

THE AUCTIONEER

The Magazine of the National Auctioneers Association • September, 1982



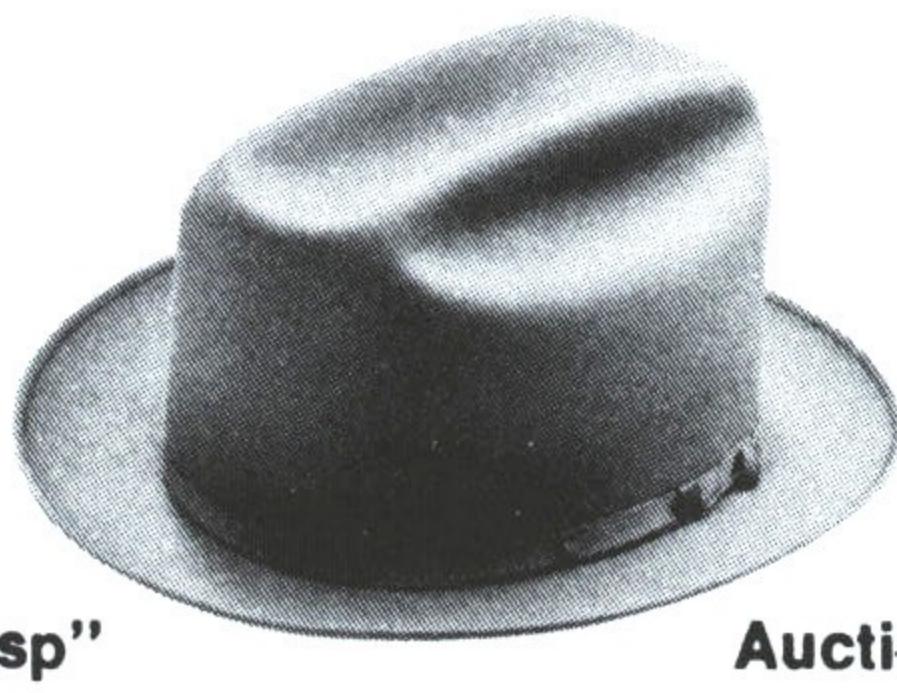
1982-83 NAA President
Rex B. Newcom, CAI

**“Year
of the
auctioneer.”**

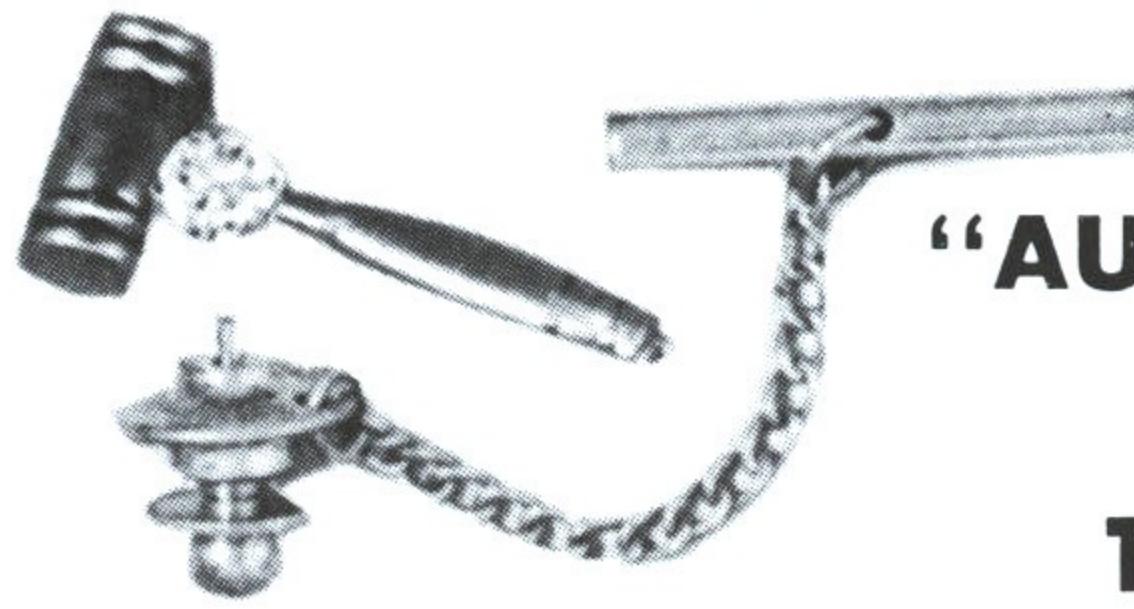
ATTENTION ALL NEW AND OLD MEMBERS OF NAA



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: 2 $\frac{1}{8}$ " - 2 $\frac{3}{8}$ " and 2 $\frac{5}{8}$ ". 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 2 $\frac{1}{2}$ " 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 every 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 3 $\frac{1}{2}$ " 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 12 $\frac{1}{2}$ ¢ 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 (2 $\frac{1}{2}$ " 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
Hand-made Boots (styles 1 & 2)	75.00
Hand-made Boots (styles 3, 4 & 4A)	80.00
Tie Tacks (18K gold, sterling silver, gold plated w/or w/o diamonds and man-made diamonds)	from \$50.00 — Write for prices.
Deer and Pig Skin Gloves	\$18.00 - 20.00

PLUS 4% SALES TAX

PLEASE INCLUDE BRIM WIDTH AND SIZE OF HATS AND BOOTS AS WELL AS
STYLE-NUMBER OF BOOT.

3 1 1 4A



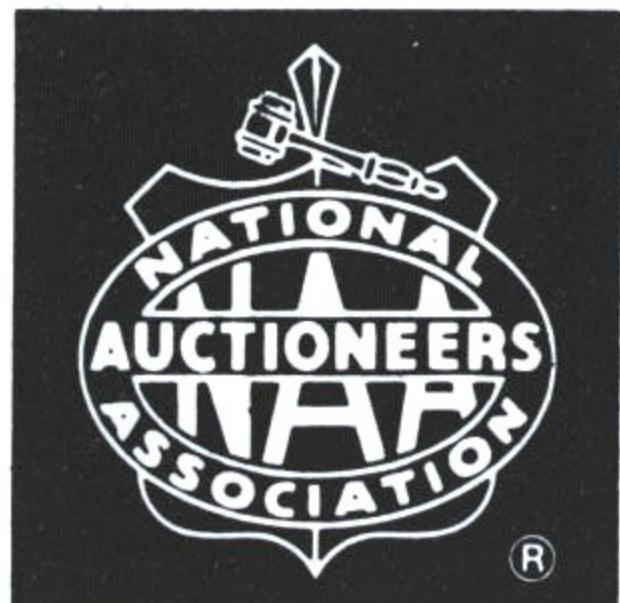
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Letters to THE AUCTIONEER

Chairs, filing cabinets needed

Fellow NAA auctioneers, a church in my area needs 70-80 school desks for grades 1-6; the type of desk that has a moveable chair and lift top. Church people are willing to do some repair work. Also needed are 10-12, two drawer filing cabinets and a second story fire escape. Please call me at 507-794-7402 for more information.

This is a very worthwhile cause, and I thank you for your consideration of this request.

Fred Landgraff
NAA member auctioneer
Sleepy Eye, Minnesota

Publication provides art/antiques list

As an auctioneer, have you ever come across a painting or other work of art and wondered where or whom you need to contact for information on the piece? We all have art lover customers on our mailing lists, but sometimes you may get something so special that you need to alert the art world. Now you can.

A couple of months ago, I decided to try a subscription to a magazine called ART NEWS, and yesterday I received my summer edition. It included a complete and comprehensive listing of most of the museums, dealers and galleries throughout the United States and Canada. It lists names, addresses, and who specializes in what concerning art, antiques, etc.

As with most magazines, they offer back issue service. You can get a copy by sending \$5.00 to: ART NEWS, Single Copy Sales, 122 East 42nd St., New York, NY 10168. Ask for 1982 summer issue, volume number 6.

The letter is meant to share the wealth of information that pertains to our business. I encourage all NAA members to do the same, and let's all learn from each other.

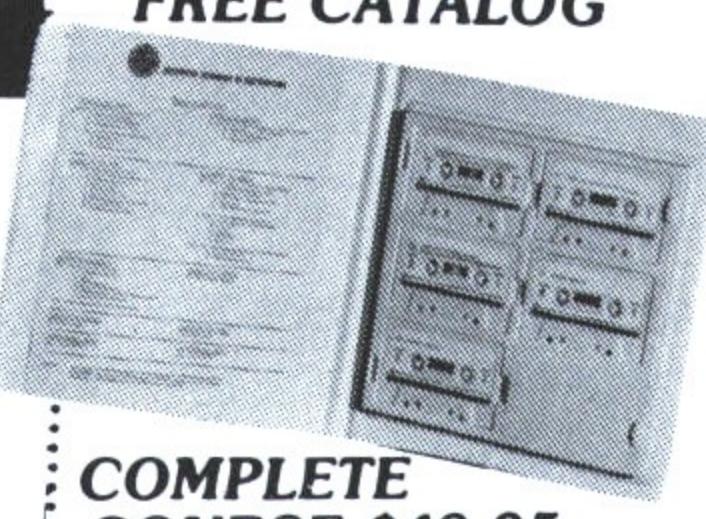
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Correction in July AUCTIONEER article

Two important words were left out of an article by NAA member Lawrence C. Helms in the June AUCTIONEER magazine. The article was "Psychology of color and the auctioneer"; and the following correction in boldface should be made on page 51, column 1, near the top of the page.

Even a white card with black print that sports the auctioneer's name **in red** will carry a carnival barker image that is certainly opposite of the impression the auctioneer wants to make. It is better to be understated than to overstate with color.

Please include the above correction in your June issue of THE AUCTIONEER.

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**.

Bernie Eggleston, 888 62nd Avenue North, St., Petersburg, Florida 33703

Erica Francis, P.O. Box 778, Milwaukee, Wisconsin 53204

Robert Bradley McKenzie, 1925 S.W. 112 Ave., Miami, Florida

John C. Runquist, General Delivery, Clarence, Missouri 63437

Christina Ann Saunders, 910 Silber Road, #D-19, Houston, Texas 77024

Auctioneer-Real Estate Licensee is seeking position which would utilize both skills. Auction school graduate, NAA member, fully experienced in liquidating estates, antique, and farm auctions. Will consider any position or challenge. Resume on request, will relocate. Call or write to:

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Aberdeen, MS 39730

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SEPTEMBER, 1982

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

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

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

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

Single copies: \$1.75 each. Annual subscription rate \$18.00.

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.

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This year — achievement, dedication through NAA membership

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



"What can the NAA do for me?" How many times have you heard this question when you talk to auctioneers who do not belong to our great organization?

I have come to the conclusion that when an auctioneer has this kind of attitude, there is very little the NAA can really "do for" him or her. However, *there is a world of good that new member auctioneers can "do for themselves", through NAA programs and educational opportunities.* The mark of a good auctioneer these days is dedication — to clients, customers, state auctioneers association, professional ethics, and the list goes on. Dedicated auctioneers are also willing to help other auctioneers when they can, without demanding help in return. Consider the auctioneer who does not believe in helping the profession and fellow auctioneers. How can this auctioneer be truly serving clients in the best manner possible; or even be truly supportive of a larger organization like the National Auctioneers Association?

Yes, we as an Association want to grow. We welcome new members — individuals who are dedicated to the auction business; auctioneers with compassion in their hearts for the struggling new auctioneer as well as the older, retiring auctioneer. We certainly have a place for the more successful auctioneers who are in the prime of their business lives, producing large auctions of which many other auctioneers would be envious. But we've done it in the past and we'll continue in the future, **NAA members work hand in hand to grow together professionally; to better serve the clients of this great industry.**

My appeal for new members is a welcome to auctioneers who are hungry for better service to their clients, and who are willing to share with their fellow auctioneers to obtain this type of service throughout the profession. In the final analysis, we need "givers" in our Association, not just "takers". Everyone has something he or she can contribute to the greater benefit of our Association. But there is definitely plenty to take advantage of through NAA programs. For example, you can now register for

the 1983 NAA Seminars in January and February. The registration form is in this issue of THE AUCTIONEER. Only 150 registrants will be able to attend each seminar, and only by registering early for the seminars will you be able to assure your attendance.

NAA members, we can truly make this the "Year of the Auctioneer". Let's "show and tell" non-members what the NAA has to offer them, and what they, in turn, can contribute to our Association. Just as your participation is welcome in all NAA programs and educational events, the non-member is welcome to join with us in our spirit of progress, for the profession and the Association.

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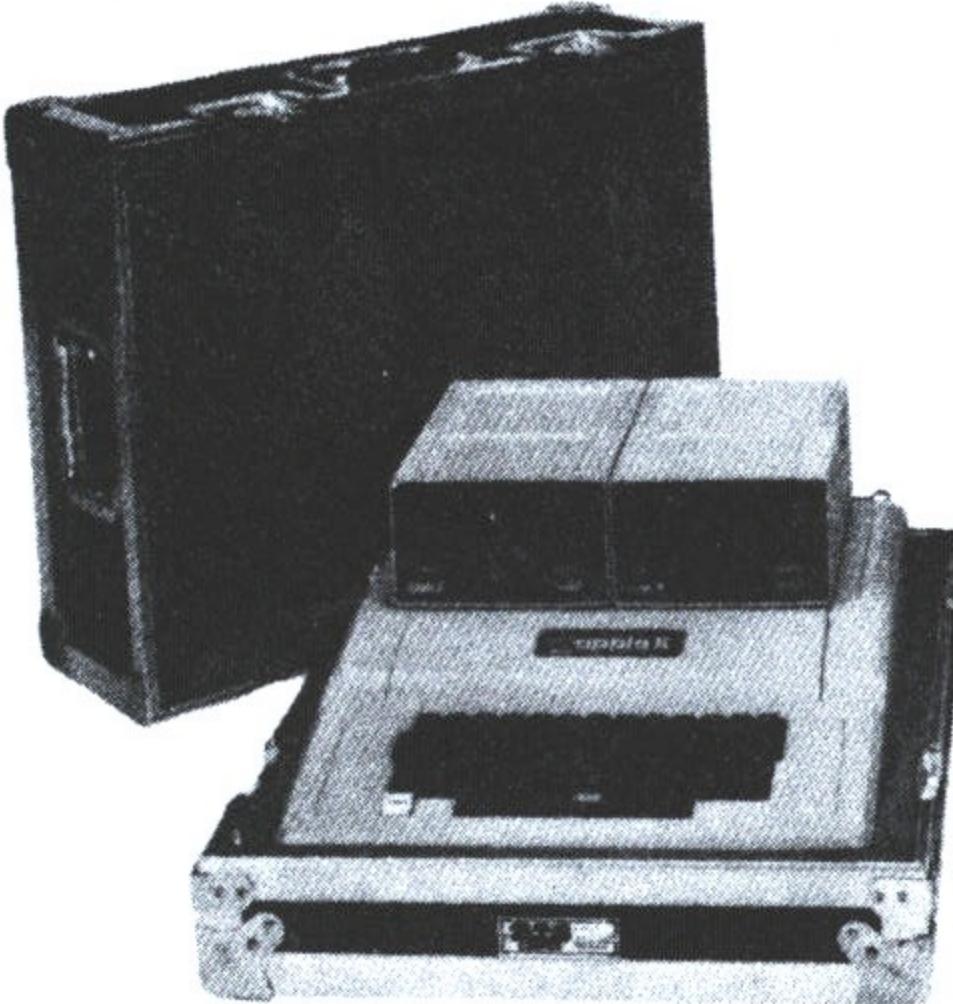
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Continued page 7

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PLANNING FOR THE NON-PLANNER, by Darryl J. Ellis and Peter P. Pekar, Jr. Because so many business owners run their businesses by the seat of their pants, planning is seldom found outside the classroom and giant businesses. But some direction is necessary in a business, just to know what you are trying to accomplish (and when you are winning). This is a practical guide to practical planning. Using numerous examples, the authors provide a sound approach to the problems and methods of long and short-term planning, assembling information, and reviewing alternatives. An organized, very useful presentation, 20 charts, 15 tables, 152 pages, hardbound, \$12.95. Order from AMACOM, 135 West 50th Street, New York, New York 10020.

OVERHEAD: WHAT IT IS AND HOW IT WORKS, by Jack F. Fultz. Every business has overhead — yet

it means different things to different business owners. A very clear and well-written book of solid value to the business manager. Contains 3 charts, 20 tables, 151 pages, hardbound, \$12. Order from ABT Books, 55 Wheeler Street, Cambridge, Massachusetts 02138.

Letters to THE AUCTIONEER continued

An auction gallery fable

Auctioneer "Johnson" has a flourishing auction gallery out on the highway near a busy farmers' market. He has road signs extending every few miles into two states. He ran ads in the newspaper and mailed sale bills to customers for miles around him. His merchandise and service were excellent, and his business was booming. Things could not have been better. He decided to expand.

He met with a financial consultant who had an MBA from one of the larger business schools. The consultant, after hearing auctioneer Johnson's expansion plans, said "all of the financial writers, and even Washington, say that the business outlook isn't bright. We're on the brink of a serious recession, there is an energy crisis and people won't drive to your auction gallery. There is even talk of increased unemployment. It would probably be wiser to think in terms of a holding action, and even a cut back on expenses.

Johnson, who didn't have a great deal of formal education, respected the learned counsel of his advisor. He went back to his auction gallery and tried to think of ways to cut costs to prepare for the coming recession. What to cut? Well he could not let his clerk or cashier go, he needed them for his present business. He decided one of the expenses he could cut immediately would be the newspaper advertising and the circulars. He stopped mailing circulars and reduced his newspaper advertising considerably. He soon realized that the consultant's advise was sound because within four weeks the attendance at his gallery began to drop and sales were considerably less. He thought to himself, "the consultant is really smart, the recession is beginning."

With business falling off, he decided to take down half of his roadside signs to cut costs. With less advertising, no circulars and fewer roadside signs, at the end of two months his business was down 40%.

"This recession is really serious," he told his family, "but I am going to give it one last try." He took his diminishing capital and put the roadsigns back up, began advertising in the newspaper and mailed out circulars again.

At the end of three months his business was booming again and back to normal. He was thankful that the recession was so short lived and that he had survived it.

Art Williams
NAA member auctioneer
North Plainfield, New Jersey

PORTA-BLOCK

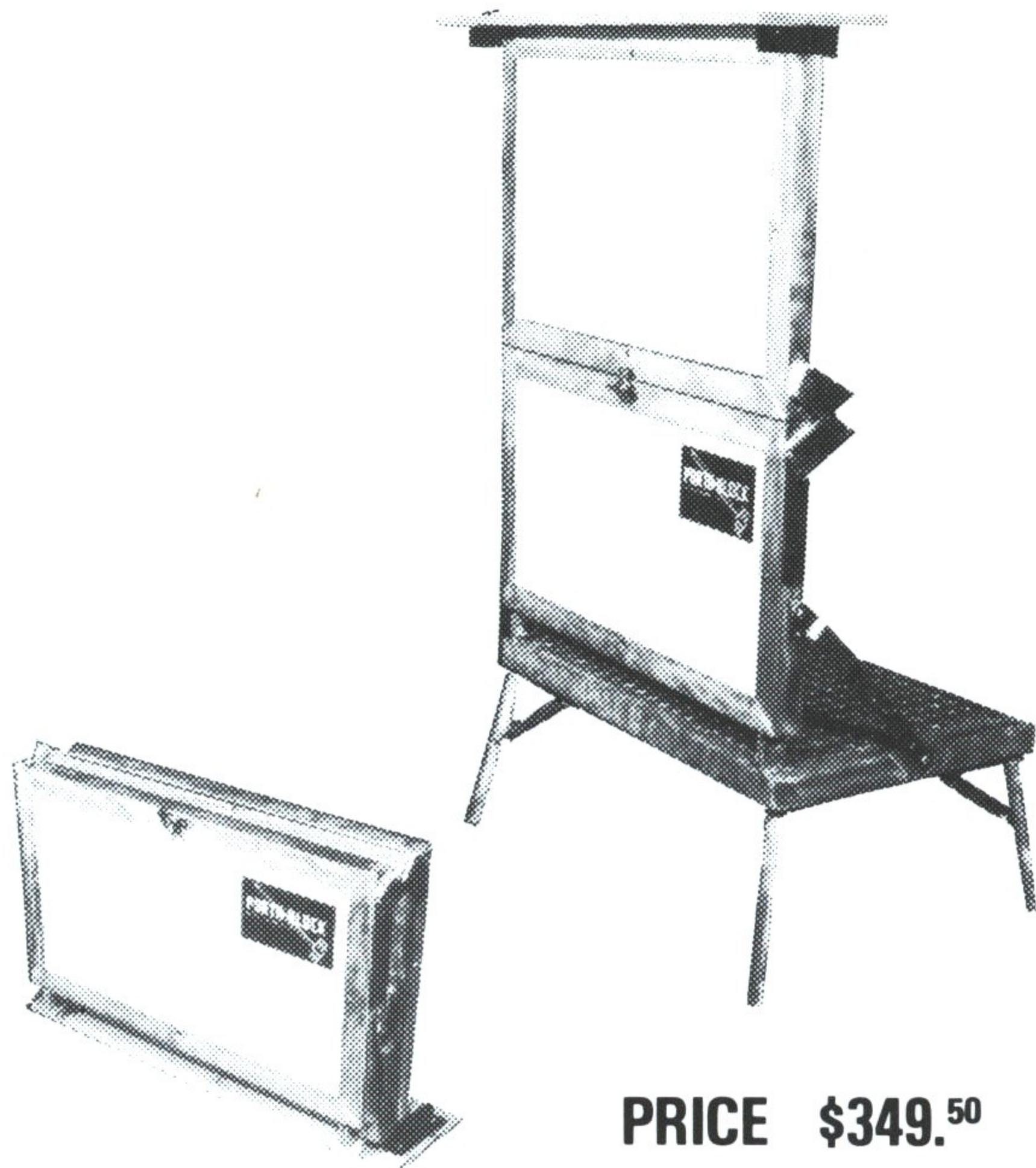
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Maintaining control may be more difficult in some of life's other situations, however.

If, for example, you were to suffer a serious illness or accident that kept you off the job for some time, would you be in control of the resulting financial demands? Could you handle medical expenses, a loss of income or both?

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Headquarters Relocation Fund Report

Over \$500,000 pledged to Headquarters Fund due to members' support during 1982 convention

Groundbreaking ceremonies for the new headquarters office building in Overland Park, Kansas, a suburb of Kansas City, Missouri, may be announced soon due to the increased financial support of the Headquarters Fund program which was made by members and friends attending the 1982 NAA Atlanta Convention. New and revised pledges amounted to over \$100,000 from the fund raising program, conducted by Headquarters Relocation Committee Chairman Martin E. Higgenbotham during the Friday and Saturday nights' banquets during the convention.

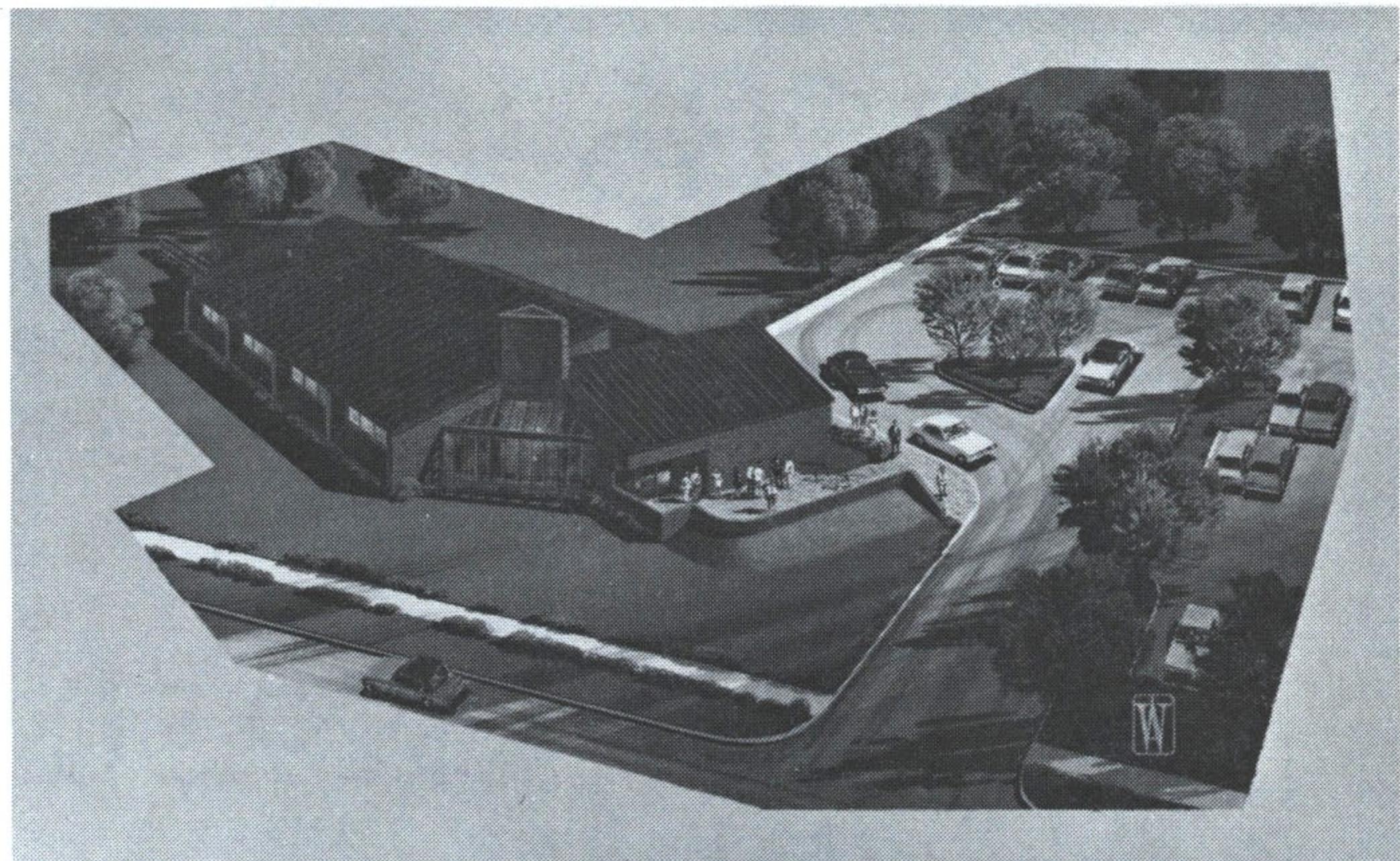
Late in June, the Board of Directors of the National Auctioneers Association held a special meeting at which time construction bids were reviewed and a time schedule was announced by the Board in regards to the building of a new headquarters office. The Board decided that before construction began, certain requirements must be met in the Headquarters Relocation fund program. Those requirements include having at least \$100,000 in cash and additional pledges totaling \$100,000 or more before ground breaking was initiated.

At the 1982 Convention, which followed the special Board meeting, one phase of the special requirements was met: over \$100,000 of new or revised pledges was announced by members attending the convention. And, during the Saturday night banquet members either offered payments on existing pledges or made financial contributions at the convention in hopes of meeting the second requirement of having \$100,000 cash on hand so that the building can be started.

Already, cash payments have been made by those making pledges to pay off the total cost of the land; make sizeable payments for architect's fees; and pay administrative costs to support the Headquarters Relocation Fund program (mailing, materials, postage, etc.).

Nothing has been expended from the NAA General Fund in regards to Headquarters Relocation Fund program costs! All costs, which have been incurred in the Headquarters Relocation Fund program have been made from contributions to the Fund and payments on pledges.

A breakdown of pledge and contribution divisions will be made in subsequent issues of THE AUCTIONEER magazine, but recognition now will be given to those individuals or organizations, which



PROPOSED ARCHITECTURAL DESIGN of new NAA headquarters office in Kansas City suburb of Overland Park, Kansas.

have made new or revised pledges. Organizations may need a review of the pledges by their Boards' of Directors before the total pledge amount is finalized.

The list of those making new or revised pledges and contributions during or following the NAA Convention include:

Herbert Albrecht, Jr.; David J. Addy; Alabama Auctioneers Association; Auctioneers Association of Arizona; Lenzie Beck; Robert A. Bloomer; Pete Bond; L. H. "Bing" Carter; Curtis C. Cole; E. Robert Emley; K. L. Espensen; Gary Fingleman; Elias H. Frey; Georgia Auctioneers Association; Neil Hale; William F. Heineken; Marvin S. Henderson; Thomas Hirschak, Jr.; John A. Horton; Stan Howard; Iowa Auctioneers Association; Ronald E. King and Neil Herman Levine.

Gail Marshall; Auctioneers Association of Maryland; Minnesota Auctioneers Association; Missouri State Auctioneers Association; Wilbur C. Mull; Michael A. McLamb; Nebraska Auctioneers Association; Keith Olinger; Dean H. Parker and Bus Retmier; Bill Pinske; Carol Reinhardt; Orville M. Schroeder; Larry Sims; South Carolina Auctioneers Association; Herman D. Strakis and Susan Stuke.

Tennessee Auctioneers Association; Eldon Thorman; Joe L. Transmeier; John F. Wagster; Washington Auctioneers Association; Teresa N. Weatherly; Troil C. Welton; Viola Newcom Wilson; Wisconsin Auctioneers Association; Rodger Wooten and William Yonce.

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The Legal Aspects Of Auctions . . .

License law update

Kentucky

Effective July 15, changes in the Kentucky Auctioneer License Act became law. A copy of the new regulations as they now appear in the Kentucky Revised Statutes was sent in July to licensed auctioneers in the state.

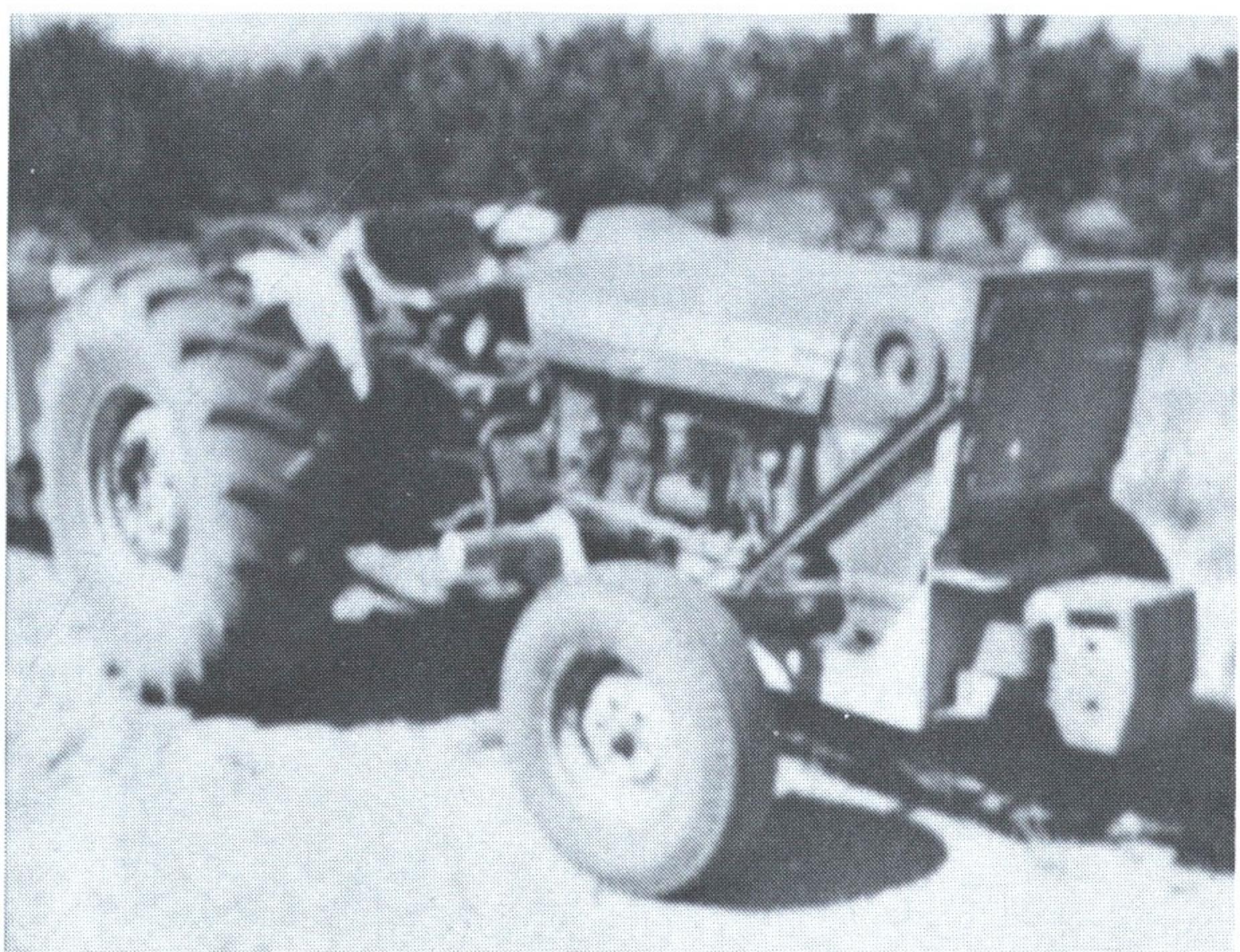
For more information on the Kentucky license law contact: Barbara J. Schoen, executive secretary, Kentucky Board of Auctioneers, 1210 Kentucky Home Life Building, Louisville, Kentucky 40202.

Stolen property! Information requested

A church in Vermont and a county sheriff's department in Utah have contacted the NAA office to inform Association members of the following stolen items. Please respond directly to the addresses and phone numbers below if you have encountered the stolen property, or have information to contribute.

Ford 4600 diesel tractor

Information is requested on a Ford 4600 diesel tractor taken from Honeyville, Utah, on the night of July 2, 1982. Serial No. C648329, Model No. DA214C,



SIMILAR TRACTOR to one stolen in Box Elder County, Utah. Hour reading on the stolen tractor shows between 400 and 500 hours.

and both numbers are stamped in the transmission. The muffler was welded on, and the OSHA screen around the alternator was damaged. A brass pipe 6" long was used to extend hydraulic control. Two, 2" x 6" boards with tire tread were attached to platform; also, a red suicide knob was attached to the steering wheel. The tractor did not have the cab on.

Contact: Bruce L. King, Box Elder County Sheriff Department, 21 South Main, Brigham City, Utah 84302, phone 801-734-9441.

Reward for stolen antiques

Three antique items were stolen from a church in Charlotte, Vermont. A reward of \$1000 is offered.

18th century maple tilt top table — with turned pedestal, tripod base, Dutch or pad feet, 26"-27" diameter top. The stainless steel commemorative plaque mounted near the rim may or may not have been removed, about 1½" x 4". If absent, at least 4 screw holes may have been filled in. One leg has been re-glued to the pedestal; some curly grain on the base.

1880's "corregated" gilt gallery clock — 24" diameter face, with wide gilt framing. Gold leaf recently touched up with gold paint; E. Ingraham Company works. No label on the face, Roman numerals, initials "NB April 1980" on the interior. Clock is working.

Victorian marble "turtle" top table — Oval, approximately 40" x 22" x 24". Carved, dark wood, simpler than Belter style.

The \$1000 reward is offered for the return of the objects, or for information leading directly to their return. All information is earnestly sought. A blue, GMC or International truck with Vermont license plates was seen in Burlington, Vermont, after the theft, with the articles in it. Contact Vermont State Police: 802-655-3435 or 802-425-3065; or the Charlotte Congregational Church, Charlotte, Vermont, 05445.

Need License Law Information?

For current license law information, consult the "License law update" on page 13 of the April, 1982, AUCTIONEER magazine.

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

NALLOA
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Lincoln, Nebraska 68505-0774

Advertisement

Examine those checks, even the certified ones

By Dave Kessler
NAA member auctioneer
New Paris, Ohio

(Reprinted with permission from AUCTION MARKETING NOW, a newsletter published by AUCTION MARKETING NETWORK, New Paris, Ohio.)

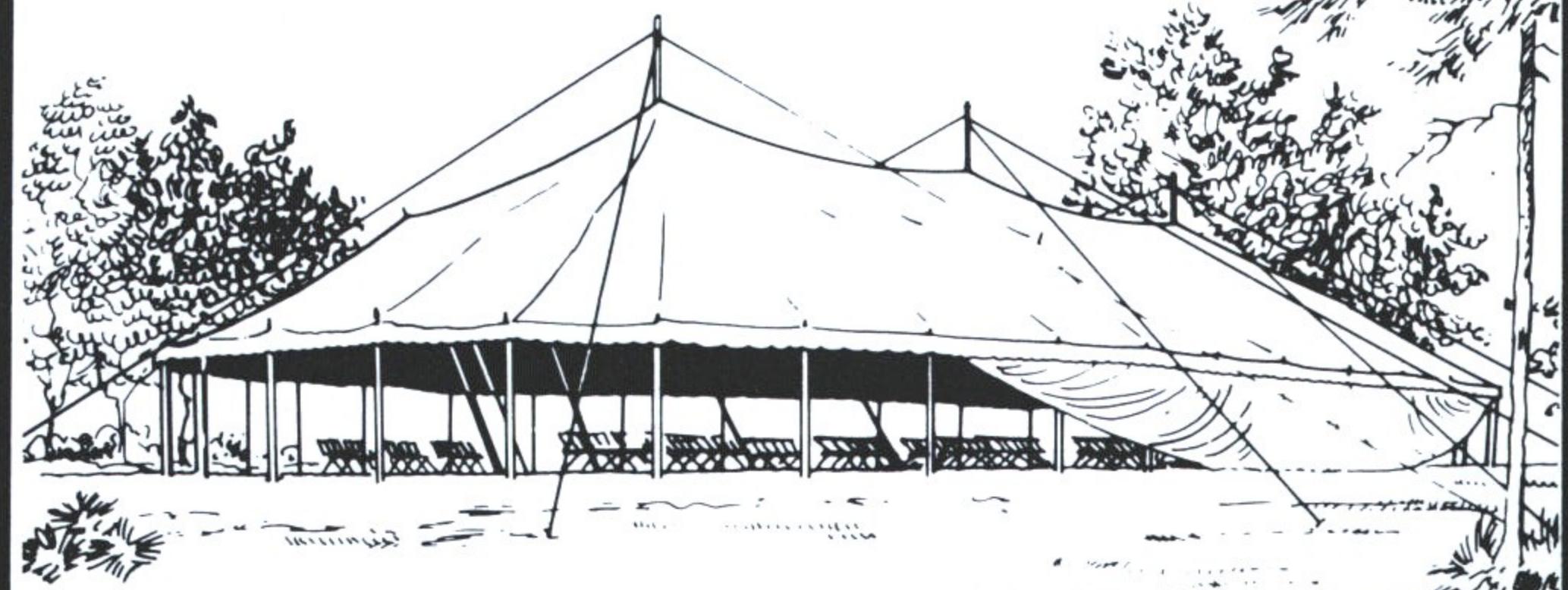
When times get tough some people get more inventive in the ways they attempt to get money. Some auctioneers are seeing new tricks and want to warn their colleagues to watch out.

For example, a very well dressed middle-aged lady bought a diamond in a jewelry store for approximately \$3,000. She gave the store owner a certified check in the amount of \$2,900.00 he thought. As it turned out, the check had been in the original amount of \$29.00, and the well dressed lady had done a fairly expert job of adding a couple of zeros.

An auctioneer sold a car for approximately

Continued page 13

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\$9,000.00 and took a certified check in payment. Turned out that the check was among a batch that had been stolen between the check printing company and the bank. The auctioneer lost the car and the money.

A cashier reports that a lady wrote out a check to pay for her auction purchases. She wrote a series of numbers across the face of the check and said she had already put the identification numbers on the check. The cashier insisted on seeing the corresponding identification, and a big argument resulted. The customer said the cashier was questioning her honesty.

The argument was a psychological diversion. What was really wrong was that the buyer had not signed the check. She apparently hoped the cashier would miss that due to the argument.

The lesson to be learned? Don't be in too big of a hurry. Take time to do it right, and pay attention to details.

Characteristics of fraudulent credit card users

A major credit card company recently distributed an "alert" card giving characteristics of fraudulent credit card users. The list may help you spot a "sour deal" before it goes too far, even if you don't accept credit cards in payment for auction purchases. Here's their list.

Be alert for . . .

- The customer who makes indiscriminate purchases without regard to size, style, color, price, or quantity.
- The customer who questions the sales clerk about the floor limit, or who makes several individual purchases that approach, but never exceed, the floor limit.
- The customer who is unnecessarily talkative or who delays a selection repeatedly, until the clerk is upset.
- The customer who hurries a clerk at quitting time.
- The customer who purchases a large item such as a color TV and insists on taking the item instead of having it delivered.
- The customer who refuses alterations on wearing apparel, even though the alterations are included in the selling price.
- A customer making purchases, leaving the store, and returning to make additional purchases.
- A customer who does not appear to be well dressed, but is purchasing expensive items.
- A customer who pulls the credit card out of his pocket, not his wallet.
- The customer who tells you that he does not have a driver's license, or that it is in his car.
- Suspicious teenagers attempting to use a credit card.
- A customer who presents a card in someone else's name.

The credit card company says "these characteristics, in and of themselves, do not mean that a fraudulent transaction is taking place. However, they do indicate that additional caution is warranted."

We all know exceptions to these guidelines. We're acquainted with one antiques buyer who wears bib overalls, chews tobacco and spits on the floor in hotel ballrooms, or wherever he happens to be. He doesn't look the part, but he has very deep pockets and has outbid many a well dressed auction bidder. And he always pays cash in full.

But, these guidelines can be used to set up your own profile of customers who need special attention; and may give your cashier an early warning of a manipulation taking place.

Facts on car theft

(The following is reprinted with permission of THE USED CAR DEALER, published by the National Independent Automobile Dealers Association.)

Every 28 seconds a motor vehicle is stolen somewhere in the United States. That represents 2,880 thefts a day and over one million for the year.

1980 was a record year for motor vehicle thefts in the United States. There were 1,114,651 motor vehicles stolen (75% of which were passenger cars) in the U.S. in 1980 — a 2% increase over 1979 when 1,097,189 vehicles were stolen.

Like the nation, U.S. cities and rural areas each recorded a 2% increase in motor vehicle theft. The greatest increase in motor vehicle theft occurred in cities with more than 100,000 population where a 10% increase over 1979 figures was recorded.

Regionally, the South led the nation with a 4% increase over 1979, followed by a 3% increase reported in the northeastern and western states, with a 4% decline in the north central states.

The monetary loss to the American public resulting from auto theft was approximately \$4 billion annually, if insurance premiums, law enforcement, court and prison costs are lumped together.

The recovery rate — the number of stolen cars (regardless of condition) that are found — declined from 83% in 1974 to 55% in 1980.

The solution rate for motor vehicle theft declined to 12.6% in 1980 — an all time low.

The rate of re-arrest for car thieves is 75%.

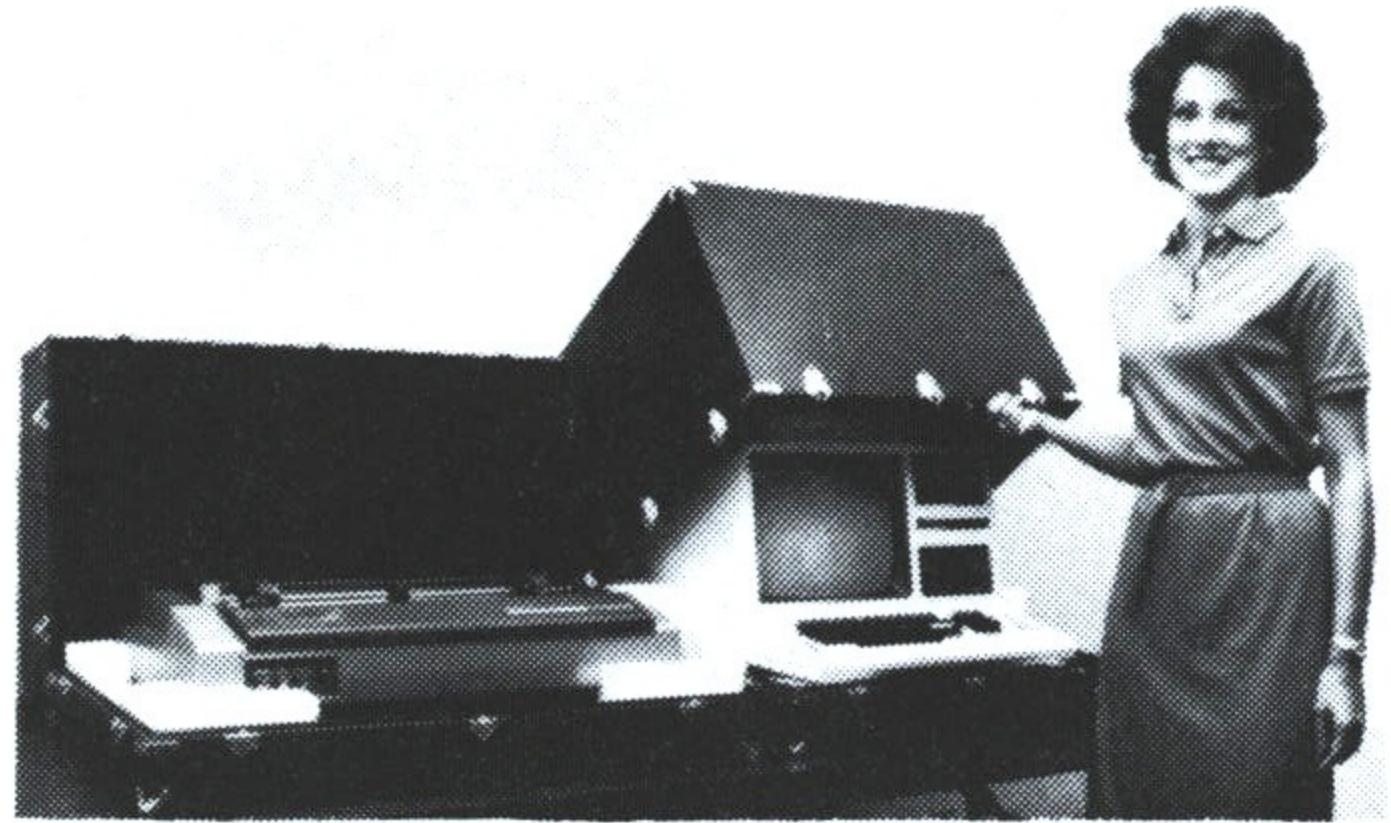
Approximately 39% of the cars stolen in the United States are stripped for parts and 3% are used in committing other crimes. If your car is stolen, the thief who drives your car is 200 times more likely to become involved in a serious accident than you would be.

More than half the cars stolen had been left unlocked and one in five still had the keys in the ignition.

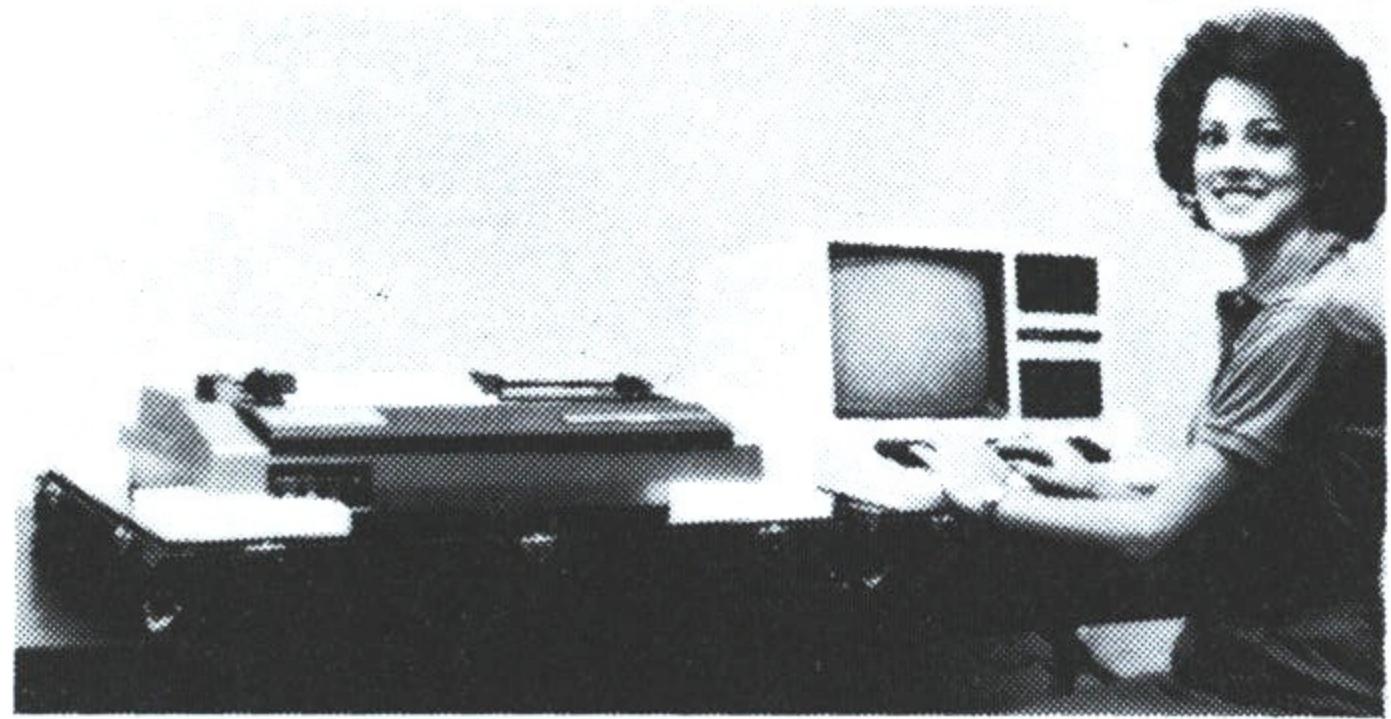
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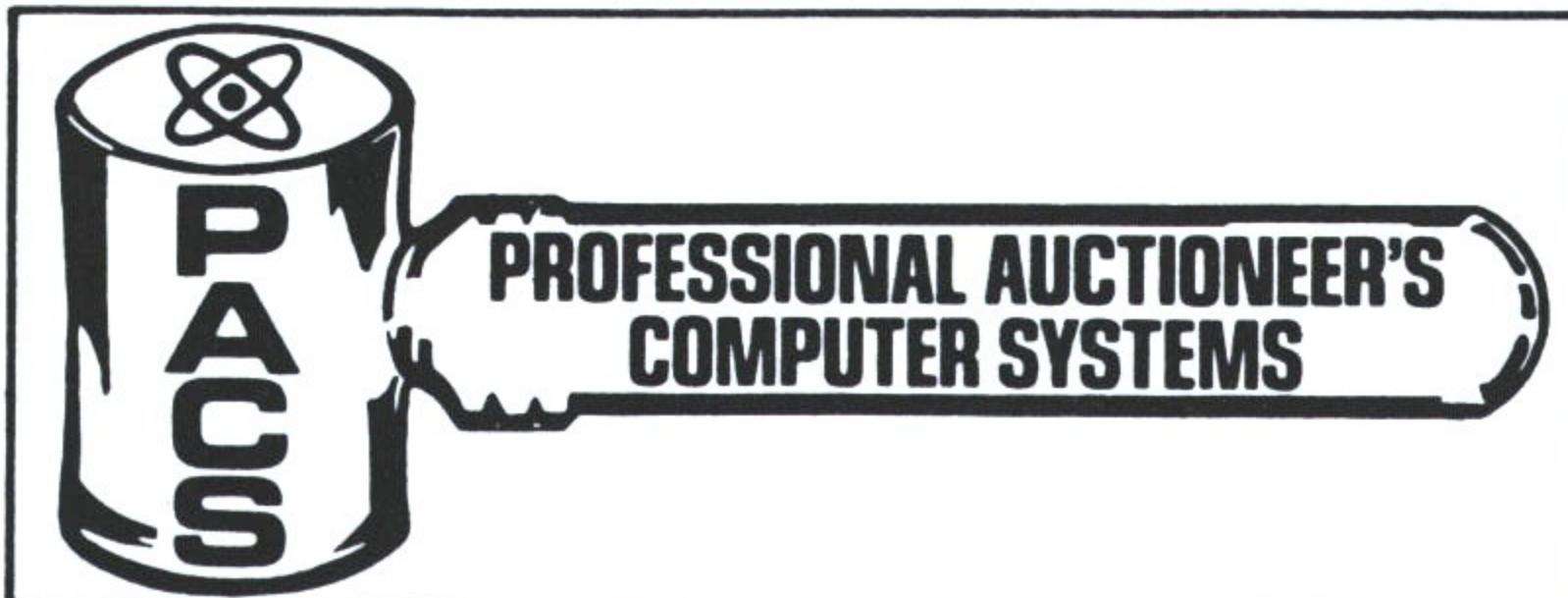
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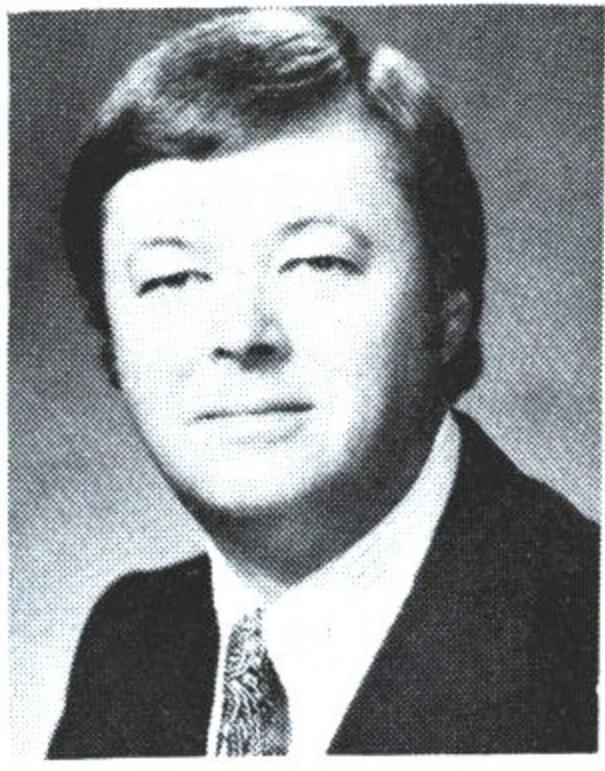
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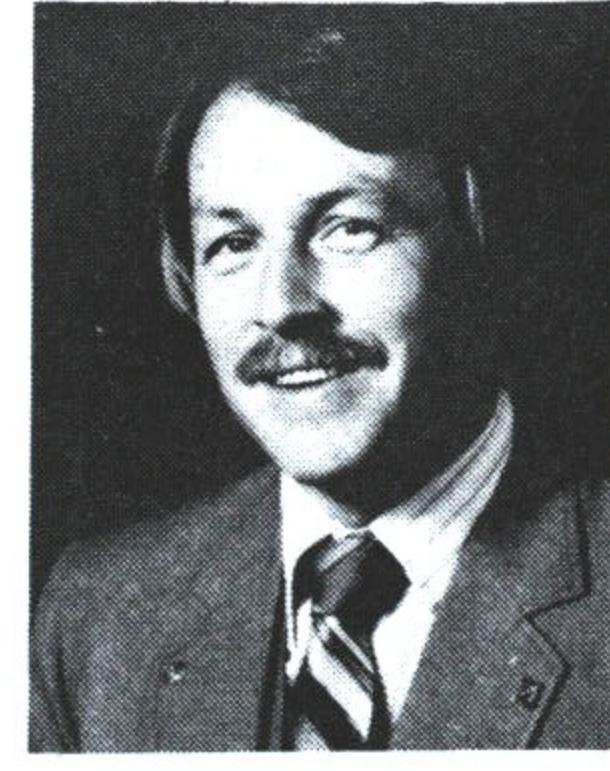
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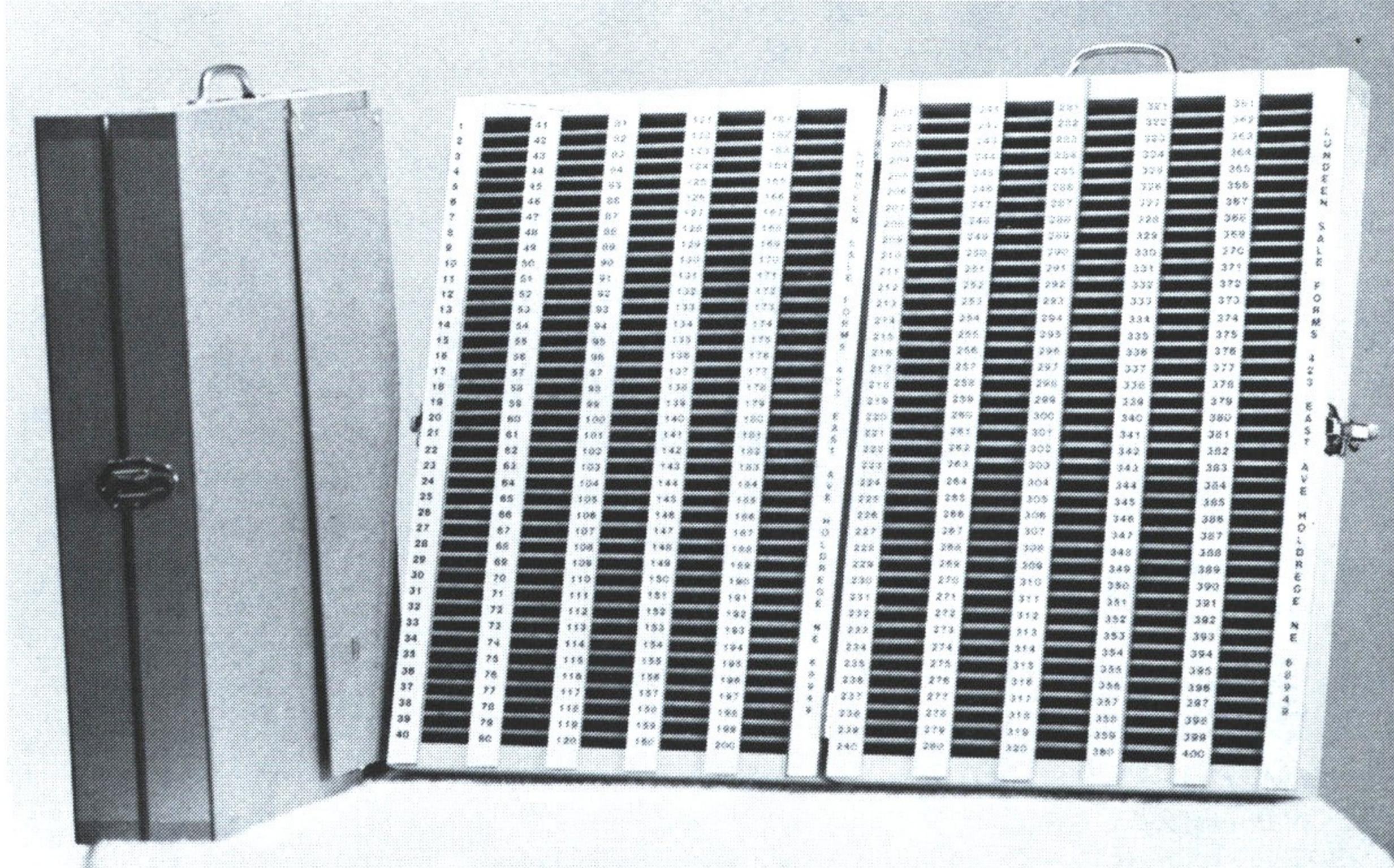
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- To begin, read this entire article before completing the order form.
- Photocopy or remove the pamphlet order form.
- Provide the address and service information as requested on the form. Enclose a black and white, head and shoulders photograph of 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.

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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.

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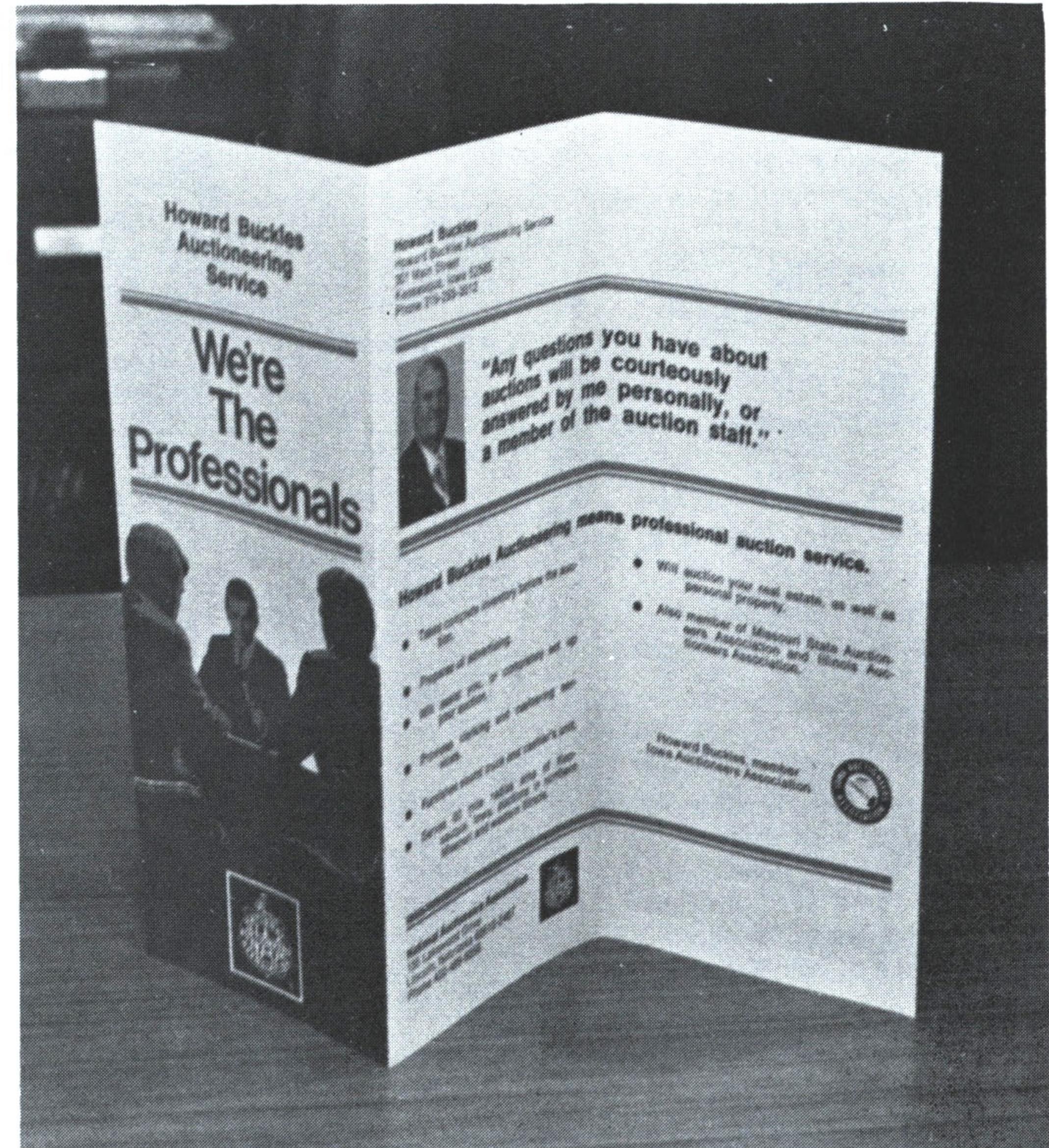
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Continued page 19



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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.

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plus shipping, \$ 3.00

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2000 pamphlets, \$250.00
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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.)

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Signature _____ Date your NAA membership expires _____

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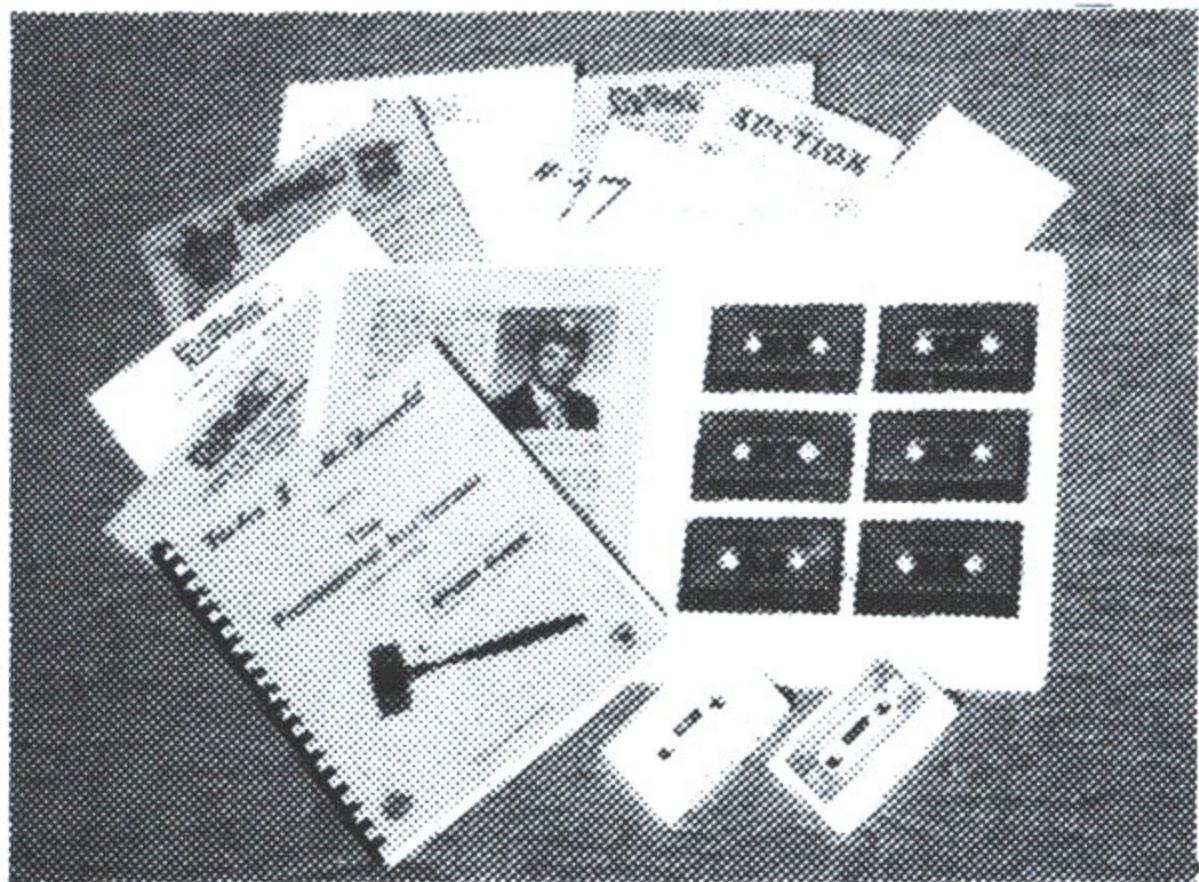


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Auction service information

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.

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- 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.

THE MAKING OF AN ENTREPRENEUR: KEYS TO YOUR SUCCESS, by George C. Ballas & David Hollas. The inventor of the weed-eater tells how he took an 18-year-old idea and pushed it from zero to \$41 million sales volume in just 5 years! Written in a question-and-answer format, Ballas covers idea generation, product names, getting started, financing, pricing, defects of the patent system, promoting a product, creating a market, organizing and staffing a business. 245 pages, 6" x 9", hardbound. \$12.95. PRENTICE-HALL, INC., Englewood Cliffs, New Jersey 07632.

Dealer Auction

1st & 3rd Tuesday 11 a.m.

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Vic Mattucci-Auctioneer

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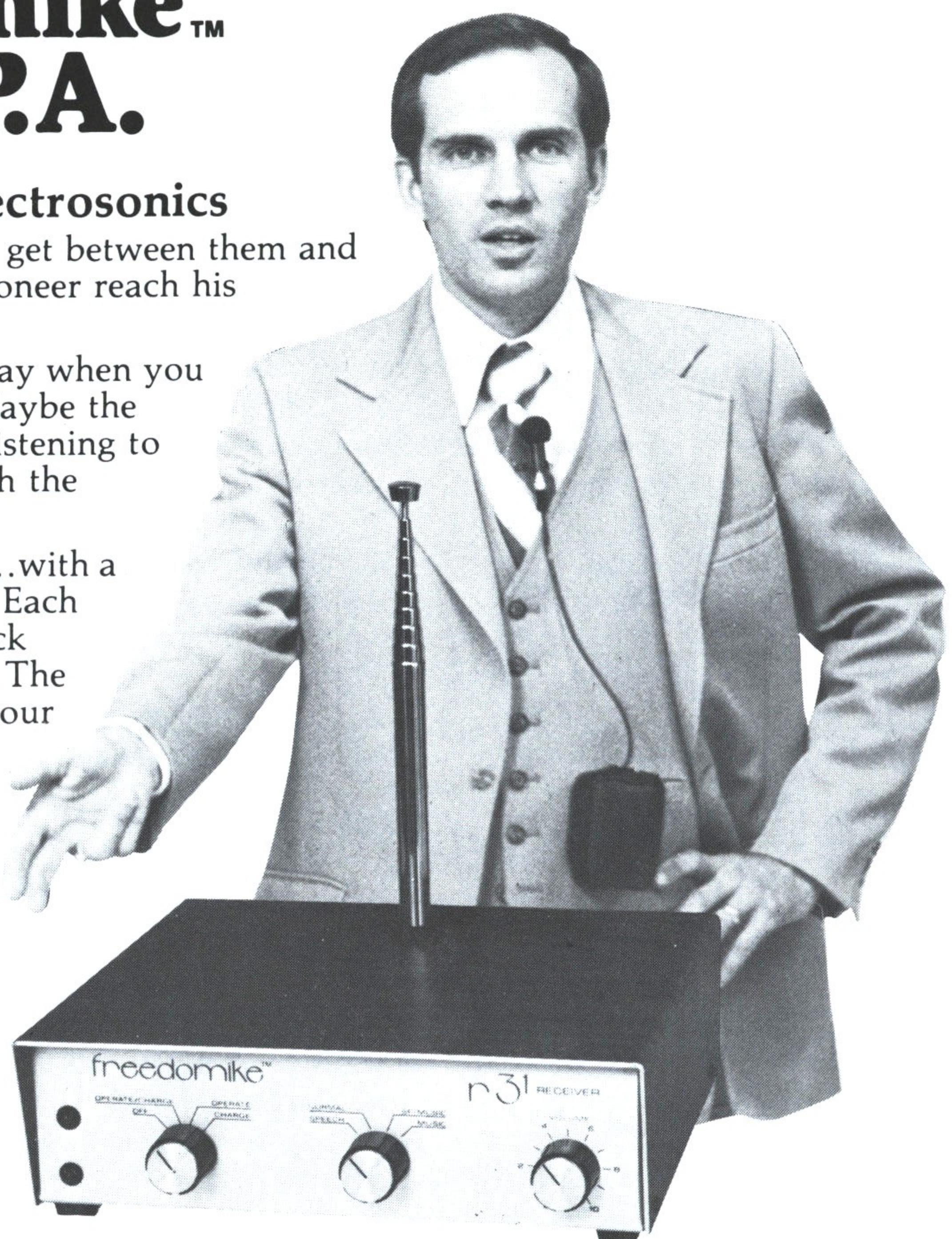
Freedomike Wireless Microphones From Lectrosonics

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

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

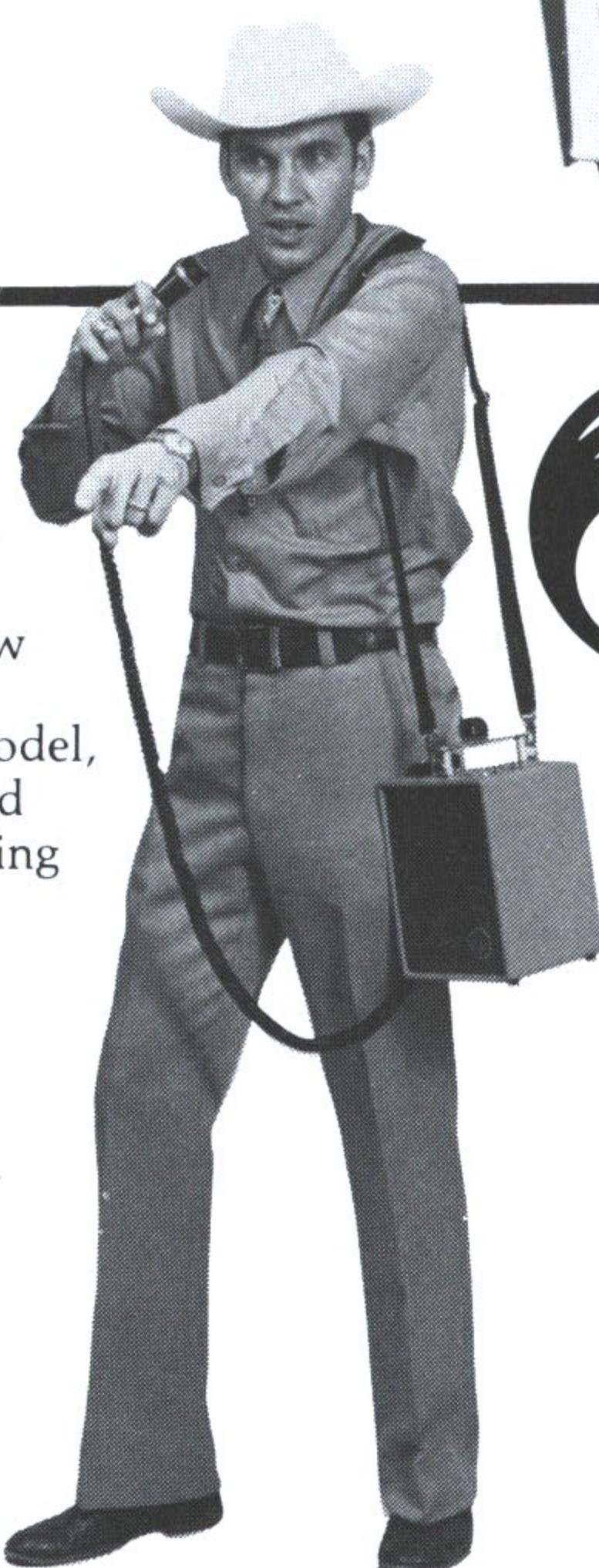
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter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

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Voice Projector 18 Ultra Portable P.A.

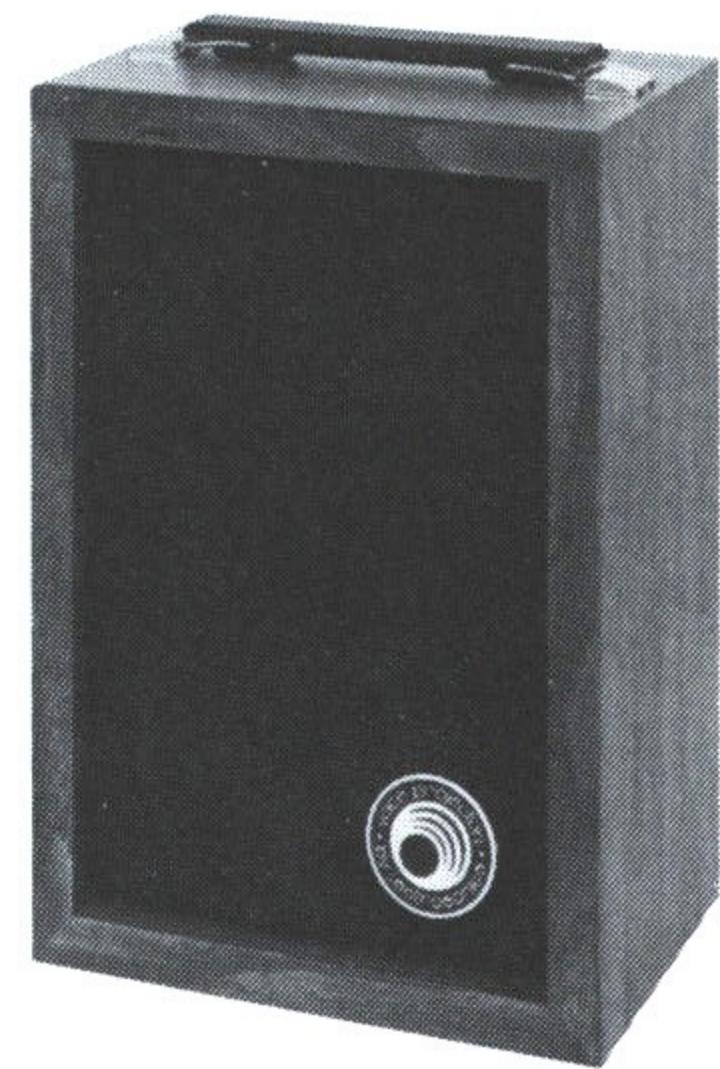
For years the Voice Projector 18 has been the benchmark by which auctioneers measured quality in self-contained P.A. equipment. Now meet the all-new VP18R. The VP18R has all the features of the older model, plus high-level input and output for connecting to other audio devices. Its rechargeable power pack lasts 50% longer than the old VP18.



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COL. GORDON TAYLOR
Reisch World Wide College of Auctioneering
Box 949
Mason City, Iowa 50401
515-423-5242

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Western College of Auctioneering
Box 21116
Billings, MT 59104
406-252-7066

HUGH MILLER
Curran Miller Auction
13020 N. Street, Highway 57
Evansville, IN 47711
812-867-2486

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Fairacres, NM 88033
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We need the assistance of approximately 100 auctioneers who sell general merchandise, household goods or antiques. **You need not have any prior experience in selling jewelry to assist us.**

Please call or write our office as soon as possible.

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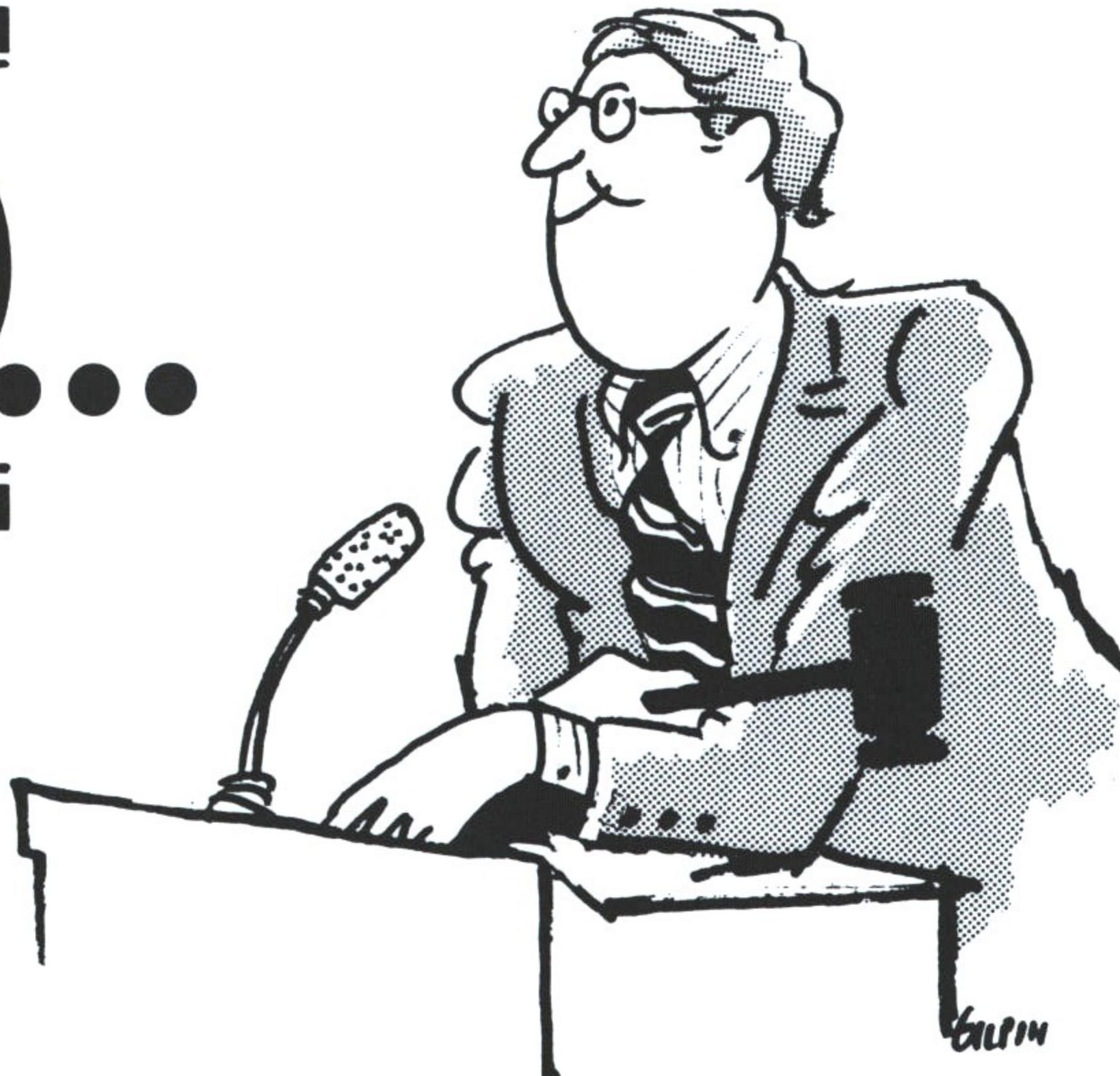
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Only 150 to attend each NAA Seminar

Unlike the attendance figure of 200 in recent years, the 1983 NAA Seminars will be limited to 150 registrants each seminar. Especially with this year's lower registration limit, you are highly encouraged to send in your seminar registration as early as possible. Both seminars may be full, well before the hotel reservation deadlines.

In order to assure hotel lodging and control registration, the special hotel reservation form for each seminar hotel will be sent to the registrant only upon receipt of the complete seminar registration at right.

For example, the special form you'll use to make your hotel reservation for Louisville must be at the Hyatt Regency Hotel by January 2, 1983. The only way you can obtain your hotel reservation form is to mail your completed Louisville Seminar registration form and fees to the NAA office. Likewise for New Orleans. Registrations will be processed at the NAA office, in the order of earliest postmarked date, so prompt registration is most important.

NAA seminars — who may attend

To clarify exactly who may attend an NAA seminar, 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 seminar.**

2. Only NAA auctioneers can attend NAA sponsored functions. **If an auctioneer works for an NAA member, that non-member auctioneer employee cannot attend the NAA seminars.** The non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA seminar.

3. On the other hand, non-auctioneer employees — clerks, cashiers, ringmen, secretaries, etc. — can attend NAA seminars only when they are accompanied by the NAA member employer. The reduced registration cost for the non-auctioneer employee only applies **when the NAA member accompanies the employee to the NAA seminar.**

4. **NAA spouses can attend seminars without the NAA member**, but the spouse must pay the full seminar registration cost. The reduced registration fee only applies to the second, third, fourth, etc., registrations after the NAA member makes a full registration for the event.

Because of the 150 limit in seminar registrations, **NOW** is the time to assure your seminar attendance for the 1983 NAA seminars in Louisville and New Orleans.

New Orleans Feb.

1983 NAA Seminar Registration

New Orleans, Louisiana, February 21, 22, 23
Hyatt Regency Hotel

SUBJECT: SELLING ANTIQUES AND COLLECTIBLES AT AUCTION

(The above general seminar topic will be covered IN DETAIL by non-auctioneer experts, as well as professional antiques and collectibles auctioneers.)

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1983 Seminars. The hotel reservation form for the February, New Orleans Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the New Orleans Antiques and Collectibles Seminar must be made by January 20, 1983.**

REGISTRATION FEES

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1983 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse, family member, or guest attending with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 NEW ORLEANS SEMINAR REGIS- TRATION.

\$150 Three-day Seminar registration
 \$ 75 Spouse/guest three-day Seminar registration

\$ TOTAL NEW ORLEANS SEMINAR FEES

Enclosed is my check in the amount of \$....., made payable to the National Auctioneers Association, for my 1983 NAA New Orleans Seminar Registration.

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if applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminar registration fee to:

NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510-2487

Louisville Jan.

1983 NAA Seminar Registration

Louisville, Kentucky, January 24, 25, 26
Hyatt Regency Hotel

SUBJECT: SELLING REAL ESTATE AT AUCTION

(The above general seminar topic will be covered IN DETAIL by non-auctioneer experts, as well as professional real estate auctioneers.)

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1983 Seminars. The hotel reservation form for the January Louisville Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the Louisville Real Estate Seminar must be made by January 2, 1983.**

REGISTRATION FEES

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1983 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse, family member, or guest attending with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 LOUISVILLE SEMINAR REGISTRATION.

\$150 Three-day Seminar registration
 \$ 75 Spouse/guest three day Seminar registration

\$ TOTAL LOUISVILLE SEMINAR FEES

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spouse's name or guest
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Address _____

City _____ Phone _____

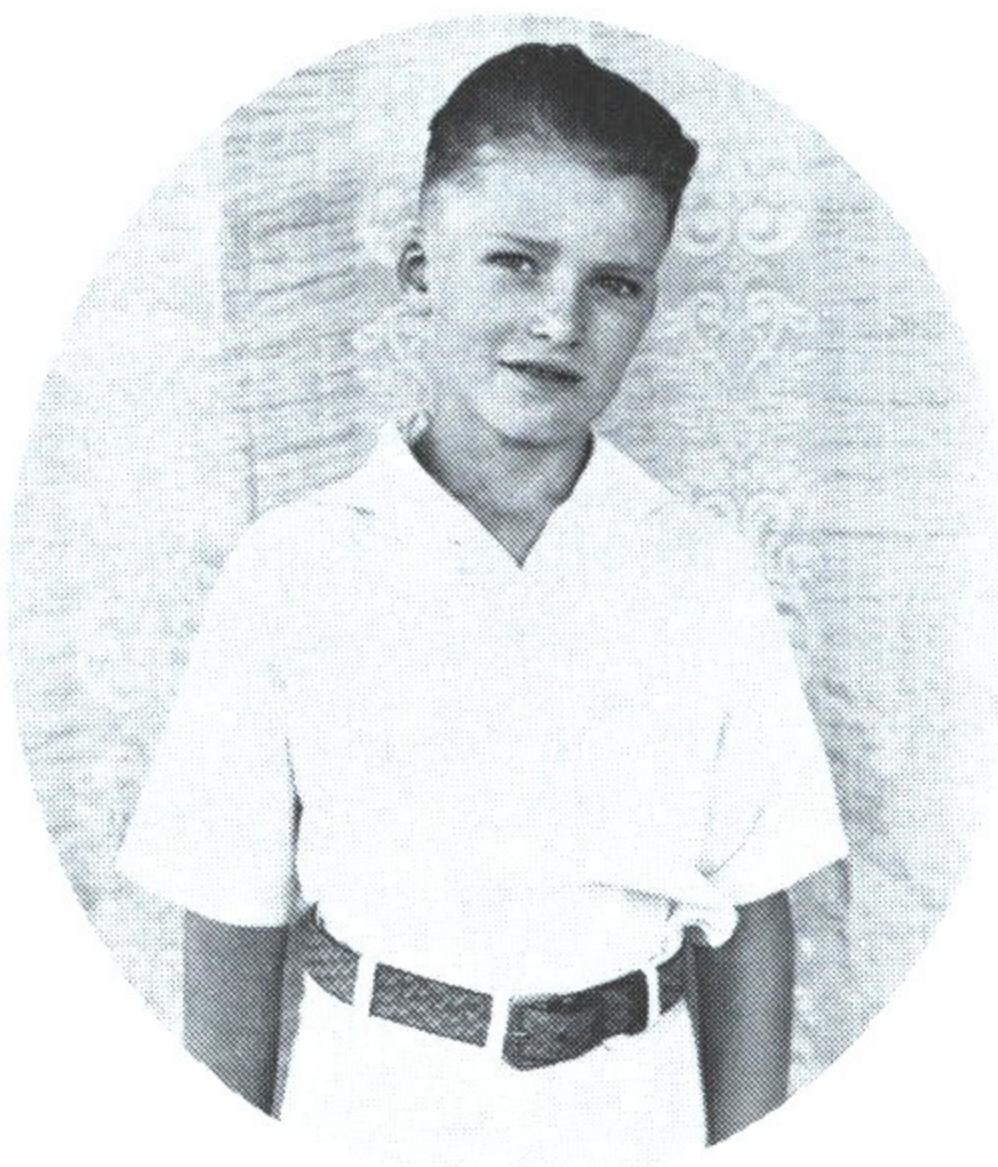
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135 Lakewood Drive, Lincoln, NE 68510-2487



REX AT THE MICROPHONE during a spring farm auction this year.



SPECIAL TRICYCLE — Above left, Rex Newcom at age four recovering from polio. He rode the tricycle ("wore it out") to help his legs recover from the disease. At right, Rex as a growing, healthy youngster in the seventh grade.



Rex Newcom now NAA president

Naomi Newcom to lead Auxiliary

This NAA year 1982-83 is the fourth time that a husband and wife team will share the leadership of both the Association and the Auxiliary. Rex B. Newcom, CAI, Whitewater, Kansas, is now the NAA president, along with Naomi E. Newcom, president of the Auxiliary to the National Auctioneers Association. Rex is the second NAA president to assume the office from president-elect.

As a result of elections during the 1982 NAA Annual Meeting, July 31 at the Atlanta Convention, the following new officers will be serving with NAA president Newcom: president-elect William L. "Bill" Gaule, CAI, vice president Sammy L. Ford, CAI, and treasurer Dean W. Fleming, CAI.

Since his own election to the Board of Directors in 1974, Rex Newcom has represented the National Auctioneers Association throughout the country. Rex is a popular speaker and workshop instructor, having conducted auction seminars for 17 different state auctioneers associations. Because of Rex's extensive travels, and their attendance at numerous NAA conventions, many NAA and Auxiliary members have met Rex and Naomi Newcom personally. This *AUCTIONEER* article is a further introduction to the man who now leads the National Auctioneers Association, and his wife its Auxiliary president.

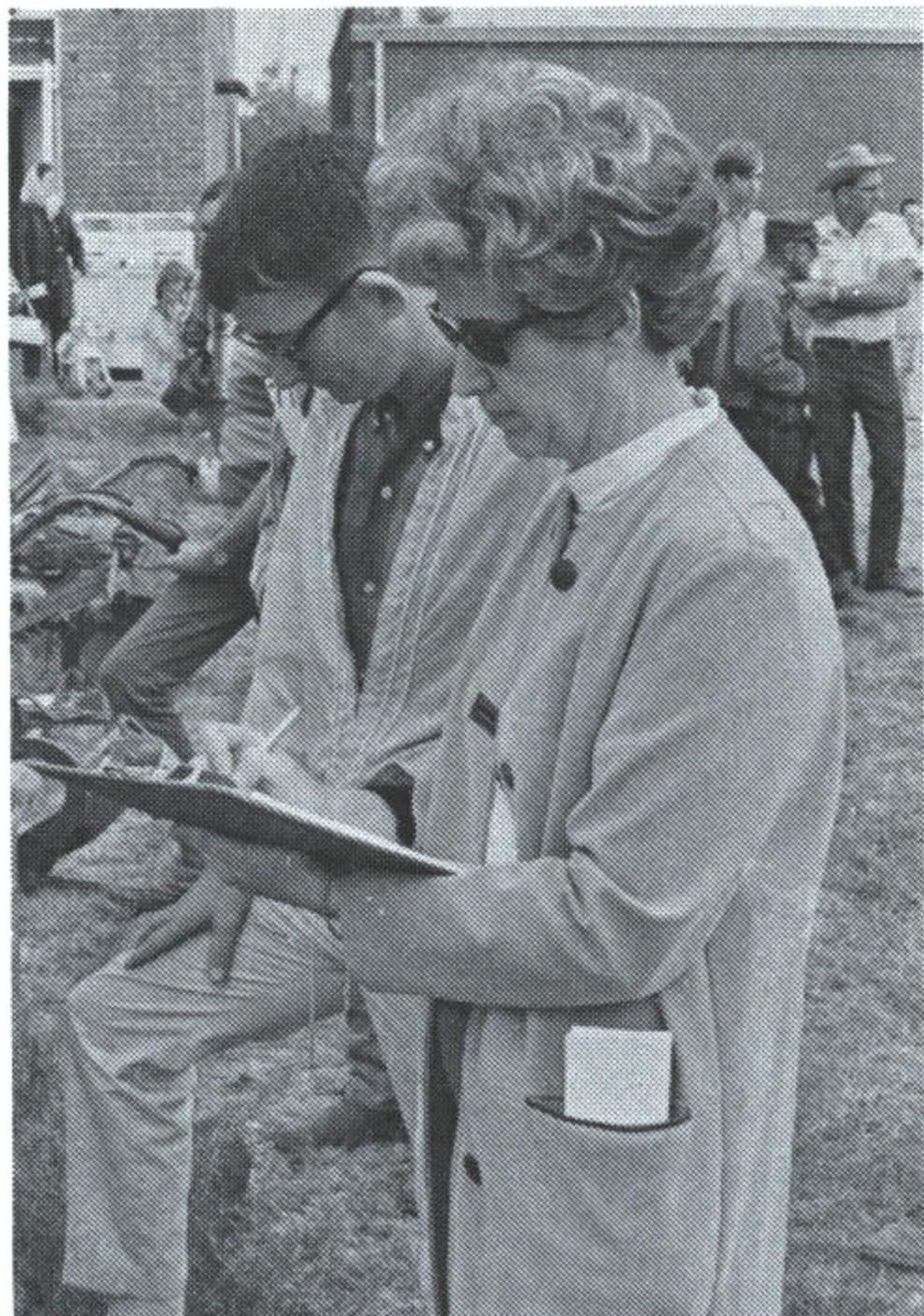
Native Kansan, busy auctioneer

Rex Newcom was born in Benton, Kansas, and graduated from Whitewater High School in 1944. While attending Butler County Junior College, and later graduating in 1948 from an accounting program at Wichita Business College, Rex did farm work and operated a small trucking company. His father and one uncle were auctioneers, so that young businessman Newcom was well introduced to the auction profession.

In 1949 Rex went to work at a Boeing aircraft plant in Kansas, where he also met a secretary named Naomi Pierson from Anadarko, Oklahoma. She had graduated from Wichita Business College; and Rex was to enter the Army in 1950. Miss Pierson became Mrs. Newcom on June 3, 1951. Naomi would prove to be Rex's best partner and assistant in farming, feedlot operation, and later the auction and real estate business.

Attaining the rank of master sergeant, Rex

NEWCOM FAMILY, back row from left, son Brent, son Jack and his wife Diane, son Bob. Front row from left, Brent's wife Marilyn, daughter Geneva, and Bob's wife Jeanie. Rex and Naomi are the proud grandparents of eight grandchildren.



served two and a half years with occupation forces in Europe. Sergeant Newcom returned home to Kansas in 1953, and another year in the agriculture program at Butler County Junior College. He later farmed, worked in livestock markets, and organized the first commercial feedlot in Kansas.

A part-time auctioneer selling cattle until 1965, Rex Newcom attended Missouri Auction School in 1966, entered the auction business full-time, and also joined the Kansas and National Auctioneers Associations. That year also began the Newcom real estate career, with membership in the National Association of Realtors®. Both Rex and Naomi are recipients of the GRI designation.

Throughout their busy professional life together at Newcom Real Estate and Auction Service, Rex and Naomi raised four children, all of whom are married

1968 AUCTION — Rex Newcom's full-time auction career was two years old when this farm sale was photographed above. Above left, as Rex has auctioned, Naomi has clerked and cashiered from the beginning of the Newcom auction business. At Naomi's right is youngest son Jack.

with children of their own. Oldest son Brent, 31, is a line inspector for the Coleman Company in Wichita, Kansas, and 30-year old Geneva is a registered nurse in charge of a maternity ward in a Nashville, Tennessee, hospital. Robert Newcom, 29, is also a Nashville resident, working for a tour company, and youngest son Jack, 28, is an auctioneer in White-water with the family auction firm.

Throughout Rex's varied business career, he has remained active in local civic and fraternal groups, as well as statewide professional organizations. He has held every elected office in the Kansas Auctioneers Association, is presently serving as KAA secretary-treasurer, and was KAA president in 1974. The years 1977 and 1979 saw Rex Newcom picked as the Kansas Auctioneer of the Year.

Rex has also served as the president of the Kansas Farm and Land Institute, on the Board of Governors of the national FLI, twice as president of the Butler County Board of Realtors®, and on the Board of Directors of the Kansas Association of Realtors®. NAA president Newcom was a member of the charter class of the Certified Auctioneers Institute, and later served on the CAI Board of Governors.

Local community involvements for Rex include membership in the Palmyra Baptist Church, Towanda Masonic Lodge, Wichita Consistory and Shrine, Butler County and Frederick Remington Historical Societies,

Continued page 66



MARRIED 31 YEARS, Rex and Naomi Newcom at the Las Vegas NAA convention.

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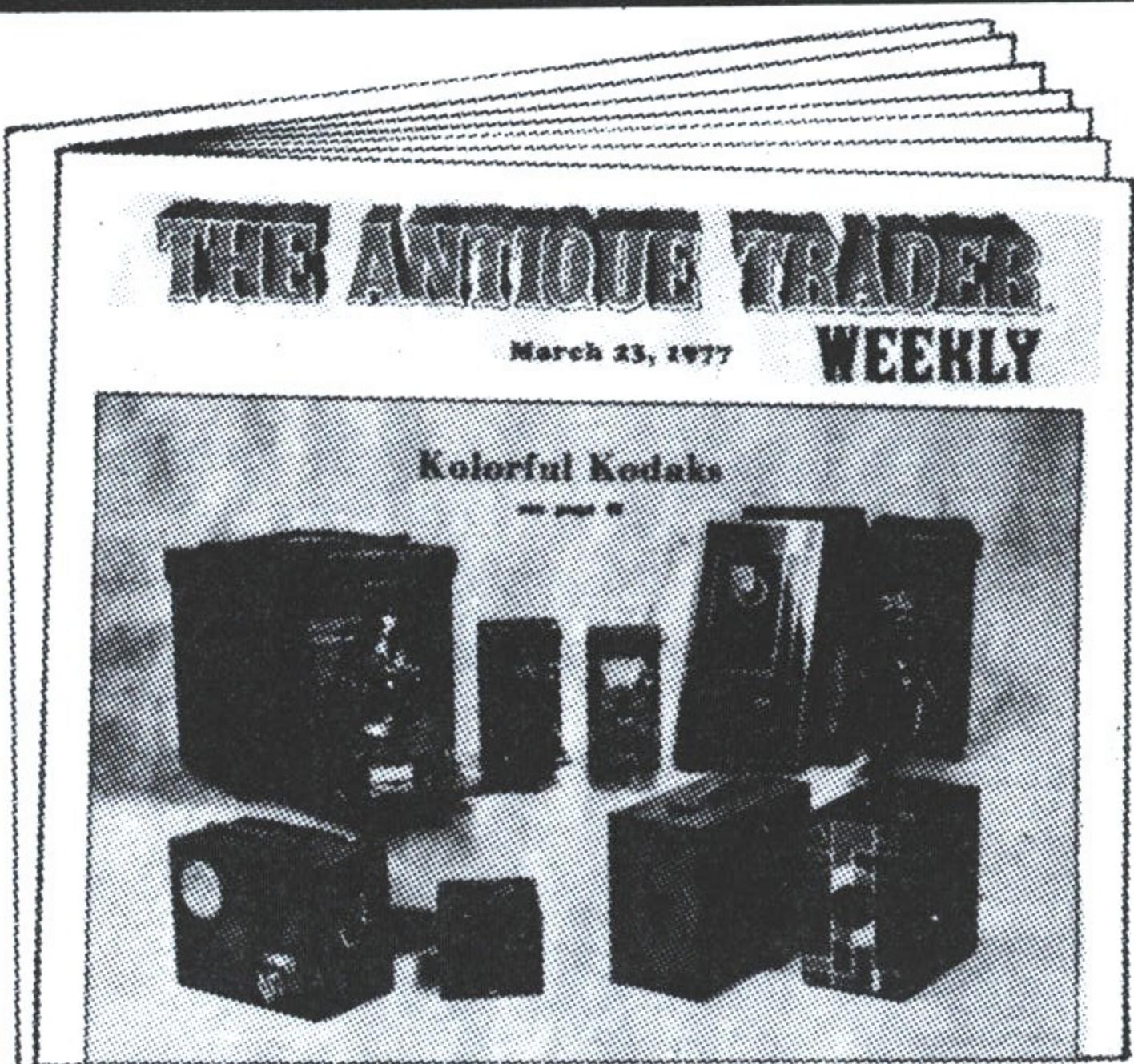
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Financial Statements National Auctioneers Association Lincoln, Nebraska

For The Year Ended June 30, 1982

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CERTIFIED PUBLIC ACCOUNTANTS
100 NORTH 56TH STREET, SUITE 200
LINCOLN, NEBRASKA

Board of Directors
National Auctioneers Association
Lincoln, Nebraska

Gentlemen:

We have examined the accompanying statements of assets, liabilities and fund balances of the National Auctioneers Association as of June 30, 1982, and the statements of cash receipts and disbursements and changes in fund balances for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

As described in Note 1, the Association's policy is to prepare its financial statements on the modified cash basis in which, with one exception, revenue is recognized when received and expenses are recognized when paid. The exception is for convention income and expense, which is recognized in the year of the convention. Accordingly, the accompanying financial statements are not intended to present financial position and results of operations in conformity with generally accepted accounting principles.

In our opinion, the aforementioned financial statements present fairly the assets, liabilities and fund balances resulting from cash transactions of the National Auctioneers Association at June 30, 1982 and its revenue collected and expenses paid and changes in fund balances for the year then ended, on the basis of accounting described in Note 1, which has been applied on a consistent basis.

Ueberrhein & Associates, P.C.

Lincoln, Nebraska
July 15, 1982

NATIONAL AUCTIONEERS ASSOCIATION
LINCOLN, NEBRASKA
STATEMENT OF ASSETS, LIABILITIES AND
FUND BALANCES
JUNE 30, 1982

ASSETS

	1982		
	General Fund	Building Fund	Total Funds
Current Assets:			
Cash in bank	\$ 54,766	\$ 54,766	
Investments	147,212	21,420	168,632
Prepaid convention expense	2,301		2,301
Prepaid expense — other	(56)		(56)
Advances to new			

building fund	6,756		6,756
Total current assets	\$ 210,979	\$ 21,420	\$ 232,399
Property and Equipment:			
Property and equipment, at cost, less accumulated depreciation of \$63,771 and \$51,175, respectively (Note 2)	95,821	133,051	228,872
Other Assets:			
Pre-construction deposits (Note 3)		19,835	19,835
Total assets	\$ 306,800	\$ 174,306	\$ 481,106
	_____	_____	_____

LIABILITIES AND FUND BALANCES				
Current Liabilities:				
Payroll taxes withheld	\$ 1,955	\$	\$	1,955
Deferred convention revenue		35,757		35,757
Advances from general fund		6,756		6,756
Total current liabilities	\$ 37,712	\$ 6,756	\$ 44,468	
Fund Balances	269,088	167,550	436,638	
Total liabilities and fund balances	\$ 306,800	\$ 174,306	\$ 481,106	
	_____	_____	_____	_____

The accompanying notes are an integral part of these financial statements.

NATIONAL AUCTIONEERS ASSOCIATION
LINCOLN, NEBRASKA
STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS
FOR THE YEAR ENDED JUNE 30, 1982

	Total Actual
Receipts:	
Membership	\$ 238,019
State dues	21,360
Booster club contributions	3,566
Promotional items	9,614
Convention	93,802
Seminars	27,795
Advertising — "The Auctioneer"	47,903
Subscriptions — "The Auctioneer"	603
Hall of Fame	5
Ladies Auxiliary	900
Interest income	16,859
Miscellaneous	784
Total receipts	\$ 461,210

Disbursements:	
Salaries	\$ 78,757
Employee benefits	10,339
Payroll taxes	5,371
Printing — "The Auctioneer"	80,627
Postage — "The Auctioneer"	8,623
Insurance	4,644
Taxes	3,840
Office supplies	10,896
Printing — General	10,952
Postage — General	15,770
Maintenance	10,919

Utilities	6,116
Promotional items	10,336
Awards	1,490
Professional services	4,833
Dues and subscriptions	1,415
Travel — Executive Vice President	9,822
— Director of Association Services	1,669
— Convention staff	2,307
— President	3,917
— President-Elect	2,031
— Vice President	355
— Treasurer	1,096
— Directors (State Associations' Meetings)	5,096
— Board meeting	6,346
Headquarters relocation	3,598
Special committee expense	4,340
Convention	72,773
Seminars	16,158
State dues	19,459
Refunds	2,908
Donations	153
Ladies Auxiliary	855
Bank charges	392
Miscellaneous	489
Property and equipment purchases	134,664
Pre-construction deposits	17,085

Excess of receipts over disbursements	\$ 61,132
Add — property and equipment purchases capitalized	134,664
Add — Pre-construction deposits to be capitalized	17,085
Less — Depreciation	(12,596)
Excess of revenues over expenses	\$ 200,285

The accompanying notes are an integral part of these financial statements.

**NATIONAL AUCTIONEERS ASSOCIATION
LINCOLN, NEBRASKA
STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED JUNE 30, 1982**

		1982	New	
		General	Building	
		Fund	Fund	Total
Fund balance —				
Beginning of year	\$234,248	\$	855	\$235,103
Prior period adjustments				
(Note 4)	1,320		(70)	1,250
Total disbursements	\$ 570,441			
Excess (deficiency) of receipts over disbursements before capital additions	\$(109,231)			
Excess of revenues over expenses		33,520	166,765	200,285
Fund balance — End of year	\$269,088	\$ 167,550		\$436,638

Capital Additions:

New building contributions	\$ 169,098
Interest income	1,265
Total capital additions	\$ 170,363

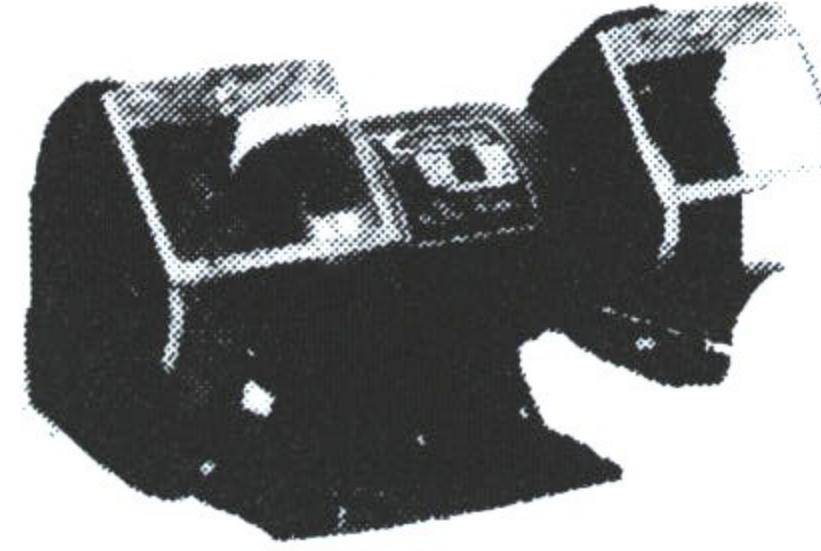
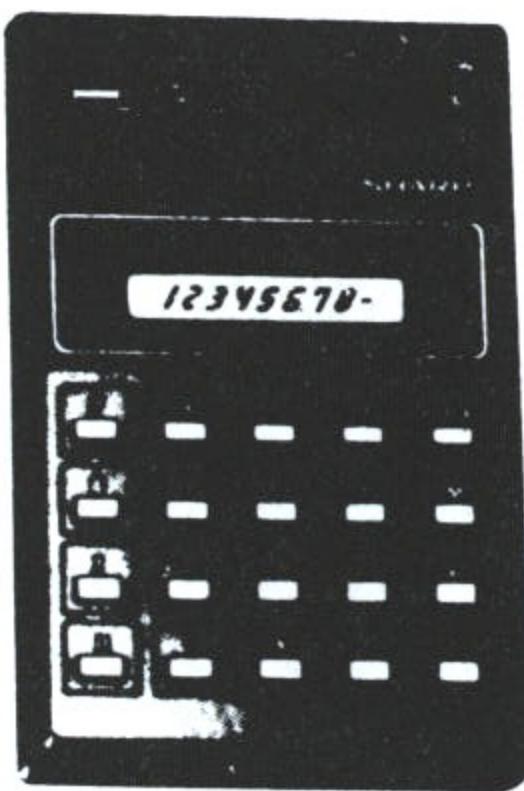
The accompanying notes are an integral part of these financial statements.

Continued page 31

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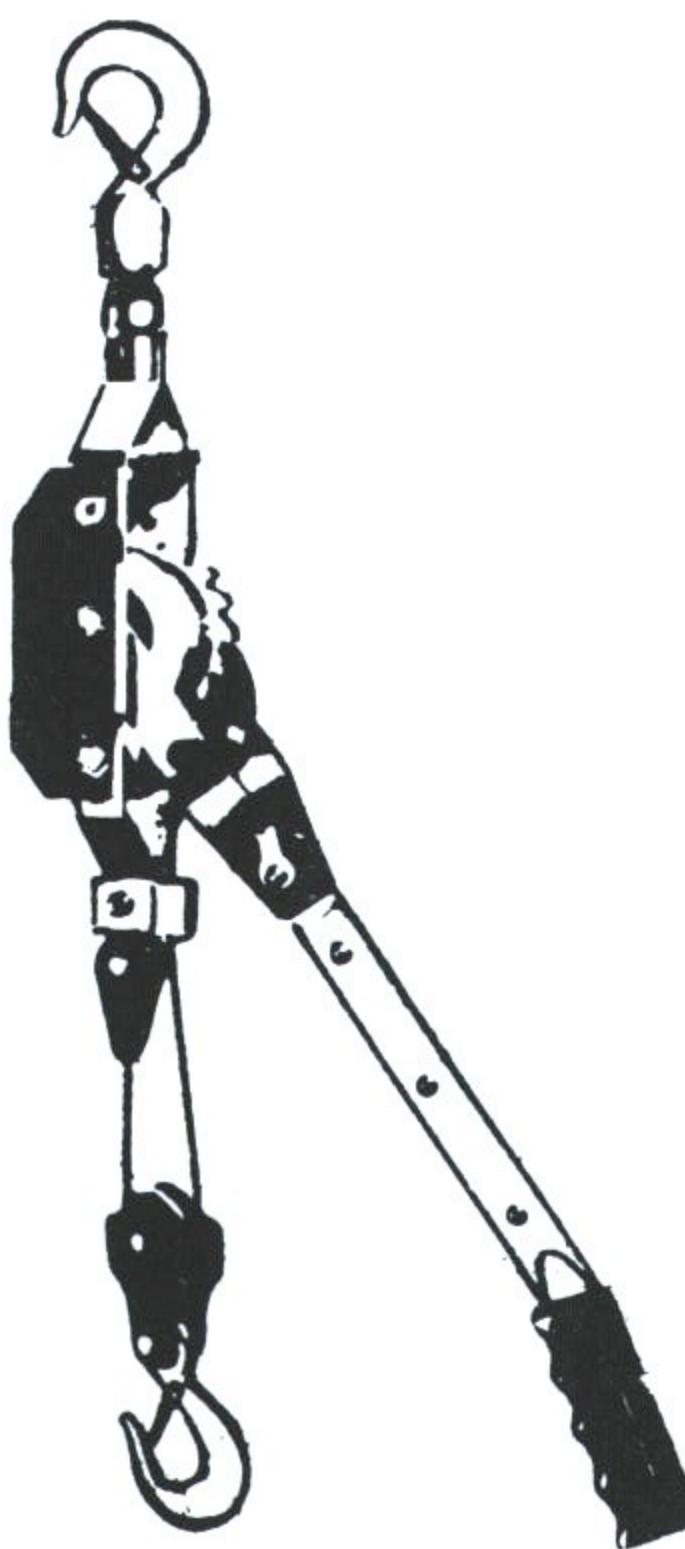
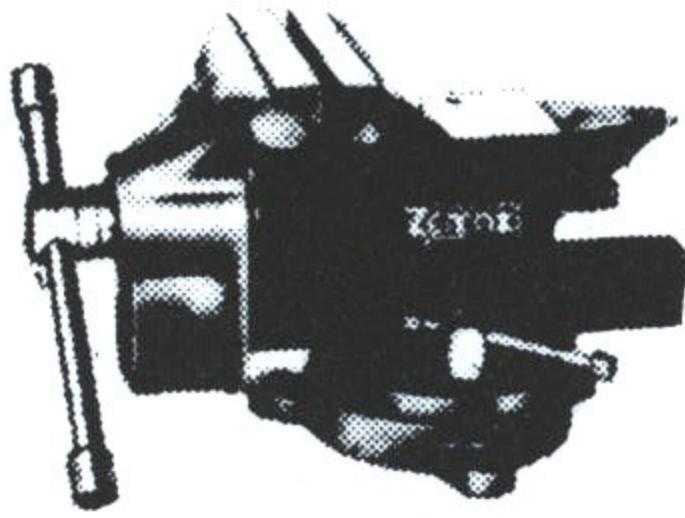
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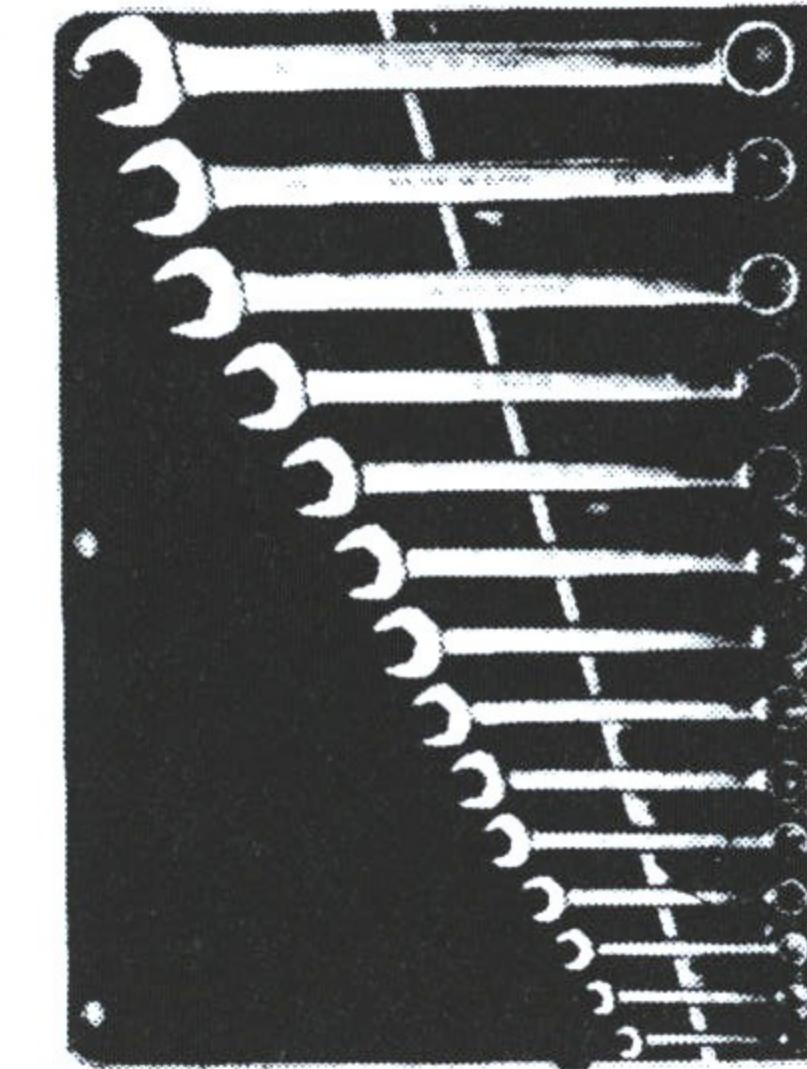
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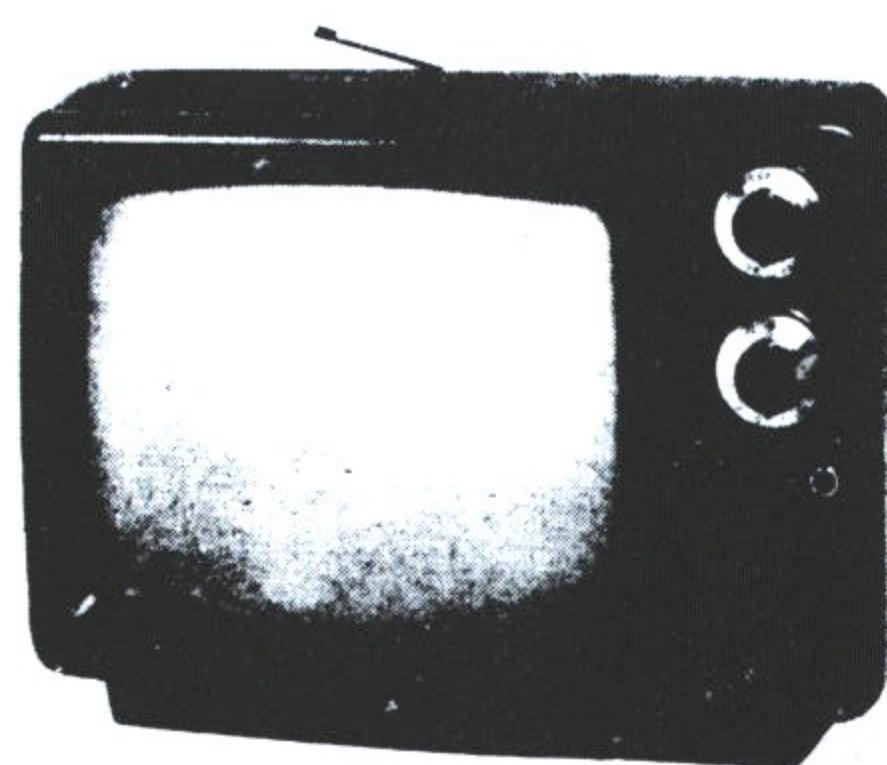


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**NATIONAL AUCTIONEERS ASSOCIATION
LINCOLN, NEBRASKA
NOTES TO FINANCIAL STATEMENTS**

Note 1 — Summary of Significant Accounting Policies:

Accounting Method — The accounting records of the National Auctioneers Association are maintained on a modified cash basis in which, with one exception, revenue is recorded when received and expenses are recorded when paid. The exception is for convention income and expense. Amounts received during the fiscal year ended June 30, 1982 for the convention to be held in July of 1982 respectively are treated as deferred convention revenue and included in the liabilities section of the statement of assets, liabilities and fund balance. Likewise, amounts paid in respect to the July, 1982 convention are treated as prepaid convention expense and included in the asset portion of the statement of assets, liabilities and fund balance.

Fixed Assets and Depreciation — Fixed assets are recorded at cost. Depreciation has been recorded on building and equipment using the straight-line method to depreciate fixed assets over their estimated useful lives. Depreciation recorded for the year ended June 30, 1982 amounted to \$12,596.

Income Taxes — The Association is exempt from federal income tax under section 501 (c) (6) of the Internal Revenue Code. However, certain activities of the Association such as advertising in "The Auctioneer" may be subject to federal income tax.

Note 2 — Property and Equipment:

Property and equipment consist of the following:

	June 30,	
	1982	1981
Cost:		
Land	\$ 14,423	\$ 14,423
Land — New building	133,051	
Building	77,212	77,212
Equipment	58,078	54,964
Vehicles	9,879	9,879
 Total cost	 \$292,643	 \$156,478
Less accumulated depreciation	63,771	51,175
 Total	 \$228,872	 \$105,303

Note 3 — Pre-Construction Deposits:

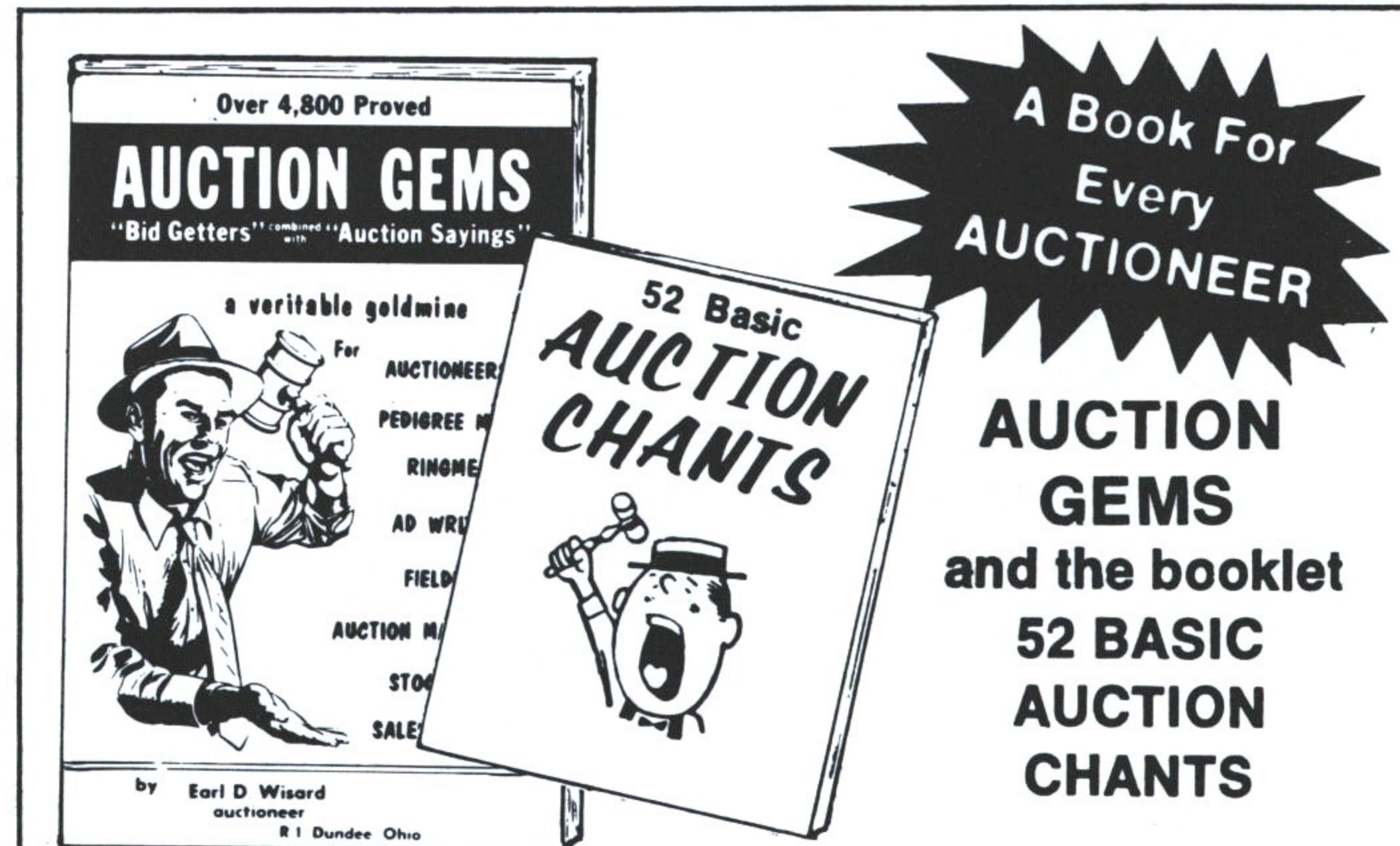
As of June 30, 1982 the Association has made deposits for architecture and planning costs relative to development of new national headquarters in Overland Park, Kansas. Construction estimates have not been determined as of June 30, 1982, nor have any commitments been incurred relative to the new national headquarters.

Note 4 — Prior Period Adjustments:

Three disbursements during the year ended June 30, 1981, were found to be classified incorrectly. Two disbursements which total \$1,250 have been reclassified from general fund expense to pre-construction deposits on the new building. The other disbursement of \$70 has been classified as a new building fund expense rather than general fund.

Note 5 — Employees' Retirement Plan:

The Association has adopted a defined contribution retirement plan, effective July 1, 1978 covering all full time employees. There is no provision for past service liability and the plan calls for full vesting of benefits as soon as an employee becomes eligible to participate. The Association's cost is equal to ten percent of the compensation of all eligible participants of the plan. Contributions to the plan during the year ended June 30, 1982 amounted to \$6,020 which was for the plan year June 30, 1982.



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"We know the value of Association"

By Howard Buckles
NAA Director

(The following is the keynote address by 1981-82 NAA president Howard Buckles, at the Southern Fair Convention luncheon, July 29 in Atlanta.)

Ladies and gentlemen of the National Auctioneers Association, it has been a real pleasure and privilege for me to serve as your president during the past year. Much has happened since I assumed the office, and in my opinion, has been good for the organization.

Last year in Las Vegas we introduced the plans for our new building in Overland Park, Kansas, and the response to those plans was overwhelming. Those attending the Las Vegas convention — and the membership who participated later — responded with well over \$450,000 in pledges, and \$170,000 in cash payments have been made.

The land has been paid for, and as published in the May, 1982 issue of THE AUCTIONEER, "THIS LAND IS OUR LAND". We paid off the note for a beautiful plot of land in a suburb of Kansas City, and soon we hope to have our beautiful building ready for occupancy.

Your response to our programs has been gratifying to me and to the members of the NAA Board of Directors. You've determined that the auction profession needs additional help to identify ourselves as the most professional and most efficient. We are the ones who can sell real and personal property better than anyone else can, or by any other method.

We believe in our profession. I am only too sorry that others are not here in Atlanta with us, to learn from those professionals who are offering their talents during the 12 workshops which have already begun.

We know the value of associating with each other at conventions, meetings, seminars, and workshops. We are constantly learning from each other how to promote the auction method. The value of these programs is clear — not only NAA programs, but those available through state auctioneers associations and societies; the Certified Auctioneers Institute; and the many, many other educational opportunities available at conventions, meetings, and workshops.

During my travels as an NAA representative — this year as president, past years as an officer or director — I have been asked, "just what do you do at the NAA Convention?" Well, I don't hesitate to tell them that no group is better than auctioneers when it comes to providing education, entertainment, and excitement at conventions. *But I point out quickly that we meet for the benefit of the entire family.* Long before the Pittsburgh Pirates used the slogan, "we are family", the National Auctioneers Associa-



Howard Buckles, NAA immediate past president, was first elected to the Board in 1974, beginning a long career of service to the National Auctioneers Association. He is the owner of Howard Buckles Auctioneering Service, Keosauqua, Iowa, conducting farm, estate, antiques, and real estate auctions. Mr. Buckles is also active in the Iowa Auctioneers Association, having served as an IAA president.

tion put that slogan in practice as far back as I can remember.

Without our families, we would not have the success we have had in business. We've enjoyed the complete support of the Auxiliary in everything we do; and we've enjoyed the support of our families whenever we serve the public as business men and women. For that, we are very proud.

It's too bad that many of our members were not able to attend this Convention. Our registration is down this year, and no one can point to one, single reason why. Some say it is the economy. Others say it's the Atlanta heat in the summertime, and others have still more reasons.

Yes, this is my vacation too, but only from my daily business routine in Keosauqua, Iowa. Actually, I'm on a business trip. Because the experiences, associations and education I receive at our NAA conventions are highly beneficial to me in my auction business.

Those same people, who ask what goes on during an NAA Convention, were asking another question before they realized the benefits of attending conventions. They asked, "Howard, why do you belong to the National Auctioneers Association, or the Iowa Auctioneers Association?" And as my years of membership increased, I have been able to prove to those auctioneers just what value, just what benefit I have received from my NAA and IAA memberships.

Have you ever asked yourself, "why do I belong to an Association?" Perhaps you should. Otherwise, you may be taking membership for granted, which isn't good for you or the Association.

One of the best things that could happen to any association would be members asking themselves "why am I a dues-paying member?" One man of another association who asked himself that question came up with these reasons.

- I owe it to myself and my business to help our industry move forward at the state and national level.
- It takes strength in numbers and concerted effort

to accomplish anything worthwhile. More can be accomplished collectively than individually.

- Only through membership in my Association can I obtain reports and publications prepared with my business needs in mind. Everything else is general in nature, aimed at a wider audience, and hence diluted.
- The regular meetings and annual convention provide me with ideas and information that I could obtain IN NO OTHER WAY, and which are put to the test of experience before they are passed on to me.
- I have made many true friends among the members; people I enjoy being with for friendship's sake, as well as for business reasons. MY LIFE IS RICHER AND MORE WORTH LIVING THROUGH BELONGING.
- Committee projects, membership on the Board of Directors, and other Association responsibilities enable me to contribute; to do my part for the profession, the economy, and the general good.
- The cost of belonging is small compared with what I get in return — extremely low "rent" for the space I occupy in my profession.
- Even when other problems command my full attention, the officers, directors and headquarters office staff keep working in my interest. Maintaining my membership is a vote of confidence in them, which they deserve, and which I am happy to bestow.

I enjoy belonging to the National Auctioneers Association. I enjoy working for the auction profession. Each of you here today has a great opportunity to excel. We have obtained the services — talents, if you will — of some of the finest auctioneers in the world to offer their ideas in the workshops at this convention. LISTEN WELL and LEARN MUCH.

You will never be sorry that you attended this or any other NAA convention if you take advantage of the educational opportunities. If you've never attended an NAA convention before, feel welcome enough to ATTEND THIS ONE AS IF YOU ARE A MAJOR PARTICIPANT AND HAVE BEEN FOR YEARS.

Attend every workshop session that you can. Last night was an excellent example of the learning process we enjoy at our conventions. Sure, we had fun at the Fair and enjoyed the music and "clogging" very much. But did you see the many conversations which were going on throughout the Fair? People were sharing their successes, and problems, during the past year.

That's one of the benefits of the social activities we sponsor during the conventions. This morning we began our workshops. Regardless of your auction specialization, you can learn something from every instructor who conducts the workshops. Something successful can be applied to every specialization, but you won't know what the successes are unless you attend the functions available to you.

Ladies and gentlemen, WE HAVE HAD A SUCCESSFUL YEAR IN THE NATIONAL AUCTIONEERS ASSOCIATION. Many other Associations have had membership losses due to the economy and the recession. But not in the National Auctioneers Associa-

Continued page 34

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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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tion. We have lost some members, yes, but we also have gained many, many new members who have learned that if they are going to succeed in their profession, they must join a professional Association which is dedicated ONLY to the auction method and to auctioneers.

I wish to recognize one man who has helped us in our membership campaign. He distributed numerous membership applications; and due to his personal efforts and support of the NAA, is personally responsible for over 25 new members joining this year.

The NAA recognized him with the Hall of Fame Award last year and he reciprocated by recruiting those new members. B. G. Coats is the man I am referring to and thank you, B. G., for your help.

During my year as your NAA president, I've traveled more and have been to more different places than I would have imagined. But I have enjoyed my travels very much. However, my family has been very patient with me during these travels. Even though my wife, Arlene, has often accompanied me and sometimes my daughter, Diana Sue, I have placed the burden of my business on them, especially Arlene. I want to publicly recognize my family, and let them know how much I appreciate and love them for supporting me during this presidential year.

My son Bill and his wife, Patty, have also been supportive. Bill is not at home any longer, and has not been as close to the business as Arlene and Diana Sue, but Bill and Patty have really supported my programs and goals. I didn't realize how effective my "goals" were, when I announced last year that every member should get a new member. But I believe they misunderstood me.

Instead of an auctioneer, Bill and Patty sponsored a grandson during the year, and due to all of the recognition I have had as your president — grandson and all — I want you to know how proud you have made me and how much I appreciate and love you all for your support.

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Reservations are now being accepted for the 1983 Courses of the Certified Auctioneers Institute, April 10-15, 1983, on the Indiana University campus, Bloomington, Indiana.

Those who successfully complete the three course levels of the Institute program will have earned the professional designation, "Certified Auctioneers Institute". The designation has been awarded each year since 1978 to over 400 auctioneers nationally.

For those NAA auctioneers who wish to enter the program, a two-step process is involved. First, complete and send the reservation form in the CAI brochure, center section of this AUCTIONEER. You will be sent an application for admission to the program. When your application is completed and approved by the Institute's Admissions Committee, you will be admitted officially to the program.

Among other requirements, applicants for Course I are required to have at least two or more years experiences as an auctioneer. **Also, current membership in the National Auctioneers Association (NAA) is required for all applicants, Institute candidates, and Institute members.** Course I applicants who are not members should initiate the NAA membership procedure that requires sponsorship before they submit their CAI applications for admission.

The CAI Course program includes day and evening classes, Sunday through Friday, with the final examinations in Courses I, II, and III on the final day of each course.

The faculty of the Institute is drawn from the Indiana University faculty, the auction industry, and related professions. More specific information about the courses is published in the CAI brochure. Additional copies of the Institute brochure are available from the Institute office, or reservation forms may be photocopied and submitted.

For additional CAI program information, contact: **Certified Auctioneers Institute, 74211 East Third Street, Bloomington, Indiana 47401. Telephone, 812-333-0077.**

CONVENTION. If I can be of service to you during the convention, let me know.

Thank you for being here, and thank you for just being yourselves.

Howard Buckles Iowa auctioneer champion

From 26 contestants at the Iowa State Fair Auctioneers Contest, August 17, NAA immediate past president Howard Buckles was named the 1982 champion auctioneer. The event is co-sponsored by the Iowa Auctioneers Association and the State Fair.



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Operations of an auction gallery

By Joe E. Small, CAI
NAA Director

The men and women of the National Auctioneers Association, their skills and talents, are the foundation upon which we can build our own auction businesses. Sharing information is certainly a key factor in that foundation. Here, then, are some of my thoughts and ideas about running an auction gallery.

When we started out, we needed to determine how we were going to do business; and we decided incorporation was best for us. It seems to give, in our state at least, better protection from liability, and better tax breaks. The second thing we determined was where we wanted our auction gallery and what type of a gallery we wanted — merchandise we were going to sell, and the type of buyer we hoped would attend our auction sales.

Our building is 18,000 square feet in a rather lovely warehouse district in far north Dallas, surrounded by nice homes and growing businesses. The people in the area are rather affluent, and the type of folks who might be the most interested in antiques and collectibles. The building itself is divided evenly into three major sections. We use one section for an auction gallery, while the center room is divided into two parts — a preview room featuring merchandise for the next auction, plus a sold area for furniture that has just been sold, or will be sold the night of the auction. The third section is a storage area, for too much of any one kind of item, incoming consignments, and sold merchandise awaiting shipment by an out of state dealer.

In our initial evaluation of auction facilities around the country, we visited a great number of auction houses and galleries. We talked to many people in different parts of the country and learned from NAA members with years of experience in the business. We found that most facilities were not particularly comfortable or inviting, and some were on the dreary side and not even clean. We decided that all of these factors were negatives, and we would strive to improve in those areas. We set about making our business a place that would attract people who were affluent, who might not sit in an uncomfortable building, on folding chairs in a stifling atmosphere, surrounded by dreary, unattractive auction items.

The first thing we did was simple, but effective, landscaping of our building exterior, to soften the warehouse look and provide color and interest. This made a tremendous difference, and when the trees are in bloom, the front entrance is really quite pretty. The second thing we did was to mount six mercury vapor security lights outside the building, so that our building is surrounded by a halo of light. It makes it look secure and more hospitable, since our sales are conducted in the evening. We wanted it to be a situation in which an unescorted lady would feel comfortable in attending our auction and remaining



NAA director Joe Small was elected to the NAA Board in 1980. He is the owner of Joe Small Auctioneers, Inc., Dallas, Texas, an antiques and estate auction firm. Mr. Small is a CAI charter member, and the institute's first president.

well into the night. We also make it a point to have all of our lights on in the offices up front, so that the building has a warm friendly glow.

Types of merchandise

The merchandise we sell comes from the United Kingdom, and we have made great efforts to make sure that it is of the quality we demand. We are aiming for a type of merchandise that attracts the widest possible group of buyers. We have found that if items are too humble or rough, they are difficult to sell. If items are too high priced, requiring many thousand dollars for the average piece, the market is so narrow that it is difficult to sell. We aim for the more popular priced merchandise with the objective of giving the customer an excellent buy for the money. This means, of course, that merchandise has to be well bought. In this connection, we work very carefully with our shippers in England, advising them what to buy and what to pay. Each sale that we conduct results in the return to the shipper of an inventory showing the cost they paid and what the item sold for.

We found very quickly that we were spending approximately four to six hours in tagging and/or lotting the merchandise as it came in. We remedied

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this by sending our own label — in various colors — to each shipper who supplied us with merchandise. Shipper A might have an orange label, shipper B, green, others red, etc. Prelabeling enables us to know at a glance where a given piece of furniture came from; and the shipper places the stickers on the merchandise when loading the container. It saves us a huge amount of time and money. We order a special type of sticker with a soft rubber adhesive that will not damage surfaces when the sticker is removed. (Remember to order a colorfast ink so that the color will not fade in bright sunlight, or over a long period of time. Many of these stickers, if not colorfast, will bleed out to almost a gray or off white, and are difficult to decipher.)

We ask our shippers to make each container a fully balanced auction load. We don't want too much, or too few, of anything. We might ask for six bedroom sets, five dining room sets, nine individual wardrobes, twelve dressing tables, twelve clocks, twenty-four pieces of stained glass etc. We need a well balanced load with great variety and interest. One great problem here is that without a certain amount of imagination and effort on the shipper's part, all of the containers seem to look alike. This can be deadly, because you want your auction crowds to be excited over each and every load.

We have found that as homes in America grow smaller, the very large, heavy pieces of furniture become ever more difficult to sell. You are then limited to someone buying for a restaurant, club,

bank, or commercial facility. We find, that if a piece is especially dark in color, it is becoming increasingly difficult to sell, at least in our area. Therefore, items that are *big and dark* become a deadly combination. They might be of good basic quality, but they are difficult to sell, so we ask our shippers to avoid these pieces.

Conversely, we find that the better items, those that make the greatest portion of money to their cost are small carriable items, such as occasional or lamp tables, cake stands, plant stands, clocks, letterboxes, stationery boxes, lap desks, children's furniture, candlesticks, hall trees, and so on. These are items that can be used in a small or large home. They can be used in many places in the home and they can be readily moved from location to location. They are excellent sellers and return good money if they are well selected.

Types of buyers

We wanted to structure our business so that most of our steady buyers were dealers; and another portion was retail — the ultimate consumer taking a particular piece home, and using it. We have refined our business down to approximately a mix of 60% of the purchases going to dealers, and 40% going to retail buyers. This seems to be an excellent mix. While dealers bid undervalue so they will not

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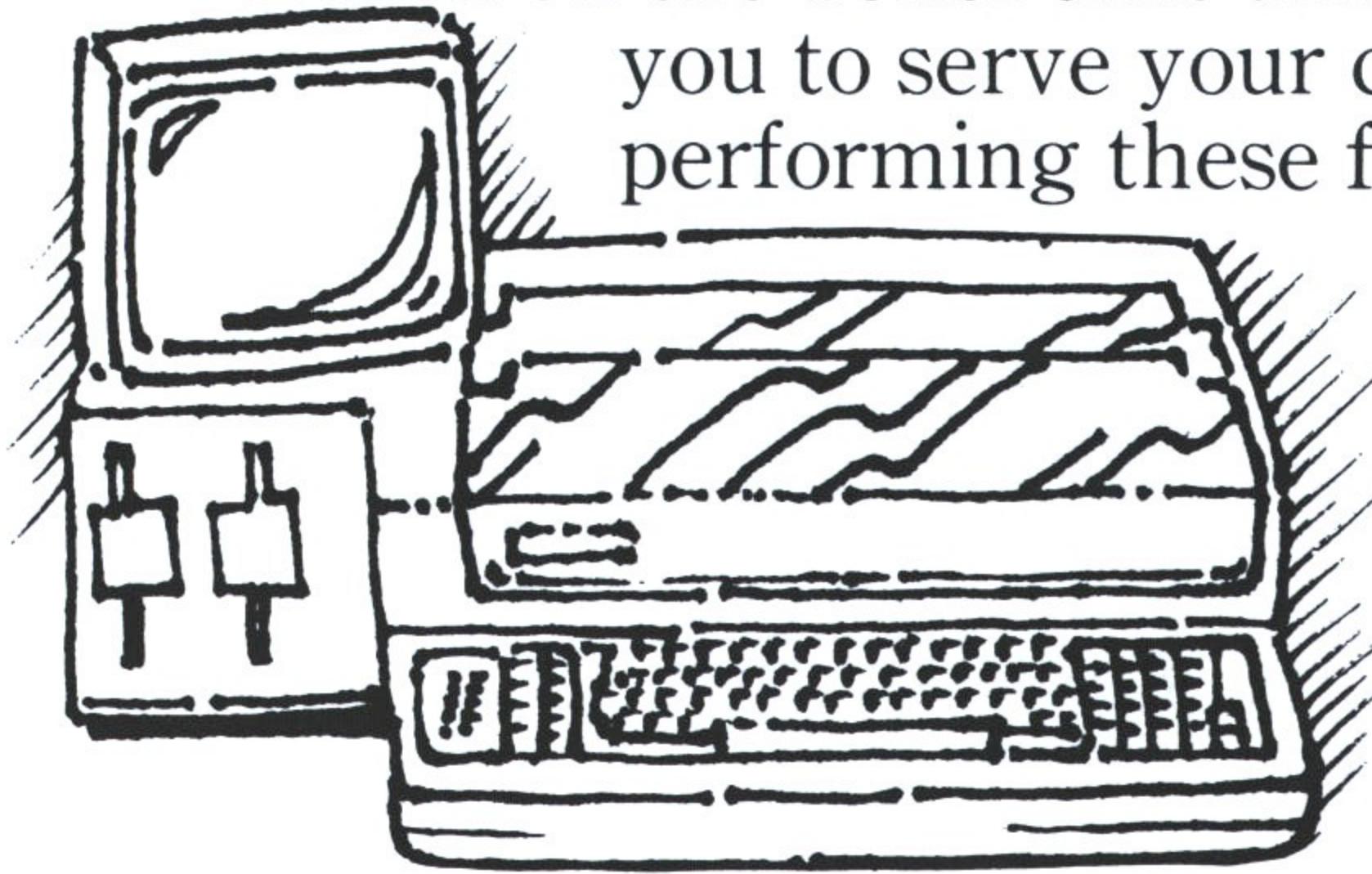
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For more information, write or call Carla Murray or Jacquie Stephens.

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sell at giveaway prices, retail buyers will help boost prices to obtain special pieces for their homes. This has worked out very well for us and I would recommend it to anyone.

We do some special things for our buyers who come from far away. We have buyers from approximately seven surrounding states who attend on a somewhat regular basis. They normally bring a large truck or a trailer, and buy a fairly large amount. We strive to get them loaded out early, and help them in any way we can. But we don't want anyone to think that ours is a dealer auction and not open to retail.

Ours is a public auction, and we like everyone to be aware of that. But every auctioneer knows that dealers will be back again and again, as consistent and steady buyers. Although they pay the lesser amount at times, while the retail buyer pays top dollar, that retail buyer purchases one item, goes home, and may not be back at an auction for months.

Auction staff

Our staff consists of eight full-time people and twenty-four part-time. Of the eight people who are full-time, two are auctioneers, one serves as a merchandise manager scheduling the various sales, and seeing that we have a proper "mix" of merchandise. The others are an executive secretary-comptroller, a receptionist/secretary, a warehouse manager and two foremen who direct the part-time labor crews.

We have found that an important ingredient here is the leadership of the supervisory people when working with the part-timers. We have strict rules for check-in/check-out on the time clock, lunch hours, and etc. Our better sources of labor come from Bible school students and college students. We find that the basic high school student tends to play too much, and doesn't particularly have a good work attitude. Our work force is divided into two basic groups; one group works during the week and Saturdays. Their jobs are primarily: "loading out" sold merchandise; receiving local consignments; cleaning, polishing, and preparing furniture for sale; moving items into and out of the gallery; and unloading the 40' vans at our back door.

The second group involves those who actually work at the auction sale, many of whom do both. Part-time people handle our "small items area", receiving small, breakable, or stealable items after they are sold, then checking them out to the buyer with the proper tickets. Part-time personnel carry merchandise to the stage area where stage people hold the items up under the spotlights. As items are being sold, carry out people take from the stage into a storage area. We also employ a security person at the back door, a clerk to write the buyer number on a small ticket and stick it on the furniture as it goes by, as well as relief clerks, and ringmen. We meet with everyone periodically to go over rough spots and to discuss ways in which we can improve the flow of merchandise, or the smoothness of the sale. We also discuss breaking or dropping merchandise through carelessness or lack of attention.

If people are properly instructed and motivated, even though they are part-time, they can prove to be loyal and dedicated employees. We also cross-train each individual in two separate jobs. If anyone is ill, or can't attend on any given sale night, we have someone there to take their place. Unless the employees know their jobs, this is difficult to attain. So frequent meetings prove to be time well spent.

Sources of merchandise

We found that it was necessary to visit England and meet people in the shipping industry, to indoctrinate them about the kinds, types, and price ranges of furniture we wanted. We quickly discovered that British buyers doing their buying in or near a large city were paying too much money for merchandise to sell at a profit back in Texas. We, therefore, sought out small teams of people operating in the British countryside, away from big cities. Today, this is the backbone of our buyer network. We have approximately sixteen to eighteen suppliers who ship periodically.

A typical team might be a mother, father, and twelve year old son who live on a farm 60 miles from

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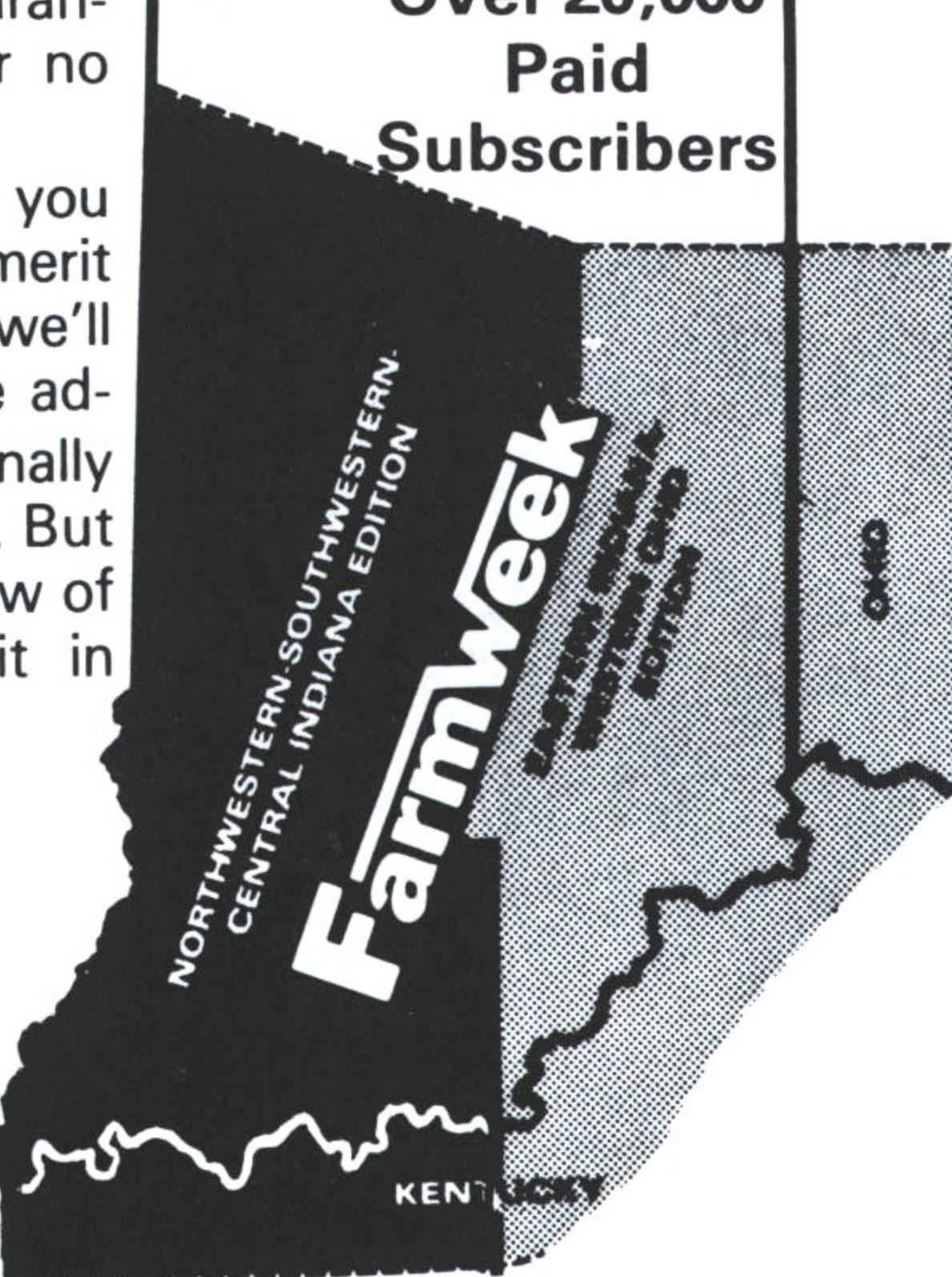
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Dear Auxiliary members,

Atlanta, Georgia, is a beautiful convention city with its historical grandeur and southern charm. Those of us who were fortunate enough to visit Atlanta for our 33rd NAA Convention will remember it always. We will remember especially the warm hospitality from our hosting southern state auctioneers associations' members and their families.

Mrs. Lila Moody, our Auxiliary convention chairwoman, her three beautiful daughters and her other gracious committee women provided a memorable luncheon program for us. Also, the very talented and charming Barbara Suarez did an outstanding job as our Educational Program Director. Pat Lambright, our retiring Auxiliary president, is very proud of her Atlanta convention ladies, and rightly so!

Following Pat as your Auxiliary president is a great responsibility that I do not take lightly. The demise of our dear friend Ann Williams, 1981-82 Auxiliary president-elect from Washington, has left all of us with saddened hearts, but the will to carry on with her wishes for the Auxiliary to help promote and advance the auction profession.

The Auxiliary invites every spouse, parent, widowed spouse, or child of an NAA member to join with us in the Auxiliary to reach our full potential.

We gained new members this year, three of whom were men. We certainly hope to increase our membership even more before the NAA Houston convention in 1983.

We have an outstanding slate of officers and directors serving our Auxiliary this year, and we encourage all NAA auctioneers to bring their spouses, families, co-workers, and associates to the Houston convention. We encourage them to join with us in promoting the auction profession, in what is still the greatest free enterprise country in the world.

Naomi Newcom, president
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In Memoriam . . .

Auxiliary to the National Auctioneers Association

ADA THIES

NAA member Earl Thies notified the headquarters office of the death of his wife, Auxiliary member Ada Thies, August 3, Ames, Iowa. She had recently been confined to a wheel chair because of a long illness, but worked in the Thies auction until the weekend prior to her death. Ada Thies was active in the Auxiliary to the Iowa Auctioneers Association, attending with her husband, most of the NAA annual conventions in the past 20 years.

ANN WILLIAMS

The 1981-82 Auxiliary president-elect Ann Williams, Arlington, Washington, died of cancer June 20. A brief memorial observance was held for Mrs. Williams during the Auxiliary sponsored Ladies Luncheon at the NAA convention in Atlanta, July 30.

"The greatest sin is fear.
The best day is today.
The greatest deceiver is the man who deceives
himself.
The greatest mistake is giving up.
The most expensive indulgence is hate.
The most foolish thing to do is to find fault.
The worst bankrupt is the soul that has lost its
enthusiasm.
The most clever man is he who always does what
he thinks is right.
The best part of any religion is gentleness and
cheerfulness.
The meanest feeling is jealousy.
The best gift is forgiveness."

Frank Crane

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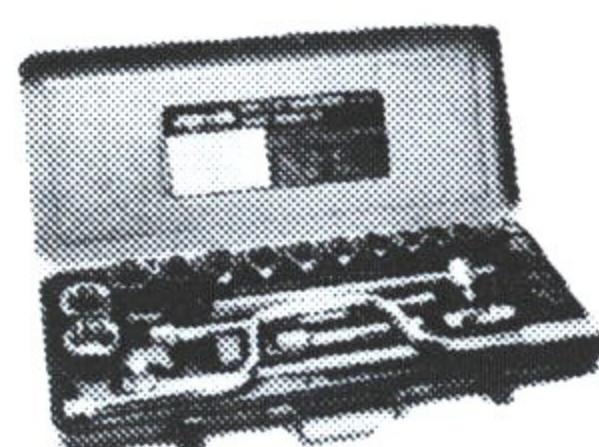
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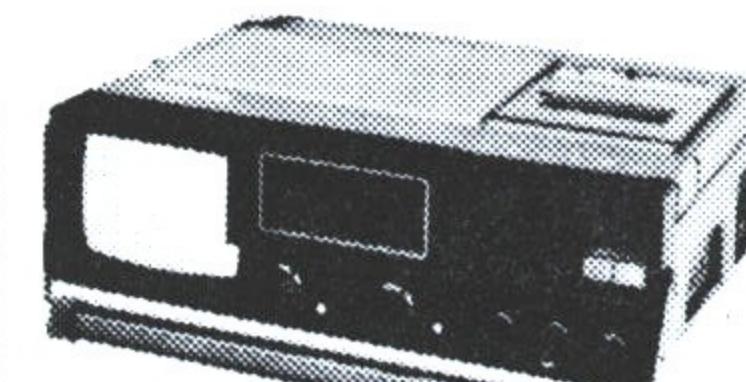
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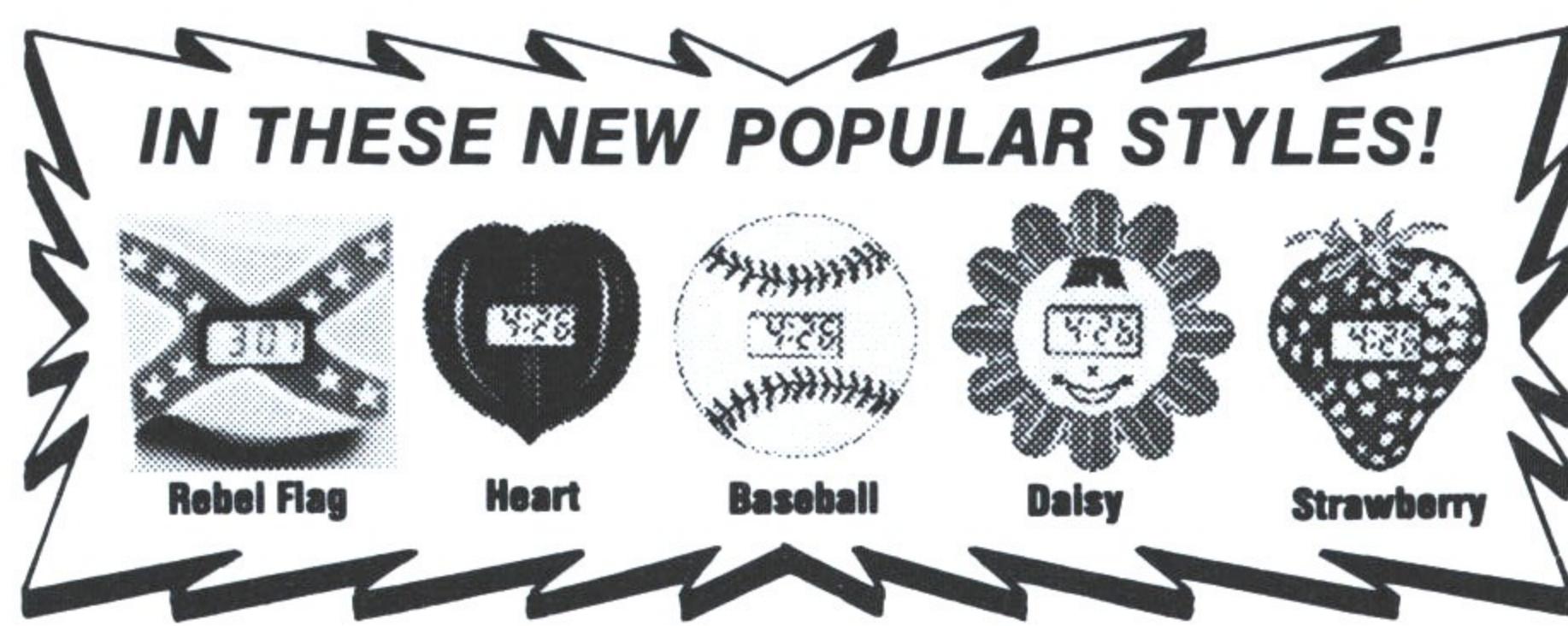
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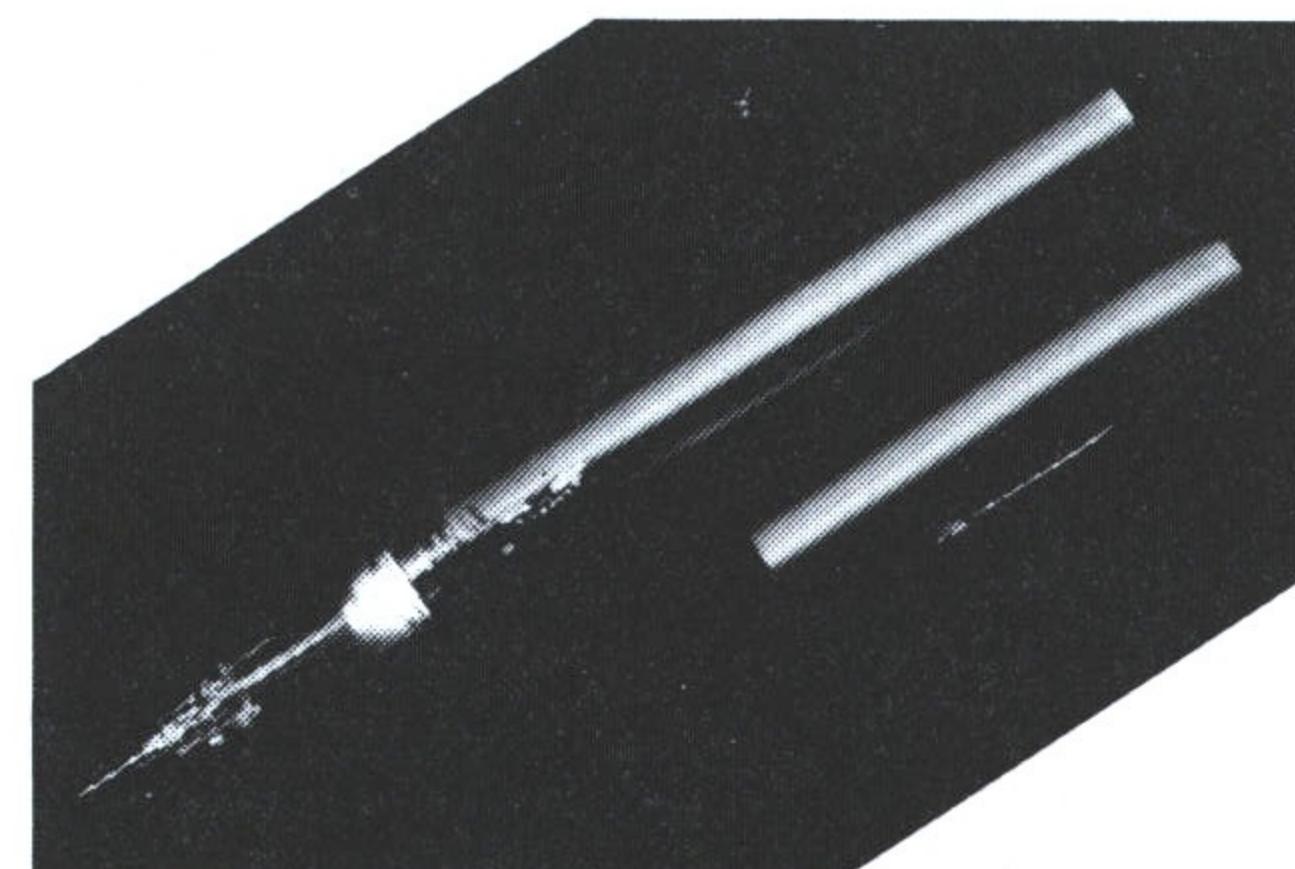
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Livestock at Auction

1982 World Livestock Auctioneer Champ fulfills 16-year dream

Regina, Saskatchewan — "Third time's a charm," the old saying goes, but for 1982 World Livestock Auctioneer Champion Dan Williams, Boone, North Carolina, it took a little longer — five tries, to be exact.

But at his fifth World Livestock Auctioneer Championship, held here June 18, Williams struck paydirt and walked away with top honors.

"This is a dream I've had for 16 years," said NAA member Williams, as he accepted the 1982 WLAC trophy, following two rounds of competition against a total of 67 other contestants. He also received the gold Championship ring, valued at more than \$1,000, and a \$1,000 cash prize, along with several merchandise prizes.

The WLAC is sponsored and conducted annually by Livestock Marketing Association, Kansas City, Missouri.

"This time I came out of the auction block knowing I did my best," Williams recalled later. "Everything fell into place — it was just my day. This was the first contest that I've been in that I felt totally satisfied with the effort I gave. That's what makes winning this year feel so good."

Williams, 31, lives with his wife, Nancy, and two-year-old son, Ben, in the same county where he grew up. He dedicated his win to his father, Hite Williams, who is also an auctioneer.

"If anybody taught me the business, it's him," Williams said. "I can remember going to the stockyards when I was just a young child and sitting on Mom's lap, watching Dad auction cattle."

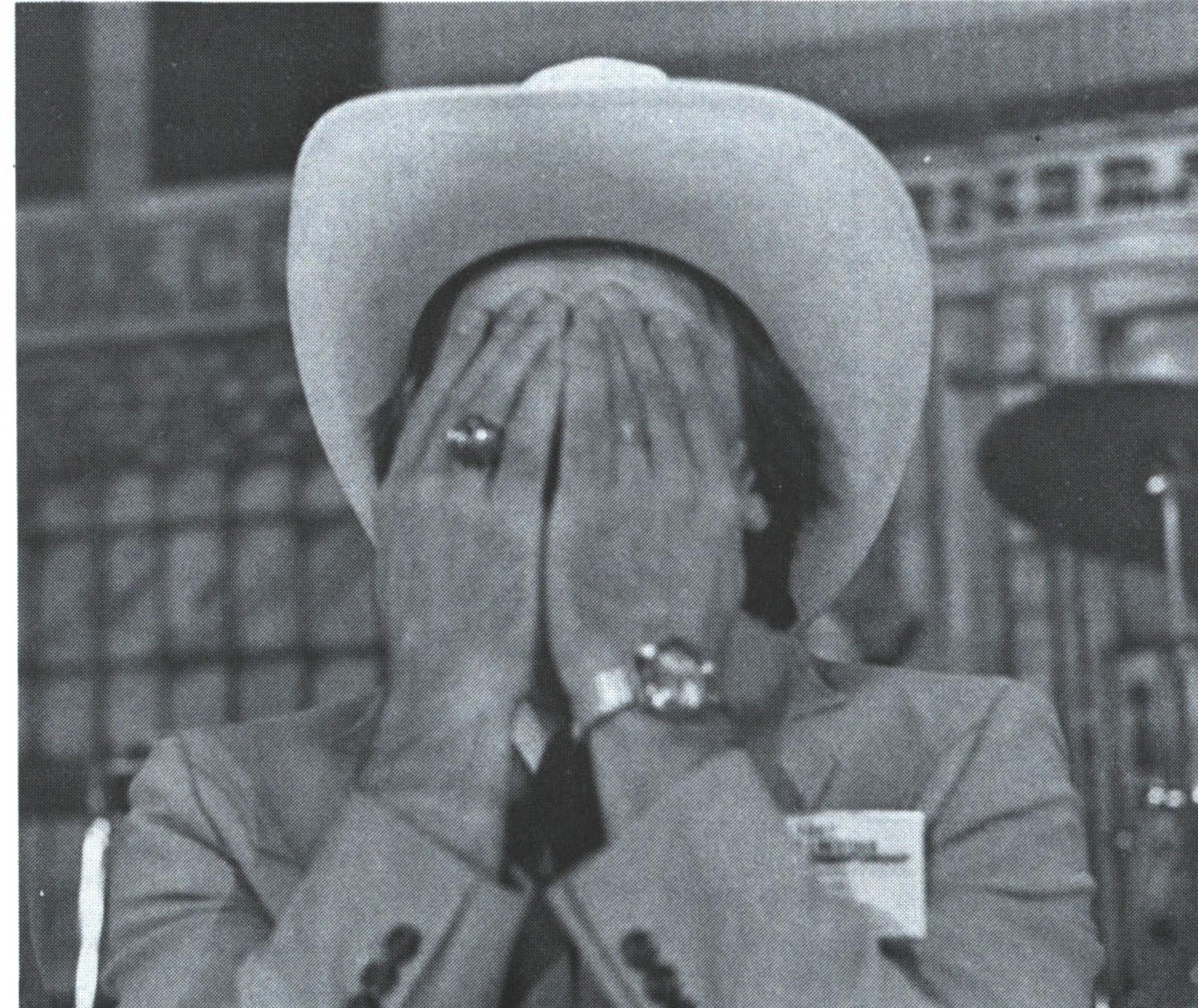
"When I was old enough to figure out that what he was doing was work, I knew that's what I wanted to do."

"I just thank the good Lord for giving me the ability to do what I want to do, because I love being an auctioneer," he added. "There's nothing I'd rather do."

Williams also attributed much of his success to John Henry Brewer, a well-known North Carolina livestock auctioneer who started the two markets where Williams now works and which served as his sponsors at the WLAC this year — Iredell Livestock Company of Turnersburg, North Carolina, and Carolina Stockyards Company of Siler City, North Carolina.



'82 WORLD LIVESTOCK AUCTIONEER CHAMPION
Dan Williams at the microphone during the competition. Below, Williams hears that he's the new champion.



Brewer, who died three years ago, had also competed in the WLAC, but never won. Following this year's win, Williams explained, "John Henry would have been proud . . . well, I know he is proud, although he's not here with us."

Williams got his start as an auctioneer while in the seventh grade, by selling off pies at a local church supper. Originally, the church ladies planned to ask his father to do it, but young Williams knew his father already had a sale scheduled for the same evening, so Williams volunteered.

"They took me up on it," he recalled. "Scared me to death. I only had two weeks to practice."

Succumbing to a bad case of stage fright, he urged his father to make it back to town that evening in time to sell the pies. Hite Williams was on time, but his son didn't find that out until afterwards — his parents waited outside the church until halfway through the pie sale to make sure their son would



TOP THREE FINALISTS at the 1982 WLAC. From left, reserve champion Bud Knight, champion Dan Williams, and runner-up champion Kenneth Wilcox. They were the best of 68 contestants who competed June 18 in Regina, Saskatchewan.

give auctioneering a try.

During high school, Williams started clerking for his father at bi-weekly horse sales. Sometimes Hite would let him auction off the tack. After graduation, he attended an auction school in Fort Smith, Arkansas, then "bummed around for a couple of years" before going back to college.

While attending Appalachia State University, where he received a B.S. in business management,

Williams got more auctioneering experience, handling estate and auto sales. In 1975, following graduation, he began clerking at cattle sales and selling cattle whenever he could.

His first shot at the WLAC was in 1978, and Williams recalled, "I thought I was a pretty hot-shot auctioneer".

But when he started speculating about winning the contest, his wife, who Williams describes as a "very realistic-type person," brought him back down to earth. "If you win now, you've got nothing to work for," she pointed out. But Williams doesn't look at it that way now.

"After winning, you've got that much more to work for," he said. "Though there won't be any more contests for me to enter (once an auctioneer takes the championship, he's ineligible to compete again), every day when I sit down to sell cattle, people will say, 'he's a world champion'. I've got to do my best for the rest of my days so they won't leave wondering why I was named a champion.

"I've got to maintain that integrity of being a world champion auctioneer," he explained. "Past winners have set me a strong example. It's a responsibility. I'm not only representing Dan Williams and other auctioneers, but also the livestock industry as a whole.

"This is something that will be with me for the rest of my days," he said.

Continued page 47

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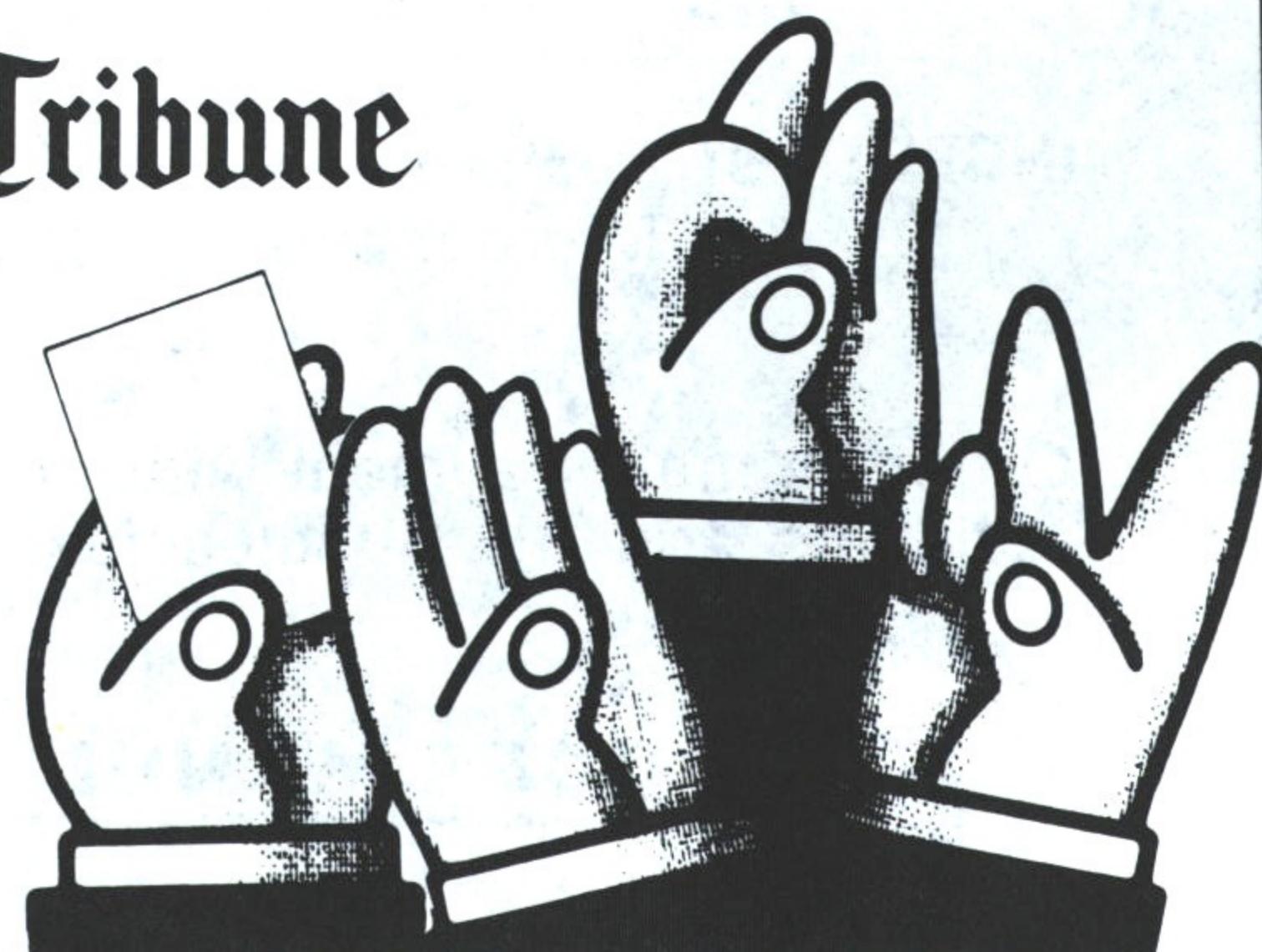
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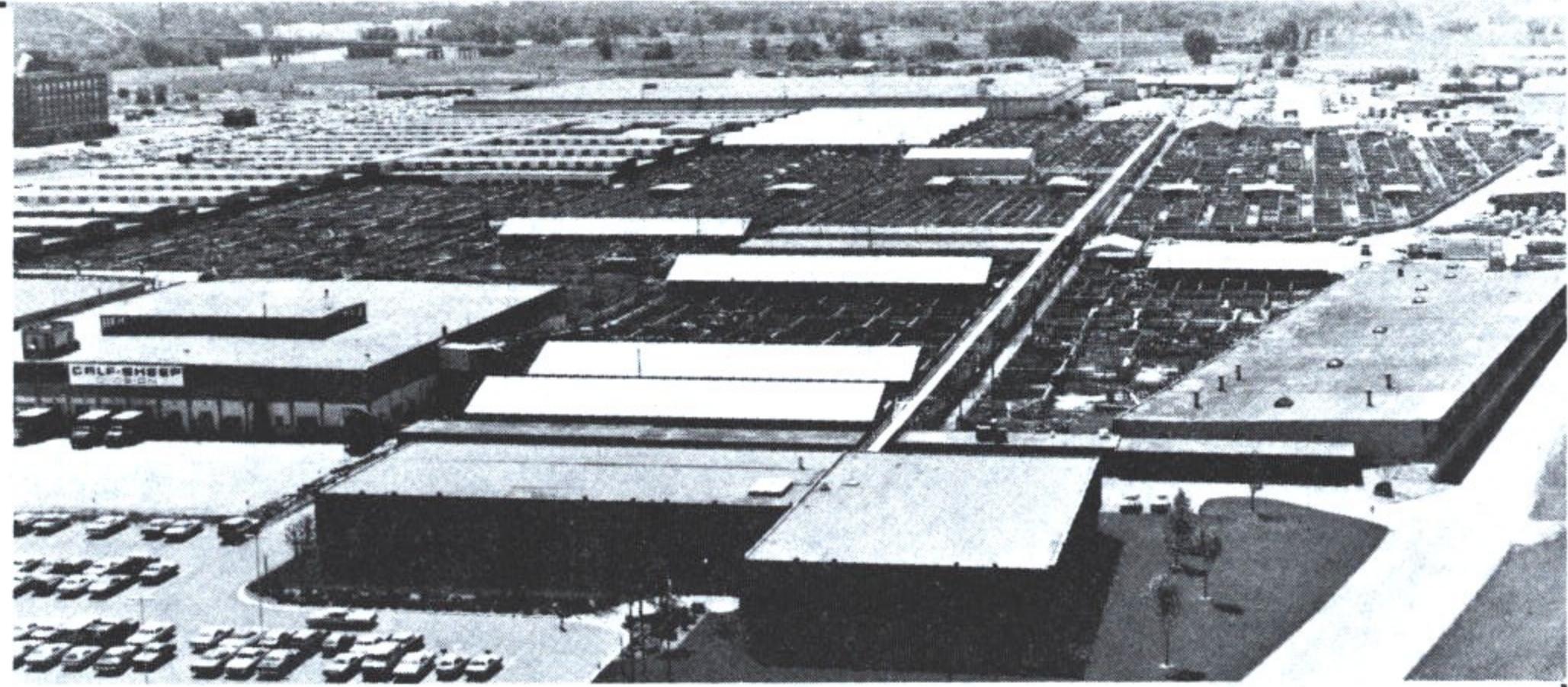
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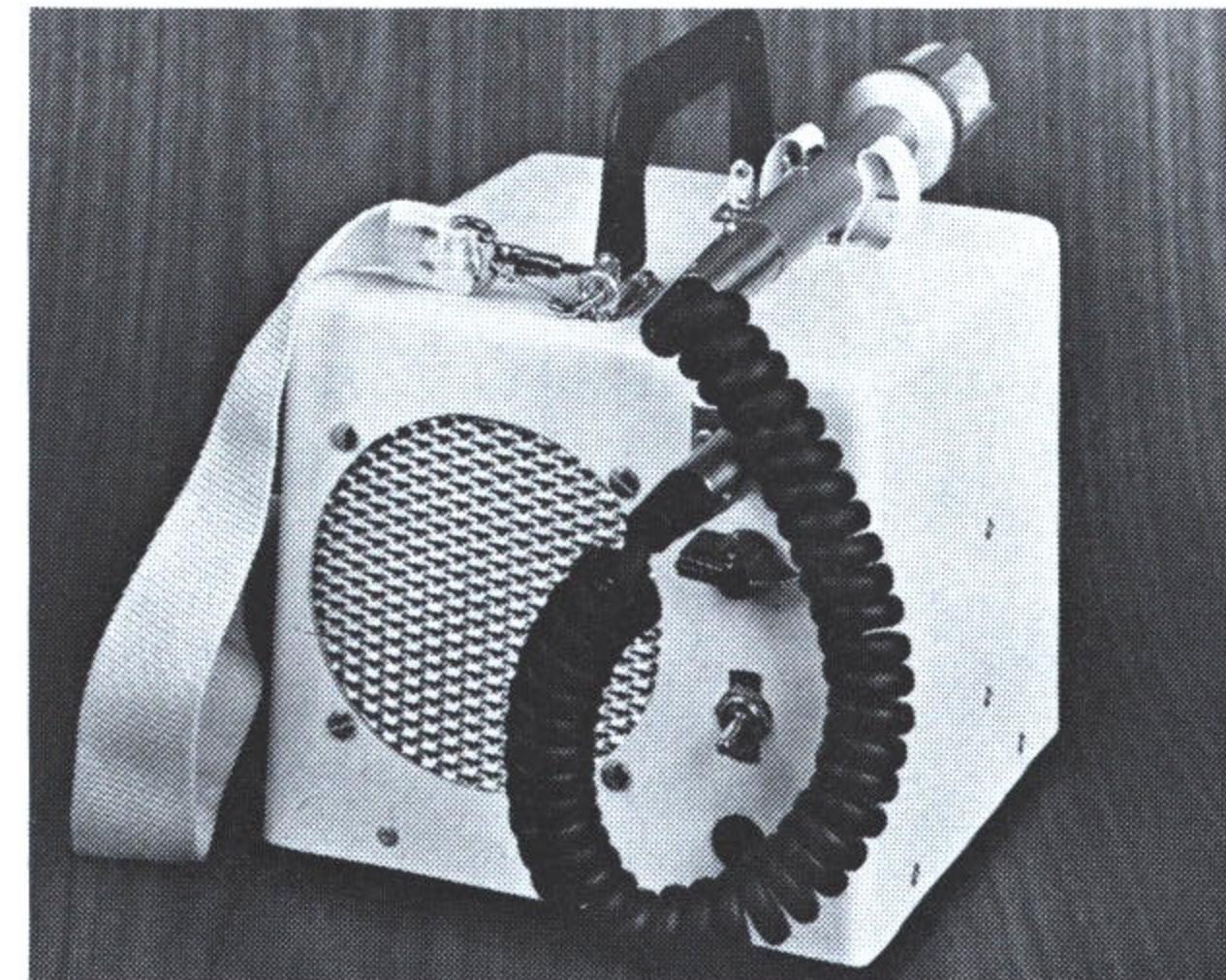
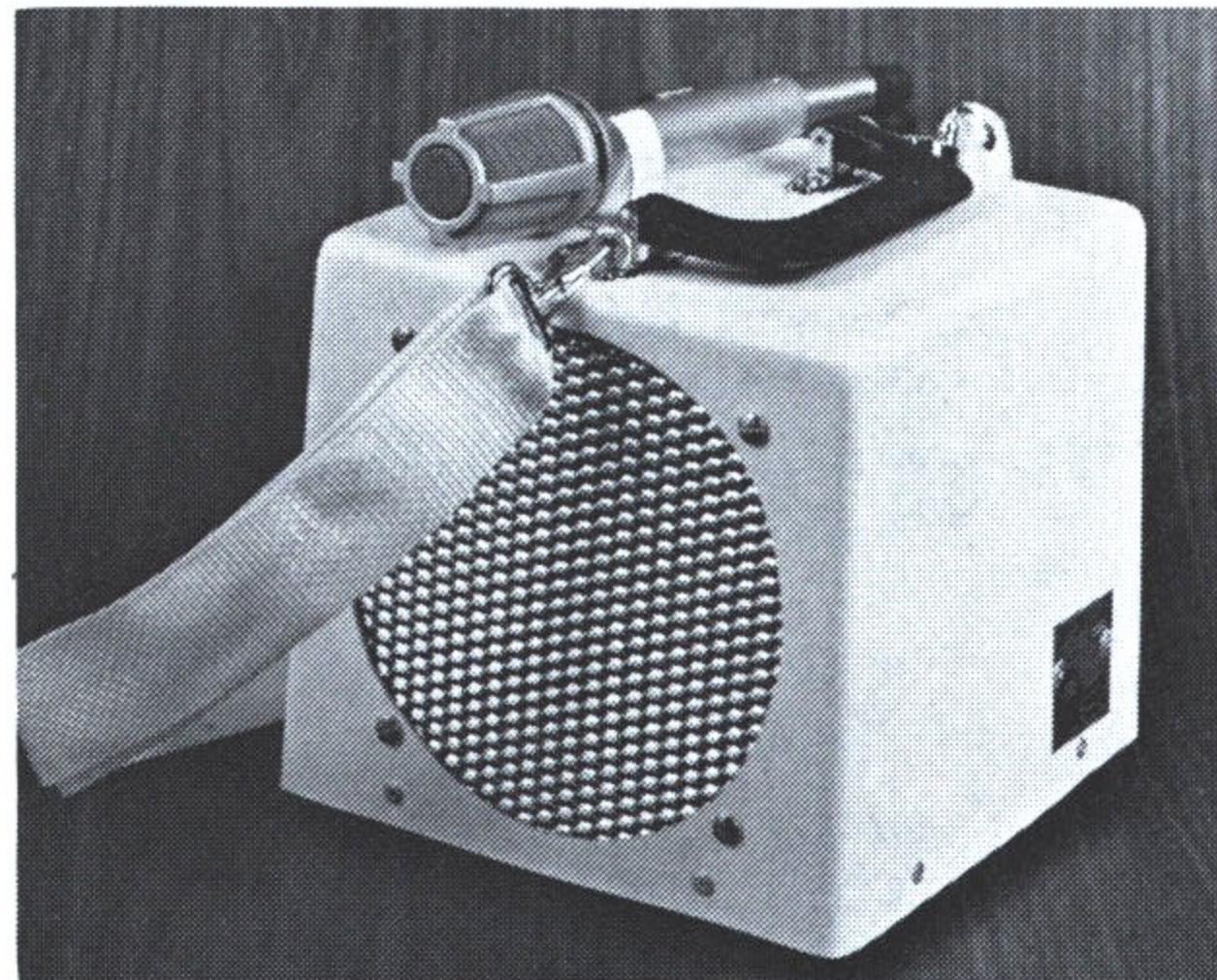
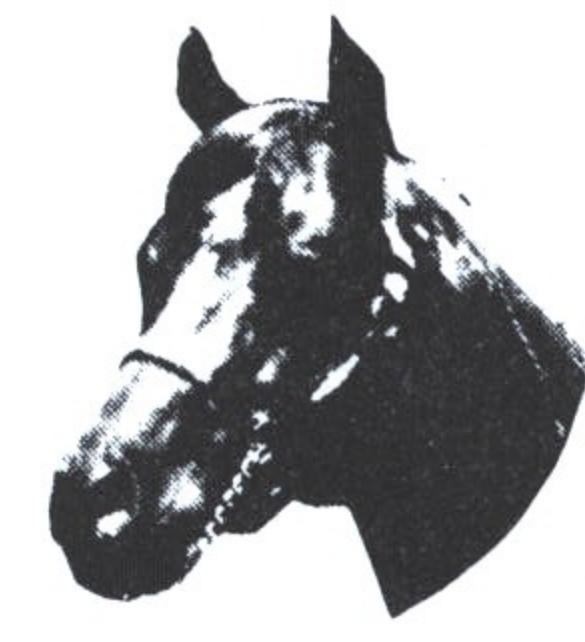
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Total 15 finalists from 67 contestants

The annual championship is sponsored and conducted by Livestock Marketing Association of Kansas City, Missouri. Don Allewell, manager of marketing and operations of the Livestock Division of the Saskatchewan Wheat Pool, in Regina, was chairman of this year's 19th Championship.

Reserve World Champion was Bud Knight of Sturgis, South Dakota, who was sponsored by Sturgis Livestock Exchange of Sturgis. Runner-up was Kenneth Wilcox of Coldwater, Kansas. He was sponsored by Coldwater Livestock Sales Co., Coldwater, Kansas; Farmers Livestock Auction, Springdale, Arkansas; Parsons Livestock Auction, Parsons, Kansas, and El Dorado Livestock Auction, El Dorado, Kansas. Both the reserve and runner-up champions also received a number of merchandise prizes.

Contestants sold cattle from a Showcase Cattle Sale at the Pool Stockyards, located on the outskirts of Regina. Auctioneers were judged by a panel of five judges — all men directly involved in the livestock marketing business — who scored contestants on their clarity, timing, appearance and command of the situation, as well as by how likely they would be to hire that auctioneer to work in their own marketing businesses.

All 68 auctioneers competed in a preliminary run-off Friday morning, selling four drafts of cattle each. From this group, judges selected 15 finalists, who displayed their skills again that afternoon by selling eight drafts of cattle each.

The remaining 12 finalists each received a special award of a gold-stamped, leather money clip containing a \$100 bill, in addition to the certificate of recognition of participation in the 1982 World Livestock Auctioneer Championship received by all contestants.

In descending order of placings, the other finalists were: 4) Bruce Corman, Burlington, Colorado; 5) Sam Teply, Lexington, Nebraska; 6) Ralph Waite, Lenapah, Oklahoma; 7) Tony Heinze, Dazey, North Dakota; 8) James Carrithers, Johnson, Kansas; 9) Robert L. (Bobby) Blackford, Adairville, Kentucky; 10) Bob Pietz, Tripp, South Dakota.

Also, 11) Paul C. Behr, Eagan, Minnesota; 12)

Roger F. Diercks, Gordon, Nebraska; 13) Armon Wolff, Golden Valley, North Dakota; 14) Greg Estes, Ozark, Missouri; and 15) Jack Lowderman, Macomb, Illinois.

Focus put on livestock industry's future at Livestock Marketing Congress '82

The picture of the livestock and meat industry's future may not be crystal clear, but it came into sharper focus at Livestock Marketing Congress '82.

Animal scientists, academicians, industry officials and others gave approximately 600 registrants a look at what the industry can expect — in several areas — in the latter years of the 20th century.

Futurist Theodore J. Gordon opened the Congress saying the viewpoint for his presentation was that "We've met in the year 2000 for a look back" at the "lasting and significant developments" from the late 1980s to the turn of the century. Gordon is president of The Futures Group, Inc., Glastonbury, Connecticut.

Gordon also offered these predictions for the livestock industry in the year 2000.

- Increased competition will come from the fish industry. "Inland fish farming and broad ocean fish farming" will be stepped up. "Unusual forms of marine life" will enter the food market. Gordon said he was referring to what are now called "trash fish," which he said will have to be "renamed" and then marketed.
- Vegetable protein will increasingly be used. But Gordon said this could benefit the livestock industry, since mixing this protein with beef "keeps consumers eating meat". And he speculated that this mixture might have different health properties, "in terms of cholesterol and fiber," areas of increasing concern to diet and health-conscious consumers.
- There will be "new opportunities for red meat exports," along with new competition from abroad (primarily Australia) which includes "entirely new (livestock) feeding concepts".
- Direct production of animal protein through "genetic replication".
- The livestock industry will advertise and promote its products more and develop more "branded" products. "I know of no other industry" the size of the livestock industry that does not have branded products," Gordon said.

Such elements as increased use of vegetable protein, and diet and health concerns, will also be factors that could limit future meat demand, he noted. Other limiting factors will be smaller families; an increasing number of working wives, who will have less time for food preparation, and less "organized meal time" by busy families.

"All these changes," he said, "create opportunities for those with courage and foresight."

Congress '82 was the 13th annual Congress conducted by Livestock Merchandising Institute.

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**Real Estate
at Auction**

**Bay Area new
homes auctioned**

For reasons all too familiar to real estate auctioneers, new homes in the San Francisco Bay area appeared on the auction schedule of NAA member **Steve Laubly**, San Jose, California. Inactive real estate market, high interest rates, developers in need of cash all contributed to homes sold at auction instead of homes sold by private treaty.

Laubly provided THE AUCTIONEER with a summary of his real estate auctions since March. Two of those auctions received newspaper coverage by THE NAPA REGISTER, Napa, California, and the SUNDAY LEDGER, Antioch, California.

Seven San Jose townhomes all sold on a March, Sunday afternoon without required minimum bids. Homes were originally priced between \$91,190 to \$109,790. Financing was 30 year, fixed rate loans at builder subsidy, first four years starting at 12 3/4%.

12 new homes were auctioned Sunday, April 25; eight with minimum bids from \$91,300, and four with minimum bids from \$80,550. Homes were originally priced from \$106,000 to \$143,800.

11 new homes sold in Napa, California, on Saturday, May 8. Minimum bids were from \$83,600 for the homes originally priced from \$111,000 to \$149,900. THE NAPA REGISTER covered the auction, noting that some of the homes sold for only \$10,000 below original asking price.

Six custom homes were slated for Laubly auction the next day in Blackhawk, California. Minimum bids were from \$222,000 for properties originally priced from \$322,000 to \$345,900. Four of the six homes sold at the auction.

12 view lots were at auction that same day, May 9, with minimum bids from \$68,300. Originally priced from \$105,000 to \$122,000, nine of the lots, all in Blackhawk, sold at auction.

14 new townhomes in San Jose all sold on May 16. Minimum bids were from \$73,000 for the townhomes priced from \$97,000 to \$115,000.

16 condominiums also in San Jose were in a June 6 Laubly auction with minimum bids from \$82,500. All but three of the homes sold, originally priced from \$110,000 to \$113,500.

20 new homes all sold at a June 26 Laubly auction in Antioch, California. Minimum bid was \$80,200 with original prices from \$106,950 to \$134,950. The auctioned lasted 36 minutes and was covered by the SUNDAY LEDGER. Top bid was \$117,500.

12 new homes all sold the next day in San Ramon, California. Minimum bids were from \$117,000 for the properties originally priced from \$156,000 to \$219,000. The auction lasted 28 minutes.

Commenting on the success of Laubly's American Auction Associates firm, a real estate broker at the June 27 auction noted that in the company's seven years of business about 90-95% of the top bidders have qualified for the owner-financed homes. Buyers must make at least \$40,000 to be eligible for the loans, making a down payment of at least 10% of the sales price.

COMMUNICATING THE APPRAISAL: A GUIDE TO REPORT WRITING, by Robert L. Foreman, MAI, addresses the final, and one of the most critical, steps of the appraisal process — communicating the findings of the appraisal to the client. All that precedes the report — the comprehensive surveys and complications of data, the investigations, and analyses — may have little meaning if not merged into a readable report, which presents facts and conclusions in a logical and concise manner.

This guide, written for the Institute's report writing course, describes styles of report organization, presentation of graphics, effective use of language, and what to include (and not to include) in the report. A section-by-section "walk-through" of a narrative report is provided, accompanied by extensive

examples from actual appraisal reports.

Foreman, an independent real estate appraiser and analyst for nineteen years, heads the firm of Real Estate Analysts of Newport, California. He holds the Intstitute's MAI (Member, Appraisal Institute) professional designation and has taught numerous courses and seminars for the American Institute of Real Estate Appraisers. This year, Foreman is serving as president of AIREA's Southern California Chapter #5.

COMMUNICATING THE APPRAISAL can be ordered through AIREA's book distributor, Follett Publishing Co., 1010 W. Washington Blvd., Chicago, IL 60607 (Make checks payable to AIREA). For a complete catalog of AIREA publications, write AIREA, 430 N. Michigan Ave., Chicago, IL 60611.



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Antiques at Auction

Antiques and Americana . . .

Wicker furniture

By George Michael
NAA member auctioneer
Merrimack, New Hampshire

Very little is generally known about wicker furniture, though it is readily collected today. The earliest pieces from as far back as the early Egyptians were made of rattan; and this material was used extensively into this century. However, new developments in the industrial age changed this, so one must know the following rules when considering wicker furniture.

Late in the last century, it was felt that the tightly woven, or Cape Cod style weave was the best as it was stronger. However, a machine was invented to twist paper into a cord which was used for weaving also by machine process. That was developed by Marshall B. Lloyd in Michigan. Much of what is called wicker today is really a kind of paper mache tightly woven. This is why knowledgeable buyers look for the "open" Bar Harbor weave pieces. Paper cannot be woven into an open weave because it is not strong enough. If you want genuine rattan, look for the open weave.

Naturally, arms, and other areas where reinforcement is needed will be tightly woven, whether rattan or paper. But when one sees the non-stress areas in open design such as the back of the chair pictured, you can feel safe it is the most desired.

One danger in buying paper wicker is that it cannot be dipped to remove paint. The paper will soften in the mixture, causing it to lose its strength. If you have tightly woven pieces, you can check to see if they are wood or paper, by getting underneath and piercing with a knife blade. This is advisable before any restoration is undertaken. Bar Harbor weave was used at first to cut down cost of making and was cheaper. But today, it assures the material used which is most important.

New book

AMERICAN STONEWARES, by Georgeanna H. Greer, Schiffer Publishing Co., Box E, Exton, Pennsylvania 19341. A well illustrated writing explaining the terminology and technique of the potter's craft.

40,000 Items in estate auction

Bidders from 21 states gathered in Lawrence, Kansas, for a three-day, May auction of the Ray B. Weakley estate and antique collection. NAA member **John Woody**, Douglass, Kansas, directed the auction of 40,000 items and two auction rings going nearly all of the time. Video equipment was used to show bidders what was selling in both rings.

Preparation for the auction began in January, as auctioneer Woody began cataloging and organizing the huge estate. The magnificent collection was stored in a two-bedroom house, basement and garage. Antiques were stacked, hanging, or standing in literally all of the space in the residence.

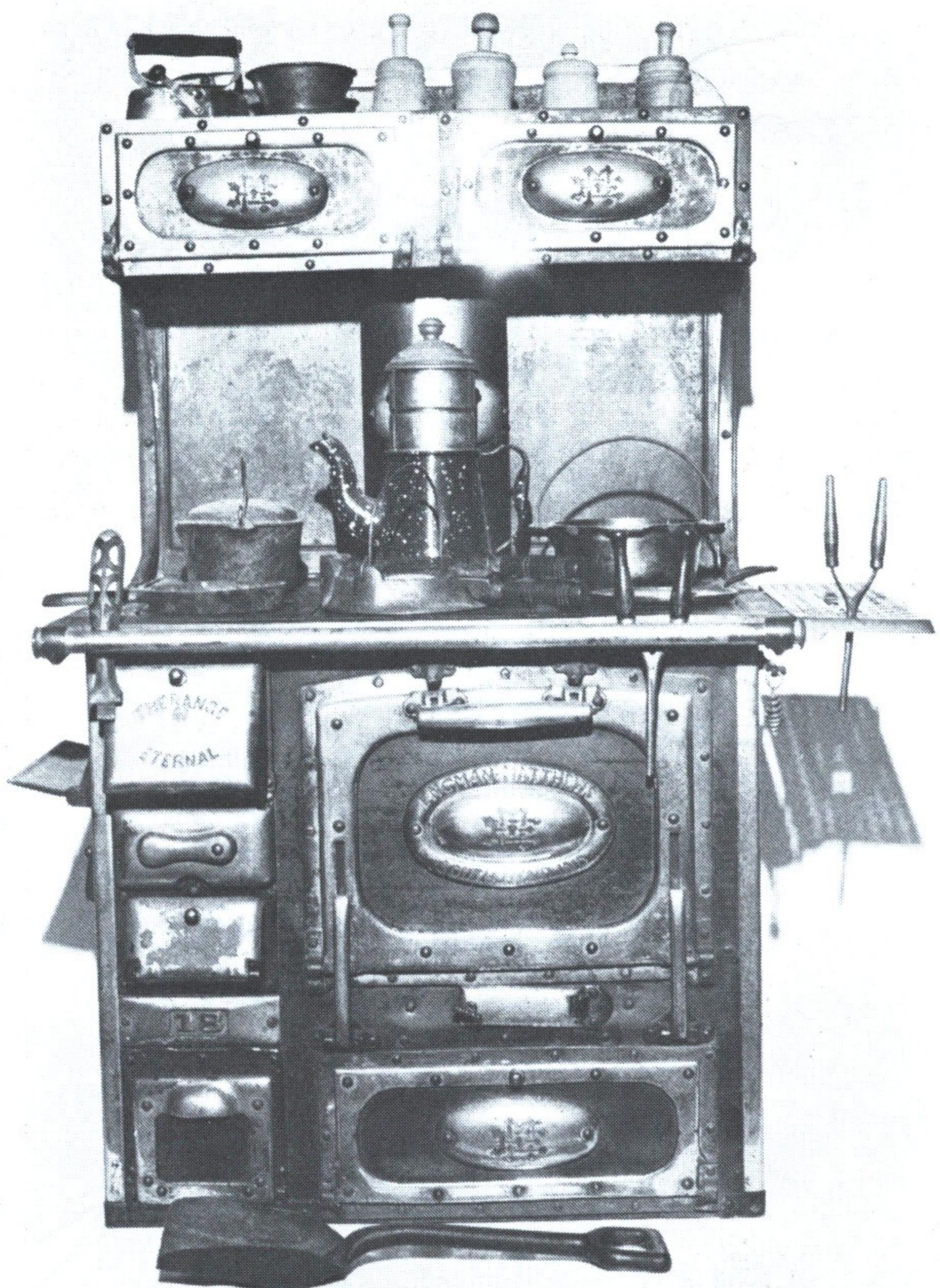
Top selling items included a cigar store Indian which sold for \$8200; a large Strauss Brothers clock, \$2250; and a Schlitz advertisement sign for \$950. Among the many other signs, a "Sol Marks Watches" brought \$1400.

Three other auctioneers assisted NAA member Woody in completing the sale. The estate included entire collections of bells, harness, wooden tools, railroad items, and enough Indian items to warrant a separate auction ring.



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AMONG 40,000 ITEMS in Woody estate auction were, above, Ebbert buggy sign, \$1400; left, salesman sample size cast iron stove with utensils, \$2600.

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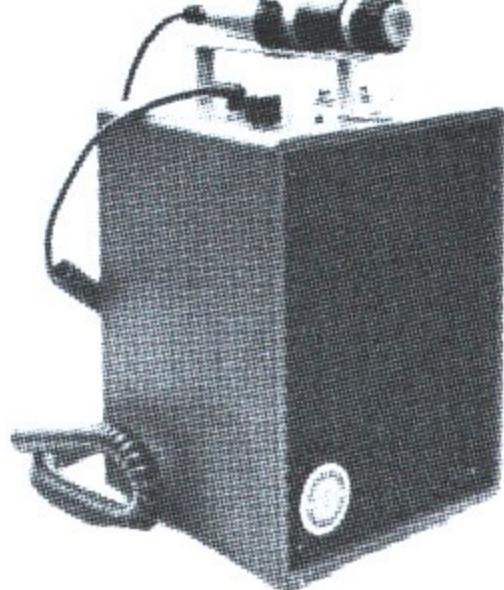
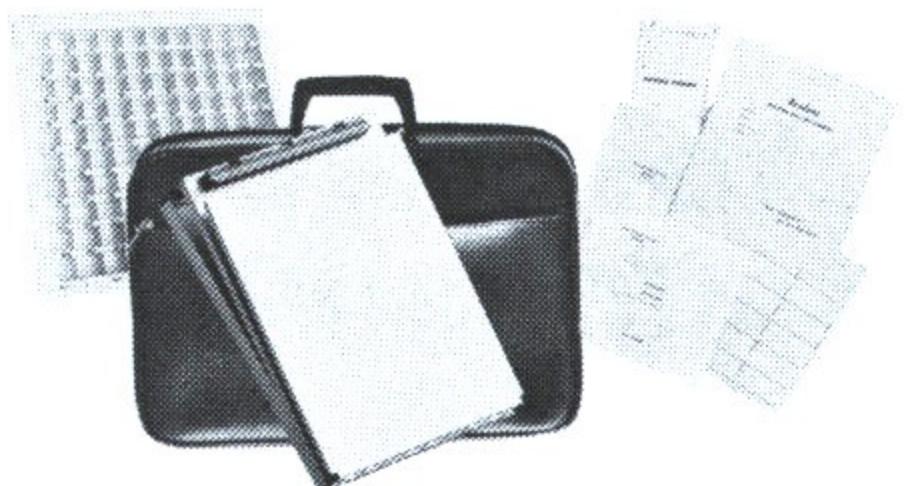
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Fourteen state associations reciprocal with NAA

In the following directory of state association presidents and secretaries, an asterisk near the association name indicates that state has a reciprocal membership agreement with the National Auctioneers Association. Under that agreement, *new members* must join both associations to be a member of either association. However, auctioneers who were members of either association before the reciprocal membership agreement went into effect, do not have to join the other association to maintain their present membership status.

Here is a list of all reciprocal states as of this writing.

State Association	Dues (in addition to NAA dues, and vice versa)	Month billed for dues (both NAA and state amounts)
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Arkansas	15.00	January
Colorado	10.00	January
Florida	35.00	January
Georgia	30.00	July
Iowa	20.00	January
Kansas	10.00	July
Kentucky	10.00	January
Missouri	15.00	July
Nebraska	15.00	July
Nevada	20.00	July
Pennsylvania	30.00	January
Tennessee	10.00	July
Wisconsin	35.00	July

Meeting the reciprocal membership requirements can sometimes be confusing to new members. However, since the reciprocal membership agreements have been in effect, the following general policies apply to new members from reciprocal states.

- **New members** must pay the full dues amounts for both associations. The NAA office will then prorate the NAA dues, but not the state association dues. The prorating allows for the new member (whenever the auction joins) to be billed in the same month as other members from that state. All state association dues collected by the NAA office are forwarded to the state association secretaries.

- **Present members**, those auctioneers who were members of either association when the reciprocal agreement went into effect, can join the other association at any time.

- **When sponsoring a new member**, and your state association is reciprocal with NAA, please inform the new member that both dues amounts must be sent in with the completed and sponsored NAA application.

- **Only two states**, Pennsylvania and Tennessee, require that the new member must join through the

state association, and not through the NAA office. An application from a prospective member in either of these states will be returned, with the explanation that the new member must contact the state association and first meet their membership requirements.

As current NAA members who live in reciprocal states, and may be approached by a prospective member to join the NAA, your cooperation is requested. Please inform the new member that your state is reciprocal; and he or she will become a member of both state and national associations upon receipt of both dues amounts. The NAA office will cordially answer any questions about the reciprocal membership agreements with the affiliated state associations.

Directory of state association presidents and secretaries — September, 1982

Alabama Auctioneers Association — President: Flora Parker, Rt. 3, Killen 35645. Secretary: John P. "Pete" Horton, 111 4th St., Huntsville 35805, phone 405-536-7497.

Auctioneers Association of Arizona, Inc. — President: David * Yoke, 2433 East Laren Drive, Phoenix 85032. Secretary: Larry Everhart, 610 S. Beeline Hwy., Payson 85541.

Arkansas Auctioneers Association — President: Tom Blackmon, * P.O. Box 7464, Little Rock 72207, phone 501-664-4526. Secretary: Jayne Lowery, P.O. Box 34, Dennard 72629, phone 501-745-4261.

California Auctioneers Association — President: LeRoy C. Blum, 10108 Grant Line Road, Elk Grove 95624. Secretary-treasurer: Grant Theodore, 4037 North Washington Blvd., P.O. Box 196, Livingston 95334.

Colorado Auctioneers Association — President: Eldon Brough- * ton 1647 South Tejon, Colorado Springs 80906, phone 303-635-9400. Secretary-treasurer: Steve L. McCrea, 479 Clarkson, Denver 80209.

Florida Auctioneers Association, Inc. — President: Kale Albrit- * ton, 1023 Euclid Ave., Lakeland 33807, phone 813-687-0610. Secretary-treasurer: Billy H. Wells, 121 Aldean Dr., Sanford 32771, phone 305-323-2820, office 305-323-8142.

Georgia Auctioneers Association — President: John Suarez, * 2025C Peachtree Road, Atlanta 30309. Secretary-treasurer: H. C. Thomas, 4C-3280 Austell Road SW, Marietta 30060. Executive officer: Freddi S. Hagin, 6472 Church St., Douglasville 30134, phone 404-949-2010.

Idaho Association of Professional Auctioneers — President: Robert C. Hopkins, Jr., Route 1, Box 1036, Parma 83660, phone 208-722-5007. Secretary: Mrs. Robert Hopkins (same address.)

Illinois Auctioneers Association — President: Henry Hachmeister, 305 East 3rd Street, Pecatomica 61063, phone 815-239-1436. Secretary: Harlan Henderson, RR 1, Box 133, Tuscola 61953, phone 217-253-3796.

Indiana Auctioneers Association — President: John E. Yager Jr., R.R. 1, Lynnville 46719. Secretary-treasurer: Harry E. Buckles, RR 1 Box 262, Anderson 46011, phone 317-378-7924.

Continued page 54

Iowa Auctioneers Association — President: Jerry R. Tubaugh, * 1702 8th Avenue, Belle Plaine 52208, phone 319-444-2413 or 319-444-2498. Secretary-treasurer: Margaret Bloomer, Rt. 3 Box 51, Glenwood 51534, phone 712-527-3615.

Kansas Auctioneers Association — President: Milton Anderson, * 103 S. 4th, Manhattan 66502. Secretary: Rex B. Newcom, 215 S. Main, Whitewater 67154, phone 316-799-2278.

Kentucky Auctioneers Association — President: Chuck Layne, * 608 South Main, Franklin 42134. Secretary-treasurer: Ron Kirby, 604 North Main, Franklin 42134. Executive director: Wilma Atherton, Box 148, Hodgenville 42748, phone 502-358-3852, bus. phone 502-358-3812.

Louisiana Auctioneers Association — President: Larry Nobles, 2902 Carol Jack Drive, Baton Rouge 70816, phone 504-292-0576. Secretary: Lamar Little, 16287 Tiger Bend Road, Baton Rouge 70816, phone 504-293-4581

Maine Auctioneers Association — President: John Owcarz, R.F.D. #1, Augusta 04330. Secretary: George A. Martin, New Road, East Lebanon 04027, phone 207-457-1237.

Auctioneers Association of Maryland, Inc. — President: Raymond C. Nichols, 1144 Ferber Ave., Arnold 21012. Secretary: Senie Bartoli, 20 E. Melrose Avenue, Baltimore 21212.

Massachusetts State Auctioneers Association — President: Harvey A. Jacobsen, 41 Chatham, Worcester 01609. Secretary: Lawrence Bell, 7 Howland St., Cambridge 02138.

Michigan State Auctioneers Association — President: Lloyd Braun, 5155 Jennings Road, Ann Arbor 48105. Secretary-treasurer: Robert E. Howe, Jr., 1830 W. Barnes Road, Leslie 49251, phone 517-676-3030.

Minnesota State Auctioneers Association — President: Bill Piniske, 107 E. Brooks St., Arlington 55307. Secretary: Eileen Reisch, 838 W. Main, Luverne 56156, phone 507-283-8445.

Mississippi Auctioneers Association — President: J. Drue Lundy, Box 577, Belzoni 39038, phone 601-247-3292. Secretary-treasurer: Billy Nichols, The Furniture Forum, Belzoni 39038.

Missouri State Auctioneers Association — President: Larry G. * Fosnow, 36 Circle Drive, Windsor 65360. Secretary: Doran H. Livingston, Rt. 1 Box 21-A, Willard 65781, phone 417-742-2568.

Montana Auctioneers Association — President: Morris C. Gardner, N.E. 162 Black Lane, Hamilton 59840, phone 406-353-4230. Secretary-treasurer: Robert McDowell, III, Box 3, Cardwell 59721.

Nebraska Auctioneers Association — President: Eugene Mar- * shall, Elm Creek 68836. Secretary: Miles Marshall, Country Club Plaza, Kearney 68847. Executive Secretary: Larry Hammer, 2501 S. 74th, Lincoln 68506, phone 402-489-7333.

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New Jersey State Society of Auctioneers — President: Nicholas Macaluso, Rt. #13 & 6th Avenue, Bristol, Pennsylvania 19007. Secretary: Pamela Moore-Epstein, 26 School Street, Liberty, New York 08053.

New Mexico Auctioneers Association — President: Charles Dickerson, P.O. Box 161, Fairacres 88093. Secretary: James Priest, 1009 East First Street, Clovis 88101.

New York State Auctioneers Association — President: Dorothy Knapp, 158 Germonds Road, West Nyack 10994. Secretary-treasurer: R. Thomas Jones, Water St., P.O. Box 365, West Winfield 13491, phone 315-822-5243.

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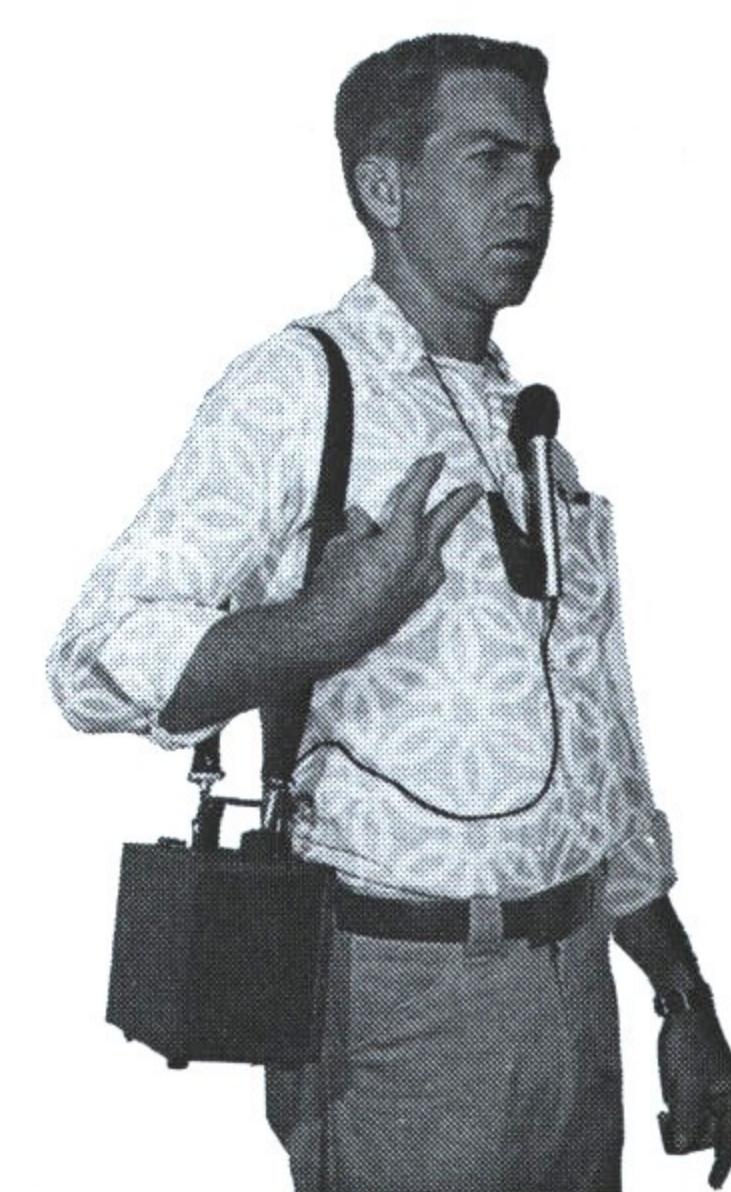
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Oregon Auctioneers Association — President: Gary Day, 2484 N.W. Thurman, Portland 92710, phone 503-222-9000. Secretary-treasurer: Paul Spence 20051 S.E. Bornstedt Road, Sandy 97055.

Pennsylvania Auctioneers Association — President: Kerry Pae, * 86 Stoney Creek Drive, Dauphin 17018. Secretary: Blaine Brown, Box 96, Wycombe 18980, phone 215-598-3536.

Rhode Island Auctioneers Association — President: Richard A. Wordell, P.O. Box 83, Kingston 02881, phone 401-789-0390. Secretary: Louise E. Wordell (same address).

South Carolina Auctioneers Association — President: Larry J. Meares, P.O. Box 57, Pelzer 29669, phone 803-947-9460. Secretary-treasurer: Warren Wilson, Rt. 2, Box 20, Greer 29651.

South Dakota Auctioneers Association — President: Rich Penrod, Gettysburg 57442, phone 605-765-9221. Secretary: Kenneth R. Jark, RR 1, Box 66, Stratford 57474, phone 605-225-1828. Executive secretary: Marti Dunlap, Rt. 3, Box 235, Colman 57017.

Southern California Auctioneers Association — President: Al Lowy, 770 Fairmont Ave., Suite 101, Glendale 91203, phone

213-245-7777. Secretary: Maury Slavkin 6860 Canby Ave., Suite 118, Reseda 91335, phone 213-873-6871.

Tennessee Auctioneers Association — President: Jerry C. * Gregory, P.O. Box D, Springfield 37172, phone 615-384-5557. Secretary-treasurer: Edwin B. Fulkerson, Rt. 14 Box 182, Johnson City 37615, phone 615-282-1236.

Texas Auctioneers Association — President: Jack Faulks, P.O. Box 5701, Lubbock 79417, phone 806-763-4919. Secretary-treasurer: Dudley Althaus, P.O. Box 312, Fredericksburg 78624, phone 512-997-7606.

Utah Auctioneers Association — President: Glenn Short, 250 E. 6790 S., Midvale 84047. Secretary: Jan Tiedemann.

Vermont Auctioneers Association — President: Arthur H. Smith, Ferrisburg 05456. Secretary: Thomas Hirchak, Jr., Morrisville 05661, phone 802-888-4662.

Virginia Auctioneers Association — President: Vincent J. Kopek, 5232 Executive Blvd., Virginia Beach 23462. Secretary-treasurer: Mrs. Doris S. Jones, Rt. 1, Box 114, Scottsville 24590, phone 804-286-3817.

Washington State Auctioneers Association — President: Duane Anderson, Box 695, Enumclaw 98022, phone 206-825-5375. Secretary: Bonnie Anderson (same address).

West Virginia Auctioneers Association — President: Roy Clark. Secretary: Bob Mills, P.O. Box 3261, Morgantown 26505, phone 304-292-7286.

Wisconsin Auctioneers Association — President: Paul Conrad, * Route 1, Westby 54667, phone 608-534-4552. Secretary: Robert Massart, 2545 Finger Road, Green Bay 54301, phone 414-468-1113.

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

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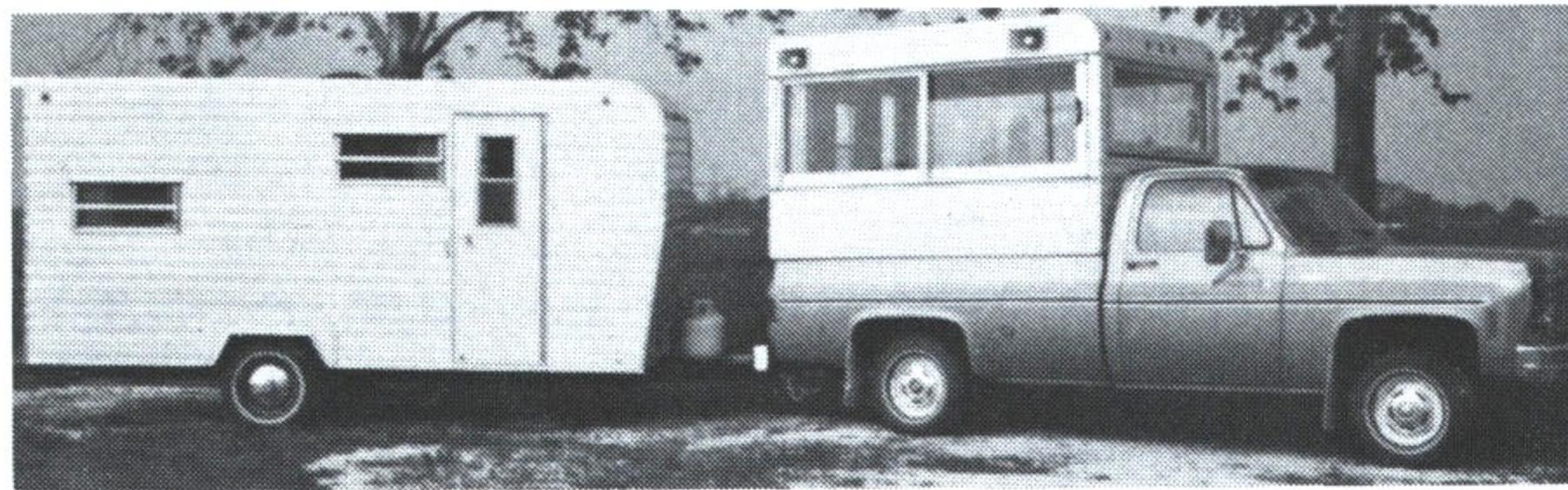
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State association reports

"Auctioneer of the Year" awarded posthumously

The South Carolina Auctioneers Association awarded its 1982-83 Auctioneer of the Year award in memory of **James Maude Burnett** who died of cancer in March. Mr. Burnett had served as secretary-treasurer of the Association in spite of his critical and continued illness.

SCAA president Larry Meares made the memorial presentation to Mrs. Burnett at a June 15 ceremony in Greer, South Carolina. Also attending were other auctioneers and co-workers from Rateree-James Insurors and Realtors®, the firm that employed auctioneer Burnett.

An official SCAA resolution accompanied the award recognizing auctioneer Burnett's contribution to the Association.



SCAA AUCTIONEER OF THE YEAR award was presented to Mrs. Grace Burnett in memory of her husband, James Maude Burnett. Front row, from left: SCAA president Larry Meares, Mrs. Burnett, daughter Jan Garland, and NAA member Alan Ravan. Back row, from left: Laurens I. James, Jr., NAA members Warren Wilson, Angus Davis, and Ken Hendrix, Laurens I. James, and Harold K. James.

Small business capital of the United States? Wyoming. The state has one small firm for every 35 Wyomingites — about twice as many per capita as more heavily populated Michigan, for example.

AMERICAN BUSINESS

THE AUCTIONEER

Wisconsin

Members of the Wisconsin Auctioneers Association, their spouses and families met in Green Bay, June 9-10, for the Association's annual convention. NAA director Dean Parker, Logan, Utah, was the guest speaker; also James Weigand of the University of Indiana held a two hour workshop on verbal communications.



OFFICERS AND DIRECTORS of the Wisconsin Auctioneers Association, from left, front row: director Robert Mulliken, 1982-83 WAA president Paul Conrad, and director Tom Rusch. Back row: outgoing president Wenzel "Bunny" Humpal, and directors Strum and Pat McNamara.



FIRST PLACE in the Fun Auction competition went to first year auctioneer Tom Bogdan, Marquette, Michigan.

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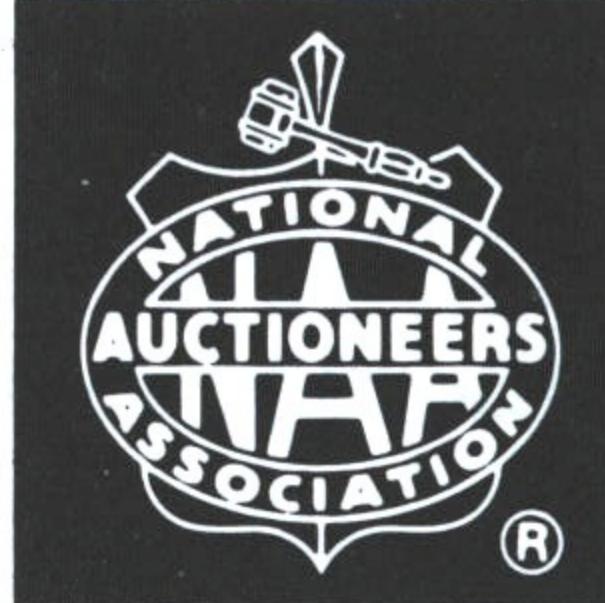
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WAA AUCTIONEER OF THE YEAR award was presented to Eldon Schraepfer, by WAA director Robert Mulliken.



In Memoriam . . .

CHUCK HELFOND

The NAA office was informed in August of the death of member Chuck Helfond, North Miami Beach, Florida, July 15, 1982.

EMMETT GUY

An annual dues statement was returned to the NAA office with the information that member Emmett Guy, Jackson, Tennessee, had died May 5, 1982.

DAN E. KERBEL

The NAA office was informed in July of the death of member Dan E. Kerbel, Alexandria, Virginia, December 4, 1981.

ROBERT L. SACKIN

An annual dues statement was returned to the NAA office with the information that member Robert L. Sackin, Beverly Hills, California, had died February 5, 1982.

JOHN R. WILLIAMS

The NAA office was notified of the death of John R. Williams, May 21, 1982, husband of NAA member Gwen Glass Williams, and son-in-law of NAA director Robert H. "Bob" Glass, Central Village, Connecticut.



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Spotlight on NAA auctioneers

Auctions, NAA members featured in newspaper articles

The Winston-Salem Symphony orchestra was operating with a \$25,000 deficit, and a benefit auction was to be part of the solution. Conducting that auction was NAA member **Del Perry**, Winston-Salem, North Carolina.

Full page articles in the local SENTINEL newspaper described preparation and results of a Symphony Ball with auction to raise money for the orchestra. March 26 coverage highlighted the variety of donated items to be auctioned the next month on April 17. Sale pieces included works of art, dining room chairs that once belonged to the Ronald Reagans, antiques, a week in Lake Tahoe, Broadway theatre tickets, furs, and more. Only one donation was to be sold with reserve, and that was an 1868 carriage once belonging to R. J. Reynolds.

Accompanying the auction preview article was a lengthy interview with NAA auctioneer Perry.

Auction crowds fascinate him, he explained in the article. "They're a combination of many types of people — the richest man in town and the poorest man in town — both there with a common interest." Del Perry discussed his auction and business background, as well as offering tips on buying at auction. Among his suggestions were "don't put your emotions into the price" . . . and "choose an auctioneer that belongs to the National Auctioneers Association". Auctions are an alternative to reaching the marketplace. A person can sell from the home, have a yard sale, or sell to a dealer, but sellers consistently get the best prices through an auction."

The Friday evening of the Winston-Salem Symphony fund raiser was a combination of music, dancing, gourmet dinner at \$100 per couple, and of course, a successful auction.

* * *

For NAA member **Art Feller**, Cissna Park, Illinois, 1982 has been a year of media attention well beyond the local newspaper.

In April he was interviewed for NEWSWEEK, and last winter by ABC and CBS television. The subject in all three cases was the present condition of the farm economy. Feller has been in the auction business for 44 years, conducts about 175 auctions a year, and was somewhat surprised that he would be considered a spokesman on depressed conditions in the farm belt. Then, one more television crew showed up in June.

None other than the British Broadcasting Corporation sent the host of "The Money Program" to interview auctioneer Feller. The BBC team spent five hours with him discussing the progress of the

American farmer, then taped Feller at one of his auctions. The 50-minute BBC program aired on July 4, and also examined other areas of the economy — auto production, money markets, airlines, and the agriculture industries.

All of this recent media coverage of Art Feller was faithfully documented in the Cissna Park local newspapers. When the BBC team arrived, THE CISSNA PARK NEWS published a story and photograph of Feller with program host Peter Molloy and crew. Two subsequent articles in the COMMERCIAL-NEWS and the Iroquois County TIMES-REPUBLIC summarized the year's media attention that auctioneer Feller received.

* * *

A June Sunday edition of THE WICHITA EAGLE-BEACON featured NAA Hall of Fame member **Dick Brewer**, Mt. Hope, Kansas, on the cover, at his Kingman County farm auction. The newspaper had phoned for an interview and said they wanted to attend one of his land auctions, but auctioneer Brewer had no idea that he would receive full-color coverage on the front page. Topic of the article was land prices in Brewer's area, given the depressed farm economy for the past two years.

Dick Brewer also received "considerable" local television coverage of his farm machinery auctions in April.

Top selling calves in Florida . . . Two auctions in June by NAA member **H. Fred Dietrich, III**, Orlando, Florida, realized top prices for club calves.

One Saturday auction was the annual M&N Club Calf Sale in Clewiston, averaging \$977 on 44 head of club calves for a total of \$42,975. Top selling steer went for \$1800.

A week earlier in Okeechobee auctioneer Dietrich conducted a sale for the Freeman Cattle Co., auctioning Limousin cross calves. High selling steers sold for \$870 each, with a gross of \$21,520 to average \$566.

Fewer cowboys nowadays, says the National Cattlemen's Association. There's a cowboy shortage in Colorado, Wyoming and Utah because jobs with the oil companies pay a lot better than ranchers.

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Continued from page 39

a large city. They buy within a 50 mile area, from every possible source — estate sales, other dealers, auction sales, directly from homes, etc. They pack and ship these goods to us on a regular basis — fast enough to do one load every three weeks, others it takes a month. Some put out a container every six weeks and some only every other month. The key here is that it be regular and that they know what to buy and what to pay for those items.

Obviously since the suppliers are so far away, all of our dealings involve a great deal of trust and confidence in one another. We're on the phone a lot to discuss the timing of shipments, as well as to pass a continual stream of information regarding sale prices. This helps the shippers stay informed about what things are selling in Dallas, and therefore what to pay for items in England.

Not only do we stay in close touch with our shippers, but the principle factor that endears us to them is our practice of quick and full payment. We pay everything we owe the shipper within three business days of the auction sale, and we do that religiously and without fail. Whether it's the fee for a 40' container full of merchandise or the consignment of one little old lady's spinning wheel, we follow this same payment practice. We've found it has been extremely helpful in building confidence in our business operation.

Advertising

No small business has enough money to do all the advertising that it would like to do, so it is vital for all of us to place our advertising dollars where we think we will gain the most returns. For our business, we advertise in the large metropolitan newspapers in Dallas-Ft. Worth. We use special letterhead, business cards, sale bills, and bidder card. We're also in two monthly magazines, as well as the yellow pages. A unique promotion for us is an antique truck — a restored 1928 Model A Ford truck with our logo on the side, name, address, etc. It is a beautiful attention getting vehicle when we park out front on sale days, use it in parades, and display at shopping centers.

We make sure that all our advertising is consistent, and that our logo is always used, as well as the same typestyle. A good idea that we have found is to print the business card onto the bidder card. Thus, every bidder is holding your business card in hand. Another important area of our advertising is the 12-14 charity or benefit sales that we do each year. These sales raise in excess of a half-million dollars a year in the cities of Dallas, Fort Worth, and Houston. While our purpose is really that of putting something back into our community, the side benefit of immensely favorable public relations cannot be discounted.

Order of sale

We strive to have our auctions begin with very interesting items on stage that will be sold imme-

diately, followed by the items of lesser quality. As we build the dollar volume and quality toward a point, we reach the "gallery" portion. Our gallery pieces are those that are most interesting and worthwhile, lined up around the room (that is, the seated area), elevated on tables under spotlights. We like to have our auctions peak at the gallery in terms of dollars. The more valuable pieces come up at that time, then slowly taper off until the end of the sale. Our crowds characteristically diminish around 9:45-10:00 pm, and by that time we want to have the bulk of our auction sold and moving into lesser quality merchandise. We sell our gallery pieces exactly at 9:00, so people will know exactly when the better items will be auctioned. On sale days (every Monday and Friday) we are open at 9:00 am until sale time for preview. The lights are on, the air conditioning is on, some stereo is playing, it is a very comfortable, attractive setting to leisurely preview the merchandise and leave absentee bids if the buyer cannot attend.

Absentee bids

We use a system of absentee bidding in our gallery that has proved to be extremely successful. We have a beautiful, antique pulpit from Scotland that sits in the back of the room. It is high where our absentee bidder can see, and easily be seen. It

Continued page 63

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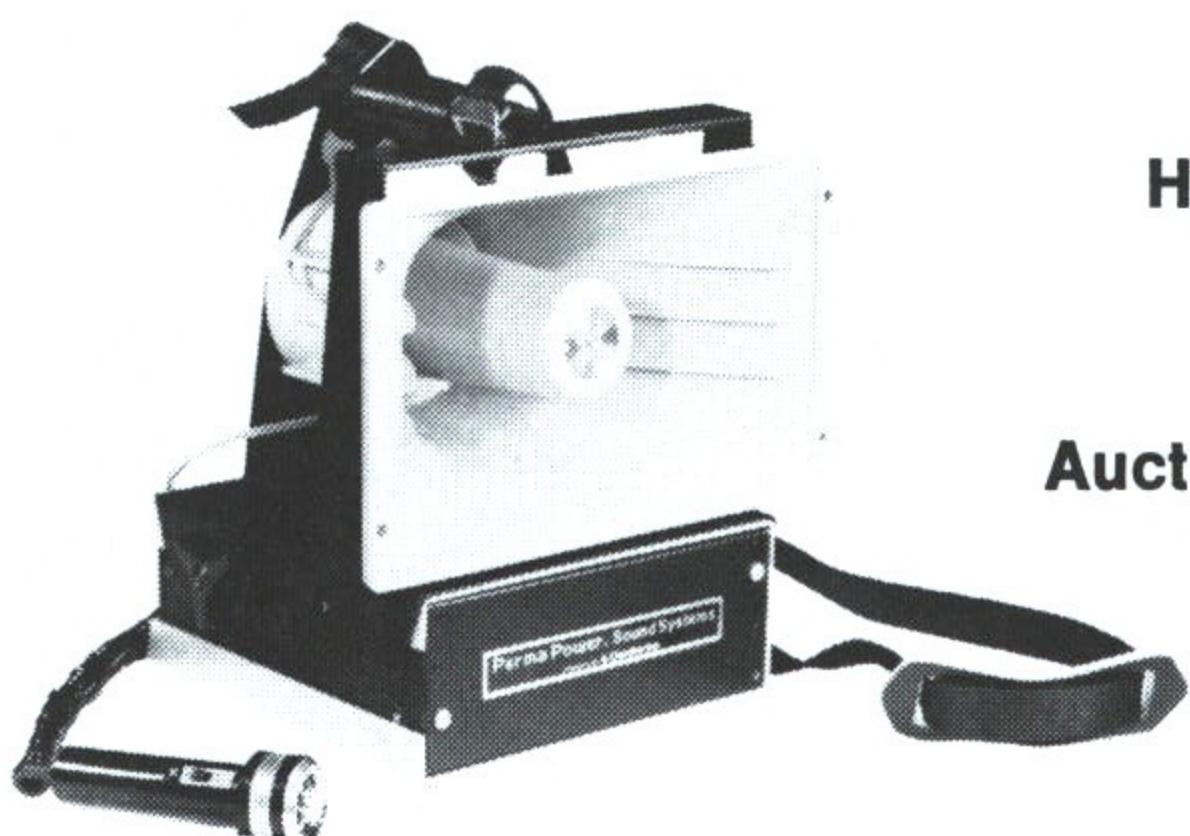
State Association Conventions — Dates and Locations

Convention Dates	State association	Hotel/motel and city	Convention chairman or state association secretary
October 25-26	Iowa	Holiday Inn, Cedar Rapids	Margaret Bloomer
November 7-8	New York	Holiday Inn-Arena, Binghamton	R. Thomas Jones
November 7-8	Illinois	Ramada Inn, Champaign	Harlan Henderson
November 14	Alabama	Huntsville	Pete Horton
November 19-20	California	Harrah's Tahoe	Roy Blum
December 11-12	Florida	Pompano Beach	Billy Wells
January 13-15, 1983	Pennsylvania	Host Inn, Harrisburg	Blaine C. Brown
January 15-17	Minnesota	Holiday Inn, New Ulm	Eileen Reisch
January 15-16	North Carolina	Kinston of Goldsboro	Johnson B. Gilbert
January 24-26	NAA Seminar	Hyatt Regency, Louisville, Kentucky	
February 4-5	New Jersey	Marriott Hotel, Somerset	Art Williams
February 21-23	NAA Seminar	Hyatt Regency, New Orleans, Louisiana	
April 17-18	Kentucky	Holiday Dome, Bowling Green	Wilma Atherton
June 10-12	South Dakota	Sheraton, Aberdeen	Kenneth R. Jark

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.

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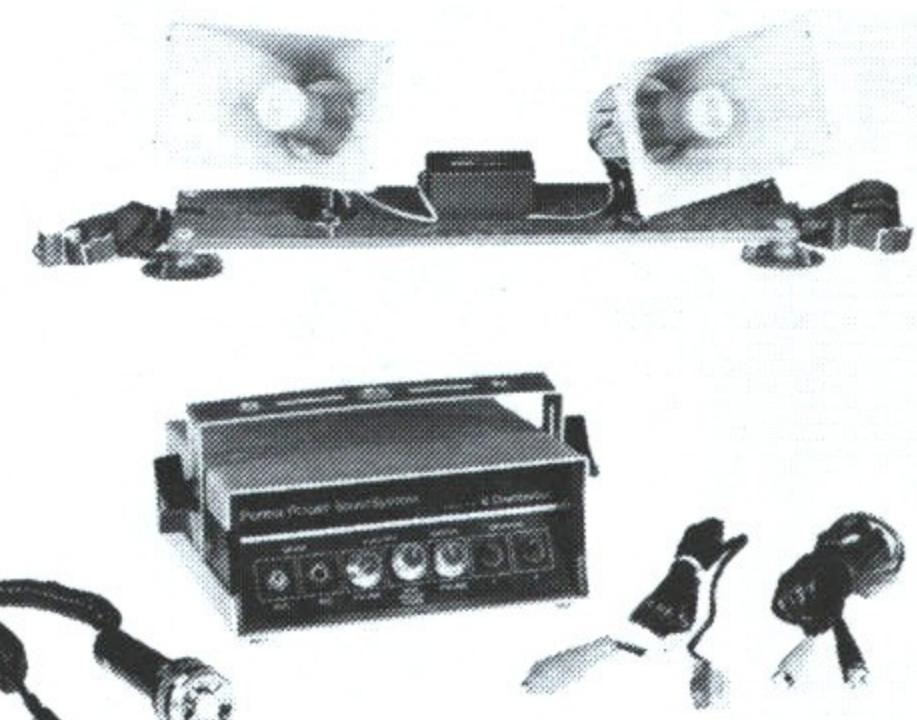
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(Photo taken Nov. 1978)

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is labeled prominently "absentee bidding desk". Our person bids for those who have left absentee bids, generally 75-100 per sale. The absentee leaves a bid on our paperwork for the absolute maximum amount that he would pay for the item. Our bidder bids for the absentees just like they were there, up to those amounts. But at no time will we exceed those amounts. Invariably, at least a third of the absentee bidder sales result in less than the amounts left for bid. To be successful, this system must be very carefully run by a fair minded person who is truly bidding for the absentee bidder. Handling absentee bids this way has produced enormous confidence among our buyers. It is a great tool if used properly and not abused. If absentee bidding is abused, the buyers will soon realize it, and that will be a negative instead of a positive for your auction business.

Be consistent in setting commissions and policies

We believe it is extremely important to establish credibility and to be truly business like. You must be consistent in certain business matters, specifically in the setting of policies and commissions.

Our commissions are the same to everybody. If it is a 40' container or more, our commission is 20% of what it brings. If it is less than that in volume, it is 22%. The only exception we make is an item of immense value, and that would be negotiated. In the area of our business policies, such as business hours, we try to establish fair procedures and stick with them. We do not change from day to day.

For example, our business hours are from 9:00 to 6:00, six days a week. We are closed Sundays and do not open for any reason. The order of our sale is consistent, our storage policies are fair and the same for all. We give the buyer not only the night of the auction, but two free days to claim merchandise. On the morning of the third day storage charges begin at the rate of \$3.50 a piece for furniture, and \$2.50 a piece per day on small items. We emphasize that buying something at our auction does not involve a free storage program, nor does it involve a free insurance policy. The method of payment is always the same — cash, check with proper ID, Visa or Mastercharge.

We try to give no special favors to friends or special customers, but treat everyone alike and in a fair, businesslike manner. We ask that smokers sit on one side of our gallery, non smokers the other. Two small signs explain that alcoholic beverages are not permitted in our gallery. We just feel that alcoholic beverages in the gallery will lead to problems later on. We ask also that small children be kept by the hand because of the danger of being bumped or knocked over by people in a hurry moving furniture.

Special gallery features

We want to be perceived by our community, shippers, buyers and friends as being special or unique, so that we will be set apart from the other

auctioneers in our area. (Indeed, we are not really in competition with anybody but ourselves when you get right down to it.) The challenge is to do the very best you can do. We have rated the following special features of our auction gallery as important — color, personality, character, humor, comfort, cleanliness and class, "fun at the auction". Here is what we have done to the gallery itself.

It is a large clean, rectangular area with high ceilings and no pillars of any kind to obstruct the view. We have divided it into two sections by a partition wall that goes from floor to ceiling, but leaves a 15' space on either side for merchandise. Just ahead of this lovely wall made of natural redwood planks is our restored 1914 Model T Ford truck that is placed just ahead of the wall in front of our seated area. The truck is dark green in color, black fenders and our logo on the door in gold leaf. A wooden sign on the truck portion carries our name, address and phone number on a heavy oak, antique style sign. Up in the truck box is the auctioneer with a great vantage point, and the clerk sitting at a small oak desk.

The truck is under spotlights and surrounded by a small white picket fence with bouquets of flowers. The wall itself incorporates our gavel logo in a stained glass window with brilliant colors. At each end of the wall, are two compartments holding two antique gas pumps. They lend to the antique motif.

Continued page 64

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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

and are beautifully restored, having lights that blink on and off.

The gallery portion is carpeted in a dark green, while the walls are soft yellow to set off the antique furniture. The chairs are heavily padded and very comfortable. We have a number of ceiling fans that stir the air, plus central air conditioning and heating. We also have hanging baskets of artificial flowers placed strategically throughout the gallery to add color and softness.

Another, very inexpensive feature that adds a great deal of color and interest is to display a number of flags of foreign nations. We have also placed "smoke-eaters" in our gallery — electronic devices that filter smoke from the air and keep the gallery free of the smoky haze. Even the smokers appreciate this feature.

In our travels, we found that most auction facilities had very poor sound systems. We made it a point to put in a fine system with four speakers. It is extremely clear and audible at all times, and one can hear from any point in the gallery without strain. The buyers seem to appreciate this very much. (Along with our sound system we have installed a paging system so that the receptionist need not get up each time an employee gets a telephone call.)

Others features of our gallery are antique store fixture showcases that add interest and fit into the antique motif. These are lockable, and enable us to store valuable items. We also have a light box to show stained glass. We find that the stained glass sells much better if it is displayed in front of a light source. It makes a beautiful display and generally brings far better prices.

Because utilities are so high, whether it is air conditioning or the heating season, we found it useful to install a weather barrier at our big truck door at the rear of the gallery. Whenever we had to open the truck door to load somebody out, we immediately chilled the place down, or let out air conditioning.

We have attempted to make our concession stand interesting as well — a gazebo type stand of rough sawn redwood. It is elevated on a deck making it easy to see, easy to serve from, well lighted and attractive.

Another idea that has proved useful is a reserved seating system, enabling prospective bidders to call in during the week and reserve a seat. This works out well only if they understand that the reservation is good until the auction begins at 7:00 pm. After the opening remarks are made, we announce that the reserved seats are open and anyone may then sit where they wish. Another idea is that of a "preview run". The front half of our center section is designated to display the merchandise for our upcoming auction. It seems that many people who come to the auction the night of the sale look in the next room to see what is coming up at the next sale. This helps us build our crowd for the next auction.

We are always looking to cut costs and improve efficiency, and one of things we look forward to in the coming year is a full service computer. We think that a computer can definitely be an important asset to an auction business, and most assuredly an auction gallery. We will use our computer for clerking, check-out, usual financial reporting, inventory

control, etc. The primary reason we have been waiting is to observe the ever-changing computer technology, to make sure that our system would have simultaneous input from the clerk, as well as output at the cashier's area. Computerization is an exciting concept and that the capabilities are increasing while the costs are coming steadily down.

Other future improvements will include wider aisles. I believe that 225 seats are adequate, but wider aisles will enable our crowds to move about more. A certain segment of any auction sale wishes to stand and stroll. We don't want so many chairs that even a good crowd shows a third of the seating empty. It is much better to be a full crowd in a smaller room, than to have a great many vacant chairs.

We would also wish our facility to have larger restrooms, a loading dock, and a conference room. In the upcoming years we plan to acquire our own building, and are presently making notations of features we would like it to have.

My wife, Jo Ann, and I would like to extend a standing invitation to any NAA member to visit our gallery. Also, please feel free to ask, by letter, telephone, or in person, any questions that could prove helpful to you in your auction business. We would be only too delighted to answer them and give what help we can.

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For the purposes of the study, the "average" worker supports a spouse and two children and earns \$22,000 a year. The family's total tax bill for 1981 was \$6,339.

Social Security	\$2,127
National defense	1,501
Interest on national debt	716
Health	618
Education and social services	232
Transportation	222
Veterans Benefits	207

Environment	127
Foreign Aid	105
Revenue sharing	95
Energy	86
Science and space	58
General government	47
Administration of justice	44
Housing	30
Agriculture	11
Misc./other	63
Total	\$6,339

Napa Valley, California, saw high prices paid for its wines at a June charity auction for two local hospitals. Raising more than \$240,000, wine enthusiasts paid the record \$5,400 for a case of 1978 "Lake" cabernet from a tiny vineyard named Diamond Creek; and \$3,300 for a jereboam (the equivalent of six bottles) of 1970 Chappellet Cabernet Sauvignon. The auctioneer from Christie's also donated his time to the charity.

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Housing costs are driving buyers to mobile homes, says the Merrill Lynch Market Letter. Mobile-home stocks were the top performers among 115 industry groups last year.

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the Whitewater Chamber of Commerce, and the Wichita Moose Lodge. He is Chairman of the Board in development of the Wheatstate Nursing Home, and has served 20 years on the Board of Education in Whitewater.

Business expansion summarizes the future for Rex and Naomi Newcom, to include greater emphasis on larger auctions, more participation with other auctioneers, and increased auctioning of development real estate, ranches, and large commercial properties. Newcom Real Estate and Auction Service will remain where it is, with auctioneer son Jack Newcom handling the estate sales.

The small Kansas town of Whitewater has been a lifelong "base of operations" for auctioneer Rex Newcom, and will continue to be, especially his busy year as president of the National Auctioneers Association.

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
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Column inch: \$8.75 per column inch — column is 21 picas wide (3½ inches).

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(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.

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Dimensions for ad space: Full page — 7½ by 9½ inches; Half page — 7½ by 4½ inches; Quarter page — 3½ by 4½ inches or 7½ by 2½ 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 promptly 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.

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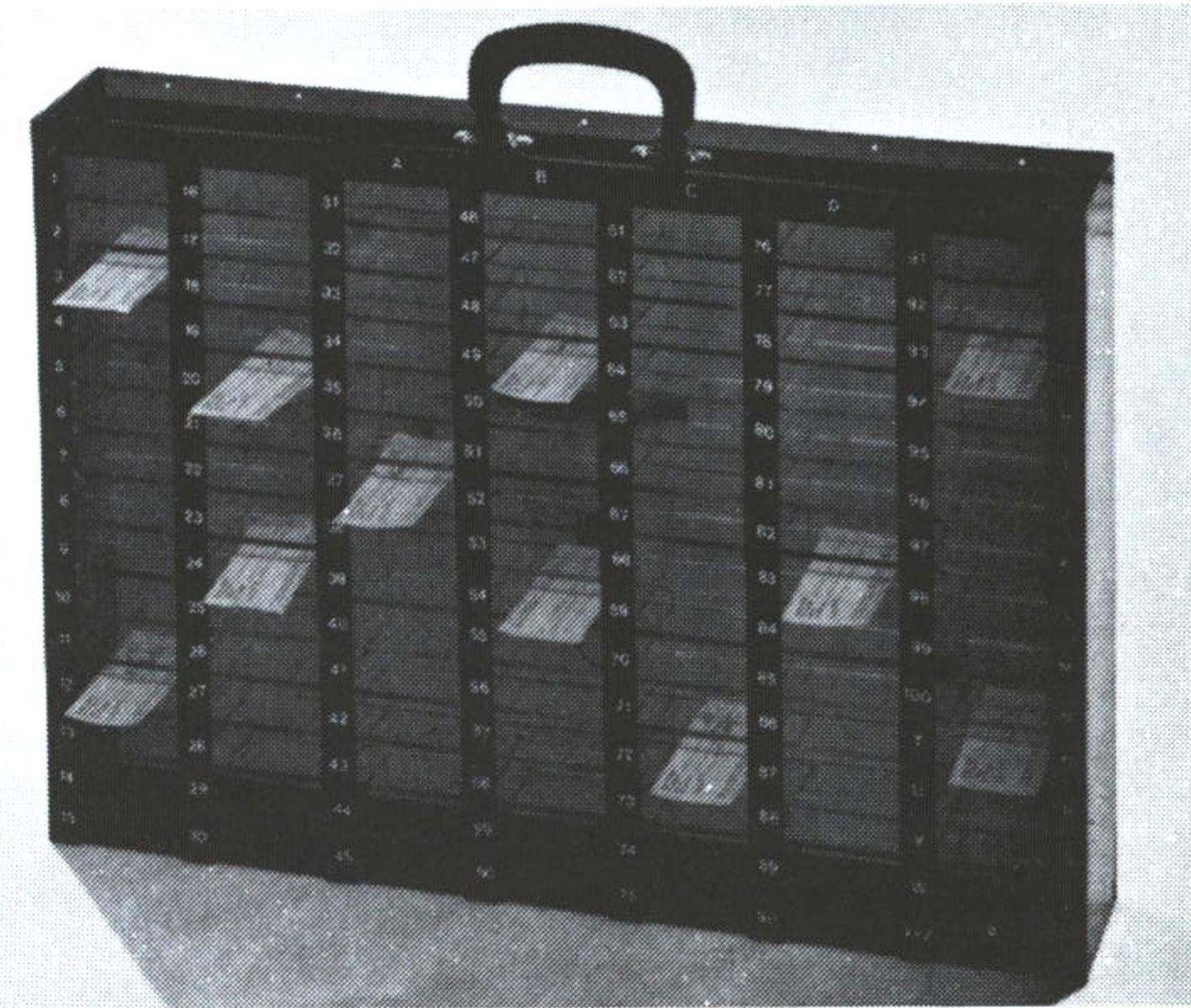
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	QUANTITY
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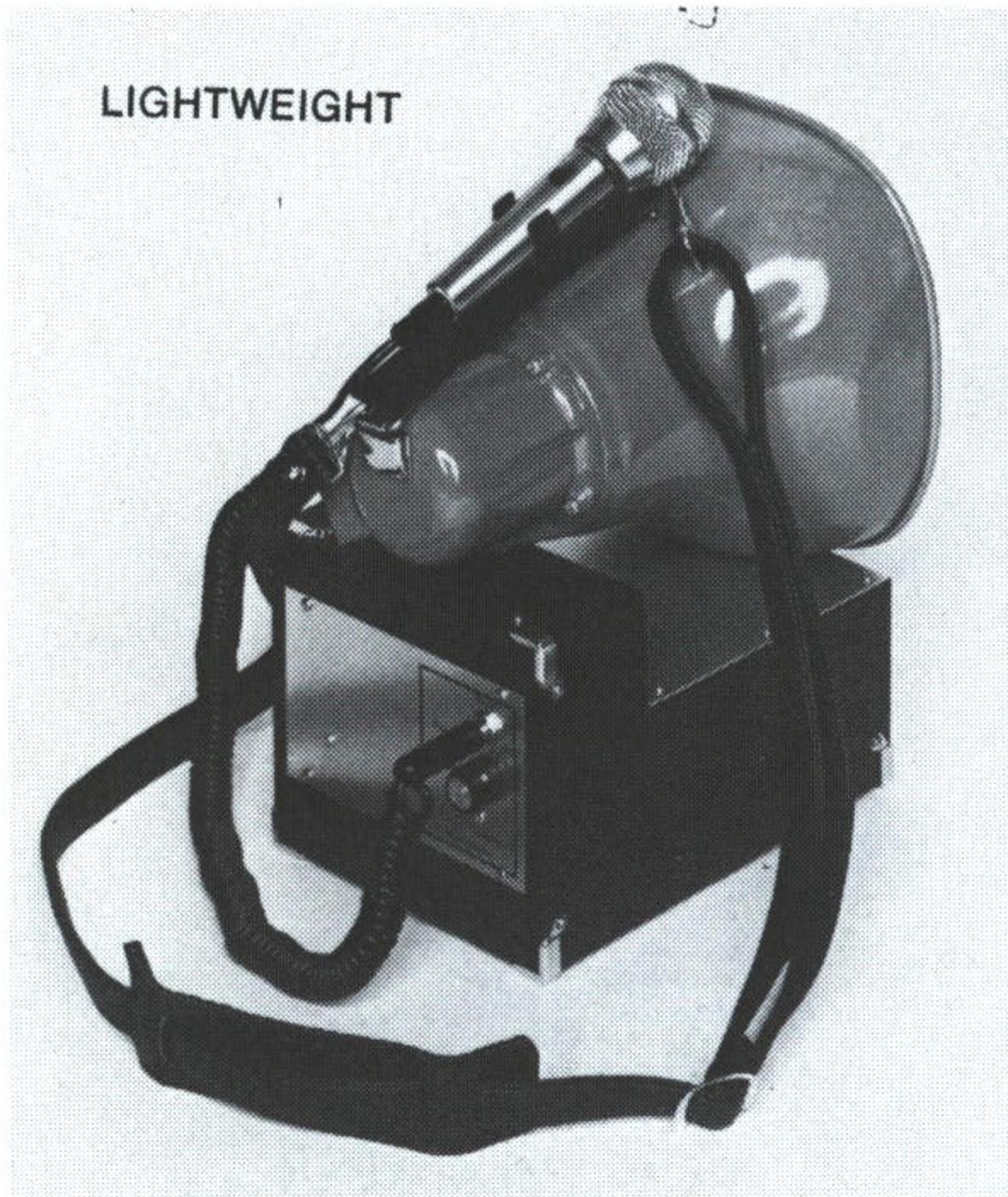
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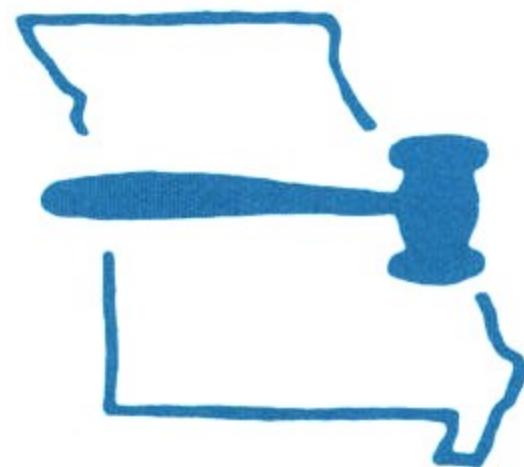


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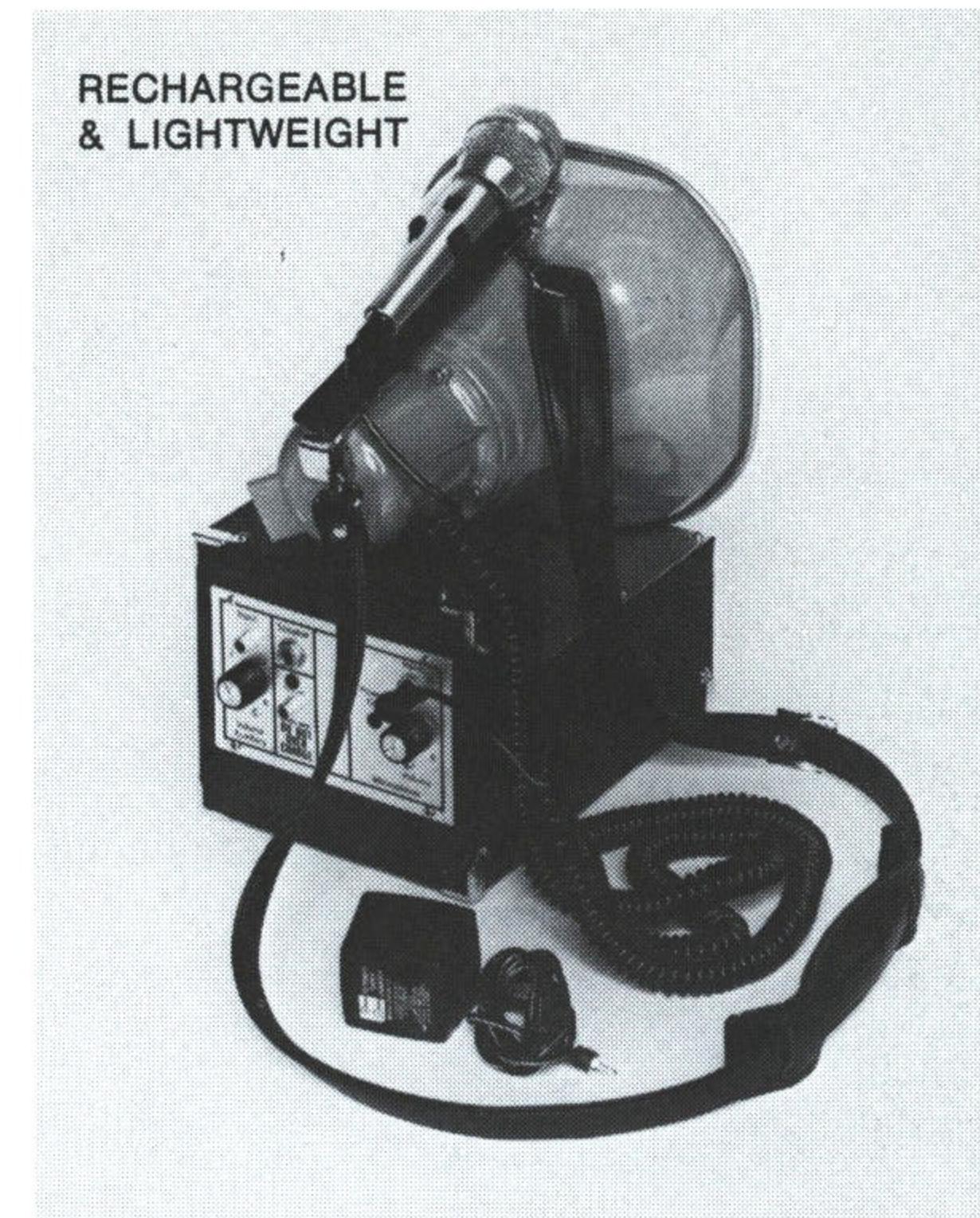


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- INPUTS: One microphone; one tape recorder, one battery charger.
- OUTPUTS: One extension speaker, one tape recorder. With independent controls.
- DIMENSIONS: 11 $\frac{3}{4}$ " high x 8" Wide x 9 $\frac{1}{4}$ " Long.
- WEIGHT: 8 lb., 13 oz.

List Price \$645.00
Auctioneers Cost \$387.00

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