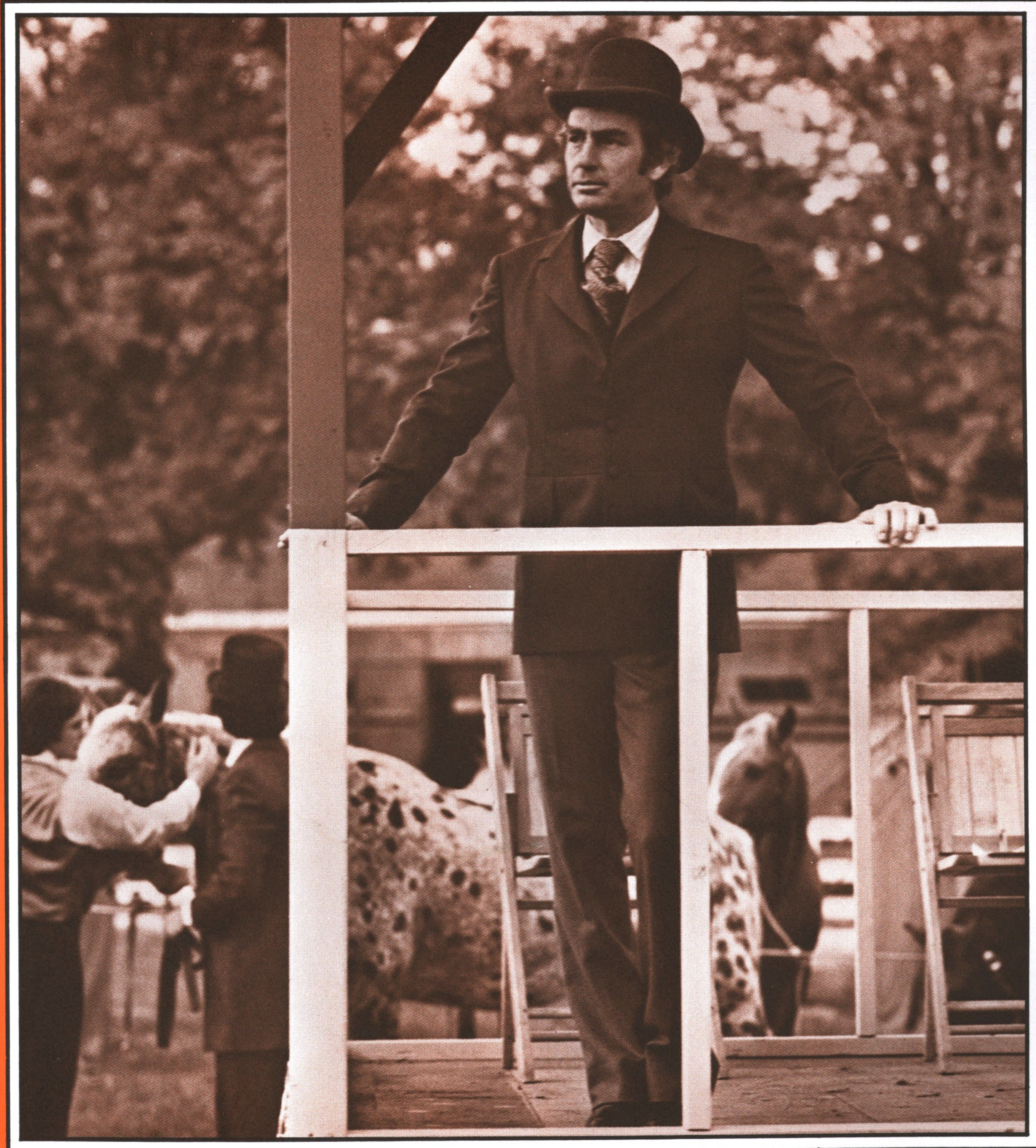


THE AUCTIONEER

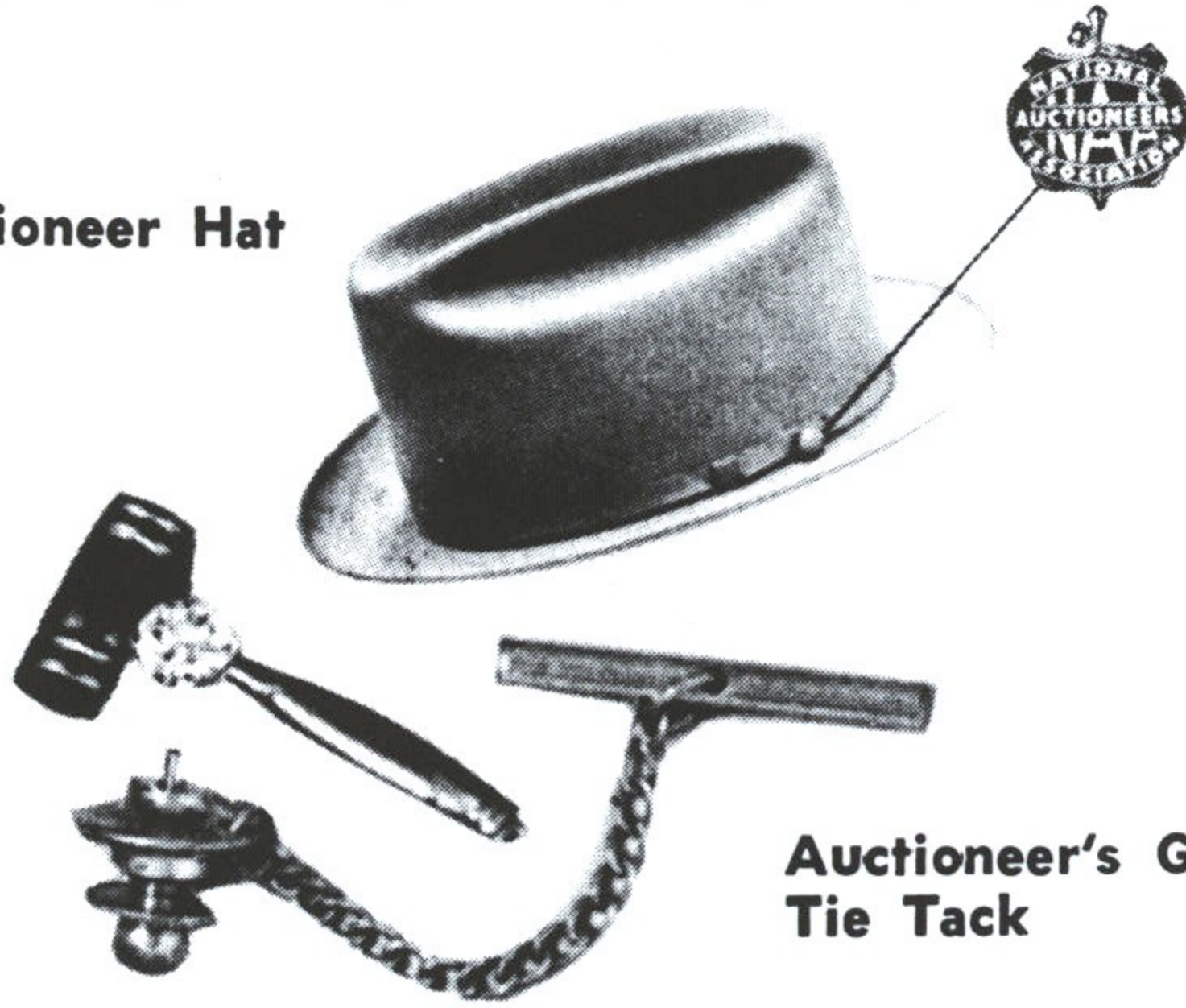
The Magazine of the National Auctioneers Association ● March, 1978



**Auctioneer John L. Darlin — NAA Member and Star of
Universal Studio's Children's Classic "Black Beauty"**

See Article "Auctioneers In The News" In This Issue

Auctioneer Hat



Auctioneer's Gavel Tie Tack

Fellow Auctioneers:

If you are a regular customer of ours and your hats are soiled or messed up, order a replacement today. If you have never worn one of our "AUCTIONEER" hats made by the same folks who make the world famous "Stetson" hat, then you should order yours today. We have been offering these Silver Belly colored felt hats with the red satin interliner (with NAA emblem embossed in gold inside) in brim widths of 2 1/8"; 2 3/8"; and 2 5/8" for over 12 years and we find that once you use these hats you will always use them. I would say 80% of our current sales are repeats. This should tell you something.

We also offer this same style hat (open road or LBJ) in tan Milan Straw in all three brim widths. We have the White Panama in 2 1/2" brim width only.

Our fleece lined, 3/4 length car coats have turned out to be a good number for the fellows in the colder climates. The car coat is beige in color and comes with the 4" — four-colored NAA emblem attached to the left chest as does our London Fog-type wind breaker jacket (medium, large and X-large) in navy, canary, brown, Carolina blue, burgundy and beige.

Please do not forget the beautiful diamond tie tacs — we have them with any size diamond you can afford, mounted on solid 18-carat gold gavels. For larger size stones, write or call for prices.

Solid Gold tie tack

w/.15K-high quality sparkling diamond\$189.95

w/.25K-high quality sparkling diamond 249.95

Other size diamonds up to 1 full karat-prices on request

Felt Silver Belly Hat 22.50

White Panama 16.95

Milan Straw (light tan) 14.95

Jackets w/4-color emblem 19.95

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4-color NAA emblem 3.00

Col. W. Craig Lawing

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Charlotte, NC 28216

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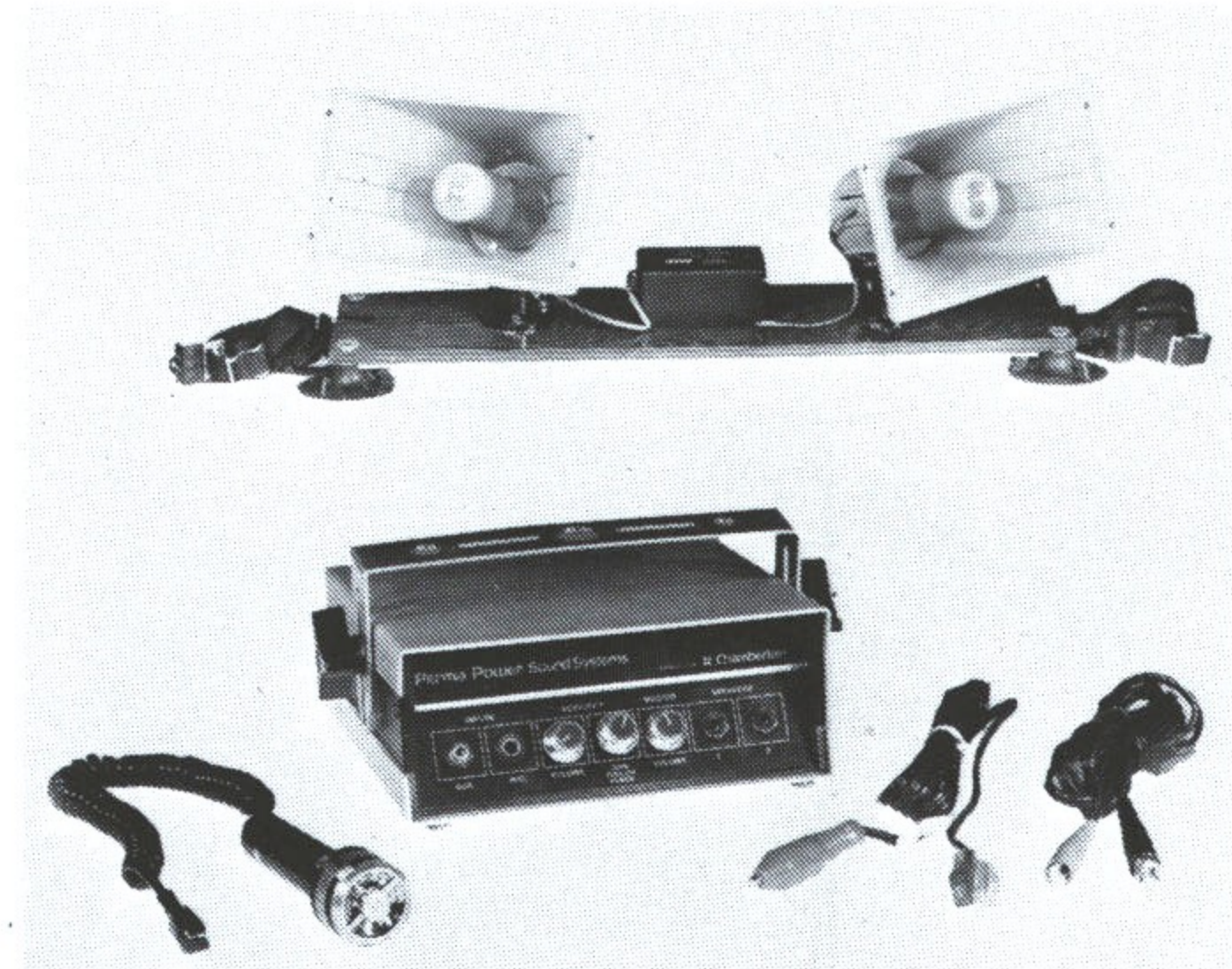


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List: \$149.95

Auctioneer's Cost: \$119.00

American made, 5 year factory warranty. Included with the unit—6 "D" cell batteries, AC adapter, neck-strap, mike and cord. Weighs only 9 pounds. Make your job easier, order a Pulstar 132-A today.



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Ideal for cars, station wagons, buses, trucks, etc.

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Order by mail — payment with order — we pay postage . . . C.O.D., you pay postage.
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Col. Forrest Mendenhall,
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Mendenhall School of Auctioneering

U.S. HWY. 29 & 70 (185)

HIGH POINT, NORTH CAROLINA 27263

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The State Officers' Workshop

Who is it For?

Why was it designed?

What has it done?

The State Officers' Workshop? Who is it for? Why was it designed? And, what has it done?

The answers to these questions, and many more, can be found by just attending your State Association convention.

It is hard to believe the changes, which have taken place in the State Associations' conventions and activities, which have taken place over the last few years. Many of the changes, I have found from my inquiries, are direct results of the State Officers' Workshop, held annually at the NAA convention.

The results are showing in a number of ways. Without exception every state convention, which I have attended this year, has been up in attendance; the attention is up; the interest is alive; the fellowship is genteel; the programming is of substance.

Speakers are dispensing valuable knowledge; valuable information to the convention registrants. I have heard speakers this year on nearly every aspect of auction selling: from selling industrial equipment in Europe to one of the best motivational speakers in the nation.



This speaks extremely well for what the State Officers' Workshop has helped to accomplish.

To help encourage the officers to attend the State Officers' Workshop at the NAA convention each year, I find a number of state associations are paying their way, which I believe is an excellent program and one we have had in our state association for a number of years. It certainly is a program, which will pay large dividends to any state association.

After having now attended 10 separate state association conventions, during my term as NAA president, I find that the only thing that is still occupying more of the auctioneers' minds and thoughts is the subject of licensing — either pro or con. I have heard all sides of the licensing issue, including the top and bottom.

In response to your hundreds of questions, concerning the subject, I would like to reiterate what I touched on lightly earlier in the year.

It is obvious to all of us that a number of states have licensing and a number don't. Some have it and don't want it; others don't want it and have it; others have it and want it and some don't have it and don't want it.

But, in my opinion, the most important thing which needs to be considered concerning licensing is that it is something that needs to be **handled on a state level**. Like any other political issue, I find that it is extremely difficult for the members within the state to agree on the exact type of licensing qualifications, etc., let alone **trying to agree on a specific license on a national basis**.

And as far as the municipal licensing problems, within the cities, are concerned, again, I believe this is something which can be handled within any of your state associations by simply making a concentrated effort to correct the problem.

But, in the ensuing years, it will behoove each of us, as American citizens, to go with the licensing that we now have.

That is our freedom of choice — the freedom to decide on how we are going to reach a goal. If that goal is one of selling an auction in another state, then I again submit my plan of simplicity: simply turn to your membership roster of the NAA; find a listed member located in or near the city and state in which you wish to conduct an auction and you will find almost without exception that you can work a very amenable working agreement by which you can participate in conducting the sale.

I have tried this plan many times in several states and it has worked extremely well for me. I know it will work for you in the same manner.

I am enjoying my travels to the state association conventions and the conventions to which I will attend in the near future will be in the states of Montana, Iowa, Kentucky, Oklahoma, Alabama and Texas. I look forward to seeing many of you there.

**Martin Higgenbotham, President
National Auctioneers Association**



THE VOICE OF EXPERIENCE is a new feature of THE AUCTIONEER magazine. All illustrations will be prepared by New York State Auctioneers Association past president George "Bill" Foster and ideas in THE VOICE OF EXPERIENCE will come from NAA members. If you have a "Voice of Experience" to relate to the NAA membership, send it to Voice of Experience, c/o Harvey L. McCray, 135 Lakewood Drive, Lincoln, NE 68510. Determination of the items submitted will be made by Bill Foster as the illustrations will be limited to items which can be put to illustrated use.

THE AUCTIONEER

MARCH, 1978

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.

Single copies: \$1.00 each. Annual subscription rate (thru July, 1977, issue) — \$6.00 (11 issues); as of September, 1977, issue \$7.50.

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

Harvey L. McCray, Editor and Executive Director
Mrs. Cheryl Griffith, Office Secretary
Mrs. Helen Witters, Office Secretary

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 of the month of August, the month in which a magazine 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	\$125.00	\$120.00	\$115.00
Half Page	62.50	60.00	57.50
Quarter Page	31.25	30.00	28.75

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

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

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

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

NEW ADVERTISERS: Submit payment in advance (with copy) before advertising will be accepted.

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

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

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

Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4½ inches; Quarter page — 3½ by 4¾ inches or 7¼ by 2¼ inches.

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

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

National Auctioneers Association

1977-78 Officers

President — Martin Higgenbotham, 1702 E. Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094

1st Vice President — Harvey C. Lambricht, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012

2nd Vice President — C. E. Chuck Cumberlin, P.O. Box 248, Brush, Colorado 80723. Bus. Phone: 303 842-2822

Executive Director — Harvey L. McCray, 135 Lakewood Drive, Lincoln, Nebraska 68510. Bus. Phone: 402 489-9356

Treasurer — Dean Fleming, Atkinson, Nebraska 68713. Bus. Phone: 402 925-2801

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Lyle Erickson, Box 239, Cresco, Iowa 52136. Bus. Phone: 319 547-3700

Herbert A. Bambeck, Route 1, Box 392, Dover, Ohio 44622. Bus. Phone: 216 343-1437

William L. Gaule, 909 W. Walnut, Chatham, Illinois 62629. Bus. Phone: 217 483-2484

Rex B. Newcom, Box 458, Whitewater, Kansas 67154. Bus. Phone: 316 799-2278

Bill Wade, Route 2, Box 302, McKinney, Texas 75069. Bus. Phone: 214 424-2602

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Marvin L. Smith, Hanover Road, Silver Creek, New York 14136. Bus. Phone: 716 934-4875

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Public Awareness of the Value of Auctions Offered In Suggested Resolution-Statement Prepared for Use In 1978 National Auctioneers Week Observance

Make the public aware of the value that you, as auctioneers, have to offer the public is the primary reason the National Auctioneers Association is asking for full support of the 1978 National Auctioneers Week — April 23-29, 1978.

Auctioneers throughout the United States, and some in other countries — Canada is an example — are being asked to have their state governors and/or city officials, or appropriate official, proclaim the week of April 23-29, 1978, National Auctioneers Week.

State Associations have, in the past, taken the leadership in promoting National Auctioneers Week. State governors have responded well. But this year, it is hoped that auctioneers will join together in cities where one or more auctioneers (NAA members) exist and ask their city mayor to also proclaim the Week of April 23-29 as National Auctioneers Week. County officials also should be asked to help in this observance.

The value of National Auctioneers Week promotion is unlimited. By focusing attention on the value of the auction method of selling, you can alert the public to what you are doing to serve the needs of the community, county and/or state.

Too many potential auction clients are unaware of the services which are offered thru the auction method of selling — the monetary benefits which can be derived by having a qualified auctioneer sell his real or personal property — and National Auctioneers Week is promoted to help you, the NAA auctioneer.

Make good use of the National Auctioneers Week observance. Be a part of the observance by promoting the services you offer. The buying public, as well as the selling public, should be aware of the benefits of the auction method of selling and buying.

Dispel any “wives tales” or bad images, which may have been given to the auction profession in the past, by making your services known to everyone. Promote the auction method of selling and use the 1978 National Auctioneers Week as your promotional aid in doing so.

Suggest to your local newspaper that it recognize and promote National Auctioneers Week by naming the auctioneers locally who are members of the National Auctioneers Association — remind the advertising manager of the services you offer him throughout the year with your sale ads. Many newspapers have responded with complete auction sections in their advertising sections. You may obtain the same results on a smaller scale.

If the auction profession is to grow, you must grow with it. Promoting your services will help the profession grow and make everyone realize the value you have to offer to the public.

Contact your State Association to see what promotion will be given by your state governor. Then, join in on the promotion by having local recognition given to you and your fellow NAA auctioneers.

Remember, April 23-29 is National Auctioneers Week — make use of it to your benefit!

National Auctioneers Week — April 23-29, 1978

SUGGESTED RESOLUTION OR STATEMENT

Today, in the United States of America and in many countries throughout the world, the auction method of selling real and personal property is growing rapidly; and the items, which are sold at auction, are unlimited;

The auction profession has become a valuable service to the public; the buyer as well as the seller; and the National Auctioneers Association, in cooperation with the (name of State Association if applicable) is continuing to work to improve on the services offered by auctioneers through good, educational programs;

And, the National Auctioneers Association and the (name of State Association if applicable) are striving to give better service to their clients through mutual exchange of ideas and improvement;

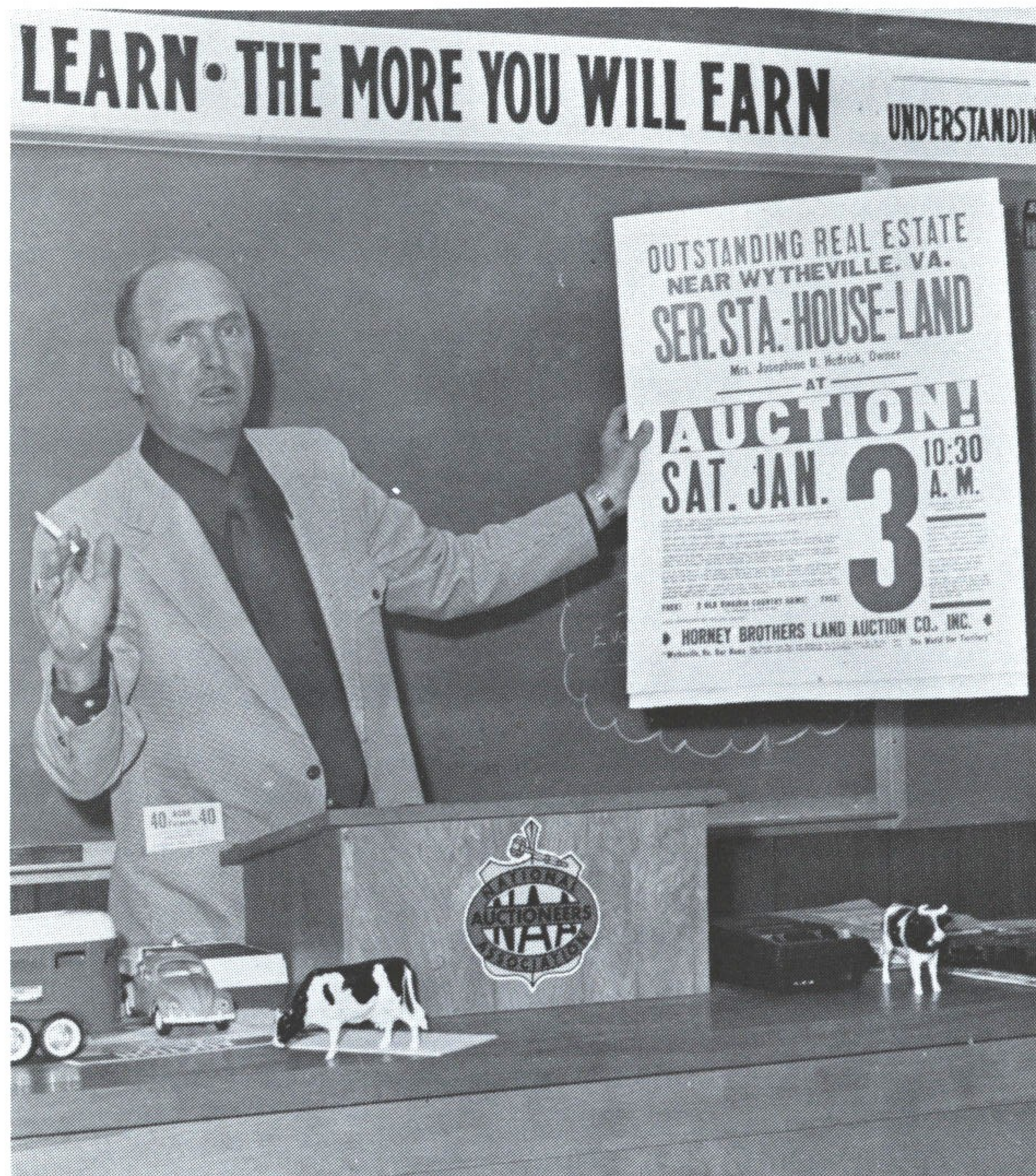
Therefore, as Governor of the State of (name state or replace with title of other agency — Mayor and city, etc.), I hereby proclaim the week of April 23-29, 1978, as National Auctioneers Week in (name of state, city, etc.). I urge all citizens to recognize the many contributions auctioneers are making to our economy.

(signature of Governor, Mayor, etc.)

(seal of state, city, etc.)

NOTE: This is a sample resolution-statement — when submitting a resolution-statement to state or city official, have your own statement-resolution typed, identifying your own purpose.

Meet Col. J. C. 'Jake' Horney Wytheville, Virginia



Col. Jake Horney was reared in the auction business. Today he heads the company that was established by his father and uncle, Horney Bros. Land Auction Company, in 1917. Col. Jake is a licensed auctioneer in Virginia, West Virginia, Tennessee, Kentucky, North Carolina and South Carolina. We are proud to have had Col. Jake on our staff for several years. The vast auction experience of Col. Jake Horney is just one of the reasons that you get it all at Mendenhall. Col. Horney is a past president of the Virginia Auctioneers Association. He also was selected as Virginia's "Outstanding Auctioneer of the Year".

Nobody knows how to train good auctioneers better than the 14 professional instructors at Mendenhall.

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Write or call for information today

Come to the Clambake . . .

1978 Boston NAA Convention Make Hotel Reservations Now!

Reservations are now being accepted from NAA auctioneers, their families and guests, who will attend the 1978 Boston NAA "Clambake Convention". Auctioneers should make their reservations soon to be assured of proper accommodations and also to obtain the NAA Convention room rates as indicated in the Hotel Reservation form in the section entitled, "Main House (NAA Rate)".

Complete information on the NAA Convention will be published in future issues, but some of the highlights include:

- Pre-convention tours of historic Boston — Where It All Began for the United States of America! Tours will be announced, which will be held on Tuesday, July 18 and Wednesday, July 19. Additional tours will be scheduled, which will not conflict with any of the NAA Convention activities;
 - The "Beat the President" Golf Tournament to be held on Tuesday, July 18. Chances are good this year of beating NAA President Martin Higgenbotham — he plays once a year, which usually is at the NAA Convention. But, he will meet the challenges offered him at Boston;
 - The NAA Convention reception on Wednesday night, July 19. Auctioneers, their families and guests will meet the NAA president; convention chairman and other NAA officers and thrill to the excitement of the Concord Minute Men performance. The Concord Minute Men wear the uniform depictive of that worn by the original Minute Men and are empowered to bear arms of the type used during the Colonial period for ceremonial use. Musical entertainment also will be planned.
 - Workshops will begin on Thursday morning (July 20) and continue on throughout the convention. Workshops will include the State Officers' Workshop and presentations on Bid Calling and Voice Analysis and the many, many other auction topics of interest to NAA members, their wives and families.
 - The "Shot Heard Round the World" was fired in Boston prior to the Revolutionary War. The "Shot to be Heard Round the 1978 NAA Convention" will be fired by NAA President Martin Higgenbotham during the Kickoff Luncheon to be held on Thursday, July 20.
 - Entertainment and Fun is on tap for the night of Thursday, July 20. The entertainment will be supplied by a well-known comedian, which precedes the Fun Auction. Last year's total receipts of \$10,050 is in jeopardy as many auctioneers already have indicated their desire to participate in this program, to defray expenses of the convention, with more outstanding items to be contributed to the event. Last year the State Associations submitted excellent items for sale, as did the many members, who attended the convention.
 - The Friday noon luncheons will interest auctioneers and the ladies very much. The Ladies Luncheon will be highlighted by a presentation on "The Hole in the Doughnut" by Fred E. Crockett, a direct descendant of Captain Hanson Crockett Gregory, who is said to have invented the hole in the doughnut in Clam Cove, Maine, in 1847. His presentation is described as "Amazing and Amusing", reports the Bristol Press.
- The auctioneers will have outstanding entertainment in their own right during Friday lunch, when the charter graduates of the Certified Auctioneers Institute (CAI) will be recognized during the luncheon, which will be followed, after eating, by a talk by the Chairman of the Board of the Boston Globe newspaper. He will offer information on how to "break down the barriers of



THE SHERATON BOSTON Hotel will be the headquarters hotel for the 1978 Boston NAA Convention — The Boston Clambake Convention. Reservations are being accepted now for auctioneers wishing to attend the 1978 Convention and reservations should be made as soon as possible to assure each auctioneer the accommodations he needs and desires.

suspicion and cynicism which now divide business and the media". The Boston Globe is a continuing contributor to the auction method of selling with its very fine auction advertising section.

- Friday night will long be remembered by many when the entire NAA Convention will feast on a Boston Clambake at the harbor and in the Boston Aquarium, where entertainment will be provided. The Clambake will feature New England clam chowder; steamers with drawn butter, barbequed chicken, select live lobsters, fresh native corn, tangy cole slaw, hot rolls, chilled watermelon and beverage. All that in one evening too!
- Saturday will conclude the NAA convention with more workshops, the Annual Meeting of the NAA, where officers and directors are elected; and the Saturday night President's Banquet and Ball — a good way to end a very fine and well planned convention by the hosts in the New England States.

The "brief" outline of the 1978 NAA Convention should entice you to make your hotel reservations now; get your airline tickets purchased (many airlines offer discounts on excursion fares — as much as 15% possibly — if you reserve space and pay for your tickets well in advance. Check with your travel agency and ask about the procedures. Ex-

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ursion fares must stay over at least one night in the week, and perhaps you can qualify for the discount air travel fare?); and make your vacation plans now.

Remember, the hotel releases the space offered to the National Auctioneers Association four weeks in advance of the convention and even if there is a slight possibility that you may have to cancel your convention plans, make your hotel reservations early. You won't be penalized for canceling your reservation, as long as you give ample time, but you will be penalized by not having room accommodations if you wait too long.

Let's make history again in Boston NAA-style by having a record attendance at the 1978 Boston NAA "Clambake Convention". If you miss it, the NAA will miss you, but most of all, you will miss one of the NAA's most outstanding events ever planned for the membership!

Hotel Reservation Form

National Auctioneers Association 1978 Boston Clambake Convention Sheraton Boston Hotel & Towers July 19-22, 1978

Arrival Day/Date _____

Arrival Time _____ Guaranteed _____

Departure Date _____

Your Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Sharing With _____

	Main House (NAA) Rate)	New Addition	Luxurious Sheraton Towers
Single Occupancy	_____ \$30	_____ \$35	_____ \$40
Double Occupancy	_____ \$36	_____ \$41	_____ \$46
1 Bdrm. Suite	_____ \$60	_____ \$115	_____ \$120
	_____ \$100		
2 Bdrm. Suite	_____ \$140		_____ \$165

NAA Convention Reservations will be accepted until four weeks prior to opening date of the Convention (July 22). Thereafter reservations will be honored on a space available basis only.

Rooms not available until 3:00 p.m. All reservations will be held until 6:00 p.m. unless Guaranteed Payment indicated above.

Send this completed reservation form to: Sheraton-Boston Hotel, Prudential Center, Boston, MA 02199.

APPRAISAL GUIDES

"You can't tell the names of the players, without a program." We have the tools for the auctioneer, appraiser, banker, finance company, car salesman, etc.

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Complete Regional Edition issued 8 times yearly . . . Retail, finance & wholesale values for all U.S. cars, popular import cars, light duty trucks, past 6 years. Insurance symbols, front end views, vehicle number, etc. (Mr. Auctioneer: worth the price for you personally to trade automobiles with!)

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Valuations, Nebraska tests, major accessories — past 10 years. Published yearly.

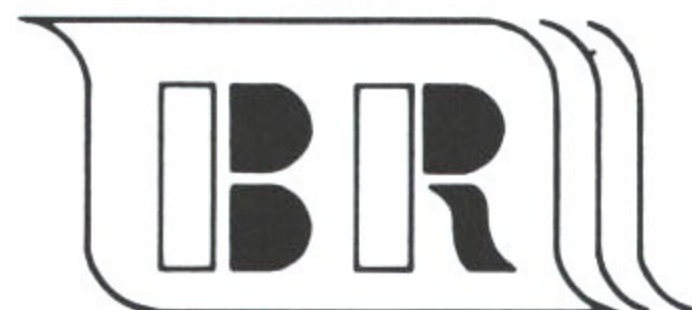
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Over 35 major manufacturers of outboard boat motors
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- INBOARD & OUTDRIVE BOAT GUIDE\$ 5.95
Does not include inboard boats
- INBOARD BOAT GUIDE\$ 5.95
Does not include I/O or stern drive boats
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- MOTORCYCLE & MINI-BIKE GUIDE\$ 5.95
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January or June edition (Whichever is most current)
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Complete descriptions and illustrations — years made — variations — stampings and mint prices, etc.

Bus Retmier is a 1951 graduate of the Reppert School of Auctioneering and successfully completed the 1977, Course I of the NAA-sponsored CAI (Certified Auctioneers Institute) and has sold the above appraisal books to the auction profession for the past 40 years on a money-back guarantee.

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City _____ State _____ Zip _____

Promoting National Auctioneers Week Reaps Good Rewards for NAA Auctioneers

By Marvin Smith, Chairman
National Auctioneers Week Committee

"Say John, you should have gone to that auction sale Saturday when that Willowby estate was liquidated. Man, I never saw so many people. I don't know how they all found out about it. That auctioneer was fun to watch and he conducted a good sale. He was quick, knew something about every item he sold and sure seemed to know the value of whatever he sold. You should have heard some of those prices he received for those antiques. I'd sure want him to sell my things when the time comes."

Folks, when you hear statements like those above, you know there must be a professional at work. He knew how to advertise; he knew his merchandise; and he, along with his competent auction personnel, knew how to handle people and run a smooth sale operation. Let's work together so that the public will know what a professional auctioneer is capable of doing in this electrifying business of promotion and selling.

Here is your opportunity!! National Auctioneers Week is to be observed this year, during the week of April 23-29. If every NAA member would take the responsibility, in some way, of promoting the observance of National Auctioneers Week, I guarantee that your individual business will benefit and the national public will become more aware that the auction sales conducted by NAA members are being done in a professional, ethical manner.

Let it be known that we have a National Auctioneers Association and State Associations which are continually offering training programs in all phases of selling and that their members conduct their business according to the Code of Ethics established by the State and National Auctioneers Associations.

Try to plan some auctions during National Auctioneers Week and in your opening speech for the sale, let it be known that you belong to this professional association. Tell about the training programs, seminars and CAI program. Your client will be assured that he has chosen a well qualified auctioneer and your buyers will be assured that they are buying from a reputable, well informed auctioneer.

Your NAA board of directors wishes to encourage every state association president or secretary to promote the observance of National Auctioneers Week throughout their respective state by encouraging their governor, mayors of cities and towns and local papers to issue the proclamation for this observance week.

Your NAA Office has prepared a new, condensed proclamation which will be submitted to the state association officers. Press releases will be sent to trade journals and professional news letters and magazines. Copies of these releases will be available for any member to submit to their local newspapers, radio stations or other news media, by writing to the National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510.

All State Associations and each auctioneer, are encouraged — and requested — to send to the NAA Office any clippings of articles, glossy photos of governors, mayors, etc., signing the proclamation, and all other promotions which appear in any of your local papers. A selection will be made to appear in the future issue of THE AUCTIONEER magazine.



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NAA Advertising Contest Rules Revised for 1978 Boston Competition

The National Auctioneers Association board of directors voted at their January, 1978, meeting, to again support the annual advertising contest. Entries will be judged at the National Convention in July which is being held in Boston.

It was the feeling of the advertising committee that the contest rules should be slightly modified and several more categories be added.

In the 1977 contest, the committee received literally hundreds of entries, many of which were duplications. Hours were spent sorting them out into various categories. It is for this reason that the committee recommended to the board that each auctioneer entering the contest must make his own selection as to which "one" entry he wants to be judged in any particular category. The board approved the recommendation.

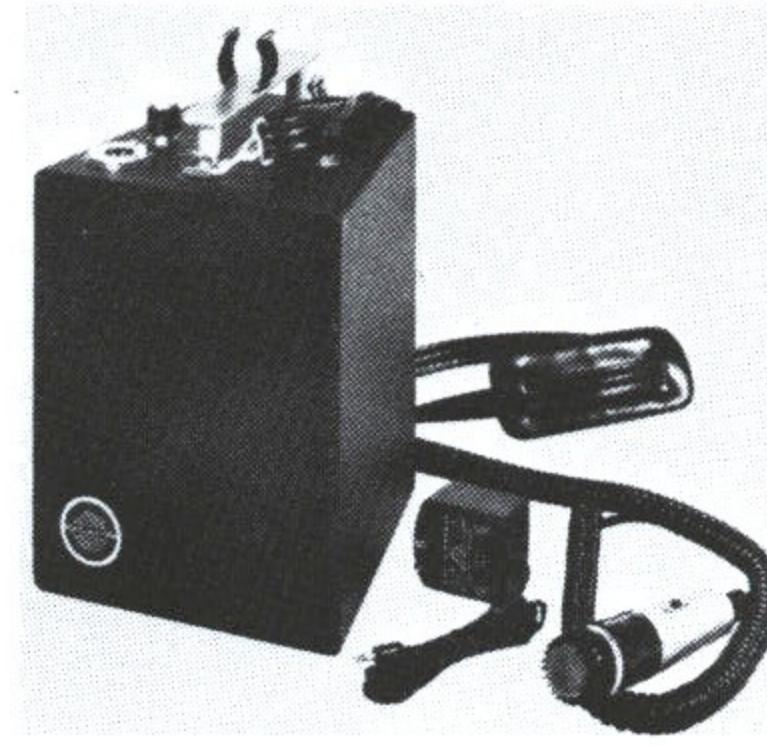
The rules are, at this time, being published so that anyone interested in submitting his advertising entries early, can do so in accordance with this year's contest rules.

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of NAA.
2. Entries must be submitted by July 1 to the home office.
3. Entries must be on current year sales. (July '77 to July '78)
4. Each member entering the contest must select one entry, which he feels he wants to be represented in any of the particular categories. Each entry must be labeled as to which category it represents. All other advertising submitted to the home office will be used for display only.
5. Members of the advertising committee are not eligible.
6. Previous year (1977) winners are not eligible to compete in the category in which they won previously but they may enter any of the other categories.

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Experienced automobile auctioneer wanted.

Live in Florida. We have two auctions weekly in West Palm Beach and Ft. Lauderdale. We've been here twenty years. Need man who would like to live in area permanently. Prefer age 30 to 50. You would be working with four other experienced auctioneers. All replies confidential. Send resume to Ernie Smith, General Manager, West Palm Beach Auto Auction, 3703A South Dixie, West Palm Beach, Florida 33405



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We also have the Model 17 which sells for only \$195. Its power pack lasts approximately 100 hours. It's a honey! Order your choice today.

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June 5-9**

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7. Winners' entries will be returned to the home office and published in the Auctioneer.
8. Awards will be given for first place in each category both for black & white and color entries.
9. Categories will be as follows:
 - a. Commercial & Industrial.
 - b. Farm (an operating farm liquidation).
 - c. Real Estate.
 - d. Antiques.
 - e. "Speciality" (Cataloged Sales).
 - f. Institutional (auction firm promotion).

NAA members are encouraged to send their flyers, brochures, newspaper ads or other types of advertising into the NAA Office as they will be used in the advertising workshop, which will be used to offer everyone the rights and wrongs in advertising. The Advertising Workshop will be held during the 1978 Boston Convention.

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June is Membership Month in the NAA

June has been designated "Membership Month in the National Auctioneers Association" and an all-out effort will be made by many current members to sign up qualified and good auctioneers into the NAA.

The NAA board of directors, at the mid-winter meeting, held in Chicago on January 18-19, 1978, approved the recommendation submitted to the membership committee by director William "Bill" Gaule, that the month of June be designated official "NAA Membership Month".

It is the belief of the board of directors that many qualified auctioneers, those who can and do live by the qualifications now listed in the Code of Ethics of the National Auctioneers Association, should be involved in the programs of the organization.

NAA Membership Month is not a campaign to just obtain members — a member must sponsor another member before he can be accepted. This policy is so stated in the By-Laws of the NAA. But, it is the belief of the board of directors that many outstanding and qualified auctioneers are available for membership, but have not been asked to join.

If every member will sign up one new member, just think what the effect will be to the overall programs of the Association? Better services and more programs can be offered to the individual members if additional members are obtained.

Awards will be presented to the State Association, which shows the greatest number of members, signed during the month of June, 1978. A plaque will be presented to the state making that gain.

The secretary of the State Association, which shows the highest membership gain during June, 1978, will be recog-

nized also. The NAA will present him with a red blazer, which will help recognize him for his efforts. State Association secretaries have been very instrumental in submitting new members' names to the NAA office and this award is one way of offering the top membership producer in June appreciation from the NAA.

"Strength in Numbers" could well be the NAA's motto during the 1978 Membership campaign, but strength is secondary to the importance of having qualified auctioneers become members of the NAA. Won't you help by signing up a new member this year and be a part of the 1978 NAA Membership campaign?

Remember, June, 1978, is NAA Membership Month!

Harvey Lambright, Chairman
1978 NAA Membership Committee

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Planning A Farm Machinery Closeout Auction!

By William L. "Bill" Gaule
NAA Director
Chatham, Illinois

It has been my experience that a successful farm machinery auction starts with the initial contact with the seller. Planning the sale from the very start is most important.

I have found that it is best to date the sale on the first meeting, keeping in mind any other known sales on the date selected and any other event that might conflict such as a large machinery dealer annual open house, etc. Then instruct the seller that you would like to have him prepare for you a complete listing of the machinery he will be offering for sale by year-model-make and all extra features such as: 1970 John Deere 4020 diesel tractor, wide front, 3-pt hitch, factory cab with heater and radio. Also note the hours on the equipment and the hours or date since the last overhaul or major work.

The farmer can usually get much of this information from his depreciation list or other records. This has been helpful to us rather than walk around and try to find every thing that he wants to sell with out any preparation. If you give them a few days to get it all together you can usually save a lot of additions or corrections.

Be sure to get the directions to the sale site correct and make it easy for the buyers to follow. Be sure that you have the correct sellers' name and ask if he wants it advertised as Mr. & Mrs. or as John Doe.

If food is to be served list the name of the church or the vender. After inspecting the property to be sold decide on the best time to start the sale. Remember you have about 3 to 4 hours of prime time to sell and you should, if possible, try to have the sale over with by 2:00 p.m. and no later than 3:00 p.m.

Start your sale at 10:00 instead of 11:00 if you have a lot of small articles that might make you run late. Major machinery should be sold between 12:30 and 2:00 PM for your best sale results. We have prepared a check list that we give to all of our sellers on farm machinery close outs, which has been most helpful. It is as follows:

Check List for Farm Auctions

1. If you have more than one flat bed wagon load of small items, arrange them so that you have the best items on one wagon, next best, etc. Good tools should be put in one area on the wagons.
2. Get all of the machinery and trucks as clean as possible. Remember that most people will be seeing them for the first time. The cleaner it is the more it will bring. Wax the tractors, trucks and if possible the combine. Touch up areas that are rusty. Clean all windshields and cabs, before the date of sale. You will be amazed at how much better they will look and sell.
3. Have the cattle and hogs tested if they are breeding stock. Have the test papers from the Vet sale day. Have enough papers for the buyers if you have to get photostatic copies. Have cattle numbers and glue.
4. Be sure the oil is clean in all tractors, trucks and combines. Buyers dip stick them many times the morning of the sale and if the oil is milky, etc., they may be afraid of them. Be sure the batteries are up so every thing starts the day of the sale. Start every thing the morning of the sale.
5. Have titles notarized the day of the sale or have a notary there. Be sure titles are good. (Deaths, etc., may cause title problems).
6. Arrange your sale so that when we are done selling off of the rack wagons, we can start on a row of the least expensive items and keep getting better until the sale is completed. The rows should be straight and with about 10 feet between each item if possible. Leave room for the truck to turn on the ends.
7. If possible arrange your sale so that when the buyers

first arrive they will see the best items first. Make arrangements to have personnel direct parking if possible. Have portable sanitation unit if possible.

8. Have everything arranged several days before the sale in case of bad weather. You can move the tractors, truck and combine out the day of the sale.
9. Have everything in as good a condition as possible. If anything is broken or needs repair, try to get it fixed before sale day. Sometime new shears or shovels on a good piece will pay for itself many times. Always tell the truth on condition and age as you know it. Never tell a buyer what you expect something to bring. He may be afraid to come and bid on it, in the fear that it will hurt your feelings if he gives what he thinks it is worth. Also he will be afraid to give more if it goes over what you say as he will believe he is giving too much. Some people don't trust their own judgment. Tell them you don't know what it will bring. Just come and bid on it.
10. Once you have dated and listed your sale you will be asked by people that know you to just price one item or so before the sale so they can buy it. Once you start selling off a few pieces, the word gets out that you have sold some of your better items and its always a detriment to the sale. Also if you sell one friend an item before the sale and then turn down the next, you create bad feelings. The best thing to tell them is that it is listed and they will have to come to the sale.
11. Do you have Liability Insurance in case of an accident or Theft Insurance to cover losses?

Be sure that all of the information on the sale bill is correct, such as the year and condition of the equipment. Do not knowingly misrepresent anything.

We try to provide a full service auction for our sellers by supplying the mobile auction unit and driver, a mobile cashiering unit and cashiers, ring men and auctioneers. Additionally we provide a mailing list of all machinery dealers grain elevators, small town banks and other business that would attract notice of posted sale bills.

A mailing list can be obtained quickly by getting all of the phone books in the area, in which you want to advertise and then take from the yellow pages the names and addresses. Have the route to the sale marked on sale day with professional signs stating AUCTION and your name under it.

It is a good idea to have the owner approve any printed

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matter before you have anything printed. We type the sale bill and go over it in detail before we publish any printed matter.

A future article will include some ideas and tips on buyer registration and the auction rules that are listed on the reverse side of the buyers number.

Last but not least after you have had an auction take the time to write a thank you letter to the seller and in it be sure to mention how much you appreciate some special help that he or his wife gave to your crew or auction service. It may be the way that he had the equipment in condition for you or the cookies that his wife made for an after-the-sale-treat.

Let them know you care. It is like playing pool: if you hit the right ball several may roll in later, which you did not plan on!

Alaska's Only Woman Auctioneer, Sally Blakeley Sells 4-H Beef During 1977 Alaska State Fair

"... I really enjoy every part of the NAA so much and enjoy the NAA magazine. Here in Alaska we don't have much contact with other auctioneers," were the words expressed by Sally Blakeley, "Alaska's Lady Auctioneer" of Kenai, Alaska.

Sally attended the Western College of Auctioneering in Billings, Montana, in June, 1976 and since that time has been very active on the Kenai Peninsula. She conducted over 30 auctions during her first year.

As her business grew she needed help and in September, 1977, her husband, Norm, also attended the Western College of Auctioneering and together they offer each other good help.

Sally was quite proud when the 4-H of Alaska asked her to auction the 4-H beef at the Alaska State Fair in August, 1977, in Palmer. Each year the Fair officials select one auctioneer from the state. It was a great experience for



ALASKA'S LADY AUCTIONEER, Sally Blakeley, donated her time and services to help 4-Hers receive top dollar for their animals during the 1977 Alaska State Fair. Sally, an auctioneer since 1976, and her husband, Norm, an auctioneer since 1977, are both enjoying the auction profession in the U.S.A.'s most northern state.

Sally and one she'll never forget.

Sally received good promotion from her Fair experience as her photo, in addition to good coverage of the sale, was published throughout the state in newspapers.

During the sale, the Grand Champion steer sold for \$4.30 per pound. That price was exciting to the Blakeley's as explained by Sally: "It is much more difficult to raise beef in Alaska than in the lower 48. The 4-H program is fairly new in Alaska and by getting such a good price for the beef, it encouraged many other young people to get involved.

"I was happy to be a part of all this. Auctioneering has given me so many opportunities to help others and that is one of the things I like best about it."

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This copy partially compiled by Ed Vierheller, Graduate 1960, and past member, Board of Directors, National Auctioneers Association.

WRITE:

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1978 Chicago Seminars Attracts Nearly Fifty NAA Auctioneers To Snowy, Cold and Windy Chicago

Snow, cold (nearly zero degrees) temperatures and the "Windy City's" weather did not dampen the enthusiasm of nearly 50 NAA auctioneers who attended the 1978 Chicago Seminar at the Hyatt Regency O'Hare hotel.

The three-day seminar included registrants from the following states: Georgia (1); Illinois (9); Indiana (6); Iowa (3); Kansas (2); Michigan (3); Minnesota (2); New York (1); Ohio (4); Oregon (1); Washington (1); West Virginia (2) and Wisconsin (5). Included in the numbers above were six wives who registered for the seminar, even though others also journeyed to Chicago with their husbands.

R. A. "Dick" Mader, NAA director from Gillette, Wyoming, led off the seminars on Monday morning with his presentation on Real Estate Appraisal and Real Estate at Public Auction. Dick was very informative and allowed ample time for questions. His session ended at 4:30 p.m.

Two capable auctioneers made presentations on Tuesday, January 17: Larry Hedrick of Statesville, North Carolina, made the presentation on and put special emphasis on starting an Auto Auction. He emphasized the importance as to location, size of lot, building facilities and other items of importance to anyone interested in auto auctions. He also offered pitfalls, which can happen in the auto auction business and cautioned auctioneers to stay alert at all times. Larry ended his session at 11:45 a.m. on Tuesday.

Dennis Kruse of Auburn, Indiana, gave his presentation on Classic Cars at Auction at 1:30 p.m. on Tuesday. He very capably presented information on how the Kruse Family auction firm became involved in Classic Car auctions and related a typical day at the firm's business.

He emphasized very thoroughly how big money can be made in a very quick time, but also how it can be lost just as quickly even though the planning has been very carefully done. The Classic Car presentation ended on Tuesday at 4:30 p.m.

During the evening hours on both Monday and Tuesday (January 16-17) C. E. "Chuck" Cumberlin, NAA 2nd Vice President from Brush, Colorado, gave fine presentations on Bid Calling and Voice Analysis. He did an extremely fine job of helping the registrants with their individual "do's and don'ts" as it fit each registrant's needs. Both sessions were scheduled to end at 10:30 p.m., but they ran far past the intended time period. Good enthusiasm and high interest were paid to Chuck's presentations and assistance.

Robert "Bob" Frey of Archbold, Ohio, gave an all-day session on Wednesday, January 18, on Selling Farm Implements and Heavy Equipment at Public Auction. Bob related to the registrants on how his firm had its start in the busi-

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

By RUSSELL KRUSE

A book every auctioneer should have in his possession. Prepared for practicing auctioneer and the student or beginning auctioneer.

CHAPTER HEADINGS

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| 1. Bid calling | 9. Insurance |
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| 3. Contracts | 11. Fees — Commission |
| 4. Sale summary | 12. Appraising |
| 5. Uniform commercial code and auctioneer liability | 13. Land description and surveys |
| 6. Reserve bidding | 14. Working together |
| 7. Advertising | 15. Definition of 276 terms and words every auctioneer should know or have available |
| 8. Ringman | |

Price of book \$5.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. WRITE: Kruse Office: 305 South Union Street, Auburn, Indiana 46706.

ness, up through the present-day operation. He offered good information on how and when to advertise. He also described some of the hazards of selling farm implements and heavy equipment at auction, discussed the bad-checks situation, misrepresentation, etc. Bob Frey's presentation ended at 4:30 p.m., which also was the conclusion of the 1978 Chicago NAA Seminars.

Many of the registrants, who are members of the NAA board of directors, remained in Chicago for the winter meeting of the NAA board of directors.

Comments made by registrants indicate the interest auctioneers have in "continuing education" programs. Many, though not presently involved in the particular aspect of auction sales, which were scheduled in Chicago, registered to learn how others operate their business, in hopes of using some of their techniques in their own related field. Good information was available to anyone in the auction specializations, whether it is real estate, auto or classic auto, or farm machinery and implement sales at auction.



OUTSTANDING AUCTION-topic presentations were given by the five NAA members pictured above, from left to right on both sides of the photos of the 1978 Chicago NAA Seminars registrants: Dennis Kruse (Classic Car), Bob Frey (Farm Implements and Heavy Equipment), Chuck Cumberlin (Bid Calling and Voice Analysis), Larry Hedrick (Auto) and Dick Mader (Real Estate). The other two photographs show the attention given by registrants to the instructors.

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Pennsylvanians Nearly Snowed Out During 1978 Convention, But Many Still Attend for a Fine Meeting

By Wylie Rittenhouse
Uniontown, Pennsylvania

Our convention was nearly snowed out, and three speakers from Ohio were not able to get there due to the severe winter storm, but nearly 100 auctioneers attended the 1978 Pennsylvania Auctioneers Association convention in Harrisburg on January 27-28.

Very few PAA members were able to attend from the western part of the state.

With the loss of the three speakers, PAA President Ralph Zettlemoyer prevailed on Grover Howell, past NAA president from Houston, Texas, to address the Saturday evening banquet after he already lectured on bankruptcy sales on Saturday morning. He graciously accepted and all who attended were impressed with his ability. He did a super job in this part of the program, making the entire convention quite successful.

The Auctioneer of the Year Award was presented to R. M. "Pete" Stewart from Armagh, Pennsylvania. Pete conducts a general auction business in the Indiana County region with offices in Indiana, Pennsylvania. He has been in the auction business in excess of 25 years and is also a real estate broker; president of the Indiana County Real Estate board; and a member of the Pennsylvania Licensing board. He is a past president of the Pennsylvania Auctioneers Association.

A very knowledgeable auctioneer in auction legislation, he also has displayed extraordinary effort in creating good will, integrity, hard work and devotion, through the years, which has made him a very busy person in the auction business.

Attorneys, judges and businessmen alike seek his counsel every day. A son, Charlie, has now joined his father in the business. Pete's wife, Ann, has been a devoted helper, clerk and cashier throughout the years.

The Stewards, in addition to their son, have two married daughters: Judy and Linda.

New officers elected to serve the new year include: Ralph Zettlemoyer, president; Larry Reed, vice president; and Clay Hess, secretary-treasurer.

Directory Omissions Five Members' Names Omitted From 1978 NAA Directory

Five NAA members have reported to the NAA Office that their names were omitted from the 1978 NAA Directory. There was no apparent reason for the omission of the names and it obviously was caused during the printing process.

Please clip, if possible, or add to your Directory the following names, all of whom have remained in good standing and should have been continued in the listing:

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OREGON

HEALY, JACK, Box 1, Moro 97039

WISCONSIN

SCHOEBEL, KEN, Route 1, Theresa 53091

CONVENTION DATES

March 27 — New Hampshire Auctioneers Association Spring Meeting, DeNauw's Restaurant, Concord Heights.

March 30-31 — Illinois Auctioneers Spring Convention, Fairview Heights.

April 2-3, — Kentucky Auctioneers Association, Hyatt Regency House, Lexington.

April 15-16 — Kansas Auctioneers Association, Silver Spur Lodge, Dodge City.

April 28-29 — Montana Auctioneers Association, Outlaw Inn, Kalispell.

May, 1978 — South Carolina Auctioneers Association, Quality Inn Motel on I-20, Columbia.

May 6-7 — Missouri State Auctioneers Association.

May 6-7 — Nebraska Auctioneers Association, Ramada Inn, Grand Island.

May 6-7 — Oklahoma State Auctioneers Association, Holiday Inn — East, I40 & Sooner Rd., Midwest City.

May 14-15 — Alabama Auctioneers Association, Gadsden.

June 8-9 — Wisconsin Auctioneers Association, Holiday Inn, Highway 41 & 151, Fond du Lac.

June 10-11 — West Virginia Auctioneers Association, Cedar Lakes (FFA-FHA Camp), Ripley.

June 11-12 — Tennessee Auctioneers Association, Holiday Inn, Gatlinburg.

June 16-17 — Texas Auctioneers Association, Hilton Inn, McAllen.

JULY 19-22 — NATIONAL AUCTIONEERS ASSOCIATION, BOSTON SHERATON HOTEL, BOSTON, MASSACHUSETTS.

November 5-6 — New York State Auctioneers Association.

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Dear Ladies:

Our hearts are sad and concerned for all of the people in the blizzard areas. We thought last year was bad, but this one has it beat. Roads closed and food being air lifted just seems impossible.

Our son, Mike, who is a math teacher in high school has already missed quite a few snow days.

In view of all this bad weather, we sure picked a good winter to spend a couple of months in Florida. We have been in Lakeland since December 31st.

After having Christmas dinner with our family, we packed the van and started for the sunny south. We sort of limped in though, because we had dirt in our gas. We stopped three times for help and finally had to have the gas tank taken off and cleaned out. This, of course, delayed us quite a bit.

Since reaching Lakeland, though, we have been busy with different activities, such as touring the state quite a bit; going to sales and just enjoying the sun when it is out.

Of course the weather here is affected by the cold fronts from the north. The citrus growers are really watching the weather when it gets cold. They stay up and light the heaters and spray with water and hold their breaths, I think.

We certainly are enjoying the citrus fruit here. It is delicious! Our friend Col. Russ Beebe gave us some tangelos and another friend in Fort Lauderdale gave us grapefruit. I tell you, we thought we had found the gold at the end of the rainbow.

I will look forward to seeing all of you ladies in Boston in July. I consider the ladies of the Auxiliary should really be praised for the work they put in at the convention to make them pleasant for the whole family. The ladies luncheon is a highlight for me at the convention.

We had a super time last July in Washington and we look forward to doing the same in Boston. See you all later.

Marian Barnicle

Greetings from Virginia:

"Time and Tide waits for no man" is certainly a true saying. When one is to get an article to the National Office by the 10th one suddenly finds time is gone. I hope when the next AUCTIONEER arrives in your home, the weather will be much better. Even though we have been spared the terrible blizzards, we have missed school for the past four weeks due to snow and cold weather.

Morris and I are enjoying having Sid, our son, home with us during the month of February. He is in his last semester of pharmacy school at MCV in Richmond and one of his internships was near home. Since I'm racing against time, I'm enclosing an article that I believe contains many truths for all of us:

THE ART OF GETTING ALONG

Sooner or later a man, if he is wise, discovers that life is a mixture of good days and bad, victory and defeat, give and take.

He learns that it doesn't pay to be a sensitive soul — that he should let some things go over his head like water off a duck's back.

He learns that he who loses his temper usually loses.

He learns that all men have burnt toast for breakfast now and then, and that he shouldn't take the other fellow's grouch too seriously. He learns that carrying a chip on his shoulder is the easiest way to get into a fight.

He learns that the quickest way to become unpopular is to carry tales and gossip about others.

He learns that most people are human and that it doesn't do any harm to smile and say "Good Morning" even if it is raining.

He learns that most of the other fellows are as ambitious

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as he is, that they have brains that are as good or better, and that hard work, and not cleverness, is the secret of success.

He learns that it doesn't matter so much who gets the credit as long as the business shows a profit.

He learns to realize that the business could run along perfectly without him.

He learns to sympathize with the youngsters coming into the business, because he remembers how bewildered he was when he first started out.

He learns not to worry when he does not make a hit EVERY time, because experience has shown him if he always gives his best, his average will break pretty well.

He learns that no man ever got to first base alone and that it is only through cooperative effort that we move on to better things.

He learns that the fellows are not any harder to get along with in one place than another, and that "getting along" depends about 98 per cent on himself.

Anonymous

Mrs. Morris (Velda) Fannon
Pennington Gap, Virginia

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President Higgenbotham Visits With New England Auctioneers During Fall Convention Planning Meetings

NAA President Marty Higgenbotham visited Boston in the fall to talk with members of the New England Auctioneers Convention Committee, which is working on the 1978 NAA convention, to be held in Boston on July 19-22. Present at the meeting, which was held at the Sheraton Boston Hotel were William Josko, NAA Director from Connecticut; Roger Houle, President of the Rhode Island Auctioneers Association; Geo. A. Martin, Secretary of the Maine Auctioneers Association; George Michael, Secretary of the New Hampshire Auctioneers Association; Walter Flatow, former President of the Vermont Auctioneers Association, and Bill Moon, of North Attleboro, Massachusetts, who is the 1978 NAA Convention Chairman and his assistants, Leonard Scheinfeld, Jack Armstrong Hilditch and Ron Maynard.

Also in attendance was Harvey McCray, Executive Director and Secretary of the NAA. Both he and President Higgenbotham were given a tour of Boston by George Michael to see the sights and places where NAA members may wish to go to entertain themselves during the convention spare time. After almost a day of sessions with the hotel management, which will be supervising the convention at the Sheraton Boston next year, Marty and Harvey were driven to New Hampshire to attend the Fall meeting of the New Hampshire Auctioneers Association. Both addressed the over 100 auctioneers in attendance from four states. A full discussion was held on the convention.

The President was asked to auction off some donated "goodies" so all could hear him sell. He quickly raised \$115 for the NHAA treasury with the sale of some silver dollars, bowl, pitcher, paintings and an NAA belt buckle.



A PAINTING was auctioned by NAA President Marty Higgenbotham during the fall meeting of the New Hampshire Auctioneers Association. Proceeds for the auction are to be used to support the New England Auctioneers Associations in their effort to co-host the 1978 Boston Convention. Watching Marty sell were, from left to right, George Martin secretary of the Maine Auctioneers Association; Harvey McCray, NAA Executive Director; and Foster Peverley, President of the New Hampshire Auctioneers Association.

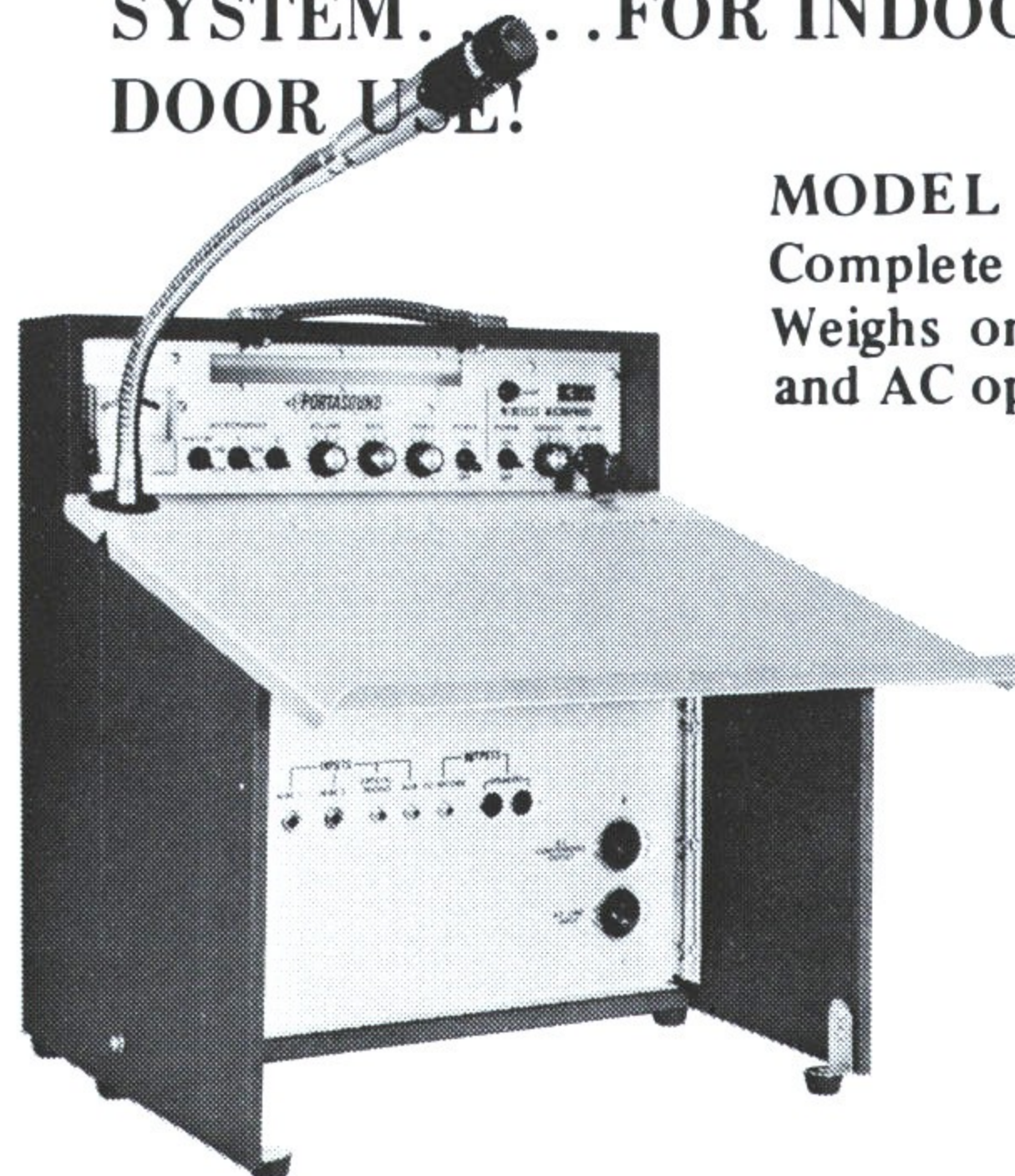
The next meeting of the New Hampshire Auctioneers Association will be held on March 27 at DeNauw's Restaurant, Concord Heights, on Route 202 in Concord, New Hampshire. The social hour will begin at 5:30 p.m., followed by the dinner and meeting, which begins at 6:30 p.m.

The New Hampshire Auctioneers will conduct a fund

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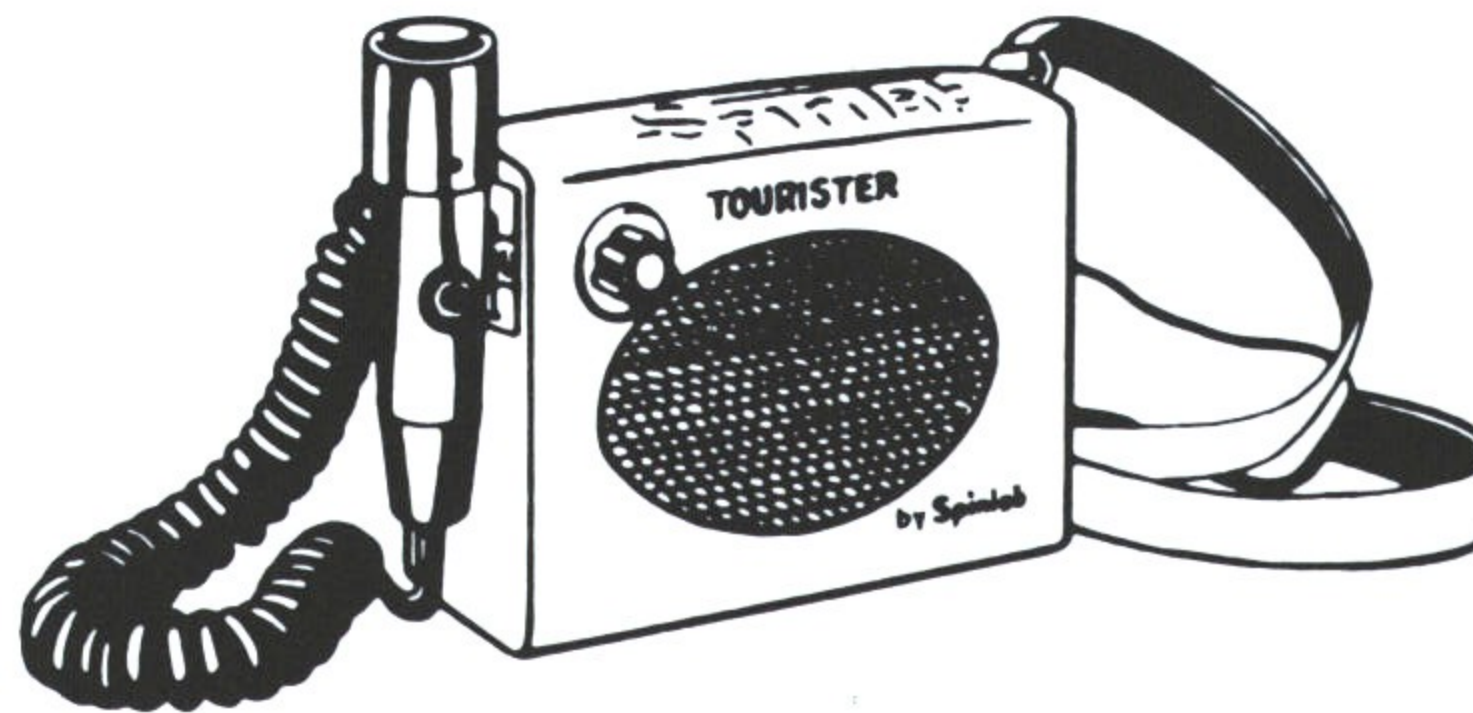
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COMPARING NOTES on the activities of the two presidents are, from left to right, Foster Peverley, President of the New Hampshire Auctioneers Association, and Marty Higgenbotham, President of the NAA.



PROMOTING THE ORLANDO SEMINAR, during the social period, which preceded the New Hampshire Auctioneers Association meeting, was NAA Executive Director Harvey McCray to the Emory Sanders (both pictured right). The Sanders will spend their winter vacation while attending the 1978 Orlando NAA Seminar.

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Each NHAA member is being asked to donate three items, worth at least \$20 each, and each auctioneer will sell his own item.

Any and all auctioneers are invited to the meeting (March 27) and the auction (April 7). For reservations or information, contact George E. Michael, NHAA Secretary, Evergreen Drive, Merrimack, NH 03054 (or phone: 603 424-7400).

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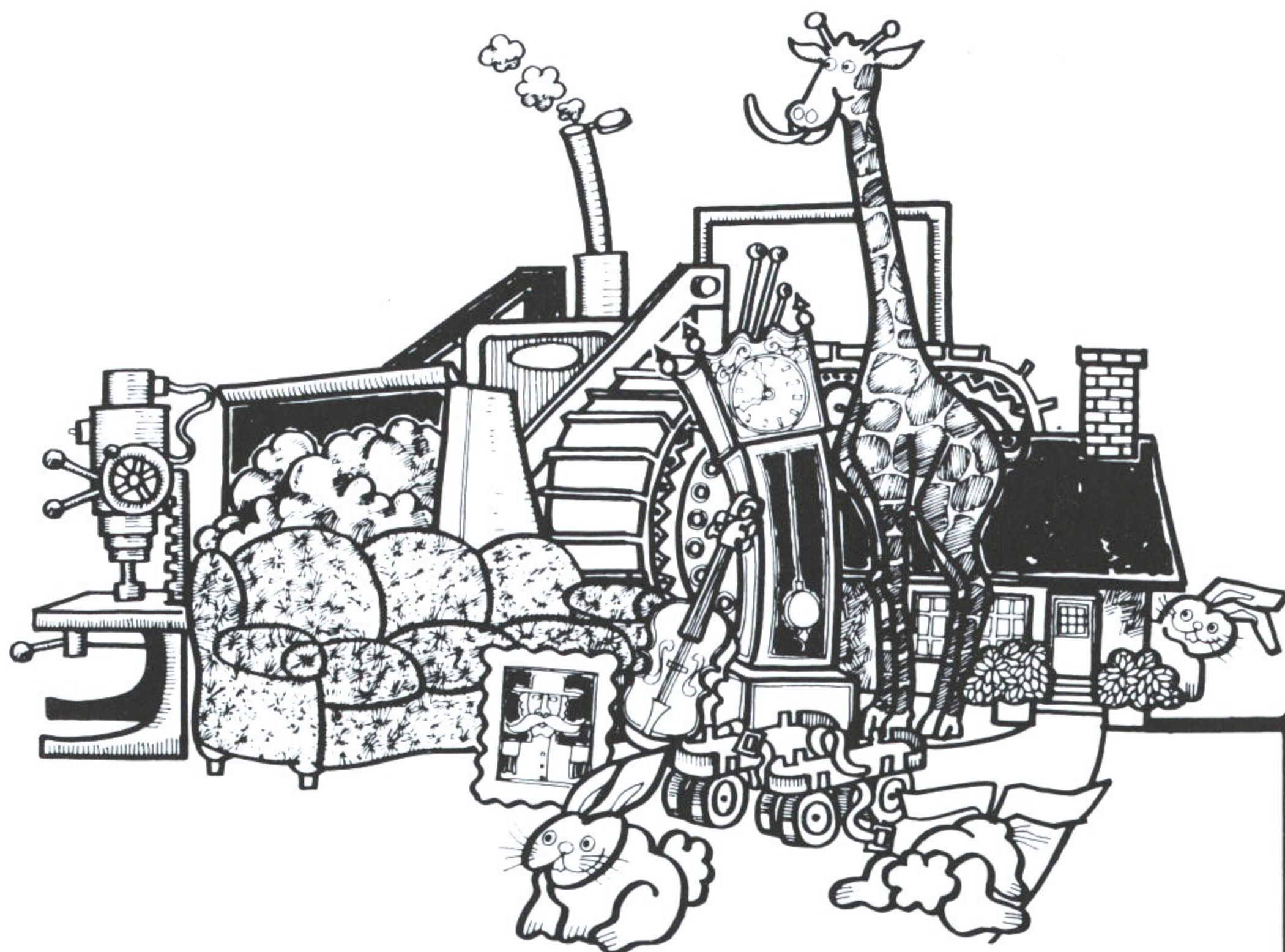
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Source: *Markets in Focus/Chicago, 1975 Sunday, single issue
**Chicago Newspaper Classified Advertising Ads and Lines Report, first eleven months 1977
***ABC Publisher's Statement, Period ending March, 1977

The Knowledge of What CPR Is Can Be Useful to Auctioneers

CPR: What, when and why? Answers to this question can be very useful and helpful to auctioneers, says Joseph "Joe" Griffith, husband of NAA office secretary Cheryl Griffith. Joe is a CPR Instructor for the Nebraska Heart Association, Lincoln, Nebraska.

CPR stands for Cardio (heart) Pulmonary (lungs) Resuscitation (revive) and is a method of establishing circulation of blood and movement of air in and out of the lungs in a person who is not breathing and/or whose heart has stopped.

That may sound difficult, but the actual procedure is fairly simple, once you learn it.

Almost everyone has watched while the doctors or rescue people on television have started mouth to mouth breathing (resuscitation) and begun pushing on the patient's chest to keep his heart going. That is CPR. All it takes is a short class, usually four to five hours, to learn what to do. The length of the class may vary according to who is giving it.

When to Use CPR

CPR can be used anytime there is an unexpected death. A person can stop breathing and/or his heart may stop for many reasons. Included among these are: heart attack, drowning, suffocation, electrical shock, bug bites, bee stings and overdoses of alcohol or drugs.

As soon as a person stops breathing and his heart stops, he is said to be clinically dead. But, his brain and body parts are still alive. Some parts of the body can stay alive for hours without oxygen. The human brain, however, needs a continuous supply of oxygen rich blood. Therefore, after approximately four minutes without oxygen, the brain cells start to die. After approximately four to six minutes there is most likely irreparable brain damage of some type. After four to six minutes, the victim is said to be biologically dead.



If, in the first few minutes, someone starts CPR, oxygenated blood is being supplied to the brain and the person can be kept alive until the rescue squad arrives; the patient reaches the hospital or he starts breathing and his heart starts beating on his own.

Why CPR? To Save A Life!

Why does this article appear in THE AUCTIONEER? You as auctioneers and employees of auctioneers are in a position to do the most good if someone was to have a heart attack in the auction crowd, and hopefully you always have a crowd. What happens if someone was to fall in the farm pond at your next sale; was to get bitten by a bee in your auction facility or auction barn or; get shocked by the old wiring in the building of that property you're selling. It can happen anyplace, anytime.

Remember, death does not discriminate between customers and family.

You can contact The American Heart Association, The Red Cross or the community college in your area and ask about CPR.

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Joseph W. Griffith
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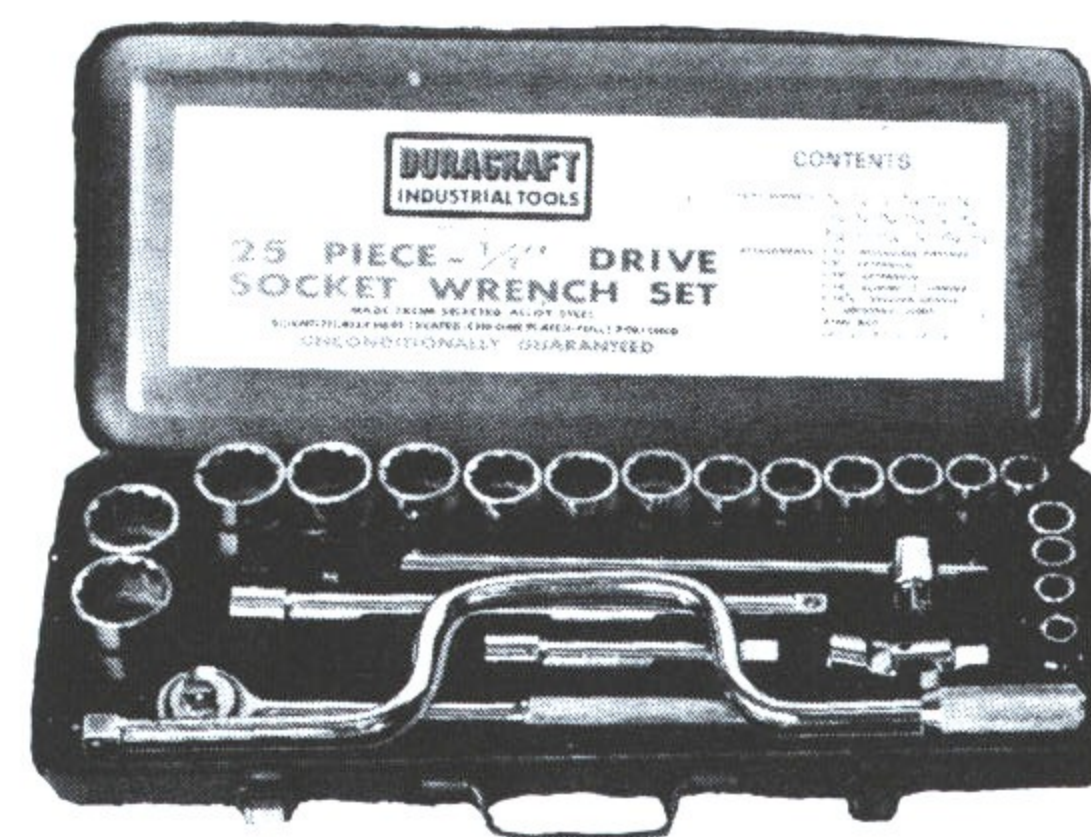
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New Officers Elected . . .

STATE ASSOCIATION OFFICERS

The following list of State Association Officers were elected since the last listing of State Association Officers was made in a previous issue of THE AUCTIONEER. Periodically in THE AUCTIONEER magazine a complete listing of State Association Officers will be published and the following were elected since that listing:

Michigan State Auctioneers Association — President: Brent Wilber, Rt. 4, Bronson 49028; Secretary: Brent Belcher, 148 West Michigan Avenue, Marshall 49068

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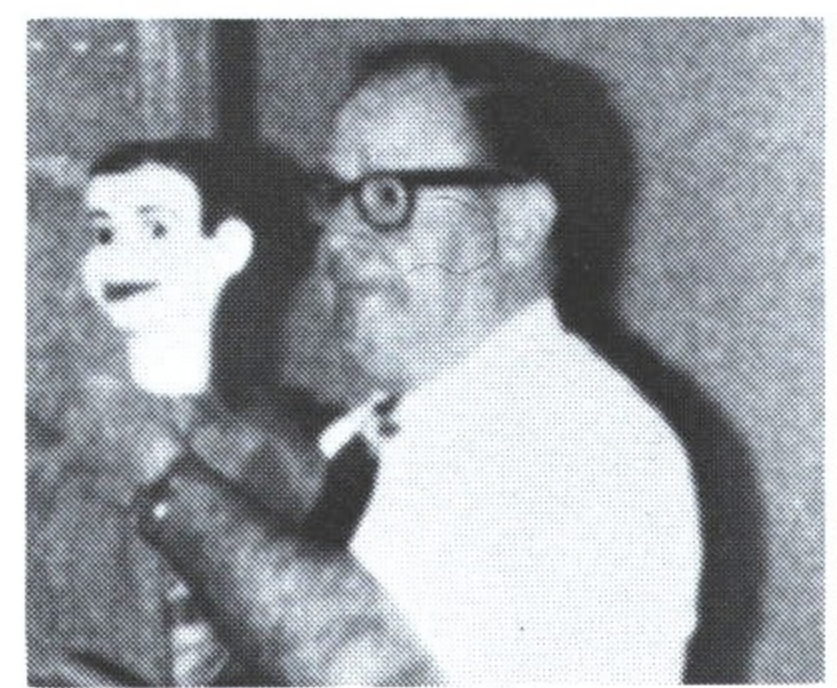
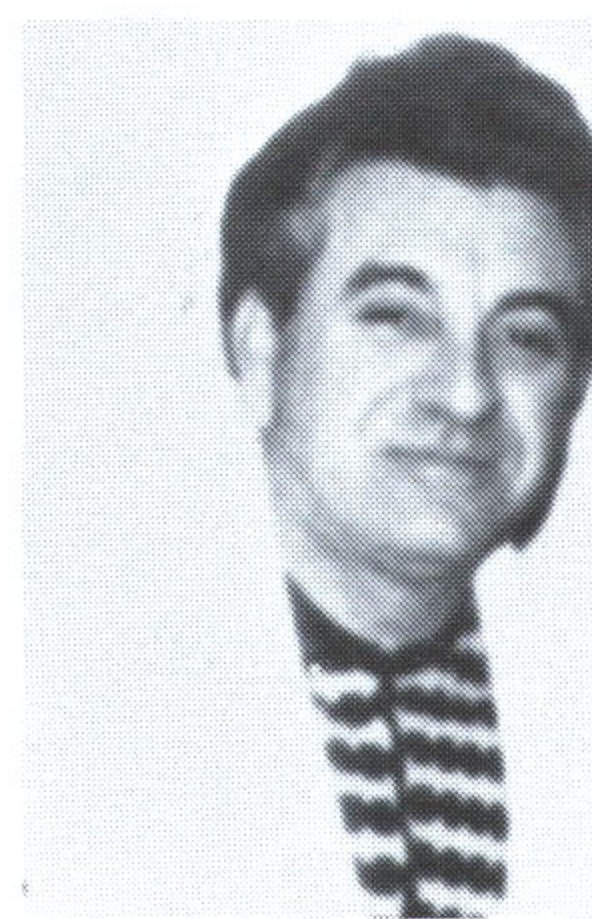
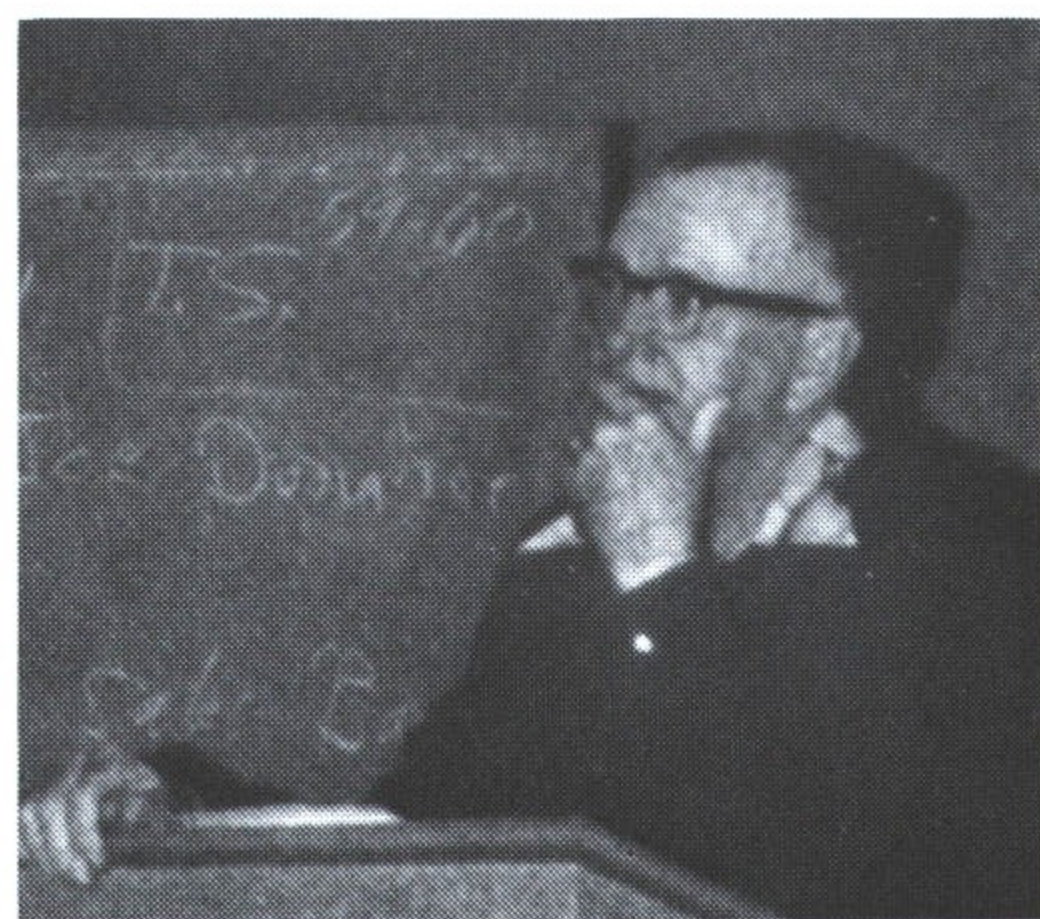
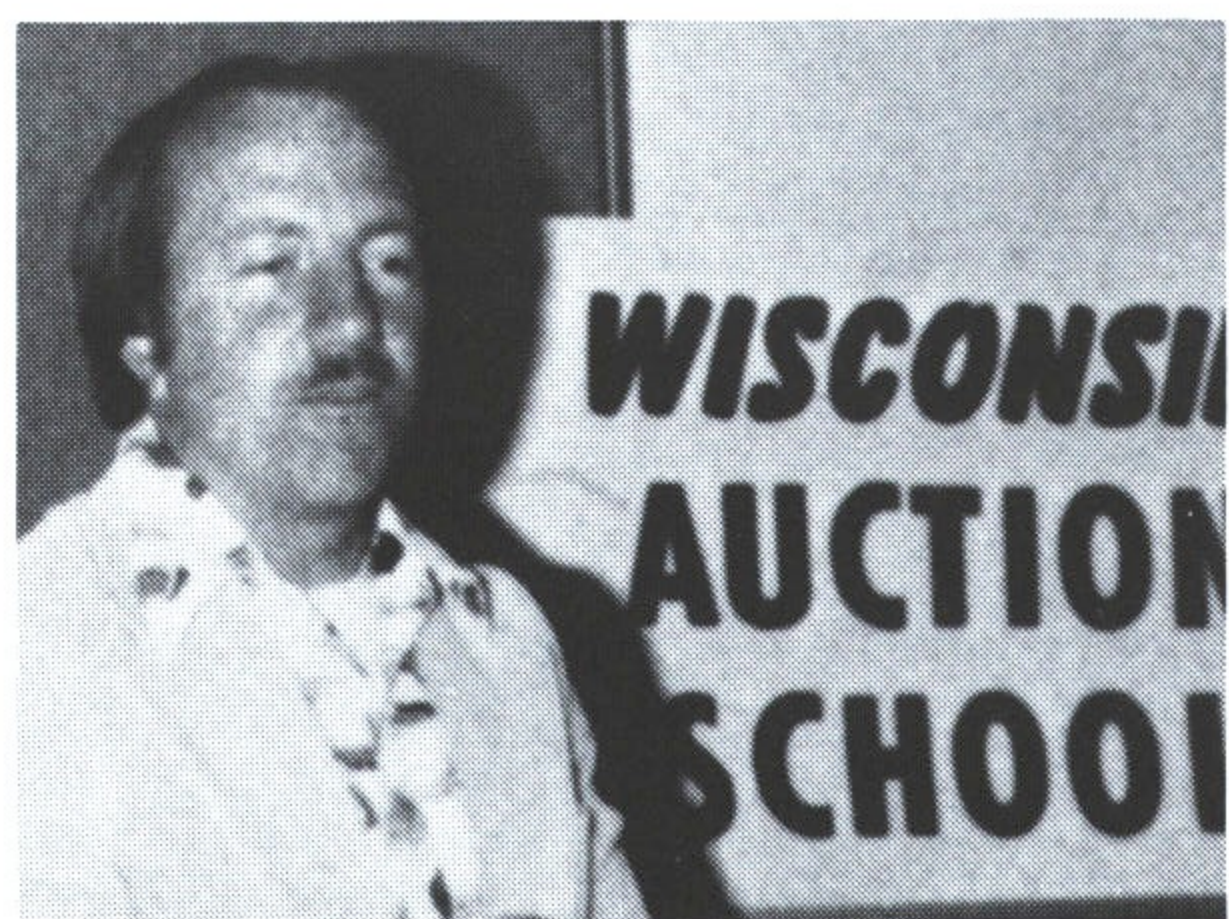
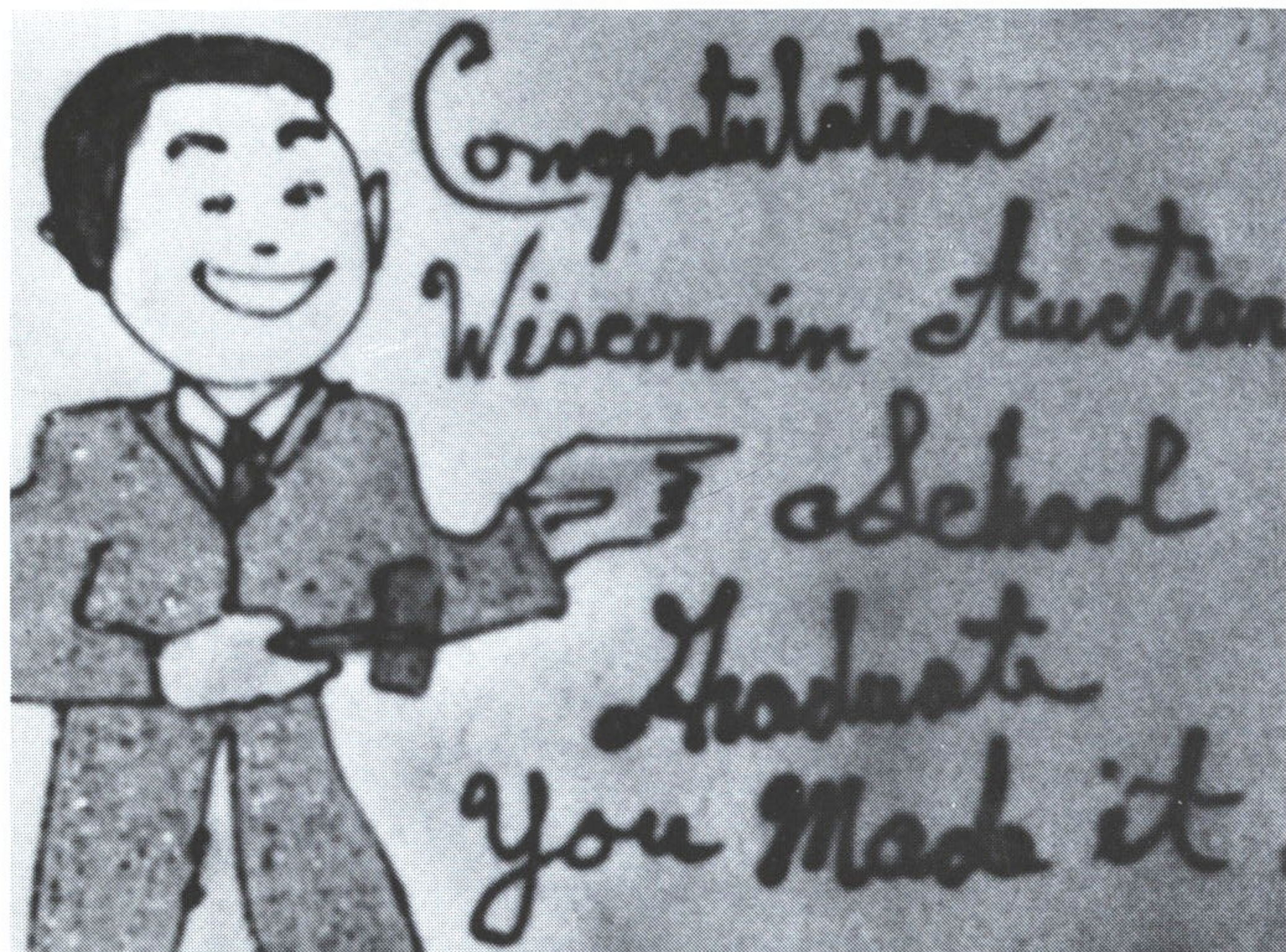
BID GETTERS (Third Edition)

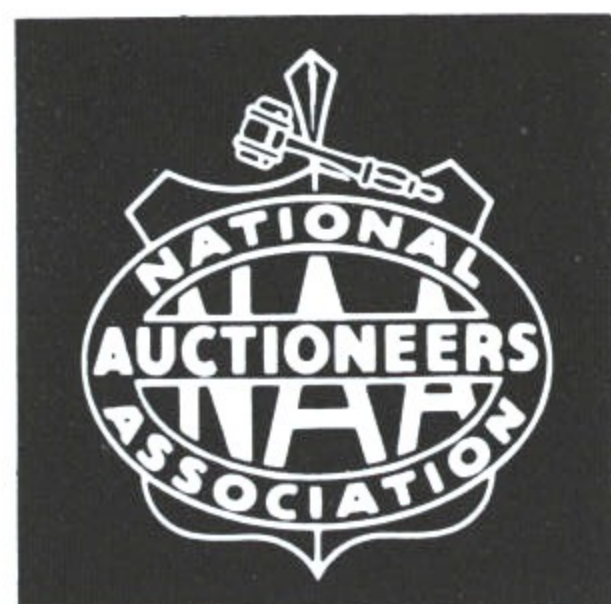
is a 132-page book loaded with 3,342 sayings, quips, laughs, ribs, banter, bits, etc., mostly one-liners collected from 100's of auctioneers all over the U.S. and Canada during a 53-year period. Bid Getters is written to do two things:

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Auctioneers in the News

Cover Story . . .

Auctioneer Darlin Stars in Movie

The movie "Black Beauty", a children's classic, has recently been filmed in Lexington, Kentucky, and NAA Auctioneer John R. Darlin was hired to star as the film's auctioneer.

Auctioneer Darlin wrote, "Universal Studios hired me over several actors after I pointed out that their lines were not authentic. We rewrote the lines and a 'real' auctioneer received the part".

The children's classic film was filmed in Lexington by Universal Studios of Hollywood, California, for television viewing. The film was to be shown in either late January or February, 1978 and was slated to be shown on the children's hour of 7:00-8:00 p.m. in five, one hour series (Monday thru Friday).

John Darlin was proud to represent the NAA before the more than 30-million viewers. His only concern was Universal cutting his part out because it was so much fun and an experience he will never forget. He concluded:

"It probably was the largest and most interested crowd I'll ever have at a sale in my life!"

Auctioneers in the News Continued



JOHN R. DARLIN starred as the auctioneer in the children's classic film, *Black Beauty*. NAA member Darlin is shown above on location in Lexington, Kentucky, in October, 1977. Universal Studios of Hollywood filmed the classic.

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Auctioneers Are Favorite Subjects For News Features and Editorials; Several NAA Members Highlighted

The NAA Office has received several news articles, in which auctioneers are being featured. It is obvious that the auction method of selling and the unique manner in which an auctioneer can "capture a crowd's attention and interest" is of interest to everyone.

Auctioneers have a program to sell to the public and the public likes it, evidently. Well written and edited articles can do much good for the image of the auction profession, and the National Auctioneers Association, and some of the recently received news articles are highlighted below:

Williams Elected to Chamber Board

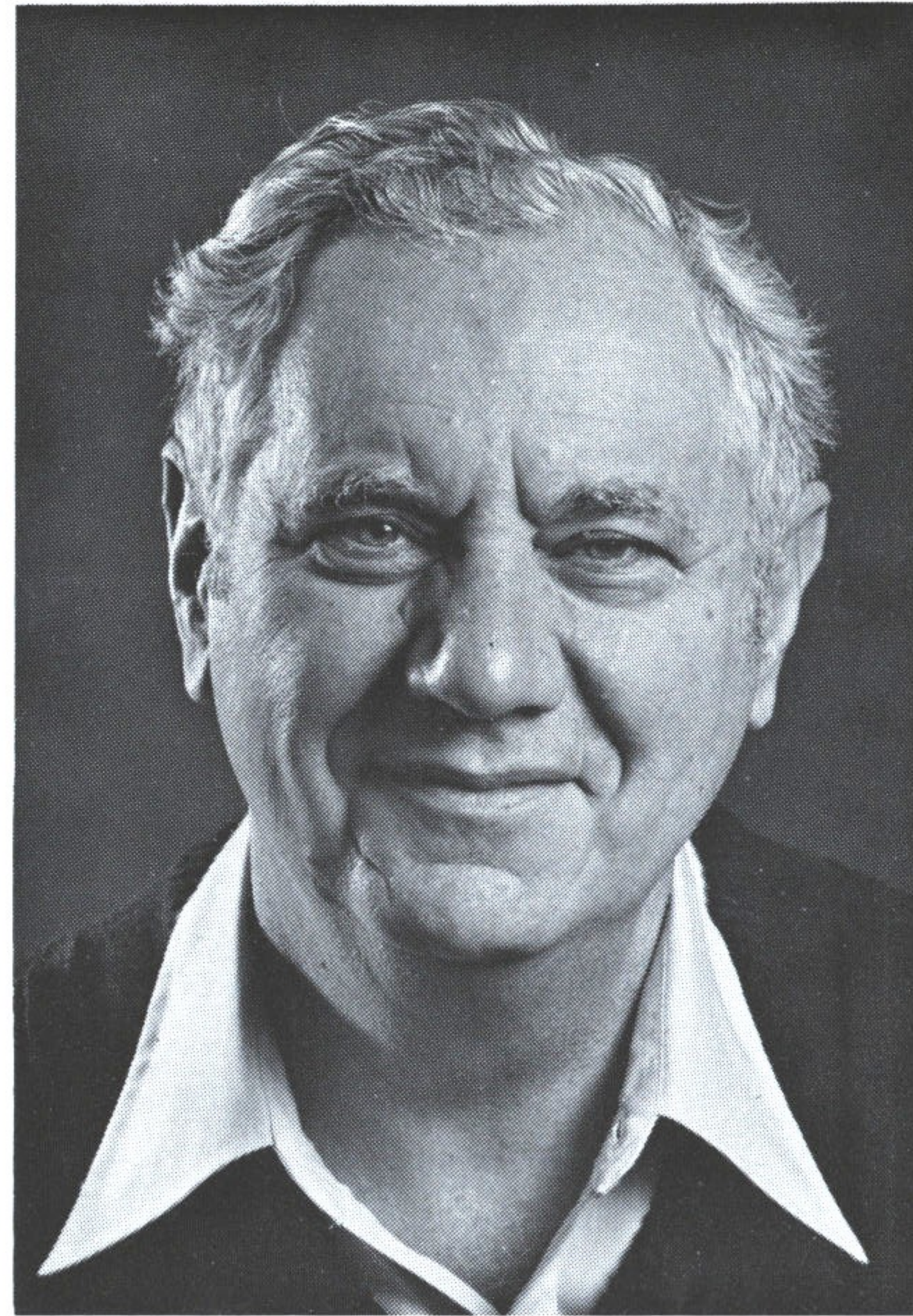
Involvement in community affairs is one of the best methods — public relations program — of becoming known in the community and Arthur A. Williams of North Plainfield, New Jersey, is becoming known for his work in the Plainfield-Central Jersey Chamber of Commerce. He recently was elected to serve on that Chamber's board of directors.

He has been elected chairman of the retail division and will be a member of the Chamber's Executive Committee as vice president of retail affairs.

Auctioneer Williams has served as chairman of retail promotions for downtown Plainfield and has previously served as chairman of the retail division in 1959, 1960 and 1974.

NAA Director Wade Offers Information On Appraisals in Texas Newspaper

"The Cross Timbers Basin Citizen" section of the Dublin (Texas) Progress newspaper told, in an article featuring NAA



Arthur A. Williams

director and Texas Auctioneers Association president Bill Wade offered in big headlines, "How To Get More For Items". The headline also referred to Bill as the Texas Association president.

Bill was in Stephenville, Texas, to appraise various family's antiques and the paper took the opportunity to promote the auction method of selling and the value of having the items appraised.

The article was very thorough; provided good informa-



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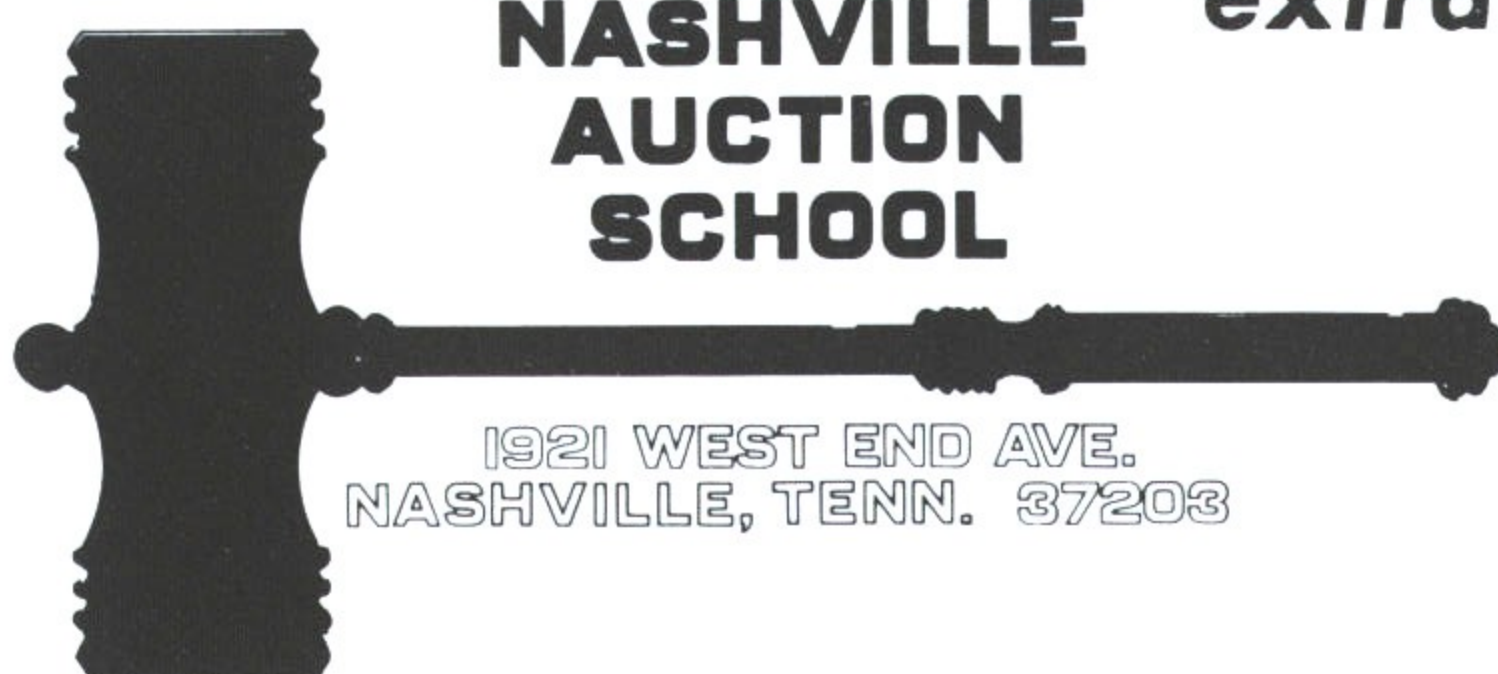
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tion for anyone who wants or needs to sell an estate and the proper procedures to follow in doing so, in addition to offering some information about the new proceeds, which the seller will get after taxes and sale costs.

He also pointed out the values of many items, which are being sold at auction today, with the statement, "American antiques have really increased in value. You occasionally find sleepers, but not often. Some things will go for a price that will be dirt cheap. Others will go at a surprisingly high price, because it is exactly what somebody wants."

Bill remembered, in the article, "when he bought a Pepsi Cola tray for a dollar. When he sold it for \$10 he felt like he had done all right. It changed hands several more times, and finally brought \$2,000 from the Pepsi Cola Company."

The article concluded with another statement by Bill: "This work is such a pleasure. You never know what you'll find when you get to appraising a place. And you can't always tell from the neighborhood what you'll find there."

St. Paul Dispatch Features Marty

The St. Paul Dispatch newspaper's local and regional news section featured G. C. Marty of St. Paul in the December 8, 1977, edition. Headlines showed, "This 'master of mouth' sells it all" and "Auction: The colonel is king".

The feature article, a three-column, three-photo layout

on one page and a five column continuation on the next page, described auctioneer Marty's performance. Good publicity was received for his auctions, held three nights a week in his Auction City, and how he "defies the odds of salesmanship in a tumultuous, perpetual bargain basement spiel that makes a Macy's basement splash look like a Golden Age sit-in."

"At the rate of 125 articles per hour, Marty auctions off everything from caskets to '34 Cadillacs to pet snakes to scraggy couches to 17-year-old refrigerators that need 'just a little fixin'."


Interviews by the newspaper's staff writer allowed Marty to offer information about the many styles of auctioneers, the many different specializations, and his authority (license) to sell to the public at public auction.

Dallas Morning News Features McClellan

The "Trend" section of The Dallas Morning News, Wednesday, January 18, 1978, gave good space to the auction mannerisms of Jerry McClellan of LaPorte, Texas. The headlines read: "Who'll give me 60, 60, 60? 'This old hill-billy boy' auctions his-and-her hoes, stuffed cows from freak shows — and English antiques".

The three-column article related to his auction style, how he became interested in the auction profession, and his goals. He compares his auction business with two other well-known American citizens, Elvis Presley and Billy

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Graham, when he stated he wants to be the best auctioneer there is. "My heroes are Elvis Presley and Billy Graham; they started out hustling, worked hard and tended to their own business."

Fine Primitives Auction Held in Massachusetts By the Louis Cook Firm

Louis Cook, "The Country Auctioneer" of Halifax, Massachusetts, reported that he held an auction of primitives on January 14, 1978, at the Cook's Auction Gallery in Halifax.

Among the items sold: a Pennsylvania Dutch caas — \$1,500; ladder back — \$175; bannister back — \$325; collection of block planes — \$200; Shaker chair — \$275; winged claw and ball feet love seat — \$200; small box of valentines — \$120; copper lustre pitcher — \$35; antique sewing basket — \$110; foot warmer — \$40; and a salt box — \$85.

College-owned Riding Farm Sold For \$385,000 at December Auction

A horse farm, owned by Radford College of Radford, Virginia, which was used for the riding program of the college, was sold at public auction on December 17, 1977, for a total price of \$385,000.

A large crowd attended the auction, in spite of bad weather, which was held on the premises at the horse barn near Radford. The sale was conducted by Carl N. McNeil and Ralph E. Martin of McNeil Real Estate and Auctioneers, Inc., Christiansburg, Virginia.

Prospective bidders were present from the states of Virginia, Maryland and Kentucky. The successful pur-



THE RADFORD COLLEGE riding farm was sold at auction by the McNeil Real Estate and Auctioneers, Inc., of Christiansburg, Virginia and was sold for \$385,000.

chasers were two brothers and their step-father. One of the brothers was from Roanoke, Virginia; the other brother from Northern Virginia; and the step-father from Salem, Virginia.

The sale was subject to the approval of the Governor of Virginia and the deed was delivered and final settlement was made on Thursday, December 22. The terms of the sale were cash.



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LITERATURE



In Memoriam . . .



WILLARD J. OLSON

Willard J. Olson of Delavan, Wisconsin, died on Wednesday January 18, 1978, in Madison after a short illness.

A lifelong resident of Delavan, he was a farmer, horseman and widely known auctioneer. He sold dairy cattle auctions every week for many years. He began selling in 1933 at the Janesville, Wisconsin, Dairy Cattle Market; sold dairy cattle every week at Manston and Tomah, Wisconsin; and at the Fennimore Sales barns.

He also sold machinery sales every week at Plain, Wisconsin, in addition to many farm sales for a period of 40 years.

Col. Olson was married to Lois Chase on January 24, 1928, in Holdrege, Nebraska. He is survived by his wife; a daughter, Mrs. Gail Folkers of Elkhorn, Wisconsin; and one grandson.

In an editorial, written by the editor of The Delavan Enterprise newspaper, they offered information about Col. Olson's love for children, especially those interested in farming, horsemanship and auctions. He wrote: "For many years the Colonel was the volunteer auctioneer for the an-

nual Junior Fair auction at the Walworth County Fair.

"And everyone who's attended that show knows that he was doing his darndest to get the best possible price for those animals raised by young 4-H and FFA members.

"The Colonel will be missed."

RAYMOND PUMP

Raymond Pump of Ingram, Texas, was reported deceased by Texas Auctioneers Association secretary Joe Small. The date of death was reported as December 7, 1977. Additional information was not submitted.

GEORGE W. WORKMAN

George W. Workman of West Finley, Pennsylvania, was reported deceased by his widow, Mrs. Alice E. Workman. Information about the date of death or reasons were not offered in Mrs. Workman's note.

GERRI SAUL

An automobile accident took the life of Gerri Saul of Erlanger, Kentucky, on November 7, 1977. Additional information was not included from the returned dues statement, signed by O. Saul.

HERBERT BUTTERBAUGH

Herbert Butterbaugh of Kansas City, Missouri, passed away on Sunday, January 29, 1978. He had been an auctioneer for 23 years.

Mr. Butterbaugh was the originator, owner and president of the Central States Auction School in Kansas City. He was also an active member of the Missouri State Auctioneers Association, having served on the state's board of directors for three years.

Information on Mr. Butterbaugh's passing was submitted to the NAA office by Mrs. Butterbaugh, who survives her husband.

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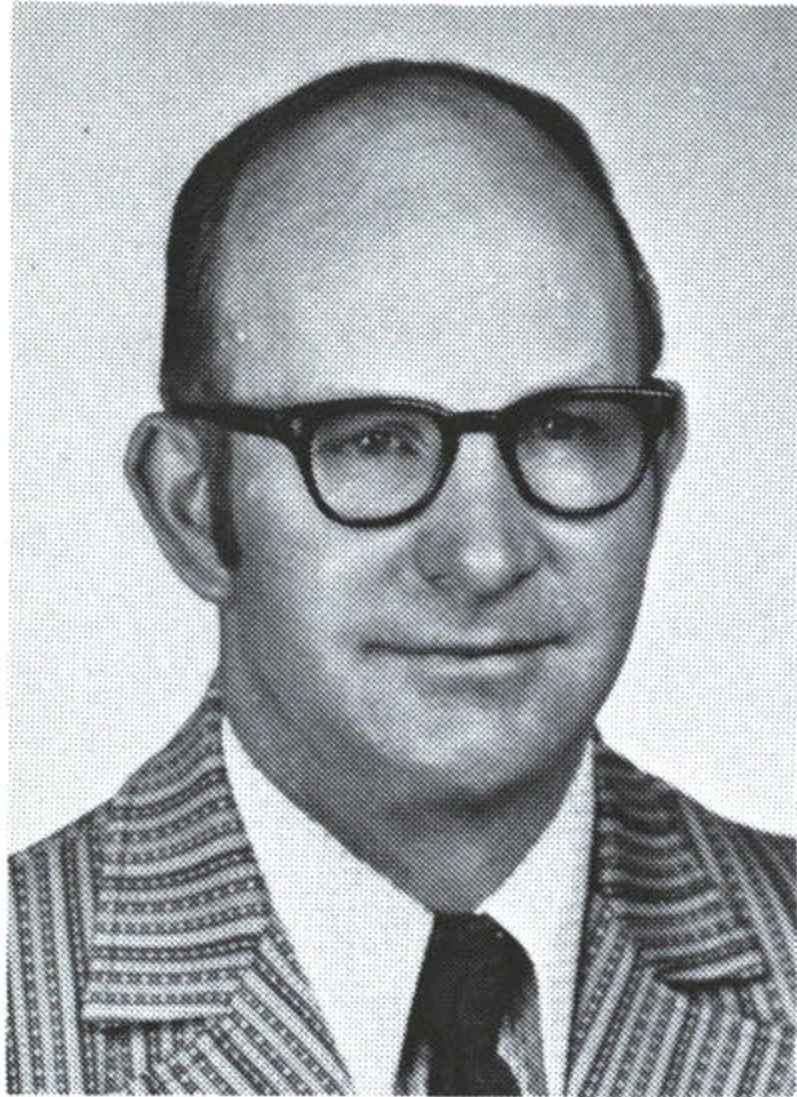
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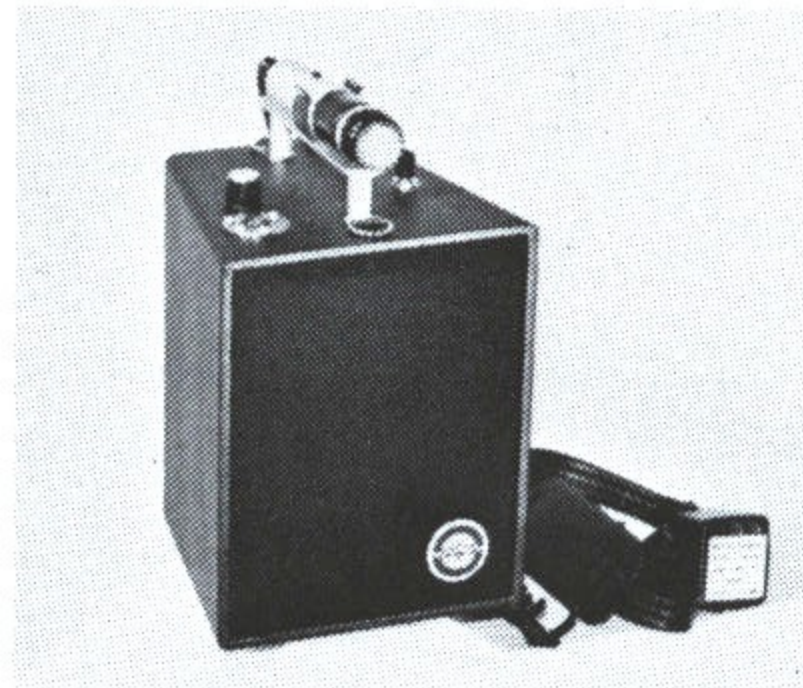
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BEWARE

By Col. B. G. Coats
Rumson, New Jersey

An auctioneer was engaged to liquidate at absolute public auction Midwest's Finest Dining and Entertainment Center, in Kalamazoo, Michigan—an initial investment of one and one-half million dollars. The establishment was open only 120 days. No expense was spared in furnishing and equipping the project and the people in Kalamazoo, were elated in having such an elaborate place of entertainment in their city.

The auctioneer took every precaution to protect himself by having a contract of sale with the seller. He complied with the uniform commercial code by notifying every creditor by registered mail two weeks prior to the auction date. Arrangements were made for a preview of the offerings on Sunday, January 8, three days prior to the sale date January 11.

At the preview in excess of 600 visitors viewed the offerings which was fantastic for a commercial sale. They came from all parts of the country as the sale was promoted by the auctioneer in the mailing of 6,000 brochures and newspaper advertising. Preparations, arrangements and cataloging required the services of four men and two girls, who worked laboriously for two weeks taking care of every detail, as time was of the essence.

At 4:00 p.m. on Tuesday, one day before the date of the sale the seller filed bankruptcy, which left the auctioneer high and dry after expending \$9,000 of his own money. This placed the auctioneer in a most humiliating and embarrassing position. He appeared on the scene the morning of

the sale date when visitors began arriving in great numbers, more than 800 of them, only to be told of the unfortunate circumstances over which the auctioneer had no control whatsoever. The auctioneer was justified in expending \$9,000 for promotion as a conservative estimate of \$200,000 would have been realized had the sale taken place.

Every auctioneer who reads this article and those who do not should be apprised of this unusual experience and be governed accordingly. In booking a sale every possible safeguard, caution practiced in advance, forethought and circumspection at every angle, should be vigilantly pursued.

NAA Meetings Schedule

Scheduling has been approved by the NAA board of directors and the following "educational" meetings and/or NAA Conventions have been announced by the board for future years:

NAA Convention Sites

- 1978 — Boston Sheraton Hotel, July 19-22, Boston, Massachusetts
- 1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado
- 1980 — Opryland Hotel, July 30-August 2, Nashville, Tennessee

1978 Certified Auctioneers Institute (CAI) Courses I, II and III

April 2-7 — Indiana Memorial Union, Bloomington, Indiana

Mendenhall School of Auctioneering's Graduates Represents 14 States



STUDENTS FROM 14 STATES received instruction from the January, 1978, Class at the Mendenhall School of Auctioneering. Shown with the students, from left to right, seated, are: Betty Jo Mendenhall and Edna Regan, secretaries; Forrest Mendenhall and Herman Crawford. Twelve instructors were not present when the photo was taken.

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the Sale", "The Auctioneer", "Your Crew", "Ordinances and Security", "Ethics in Auctioneering", "Partnerships — Good or Bad?", "Auction Accessories", and more. The text is illustrated.

"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk About Auctions".

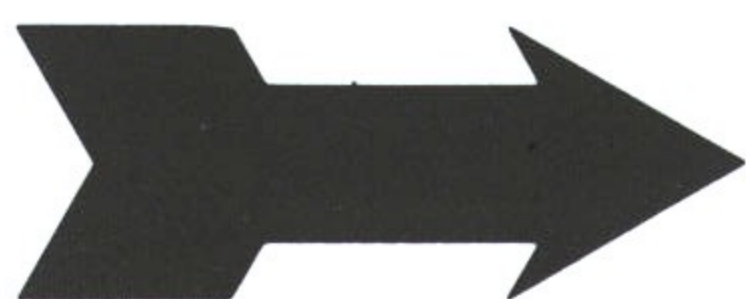
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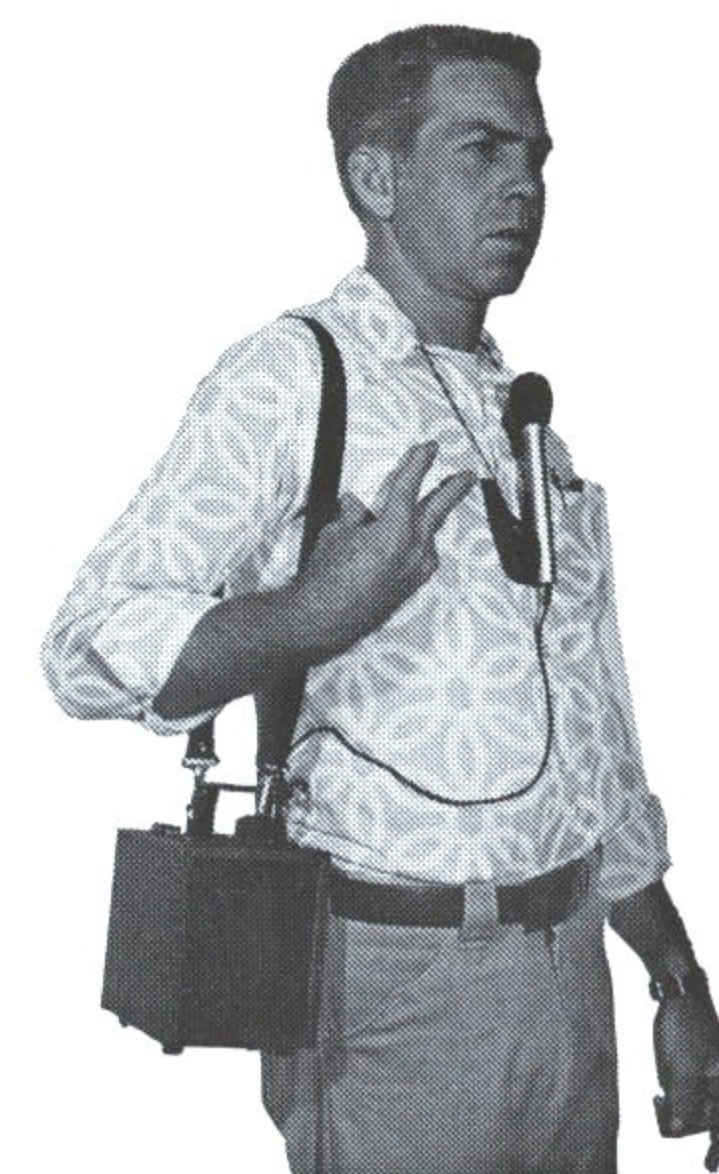
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Antiques & Americana . . .

FARM ANTIQUES

By George Michael
Merrimack, New Hampshire

The old farms out in the country are still yielding lots of old items like corn shellers, bone grinders, winnowing machines and the like. They sell for relatively little money because the demand is so limited. Horse related items are also in evidence at most auctions and these sell quite well because of the preponderance of horses today — there are more in the nation now than at any time in our history. Recently at auction four iron harness hangers sold for ten dollars apiece and the buyer had to strip them from the wall.



We picture an unusual farm item which was made for some child many years ago. It is a miniature barn complete with horse peering out the door. It must have been made

by some farmer to gladden the heart of a little boy or girl. Inside are a wagon, sleigh and even stalls. The roof lifts making it possible to use and change the items. It is a rather sophisticated version of the doll house made for girls, except that animals are housed in it.

When at auctions look for these farm folk art antiques. You will find many which were made on the premises for use in that particular home. The hand work is highly prized today. Look for wooden chopping bowls, the larger the better; carved wooden butter molds; oxen yokes; spreaders, which make wonderful sign hangers; old barrels on which round tops can be put to make unusual tables; wooden measures which make fine boxes to hold just about everything; wooden milk pans and dough boxes; and even wooden washboards which are much in demand.

Rare to be found is an original old oaken bucket — the type which hung at many wells — they are being reproduced today because of the demand for them. Farm antiques are much in demand right now — get yours before they're gone.

QUESTIONS

From Exeter, New Hampshire — We recently bought a huge copper kettle, about two and one half feet across with iron frame and bale handle. What was such a large kettle used for?

Answer — Most likely it is an apple butter kettle from Pennsylvania. Actually, a kettle of this type may have been used for anything, but making apple butter is common. It is still done today at many of the Pennsylvania German-Dutch festivals. The apples are boiled in one over an open fire and stirred from distance by a paddle attached to a long handle with eccentric.

From Fitchburg, Massachusetts — We have an old sieve that looks like it has hair for make up the screen, the body of wood. Is it possible that it is hair, and if so who made it?

Answer — Hair sieves were the earliest type, made with

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hair from a horse's tail or mane. It is said the Shakers made them, but actually, anyone could have.

From West Brookfield, Massachusetts — We would like to collect butter molds, the carved wooden ones — we had a few given to us by a grandmother. Are these a good investment — we have seen them in shops at from five dollars to thirty five dollars.

Answer — Old molds are much in demand. However, these are being reproduced today. I have a feeling that the reproductions will some day hurt the value of the old, hence these may not be good for investing — more for enjoyment. I may be wrong, but reproductions have hurt the value of other antiques and value is related to investment.

From Henniker, New Hampshire — We have an old home with early wallpaper in several of the rooms. Can these be preserved, and if so how. Can they be cleaned?

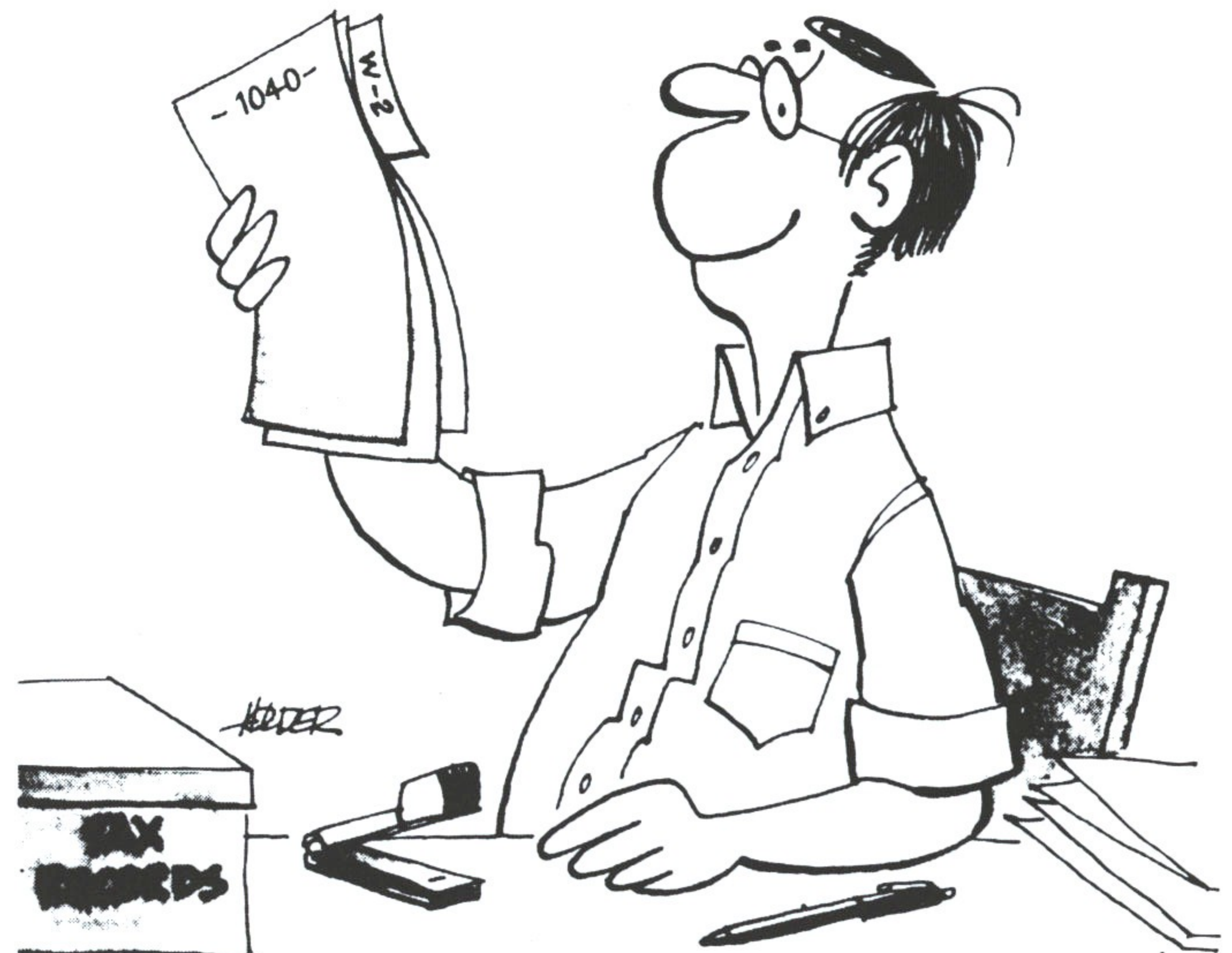
Answer — There is a good paperback book titled *Wallpaper and Wallcoverings* put out by the Wallcoverings Council, Inc., 969 Third Avenue, New York, N.Y. 10022. It is written by Claire Barrows. This book may be of help to you or you can write them for advice.

Antiques & Americana is a frequent contribution to *THE AUCTIONEER* magazine by NAA member George Michael, Evergreen Drive, Merrimack, New Hampshire. The Questions and Answers section are questions asked of George in a regular column, published in a New England newspaper. Appreciation is being given to George Michael for his many contributions to the National Auctioneers Association.

IRS Answers Your Questions On Recent Tax Law Changes

There have been many changes in the tax law affecting the filing of tax returns for 1977. Here are some questions, with answers, from the Internal Revenue Service about some of these changes:

- Q: I understand that if I move in 1977 I won't have to move as far to be able to claim my moving expenses. Is that true?
- A: Yes. The old distance requirement of 50 miles has been reduced to 35 miles.
- Q: Haven't some of the maximum allowance limits been changed too?
- A: Yes. You may claim up to \$3,000 for expenses involved in buying, selling, or renting a principal residence, of which no more than \$1,500 may be used for pre-move househunting and temporary living expenses. The old limits were \$2,500 and \$1,000 respectively.
- Q: I sold my house in 1977 and I'm over 65. Don't I get a special tax break because of my age?
- A: Yes. If the home you sold had an adjusted sales price



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of \$35,000 or less, you pay no tax on any profit you made. Previously, the limitation was an adjusted sales price of \$20,000 or less. You can take advantage of this tax break only once in a lifetime, and this benefit applies only to the sale of a home which has been your principal residence for at least 5 years of the last 8 years.

- Q: What if my house has an adjusted sales price of more than \$35,000?
- A: Then your tax break is prorated and you are taxed on only a portion of your gain.
- Q: I pay alimony to my former spouse, but I don't have enough deductions to itemize. Can I still claim the alimony on my return?
- A: Yes. Beginning in 1977, alimony will be an adjustment to income, similar to moving expenses. This means that you need not itemize deductions to claim alimony payments.
- Q: I usually itemize my deductions, but without my alimony payments I won't have enough to itemize. Won't my taxes be higher?
- A: Probably not. For example, suppose you are single, make \$30,000 a year, pay alimony of \$5,000, and have other deductions of \$1,000. In the past, you could deduct the \$6,000 in itemized deductions, plus your exemption, to find your taxable income. Now, without itemizing, you can deduct your \$5,000 in alimony payments and your exemption. Since the zero bracket amount is \$2,200 (\$3,200 for married filing jointly), you will end up, in effect, with a lower taxable income, and a lower tax.
- Q: I make child support payments. How much do I now have to pay in order to claim the exemptions for my children?
- A: Under the old law, you had to pay \$1,200 or more for the support of one or more children. You now have to pay \$1,200 toward the support of **each** child. This applies only if your divorce decree or agreement does not specify who is to get the exemptions, and you are the noncustodial parent.
- Q: There was a lot of talk about changing the sick pay exclusion. What's the final rule for 1977?
- A: Sick pay for temporary absences from work is no longer excluded from taxable income. You must be totally and permanently disabled in order to exclude all or part of your disability income.

Missouri Governor Receives Honorary NAA Membership



THE HON. JOSEPH P. TEASDALE received his Honorary Membership in the National Auctioneers Association, due to his efforts of recognizing and supporting auctioneers during the 1977 National Auctioneers Week. The Missouri Governor signed a proclamation, submitted during the 1977 observance, in support of the auction method of selling and Tony Thornton (left), Missouri State Auctioneers Association president, made the presentation to the Governor during a visit to Springfield, Tony's hometown.

Tips on Tipping

The following general guidelines on tipping for the airline traveler was provided by American Airlines Convention Desks. Convention Desks is provided complimentary as an aid and in hopes travelers will use American Airlines for their travel arrangements. If reservations are needed, call TOLL FREE from anywhere in the Continental USA between 9:00 a.m. and 5:00 p.m. Central time: 800-433-1790 (in Texas: 800-792-1160).

TIPS ON TIPPING

Here are some general guidelines on tipping for the airline traveler. If service is poor or outstanding, you may wish to adjust the amounts accordingly.

AIRLINES

No tipping required.

HOTELS

Bellhops — 50¢ to \$1.00 per bag carried to your room. Tip 25¢ for small extra service.

Chambermaids — \$1.00 per day, a bit more if two persons occupy the room. (Usually left in an envelope on bureau.)
No tipping to motel chambermaids.

Doormen — 25-50¢ to hail a cab.

RESTAURANTS & NIGHTCLUBS

Hat check girls — 25-50¢ per person.

Bartenders — 15-20% of bar bill.

Waiters — 15-20% of meal price before tax.

Maitre d' hotel — \$2-\$3 in smaller cities; \$5-\$10 in larger cities and deluxe nightclubs, depending on size of your party.
Tip when you leave.

ATTENTION BOOSTER CLUB CONTRIBUTORS

In accordance with the decision of the NAA board of directors (January, 1977), Booster Club contributors will be listed four times annually in the January, April, July and October issues of THE AUCTIONEER magazine.

The voluntary contribution amount, to have your name added to the Booster Club contributors' listing, is \$10 annually.

Booster Club contributors will not be billed, but should add the \$10 contribution to the annual membership billing if desired. The \$10 contributions are for a one-year period, which should coincide with your annual billing, or membership, period.

The board of directors offers their thanks and appreciation to those of you who have offered voluntary Booster Club contributions in past years, knowing that it was with your help that the NAA could offer you a magazine, which merits your dedication and support to the auction profession. Increases in the costs of printing, publishing and mailing the magazine made it impossible to continue listing Booster Club contributors at the \$5 rate, and in each issue.

The increase in the numbers of members also has increased the per page cost of each issue, thus making the new policy necessary.

The April issue of THE AUCTIONEER magazine will include only those Booster Club contributors who have paid \$10 as their voluntary Booster Club contribution. Announcements to this decision by the NAA board of directors have been published in each issue of THE AUCTIONEER magazine since the decision was made in January, 1977.

Waiter captain & Sommelier — Leave 20-30% of the check to the waiter who will share it; or specify on the check the amounts you wish each to receive.

Busboys — No tip. The waiter pays him out of his own tips.

TAXICABS

Cab driver — 15-20% of the fare.

SUNDRY SERVICES

Coffee shops — 10¢ at counter or table when check is less than 50¢; 15-20¢ when check is 50¢ to \$1.

Barbers — 15-20%.

Hairdresser — 15% at salons; where services are split, usually 15% to stylist plus 5% to shampooer.

Washroom attendants — 25-50¢.

Shoeshine boy — 15-20¢.

Whenever in doubt, tip 15%. Be sure to take a couple of dollars in quarters with you when departing.

Many times an NAA member will travel for his or her first time to the larger cities — especially during NAA Conventions — and this guideline may be helpful.

NAA Executive Director Not an Auctioneer But His Bid Calling Tested

By Harvey L. McCray
NAA Executive Director

Fun Auctions are usually conducted at the State Association conventions/meetings and whenever I travel to the various State Association conventions, where Fun Auctions are held, the registrants usually suggest that I sell something at their auction.

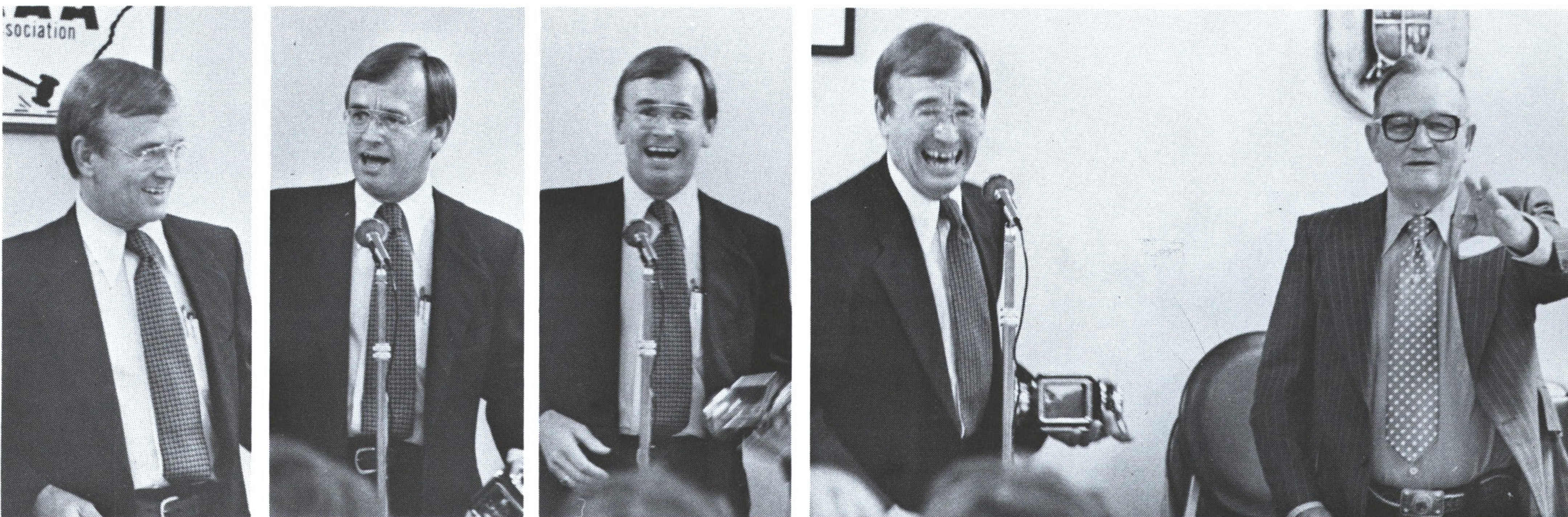
No doubt the auctioneers are testing me to determine if I have learned anything about the auction profession during my two years as NAA Executive Director.

For the record, I am not an auctioneer, nor do I intend to actively participate in the auction profession other than provide administrative services to the membership. My experience comes from over 20 years of professional service as an association executive, having first served as an administrator (three years) for a college-affiliated alumni relations association; next (15 years) as publications and public relations director; convention manager; editor and publisher of all written materials; administrative assistance; associate executive director and later executive director of a civic service organization, where I voluntarily resigned to take the position as secretary and executive director of the NAA two years ago.

So, this explains my reasons for standing up before the registrants at state association conventions with the explanation that I am not an auctioneer, nor do I intend to be until perhaps after retirement. In fact, as a humorous explanation, which is not intended to be as "brash" as it may sound, I usually state: "I won't mess with your business if you won't mess with mine!", meaning I won't mess up or undignify the auction business, if you won't interfere with my administrative work as a professional association executive.

There is a difference in this explanation, however: I hope NAA members will "mess with my association business" to the degree of offering me assistance, advice, counseling, etc., in my duties of providing service to the NAA membership, which will be beneficial to the membership as well as to the auction profession in general. NAA members are encouraged to offer assistance through suggestions, material, magazine articles and photographs, which will offer the membership new ideas in the profession and allow each of us to improve on our work.

Recently, I visited the Arkansas Auctioneers Association convention in Rogers, Arkansas, and after being demanded that I sell something at auction, I reluctantly agreed.



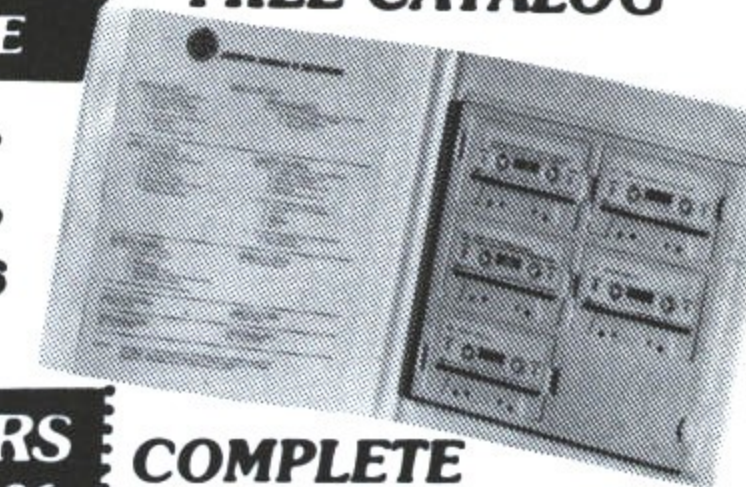
IN THE TRADITION OF early auctioneers, who ended the sale of an item with the words, "Going, going, gone!", NAA Executive Director Harvey L. McCray's control was obviously "going, going, gone!" during the Arkansas Auctioneers Association Convention in Rogers. Helping him to "learn" the auctioneer's chant at the convention was Fred Hiatt, Convention Chairman. If anyone is concerned about McCray's opportunities in the auction profession, due to his "talents in bid calling", he should read the accompanying article, which will verify the fact that he is an Association Executive — not an auctioneer.

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Evidently there was a need to provide some humor at the meeting, and Harvey L. McCray was the intended humorist. This humor carried over to the next convention at Niagara Falls, New York, where again, the membership insisted that I take my turn at selling something at the fun auction.

How do you offer dignity to a dignified profession by doing something, which is out of your element (bid calling), to a group of your peers? The only "attribute" or "talent" that I possess, in this regard, is my not being bashful.

After I have served my minute or two, selling the items at the Fun Auctions, I feel as if I have offered proof that:

1. I am not an auctioneer;
2. I will not compete with qualified auctioneers for their business;
3. I may endanger the dignity of the auction profession with my lack of talent;
4. And, all NAA members can be assured that I will not (cannot) compete for your business, due to my "auction talents".

In all seriousness, however, I do enjoy the fellowship and respect shown me at these conventions and wherever I have gone, representing the NAA at State Association functions, I have received nothing but the best attention. For this I am grateful.

The photographs shown with this article will describe, in pictures, how emotional I became at the Arkansas Association Convention in October. Capturing my moment of comedy was AAA member Jerry Hiatt who provided me with the photographs for the purpose of reminding me of my place, which is not with the gavel doing the work of a qualified auctioneer.

EDITOR'S NOTE: Editors of all magazines have occasional difficulties of making the decision whether to use or not to use photographs of themselves in the publications they publish. This is my case in the aforementioned article, which is to show some of the humor, which exists during Fun Auctions attended by me as a non-auctioneer. The photos, if nothing else, show that I will do anything to serve the needs of our NAA members and are not shown to create a public image campaign for myself.

TAX CLINIC

Questions and Answers

by COMPREHENSIVE ACCOUNTING CORPORATION

901 Galena Boulevard
Aurora, Illinois 60505

1. QUESTION: How much may I deduct for use of a personal automobile for business purposes?

ANSWER: The deduction for use of a personal automobile for business purposes may be based on one of two available methods, each involving an apportionment of the expenses between business and personal use. Deductible items for automobile expenses include the cost of gasoline, oil, repairs, insurance, depreciation, interest to purchase the car, taxes, licenses, garage rents, parking fees, tolls, and other vehicle expenses.

Expenses incurred for the operation of an automobile must be apportioned between business and personal use, based upon the number of miles driven for business purposes as compared to the number of total miles in a year. If an automobile is used exclusively for business purposes, the entire cost of operation and maintenance may be deducted. However, expenses for use of an automobile commuting between the taxpayer's home and principal or regular place of business are considered personal expenses, and nondeductible.

The Internal Revenue Code provides for two acceptable methods of computing the expenses allowable for the operation of an automobile, which are as follows:

- a. Deduction of the actual operating and fixed expenses of the automobile, including a reasonable amount of depreciation. The yearly depreciation deduction must be further adjusted by the number of months in business use, divided by the entire yearly 12-month period. Actual expenses must be substantiated with adequate documentation, such as receipts, bills of sale, and other written agreements.
- b. Deduction of a standard mileage rate of 17¢ per mile for the first 15,000 miles of business use each year, and 10¢ per mile for each succeeding mile, except when the automobile is fully depreciated or considered fully depreciated in a prior year, then it is limited to 10¢ per mile. This method may be used instead of actual operating costs; and parking fees and tolls incurred during business use still are deductible in addition to the standard mileage rate. Adequate records must be maintained to establish the actual business miles the automobile was driven. Approximations and estimates are not considered acceptable. Records should be kept in an account book, diary, or other appropriate ledger, supported by documentary evidence such as receipts, bills, etc. Records of reimbursement for travel also must be kept, and must be subtracted from the amount of the standard mileage deduction.

The IRS allows the taxpayer a choice of either method, and allows taking maximum of the two methods of expense. Records should be carefully kept to facilitate the maximum allowable deduction.

Laugh A Little . . .

SECRET OF SUCCESS

The reporter asked the fabled millionaire to reveal the secret of his success.

"I never hesitate to give credit to my wife," the rich man confessed.

"And how, specifically, has she helped you?"

"Over the years I've been driven to see if I could amass a fortune that she couldn't live beyond!"

WATER OVER THE DAM

A Texan visited Niagara Falls with a friend from New York. "I'll bet you don't have anything like this in Texas."

"No," admitted the Texan. "But we have plumbers who could fix it."

CROSS TALK

The advantage of a two-car garage is that sometimes there's room in it for an automobile.

HAIR RAISING STORY

Asked the child: "Why doesn't Daddy have hair on his head?"

"Daddy thinks a great deal, dear."

The child mulled this over and then wanted to know, "But Mummy, why do you have so much hair on your head?"

"Hush — and eat your breakfast!"

SLOW LEARNER

When the first-grader asked his mother why Daddy brought home a briefcase full of papers every night, the mother replied. "Daddy has so much to do that he can't finish it all at the office. That's why he has to work at night."

"Well, then," asked the child, "why don't they put him in a slower group?"

PARTY POLITICS

A woman with a newly developed interest in government wrote to the editor of her local newspaper: "I want to get into politics. Do taxpayers have a party?"

The editor replied: "Very seldom, lady, very seldom."

PLEASE DON'T FOLD

Standing in line at the teller's window, I noticed an elderly man handing the cashier a computer perforated check which was neatly and heavily creased down the middle.

The teller gently unfolded the check and began counting out currency. "You know," she said to the pensioner, "the government doesn't like for you to fold these checks."

Without hesitation the old gentleman pocketed his money and snapped, "The government does a lot of things I don't like."

RUSH HOURS

A Los Angeles man walked into the office of a friend recently to find him deep in thought.

"Big problem?" he asked.

"Yes," was the answer. "I'm trying to figure out whether I should leave home for work between 6:30 and 7:00 a.m. and join the rush to beat the rush; or should I leave between 7:00 and 8:00 and join the rush itself; or should I leave after 8:30 and join the rush that waited to miss the rush."

COFFEE BREAK

A man stopped at a cafe and ordered a cup of coffee. When the waitress brought it, he tried to make conversation.

"Looks like rain, doesn't it?" he ventured.

"I can't help what it looks like," "it's still coffee."

YOUNG LADY

Traffic Policeman (stopping lady driver): "Lady! When you came around the corner, I said to myself, 'Forty-five, at least.'"

Lady Driver: "Oh, no, Officer, it's this dress; it always makes me look five years older."

AUCTION



SUPPLIES

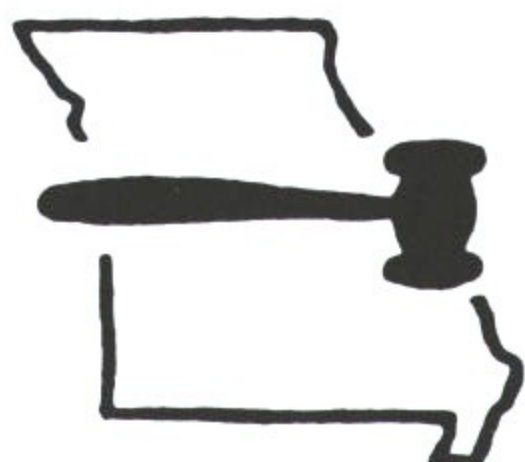
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8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **STANDARD CHASHER'S STATEMENT . . . Form No. CAS-1**
2-part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **EQUIPMENT AUCTION TAGS . . . Form No. EAT-59**
3 part perforated tag with hole on top. Space to mark lot number on all 3 section. 2½x5"
1,000 Tags.....\$9.75 5,000 Tags.....\$42.50
- **WIRES FOR EQUIPMENT AUCTION TAGS, 12" LONG**
1,000 Wires.....\$10.00 5,000 Wires.....\$47.50
- **BUYER CARDS . . . Form N. BC-70**
For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).
1,000 Cards....\$7.50 2,500....\$17.50 5,000....\$32.50
- **TERMS OF SALE — Form TOS-74**
8½x11", 50 sheets per pad. Gives standard terms & conditions of sale to be displayed at auction site.
\$1.50 per pad, 10 pads \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CONTROL . . . Form No. CC-73**
8½x11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC-69.
250 sets \$16.50 500 at \$32.50 1,000 at \$59.50
- **FINAL SETTLEMENT FORMS . . . Form FS-69**
8½x11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchandise title to all items sold and deliver title to purchasers.
\$150. per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **BUYER'S REGISTRATION FORM . . . Form No. BR-69**
8½k11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CHECK-IN FORM . . . Form No. CCI-69**
8½k11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **PENSONAL PROPERTY CONTRACT . . . Form No. PPC-69**
8½k11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **AUCTION BANNERS**
Heavy, outdoor drillcloth hemmed on all sides. Built to stand up in rugged weather, 13 x 19 inch blue drillcloth panels with 15 inch red letters that spell AUCTION. Banner is 10 feet long and 16 inches high with 50 feet of rope at top and bottom. Folds to 13x19x3 inches for easy storing.
Complete Banner.....\$14.92 Postpaid.
- **ARROW DIRECTION SIGNS . . . Form No. ADS-811**
Orange cardboard 8½ 11". Word AUCTION and ARROW in bold black print. Package of 50 signs for \$7.50, 100 \$10.00 postpaid. (Arrows assorted, one-third point left and one-third right and one-third straight ahead) Form No. ADS-811.
- **GAVEL**
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- **BUSINESS CARDS**
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1,000 Cards wih red and black ink\$14.50
1,000 Cards wih gold ink\$19.50
- **AUCTION PROMOTION SCHEDULE . . . Form No. APS-72**
18½x11. 50 sheets per pad. Column to list seller's name, property location, date, estimator cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., sigs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

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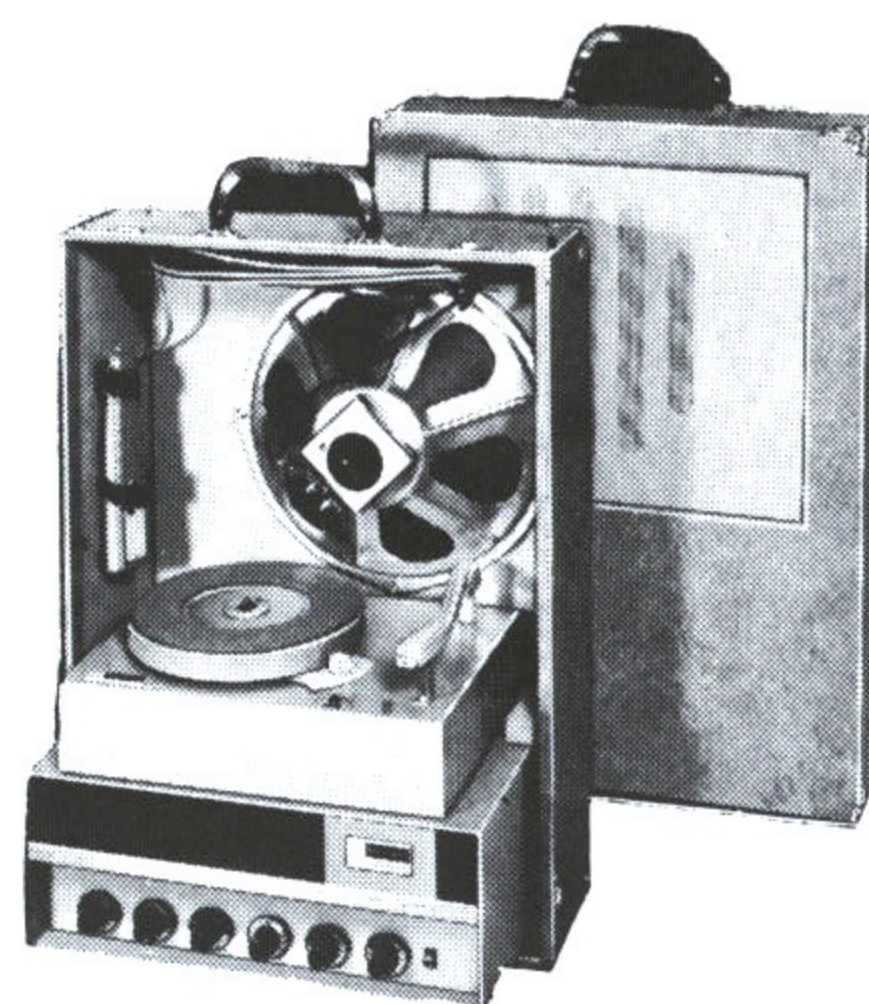
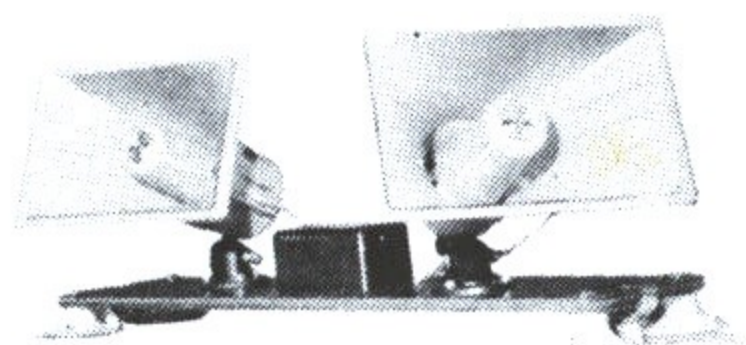


Missouri Auction School

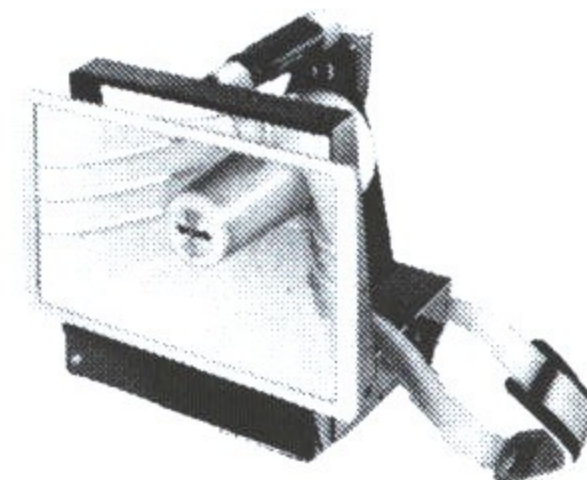
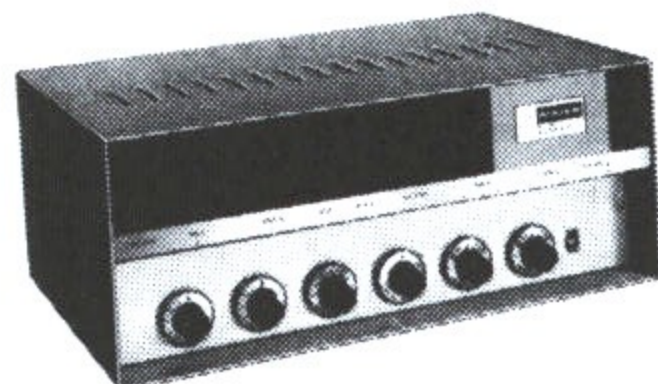
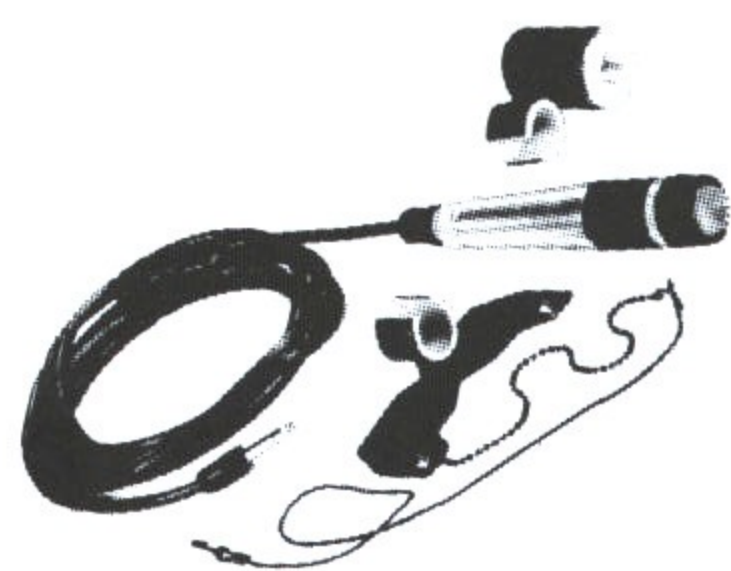
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