

THE AUCTIONEER

The Magazine of the National Auctioneers Association • April, 1981

NAA Convention



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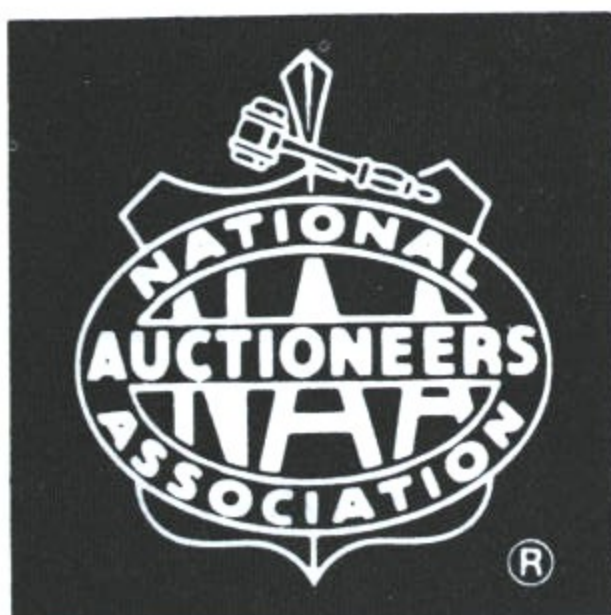
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Letters To THE AUCTIONEER

Retired but doing just fine

Hello to all of you. As I explain on my personal business card, I have retired from all auction work. And I am living in the Masonic Home here in Plattsmouth, Nebraska. I am okay, and old enough, too. I was 93 years old August 20, and I sure enjoy reading THE AUCTIONEER.

I have been living alone now, for I had lost my wife several years ago. So I sold my home and came here. I am doing fine, as I have always enjoyed my 65 years in auction work. But I will sure miss the conventions.

I am well pleased here at this home, but just getting old. I am sure glad I made the auction business for my life's work. I have no family, so here I am for the rest of my days.

God bless you and yours. I sometimes stop in at the NAA office whenever I get down that way.

Rex Young
NAA member auctioneer
Plattsmouth, Nebraska

(Rex Young is a member of the NAA Hall of Fame who sold his first sale November 25, 1911. An occasional visitor to the NAA office in Lincoln, Mr. Young is remembered by many NAA conventioners as the Fun Auction auctioneer who refused to use a microphone, but was certainly heard loud and clear. If you would like to write Mr. Young, address all correspondence to: The Nebraska Masonic Home, Plattsmouth, Nebraska 68048.)



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Do you know these auctioneers?

The NAA office has made repeated and varied attempts to contact the following NAA members, so that the AUCTIONEER and other Association mail can be delivered to them. If you know any of the people listed below, please have them **contact the NAA office as soon as possible**. If no correct address can be determined for the NAA members listed below, they will be **removed from the NAA mailing lists**.

G. Lee Artoux, 22333 Pacific Coast Hwy., Suite 14, Malibu, California 90265

Jerry Carlson, 8780 Santa Monica Blvd., #203, Los Angeles, California 90069

Raymond F. Cunningham, 349 Eggert Road, Amherst, New York 14226

George William Rosedoff, Green Road Box 215, Amherst, New York 14226

Manuel Sequeira, P.O. Box 9248, Stockton, California 95208

Pat Snyder, 112 Ryan Street, Flemingsburg, Kentucky 41041

Dale G. Spradlin, General Delivery, Springfield, Illinois 62708

Additions to your NAA member directory

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

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James W. Heike
104 W. Main St.
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Phone: 715 926-5005

H. Layton Laws, Jr.
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Manassas, VA 22110
Phone: 703 361-3148

Robert E. Musser, CAI
RFD 1 Box 1900
Cody, WY 82414
Phone: 307 587-2131

THE AUCTIONEER

APRIL, 1981

Volume XXXIII, Number 4

FEATURE ARTICLES

Do you know these auctioneers	3
Additions to your NAA member directory	3
National Auctioneers Week, Las Vegas convention on the horizon, <i>Archie D. Moody, CAI</i>	5
Legal Aspects of Auctions	
License law update	7
Who's who, House Committee on Small Business	11
NAA Convention information	
Enter 1981 advertising contest	12
July nominations deadline for NAA candidates	15
Exhibitor's fee increases	15
State associations plan representative fun auction item	15
Convention registration packet	Center Section
Insurance Survey to determine NAA group rates	
Property/Casualty Insurance form	19
Life/Health/Accident Insurance form	20
Ready to use, "Invitation to Join" kit	21
Livestock at Auction	
Deadline nearing for livestock auctioneer contest	24
"Congress '80" papers now available from LMI	24
Radioactive dishes discovered, <i>David Kassnoff</i>	27
NAA officer/director articles	
Whatever became of Mr. Roebuck?, <i>Joe E. Small, CAI</i>	28
Guarantees at auction, be careful, <i>Norman Aldinger</i>	33
Antiques at Auction	
OKC Seminar — great information, instructors interviewed	38
Real Estate at Auction	
Computer part of successful Indiana auction, <i>Emerson Lehman, CAI</i>	47
MAI monograph forthcoming	48

DEPARTMENTS

Auxiliary to the NAA	35
Booster Club	51
Letters to THE AUCTIONEER	3
State Association Reports	57

State Association Conventions	56
Advertiser's Index	66
Advertising Rate Schedule	66

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

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

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

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

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

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

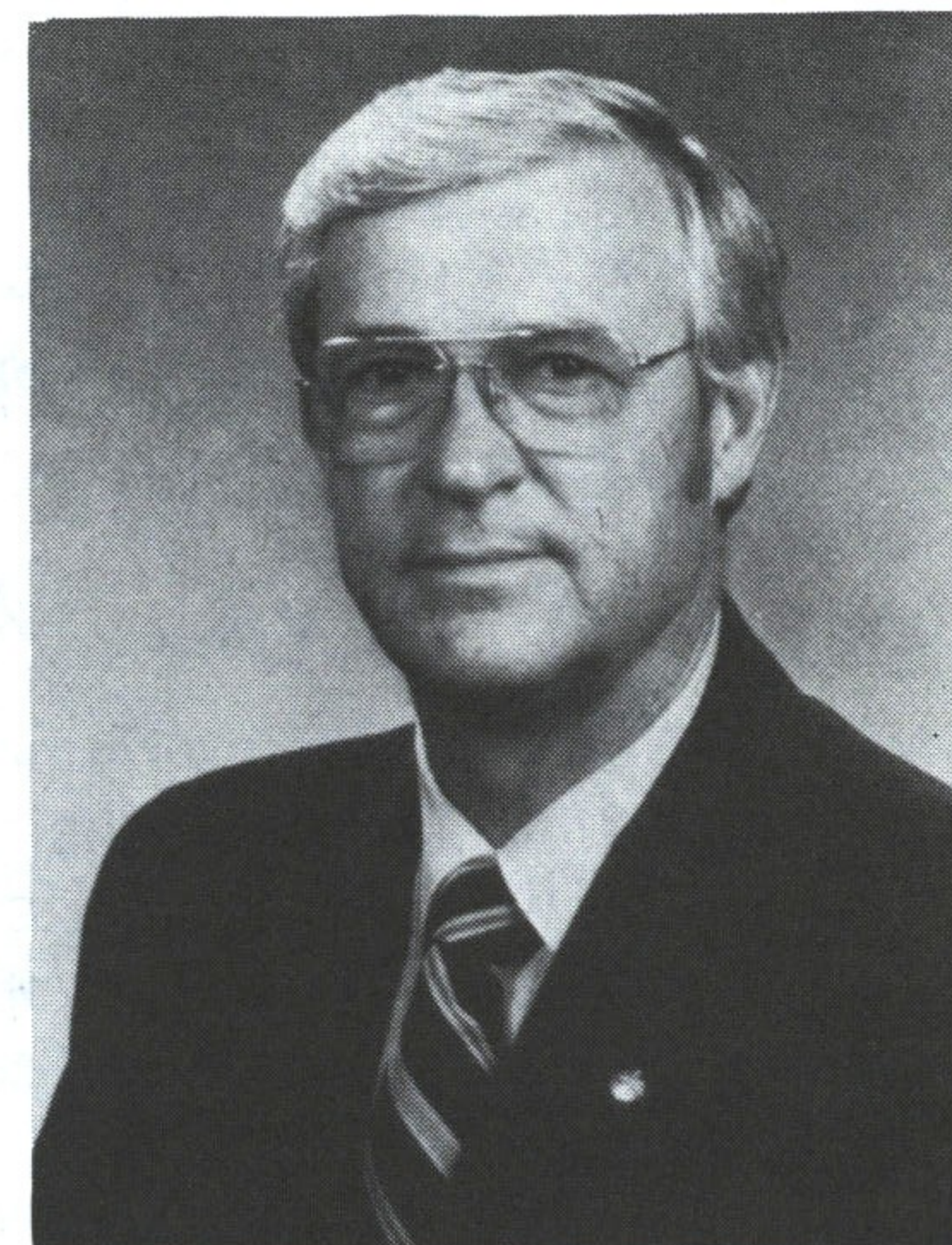
Harvey L. McCray, Editor and Executive Vice President. Member: American Society of Association Executives, American Advertising Federation, Lincoln Advertising Club, Lincoln Chamber of Commerce, Admen's Gridiron.

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

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

National Auctioneers Week this month, Las Vegas NAA convention on the horizon

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



Promotion of the auctioneering profession and the services the auctioneer can perform for the public is very important and by time you receive this issue of THE AUCTIONEER, state governors throughout the country will have declared the week of April 5-11, 1981 as National Auctioneers Week. The auction profession and auctioneers in general need to promote our services, as I strongly believe we can market real and personal property as well, or better, than anyone or any other type of marketing program.

Many NAA members will have just returned from the Certified Auctioneers Institute — CAI — on Saturday, April 4. The auctioneers who have spent time away from their businesses and homes to attend CAI are to be congratulated for their efforts. They realize that the CAI program will offer educational benefits which you cannot get at the auction schools, NAA seminars or at the NAA conventions.

I am proud of my CAI membership designation and feel as if my attendance for three years have been beneficial to myself and my auction business. The CAI program has not made me a better bid caller, nor am I equipped to practice law or serve the public as a CPA. **I have, however, been made more aware of the "business" aspects of my auction business through review — at CAI — of the areas of finance, accounting, legal aspects of the auction profession, and all factors, which are of major concern to the auctioneer.** I urge every NAA member to consider attending the CAI courses, if you have not already.

In a few short months we will be traveling to Las Vegas for the 1981 NAA Convention. "Las Vegas Looks Great" to me, and I'm very much looking forward to the NAA Convention. I have always enjoyed going to Las Vegas, but this year I am looking forward, moreso than in the past, to visiting the city and attending the convention.

The NAA board of directors has approved a convention program, which I feel will be very beneficial to our membership. During the convention, workshop topics have been approved, and NAA members are being asked to serve as instructors for these important educational events. The workshops will include presentations in public and night auctions; multiple ballroom real estate auctions, consignment

farm equipment auctions; antiques and fine arts at auction, commercial and heavy equipment, livestock auctions, book auctions, business, and personal liquidation auctions.

A highlight of the workshops will be a presentation by one of our members from Australia, Kevin Francis Sheehan, entitled, "In Australia, auctions are the only way to sell real estate". (The fact is, by auction is the only way real estate changes hands in Australia.) I am looking forward to this and all of the workshop presentations. I urge every NAA member to consider attending the Las Vegas — and every future — NAA Convention. NAA conventions have always been very educational to those who have attended in the past, but we also enjoy ourselves very much.

Last year in Nashville over 2,000 people, all affiliated with the auction profession in some way or another, attended our convention. The entertainment was outstanding, the education beneficial, and the family fellowship excellent. **Where else in the world can you meet with as many auction-minded people as you can at the NAA Convention?**

It is great to see our members from all auction specializations meet and discuss with each other; all learning from each other to benefit our profession. NAA members from all specializations and from all size auction facilities join together at the NAA conventions for one common purpose and that is to enhance the good image of the auction method of selling real and personal property.

In the last issue of THE AUCTIONEER magazine, Marty Higgenbotham, Chairman of the Headquarters Relocation Committee, reported to the membership on the progress that committee is making to relocate the NAA office from Lincoln to the Kansas City area. A complete program will be announced at the 1981 Las Vegas Convention. Members from nearly every area of our membership have volunteered to serve in this program, and already NAA members have been asked to serve and work to fulfill this goal. When additional progress is made by Marty and his committees, you will be informed in subsequent issues of THE AUCTIONEER magazine.

I continue to stress how important it is to recruit

Continued page 6

90 DAY LIMITED OPPORTUNITY
90 DAY LIMITED OPPORTUNITY
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90 DAY LIMITED OPPORTUNITY

\$24.95

NEVER BEFORE has so much been *offered* to so few...*for so little!* This advertising concept is *only for Auctioneers* who truly desire to make it to the top! It was *developed by an Auctioneer* (my name and company is listed below), and consists of an *All-New Auction song and radio jingle concept* (six of them) packaged on vinyl disk, and *ready to SELL...SELL...SELL, YOU!!*

Over six months in the making...backed by a combined 18 years of entertainment and recording experience. A similar recording package could cost as much as Ten thousand dollars to produce!

It can be yours for considerably less - without production hassles. For the next ninety days a limited number of American and Canadian Auctioneers, *(on a First-Come...First-Served Basis)* will be able to purchase the final "Complete Concept Recording" (exactly as I have) *for just \$24.95!!*

Only a fool could not make this promotional concept work for him. And only an Auctioneer who already has a million dollar business *can afford to pass it by.* An old but popular auction song tells the story of a boy who wanted to become an auctioneer. Well, if this recording is any indication he made it,...right to the top! He's the celebrity, the super-showman ...and the Very-Best Seller in the auction game today! He's what *this record and advertising concept is all about...SUCCESS!* He's the kind of auctioneer we all desire to become.

The recording you receive includes the complete song plus the six fascinating jingle variations based on the lyrics and auction rhythm. *Ready to use the moment you receive it. All geared to promote the one and only YOU!* This advertising concept could put the smart auctioneer so far ahead of his competition that the next sale he conducts could be the "Competition's Close-Out!"

This man's opinion is that *you deserve the best...* and this is it! Hindsight is 20/20 vision. For the sake of a few dollars don't let this opportunity become the one that got away. *There is absolutely no substitute for success.*

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NOTE: This limited offer is void for Auctioneers of the Province of Alberta, Canada. My regrets, fellas.

new members for the National Auctioneers Association. **I continue to stress the importance of adding those auctioneers who are qualified to join the NAA, but who have yet to be asked.** Auctioneers can join our Association only if they are qualified auctioneers, are sponsored by a current member in good standing, and who abide by the Code of Ethics, Articles of Incorporation and By-Laws of the National Auctioneers Association.

Too many qualified non-NAA member auctioneers are not aware that our Association is comprised of auctioneers of *all* specializations. If the big gallery auctioneer in New York City feels as if the NAA is too livestock oriented, he or she is wrong! Or, if the livestock auctioneer feels as if too much attention is given to the real estate auctioneer, he too is wrong!

The NAA Board of Directors' goal is to provide service and programs to all segments of the auction profession, and our members specialize in practically all methods of selling real and personal property. We are a full-service Association! We need to add those qualified auctioneers from all segments to provide services on a larger scale; and only by asking a qualified auctioneer to join will we grow.

We are entering the last quarter of a very successful NAA year. The success has come from your efforts — the efforts of over 6,200 NAA member-auctioneers and your families. Together, we can make everyone aware of the need for and the services performed by auctioneers. However, we have certainly proved that no one sells it better than NAA auctioneers.

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About one out of every 100 Americans is named Smith.

THE AUCTIONEER



The Legal Aspects Of Auctions . . .

License law update

To keep the NAA membership as currently informed as possible concerning auctioneer license laws throughout the nation, *THE AUCTIONEER* offers this license law update. Information was contributed by two sources — the various state auctioneer associations and the National Auctioneer License Laws Official Association (NALLOA). The information in parentheses is from NALLOA.

For more specific information contact either the state association secretary, the licensing body in the particular state, or NALLOA. In the coming months, *THE AUCTIONEER* will publish additional license law information as received at the NAA office.

Changes since the January appearance of "License law update" are in bold.

ALABAMA — The state DOES REQUIRE an auction/auctioneers license. Contact: Mrs. Patricia Reid, Executive Secretary; Suite 209 Downtown Plaza; Cullman, AL 35055, (205) 739-0548. Submitted by Pete Horton, AAA Secretary/Treasurer.

ALASKA — (The state does not require a license law.)

ARIZONA — The state DOES NOT REQUIRE an auction/auctioneers license. However, you must register with the county in which you operate and obtain a city license. Maricopa County does not require a license. (A license is required for any person who sells or attempts to sell jewelry. Contact Board of Supervisors of the county.) Submitted by R. G. Warner, AAA, Inc., secretary/treasurer.

ARKANSAS — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Jayne Lowery, AAA secretary.

CALIFORNIA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Barbara Dobbas, CAA Executive Secretary.

COLORADO — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Ernest L. Wimmer, CAA secretary.

CONNECTICUT — (Town and city permits only. There is a state law governing sale of jewelry, livestock, horses, and motor vehicles. Request from various commissioners.)

DELAWARE — (Every person engaged in business of crying sales of real or personal property for others for profit are subject to tax.)

DISTRICT OF COLUMBIA — (License required for any person, firm, or corporation, either for himself or others sells or offers for sale at public auction, stocks or stocks of merchandise in whole or in part. Apply at Mayor's office.)

FLORIDA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Lewis C. Dell, FAA Secretary. (Local ordinances may impose license requirements.)

GEORGIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Georgia Auctioneers Commission, James E. Skrine, Joint Secretary, 166 Pryor St. S.W., Atlanta, GA 30303. Phone: (404) 656-3950. The applicant must be 18 years old, a citizen and an apprentice for 12 months under the supervision of a licensed auctioneer. Must have been the principal auctioneer in at least ten auctions. Applicant must pass an examination and be bonded for \$5000.

Non-residents can obtain a license through reciprocity, if they are residents of states which reciprocate with Georgia. Submitted by John Suarez, GAA secretary/treasurer.

HAWAII — (License required for any person who sells goods, ware, merchandise or other property at auction. Apply County Treasurer or Director of Finance.)

IDAHO — (Pay tax to county tax collector, on new merchandise sold at auction.)

ILLINOIS — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Janet Gravlin, IAA Secretary.

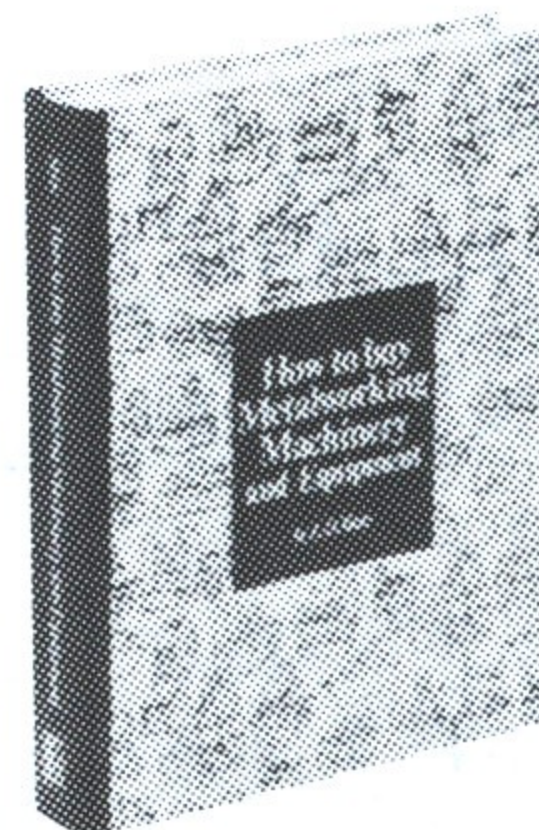
INDIANA — The state DOES REQUIRE an auction/auctioneers license. Contact: John Friedersdorf, Chairman of Indiana Auctioneers Commission: State Office Bldg. Room 1025; Indianapolis, IN 46204. Phone: (317) 232-3950. Must be bonded and pass oral and written examinations. Must be 18 years of age or older. Submitted by Harry Buckles, IAA secretary.

IOWA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Margaret H. Bloomer, IAA secretary. Some cities do require a city auctioneer's license, and some counties ask that their auctioneers buy a county license. (To sell NEW MERCHANDISE outside of city limits where ordinances require license, a state license is required.)

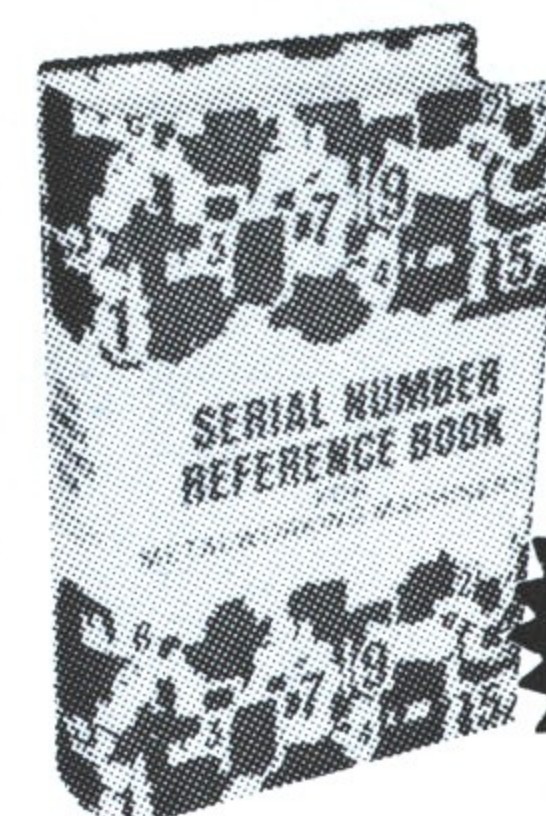
KANSAS — The state DOES NOT REQUIRE an auction/auctioneers license. Real estate license required to sell real property; city license required in several cities. Submitted by Rex B. Newcom, KAA secretary/treasurer. (Any individual, firm, association, corporation or any other legal entity which sells new goods, wares or merchandise, apply at clerk of county or city.)

Continued page 8

If You Buy, Sell or Appraise Used Metalworking Machinery



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KENTUCKY — The state DOES REQUIRE an auction/auctioneers license. Contact: Kentucky Board of Auctioneers, Ina L. Schoen, executive secretary, 1210 Kentucky Home Life Bldg., Louisville, KY 40202, Phone: (502) 588-4453. The Commonwealth of Kentucky only licenses individuals. There is a one year apprenticeship requirement that must be served under a licensed auctioneer, after passing the apprenticeship examination. At the end of one year and participating in at least five auctions, the applicant may sit for the principal auctioneers license. There is a \$3000 surety bond required. The license fee is \$30/yr. and the exam fee \$50. Submitted by Ina L. Schoen, Kentucky Board of Auctioneers executive secretary.

LOUISIANA — The state DOES REQUIRE an auction/auctioneers license. Contact: Donald J. Bernard, Secretary of Department of Commerce; P.O. Box 44185; Baton Rouge, LA 70804, Phone: (504) 342-5388. Submitted by Gladys M. Vernon, Administrative Assistant.

MAINE — The state DOES REQUIRE an auction/auctioneers license. (Contact: Jewell E. Childs, State House Station, 35, Augusta, Maine 04333. Phone: (207) 289-3916. Non-residents in addition must obtain license for each auction.)

MARYLAND — The state DOES NOT REQUIRE an auction/auctioneers license. Each county has its own qualifications for licensing as has Baltimore City and several other townships and jurisdictions in Maryland. Anyone wishing to auction in the state of Maryland should inquire of the county clerk or the clerk of the circuit court of that jurisdiction. In Baltimore City, application must be made to the mayor's office. Submitted by Barr Harris, AAM secretary.

MASSACHUSETTS — Under Chapter 100, each auctioneer is licensed by the town he/she resides in. The auctioneer must acquire a permit to conduct an auction in another town or city. The auctioneer must file with the selectmen of the town or city for the permit. Submitted by Evan N.

Garvilles, MSAA president. (A person must obtain license to sell jewelry, and also bankruptcy.)

MICHIGAN — The state is currently (2/1/80) considering an auctioneer certification bill in the legislature which will eliminate certified auctioneers from having to purchase local or municipal licenses. Submitted by John Schowalter, MSAA secretary. (Sale of new merchandise is regulated.)

MINNESOTA — The state DOES REQUIRE an auction/auctioneers license. Contact: Joan Grove, Secretary of State, State Capitol, State Office Bldg.; St. Paul, MN 55155 Phone: (612) 296-3266.

MISSOURI — The state DOES REQUIRE an auction/auctioneers license. License obtained at the county clerk's office, at any county courthouse. Submitted by Doran H. Livingston, MSAA secretary/treasurer.

MONTANA — The state DOES NOT REQUIRE an auction/auctioneers license. However, the state does require that each auctioneer carry a \$500 bond. Submitted by Craig Mandeville, MAA secretary.

NEBRASKA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Harold Kraupie, NAA member. (Non-resident apply at county clerk's office.)

NEVADA — The state DOES NOT REQUIRE an auction/auctioneers license.

NEW HAMPSHIRE — The state DOES REQUIRE an auction/auctioneers license. Contact: New Hampshire Board of Auctioneers, Secretary of State, State House, Room 204, Concord, NH 03301. Phone: (603) 271-3242 or (603) 271-3243. Non-resident license may be obtained only when the applicant's state offers reciprocity with a non-resident license which will permit auctions anywhere in the state. Submitted by George Michael, secretary, NHAA.

NEW JERSEY — The state DOES NOT REQUIRE an auction/auctioneers license. However, auction permits and licenses are under local government control, each jurisdiction setting

Teamwork



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

Michael Fox Auctioneers, inc.

EXECUTIVE OFFICES
SUITE 1915 • CHARLES CENTER SOUTH • 36 S. CHARLES STREET
• BALTIMORE, MARYLAND 21201
(301) 332-1333 Baltimore • (301) 621-1776 Washington • (215) 564-1175 Philadelphia

their own requirements, fees, etc. Submitted by Jo Ann Fawcett, NJSSA secretary. (There are state regulations on jewelry, baby chicks, and sale barn.)

NEW MEXICO — (There are state regulations on the sale of jewelry at auction.)

NEW YORK — The state DOES NOT REQUIRE an auction/auctioneers license. However, local ordinances will require auctioneers to obtain a city, town or village license. An auction is under consideration as of this writing. Submitted by Duane E. Gansz, NYAA member. (There are baby chicks, and food regulations.)

NORTH CAROLINA — The state DOES REQUIRE an auction/auctioneers license. Contact: George R. Fuller, Executive Director, Suite 306, 3509 Haworth Drive, Raleigh, NC 27609. Phone: (919) 733-2182. Submitted by Johnson B. Gilbert, NCAA secretary.

NORTH DAKOTA — The state DOES REQUIRE an auction/auctioneers license. Contact: Richard Elkin, Public Service Commissioner; North Dakota State Capitol; Bismarck, ND 58501. Phone: (701) 224-2400. North Dakota also requires a clerking license, for which the fee is ten dollars and a bond of five thousand dollars. The auctioneers fee is ten dollars and a one thousand dollar bond. You must also be a graduate of an approved auction school. Submitted by Norman Aldinger, NDAA member.

OHIO — The state DOES REQUIRE an auction/auctioneers license. (Contact: Charles R. Carroll, Division of Licensing, 899 East Broad St., 4th Floor, Columbus, OH 43205. Phone: (614) 466-4130.)

OKLAHOMA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Ray Patterson, OKAA secretary/treasurer. (Permits are required for livestock markets and sale of new merchandise. Apply at county treasurer.)

OREGON — The state DOES REQUIRE an auction/auctioneers license. Contact: Marge Hevlin, Administrator; 4th Floor, Labor & Industries Building; Salem, OR 97310 Phone: (503) 378-4492. Submitted by Helen M. Wood, ORAA secretary.

PENNSYLVANIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Alfred Traiman, Chairman or Mrs. Dawn Hepler Glowacki, Corresponding Secretary to the Board; Professional & Occupational Affairs; State Board of Auctioneer Examiners; Box 2649; Harrisburg, PA 17120 Phone: (717) 783-3615. Submitted by Mrs. Dawn Hepler Glowacki.

RHODE ISLAND — The state DOES REQUIRE an auction/auctioneers license. Contact: Mr. Craig Smith, Assistant to the Director; Department of Business Regulations; Office of the Director; 100 North Main Street; Providence, RI 02903 Phone: (401) 377-2246. Submitted by Louise E. Wordell, RIAA secretary.

SOUTH CAROLINA — The state DOES REQUIRE an auction/auctioneers license. Contact: George D. Pechilis, Executive Director; State of South Carolina Auctioneers Commission; P.O. Box 807; Columbia, SC 29202 Phone: (803) 758-3837. Submitted by Jack E. Richardson.

SOUTH DAKOTA — The state DOES NOT REQUIRE an auction/auctioneers license. However, it does require a restricted real estate auction license. Must take exam before able to auction real estate. South Dakota has reciprocity with some states. (Also livestock auction agencies.) Contact: Jack Burchill, South Dakota Real Estate Commission Secretary/Treasurer; 319 So. Coteau, P.O. Box 490; Pierre, SD 57501 Phone: (605) 773-3600. Submitted by Jim Payne, SDAA secretary.

TENNESSEE — The state DOES REQUIRE an auction/auctioneers license. Contact: Mrs. Thelma Cartwright, Executive Secretary; Tennessee Auctioneers Commission; Capitol Hill Bldg., Room 504; 7th and Union Sts.; Nashville, TN 37219. Phone: (615) 741-3236. Submitted by Hubert D. Songer, TAA member.

TEXAS — The state DOES REQUIRE an auction/auctioneers license. Contact: Texas Department of Labor & Standards, Lias "Bubba" Steen, Commissioner, P.O. Box 12157, Austin,

TX 78711. Phone: (512) 475-4229. The Commissioner appoints a twelve-member Advisory Board comprised of auctioneers to serve one-year terms. Their function is to act as liaison between the State and the auctioneers. The license law requires an applicant to pass an examination or to obtain an Associate license for one year to work under a licensed auctioneer during which time he must bid-call at least five sales. Submitted by Charles Connour, TAA secretary/treasurer.

VERMONT — (A license is required for both real and personal property. Apply to the Secretary of State.)

VIRGINIA — The state DOES REQUIRE an auction/auctioneers license. Virginia does not have a state licensing board or commission for auctioneers. A state license is purchased at the local office of the commissioner of the revenue. Submitted by Stephen G. Sheets, VAA president.

WASHINGTON — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Mick Sather, WAA director. (However, the sale of jewelry, appliance, upholstered furniture, and bedding requires a license. Apply at County Commissioner.)

WEST VIRGINIA — The state DOES require an auction/auctioneers license. Contact: Hon. Gus R. Douglas, Commissioner of Agriculture; West Virginia Department of Agriculture; State Capitol; Charleston, WV 25405. Submitted by Wilson E. Woods, WVAA president.

WISCONSIN — The state DOES NOT REQUIRE an auction/auctioneers license. However, many municipalities have their own rules, ordinances, and fees. Submitted by Robert Massart, WAA secretary/treasurer. (There are requirements on the sale of jewelry and furs. All transient auctioneers must be licensed. Apply at the County Clerk's Office.)



**Wake up to the
SOUND OF MUSIC**

THE WATCH
THAT HAS
EVERYTHING!

- ★ Hours, minutes, seconds.
- ★ Month, date, day of week.
- ★ Back-up light for nite-time viewing.
- ★ 24 Hour automatic alarm, no resetting necessary with 5 minute snooze.
- ★ Wake up to the sound of a pleasant song.

Plays: Yellow Rose of Texas, Stars & Stripes or Dixie

CLOSEOUT

Men's LDS, Cal., Diver, Chrono,	
Asst. Styles	\$6.00
Men's LDS, LCD	\$7.00

WAGNER WATCH CO.
8 W. 37th Street
New York, NY 10018
Phone: 212 695-7962

The Voice Projector 18 is back... and now it's even better than before!

For years the Voice Projector 18 was the best portable P.A. System an auctioneer could own. It had a rugged, lifetime case; it was lightweight for all-day use; it had a powerful clear-sounding amplifier so you didn't strain your voice; it had a Shure microphone so your audience not only heard, but understood your every bid call.

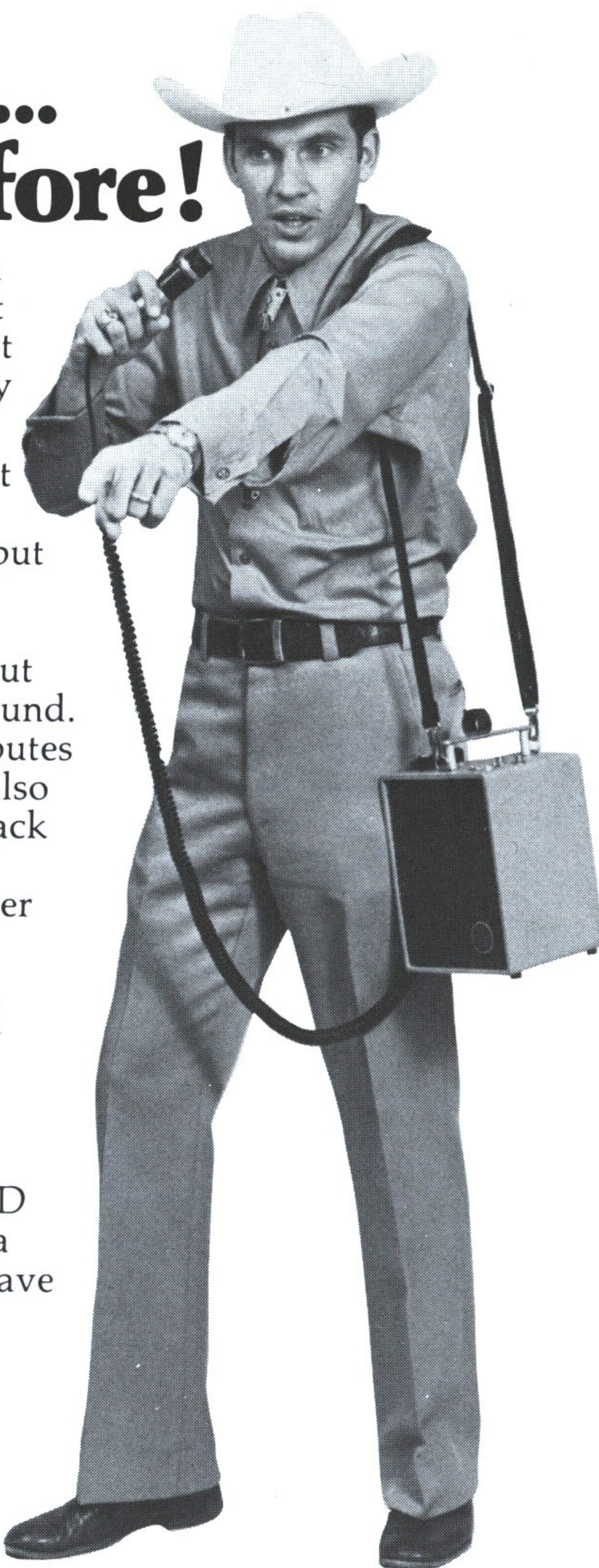
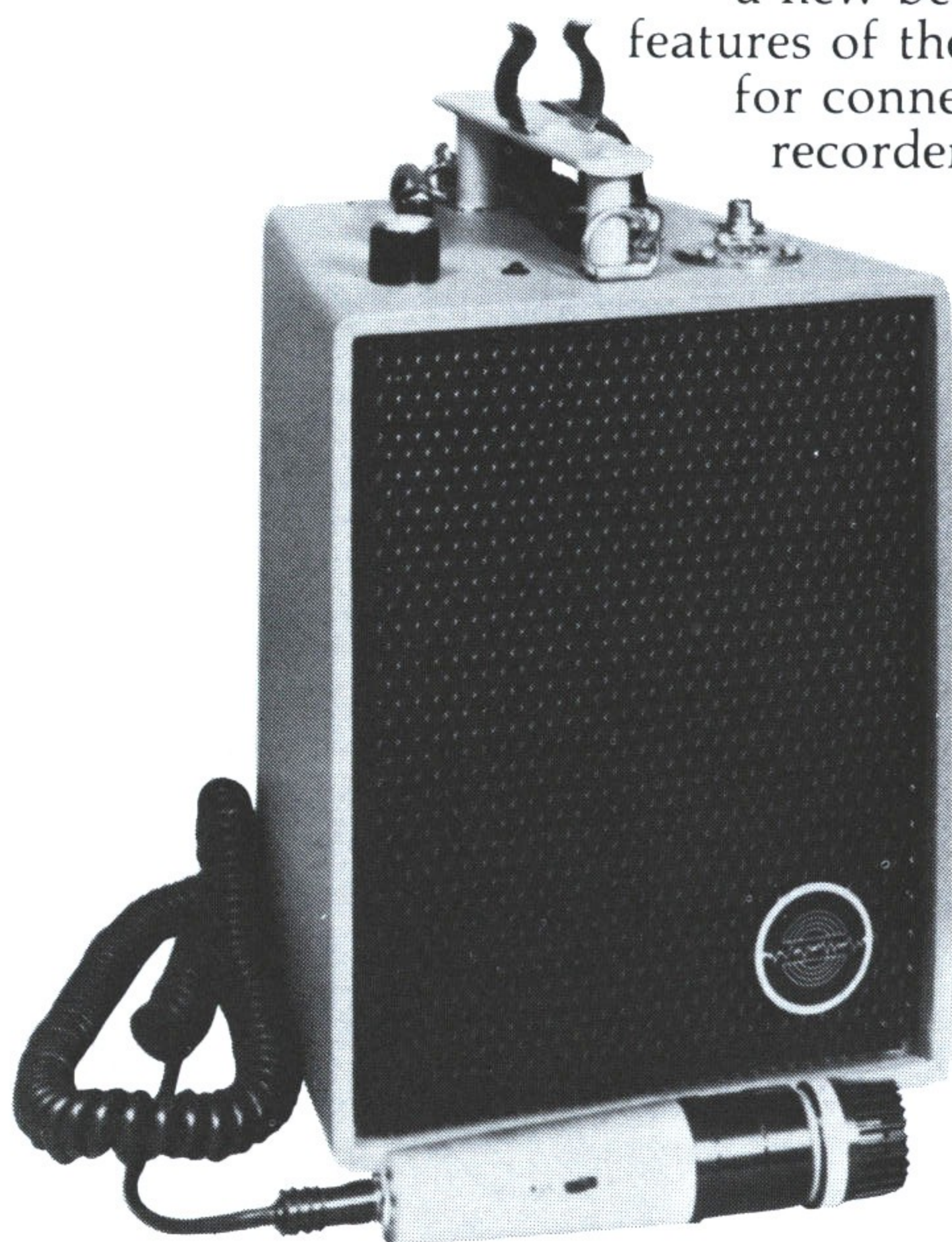
Lectrosonics now introduces two new model 18's that set a new benchmark in quality. The VP18R has all the features of the original model, plus hi-level input and output for connecting to other audio devices such as a tape recorder. Now you can play music through your

VP18R before the auction begins, without being embarrassed by the quality of the sound. In addition, record your bids to settle disputes or questions after the auction. The 18R also has a heavy-duty, rechargeable power pack that provides 50% more life than the original VP18. Simply plug in the charger and your Voice Projector will charge overnight. Then use the VP18R with confidence all day . . . your voice will probably give out before your Voice Projector does.

VP18R-\$325

The economy model Voice Projector 18D uses nine "D" cell batteries instead of a rechargeable power pack, and does not have hi-level connections.

VP18D-\$195



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



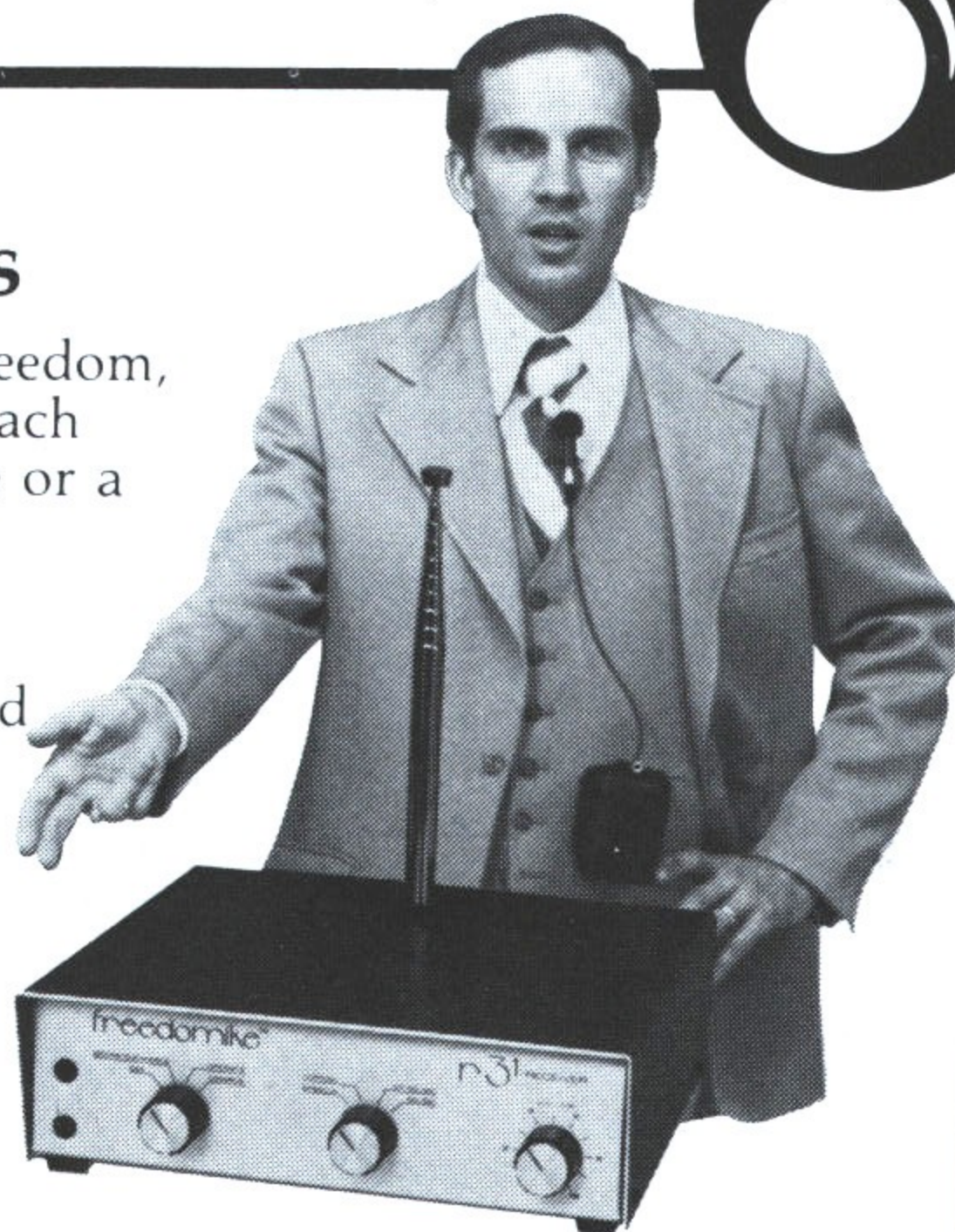
Freedomike Wireless Microphones

For the auctioneer that wants total freedom, Lectrosonics offers the Freedomike. Each system contains either a tie-tack mike or a hand held microphone. Either mike connects to a miniature belt-pack transmitter. The frequency-matched receiver plugs into your existing sound system, or the portable PP48R. Protective carrying case provided.

Freedomike System One
(with tie-tack mike)-\$725

Freedomike System Two
(with hand-held mike)-\$745

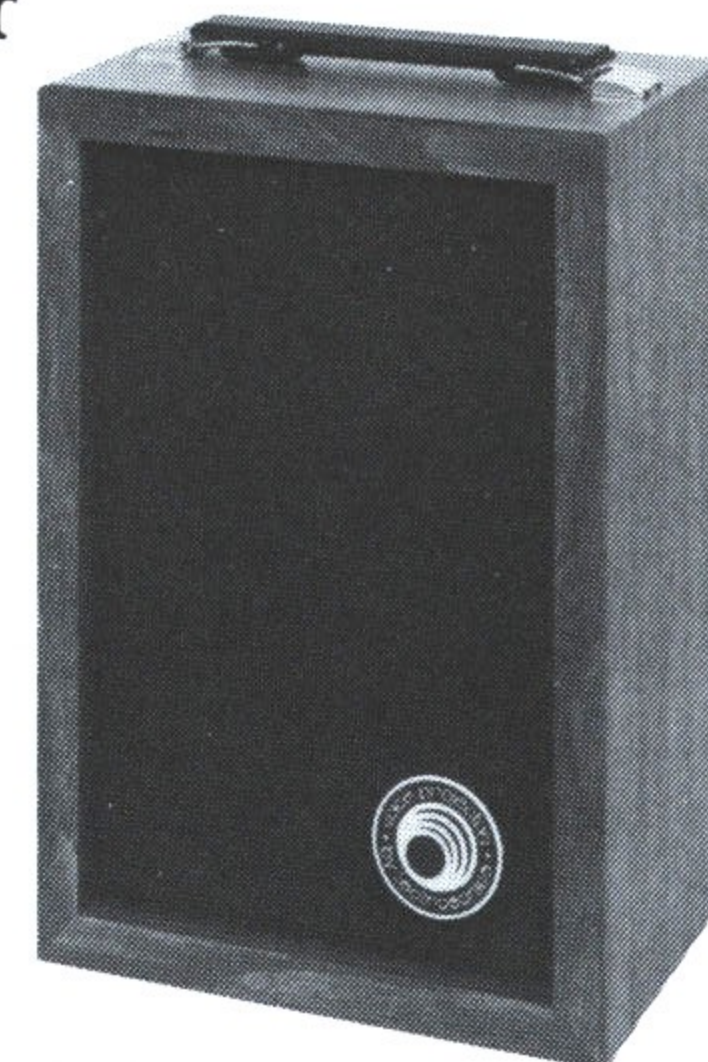
Freedomike System Three
(with both microphones)-\$815



Plus Power 48R Amplifier/Speaker

For the audience that's even bigger than your Voice Projector 18R, Lectrosonics has the Plus Power 48R. It's not just an extension speaker. With its own built-in 16 watt rms amplifier, the PP48R more than triples your sound output. And - like the new VP18R - it's rechargeable so you don't have to worry about replacing batteries.

PP48R-\$195



Lectrosonics products for auctioneers are available from:

Duane Gansz
Duane E. Gansz Auction & Realty
14 William Street
Lyons, NY 14489
315-946-6241

Ken McCormack
McCormack Auction Co.
8229 Golden Avenue
Lemon Grove, CA 92045
(714) 697-1778

Forrest Mendenhall
Mendenhall College of Auctioneering
Route 5
High Point, NC 27263
919-887-1165

Rowland Huey
John Huey & Sons
11660 Parkway Drive
North Huntington, PA 15642
412-863-4961

Bill Hagen
Western College of Auctioneering
Box 1458
Billings, MT 59103
406-252-2565

Hugh Miller
Curran Miller Auction
Route 3, Box 457
Evansville, IN 47711
812-867-2486

Bob Miller
Indiana College of Auctioneering
8846 Holliday Drive
Indianapolis, IN 46260
317-873-4601

Col. Gordon Taylor
Reisch World Wide College of Auctioneering
Box 949
Mason City, Iowa 50401
515-423-5242

For prices and delivery information in Canada contact:

Gene Sworin, Telak Electronics Ltd., 100 Midwest Road, Scarborough, Ontario, M1P 3B1. Telephone 416-752-8575

Who's who with House Committee on Small Business

One way or the other, the decisions of the House of Representatives' Committee on Small Business affects almost every American small business. Those decisions include many auction businesses. Knowing exactly who these small business committee members are can be useful when voicing your opinion on pending legislation.

The House Small Business Committee has approved the following organizational structure for the 97th Congress.

Mitchell, Parren, Md.,
CHAIRMAN
Smith, Neal, Iowa
Addabbo, Joseph, N.Y.
Gonzalez, Henry, Tex.
LaFalce, John, N.Y.
Bedell, Berkley, Iowa
Richmond, Frederick, N.Y.
Nowak, Henry, N.Y.
Luken, Thomas, Ohio
Ireland, Andy, Fla.
Skelton, Ike, Mo.
Evans, Billy Lee, Ga.
Stenholm, Charles, Tex.
Mazzoli, Romano, Ky.
Mavroules, Nicholas, Mass.
Crockett, George Jr., Mich.
Hatcher, Charles, Ga.
Wyden, Ron, Oreg.
Eckart, Dennis, Ohio

Dorgan, Byron, N. Dak.
Savage, Gus, Ill.
Roemer, Buddy, La.
Fary, John, Ill.
McDade, Joseph, Pa.
Conte, Silvio, Mass.
Stanton, J. William, Ohio
Broomfield, Wm., Mich.
Marriott, Dan, Utah
Williams, Lyle, Ohio
Snowe, Olympia, Maine
Bereuter, Douglas, Nebr.
Crane, Daniel, Ill.
Hiler, John, Ind.
Staton, David, W. Va.
Weber, Vin, Minn.
Daub, Hal, Nebr.
Smith, Chris, N.J.
Weber, Ed, Ohio
Dreier, David, Calif.

Subcommittees organized by the House Committee on Small Business are chaired by members of the larger committee. These subcommittees are the following.

SBA and SBIC Authority, Minority Enterprise and General Small Business Problems

General Oversight

Antitrust and Restraint of Trade Activities Affecting Small Business

Energy, Environment and Safety Issues Affecting Small Business

Tax, Access to Equity Capital and Business opportunities

Export Opportunities and Special Small Business Problems

Correspondence to the House Committee on Small Business, or any of its members or subcommittees, should be sent to: Committee on Small Business, U.S. House of Representatives, 2361 Rayburn House Office Building, Washington, D.C. 20515.

Currently, one-fifth of all U.S. households (14.5 million) subscribe to cable television. It is estimated that by the end of 1981, one-third of all homes will be getting TV via cable.

April, 1981

AUCTION FORMS

IMPRINTED WITH YOUR NAME &
NUMBERED OR NUMBERED ONLY AS LISTED

ALL CLERKING TICKETS - 3 copies 8½" x 11" NCR
12 on or 10 on - not numbered - 250 sets \$22.50, 500 sets \$43.50, 1000 sets \$85.00.

CLERKING TICKETS - 10 on or 12 on - Imprinted your name, address and telephone number, 500 sets \$75.00; 1000 sets \$125.00.

CLERKING TICKETS - 10 on only - Numbered 1 to 1000
100 sets \$18.00, 200 sets \$35.00, 500 sets \$65.00, 1000 sets \$100.00.

CLERKING TICKETS - 10 on only - Numbered 1 to 1000 and imprinted your name, address and telephone number on each ticket. 500 sets \$90.00. 1000 sets \$135.00.

ALL FORMS LISTED UNDER THIS HEADING are 8½" x 11", sold in pads of 50 sheets each at \$1.95 per pad, 10 pads at \$1.45 each, 20 or more pads at \$1.20 each pad. Not numbered.

**CLERKING SHEETS - CASHIER'S STATEMENTS
TERMS OF SALE - CONSIGNMENT CHECK-N
CONTRACT FORMS - PROMOTION SCHEDULE**

BUYER'S REGISTRATION - 2 FORMS - 1 with room for 13 names - new form for 20 names.

FORMS LISTED BELOW NUMBERED FROM 1 to 1000
50 sheets each pad, 1000 numbers, 1 pad \$4.00; 10 pads at \$3.00 each, 20 or more pads at \$2.50 each.

CLERKING SHEETS - BUYER'S REGISTRATION

CASHIER'S STATEMENTS - Numbered from 1 to 1000
1000 lots only, \$50.00. Imprinted your name, address and telephone number and numbered 1 to 1000, 1000 lots only \$65.00.

TAGS Cardboard 2½" x 5½" - 3 part perforated, hole at top, 1000 tags \$9.50, 2000 tags \$18.00, 5000 tags \$40.00.

TAGS - Form No. EATN-26 - Cardboard 2½" x 5½" numbered 1 to 1000; 1" numbers; 3 part perforated; hole at top, 1000 tags \$18.50; 2000 tags \$36.00; 5000 tags \$85.00.

WIRES FOR TAGS - 12" long -

1000 wires \$9.00 5000 wires \$42.50

TAGS — Sticky Back - Form No. EATSB-35 - 3 part perforated, with room to write numbers. Need no wires. Peel off and stick on, 1000 tags \$20.00; 2000 tags \$38.00; 5000 tags \$90.00.

TAGS - Form No. EATCBN-36 - Sticky Back - 2½" x 5", no wires needed, peel off and stick on; 1" numbers, 1000 tags \$30.00; 2000 tags \$55.00; 5000 tags \$125.00.

BUYER CARDS - Form BS-20 3¼" x 7" - 1000 cards \$7.50, 2000 cards \$14.00, 5000 cards \$32.50.

BUYER CARDS - Form No. BCN-30 Numbered from 1 to 1000 - 1000 cards \$15.00, 2000 cards \$29.00, 5000 cards \$75.00.

BUYER CARDS — No. BCND-50, Numbered 1 to 1000 1" display numbers; 1000 cards \$25.00, 2000 cards \$40.00, 5000 cards \$85.00. NO NAMES.

ARROW DIRECTION SIGNS Word AUCTION in beg type & BOLD ARROW colored cardboard 9" x 11", 50 signs \$7.50, 100 signs \$10.00. ⅓ each direction. ..

Payment with Order — We Pay Postage

C. O. D. Orders — You Pay Postage

— WRITE FOR FREE SAMPLES TO —

STOCK YARDS PRINTING CO.

1613-A Genesee, Kansas City, Mo. 64102

NAA Convention information . . .

Enter auction business stationery in 1981 advertising contest

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

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

The rules for the Advertising Contest will be

published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1981 Contest. Awards will be presented at the Awards Festival of the 1981 NAA Convention, Friday, July 31.

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

Advertising Contest Rules

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

Pound Your Gavel.

In the newspaper with the largest Sunday circulation in New England: 700,000. And no Boston paper has more classified ads. (Our share in 1978: 83%!)^{*} For more information call: JoAnne McCoy (617) 929-2169 or Arthur Shachat (617) 929-2160.

The Boston Globe

BOSTON, MASSACHUSETTS 02107

^{*}ALS, 1978

eligible to compete for an Advertising Contest Award.

6. Previous year winners — those who won an award in 1980 — are not eligible to compete in the category in which they won in 1980, but they may enter any of the other categories.
7. Of the three entries submitted for each category, one copy will be maintained in the NAA office; one copy will be maintained in the judges' file; and the third copy will be displayed for viewing by the convention registrants after the awards' recipients are announced.
8. Two first place awards will be presented in each category; one for one-color ink on paper; and the second for multi-color ink on paper.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows:
 - a. Commercial and Industrial;
 - b. Farm (an operating farm liquidation);
 - c. Real Estate;
 - d. Antiques;
 - e. "Specialty" (cataloged sale);
 - f. Consignment Sales with General Household and Estate Liquidation;
 - g. Institution (auction firm promotion);
 - h. Auction Business Stationery (letterhead, plus envelope, and business card).

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

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

Auction Supplies

Paddle Cards ● Item Receipt System ●

Clerk Sheets ● Direction Signs

Write for Samples and prices

SMART ART PAPER PRODUCTS

501 Penna. Ave.

Downingtown, PA 19335

"MARKETING PLANNING" by Robert J. McMahon, Ph.D. is a step-by-step guide for preparing a complete marketing plan. Every function is covered in detail. Send \$13.50 to Thunderbird Press, 9940 E. Yucca St., Scottsdale, Arizona 85620.

ENTRY FORM

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

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE
ADVERTISING _____

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED? _____

BRIEF DESCRIPTION OF SALE _____

DEADLINE FOR ENTRIES: July 1, 1981

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

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

SHOPLIFTING, by Dorothy Francis. This is a complete survey of the current epidemic of larceny by the public — now estimated to average 1 million dollars a day. Who does it, why, how, what happens to the apprehended thief — and what businesspeople can do to fight a drain which, in some cities, is estimated to cost (between the theft and counter-theft measures) 15% of sales volume. Well worthwhile, 128 pages, 5½x8, hardbound, \$7.95. ELSEVIER/NELSON BOOKS, 2 Park Avenue, New York, NY 10016.



BIG EXTRA PROFITS

COOK BROS. INC.

**113 N. May Street,
Chicago, IL 60607
Area Code 312-421-5140**

**Or Visit our Giant Showrooms
Mon.-Fri. 7 a.m.—5:30 p.m.
Saturday 7 a.m.—3 p.m.**

Auctioneers and independent sales organizations have long relied on Cook Bros. as their leading source for a wide variety of merchandise . . . including tv's and radios, CB radios, stereos, appliances, watches, cutlery, jewelry, cameras and small novelties . . . items that can be profitably and quickly sold.

All orders are shipped the SAME DAY we receive them! Whether you sell strictly from the auction block, in a store, or house-to-house or business-to-business, Cook Bros. should be your NUMBER ONE supplier for all types of general merchandise and closeouts! Mail coupon below for your big, new wholesale catalog. You'll boost your profits promptly!

- *Lowest Prices *Name Brands *Large inventory always
- *Same day shipment *Direct importers
- *Merchandise warranted against factory defects
- *Catalogs without our name available for your use

**MAIL
THIS
NO-RISK
COUPON
TODAY**

To: Cook Bros., Inc., Dept. A976
113 N. May St., Chicago IL 60607

Yes, I want to make more money! RUSH my copy of your big, new wholesale catalog.

My name.....

Address.....

City.....

State.....ZIP.....

July nominations deadline for NAA candidates

Any NAA member can be nominated for elected office in the National Auctioneers Association. What must be submitted on behalf of the candidate is a resume of the candidate's qualifications for office, a letter (or letters) of support for the candidate's nomination (a candidate does not necessarily have to be nominated by a state auctioneers association), and a black/white glossy photograph of the candidate. The deadline for nomination is July 1, 1981.

In accordance with the 1980 NAA By-Law revisions governing officer elections, not only will *the members* elect the four directors (the retiring president automatically assumes the fifth directorship), but the members will also elect the treasurer, a vice president, and a president-elect. The current president-elect will assume the president's office.

It is a policy of the National Auctioneers Association that announcement of candidate declarations be submitted in writing to the NAA office prior to July 1 of the year in which the elections are to be held; and that the NAA office then will reproduce the candidates' resumes and photographs to submit to the Nominating Committee for review and consideration.

The nominations for the offices of directors (four) and officers (treasurer, vice president, president-elect) are open for the 1981 NAA Convention. All letters declaring the candidate's nomination for an NAA elective office, should be directed to: Harvey L. McCray, Executive Vice President, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510. Nominations will not be accepted after July 1, 1981.

Remember, if you are supporting a candidate for NAA elective office, submit your letter immediately to Harvey L. McCray and enclose with the letter of support, the candidate's resume (qualifications) and black/white glossy photograph. The Nominating Committee sincerely hopes that candidacies will be announced, and support letters submitted soon, so that ample time will be available to the committee for thorough review and consideration.

AUCTIONEERS

Harness Leather Belts, Less Buckle	\$12.00
(black or brown) Very Heavy.	
8 Track Leroy Van Dyke Auctioneer Song Tapes	\$ 7.50
LP records	\$ 8.50
Hardwood Gavel	\$ 8.50

CAMPBELL AUCTION SERVICE

57105 C. R. 21, Goshen, Indiana 46526
Check or M/O — Canadian add \$2.50

Exhibitor's fee increases for NAA conventions

Pursuant to the January 1981 NAA Board of Director decisions regarding NAA convention exhibitors, changes have been made in both policy and fee amount for convention exhibitor space. All displays at the Las Vegas convention, and future conventions must be NAA members, or advertisers in THE AUCTIONEER magazine. Also, the cost of exhibiting at NAA conventions has been increased from \$75 to \$200 by the Board decisions.

Since there will be a limited number of exhibitor spaces available, it is highly recommended that NAA member exhibitor requests be received at the NAA office as soon as possible. If past conventions are any indication, NAA convention exhibitor spaces will be filled quickly.

Any questions regarding to convention exhibitor space should be directed to the NAA office, not the Las Vegas Hilton Hotel. Actual requests for convention exhibitor space should be made to NAA executive vice president Harvey McCray.

State associations . . . plan fun auction item to represent your state

At the 1980 NAA Grand Ole Convention in Nashville, Tennessee, many state auctioneers associations contributed items representative of their state or region to the convention Fun Auction. It is expected that the 1981 Fun Auction will be no exception, and will again set another record for a Fun Auction total. **However, now is the time for planning state association Fun Auction contributions at the 1981 Las Vegas NAA convention.**

A handsome gun from Texas, a beautiful quilt from Tennessee, gorgeous artwork and sculpture, delicious cheeses and other regional foods, they've all been sold at past NAA convention Fun Auctions. The months between now and Thursday night, July 30, 1981 could be just enough time for state association enthusiasm to build, and choose an auction item representing the state or region.

Any questions concerning contributions to the convention Fun Auction should be directed to the NAA office as soon as possible.

Light bulbs are scarce in Russia. When they burn out at home, workers smuggle them into their plants and offices and surreptitiously replace the good ones in the sockets with their burned out bulbs.

DEALER'S AUCTION

Every 2nd & 4th Thursday of each month

11:00 a.m. C.S.T.

**Midway between Guin and Winfield, Ala.
Hwy. 78 in Gu-Win, Ala.
for information
call 205-468-3556 or -2705**

ALL DEALERS WELCOME

**Come BUY or SELL a load!! All merchandise
sold — large & small lots.**

**10% Commission on all sales on premises
cash, certified check or letter of credit from
bank. We act as agents only and make no
guarantees of seller's merchandise.**

NO JUNK

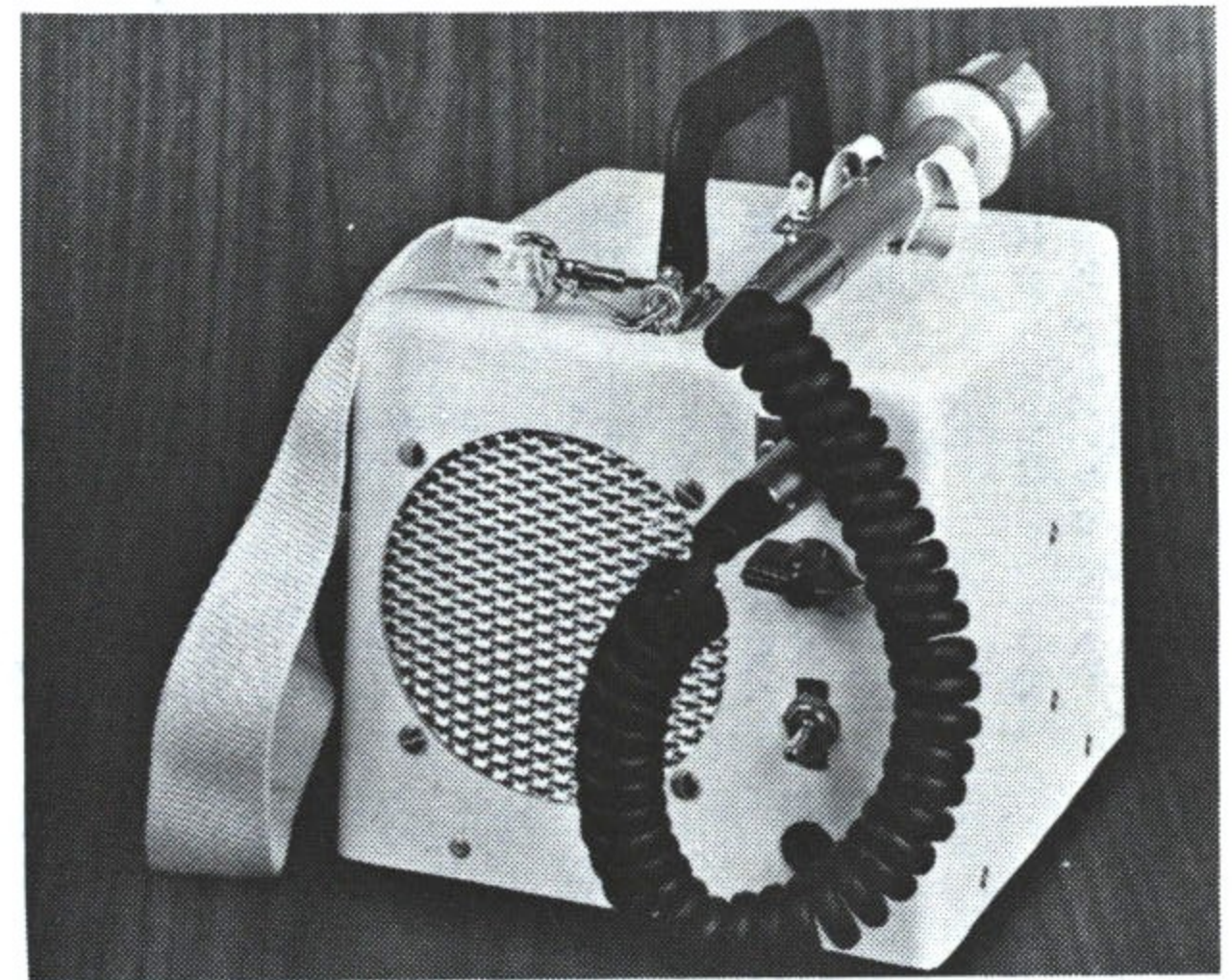
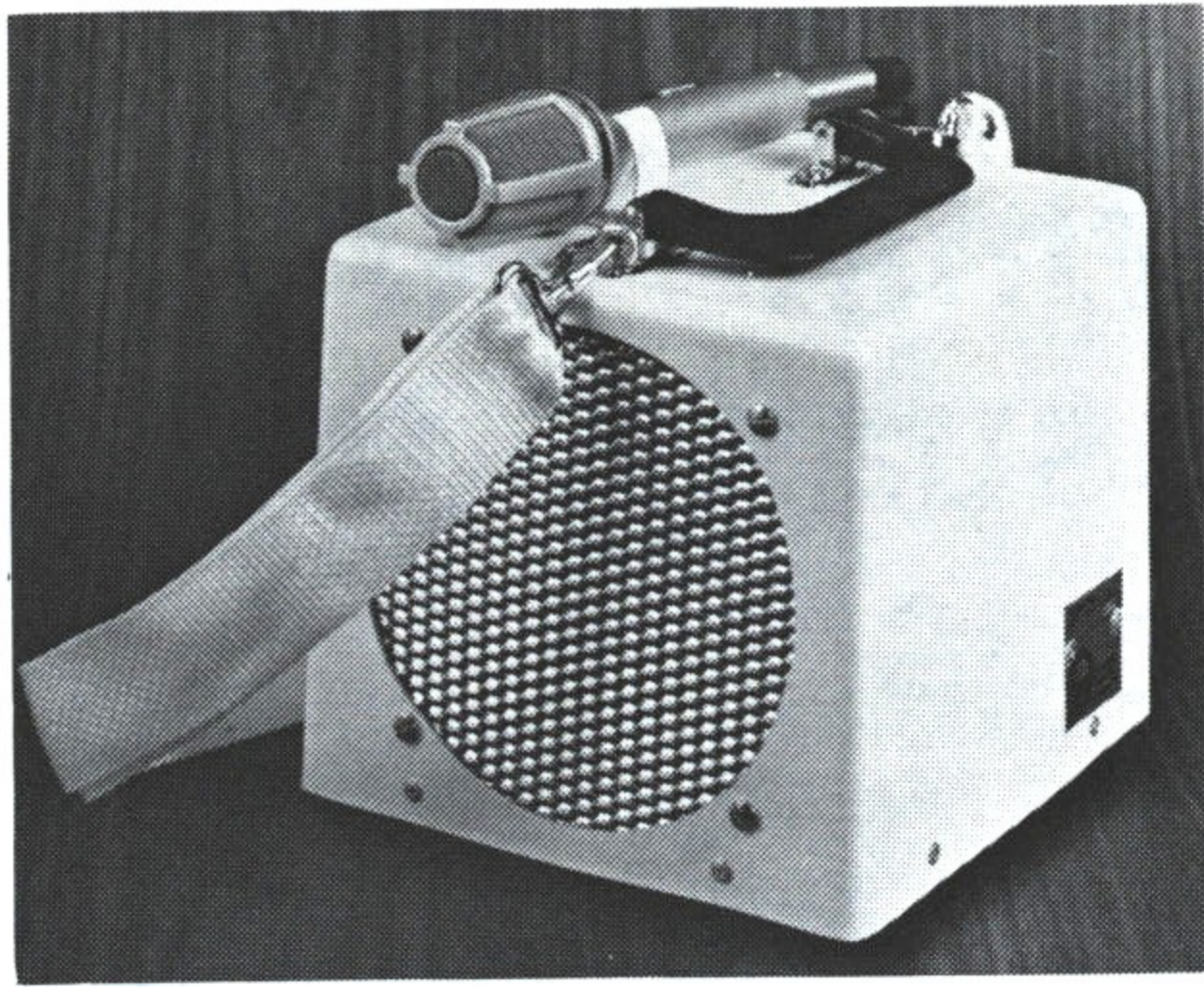
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NAA members must participate . . .

Insurance Survey will determine NAA group rates — property casualty, life health and accident coverage

The NAA Board of Directors has seen a need to offer the membership group rates and coverage through property casualty, life, major medical, disability income, and dental insurance programs. The Board also approved, at past meetings, the insurance specialist, Alexander & Alexander, to obtain information from insurance carriers. This information will be beneficial to design the group insurance coverage specifically for the NAA membership — including the property casualty and life, health and accident program, for the member, and his or her family and the eligible employees.

But before acceptable insurance rates can be determined, or if the programs can be adapted to the National Auctioneers Association membership, the members must provide information to Alexander & Alexander on the questionnaire on the following two pages of THE AUCTIONEER magazine.

It is the goal of the NAA Board of Directors to make available a health and accident insurance program competitively priced not only to the membership, but also to the employees as well. Another NAA objective is to make available comprehensive insurance coverage for the members' property casualty insurance needs at a competitive cost, reflecting the mass buying power of the NAA membership.

The proposed coverages are outlined as follows:

Auctioneer Errors & Omissions Insurance.

This coverage provides protection for the auctioneer and people acting on behalf of the auctioneer for errors resulting primarily in financial loss to customers or members of the public. In principle, it can be compared to professional liability insurance for lawyers, CPA's, architects and engineers, or compared to other E&O protection needed by insurance agents, real estate sales people, etc.

Package Policy for Auctioneers. The package policy will encompass the general liability exposures of the membership, including: automobile exposures; the property exposures of owned property, including buildings, office contents, valuable papers, accounts receivable; and possibly money coverage and fidelity coverage.

Bailee Coverage. This protection covers if and when an auctioneer takes property of others into his or her care, custody or control, whether it be for a day or a week. Included in this coverage can be antiques, fine arts, classic automobiles, heavy equipment, general personal property, jewelry, or other valuable articles such

as coins, stamps, guns, etc.

A general liability policy excludes any liability for property in the care, custody or control of the insured. For this reason, Alexander & Alexander believes Bailee coverage a necessity for auctioneers.

The NAA has offered — and many members already are being insured — a group hospital/surgical, disability income protection, cancer cost supplement and term life insurance program, but the protection to date is for the member and his or her family. The following questionnaire refers to coverage by the member, his or her family and *all eligible employees*. If protection is presently not being used by the NAA member at competitive rates, response to the questionnaire will help the National Auctioneers Association determine what is, and will be available.

Complete the questionnaire and return it to the National Auctioneers Association IMMEDIATELY. Don't wait, as delays will cause unnecessary postponement in determining just what insurance can and will be made available — on a group basis and at group rates — for the entire NAA membership.

Need License Law Information?

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

For a complete update of license law information, consult the "License law update" on page 7 of the April, 1981 AUCTIONEER.

NALLOA
P.O. Box 30042
Lincoln, Nebraska 68510

Advertisement

NAA Group Insurance Questionnaire

Remove or copy this form from THE AUCTIONEER magazine. Complete **BOTH SIDES** of the Questionnaire and send IMMEDIATELY to: NAA Insurance Questionnaire, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510.

NOTE: This side of the Questionnaire refers to the Property-Casualty Insurance needs; the other side refers to the Life, Health and Accident programs. Complete both sides.

QUESTIONNAIRE

1. Do you currently carry Auctioneer Errors and Omissions Insurance? _____Yes; _____No.
2. If "Yes", name of insurance company?

Number of persons insured_____

Limit of liability_____

Annual premium \$_____

Deductible \$_____

3. Does your contract with your sellers spell out who is responsible for protecting the property you are going to sell at auction? _____Yes; _____No.
Do you take physical possession? _____Yes; _____No.
Do you buy insurance to cover this exposure? _____Yes; _____No.
What is the maximum value of other people's property you might have at one time in your care, custody or control? \$_____.
Maximum value of your own inventory held for sale? \$_____.
4. If Errors & Omissions Insurance becomes available through the National Auctioneers Association at a competitive price, would you purchase it? _____Yes; _____No.
5. Would you purchase your other Property-Casualty Insurance through the National Auctioneers Association? _____Yes; _____No.

6. COMMENTS _____

NAA Group Insurance Questionnaire

Remove or copy this form from THE AUCTIONEER magazine. Complete **BOTH SIDES** of the Questionnaire and send IMMEDIATELY to: NAA Insurance Questionnaire, National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510.

NOTE: This side of the Questionnaire refers to the Life, Health and Accident Insurance needs; the other side refers to the Property-Casualty Insurance programs. Complete both sides.

QUESTIONNAIRE

1. Are you insured for any of the following coverages on a group basis?
 - a. Group Term Life: ☐ Yes; ☐ No.
 - b. Accidental Death & Dismemberment: ☐ Yes; ☐ No.
 - c. Medical Protection Plan: ☐ Yes; ☐ No.
 - d. Long-Term Disability Income: ☐ Yes; ☐ No.
 - e. Dental Insurance: ☐ Yes; ☐ No.
 - f. Guarantee-issue Ordinary Life Insurance on yourself and your family members:
☐ Yes; ☐ No.
 - g. Your employees: ☐ Yes; ☐ No.
2. Would you be interested in having the National Auctioneers Association make these coverages available to you on a Group basis? ☐ Yes; ☐ No.
Which coverages? Indicate from above:
☐ a.; ☐ b.; ☐ c.; ☐ d.; ☐ e.; ☐ f.; ☐ g.
3. Is auctioneering your sole or primary livelihood? ☐ Yes; ☐ No.
4. How many full-time employees do you have? _____.

REMOVE OR COPY THIS FORM, COMPLETE THE QUESTIONS ON BOTH SIDES AND RETURN IT IMMEDIATELY TO:

**NAA Insurance Questionnaire
National Auctioneers Association
135 Lakewood Drive
Lincoln, NE 68510**

Ready To Use

NAA "Invitation to Join" kit available upon request

The NAA Board of Directors has authorized the production and distribution of an "Invitation to Join the NAA" kit which includes: a sample issue of THE AUCTIONEER magazine, new NAA membership and information pamphlet, a letter from NAA president Archie Moody, postage paid return envelope, and a copy of the NAA Code of Ethics and By-Laws.

How do you use the invitation-to-join kit? Just hand it to an auctioneer whom you feel would benefit from NAA membership, and get ready to answer questions. "The Kit" successfully represents your Association and your fellow NAA members across the nation.

When The Kit was presented at the 1980 NAA convention in Nashville, over 400 invitation-to-join kits were picked up and put to work in a matter of hours after they were announced.

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

And does it work? Very much so, because it gives the prospective NAA member a very clear picture of what to expect from the \$30 NAA dues

investment. But the invitation-to-join kit will not work left sitting on the shelf at the NAA office. Send for a few kits today and present them to the auctioneers whom you would like to see as fellow NAA members.

Auctioneer,

Here's your personal invitation to join the NAA.

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

Welcome AUCTIONEERS to the NAA CONVENTION

NATIONAL AUCTIONEERS ASSOCIATION

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CODE OF ETHICS
National Auctioneers Association
PREAMBLE

The public auctioneer occupies an important position in the community and is entrusted with the responsibility of selling the property of others. He must conduct himself in a manner that reflects credit upon his profession and upon the NAA.

PART I - PROFESSIONAL RELATIONSHIPS

Article 1. It is the best interest of the public, of the NAA and of the auctioneer, that the Auctioneer should be a member of the National Auctioneers Association.

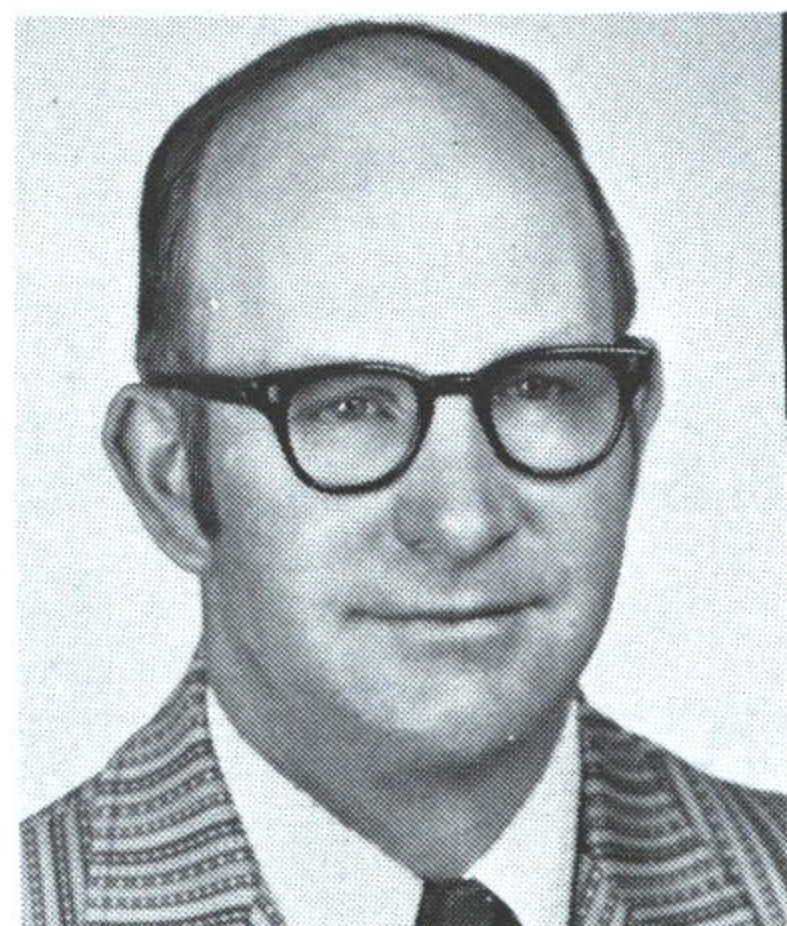
Article 2. The Auctioneer should conduct his business in a fair and honest manner, and should not engage in any activity that would reflect discredit upon his profession or upon the NAA.

Additional information... Some state auctioneers associations have reciprocal membership agreements with the National Auctioneers Association.

The following is a list of state auctioneers associations which have reciprocal membership agreements with the NAA, meaning that you may hold membership in both associations. Except for two states, Pennsylvania and Tennessee, you can send your completed state and national dues to **SALING**, the state association secretary or the NAA office.

Feel free to contact the NAA office during regular business hours (Monday-Friday, 9:00 AM - 5:00 PM) with any questions concerning reciprocal membership.

STATE	DUES IN ADDITION TO NAA DUES	MONTH BILLED BY NAA	STATE ASSOCIATION SECRETARY (JULY 1980)
ALABAMA	\$10.00	APRIL	Ernest L. Warner, 1712 E. Highway 24, Dallas, TX 75224
ARIZONA	\$20.00	JANUARY	Margaret Skinner, Rt. 3, Box 1, Glendale, CA 91204
ARKANSAS	\$10.00	JULY	Ann P. Sawyer, 215 E. Main, Milwaukee, WI 53104
KENTUCKY	\$10.00	JANUARY	Vilma Atherton, Box 148, Snyderville, NY 47748
MARYLAND	\$25.00	JANUARY	Dale Harris, 815 N. Howard, Baltimore, MD 21203
MINNESOTA	\$15.00	OCTOBER	Randy Huber, Rt. 1, Box 1, Prosser, NE 68648
NEVADA	\$20.00	JULY	Chuck Wadsworth, 1310 Columbia Ave., Reno, NV 89515
PENNSYLVANIA	Member accepted via state association only		
TENNESSEE	Member accepted via state association only		
WISCONSIN	\$15.00	JULY	Victor W. Vaughn, Route 2, Sandville, WI 54230



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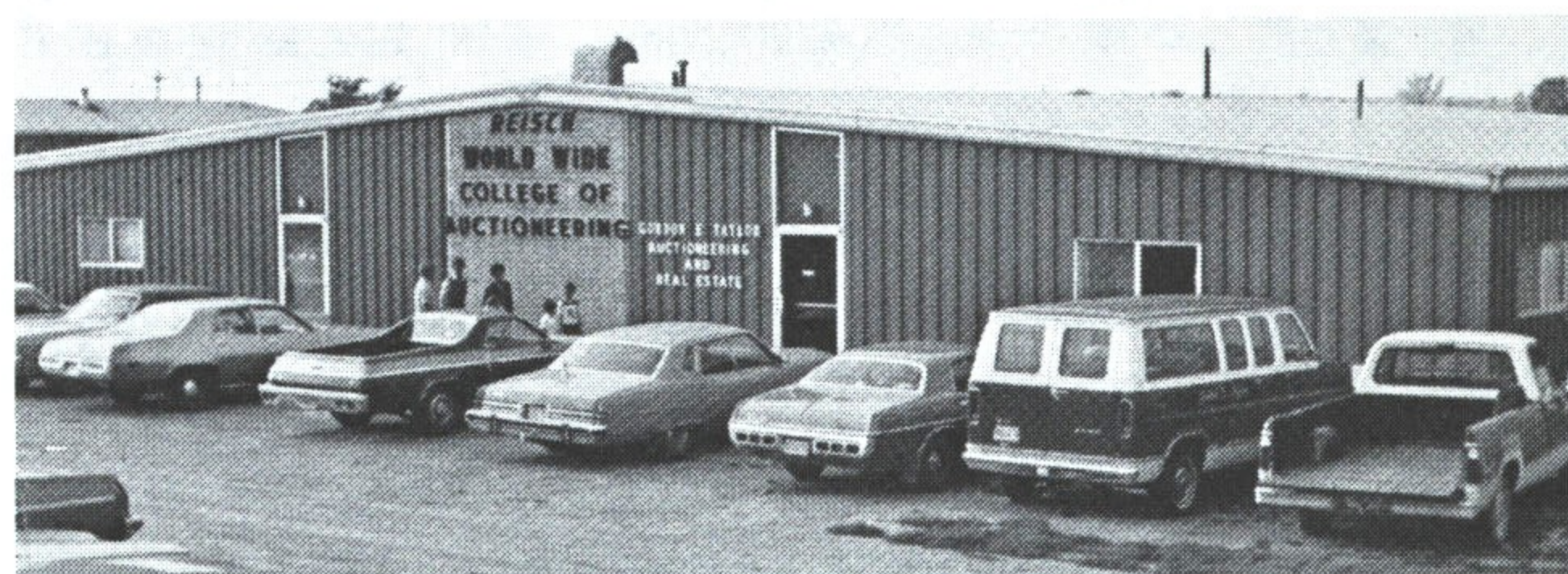
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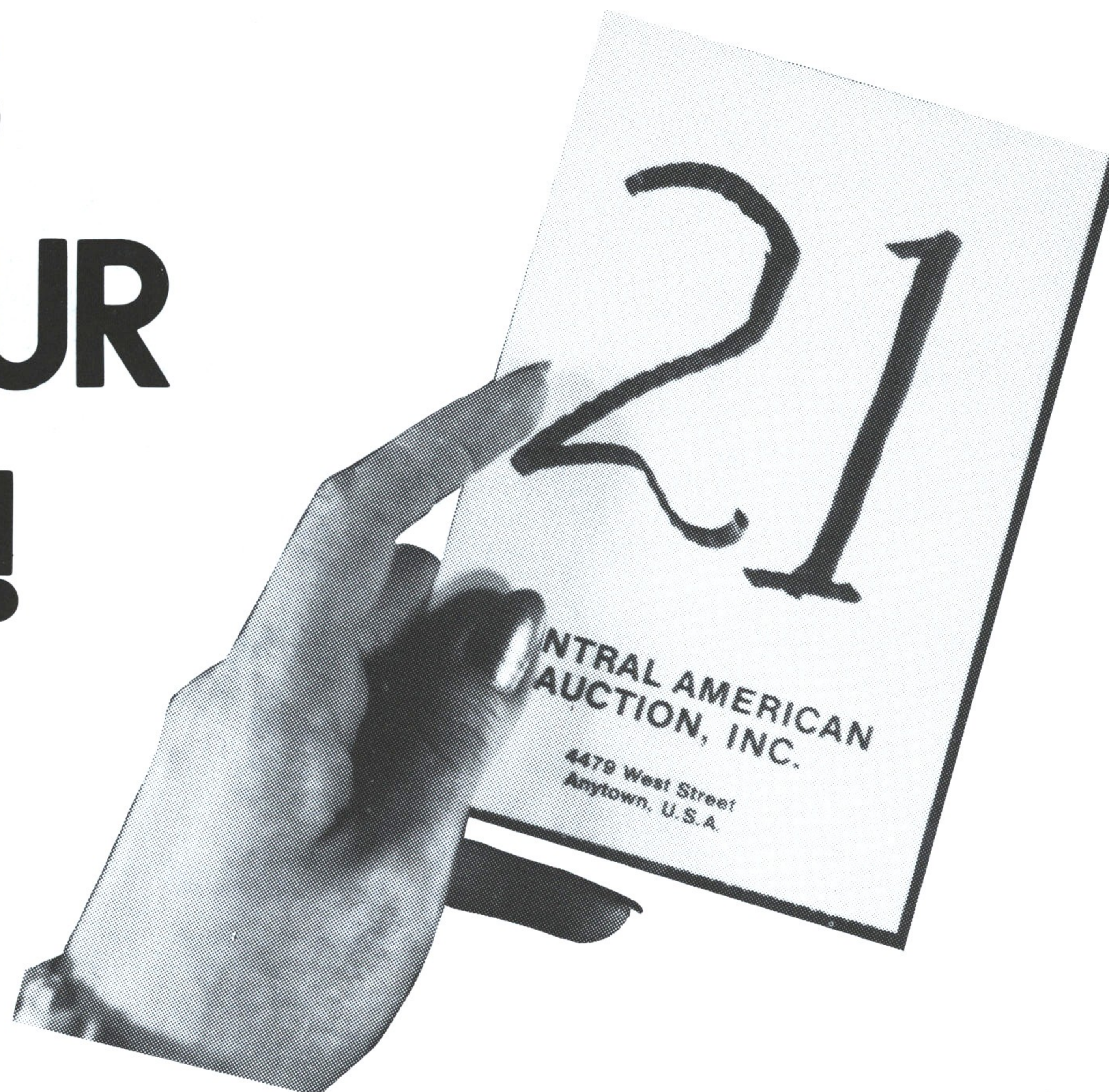
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MODEL S-610**

List: \$227.00

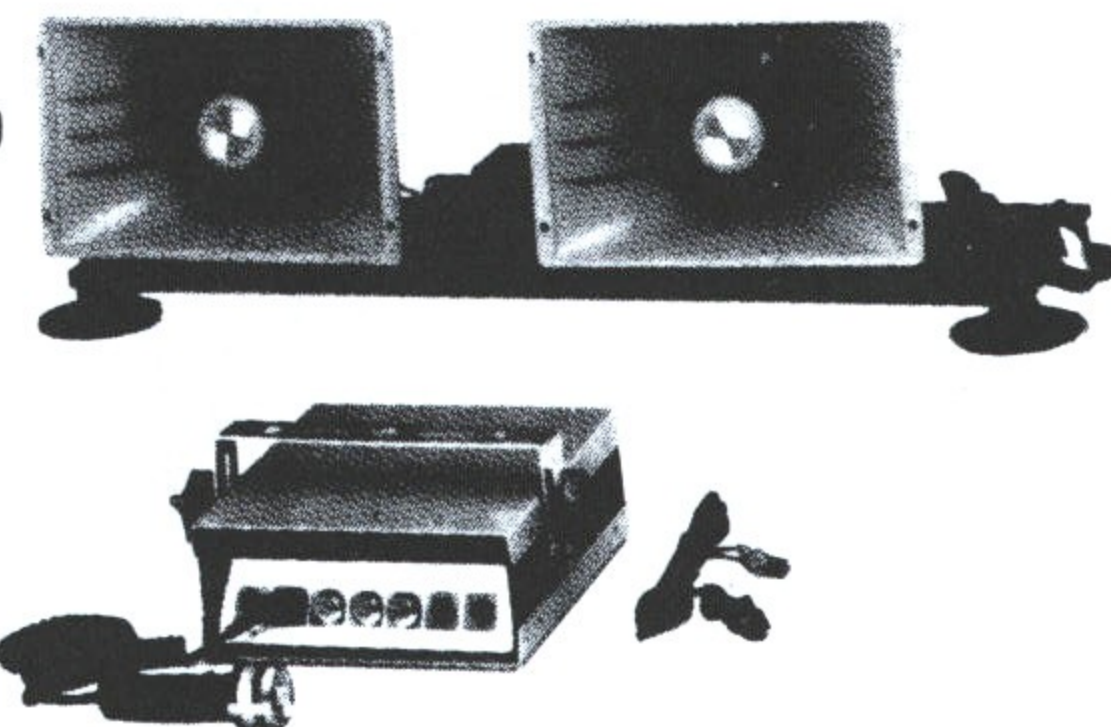
Auctioneers Cost: \$192.95

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

**SOUND CRUISER
MOBILE P.A. MODEL S-310**

List: \$388.00

Auctioneers Cost: \$330.00



SOUND CRUISER MOBILE P.A. MODEL S-310 — Make any car a sound truck in 45 seconds. Ideal for cars, trucks, buses, boats. **AMPLIFIER:** Model S-302: 32 watts; all transistor. **Controls:** On-Off/Tone; Master Volume; Auxiliary Volume. **Inputs:** For microphone; for radio, tuner, recorder, etc. **Outputs:** For 8 or 16 ohm speakers. **Power Source:** 12V dc; plugs into auto cigarette lighter socket. Terminals provided for permanent installation. 120V ac and flashlight battery adapters available. **Size:** 8¾" wide x 3¼" high x 8¾" deep. **Mounting:** Handle supplied for easy carrying or ready mounting under dash. **SPEAKERS:** Model S-1210: Two weatherproof horn speakers that swivel and lock in any direction, can handle full amplifier output, mounted on car-top carrier ready to clamp to car. **MICROPHONE:** Model S-2080: cardioid probe-type, noise-cancelling hand-held microphone, supplied with 8' coil cord, on-off switch, mounting clip. **WEIGHT:** Complete system, 25 lbs. **Order Model S-310**

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Livestock at Auction

Deadline nearing for livestock auctioneer contest entries

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

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

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

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

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

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

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

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

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

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

Regions for World Livestock Auctioneer Championship:

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

East

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

Central

Arkansas
Iowa
Kansas
Louisiana
Manitoba
Minnesota
Missouri
Nebraska
North Dakota
Northwest Territories
Oklahoma
Saskatchewan
South Dakota
Texas

West

Alaska
Alberta
Arizona
British Columbia
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

"Congress '80 papers" now available from LMI

Kansas City, Missouri — "Congress '80 Papers," the complete record of Livestock Marketing Congress '80, is now available free of charge from Livestock Merchandising Institute.

Single copies of The Papers are available by writing the Institute, 4900 Oak Street, Kansas City, Missouri 64112. The Institute conducts the annual Congress, whose theme last year was "Money, Energy And Consumer Demand: Seeking A Management Strategy".

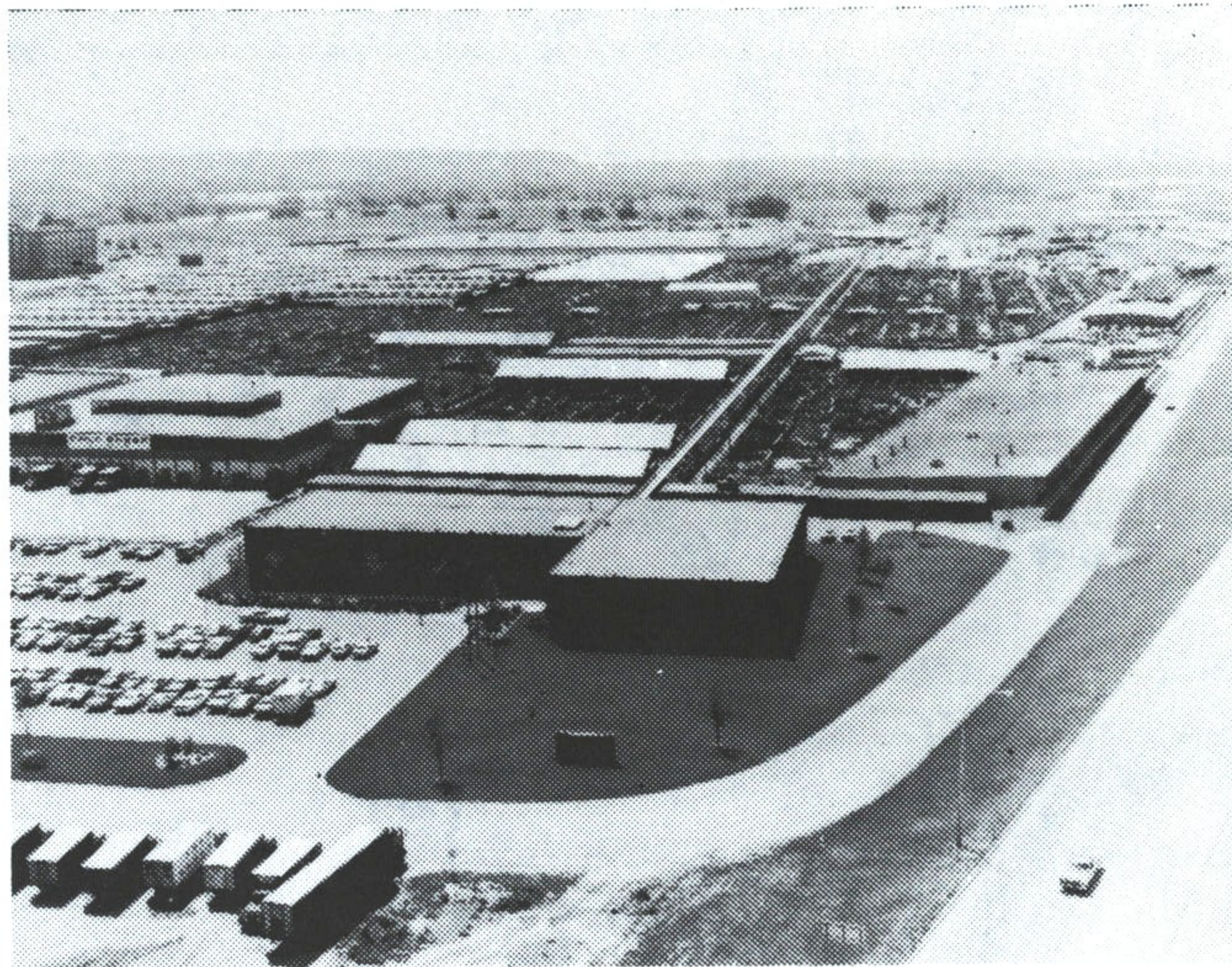
The two-day Congress, held in June in San Luis Obispo, California, brought together over 20 speakers, moderators and panelists to focus on management techniques for livestock industry use in dealing with the three theme topics.

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

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

1981

World Livestock Auctioneer Championship



ST. PAUL UNION STOCKYARDS

Friday, June 12 beginning 12:30 PM at St. Paul Union Stockyards, So. St. Paul, Minnesota

ENTRY FORM

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

Please Print

Name _____ **Date** _____

Home Address _____ **City** _____ **State** _____ **Zip** _____

Home Telephone _____ **Business Telephone** _____

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

All Contestants Must Complete The Following

Number of years as auctioneer _____ Have you entered previous championships? _____

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

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

Name of Market _____

Address of Market _____ Town _____ State _____ Zip _____

Are you sponsored by other than yourself? _____. Please list name(s) of sponsor(s) and address(es). Use additional paper if necessary. _____

Name of Sponsor _____ Town _____ State _____ Zip _____

Name of Sponsor _____ Town _____ State _____ Zip _____

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

Name _____ Mailing Address _____

Name _____ Mailing Address _____

Mail this entry form with entry fee and photograph to:

1981 World Livestock Auctioneer Championship

Livestock Market Digest, Inc.

4900 Oak Street

Kansas City, Missouri 64112

World Livestock Auctioneer Championship is sponsored by
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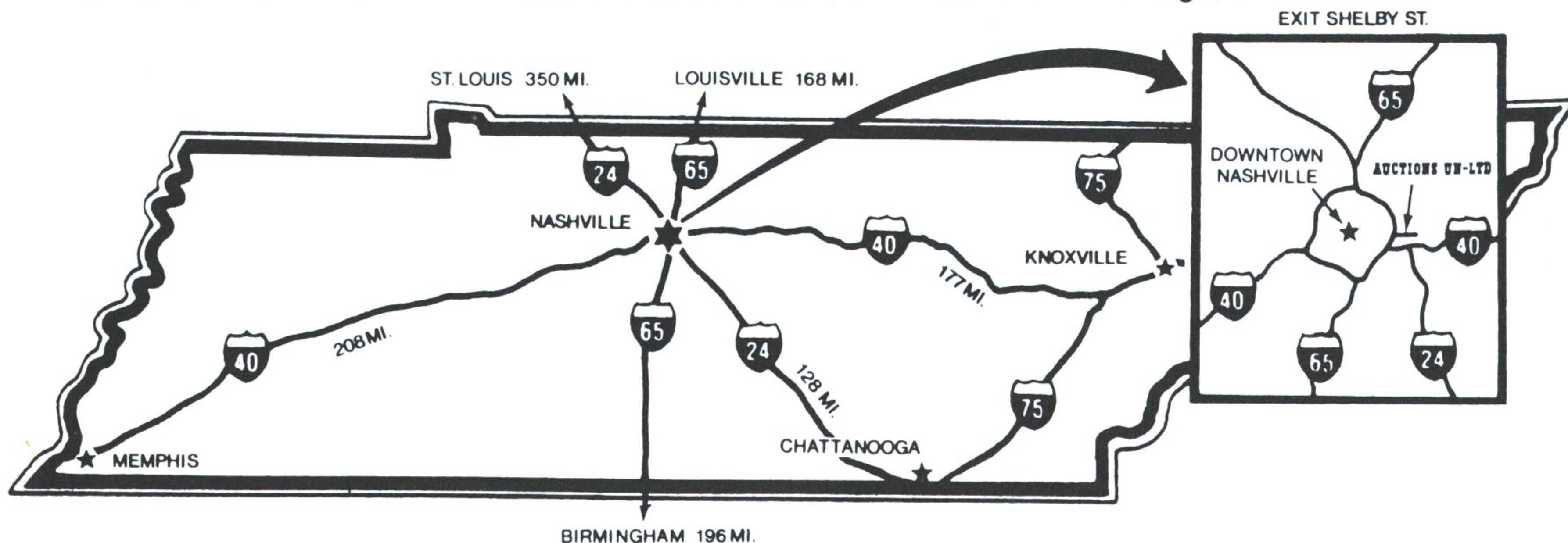
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20 Bar Stools
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Cases Assorted Candies
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The above listed items are only a partial list of hundreds of items that will be sold in this big sale.

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Radioactive dishes discovered

By David Kassnoff
FINGER LAKES TIMES

(You only have to use your imagination to realize the implications of "radioactive" dishware being sold at one of your auctions. The dishes come up for bid, someone in the crowd yells out that they're radioactive and you can't eat off them, and the dishes are taken away. Yes, Fiesta Dinnerware is radioactive as described in the following article, but Civil Defense sources contacted by THE AUCTIONEER had a few additional observations.)

The amount of radiation given off by the Fiesta Dinnerware is not a high amount. You get more radiation from the sun than you would from the Fiesta items. However, what is of special concern are the cracked and orange colored Fiesta pieces. Radioactive particles may get in food from cracks, and the orange color is made up from more radioactive material. Because of the radioactivity, Fiesta Dinnerware was removed from sale years ago, but people have continued to collect the pieces. Even though radioactivity levels are low, consumers have been told not to eat from Fiesta Dinnerware.

From an auction standpoint, the Fiesta dishes might not be the only radioactive items that you could encounter through one of your sales. Some older clocks and watches use radium to make the hands and clockfaces glow in the dark. Radium is a radioactive material, the radiation of which can be stopped if you lay the watch or clock face down.)

Newark, New York — Talk to Eileen Reynolds of Phelps, New York and you'll get an entirely different meaning of the phrase "hot plate".

Miss Reynolds, 21, has some plates, bowls, and saucers that are hot, though not in the traditional sense.

No, they're not stolen property.

They're radioactive.

"The dishes were my mother's aunt's, and my mother got them when her aunt died," Miss Reynolds said. "Then we read in the newspaper that these old dishes might be radioactive."

In Buffalo, certain gold rings and some Fiesta Dinnerware were found to be radioactive. The dinnerware's colored glazes, Miss Reynolds discovered, were made with uranium oxide in the 1930s and 1940s. Uranium oxide, she was told, is an unstable isotope no longer used to manufacture dishes.

"My mother was really upset when she heard about it," Miss Reynolds said. The aunt who had originally owned the dishes died of cancer.

Miss Reynolds took 30 of the 80 pieces in the set to the Wayne County Civil Defense office in Lyons, New York, where officials found the colored glaze in 10 dishes contained 6 millirems of radiation, the equivalent of a medical X-ray.

"They said we shouldn't eat off of them," she noted.

The Fiesta Dinnerware, Miss Reynolds said, dates back to just prior to World War II.

"I doubt that anyone knew that it was bad for anyone when they made it," she said.

She likened the dishes to defects in a modern-day product. "It's like finding a walnut shell in a fruitcake."

On instructions from the Civil Defense officials, the dishes will be "put in a place where they're not in direct contact with anybody," said Miss Reynolds. Her dishes will probably be crated and stored.

Don Walbourn, Wayne County emergency preparedness director, said it might be safe to simply put the dishes in a glass cabinet for protection. His instruments, he explained, couldn't detect the dinnerware's radioactivity until they came within 2½ feet of the dishes.

Walbourn said his office had one similar incident. A Lyons woman brought in a plate that they found to be radioactive. In addition to his recommendation to not serve food on the plate again, Walbourn "recommended that she talk with her doctor," he said.

He added that his office would continue testing suspected radioactive objects, including dishes and gold jewelry, without charge.

Attempts to contact the manufacturer of Fiesta Dinnerware were unsuccessful. Industry specialists at Syracuse China Co. and Corning Glass Works said the firm that originated the multi-colored Fiesta products is probably out of business.

Miss Reynolds, meanwhile, said she doesn't plan to take any legal action against the manufacturer, even if she does find the company. A more immediate concern is to have the remaining 50 pieces of the set tested for radioactivity.

In fact, she said, there's an almost amusing side to the story. She picked up one of the orange bowls.

"You could put your food in there and not even have to cook it," she joked. "That's hot."

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Whatever became of Mr. Roebuck?

(A look at professionalism)

By Joe E. Small, CAI
NAA Director

As I passed a Sears Roebuck and Company store the other day, I began to think of the giant firm and of the phenomenal success it has enjoyed. I noticed that the name "Sears" dominates the outside of the buildings and in all advertising. If you find the name "Roebuck" at all, it is in very small insignificant type. I began to wonder what ever became of the "Roebuck" in Sears-Roebuck. Was there a real individual named Roebuck? Is he still alive? And, if so, what did he think of having his named removed or reduced in size on the store buildings?

Sears is the largest retail operation in the world, with annual sales of \$22 billion (that is enough dollar bills to circle the globe more than 75 times or to make a stack of one dollar bills 1300 miles high). The firm operates out of Chicago in the world's tallest building, the Sears Tower. (Note: there are currently no plans to construct a "Roebuck Tower".)

Richard Warren Sears was a young freight agent for the Minneapolis and St. Louis Railroad Station in North Redwood, Minnesota. He was ambitious and constantly looked for ways to increase his \$6.00 per week paycheck. A shipment of unordered pocket watches was to be returned to the manufacturer. Sears took his meager savings and bought the watches to re-sell to railroad personnel. He did so well, he started the R. W. Sears Watch Company in Minneapolis in 1886. Since he knew nothing about watches, he advertised for a watchmaker.

Alvah Curtis Roebuck got the job. He was a tall, slender, young man, whose gentle, quiet ways contrasted sharply with the energetic, aggressive Richard Sears. He was a fine watchmaker and organized an assembly line (something relatively new at the time) to make watches less expensively. In 1893, the men formed Sears, Roebuck and Company, and thus began a legend.

What makes a professional? In a nutshell it is doing a *great job*, and making it *look easy*! The beautiful young lady doing the flawless triple somersault on the flying trapeze 85 feet in the air, without a safety net, is an excellent example of professionalism. She didn't get that good because she wished for it, or because she talked a lot about it. She did her homework. She practiced on the trapeze for 5 hours a day, 6 days a week, for 7 years!

If we are to be considered as truly professional auctioneers in our community, we are going to have to develop a very high degree of both dedication and devotion to our work. Remember that when all the gunsmoke blows away, the auctioneer who wins



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

is the one who is getting better at his job every day. In short, he who serves his clients most effectively will, in the long run, be the most successful.

What are you doing today that will make you better at your job tomorrow?

Today's business climate is a highly charged atmosphere that fairly crackles with high pressures, astonishing risks, deadlines, deadends, danger, and *immense opportunities*. It seems that in nearly every situation we face, we find we need either more money or more information to effectively solve the problems. Our goal, of course, is to avoid the heavy flak and the minefields as we forge ahead, arrive at our destination and come out a bigger, stronger person for the experience. The strongest steel, we are told, is that which has survived the hottest fires.

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As life in the business world grows more complex, those who survive and prosper will only be those who have *learned* and *grown*. There will also be a small handful who, while failing to learn, survive for a while on what is often called "dumb luck". (Guess where these folks will be when their "luck" runs out?)

Today, we must think, learn, and grow! We must acquire at least some knowledge of business management, advertising, budgets, insurance, taxes, business law, accounting, goal setting, and personnel management. **Management is really the underlying theme here, whether we run a one-man operation or a large company.** It may be defined as "the art of directing the efforts of a group of people along a pre-determined course toward specific objectives or goals." In a climate where only the fittest survive, we simply must get *better at our jobs*.

The "look" of a professional — people like to deal with *winners*! It follows that if we wish to "win", "place", or even "show" in the great horserace of life, we would do well to look like winners.

We could start with the elements of good grooming. Never appear in public in a ragged, shabby, down-at-the-heels condition. Never conduct a sale or attend anyone else's sale unless you "look like a winner". Clean clothes always, a shine to your boots or shoes, of course a shave, a bath, clean fingernails, a haircut, all help you in two big ways:

- (1) You feel better about yourself
- (2) Others definitely feel better about you

The auction business is based so solidly upon

the TRUST, CONFIDENCE and FAITH that others place in you that we cannot over-emphasize it. Whether we like it or not, you and I will be judged often upon seemingly superficial things such as the jokes we tell, the clothes we wear, the car or pickup we drive, how we treat children, wives, pets and most of all, *how we handle other people's money*.

If we are to enjoy the confidence of the community in which we live and work, we are going to have to look and act in such a way that we merit that trust and confidence.

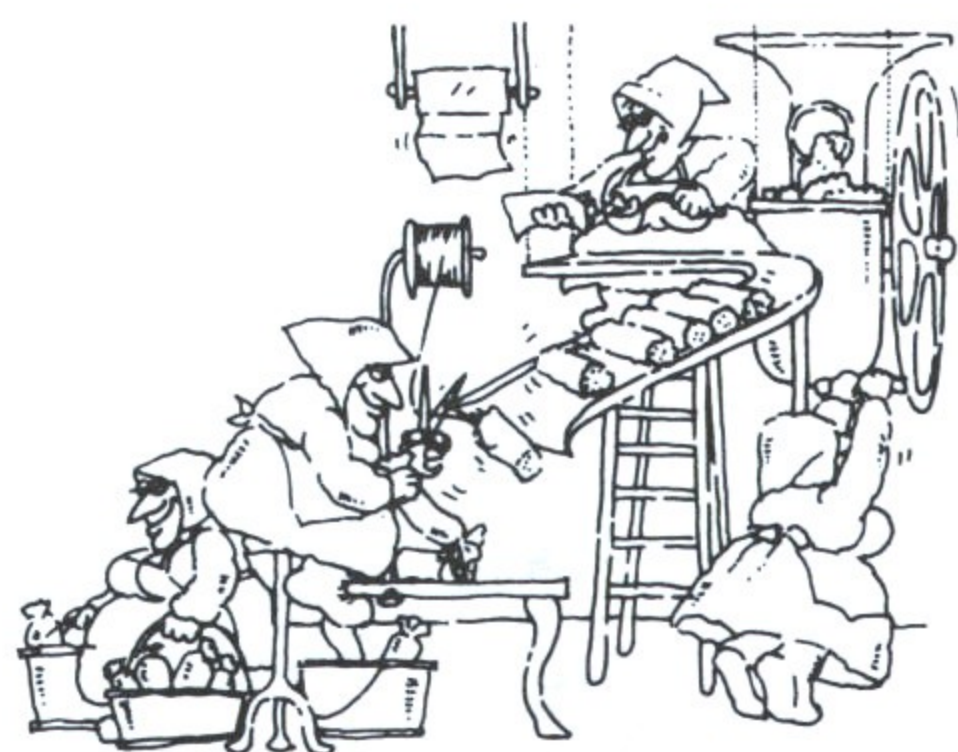
The actions of a professional. I've never told anyone this before — but, *I admire weeds*. I don't like them, you understand, I just admire them. At the end of winter, when the days are filled with a cold drizzle and long before spring awakens most plants, what are the first spots of green that appear on your lawn? Weeds! You see, they get up early. They are already out of the ground and growing before the grass knows that the game has begun.

Weeds work 8 days a week at their jobs, while grass works only 4½ days. (Friday afternoons, Saturdays and Sundays off). Weeds develop stronger stems and deeper roots than grass. They grow taller, so that they may absorb the sun's rays first. Weeds have magnificent amounts of enthusiasm and tenacity. Did you ever see grass grow through a single crack ⅛ inch wide, in a concrete parking lot in downtown Dallas, Texas, in the 112 degree heat of August?

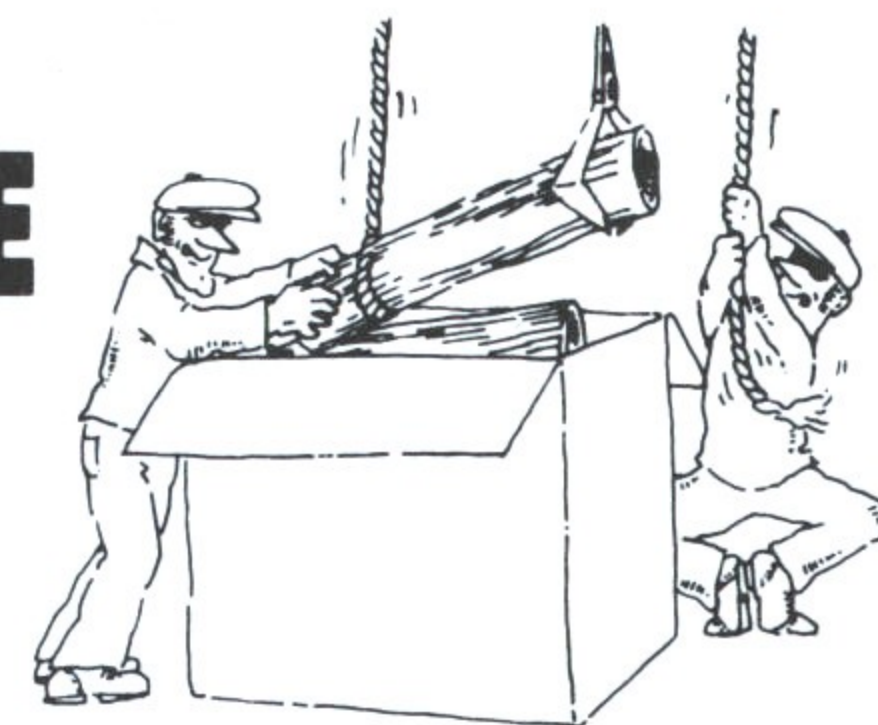
Three principal factors separate the "pro" from the amateur or also-ran: smoothness, organization and effectiveness. The Pro works, not in a series of

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fits-and-jerks, but in a controlled, well-paced manner. The Pro establishes priorities early in the planning stage, so that efforts are concentrated on the really important projects. The Pro takes time to think. The Pro operates in a calm, controlled atmosphere, highlighted by self-discipline and a confident, quiet enthusiasm. And, most of all, The Pro doesn't let anyone or anything sway him or her away from the planned, projected course of action.

Many people speak of getting up early and working late. Certainly, all successful auctioneers are hard workers. The real key here is to concentrate on "working smart", not just "working hard". We must pace ourselves for the long pull, therefore, we get adequate doses of rest and relaxation. Plan an extra hour of rest before a big sale that will require you to maintain high levels of energy for long periods.

We must learn to manage stress, fear and worry, for they are part of life. Time spent in useless worrying or fretting about what "might-have-been" is unproductive and saps our strength, while diverting our thoughts away from the corrective action to improve the problem. We must recognize that while we all search for the perfect answer to a given problem, in reality, life often hands us a choice of 4 or 5 options, *all* of which are poor. Our job is to list every possible option, and pick the best of the lot and go with it.

The true professional moves through business days with a feeling of quiet confidence; which not only carries The Pro over the rough spots, but inspires others. The Pro avoids being "the life of the party" and instead of a loud, bragging posture, prefers to let results speak for themselves.

Finally, no matter how we look or act, we are expected by the clients we serve to *deliver*. The product that we deliver is a well-planned, properly advertised auction sale that not only brings top prices, but reflects favorably upon the seller and those connected with him. It impresses those present with its business-like flavor and well-organized efficiency.

We want people who see our sale bills, or hear of our business, to associate us at once with quality. We want our name in the auction business to be like the name "Sterling" on silver; and like the name Sears.

I'll explain what happened to Roebuck later.

Principal reasons for failure. If we are to understand some of the things that can help us be successful, we need to know something about failure and its causes. Here are two thoughts to help keep things in perspective:

A. Not everyone succeeds.

B. Nobody succeeds at everything he tries.

We must be mature enough to recognize that a certain idea or direction we are taking is simply not working. This does not mean that we are dumb, stupid or doomed to failure. It just means we are on the wrong road. Most millionaires living today were absolutely stone broke on many occasions before finally succeeding.

Since we cannot possibly live long enough to make all the mistakes there are, we must open our minds to the fact that we can learn a great deal from others. Your state association, the NAA, and the

highly respected CAI are superb sources for gaining new knowledge.

Did you know that 87% of all new businesses that opened this year will be out of business within 5 years? All of these failures can be charged to one or both of these factors:

- A. Poor management
- B. Under capitalization

The "poor management" means that the person or persons running the company gave poor direction or made bad decisions in the three key areas: *people, product* and *policy*. The "under-capitalization" means that the company did not provide itself with sufficient money to carry it over the lean business periods. Since it then did not have the staying power to carry it over into the good times, it went broke.

But now, consider the true story of success and failure exemplified by Sears and Roebuck.

Some people study, think, learn and grow. They become more knowledgeable, more polished and more professional. Such a man was Richard Sears. He continually honed his talent for promotion until he became better at it than anyone else in the world. His dedication and professionalism made him a legend during his own lifetime. By the time of his death in 1914, he had made \$25 million!

Now then, about Mr. Roebuck and what became of him. Alvah's nerves couldn't cope with life in the fast lane. He couldn't make quick decisions. He disliked taking chances and was timid and hesitant in analyzing business opportunities. Nothing in my research indicates that he studied or tried to improve himself in any way whatever. His sole contribution to the firm appears to be organizing an assembly line for manufacturing watches.

He worried. His constitution couldn't take the twelve-hours-a-day, seven-days-a-week schedule Sears seemed to thrive on. Neither was he a gambler. Sears, Roebuck sales were growing greater each year, and every sign indicated a fantastic future. But profits were not yet increasing, and the firm's debts were \$75,000 by 1895. Roebuck insisted on selling his one-third interest, and Sears bought him out for \$25,000 — only a fraction of the millions Roebuck would have received had he waited just a few more years. That's about as much as Sears takes in every ten seconds of a present working day.

Alvah Roebuck died broke in 1948 at the age of 84.

There you have it — two men who came together in 1887. One went on to astronomical success, the other went down in flames. Why?

I would suggest simply this: one man's pride, professionalism and dedication sent him each day to work! The other fellow just reported to his job.

NAA officer/director articles Continued page 33

You may have to sell them at auction someday. Electric, deer proof fences are being tested in Pennsylvania to protect crops from grazing deer. Though the fences are only five feet high, few of the animals attempt the leap because of the electric charge.

HIGH PLAINS JOURNAL

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Guarantees at auction, be careful

By Norman Aldinger
NAA Director

One of the touchiest situations we can get into as auctioneers is the guaranteeing of an item or, even the implied guarantee of an item. And the one giving us the greatest problem is "the implied guarantee".

The difference between the two is obvious. The first is a statement of fact; and the second is a statement that can be made candidly — and sometimes even in a humorous situation — that gives the bidder cause to think that there is a guarantee.

In our area, the farm equipment auctions are the most numerous, and the type of sale that maybe causes the most problem. In farm equipment, or any equipment for that matter, guarantees by retailers are common. So when selling at auction, we must be careful to state whether the owner will guarantee the items sold or not. And very seldom will a seller guarantee anything but a clear title to the property. **Certainly we as auctioneers are in no position to guarantee anything we have only seen once or twice, and have no idea of the care the item has had.**

It does happen. Several years ago in the heat of a sale that was being conducted by our firm, I made a statement reporting what the seller had said before the sale. It was immediately taken as a warranty by the buyer. What the seller had told me, either knowingly or unknowingly, turned out to be less than the truth. As a result I had a \$780 education, and immediately began printing on my sale bills the statement, "Any guarantees are between the sellers and the buyer". Needless to say, I and those people working with me have become very careful as to what we imply or repeat to the public.

I believe the best course to take in this situation is to avoid any statements that can be construed as a warranty, and also not to encourage the owner to stick his neck out. Many times what we believe to be a sound item, all of a sudden, under a new owner, is not so sound, and we have created a problem that can be avoided.

I don't believe it is a question of being honest or dishonest, but in the machinery business where it is impossible to see the inside of a motor or transmission, we can not make an honest judgement of its condition. Therefore the buyer being aware, he can bid accordingly. Most buyers have enough experience to know condition by outside appearance and will pay what an item is worth.

As we watch consumerism gaining a stronger position from day to day, I think maybe that the implied guarantees issue will cause us the most problem. If we can take care of the problem while it is a small concern, we can keep it from becoming a large one.

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



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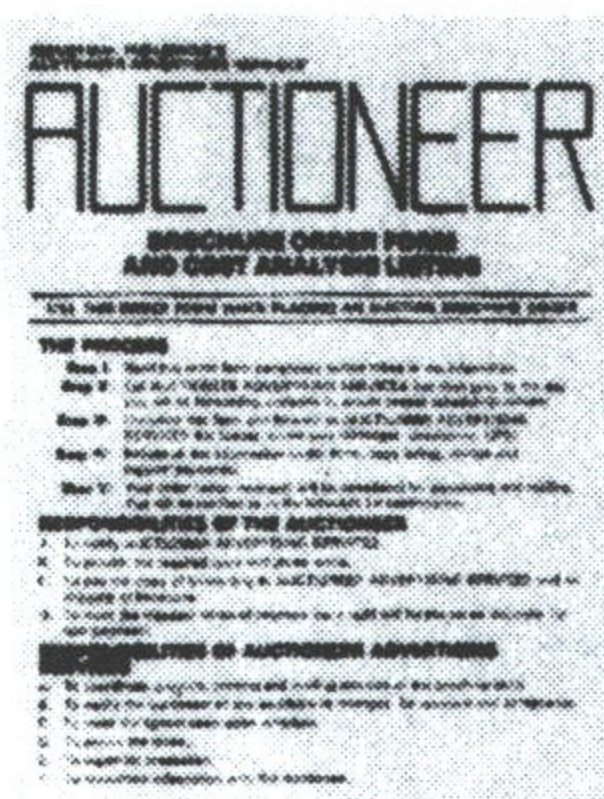
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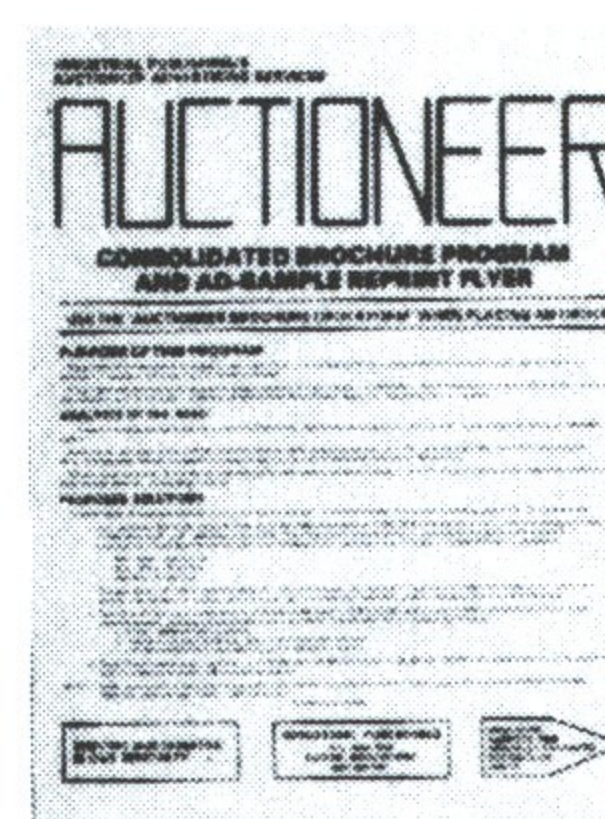
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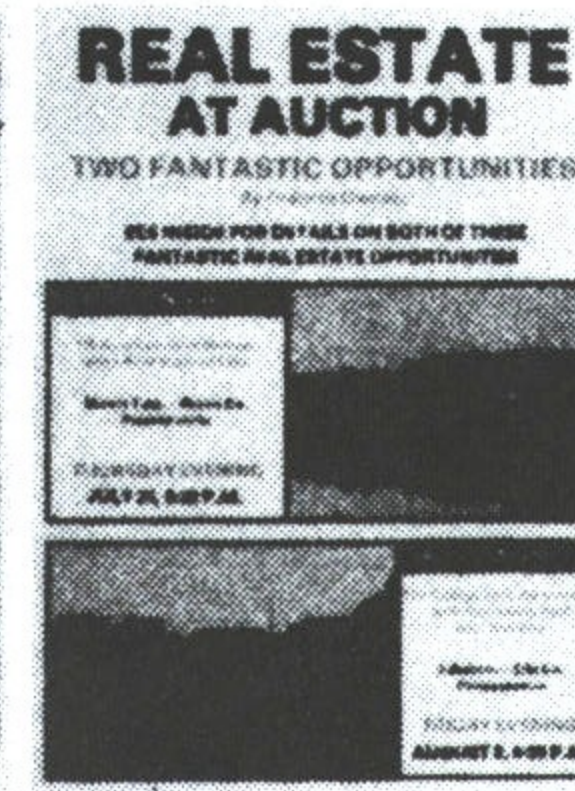
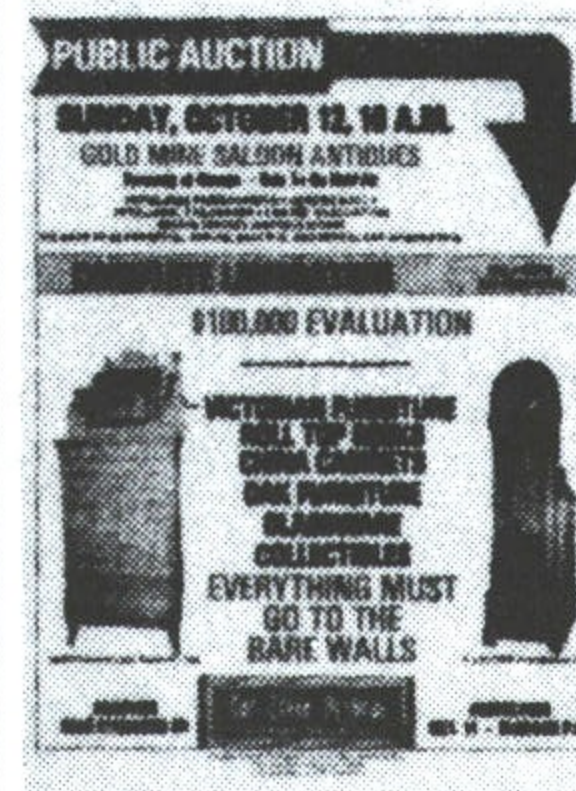
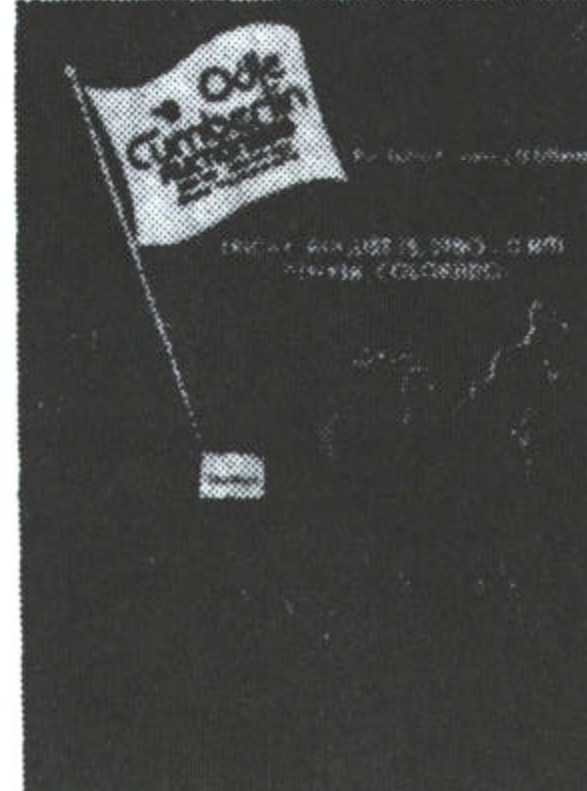
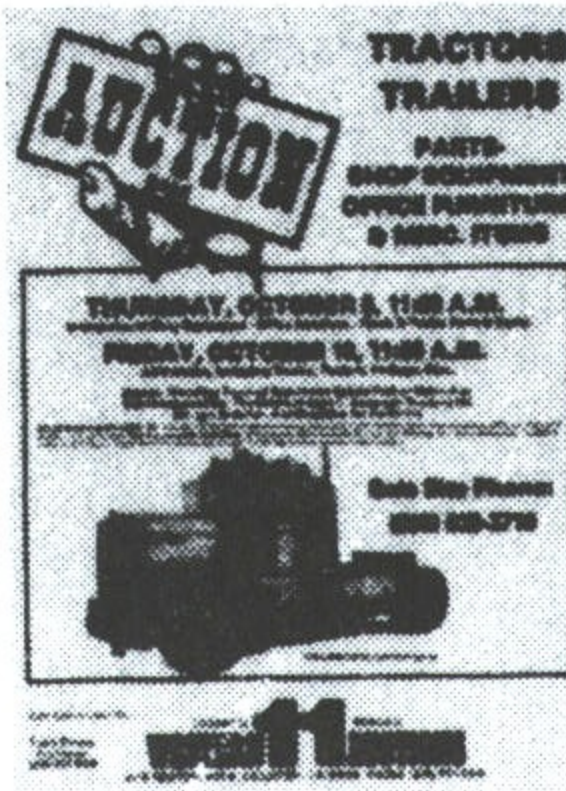
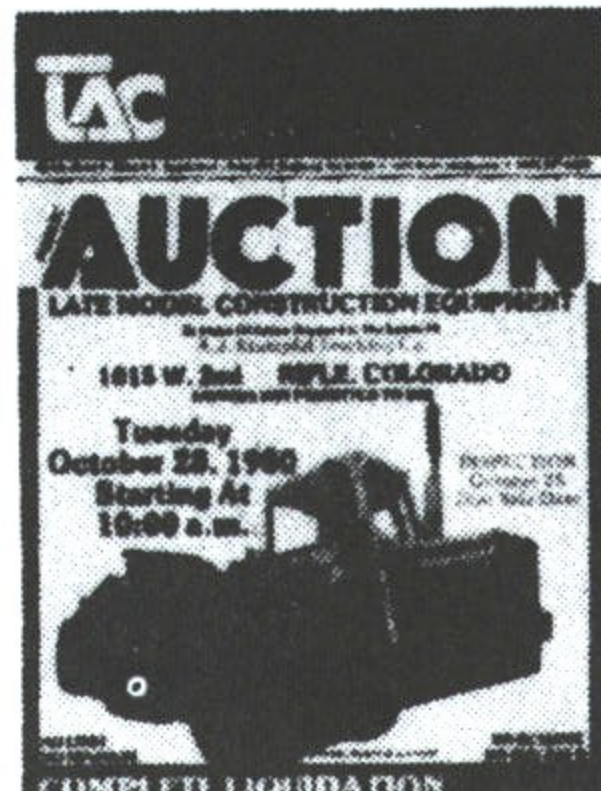
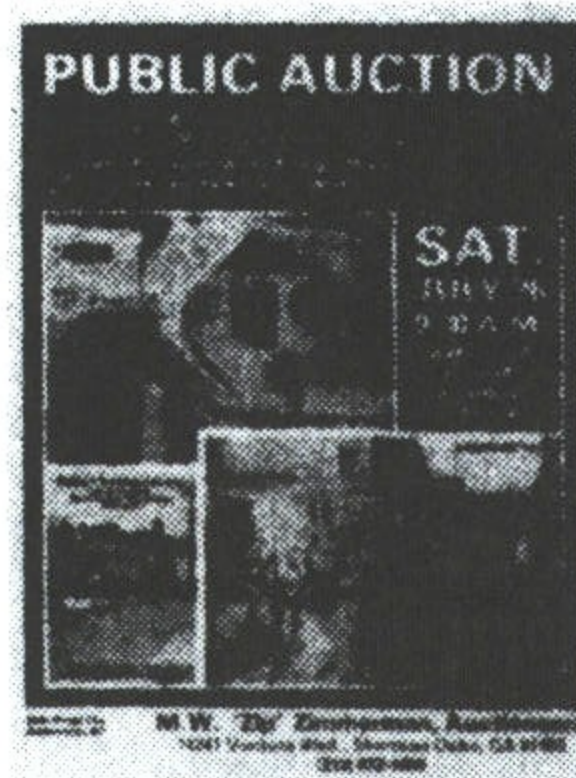
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Attention NAA Auxiliary members

The Auxiliary to the Tennessee Auctioneers Association would like to invite all the Auxiliary members of the National Auctioneers Association to share in the making of a cookbook, to be sold at the National Convention in Atlanta, Georgia, in July, 1982.

Please submit your recipes to Glenda Johnson, Route 12, Kingfisher Ave., Sevierville, Tennessee 37862, or bring your recipes to the National Convention in Las Vegas this summer. We would like to have complete participation by all NAA Auxiliary members; and all the recipes submitted by August 31, 1981.

Why don't you gather up all those favorite family recipes and get them in the mail TODAY? We are planning an award for the state best represented in contributions to this cookbook. Therefore, we challenge all the state auxiliary officers to urge their fellow members to submit recipes.

As President of the NAA Auxiliary, I would like to challenge all past-Presidents of the NAA Auxiliary to get your favorite recipes in. We will feature a "President's Page" — and you don't want to be left out.

The Tennessee Auxiliary will sponsor the publication of this cookbook. After the initial cost of publication, all monies earned will go to the Georgia Auctioneers Association to help defray the cost of their convention.

Let us hear from YOU soon!

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

Dear Auxiliary members:

I enjoyed seeing all of you in Nashville last year. Wasn't that a fun convention?

It was also rewarding to see more women at the 1981 NAA Real Estate Seminar in Atlanta, Georgia. Those of you with real estate licenses are missing a real opportunity for training if you are not attending these yearly NAA seminars. You know, we do not have to be auctioneers to attend, if accompanied by our NAA auctioneer spouse. We can register for the seminars for half fee. My husband Rex and I have spent many hours in training sessions through the Realtors Associations, and believe me the NAA seminars and NAA instructors are of the highest caliber.

The Oklahoma City Antique Seminar was a great success. It was equally as good as the one in Williamsburg, Virginia last year, and that's saying a lot. For me, the field of antiques is much like real estate — the more I learn, the more I realize the need for further study.

I didn't necessarily intend for my Auxiliary article to sound like a commercial for the NAA educational program, but on the other hand, I don't think

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Mrs. Eleanor L. Moon, 12 Lewis Rd., North Attleboro, Massachusetts 02760 Phone: 617 761-8003

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Mrs. Joan Rittenhouse, 9 Derrick Avenue, Uniontown, Pennsylvania 15401 Phone: 412 438-0581

Mrs. Alice Connour, 9770 Wisterwood, Dallas, Texas 76238 Phone: 214 348-2838

Mrs. Naomi Newcom, P.O. Box 458, Whitewater, Kansas 67154 Phone: 316 799-2278

you want to hear about my grandchildren. I personally have benefited very much from attending NAA educational events, and therefore the Newcom Real Estate & Auction Service has also benefited.

I am certainly looking forward to seeing all of you in Las Vegas at the July annual NAA convention.

**Naomi Newcom, Director
Auxiliary to the NAA
Whitewater, Kansas**

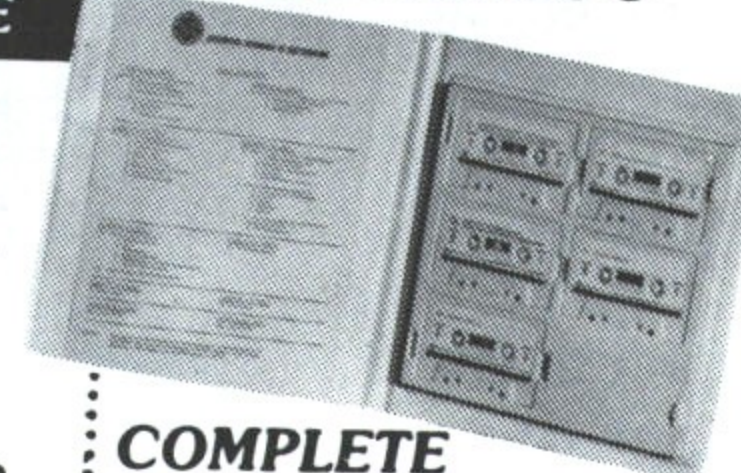
NAA Auxiliary Continued page 37

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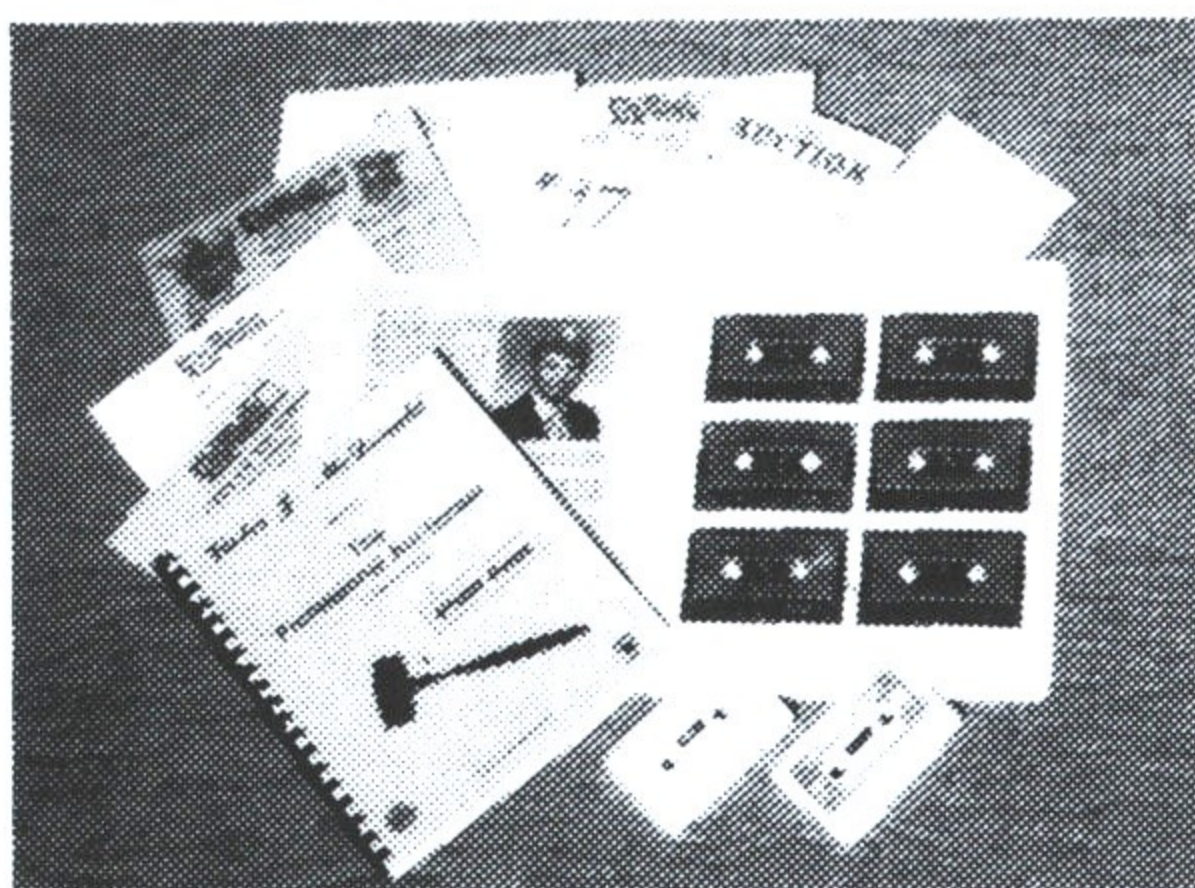


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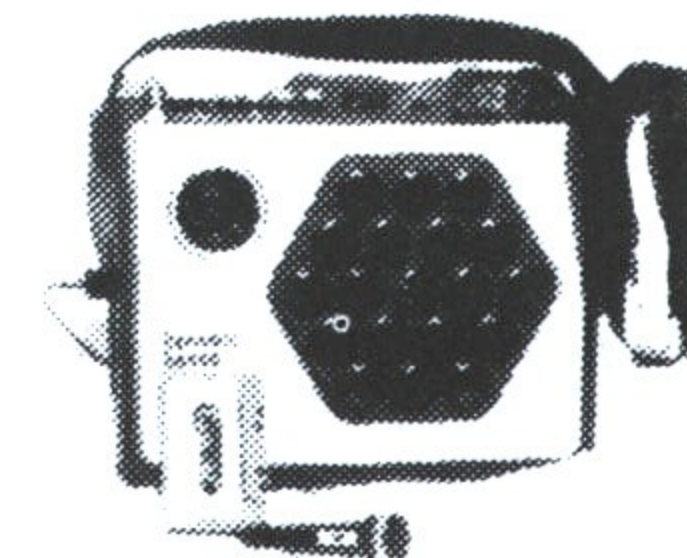
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Dear Auxiliary members:

Now that Spring is showing signs of arriving all around us, we know that the "auction season" is coming to full bloom, too. Your phone is ringing, and people are ready to book that sale. And, sale goers are ready to come and buy. But did you take advantage of those dreary winter days to broaden your knowledge of some phase of your spouses' auction business? Have you updated your operation in anyway? Remember back to the first auction? Yes, you know you've changed many things since then and change is an ongoing thing. What was collectible yesterday is not today and vice versa.

As members of the NAA we have a world of knowledge within the membership, knowledge which the Board of Directors is using. The seminars they have been promoting are using these resource people to give us outstanding learning experiences. I attended my first seminar in February in Oklahoma City on Selling Antiques and Country Collectibles at Auction. As I looked over the eight sessions being offered, I felt there were several that would not apply to us in our auction operation, but the rest sounded good. May I say I'm glad I didn't miss any session.

From our own Irene Dudley on Pre and Post Auction Activities on Monday morning, until the last session on Insurance Needs of the Auctioneer on Wednesday afternoon the seminar was one great learning experience. Some of what I learned may never apply to our auction business as presented,

but with a few changes it might very well work. We really need to be in a state of continuous education all the time — through this type of specialized seminars — reading, visiting shops, tours, or what have you.

If Spring is with us then Summer is not too far off, nor is the NAA Convention in Las Vegas. Right now, reserve July 29 through August 1 on your auction calendar. It's a "sure bet" that if you and your family plan to attend you'll not be taking a "gamble" on money well spent. It will return to you many fold.

You will find the NAA conventions to be a combination of vacation, education and the forming and renewing of many wonderful friendships. I sincerely hope to see you in Las Vegas.

**Virginia Dilgard, Director
Auxiliary to the NAA
Ashland, Ohio**

A power failure on the third afternoon of a four-day Los Angeles gallery auction extinguished the lights, but not the bidding. The auctioneer was obviously caught by surprise, then called for flashlights to illuminate the Americana items being sold. The audience reversed the usual bidding procedure by calling out their bids. When the lights came on, the audience applauded the auctioneer for his skill in keeping the sale's momentum going.

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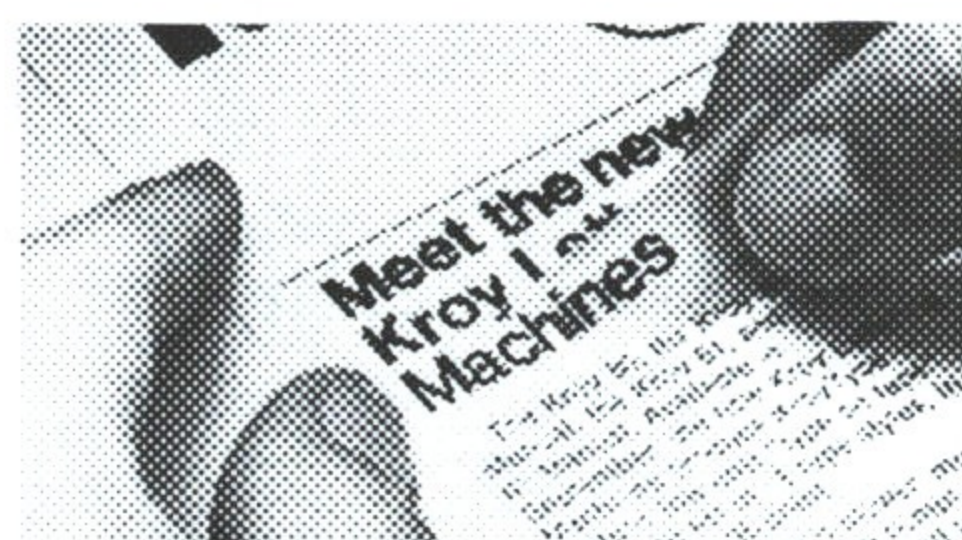
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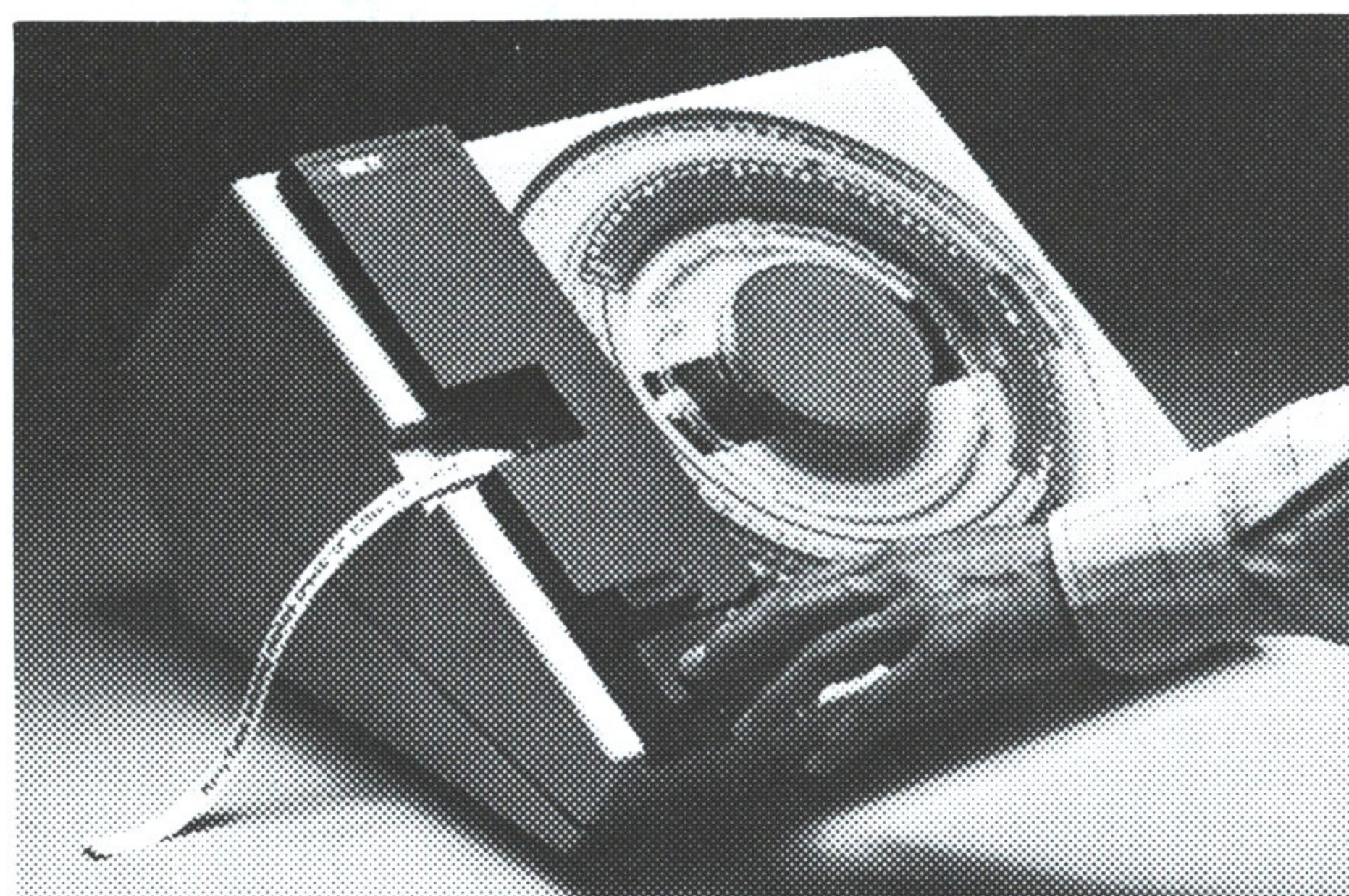
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Antiques at Auction

OKC Seminar — great information, weather, NAA registrants, February 16-18

The February 16-18, 1981 Antiques and Country Collectibles in Oklahoma City brought together a fine combination — professional and informative instructors, with enthusiastic and attentive NAA members. Critique sheets of the seminar instructor and sessions were appreciative of the total educational program at the Oklahoma City NAA seminar.

Under the supervision of seminars chairman and NAA president-elect, Howard Buckles, seminar sessions took place right on schedule. Monday, February 16, included "Pre/post Auction Activities" by Irene Dudley, "Glassware" with Ron Gingerich, and the evening session "Primitives and Mixed Lots" with Wylie Rittenhouse.

Tuesday's sessions were "Prints and Sculptures" with John Suarez, "Gallery Operation and Container Consignments" by Joe E. Small, and in the evening, "Computing The Auction" with Ray Patterson. All day and evening sessions were very well attended, despite the delightful, 75° Oklahoma City weather.

Wednesday's seminar instruction was "Personal Property Appraisal" by Diana Hickman, and "Insurance Needs of the Personal Property Auctioneer" with Rennie Walt. The seminar ended Wednesday afternoon at 4:30.

The following AUCTIONEER pages contain the OKC seminar instructor answers to four questions about the auctioneers' potential in the antiques and collectibles marketing industry.

HOW TO HANDLE YOUR OWN CONTRACTS, by Neuber and Withiam. Rather than using this for a do-it-yourself manual, the wise businessperson will use it to learn enough about law to work intelligently with a lawyer. Used that way, it could be a goldmine, because it covers — in business language — those situations where a lawyer is used most often: contracts, leases, land-purchase contracts, broker agreements, realty mortgages, deeds, partnership agreements, wills, buy-sell agreements, sales agreements, credit transactions, assignments, proxies, and powers of attorney. Excellent and highly recommended, 240 pages, 8x10, hardbound, \$12.95. **STERLING PUBLISHING CO., INC.**, 2 Park Avenue, New York, NY 10016.



“During 1981, what are the possibilities for business expansion that are open to the antiques auctioneer?”

Irene Dudley, pre and post auction activities: With the increase in interest of the younger generation, they are now looking toward auctions for furnishing their homes, and buying everything they need. They are liking things that are collectibles, and so the knowledge of the antique auctioneer can help these young buyers by advertising properly the items at auction.

The auctioneer can put together auctions of *only* antiques or collectibles and reach another generation of buyers that are going to come to an auction — the younger people. They look at prices of what auctioneers get for antiques. They go back to furniture stores and see what they can buy regular things for, and they compare. Young buyers come back, and they decide to buy antiques instead of investing in things that are going to fall part in a few years.

I think in 5-10 years, we are going to have more people buying antiques, more becoming interested. It behooves the antique auctioneer to keep alert on what is going on and what is becoming collectible. The auctioneer is going to have a larger clientele; it is a way of life that we haven't been used to in the past 10-15 years. Auctions were a way of getting rid of things. Now people who want to sell things are going to the auctioneers who can categorize the items into “just collectible” auctions or “just antique furniture auctions”.

Ron Gingerich, glassware: I think the possibilities for business expansion open to the antique auctioneer are unlimited, providing that the auctioneer has the desire to really become more interested in gaining knowledge. Buyers' interest has certainly increased, and more people are becoming more interested in antiques all the time.

Wylie Rittenhouse, primitives and mixed lots: I think that during the 1981 season that antiques

NAA SEMINAR REGISTRANTS at the Oklahoma City, Antiques and Country Collectibles Seminar. Great weather did not keep NAA members from attending all sessions.

should be a very good marketing commodity, primarily because people that have money like to invest in antiques and only antiques. These buyers want antiques on their premises as an investment and since they are an investment, I think the possibilities are really great. If it follows the trend of the past several years, which I think it will, I believe that the possibilities of expansion in this area are going to be great.

John Suarez, prints and sculptures: In my opinion, the opportunity is for antiques auction houses to expand into additional specialty lines, as opposed to doing general sales.

Joe E. Small, gallery operation and container consignments: Getting more new people into the auction gallery, and whatever efforts can be expended to get that done, will pay dividends. In that regard charity sales are excellent because they open new possibilities to people who do not usually go to auction sales. Fund raising auction, charity sales are great for that.

Improving the gallery through better cleanliness, color, interesting things, in effect make it a more pleasant place to go, is very, very helpful. Third, of course, would be seeking an ever wider variety of merchandise, for indeed the merchandise brings the crowd.

One of an auctioneer's principle problems is to acquire great amounts of varied types of antiques to sell. Opening up possibilities for new shipments, new shippers, new goods, of a type not normally seen is very, very helpful.

Interviews Continued page 40

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“Collecting valuables as a hedge against inflation is becoming more popular. How can the auctioneer be profiting from the trend?”

Dudley, pre/post auction: If the auctioneer organizes antiques auctions well, then you will be reaching the people who are going to buy for a hedge against inflation. Your past successful auctions should be attracting these kinds of customers, therefore, automatically profiting from this trend in buying collectibles to beat inflation.

Gingerich, glassware: The auctioneer can certainly benefit greatly from the inflationary aspect of antiques. Antiques are a sound investment but you need to really stress that. It's a better place to put your money rather than putting money into a savings account.

Antiques will inflate at a greater rate providing you stress *quality* antiques, therefore important to stress investing in top quality antiques.

Rittenhouse, primitives/mixed lots: People have always bought antiques to beat inflation. From my 25 years' experience, anyone who bought antiques



OKLAHOMA CITY INSTRUCTOR AND SEMINARS CHAIRMAN — From left, pre/post auction activities instructor Irene Dudley, and NAA president-elect Howard Buckles, who served as 1981 seminars chairman for both the Atlanta Real Estate Seminar and the Oklahoma City Antiques and Country Collectibles Seminar.

several years ago — 15 or 20 years ago — whatever the price was, could be experiencing a great profit today.

If this present trend continues, I think there is no question that antiques will be a good investment. The value of antiques will be going higher because

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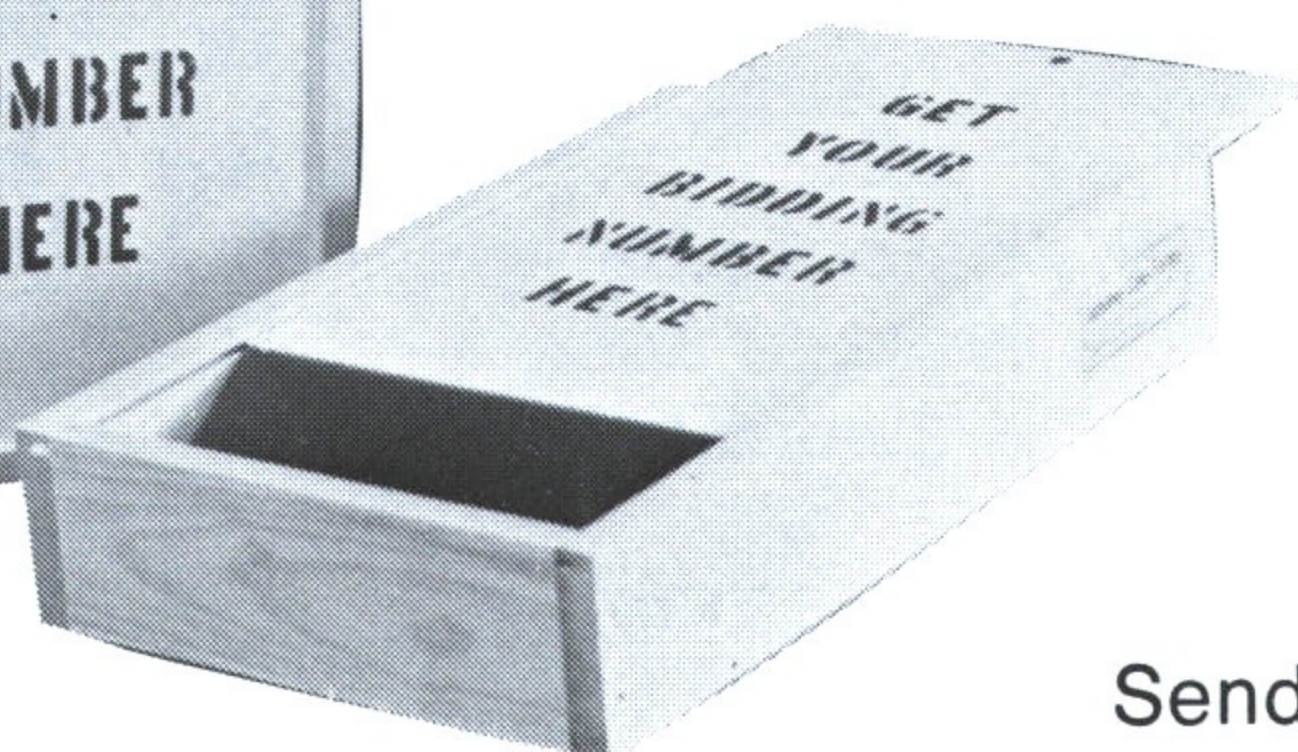
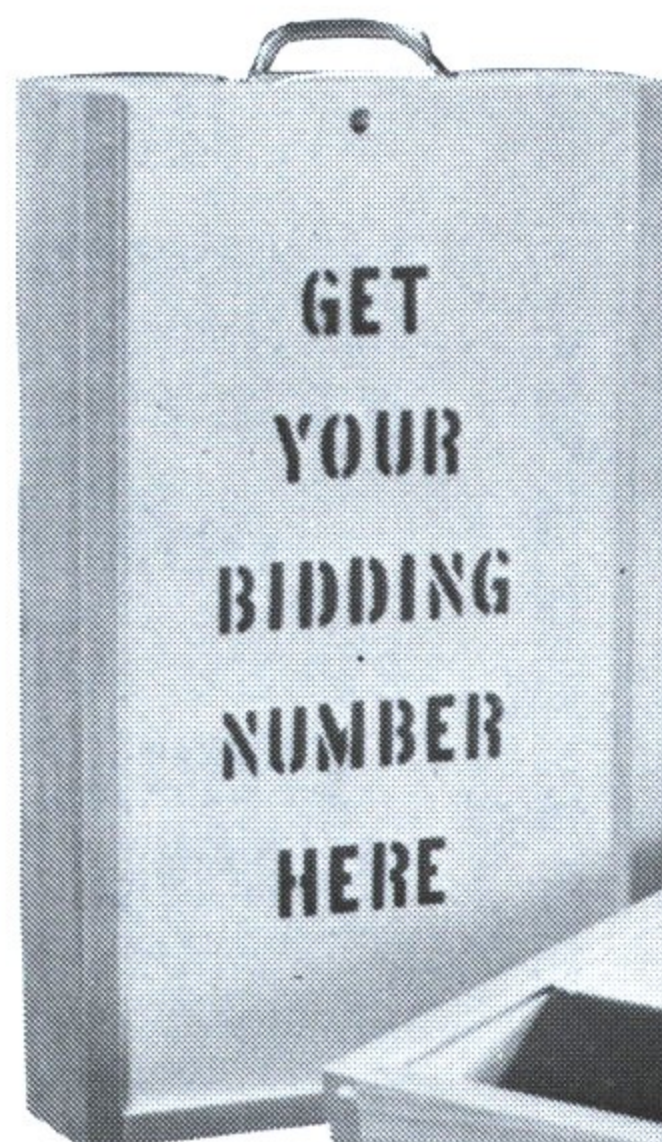
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really the good antiques are not being aired. They are like real estate, there aren't any more being made.

Suarez, prints/sculptures: The potential lies in new specialty sales, in collectible categories — whether it be paperweights, or prints, or stamps, or coins or any one area of specialization. In order to get the collector to turn out, or the investor to turn out, they do not come to a general sale. True collectors and investors attend the sale of a specific category.

Small, gallery operation: One excellent way would be to design a montage on a bulletin board at your gallery or auction house of collected pictures of antiques being used in interesting ways, from some of the various magazines. Many people, for example, miss the fact that you can take a wardrobe with bad mirrors, scrape off the silvering, clean the glass, and make a beautiful display case or gun cabinet. In other words, try to use antique items in different ways.

Show decorator trends and techniques about how people today are mixing an old piece of furniture with very modern pieces. Urge community leaders and celebrities to come to your sales and then introduce them. This tends to help you with the idea of success breeding success, crowds follow crowds, etc. Get the newspapers out to do a story, have some television coverage if you can if you're selling an unusual item and etc.

WYLIE RITTENHOUSE, antiques and collectibles seminar instructor, primitives and mixed lots.



“What other trends in the antiques market will be prominent in the remainder of 1981?”

Dudley, pre/post auction: I have found that there are so many new items becoming collectible. We cannot see into the future just what good this will be, but we can be alert with as much knowledge as we can gain.

Collector's plates, for example, someday the market may drop completely. But we have to be aware of how these items are performing. If art work is going to come up, then we really need to know what and where specific items will be profitable.

Gingerich, glassware: I think we may see a trend for some liquidation in the antiques market. Many collectors are wanting to liquidate some of their holdings and re-invest. This is going to be a good trend, and I think we will see a little bit more of this in the remaining year of 1981.

Rittenhouse, primitives/mixed lots: As buyers become more aware that antiques are becoming more scarce, I feel that more antique markets will be looking towards the auction. Because of the unpredictability of the pricing, and even though the economy may be reducing a little bit, I believe that the antiques market will still be there, primarily because people still have money. They will continually be interested in owning antiques for a hedge against inflation, and worse economic times.

Suarez, prints/sculptures: I simply forecast an expansion of what is already happening. The collectible market is expanding at tremendous rates. I believe Sotheby's 1980 gross was something in the neighborhood of \$400 million.

Small, gallery operation: I think that the answer to a new trend is in better quality goods. People who

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are still buying will be even more discerning. Therefore, they are going to be looking for pieces of a more quality type, more unusual, or unique and more interesting. The ordinary, plain vanilla item may well sag in sales before a new trend is over.

“How can the antiques auctioneer be more competitive vs. the antique dealers and the local flea market?”

Dudley, pre/post auction: The antique auctioneer being competitive with dealers and flea markets? I don't think the auctioneer has any trouble whatsoever. It's nice to advertise so that you get some antique dealers at your auctions, but I believe the general public feels they can buy at auction at a higher price than the antique dealer can. The dealer is wanting to buy at a lower level.

Generally speaking the auction competes very well for the public who wants to be collectors, wants to furnish their homes with antiques. We have found that many times the dealers will have plenty, but the very fine pieces are going back in to the homes.

Flea markets aren't going to be of too much concern because these are all the smaller items, and monetarily they do not bring as much money as the auction method.

At the heart of this competition between auctioneers and antique dealers is the honesty and the integrity of the individual auctioneer. The whole auction firm needs to have the respect of the community, everyone being able to trust them. Auctioneers are part of the community and they will have a successful business if they stay straight, and if they advertise properly.

People learn to trust you. The nicest compliments I have ever had are those that say “I know when I come to your auctions you represent what you say in your ads.” Then the people are going to freely come to your auction, they are going to confidently spend their money, they know that you are not misrepresenting the merchandising.

All of this can make you the leading auctioneer in your community, give you a better auction business, and give you many more followers.

Gingerich, glassware: The antique auctioneer has an advantage over the antique dealers and flea market dealers because the auctioneer is not fixed to a specific price necessarily. The auctioneer can go on, and the public will set the price. In many cases, and probably most cases, that price is going to be greater.

There will be pieces that bring more than you think and some pieces bring less, but I think that you'll find that antiques will bring a greater price in the overall picture when sold at public auction.

I believe it's an expanding market. It is real interesting to me to see the great interest being shown by a wider variety of people. You see a lot of young

RON GINGERICH, antiques and collectibles seminar instructor, glassware.



JOHN SUAREZ, antiques and collectibles seminar instructor, prints and sculptures.

people really getting involved in the acquisition of antiques. This is refreshing to see a lot of new, young buyers getting interested in collectibles.

Rittenhouse, primitives/mixed lots: Antique auctioneers, as they become more competitive with the antique dealers, are able to create an active marketing atmosphere, and get it done whenever a person wants to have items sold at auction.

The antique dealers or the flea markets are more dependent upon people making up their minds over a period of time. Therefore, the antiques auctioneer has a competitive advantage over antique dealers and the flea market. This has been my experience down through the years.

The auctioneers who deal in antiques, collectibles and other related items, if they become more knowledgeable in marketing methods, and aware of the advertising areas that must be covered in order to produce the correct market, will have an edge on many of the other marketing avenues that are open to antique buyers and sellers.

Suarez, prints/sculptures: I don't think the antique auctioneer has any difficulty in being competitive with either the dealer or the flea market. The auctioneer simply has to make sure that the word gets out through advertising and through public relations. PR is very important and costs next to nothing. Public relations is everything that you do regardless of what it is, every meeting that you attend,

JOE E. SMALL, antiques and collectibles seminar, gallery operation and container consignments.



you send the notice to your local newspapers, radio, television, etc. Completely out of the blue, I have had TV cameras show up at an auction because I put out a news release. Nothing helps a sale more than having TV cameras present.

Here's another thing that helps your image. It serves auction businesses, and the industry as a whole to make certain that while you are auctioning, if you catalog, that you catalog accurately. If you don't know what something is, don't make it up. The same thing is true from the stand, the auction block. It is okay to embroider, but it's not okay to make it up from scratch.

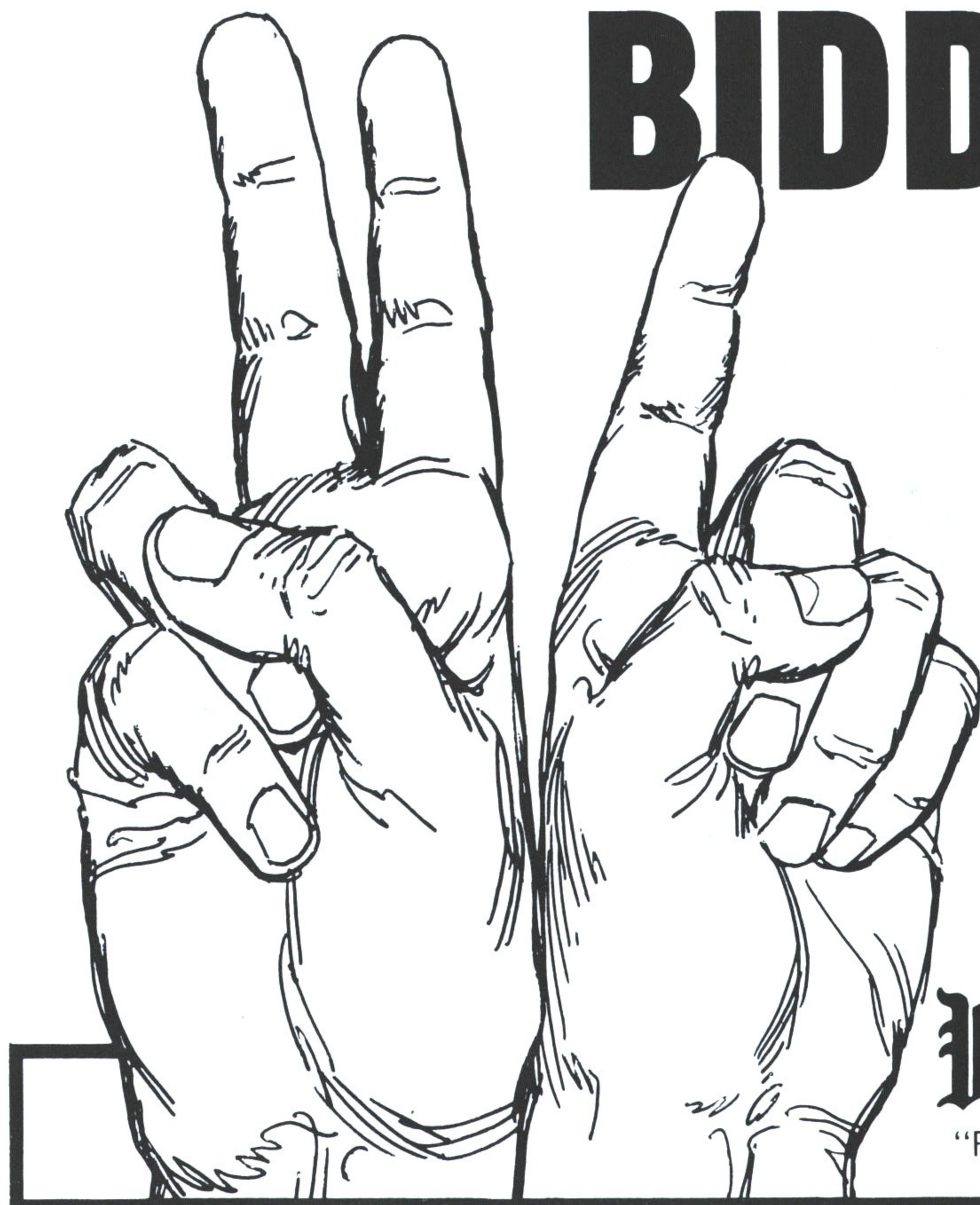
Small, gallery operation: In my opinion, the antiques auctioneer is already vastly more competitive



RAY PATTERSON, antiques and collectibles seminar instructor, computing the auction. Foreground, auction computer used to demonstrate computer use at auction.

Interviews Continued page 45

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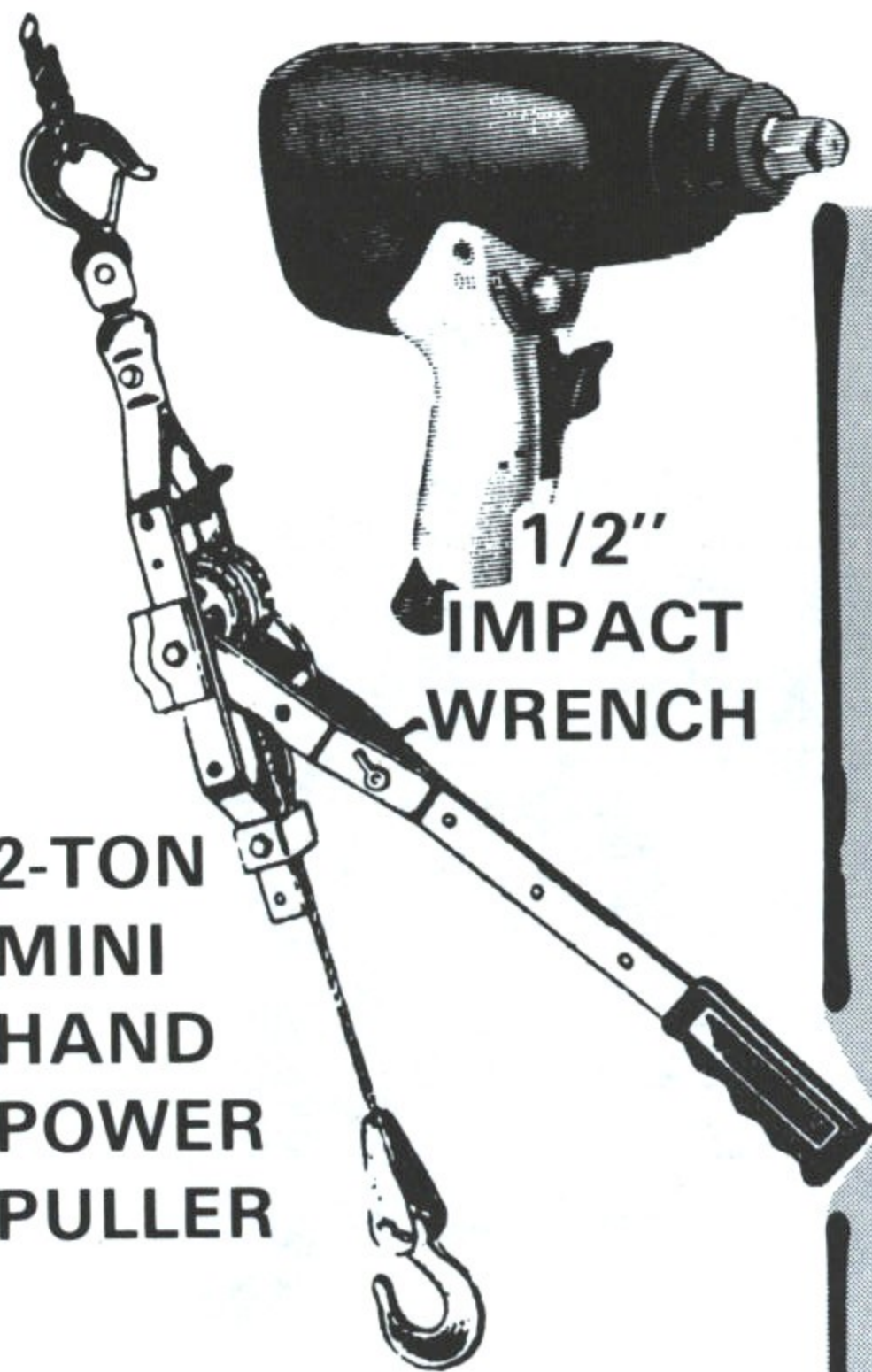
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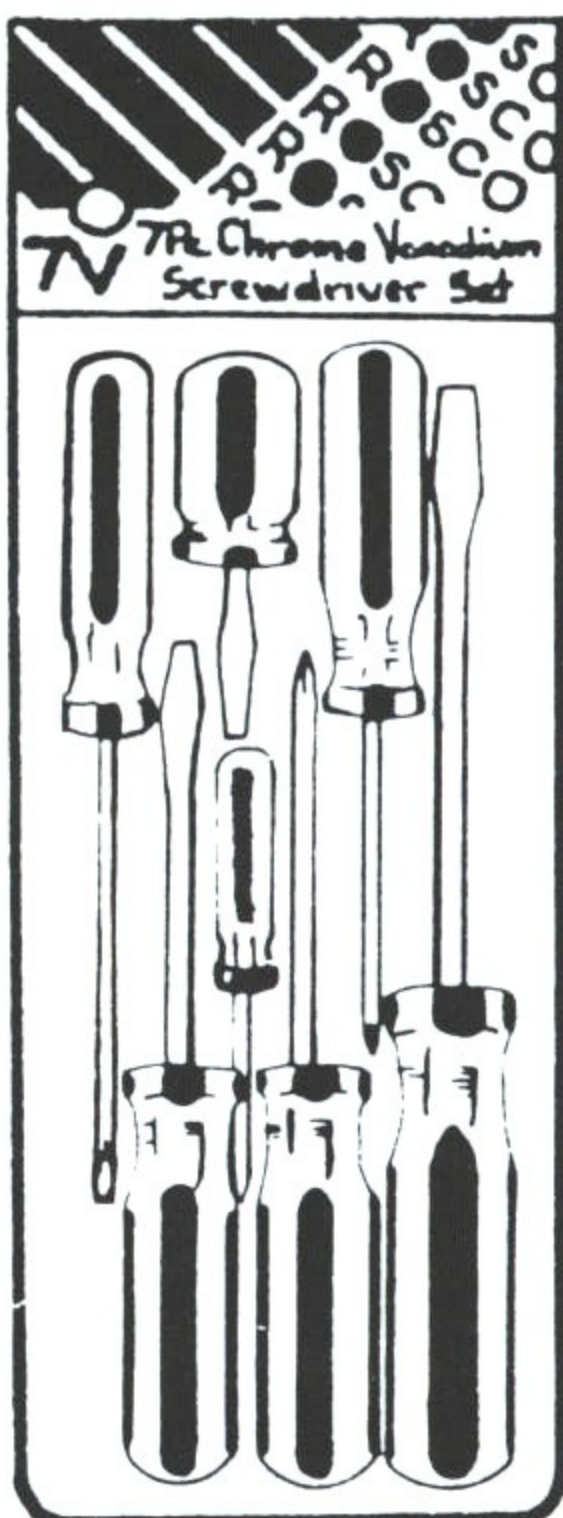
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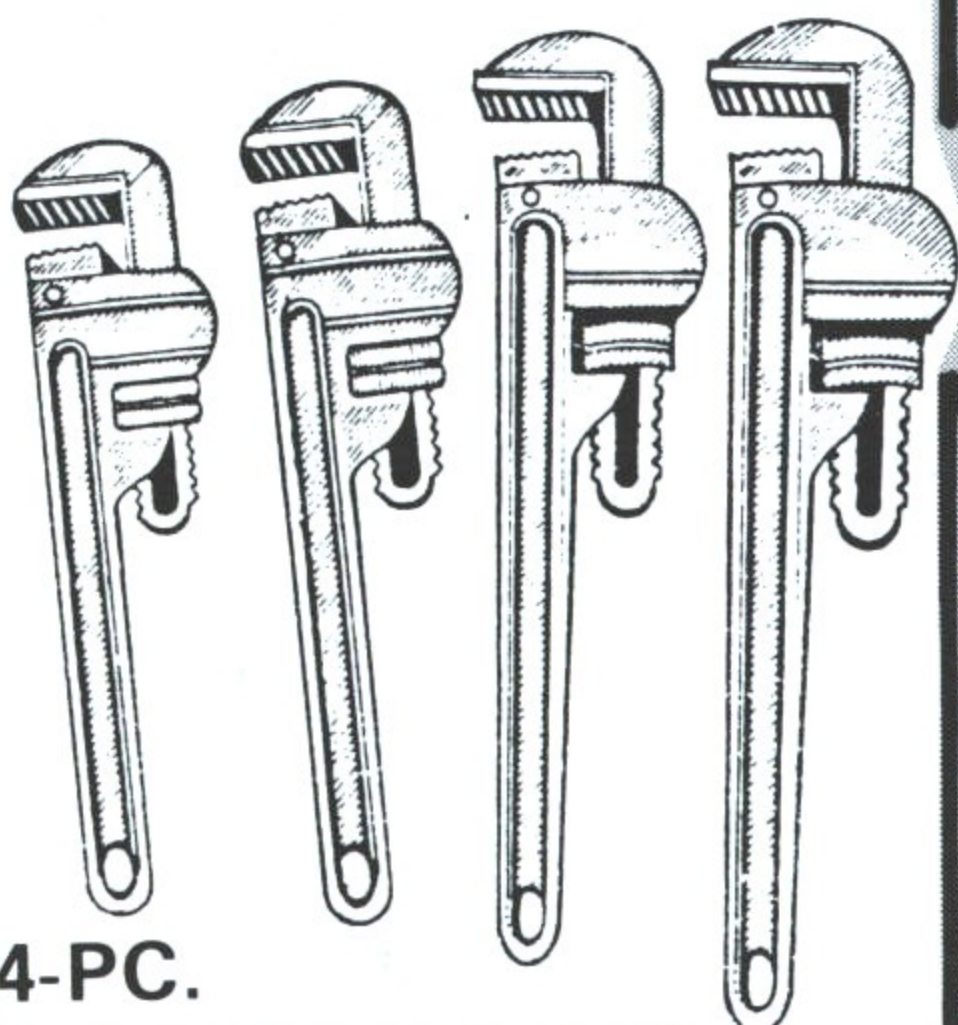


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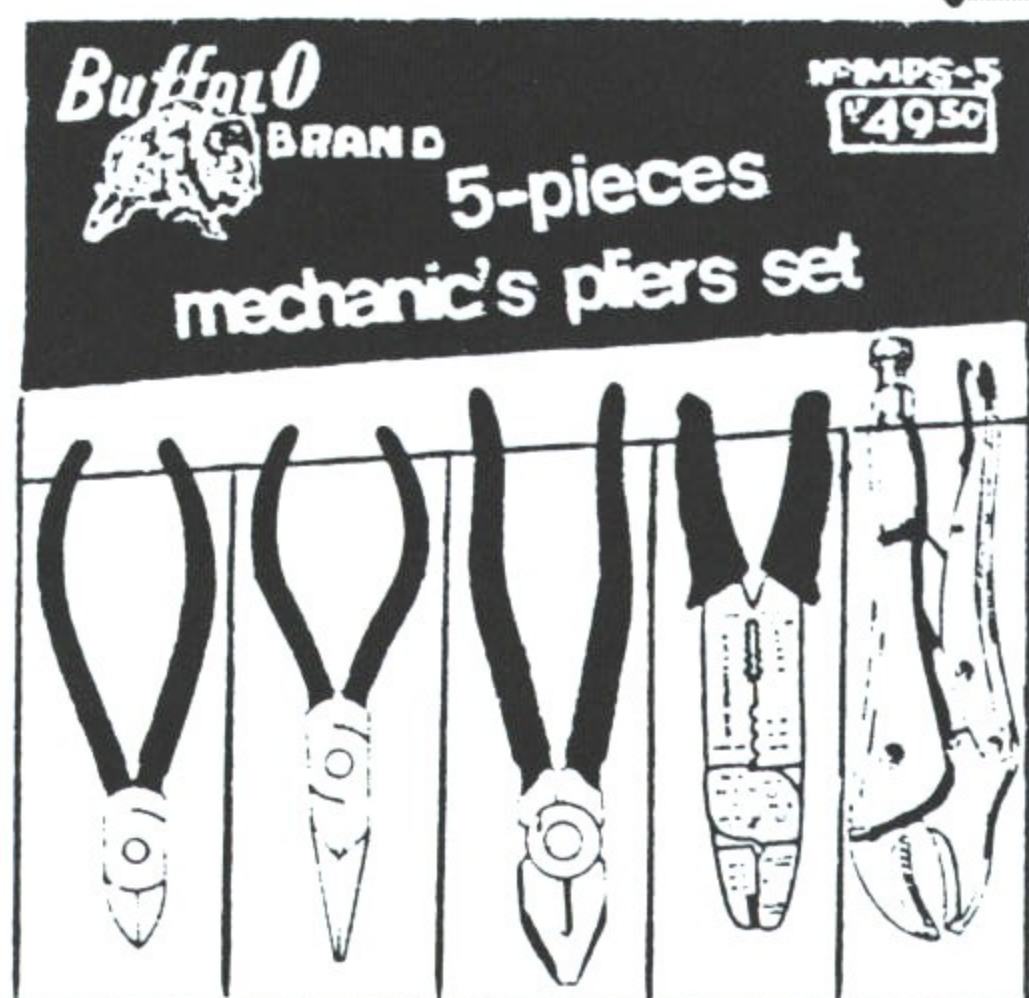
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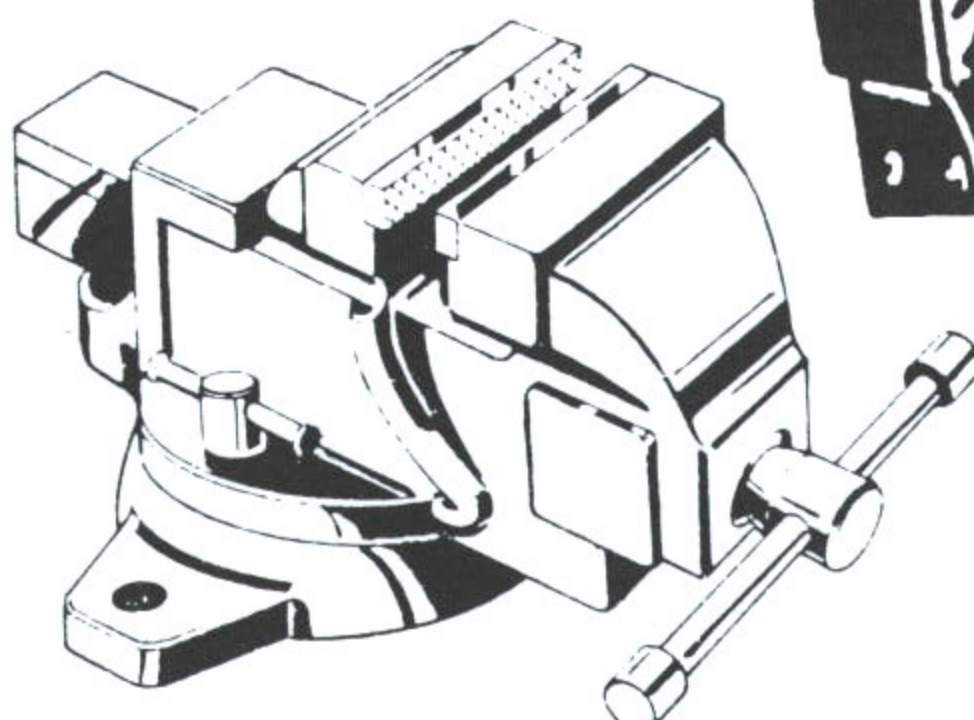


4-PC.
PIPE WRENCH SET

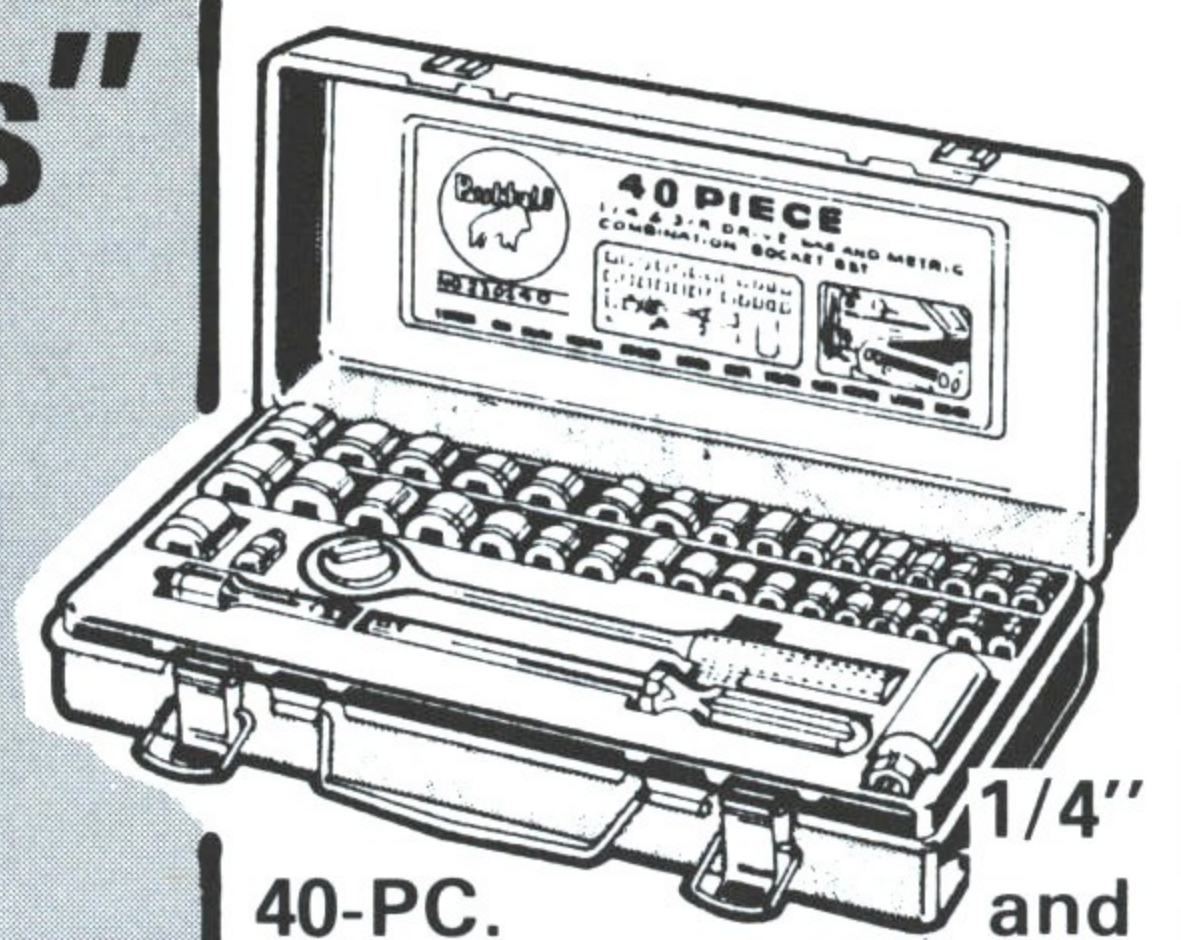
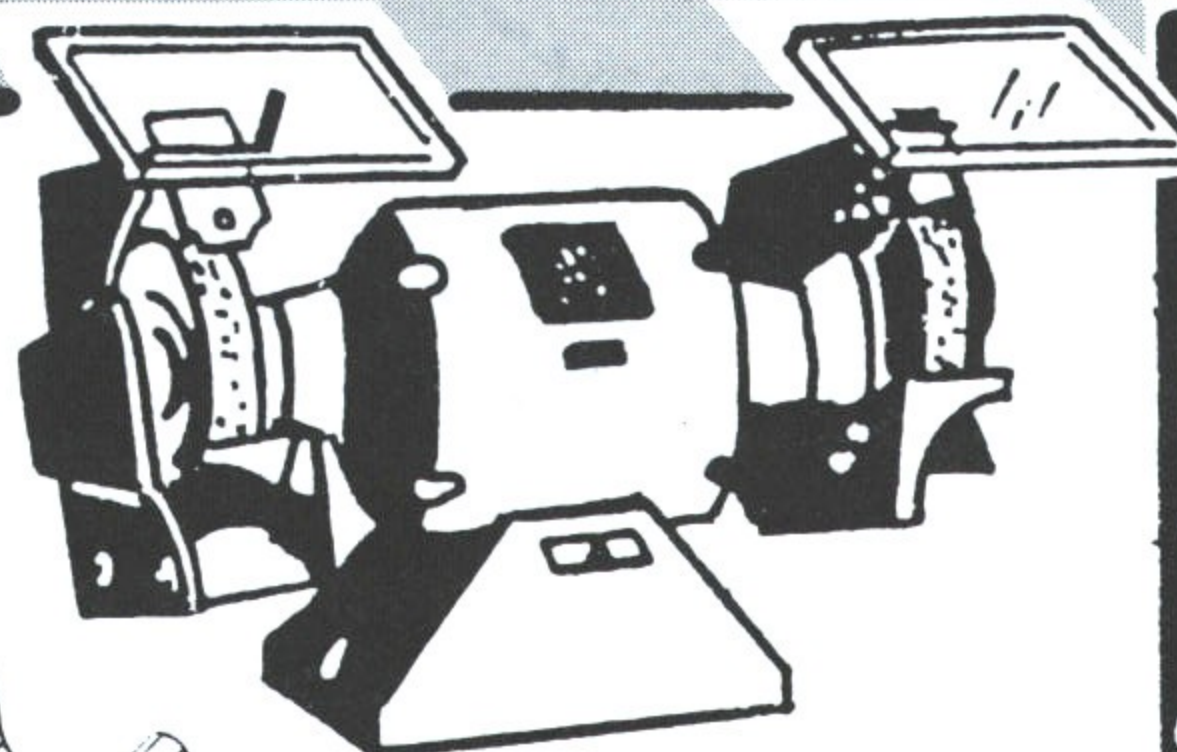


5-PC. MECHANIC'S
PLIER SET

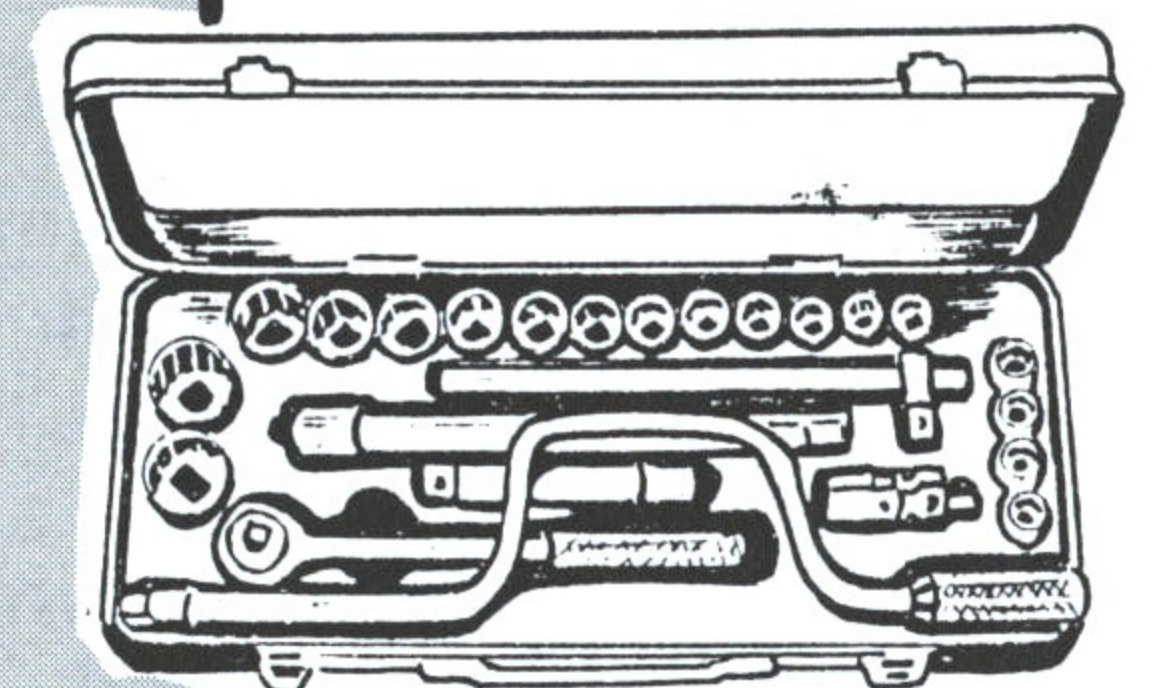
HEAVY DUTY
VISES



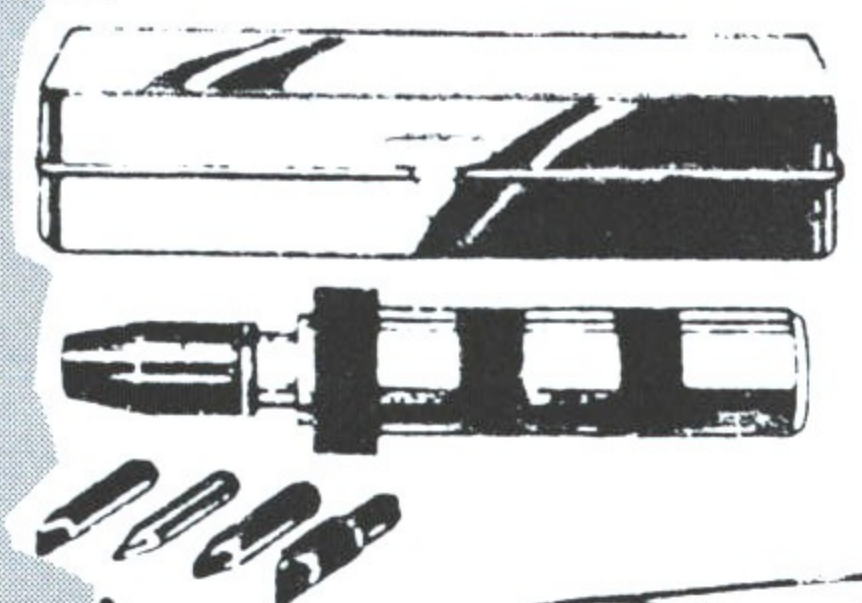
ELECTRIC
BENCH GRINDERS



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

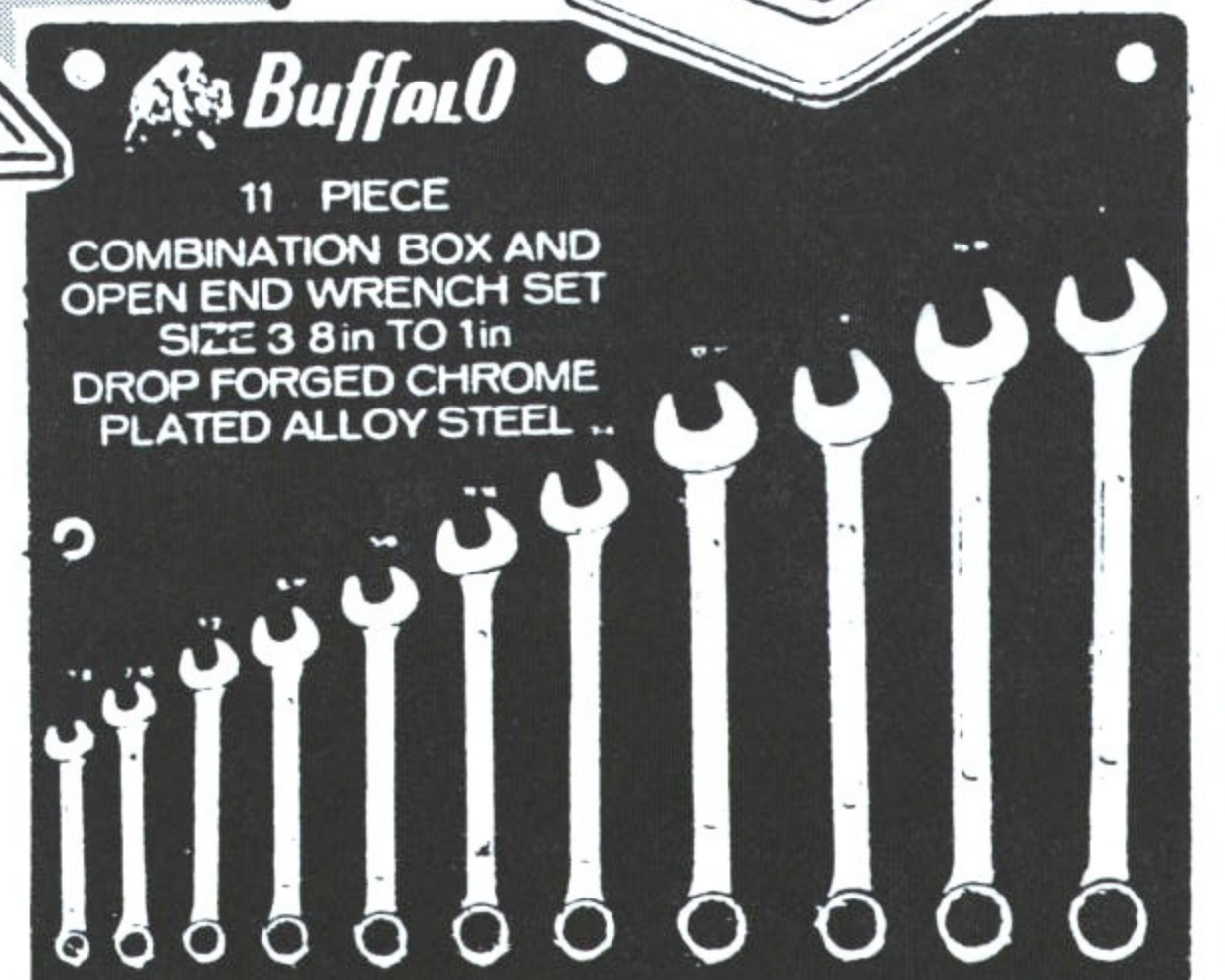
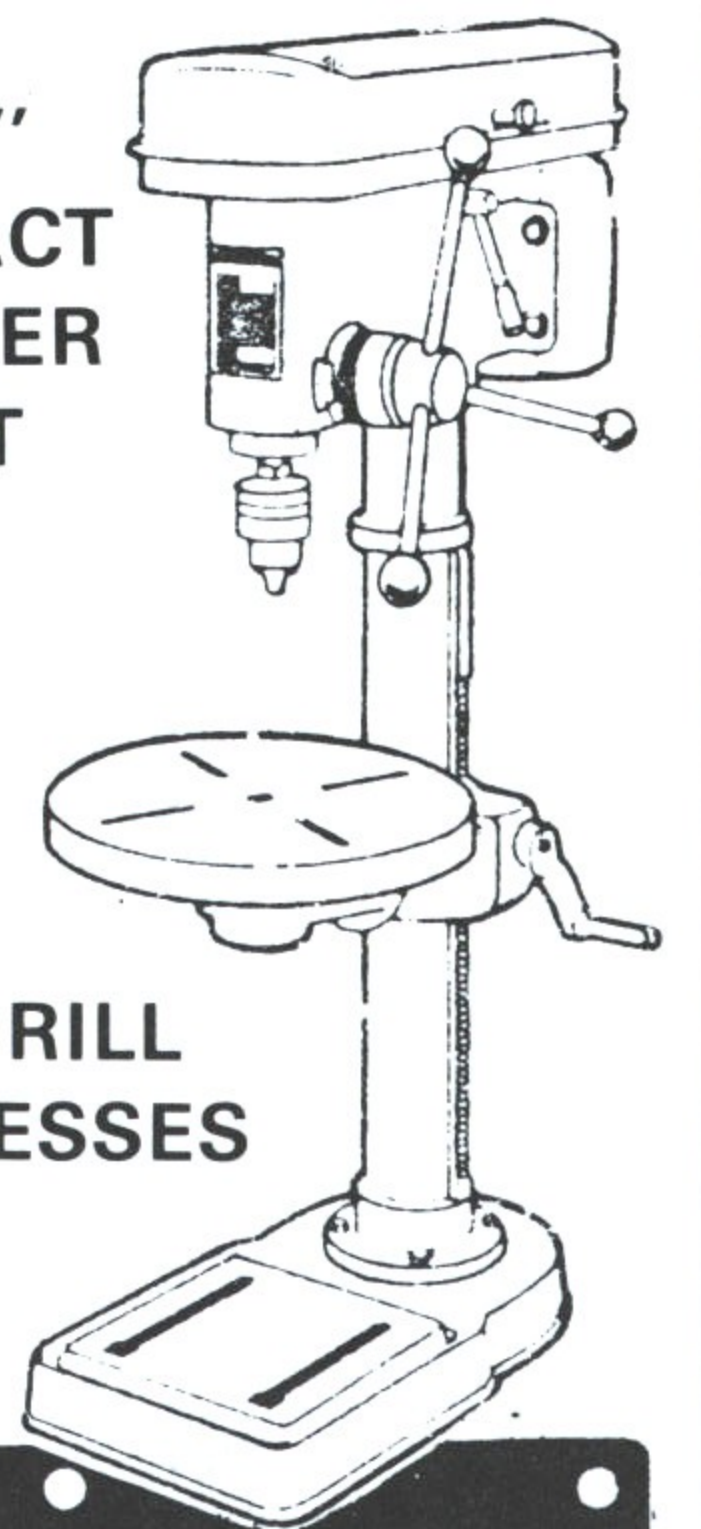


25-PC. 1/2" DRIVE
SOCKET SET



3/8"
IMPACT
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DRILL
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11-PC. COMB. WRENCH SET

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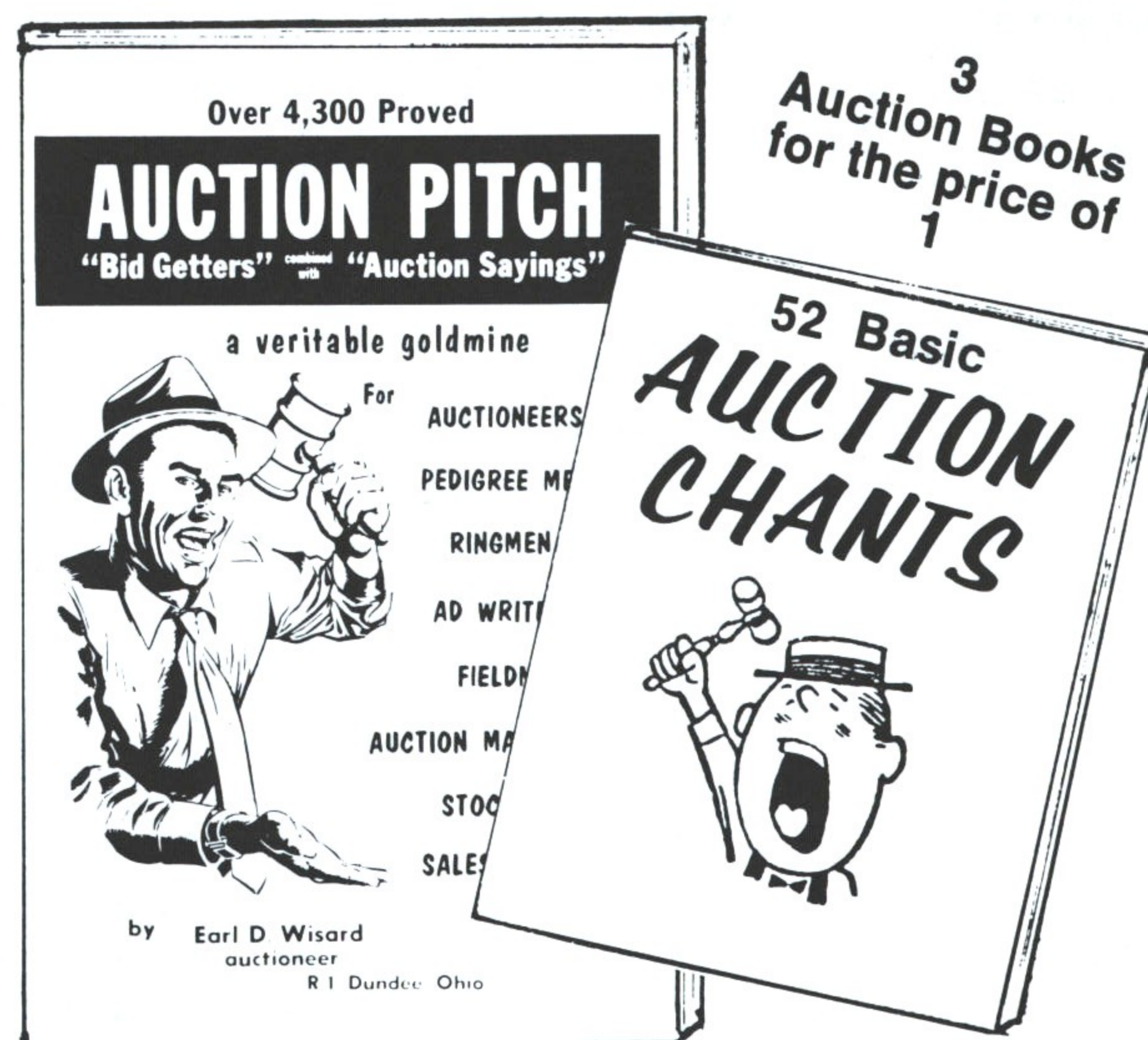
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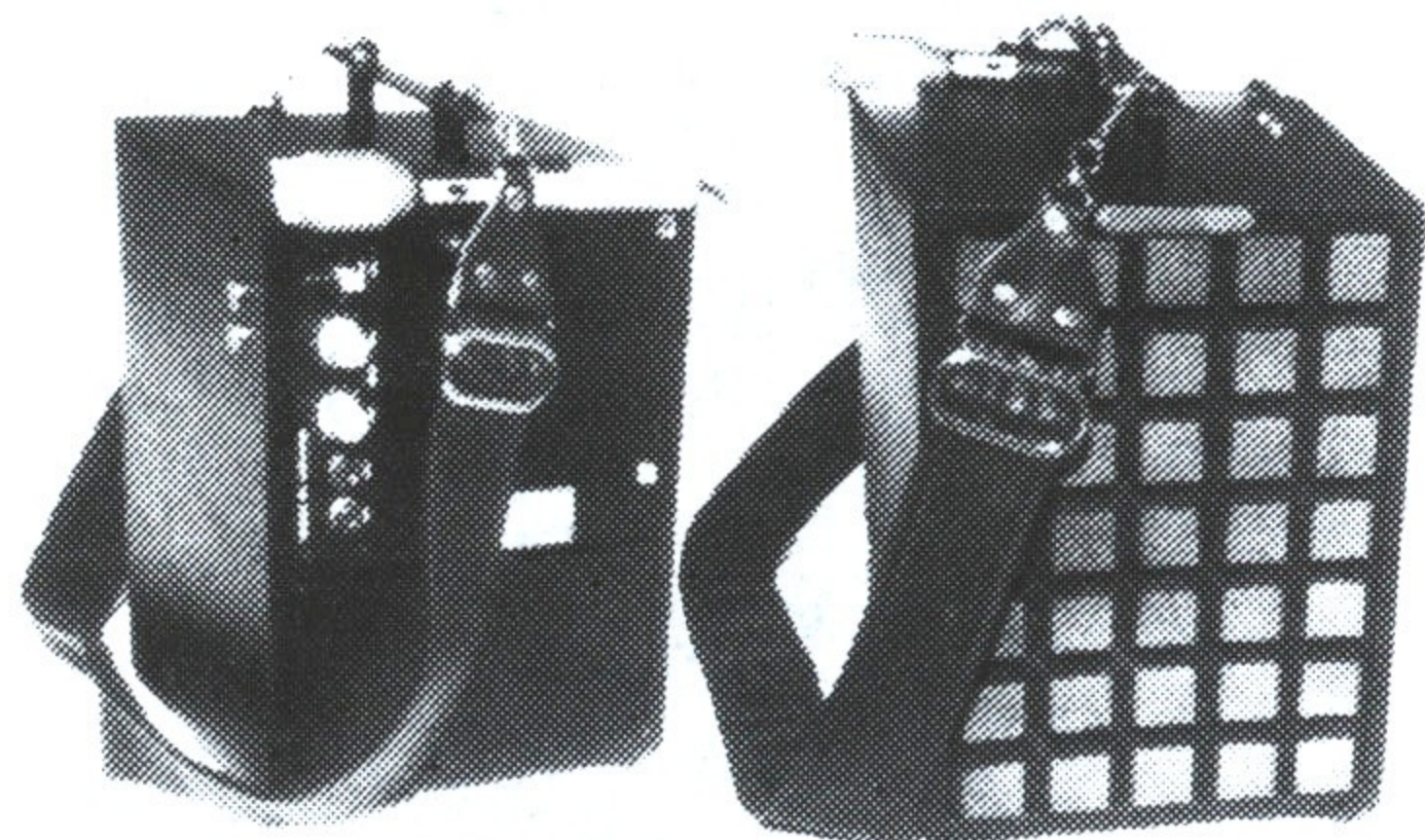
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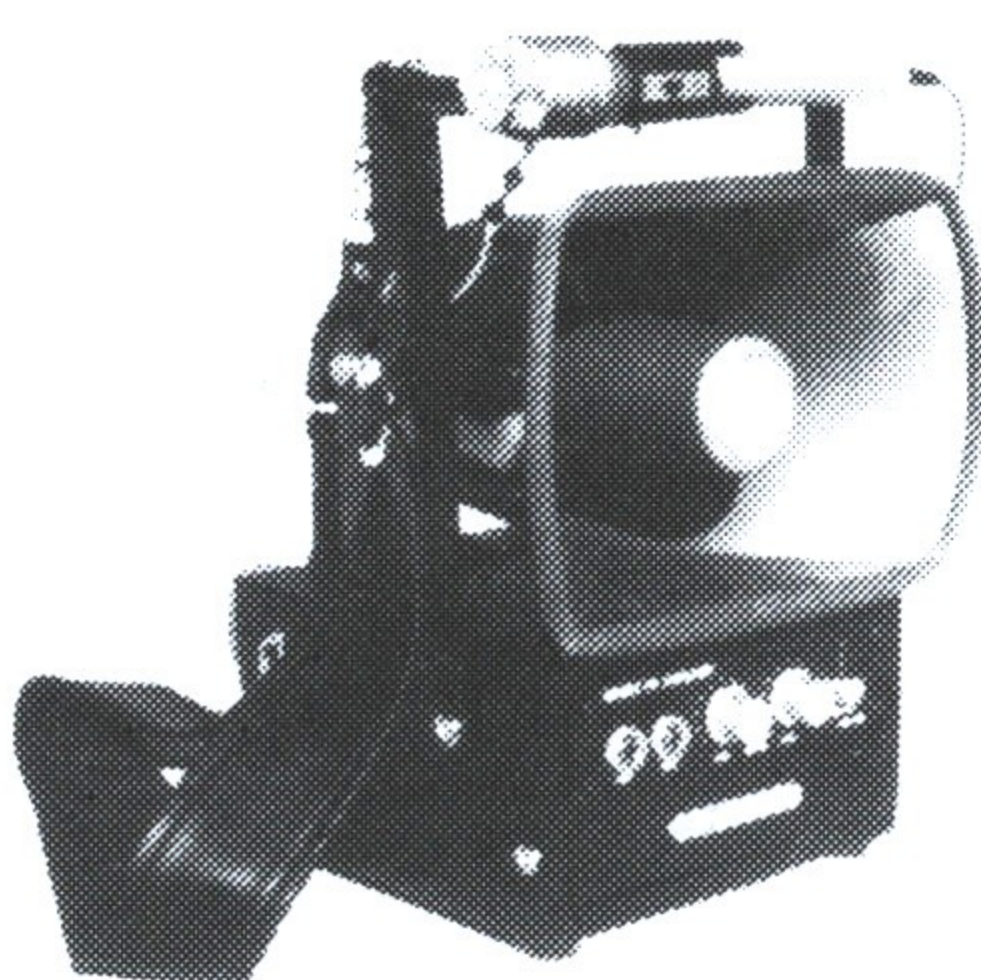
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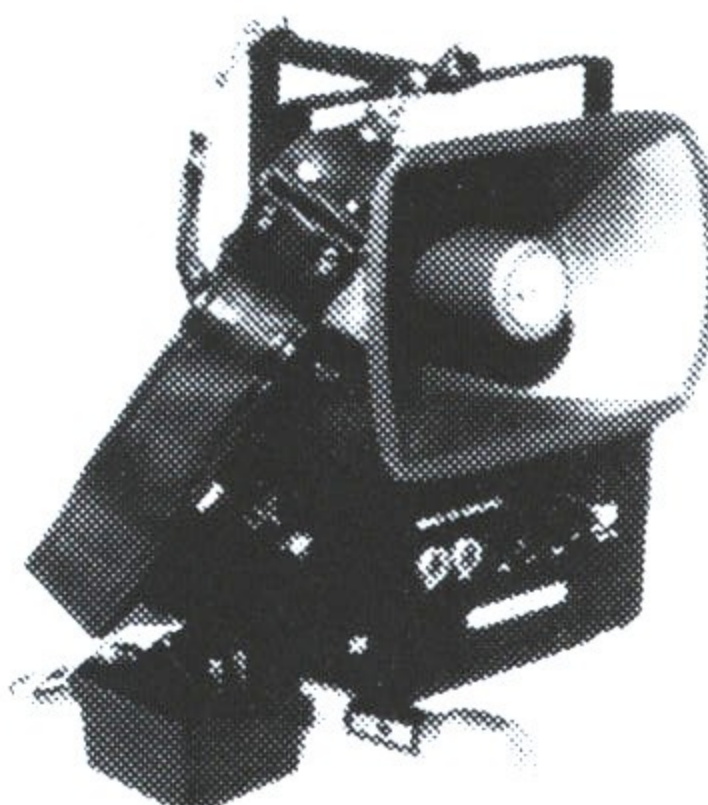
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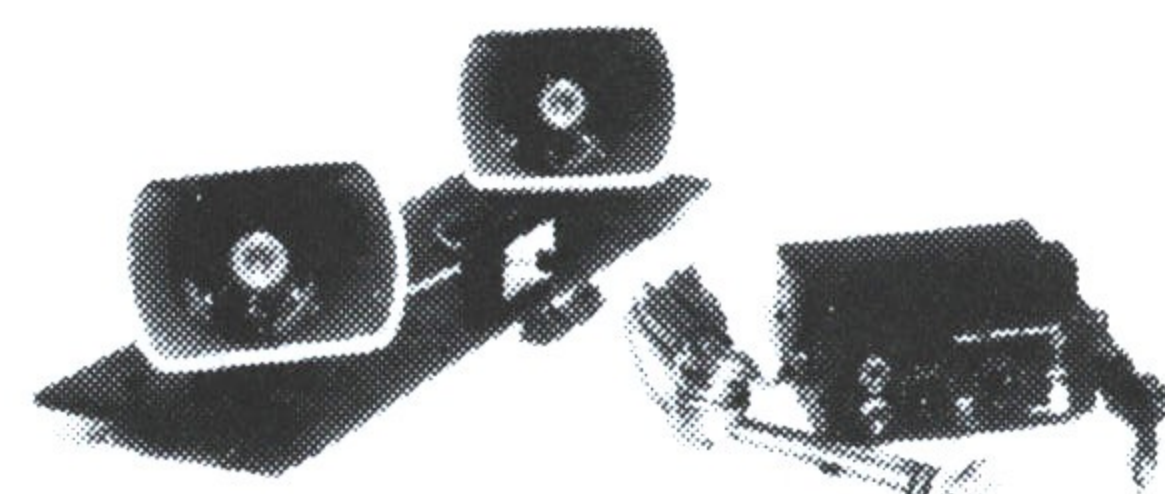
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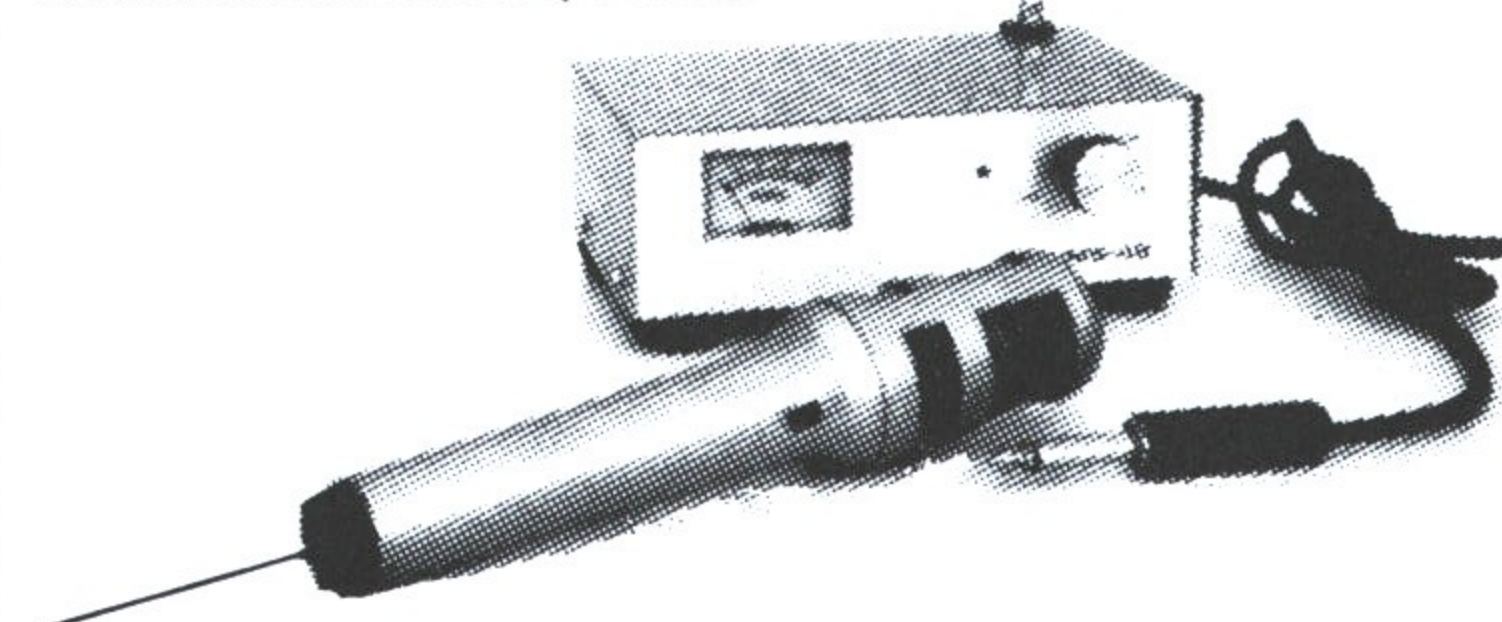


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Real Estate at Auction

Computer part of successful Indiana auction

By Emerson Lehman, CAI
Berne, Indiana

For me personally, I feel that I was very fortunate to be asked to help auctioneer D. D. Meyer, Vincennes, Indiana, in the auction described in the following article. To briefly summarize the sale, the total was \$3,289,440.50 for 19 parcels of real estate and 630 separate items sold at auction. Average time spent selling per item during the entire auction, 1.1093 minutes.

Dixie Orchard located at Vincennes, Indiana, was sold at auction Saturday, January 17, 1981, starting at 10:00 am EST. By the time the real estate had been sold more than 650 persons had registered as bidders. With the other people observing, at least 1,000 people or more were in attendance.

The entire auction was conducted in the packing shed, never leaving the site. The real estate was cataloged along with the personal property and the auctioneers never left the sales area once the sale started. NAA member **D. D. Meyer's** preparations for the multi-million dollar event had included, not only publication of a 32 page sale bulletin and extensive advertising (which brought inquiries from 20 states) but also a new wrinkle in the old auction business.

He pointed with pride to a computer which at mid-sale was being fed data as fast as auctioneer aides could bring in the bid sheets. As soon as the last bid was recorded he said the computer could give an immediate summary of the day's transactions. There would be an alphabetical list of bidders with the total amount of the high bids by each and a list of sale items with the successful bidder for each.

Some auctioneers quote a lower commission rate and don't include advertising. Auctioneer Meyer: "I won't do that. To me it's part of the service. My job is to get the most for the owner, and you can't do that if you don't promote the sale right."

For the Dixie sale a dual advertising approach was used involving preparations of a special sale booklet, as well as purchase of space in area newspapers and four trade journals.

Timing was important. The sale book was ready just a week before the Michigan Horticultural convention, traditionally the largest activity of its kind in the Midwest. Inquiries started coming a week after two boxes of the books went to the Michigan meeting.

They were circulated at four state conventions in all. People from a total of 20 states asked for them by mail or telephone.

Registered bidders showed up at the sale from 12 states and the buyers represented 10 states.

Meyer had advised the owners that the Dixie sale would get the best response as an "absolute auction", meaning that they would guarantee in advance to accept the best bid. Safe-guarding their interest and building confidence in this kind of sale is another phase of preparation.

"I probably spent as much time procuring written offers as on anything I did," Meyer said. The written offers were advance bids from prospective purchasers. Offers had to be firm and represent at least 90% of the appraised value of the property, thus providing a cushion against a bad turnout on sale day.

Meyer obtained offers on 18 of the 19 parcels. "Many of the guarantors," he said, "showed their sincerity by their presence on sale day, ALL offering higher bids when their original ones were topped. Some bought property and some did not."

The final preparation was the physical setup and tagging of items to be sold. Each listed item was numbered to key it to the sale book so, that buyers could inspect it at leisure. The larger objects would not have to be brought to the auction block for sale. This phase also involved placing the more portable lots on pallets, and then bringing into the auction

Real Estate Column Continued page 48

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arena with forklifts.

The sale itself was staffed with 14 persons in addition to the Dixie workers. Two auctioneers, Meyers and his son Dennis, conducted the auction; in addition to four ringmen, who also were qualified auctioneers, two clerks at the auction block and an office staff of six, including a computer programmer/operator.

The latter specialist is presently rare at auctions, but represents the wave of the future according to Meyer. Not many auction firms in the nation have their own computers with special programs for their auction service.

"With the computer we can give each buyer a total of his tickets as soon as he is ready to check-out and the owner can have a summary as soon as the auction is over," was Meyer's comment.

Meanwhile, NAA member Meyer looks to the west to expand his business, opening an office in San Diego, California.

MAI monograph forthcoming

Chicago, Illinois — A monograph on the appraisal of historic properties will be published later this year by the American Institute of Real Estate Appraisers.

The book, written by Judith Reynolds, MAI (Member, Appraisal Institute) will cover the process of appraising historic properties, as well as the trends in market preferences and legislative controls. The purpose and effects of preservation and easements are emphasized.

Ms. Reynolds has specialized in the appraisal of historic properties for more than 10 years. She has appraised the Frank Lloyd Wright home and studio in Oak Park, Illinois, and "Pocantico Hills," the Rockefeller estate in New York. Many of her efforts are in conservation easements of historic buildings to protect them from being changed or demolished. She is the author of "Preservation Easements," which appeared in THE APPRAISAL JOURNAL (July 1976). She is also co-author of a technical paper, "Guidelines for Appraising Property with Historic Significance," which was published by the National Trust for Historic Preservation.

The author, who earned her MAI designation in 1975, is active in the appraisal of all types of commercial real estate and is co-owner of Reynolds & Reynolds, Inc., a counseling and appraisal firm in Washington, DC.

Ms. Reynolds is chairman of the National Editorial Board of THE APPRAISAL JOURNAL and is a member of the Editorial Board for REAL ESTATE TODAY, the National Association of REALTORS® publication. She served for five years on the District of Columbia's Assessment Appeal Board.

The American Institute of Real Estate Appraisers, the publisher of Ms. Reynolds' book, is the oldest organization of professional real estate appraisers in North America and is the only one affiliated with the National Association of REALTORS®. Its members hold the MAI (Member, Appraisal Institute) or AM (Residential Member) designation.



MISSOURI AUCTION SCHOOL, class of February 1981. Thirty states and Canada were represented in the class of 160 students. Instructors and staff, front row, second from left: secretary Dorthy McGlothlin, instructor William W. Morgan, secretary Judy Klepac, registrar Boyd Michael, instructor Dale Vaughn, instructor Bing Carter, president Dick Dewees, and instructors Dean Cates, Gary Ryther, Susan Stuke, and Neal Davis. Instructors not pictured: Daryl Ball, Chuck Cumberlin, Paul Dewees, Robert Purinton, Joe Small, Stanley Stout, and Verlin Green. Within the class of 160 students, 22 women attended, representing 10 states. Next term will be June 15, 1981.



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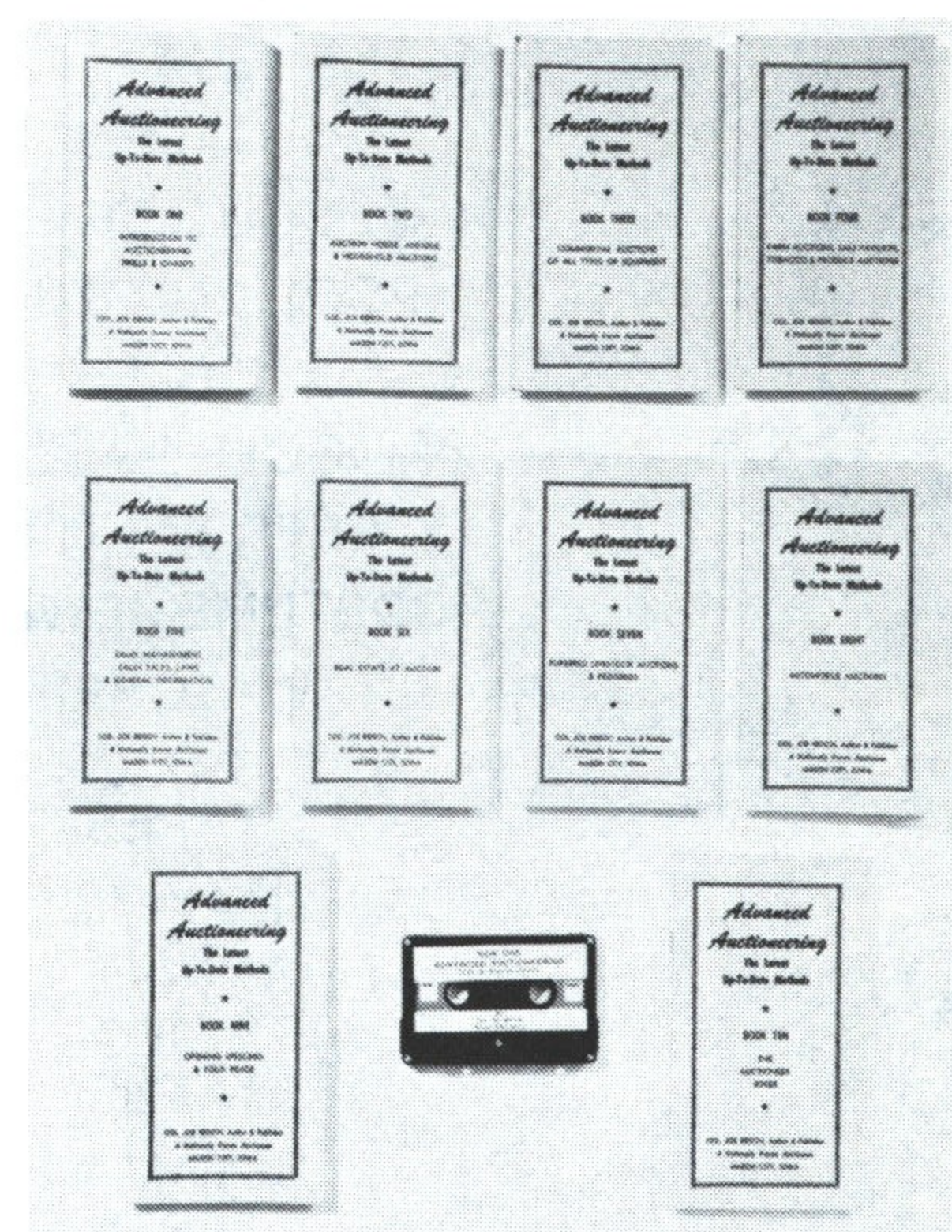
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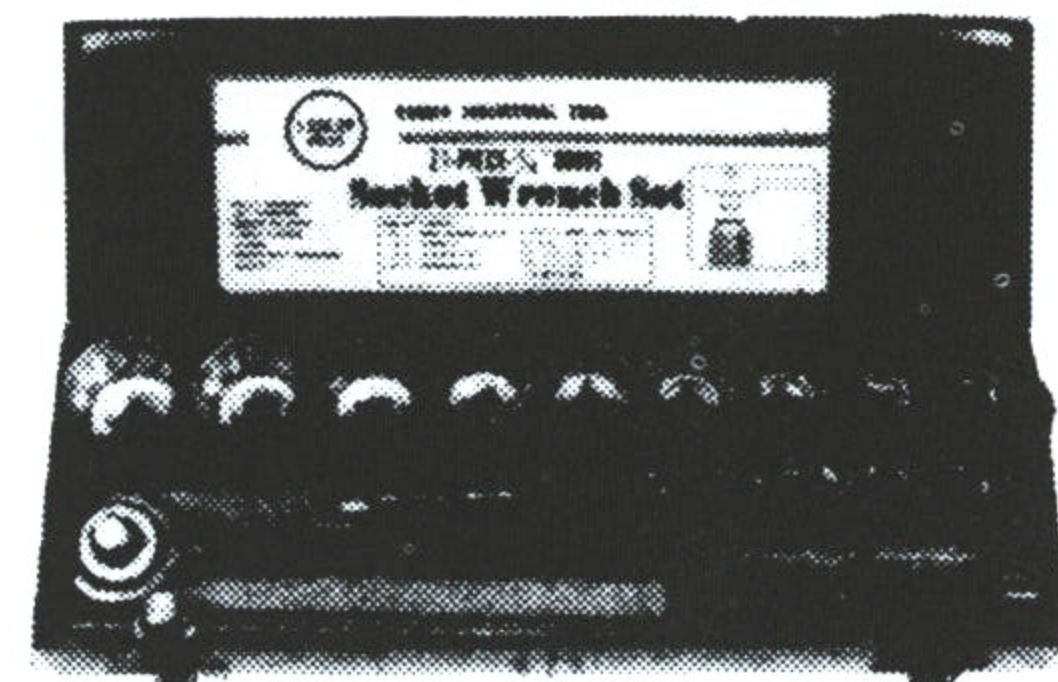
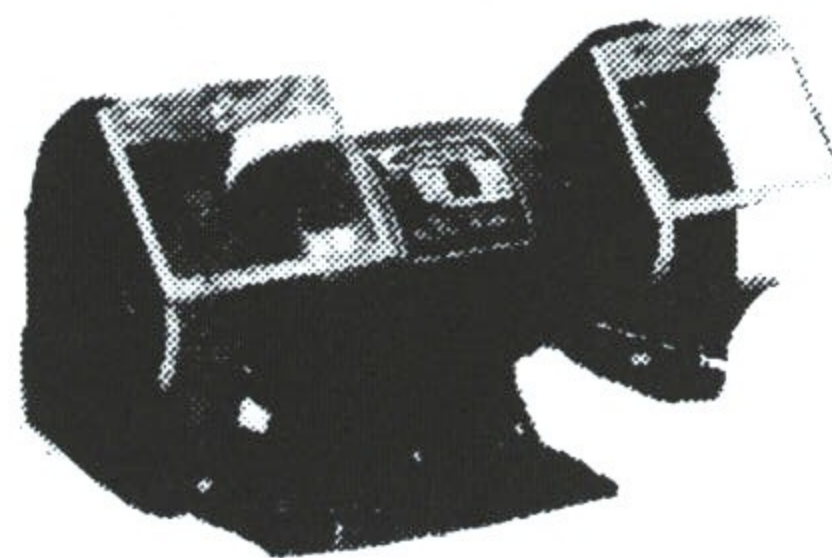
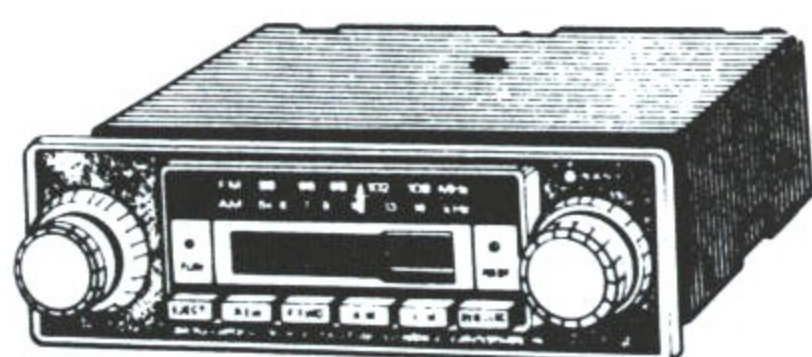
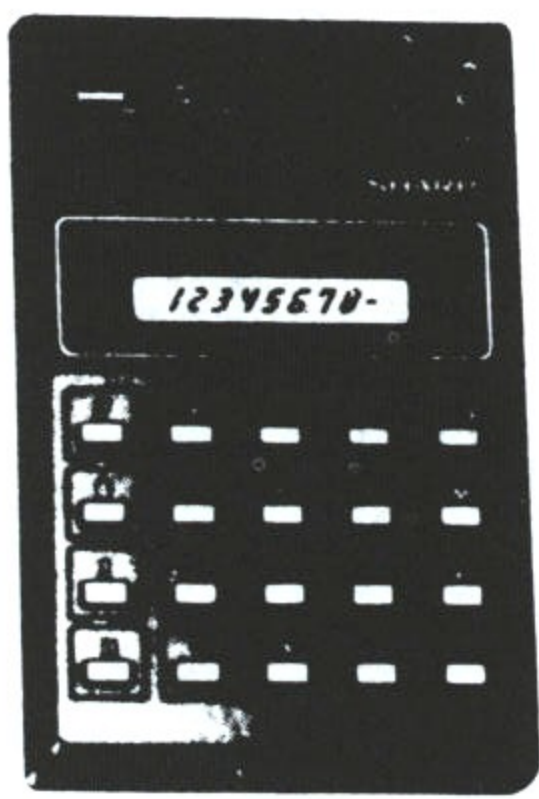
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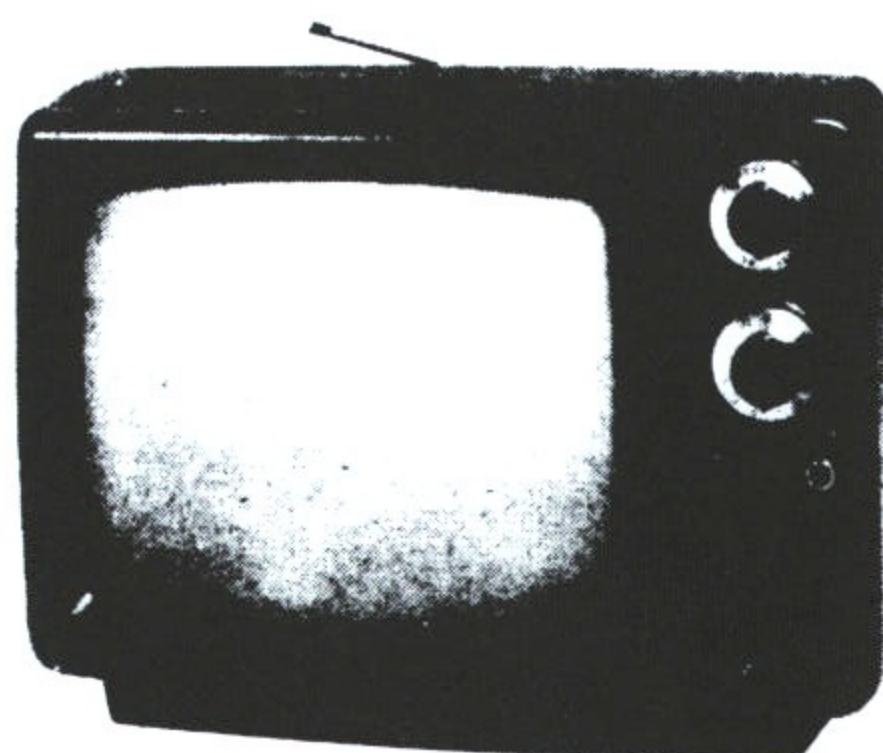
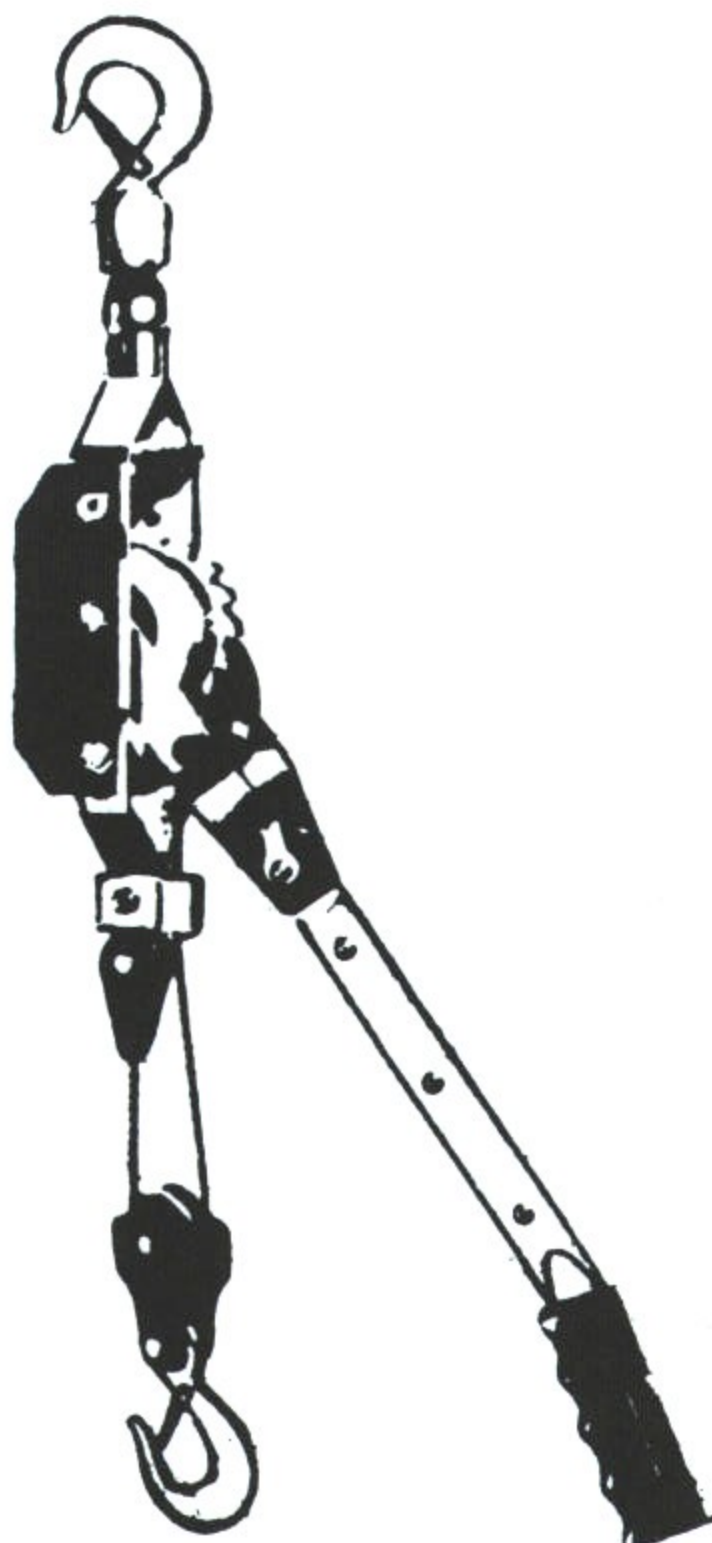
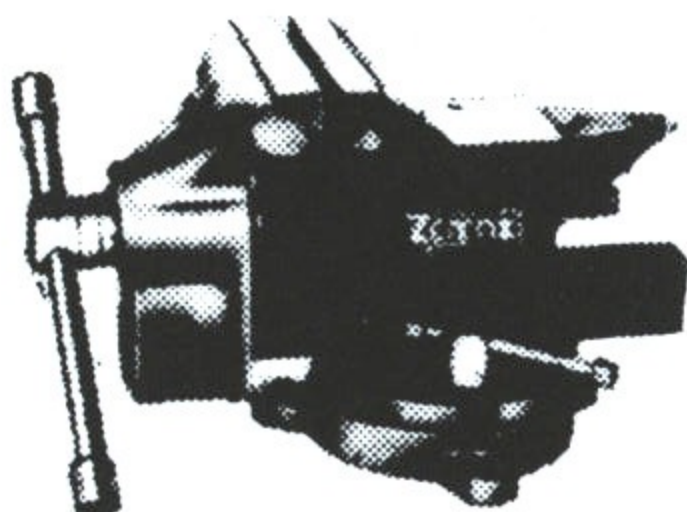
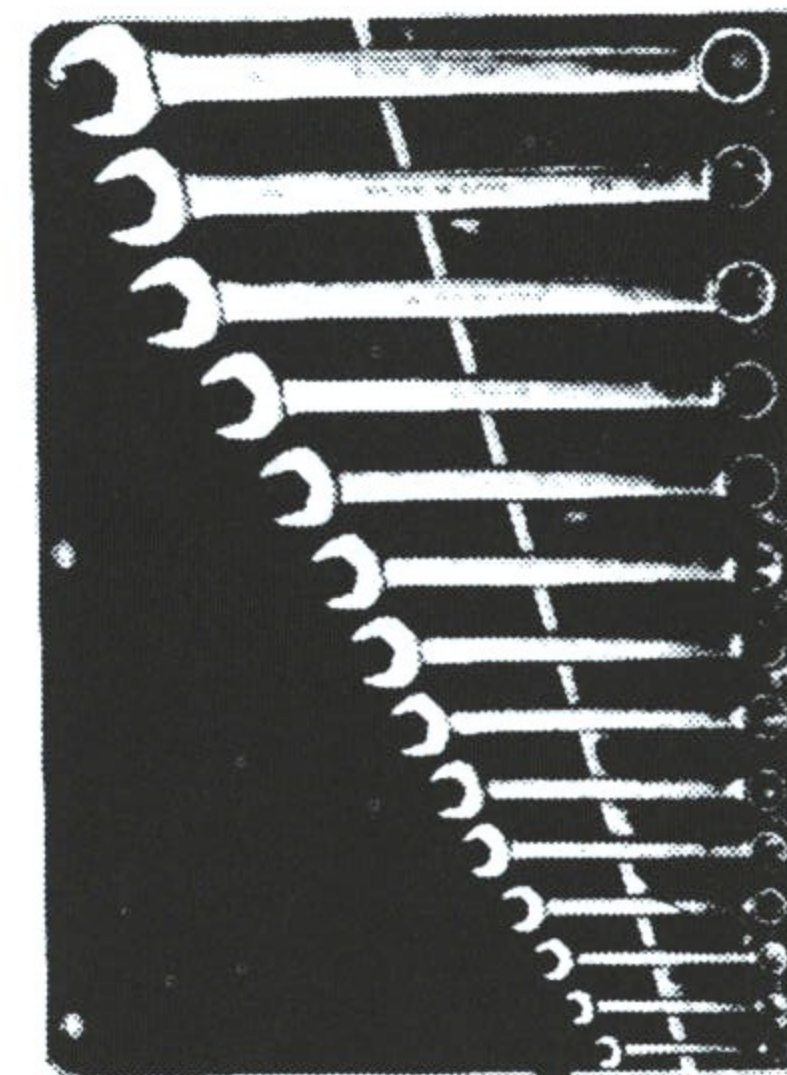
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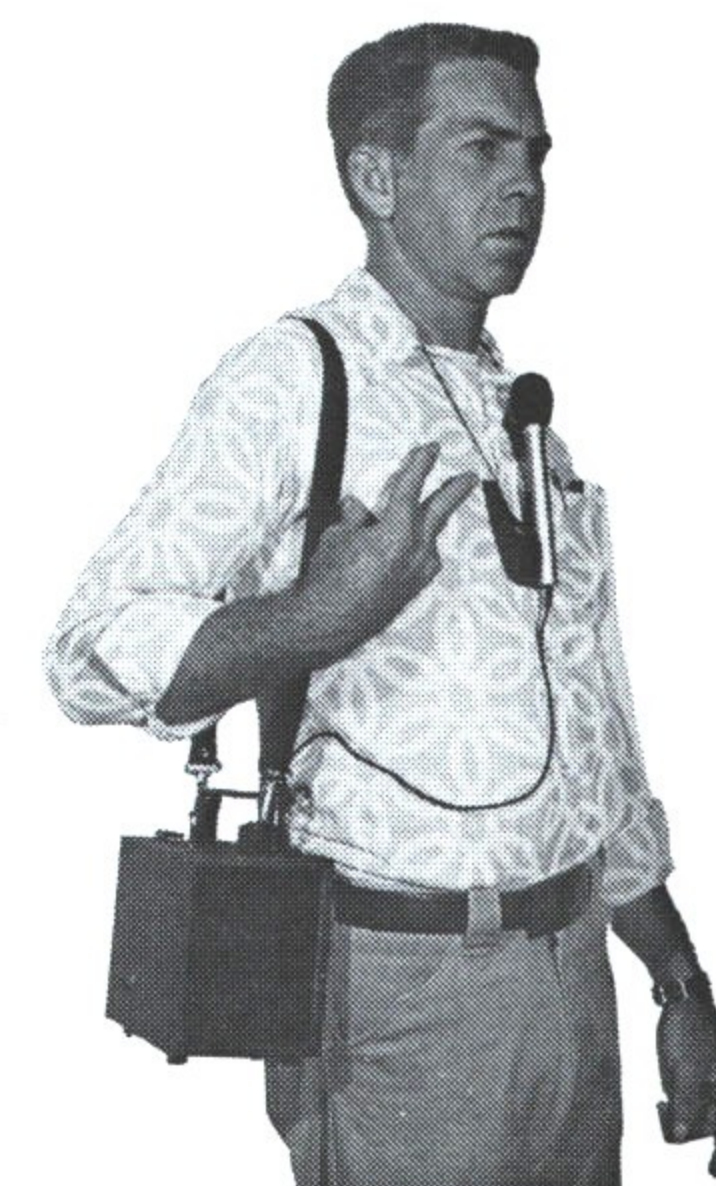
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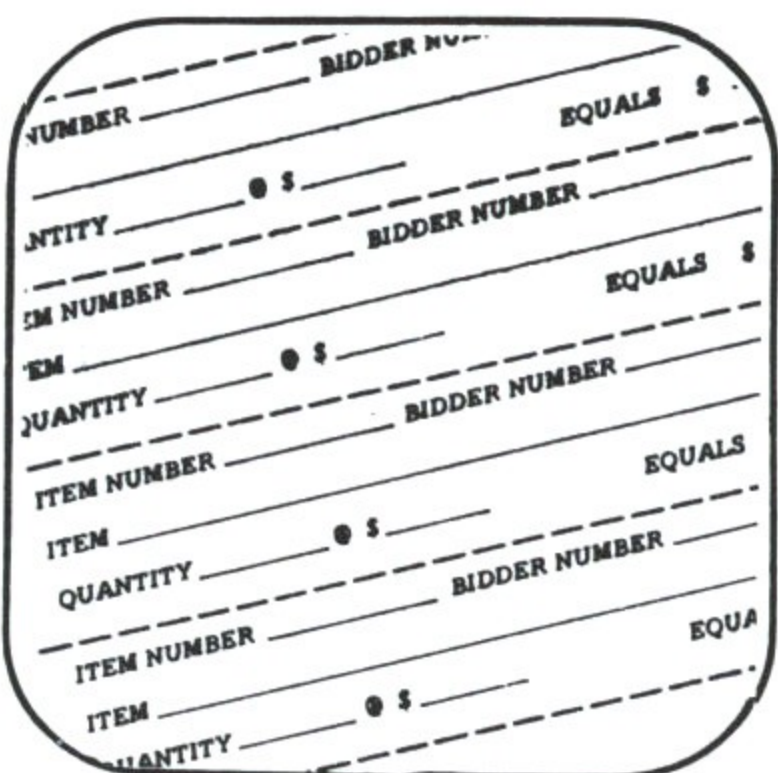
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Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
April 5-6	Kentucky	Executive Inn-Rivermont, Owensboro	Wilma Atherton
April 26	Iowa	Lake Panorama, Panora	Margaret H. Bloomer
May 2-3	Missouri	Holiday Inn Holidome, Columbia	Doran Livingston
May 2-3	Nebraska	York	Randy Ruhter
May 19-20	Kansas (Seminar)	Wichita Royale, Wichita	Rex B. Newcom
June 4-5	Wisconsin	Mead Inn, Wisconsin Rapids	Robert Massart
June 7-8	Georgia	Hilton, Atlanta	Ron Harris
June 12-14	South Dakota	Wrangler Motel, Mobridge	Jim Payne
June 12-13	Texas	Marriott Inn, Dallas	Charles Connour
June 14-15	Tennessee	Quality Inn South, Chattanooga	E. B. Fulkerson
July 29-August 1	NAA Convention	Las Vegas Hilton, Las Vegas, Nevada	
November 1-2	Iowa	Savery Hotel, Des Moines	Margaret H. Bloomer
November 16-17	Illinois (Seminar)	Ramada Inn, Rockford	Henry Hachmeister

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

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

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State association reports

A memorial — C. W. Borden, CAI

Many lives were touched by auctioneer C. W. (Buddy) Borden, CAI. He was known nationally and locally as a most profound individual in both his personal and professional life. In achievement, he was a multi-faceted businessman — auctioneer, farmer, real estate broker, a loving father and beloved husband. All were made richer, fuller, and happier through him.

To work with C. W. Borden was a blessing and considered a privilege because his professional reputation for honesty, strength and knowledgeable forethought brought success not only in his own life, but into all lives he shared.

Mr. Borden owned and operated his own auction firm. He was active in all phases of the auction profession including, the National Auctioneers Association and the Kentucky Auctioneers Association. He served a term as Commissioner on the Kentucky Board of Auctioneers and served on the first National Licensing Law Board (NALLOA), that implemented and upgraded the state laws governing the auction profession. He was also a member of the Charter Class, and a graduate, of the Certified Auctioneers Institute of Indiana University, thereby receiving the designation of CAI. C. W. Borden founded and organized the Bluegrass Auctioneering Academy, and through his efforts established a firm foundation and course of study offered in a pre-licensing course through the Academy.

C. W. Borden is survived by his wife, Waneta Borden, a son, Billy Reed Borden and a daughter, Lisa Borden, all of Bowling Green, Kentucky. C. W. and ideals will be remembered by all who knew and loved him. May God bless and forever hold his family within the protective palms of Grace.

E. Howard Hunt
Secretary-treasurer
Kentucky Auctioneers Association

OAA holds annual winter convention

The Ohio Auctioneers Association met in Columbus, January 10, 11, 12, for their annual winter convention. Terry Logsdon was elected as president, Herb Demaree, first vice president, and Gail Pickworth, second vice president.

The convention opened Saturday evening with a buffet dinner for 114, followed by a "Fun Auction" and entertainment by the "Scarlet & Gray" from Ohio State University.

The general business meeting was held on Sunday with the featured speaker at noon being Ronald Ramy, giving a humorous presentation of "Rural



*C. W. Borden,
CAI*

Architecture". Sixty-seven were in attendance at the Monday seminars which consisted of four auction business topics and instructors.

New Jersey State Society of Auctioneers, second annual convention

The second annual convention of the New Jersey State Society of Auctioneers was held on Saturday, February 7, 1981 at the Somerset Marriott Hotel, Somerset, New Jersey.

Nicholas Macaluso and John Kachmar were co-chairmen of the convention, Donald Castner directed the bid calling contest, and Fred Van Sant solicited gifts for the Fun Auction.

Although the convention convened on Saturday, many auctioneers and their families arrived on Friday night for dinner and an informal get together.

Saturday morning the program started with a presentation by Joel Slater, Marietta, Pennsylvania, publisher of the ANTIQUE AND AUCTION NEWS entitled "Advertising for Auctioneers". His discussion highlighted media used for auction advertising. He stressed that if you have specialty items in your auctions, that you should reach out beyond your local newspaper by advertising in specialty newspapers and magazines that are read by collectors.

"Identifying Types of Glass" was the second

Continued page 58

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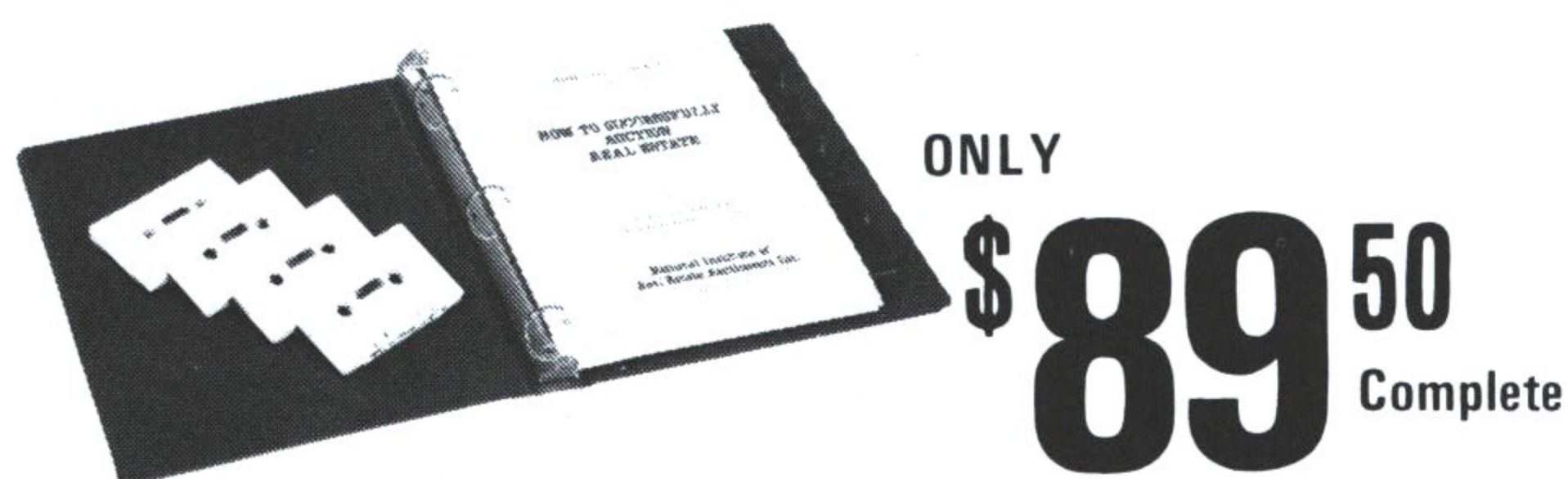
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workshop of the morning session, conducted by Fritz Davis, an NJSSA associate member, writer and expert in the field of glass and antiques. Mr. Davis is also the editor of THE JERSEY DEVIL, an antique and auction newspaper published in Lambertville, New Jersey. Fritz Davis had samples of Sandwich Glass, early New Jersey glass, cut glass, and glass novelties. He explained the differences in glass and how auctioneers could identify glass pieces that they received for auction.

Highlight of the convention luncheon was the presentation of the Auctioneer-of-the-Year award. Donald Castner of Branchville was named 1980 New Jersey Auctioneer of the Year for his outstanding service to the New Jersey State Society of Auctioneers.

Douglas Clemens, Gwyned, Pennsylvania, opened the afternoon session with an interesting and informative program on "Real Estate at Auction". He prepared a checklist for selling real estate at auction and went over each point.

Barbara Wilson, an antique dealer and expert in the field of collectible trivia, concluded the workshops with a program entitled "Untiques; The Overlooked Collectibles". Ms. Wilson told the auctioneers about such things as baseball cards, Shirley Temple Collectibles, Beatles, Elvis Presley and other trivia that we see regularly at our auctions and do not realize their worth. She also warned about reproductions and fakes, with advice on how to detect them.

President James Fawcett presided at the annual meeting and election of officers. New officers elected as follows:

President: Victor Sabatino	Directors
Vice-president: Nicholas Macaluso	James Fawcett
Secretary: JoAnn Fawcett	Malcolm Spaulding
Treasurer: Fred Van Sant	Robert Heller

Outgoing officers, president James Fawcett and treasurer Malcolm Spaulding were given thanks for their term of service.

The convention banquet was presided over by the new president Victor Sabatino. James Fawcett was presented with a plaque in recognition of his term as president. President Sabatino next introduced the keynote speaker of the convention, William "Bill" Josko of Southport, Connecticut. The title of his speech was "Oh, you're an auctioneer, what do you do for a living?" Mr. Josko's speech, though spiked with humor, brought home the serious aspect of how auctioneers should work on their own public relations program, so that auctioneers will be recognized as a professional group of businessmen and women.

Eight contestants entered the first NJSSA Championship Bid Calling Contest directed by Don Castner. Judges were B. G. Coats, Ed Scott, Bill Doyle and Ben Stelzer. Jack Sartor of Dover, was named the 1981 New Jersey State Bid Calling Champion and Pamela Moore Epstein, was the runner-up.

Public relations chairman Art Williams, arranged for the event to be covered by a reporter and photographer from THE STAR LEDGER, New Jersey's largest newspaper.

The fun auction followed, and members had the

opportunity to sell the items donated from jars of pickles, to boxes of eggs, and calculators and collectibles. As the evening ended, and the convention came to a close, the more than 75 auctioneers, their families and guests started for home.

MSAA fair booth promotes auctions

"Each year the auction method of marketing is growing by leaps and bounds. We need to continue to promote our profession and our unique marketing concept," explains NAA member & MSAA **Brent Voorheis**. The Missouri State Auctioneers Association has been promoting the auction industry by an auction information booth at the Missouri State Fair.

The booth is portable and can be taken down by two people. The association purchased Kodak Ektagraphic Audio Viewer Projector (Model 260) which is the booth's center of attraction, and presents the narrated, sound synchronized slide program.

The slides used in the program tell about the auction marketing method and show just some of the many items that can be sold at auction. Through the use of Kodalith title slides, the program gives a brief introduction to the MSAA, NAA and the CAI program. The tape used is an endless TDK cassette which starts over every 12 minutes, the same time as the slides start over.

The association has pamphlets, "Why Sell At Auction" that are distributed during the fair. Also last year, the association had round "toits" (a round novelty item based upon the saying "When I get a round to it . . .") which displayed the MSAA emblem and said "Auction — the Sound that Sells".

Anyone who would like a copy of the slide narration should contact Brent Voorheis, Harrisburg, Missouri 65256.

Georgia auctioneers rang in the new year

The Georgia Auctioneers Association held their semi-annual state convention at Stouffer's Pine Isle Resort Hotel, Lake Lanier Islands, Sunday and Monday, January 4-5. Lee Waldrup was the co-ordinator for the GAA event. The Georgia auctioneers not only enjoyed the good fellowship, food and entertainment, but also were well informed by a number of educational seminars presented by other prominent auctioneers, appraisers, attorneys, and government officials.

Some of the topics were Real Estate, General Merchandise, Auto, Estate & Antiques, Recreational Real Estate, Tobacco, Tool, and Livestock auctions.

There were also seminars on Real Estate Closings, Legal Aspects of Auctions, Appraisals for Auctioneers, and the Department of Agriculture and How It Relates to the Auction Business. The GAA Ladies Auxiliary presented a seminar on Doll Collecting.

The Georgia Auctioneers Association has placed a great deal of emphasis on the professionalism of the auctioneer by inviting accomplished auctioneers



ASSOCIATION BOOTH at Missouri State Fair. Booth also appeared at the Mid-Missouri Home, Lawn and Garden show last month.

More stolen equipment, now stolen oil. Ohio oil producers are offering up to \$4,000 to try and curb the theft of valuable drilling equipment and even the oil itself. The expensive drilling collars, bits and pipes are being taken; also the crude oil which is impossible to trace and is not covered by insurance.

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Continued page 61



NEBRASKA AUCTIONEERS ASSOCIATION members, spouses and children were present for signing of a National Auctioneers Week proclamation. Seated center, from left, Nebraska Association president Don Dirks, Governor Charles Thone holding the proclamation, then Nebraska Association secretary Randy Ruhter. Nebraska Auctioneers Association directors and members complete the delegation, except for NAA director of association services, Gary Carmichael, standing right.



GAVEL PRESENTED — Nebraska Governor Charles Thone accepts gavel presentation from Nebraska Auctioneers Association president Don Dirks. The presentation occurred before signing a proclamation of National Auctioneers Week in Nebraska.

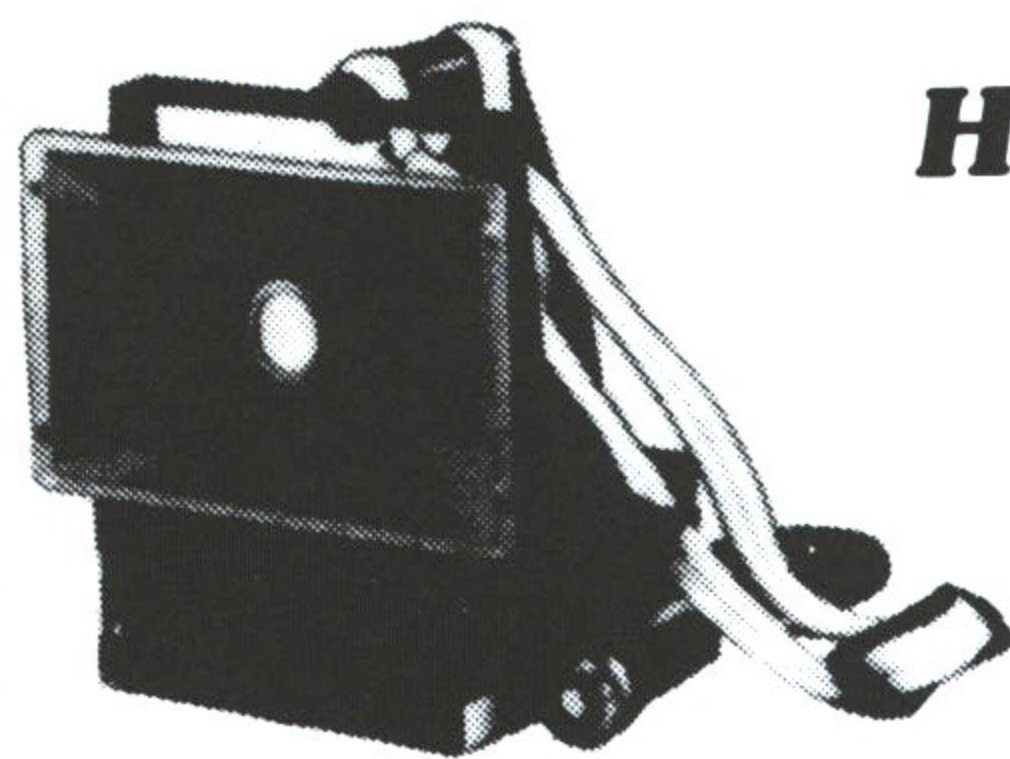


NATIONAL AUCTIONEERS WEEK IN NEBRASKA, the proclamation signed by Nebraska Governor Charles Thone.

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and auction companies to share their expertise with fellow auctioneers. The association will continue their educational programs with their annual state convention scheduled for June 7-8, at the Atlanta Hilton.



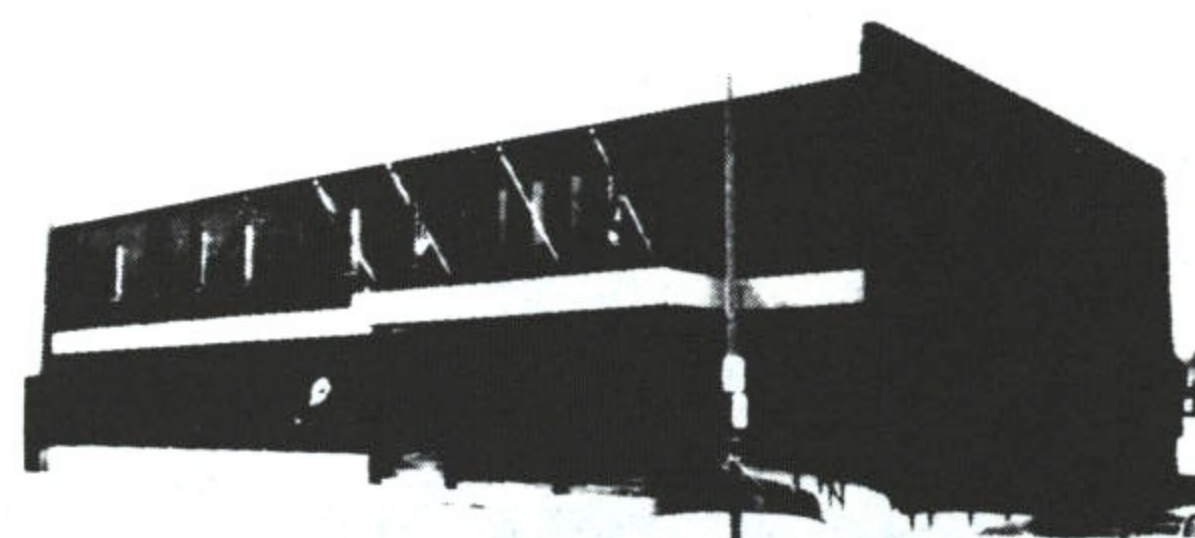
GEORGIA AUCTIONEER A. A. "Tony" Padavana, Rossville, Georgia enjoyed his role as Santa over the holidays. "There is tremendous satisfaction in being Santa's helper. The amazed look on the children's faces when they pull my beard and find out it isn't fake makes it all worth while." Padavana is an active member of the Georgia Auctioneers Association. (Photo courtesy DADE COUNTY SENTINEL, Trenton, Georgia.)

You may have to sell one at auction someday. Cobs from one bushel of corn can provide the energy to dry three bushels of shelled corn when the cobs are burned in a new type of "biomass" furnace developed at Purdue University. The furnace obtains complete combustion of the cobs to dry the corn.

FARM & DAIRY

Pinwheel Systems has about 20 branch offices and affiliates in the U.S. and Canada. When they list their offices, they not only include the street address and the telephone number — they also include the name of the person to contact: "Ask for Peter Waterkotte."

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David Yoke wins 1981 Arizona championship

Auctioneer Dave Yoke chanted his way to top honors on December 7, 1980 at the Auctioneers Association of Arizona meeting in Tucson. In front of a packed house and against formidable competition, Dave became the third AA of A champion. Fred Quick, took Runner-Up in the closely contested finale.

The contestants were graded by the judges on style, image, voice, salesmanship, professionalism and impression. Each point was graded on a 1 to 10 basis, and the highest two members in accumulated points were then voted on by the members by secret ballot to pick numbers 1 and 2. Two local TV stations gave the contest good coverage.

It was a very interested audience that gathered for the contest. The spirited bidding brought over \$500 to the Arizona Association from the items donated by the contestants and other members. This more than paid for the excellent dinner served after the contest for all the Association members and their families.

AA of A members John Whisenant, Blane Cone, Ed Short, Mike Kramer and Ray Warner were the judges of the contest to narrow the field to the two finalists.



AUCTIONEERS ASSOCIATION OF ARIZONA contest winners. From left, champion Dave Yoke, and runner-up Fred Quick.

Real estate vandalism focus of attention in Ohio. The Ohio Association of Realtors initiated an advisory committee in 1979 to coordinate groups for a statewide campaign to combat the growing vandalism in the state. This year, the committee has expanded to include more crime prevention personnel; vandalism being one of the foremost problems plaguing rural Ohioans.

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Many letters come to my office in regards to getting new furniture auctions, so I feel compelled to pass what knowledge I may have on to the ones that have asked me to do so for them. So as to not show any favors to one and not the others, I wrote this booklet to let those that may be interested in working new furniture auctions with their other lines of auctioneering have what knowledge I may have. At this time let me say these rules and methods will work for you if you carry them to the letter.

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THE AUCTIONEER Advertiser's Index

	Page
American Academy of Auctioneers	35
The Auction Bulletin	62
Auctionaire (PA Equip.)	46
Auctioneering Systems	59
Newt Billings	26
Boatwright, L. M.	63
Boston Globe	12
Britten Auction Academy	61
Burton Printing	57
Campbell Auction Service	15
Chicago Sun-Times	2
Chicago Tribune	29
Cook Brothers	14
Dallas Times Herald	3
Dodge Manufacturing	17
Fort Smith Auction School	39
Foster, L. P. "Pat"	38
Frieder's	50
Gay, Charlies, Dealers Auctions	64
Georgia Auction School	47
Graham, Jim, School of Auctioneering	51
Graham, Jim (PA Equip.)	60
Hudson & Marshall	56
Indiana College of Auctioneering	33
Industrial Machinery News	7, 62
Industrial Publishing	34
International Auction School	41
International Society of Appraisers	37
Kanten, Ken	6
Kruse, Russell	61
Kwick Klerk	53
Lawing, W. Craig	2
Lectrosonics	10
Lundeen Sales Forms	40
Mason City College of Auctioneering	65
Mendenhall, Red	48
Mendenhall School of Auctioneering	17
Mendenhall School of Auctioneering (PA Equip.)	23
Michael Fox Auctioneers, Inc.	8
Missouri Auction School	53, 67, 68
NALLOA	18
Nashville Auction School	66
National Institute of Real Estate Auctioneers	58
Philadelphia Inquirer	43
Reisch, Joe, Library	49
Reisch, Joe, Sales	52
Reisch World Wide College of Auctioneering	21
Reppert School of Auctioneering	27
Roach Thomas Assoc.	31
Sheldon Cord	30, 54
Smart Art	13
Stockyards Printing	11
Suarez, John	28
Swainbank, Leslie, Antiques, Inc.	32
Tab Merchandise Corp.	44
J. L. Todd	23
Tri State Trader	55
The Ink Spot	22
Victor McDonald Co. Auction Course	36
Wagner Watches	9
Walters, Lynn	3
Webster, Ray, Dealers Auction	16
Western College of Auctioneering	6
Wisard, Earl D.	45

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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.

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

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5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method: saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color. Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4½ inches; Quarter page — 3½ by 4½ inches or 7¼ by 2¼ inches.

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

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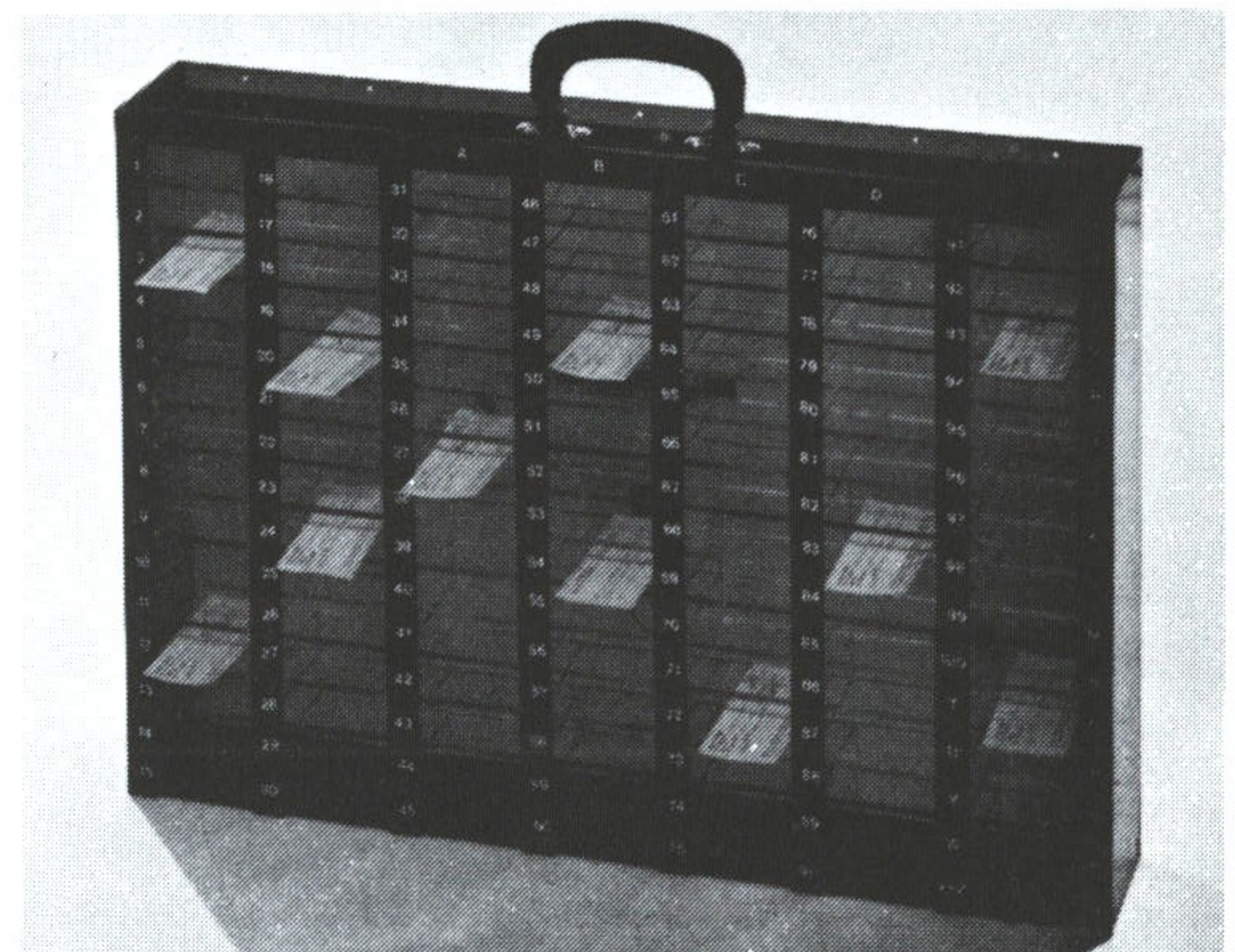
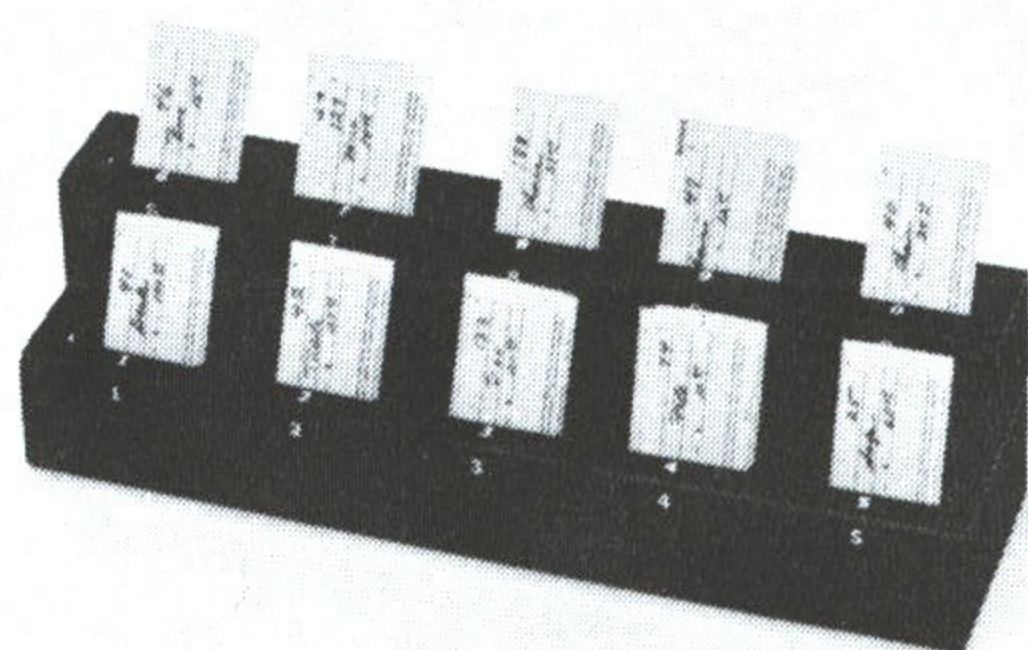
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For buyer's number and purchase notes. 3¼ x 7½" (fits in buyer's shirt pocket).

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

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

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

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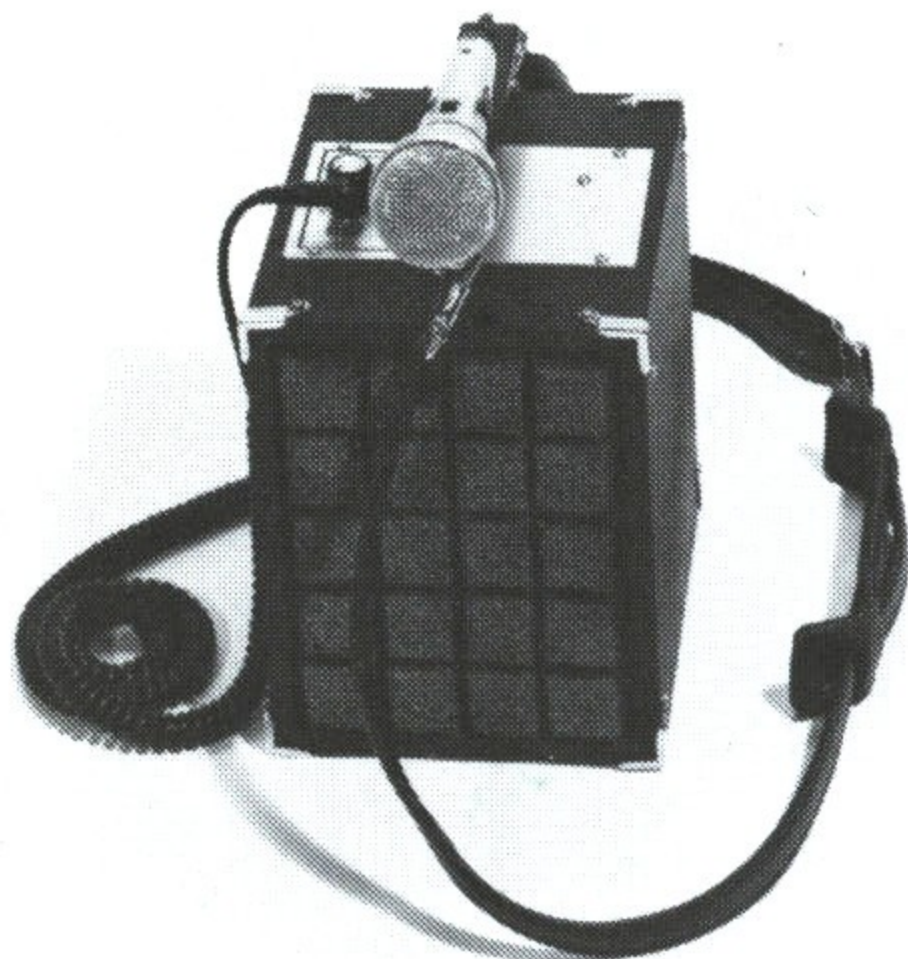
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The COLONEL 2 has the same features as the COLONEL 1 plus:

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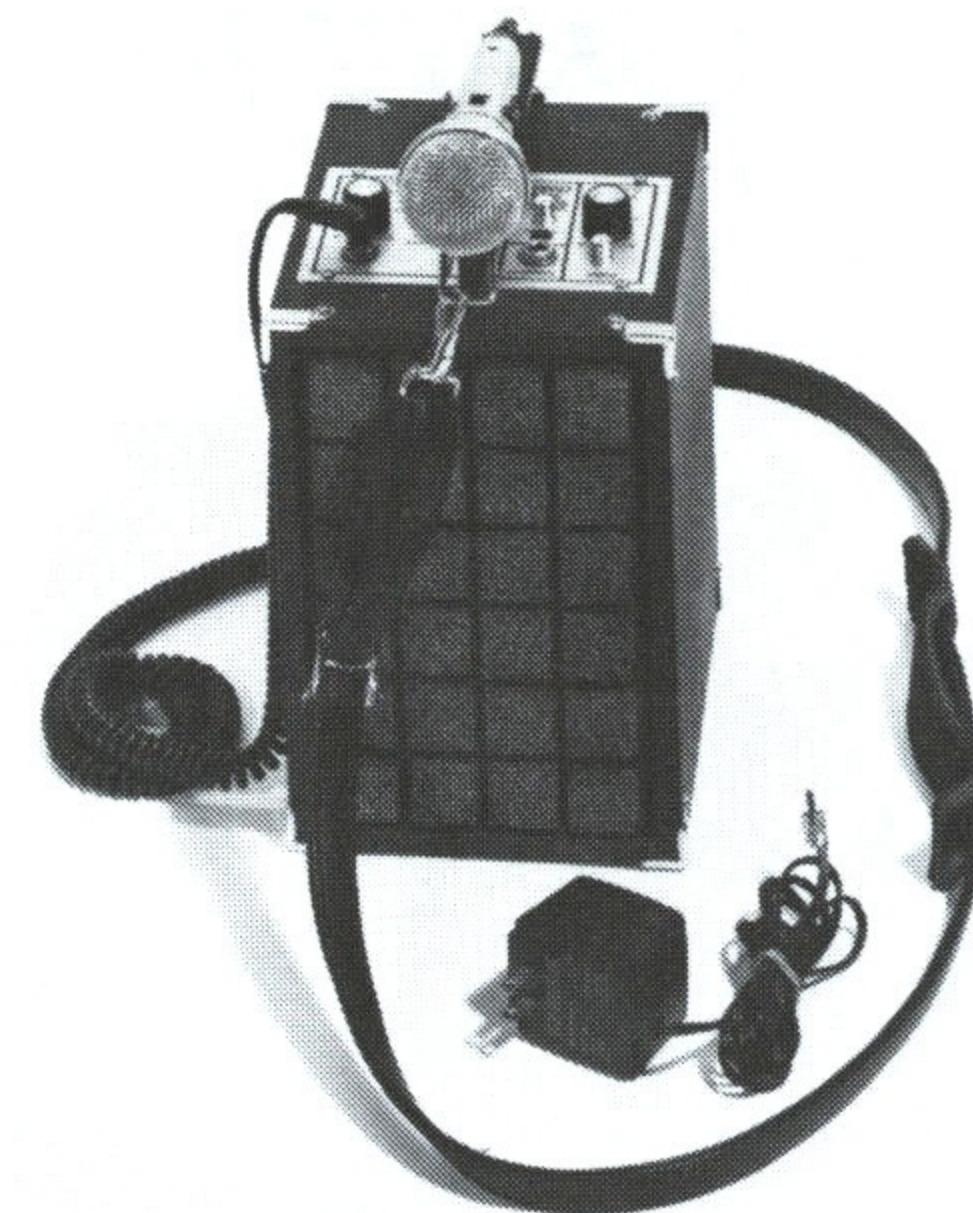
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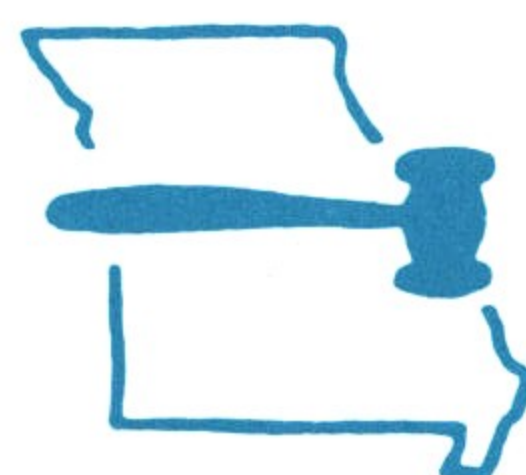
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