

THE AUCTIONEER

The Magazine of the National Auctioneers Association • February, 1982

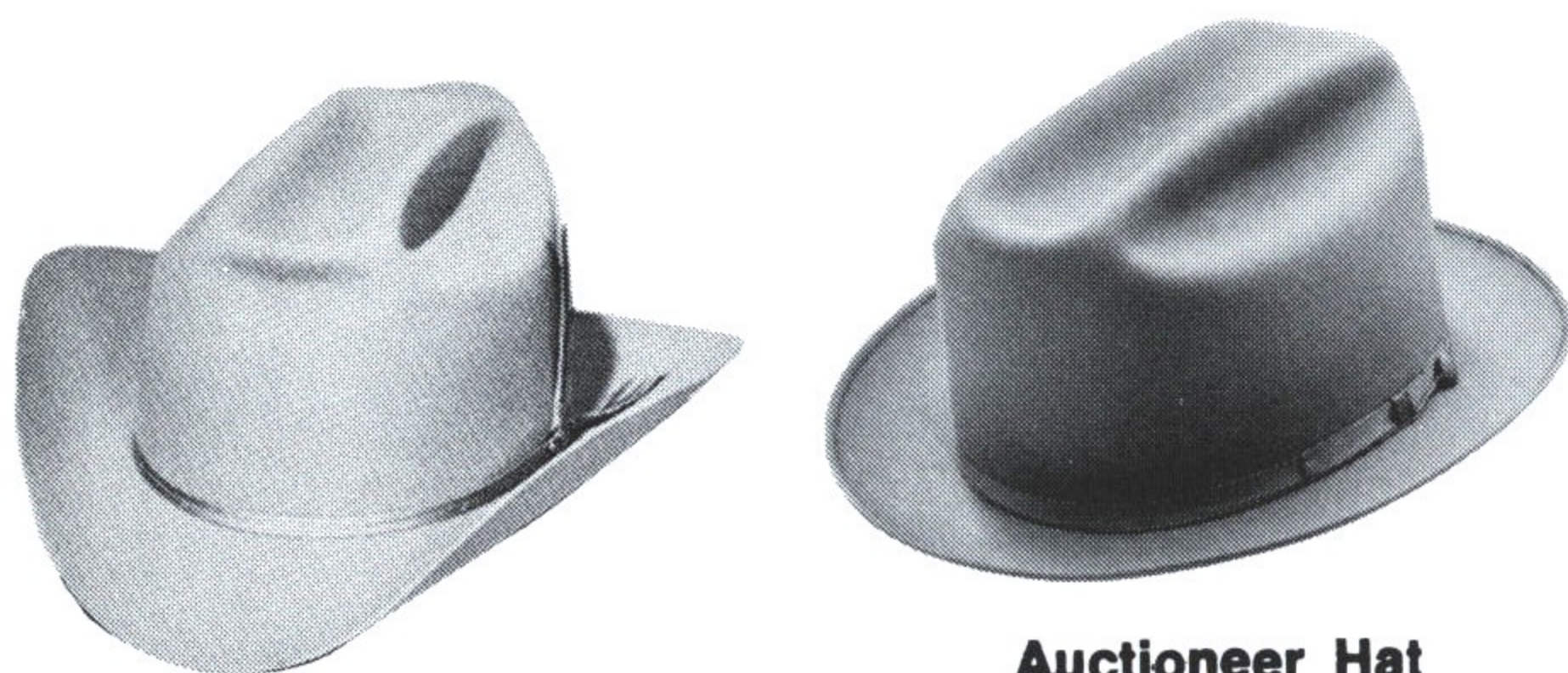
State Associations,



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MSAA information
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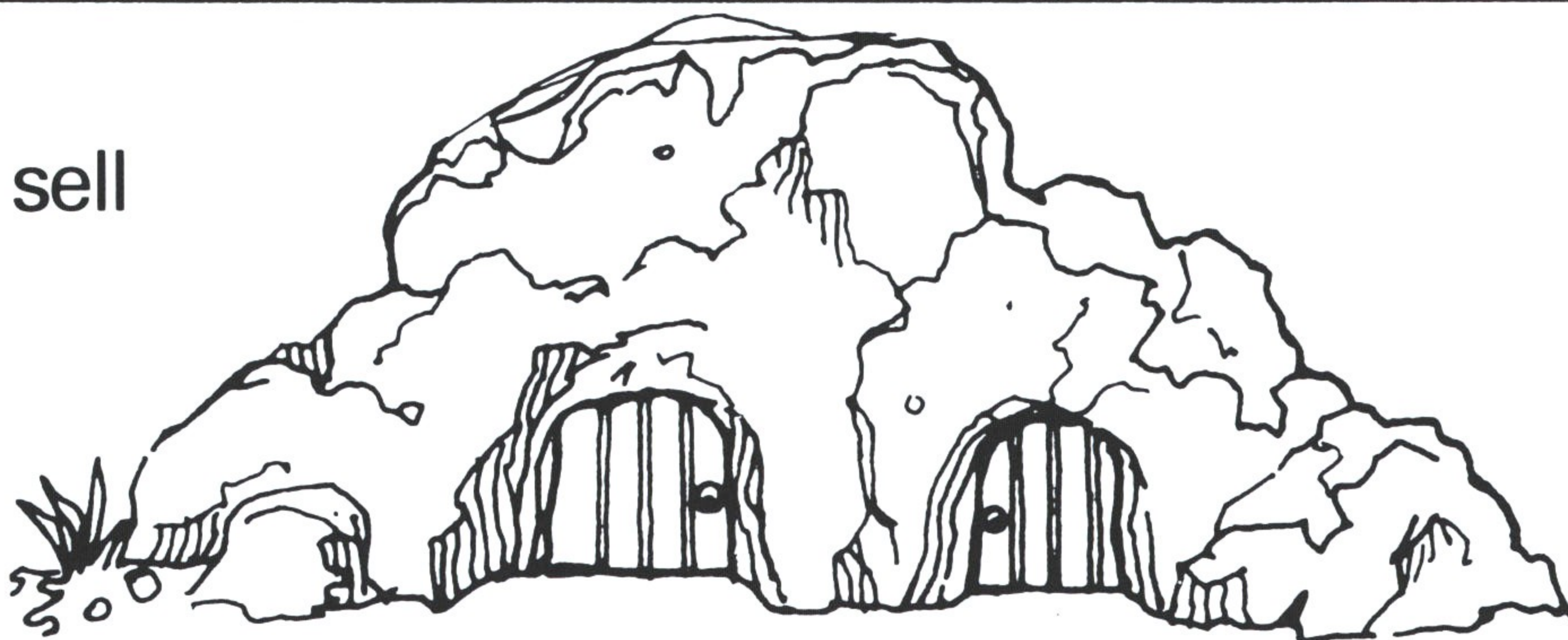
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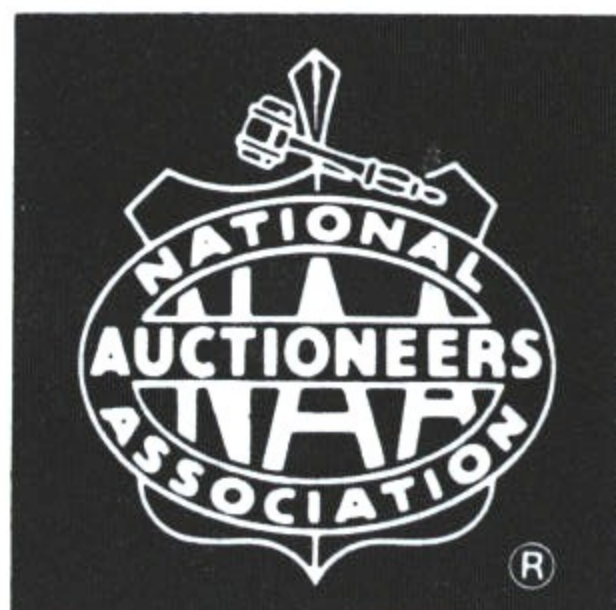
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The Complete Newspaper

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The Chicago Tribune has a new feature of interest to auctioneers and individuals who have items auctioneers want to buy or sell. Called Auction Action, this bannered section in Auction Mart offers special features to auctioneers every Sunday.

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For information, contact Sally McKoane (312) 222-4493 or Charles Shanley (312) 222-4042.



Letters to
THE AUCTIONEER

CAI office moved

The Executive Offices of the Certified Auctioneers Education Institute have been moved from the campus of Indiana University to a modern office facility in Bloomington, Indiana, and the staff is now fully in place to serve its membership.

The Institute's courses will continue on the University campus, with this year's courses scheduled for March 28-April 3.

Applications for this year's courses are available from the Institute office (new address): 4211 East Third St., Bloomington, IN 47401. Telephone: (812) 333-0077.

Group rates available for Knoxville World's Fair

The 1982 World's Fair in Knoxville, Tennessee, offers a once-in-a-lifetime, pre-convention or post-convention activity for NAA members meeting in Atlanta, Georgia.

The 1982 World's Fair, with its theme "Energy Turns The World," promises to be one of the most exciting World's Fairs ever staged. Recently the People's Republic of China joined the growing list of 19 nations who will be hosting pavilions at the Fair.

Opening May 1, 1982, the Fair will operate for six months, closing on October 31, 1982.

Special rates are available for groups of 25 or more. Groups coming to the Fair on a *specified day* are offered a rate of \$7.75 per person for one-day tickets and \$15.50 per person for two-day tickets. Group tickets may also be purchased *in bulk* at a rate of \$8.25 per person for one day and \$15.95 for two consecutive days. These tickets need not be used on a particular date.

If I may be of service to any group planning a day at the Fair, please feel free to contact me.

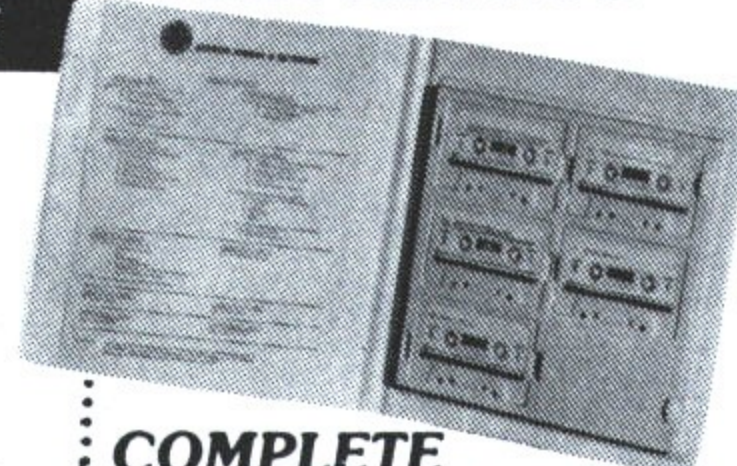
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The following were mistakenly omitted from the 1981-82 NAA Membership Directory. Please include these members in your personal directory copy.

CONNECTICUT

SHINE, JAMES W., 150 Greenwood Avenue, Waterbury 06704

MONTANA

CUMMINGS, THOMAS, Giltedge Rt., Lewistown 59457

1940's auction information

I am contacting THE AUCTIONEER in hopes that NAA members can help in my research of the Harvey Firestone sale (1940-1941?). I am endeavoring to locate the auction house that conducted this auction, but I have had no success.

Also, are you aware if any records were kept of the notable auctions of the early 1940's? If records were kept, would the journals be available to the public for research?

Thank you for any help you can provide.

Isadore Shrott
3 Jackson Terrace
Freehold, New Jersey 07728

Keep up the good work

I have just completed my 30th year as an auctioneer, and 30th year as a continuous member of the NAA.

I enjoy a general practice and work alone. I have been a real estate broker since January, 1952, and I advertise to sell real estate, personal property and do appraisals. I graduated from Fred Reppert's School the summer term of 1951, and I watch the pages of the NAA magazine for word of old classmates and old friends in the auction business. The AUCTIONEER has been very helpful through the years, so keep up the good work. I just ran across an article submitted by myself in the April, 1953, Issue called "The Auction Block" about my first sale in February, 1952.

The auction business is good to me and has certainly been a big part of my life.

Best wishes to everyone.

E. Dewey Anderson
NAA member auctioneer
Knox, Indiana

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RR 3 Box 457
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Phone: 214 241-1912

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THE AUCTIONEER

FEBRUARY, 1982

Volume XXXIII, Number 2

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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.

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

Mrs. Sandy Chapin, Secretary

Mrs. Sharon Whisenhunt, Secretary

Ms. Marge Houser, Secretary



Communicate your interests, needs to NAA Board

By Howard Buckles, President
National Auctioneers Association

The first six months of the 1981-82 NAA year made many people — public and NAA members alike — aware of how much interest there is in the auction method of selling real and personal property. By time you read this article, I will have made my six-months' report to the Board of Directors of the NAA at our Tampa mid-winter meeting (the meeting preceded the Real Estate at Auction Seminar), and I am encouraged, to say the least, about the opportunities for auctioneers, especially for NAA auctioneers.

I have attended many conventions and meetings of the state auctioneers associations during the first six months of the year, and have enjoyed the hospitality and support of everyone concerned. I deeply appreciate the many kind gestures of friendship and courtesies all of you have offered me and my wife, Arlene, who has traveled with me on most of the trips.

My report to the Board included a summary of my travels and the interest and comments offered to me as your NAA president. I am only too sorry that I have been unable to attend the conventions, seminars and meetings of every state association, as we can learn much about each other — about our auction methods and techniques, about your interests and needs regarding National Auctioneers Association programs and goals.

Wherever I have traveled, conversations with the members have included discussions on our programs, which will benefit us as auctioneers and business persons. Much interest has been shown in our two seminars, the one just concluded in Tampa (Real Estate at Auction) and the second, to be held on February 15-16-17 in San Antonio. During these conversations I have learned much about the preferences of auctioneers, in regards to our educational programs' topics. I offered my comments to the Educational Committee for use in determining seminar topics in future years.

It is important that the right topics are offered during our January (Kansas City) and February (New Orleans), 1983 Seminars; and our January (San Diego) and February (Memphis), 1984 Seminars.

Whenever and wherever an NAA representative attends your state association's convention, offer him your comments, so that we can provide those services which are most beneficial to all concerned.

My discussions have included information about the Certified Auctioneers Institute (CAI) program, which will be held on March 28-April 3, 1982, and which is offered only to experienced auctioneers (two or more years auction experience as auctioneers) who are members of the National Auctioneers Association.

The NAA initiated the CAI program and continues to sanction its educational activities. However, the CAI does not interfere with the authority of the NAA Board of Directors, nor are there any conflicts of interest in the two separate entities. Concern has been shown by NAA members about "control" of the two authoritative bodies, and the CAI Board of Governors does not interfere with the programs, goals, and especially authority of the NAA Board of Directors. The NAA Board, however, does have representation on the CAI's Board of Governors, and does appoint two CAI members to represent the NAA Board on the CAI Board. Our executive vice president serves as a permanent, non-voting member (secretary-treasurer) of the CAI's Board of Governors, and because of our representation, we continue to be involved in the CAI's program planning.

The CAI educational program does not conflict with the educational programs offered by the NAA during the seminars and convention workshops. The instructors of the CAI courses are selected by the CAI Board of Governors to help broaden the participating NAA auctioneer's understanding of major areas in the auction business (finance, accounting, law, etc.). The CAI faculty includes faculty members of Indiana University, leaders in the auction business (CAI auctioneer-instructors must be CAI and NAA members), and outstanding professionals from fields that serve auctioneers.

I encourage you to consider participating in the

Continued page 6

Certified Auctioneers Educational Institute this year or whenever you can. The course work will be beneficial to you and your auction business and can assist you very much. The CAI designation does not infer that the person is a better auctioneer, but rather that the CAI auctioneer has received instruction which can be used to provide the auctioneer with more business information.

Immediately following the CAI course week, auctioneers can promote the auction method by honoring National Auctioneers Week, April 4-10, in their communities, counties or parishes, and states. The NAA Board of Directors has asked state associations to sponsor National Auctioneers Week resolutions with state governors, and Canadian provincial premiers. A unified effort is needed to obtain the support of the governors to observe our annual National Auctioneers Week.

NAA auctioneers should make an effort to sponsor National Auctioneer Week observances! Promote your services and professional abilities during the one week of the year which is devoted to the recognition of the auction method. Join together with the other NAA members in your community, county or state to show "strength in numbers", because until we join together to promote our profession, we will not get our story across to those people who need to know what services we can offer.

My report to the Board of Directors also included the advance planning, by the members of the Georgia

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Auctioneers Association, the sponsors of the 1982 NAA Convention in Atlanta. A good program has been scheduled, which will include outstanding educational workshops and interesting social activities. We will have fun in Atlanta, but we will have fun while we learn more about our businesses and profession. Bring your family to Atlanta, and join with the many, many other NAA members, families and business associates who are dedicated to the promotion of the auction method.

Membership in the National Auctioneers Association can be — should be — meaningful to every auctioneer who pays NAA dues. The services and benefits are provided in accordance with your wishes and needs. Inform your Board of Directors when you have programs, which you feel will be beneficial to the entire NAA membership. Let us know what your needs are so that we can provide member auctioneers, and the auction profession in general, constructive and meaningful programs.

Our membership growth, for the 1981-82 year, has been good, but some members do not renew their NAA memberships when dues statements are submitted. Our net growth will not reach the expected figure unless we support the Association and all of us sponsor at least one new, qualified member.

If auctioneers in your area are qualified to become members of the National Auctioneers Association, and you do not feel comfortable asking your "competitors" to join, send their names to the NAA office and a membership kit will be mailed immediately to each requested auctioneer. Compliment your competitors by having a letter sent from the National Auctioneers Association, inviting to join. When your contemporary, or competitive, auctioneers learn you feel they are qualified to join the professional association of auctioneers, it should be highly complimentary to all concerned.

We can be successful in our membership growth goals if we work hard at it, and the benefits to all will be the added services provided. Help us enhance the good image of the auction method of selling real and personal property.

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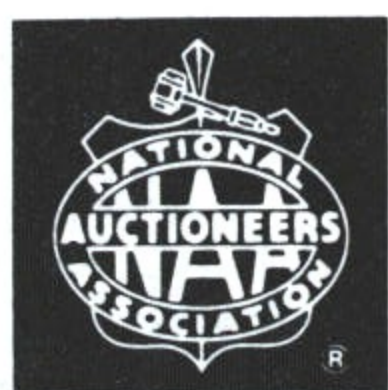
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In 1978, the average American worker had been in the same job for 3.6 years, down from 4.6 years in 1963.

From AMERICAN AVERAGES

THE AUCTIONEER



Headquarters Relocation Fund Report

Over \$120,000 received in pledge payments

By Martin E. Higgenbotham, Chairman
Headquarters Relocation Fund Committee

Payments of over \$120,000 have been submitted by NAA members and friends who have made pledges to the Headquarters Relocation Fund. Contributions and new pledges continue to be received from the membership, especially those who were unable to attend the 1981 NAA Convention in Las Vegas, where over \$400,000 was pledged to the Headquarters Relocation Fund.

The contributors to the Headquarters Fund program, or those making pledges, have been recognized in past issues of THE AUCTIONEER magazine, in accordance with the amounts pledged or paid. The October issue of THE AUCTIONEER listed those members who have pledged \$5,000 or more and who are to be recognized as VIP contributors. **Several in the VIP division already have made full payment on the VIP pledges.**

The Founders contributors were listed in the November issue, recognizing those who have pledged or paid \$2,500-\$5,000 to the fund. **Omitted from that listing was the pledge by Harvey C. Lambright of LaGrange, Indiana, who made the pledge during the NAA Convention, but was not recognized in prior listings.**

The December issue of THE AUCTIONEER magazine recognized those who have made pledges in the Sponsors division, in the amounts of \$1,500 to \$2,500. And, in the January issue, contributors of pledges in the amounts of \$1,000 to \$1,500, or Benefactors, were recognized.

Friends division contributors recognized for their pledges

Listed below are the pledges and contributions, which have been made in the Friends division, or in the amounts of \$500 to \$1,000. Included are: Dean Howard and Daughters, Decatur, Tennessee; Randy Burnett, Houston, Texas; Don Diesing, Scottville, Michigan; Byron Dilgard, Ashland, Ohio, in memory of his father, Newton E. Dilgard; Lawrence F. DuMouchelle, Detroit, Michigan; Belle Plaine Commission Company (Wayne Ediger, owner), Belle Plaine, Minnesota; Walter J. Laumeyer, Inver Grove Heights, Minnesota; Robert F. Losey, Sr., Renton, Washington; George A. Martin, East Lebanon, Maine; Pat Olness,

Moorhead, Minnesota; and Wendell R. Ritchie, Marathon, Iowa.

Many of the Friends division contributors already have made full payments on their pledges. Included in the March, 1982, issue of THE AUCTIONEER will be a listing of contributors/pledges (Donations division), those who have made pledges in all other divisions, and who have not been listed to date.

It is very important that each member or person making a pledge provide complete information on how the pledge and contribution is to be recognized, as all contributions to the Headquarters Relocation program will be recognized on plaques in designated areas when the new building is constructed.

Included in previous issues of THE AUCTIONEER magazine were pledges made for state auctioneers associations. Most of those pledges, offered during the 1981 NAA Convention, were made with the provision that the pledges were to be approved by the associations' boards of directors and/or membership, according to the associations' bylaws or authority. Many state auctioneers associations made pledges during the convention and many of those associations have since verified and confirmed those pledges.

Announcement was made also, following the 1981 Las Vegas Convention, that any and all state auctioneers associations, which contribute or pledge the amount of \$5,000 or more, will be recognized in the NAA Chairs of States division, a special division of contributions, which will help purchase leather conference chairs in the new headquarters building Board of Directors' room. Following that announcement, state associations have confirmed or increased their pledge amounts to be included in the Chairs of States program.

Engraved brass plates will be attached to each chair in the Board of Directors room to identify those state auctioneers associations which contributed to the Chairs of States program. A report of this activity will be published in subsequent issues of THE AUCTIONEER magazine.



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The Legal Aspects Of Auctions . . .

AGC trying to preserve competitive bid system

(Reprinted with permission of the Associated General Contractors of America. Emphasis added by THE AUCTIONEER.)

Washington, D.C. — The federal agency charged with setting procurement policy for the government was asked recently by the Associated General Contractors of America (AGC) to exclude construction from its proposal to require the use of "functional specifications" when advertising federal projects. As included in its Proposal for a Uniform Federal Procurement System, the Office of Federal Procurement Policy (OFPP) would incorporate into all bid packages a mere skeletal description of a "need" to be satisfied and require bidders to offer a range of solutions to satisfy this "need".

Chris F. Woods, executive vice president of the Al Johnson Construction Company, Minneapolis, Minnesota, and chairman of the AGC Corps of Engineers Committee, told OFPP administrator Donald Sole that **"the traditional and proven competitive bid procurement system has served federal construction and the taxpaying public well and must not be cast aside or tampered with under the guise of 'idea' competition."**

Yet, despite the historical success of the open competitive bid system with single contract award to the lowest responsible bidder," he said, "we have seen, throughout the years, attempts to tinker with this proven method; attempts to apply procurement techniques that may be appropriate in other less competitive industries to construction procurement. While these so-called 'innovative' methods have never proven successful in construction procurement," Mr. Woods continued, "the attempts to force their application seem never ending."

AGC also told OFPP that it objected to the proposed elimination of formal advertising to bidders and the use of a subjectively determined selection procedure.

The use of functional specifications is unfair to the construction industry, Mr. Woods, said, because "its application to construction procurement would place an undue emphasis on, and give advantage to construction firms with developer or consortium capabilities — characteristics not generally found in the average small business construction firm." It would do so, he said, "at the expense and perhaps complete elimination, of the open competitive bid system in federal construction procurement. **The**

construction industry is proud, rather than ashamed, that its procurement method permits award solely on the basis of price," Mr. Woods declared. "Proud because it assures that federal construction projects will be completed at the most economical cost to the taxpayers."

As an example, Mr. Woods explained what might happen under the proposed system if it included construction procurement geared towards a functional specification. Suppose, he said, the Government Services Administration (GSA) determined a need for office space to house 400 government employees. GSA would then, issue a solicitation seeking proposed solutions to meet the need. The functional specification, allowing for maximum flexibility to permit innovative concepts, "could conceivably be no more than "office space to house 400 employees in the Washington, D.C. area."

Based on this, Mr. Woods said, "proposals received from industry could run the gamut from use of excess or surplus office space . . . to a proposal from an architect-engineer (A-E) firm (or a number of A-E firms) to design an office building."

The evaluation of these "unlike" proposals would then be compared subjectively by an evaluator for potential award, he said. "These are not 'new concepts' of competition, but rather 'no concepts' of competition," Mr. Woods said. **"This system cannot assure as does the traditional construction procurement method, the lowest cost to the government or maximum protection in the expenditure of public funds."**

While AGC does support certain portions of the proposal, Mr. Woods said, he urged OFPP to revise the proposal to specifically address construction procurement and "make it clear that such procurement is not subject to the new concepts of competition — notably the functional specification system."

License law correction

The January issue of THE AUCTIONEER magazine contained a "License Law Update" to keep NAA members informed. However, a word correction is necessary in the Georgia information.

Please change Georgia Auctioneers "Association" to Georgia Auctioneers "Commission".

GEORGIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Georgia Auctioneers Commission, Les Maddern executive director, 166 Pryor St., Atlanta, Georgia 30303, phone 404-656-2282. Applicant must stand examination to qualify for one year apprenticeship. After being the principal auctioneer under the supervision of a licensed, sponsoring auctioneer, in at least ten auctions, applicant is eligible to stand examination for his/her principal auctioneer's license. Bond and character references are required. Submitted by Lynn Dempsey, GAA secretary-treasurer.

Small businesses account for nearly \$8 of every \$10 earned by construction firms (excludes farms).



THE AUCTION BULLETIN

The nation's only nationally distributed weekly publication listing coming auctions throughout the country by industry.

SPECIAL OFFER FOR NAA MEMBERS

ANNUAL SUBSCRIPTION \$65.00

Reg. Rate \$125.00/Yr.

- Know what's going on in your industry.
- Find out who is handling what auctions.
- See what auctions are being held throughout the country.

Remember

The Auction Bulletin reaches subscribers who pay to find out where auctions are and travel long distances to attend sales. To improve your auction attendance and to attract this quality and affluent audience, send your auction notices to the Auction Bulletin for free listings.

For information and ad rates,

PHONE TOLL FREE 800-621-1574
or write THE AUCTION BULLETIN, P.O. Box 5676 -
Chicago, Illinois 60680

Teamwork



The execution of the right play creates the winning effort. Teamwork is what makes it all happen and can put dollars in your pocket. You may not always have the knowledge or experience to tackle every sale or lead. Michael Fox Auctioneers can be the part of your team that can make the difference between a touchdown and a field goal. In fact, Michael Fox Auctioneers can handle the entire job for you, at auction, or by outright cash purchase from the seller! We're specialists in the field of commercial and industrial auctions and liquidations and one of the country's largest. Our size, experience, financial strength and liquidation know-how can make Michael Fox Auctioneers and you an unbeatable team. Call us *collect* whenever you have a sale or a lead where teamwork can help.

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CAI advertising campaign for spring, 1982

Members of the Certified Auctioneers Institute will launch a national advertising campaign this spring, to publicize the existence of the Institute, its educational program, and to stress the benefits that can result for clients of the CAI® auctioneer.

Four, different, professionally prepared advertisements will be used by individual members, or groups of members, in their local publications. All of the ads emphasize the professional and ethical standards of Institute members, and the special knowledge they have acquired to maximize their auction clients' profits.

The headlines on the four ads are:

"Trust your auction needs to one of the best of the bunch."

"Trust."

"One of the Best There Is."

"The Professional."

This advertising campaign is the second phase of the Institute's advertising program. Earlier, Institute ads were placed in national magazines for bankers and lawyers.

The Institute's advertising efforts are being expanded now to meet the needs of its growing membership. Over 300 auctioneers are Institute members and an additional 300 auctioneers are enrolled each year in its three-year educational program to qualify for membership.

The Institute's courses are scheduled for March 28-April 3, this year on the Bloomington campus of Indiana University. Courses cover all aspects of the auction business, including marketing, advertising, appraisal, insurance, taxes, finance, and special auction topics. **Enrollment is limited to NAA members.**

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**.

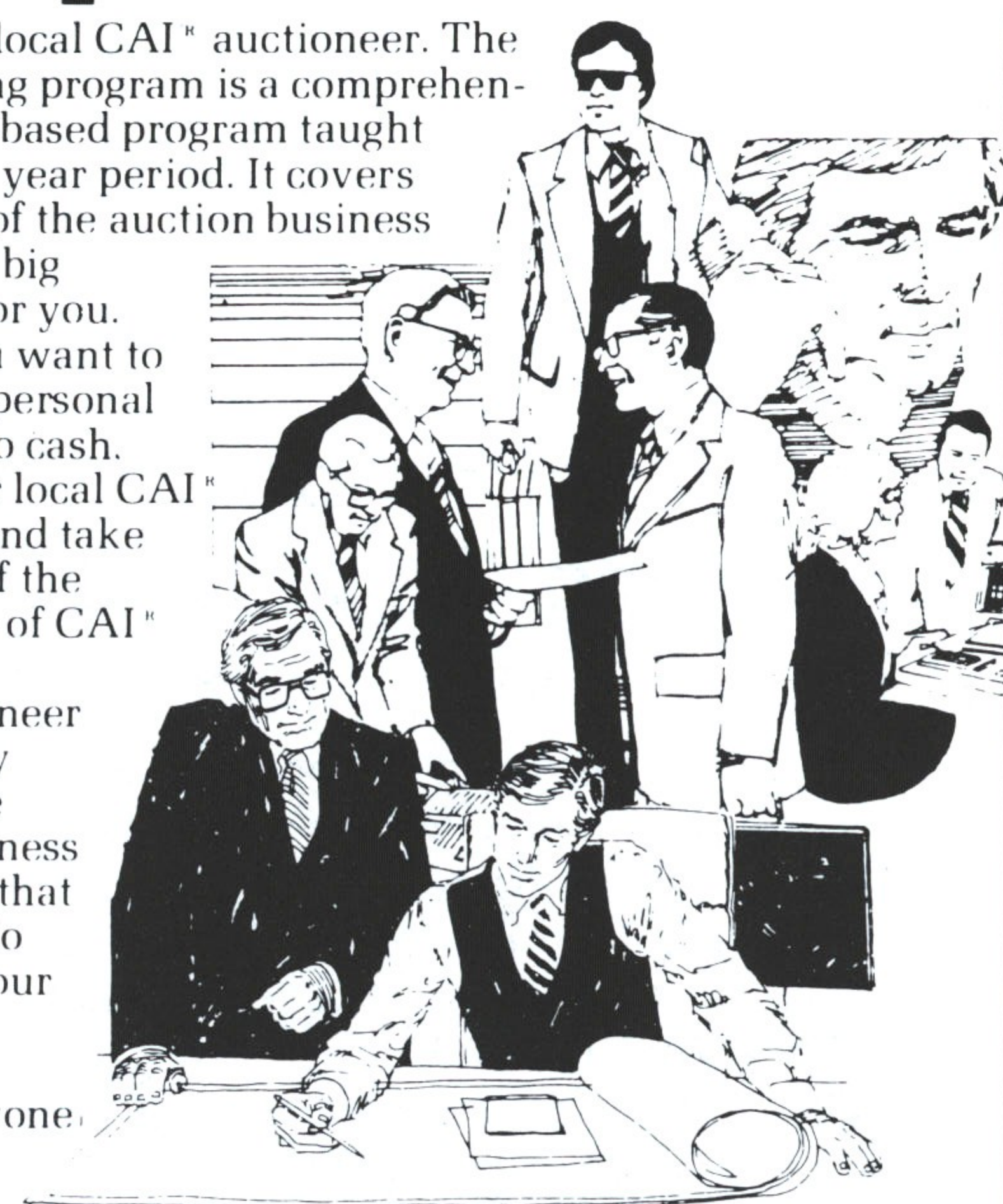
Bill Bogard, 1211 Citizens Bank Center, Richardson, Texas 75080

Jenny J. Briggs, 4129 Druid Lane, Dallas, Texas 75205

The professional

That's your local CAI® auctioneer. The CAI® training program is a comprehensive college-based program taught over a three year period. It covers every facet of the auction business. And that's a big advantage for you.

When you want to turn real or personal property into cash, contact your local CAI® auctioneer and take advantage of the special edge of CAI® training. A CAI® auctioneer knows every aspect of the auction business and can use that knowledge to maximize your profit. Don't trust your needs to anyone less than a CAI® professional.



**your local
CAI auctioneer**

CAI® ADVERTISEMENT, above, is part of national campaign to publicize the Institute and its members.

William "Bill" Capehart, 021 Seawall Blvd. #203, Galveston, Texas 77550

Gary France, 1010 "L" St., Bozeman, Montana 59715

Betty H. Hand, P.O. Box 176, Charlotte, Michigan 48813

Herb Hensley, 273-38-3797, HHC, Ft. Huachuca, Arizona 85613

Jack D. McVicker, 1211 Citizens Bank Center, Richardson, Texas 75080

Scott Rhodes, Manor House Galleries, 2137 West First, Tempe, Arizona 85282

Michael Stearns, P.O. Box 459, Balboa, California 92662

Lyle E. Story, 8383 NE Sandy Blvd., Suite 459, Portland, Oregon 97220

Nancy S. Vetter, 1701 Grandview Avenue, Muscatine, Iowa 52761

Donald E. Wilcox, 1211 Citizens Bank Center, Richardson, Texas 75080

Sometimes it takes more than a smile, a business card and a firm handshake to recruit a new member. Salesmanship is a prerequisite.

B. G. Coats

ATLANTA '82 NAA Convention

Hotel reservations now being accepted

Even though the 1982 NAA convention is five months away, now is not too early to reserve your hotel accommodations. It is expected that the Atlanta convention will equal, if not surpass, the 1980 Nashville attendance record of 2300. Therefore, early reservations are important.

Why are so many registrants expected at convention this year? The reason is access to the convention site for the majority of NAA members. The Nashville convention set a record because it was within one or two days' drive for the largest number of NAA auctioneers. Atlanta is also favorably accessible. Plus, the Knoxville World's Fair will occur the same time as convention. Many NAA families will be attending the Fair.

It all adds up to a possible "full house" for the Atlanta NAA convention.

The following hotel information, provided by the Atlanta Hilton, NAA convention site for 1982, will be helpful in making your hotel accommodations. The convention "Program-at-a-Glance" will also be helpful in planning your Atlanta arrival and departure.

- **Hotel reservations** must be received by July 7, 1982. Accommodations after that date will be confirmed on a space availability basis, at regular room rates.

- **Room rates**, especially arranged for the NAA convention, apply only to NAA convention registrants. Reservations must be made on the reservation form in THE AUCTIONEER, and phone reservations for NAA rates will not be accepted. The higher the room charge, the better quality the room, as well as being higher in the building. Additional reservation forms are available upon request to the NAA office.

- **Arrival time** stated on your reservation form is the time you can check in and have your luggage stored until your room is ready. All hotel rooms are prepared for 3 p.m. occupation each day, so you may want to make plans accordingly.

- **Children** staying with their parents in the same room stay free. Also, rollaway beds and cribs are free of charge, and available upon request.

- **A deposit** is not required to hold your room. The Atlanta Hilton will accept credit card, traveler's cheque or personal check in payment for your lodging. However, the hotel will request to see a major credit card if you pay for your room with a personal check.

- **Entire NAA convention** will be housed in the Atlanta Hilton, and all official convention activities will take place in the hotel.

If you have any questions concerning your hotel accommodations, contact the Atlanta Hilton Hotel. Questions about the convention itself should be directed to the NAA office.

Send Hotel Reservation Form to:

Atlanta Hilton Hotel
attn: Front Office Manager
Courtland & Harris Streets
Atlanta, GA 30303

Hotel Reservation Form

Please reserve accommodations at The Atlanta Hilton for:

Name

Company Name

Address

City/State/Zip

Arrival Date Hour AM/PM

Departure Date Hour AM/PM

Note: Check-out time is 1PM.
Please circle requested accommodation and rate.

NATIONAL AUCTIONEERS ASSOCIATION ANNUAL MEETING JULY 28-31, 1982

Singles	\$60	66	72	78	84
Doubles/Twins	\$80	86	92	98	104
Suites				\$175.00 and Up	

Towers
SINGLE
\$96

Towers
DOUBLE
\$116

Towers
TWIN

Towers
SUITE

Towers guests please go to 27th floor to check in. If a room is not available at the rate requested, reservation will be made at next available rate. If the Tower is requested and not available, your reservation will be confirmed in a deluxe room in the main hotel. Reservation request must be made three weeks prior to arrival date. Reservation will be until 6 PM unless hotel is notified of your exact arrival hour. Room charges subject to state and local taxes.

HO-241

Program-at-a-Glance

Please notice that this NAA convention schedule is a very abbreviated version of the convention program you will receive in Atlanta. Only the major events have been included, to help you plan convention attendance.

Tuesday, July 27, 1982

All Day Tours (sponsored by the Georgia Auctioneers Association)

Wednesday, July 28, 1982

All Day Tours (sponsored by the Georgia Auctioneers Association)

9:00 am- 5:00 pm NAA Registration
8:00 pm-11:00 pm Southern Fair (continuous musical entertainment and fair booths, sponsored by Co-Host State Associations). A truly social gathering of the NAA membership to kickoff the convention!

Thursday, July 29, 1982

7:30 am-10:20 am State Officers' Breakfast and Workshop
9:00 am-11:45 am NAA Workshops
8:30 am-10:30 am Ladies Hospitality Hour and Educational program (sponsored by the NAA Auxiliary for the ladies attending the 1982 NAA Convention)
12 noon - 2:30 pm 1982 Atlanta Convention Luncheon (official kickoff luncheon for all registrants)
3:00 pm- 4:30 pm NAA Workshops
7:30 pm-12 mid. 1982 NAA Fun Auction
7:30 pm-11:00 pm Youth Activities (games and entertainment)

Friday, July 30, 1982

7:30 am- 9:00 am State Associations' Breakfasts (rooms requested by State Associations for sponsored breakfasts)
Missouri Auction School Continental Breakfast (open to all convention registrants)
9:00 am-11:00 pm Youth Activities Headquarters (organized activities for youth registered for the convention in special Youth Activities room)
9:00 am-11:45 am NAA Workshops
10:00 am-11:45 am NAA Auxiliary Meeting (all spouses of NAA members invited to attend)
12 noon - 2:30 pm Ladies Luncheon and Program (all spouses of NAA members invited to attend)
1:30 pm- 2:45 pm NAA Workshops
3:00 pm- 4:00 pm Open Meeting of NAA Board of Directors (all convention registrants invited to attend)
7:00 pm-11:00 pm NAA Awards Festival and Show (recognition of NAA members



BEST OF THE OLD, BRIGHTEST OF THE NEW. Restored Civil War cannons in Grant Park contrast with Atlanta's modern skyline that includes the cylindrical shaft of the world's tallest hotel. (Photo courtesy ATLANTA CONVENTION & VISITORS BUREAU.)

and entertainment for the families)

Saturday, July 31, 1982

7:30 am- 9:00 am CAI Continental Breakfast (annual meeting of the Certified Auctioneers Institute — candidates, members and potential candidates)
9:00 am-10:20 am NAA Workshops
9:00 am-11:00 pm Youth Activities Headquarters (activities for the Youth registering for the convention)
10:30 am-11:45 am Annual Meeting of the NAA
1:30 pm- 4:00 pm Annual Meeting continues (election of officers and directors of the NAA)
7:00 pm-10:00 pm President's Banquet
10:00 pm-12 mid. President's Ball
12 midnight 1982 NAA Convention ends

Sunday, August 1, 1982

Members and guests return to homes, begin vacations, etc. No official events planned on Sunday.

Nashville Auction School

Nashville, Tennessee

THE NATION'S FINEST SCHOOL

- ☆ School is held in Music City USA
Nashville, Tennessee . . . home of the Grand Ole Opry
- ☆ FREE CATALOG — LEARN AUCTIONEERING

NASHVILLE AUCTION SCHOOL

Box 190, Department 5
Lawrenceburg, Tennessee 38464

An Auctioneer's Computer System Should Be Designed By Auctioneers



Marty Higgenbotham says:

“Every Auctioneer interested in **PROFESSIONALISM**, **ACCURACY**, and **COST CONTROL** needs a **PACS** computer.”



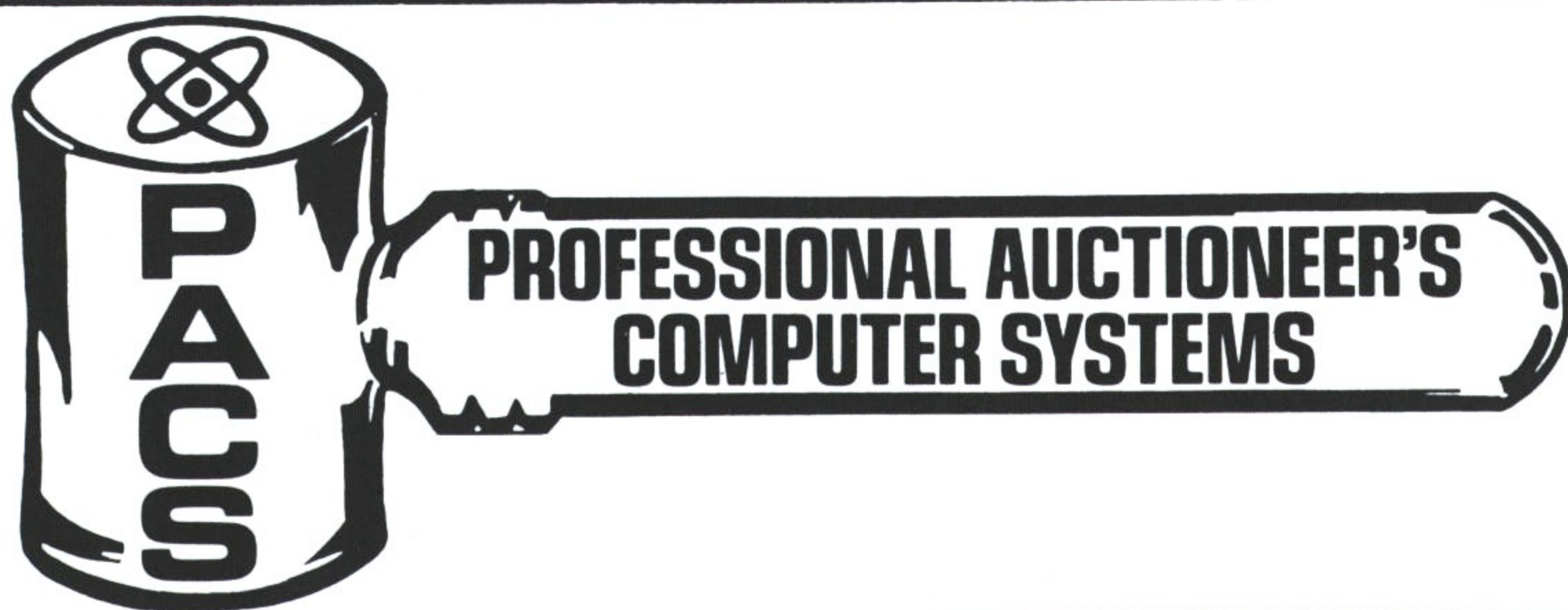
PACS allows you to process REAL ESTATE or CONSIGNMENT sales faster, more accurately, and with fewer personnel.

Automatically Handles:

- Bid Calculations
- Regroup Calculations
- Real Estate Contract Printing
- Cashier Statements
- Consignment Recap Reports
- Sales Recap Reports
- Inventory

Unique Features:

- Zenith Quality Micro Computer Equipment
- Nationwide Service
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- Nationwide Customer Assistance Hot Line
- Ongoing Programming Improvements
- Includes Special Weatherproof Carrying Case



PHONE 813 688-1882
522 SOUTH FLORIDA AVENUE
LAKELAND, FLORIDA 33802

NAA Atlanta convention — who may attend

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

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

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

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

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

Any questions about convention attendance should be directed to the NAA office.

Improved economic conditions seen for 1982

Although the American economy is presently in a defined "recession," Congressional economists predict that better conditions are likely in 1982.

Alice Rivlin, head of the nonpartisan Congressional Budget Office (CBO — a technical group which advises Congress on budgetary and economic policy) testified in November, 1981, before the House Banking, Finance and Urban Affairs Committee. Rivlin's projections for 1982 were most encouraging.

"The CBO economic forecast for 1982 indicates that real growth will be strong, compared with that in 1981 and in the last several years. Inflation is expected to continue to decelerate. From the fourth quarter of 1981 to the fourth quarter of 1982, real gross national product (GNP)* is forecast to increase by 3.1 to 5.1 percent, while inflation . . . is projected to moderate to a rate of between 6.0 and 8.0 percent . . . The unemployment rate is also expected to turn down in 1982."

She attributed the renewed economic vigor to the "slower pace of inflation and the tax cut". Economic growth in the coming year, and with it a con-

current reduction in the level of unemployment, will be encouraged by the slowdown in inflation, which will also temper wage increases and additionally reduce interest rates. The economists also noted, "Although interest rates will remain high, they are projected to decline in 1982, thereby inducing more real growth, particularly in residential construction."

In **1983 and beyond**, the Budget Office expects a further improvement in economic conditions. It assumes that:

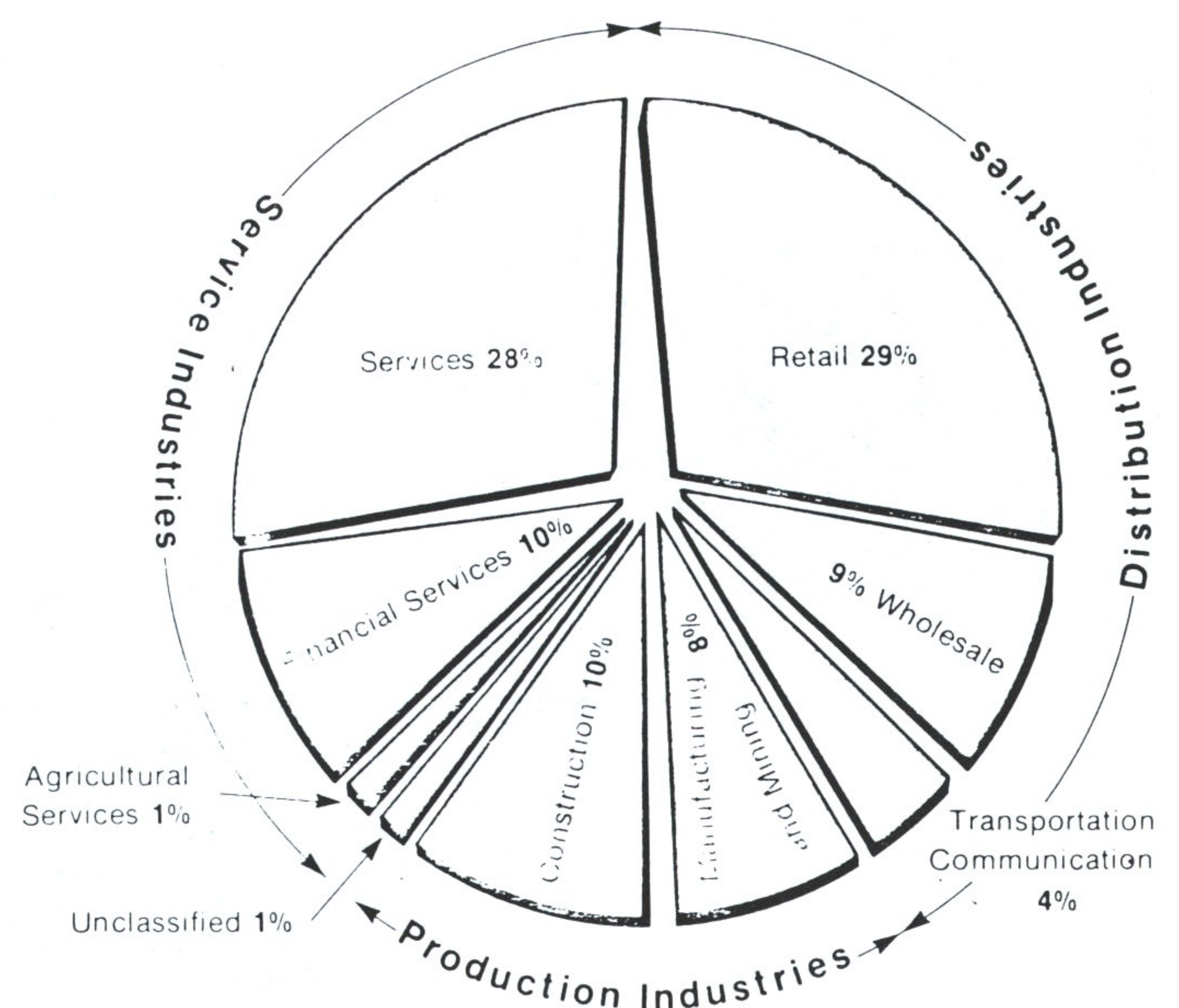
" . . . inflation will continue to decelerate; real growth will remain relatively strong; interest rates will continue their downward trek; and the unemployment rate will decline somewhat. In brief, the CBO economic assumptions for the period 1982-1984 contrast sharply with the unfavorable economic developments of the past several years."

A word of caution, however, was given. The CBO head said that these projections were based on two key assumptions: "the absence of adverse movements in food, oil and other world commodity prices, and the realization of fairly rapid nominal GNP growth in the face of restrained money growth."

CBO projections are particularly important because, as a nonpartisan group, the Budget Office has regularly issued less optimistic economic predictions than those presented by the Administration.

**Gross National Product is the current dollar value of the total goods and services produced by our economy. A 3-4 percent growth rate for GNP indicates that the economy is operating at a healthy level.*

Here's your small business market



SMALL BUSINESS BY INDUSTRY, shown in the above pie chart, illustrates that most small businesses are in the retail and service sectors. Source: U.S House of Representatives.

An ounce of Freedomike™ is worth a pound of P.A.

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.

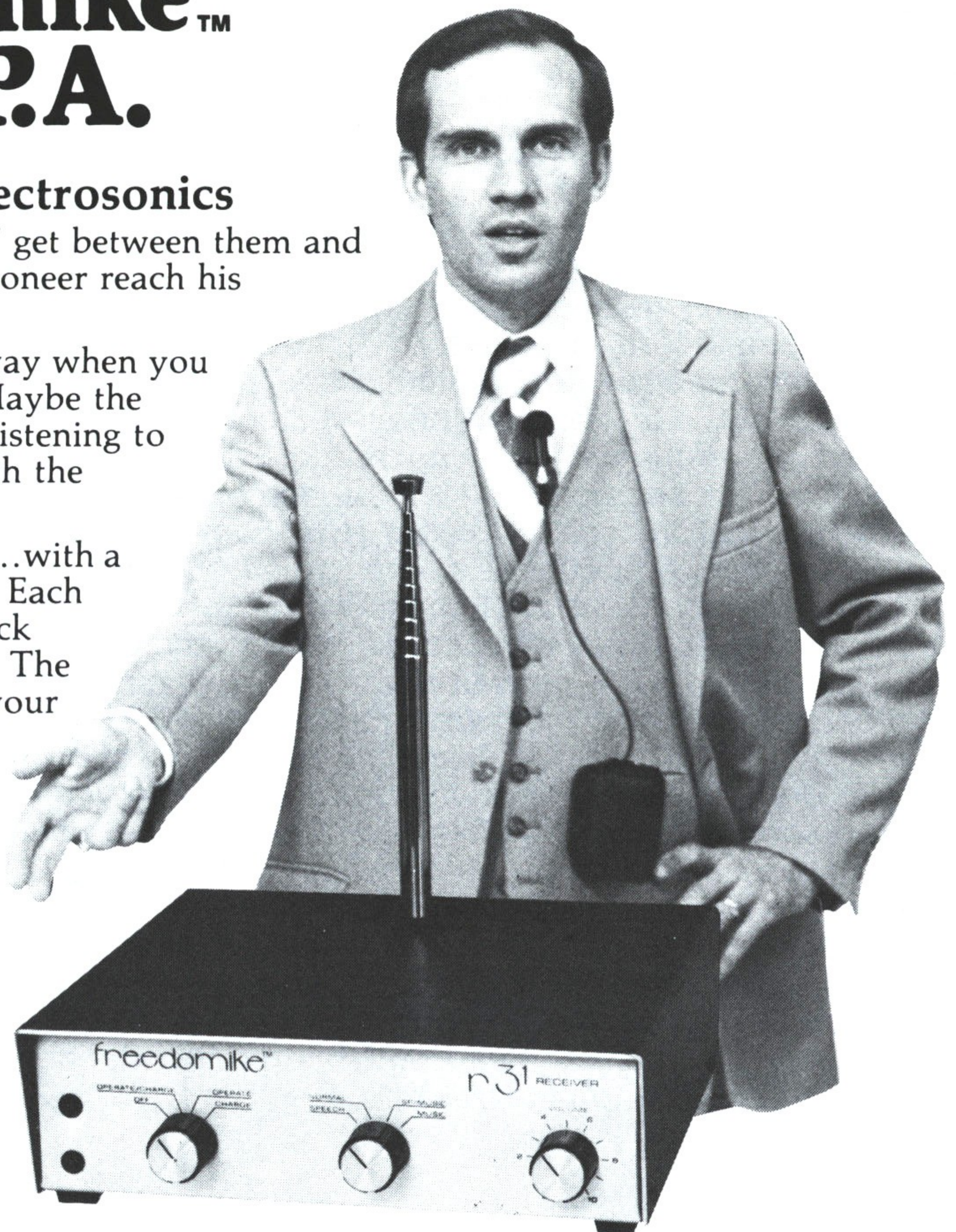
That "something" is the P.A. system. Maybe it gets in the way when you have to stop your bid calling and lug it to another table. Maybe the bidders watch you drag your mike cord around instead of listening to your bid calls. Maybe you need three hands to hold up both the merchandise and your microphone.

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.

Freedomike...for the auctioneer who wants the bidders attention focused on his bid calls, not on his P.A. system.

Freedomike System One (with tie tack mike) - \$799

Freedomike System Three - \$899
(with both tie tack and hand-held mikes)

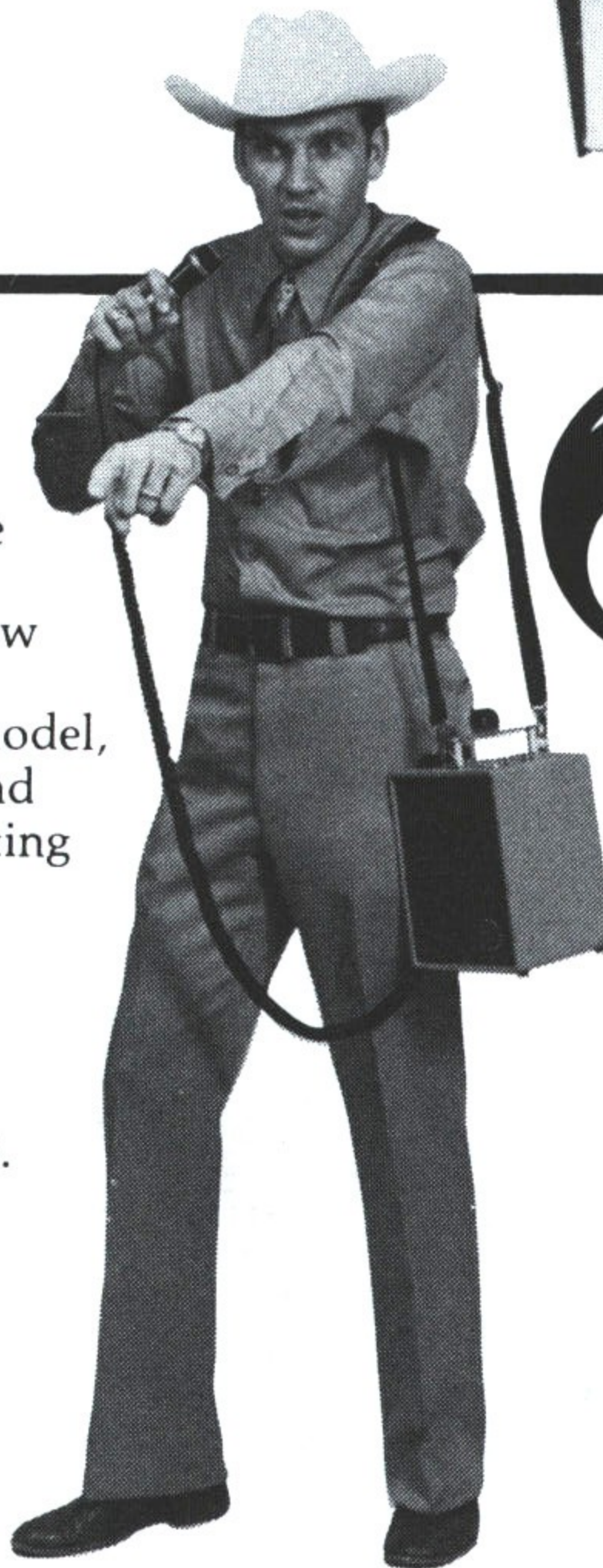
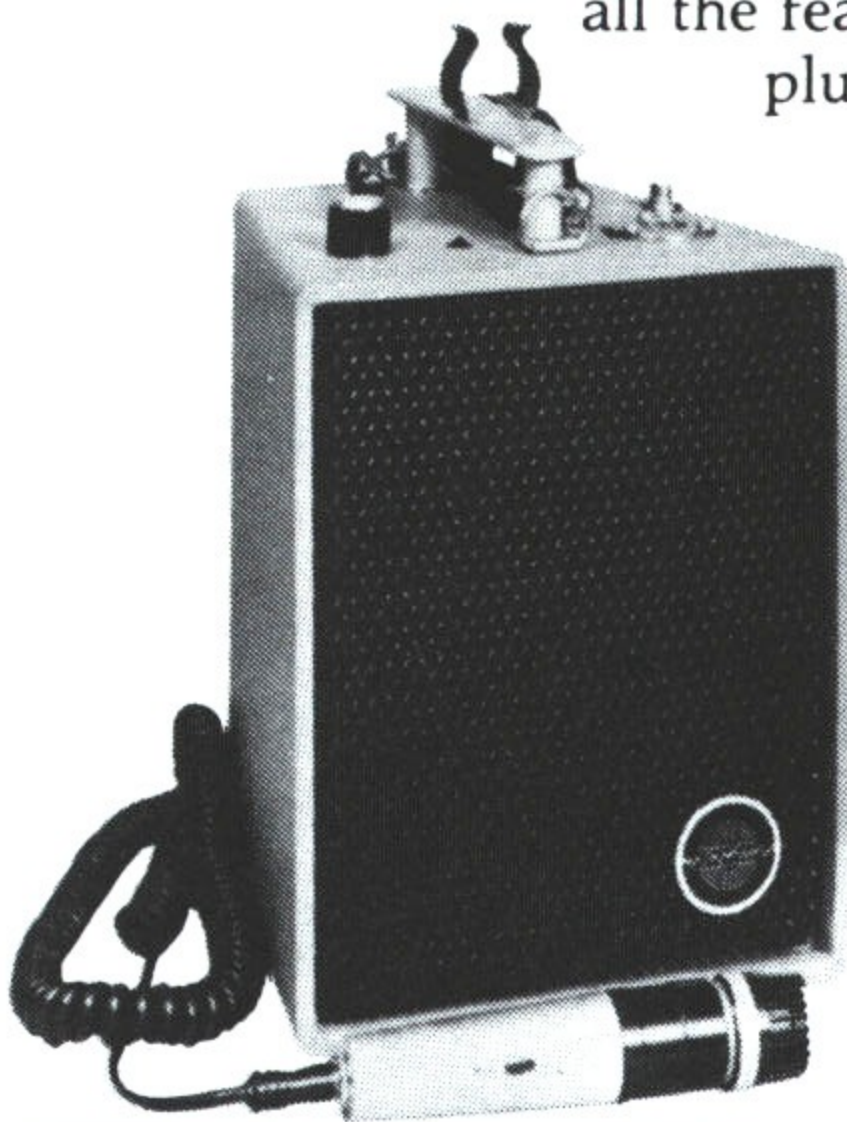


Voice Projector 18 Ultra Portable P.A.

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.

VP18R \$348

VP15 \$198



Lectrosonics, Inc.
ALBUQUERQUE, NEW MEXICO, U.S.A.

Plus Power 48R Amplifier/Speaker

If you and your Freedomike system travel to places with no house P.A. system, Lectrosonics has the Plus Power 48R. With its own powerful 16 watt rms amplifier, 8" speaker and rechargeable batteries, the PP48R enables you to use your Freedomike system anywhere... even if miles from the nearest AC power source.

48R \$245



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North Huntingdon, PA 15642
412-863-4961

BOB MILLER
Indiana College of Auctioneering
8846 Holliday Drive
Indianapolis, IN 46260
317-844-1088

This year, welcome a new NAA member

It can be done — NAA membership to 12,000 in 1982. But that can only occur if each NAA member recruits one new member in the coming year. One of the best means of introducing a prospective member to the NAA is to send that auctioneer an "Invitation to Join" kit.

If you are unfamiliar with the NAA kit, read on. Here's your opportunity to help your Association grow.

The "Invitation to Join the NAA" kit includes: a sample issue of THE AUCTIONEER magazine, new NAA membership and information pamphlet, a letter from NAA president Howard Buckles, postage paid return envelope, and a copy of the NAA Code of Ethics and By-Laws.

Just hand it to an auctioneer who you feel would benefit from NAA membership, and get ready to answer questions. "The Kit" successfully represents your Association and your fellow NAA members across the nation.

Also, the NAA office will provide any number of invitation-to-join kits to individual NAA members or state auctioneers associations upon written request to the NAA office.

Auctioneer,

Here's your personal invitation to join the NAA.

THE AUCTIONEER
The Magazine of the National Auctioneers Association • July 1980

Welcome AUCTIONEERS to the NAA CONVENTION

NATIONAL AUCTIONEERS ASSOCIATION

Since 1949, dedicated to the success of its member auctioneers

CODE OF ETHICS
National Auctioneers Association

PREAMBLE

The public auctioneer is a professional who is entrusted with the sale of property and the care of the public's money. He is a member of the National Auctioneers Association, the professional organization of leading auctioneers in our industry. This membership information packet was given to you by a NAA member, and it is his personal hope that you review the enclosed material.

Membership in the NAA is offered only to individual auctioneers who are sponsored by a current NAA member. Only a NAA member can recommend a prospective member to the NAA office. Through cooperative action, NAA member auctioneers selling at local, state, or national level.

ARTICLE 1. In the best interest of the public, the National Auctioneers Association shall:

ARTICLE 2. The Auctioneer shall:

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ARTICLE 100. The Auctioneer shall:

And does it work? Very much so, because it gives the prospective NAA member a very clear picture of what to expect from the NAA dues investment.

The Auctioneer's "Auctioneer"

WHEN YOU HAVE AN AUCTION THAT REQUIRES THE FACILITIES THAT ONLY A NATION-WIDE ORGANIZATION CAN OFFER, HUDSON AND MARSHALL, INC. IS READY TO WORK FOR YOU. IN ADDITION TO THE SERVICES AND EQUIPMENT LISTED HERE, A LARGE STAFF OF HUDSON AND MARSHALL SALES ASSOCIATES IS AVAILABLE FOR CONSULTATION IN PRACTICALLY EVERY CATEGORY OF REAL OR PERSONAL PROPERTY.

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Call Toll Free

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800/342-2666*

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800/841-9400*

HUDSON AND MARSHALL INC.
REALTORS AND AUCTIONEERS

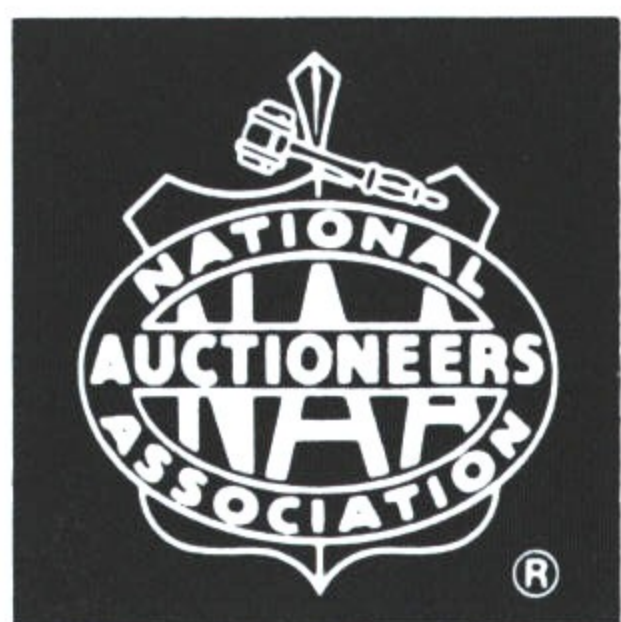
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Just like an important auction . . .

Display the NAA emblem

These NAA emblem reproductions can be used by your printer, to display your NAA membership on sale brochures, business cards, business stationery, and in auction advertising.



That's the way to promote National Auctioneers Week, April 4-10.

You're active in a very special segment of American business — the auction industry. And as an NAA member, you know how to effectively promote the sale of almost anything a client has to auction. It's the same with National Auctioneers Week, 1982.

Here is an excellent opportunity to promote your auction service and your special week nationwide. It's the kind of promotion that's good for business. The more people who know about auctions, and your auction service, the more likely they are to call you when they have something to sell.

In short, publicize, promote, and get the word out. You're an NAA member, you provide an important marketing service, and this is national auctioneers week.

This AUCTIONEER issue suggests three promotional possibilities — radio commercials, television appearances, and arranging for a public official to sign a proclamation for The Week.

Get The Week on the radio

Below are two suggested radio commercials to publicize National Auctioneers Week in your area. Radio stations must devote a certain amount of broadcast time to public service announcements and NAA members can take advantage of this requirement. Also, contact other NAA members in your area, and get on the air as a group of NAA auctioneers promoting The Week.

The 30 second spots can be revised and adapted to any radio station broadcast format.

NATIONAL AUCTIONEERS WEEK PROMOTIONAL RADIO COMMERCIALS 30 SECOND WEEK OF APRIL 4-10, 1982

#1

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

#2

IT'S NATIONAL AUCTIONEERS WEEK, AND HERE ARE SEVERAL REASONS WHY YOU SHOULD CONSIDER HAVING AN AUCTION. EVERYTHING IS SOLD FOR CASH, YOU SELL ONLY WHEN YOU ARE READY, PRICES ARE DETERMINED BY COMPETI-

TIVE BIDDING, AND YOUR COMPLETE SALE IS OVER IN A MATTER OF HOURS. IF YOU HAVE SOMETHING TO SELL, DEFINITELY CONSIDER AN AUCTION. CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

Proclamation signing publicity event

National Auctioneers Week, proclaimed in a signing ceremony by a local government official, is a publicity event that should not be missed. For example, photographs of the governor's proclamation signing can be distributed across the state; and a mayor's proclamation signing publicized in a metropolitan area. However, the time to begin planning is now, even though Your Week is not until April 4-10.

For many state auctioneers associations, their state governor signing a proclamation of National Auctioneers Week has become an annual tradition. But the key to a successful proclamation signing is planning, organization and preparation. **Whoever will be signing The Proclamation should be contacted well in advance.** Also, many city and state government officials have staff photographers who will provide one or two complimentary photos of the signing event. Of course, you can arrange your own professional photo coverage. Distribute photographs of the

proclamation signing to as many publications as possible.

As of this writing, you have about two months to arrange a signing of a National Auctioneers Week proclamation by a government official in your area. Advance preparation for the event will insure some good publicity, give the official time to set a date, and organize for your arrival.

Be on television during The Week

Whether it's "free time" on your local TV morning show, or coverage on the nightly news, television promotion of National Auctioneers Week reaches thousands. In your discussion of The Week on television, emphasize: your NAA membership and what it means to the public; what services you provide to buyer and seller; and some of the "basics" about how an auction is conducted, and more.

If you have never been on television before, relax. It's just like being at home in your living room. And just as you prepare, in detail, for a successful auction, be ready to speak confidently in front of the cameras.

— If you are going on a talk show, know beforehand what topics you'd like to discuss, and inform the host of these topics.

Continued page 21



Government officials to proclaim The Week

Your state governor, city mayor, and/or county officials will honor your request for a proclamation of National Auctioneers Week. Below is a draft of the final proclamation which will be prepared for you by the signer's office.

NATIONAL AUCTIONEERS WEEK

April 4-10, 1982

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

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

Therefore, as (insert title — State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 4-10, 1982, as National Auctioneers Week in (name of state, city, town, etc.).

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

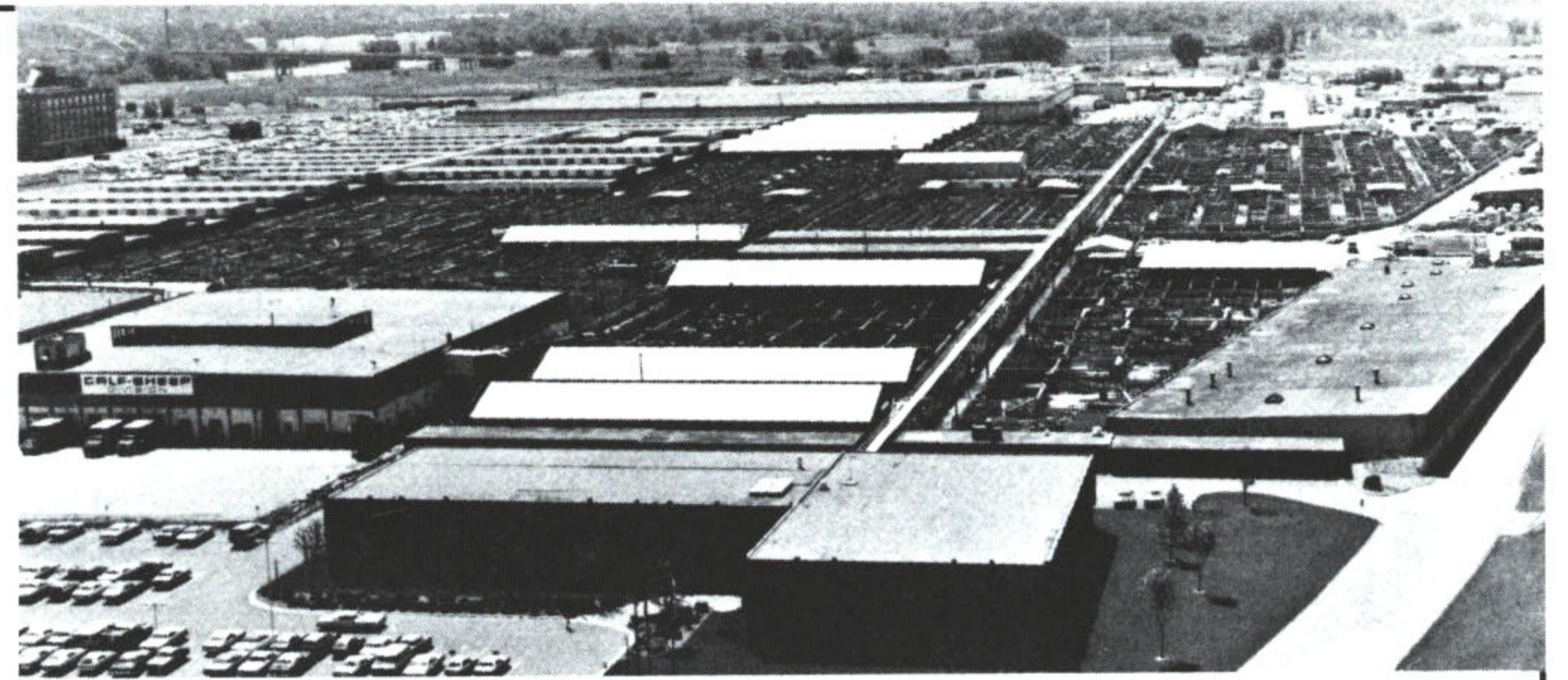
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(Signature)



Gordon E. Taylor
President

**St. Paul Union
Stockyards**



SOUTH ST. PAUL LIVESTOCK AUCTIONEERING SEMINAR

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BRANCH OF REISCH WORLD WIDE COLLEGE OF AUCTIONEERING, MASON CITY, IOWA

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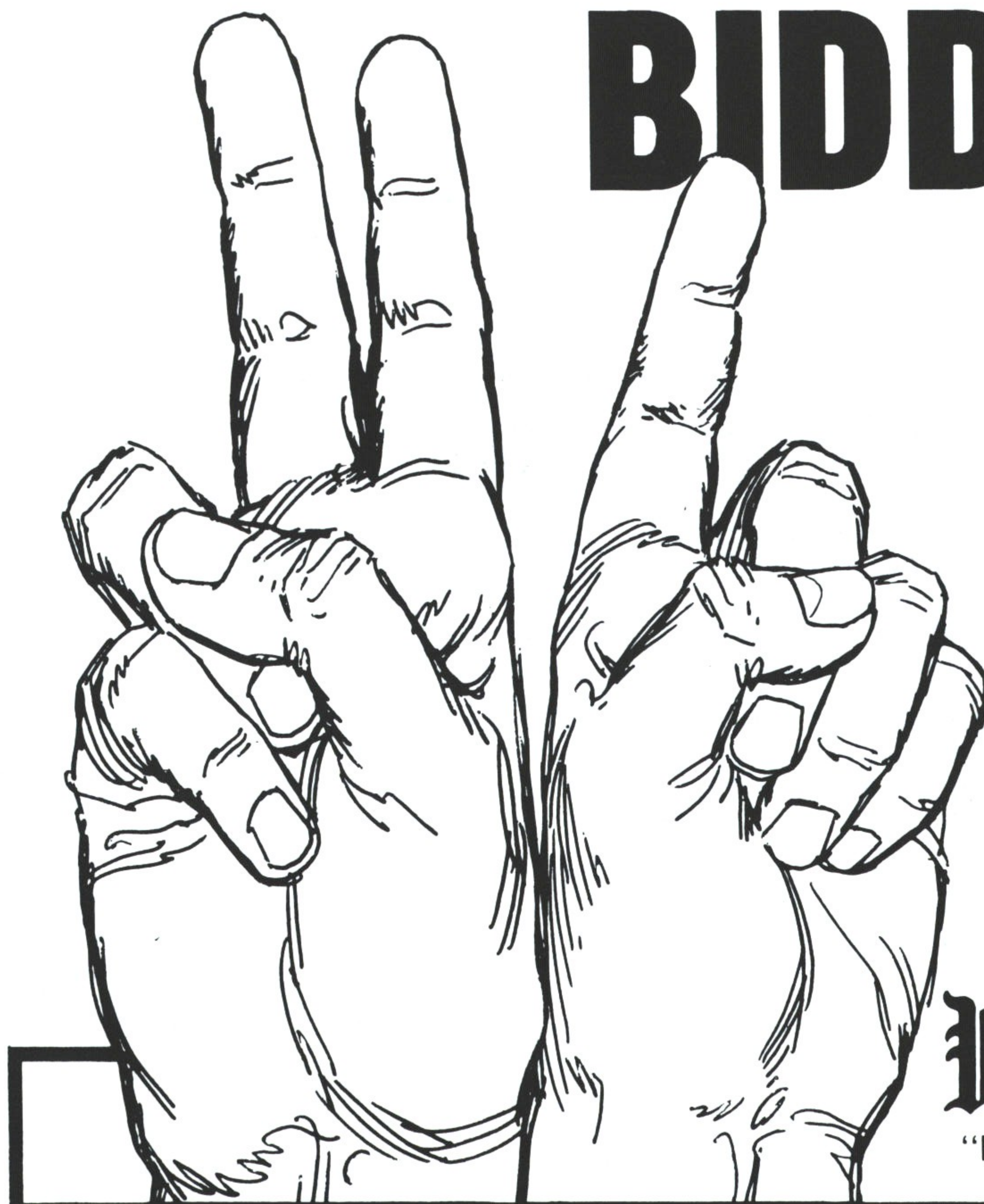
And the day that most buys are announced for the block is Saturday, when we publish THE AUCTION PAGE in the main news section. Major houses throughout the U.S.A. advertise here, with their messages positioned adjacent to our own in-depth coverage of the auction market.

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"First in Auction Advertising in America's Fourth Market"



— Dress like a successful business person. Potential clients watching you on TV will place their confidence in a competent auction service, not necessarily in someone who “looks like an auctioneer”.

— Relax, act naturally, and speak in your normal tone of voice.

— If you're quoting figures, have them memorized, or written down and out of sight from the camera.

— Explain to your TV host and audience just why they should look for the NAA logo when they are considering an auction sale.

Is it too early to arrange a talk show appearance on your local television station? No, because many TV producers plan their shows months in advance. While you're talking with your local television station, also discuss coverage of The Week with the station's news director.

National Auctioneers Week is good for business

Your Week is only two months away by the time you are reading this AUCTIONEER, and it's not too early to make plans. During National Auctioneers Week, April 4-10, decide exactly who should know about your NAA affiliation, your auction skills, your auction services, and your business potential. Whether your list of “who should get the message” covers a county or an entire state, selling National Auctioneers Week can be one of your most effective promotions.

— Make sure all your auction company employees are involved in promotion of The Week. Everyone on your staff can help get the message around town about your auction services, and your special week.

— Promote to people who are already interested in your auction business. Everyone who attends one of your auctions, the week before and during April 4-10 should know of your NAA membership and National Auctioneers Week.

— Decide a particular group of prospects that needs “one more contact” by your auction business. National Auctioneers Week is a particularly good excuse to make such a contact.

Almost every profession and trade has a “national week” during which the importance of that profession or trade will be emphasized. However, as an NAA member during National Auctioneers Week, you have the opportunity to do the kinds of self promotion that can separate your auction business from the crowd.

Take full advantage of Your Week. It's a matter of getting results and gaining positive attention for your auction services and professionalism.

*Article by Gary Carmichael,
NAA director of association services*

Association editors, reprint this ad

State Auctioneers Associations are encouraged to reprint the NAA membership advertisement below. The printer of your state association newsletter or magazine can photo the ad and reduce it to fit your publication. If your printer cannot “pick up” the ad from THE AUCTIONEER, please request camera ready art from the NAA office.

Member?

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



Non-Member?

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

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to the success of its
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National Auctioneers Association

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Phone 402-489-9356

Return the favor.

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*This is an ABSOLUTE Auction where we sell Tools-Electronics-Watches
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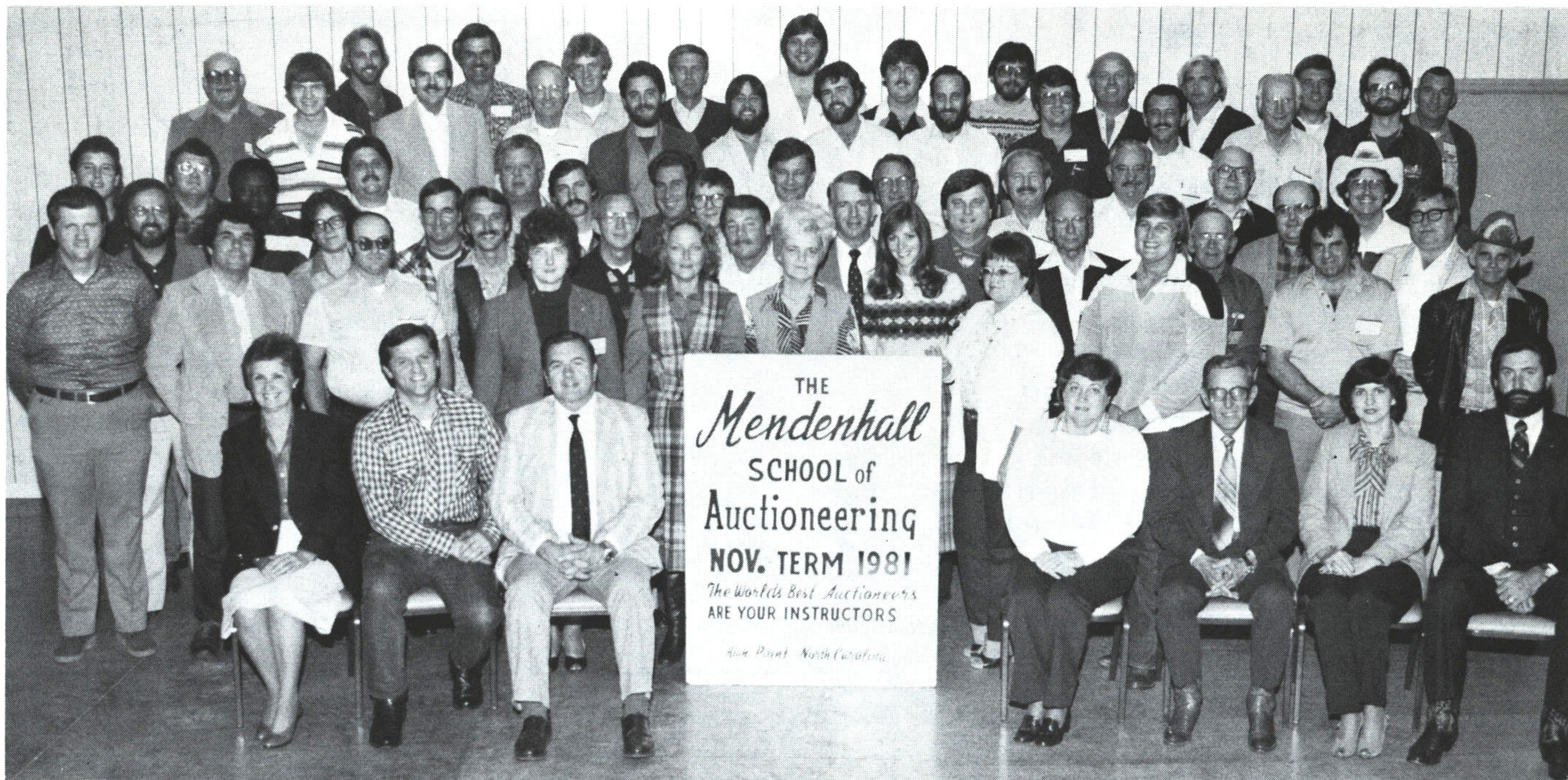
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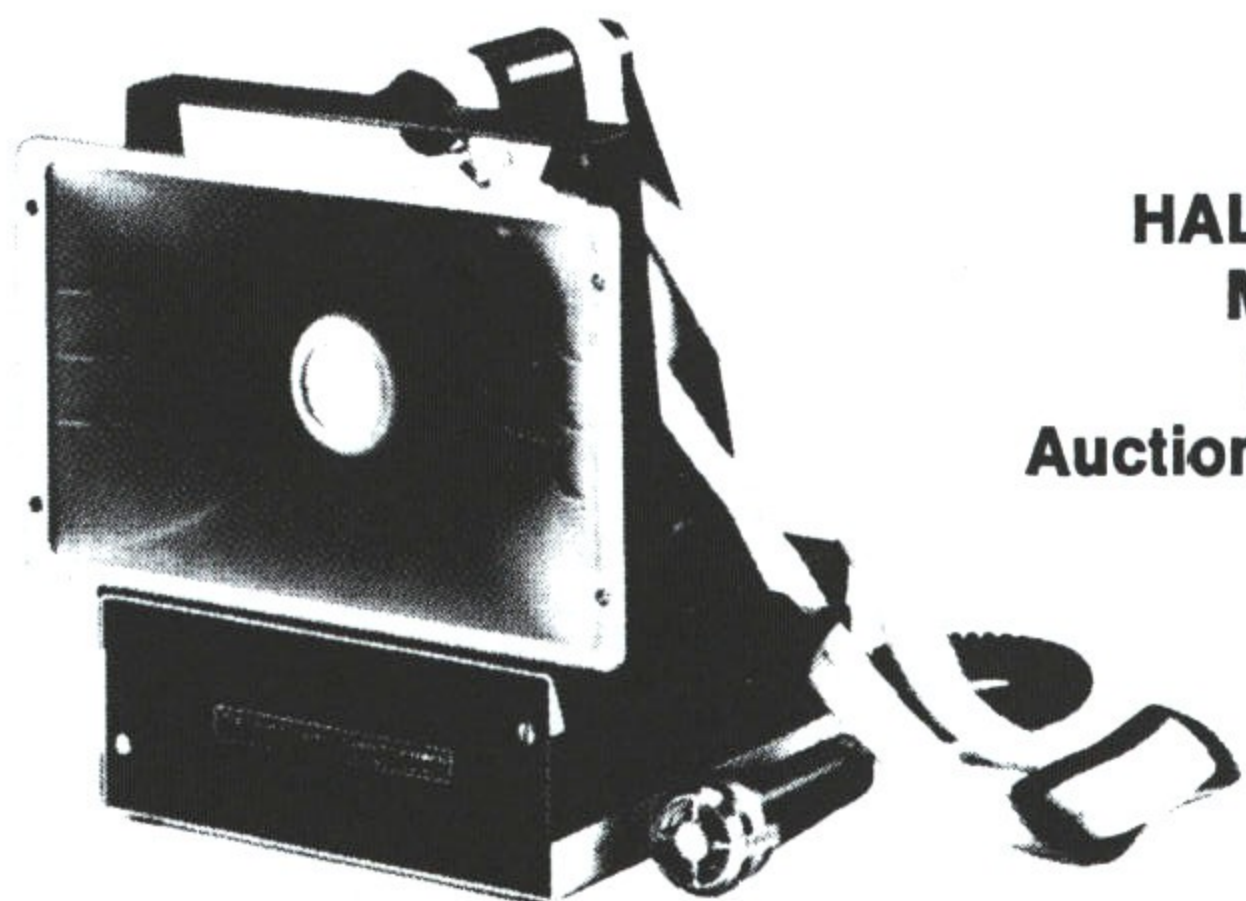
GA. AUCTIONEER LICENSE NO. 129



MENDENHALL SCHOOL OF AUCTIONEERING, November class of 62 students from 16 states. Instructors and staff seated from left: secretary Betty Jo Mendenhall, instructor George Jones, president Forrest Mendenhall, secretary Doris Andrews, instructor Morris Fannon, secretary Earlene Riley, and instructor Jerry King. Thirteen other instructors were not present when the picture was taken.

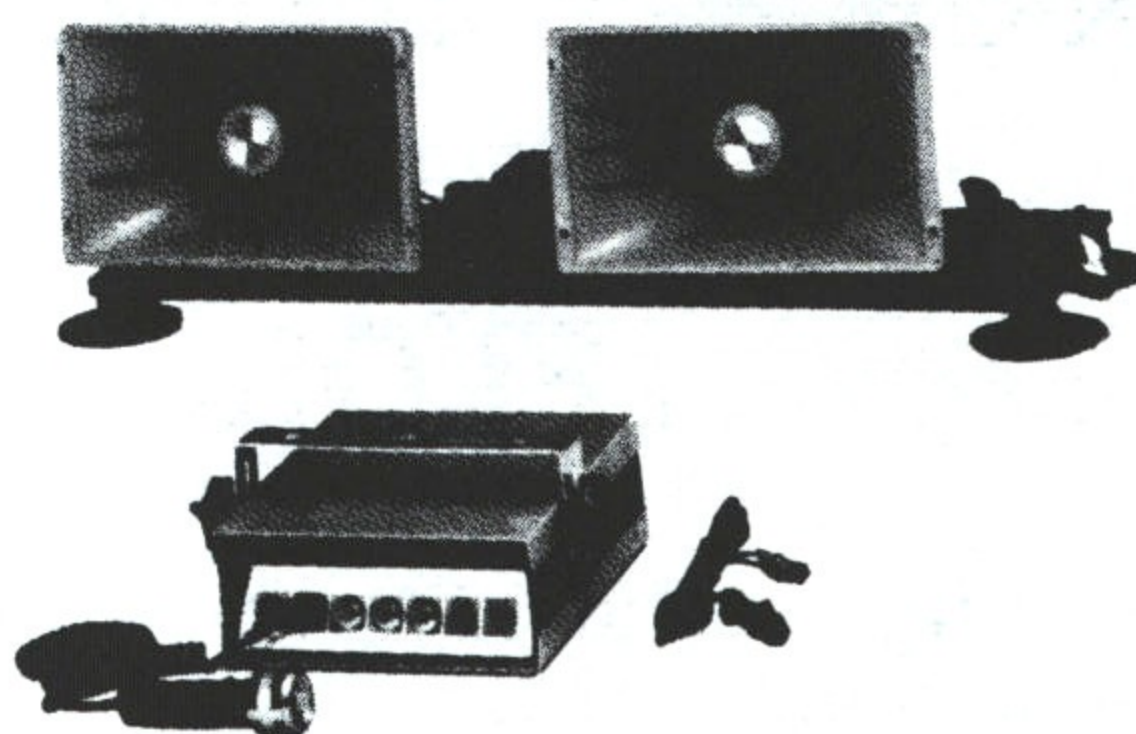
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Auctioneers Cost: \$208.25

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List: \$425.00
Auctioneers Cost: \$361.25



HALF-MILE HAILER MODEL S-610 — Projects further, louder, clearer than horn hailers . . . doesn't block vision . . . perfect for crowd control, athletics and other outdoor use. **AMPLIFIER:** Model S-702: 35 watt; all transistor. **CONTROLS:** On-Off, Volume. **Inputs:** For ceramic or dynamic microphone; auxiliary input for phono, tuner, tape recorder, etc. **3 Outputs:** For additional speakers; tape recorder. **Power Source:** Ten "D" size flashlight batteries; alkaline type provides up to 200 hours operation. **MICROPHONE:** Cardioid probe-type, noise-cancelling, hand-held microphone, supplied with 8' coil cord, on-off switch. **SPEAKER:** Weatherproof horn, can handle full amplifier output; detachable. **CONSTRUCTION:** Removable metal bracket attaches to amplifier with screw knobs; gripper handle and shoulder strap included. **Dimensions:** 11½" high, 11" wide, 9" deep. **WEIGHT:** 14 lbs. (with batteries). **Order Model S-610**

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Different lineup of machinery, better prices

By Norman Aldinger
NAA Director

In previous AUCTIONEER articles, I have discussed the procedures of how we operate farm machinery and equipment auctions. My purpose in this article is to cover something that maybe some of you have used, but is new in my area.

Up until the past year, at all the sales we have conducted and attended in this area, equipment was lined up the same. All the tractors were together, as were the plows, diggers, combines, etc.

About a year ago, while working with a very good friend and NAA member, **Lester Lien**, we decided to do something different. We felt that our sales were bogging down, because we were selling tractors for several hours, then combines for several hours. It became difficult to hold the attention of the crowd, and buyers had a tendency to fade. Local buyers



NAA director Norman Aldinger was elected to the NAA Board in 1979. He is the auctioneer and sale manager for Aldinger Auction Service, Cleveland, North Dakota, specializing in farm machinery and farm real estate auctions.

would become disinterested. Therefore, we felt we were losing potential customers.

We then tried another method that has helped revive some of that interest and hold the crowd near the auctioneers where buyers are needed.

We began by using a different approach to our lineup. We still begin with the smaller items working to the larger, but in doing so we mix up our inventory — such as tractor, plow, digger, combine, etc. In doing this, we found that our crowd paid more attention, stayed with the auctioneers; and we felt that the prices were substantially better.

Not only were we more satisfied with the results, but in polling our clients after the sales, they also thought the approach was good, and felt the results were better. What's more important than to satisfy the people who make payday possible? You can also enjoy the good feeling that you've ventured out, tried something new or different, and the results were appreciated.

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Please mail resume, photo and cassette tape of yourself auctioneering at auto auction.

Mail to:

William B. Kemp, President
West Palm Beach Auto Auction, Inc.
3703A — South Dixie Highway
West Palm Beach, Florida 33405

(All replies held confidential)

Editorial correction

The January AUCTIONEER article by NAA treasurer Dean Fleming contains a word error on the part of THE AUCTIONEER editorial staff.

In the fifth paragraph of Mr. Fleming's article, "*Dotting the 'i's', crossing the 't's'*", the word "resale" should be "sale". The sentence should therefore read: "Good ringmen lighten the burden and can add a lot to the **orderly sale** of each draft of livestock". Please make the word change in your personal copy of the January AUCTIONEER.

The modern auction facility

By Hugh B. Miller, CAI
NAA Director

Curran Miller Auction & Realty, Inc., operates, as part of its business functions, an auction facility that we call The Auction Mart. My article for this AUCTIONEER issue will be a brief description of that auction facility, in hopes that it may be of some benefit to auctioneers who have considered construction of an auction headquarters.

Our property is located on State Highway 57, at the intersection of Green River Road, approximately five miles north of the city of Evansville, Indiana, and Dress Regional Airport. Green River Road is a major thoroughfare in the business community. I feel that a modern auction business should be located in a high traffic area, easily found by out of town customers. Our location is also convenient to Dress Regional Airport, serviced by several major airlines.

Our property consists of slightly over six acres that fronts both access roads. This makes easy access for truck traffic. Our land is level and is high percentage usable. We have a large, rocked parking area with drives entering both thoroughfares. Another factor that I feel is important in selecting a site is to consider zoning and available utilities. When we first built our auction facility, we did not have availability to a public waterline. This caused a

NAA director Hugh Miller was elected to the NAA Board in 1980. He is an auctioneer, Realtor®, and appraiser for the firm of Curran Miller Auction & Realty, Inc., Evansville, Indiana. Mr. Miller is a past president of the Indiana Auctioneers Association, and a member of the Charter Class of CAI in 1978.



great deal of expense and inconvenience, when our well would either have an insufficient water supply, or the quality of water was inadequate. We now have natural gas, city water, and the convenience of three phase electricity.

We selected a clear span, steel structure as our primary auction building, because it would be easy to alter and enlarge. To date, we have made two major expansions to our original building. We started out with 6,000 square feet, being 60 ft. wide and 100 ft. long. We then added a 50 ft. x 60 ft. addition to that building; and we have just recently completed

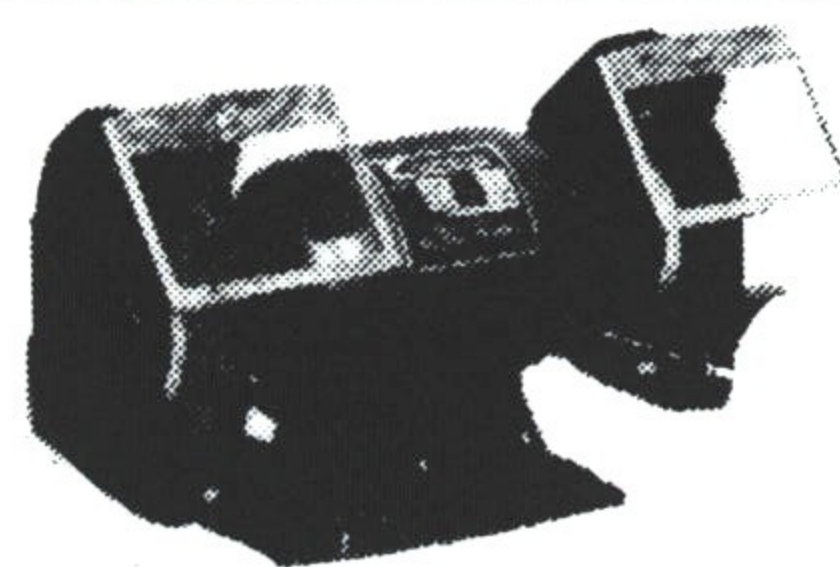
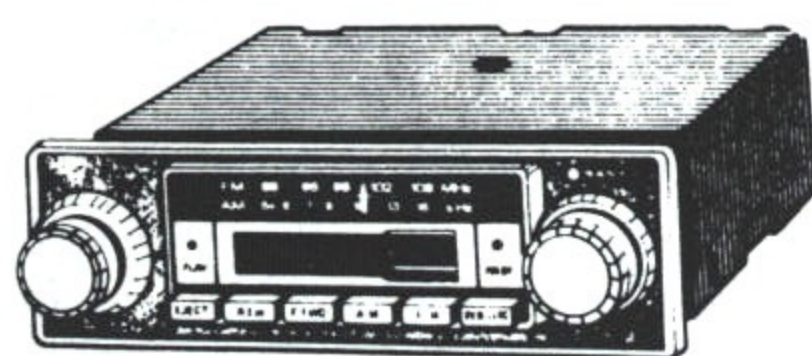
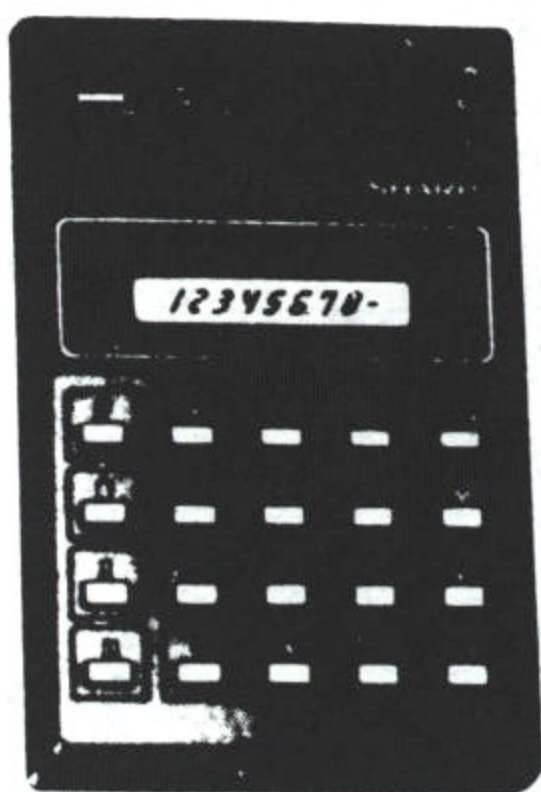
Continued page 27

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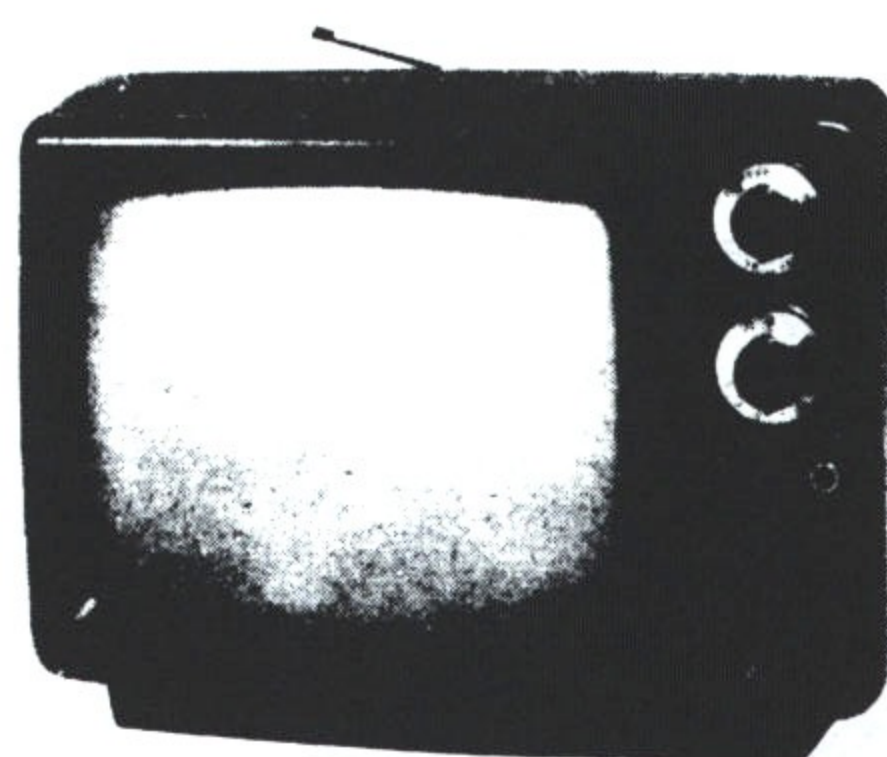
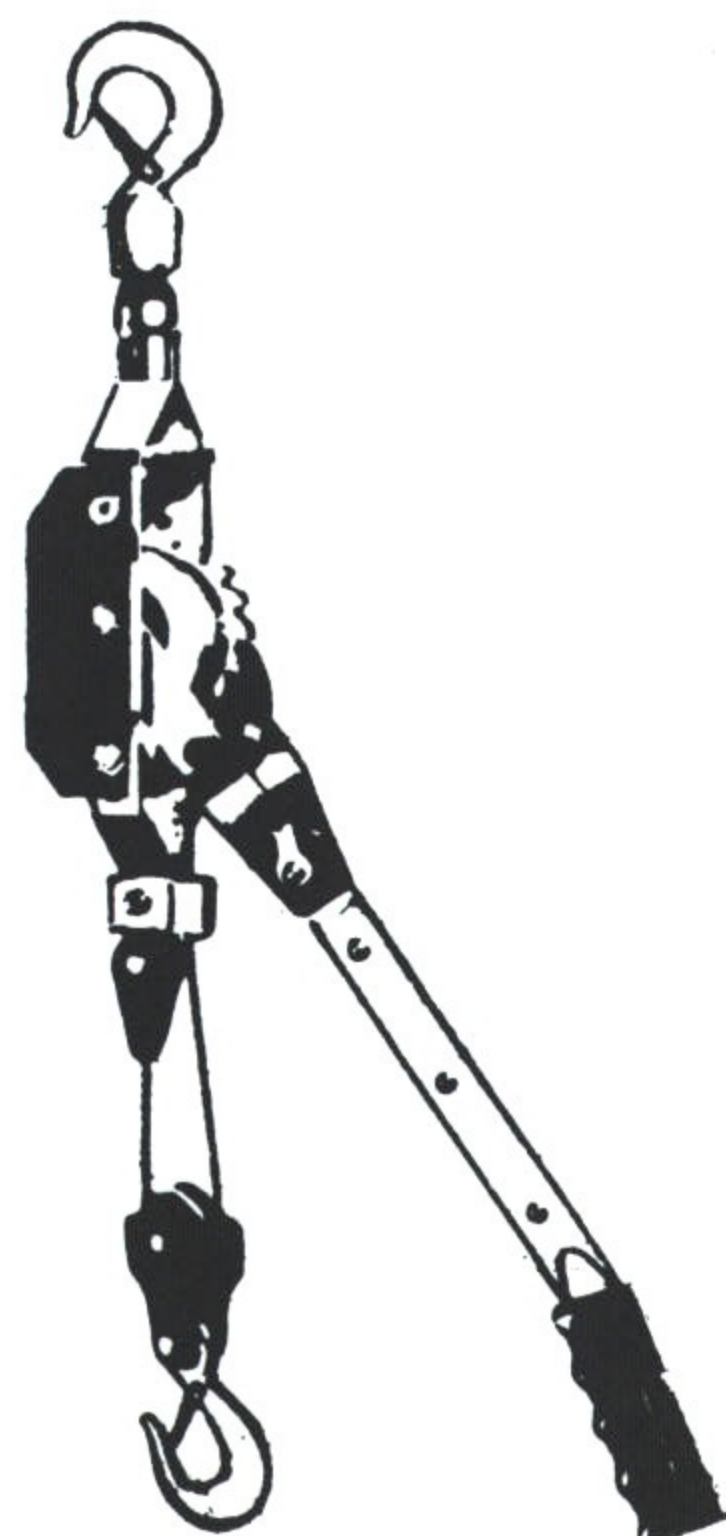
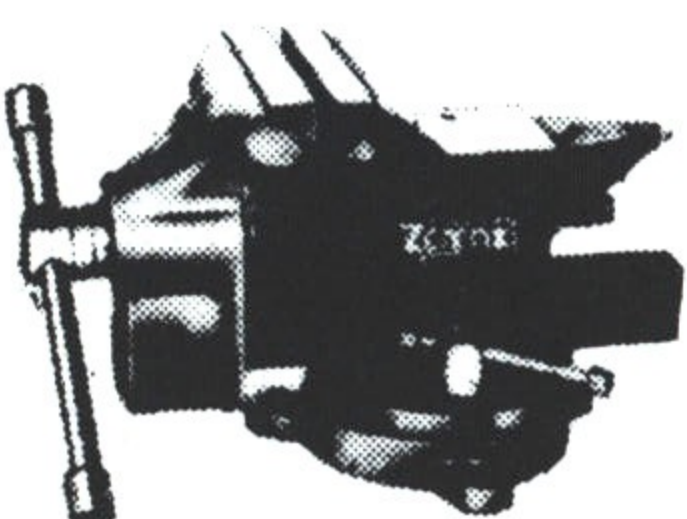
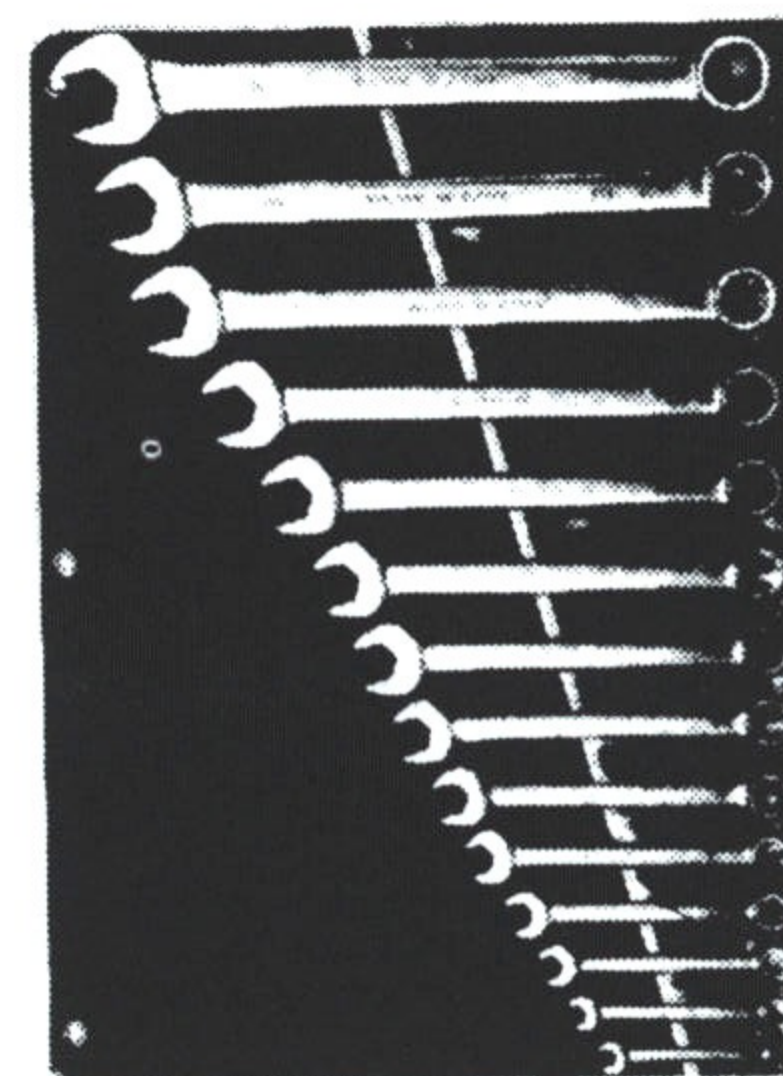
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the addition of brick offices on the front of our steel building. Approximately 6,000 square feet of our building is panelled and has central heat and air conditioning. We also have a kitchen for preparation and serving of concessions at our auctions. In our most recent addition and expansion, we upgraded our restroom facilities, and now have two, high capacity, ceramic restrooms.

Also, another mistake we made in our original building was not providing enough loading/unloading dock area. We have since built a 50 ft. concrete dock. We now have the space for several trucks to load and unload at one time during the auction.

It is not a fancy or elaborate building, but we do attempt to keep the property as clean and orderly as possible in this type of operation. We have landscaped the building, and keep it maintained, giving the appearance of a neat business operation. The addition of our new office facilities and landscaping has further enhanced the image that we hope our building and office headquarters portrays to the public. Our new offices provide us with a professional environment in which to meet with our clients and explain the service we have to offer our community.

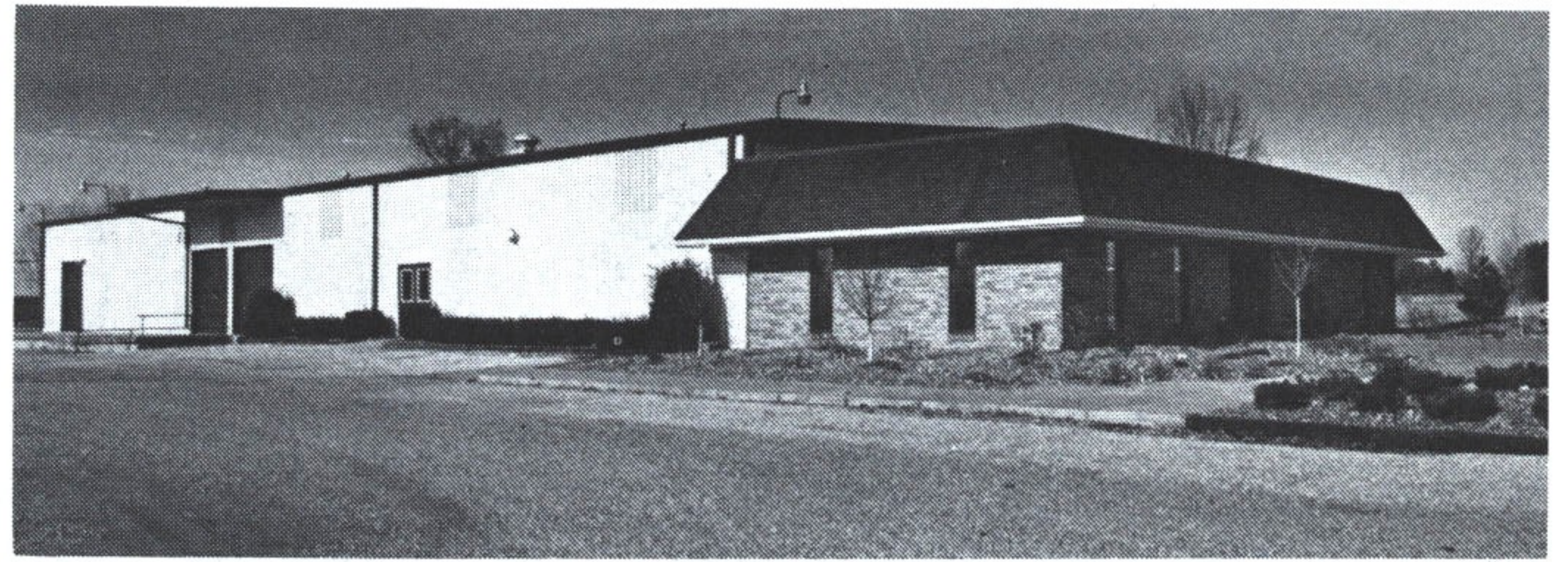
We conduct many types of auctions at our Auction Mart. My brother-in-law, NAA member **Don Sohn**, handles antique auctions, and we try to conduct at least one outstanding antique auction per month. We also conduct a general consignment sale, normally one day a week, to handle estates and liquidations. We also hold farm machinery auctions as well as construction equipment auctions. We have a machinery dock that makes the loading and unloading of equipment from standard farm trucks and semi-trailers convenient and safe. Last summer we conducted an auction of over 70 cars and trucks from a local surface mining operation. We also hold real estate auctions in our building when it is not convenient to hold them on site.

Some of the benefits of owning and operating an auction facility similar to ours is that it enables you to have full time employees on your staff. This provides you with capable, qualified personnel to set up auctions in house and on location. An office headquarters provide you with a base of operation and gives you an identity in the business community.

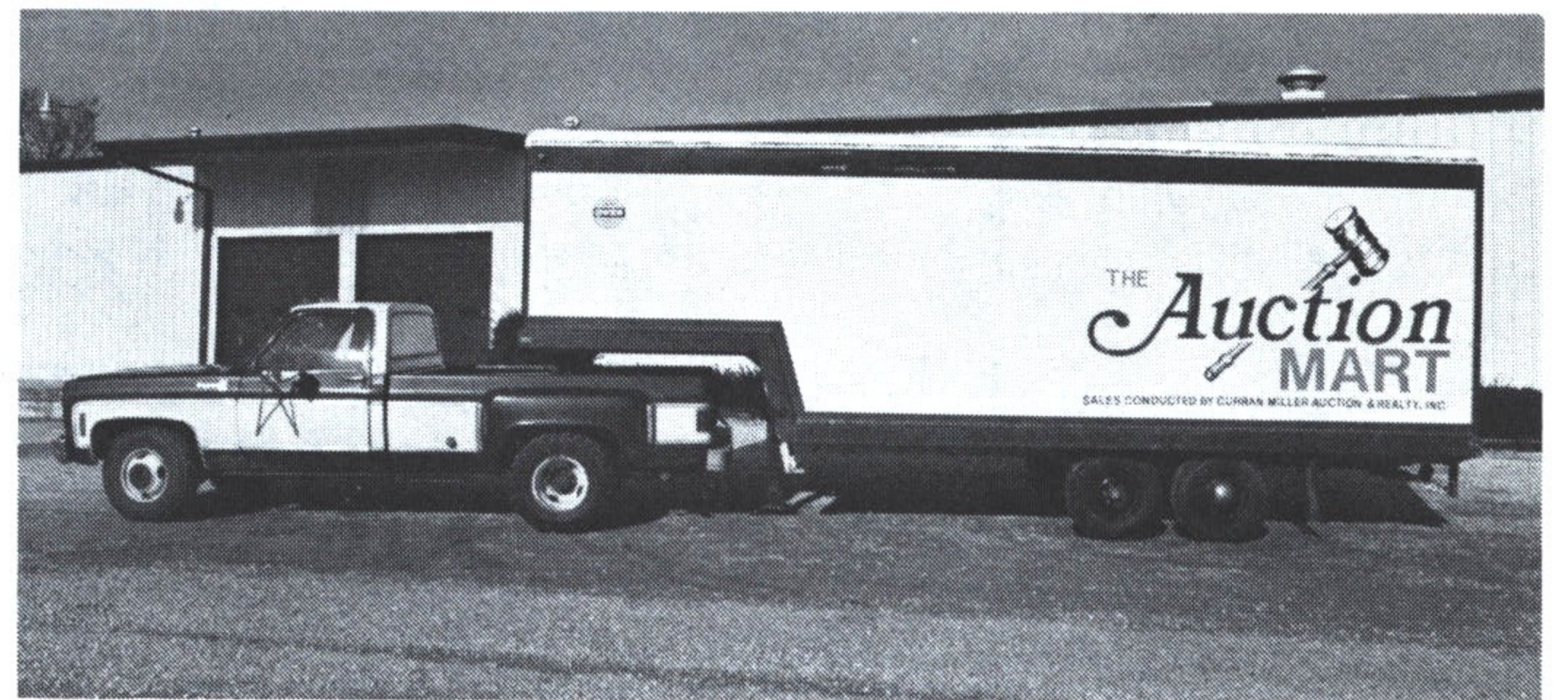
When we originally constructed our auction facility, we had no idea of the many and varied uses to which the property could be used. We thought of it solely as a place to conduct a weekly consignment auction. The original building did not include any office space.

Advice to anyone anticipating the construction of a modern auction facility would include several considerations.

1. Be sure that you have sufficient land for your present operation, plus the ability to expand.
2. Construct a building that could be easily altered and enlarged.
3. Pay very close attention to the location of your property, making it convenient for buyers to attend your auctions.



THE AUCTION MART, Evansville, Indiana, where NAA director Hugh Miller conducts auctions. Front office includes conference room, mail room, lobby and five personal offices. Entrances along the side of the building include double, public entrance doors, truck unloading door, and dock with loading doors. Facility includes outdoor lighting all around building, and a small auction sign storage building not pictured.



PICKUP SERVICE for consigned items is available from The Auction Mart with the above, large capacity vehicle.

4. Be sure that you have sufficient loading and unloading facilities for both furniture and machinery.
5. Provide adequate space for storage and preparation of auction merchandise.
6. Be sure that your restroom facilities are adequate to handle large crowds of people.
7. Plan for a professional appearing, well equipped office to serve your clients.
8. Seek professional help in planning your building and outside amenities.

It is my opinion that a modern auction facility would be a very worthwhile contribution to the business community of many cities across the country. Hopefully, this article will at least challenge the minds of auctioneers in areas that do not have auction complexes. I feel that with careful planning and good management a modern auction property can be a profitable addition to many auction operations.

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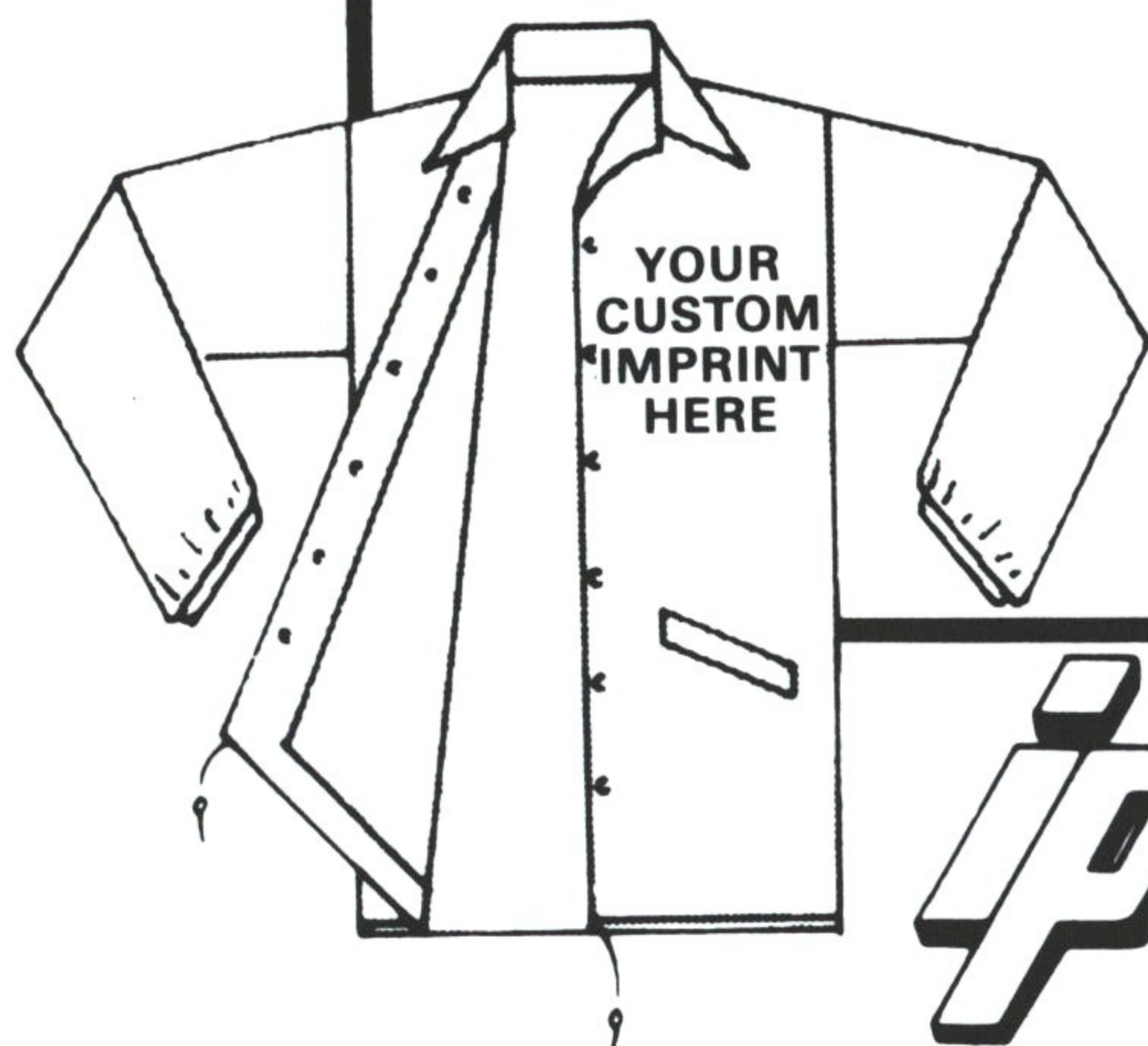
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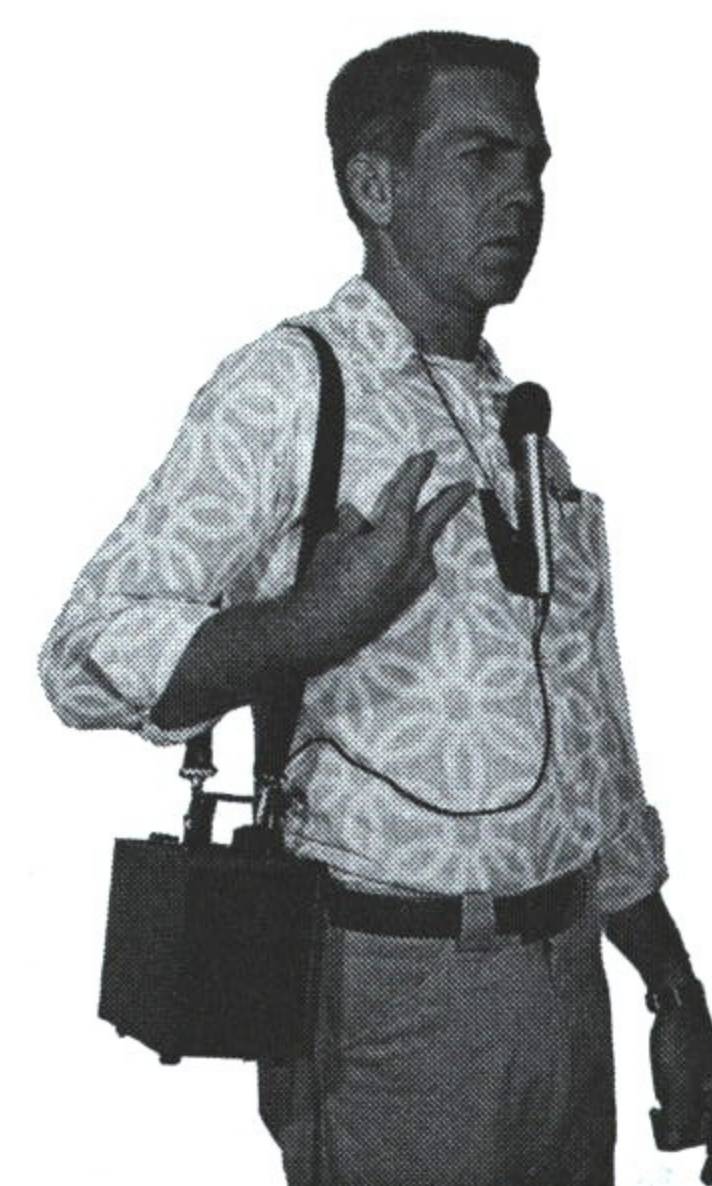
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Auctioneers "secret weapon" — the charity auction

By Joe E. Small, CAI
NAA Director

I am delighted to write an article about charity auctions, because it is a subject close to my heart, and one in which we have been fortunate enough to find a certain degree of success.

When I returned home from auction school, I was highly enthusiastic about the auction business, but perplexed about how to go about it in a large metropolitan area. I decided at that time to expand in a direction which I saw very little auction activity; an area I felt would give me a great deal of exposure, experience, good contacts, as well as do something meaningful for the community. Therefore, I backed into, if you will, the charity auction sale.

Today, some 7½ years later, we raise over a quarter of a million dollars a year, and are the best known charity auctioneers in the area. There is no question in my mind that charity auctions have been, and continue to be, a large factor in building a successful business.

We continue even now to refine our techniques in the hope of getting better at conducting successful charity auctions. In today's hectic business climate, the auctioneer, as all other small business people, has a number of seemingly insurmountable problems. First, we never seem to have enough money to do the kind of advertising we really believe will make our business grow. Second, without adequate funds to spend on advertising, we find it very difficult to bring new people to our auction sales, to both buy and sell. If a short cut could be devised to overcome these obstacles, our businesses would obviously grow at a much faster pace.

We have today a highly effective, *secret weapon* in the charity auction sale, if it is used properly and promoted intelligently. **I offer these specific advantages in the charity auction for today's auctioneer.**

Gain the attention and respect of the entire community.

Get great numbers of people thinking "auction".

Get new bidders into your auction sales.

Get new buyers into your auction sales.

Get new people to consign goods to you for auction.

Gain thousands of dollars worth of free advertising for you and your firm.

Feel good about yourself, and enjoy the satisfaction of doing something meaningful for your community.

Raise substantial amounts of money for worthwhile causes.

Be the centerpiece of a very successful social event.



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.

I highly endorse the practice of not charging for a charity auction. I believe, if carried out as a part of a long term program, this factor alone will tend to make you highly unique in your community. I believe you will be handsomely paid as you reap the many benefits listed above, you'll find your business growing over the years, as a direct result of the secure public relations you obtain through charity auction sales.

Careful attention to detail

The real key to successful charity auctions is meticulous advance planning. Careful attention to detail in every aspect of the sale will insure a successful event. The double edge sword in the charity auction is that when it is done well it reflects very favorably upon you, your firm, the auction way, and all auctioneers. The opposite, of course, is true. If not well organized, and comes off poorly, the auction reflects unfavorably upon you and magnifies your shortcomings. Our goal then is to see that each auction sale is carefully planned and carried out, in a polished professional manner that will reflect favorably upon you and your company.

A major problem for auctioneers in America is that auctions reach only a small segment of our total population. A great many people who don't attend auctions simply aren't aware of the auction method,

Continued page 30

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or they are just a little frightened and ill at ease
about the entire auction process. If we could tap this
large segment of people, and 1) give them confi-
dence in the auction way, and 2) make them aware
of the procedure, the fun and excitement of an auc-
tion sale, we would all see our businesses grow.

Beginner auctioneers have a very special rea-
son to consider the charity sale. It gives them a form
in which they can develop and grow. By and large,
the crowds may be forgiving and uninitiated. They
are being exposed to auction sales, something they
don't know very much about. They find themselves
having a good time, and glad that they came. Money
is being raised, and everybody goes away happy.
The auctioneer, even though young and new, has
scored a real public relations coup in many, many
ways.

Step by step planning

Here is our game plan for the charity auction
sale and I would like to share it with you in the hope
that it may be of some benefit to your business.

First, we contact charitable institutions and or-
ganizations in the community. These could be
groups such as the Lions Club, Kiwanis Club, Opto-
mist Club, ladies service groups, churches, schools,
hospitals, orphanages, etc. Seek out organizations
that are reputable, well received, and well thought of
in the community. You may be sure that all of them
need money. We make it a point to contact a person
in leadership within that organization — the presi-
dent of the club, the Bishop, or pastor of the church,
a member of the Board of Directors — someone in
authority.

Suggest at this time to meet with a number of
their people to discuss aiding their fund raising efforts,
by conducting an auction for them without charge.
You will find that they will be very, very receptive and
anxious to meet with you. Be prepared to discuss a

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complete outline of the charity auction sale — how it is done, what its goals are, and how it will be carried out. Listen for a potential goal in terms of dollars, since this will help you structure the kind of auction sale you want to do. Ask what sort of manpower and help will be forthcoming from the organization. (Obviously if their people cannot be sold on the benefits, they won't provide the manpower to make it a success.)

One thing we generally do is attend a regular meeting in which the auction is discussed by their officers with the general membership. We answer questions and tell some things about the auction sale that haven't been covered. We even sell two or three items right there to the group — the president's pen, secretary's tie, or the chair where the vice president sits. These things are quickly sold to the members with the idea that it is the first money being raised for their new project. It helps them get enthusiastic about the upcoming auction sale.

The next step is usually to meet with their committees to instruct and advise them concerning their jobs in the upcoming auction. Realizing that they are basically amateurs and not auction oriented, they will need a good deal of advice and guidance if the sale is to come off flawlessly.

(While you'll be dealing with volunteers at many levels, make certain that you do not have volunteers in the auctioneer, clerk, ringman and cashier categories. These people should have worked with you before, or drilled with you before, so that they are

part of a professional team, each of whom knows their business very well. You cannot afford a mistake in these areas. Therefore, never allow an amateur to clerk, cashier, ring or auction at any of your sales. There is plenty of opportunity for the beginner: to assist the ringman or auctioneer catching bids; as merchandisers to hold up and display merchandise as it is being sold; to act as runners, carrying tickets to the cashier; to backup the cashier in taking in money, writing receipts; and many other ways in the preparation, lotting, tagging for the auction sale.)

Project an image of success

All of your meetings should be conducted very enthusiastically and optimistically. You must project an image of success and have answers for all of their questions. They will be looking to you for guidance and direction; and it must be sure, solid, confident guidance if the program is to be successful. This means that you must be well prepared in your own mind with notes and ideas to carry out the entire auction.

We coach their people on how to obtain merchandise. Basically we tell them to go out into the community in groups of three, calling on merchants and individuals for merchandise donated to the auction sale. We suggest also that they start at the top — with the president and board of directors, or other influential members of the company. At that time,

Continued page 33



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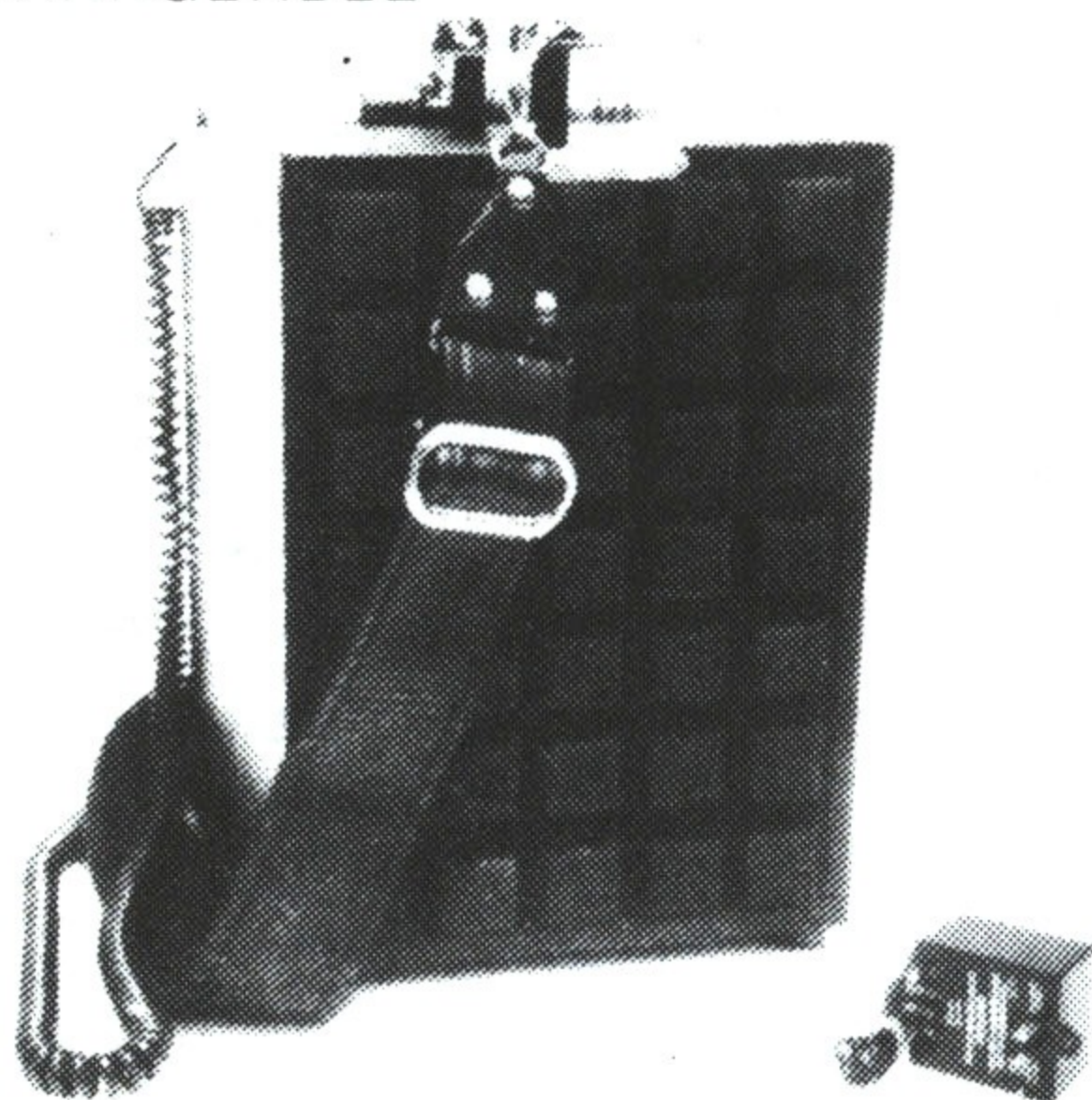
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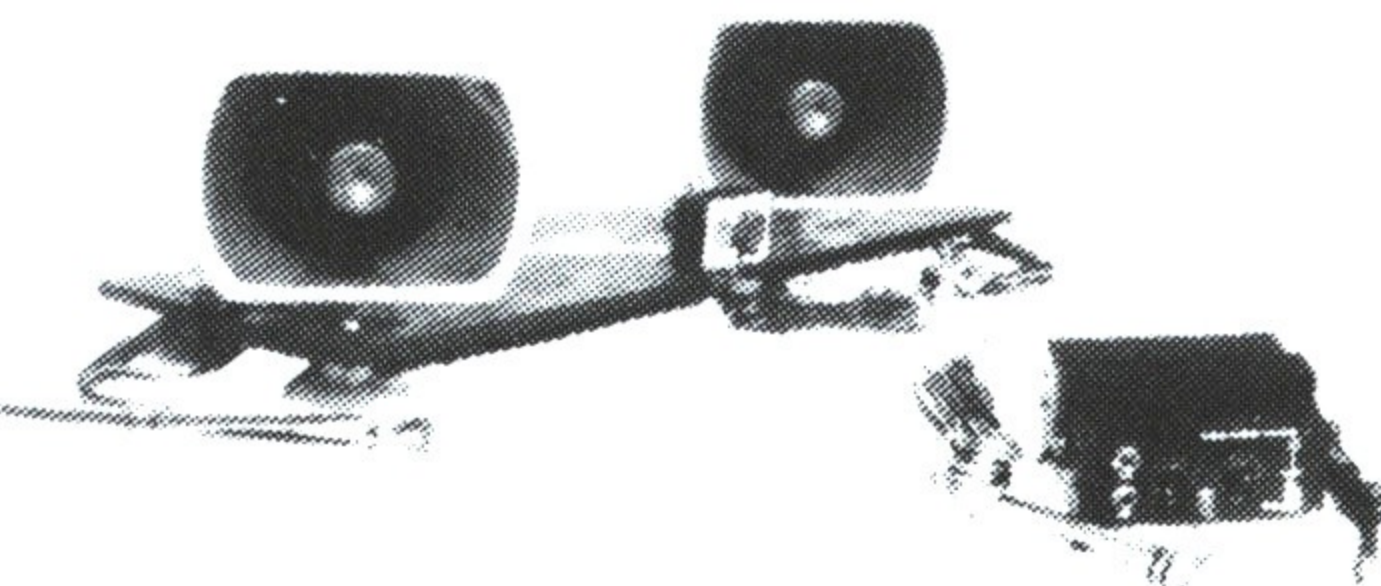
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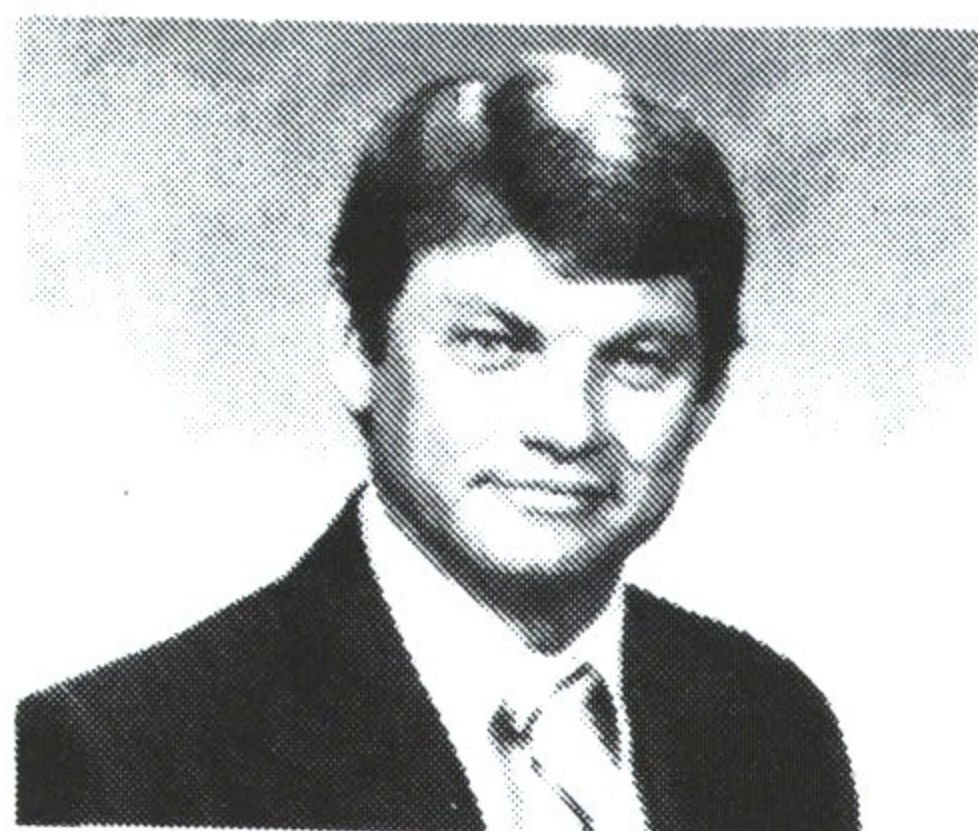
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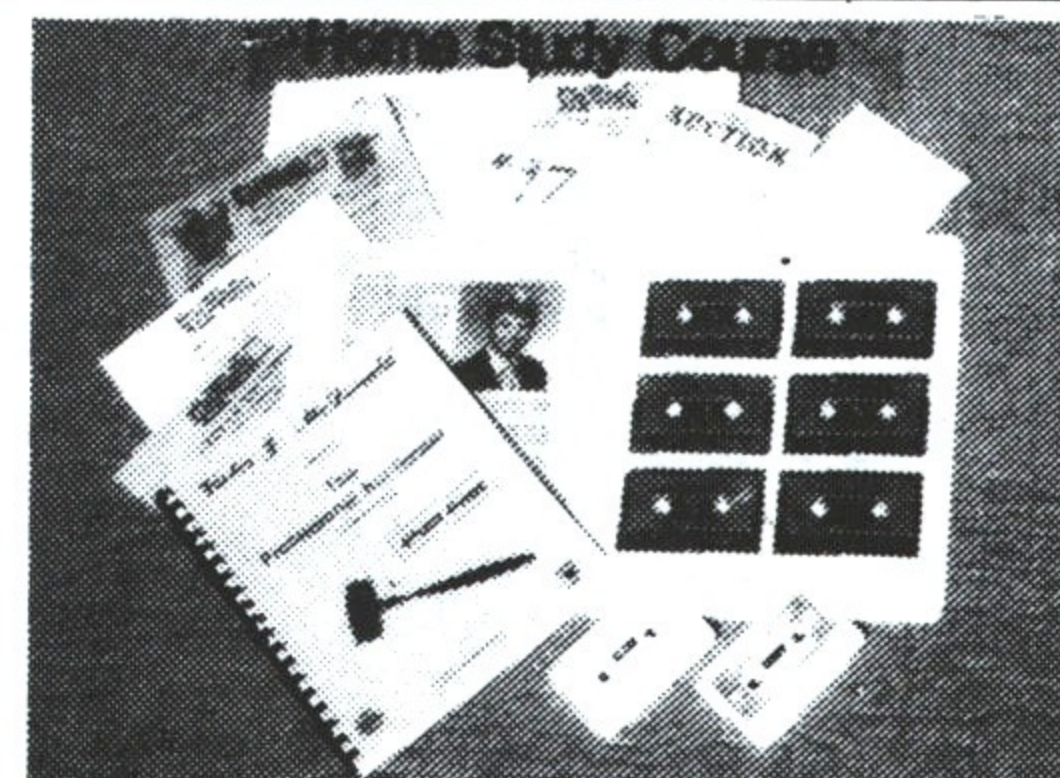
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solicit **three to five major items for the auction.** These should be the larger, more expensive items that will, in turn, inspire others to give. Often times we find that if the organization is tax exempt, members can provide a receipt which the donor can use to claim an exemption on income tax. Bear in the mind that the giver of the goods is the one who obtains an exemption, not the one who buys the item at the auction sale.

Next, we coach their committees on how to lot and tag the items, how to prepare a simple catalogue listing the items for sale, in the order they will be sold. Use somewhat of a bell curve in terms of values, so that your top item is sold approximately two-thirds of the way through the auction. Other items should be sold in dollar relationship to each other, so you don't sell a \$10 item and a \$500 item, then a \$20 item. Rather, sell a 5, then a 10, and a 20, 30, 50, and a 100, etc.

The catalogue should further indicate a brief description of the item, the name of the donor, and usually in the far right hand column, an estimated retail value. We make it a point to provide bidder cards which have our name, company logo, address, and telephone number, plus the clerk tickets for each of the sales. **We will often bring a number of sale bills, and ask the members of the organization to place one at each table, or at each dinner plate prior to a dinner.** Normally these events are more successful if they involve a sitdown dinner. Tickets are sold for the dinner which defray the cost of the room for the night. Any announcements are made early, the dinner dishes are cleared away, and the auction begins immediately thereafter. You will find that if you conduct the sale fairly early in the evening, when attention levels are high, and after bidders have enjoyed a fine dinner and fellowship, they are in a very amiable mood conducive to an effective auction. We have a brief coaching session with the

volunteers who are going to help us spot bids if it is a very large crowd. We coach the personnel who will be carrying the merchandise so they will know to handle it well as an item of value, show it the most advantageously, etc.

We make it a point to dress appropriately for the occasion, if it is a fancy social occasion, we have our people in tuxedos, and see that there are flowers in the room which are also sold as the evening progresses. That, together with a fine dinner and some appropriate liquid refreshments, makes for a lovely evening. It puts everybody in a wonderful mood to have a successful auction sale.

Auction begins on time

The auction itself should begin promptly upon the introduction of the auctioneer. Step briskly to the microphone and refrain from trivial announcements, other than to express gratitude and pleasure at being there that evening for this special event. Introduce your clerk, cashier, ringmen and other assistants, then proceed into the auction sale.

It has been said many times that "adults are just children who have grown obsolete". It really means adults like to have fun, and will certainly stay longer, and buy better, if they are having a good time. You will need to inject a certain amount of humor as you sell, and be certain to sell at a rate of 45 to 50 items an hour. This seems to be the maximum rate at which an untrained crowd can follow the auction and stay with the auctioneer. A charity auction is certainly not the place to spellbind everyone with your "machinegun" chant. You will lose the bidders, bewilder them totally, and they will leave with a poor impression of the auction process. Keep it light, have fun, but move the sale along. Generally anything longer than an hour is too long at a charity auction, because the crowd may be unsophisticated in the ways of auctions, and will become bored quite easily, once the novelty of the auction sale wears off. Keep it brief and to the point. End it with a bang, thank them resoundingly for having you there, and invite them to come see you at your next auctions, and leave the podium.

Here are some special tips you may find helpful.

The "silent auction" was devised for use when you either have too many items to sell at your live auction, or you have too many "nickel and dime" items that will detract from your sale of better items. The silent auction is really a special display of items that are numbered to correspond with numbered sheets. Bidders walk along the tables placing written bids on the sheets indicating their maximum bid. Each written bid has to be higher than the bid before it. At a predetermined time, the silent auction ends and the last bidder on the sheet wins that item. The sheets are normally posted on tally boards, and the crowd can move along these boards, looking to see if they had the highest bid. This saves a great deal of time, and raises considerable amount of money without dragging the sale out unnecessarily on inexpensive items.

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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.

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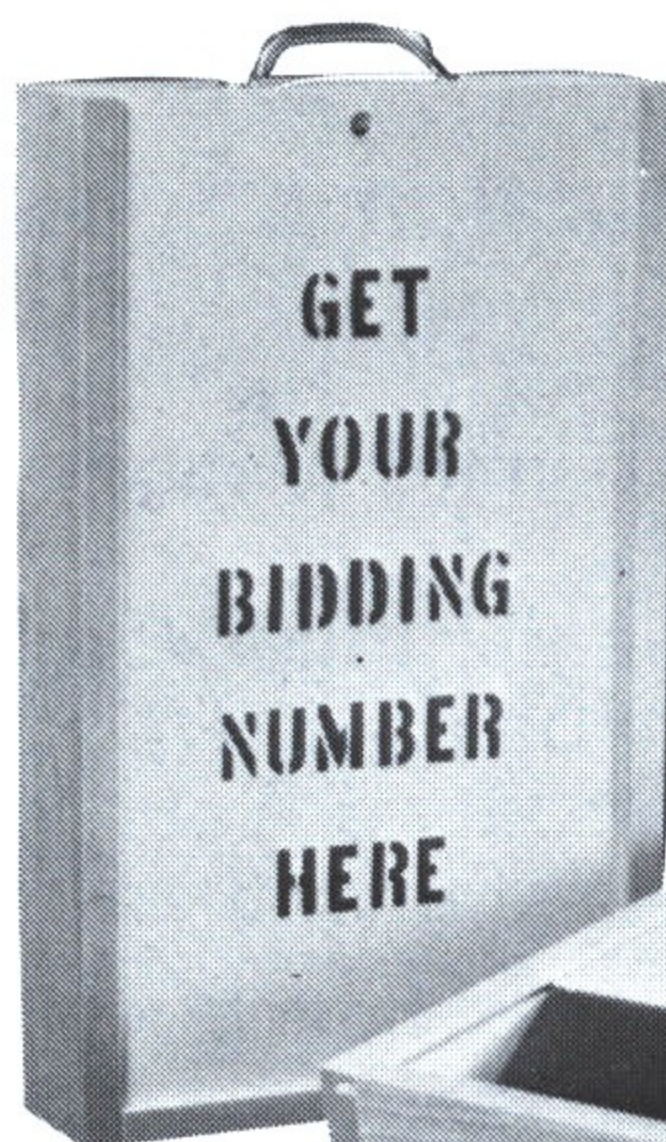
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7	22	37	52	67	82
8	23	38	53	68	83
9	24	39	54	69	84
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Send the organization a nice letter thanking them for allowing you to participate in the auction sale, and detail the amount of money that it raised. This will be kept in their files, and will be helpful in coming years as the leadership of the group changes. You will want a record of your name, address and telephone number, and an indication of the fact that you have participated in an auction sale for them. Generally this will trigger an enthusiastic letter in response, thanking you for your time and talents; and expressing appreciation to you and your staff for raising money.

Keep these letters in a special presentation folder, to show other groups as you discuss potential sales with them. Normally you will be offered copies of pictures made at the event. These, too, go into your special presentation folder, to discuss upcoming auction sales with other groups.

The charity auction is really very easy to sell. You will find that most groups without exception need money, and that they have tried, and have been disappointed by, bake sales, car washes, raffles, bingo nights, school carnivals, garage sales, etc. As effective fund raising projects, the failures lack that certain something. They prove to be either: a) too much work, b) ineffective, c) no fun, or d) all of the above. If one could combine a truly effective money raising enterprise with a climate of fun, fellowship, and a feeling of genuine accomplishment, one would create an event — the charity auction, an auctioneer's secret weapon.

You will find that a large number of people can be "switched on" to the great fun and excitement of an old fashioned auction sale. Many of these people will have auction fever all the rest of their days, and will be highly effective in boosting not only the auctioneer, but the auction method throughout the community. **You will most likely be asked back on an annual basis to continue these successful charity auctions as they become an annual event.**

I hope that you will make plans now, whether you're an established auctioneer who has been in the business a long time, or a newcomer just out of auction school, to go out and set up some charity auction sales. Carry them off in a smooth polished professional manner, and prepare to receive a ground swell of admiration and respect from those in your community. Good luck with your charity auction sales, and let me hear from you.

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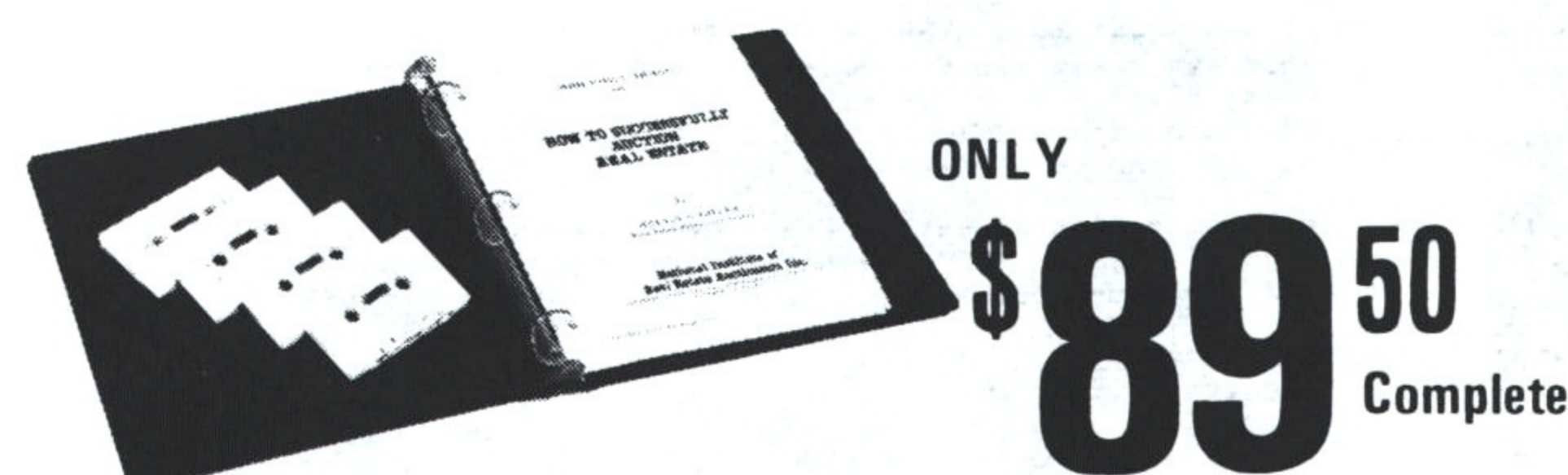
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Dear Nathan,

It is with great pleasure that I write this letter to you.

Prior to our meeting at the 1981 NAA Convention in Las Vegas, I had my doubts about forwarding my auction brochures from Atlanta Georgia to Eugene Oregon for publication. Somehow it didn't seem feasible.

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Auxiliary to the National Auctioneers Association

Dear Auxiliary Friends,

Several months have passed since our Las Vegas Convention, but it is still fresh in my mind. I have been a bit behind in my correspondence due to an illness shortly after returning home. However, I still want to express my gratitude for all the excellent work that went into the making of another fine convention. Betty Short, my convention chairperson, did a tremendous job putting together the Auxiliary Luncheon. Of course, without the wonderful assistance of the NAA headquarters staff, I would have been lost much of the time. I most definitely appreciate their help and their cooperation during my term as president.

The NAA Auxiliary has many good projects underway. We pledged \$1500 this year to the new headquarters office in Overland Park, Kansas. If any of you would like to contribute to this fund, it would be most appreciated. Please contact our secretary, Mrs. Pat Dunning.

Also, we have a constitution and by-laws committee working on revision to update and protect our Auxiliary in the future.

Our educational program, still our newest addition to the convention Auxiliary program, has been very successful in the past two years. Many of our members have expressed their interest in the continuation of the program. As you can see, we are an active, working association. **Our goal is to always assist the auctioneers in any way possible, to enhance the auctioneering profession.**

If you are not a member of our Auxiliary, we would love to see you join with us. Your skills, enthusiasm and involvement are definitely needed. Best wishes to our auctioneering friends for a wonderful 1982, and make your plans now to attend the NAA Convention in Atlanta. Also, include a visit to the 1982 World's Fair in Knoxville, Tennessee.

**Glenda McCarter Johnson, director
Auxiliary to the NAA
Sevierville, Tennessee**

Candle auctions were once popular in England and the English colonies. Persons were permitted to bid at an auction until a small piece of candle burned out. In some cases a pin was thrust through the candle a short distance from the top and bidding went on until the candle burned down to the pin, causing it to drop into the candlestick. The last bidder was declared to be the buyer.

February, 1982

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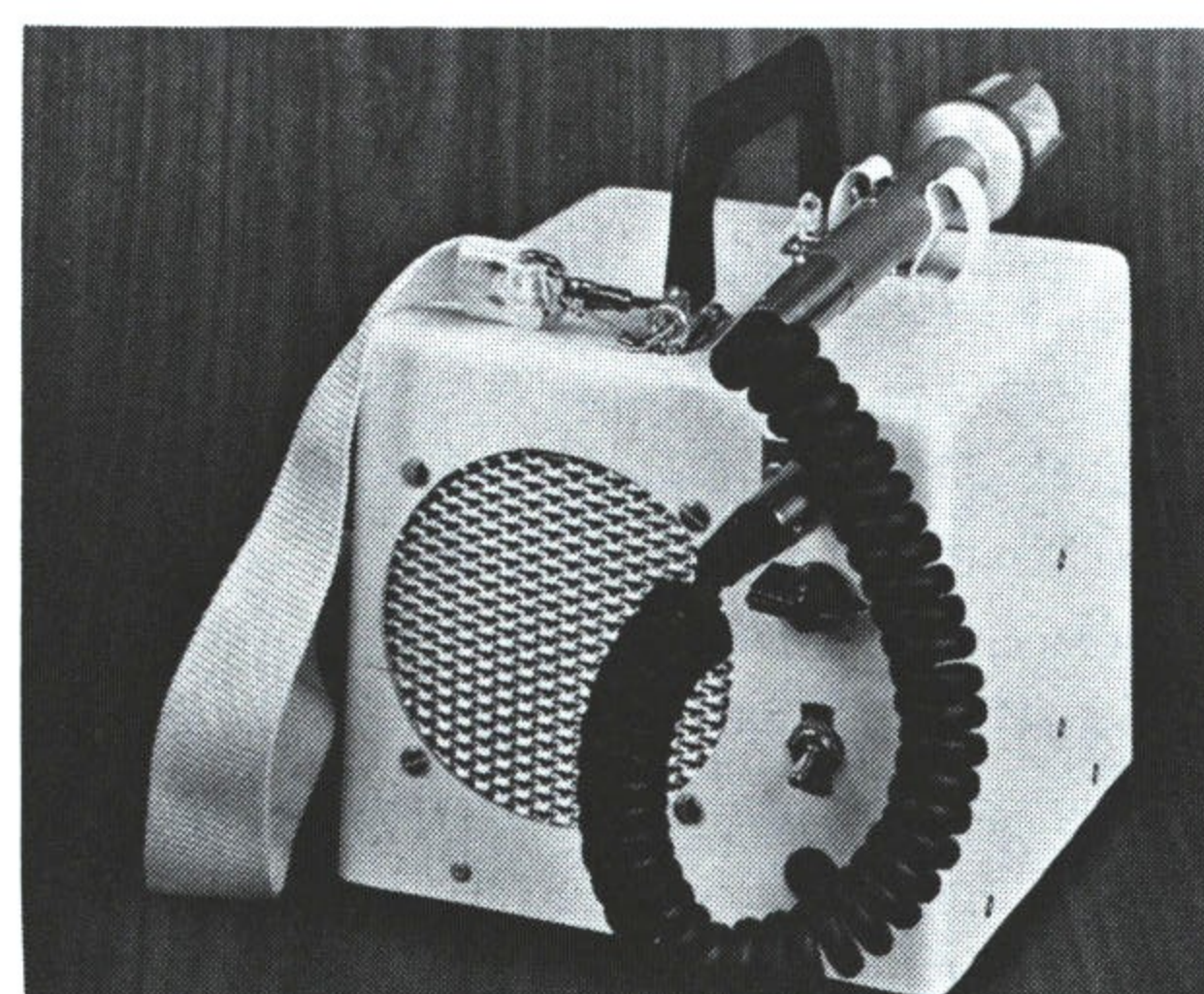
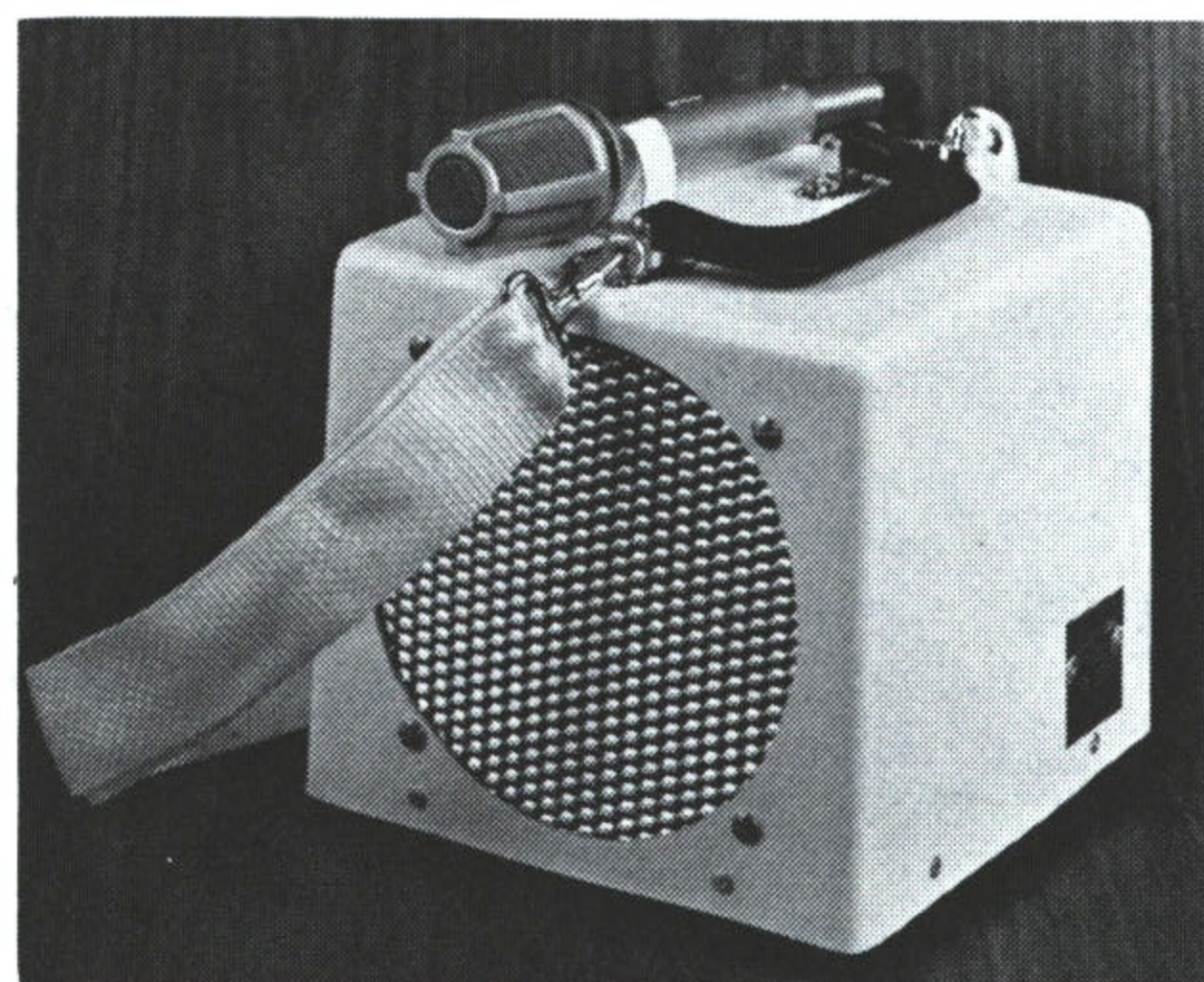


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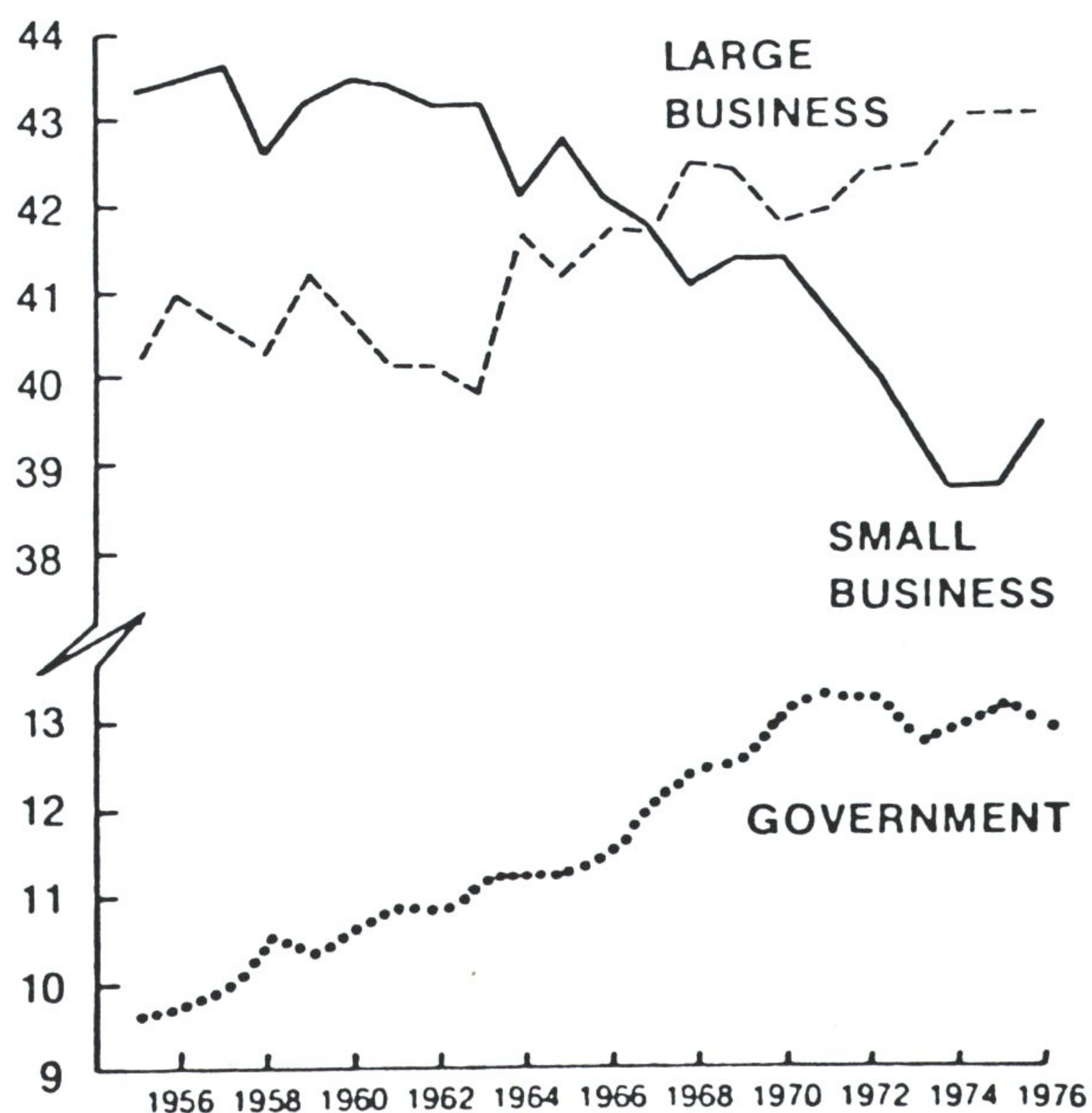
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REPERT SCHOOL OF AUCTIONEERING, class of December, 1981. Instructors and staff seated, from left: attorneys Daniel C. Burry, and DuWayne H. Herman, instructor Henry D. Darnell, president Phil Neuen-schwander, dean Q. R. Chaffee, and instructors Ed Sprunger, Hobart Farthing, and Gene Slagle. Instructors not present for picture: Ron Chaffee, John Almburg, Paul Martin, H. B. Sager, and Kirby Bollinger.

Who's producing the most?



Percentage of gross product originated is shown in the chart at left. Small businesses' share of economic activity has decreased since the mid-1960's. The share of big business has remained relatively constant, but government's share has increased. Source: U.S. House of Representatives.

NAA Conventions

- 1982 — Atlanta, Georgia
- 1983 — Houston, Texas
- 1984 — Minneapolis, Minnesota
- 1985 — Philadelphia, Pennsylvania
- 1986 — San Francisco, California

NAA Seminars

- 1982 — February 15, 16, 17 — Personal Property at Auction, San Antonio Marriott, San Antonio, Texas
- 1983 — January, Kansas City, Missouri
February, New Orleans, Louisiana
- 1984 — January, San Diego, California
February, Memphis, Tennessee

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Livestock at Auction

NAA member Franck Diercks LMA'S 1982 president

Las Vegas, Nevada — An NAA member auctioneer who has owned and operated the Gordon, Nebraska, Livestock Auction Company, Inc., for 24 years was recently installed as the 1982 president of Livestock Marketing Association.

Franck D. Diercks, 59, was installed here during LMA's annual meetings, January 14-16. LMA's four other elected officers and 21 directors also were installed during the meetings at the Riviera Hotel.

Diercks, a native of Hay Springs, Nebraska, served four years in the Army Air Force during World War Two. In addition to his market, he also has interests in an auctioneering and real estate business.

In 1981, Diercks was LMA's first vice president. As president, he succeeds Lemmy Wilson, Newport, Tennessee.

The other elected officers for 1982 are John E. Hawkins, Monticello, Florida, first vice president; Ralph Swords, Hopkinsville, Kentucky, second vice president; Earl Britton, Butte, Montana, treasurer, James E. "Ed" Frost, Springfield, Missouri, secretary.

LMA's Directors represent ten subscriber service regions in the U.S., Canada and Mexico. The 1982 Directors are: Region 1, Urban J. "Shorty" Arnzen, Cottonwood, Idaho; Region 2, Met Johnson, Cedar City, Utah; Region 3, Joel Bennett, South St. Paul, Minnesota, and Jerry Bales, Huron, South Dakota.

Directors from Region 4 are Paul Den Herder, Sioux Center, Iowa, Joe Hathoot, Texarkana, Texas, W. H. "Billy" Hodges, Alexandria, Louisiana, George E. Light, III, Lytle, Texas, G. W. "Short" McAtee, Parsons, Kansas, and Robert D. Walker, Brush, Colorado.

Region 5 Directors are Elmer D. "Bim" Franklin, Howell, Michigan, Gerald L. "Gary" Hiller, Columbus, Ohio, Eugene Barber, Jr., Lexington, Kentucky, and Charles E. Lugbill, Archbold, Ohio. Region 6 Directors are Lee Brown Taylor, Anderson, South Carolina, Duard Sullivan, Dixon, Tennessee, and Lemmy Wilson.

The Director from Region 7 is Wayne F. Craig, Shippensburg, Pennsylvania; from Region 8, Charles E. Leask, Regina, Saskatchewan, Canada; from Region 9, Lex Rutherford, Toronto, Ontario, Canada, and from Region 10, Eduardo Christensen, Monterrey, Mexico.

Ten of the Directors participated in a "Marketing Outlook '82" conference on Saturday, January 16,

NAA MEMBER, Franck D. Diercks, now LMA president.



discussing market conditions and other factors in their general trade areas.

Another meeting highlight was a ceremony honoring the five LMA presidents since its consolidation with the National Livestock Dealers Association in June, 1976.

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Real Estate at Auction

Salesman Hunter sees auction as real estate tool

(Reprinted with permission from MIDLANDS BUSINESS JOURNAL, Omaha, Nebraska. Emphasis added by THE AUCTIONEER.)

NAA member **Mark L. Hunter**, Council Bluffs, Iowa, auctioneer and licensed Realtor®, sees beyond tradition. The president of Hunter Auction Co., a division of Hunter Realty, has combined the real estate and auction businesses in a way that doubled the auction firm's volume in 1981, compared to 1980. He is prepared for a 30% increase in 1982, compared to 1981.

"Most Realtors® take the attitude that auctions are a threat to their business," said Hunter. "We look at it as another tool to getting their property sold. Whether you sell by private treaty through ads in the newspaper or at public auction, the goal is to get the property sold," he said.

Hunter has developed a marketing approach for his company's auctions, whether they be the real estate auctions that make up about one-third of his firm's business or whether they be liquidation, heavy equipment or household auctions. **In auctioning real estate, he has developed a virtually unheard of co-operation between his auction firm and real estate companies.**

"A different approach we've taken through the MLS (Multiple Listing Service) is similar to the private treaty way," said Hunter. "They cooperate and split the commission."

Auctioneers have traditionally stifled rapport with Realtors® because they "have taken the commission and won't share it," said Hunter. "People have looked at auctioneers in a negative way."

In Hunter Auction's broker participation program, "If another licensed real estate person has a prospect for a piece of property we're going to sell at public auction, they can contact us, show the property, and register their buyer with us. And if that person buys the property, they (the real estate associate) can collect commission," Hunter said. "This has caused them to speak positively of us."

Said Hunter: "People who work for Hunter Real Estate can earn a commission by finding a buyer or someone wanting to sell real estate at public auction. They get paid regular commission."

At Hunter Real Estate, a member of the staff handles inquiries regarding property to be auctioned

by Hunter Auction and shows the property to prospective buyers. "We don't know of anyone else who is using this approach," said Hunter. "There are auctioneers who are selling real estate, but few real estate firms using auctioneers as far as we know."

"Auctioneers have hurt their reputations for selling real estate at auction," said Hunter. "A lot of them don't have real estate background," he said, and their preparation for the auction was pretty much limited to preparing and distributing handbills announcing the sale.

"It takes more than one person to do a good job of marketing a piece of real estate," said Hunter. "That's why (real estate) companies have staff. If it took only one person, you could sell by running an ad in the paper. Almost always, we have a sales person other than Mike (Hunter's nephew) or brother **Jim Hunter, CAI**, collect (a commission)."

When the auction company was formed in 1975, Hunter's goal was to hold one auction a month. In 1981 the firm conducted 75 auctions. "We contract out to other firms and do auctions all over the United States," said Hunter.

"No businessman is going to turn his entire operation over to an auctioneer and say, 'I'll take my chances,'" Hunter said. "We're in a position to appraise the property. We've even gone so far as to guarantee a price. We go out and look at merchandise (when preparing for liquidations). We can tell our customer what they can reasonably expect to receive. We have a set ad program."

Because of the volume of advertising run by Hunter Auction, it receives bulk advertising rates with newspapers, said Hunter. "We can advertise an auction for about 50 percent of what an individual can do."

Again, because of volume, Hunter Auction can have sale bills printed in two days instead of the usual two weeks. But, cautioned Hunter, "we don't want to get the advertising too early so that they (prospective buyers) forget about it, or too late so they don't have time to be prepared."

"When we list for public auction, we've got to make something happen. It definitely smokes out the buyers," said Hunter, noting that in three weeks his firm "sold a commercial building that had been listed for two years in MLS."

Mark Hunter said that Hunter Auction's real estate sales in 1981 were five times those of 1980. During the first 11 months of 1981, real estate sales by members of the Council Bluffs Multiple Listing Service were \$5 million under the sales for all of 1980, according to MLS figures cited by Hunter. "That means they are going to have to sell \$5 million worth in December just to equal last year's sales and I don't think they're going to do it," he said.

The Hunters believe they are more aggressive than many auction firms in contacting both buyers and sellers. Members of the firm make personal calls to auction prospects and they also call on buyer

Continued page 45



Col. JOE REISCH
Author & Publisher
(Photo taken Nov. 1978)

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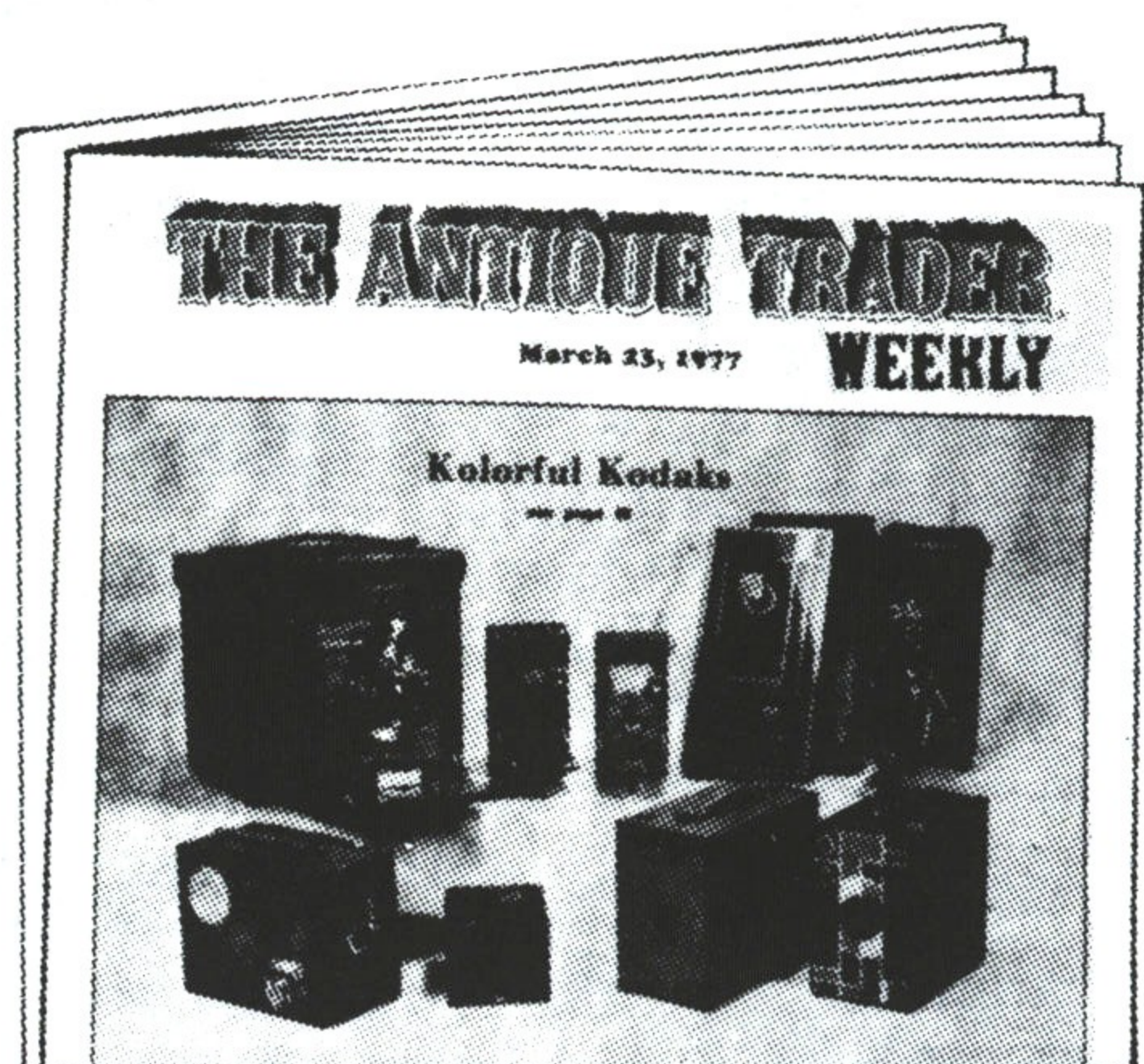
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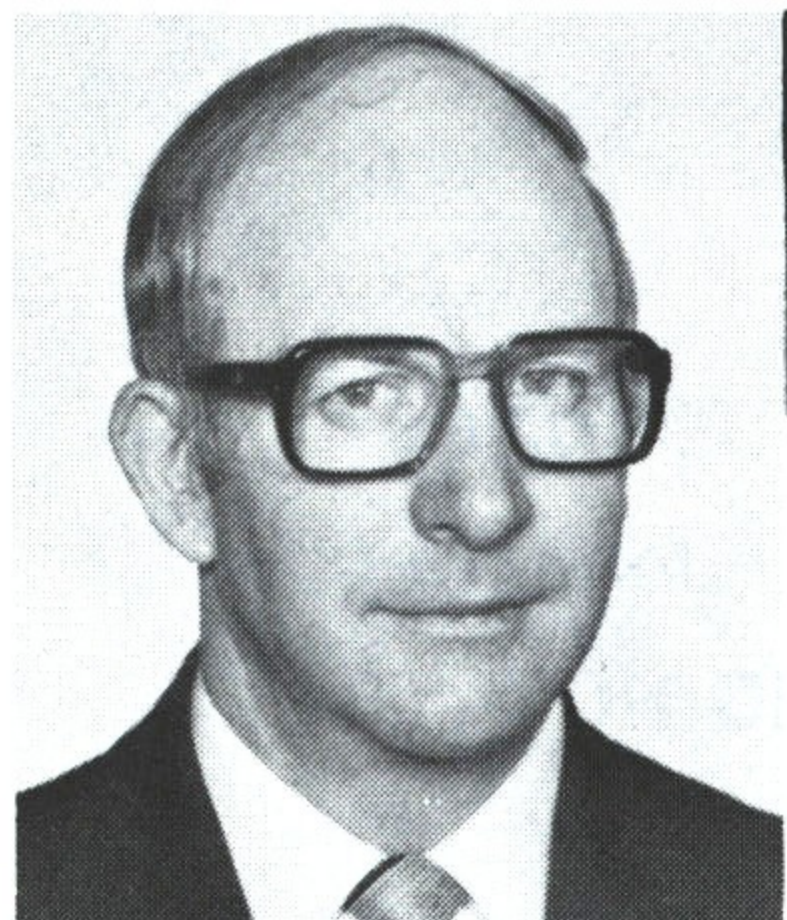
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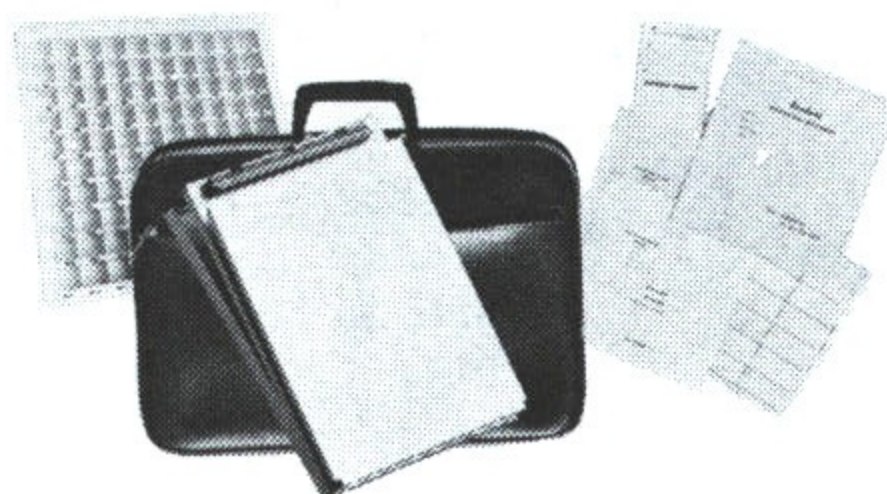
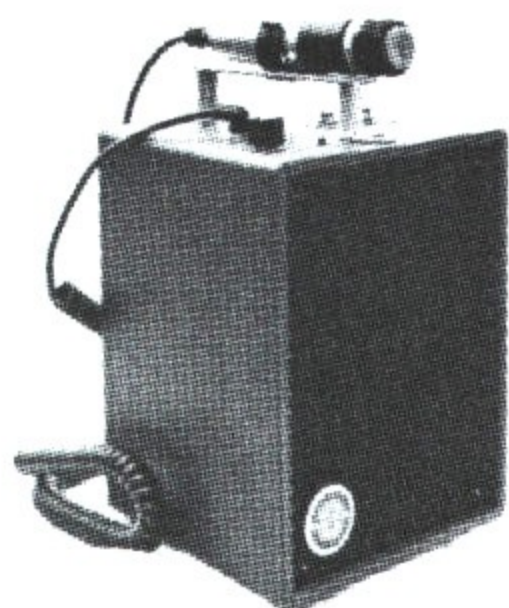
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prospects to increase the attendance at upcoming sales. Their most extensive communication is through direct mail, using special lists for the categories of real estate, household auctions, and commercial liquidation.

If the firm is asked to conduct an auction for which it does not have a suitable mailing list, one is purchased. For instance, if Hunter Auction were asked to auction a flower shop, "we would purchase a list of flower shops in a three-state area," said Hunter.

The Council Bluffs auction firm is preparing to conduct, for a savings and loan association, its second auction of foreclosure homes. Two years ago Hunter Auction conducted a real estate liquidation auction for an Omaha savings and loan association. The real estate offered consisted of "lots and pieces of property they had accumulated over the years."

Said Hunter: "We took slides. We made a catalog. We put signs on all these pieces of property. We sent catalogs to all the adjoining property owners. We showed the slides in our office and auctioned as we showed the slides," he said. "We had about 27 pieces of real estate which we sold in about two hours."

Hunter doesn't expect the auction activity in residential real estate to continue when the economy returns to more normal conditions. "When the economy comes back, traditional brokerage is how it's going to be done," he said. "But you are going to see more and more people convert to selling commercial and farm property (by auction)."

The auction method should particularly appeal to farmers, Hunter believes. "When a farmer puts his farm on the market, even if he has a broker, the people he has to negotiate with are often his neighbors, his lifelong friends," which makes it difficult to negotiate, said Hunter. "The price he sets is the most he's going to get. With an auction, he doesn't have to deal (directly) with his neighbors."

Mark, Michael and Jim Hunter often attend auctions held by other auctioneers. "It's like a seminar," said Mark. "We scour the papers to see how other auctioneers are advertising." At the auctions, the Hunters observe "how they are handling the auction, how they are handling the crowd."

By entering the auction business the Hunters are following the footsteps of the late Bob Hunter, father of Mark and Jim.

"We believe we are three of the relatively few auctioneers who wear suits and ties at auctions," said Mark. "Even Mike asked, 'why do you always wear suits at sales when nobody else does?'" said Mark. "And his dad answered, 'That's exactly the reason.'"

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Antiques at Auction

Antiques & Americana . . .

Stepdown windsor chair

By George Michael
NAA member
Merrimack, New Hampshire

There are many forms of Windsor chairs, design of which originated in the 18th century in England. The plank seat with spindle back characterizes the Windsor style, but it is the arrangement of the spindles and the top crest rail at the back which determines the proper name.

Pictured is a stepdown Windsor in rocker form, so named because of the steplike construction at the ends of the crest rail. One determines the value of Windsors, or any antique, by desirability. More seem to desire the fanbacks and birdcage forms, which places the type shown here, down on the value scale in comparison.

The number of spindles is important. A general rule is, the greater amount of hand work incorporated into the making of a piece, generally the greater the value. Pictured is a seven spindle back which is quite desirable. Those with five spindles were easier to make, and have less value. Those with nine spindles were more difficult to make, hence, a greater value.

The splay of the leg helps determine age. The wider the splay, the older it is. If the legs are visibly protruding through the seat, we generally attribute these to late 18th century; if not visible, after 1800. This is not a set rule, just a guide. The arms of this rocker are not carved in knuckle fashion, such as many Connecticut chairs. This would help raise value.

Back in the 1950's, some historians questioned that Windsors of this type were made as rockers. Some suspected that most were added to straight chairs. This is certainly possible. But we feel today that rockers were, in the majority, made as rockers.

A signature of the Ayatollah Khomeini brought \$800 at a recent New York auction — far more than signatures of Ronald Reagan, Jimmy Carter, and John Lennon — and set a record price for a signature of a living person. The record breaking signature was written on an envelope sometime after Khomeini assumed power in Iran in 1979, but before the American hostage crisis.

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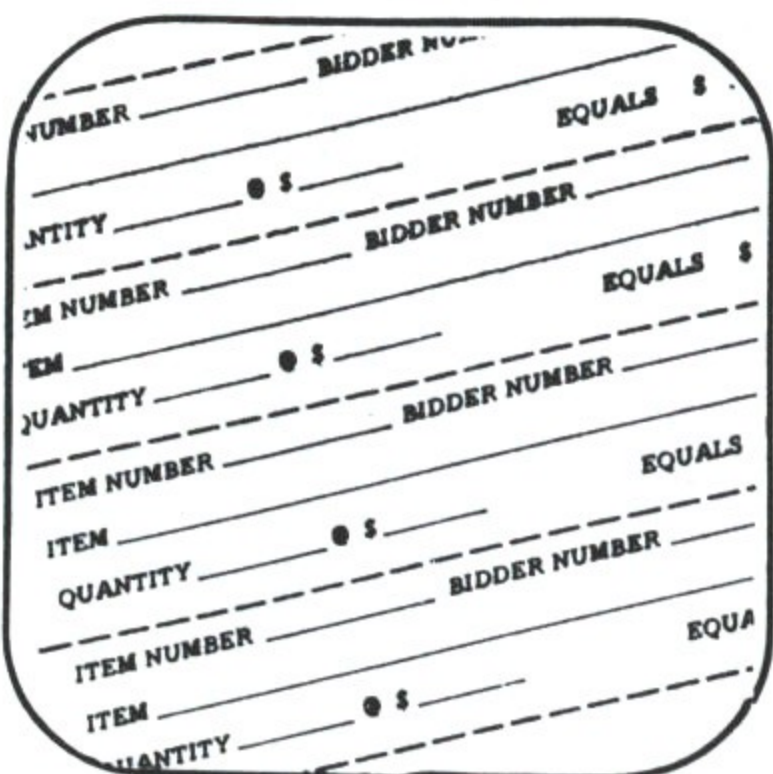
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Thirteen state associations reciprocal with NAA

At present, only the states listed below have reciprocal membership agreements with the National Auctioneers Association. Under those agreements, *only new members* must join both associations to be a member of either association. 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)
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	26.00	January
Tennessee	10.00	July
Wisconsin	15.00	July

Admittedly, 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 have been applied by the NAA office 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 auctioneer 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 that 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.

State association changes name

Rhode Island auctioneers have changed the name of their association from Professional Auctioneers Association of Rhode Island to the Rhode Island Auctioneers Association. Officer information is provided below.

Rhode Island Auctioneers Association — President: Richard A. Wordell, P.O. Box 93, Kingston 02881, phone 401-789-0390. Secretary: Louise E. Wordell, same address and phone.

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State association reports

Going, gone

Arizona contestants put skills on block in bid for top auctioneer

By Judy Hille
Staff reporter for THE ARIZONA REPUBLIC

(The following article is reprinted with permission from THE ARIZONA REPUBLIC, Phoenix. Emphasis added by THE AUCTIONEER, with NAA members in bold print.)

The scene was a big warehouse of a building, jammed front and sides with antiques. Below a raised platform, young men held aloft one or two pieces at a time, moving them slowly from side to side so the spectators sitting in pews could all see the prize of the moment.

On the platform, an auctioneer was calling his chant into a microphone, gesturing and keeping an eye out for the waves or nods from buyers that changed his spiel.

It was a typical antique auction, except for the fact that the auctioneers kept changing places. This was the fourth annual Grand Champion Auctioneer contest December 8, 1981, sponsored by the Auctioneers Association of Arizona Inc. And everybody had a chance to limber up their voices before getting down to some serious show-and-salesmanship.

Ray Warner, AAA's president was one of the men in charge of the event at Rawhide Sunday. A professional auctioneer for 35 years, he said there were about 40 auctioneers present, but only 10 or 12 were going to compete.

"Some of them get a bit of stage fright," he explained. "There's hardly an auction goes by that an auctioneer doesn't come up with butterflies. It's like an attorney going to court . . . he doesn't sleep too well the night before."

Among the 57 association members are several women and younger members, such as Mark Quick, son of Warner's associate **Fred Quick**. Another Quick son auctioneers in Illinois, Warner said. The profession tends to run in families.

"The auctioneering profession is as professional as a doctor or lawyer," he said. "You have to know merchandising, you have to know values."

"Less than 10 percent make it after going to school, because they're unable to acquire the talents, or never learn the values of the merchandise they're selling."

Like Warner, **Don Parker** is originally from Ohio,



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State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
February 6	New Jersey	Marriott Hotel, Somerset	JoAnn Fawcett
February 7	Oregon (Winter Meeting)	Portland	Paul Spence
February 11-13	Montana	Sheraton Hotel, Great Falls	Craig Mandeville
February 12-14	North Dakota	Kirkwood Motor Inn, Bismarck	Roger Skiftun
March 7	Idaho	Red Lion Motor Inn, Boise	Carol Coffey
March 13-14	Kansas	Holiday Dome, Manhattan	Rex B. Newcom
April	Arkansas		Jayne Lowery
April 17-18-19	Kentucky	Lure Lodge, Jamestown	B. G. Dunnington
April 25	Iowa (Spring meeting)	Holiday Inn, Seven Villages (on I-80 near Amana Colonies)	Margaret Bloomer
May 1-2	Missouri	Holiday Inn, Osage Beach	Doran H. Livingston
May 1-2	Nebraska		Randy Rühter
May 1-2	Oklahoma	Sheraton Century Center, Oklahoma City	Ray Patterson
May 15-16	South Carolina (Annual)	Sheraton Lake Marion, Santee	Maude Burnett
May 16	Alabama	Montgomery	Pete Horton
June 9-10	Wisconsin	Green Bay	Robert Massart
June 11-13	South Dakota	Mitchell	Marti Dunlap
June 13-14	Tennessee	Peabody Hotel, Memphis	E. B. Fulkerson
June 24-27	Texas	Brookhollow Marriott, Houston	Dudley Althaus
July 28-31	NAA 1982 Convention	Atlanta Hilton, Atlanta, Georgia	

Representatives of State Associations have offered the above dates, places and facilities, of State Association conventions and/or annual meetings. All NAA officer or director requests should be coordinated through the NAA office.

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

the state with the most auctioneers — 3,100 — according to Warner.

Parker has been an auctioneer for 15 or 20 years, he said, now specializing in antiques. His grandfather and father were both livestock auctioneers, but he didn't care for that and started auctioning automobiles.

Ed Short is a former AAA secretary-treasurer, but like Warner and Parker, he's a native Buckeye, but he's lived in Arizona since 1949. He specializes in machinery and equipment.

"In 1978 I saw a need for all the auctioneers in Arizona to get to know each other and to get together to discuss what we could do to make our profession more professional," Short said. He rounded up about 25 charter members for the auctioneers association.

He explained that five judges were scattered throughout the audience for the contest. The five categories determining ratings for the top two contestants included style and image, voice, salesmanship, professionalism and impression.

After the judges rated each contestant on a scale of 1 to 10 in the five categories, the two top vote-getters would be in a sell-off, and buyers would get to vote for the champ, Short said.

When asked for unusual memories of his career, Short recalled the times he had to sell contents of

abandoned safety deposit boxes. Among the interesting things from those he sold were "very old" false teeth and a wooden leg.

Derwood Anter once sold a barrel filled with trash "just to show anything could be sold. I told 'em it was a surprise." Somebody back in his native Virginia paid \$22 for it.

Anter, who is of Lebanese heritage, recently returned from an auction in Saudi Arabia, which he conducted in Arabic. It was the first auction in that language in that country, he said.

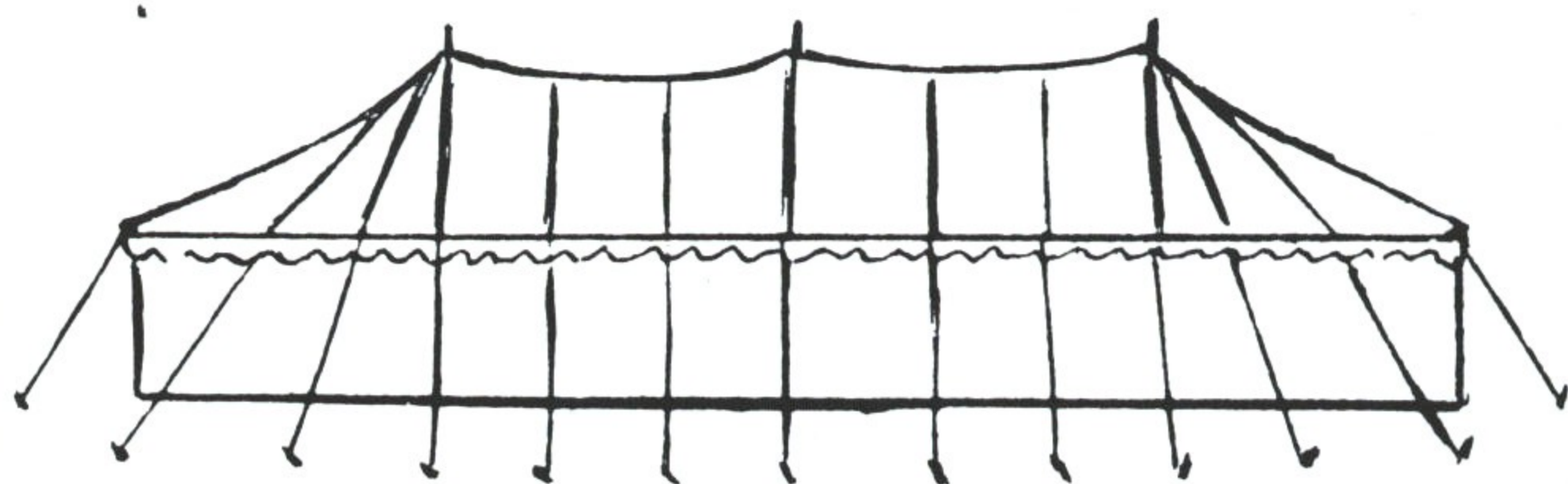
He and son Michael specialize in heavy machinery and fixtures. Among the landmark hotels they have liquidated were the San Carlos and the Westward Ho in Phoenix, Anter said.

The three past AAA champions were in attendance, helping with the contest because they are ineligible to compete. The judges' voting had been tough but consistent, the audience was told, and the two finalists were Anter and **Rick Faulkner**.

Faulkner, at 31 the youngest contestant, is with a livestock auction firm.

Faulkner once saw a foot-high stack of wood "that you could gather anyplace in the country" sell for \$6.50. It was a typical case of consumer demand, or what could be called auction fever.

Continued page 52



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"You get one person there, and if he thinks something is worth it, his neighbor will give a little more. He thinks, 'Well, if it's worth that to him, I'll give \$5 more.'"

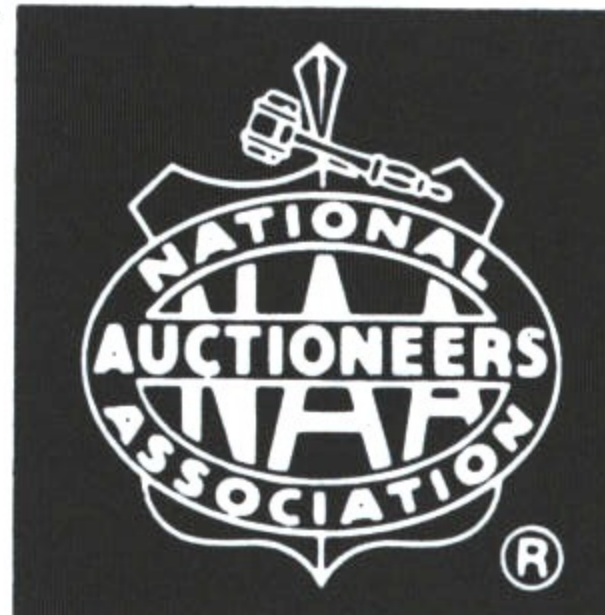
"It's the best way to sell things."

The two finalists got to pick four items to auction in the sell-off. Faulkner, with a speed-of-light delivery punctuated by asides to the audience, rapidly dispensed of a small cast iron stove for \$37.50, a brass hall tree for \$45, a little gate-legged table for \$27.50 and a foot-high printing press with type for \$80.

In his turn, Anter sold an oak icebox for \$150 ("You're letting the ball game get by you, folks," he said when the bidding wouldn't get any higher), a vanity with a three-piece mirror for \$35, a mint-condition combination glass-doored bookshelves and desk for \$175, and a "raisin board" (used to dry grapes to make raisins) with a Cream of Wheat advertisement on it for \$20.

While the buyers' votes were tallied, Quick and Warner sold a 1955 ARIZONA MAGAZINE with a John Wayne cover story, donated by Short. It was purchased for \$20 by **Johnny Whisenant**, the first Arizona champion auctioneer, described by Short as a big fan of the Duke.

After a few jokes about how the runner-up would serve as champion, Anter was awarded an engraved gavel. Faulkner grinned and shook hands all around as he displayed the first-prize trophy, a Western-style belt buckle decorated with a gavel.



In Memoriam . . .

RAY CLARK

The NAA office received written notification that NAA member Ray Clark, Dyer, Indiana, is deceased.

H. D. CLEMENTS

Mrs. Clements informed the NAA office that member auctioneer H. D. Clements, Warren, Indiana, died June 25, 1981.

HAROLD RAWHOUSER

The NAA office received written notification that NAA member Harold Rawhouser, Ft. Madison, Iowa, died December 19, 1981.

WALTER J. FRITTS

The NAA office was notified by Mrs. W. J. Fritts that her husband, NAA member Walter J. Fritts, Mount Sterling, Kentucky, died December 16, 1981.

THE AUCTIONEER

Successful auctioneering across the nation

Texas benefit auction raises \$500,000

NAA members, **Danny K. Burns** and **Kevin A. Hutson**, Sweetwater, Texas, reported an overwhelmingly successful auction conducted for the West Texas Rehabilitation Center in November, 1981.

WTRC is a non-profit organization, dedicated to the treatment and rehabilitation of the physically impaired. With centers located throughout Texas, WTRC assists the handicapped in becoming independent through speech, physical and occupational therapy. Since its creation in 1953, WTRC has seen the demands for its service skyrocket, while the costs accelerated at an even greater pace.

From the facilities of a small abandoned classroom in an Abilene school, WTRC now spans three separate campuses, and treats over 9,000 patients a year. The services provided are offered free to anyone referred for therapy. The \$4,000,000 annual operating budget is met entirely by tax deductible contributions from friends of WTRC.

The Burns-Hutson auction firm joined with businesses in the West Texas oil and gas industry to sponsor and conduct the Joint Venture For Crippled Children Petroleum Expo and Auction. By donating tools and services to be auctioned to the public, with all proceeds to be contributed to the Rehab Program, the project "mushroomed". By auction time all types of petroleum related services were given in support of the program. The auction consisted of everything from used equipment to a 1/16th working interest in a producing oil well, plus the added attraction of an automobile classic — 1981 Rolls Royce Silver Spirit.

The 1981 Joint Venture Auction was declared an unbelievable success by everyone associated with the activity. Over 1,000 people registered for the luncheon just prior to the sale, with a significant number staying to participate in the auction. After four hours of selling, Burns-Hutson was pleased to announce that the auction had raised \$475,000 in benefit of WTRC. The enthusiasm for this event acknowledged the intent and plans for the 1982 version, which is already being prepared.

Robert Redford Ranch auctioned horses . . . Months after it happened, people are still talking about one of the biggest quarter horse auction events in Utah and the surrounding states. The August, 1981, sale was conducted by NAA director **Dean Parker**, Logan, Utah.

Over 3500 people attended a Friday evening of entertainment, dinner and preview of the stock, before the auction began Saturday morning. Highlight-

Continued page 54



RIVER BASIN AUCTION SCHOOL, class of September, 1981. Instructors seated, Lynn Kongsle, Larry Richau, school president Truman (T. P.) Kongsle, and instructor Cliff Orr.

River Basin Auction School

**Learn to be an Auctioneer and
Rodeo Announcer**

- ★ Two Week Course.
- ★ Terms in December, March, June, and September.
- ★ Get into a profession that will net you thousands of dollars in a single day. Be your own boss.
- ★ We'll teach you the chant and all the basics of auctioneering. Some of the most successful auctioneers in the business will be your instructors. Courses in Farm sales, Real Estate, all types of sales and rodeo announcing.
- ★ Specializing in Livestock selling.
- ★ School is run by Truman (T.P.) Kongsle 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
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**Route #2 Bismarck, North Dakota 58501
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27th year of
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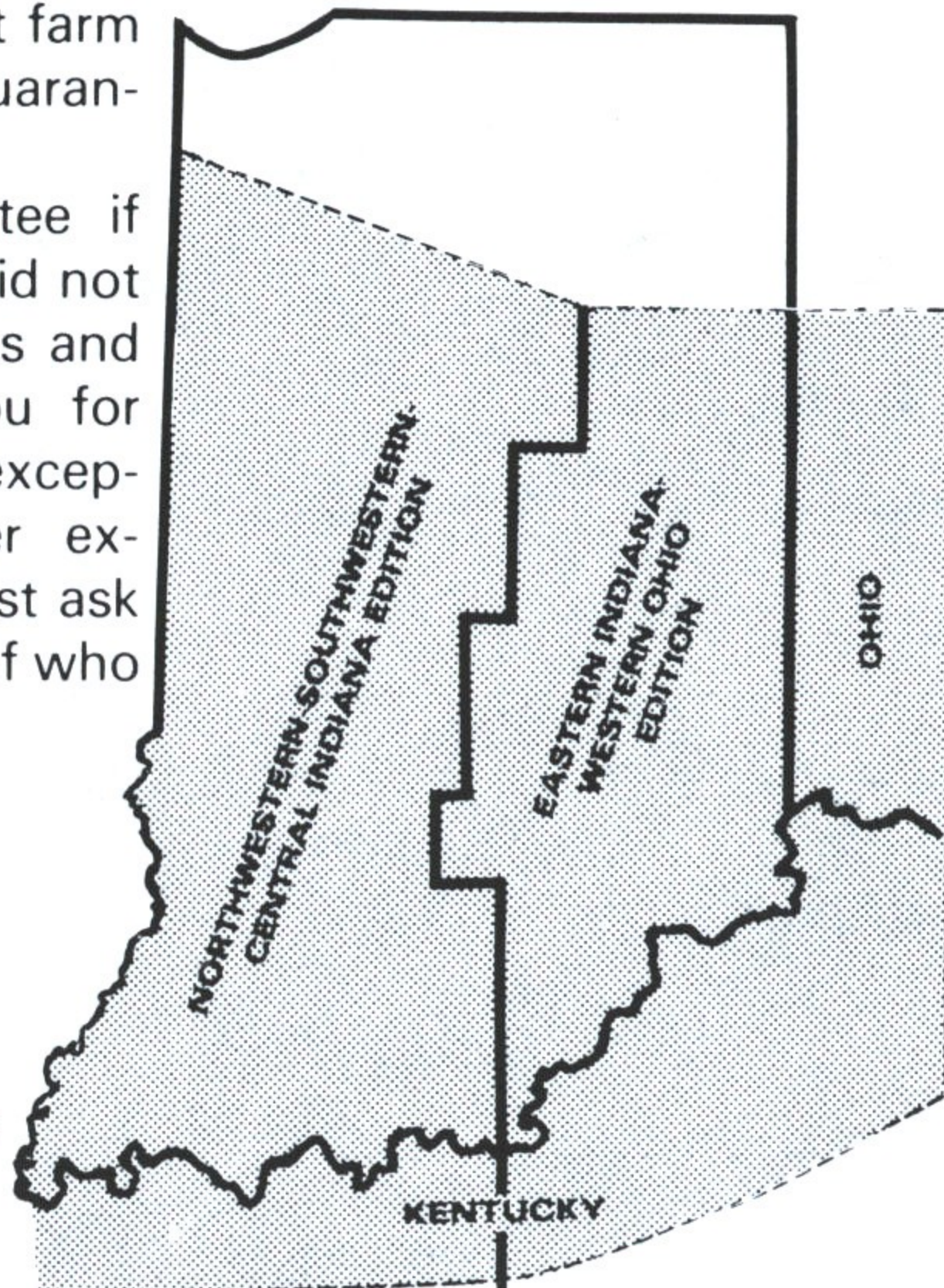
Auction deadline noon Tuesday. Late ads until 8:30 a.m. Wednesday CST.

Try it for your next farm auction! Results guaranteed or no pay!

As a trial guarantee if you feel the results did not merit the cost, tell us and we'll not charge you for the advertisement (exceptionally bad weather excepted). But you must ask for a show of hands of who read it in Farmweek!

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PROVED FOR V. A. TRAINING.

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MENDENHALL SCHOOL OF AUCTIONEERING

P. O. BOX 7344
HIGH POINT, N. C. 27264
(919) 887-1165

ing the pre-auction event was the appearance of country western star Willie Nelson and his band. Along with Robert Redford, Nelson remained after the show to visit with the crowd and sign autographs. Saturday's auction crowd numbered well over 1200.

Total consignment for the sale was made up of horses from the Robert Redford Ranch, Spanish Fork, Utah, plus other ranches in Utah and Idaho. A total of 126 horses were consigned to the auction, but only 120 arrived to be sold. Of that number, 18 horses no-saled, leaving 102 that actually sold for an auction gross of \$390,250, an overall average of \$3,825.98 per head.

Ohio amusement park closed out at auction . . .

Another piece of Americana fell to the auctioneer's gavel at Moxahala Amusement Park on December 12, 1981. After 60 years of activity the park closed and was sold at an auction managed by NAA member **David Norton**, and his auction firm, Coldwater, Michigan.

Two antique wooden horse carousels were the focal point of the auction attended by over 800 buyers from 14 states. One, a circa 1914 C. W. Parker, 50', three abreast merry-go-round had been in storage for 30 years. The other, a Herschell-Spillman, was a newer merry-go-round.

According to auctioneer Norton, the Parker carousel sold with an accumulative piecemeal bid in excess of \$80,000. The 24 premium wooden horses averaged \$2,845 apiece. Individual prices ranged from \$1,800 to \$4,100, despite the need for restoration, with some needing "body-up" rebuilding.

Demand was just as great for the newer Herschell-Spillman merry-go-round, with its 36 horses averaging \$1,075. An additional lot of 17 broken and odd horses also averaged in excess of \$1,000 per figure.

Other features of the amusement park auction and prices received were: Wurlitzer organ (unrestored), \$7,250; 1¢ floor scale, \$725; roulette wheel, \$1,500; Glamour pin ball machine at \$375; small box of miscellaneous Mills (machine) parts, \$475; Rotary novelty machines, \$2,000 each.

Norton's Michigan based firm also reports ride prices fared well despite their age and condition, with an Eli Miniature Kiddie Uheel selling at \$2,800, a Looper at \$4,800, Searchlights at \$4,750, and several very old "kiddie" rides, \$750 to \$3,750.

Commenting on the auction, David Norton explained that "the auction lasted seven hours and the gross realization exceeded our pre-sale estimates by over 25%".

Record livestock prices at Florida auction . . .

The youth livestock sold for record prices at the Volusia County Fair in Deland, Florida. Conducting the auction was NAA member **H. Fred Dietrich III**, Orlando, Florida.

The grand champion steer was purchased by Publix Markets for \$4.75 lb. totalling \$5438.75. The reserve grand champion sold to Winn Dixie Food

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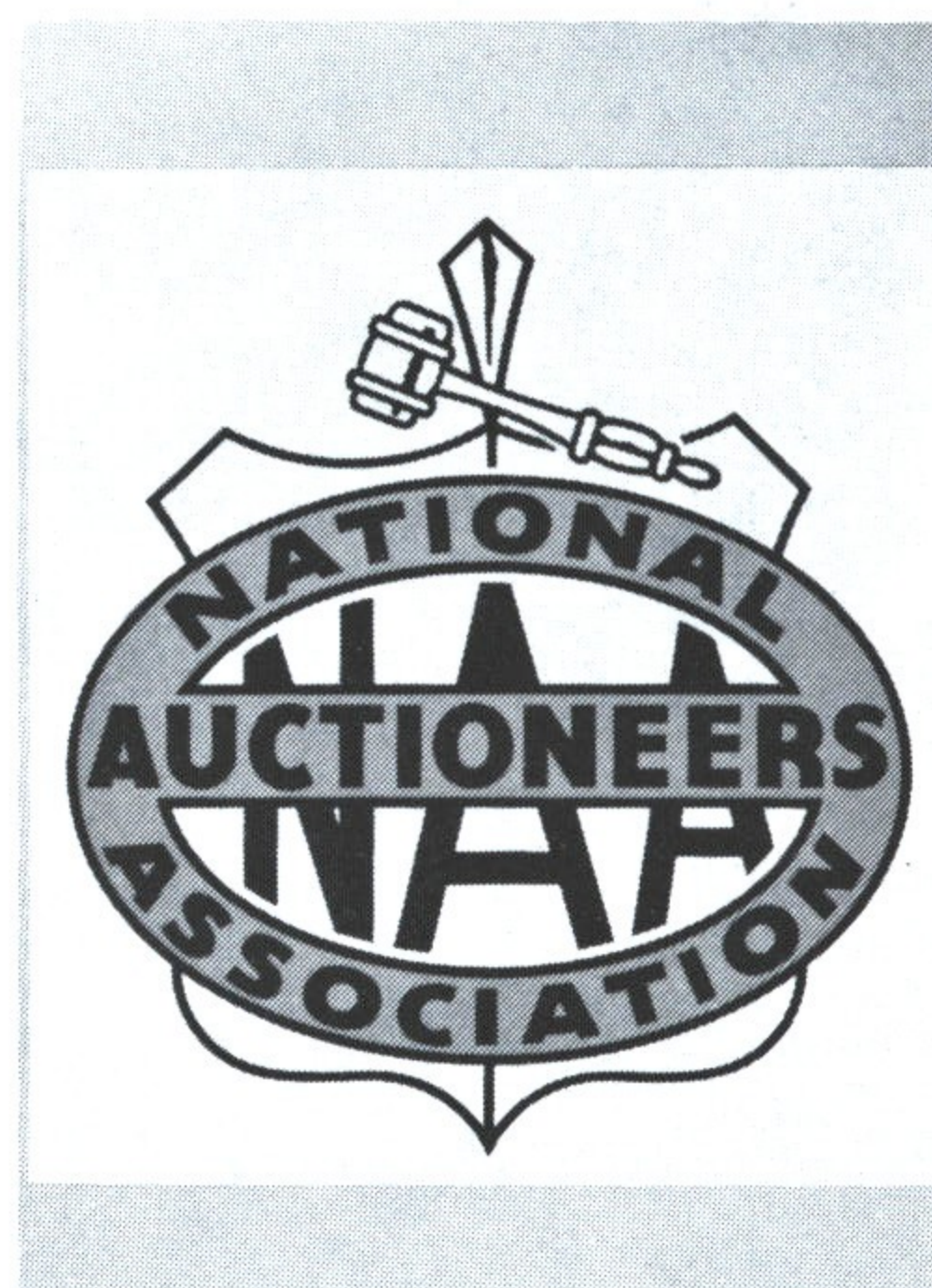
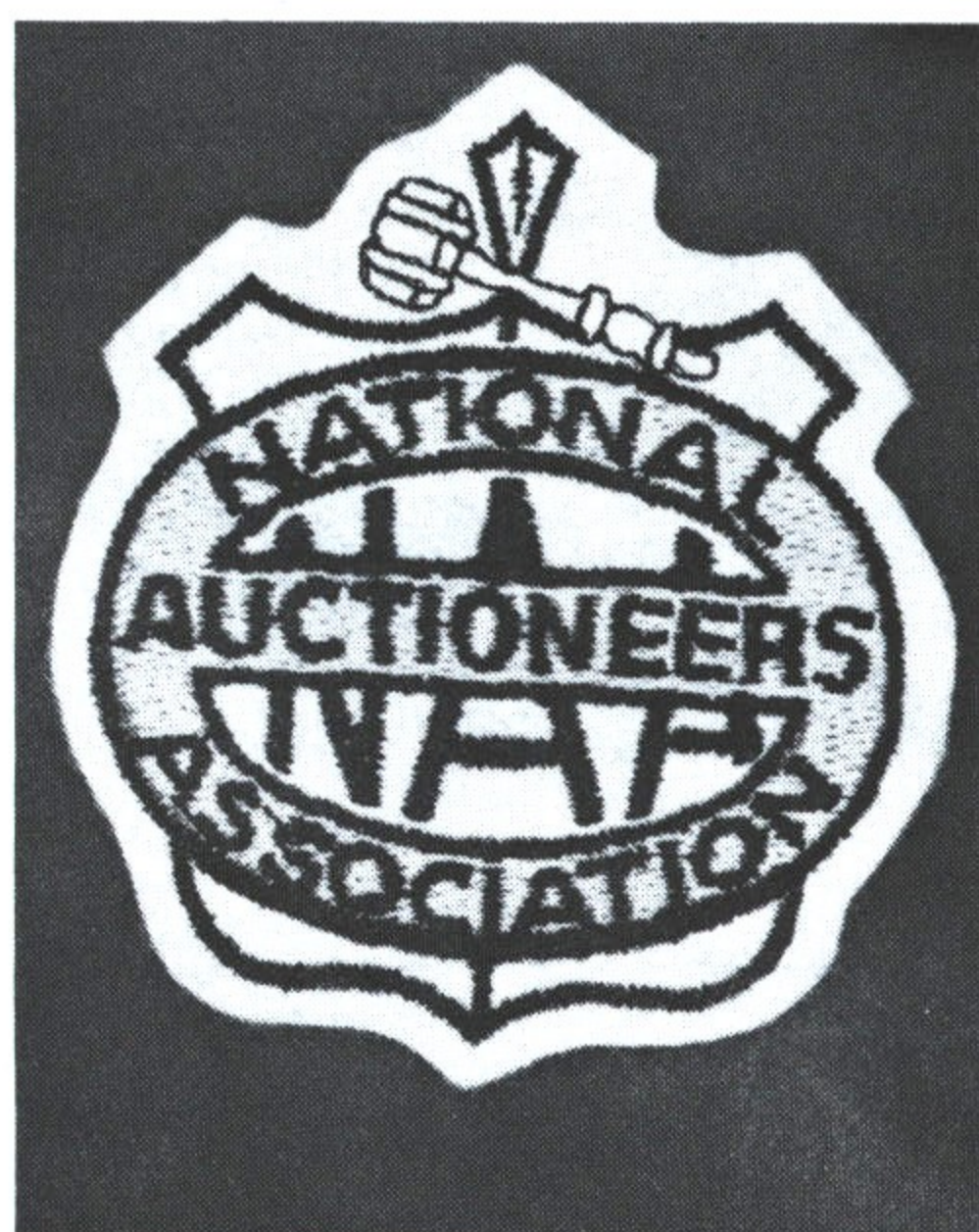
You're NAA and professional.

Show clients and associates that you're part of a **PROFESSIONAL** nationwide organization . . . display the NAA emblem with these quality promotional items.

NAA Embroidered Emblem. Emblem for display on blazers, coats, dresses, etc. Red, black and gold emblem is available in two sizes.

8" Embroidered Emblem @ \$7.50 each

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NAA Emblem Decals. Shows the red, black and gold emblem in two sizes. Large size only adheres to surface; two kinds available in smaller size.

8" Pressure sensitive @ \$1.50

**4" Pressure sensitive, 3 for \$1.00
(adheres on top of surface)**

**4" Pressure sensitive, 3 for \$1.00
(shows through glass)**

NAA Bumper Signs. Promotes the NAA Auctioneer with the words, "HIRE NAA AUCTIONEERS". Identifies National Auctioneers Association and the NAA emblem. Red bumper sign with white and black copy.

3½" by 15" Bumper Sign, 2 for \$1.00

NAA Emblem Reproduction Sheet. A full sheet of black on white reproductions of the NAA emblem in various sizes. For use by NAA member on sale bills, newspaper and magazine advertisements (NAA emblem use is a personal privilege of membership in the NAA and is for individuals only).

NAA Emblem Reproductions per Sheet, \$1.00



Howard Buckles Auctioneer

NATIONAL AUCTIONEERS ASSOCIATION

Your name, or auction staff member, goes here.

Auction title also engraved — auctioneer, ringman, clerk, etc.

New NAA name badge now available

Quality, engraved name badges with full color NAA logo are now available from the NAA office. At a cost of \$5.50 each (includes limit of two lines of copy), your name and title will be engraved on this sturdy plastic badge. (Price for three lines of copy is \$6.00.)

Also, you can order name badges for members of your auction staff — clerk, cashier, ringman, etc. **However, if an auctioneer on your staff is not an NAA member, that auctioneer cannot wear an NAA name badge, being represented as an NAA member.**

Colors are white with green trim, full color logo, and red "National Auctioneers Association".

Order from the NAA office. Send full payment for all badges @ \$5.50 each; plus exact copy for name(s) and title(s) to appear on badge.



NAA Single Deck Playing Cards. Displays in full color photo, the NAA headquarters building when dedicated in 1971. Excellent gift for clients.

Single Deck Playing Cards, 75¢ each

More! . . .

Put your membership to work by displaying the NAA emblem with your name.

Let clients, the public, and associates know that you personally belong to a professional team — the National Auctioneers Association.

NAA Emblem Lapel Button. Show NAA affiliation on suit coat or blazer lapel. May be worn as tie tac. Red enamel on 14K gold emblem; 1/2" wide.

NAA Emblem Lapel Button, \$5.00 each

(The price of the NAA lapel button may change without notice because of the cost of gold and due to the occasional increase in price by manufacturer.)

NAA Code of Ethics. Red and black on white, frameable paper stock. Size 11" x 14".

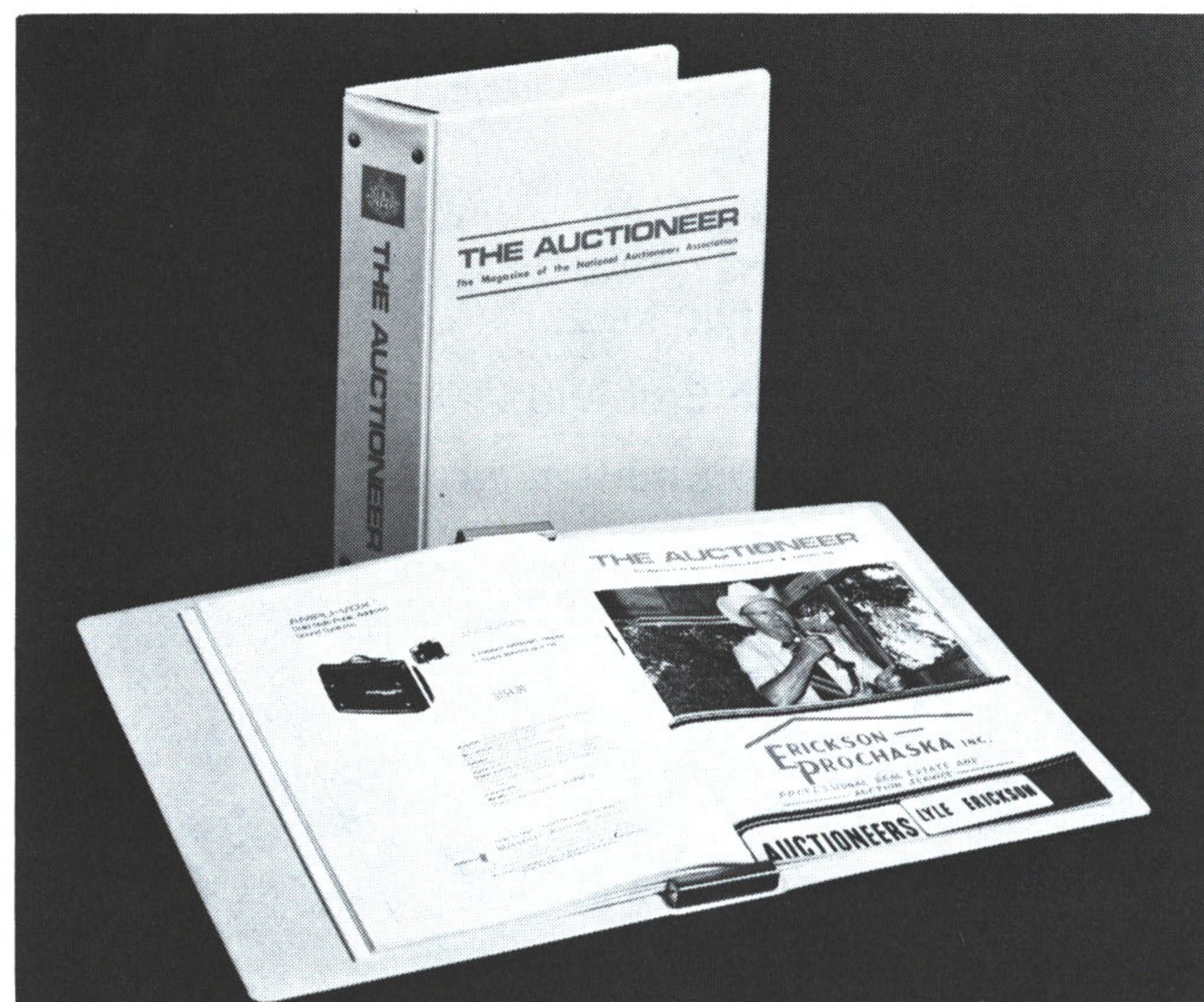
NAA Code of Ethics, \$1.00 each

NAA Pad Holders. Red vinyl with full color NAA emblem, holds papers, business card, and legal pad.

NAA Pad Holder @ \$4.50 each

THE AUCTIONEER Magazine Binder. Preserves your permanent copy of THE AUCTIONEER magazine. Binder is bone color with red NAA emblem and holds the 11 annual magazines (plus NAA Directory). Designed to hold current 8½ by 11-inch magazines, but will also hold former 6x9-inch size magazine.

Magazine Binder, \$3.75 each



NAA Promotional Items Order Form

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THE AUCTIONEER Magazine Binder

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Single Deck Playing Cards

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NAA Code of Ethics

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NAA Pad Holders

@ \$4.50 each _____

Please send me the following promotional items (indicate quantity ordering on line):

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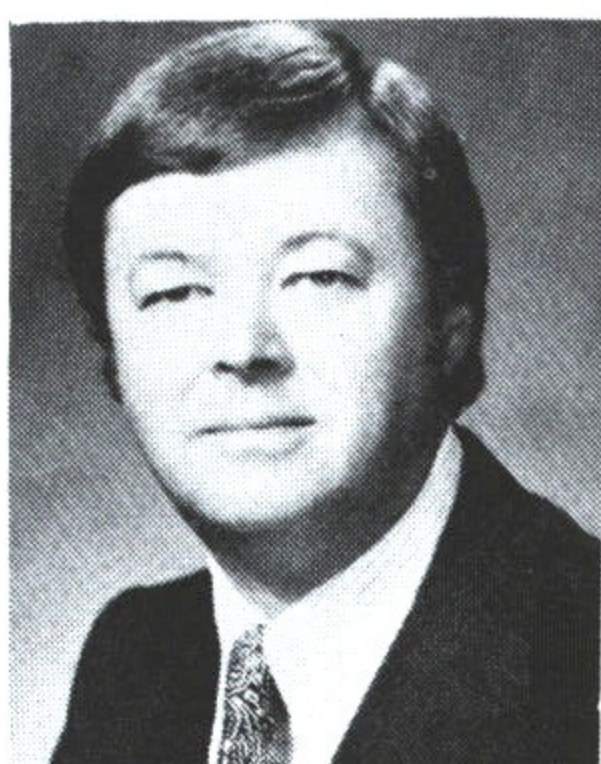
City _____ State _____ Zip _____

Send no money for postage. Return postage paid by National Auctioneers Association.

Enclosed is a check or money order made payable to The National Auctioneers Association, in the amount of \$ _____, for the above marked NAA promotional items. (NOTE: NAA Board of Directors policy prohibits any orders shipped on a "charge" basis. Check or money order must accompany all orders for NAA promotion items.)



MASON CITY COLLEGE OF AUCTIONEERING, November class of 32 students.



Col. Don Wendel
President

LEARN AUCTIONEERING AT THE MASON CITY COLLEGE OF AUCTIONEERING



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Mason City, Iowa 50401

Phone: 515-423-7200

Membership in the NAA is not simply a matter of climbing the ladder, but going a little higher. For thirty-five years the NAA has given us educational opportunities, fellowship, cooperation and goodwill.

All with one goal in mind, helping all of us to progress as far as we can. For the help we have received may we show our gratitude by sponsoring a new member.

B. G. Coats

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Stores for \$2.10 lb. totalling \$2333.10. A total of 25 steers sold for \$39,483.65 to average \$1579.35 per head.

The grand champion market hog sold for \$3.00 lb., purchased by Winn Dixie for a total of \$600. Also selling for \$3.00 lb., the reserve grand champion was purchased by Flagship Banks of Putnam County for \$633. A total of 61 market hogs sold for a total of \$18,044.10, to average \$295.80.

The entire youth livestock auction at the Volusia County Fair grossed \$57,527.75.

Final Bid

This sign appeared in a variety store: "Attention Shoplifters! Before taking anything, please check with the management. Some of these things aren't worth taking."

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

2. **ADVERTISING RATES:**

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

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

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

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

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

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

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

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.

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

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

6. **PREPARATION CHARGES:** You will be billed for the following charges when the NAA office prepares, or makes changes in your advertising.

Initial composition	Changes
quarter page	copy changes
half page	artwork changes
full page	

Changes in your advertising are not accepted over the phone, but must be received in writing.

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 10th 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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More Professional Auctioneers Use the Clerk-Saver™ System Than Any Other Method.

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REMARKS _____
<small>This receipt verifies payment and delivery of the above. Seller retains ownership until payment check is honored. Sold as is, where is. All sales final. Thank you.</small>
<small>• KANSAS CITY, MISSOURI AUCTION SCHOOL K.C. MO. 64102</small>

THE CLERK SAVER® IS:

- *Fast — check out in minutes.*
- *Accurate — Clerk writes buyer, item & price. Cashier writes nothing.*
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● "CLERK-SAVER" CLERKING TICKETS—Form No. CT-12

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

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18,000 Tickets (1-3 White, Canary & Card)	52.50
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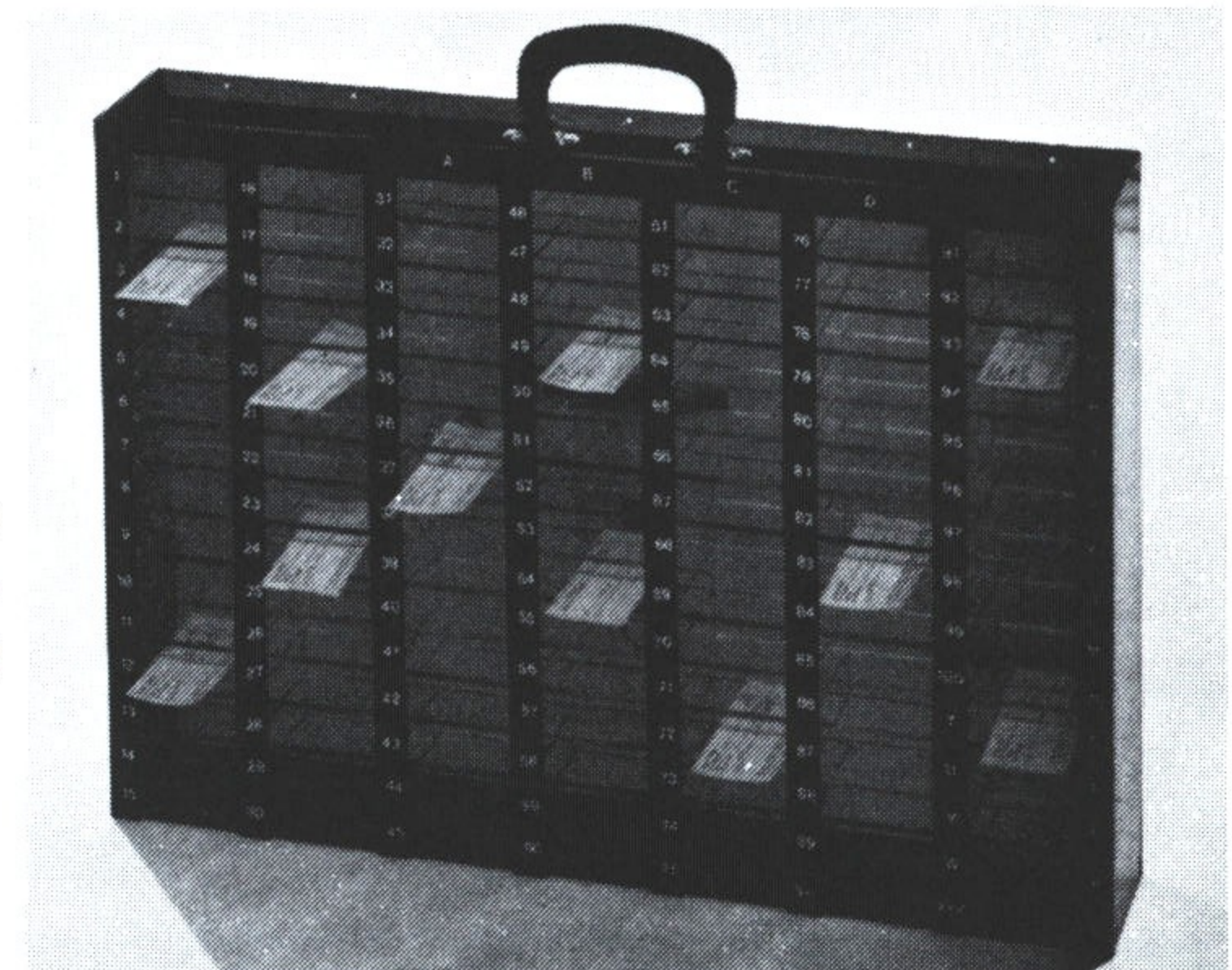
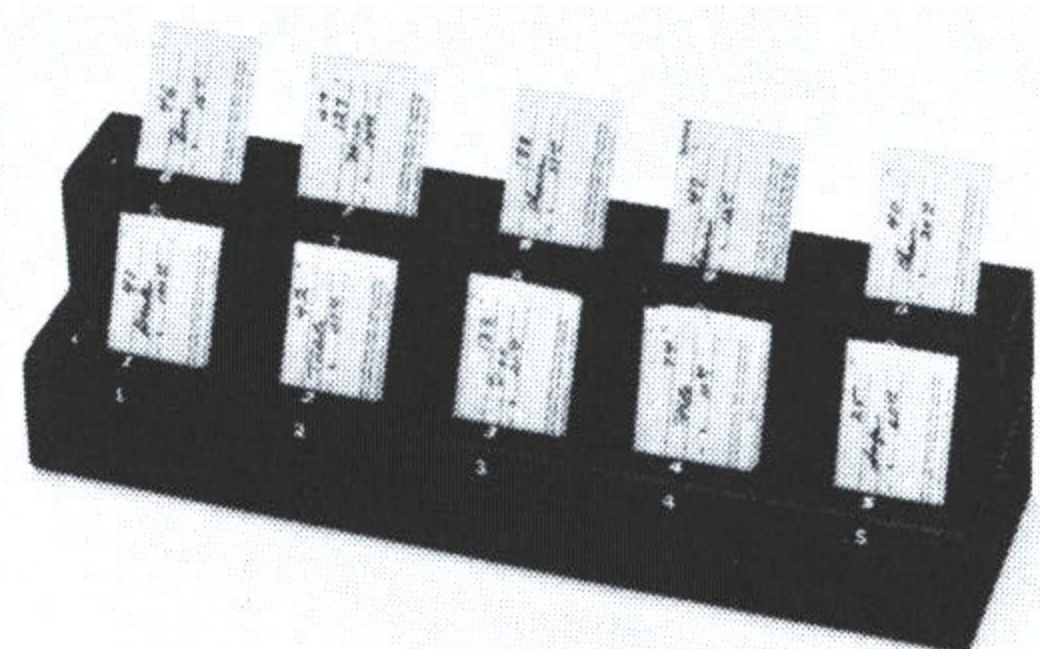
The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

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

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

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SAVE

\$27.00

Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage
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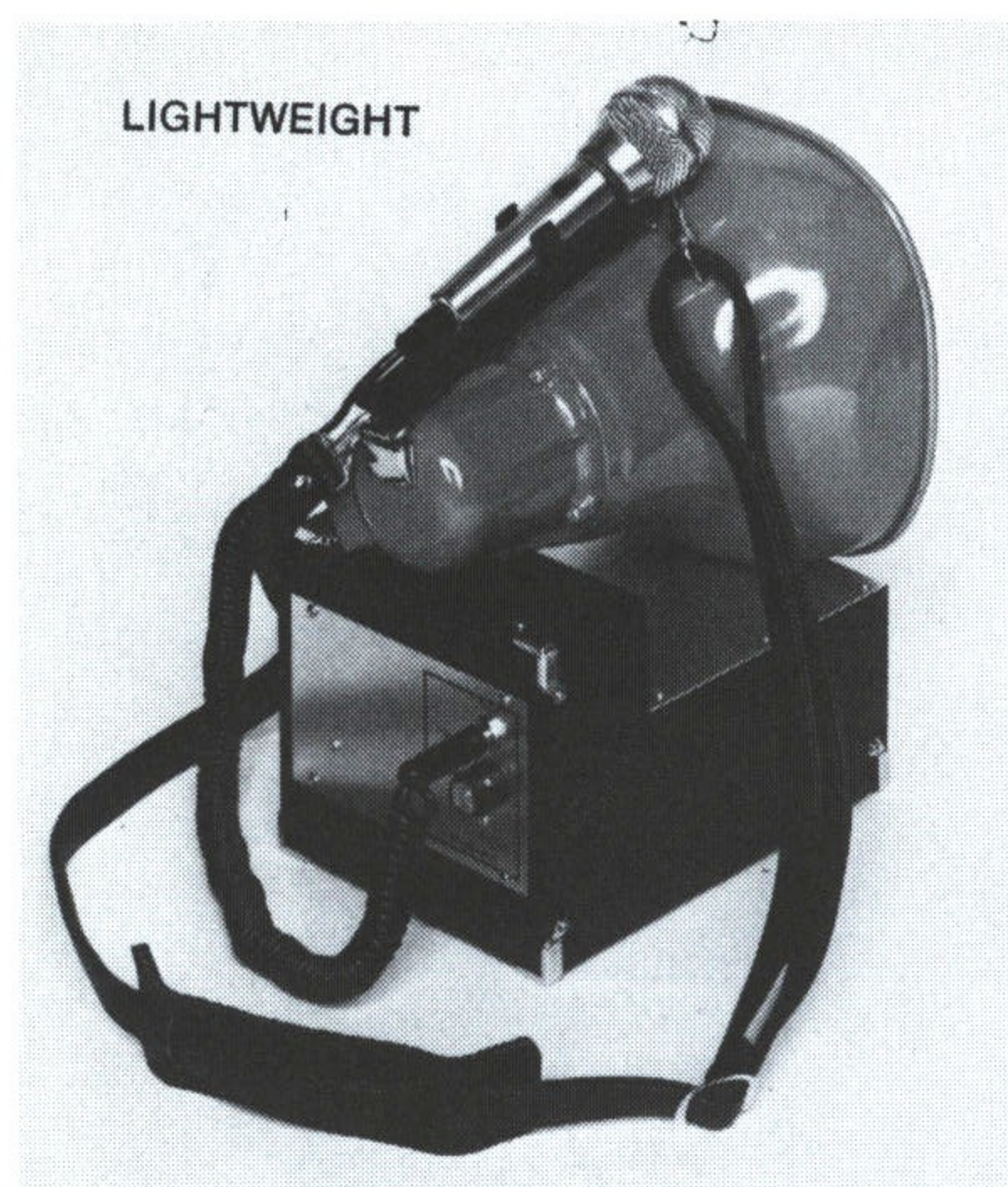
Missouri Auction School

Top Floor Livestock Exchange Building
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PHONE: 816-421-7117

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Auctioneers Cost **\$297.00**

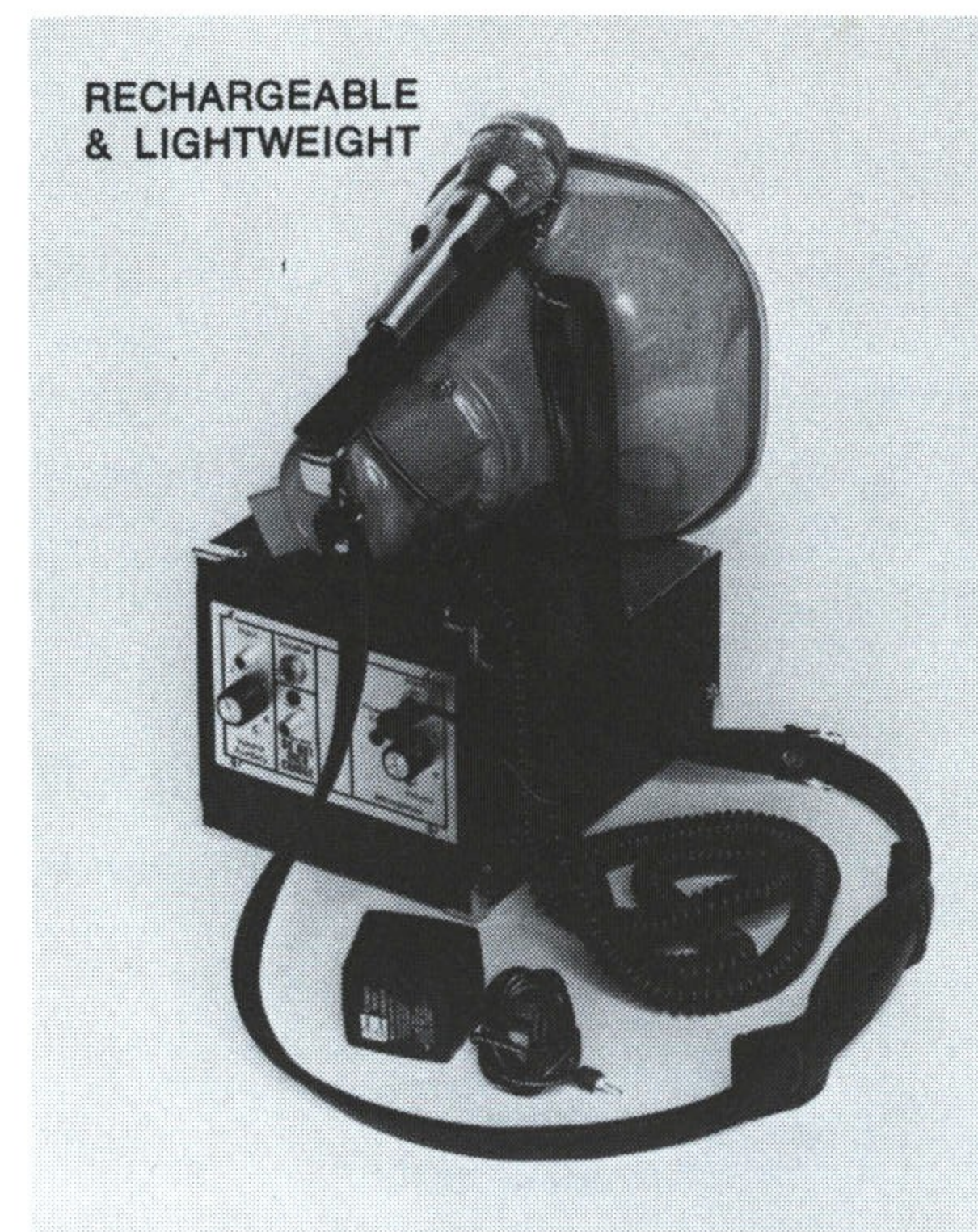
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- OUTPUTS: One extension speaker, one tape recorder. With independent controls.
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- WEIGHT: 8 lb., 13 oz.

List Price \$645.00

Auctioneers Cost **\$387.00**

THE AUCTIONEER
NATIONAL AUCTIONEERS ASSOCIATION
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