THE AUCTIONEER

The Magazine of the National Auctioneers Association ● October, 1981



"Outstanding, NAA!"

The 1981 Las Vegas Convention



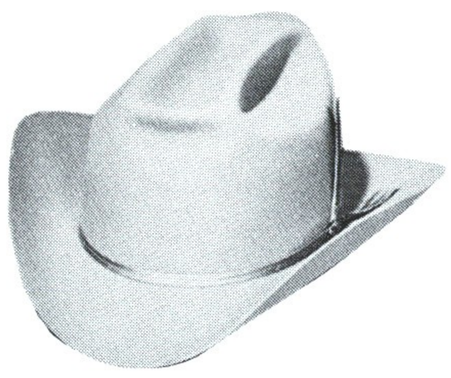
Three member auctioneers were 1981 Hall of Fame recipients.

Top picture: C. P. "Terry" Dunning, center, with Richard Brewer at left, and Terry's father Albert C. Dunning, right.

Center: Russell T. Kiko, right, with Ernest C. Freund.

Below: B. G. Coats, right, with Ken Barnicle.





Stetson "Wisp"



Auctioneer Hat

"IT'S AUTUMN"— and time to order for the Fall season. Straw hats come in 3 brim widths in the Milan straw (light tan) — 2⅛", 2⅜", and 2⅝", — and white Panama in 2½" only. Of course, we have the "Auctioneer" in felt as shown above in the same 3 brim widths. The Wisp in 4x Beaver (silver belly) is also available year round. I apologize for the increases in the prices, but this is beyond my control. The prices quoted herein are still well below the regular store prices.

This is the time of year for the London Fog type windbreakers with the 4-color NAA emblem on the left chest. Please do not forget the beautiful diamond-gold or silver tie tacs. The prices have stabilized somewhat on them.

Felt Silver Belly Auctioneer Hats	**$ 42.00**
White Panama 2½" brim	**24.00**
Milan Straw Auctioneer Hat	**19.95**
London Fog Type Jackets with NAA Emblem	**28.00**
Wisp (Western style) hat, 4X Beaver	**45.00**
NAA Emblem, 4-color embroidered	**3.00**
Sterling Silver Gavel Tie Tac	**50.00**
Gold Plated Gavel Tie Tac	**50.00**
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Letters to THE AUCTIONEER

Dear NAA families and friends,

Thank you for your kind expressions of love and sympathy, to my family and me during the untimely death of my sister. We have been very touched by such considerations, and we thank you for every gesture of kindness that has been extended to us. Many so willingly carried on the business at hand; may we always strive to maintain this humanitarian loyalty to the members of this association. And may we allow God to direct each of our lives so that we shall be exemplary of Him.

We wish we could have shared the joy and nostalgia of the Las Vegas convention's Saturday night activities. I am sure there was an abundance of each. Missing the banquet was an extreme disappointment to all of us in the Moody family.

We congratulate the new officers and directors, and wish them and the membership the very best for the coming NAA year. It is our sincere hope that we may share the joy of renewed friendships once again at the 1982 National Auctioneers Association convention in Atlanta. The Moody family extends to each of you a very special welcome to our beautiful southland.

Lila Moody
(Mrs. Archie Moody)
Darlington, South Carolina

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 68503-0042

Advertisement

Auctioneers needed, contact these prospects

Occasionally the NAA office receives inquiries about specific auction services. Since the NAA office cannot recommend one member over another, the inquiry was directed to the auction section of their local phone book. However, in the future, inquiries about specific auction services will be published in THE AUCTIONEER magazine.

Below is a letter received at the NAA office asking for auctioneers or auction services. The person in the letter has been informed that their letter will appear in THE AUCTIONEER; and that they can expect to be contacted by NAA members.

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Daily-West GMC, Inc. is planning to expand into the used equipment and used equipment parts business, primarily Caterpillar.

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Todd article clarification

After the publication of the July AUCTIONEER containing an interview with veteran Georgia auctioneer, J. L. Todd, the NAA office received numerous compliments on the article. However, there were a few inquiries regarding clarification of the following question and answer.

AUCTIONEER: Do you have a rule of thumb for the percentage of the gross amount that gets budgeted for advertising?

Todd: Yes, I would say that we probably try to stay around a third for 35%, somewhere along there, about a third of what we feel the property will bring.

Inquiries about the above quote asked where the 35% was budgeted from, the gross amount of the sale or the gross commission. THE AUCTIONEER contacted Mr. Todd who provided this explanation.

"To clarify our advertising budget, we try to keep our advertising costs around one-third, or 35% of the *estimated gross commission of each sale.* Of course, our commission is estimated on the total sales price that we think the property will bring."

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THE AUCTIONEER

OCTOBER, 1981 **Volume XXXII, Number 9**

FEATURE ARTICLES

Auctioneers needed, contact prospects 3
Each of us, bring in one new member,
NAA president Howard Buckles 5
Decisions of the NAA Board 6
NAA Board, 1981-82 committees 9
Future NAA meeting sites 10
What an auction — over $425,000 raised for new headquarters 10
Legal Aspects of Auctions
Pennsylvania license info on computer 15
Has Congress really cut taxes? 15
NAA dues to increase — recruit new members for $30 15
NAA seminars to fill up fast 16
Topics, instructors announced 16
Seminars registration forms 17
CAI "produces results" in auction business 20
CAI designations 22
Convention, 1981 in Las Vegas 26
NAA advertising contest winners 38
NAA officer/director article
Auction contracts vital to sale successes,
John A. Horton, CAI 45
SHIPSHEWANA 49
Real Estate at Auction
What's in the future for home buyers, *Donald E. Cook* 61
Livestock at Auction
You're auctioning more than just meat on the hoof 63

DEPARTMENTS

Auxiliary to the NAA 46
Letters to
THE AUCTIONEER 3
Booster club 64
State Association
Conventions 69
State association reports 68
In Memoriam 69
Successful auctioneering 73
Advertiser's Index 74
Advertising Rate Schedule 74

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) 68510-2487. Phone: 402-489-9356.

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

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Each of us, bring in one new member

By Howard Buckles, President
National Auctioneers Association

The 1980-81 NAA year began with many new opportunities and challenges. The members, families and guests attending the 1981 Las Vegas Convention have raised my auction enthusiasm, which I never believed would be possible. Therefore, let us cooperate in setting a goal for the remainder of this NAA year — every current member recruit one new NAA member.

Auctioneers want and need Association assistance. In recent years the public has become more aware of the services provided by auctioneers, and the value of selling by the auction method. The interest shown by NAA members at the 1981 Las Vegas Convention confirms the enthusiasm of the entire membership, their families and business associates, have for the NAA programs demanded of the board of directors by the members.

It makes me proud to see the members assemble in the educational workshops at the convention to listen to the success stories of auctioneers who share their auction techniques and methods. It makes me proud to have the members walk up to me during the conventions and offer suggestions about educational topics and auctioneers, who can present new ideas and techniques to our membership.

Having the opportunity during our conventions, to meet with auctioneers and personally discuss our prcedures makes me aware of the need to continually develop new programs, which will equip our auctioneer members for the future.

Today the auction method of selling real and personal property is as sound a marketing method as any other sales method. The success story is due to the many, many fine auctioneers and auction firms who have developed innovative, ethical and successful techniques; and the public is now more aware that by selling at auction you can expect successful results. No longer will the public believe that the auctioneer is just an entertainer, but instead, is a professional marketing specialist.

Daily, in newspapers, magazines and on radio and television, someone is publishing reports on auctions. Auctioneers are being interviewed by news writers, because there is high interest in the auction method. People of all ages and professions are requesting information about our profession. Not only do people want to get involved as future auctioneers, they request information on bidding, buying, selling and all aspects of selling with the auction method.

People, who knew nothing about the auction method ten years ago, now have a better understanding of the profesSon — as sellers and as buyers. The public has become aware of the methods due to the increased interest of the news and feature writers.

But, when interest is high we also must be concerned with those people who are envious of our successes. When one mistake is made by an auctioneer and that mistake is publicized, the entire auction profession and the other auctioneers in the area suffer. Auctioneers have to conduct themselves in a professional manner. NAA auctioneers have increased their enthusiasm for convention workshops and seminars, which have been conducted by the National Auctioneers Association so that they will better understand their profession, NAA auctioneers learn from others!

In August, shortly after returning to Iowa from the Las Vegas Convention, I learned that the NAA membership figure was the highest in the history of the Association. Over 6,500 auctioneer members received the September, 1981, issue of THE AUCTIONEER magazine. On July 1, 1981, in a report of membership, which was prepared on that date to be given to the board of directors at the Las Vegas board meeting, we learned that 6,304 auctioneers were members.

Why did over 200 auctioneers decide to join the organization in a month? I believe it is due to the increased interest in our Association and the programs which are being offered to auctioneers by the NAA.

There is one major reason for the increased interest in the NAA, however, and that is due to the personal efforts of several of our members. One member deserves special recognition for his personal membership efforts. B. G. Coats, Rumson, New Jersey, who was presented the Hall of Fame

Continued page 6

Award at the Las Vegas Convention, has organized a personal campaign to provide information to auctioneers — qualified auctioneers — about NAA services and programs. Over 100 applications and personal letters from B. G. have been sent to auctioneers in New Jersey and New York; and those letters will be followed by another membership appeal to the auctioneers who own and operate galleries in New York City.

B. G. has been personally challenged, and his reward will come in the form of new memberships from those he believes will be assets to our organization and to the auction profession. In correspondence to the NAA office, auctioneer Coats has reminded us of our potential for growth, "if every current NAA member would recruit just one new member, we could go to the 1982 Atlanta convention, 12,000 strong". **Others have shown this same dedication throughout our organization and I personally appreciate your dedication to our programs and membership goals.**

Being president of our Association will allow me to learn more about our needs and our successes. I am privileged to be associated with you and serve as your president. I continue to stress the importance of securing those qualified auctioneers who should be members of the NAA and who will not only learn from our association, but provide us with new ideas, which will benefit the auction profession in general.

Make a concentrated effort to sign up one new auctioneer member this year. Help will be provided from the NAA office if you need it — application forms and new member kits have been sent to many people who have requested them for prospective new members. If our "One for One" member campaign is successful, better services and expanded programs can be offered to you from the National Auctioneers Association.

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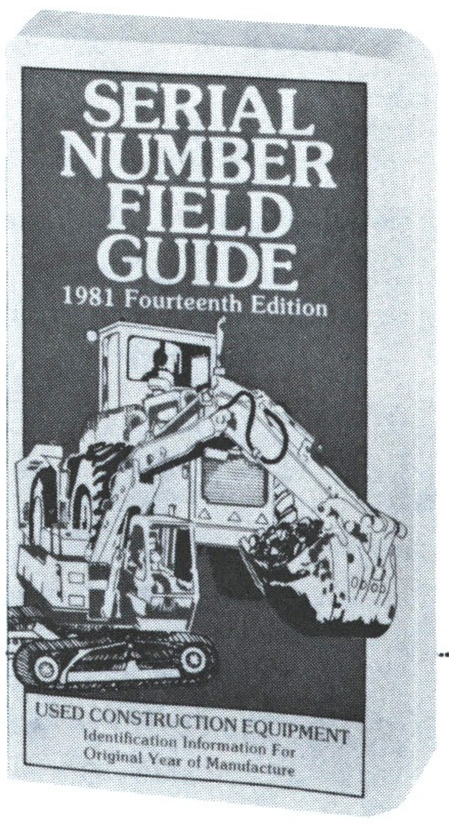
Decisions of the NAA Board at Las Vegas meetings

The NAA Board of Directors held three meetings during the 1981 Las Vegas Convention at the Las Vegas Hilton Hotel. The first two meetings were held on Tuesday and Wednesday, July 28 and 29, 1981; and the third, following the election of new officers on Saturday, was held on August 1, 1981. During the meeting on Wednesday, July 31, the Board accomplished the following.

- Limited the number of registrants to the 1983 NAA Seminar, which will be held at the Ramada Inn Southwest (Kansas City area) to 120 registrants.
- Voted to hold the February, 1983, NAA Seminar at the Hyatt Regency Hotel in New Orleans on February 21-22-23.
- Voted to hold 1984 NAA Seminars in the following cities: January — San Diego, California; February — Memphis, Tennessee.
- Decided to publish a questionnaire in THE AUCTIONEER magazine, requesting topic ideas from the membership.
- Approved and sanctioned the Certified Auctioneers Institute's (CAI) proposed program to develop advanced special education and specializations' designation programs.
- Approved a committee to study the Canadian and U.S. immigration regulations in regards to auctions; the committee to consist of Dean H. Parker, chairman; Robert E. Musser and Norman Aldinger, committeemen.
- Accepted a recommendation of the Laws & Regulations committee that if a petition, signed by at least 10 auctioneers, is submitted to the NAA, the NAA will furnish the necessary assistance to form a State Auctioneers Association.
- Unanimously accepted the Laws & Regulations committee recommendation that the NAA not get involved in approving or constructing guidelines to establish commission rates for auctioneers.
- Agreed to send a representative to the Small Business committee of the U.S. House of Representatives quarterly meetings and make a report on the meeting to the Board of Directors at the mid-winter meeting.
- Approved President Moody's appointment to the Nominating committee of Marvin Smith (replacing Wylie Rittenhouse) and Lyle Erickson (replacing Morris Fannon).
- Approved the recommendation that a special membership promotional card be included in THE AUCTIONEER magazine which will allow the membership to recommend auctioneers for membership in the NAA.
- Accepted the Membership committee's recommendation to have Dean H. Parker attend the convention of the Alberta Auctioneers Association (Canada) as an official representative of the NAA.

- Approved the committee's recommendation that when the new membership applications are printed, the form include an area to obtain from the applicant character references (NOTE: The character reference information will be in addition to having the applicant sign the form and have an NAA member in good standing sponsor the application with his or her signature.)
- Accepted the Public Relations & Promotion committee's recommendation that the NAA be very liberal in presenting Honorary Membership certificates to mayors, governors of states and other city, county, parish and/or province dignitaries who recognize the NAA during National Auctioneers Week. NAA members and State Associations are to furnish the names and verification of recognition (copies of the proclamation, newspaper articles, etc.) to the NAA office, which will provide to the NAA office the proper and complete information to be printed on the proclamations.
- Agreed to replace the plaques, which have been presented to recipients of the NAA Advertising Contest awards with certificates in holders. The certificates will be personalized and allow the recipients to use the recognition in their publicity and promotional programs.
- Accepted the committee's recommendation to sell the computerized mailing list of the NAA membership for the price of $10 per 100 names.
- Approved a form, which was submitted to the Board by the Hall of Fame Award recipients, which will allow NAA members to submit candidates for the award.
- Rejected a request from a NAA member who wished to have manufactured a knife with an engraved NAA emblem and sell the knife, for commercial purposes, to the membership.
- Rejected a request from a direct marketing organization to sell the NAA membership listing.
- Approved the Resolutions & Convention committee's recommendation to hold the 1986 NAA Convention at the Hilton Hotel in San Francisco, California.
- Amended the policy in regards to reimbursement of the official representatives to the State Association conventions so that reimbursement of actual travel expenses only to a maximum of $500 per trip (round trip coach air fare or the equivalent thereof); and that if the travel expenses for NAA representatives are more than the $500, the additional expenses are to be born by the State Association requesting the NAA representative.
- Reaffirmed the NAA's present policy in regards to the allocation of NAA representatives to State Associations' conventions, which states that the NAA

Continued page 8



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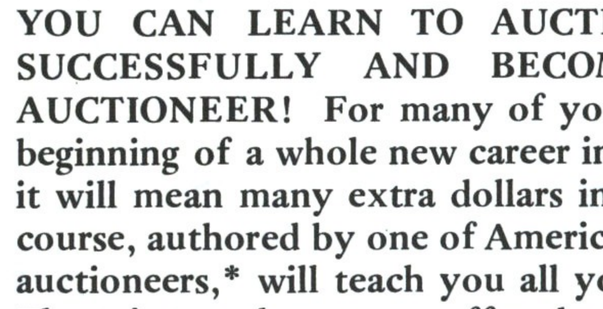
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- Changed the identification of the Northwest Region (for convention site determination only) to the WEST/NORTHWEST REGION as the area involved includes more than the northwestern states. (NOTE: NAA convention sites are selected five years in advance in five designated areas; each area to have the opportunity to support a proposal when the convention is being held in that area or region.)
- Approved the Publications and National Auctioneers Week committee's recommendation to have an ample supply of the new NAA membership pamphlet printed, which the NAA membership can order for personal and business use; further, that a graphic artist be hired to design the layout of the pamphlet; and that provision be made in the final layout to allow for multiple photographs to include more than one member on the pamphlet. (NOTE: The pamphlet being referred to is a new pamphlet, which will be ordered in quantity by each NAA member from the NAA office. It will offer information to the member's prospective clients about the auction method of selling real and personal property in addition to information about the NAA member's services.)
- Decided to have a feasibility study made by the Executive Vice President on the opportunity to have a newsletter published monthly which will promote NAA members' auction activities (those members who financially support the newsletter as a special service from the NAA office).
- Decided to continue submitting, with the members' dues statements, the information sheet which promotes the Booster Club membership.
- Accepted the report of the Insurance committee, which has agreed to have two insurance programs (group rates) initiated for the NAA membership: providing hospitalization, medical and life benefits to the members, their families and employees (one program); and providing Errors & Omissions coverage, at a group rate, to NAA members and their firms (separate program, which will provide E&O coverage for auctioneers and/or auctioneers who are real estate agents and/or auctioneers who also appraise real and personal property).
- Accepted the NAA Specializations' Sections/Divisions committee's recommendation to develop a format for a Real Estate Section of the National Auctioneers Association and the format be submitted for review, acceptance or rejection at the mid-winter meeting of the Board.
- Approved the Audit & Budget committee's recommendation to raise the NAA dues from $30 to $50 per year, effective January 1, 1982. (NOTE: All NAA members whose dues come due on January 1, 1982 and thereafter will pay the $50 dues.)

- Considered a recommendation from the Kentucky tobacco auctioneers to revise the NAA Convention dates from the last week in July, annually, to the first or early week in July to allow tobacco auctioneers to participate in NAA convention activities. (NOTE: The Convention committee was charged with the responsibility to determine if space can be made available to the NAA in the hotels already selected through 1986 to facilitate the recommendation and then submit a report to the Board at the January, 1982, mid-winter meeting.)
- Accepted unanimously the recommendation of Dean Fleming to offer a rousing and standing vote of appreciation and recognition to retiring President Archie D. Moody.

The Board, at the first meeting of the 1981-82 year, held on Saturday, August 1, 1981 accomplished the following.

- Approved President Howard Buckles' committee appointments.
- Appointed Rex B. Newcom to serve as the NAA Board of Directors representative on the CAI Board of Governors.
- Offered the Headquarters Relocation committee authority to proceed with the purchase of the land in Overland Park, Kansas, on which to build the NAA headquarters office (exercise the option to buy as stated in the contract, approved during the January, 1981, meeting of the Board of Directors).
- Announced the site and date of the mid-winter meeting of the Board, which will be held on the Saturday and Sunday, preceding the 1982 Tampa NAA Seminar. The meeting will be held in the Holiday Inn Central Hotel.
- Approved the budget for the 1981-82 NAA year.

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Education: Rex B. Newcom, Chairman; William L. Gaule, Norman Aldinger, Joe E. Small and Robert H. Glass.

Laws & Regulations: Charles E. Cumberlin, Chairman; Hugh B. Miller, John A. Horton, L. B. "Benny" Fisher and Wally Laumeyer.

Membership: Harvey C. Lambright, Chairman; Haskel Ayers, Dean H. Parker, Richard T. Kiko and Harry Anderson.

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Headquarters Relocation Committee: Martin E. Higgenbotham, Chairman; C. P. Terry Dunning, Joe E. Small, Dean W. Fleming, Rex B. Newcom, Archie D. Moody, Howard Buckles, Harvey C. Lambright, Harvey L. McCray, Charles E. Cumberlin and Dick Dewees.

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Future NAA meeting sites

NAA Conventions

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

NAA Seminars

1982 — January 25, 26, 27 — Real Estate at Auction, Holiday Inn Central, Tampa, Florida
February 15, 16, 17 — Personal Property at Auction, San Antonio Marriott, San Antonio, Texas
1983 — January, Kansas City, Missouri
February, New Orleans, Louisiana
1984 — January, San Diego, California
February, Memphis, Tennessee

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What an auction — over $425,000 was raised for new NAA headquarters

By Martin E. Higgenbotham, Chairman
Headquarters Relocation Committee
National Auctioneers Association

As I promised in my last article, I am providing you with a report of our fund raising drive for the new headquarters office — how we are progressing, what has been contributed, and how it was contributed.

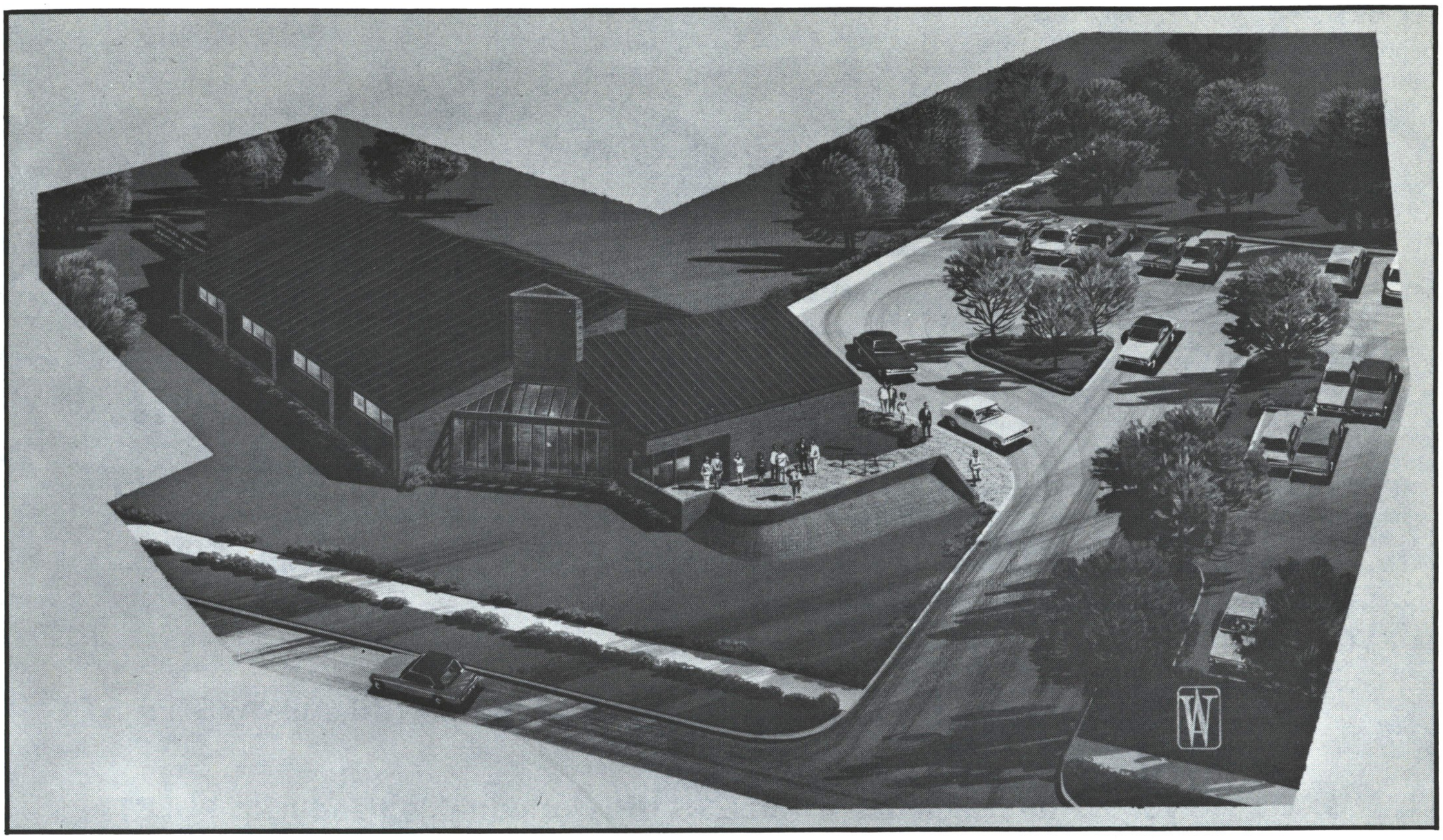
For those of you who were not at the convention, I think it is only fair to recap the way the fund solicitation started, and the pacesetters up front who made it happen. We originally decided we would sell at auction four items; those four items to be sold to the last and highest bidder. Each person who had previously pledged could use his pledge to bid on an item if he so desired, the bidding being open to everyone.

The first item to be auctioned was a plaque to be placed on the fireplace. The bidding opened at $5,000 and went from there to a final bid of $16,000 by Jim Parks of Parks-Davis Auctioneers, Richardson, Texas. Secondly, the plaque to be displayed in the atrium was sold for a combined high bid of $10,000 to C. P. Terry Dunning (Dunning Auction Service of Elgin, Illinois) and Martin E. Higgenbotham (Higgenbotham Realty & Auction of Lakeland, Florida). The CAI Class of '81 successfully bid $10,000 for the plaque to be displayed on the front door and J. L. Todd of Rome, Georgia bid $25,000 for the first name on the VIP plaque.

On Saturday night, when additional items were sold at auction, the combined bid of $10,000 by the Godley Auction Company (Chick, Johnny and Frank Godley) of Charlotte, North Carolina and the Moody-Godley Auction Company (Archie D. Moody) of Darlington, South Carolina was accepted for the shovel to be used in the ground breaking ceremonies. The Delta Auction Company (Jasper Jones and Raymond Taggart) of Memphis, Tennessee paid $8,500 for a plaque to go in the Board of Directors room.

From that point on, the pledges came in at an absolutely unbelievable rate: in categories of VIP pledges ($5,000 or more); Founders ($2,500-$5,000); Sponsors ($1,500-$2,500); Benefactors ($1,000-$1,500); Friends ($500-$1,000) and Donors ($100-$500).

Then, a longtime supporter of the NAA, Tony Thornton, volunteered to give $1.00 per sale, and said he has had 8400 sales. Then the Kiko family from Ohio said we will just give $25.00 per sale until the building is built. Now that might not sound like much of a contribution, but I think it should be noted that the Kiko family has something like 64 auctions booked in the month of August alone. And,



AN ARTIST'S RENDERING of the architect's plans for the proposed NAA office building to be built in Overland Park, Kansas. A larger artist's rendering was displayed during the special fund raising auction, which was conducted at the Friday night Awards Festival, during the 1981 Las Vegas NAA Convention.

as Russell Kiko would say, those are absolute auctions.

At the conclusion of this report I will list all of the pledges made in the VIP ($5,000 or more) category and then follow up this listing in the next issue of THE AUCTIONEER magazine with all additional VIP contributions and the contributions made in the Founders ($2,500 to $5,000) category. Listings will continue in each issue of THE AUCTIONEER magazine of all contributions and pledges made in each category with additional names listed of those who have made VIP, Founders, etc. contributions.

If anyone has been omitted from the listings and a correction is to be made (pledges were made on pledge cards, note paper and verbally during the Las Vegas Convention), please don't get upset about it, but just notify me or Harvey McCray at the NAA office and we will see to it that proper recognition is given in the next issue of THE AUCTIONEER magazine and your name is added to the Master Pledge listing in the NAA office.

Our total pledged amount currently is in the area of $425,000.00, which is an outstanding start in our fund raising efforts. **Our critical needs right now are to receive as many dollars of these pledges as we possibly can, so that we can get approval from the Board to pay off our real estate, get our plans and permits finalized, then at the very earliest possible date start preparations for construction.**

The NAA membership owes a tremendous debt of gratitude to the men who served on this fund raising committee. They worked long and hard, and they spent a lot of time in the hallways getting pledges and explaining the program. Your Board of Directors has worked diligently with this committee and helped in every conceivable way to make this new office a reality. But there are a couple of people I must pay a special thanks and tribute. They are the guys who are helping me, and quite frankly did most of the work.

The fund-raising chairman, Joe Small, stayed with the program virtually from day one. He has a lot of expertise in fund raising and was a tremendous help in getting this program underway.

Terry Dunning was assigned the responsibility of not only helping with the fund raising, but also the responsibility of hiring and following through with an architect, which he did in a very admirable fashion. For those of you who don't realize this committee has spent many extra hours away from their homes and businesses, back and forth from Kansas City in order to get this new headquarters program underway.

Since I have been home from the convention, I have had two calls from two different organizations asking how we managed to have such a successful fund raising event, and raise so much money in a matter of 5-6 hours.

I highlighted it briefly, but then I had to tell

Continued page 13

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them that perhaps they were not going to meet with the success we did simply because they were not dealing with auctioneers. **As I have said before and must say one more time, auctioneers have proven to me in the past, to be the most benevolent professional group of men and women in business today.**

Again, I want to personally thank each and every one of you for your tremendous support for our new home office. We have begun, and we have had a great kickoff, but we have quite a ways to go. Any assistance you can provide — either personally or on a state or association level, we would very much appreciate. We are in the process of preparing pledge forms to be sent to the general membership, and you can expect to receive these forms soon. Please fill them out and send them back as quickly as you can. We need to have as many commitments as possible in hand, between now and the January Board Meeting, so that the Board will be in a position to approve our next step on this venture.

If you have any questions whatsoever, please do not hesitate to call me or Harvey McCray at the NAA office and we will provide you with any and all information available.

Yours truly,
Martin E. Higgenbotham, CAI

Recent publications

PROFIT FROM YOUR MONEY-MAKING IDEAS: HOW TO BUILD A NEW BUSINESS OR EXPAND AN EXISTING ONE, by Herman R. Holtz. Most good business ideas fall by the wayside — often, through lack of marketing knowledge and experience. This book shows how to evaluate and test a business idea, ways to obtain capital, write sales copy, and carry it to market fruition. It is somewhat elemental, but every business owner can benefit from a solid, how-to-do-it review of basics — and the weakest link in most businesses is in the marketing area. Today, every owner clearly understands the danger of drooping sales volume; this book shows how to turn ideas into sales increases. Practical and valuable, 21 figures, 370 pages, hardbound, $14.95. AMACOM, 135 West 50th Street, New York, NY 10020.

MAKE UP YOUR MIND: THE 7 BUILDING BLOCKS TO BETTER DECISIONS, by John Arnold. Eenie, Meenie, Minie, Moe . . . some flip coins, or use a dart board, and others just decide not to decide. Some can never decide, and others are great decision makers for years, then begin to lose their nerve as the stakes mount, and the need to protect what they have begins to overshadow what they might gain. This is a book about logical, dispassionate decision making, based upon an analysis of the options and their respective benefits and disadvantages. Excellent, practical, and very worthwhile. 33 charts, 31 lists; 222 pages, hardbound, $12.50. AMACOM, 135 West 50th Street, New York, NY 10020.

VIP pledges/contributions to NAA Headquarters Relocation Fund

The following individuals/auction firms/families pledged and/or contributed $5,000 or more to the Headquarters Relocation Fund program and are being recognized now as VIP contributors:

J. L. Todd, Rome, Georgia; Parks-Davis Auction Company, Richardson, Texas; Dunning Auction Service, Elgin, Illinois and Higgenbotham Realty & Auction, Lakeland, Florida; Class of 1981, Certified Auctioneers Institute; Godley Auction Company, Charlotte, North Carolina and Moody-Godley Auction Company, Darlington, South Carolina; Delta Auction Company, Memphis, Tennessee; Tony Thornton, Springfield, Missouri; the Kiko family of auctioneers, Canton, Ohio. (Above contributions amounting to over $5,000.)

Pledges in the amount of $5,000: Tom Blackmon, Little Rock, Arkansas; Louis Boyleston, Pensacola, Florida; California Auctioneers Association (subject to board approval); Certified Auctioneers Institute, Bloomington, Indiana; Alex Cooper, Inc., Baltimore, Maryland; Ro Crume, Kokomo, Indiana; Jim Davis, Dallas and Houston, Texas; Robert Ellenberger, Bluffton, Indiana; Erickson/Prohaska Auction Company, Cresco, Iowa; L. B. "Ben" Fisher, Jr., Pompano Beach, Florida; Michael Fox Auctioneers, Inc., Baltimore, Maryland.

Dean W. Fleming, Atkinson, Nebraska; James W. Heike, Mondovi, Wisconsin; Illinois Auctioneers Association; Indiana Auctioneers Association (subject to board approval); H. Layton Laws, Jr., Manassas, Virginia; Harry Willis McCreary, Ringwood, Oklahoma; Missouri Auction School, Kansas City, Missouri; Nevada State Auctioneers Association (subject to board approval); North Carolina Auctioneers Association (subject to board approval); Odle-Cumberlin Auctioneers, Brush, Colorado; Ohio Auctioneers Association; Reisch Worldwide College of Auctioneering, Mason City, Iowa; Ruth and Romayne Sherman, Goshen, Indiana; Joe E. Small Auctioneers, Dallas, Texas; Barbara and John Suarez, Atlanta, Georgia; Texas Auctioneers Association; Lanny G. Thomas, Gadsden, Alabama; Lee Waldrip, Gainesville, Georgia; Yoder & Frey Auctioneers, Archbold, Ohio; and Anonymous.

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Continued from Letters to THE AUCTIONEER . . .

A stupendous, incredible national convention

Arriving at the Las Vegas Hilton Hotel, July 28th, the atmosphere seemed to be electrified with the spirit of good will and fellowship. No welcome committee on hand, there being no need for one. As members and families arrived, they greeted one another and each seemed to appoint themselves as a committee of one that made everyone feel more than welcome. Upon reviewing the convention program, it initiated a desire to attend as many meetings as possible. Meeting rooms were filled, and rapt attention given to each moderator.

One would think that twelve hundred NAA registrations would require waiting in line, but just the opposite. Fun auction, registrations, entertainment, exhibits, dinners, president's banquet and in fact everything in connection with the convention was dispatched with unexcelled perfection.

An event that was outstanding was the raising of money for the Association's new headquarters building near Kansas City. Presided over by an auctioneer of ability, the fund raising auction resulted in $400,000 raised for the Association's exchequer. Such dedication, enthusiasm and cooperation will result in the structure being paid for before it is built.

New members were prominently brought to the attention of the multitude. Now stay with me for a few moments while I discuss the importance of new members. We must remember that we are an organization with our continued effectiveness predicated on persuading other auctioneers to join us. Some potential auctioneers may not know much about our programs, our constructive conventions, our objectives and our continued progress. Others may be misinformed about our accomplishments and some may be reluctant to associate themselves with an auctioneer's organization for a variety of other reasons, many of which fall by the wayside when the facts are known. All these auctioneers must be contacted and asked to join the NAA and you and I are the ones responsible for doing this. I do not know what goal the current administration has set for new members, *but the simple task of each member recruiting at least one new member will result in a a membership of twelve thousand.* The best investment an auctioneer can make for the best years of life is a membership in the NAA.

Members who were unable to be present at the colossal NAA Las Vegas conclave missed a fine meeting. Fortunate indeed are we who were present for the knowledge imparted. May we all unite in making this current year the most progressive in NAA history.

B. G. Coats
NAA member auctioneer
Rumson, New Jersey

Nothing ruins a class reunion like the fellow who has managed to stay young looking and get rich at the same time.

The Legal Aspects Of Auctions . . .

Pennsylvania license info now on computer

Harrisburg, Pennsylvania — Secretary of the Commonwealth William R. Davis announced in August that investigators and inspectors working for the 22 state professional licensing boards in regional offices now can receive information about licenseholders by computer.

Employees of the Bureau of Professional and Occupational Affairs who work out of Pittsburgh, Scranton and Philadelphia were furnished in June with computer terminals linked to the computer system of the main office in Harrisburg.

In a few seconds, by typing a licenseholder's number, information is available for: the licenseholder's address, certification date, the renewal fee for a license, and the date that the latest renewals were mailed out by a particular board. Investigators probe complaints against licenseholders that are filed with the Bureau of Professional and Occupational Affairs in the Department of State. Inspectors check whether places of business licensed by the board do meet standards. The licensing boards conduct examinations, issue licenses, and police licenseholders with the support services of the bureau.

Men and women in the following areas must be licensed by the respective bureau to practice in Pennsylvania: accountant, architecture, **auctioneer,** barber, chiropractic, cosmetology, dentistry, engineering, funeral director, landscape architecture, medicine, motor vehicle manufacturers, car dealers and salespeople, nursing, nursing home administration, optometry, osteopathy, pharmacy, physical therapy, podiatry, psychology, real estate, and veterinary medicine.

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NAA dues to increase — recruit new members for $30

Now is definitely the time to bring in a new NAA member, before the dues increase effective January 1, 1982. Until that date, new members will only have to pay $30.

The Board of Directors of the National Auctioneers Association, at its meeting during the 1981 Las Vegas NAA convention, agreed to raise NAA dues from $30 to $50. The increase will not affect the billing for NAA dues; all NAA members will be billed during their normal billing periods for 1982.

Other than the remaining October, 1981 billing, and members who have been billed in 1981 but not yet paid, dues for 1982 will not be accepted in 1981, for the purpose of avoiding the 1982 dues increase.

Reasons given for the additional dues are the ever increasing costs of operating the NAA office, and publishing THE AUCTIONEER magazine. The 1982 dues increase is in no way connected with the move of the NAA office to the new headquarters building in the Kansas City area. Financing of the office relocation will come from pledges and donations, the largest part of the fund raising amount ($400,000) already pledged at the 1981 Las Vegas convention.

Any questions regarding the NAA dues increase for 1982 should be directed to the NAA office.

Has Congress really cut estate taxes?

Independent Business Institute
Akron, Ohio

In an unprecedented attempt to please taxpayers, Washington has passed a massive tax cut, including cuts in estate taxes. Formerly, the first $175,625 of an estate was tax-free. For 1982 it will be $225,000, 1983 $275,000, 1984 $350,000, 1985 $400,000, and 1986 $600,000. Has this bonanza solved the business owner's estate-tax problem? Hardly, it sounds more like a prediction for inflation.

Assuming a true growth in value of 8% per year, the increase in estate-tax-free transfers works out to an average of 20% a year; provided, of course, Washington does not dilute the cuts next year (a new tax law is passed every year). With the national debt at $139,023 per person (up $20 a day) and the interest alone at $119,928 per minute, Washington has to get tax dollars from somewhere. The living taxpayers complain, so what is the obvious alternate? Estate taxation.

Ironically, the heirs of a thinking business owner

Continued page 25

Early registration highly recommended . . .

NAA seminars to fill up fast in '82

It's the same message that you've heard every year about NAA seminars, but it certainly bears repeating: register early so you don't miss the 1982 seminars; make early hotel accommodations. Remember the first 200 paid registrations received at the NAA office for each seminar will be allowed to attend. After that 200 limit is reached, a waiting list will be formed to fill in after cancellations.

If you are unable to attend the seminar, refunds will be made for cancelled registrations. However, the NAA office must be notified of the cancellation well in advance of the particular seminar week.

Regarding your hotel lodging at either seminar, **in order to assure hotel rooms and control registration, the special hotel reservation form for each seminar hotel will be sent to the registrant only upon receipt of the completed seminar registration at right.**

For example, the special form that you'll use to make your hotel reservation at Tampa must be at the Tampa Holiday Inn Central by January 11, 1982. The only way you can obtain your Holiday Inn Central hotel reservation form is to mail your completed Tampa Seminar registration to the NAA office as soon as possible. Likewise for San Antonio. Registrations received by the NAA office will be processed in the order of earliest postmarked date, so prompt registration is most important.

To assist in your seminar planning, the following room rates will be in effect for the 1982 NAA Tampa and San Antonio seminars.

Real Estate at Auction Seminar
January 25-27, 1982
Holiday Inn Central, Tampa, Florida

Singles	$42.00
Doubles	$50.00
Three people	$54.00
Four people	$58.00

plus 6% tax

Personal Property at Auction Seminar
February 15-17, 1982
San Antonio Marriott, San Antonio, Texas

Singles	$60.00-$80.00
Doubles	$74.00-$94.00

plus 7% tax

The hotel reservation card that you will receive upon payment of your seminar registration will be *the only means of reserving your hotel accommodations* at the 1982 NAA Seminars. And, those reservations must be received by the respective hotels: January 11, 1982 for the Tampa Real Estate Seminar; January 22, 1982 for the San Antonio Personal Property Seminar.

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Sales Lists
Trades

Any Other Type of Historical Collectibles Bought and Sold

Topics, instructors announced for Tampa seminar

The following instructors and topics have been confirmed for the NAA Real Estate at Auction Seminar in Tampa, Florida, January 25-27.

Monday
9:00-11:45 a.m.— PUBLICITY, PROMOTION AND ADVERTISING REAL ESTATE AT AUCTION. Instructor, William Z. Fox, Baltimore, Maryland

1:30-4:15 p.m. — CONDOMINIUM AUCTION SALES. Instructor, Douglas Clemens, Philadelphia, Pennsylvania

7:30-9:30 p.m. — AUCTIONEERS' TECHNIQUES DEMONSTRATION. Instructor, Rex B. Newcom, Whitewater, Kansas

Tuesday
9:00-11:45 a.m. — INDUSTRIAL REAL ESTATE AT AUCTION. Instructors Ben Hudson and Asa Marshall, Macon, Georgia.

Continued page 19

TAMPA

1982 NAA Seminar Registration

Tampa, Florida, January 25, 26, 27
Holiday Inn Central

SUBJECT: SELLING REAL ESTATE AT AUCTION

(At each 1982 NAA Seminar, the general seminar topic will be covered IN DETAIL by non-auctioneer experts, as well as professional real estate auctioneers.)

HOTEL RESERVATIONS —

Seminar registrants must make their own hotel reservations for each of the two 1982 Seminars. Hotel reservation forms for both the Tampa (January, Real Estate) and San Antonio (February, Personal Property) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the Tampa Real Estate Seminar must be made by January 11, 1982.**

1982 REGISTRATION FEES INFORMATION

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1982 NAA Seminar. Three-day fees are $150 per NAA member; half price ($75) for NAA member's spouse, family member, or guest, attending seminar with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1982 TAMPA SEMINAR REGISTRATION

_____$150 Three-day Tampa Seminar Registration

_____$ 75 Spouse's Three-day Tampa Seminar Registration

$_____TOTAL TAMPA SEMINAR FEES
Enclosed is my check in the amount of $_____ made payable to the National Auctioneers Association, for my 1982 NAA Tampa Seminar Registration.

NAA Member's Name _____

Spouse's Name or Family Member If Applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminars registration fees to:

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

SAN ANTONIO

1982 NAA Seminar Registration

San Antonio, Texas, February 15, 16, 17
San Antonio Marriott

SUBJECT: SELLING PERSONAL PROPERTY AT AUCTION

(At each 1982 NAA Seminar, the general seminar topic will be covered IN DETAIL by non-auctioneer experts, as well as professional personal property auctioneers.)

HOTEL RESERVATIONS —

Seminar registrants must make their own hotel reservations for each of the two 1982 Seminars. Hotel reservation forms for both the Tampa (January, Real Estate) and San Antonio (February, Personal Property) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the San Antonio Personal Property Seminar must be made by January 22, 1982.**

1982 REGISTRATION FEES INFORMATION

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1982 NAA Seminar. Three-day fees are $150 per NAA member; half price ($75) for NAA member's spouse, family member, or guest attending seminar with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1982 SAN ANTONIO SEMINAR REGISTRATION

_____$150 Three-day San Antonio Seminar Registration

_____$ 75 Spouse's Three-day San Antonio Seminar Registration

$_____TOTAL SAN ANTONIO SEMINAR FEES
Enclosed is my check in the amount of $_____ made payable to the National Auctioneers Association, for my 1982 NAA San Antonio Seminar Registration.

NAA Member's Name _____

Spouse's Name or Family Member If Applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminars registration fees to:

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1:30-4:15 p.m. — RESIDENTIAL REAL ESTATE AUCTION SALES. Instructor, Hugh B. Miller, Evansville, Indiana

Wednesday 9:00-11:45 a.m.—MULTI-SALE/TRACT COMBINATION AUCTIONS. Instructors, Earl M. Brown, Junction City, Kansas; Milton D. Anderson, Manhattan, Kansas

1:30-3:00 p.m. — Multi-sale continued.

NAA seminars — who may attend

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

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

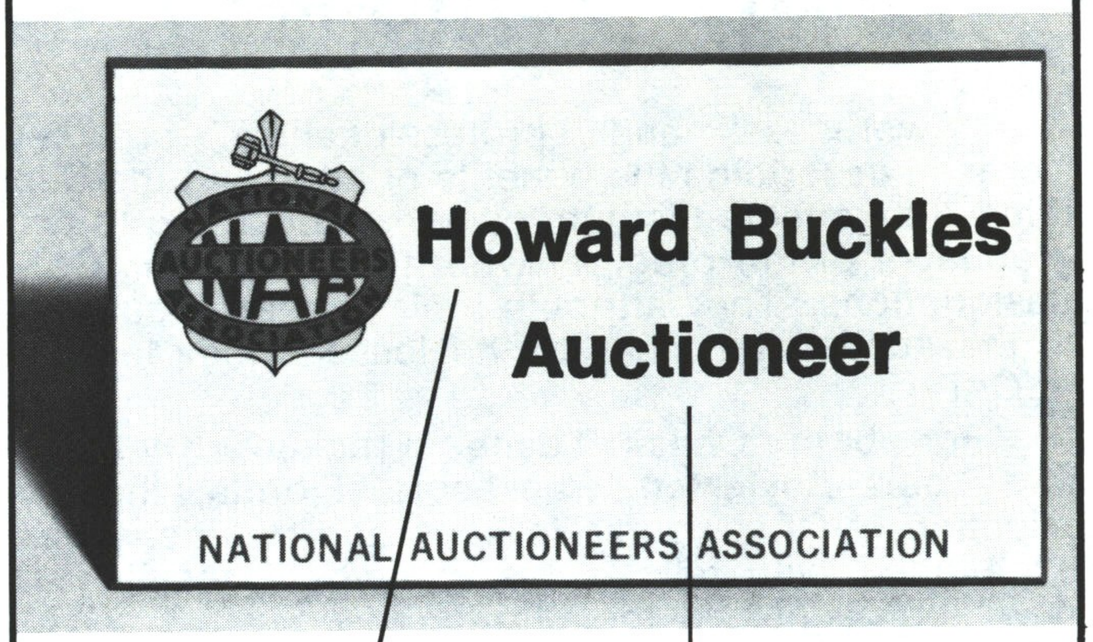
2. Only NAA auctioneers can attend NAA sponsored functions. **If an auctioneer works for an NAA member, that non-member auctioneer employee cannot attend the NAA convention or seminars.** The non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA convention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

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

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

Right now is the time to assure your seminar attendance for the 1982 NAA seminars in Tampa and San Antonio. When you send to the NAA office your completed seminar registration, you'll receive by return mail the form to make your seminar hotel reservations.

New NAA name badge now available



Your name, or auction staff member, goes here.

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

Quality, engraved name badges with full color NAA logo are now available from the NAA office. At a cost of $5.00 each (includes limit of two lines of copy), your name and title will be engraved on this sturdy plastic badge.

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

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

Order from the NAA office. Send full payment for all badges @ $5.00 each; plus exact copy for name(s) and title(s) to appear on badge.

National Auctioneers Association
135 Lakewood Drive
Lincoln, NE 68510-2487

It isn't crude, but it is oil. It's diesaveg (dee-za-vej) a combination of diesel fuel and vegetable oil. According to agricultural researchers, diesaveg is coming on strong as an alternative to conventional diesel fuel. By the end of this decade, diesaveg could become a fairly common farm fuel, says an ag-engineering professor at Louisiana State.

FARM & DAIRY

You may have to sell one at auction someday — few grain elevators are failing now, but bankruptcy rate is rising. Only about 175 grain elevators out of an estimated 10,000 nationwide have closed or reorganized since 1975. However, according to a USDA economist the number of bankruptcies per year rose over the last few years.

HIGH PLAINS JOURNAL

CAI "produces results" in auction businesses

"Awareness" and "professionalism" are key words in describing the benefits of attending the Certified Auctioneers Institute courses, according to two graduates of the program who now hold their CAI® designations. They attribute their increased success in the auction business to the lessons they learned at CAI®.

For both **Chuck Layne,** Franklin, Kentucky, and **Louis Boyleston,** Pensacola, Florida, the application of CAI® course lessons and the ideas they exchanged with fellow class members resulted in new approaches to their firms' advertising. Consequently, their advertising placed them among the award winners in the NAA's 1981 advertising competition at the Las Vegas convention.

Layne, who received his CAI® designation this year, says that he has been exposed to a variety of other educational programs in his field, but those "have not produced the results that CAI® has". The sequence of courses on marketing, including "Principles of Marketing for the Auctioneer" and "Advertising" both taught by Indiana University School of Business faculty, made Chuck Layne aware of ways he could impress his prospective clients with his professionalism — through better advertising copy, better use of color (combining the green ink he had previously used with other ink colors — sometimes gold or silver), and, most importantly, better photography. Layne also learned how to work with his printer to get the results he wanted. Auctioneer Layne realized that too many auction ads looked alike, and that he could make his advertising distinctive.

Through working on a CAI® course case study (a "dream" auction listing for which all class members had to create a total marketing plan and develop an advertising campaign), Layne saw the need for clarity in advertising copy. He became aware that an auction ad could be more than simply a list of the items to be sold. It could be creative. Also, the space he was using for ineffective Polaroid snapshots could be better used for quality photographs that attracted client's attention. When he went back to his firm, he tried using several commercial photographers, but they turned out not to have "the eye of the auctioneer". Layne then realized that he could best accomplish his goal by "gearing up in-house" and training his own staff to take the kinds of pictures he needs — pictures that focus on appealing features of the properties to be sold, not pictures cluttered with too many items.

In his CAI® courses Chuck Layne also became aware of the importance of good communication with his printer. He learned how to provide his printer with specific design information that results in brochures and ads that accurately reflect his professionalism and capture the quality of his auctions. He proudly reports that several other auctioneers in his area who have seen his printed materials are now going to the same printer to improve their own advertising. He feels this does not "steal his thunder," but it is beneficial to the image of the entire auction industry.

For Louis Boyleston, who received his CAI® designation in 1980, "Advertising is 90% of the success of a sale". He explains, **"At CAI® I learned more about advertising than I knew before: how to make ads attractive, how they can show professionalism, how to use space and type effectively, and how to maintain control over the appearance and content of my ads."**

Before attending the Institute, Boyleston had numerous problems with his newspaper advertisements. The newspapers made up the ads according to their own standards — or lack of them, Boyleston explains. All too often the ads were not right. He resolved this problem by having his printer prepare Veloxes of the ads they prepared under his supervision. He then took the Veloxes to the newspapers, confident that his ads would be exactly the way he wanted them — professional.

Boyleston says, "I wouldn't take anything for what I got at CAI®. It helped me tremendously."

Layne and Boyleston are just two of over 300 auctioneers who have completed the Certified Auctioneers Institute program, applied what they learned, and experienced greater success in the auction business.

Lowest Prices On Watches & Calculators

UNBEATABLE PRICES ! ! !

- **DIGITAL WATCH - METAL CASE – $3.85**
- **ALARM CHRONOGRAPH *ONLY* – $10.00**
- **LCD PEN WATCH (PARKER REFILL) – $10.00**
- LCD PENDANT WATCH $99.00 RETAIL $9.50
- **ANSCO POCKET CAMERA *ONLY* – $5.50**
- **CALCULATORS – $5.00 AND UP**

Plus Much More - Wide Selection To Choose From

- GENUINE DIAMOND EARRINGS ONLY $9.00

✶✶✶ FLASH !! Just Arrived, Sensational Offer – Quantities Limited – First Come:

FAMOUS NAME ELECTRONIC WATCHES
at the unheard price of only $11.00

We specialize in many super close-outs. Buy direct and save plenty $$$. All merchandise warrantied for one year.

FOR IMMEDIATE DELIVERY AND BEST SELECTIONS

Call 203-756-7097 MON. - FRI.
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Personalized Watch Co.
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WATERBURY, CT 06704

CERTIFIED AUCTIONEERS INSTITUTE
1982 Courses

March 28-April 3, 1982

Indiana University Bloomington, Ind.

For application and information, contact: Certified Auctioneers Education Institute, Indiana Memorial Union, Suite 445, Bloomington, Ind. 47405; (812) 337-0706.

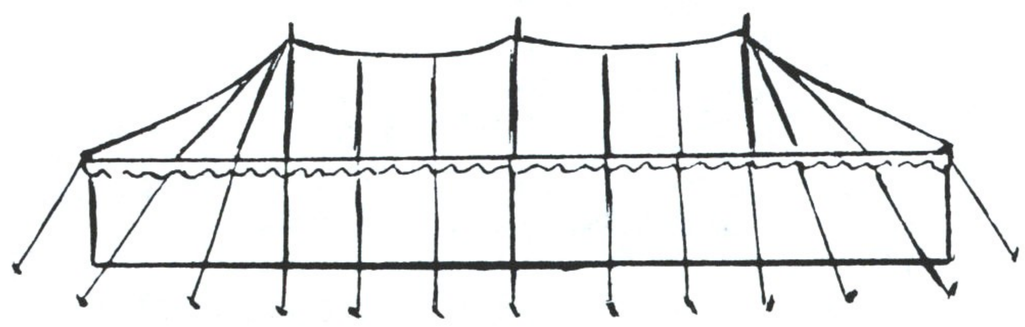
The Institute course program, which leads to the professional designation "CAI®" includes 30 hours of classroom instruction each year, for three years on the Bloomington campus of Indiana University. The curriculum broadens the participant's understanding of areas of major concern in the auction business (finance, accounting, law, marketing, insurance, etc.). The course program is offered by the Certified Auctioneers Education Institute (an organization of all designation recipients) in cooperation with the National Auctioneers Association and the Division of Professional Growth and Development, School of Continuing Studies, Indiana University.

Applicants for the Institute courses must be experienced auctioneers with two or more years full-time auction experience as auctioneers. All Institute applicants, students, and members must also be current members in good standing of the National Auctioneers Association. Other admission requirements established by the Institute's Board of Governors are listed in the course brochure that appeared in last month's AUCTIONEER and available from Institute headquarters in Bloomington, Indiana.

Course I reservations and applications are handled on a first-come, first-served basis, with a deadline of February 15, 1982. The first reservations were accepted at the NAA convention this summer in Las Vegas.

The 1982 CAI® courses will be March 28 through

Continued page 22



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& AWNING COMPANY
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Call, write, or come by and see us
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40 PC. SOCKET SET $4.75 SET	21 PC. SOCKET SET $4.00 SET	25 PC. ½" DR SOCKET SET $12.50 SET	62 PC. SOCKET SET $8.50 SET	17 PC. ¼" DR. SOCKET SET $3.25 SET
7 PC. WOOD HANDLE SCREWDRIVER SET $2.00 SET	10 PC. SCREWDRIVER SET $15.00 DZ. SETS	11 PC. WOOD HANDLE SCREWDRIVER SET $3.50 SET	7 PC. NUT DRIVER SET $3.25 SET	FOOT PUMP $4.00 EA.
4 PC. ADJ. WRENCH SET $7.00 SET	11 PC. BOXED OPEN END WRENCH SET $7.00 SET	4 PC. PIPE WRENCH SET $9.90 SET	5 PC. PLIER SET $8.50 SET	MEN'S WORK GLOVES $5.00 DOZ.
40 PC. TAP & DIE SET $9.50 SET	2-TON POWER PULLEY $11.50 EA.	MECHANIC'S TOOL BOX $5.90 EA.	6" MECHANIC'S VISE $30.00 EA.	6" HEAVY DUTY BENCH GRINDER $30.00 EA.
WORLD KNOWN POCKET FISHERMAN $4.90 EA.	MEN'S ALL GLASS MIRROR SUNGLASSES $12.00 DZ.	MEN'S ALL GLASS SMOKE SUNGLASSES $11.50	3" LITTLE DUKE LOCK BLADE KNIFE $12.00 DZ.	2-BLADE AMER. MADE BARLOW KNIFE $18.00 DZ.
5" LOCK BLADE KNIFE/LEATHER SHEATH $39.00 DOZ.	CANNON TOWELS LARGE SIZE $16.90 DOZ.	MEN'S PROMOTIONAL WALLET $10.80 DOZ	TRUCKER'S SAFETY WALLET $36.00 DOZ.	DISPOSABLE GAS LIGHTER $45.00 GROSS
MEN'S LCD WATCH BOXED $6.50 EA.	LADIES' LCD WATCH $6.90 EA.	LCD PEN WATCH $9.90 EA.	ASSORTED FLEA MKT. JEWELRY $3.00 DOZ.	NECKLACE/ EARRING SET BOXED $12.00 DOZ.
AM/FM IN-DASH 8-TRK. PLAYER $34.95 EA.	AM/FM IN-DASH CASSETTE PLAYER $34.95 EA.	100W CAR BOOSTER/ EQUALIZER $25.00 EA	ROLLS ROYCE RADIO $5.75 EA.	AM POCKET RADIO — ASST. COLORS $2.50 EA.

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MINIMUM ORDER — $100. SEND FOR FREE CATALOG.
VISIT OUR GIANT NEW SHOWROOMS. PARKING FOR
100 CARS. BRING YOUR TRUCK OR CAR AND
LOAD UP . . . $2,000,000 INVENTORY ON HAND AT
ALL TIMES INCLUDING 100's OF TOOL ITEMS.
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PHONE: (312) 973-7070 - OPEN 6 Days, 9 A.M.-6 P.M.

April 3, in Bloomington. All classes will meet in the Indiana Memorial Union Building's continuing education/conference facilities. Enrollees will arrange for their own housing in the area.

For additional information and brochures, contact the Certified Auctioneers Institute, Indiana Memorial Union, Suite 445, Bloomington, IN 47405, phone (812) 337-0706.

CAI designations

With the addition of 82 auctioneers to the membership rolls of the Certified Auctioneers Institute, over 300 auctioneers now have qualified for membership in the organization, and have become eligible to hold the professional designation, "Certified, Auctioneers Institute" (CAI).

This year's recipients of the designation included the following auctioneers.

Arizona: Richard C. Coleman, Tucson
Arkansas: Jerry Hiett, Rogers
California: John C. Bain, Healdsburg; James K. McCormack, Lemon Grove
Colorado: Ernest L. Wimmer, Ft. Collins; Jim Civis, Lamar; Cookie Lockhart, Steamboat Springs
Connecticut: John A. Josko, Fairfield
Florida: Jay Ira Sugarman, North Miami Beach; Benny Fisher, Pompano Beach
Georgia: Carew Fleming Rowell, Moultrie
Illinois: Larry G. Royer, Decatur; Henry L. Hachmeister, Pecatonica
Indiana: Carlos E. Brooks, Clarksville; R. Cartwright Ellis, Kokomo; Ronald E. King, Martinsville
Iowa: Jim Hunter, Council Bluffs; Robert J. Humpal, Ft. Atkinson
Kansas: Ernest E. Persinger, Longton; Thomas L. Bach, Ottawa; Larry Theurer, Wellington
Kentucky: Chuck Layne, Franklin; Billy R. Wright, Irvine; B. G. Dunnington, Ronald G. Dunnington, Monticello; Sammy L. Ford, Mt. Vernon; J. O. Briggs, Stanton
Maine: Richard J. Keenan, Kingfield
Massachusetts: William F. Moon, North Attleboro
Michigan: Lloyd R. Braun, Ann Arbor; Jerry L. Helmer, Saline
Minnesota: Gayle Hanson Lassard, Hector; Carol Reinhardt, Steve Reinhardt, Palisade; Wally Laumeyer, Inver Grove Heights
Missouri: Dale Vaughn, Independence
Nebraska: Jack R. Nitz, Fremont
New Jersey: Malcolm R. Spaulding, Branchville; John P. Kachmar, Flemington
New Hampshire: George S. Foster, III, Epsom; Richard A. Crane, Hillsboro; Wayne Mock, Tamworth
New Mexico: Vergil G. Vaughn, Farmington
New York: Alferd Bontrager, Alden; David D. Luther, Amenia; Marianne D. Slough, Brentwood; Wilbur Oberg, Glenhead; Rexford J. Accurso, Sr., Oneonta; Hugh R. Parker, South Otselic; William C. Markey, Stoneybrook
North Carolina: John D. (Jay) King, Jr., Asheboro; Tony R. Stone, Bailey

Ohio: James R. Kiko, James T. Marino, Joe W. Marino, Joe W. Marino, Jr., Canton; Herbert A. Bambeck, Dover; Charles E. (Chuck) Kuch, Germantown; John R. Murphy, Grafton; Bill E. McNamee, Kenton; John Anglin, Middletown
Oklahoma: Gary R. Garrison, Muskogee; W. W. (Dutch) Voss, Stillwater; V. Paul Wells, Tulsa
Oregon: Charles A. Morrison, Grant's Pass
Pennsylvania: George D. Frey, Birdsboro; Kerry A. Pae, Dauphin; Frederick L. Toomey, Hellam; Aruther W. Morrison, Kittanning; George N. Deibert, Klingerstown; Wylie S. Rittenhouse, Uniontown
Rhode Island: Roger R. Houle, Pawtucket
South Carolina: James Maude Burnett, Greer
South Dakota: John C. Fischer, Long Lake
Tennessee: Hubert D. Songer, Murfreesboro; Jerry C. Gregory, Springfield
Texas: Bob L. Goree, Amarillo
Utah: T. L. Mann, Salt Lake City
Virginia: John Randolph Lee, Chesapeake
Wisconsin: Robert J. Massart, Douglas L. McDermott, Green Bay; James Heike, Mondovi

---

The ash from Mount St. Helens should have no long-lasting effect on the soil, reports the USDA. The ash contains sulphur, iron and aluminum oxide, and is no more acidic than rainwater.

LIVESTOCK MARKET DIGEST

NOW, EVEN GREATER RESULTS IN A FARM AUCTION

Farmweek

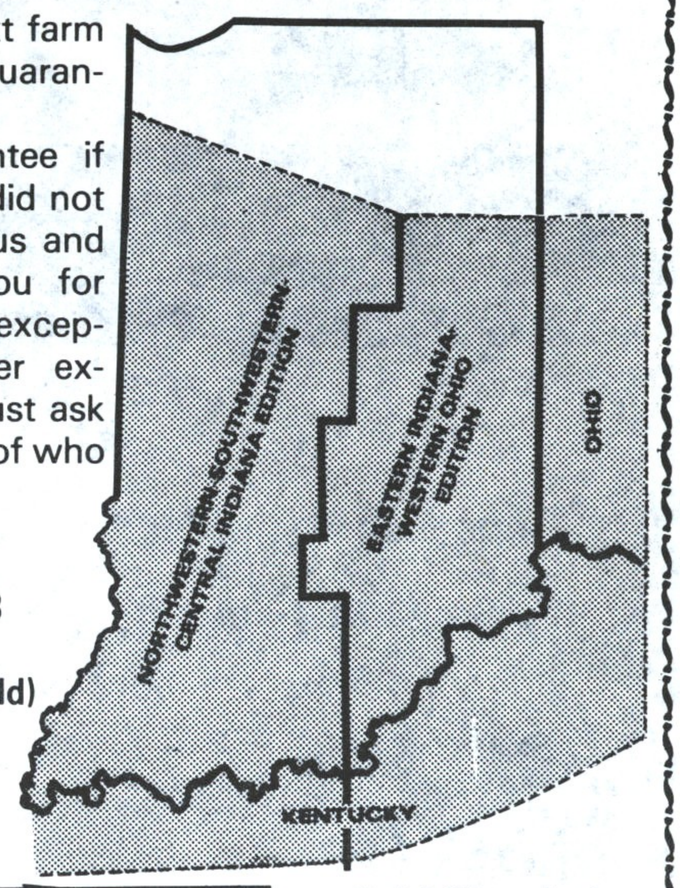
In its 27th year of publication.

(formerly Eastern Indiana Farmer)

Auction deadline noon Tuesday. Late ads until 8:30 a.m. Wednesday CST.

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

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



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Indianapolis (Greenfield)
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To Reserve Your Next Auction Or Write

Farmweek
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Paid Circulation Now Over 20,000 and growing!

ATTENTION, ALL AUCTIONEERS!

RECEIVE COLORED GEMSTONES ON CONSIGNMENT

We have been instructed to dispose of a vast quantity of genuine gemstones. **They are available to you to be sold at your auctions regardless of price and without minimum bid.**

We need your help in liquidating these gemstones (emeralds, rubies, sapphires, aquamarines, opals, amethysts, garnets, etc.). They will come to you packaged and ready for sale, with a simple invoice to be returned to us when sold. You will receive a parcel of (20) lots which normally sell for between $800-$1500. **Take your normal commission and remit to us by your check.**

These gemstones will provide interest, color, and variety to your sales. They are guaranteed genuine and have been weighed on a jeweler's scale to 1/100 of a carat accuracy. All are cut and faceted.

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

Please call or write our office as soon as possible.

Thank you very much.

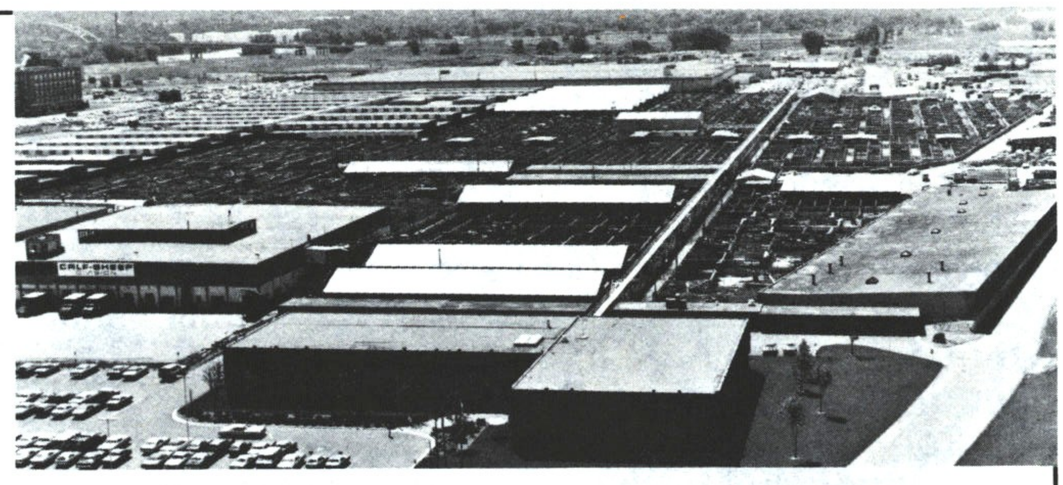
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Phone: 214 245-7052; 214 245-8996



Gordon E. Taylor
President

St. Paul Union Stockyards



SOUTH ST. PAUL LIVESTOCK AUCTIONEERING SEMINAR

SOUTH ST. PAUL, MINNESOTA

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

SPECIFICALLY FOR LIVESTOCK AUCTIONEERS AND THOSE WHO WORK AS RINGMEN OR ASSISTANTS

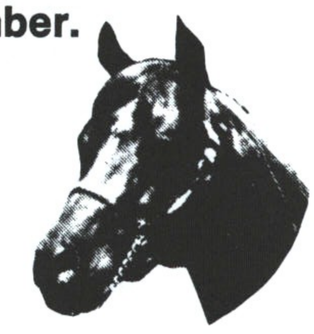
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Terms are held twice a year — 1st week in February and 4th week in September.



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P.O. Box 949 — Phone 515-423-5242 or 6396
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Continued from page 15

need never pay estate taxes anyway. Estate taxes, often disastrous without adequate arrangements, are actually the easiest taxes to avoid. Business ownership, real estate, investments — all can be transferrred to the next generation, estate-tax-free, by the proper combination of land-contract sales (for real estate) and installment buyouts. Breaking no new ground with the court or IRS, both techniques — in numerous variations — have been long established. All that is needed to plan a tax-free estate is a blend of estate-planning awareness and use of leveraged-acquisition techniques.

Inexplicably, estate planners and acquisition practitioners seldom get together. There are scores of legal seminars for lawyers and accountants every year, but the estate planning ones do not include buyouts — and the acquisition ones do not include the specialty techniques necessary for transfers within the family.

So most estate planning does little to reduce estate taxes — it seeks relatively painless ways to pay the taxes. Insurance is the most popular solution — imposing a cash-flow burden today to pay unnecessary taxes tomorrow. Yet even if Washington can get inflation down to 10%, the value of a business — from inflation alone — will double in less than eight years. With normal growth, it will double in five years. So a business worth $500,000 today will be worth $1 million in 1986, $2 million in '91, $4 million in '96, and $8 million at the turn of the century, only 19 years away. So how much insurance should the owner pay for today to pay estate taxes which could be anything from 30% to 80% when his heirs inherit?

Other schemes try to fix the value, as with "recapitalization" (splitting into preferred voting stock for the parent and nonvoting common — where all the increase in value is supposed to occur — for the heirs); but this has been so undermined by the IRS that the tactic is virtually useless. Gifting is popular, but if a business worth $500,000 is growing at $75,000 a year (only 10% inflation plus real growth), it would take three successors for a gift program just to keep up with inflation — and any business with three successors can be in deep trouble.

But long-term buyouts, with the same kind of protection sellers have always written into installment contracts, can give the parents all the control they want, for as long as they want (including the ability to cancel the deal) plus life-time income, and NO estate taxes, whether they die during or after the buyout period. Properly assembled, such an arrangement can pass a business, real estate, personal property, collections, securities — everything except pure cash — to a person's chosen heirs, with life-time income for both parents and all the control the parents wish to retain. In this heavily taxed world, that is difficult to equal.

For more information, send a stamped, self-addressed #10 envelope to: Independent Business Institute, PO Box 159, Akron, Ohio 44309, and ask for the report, WHY SHOULD THE IRS BE YOUR HEIR? It is free to business owners and their successors.



METALWORKING MACHINERY AUCTIONEERS

NOW YOU CAN REACH OVER 190,000 METALWORKING MACHINERY PLANTS

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IMN's metalworking lists are the most complete, up-to-date, and productive available today. PLUS, IMN has all the options you need on your list.

Looking for a geographic list? We have it. Need a list of large metalworking plants? Small metalworking plants? We have them, too. How about a list specifying equipment in use? . . . Or one by S.I.C. numbers? You name it, we have it.

SELL-ective mailing lists have hundreds of satisfied users—including names such as Dunn & Bradstreet, Thomas Register, McGraw-Hill, the U.S. Government, Norman Levy Co., Wershow-Ash-Lewis, Stephen L. Winternitz, Inc., Ron Timmons & Co., Roland Grenier & Co., etc.

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Convention

Webster's New World Dictionary . . .

Con•ven•tion: an assembly, often periodical, of members, as of a professional group.

NAA in Las Vegas, 1981 . . .

Con•ven•tion: an assembly of professional auctioneers, their families and guests who enjoyed the fellowship, educational benefits, entertainment, and membership opportunities afforded those in association, for the purpose of promoting the good image of the auction method of selling real and personal property.

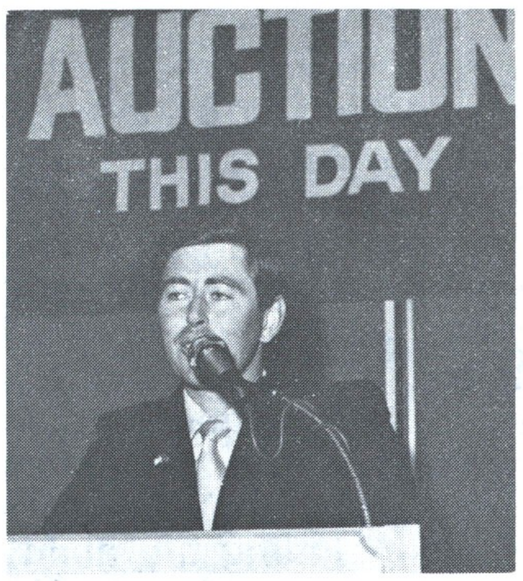




PRESIDENT ARCHIE MOODY was interviewed by the press during the convention as were several other NAA members.



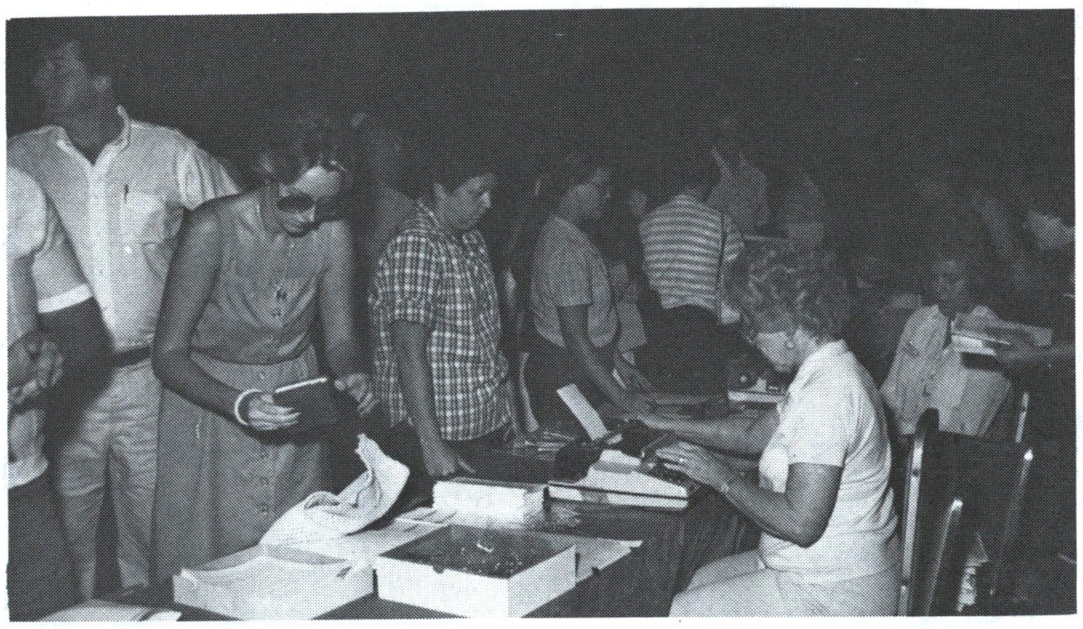
REGISTRANTS GATHER (above) in the Las Vegas Hilton Convention foyer and use the opportunity to discuss auctions with members throughout the U.S.A., Canada and other foreign countries.



AUSTRALIAN MEMBER Kevin Sheehan (left) conducted a workshop entitled, "In Australia Auctions Are the Only Way to Sell Real Estate!".



BILLY KAY AND PAM (left) entertained during the Wednesday night's "Las Vegas Entertainers' Review".



OVER 200 "WALK-IN" registrations were processed, in addition to 1,000 pre-registrations.

ADVERTISING CONTEST ENTRIES were put on display Saturday afternoon. Winning entries were posted on the bulletin boards (and can be seen more closely in this issue of THE AUCTIONEER).



Varied activities for entire NAA family



YOUTH ACTIVITIES allowed the NAA's future auctioneers the opportunity to meet and enjoy each other.



ANYONE OF ANY AGE can enjoy the activities during an NAA convention.

More! . . .

A NEW CONCEPT
Auction Teleconferencing
with "Regional Bid Receivers" (RBR's)

Its time has arrived.
Worldwide satellite links can provide cost-effective alternatives to Auctions.

Auction Teleconferencing — the world of satellites, with Regional Bid Receivers (RBR's), video screens and earth stations — has come of age.

Soaring air fares, and hotel rates coupled with the loss of productivity are making Teleconferencing an increasingly attractive alternative to both in person meetings and normal on site Auctions; which are already proven with Video Screen Cattle Auctions.

Auction Teleconferencing allows an organization to beam picture and sound from a centrally located Auction to other sites and audiences (Buyers) around the world. Costs often are significantly lower than those incurred for a conventional meeting and/or a conventional Auction.

It has only been within the past few years that most organizations have found teleconferencing (also referred to as video-conferencing) cost effective.

People are so accustomed to television that they respond favorably to Video Conferencing; T.V. has already educated your clients and prospective buyers.

After over three years of hard work on all the legal matters together with preparing both the hardware and software necessary, we are now ready to launch The First U.S. International Industrial Agricultural Satellite Land Auction (called Bid and Buy a Piece of the Pie) together with an Emergency Crisis Relocation Workshop and Seminar. Three Hundred Fifty Million Dollars worth of R.E. will be made available to all major cities and seven foreign countries by satellite, with application of New Technology and innovations to the Auction Communications Business.

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NAA proud of its Auxiliary



AUXILIARY TO THE NAA Board of Directors met during the Las Vegas convention, under the direction of 1980-81 Auxiliary president Glenda McCarter Johnson, seated at the head of the table.

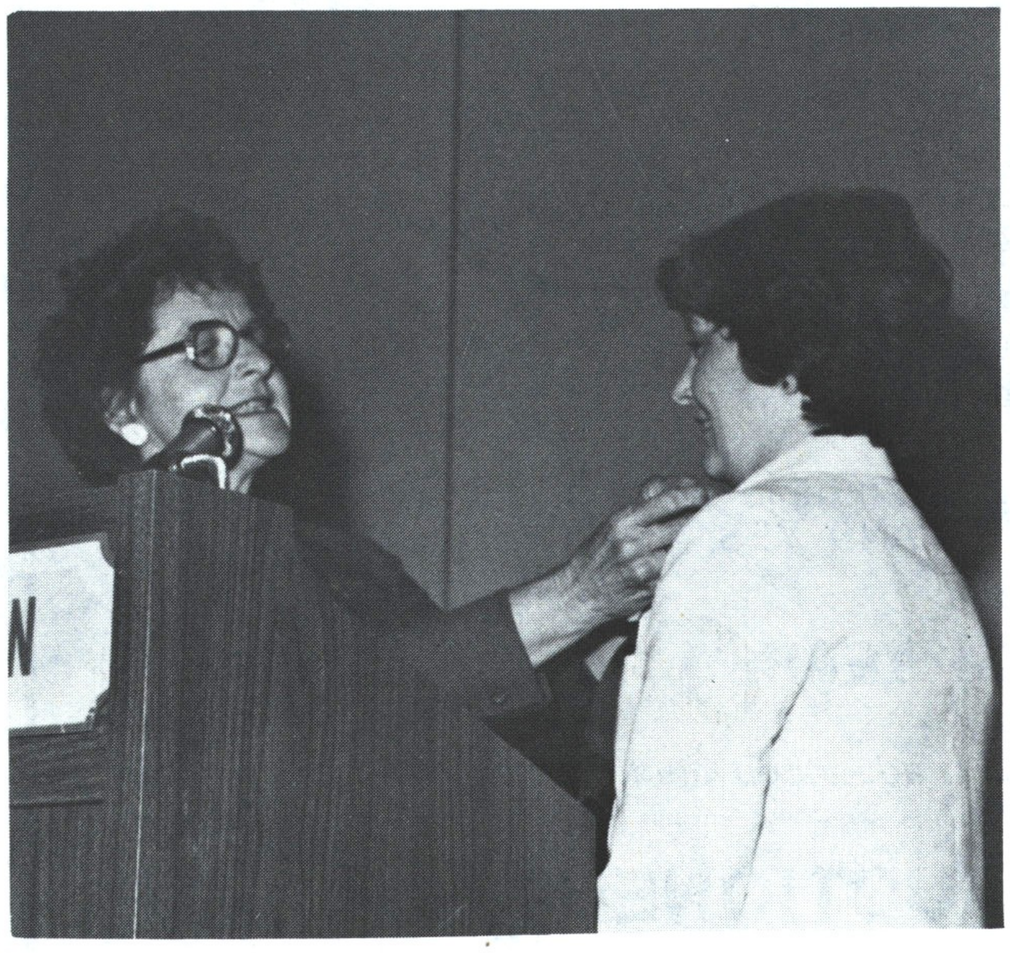


PAST PRESIDENT'S PIN (below left) is presented to past president McCarter-Johnson by 1979-80 Auxiliary president Irene Dudley, at Friday's noon Ladies Luncheon.

AUXILIARY PRESIDENT'S GAVEL (right) moved from past to present on Saturday night, as new Auxiliary president Pat Lambright, right, accepted the presentation from Glenda McCarter Johnson, left.



PAST PRESIDENT'S BRUNCH by the Auxiliary honored the contributions of 11 Auxiliary past presidents who attended the Las Vegas convention.



NAA PRESIDENT Archie D. Moody (below) presided over the introduction and installation of the Auxiliary's officers. The 1981-82 Auxiliary president, Mrs. Pat Lambright, is standing at far right.



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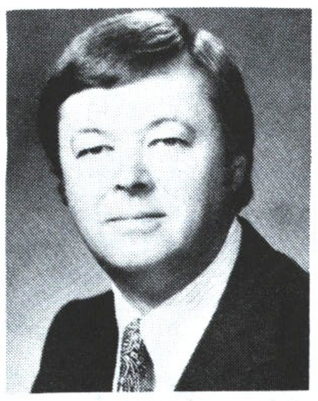
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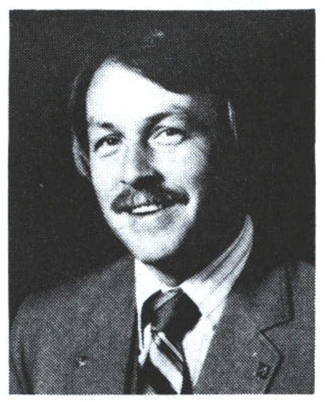
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All right folks, let's have an auction!





OVER 1,000 BIDDERS attended the NAA Fun Auction where a record breaking $16,683.25 was realized from the items contributed by Convention registrants.

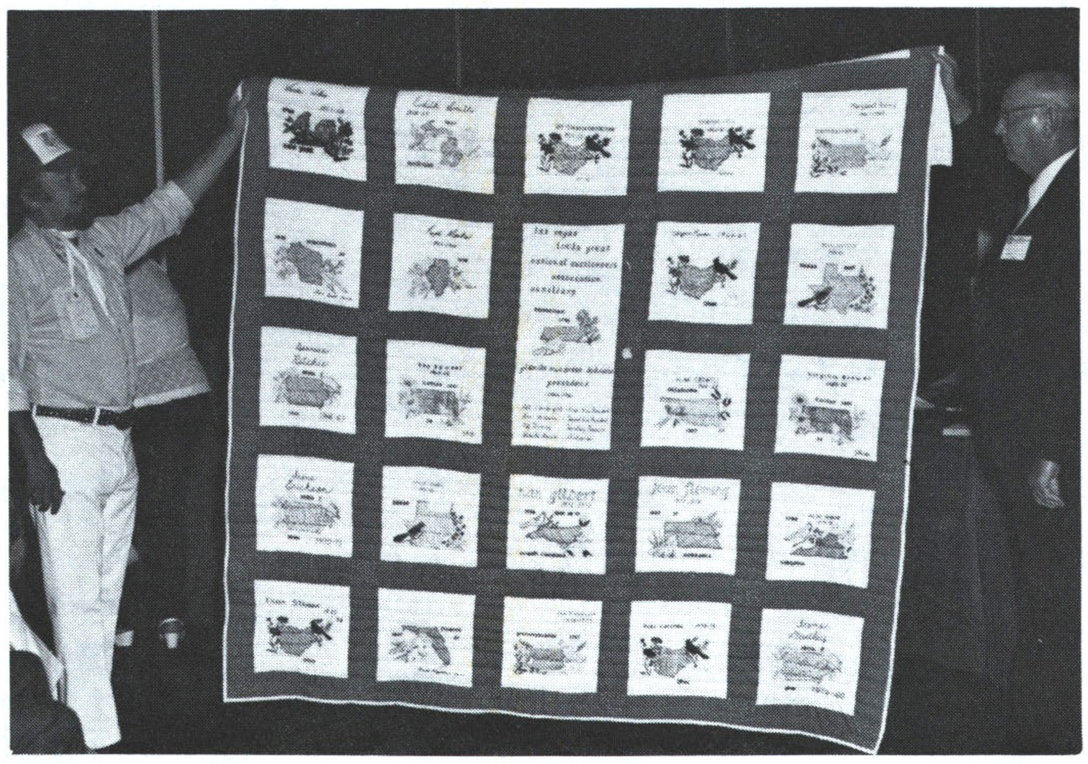
PROSPECTIVE BUYERS review the merchandise before the auction. The public also attended the NAA Las Vegas Fun Auction.



CONVENTION CO-CHAIRMEN Stan Zurawski, left, and Bill Watson sold a 32-ounce silver bar, the contribution of the Nevada State Auctioneers Association, for the price of $475. Nevada is the Silver State.

MANY OUTSTANDING fun auction items were contributed by State Associations and members.





THE TENNESSEE AUXILIARY, as is custom, offered a quilt on which were the names and state identification of the past presidents of the Auxiliary to the NAA.



PRESIDENT-ELECT HOWARD BUCKLES sold a latch-hook rug, made by his daughter Diana Sue.

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Marble Clocks	☐	Buffets	☐	Barrometers	☐	Oak Furniture	☐
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Royal Doulton	☐	Pine Furniture	☐	Prints	☐	Grandfather Clocks	☐
Fern Stands	☐	Bedroom Suites	☐	Carnival Glass	☐	Primitive Furniture	☐
Mirrors	☐	Coal Scuttles	☐	Candlesticks	☐	Sea Chests	☐
Carriage Clocks	☐	Paintings	☐	Captains Chairs	☐	Tapestries	☐
Curio Cabinet	☐	Sets of Chairs	☐	Bookcases	☐	High Boys	☐
Player Pianos	☐	Brassware	☐	Pub Furniture	☐	Oriental Items	☐
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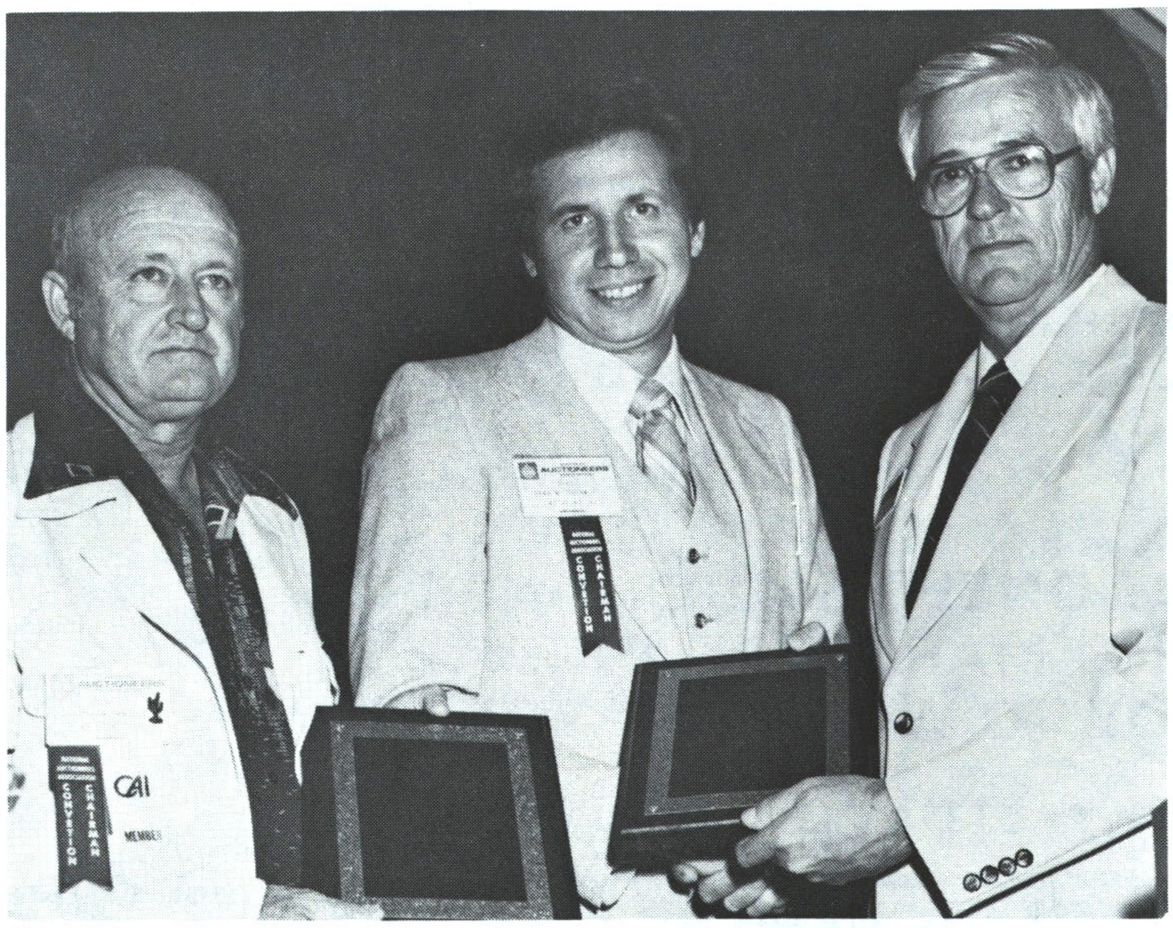
Official functions — awards, banquets, fund raising







NEW NAA HEADQUARTERS BUILDING was the auction event of the Las Vegas convention. Architect's rendering (above) at left is held on the head table while NAA past president, and Hall of Fame recipient, Terry Dunning, handles bidding. Highest contributor to the fund raising effort was J. L. Todd, Rome, Georgia, pictured above right with Mrs. Doris Todd, after his pledge of $25,000. At right, new NAA director Benny Fisher is standing in front of an overjoyed T. L. Mann, Salt Lake City, Utah, after his pledge, representing the CAI class of 1981, of $10,000.



CONVENTION CO-CHAIRMEN, from left, J. M. "Bill" Watson, and Stan Zurawski, Jr., are presented plaques by NAA president Archie Moody, in appreciation for their service to the 1981 NAA convention. Both convention co-chairmen are from Las Vegas.



THURSDAY KICKOFF LUNCHEON included Auxiliary president Glenda McCarter Johnson as a welcoming speaker.



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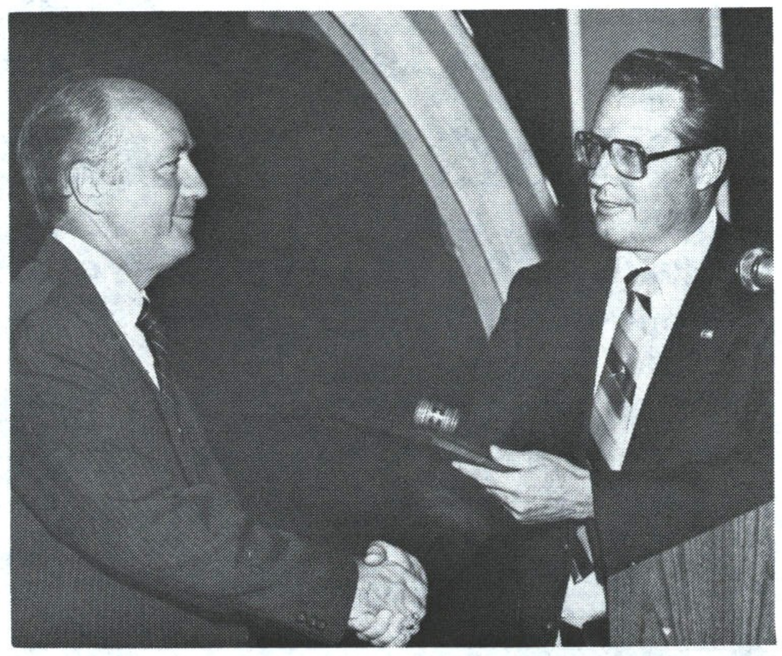
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CAI RECIPIENTS of that professional designation were presented to the NAA convention at an indoctrination ceremony on Thursday. CAI president William Z. Fox, CAI, is at the microphone presiding.





RETIRING DIRECTORS FOR 1981 were recognized at the Saturday night president's banquet. Above top, NAA past president and director Marty Higginbotham, left, accepts his commemorative plaque from presiding officer Chuck Cumberlin. Above, other retiring directors were from left, Frank Bass, H. Layton "Sonny" Laws, Jim Heike, and Bob Musser.

Official recognition part of convention

NAA auctioneers remembered

At the memorial service conducted by the Auxiliary, during Saturday's Annual Meeting, the following deceased NAA auctioneers were remembered.

Henry A. Berman, Worchester, Massachusetts
C. W. Borden, Bowling Green, Kentucky
Walter Broughton, Hollandale. Wisconsin
Paul W. Calkins, Peru, New York
Edgar A. Camfield, North Platte, Nebraska
Joe E. Clarey, Jr., Sibley, Iowa
Albert Clouse, Murdock, Kansas
Dick Dolan, North Platte, Nebraska
Leland D. Dudley, Hampton, Iowa
Robert D. Hane, East Canton, Ohio
James L. "Lew" Henderson, Gulfport, Mississippi
Leon E. Joy, Ames, Iowa
Gerald Lambright, Goshen, Indiana
Virgil V. Munion, Sutherlin, Oregon
Howard B. Overmyer, Elmore, Ohio
Walter J. Paulette, Richmond, Virginia
Lemuel B. Peroitt, Jr., Nashville, Tennessee
Maury F. Riganto, Norfolk, Virginia
Ned Ronson, Rio Linda, California
Harvey Rosenau, Manawa, Wisconsin
Michael R. Rubino, Fort Lauderdale, Florida
Jesse Rucker Rutledge, Rockvale, Tennessee
Ernie Smith, Fort Lauderdale, Florida
T. R. Tompkins, Clermont, New York
E. C. "Ernie" Weller, Atkinson, Nebraska



PRESIDENT-ELECT, at that time, Howard Buckles, presided at the Thursday kickoff luncheon for NAA convention week.

Cecil P. Wiggins, Sr., Ringwood, Oklahoma
Coy W. "Pete" Willbanks, Mountain View, Missouri
Joy Williams, Atchison, Kansas
Pete Yokley, Pulaski, Tennessee

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

Freedomike Wireless Microphones From Lectrosonics

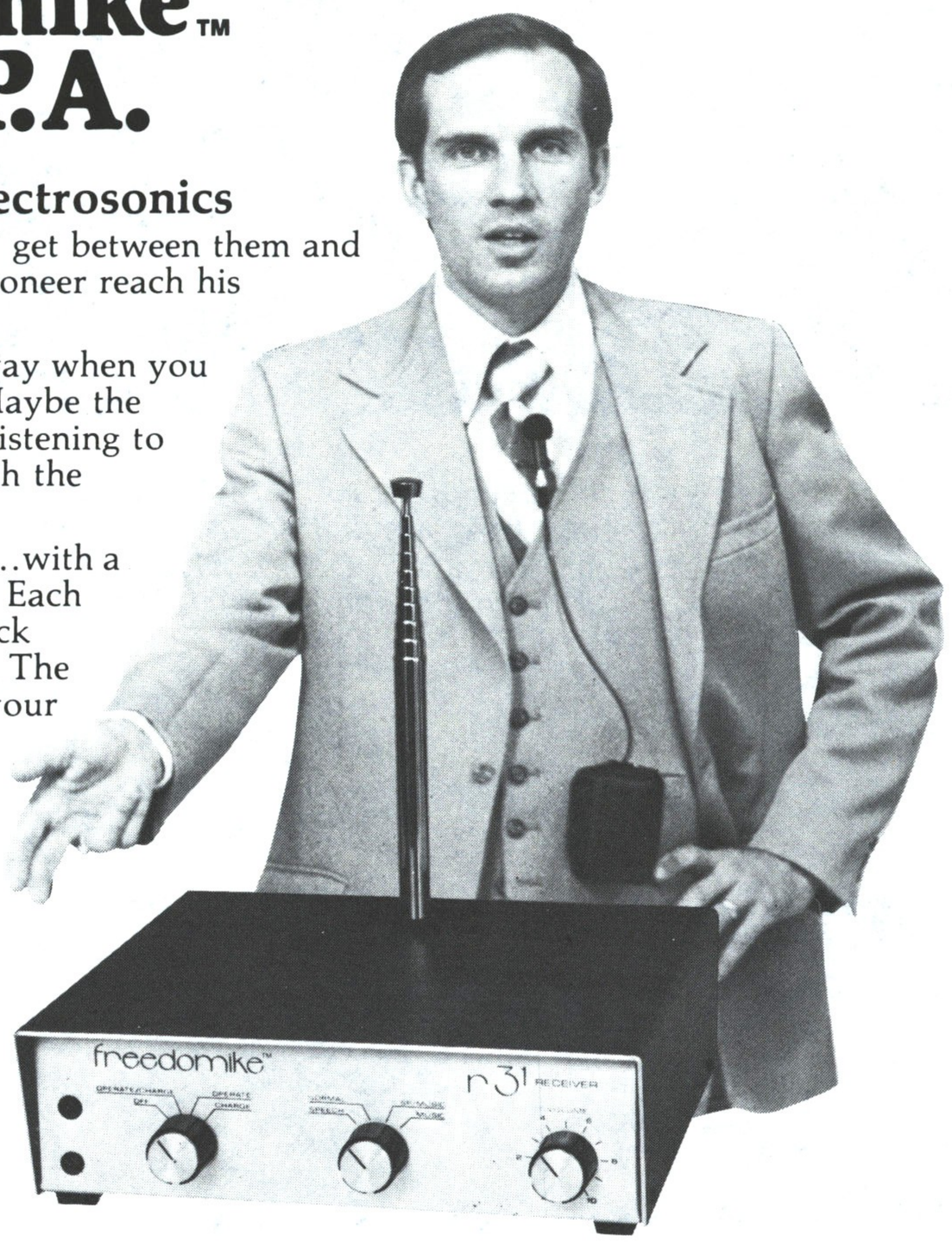
Without even realizing it, many auctioneers let "something" get between them and the bidders. That "something" is supposed to help the auctioneer reach his audience, but it also gets in the way.

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

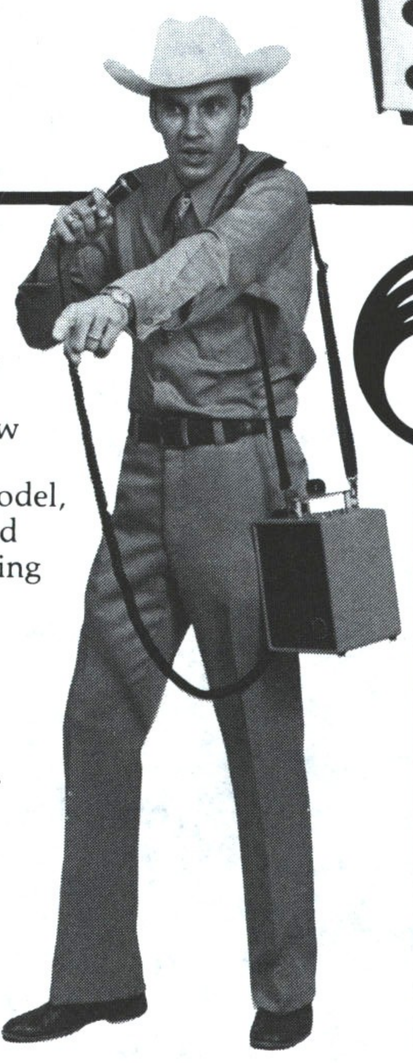
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter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

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

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VOTERS REGISTERED (above) before Saturday's general meeting to assure each NAA member's voting privileges. At that meeting, members elected officers and directors for the coming NAA year. At right, 1981-82 president Howard Buckles, right, accepts president's gavel from Saturday evening's presiding officer, Chuck Cumberlin.

Beginning to end . . . great convention





Presiding officers

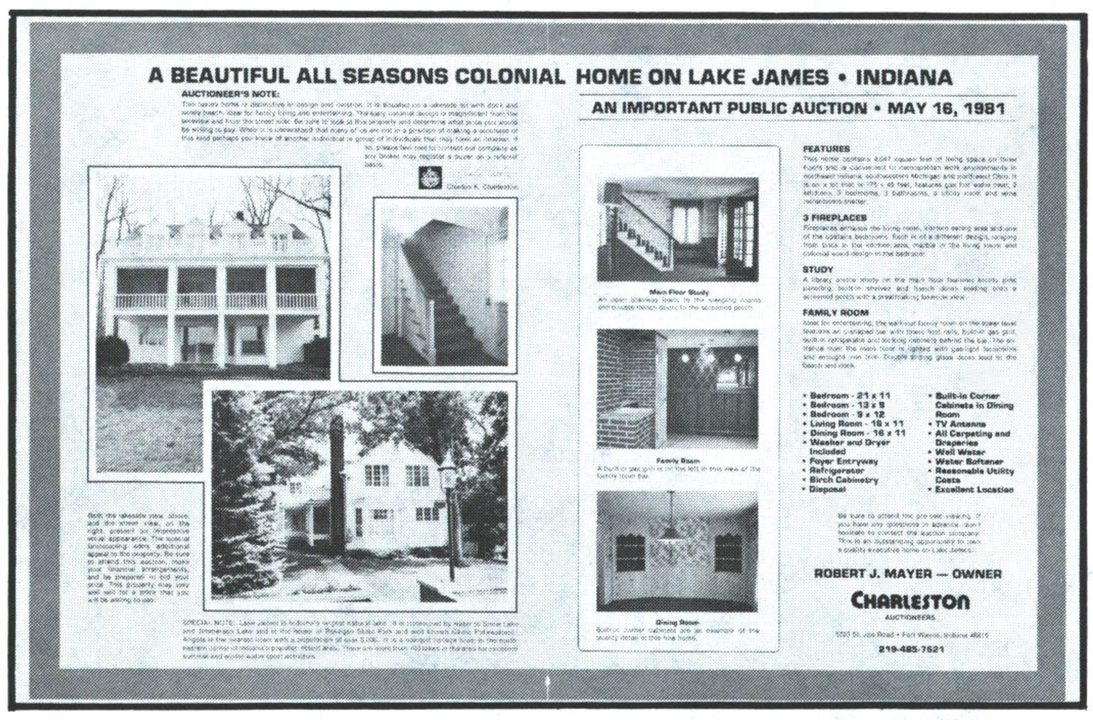
Above, then NAA president, now director, Archie Moody presided over Thursday's State Association Officer's Breakfast and Workshop. Center, then NAA vice president, now president-elect, Rex Newcom was the presiding officer at Saturday night's dinner and awards festival. GUEST SPEAKER at far right, Keith DeGreen, addressed the President's Banquet with the topic "How to overcome the psychology of recession".





And frequently heard on Saturday of convention week, "We'll see you next year in Atlanta."







NAA Las Vegas Convention 1981 advertising contest winners

Once again, judges for the NAA convention advertising contest were provided by the city's own Las Vegas Advertising Club. Displayed on the following pages are the winning contest entries. The contest was conducted under the supervision of H. Layton "Sonny" Laws, Jr., chairman of the Public Relations and Publicity Committee, who presented the advertising awards at the Friday night Awards Festival.

BEST OF SHOW
Charles K. Charleston, Ft. Wayne, Indiana

COMMERCIAL AND INDUSTRIAL
Multi-color: Lorne Justin Cherns, Winnipeg, Manitoba, Canada
Single color: William Z. Fox, Baltimore, Maryland

FARM (an operating farm liquidation)
Multi-color: Louis Boyleston, Pensacola, Florida
Single color: Wayne Pike, Princeton, Minnesota

REAL ESTATE
Multi-color: Charles K. Charleston, Ft. Wayne, Indiana
Single color: Jasper Jones, Memphis, Tennessee

ANTIQUES
Multi-color: Ken Byrd, Bowling Green, Kentucky
Single color: Peter Weiss, North Leverett, Massachusetts

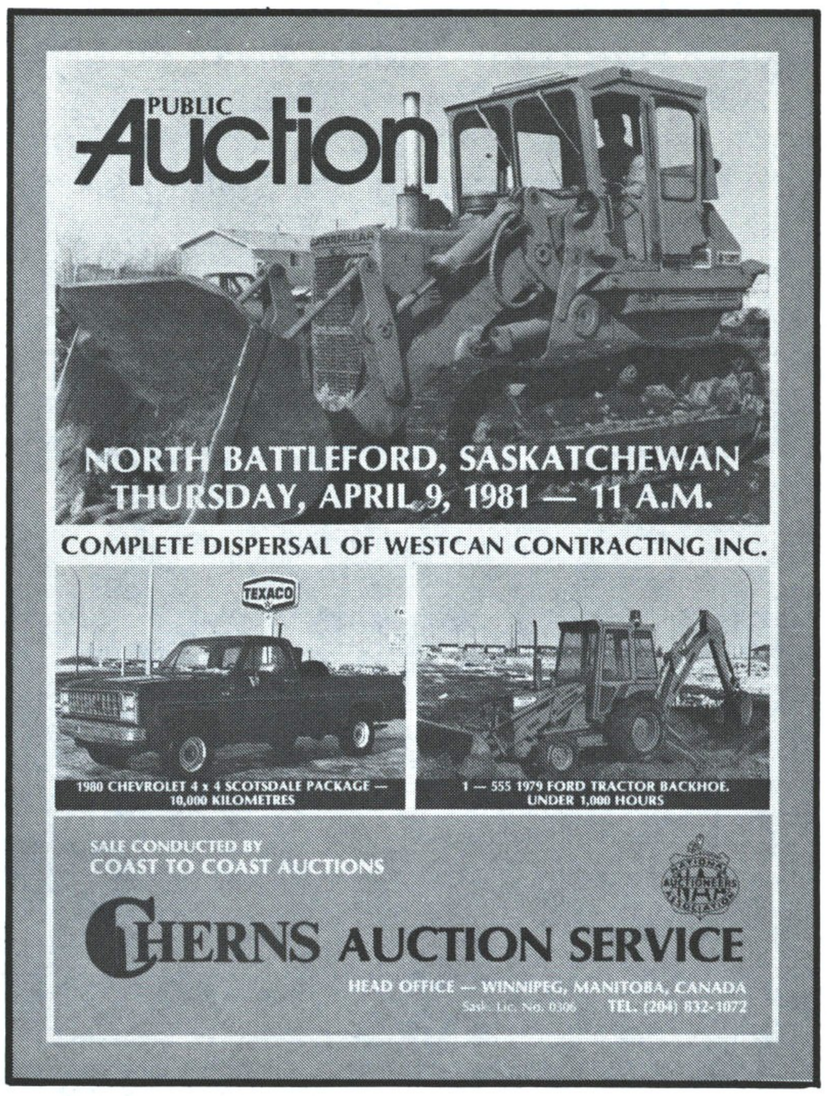
SPECIALTY (cataloged sale)
Multi-color: Dean Kruse, Auburn, Indiana
Single color: Larry Sims, Murfreesboro, Tennessee

CONSIGNMENT SALE with GENERAL HIUSEHOLD and ESTATE LIQUIDATION
Multi-color: Chuck Layne, Franklin, Kentucky
Single color: William I. Webster, Houston, Texas

INSTITUTION (auction firm promotion)
Multi-color: Douglas P. Bilodeau, South Deerfield, Massachusetts
Single color: Danny Burns, Sweetwater, Texas

AUCTION BUSINESS STATIONERY (letterhead, envelope, business card)
Multi-color: Robert E. Payne, Jackson, Mississippi
Single color: Joe Small, Dallas, Texas

BEST OF SHOW
Charleston Auctioneers, Ft. Wayne, Indiana. Full color, four page, 8½ x 11 brochure. This direct mail piece advertised the May auction of a "quality executive home" on northeast Indiana's prestigious Lake James.



COMMERCIAL AND INDUSTRIAL

Multi-color: Cherns Auction Service, Winnipeg, Manitoba, Canada. Full color, 8½ x 11, four page mailer/handout, for a $95,000 auction of construction equipment. Total distribution of the brochures was 3600. (Left)

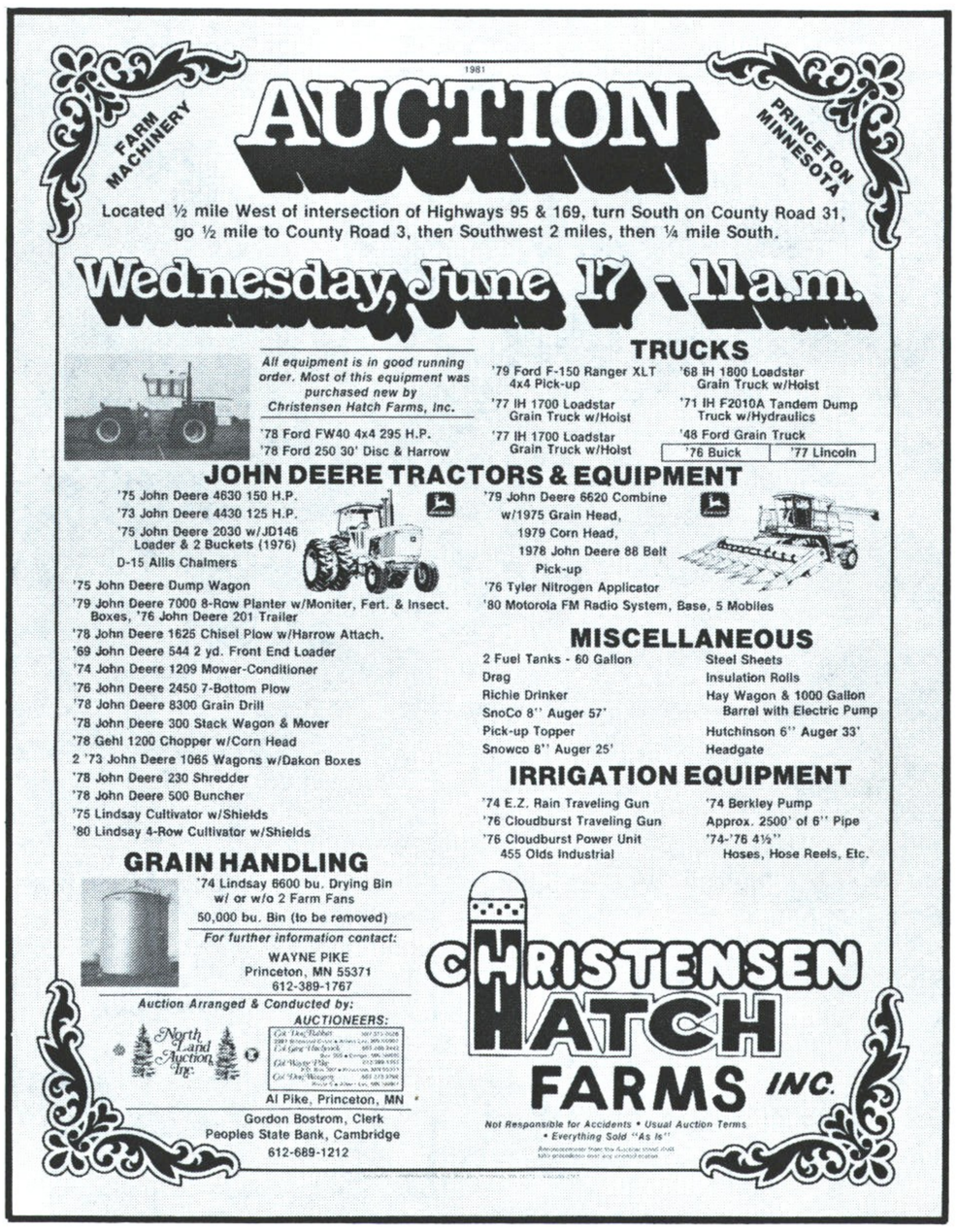
Single color: Michael Fox Auctioneers, Inc., Baltimore, Maryland. Four page, 8½ x 11, direct mail piece brochure, printed black on white. The auction liquidated stainless steel dairy machinery for a milk processing plant. (Below)



FARM

Multi-color: Louis Boyleston Realty & Auction, Pensacola, Florida. Black and red on white, 11 x 17 direct mail piece with line illustration. Total distribution was 9,500, advertising the auction of a 5100 acre ranch which sold for an average of $1185 per acre. (Below, right)

Single color: Northland Auction, Inc., Princeton, Minnesota. Printed black on white, 17½ x 22½, with 1475 mailed and posted locally for the farm equipment reduction sale. (Below)



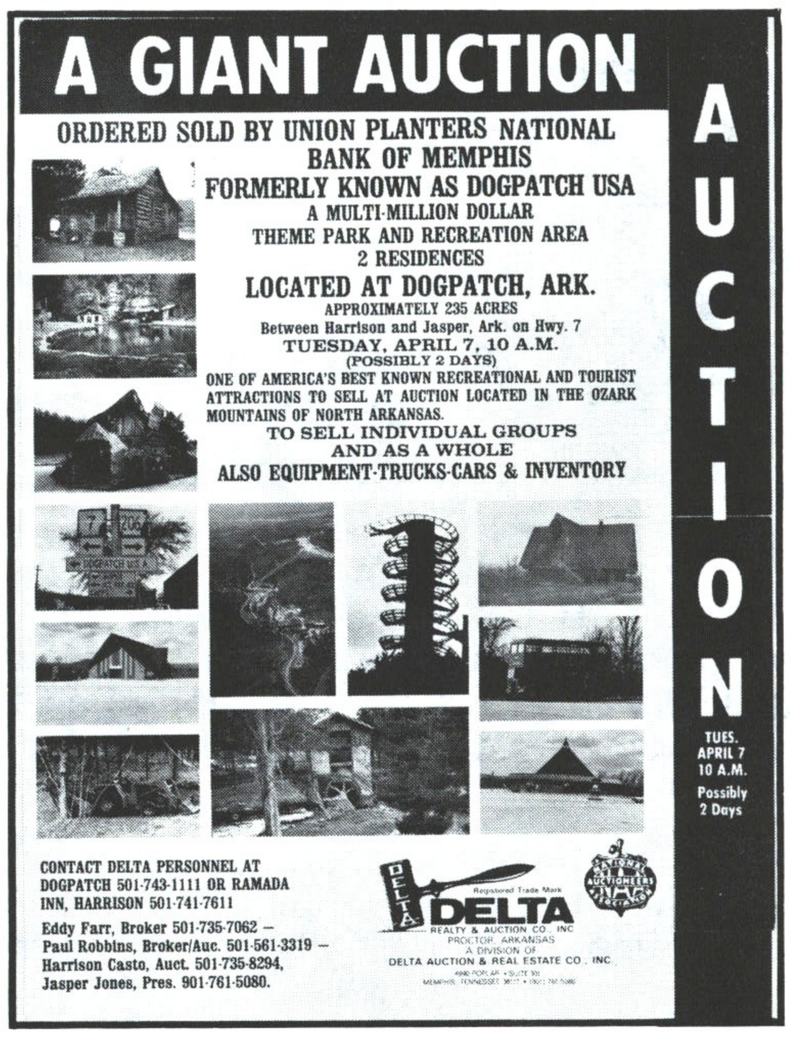




REAL ESTATE

Multi-color: Charleston Auctioneers, Ft. Wayne, Indiana. Four page, 8½ x 11 direct mail piece, full color pictures on black and grey. Distribution totaled 5300, with the country club home selling for $165,000. (Left)

Single color: Delta Realty & Auction Co., Inc., Memphis, Tennessee. Printed brown on white, this 8½ x 11 direct mail folder opens to 15¾ x 21½, with numerous brown-tone pictures. A complete theme park was auctioned for $2,000,312, with 5,500 of the brochures distributed. (Below)

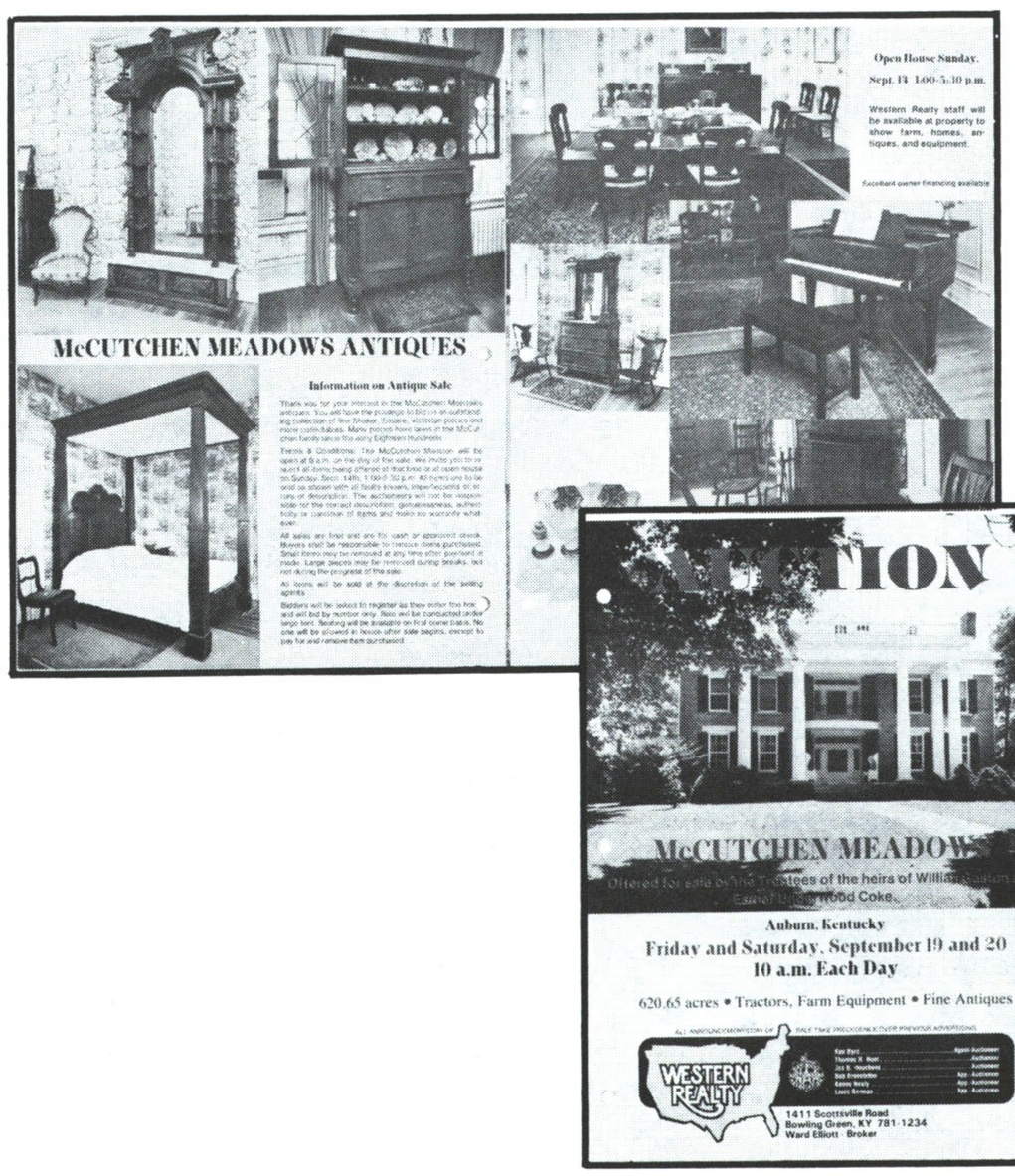


ANTIQUES

Multi-color: Western Realty, Bowling Green, Kentucky. Printed black and red on light brown stock, 8½ x 11 booklet of 12 pages. Distribution was 3000 mailed and available at the open house, before the auction of this historic property and collected antiques. (Below, right)

Single color: Weiss Auctioneers & Appraisers, North Leverett, Massachusetts. Printed black on white, this 8½ x 11 mailer unfolds into a sale bill. The auction grossed $73,558, from 360 lots of an antique collector's estate. (Below)



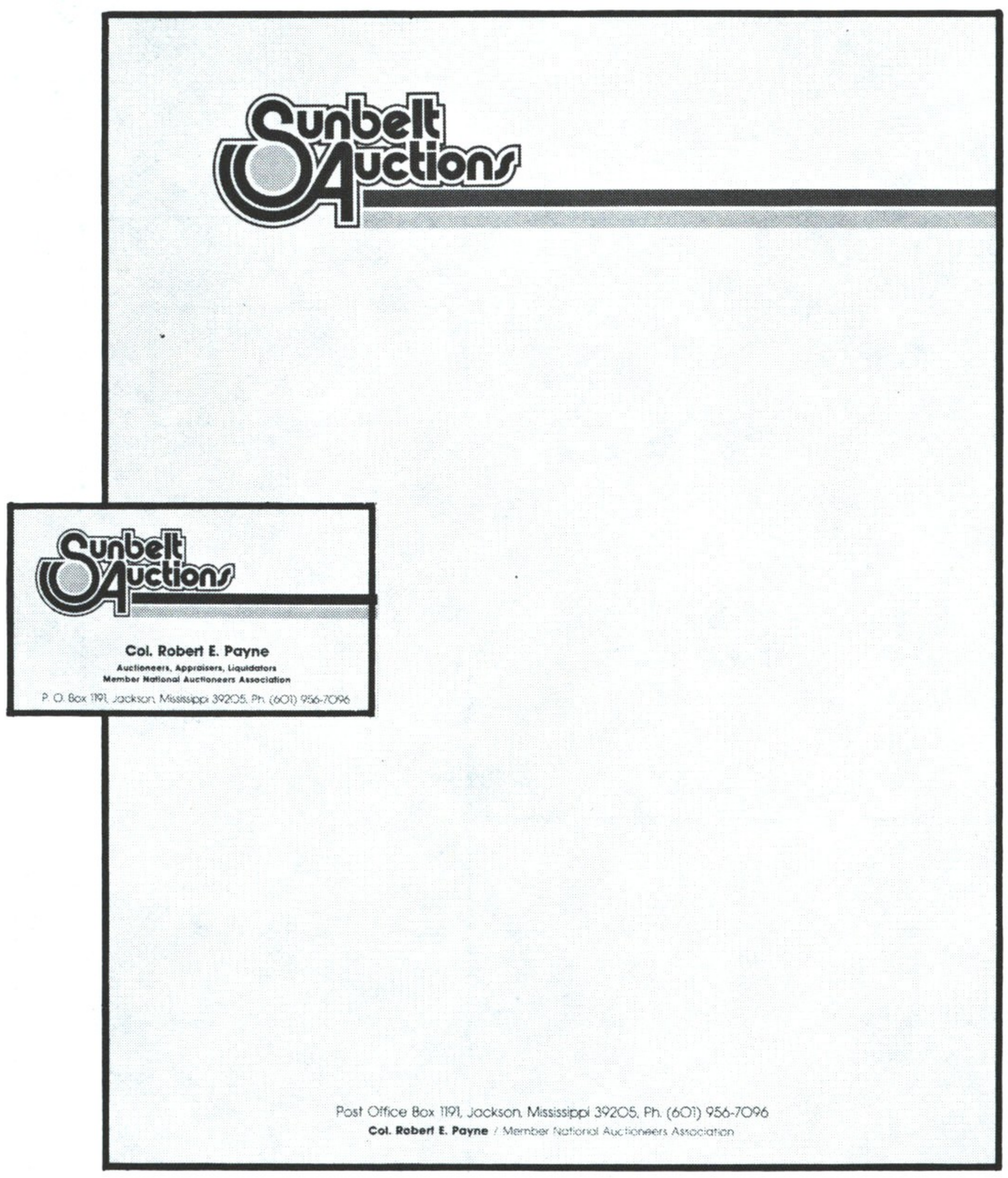


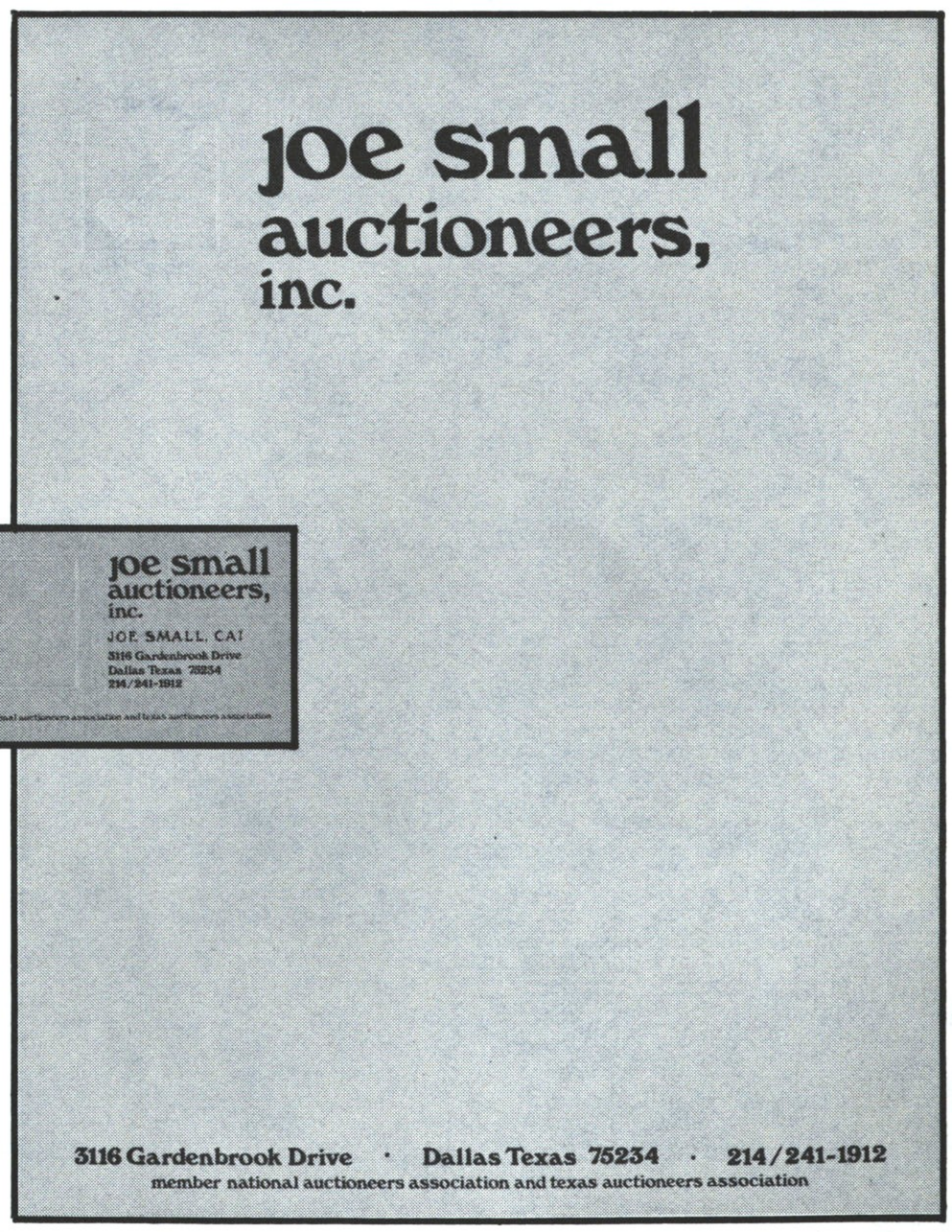
ADVERTISING CONTEST JUDGES, from front to back, Candy Christy, Lowell Sylvester, and Jesse Morris were recruited from the local advertising community, by the Las Vegas Advertising Club.

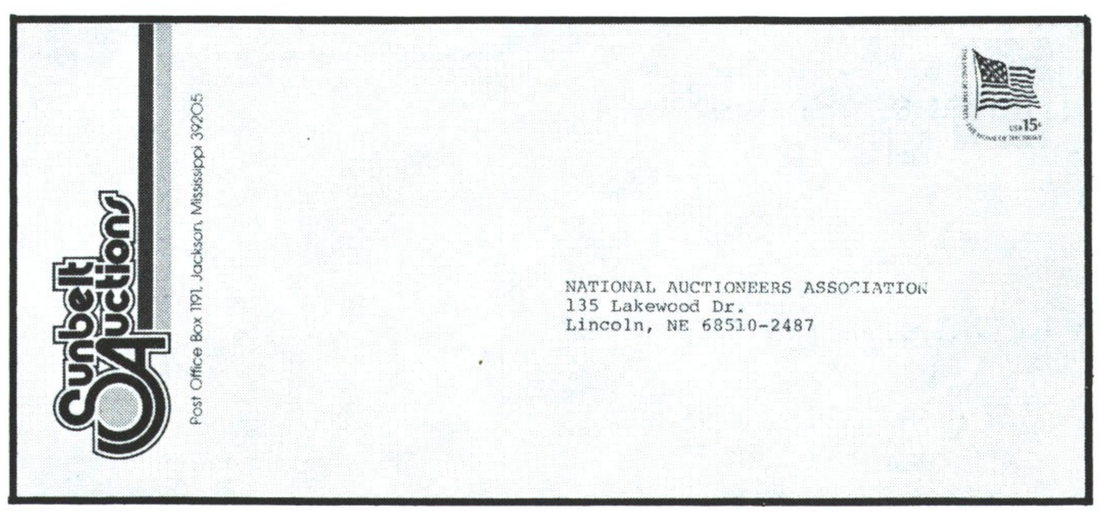


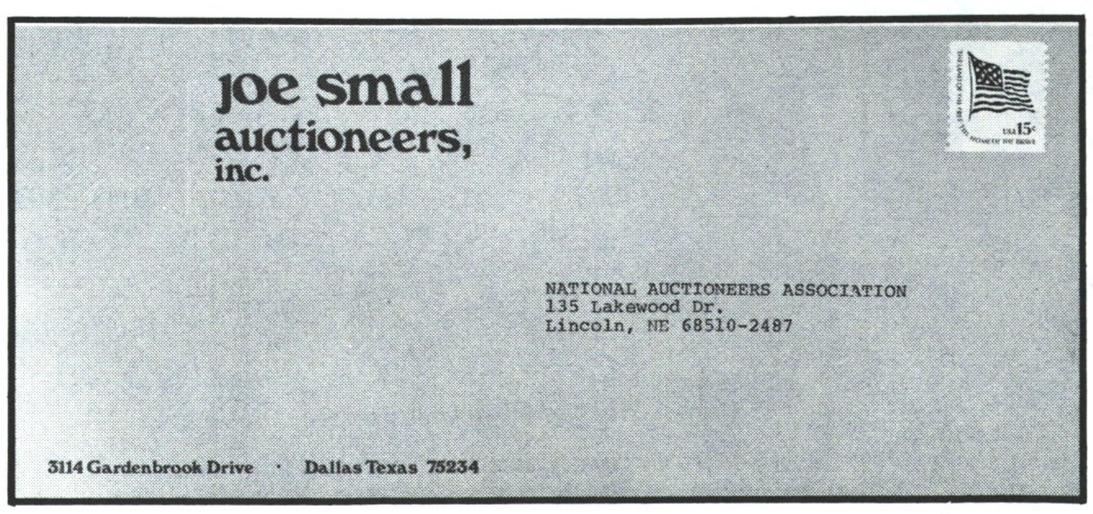
AUCTION BUSINESS STATIONERY
Multi-color: Sunbelt Auctions, Jackson, Mississippi. Colors are black, yellow and red-orange, on white textured stock, 8½ x 11. (Below)

Single color: Joe Small Auctioneers, Inc., Dallas, Texas. Color is brown on light brown, textured stock, 8½ x 11. (Below, right)









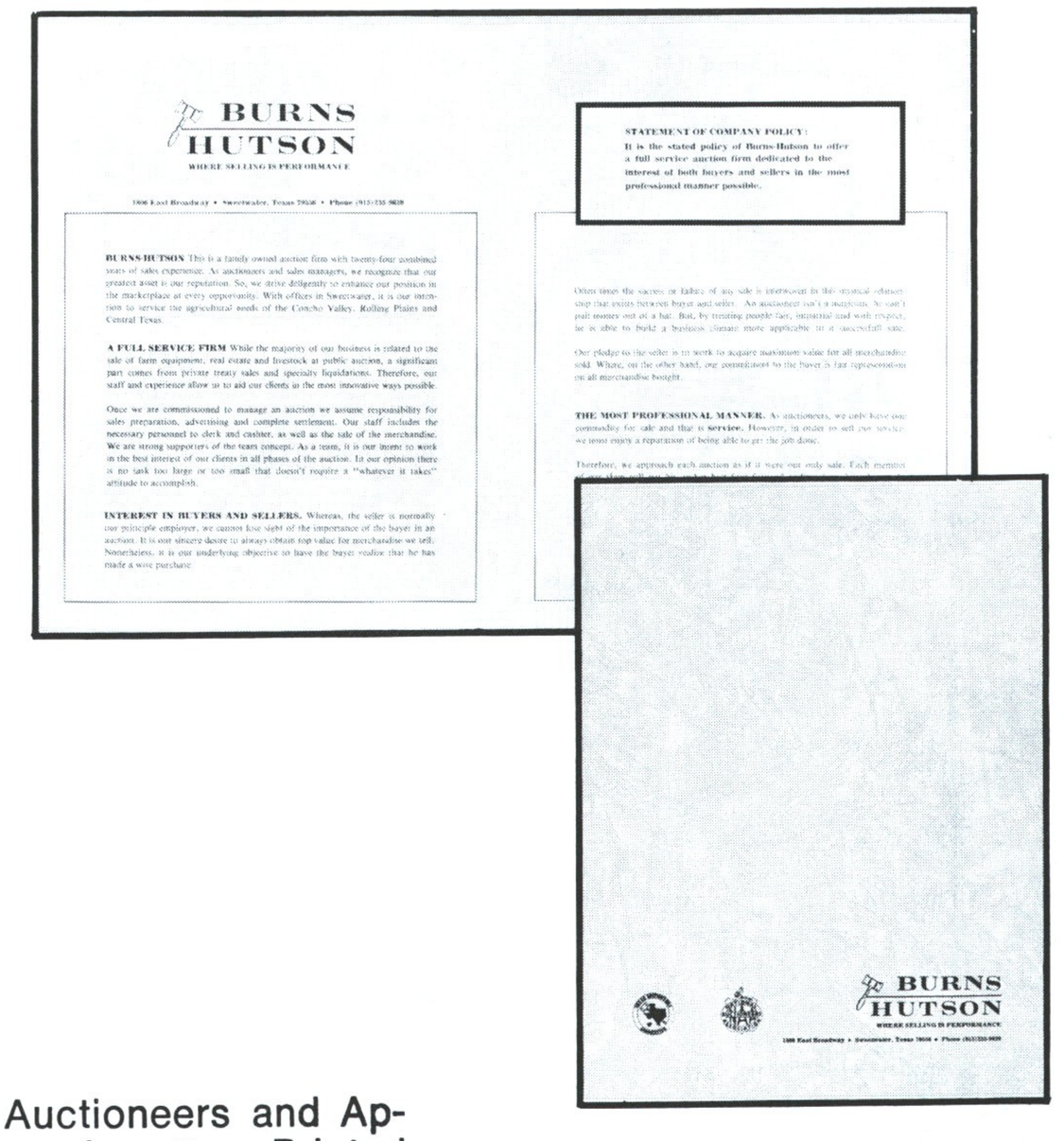
SPECIALTY

Multi-color: Kruse International, Auburn, Indiana. This 11½ x 18 mailed brochure opens to tabloid size, full color catalog of numerous antique and collector vehicles. Descriptive copy is white and gold on black, presenting a ninth annual auction by an Oklahoma classic car museum. (Below)

Single color: Jim Stevens Realty & Auction Associates, Nashville, and Estate Gallery Auction Company, Murfreesboro, Tennessee. Printed black on light brown, 11¼ x 17½, 2400 of these mailer/handouts were distributed. The two day auction sold a variety of antique and collector items, plus nickelodeons and player pianos. (Right)



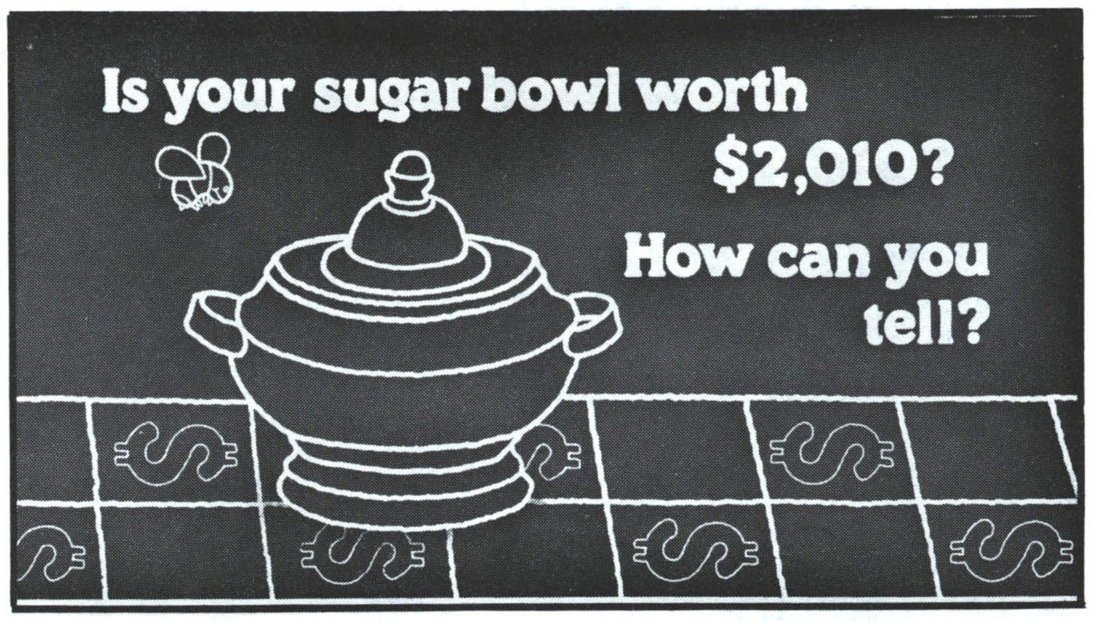


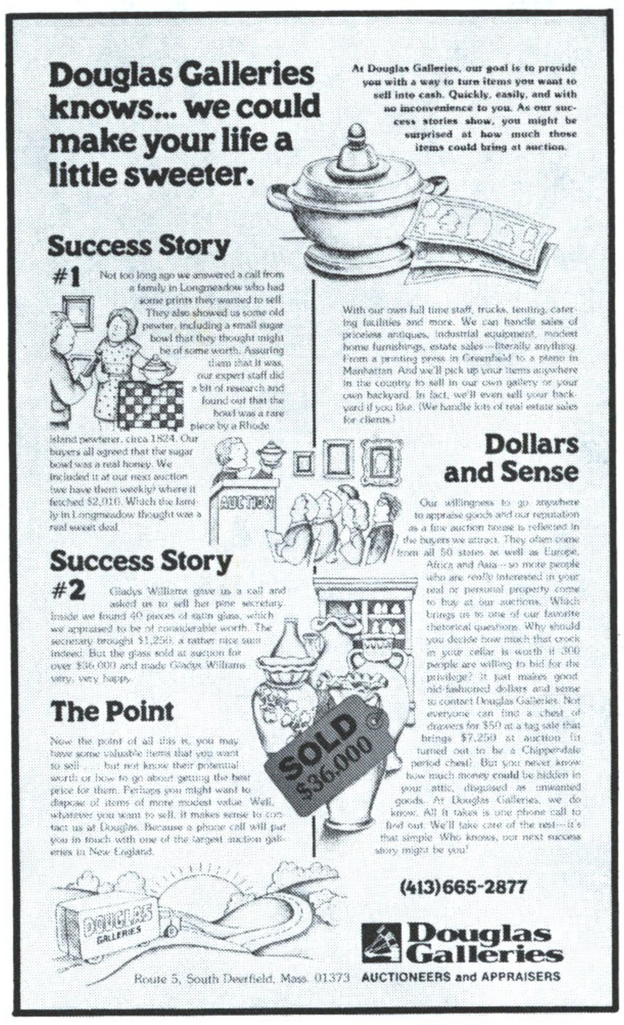


INSTITUTION

Multi-color: Douglas Galleries, Auctioneers and Appraisers, South Deerfield, Massachusetts. Printed black and red on white, the pamphlet unfolds to 8½ x14. Line illustrations are black and grey, with 3000 distributed to date. (Next page, upper left)

Single color: Burns-Hutson, Sweetwater, Texas. Cover stock is textured on this 8½ x 11, 12 page booklet, printed black on white. Booklet contains auctioneer biographies, company background, and business letters of recommendation. (Above, right)







CONSIGNMENT SALE with GENERAL HOUSEHOLD and ESTATE LIQUIDATION
Multi-color: Layne Real Estate & Auctioneers, Franklin, Kentucky. Four page brochure, 8½ x 11, printed green, brown, and black on white. Distribution was 1200, for a sale gross of $28,000. (Below, left)

Single color: Webster's Auction Palace, Houston, Texas. Black on white sale bill, 15 x 21, 5000 mailed and delivered. The two day auction sold a lifetime collection of antiques, glassware, and jewelry. (Above)



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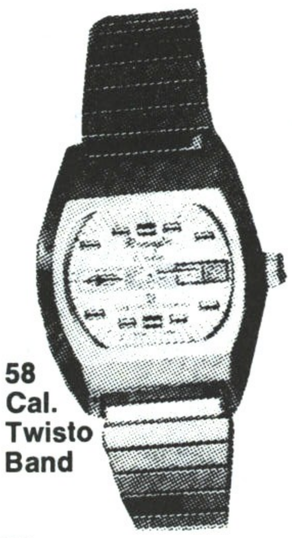
Contact Debbie Dent, 1101 Pacific Avenue, Dallas, Texas 75202, 214/741-1515.

Source: Dallas Times Herald Continuing Market Survey, 1979, 4,000 Telephone Interviews.

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20
Men's
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58
Cal.
Twisto
Band



52
Cal. Exp.



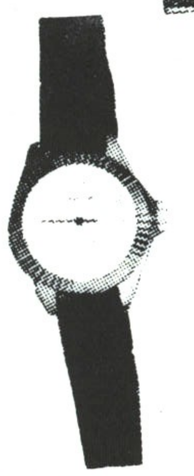
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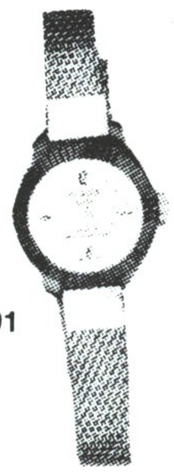
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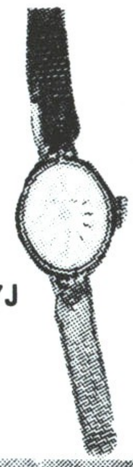


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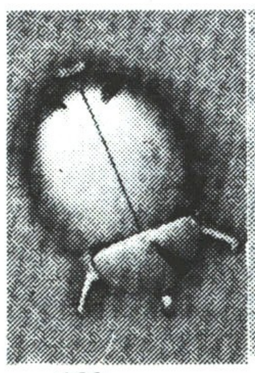


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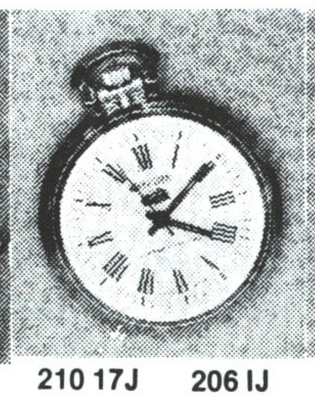


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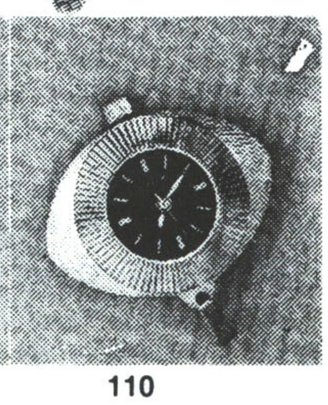


120



210 17J

206 IJ



110



220 17J

230 IJ





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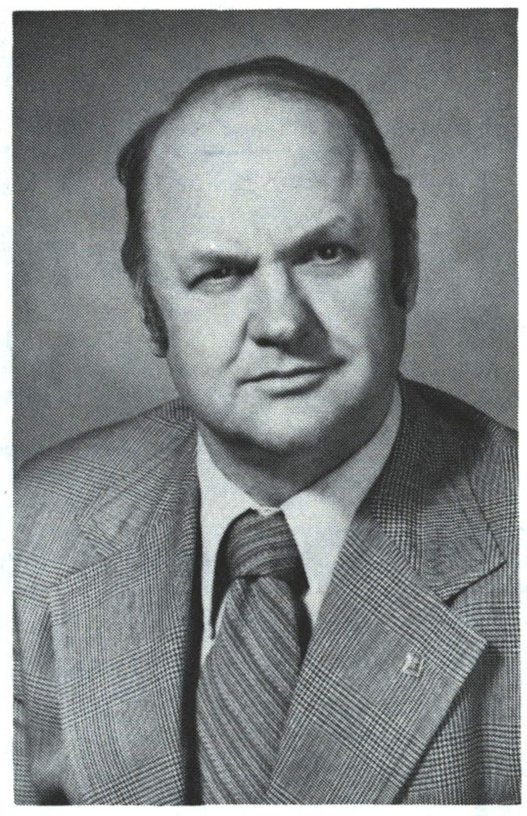
8 West 37th Street, New York City, New York, 10018

NAA officer/director article . . .

Auction contracts vital to sale successes

By John A. Horton, CAI
Huntsville, Alabama

NAA director John Horton was elected to the NAA Board of Directors in 1979. He is the owner and founder of John A. Horton Realty & Auction Company, Huntsville, Alabama. The Horton auction firm offers a complete real estate agency, handling auction sales of farms, homes, many types of businesses, commercial land, and subdivisions.



Successful auctioners have learned the value of using good binding contracts that protect their interests. It's as simple as that. Each contract "spells out" all important details — date, time and place of the auction, terms and conditions of the sale.

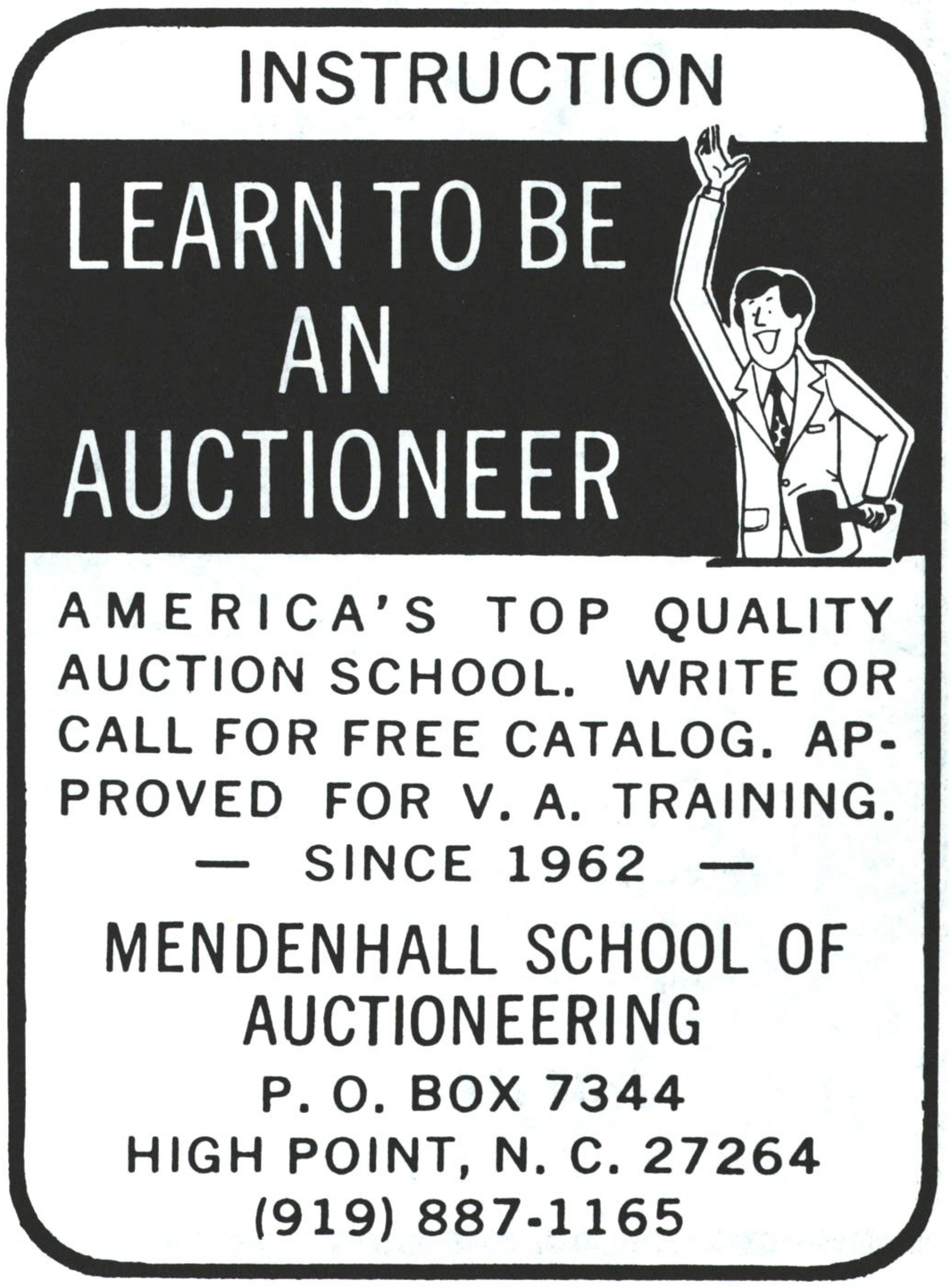
Many of the states that have a license law require the licensed auctioneer to have a contract between the auctioneer and the seller, in order to conduct an auction sale. **But every auctioneer should have a good binding contract before he or she starts promoting any auction.**

In my opinion, an auction contract should include at least all of the following.

(1) Name, state, city and county.
(2) Names of auctioneer and seller.
(3) Date of the sale.
(4) Place of sale.
(5) Commission to be charged by auctioneer.
(6) List of items to be sold.
(7) Owner's warranty that property to be sold is free and clear of all liens and encumbrances.
(8) Owner agrees to get said property ready for sale and assist the auctioneer as is customary at the day of sale.
(9) Owner agrees that nothing included in this auction is to be sold or otherwise disposed of before sale date.
(10) Owner acknowledges that no representation or guarantee as to the sale price to be obtained has been made by the auctioneer.
(11) Auctioneer agrees to conduct said sale as auctioneer, including the customary newspaper and mail out advertising, and owner agrees that no other expenses of the auction is to be paid by the auctioneer.
(12) The contract should have a place for the owner or owners to sign along with the auctioneer's signature and date.

All of the dozen listed items are important. You simply must use contracts to be successful in the auction business today. I know of an auctioneer who started out in the auction business and did real well for a while. He then began to operate without the proper contract as if everyone was his friend and he didn't need any kind of written agreement between auctioneer and seller. That auctioneer is out of business today.

I still meet auctioneers, in my travels to conventions and meetings across the country, who say they conduct auction sales without contracts. Let me put it this way, I have held auctions for my uncle, my brother, cousins, neighbors, and all signed a contract that was written out in detail, as to what was expected of one another.



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Auxiliary Board of Directors met in Las Vegas

The Board of Directors of the Auxiliary to the National Auctioneers Association held three meetings during the 1981 NAA Las Vegas convention. Among other decisions, the following positive actions of the Board are taken from the official Auxiliary Board minutes.

- Decided that for past and present active members of the Auxiliary, when the NAA office has been notified of their deaths, information be printed on the Auxiliary page of the AUCTIONEER.
- Decided that the Auxiliary to the NAA pay round trip travel expenses and one night's room and board for the president of the Auxiliary, the Auxiliary convention chairperson, and if necessary the secretary-treasurer of the Auxiliary (at the descretion of the Auxiliary president and the Auxiliary convention chairperson) to attend the NAA January Board meeting, to discuss convention plans with the NAA Board of Directors.
- Directed that the secretary-treasurer mail membership cards to any paid members who did not



Col. Jim Graham
CCIM, CRB, AFLB

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receive their cards at the convention.

- Directed that 20% of the current membership dues will be available to the Auxiliary convention chairperson to help defray costs of convention expense — if needed.
- Pledged $1500 to the NAA building fund; $500.00 to be given by Friday, July 31, 1981, and $200 a year for five years.
- Directed that request for permission be made from the NAA Board of Directors, to consign one or two items to be sold at the convention Fun Auction.
- Directed that the President appoint a committee to be in charge of items, to be sold at auction at the Auxiliary Luncheon.
- Decided to amend the Auxiliary constitution to incorporate.
- Directed that the President appoint a committee to revise and amend the Auxiliary Constitution & By-Laws.

Dear Auxiliary members,

Now that the convention at Las Vegas is history and summer vacations are over, maybe we can settle down and put into practice all the ideas we received. It is always a pleasure for me to remember all the old friends we saw again at the convention, and the new ones we have met. Each year I marvel more and more at the wonderful people involved in our chosen profession of auctioneering. They are truly top notch.

Since the NAA membership is growing at a regular pace, we who serve as your Auxiliary officers and directors are concerned with reaching all the spouses with a SPECIAL invitation to join your Auxiliary. As your membership chairperson, may I suggest you join when your spouse sends in the NAA Atlanta convention registration, or better still, send your dues directly to Pat Dunning, secretary-treasurer to the Auxiliary. Her address is listed on this Auxiliary page.

Our National Auctioneers Association has always been a great family organization, and let us keep it that way by becoming involved. The Auxiliary invites all family members who are not members of NAA to join. Our programs do not conflict with the NAA activities at the annual convention, but rather support and compliment our wonderful NAA auctioneers.

We are looking forward to another good year under the leadership of Pat Lambright, our new president; and God willing we will see all of you in Atlanta next July.

But join NOW, you will be glad you did.

Mrs. Naomi Newcom, vice president
Auxiliary to the NAA
Whitewater, Kansas

A 30-second TV spot on the Super Bowl game cost $275,000. It reached more than 46 million viewers.

The Auxiliary to the

National Auctioneers Association

1981-82 Officers

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Mrs. Eleanor L. Moon, Lewis Rd., Box 575, North Attleboro, Massachusetts 02760, phone: 617-761-8003

NAA schedule of events, 1981-82

January 25-27, 1982 — NAA Real Estate at Auction Seminar, Holiday Inn Central, Tampa, Florida.

February 15-17, 1982 — NAA Personal Property at Auction Seminar, Marriott Hotel, San Antonio, Texas.

March 28-April 3, 1982 — Certified Auctioneers Institute (CAI), Indiana University, Bloomington, Indiana.

April 4-10, 1982 — National Auctioneers Week.

July 28-August 1, 1982 — NAA Annual Convention, Atlanta Hilton Hotel, Atlanta, Georgia.

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BY RUSSELL KRUSE

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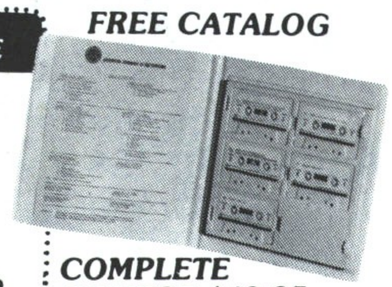
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Welcome to the crowds, the merchandise, and 10 auctioneers selling at the same time. It happens every week in Northern Indiana.

The more familar you become with auction activity nationwide, the more accustomed you might become to the word "unique". An auction record becomes just another record, among many each year; and an organ grinder's music box, just another item among "unique" items sold every week. Then, you hear about something like the Shipshewana Auction — as many as 12 auctioneers selling at the same time, rows of tour buses in the parking lot, four state area draw, antiques, merchandise, flea market, livestock, 3,000-5,000 attendance during the good weather — *and it happens every week of the year.*

THE AUCTIONEER visited the small town of Shipshewana, Indiana, in June, for a first hand look at this incredible auction. NAA director of association services, Gary Carmichael, was the guest of NAA director and past president, Harvey Lambright, from nearby LaGrange. And that's how you may have already heard of Shipshewana, population 1100.

Harvey Lambright has been selling at the Shipshewana Auction for 26 years, and all that time describing the town's weekly sale. However, some auctioneers honestly didn't believe him.

But the following AUCTIONEER article will attest — Shipshewana is a unique auction event that deserves experiencing. Stated another way, if you're ever in that part of Indiana, don't miss the weekly auction in this quiet, unassuming town, with a four syllable name that some folks don't even try to pronounce.

Staying organized is crucial

Remember your biggest auction crowd, and your greatest variety and volume of items? That may be the best comparison to describe the weekly Shipshewana Auction. Of course, staying organized is a must, and a breakdown in organization unimaginable. At Shipshewana, the great variety of antiques and merchandise is delivered, sold, and settled for, pretty much without incident or problem. It's an auction procedure that has proven itself since 1922.

The main auction building floor is divided into nine lanes running the length of the building. Each lane is marked off in rectangular spaces which consignors fill with saleable items. All items are sold on commission, and the consignors are responsible for their merchandise, before, during, and after the sale. The Shipshewana staff shows the consignors where to set up, and tags the items for sale. What's the best security against theft? "The public" accord-

SHIPSHEWANA



ing to the Shipshewana staff, which reports minimal incident compared to the large weekly volume, and the crowds.

Commissions at the Shipshewana Auction are probably comparable to many auction localities — 20% on the first $300, 15% on the remaining amount, 10% charged on all no sale items. The auction of antiques and merchandise has become so popular that what used to be sold in one day, on Wednesday, now takes all that day plus Tuesday evening. However, consignors pick up their money the same day as their items are sold.

Shipshewana buyers arrive by the busload as well as the "buggy" load, with the auction well attended by residents of the large Amish community in northern Indiana. Bus tours for the Shipshewana auction and flea market originate as far away as Chicago, Toledo, and Detroit. **On one particularly busy sale day last summer, 17 busloads of people arrived. The usual draw for Shipshewana is a 150 mile radius.**

"Do these numbers of people actually buy," you might ask, as you make your way through the Shipshewana crowd. The answer is an unequivocal "yes". The $30,000 to $50,000 in antiques and merchandise changes hands in 50% cash, 50% checks. As expected, the auction crowd includes a number of dealers who prearrange with the office to charge purchases within a specific limit, then settle at the end of the day. Keep in mind, however, that the entire buying transaction takes place on the auction floor, with all money and sales tax collected by the clerk/cashier, at the time of sale.

But with all the crowds and the thousands of auction items sold each week, Shipshewana is completely cleaned up the day after the sale. Nothing is left, it's all hauled away, sold or otherwise.

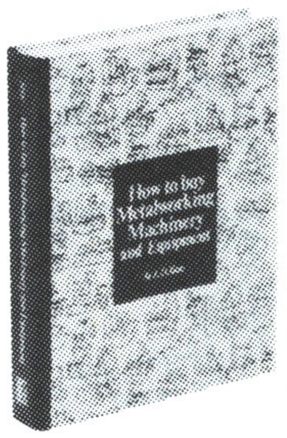
Rules governing the auction procedure are clearly posted. For example, there is no "private selling" at any time before, during, and after the auction. A consignor cannot stop his own sale in progress, because the prices aren't high enough, then sell the items privately. Such a consignor would be asked to go outside and rent a flea market stall, and sell merchandise accordingly.

Enforcing the rules is only one function of the Shipshewana auction staff. Not counting the possible 10 auctioneers and 10 clerks on a given sale day, the office staff of five, plus one tag man, handles the auction activity. Antiques and merchandise auction people, however, are only one part of the total Shipshewana crew.

In recent years the Shipshewana auction has grown tremendously, and will continue to grow as much as it can. How is Shipshewana advertised? Where are the ads, the sale bills, and the flyers? There isn't any tangible Shipshewana Auction advertising, explains owner Robert Lambright (no relation to NAA director Harvey Lambright). Promotion of Shipshewana is primarily by word of mouth and free

Continued page 51, column 1

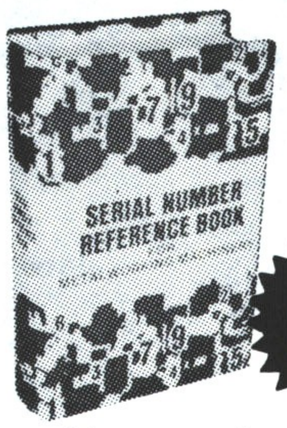
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But there's one other intangible promotion — tradition. Families have been regularly attending the Shipshewana Auction since the twenties.

Small beginning, progressive growth

In 1922, Shipshewana resident George Curtis and banker Levi Miller began holding weekly auctions, slightly north of the present Shipshewana Auction site. Twenty-five years later, the auction was sold to a Lambright family — the father, brother, and the auction's present owner as a young man. The Lambright's first conducted business from the present Shipshewana location in December 1947, with a gross sales figure of $2,000 — livestock, merchandise, antiques, everything.

Shipshewana Auction again changed owners in 1961, sold to local resident Walter Schrock, who supervised Shipshewana's greatest expansion. What started out as a small auction, with flea marketers selling from their car trunks, has grown to the limits of its boundaries within its small, Indiana home town.

- Shipshewana's 30 acres contain the livestock auction, the antiques and merchandise auction, two cafes, 900 possible flea market spaces, and parking for hundreds of cars, campers, buses, and horse drawn carriages.
- The auction is held 52 weeks a year, Tuesday night and Wednesday for antiques and merchandise, livestock only on Wednesday, and horses only on Friday.
- A survey of license plates indicated attendance from 46 states and Canada, as of May 1981.
- The flea market runs from early spring to late fall. Subzero weather cuts down on the number of livestock sold, but the enclosed auction building continues to draw crowds.

In March, 1981, the Shipshewana Auction was sold to Robert Lambright, who as a younger man had help reorganize it in 1947. Mr. Lambright is assisted by his sons who handle the livestock auction. **Shipshewana certainly does have a future, but at present it is a limited expansion.** The entire auction and flea market complex is bordered on all sides by either housing, established businesses, or unavailable property. Of course, limited area does not stop the crowds which keep coming back, year after year.

One of the attractions which maintains the popularity of Shipshewana is its auctioneers, who begin selling at 7 a.m. on Wednesday, and don't stop selling until every item is out the door. Right along with those auctioneers are their clerk/cashiers. And observing these auction people, selling merchandise in a big, noisy, hectic building, is a sight to behold.

Continued page 53, column 1

Because of the price of gasoline, bank robbers in New York City are now using getaway car pools.

Thousands arrive every week

The Shipshewana auction and flea market can be compared to a small county fair that happens every week. Three to five thousand people is common attendance during the good weather months, but Shipshewana draws good crowds on a year around basis. Effective planning for the weekly influx of Shipshewana fans is a definite must.

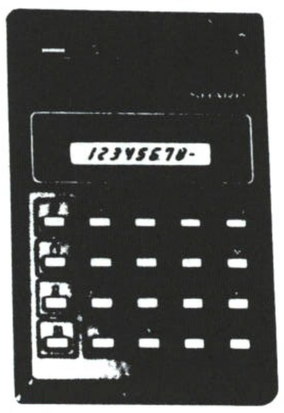


BUS TOURS to the Shipshewana Auction leave from as far away as Chicago and Toledo. The tour includes the visit to the auction and flea market, plus dinner at an Amish restaurant.

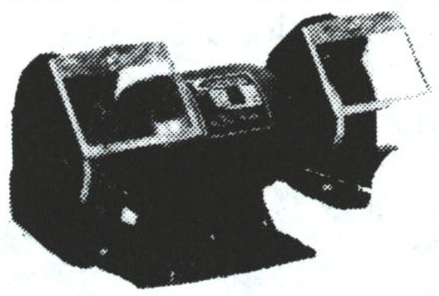


NINE-HUNDRED FLEA MARKET STALLS can be rented to accommodate the Shipshewana crowd. Contrary to what you might hear, the Shipshewana Auction was an established tradition well before people began selling out of their car trunks, thereby starting the flea market years ago.

Continued page 53, column 2

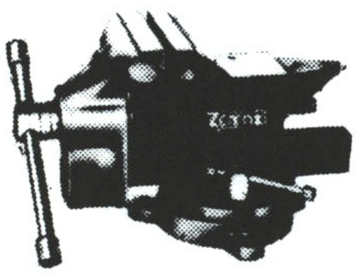


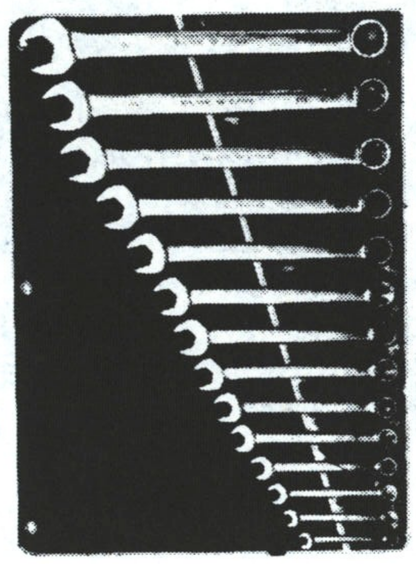






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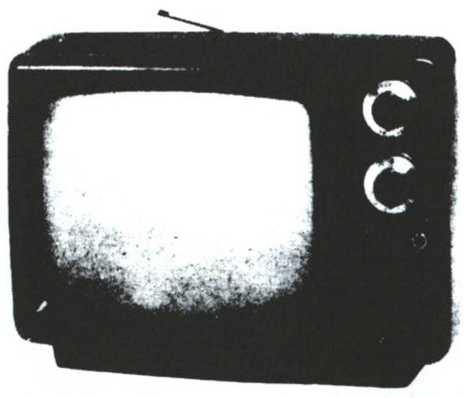


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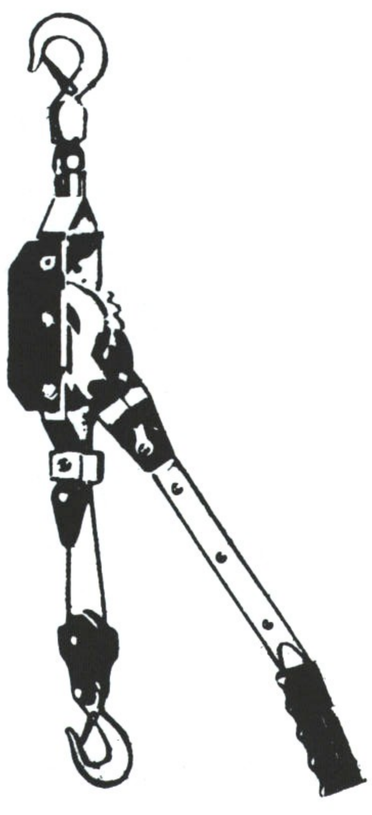
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Above all, it's an auction

Even though you might compare it to a small county fair, you must remind yourself that Shipshewana is primarily an auction. Therefore, the business success of Shipshewana is due largely to the effectiveness of its auction people.

"Coordination between clerk and auctioneer, and the energy of everyone involved are the keys to organization," according to antiques and merchandise auction manager, Chuck Haarer. Clerking accuracy is very important so that no part of the sale transaction is missed — item description, price, sales tax, buyer. Equally important is the auctioneer as a representative of Shipshewana, and of his own salesmanship. Part of the payoff to the auctioneer is seeing regular auction goers every week. It is very common for crowd loyalty to develop towards a specific auctioneer; plus, that same auctioneer and clerk/cashier will sell in the same row of merchandise each week.

Year after year Shipshewana's auctioneers have continued to sell, for many individual reasons. What happens if you get sick and can't make it that week? Standby auctioneers and clerks are available, but everyone is paid on an hourly rate. The auctioneers, however, are assured two hours.

The pictures that accompany this AUCTIONEER article will give you some idea of auctioning at Shipshewana. But to discuss an auction is to discuss the orderly flow of money, managed at Shipshewana right at the point of purchase.

The clerk/cashier for each auctioneer draws $100 in change at the beginning of the auction day, but it is sometimes difficult to stay in change, given the collection of sales tax on each item. The problem is not so much that a cashier would miss the few pennies on a small item, but to miss 4% of a day's $30,000-$60,000 is a substantial loss.

Clerking sheets, checks, and large bills are picked up twice an hour so that the auction office can stay ahead of sales, especially with dealers charging large quantities. The office sets a limit of how much an individual can charge, and payment must be received before the individual can make any more charges. At the end of the day, the clerk must have money to cover the purchases, the 4%

Continued page 55, column 1





PRODUCE AND HAY are also purchased at Shipshewana, with hay sold at auction the year around.



THE LOGISTICS of people and parking cannot be left to chance, but organized for each sale day. Shown here is the back end of the auction building, plus some of the camper parking near the flea market.

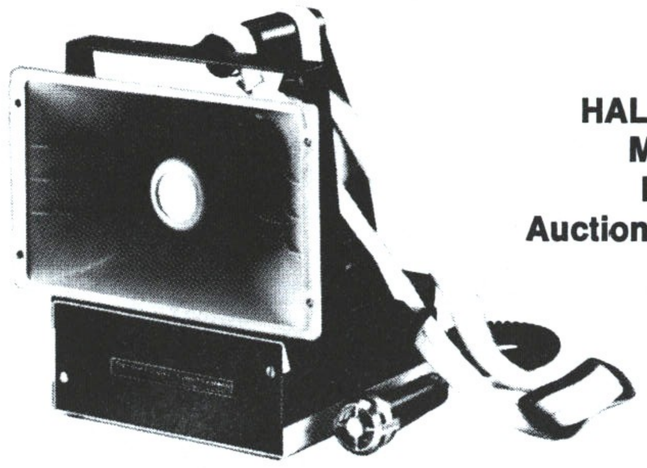


BECAUSE THE SHIPSHEWANA, INDIANA, area is heavily populated by Amish people, their special mode of transportation must be properly considered. On a given auction day, as many as a hundred or more carriages and draft horse teams will be driven to the auction and market.

THE TWO DISTINCT FORMS of transportation at Shipshewana are parked end to end. Walking back to the auction are two Amish girls in traditional dress.

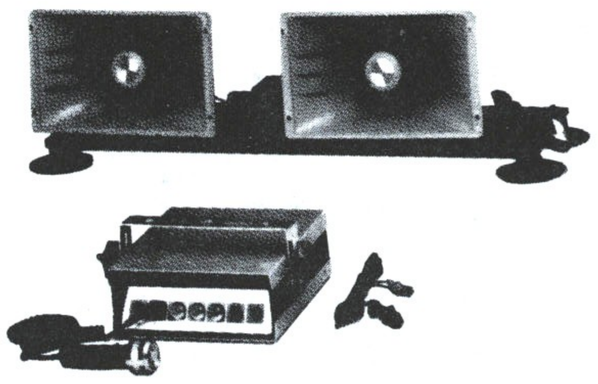
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Of course, one of the major factors in the price of an item is quality. The good quality items sometimes sell themselves, but it's auctioneer salesmanship that brings good prices for items. Whatever the selection, the busloads of "first timers" at Shipshewana will often purchase items just to say that they bought at the Shipshewana Auction. Regular customers, however, are not only avid buyers, but consignors. Rather than have a garage sale, the merchandise is trucked to Shipshewana to be sold at auction.

But is auctioning at Shipshewana good for your personal auction business? Answering that question is part of the reason auctioneers become Shipshewana regulars.

NAA member Kirby Bollinger, LaGrange, has been auctioning at Shipshewana for seven years, and explains that the weather is a good indicator of a receptive auction crowd or a difficult auction crowd. But is Shipshewana good for business? Auctioneer Bollinger answered with a qualified "yes".

"Sometimes you get a little discouraged, and think 'well it's not hardly worth it'. Then all of a sudden you make four-five contacts." Explains NAA member Bollinger, "people call to say that they heard you at Shipshewana, or they see you every week, and they want you to handle their sale. **There are so many people at the Shipshewana Auction that you have no real idea of just how many people are watching you sell."**

For NAA member Kenneth Sherbahn, South Fulton, Indiana, auctoning at Shipshewana is a "personal challenge". He's a livestock auctioneer by trade, but regularly auctions antiques and merchandise on Tuesday night. Auctioneer Sherbahn considers Shipshewana an excellent means of "really staying in the auction business . . . because there is a world of people going through Shipshewana in a day's time. Your own salesmanship is important, because especially on the bigger and finer items, you try and get the best price that you can."

Both auctioneers considered teamwork with

Continued page 57, column 1



AFTER THE CONSIGNED ITEMS are sold, they are removed from the back of the building as the crowd and the auction move on.

Big auction building, big crowds

The auction activity at Shipshewana is located in two buildings — the livestock ring, and a large steel building which houses the sale of antiques and other merchandise. As the following pictures show, that large building is the scene of sometimes hectic auctioneering.



THE AUCTION BUILDING FLOOR IS DIVIDED into nine lanes running the length of the building. Each lane is marked off in rectangular spaces, which the consignor fills with saleable items. This picture shows a consignor's items on tables, within the consigned space, and people browsing or waiting for the auctioneer to arrive at that stall. The man above the crowd, in the white hat and tie, is an auctioneer working his way down his lane of consignor stalls. Needless to say, the auction building can become very crowded. The auction starts at 7 a.m. with as many as 12 auctioneers selling at the same time.



OFTEN THE BUILDING ISN'T LARGE ENOUGH for the consigned spaces within, so the selling lanes are extended outside. When the auctioneers complete their respective lanes, they move over and help another auctioneer who isn't finished selling yet.

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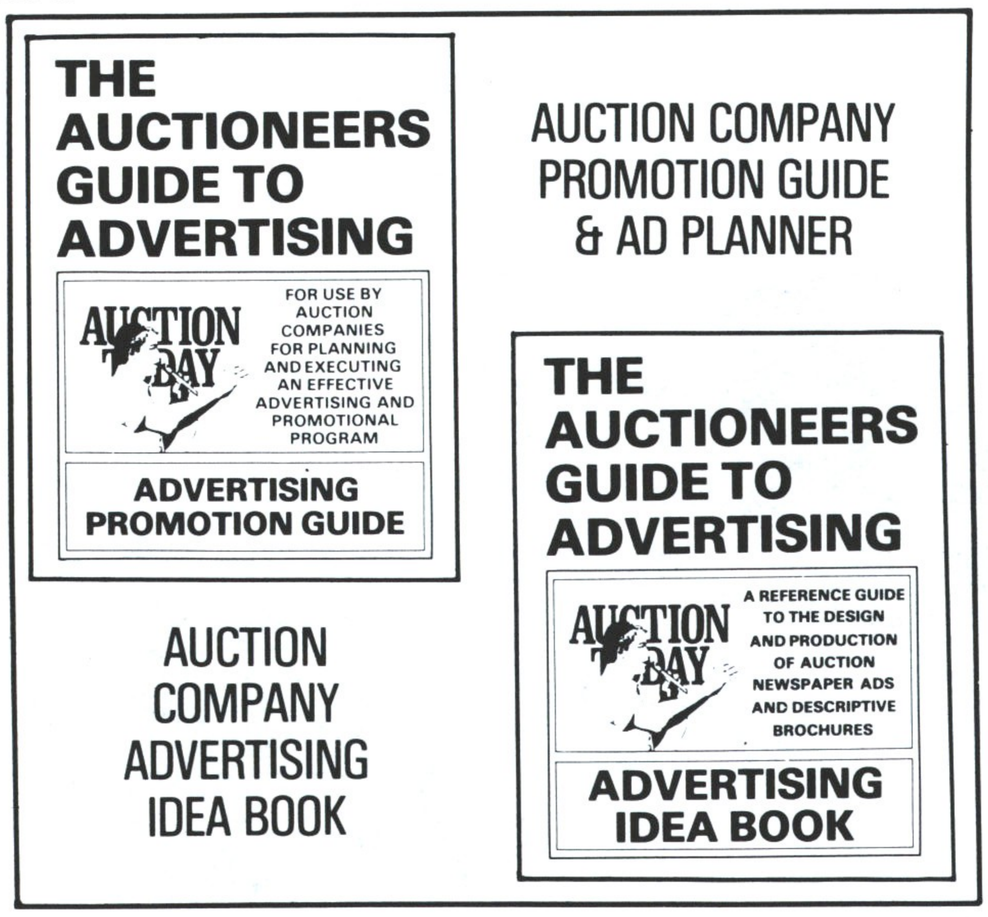
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their clerk/cashier to be essential to the success of their Shipshewana auctioneering. Different clerk-auctioneer signals are often used to keep the bidding going, despite interruptions. Without exchanging a word, one clerk/cashier nudged her auctioneer, who held her bills while she made change and replaced her clerk sheet, while the auctioneer continued the bidding. They completed the item's sale, even without any delay in the clerk's recording the transaction. That kind of auction teamwork happens repeatedly in a day's sale at Shipshewana.

"Shipshewana — where is it?"

It can be readily assumed that some NAA members reading this AUCTIONEER article will actually make plans to visit the Shipshewana Auction, and see it all for themselves. To experience the full impact, visit during the summer when the crowds will jam the 30 acres, antiques and merchandise will overflow the auction building, and 2,000 head of livestock will change ownership. The auction market adjoins the south edge of Shipshewana, which is located between LaGrange and Middlebury, and fairly accessible by Interstate 80.

After a day's visit, you may come away with the impression that it's just another auction, and "those are just rows and rows of junk". On the contrary. As many as 10 auctioneers selling at the same time is a phenomenon, even within the great variety of events, characteristic of the auction industry. And all that you would see lined up at Shipshewana is not junk — it's merchandise. As NAA member Kenneth Sherbahn explained, "if there's an item you're looking for, and you don't find it at Shipshewana, come back in another week or two. It'll turn up."

For the professional auctioneer, Shipshewana is a busman's holiday that is more than just a well organized sale. Shipshewana is an auction *event* and remember, it happens every week.

Article by Gary Carmichael,
Director of Association Services



How the auction items are sold

The following sequence is a moment by moment illustration of how an item is sold in the Shipshewana auction building. This particular "lane" of consignor stalls is one of two outside, under a "porch" roof that runs along the side of the building.

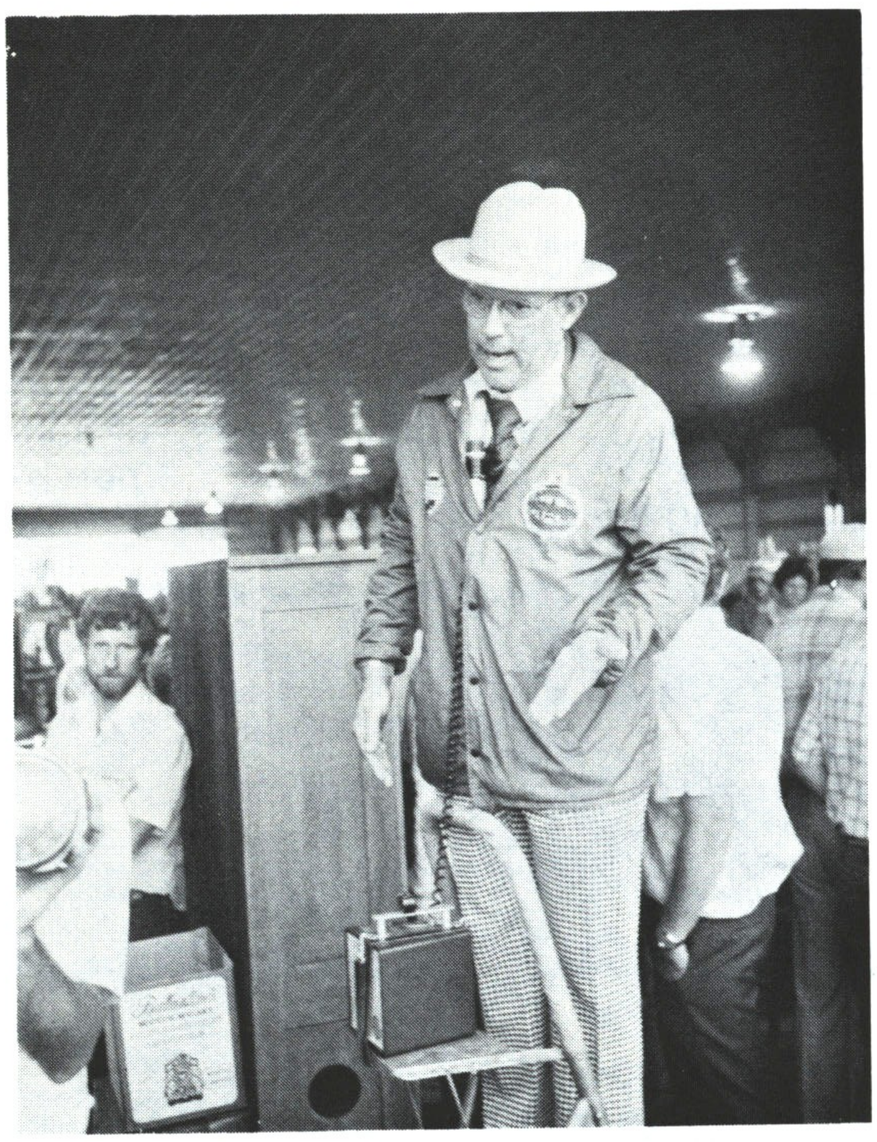


1) The man at the far left is the consignor, holding up an item for sale; and the auctioneer in the white hat is taking the bids. Behind the auctioneer is the clerk/cashier who is collecting money from the lady at right, reaching into her purse. Payment and clerking for the previous item is done while the auctioneer moves on to the next auction item.

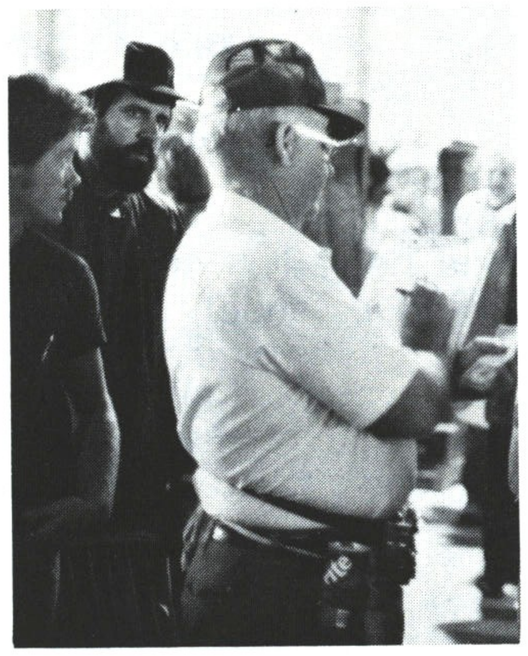


2) The consignor hands the sold item to the buyer, while the clerk records a brief description, buyer's name and price.

3) Money and sales tax for the item are collected, as the bidding moves on to the next item. The clerks are relieved of their cash regularly by the auction office.







4) Many clerk/auctioneer teams have been together for years, thereby increasing the efficiency of the auction transactions. One auctioneer explained, "it's the clerks that make the Shipshewana auction, not necessarily just the auctioneers."

5) Auctioneers are constantly surrounded by either merchandise or the crowd. NAA members Kirby Bollinger, left, and Kenny Sherbahn, below, like all Shipshewana auctioneers, are adept at taking bids accurately, despite the noise, the crowd, and other auction chants.

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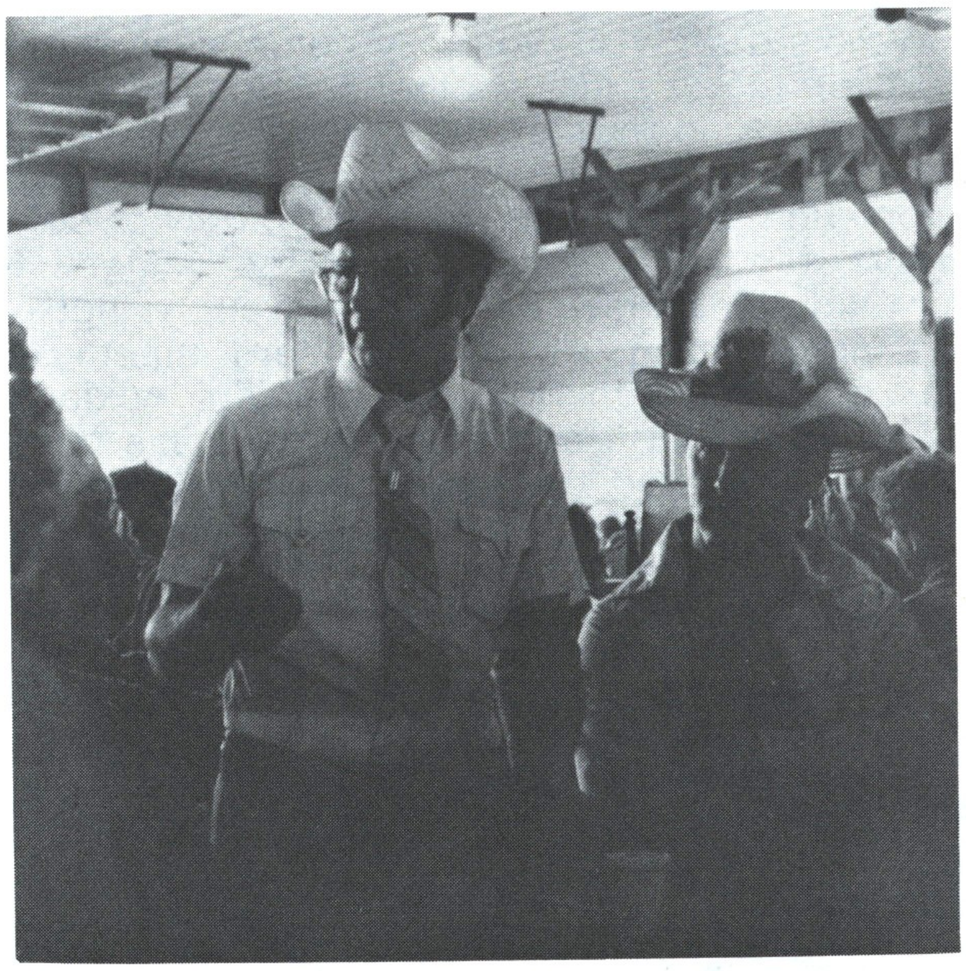
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Continuing the pattern of decline over the last 4½ decades, the number of U.S. farms dropped to 2.43 million in 1980, from 2.52 million in 1975, according to the USDA's Crop Reporting Board. Stated concisely: farm numbers in the New England states and on the West Coast actually increased slightly; fewer farms in most eastern, southern, and central states; Nevada's farm and ranch number rose 32% from 1975-80, while Texas recorded a modest decline of 2%.

LIVESTOCK MARKET DIGEST

Harvey Lambright, Shipshewana veteran

Northern Indiana is definitely "auction country", and the firm of Lewis & Lambright, Inc., with home offices in LaGrange, is an active participant in the regional market. NAA director and past president Harvey Lambright, and his then father-in-law to be, Winford "Wink" Lewis, formed the partnership in 1956. And auctioneer Lambright has continued the company's progress after Mr. Lewis' death in 1978.

Both auctioneers have been career-long supporters of the Shipshewana Auction. As a matter of fact, Harvey has auctioned there since 1955.

As discussed in the AUCTIONEER article, NAA director Lambright has talked about Shipshewana throughout his service to the National Auctioneers Association. The trouble was, many people thought Harvey Lambright's description was slightly exaggerated. No auction could be that active, that big, every week of the year, so they thought.

In preparation of this article, as managing editor of THE AUCTIONEER I was the guest of Harvey and Pat Lambright in June. Not only did I receive an excellent tour of Northern Indiana, but also I was introduced to the Amish community of LaGrange and surrounding counties. Because of their religious beliefs, Amish people do not have electricity in their homes, nor telephones. Also, their transportation is by horse and carriage, with farming by draft horse and plow.

In the time that I stayed with the Lambrights, I was also able to accompany Harvey and his auction staff to an Indiana Toll Road auction, and meetings with his auction clients. One evening, we visited an Amish home where auctioneer Lambright finalized a real estate transaction in two languages, English and Pennsylvania Dutch, the traditional Amish dialect.

Needless to say, the Shipshewana Auction can be quite a vacation for an auctioneer. Possibly one's first reaction would be to return home and build your own Shipshewana. However, that might be more than difficult. Imitation being one thing, and success in business another, remember that Shipshewana has been selling at auction since 1922. That's a phenomenal tradition, without duplication in today's auction industry.

Gary Carmichael,
NAA director of association services



FORMER OWNER of the Shipshewana Auction, at left, Walter Schrock, talks with Harvey Lambright while the sales continue in the background. Mr. Schrock supervised Shipshewana's growth from 1961 to 1981, and expanded the antiques and merchandise facility into the present large auction building.

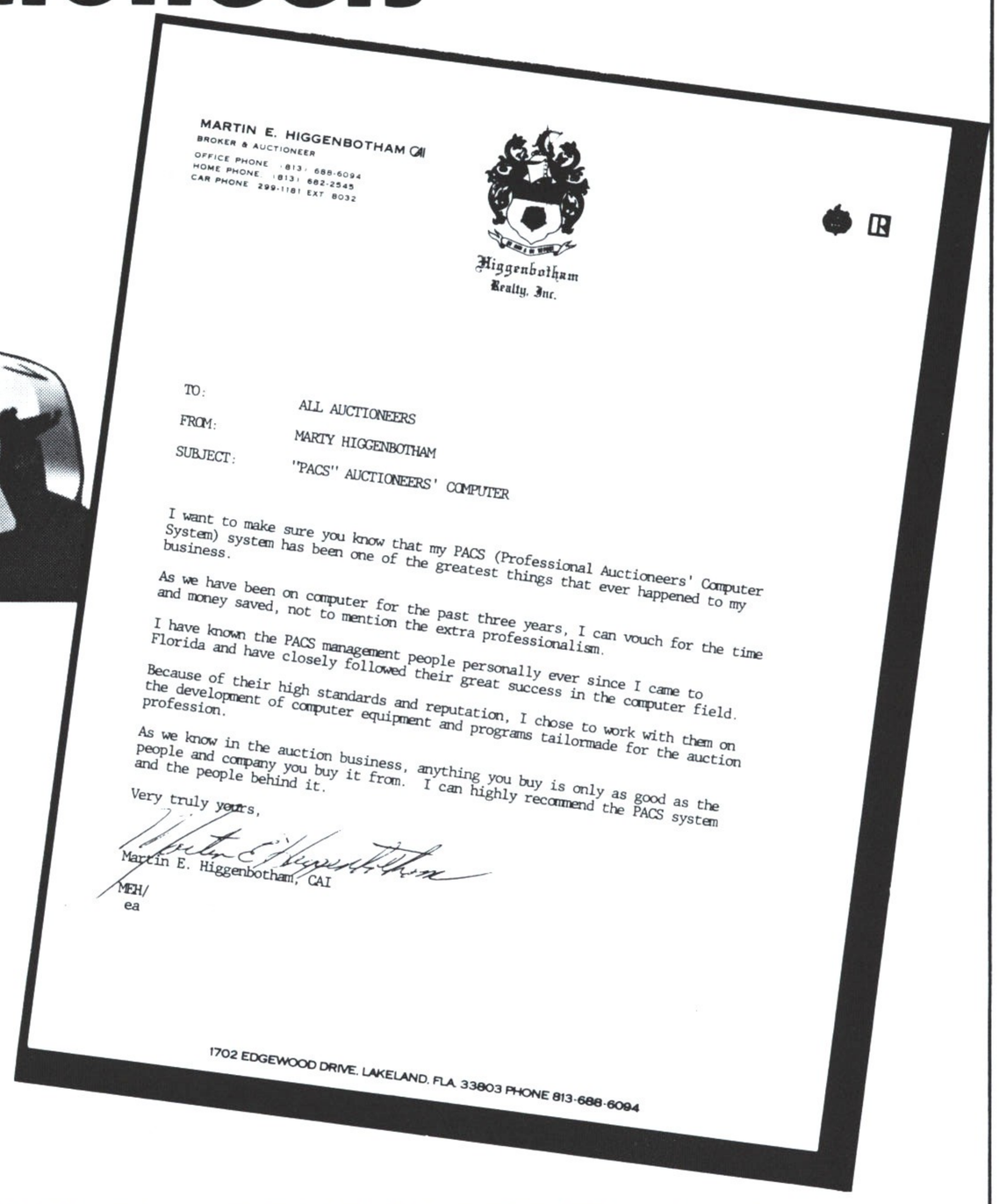


INDIANA TOLL ROAD auction was conducted by Harvey Lambright and Kirby Bollinger, during THE AUCTIONEER'S visit to Shipshewana and Northern Indiana.

More art auction records were set by Sotheby-Parke Bernet. Worldwide SPB sales totaled $602.3 million, with the best selling categories being impressionist and contemporary art, followed by jewelry, Chinese works of art, then American and Canadian paintings. The highest price ever paid for an SPB auctioned item was $6,647,000 for a pair of diamond ear pendants.

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Real Estate at Auction

What's in the future for home buyers?

By Donald E. Cook
President, Ohio Association of REALTORS®

(Reprinted with permission from FARM & DAIRY, Salem, Ohio. Emphasis added by THE AUCTIONEER).

Will Americans be able to afford to buy one in 1985? Or 1990?

The answer probably can be "yes" in most cases — but buyers are going to need some help in judging what they can afford, whether they are willing to make some sacrifices in other financial decisions, and they may be faced with some housing decisions their parents or others in the family didn't face in the past.

Many Americans have resigned themselves to the fact that their prospects for becoming homeowners have been delayed, largely because homes they might have bought in 1981 have been pushed out of reach by high interest rates and the monthly mortgage payments those rates dictate.

Because of today's economics — and probably tomorrow's — American home buyers apparently are going to have to be willing to accept homes which are smaller or older than they planned in the past.

First, on the subject of smaller homes — for some time now, housing experts have been forecasting major changes for the construction of the basic house within the next five years.

A recent study of builder attitudes as they relate to energy issues conducted by Dow Chemical Co. revealed the majority of 743 builders surveyed were predicting that down-sizing of houses would soon become commonplace. Their reasoning was based on the fact that smaller, more compact houses are less expensive to heat and cool. **This is the first time buyers have shown willingness to accept a smaller home.**

Density is becoming a major factor. Although the preference remains for the single-family, detached home, the most efficient use of high lot costs remains with two, four or more units on a lot, but sold as condominiums. **This type of building efficiency and lot usage will dictate smaller prices.**

In the Dow survey, many builders also predicted the reduction or elimination of such traditional areas as dens and dining rooms. Living and family rooms will be combined into a "great room" and a similar approach is being taken with kitchens and dining rooms. Builders are combining the two into country kitchens, incorporating half of the square footage once used in the dining room to provide a kitchen large enough in which to eat.

There is a wealth of older, existing houses which can be renovated and made energy efficient, and many families have been finding them to be perfect homes for their needs. **The fact is that the country must rely on preservation of that older housing stock because new home building is running behind.**

One of the country's priorities right now is to find ways to revive the American dream of owning a home and to help people achieve it despite more difficult economic conditions.

President Reagan and the Congress have delivered a tax reform law which encourages more tax-free savings to rebuild the pool of mortgage loan money. And the President has appointed a special commission which is to bring back recommendations this fall for an Administration housing strategy that will deliver housing at cheaper cost, to make home ownership especially practical for young couples who have never owned a home before.

The commission report is eagerly awaited. Statistical evidence shows clearly that there is housing demand out there in record numbers just waiting for the right kind of mortgage market at a reasonable price to bring it to life through the 1980's.

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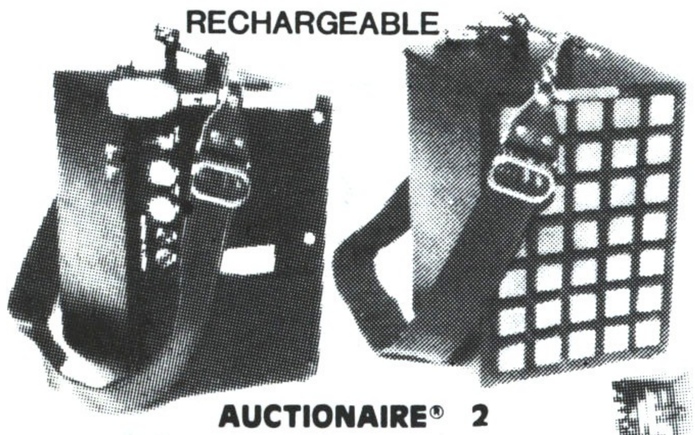
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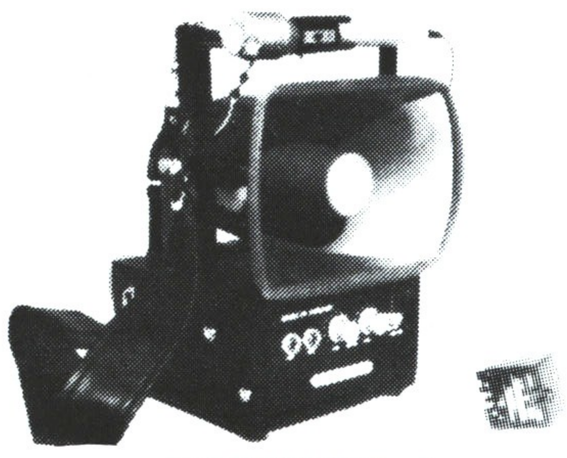
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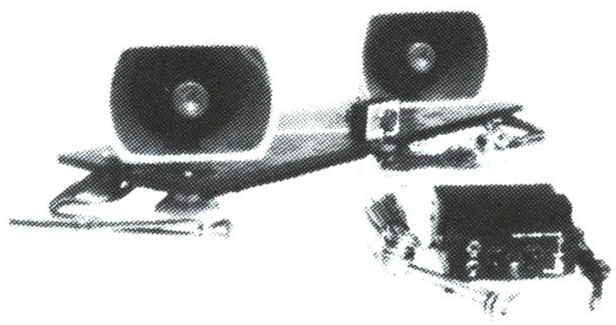
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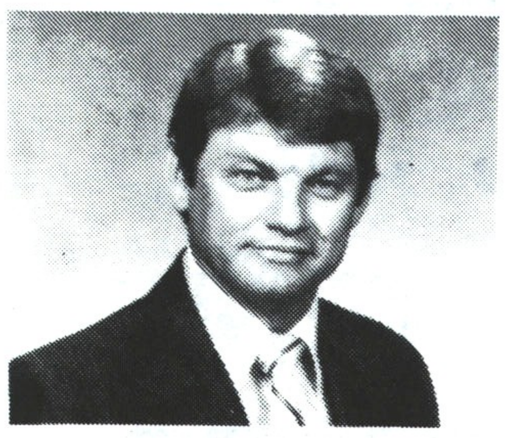
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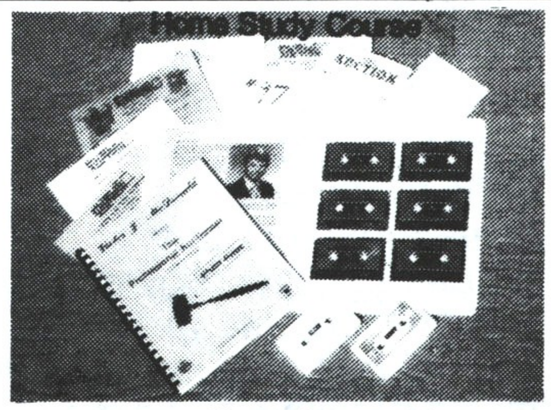
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gelatin
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It's not necessarily a man's world when it comes to doing business. Women owned 702,000 businesses in 1977, the latest year for which statistics are available. Seven out of ten women-owned firms employ fewer than five employees.

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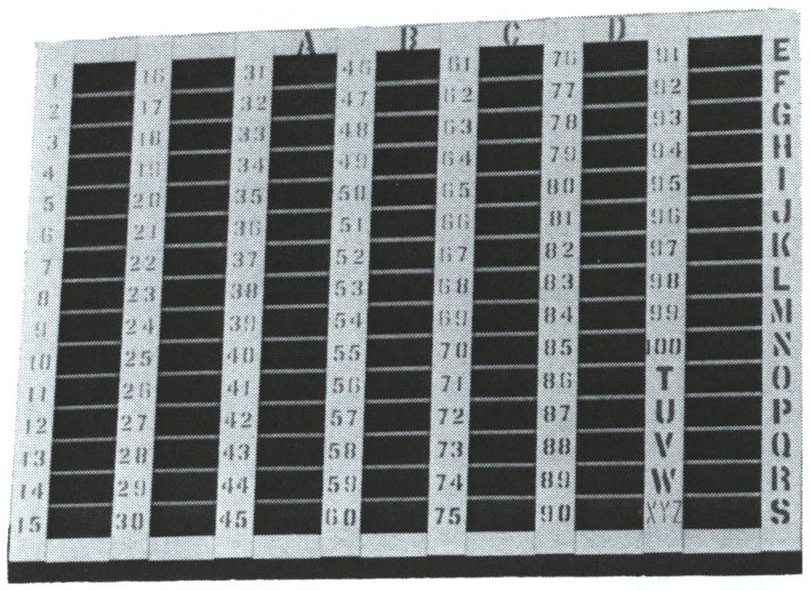
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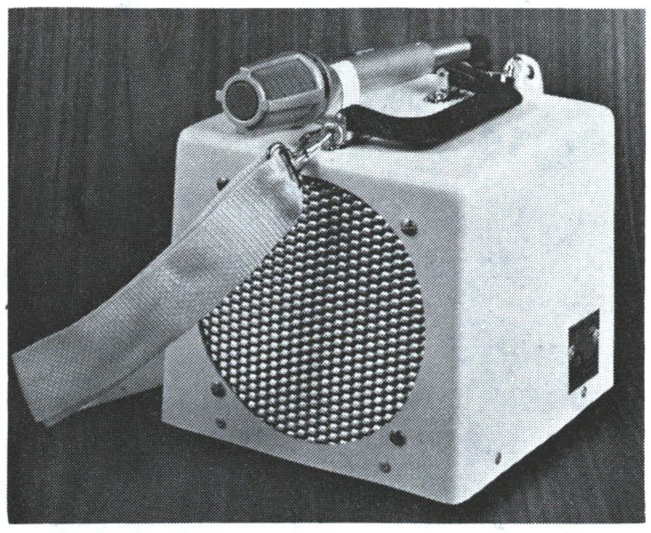
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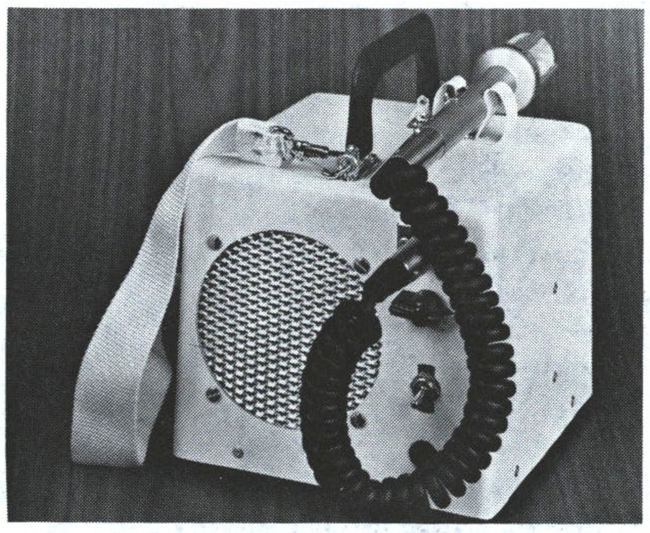
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Continued page 68

Herbert R. Heritage—Appleton
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Wayne Huntzicker—Cashton
John Johnson—Columbus
Leroy H. Jones—Watertown
William Jones—Pickett
Mary J. Kerkman—Burlington
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ADDITIONAL CONTRIBUTORS

Auxiliary to the NAA

State association reports

OSAA president featured in article

The president of the Oklahoma State Auctioneers Association, W. W. "Dutch" Voss, Stillwater, Oklahoma, was the subject of an article in the STILLWATER NEWS PRESS. The article appeared after his election as OSAA president in May, and discussed the auction method and its benefits to buyer and seller.

NAA member Voss was cited for his participation in CAI courses, his OSAA election as president, and his three years as an instructor of auctioneering courses at Oklahoma's Indian Meridian Vo-Tech school.

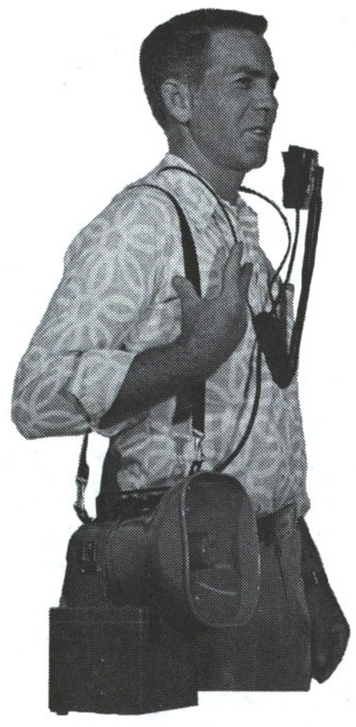
A significant quote in the consumer oriented article included Voss' explanation that "on sale day at an auction, there is an element present that is not present in conventional real estate transactions. Both the buyer and seller know — for certain — a sale is going to be made. There are no offers and counter offers, unless one considers the competitive bidding process in that light." Auctioneer Voss also explained that in all the real estate sales he has handled, the final bids were greater than the appraised value of the property.

It is not generally considered that impatience is a virtue, yet in auctioneering it has real value. Sales beset with delays and excuses? An impatient auctioneer will find a way to handle any situation before it becomes a problem. Impatience if exercised by capable auctioneers can be of considerable value in the profession.

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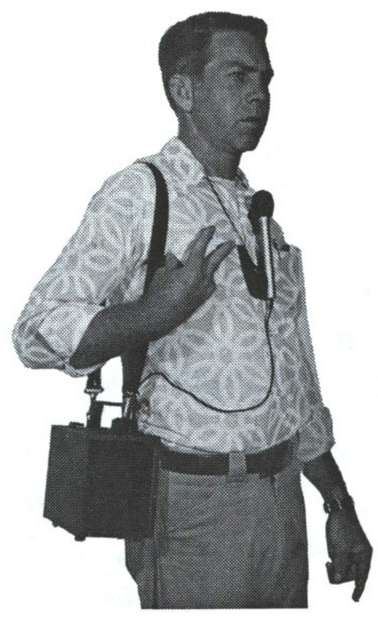
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State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
October 3-4	Arkansas	Little Rock	Jayne Lowery
October 3-4	Missouri	Sikeston	Doran H. Livingston
October 10-11	South Carolina (Semi-Annual)	Holiday Inn Holidome, Spartanburg	Maude Burnett
October 20	New Hampshire	Pumpkin Blossom Farm, Warner	George Michael
October 25-26	Iowa	Savory Hotel, Des Moines	Margaret H. Bloomer
November 1-2	New York		R. Thomas Jones
November 8-9	Illinois	Sheraton Inn, Galesburg	Ken Gravlin
November 15	Alabama	Downtown, Montgomery	Pete Horton
November 15-16	Indiana	Marriott Inn, Indianapolis	Harry E. Buckles
November 16-17	Illinois (Seminar)	Ramada Inn, Rockford	Henry Hachmeister
December 6-7	Tennessee	Airport Hilton Inn, Nashville	E. B. Fulkerson
December 12-13	Florida	Lakeland	Billy Wells
January 9-11, 1982	Ohio	Marriott Inn North, Columbus	Byron Dilgard
January 10-11	Georgia	Terrace Garden Inn, Atlanta	Lynn Dempsey
January 15-16	Pennsylvania	Host Inn, Harrisburg	Blaine Brown
January 16-17	North Carolina	Hendersonville	
January 16-18	Minnesota	Holiday Inn, St. Cloud	Eileen Reisch
January 19	Minnesota (Seminar)	Holiday Inn, St. Cloud	
February 6	New Jersey	Marriott Hotel, Somerset	JoAnn Fawcett
February 12-14	North Dakota	Kirkwood Motor Inn, Bismarck	Roger Skiftun
March 13-14	Kansas	Holiday Dome, Manhattan	Rex B. Newcom
April 17-18	Kentucky	Lure Lodge, Jamestown	Wilma Atherton
May 1-2	Missouri	Holiday Inn, Osage Beach	Doran H. Livingston
May 15-16	South Carolina (Annual)	Sheraton Lake Marion, Santee	Maude Burnett
June 9-10	Wisconsin	Green Bay	Robert Massart
June 11-13	South Dakota	Mitchell	Marti Dunlap

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

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

In Memoriam . . .

CARL F. RONNOW

The secretary-treasurer of the Illinois State Auctioneers Association notified the NAA office of the August death of member Carl F. "Shorty" Ronnow, Pontiac, Illinois. Mr. Ronnow had operated Ronnow Auction and Real Estate in Pontiac since 1944, and was active in community and church organizations. He is survived by his wife, two sons and two daughters.

There's a rumor going around that we have a new trade agreement with Russia: We send them 3,000 cars from Detroit, and they send us 20,000 parking spaces from Siberia.

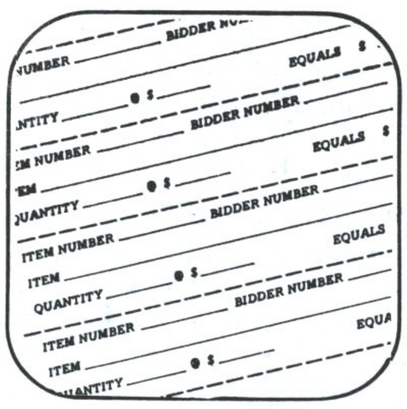


MAYOR JOHN WYNN proclaimed National Auctioneers Week in April for the town of Douglasville, Georgia. In attendance at the signing were auctioneers, standing from left: Kenneth Vanzandt, Villa Rica; Georgia Auctioneers Association vice president John and Barbara Suarez, Atlanta; GAA Auxiliary secretary-treasurer Bonnie and Jack Baggett, Douglasville; and Lavern Boles, also from Villa Rica.



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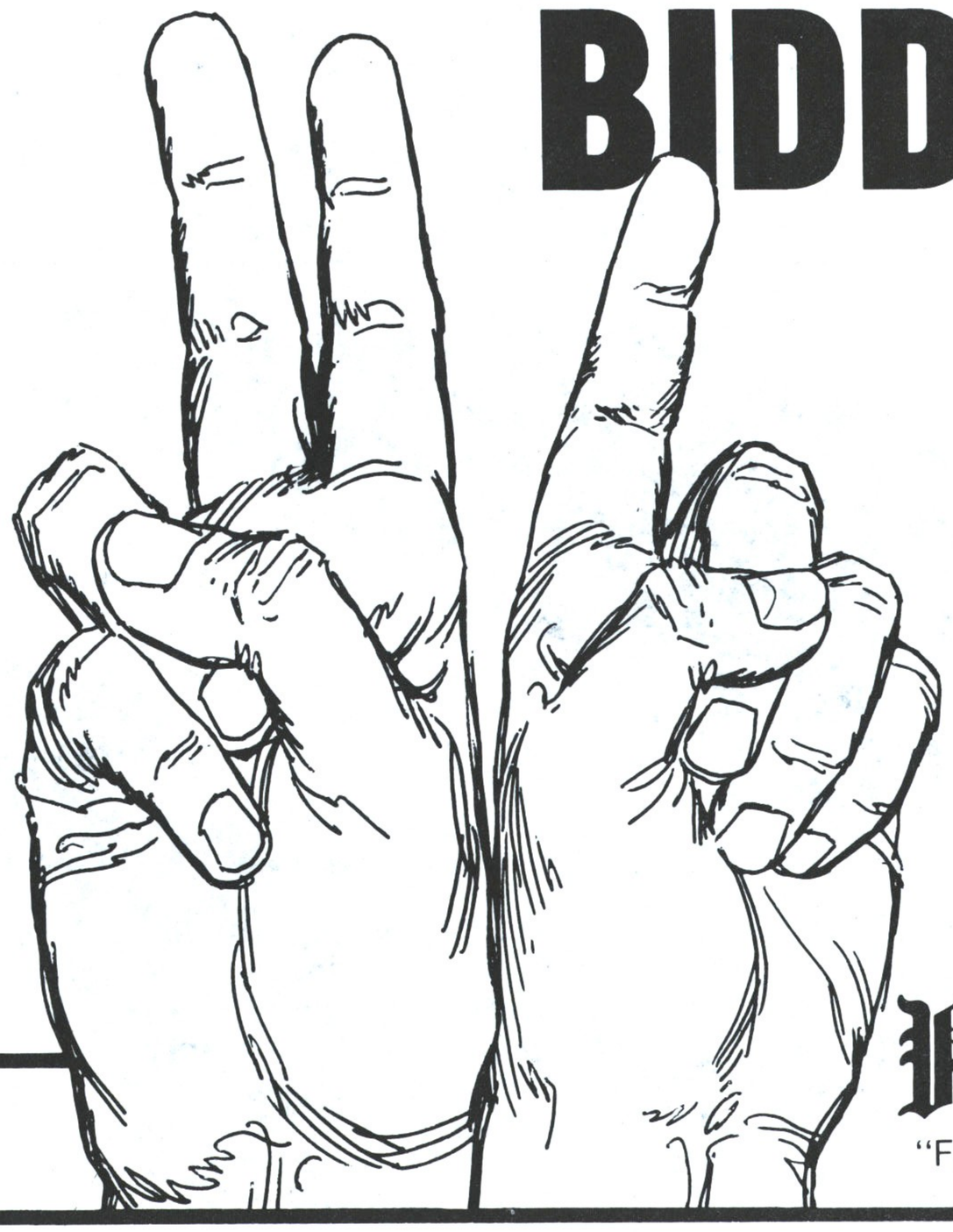
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WVAA 20th annual convention

The West Virginia Auctioneers Association held its 20th annual convention June 27-28, at Cedar Lakes in Ripley, West Virginia.

Archie D. Moody, 1980-81 NAA president was the guest speaker. Mr. Moody gave a presentation on selling real estate and personal property, and the aims and goals of the NAA. He also helped judge the auctioneering contest.

Archie Moody also auctioneed the Association's "Colonel Coal" to the highest bidder. It sold for $54 and will be returned next year to be auctioned again, proceeds going to the Association.

Earl Kelley from the West Virginia Agriculture Dept. explained the procedures on licensing of the state auctioneers. Last year was the first year the state agriculture department published a booklet of all auctioneers, and license numbers, of licensed auctioneers in the state.

A fun auction was held to help benefit the WVAA, and the wives of the auctioneers provided our annual snack.

Elected officers and Board members included NAA members Anthony Felosa, vice president, and directors Cleo Johnson, Larry Timbrook, and Jim Harman. Mr. Timbrook was also the winner of the WVAA auctioneer contest.



WVAA AUCTIONEER CONTEST winner, NAA member, Larry Timbrook, receives first place plaque from 1980-81 NAA president Archie Moody.

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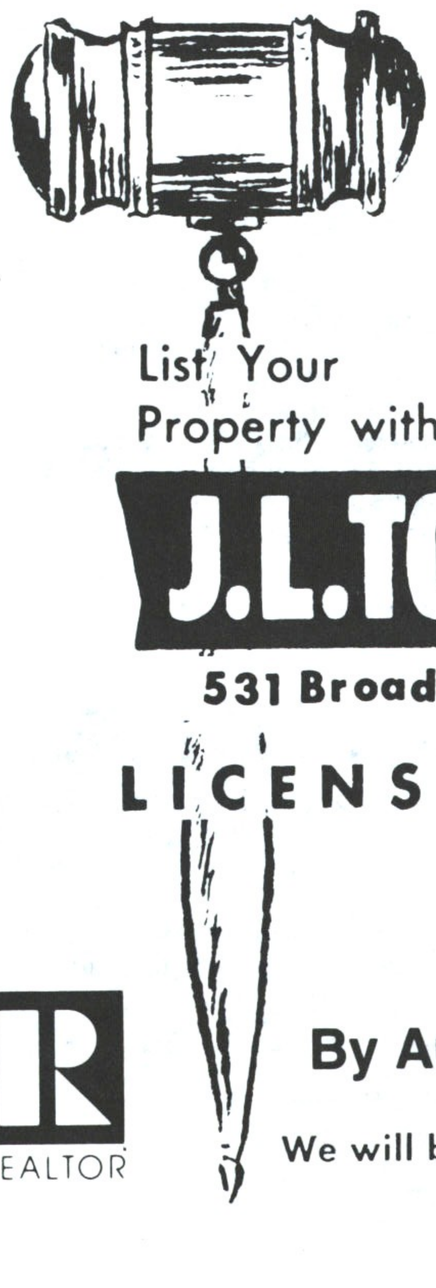
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Minnesota auction fever . . . An article in the NORMAN COUNTY INDEX, in northeastern Minnesota highlighted a mostly glassware auction by NAA member **John C. Lee,** Bagley, Minnesota. Titled "Auction Fever", the article described an August auction held in the 4-H building of the Norman County Fairgrounds.

The sale items were collected by six consignors from the same town, who joined together, and hired auctioneer Lee to conduct the auction. According to the article, "auction fever" was one of the factors which kept the crowd bidding from 11 a.m. to 10:30 p.m. John Lee considered the consigned items to include one of the finest glassware collections that had been up for sale in that area in a great while.

Among the top selling items was opalescence vaselinewear for $75, a 12" high snuff jar for $60, and a large selection of coins, which sold for way beyond book value. The auction drew a crowd from throughout Minnesota and neighboring North Dakota.

Every instrument was played before sold . . . The estate of Delores "Fiddlin' De" DeRyke, Lincoln, Nebraska, was sold at an August auction conducted by NAA member auctioneers **Jan Kaufman, Shirley Roby** and **Shirley J. Dolezal.** Part of the auction items were six violins ranging in price from $170-$420, and each was played before it was auctioned. The instruments were indicative of Miss DeRyke's 42 years as a "fiddler" of national renown.

In addition to organizing the American Old Time Fiddlers Association, Delores DeRyke had received the Burl Ives Award in 1966 at the National Folk Festival, for her outstanding contributions to authentic American folk music. She also organized the AMERICAN FIDDLERS NEWS and was listed in "Who's Who of American Music" and "Who's Who of American Women".

High selling items at the estate auction included a Regina Cherry Music Box, $4700; and an "S" curve, oak roll top desk sold for $2300. Registered buyers at the ten hour auction numbered 516, from Nebraska, surrounding states, plus Ohio, Tennessee, Wisconsin and Minnesota.

Elk's teeth sold at hospital benefit . . . For certain fraternal organizations, the teeth or claws of their lodge's animal are valuable keepsakes. At a September benefit auction, NAA member **Jeff Davis,** Eustis, Florida, raised over $1300 in twenty minutes, by auctioning seven polished elk's teeth to the quarterly meeting of the Florida Elks Association.

Over 1000 visiting Elk dignitaries from 102 lodges throughout Florida gathered to bid on the teeth, with the proceeds going to the Harry-Anna Crippled Children's Hospital in Umatilla, Florida.

Continued page 74

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	Page
A.E.D. Research & Services	7
American Academy of Auctioneers	48
The Antique Trader	12
The Auction Bulletin	54
Auctionaire (PA Equip.)	62
Auctioneering Systems	10
Auctions By Fisher	61
Bass, J. M.	64
Boston Globe	2
Britten Auction Academy	10
Buderus, J. R.	28
Burton Printing	73
CAI	21
Chicago Tribune	50
Consolidated Equity	23
Crum's	72
Dallas Times Herald	43
Dodge Manufacturing	67
Farmweek	23
Fort Smith Auction School	71
Frieder's	52
Charlie Gay	18
Graham, Jim, School of Auctioneering	46
Hudson & Marshall	34
Industrial Machinery News	25, 49
Industrial Publishing	56
International Auction School	58
International Society of Appraisers	30
Joe Small Auctioneers	48
John Jones	14
Kruse, Russell	48
Kwick Klerk	70
Lawing, W. Craig	2
Lectrosonics	36
Livestock Auctioneering Seminar	24
Lundeen Sales Forms	65
Mason City College of Auctioneering	30
Mendenhall School of Auctioneering	45
Mendenhall School of Auctioneering (PA Equip.)	54
Michael Fox Auctioneers, Inc.	24
Missouri Auction School	65, 75, 76
NALLOA	3
Nashville Auction School	13
National Institute of Real Estate Auctioneers	8
PACS	60
Personalized Watch Co.	20
Philadelphia Inquirer	70
Political — U.S.A.	16
Reisch, Joe, Library	50
Reisch, Joe, Sales	68
Reisch World Wide College of Auctioneering	66
Reppert School of Auctioneering	15
Retmier, Bus	71
Roussel's	9
Sheldon Cord	22
Stockyards Printing	63
Swainbank, Leslie, Antiques Inc.	32
J. L. Todd	72
Tri-State Trader	34
Valdosta Tent	21
Victor McDonald Co. Auction Course	62
Wagner Watches	44
Walters, Lynn	6
Western College of Auctioneering	9
Wireless Systems	12
Wisard, Earl D.	73



ELK'S TEETH winning bidder Izzie Glick, center, is congratulated by NAA auctioneer Jeff Davis, right. The proceeds of the elk's teeth auction, held for Florida Elk's Lodge members, were given to a crippled children's hospital. At left, is hospital administrator, Jim Oliver.

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

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

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

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

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

3. **AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.
4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.
5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method saddle stitched. Colors available: black on white and upon consulation with editor, second, or issue color.
   Dimensions for ad space: Full page — 7¼ by 9½ inches: Half page — 7¼ by 4⅝ inches; Quarter page — 3½ by 4⅝ inches or 7¼ by 2¼ inches.
6. **PREPARATION CHARGES:** You will be billed for the following charges when the NAA office prepares, or makes changes in your advertising.

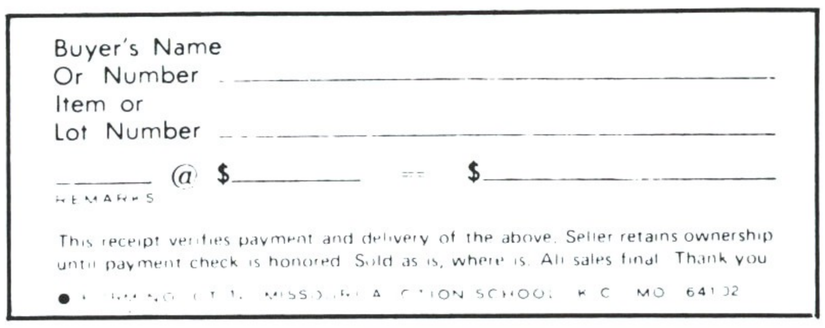
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quarter page	$20.00	copy changes	$15.00
half page	$30.00	artwork changes	$25.00
full page	$45.00		

   Changes in your advertising are not accepted over the phone, but must be received in writing.
7. **ISSUE AND CLOSING DATES:** Published monthly (11 times annually) with the exception that an August issue is not published. Issued on the first of the publication month. Deadline for ad copy is the 10th of the month preceding publication date.

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

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



THE CLERK SAVER® IS:

- *Fast — check out in minutes.*
- *Accurate — Clerk writes buyer, item & price. Cashier writes nothing.*
- *Less expensive than any known system.*
- *Keeps a running total of the sale.*



- **"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12**

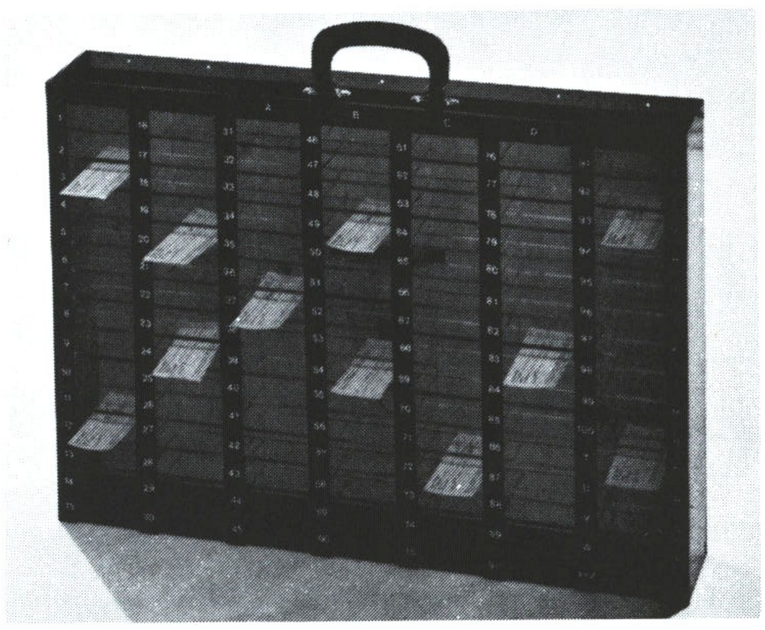
  Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.

  9,000 Tickets (1-3 White, Canary & Card) $27.50
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- **ALUMINUM WRITING TRAY**

  The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

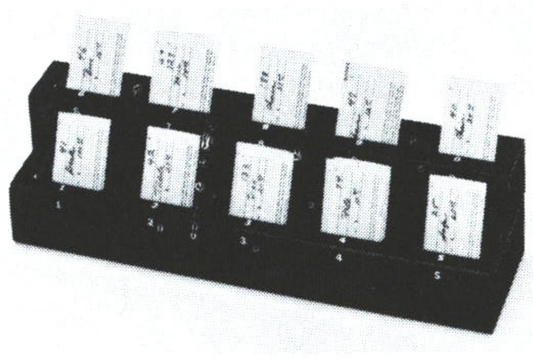
  Aluminum Writing Tray $14.95



- **100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE**

  Overall size 23"x16"x4". Slots are 2⅜ " x ⅞" x 3½". Handle for easy carrying or nail to a wall for permanent installation.

  Slots numbered 1 to 100 plus A to Z ..... ONLY $59.95



- **10 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE**

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

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  For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).

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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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- Aluminum Writing Tray
- 9,000 CT-12 Clerking Tickets
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- 1,000 BC-70 Buyer Cards
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PHONE: 816-421-7117

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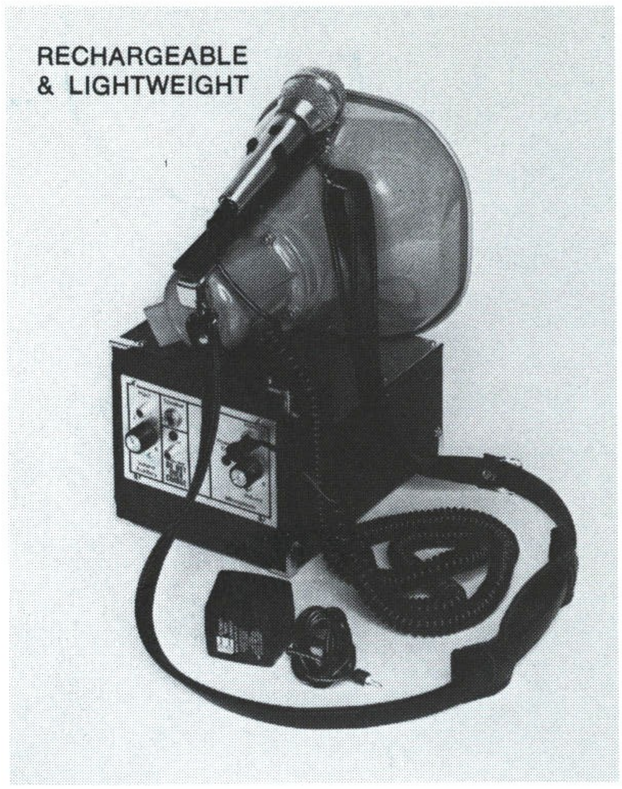
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COLONEL 6 ®

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- DIMENSIONS: 11¾" High x 8" Wide x 9¼" long.
- WEIGHT: 7 lb., 12 oz.
- There is a two year repair or replace warranty on everything except batteries.

List Price $495.00
Auctioneers Cost **$297.00**



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- Complete with recharger. Charger rater 120 VAC, 8 Watt, 300 MA.
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- OUTPUTS: One extension speaker, one tape recorder. With independent controls.
- DIMENSIONS: 11¾" high x 8" Wide x 9¼" Long.
- WEIGHT: 8 lb., 13 oz.

List Price $645.00
Auctioneers Cost **$387.00**

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Top Floor Livestock Exchange Building
1600 GENESEE / KANSAS CITY, MO. 64102

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