms of new discoveries in the field. This is the only folk art magazine in existence in the United States.

Also, talk to the people who regularly appraise folk art museums, the dealers, collectors, etc. The idea is to talk to the collector who is putting his money where his mouth is in terms of his or her perception of the folk art market.

**Michael, antique furniture:** I think subscriptions to auction catalogs like Sotheby Parke Bernet's or

Dick Vaughn's in Hyannisport on the Cape. These are very, very important. In other words you've got to depend upon literature. You should subscribe to good publications which give you the price activity like Maine Antiques Digest, Ohio Antiques Review, those that publish the results of auctions. Publication which give you information about antique pieces are also good — Spinning Wheel and Antiques Journal, and so forth. It's an educational process that must continue.

But, believe it or not, I found that the most educational thing I did in my early years, in the early fifties, when we didn't have shows, flea markets, the books we have today, television, radio, and all these other instructional facilities, we didn't have continuing education classes like I teach in schools, we learned by the seat of our pants. I tell people in the classes I teach, if you go to two auctions a month for six months, you'll get one heck of an education. You see 350-400 items sold, you hear it described by the auctioneer — what it is, its vintage, its period, very often its condition, you'll see the activity on the part of the buyer. Above all, you'll see the price, and know the interest in the piece.

The thing to do is to attend other peoples' auctions. Go to other successful auctioneers' sales and sit and take notes. The catalog auctions are especially good because here in the catalog everything is described, and you can sit there and write the prices down.

**Early, art glass:** I think, almost all the present periodicals plus the new antique publications on the

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**ROGER EARLY** with table of art glass samples.

market are the best means of staying informed. You have to keep abreast of the times, and you have to read the followups on auctions. Almost every magazine I know is devoting space to what certain pieces have brought at certain auctions. I think some auctioneers forget sometimes that they are salespeople, and to be a good salesman, you have to know your product. That's what it boils down to, knowing exactly what you're selling.

**Smith, advertising:** I think the best way to stay current is simply to read and see what everybody else is doing. Some of the best people to watch are the galleries in New York who are paying the top dollar

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for the most advertising results. I'm not sure that always follows, but I think that if you take the ads that appeal to you and study them, you will see certain trends developing; and you'll decide what to do. I covered that in part of my lecture. One thing that I do suggest is for auctioneers is take a newspaper that has a lot of auction advertising in it, and get three or four people around the paper. Flip the pages, and automatically as the page comes up, each person point to an ad. See what you all selected, cut the ads out, talk about them, and you'll have a good lesson in auction advertising.

There are a lot of advertising courses, but I'm not sure they work because they're mostly basics and less trend.

Pictures are important. Pictures in ads are worth a thousand words, but I don't think that's necessarily true in auction advertising. Top quality pictures, however, are always highly important.

**Blackwell, clocks:** There's some excellent books on the subject, there are some rather poor books. Clocks have become a very popular subject, so there are many things written on the field. First class books are perhaps few and far between, but if auctioneers are going to handle very many clocks, they should read. Unfortunately, many Americans don't read very much, they like to look at pictures. They mistakenly feel that they can learn enough from pictures. But the important thing is to really read the text that is based on research and done by scholars.

I gave several people a brochure on this new book, not because I happen to have written some parts, but because it is a very comprehensive book. It's edited by Alan Smith, who is on the Art History faculty at the University of Manchester in England, and I've recommended it to several people who tell me they simply love it. (*The book is THE COUNTRY LIFE INTERNATIONAL DICTIONARY OF CLOCKS, consultant editor Alan Smith, Country Life Books, Feltham, Middlesex.*)

Then, there are several classic books in the clocks field like *TIME AND TIMEKEEPERS* by Willis Millums. It's a standard work that came out over fifty years ago, but still is a classic in the field. One of the best ways to find books is to write a good book dealer like Adams Brown in Exeter, New Hampshire who publishes a catalog exclusively on books on clocks and watches. Quite frankly, there is simply no substitute for being well read.

**Hakimian, Oriental rugs.** Exposure to the actual rugs, that's the best way to stay informed. Seeing rugs in showrooms and at dealers and really looking at them is exactly the same as we shop for rugs. However, when you do that you will only learn about new rugs. They are fine, but in colors and design they are different than the old ones.

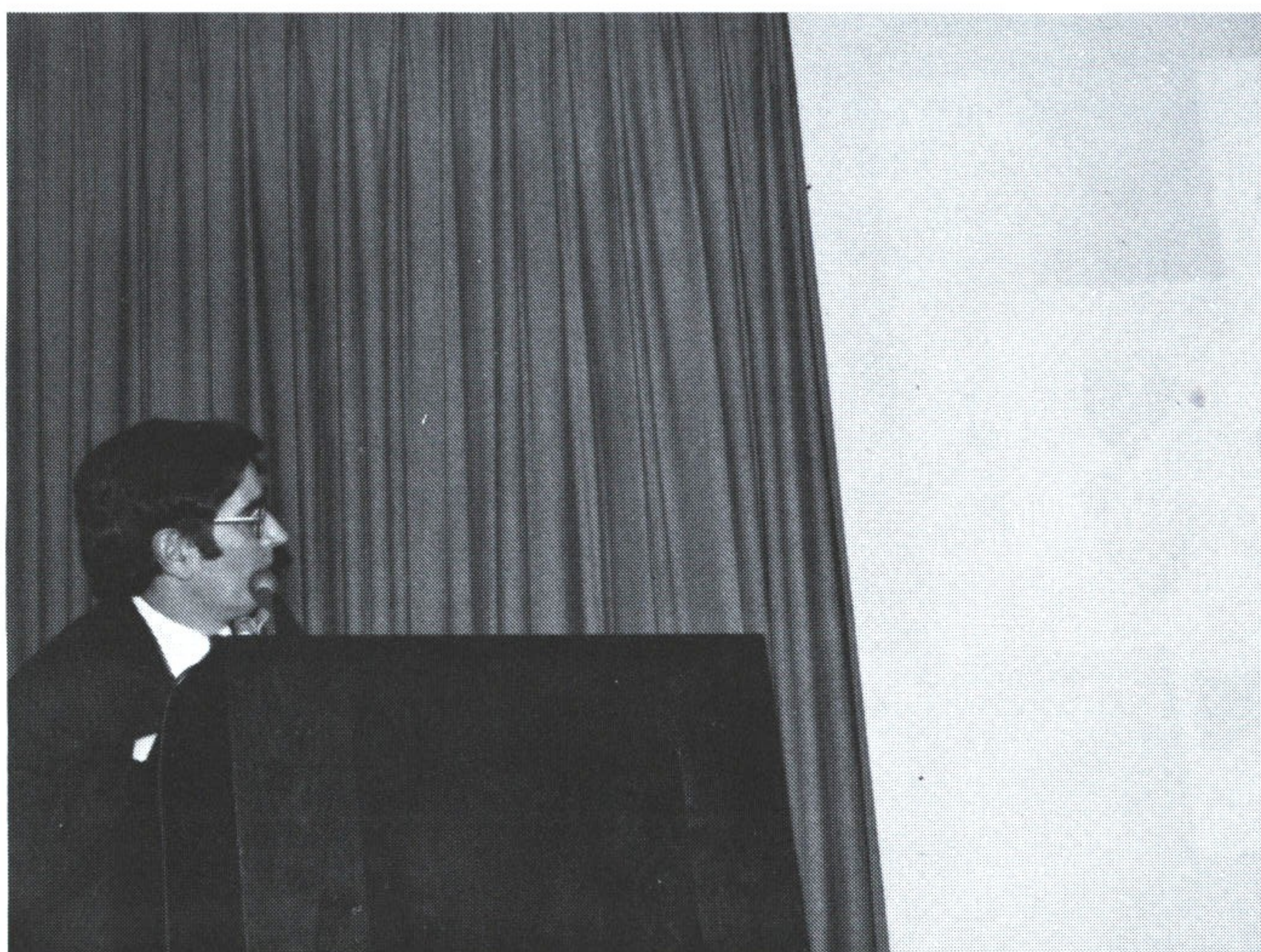
Now, there are some dealers who deal in old rugs whom you can visit. I don't know how willing they would be to spend time with auctioneers, and tell them what to do, and what to look for, because frankly they may not have the time.

But remember the best way to stay informed is to be next to the item, and see it, touch it, understand it, and ask questions.





*DANA BLACKWELL and slide of ornate antique clock.*



*R. SCUDDER SMITH, newspaper publisher referred to slides of antiques auction advertising.*

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**“Lastly, what do you personally have to say to the thousands of NAA auctioneers who could not attend the Williamsburg seminar?”**

**Bishop, folk art:** Become aware and become knowledgeable. That's the only way you're really going to be an effective medium through which traffic in this area can be realized. Every day the folk art market changes, and with every major sale, new price highs are being reached. Staying on top of it is almost a full time job. I mean, I sit in New York at really the art center of the world, and even I'm stunned at what is happening. Since I'm so familiar with it, it's surprising that the things occur that even I don't anticipate.

With your members scattered across the country, it will be difficult to keep updated, but it is absolutely necessary.

**Michael, antique furniture:** Well, I think that it's extremely important to build the strongest National Auctioneers Association we can, and we're well on our way. But, above all, we must impress people within our state legislatures, and have our people aware of what is going on in the legislative area. I think this is the greatest area in which auctioneers have to contend with in the future, because consumer protection is increasing. The auctioneer is still operating under some sort of a cloud of being a huckster, and a fast-talker, and to some people we're all outright crooked. I think we've got to disspell this with proper public relations that educates the public about what the auctioneer stands for.

I think education is the key to the future, and I think that the National should provide the leadership in this, the state associations should pick up from there, and the individual auctioneer should continue to better the image of the auction profession.

Nobody is going to promote us, we must promote ourselves. We know the mechanics of our profession, we are getting the education to better our profession, we have a good group of young people coming into the auction business. What is lacking now is the education of the public, and this is the most important challenge.

**Early, art glass:** Well, it's gratifying to me that there is that much interest in auctioning art glass, because when I started, even the big galleries in New York just turned up their nose at art glass. It wasn't old enough, but today they advertise their art glass and art noveaus sales as much as they do their sales of 18th century furniture and old paintings.

I think art glass is a field that's here to stay, and there is so much glass. There's something nice about the items, they're great objects, and there are pretty things in all price ranges. Art glass can be pretty,



yet plentiful, and rather inexpensive. Some of the lesser pieces in price are really the most beautiful glass.

**Smith, advertising:** I don't see a great deal of the advertising being done, it's so widespread, but I do see our local area, which I suppose is representative of the nation. I think auctioneers are doing a good job of advertising. Some are underspending, some are overspending, but I think there's a happy medium in between I think each gallery has to find.

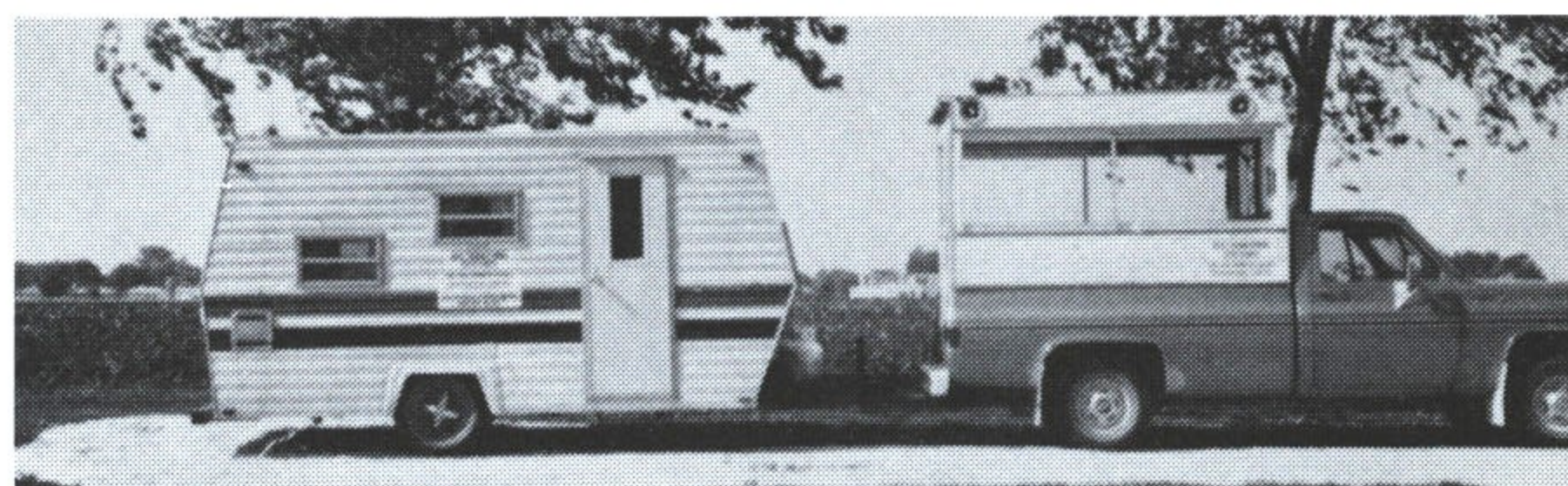
I don't think that spending a lot of big bucks in our publication or any publication is going to get people to your auction. I think what you have to do is measure your advertising according to your own needs. By and large, the auctioneers are doing well. They're picking up logos which is very important, they're looking at type faces, but they should really sit down and study advertising because it's a very broad field. Go to your publishers and see what kind of type faces they have, and come up with something that you can really use. Make your ads stand out.

At the start, however, people are too sloppy about their ad preparation. They do not present the material properly to the publishers, and when the publisher does the best he can with the garbage that's submitted, the auctioneer ends up complaining. I pointed one thing in this talk tonight that we are now starting to discard pictures and some copy that is turned into us. We'll leave out paragraphs

Continued Page 25

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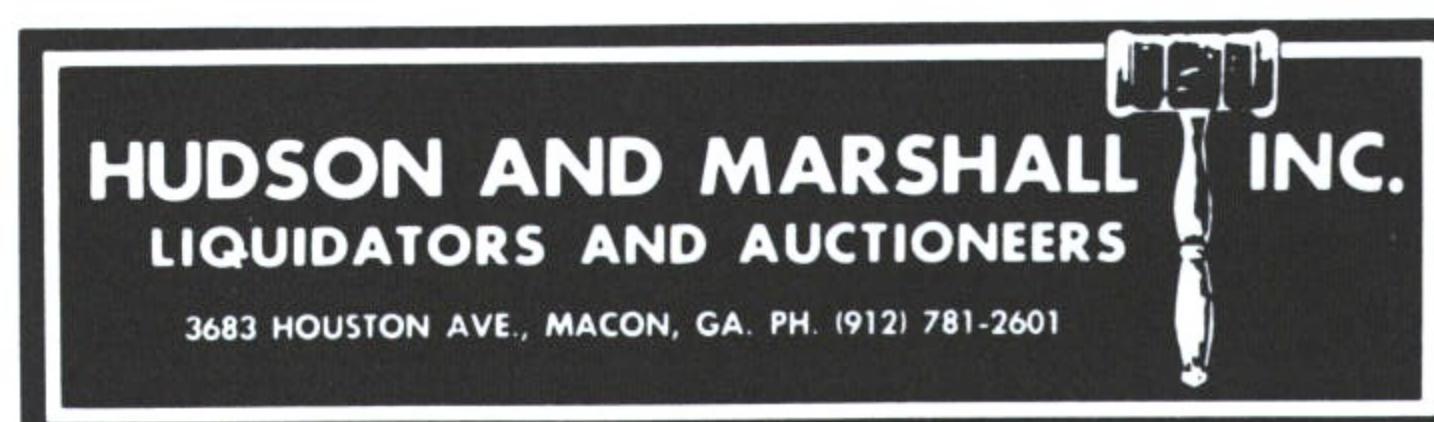
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because we can't contact the auctioneer to find out what he's trying to say.

I can speak for most publishers when I say type your ads doubled spaced, spell correctly, and take clear pictures. At lot of buyers are going to a lot of sales with only a bunch of numbers, and you can't be sloppy in advertising for long and run successful sales.

**Blackwell, clocks:** I think that good clocks are disappearing from the market. They're being bought up by both the collector and the investor. Therefore, there will be fewer fine clocks. The clocks of the future will probably be the few high grade reproductions of old styles. Those are going to be the clocks of the future because the old ones just don't come on the market unless some collector dies, and his collection is dissipated.

There is so much interest not only because clocks are mechanically and artistically appealing, but also because they now are a matter for investment. They are much safer. They seem to steadily rise, I see no likelihood that they will go down in value. Fewer and fewer clocks are surviving, and there are more and more people interested in them. The fact that the National Association of Clocks and Watch Collectors had 200 members when I joined, and now has over 40,000, indicates what has happened through the years.

**Hakimian, Oriental rugs:** Auctioneers must have a greater knowledge of rugs. Unfortunately, have seen a lot of the auctioneers who do not have the in-depth knowledge of rugs that the dealers have. Knowledge for the auctioneer, too often, is sort of a passing thing. The lot that comes, it goes for what ever price.

If a piece is an exceptional or if it's a good piece, knowledge and caution should be used in putting it on an auction block. You could have two or three dealers who are interested, dealers who could bring the value up. So to get the best auction price, knowledge of the rug is important.

Something that I have seen at auctions, which I have had difficulty accepting is that the condition of many rugs not stated in the auction advertising. If the rug has not had a long preview, and is not shown properly on the floor, people have no way of knowing what they are buying. If you were to go to an auction, and you couldn't see the top part of a rug, you may buy it and the rug may have a hole in it.

To be more professional about presenting rugs, you have to know the qualities, know the rug prices, be aware of the rare pieces that you might come across, and also correct presentation. Sometimes it is very worth it to get two or three opinions about the rugs you have for auction.

### Economic Forecast for 1980

The following look at the year's national economy was prepared by the Bureau of Business Research, College of Business Administration, University of Nebraska-Lincoln.

### National Economy

In 1980:

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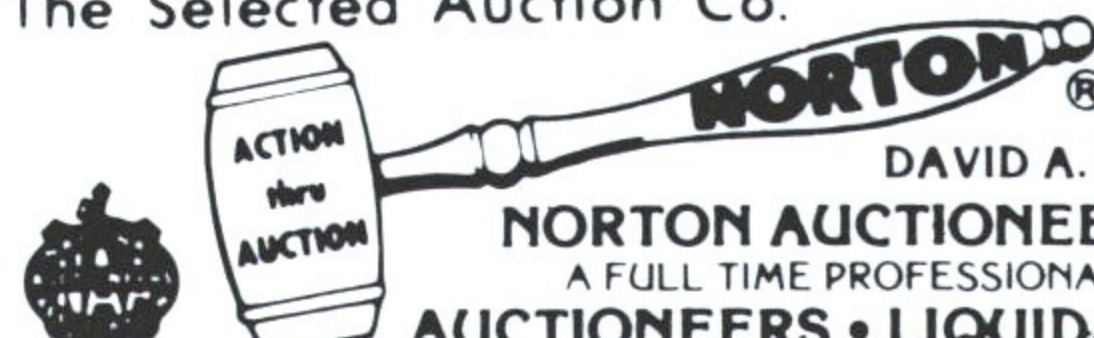
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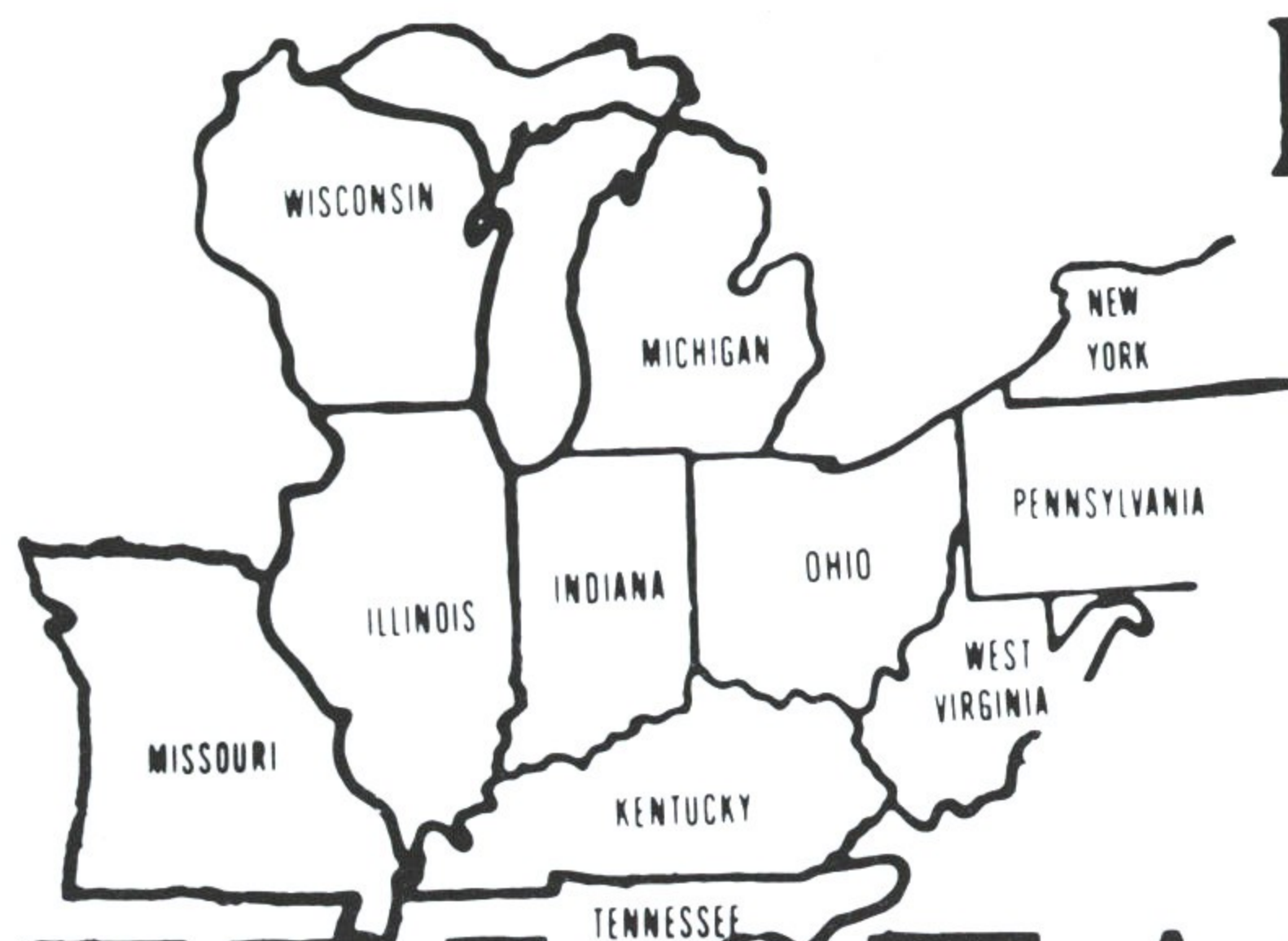
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## The Antique Consignment Auction, Try It On a Holiday



By **Harvey Lambright**  
NAA Director

I am sure most auctioneers have had at least one or two consignment auctions during their individual careers. However, the consignment auction is a regular part of my annual schedule.

Our company, Lewis and Lambright, Auctioneers and Realtors decided twelve years ago to try an antique consignment auction on New Year's Day. Believe it or not, and our company had an antique consignment auction each New Year's Day ever since. In fact, those auctions went so well that we decided eight years ago to have antique consignment auctions on Memorial Day, July 4th, Labor Day, and the Thanksgiving weekend Saturday. All holidays have worked well for us and our consignment auctions.

We have just recently finalized our 1980 New Year's Day sale. It was another highly successful auction, in fact the highest dollar volume for any on a holiday. We registered more potential bidders at our New Year's Day Holiday Auction than ever before for any holiday.

All available seats were taken prior to starting the auction, but people kept coming until we really had no place to put anyone else. The aisles were standing full, and people occupied every spot in the entire gymnasium.

At times it was difficult for our auction to work around the crowd all day. At our 1980 New Year's Day sale I was really counting our blessings to have such good weather, so many people in attendance, plus all the good prices. It was really just one of those great beautiful days.

Our good holiday consignment auctions and their more than satisfactory results are, however, not without their problems and concerns. To present the solutions we've used in various situations, here is a question and answer summary of our problem solving with both buyer and seller.

### Questions From Consignment Auction Buyers

**Question** — What do you do when some person asks the auctioneer, "I drove a long ways to come to your auction, and I need to leave by a certain time. Will you put up such-and-such items before I must leave?"

**Answer** — Yes, I will be glad to, if you will assure me of a good starting bid on the items. (It has to be worthwhile for the auctioneer to move any item in a consignment auction.)

**Q.** — Do I as a buyer have to pay a state sales tax here in this state, when I have a state exemption tax number in my home state?

**A.** — Yes, you are only exempt in the state where you hold a tax number.

**Q.** — I am not sure whether my items are considered antiques, but I would like to put them in your antique auction.

**A.** — I recommend that those items would bring a better price at a household auction.

### Questions From Consignment Auction Sellers

**Question** — In this consignment auction when will you be selling my items? At the beginning, in the middle, or towards the end of the auction?

**Answer** — If there are, for example, 6 consignors, approximately every 6th item sold will be one of yours.

**Q.** — Do I have to pay income tax on the items in a consignment auction?

**A.** — All capital gain income is taxable.

**Q.** — When is a handgun considered a antique?

**A.** — Only if it is a muzzle loading handgun is the piece considered an antique.

**Q.** — Who is responsible for collecting state sales tax at a consignment auction, and reporting it?

**A.** — The auctioneer who is in charge of conducting the auction is responsible for collecting state sales tax.

**Q.** — Who is responsible for a bad check taken at a consignment auction?

**A.** — This is determined how the auction contract is written. The auctioneer in charge, and responsible for the consignment auction could be made liable for bad checks.

**Q.** — Who is responsible if someone robs the entire proceeds of the auction *during* the auction?

**A.** — The auctioneer in charge of conducting the auction is responsible, until the proceeds have been turned over to the sellers, and the money has been fully accepted by them.

This last question deserves an auctioneers special consideration: how should the auctioneer handle the matter if someone in the audience informs you that someone has just stolen an item, but has not left the premises? Our experience has shown that you should be extremely careful about approaching anyone and accusing them of shoplifting or stealing; especially if they have not left the building, or stepped out on to public property. In many cases, the law would not rule in your favor if you were to handle the situation any other way.



# The Prosperous Auctioneer Has Virtue, And The Right Attitude

By **Robert E. Musser**  
NAA Director



*Honesty, Integrity & Credibility* — these virtues are a must for successful auctioneers to remain successful. And, it has been my privilege this last year to meet a number of successful, effective NAA auctioneers. Where I've met these top auctioneers is also important — at the NAA seminar programs, at CAI, the NAA convention, and various state conventions around the country. Frankly, I'm proud to be numbered with my fellow auctioneers in every instance.

Think of success and the three virtues of honesty, integrity and credibility as part of an overall "positive mental attitude".

It is "positively" encouraging to know that the NAA seminars for 1980 were filled to capacity. This is an area of the NAA education programs that may have to be expanded. More auctioneers need to be better prepared for the growing demand for auctioneers with expertise in sepecial areas — real estate, for example. We all know that successful auctions are the result of preparation and planning, but in the sale of real estate it is imperative that we have "all of our ducks lined up" prior to the auction.

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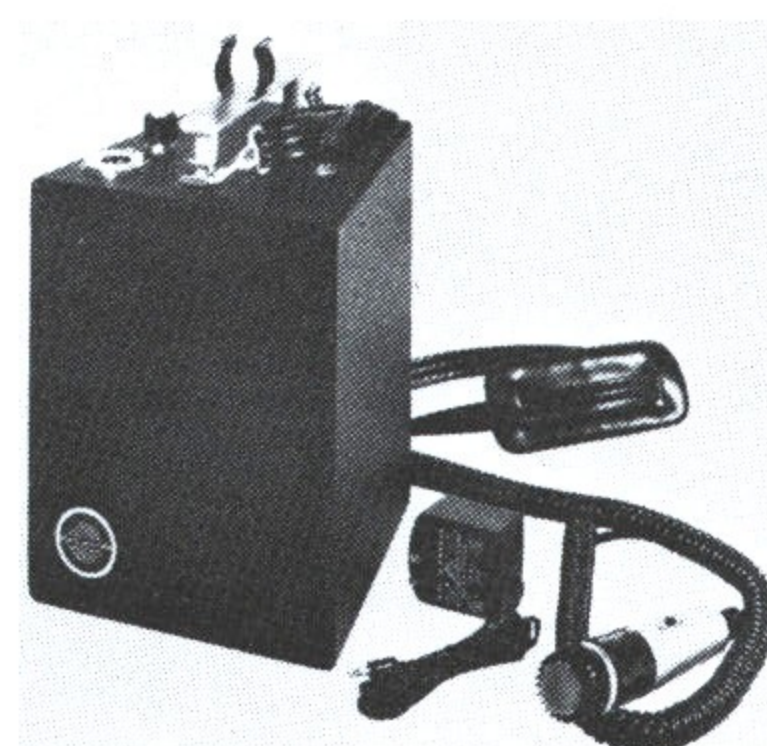
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With the metals market going crazy all over the world, I look for a similar situation in real estate. Who is better prepared to get the highest and best offer on a given day for a piece of real estate? The well trained auctioneer, that's who.

We are in a very responsible, as well as a rewarding position. It is my personal hope for the future that each one of us will continue to put forth the effort to make every auction a success. Real estate auctions are relatively new in my part of the country, but every one that we successfully complete makes the next one easier to get. (This preceding sentence is an example of that positive mental attitude that contributes to a prosperous auction business.)

I am looking forward to seeing many of you at the 1980 convention in Nashville. Between now and then, each one of us can reach out and invite a fellow auctioneer to join the NAA. We will benefit, they will benefit, and the auction profession will benefit.

I opened this article with three necessary virtues for good business, but I will close with a pet peeve of mine. I am also sometimes at fault concerning MISUSE of the word "sale". We are auctioneers. We have auctions. If we would make an effort to use the word "auction" instead of sale in our conversation and correspondence, I am sure that we would be promoting our profession much more effectively. Think about this, try it, and I think you will soon agree with me that it works. After all, it's part of a positive mental attitude towards today's auction profession.



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We also have the new Model 18D, (powered by nine "D" batteries — not included). Price: only \$210. Order your choice today!

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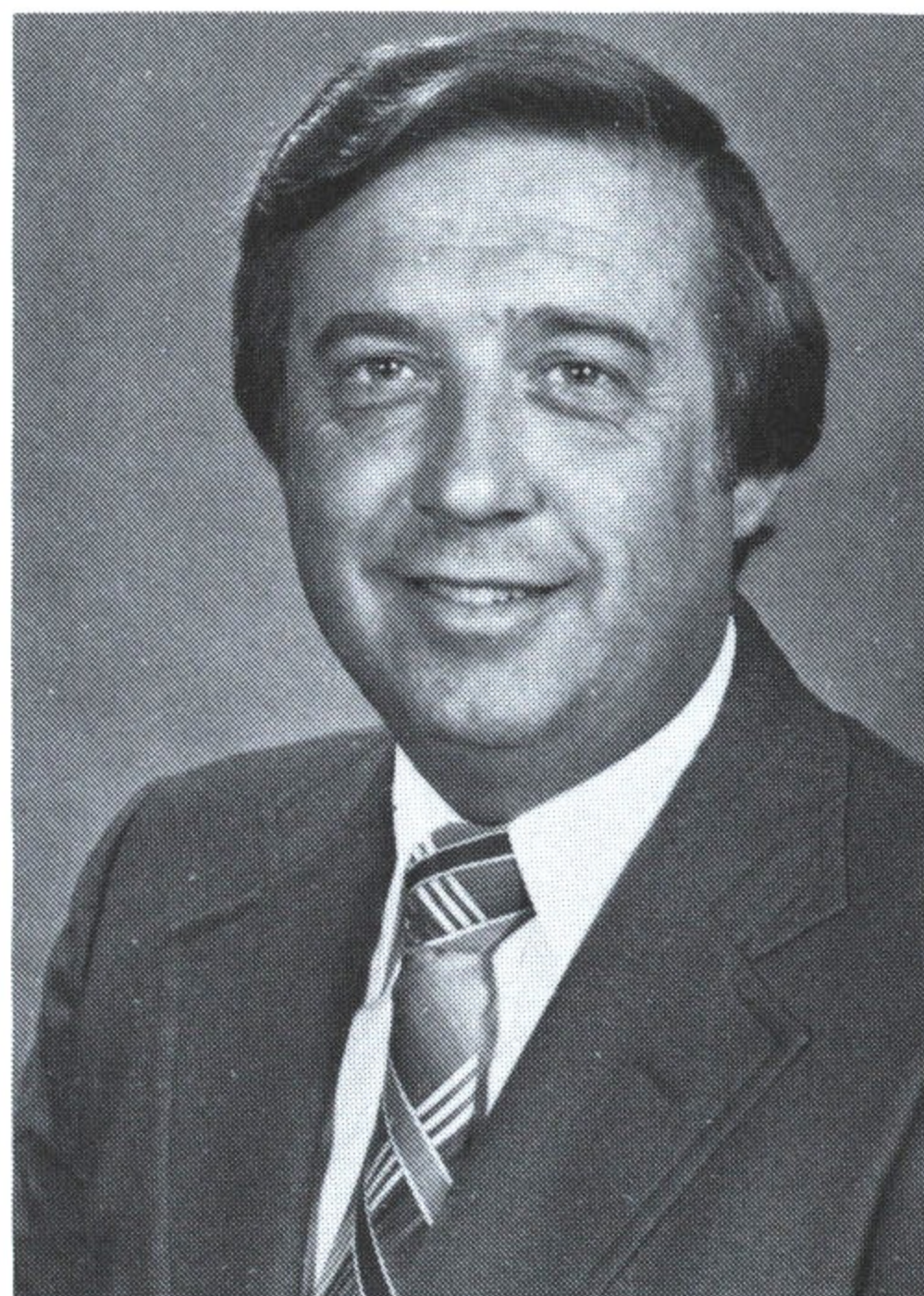
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# Your Best Antiques Auction It's More Than Just Luck

By **H. Layton Laws, Jr.**  
**NAA Director**



Everyone, I'm sure, has had a sale that went particularly well. Teamwork, atmosphere, the crowd, the sale items all contributed to that special auction which left its impression on you and your buyers. My point is, highly successful auctions — in this case antiques auctions — happen because you prepare yourself to make them happen.

Compare that particularly successful antiques auction to the flight of a jetliner. The crew is ready, the plane prepared, and very contingency is planned for in advance. Things go well on the flight because they were planned to go well; and that's where my personal checklist for auction success has helped greatly.

Just like a pilot checking a plane for a successful flight, here are the points to look for as you prepare yourself as an auctioneer; and organize your antiques auction to be successful. Today more than ever, *it's more than just luck.*

## **Success Checklist for the Antiques Auctioneer**

Have the desire to study antiques and become more familiar with the terminology. Use books, resource people, magazines, trade papers, antique shows, shops, auctions, and seminars.

Prepare yourself for the antiques learning process to be continual. There are scores of years, even hundreds of years to be covered in the various types of antiques — furniture, glassware, china, folk art, Oriental rugs, clocks, silver, jewelry, art work, dolls, weapons, etc. Antiques are representative of time and it will take your time to learn about antiques.

Be constantly alert to an opportunity, especially on your day off.

Finish all projects and endeavor to complete them successfully.

Maintain the attitude that at any minute you can come up with that "good idea" to use at your next auction.

Be a problem solver, accept responsibility. Let the buck passing stop with you.

Always possess the three E's of success — Enthusiasm, Enthusiasm, Enthusiasm.

Be a "winner". Always act, dress, look, talk,

and think like the winner you can be.

## **Success Checklist for the Antiques Auction**

Organize yourself, your auction staff, and your auction to get the most accomplished with the most productive effort, in the time allowed.

Prepare good, effective advertising, and begin by omitting useless words.

Always show optimism, even when faced with selling a large lot of good antiques to a small or slow crowd. Being optimistic and paying attention to the business at hand can turn what looks like a poor auction into a good auction.

Be an excellent example of the auction profession. Know where you're going, then plan and prepare to get there.

Continually improve your auction ability and your knowledge of the auction method by furthering your auction education through self improvement courses — Certified Auctioneers Institute, NAA Seminars, Public Speaking Courses, etc.

Lastly, show your appreciation to those who help make your auctions successful.

You better believe the above checklist items require effort and attention. If you were to make the above statements into questions — "do you have, do you prepare, are you constantly alert to" — you would have to give yourself an answer.

When that answer would be "yes" every time, and you find that you are getting more auctions, the reason is pretty obvious. You know that your successful auction business is *planned* that way, and *certainly isn't just luck.*

The number of farms in the United States in 1979 was estimated by USDA at 2.33 million, down 1.6 percent from 2.37 million in 1978.

For 1980, farm numbers are expected to decline about 1 percent to 2.31 million, according to USDA officials. The preliminary estimate for 1980 is 1,047 million acres, down 0.2 percent.

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**Howard Kodner**  
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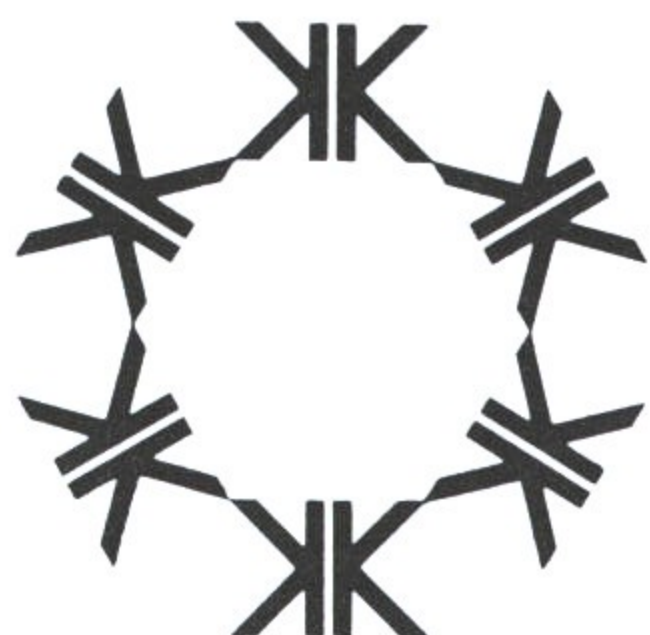
"The Tribune reaches the largest number of auction-goers for the lowest price," says Michael Nachbar. In fact, he estimates that over 50 per cent of those attending his industrial and commercial auctions heard about them through the Tribune!

**Michael Nachbar**  
Marshall Nachbar Co.  
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Both Mr. Kodner and Mr. Nachbar know the Chicago Tribune is the perfect place to reach auction-goers. They're just two of the reasons the Auction Mart is the Midwest's largest, carrying over 94% of the auction advertising running in Chicago newspapers through the first month of this year.

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10	Final settlement envelopes	3.00
100	Buyer registration forms	2.00

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## Don Wendel, William Meeker NAA Members

## BEST AUCTION SCHOOL • BEST AUCTION

“The Week” — National Auctioneers Week USA — will happen next month, April 6-12, 1980. But here’s the question, are you ready to promote National Auctioneers Week in your area? Is your auction company ready to promote The Week? Is your state auctioneers association prepared?

The last two issues of THE AUCTIONEER presented ideas and promotional materials to help you commemorate The Week through your auction business. After all, when you promote National Auctioneers Week, you're actually promoting yourself as a professional auctioneer. This Part III of National Auctioneers Week promotion will summarize the campaign to honor NAA auctioneers during The Week in April.

## Promotional Ideas and More Promotional Ideas

The January issue of THE AUCTIONEER offered a number of promotional methods, available to the individual auctioneer, the auction company, and the state auctioneer association. These same promotions for The Week were summarized as an introduction to Part II which appeared in the February AUCTIONEER.

For your use in promoting National Auctioneers Week, the Part II article provided the needed materials: sample news release format which could be adapted to the individual, auction company, or state association; sample news release copy for you to retype and submit to local news media; National Auctioneers Week proclamation draft for state and civic officials; and radio broadcast copy for local public service commercials. Now, consider some last minute ideas for promotion of The Week in your business area.

After discussing National Auctioneers Week with auctioneers from across the country, the following ideas present some possibilities.

- Take the time to really decide who needs to hear the auction success story during National Auctioneers Week. After you determine your target group, decide what method you'll use to communicate with them during The Week — direct mail, personal invitation, advertising, letter, etc. The results of such a promotion should be twofold: *more exposure* for your NAA affiliation, *more business* for your auctioneering.

- How are you going to inform your auction crowds that you are honoring National Auctioneers Week? The Part I article suggested a sign to be posted at each auction, one week before and during National Auctioneers Week. Another promotional method is the bidder's card itself. Take a supply of cards to your printer and overprint brief information to say that you are commemorating National Auctioneers Week, April 6-12. Of course, announce your support of The Week before each auction begins.

- A local, National Auctioneers Week promotional billboard is not out of the question. Find out what kind of deal your billboard company will make for a space available board during The Week, or right before. Make sure that your name and NAA affiliation are clearly visible. Lastly, the National Auctioneers Association is doing its part to promote



# Promotion of National Auctioneers Week — Are You Ready?

the week to both the public and the business world.

## Look For NAA Promotion of “The Week”

As the sponsor of National Auctioneers Week, the NAA will promote The Week in support of its member auctioneers. Now that you know the news releases are being issued, you can look for them in various newspapers and publications throughout the country.

- A few days before April 6, the NAA office will issue a general public news release by way of the Associated Press and United Press International.

- In addition, hundreds of other releases will be mailed directly to business publications to inform the business world of National Auctioneers Week.

- The NAA office is still in contact with all three national television networks. As of this writing (second week in February), it is still possible that there will be some kind of network coverage of National Auctioneers Week.

- Regional television stations near the homes of NAA officers — president, 1st vice and 2nd vice presidents, and treasurer — will be notified for possible NAA officer interviews during National Auctioneers Week.

**Good luck with your promotional efforts** of the NAA's National Auctioneers Week, April 6-12, 1980. “The Week” can be a most effective means of informing the public and business community about the auction method of selling. National Auctioneers Week is an excellent opportunity to represent your profession, your Association, and your auction business. Feel free to inform THE AUCTIONEER of successful promotional techniques during National Auctioneers Week.

You may have missed the idea in The Week-Part I article, but the idea bears repeating. Next year, have National Auctioneers Week clearly displayed on your giveaway business calendar. This year, next year, and for years to come, National Auctioneers Week is your opportunity to “sell” the auction method.

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and other Auction forms

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## Contact Civic Officials Well in Advance

Especially if you are planning a promotional event involving a civic official, contact the appropriate offices well in advance of National Auctioneers Week. As an example of the final proclamation to be signed by local civic leaders, this AUCTIONEER article presents a draft of the proclamation for The Week.

## NATIONAL AUCTIONEERS WEEK April 6-12, 1980

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

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

Therefore, as (name of State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 6-12, 1980 as National Auctioneers Week in (name of state, city, town, etc.).

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

(Seal)

.....  
(Signature)



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

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

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

**VP18R - \$295**

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

**VP18D - \$195**



**Lectrosonics, Inc.**  
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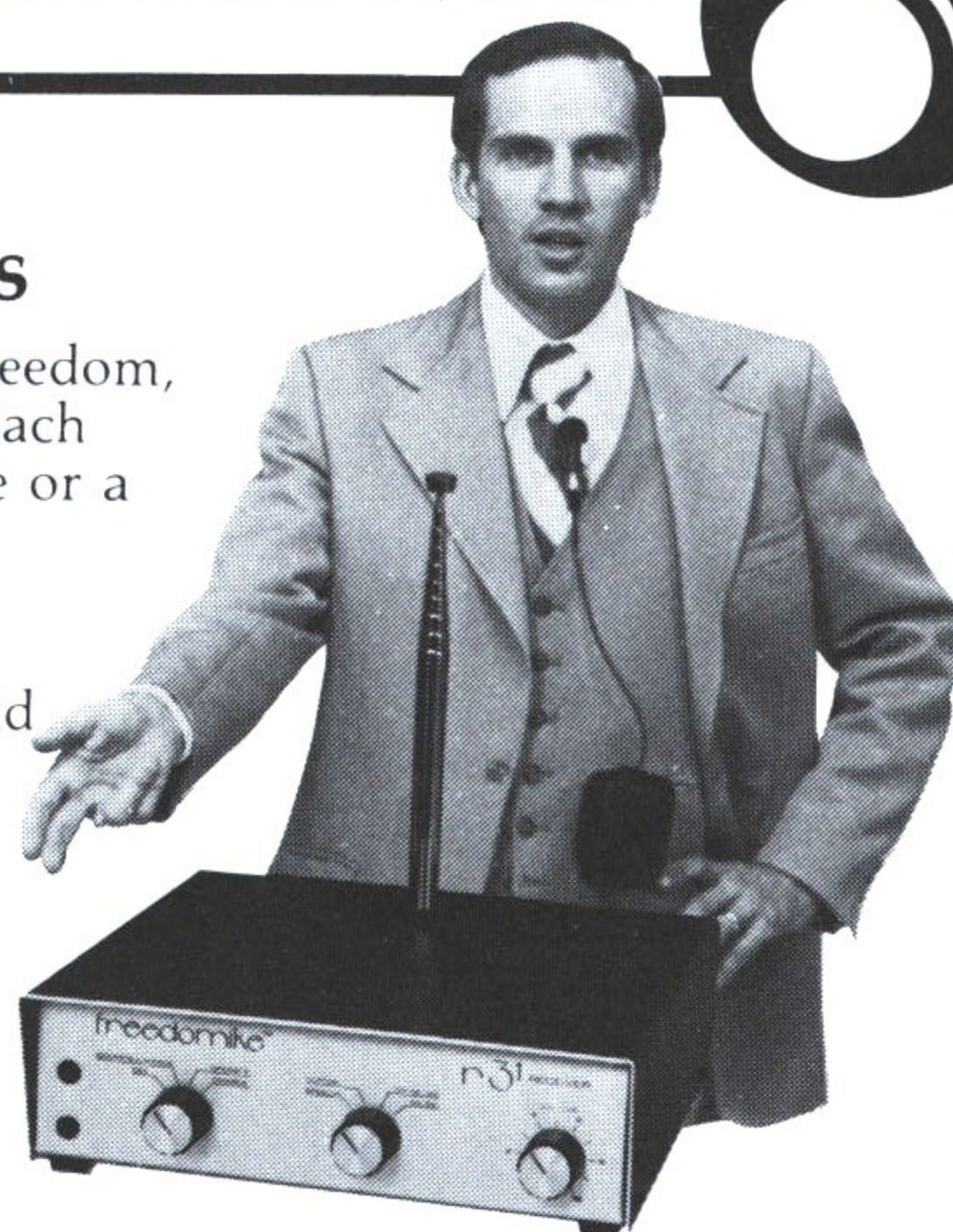
## Freedomike Wireless Microphones

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

**Freedomike System One**  
(with tie-tack mike) - \$665

**Freedomike System Two**  
(with hand-held mike) - \$685

**Freedomike System Three**  
(with both microphones) - \$750



## Plus Power 48R Amplifier/Speaker

For the audience that's even bigger than your Voice Projector 18R, Lectrosonics has the Plus Power 48R. It's not just an extension speaker. With its own built-in 16 watt rms amplifier, the PP48R more than triples your sound output. And - like the new VP18R - it's rechargeable so you don't have to worry about replacing batteries.

**PP48R - \$165**



Lectrosonics products for auctioneers are available from:

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## Dear Ladies:

It seems as though the year of 1979 flew by quicker than usual. I sincerely hope and pray that you have all had a prosperous and healthy year.

My message to the ladies this month is to start thinking "convention". That means planning ahead for everything.

Don't let your husbands send in the Convention Registration Kit without your Ladies Auxiliary registration and your LA dues in it. Doing so will make the convention run so much smoother, and will help your Ladies Auxiliary secretary. By pre-registering all you have to do is come to the convention registration table and pick up your membership card.

The Ladies Auxiliary had a great year in 1979; and let's see if we can't top that in 1980.

This personal note to the ladies on the committee for writing the history of the Auxiliary, I will have the Minutes ready for you as soon as we arrive at Nashville, which will probably be on the Monday before the convention.

**Mrs. Marian Barnicle, Secretary-Treasurer  
Ladies Auxiliary to the NAA  
Lakeland, Florida**

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## *The Ladies Auxiliary To The National Auctioneers Association 1979-80 Officers*

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72,000 according to the Kansas Crop and Livestock Reporting Service.

This is unchanged from 1979. The long-time steady decline in farm numbers has slowed in recent years with only a 4,000 decline in Kansas farms in the past five years.

## **HIGH PLAINS JOURNAL**

That house you're selling has firewood stacked next to it? You might have trouble with insects and rodents. One expert explains, to reduce the chance of pests invading a home, firewood should be stacked a good distance from the house. If wood must be stacked near the house, it should be kept at least 18 inches off the ground and 18 inches away from the side of the dwelling, he says. A long narrow stack one log wide also offers much less rodent harborage than a short stack that is several logs wide.

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**Col. JOE REISCH**  
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(Photo taken Nov. 1978)

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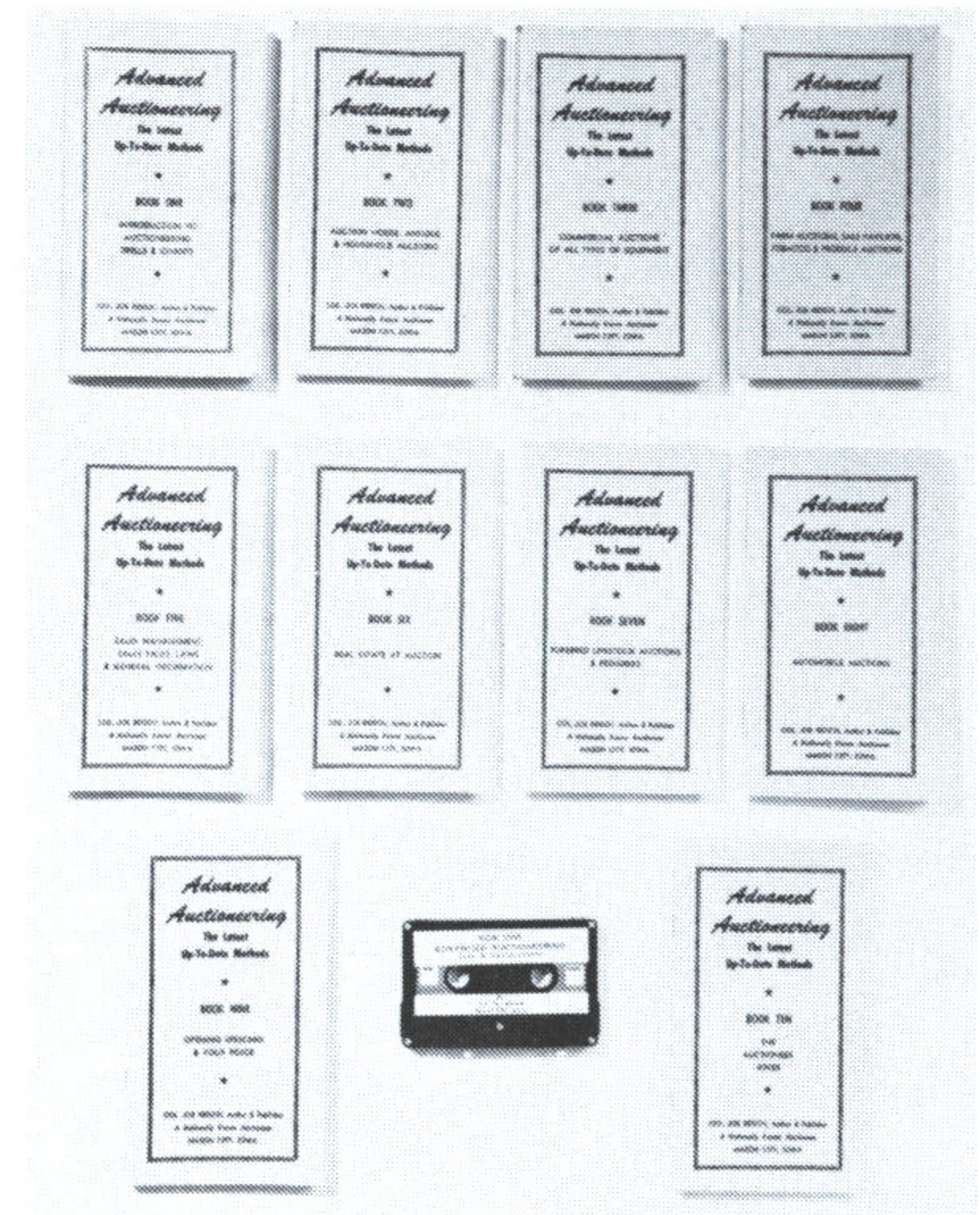
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3. You are going to get more sales if your competitor doesn't have one; also you will get sales that you may have lost when a prospective client asks, "What do we do if it rains, snows, or the sun is unbearable?"
4. Your commissions will be greater because more people will stay and be comfortable — more people, more bidders.
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## State Association Conventions — NAA Officer or Director Representative Requests

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or NAA Officer or Director Request Made By	NAA Officer or Director Representative
February 29-March 1	Montana	Holiday Inn Bozeman	Craig Mandeville	Frank Bass
March 14-15-16	Kansas	Holiday Inn Holidome Hutchinson	Rex B. Newcom	C. E. Cumberlin
April 11-12	Texas	El Tropicano Hotel San Antonio	Gary Fingleman	Harvey McCray
April 12-13	Illinois	Ramada Inn Fairview Heights	Jim Prindable	Archie Moody
April 13-14	Kentucky	Owensboro		C. E. Cumberlin
April 25-26	Arkansas	West Memphis	A. J. Appling, Sr.	Martin Higgenbotham
April 27	Iowa	Des Moines		no request
May 4	Nebraska	Holiday Inn Ogallala	Harold Kraupie	C. E. Cumberlin
May 3-4	Missouri	Osage Beach	Doran Livingston	Harvey L. McCray
May 3-4	Oklahoma	Oklahoma City	Paul Wells	no request
May 17-18	South Carolina	Sheraton Palmetto Inn Greenville		C. E. Cumberlin
June 12-13	Wisconsin		Victor Voigt	Howard Buckles
June 13-14-15	South Dakota			Archie D. Moody
June 16-17	Tennessee	Hilton Inn Nashville		no request
July 30-August 2	NAA Convention	Opryland Hotel, Nashville, Tennessee.		

Representatives of State Associations have offered the above dates, places and facilities of State Association conventions and/or annual meetings. Added to the information is the name of the NAA officer or director who has been requested by the State Association to attend as the official NAA representative. All NAA officer or director requests have been coordinated through the NAA office and if any of the above information is not correct, please contact Executive Director Harvey L. McCray at the NAA Office.

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



## In Memoriam . . .

### T. R. "DICK" DOLAN

T. R. "Dick" Dolan, 56, of North Platte, Nebraska died January 8, 1980 in a North Platte hospital. He had attended auction school in 1956, and began Dolan Auction and Realty in 1959.

Mr. Dolan was a member of the National and Nebraska Auctioneers Associations, and was very active in the A.A.

Survivors include his wife, Phyllis, four sons, seven daughters, 15 grandchildren, and 1 great granddaughter. His four sons: Tom, Dan, Bill, Doug, and one daughter, Darlene (Mrs. Dick) Davis, are all auctioneers.

A memorial has been established with the Holy Spirit Catholic Church Building Fund in North Platte, Nebraska.

### H. C. "RED" JESSEE

The secretary-treasurer of the Tennessee Auctioneers Association has informed the NAA office of the death of H. C. "Red" Jessee, December 12, 1979, in Morristown, Tennessee. Mr. Jessee had joined the NAA and the TAA in 1959.

Owner of Jessee Real Estate Auction Company in Morristown since 1950, Red Jessee had been active in the area's industrial development and other major community projects. He was instrumental in the founding of the Bank of Morristown, now First Tennessee, and a founder and charter member of the Tennessee Auctioneers Association. He also served as chairman of the TVA Commission for the U.S. Federal District Court of Tennessee, and was past chairman of the Morristown Power System.

Memorial contributions may be made to the American Heart Association.



# Successes Favor the Real Estate Auction

**Property not selling? Here are solid case histories to show the success of the auction method in today's real estate market.**

**By Daniel F. O'Leary**

Philadelphia, Pennsylvania — The present tight market for mortgage money should not deter auctions of real estate, in the opinion of Alfred Traiman, president of Louis Traiman Auction Company. "There is a parallel in 1980 to other similar years when we continued to auction important properties to cash buyers despite the apparent unavailability of mortgage money."

In 1979, the Philadelphia-based Traiman Auction Company repeatedly found nation wide buyers for properties which had not found their market in conventional sales. While not the largest sale of the year, the auctioning of late Frank DeFeo's duck farm at Somers Point, New Jersey, provided a text book example of the efficiency of auctions in finding the market.

The farm had 21 acres of usable "upland" property and 400 feet of road frontage. The heirs of the estate had an asking price of \$450,000. But over an extended period of time, the only offers were tentative. One offer was a request for a three-year option to purchase with no accompanying risk money.

Zoned commercial, the farm auction attracted an interested crowd of bidders, and the final result was \$750,000. The sale demonstrated the protection which fiduciaries receive by exposing properties to the broadest markets through auction.

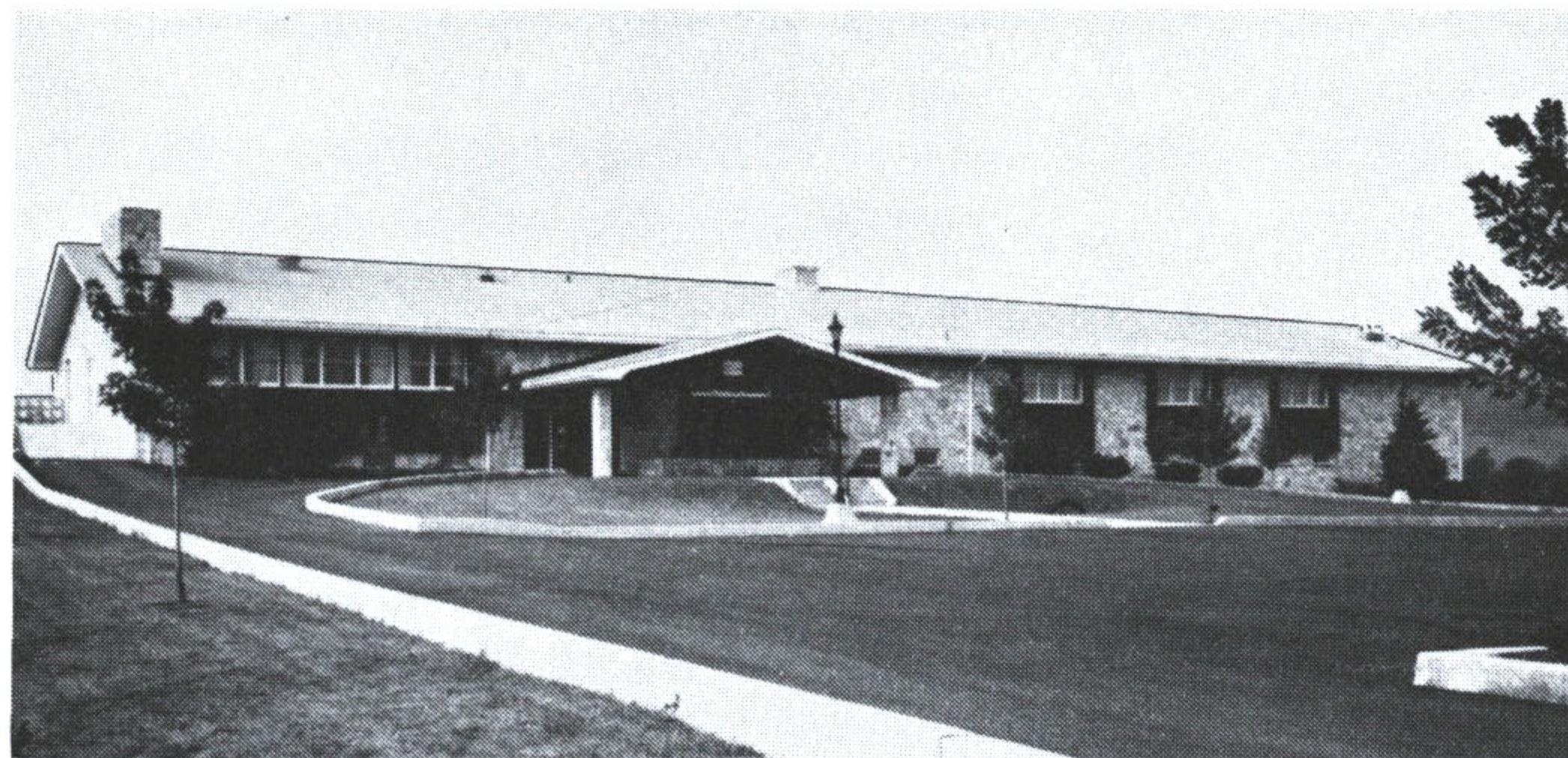
Other 1979 real estate-at-auction successes are the basis for confidence in auction method during 1980.

## Case List I

"Cedar Meadows," in Ghent, New York, comprised a 9-hole golf course, camp ground, an old dwelling, and a restaurant on 41 acres. The operation failed to produce adequately for its out-of-state owner. He offered it at private sale for \$225,000 with no takers. Traiman Company divided it into seven parcels and sold it for \$298,750. A New York state auctioneer cooperated with Traiman in this and other sales; and the company welcomes inquiries from other auctioneer and real estate brokers.

"Hill's Choice," is the picturesque name of an historic gentleman's farm in Cecil County, Maryland. Owner Samuel Shelton chose auction for the 76 acres which brought \$300,000.

Wisconsin Transaction, Inc., purchased a Stonington, Connecticut, residence of an executive whom



*CLUB HOUSE of Carrol Valley Golf Club, Gettysburg, Pennsylvania, sold for \$922,600 at Traiman auction. MANOR HOUSE of 155 acre farm in Chester County, Pennsylvania sold for \$1,026,750 when divided into parcels.*



the firm transferred. Almost a year later, it still owned the home. Efforts at private sale proved futile. The auction created an immediate market at \$162,500, which the firm promptly accepted. Demonstrating an auction's drawing power, the house was sold to a neighbor across the street who had shown no interest when the home was offered privately.

## Case List II

Dr. William Stepansky's family grew up, and he no longer needed the 3,600 square-foot ranch house with professional offices at Trappe, Pennsylvania. Auction developed sufficient buying power to sell the entire property to a group of doctors for \$150,000.

"Sycamore Farm," 155-acre gentleman's farm in Chester County, Pennsylvania, was ordered sold at absolute auction by the Kenworthy family, for whom the Traiman Company had previously sold three farms. It was divided into ideally sized parcels and sold for \$1,026,750.

One property with problems was a commercial building on Philadelphia's Main Line which, despite full occupancy, had an annual negative cash flow of \$1,000. The best offer at private sale was \$150,000, which the prospective buyer refused to raise. Fidelity Bank, trustee, ordered an auction which produced strong competition and a favorable result of \$285,000.

John McShain, Inc., a general contractor who had built the Pentagon and restored the White House during the Truman administration, owned a two-story office building near Trenton, New Jersey. It had been vacant for two years and had deteriorated. When private sale efforts were unavailing, auction created an immediate cash market at \$350,000.



# Successful Auctioneering Across the Nation

## Case List III

The financial institution which owned the Carroll Valley Golf Club near Gettysburg, Pennsylvania, had tried for a considerable length of time to sell it. The Traiman Company, having sold six other golf properties, produced \$922,600 for the club and some additional acreage.

"Schoeneck Farms," 545-acre operating farm in Northampton County, Pennsylvania, included an alfalfa pellet meal processing plant. The auction sale produced a result of \$608,850. A Mid-West insurance company with a major financial interest in the farm approved the sale of a large portion of the acreage and retained the plant and certain other acreage.

Philadelphia's Fidelity Bank was trustee for a residence and cottage on a three-acre site at Hyannis Port, Massachusetts, on Cape Cod. Traiman Company split off one acre as a separate parcel ordinarily worth approximately \$50,000 but which produced a \$76,000 result at auction. The dwelling and cottage sold for \$190,000, a grand total of \$266,000 cash.

A Mr. R. C. Adams owned a KOA campground in Berks County, Pennsylvania, and found business sharply reduced by the fuel shortage. This kind of property is difficult to market by private sale, but an auction produced substantial buying power and resulted in \$186,000 cash.

Another type of property which produces difficulties is hunting acreage. Real estate broker Homer C. Betts called for an auction to market his hunting acreage with small dwelling in upstate Pennsylvania. The result was \$72,500 cash.

The variety of properties which the Traiman Company auctioned in 1979 spanned the range of real estate holdings.

Well advertised and well handled auctions provide assurance that the greatest number of prospective buyers are alerted, truly the most protective arm's length transactions for fiduciaries to follow. The auctioning of real estate has been growing in recent years as more sellers and trustees of property realize that the real estate auction provides the best vehicle to obtain the optimum price.

The small-business sector of the American economy stands strongly behind President Carter's decision to balance the federal budget before cutting taxes. According to results of a survey sent to more than 595,000 people who own small or independent businesses, 64% of the respondents voted to sacrifice a tax cut in order to help put an end to uncontrolled deficit spending. Thirty-one percent of the respondents opposed the idea of balancing the budget before cutting taxes, and 5% were undecided.

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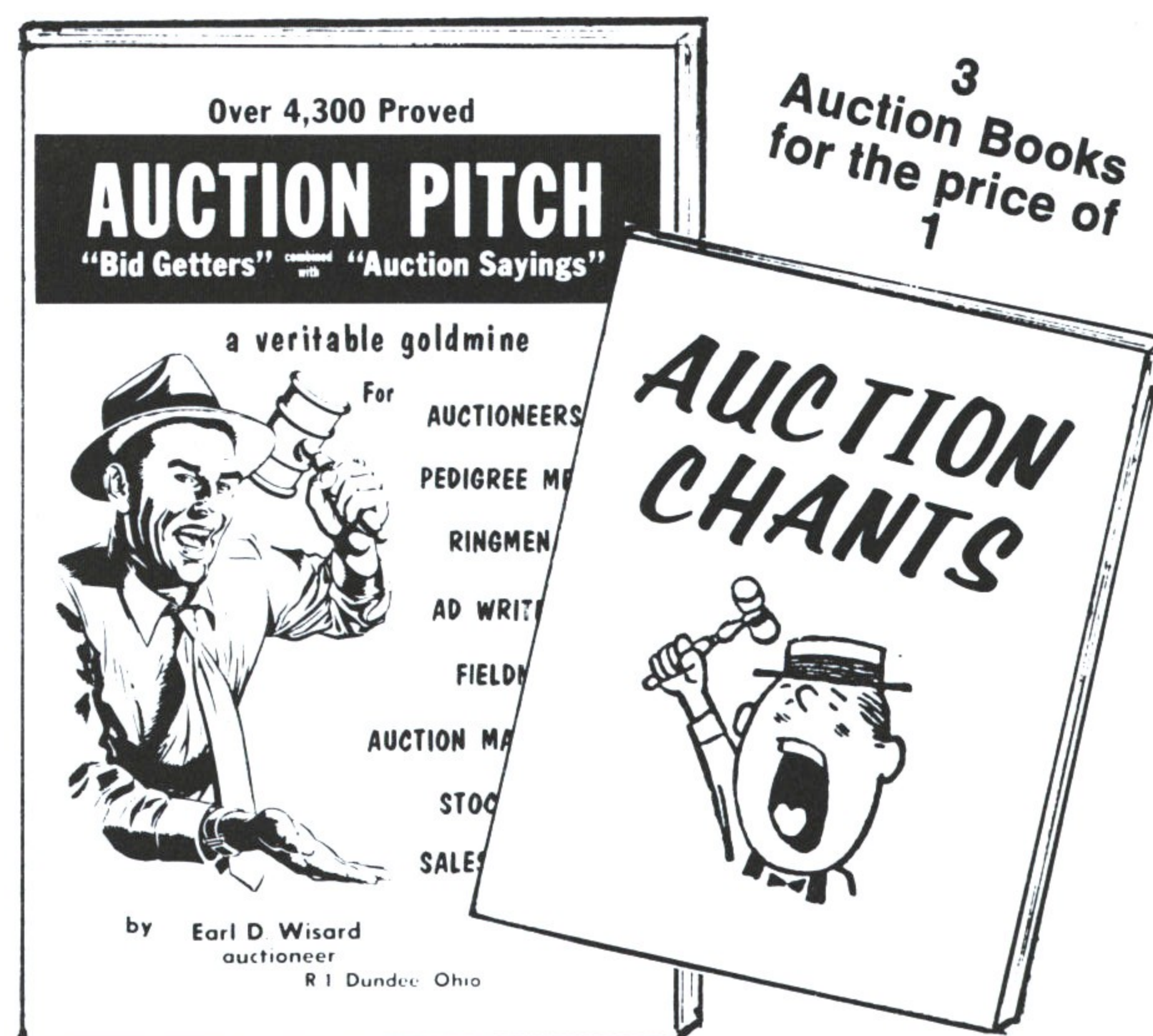
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Included at no extra charge a 12-page booklet (copyright 1976) entitled "AUCTION CHANTS". The price of AUCTION PITCH is \$12.50 postpaid. Actually, the price includes 3 books: BID GETTERS was \$10.00, AUCTION SAYINGS was \$5.00, Auction CHANTS was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

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## Hereford Show Dedicated to NAA Life Member Britten

The Register of Merit Hereford Show at the Houston Livestock Show and Rodeo was dedicated to NAA Life Member, Walter S. Britten. Held on February 22, premiums for the open Hereford event were set at \$15,000.

Walter S. Britten was honored by the Houston Livestock Show "in recognition of his dedication and untiring service to the Hereford breed and the livestock industry".

## Godfrey Auctions for United Cerebral Palsy

NAA auctioneer Jim Godfrey conducted a benefit auction January 13, 1980 to raise funds for United Cerebral Palsy of Central Florida. The auction was held in a local shopping mall in conjunction with the annual Cerebral Palsy Telethon.

The sale raised almost \$5000 to help United Cerebral Palsy continue and expand its many services for children and adults with Cerebral Palsy. Assisting with the bid calling and other auction duties were NAA auctioneers Fred Dietrich, Lewis Dell and Sid Segal.

## Small Town Success Story

On November 24th, 1979, NAA member Bob Burns and family opened a consignment auction business in the small Missouri town of Cowgill, population 250. The intention was to have a sale every two weeks.

However, after their third sale on December 22, when they had 90 buyers on the Saturday night just three days before Christmas, they discovered they really had something going. Beginning the first Saturday in January 1980, the Burns' began having weekly sales and are presently considering twice weekly sales.

Their best sale again happened on a Saturday, January 18, when they sold 28 pieces of Pink Cherry Blossom Depression glass for a total of \$498.50, and an 1854 half-dollar California Gold Piece for \$440 to a Texas buyer.

The Burns consignment auction house attracts buyers from Kansas City and St. Joseph, Missouri, both 65 miles away, plus buyers from surrounding states.

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## Roebling Collection Sold At New Jersey Auction

Veteran NAA auctioneer B. N. Coats, Rumson, New Jersey, handled the sale of an extensive collection of Oriental art objects and other choice antiques. The January 1980 auction of the Roebling Collection grossed \$127,865, with the New Jersey Historical Museum purchasing most of the choice pieces. The man who amassed the collection, Washington Roebling II, was the grandson of the designer of the Brooklyn Bridge, and heir to the Roebling Steel Works fortune. Roebling, however, was killed when the Titanic sunk in 1912.

The sale attracted 847 visitors to the Preview, at \$5.00 admission charge, plus catalogue and admission to the sale. Buyers were present from 11 states.

cording, photography, employment service, collection service, and many other similar services.

The regular Auction was held as usual with hundreds of new and used items plus meal tickets for sale by Kiwanis members and many local merchants. The Auction is open to the Public and a full house was on hand for the bidding.

The Auction is presently the largest fund raising project for the Cheyenne Kiwanis Club. This year \$3600 was raised from the "Pre-Auction Auction", and \$3200 was realized from the regular Auction sale. Expenses were \$350, leaving \$6450 for the club to fund its many services in the community.

*(Reprinted with permission from the ROCKY MOUNTAIN DISTRICT KIWANIAN, Wheat Ridge, Colorado.)*

## Cheyenne "Pre-Auction Auction" Big Success

The Cheyenne Kiwanis Club added a new dimension to their Annual Auction under the leadership of Chairman, an NAA auctioneer, Tim Smith.

At a "Pre-Auction Auction" held during a regular club meeting, various services and products were offered by the members and their families. Services included eye exams, square dance lessons, paintings, legal service, furniture refinishing, bartending, piano concert, live background music, re-

## 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

- 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

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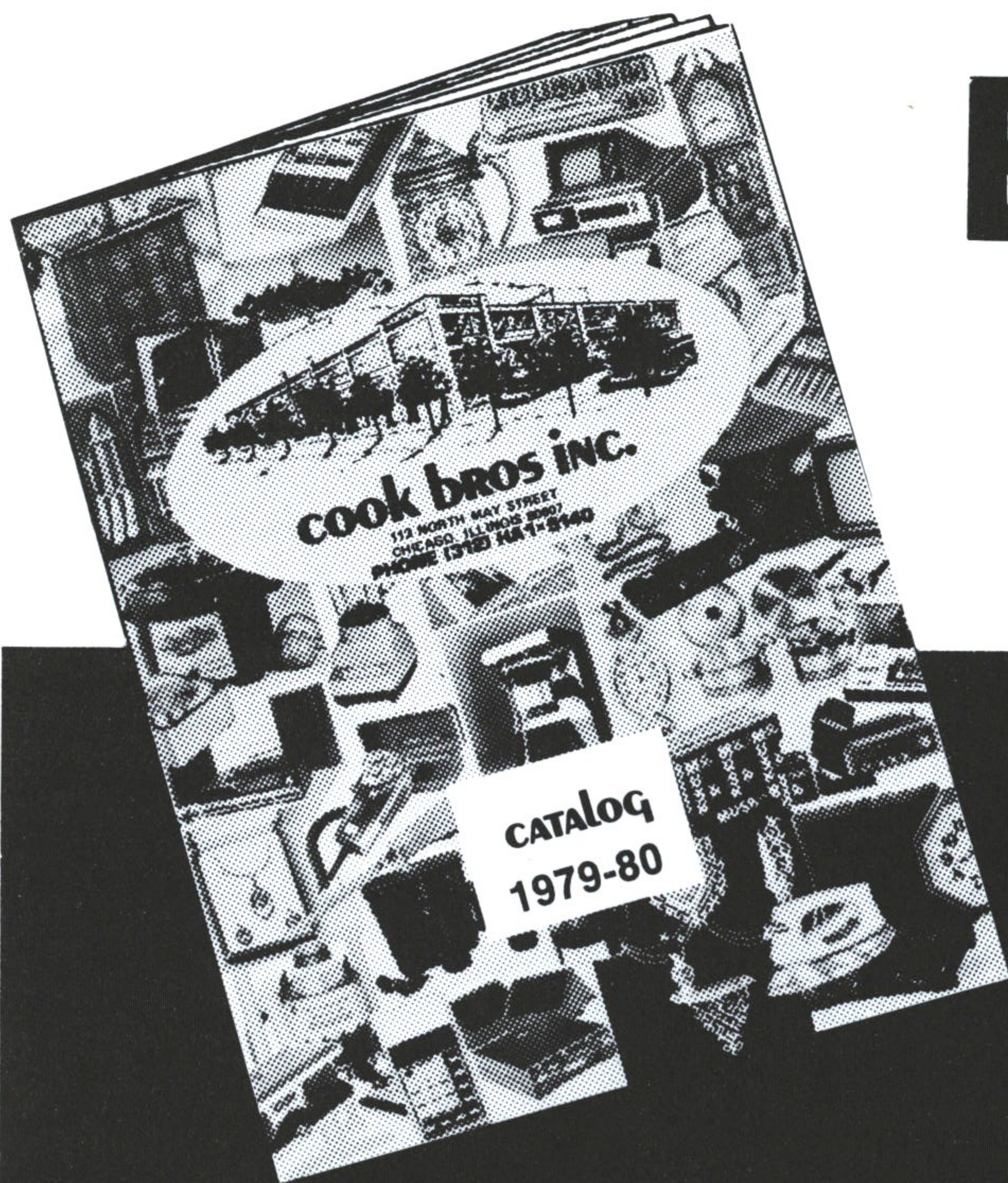
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# State Association Reports

## Historic Manassas, Virginia Site Of Virginia Auctioneers Convention

An informal early bird social kicked off the Virginia Auctioneers Association's 22nd annual convention held in Manassas, Virginia, adjacent to the Manassas National Battlefield Park in Northern Virginia.

A record of over 100 auctioneers, family and guests registered for the Convention held Saturday and Sunday, December 1 and 2, 1979. Convention activities officially began with the President's luncheon followed by an afternoon of educational sessions: business and personal security; the insurance needs of the auctioneer; address by Larry Reed, President of the Pennsylvania Auctioneers Association, "The Auctioneer — Your Job; Your Responsibility; Your Future"; and NAA president Chuck Cumberlin closed the afternoon sessions with an audience participation bid calling seminar.

Saturday afternoon the ladies were treated to a tour of "Liberia", a lovely manor house with an illustrious Civil War history. While at "Liberia", the VAA ladies served hot spiced Virginia apple cider and ginger cookies while they enjoyed a presentation of fashions and door prizes by the Ivy Door of Manassas.

Saturday evening activities began with "Smiley" Hobbs entertaining on the banjo during the social hour, followed by a buffet banquet at which time the Honorable Charles "Chuck" J. Colgan, Virginia State Senator, gave the welcoming address. Mr. William Farquhar entertained the VAA audience with a fun-filled, double-talking speech on taxes. The buffet was concluded with the presentation of advertising awards by NAA President "Chuck" Cumberlin. Outstanding Auctioneer of the Year Award was presented to Howard R. Herring.

All members of the Association donated two items for the Fund Auction. One half of the record proceeds were presented to Mrs. Stuart Desper as a memorial, from the VAA, to her late husband, a past VAA President. The evening's activities ended with a dance.

On Sunday morning the annual memorial service was held, followed by an interesting and informative address by Chuck Cumberlin. The business meeting and convention were concluded when the NAA President installed the following newly elected VAA officers: President Stephen Sheets, Vice President Harold Enstminger, Secretary-Treasurer Jeanette Desper, Gaines Dickenson and Jack Peoples were elected for a three-year term on the Board of Directors.

Sunday morning, the VAA ladies took a bus trip to an antique center for a morning of browsing. They visited the Christmas Bazaar of the Ladies Auxiliary of the Prince William County Hospital.



AT VAA CONVENTION, NAA president Chuck Cumberlin conducted an audience participation, bid calling seminar.

The librarian went over to the small, noisy boy, "Please be quiet!" she admonished. "The people near you you can't read!"

"They can't?" the lad said inquisitively. "Then what are they doing here?"

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## First PAA Contest: Auctioneer Chants to Championship

Harrisburg, Pennsylvania — A State Farm Show first, the 1980 Championship Bid Calling Contest, was held in the fairgrounds' small arena on January 7. NAA auctioneer John Lindley took the top honors.

The Pennsylvania Auctioneers Association sent invitations to all licensed auctioneers within the state. A total of 30 auctioneers responded to the invitation and competed in the first state contest.

The champion, John Lindley is a general auctioneer in Prosperity, Washington County. He has been an auctioneer over the past 18 years.

The State Association presented Lindley with a one-year membership, plaque, and a \$200 cash prize.

Another NAA auctioneer, Kerry Pae, of Dauphin, Pennsylvania, took the second place honors.

Each contestant was judged on tact, microphone ability, speaking and bid calling, appearance and salesmanship. The contestants were also expected to be prompt.

Harry Anderson of Georgetown, Beaver County, is vice president of the Pennsylvania Auctioneers Association. He had taken top honors at the Ohio State Competition and got the idea to begin a Pennsylvania auctioneers competition.

The Andersons worked hard to organize the first show. Their efforts were worthwhile as the small arena was packed with observers. The Auctioneer's Bid Calling Championship is planned as a regular feature at the State Farm Show.

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*PAA VP Harry Anderson, left, announces John Lindley, center, as winner. Association president Larry Reed congratulates.*

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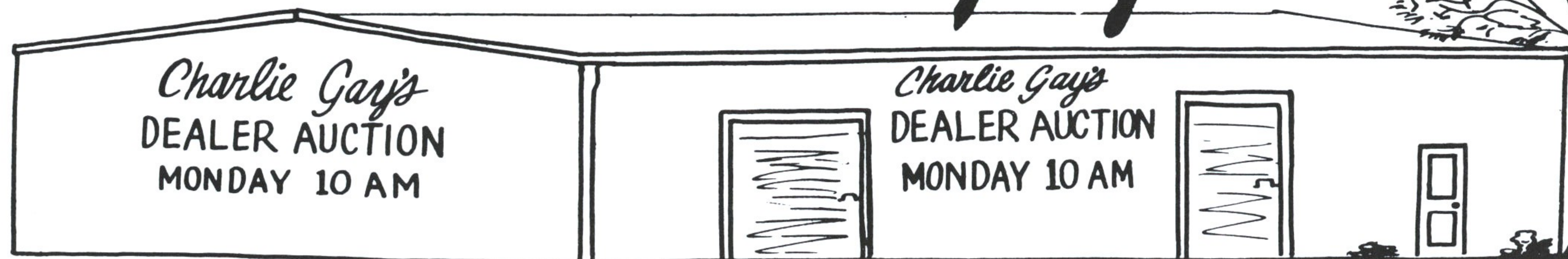
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**Auctioneers Association of Arizona, Inc.** — President: Michael J. Kramer, 1832 S. Central, Phoenix 85004, Phone 602-258-6981; Secretary-Treasurer: Raymond G. Warner, 13611 N. 50th Place, Scottsdale 85254, Phone 602-996-4430

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**Illinois Auctioneers Association** — President: Duke Rath, RFD 3, Elgin 60120 Phone: 312 696-0388; Secretary: Janet Gravin, 116 South Green, Melvin 63952

**Indiana Auctioneers Association** — President: John E. Anderson, 20 Elston Road, Lafayette 47905 Phone: 317 474-6114; Secretary: Harry E. Buckles, RR 1 Box 262, Anderson 46011 Phone: 317 378-7924

**Iowa Auctioneers Association** — President: Dale Smith, Pocahontas 50574; Secretary: Margaret Bloomer, Rt. 3 Box 51, Glenwood 5134 Phone: 712 527-3615

**Kansas Auctioneers Association** — President: Ernest Persinger, Longton 67352 Phone: 316 642-6665; Secretary: Rex B. Newcom, 215 S. Main, Whitewater 67154 Phone: 316 799-2485

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## Additions to Your NAA Member Directory

The following names were mistakenly omitted from the 1980 NAA Member Directory. Please photo-copy the list and include in your directory under the appropriate sections.

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WAITE, RALPH, Route #2, Winfield 67156  
WOOD, ROY, 1258 North Dellrose, Wichita 67208

### MICHIGAN

PODELL, WILLIAM, 1405 Hillburn NW, Grand Rapids 49504

### NEW YORK

ANSPACH, TIM E., 1914 Central, Albany 12210  
ANSPACH, TIM W., Apt. 10-B 397 State St., Albany 12210

### OREGON

KILGORE, CLAUDE M., 5402 Auburn Road NE, Salem 97301

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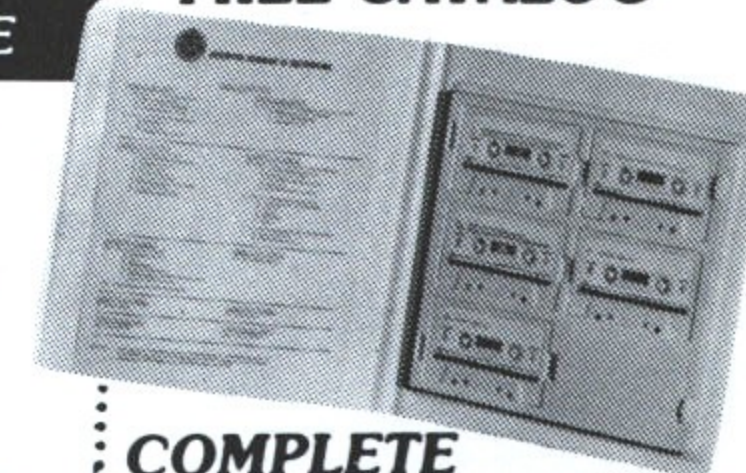
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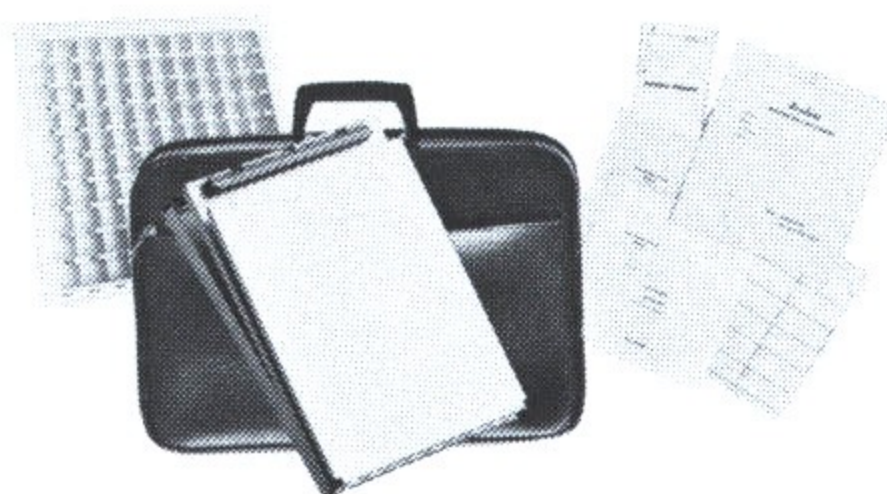
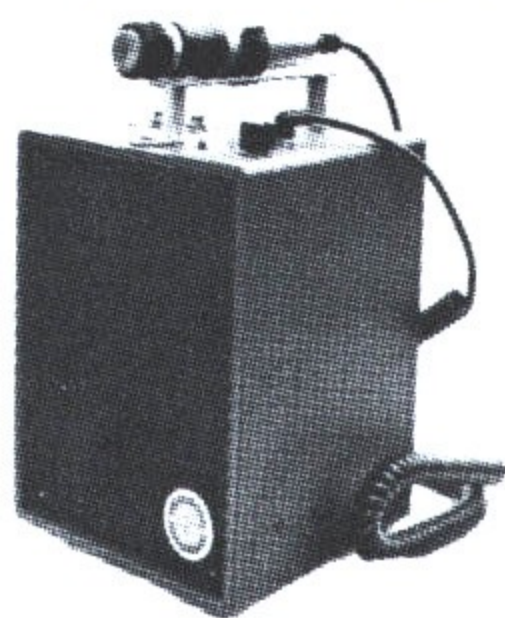
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| 7. Advertising                                      | 15. Definition of 276 terms and words every auctioneer should know or have available |
| 8. Ringman  |  |

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. ATTENTION — Russell Kruse

## Spotlight on NAA Auctioneers

### Oregon Auctioneer is "Jack" of Many Trades

When Jack Healy goes to work in the morning, he can choose just which "work" he wants to go to.

That's because Healy and his wife Diane are publishers and editors of the Sherman County Journal in Moro, commute twice weekly to Portland to call an auto auction, run a movie theater in their town, as well as a hotel. Mrs. Healy also owns an antique store in the Eastern Oregon community.

The Healys became publishers of the weekly Moro newspaper in September, 1979. One of the last letterpress publications in the state, Healy has suffered many a bug with his latest business enterprise. But he claims, it has all been worth it.

At first the temperamental letterpress machine coughed, spat ink, and cut papers in half. But when the first edition rolled off the press — the first copy the Healys had done themselves — the two had honest pride in their product.

And subscriptions have blossomed.

"I don't know what I'm doin' because I do not have newspaper experience. All I know is we need a newspaper and by God, we've got one," he said.

He does, however, know what he's doing when he calls an auction. Healy attended auction school in the mid 1960s, and ever since he's been in high demand as an auctioneer. At least once a week he calls an auction for a wholesale auto company in Portland.

In addition to these two varied businesses, Healy has also purchased a 1918 vintage hotel in Moro, that now boasts seven apartments and 16 overnight lodging rooms for Moro's infrequent visitors.

Healy also believes his movie theatre offers a real service to the city, an entertainment source for families who have little choice of free time activities.

Diane Healy also gets into the business by managing her own antique store. She's also a big help with all the other work, Jack says. In fact, she's the Sherman County Journal's advertising salesperson, something she says she enjoys.

Each venture is growing, Healy said, and taking a bit less of his time as he becomes more adept at organizing his businesses.

"Yeah, I even made it home for dinner on time one night last week," he explained.

*(Reprinted with permission from the OREGON PUBLISHER, Portland, Oregon.)*

We are 90% alike, all we peoples, and 10% different. The trouble is that we forget the 90% and remember the 10% when we criticize others.

Sir Charles Higham,  
(from HIGH PLAINS JOURNAL)





## Antiques & Americana

By George Michael, member NAA

### CARNIVAL GLASS

By now everyone is quite familiar with the term carnival glass, referring to those iridized pieces made extensively between the two world wars. Carnival glass is believed to have been produced as a poor man's imitation of the more expensive art nouveau glass which became quite popular early in the century. The first pieces were made in 1907 in Ohio, and production was centered in that area which includes Western Pennsylvania and West Virginia.

Newcomers to collecting often wonder what sets carnival glass prices. Desirability, often triggered by rarity, is the key to pricing. Demand must exceed supply. We picture some of the most desirable forms which are often quite difficult to locate. At the left is a carnival glass lamp. It is iridized blue, though some were made in marigold and ruby color as well. Other colors are possible, but we have never seen them. Such a lamp is worth well into the three figures if in good condition and color.

Next to it is a corn holder, most of which will be found in marigold color. They were used at the kitchen table to hold an ear of corn in hot water, thus keeping the corn from cooling. When found, the corn holder will most often be in a set, or incomplete sets due to breakage. If a home had carnival glass corn holders, most likely had one each for all the members in the household.

The tall cruet in grape pattern is another rarity. Cruets should be found in sets for vinegar and oil. In this case, the owner of the one in the picture does not have the stopper for it, but it is still worth preserving. Rarity in carnival glass, as with most antiques, affects value a great deal.

### LETTERS

**From Bradenton, Florida** — On page 87 of your book, "Treasury of Antiques of the Federal Period," you show a chair similar to our set of eight. Can you tell me more about them?

**Answer** — In the book we pictured a true Sheraton styled chair, c.1880, with squared legs which are *tapered* to the floor. Your chairs have legs which are *square* all the way to the floor, which is more typical of Chippendale design, popular in the third quarter of the 18th century. The back on your chair is more Chippendale as it flares out, whereas that of the Sheraton has hardly any flare. Your chairs are 19th century reproductions. Chairs from the Chippendale period, made in this country should be pegged, and yours shows no evidence of this.

### FURNITURE AUCTION BOOK AVAILABLE



#### AUCTIONEERS:

I dedicate this booklet to fellow auctioneers, by request of many, after hearing me talk on new furniture auctions and how to secure them.

I was speaker on these subjects at the National Auctioneers Convention in Oklahoma City, also the Illinois State Auctioneers Convention, and this subject at the Kentucky State Auctioneers Convention. Many times I have been on a question and answer forum for other states. I have also spoken at Auction Schools.

Many letters come to my office in regards to getting new furniture auctions, so I feel compelled to pass what knowledge I may have on to the ones that have asked me to do so for them. So as to not show any favors to one and not the others, I wrote this booklet to let those that may be interested in working new furniture auctions with their other lines of auctioneering have what knowledge I may have. At this time let me say these rules and methods will work for you if you carry them to the letter.

Be the first in your district to enlarge your commissions by \$10,000 for the coming year. I will personally grant you will be \$10,000 ahead for the year, if you carry this book out to the letter. Remember it tells all how to secure the sales and how to handle the sale after you secure it.

Mr. Auctioneer this is 48 years of experience and know how. So it is up to you — if you would spend \$10.00 to make \$10,000 you can't **MISS**.

During winter months, please send order to my Florida address

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**10401 Snug Harbor Road**

**L119**

**St. Petersburg, Florida 33702**



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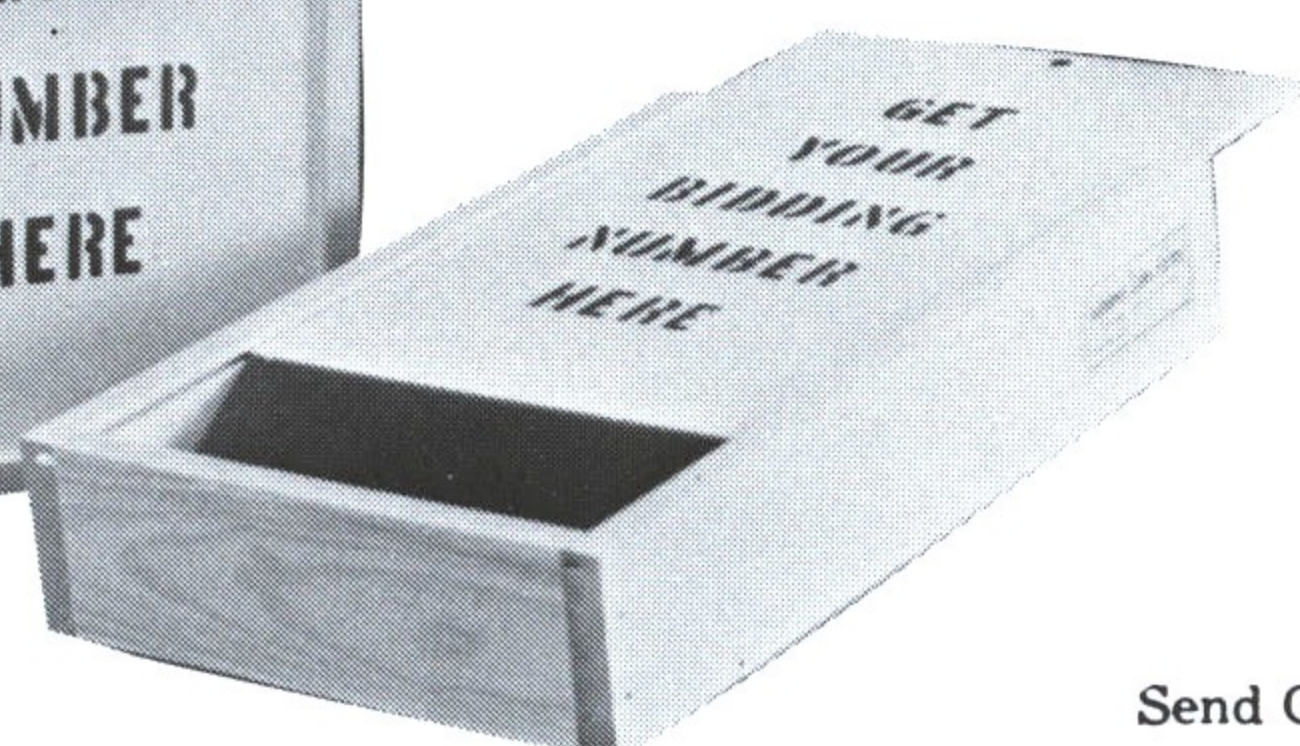
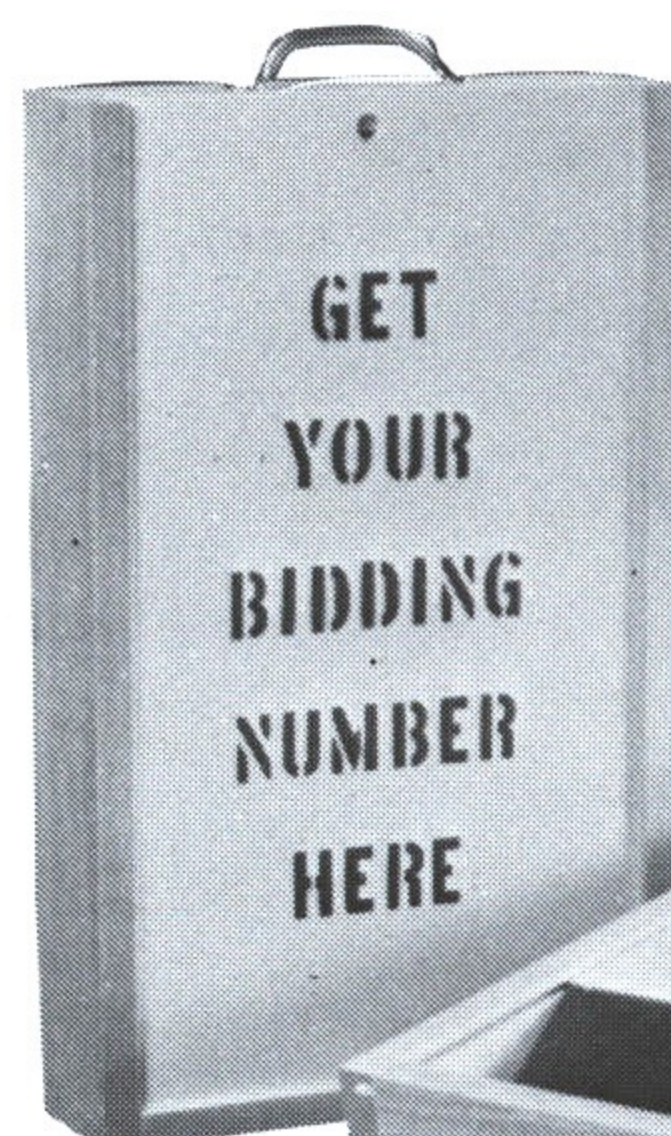
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## The Reisch Auctioneer's Speaker

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.



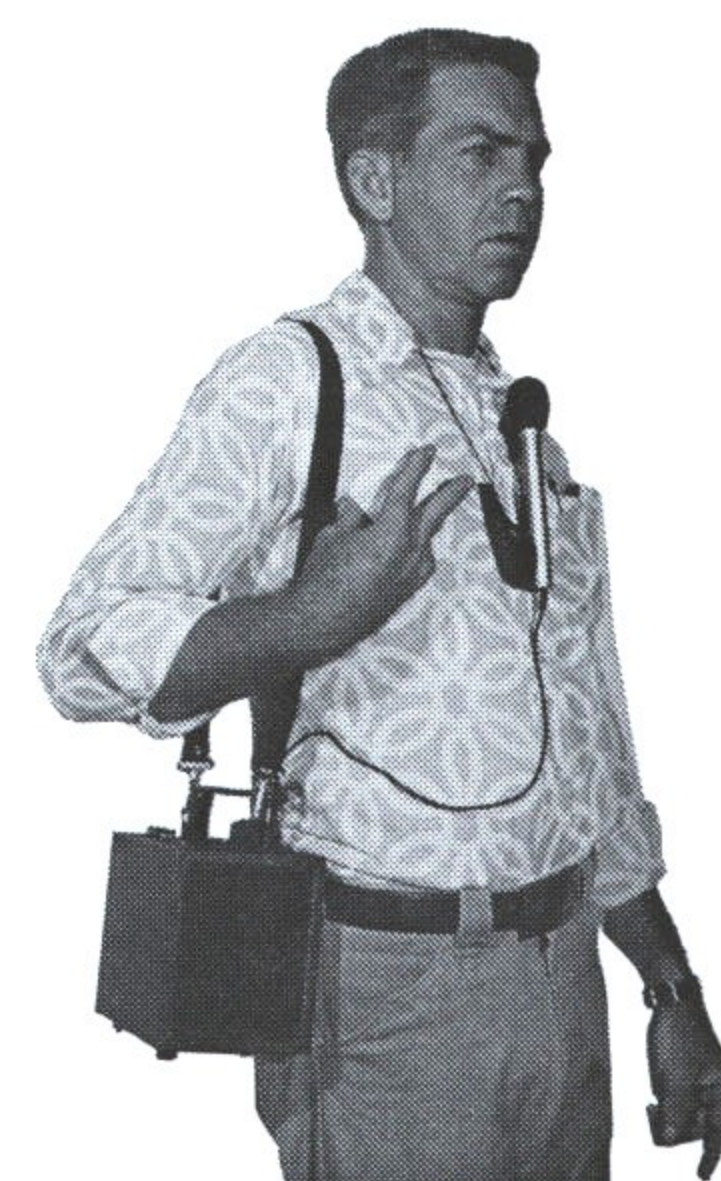
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THE JR-1 is the most powerful portable speaker made. It is powered by three 6 volt lantern batteries, giving 18 volts of power. Batteries last 60 hours or more. Set weighs 8 lbs. Comes with 12 ft. cord and shoulder strap and mike support holder, which 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.

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**Phone: 515 423-1465. Call or write for Special Wholesale Prices.**





*JANUARY 1980 class, Jim Graham School of Auctioneering. Fifty-two students completed the auction courses.*

### FINAL BID

A farmer's wife was attending her husband's funeral at the small country church. After the Minister had finished his eulogy she began to wonder if she was at the right funeral.

### Rush Hours

A Los Angeles man walked into the office of a friend recently to find him deep in thought.

"Big problem?" he asked.

"Yes," was the answer. "I'm trying to figure out whether I should leave home for work between 6:30 and 7:00 a.m. and join the rush to beat the rush; or should I leave between 7:00 and 8:00 and join the rush itself; or should I leave after 8:30 and join the rush that waited to miss the rush."

Young husband (in early morning): "It must be time to get up."

Wife: "Why?"

Husband: "Baby's fallen asleep."

A middle-aged couple were just going to sleep when they smelled smoke. The husband jumped out of bed, went out into the hall and rushed back into the bedroom. "The whole back end of the house is on fire!" he cried. They scurried frantically into a hallway filled with thick smoke. After what seemed an eternity, they reached the front door. As the husband opened the door to safety, he glanced at his wife and saw a smile on her face. "Good Lord!" he cried. "What have you got to be smiling about now?" "I can't help it," she replied. "This is the first night we've gone out together in five years."

When it came time to go home from school, little Michael started struggling into rubber galoshes. His teacher came to the rescue and pushed and pulled for several minutes until finally the galoshes were on. Michael thanked her and said, "Teacher, you know, these galoshes aren't mine."

The harassed woman groaned, sat the boy down, grabbed hold of his feet and struggled until she succeeded in getting the galoshes off.

"Now, then, who do these belong to," she asked.

"My brother," explained the boy, "but my mother makes me wear them."

A refugee couple arrived in the United States several years ago with one dream — to become citizens. Through much red tape and years of study, they were patient and hopeful. Then one day, the husband rushed into the kitchen with the long-awaited good news.

"Anna! Anna!" he shouted. "At last! We are Americans!"

"Fine", replied the wife tying her apron around him. "Now you wash the dishes."

## Be An Auctioneer

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

**FREE CATALOG!**

**Missouri Auction School**

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### Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

2. <b>ADVERTISING RATES:</b>	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. If applicable to new advertisers, advance payment for the first three months will be required.

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.

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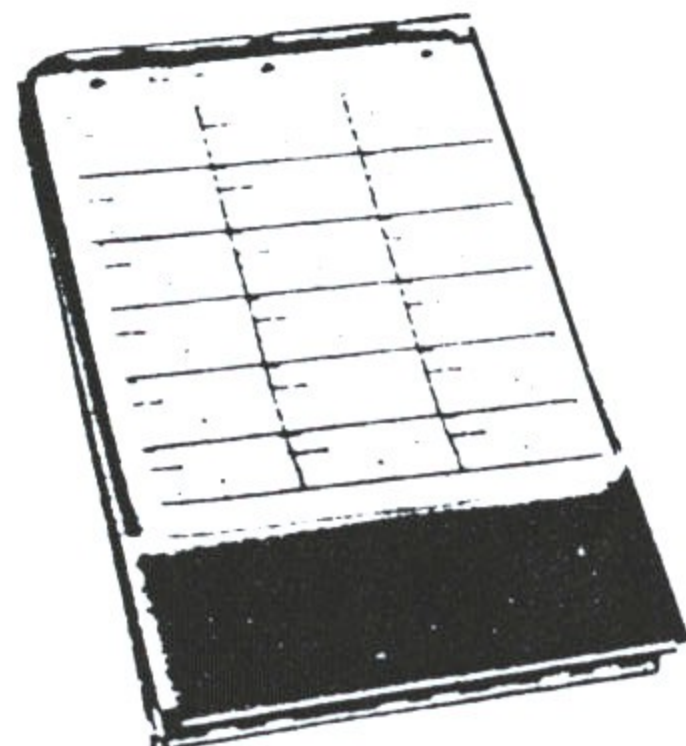
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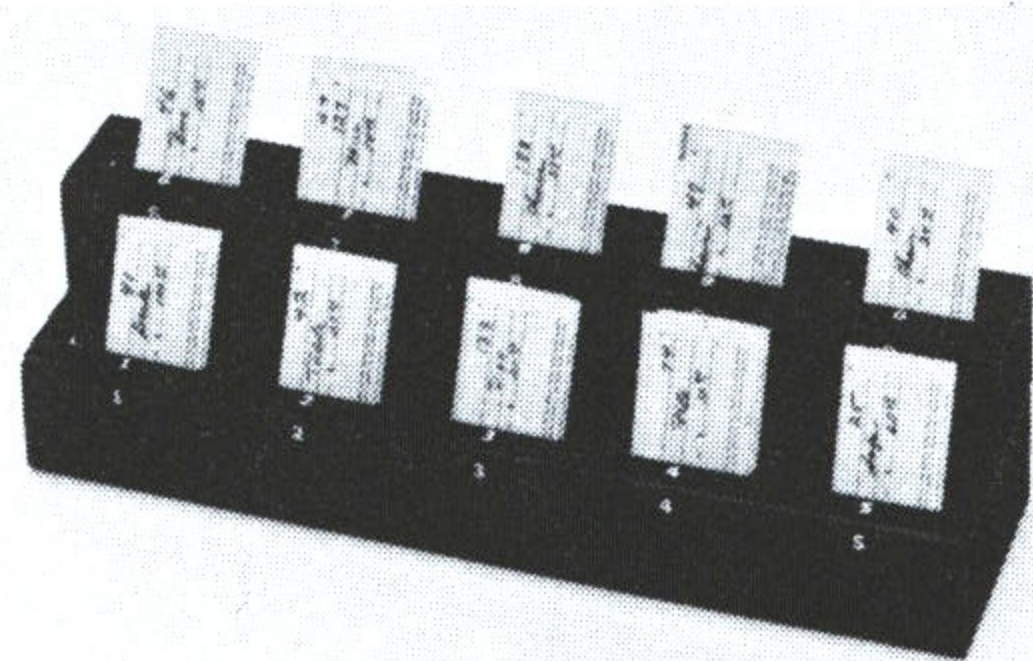
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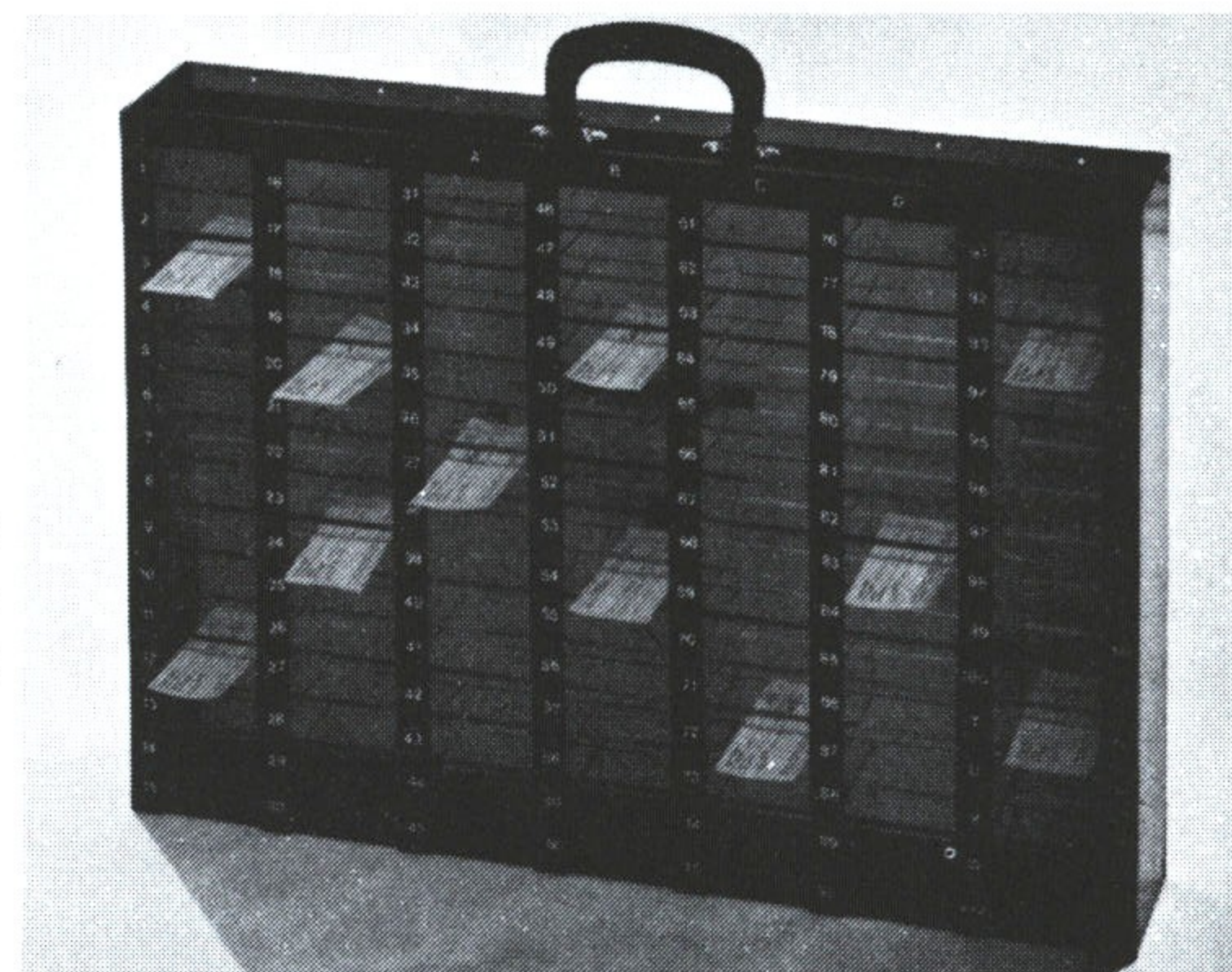
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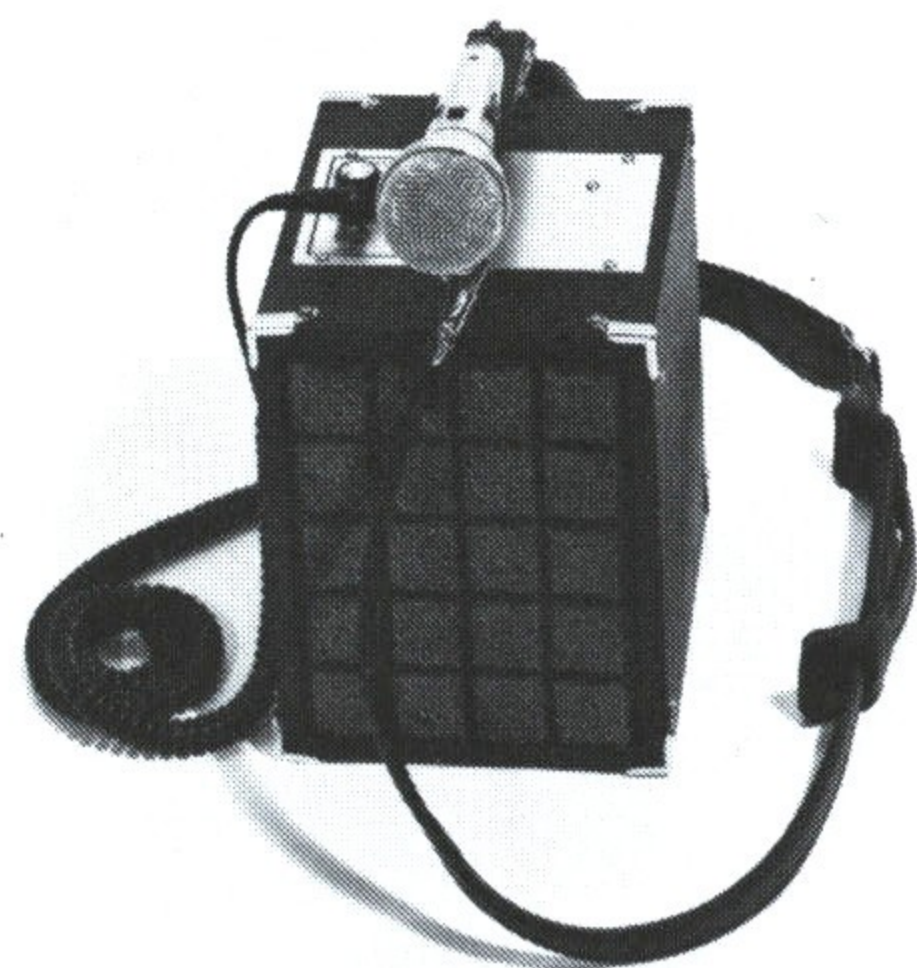
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**Auctioneers Cost: \$198.00**

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  - AUTOMATIC "Full Charge" indicator light shows when battery is fully charged.
  - Complete with recharger. Charger rated 120 VAC, 8 WATT, 300 MA.
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  - 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**

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## Missouri Auction School

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

**PHONE: 816-421-7117**



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- Storage Compartment in back to carry recharger, microphone and cord.
- Slightly larger speaker baffle area with port hole.
- DIMENSIONS: 9¾" High x 6" Wide x 7¼" Deep.
- WEIGHT: 7 LBS., 6 OZ.

List Price: \$477.50

**Auctioneers Cost: \$318.00**



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