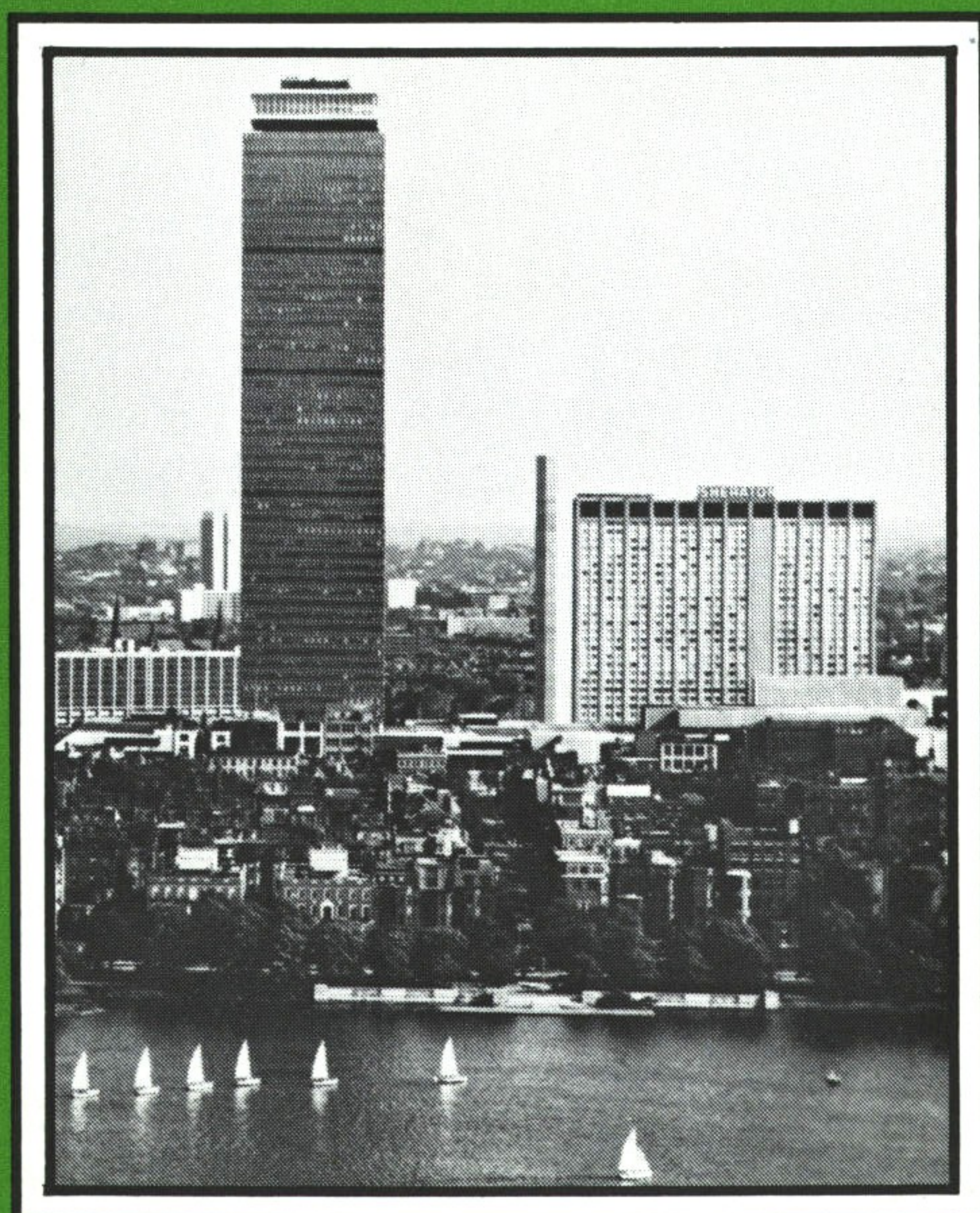


THE AUCTIONEER®

The Magazine of the National Auctioneers Association ● April, 1978



**The Concord Minutemen Will "Begin It All Again"
During the 1978 NAA Boston "Clambake Convention"
July 19-22 — Sheraton Boston Hotel — Boston, Massachusetts**



Auctioneer Hat



Auctioneer's Gavel Tie Tack

I saw a robin — that is a sign of spring.

Spring is the time to shuck the shackles of winter and adorn yourself with something nice and refreshing. Such as one of our cool, white Panama straw hats, made by the world famous "Stetson" folks. It is bound with a ½" black ribbon at the base of the crown and the brim is 2½" wide.

It has the NAA emblem embossed in gold on the inside and can be worn with any color. If white doesn't suit your fancy, then I know the light tan Milan straw will because it comes in the same brim widths, which our own well-known Silver Belly felt hat does — 2⅞"-2⅜" and 2⅝" in both regular and long oval.

Both the Milan straw and felt come in the LBJ style, pictured above. Order yours now while we have the complete ranges or sizes.

While the season has passed on for the fleeced-lined ¾ length car coats, the time is here for the London Fog-type wind breaker jacket with lined sleeves. They come in medium, large and extra large in navy, canary, brown, Carolina blue, burgundy and natural with the beautiful four-colored embroidered NAA emblem attached to the left chest.

Please do not forget the beautiful diamond tie tacs — we have them with any size diamond you can afford, mounted on solid 18-carat gold gavels. For larger size stones, write or call for prices.

Solid Gold tie tack

w/.15K-high quality sparkling diamond\$189.95
w/.25K-high quality sparkling diamond 249.95

Other size diamonds up to 1 full karat-prices on request

Felt Silver Belly Hat 22.50
White Panama 16.95
Milan Straw (light tan) 14.95
Jackets w/4-color emblem 19.95
Car Coat w/emblem 39.95
4-color NAA emblem 3.00

Col. W. Craig Lawing

5521 Belhaven Blvd.

Charlotte, NC 28216

Tele: 704-399-6372 (Office)

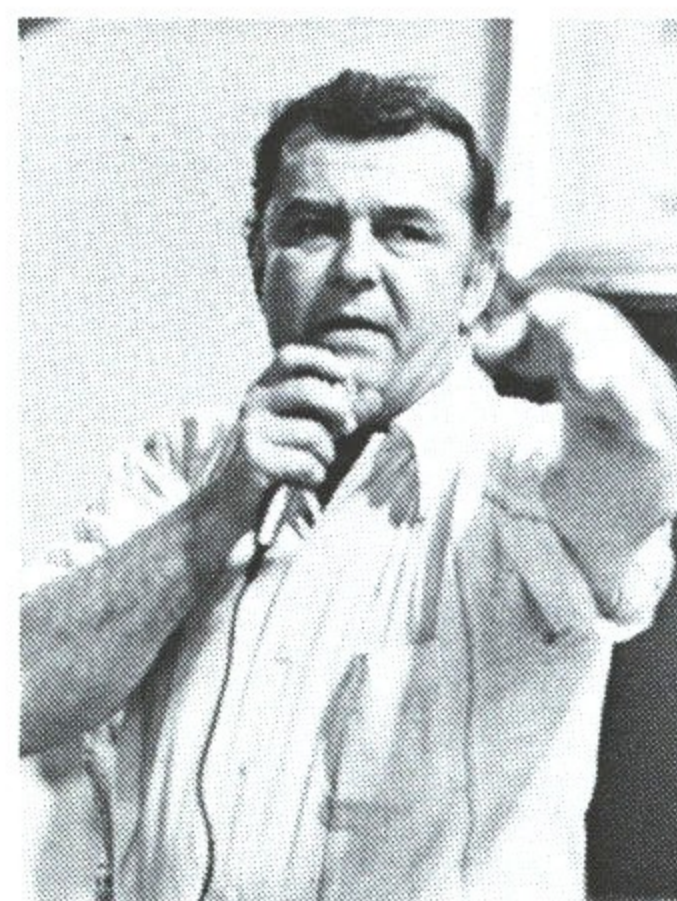
704-399-3260 (Home)

A few words about the Auction Mart . . .



"The Tribune delivers knowledgeable art buyers."

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Chairman, R.S.V.P.
and The Sheridan Art
Galleries.
Lincolnwood, Illinois



"If you don't use the Tribune, you're not serious about doing business."

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"The Tribune Auction Mart made a believer out of me."

Stan Wisniewski
Office Manager
Underwriters Salvage
Company
Elk Grove, Illinois



"Without the Tribune, we wouldn't reach many good prospects."

Mr. Herman Behm
President
Herman Behm &
Associates
Antioch, Illinois

To place your ad in the biggest Auction Mart in Mid-America, call Dave Mason at (312) 222-4493 or Charles Shanley at (312) 222-4042. Order deadline: Wednesday, 3 P.M.

Turn to the
Chicago Tribune

From the President's Desk . . .

Problems With Consumerism Create Need For More Professionalism in Auction Business

MARTIN HIGGENBOTHAM



Dear Fellow Auctioneers:

In the opening session of our CAI Program last year, Bill French, our legal professor, advised us and assured us that the auction profession was going to have a 'head on' collision with the philosophy and new way of life known as "consumerism". No sooner said than done — right on cue! I find that not only has consumerism caught up with the auction profession, but has indeed in a couple of instances left an indelible mark.

To this date, I know of two verified instances where auctioneers were brought to trial by a consumer and were in fact found guilty and fined accordingly by the judge. It is not enough to be complacent in the old adage, "Well it won't happen to me". I am sure these auctioneers thought it would never happen to them either.

We have reached the point in history that if we are going to advertise and promote our sales

as being professionals in a business, then the judge is going to deem it so. Consequently, "as is where is" no longer is a secure position as to the description and sale of merchandise. The judge's position is: if we are going to be professional enough to represent a client in the disposition of goods, chattels and real property, then we certainly must be professional enough to know accurate descriptions of what we are selling as well as knowing that there are good titles on the goods. Consumerism is just one more reason why **you** should be active in all of our seminar and CAI programs.

I am delighted to report that the interest, excitement and anticipation in going to the Boston Convention is growing by leaps and bounds! I am thrilled that so many people are taking early interest in the programming and are making early reservations and plans for attending. We are in the stages of finalizing the complete workshop program and will be reporting it in the forthcoming issues of "THE AUCTIONEER" magazine.

The concept this year is going to be somewhat new and varied and I can assure you the workshops at the convention will be interesting and very worthwhile!

PLEASE NOTE: There is one thing I want to mention concerning the convention, which I want you to underscore and be sure that you conform with.

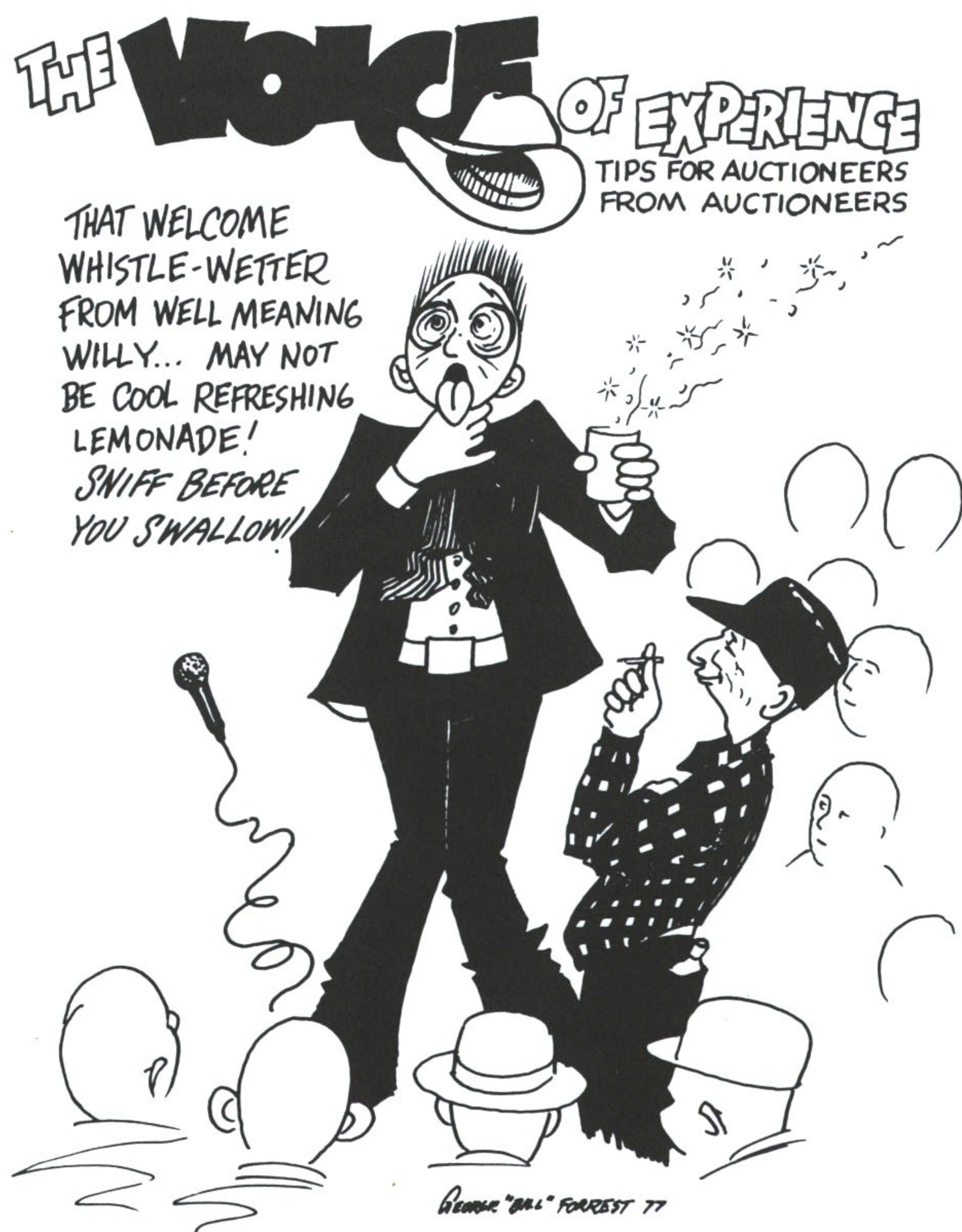
THE STATE OF MASSACHUSETTS HAS A FIREARMS LICENSING LAW WHICH SETS FORTH A MANDATORY 3-YEAR JAIL TERM FOR THE POSSESSION OF A FIREARM ON YOUR PERSON OR IN YOUR MOTOR VEHICLE OR OTHERWISE.

And, inasmuch as many of you will be traveling to the convention as the Higgenbotham family will in a motor home, it is **IMPERATIVE** that you keep this in mind and **LEAVE THE GUNS AT HOME**. This is a three-year mandatory jail term and **NOTHING** can keep you from going for the full three-year sentence.

Although Massachusetts is a beautiful state, I am sure that none of us want to spend three years as guests of the State Penal Authorities!!!

I will see you in . . . KENTUCKY . . . MONTANA . . . IOWA . . . ALABAMA . . . TEXAS . . . and OKLAHOMA in the upcoming months.

Martin E. "Marty" Higgenbotham
1977-78 NAA President



THE AUCTIONEER

APRIL, 1978

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.

Single copies: \$1.00 each. Annual subscription rate (thru July, 1977, issue) — \$6.00 (11 issues); as of September, 1977, issue \$7.50.

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

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

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

 - (a) Color Rates:** Two colors (black and issue color) are available only upon consultation with editor. Cover pages also available only after consultation with editor if and when cover (outside back and inside front and back) pages are available. Add 25 % to above rates if second color authorized by editor.
 - (b) Short Rate and Rebate:** Rates are based on the number of insertions in a 11-month period. Short rates will be charged if a contract is terminated prematurely.
 - (c) Rate Change:** The editor reserves the right to revise all rates quoted herein upon sixty (60) days written notice to holders of contracts. If a rate revision is made and not accepted by the advertiser, the advertiser may cancel his contract.
- NEW ADVERTISERS:** Submit payment in advance (with copy) before advertising will be accepted.
- 3. AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.
- 4. COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 6.). If advertising is discontinued before completion of contract, short rates for space will apply.
- 5. MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method: saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color.
Dimensions for ad space: Full page — 7¼ by 9½ inches: Half page — 7¼ by 4½ inches: Quarter page — 3½ by 4½ inches or 7¼ by 2¼ inches.
- 6. ISSUE AND CLOSING DATES:** Published monthly with the exception that an August issue is not published (11 issues annually). Issued on the first of the publication month. Deadline for ad copy is the 10th of the month preceding publication date.

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

NAA Meetings Schedule

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

NAA Convention Sites

- 1978 — Sheraton-Boston Hotel, July 19-22, Boston, Massachusetts
1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado
1980 — Opryland Hotel, July 30-August 2, Nashville, Tennessee

National Auctioneers Association

1977-78 Officers

- President — Martin Higgenbotham, 1702 E. Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094
1st Vice President — Harvey C. Lambright, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012
2nd Vice President — C. E. Chuck Cumberlin, P.O. Box 248, Brush, Colorado 80723. Bus. Phone: 303 842-2822
Executive Director — Harvey L. McCray, 135 Lakewood Drive, Lincoln, Nebraska 68510. Bus. Phone: 402 489-9356
Treasurer — Dean Fleming, Atkinson, Nebraska 68713. Bus. Phone: 402 925-2801

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- Lyle Erickson, Box 239, Cresco, Iowa 52136. Bus. Phone: 319 547-3700
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Ed Huisman, 5212 Lemon Hill Avenue, Sacramento, California 95824. Bus. Phone: 916 422-2792

Come to the Clambake . . .

1978 Boston NAA Convention

Make Hotel Reservations Now!

Reservations are now being accepted from NAA auctioneers, their families and guests, who will attend the 1978 Boston NAA "Clambake Convention". Auctioneers should make their reservations soon to be assured of proper accommodations and also to obtain the NAA Convention room rates as indicated in the Hotel Reservation form in the section entitled, "Main House (NAA Rate)".

Complete information on the NAA Convention will be published in future issues, but some of the highlights include:

- Pre-convention tours of historic Boston — Where It All Began for the United States of America! Tours will be announced, which will be held on Tuesday, July 18 and Wednesday, July 19. Additional tours will be scheduled, which will not conflict with any of the NAA Convention activities;
- The "Beat the President" Golf Tournament to be held on Tuesday, July 18. Chances are good this year of beating NAA President Martin Higgenbotham — he plays once a year, which usually is at the NAA Convention. But, he will meet the challenges offered him at Boston;
- The NAA Convention reception on Wednesday night, July 19. Auctioneers, their families and guests will meet the NAA president; convention chairman and other NAA officers and thrill to the excitement of the Concord Minute Men performance. The Concord Minute Men wear the uniform depictive of that worn by the original Minute Men and are empowered to bear arms of the type used during the Colonial period for ceremonial use. Musical entertainment also will be planned.

Reserve your hotel room accommodations now — remember, you must use the NAA Hotel Reservation Form to reserve space, with the NAA Convention rate, at the Sheraton Boston Hotel — telephone reservations will not be accepted. Use the HOTEL RESERVATION FORM now and "Come to Where It All Began — the 1978 NAA Boston Clambake Convention — July 19-22, 1978, Sheraton Boston Hotel".

- Workshops will begin on Thursday morning (July 20) and continue on throughout the convention. Workshops will include the State Officers' Workshop and presentations on Bid Calling and Voice Analysis and the many, many other auction topics of interest to NAA members, their wives and families.
- The "Shot Heard Round the World" was fired in Boston prior to the Revolutionary War. The "Shot to be Heard Round the 1978 NAA Convention" will be fired by NAA President Martin Higgenbotham during the Kickoff Luncheon to be held on Thursday, July 20.
- Entertainment and Fun is on tap for the night of Thursday, July 20. The entertainment will be supplied by a well-known comedian, which precedes the Fun Auction. Last year's total receipts of \$10,050 is in jeopardy as many auctioneers already have indicated their desire to participate in this program, to defray expenses of the convention, with more outstanding items to be contributed to the event. Last year the State Associations submitted excellent items for sale, as did the many members, who attended the convention.
- The Friday noon luncheons will interest auctioneers and the ladies very much. The Ladies Luncheon will be highlighted by a presentation on "The Hole in the Dough-

nut" by Fred E. Crockett, a direct descendant of Captain Hanson Crockett Gregory, who is said to have invented the hole in the doughnut in Clam Cove, Maine, in 1847. His presentation is described as "Amazing and Amusing", reports the Bristol Press.

The auctioneers will have outstanding entertainment in their own right during Friday lunch, when the charter graduates of the Certified Auctioneers Institute (CAI) will be recognized during the luncheon, which will be followed, after eating, by a talk by the Chairman of the Board of the Boston Globe newspaper. He will offer information on how to "break down the barriers of suspicion and cynicism which now divide business and the media". The Boston Globe is a continuing contributor to the auction method of selling with its very fine auction advertising section.

Hotel Reservation Form

National Auctioneers Association

1978 Boston Clambake Convention

Sheraton Boston Hotel & Towers

July 19-22, 1978

Arrival Day/Date _____

Arrival Time _____ Guaranteed _____

Departure Date _____

Your Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Sharing With _____

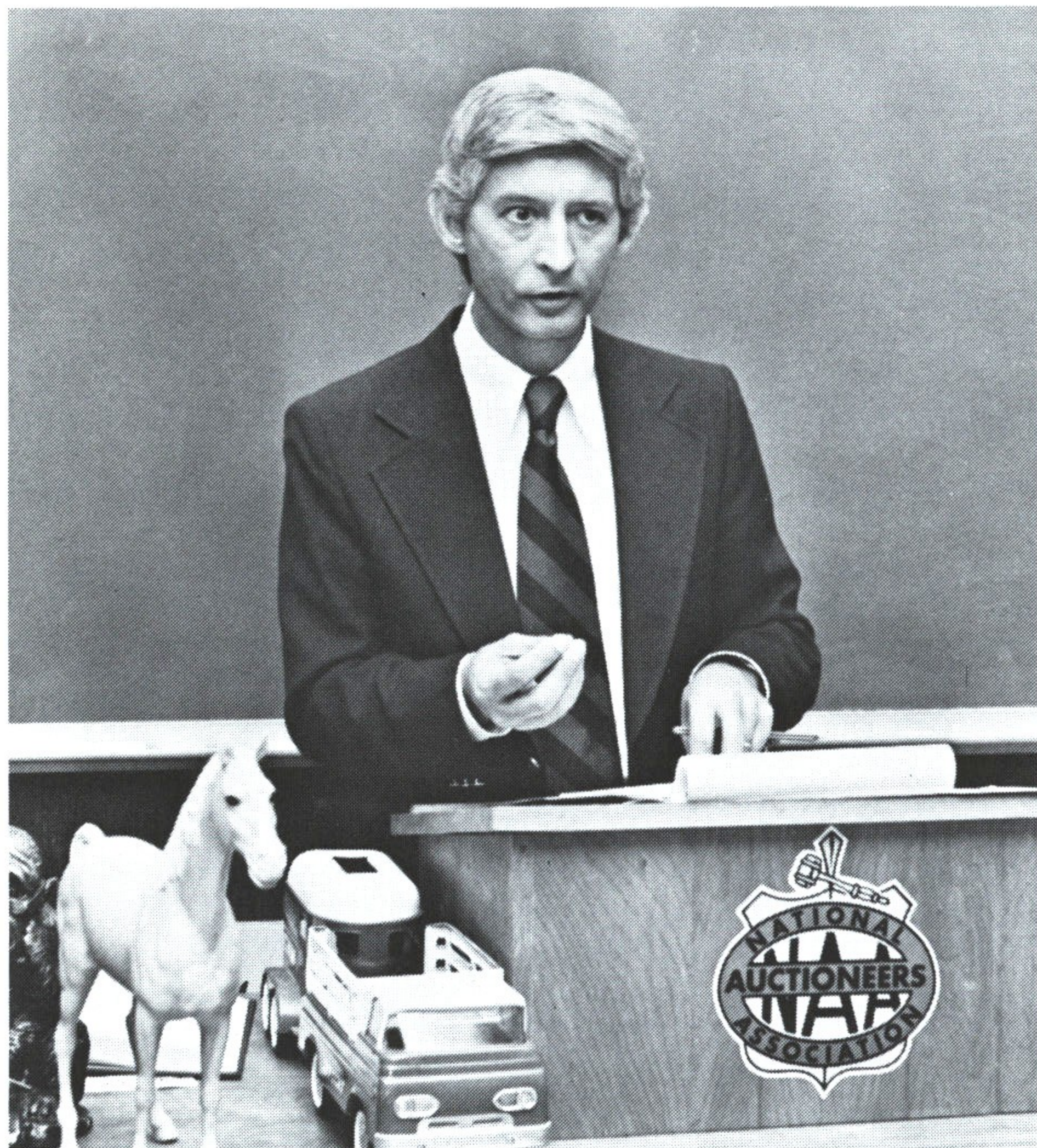
	Main House (NAA) Rate	New Addition	Luxurious Sheraton Towers
Single Occupancy	_____ \$30	_____ \$35	_____ \$40
Double Occupancy	_____ \$36	_____ \$41	_____ \$46
1 Bdrm. Suite	_____ \$60 _____ \$100	_____ \$115	_____ \$120
2 Bdrm. Suite	_____ \$140		_____ \$165

NAA Convention Reservations will be accepted until four weeks prior to opening date of the Convention (July 22). Thereafter reservations will be honored on a space available basis only.

Rooms not available until 3:00 p.m. All reservations will be held until 6:00 p.m. unless Guaranteed Payment indicated above.

Send this completed reservation form to: Sheraton-Boston Hotel, Prudential Center, Boston, MA 02199.

Meet Louis (Nick) Fisher, Jr. Attorney High Point, North Carolina



Mr. Fisher earned his A.B. degree and Doctor of Law degree at the University of North Carolina where he graduated with honors. He is a member of the North Carolina Bar Association and the American Bar Association.

Mr. Fisher has been on the Mendenhall staff for several years, and is very active in corporate law, receivership, bankruptcy and foreclosure. We are very proud to have Mr. Fisher on our staff. His vast experience and knowledge in the field is of great interest to auctioneers and has proven to be a great asset to Mendenhall graduates.

Nobody knows how to train good auctioneers better than the 14 professional instructors at Mendenhall.

MENDENHALL

School of Auctioneering

U.S. Hwy. 29-70 (I-85)
High Point, NC 27263
Phone: 919 887-1165

Write or call for information today

- Friday night will long be remembered by many when the entire NAA Convention will feast on a Boston Clambake at the harbor and in the Boston Aquarium, where entertainment will be provided. The Clambake will feature New England clam chowder; steamers with drawn butter, barbecued chicken, select live lobsters, fresh native corn, tangy cole slaw, hot rolls, chilled watermelon and beverage. All that in one evening too!
- Saturday will conclude the NAA convention with more workshops, the Annual Meeting of the NAA, where officers and directors are elected; and the Saturday night President's Banquet and Ball — a good way to end a very fine and well planned convention by the hosts in the New England States.

The "brief" outline of the 1978 NAA Convention should entice you to make your hotel reservations now; get your airline tickets purchased (many airlines offer discounts on excursion fares — as much as 15% possibly — if you reserve space and pay for your tickets well in advance. Check with your travel agency and ask about the procedures. Excursion fares must stay over at least one night in the week, and perhaps you can qualify for the discount air travel fare?); and make your vacation plans now.

Remember, the hotel releases the space offered to the National Auctioneers Association four weeks in advance of the convention and even if there is a slight possibility that you may have to cancel your convention plans, make your hotel reservations early. You won't be penalized for cancelling your reservation, as long as you give ample time, but you will be penalized by not having room accommodations if you wait too long.

Let's make history again in Boston NAA-style by having a record attendance at the 1978 Boston NAA "Clambake Convention". If you miss it, the NAA will miss you, but most of all, you will miss one of the NAA's most outstanding events ever planned for the membership!



THE SHERATON-BOSTON HOTEL — Make your reservations now for the 1978 NAA Boston Clambake Convention, July 19-22, 1978. Reservations accepted on Hotel Reservations Form only (see page 5). Phone reservations unacceptable.

National Auctioneers Association 1978 Advance Convention Registration Form

Advance Registration Deadline June 30, 1978. Any and all Registrations Received After June 30, 1978 Will Be At The \$45 Regular Registration Rate.

Auctioneer's Name _____
Please Print Last First Middle Initial

Preferred First Name _____ Is This Your
Or Nickname to Appear First NAA
On Convention Badge _____ Convention? _____ Yes _____ No

If Spouse or Guest Registering for the
Convention Give Full Name to Appear on Badge _____

Your Address _____

City _____ State _____ Zip _____

All members of family, guests, etc., should be listed if registering for Convention activities. Name listed will be shown on Name Badge. Name badges will serve as convention meeting permits.

Children 12 years and younger — Registration Free when accompanied by adult registrant.

List Name of All Members, Guests, etc., to be included in this registration and give age if 12 years of age or under:

1. _____ 2. _____
3. _____ 4. _____
5. _____ 6. _____

Please indicate total number of registrants in each activity selected and total amount being paid for:

Registration Fee(s) Enclosed For:

_____ Individuals @ \$35 each for Advance Registration (Includes registration fees for badges and program, in addition to Thursday luncheon, Friday night bus transportation to and from Aquarium and Clambake dinner; and Saturday night Banquet and Ball): Total \$ _____

Special Event(s) Fee(s) Enclosed For:

_____ Individual(s) @ \$8.25 each for AUCTIONEER'S Luncheon on Friday, July 21: Total \$ _____

_____ Individual(s) @ \$7.50 each for LADIES AUXILIARY Luncheon on Friday, July 21: Total \$ _____

ADD UP TOTAL FOR ALL EVENTS SELECTED ABOVE: TOTAL \$ _____

Make check payable to: National Auctioneers Association and send check (TOTAL ADVANCE REGISTRATION PAYMENT) to National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510. NOTE: Advance Registration Fees must be submitted and received at the NAA Office on or before June 30, 1978.

This form is for NAA Convention Advance Registration Only. Information on and registration for Pre-Convention and Convention Tours and Activities will be published on behalf of the 1978 Boston Host Association.

Room Accommodations will be limited at the Sheraton-Boston Hotel. Please use the NAA Convention Hotel Reservation Form and reserve your room accommodations' needs IMMEDIATELY! The Hotel Reservation Form is included in this issue of THE AUCTIONEER magazine.

1978-79 Dues Statement Ladies Auxiliary to the National Auctioneers Association

Yes, I also am enclosing my \$5.00 annual dues (1978-79) to the Ladies Auxiliary to the National Auctioneers Association.

Name _____

Address _____

City _____ State _____ Zip _____

ATTEND

GEORGIA AUCTIONEER'S
LICENSE NO. 129

Charlie Gay's



DEALER AUCTION

Every Monday 10 a.m. 'til ?

2550 Shorter Avenue "Ga. Hwy. 20 West"

ROME, GA. 30161

"404 - 234-5946 or 232-3451"

THIS IS AN ABSOLUTE AUCTION - ALL MERCHANDISE IS SOLD TO
THE HIGHEST BIDDER

No Junk Will Be Sold

ALL NEW MERCHANDISE SOLD IN LARGE AND SMALL LOTS

10% Commission Is Charged The Seller On All Sales Made On The Premises

Terms of Payment: CASH or CERTIFIED CHECK

BOSTON — CONVENTION CITY WITH EXTRAS

It takes more than big meeting halls and modern hotels to make a great convention city. Boston has a lot of extra attractions that make this northeastern port city so attractive to convention families.

First of all, it's easy to get to Boston. Right downtown are bus and rail terminals, and interchanges to interstate highways. And just across the harbor is Logan International Airport, the world's eighth busiest airport that is only minutes from downtown via taxi, limousine service, or the city's inexpensive rapid transit service.

For new arrivals, the most striking feature of the city is the contrast between modern hotels and convention halls, and the elegantly preserved 18th and 19th century buildings and historical sites that give the city a special atmosphere.

Fishing boats and daily cruise vessels are moored along the colorful harbor wharves beside massive granite buildings that were once warehouses but now are homes to exclusive condominium apartments and seaside cafes and shops. The waterfront area is also the site of the New England Aquarium, with its dramatic exhibits of live sharks, fishes and giant sea turtles; and the U.S.S. Constitution — "Old Ironsides" — the oldest commissioned ship afloat in the world.



THE U.S.S. CONSTITUTION — "Old Ironsides" . . .

You can visit the Institute of Contemporary Art, one of the many museums in the city that attract visitors from all over the world. On the Charles River side of the city, which separates Boston from Cambridge and Harvard University, is the Museum of Science with fascinating exhibits that include a 20-foot-tall dinosaur and a planetarium. You don't have to be a patron of the arts to enjoy wandering through the famed Museum of Fine Arts, where exhibits include early American artists, French Impressionists, ancient Egyptian sculptures, and a superb collection of silver by Paul Revere.

One of Boston's most popular attractions is the group of 16 historical buildings and sites preserved from Colonial times and the days of the American Revolution, and known now as The Freedom Trail. This comfortable walking tour back into history is clearly marked through the downtown streets by a double course of red bricks set into the pavement.

Strolling through this compact city, you can visit Paul Revere's house, where the patriot lived from 1770 to 1780; the Old State House, where John Hancock spoke out against "taxation without representation"; and Faneuil Hall which has been a combination meeting and market place since 1742.



FANEUIL HALL — A favorite marketplace . . .

The city's newest attraction is Faneuil Hall Marketplace, a complex of restored buildings that house elegant little boutiques, cafes, restaurants, and all manner of shops for the casual stroller or buyer.

Nearby is the North End, whose narrow streets and brick houses look decidedly European, and where there is a tremendous selection of Italian restaurants. Boston also has a colorful Chinese neighborhood where the telephone booths have pagoda tops and the many restaurants serve Mandarin, Cantonese and Szechuan cuisine; the menus are in English and the food is superb!

The city's hotels have some of the finest restaurants favored by local gourmets. And anywhere you can sample the region's famous fish dishes — steamed clams, broiled scrod, baked haddock or splendid lobsters — all served fresh from the sea.

Besides all the well-known cultural events — from Boston Symphony Orchestra concerts to pre-Broadway theater — Boston is also popular as a sports town. During the summer the Boston Red Sox baseball team thrills sports enthusiasts.

Many conventioners will combine their vacation with the Boston Convention by going to the city a few days early — or staying around afterwards for a weekend or a week of sightseeing and entertainment. Boston's many small performing art groups, numerous art galleries and lively discos offer quite a choice.

There are many genuine bargains available to visitors, which include escorted sightseeing tours of nearby attractions, such as Plymouth Rock, the battlefields of Lexington and Concord, the sandy beaches of Cape Cod; and admission to museums, concerts, sporting events.

A complete program is planned for NAA Conventioners — for the 1978 NAA "Boston Clambake" Convention — July 19-22, Sheraton Boston Hotel.

APPRAISAL GUIDES

"You can't tell the names of the players, without a program." We have the tools for the auctioneer, appraiser, banker, finance company, car salesman, etc.

RED BOOK OFFICIAL USED CAR VALUATIONS\$20.00

Complete Regional Edition issued 8 times yearly . . . Retail, finance & wholesale values for all U.S. cars, popular import cars, light duty trucks, past 6 years. Insurance symbols, front end views, vehicle number, etc. (Mr. Auctioneer: worth the price for you personally to trade automobiles with!)

NATIONAL FARM TRACTOR & IMPLEMENT

BLUE BOOK\$20.00

Valuations, Nebraska tests, major accessories — past 10 years. Published yearly.

BLUE BOOK OFFICIAL USED TRUCK

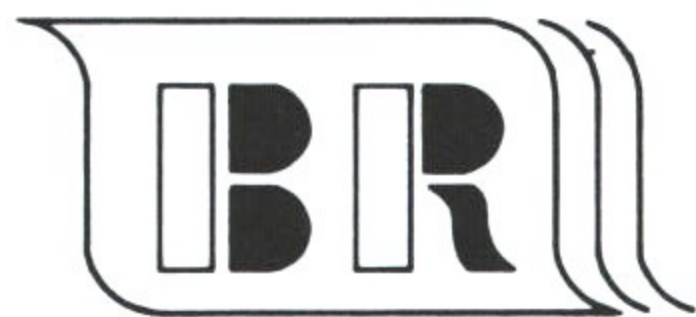
VALUATIONS\$25.00

Issued twice yearly. Lists all trucks, past 7 years . . . Gives values of trucks and major optional equipment.

OUTBOARD MOTOR GUIDE	\$ 5.95
Over 35 major manufacturers of outboard boat motors	
OUTBOARD BOAT GUIDE	\$ 5.95
More than 185 manufacturers, 15,000 models listed	
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Does not include inboard boats	
INBOARD BOAT GUIDE	\$ 5.95
Does not include I O or stern drive boats	
BOAT TRAILER GUIDE	\$ 5.95
Over 5,000 different trailers listed	
CAMPING TRAILER & TRAVEL TRAILER GUIDE	\$ 5.95
More than 200 different lines included	
TRUCK CAMPER GUIDE	\$ 5.95
Over 177 manufacturers listed	
MOTOR HOME GUIDE	\$ 5.95
More than 167 different manufacturers shown	
SAILBOAT GUIDE	\$ 5.95
Over 116 different manufacturers listed	
PONTOON HOUSEBOAT GUIDE	\$ 5.95
Now shows over 80 different manufacturers	
CHAIN SAW GUIDE	\$ 5.95
More than 900 different models listed	
SNOWMOBILE & ATV GUIDE	\$ 5.95
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Over 120 different listings — plus trailers	
LAWN EQUIPMENT GUIDE	\$ 5.95
Includes walking and riding mowers, snow blowers, etc.	
COMPACT TRACTOR GUIDE	\$ 5.95
All the major manufacturers are listed in this book	
MOBILE HOME BLUE BOOK	\$10.00
January or June edition (Whichever is most current)	
POCKET KNIVES GUIDE	\$ 5.95
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Bus Retmier is a 1951 graduate of the Reppert School of Auctioneering and successfully completed the 1977, Course I of the NAA-sponsored CAI (Certified Auctioneers Institute) and has sold the above appraisal books to the auction profession for the past 40 years on a money-back guarantee.

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THE CONCORD MINUTEMEN will perform for the NAA Conventioners during the Wednesday night reception (July 19, 1978). This historical group will help you relive the past, when Boston was "Where It All Began" during the beginning days of the Revolutionary War.



THE NEW ENGLAND COUNCIL OF AUCTIONEERS, who will co-host the 1978 NAA Convention with the Massachusetts Auctioneers Association, will greet you in "good old New England fashion" when you attend the 1978 NAA Convention — just as they did NAA Executive Director Harvey L. McCray (third from left) in this photo. The six New England Council members photographed above included NAA Convention co-chairman Leonard Sheinfeld, Boston; George A. Martin, Maine; McCray; Jack Armstrong Hilditch of the Massachusetts Association; NAA General Convention Chairman William "Bill" Moon, North Attleboro, Massachusetts; Roger Houle, Rhode Island; Ron Maynard, Secretary of the Massachusetts Association; and Walter Flatow, Vermont.



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Tour Activities — 1978 NAA Boston Clambake Convention

TOUR REGISTRATION

Tuesday, July 18, 1978

NAA Tour A — Sturbridge Village (About 8 hours for 130 miles)

A New England Village. Old Sturbridge isn't like a revolutionary town — it is a revolutionary town. Take a scenic ride in time to a re-created Revolutionary town. Upon arrival, the costumed villagers will involve you in the day of Yankee towns-people at work — spinning and weaving; manufacturing tin, pewter, and brooms; and cooking over the farmhouse hearth. Because the villagers tell the story so well, no tour lecture is provided.

Departs: 10:30 a.m. Adults: \$12.00; Children under 12: \$6.00.

NAA Tour B — Plymouth Pilgrimage (About 4 hours for 100 miles)

Quincy and Plymouth. The pilgrims found liberty on a magnificent and terrifying coast at Plymouth. An unyielding rock became their symbol of freedom's ability to survive hardship. On it they gratefully carved "1620," the year of their landfall. Plymouth Rock endures, and so do the ideals of that small band. John Adams once said that 1620 marked the real beginning of the American Revolution. On the way to Plymouth you will visit the Adams Mansion (small fee), home of two presidents. And in Plymouth itself you can stroll the beach imagining the America the first Pilgrim saw — a vast continent of forces. Visit the Mayflower II (small fee), a replica which has re-sailed the original journey. Visualize colonial life in reconstructions of early settlement houses. Walk in lovely Brewster Garden. American history has its anchor in Plymouth — amid the cranberry bogs and granite quarries of the charming South Shore.

Departs: 1:00 p.m. Adults: \$7.25; Children under 12: \$3.60.

Wednesday, July 19, 1978

NAA Tour C — The Grand Combination (About 7 hours for 75 miles)

Boston, Cambridge, Lexington, Concord, Sudbury. Boston — The memories of our nation live here. The Grand Combination brings together the traditions and excitement of old Boston, Charlestown and Cambridge with the serenity and history of wooded Lexington and Concord. See virtually every important landmark in greater Boston, and learn its role in history. Join us as we venture through shaded country roads, past old village greens, taverns, and the houses of Hawthorne and Emerson. Walk the Green at Lexington where the first American soldiers stood their ground. Experience America's history personally, in Concord where once a shot was fired heard 'round the world. Then visit an old grist mill, just past Longfellow's storied Wayside Inn.

Departs: 8:30 a.m. Adults \$11.95; Children under 12: \$6.00. (Plus box lunch.)

NAA Tour D — The Greater Boston (About 3 hours for 18 miles)

Boston and Cambridge. Old Boston still remembers. Faneuil Hall shook with anger at the King's tea tax. A lantern in Revere's North Church lit the flame of revolution. "Old Ironsides" still tugs at her warps, deck bristling with the cannon that scuttled the British Navy. Bunker Hill, King's Chapel, the Old Burial Ground, stately Beacon Hill. See and learn about virtually every historic landmark in Boston and Charlestown, Boston Public Gardens and across the Charles River in Cambridge, M.I.T. and Harvard Universities. Visit the Boston Tea Party Site, Ship and Museum and the U.S.S. CONSTITUTION.

Departs: 1:00 p.m. Adults: \$5.50; Children under 12: \$2.75.

Thursday, July 20, 1978

NAA Tour E — Salem the Witch City (About 4 hours for 40 miles)

Spouses, guests and Childrens Tour . . . Marblehead and Salem. The North Shore bred the men who built the ships that cracked the trade barriers of a reluctant Orient. First stop in Marblehead. See the original Spirit of '76 painting and sniff the salt air from Castle Rock. Then relive Salem's history in the witch museum where in 1692 three young girls saw witches and before their mischief was through, 19 men and women were hanged.

Departs: 8:00 a.m.; returns 11:45 a.m. Adults \$7.70; Children under 12: \$4.35.

Enclosed is the cost of registration for the following tours:

Tuesday, July 18, 1978:

NAA Tour A — Sturbridge Village.

_____Adults @ \$12.00 each;

_____Children @ \$6.00 each.

TOTAL \$_____

NAA Tour B — Quincy and Plymouth.

_____Adults @ \$7.25 each;

_____Children @ \$3.60 each.

TOTAL \$_____

Wednesday, July 19, 1978:

NAA Tour C — Boston, Cambridge, Lexington, Concord, Sudbury.

_____Adults @ \$11.95 each;

_____Children @ \$6.00 each.

TOTAL \$_____

NAA Tour D — The Greater Boston.

_____Adults @ \$5.50 each;

_____Children @ \$2.75 each.

TOTAL \$_____

Thursday, July 20, 1978:

NAA Tour E (Spouses, Guests and Children) — Salem the Witch City.

_____Adults @ \$7.70 each;

_____Children @ \$4.35 each.

TOTAL \$_____

TOTAL AMOUNT ENCLOSED FOR NAA TOURS \$_____

Name_____

Address_____

City_____State_____Zip_____

Submit Completed Registration Form and Money to: National Auctioneers Association Tour Committee, 135 Lakewood Drive, Lincoln, NE 68510. ATTN: Tour Committee Chairman Jack Armstrong Hilditch.

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Entertainment and Professionalism Are Keys to Good Auction Sales

By Herbert A. Bambeck,
NAA Director, Dover, Ohio

Whether you are a 30 year veteran or a newcomer to the auction profession, the name of the game is sell.

I've found that having someone working the ring is a great asset. It takes some of the pressure off me, especially when working with a large crowd, and gives me a better chance to seek out the "shy" bidder.

Now before you beginners flip the page and mumble that you can hardly cover expenses now, let alone hire a ring man, let me share my experience with you.

I have found my best ring man is beside me at every sale — my clerk. With a little encouragement, or insistence, a good clerk should be able to catch bids between items. I don't have my clerk stick with his bidders like a regular ring man would. I basically want him to find the bidders for me. I take it from there.

Over the years I have noticed that the majority of the auction crowds come to be entertained. If you can work this type of crowd up to a feverish pace, it seems they have a better time, buy more items than they intended to, and attend your next auction. By the same token, you as the auctioneer bring in more money for the seller, earn a larger commission and help your reputation as the type of auctioneer people want for their next sale.

Since I brought up the subject of entertainment, let's pursue it. You must have rapport with your crowd. The earlier in the sale you establish it, the better. You have to gain the ability to read your crowd. I say gain because it is not something you are born with. It comes with experience. What this is all leading up to is the fact that I use my clerk and auction crew for something else. They are the butt of

Directory Omissions

Three Members' Names Omitted From 1978 NAA Directory

Three NAA members have reported to the NAA Office that their names were omitted from the 1978 NAA Directory. There was no apparent reason for the omission of the names and it obviously was caused during the printing process.

Please clip, if possible, or add to your Directory the following names, all of whom have remained in good standing and should have been continued in the listing:

ILLINOIS

SHEARER, GREGORY F., P.O. Box 47, St. Francisville 62460

KANSAS

BOSSE, ARMON E., Box 207, Onaga 66521

TEXAS

HARGRAVES, JAMES R., P.O. Box 149, Evadale 77615

my jokes. You can't always tease people in the crowd — you never know how they'll take it. But your crew are people you know and you should be able to let loose — just hire people who are thick skinned.

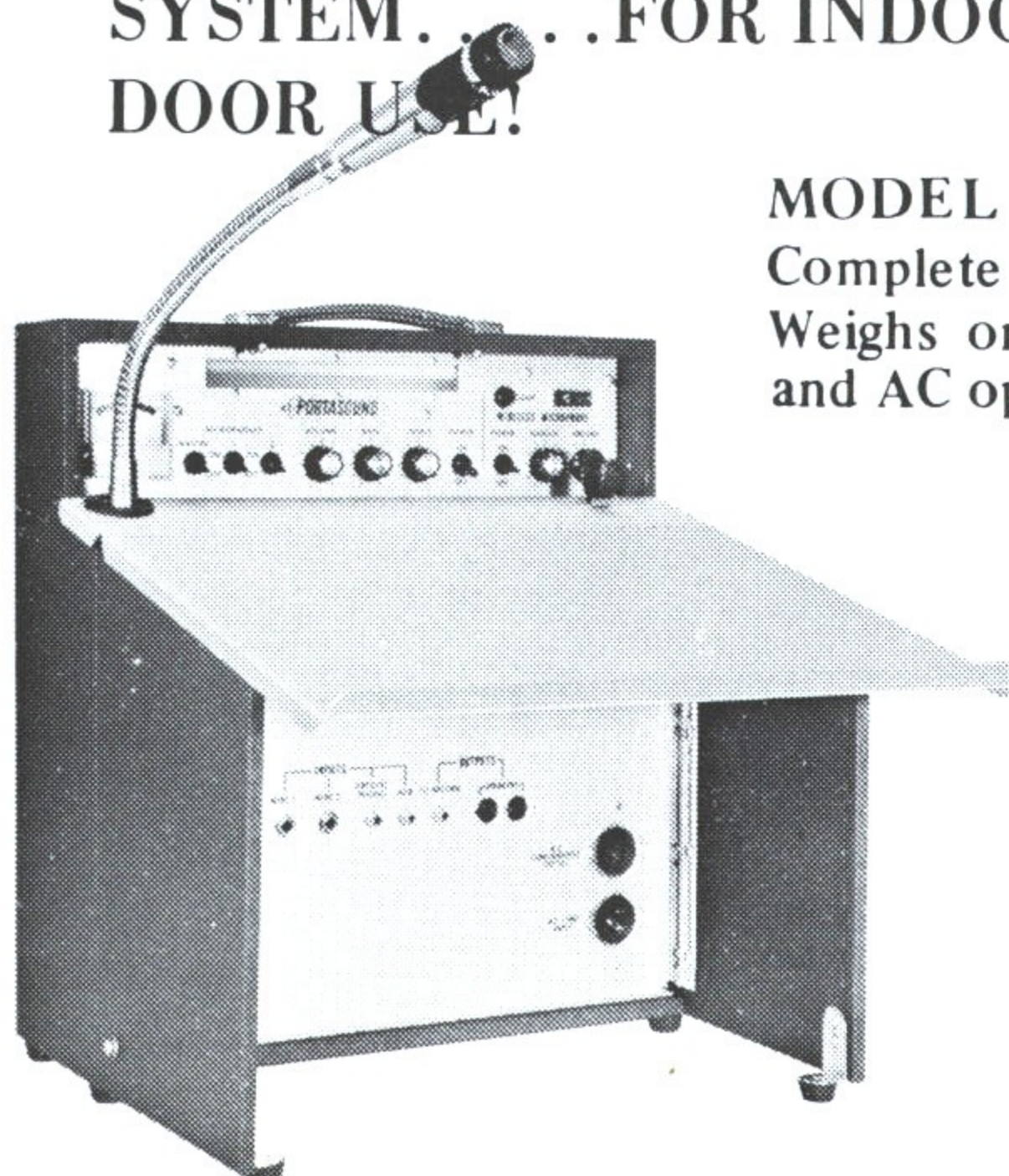
Like all other entertainers, you're going to have to learn that the show must go on. This means when it is sale time you must learn to put your troubles behind you and enjoy your sale so that your crowd can.

I would like to leave you with one thought. You are a professional, and you are hired to do a professional job. Remember that and always conduct yourself and your auctions in a manner of which you can be proud.

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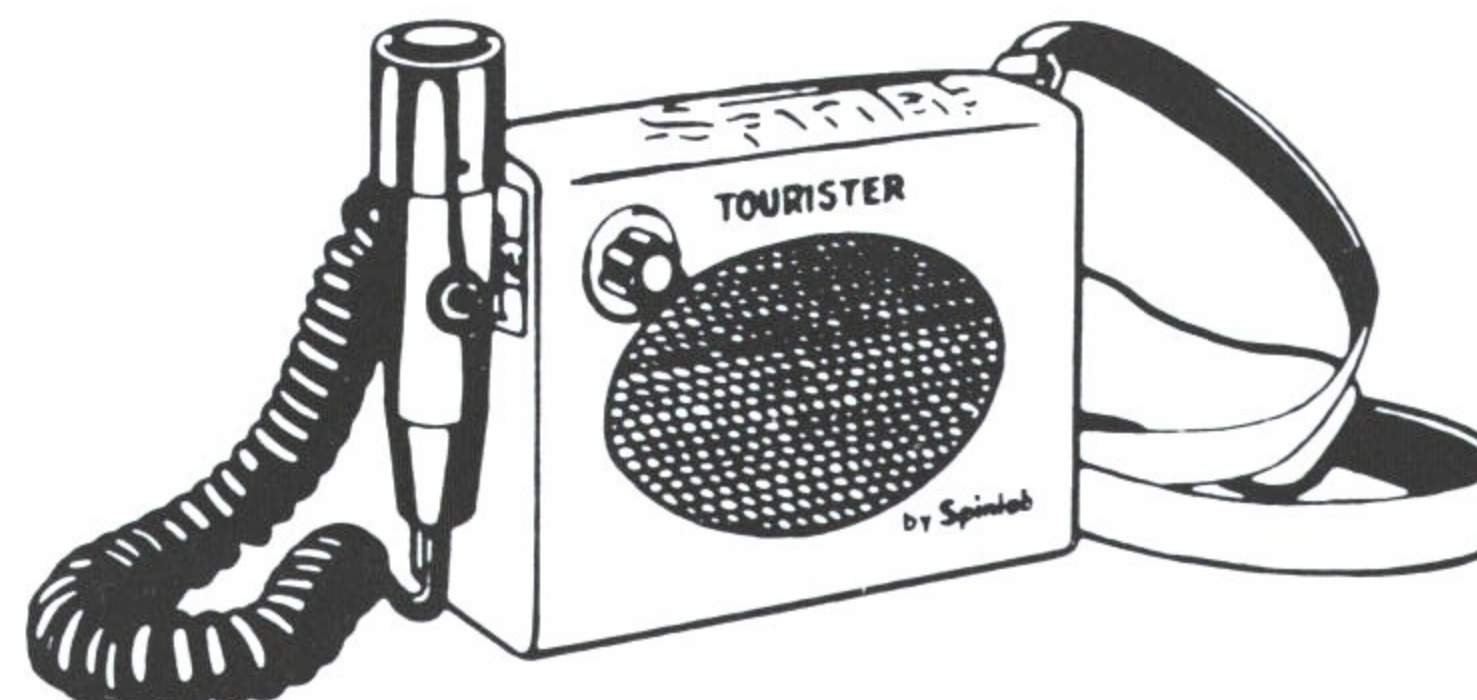
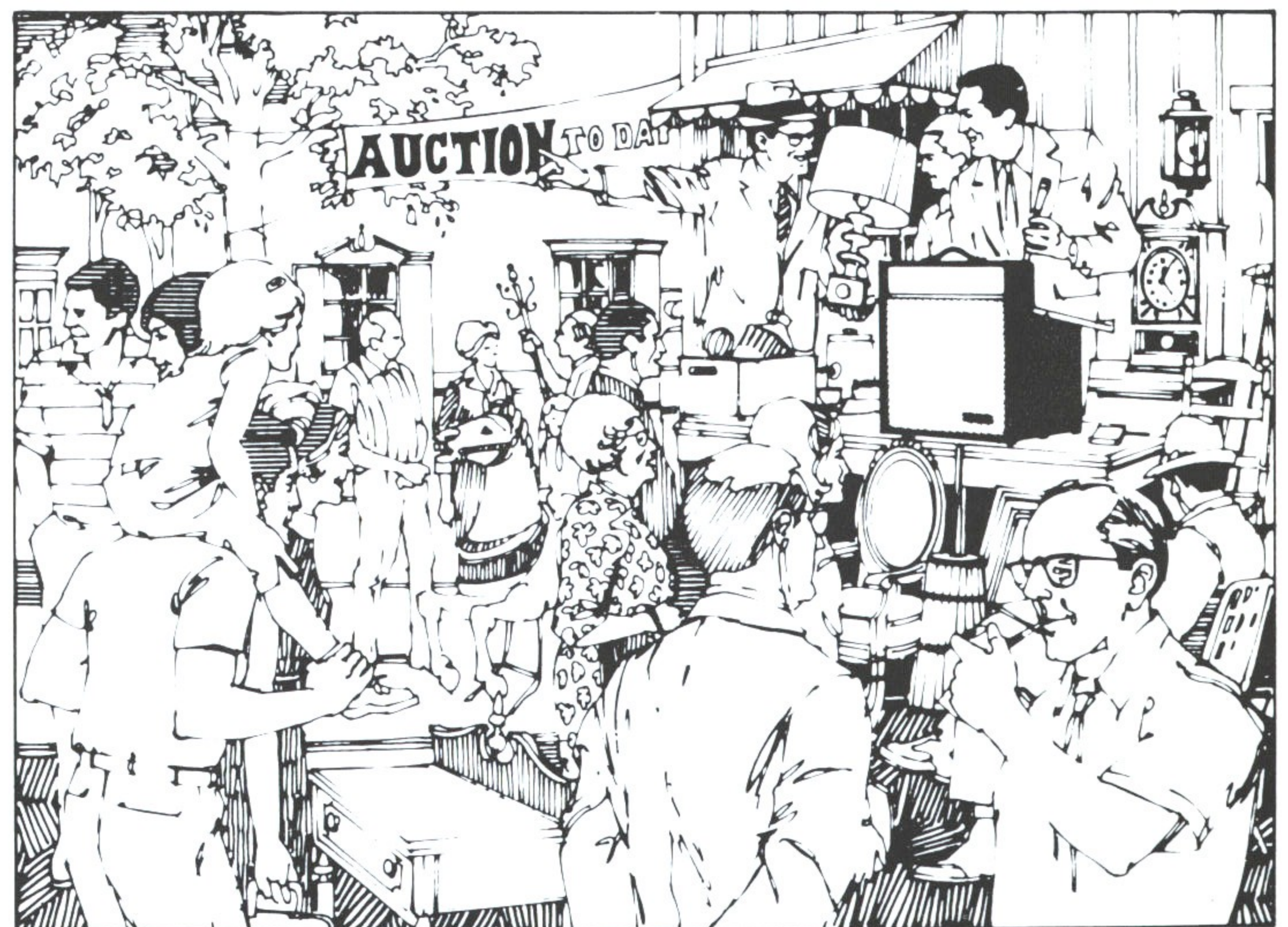


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More Information On . . .

STATE LICENSE LAWS

The following information will update and/or add to the information, which was submitted in earlier issues of THE AUCTIONEER magazine on Auction License Laws. State Association leaders have responded to inquiries from the NAA office with information on the laws governing the conduct of auctioneers and/or auctions. If you are maintaining a copy of the articles previously published (October, 1977, and February, 1978 issues of THE AUCTIONEER magazine), add the following to your files:

Alabama — Does require an auction/auctioneers license. Name of agency: Alabama State Board of Auctioneers, Mrs. Patricia Reed, Executive Secretary, Suite 209, Downtown Plaza Building, Cullman, AL 35055. Phone: 205 739-0548. Reciprocity invited — information provided on request. (Information submitted by AAA Secretary-Treasurer, James Anderson)

Kentucky — Does require an auction/auctioneers license. Name of state agency: Kentucky State Board of Auctioneers, Mary Guhy, Executive Secretary, Kentucky Home Life Building, Louisville, Kentucky 40202. (Information submitted by Mrs. Wilma Atherton)

Maine — Does require an auction/auctioneers license. Name of state agency: Secretary of State Mark Gartley, Augusta, Maine. (Information submitted by George A. Martin)

Michigan — Does not require an auction/auctioneers license. A law exists whereby each township licenses auctioneers, but it is not enforced. Approximately 14 municipalities do require that auctioneers be licensed, bonded and acquire a permit before a sale can be conducted. Auction-

eers should contact the clerk's office in each locale where they are planning on conducting an auction before conducting the auction. (Information submitted by both Gordon B. Barlow and Garnett Case)

Nebraska — Does not require an auction/auctioneers license. (Information submitted by Ron Sabata)

Nevada — Does not require an auction/auctioneers license. It has been proposed by several politicians to put legislation on the books at the next session of the legislature (1979). State Association has already been successful in defeating bad legislation during the 1977 session. (Information submitted by G. Robert Deiro, NSAA President)

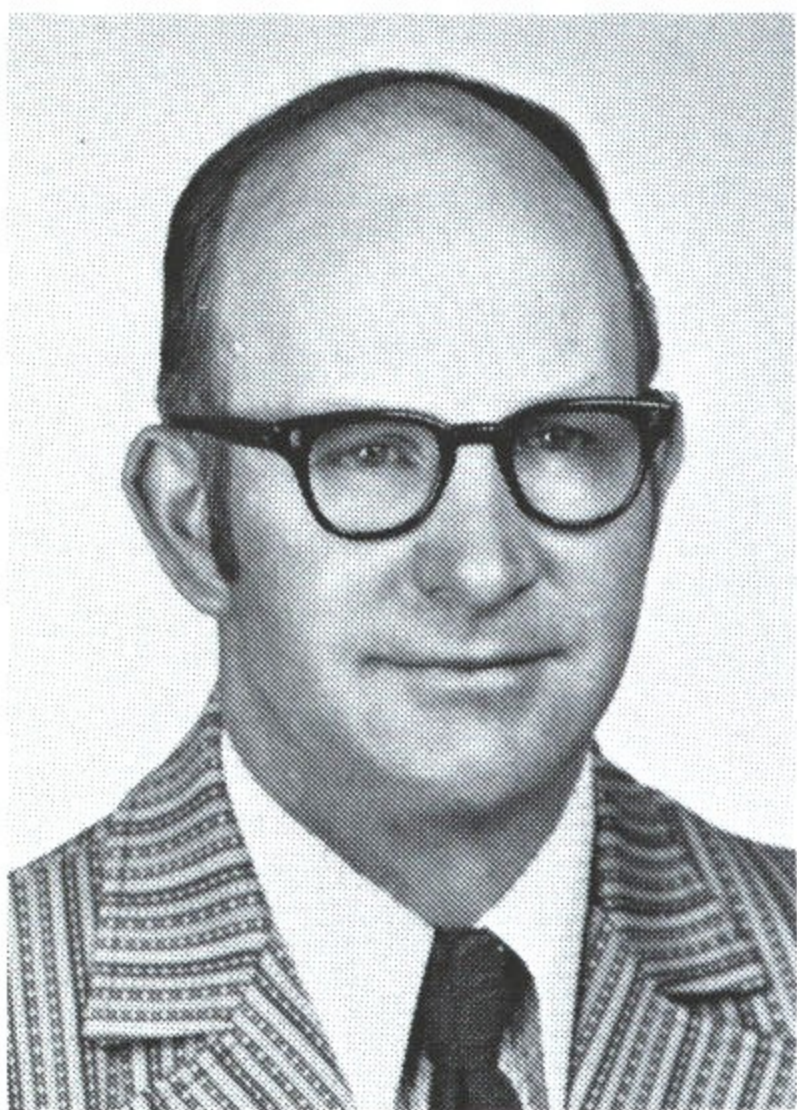
Oklahoma — Does not require an auction/auctioneers license. (Information submitted by Bob Curry)

South Dakota — Does not require an auction/auctioneers license. South Dakota auctioneers are required to have an auctioneers salesman's license, to be permitted to list and sell real estate. (Information submitted by Sam Eslinger)

Tennessee — Does require an auction/auctioneers license. Name of State agency: Tennessee Auctioneer Commission, Thelma Cartwright, Administrative Assistant, 504 Capitol Hill Bldg., Nashville, Tennessee 37219. Phone: 615 741-3236. (Information submitted by Thelma Cartwright)

Texas — Does require an auction/auctioneers license. Name of State agency: Texas Department of Labor and Standards, Jackie W. St. Clair, Commissioner, Sam Houston State Office Building, Room 304, P.O. Box 12157, Austin, Texas 78711. Phone: 512 475-4229. Others in the department: Bob Bussey, Director, Auctioneers Division; Louise Mansfield, Investigator, Auctioneers Division; and Faye Robinson, Investigator, Auctioneers Division. (Information submitted by Joe Small)

Wisconsin — Does not require an auction/auctioneers license. Some cities and towns have individual laws and fees for auctioneers. (Information submitted by Victor V. Voigt)



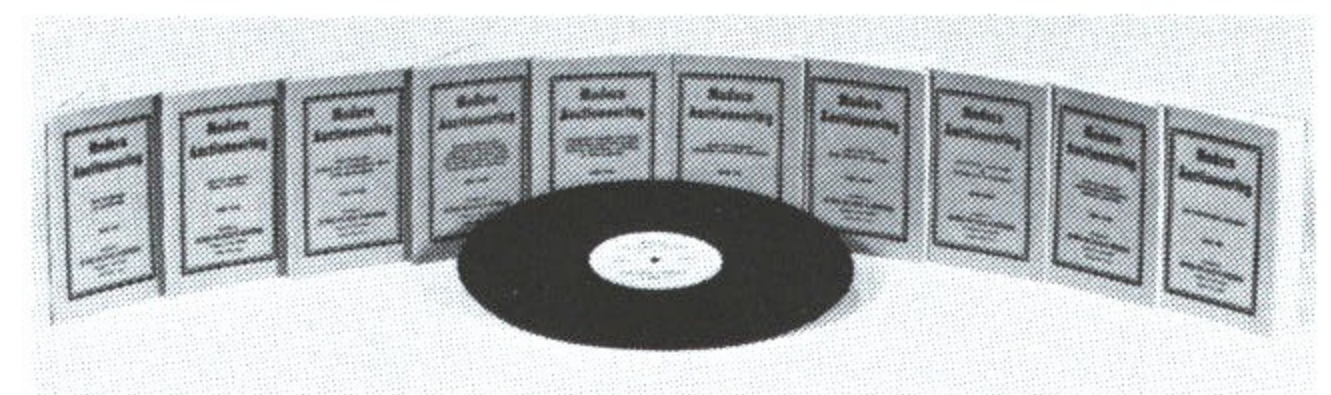
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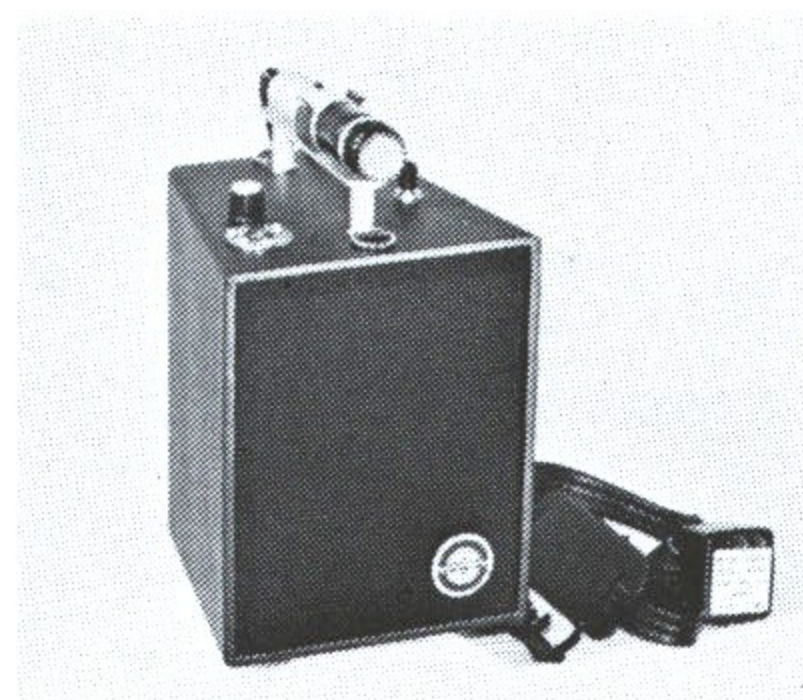
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Book It — Advertise It — Line It Up And Sell It on the Day of the Auction

By Wayne Ediger,
NAA Director
Belle Plaine, Minnesota

As soon as we hear about a sale or get called to conduct an auction, we go right out and make our personal contact — we don't let it get cold! We set the date; set the time; list all of the items — cattle, machinery or whatever they have to sell — and then on sale day, we start the auction in the morning and on time.

We follow a step-by-step procedure after the sale has been booked. We start to work on our:

Advertising

To advertise an auction, we prepare posters — sale bills — and also display our posters at the sale. I am very fussy about the posters and use color and photographs.

We advertise considerably in the newspapers. We also advertise our auction firm by having a trailer, with a four-by-eight foot sign, on the premise on the day of the sale and which is also used to advertise the sale. We set it up by the driveway on the sale property one or two weeks prior to the sale date.

Our next step is to:

Line It Up

As we approach the sale date, we instruct the owner to have the tractors' and combine's gas tanks full and ready to go. We make certain all cabs are swept and cleaned out. We like to have the tractors cleaned as well as possible. We don't use too much paint, unless the machine is an older model, which is very rusty or faded.

We see to it that the machinery is all lined up in straight rows with the mounted machinery beside the tractor on which it fits. We usually put all of the silage machinery together.

Rather than pile junk on wagons, we put everything, which is too large or heavy to hold over our heads, in long rows on the ground. Many times we put the selling order on the poster and some special item to be sold at a specific time. We often also sell our miscellaneous items after everything else is sold.

We also have a special way to sell feed. If hay is dumped, we try to count it as close as we can and then sell it "by the lump". We do the same with oats and corn. We measure and sell by the lump. Only if hay is counted and piled do we sell by the bale.

When selling cattle, especially dairy or stock cows, and when they are Bang tested, we want them pregnancy tested also.

We visit the property a day or two before the auction and clip the tails and udders and display cards, offering pertinent information about the stock. We always prepare a selling order. We use a block and sale ring and use as many gates as needed.

EDITOR'S NOTE: In an effort of the NAA board of directors, articles have appeared monthly, which were written by the NAA directors. Wayne Ediger's article was written by him and submitted to the NAA Office with the following comments: "These are some of the highlights of selling farm auctions in Minnesota. I am not much of a journalist or editor, so please correct this if it needs changing around." On behalf of Director Ediger, the NAA Office appreciates the time and effort spent on these NAA Directors' articles to help offer NAA members new ideas, which will be beneficial to everyone concerned.

TWO BOOKS FOR AUCTIONEERS



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

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

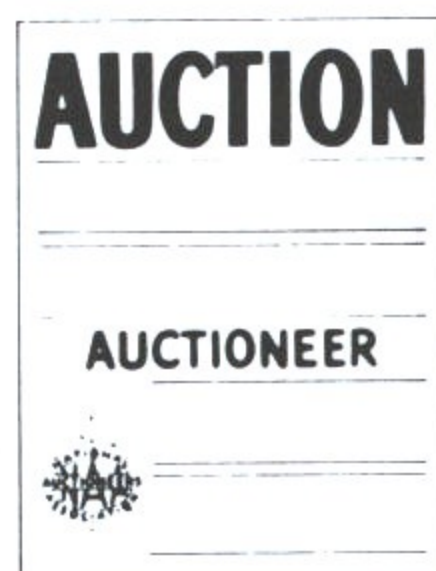
"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk About Auctions". I'm sure you'll like them. Hang in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

AUCTION ARROWS

Auction Arrows — 100, 8½" by 11" bright red arrows with the word "AUCTION" above them on white background. One third showing arrow pointing to the right; one third showing arrow pointing to the left; and one third showing arrow pointing straight. Shipped complete with helpful hints on how to make full use of the arrows.
100 ARROWS, \$10, plus \$1.00 for shipping and handling



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Please send me the following:

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

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— 100 signs and no marker @ \$29.95 postpaid

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Candidates for Officer/Director Positions Must Submit Nominations To NAA Office by July 1 Deadline

Officers and directors will be elected at the Annual Meeting, which will be held on Saturday afternoon, July 22, 1978, during the 1978 NAA "Boston Clambake" Convention. The Nominating Committee of the NAA will review candidates' qualifications prior to the election and nominations are now being received at the NAA Office on all candidates for office.

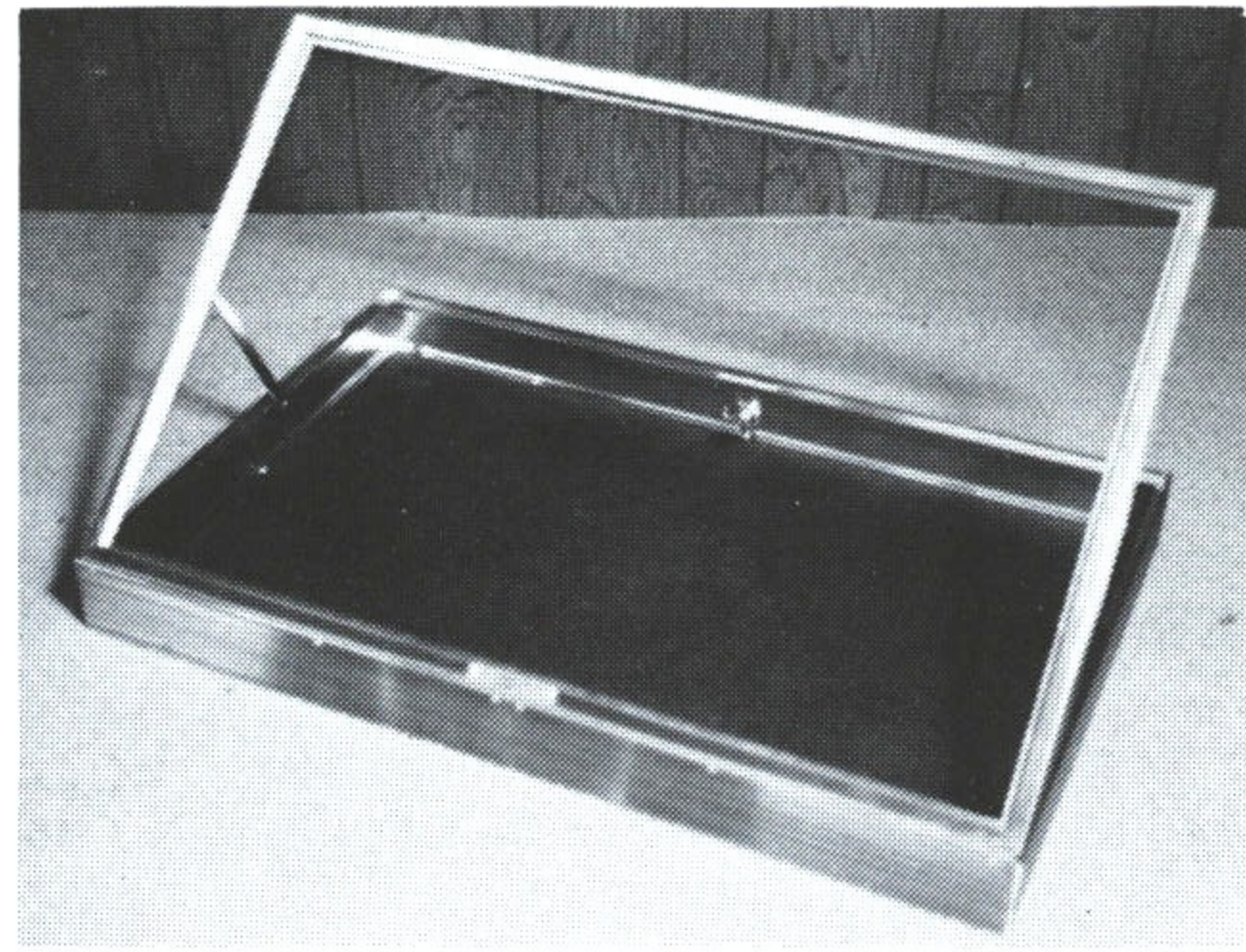
If your state association, or you personally, is sponsoring a candidate for the office of officer or director and you want him considered by the NAA Nominating Committee, send your nomination to the NAA Office prior to the July 1, 1978 deadline.

The first meeting of the Nominating Committee will be held on Thursday afternoon, July 20, 1978, at which time candidates can appear before the committee for review.

Get your nominations in early so that the NAA Office can send copies of your qualifications to the committee well in advance.

Kentucky Property Sold at Auction By David Bailey for \$1.5 Million

Properties near and adjacent to Beech Bend Park, near Bowling Green, Kentucky, were sold at auction on Friday, February 3, 1978, for a total of almost \$1.5 million. The auction firms of Bill James and Associates of Bowling Green and Bailey & Grissom of Glasgow, Kentucky, conducted



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1. Get more AIDD — attention, interest, desire, decision.
2. Increase your ability to persuade, cajole, exhort or otherwise promote bidding.

"An excellent book." "Used in our school." — Mendenhall School of Auctioneering, High Point, North Carolina.

"Very good" (underlined)—Ex. Sec. Reppert School of Auctioneering, Decatur, Indiana.

"Truly a masterpiece which can be of unlimited value to auctioneers whether they be apprentices or professionals." — Knotts School of Auctioneering, Gallipolis, Ohio.

"May I personally congratulate you on the fine collection you have compiled." — Pres. Wisconsin Auction School, Wisconsin Dells, Wisconsin.

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

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

the sale. NAA members Bill James and David W. Bailey were the auctioneers for the two firms.

Four tracts totaling 322.5 acres were sold. The largest tract a 186.8-acre tract, was purchased by Acme Enterprises for \$825,000. The 186.8-acre tract adjoining the park includes a family residence.

The second largest tract, a 61-acre site, which has a building used as an animal clinic, was bought by a developer for \$216,000.

A four-acre tract, which has an English country house on it, was purchased for \$290,000. A 33-acre tract with house and barn on an estate was purchased at a price of \$110,000.

The four properties brought a total of \$1,499,000 from the highest bidders. The two-hour auction was attended by several people, according to NAA member Bill James. The properties may be used for residential, campground, recreational or theme park uses. Each parcel is zoned agricultural.

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Many State Associations Begin Plans to Observe 1978 Program Of National Auctioneers Week

Many state association officers have informed the NAA Office that they will have their state governors sign a proclamation, observing the 1978 National Auctioneers Week — April 23-29, 1978. These state associations have already made contact with the governors' offices; offered suggestions on the content of the proclamation, or resolution, with which the governor can prepare his document; and have set a date on which representatives of the state will appear to have the proclamation accepted.

Recognition is important to the welfare of auctioneers, who live within the Code of Ethics of the National Auctioneers Association. Auctioneers perform a valuable service to the public and the National Auctioneers Week observance will help promote the activities of qualified and professional auctioneers.

If your state governor has not made plans yet to observe National Auctioneers Week, contact your state association (or if you are in one of the eight states, which does not have a state association, do it yourself) and be sure plans have been made to observe National Auctioneers Week with your governor.

Have a photographer available to photograph the signing of the proclamation. Use National Auctioneers Week to your best advantage — relate to it on your advertisements, sale bills and company promotional brochures.

National Auctioneers Week is good for your business and your auction business is good for the public!



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

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

We have often been imitated, but never equaled. It will cost you 13¢ to get the answer. (It used to be 3¢.)

This copy partially compiled by Ed Vierheller, Graduate 1960, and past member, Board of Directors, National Auctioneers Association.

WRITE:



National Auctioneers Week — April 23-29, 1978

SUGGESTED RESOLUTION OR STATEMENT

Today, in the United States of America and in many countries throughout the world, the auction method of selling real and personal property is growing rapidly; and the items, which are sold at auction, are limitless;

The auction profession has become a valuable service to the public; the buyer as well as the seller; and the National Auctioneers Association, in cooperation with the (name of State Association if applicable) is continuing to work to improve on the services offered by auctioneers through good, educational programs;

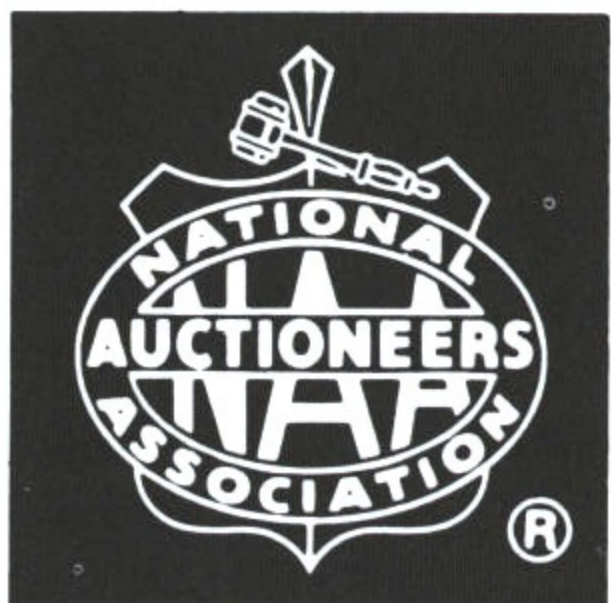
And, the National Auctioneers Association and the (name of State Association if applicable) are striving to give better service to their clients through mutual exchange of ideas and improvement;

Therefore, as Governor of the State of (name state or replace with title of other agency — Mayor and city, etc.), I hereby proclaim the week of April 23-29, 1978, as National Auctioneers Week in (name of state, city, etc.). I urge all citizens to recognize the many contributions auctioneers are making to our economy.

(signature of Governor, Mayor, etc.)

(seal of state, city, etc.)

NOTE: This is a sample resolution-statement — when submitting a resolution-statement to state or city official, have your own statement-resolution typed, identifying your own purpose.



Boston Has A Lot For the Ladies

The Founding Mothers would still recognize Boston today because the residents have a knack for conserving many of their city's attractions. So everywhere you'll still find elegant Victorian townhouses, brick sidewalks, cobblestone streets, and beautifully preserved 18th and 19th century buildings where much of America's history began.

Bostonians use old buildings not just as museum pieces but as homes to live in. You can see this when you take a guided walking tour of Beacon Hill, that famed bastion of the Boston Brahmins, where you can visit beautifully furnished Federalist and Greek Revival mansions where there's a massive marble fireplace in almost every room.

There is also room after room of superb 18th century American furniture at the Museum of Fine Arts, and a splendid collection of silver by Paul Revere, who worked as a silversmith when he wasn't riding out to Lexington and Concord to warn the Minutemen that the Redcoats were coming.

The Museum also has a world-famous collection of paintings and sculpture, and a delightful gift shop where you can buy all sorts of things, from a postcard with a Rembrandt portrait to earrings made of replicas of ancient Greek coins.

Sightseeing, of course, has a special quality in Boston. You can stroll the famous Freedom Trail, or view its famous historical shrines from the comfort of a deluxe motorcoach on a guided tour. You'll see sights like the Old North Church, Paul Revere's House, Faneuil Hall, the U.S.S. frigate Constitution, and more than a dozen other buildings and sites dating from Colonial times.

There is much, much more in this delightful city that appeals to visitors, whether their tastes tend toward discotheques or concerts by the Boston Symphony Orchestra. Dining on seafood fresh from the Atlantic or sampling exotic oriental cuisine. Browsing among quaint antique shops or shopping for haute couture in some of America's most famous stores.

Shopping is a delightful experience here. There are world-famous stores like Saks Fifth Avenue, Lord & Taylor, and Bonwit Teller which is housed in an 1863 building that used to be the Museum of Natural History. The world's largest Woolworth's store is here, and Jordan Marsh which takes up two full city blocks. And everyone must visit Filene's with its famous Basement where everything from fur coats to cocktail dresses from stores all over the world is marked down to provide incredible bargains. Between downtown and the Back Bay is Beacon Hill and Charles Street, famous for their antique shops.

Every visitor should stroll along Newbury Street in the Back Bay, which is lined with the most fascinating small shops and boutiques, art galleries and sidewalk cafes. A very European street, with displays of ceramics and sculpture, copper and brass articles, lithographs and etchings, oil paintings, candlesticks and jewelry.

Downtown near the waterfront is the newly renovated Faneuil Hall Marketplace, a complex of buildings that has become one of the most popular attractions in the entire city. A wonderful place for people-watching, and for sampling a range of international cuisine in restaurants and cafes, from Chinese specialties to oysters to European and Neareastern dishes. And a place to browse through boutiques specializing in leather and metal handcrafts, ceramics, exotic clothing, pewterware, sculpture and antiques.

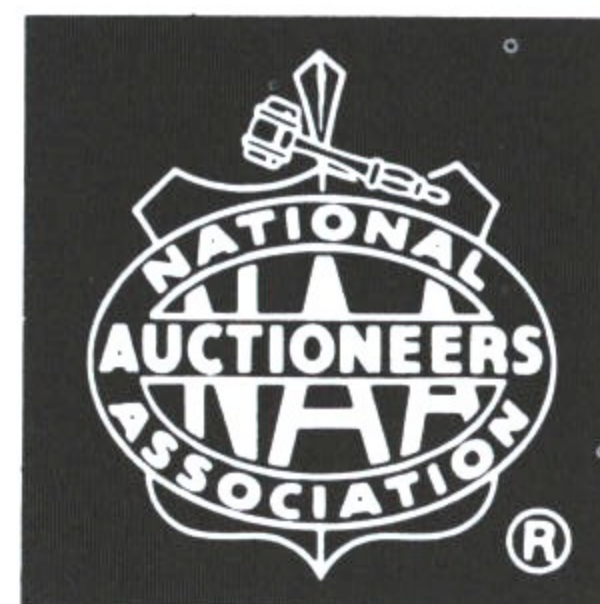
Along the waterfront nearby are the docks from which sightseeing boats depart daily, for cruises that take you

around the harbor for an hour or two, or on an all-day trip to the seaside town of Provincetown at the outermost tip of Cape Cod.

Deluxe motorcoaches can pick you up at your hotel for a day's visit to famous nearby sights. You can visit the historic towns of Lexington and Concord; Plymouth where the Pilgrim's landed in 1620; the seaside town of Gloucester with its colonies of artists and fishermen; Salem and Rockport; Sturbridge Village, a re-creation of a 17th century settlement.

To explore America's past, indulge in fantastic shopping, or to treat yourself to delightful dining and entertainment . . . you'll find everything you've ever wanted in the fabulous town of Boston . . .

. . . And on July 19-22, 1978, you'll find the fellowship and excitement of the National Auctioneers Association meeting for the 1978 NAA "Boston Clambake" Convention — Sheraton Boston Hotel.



In Memoriam

HAROLD E. BALL

The NAA Office was informed, by Mrs. Harold E. (Wilda) Ball that her husband was deceased. Additional information was not made available.

W. A. "DICK" DICKENSON

Mrs. W. A. (Doris) Dickenson reported that her husband was deceased, having passed away on January 30, 1978. No additional information was offered with the information.

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

By RUSSELL KRUSE

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

CHAPTER HEADINGS

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| 4. Sale summary | 12. Appraising |
| 5. Uniform commercial code and auctioneer liability | 13. Land description and surveys |
| 6. Reserve bidding | 14. Working together |
| 7. Advertising | 15. Definition of 276 terms and words every auctioneer should know or have available |
| 8. Ringman | |

Price of book \$5.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. WRITE: Kruse Office: 305 South Union Street, Auburn, Indiana 46706.

Auctioneers Must Decide on Entry To Enter in 1978 Boston Contest

The primary revision made in the 1978 NAA Advertising Contest was the decision by the board of directors to have each entrant select the one advertisement for each category, in which he wishes to enter, and identify that entry accordingly. In other words, the Advertising Contest Committee will not "weed out" your entries from a group of entries — you, the auctioneer, must select one entry per category.

Select the advertisements you feel deserve consideration and submit them to the NAA Office immediately. Clearly identify each entry per category so that the judges will know in which category your entry is being submitted.

June is Membership Month in the NAA

June has been designated "Membership Month in the National Auctioneers Association" and an all-out effort will be made by many current members to sign up qualified and good auctioneers into the NAA.

It is the belief of the board of directors that many qualified auctioneers, those who can and do live by the qualifications now listed in the Code of Ethics of the National Auctioneers Association, should be involved in the programs of the organization.

NAA Membership Month is not a campaign to just obtain members — a member must sponsor another member before he can be accepted. This policy is so stated in the By-Laws of the NAA. But, it is the belief of the board of

Awards will be presented at the Saturday night President's Banquet during the 1978 NAA "Boston Clambake" Convention (Saturday, July 22, 1978) at the Sheraton Boston Hotel.

The 1978 Advertising Contest rules are as follows:

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of NAA.
2. Entries must be submitted by July 1 to the home office.
3. Entries must be on current year sales. (July '77 to July '78)
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 as to which category it represents. All other advertising submitted to the home office will be used for display only.
5. Members of the advertising committee are not eligible.
6. Previous year (1977) winners are not eligible to compete in the category in which they won previously but they may enter any of the other categories.

directors that many outstanding and qualified auctioneers are available for membership, but have not been asked to join.

If every member will sign up one new member, just think what the effect will be to the overall programs of the Association? Better services and more programs can be offered to the individual members if additional members are obtained.

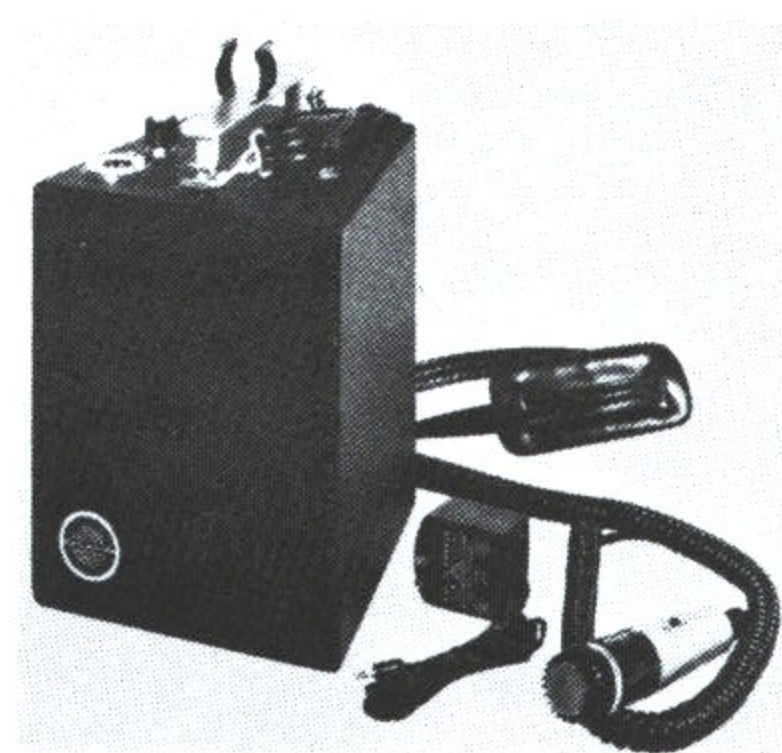
Awards will be presented to the State Association, which shows the greatest number of members, signed during the month of June, 1978. A plaque will be presented to the state making that gain.

The secretary of the State Association, which shows the highest membership gain during June, 1978, will be recognized also. The NAA will present him with a red blazer, which will help recognize him for his efforts. State Association secretaries have been very instrumental in submitting new members' names to the NAA office and this award is one way of offering the top membership producer in June appreciation from the NAA.

"Strength in Numbers" could well be the NAA's motto during the 1978 Membership campaign, but strength is secondary to the importance of having qualified auctioneers become members of the NAA. Won't you help by signing up a new member this year and be a part of the 1978 NAA Membership campaign?

Remember, June, 1978, is NAA Membership Month!

Harvey Lambright, Chairman
1978 NAA Membership Committee



Save \$25
below retail

Yes, you can save twenty-five dollars on the new Model 18 Voice Projector by buying at our Institutional User's price of only \$285. The unit has also been reduced in weight to about six pounds and comes equipped with a 16' coil microphone cord, shoulder strap, lavalier, and power pack charger. The power pack is good for a thousand charges. You can forget about replacing power packs now.

Many top auctioneers across the country believe that this unit is the best and they prove their confidence by buying and using it. You, too, will use the Model 18 with pride and pleasure. It will save you money and make you money. The Model 18 would also make a great gift for your favorite auctioneer . . . you.

We also have the Model 17 which sells for only \$195. Its power pack lasts approximately 100 hours. It's a honey! Order your choice today.

Next Class:
June 5-9

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MEMBER



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SOCKET SETS-HAND TOOLS-FARM SUPPLIES

THIS MONTH SPECIALS

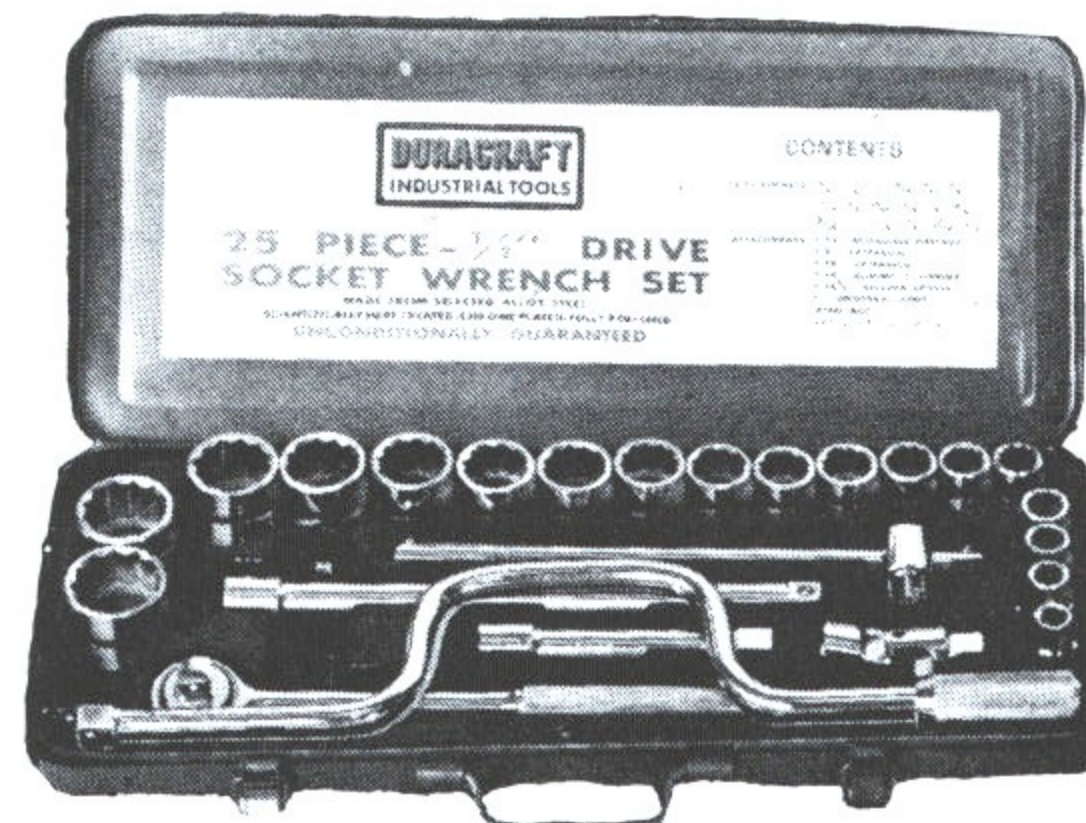
No. 2540 Heat Treated Alloy Steel
— 1/4" & 3/8" SAE/Metric Drive
40 piece Socket Set



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**THE LADIES AUXILIARY TO THE
NATIONAL AUCTIONEERS ASSOCIATION**

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1st VICE PRESIDENT: Mrs. Walter (Ruby) Hartman, Camden, Ohio

2nd VICE PRESIDENT: Mrs. Leland (Irene) Dudley, Hampton, Iowa

SECRETARY-TREASURER: Mrs. Charlie (Glenda) Johnson, Sevierville, Tennessee

HISTORIAN: Mrs. Bill (Dorothy) Cooke, Griffith, Indiana

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Terms Expiring 1980:

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Mrs. Forrest (Betty Jo) Mendenhall, High Point, North Carolina

Mrs. Harvey (Pat) Lambricht, LaGrange, Indiana

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Mrs. Edwin (Patsy) Fulkerson, Jonesboro, Tennessee

Terms Expiring 1978:

Mrs. Morris (Velda) Fannon, Pennington Gap, Virginia

Mrs. Ken (Marian) Barnicle, Ballwin, Missouri

Mrs. John (Lucille) Freund, Omro, Wisconsin

Dear Ladies:

During the past few months auctions have been slow in our area due primarily to the extreme cold weather. However, with Spring weather approaching, plans can now be made for summer and fall auctions. We have found this to be the best time of the year for real estate auctions in this area, especially larger developments near the lake or in the mountains.

Although prices here are soaring; auctions still remain the best way to determine the true market value. In our family, auction is the first and only way to sell anything — from the funeral home that is going out of business to the large resort condominium! When one thinks of auction above all other means of selling and the effects auction has

on our free enterprise system, then one's success in the auction business can do nothing but flourish. All the family can be involved — making this one of a few really successful family adventures.

The younger children in our family pass out handbills to local shops and merchants and during the auctions, they assist with lunch, and see that the auctioneer has water available if it is an all day sale. These little parts make for a very close family relationship and help to prepare future auctioneers! What do we work for but to attain those things that make life worthwhile?

Our national conventions have been based on this close family relationship. Through family oriented programs, our family has learned many valuable ideas that have helped us to have many successful auctions.

The ladies in the family can join our auxiliary which can help them learn how to assist their auctioneer to make him more successful! Also, they can contribute to our auxiliary by offering new ideas — we must depend on new members with new ideas or fall short of our goals!

Why don't you and your family plan to join us at the convention in Boston this summer and begin having successful auctions the "family way"?

**Sincerely,
Glenda McCarter Johnson
Secretary-Treasurer
Ladies Auxiliary to the NAA**

Dear Friends:

Here it is spring again, the time has passed quickly since the last National Convention. It is time again to start planning for the next one in Boston.

We look forward each year to this event and I urge all you lady auctioneers and auctioneers' wives to mark your calendars, so appointments can be shuffled around to allow these few days open so you can attend, too. I know all the ladies who have participated in NAA Conventions will agree they are some of the highlights of being involved in the auction business. Not only do you get to see a different part of this great nation each year, but you also make lasting friendships and gather multitudes of ideas and information.

We attended our first convention in Roanoke, Virginia, and we were just starting in the auction business. I must admit we were a little lost as to what was expected of us and what the usual procedures were, and as we stepped on the elevator to go to our room, low and behold there was another couple with two children that seemed as bewildered as we were. However, since most auctioneers are known for their friendliness and aggressiveness that short elevator ride ended up as a beginning of a lasting friendship with our present NAA president, Marty Higgenbotham and his family. Not only have we enjoyed their friendship, but over the years we have accumulated a wealth of information and techniques that have been invaluable to our business.

As time has passed and we attend each year, new friendships and ideas have proved to be just as valuable and lasting.

We have had the opportunity to work in different sections of the country and you can always depend on the help and support of a National Auctioneers Association Member in that location. It is this camaraderie that makes the Association a real asset to the profession. The Association affords us knowledge and prestige as a national group to keep the auction business on a professional level. However, such an organization is only as good as those who support it. So I urge all members to attend the NAA Convention and to encourage another auctioneer in your location to join the association and get involved.

For those who have never had the opportunity to attend a convention, I want to assure you, although the meetings are the foundation of the convention and its primary reason for being, there are many other pleasures, such as banquets, tours, and entertainment that has always been of the

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highest quality so that it makes it a convention the whole family can enjoy. You mothers can also relax and enjoy yourselves as the committee always plans entertainment for the children so they can make friends of their own and do things that interest them.

Every year the state association hosting the convention goes to great lengths to give us a taste of the local way of life. Examples are: the rodeo in North Dakota; Salmon roast in Washington; paddle boat ride in Kentucky; deep sea fishing in Florida; and I could go on and on for every convention offered us its own unique experience.

I have also found that we return home with renewed enthusiasm to put new ideas to work so we can improve our business.

Well here I have rambled on about the convention and tried to relay to you what it means to me and what it could do for you. I hope I have succeeded in jogging members' memories, who have not attended lately, and enticed new members to attend this year. I hope you regulars agree because I am looking forward to seeing you in Boston.

Just remember, ladies, you are the backbone of the auction profession, whether you are an auctioneer or help at the auctions or just support and love the man who keeps your business running, and I assure you you can learn a lot and enjoy yourself as well.

I also urge you to join the Ladies Auxilary. We need your moral support as the Auxiliary takes a great part in keeping the convention running smoothly and we also have an opportunity as women to get to know each other and exchange ideas pertaining to our part of the auction profession.

Be sure to make an effort to attend and be sure to come up and say hello and introduce yourself, because that's what it's all about.

**Dorothy M. Cooke, Historian
Ladies Auxiliary to the NAA**

Correction on Convention Dates Needed for Auction School News

For those of you who receive the AUCTION NEWS, the newspaper of the Missouri Auction School, Kansas City, Missouri, you may be confused about the dates published in that paper on the 1978 Boston Convention. The dates, as published in the AUCTION NEWS is incorrect and the correct dates of the 1978 NAA "Boston Clambake" Convention are July 19 (Wednesday) thru July 22 (Saturday), 1978.

The staff of the Missouri Auction School has informed the NAA Office that a correction will be made in the next issue of the AUCTION NEWS. Credit now is being given, however, to the Missouri Auction School for the excellent promotion the school gives on all of the National Auctioneers Association's programs.

EDITOR'S NOTE: Missouri Auction School president Dick Dewees is recuperating, nicely, from open-heart surgery to bypass blocked arteries. A five-column newspaper article in the Kansas City, Missouri, paper related to the public the importance of periodic check-ups. Dick was having some heart tests for an insurance policy when he learned of his problem — the next day he was being operated on! The surgery came without warning. He was lucky the blocked arteries were corrected before he suffered a heart attack. After April, Dick expects to return to his duties as president of the Missouri Auction School, gradually getting into the swing of things.



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Normal Ad Deadline: Every Wednesday, Reserved & Penalty - Rate Ads taken to 8:30 a.m. Friday.

Delivered every Monday in primary states.

Free Samples Sent to Auctioneers on Request

Mid-America Location May Create Record Attendance At 1978 Event Of The World Livestock Auctioneer Contest

Steve Liptay. Ron Ball. Bobby Russell. These names may not mean much to the man on the street, but to the livestock auctioneer, they're special people.

They're special because these men, and 11 others like them, have reached the pinnacle of their profession — they've won the title of World Livestock Auctioneer Champion. And on June 17, another name will be added to the roster. That's the date of the 15th Annual World Livestock Auctioneer Championship, which will be held at the Four Square Livestock Market, Inc., in Marshall, Missouri. Marshall is about 60 miles east of Kansas City on Interstate 70.

The annual championship is sponsored by Livestock Marketing Association, Kansas City, and conducted by Livestock Market Digest. The purpose of the event, says contest coordinator Gerald D. Nevins, is to focus attention on the role of the professional auctioneer in livestock marketing.

"No one who has ever been to a livestock auction has to be told how important the auctioneer is," Nevins said. "He's the link between the buyer and seller, and in the livestock business, where only pennies can make the difference between a profit or a loss, a good auctioneer is an absolute necessity. And we want to recognize the best of these auctioneers."

Nevins said this year's "Heart of America" location for the contest should produce a record number of entrants. "When you realize that last year we set a record — with 53 entrants — when the championship was held in Calgary, Alberta, Canada, it's very likely that the central location for this year's event will draw an even greater number of contestants."

Adding to the excitement of the championship is that contestants always merchandise a specially selected consignment of cattle. This year's event will use a showcase consignment of feeder calves, selected from herds enrolled in Four Square Market's Cow-Calf Program.

"The auction action should be fast, furious and exciting," Nevins noted, "and the event is free to the public. The contest will begin at noon."



1977 WORLD LIVESTOCK AUCTIONEER Championship winners at the Calgary contest include, left to right (NAA members in caps): Top Row — John Rogers, Tulare, CA; MARVIN ALEXANDER, MARTIN, TN; LYNN WEISHAAR, SHADEHILLE, SD; Terry Elson, Curtis, NE; ARMON WOLFFE, GOLDEN VALLEY, ND; RALPH WAITE, COFFEYVILLE, KS. and TomHutsell, Moses Lake, WA. Bottom Row — Tommy Bond, Purvis, MS; Johnny Charlton, Brooks, Alberta, CAN; Bobby Russell, Canton, MS; Gail Kats, Brush, CO; KENNETH YOUNGLUND, MILES CITY, MT; and Bert Blythe, Franklin, VA.



BOBBY RUSSELL of Canton, Mississippi, was the 1977 World Champion Livestock Auctioneer. He earned his title in Calgary, Alberta, Canada, where the 1977 event was held.

In addition to the world champion, a runner-up world champion and a reserve world champion will also be named. The contestants are divided in three regions of North America — east, central and west — and champions, runner-up champions and reserve champions from each of these regions are also selected.

The involvement of former world champions is an important part of each year's event. Nevins said. Last year's winner, Bobby Russell, of Canton, Mississippi, heads up the advisory panel, composed of the former world champions, who will assist in conducting this year's competition.

Trophies and merchandise prizes will be awarded to all winners, Nevins said.

The judging system and the criteria used may be one of the fairest ever devised for this type of competition. Since no one is better qualified to judge an auctioneer than the people who employ them everyday, livestock market owners and operators are on the judges' panel. They use the criteria they look for when hiring an auctioneer.

The judges' votes are then counted by an official of the National Auctioneers Association, a member of the livestock news media, and a certified public accountant.

The championship is held in connection with Livestock Marketing Congress '78, an annual industry conference exploring livestock economics. The Congress will be held in Kansas City from June 14-16.

Nevins urged all livestock auctioneers to make plans to enter the contest. "You'll never know how good you are until you go up against the very best — and that's who'll be in Marshall on June 17," he said.

The contest entry fee is \$150, and contestants can be sponsored, Nevins said. Entry blanks and additional information can be obtained by contacting Livestock Market Digest, 4900 Oak Street, Kansas City, Missouri 64112, phone (816) 531-2235.



Bobby Russell, 1977 World Champion, enroute to accepting the World Title following competition in Calgary, Alberta.

1978 World Livestock Auctioneer Championship

**Saturday, June 17 beginning 12 noon at Four Square Market, Inc.
Marshall, Missouri**

Official Entry Form

Each contestant must be a livestock auctioneer. Entry fee of \$150 is required and must accompany entry form.
All Entries should be received prior to June 1, 1978 to be included in program and pre-contest publicity.

Please Print

Name _____ Date _____
Home Address _____ City _____ State _____ Zip _____
Home Telephone _____ Business Telephone _____

☐ Entry fee of \$150 is enclosed. ☐ Head & Shoulders Photo enclosed for program. ☐ Number in party to attend awards ceremony.

All Contestants Must Complete the Following

Number of years as Auctioneer. _____ Have you entered previous championships? _____
If you have competed please write year and awards won. _____

If employed by a livestock market(s) please complete the following. Use additional paper or back of entry if necessary.

Name of Market _____
Address of Market _____ Town _____ State _____ Zip _____

Are you sponsored by others than yourself? _____. Please list name(s) of sponsor(s) and address(es). Use additional paper or back of entry if necessary. _____

Name of Sponsor _____
Address of Sponsor _____ Town _____ State _____ Zip _____

Please list names and addresses of newspapers, radio or television stations you would like to receive publicity about your participation.

Name _____ Mailing Address _____
Name _____ Mailing Address _____

Mail this entry form
with entry fee and photograph to:

1978 World Livestock Auctioneer Championship
Livestock Market Digest, Inc.
4900 Oak Street
Kansas City, Missouri 64112

World Livestock Auctioneer Championship is sponsored by
LIVESTOCK MARKETING ASSOCIATION
Conducted by Livestock Market Digest, Inc.

\$1,465 Added to Church Funds Due to Efforts of Auctioneer

"The auction was a smashing success" summed up the feeling of NAA auctioneer Roy C. Burdick, who is known by the title in his area of North Adams, Massachusetts, "the country auctioneer". The auction, held by members of the Florida, Massachusetts Baptist Church, showed a gross sales figure of \$1,465.30 and later donations were still being added to the amount.

A large crowd, which included 130 spirited bidders enjoyed the antics of auctioneer Burdick. One of the fun spots of the auction was a bidding contest between a mother and daughter who both were bidding on a ham. They raised the price to an amount, which was considerably higher than its list price.

Gift certificates and merchandise donations were augmented by quantities of Florida mountain turnips, which NAA member Burdick said, "went like wildfire". Among items advertised around the town prior to the auction was a free wedding ceremony.

Assisting auctioneer Burdick were his wife and other members of the congregation.

Roy Burdick is a recent graduate of the International Auction School, having attended the school's session in association with the University of Massachusetts. He also has attended the Missouri Auction School and the Reisch Worldwide School of Auctioneering. He began selling professionally last year at the Eastern Summit Auction House on the Mohawk Trail in Florida (Massachusetts). He has conducted several benefit auctions in other parts of the east coast.

He is president of Country Auctions, Ltd.; is also employed as a draftsman at General Electric Co. in Pittsfield; is chairman of the Florida Board of Selectmen and a member of the Florida Baptist Church.

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Machinery & Automobile Auctions
Real Estate Auctions
Estate Liquidations
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Tool Auctions
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The Wisconsin Auction School is approved by the Wisconsin Educational Approval Board.

A. E. Pourchot
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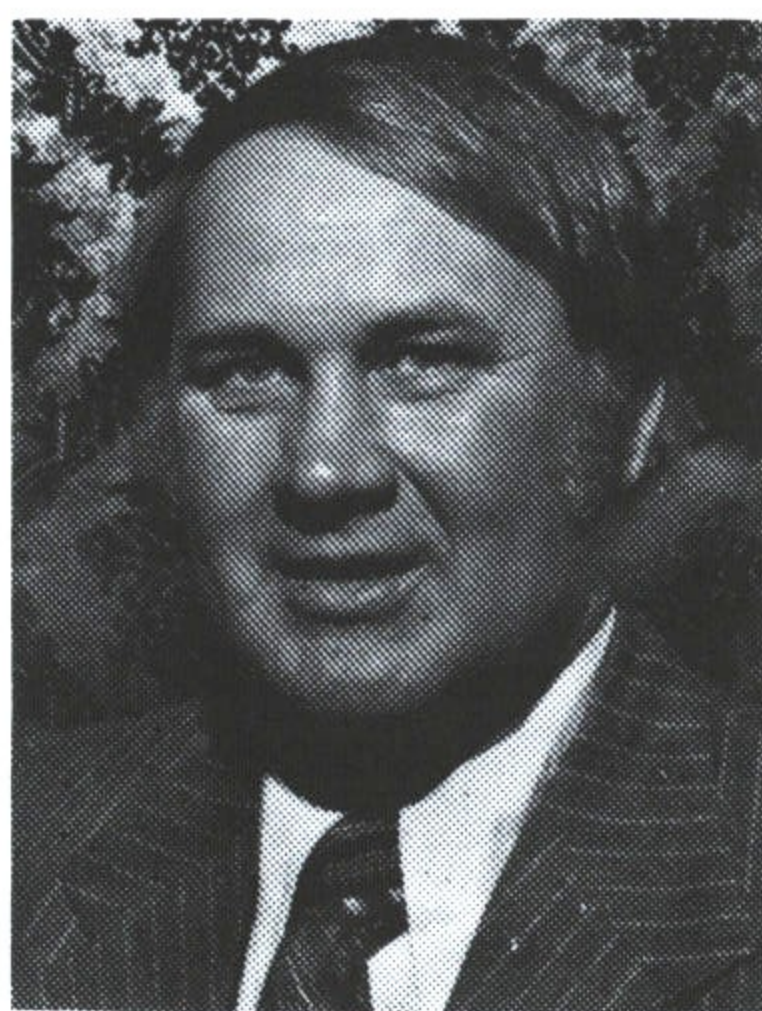
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Blizzard or No . . . The Conventions Still Go!

By Byron Dilgard, Secretary-Treasurer
Ohio Auctioneers Association

Blizzard or No . . . the Conventions Still Go! That was the attitude of 94 auctioneers and their guests when the annual Ohio Auctioneers Association convention was held on January 21, 22, and 23, at the Imperial North Hotel in Columbus. Starting with the fun auction on Saturday thru the business meeting, election of new officers, right up to the seminars and guest speakers on Monday, all were jovial, despite the bad weather all around.



EMIL KONESKY
Woodville, Ohio

Emil Konesky was elected president and five other posts changed hands. Harvey L. McCray, Executive Director of the N.A.A. was the guest speaker on Sunday, speaking on the activities of the National Auctioneers Association.

All in all it was a very successful convention. Just like an auction the show must go on!

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PAA Secretary Hess Comments On IRS Attempt to Force Employers To To Deduct Taxes From Auctioneers' Fees

It was brought to the attention of the NAA Office, by Clay Hess, that at the recently concluded convention of the Pennsylvania Auctioneers Association discussion was made on the attempt by the IRS (Internal Revenue Service) to force employers of auctioneers at car auctions, cattle auctions, horse auctions, etc., to deduct from the auctioneers' fees withholding and social security taxes, and also from travel and hotel expenses.

"This has never been done before and the auctioneers feel that this is yet another harrassment, especially since the travel and hotel expenses are to be included," wrote PAA secretary Hess. "This attempted change by the IRS will be applicable to auctioneers in all 50 states — it is a national situation and not just a problem in the state of Pennsylvania," he continued.

Secretary Hess is asking for a review of the situation by the National Auctioneers Association to determine what help can be obtained in the effort to defeat this new IRS ruling. He also commented on the fact that it apparently does not affect independent auctioneers working on commission.

Comments from NAA members on the subject will be appreciated by Executive Director Harvey L. McCray in an attempt to provide the NAA board of directors materials for discussion to determine in what direction the board can take to assist auctioneers in this reported problem.

New Hampshire Auctioneers Meet In March to Elect New Officers And Discuss Pending Legislation

The spring meeting of the New Hampshire Auctioneers Association was scheduled for March 27, 1978, at which time members were to hear about the pending legislation, which has been introduced in the New Hampshire Senate.

NHAA Secretary George Michael, in his spring meeting announcement, wrote that Senators Saggiotis and Foley have introduced Senate bill #15, which will revive RSA 312, which the NHAA had removed from the books the previous year. All auctioneers were encouraged to attend the meeting to discuss how the NHAA could muster up enough strength to continue the fight to defeat the pending legislation.

The bill will require the listing of all merchandise to be sold and posted a day in advance — though some may interpret it differently. As Secretary Michael interprets it, "I read into this law that it affects everything, not only jewelry. Also Sunday auctions will be banned — there are many who would disagree with this, as the rest of the businesses in the state are open on Sundays."

Another very important item to be conducted in the NHAA spring meeting is the election of officers for the year.

The date of April 12 is the date the NHAA conducts the auction to raise funds to support the 1978 NAA Convention. The auction will be conducted at Zyla's Auction House on Route 3 in Merrimack. The amount of \$1,000 was pledged by the NHAA as the state association's share to support the New England wide effort to successfully conduct the NAA Convention in Boston.

Each NHAA member is to contribute at least three items of a value each of \$15 or \$20 and is invited to be at the auction to sell his own merchandise. The public will have an excellent opportunity to hear the many NHAA auctioneers in action. George Foster III has been spending much time and effort to make the auction a success.

The New Hampshire Auctioneers Association is an active organization and is soliciting for new members. The dues are \$10 per year and are payable at either the meetings or can be submitted to True Glidden, Treasurer, NHAA, 235 Cate Street, Portsmouth, NH 03801.

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Cecil Agnew Says . . .

Conduct a School Auction And Perform a Service For Your Local School System

A good contact for NAA members to consider, to supplement their auction business, is to conduct a school auction. As a high school teacher for the past eleven years, I can fully understand some of the problems and headaches involved in fund raising for school organizations. During my experience with fund raising, I felt like many companies were making most of the profit, while the students and myself were doing most of the work.

I began to contact some of the area schools to explain that an auction sale provides one of the best means of making money, because it creates competition between several buyers, which means more profit. Plus, it can stimulate a lot of publicity for school groups, and it is something that can be enjoyed by the students as well as the community.

The students, when preparing for a school auction sale, are responsible for collecting the merchandise, which will be sold at the auction. These items may come from donations made by local merchants; unwanted articles in the home; food items; etc. The students really have a lot of fun trying to come up with unusual merchandise for their sales. The students are also responsible for advertising and promotion of the auction.

As auctioneer, my fee is 15% of the gross sale, and/or a \$150 minimum for my services, leaving the school organization with 85% clear profit. I doubt if there is any fund raising company which can offer that kind of profit margin. With the right kind of effort and promotion a school auction sale may be the only fund raising effort the group will need during the school year.

Since my auction service includes: tagging; availability of a portable PA system; providing clerks; all of the paper work; it is fairly easy to sell this idea to the school sponsors.

We also suggest that the students set up a concession stand for the sale, to help them make extra money.

I have been very happy with the results from my school auctions, and I think it is an idea that is well worth checking into for many auctioneers.

Cecil Agnew, Auctioneer
West, Texas

February Issue Photo Caption Gives Wrong NYSAA Identification



A MISTAKEN IDENTITY was shown in one of the photo captions of the article, describing the New York State Auctioneers Association convention activities and the father of Brian Trageser, Vern Trageser, who also is an auctioneer, asked that a correction be issued. To set the record straight, the photo is being printed again with, we hope, the correct identities of the NYSAA members who sold the donated items at the fun auction. Pictured from left to right are Hugh Parker, Eddie Holt-houser and Brian Trageser (not Robert Monica as previously listed).

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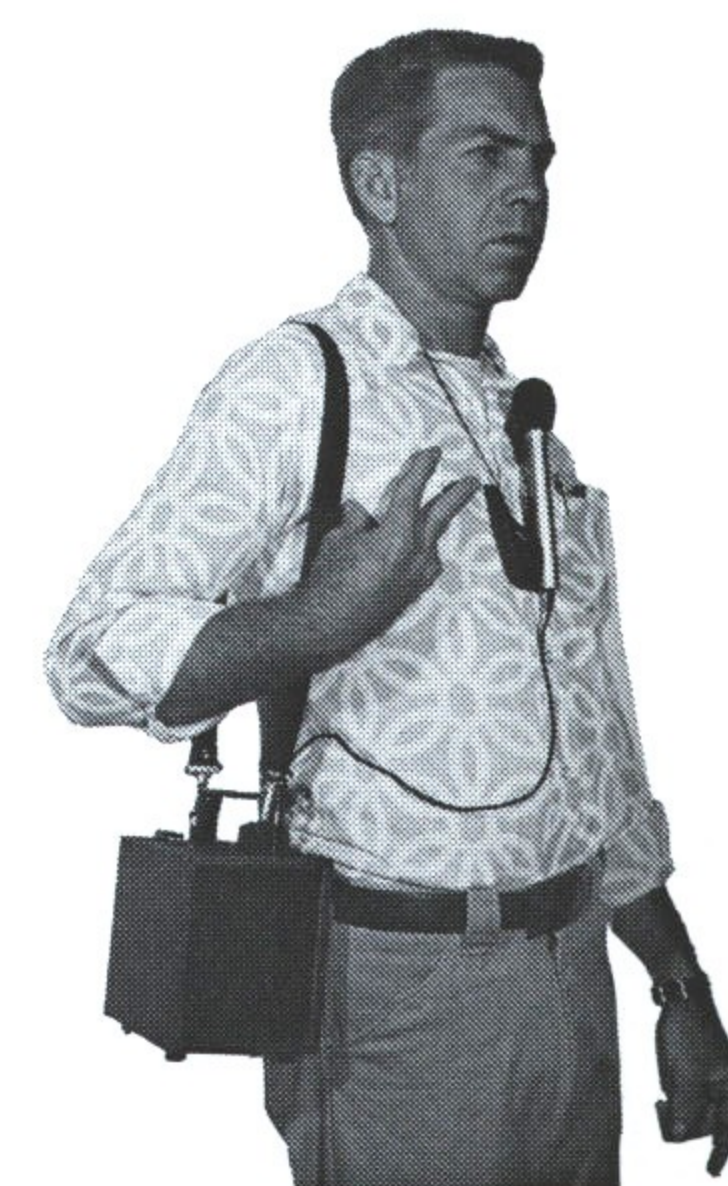
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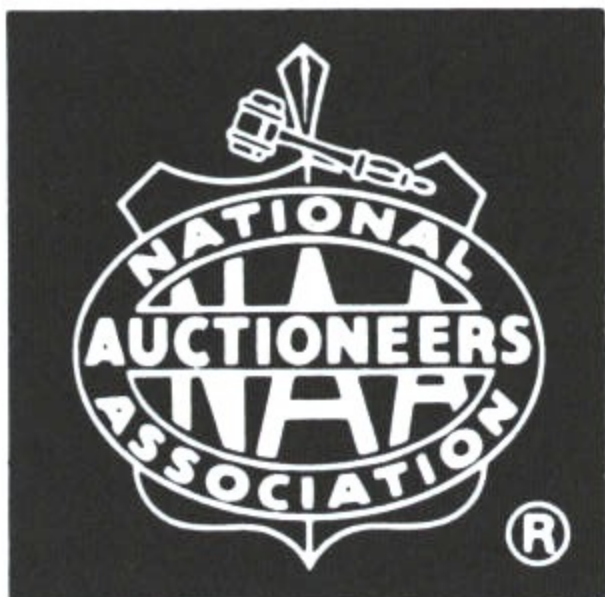
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Auctioneers In The News

Tidewater Virginian Magazine Features Article on Auctions; Three NAA Members Included

The cost of advertising may be expensive to some auction firms and individual auctioneers and the cost of promoting the auction profession to the public can get quite expensive. However, three NAA members received excellent publicity when the magazine, published by the Chesapeake, Norfolk, Portsmouth, Suffolk and Virginia Beach, Virginia — **TIDEWATER VIRGINIAN** — published an article entitled, "Under the Hammer", which gave good reasons for the public to attend and buy at auctions.

The three NAA members included in the article on several Tidewater area auctioneers and auction firms were Vince Kopek, Jack Peoples and Calvin Zedd. Peoples and Kopek were quoted and Zedd's photo was shown with the caption, "Colonel Calvin Zedd, a well known area auctioneer with his 'hammer'".

The writer, Lois Martin, wrote, "Another auctioneer who loves what he does is Jack Peoples, who said he is the only auctioneer in the Chesapeake area who handles farm equipment, and 'there are only two or three in the state . . . If I had to live my life over again,' he said, 'I'd live it just the way I've been doing'."

It was reported that he also conducts an average of 25

to 30 auctions per year; takes ten to fifteen days to prepare for; and is assisted by a staff of three clerks and two assistant auctioneers.

Quoting from the article, "He holds one large auction a year at the Chesapeake Equipment Company which attracts five to seven hundred people from Virginia and neighboring states. There he has sold as many as 300 pieces of farm equipment, ranging in price from \$50 to \$40,000. The latter amount for a three-year-old combine.

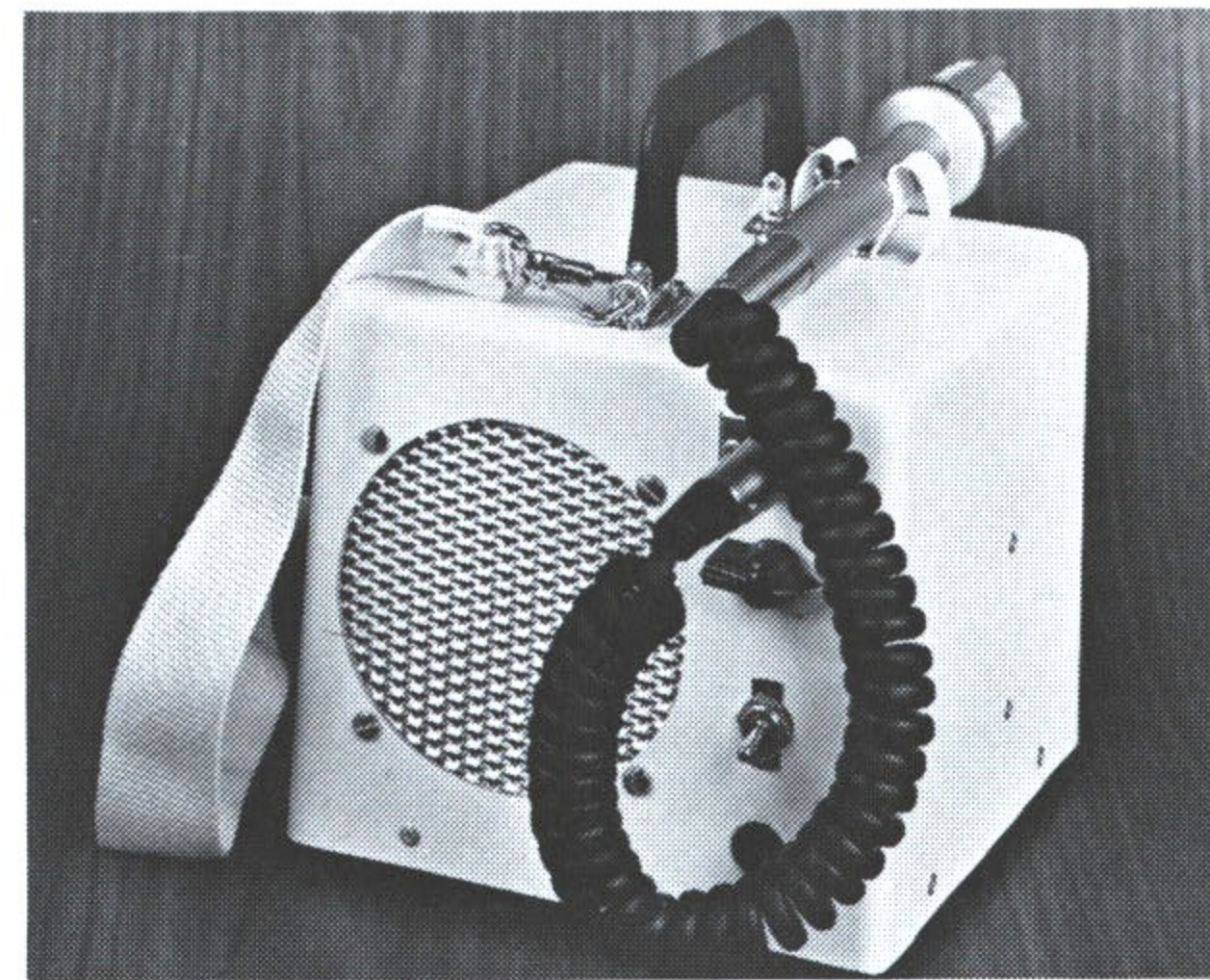
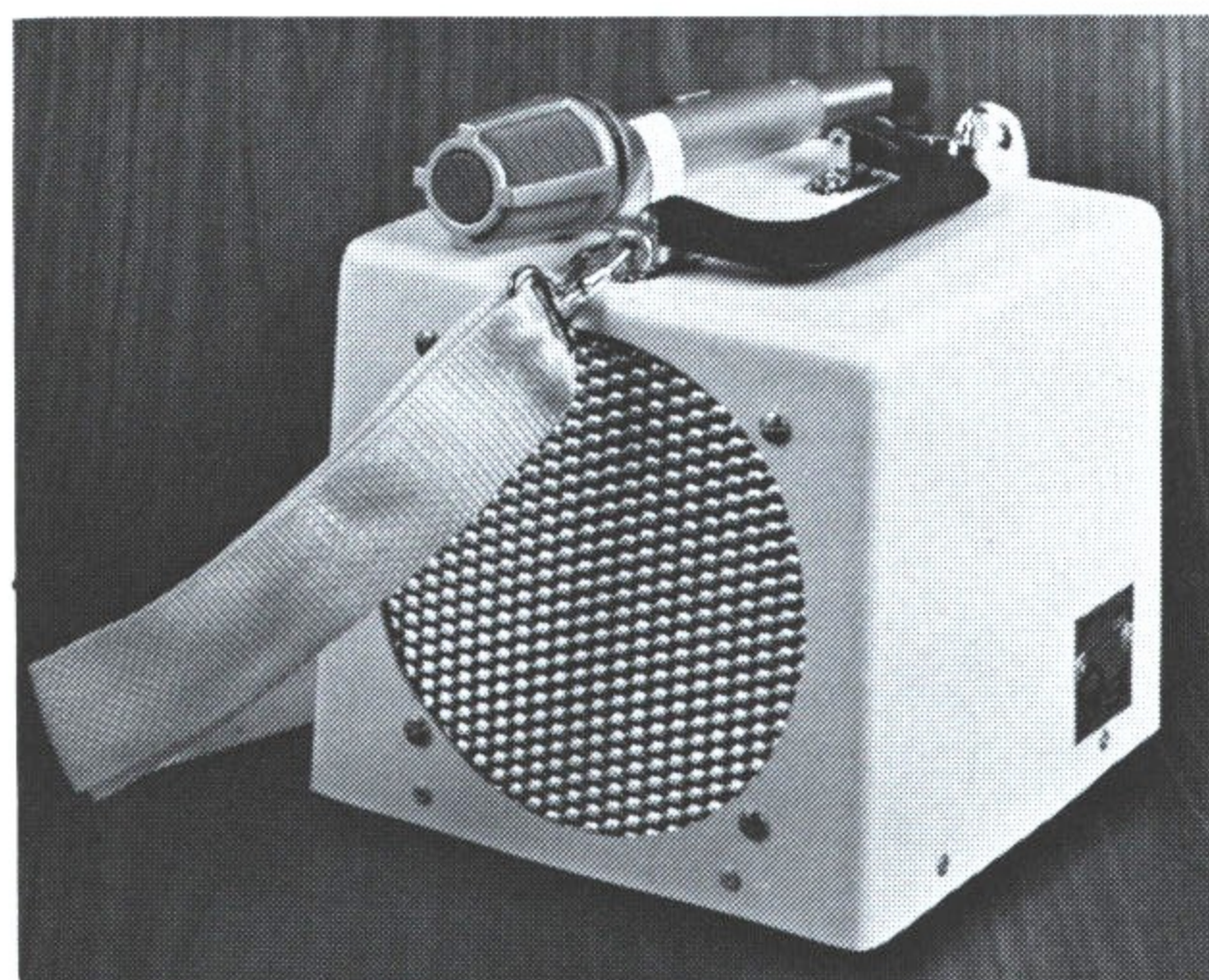
"The last three or four years,' Peoples said, 'prices have so inflated that some equipment six to ten years old is bringing as much as it did when it was new. Farmers today are paying capital gains on a lot of their equipment.'

"To be a good auctioneer,' he said, 'you first have to know what you're selling. And you have to know psychology — when to make a drop and when to make a comeback. I always sell the best first.' He has auctioneered as long as eight hours straight, without taking a break. 'You lose momentum on the sale,' he said, 'if you stop.'

"Presenting another view was Vince Kopek, a freelance auctioneer who owns the Kopek Auction Company, 5232 Executive Blvd., Virginia Beach. 'The latest thing in the field,' Kopek said, 'is that auctioneering is going through an evolution. The new trend is for auctioneers to be better educated and better trained persons.'

"There is now a Certified Auctioneering Institute held at Indiana University consisting of a one-week course held annually. To receive the institute's certificate, an auctioneer must first qualify, attend for three years, and pass the exams given on the last day of each session. Classes are held all day and each evening for six days.

"Sponsored by the National Auctioneers Association, the institute is the first major continuing education program for auctioneers in the country. The courses are taught by college professors and include such subjects, (in addition to auction practices), as law, communications, finance, career



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8	23	38	53	68	83
9	24	39	54	69	84
10	25	40	55	70	85
11	26	41	56	71	86
12	27	42	57	72	87
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"Kopek was selected to be in the first class held in March, 1976. 'Auctioneers who are highly specialized found the course difficult,' he said, 'especially the real estate course. One entire morning was devoted to law and the course presupposes you already know a certain amount.'

"For those who want to sell, he believes an auction is 'the quickest way to turn merchandise into money on any given date.' He cited the example of a friend in Pennsylvania who has been an auctioneer for twenty-seven years.

"The friend talked with the owners of real estate, priced at \$125,000, which had been on the market for over a year. He convinced the owners to sign a contract with him to sell it at auction. The auctioneers spent three weeks promoting the sale and sold the property in one afternoon. It brought \$167,000 'under the hammer'."

The NAA appreciates the efforts the editorial staff of the TIDEWATER VIRGINIAN made in offering the public information about the auctioneers in the area. The article was well written; offered good facts about "auction life" and the work which is being done — on a professional level — by auctioneers.

It is the opinion of the editor of THE AUCTIONEER that the best way to promote the professional image of the auction business and auctioneer businessmen is to have auctioneers offer good information to the public. Auctioneers in Virginia can be pleased with the efforts of the aforementioned article, as it does a good job; explains the various aspects of auctions and offers opinions from those businessmen who consider auctions their way of life.

Congratulations, TIDEWATER VIRGINIAN and congratulations Jack Peoples, Calvin Zedd and Vincent Kopek.

Professor's Second Calling — Auctioneer

Dr. Wilbur Hahn, who doesn't make light of an auctioneer's skills, had the opportunity to promote the good image of the auction profession in a large section of THE GLOBE-TIMES newspaper of Bethlehem, Pennsylvania. Dr. Hahn's photo was displayed on top of the two, wide-column article and in his hand he was holding a brass lamp, which looked in excellent condition.

Excerpts from THE GLOBE-TIMES will be of interest

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to NAA members, which depict the auction profession of one of business, not entertainment, and Pennsylvanians consider the auction profession as comparable to any other business, where competition is strong. Nina Malsch, reporter, offered the following information about NAA member Dr. Wilbur "Will" Hahn:

On his way to East Stroudsburg State College everyday, Dr. Wilbur Hahn, of Bath, Pennsylvania, practices his auctioneer's chant by selling to the rhythm of passing telephone poles. When he really gets warmed up, he keeps time with passing guard rails.

Since earning his auctioneer's license last year, the professor of education has, on occasion, switched his handle from Dr. Wilbur Hahn to just plain "Will" and the professor has found that his new avocation requires constant study and practice.

He has been fascinated by the auctioneering profession since he was a boy, but decided only recently to fill his life-long dream.

His dream now has become a family hobby. His wife, Pearl, serves as a cashier; his son Scott is a runner; and his daughter Yvette, a schoolteacher, serves as a runner or clerk whenever she is needed.

As an apprentice auctioneer, Hahn listened to many auctioneers in action and studied their pattern. His chant is modeled after two auctioneers and it's fast, smooth and professional. Dressed in spotless country gentleman's clothes and a western hat, he keeps a quick but soothing tempo moving.

"In this profession you never stop learning," Dr. Hahn said. "And there are still a lot of auctioneers I still want to hear. I've traveled many long hours to hear someone chant."

In Pennsylvania, auctioneers must be licensed to practice. Dr. Hahn is a graduate of the Superior School of Auctioneering in Decatur, Illinois, where he studied 12 hours a

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day for two weeks before taking his apprentice exam. One year later he passed his auctioneer's exam which is administered through the Civil Service and prepared through the Pennsylvania Board of Auctioneers.

"The whole family has gone through a training period," Dr. Hahn notes. "We take pride in our professionalism and a lot depends on the work of the team. If the tempo is lost, things just don't go right."

The professor feels that his background in education

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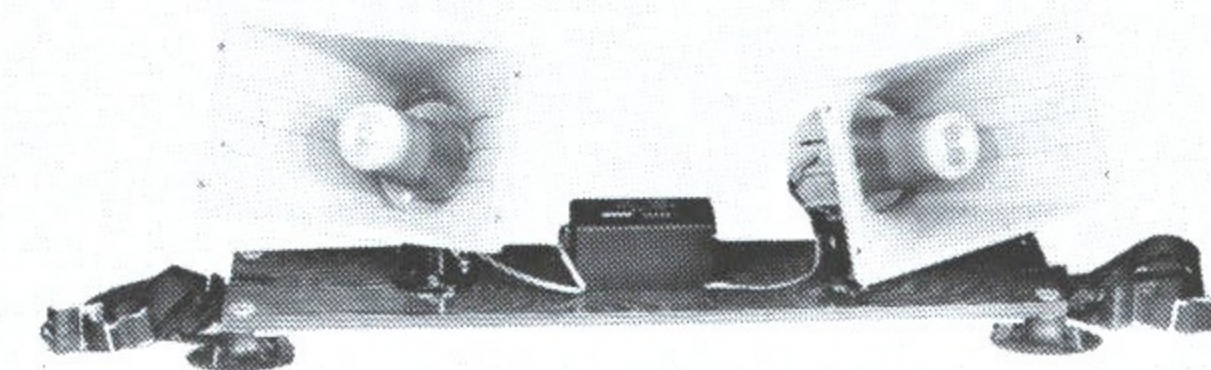


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has been an asset because of the understanding of group psychology and public speaking.

"People from all over the country attend auctions in this area," Hahn said. "The valley is rich in primitives and antiques because of the Pennsylvania Dutch and German tendency to save and pass things on to their children."

Hahn credits the Lehigh Valley Society of Auctioneers for much of the professional development and improvement of auctioneering in this area. "I learn something everytime I attend one of our metings," he said.

S. L. Brewster Believes Verse Is Example For American Businessman

By S. L. Brewster
Cedar Bluff, Virginia

We, the American people, have become great because we work to get the job done. Since reading the following poem, I have referred to the "Movers and Shakers" as "The Men Who Deliver the Goods".

The verse by the great Walt Whitman follows:

To Deliver the Goods

There's a man in the world who is never turned down,
Whenever he chances to stray;

He gets the glad hand in the popular town, or out
where the farmers make hay;

He's greeted with pleasure on deserts of sand, and deep
in the aisles of the woods;

Wherever he goes there's a welcoming hand — He's the
Man Who Delivers the Goods!

All that the independent businessman, their families
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New Officers Elected . . .

STATE ASSOCIATION OFFICERS

The following list of State Association Officers were elected since the last listing of State Association Officers was made in a previous issue of THE AUCTIONEER. Periodically in THE AUCTIONEER magazine a complete listing of State Association Officers will be published and the following were elected since that listing:

Colorado Auctioneers Association — President: Eugene V. Doty, 531 W. Platte Ave., Fort Morgan 80701; Secretary: Steve Baldwin, 103 11th Ave., Greeley 80631

Florida Auctioneers Association — President: J. Wayne Taylor, 3848 Bird Rd., Miami 33146; Secretary: Billy H. Wells, 121 Aldean Drive, Sanford 32771

Massachusetts Auctioneers Association — President: Louis Cardoza, 56 Orchard Street, Fairhaven 02719; Secretary: Ronald V. Maynard, Groton Rd., Dunstable 01827

Ohio Auctioneers Association — President: Emil Konesky, 846 Pemberville Rd., Woodville 43469; Secretary: Byron Dilgard, 124 Union @ Main, Ashland 44805

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Computerization Increases Efficiency, Cut Complaints in Licensing Bureau

A news release was issued to the secretary of the Pennsylvania Auctioneers Association, Clay C. Hess, by the Secretary of the Commonwealth in Harrisburg, which gave the information that computerization increases efficiency, cuts complaints in professional licensing bureaus. The news release follows:

"A switch from manual to computerized record-keeping has enabled the Department of State's Bureau of Professional and Occupational Affairs to give markedly improved service in issuing new and renewed professional and occupational licenses, and has also contributed to an 81 per cent reduction in complaints about the Bureau's operation, Commonwealth Secretary Barton A. Fields said.

Fields said these statistics were generated from a Department of State study of the effects of the computerization on the Bureau which licenses 645,574 Pennsylvanians in 22 professions and occupations.

The study revealed that the average length of time needed to process license renewals dropped from a period of seven to 13 days in 1976 to a period of one to 6½ days in 1977. Further, Fields said, some licensing boards were also able to drastically reduce the time needed to process new licenses.

For example, the Department of State study showed that the State Board of Cosmetology was able to process new licenses in one and a half weeks in 1977 as compared with the four weeks it took in 1976. The State Board of Nurse Examiners, whose 231,755 licensees constitute the largest professionally licensed group in the state, was able in 1977 to process licenses for new nurses in a week and a half as compared with five weeks in 1976.

"We're particularly pleased that the number of complaints about the operation of the Bureau dropped from 905 in 1976 to 172 in 1977," Secretary Fields said. "We feel this is a reliable indication that our use of computers is resulting in the kind of efficiency we had hoped to accomplish and which the public deserves to have."

The Department of State study also revealed that computerization has improved the accuracy of the Bureau's files, as measured by the number of pieces of mail returned to the Bureau for wrong or incomplete address. Between August 1976 and August 1977, for example, the number of pieces of mail returned to the Board of Nurse Examiners was reduced by 78 per cent.

Fields said the fact that license renewals can now be processed more quickly has laid the groundwork for the Bureau's functioning after the expected passage of House Bill 1528. This bill provides that fees generated by the is-

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suance and renewal of occupational and professional licenses be placed in a restricted account designated for the use of the licensing program.

Fields concluded, "when the Bureau of Professional and Occupational Affairs becomes essentially self-funding, as we expect it will, our studies reveal that there will be even greater efficiency as well as a dramatic increase in services to and protection of the citizenry of the Commonwealth."

CONVENTION DATES

April 2-3, — Kentucky Auctioneers Association, Hyatt Regency House, Lexington.

April 15-16 — Kansas Auctioneers Association, Silver Spur Lodge, Dodge City.

April 28-29 — Montana Auctioneers Association, Outlaw Inn, Kalispell.

April 29 — Arkansas Auctioneers Association, Bill's Restaurant, East Race St., Searcy.

April 30 — Iowa Auctioneers Association, Spring Conference, Ames.

May, 1978 — South Carolina Auctioneers Association, Quality Inn Motel on I-20, Columbia.

May 6-7 — Missouri State Auctioneers Association.

May 6-7 — Nebraska Auctioneers Association, Ramada Inn, Grand Island.

May 6-7 — Oklahoma State Auctioneers Association, Holiday Inn — East, I40 & Sooner Rd., Midwest City.

May 14-15 — Alabama Auctioneers Association, Gadsden.

June 8-9 — Wisconsin Auctioneers Association, Holiday Inn, Highway 41 & 151, Fond du Lac.

June 10-11 — West Virginia Auctioneers Association, Cedar Lakes (FFA-FHA Camp), Ripley.

June 11-12 — Tennessee Auctioneers Association, Holiday Inn, Gatlinburg.

June 16-17 — Texas Auctioneers Association, Hilton Inn, McAllen.

JULY 19-22 — NATIONAL AUCTIONEERS ASSOCIATION, SHERATON-BOSTON HOTEL, BOSTON.

November 5-6 — New York State Auctioneers Association.

2933 Acres of Farmland Sold At Public Auction in Southeast Iowa Was One of Areas Largest Sales

One of the area's largest farmland sales, by public auction, was conducted in Southeast Iowa and Northeast Missouri in November. The sale involved nearly 3,000 acres in Lee and VanBuren counties in Iowa and Clark County in Missouri and was held on Friday, November 11, and Saturday, November 12, and the following Friday and Saturday, November 18th and 19th.

A total of 1,363.2 acres was sold on November 11 and 12 for a total of \$836,507.50 or an average of \$613.63 an acre. There was some fair to good land with a considerable amount of below average land sold so the consensus of opinion was the land sold well for the type of land it was. The successful bids ranged from \$305 an acre to \$1,080 an

acre.

The land was put up for public auction by Mrs. Norene Willard, Fort Madison, RR1, owner of a portion of the land and administrator of the estate of her husband, Clarence, who passed away in the Spring of 1977.

The auctioneers conducting the sale were David Scholl, Fort Madison, Iowa (a member of the Iowa and National Auctioneers Associations) and Roger Clingan, Fairfield, Iowa. Glenn Arnold of Fairfield was the sale manager.

One purchaser bought two tracts and the other eight tracts were sold on the 11th and 12th of November to single individuals, couples, or groups. Although the sale was advertised in nationally circulated publications, including the Wall Street Journal, all of the successful bidders were from Iowa, Illinois, Missouri, and one from California.

The tracts of land in Iowa ranged in size from 20 acres to 420 acres. The tracts in Missouri ranged in size from 30 acres to 560 acres. All of the land sold at reasonable prices, according to the auctioneers, with the prices not being record-setting which was a reflection of the present farm situation. Terrain, quality of soil and other factors helped to determine prices paid for the farm property. For a large tract, price bid per acre might be lower than for a small tract because of the total amount of money involved, observers said. This farm is one of the area's largest in total acreage, to be sold at public auction, which was owned by one man.

The total 2,933 acres included a total of 19 farms in both Iowa and Missouri. The 1,564 acres sold in Missouri sold for a total of \$511,970. The total price paid for the entire sale of all 2,933 acres was \$1,348,769 and averaged a little less than \$500 per acre. Much of the land sold in Clark County, Missouri, was timberland. The land in Missouri ranged from \$200 per acre to \$905 per acre. Observers felt that for the type of land the Clark County, Missouri, property probably produced a better price per acre than that in Lee and Van Buren Counties in Iowa.

All in all the auctioneers and Mrs. Willard were pleased with the way the sale turned out, and needless to say it was an experience for all concerned.

Dave Scholl, Fort Madison, Iowa

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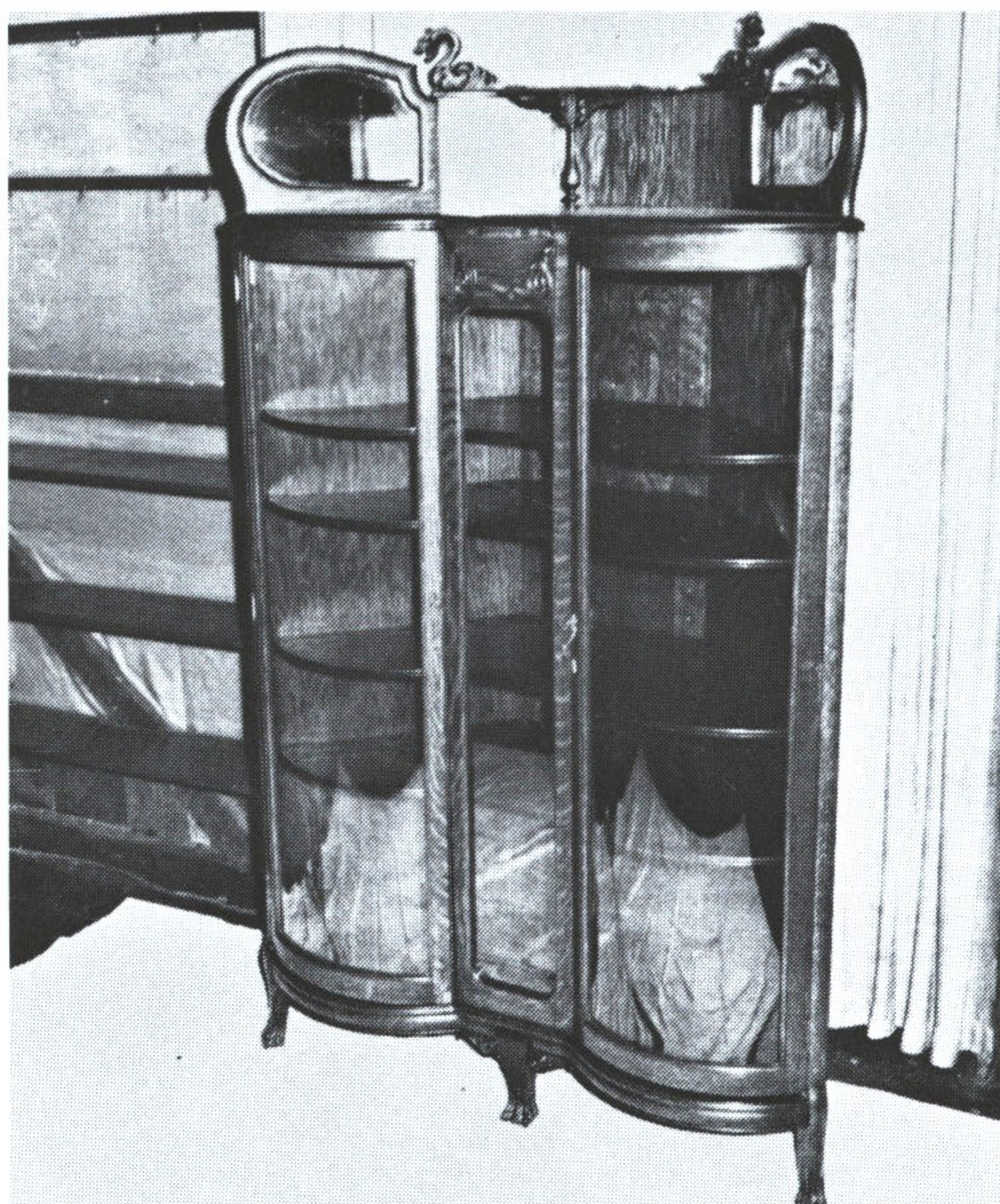
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Robert Glass Auction Gallery Continues to Bring Good Prices On Collectibles and Antique Items

The Robert H. Glass & Family Auction Gallery continues to report on auctions, held periodically and the information submitted to the membership should be of interest to everyone who sells antiques, collectibles, furniture, glassware, China and other valuable items. The NAA Office is pleased to be on the Glass Auction Gallery "news release" mailing list.

Though space does not permit a monthly article of the auctions held by the Glass Gallery, periodic review of the items sold will be published in THE AUCTIONEER magazine.

Two auctions, held in November and January, are being reported on at this time. The first was held during the Thanksgiving weekend and 250 spirited bidders gathered for an offering of glassware, China, lamps, antique furniture and dolls.



A double-door curved corner oak China closet with beveled glass and twin carved gargoyles on the top gallery, standing on solid clawed feet and housing five shelves sold for \$850. It highlighted and complimented the sale of a large

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Other items and prices included: an unusual pair of low marble-top pedestal stands festooned with grape carvings for \$650; a signed 7½-inch gold iridescent L. C. Tiffany candle lamp (signed on both base and shade) for \$650; a signed Tiffany gold iridescent footed creamer for \$195; three signed Quezal shades for \$220; and a 24-inch tall stick vase with five layers signed Galle for \$500.

Doll prices were: unmarked bisque doll, possibly a German No. 6 for \$360; a 24-inch marked Kestner doll with open mouth and sleepy eyes for \$200 and a 10-inch bisque doll for \$195.

The antique furniture sale also drew high bids for four other oak China closets, with a selection of curved and square, selling in the \$210 to \$225 price range. A black walnut organ with beveled mirror and tiered gallery sold for \$200.

Many other items were sold at the Thanksgiving weekend sale by the Robert H. Glass family — eight professionally trained auctioneers from the same family. This sale was billed as their "finest sale of the 1977 year".

On January 5, 1978, the Glass Auction Gallery conducted an auction of antiques and collectibles where 400 bidders attended. Many of the spirited bidders were drawn by the advertised Navajo Indian and Oriental rugs, as well as, a featured collection of Vaudevilliana of the famed Brothers Byrne and their "8-Bells Nautical Comedies".

Prices at the auction included: an early blue bowl and pitcher set from an old Warwick, Rhode Island home — \$95; a weight-driven Ascanthus carved mantle clock — \$125; a five by four foot Navajo rug — \$67.50; a black-and-brown four by six and one-half foot Navajo rug — \$180; a blue-and-white five by four foot Navajo rug — \$67.50; a small rolltop desk in oak — \$600; a 117-piece Limoge dinner service with several covered vegetable dishes, seven graduated platters, covered butter dishes and pats included — \$360; an Oriental lacquered secretary with profuse scenic decorations — \$300; a neat black walnut desk — \$180; and an early spinning wheel — \$100.

The collection of some 45 canvas and paper billboard posters from the Norwich, Connecticut-based Brothers Byrne's acrobatic vaudeville company were sold in lots of three, and brought an average of \$40 per poster. Individual collectors and theatre-buffs from many cities in a three-state area came to bid on the posters and the many other bits of nineteenth-century vaudeville memorabilia.

Some other prices included a Seth Thomas banjo clock — \$120; a three-door ice chest — \$175; a large walnut couch with a matching rocker — \$290; a small fainting couch — \$80; a black walnut marble-top chest of drawers — \$85; an early marble mantle clock by Caldwell of Philadelphia — \$205; an early pine lift-top hutch — \$200; a walnut drop-front lady's desk — \$140; a small oak bureau — \$60; a maple and pine library stool — \$37.50; a five-piece Royal Worcester tea set — \$75; a maple spool bed — \$37.50; and brass candlesticks — \$42.50.

Most of these antiques and collectibles came from two homes in Warwick, Rhode Island and Vernon, Connecticut.

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The NAA members whose names appear within their respective states have each contributed \$10 to have their names appear four times annually in support of their magazine — THE AUCTIONEER.

The supporting members are not reminded when the year's contribution has expired as the contributions are voluntary. However, for the purpose of simplifying the accounting process BOOSTER CLUB contributors should send their contributions at same time as their dues are submitted.

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NOTICE TO BOOSTER CONTRIBUTORS

In accordance with the decision of the NAA board of directors (January, 1977), Booster Club contributors will be listed four times annually in the January, April, July and October issues of THE AUCTIONEER magazine.

The voluntary contribution amount, to have your name added to the Booster Club contributors' listing, is \$10 annually.

Booster Club contributors will not be billed, but should add the \$10 contribution to the annual membership billing if desired. The \$10 contributions are for a one-year period, which should coincide with your annual billing, or membership, period.

The board of directors offers their thanks and appreciation to those of you who have offered voluntary Booster Club contributions in

past years, knowing that it was with your help that the NAA could offer you a magazine, which merits your dedication and support to the auction profession. Increases in the costs of printing, publishing and mailing the magazine made it impossible to continue listing Booster Club contributors at the \$5 rate, and in each issue.

The increase in the numbers of members also has increased the per page cost of each issue, thus making the new policy necessary.

The April issue of THE AUCTIONEER magazine will include only those Booster Club contributors who have paid \$10 as their voluntary Booster Club contribution. Announcements to this decision by the NAA board of directors have been published in each issue of THE AUCTIONEER magazine since the decision was made in January, 1977.

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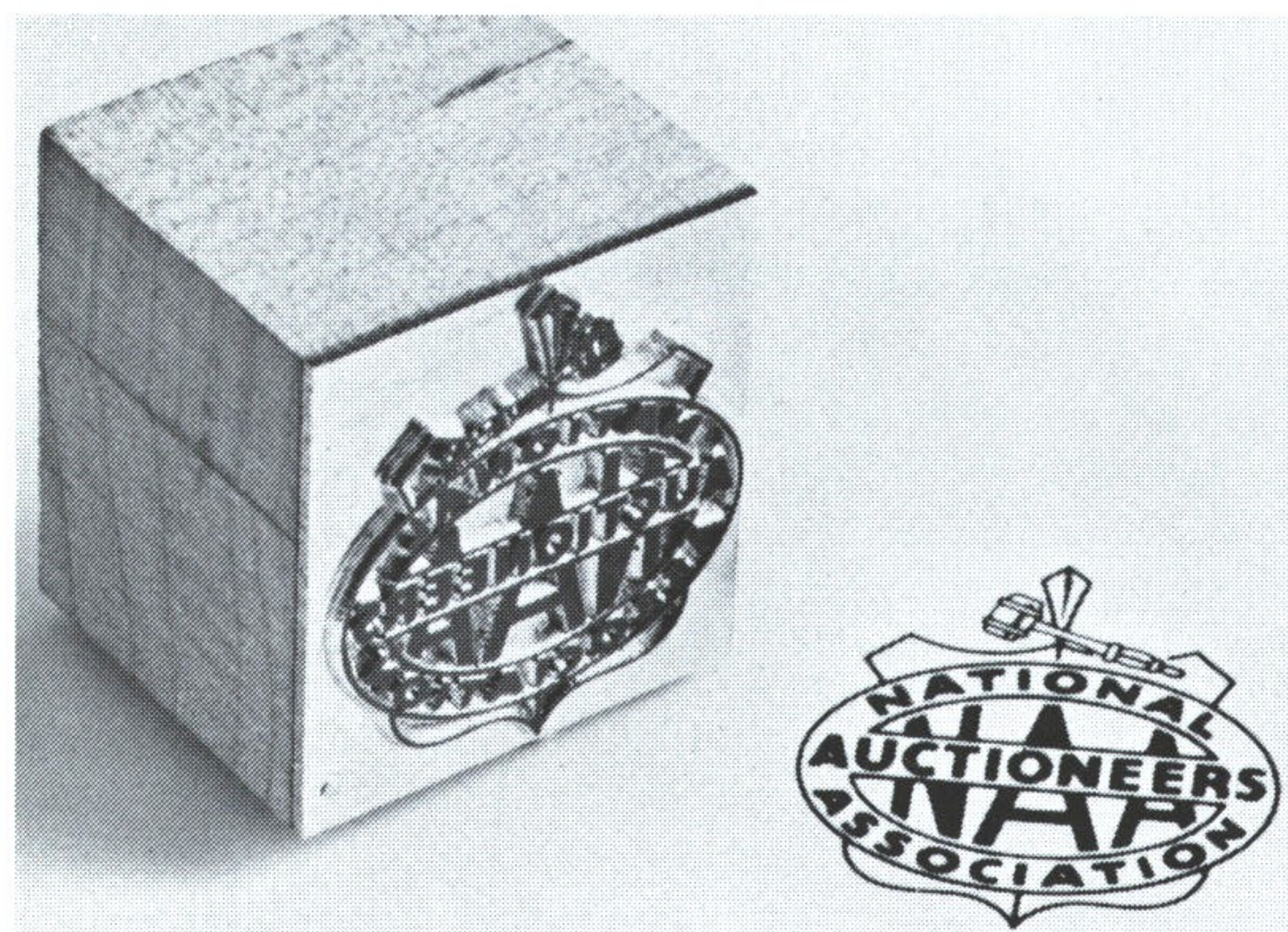
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Michigan State/NAA Member Davis Offers "Hot Sheet" on People Who Create Problems at Auctions

"Names which should be included on all professional auctioneers' 'Hot Sheet'" was the reference shown on the letter, sent to the NAA Office by Gordon K. Davis of Lansing, Michigan. NAA and Michigan State member Davis has had some bad episodes from two men who have attended his auction sales and he believes NAA members should know of his experiences. His letter follows:

"Please be advised that on January 21, 1978, on the north side of Lansing, Michigan, I had a new furniture "going out of business" auction. During the beginning of the sale a heavy-set man, approximately forty years old, 200 pounds, 5' 6" — 5' 8" tall, light brown or sandy hair with glasses, registered as buyer #31, under the name of James Tomlinson of J & T Auction Service, 127 Bridge Street, Dimondale, Michigan, with residence at 6126 Coulson Ct. in Lansing. He listed his driver's license number as T545-367-051-711.

"While the man was registering he was overheard by several people, making remarks damaging to my auction sale. He was overheard telling registered buyers that he could get "stuff cheaper than that anywhere, and whenever he wanted." Then it was noticed on several occasions during the sale that several people left the sale after hearing what was said by this man, and long before the sale was over.

"All merchandise was sold at very, very reasonable prices and this sale should have grossed \$2,000 to \$3,000 more than it did. As a result a furniture dealer bought the remainder at cost.

"Also a man named L. P. Barks (at the beginning and toward the end of the same auction sale), approximately 5' 9", 180-200 pounds, in his 70's (saying he owned Gray &

White Farms in Dewitt, Michigan) created problems at the sale. He refused to register any information other than his name; said he would be a cash buyer; stated he shouldn't have to register because his money or checks were good in any amount, because everyone in and around Lansing and the State of Michigan knew him. He was very rude and very loud.

"Then after purchasing \$945 worth of merchandise as buyer #8, he presented a blank check to my lady clerk to fill out (after stating that he would be paying strictly cash). Again he became very rude and loud when my lady clerk asked for proper I.D. He finally presented I.D., and when the clerk wrote his driver's license number on the back of the check, he really got mad.

"I finally announced my authority, when I heard what was going on (the sale was still in progress) and handled the situation with as much of a professional manner as possible. Had this been my personal merchandise, I would not have registered either of these persons and in the future I will refuse to register the following: James Tomlinson, 6126 Coulson of Lansing, Michigan: T-545-367-051-711 of the J & T Auction Service, 127 Bridge Street, Dimondale, Michigan; L. B. Barks, Gray & White Farms, Dewitt, Michigan: B-520-522-792-126 — contractor.

"In my opinion, I would not trust these people or anyone connected with either party and I also will refuse to accept them as cash buyers — that's right, I said CASH buyers. This wasn't the first time and I'm praying that it will be the last.

"If you professional auctioneers have any similar problems with people, please don't be afraid to inform the rest of us, as it's for our own protection!"

**Gordon K. Davis, Member
MSAA and NAA
P.O. Box 22172
Lansing, MI 48909**

Mendenhall February, 1978 Class of Auctioneers



THE GRADUATING CLASS of February, 1978, of the Mendenhall School of Auctioneering joined with the instructors and school administrators for this photo. Seated, left to right, are: Betty Jo Mendenhall, Bill Ragsdale and Edna Reagen, office secretaries; instructors Forrest Mendenhall and George Jones. Instructors not present when the photo was made: Morris Fannon, Archie Moody, Joe Byerly, Lewis Compton, Harold Craven, Louis Fisher, Jr., Larry Hedrick, Jake Horney, Jimmy Jones, Bill Lanier, Carson Womack, Jim Owens and Herman Crawford.



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AUCTION



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Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¼x4½". This is an extremely fast, easy, and accurate combination clerking and cashing form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.
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- **STANDARD CLERKING SHEETS . . . Form No. CLS-2**
8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **STANDARD CHASHER'S STATEMENT . . . Form No. CAS-1**
2-part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".
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- **EQUIPMENT AUCTION TAGS . . . Form No. EAT-59**
3 part perforated tag with hole on top. Space to mark lot number on all 3 section. 2½x5"
1,000 Tags.....\$9.75 5,000 Tags.....\$42.50
- **WIRES FOR EQUIPMENT AUCTION TAGS, 12" LONG**
1,000 Wires.....\$10.00 5,000 Wires.....\$47.50
- **BUYER CARDS . . . Form N. BC-70**
For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).
1,000 Cards....\$7.50 2,500....\$17.50 5,000....\$32.50
- **TERMS OF SALE — Form TOS-74**
8½x11", 50 sheets per pad. Gives standard terms & conditions of sale to be displayed at auction site.
\$1.50 per pad, 10 pads \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CONTROL . . . Form No. CC-73**
8½x11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC-69.
250 sets \$16.50 500 at \$32.50 1,000 at \$59.50
- **FINAL SETTLEMENT FORMS . . . Form FS-69**
8½x11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchandise title to all items sold and deliver title to purchasers.
\$150. per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **BUYER'S REGISTRATION FORM . . . Form No. BR-69**
8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CHECK-IN FORM . . . Form No. CCI-69**
8½x11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **PENSONAL PROPERTY CONTRACT . . . Form No. PPC-69**
8½x11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **AUCTION BANNERS**
Heavy, outdoor drillcloth hemmed on all sides. Built to stand up in rugged weather, 13 x 19 inch blue drillcloth panels with 15 inch red letters that spell AUCTION. Banner is 10 feet long and 16 inches high with 50 feet of rope at top and bottom. Folds to 13x19x3 inches for easy storing.
Complete Banner.....\$14.92 Postpaid.
- **ARROW DIRECTION SIGNS . . . Form No. ADS-811**
Orange cardboard 8½ 11". Word AUCTION and ARROW in bold black print. Package of 50 signs for \$7.50, 100 \$10.00 postpaid. (Arrows assorted, one-third point left ann one-third right and one-third straight ahead) Form No. ADS-811.
- **GAVEL**
Northern Rock Maple Hardwood Gavel in a beautiful walnut finish. Weighs 4 oz., 9-inch handle.....\$3.00 postpaid.
- **BUSINESS CARDS**
1,000 Cards with black or blue ink\$11.50
1,000 Cards with red and black ink\$14.50
1,000 Cards with gold ink\$19.50
- **AUCTION PROMOTION SCHEDULE . . . Worm No. APS-72**
18½x11. 50 sheets per pad. Column to list seller's name, property location, date, estimator cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., sigs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

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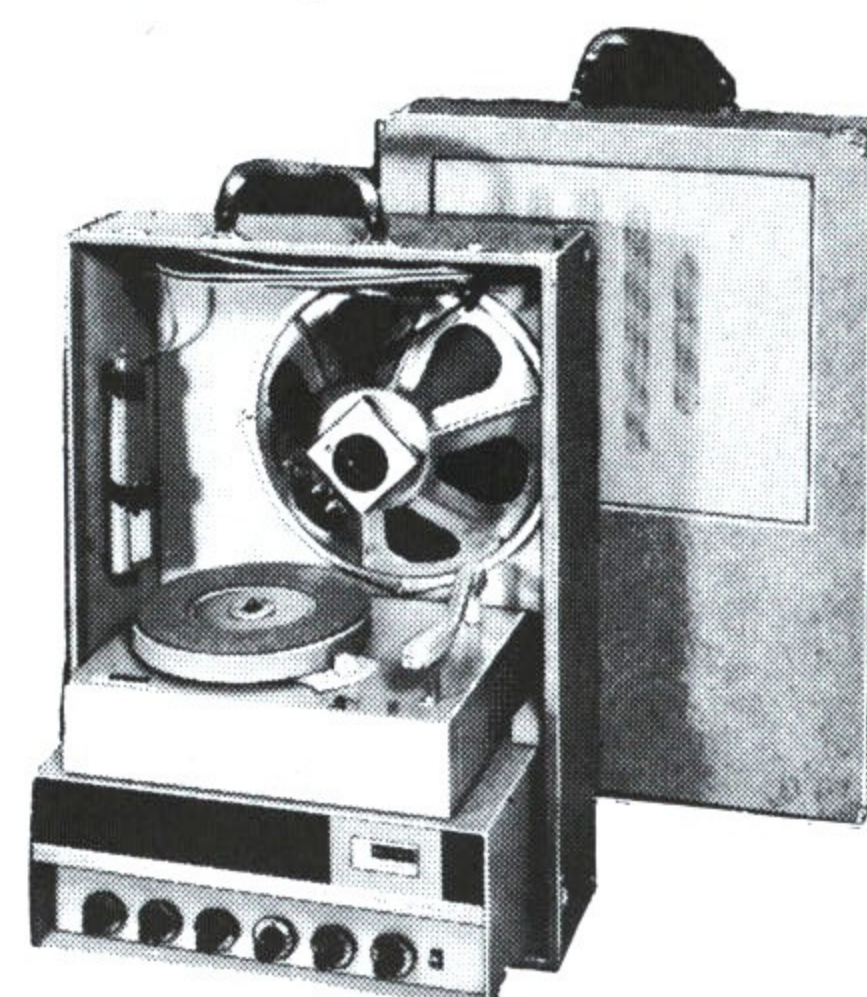
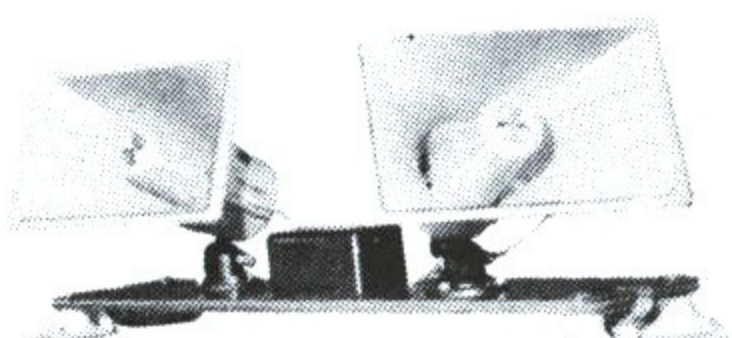


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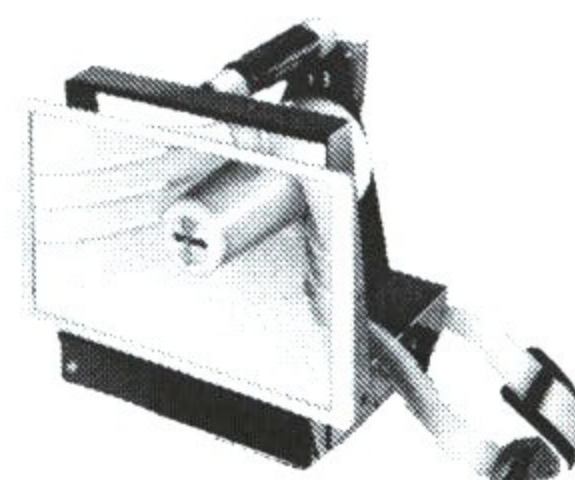
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