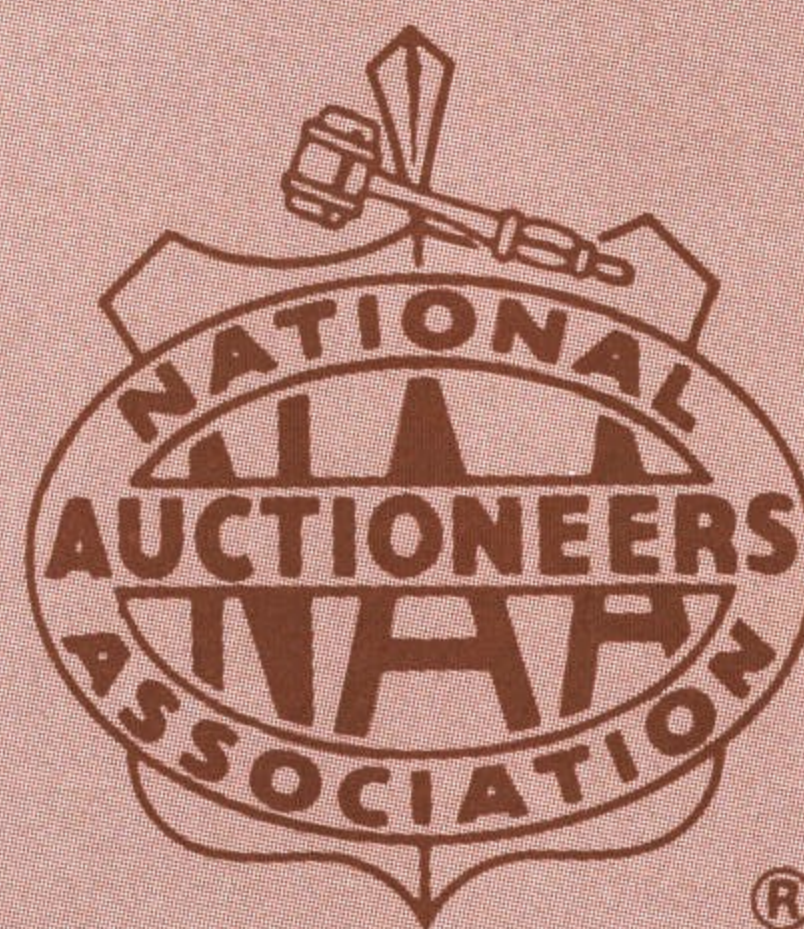
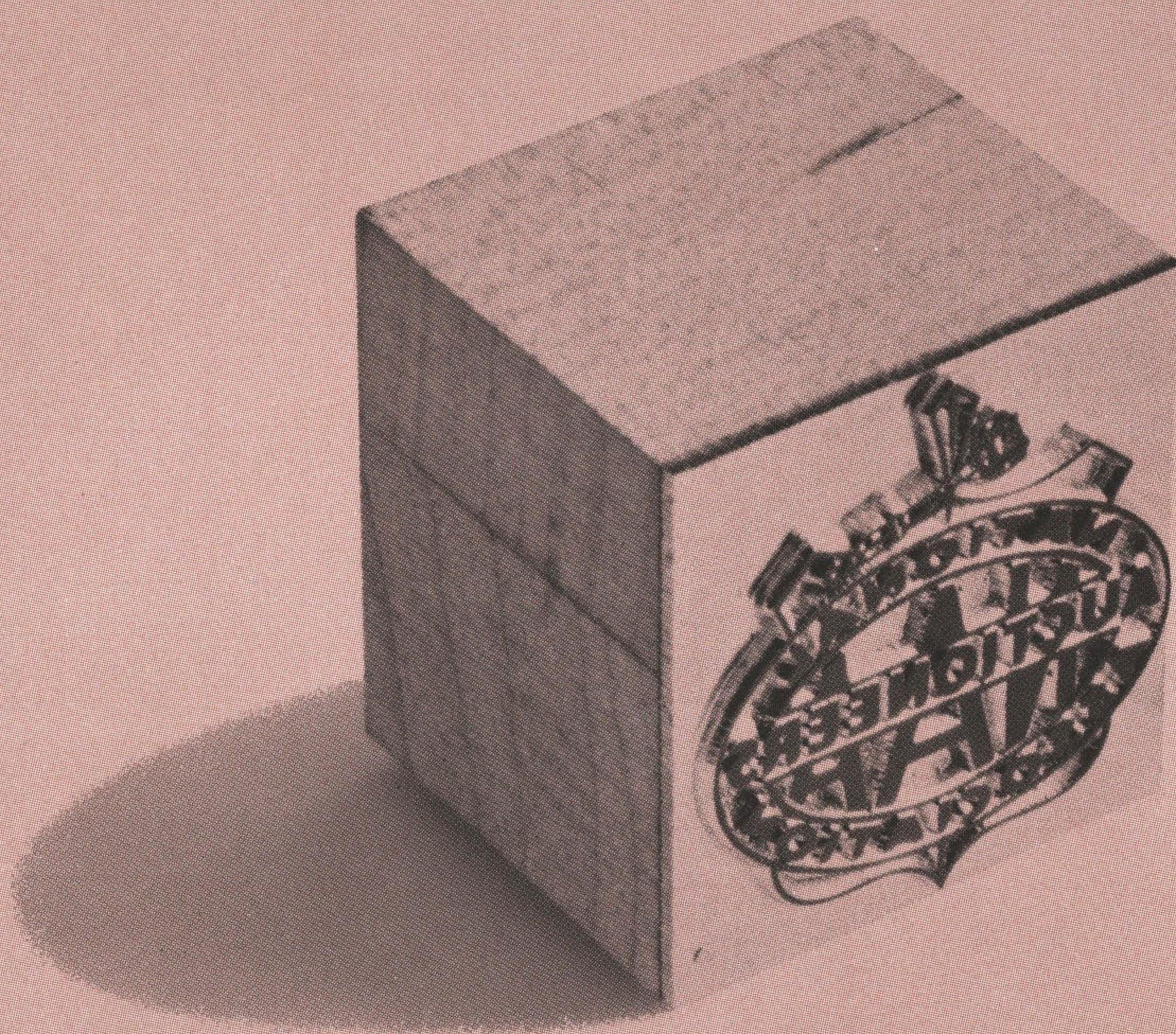


THE AUCTIONEER

The Magazine of the National Auctioneers Association • March, 1981

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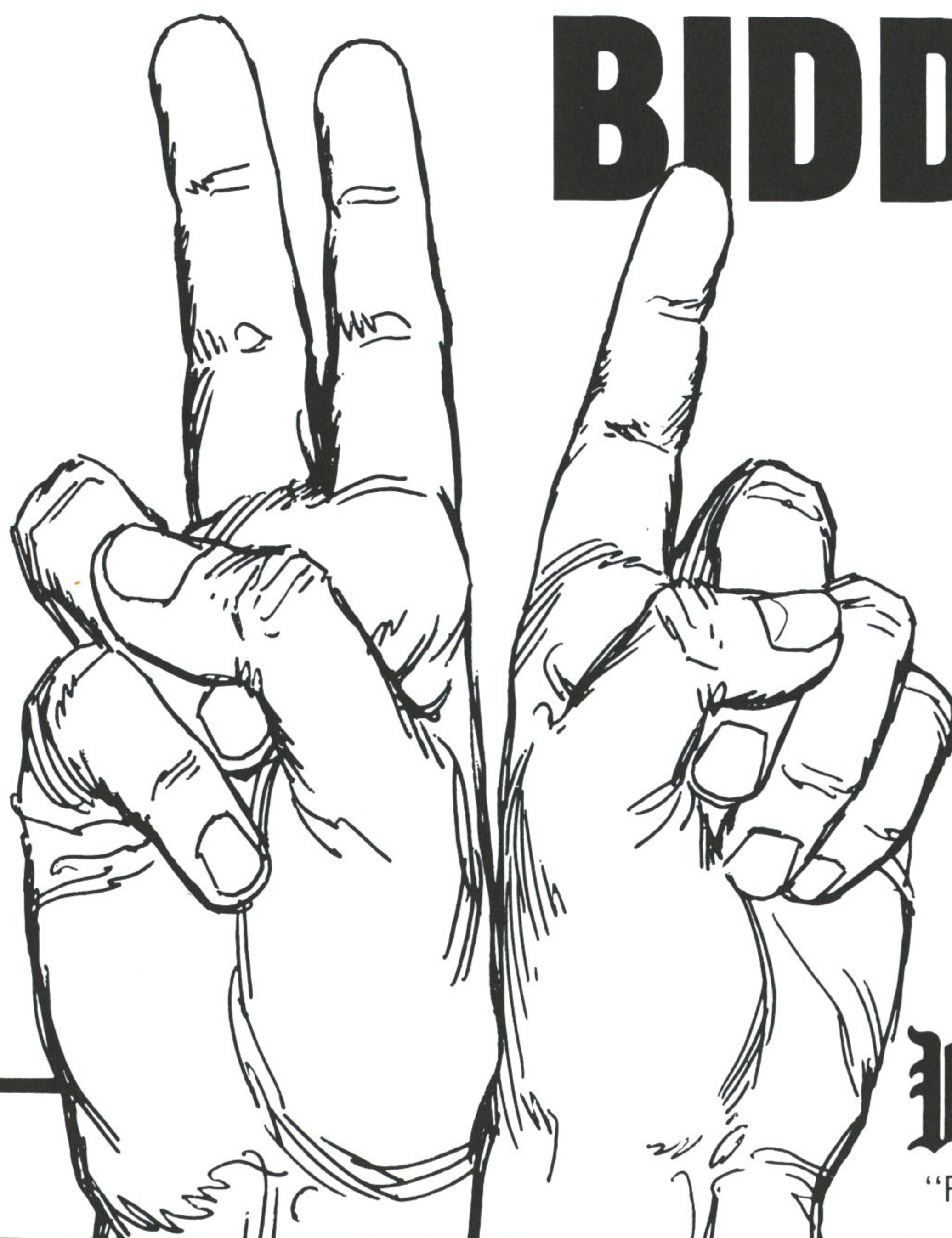
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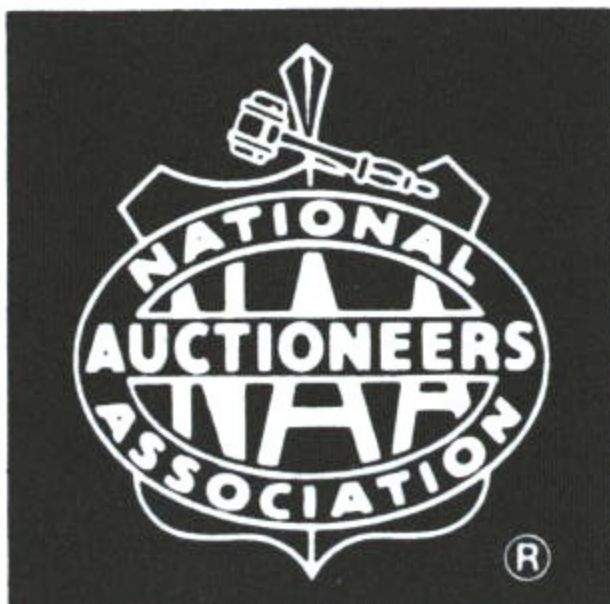
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Letters To THE AUCTIONEER

Poem For The Times

I memorized this little ditty some thirty years ago and never forgot it, author unknown. Maybe other auctioneers will find it encouraging in these difficult times.

For all your days prepare,
And treat them ever alike.
When you are the anvil, bear,
When you are the hammer, strike

Harry E. Johnson
NAA member auctioneer
Bangor, Michigan

Congressman Responds

NAA member Jack Gartner, Lufkin, Texas, received this reply when he wrote his congressional representative.

January 22, 1981

Dear Mr. Gartner:

Thank you for your letter expressing your opposition to HR 5460, the Independent Contractor Tax Act of 1979.

This legislation was not acted upon in the 96th Congress. If the provisions about which you are concerned are reintroduced in the 97th Congress, your comments will be given full consideration.

Sincerely,
Charles Wilson
House of Representatives

Addition to Your NAA Member Directory

The following name was mistakenly omitted from the 1981 NAA Membership Directory. Please photocopy and include the name in your directory under the appropriate section.

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The following works of art have been reported stolen to the police department of the City of New York. Anyone having information as to the whereabouts of the property, or person or persons involved, please contact:

Detective Robert Volpe, Art and Antiques Investigations, Special Frauds Squad, One Police Plaza, New York, NY 10038, Tel. No. 212 374-6910 Case No. 3A-81

Case history: Art in question was taken during the commission of a residential burglary in the Miami, Florida area in December, 1980. Works have since been offered for sale in the New York City area. There is a reward of \$100,000 for information leading to the recovery of the art.

- (1) Oil, Camille Pissaro, 1899, 9¼x11 inches, Le Fond Du Pre A Eragny Auc Meule A Droite.
- (2) Pierre, Auguste Renoir, 1894, 18½x16½ inches, Juine Fille Appaye Maina.
- (3) Edoard Vuillard Le Kimona; vue d'un interieur.
- (4) Emile, Othon Friez, 18x22½ inches.
- (5) Maurice de Vlaminck, 1924, 24x29 inches, La Torrillo.
- (6) Mary Cassatt, Fillette au Chapeau Rouge.
- (7) Alfred Sisley, "River a Veneux-Nadon".
- (8) Auguste Rodin, 1886, Nympe et Satyre, bronze statue, 13 inches (signed).
- (9) Eugene Boudin, Crinolines sur la Plage.
- (10) Fantin La Tour, "Quelques Roses sur une Table".
- (11) Michelle, Henri, "Fleurs d'Ete".
- (12) Quom, Oriental prayer rug. (no photo available)
- (13) Sterling silver tea set on a sterling silver tray. (no photo available)

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 lists**.

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Kimmon D. Johnson, 1300 N. 135 "E", Suite 120, Carrollton, Texas 75006

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THE AUCTIONEER

MARCH, 1981

Volume XXXII, Number 3

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

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

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

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

Single copies: \$1.00 each. Annual subscription rate \$10.00.

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

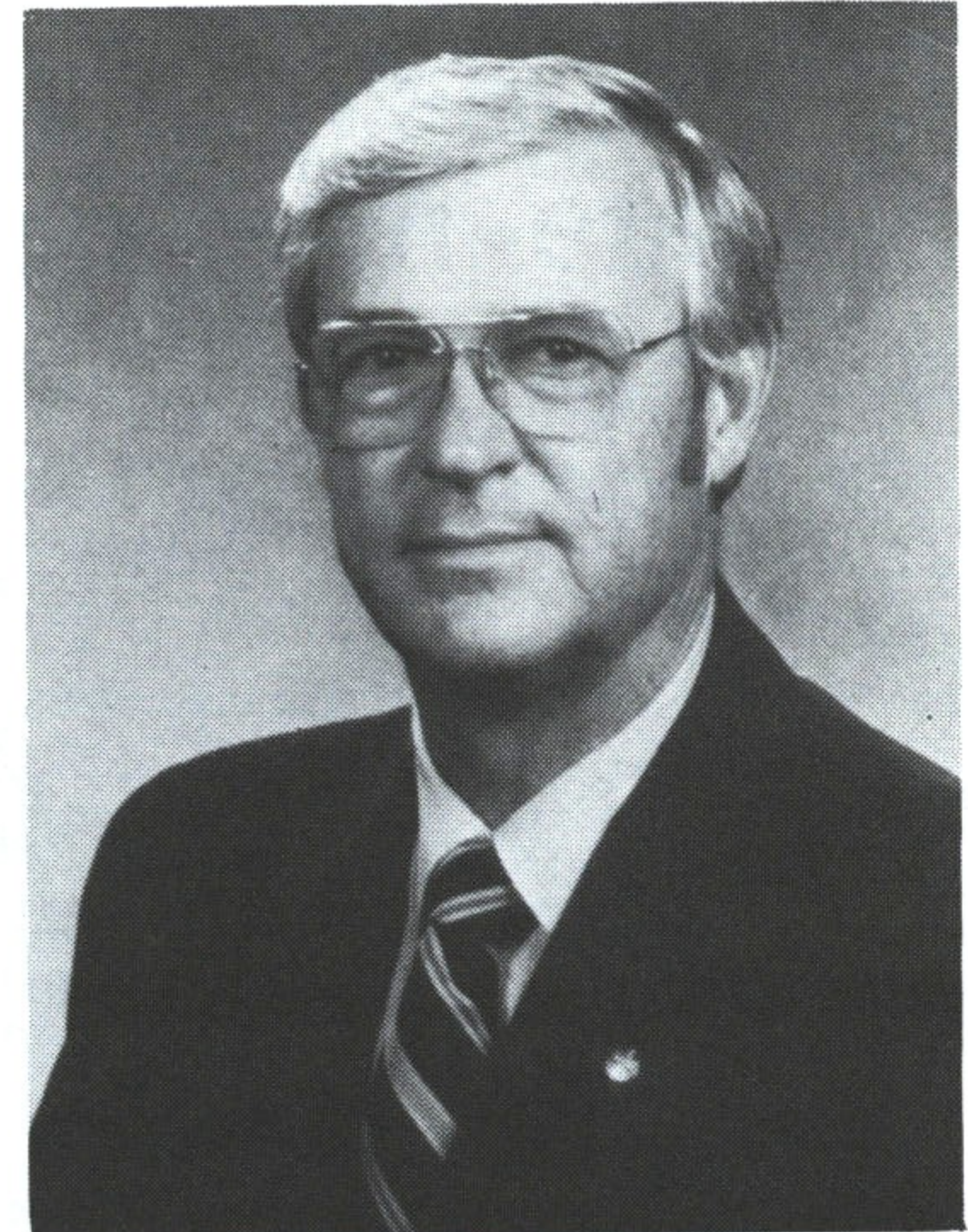
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Gary Carmichael, Director of Association Services. Member: International Association of Business Communicators, Lincoln Advertising Club.

Mrs. Sandy Chapin, Office Secretary
Mrs. Sharon Whisenhunt, Office Secretary

NAA Seminars, Board Meeting Successful

By Archie D. Moody, CAI, President
National Auctioneers Association



The first half of the 1980-81 NAA Year began with renewed activity and interest. I reported last month how much I have gained from my travels to State Association conventions and meetings, and my last NAA function in January was presiding at the board of directors meeting, held in Atlanta, Georgia, preceding the Real Estate at Auction Seminar.

All 20 members of the NAA board were present and many items were discussed and then acted on during the board meeting by the officers and directors. I appreciate the dedication and support given to me during this important meeting.

One very important item was the list of recommendations made by Marty Higgenbotham, Chairman of the Headquarters Relocation Committee. Marty and his committee traveled to the Kansas City area in January to determine if property is available on which to build the future home of the NAA. Having attended that meeting, I came away highly enthused about the recommendations made by the committee to the board.

Marty has written his report, which is included in this issue of THE AUCTIONEER magazine, and I emphasize how supportive the members of the board were for the recommendations. The vote to accept the committee's recommendation to purchase an option on land in the Kansas City area was unanimous!

Nearly 200 registrants (186 was the final figure) attended our Real Estate at Auction Seminar in Atlanta and judging from the critique sheets, which were completed at the conclusion of each seminar presentation, the instructors were very successful. I appreciate the time and effort given to our NAA programs by the NAA members and others, who share their information about proper auction methods and procedures. Nearly 100 NAA members, their spouses, and associates attended the Antiques & Country Collectibles Seminar in Oklahoma City. Even though the numbers were smaller, the enthusiasm for the program was just as great! The instructors were well prepared and the presentations outstanding.

While we were in Atlanta for our board meeting, President Mike Loftin and Secretary-Treasurer John Suarez of the Georgia Auctioneers Association met

with President-elect Howard Buckles and Executive Vice President Harvey McCray to discuss the 1982 NAA Convention, to be held in Atlanta at the Hilton Hotel on July 26-31. A revision to our NAA By-Laws in 1979 allows the President-elect to begin planning for the convention early, as he is assured of being president and can devote attention to early convention needs. Howard announced to the GAA his appointment of Ron Harris as 1982 Convention Chairman.

Several registrants to the NAA Seminars realized the value of continued education and applied for the Certified Auctioneers Institute program. Only members of the NAA can attend the CAI courses, and the education received at CAI is different from that presented at the NAA Seminars and Convention workshops. The seminars and workshops specialize in auction procedures and methods. The CAI offers courses which are designed to broaden the participating auctioneer's understanding of areas of major concern in the auction business — finance, accounting, law, marketing, personal development, leadership using management fundamentals, etc.

If you are eligible (have served as an auctioneer for two or more years), and believe as I do that continuing, specialized education is important to the success of your auction business, apply for the CAI Course I now!

National Auctioneers Week will be observed by many State Associations next month. THE AUCTIONEER magazine has included articles which give you information on how to participate in this important promotional program. Recognize the value of your profession — the auction method of selling real and personal property — in your advertisements during National Auctioneers Week and throughout the year! Your National and State Association emblems identify you as an auctioneer who joined in association with others of the same profession, to promote to the public that auctioneers do have a better method of selling.

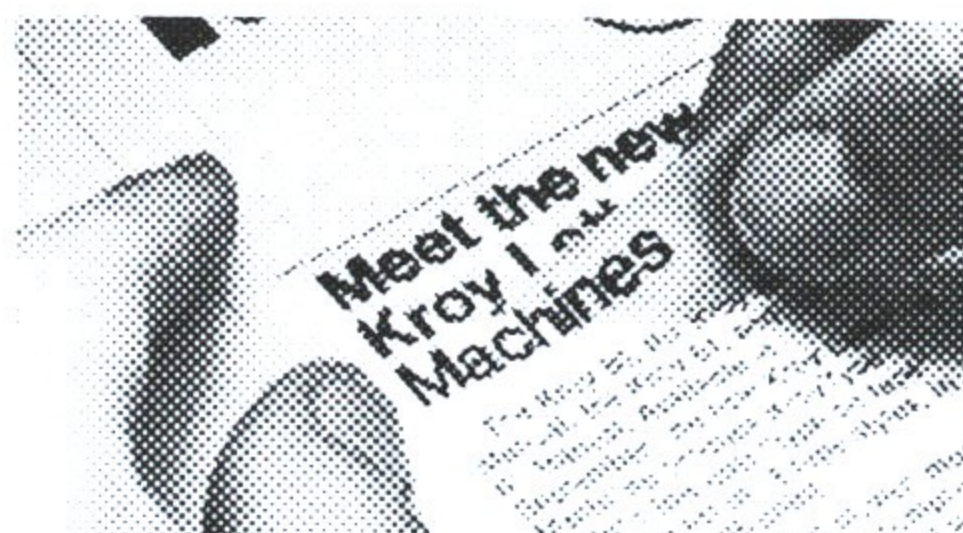
The next issue of THE AUCTIONEER magazine will begin our 1981 NAA Las Vegas Convention registration. Definitely register early for the convention which is important to the growth of our Association

Continued page 6

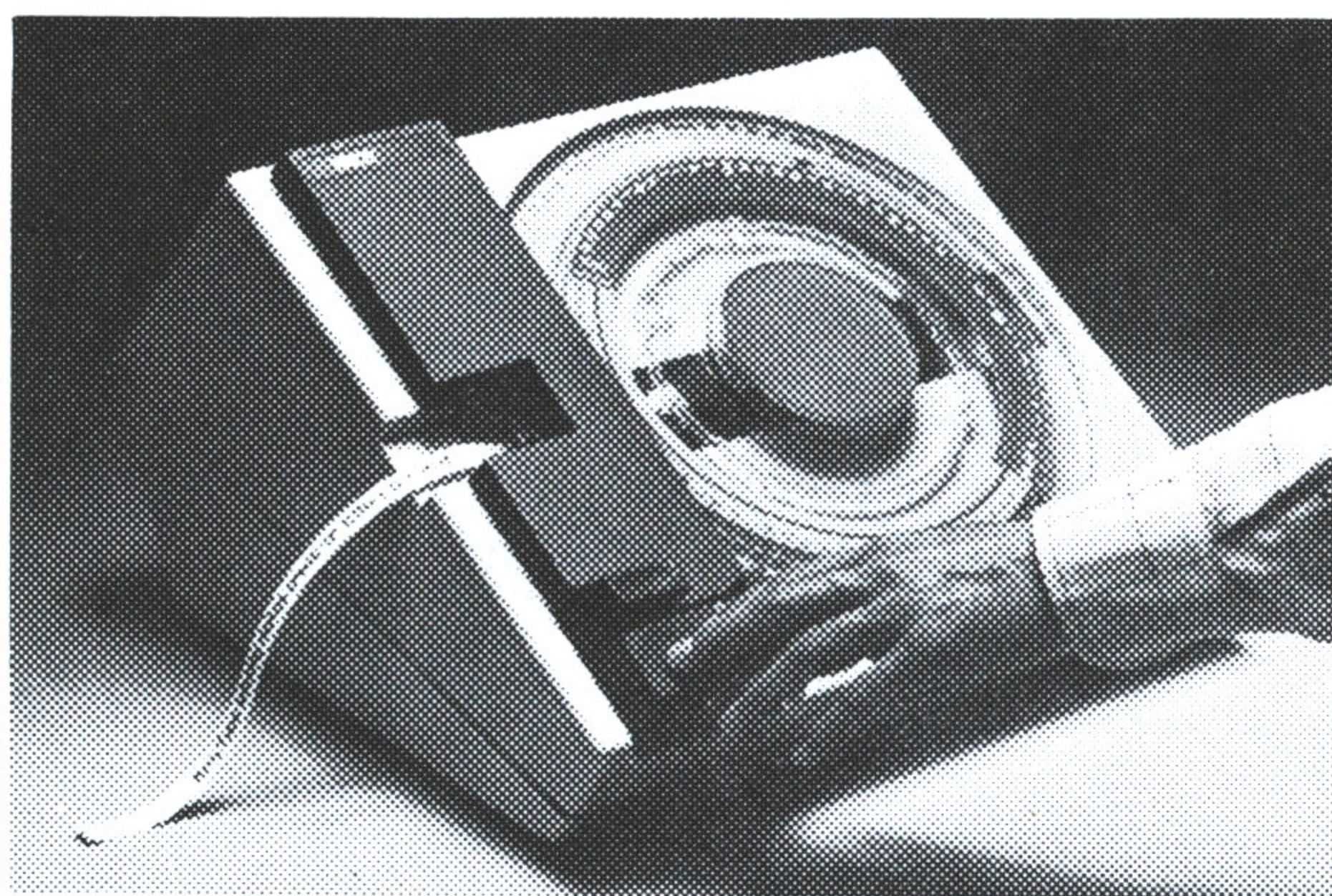
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and profession. At the convention we will again elect those NAA members who will serve as officers and directors. The Nominating Committee will be requesting resumes on candidates who are willing to serve for a three-year term — or more if they are elected in the future as officers — and conduct the business of our organization as the choice of the membership.

I will conclude this report with a request to the membership. The NAA publishes monthly the magazine, which includes articles submitted by the membership, and the success of our magazine depends on you, the member.

Tell us how you conduct your auctions! Your ideas are important to the auction profession and to the good auction image we are trying to create with the public. You are the "Star" of the organization and without your help — performance — we cannot be successful. If you have anything of educational value — procedures and methods, which you believe are sound, and a complement to the auction profession — describe them in an article for THE AUCTIONEER magazine. The editorial staff of THE AUCTIONEER needs your help to continue publishing a magazine that is for all NAA members throughout the nation.

Need License Law Information?

If you need 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.

For a complete update of license law information, consult the "License Law Update" on page 6 of the January, 1981 AUCTIONEER.

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Mid NAA Year Board of Directors Meeting Held in Atlanta

A two-day meeting of the NAA board of directors was held at the Hilton Hotel in Atlanta, preceding the 1981 NAA Real Estate at Auction Seminar. The meeting began on Saturday, January 24 and ended at 7:00 p.m. on Sunday, January 25. All members of the board were present.

Action by the Board on items, which are important to the general membership, included:

- Heard a mid-NAA year financial report by Treasurer Dean Fleming, which reflected that the financial status of the organization is sound for the first six months of the year;
- Decided that the topic for the January 25-26-27, 1982 NAA Seminar, to be held at the Holiday Inn Central, Tampa, Florida, will be Real Estate at Auction; that the topic for the February 16-17-18, 1982 NAA Seminar, to be held at the Marriott Hotel in San Antonio, Texas, will be Business Liquidations, Heavy Equipment, Farm Machinery and Livestock.
- Accepted the recommendation that the NAA promote the use of NAA members to serve as speakers at the Farmers Home Administration programs on national and local levels.
- Recommended that the NAA Nominating Committee take into consideration the geographical representation when considering nominations for the offices on the NAA board of directors.
- Decided that the board of directors go on record and write a letter to both State Associations' presidents (California Auctioneers Association and Southern California Auctioneers Association); to the California State Department of Justice; to the California State Board of Equalization; and to the Governor of the State of California that the National Auctioneers Association take violent exception to the fact the auctioneers are included with pawn brokers and second hand merchandise dealers in a law which will seriously restrict the auction business in the State of California.
- State as record that the National Auctioneers Association is opposed to House Bill 5460, which is the bill in Congress which, if passed, will affect the auctioneers' independent contractor status in regards to IRS taxation; further recommended that each NAA member write his or her Congressman, individually opposing the Bill.
- Agreed on the Biographical Data Form, which is to be submitted to the NAA membership to obtain membership data to be recorded on each member's file on the NAA computer.
- Decided that the ongoing educational programs be continued in THE AUCTIONEER magazine as aids to maintain the membership growth; and that a request be made to the State Associations' officers to assist the NAA in obtaining qualified new members.
- Decided that all displayers of merchandise or services at the NAA Convention be members of the National Auctioneers Association or advertisers in THE AUCTIONEER magazine.
- Approved the recommendation that the cost of displaying merchandise or products at the NAA Convention be increased from \$75 to \$200 per display.
- Approved a policy whereby a definite statement on registration cancellations be established for NAA Conventions as follows: a. That all cancellations must be in writing unless due to emergency situations and registrant cannot attend or have time to write; then the registrant must call the NAA office or have the situation reviewed at the next meeting of the convention committee; b. Cancellations must be announced in advance of the convention; also cancellations in writing must be received in the NAA office on or before the Friday before the NAA Convention week to allow NAA office personnel to revise food functions, guarantees, etc.; c. The cancellation clause will be published on the Convention Registration form in THE AUCTIONEER magazine and in other Convention promotional articles.
- Approved the program and budget for the 1981 NAA Convention is Las Vegas.
- Approved the recommendations of the Headquarters Relocation Committee to purchase land at the location specified on which to build the future headquarters office of the NAA.
- Approved the president's appointments of the additional committees' members to proceed with the Headquarters Relocation Committee plans for fi-

Continued page 8

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Maurice E. Fry
President

Diana V. Hickman
Vice-President

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nancing and building the future NAA headquarters office.

- Decided to revise the policy of offering youths 12 years of age and younger free registrations to the NAA Conventions to a new policy, whereby youths of 12 years or younger now will be charged at a rate of one-half of the adult registration fee (to cover a portion of the Convention food costs).
- Revised the policy in regards registrations to the NAA Seminars whereby in the future, spouses' fees, when attending with the NAA member, will remain at half fee cost; but that associates of NAA members be charged the full registration fee and that before associates of NAA members are eligible to attend NAA Seminars, they must accompany the NAA member.
- Increased the rates of advertising in THE AUCTIONEER magazine in the amount of 25% (across the board increase).
- Accepted an Advertising Contract Form and Credit Information Form, which must be completed by all new advertisers in THE AUCTIONEER magazine.
- Approved the intent of the NAA Membership pamphlet, which will be sold and distributed to the membership with personal references, and allowed the NAA office personnel the opportunity to prepare and write copy for the pamphlet.
- Approved President Moody's appointment of Joe E. Small and Russ Kiko to the Archives, Gifts & Bequests Committee.
- Allocated to the Archives, Gifts & Bequests Committee the amount of \$2,000 to be used for com-

mittee travel purposes during the remaining six months of the 1980-81 NAA year for exploration of other archives facilities.

- Accepted a recommendation whereby the board of directors establish a criteria which the board of directors of the NAA can use to determine the auction schools' effectiveness in regards to the information taught at the schools and if the criteria is not met, the NAA will not recognize those auction schools in THE AUCTIONEER magazine or in any other manner.
- Approved President Moody's appointment of Dean Parker as chairman of the committee to establish the criteria on Auction Schools; and further, that Chairman Parker is to appoint the members of the committee.

National Economic Forecast For 1981

- Gross National Product will increase 1 percent in real terms.
- Inflation, as measured by the Consumer Price Index, will average 11 percent.
- Unemployment rate will average 8 percent.
- Prime interest rate will average 13 percent.

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Headquarters Relocation Committee Report

By **Martin E. Higgenbotham, CAI**
NAA Director
Lakeland, Florida

This Headquarters Relocation Committee is composed of the following:

CHAIRMAN: Marty Higgenbotham
MEMBERS: Terry Dunning
Archie Moody
Howard Buckles
Harvey Lambright
Dean Fleming
Chuck Cumberlin
Harvey McCray (ex-officio)

As I promised at the National Convention, I would make update reports to the membership through the magazine, to let you know what the relocation committee has done.

Upon returning home from Nashville, we went back to Kansas City and inspected some 65 possible sites for our office. Needless to say, this was a long, tedious task. Out of 65, we narrowed it down to 9.

Then on January 19, we went back to try to make a final selection. At this meeting a full committee was on hand. After spending two more days in Kansas City, I am delighted to say that the committee unanimously agreed on a tract of land located at the corner of Balentine and Reeder on 87th Street in Johnson County, Kansas. It is located immediately adjacent to an existing Ramada Inn which I might add sits right on top of a knoll that can be seen for miles around.

The site has excellent exposure and easy access from all directions. We were able to secure a very favorable option contract on the property. With contract, drawings, maps, and pictures in hand, we made a full report to the mid-Winter Board Meeting in Atlanta. And, I am delighted to say that the Board of Directors has approved the option contract and the selection of the site, and has allowed us to continue on to the next phase, which will be that of securing an artist rendering of a possible structure as well as obtaining some art figures for the construction thereof. Due to the tremendous amount of work involved in this total project, I have asked for and received from the President, additional appointments to this Committee. This committee will then be assigned specific duties so that a complete and accurate report can be ready for the July Convention. Another very important part of the committee's function, of course, will be that of fund raising, and that will involve everything from making preparations to seeing to it that all donations are tax deductible, to finalizing an equitable donation structure that would be fair for our total membership.

I want to take this opportunity to thank all of you who have called and written concerning your support to this project. If you have any ideas or

thoughts concerning this project that you would like to share with the committee, please don't hesitate to give me a call or drop me a letter immediately.

After hearing the pledge of support around the country, I am convinced that we will be able to come away from the Las Vegas convention with enough money and pledges to build this new home.

As soon as the program for the fund raising is finalized, I will have it published in THE AUCTIONEER to keep you all up to date with the proceedings.

Again, thanks for your loyal support and if I don't see you individually before hand, we will see you all in Las Vegas.

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

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CHAPTER HEADINGS

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| 1. Bid Calling | 9. Insurance |
| 2. Conducting the auction | 10. License law — Bonds |
| 3. Contracts | 11. Fees — Commission |
| 4. Sale summary | 12. Appraising |
| 5. Uniform commercial code and auctioneer liability | 13. Land description and surveys |
| 6. Reserve bidding | 14. Working together |
| 7. Advertising | 15. Definition of 276 terms and words every auctioneer should know or have available |
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Price of book \$10.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. WRITE: Kruse Office: 305 South Union Street, Auburn, Indiana 46706. ATTENTION — Russell Kruse

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The Legal Aspects Of Auctions . . .

Coping With Bad Checks — Discussion Necessary

Talk is not cheap, it can be valuable; especially when the topic is coping with bad checks, bad money in general. Who should be discussing your check cashing procedures? For starters, you and your attorney; plus your bank and your local police department should be readily available for discussing bad check safeguards. There is one other source for bad check information — your fellow NAA members.

Whenever NAA auctioneers gather, "shop talk" is a popular means of getting to know each other. The way one auctioneer does something at one end of the country might work for auctioneers in other parts of the nation. It's the same with bad check procedures. Each auctioneer has his or her own method for coping with bad checks; and many NAA members are using the checking information found in the October 1979 and February 1980 AUCTIONEER magazines.

To encourage discussion of protection against bad checks, THE AUCTIONEER takes a closer look at four procedures now being used by some auctioneers.

Your best advice, of course, is to discuss any check protection measures with your attorney, your banker and your local police department. To prepare this article, those above listed sources were contacted by THE AUCTIONEER.

Holding Auction Item Until Buyer's Check Clears

It's not a new procedure, large auction galleries and auto auction firms have been using this measure for years. You may encounter it yourself when you purchase a car from a dealer who will not give you the title until your check clears the bank. One dealer contacted by the AUCTIONEER does not permit the customer to leave with the car. If it's a local bank, while you're in signing the papers, this dealer sends one of his employees to immediately cash the check at your bank. The money's good, and you get your car.

The banks will not have any problem with you holding items until a buyer's check clears for payment. However, from a legal standpoint, *make sure that your customers know* that you'll hold their purchases until their checks clear. The holding procedure should be clear in your auction advertising, and well defined in your opening remarks before the auction begins.

The decision you have to make concerns buyers and checks from far away places.

A check drawn on a local bank will only take a few hours or a few days to clear. You have your money, and you present your buyer with the purchase. However, if the buyer is from a different federal reserve district, meaning that the check will be sent to a different central clearing bank, it may be 2-3 weeks before the check can clear. Verify this information with your banker, but you might be holding an item for weeks while you wait for your money.

Your Buyer Makes The Check Out To "Cash"

The procedure here is to require a buyer to make the payment check out to "cash" rather than to you or your auction business. The idea is to prevent the buyer from stopping payment on the check; something they're not supposed to be able to do if the check is made out to cash. You, in turn, stamp the check "FDO", meaning "for deposit only"; and immediately cash the check.

Your best verification of this procedure is your state's Uniform Commercial Code. The UCC has not been adopted by all states, and even differs slightly between states where it is enforced. The point is, *in all likelihood under the UCC, a buyer can stop payment on any check written either to "cash" or to your auction business.* "For deposit only" on the back of the check is basically sound, but it may not have anything to do with recovering your money. If your state has not adopted the Uniform Commercial Code, then other regulations will apply. Check with your attorney.

But whatever the regulations, stop payment auto-

Continued page 12



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matically reverts the collection of the money back to a civil action. You will be taking your buyer to court to recover your money after a stop payment of the check.

Second Time Through, "For Collection"

If you've ever had a returned check marked "insufficient funds", then you're familiar with the procedure. What some business people learn the hard way is that the third time a check comes back, it is their responsibility to collect it. Therefore, when you send a check back for the second time to the paying bank, have it entered as "for collection". You don't have to be handling it yourself, your own bank is the best "go-between" for the recovery of the funds.

In other words, *don't mail the bad check to the paying bank*. If the check is lost, you have no record of the transaction. Give the bad check to your bank and have it enter the check for collection. That way, the depositing bank — your bank — has a record of sending it to the paying bank. Both banks will wait until the money comes in for your check. However, the money may not be there when your check arrives at the paying bank.

You might try calling the paying bank and asking the bookkeeping department, "if I submit a check for \$_____ on the account #_____, will the check clear?" Other insufficient fund checks from the same account may also be waiting for payment.

For that matter, the bank itself may be waiting.

A check marked "uncollected funds" means that the paying bank has put a hold on check payments from the bad account. Just like you, the bank is waiting for checks deposited to the bad account to clear, so that there will be "good money" in the account to pay the outstanding bad checks. When you receive an uncollected funds check, call and ask the bank when would be the best time to resubmit your bad check for payment.

Paying Consignor When Buyer's Check Clears

It is your responsibility to sell a consignor's auction items, and it may be your responsibility to come up with the money immediately after the sale. Take another look at your consignment contract, keeping in mind the possibility of waiting to pay the consignor until the buyer's check clears for payment.

After the consignor's item is sold, is it clearly stated in your consignment contract that you have the privilege to wait and pay the consignor, only after the buyer's check has cleared? If your consignment contract does not state that you have that privilege, then you may have a consignor demanding his or her money immediately after the sale. Of course, you'll be deeper in trouble if you pay the consignor the selling price, then discover that the buyer's check is insufficient.

Depending upon how your consignment contract is presently written, you may be legally bound



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to pay the consignor because you did sell the auction item. If you can withhold consignor payment until the buyer's money is good, and hold the auction item until the buyer's check clears, then you may have an effective protection against a bad check.

Of course, you should have a back-up procedure in the case that you're holding payment to the consignor, the buyer's check does not clear, and you, indeed did, sell the consignor's item at auction.

If you're contemplating any bad check strategy that involves holding consignor payment, or holding auction items until the buyer check clears, then you and your attorney need to examine your present contracts and procedures.

Take Note — Bad Check Schemes

In preparation of this AUCTIONEER article the police bad check source provided these two "bad money" schemes currently being used.

Use caution with "courtesy checks" — The free blank checks that a bank gives to a new customer are being made to look like checks from a long standing account. The number of the check and the address information may be typed in, that's one signal. Another cue is the check writer trying to cover up the asterick above the signature line. That asterisk is your signal that the check is a courtesy check from a very recently opened account.

Counterfeit traveler's checks — Check with your own police department, but counterfeit traveler's checks from a New York bank are being circulated around the country. They were printed in Argentina.

You can try it yourself to verify that an American Express Traveler's cheque is authentic. Turn the check over, moisten your finger or thumb and rub the left seal on the back. The ink will smudge a little when you rub the left seal, but will not smudge when you rub the right seal.

*Gary Carmichael
Director of Association Services*

NAA Schedule of Events 1981

March 29-April 4, 1981 — Certified Auctioneers Institute (CAI), Indiana University, Bloomington, Indiana.

April 5-11, 1981 — National Auctioneers Week.

July 29-August 1, 1981 — NAA Annual Convention, Las Vegas Hilton Hotel, Las Vegas, Nevada.

1981 INDIVIDUALS' FILLED-IN TAX RETURN FORMS — Shows correct step-by-step preparation of the new tax return forms for reporting 1980 income for individuals. Includes worksheets, checklists of deductible and nondeductible items. About 136 pages, topical index. Prices: 1-4 copies, \$3 ea.; 5-9, \$2.70 ea.; 10-24, \$2.40 ea.; 25-49, \$2 ea. (Est. Pub. December 1980)

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Washstands	☐ Piano Stools	☐ Etageres	☐ Flow Blue	☐
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Barometers	☐ Chiffoniers	☐ Towel Racks	☐ Bureau Bookcases	☐
Bureaus	☐ Oak Furniture	☐ Marble Clocks	☐ Buffets	☐
Pottery	☐ Corner Cabinets	☐ Hat Racks	☐ Queen Anne Chairs	☐
Wall Clocks	☐ Silverplate	☐ Paintings	☐ Leaded Glass	☐
Prints	☐ Grandfather Clocks	☐ Royal Doulton	☐ Pine Furniture	☐
Carnival Glass	☐ Primitive Furniture	☐ Fern Stands	☐ Bedroom Suites	☐
Candlesticks	☐ Sea Chests	☐ Mirrors	☐ Coal Scuttles	☐
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Atlanta Seminar Well Attended

The nearly 200 registrants at the January NAA Real Estate-at-Auction Seminar in Atlanta, Georgia, attended the year's first educational event with common purpose. They came to learn, and return home with ideas to use in their own real estate markets. And that's exactly what happened. Critique sheets of the sessions, reflected a positive attitude toward the Atlanta Seminar, and NAA educational programs in general.

NAA president-elect, Howard Buckles, served as seminar chairman during the three days of two hour instructional periods. Each session was well attended, especially the evening classes on Monday and Tuesday. It can be safely said that hundreds of pages of notes were taken, tens of hours of tapes recorded, and many questions answered.

Interviews with the Atlanta Real Estate instructors are in this AUCTIONEER's Real Estate at Auction column, page 38.

One quote in particular summarizes the contribution that professional education makes to a successful auction business. When asked what single factor contributed to his personal success, seminar instructor and immediate past president, Chuck Cumberlin, answered, "I think training — being CAI, a number of real estate classes, credited farm and land member designation, etc. I am attaining all the education I can in the field.

"Then secondly maturity, myself getting ten years older while I am getting this training experience. People now believe me who wouldn't believe me when I was ten years younger, having the same knowledge you might say. It is building a reputation, and it takes a period of time to build that reputation. Education is the number one thing, and then you have to put it to use."

Of significant importance was the NAA enthusiasm shown by the seminar registrants. At the seminar "Fun Auction", \$332 was raised in the sale of NAA belt buckles and pad holders. The money received will be deposited in the NAA general fund. Also, 200 "Invitation to Join" kits were taken home and put to work recruiting new NAA members.

Facilities at the Atlanta Hilton Hotel were conducive to the seminar instruction. The hotel will be the site of the NAA annual convention in 1982.

You may have to sell one at auction someday. A 360-pound aluminum field-crop tractor called "The Turtle" allows the operator to comfortably lie down and use both hands for selective picking of low lying fruits or vegetables, while operating and guiding the tractor by means of foot pedals. Planting, pruning, thinning or spraying can be done in the same selective manner.

FARM AND DAIRY



ATLANTA SEMINAR REGISTRANTS fill meeting room at the 1981 Real Estate-at-Auction Seminar, held at the Atlanta Hilton Hotel.



NAA OFFICERS AND DIRECTORS assemble for a group photo at the Real Estate Seminar, Atlanta Hilton Hotel. From bottom to top step, and from back to front: director Joe Small, president Archie Moody, director Marty Higgenbotham. Second step: vice president Rex Newcom, director Chuck Cumberlin, director Harvey Lambright. Third step: executive vice president Harvey McCray, director Hugh Miller, director Sammy Ford. Fourth step: director Haskel Ayers, director Robert Musser, director Norman Aldinger. Fifth Step: director Dean Parker, director John Horton, president-elect Howard Buckles. Sixth step: director James Heike, treasurer Dean Fleming. Top step: director H. Layton Laws, director Frank Bass, and director Richard Kiko.

In October 1980, poster history was made when New York's Phillips Auctioneers set record prices for color pictorial posters by Jules Cheret (1836-1932). The 1893 poster of a dancer set the record at \$6,200, surpassing its estimate of \$3,000/\$4,000.

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Bus Retmier, CAI, is a 1951 graduate of the Reppert School of Auctioneering and has successfully completed CAI (Certified Auctioneers Institute). He has sold the above appraisal books to the auction profession for the past 40 years on a moneyback guarantee.

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Next Month:

The theme for National Auctioneers Week 1981 — "YOUR Week can be very good for business" — summarizes a nationwide promotion for your benefit. Your buying/selling public will respond favorably to increased exposure of your auction services. Your buying/selling public are literally "in the market" for auction promotion. And what can bring it all together for you this auction season? Promotion of National Auctioneers Week, April 5-11.

The January AUCTIONEER magazine gave you the promotional ideas to help organize your publicity "game plan" during The Week. Continued in the February AUCTIONEER, ideas developed into the basic necessities of "getting the word out" during National Auctioneer Week — radio commercials, news release, television appearances, and the government officials' proclamation of The Week. Now, consider a few promotional ideas that mean targeted exposure of your auction business.

- **Each auction crowd** that you assemble during The Week should get the message loud and clear, "I'm an NAA member, and I'm honoring National Auctioneers Week." How the auction crowd gets the word is important to the promotion: have a National Auctioneers Week sign at each auction before and during The Week, April 5-11; print information about The Week on bidder cards that you'll use immediately before and during The Week; make sure that your preauction announcements include the fact that you're honoring National Auctioneers Week as an NAA member auctioneer.

- **Decide exactly what special group in your area** needs to hear the auction success story. After you decide "who," decide "how" you'll communicate with your target group — personal invitation to promotional luncheon, direct mail campaign, media advertising, promotional letter, etc. After your National Auctioneers Week promotion, look at the results — more exposure, more inquiries, more business.

- **You may be missing out on the biggest and boldest advertising** promotion — the American billboard. For more detailed information, consult the October and November 1980 issues of THE AUCTIONEER. However, the fact still remains that National Auctioneers Week is an excellent reason to get

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How will you honor National Auctioneers Week, 1981?

into billboard advertising. Make sure your auction service and NAA affiliation are prominent in the billboard display.

- Lastly, if it's not on your 1981 **giveaway business calendar** perhaps it should have been — National Auctioneers Week clearly shown for the week of April 5-11.

Your Association, Your National Auctioneers Week

Through the NAA office, the National Auctioneers Association will conduct the nationwide campaign to promote National Auctioneers Week, 1981. In the weeks before April 5-11, the NAA will issue hundreds of news releases to business and industry publications, all newspaper syndicates, and prominent broadcast media. The major TV networks will be contacted for personal appearance by NAA officers. And, all news media near the homes of the NAA officers will be notified for officer interviews.

Remember, you are an integral part of a nationwide promotion of your profession, your association,

your auction service to the public. National Auctioneers Week is definitely an opportunity that knocks once a year.

YOUR Week, April 5-11 can be one of your most effective means of informing the public and business community about the auction method and your NAA membership. It's an excellent opportunity that needs to be taken full advantage of, to make National Auctioneers Week very good for business.

- **Don't forget to:** send a postcard to your state association president, ask how the state association will honor The Week; give an NAA application, or (better yet) an NAA "Invitation to Join" kit to an auctioneer who is not an NAA member.

Last January, a New Jersey haberdasher had an interesting window display — a collection of neckties purchased by wives the week before Christmas, and returned for credit the week after by their husbands.

State and Local Officials Proclamation

Contact civic and state government officials well in advance to arrange a proclamation of National Auctioneers Week in your state or area. Below is a draft of the final proclamation which may eventually be prepared for you by the signer's office.

NATIONAL AUCTIONEERS WEEK April 5-11, 1981

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

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

Therefore, as (name of State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 5-11, 1981 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)

Auction Business Stationery, New Category In 1981 Advertising Contest

A total of eight categories is now available to NAA members entering their auction advertising in the 1981 NAA Advertising Contest in Las Vegas. However, to enter Category H, "Auction Business Stationery", you're sending three "sets" of your stationery to the NAA office.

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

The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1981 Contest. Awards will be presented at the Awards Festival of the 1981 NAA Convention,

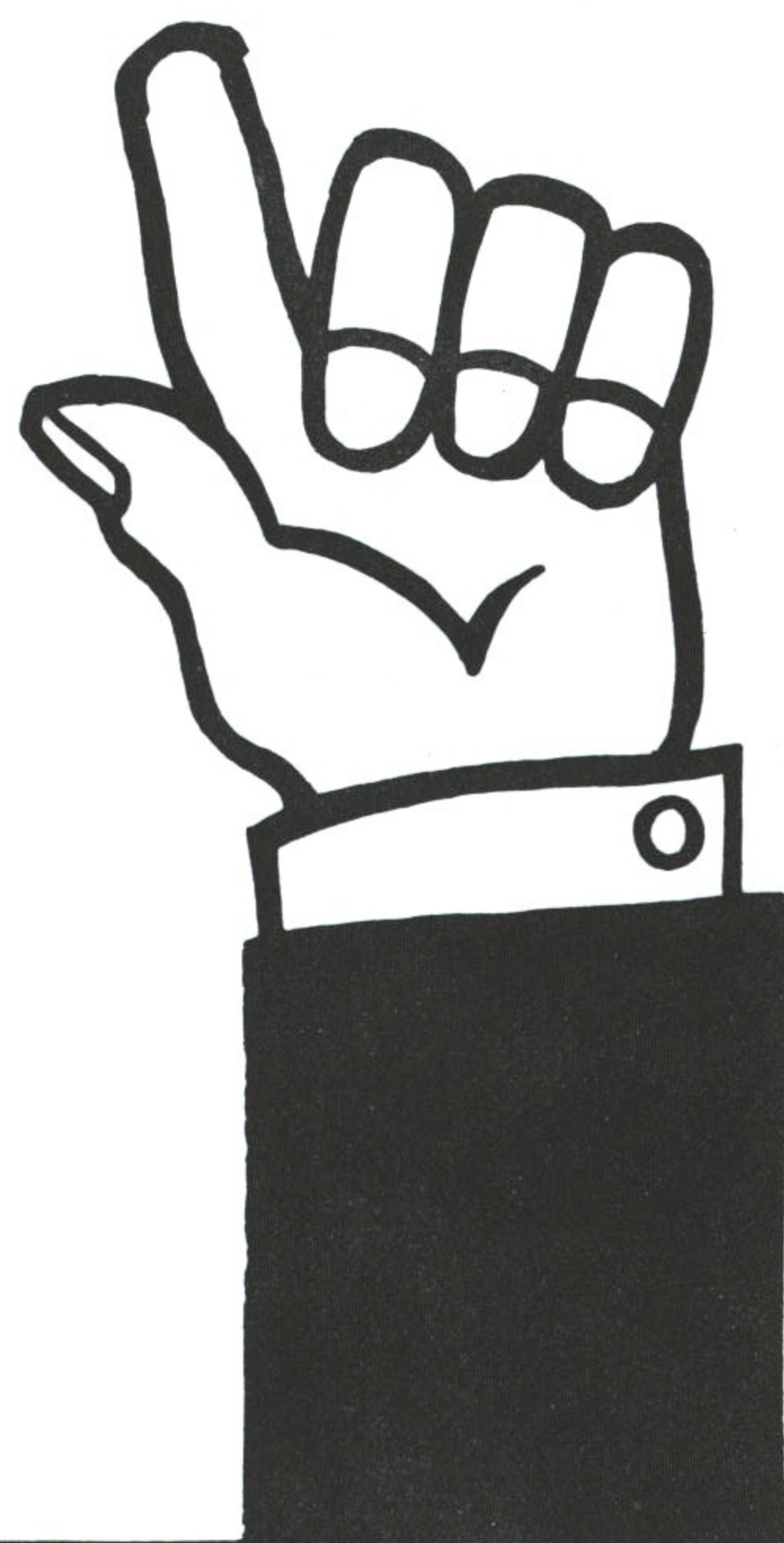
Friday, July 31.

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

Advertising Contest Rules

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA office — *three copies of each entry* — by July 1, 1981.
3. Entries must be on the current year sales (July 1, 1980 through June 30, 1981).
4. Each member entering the contest must select one entry, which he feels he wants to be represented in any of the particular categories. Each entry must be labeled, or clearly marked, as to the category for which it is being entered, and three pieces of each category must be submitted. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges and additional advertising pieces will be maintained in the NAA office for reference only.)
5. Members of the advertising committee are not eligible to compete for an Advertising Contest Award.
6. Previous year winners — those who won an award in 1980 — are not eligible to compete in

When it comes to Midwest auction advertising, there is no second best.



Last month, over 90% of Auction/Bid advertising in Chicago newspapers was in the Chicago Tribune. The Auction Mart is the Midwest's #1 auction marketplace because it brings the interested auction-goers and sellers together in a unique selling atmosphere.

We've got a new Auction Mart brochure with complete details. For your copy call Barbara Wentz at (312) 222-4493 or Charles Shanley at (312) 222-4042, today. Or write them at 435 N. Michigan/Rm. 915, Chicago, Illinois 60611.

Turn to the
Chicago Tribune

the category in which they won in 1980, but they may enter any of the other categories.

7. Of the three entries submitted for each category, one copy will be maintained in the NAA office; one copy will be maintained in the judges' file; and the third copy will be displayed for viewing by the convention registrants after the awards' recipients are announced.
8. Two first place awards will be presented in each category; one for one-color ink on paper; and the second for multi-color ink on paper.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows:
 - a. Commercial and Industrial;
 - b. Farm (an operating farm liquidation);
 - c. Real Estate;
 - d. Antiques;
 - e. "Specialty" (cataloged sale);
 - f. Consignment Sales with General Household and Estate Liquidation;
 - g. Institution (auction firm promotion);
 - h. **Auction Business Stationery** (letterhead, plus envelope, and business card).

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

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA office by July 1, 1981. Be sure and have an entry form completed and attached to the three examples of each entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.



CONTAINER BUYERS

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

ONE OF OUR ANTWERP WAREHOUSES
LYNN WALTERS

13011 S.E. 84th

Clackamas, Ore. 97015

[503] 654-3000

Prudential Insurance (Newark, New Jersey) is the world's largest — with policies totaling \$331 billion in force.

ENTRY FORM

National Auctioneers Association
1981 Advertising Contest
NAA Annual Convention
Las Vegas, Nevada

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE
ADVERTISING _____

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED? _____

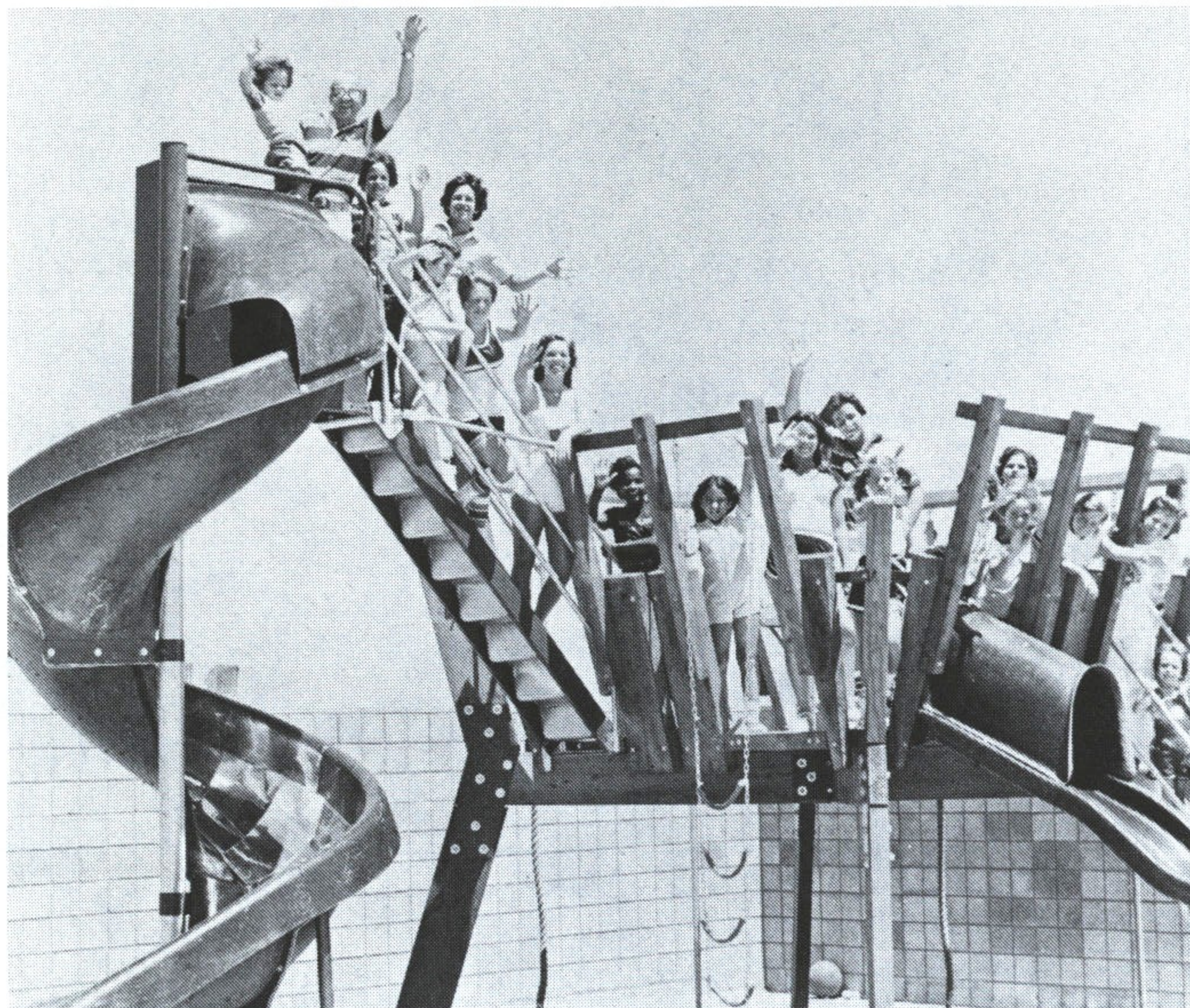
BRIEF DESCRIPTION OF SALE _____

DEADLINE FOR ENTRIES: July 1, 1981

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

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

STAINED GLASS PAINTING, by Isenberg and Millard, is a most interesting art book. The book shows how those marvelous church windows were painted, and how it is done as a modern art form, alone or integrated with leaded-glass techniques. Everything is here — glass paint and its characteristics, painting styles and techniques, materials and tools, kilns, drafting and drawing, shading and highlighting, etc. 16 color illustrations; 186 black and white; 225 pages, 7x10, paperback, \$8.95. Chilton Book Company, Chilton Way, Radnor, Pennsylvania 19089.



HAPPY YOUNGSTERS — *The Las Vegas Hilton's Youth Hotel fills a child's stay with a variety of games, projects, plays, and sporting activities. Available exclusively for children ages 3-18 who are staying at the Hilton, the Youth Hotel is the only one of its kind in the world.*

-
- IF** you have a deluxe auction gallery
 - IF** it is in a metropolitan location
 - IF** your gallery is not having a sale every day
 - IF** creating more traffic by accepting consignments as a result of our national advertising suits you
 - IF** you're interested in bringing new affluent clientele to your doors
 - IF** you want to increase your profits by our providing the inventory and expert art auctioneers

Call **John Suarez**, Director; ARTauction associates™ at 404-428-5760 or at our 24hr message center 800-824-7888 ext. A3207; in Calif. 800-852-7777; in Hawaii & Alaska 800-824-7919; Int'l 1-916-929-9091; Telex: 542198 Cables: Suarez, Atlanta. Member: National Auctioneers Association.

Las Vegas Looks Great — Convention, Area Mean Family Vacation

By J. M. "Bill" Watson, Secretary
Nevada State Auctioneers Association
Las Vegas, Nevada

It seems only yesterday we were in Nashville for the 1980 "Grand Ole Convention", yet it is only "tomorrow" that we will be gathering at the fabulous Las Vegas Hilton Hotel for the 1981 convention.

As a long time resident of the Las Vegas community, I would like to discuss the 1981 NAA Convention in terms of what it will mean for hundreds of NAA members — an excellent family vacation.

Each year the Board of Directors considers carefully the programs and places for future conventions, and each year the annual convention gets better and bigger. The Nevada State Auctioneers Association expects this to be the very biggest and best NAA convention you will have ever been privileged to attend. Why? Because as always, the NAA Board will see to it that our speakers and panels will be the best available. And, the precision with which the program will flow will be better than ever before because experience helps make it better each year.

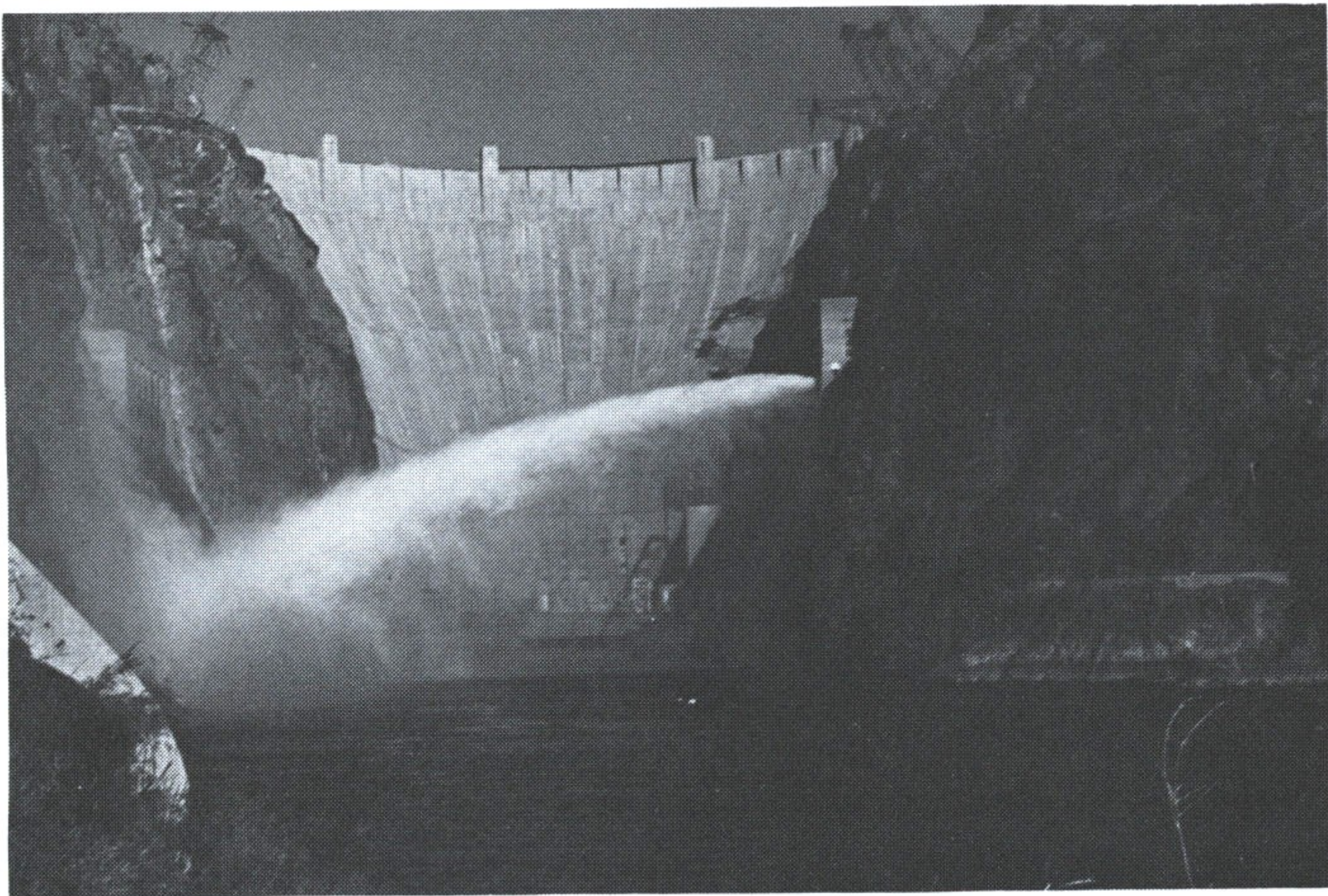
The real reason the 1981 NAA Convention promises to be the biggest and best is because the meeting site offers so much for the enjoyment of all, children as well as adults.

First, let's consider that the entire registration will be housed in *one* hotel. All meetings and meals will be held in the same hotel without having to overlap one event into another in the same room. The Las Vegas Hilton is a very large convention facility that will make your stay comfortable, and give you more leisure time to enjoy all that our community and surrounding area offers. Everyone knows that Las Vegas has glittering shows and casinos, but there are many, many more interesting, entertaining and educational activities available that we hope you will decide to visit.

Death Valley with all its history and mystery is only a short 4 hours away. You could pass through for a visit before or after the convention on your way to Disneyland. It is only a 6 hour freeway drive from Las Vegas to Disneyland and many of you will want to plan your family vacation for this time of year. What better way to see Disneyland and attend the 1981 NAA Convention.

Closer to our meeting hotel are local tours that include a tour through Hoover Dam and a boat tour on Lake Mead. You can also visit the authentic Old West and ghost towns of "Old Vegas" or "Old Nevada", both rich in history and exhibits of yesteryear.

In a one day tour you can visit the colorful "Valley of Fire" and continue into nearby Utah and to see both Bryce and Zion Canyons. You would still have time to stop in St. George, Utah, for a brief lesson in the history of the Mormon settlement of southern Utah in the late 1800's. All of this can be



HOOVER DAM SPECTACULAR — *Thirty-five miles from Las Vegas, Hoover Dam puts on its own show as water gushes across a 100 yd. canyon. The dam is the single most popular visitor site in Southern Nevada.*

done in an easy day in your automobile. Of course, if you fly in, you could rent a local car for the trip if you decide to take it.

You may think of Las Vegas as dry, hot and barren, but did you know that in a 30 minute drive we can be in a pine forest that has trees which could be cut for lumber? You can come see for yourself.

If you choose not to leave the city of Las Vegas, we have the Stars Hall of Fame at the Tropicana Hotel, the Liberace Museum, Southern Nevada Museum, 11 championship golf courses and many other interesting places you will discover on your own.

If you choose not to leave the NAA convention hotel, you can still enjoy 12 restaurants, one very large swimming pool, clothing and gift shops, 6 tennis courts, plus complete mens' and womens' health spas. The hotel is a community within a city, and more will be published later about this great facility. It's all yours to enjoy when you attend the 1981 Las Vegas NAA convention.

When you do leave the hotel to visit other hotels or restaurants, you have available a ready supply of cabs, but you can walk to seven other large hotels in less than 10 minutes from the Las Vegas Hilton.

Many have asked about the weather at convention time, July 29-August 1, 1981. Yes, it is expected to be hot at that time of year, but everything is air conditioned. The cabs you will arrive in from the airport, the buses you will tour in, and best of all the convention hotel will be cool and comfortable. Don't let the Las Vegas weather worry you, because we don't just survive in it, we live comfortably in our air conditioned facilities.

Perhaps you are concerned about what your children will have to do while you are attending convention meetings and events. More youth activities will be forthcoming, but let me mention that the Las Vegas Hilton has a separate youth hotel complex with all sorts of entertainment, and babysitting service if required.

Since Las Vegas' chief industry is tourism, the

city and its people are experienced in the many things that were left undone or at best handled poorly at other conventions you may have attended. Let me assure you, that you and your family will enjoy your attendance at the 1981 NAA Convention in Las Vegas, July 29 through August 1, 1981. However, I strongly encourage you to register early.

Member?

This year, take advantage of all your NAA benefits — seminars, annual convention, National Auctioneers Week, Certified Auctioneers Institute, and more.



Non-Member?

On your auction business letterhead, write for a free "Invitation to Join" kit. You'll discover that NAA membership benefits mean business.

Since 1949, dedicated
to the success of its
member auctioneers.

National Auctioneers Association

135 Lakewood Drive
Lincoln, Nebraska 68510
Phone (402) 489-9356

FORT SMITH AUCTION SCHOOL

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

QUALITY TRAINING SINCE 1947

**VETERAN
APPROVED**

TERMS
FEB. — JULY
NOV.

**WRITE
or
CALL**

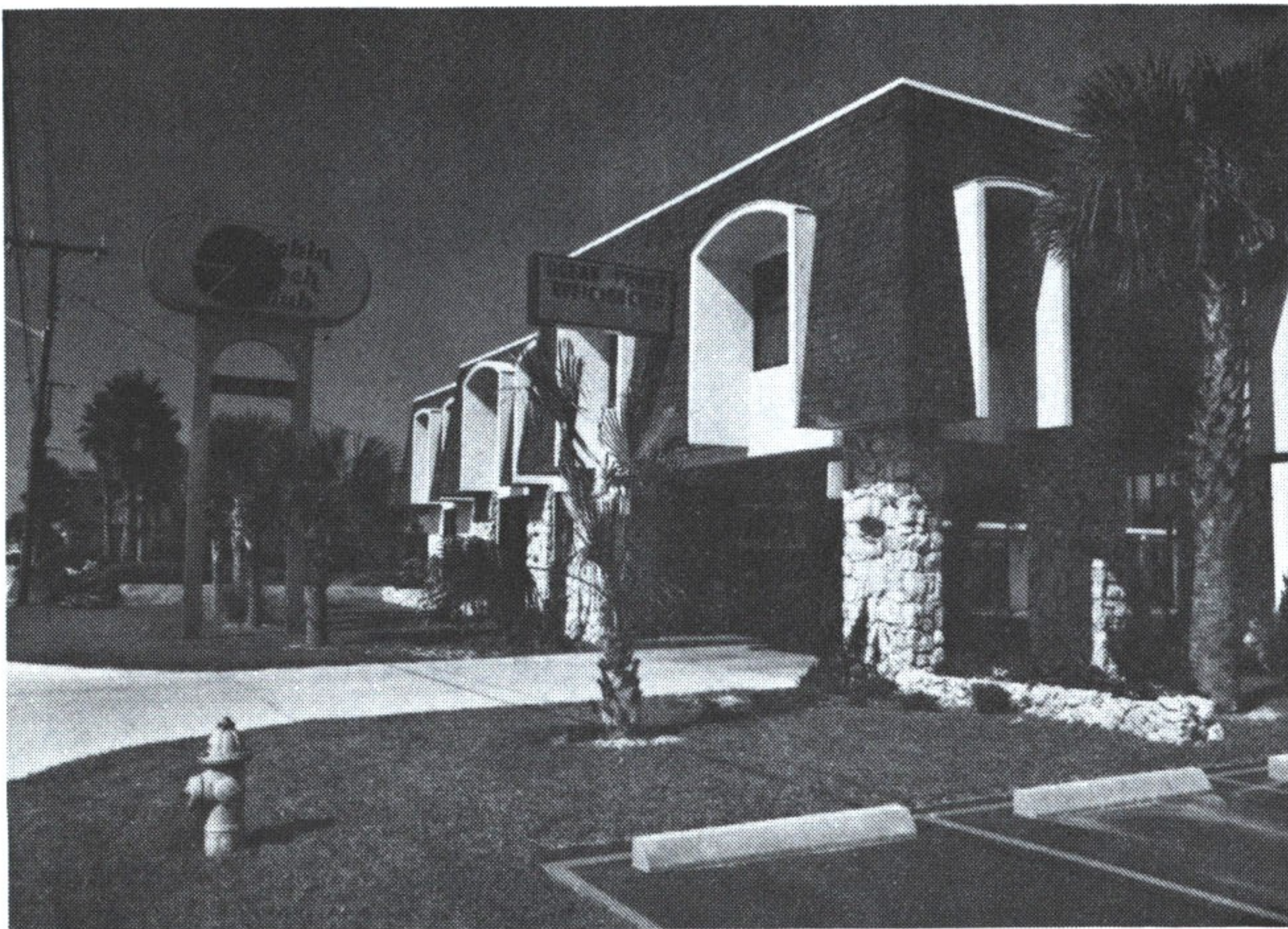
AUCTION

SATURDAY ● MARCH 14TH ● 11:00 A.M.
DAYTONA BEACH, FLORIDA

CONDO — TIME SHARING

We have been commissioned to sell 510 weeks of time sharing in the beautiful Dolphin Beach Club condominium. They consist of Efficiencies & 1-bedroom units.

Located at the East end of Port Orange Causeway on prestigious South Daytona Beach. Close to shopping, deep sea fishing & race track. Each unit will be sold by the week — highest bidder's choice with fee simple title. The first 100 weeks will be sold on ABSOLUTE AUCTION basis.



Over the years many of you have asked me when we were going to have a condominium auction on the water. Well, this is it! This is perhaps one of the most prestigious locations in all of Daytona Beach. Quality constructed building with all the amenities. EXCELLENT terms: 15% Down; balance 60 months @ 12.9% interest, owner financing. \$225.00 closing costs.

I estimate that these weeks will sell from a low of \$2,900 for off season to a high of \$7,000 for in-season and race weeks with a mean average of \$4,500-\$5,000.

You will not need to be there to bid.

For full information & FREE brochure contact:

HIGGENBOTHAM REALTY, INC., REALTOR®

MARTIN E. HIGGENBOTHAM, CAI AUCTIONEER

1702 Edgewood Drive, Lakeland, Florida 33803 — (813) 688-6094

Get Ready For Las Vegas

Planning for the 1981 NAA convention can begin now with early reservations at the Las Vegas Hilton Hotel.

It's not too early to plan for your family's attendance at the 1981 NAA convention, to be held at the Las Vegas Hilton Hotel, Las Vegas, Nevada. Even though the convention is months away, you can make your hotel reservations at this time.

As you fill out the reservation form, the time that you write-in as your arrival is the time that the hotel will have your room ready. Room rates are available to NAA convention attendees only; and the higher the room rate in the central hotel (\$56 and \$62 shown below), the higher up your room is, the better your view of city and landscape. Children staying with their parents in the same hotel room stay free of charge. And, there is a limited number of rollaway beds at \$9 per night.

No deposit is required for advance registrations, and no penalty is charged for cancellations before the convention. The hotel prefers that you pay with either a bank charge card, traveler's cheque, or cash. Check out time is noon. **All reservations must be received by July 15, 1981; reservations after that date will be confirmed on a space availability basis at regular room rates.**

Use the reservation form below (or a photocopy of the form) to reserve your NAA convention lodging. The hotel will not accept phone reservations for NAA accommodations. Additional reservation forms available upon request to the NAA office. Also, the Las Vegas Hilton is large enough so that all NAA registrants will be housed in the convention hotel.

If you have any questions concerning your hotel accommodations, please call the Las Vegas



WORLD'S LARGEST HOTEL will be the site of the 1981 NAA convention in Las Vegas. The towering Las Vegas Hilton features 2,783 rooms, a 10-acre outdoor recreation area, a 350,000 gallon swimming pool, six lighted tennis courts, 18-hole putting green, the Hilton Showroom, 11 restaurants, and 125,000 square feet of meeting and convention space.

Hilton (not the Flamingo Hilton). Questions about the convention itself should be directed to the NAA office.

Program-at-a-Glance 1981 Convention

The following NAA convention schedule is a very abbreviated version of the convention program

Continued page 25

NATIONAL AUCTIONEERS ASSOCIATION

JULY 29 - AUGUST 2, 1981

MAIL TO:

LAS VEGAS HILTON HOTEL, P.O. Box 15087 — Room Reservations, LAS VEGAS, NEVADA 89114

King or Double/Double - Central	☐ \$46.00	☐ \$51.00	☐ \$56.00	☐ \$62.00
King or Double/Double - Tower	☐ \$67.00	☐ \$73.00		
Lanai Suites:	☐ \$93.00			
One Bedroom Parlor Suites:	☐ \$145.00	☐ \$155.00	☐ \$160.00	☐ \$170.00 ☐ \$175.00
Two Bedroom Parlor Suites:	☐ \$243.00	☐ \$253.00	☐ \$283.00	☐ \$318.00 ☐ \$248.00

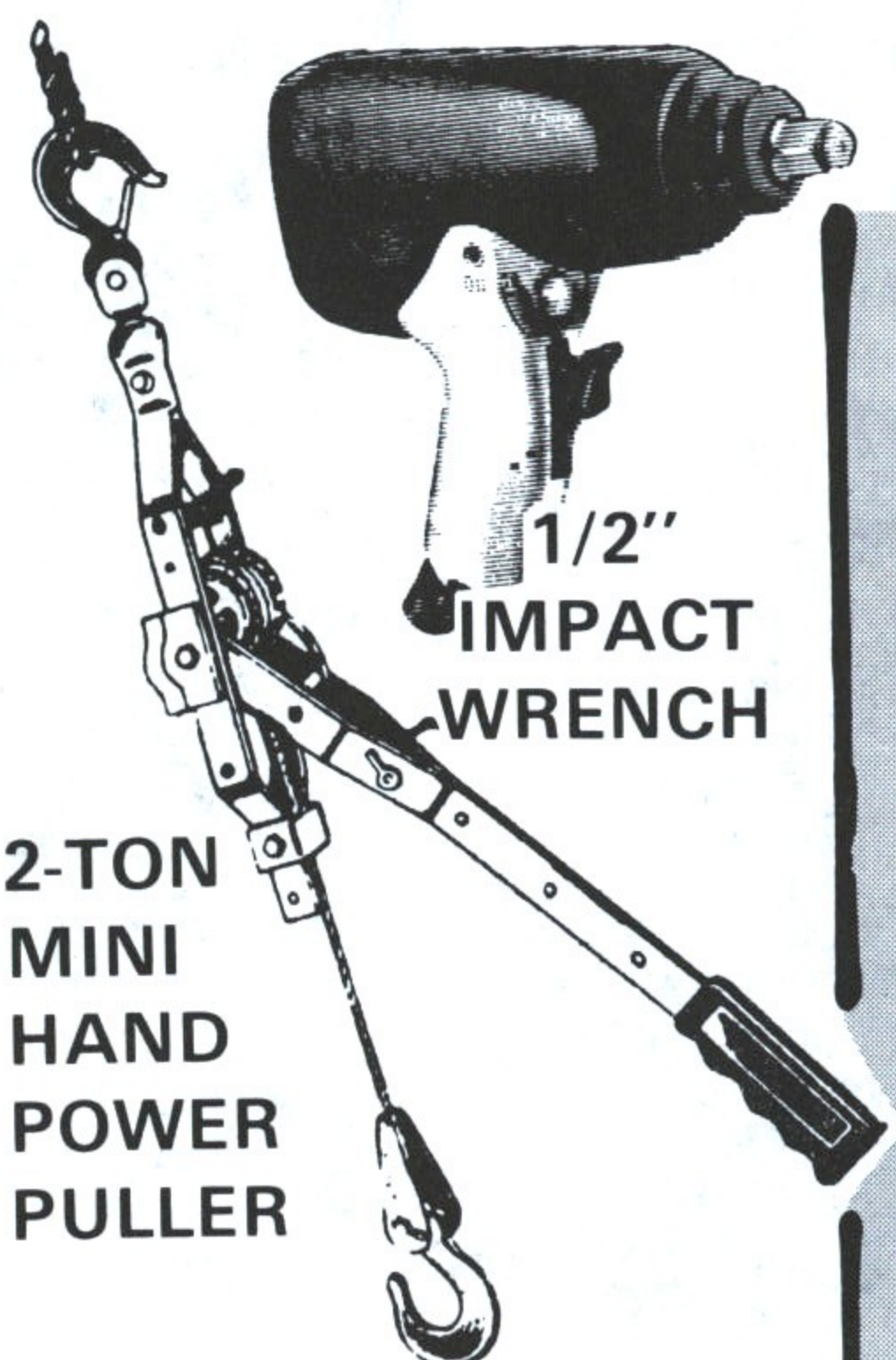
SPECIALTY SUITE RATES UPON REQUEST

Date of Arrival _____ Hour _____ AM/PM Date of Departure _____

NAME _____

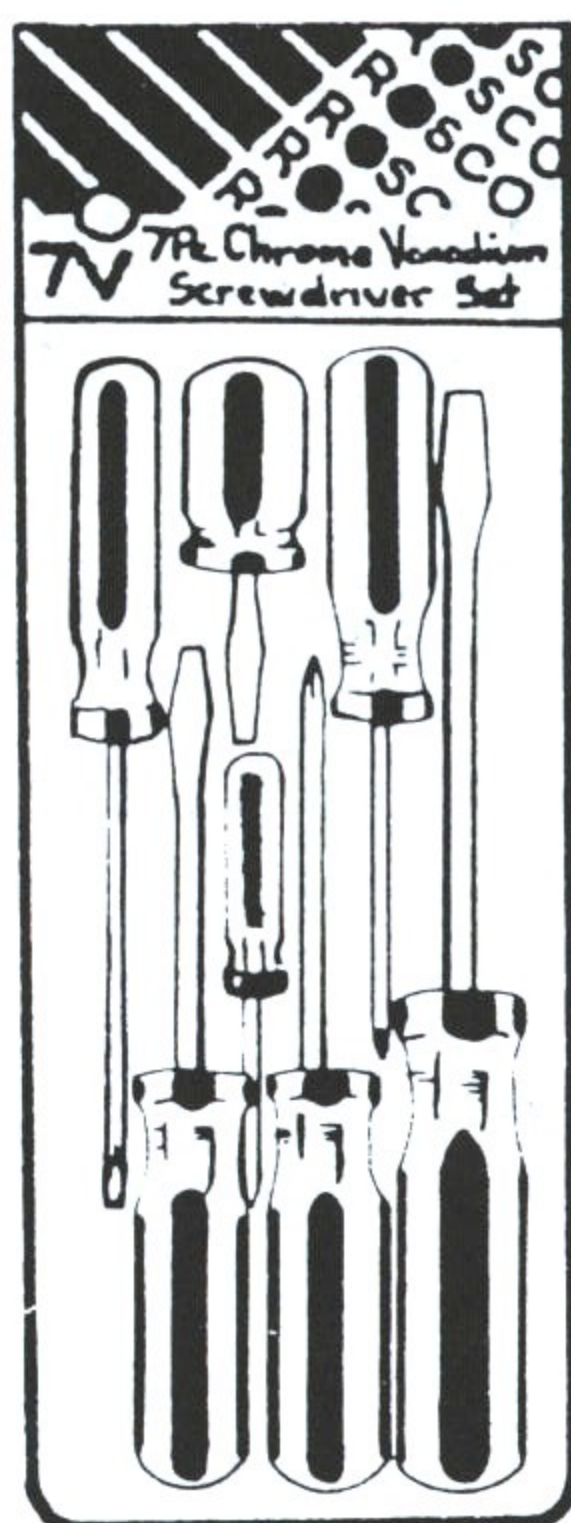
ADDRESS _____ CITY _____ STATE _____ ZIP _____

NOTE: All rate quotes above are subject to 6% Clark County Room Tax. **Please return prior to July 15, 1981** to insure confirmed reservations. If rate requested is unavailable, next available rate will be assigned.

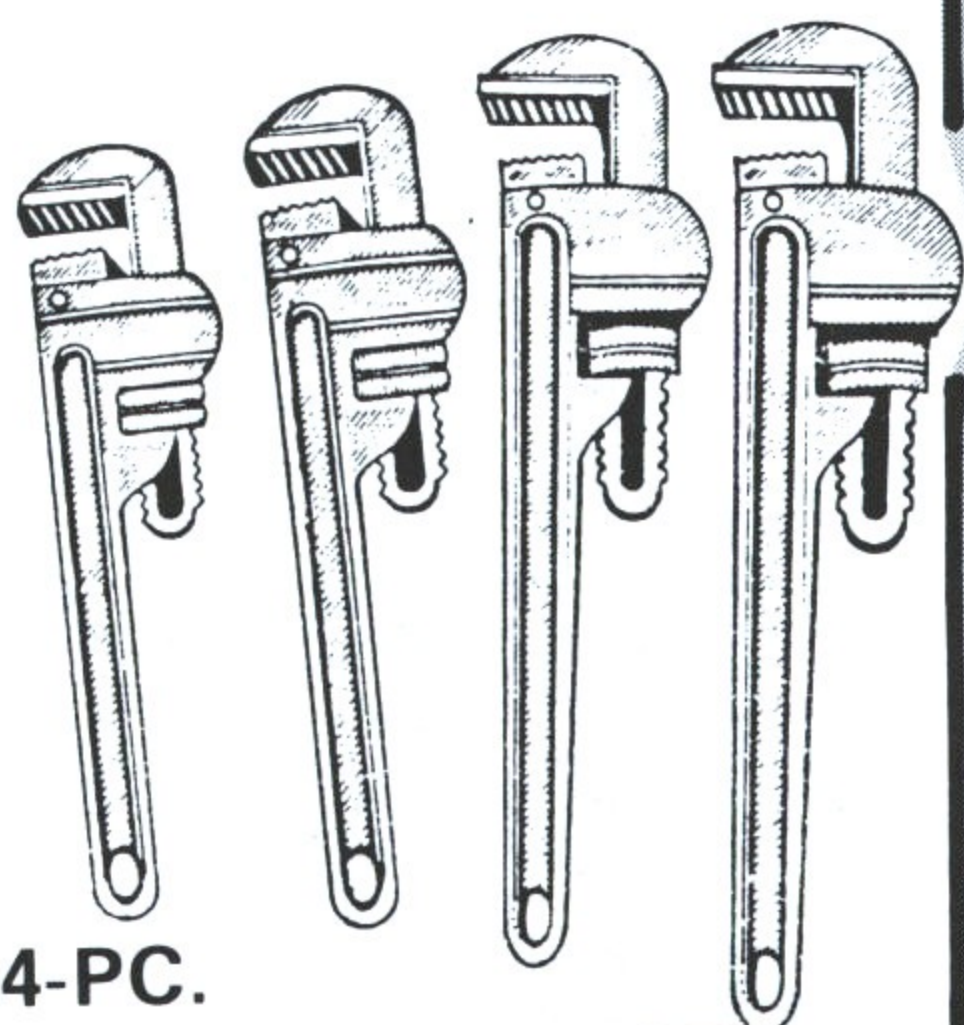


2-TON
MINI
HAND
POWER
PULLER

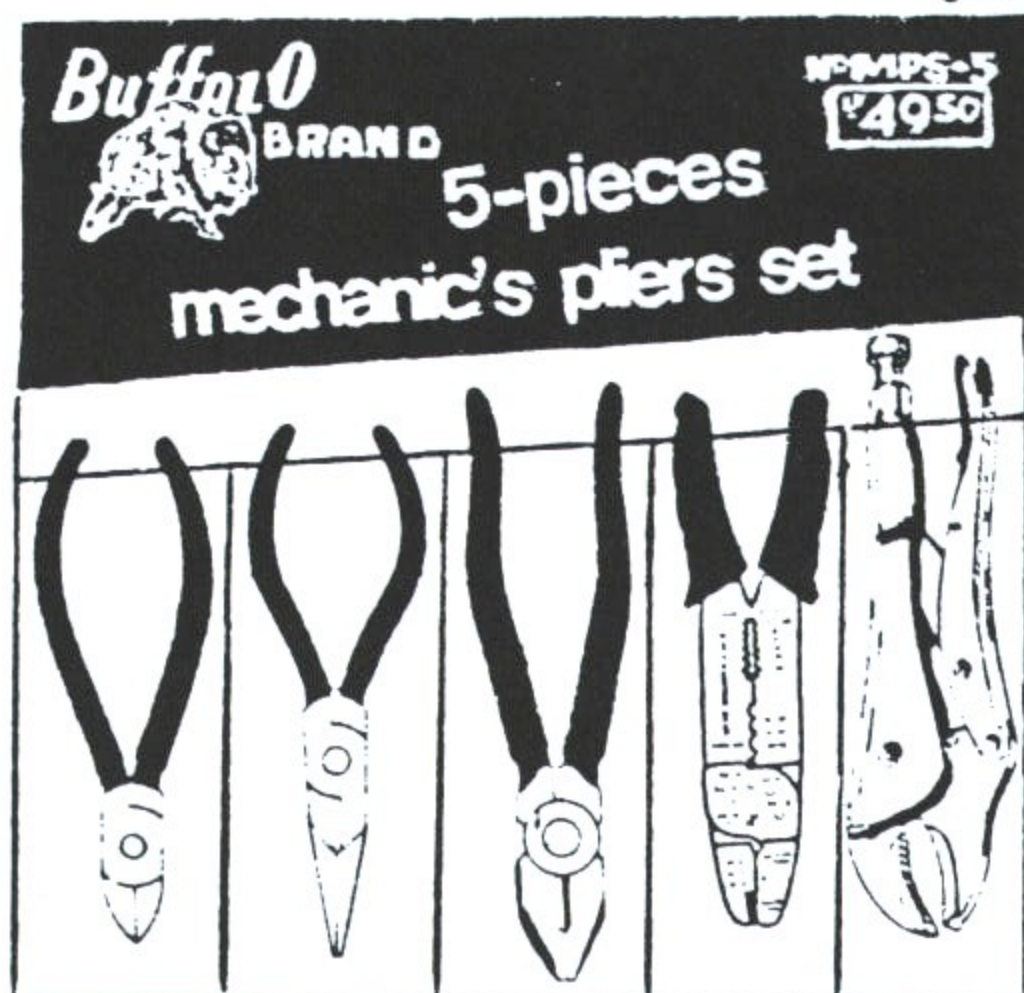
1/2"
IMPACT
WRENCH



7-PC. ROSCO SCREWDRIVER SET



4-PC.
PIPE WRENCH SET



5-PC. MECHANIC'S
PLIER SET

TAB MERCHANDISE CORPORATION

"Home of Buffalo Tools"

The Largest Variety

Of

IMPORT TOOLS

In The Country

Competitively Priced

TOOLS

To Save You

\$ \$ \$

SPECIAL COUPON OFFER

Clip This Coupon and Save 2% Off
Invoice (Offer Expires June 1/81)

Name _____

Address _____

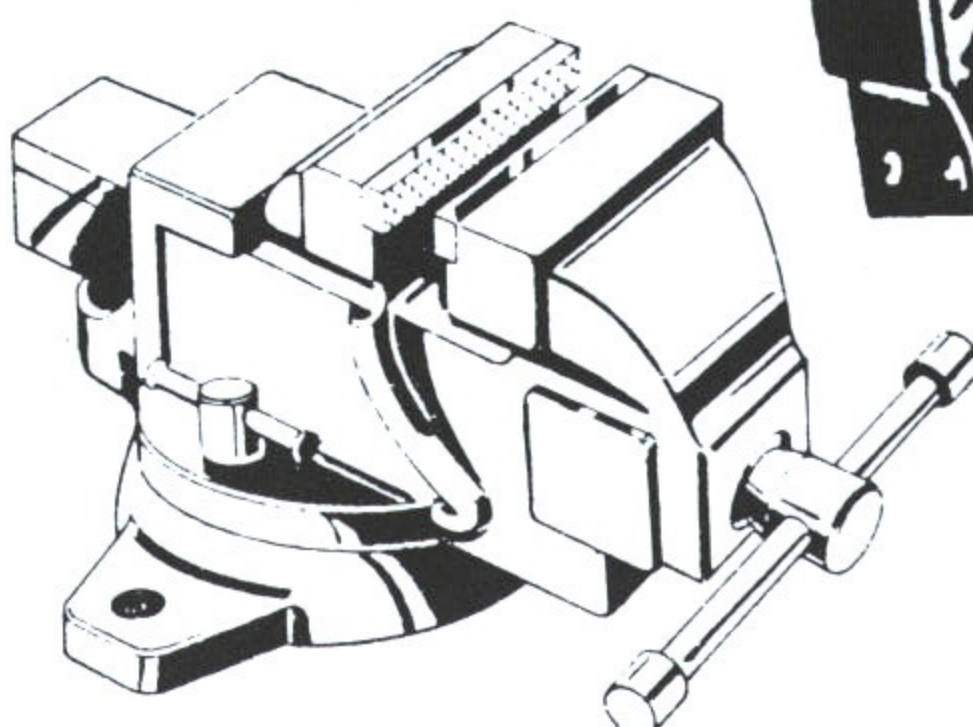
City _____ State _____ Zip _____

(Limit 1-Per Customer)

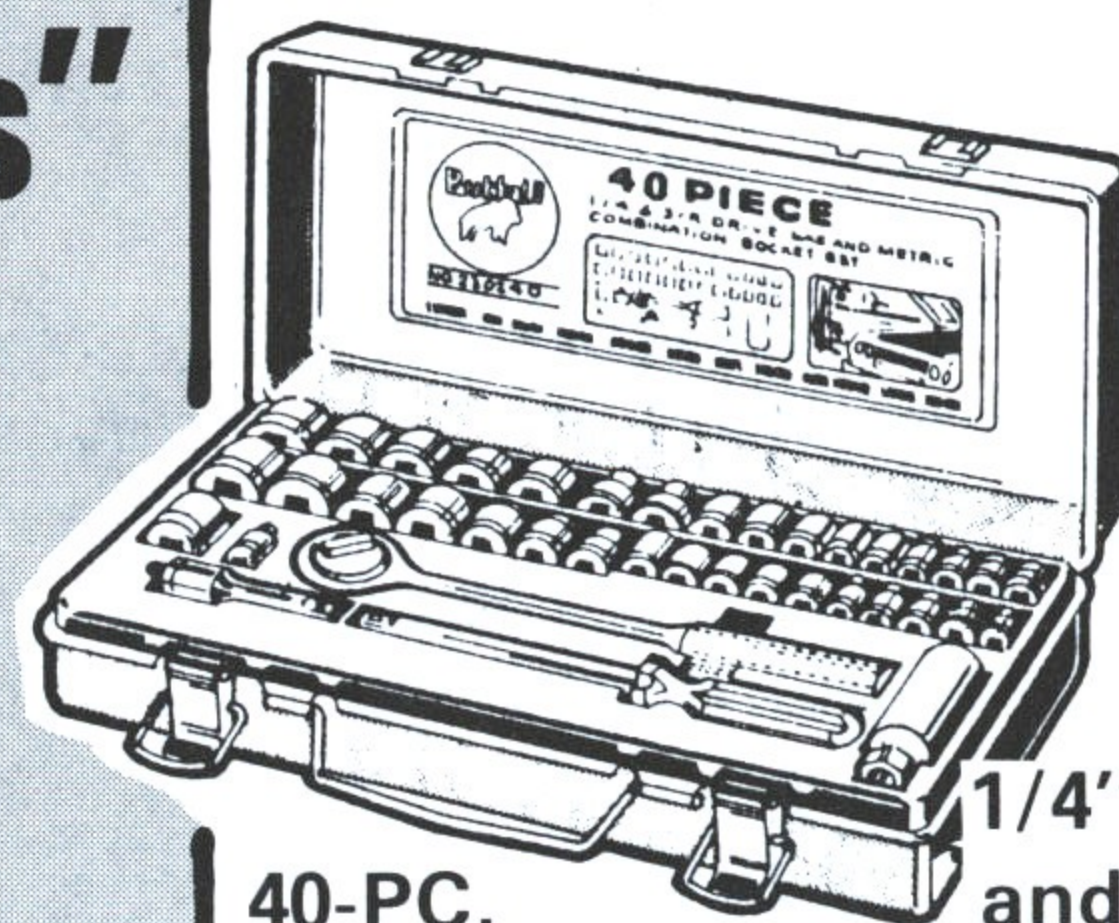
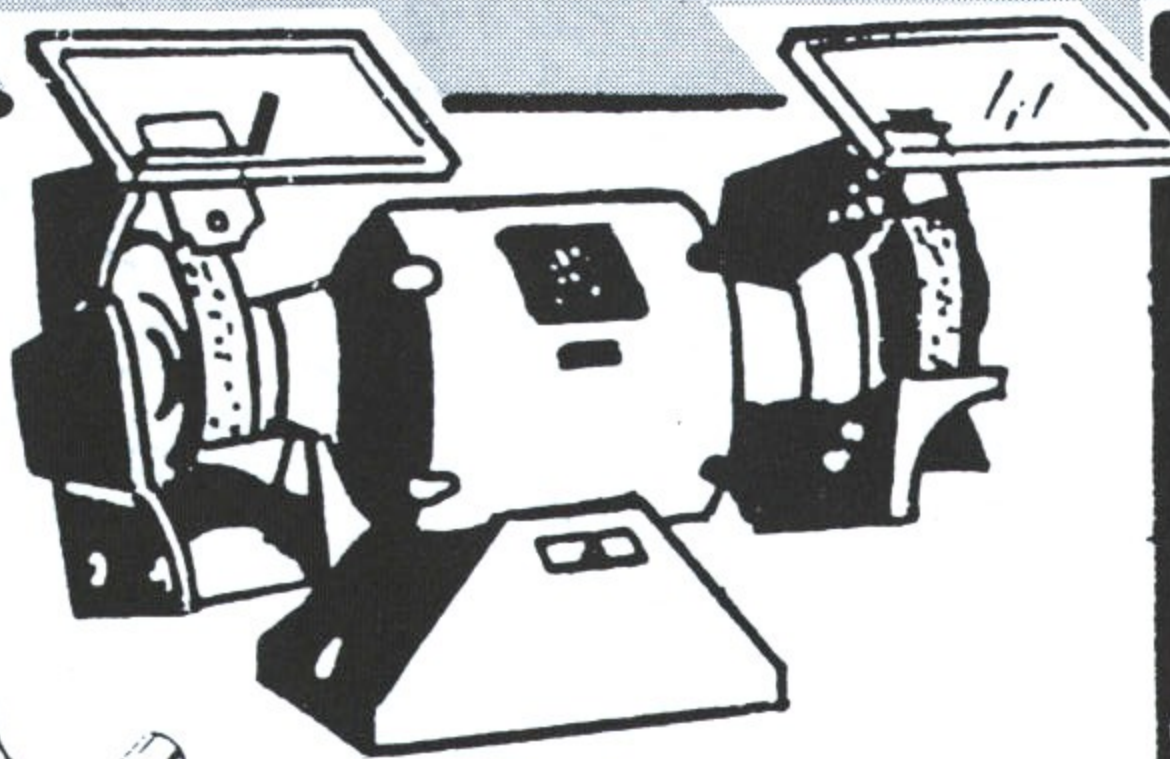
3-WAREHOUSES TO SERVE YOU:

- 1111 N. Broadway, St. Louis, Mo. 63102 (314-231-6444)
- 560 N. Beach St., Fort Worth, Tx. 76111 (817-831-0606)
- 6755 South Old Harlem Ave. (1 block S. of Harlem Ave.)
Chicago, Ill. 60638 (312-594-7900)

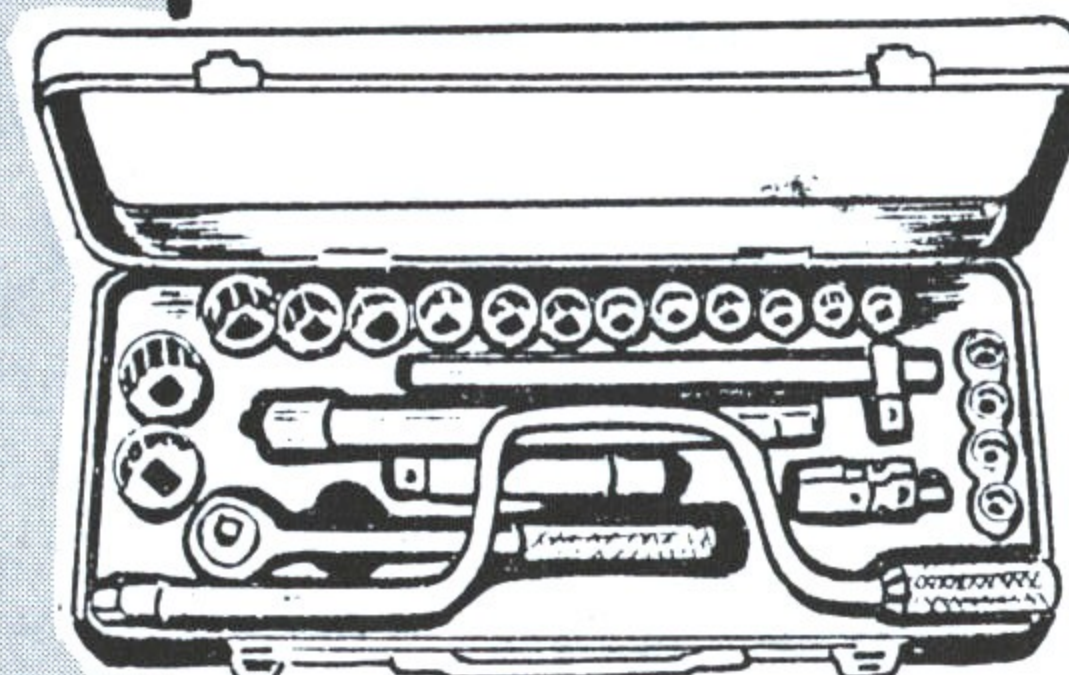
HEAVY DUTY VISES



ELECTRIC BENCH GRINDERS



40-PC.
SOCKET SET 1/4" and 3/8"

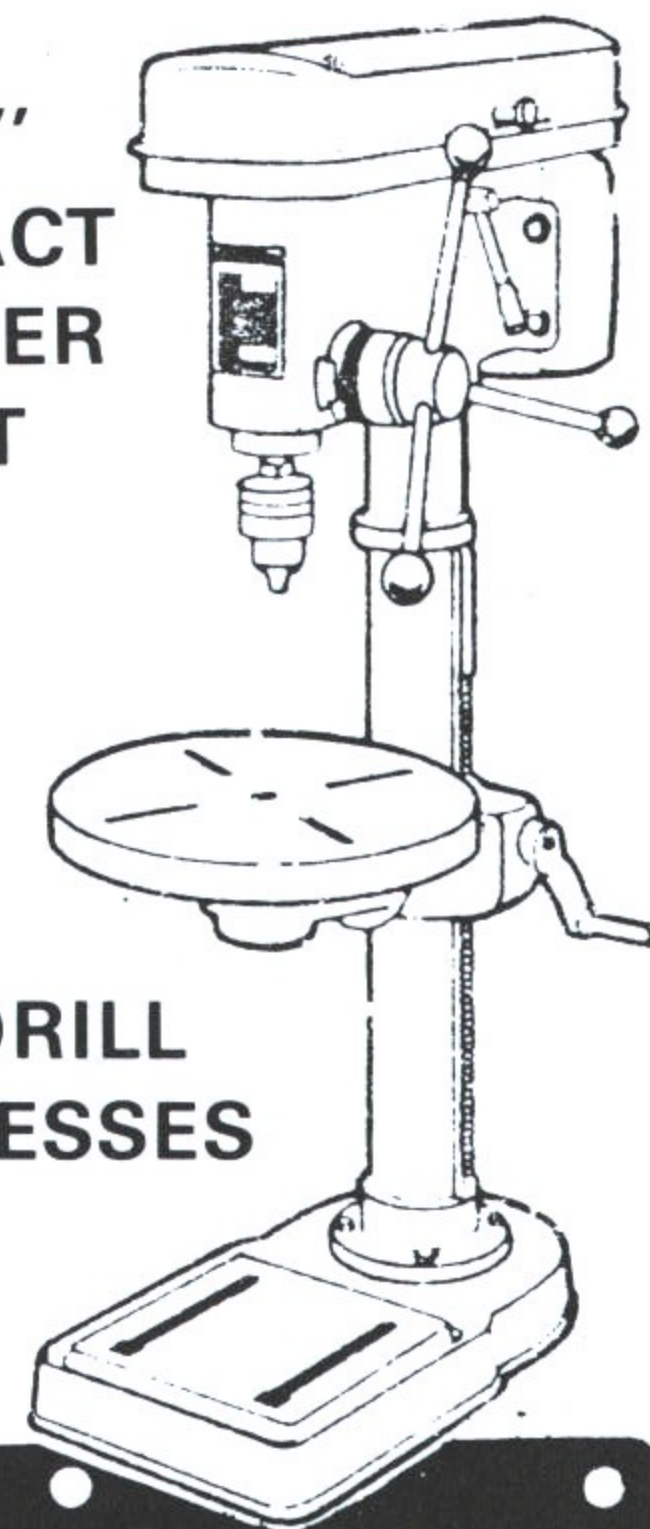


25-PC. 1/2" DRIVE
SOCKET SET



3/8"
IMPACT
DRIVER
SET

DRILL PRESSES



11-PC. COMB. WRENCH SET

that you will receive in Las Vegas. Only the major events have been noted, to help you plan your convention attendance. Any inquiries about the 1981 NAA convention program should be directed to the NAA office.

Tuesday, July 28, 1981

- 9:00 am- 5:00 pm CAI continuing studies workshop
9:00 am- 5:00 pm NSAA tours assembly area and information desk

Wednesday, July 29, 1981

- 9:00 am- 5:00 pm NAA permanent registration desk
9:00 am- 5:00 pm NSAA tours assembly and departures
1:00 pm- 5:00 pm Exhibitors setup
8:00 pm-12 mid. Production show

Thursday, July 30, 1981

- 7:30 am-10:30 am State officers' breakfast and workshop
8:00 am- 6:00 pm NAA registration
8:30 am-10:30 am Ladies hospitality hour and educational program
9:00 am-10:20 am Workshop
9:00 am-11:45 am Hall of Fame committee meeting
9:00 am-11:45 am GSA auction committee meeting
9:00 am-11:45 am NALLOA committee meeting
10:30 am-11:45 am Workshop
10:30 am-11:45 am Workshop
12 noon- 2:30 pm 1981 NAA kick-off luncheon
3:00 pm- 4:45 pm Workshop
3:00 pm- 4:45 pm Workshop
3:00 pm- 5:00 pm Nominating committee interviews of officer/director candidates
3:00 pm- 5:00 pm NALLOA meeting
3:00 pm- 5:00 pm NAA archives committee meeting
4:00 pm- 6:00 pm Western College of Auctioneering reception
4:00 pm- 6:00 pm Mendenhall School of Auctioneering reception
4:00 pm- 6:00 pm Reisch World Wide College of Auctioneering reception
5:00 pm-12 mid. Collection of 1981 fun items and auction

Friday, July 31, 1981

- 7:30 am- 9:00 am State association breakfasts
7:30 am- 9:00 am Missouri Auction School continental breakfast
8:00 am- 5:00 pm NAA permanent registration desk
9:00 am-10:15 am Workshop
9:00 am-10:15 am Workshop
9:30 am-12 noon Nominating committee interviews
10:00 am-11:45 am Auxiliary to the NAA annual meeting
10:00 am-12 noon NALLOA open meeting

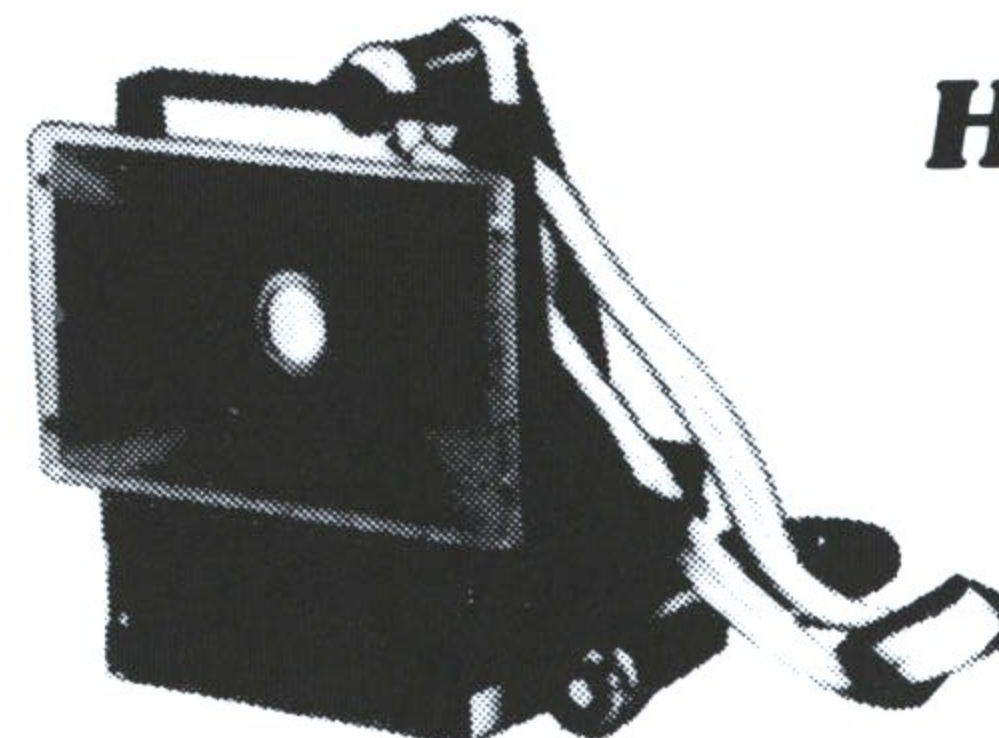
- 10:30 am-11:45 am Workshop
10:30 am-11:45 am Workshop
12 noon- 2:30 pm Ladies luncheon
12 noon- 1:30 pm State association luncheons
2:00 pm- 4:45 pm Auction today panel discussion and open meeting of NAA board of directors
7:00 pm-12 mid. NAA awards festival

Saturday, August 1, 1981

- 7:30 am- 9:00 am Continental breakfast and annual meeting of CAI
7:30 am- 9:00 am State association breakfasts
9:00 am-10:15 am Workshop
9:00 am-10:15 am Workshop
10:30 am-12 noon Annual meeting of National Auctioneers Association
12 noon- 1:30 pm Auxiliary past president's brunch
1:00 pm- 1:30 pm NAA members' ballot registration
1:30 pm- 4:00 pm NAA annual meeting/voting session
7:00 pm-10:00 pm President's banquet
10:00 pm- 1:00 am President's ball

Sunday, August 2, 1981

NAA convention registrants, families and guests depart for home or post convention tours and vacations. No official convention functions will take place on Sunday, August 2, 1981



HALF-MILE HAILER

Model S-610

Our Price Only

192.95

FINEST PA SYSTEM AVAILABLE
AT ANY PRICE!
We Ship!

JIM GRAHAM School of Auctioneering

204 US 1, North Palm Beach, FL 33408
(305) 844-1723

Learn Auctioneering

A Powerful Week . . . in the beautiful Palm Beaches!
MONEY BACK GUARANTEE
IF NOT SATISFIED.

Next classes: April 20 - July 20 - October 26

Livestock at Auction

LMA's 1981 World Livestock Auctioneer Championship to be June 12

Kansas City, Missouri — A gold ring, merchandise prizes, and the recognition that comes to the best in the business — that's what will be on the line June 12 in South St. Paul, Minnesota, at the 1981 World Livestock Auctioneer Championship.

The annual event, now in its 18th year, is sponsored by Livestock Marketing Association (LMA), Kansas City. It is conducted by an allied company, Livestock Market Digest, Inc., to recognize the role of the professional auctioneer in livestock merchandising.

The championship gets underway at noon at the St. Paul Union Stockyards, and a record number of contestants is expected, according to contest manager Gerald D. Nevins.

Last year 65 contestants competed in Templeton, California, with Dean W. Schow, Paxton, Nebraska, named world champion. World reserve champion was Dan Williams, Boone, North Carolina, and world runner-up champion was Eddie Nunes, Modesto, California.

Winners of the three world and nine region titles will be announced at an awards ceremony the evening of the 12th.

Contestants are judged by a panel of livestock market owners on the criteria they look for when hiring an auctioneer. Contestants must be livestock auctioneers.

This year's contest chairman is Dudley Kaus-hagen, branch manager of Farmer's Union Marketing Association, South St. Paul. He noted that the contestants will merchandise cattle at a special Showcase Cattle Sale, selected especially for the Championship.

The winners receive trophies and merchandise prizes. The entry fee is \$175 and contestants may be sponsored.

Further details and entry forms can be obtained from the Digest, 4900 Oak Street, Kansas City, Missouri, 64112, phone (816) 531-2235.

This year's Congress will be held June 10-12 at the Minneapolis Hyatt Regency.

Regions for World Livestock Auctioneer Championship:

Alabama
Connecticut
Delaware
Florida
Georgia
Illinois
Indiana
Kentucky
Maine
Maryland
Massachusetts
Michigan
Mississippi
New Foundland
New Hampshire

Arkansas
Iowa
Kansas
Louisiana
Manitoba
Minnesota
Missouri

Alaska
Alberta
Arizona
British Columbia
California
Colorado
Hawaii
Idaho

East

New Jersey
New York
North Carolina
Ohio
Ontario
Quebec
Pennsylvania
Rhode Island
South Carolina
Tennessee
Vermont
Virginia
West Virginia
Wisconsin

Central

Nebraska
North Dakota
Northwest Territories
Oklahoma
Saskatchewan
South Dakota
Texas

West

Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

Congress '81 Will Focus On Competition For "Protein Dollar"

Kansas City, Missouri — One of the livestock industry's most critical concerns — its relationship with its ultimate customers — will come into focus when Livestock Marketing Congress '81 probes "Competing For The Protein Dollar".

That theme has been announced by Livestock Merchandising Institute for the June 10-12 Congress, to be held at the Hyatt Regency Hotel in Minneapolis, Minnesota. The Institute has been conducting the annual Congress, generally considered one of the industry's premier conferences on livestock economics, since 1970.

Registration information for Congress '81 may be obtained by writing or calling Livestock Merchandising Institute, 4900 Oak Street, Kansas City, Missouri 64112, telephone (816) 531-2235.

Livestock at Auction Continued page 67

SALE CLERKING SHEETS

and other Auction forms

Write for Samples and Prices

BURTON PRINTING CO.

P.O. Box 597

Hastings, Nebr. 68901

1981 WORLD LIVESTOCK AUCTIONEER CHAMPIONSHIP

Friday, June 12 beginning at 12:30 p.m. at St. Paul Union Stockyards, South St. Paul, Minnesota

ENTRY FORM

Each contestant must be a livestock auctioneer. Entry fee of \$175 is required and must accompany entry form. All entries should be received by May 15, 1981 to be included in program and pre-contest publicity.

Please Print

Name _____ Date _____

Home Address _____ City _____ State _____ Zip _____

Home Telephone _____ Business Telephone _____

☐ Entry fee of \$175 is enclosed. ☐ Head & Shoulders B/W Photo enclosed for program.

Contestant from what region? _____ East; _____ Central; _____ West.

All Contestants Must Complete the Following

Number of years as Auctioneer. _____ Have you entered previous championships? _____

If you have competed please write year and awards won. _____

If employed by a livestock market[s] please complete the following. Use additional paper if necessary.

Name of Market _____

Address of Market _____ Town _____ State _____ Zip _____

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

Name of Sponsor _____

Address of Sponsor _____ Town _____ State _____ Zip _____

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

Name _____ Mailing Address _____

Name _____ Mailing Address _____

Mail this entry form with entry fee and photograph to:

1981 World Livestock Auctioneer Championship
Livestock Market Digest, Inc.
4900 Oak Street
Kansas City, Missouri 64112

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

Selling Real Estate At Auction In A "Down" Market



By Hugh B. Miller, CAI
NAA Director

I think by now everyone agrees that our economy has reached the bottom of the recession and is headed for a strong recovery. It is very important for us all to retain an optimistic attitude. However, we also must approach our business affairs in a realistic manner. It is possible to destroy the confidence created in the auction method of marketing over a long period of time in just a few unsuccessful auctions.

We must be more selective in accepting property to be sold at auction in difficult economic times. In order to have a successful real estate auction, the auctioneer must be able to create competitive interest in a parcel of real estate. In the current depressed market, some property that would have been easily sold a year ago, can be very difficult to create competitive interest in now. As an example, in our community in southern Indiana, we have a large number of parcels of residential real estate currently on the market. It is difficult to create competitive interest in residential property in our community. However, there still seems to be a good market for the good agricultural land.

It is important to arrange for financing ahead of the auction. Many times we are working for sellers that are highly motivated to sell. In some cases these sellers are able to offer very attractive owner financing. I think it would be advisable for the auctioneer to familiarize himself with some basic creative financing including at least "balloon mortgages" and "wrap around mortgages". Most bankers will explain these methods of financing to you.

Also, these are the times for us to remember the basics of good advertising and promotion. Personal contact with potential buyers is just good sound business.

Many successful auctioneers also use these slow periods in business to sharpen their skills. In the past, it has been necessary to spend a lot of money

for travel expense to attend the conventions and seminars. Today many state associations, in conjunction with the NAA, are presenting very good seminars, using qualified instructors, on a state basis.

The National Auctioneers Association convention in Las Vegas promises to be one of the largest conventions our association has had. It will offer a wealth of instruction, knowledge and fellowship. I think the opportunity to share ideas with other auctioneers from all over the country is in itself justification to attend the national convention.

Another outstanding educational opportunity is the Certified Auctioneers Educational Institute program presented at Indiana University at Bloomington, Indiana. The purpose of this program is to make the auctioneer a better BUSINESSPERSON. As a result of being a better businessperson he or she is going to be a better auctioneer. The program requires a major commitment of money and time on the auctioneer's part. It is my opinion that we owe this type of educational commitment to ourselves and clients.

If the real estate auctioneer exercises some patience and becomes prepared mentally, during the temporary "down market", you are going to be in a position to participate in one of the most exciting periods in the history of the auction business during the market recovery. So let's all accept the challenge to improve our skills and businesses and be prepared to participate in the coming economic boom.

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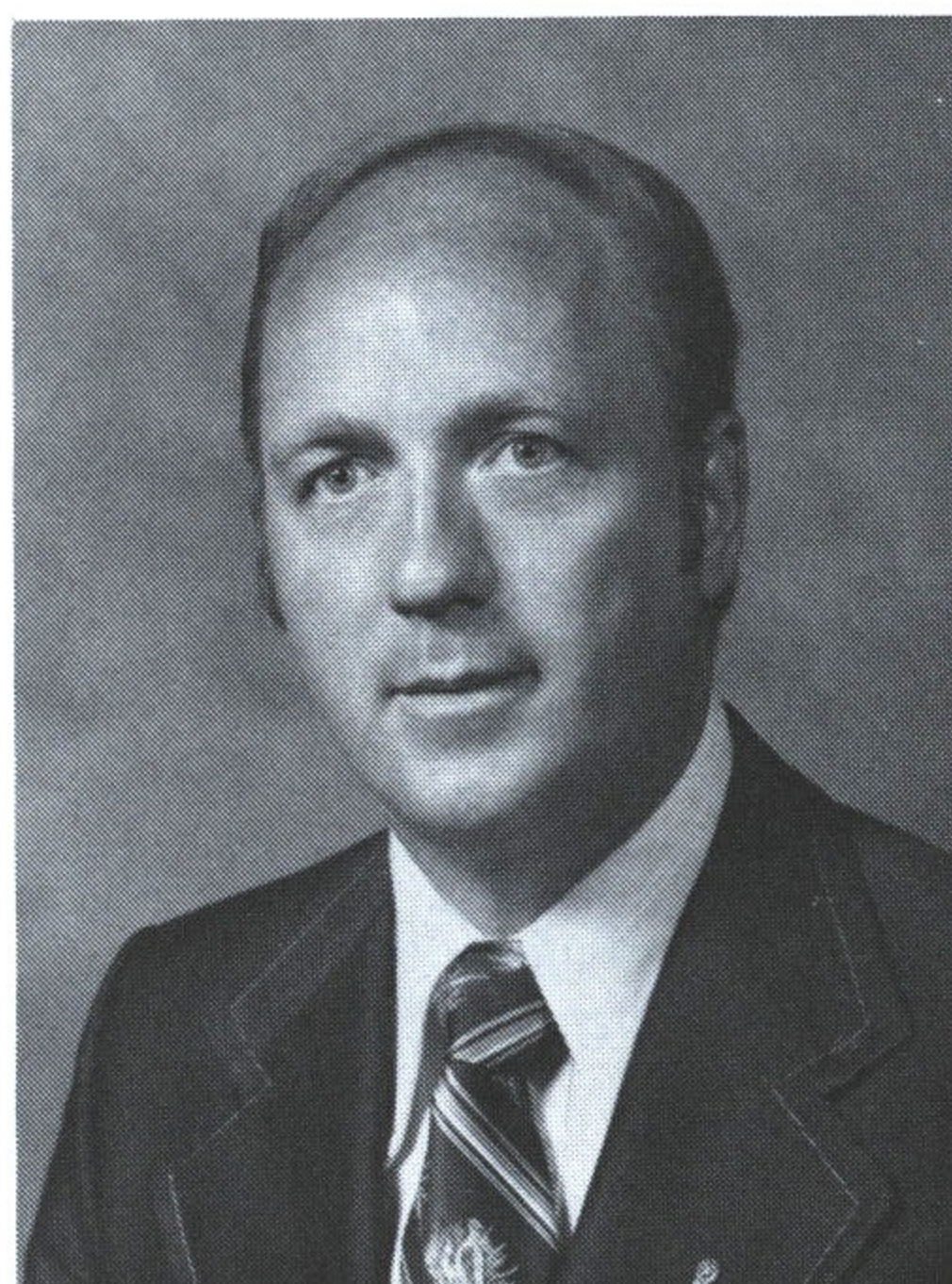
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"A Quality Experience"

By Martin E.
Higgenbotham, CAI
NAA Director



On a recent snowmobile trip in West Yellowstone Park where the winter temperature is often 30° to 40° below 0, we had an occasion to be warming up around one of the ranger fires that are maintained along the road, and to have some friendly conversation with the park ranger. He related the story of a couple who were going cross country on snow skis left the main trail and cut across virgin snow contrary to many posted warning signs. They proceeded to get lost and had no alternative but to spend the night in the open without the necessary equipment.

Upon inquiring of their fate, the ranger reported that actually they were in great shape. There were really no problems other than they both suffered some frostbite and the lady lost two fingers. I incredulously asked why anyone would leave the trail and go cross country with a -50° temperature. The ranger replied, "Well, it was a more quality experience." So now the joke in my family is that anything short of an absolute catastrophe is a "quality experience".

As I thought about this, I began applying this experience to my auction profession. I thought, what type of an experience do my customers have when they attend my sales? Is it a "quality experience"? Is it something they enjoyed and profited enough to come again and perhaps bring a friend? Is it exciting? Are the auctioneers and staff organized; do we keep the sale moving in a professional but interesting manner? Or, is it a real drag with no excitement, no visible organization; haphazard and unprepared?

These thoughts caused me to take a real hard look at our organization. All the way from the paint on the chairs to the logo on the stationery. It is amazing, if you stand back and analyze your own situation, how many small things you can find that are not up to the standards you have set for yourself. I was appalled at the small things that had been "let go". Perhaps the thing that made me the most aware was taking a video camera and taping an entire auction.

I noticed bad habits that I was getting into with my chant. I could find a number of things that needed improvement, from the manner in which the

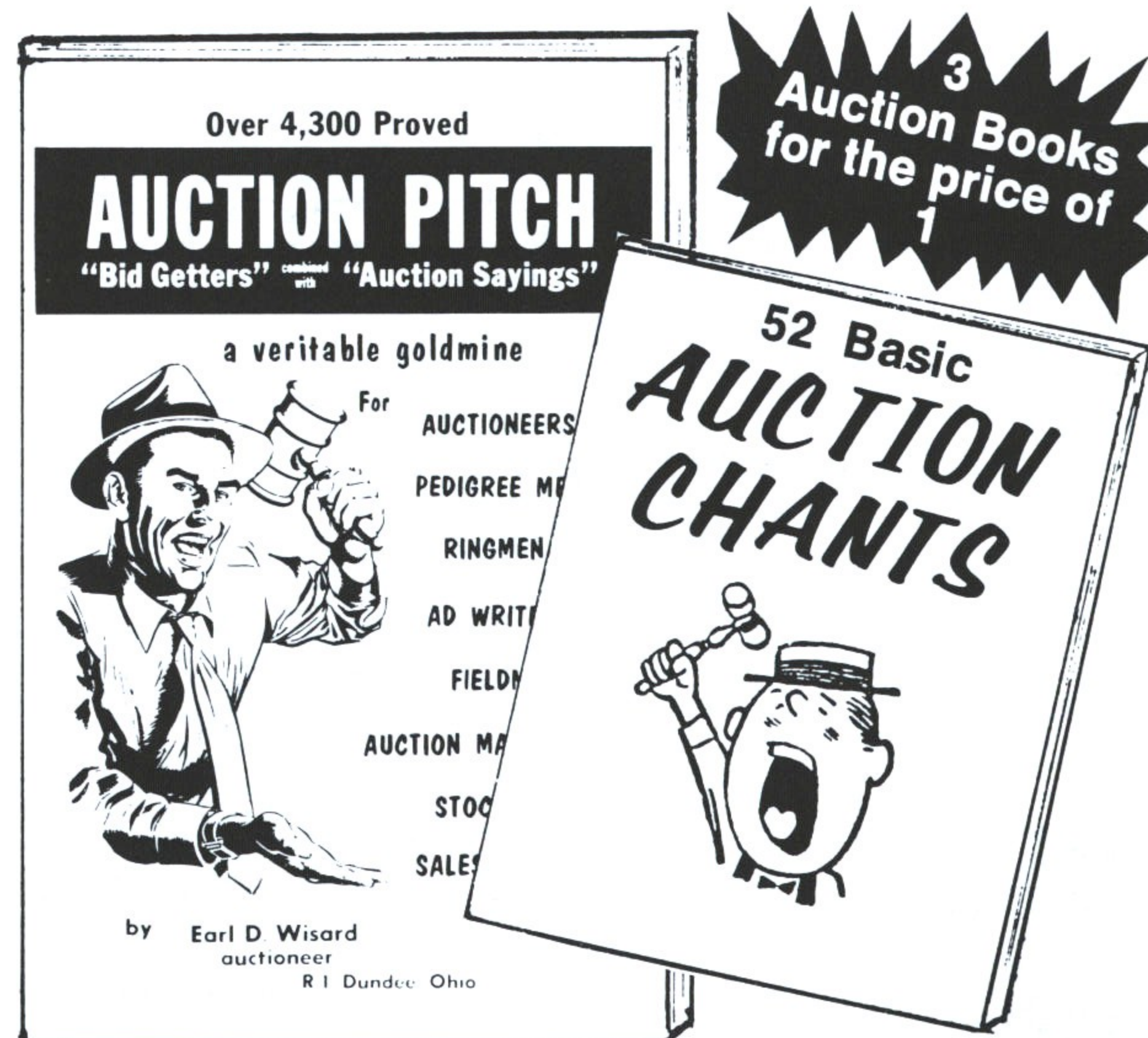
merchandise was presented, to the redundancy of certain phrases in the chant. After careful evaluation of a number of our video tape sessions, I have been able to improve a number of things we felt were alright in the past.

We, as auctioneers, must continuously safeguard the quality of our service especially on sale day. We must see that our equipment is in tip top condition, that our people are dressed in a manner befitting our organization as well as the auction profession. They must conduct themselves in a professional manner; that the merchandise must be presented in the best possible way. We must handle the sale in such a way that it is not only interesting and exciting and enjoyable to attend, but that every customer will be inspired to go home and bring someone back with them to the next sale, or perhaps list a sale of their own.

Continued page 31

The Basic Concept of AUCTION PITCH . . .

"The right thing said at the right time in the right way makes people bid," Col. Fred Andrews, noted Ohio and multi-state auctioneer for 65 years.



is a 176 page book loaded with auction sayings, quips, laughs, ribs, banter, bits, etc., mostly one-lines, collected from 100's of auctioneers all over the U.S. and Canada during a 53 year period. AUCTION PITCH IS WRITTEN TO:

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- (2) Improve your ability to inspire bidding.

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

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Machinery, Inventory Reduction Auctions A Rewarding Experience



By Frank E. Bass, CAI
NAA Director

In farming communities in the Central and Western part of the United States, probably one of the largest excesses of surplus equipment in the last ten to fifteen years has been on the farm machinery dealers' used equipment lots. Since farm machinery has always been a major part of my life, I decided to work up a plan that would be beneficial to the dealers as well as myself. The real bonus for me was that I would be doing the thing I loved most in the auction business and getting paid to do it.

The only hurdle now was to convince my machinery dealers that it would work, and as I'm sure most of you auctioneers that have ever mentioned "Auction" to a farm machinery dealer, it is one word that they don't particularly like to hear.

A different approach was definitely called for. When I called on my first dealer, I simply said "I have a proposition for you that will make you some money." He invited me into his office, offered me a cup of coffee, and I got my start in one of the most profitable phases of my business.

One of the most important features to point out in promoting an auction of this type is the savings the dealer can make simply by not having to pay interest on all the used equipment on his lot. In this day and time especially, as well as back in 1970 when I started this program, interest has always struck terror in the hearts of practically everyone. And we all know that is not getting better. More than one dealership has gone under simply because they have carried over too much inventory.

Many of the dealers we have worked for would have gone under within ninety days if they hadn't turned their surplus equipment into cash. So I would

strongly suggest to anyone promoting any type of inventory reduction auctions, talk interest. And it will talk for you.

Another big feature in having an inventory reduction auction, at least in our program, is to encourage the dealer to have a sale on his new equipment, concurrent with the auction, to take advantage of the advertising and large flow of people attracted by the auction. We also state on our auction brochure that everything listed is subject to prior sale up to the day of the auction. It has been a good selling point to the dealer and hasn't hurt the auction, because in most instances it has created enough trade — in items not previously listed — to balance out the auction.

As far as commissions are concerned, that would depend entirely on your area. Commissions vary so much from state to state that it would simply be a matter to be worked out between you and your dealer. We do suggest, however, that you have the advertising paid by the client.

Along with over three thousand people on our direct mailing list, TV, radio and newspapers, we also send a brochure to every implement dealer in the state. This is of great importance since it will attract their attention to a good way to liquidate their used equipment, and in many cases because of successful results, we have been called to have an auction for them.

In all cases, we recommend that our dealers

Continued page 33

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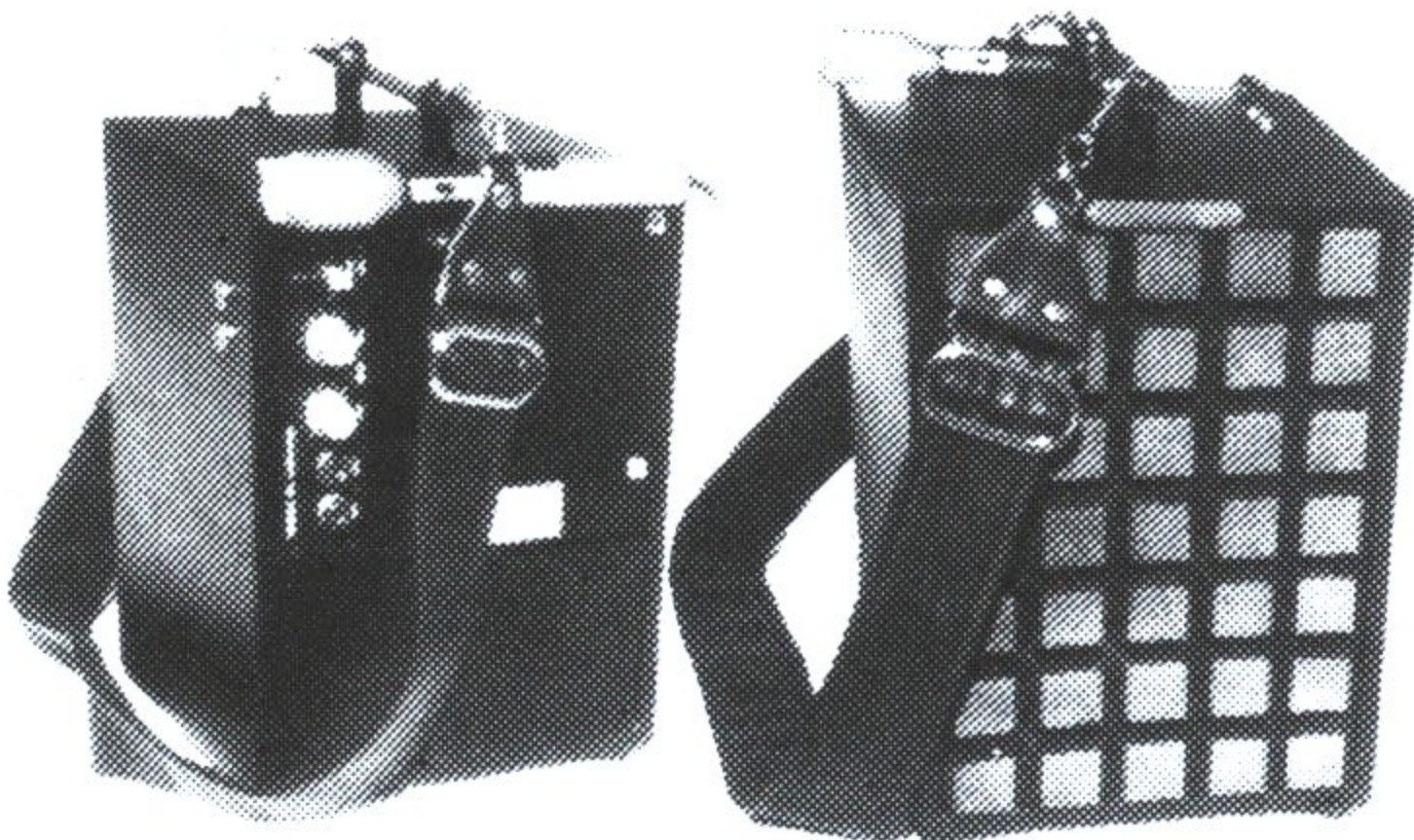
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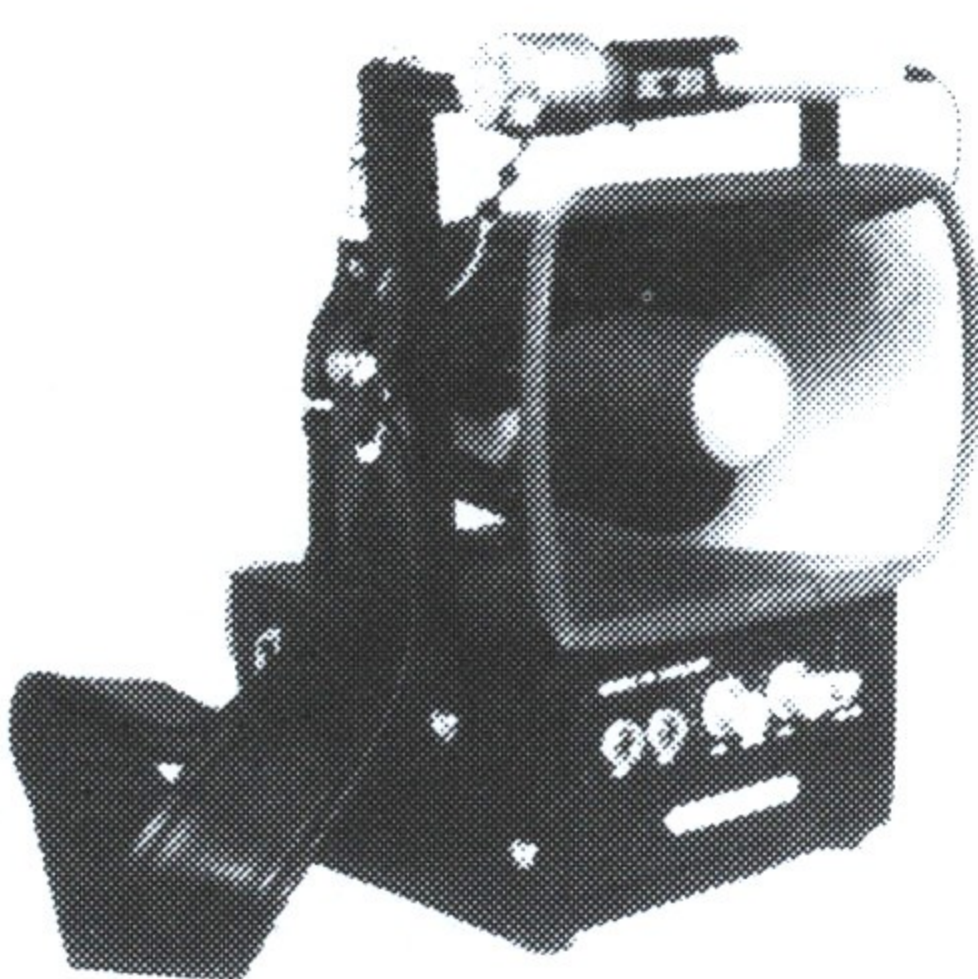
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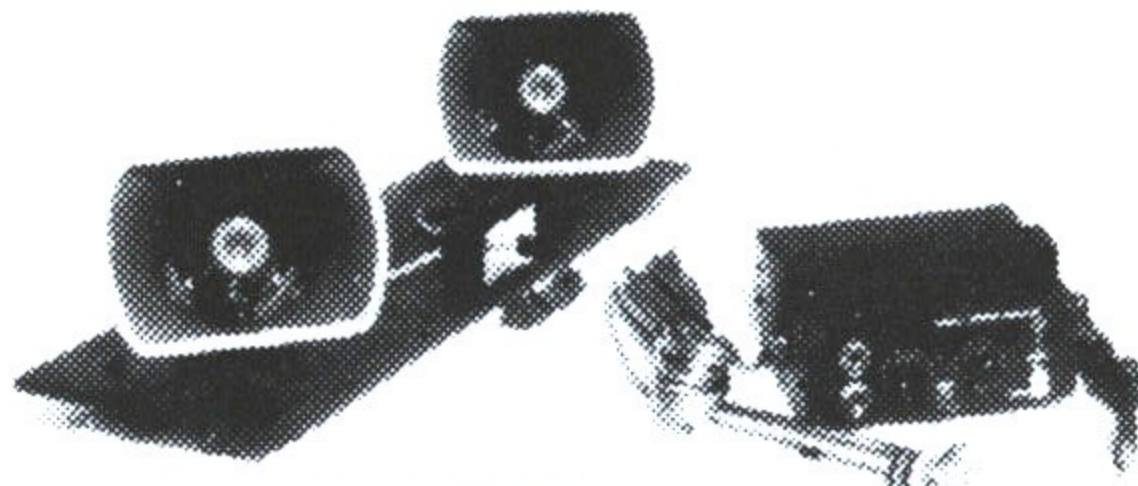
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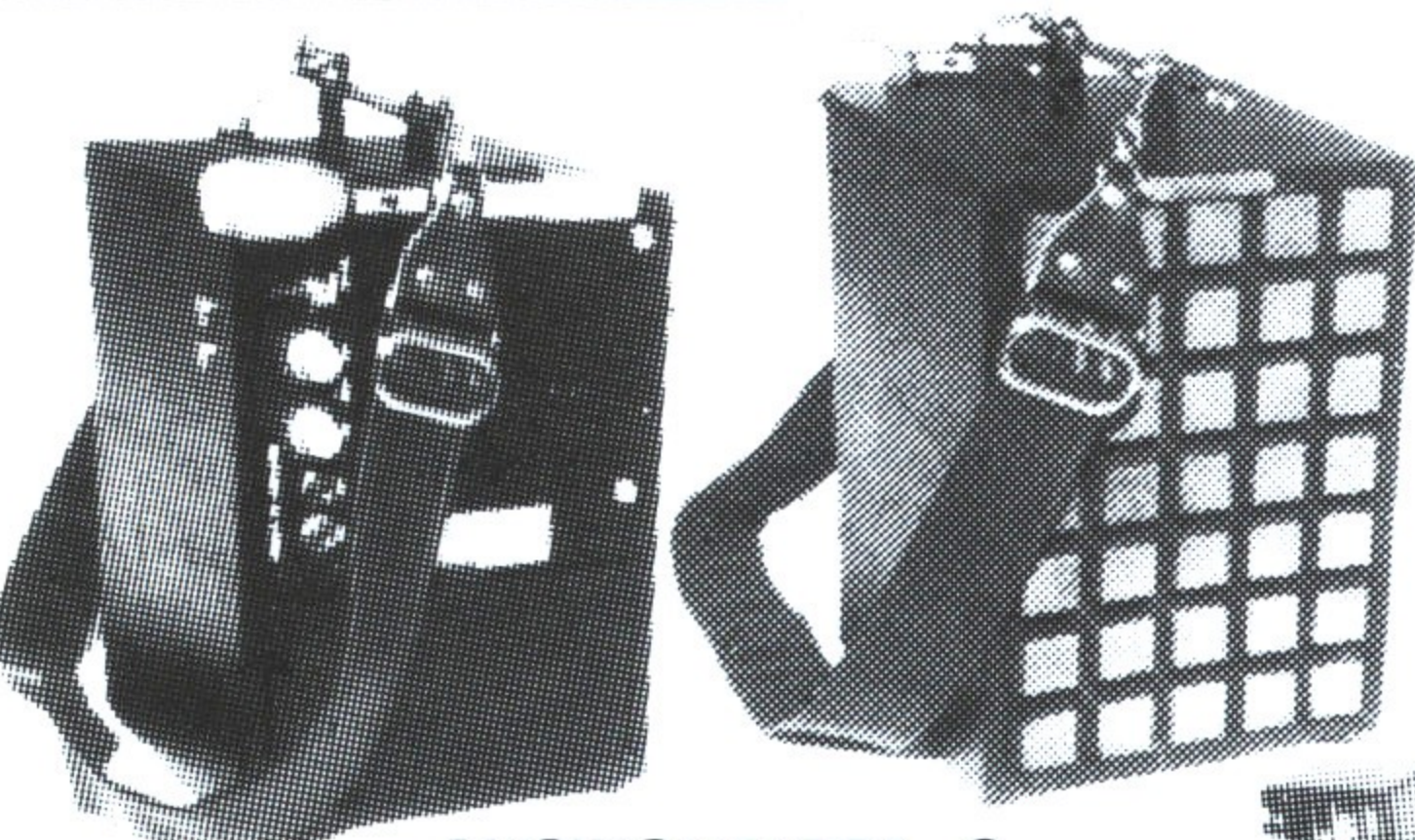
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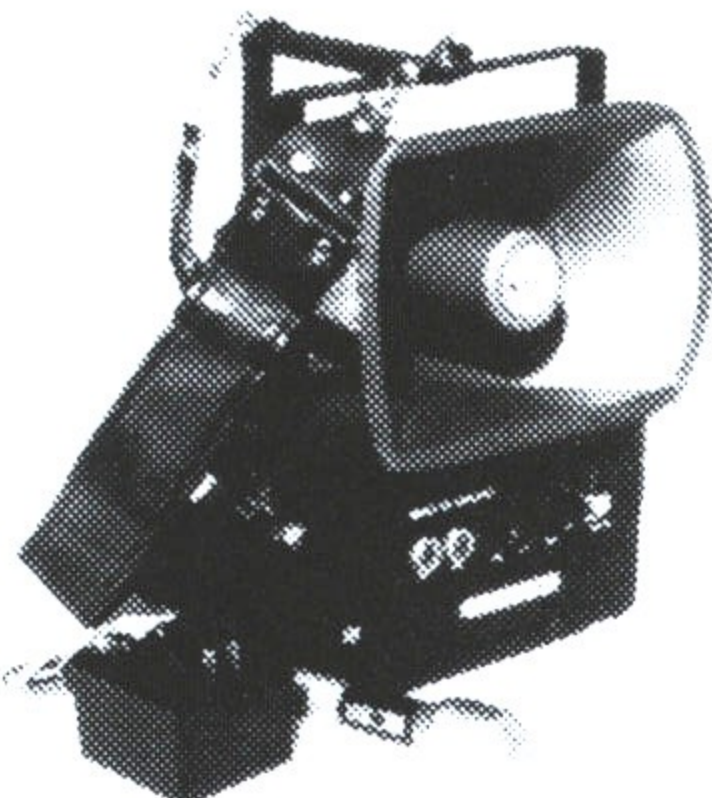
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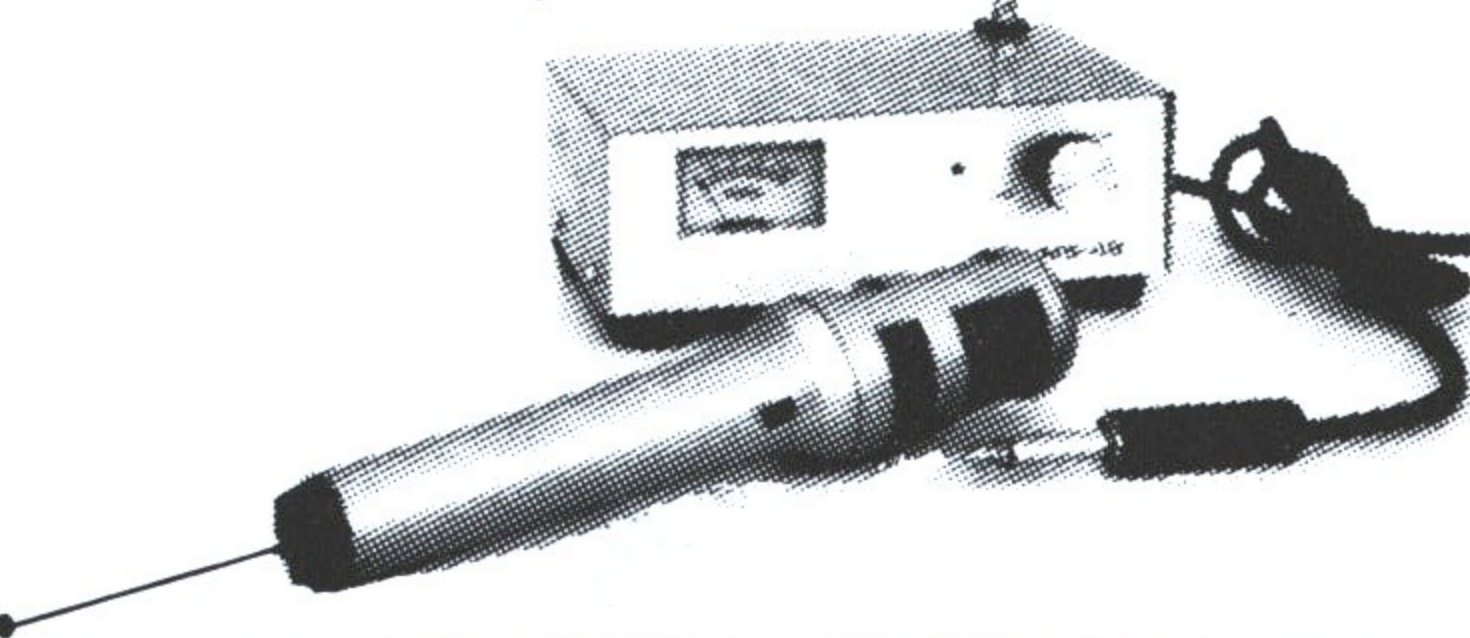


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use as many of the men who work in the shop, to help on the day of the auction, as well as the lineup. These men are familiar with the equipment better than anyone there, and are a tremendous help. Furnish as much help from your own company as needed, to supervise the lineup, since it is such an important part in having an auction run smoothly. We generally line all stationary equipment in rows with room to drive the pickup in between each row, as I sell from the back of my pickup.

As for the rolling stock, the thing that has worked best for us is to have the shop men drive each piece past the auction stand so that the customer can get a good look at it and see its performance.

We tag each piece of equipment, while lining up the auction, with a two piece rip off tag that has the make, model no., general condition, etc. As each item is presented for sale, I am given the bottom portion of the tag and have all the information I need at my fingertips.

One of the rules that I insist on is that everyone associated with our company dress according to a dress code. Now, I don't make it too tough, but a sport coat, blazer, nice slacks, tie and a hat are expected on the day of the auction, and I'm pretty firm about that. We are professionals and I think it is important that we look like professionals.

Last, but certainly not least, is the settlement of the auction. All consignors must be paid promptly on the day agreed upon when the contract was drawn up. All titles must be sent to the buyer the day his check clears the bank. We are a full service auction company and we are responsible for handling the auction settlement from start to finish.

Farm machinery and inventory reduction auctions have been a tremendous asset to our company. The dealers have been happy with fifty to seventy-five cents on their asking dollar. The dealer now enjoys a cash flow working for him instead of paying unnecessary interest. His lot is clean for a fresh start in the spring. All and all it has been, and we hope it will always be, a very prosperous and rewarding experience for all.

1981 AIREA Membership Directory Now Available

The 1981 Membership Directory of the American Institute of Real Estate Appraisers (AIREA) has been published and is now available.

The new 241-page Directory lists the names of 5,411 members of the Appraisal Institute, which include 4,326 MAIs (Member, Appraisal Institute) and 1,085 RMs (Residential Member). The MAI designation is awarded to those who have proven their ability to appraise varied types of property. The RM designation is earned by those specialists who are certified to appraise single-to four-family residential property. The Directory contains business listings for each member, alphabetically and geographically.

Copies may be obtained without charge from the Public Relations Department, American Institute of Real Estate Appraisers, 430 North Michigan Avenue, Chicago, IL 60611; telephone (312) 440-8130.

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Dear Friends,

I found this poem on a church bulletin board, and decided to share it with you. It made me chuckle as I remembered the people who come to pay for the items they have purchased and ask, "did I pay too much for this?"

I ask, "Why did you buy it?"

"It reminds me of another time or another place."

"In that case," I tell them, "It's priceless!" Good memories really are priceless.

The Auction

"Sold," said the auctioneer.
And then, "Your number, please?"
I held my number high
And cringed a little, thinking
There would be looks exchanged
Among the crowd, and maybe words
To say, perhaps, "She must be queer
To come way out here,
And buy that useless thing . . ."
"That ancient grinding stone . . ."
"So rickety and old . . ."
See how the moss lies thick and green
Upon its shadow side."
"And the iron's rough with rust."
I braced myself for humor sly
From grinning friends, who said,
"Now, do you plan to open a new business?"
Or, "First thing in the morning
I'll bring my rusty axe . . ." My mower sickle, too"
"Also, perhaps my hunting knife.
And maybe once again
We can return to simpler life and cheaper energy"
They did not know my "sculpture" grand
Would stand beside my kitchen door
And would become a kind of key,
To open memory's door for me,
Arresting for a moment brief, time,
In its endless, onward flight;
To let the oil of joy pour forth,
In precious memories restored.
And through that sweetness, mixed with pain,
Find healing in remembering.

Gladys Severson
Nerstrand, Minnesota

Good memories of good times, new friends, different places, are something you'll take home from attending the National Auctioneers Convention. Remember ladies there's a place for you at the Las Vegas convention, and a place for you on the forthcoming registration sheet in THE AUCTIONEER magazine.

Come join us in Las Vegas.

Mrs. Kay Aldinger, Director
Cleveland, North Dakota

Continued page 37

The Auxiliary to the National Auctioneers Association 1980-81 Officers

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Freedomike Wireless Microphones From Lectrosonics

Without even realizing it, many auctioneers let "something" get between them and the bidders. That "something" is supposed to help the auctioneer reach his audience, but it also gets in the way.

That "something" is the P.A. system. Maybe it gets in the way when you have to stop your bid calling and lug it to another table. Maybe the bidders watch you drag your mike cord around instead of listening to your bid calls. Maybe you need three hands to hold up both the merchandise and your microphone.

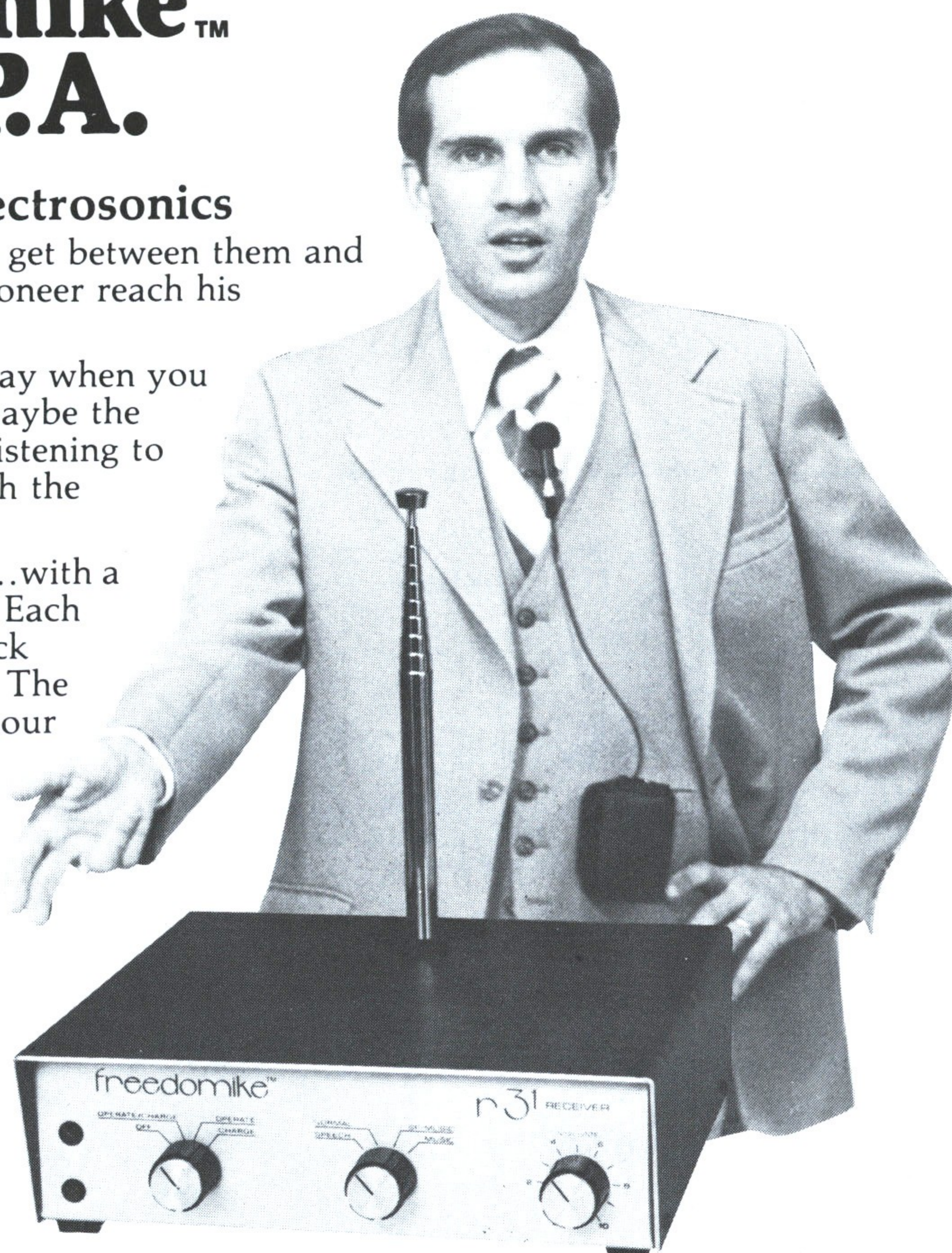
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter fits in your pocket, or in a belt-clip pouch. The receiver, which can be a hundred yards away, plugs into the microphone input of any P.A. system. The Freedomike system uses special Unichannel™ circuitry to eliminate unwanted interference. A protective carrying case is also provided.

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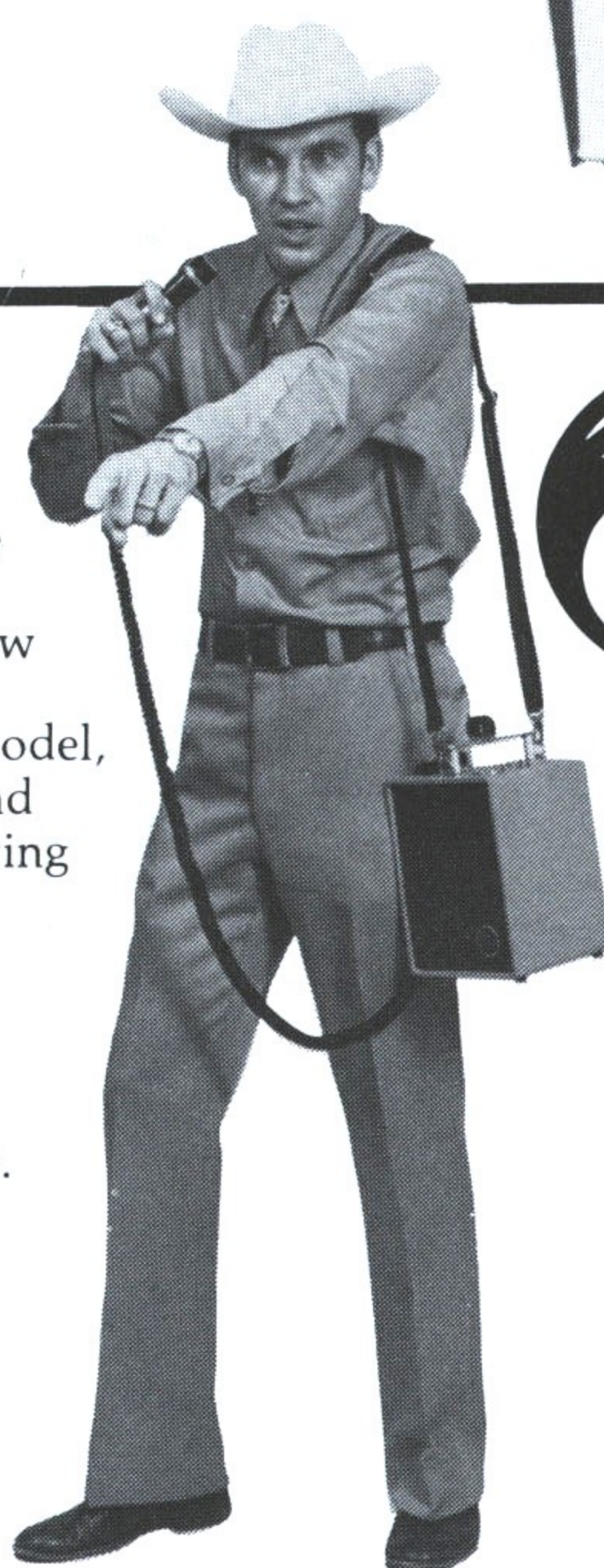
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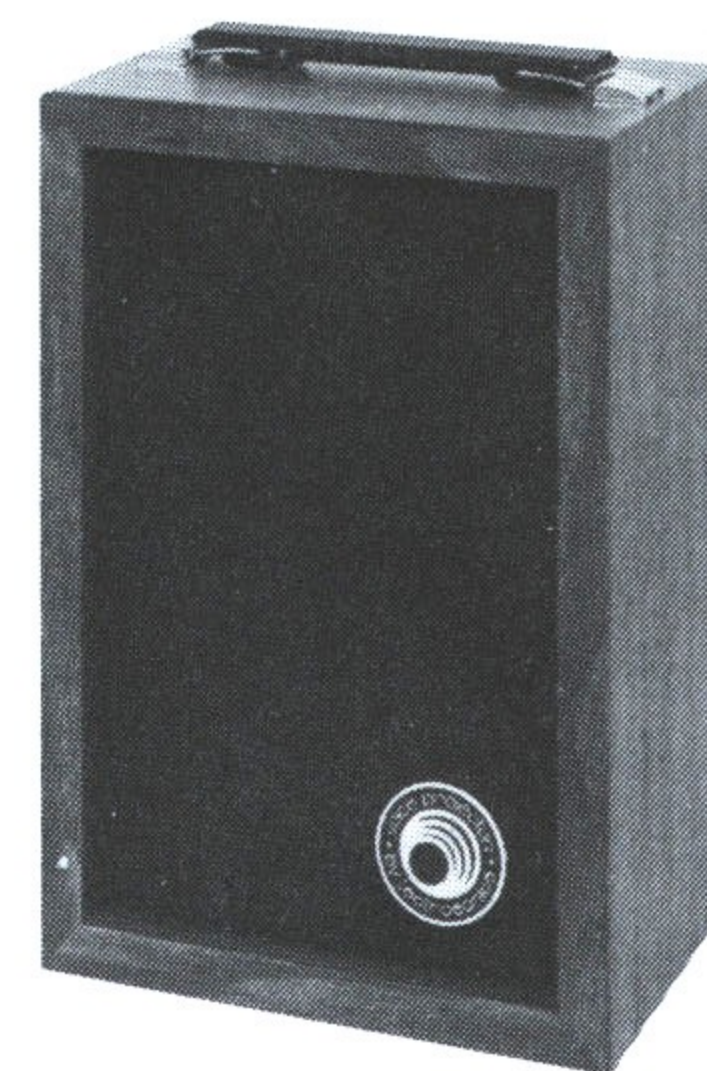


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Dear Ladies:

We have just returned from a very enjoyable and educational seminar in Atlanta, Georgia. I feel the seminars are just as beneficial to the ladies as to the auctioneer husbands.

If you have not already made plans for our 1981 NAA convention in Las Vegas, do not delay. It seems like we all are guilty of putting things off until the last minute. The committees of the Auxiliary have many outstanding activities planned for all of us. I am sure this will be another excellent convention. We look forward to our yearly conventions, making it a special event for our entire family.

Ladies, if you are not members of our Auxiliary, please consider joining this year! The friends you make and the experiences you enjoy are irreplaceable!

The Lambright family is looking forward to seeing all of you in Las Vegas.

**Mrs. Harvey (Pat) Lambright, 1st Vice-president
Auxiliary to the NAA
LaGrange, Indiana**

"The Energy Saver's Guide to Good Outdoor Lighting" is the title of a new 24-page, full-color outdoor lighting handbook published by the National Lighting Bureau (NLB). Written in lay terms, the publication provides guidance to nontechnical personnel, including those in management positions.

Among the many different energy conservation techniques discussed in the new publication are use of more efficient lamps (light bulbs and tubes) and fixtures, selection of proper mounting heights and beam utilization patterns, application of controls, and performance of better maintenance. The discussion of fixtures is accompanied by profuse illustrations identifying the types available, their light distribution patterns, and typical applications. The guide also points out that the type of lamp used also has an impact on efficiency. A lamp interchangeability chart indicates that some lamps provide 440% more light than others while actually consuming less energy. The benefits provided by outdoor lighting also are discussed extensively, particularly from their dollar value standpoint.

"The Energy Saver's Guide to Good Outdoor Lighting" is available at a cost of \$3.00 from the National Lighting Bureau, 2101 L Street, N.W., Suite 300, Washington, D.C. 20037. Remittance must accompany each order.

In London, the American industrialist, Armand Hammer, bought the Leonardo da Vinci notebook "Of the Nature, Weight and Movement of Water" for \$5,126,000, the highest price ever paid at auction for a manuscript. The price exceeds the \$2 million paid in 1978 for the Gutenberg Bible.

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Real Estate at Auction

Atlanta Specialists Interviewed — The Potential Is There

Responding to four interview questions, the Atlanta Real Estate-at-Auction Seminar instructors agreed — potential is there for a much greater amount of real estate to be sold via the auction method. On the following pages of this AUCTIONEER's Real Estate-at-Auction column, the Atlanta Seminar instructors gave their views on that sales potential; why more real estate customers do not take advantage of the auction method; the most influential factor in auction planning; and the reasons for no-sales.

“In today's real estate market, where is the potential for more real estate to be sold by auction?”

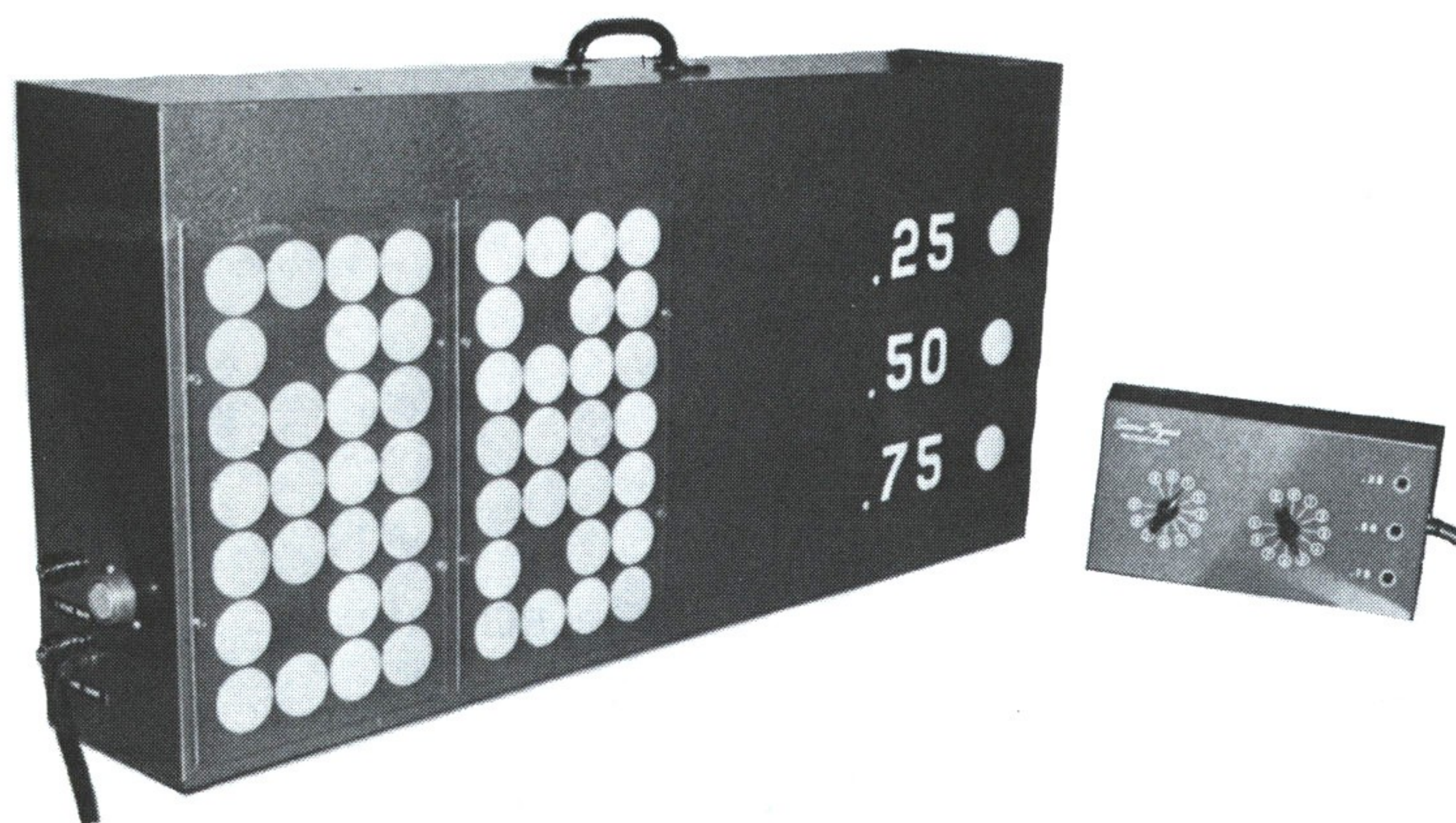
Henry L. King, Organization of the Real Estate Auction: In my area which is Northwest Alabama there is a real premium for prime farmland. Farmland is very much in demand, and I think that in today's economy our auctions do real well in the farm sector.

James W. Heike, the Real Estate Auction: I personally feel that the potential in the real estate market is good in all phases of the real estate business. As the years go by, when we are continually having more of a situation where there are more people wanting to buy than wanting to sell, creates an ideal atmosphere for a successful real estate auction. If I would pinpoint it, I would probably say that agricultural land and residential real estate probably have the greatest potential at the present time.

Thomas E. Tobin, Tax Shelters and Estate Planning: We are in such situation and I do not see enough auction sales in an urban situation such as Indianapolis. Although I would think there would be

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HENRY L. KING, real estate instructor, organization of a real estate auction.

more opportunity in commercial where you have a potential for more buyers. The problem I see in residential is literally the problems of finding buyers, competing buyers in residential, but I think your commercial presents some darn good opportunities.

William Z. Fox, Commercial and Industrial Auctions: There are many areas where auction methodology has the ability to successfully sell all different types of real estate. The market in my opinion is basically untapped because of the small quantities that are currently being sold. I think in many instances the auction methodology can promptly, efficiently and at or above in some cases market prices, sell real estate as an alternative to the two most common methods ala a brokerage listing or self sale by a seller. It runs the gamut of all areas of real estate from residential to commercial to industrial to unimproved property. I don't think there is any type of real estate that could not be a candidate for any auction sale and the responsibility for developing that business is basically in the hands of the auctioneer. The business is there if it is searched out.

Haskel Ayers, Tract Development of Recreational and Special Residential Auctions: I think the potential is just wherever you're at because the real estate is there whether it is rural land, metropolitan area or wherever. All the real estate there is marketable and just waiting for your expertise to put it on the market at auction.

Charles E. Cumberlin, Financing and Closing the Real Estate Auction: I think the potential is in the investor owned property, people who have bought by speculation who now need to sell and get it turned into money and get out from underneath the obligations that they got themselves into because tight money and high expenses have got a lot of people in trouble that they are going to have to sell their land.

J. L. Todd, tract development and appraisal: We feel like more potential for real estate to be sold at auction would be through lending institutions, insurance companies, estates, and government institutions.

Mike Loftin, tract development and appraisal: The greatest potential for more real estate auctions is from sources that have never had an auction or ever considered selling their property by auction method. Individuals as well as corporations and other business concerns who have traditionally sold property by means other than auction need to be cultivated, to increase one's real estate auction business. As the market becomes more complex and more sophisticated, more and more potential sellers of real estate come to explore the advantages that the auction method affords.

Thomas H. Bown II, advertising: I believe the residential market to be most vulnerable to our marketing efforts. Because of the current crisis in the money markets, the average homeowner is looking for a unique approach to sell his home immediately. The traditional brokerage method falls far short on creating timely sales.

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Article Continued page 41

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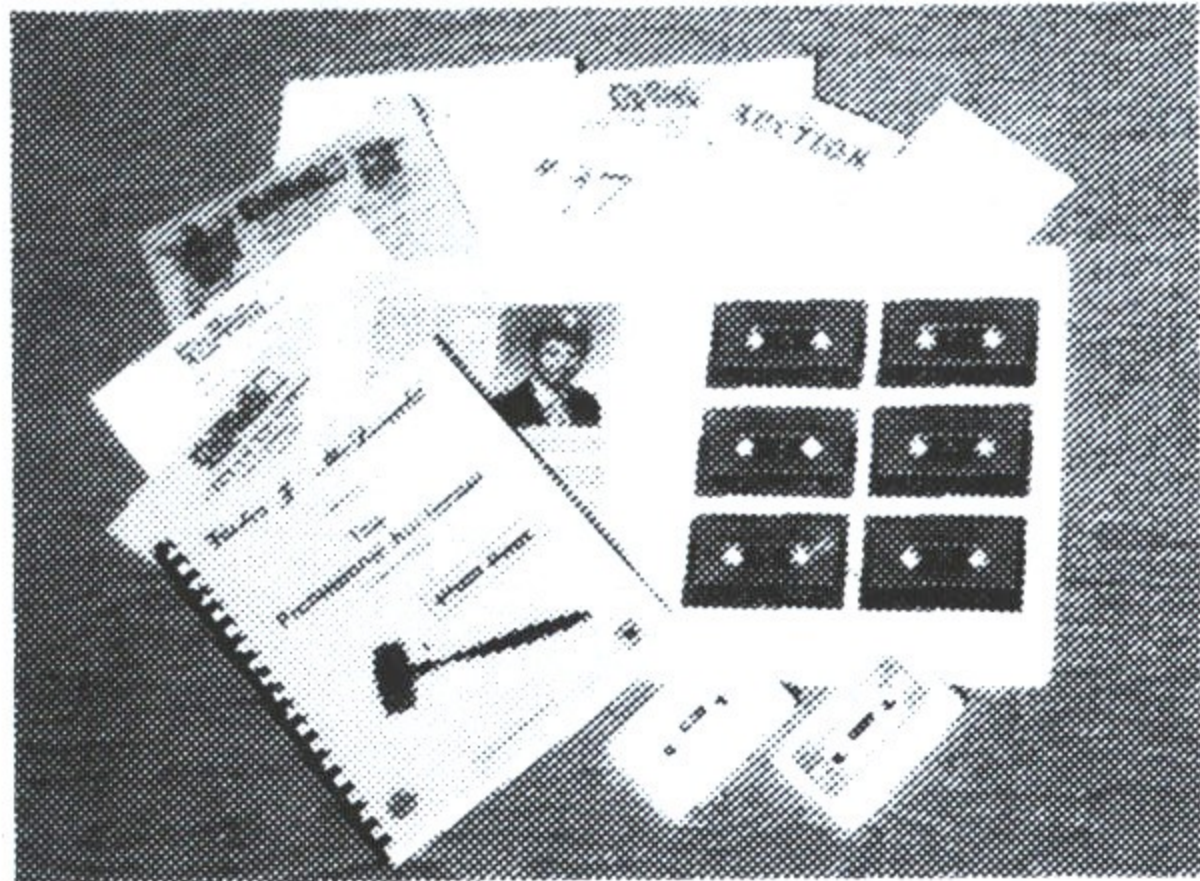


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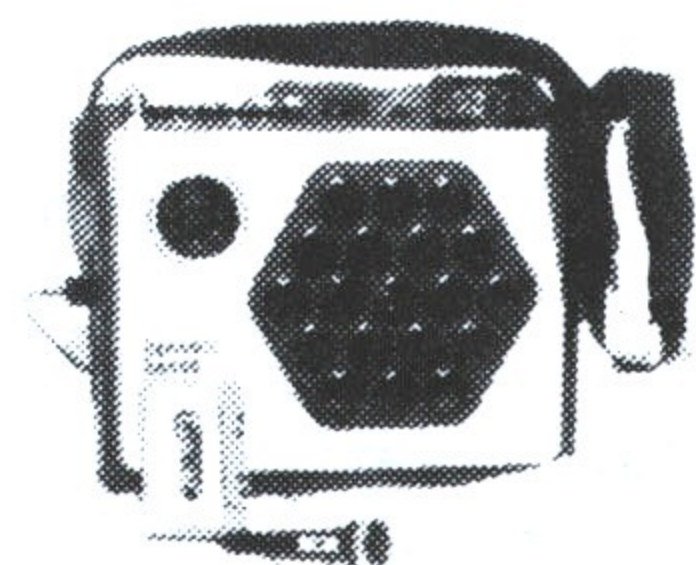
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"What do you think the reasons are that more real estate buyers and sellers are not taking advantage of the real estate auction?"

King, auction organization: Probably lack of education as to auction's potential. During my 15 to 18 years of hard work in the auction business, I think we have done *something* toward education of buyers and sellers that some types of property lend itself best to auctions. Auction is the only way you can take a piece of land and settle it in combinations of tracts, back as one unit, and sell it all in the same day. There is no other method of marketing that will offer that kind of selling. I think it probably goes back to the buyers and sellers who are just not educated as to the advantages of auction.

Anytime where the demand for a particular type property exceeds the supply, you have competition for that property. This is generally vacant land, and you don't have to have a specific use for that property. It's not a lot of problems. We like property with less and with not a lot of improvement.

Once you put improvements on property you limit the use of it to a certain extent, and it cuts back on your market. We like to sell farmland and we like to sell lake property. Anything we can bring a lot of competition to our bidders, we feel like we can do a better job at auctioning than any other method of selling.

Heike, real estate auction: Probably, the main reason is because selling real estate at auction is not being promoted to any great extent. We have barely scratched the surface as far as the potential is concerned. In addition to that, not all people are familiar with the auction procedure, particularly in some of the larger cities where, in many cases, selling at auction is not all that popular of a concept.

Tobin, tax shelters/estate planning: Well, number one, they don't know much about it. I think there has to be promotion that explains the advantages of sales at auction. You have to decide what groups and how to reach them, plus the fact you are going to encounter the usual resistance from the established real estate organizations. I think there has been a trend in some states to require auctioneers to have real estate broker's licenses.

But, I think it is matter of education, of showing the public the advantages, convincing sellers that they are going to get a better return from an auction sale than if they sold over a long period of time through a broker. A lot of people are afraid because they don't know. They don't have any way of judging or understanding the results.

THOMAS H. BOWN,
real estate seminar in-
structor, advertising.



Fox, commercial/industrial: Strictly lack of knowledge on the part of buyers and sellers. When people think of selling real estate, traditionally they think of a real estate broker. People just generally don't associate real estate and auctioning. Again, I think it is up to the individual auctioneer to educate people, to awaken an awareness on the part of the buying and selling public that there is an alternative method to sell real estate.

Ayers, tract development: I feel like it's the auctioneer's fault, we are just not promoting ourselves and doing the job that we should to sell the auction method. We are going to have to start putting our good properties on the market with the auction method. Don't just let the auctioneer wait until it has to sell and then put it on the auction block. When it first becomes available that's the time, not at the end after the broker and everyone has tried to sell it.

Let's go to the auction method at the beginning before the price is ever established, and I think this gets us off that "distressed" or "have to sell" image.

Cumberlin, financing/closing: Basically the public has never been exposed to the real estate auction, not on a professional level. In other words, a lot of auctioneers around the country sell an occasional real estate auction, and do a good job of it. But, they are not closely familiar or at least working in the real estate field. They are not creating new auctions, and new auction business. It is up to the auctioneer to create that business; it's there once you get everybody organized.

Todd, tract development/appraisal: Lack of complete understanding of the potential that can be realized by auctions. Not reaching enough people to inform them of the auction, the auction was not properly promoted. Some people who are not able to afford an auction are not confident enough in their method of selling to take the financial risk involved.

Another reason that more people aren't taking advantage of real estate by auction are the past auc-

Article Continued page 42

tion failures and no sales by auctioneers and auction companies not qualified to sell a property.

Loftin, tract development/appraisal: The primary reason is not knowing all these real advantages an auction affords to both buyer and seller. This is a function of education. The successful auctioneer must point out the favorable aspects to the buying and selling public before a successful real estate auction can be realized.

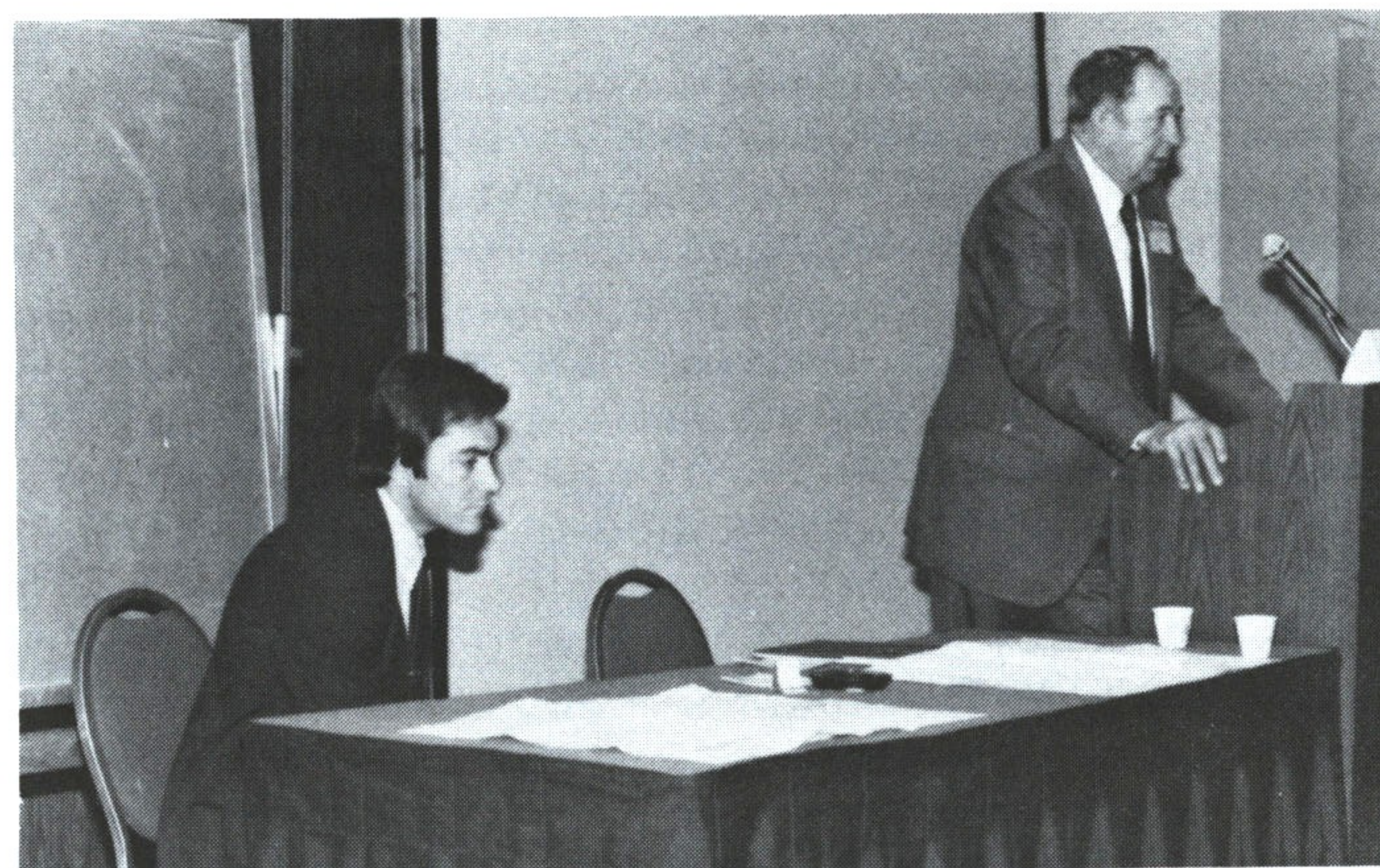
When talking to a perspective seller about having an auction of his property, the first question I raise, and answer for him, is "why auction?" I must educate and then sell him on the auction method and how an auction can satisfy his needs. Then I educate and sell him on our own company, why our company should handle his auction. The National and State Auctioneers Associations can play a vital role in educating the public to the advantages of auctions.

Bown, advertising: This should actually be two questions, but the primary answer is the same for both — STIGMA. Far too many times the auction industry takes the easy out and gives a reason for the sale (most often negative) thereby creating a public perception that from the seller's standpoint you must have a specific reason to sell (death, divorce, sickness, etc.).

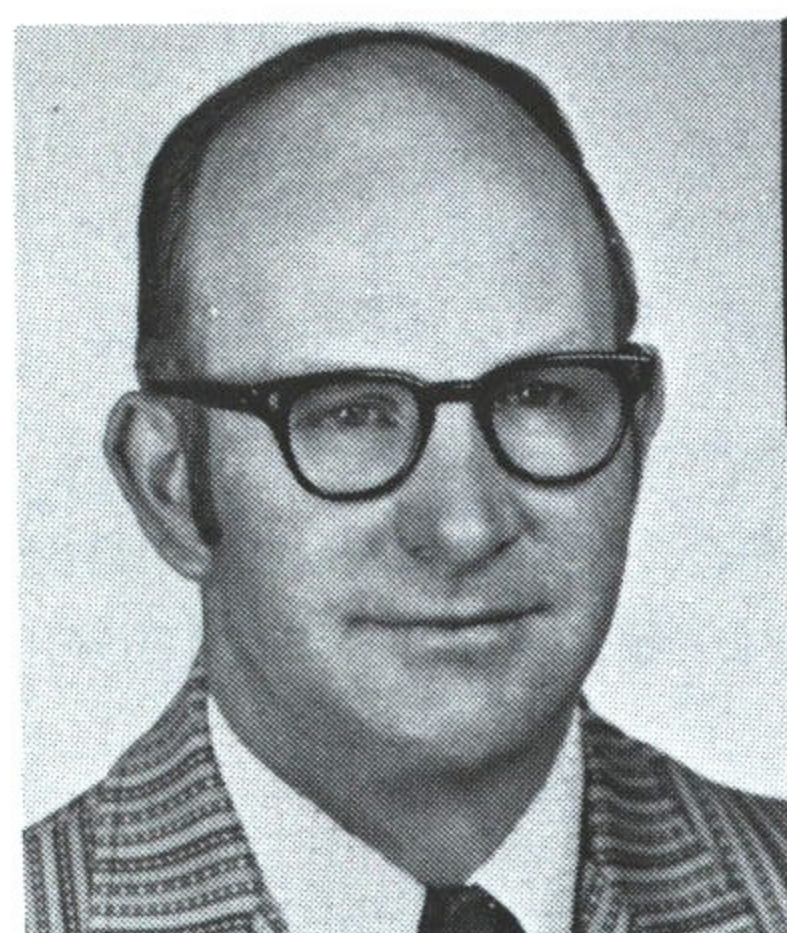
From the novice buyer's standpoint, he is used

to seeing these very same negative reasons associated with auction properties. Would you really want to buy your property after it has been advertised as distressed?

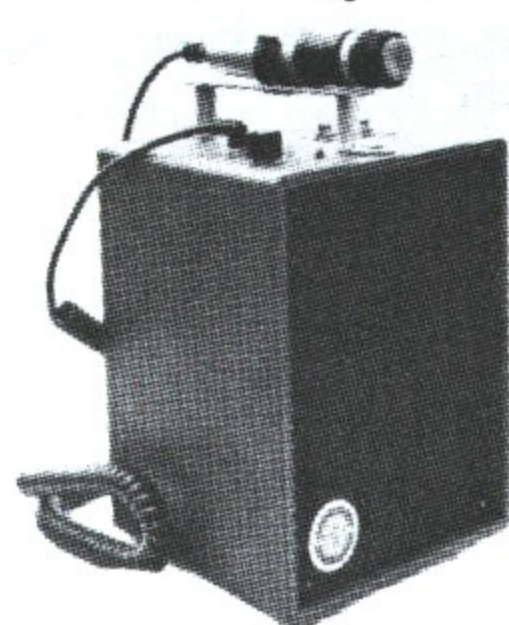
Consider if you were going to buy your spouse a great piece of jewelry, would you like to say it was bought from a nice (normal) jewelry store or purchased at a distressed sale. The point being, we must service the client's physiological needs as well as his real estate needs.



(LEFT) MICHAEL LOFTIN AND J. L. TODD, real estate seminar instructors, tract development and appraisal.



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"What is the most influential factor in planning for a successful real estate auction?"

King, auction organization: In today's economy, I think the most influential factor in planning for a real estate auction is the handling of the finance. With high interest costs and high credits I think that owner financing is probably the most influential factor in planning an auction.

Heike, real estate auction: The most influential factor in planning for a successful real estate auction is primarily the same as any other type auction — preparation for one thing. Probably the second most influential factor is being familiar with the value of the real estate before it is sold. I feel that auctioneers have a tendency to try to attain prices that are above fair market value.

Tobin, tax shelter/estate planning: I am somewhat of a crank, to insist that documentation be proper and thorough prior to the time of the sale; such as the listing agreement between the auctioneer and seller, and the contract entered into between the purchaser and the seller.

The second factor would be the auctioneer thoroughly following through to see that the transaction is consummated, and the purchase price paid within the time of the purchase agreement, which I am assuming would be signed by the purchaser after they have been determined to be the successful bidder.

Most of the problems arising in a real estate transaction arise out of the unskillful preparation of the purchase agreement — either leaving things out, or not contemplating all of the possibilities, or putting things in that shouldn't be in the agreement.

Fox, commercial/industrial: After a certain number of givens, by that I mean, for example, "given that the property is for sale with reserve, at a realistic reserve, etc.," I think the single most important factor is the planning and implementation of the marketing and advertising program. Expose that property on as wide a basis as possible, under the egis, if you will, of the auction psychology. Attract that particular user that is out there somewhere that wants that particular piece of property.

Ayers, tract development: Of course, I believe there are three things that really provide for a good real estate auction. One, you have desirable property that is in demand; two, have some financing in terms that your buyer can buy with, and deal with. And three, you do the job of advertising, promoting and getting the crowd and the buyers there.

Cumberlin, financing/closing: Number one, in the real estate auction, in my opinion, is the reason for the sale. Is it a legitimate retirement? Is it because of an estate? As they say, you have to die to have a good sale, and in effect that is true. But if it

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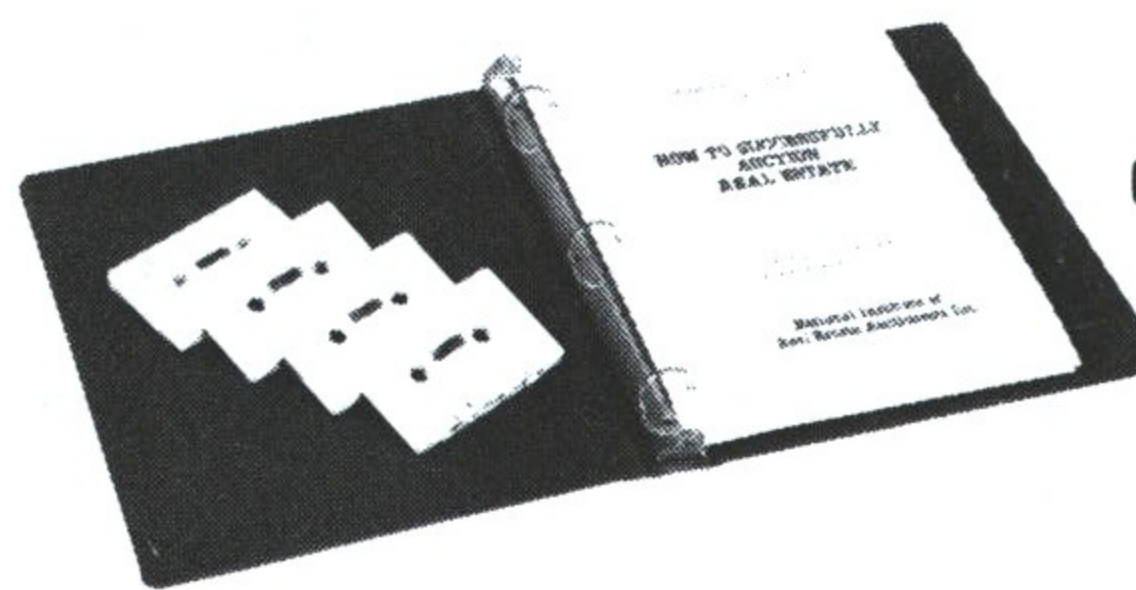
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*ABOUT THE AUTHOR: Melvin A (Mel) Giller, Realtor-Auctioneer. Thirty years experience in sales, sales training and management. A nationally recognized author, lecturer and instructor on the AUCTION method of marketing Real Estate.

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is an investor that is selling, is he a legitimate seller? Will he sell at the market or is he still trying to get more than the market? And if people know him, the seller's reputation has a lot to do with the success of his own sale.

Todd, tract development/appraisal: Promotion, promotion, promotion. Personal promotion in the form of personal contact with perspective buyers is especially influential.

Loftin, tract development/appraisal: The most influential and important factor in planning a successful real estate auction is deciding the proper marketing strategy to be used. Once an auction is on contract, to whom that property would likely be sold, and how these perspective buyers can best be reached are the critical questions. This is a marketing concept. Successful auctioneers are marketing experts.

Bown, advertising: Presenting the property in a framework of a positive, well thought out marketing program. A part of this must be establishing a continuing company image of success and direction.

A definite internal plan for the handling of all contacts and inquiries should include the small details of who answers the company phone, what information is given, and what information is obtained for a possible follow-up contact. Quite often, attention to what might be considered the small details is lacking.

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CHARLES E.
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ing and closing the
real estate auction.



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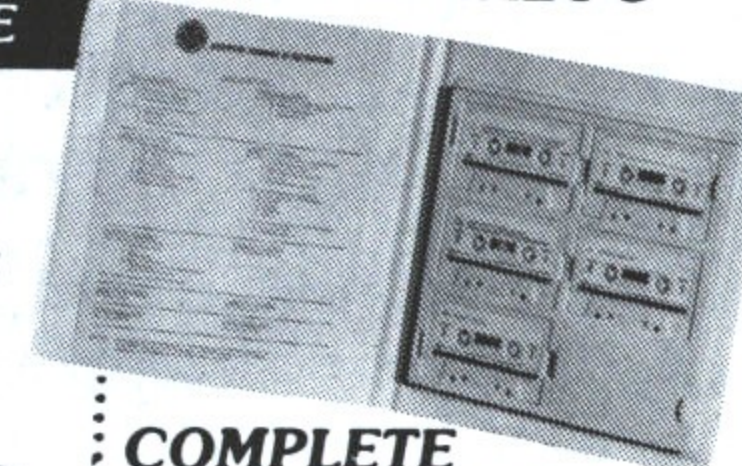
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“Based upon your experience, when property does not sell at a real estate auction, what has been the causes of the no-sale?”

King, auction organization: I believe one of the causes of no-sales to be that the owner of the property was not mentally ready to take a fair market value for the property. I think probably if there was a no-sale, the auction company did not do a proper job in the appraisal, to establish a fair market value of that property, then to sell the owner on the idea of what to expect from the property.

I think that many times auctioneers are optimistic about values in order to get the sale. They are afraid another competitor auction company will take the sale away from them, so they will book the sale at a price higher than value to be able to get the sale.

Many times the auction company does not do a good job on what types of property to take. They will take a piece of property that doesn't lend itself to the auction method of selling as well.

Now I've been thinking about what the 80's will hold for the auction profession. I think even though we are having inflation in many areas today and



JAMES W. HEIKE,
real estate seminar
instructor, the real
estate auction.

higher living costs, that's not a sign necessarily that our land values will continue to inflate each year. I think our land values are today above any fair return on investment. If we fail to continue the increase in the value of land, people will look at land they are holding as not such a good investment.

A lot of land will come on the market for sale if interest rates stay high, because the income from the money in the form of bank deposits will be greater than the investment in land.

I think that 80's will be harder than the 70's in the auction business. I think we will have less busi-

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ness people wanting to look at investments. The small businessman is going to stay a little closer to home and is going to spend less on bank credit, he's not looking for investments in the extent he was because of his own business needs, inventory problems, and receivable problems.

And, this is the first time in my adult life that I have been in business where I am beginning to see some real estate that won't bring mortgage. We never had this problem through the 70's. Today I think we have it.

I think there is a lot of property out there that won't bring mortgage, so it's just going to be different. We aren't going to be assured of having buyers to attend our sales. I think we have lost the speculator.

Heike, real estate auction: Well, there are always reasons for a no-sale. As I mentioned before, the auctioneer, of course, is trying to obtain a price that is above fair market value. Number two reason probably would be financing problems. This applies in the auction real estate business as well as by private treaty, that with today's interest rates and less attractive financing available to the buyer, financing could be a factor. Number three, of course, is probably that the auction was improperly promoted, insufficiently advertised and poorly managed.

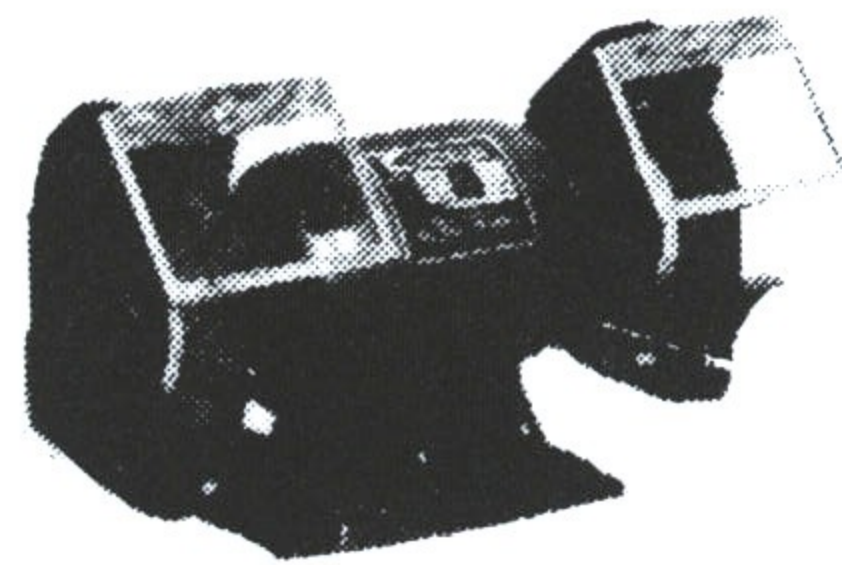
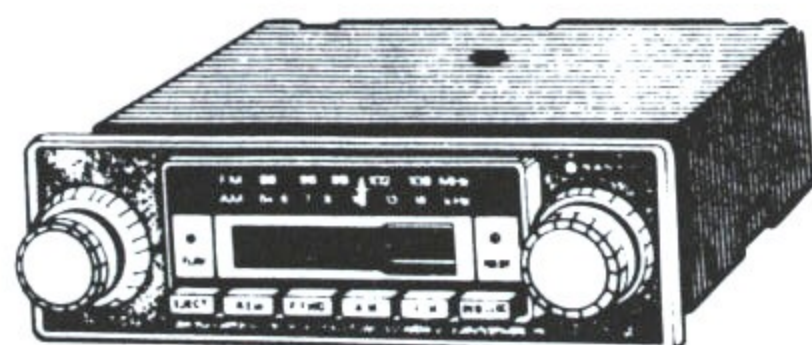
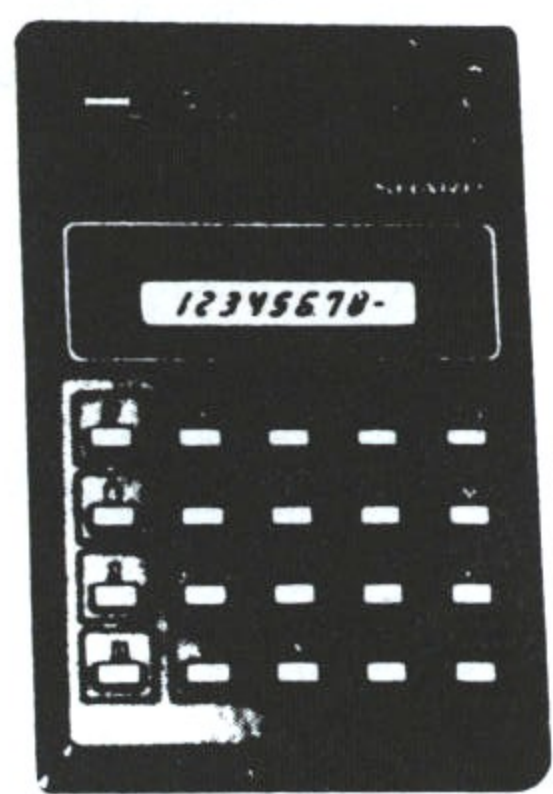
Selling real estate at auction is a phase of the auction business that most qualified auctioneers could benefit by. There is real estate to be sold at auction in every locality and it is something that probably every active auctioneer could benefit from.

Tobin, tax shelter/estate: It would certainly strike me that again it's a failure to attract the proper clientele. Now I have watched sales by the sheriff of both foreclosure property and tax sale property. A constant increase in competitive bidding was achieved by simply extending the hours of the sale from 8 in the morning until 4 in the afternoon, as opposed to conducting the sale at one time which used to be 8:30 in the morning on the steps of the courthouse. This gives people an opportunity to go in an bid and rebid. We have had some very interesting results in the Indianapolis area and some of the surrounding counties arising out of what would literally be a bid oriented sale.

Those obviously are very widely advertised sales and you have a cadre of people who are looking for bargains at sheriff or distress sales. So I would think it would be a matter of failing to advertise, to reach the potential purchaser. This goes back to the question that there is lot more education needed in order to acquaint people with the advantages of dealing in real estate at the auction.

Anything that can be done in the way of education both within the NAA and by its members can't help but enhance the potential for auction. Again it would strike me that the timing is right because the established real estate industry has not done as well in generating sales. There just seems to be something about the idea of competition that is appealing if you can convince the seller that they are not going to end up taking less. You can talk about bids with reserve, and all the things that protect the seller so that they don't have to sell for less than what they

Article Continued page 49



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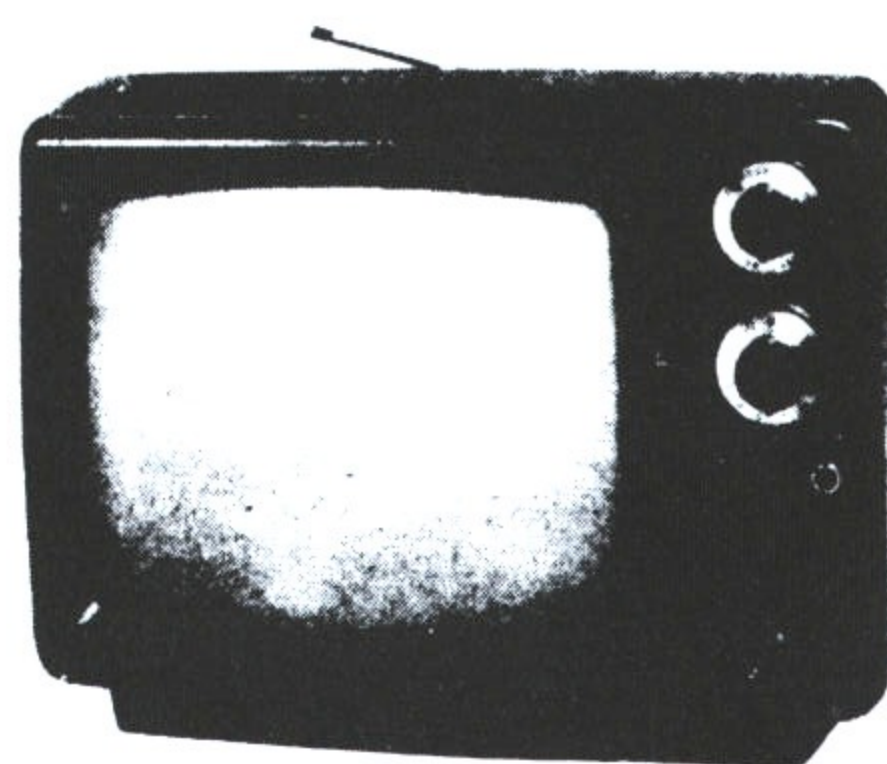
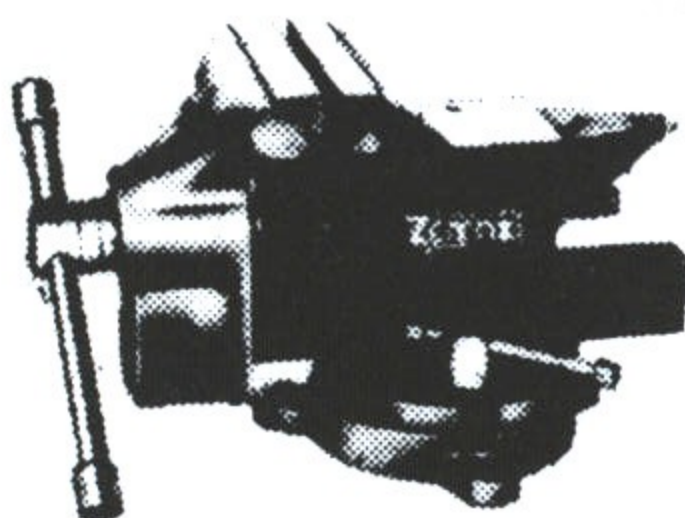
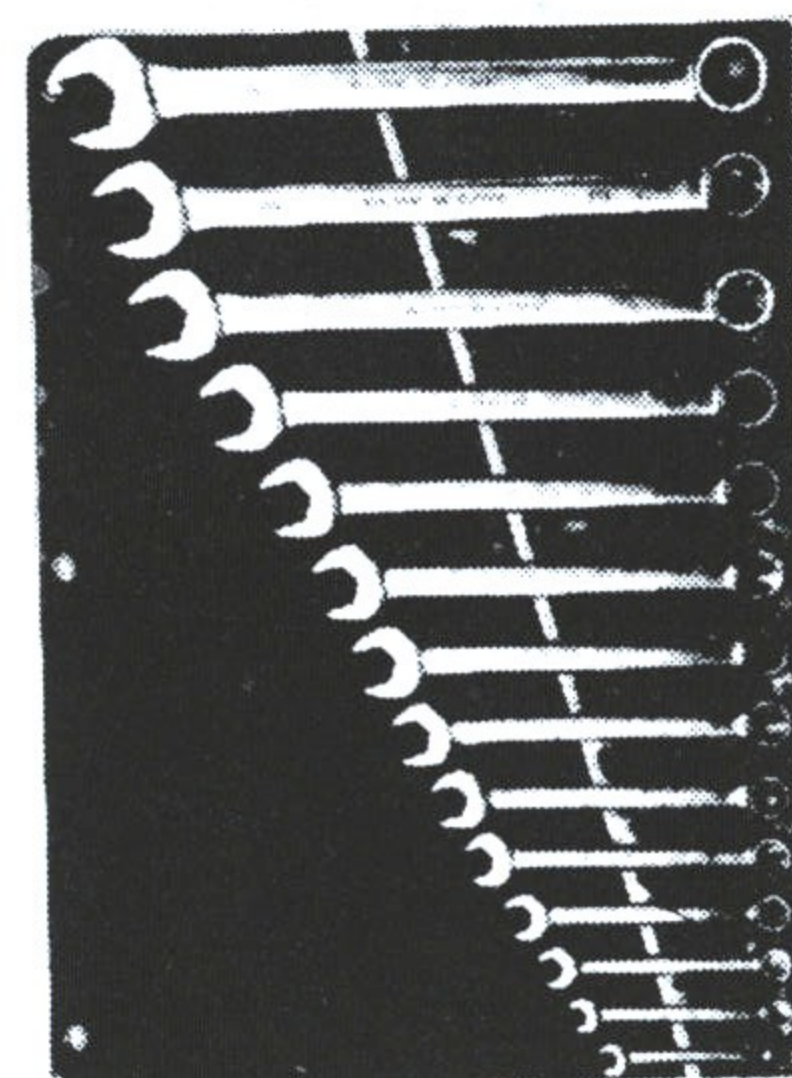
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want out of a property. I don't see why it couldn't become a very competitive way of selling property even in a highly urban market.

Fox, commercial/industrial: One factor, of course, is a cause that applies to really all real estate no-sales and they are economic factors — market factors that are in existence today, the state of the economy, the availability of financing, the cost of financing, etc. I think that today if I had to point to single factor that would be it, economic.

As the lay public does not traditionally associate real estate and auction, I think that we auctioneers are almost as guilty. And if an auctioneer will only think real estate in his normal day to day business activities, it could be an adjunct to whatever other aspects of the auction business he may be involved in — antiques, commercial, chattels, machinery and equipment, livestock, whatever. If an auctioneer will only think real estate and recognize opportunities for real estate sales as they come up, I think they have the ability of developing a successful real estate auction business.

Ayers, tract development: Putting property up at auction that has been on the market for a long while is one cause. Everybody knows what the asking price is, the interest had already died down, overpriced, had been undesirable property, property with no real good use or demand. To have a successful auction sale, you have to have good property. Good property always sells, regardless.

I think that a lot of the people that want to get into the land auction business and the method of selling real estate at public auction, should make that first sale a good sale. Make sure that you have desirable property, terms that you can have a sale on, and that you have promoted the auction effectively.

Cumberlin, financing/closing: Many times it was things I didn't know about the property. Some of them probably apparent, many times they were not. It may be the lack of financing available, lack of something about the property, physical aspects of it, accessibility that I wasn't aware of, or right or easements or restrictions or zoning or something that I went under one assumption and I was wrong. Something new pops up after we get into the auction situation.

Then along with that, probably another cause is just the lack of desirable financing. We are gambling that we can get the job done in the cash situation and we are not able to do it.

I think generally speaking, that real estate auctions have a tremendous future. It is up to us as auctioneers to become more knowledgeable in the real estate field, and therefore the selling of real estate at auction. We have to establish our own credibility, our own honesty in putting on a sale.

I am not afraid of a "no sale". I am going to give it an honest effort, get an honest bid on it and if the seller can sell it, usually they will take the bid. Most of the time we will get some kind of a reasonable price bid on anything. Occasionally there is just no market for a property. And when there is no mar-

WILLIAM Z. "BILL" FOX, real estate seminar instructor, commercial and industrial auctions.



ket, it is just not going to sell to anybody, for any price.

Todd, tract development/appraisal: Again lack of promotion. and not dealing realistic with sellers about the value of the property. Sellers must understand the necessity of full cooperation and working with the auctioneer. He hired the auctioneer as an expert in his field and he should depend on him to

Article Continued page 50

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do the job that he hired him to do.

Who the auctioneer represents is the most important. In fact, who the auctioneer is selling for can be more important than the property he is selling. Proper preparation of the seller and representation, upstanding, honesty, of sellers is a necessary part of a successful auction sale.

Loftin, tract development/appraisal: No-sales occur because an auctioneer does not properly perform his services, such as poor advertising and not knowing the market place.

Knowing a seller's needs and expectations, and the likelihood of meeting those expectations by auction, should determine whether an auction should ever be contracted. Some auctioneers will attempt to sell a property that is over priced, or the indebtedness on the property is too great for the current market to bear. Such properties should never be offered at auction.

Sudden changes in the marketplace also create no-sale conditions. Auctioneers do not generally work miracles. Therefore, knowledge of the marketplace and accessing the seller's expectations are essential to avoiding no-sale situations.

In my opinion, a real asset to the efficiency and effectiveness of auctioneers who handle real estate on a regional or national basis would be uniform federal licensing legislation, or at least reciprocity among all the states with qualified auctioneers. This would boost competition and the buying, selling public would be better served by the auction method. Competent auctioneers produce successful auctions, and successful auctions produce more auctions for all auctioneers.

Bown, advertising: If we make the assumption that the property was properly marketed, I believe the most common reason for failure would be the inability of the auctioneer to properly prepare the client to sell. Specifically, failure to reduce a client's over-inflated idea of value..

Keep in mind that a common failing of the auctioneer is that throughout the bid calling he is telling the crowd that the price is way too low, the property is worth far more, etc. These statements are reinforcing the inflated idea of value. I believe that the property's qualities should be stressed rather than the amount bid in an effort to get additional bids.

We must be more positive in everything we do.
Each auctioneer should review each statement he or she makes as part of the overall sales pitch, whether selling the auction service or a property. A tremendous damage is done to the auction industry's image by many well meaning auctioneers. It is possible to go either way with a statement. I suggest you look for the most positive.

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Chicago, Illinois — On January 1, William S. Harps, MAI, Washington, DC, assumed office as 1981 President of the American Institute of Real Estate Appraisers. Mr. Harps is the first black president of the Appraisal Institute, an affiliate of the National Association of REALTORS®. Formal installation of Harps took place in Anaheim, California, at the Institute's recent convention.

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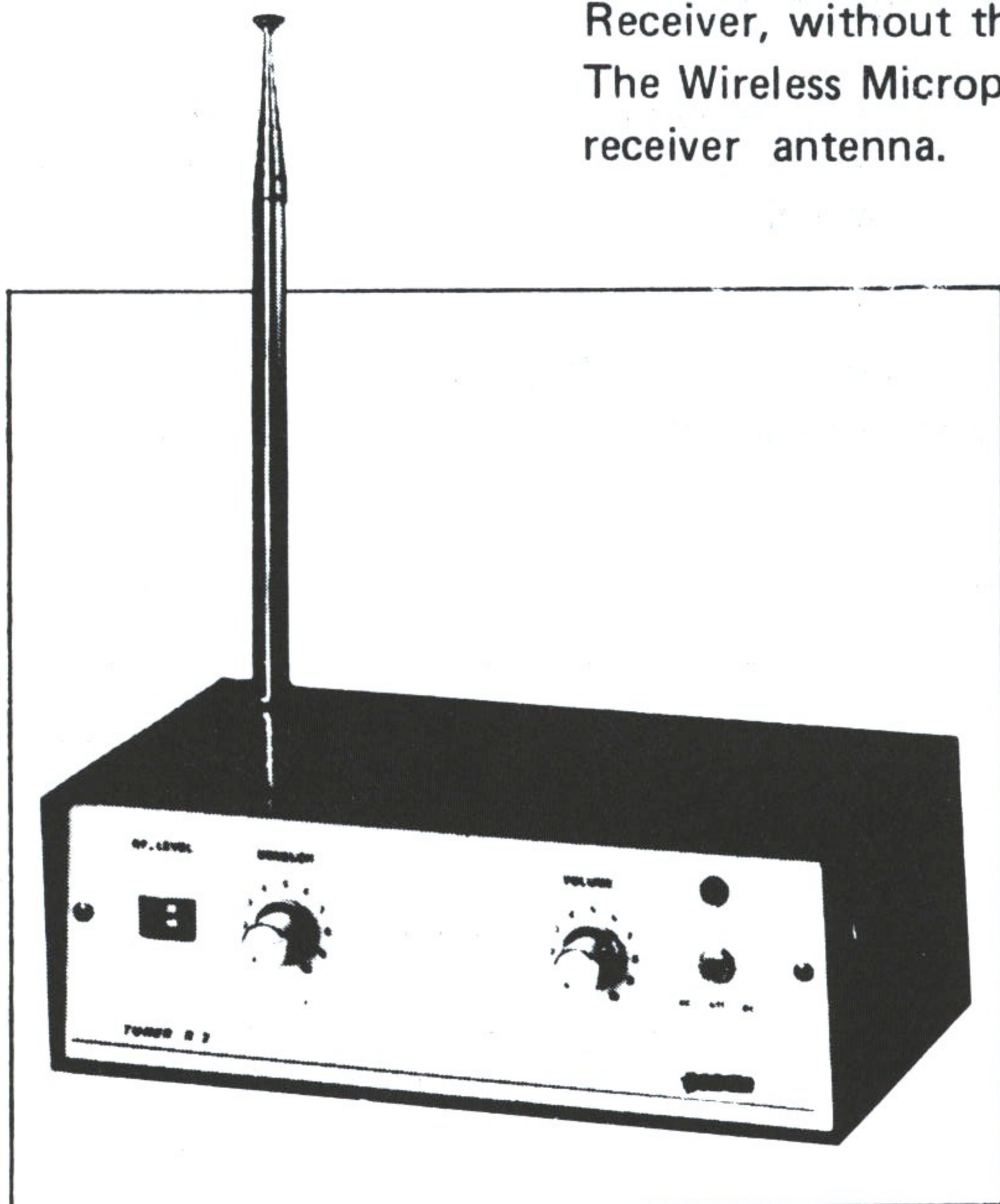
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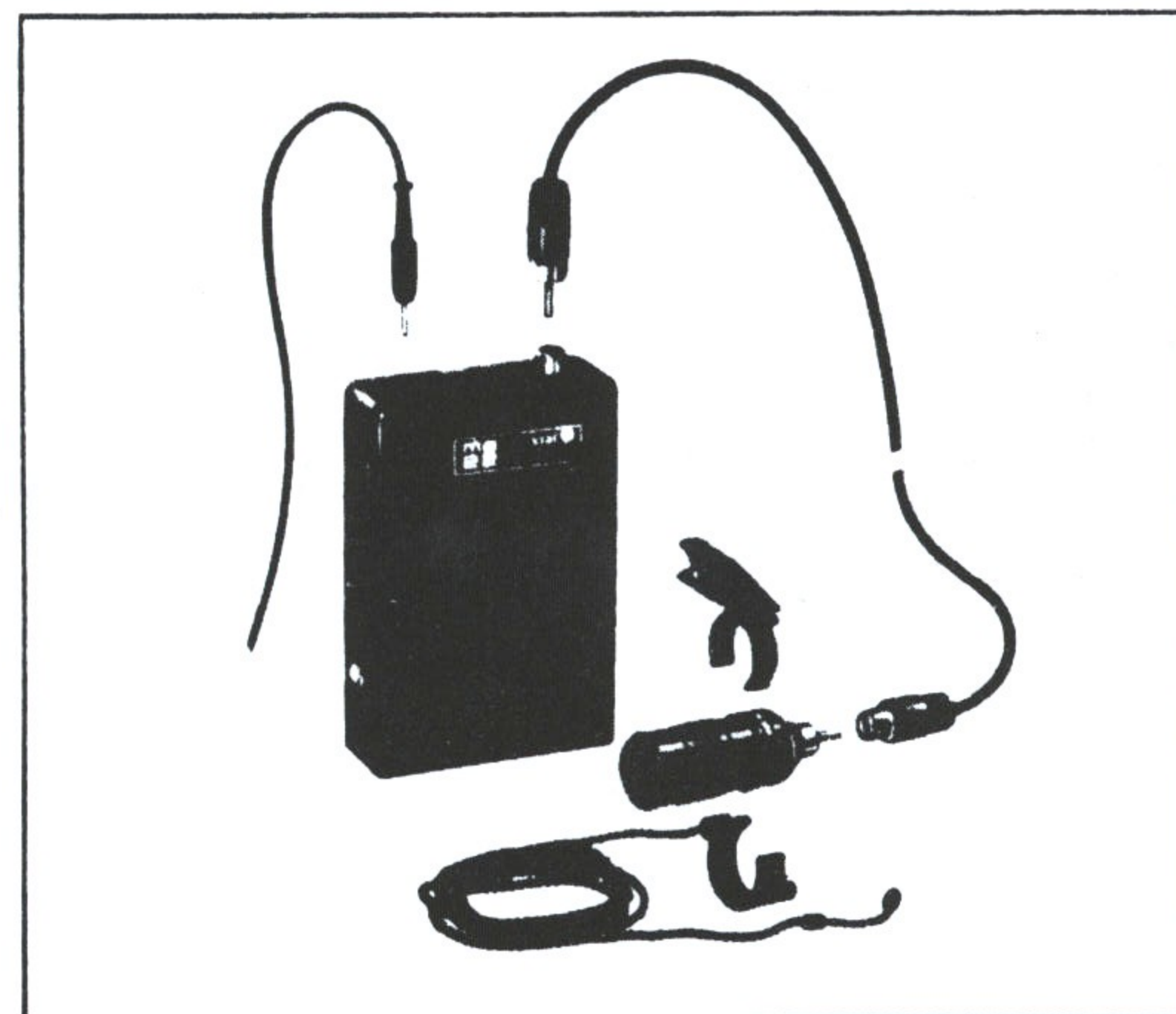
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Antiques at Auction

Antiques Trends for 1981: Phillips' Specialists Choose

The Phillips annual survey of art and antiques at auction, based on the views of 120 top specialists employed by the firm of international fine art auctioneers, is now released. It again provides a comprehensive picture of recent and future trends: the 1980 saleroom market and prospects for 1981.

Phillips, with a record turnover in 1980, polled specialists at the firm's salerooms in Britain, Europe and North America. They named items in their own fields which have shown the highest price appreciation in the year and nominated pacemakers to watch in the coming year.

A further question was: *Irrespective of your specialization, what items or areas in the saleroom market do you consider a good hedge against inflation?*

Furniture — mainly fine Eighteenth Century — was the strongest specific choice, followed by jewelry. However, when subjects such as jewelry, stamps, coins, miniatures, small silver, gold boxes, watches and Chinese snuff bottles are taken as a group, it becomes clear that the majority of specialists believe in small, portable items of value as the best hedges against inflation. Several used that very phrase — and even some of the furniture votes specified the smaller pieces.

All specialists emphasized the importance of top quality and condition in any subject.

Other all-round choices: silver by well known makers; Eighteenth and Nineteenth Century English landscape paintings and watercolors; some modern British paintings and prints; Eighteenth Century English ceramics; Art Nouveau and Deco; Oriental rugs; Japanese paintings; costumes and lace; duelling pistols; toys including lead soldiers and early Dinky.

The Phillips choice in the specialists' own fields is apparent from the chart. Of special note, however, is the strong showing of English oak and Edwardian furniture; medical and surgical instruments; old Sheffield plate; Eighteenth Century wine glasses and Georgian cut glass decanters. Diamonds and rubies shine and pearls are on their way up.

A popular Kansas City disc jockey was once entombed in a "Mountain of Cokes" at a supermarket. He broadcast an appeal to "Buy me out!" Within a few hours the store was a shambles but the DJ was free — and hundreds of his fans were stocked with coke for the rest of the summer.

Antiques At Auction 1980-81 — A Survey At Phillips

Based on the views of 120 Phillips specialists in London, Edinburgh, Glasgow, Leeds, Midlands, Bath, Oxford, Exeter, Norwich, Dublin, Geneva, The Hague, New York, Boston, Toronto, Montreal, Ottawa

Pacemakers of 1980 — items strongest in demand or price appreciation

Items which should continue to be a hedge against inflation

FURNITURE

English period mahogany, especially chairs, dining tables, bookcases. Small fine English, oak & Edwardian.

Under £500: Smaller Georgian. Georgian tripod tables.

£500-£3500: Secretaire bookcases.

Above £3500: Period mahogany. 18C English drawing room furniture.

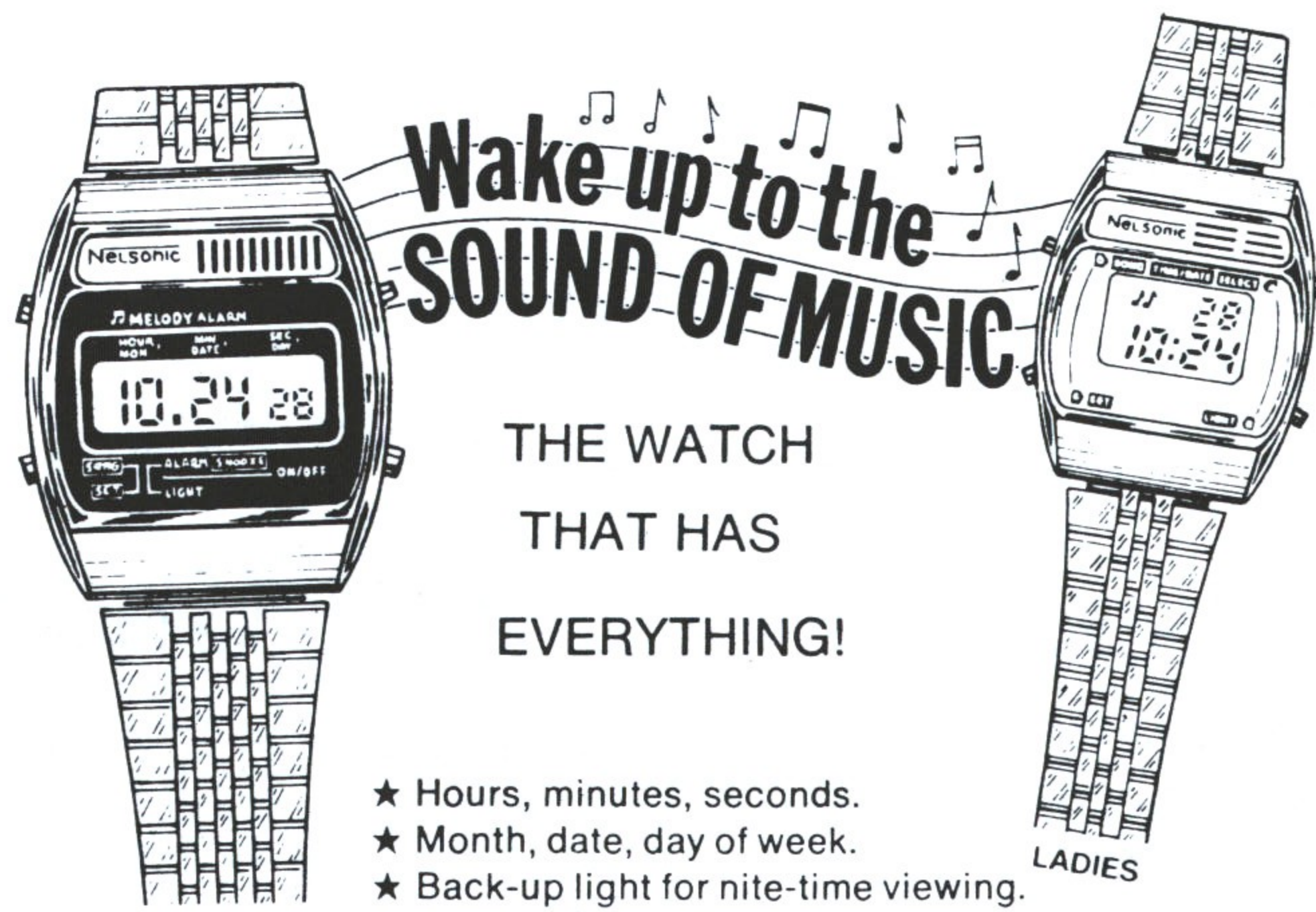
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19C sporting, landscape & topographical. 17C Dutch & Flemish. French Impressionists. Modern British by leading artists. Late Victorian & Edwardian water-

Under £500: 18C English drawings. Modern British etchings.

£500-£3500: Good decorative paintings; better modern British. Early English watercolours.

Continued page 54



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	colours. 18C colour & period sporting prints. 20C German prints.	Above: 17C Dutch, Flemish. French Impressionists. Top quality English water-colours. Early OM prints; prints by modern masters.	SILVER, GOLD AND PLATE	George III coffee pots. Big names. Early English spoons. Wine labels, card & snuff boxes, vinaigrettes, gold boxes. Good & unusual old Sheffield plate. Quality foreign silver.	Under £500: Omar Ramsden. Late Victorian teaset, salvers, coffee pots. Sheffield plate. £500-£3500: 18C candlesticks. 17C spoons. Gold & enamel boxes. Above: 17C & early 18C silver. Paul Storr, Paul de Lamerie.
OBJECTS OF ART CLOCKS WATCHES, ETC.	18C French clocks, English carriage clocks. 18C pewter & metalware. Napoleonic ship models.	Under £500: 19C English timepieces. 18C pewter measures. £500-£3500: Decorative French mantel clocks. Rare examples of brass candlesticks. Above: Longcase & bracket clocks. 17-18C bronzes.	JEWELLERY	Better diamonds, rubies. Edwardian & Art Deco. 19C signed pieces. Fabergé, perfect condition.	Under £500: Georgian small diamond rings. Pearls. £500-£3500: Diamond clip brooches. Signed Edwardian, Art Deco. Above: Rubies. Fabergé.
CARPETS AND RUGS ETC.	Quality Persian. Antique Caucasian. Rare Turkoman.	Under £500: Asia Minor Kelims. £500-£3500: Caucasian. Turkoman. Above: Antique Chinese.	ART NOUVEAU AND DECO	Gallé, Lalique, Doullon, especially figures and character jugs.	Under £500: Jewellery. £500-£3500: Artist-signed pottery, glass, furniture jewellery. Above: Rarer furniture.
CERAMICS AND GLASS	18C Worcester, Chelsea, English blue & white. 18C Staffordshire pottery, English ironstone, Wemyss pottery. 18C German porcelain. 18C wine glasses, Georgian cut glass & decanters.	Under £500: 18C English tea wares. Early 18C French porcelain. Twist stem glasses. £500-£3500: Early 19C English dinner & dessert services. 18C Continental figures. Baluster glasses. Above: Early Chelsea.	BOOKS	Illustrated travel, botanical. Limited & modern first editions.	Under £500: Signed limited first editions. £500-£3500: 18, 19C colour plate books. Above: Early atlases.

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Above: Chinese lacquer.

Pacemakers at Phillips NORTH AMERICA

New York. In 1980: American and European 19 & 20C prints; prints by Louis Icart. Poster art. Tiffany silver. Art Deco jewelry. Diamonds and rubies. 1900-1925 US stamps. Vintage photographs. American percussion revolvers.

Pacemakers to watch in 1981: Americana. Fine Art Deco furniture. Old master prints, Icart prints. Art Deco, Victorian and Georgian jewellery. Good gold items. Galle glass. Early 20C US stamps. 19C photographs and some from 1920-1940.

Toronto and Montreal. In 1980: Victorian furniture. Art Deco furnishings. 19C Canadian and American furniture. 19C English and European oils. Old Doulton wares and figures, 19C ironstone. Ming porcelain and Oriental ivories. 18 & 19C history of Canada books. Art Nouveau and Deco jewellery. Cultured pearls.

In 1981: Victoriana. Good quality early 20C silver. 19C European watercolours and top Canadian artists. Bohemian and Canadian glass. 19C Royal Worcester. 19C Japanese porcelain. Bronzes. Manuscript maps of Canada. Books and prints on natural history. Turn of the Century jewellery. Dinky toys.

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★ 15 Office Desks ★
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★ 12 Round Cafe Tables ★
★ 8 Two-Door Metal Cabinets ★
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★ 10 Metal Lockers ★
★ 25 Swivel Office Chairs ★
★ 3 Glass Showcases ★
★ 20 Bar Stools ★
★ 15 Students Desks ★
★ 10 Section Display Shoe Racks ★
★ 90 Standard Size Doors—Exterior & Interior ★
★ 12 Aluminum Storm Doors ★
★ 120 Gallons of Paint ★
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★ 8 Vanity and Kitchen Cabinets ★

★ 300 Cases Canned Dog and Cat Food ★

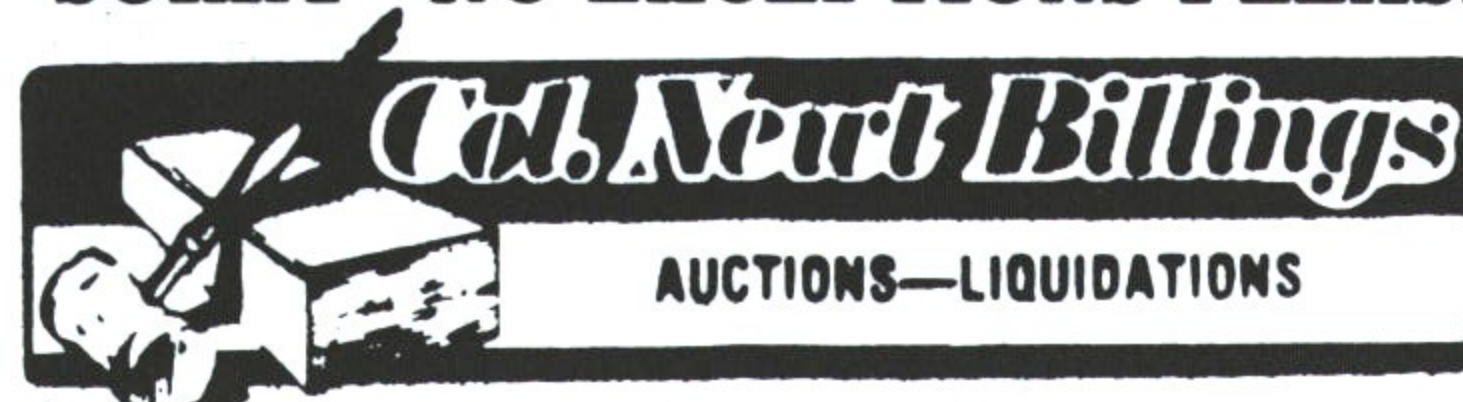
★ 54 Cases of Canned Grocery Items ★
★ 26 Cases Paper Cups—Plates, Etc. ★
★ 16 Cases Paper, Toilet, Napkins, Etc. ★
★ 20 Cases Soaps and Detergents ★
★ 26 Cases Assorted Candies ★
★ 28 Cases Assorted Health & Beauty Aids ★
★ 10 Cases Jams, Jellies, and Syrups ★
★ 6 Typewriters—Manual and Electric ★
★ 8 Adding Machines and Calculators ★
★ 6 Cash Registers—Electric and Manual ★
★ 4 Copy Machines ★
★ 20 Rolls Wrapping Paper ★
★ 20 Rolls Plastic Film Wrap ★
★ 12 Cases Nails, Nuts and Bolts ★
★ 30 Bales of Paper Bags ★
★ 10 Rolls Nylon Twine ★
★ 30 Sets Solid Brass Door Locks ★
★ 8 Old Brass & Copper Fire Extinguishers ★
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★ pliances • Glassware and numerous other items. The above listed items are only a partial list of hundreds of ★
★ items that will be sold in this big sale. Other merchandise is coming in every day. Plan to be in Nashville for ★
★ this big sale—Wednesday, March 18—10 a.m. and every 1st and 3rd Wednesday of each month. ★
★ Directions: Off I-65 or I-24 at Shelby Street exit. Go one block east, turn right on South Fifth Street. Go two ★
★ blocks to Davidson Street and sale warehouse. We're on the banks of the beautiful Cumberland River over- ★
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★ —SORRY—NO EXCEPTIONS PLEASE—★



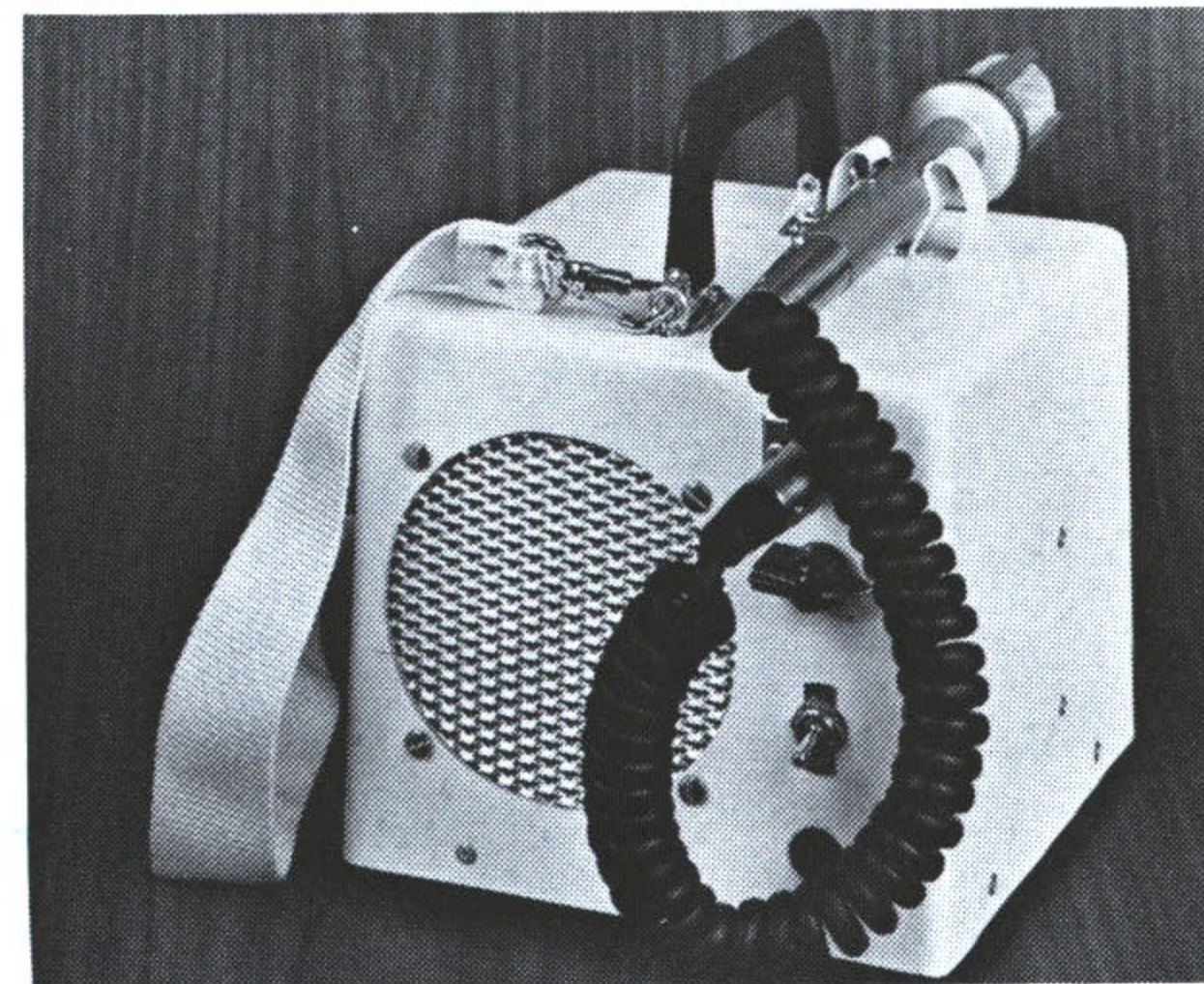
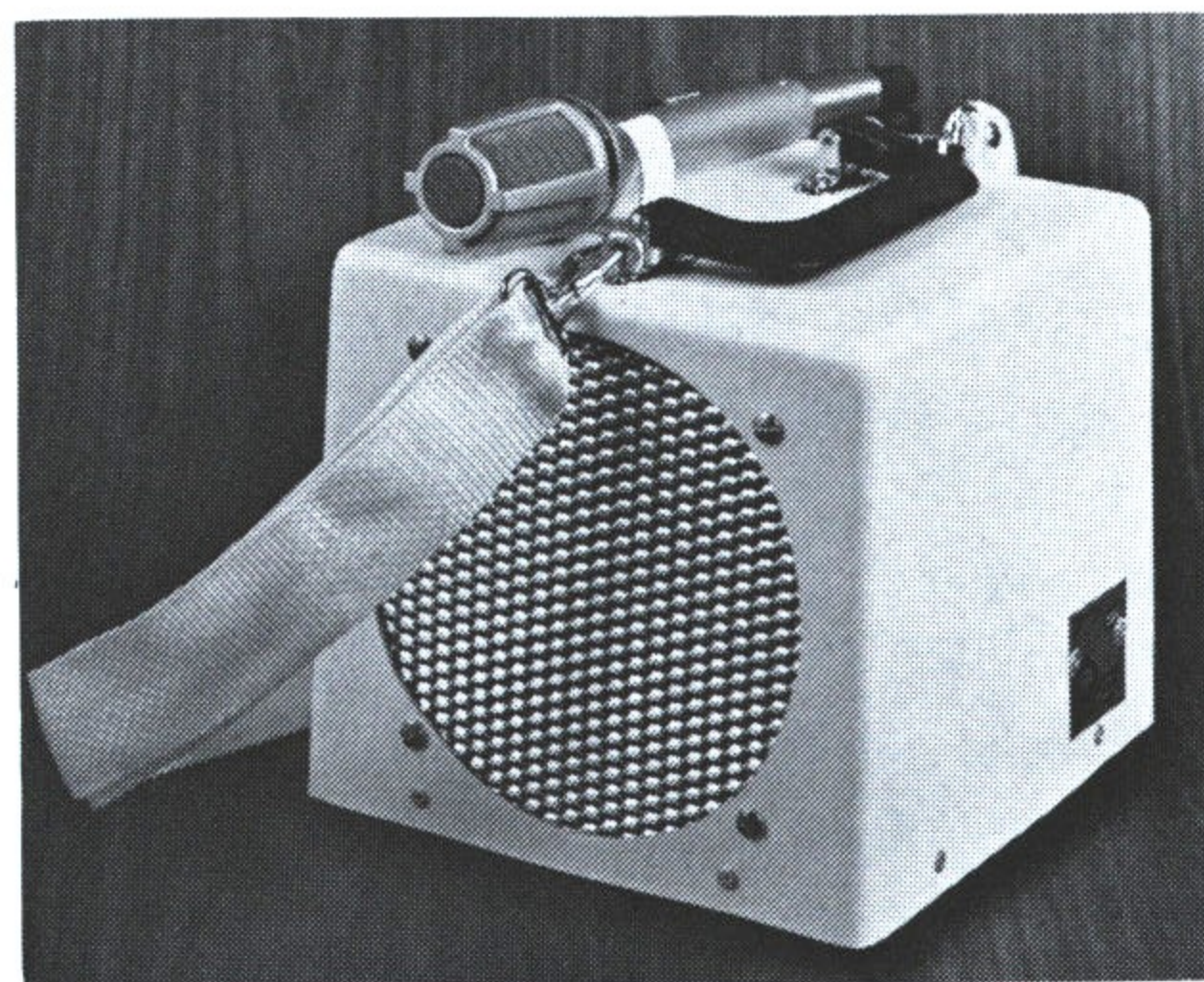
★ Member State & National Auctioneers Association, Lic #313 ★

State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
March 6-8	Kansas	Hilton Inn, Salina	Rex B. Newcom
March 13-14	Montana	Elk's Club, Glasgow	Del Strommen
March 21	Nevada	Las Vegas	J. M. "Bill" Watson
March 21-22	Illinois	Holiday Inn, Airport Rd., Moline	Richard Cartwright, Roy Lawson
March 22-23	New Hampshire	Sheraton Tara, Nashua	George Michael
April 5-6	Kentucky	Executive Inn-Rivermont, Owensboro	Wilma Atherton
April 26	Iowa	Lake Panorama, Panora	Margaret H. Bloomer
May 2-3	Missouri	Holiday Inn Holidome, Columbia	Doran Livingston
May 2-3	Nebraska	York	Randy Ruhter
May 19-20	Kansas (Seminar)	Wichita Royale, Wichita	Rex B. Newcom
June 4-5	Wisconsin	Mead Inn, Wisconsin Rapids	Robert Massart
June 7-8	Georgia	Hilton, Atlanta	Ron Harris
June 12-14	South Dakota	Mobridge	Jim Payne
June 12-13	Texas	Marriott Inn, Dallas	Charles Connour
June 14-15	Tennessee	Quality Inn South, Chattanooga	E. B. Fulkerson

Representatives of State Associations have offered the above dates, places and facilities of State Association conventions and/or annual meetings. All NAA officer or director requests should be coordinated through the NAA office. If any of the above information is incorrect, please contact Executive Vice President Harvey L. McCray at the NAA office.

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



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Successful Auctioneering Across the Nation

Maine Real Estate Sold Well In 1980

For one auction company in Kingfield, Maine, 1980 was a very good year for real estate auctions. NAA member **Richard Keenan** and his auction firm attributes the real estate success to the "knowledge developed in our first two years in the CAI program, and the 1980 Phoenix Real Estate-at-Auction seminar." Foremost of the three sales below was the November auctioning of the Lakewood Theatre, the oldest summer theatre in the nation.

The theatre was sold followed by 500 pictures of the past performers (which brought \$6,000), plus the personal property. Pre-sale news releases were picked up by the wire services, and articles appeared in the **BOSTON GLOBE** and the **NEW YORK TIMES**, as well as major newspapers in Maine. At the sale, the three networks had TV crews filming the auction which their stations in Maine carried as feature items in local newscasts. AP and UPI put the sale on the wire. The **BOSTON GLOBE** carried the story. The daily papers in Maine provided front page coverage.

The sale resulted in a total of \$259,250 for Lakewoods 126 acres and 50 buildings. The restaurant and 25 cottages sold for \$100,000, the nine-hole golf course for \$85,000, and the State Theatre of Maine for \$66,000. Two undeveloped lots were auctioned off at \$8,250. Advertising budget for the auction was \$6,000, with an estimated \$20,000 in free advertising because of the publicity coverage.

Two other Keenan auctions achieved good 1980 results.

Auctioneer Keenan was contacted by several banks with surplus properties they couldn't sell through normal real estate channels. The auction company inspected each property, took black and white pictures for advertising, posted auction signs, and took color slides of each property. Combining 14 sales resulted in a \$200 advertising budget per house.

"We advertised the property in our monthly flyer, and bought half page ads in the papers, and showed the property in the usual fashion. Then on November 8 we had an auction of all properties at a Holiday Inn."

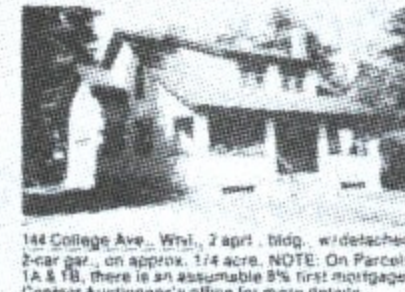
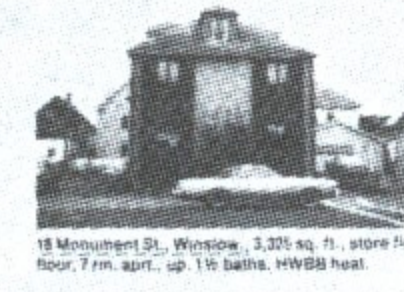
Thirteen out of the fourteen properties sold, with the 14th bank reportedly sorry they did not take the bid. The success of the auction led to another similar bank sale, in midwinter.

In August 1980, the Keenan firm successfully completed a foreclosure sale of a second mortgage resort property in the center of Moosehead Lake, Greenville, Maine. The Kineo Island Resort consisted of 316.5 acres of Maine's woods, cottages, log cabins, golf course, other recreational facilities, and 38 subdivided lots. Local news media and daily newspapers covered the auction.

REAL ESTATE AUCTION 80-64

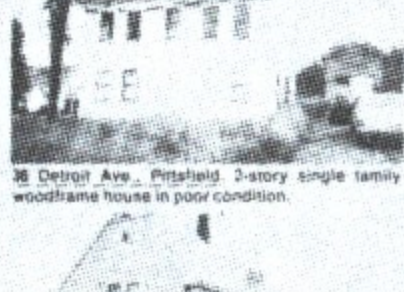
14 BANK OWNED PROPERTIES Waterville
Central Maine Area
SATURDAY, NOVEMBER 8 at 10:30 A.M.

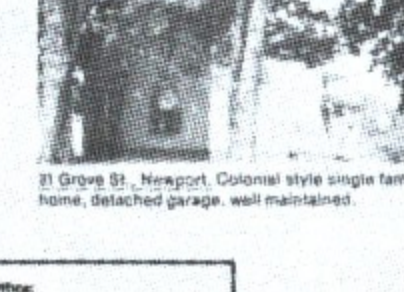
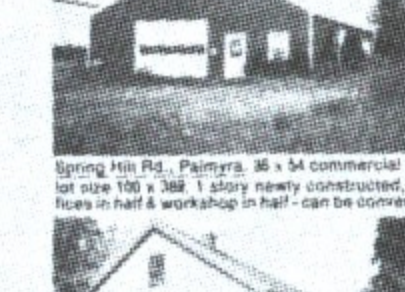
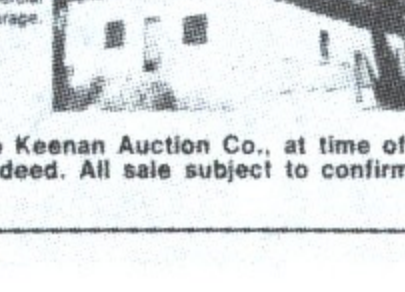
Sale Held At: Holiday Inn, Waterville







Inspection by appointment.

TERMS: 13,000 down payment in cash or certified funds made payable to Keenan Auction Co., at time of sale on each parcel. Balance due and payable in 30 days upon presentation of deed. All sale subject to confirmation of banks.

Sale Conducted By
Keenan Auction Company
Main Office: 101 Main St., Waterville, ME 04901
Tel: (207) 840-3811
Branch Office: 101 Main St., Waterville, ME 04901
Tel: (207) 840-3811

HALF PAGE AD for bank sale of 14 properties by numerous banks. NAA member Richard Keenan handled the sale.

Snowmobilers Served Well By Auction . . .

Bronson, Michigan, was the site of the November, 1980, 6th Annual Snowmobile Auction, one of the largest of its kind in Michigan and the snow-belt states. Conducting the sale was NAA member **Brent Wilber** of Bronson.

Among the crowd of 1800 buyers, sellers, and interested snowmobilers were representatives of the Michigan Association of Recreational Snowmobilers and the Southern Michigan Snowmobile Council. The representatives answered questions about governmental policy regarding snowmobiling in the state.

Commenting on the auction, NAA member Brent Wilber noted that "this is as large a gathering as was here last year, but I think the number of sleds was down some". The Wilber family managed a very successful sale which left one buyer from Kentucky to observe that the yearly auction was becoming "a super service for the snowmobiler".

Florida Auction For United Cerebral Palsy . . .

A group of NAA auctioneers helped conduct a benefit auction January 18 to raise funds for United Cerebral Palsy of Central Florida. The auction was held in a shopping mall in conjunction with the annual Cerebral Palsy Telethon. The auctioneers involved were **Lewis Dell, Fred Dietrich III, Bill Livingston, and Billy Wells**.

The sale raised over \$7,000 to help United Cerebral Palsy continue, and expand its many services for children and adults.



FORMER STORE EXECUTIVE, Paul Brandenburger, now NAA member, auctions restaurant of Sears store where he once served as personnel director.

Sears Store Moves, Auctions Restaurant . . .

In 1959 Sears Roebuck and Co. sent him to Jacksonville, Florida, as a personnel executive for the newest and largest Sears store in the nation at the time. That same executive is now NAA member auctioneer **Paul Brandenburger** who presided over the December 1980 auction of the Sears' second floor restaurant, before the store moved to another loca-

tion. The general manager of the Sears stated that this was the first occasion he knew of that the nation's largest retailer ever auctioned anything.

A crowd of about 100 buyers attended the Brandenburger auction to bid on thousands of pieces of stainless steel, china, pictures, furniture, and kitchen equipment at the absolute auction. Everything was out of the store by December 8, 1980.

Auctioneer Paul Brandenburger explained that the publicity received from the sale and newspaper coverage resulted in many calls from other firms requesting information. In January, Brandenburger sold at auction for Sears, an entire contract drapery and blind plant.

Estate Sale Success . . .

A November 1980 estate sale in Columbia, Missouri, was well advertised and successful. Conducting the sale of the Akeman Estate were NAA member auctioneers **R. E. and Brent Voorheis**. The auction was held at a Ramada Inn convention center which seated the buyers from four states.

Top selling items included: walnut, youth size, roll top secretary, \$1775; walnut baby cradle, \$480; and an Iranian hand woven rug, \$3,000.

The Voorheis firm credits much of the auction's success to national and statewide advertising, sale brochure with actual photographs, the company's antiques mailing list, and effective sale management.



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Bank "Dress-A-Doll" Program Holds Auction . . .

The State Bank of Burleigh County Trust Company, Bismarck, North Dakota, has sponsored a "Dress-A-Doll" charity program for the past five years. The dolls are purchased by the bank, and can be picked up at the bank by any person who will design and sew a costume for a doll. When the dressed dolls are returned, they are judged, with prizes awarded according to categories. This year, the bank displayed 105 finished dolls from the contest.

In previous years, the dolls were then given to different charities. However, the past three years, an auction has been held in a local shopping center. Handling the sale each year has been NAA member **H. O. Berg**.

The 105 dolls were auctioned two weeks before



DRESSED DOLLS ON DISPLAY, below left, at Bismarck, North Dakota, bank which auctions them for charity. Below, NAA member H. O. Berg conducts doll sale, held each year at Christmas.



Christmas 1980, and brought a total of \$1600. The proceeds were given to various Bismarck charities benefitting needy children.

Reserve Grand Champions Sold . . . At the South Florida Fair and Exposition a new attendance

The Reisch Auctioneer's Speaker

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



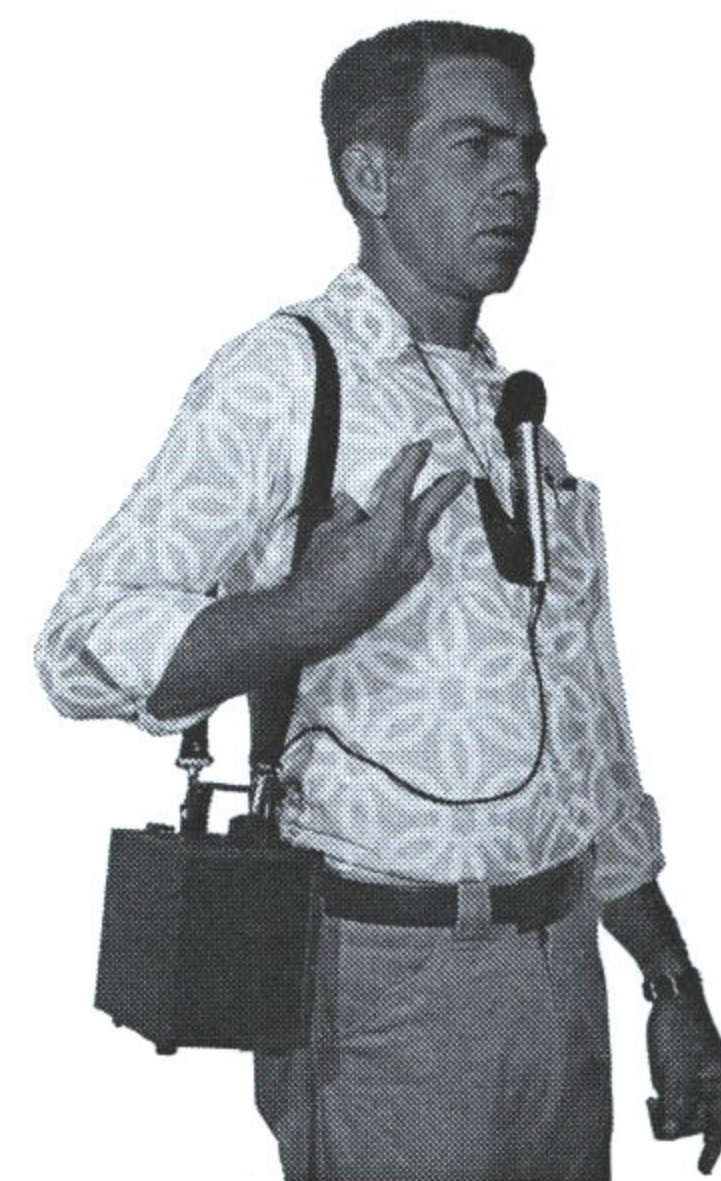
REISCH SPECIAL
"MR. BIG VOICE" — JR-1

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

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

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50 Slot File

(Slots—2" deep - 2" wide)

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There are 21 items per sheet. These are
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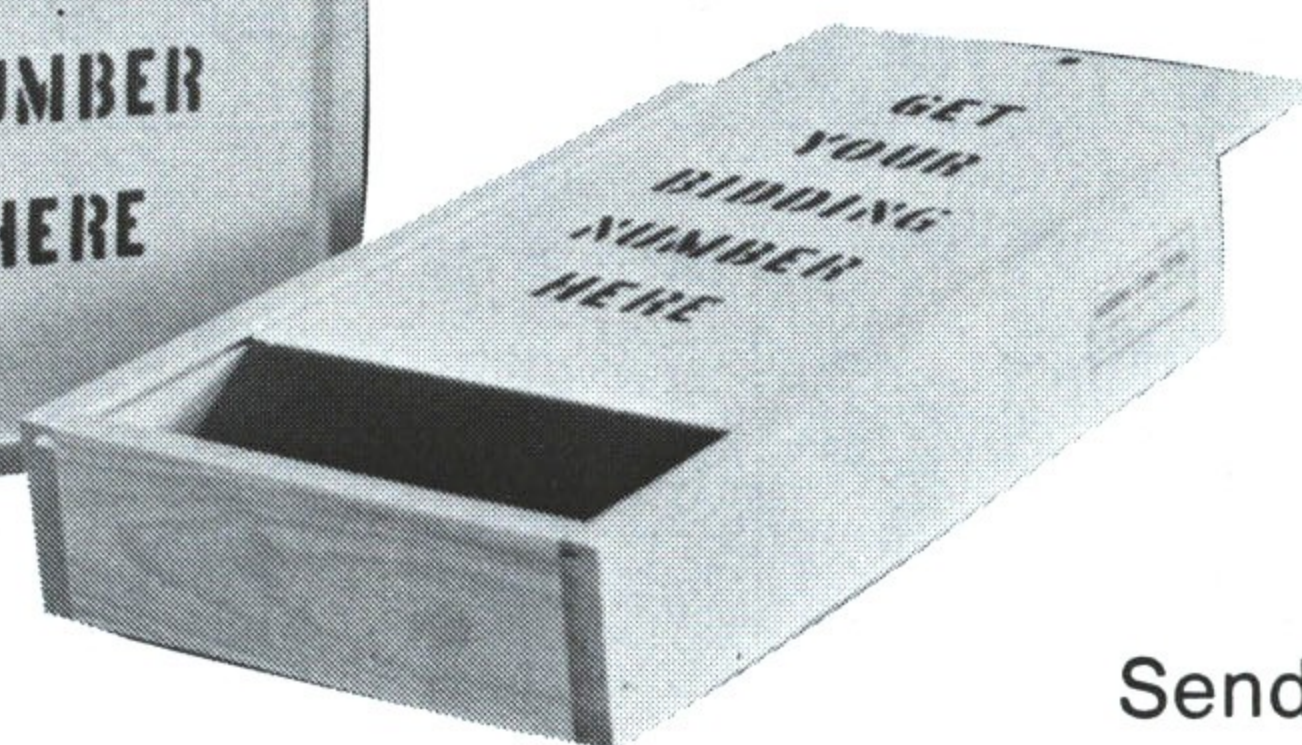
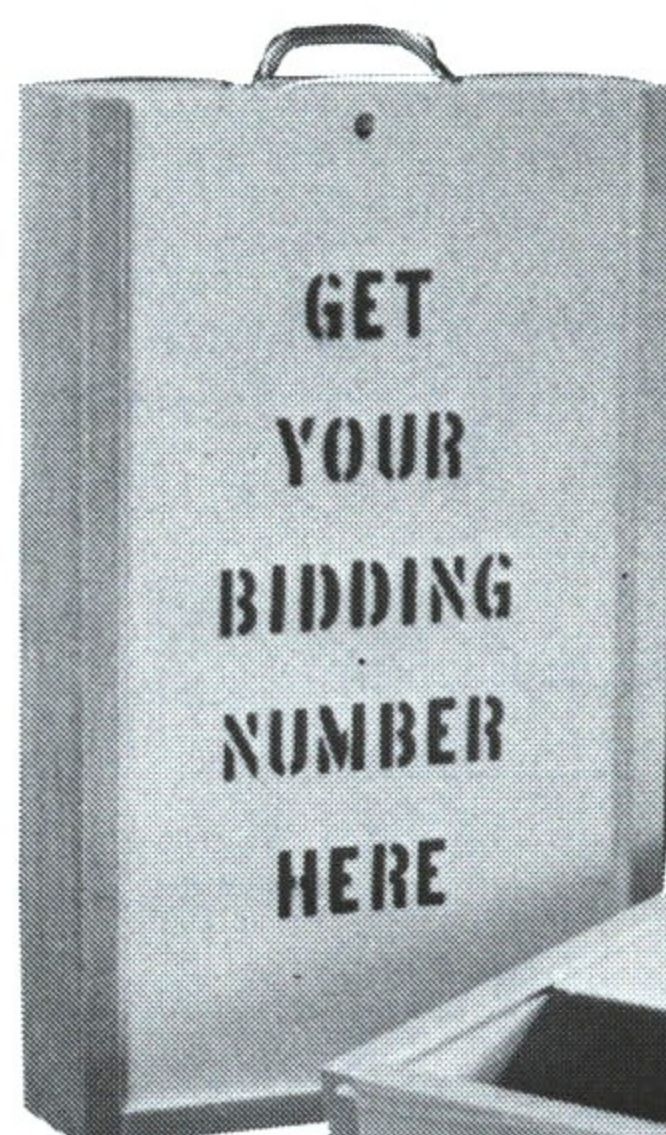
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- ★ Sale Forms

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Supplies Carrier

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Clip Board for sales forms.

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Sales Forms, in triplicate

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

Item	No.
Purchaser	
Price	

This is for the 2" file

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LUNDEEN SALES FORMS

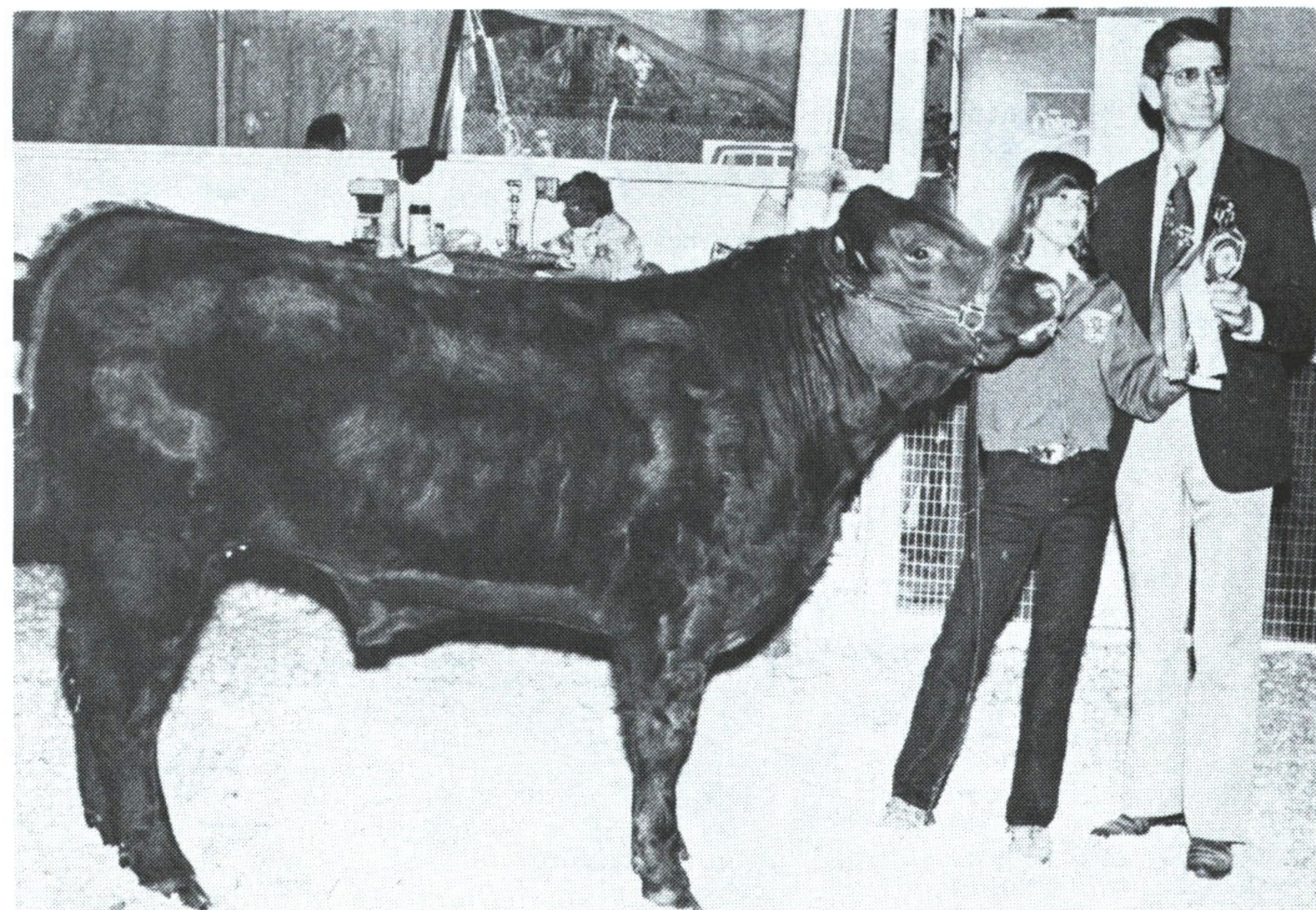
423 East Avenue

Holdrege, Nebraska 68949

	A	B	C	D	E
1	16	31	46	61	76
2	17	32	47	62	77
3	18	33	48	63	78
4	19	34	49	64	79
5	20	35	50	65	80
6	21	36	51	66	81
7	22	37	52	67	82
8	23	38	53	68	83
9	24	39	54	69	84
10	25	40	55	70	85
11	26	41	56	71	86
12	27	42	57	72	87
13	28	43	58	73	88
14	29	44	59	74	89
15	30	45	60	75	90
					XYZ

record was set for one of the largest fairs in the South. Assisting at the auction of the champion market steers was NAA member **R. K. Beebe**, West Palm Beach, Florida. Auctioneer Beebe sold the 15 month old Grand Champion, purchased by a Beef 'n Booze restaurant for \$5.00 per pound, total \$5,000.

Two auctioneers alternated throughout the auction of 27 steers, for a record total of \$66,433.55. The crowd was reported as very attentive with spirited bidding.



NUMBER 61, shown by Lynn M. Raulerson was the Grand Champion Market Steer at the South Florida Fair and Exposition. At the right is Dr. Don Hargrove, a contest judge from the University of Florida.

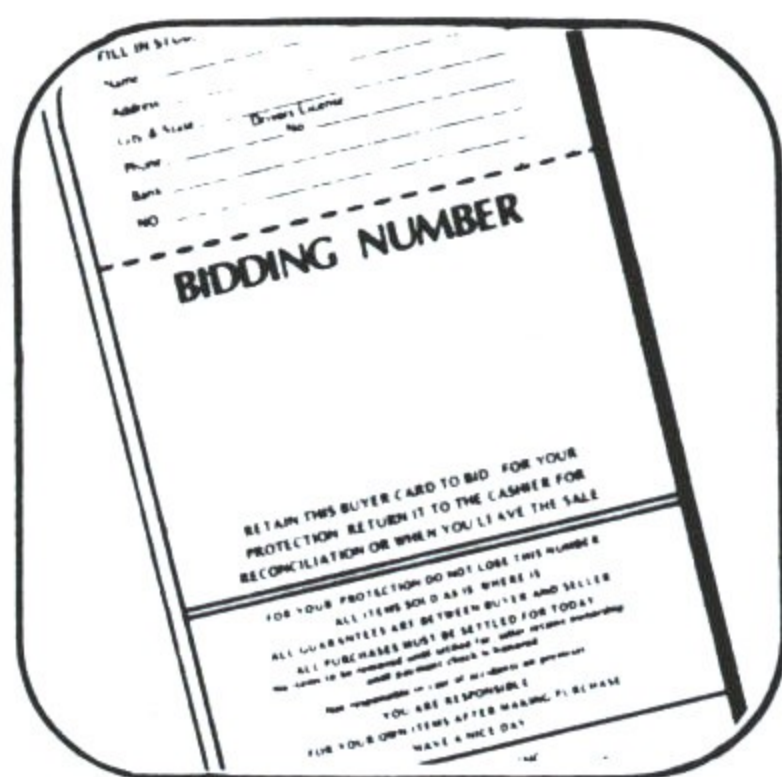
"Show Must Go On" After Auction Disturbance
... After a woman pulled a gun and threatened 125 people at an auction in Grant, Alabama, the sale stopped immediately and the crowd very quickly dispersed. The 53 year old woman was subsequently taken into custody after threatening to shoot everyone who did not leave the auction, and refusing to obey the police order to surrender.

From this unsettling event come verification of the old saying, "the show must go on". On the very same page as the news story about the disturbance, the auctioneer placed this ad.

To Our Auction Buyers and Sellers

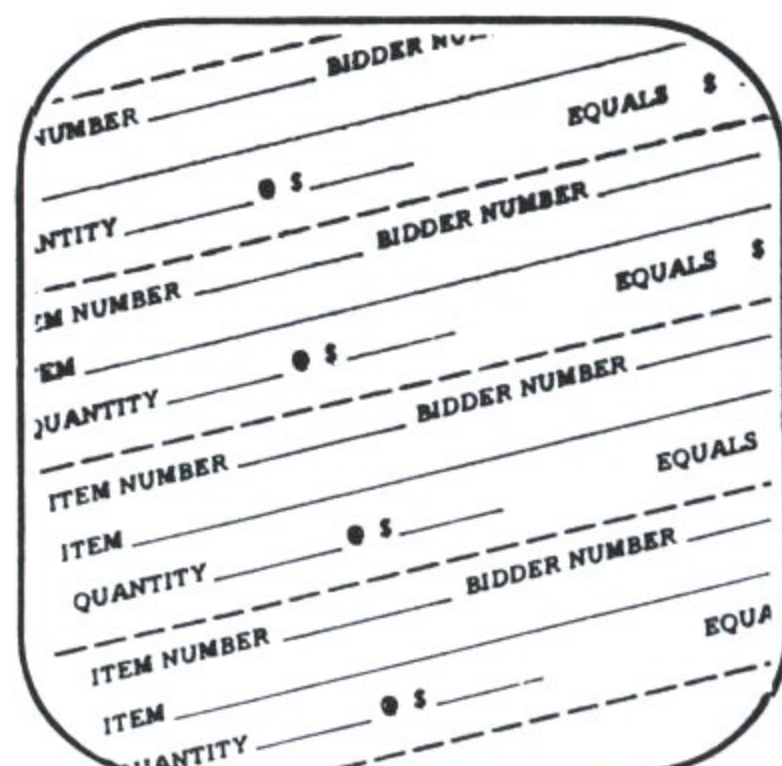
I wish to apologize for the disturbance caused at my auction at Grant at the Red Barn Chicken House Saturday night. We are sorry for the interruption created when the woman came in and pulled a gun. This woman has no connection with our business. I would like to assure all buyers and sellers that this will not happen again at any of my auctions, for we will have police protection at each sale. We will be looking for each and every one of you back at our sales as usual every Tuesday and Saturday night at 7:00. Again, my apologies.

The value of new construction is expected to rise 18% in 1981, to about \$270 billion, according to U.S. INDUSTRIAL OUTLOOK.



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Our Clerking Sheets have been redesigned by our professional graphics staff. The sheets are available in 3 or 4 part NCR (carbonless) varieties and are pre-cut with a card stock back copy. Our unique sales tabulation section on each sheet helps in eliminating posting errors and gives you a constant report of your auction's progress. Each sheet contains 10 tickets and they're shipped in 100 sheet packages. 3 part sheets are only \$18/package. 4 part are \$20.

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Why wear your nerves to the breaking point with indecision? Why have costly cancellations? If you own a Steril Auction tent, you can negotiate tent rental with your client as soon as inclement weather is forecast, which may be just before the sale.

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PROFITABLE?

1. You rent the tent to your clients.
2. You avoid costly cancellations.
3. You are going to get more sales if your competitor doesn't have one; also you will get sales that you may have lost when a prospective client asks, "What do we do if it rains, snows, or the sun is unbearable?"
4. Your commissions will be greater because more people will stay and be comfortable — more people, more bidders.
5. More people will attend your sale if your ad reads, "Sale under tent in case of bad weather."
6. You can rent out your tent to other auctioneers.

7. You can rent out your tent for parties, weddings, graduations, catered events, baseball tournaments, etc.
8. Your status as a real professional is enhanced. Let's face it — a tent is impressive.
9. You have all these advantages at essentially no cost. Your clients and customers will eventually pay for it. Think about it!

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Farragut Civil War Documents Bring \$10,000 . . .

The five commission papers of Civil War hero David Farragut were auctioned to a Boston rare book and manuscript dealer for \$10,000, January 9. Conducting the sale at his South Deerfield, Massachusetts, gallery was NAA auctioneer **Douglas Bilodeau, CAI**. The commissions were signed by American presidents John Tyler, Franklin Pierce, and Abraham Lincoln. In fact, the auction took place on the 118 anniversary of the day President Lincoln signed the commission making Farragut the first admiral in US history, January 9, 1863.

During the battle of Mobile Bay in Alabama, Admiral Farragut shouted the now historic words, "Damn the torpedos! Full speed ahead!" Auctioneer Bilodeau explained that the documents were sold by a Farragut descendant who had kept them in a tin box for years. The commission papers were in beautiful condition. The auction generated interest from across the country, including the US Naval Academy, the Smithsonian Institution, and the National Archives.

ADMIRAL FARRAGUT COMMISSION PAPERS, left, sold at auction by NAA member, Douglas Bilodeau, CAI. The documents of the Civil War Naval hero brought \$10,000.

Good Prices At Wichita Antique Sale . . . A multitude of antique lovers from Kansas and surrounding states attended the January 11 antique sale by NAA member **John Woody** from nearby Douglas, Kansas. A portion of the sale items came from an estate, the remainder from a collection belonging to a Salina, Kansas, couple.

Top selling items included: a beautiful etegere of ornate brass, \$2,900; a 15" rubina verde trumpet vase, signed by Moser, \$1,350; and a Limoges game set of 13 pieces, \$975. Other sale items included sterling silver, Civil War postcards and stationery, French cameo vases, rockers.

WOODY AUCTION PIECES, below, Galle French cameo sold for \$275-\$600. Right, ornate brass etegere, \$2900. NAA member John Woody conducted the January estate sale.



State Association Reports

PAA Holds 33rd Annual Convention

Members, their families and guests, of the Pennsylvania Auctioneers Association gathered at the Harrisburg Host Inn, January 9-10 for the 33rd annual PAA convention. The program consisted of official PAA business and meetings, plus educational sessions, a Fun Auction and entertainment.

Workshops included: Marketing Heavy Equipment, Marketing and Advertising Antiques, Auction Advertising, and Successful Selling of Real Estate at Auction. A banquet was held with speaker Charles Jones talking on Leadership in the Auction Profession.

State Association Officers, Updated Information

As they are received at the NAA office, THE AUCTIONEER magazine will publish the most current officer information from the state auctioneers associations. The last complete directory of state association presidents and secretaries was in the December 1980 issue of THE AUCTIONEER.



NAA HALL OF FAME members, from left: NAA past president Wylie Rittenhouse; Mrs. Margaret Berry, wife of deceased Hall of Fame member, Tom Berry; and NAA past president Ralph Horst. All were present at the PAA annual convention in January.

Minnesota State Auctioneers Association — President: Don Fitzer, 1610 W. Lincoln, Olivia 56277, phone 612-523-1889. Secretary: Eileen Reisch, 838 W. Main, Luverne 56156, phone 507-283-8445.



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PAA WORKSHOP and instructor Richard J. Moyer. Topic was Advertising and Preparing Household Furniture for Auction.

NSAA Plans for 1981 NAA Convention

The Nevada State Auctioneers Association held a meeting in December, 1980 at the Historic Old Mitzpah Hotel in Tonapah, Nevada. The meeting was well attended, the primary topic being organization for the 1981 NAA Convention, to be held at the Las Vegas Hilton Hotel in Las Vegas, Nevada.

A fun auction was held with each NSAA member selling one or more items. The amount of \$431 was placed in the treasury from the NSAA fun auction.

FAA Champion Named

At the December meeting of the Florida Auctioneers Association in Gainesville, NAA member **Jim Gall** of Miami was judged the Florida State Auction Champion at the convention's bid calling contest. He was also elected as a member of the FAA board of directors.

Auctioneer Gall is active in numerous community organizations including the Greater Miami Chamber of Commerce. He is also currently serving as president of the downtown branch YMCA.

Faith in the Future Expressed by Future Appraisers

If enrollment figures in professional courses are any barometer of the balance of 1981, the American Institute of Real Estate Appraisers has seen a good omen in future course enrollments.

The Institute (AIREA) has projected a year-long enrollment of almost 5,500 students and by the close of business on January 16th had already signed up 775 . . . almost 15%.

"I'm not surprised in this positive trend in enrollment," says Robert J. Callaway, MAI, chairman of



In Memoriam . . .

JESSE RUCKER RUTLEDGE

The Tennessee Auctioneers Association secretary-treasurer notified the NAA office of the death of NAA/TAA member J. R. Rutledge, January 13, 1981. Mr. Rutledge was a long time member of both Associations, having been in the auction business since 1939. Though he lived in Rockvale, auctioneer Rutledge's office was in Murfreesboro, Tennessee. Son Clayton Rutledge is also an NAA/TAA member.

It was also reported that Mrs. Dora Rutledge died of a heart attack the same day as her husband. The double funeral service was held for Mr. and Mrs. Rutledge, January 15, with burial in Murfreesboro.

COY W. "PETE" WILLBANKS

The NAA office was notified by Mrs. Willbanks of the December 13, 1980 death of her husband, NAA member Pete Willbanks, Mountain View, Missouri.

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Source: Dallas Times Herald Continuing Market Survey, 1979, 4,000 Telephone Interviews.

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(10x50) Binoculars w/ Leather
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Spotlight on NAA Auctioneers

Woman Auctioneer Finds Success

"I felt I had the background and interest to do well in this field although it is completely dominated by men," explained NAA member, **Margaret H. Combs**. "I really want to show other women that it is a field they can do well in." The quote appeared in a January newspaper article about auctioneer Combs, in the Flemington, New Jersey, DEMOCRAT.

The article explained the auction method of buying and selling, gave a general background of the auction profession and Margaret Combs' auction education. She is a mother of three, and the family helps in setting up the auction and recordkeeping. Mrs. Combs entered the business after about 10 years of "dabbling" in antiques through flea markets, garage sales, and auctions.

In a letter to THE AUCTIONEER which accompanied her article, NAA member Combs attributes her success to the help given her by the "established men" in auctioneering. "I want to let everyone know how helpful the established auctioneers can be to us newcomers, and that they make us feel very welcome when they extend a hand to us."

Auctioneer Burdick's Secret, Always Think "Success"

Florida, Massachusetts — Roy C. Burdick is generally the center of attention.

NAA member Burdick, an auction businessman and entrepreneur who has long been a favorite subject for local publications and newspapers, was featured on the television show "Evening Magazine," and was filmed in action for a late July 1980 edition of "P.M. Magazine" on television station WFSB in Hartford, Connecticut, another semi-documentary program.

Mr. Burdick has a unique style of calling bids. Instead of the more staid, formal New England style of calling, he uses the "Kentucky style" which is more of a melodic, singsong chant.

"I taught myself at first," he remembers. About seven years ago my son bought a correspondence course, but he lost interest. So I read the course through and became very interested.

It hardly seems possible that he has had time to perfect his auctioneering style. At various times, Mr. Burdick has been an athletic trainer, a town selectman, a painter, a gymnast, a draftsman, a real estate agent, a lay preacher, a singer, a college lecturer, and an avid practitioner of the Dale Carnegie school of self-confidence.

"I'm not a full time anything," he said with a grin. "Too boring."

Recently, Mr. Burdick has added lay-preaching as a skill. He combines his singing and auctioneering talents at the pulpit.

"My religion is very important to me. I am a very religious man. My faith carries me."

Mr. Burdick points to a pin on his lapel that simply says "Success".

"I look at this as a constant reminder. As long as you believe that you will be successful, as long as you believe in yourself, you will be a success."

(Reprinted courtesy of THE TRANSCRIPT, North Adams, Massachusetts. Article by Jordan Lewis.)

Livestock at Auction

Continued From Page 26

LMA Directors See Interest Rates, Weather As Keys To Livestock Economy's Success

Hilton Head Island, South Carolina — Interest rates and weather conditions are keys to the success of the livestock economy in 1981, directors of Livestock Marketing Association said here recently.

The nine directors, all veteran marketing businessmen from across the U.S. and Canada, were participating in a region by region "Marketing Outlook '81" session at LMA's annual meetings, held here.

Several factors were discussed as having a potential impact on the livestock economy, but the general consensus was expressed by James E. "Ed" Frost, Springfield, Missouri. "Moisture and interest rates are going to be determining factors in the price and supplies of livestock," he said.

A prime rate in the mid-teens could add from \$5-\$10 cwt. to the returns on 1981 light calves and yearling cattle, and from \$50-\$100 per head on stocker cattle, he said at the January 15-17 meetings.

LMA Launches Campaign For Reform Of Federal, State Marketing Laws

Kansas City, Missouri — A nationwide campaign to reform federal and state livestock marketing laws has been announced by Livestock Marketing Association (LMA). The campaign seeks to substitute the "stockyards" title of the federal Packers and Stockyard Act, with modern provisions for market, dealer and broker businesses. Proposed legislation would leave the packer and poultry provisions of the P&S Act intact.

At the state level, the campaign will work for the passage of uniform livestock marketing laws. A united marketing sector is behind this drive to make sure today's marketing laws at both the federal and state level, fit today's businesses.

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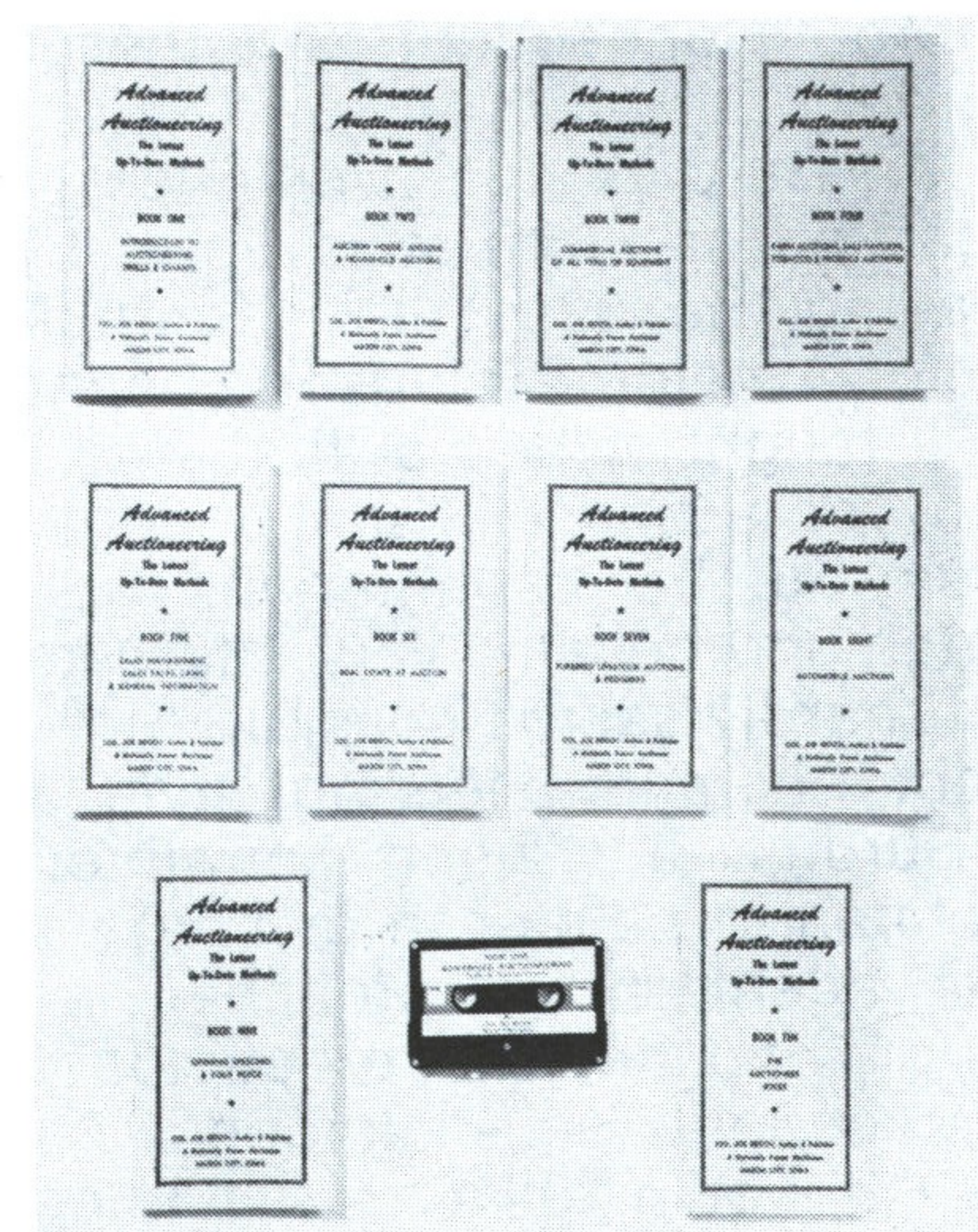
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George Washington believed in reincarnation and came back as a bridge.

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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.

2. **ADVERTISING RATES:**

	One (1) Time	Six (6) Times	Eleven (11) Times
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Quarter Page	31.25	30.00	28.75

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

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

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

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

NEW ADVERTISERS: Submit payment in advance (with copy) before advertising will be accepted. If applicable to new advertisers, advance payment for the first three months will be required.

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

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 6.). If advertising is discontinued before completion of contract, short rates for space will apply.

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

Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4½ inches; Quarter page — 3½ by 4½ inches or 7¼ by 2¼ inches.

6. **ISSUE AND CLOSING DATES:** Published monthly with the exception that an August issue is not published (11 issues annually). Issued on the first of the publication month. Deadline for ad copy is the 10th of the month preceding publication date.

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

CLERK-SAVERTM — World's No. 1 Clerking System

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

Buyer's Name	_____
Or Number	_____
Item or	_____
Lot Number	_____
_____ @ \$ _____	= \$ _____
REMARKS: _____	
This receipt verifies payment and delivery of the above. Seller retains ownership until payment check is honored. Sold as is, where is. All sales final. Thank you.	
● FORM NO. CT-12 MISSOURI AUCTION SCHOOL K.C. MO. 64102	

THE CLERK-SAVERTM IS:

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



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

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

9,000 Tickets (1-3 White, Canary & Card)	\$22.50
18,000 Tickets (1-3 White, Canary & Card)	43.50
36,000 Tickets (1-3 White, Canary & Card)	85.00

● ALUMINUM WRITING TRAY

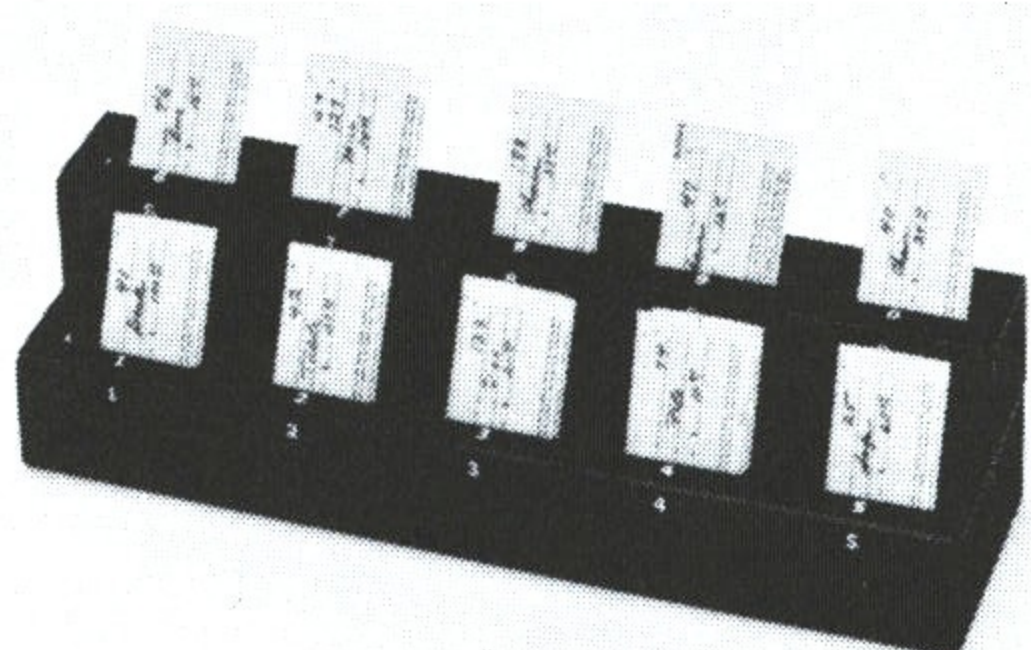
The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

Aluminum Writing Tray\$14.95

● 100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

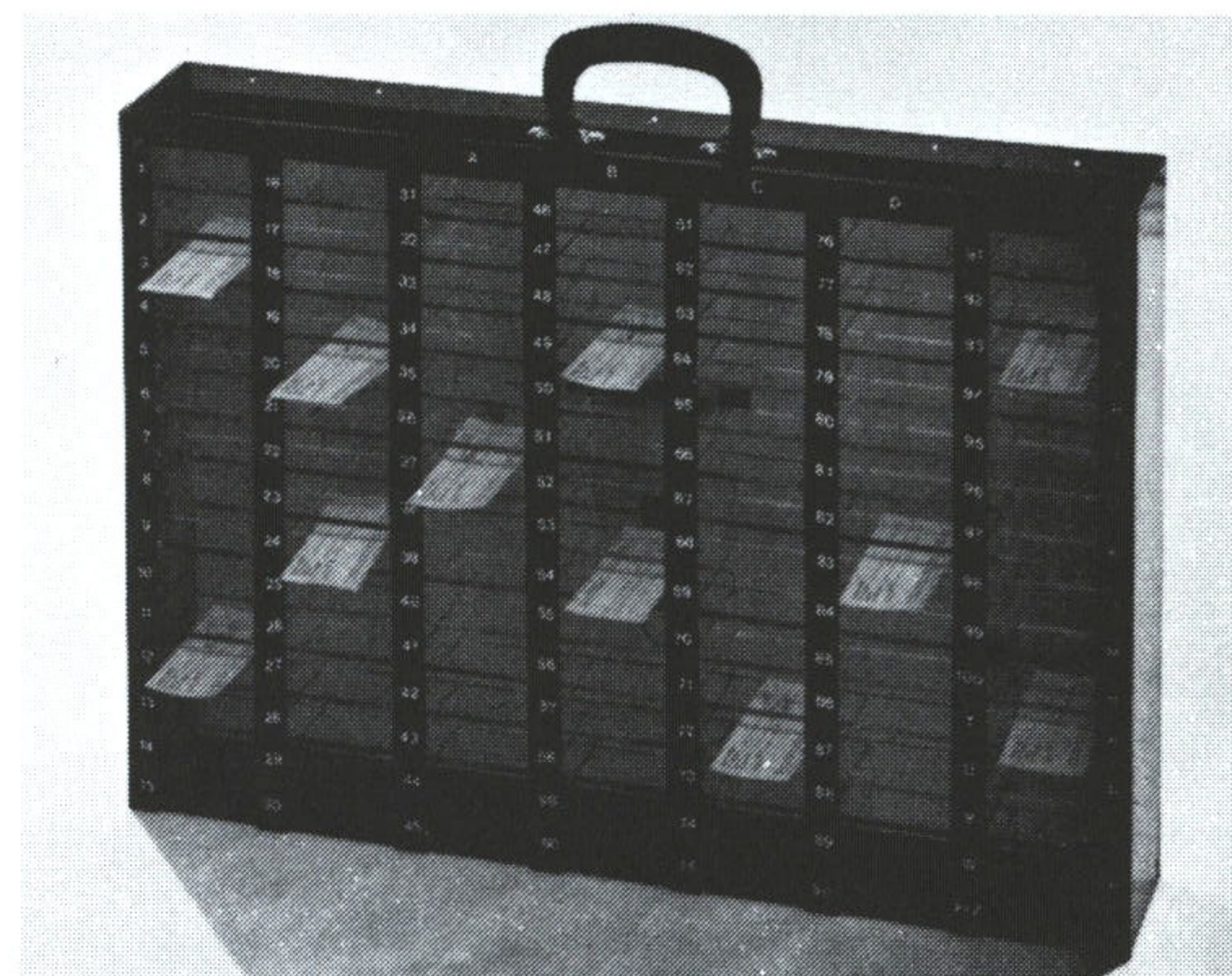
Overall size 23"x16"x4". Slots are 2¾" x 7/8" x 3½". Handle for easy carrying or nail to a wall for permanent installation.

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



● 10 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

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



● BUYER CARDS . . . Form No. BC-70

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

1,000 Cards....\$7.50 2,500....\$17.50 5,000....\$32.50

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

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

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

SPECIAL CLERK SAVER STARTER KIT

THE SPECIAL KIT INCLUDES:

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

All of the above plus:

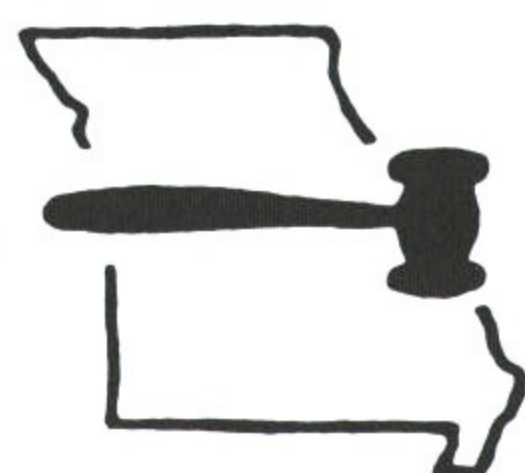
One 10 Slot Clerking Ticket File (a \$75.90 Value) Only\$48.90

One 100 Slot Clerking Ticket File (a \$112.90 Value) Only\$84.95

SAVE

\$27.00

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



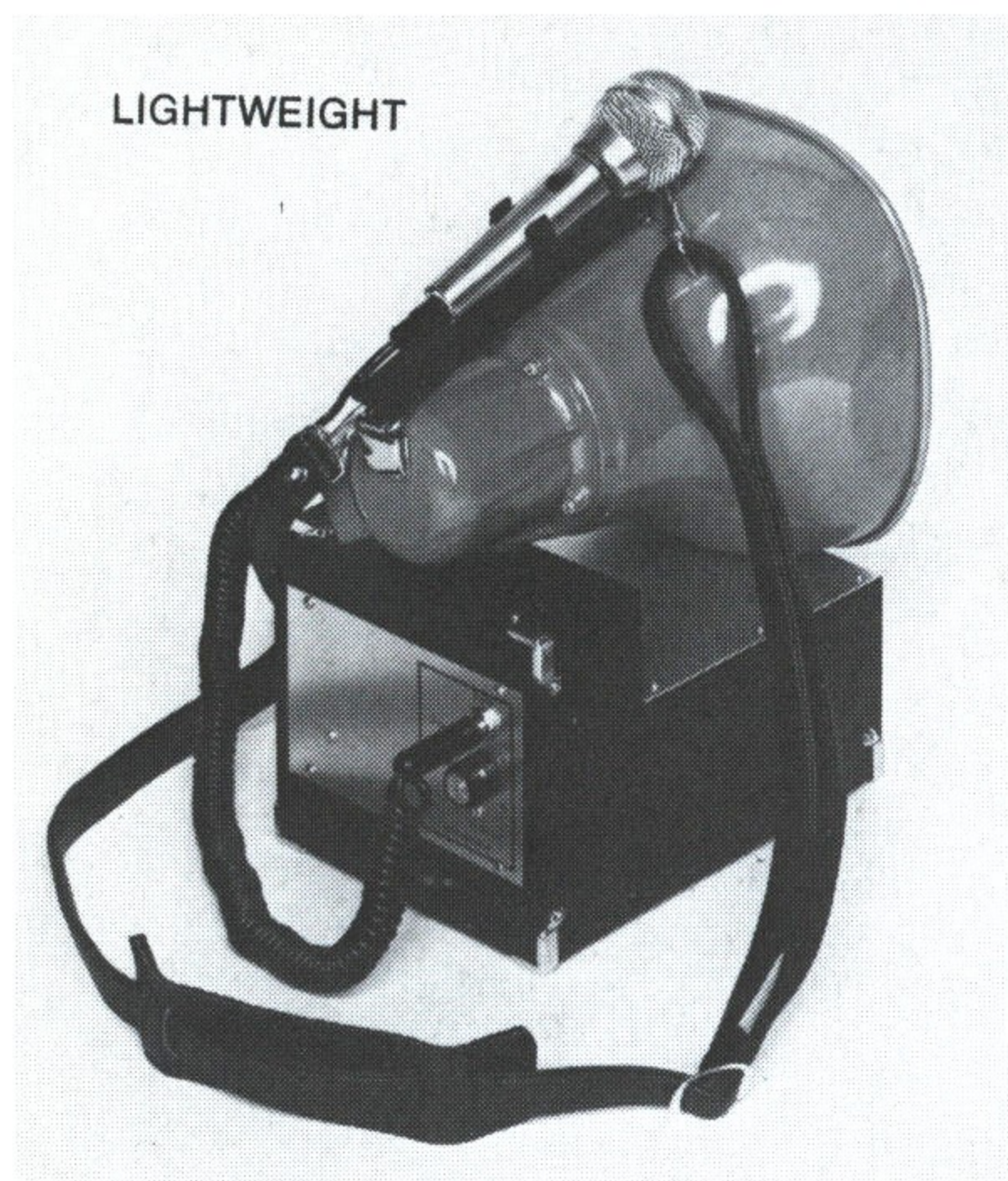
Missouri Auction School

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

PHONE: 816-421-7117

Now. . . .

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



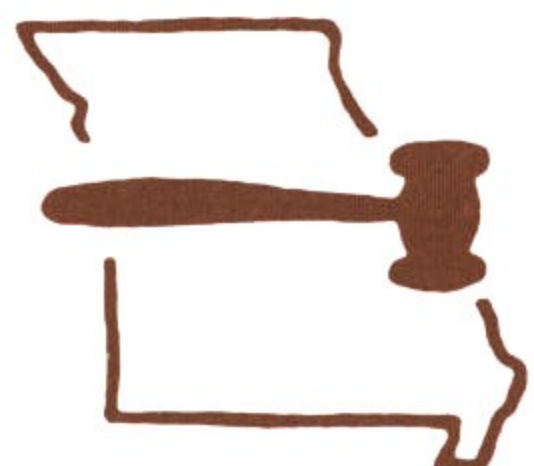
COLONEL 6 ®

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

List Price \$495.00

Auctioneers Cost **\$297.00**

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



Missouri Auction School

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

PHONE: 816-421-7117



COLONEL 7 ®

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

- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- Complete with recharger. Charger rated 120 VAC, 8 Watt, 300 MA.
- SPECIFICATIONS: Battery: Gel Type (2) #626 2.6 AH rating rechargeable.
- INPUTS: One microphone; one tape recorder, one battery charger.
- OUTPUTS: One extension speaker, one tape recorder. With independent controls.
- DIMENSIONS: 11¾" high x 8" Wide x 9¼" Long.
- WEIGHT: 8 lb., 13 oz.

List Price \$645.00

Auctioneers Cost **\$387.00**

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

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

ADDRESS CORRECTION REQUESTED