THE AUCTIONEER

The Magazine of the National Auctioneers Association • March, 1984

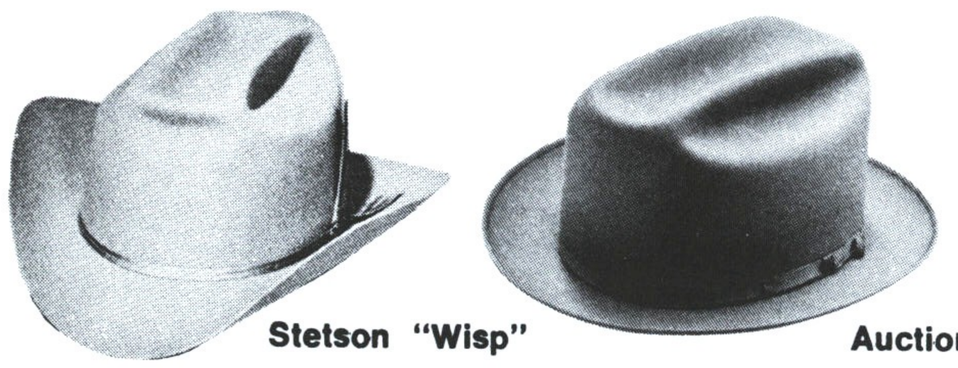


The Auction at the Farm

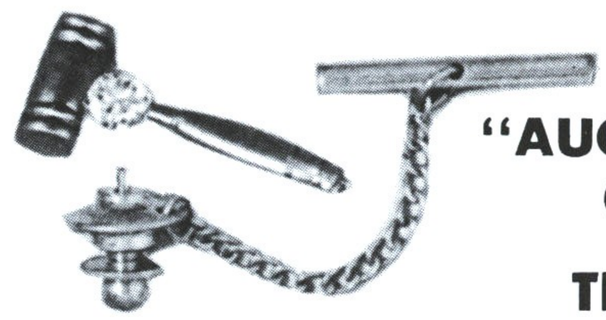
By A.B. Frost

Presented to the National Auctioneers Association by Floyd Gehring, President, Kansas Auctioneers Association March 10, 1984. 1984 Kansas Auctioneers Association Convention. "To Preserve the Fine Tradition of the Auction Method of Selling Real and Personal Property!"

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We are still getting calls for our London Fog type windbreakers with our four color NAA embroidered emblem sewn on the left breast. They feel good around your shoulders this time of the year and in the spring. When ordering pick your second choice in colors as we may be out of your first choice when you order.

I have heard, "what do you give an auctioneer that has everything", many times and the best answer I know is an auctioneer's Gavel Tie Tack. They are an attention getter and will provide many a conversation. I have booked several sales because of the one I wear – I never go anywhere without mine and would feel naked without it. Sterling Silver or Gold plated Tack with or without man-made diamond start at $50.00. Solid 14K Gold tacks with .20K sparkling diamond from $225.00 up to .50K diamond at a higher price. Call for prices. They make good Christmas, anniversary, birthday or just because you love 'em presents.

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IT MEANS BUSINESS.

The Year of Education

by William L. "Bill" Gaule, CAI
NAA President



"On behalf of the NAA, I want to thank each of these instructors and especially our President-Elect, Sammy Ford, for these great programs."

As I write this article, I have reflected back on the winter, the bad weather, and the difficulty that it has caused for so many people in conducting on-site auctions. This has been the year of very few farm machinery close-outs in the Midwest. Historically, January and February are strong auction months as farmers prepare to leave the tenanted farms before March 1st, the start of the new farm year.

I have had many phone calls from fellow auctioneers, and most seem to agree that the day of the small farmer is rapidly passing. The past fifteen years have seen many farms consumed by larger operations. In nearly all cases, where once there were many farm families making a living and raising their families, now there will only be a few. The auctioneer who has made a career selling farm machinery close-out auctions in the local area will soon be in the same position. He will have to be prepared to handle the few large auctions or will have to change direction and expand their auction abilities into other specialized fields, such as business liquidations, antiques or expanded real estate ventures.

Some of the largest real estate auction firms in the country have only been in business for a few years and are already recognized nationally. I am often asked how this is possible. First of all, they have set a goal or have a plan. They know exactly what they want to do, then direct all of their efforts in doing it. They become experts in promotion; they develop a system; they produce great results and then let these results become public knowledge.

At the recent NAA seminars in San Diego, California, and Memphis, Tennessee, our members had an opportunity to hear many of these successful auctioneers. They shared their knowledge and I am sure that several hundred of our NAA members will use their expanded knowledge to further great careers. On behalf of the NAA, I want to thank each of these instructors and especially our President-Elect, Sammy Ford, for these great programs.

I would urge each of you to make this the year of education. Start now to direct extra effort to improve your auction and business knowledge. Be a part of the NAA programs, read, study, expand, NOW.

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THE AUCTIONEER

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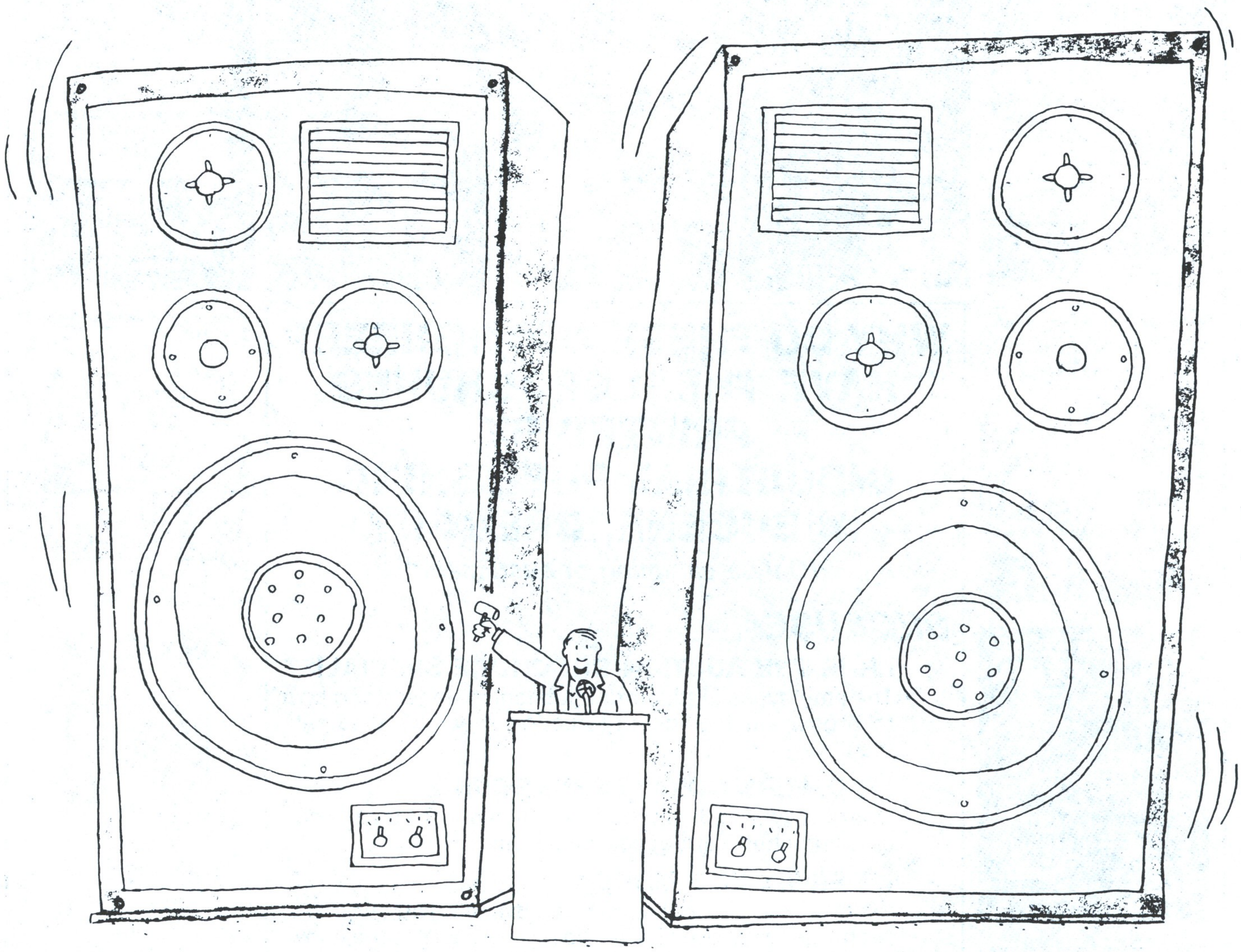
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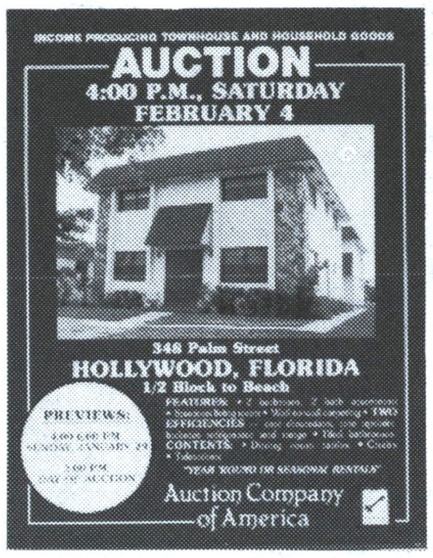
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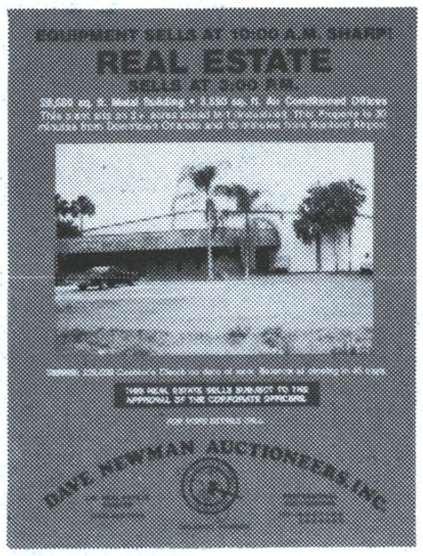
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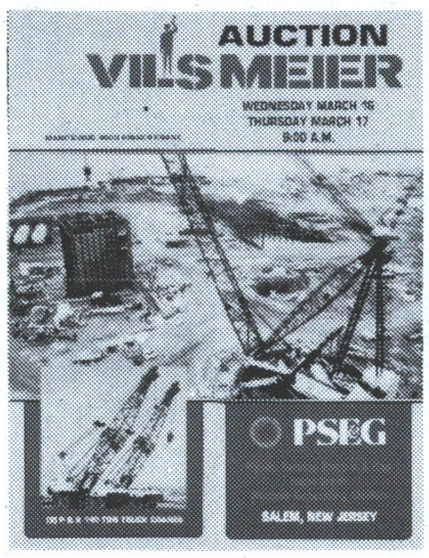


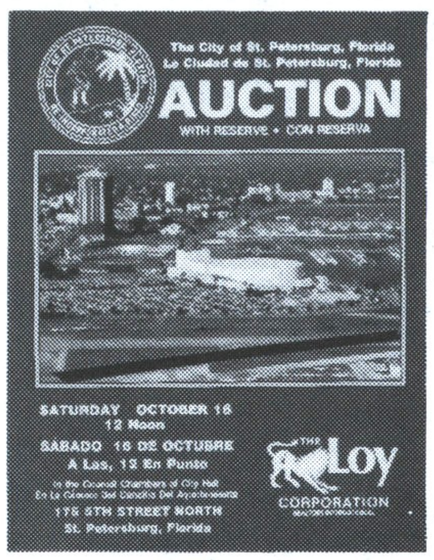














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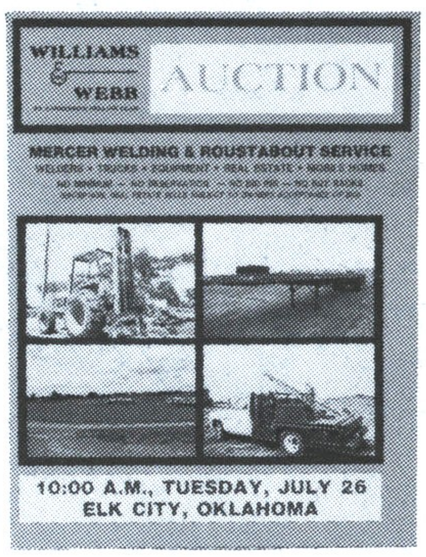
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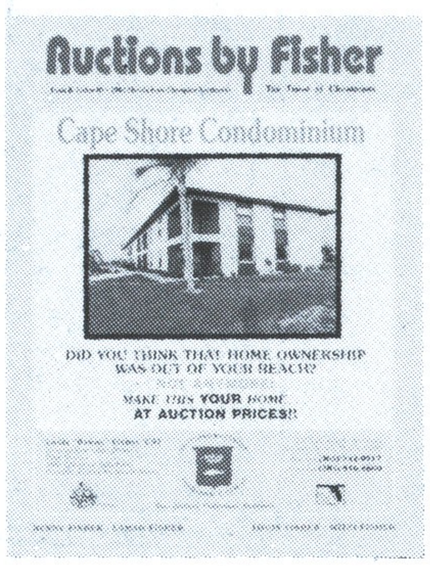
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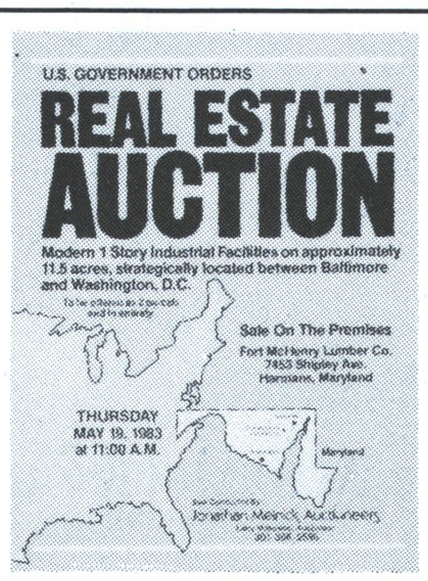




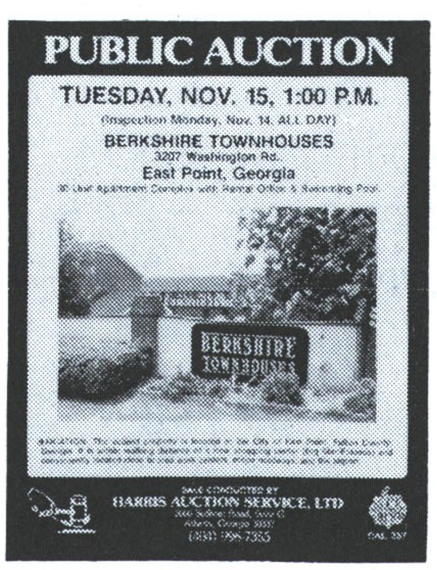












A Second Post Hole

by Robert H. "Bob" Glass, CAI
NAA Director

All auctioneers who handle personal property and some antiques will be able to benefit, I believe, from this; my second article that relates to a post hole of knowledge. By concentrating on a specific area of knowledge, it might give you an edge that would catch your potential clients' attention.

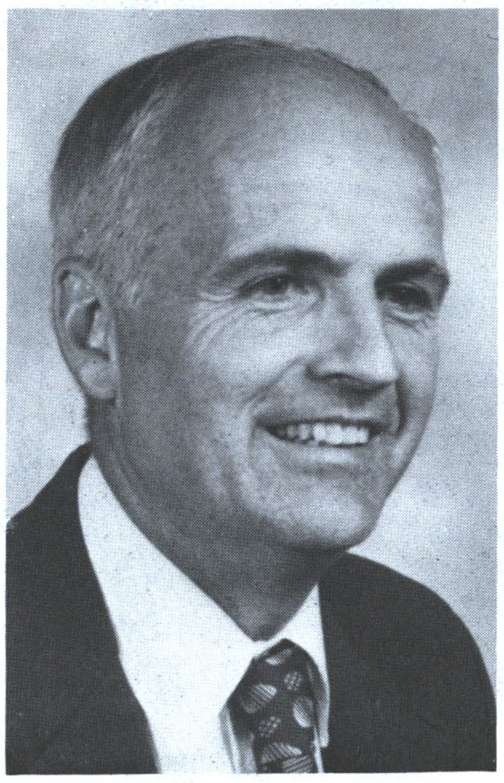
Documented artists of the 1900's are eagerly sought after and if you are in a rush to "get a house ready for auction" and the items seem to be of high quality, pay special attention to any artwork depicting cowboys and indians. Also pay special attention to the signature of the artist. Don't ever assume that a piece of artwork isn't valuable just because it doesn't appeal to your taste. For a painting to command serious money at auction, you as an auctioneer need to determine if the artist is recognized by some authority other than his mother. A fine reference book we have used is entitled, **Dictionary of American Painters, Sculptors and Engravers** by Mantle Fielding, Modern Books and Crafts, Box 38, Greens Farms, CT 06436.

Remember you don't have to worry about value, but you do have a responsibility to alert the correct buyer. If an artist is listed in Fieldings, we just list, "As listed in Fieldings page 91". The phone calls pour in. Don't be discouraged if your artist is not in there. If you know a personal history of a **local** artist that is eagerly sought after, that fact will enhance the value. The Fieldings book can be borrowed from a library, or else purchased for about $25.00.

A person offered me $35 for a small 7" x 10" of a rock and seascape. Since we only sell at auction, I used Fieldings, found the artist, photographed the painting, placed it in an upcoming auction of quality, and advertised it in the Newtown Bee, Arts and Antiques, Newtown CT. A phone bid from New Hampshire won it at $750.

If you have a painting that you feel is European and you feel worth a great deal, you should use Benez. It is a book on "artists of the world" that gives you a recently-recorded selling price for that artist. (one small problem—the book is in French, but you can labor through it to gleam from it enough information to alert a top buyer. If you find it in Benez, you have a home run.)

Below is a list of some more common artists you could unearth in the next house you hoe out: John Bailey, Floyd MacMillan Davis, Harry Beckhalf, Arthur William Brown (1881-1966), Herbert Morton Stoops (1888-1948), W.H.D. Koerner (1878-1938). Mr. Koerner was a western artist. Two of his more noteworthy works are, **The Confrontation**, showing militia scouts and indians meeting in the woods, and **Fall in the Saddle**. He was best known for his accurate depiction of cowboy life. **Fall in the Saddle** measures 22" x 40". In 1981, it was estimated to be worth $24,000 to $28,000. Wouldn't that make your auction a real success?



NAA Director Robert H. "Bob" Glass, CAI, was elected to the Board of Directors in 1981. He is the owner of the Robert H. Glass Auction Gallery in Central Village, Connecticut which specializes in antique sales, but also handles household, general and real estate sales.

An interesting and unusual aspect of the Robert H. Glass Auction business is that the entire family; Bob, Barbara, Gwen, Bob Jr., Laurie, Jeff, John and Ginger are all trained auctioneers and work in the business.

Mr. Glass is active in the Massachusetts, Rhode Island, Connecticut and New York Auctioneers Association.

We, as auctioneers, are called upon to be judge and jury all in the same day, and we must make instant decisions. Be very sure that you don't hurriedly pass over an oil on canvas because you have another appointment. It will pay off to take five minutes to research an artist.

In closing, I will list several important areas to watch when looking at old furniture which I have labeled "clues to age". (Remember, one clue by itself doesn't mean much, it's the total overall appearance).

1. Original condition (not refinished)
2. Appearance of:
   A. wide dovetailing, 1-1½" between each dovetailing
   B. use of carved rosettes anywhere on the price
   C. absence of glue at joints
   D. use of hairpin hinges (just like the old bobby pins) on lids of blanket or storage chests.

Remember if you have any indication (in the pit of your stomach or by the hairs on the back of your neck standing up) that you might have a really great piece, please call me or take a black and white picture of it and send it to me at Box 237, Central Village, CT 06332, or call me at 203-564-7318. I would be pleased to give you an opinion.

Robert H. "Bob" Glass
NAA Director

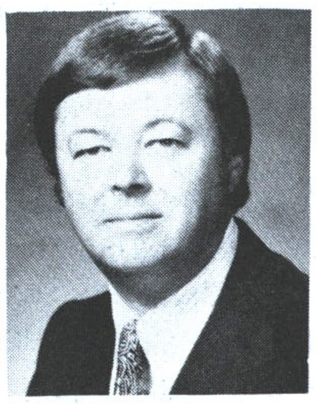
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Let's Review

by William M. "Bill" Yonce, CAI
NAA Director

The other day while referring back to some past issues of THE AUCTIONEER, I found myself feeling appreciative of the vast amount of information contained in each issue of our association magazine. At that particular time, I was debating several subjects about which to write an article, when I realized that everyone concerned could benefit more from a simple reminder of the importance of the educational and informational content of all past issues of THE AUCTIONEER to date.

So, rather than write about a particular subject, I would like for you to take a look back to former issues of THE AUCTIONEER for some strong medicine, great information that perhaps you took the time to read when that particular publication was issued, but have since forgotten about. I picked this collection of articles through random selection, and feel that they are important references to keep on file and never forget.

Thank you for taking the time to review these—there is some very good reading in these past issues.

May 1978 **Auctioneers Should Continue To Evaluate Their Performance And Maintain A Professional Attitude.**

by Forrest Mendenhall
NAA Director

Forrest has outlined some excellent points in this well-written article. Forrest, being the professional he is, has shared some good ideas with you. Brush up on your professional attitude and performance by reading this article.

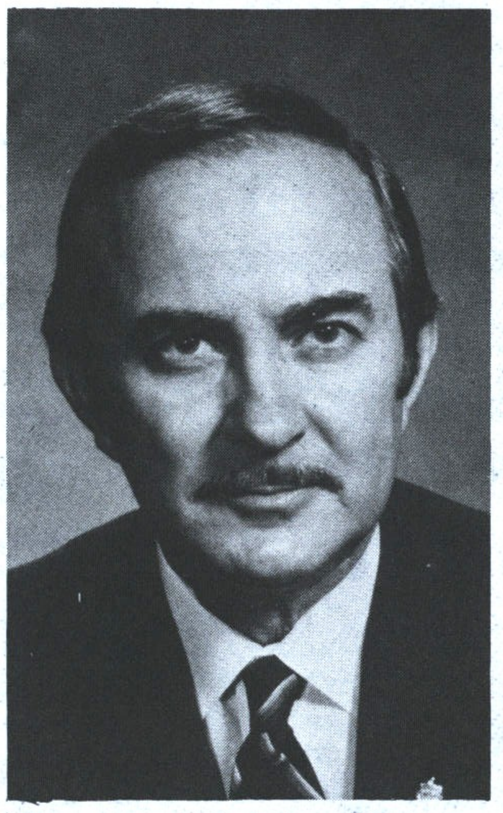
June 1978 **Marketing Real Estate By Auction**

by Lyle Erickson
NAA Director

Lyle has always been a leader in the selling of real estate at public auction. In this article, he tells it like it is. Take advantage of the vast experience Lyle offers and use what he shares with you. Page 23 is the article.

October 1978 **Mr. Auctioneer: Who Are You? Where Are You Going?**

by William J. "Bill" Josko
NAA Director



William M. "Bill" Yonce, CAI, has been an auctioneer for over twenty years. He is a member of both the North and South Carolina Auctioneers Associations. He is currently president of the South Carolina Auctioneers Association, and has previously served as vice president and president-elect. He is also secretary-treasurer of the South Carolina Auctioneers Commission in which he is a charter member.

Mr. Yonce is active in the Pee Dee Kiwanis Club in his area. He has served as president and lieutenant governor of this organization. In appreciation of services, the organization honored him with a distinguished service award.

The William M. Yonce and Company, Inc. is a full-service auction and real estate firm in Florence, South Carolina.

There comes a time in every auctioneers life when he should sit down, take inventory of himself and plot out the road ahead.

That is the first sentence in this very interesting article. This is a very timely article. Don't hesitate to read it again and again and let all your people read it too. It contains a lot of good advice.

October 1978 **You Are A Professional . . . Act Professionally**

by Wayne Ediger
NAA Director

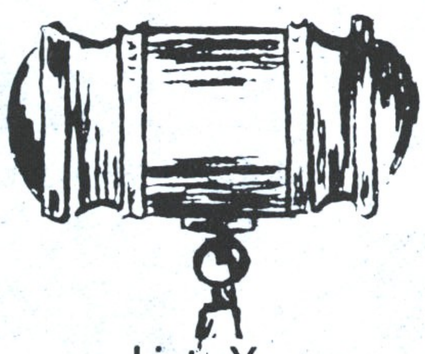
Mr. Ediger has touched some fine points in this well-written article. We can never read or hear enough about the word "professional". I'm sure that you will appreciate the opportunity to read this article again.

October 1978 **Have Thankfulness In Your Heart**

by Nido Qubein

Mr. Nido Qubein was the speaker for the President's Banquet at the 1978 NAA Clambake Convention in Boston, Saturday, July 22, 1978. This is a reprint of his presentation at the banquet and is sure to be enjoyed by those who were there in person to hear him, and for those who failed to read this fine article when it was offered in the October, 1978 issue. You will find it on Page 47.

Continued on P. 56



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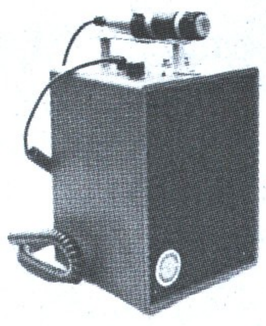
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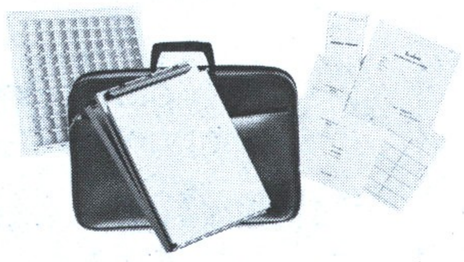


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NA

National Auctioneers Week 1984— Planning Ahead Is The Key

March is not too early to plan how your auction business will make the most of National Auctioneers Week, April 1-8, 1984. So that you and your auction staff can start thinking about a promotional campaign in April, THE AUCTIONEER offers this checklist. "The Week" is an opportunity for you to promote your auction services through special, nationwide attention for the auction method.

Look at it this way, the more people who know about you and National Auctioneers Week, the more likely they are to contact you when they need to have an auction.

Begin With Your State Auctioneers Association

Get personally involved, get other state members involved, and get organized as a state association to promote The Week. Every potential client and customer in your state needs to know that professional auctioneers are successful businessmen and women.

Call one of your state association officers or directors. Discuss how your association can achieve recognition of the auction method during National Auctioneers Week. Has there been a committee appointed for The Week's activities? Who is contacting the governor's office to arrange the signing of a proclamation for The Week? What special benefit auction can be planned through a team effort of your state's auctioneers?

Get media attention as a state association. The public needs to know the benefits of the auction method. Decide how the newspapers, television and radio stations will get the message that it's your special Week, and that professional auctioneers are organized in your state.

Plan an auction event that will gain media attention for the state association. Auction for a charity, for the state government, any worthwhile cause that will generate positive attention for the auction method during The Week. Leave the public with the message, "contact your local State Auctioneers Association member for more information about the auction method of selling."

Consider National Auctioneers Week as an opportunity for your state association to receive recognition for itself, the auction method, and ultimately all the auctioneers involved. Here's your chance—as an organization—to tell a majority of the population that you provide an important service that sells.

What you have to offer is a powerful marketing method with a proven track record for producing results. During National Auctioneers Week, you're reminding the public of your NAA affiliation, your state association membership and your auction business potential. The Week is certainly a business opportunity to promote yourself; one more reason to make the buying/selling public aware of your professional auction services.

National Auctioneers Week is a most appropriate time to debut your edition of the NAA's auction customer pamphlet. A free sample is available upon request to the NAA office. The pamphlet gives information about your auction business, the history of auctions, reasons to sell by auction, and how to bid and buy.

Plan at least one special auction event during The Week, that will result in media coverage, before, during or after the sale.

Have each one of your employees tell at least ten other people that you're honoring National Auctioneers Week, and what activities are planned.

Talk to any and all local civic, community, or service organizations that will have you as a speaker. These kinds of groups especially need to hear the auction success story.

Get the public into your office with an open house.

Decide a particular group of prospects who need to know what you have to offer. National Auctioneers Week may be a good reason to personally contact them one more time, take them to lunch, or send them a letter and your promotional pamphlet.

Be on as many local talk shows as possible. Look professional, sound professional, and make an effective, businesslike impression.

Have the mayor of your city or town sign a National Auctioneers Week proclamation. Join with other NAA members to be in a photo of the proclamation signing for your local newspapers.

Promote The Week just as you would promote an important auction. Again, the more people you contact through National Auctioneers Week, the more likely they are to contact you when it comes time for auction business.

Display the NAA Emblem







1971 Caterpillar Stolen

This information was received at the NAA office on February 6, 1984 from the Royal Canadian Mounted Police. If you have any information that could help them locate this missing piece of equipment, please contact:

G. Smith
Sherwood Park Detachment
Box 3180
Sherwood Park, Alberta T8A 2A6
Telephone (403) 467-7741

On December 15-16, 1983, the I.H. Davis Contracting Limited yard was broken into and a Caterpillar D7F dozer was stolen. The Cat is described as:

- 1971, Serial # 94N-2069,
- with D7 power winch #E77P1933,
- hydraulics #173B-59P1736,
- with double tilt hydraulic blade,
- I.H.D. is welded onto the winch,
- SC1 is welded onto the blade,
- yellow in color,
- Unit SC1 (marked four places on outside of Cat in black 3" high letters).

When auctioning, doing repairs, etc, would you please be on the lookout for the above-noted items as a unit or separately. Thank you for your assistance.

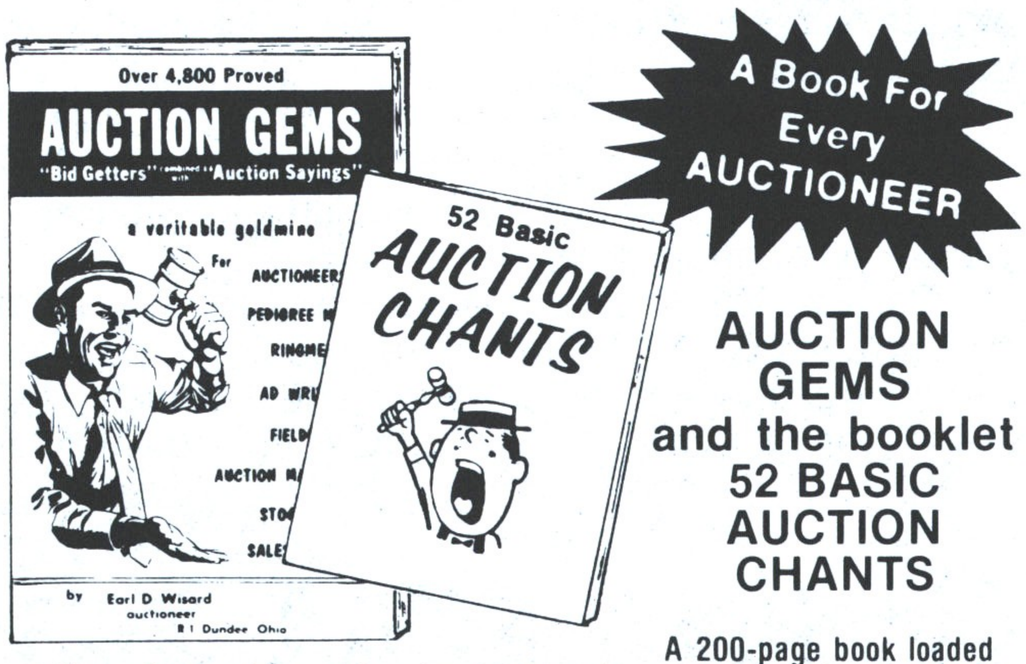
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"There is no place in the auction business for anyone too lazy to commit to memory that which will get more bids or hold an audience." — Col. Fred Carpenter, 25 years President of American Auction College.

"Inject a little humor because a crowd in a good mood is a better bidding crowd." — James W. Heike, NAA Director, "Auctioneer", Feb. 1980



AUCTION GEMS and the booklet 52 BASIC AUCTION CHANTS

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Earl D. Wisard, Auctioneer, Box 91, Dundee, Ohio 44624

"In Memoriam"

The NAA office was notified in January of the death of NAA member Sproull Dempsey, Sr., of Rome, Georgia.

NAA member Roy Hyden of Bowling Green, Kentucky, passed away February 1, 1984 from a heart attack.

The NAA office was notified of the death of NAA member John E. Martin, Ephrata, Pennsylvania.

The NAA office was notified of the death of NAA member Victor R. Vance of Salem, Illinois.

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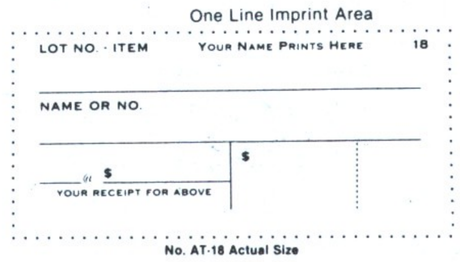
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Government Officials Proclaim National Auctioneers Week

Honorary NAA Membership— The NAA's Way of Saying Thank You

That's right. If your governor, county commissioner, mayor or city manager officially proclaims National Auctioneers Week, April 1-8, 1984, the government official is eligible to receive an Honorary NAA Membership certificate. Furthermore, if you will request to the NAA office in advance of the proclamation signing, the certificate will be mailed to you for presentation at the proclamation signing.

To have the official designated as an honorary NAA member, please provide the NAA office with the following information.

- Correct spelling of name, plus nickname if used publicly. Example: William L. "Bill" Smith.
- Official title and jurisdiction. Examples: Governor, State of _____ ; Premier, Province of _____ ; Mayor (City Manager), City of _____ ; Commissioner, County (Parish) of _____ , etc.

If you have any questions about the certificate preparation, please contact the NAA office before you submit your request. If your government official has already proclaimed The Week by the time you are reading this, the NAA office will send an Honorary NAA Membership certificate to the official on your behalf.

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

However, making a public official an honorary NAA member is only one way to promote and publicize National Auctioneers Week in your area. Send out news releases, somehow make THE WEEK good for your auction business, and bring in a new NAA member.

All local publications and broadcast media in your area should know that April 1-8, 1984 is National Auctioneers Week. One way to accomplish that awareness is to send photocopies of the NAA news release. So that the release will have every chance of getting published or mentioned on the air, consider the following procedure.

1) Retype the news release on your business letterhead, and be sure to double space.
2) Insert your name and business information at the end, for the person to contact.
3) Send a copy of the news release to all local publications, radio and television stations.
4) If you know the editor or broadcast news director, mail the release addressed to him/her personally. If you do not have a name, use "business editor" or "city editor", and "News director" at a radio or TV station.

Mail the news release well in advance, so that it can be published immediately before or during National Auctioneers Week, April 1-8, 1984.

For Immediate Release

SUMMARY: NATIONAL AUCTIONEERS WEEK EMPHASIZES AUCTION CONTRIBUTION TO BUSINESS AND INDUSTRY

'Sold On Auctions' is the theme for National Auctioneers Week which will be held April 1-8, 1984. It has been proclaimed by state governors, premiers and government officials all over the United States, Canada and other foreign countries. 6,300 National Auctioneers Association members will be emphasizing the benefits of buying and selling real and personal property through the auction method.

The auction method is proven successful and an option that buyers and sellers can't afford to overlook. Whatever is for sale, an auction can produce quick results regarding the dispersal of merchandise, and the seller also has the advantage of receiving payment in cash at the time of the sale. Other benefits to the seller include naming the day and time of the auction, plus having bidders make immediate buying decisions.

If legal concerns are important, an auction is a truly "public" sale. A sale based on bids is fueled by competition, and when price is a problem for parties wishing to sell who cannot come to agreement, the bids become a barometer of the true value of whatever they are trying to sell.

The National Auctioneers Association has promoted the auction method of selling since 1949. The members of the NAA have also helped to raise millions of community dollars through benefit and charity auctions. Your local auctioneers will be happy to visit further with you about the auction method of buying and selling.

For further information contact NAA member auctioneer _____
(your name, business address, and phone)

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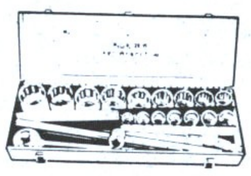


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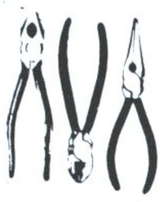
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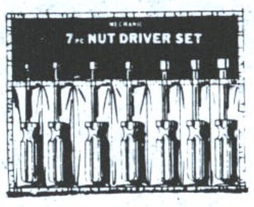






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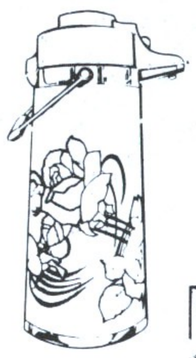


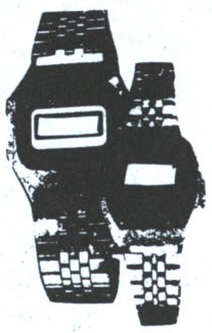


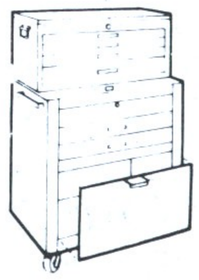
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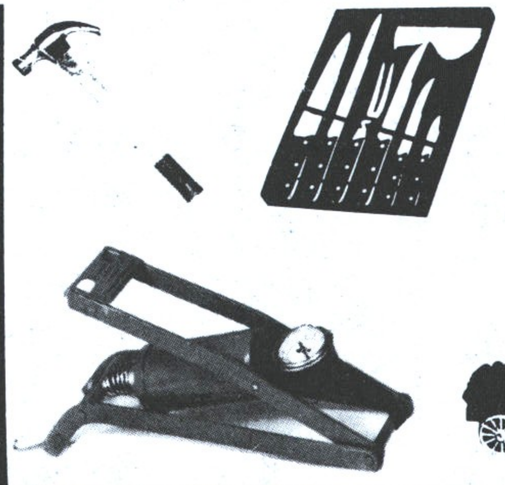


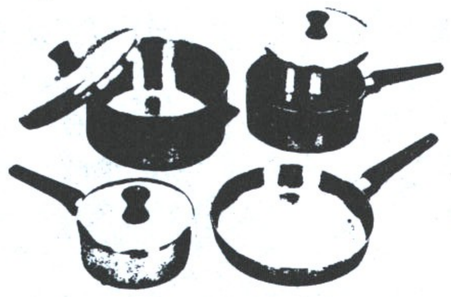


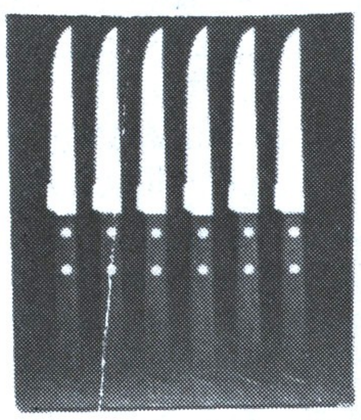
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Use Your Promotional Skills To Promote NAA Week April 1-8, 1984

Auctioneers are great promoters. It takes a great deal of planning and promotion to make an auction a success. National Auctioneers Week requires the same type of promotion that is behind every auction. Instead of promoting goods, you are promoting The Auction Method of selling Real and Personal Property, a service that you know will directly benefit your customers.

It's exciting to promote a good product, so National Auctioneers Week is your chance to have fun and tell everybody why The Auction Method is such an effective marketing tool.

The NAA has put together some tips on publicity and promotion to help you start planning your promotional strategy for National Auctioneers Week, April 1-8, 1984. Your overall message should:

1. offer a consumer benefit or solve a consumer problem
2. make sure that the benefit or solution promised is wanted or desired by the consumer
3. be simple and in language that everyone can understand

The way to get publicity is to "make the news" so to speak. If you create an event that the media feels is newsworthy, you have the best free publicity available. Other media possibilities include outdoor advertising such as billboards and neon signs, free shopping newsletters, direct mail, posters, hand bills and community bulletin boards. The list goes on and on, and the sky is the limit to what can be used to promote an event.

Have a Proclamation Signed

Take National Auctioneers Week seriously. Make everything official by having a proclamation signed by your governor, mayor or county commissioner. Photographs and news releases can be distributed to newspapers and the event can be promoted throughout the state. The time to start planning is now because April 1st will be here soon.

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

Radio and TV

Radio and Television are very important media devices that can be used very effectively. Discuss with the station personnel what talk show possibilities there are the week of April 1-8, 1984. Also, discuss with other NAA members in the area the idea of having an auctioneer panel discussion of the Week.

Here are two ideas for Radio commercials that could be easily read by someone at the radio station, an auctioneer, or even a satisfied auction customer.

#1 THIS IS NATIONAL AUCTIONEERS WEEK ACROSS AMERICA, AND WE WOULD LIKE TO TALK A MOMENT ABOUT THE SERVICES PROVIDED BY AN AUCTIONEER. AUCTIONEERS SELL REAL ESTATE AND PERSONAL PROPERTY. THEY ALSO PROVIDE COMPLETE APPRAISALS, AND HOLD AUCTION SALES. IF YOU HAVE QUESTIONS ABOUT HAVING AN AUCTION, CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

NATIONAL AUCTIONEERS WEEK
April 1-8, 1984

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

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

Therefore, as (insert title—State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 1-8, 1984 as National Auctioneers Week in (name of state, city, town, etc.).

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

(Official Seal)

_____
(Signature)

#2 IT'S NATIONAL AUCTIONEERS WEEK, AND HERE ARE SEVERAL REASONS WHY YOU SHOULD CONSIDER HAVING AN AUCTION. EVERYTHING IS SOLD FOR CASH, YOU SELL ONLY WHEN YOU ARE READY, PRICES ARE DETERMINED BY COMPETITIVE BIDDING, AND YOUR COMPLETE SALE IS OVER IN A MATTER OF HOURS. IF YOU HAVE SOMETHING TO SELL, DEFINITELY CONSIDER AN AUCTION. CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

Another excellent way to get publicity for National Auctioneers Week is through a Letter to the Editor. Some tips from the publication entitled COMMUNICATION BRIEFINGS, Community Square, 403 Sicklerville-Williamstown Road, Sicklerville, New Jersey, 08081, will hopefully prove helpful to you.

'Getting Your Letter Published'

Letters to the editor are an excellent way to get your organization's story across to a broad range of newspaper readers. Surveys show that the letters' column gets high readership. Here are some guidelines to follow:

- Make it topical, clear and lively.
- Concentrate on a few points and be brief.
- Be sure spelling, grammar and punctuation are correct.
- Take sharp issue with an article or editorial and you'll stand a better chance of getting the letter published.
- Avoid praise of an article or editorial without additonal illumination of the topic.
- Sign all letters clearly and include address and phone number if you're using personal stationery.

Start Planning Now For NAA Week April 1-8, 1984

Another article that could be helpful from the same publication is:

'Why We Fail as Communicators'

- We forget that communication is a two-way street. We have to pay attention to what others are saying and relate to their message.
- We think that communication is finished when information is given. Communication involves giving information, getting feedback and evaluating the response.
- We tend to become enchanted with our own words and often dissociate our words from our feelings and deeds.
- We believe that there is a direct relationship between the volume of communication and the amount of information conveyed.
- We forget that nonverbal messages can be more important than verbal messages.
- We lose sight of the fact that the tone of our communication delivers a separate message. It can signal that we are stuffy and boring, or alive and warm.
- When we listen to others, we tend only to listen for what we want to hear.

Exciting News!

Spring & Summer Special

Our 1983 Spring and Summer Special was such a huge success that we have decided to repeat it for 1984.

Exciting terms are coming up during April, May and July that offer you real estate appraisal education and certification. Upon payment of your full tuition you will receive your first year's certification membership in the organization of professional real estate appraisers at no additional cost to you.

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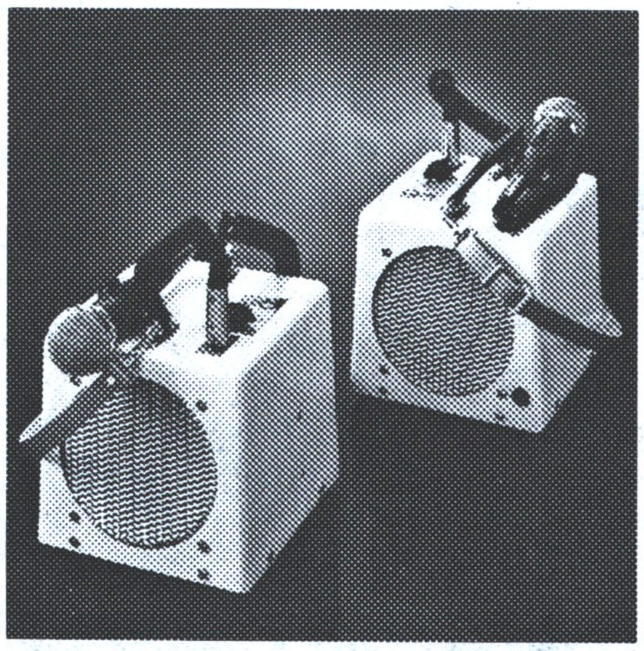
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NAA member Brian Nelson Jones is the District Five Director of the Indiana Auctioneer's Association, and is the Antique and Classic Car Director of the International Society of Appraisers. He resides in Bloomington, Indiana, with his wife, Debby, and five children.

by Brian Nelson Jones
Bloomington, Indiana

Almost ten years ago, three individuals developed the idea that the Auction profession and its members might benefit from a program tailored to their specific needs and presented at a major Midwestern University. They reasoned, correctly, that such an undertaking would require more than just one series of seminars and classes; that the course-work should be spread over three years, in order to grow with the needs of the students; and that the designation awarded at its completion should command respect from the public and other professions.

It took almost two years for the Certified Auctioneer's Education Institute to become a reality. Months of planning and coordination with the National Auctioneer's Association and many of the top minds at Indiana University culminated in the first series of courses being launched in the Spring of 1976. Since then, several hundred Auctioneers have completed the program and earned the C.A.I. designation, and their number is growing. The members are recognized across the Nation by the American Bar Association and the American Banking Association as providing quality auctioneering and appraisal services.

When one is a busy Auctioneer, he may wonder just what he may learn at the Institute that actually justifies taking the time to attend. The courses sound impressive enough: Marketing, Antiques and Fine Arts, Accounting, Finance, Communications, Insurance Needs of the Auctioneer, Law for the Auctioneer, Appraisal, Sale of Residential Real Estate at Auction, Advertising, Sale of Farm Real Estate, Sale of Farm Personal Property, Liquidations, Economics, Sale of Commercial Property, Managing Personal Business, Written Communication, Self-Management and Ethics. In some form or another, we know all about those subjects, don't we? Or do we?

Believe it or not we used the familiar excuse of being "too busy," or "gone too much," to avoid getting involved with the Institute, even though we have lived in Bloomington, Indiana for over fifteen years. Something else always came up, and it simply couldn't be fit into our "schedule." Strange to say, we did find time to entertain fellow Auctioneers from near and wide while they were here, attending the sessions. (This can become costly; no Auctioneer we know has ever forgotten where to get a good home-cooked meal, and many dive in as if they were going to the electric-chair in the morning!)

Finally, two Auctioneers with whom we've sold many of our Classic Car events throughout the country cornered me in the family-room. They had tried this "on the road," but at home, it literally "hit home." Their message was that I should have started the Institute when they did, and might well be finishing with their class. They also pointed out that, though each had been a successful Auctioneer for over twenty years, they had learned something from every class that helped them build their individual businesses.

Those seemed like pretty big claims, but we decided to find out for ourselves. One thing is certainly clear; you can't hope to complete something you've never even begun! So, off we were, just several blocks away, to Indiana University—but we had to wait 'til the **next** Spring to enroll, because all the classes were full.

Once we finally started the courses (we aren't yet finished!), we found that the strength of the Institute isn't limited to the lecture-material. It lies, more correctly, in the practical, hands-on knowledge that you are able to acquire from fellow Auctioneers, who share your aspirations and goals. It lies in the casual acquaintances that become lasting friendships with those who share with you a unique way of life. And it lies in the contacts you make with people who can answer your questions about virtually any aspect of the profession, and who justly expect you to "lend a hand" when they have questions of

Continued on P. 59

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Auxiliary to the National Auctioneers Association

Keep Your Auctioneer Organized

The fast moving auctioneers of today need a lot of behind-the-scenes help and organization. Remember, auctioneers are not paper people; they are people people and voice communicators. It is our duty, as their back-up associates, partners or business managers to help them become more organized and to also help them stay that way.

Write down everything. This simple rule allows you the convenience of referring back to what was written at a previous time. This step towards organization is vital. There is no way that any individual can rely on memory alone for appointments and schedules in the stressful environment in which auctioneers work.

Month-at-a-glance calendars. Another important tool that our company uses is a monthly calendar that can be kept by the telephone. We update these constantly whenever we receive a call to list an auction. We are careful to periodically check both calendars to make sure that all appointments have been recorded in both books. The calendars are then taken along to scout an auction where it can be scheduled on the spot.

Our calendar is also marked with monthly and annual events including business and social events. Flags are used to indicate the times when individual auction advertising should be started. We refer back to it so often that I sometimes feel like my calendar has grown to my arm.

A month-at-a-glance calendar makes it easy to spot busy times before they become a problem. Our calendar has large squares so we can put morning appointments at the top and evening activities at the bottom. We draw red lines through dates of important annual activities, such as NAA and state conventions. It is then easier to schedule an auction so that it will not conflict with the conventions and prevent us from going. A little time and planning at the beginning of each year helps us considerably. Remember also, it is just as important to schedule a few leisure hours as it is work hours.

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The purpose of the National Auctioneers Association Auxiliary is to help promote and advance the profession of auctioneering. Anyone who is a past officer, spouse, parent, widowed spouse or child of a member in good standing of the NAA is eligible for membership.

The Auxiliary offers an educational program on Thursday morning during the annual NAA convention. In the past such programs have been presented: clerking sales, working with computers, laws and licenses, security on and off sale premises and retirement plans for independent business persons. Education is one of our primary goals.

A committee from the Auxiliary is formed each year to assist the NAA and the host state association in planning youth activities for the Annual Convention. They provide crafts for and assist in supervision of youths, age 6 to 18 years, who wish to use the youth activities room. The committee also assists with supervision on the youth tours during the convention. Volunteers are always needed.

The Annual Ladies Luncheon is hosted by the Auxiliary and the host state association. During this time, everyone enjoys fellowship, fun and entertainment. A Fun Auction is held to raise money to meet the Auxiliary's $5,000 pledge to the NAA building fund.

The Auxiliary's "pet project" is compiling a written history of the Auxiliary, which also includes a part of the NAA convention history. The Auxiliary's pictorial history books will be on display at the new NAA office in Kansas City.

All these functions are open and available to anyone attending the annual NAA conventions, and are not restricted to Auxiliary members only. Auxiliary dues pay for these activities. An Auxiliary yearly dues statement of $5 will be included with the spouse's annual NAA membership statement.

With your support, volunteering and by payment of dues (even if not attending the convention), we can continue to provide these services and programs.

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by Pat Dunning
President

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The 1984 Selling Real Estate at Auction Seminar . . .

A success in every sense of the word.

Above left: NAA President-elect and 1984 Seminar Chairman Sammy L. Ford, CAI, led a panel discussion on Real Estate Auctions.

Above middle: Amos Witmer, CAI, following a presentation by Charles "Chuck" Layne, CAI, on the use of ring personnel during auctions, shared his thoughts and ideas adding a bit of his humorous southern Indiana wit.

Above right: NAA President William L. "Bill" Gaule, CAI, is shown presenting his seminar subject entitled, "Farm and Estate Real Estate Auctions."

Upper right: B.G. "Gene" Dunnington, CAI, offered many ideas on how to prepare for the real estate auction.

Lower right: Sheldon F. Good, President of Sheldon F. Good & Co., Realtors, discussed the topic of "Commercial Real Estate and New Homes' Auctions", and related it to his vast experience in the business.

Lower left: Charles "Chuck" Layne, CAI (left, seated next to Wayne Stewart, CAI), relaxes after completing his presentation on the use of ring personnel during real estate auctions.

Lower right: William Z. "Bill" Fox, CAI, shared his knowledge on the subject of "Industrial Real Estate Auctions".













Selling Real Estate at Auction Seminar

"An Enjoyable and Educational Experience"

by Harvey L. McCray
NAA Executive Vice-President

Selling Real Estate at Auction was the subject of the 1984 NAA San Diego (California) Seminar and 115 auctioneers, their non-auctioneer associates and spouses thoroughly enjoyed the sunny skies, warm temperatures and waterfront setting of the San Diego Hilton during the last weekend of January. The instructors came prepared to discuss the issues, procedures and methods of selling real property at auction and though everyone didn't agree on all of the methods, they did have the opportunity to return home and to their businesses with new ideas, which should be beneficial to the members' auction business, and to the profession in general.

B. G. "Gene" Dunnington, CAI, began the Monday morning session with ideas on how to prepare for the real estate auction. Gene made the presentation while suffering from a bout of the flu.

Charles "Chuck" Layne, CAI, Franklin, Kentucky, began the afternoon session with the use of ring personnel during a real estate auction. Amos Wittmer, CAI, Montgomery, Indiana, followed up with his ideas on the use of ring persons and, in addition, provided the registrants with his brand of southern Indiana humor.

Following an evening of dining throughout the San Diego area by the registrants, the Tuesday morning seminar session began with a presentation on "Farm and Estate Real Estate Auctions" by NAA President William L. "Bill" Gaule, CAI, Chatham, Illinois. Bill's presentation was well received by everyone in attendance and as is the case at many similar programs, enough time was not allowed for his presentation.

Luncheon was served on Tuesday poolside and with the temperatures in the 70's, it was hard for the registrants to return to the classroom, but they did! The attendance at all three days' sessions was outstanding and nearly one hundred percent. Education is the reason for the NAA members' attendance and everyone was eager

Continued on P. 63

Above: Selling Real Estate at Auction was the subject of the 1984 NAA Seminar. 115 auctioneers, their non-auctioneer associates, and spouses were present in San Diego, January 23-25, 1984. Learning was definitely enjoyable in such beautiful surroundings. Tuesday's luncheon was served at poolside with the temperature in the 70's.

Below: Despite the alluring warm weather, attendance was outstanding (nearly 100%) throughout the entire seminar.





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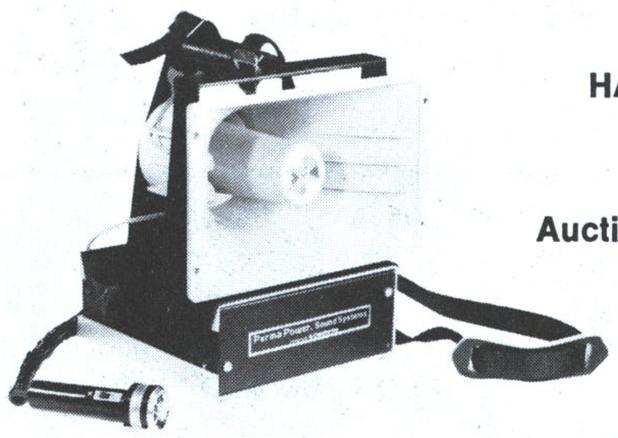
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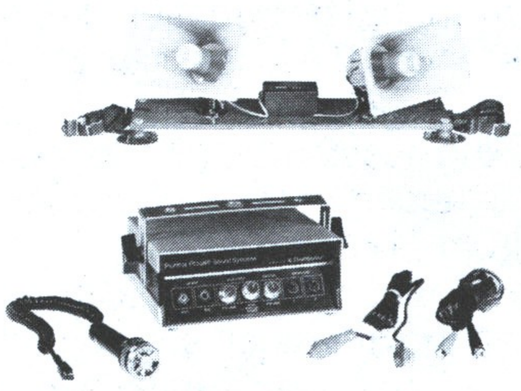
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Letters to the Editor

National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

Dear Sirs:

I have only been in the auction business for 15 months and became an NAA member approximately three months ago. I have just returned from the NAA Seminar in Memphis feeling more professional than ever. All of the speakers were knowledgeable, organized, and well-prepared to teach a large, significant body of knowledge in a short period of time. I am sure the cost of the trip will be recovered in a sale I had booked prior to the seminar, but will hold on March 2, 1984. This sale will now be conducted in a much more professional manner than I had originally planned. Even if the cost is not recovered and put in my pocket, it will be recovered in more and better service to my customer which makes me feel better already.

My wife and I will always remember the gracious hospitality of Harvey McCray, Bill Gaule and Sammy Ford. They all did a super job. We made many new friends and enjoyed all of them during all the times we shared with them.

There are two kinds of auctioneers, a new auctioneer like myself will always remember, those who try to keep the new man out and those who help him reach the standard levels of professional proficiency. There will always be a warm place in my heart for all of the fellow auctioneers I met this week. They all seemed interested in my improvement, monetarily as well as professionally. It is very evident to me also that they are living by the standards that they advocate.

Keep up the good work and I will see you in Minneapolis if at all possible.

Yours in Auctioneering,
Bill Forbes
Creswell, N.C.

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Dear Harvey,

Thanks for all of the time and effort that you put into the Building an Auction Business Seminar last week. This was the first National Auctioneers Association seminar I have attended, and found it to be very worthwhile.

Sincerely,
Richard Crum

National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

Dear Harvey:

In recent issues I've noticed several letters of commendation to the NAA's Houston Convention. As a first-time attendee, I agree with all of 'em. A fellow really picks up a great deal from the fraternity and association of fellow auctioneers.

My particular kudo from last summer's convention goes to the bidcalling presentation by Paul Behr and Danny Williams—the expertise and enthusiasm of these two young lads portends happy omens for the auction profession of the future. In visiting with Danny Williams after the session, I encouraged him to make a tape of auctioneering because of his successful 1982-83 World Championship quest. (Often young people at the zenith of their advancing careers are so busy that they don't record events as they happen, and after listening to Danny I was hopeful that he would put on record his teaching as well as his auction skills).

Danny has just finished a tape: "IMPROVE YOUR AUCTIONEERING." It is one of the most cogent and instructive auction lessons that I've ever heard. This tape is available from THE CHAMPION, P.O. Box 7344, High Point, North Carolina 27264. This tape is truly an extension of further education for auctioneers. The NAA Conventions are like good teachers—their influence never ends.

Here's to a good experience this summer in Minneapolis.

Sincerely,
Homer Kruckenberg
Great Bend, Kansas

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The editorial staff of the National Auctioneers Association appreciates all of you who take the time, and make the effort, to send articles for publication in THE AUCTIONEER magazine. Without your help, it is nearly impossible to cover all aspects of selling real and personal property at auction. You are the professional auctioneer, and your expertise is vitally needed!

It is important to include the pertinent facts that take place before, during and after the event that you are covering. Articles not appearing in THE AUCTIONEER are usually not published due to this kind of lack of information, rather than because of the actual story content itself.

There are some steps that you can take while preparing a story that will increase your chances for having the article published:

1) Provide all of the details, plus a name, address and phone number of someone who can provide any other necessary information.

2) Type the story, double-spaced, and make sure to answer the questions; who, what, where, when, how and why.

3) If a magazine or newspaper article is used, **be sure to include the name of the publication** and the page that the story is located on. This is important because we have to obtain permission from that particular publication office before we can reprint the article.

4) Photographs can tell a great deal about a story, if the photos are clear and representative of the story. Black and white glossies are available at your local newspaper, and reproduce very well in the magazine. Remember also, that newspaper clippings are not reproducible and that color photos tend to become to dark in the printing process.

Pictures tell a thousand words. Whether you are taking the picture, or having it taken, be sure that the moment that is captured explains and describes through actions, facial expressions and surroundings.

5) DO NOT MARK on the back of the photos! Tape a piece of paper with the necessary information on it to the back of the photo. Also, when sending the story, do not use paper clips! They scratch the finish of the photo.

6) Address the article to:
Michele L. Martz
Director of Publications
8880 Ballentine
Overland Park, Kansas 66214
Mark on the outside of the envelope: **ARTICLE FOR PUBLICATION**

7) Last but not least, do not hesitate to send an article into the NAA office. Your story might just contain the information that we are in need of for the next issue. If not, we keep everything on file for future use.

Every auction is important and there is something that can be learned from each one. By following these simple guidelines, the process will run more smoothly, and we can continue to upgrade the informational content of the magazine and the overall appearance of one of the finest association publications today.

Need License Law Information?

For current license law information, consult the "License law update" in the April, 1983, AUCTIONEER magazine.

If you need additional information about states which have auctioneer license laws, write NALLOA. Any and all correspondence with the National Auctioneer License Laws Official Association should be sent to the address below.

NALLOA
8880 Ballentine
Overland Park, Kansas 66214

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1. Bid Calling
2. Conducting the auction
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8. Ringman
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12. Appraising
13. Land description and surveys
14. Working together
15. Definition of 276 terms and words every auctioneer should know or have available.

A book every auctioneer should have for training or business reference.

OR
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BUY: HOME STUDY COURSE with written material. A great help to orient you to the Auction Business — particularly those having to take a State Test and secure a license. Includes both tape and book — **all for only $35.00.**

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GA. AUCTIONEER LICENSE NO. 129

Ring Man Ring Person Grounds Man Grounds Person



AL THOMPSON was born and reared in Two Mile, West Virginia. He is a Military Veteran of more than twenty years service. He has been in the Auction profession for some fifteen years and is known across the County as one of the best ring men non-pareil.

A CAI Graduate—Author of a soon to be published book "The Ring Man . . . An Unsung Hero"—and a Teacher per excellence! He has trained many ring men, some of which have become successful businessmen in the Auction profession. He has led several seminars at State Associations and he is currently on the Staff of Auctions by Fisher, Pompano Beach, Florida.

A BREAK-THRU IN NUMBERING

— SAVE TIME — SAVE MONEY —

PRINTED NUMBERS — STOPS ERRORS

EASY TO READ — EASY TO APPLY

Put away your numbering machine and marking pens. Number as you progress in a sale. Number your tags and buyer cards from No. 1 to as high as needed. Number your Clerking and Buyer Registration Sheets to match the tags and buyer cards, No. 1 up, 20 to each page.

— WRITE FOR FREE SAMPLES TO —

STOCK YARDS PRINTING CO.

1613-A Genesee, Kansas City, Mo. 64102

by Al Thompson, CAI
NAA Member

However you label him/her, they still boil down to . . . "THE UNSUNG HEROS"!!

That statement, my friends, is rather profound. It may cause some eyebrows to rise, some egos to deflate somewhat, and the pride of other Auctioneers to smart. The "ringman" is the "all star", sometimes hidden component, so glaring that most Auctioneers don't realize the importance of this valuable asset of his team.

I had one Auctioneer several years ago hire me and my staff to assist him with a large antique Auction. He advised us, prior to the sale, that all he wanted us to do was hold up items and he would call the numbers and take the bids. He informed me that he had very good peripheral vision and he did not allow anyone to take bids but him. He reasoned that by doing things "his way", he would know where his bid was at all times and his crowds were sophisticated and would not tolerate a boisterous atmosphere". He also informed me that the reason we were hired was that one of his major consignors insisted he employ us or he would not allow him to sell his items.

I almost went home . . . but I did not and I'm so glad that I didn't. This Auctioneer is now one of my dearest friends. He is now a believer! He and three of his staff came to Florida and trained with my people and, after five days of hard work, they were "on their way" as an integral part of a team!

Now, I'm not advocating that I train anyone . . . but, Mr. Auctioneer, if you are not conducting an ongoing training program for your ringmen, you are guilty of gross neglect to your company, to yourself as an Auctioneer, and, more importantly, to your seller. Good ring personnel can make an average Auctioneer shine like a star!

There are some very important things that I will not cover in this article for reasons that to some are quite evident. Some of those things, such as code words, hand signals, runs, and so forth, are so antiquated and are common knowledge to Auction goers that I don't feel they need discussing.

When I first started my Auction business, I started with three ringmen that had never been to an Auction. I don't have to tell you how embarrassed and helpless I felt. We began a training session the next day that is continuing until this very day, some fifteen years later.

Below I will now list some of the things that I insist my ringmen do and don't do.

1. Dress like a team—whatever you wear, make sure it is clean and in good repair.
   A. We use blazers, trousers, shoes, caps, shirts, and ties that all match. There is no doubt in anyone's mind who is a part of the Auction Team at all of our sales!
2. Have a pre-auction team meeting the day before the sale and at least fifteen minutes before sale time. Things change right up to sale time and the entire team needs to be apprised of what you are going to do.

Continued on P. 64

Broadcast media, audio-visual now in advertising contest

NAA members are advertising on radio and television, plus promoting their services with audio-visual presentations. In response to their efforts, the NAA Board of Directors added a Broadcast media/Audio-visual category to the annual convention advertising contest last year. It was a successful contest with many creative, fresh new ideas for auction advertising. This could be your year to win, so start thinking about what you want to submit now.

Rules adapted to "electronic" entries

Because of the playback equipment necessary to judge entries in the Broadcast media/Audio-visual category, plus other considerations, specific contest rules have been adapted to the new "electronic" entries. Therefore, read all the following requirements which also include a separate entry form.

All entries into the Broadcast media/Audio-visual contest category must include display of the NAA emblem or statement that the auctioneer is an NAA member.

Broadcast media

One radio 60-second commercial, or one radio 30-second commercial on one/eighth inch tape cas-VHF, video tape cassette, rewound and ready to play (entries on three/quarter inch video cassette cannot be accepted).

One radio 60-second commercial, or one 30-second commercial on one/eighth inch tape cassette, rewound and ready to play (entries on eight-track, reel to reel, or mini-cassette cannot be accepted).

You are permitted to enter one television commercial, and one radio commercial.

Audio-visual

One tape recorded presentation used in promotion of your auction service, or in promotion of a particular auction, on one/eighth inch tape cassette, rewound and ready to play (entries on eight-track, reel to reel, or mini-cassette cannot be accepted).

One slide presentation with sound, in promotion of your auction service, or in promotion of a particular auction, in slide tray(s) with accompanying one/eighth inch tape cassette. (Do not submit slide presentation and script. Also, if your presentation requires a special type of playback equipment other than a common "carrousel" slide projector, it's possible that the NAA staff may not be able to locate that special piece of equipment. Check with the NAA office before entering.)

One film presentation with sound, either 16mm or 8mm loop cartridge, promoting your auction service or a particular auction. (Do not submit film and script. Also, the same special equipment consideration as described for slide presentations applies to film equipment.)

You are permitted to enter one promotional tape recording, one slide presentation, plus one film entry, or any combination.

Any questions? Call the NAA office to discuss your concerns regarding entries into the Broadcast media/Audio-visual category. Awards will consist of one winner in the broadcast media section and one winner in the audio-visual section. Winning entries will become part of the NAA archives; "one of a kind" winning entries—films and slide presentations, for example—will be duplicated.

More contest information

The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1984 Contest. Awards will be presented at the Awards Festival of the 1984 NAA Convention, Friday, July 20.

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

Advertising Contest Rules

1. Entries must display the NAA emblem or contain the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA office—*three copies of each print entry*—by July 1, 1984.

(An entry into Category H must consist of a set of three items—one piece of your auction business letterhead, one of your auction business envelopes, and one of your auction business cards. The letterhead and the card must both display the NAA emblem, or state that the auctioneer is an NAA member. The envelope is excluded from the rule. To this set of three items attach the entry form. The NAA office must receive 3 full sets of your auction business stationery to complete your entry.)

3. Entries must be on the current year sales (July 1, 1983, through June 30, 1984).
4. Each member entering the contest can select an entry to be represented in any of the particular categories. **Limit is one entry, per member, per category.** Each entry must be labeled, or clearly marked, as to the category for which it is being entered. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges, and additional advertising pieces will be maintained in the NAA office for reference only.)

5. Members of the Advertising Committee are not eligible to compete for an advertising contest award.
6. Previous year winners—those who won an award in 1983—are not eligible to compete in the category in which they won in 1983, but they may enter any of the other categories.
7. Of the three samples submitted for each entry, one copy will be maintained in the NAA office; one copy will be maintained for judging; and the third copy will be displayed for viewing by the convention registrants, after the awards are announced.
8. Two first place awards will be presented in each print category; one for one-color ink on paper; and the second for multi-color ink on paper. Two first place awards will be presented in the broadcast/audio-visual category: one for the best broadcast media commercial; one for the best audio-visual presentation.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows:
    a. Commercial and Industrial
    b. Farm (an operating farm liquidation)
    c. Real Estate
    d. Antiques
    e. "Specialty" (cataloged sale)
    f. Consignment Sales with General Household and Estate Liquidation
    g. Institution (auction firm promotion)
    h. Auction Business Stationery (letterhead, plus envelope, and business card)
    i. Broadcast media/Audio-visual

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

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA office by July 1, 1984. Be sure and have a completed entry form attached to the set of three examples for each print entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.

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(507) 645-4407

Clerking Sheets
A Kwick Klerk Exclusive!!
Individual, snap-out slips
The fastest system going
Some say the time saved pays for them

Kwick Klerk
Box 147 Northfield, Mn. 55057

ENTRY FORM

(Broadcast media/Audio-visual only)

National Auctioneers Association
1984 Advertising Contest
NAA Annual Convention
Minneapolis, Minnesota

Please type or print.

CONTEST CATEGORY I. Broadcast media/Audio-visual

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE ENTRY

_____

_____

CHECK ONE

_____ TELEVISION, 60-SECOND

_____ TELEVISION, 30-SECOND

_____ RADIO, 60-SECOND

_____ RADIO, 30-SECOND

_____ PROMOTIONAL TAPE RECORDING

_____ SLIDE PRESENTATION WITH SOUND

_____ 16mm FILM WITH SOUND

_____ 8mm FILM LOOP CARTRIDGE

LENGTH OF TIME IF AUDIO-VISUAL ENTRY

_____

DEADLINE FOR ENTRIES: July 1, 1984

Photocopy or retype this form. Include one completed form for each entry. Send all entries to:

Advertising Contest
National Auctioneers Association
8880 Ballentine
Overland Park, Kansas 66214

Print Category Entry form P. 33

ATTENTION, ALL AUCTIONEERS!

RECEIVE COLORED GEMS ON CONSIGNMENT!

Dear Auctioneer,

We have been instructed to dispose of a vast quantity of genuine gems. They are to be sold in your auction regardless of price and with no minimum or reservation.

They are beautifully hand-cut, polished, and ready for mounting by your customers. Magnificent Ruby, Emerald, Sapphire, Opal, Amethyst, Blue Topaz, Garnet, etc.

Our company has, for many years, specialized in the mining, cutting, polishing and distribution of fine gems.

Recent economic developments have allowed us to acquire great reserves of these fine gems, which we, in turn, now offer to you for auction.

They are easy to sell and produce spirited bidding.

These fine gems are handsomely packaged and come with accompanying documentation. We provide a 30 day "no questions asked" money-back guarantee of satisfaction to your customers.

All you have to do is sell them, take your normal commission, and send us the proceeds.

Each shipment will contain (15) lots with each lot being (1) gem, which normally sell for between $30 and $300 each, depending on size, etc.

Each gem is guaranteed to be genuine and has been weighed on a laboratory jeweler's balance to 1/100 of a carat accuracy.

You do not need prior experience in selling jewelry to assist us. Simply add them into an upcoming sale and sell them.

These fine gems will be sent to you at no cost or obligation. They will arrive by first-class mail, insured. They will be listed on (1) page of easy to read paper with a place to post the selling price. An easy to use postage-free return envelope will be provided for your convenience.

To get a quick answer to any question you may have, before or after the sale, simply call our office collect.

Many auctioneers who have sold these fine gems in their sales tell us that they make enough commission in the 10 minutes it takes to sell them to pay for all of their labor costs for the entire sale!

These fine gems will provide interest, color, and variety to your sales. Plus a good commission to you -- Nothing to buy! No obligation! No Risk!

Please write today or, better yet, CALL COLLECT for full details.

Thank you and good selling!

Bob Rountree

Bob Rountree, General Manager

Consolidated Equity Associates

P.O. DRAWER 801216
DALLAS, TEXAS 75380-1216

CALL COLLECT
(214) 462-1707

ENTRY FORM

(Print categories only)

National Auctioneers Association
1984 Advertising Contest
NAA Annual Convention
Minneapolis, Minnesota

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED _____

BRIEF DESCRIPTION OF AUCTION _____

_____

_____

_____

DEADLINE FOR ENTRIES: July 1, 1984

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

Advertising Contest
National Auctioneers Association
8880 Ballentine
Overland Park, Kansas 66214

Closeout JEWELRY 55¢ doz.

Catalog — 25¢

Roussel's 107-190 Dow Ave.

Arlington, Massachusetts 02174-7199

NAA Job Market

Do you need another Auctioneer for that extra large auction or that heavy auction schedule? I am seeking part-time or full-time employment with a reputable auction firm. I have ten years experience in all aspects of the auction profession, and have conducted all types of auctions. I am young, ambitious, and enjoy the auction profession. I am a member of the National Auctioneers Association and am currently serving as a state association officer. Presently, I am located in the North Central United States area, but will consider traveling or possibly relocating. Contact:

National Auctioneers Association
8880 Ballentine
Box 1234
Overland Park, Kansas 66214

Do You Know These Auctioneers?

The NAA office has made repeated and varied attempts to contact the following NAA members, so that **THE AUCTIONEER** and other Association mail can be delivered to them. If you know any of the people listed below, please have them **CONTACT THE NAA OFFICE AS SOON AS POSSIBLE**. If no correct address can be determined for the NAA members listed below, they will be **REMOVED FROM THE NAA MAILING LIST**.

Samual Joseph Doak, 1916 East 12th Street, Rock Island, IL 61201.
Mark L. Smith, 305 North Pine, West Union, IA 52175.

State Association Conventions—Dates and Locations

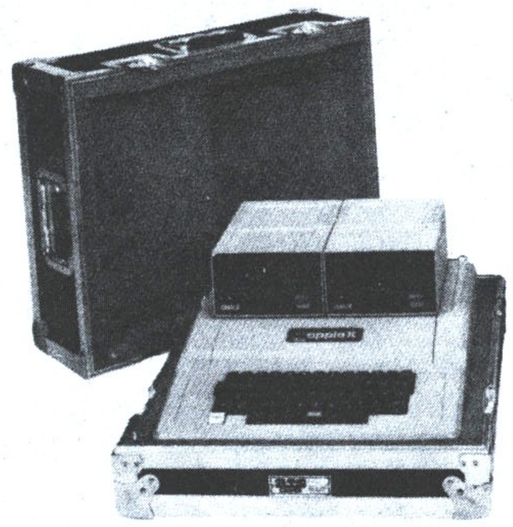
Convention dates	State Associations	Hotel/Motel City	State Association Contact
March 9	Kansas	Holiday Inn, Hutchinson	Rex B. Newcom
March 25	Illinois	Mt. Vernon	Roy Lawson
April 8	Iowa	Airport Hilton Inn Des Moines	
April 13-14	Arkansas	Camelot Inn, Little Rock	Louise Appling
April 29-30	Kentucky	Lexington	Danny R. Ford
May 5-6	Missouri	Holiday Inn, Osage Beach	Doran Livingston
May 5-6	Nebraska	Nebraska Center	Marvin Caspers
May 5-6	Oklahoma		Ray Patterson
May 5-6	Washington	Mayflower Park Hotel, Seattle	James Murphy
May 7	New Hampshire	Ashworth By the Sea Hotel, Hampton Beach	Stephen H. Schofield
May 19-20	South Carolina	Columbia	Phyllis Pinckney
June 3-4	Georgia	Columbus	Freddi Hagin
June 6-7	Wisconsin		Robert J. Massart
June 7-8-9	South Dakota		Charles Sutton
June 8-9	Texas	Marriott, 6121 135 N at U.S. 90, Austin	K.L. Espensen
June 17-18	West Virginia	Blackwater Falls, Davis	Anthony Felosa

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

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The running of your auctions will be as

"SIMPLE AS ABCs"

With a proven, fast and easy to use computer system — designed for you the auctioneer and developed in the field by people who understand your needs.

- Numerical Catalog of Lots
- Buyer Registration Throughout Sale
- Sales Entry
- Automatic Calculation
- Sale Tally and Summaries
- Consignors Summaries
- Mailing Labels

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AUCTIONEERS BUSINESS COMPUTER SYSTEM

Harriet M. Finn
(617) 527-5563

62 Sevland Road
Newton, MA 02159

"We Strive for a Comfortable, Dignified Style Auctioneering"

Editor's Note: This article was reprinted with permission by COLLECTORS JOURNAL weekly publication, Vinton, Iowa. Article was published in the February 3, 1984 edition and written by Maureen Collins.

Dallas, Texas—

Joe Small's Antique Auctions are held on Monday and Friday evenings beginning at 7 p.m.

At 4 in the afternoon the tall, stately auctioneer can be found in a conservative suit and tie, out on the gallery floor discussing with potential bidders the assets of the merchandise to be offered that evening at his large gallery.

Small has owned a large auction business in Dallas for the past five years. He has taken the finer points of professional auction facilities and combined them into a high caliber gallery which is renowned throughout the southern part of the United States.

At the main foyer is a pleasant reception area where a young lady greets the incoming people and directs them around a carpeted hallway towards the gallery. At the end of the hallway is an open and airy room where the auction takes place.

Above, oak blade ceiling fans swish, greenery and soft classical music surrounds the bidder. Underfoot, the deeply hued plush carpeting muffles unnecessary sound and soft spotlights highlight the two hundred or so lots of polished antique furnishings which array the perimeter of the room—all European antiques.

Small smiles when he hears that the writer is from the Midwest—he was born in South Dakota himself. He notes that he graduated from the Missouri College of Auctioneering and has had the opportunity to teach at the college in past years as an instructor for several sessions.

One cannot help but note that the same warm comfortable air of the gallery is emulsified in the man who owns it.

"I have a diverse clientele," he says. "They are so important and yet so commonly overlooked—auctions are not as popular here in the south as they are in your part of the country. People come to an auction to be comfortable and in a sense be entertained—but professionally so.

"We have strived to promote an atmosphere that is comfortable and dignified," he said.

One side of the gallery is smoking and the other set of cushioned seating is restricted to non-smokers. Above the heads of the non-smoking section are smoke-eaters.

Another touch is the concession—catered by a lady who delights the bidders with stuffed croissants and egg salad on whole wheat.

The auction block itself is a lit raised platform upon which sits a gleaming green Ford truck with an oak backdrop softly lit by a pair of 10-foot gasoline pumps.

The effect is polished and theatrical. The auction itself is staged in two sessions. Behind the raised auction block are rows of antiques which are brought to the front by upwards of 20 ringpeople (four of whom, in suits, gather bids throughout the sale).

At 9 p.m. the "gallery" is sold. Around the perimeter of the main gallery floor the very finest antiques to be sold that night have stood at attention under spotlights and at the appointed time the auctioneers move from one item to the next in the row selling the best of the auction in succession.

On the gallery floor on any given night mink coats and diamond earrings lounge next to blue jeans and cowboy boots as the bidders gather under the Small podium. Entertainment, buying spree or history lessons, the Small Auctioneers Inc. satisfies them all.

"On any given evening we offer around 200 European antiques plus a small number of American antiques from local areas," said Small. "We cater to our buyers. I have four auctioneers who work at the auction in split segments. They are educated men who know the merchandise they sell—something that is imperative in the auction business.

"Your people want to know what an item is before they buy and they must have confidence in the auctioneer's knowledge of what he sells," he said.

"In the past we have offered seminars to our patrons. We bring people into our facility and teach them how an auction works, how to bid and what to look for when purchasing an antique—all of these things are important in the auctioneering field—not only here but all over. The auction field is growing and in Texas a bit more slowly, but the auction style here is different."

It is different—it is marvelous.

CALL OR WRITE FOR A FREE BROCHURE & SAMPLE KIT
(507) 645-4407

Personalized Bidder Numbers
Perfect way for qualifing your buyers
Your name printed in a second color
Give them a try - we know you'll like them

Kwick Klerk
Box 147 Northfield, Mn. 55057

Convention Update

Who May Attend

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

1. NAA member auctioneers must register themselves, family, and non-auctioneer business associates for the entire program, no partial registrations.

Under no circumstances will a non-member auctioneer be allowed to register for an NAA convention.

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

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

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

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

Win $50, $150 in NAA Membership Contest

At the Minneapolis convention, July 17-22, 1984, you can be $50, even $150 richer when the NAA Board of Directors announces the winners of its 1983-1984 membership contest. The money awards will be presented to individual NAA members for sponsoring the most new members in a given region, a special auction school category, plus one overall winner for the entire nation.

Now is the time to get started. The May, 1984, AUCTIONEER will contain a form that you'll use to list the members you've sponsored between October 1, 1983, and June 30, 1984. It is your responsibility to keep track of your own list, and that list will be varified by the records kept at the NAA office.

Only those NAA members who complete and submit the contest form to the NAA office, postmarked on or before June 30, 1984 will be considered for the awards.

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

Below are the awards and regions for the membership contest.

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

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

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

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

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

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

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

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

A grand prize of $150 will be awarded to the NAA member who sponsors the most new members between October 1, 1983 and June 1, 1984. The overall winner cannot also be named as a winner in his or her region, and cannot be an instructor or staff member at an auction school.

Begin your contest winning program to recruit the most new NAA members, and win a cash award at the Minneapolis convention. Sponsor eligible, prospective NAA members, and keep a record. You will have to list all members that you have sponsored, from October 1, 1983 to June 30, 1984, on the membership contest form appearing in the May, 1984 issue of THE AUCTIONEER.

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

Any questions? Contact the NAA office directly for additional information regarding the 1983-1984 NAA membership contest and how you can participate.

FORT SMITH AUCTION SCHOOL

Ft. Smith, Ark. 72903 — (AC) 501-646-1181

QUALITY TRAINING SINCE 1947

VETERAN APPROVED

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MINNEAPOLIS CONVENTION HIGHLIGHTS

Wednesday, July 18

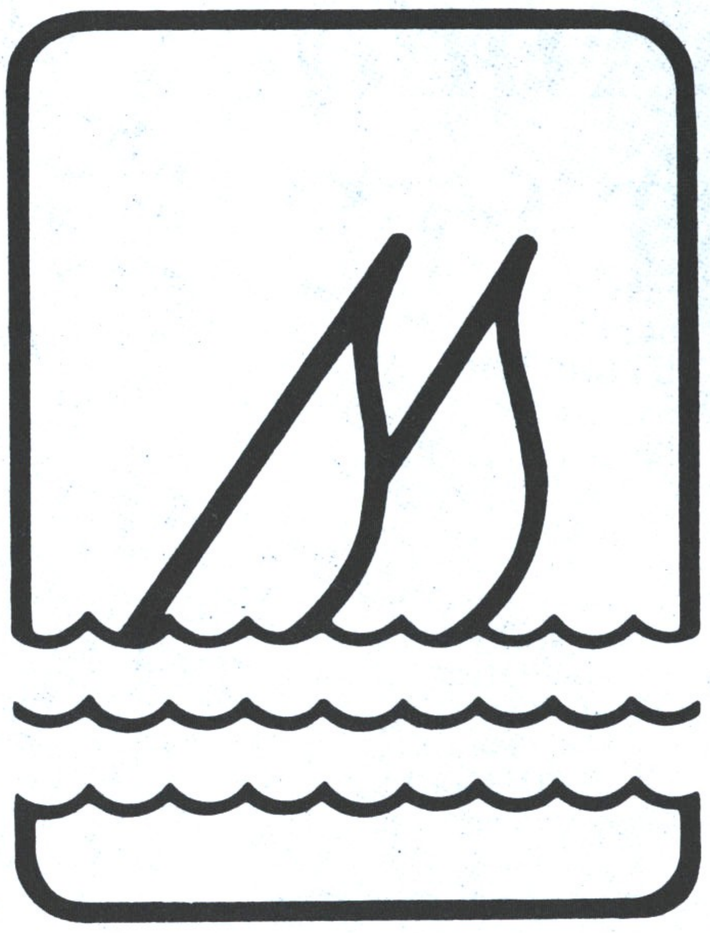
Pre-Convention Tours
Registration
CAI Educational Seminar
Reception & Entertainment

Thursday, July 19

Registration
Workshops
Ladies Educational Seminar
Kickoff Luncheon
Youth Tour (Optional)
1984 Fun Auction
Youth Activities

Tuesday, July 17

Pre-Convention Tours



Friday, July 20

Workshops
Youth Tour (Optional)
Auxiliary Annual Meeting
Affiliate Organization Receptions
1984 Awards Banquet and Festival
Youth Activities

Saturday, July 21

NAA Annual Meeting
Elections of Officers & Directors
Youth Tour (Optional)
1984 President's Banquet
Youth Activities

Sunday, July 22

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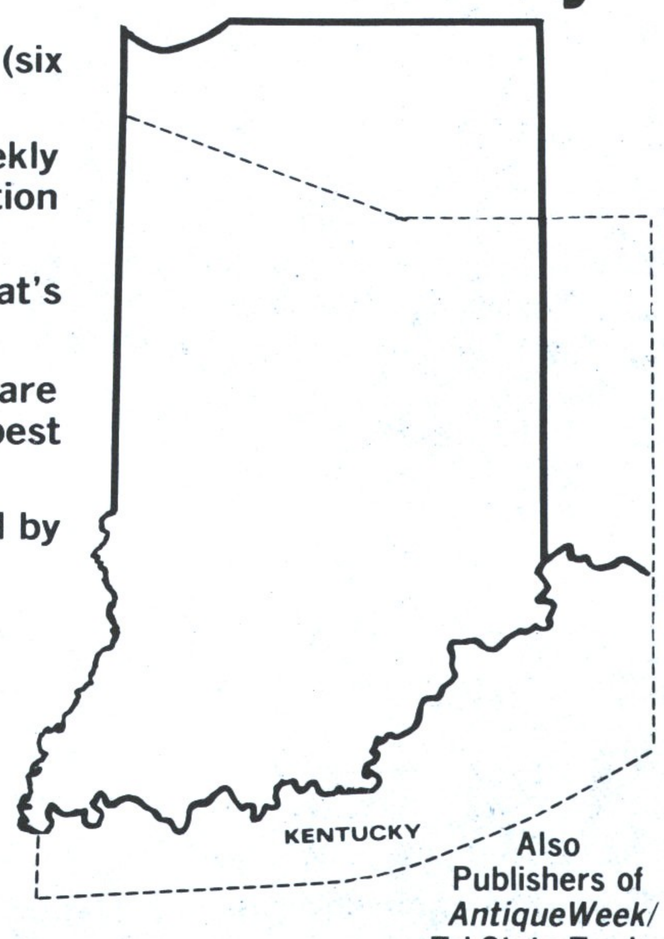
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State Association Reports

Pictured immediate right: Past Presidents of the Virginia Auctioneers Association. From left to right (seated): Richard Wright, Jim Vaughan, Jake Horney, Dave Bumpass, Clarence Marshall, George Gartner; (standing) Howard Herring, Sonny Laws, CAI, Harold Entsminger, Calvin Jones, Vince Kopek, CAI, Steve Sheets, CAI, Jon Cook, Stafford Shewey.



Pictured far right: 1983 President Gaines Dickerson, CAI; began the fund auction by selling an old judges gavel.



The Virginia Auctioneers Association convened January 6, 7, & 8th at the Sheraton Inn-Military Cr., in Norfolk, Virginia. A total of 150 auctioneers and their families attended the weekend festivities.

The weekend began with Friday's pre-convention activities. Seminars were held that afternoon with the first topic discussed "License Law Update"—Vince Kopek, CAI; chairman of the Auctioneers Regulatory Board briefed those present on the status of the law. Following the completion of the "Administrative Process Act" the law should become effective by mid-summer. Sonny Laws, CAI, Ron Tull, CAI, and Robert Ritchie, Auctioneer/Attorney, presented an informative discussion on the "Rights, Duties and Responsibilities of the Auctioneer." This covered many aspects of auctions and auctioneering and helped educate those present on sound business practices and the Virginia law that governs the auction profession.

An Early Bird Social, sponsored by Jack Peoples and Son was held that evening and concluded the day's activities.

The President's luncheon Saturday kicked off a full afternoon of workshops covering a wide range of topics such as *Computers*—by Harriet Finn, Auctioneers Business Computer System; *The Paper Chase* (fraudulent checks); *North Carolina License Law Up-Date* by Executive Director of the North Carolina Auctioneers Licensing Board; and *How to get your Money's Worth from Newspaper Advertising*. The final workshop was a remake of the skit shown at the National Convention in Houston on the right and wrong way to book an auction. Jim Vaughan had a very obviously WRONG presentation, and Sonny Laws presented a very smooth RIGHT WAY. The skit was as much fun as it was informative.

The evenings festivities began with an Awards Banquet. After the meal, the following awards were given to the winners of the Advertising contest:

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Other awards presented were: 1983 Virginia State Champion Auctioneer—Ted DeBruhl of Fredericksburg; and the **1984** Auctioneer of the Year Award went to charter member Richard Wright.

Entertainment followed provided by Joe Vick and the Flat Land Cloggers. The Fund Auction was a great success and was also the setting for the first "Rookie of the Year" award. Competitors must have been an auctioneer for one year or less. This year's winner was James Ellers of Laneview.

We were very pleased to have Sammy Ford, CAI, President-Elect of the National Auctioneers Association to be with us and speak Sunday morning on "News and Highlights of the NAA" and "Promoting Your Auction Firm." Following the business meeting, Mr. Ford installed the officers for 1984.

Ladies attending the convention were entertained Saturday afternoon with a fashion show presented by LaVogue, and on Sunday morning by the "Amazing Mr. Zodiac" an illusionist.

The convention was an educational, fun weekend, and we all look forward to next year in Abingdon.

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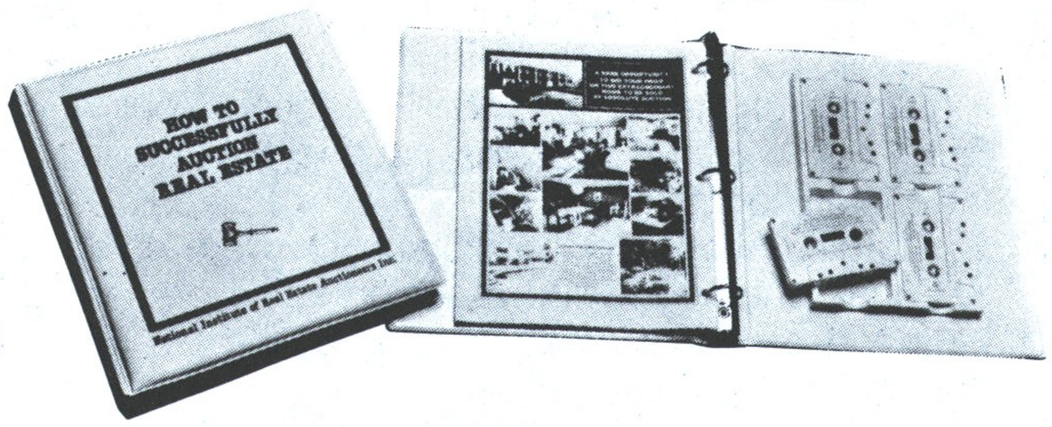
About the Author: Melvin A. (Mel) Giller. Realtor—Auctioneer. Over 20 years background in real estate sales, sales management and marketing. A nationally recognized author, lecturer and instructor on the Marketing of Real Estate by Public Sale. He is the founder and President of Nationwide Auction Company, with offices in Newport Beach, California, Tucson, Arizona and Chicago, Illinois.

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Iowa Holds Most Successful Convention

The Iowa Auctioneers Association held their two day Fall Convention on November 12 and 13, 1983 at the Red Fox Inn at Waverly, Iowa. Almost 150 auctioneers, their spouses, children and friends were in attendance; thus being the largest attendance ever at a State Convention and proved the later meeting date and the week end, rather than week days, was the answer. President, Col. Dean Leonard of Elkader had planned an outstanding program for all to enjoy.

The first day registration started at 9 A.M. followed by an Open Board meeting. At noon, all enjoyed a buffet luncheon. The afternoon program was most informative with an Open Forum discussion on "Farm and Machinery Sales" with Dale Smith of Pocahontas as Narrator; Wayne Stewart of Audubon lead the discussion on "Real Estate Auctions"; Robert Humpal of Ft. Atkinson had a fine presentation on "Antiques and Household Sales"; with Steve Greenfield of Des Moines bringing the program to a close on "Business Liquidation Sales."

The hospitality hour was hosted by the Collectors Journal of Vinton, Iowa with an evening buffet following. Ed Malmanger of Grand Mound was in charge of the most successful Fun Auction Iowa has ever had with a total of over $1,800.00. A fine band provided the music for the remainder of the evening, which completed the day.

On Sunday morning two seminars were held—Sammy Ford, President-elect N.A.A. of Mt. Vernon, Kentucky "Promotion of the product you are selling at Auction"; Irene Dudley of Hampton was most informative on "antiques," which included many on display.

A noon banquet was enjoyed and President-elect Ford was the after dinner speaker giving all many fine thoughts on Integrity.

Past President to N.A.A., Howard Buckles of Keosauqua gave a report on the Houston Convention and the sale of the N.A.A. headquarters in Lincoln, Nebraska.

Irving Leonard of Elkader kept all in suspense as he came forward to name "The Man of the Year"—the recipient being Col. Bob Mallinger of Sigourney, Iowa, who received a beautiful plaque. Five auctioneers were recognized with plaques for their entries and being winners in the Advertising Contest.

At 2 P.M. the annual business meeting was held—points of interest were the N.A.A. convention in 1984 in Minneapolis; a license law; newsletter; 1984 State Fair Auctioneers Contest; Regional meetings. During the election of officers—Elmer Gronewold of Donahue was elected president; two new board members elected were Gary Goehring of Libertyville and Jim Donnelly of Ft. Dodge.

The outgoing President, Dean Leonard of Elkader was presented a beautiful plaque by the New President.

President-elect Gronewold held a short business meeting with his new board and announced the 1984 Spring meeting would be on April 8th at the Airport Hilton in Des Moines, Iowa and the fall meeting would be in the Amana Colonies.

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NAA Members Elected at WAA Convention

NAA member Al Eastman, was elected president of the Washington Auctioneers Association at the annual convention, held November 5 & 6 in Yakima. Other NAA members elected to office were James Murphy of Kenmore (second vice president); and Les Alexander was elected to serve on the board of directors for a two-year term with members Ed Williams, Duane Anderson and Merle Booker.

During the convention, Ray Brock was honored for his service to the Auction industry. He was awarded with an honorary lifetime membership into the Association.

The annual spring convention of the Washington Auctioneers Association has been scheduled for May 5-6, 1984, at the Mayflower Park Hotel in Seattle. James Murphy is serving as convention chairman.

Also held February 11th was an Auctioneer Training Session at the Hilton Hotel in Bellevue. The seminar discussed licensing requirements and liabilities incurred when selling "titled" vehicles. The seminar concentrated on looking at the paper work and transferring of titles after a sale. The cost of the seminar was $10 per person and included a noon luncheon.

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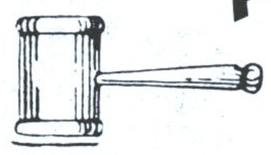
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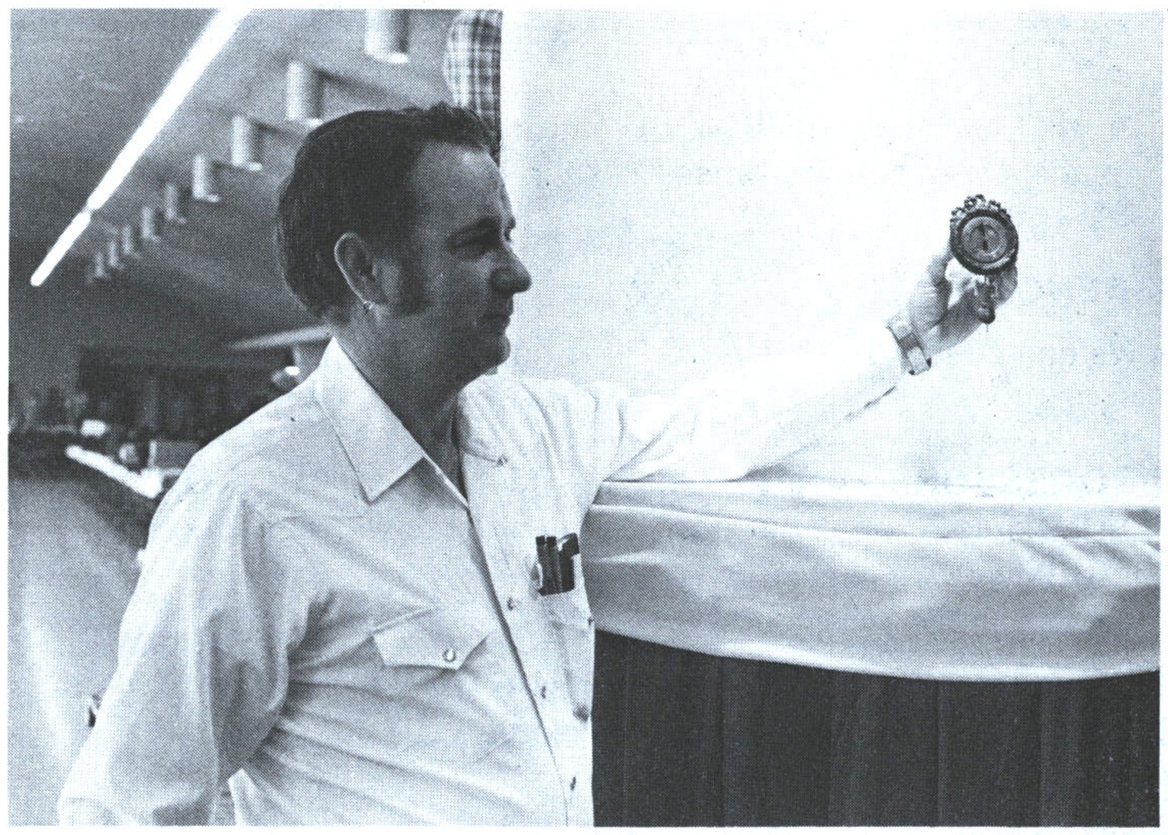
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Huge Collection of Clocks and Antiques Sold at Auction

NAA member John Woody of Woody Auction Company conducted an estate sale for Marcia Bruer, Kansas City, MO, which contained more than 900 clocks and over 1,200 other antiques. Mrs. Bruer, a clock historian, and her late husband Bill, combined their knowledge, restoration and repair skills to end up with an unbelievable treasure of collectibles. NAA member Woody holds up a Lux Pendulette of a Christmas Wreath which brought $1,500.

by Connie Rausch

A huge collection of more than 900 clocks and over 1,200 other antiques, including many rare pieces—the estate of Marcia J. Bruer, sold in a recent three-day auction, beginning December 30, 1983 and ending January 1, 1984. "This was one of the most unusual auctions we've ever conducted," said John and LaVeta Woody of Woody Auction Company, Douglass, Kansas.

"All of the antiques were tucked into every conceivable corner of a small four room house located near downtown Kansas City—the former home of William (Bill) and Marcia Bruer. As designated in the terms of Mrs. Bruer's will, all proceeds from the auction went to charity."

NAA member John Woody and Scott Brown were auctioneers for the gigantic sale, using two separate auction rings for a portion of the event. Hundreds of collectors attended the auction, held in the Kansas City Trade Mart in Kansas City, Missouri.

Marcia Bruer was a clock historian and was especially knowledgeable about Colonial clockmakers. Bill had exceptional skills in clock restoration and repair; Marcia knew what to collect—Bill knew how to restore it and make it run. Bill was a founding member of Heart of America Chapter Number 36 of the National Association of Watch and Clock Collectors and was the Chapter's first president.

When Bill died unexpectedly in 1970, Marcia was overwhelmed with grief; a grief that was to last the remainder of her life and to thwart any further desires to collect. She did not, however, sell any of those clocks she had collected with Bill. Instead, she treasured them all and the memories of a happier past.

In addition to the treasure of clocks, more than 100 pounds of coins were found in that four room house as well as glassware, porcelain, pottery, advertising items, iron toys, mechanical banks, lamps, Oak and Walnut furniture, jewelry, postcards, curved glass cabinets, Nippon, guns, cylinder records and much more.

Two Ithaca double dial calendar clocks, identical excepting the alarm feature, No. 11 (old) octagon top, eight day time and strike, Walnut case, sold for $525 and $675 (with alarm). Nearly identical, another Ithaca with a new style octagon top, brought $550.

An E.N. Welch Gale calendar "Arditi" model, eight day time strike and fancy Walnut shelf case, sold for $1,200; Fashion double dial calendar No. 7 black dials, Walnut case, $1,950; Fashion double calendar No. 8, black dials, simple calendar, Walnut case, $1,250 and J.C. Brown steeple, with etched lower glass, Walnut case, $600.

In Rosewood, an Ansonia beehive, eight day time and strike, brought $200; a like model by Ingraham and Brewster was taken for a bid of $225. A Transition shelf clock with Eagle splat and carved columns, 30 hour wood movement, time and strike, sold for $700; Mark Leavenworth pillar and scroll shelf clock, wood movement, $1,000; Wilcock (Canadian) bracket clock, Oak case, separate chime movement, $400 and American Clock and Timepiece Co. cast iron front clock, $230.

All eyes were attentive when Woody presented a German novelty "light house" with multiple dials to tell world time; the clock also boasted an eight day pendulum movement and sold for $1,050. Another German novelty was a "globe" clock—the globe turns to tell time; encased in metal, the timepiece brougth $325. Two Junghams swinging arm clocks, eight day—time only, sold at $450 (elephant) and $350 (Venus).

An Ansonia Huntress swinging arm model sold for $1,300; Seth Thomas double dial calendar Parlor No. 3, Rosewood with wood bezels and one door, $500; French swinging arm—statue by Louis Moreau, $1,600 and Austrian scissor pendulum skeleton, fixed barrel, $575.

Two Waterbury clocks; a "Topsy" and a "Sambo"—both with 30 hour levers, time only, sold at $1,100 each; a Seth Thomas double dial calendar "Plymouth Hollow" model with octagon dial openings in door; Rosewood case, $1,350; English skeleton clock, double fusee with

Continued on P. 65

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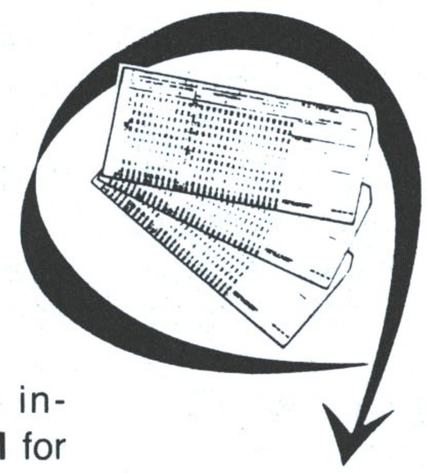
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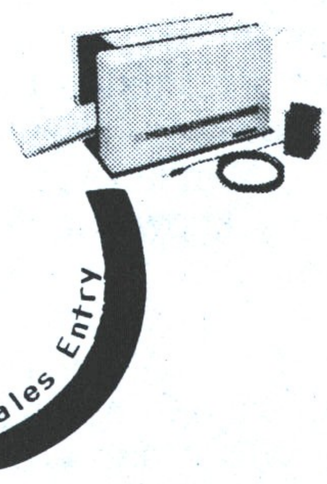
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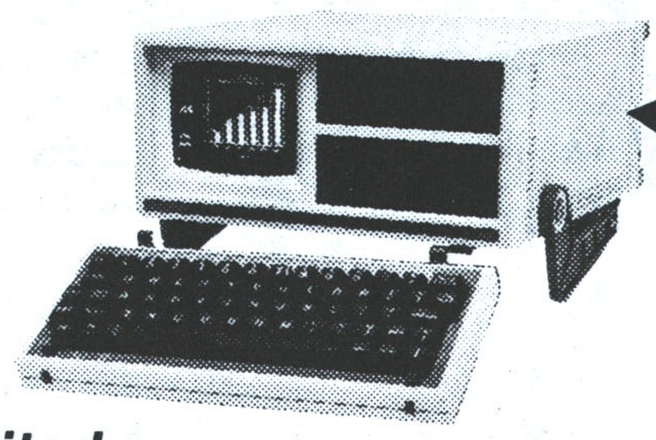
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Above (left) Economists Dr. Sheldon Stahl, and (right) Marvin R. Duncan, predicted better economic times this year at the 1984 LMA meeting January 20.

Livestock at Auction

KANSAS CITY, MO.—While the 1984 outlook for the general and the agricultural economy is mostly optimistic, two leading Midwestern economists said recently that the prospect of large federal deficits is clouding the picture for the rest of the decade.

Dr. Sheldon Stahl, senior advisor for economics with Midwest Research Institute, Kansas City, Mo., and Marvin R. Duncan, vice president and economist with Kansas City's Federal Reserve Bank, spoke at the opening program session of the 1984 annual meeting of Livestock Marketing Association on Jan. 20.

Both economists predicted better economic times this year. But, Stahl in his speech on general economic conditions, said "I look at 1985 with more trepidation than hope." And Duncan, focusing on the agricultural economy, said that while he was optimistic this year, he was "cautionary" for 1985 and '86.

Duncan also told his audience at the Hyatt Regency Hotel that there is a "myth" that if agriculture would only "get healthy," it would bring the rest of the economy back to health with it.

That is "no longer true," he said. "Agriculture will not get healthy and stay healthy" until the U.S. and world economies improve.

Duncan saw several positive signs for agriculture in '84, including some improvement in export sales, net farm income "significantly higher" than 1983, and "modest improvements" in cash receipts for livestock producers. He also predicted higher livestock prices the second half of the year.

But, he said, beyond 1986, his agricultural outlook "gets pessimistic" along with the long-term U.S. economic outlook. The ballooning federal deficit is the "most serious problem" facing the entire economy, he said.

Reducing the deficit will do more for the agricultural economy than any programs tailored specifically for agriculture, he added.

Three areas that must be considered in trying to reduce the deficit, he said, are the growth in government entitlement programs, "or welfare for the middle class"; the "unprecedented" growth in defense spending, and the need to raise government revenue.

Agriculture must also consider the current "technological revolution" which will increase agricultural production beyond domestic demand for the products. That is why developing and keeping export markets is so vital, he said.

While prediciting a growing economy this year, Stahl also said much of the country's future economic growth will depend on how the federal deficit is handled.

He forecast deficits of $180-$200 billion per year "for the foreseeable future," and criticized "a Congress which cannot or will not deal with it." Stahl also said there was "no way" the economy could "grow (its) way" out of deficits of that size.

Turning to a longer-term view of the economy, Stahl said it is "very resilient, but changing." The U.S. is moving to a service, "high-tech" economy, "which won't employ nearly as many people at nearly the salaries as did the old America."

The service careers experiencing major growth—such as in the health field—"will not provide high-paying, long hours of employment for those who want it," he said.

What this means, he noted, is that "the foundations of the American economy have shifted," with implications for the livestock industry. He called for the industry to take "a fresh approach" to the environment in which it does business.

Duncan commented that agriculture is "the highest tech" of the all high-tech industries. The "high-tech" concept "ought not to be feared—it ought to be embraced and used widely," he said.

Editor's Note: The following information was sent to the NAA office in a Livestock Marketing Association news release. For further information contact Dennis D. Casey, associate manager for government and industry affairs, or John J. McBride, information officer at 301 East Armour Boulevard, Kansas City, Missouri 64111.

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"Sold for one million dollars!" said NAA member Dick Bronstein, auctioneer of the R.W. Bronstein Corporation as he congratulated the successful bidders on the old City Court House in Buffalo, New York. The sale which was attended by approximately 100 restricted bidding to nine prequalified purchasers who were selected according to proposals they had submitted, past performance and ability to perform. The sale was conducted in the City of Buffalo, Common Council caucus room where Mr. Bronstein was assisted by NAA member R.F. "Cash" Cunningham and members of the R.W. Bronstein Corporation.

The sale was authorized by the City Common Council. The professional realty auction firm was engaged by City Comptroller Robert E. Whelan and City Director of Real Estate, Samuel J. Burruano. The building had been appraised for $450,000 and the sale opened at that amount.

Eighteen spirited bids and $550,000 later, the successful bidders, Eugene Tenney and William Christie, deposited $100,000. The vacant 58 year old building was sold "as-is" for cash with no public financing involved.

Mr. Bronstein has been a member of the National Auctioneers Association for over twenty years. He is also a member of the New York Auctioneers Association. Mr. "Cash" Cunningham is also a NAA member and is a recipient of the two million dollars sales award from the Greater Buffalo Board of Realtors.

Right: The City Court House of Buffalo, NY, was sold for $1,000,000 by the R.W. Bronstein Corporation. Below: NAA members R.W. Bronstein and R.F. "Cash" Cunningham were responsible for this successful Real Estate at Auction Sale.





Spotlight on NAA Members

Covington, Virginia: January 21, 1984 was a great day for collectors and dealers interested in country stores, peddle cars and furniture. NAA member George Garten and staff had one of the most outstanding personal property auctions of his 40 year career. Greenway's Auction Co. is well known all over Virginia and West Virginia.

This auction had been advertised nationwide with ads in several national publications and newspapers. Viewing day, January 20th, had 800 viewers looking at 550 lots. On sale day 350 numbers were given out. About 175 were from different places in Virginia, 65 from West Virginia and the rest attending were from 30 other states, with the furthest being from California.

Bidding was spirited for the entire eight-hour sale with prices going for top dollar. Table top coffee grinder with original eagle decals went for $1,075.00, Polly Parrot Shoes $130.00, 1¢ match dispenser $195.00, Anna Held Cigar sign $200.00, Peidmont Cigarette sign $800.00, Gas pump $475.00, scales $250.00, Juke Box $850.00, Root Beer dispenser $350.00, Turkish Trophy Cigarette sign $325.00, Cherry Allen dispenser $610.00, 6 showcases averaging $350.00 each, Oak Cane Case $350.00, Pontiac sign $200.00.

Furniture: Cast Iron table $175.00, straight chair $400.00, Pine Pie Safe $360.00, Oak easel $200.00, Art Nouveau France Lamp $850.00, Mercury Lamp $375.00, Alabaster Statue $850.00, Mulepost Lamp $375.00, Pedestal Sink $310.00, Fern Stand $180.00, Brass Bed $450.00, Walnut Murphy Bed $1,200.00, Walnut wardrobe $500.00, Dresser $300.00, Dressing mirror $370.00.

Nazi daggers averaged $1750.00 each, Confederate Rifle $2,000.00, small toys averaged $70–$100 each, Peddle cars averaged $100–$600 each, '53 Buick $480.00, 1930 Fire Truck $420.00, Air Plane–Spirit of St. Louis $650.00, Overland $550.00.

This was a private collection with most things never seen for auction in this area. NAA member Garten was pleased to handle this sale and hear the praise from the buyers about how nicely his staff handled this auction.

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Customer pamphlet highlights information

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

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- Decide what quantity of pamphlets to order, enclose payment, and send directly to the NAA office.

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

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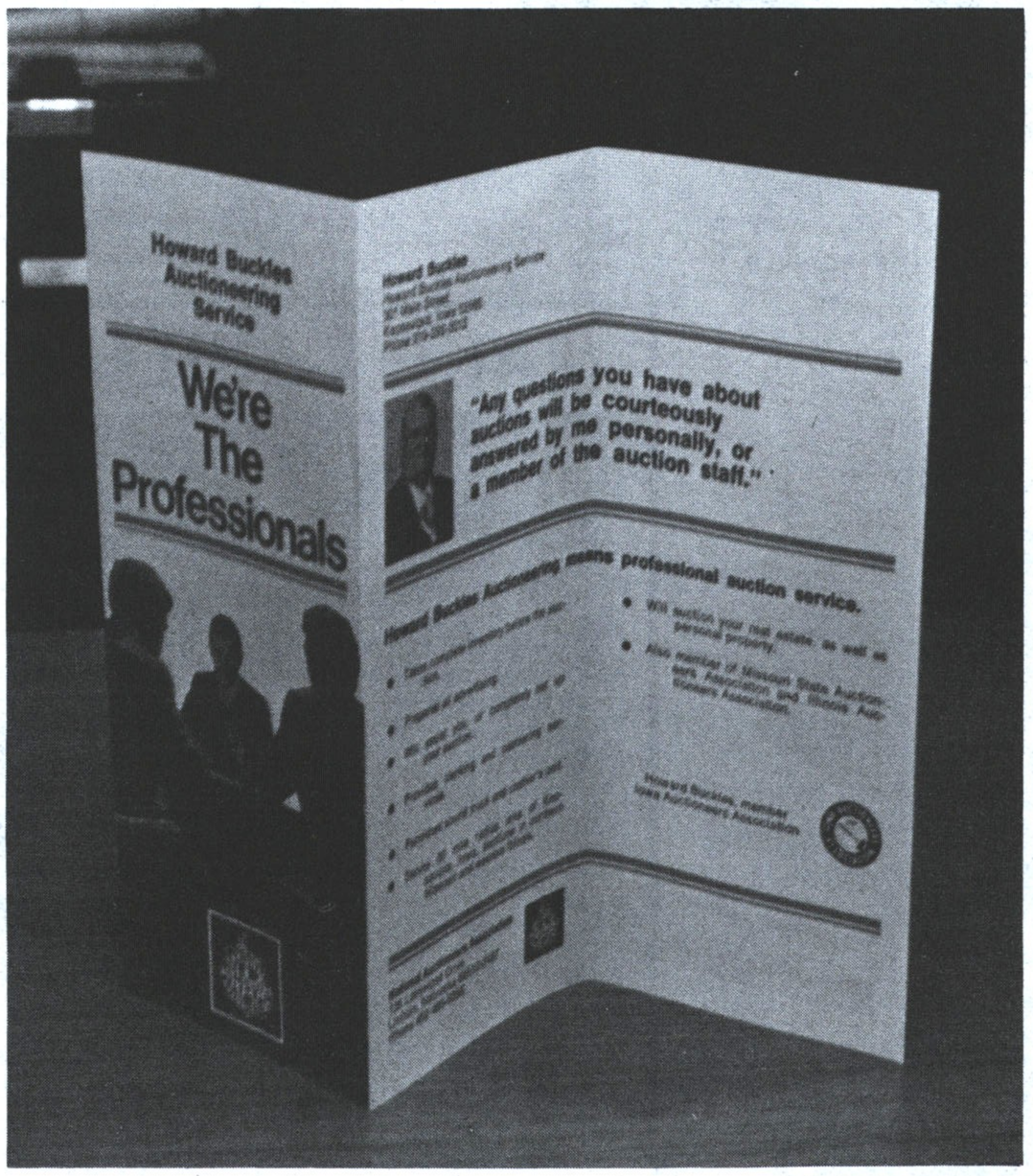
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Keep your business statements brief and to the point. Depending upon length, 7-10 statements about your auction services may be the ideal number to summarize your auction business.

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- All statements must somehow relate to your auction service. You may be involved in other business operations, but they cannot be promoted in the NAA's auction pamphlet.
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Admittedly, the above guidelines for what will or will not appear in your NAA customer pamphlet may seem complicated. **But rest assured that your pamphlet content and layout will be approved by you personally, well before your pamphlet is taken to the printer.** Therefore, all pamphlet orders will be produced according to the following procedure.

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NOTE PAMPHLET PRICE REVISION—EFFECTIVE MARCH 1, 1984

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3) On a separate sheet of paper, compose 7-10 brief statements detailing the auction services you provide.

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5) Enclose a black and white, head and shoulders photograph (in business attire), for each person to be pictured in your customer pamphlet. Color photos will not be accepted.

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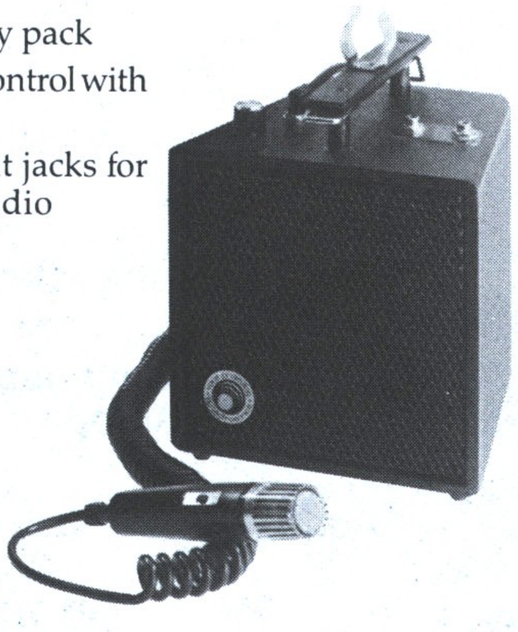
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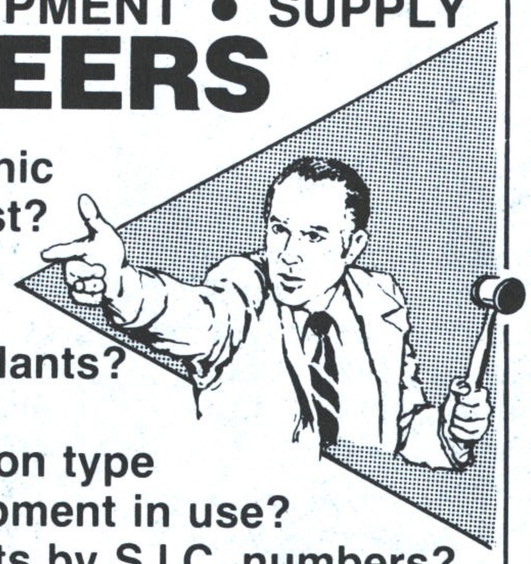
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* *Indicates a reciprocal membership agreement between the state association and the National Auctioneers Association.*

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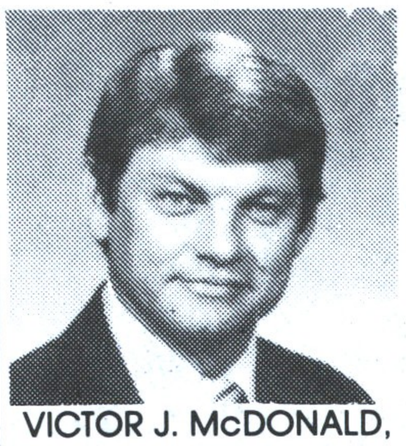
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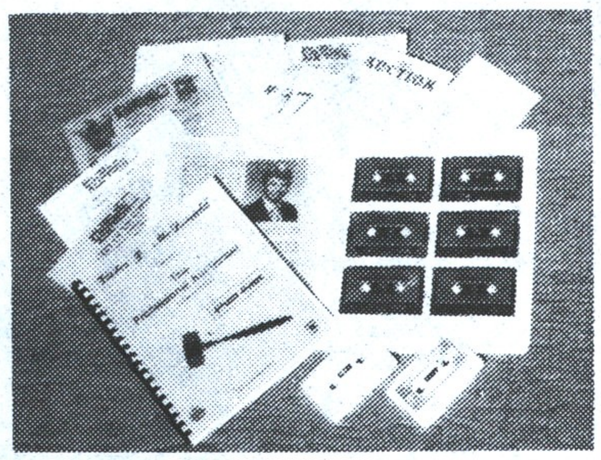


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Let Review Continued from P. 9

January 1979 How Is Your Image As An Auctioneer

by G. Kent Stewart
NAA Member
Manhattan, Kansas

Mr. Stewart deals with a very timely and important subject for the auctioneer. In this fine article you will find ten characteristics believed to be personal attributes of truly professional auctioneers. He states, "As an auctioneer, you can get what you want by helping other folks get what they want". Read it—it is on Page 19.

April 1979 Why Belong To An Association?

by Bill Wade
NAA Director

How many times have you heard the question, Why should I join the NAA or my state association?

This short article has some good points. Read it and remember the next time you are asked the question.

July 1979 Auction Advertising? Ad-Up And Get Results

by Dave Kessler
NAA Member

This article deals with how to fine-tune your auction ads. It further shows you how to convince a person that he'll benefit and he'll spend more money with you. Take a few minutes to review this article and let Dave share some good ideas with you. Find it on Page 10.

October 1979 Avoiding Excessive Stress

by G. Kent Stewart
NAA Member and school administration professor at Kansas State University, Manhattan

It's a fact! Excessive stress can wreck your health and spoil your business.

This article deals with a very important subject that deals with each of us directly and touches on several important questions and statements:
1 – What is stress?
2 – How does stress impact on health?
3 – The major stressors.
4 – How much stress is too much?
5 – Identifying and coping with stress.

This article is a must! Read and practice what it preaches.

October 1979 The Auctioneer vs. Bad Money

Like the grocer, the banker, and the gas station, an auctioneer is vulnerable to any and all bad money schemes. In this ready to file insert, THE AUCTIONEER takes a look at bad checks, bad credit, and what to do about it.

Continued on P. 55



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This is an excellent article for everybody in the auction business. Just take time to locate this copy and remove the insert for easy referral. It might just save you much time, effort and most of all money.

February 1980 The First 20 Minutes

by Jim W. Heike
NAA Director

Jim hits home here with good common horse sense. This article is filled with excellent information. The title speaks for itself—Don't forget to include this article in your reading. It is found on Page 16.

March 1980 Your Best Antiques Auction–It's More Than Just Luck

by H. Layton Laws, Jr.
NAA Director

This article deals with the following:
1 – Success Checklist for the Antiques Auctioneer
2 – Success Checklist for the Antiques Auction

March 1980 The Prosperous Auctioneer Has Virtue And The Right Attitude

by Robert E. Musser
NAA Director

This article deals with three big words: HONESTY, INTEGRITY & CREDIBILITY. This is a short article that has some excellent points. Take time to read it.

May 1980 Real Estate At Auction

This article is a continuing segment of previous articles offered in THE AUCTIONEER. Real Estate Auctioneering–Chapter XIX, Rights and Liabilities of Buyer and Seller. You real estate people—Read!

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March 1982 Now, Our Responsibilities Are Greater

by Sammy L. Ford, CAI
NAA Director

President-Elect Sammy deals with a fine subject: The responsibility we have to our clients. This article is a must for us all. Take time to read and put to use what he suggests.

March 1982 Mail, Telephone, And Reserve Bids–Some Suggestions

by Harvey C. Lambright
NAA Director and
Past NAA President

Harvey offers some excellent suggestions on a very touchy and important subject. Whether you are just getting started in the business, or have years of experience, this article can help you.

December 1983 I Have A Deep Pride In Being An Auctioneer

by Sammy D. Ford, CAI
NAA President-Elect

In this article, President-Elect Sammy really did a great job in defining this complex business that we are in. His expression of feeling for his clients, more particularly Mrs. Osborne, the widow who asked that he sell her home and personal property for her. Take a few minutes to read this article again. It's the real Sammy Ford talking from the heart, and we need more of that.

This winds up my little review of past articles in THE AUCTIONEER. I hope you will take the time to look up these past publications and review these and the many other subjects that were included in each. Our magazine is one of the best association publications in the country and you should be very proud of it. Most importantly though, use it.

Editors Note: Because of the fact that only a limited number of magazines are ordered each month, the NAA office does not have a great abundance of extra copies of any of the past issues. If you would like one of the above aricles reprinted in its entirety, please contact the NAA office and we will try to run that article in one of the next few publications of THE AUCTIONEER.

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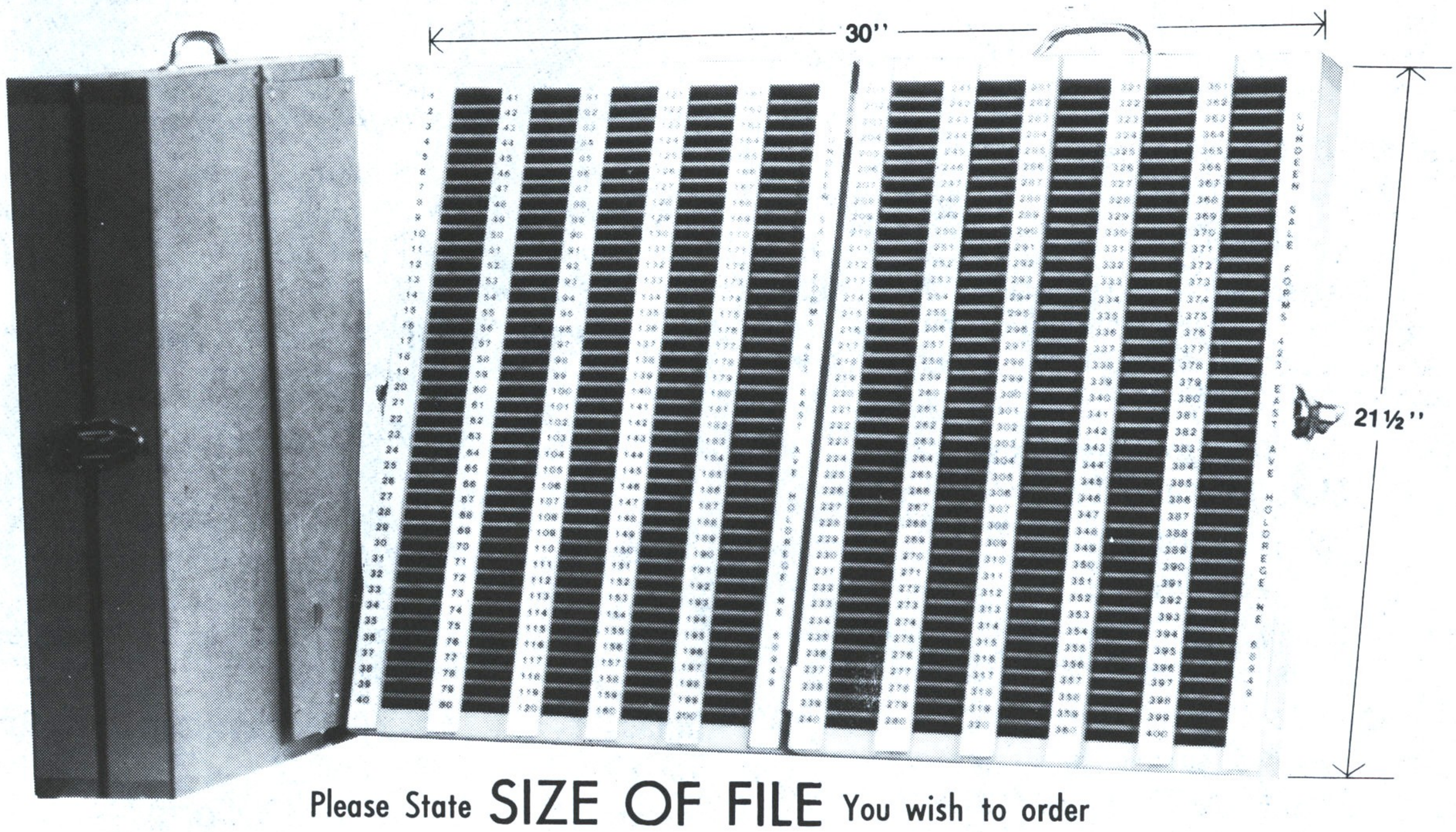
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CAI Makes Sense Continued from P. 18

their own, or better yet, conduct auction-sales that might well need your personal involvement.

Is all of this good for business? You bet it is! We've been requested to do several Auctions that we might never even have heard of, had we not attended the Institute. And we don't hesitate to ask those Auctioneers to help **us**. In the process, we've become friends, and not merely associates . . .

Traveling around the country, one sometimes hears a little "murmuring" among the ranks of fellow Auctioneers who aren't really aware of what C.A.I. is or does. Some believe that "it's just for snobs," or a "college-boy layout." Some have cracked, "those guys think they're better than we are," or, "they think they know it all."

Precisely the opposite is true. Every Auctioneer we've met there is "just folks," much like the ones in the real world. Every one of them is striving to learn more in order to better serve the public, and in the process, better himself. And every one of them has discovered that the Institute wants to know what **you** have to contribute . . .

The Auction profession, like so many others, has become more complex. But let me leave you with one thought . . . Someday, someone has to **trust you** even more than his Doctor or Lawyer; he may well have to trust **you** with all he has in the world. The association may seem brief, but each and every Auction-sale is the "chance-of-a-lifetime" to do the best you can, and **be** the best you can . . .

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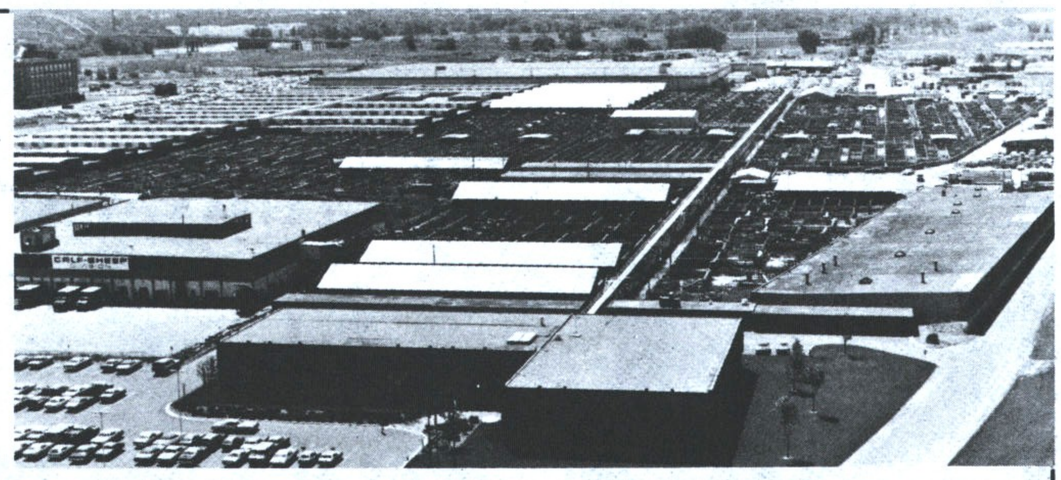
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Organized Continued from P. 19

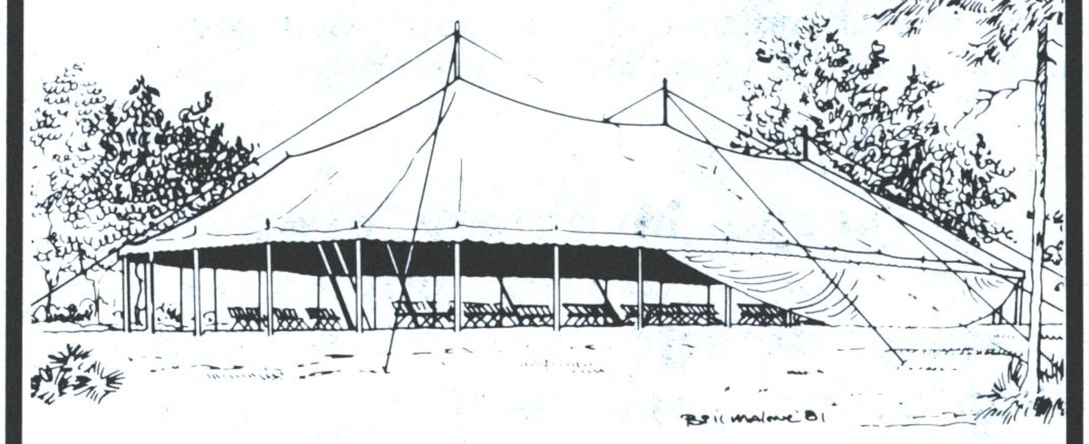
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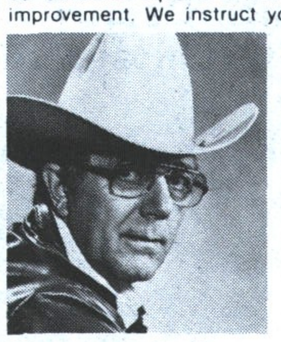
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Real Estate Seminar Continued from P. 23

to learn from some of the finest real estate auctioneers.

Sheldon F. Good, Chicago, Illinois, discussed "Commercial Real Estate and New Homes' Auctions" and Sheldon backed his presentation up with much experience and success in the real estate auction business. On the following day, William Z. "Bill" Fox, CAI, an NAA Director from Baltimore, Maryland, offered his expertise on the subject of "Industrial Real Estate Auctions". Bill has been very successful selling real estate at auction.

Many notes were taken by the registrants and outlines were provided at nearly each session. The 1984 Real Estate at Auction Seminar concluded with a panel discussion, led by NAA President-elect Sammy L. Ford, CAI, who is chairman of the 1984 NAA Seminars. Sammy selected successful auctioneers who registered for the seminar to serve on the panel, which included Duane Gansz, CAI, of New York; Joseph Maas, of Minnesota;

One hundred and fifteen registrants attended the San Diego Seminar from 39 states and two countries. Based on the comments made by the registrants on the critique sheets, the seminar was worth attending for several reasons: One, to learn from some of the best auctioneers in the profession. Two, to enjoy the friendships and fellowship of people who are dedicated to the same profession, the auction profession; and Three, to enjoy the outstanding warm and sunny weather of Southern California.

The 1984 NAA San Diego Seminar was a huge success, thanks to the contribution of the chairman, Sammy Ford, and the six instructors who offered their talents and expertise to the membership, and to the 115 registrants, who attended. Due to the reception, which has been given by the membership to the NAA Seminars, additional seminars will be scheduled from 1985 on. Four seminars will be scheduled annually in four different areas to accommodate the interests of more people in more areas.

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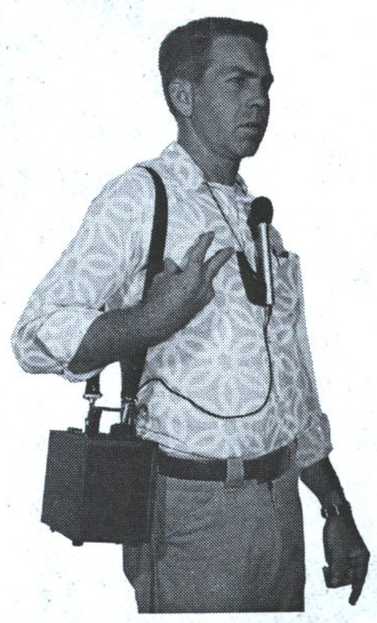
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Ring Man Continued from P. 29

3. Find the money BEFORE the Auction ever starts! Doesn't make sense? Let me explain . . . so many times I have attended auctions and the Auction Staff was real busy "looking important", huddled in one corner of the tent or in a bus, or any place but where they should be! What are they doing? . . . Conspiring against me? . . . Very suspicious and uncomfortable (That's what most of your buyers think!). Heck, you spend most of your time together at work. Discuss last night's party, tonight!

   Get out there and meet the buying public, make them feel welcome and offer any assistance you can. Make friends with them, especially if it's their first time attending an Auction. Ask questions about values, of the item(s) being offered for sale.

   NOTE: It's indeed a rare occasion that I don't have at least three or four bids on a parcel of real estate PRIOR to the Auction. $5,000.00, $15,000.00, $25,000.00 and still looking . . . This, my friends, makes an Auctioneer glow with enthusiasm and confidence.

   Find the money **BEFORE** the Auction and feed that information to the other team members at the team meeting five to ten minutes before sale time. Get out there—all of you—and ask those buyers "what would you steal it for" and then say—"May I put you in to start the bidding?" They will usually say "why sure" . . . go then and find another, and another, all you can find—the more the merrier.

   EXAMPLE: Let's suppose we have a parcel of real estate that our point of confirmation is in the neighborhood of $100,000.00 (Why insult the buyers knowledge of values by asking for $200,000.00 and work your way down to a figure that makes you, as an Auctioneer, look silly!). Your ringman can find those "live" offerings of $25,000.00, $50,000.00, $75,000.00—and now "who'll give 80"? We are supposed to count forward—not backward! Find those numbers and put them in and then look for the balance and pass that "silly" offering on to the next bidder and all the while you are ascending to where you need to be, close to $100,000.00.

4. NEVER disclose to a prospective bidder what you think the value(s) are of what you are offering for sale. His opinions and yours may be so divergent that you might lose him. Your opinion is not worth a hoot anyway, because the people with the cash on their hip are going to decide that for you. Let the value settle amongst active bidding, always going up . . . never begging for a number that you will never reach.

5. When introducing yourself to the members of the crowd, always phrase your comments and questions so that they command a positive answer. "The weather is nice, it sure is hot, raining hard, cold, isn't it?" Get the people shaking their heads up and down. Anything, just so they are in a positive frame of mind.

6. Nobody, but nobody, has a "private customer" bidding to you only. I train my people so that the minute a hand starts up, everyone takes the bid and points in different directions. I don't have to tell you what a profound effect this has on a bidder and the other potential bidders.

   "I'd better get in if I want in". That's what you want, isn't it? Now, one of you that is close to the bidder, get to him quickly and assure him that you have him. When he bids again, let one of the other ring men take him and then you ask the Auctioneer "Is my bidder in?" And, of course, the Auctioneer will say "no". Well . . . there is nothing wrong for someone wondering if they are in or not.

   The objective is to "get those hands in the air!" The Seller loves it!

7. Never point your finger at a person while working the ring. Always hold your arm extended with the palm upward. It has the natural connotation of "Give Me".

8. Don't be afraid to "get into it" when responding to a bid. Yep, Yeow, Yup, are used. Yes, when said in the ring, seems to come out Yessss (hissing sound).

9. Do not disclose some bidders. They want to remain anonymous. Many times, I look at the other side of the tent when "putting in" a bid. I've had bidders to ask me who they are bidding against. That can, in some instances, be very embarrassing. My answer to them is "you stop and you'll find out" or "just you and me and it's your turn". I must say that these replies have to be handled with great care and injected with a lot of humor or you can come across wrong. The main thing is to keep some bidders identity anonymous.

10. There are many things that I could cover about ring men and their importance to the profession, but there is one glaring mistake that should never be allowed to happen at any Auction. If one of your team is not up to par, you're better off without him! After all, the best of quarterbacks are taken out of the game for one reason or another.

In closing, allow me to say that after reading this, take a long hard look at your staff and ask yourself this question . . . "Would I hire that crew to sell my life's work?" Be very careful of your answer.

Critique (constructively) each and every Auction after the sale. Listen to your tapes, watch your video tapes, study every facet of the sale from the beginning to the end and establish a training program to correct your flaws. Yes . . . you do have them . . . or you would not be reading this article!

Remember . . . never take a bid with your back to the crowd . . . ! Work "rings" around your competition!

Huge Collection Continued from P. 43

chains, one bell, $1,450; Ansonia bouncing doll, $600 and Ansonia swinging doll, $500. German novelty clocks, with eyes to tell time, included Owl, $175; Ardvaark, $100; Bull Dog, $140; Bull Dog, $210 and Scotty, $200.

A Sperry and Bryant steeple clock, with 30 hour time only pendulum and etched glass tablet, brought $240; French—unsigned, iron case, $75; an unmarked model, made in U.S.A., tabour style vaseline glass case with daisy and button pattern, $575 and an N. Mueller iron front clock, horse motif, $280.

Minus a statue, an Ansonia tin can swinging arm clock was taken for a bid of $700; an Austrian carved and polychromed wood figural shepherd and sheep clock, crown and verge escapement with cowtail pendulum went for $350 and a Seth Thomas "Column" model empire style shelf clock, eight day time and strike weight driven movement and Rosewood case, $300.

$2,000 purchased a Welch, Spring and Co., B.B. Lewis double dial calendar, eight day pendulum, time, strike and calendar, Walnut case (Miller 192); $2,200 was the top bid for a Seth Thomas No. 10 double dial calendar, eight day spring wind, pendulum, time and strike movement, Walnut case.

Other beauties by Seth Thomas were a No. 6 double dial calendar, eight day time only, Rosewood case, which sold for $1,700; a "Flora" wall regulator, eight day time and strike weight driven pendulum movement, Oak case, $1,100; 12 inch drop octagon wall regulator, eight day pendulum, time only, $310 and Parlor Calendary No. 1 double dial calendar, weight driven eight day movement, time and strike, Mahogany, $600.

An Ithaca Hanging Office No. 4 double dial calendar, spring wind eight day pendulum, time and strike, $1,100; Howard type (not Howard) banjo clock, eight day pendulum weight driven movement, Rosewood front, $600; L.F. and W.W. Carter, B.B. Lewis double dial calendar No. 2 (Miller 62) eight day time only, two weights, rolling pinions, Rosewood case, $1,600 and Lenzkirsch "Vienna" regulator, spring wind, R-A pendulum, $500.

Advertising signs for watches included Elgin, $300, Southbend, $70 and Rockford, $1,600. Advertising thermometers, in tin, sold between $12.50 (Camel cigarettes) and $40 (Mail Pouch chewing tobacco). China plate clocks, eight day, abounded—selling for bids ranging from $7.50 to $45. Cast iron watch holders, Art Nouveau, sold between $27.50 and $55; China watch holders ranged from $25 (Mandolin player) to $35 (Deer).

Lux pendulettes were also in abundance—$1,500 purchased a "Christmas wreath", "Clown with Tie", $280; "Jack and Jill", $425; "Mary had a little lamp", $300; "Country Scene", $275; "Golfer", $275; "Sally Rand fan dancer", $350; "Pussy in the well", $425 and "Ships wheel", $225.

Unmarked and unidentified, an American wall regulator with a fine Walnut case, weight driven eight day time only movement, sold for $800; also unmarked, a German highly carved and very ornate large cuckoo clock with one bird, $775 and from England, a tall case clock made by Snelling of Newton, of brass with painted metal dial and Oak case, $750.

Hand made by a relative of Mrs. Bruer, a Sedalia, Missouri jeweler named Talbot, was a "Talbot" round top, long drop wall regulator which brought $575. Another very interesting piece was an unmarked American tall case clock in Pine. There was worn paint decoration on the case and the clock had a 30 hour pull up wood movement and seconds pendulum. Also, a wood dial with painted gesso decorations in spandrels known purchase date was 1818 and the top bid in this auction—$490.

An unmarked jeweler's regulator, probably Swiss made, with floor standing Walnut case, eight day, weight driven time only; pinwheel escapement with compensating lyre pendulum, sold at $1,750; original "Hickory Dickory Dock" mouse clock with movement at bottom $650; Seth Thomas wall regulator, unidentified model, weight driven time only, seconds pendulum and Cherry case, $1,400.

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Conventions

1984 — Minneapolis, Minnesota, July 17 to July 22
(Hyatt Regency/Holiday Inn Downtown)
1985 — Philadelphia, Pennsylvania, July 30 to August 3
(Franklin Plaza)
1986 — San Francisco, California, July 29 to August 3
(San Francisco Hilton & Towers)
1987 — Hollywood, Florida, July 7 to July 12
(Diplomat Hotel)
1988 — Kansas City, Missouri
(Hyatt Regency)

Seminars

1985 — Kansas City, Missouri, January 20-21-22
(Hilton Plaza Inn)
Williamsburg, Virginia, February 11-12-13
(Motor House/ Cascades Conference Center)
1986 — Clearwater Beach, Florida, January 27-28-29
(Sheraton Sand Key Hotel)
Monterey, California, February 10-11-12
(Doubletree Inn Hotel)

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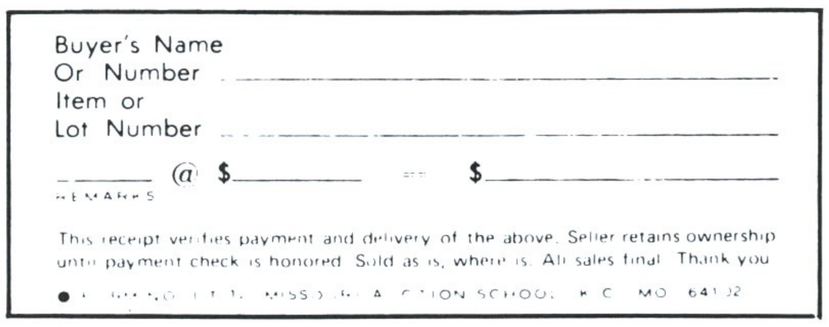
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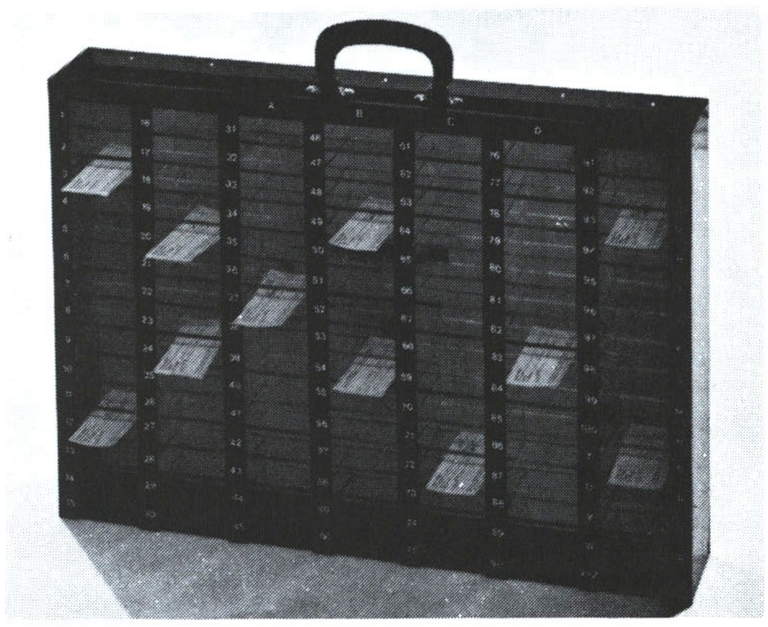
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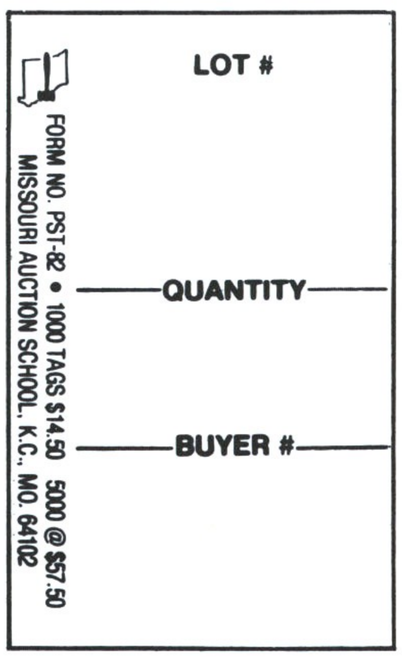


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