THE AUCTIONEER

The Magazine of the National Auctioneers Association ● March, 1983





Honorary NAA Membership for government officials who proclaim National Auctioneers Week

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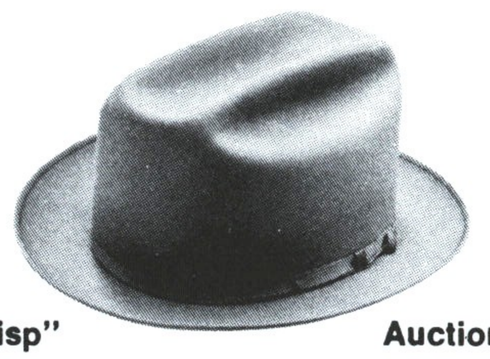


GOVERNORS AND AUCTIONEERS honor The Week in 1982. From top to bottom right, South Carolina, Montana, Iowa, Nebraska, and Oklahoma.

ATTENTION ALL NEW AND OLD MEMBERS OF NAA



Stetson "Wisp"



Auctioneer Hat



"AUCTIONEER'S GAVEL" TIE TACK

It has been fifteen years since we had the idea that NAA members should have something evident that would make them stand out in a crowd so that no one would wonder "Who is in charge of the sale?" We started at the top and designed a hat, pictured above, that comes in beautiful "silver belly" felt in three brim sizes: 2⅛"- 2⅜" and 2⅝". Silver belly is light grey and it comes with a red satin lining and the NAA emblem is embossed in gold on the inside crown. This design and shape went over so well that we soon added the Milan straw in the same brim widths. The summer Milan straws come in light tan and can be worn with about any color clothing.

I then began to get calls for white Panamas and I prevailed on the folks who manufacturer our hats, Stetson Hat Company, Inc., makers of the famous John B. Stetson hats, to make us a white Panama with a 2½" brim. We have now added the Panama to our line of hats.

Those of you who like the traditional Western style hat kept after me to add a truly Western-type head piece, so we did. We added the most popular style Western hat sold in the world today — "The Wisp". The Wisp, pictured above, is worn by the "Marlboro Man" and can be seen in about ervery magazine that advertises cigarettes. Our Wisp is silver belly and is 4X quality and has a 3" brim.

My wife had a tie tack designed and made for me and surprised me with it on my birthday. Many of you saw and admired it to the extent that, yes, we added it to our line. We offer the tie tack pictured above in 18K gold without the diamond, with any size diamond you would like (top quality guaranteed), sterling silver, with or without diamond, as well as sterling silver gold plated. We also offer each of the above with man-made diamonds.

The next item we added was the London Fog type jacket. Primarily a windbreaker type jacket with lined sleeves and it comes with the beautiful 4-color embroidered 3½" NAA emblem patch attached to the left breast. Just right for spring and fall weather. You can also order the patch separately.

NOW, HERE COMES THE BIG ONE!

I just recently returned from Costa Rica where I had gone to investigate the possibilities of real estate investments. Due to the fact it rained most of the time I was there I did not get to see much real estate but I did end up purchasing a small "Boot Factory." Yes, I am now the owner of a boot factory that employs five expert boot makers. These workmen are among the best "hand-made" boot makers in Central America and can put out two pairs of boots each per day. My plant production is ten pairs per day or fifty pairs per week. The beautiful boots come in several different colors and styles. The most popular, the one everybody likes (including the ladies), is number 1 and 2. The only difference is number 1 is plain on the toe and number 2 has a design in the leather. Some are lined with leather and others with polyester material. Numbers 3 and 4 are primarily the regular work or dress boot and they too are lined as pointed out above. I know some of you may be skeptical of ordering boots by mail but let me say everything we sell is unconditionally guaranteed and if you are not absolutely satisfied with anything you receive from us, send it back for exchange or a complete refund. We have pictures of these boots in color and we will send you pictures of any style. They come in sizes 5 through 14 in both men's and women's sizes. If we do not have your size in stock it might take as long as 30 days to get them special hand made for you. If you need one size heel, another size for high instep and extra wide or real narrow we can have it fitted for you because we own the factory.

Here is the good part and why we bought the factory. Costa Rica is the only democratically controlled country in Central or Latin America. But, their economy is shot. When I was there two years ago it took 8 colonies (Costa Rican money) to make one of our dollars. When I was there this time it took 50 colonies to make a dollar. What this means is that the colonies have dropped from 12½¢ to 2¢. Workmen in Costa Rica earn an average of $500.00 per year or 25¢ per hour. These boots I am offering today would have cost $175.00 to $200.00 in American money two years ago. If the colonies come back in value we will not be able to do what we are doing now. I would advise you to get your order in now while the low, low price is prevailing on these beautiful, hand-made, easy wearing, bedroom shoe-feeling, multi-colored boots. Remember, you must be satisfied or 'ole Craig will make it right.

Please note new price list. I apologize for the price increase on everything made in this country, but they just keep hiking the prices to me.

Felt Silver Belly Auctioneer Hats	**$45.00**
Wisp 4X Beaver (Western Style)	**55.00**
White Panama (2½" brim only)	**25.00**
Milan Straw (3 brim sizes)	**22.00**
London Fog type jacket w/emblem	**30.00**
NAA Emblem - 4-color Embroidered	**3.00**
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Tie Tacks (18K gold, sterling silver, gold plated w/ or w/o diamonds and man-made diamonds) — Write for prices.	**from $50.00**
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Add these members to your Directory

Every attempt was made during the preparation of the 1982-83 Membership Directory to list all of the NAA auctioneers. Regrettably, through computer error, human error, or a combination of both, members were either removed from state lists, or were never listed in the first place. To rectify the situation, the NAA office will continue to update members' files upon notification that they have been left out.

Furthermore, **THE AUCTIONEER will publish the names of NAA members omitted from the directory.** You are highly encouraged to include these members on the back inside cover, in the "Additions/Corrections to your NAA Directory".

Additions to your NAA member Directory

The following were mistakenly omitted from the 1982-83 NAA Membership Directory.

CALIFORNIA

HOCH, MIKE, 10728 50th Street, Mira Loma 91752
STEFFEE, CLIFFORD E., Box 496, Bonsall 92003
VAN GORDON, STEPHEN, 1116 Capri Drive, Campbell 95008
WILLIS, WILLIAM LYNN, 7854 N. Sunnyside, Clovis 93612

MASSACHUSETTS

ZIAGOS, ANTHONY G., P.O. Box 28, Lowell 01853

MINNESOTA

EKDAHL, GARY J., 3411 North Nokomis, Alexandra 56308

MISSOURI

AKERS, DONALD H., Star Rt. 11, Box 177A, Belleview 63623
EASTBURN, KEVIN L., General Delivery, Phillipsburg 65722

NEBRASKA

BLANK, WILLIAM, Madison 68748
GALUSHA, ELMER E., Route 2, Central City 68826

NEW JERSEY

LUBMAN, MAURY, 1080 Main Avenue, Clifton 07011
(Please omit Mr. Lubman from New York list.)
MIZANI, MOHAMMAD, 19-J Gardner Road, Fairfield 07006

NEW YORK

WHEELER, DENNIS A., Merritt Road, RD #7, Fulton 13069

OHIO

ROTH, RICK J., R.R. #1, Box 165, Archbold 43502

PENNSYLVANIA

BAIR, ROBERT A., RD 2, Box 67, Wrightsville 17368
CONSTANTINE, JAMES S., P.O. Box 38, Glenville 17329
DIETRICH, LYNN A., 2798 Warm Spring Road, Chambersburg 17201
FRYE, H. L., P.O. Box 37, Pleasant Unity 15376
GOEPFERT, MICHAEL J., 2099 C Old Bethlehem Pike, Sellersville 18960
HUBSCHER, CHRISTIAN, 529 E. Broad St., Souderton 18964
KRALL, PETER H., Willow Brook Farms, Catasauqua 18032
KUNKLE, R. DAVID, 240 East Hamilton Street, Allentown 18103
WELCER, JOHN, 724 Chain Street, Norristown 19401
YOUNG, KENNETH D., R.D. 1, Allenwood 17810

TEXAS

BOWERS, JAMES B., P.O. Box 25306, Houston 77005

SPITZER, GARY, P.O. Box 29004, Dallas 75229

VERMONT

BARROWS, ALTON WARREN, RFD #1, Box 125, Wallingford 05773

VIRGINIA

KAY, CHARLES J., JR., 7715 Erie Street, Annandale 22003

WISCONSIN

JOHNSON, JOHN, RR 1, Columbus 53925

Letters to THE AUCTIONEER

Please correct your copy

On page 41 of the February AUCTIONEER it was mistakenly reported that the December, 1982 class at Reisch World Wide College of Auctioneering was attended by 119 students. The correct figure is *150* who attended the December Reisch College class. Please make the correction in your AUCTIONEER copy.

Lawsuits "sobering"

The article on page 15 of the January AUCTIONEER regarding lawsuits was quite sobering. Thank you for bringing this timely information to the NAA membership.

Please forward me the Auctioneers' Errors & Omissions Insurance as soon as possible. Thank you.

Carroll T. Cannon
NAA member auctioneer
Tifton, Georgia

Time since Atlanta well spent, profitable

During the months since last summer's NAA Atlanta convention, some unique and interesting things have happened to me. I would like to share them with you at this time.

In August, I ended my career as a music teacher (over six years) to pursue my energies in the wonderful, sometimes surprising career of auctioneering. Believe me, it was far from easy to do; not being around children was the hardest part of all.

Recently I was involved with a benefit auction which, prior to the auction itself, had a $100 a plate dinner. Elegant described the event which grossed over $22,000. The benefit was for a new building for tourists to use in another sector of our county.

Continued page 9

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THE AUCTIONEER

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

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

Editorial and Advertising copy must be received in the NAA office on or before the 10th day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before advertising can be accepted. See rate schedule on last page.

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Editorial and Executive Offices of the National Auctioneers Association are at 135 Lakewood Drive, Lincoln, Nebraska (NE) 68510-2487. Phone: 402-489-9356.

Harvey L. McCray, Editor and Executive Vice President. Member: American Society of Association Executives, American Advertising Federation, Lincoln Advertising Club, Lincoln Chamber of Commerce, Admen's Gridiron.

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

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Ground breaking, construction announced for new headquarters



By Rex B. Newcom, CAI, President
National Auctioneers Association

An important event has been scheduled for Tuesday, March 15, 1983! The ground breaking ceremony for the new NAA headquarters office will be held, and actual construction on the building will begin shortly afterwards.

The ground breaking ceremony can only occur because of the outstanding support of the NAA members who have made pledges to the Headquarters Relocation Fund program. Nearly $300,000 has been received in cash payments from the pledges, which amount to over $550,000, but we still have time to obtain additional pledges and/or contributions from those members who have yet to participate in this worthwhile program.

The Board of Directors soon will determine when our Headquarters Fund recognition program ends (to have the names of contributors engraved and displayed in the new office permanently), and we hope to hear from those of you who have yet to participate.

The Board of Directors held its mid-winter meeting on January 22-23 in Louisville, Kentucky, and the meeting was very successful. In addition to the decision to break ground on the new building, several other important issues were discussed and acted upon. The By-Laws were amended to allow Associate and Affiliate members in the NAA. The new membership qualifications will be allowed as of July 1, 1983. A complete reporting of the new By-Laws provisions will be published in a later issue of THE AUCTIONEER magazine, as additional proposed amendments will be acted on at the March 15-16, 1983 Board meeting. The Board will meet in Overland Park, Kansas, to celebrate the ground breaking of the new building and then go into a business session.

The 1983 Louisville Real Estate at Auction Seminar was a huge success. A sellout crowd of 150 attended, but best of all, the instructors performed well and offered registrants ideas, techniques, methods, innovations and just good reviews of those programs which affect our business. By the time you get this magazine, the New Orleans Antiques at Auction Seminar will have been held. President-elect Bill Gaule obtained the services of six outstanding instructors, in addition to making the arrangements to hold an afternoon session at one of the nation's finest auction galleries, Morton's Auction Exchange. Morton Goldberg is an NAA member, and his operation is of interest to many of us.

National Auctioneers Week will be held April 3-9, 1983, and hopefully every member will make some reference to this event in your auction promotion or advertising. Let everyone know that you are involved in the only professional association dedicated to serving auctioneers. Inform the public that through this event, which is sponsored by the National Auctioneers Association and the State Auctioneers Associations, auctioneers throughout the United States are being recognized for their professional abilities to sell real and personal property at auction. The public still doesn't fully realize the advantages of the auction method. Hopefully, through observations such as National Auctioneers Week, sellers and buyers alike will let you serve them more readily.

Education is very important to the progress of the NAA membership and the Louisville and New Orleans proved how "hungry" the membership is for information. Also, the Certified Auctioneers Institute will be held during the week of April 10-15, and even though March 1 was the deadline for registration for Course I, if you decide you want to register, call the Certified Auctioneers Institute office to determine if space still is available. The CAI telephone number is 812-333-0077.

The next big event where auctioneers can learn more about their profession will be the 1983 NAA Houston Convention. The Texas Auctioneers Association has some entertaining, cultural, and historical events planned for the pre-convention tours, but during the "Deep in the Heart of Texas" convention itself, you can attend seven informative and educational workshops, which are being planned now for your benefit.

Continued page 6

For the first time in a few years, everyone will be able to attend each of the workshops as only one will be held during one period. This will allow you to participate in everything which is being planned for the convention registrants, and the subjects and instructors soon will be announced to the membership.

The hotel is offering an excellent convention rate for rooms. The Shamrock Hilton is an excellent convention hotel, and Houston offers us good travel facilities and great family activities. Make a vacation out of the 1983 NAA "Deep in the Heart of Texas" Convention.

Participation is the key word for auctioneers who want to succeed in our great profession. You have the opportunity to participate in the National Auctioneers Association and we want you to be involved. Participate in our educational programs; get involved in the activities to promote National Auctioneers Week. Show your support for those auctioneers who give of their time and efforts to assist us all to do better jobs as auctioneers for the selling and buying public.

When auctioneers are recognized for the work we do, then we will reap the benefits, which have been given to us by those who had the foresight to form the National Auctioneers Association.

Don't forget to sign up those qualified auctioneers who need to be involved in our Association! Through "strength in numbers" we will serve the public better and do a better job of selling real and personal property at auction.

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Headquarters Relocation Fund Report

Ground breaking ceremony March 15 for new Headquarters Office

March 15, 1983, is the date for the ground breaking ceremony of the new NAA Headquarters Office building in Overland Park, Kansas. The Board of Directors approved the ceremony date after hearing from Headquarters Fund Chairman, Martin E. Higgenbotham, that all requirements have been met to proceed with the construction plans.

Over $100,000 in cash is on hand from members' payments on pledges or contributions to the Headquarters Fund. The land already has been paid for from contributions. Response to the Headquarters Fund program has been overwhelming, and the Board of Directors is very appreciative of the support of the membership.

Nearly $600,000 has been pledged toward the fund goal of the Headquarters Fund Committee, but the campaign is still underway until total funds are in hand to complete the project. The Committee is very happy with the response of those contributors who have paid their entire pledge, so that the building can be constructed now. Many members, who have made sizeable pledges, have fulfilled their entire pledge commitments, and those commitments were fulfilled within an 18-month period. Most pledges were made for a five-year period, but to show total support for the Headquarters Fund program, payments were made early to allow the early start on the building project.

The Ground Breaking Ceremony will be on the NAA owned land, the building site at the corners of Reeder Road and Ballentine Street, or just south of the Ramada Inn-Overland Park, Kansas, which is located at 8787 Reeder Road. The hotel's south parking lot abuts the NAA headquarters property.

The ceremony will be scheduled for a late afternoon program due to the fact that members of the Board of Directors will end the day in a special meeting of the Board. That meeting has been called by president Newcom, and it will allow the entire Board of Directors to celebrate the breaking of ground for the new headquarters facility.

Again, pledges and contributions to the Headquarters Fund are still being accepted. All contributions will be recognized in an appropriate manner in the headquarters building. Contributors in the fol-

lowing categories will receive special recognition on engraved, metal plaques: VIP pledges ($5,000 or more); Founders ($2,500 to $5,000); Sponsors ($1,500 to $2,500); Benefactors ($1,000 to $1,500); Friends ($500 to $2,500); and Donors $250 to $500). Many contributors of amounts of $5,000 or more have bought, at auction, designated areas or recognition. Due to the support of all contributors, it will be possible to break ground on the new building on March 15.

The Board of Directors will determine a cutoff date when contributors' names can be added to the plaques, which will be on display in the new office. There is ample time, however, for everyone to be added to the Headquarters Fund recognition program and additional funds are needed to reach the total goal of $600,000. All contributions to the Headquarters Building Fund will be used to build and furnish the new building, and it is due to the membership's support that this worthwhile project is nearing completion.

NAA members can share in the pride of accomplishment. When the Overland Park NAA Office is completed, it will be a credit to the auction profession and the professional auctioneers who have supported the program. Your help is still needed, however. Chairman Higgenbotham will accept any and all payments, contributions, pledges now. Continued payments on pledges and additional contributions are needed. If you wish to make a new pledge, increase your existing pledge, or complete your payments early on your existing pledge, contact Martin E. Higgenbotham, Chairman, Headquarters Relocation Fund, 1702 Edgewood Drive, Lakeland, FL 33803, phone 813-688-6094; or Harvey L. McCray, executive vice president, NAA, 135 Lakewood Drive, Lincoln, NE 68510, phone 402-489-9356 — office, 402-483-1930 — residence.

As a permanent memento of the support you give and love you have for the auction profession, be a part of the Headquarters Fund program by sending your pledge or contribution NOW.

State Associations respond to "Chairs of States" program

State Auctioneers Associations which contribute $5,000 or more to the Headquarters Fund program, will be included in the "Chairs of States" program. The response has been such that only a *few chairs remain to be sold!* All "Chairs of States" donations will be acknowledged by placing a brass. engraved plaque on each of the chairs in the Board of Directors conference room in the new headquarters office.

Continued page 9

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Three State Associations already have submitted the entire $5,000 contribution to be recognized in the Chairs of States program.

Indiana Auctioneers Association
Oregon Auctioneers Association
Texas Auctioneers Association

Fourteen other State Associations, or representatives of the State Associations, have also pledged $5,000, even though one or two of the Associations listed below still must have the pledge verified by their Boards of Directors.

California Auctioneers Association
Florida Auctioneers Association
Georgia Auctioneers Association
Illinois Auctioneers Association
Iowa Auctioneers Association
Kansas Auctioneers Association
Auctioneers Association of Maryland
Minnesota Auctioneers Association
Missouri State Auctioneers Association
Nevada State Auctioneers Association
Ohio Auctioneers Association
South Carolina Auctioneers Association
Tennessee Auctioneers Association
Washington State Auctioneers Association

All of the "Chairs of States" contributors will be listed on the VIP plaques, which will be displayed in an appropriate place in the new NAA office. Representatives of the State Associations making the "Chairs of States" commitment will be privileged to use the conference chair during meetings of the Board of Directors when they are elected to the Board. That permanent recognition will be acknowledged whenever meetings are held in the NAA office.

The "Chairs of States" gift giving program has been a huge success, thanks to the support of the State Auctioneers Associations which have contributed to the NAA Headquarters Relocation Fund program.

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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.**

William W. Morgan, Bluegrass Realty, P.O. Box 1124, Hopkinsville, Kentucky 42240

Letters to THE AUCTIONEER continued

Last fall, I had what was later verified as one of the largest baseball card auctions in the area. I auctioned an individual's 20-year collection of baseball memorabilia, advertising the auction from New York to South Carolina. Dealers, collectors came from five states, and the craziest part of it all was that the auction occurred on the same evening as the seventh game of the World Series. This wasn't in the plans, but it certainly had its benefits. I kept the bidders informed of the score, and it didn't interfere with the bidding at all.

A very special honor was bestowed upon me when the American Diabetes Association nominated me for "Oustanding Young Marylander" representing Frederick County. I was moved beyond words. Their reason was because I had raised a total of $16,000 through auction for their Association. We who were nominated were honored at a special dinner.

Recently I choreographed Renaissance dances for our local choral group's performance of a Madrigal Feaste which performed to sellout audiences. My exciting finish for 1982 was to sing a solo with orchestral accompaniment in that program.

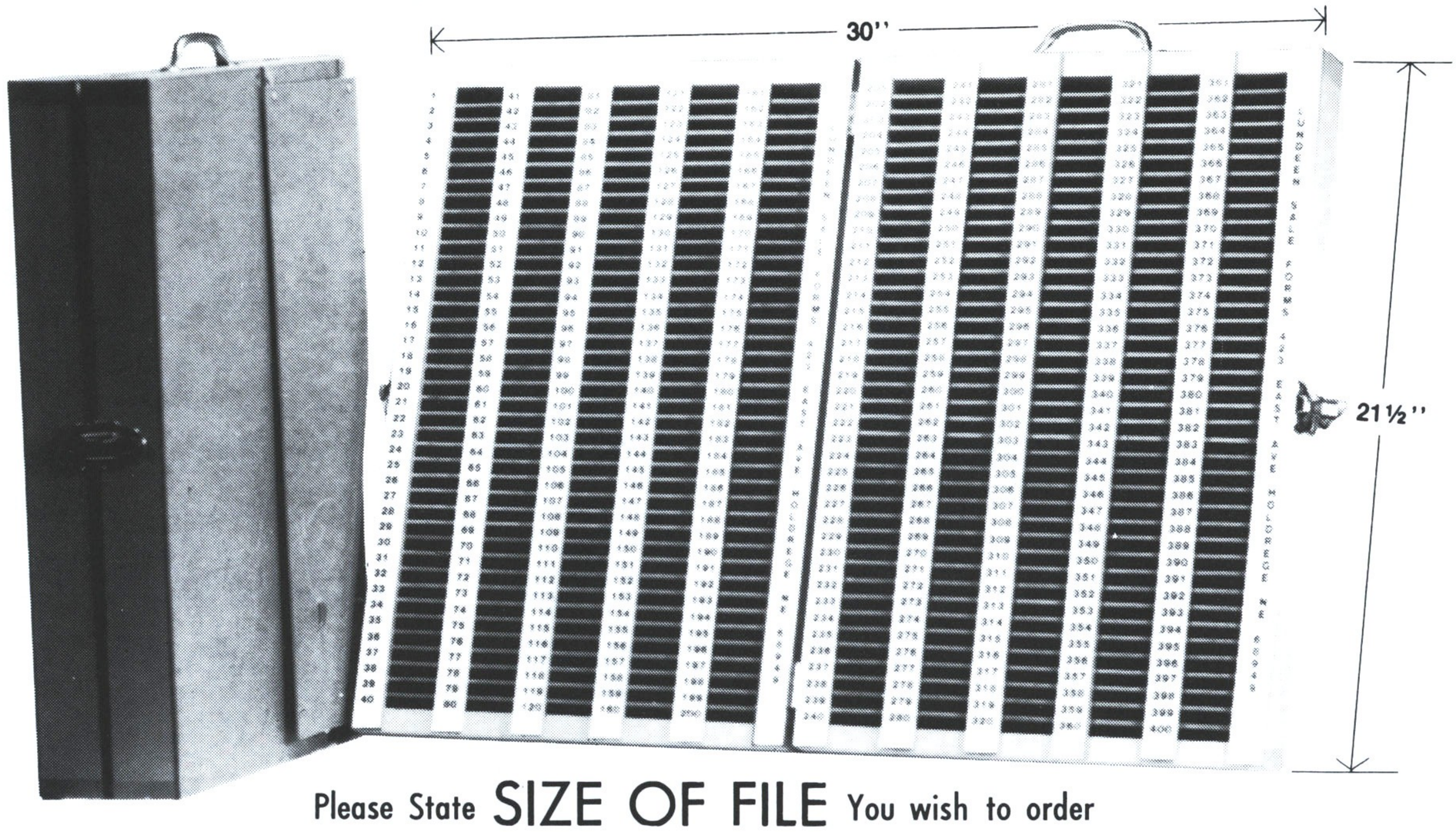
Auctioneering opens doors to us that probably no other profession can begin to provide. What great things this career does for us, and what a great thing we have going when it comes to being able to help people in a special capacity through the auction method.

Anne-Lynn Gross
NAA member auctioneer
Frederick, Maryland

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The Legal Aspects Of Auctions . . .

Financial, inventory accounting especially important

By Gregory E. Michael
Attorney at Law
Hanrahan & Michael, P.A.
Merrimack, New Hampshire

The importance of accurate accounting of goods sold at auctions cannot be overemphasized. Auctioneers deal directly with the property of others and owe a duty to their clients to properly account for all items sold and the proceeds from the sale. Often different lots, owned by different people, as well as property personally owned by the auctioneer are brought to a single location for sale. Financial and inventory accounting assume a particularly important role in these situations.

Several years ago in Rhode Island a dispute arose between an owner of goods and an auctioneer over the amount of the proceeds of a sale. The auctioneer paid to the owner a sum lower than the actual sale proceeds, contending the balance was the result of certain items sold at the auction which belonged to the auctioneer. The Supreme Court of Rhode Island agreed that the jury award to the owner was excessive but held that the auctioneer had the burden of proving that part of the monies taken in at the sale were from the sale of goods personally owned by the auctioneer. *Godin v. Shechtman,* 190 A.2d 33 (1954).

A further review of this case reveals that there was a dispute between the parties concerning whether or not the auctioneer was supposed to take a physical inventory prior to the sale. It should be apparent that auctioneers must have a reasonable idea of what they are to sell at auction, but also should know specifically what is being sold when different lots are to be auctioned at one sale.

Also, owners of property should be notified in advance of the auction that items will be added to round out the sale. This plus accurate accounting will help preclude the problem which arose in the *Godin* case.

(Local laws vary, so be sure to check applicable statutes and regulations in your area.)

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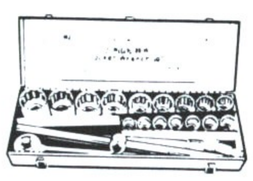


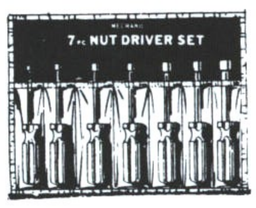
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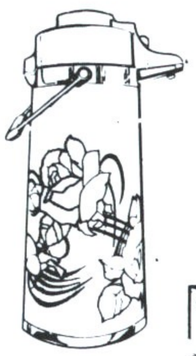


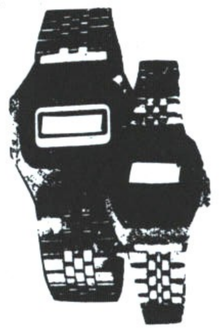


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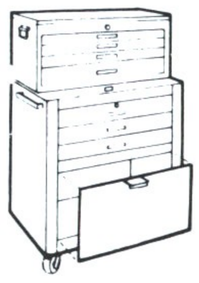


Pump Pots





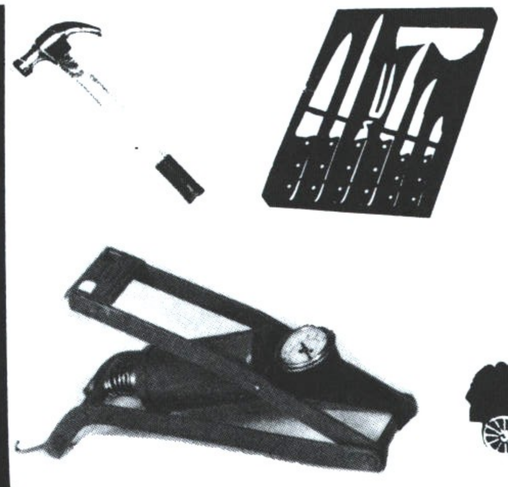




WALKING CANE POOL CUES

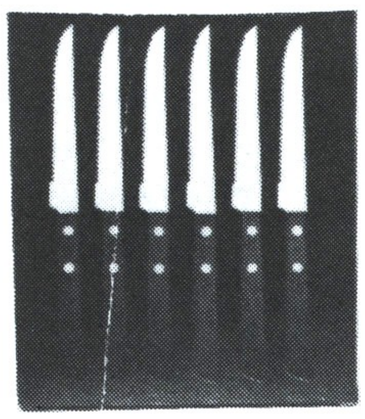












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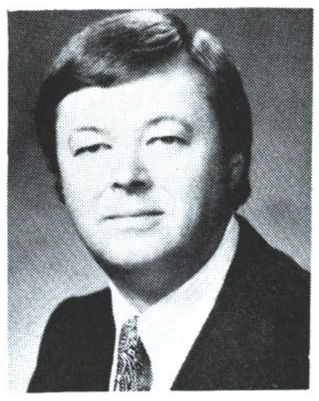
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1,000 No. AT-18 Clerking Tickets	$169⁰⁰	1M
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3,000 No. AT-18 Clerking Tickets	$148⁰⁰	1M
5,000 No. AT-18 Clerking Tickets	$139⁰⁰	1M

IMPORTANT

We must have your **payment** with your imprinted order and **clear copy** to be imprinted. Forms will be shipped in 3 to 4 weeks with prepaid freight.

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NAME OR NO.

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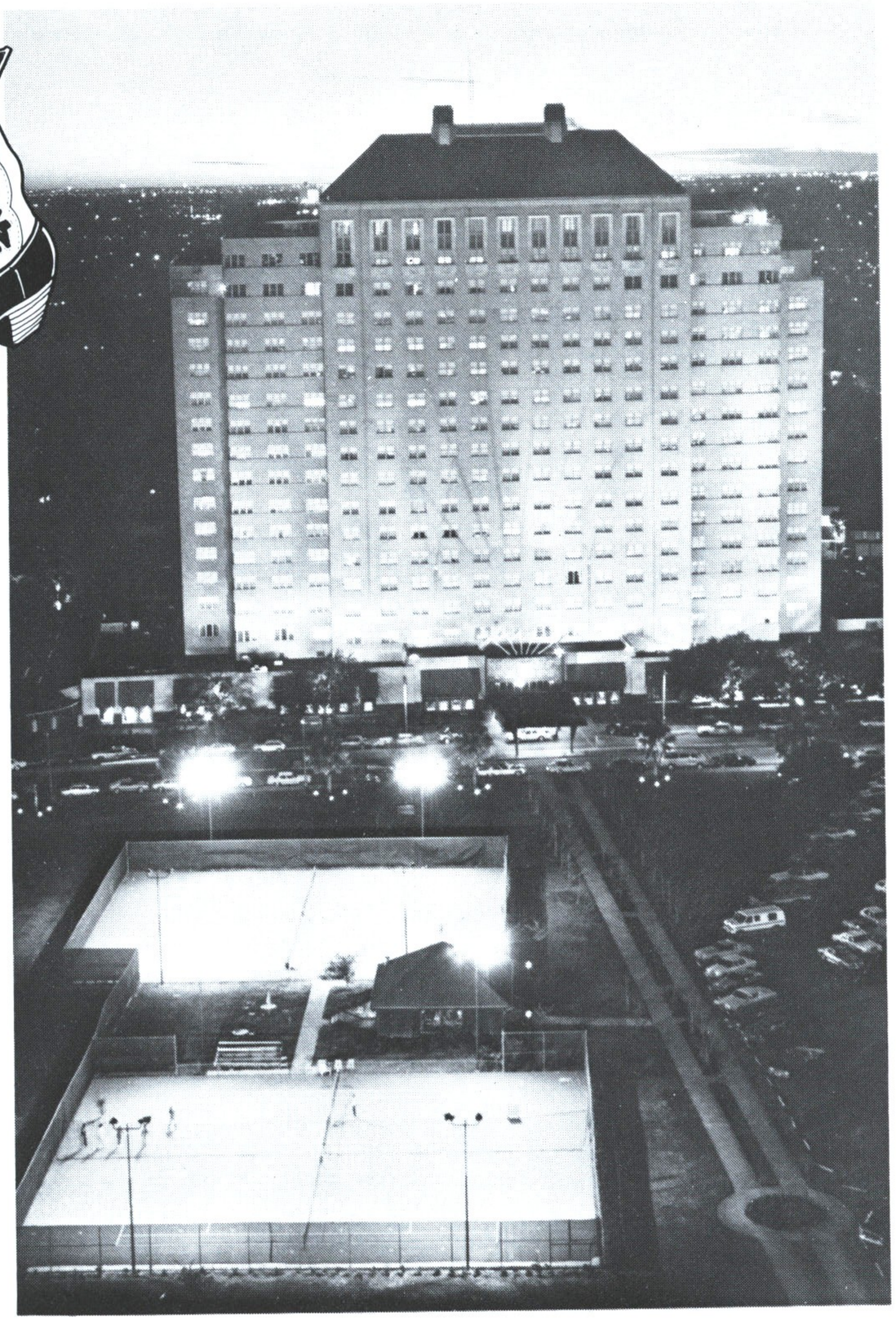
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"Texas at its very best"

The 1983 NAA Houston Convention





Early hotel reservations can begin your planning for the 1983 NAA Convention in Houston, Texas, July 27-30. Described as "Texas at its very best", the city of Houston will welcome between 1500-2000 NAA members, their families and guests at the Shamrock Hilton, NAA convention headquarters. The following hotel information will be helpful in making your accommodations; the convention "program-at-a-glance" will be helpful in planning your Houston arrival and departure.

• Reservations must be received at the hotel by July 5, 1983. Lodging after that date will be confirmed on a space availability basis, at regular room rates.

• Room rates, especially arranged for the NAA convention apply only to NAA convention registrants. Lodging must be arranged on the reservation form in THE AUCTIONEER, and phone reservations for NAA rates will not be accepted. Availability of rooms at a given rate are shown below.

Accommodation	Rate	Percentage of the NAA room block
Single	$51	25%
Single	$59	50%
Single	$66	25%
Doubles/Twins	$63	25%
Doubles/Twins	$71	50%
Doubles/Twins	$78	25%

The higher the room charge, the better quality the room, as well as being higher in the building. Additional reservation forms available upon request to the NAA office.

• Arrival time stated on your reservation form is the time you can check in and be shown to your room. If your room is not ready, your luggage will be stored until your room is prepared.

• Children staying with their parents in the same room stay free. Rollaway beds for children and cribs are free of charge and available upon request.

• Deposits are not required to hold rooms. However credit information (your major credit card) will be requested at time of check in. Personal checks will not be accepted unless accompanied by a major credit card.

• Entire NAA convention will be housed in Houston's Shamrock Hilton, with all convention actitivies taking place in the hotel.

• Registration for the Houston Convention will begin with the April issue of THE AUCTIONEER. Complete information and registration forms will be in the center section of the magazine.

Program-at-a-glance

The following NAA convention program is a very abbreviated version of the full convention schedule you will receive in Houston. Only the major events have been included to help you plan your convention attendance.

Tuesday, July 26, 1983

ALL DAY
Tours sponsored by the Texas Auctioneers Association
CAI Continuing Studies Workshop

Wednesday, July 27

ALL DAY
NAA headquarters office
Tours sponsored by the Texas Auctioneers Association
Convention registration desk
AFTERNOON
Convention exhibits open
EVENING
Poolside reception for all convention registrants

Thursday, July 28

ALL DAY
NAA headquarters office
Host association headquarters
Convention registration desk
Exhibits
Youth activities room
MORNING
State association officers' breakfast and workshop
Ladies hospitality hour and workshop
NAA workshops
Nominating Committee meeting
"Deep in the Heart of Texas" Luncheon
AFTERNOON
NAA workshops
Auction school receptions
Fun Auction preparation
EVENING
Houston Convention Fun Auction

Friday, July 29

ALL DAY
NAA headquarters office
Host association headquarters
Exhibits
Youth activities room
MORNING
State association breakfasts
Nominating Committee meeting
NAA workshops
NALLOA Open Meeting
Auxiliary luncheon and program
AFTERNOON
NAA workshop
NAA Board of Directors Open Meeting
EVENING
Awards Festival and entertainment

Saturday, July 30

ALL DAY
NAA headquarters office
Host association headquarters
Exhibits
Youth activities room
MORNING
CAI continental breakfast and meeting
Auxiliary continental breakfast
NAA workshop
NAA Annual Meeting
Auxiliary Past Presidents' Brunch
AFTERNOON
Officer/director election ballot distribution

Continued page 17

Send hotel reservations to:

The Shamrock Hilton
Post Office Box 2848
Houston, Texas 77001

THE *Shamrock Hilton*

"NATIONAL AUCTIONEERS ASSOCIATION"
JULY 27-30, 1983

Free self-service parking, tennis courts and pro shop on premises, a Texas size swimming pool, Airport Ground Terminal with buses servicing Houston's Intercontinental and Hobby Airports on our property. Helicopter services to Intercontinental Airport. Telex 775853

Reservations received after July 5, 1983 will be subject to availability.

Arrival		Departure Date	Number of Rooms Max. 3	Number of People
Date	Time			

Please Submit All Names:

Name(s) _____

Name(s) _____

Name(s) _____

Firm _____

Home Address _____

City _____ State _____ Zip_____

Phone (_____) _____

Remarks_____

Please circle room type below.

Singles: $51, 59, 66
Doubles/Twins: $63, 71, 78
P+1 Bedroom Suites: $250, 300, 350
P+2 Bedroom Suites: $325, 375, 425

Please Note:

- **YOUR RESERVATION WILL BE HELD UNTIL 6:00 P.M. UNLESS A LATER TIME IS CONFIRMED.**
- **Credit information will be requested at time of check in. Personal checks not accepted unless accompanied by a major credit card.**
- **In the event your room is not available at the rate requested, your reservation will be confirmed at the next available rate.**
- **Check-out is 1:00 P.M.**
- **Thank you and enjoy your stay.**

FACT #1

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NAA Annual Meeting continued
EVENING
President's Banquet
Youth party
President's Ball
(12 midnight 1983 NAA Convention ends)

Sunday, August 1

Members, their families and guests return home, begin vacations etc. No official events occur on Sunday.

TAA convention committees announced

NAA convention chairman Joe Small has announced Texas Auctioneers Association committees and chairpersons for the "Deep in the Heart of Texas" NAA convention. Committee leaders will be recruiting TAA members to assist with the many details in planning and conducting the annual NAA event.

Pete and Francine Bond — TAA Information Desk
Bill Wade — Sergeant-at-Arms
Paul Henry — Host Association Tours
Charles Connour — Convention Exhibitors
Bob Emley — Registration Packets
Ken Espensen — Fun Auction
Alice Connour — Auxiliary Convention Chairwoman
Barbara Althaus — TAA Auxiliary President

All members of the Texas Auctioneers Association and the TAA Auxiliary are encouraged to participate in the above committees. Please contact NAA/TAA convention chairman Joe Small, or the TAA newsletter office, 512-997-9175.

Houston convention, who may attend

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

1. NAA member auctioneers must register themselves, family, and non-auctioneer business associates for the entire program, no partial registrations. **Under no circumstances will a non-member auctioneer be allowed to register for an NAA convention.**

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

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

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

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

yc Convention attendance, your opinion requested

The NAA Board of Directors plans the Association's annual convention to benefit all NAA members. However, if you have *never* attended an NAA convention, or *not attended one recently,* your reasons why are important to the planning of future annual conventions.

Please take a moment and respond to this official survey. Complete all the questions, clip or photocopy, and send your response to NAA executive vice president Harvey McCray. You do not have to provde your name. Use an additional piece of paper if necessary.

How long have you been an NAA member?____

_____

When was the last time you attended an NAA convention?_____

If you did not attend the 1982 convention in Atlanta, please explains your reason._____

_____

_____

Do you plan to attend the 1983 NAA convention in Houston, Texas? Yes_____ No_____

If not, what is your reason for not attending?

_____

_____

Name (optional) _____

Send clipped or photocopied response to: Harvey McCray, executive vice president, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510-2487.

Thank you for helping plan successful NAA conventions.

Broadcast media, audio-visual now in advertising contest

NAA members are advertising on radio and television, plus promoting their services with audio-visual presentations. In response to their efforts, the NAA Board of Directors announces a Broadcast media/Audio-visual category in the annual convention advertising contest. That's in addition to eight other categories for your auction print advertising and business stationery. The new category is truly a landmark event for the contest, and you're cordially invited to enter this year.

Rules adapted to "electronic" entries

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

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

Broadcast media

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

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

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

Audio-visual

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

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

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

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

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

More contest information

The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1983 Contest. Awards will be presented at the Awards Festival of the 1983 NAA Convention, Friday, July 29.

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

Advertising Contest Rules

1. Entries must display the NAA emblem or contain the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA office — *three copies of each print entry* — by July 1, 1983.

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

3. Entries must be on the current year sales (July 1, 1982, through June 30, 1983).
4. Each member entering the contest can select an entry to be represented in any of the particular categories. **Limit is one entry, per member, per category.** Each entry must be labeled, or clearly marked, as to the category for which it is being entered. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges, and additional advertising pieces will be maintained in the NAA office for reference only.)
5. Members of the Advertising Committee are not eligible to compete for an advertising contest award.
6. Previous year winners — those who won an award in 1982 — are not eligible to compete in

the category in which they won in 1982, but they may enter any of the other categories.

7. Of the three samples submitted for each entry, one copy will be maintained in the NAA office; one copy will be maintained for judging; and the third copy will be displayed for viewing by the convention registrants, after the awards are announced.
8. Two, first place awards will be presented in each print category; one for one-color ink on paper; and the second for multi-color ink on paper. Two first place awards will be presented in the broadcast/audio-visual category: one for the best broadcast media commercial; one for the best audio-visual presentation.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows.
    a. Commercial and Industrial

Continued page 21 column 2

ENTRY FORM

(Print categories only)

National Auctioneers Association
1983 Advertising Contest
NAA Annual Convention
Houston, Texas

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED _____

BRIEF DESCRIPTION OF AUCTION _____

_____

_____

_____

DEADLINE FOR ENTRIES: July 1, 1983

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

Advertising Contest
National Auctioneers Association
135 Lakewood Drive
Lincoln, Nebraska 68510-2487

ENTRY FORM

(Broadcast media/audio-visual only)

National Auctioneers Association
1983 Advertising Contest
NAA Annual Convention
Houston, Texas

Please type or print.

CONTEST CATEGORY I. Broadcast media/Audio-visual

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE ENTRY

_____

_____

CHECK ONE

_____TELEVISION, 60-SECOND
_____TELEVISION, 30-SECOND
_____RADIO, 60-SECOND
_____RADIO, 30-SECOND
_____PROMOTIONAL TAPE RECORDING
_____SLIDE PRESENTATION WITH SOUND
_____16mm FILM WITH SOUND
_____8mm FILM LOOP CARTRIDGE

LENGTH OF TIME IF AUDIO-VISUAL ENTRY

_____

DEADLINE FOR ENTRIES: July 1, 1983

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

Advertising Contest
National Auctioneers Association
135 Lakewood Drive
Lincoln, Nebraska 68510-2487

PORTA- BLOCK

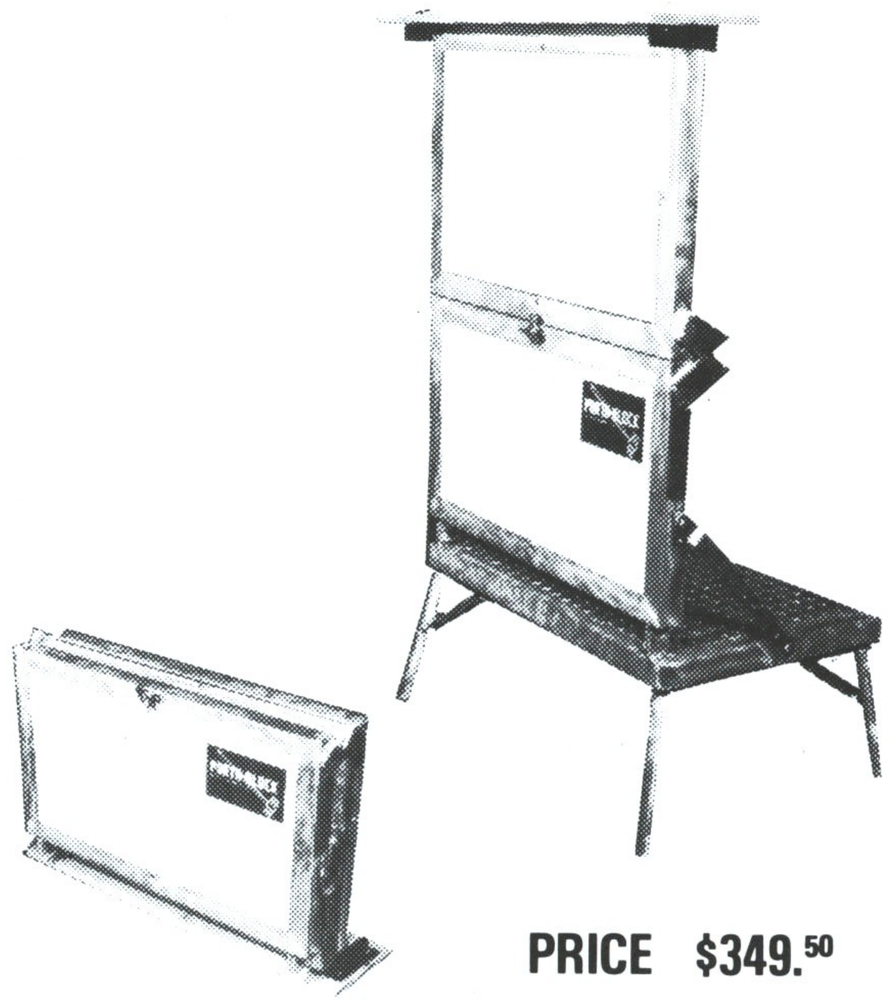
NOW AVAILABLE — A FACTORY DESIGNED AND BUILT FOLDING AUCTION BLOCK

FEATURES

- Light weight, sturdy, easy to transport. Will fit in the trunk of most compact automobiles.
- Can be set-up or folded in 30 sec.
- Carrying handle
- Wide stance legs
- Built for rugged use
- Adequate room for two adults

SPECIFICATIONS

- Welded aluminum construction
- Panel frames 3/16" x 2" x 2" aluminum angle
- Deck 3/16" diamond aluminum tread plate
- Hinges & brackets 5/16" aluminum
- Legs 1½" diameter, .065 wall thickness
- Upright supports & leg braces, heavy duty Stanley hardware, zinc plated
- Panels 3/16" Duron, finished white
- Top, 1" solid maple, varnished
- Weight 60 lbs.



PRICE $349.50

Indiana residents add 4% sales tax. Satisfaction guaranteed.

PRODUCTIVITY CORP.
contract manufacturers
425 N.W.K. ST.-RICHMOND, IN. 47374
317-966-2896

Order direct from the factory. Make checks payable to Productivity Corp.



Col. Jim Graham
CCIM, CRB, AFLB

NEXT CLASS APRIL 25

LEARN AUCTIONEERING in Beautiful FLORIDA

– Enjoy the Ocean and the Palm Beaches while you learn –

Become a Professional Auctioneer in 1 Week

- Learn the Professional chant
- Every type auction is covered
- Latest video training equipment . . lets you view your progress
- Every student personally trained by Col. Jim Graham
- Highly professional Instructors

JIM GRAHAM training makes you STRONG . . as an Auctioneer; Businessman; Speaker. Men or women.

REAL ESTATE auctions . . our specialty

You'll like our FAST START system

Graduates from other schools are welcome

MONEY BACK GUARANTEE

FREE BROCHURE

JIM GRAHAM SCHOOL OF AUCTIONEERING

204 U.S. 1, North Palm Beach, FL 33408 (305) 844-1723

NAA Job Market

You can place an ad in the Job Market

To assist NAA members in both locating employment and recruiting, THE AUCTIONEER magazine offers this "classified" advertising section.

For $8.75 per column inch, per insertion, and a one-time typesetting fee of $10, an NAA member can provide job experience and address information as space allows. The member auctioneer's name will appear in boldface type, and the following examples will be useful in determining copy for an approximately one-inch classified ad. Specify which words to be all caps.

Auctioneer/sale manager seeks position with progressive auction company in Arizona or southern California. Real estate and estate sale specialist; business degree and seven years experience. Second year CAI. CONTACT: **John Smith,** 1010 Oak St., Anytown, USA. Call 111-222-3434.

On the other hand, an NAA member can use the Job Market to recruit another NAA member auctioneer. The costs are the same, and the name of the NAA member or the member's auction company will appear in boldface.

Construction equipment auction company hiring two auctioneers in the near future. Require five years' heavy equipment, client contact, and general business experience. Salary negotiable, benefit and insurance package. Resume and introductory letter to: **Big Auction Company,** 545 Avenue St., Big City, USA. No calls.

Whether you are hiring an auctioneer or seeking auction employment, you have the option of not including your name or company name in the advertisement. Make sure, of course, that you provide the NAA office with your name and address. Compose your reply address accordingly.

" . . . Reply to: **Truck Auctioneer,** NAA Office, 135 Lakewood Dr., Lincoln, NE 68510-2487."
" . . . Send resume to: **Real estate sales position,** NAA Office, . . . "

All responses to your advertisement will be promptly mailed to you upon receipt at the NAA office. Though the NAA office will handle mail replies to your ad, the office cannot take phone call replies.

Only auctioneers who are NAA members will be allowed to advertise in the NAA Job Market. Your membership must be current to submit either a "for hire" ad or a recruitment ad. Whichever you place, the ad copy must be accompanied by full payment of $8.75 per inch, per insertion, plus the $10 typesetting fee. Copy received by the first of the month will appear in the next month's AUCTIONEER; received after the first, your ad will appear in the next month's issue.

THE AUCTIONEER staff reserves the right to edit or refuse placement of any classified advertisement. Any questions about this new NAA program should be directed to the NAA office before submitting your advertisement.

Advertising contest continued

b. Farm (an operating farm liquidation)
c. Real Estate
d. Antiques
e. "Specialty" (cataloged sale)
f. Consignment Sales with General Household and Estate Liquidation
g. Institution (auction firm promotion)
h. Auction Business Stationery (letterhead, plus envelope, and business card)
i. Broadcast media/Audio-visual

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

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA office by July 1, 1983. Be sure and have a completed entry form attached to the set of three examples for each print entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.

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 will select, ship, and pay all charges and finance to your door. Supplying 20 and 40 foot containers, and bales of Oriental rugs, to U.S. and Canadian wholesalers and auctioneers. **Annual volume over $1,000,000. Write or call collect 503-654-3000.**

OR VISIT OUR WAREHOUSE

At Clackamas, Oregon and choose a truck or trailer load of merchandise from various countries. Open 10 to 5 daily (except Sundays and Holidays).

LYNN WALTERS
P.O. Box 116, Clackamas, OR 97015
Phone 503-654-3000

"Informed" prospects mean business

Before anyone can contact you for an auction, they need to "know" a few things; they need information about the services you provide. One of the ways you can inform potential clients is the NAA auction customer pamphlet.

Here's a valuable sales tool, helping you "sell" your auction services. Thousands of copies of the NAA sponsored pamphlet are being distributed across the country, with each edition personalized for the individual NAA member. Your free sample is in the April, 1982 AUCTIONEER, or avaliable upon request to the NAA office.

Customer pamphlet highlights information

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

- To begin, read this entire article before completing the order form.
- Photocopy or remove the pamphlet order form.
- Provide the address and service information as requested on the form. Enclose a black and white, head and shoulders photograph of yourself in business attire; and photos of other personnel in your company, if they are to be pictured in the pamphlet.
- Decide what quantity of pamphlets to order, enclose payment, and send directly to the NAA office.

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

Name and address

Your name, business name, business address and phone number will be printed above your picture. In the case of multiple pictures, names will probably appear above, and business address will be located at some other prominent section of the layout. Professional designations will follow your name as requested. Below are a few examples of how nicknames and designations will appear.

John A. Collins, CAI, GRI
John A. "Jack" Collins
John A. "Big Jack" Collins

Jack A. Collins
Jack Collins

All of your business address information will be included, but slogans and other extra items will not be accepted. Also, you may include both your post office box and street address if you wish. Please refer to the following examples.

Business name on the cover

ABC Auction Company	John A. Collins Auctioneer
We're The Professionals	We're The Professionals

Business name and address inside

ABC Auction Company
1215 Main Street
Hometown, State Zip
Phone 402-489-9356

Slogans and street directions will not be accepted.

ABC Auction Company
1215 Main St.
"Your best friend for a sale."
"Turn right at the big sign."
Hometown, State Zip

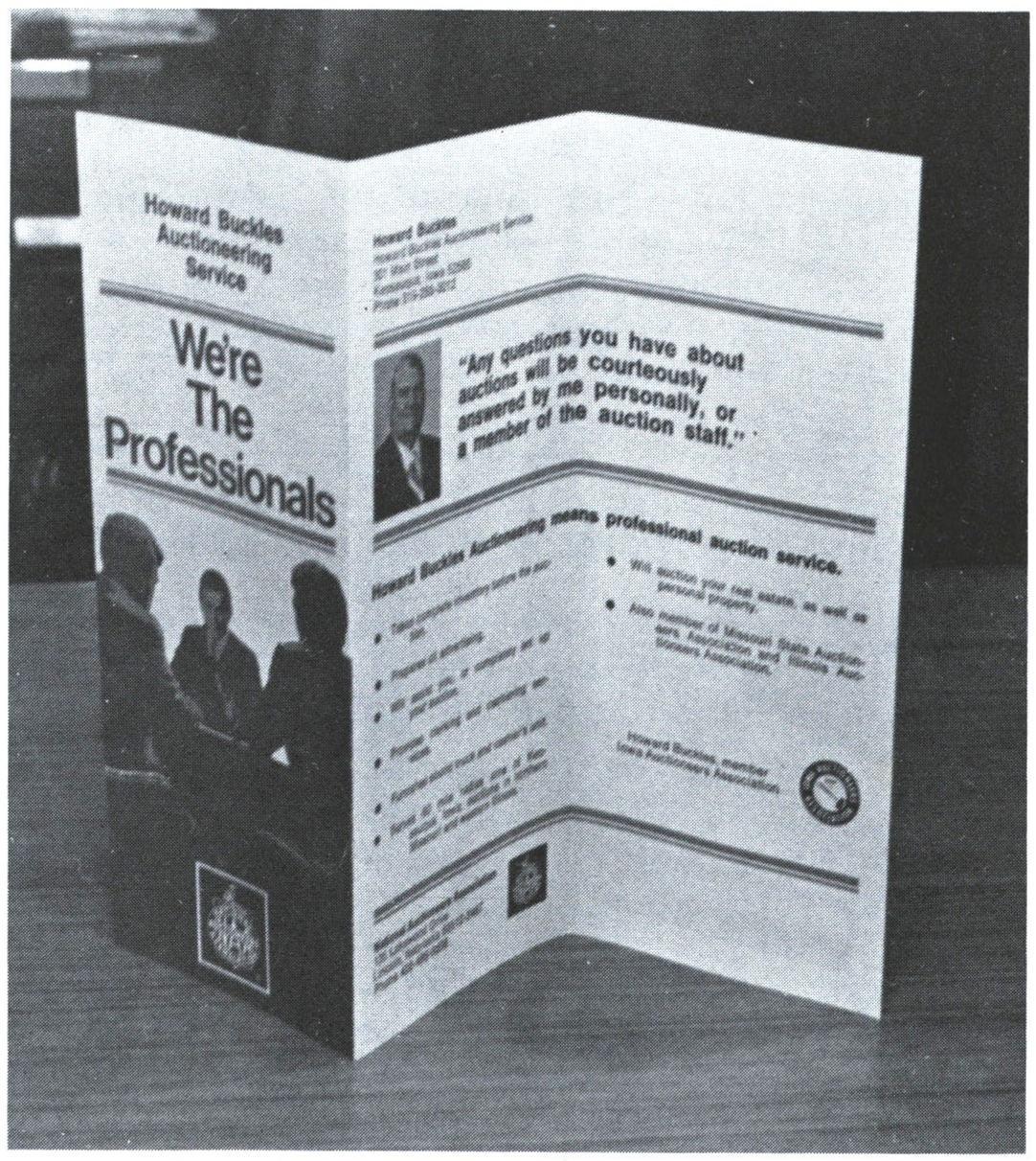
Multiple business phone numbers can also appear below your address.

Phone 402-489-9356 or 9357

Phone 402-489-9356
402-476-9211

If you have more than one office, the additional office information will be included as space allows.

Continued page 25



AUCTION CUSTOMER PAMPHLET to promote your business.

National Auctioneers Association

"Auction Customer Pamphlet" Order Form

★ Only NAA members are permitted to order the auction customer pamphlet ★ *Please print clearly or type information.*

1) Names of all company personnel to be pictured in your NAA customer pamphlet. (Include professional designations to follow the name.)

_____ _____

_____ _____

_____

2) Name of auction company, or auction service _____

Street address _____ City _____ State _____ Zip _____

Business phone/area code _____

(If additional office location addresses are to appear in the pamphlet, provide the address information on a separate sheet of paper.) **State Auctioneers Association member? ____Yes ____No**

3) Write 7-10 brief statements detailing the auction services you provide. Use separate sheet if necessary.

• _____ • _____

_____ _____

• _____ • _____

_____ _____

• _____ • _____

_____ _____

• _____ • _____

_____ _____

4) Enclose logos suitable for printing, for each professional affiliation you want featured in your NAA customer pamphlet. Social and fraternal organization logos will not be accepted. (Do not send CAI, GRI and other similiar professional *designation* logos. Your professional designation will follow your name, pursuant to logo use regulations of organization awarding the designation.)

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

6) Enclose payment for the following order. Make check payable to National Auctioneers Association. Please note the charge for each additional photographs.

500 pamphlets, $165.00	**1000 pamphlets, $230.00**	**2000 pamphlets, $250.00**
plus shipping, $ 3.00	**plus shipping, $ 4.50**	**plus shipping, $ 7.50**

Add $12.00 for each additional photograph to be included.

Number of pamphlets ordered _____ **TOTAL AMOUNT ENCLOSED $_____**

(Allow three weeks for delivery following the date your order is received at the NAA office.)

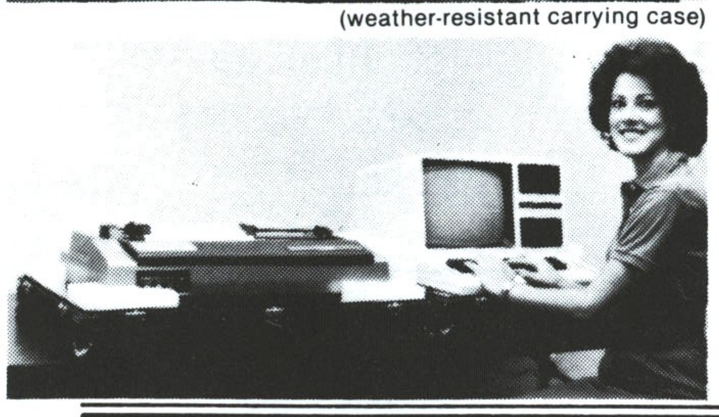
Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

A rough layout of your pamphlet will be sent to you for approval/correction.

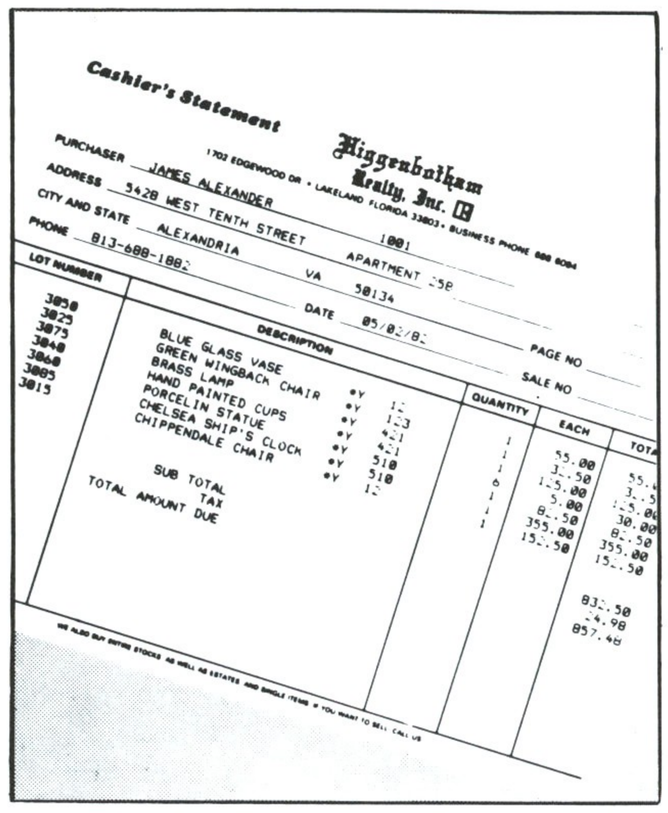


(weather-resistant carrying case)



Finally An Affordable* Computer That Makes Sense for the Auctioneer!

* ($200/month range on lease/purchase)



And it's available on a 30-day TRIAL with no obligation!

PACS™ PROFESSIONAL AUCTIONEER'S COMPUTER SYSTEMS

the small computer designed for auctioneers, by auctioneers, gives you:

Consignor or Seller Entry • Bidder Entry • Merchandise Entry • Cashier Statements
Sale Recap Reports • Word Processing & Accounting Programs Available • Unsold Inventory
Consignor/Seller Settlement Reports • Complete Real Estate and Land Auction Processing
Complete Mailing List System • Tandy* Equipment with nationwide service at Radio Shack* stores.

IF YOU, MR. PROFESSIONAL AUCTIONEER, ANSWER YES TO ANY OF THE FOLLOWING QUESTIONS, YOU SHOULD CALL TOLL FREE OR SEND THE CARD TODAY!

Have I thought about a small, affordable, auctioneer's computer, programmed so that anybody who can read English can learn to use it in less than one day?

PACS

Have I decided that to get more sales in the '80's, I need a competitive edge over other auctioneer's and other methods of selling?

PACS

Would I like to have my auction settlements figured and printed within minutes of the end of a sale?

PACS

Do I want my auctioneer's computer to be supplied by an organization which specializes in my profession which has sold to auctioneers all over the country?

PACS

Would I want my auctioneer's computer to have nationwide service capabilities available, such as at all Radio Shack* stores?

PACS

Would I want an auctioneer's computer, a complete word processor, an accounting computer, and a mailing list system, all for less than IBM & Lanier charge for just a word processing machine?

PACS

*TANDY AND RADIO SHACK ARE TRADEMARKS OF TANDY CORP.

PACS™ PROFESSIONAL AUCTIONEER'S COMPUTER SYSTEMS

A DIVISION OF VERTIMAX CORPORATION

522 South Florida Ave.
Lakeland, FL 32801
Call Today—
TOLL FREE 1-800-237-7669 (FLA. 813-688-1882)

TO: Professional Auctioneer's Computer Systems
522 South Florida Ave., Lakeland, FL 33801
TOLL FREE 800-237-7669 (FLA. 813-688-1882)

Please send me information on the PACS™ computer, including your 30-day trial.

NAME _____
COMPANY _____
STREET _____
CITY _____ ST_____ ZIP _____
PHONE _____

John A. Collins

ABC Auction Company
1215 Main Street
Hometown, State Zip
Phone 402-489-9356

ABC Auction Company-West
852 Oak Street
Othertown, State Zip
Phone 402-476-9211

Auction service information

As shown in your sample pamphlet, space is provided to include your photograph, two headlines, and auction service information. (When multiple photographs of company personnel are featured in one pamphlet, the layout will be adjusted accordingly, to make room for the additional photographs. Therefore, the headline, "Any questions you have . . . " may be replaced by photos of people in your company.)

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

The following guidelines will apply to your auction service information.

- All statements must somehow relate to your auction service. You may be involved in other business operations, but they cannot be promoted in the NAA's auction pamphlet.
- You can promote your membership in state auctioneer associations, and other professional organizations that relate to your auction business. Membership information for social or fraternal organizations will not be accepted.
- Logos may be used in your auction service information, but only logos of your state auctioneers association, or other organizations that directly pertain to your auction business. Again, no fraternal or social organization logos.

Satisfaction guaranteed

Admittedly, the above guidelines for what will or will not appear in your NAA customer pamphlet may seem complicated. **But rest assured that your pamphlet content and layout will be approved by you personally, well before your pamphlet is taken to the printer.** Therefore, all pamphlet orders will be produced according to the following procedure.

- Your pamphlet information, order and payment must all be received together at the NAA office. The information will be typeset according to your request, within the above guidelines and layout of the NAA customer pamphlet.
- A rough layout will be prepared and sent to you for final approval.
- You respond to the NAA office (by phone or letter) approving, or correcting your NAA customer pamphlet.
- Your pamphlet order will be printed, folded, and shipped to you, but allow three weeks for delivery following the date your order is received at the NAA office.

Questions about the preparation of your NAA auction customer pamphlet should be directed to the NAA office before you place your order.

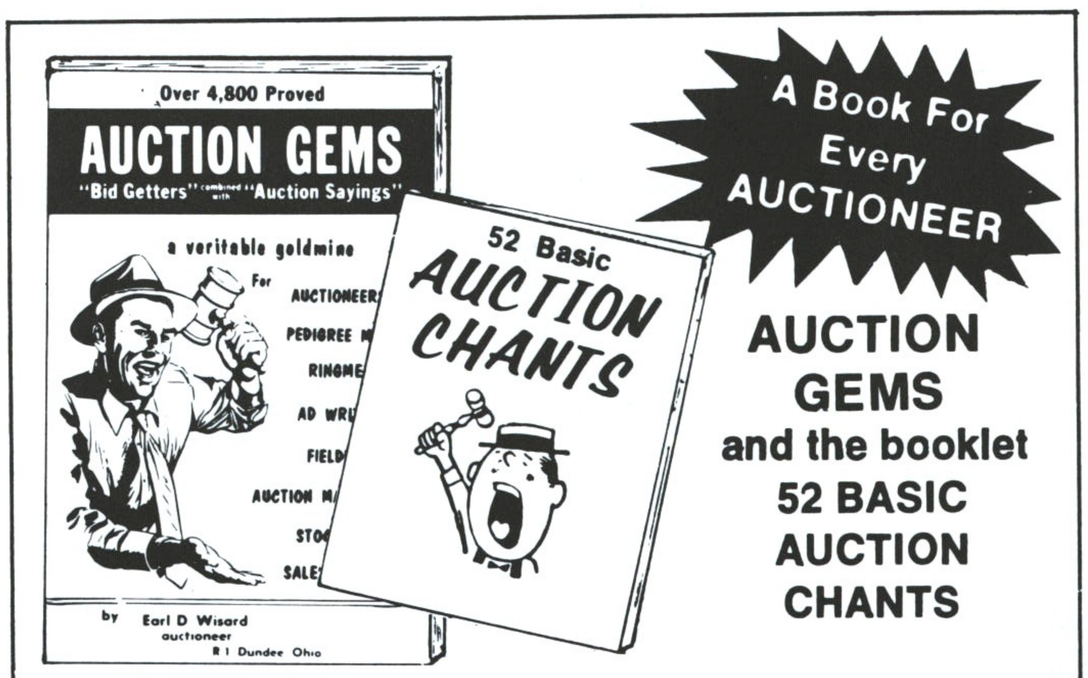
Wanted: Qualified Auctioneers

as NAA members. Support your Association and profession by sponsoring a new NAA member.

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

Personalized Bidder Numbers
A Kwick Klerk Innovation!!
Get a free business card* for each bidder number you buy.
*We print your name, address & logo on a detachable card - you give them to your clients & prospects.

Kwick Klerk
Box 147 Northfield, Mn. 55057



AUCTION GEMS and the booklet 52 BASIC AUCTION CHANTS

A 200 page book loaded with auction sayings, quips, laughs, bits, facts, etc., mostly one-liners, gathered from 100's of auctioneers throughout the U.S. and Canada during a 53 year period.

Here is what auction schools and auctioneers say:

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

"Your book is a riot." — E. Grant Luter, Suffolk, Virginia

"I feel no auctioneer should be without AUCTION GEMS." — Edsel Edwards, Sandy Level, Virginia

"Very good." — Executive Secretary, Reppert Auction School, Decatur, Indiana

"Nothing less than a masterpiece." — Whipple Auctioneers, Canton, Ohio

"Priceless." — Edward Esber, Canton, Ohio

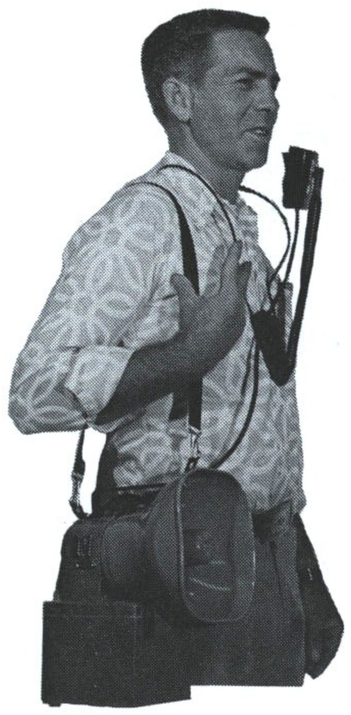
"Much of what is in AUCTION GEMS will be used by auctioneers as long as there are auctions and auctioneers." — John Loomis, Bend, Oregon

Only $12.50 for both, postage paid

Earl D. Wisard, Auctioneer, Dundee, Ohio 44624

The Reisch Auctioneer's Speaker

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



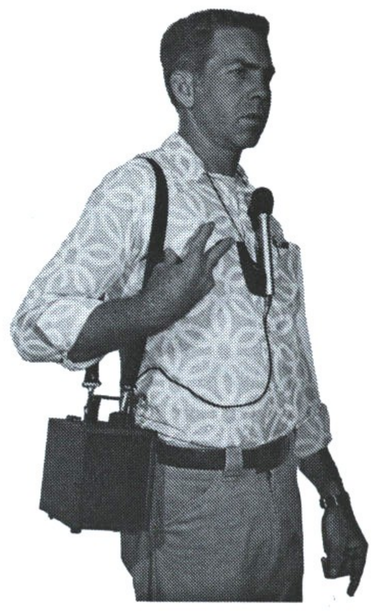
REISCH SPECIAL
"MR. BIG VOICE" — JR-1

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

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

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

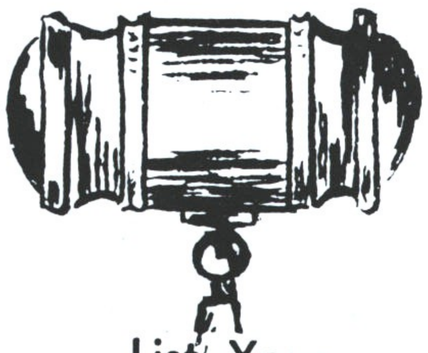
It is a voice saver. Select the set that you feel will work best for you.



REISCH SPECIAL
"LITTLE BIG VOICE" — JR-2

THESE SPEAKERS CAN ONLY BE PURCHASED FROM:

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



"The Souths Oldest Auction Company"

(Established 1917)

List Your
Property with Us

Reg. U. S. Trademark

J.L.TODD "WE SELL THE WORLD" AUCTION CO.

531 Broad Street

Rome, Ga. (404) 291-7007

LICENSED • BONDED • INSURED

GA. AUCTIONEERS LIC. NO. 137

Atlanta Telephone 577-2634

Invites Participation
By Auctioneers & Real Estate Brokers, Nationwide

REALTOR

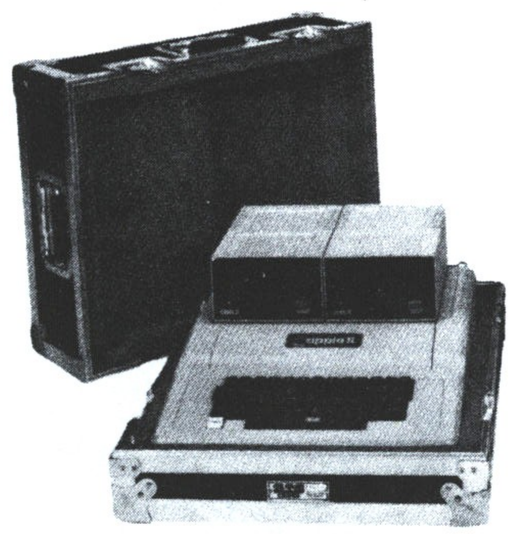
We will be pleased to cooperate in turning your listings into immediate cash.

Call Toll-Free Ga. 1-800-282-2662/U.S.A. 1-800-241-7591

ABCS

AUCTIONEERS BUSINESS COMPUTER SYSTEM*





The running of your auctions will be as

"SIMPLE AS ABCs"

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

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

Designed to run on the **Apple II Plus**** completely portable computer

Heavy Duty Carrying Cases with Wheels for Air Shipping and for Local Travel.

Software available for Payroll, General Ledger, Mailing Lists, Etc.

*Copyright

**Trademark Apple Computer Co., Inc.

WE ALSO HAVE A VERSION OF THE AUCTIONEERS BUSINESS COMPUTER SYSTEM FOR THE

OTRONA "ATTACHE"

COMPUTER ASSISTED BUSINESS SERVICES

225 Worcester Road

Framingham, MA 01701

(617) 527-5563 **(617) 875-1305**

Government officials proclaim National Auctioneers Week . . .

They're eligible for Honorary NAA Membership

That's right. If your governor, county commissioner, mayor or city manager officially proclaims National Auctioneers Week, April 3-9, the government official is eligible to receive an Honorary NAA Membership certificate. Furthermore, if you will request to the NAA office in advance of the proclamation signing, the certificate will be mailed to you for presentation at the proclamation signing.

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

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

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

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

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

News release informs press why The Week is special

All local publications and broadcast media in your area should know that April 3-9 is National Auctioneers Week. One way to accomplish that awareness is to send photocopies of the NAA news release below. So that the release will have every chance of getting published or mentioned on the air, consider the following procedure.

1) Retype the news release on your business letterhead, and **be sure to double space.**
2) Insert your name and business information at the end, for the person to contact.
3) Send a copy of the news release to all local publications, radio and television stations.

NATIONAL AUCTIONEERS WEEK

April 3-9, 1983

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

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

Therefore, as (insert title — State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 3-9, 1983, 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)

4) If you know the editor or broadcast news director, mail the release addressed to him/her personally. If you do not have a name, use "business editor", or "city editor", and "news director" at a radio or TV station.

Mail the news release well in advance, so that it can be published immediately before or during National Auctioneers Week, April 3-9.

FOR IMMEDIATE RELEASE
SUMMARY: Assets into cash — businesses rely on the auction method

In good and bad economic times, many businesses use auction marketing to convert almost any asset into cash. Whether or not the economy improves in 1983, the auction method will continue producing cash results, according to the National Auctioneers Association (NAA).

The timely advantages of the auction sale will be emphasized by member auctioneers during the NAA sponsored National Auctioneers Week, April 3-9.

Whatever you have to sell, an auction can result in cash money in a very short time period. Auctions sell quantities as well as varieties of merchandise in a matter of hours. Benefits to the seller include naming the day and time of the auction, plus having bidders make immediate buying decisions.

If legal concerns are important, an auction is a truly "public" sale, establishing fair market value for real and personal property in a given area.

"Auctioneers provide a valuable business service to everyone who gets involved in an auction sale," explained NAA president Rex Newcom, CAI, Whitewater, Kansas. "That's in addition to the millions of 'community' dollars auctioneers raise each year through benefit and charity auctions."

The National Auctioneers Association has promoted the auction method of selling since 1949. The Association represents 6,100 members across the country, Canada, and other foreign countries. Only NAA members are eligible for a professional designation, CAI, awarded by the Certified Auctioneers Institute, Bloomington, Indiana.

FOR MORE INFORMATION contact NAA member auctioneer_____

(your name, business address, and phone)

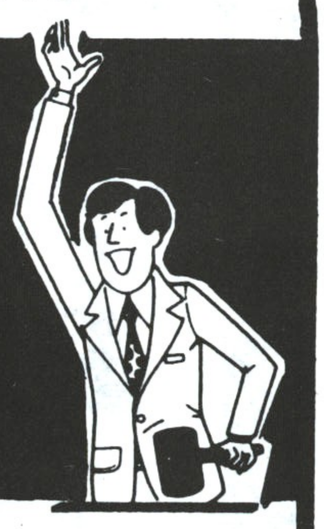
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Continued page 31

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Article by Gary Carmichael
Director of Association Services

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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. He is the President of Nationwide Auction Company, with offices in Newport Beach, California, Tucson, Arizona and Minneapolis, Minnesota.

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Selling livestock at the farm site

By Marvin E. Alexander
NAA Director

NAA director Marvin Alexander was elected to the Board of Directors in 1982. He is a partner in the firm of Alexander Real Estate and Auction Sales, Martin, Tennessee, specializing in real estate and farm liquidations. Mr. Alexander was an Eastern Region Winner in the 1974 and 1976 World Champion Livesock Auctioneer competitions. He is also a past president of the Tennesse Auctioneers Association.



This is the first opportunity I have had since being elected in July to thank many of you for giving me the opportunity to serve on the Board of Directors of the National Auctioneers Association. I certainly appreciate this opportunity, and hope to serve your interests in the manner to which you've become accustomed.

The auction business has a brighter future than ever before. Much of this is brought on by our economic conditions, but also due to public awareness, and the professional manner in which auctions are being conducted. The following article mainly discusses the sale of dairy cattle, plus some information for beef cattle auctions held on the farm. My comments are directed more to the newcomer in the auction business, or to someone who has been auctioneering for a while but is unfamiliar with the handling of livestock sales.

Always inspect the herd yourself

Most of our sales deal with Holstein dairy cattle — both registered and grade — with the major portion being grade. Some of the things we look for when we approach the dairy farmer about having a sale, is to go over a set of checkpoints that will be helpful. One of the main things to know is the reason for the auction — forced sale, farmer retiring, or health problems such as TB, Mastitus, or Leucocytes within the herd. Try to find out if the owner and herd have a good or bad reputation. Also try and find out how many cows have something wrong with them, how many milk out of two-three quarters instead of four, if the farmer has a financial problem.

Always inspect the animals yourself. Check to see if the farmer has been on the DHIA, DHIR, or similar program. Within these programs, the animal's production is weighed monthly, and a computer printout will show the past production of the individual animal, and anticipated production in the future. If the farmer is not on a record keeping program, most of the animals will sell strictly on their appearance and the amount of milk they are producing at sale time.

We will assume that we are going to look at a herd that does have DHIA or DHIR records available, and that these records have been kept in the customary manner. Check the production sheets for several factors. Determine how many cows are heavy producers in the herd at auction time. Cattle that produce 50 lbs. or more will bring top dollar, and some produce up to 90 lbs. per day. Find out how many cows have calved within the last 30 to 90 days, an indication that their production will hold up for the next two- three months. How many cows are due to calf before the day of the sale or within 40 days after the sale date? Having a large number of cows that have just calved or are nearing calving will help you secure higher prices. Many auctions can be adjusted on-two months to take advantage of breeding and production of the herd.

Try to determine if the owner has done a good job in maintaining accurate breeding records, so you'll know when cows will calf, and if they are calving at regular intervals, instead of being milked 365-400 days. Are high quality bulls being used or an artificial breeding program? This is one area that can be very beneficial — or very harmful — to an auction, depending upon the accuracy and validity of the breeding dates. Many times a problem exists where the owner has not bred the cows so they will calf in a normal cycle, or the employees have not kept accurate written records on the breeding dates. We strongly suggest that the owner have all animals that are supposed to be bred have a pregnancy check by a licensed veterinarian so that the purchaser can feel confident about paying a good price for each individual animal.

Find out if the dairy farmer has any registered cattle or pedigrees. If there are registered animals,

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hire someone knowledgeable about pedigrees to read them for you. Consider checking with representatives of each particular breed for help in this area, because it is possible to obtain an individual pedigree form the specifical national association on individual animals. A pedigree can be helpful if the animal has ancestors with past records of good breeding and high production. Pedigrees are not advantageous to order when the breeding behind the herd has less than high quality breeding and records.

Farm in good condition, modern sale ring

Look over the farm facilities. The condition of the barn, fences, and surroundings can have a direct bearing on auction results. If conditions are very rough, run down, or show poor housekeeping, ask the farmer to make them more presentable according to your recommendations. A 'yes'' answer is never definite, so be prepared to help.

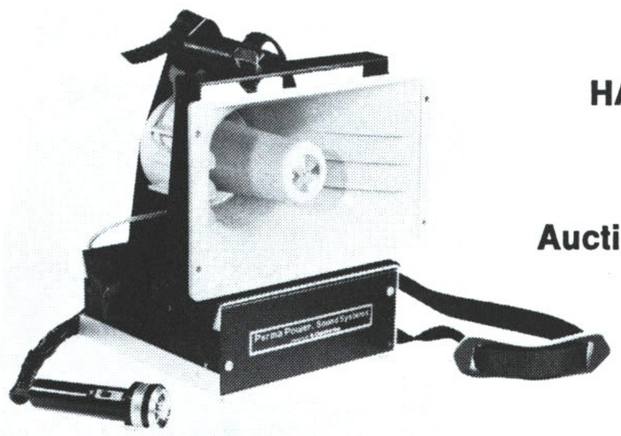
Be sure that you comply with the State and Federal laws in your area. In order for animals to be shipped off the farm and out of state, they will need to be tested and certified by a veterinarian that they are free of Brucellosis (bangs), or Tuberculosis (TB). This test must be run within 30 days preceding the sale. Have individual papers on each animal, or make arrangements to have a veterinarian at the auction to write the certificates that day, so that each animal can be shipped to any state. Have all animals numbered so that you can identify them for sellng at the auction and for health certificates. Be sure you use permanent numbers that will remain after the sale, and not be affected by the weather. Be positive that there are no duplications in the numbers, such as two 5's or three 20's, etc.

Know the market area, and use direct advertising to people in the livestock business. This information can be obtained from milk companies, the local health department, and livestock sales. Advertise heavily in the areas these individuals live, clearly and accurately stressing the highlights of the auction.

After picking the sale date and arriving at a commission that you feel will allow you to do a good job of promoting and advertising, you are ready for set-up before the auction. Pre-sale arrangement and handling of the animals is a must for a successful sale. Have a sale ring and pens to contain the herd so animals will not be jumping over or running through a fence. You cannot outguess the weather, so setting up under a tent or clean barn or shed is best. Rent, buy, or build a sale ring that is sturdy, modern, and easy to see through. We suggest that on dairy cattle, you set this ring on level ground or on a slight rise. Never arrange the sale ring in a low area, because a cow standing in a low spot will look 150 to 300 lbs. lighter than she is. It's a good idea to build the ring up, 8'' to 1' with dirt or chips so

Continued page 34

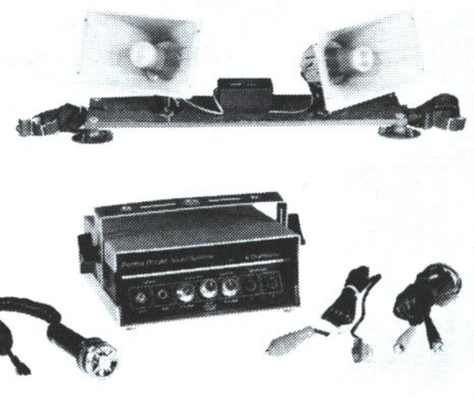
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that the animal is standing up where she is easily viewed and easy to inspect.

Arrange the pens so that as soon as one animal is sold, another can be entering the ring. All gates and alley ways must be of sufficient strength and height so that none of the animals will try to jump over or break out. The alley way entering the sale ring must be just wide enough to pass through, and not wide enough for the animal to turn around. Upon leaving the sale ring, the pens or pasture must be sufficient until it is time to load. You cannot survive in this business if someone buys a $1000-$1500 animal, and as soon as it goes out of the sale ring it runs through a fence or gate and damages itself to a point unfit for producing. The animal then becomes suitable only for slaughter, and the purchaser could have lost $500-$1000 or more. It's the seller's and your obligation to have the pens arranged to confine animals after they are sold. However, don't rely on the owner to fix the pens without your help or instruction. Owners often think the cows will be easy to handle and control, and that they should not go to the expense of building new pens and fences when they are maybe going out of business that day.

Arrange the loading facilities to load a two-ton truck or a stock trailer, using a portable loading shoot and alley way. You may want to own your own set of pens and corrals, or rent them from someone in the area. Don't rely on the farmer to know how to fix the pens. Keep the animals in different groups before and after they are sold — milking herd, dry herd, open heifers, bred heifers, and baby calves — so when a sales receipt is presented to checkout you can immediately go to the proper pen and get the animal for loading. It is very embarrassing to have a successful auction and sell 300 head of animals, then have a purchaser wait 30 minutes while your employee is locating an animal.

Good check out personnel are important. Here again, don't rely on the farmer, because many feel they have completed their duty, and that it is the purchaser's responsibility to get cows loaded. Instruct the owner that it may be necessary to care for these animals a day or so after the sale, and that all

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the animals are to be left at the new owner's risk. *All settlement,* however, is to be made on the sale day.

We ask the owner not to milk the cows in production the morning of the sale. In our area this process is referred to as bagging an animal for showing, and in all instances we have obtained considerably better prices when a dairy animal's utter is strutted and full of milk. Be sure, however, that they do milk the night before. If you can, have someone wash the animal's utter just 2 to 5 minutes before selling. This will cause the dairy cow to look considerably better than usual.

Provide necessary animal information

In your opening remarks, inform prospective buyers the last time the animals were milked, and will be milked before loading if they so desire. We begin our sale with the animals in production. In a grade sale, we pick up the first four-five animals, and build up for three-four animals. Milking cows are followed by dry cows, bred heifers, open heifers, and smaller animals toward the end of the auction. You may need to change this sequence as circumstances require for different sales. Keep in mind, too, that an animal which has been cared for by the same person or same two people may be very gentle, but it is this animal that is more likely to be uncontrollable at a sale.

Most of the above details are very simple, but many of them are overlooked. Making sure these basic factors are taken care of can turn an average sale into a good sale, or a good sale into a great success.

Many of these ideas concerning pens and tagging, will work very well with your beef and stock cattle. One of the many primary things to be sure of if you are in a grade herd is that you have the cows and calves matched to the right animals. When you have 50-100 cows running in a field, and 60 of them have calves running at their side, there is no way to determine which belongs to which on sale day. Sort and tag before the auction. By putting all cows in a pen and keeping the calves away for seven-eight hours, you can then tag your calves by putting one or two cows in with the calves or two calves in with the cows. In a matter of minutes, unless they are weaned, the calves will pick out their mothers. Tag all animals accordingly, giving both the cow and the calf the same number, or by giving them individual numbers and noting this on your records. Sell the weaned calves separately.

During the sale, have the calves in one pen, and when the cow comes in the alley, one of your ground men can be there to inform the balance of your help that this particular cow has a calf, and what its number is.

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Planning the farm equipment consignment auction

By Harry A. Anderson, CAI
NAA Director

NAA director Harry Anderson was elected to the NAA Board of Directors in 1981. Anderson Auctioneers, Inc., is located in Georgetown, Pennsylvania, where director Anderson is active in the Pennsylvania Auctioneers Association as its 1981 president. Mr. Anderson is also a member of the Ohio and West Virginia State Auctioneers Associations, and a graduate of the CAI Charter Class.



It seems that the best time of year for having farm equipment auctions is either in February or early March. The thinking, plan-ahead farmers will be doing their buying early, and each day that passes after this time brings in fewer and fewer buyers. Basically, what I am going to discuss is the farm equipment consignment auction, rather than the on-site auction on one farmer's machinery.

Advertising If you have a farmer or machinery dealer with equipment to sell, but not enough for an on-site auction, you can utilize this as a basis for advertising. Schedule a date for the sale, and in your advance notices explain what you have to sell, then add a line such as, "Turn your unused equipment into cash. Consign your idle tractors and machinery to this auction! For top dollar and full advertising benefits, call . . .

Location You need to choose a good, convenient location for a farm equipment consignment auction — one that is readily accessible to those wanting to buy, and having a loading dock or area where you can load and unload machinery from trucks. You must be able to control equipment coming in and going out of the sale site. In addition, you will need a tractor with a heavy duty loader or a machinery boom.

Consignments There are two very important factors to watch for — stolen equipment and mortgaged equipment.

When you are dealing with one individual at an on-site auction of an operating farm, it is easy to check the county courthouse for liens encumbrances on one farmer's equipment and machinery. On the other hand, in a consignment auction you are dealing with many people, usually from different areas. *You must have a consignment check-in form with a disclaimer stating that the seller certifies "all equipment listed is free and clear of any and all liens and encumbrances".* The disclaimer should also be written into your basic auction contract. This will somewhat protect you should a finance or mortgage company call you two weeks later, because you sold a piece of machinery they financed and it was not paid for.

Remember that there is always a possibility of receiving stolen merchandise at a consignment auction. Though it doesn't happen often, you will be held responsible if you sell it. One way to circumvent this occurrence is to require identification of your consignors if you don't personally know them. A man with stolen merchandise will balk severely at proving who he is. Do not settle with your consignors immediately following the sale nor with cash payment. It is best to wait from ten to fifteen days following the auction for settlement to be made, and make settlements by check only. This discourages the thief who wants quick cash and no records.

Some things to watch for with consignors of possibly stolen equipment include the stranger who comes in, particularly at the last minute, and says, "I don't care what it brings, just sell it". This is especially true if it is a newer, late model piece of equipment. "Don't mail me a check, I'll stop by and pick it up later." Another phrase to be careful of is "can't you pay me in cash after the sale? I don't like checks and need the money right away."

Check-in of consignments All items must be tagged, numbered, and identified as they arrive. A good, two part NCR form is ideal for consignment checkin, and on it you can list the equipment by tag number, description, and serial number when available. Most importantly, include the owner/consignor's name, address, and telephone number. Have the owners sign these consignment forms at the time they bring the equipment to the sale site. Again, you want to ascertain that there are no liens or encumbrances on the equipment consigned. This can be done by asking the owners, then requiring them to

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certify on the consignment forms with a disclaimer stating that there are no liens or encumbrances.

At the time of consignment, ask the owners what, if anything, is wrong with the equipment and note this on the check-in forms. This will allow you to announce problems at the time of sale, and the buyers will bid accordingly. This small measure can save you many problems after the auction and prevent a dissatisfied buyer. When you unknowingly sell a piece of defective machinery, you often end up with irate buyers who want their money back. If you have announced what is wrong with an item, the buyer knows and will not argue. When you do not announce that cracked block or bad transmission because you did not know about it, then you can readily refund the buyer's money and return the defective merchandise to the consignor. This is another reason for not settling with your consignors immediately following the auction and delaying settlement for a week or so. You have to be responsible to both your buyer and the seller because today's buyer might be tomorrow's seller. You want your reputation to be such that buyers will call you when they are ready for an auction.

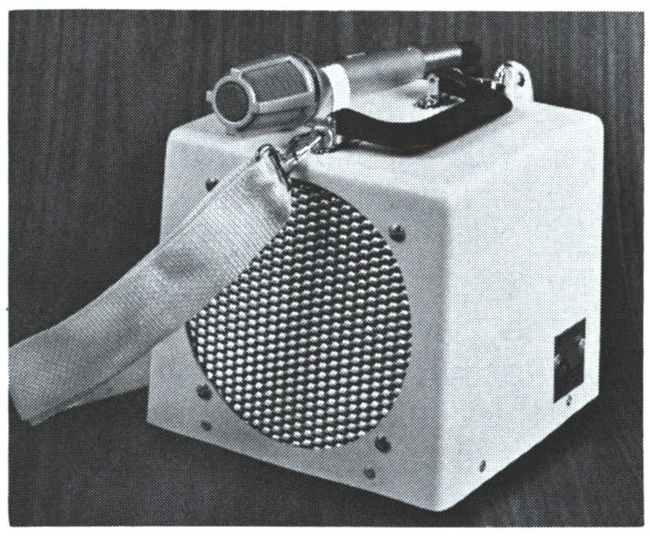
Remember also that it is important for you to be familiar with the market value of the equipment you are being asked to sell. When a consignor comes to you with machinery and tells you he has to have $2,500 for a piece of equipment that has a current market value of only $1,500, don't be afraid to tell him you can't get that kind of money for it. He will be better off leaving it at home, saving both your time and his.

There are several reference books on the value of used equipment sold at auctions. These books give both the serial numbers and auction prices. One book is the "Green Book" published by Yoder & Frey of Archbold, Ohio; another is the "Farm Blue Book" by the Hot Line, Fort Dodge, Iowa. These books can be invaluable to you when selling used equipment at auction.

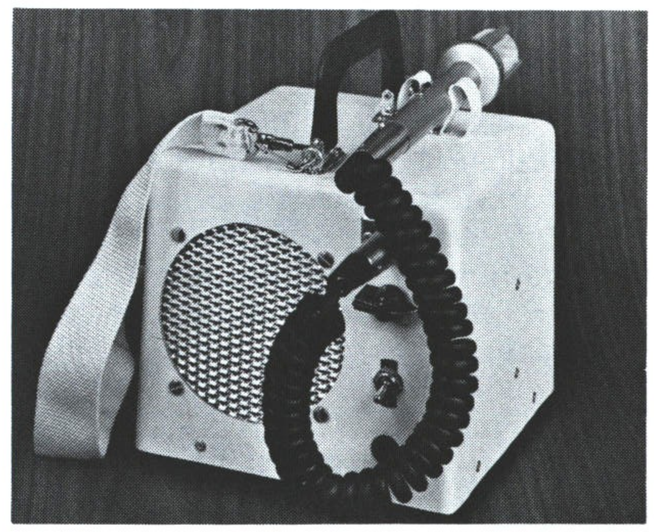
Sale day You will absolutely need a second auctioneer for the day of the auction. It seems that there are always questions and problems arising that only you can handle. Rather than disrupting the auction, the second auctioneer can take over while you settle problems that might occur. In addition, if you have an auction with alot of small, miscellaneous items as well as major equipment pieces, you need to have the second auctioneer so that one of you can continue selling minor items while the other can begin selling major pieces. Buyers get irritable and tired from waiting hours for you to get through selling one and two dollar items. When you begin an auction of this type around 10 o'clock in the morning, you should begin selling major equipment by noon or 1 o'clock.

You also need to be certain that, aside from your regular clerks and cashiers, you have enough personnel on hand to handle last minute consignments

Continued page 38



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of machinery, plus checkout and loading of equipment during the auction.

Settlement Again, while many auctioneers believe in settling with their consignors immediately following the auction, I feel it is beneficial to wait from ten to fifteen days. Not only does this give time for any checks to clear the bank, it also leaves you in control of both the money and the equipment should any problems arise from the sale of a piece of unsatisfactory merchandise. You are then able to do something when your buyer comes back and tells you the tractor he bought has a defect and you didn't announce it as such.

Consignment commissions A commission statement needs to be a part of your consignment check-in form, so that there is no misunderstanding by the seller what you are going to charge for auctioning the equipment. Make your rates high enough to cover expenses, but you may also consider a "no sale fee" for consignors, or even an "entry fee" for each lot or item to be sold at the auction.

Certainly the above factors that I have discussed are vital to the success of your consignment equipment auction, but of course, are not *all* of things you need to plan for. Don't forget to have facilities rented in plenty of time, have personnel for check-in ready about one week prior to the sale, personnel on sale day, and staff to checkout for about one week following the auction.

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Benefit auctions key to many locked doors

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

Benefit Auctions are a significant part of our auction business, and I wish to share with you the many advantages, details, and pitfalls of running a successful sale.

Why have a benefit auction? Many special and worthy organizations are seeking innovative ways to raise important money during these hard economic times. The benefit auction can be that innovative opportunity to raise cash in an exciting and new way for all members. It's also a real chance to involve *everyone* in the organization in a meaningful manner.

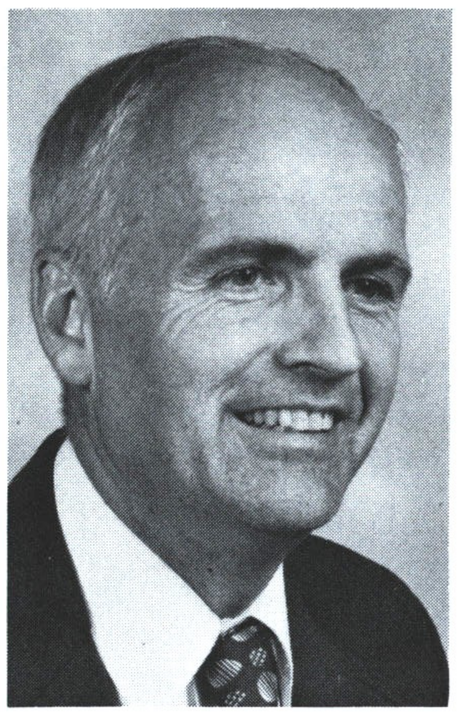
Consider specifically organizations that are constantly looking for monies to benefit the community. An example of such an organization might be a Rotary Club whose monies are given back to the community for local scholarships or special self-help projects. Let's take a look at each step in the benefit auction from its organizational stage through its completion.

Necessary planning. None of us ever plan to fail, *but we occasionally fail to plan.* This is the key to a really "successful" benefit auction. There is as much effort and detail in an $800 benefit auction as there is in a $5,000 (net) auction. Let's shoot for a realistic goal of $5,000.

When I get the call, "we are planning a benefit auction," I immediately ask the caller, "which year?". This response puts me in the driver's seat and establishes a working rapport with the organization. It is essential that the auctioneer be the leader and overall planner. I meet with at least five active members, twice, before their auction. The first meeting is usually at my office, at least four-six months prior to the event. At that time I go over a detailed, five-page booklet, entitled "A Blueprint for a Successful Benefit Auction". The second meeting is held at the auction site about 30 days before the sale.

When and where should a benefit auction be held? The Rotary Club holds its Annual Fund Raising Auction at one of the finest restaurants in our community. A mid-week night is selected, dinner is usually served at 6:30 pm, and the main event is scheduled for one hour later. *I have found that "the better the location, the better the bottom line".*

How long should the auction last and how many items are needed? Our most successful benefit auctions are the ones that last between two and three hours. Quantity has never been close to quality in importance for raising substantial money. Our more successful auctions are ones that have an offering of between 60 to 80 items. These items may be present at auction, or represented by artist's renderings of the item, displayed on giant 2' x 4' poster boards (with small attached cards ready to give to



NAA director Bob Glass was elected to the Board of Directors in 1981. He is the owner of the Robert H. Glass Auction Gallery in Central Village, Connecticut, and is active in the Connecticut, Massachusetts and Rhode Island Auctioneers Associations. The Glass firm specializes in auctioning antiques, and features the added talents of auctioneer and wife Barbara Glass, and six children, all of whom are also practicing auctioneers.

the successful bidders). The auction items should be attractively arranged in a catalogue with an attractive cover. You must remember that about 93% of the audience will be a non-auction audience, and will have to be guided in their every move. It has been our experience that as the level of "social indulgence" increases, our rate of selling decreases. We are able to sell only about 27 to 34 catalogue items per hour to a non-auction crowd, along with a sit down meal and drinks available.

What details are necessary for a successful benefit auction?

1) Lead the organizer of the benefit auction to conclude that it is essential to gather auction items of a minimum of $50.

Sample list

Refinished oak table, refinished oak ice box, roto-tiller, shop-mate, dinner for six at a quality restaurant, escape weekend at the Hyatt Regency, etc.

2) Plan (by leading your organizers) to conclude that the "event" be a fancy sit-down affair or quality buffet at a leading restaurant.

3) Publish a small catalogue, listing each item numerically to coincide with the items on display. *Be very careful that there are no prices published in the catalogue; this tends to freeze bidding.*

4) Cover tables with brilliant table covers. Have Rotary arrange display.

5) Send 50 to 100 well thought out letters to key service minded people indicating your intentions. You might include a request for quality donations or cash. With cash donations you could purchase key items and offer them at auction; for example, shrubs in the springtime or snow equipment in the late fall.

6) As the auction date nears, arrange for coverage in the area newspaper listing key personnel, unusual auction items, and other newsworthy details. Include pictures of personnel holding and discussing items. Of course, refer to "only 20 more tickets are available for the dinner auction," etc.

7) Only allow one or two items to be sold with a reserve, and then only major items. Add a note in catalogue about the reserve, but don't include reserve price.

8) See to it that each item is presented to the auctioneer on a 3"x5" card, describing the item being sold along with any special information that might help sell it.

9) The sponsoring organization could offer three "major credit cards" accepted; free trucking of major items; valet parking.

10) Be sure to guide people in understanding what items are *not appropriate* for this auction.

Special hints for a benefit auction

1) Have a separate page in the catalogue stating the auctioneer's name, address, services, and phone numbers.

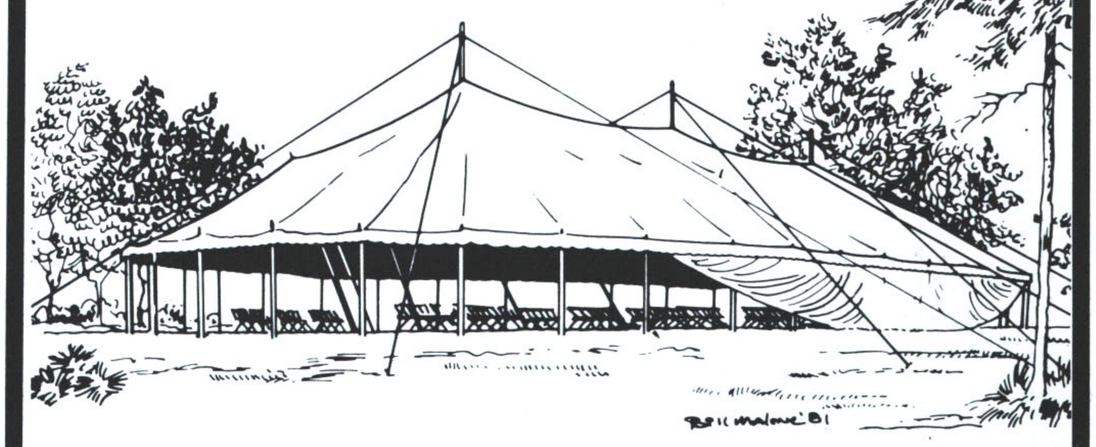
2) When admitting attendees into the restaurant, see if they will give the club back $1.00 per each charge $2.00 for a bid card.

3) When making arrangements with the restaurant, see f they wlll give the club back $1.00 per each meal ticket. If not, build in this amount for the club as part of the meal tab.

4) Be sure to take your best speaking system with you. Don't count on the house system. I usually bring two systems to cover any emergency.

Continued page 41

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New Orleans, LA	Holiday Inn—East Highrise	6324 Chef Menteur Hwy.	January 16, 17, 18
Tampa, FL	Holiday Inn—Downtown	111 W. Fortune St.	January 24, 25, 26
Miami, FL	Ramada Inn—North	16805 N.W. 12th Ave.	January 30, 31, February 1
Atlanta, GA	Holiday Inn—South	6288 Old Dixie Hwy.	February 6, 7, 8
Charleston, SC	Holiday Inn—Airport	I-26 & W. Aviation Ave.	February 13, 14, 15
Roanoke, VA	Best Western Coachman Inn	Exit 44, I-81 U.S. 220 North	February 20, 21, 22
Wash./Balt.	Holiday Inn—Laurel	Exit Wash./Balt. Pkwy. @ 198 West	February 27, 28, March 1
Hartford, CT	Ramada Inn—Wethersfield	1330 Silas Deane Hwy.	March 6, 7, 8
Boston, MA	Holiday Inn—Waltham	455 Totten Pond Rd.	March 28, 29, 30
Syracuse, NY	Syracuse Airport Inn	Hancock International Airport	April 3, 4, 5
Pittsburgh, PA	Holiday Inn—Parkway West	Rt. 22 & 30 Montour Church Rd.	April 10, 11, 12
Cleveland, OH	Holiday Inn—Airport	16501 Brookpark	April 16, 17, 18
Detroit, MI	Ramada Inn—Metro Airport	8270 Wickham Rd.	April 24, 25, 26
Columbus, OH	Howard Johnson—North	999 E. Granville Rd.	May 1, 2, 3
Des Moines, IA	Holiday Inn—North	3501 E. 14th St.	May 22, 23, 24
Minneapolis, MN	Airport Inn	7800 34th Ave. South	May 29, 30, 31
Denver, CO	Holiday Inn—East	13800 Colfax	June 5, 6, 7
Milwaukee, WI	Ramada Inn—Downtown	633 W. Michigan	June 12, 13, 14
Kansas City, MO	Ramada Inn—Independence	4141 S. Noland	June 20, 21, 22

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5) Feature the best item in the center where the people eat. A high table with a revolving light (if possible) has dramatic appeal.

6) As a boost for your first item, pass a plastic, see through salad bowl for money donations, then auction it off as a teaser!

Here is an example of what monies can be expected from a benefit auction.

Return from restaurant owner	300
Sale of bid cards	300
75 auction items, averaging $70 each	5,250
Net to the club	$5,850

Should the Auctioneer Be Paid For Benefit Auctions? This can be a real thorny subject. I personally, do not charge my own church, my own Rotary Club, and two other small organizations. I do suggest to other organizations the following plan.

If the organization benefits from our auction structure, and plans other similar events, pay us 10%. We provide all the paperwork, a staff of three, and of course, are guests of the sponsoring organization.

How does a benefit auction unlock many doors?

1) You will create immediate appeal by your mere presence, (in neat, business attire), presenting the "auction concept".

2) By having available upcoming auction brochures, and other brochures showing your services and specialties, you will be alerting those present to the benefits of selling at auction.

3) Check with the leader of the organization to obtain a list of attendees and addresses. A thank you note, along with a list of your services, will generate some business.

4) Simple announcements during the auction, alerting the present audience of your willingness to work on other benefit auctions, will pay real dividends.

I would be pleased to send our complimentary booklet on benefit auctions, to guide you in "professionally presenting" your benefit auction. You may "open many locked doors" also. Write to: Robert H. Glass, auctioneer, Route 12, P.O. Box 237, Central Village, CT 06332, phone 203-564-7318.

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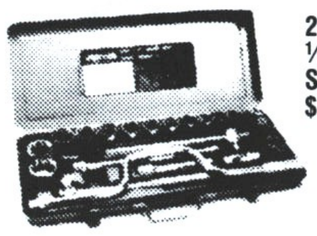
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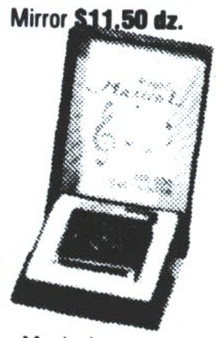
SUNGLASSES



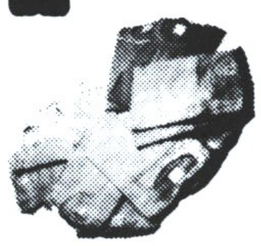
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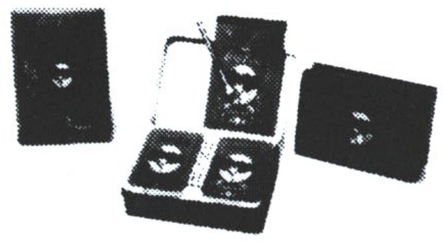
LCD Men's 5-Func. Twist band watch $4.50 ea.



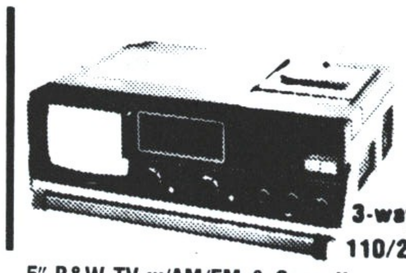
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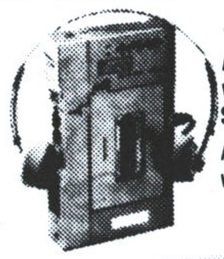


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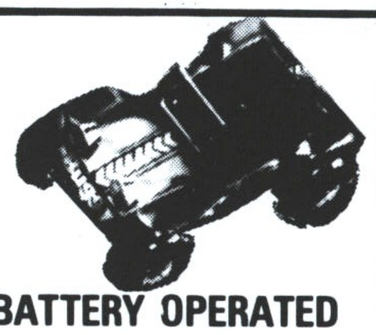


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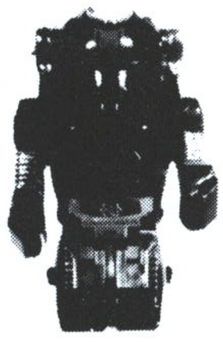
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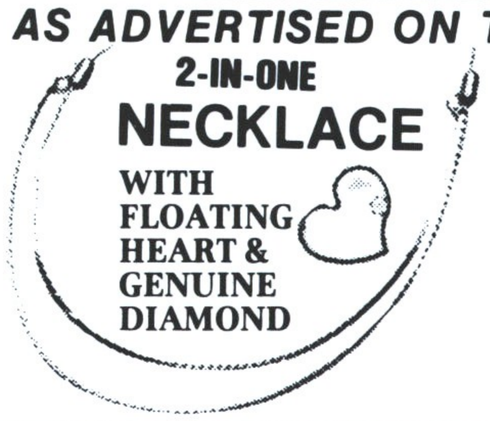


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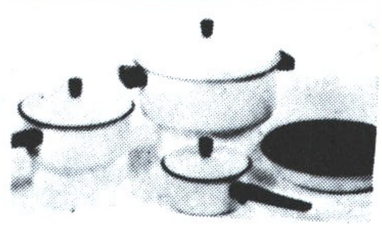
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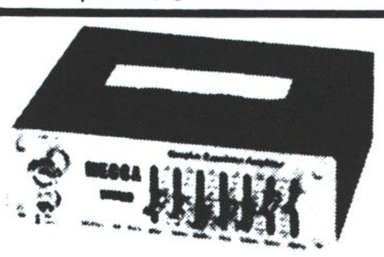
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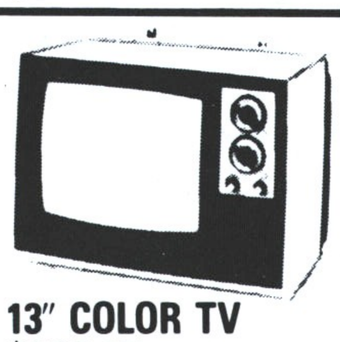
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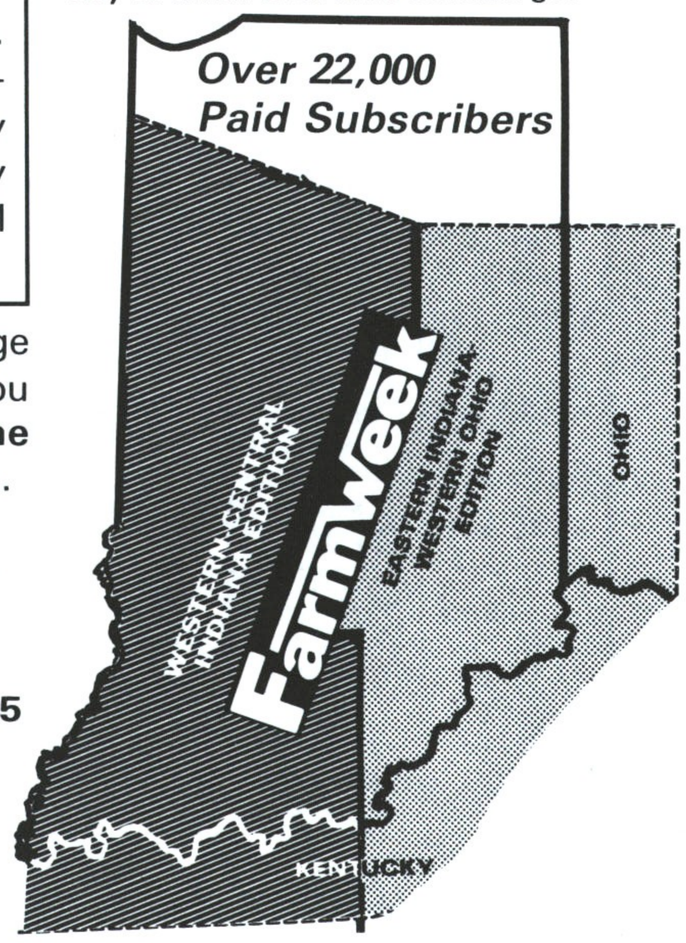
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Pat Lambright, director
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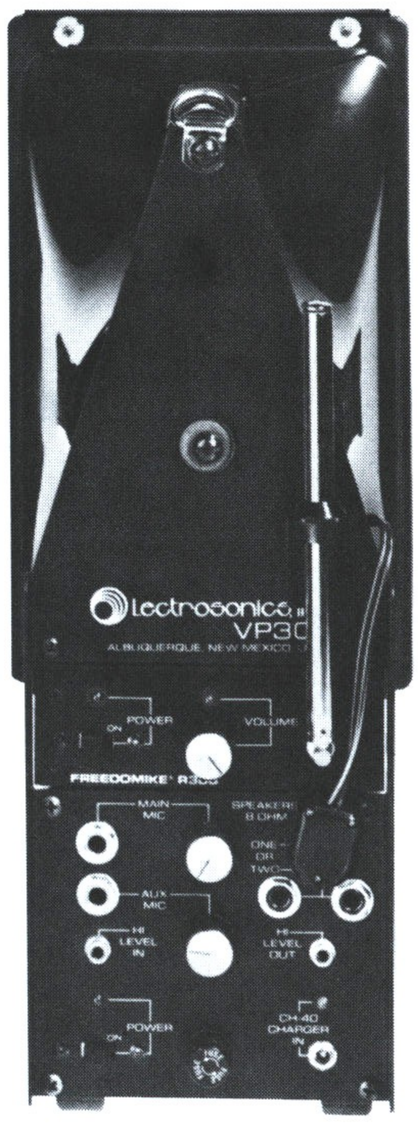
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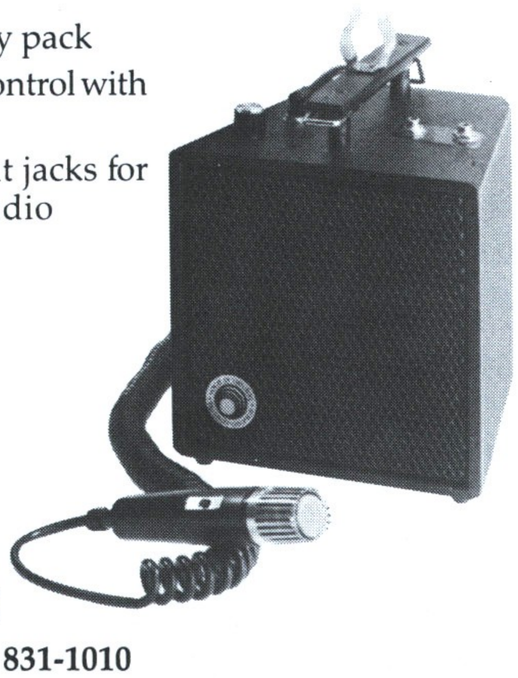
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Auction school profile: Missouri Auction School

Located in the top floor of the Livestock Exchange Building in Kansas City, the Missouri Auction School trains auctioneers under the direction of NAA member **Richard W. "Dick" Dewees**. The school gives students the basics in real estate auctioneering, livestock, antiques, business liquidations, and estate sales. According to their recent survey, 91% of the Missouri Auction School's students attend because of recommendations from other auctioneers. Other students attend in response to newspaper and magazine advertising.

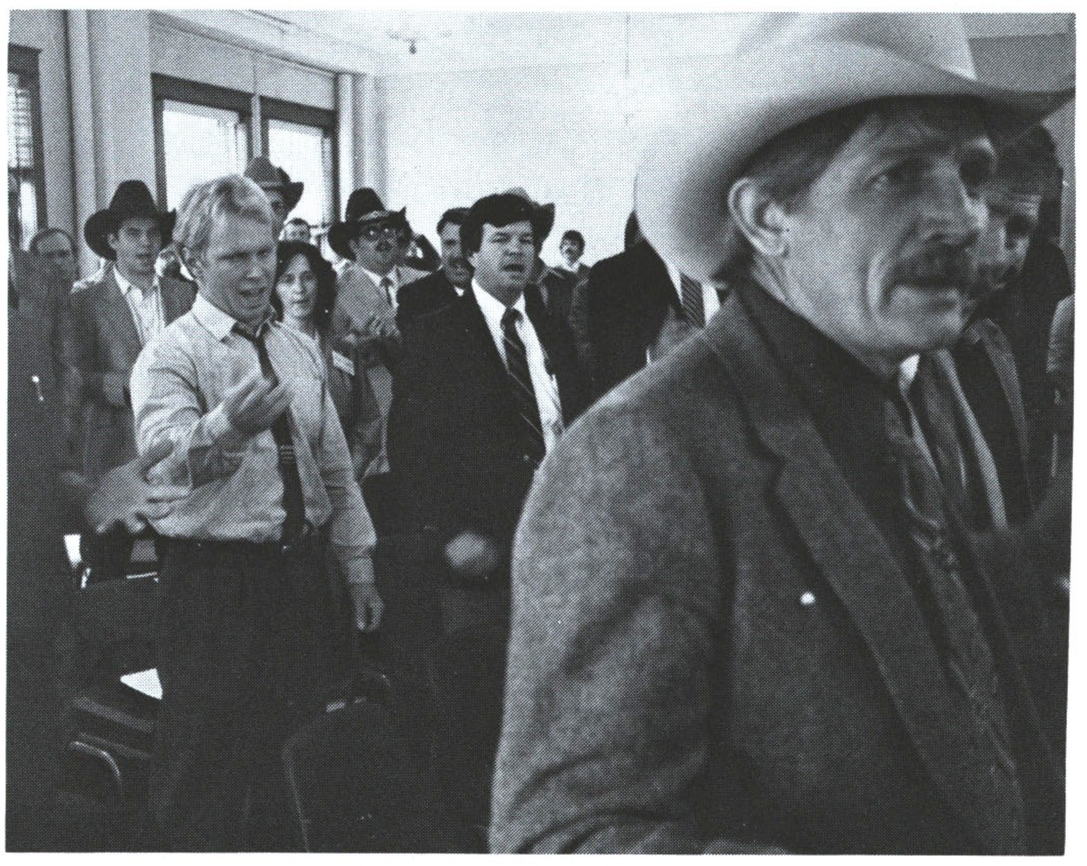
Requirements for graduation from Missouri Auction School include: successful completion of 85 hours of class time; selling at actual auctions held most every evening after the first night and on Saturday and Sunday afternoons; a demonstration exam on filling out a contract, closing a sale and making final settlement; an oral exam on opening an auction, selling the first lot and closing the sale; and a written examination that is a review of all lessons. School president Dewees explained to THE AUCTIONEER that the school's program assures a competent auctioneer "with the basic training to handle a small auction or be the second auctioneer on a sale. As a result, the graduate will sell another auction and another, then will have the experience to do a better job. It takes *both* training and experience to be a *great* auctioneer, not just auction school."

Classes in recent years have increased in size, with the average student attending in the winter being 32 years old, average student age during summer sessions, 27 years old. Over a 20 year period Dewees noted that more auction students are coming to the school with more years of formal education, and also more women students. Out of 100 students 20 years ago, perhaps only two would have been female. Now, in a class of 150, more than 10% are apt to be women.

According to Dick Dewees, the auction profession has a "great future, absolutely great. There are more auctions today than ever before, and clients are looking for truly professional auctioneers. They want people who will manage a good sale, and I think that anyone who goes in the auction business, and really works at it, has an excellent future." Missouri Auction School's future also looks good, having grown consistently over the past several decades.



SCHOOL PRESIDENT and NAA member, Dick Dewees, with student Andrea King.



MISSOURI AUCTION SCHOOL students during bid calling sessions.

Employment for graduates of the school is through another, established auctioneer, or the students going into business for themselves with small auctions, or charity sales. Plus each class has about 30 real estate brokers attending who return home to sell real estate by auction.

The strongest selling point of the Missouri Auction School program is two-fold, facilities and public auction experience. Located in the Kansas City Stockyards, the school has access to a 500 seat livestock auction arena, plus lecture hall and 12 small classrooms. Also, students actually sell at public auction during a school session — local consignment auctions, estate sales, and coin auctions. The student participatory auctions are arranged through

Continued page 48

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NAA MEMBER Billy Long, Springfield, Missouri, instructing.





STUDENTS AND STAFF. Top, Todd Porch with secretary, Judy Klepac. Above, from left, students William John Warren, Franklin Crumpler, and secretary, Dorothy McGlothlin.

former graduates from Missouri Auction School, as well as auctions booked by school instructors.

Dewees looks for instructors who are successful auctioneers and want to teach for sake of teaching. "I want someone who is unselfish to the point of telling students everything he or she knows," explained Dewees. "I want Missouri Auction School instructors to share everything with students except their mailing list."

Missouri faculty varied, experienced

NAA member **Billy Long**. Springfield, Missouri, has only instructed the "general auctioneering and starting in the auction business" course at Missouri Auction School for a year and a half, but brings to the session knowledge and auction success. Long is a real estate broker who handles many real estate auctions as well as estate sales, antiques, and business liquidations. In his late twenties, students relate to Billy Long's success path, working with another auctioneer after auction school, then going into business for himself.

Occasionally, teaching auction school conflicts with Long's auction schedule, but normally his auction business allows for his week to teach. "I love the auction business, love teaching it, and just being around it," said Long. "Teaching is kind of a working vacation and a break."

Long has noticed that students have changed since his first class, they're more "serious" about learning the auction business. He finds more students are easier to work with because of their motivation, and they want to be helped and taught. He assures himself of a competent, qualified Missouri graduate by doing everything in his power to give individual students the personal attention they need to learn to their greatest potential. Long finds himself "constantly teaching the auction business," during his class as well as between classes and after school. He also tries to impress students with the idea that they are not going home to take away the business from established auctioneers, but rather to educate the public in selling with the auction method rather than privately.

How has teaching at auction school been good for business back home in Springfield? Billy Long explained that Missouri Auction School has a good reputation nationwide, and that it has never hurt his business to tell a client "I'll have to schedule it another week because I'm teaching. You do get people who know of you that way." However, Long is still learning himself, from discussion with other Missouri instructors from around the nation.



MISSOURI AUCTION SCHOOL, December, 1982 class.

Students from auction backgrounds

THE AUCTIONEER interviewed three Missouri Auction School students during the December, 1982, term. Two of the students came from auction backgrounds, and the third from the restaurant business.

Andy Billig, 23, Baltimore, Maryland, graduated with a business degree from the University of Maryland at College Park. However, he comes from a strong auction background. His grandfather, NAA member **A. J. Billig,** started the family auction business in 1918 and still comes to work every day at age 83. Brother, **Daniel Billig** is also an NAA member. Andy will return home to become part of the expanding family auction company.

Andrea King, 33, operated two restaurants before attending auction school. She will return to Dallas, Texas, to work in an auction gallery, and will do charity auctions to sharpen her auctioneering skills.

William John "Bill" Warren, 50, Aurora, Colorado, was in real estate and auctioneering in England before bringing his family to the United States. He will return to Colorado to work for an established auction firm. Both King and Warren were referred to Missouri Auction School by members of the school staff who are also NAA members.

When THE AUCTIONEER visited Missouri Auction School in December, 1982, the class consisted of 157 students from 31 states, two students from Canada and one from England. In the class were 13 women. Future sessions at the school are June 20-July 1, and August 8-19.

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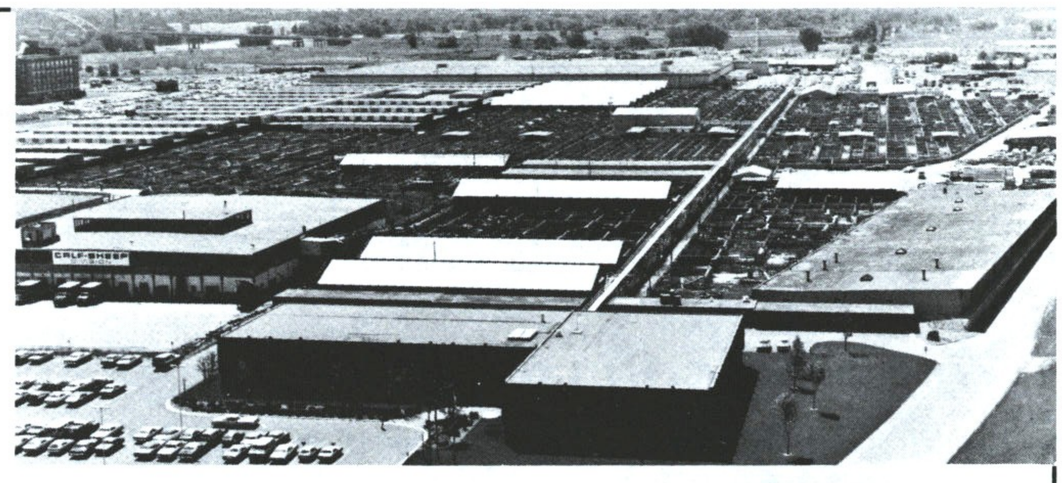
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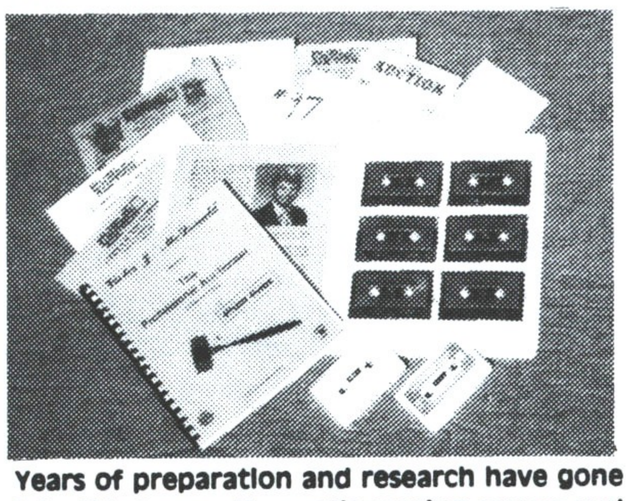
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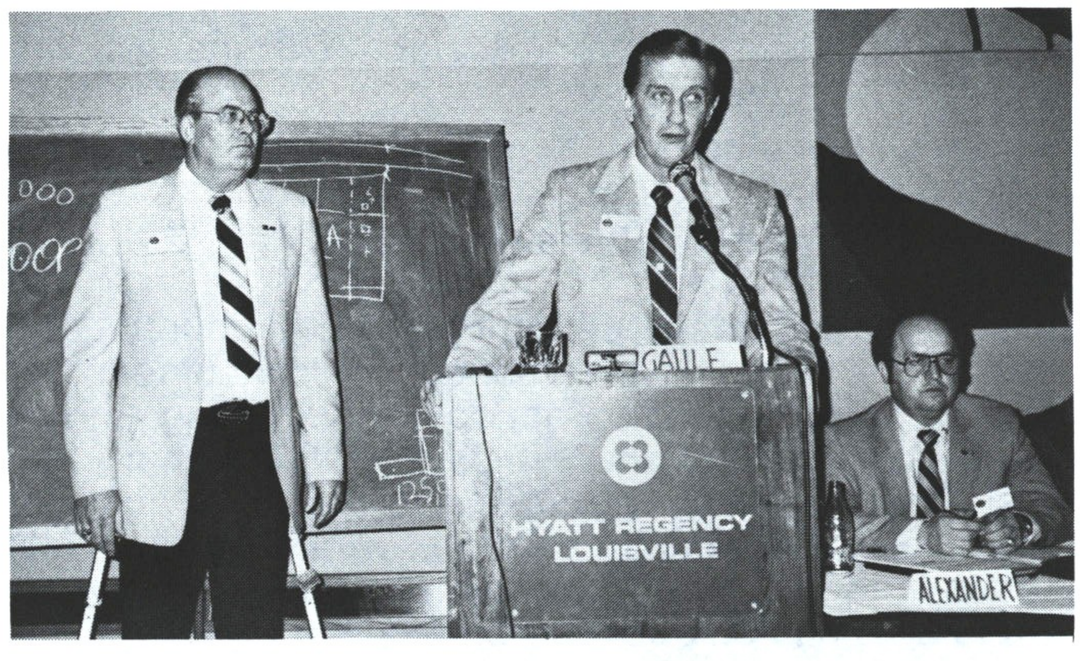
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Real Estate at Auction

Market trends and problems, Louisville instructors interviewed

How can real estate auctioneers succeed until the recession ends, and the real estate market gets better? To help answer that question, THE AUCTIONEER interviewed the instructors from the January, Real Estate At Auction Seminar in Louisville, Kentucky. The following interviews discuss: the three greatest obstacles to overcome in a real estate transaction; present market trends; market changes in 1983; and how auctioneers can counteract unfavorable publicity because of forced real etsate sales.



SEMINAR CHAIRMAN, NAA president-elect Bill Gaule at the microphone during panel discussion. Standing at right, NAA president Rex Newcom.



FULL HOUSE — The NAA Real Estate at Auction Seminar in Louisville was fully registered weeks before the January event began.

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"What are the three greatest obstacles to overcome in a real estate at auction transaction?"

Thomas R. Hunt, listing, advertising and conducting the real estate auction: I would like to emphasize these three problem areas. 1) It is often difficult to satisfy everyone involved in a real estate auction in which the real estate is highly mortgaged. In many cases the mortgage is in excess of the current value. The lending institution may refuse at this point to absorb any loss and sellers may not be financially capable of reimbursing the lending institution for any deficiencies. However, allowing the property to be sold by the sheriff or master commissioner, without the services of a professional auc-

Continued page 54

tioneer, results in everyone losing. Too many times that's what happens.

2) Convincing potential sellers to be realistic about value and getting prospects to understand the full advantage of selling now versus later is a difficult matter.

3) The economic conditions of our country and around the world have lessened the consumer's interest in purchasing practically everything. Real estate is no exception. We find that obtaining enthusiastic qualified purchasers is more difficult to find. However, usually through a progressive approach and effectively merchandising the property, purchasers can still be found.



D. KIM ELLIS, seminar instructor, appraising real estate for sale at auction.

Ken Byrd, listing, advertising and conducting the real estate auction: Here are three concerns that I see, but let's also consider some solutions. 1) Cost to seller, should property not sell. First, we like to know what the price range the seller is expecting to receive for the property. If we feel that price is much more than the property will sell for, we recommend that it not be auctioned. Should the seller be realistic in what he or she expects the property to bring, then we are more comfortable in assuring them that the chances of a "no sale" are small.

2) Sellers' willingness to accept the fact that real property values in many cases, are lower than 2-3 years ago. Again, we must encourage our sellers to be realistic in what they feel their property is worth on today's market. The auctioneer should do the necessary research to have a fairly good idea of the property's market value. Tell the sellers if they are too high in their opinion of property value, and be prepared to back up your own figures.

3) For the past three years, the availability of loans at a decent rate has obviously been an obstacle in the real estate auctions. The auctioneer has many responsibilities in promoting and conducting an auction. One responsibility should be arranging good seller financing or working with local lenders on an attractive loan package for the property. This should be done before the auctioneer starts advertising the sale.

D. Kim Ellis, appraising real estate for sale at auction: I would say that the first problem is the



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(Photo taken Nov. 1978)

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less than positive conception that the public has of an auction necessarily being a distressed sale or liquidation. A second obstacle is that some in the market may believe that an auction does not provide equal exposure to possible buyers, when compared to private listing. I would say that some buyers are perhaps shy or fearful of participating in public purchase. They may simply not want everybody to know the procedure they went through to buy the property.

Thomas E. "Ted" Tobin, real estate law: One concern would be the acceptance by the public of a sale at auction, especially where there is a reserve price; the perception by the public that an auction might not create as much of a bargain as they would think.

Another problem could be just the idea of introducing something different other than the usual owner/broker/buyer relationship. Price is now determined by the event of the auction rather than the give and take between buyer and owner through the broker.

A third obstacle would be the acceptance by brokers and attorneys of the use of an auction as the determiner of price. They must be made aware of how mechanically you would take the transaction from the bid process through the final closing.

Richard T. Kiko, clerking, cashiering, and closing the real estate auction — manual method: Well, number one obstacle would probably be buyer's acceptance, and the seller having confidence in the buyers. Number two would be getting the confidence of the seller to sign a property to sell at absolute auction. Probably number three is to coordinate these two concerns, put them together, and make them turn into something satisfactory for both seller and buyer.

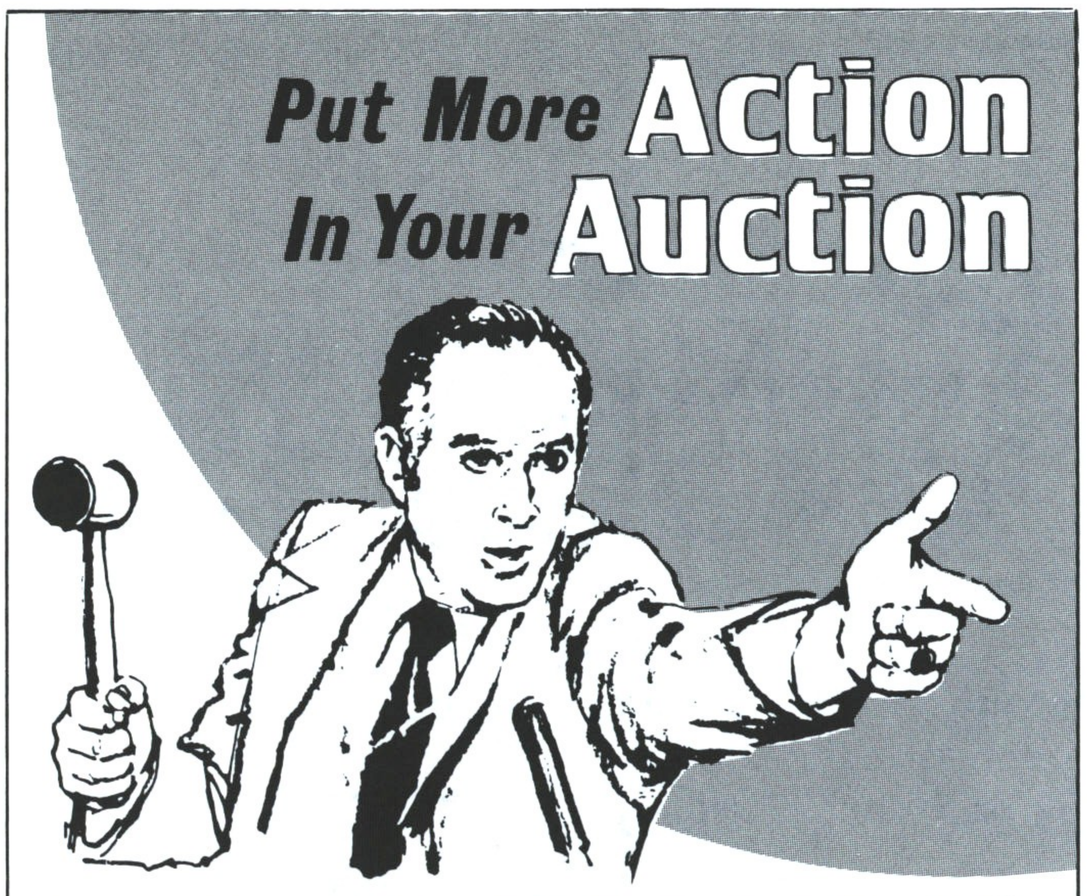


THOMAS R. HUNT, seminar instructor, listing, advertising, and conducting the real estate auction.

J. Greg Ruthven, clerking, cashiering, and closing the real estate auction — computer method: Three greatest obstacles as far as selling real estate? One is your closing techniques and how you use all the questions and answers. You *use* questions to help you close. I can remember back when I was selling condominiums, that you have to get that head of the buyer actually nodding, by asking "yes" and "no" questions plus asking questions that demand a response. This is one of the best ways to actually close on a buyer.

Of course, one of the major obstacles as far as closing on buyers is financing, that is the *most* im-

Continued page 56



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portant key as far as I'm concerned in selling real estate. But if the financing is available, and the buyer can be qualified in today's market, almost always your owner is going to have to take back some secondary financing.

Bill Gaule, seminar chairman: The three biggest obstacles for real estate at auction are properly motivated sellers; property that is reasonably priced so that you have the opportunity to merchandise it at fair market value; and sellers who owe more than the property is worth.

"What is the present market trend in your area?"

Hunt, planning/conducting the real estate auction: We have been extremely fortunate in Bowling Green, Kentucky, to have a relatively strong economy, resulting in little change in values of properties having good and excellent locations. However, when considering property values in areas 10-15 miles or more from downtown Bowling Green, (Kentucky), prices can be reduced 10%-30% depending on location and topography of the land.

Byrd, planning/conducting the real estate auction: With the recent downturn in interest rates, real estate values are stablizing, and buyers' confidence is improving. Investors are becoming more interested in real property again.

Ellis, appraising real estate for auction: My area is Cleveland and northeast Ohio, where industrial property is having a serious time holding its own, although I would say it is approaching stable. I haven't seen serious decline. Residential property is showing stable to minor improvement as the price of mortgage is coming down.

Apartments seem to be strong, but growing interest on the part of buyers for apartments and offices is leveling off. Offices used to be quite strong, but now we are getting into a surplus supply of space, particularly in the Class A or the very good downtown space. However, I can't say that office properties are actually declining in value.

Commercial property, depending on location, and retailing commercial property has variations in value, with some of the weaker locations suffering and probably declining in value.

Tobin, real estate law: Well, the market is very soft in Indianapolis, and there is very little new construction — very little multi-family, and almost no small commercial. About the only thing that is being built is large commercial, and that is spotty, and only when you have major insurance companies involved in the funding.

The residential market has been stimulated in the last 90 days by the availability of FHA insured or



ROLE PLAY DEMONSTRATION — Instructor Hunt called on the services of two other Kentucky auctioneers, Ron Kirby and Ken Byrd, to assist in his seminar session. Immediately after, the auctioneers performed a "role play" demonstration portraying an auctioneer convincing a client to sell at auction. From left, Chuck Layne, Franklin, Kentucky, Ron Kirby, Franklin, Thomas Hunt and Ken Byrd, both from Bowling Green.

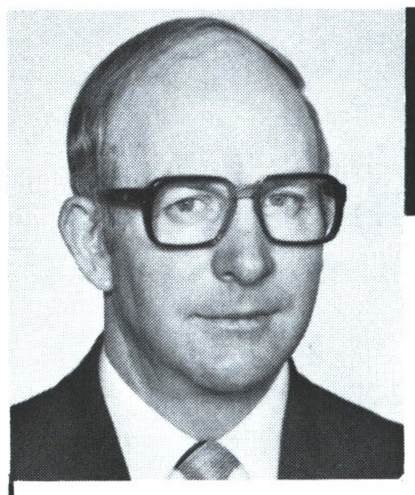
guaranteed mortgage financing. As a consequence, there has been a flurry of refinancing of situations where buyers bought on contract, have those contracts now coming due with balloon payoffs, and are running literally to find FHA insured mortgage financing. But obviously that involves prices in the $75-90,000 range. Above $90,000 down the market is just terrible.

Kiko, clerking — manual method: As far as what market values are (Canton, Ohio) the general trend "rule of thumb" is on the average property is probably off 25% compared to what it was two years ago or two and a half years ago. Along with that, it is kind of like the prices of stock or anything else. Supply and demand dictate what the market is. It is what you can make people pay on an average.

Ruthven, clerking — computer method: The trend in Lakeland, Florida, is looking better. The financing is getting so much better. I just recently bought a quadplex and got 12% financing at a fixed rate for 30 years. Six months ago, I didn't think we would see any fixed rate mortgages for 30 years, I thought all we would see would be the renegotiable rate mortgages. I think the financing and interest rates are going down.

Gaule, seminar chairman: In my particular area (Chatham, Illinois) farmland has been up since January 1, with demand much stronger than last year.

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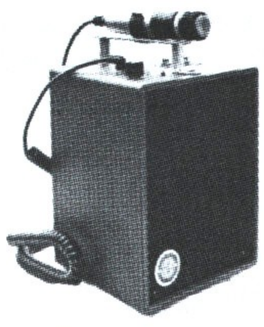
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"How do you see the real estate market changing in 1983?"

Hunt, planning/conducting the real estate auction: In 1983, I feel we will see a slowly improving economy resulting in improved confidence in the auction method. Better attitudes will slowly allow buyers to renew interest in purchasing all goods and services.

Byrd, planning/conducting the real estate auction: The next six months would be a good time for the real estate auctioneer to line up some investors to bid on properties. If rates will remain 12% or lower, I believe we will see real estate values start to move back up over the next 12-18 months.

Ellis, appraising real estate: I think that the market will show minor improvement in activity because of improved availability of money. Although, I don't want to say that I expect a spectacular change.

Mortgage interest rates have come down and some activity has picked up, but I think we could see a stop in this improving trend if the supply of money again dries up.

Tobin, real estate law: I think the market is going to remain very soft, inasmuch as there is so much uncertainty as to the level of government borrowing. Quite frankly there is still a strong undercurrent and feeling that because of government debt, interest rates are going to go back up.

The consensus at least in our market (Indianapolis) would indicate that any drop in interest rates is more or less temporary. I can see it in people's attitudes for poor investments; I can see it in people holding off. Also, I find an awful lot of caution on the part of lenders, right now, about making loans, especially when they feel that rates may go up again.

Kiko, clerking — manual method: I think that what we have now is probably what we are going to have for awhile. I see interest rates coming down a little bit. I think they will come down some more, but the shock of the whole thing is going to keep what we have now; probably what we are going to have for several years. I don't see any big indicators going to make a quick turn around, bringing the property values back or giving the economy a quick boost.

Ruthven, clerking — computer method: I think the changes you will see are going to be primarily in financing. The savings and loans are coming out with so many new different types of mortgages.

Continued page 60

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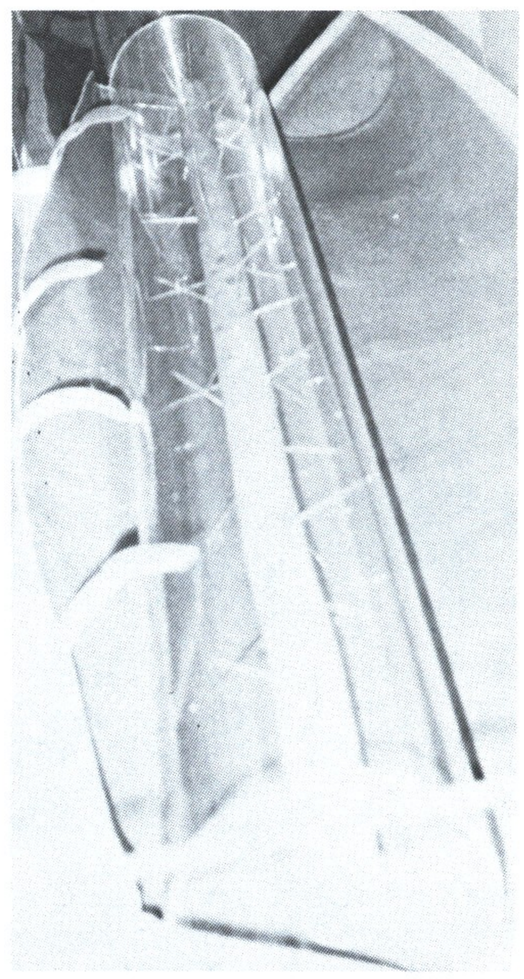
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They named the sculpture at the Hyatt Regency-Louisville

Somewhere there's a sculptor (name misplaced) who produced "Untitled", which was on display in the Hyatt Regency-Louisville hallway outside the NAA seminar meeting room. However, he'll never know the artistic creativity of NAA members.

Seminar registrants were asked to title the sculpture ("name the thing"), and the work's new titles were read during an afternoon seminar break. The winners? "My kidney stone when I passed it" and "When Preparation H won't do". To experience the full artistic effect, glance often at the picture while reading the rest of the "titles".

A ratting comb for women's hair.
Buffalo weaner. (Strap pole on baby buffalo's head, and he's instantly weaned from the mother buffalo.)
Marshmallow roaster.
Industrial pine cone.
Christmas tree with carrying case, under glass.
A modified back scratcher.
MOTIVATOR. (This tool can change a bid spotter to a bid salesman!)
Olive holder for Texas martini.
Cigarette display for local manufacturing company of cigarettes.
The reel from a wool carding mill.
Port-a-nail bed. (Developed by a Guru who ran a traveling side show. Found traditional bed of nails too cumbersome. Developed this system, complete with carrying case. When a crowd gathers, simply place mechanism on ground; place back next to nails and roll body over it, showing high pain threshhold because of elevated mind level due to extensive meditation. The plastic case protects handler from sharp needles and also is useful when collecting donations during the demonstration.)
Early hemroidal scalpel.
Ron Kirby's "yes you will" torture stick.



"UNTITLED" until NAA members arrived for seminaf.

(NOTE: Seminar instructor, Ron Kirby, told the story of a ringman who shouted "yes you will" when the bidding started.)

Out on a limb in a prickly situation.
Bidding prompter.
A "get serious" spanking stick!
Bannister sliding retarder.
Petrified porcupine.
Oriental torture stick.
"You name it!"
"Rolling Pin", used for picking up marshmallows that fall on the ground at weiner roast.
Toothbrush for the "Jolly Green Giant".
Tennessee back scratcher.
Hot dog holder.
Painful memories.
Roll your own.
An engineer's concept in developing the first rotary hoe.
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Popcorn dryer.
Imitation Christmas tree, a-la-nude!

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Gaule, seminar chairman: This year I see a much better real estate market for the auction business. I think there will be opportunities to sell this year that last year would have been very difficult.



CAI PRESIDENT-ELECT, "Bus" Retmier, addressed the seminar registrants about the upcoming CAI course in April. At his left is the "general concerns about real estate auctions" panel assembled by seminar chairman, NAA president-elect Bill Gaule. Panel members were: Marvin Alexander, Nelson Aumann, Hack Ayers, Carlus Gay, John Horton, Richard Lobb, Gary Ryther, and Ed Vierheller.



RICHARD KIKO, seminar instructor, at microphone; also J. GREGG RUTHVEN, standing far left with Bill Gaule. Both instructors covered clerking, cashiering, and closing the real estate auction, but Kiko discussed a manual method, and Ruthven the computer method.

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"How can the auction profession counteract unfavorable publicity because of forced real estate auctions?"

Hunt, planning/conducting the real estate auction: I'm not aware of anyone condemning or blaming auctioneers for the numerous forced sales. The lending insitutions have caught most of the flack for this. However, we as auctioneers should be careful to approach all potential forced sales in a professional manner, to insure fairness to all parties involved. Auctioneers are the problem *solvers* and did not create this dilemma.

Byrd, planning/conducting the real estate auction: We as auctioneers should gain the confidence of the local lenders, master commissioners, and attorneys, then be prepared to provide professional service in the dispersal of these "force-out" sales.

We should remember to show respect for the sellers in these situations. Many of the cases involve good hard working people who have fallen victim to high interest and a stressful economy. Show these folks you are concerned about their situation, and they will look favorably on the auctioneer's role in the sale.

Ellis , appraising real estate: I would say to publicize the sales that are not forced. Try to make your potential clients aware of auction sales that are typical, open market practices where the seller can restrict his sale to a minimum price. Show people what other services auctioneers provide other than distress sales.

Tobin, real estate law: First of all, the auction industry should do everything it can to disassociate the sale at auction from the attitude that auctions only occur when you have a distress seller or foreclosure instance. This would require a substantial amount of positive education — contacting newspaper real estate editors, spending enough time to thoroughly educate them, get exposure in real estate editions, real estate publications, etc. That would promote the positive aspect, the positive results, and the potential of real estate auction sales.

I think there is a fairly wide acceptance of personal property auction sales. But again, it is more often thought of in connection with descendent's estates having to sell because of their need to raise cash. They do not realize that in most instances you generate more net proceeds for the estate with an auction than you would any other way. The same thing has to be done for real estate. Also, I think the real estate industry has to be educated that the pro-

Continued page 62

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★ *School is run by Truman (T.P.) Kongslie who has been an auctioneer and Rodeo Announcer for 22 years, named Rodeo Announcer of the Year for 7 years, State Champion Auctioneer 3 times, and has been an instructor in an auction college for 6 years.*

WRITE: RIVER BASIN AUCTION SCHOOL
Route #2 Bismarck, North Dakota 58501
OR CALL 701-258-1920

fessional auctioneer has enough ability and knowledge to work side by side with brokers. They are very ignorant about the sale of real estate at auctions.

Finally, I think you have to educate the lawyers, lenders, title insurance companies, etc., that the auction method is a very positive process, and truly should result in the determination of firm market value.

Kiko, clerking — manual method: I like to think of auction as a first resort of sales, and in some areas it is. However, most area people think of it as a last resort sale. But because the auction method is the primary method that many properties are actually getting sold. It is the thing that is actually causing sales to happen in a slow market.

Auction has always been there. It is probably more obvious now because the news media likes to find somebody who is down and out and play it up. Usually auctioneers are involved because they are making something happen. Making it sell, whatever the market is, but the auction profession is getting some of the blame for bad times.

To counteract all this, I guess we have to be alert. I had several papers contact us wanting to do a depression-type story on John Doe's going out of business, having all kinds of problems, etc. He told the paper that we weren't interested in that type of story, because it wasn't good for the auction business, and that they were advertising somebody's plight. Auctioneers are going to have to watch those things and try to create the right image rather than let the wrong image create itself. I think that we are going through an opportune time for auctioneers, as long as they are cautious and watch their step.

Gaule, seminar chairman: Make your auction successes known through press releases, charity auctions, and in your advertising. That can help counteract any unfavorable publicity that the auction method is getting because of bad economic times.

I encountered a situation myself recently in which a television producer wanted me to "sell out" a young farm family because of a distressed financial situation. He wanted the furniture in the front yard, farm machinery out to sell, and the owner explaining why he failed in farming and how bad things were.

I asked the TV guy what role the auctioneer was supposed to play, and he said that I was there to express sympathy for the farmer I was selling out. "Of course, I told the producer I wouldn't have anything to do with the program.

"In conclusion . . ."

Hunt, planning/conducting the real estate auction: In my presentation at the January NAA seminar in Louisville, the basis for my discussion was the importance of integrity among auctioneers. We need to diligently pursue a professional attitude toward becoming a conscientious and friendly auctioneer, projecting an image of confidence, experience, patience, and knowledge.

If we are totally committed to work, and honestly pursue the course of direction that is in the best interest of our prospects, believe and practice the Golden Rule, we will contribute greatly to society and thrive as auctioneers.

Byrd, planning/conducting the real estate auction: During good *or* bad economic times, we have a service that is always available. When conducting an auction, in many cases, we are responsible for a large percentage of our client's life savings, and we should work accordingly. The auction profession is a "high calling", and we each have a responsibility to keep it as such.

Ellis, appraising real estate: I would like to reemphasize what I have already said. Auctioneers need to make sure that the public understands that auctioneers handle all types of sales. That is, a fully recognized legitimate sale, if you will, not just distress sales. It's certainly a process of just educating the public.

Tobin, real estate law: Every business or profession can stand improvement, and judging from feedback that I get, there is still a feeling that in many instances the auctioneers are not as accepted as they feel that they should be. One way that you gain acceptance is through hard work — providing

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THOMAS E. "TED" TOBIN, seminar instructor, real estate law as it affects real estate auctions



quality services, and simply proving through your own performance and example that you are indeed qualified and competent.

Also, if you can gain a reputation for continuing education and reputation for constantly upgrading yourselves, this soon becomes apparent to those you are going to be working with. These kinds of things should result in more favorable acceptance.

Kiko, clerking — manual method: There is more opportunity for auction today because there are an awful lot of people riding the fence of indecision, both buyers and sellers. Auctioneers can make things happen and cause people to get off the fence of indecision, even though the market is 25% off. That is what is happening, that is the reality of the times.

Whether you are in the absolute auction, or the reserve auction business, there is a place for court ordered sales, and some of the judicial type sales. But now is also a good opportunity to make the absolute auction concept to take hold. There are more occasions and opportunities today than what there has ever been, in my book.

Continued page 64

ERRORS & OMISSIONS INSURANCE REPRESENTATIVE, Rennie Walt, at table, was introduced by NAA executive vice president Harvey McCray.

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The midwest knows where to look for auction news . . . the Chicago Tribune. We carry over 90% of all auction ads running in Chicago papers.

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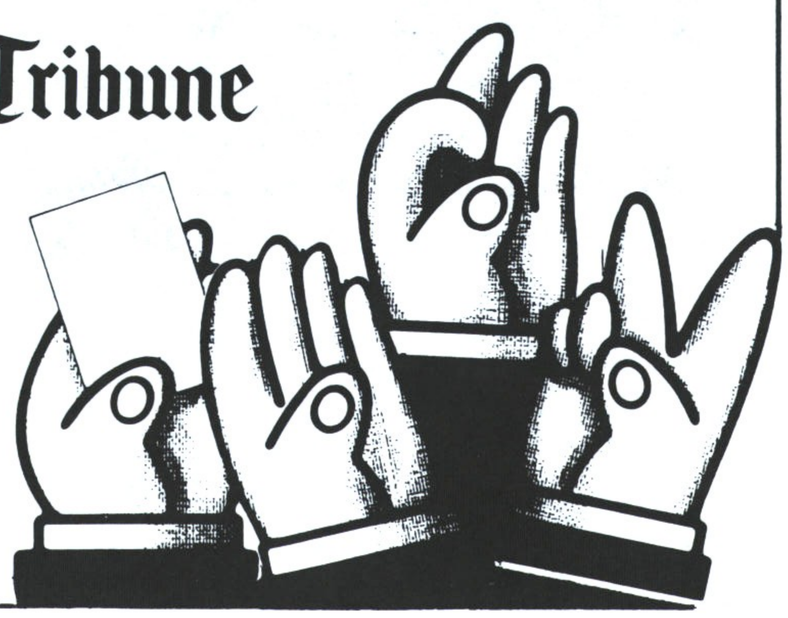
San Francisco: James Stanley
(415) 421-7946.

Los Angeles: Don Sharkey
(213) 933-8437

Detroit: Vincent Walker
(313) 569-0464.

Dallas: Thomas Stansfield
(214) 363-5044.

Chicago Tribune



Ruthven, clerking — computer method: Of course, my major concern is that auctioneers don't get burned in buying computer systems. I see it everyday. Auctioneers are actually calling me up, people who have spent $5,000-$10,000 and haven't got what they paid for. The kind of thing is going to hurt the auction business as much as bad public relations.

Gaule, seminar chairman: Well, I think that the auction business only touches the tip of the iceberg in real estate. We have the greatest marketing technique in the world if it is handled correctly, and you have properly motivated buyers. If it is professionally and with great credibility, I think that real estate at auction is the very finest way to merchandise at the very highest fair market price.

I encourage all auctioneers to become professional in the selling of real estate by education.

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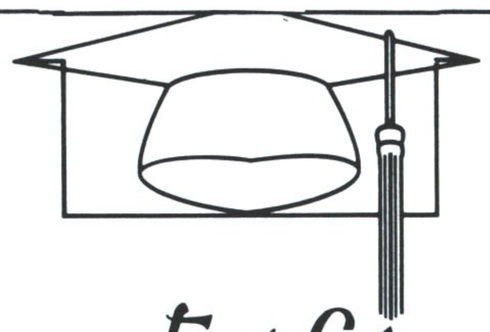
State association reports

Silver Anniversary noted

The 25th, Silver Anniversary Annual Convention of the Virginia Auctioneers Association was held January 7-9 at the Sheraton Inn, Salem.

A seminar on the upcoming licensing law was conducted Friday afternoon. Panel members were: Senator Onico Barker; George Fuller, executive director, North Carolina Auctioneer Licensing Board; and Vincent Kopek, CAI, VAA president. A very active and informative panel and floor discussion was conducted.

J. G. Sheets and Sons sponsored a very well attended Early Bird Social. Saturday's activities began with a Board of Directors meeting, which was followed by the President's Luncheon. Delegate Steven Agee welcomed those in attendance to the Roanoke Valley, "Star City of the South". The afternoon session included seminars on: "Computers" by Mark Singer, Auctioneer Business Computer System; "Legal Aspects of Auctioneering" by Roy V. Creasy, attorney; "Modern Techniques of Selling at Auction" by Bill Gaule, CAI, NAA president-elect; and "Bid



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State Association Conventions — Dates and Locations

Convention Dates	State association	Hotel/motel and city	Convention chairman or state association secretary
March 11-13	Kansas	Red Coach Inn, McPherson	Rex Newcom
March 20	Illinois	Clock Tower Inn, Rockford	Harlan Henderson
April 10	Iowa	Airport Hilton Inn, Des Moines	Margaret Bloomer
April 10	New Hampshire	Merrimack Hilton, Merrimack	Rally Denns
April 17-18	Kentucky	Holiday Dome, Bowling Green	Wilma Atherton
April 30-May 1	Nebraska	Ramada Inn, Kearney	Miles Marshall
April 30-May 1	Washington	Everett Pacific Hotel, Everett	Ken Maurer
May 7-8	Missouri	Osage Beach	Doran Livingston
May 14-15	Okiahoma	Ramada Inn, Oklahoma City	Ray Patterson
May 21-22	South Carolina	Hyatt Regency, Greenville	Warren Wilson
June 5-6	Georgia	Hilton Hotel, Macon	Freddi S. Hagin
June 8-9	Wisconsin	Voyager Hills Inn, Reedsburg	Robert Massart
June 10-11	Texas	Lubbock	Dudley Althaus
June 10-12	South Dakota	Sheraton, Aberdeen	Kenneth R. Jark
June 12-13	Tennessee	Holiday Inn, Briley Parkway, Nashville	E. B. Fulkerson
July 27-30	NAA Convention	Shamrock Hilton, Houston, Texas	
November 12-13	Iowa	Red Fox Inn, Waverly	Margaret Bloomer

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

However, all requests for an NAA officer or director to speak at a state association convention should be coordinated through the NAA office.

Calling'' by Dan Williams, 1982 World Champion Livestock Auctioneer.

During the afternoon session the ladies went on a shopping tour at a local mall. The evening's festivities began with an Awards Banquet, 139 were in attendance. The following awards were presented: ''The Founding Father Award'' to Morris Fannon; ''Auctioneer of the Year'' to Sonny Laws, CAI; 1982 Virginia State Champion Auctioneer to Fred Reger; and Special Recognition to Doris Jones, outgoing secretary-Treasurer.

The following winners of the Advertising Contest were also awarded.

Commercial & Industrial
Color — Horney Brothers
Black & White — Dick Heatwole

Farm
Color — Vaughan Auction & Land Co.
Black & White — Reynolds Auction

Real Estate
Color — Bland Land Co.
Black & White — J. G. Sheets & Sons, Inc.

Antiques
Color — Laws Antiques & Auction
Black & White — McLamb Auction Co.

In Memoriam . . .

JOHN GASTON

The NAA office was notified that member John Gaston, Rockwall, Texas, was deceased.

WILLIE COE

The NAA office was notified that member Willie Coe, Deltona, Florida, died October 22, 1982.

LAWRENCE E. CHAPMAN

The NAA office was notified by Mrs. Sophia Chapman that her husband, member Lawrence E. Chapman, Utica, Michigan, had died, September 30, 1982.

TROY IRVING, SR.

The headquarters office was notified by his grandson, Wayne Irving, that NAA member Troy Irving, Sr., Kissimmee, Florida, died February 7, 1983.

JAMES A. MacQUILKIN

NAA member James MacQuilkin, Philadelphia, Pennsylvania, died November 29, 1982.

WILLIAM H. BOES

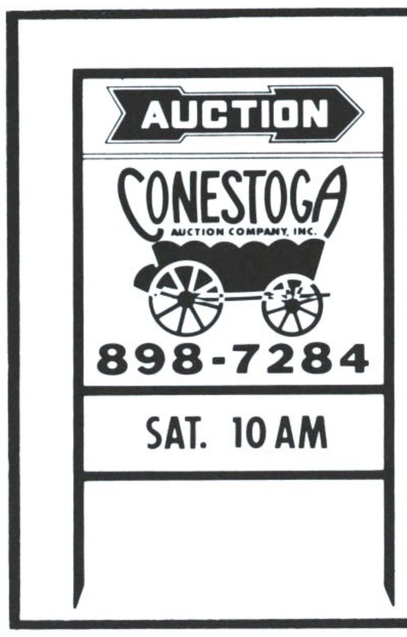
NAA member William H. ''Bill'' Boes, 68, North

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Apollo, Pennsylvania, died January 23, 1983. He auctioned in the Kiski Valley area of the state, and was a past president of the Pennsylvania Auctioneers Association.



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Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

	One (1) time	Six (6) times	Eleven (11) times
Full page	$160.00	$155.00	$150.00
Half page	80.00	77.50	75.00
Quarter page	40.00	38.75	37.50

Column inch: $8.75 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.

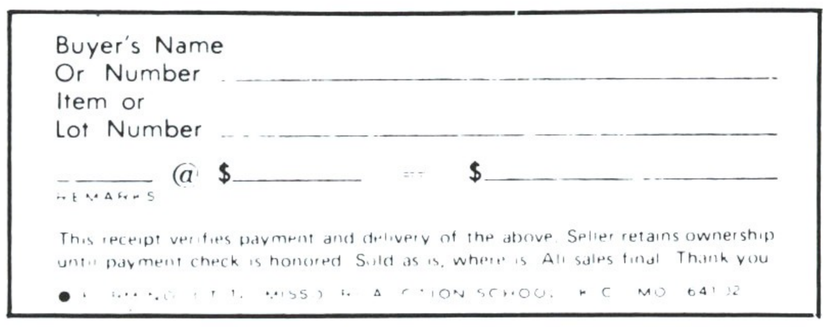
NEW ADVERTISERS: All new advertisers are required to submit credit account information, an insertion order, and payment in advance (with copy), before advertising will be accepted. If applicable to the new advertiser, advance payment for the first three months is required. Submission deadline for new advertisers is the first of the month.

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 7). 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 consulation with editor, second, or issue color.
   Dimensions for ad space: Full page — 7¼ by 9½ inches: Half page — 7¼ by 4⅝ inches; Quarter page — 3½ by 4⅝ inches or 7¼ by 2¼ inches.
6. **CAMERA READY ART ONLY.** All advertising submitted to the NAA office for publication in THE AUCTIONEER must be fully composed, "camera ready" artwork. The NAA office will not prepare or make changes in your advertising. Changes received as camera ready art will be prompty incorporated in your advertising in the next available issue. Any questions about this NAA publication policy should be directed to the NAA office before submitting your advertising.
7. **ISSUE AND CLOSING DATES:** Published monthly (11 times annually) with the exception that an August issue is not published. Issued on the first of the publication month. Deadline for ad copy is the first of the month preceding publication date.
8. **SUBSCRIPTION AND SINGLE COPY:** One year's subscription to THE AUCTIONEER is $18, and only open to non-auctioneers. Single AUCTIONEER copy is $1.75. Subscriptions and issues available only from the NAA office.
9. **ADVERTISING DISCLAIMER:** Products or services advertised in THE AUCTIONEER are in now no way endorsed by the National Auctioneers Association. Simply because a product or service appears in the NAA's official publication, that appearance does not imply an NAA recommendation of the product or service over any other. Problems encountered with an AUCTIONEER advertiser should first be directed to the advertiser for satisfaction. If the problem remains, then the NAA office should be notified.

Submit all advertising to: The National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510-2487. Phone: 402 489-9356.

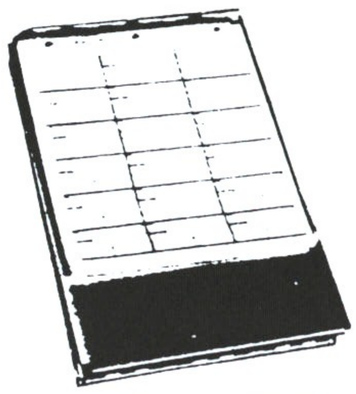
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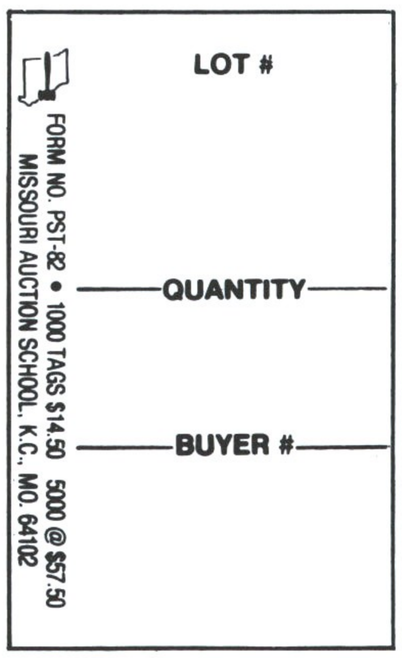


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