

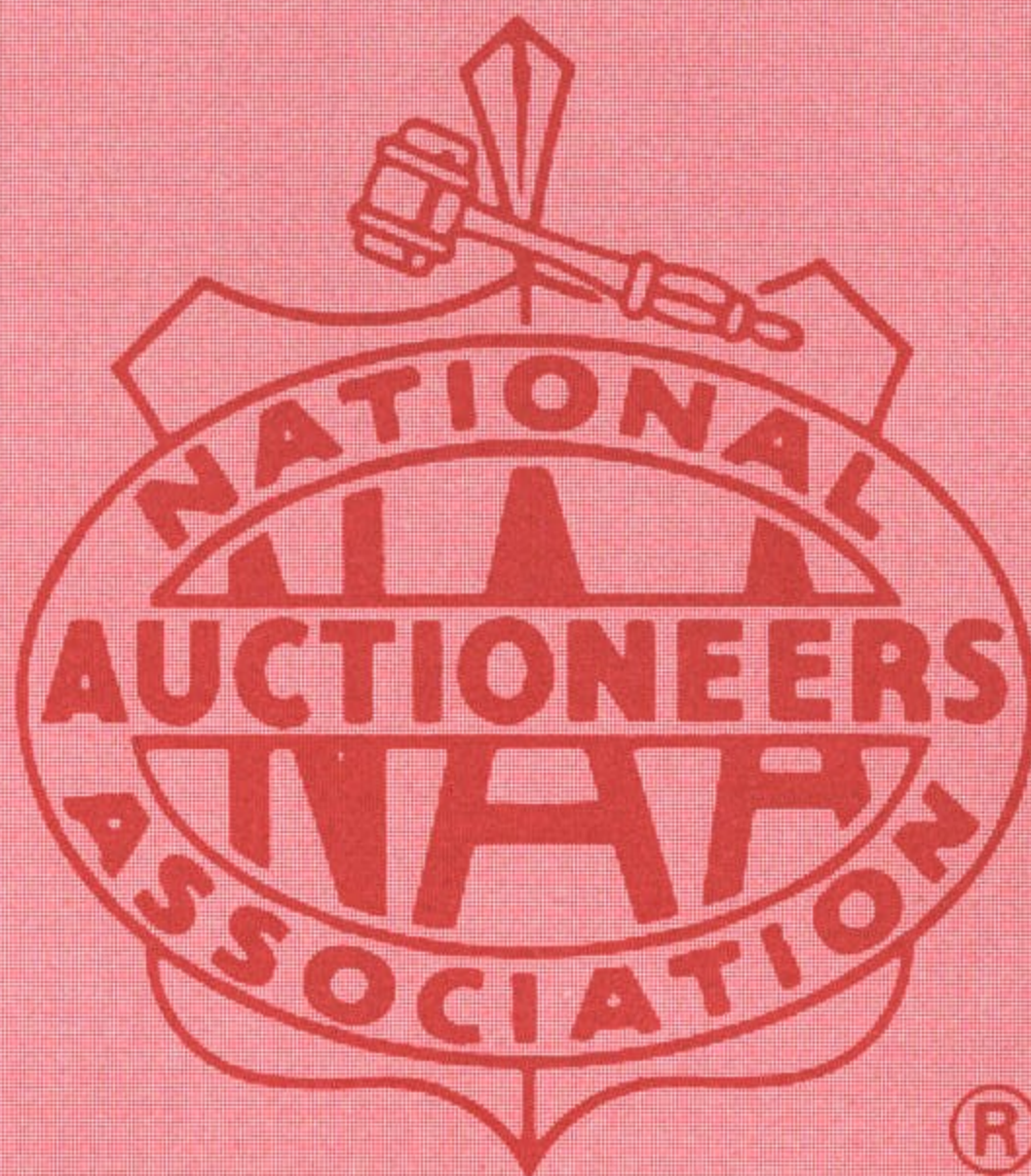
THE AUCTIONEER

The Magazine of the National Auctioneers Association • January, 1980

April 6-12, 1980

"The Week" and How to Get Ready For It

page 12



April 15, 1980

An AUCTIONEER Insert: You, Your Business, and The IRS

center section



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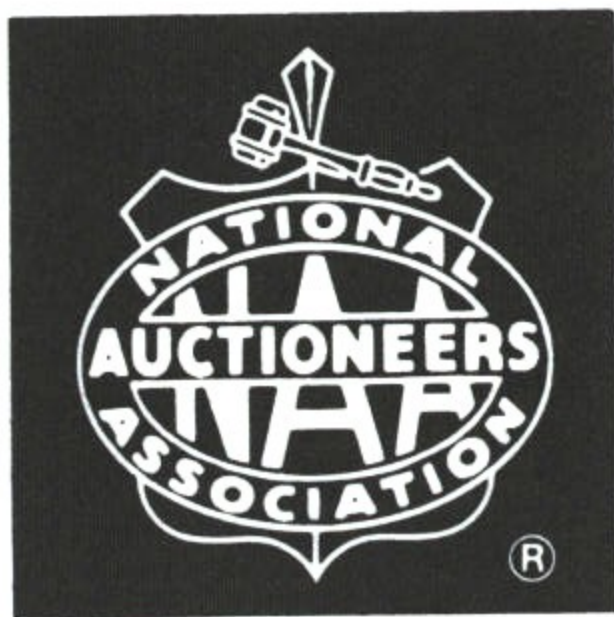
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Letters To THE AUCTIONEER

Nebraska Senator Asks NAA Help

In this critical time, many Americans are looking for a way to express concern for our fellow citizens being held hostage in Iran in a manner which will not hinder our diplomatic efforts directed at their release. The American charge d'affaires being held in Iran, Bruce Laingen, has suggested that church bells be rung each noon until the hostages are released and many Americans have already written to the Iranian Mission at the United Nations urging their release.

I believe that it is highly important for Iranian authorities to understand that Americans are united in their determination not to yield to blackmail and in the demand for the safe return of all 50 hostages. The Ayatollah Khomeini has suggested that this unified support of the American people for the President does not exist and has attempted to pit Americans against our government. There is something which all of us can do to show that the Ayatollah's attempts to divide the American people are doomed to failure.

I urge you to encourage each member of your organization to write or cable the Ayatollah Khomeini insisting that the hostages be released and expressing support for the President and our national policy of no submission to blackmail. The President supports such communications from Americans and professional, civic and interfaith organizations as long as these messages remain within the theme outlined above. Letters or cables should be sent directly to: Ayatollah Khomeini, Qom, Iran, or sent in care of the Iranian Embassy, Washington, D.C. 20008.

I hope you will join in this effort to help prevent any miscalculation of where we Americans stand in this time of crisis and to appeal directly for the safe return of our people.

With best wishes.

J. James Exon
United States Senator
Washington, D.C.

Oriental Rugs Dictionary

Oriental rugs can be a very confusing subject in the collecting of antiques. I know of a rug in my locality that had been inspected by several "experts" and their remarks noted on a card and placed under the rug. After several weeks the owner compared the remarks and found he had more than seven different opinions. Now a new book is available, "The Dictionary of Oriental Rugs" by Iven C. Neff, and Carol V. Maggs, Van Nostrand Reinhold Co., 238 pages, \$29.95.

The book has excellent color illustrations, 42 plates showing rugs, and another 42 plates showing in full scale the weave on the back of each rug illustrated. It is the weave pattern on the reverse side that must be used to identify a rug's name and origin. I always thought I could recognize a Bokhara rug and no one ever disputed my opinion. Now the authors of this book contend the identification is incorrect — that they are Kizil, Ayaks, or Tekkes. The authors live in Johannesburg, South Africa, and spent more than five years compiling material for the book.

It is a great feeling of satisfaction to be able to draw upon your personal library for information about the value of any auction item, in this case oriental rugs.

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

Antique Doll Collection Stolen

Possibly you noticed my auction ad in the *ANTIQUÉ TRADER* about the doll collection. As a result of this ad, we had a reunion of all our past customers and collectors from all parts of the United States.

About an hour before the sale, however, I received news from Helen and John Fletcher, Chattanooga, Tennessee. Their house was vandalized between 5:00 and 8:00 p.m. on Saturday night, November 10, at 5331 Marion Avenue, East Ridge, Tennessee, while they were in Atlanta, Georgia. Stolen from the residence was one of the largest doll collections in the south and a number of fine antiques. The owners have offered a \$5,000 and more in reward money to recover their property.

As an NAA member auctioneer, I take pride in my profession, and I feel somewhat responsible in helping these people. I also feel that other NAA auctioneers will be proud to help. The owners estimate that their collection is worth a quarter of a million dollars, but through my experience with doll collections and fine antiques, I would value it substantially higher.

I am soliciting the support of all the members of the National Auctioneers Association in hopes that we can recover the items, and apprehend the criminals. Please contact the following:

Helen and John Fletcher (615-894-8507)
East Ridge, Tennessee Police Department
(615-867-3717)

Wayne E. Irving (703-445-4362) or (703-445-5233)

Wayne E. Irving
NAA member auctioneer
Rose Hill, Virginia

(Editor's Note: A complete list of the antique dolls and other items stolen from the Fletcher home will be provided upon request to the NAA office.)

Letters to THE AUCTIONEER continued, page 6

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THE AUCTIONEER

JANUARY, 1980

Volume XXXI, Number 1

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

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

Editorial and Advertising copy must be received in the NAA Office on or before the 10th day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before advertising can be accepted. See rate schedule on last page.

Single copies: \$1.00 each. Annual subscription rate \$7.50.

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

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New Decade Ahead, New Goals To Be Set

By C. E. "Chuck" Cumberlin, President
National Auctioneers Association



Happy New Year and Happy New Era. I sincerely hope that January 1980 is the beginning of an era of success for each member of the National Auctioneers Association; and an era of growth for the Association in new membership and service to its auctioneers.

NAA members face a big challenge as we enter the 80's. The challenge we face is to create a positive image of the auction method of selling, which will show the public that if something is worth selling, it is worth selling by an NAA auctioneer.

We also need to set goals for ourselves. "There's Gold in Goals" and unless we have something to strive and work for, we will never obtain the heights in the auction profession that we deserve. Perhaps we need to establish our goals on three levels: our personal goals, goals for our state association, and goals for the National Auctioneers Association.

Personal Goals ● Each individual auctioneer can reach higher professional levels through further auction education. NAA educational benefits, which are offered to all members, include the NAA seminars, offered twice annually (the two 1980 NAA Seminars are filled, however); the advance training of the Certified Auctioneers Institute (CAI) courses at Indiana University; and the workshops conducted annually at the NAA Convention. We can personally benefit ourselves and our businesses when we utilize information we receive at the seminars and workshops to update our auction methods.

We need to consider creating a new company image with sharper and more creative advertising. Our advertising reflects our personal (and company) image and if we are not producing effective and creative advertising, we need to set some goals in this area as well. Perhaps the company logo can be redesigned as we enter the era of the 80's? Many times progress is communicated by a change in company/personal image with an updated logo.

State Goals ● The only way we can establish and reach our state association goals is to participate in the programs which are offered at state association meetings and convention. One of the primary goals of a state association is the development of a strong membership program, and each auctioneer

should get involved by obtaining new members.

Too many auctioneers feel as if the "Associations" have nothing to offer the individual. But whenever auctioneers combine talents with others — associates — the end result is the development of a better image for the profession in general. Business also improves for all when we combine our skills for the betterment of the profession, improvement of business.

We should also participate in our state associations' seminars, workshops and educational programs. The National Auctioneers Association has offered to help the state associations in planning and conducting instructional seminars. State association membership should fully support these educational programs.

NAA Goals ● In the last year much interest has been given to the auction method of selling and to auctioneers in general. Newspaper editors, television producers, and book publishers have shown considerable interest in our profession. But, has the end result been favorable to the individual auctioneer? Do the articles which have been written, or the television programs which have been aired, create a favorable impression on our profession?

Why is it that too many times when reporters cover auctions they center their attention on the emotional side of the auction profession — the chant, the attire, and the gimmicks? NAA auctioneers should reread our Code of Ethics (published in the NAA Directory annually) and begin promoting the business ethics which make the NAA member different from the less professional auctioneer.

Auctioneers make the marketing process more interesting due to the way we sell our merchandise. Our method has been proven sound, and when we continue to improve on our method — by practicing our bid calling, studying the laws which affect the auction profession, create new and better advertising, providing better auction staffs to conduct our sales, and offering a helpful attitude to seller and buyer alike — we will know that we are working toward the goals we set for ourselves as NAA professionals.

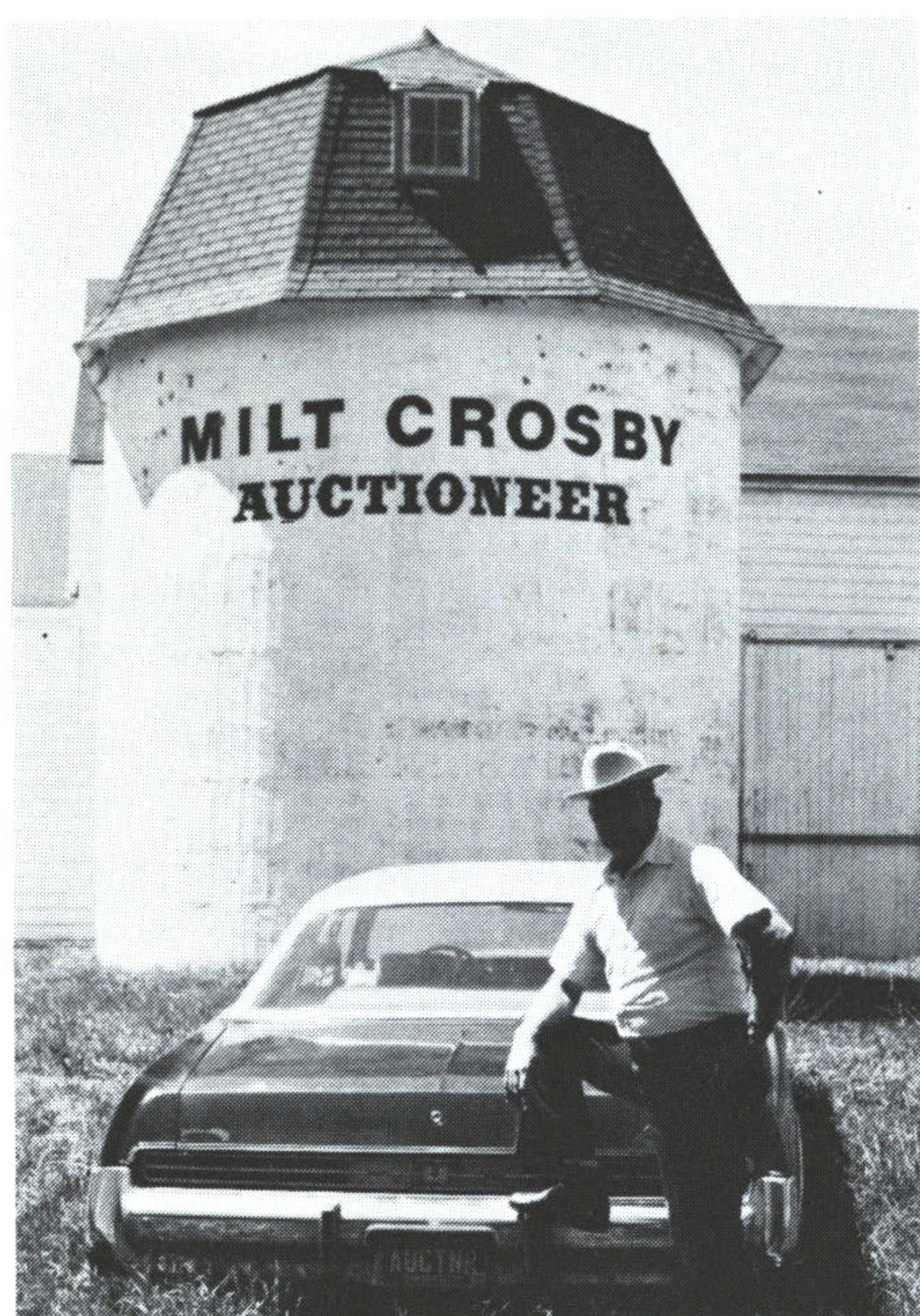
Continued page 6

New Decade . . .

We cannot become complacent in our business! We must continue to establish new goals and then work until those goals are met. By evaluating ourselves frequently, we can determine how effective we have become, and what we are doing for the auction image.

What are your goals for 1980? And where is the "Gold in Your Goals?" I hope 1980 will be an era of progress for the entire membership of the National Auctioneers Association.

Letters . . .



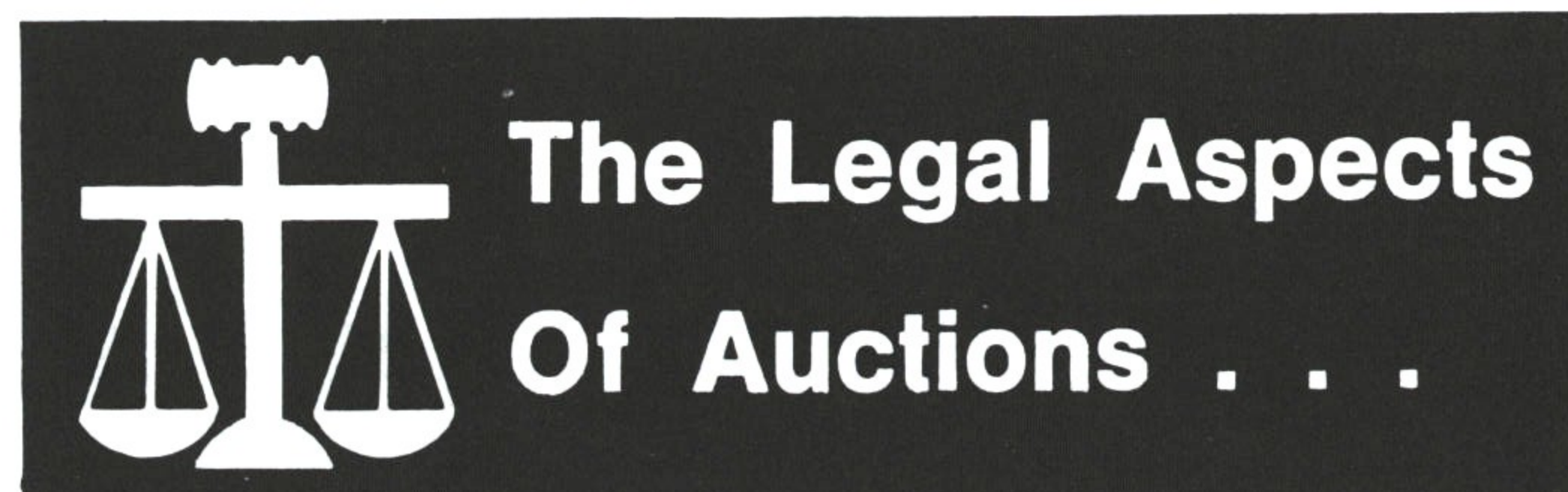
Advertising West and East

A recent cover photo on THE AUCTIONEER (July, 1979), showing a California auctioneer and his license plate, prompted this note. My accompanying photo shows that Connecticut auctioneers also advertise effectively, on the move and at home.

M. R. "Milt" Crosby
NAA member auctioneer
Sharon, Connecticut

Auctioneer, it's a fact . . .

Getting into stamp collecting via the auction method? When bidding in stamp auctions by mail, it is best to have already studied the results of the previous stamp bidding. The bigger auction houses put out "prices realized" of their previous auctions for the use of seasoned bidders in stamp auctions.



House Committee on Small Business

Report on Federal Reserve — Tight Money and Why

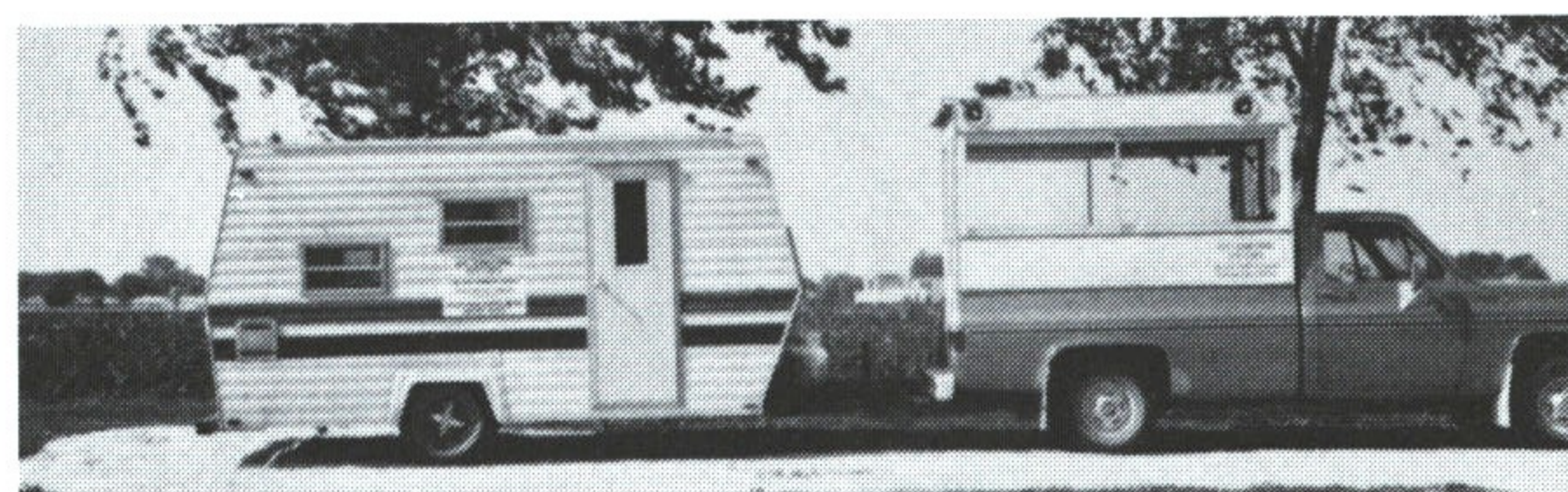
The NAA office regularly receives news releases and reports from the House of Representatives, Committee on Small Business. The most up-to-date or influential information is then published in THE AUCTIONEER. The following report on the impact of the Federal Reserve Board's increase of its interest rates was prepared by staff economists of the House Committee on Small Business. Such information can be valuable to the auctioneer/businessperson as a means of evaluating the auction market as well as the availability of business financing.

Impact of Recent Federal Reserve Actions

The Federal Reserve Board's anti-inflation monetary policy, enacted over the weekend, (October 6-7, 1979), should have the following impacts on small business:

1. As a result of the Fed's actions to raise inter-

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est rates (prime rate at 14.5%) banks will pass along higher rates to customers, money will become tighter and high interest charges will keep many out of the loan market. Banks will enact stricter lending policies and it will be more difficult to qualify for a loan.

Struggling, small businesses may be hardest hit. Loan money to keep marginal operations afloat will not be available on the open market. **Expect increases in small business failures. The most immediate impact may be on small retailers.**

2. Stricter loan qualification requirements will be imposed on consumer loans and home mortgages. **Expect slow down in consumer demand.** Loans for new construction will be tight. Despite reassurances to the contrary, **the housing industry could be hard hit, especially small, marginal builders.**

3. There has been a strong business inventory buildup in recent weeks. **A large decrease in credit purchases may severely impact small businesses with large inventories.** Expect the recession to be somewhat deeper than previously predicted.

4. **Expect increased lay-off (unemployment) as small businesses attempt to cut costs wherever possible.**

5. Smaller banks may be squeezed worse than larger banks if high interest rates on short term instruments (e.g. T-bills) drain off savings deposits. **Problems at smaller banks could ripple back to exaggerate small business credit problems in general.**

6. The initial reaction in futures markets was lower prices (especially for grains, livestock, copper, and wood products) reflecting the anti-inflationary aspects of the Fed's action.

7. Internationally, the dollar seemed to gain fundamental strength as short term money moved into U.S. markets to take advantage of the high interest rates. A stronger dollar will reduce demand for U.S. grain and other exports.

In summary, small businesses with limited resources, limited credit alternatives, limited access to investment capital and with limited flexibility face more difficult times and can be expected to face reductions in credit sales leading to reduced production levels. There will be a substantial increase in the demand for government direct and subsidized loan programs.

House of Representatives Committee on Small Business



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NAA Seminar Update: Full

Both 1980 NAA seminars — Phoenix Real Estate, Williamsburg/Antiques — have reached the limit of 100 registrants per seminar. Some late registrations were automatically put on a waiting list, and if you wish to be put on the same list, please call the NAA office.

THE AUCTIONEER will continue to publish last minute seminar details until both seminars are completed. Williamsburg registrants, please consider the following note which was mailed along with the NAA staff's room accommodations.

The Corporate Services Division of The Colonial Williamsburg Foundation is not affiliated with any credit card companies. For your convenience we will be happy to accept your personal check for expenses, or assist you in arranging for your bill to be forwarded to your home or place of business upon departure.

For more extensive Williamsburg and Phoenix seminar information, please refer back to the November and December issues of THE AUCTIONEER.

Waiting Lists Formed

NAA membership interest in both seminars was high, but too many registrations did not materialize until late November. It was hoped that registrations could have been received earlier so that plans could have been made to provide two sessions of each Seminar. Many registrations were received too late, however, to make arrangements for another meeting place, to secure the instructors and set a date which would be acceptable to all concerned.

The NAA board of directors will recognize, from the registration experience of 1980, that interest is high in the Seminars program. The NAA membership must help the board of directors determine if two sessions can be organized in future years, and in what subjects the seminars should be organized.

Antiques and Real Estate are two very popular programs, and it is obvious that information is needed in these two areas. The demand has not been as great for other subjects, but it is up to the membership to inform the NAA board of directors and its Education Committee the seminars can be developed, and how many sessions, per year, should be organized.

Making a "wait-list" for NAA seminar programs is as frustrating as being "put on hold", but circumstances prevented the NAA board of directors from doing anything else.

The art market continues to boom. An anonymous buyer purchased a 19th century American painting for a record \$2.5 million at Sotheby's. "Icebergs" by Frederic E. Church hung in a British boys home until a social services director called the famous auction house to arrange the sale. Bidding at the November sale opened at \$500,000 and quickly reached \$2 million, with two buyers bidding by phone. The auction took exactly three minutes and 45 seconds.

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Nashville Here We Come

You can begin planning now for the NAA 1980 Convention, at Nashville's Opryland Hotel.

Even though it's January, it is not too early to plan for the 1980 NAA Convention in Nashville, Tennessee. Site of this year's annual gathering is the Opryland Hotel adjacent to the Grand Ole Opry and Opryland Park. You can start your convention planning with early hotel reservations.

The special NAA room rate is \$48, single or double. There will be an additional charge of \$7 per person for the third person to a room; and children under twelve years of age stay free if occupying the same room as parents. All reservations must be received by July 9, 1980, reservations after that date will be confirmed on a space availability basis at regular room rates.

To avoid unnecessary check-in delay, make your transportation plans to allow for hotel check-in after 2:00 pm. Your accommodations will not be ready until after that time. Should you have to cancel your reservation, your advance deposit of \$40 will be refunded only if the cancellation is received 72 hours prior to arrival date.

If you have any questions concerning your hotel accommodations, please call the Opryland Hotel. Questions about the convention itself should be directed to the NAA office.



NAA Meetings Schedule

Scheduling has been approved by the NAA board of directors and the following NAA Conventions have been announced by the board for future years.

NAA Convention Sites

- 1980 — Opryland Hotel, July 30-August 2, Nashville, Tennessee
- 1981 — Las Vegas Hilton Hotel, July 29-August 1, Las Vegas, Nevada
- 1982 — Hilton Hotel, July 28-31, Atlanta, Georgia

1980 NAA Seminars

- January 21-22-23 — Colonial Williamsburg Lodge, Williamsburg, Virginia
- February 18-19-20 — Del Webb's TowneHouse Hotel, Phoenix, Arizona

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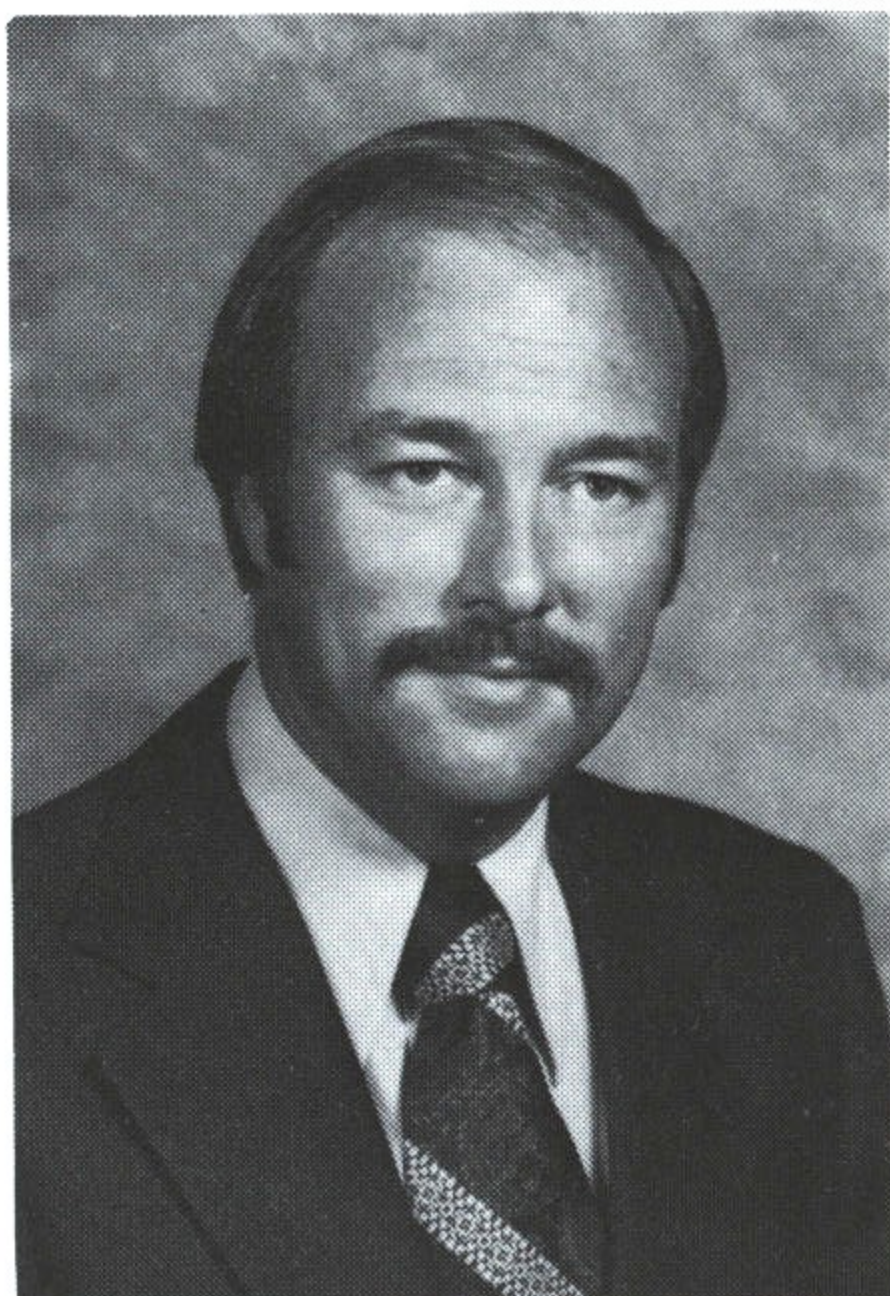
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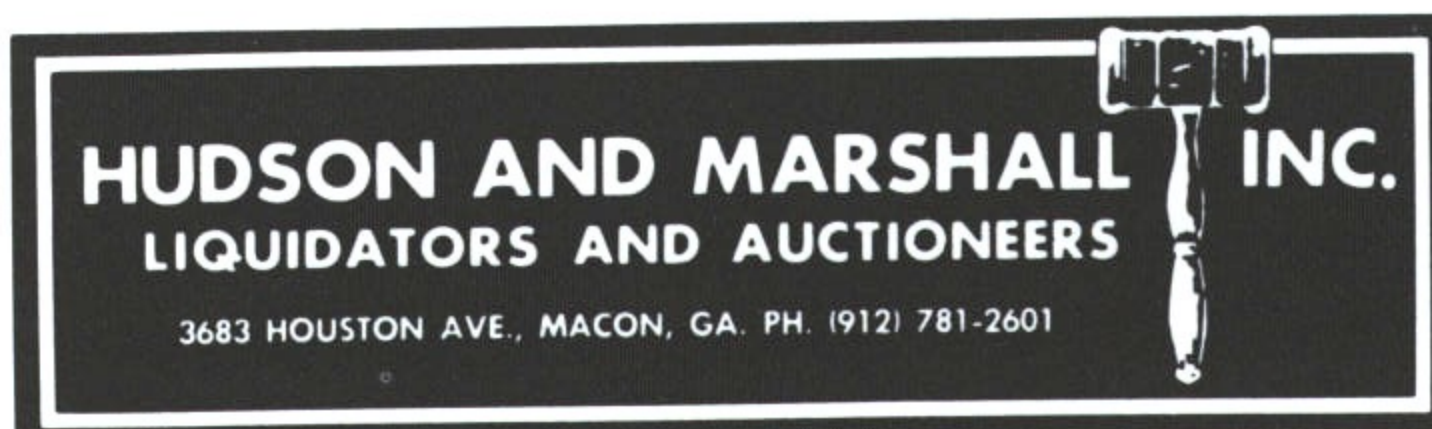
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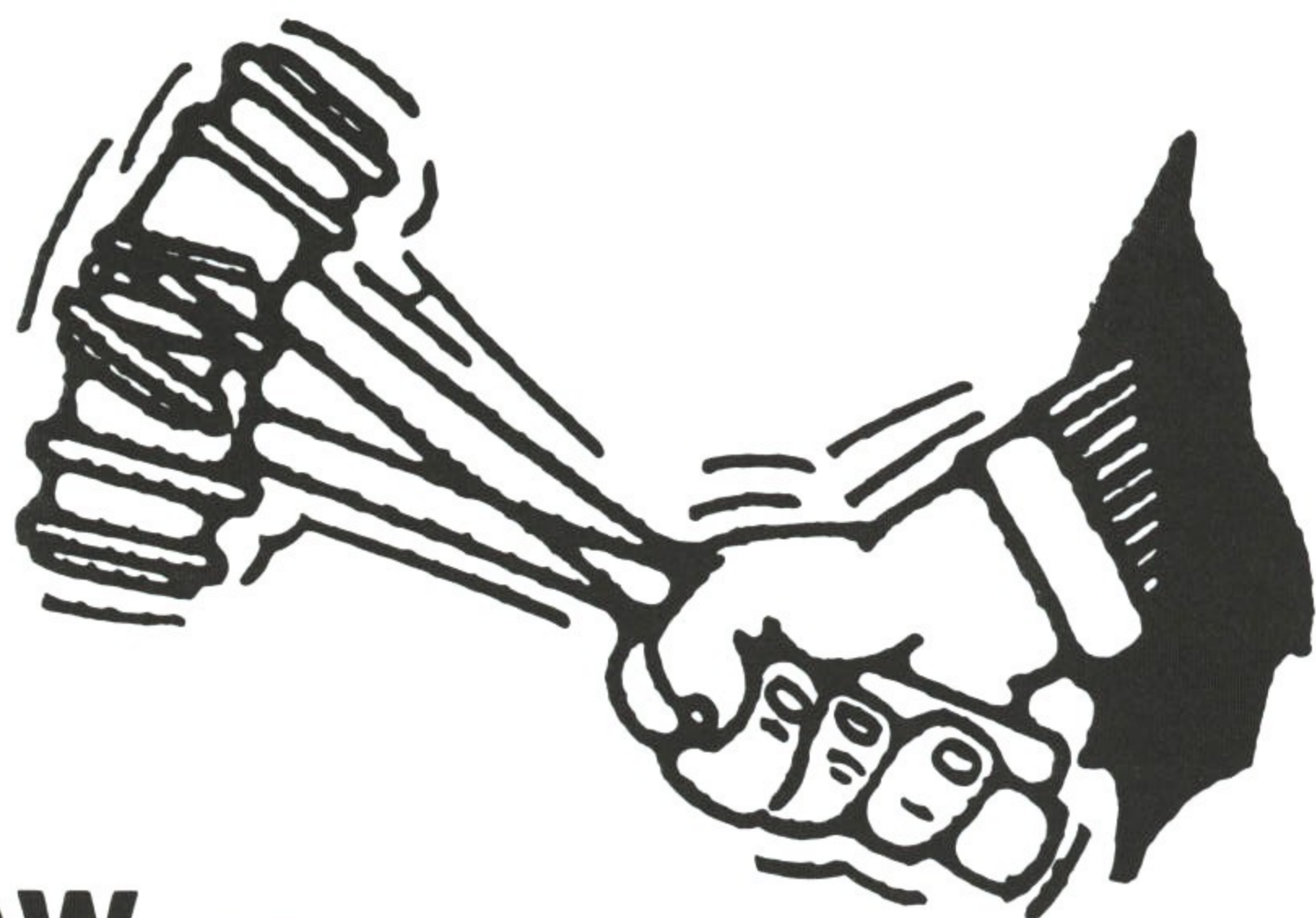
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NAA member auctioneers, this opportunity knocks only once a year — seven days in April to promote the auction profession, promote membership in the National Auctioneers Association, promote your auction business. National Auctioneers Week, April 6-12, is a chance to reach as much of the public as possible with a twofold message about you as an auctioneer, you as an NAA professional. First you're saying to the buying public that during Auctioneers Week you are part of an American marketing institution — the auction method of selling — and that you are a professional auctioneer. Secondly, you're telling the buying public that during Auctioneers Week you're part of a nationwide association of professionals; an association with a code of ethics, with ongoing educational programs, with a Board of Directors that are responsible leaders in the auction field.

To present this twofold message during National Auctioneers Week, individual auctioneers, auction companies, and state auctioneers associations must begin planning now, in January, to insure a successful National Auctioneers Week in their area, April 6-12. This first AUCTIONEER article will help in planning for the week with ideas that reach the buying public as well as specific influential groups. February's Auctioneer Week article will contain sample news releases, educational radio commercials, and more promotional items. An Auctioneer Week article in the March issue will summarize the possibilities for effective promotion of the auction method during America's special week for its auctioneers.

For now, consider the following selection of promotional methods to make National Auctioneers Week successful in your part of the country. Also, notice that the headline which began this article used the word "promote" three times. Individual auctioneers can promote National Auctioneers Week, auction companies can promote The Week, state associations can promote The Week.

The Individual Auctioneer Sells a Week in April

Just as you advertise your auction sales, National Auctioneers Week can be promoted in similar manner. Yes, you're promoting The Week for the profession and your association with national and state auctioneers organizations. You're also personally promoting National Auctioneers Week for another reason — it's good for your business.

- During April 6-12 get on television, on the radio, and in the newspaper. You're letting the public know who you are, that you're representing your profession and that you're reminding them of National Auctioneers Week. On local talk shows, during public service time, in interviews with reporters, sound professional, look professional, make an *effective* business impression. Explain the auction method of selling and its contribution to client and community.

- Talk to local civic groups during The Week, literally any audience that will have you as speaker — the Rotary Club, Lions, Optimist, and Sertoma Clubs, church groups, professional meetings, industry employee groups, anywhere you can reach a

National Auctioneers Week . . .

Promote, Promote, Promote

number of people with the auction message, the auction success story.

- One group especially needs to know your participation in National Auctioneers Week — your auction customers. Have a sign made for The Week and have it very visible at each of your sales during April 6-12.

- Think about it, what promotion could you organize, what special bumper sticker could you distribute, what will reach the people in your area during The Week? Next year, when your giveaway business calendars are printed, clearly show National Auctioneers Week.

An Auction Company Sells “The Week”

Just as the individual auctioneer seeks to reach as many people as possible, the larger auction company already is reaching the numbers throughout the year. During National Auctioneers Week the auction company could add that one-to-one personal touch which makes for good business. One top executive put it this way, “if I have \$5,000 to spend on advertising, I’ll buy \$2500 in newspaper space. With the other \$2,500 I’ll take the top 100 exec’s in my town to lunch, over a period of one month. Guess which method will generate the most sales?”

- Get all your employees involved, from the cleaning lady to the managing vice president. Have each employee tell at least three local business people that your company is honoring Auctioneers Week. Coordinate the campaign with a special Auctioneers Week strip to be put on one of your billboards that month.

- Decide a particular group of prospects that needs an all important “one more contact”. The Week is a good excuse for a *limited* direct mail campaign to the group of potential clients who can best profit from the auction method.

- Get the public into your office with an open house. This tried and true public relations event only works if the people who attend (and really make them feel at home) get the message — everyone in your office is auction professional, *you* are part of a nationwide association of professional auctioneers. What is the best medium (in addition to usual advertising) for promoting the open house? A personal invitation from your auction company employees.

- Lastly, take a very important group of people to lunch. Pinpoint to the person those individuals in your area who 1) need to be thanked for, but reminded of your successful business relationship, 2) need to be impressed with the auction method’s potential in their market. Take them to a luncheon event complete with excellent meal and soft sell program about your auction business. Make sure the food is delicious, the service prompt, the program


short and to the point, and the *followup contacts* planned and effective.

“The Week” Across Your State

During National Auctioneers Week the state auctioneers associations can utilize their most important asset — organization. The following promotional ideas require planning and participation, but they all can succeed in showing the public that your state auctioneers association is alive and well.

- Set up three information tables (or booths), one each in three influential cities. Reach people with the Auctioneers Week message at places where they shop, bank, congregate, save, buy groceries, or attend large crowd events. Hand out an information pamphlet, be available to answer questions, refer inquiries to individual auctioneers, keep the public contact positive and friendly.


- As a chartered state association, what other state associations need to hear the auction success story? The bankers, the doctors, the lawyers, the communities all have organizations which could be addressed by a delegation from your state auctioneers association. Again, the key word is “followup”, both at the state level and at the local level by the individual member auctioneers.

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- Going to the state capitol for signing of the governor's proclamation of The Week? Organize a caravan starting from the opposite end of the state. Call ahead and make arrangements to be met by the local broadcast media in each town along the way to the capitol.

- If you're going to spend advertising money and spend it only once, consider something unique which will be sure to make it home. Some newspapers deliver the Sunday newspaper with a light, wrap around plastic cover; like the plastic cover on clothes from the dry cleaners. On the Sunday before National Auctioneers Week have your state association/Auctioneers Week message printed on the plastic cover that protects the Sunday paper. Limited state funds? Do a limited printing, and in only particular areas of the state. Already being done in the state's big cities? Get on the plastic cover anyway. Your state association may be conspicuous by its absence already. Possibly the last point in the ad should be "contact your local State Auctioneer Association member for more details . . ."

Promote, promote, promote. Successful public relations on the part of individual auctioneers, auction companies, and state auctioneers association will produce the kinds of results that every business person is looking for — positive public image, increased business, expansion of potential auction clients. In other words, successful promotion of Auctioneers Week pays off.

This AUCTIONEER magazine article, however, is only a January beginning. The next three issues of the magazine will continue the nationwide campaign to promote your professionalism, your successful auction method, and your Association membership. It's all happening during a special week in April 1980, National Auctioneers Week, USA.

Article by Gary Carmichael, NAA Director of Association Services



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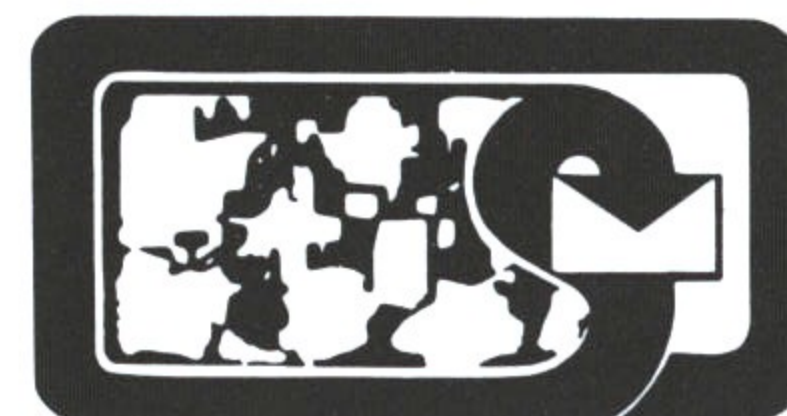
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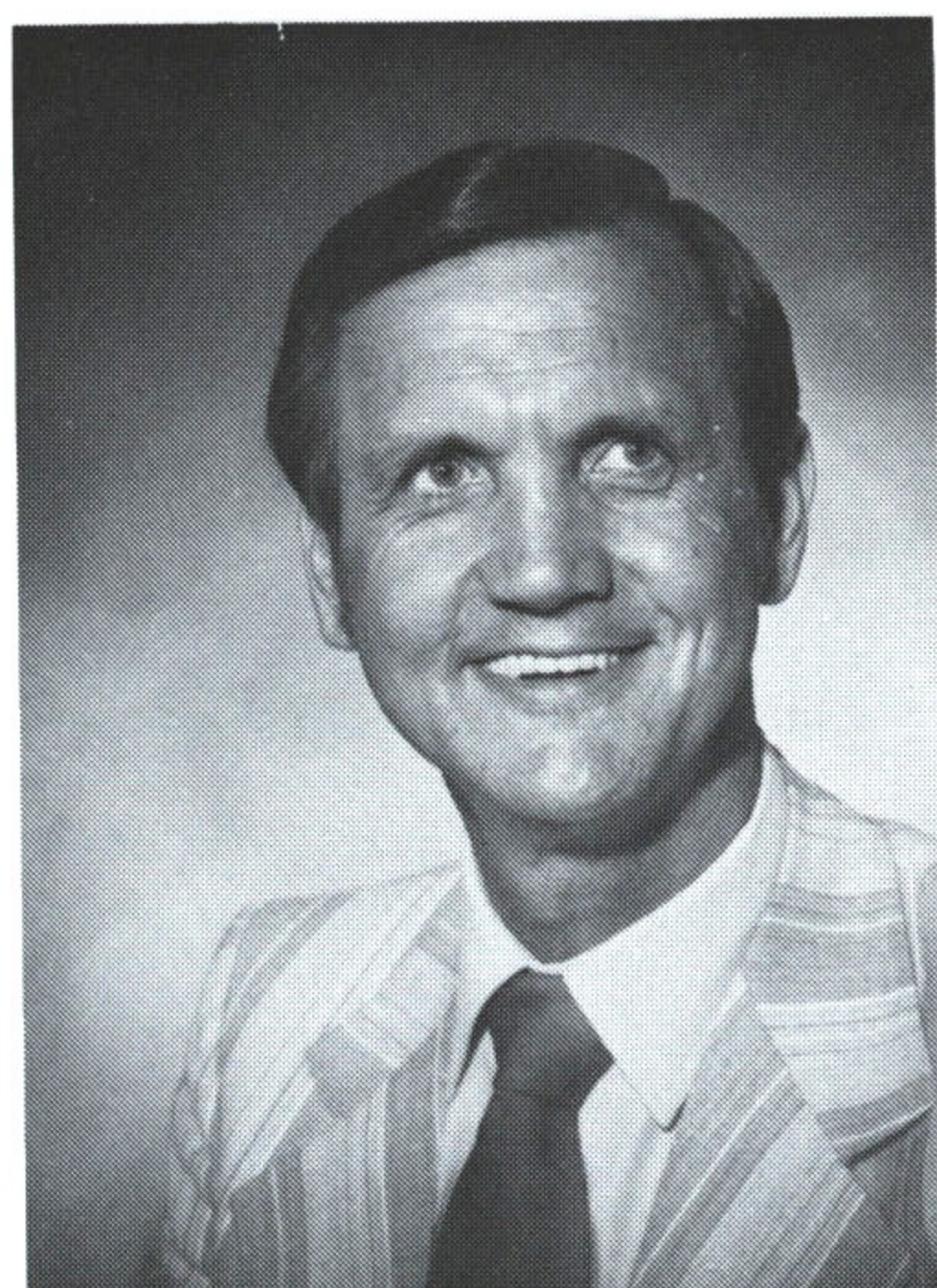


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Holiday Land Auctions Successful

By Haskel "Hack" Ayers
NAA Director



For the past 10 years Ayers Auction & Real Estate has had its three largest sales of the year on Memorial Day, July 4th, and Labor Day. These are sales which take a great deal of planning and a lot of time to develop. We usually subdivide farms and recreational property for sales on these dates. The market for our holiday sales are the many people in La Follette, Tennessee area who have moved away years ago and return to visit on these holidays. Therefore a good many of our buyers are from out of town. Also, we get a good response from the business community since businesses are closed on these days, and people have a free day.

The following auction procedures support what we have encountered every year: easy terms, good holiday, and fine property will make an enjoyable — and profitable — holiday sale.

In our county and adjoining counties we have Norris Lake with its 850 mile shoreline. We try to have our lake property sales in the spring and early summer. For the past several years we have had our largest lake auction on Memorial Day, when we usually sell about 40 lots and tracts. We are now building our roads and making other preparations for our upcoming Memorial Day sale. We have found easy terms or owner financing add a great deal in making a sale successful.

Many times we buy the property outright with a small down payment of about 10%, and terms usually up to 10 years. We pay the seller what the bank would pay them on a savings account. Next, we work out a per acre release clause with the owner, and that amount applies to the annual payment. This gives us our financing for our property sale day. We offer our own financing with 10% down and balance over seven years at a reasonable interest rate. We sell most of the time with a Land Contract. Under the new HUD regulation, if you are selling a subdivision that has to be registered under interstate land sales act, you have to furnish Warranty Deed and Title Insurance.

With Memorial Day and Labor Day always falling on Monday, we now are preparing two sales for these weekends — sale Saturday and Monday — since we have many visitors to our county over the holiday weekends. If we have a lake or recreational property sale for the Monday holiday, then we will have a farm or estate sale in another part of our territory on the preceeding Saturday.

One more incentive to attend our holiday sales? Sometimes, if we have a large sale of 50 or more lots and tracts, we will have a give-away. We have given away new pick-up trucks, automobiles, \$1,000 bills, new boat, etc. We attach a ticket to our hand bills with a map on the back, and buyers return these tickets on the day of sale. If we have 50 lots or tracts, the give-away costs us about \$75.00 a tract. However, the give-away will hold the crowd if you have this many tracts to sell. We have had up to 2500 people at a lot sale when we have given away a new car.

Auction Advertising Photography

By Herbert A. Bambeck
NAA Director

The primary concern of auction advertising is to achieve impact and create interest. A photograph has the same objectives. When used together — effective advertising with interesting photography — more mileage can be gained from your advertising dollar. It's important to know what makes a good picture and equally important to know what doesn't. The idea is to make the photos work for you, not against your advertising message. I would like to explore some aspects of photography that should be considered whenever a camera is aimed at a subject.

The first consideration is composition. What "makes up" the picture? Good composition directs the observer's attention to and supports the center of interest in a picture. Here a few composition guidelines to follow:

1. The center of interest should be the object the photographer is trying to feature and should dominate the picture.
2. A feeling of balance should be created within the frame. This is achieved by arranging the subject matter in such a way that it's pleasing to the eye.
3. The picture should be limited to include only that which reinforces or contributes to the center of interest.

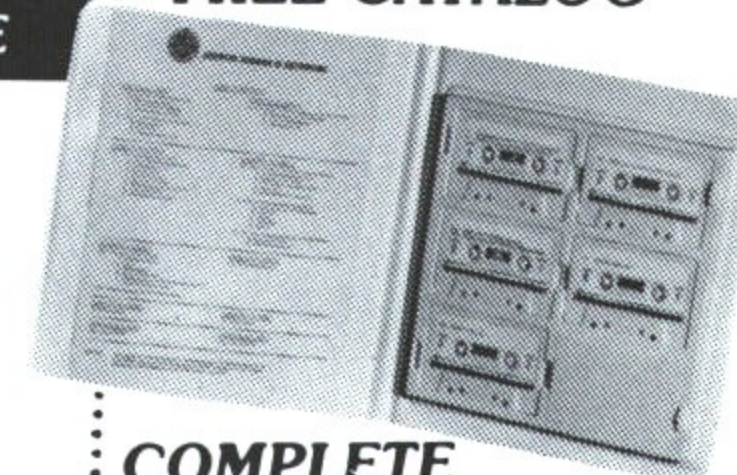
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at pictures the same way they read, from left to right and the eye will follow points of emphasis. A light or bright spot in the picture will cause the eye to jump to that spot and a conscious effort is required to view the rest of the picture. If the point that commands attention is the center of interest and occupies the major portion of the picture, the photographer has succeeded.

Try these composition-improving measures.

1) Lines extending to the edge of the picture in the lower half of the left side of the photo provide a lead-in that guides the viewer's attention into the picture. A possible lead-in could be shadows from the subject or tracks from a vehicle in snow, sand or dirt.

2) Allow space in front of all live subjects and movable vehicles to provide apparent space for them to see and/or move. More space should be in front of them than behind to avoid the feeling the subject is moving out of the picture. Fill the entire frame of the picture. It's a waste of advertising dollars to have extensive areas of blank sky or background areas that add neither atmosphere nor detail. Completely eliminate the sky unless it is necessary for the picture.

3) With real estate our purpose is to interest the public in the property we're offering so they will come see it and ultimately buy. Keep this in mind when taking your photos. Look for the angle that shows the property at its best. Mess and clutter can be cleaned up if not too extensive, but a change of camera angle up, down or sideways can sometimes reduce the effect of clutter.

The above basic principles work with any film or camera type, but I've found that a particular Polaroid camera that works best for me. "The Reporter" is a Polaroid camera that takes black and white rectangular prints, $3\frac{1}{4} \times 4\frac{1}{2}$, or $3\frac{1}{4} \times 2\frac{7}{8}$. If you're not already using a camera, this might be the one to consider.

The reason I'm emphasizing Polaroid's "Reporter" is because it is the only commercially marketed, instantly developing camera that takes black and white pictures. *Color pictures just cannot be reproduced in newspaper, magazine, or sale bill advertising with the same good quality that happens with black and white.*

There are more sophisticated cameras on the market, but I think the thing to remember is, "time is money". With an instant developing black and white camera, the picture is ready to send with my ad, and I don't have to work around a professional developer's schedule. The picture, however, has to be sharp, in focus, and have enough contrast (the extremes of dark and light) to reproduce correctly. A gray, fuzzy picture will reproduce even grayer and fuzzier. An instantly developing camera allows you to see within a minute after taking the picture whether or not you need to retake the photo. If you use film that needs developing, it could be a week before you receive the pictures, and then possibly another trip to the property to reshoot.

A well composed photograph, however, is only one element in your advertising. Even before you load your camera, consider the layout of your ad and the message you want to convey. The format (shape) of a picture can help or hinder the message.

A rectangular, horizontal frame conveys a restful feeling, a format you might want to consider when shooting a home. A vertical, rectangular format emphasizes dignity and strength — appropriate for tall buildings. The square format portrays bulk or massiveness. A square is suitable for stocky, sturdy subjects if you want these qualities emphasized. For most pictures the square format is the least interesting. If your camera takes rectangular pictures, the camera can be turned to take a vertical format. Rectangular pictures can be cropped by the printers to make them square. Effective cropping, however, would require another article to cover the subject. Ask your printer for a quick course in photo cropping.

Finally, good photography might only be as good as the subject. If the property is so run down or overgrown that to use a picture might keep prospective buyers away, don't use a photo. Rely on a description alone. Use your better judgement whenever you plan an ad layout. A picture of a land parcel without buildings usually does not deserve an advertising photo. A beautiful home and attractive buildings can only enhance your advertising and catch the eye of prospective buyers.

In preparing this article I have used real estate examples because that's primarily how I use photos in my advertising. The same photographic principles of good composition, balance, and center of interest also apply to any auction area — antiques, farm equipment, or industrial equipment. Whether you're using Polaroid cameras or standard development film, keep your photographs a working feature of your auction photography.

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Our tent is strong, wind-resistant, portable, lightweight, multi-use, profitable, and versatile. Why?

PROFITABLE?

1. You rent the tent to your clients.
2. You avoid costly cancellations.
3. You are going to get more sales if your competitor doesn't have one; also you will get sales that you may have lost when a prospective client asks, "What do we do if it rains, snows, or the sun is unbearable?"
4. Your commissions will be greater because more people will stay and be comfortable — more people, more bidders.
5. More people will attend your sale if your ad reads, "Sale under tent in case of bad weather."
6. You can rent out your tent to other auctioneers.

7. You can rent out your tent for parties, weddings, graduations, catered events, baseball tournaments, etc.
8. Your status as a real professional is enhanced. Let's face it — a tent is impressive.
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State Association Conventions — NAA Officer or Director Representative Requests

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or NAA Officer or Director Request Made By	NAA Officer or Director Representative
January 13	Colorado	Regency Inn Denver		no request
January 17-18	Michigan	Long's Convention Lansing	Don Diesing	no request
January 19-20	North Carolina	Hickory		Request Being Considered
January 20-21	Minnesota	Holiday Inn on Hwy. 15 St. Cloud	Duane Benoit	C. E. Cumberlin
January 19-20-21	Ohio	The Marriott Inn Columbus	Byron Dilgard	no request
January 21-22-23	NAA Seminar Antiques	The Lodge at Colonial Williamsburg, Virginia — Registrations and Hotel Reservations MUST be made in advance (hotel reservation deadline: December 20, 1979 — Reservation forms will be submitted ONLY to those registering in advance of the NAA Seminar).		
January 25-26	Pennsylvania	Host Inn Harrisburg	Clay Hess	R. E. Musser
February 1-2	New Jersey	Marriott Hotel Somerset	Don Castner Jack Sartor	C. E. Cumberlin
February 8-10	North Dakota	Kirkwood Motor Inn Bismarck	Norman Aldinger	C. E. Cumberlin
February 14-15	California	Inn at the Park Anaheim	David Huisman	C. E. Cumberlin
February 18-19-20	NAA Seminar Real Estate	Del Webb's Townehouse, Phoenix, Arizona — Registration and Hotel Reservations MUST be made in advance (hotel reservation deadline: January 10, 1980 — Reservation forms will be submitted ONLY to those registering in advance of the NAA Seminar.)		
March 14-15-16	Kansas	Holiday Inn Holidome Hutchinson	Rex B. Newcom	no request
April 11-12	Texas	San Antonio El Tropicano Hotel	Gary Fingleman	Request Being Considered
April 12-14	Kentucky	Owensboro		C. E. Cumberlin
April 25-26	Arkansas	West Memphis	A. J. Appling, Sr.	Martin Higgenbotham
April 27	Iowa	Des Moines		no request
May 4	Nebraska	Holiday Inn Ogallala	Harold Kraupie	C. E. Cumberlin
May 3-4	Missouri	Osage Beach	Doran Livingston	Harvey L. McCray
May 3-4	Oklahoma	Oklahoma City	Paul Wells	no request
June 12-13	Wisconsin		Victor Voigt	Howard Buckles
June 13-14-15	South Dakota			Archie D. Moody
July 30-August 2	NAA Convention	Opryland Hotel, Nashville, Tennessee.		

Representatives of State Associations have offered the above dates, places and facilities of State Association conventions and/or annual meetings. Added to the information is the name of the NAA officer or director who has been requested by the State Association to attend as the official NAA representative. All NAA officer or director requests have been coordinated through the NAA office and if any of the above information is not correct, please contact Executive Director Harvey L. McCray at the NAA Office.

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

There's no such thing as a "cheap saddle" anymore. According to one manufacturer, diminishing supply and heavy export of raw hides have driven up hide

prices over 250% from January '78 to March '79. In saddle making, there's no substitute for leather.

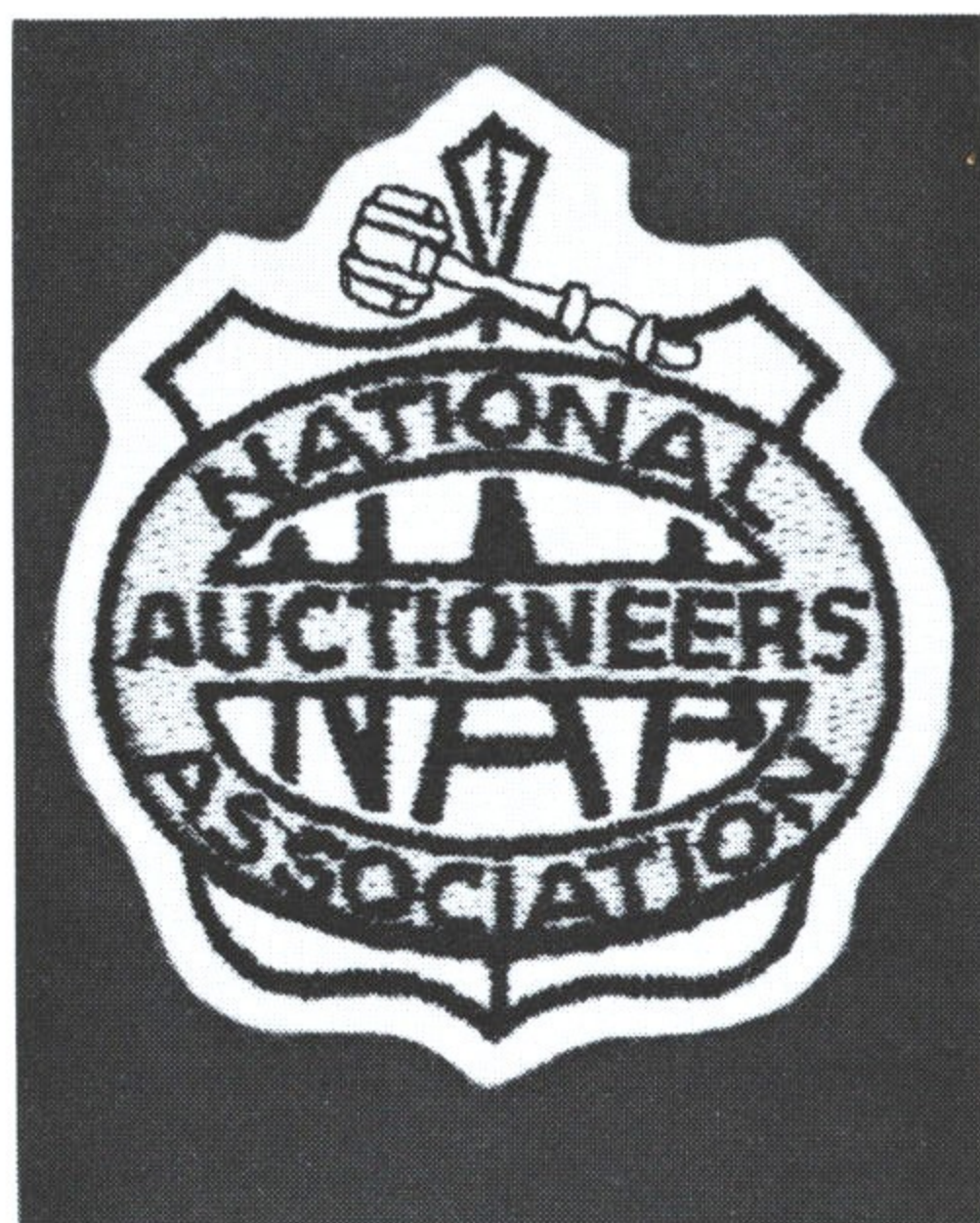
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NAA Emblem Reproduction Sheet. A full sheet of black on white reproductions of the NAA emblem in various sizes. For use by NAA member on sale bills, newspaper and magazine advertisements (NAA emblem use is a personal privilege of membership in the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

NAA Emblem Reproductions per Sheet, \$1.00



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NAA Emblem Belt Buckle, \$4.00 each

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

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NAA Emblem Lapel Button, \$7.50 each

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

MORE! . . .

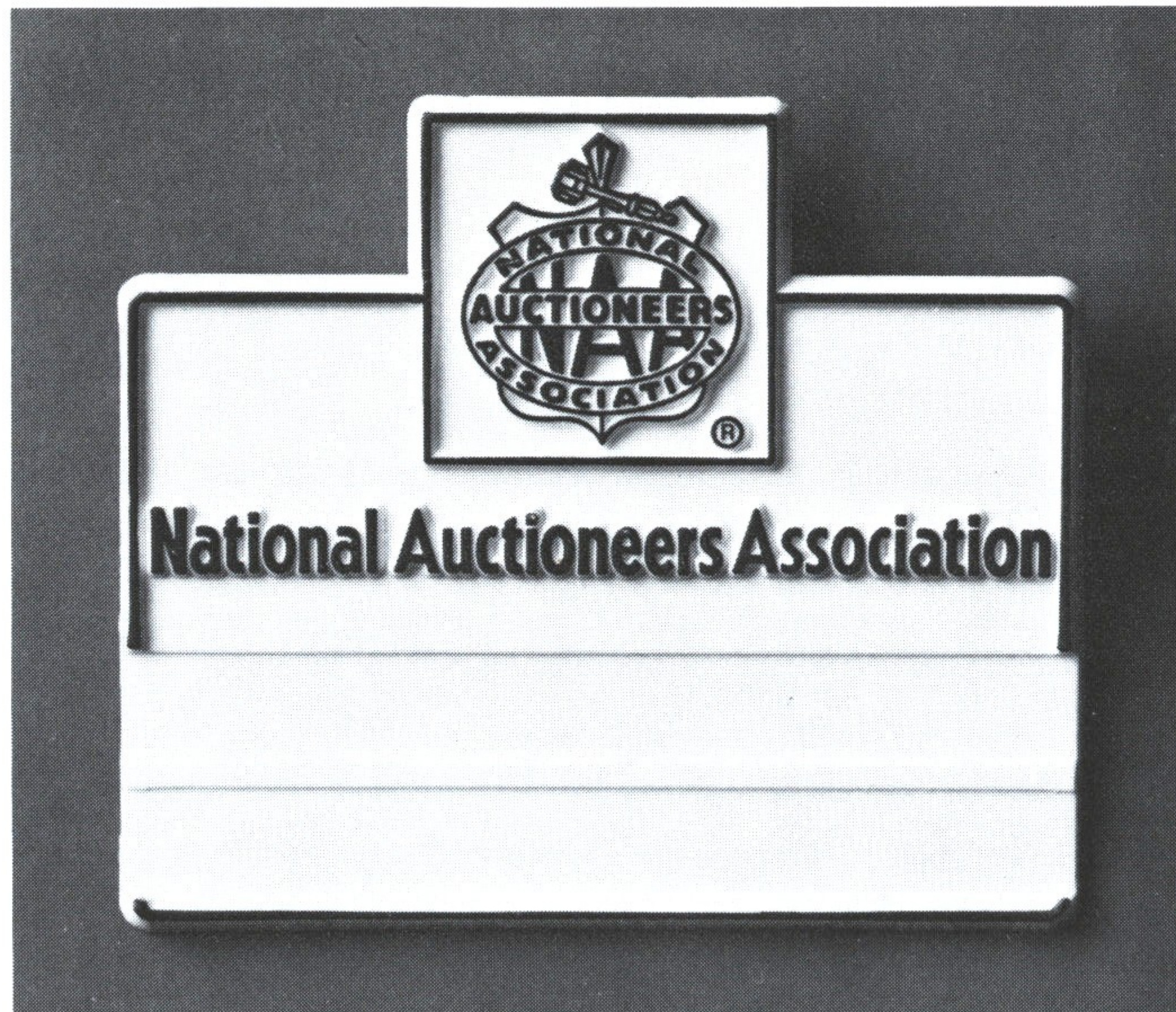
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@ 3 for \$1.00 _____
(adheres on top of surface)

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NAA Bumper Signs
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@ \$7.50 each _____

NAA Emblem Reproduction
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@ \$1.00 each _____

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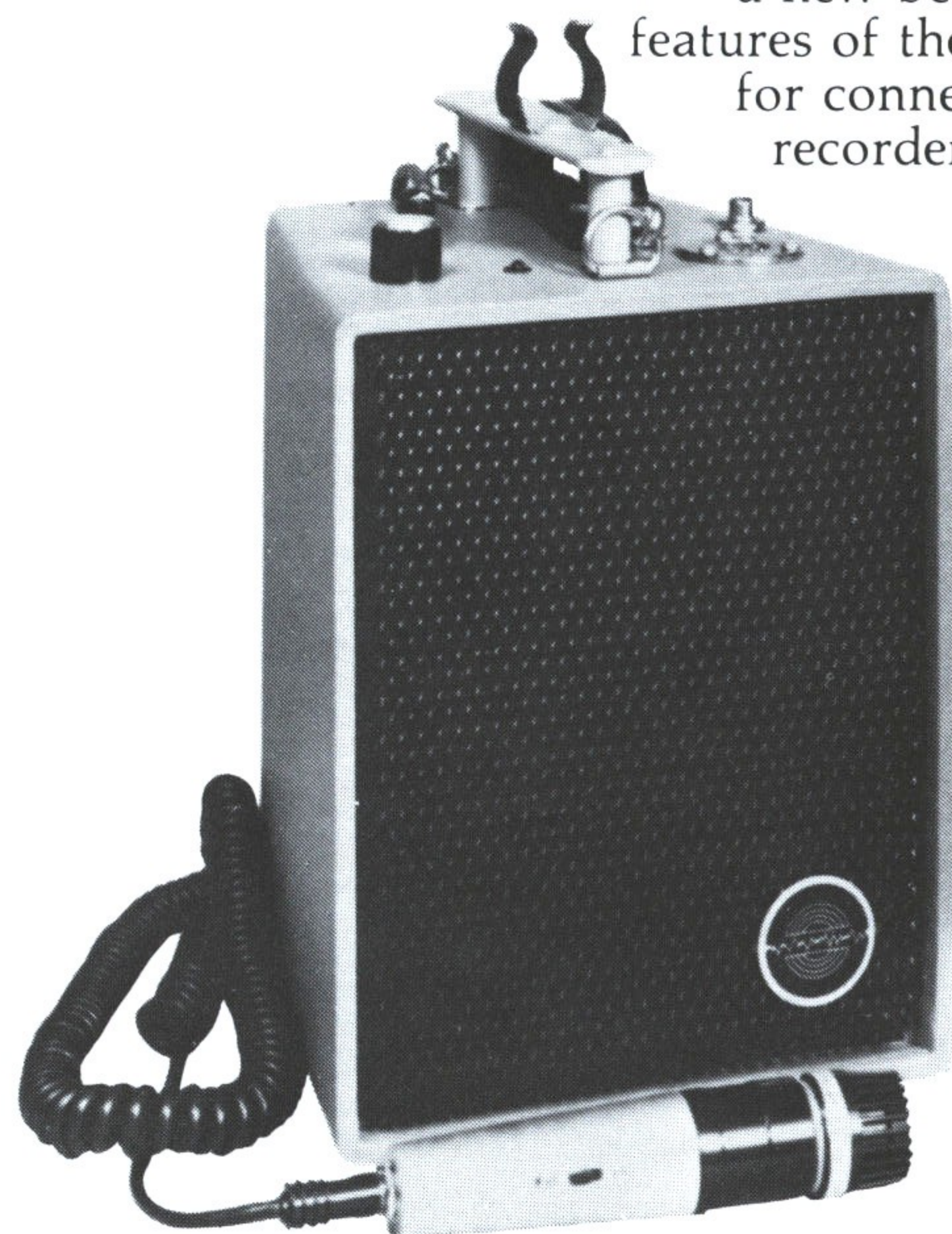
Lectrosonics now introduces two new model 18's that set a new benchmark in quality. The VP18R has all the features of the original model, plus hi-level input and output for connecting to other audio devices such as a tape recorder. Now you can play music through your

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

VP18R - \$295

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

VP18D - \$195



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



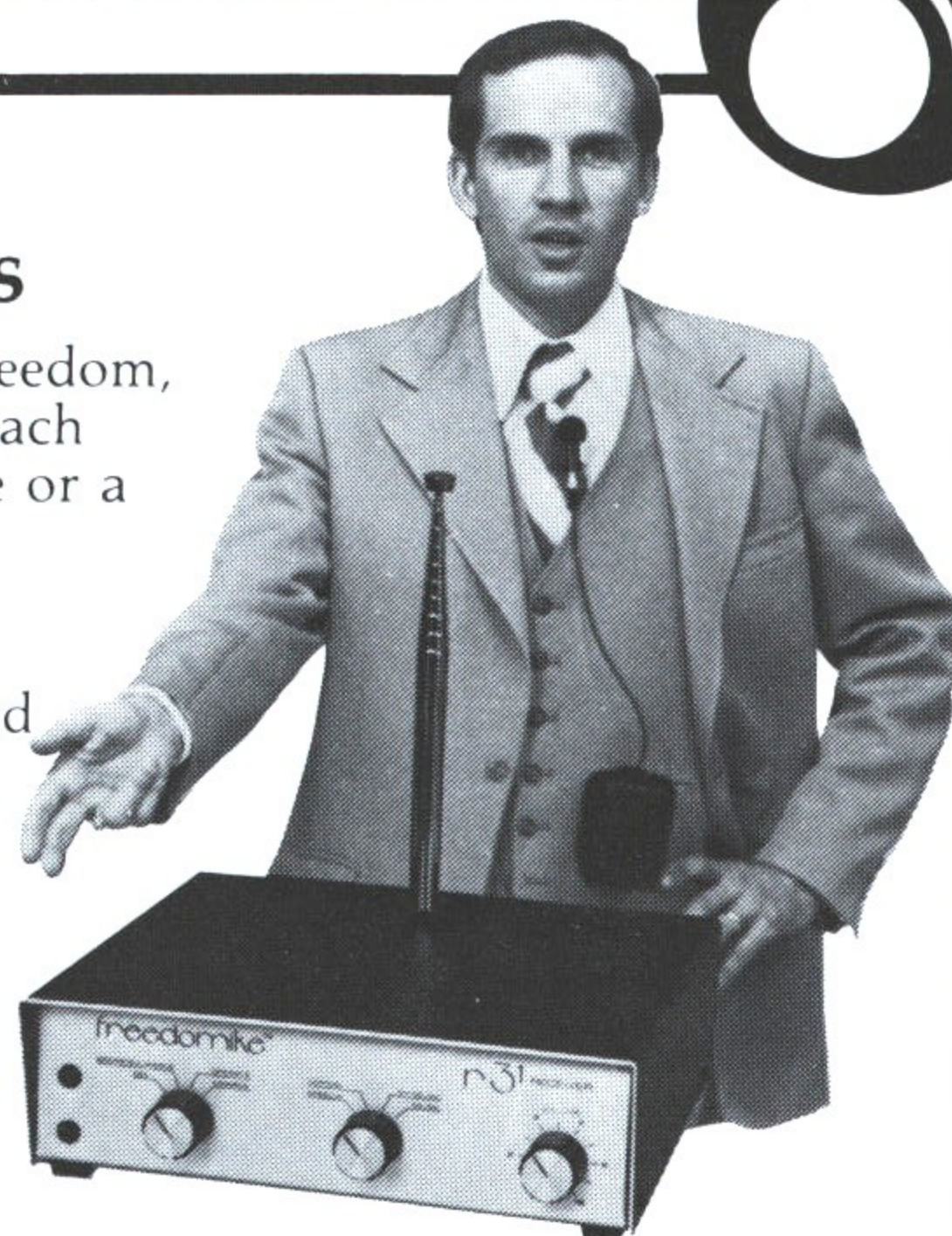
Freedomike Wireless Microphones

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

Freedomike System One
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Freedomike System Two
(with hand-held mike) - \$685

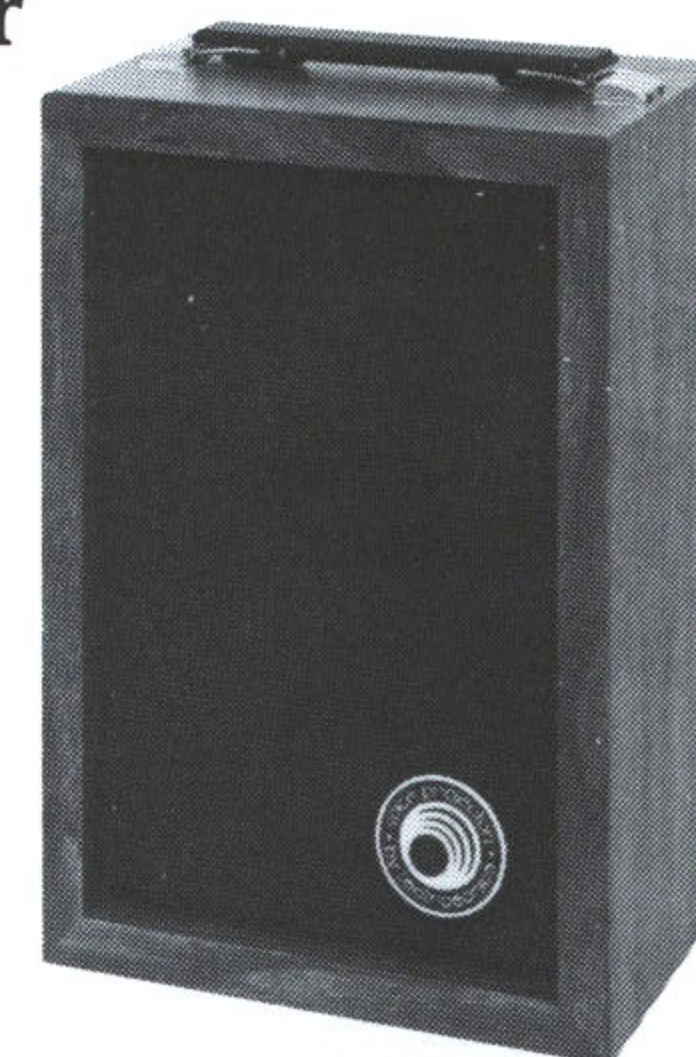
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PP48R - \$165



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Mrs. Ed (Jeri) Huisman, 12890 Alabama Road, Galt, Cali-fornia 95632. Phone: 209 748-2659

Iowa Auxiliary Has Three National Presidents

At the Fall IAA Convention the Auxiliary honored one of its members, Irene Dudley of Hampton, Iowa, who is now the national President. A tea was given in her honor, and she was presented with a gift. The Iowa Auxiliary also recognized two past national presidents who are also IAA Auxiliary members — Berniece Ritchie and Irene Erickson.

After the Sunday convention meal and afternoon speaker, the Auxiliary held its own meeting officiated by Carol Erickson, President. She introduced Dor-othy Starr of the Department of Social Work, Wart-burg College. Mrs. Starr gave a thought provoking presentation on women and their personal self-esteem. She stressed the importance of women in all areas of life, especially women elected or ap-pointed to public office. At the business meeting, Mrs. Fran Donnelly was elected president for the coming year.

How High Can We Reach

Once there was a housewife, young person and a businessman who all shared a common goal, but each had good reason to believe that they could not make that goal a reality. "Who, me?" asked the housewife, "I have no training. What would I say or do?"

"Who, me?" asked the youth, "I have no experi-ence. People would laugh at my efforts."

"Who, me?" asked the businessman, "of course, I am much too busy."

Without adventure into the unfamiliar, there are no rewards. Without fresh inquisitive minds, there are no new discoveries. Without sacrifices, there are no true pleasures or satisfactions.

Each of the three contributed their own vital in-gredients and worked together. The housewife's de-termination, the youth's vitality and the business-man's stability made the shared dream become a reality.

The above story can describe many auctioneer families who have worked hard and succeeded.

Life offers many challenges that we must take up or let pass untried. We must accept each one and give it our best effort, or we have failed to reach our full potential. Each challenge is an opportunity *but we can only reach as high as the goals we set.*

How high are your goals as an individual? How high are your goals for the NAA and our Ladies Auxiliary?

**Mrs. Brenda Higgenbotham, Director
Ladies Auxiliary to the NAA
Lakeland, Florida**



THREE PRESIDENTS — Mrs. Leland Dudley, center, present national Auxiliary President with past national presidents Mrs. Wendell Ritchie, left, and Mrs. Lyle Erickson, on the right.



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

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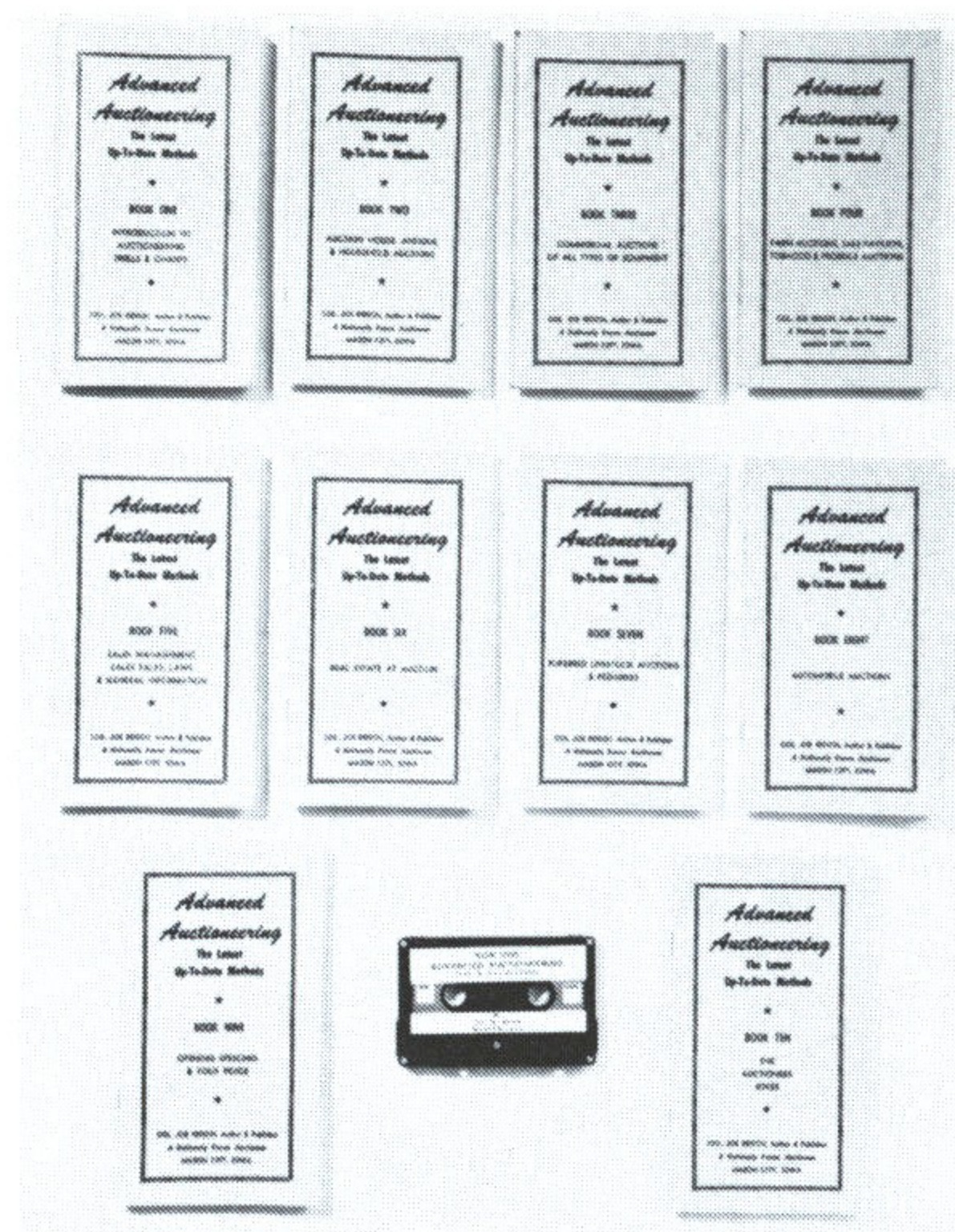
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Oak

Washstands



The article "Oak Washstands" was reprinted with permission from Dave Kessler's book, "Across the Antiques Auction Block".

By Dave Kessler, Member NAA

When antiquers talk about the ones they wish they'd bought, the conversation almost invariably comes around to old-fashioned oak washstands.

It was only 10 or 15 years ago that these wash-

stands could be purchased for \$5 or \$10 apiece. Just five years ago they were selling for \$20 to \$35 each and some collectors and dealers passed them up.

Washstands Hot Items

With so many antiques enthusiasts now attracted to them, even ordinary oak washstands will bring substantial prices. Oak washstands were made during the 1800s and the early 1900s. At that time they ranged in price from about \$2.50 to \$9 with the \$3 and \$5 examples being most popular.

They were available as a basic part of a three-piece bedroom suite when the whole set sold from \$15 to \$45. The full three-piece suite included a washstand, bed and dresser. These oak washstands usually had a towel bar across the back and some of the more elaborate ones had a mirror mounted beside the towel rack.

The case of the washstand generally had one full width drawer, two half-width drawers on the lower left and a cabinet door on the lower right. Other variations had two cabinet doors or three-full width drawers.

Fronts Differed

They were made with straight fronts, bow fronts and serpentine fronts to match the styles of bedroom furniture then in vogue. Some featured pressed or carved decoration and almost all of them featured ornate cast brass hardware.

Many of these washstands were made of solid oak, some were made of quarter-sawn oak and lots of them were covered with oak veneer. The solid oak

National Association of Realtors Convention, NAA Members Hold Seminar

At the November 1979, National Association of Realtors (NAR) Convention in New Orleans, NAA auctioneers served as instructors for a Farm and Land Institute, real estate auction seminar. Moderating the auction program at the NAR convention was NAA past president Lyle Erickson.

Approximately 500-600 realtors attended all or part of the day long, November 12, seminar on real estate at auction. NAA auctioneer Roger Poppen, Osage, Iowa, opened the program with "Why consider having an auctioneer in your real estate office?" Hugh Miller, Evansville, Indiana, completed the morning seminar session with "Public auctions: a broker's point of view."

Opening the afternoon portion of the Farm and Land Institute auction seminar was NAA president Chuck Cumberlin. An attentive audience heard Chuck's "Selling real estate at auction." Kenneth Erickson, Decorah, Iowa, continued "New innovations introduced to selling real estate at auction."

A hour long question and answer period closed the seminar, and many realtors seemed very interested in the auction method for selling real estate. State association and NAA membership were fully explained to inquiring realtors.

The Farm and Land Institute held a 12 minute

slide presentation on FLI membership. Also, an Australian auctioneer gave a 15 minute presentation about selling real estate at auction in that country. Approximately 70% of all the land in Australia and 40% of all the homes are sold at auction, and sold for cash.

Commenting on the seminar, one NAA panelist observed "there seems to be a tremendous interest in the real estate industry about public auction and its potential. It could be a big opportunity for many of our NAA member auctioneers." All of the NAA speakers on the real estate at auction panel are also members of the Farm and Land Institute, state and National Association of Realtors, and active in their state auctioneers associations.

Additions to Your NAA Member Directory

The following names was mistakenly omitted from the 1980 NAA Member Directory. Please photocopy the list and include in your directory under the appropriate sections.

NORTH CAROLINA

IWANIEC, JACK, 424X Flowers Rd., Elon College 27244

VERMONT

HIRCHAK, THOMAS J., JR., R.D. #3, Morrisville 05661



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and the quarter-sawed oak examples seem to sell the best today, apparently because they're easiest to re-finish.

Although they were originally pieces of bedroom furniture, collectors use these oak washstands in almost every room of the home today. Some even display a washbowl and pitcher on them in the living room or dining room because they're considered such interesting and decorative pieces.

Old hands in the antique business lament the fact that they didn't store up a barn full of these when the price was low. However, many young antiquers think they'll keep on going up because they're in short supply and are enjoying demand.

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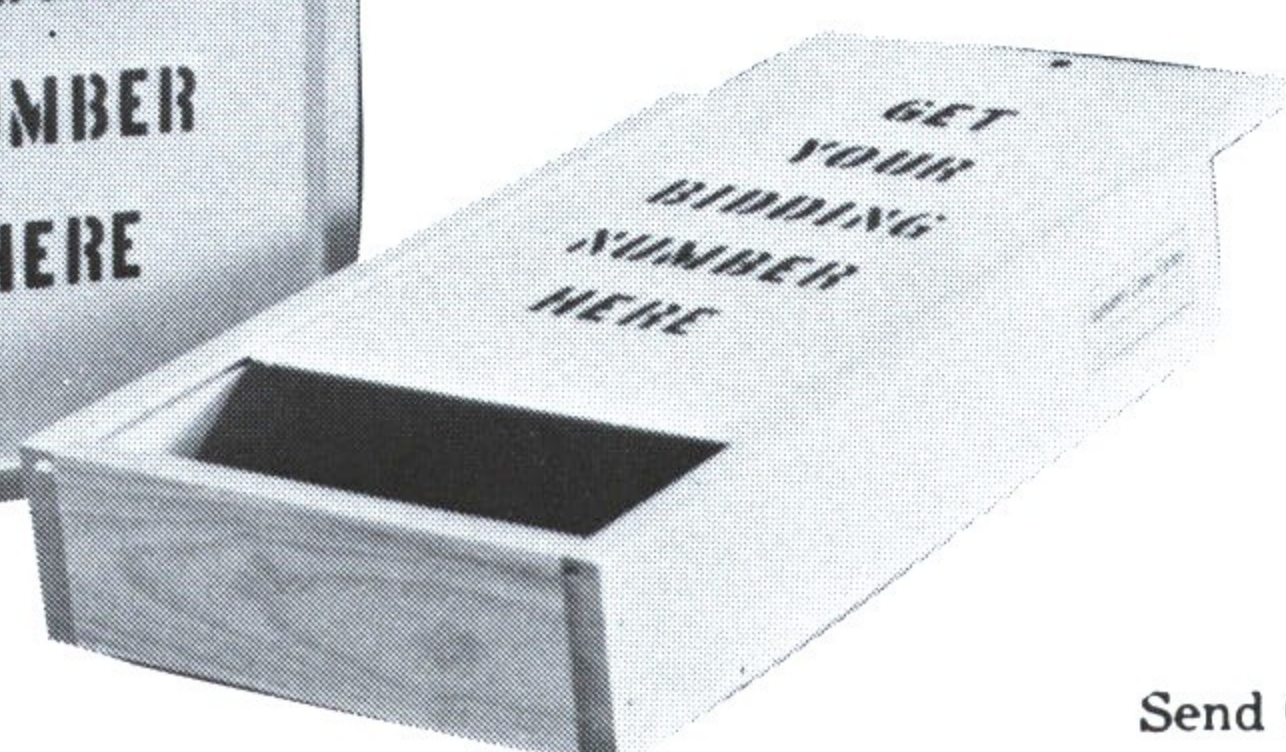
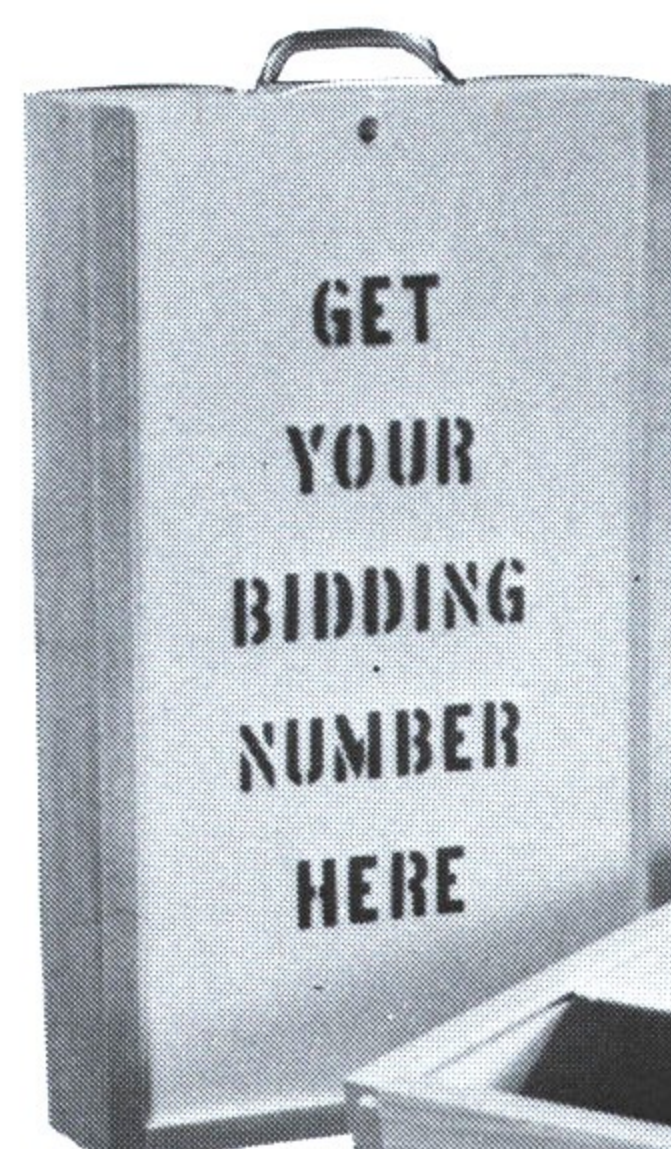
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6	21	36	51	66	81
7	22	37	52	67	82
8	23	38	53	68	83
9	24	39	54	69	84
10	25	40	55	70	85
11	26	41	56	71	86
12	27	42	57	72	87
13	28	43	58	73	88
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Its message is clear — the Internal Revenue Service is more than willing to help with the forms and the tax reporting. To help you ask the right questions, THE AUCTIONEER, presents a four page primer on dealing with the IRS.

Of the two inevitabilities, taxes and the coming of Spring, the federal government's Internal Revenue Service stands more than ready to help you with the first, while you enjoy the second. As a matter of fact, the IRS has compiled a "Business Tax Kit" which brings together many of the necessary forms and necessary publications to account for your income and that of your auction business. In addition to the free kit, IRS personnel will actually help you fill out your income tax forms, as well as answer your questions through a nationwide toll free number system. All of the taxpayer assistance, however,

does not make paying taxes any less painful, but the help does make dealing with the IRS a little less frustrating.

As an information service to its member/readers, THE AUCTIONEER visited a local IRS office to provide the NAA membership with a starting point for the 1979 tax paying process. What occurred at the IRS office was an informative session that outlined the "Business Tax Kit" and answered all the questions this writer presented. No, the IRS representative could not locate any particular tax requirement or information that applies specifically to auctioneers. Like many other busi-

nesses across the nation, an auction business and its employees have the same reporting requirements as other service agencies.

What follows in this AUCTIONEER insert is a brief look at the contents of the IRS's "Business Tax Kit," first from the standpoint of the auctioneer as an independent business person, and then as an auctioneer/employer.

Of the two inevitabilities, taxes and the coming of Spring, you certainly deserve to enjoy the second, but with the first, you deserve all the help you can get. To begin with, take a look at some tax saving opportunities that might have possibilities for your auction business.

CPAs Cite 17 Tax-saving Opportunities

What tax-planning opportunities are most widely overlooked or misunderstood by small business? An informal survey of CPA tax practitioners has produced a list of 17 answers to that question.

David A. Berenson, a member of AICPA's federal taxation executive committee, reported on the survey at a recent national conference on federal taxes. The CPA's suggestions include:

- Select an appropriate tax year, which doesn't always have to conform to the calendar year. Most companies have a "natural" business year determined by model changes or seasonal busy and slack periods.
- Opt for the tax accounting method — cash or accrued — that best fits your needs and is permissible in your circumstances. For example, although businesses with inventories must use the accrual method, service or sales businesses may find that the

cash method brings tax deferrals.

- Protect the advantages of installment sales by remembering to impute interest where appropriate so as not to inadvertently violate the 30-percent limit on payments in the year of sale.
- Take advantage of last-in-first-out (LIFO) inventory valuation if that can reduce illusory profits.

LIFO to Save on Taxes?

When inflation rages, unrealistic inventory valuations can cause a company to pay more income taxes than it should. This can often be corrected by adopting the last-in-first-out (LIFO) valuation method.

To make the switch to LIFO, in addition to meeting certain other requirements, you have to adjust inventories to cost as of the end of the preceding year and pay any additional income taxes that may result. You also must use only

LIFO in financial statements in the year of the change and thereafter.

Although it is not necessary to get advance IRS permission to change to LIFO (simply file application form 970), you must get the IRS's approval of a subsequent switch to another inventory valuation method.

-
- If on the accrual basis, consider accruing employees' vested vacation pay. Also real property taxes related to a definite period.
 - Determine whether it's better for you to depreciate or expense small tools and machine parts.
 - Explore whether you qualify for tax deferment as a Domestic International Sales Corporation (DISC).
 - When redeeming stock, do it in such a way as to produce capital gain rather than dividend income for the shareholders, if that best serves them.
 - Look into the exceptions to rules governing under-payment of estimated taxes; you

Continued

Self-employed and Paying Taxes

- a) **SCHEDULE C (Form 1040)** | **Profit or (Loss) From Business or Profession** (Sole Proprietorship) | Partnerships, Joint Ventures, etc., Must File Form 1065. ▶ Attach to Form 1040. ▶ See Instructions for Schedule C (Form 1040).
- b) **SCHEDULE SE (Form 1040)** | **Computation of Social Security Self-Employment Tax** | Each self-employed person must file a Schedule SE. ▶ Attach to Form 1040. ▶ See Instructions for Schedule SE (Form 1040).
- c) **Form 1040-ES** | **Declaration of Estimated Tax for Individuals** | Department of the Treasury—Internal Revenue Service
- d) **Form 3468** | **Computation of Investment Credit** | Attach to your tax return.

1978 Department of the Treasury
Internal Revenue Service

- e) **Instructions for Form 3468**
Computation of Investment Credit

cost of the acquisition realized of the substantial stock.
This credit does not
(1) Used mainly by
(2) Owned by or leased organization, or business income
(3) Owned by or leased units;
(4) Used for lodging the lodging unit
(a) The property is used

1) This four page pamphlet gives you the recordkeeping basics, as well as a listing of just about every IRS publication you may need.

2) Not only will you find example forms filled out for easy reference, but #587 has a "Worksheet for Computing Deductions for Business Use of a Home," very useful for organizing records and information.

3) Here again, example forms are filled out for you following a detailed explanation of what's deductible and what is not.

4) This booklet, like many other IRS pubs, is a more detailed discussion of information someplace else. If you need more facts after you read the "Instructions for Form 3468" (computation of investment credit), consult #572.

5) Here's an excellent source for IRA information — how to set up an individual retirement account, retirement savings for marrieds, tax-free transfer of funds, and more.

Reference Publications

Forms

a) You're using this form to arrive at a net tax on your business earnings. The 1040 Schedule C is for sole proprietorship businesses; partnerships, joint ventures, and others must use form 1065.

b) As an independent business person, you're paying self-employment tax. Its limits and requirements are the same as social security.

c) In years past, individuals depositing their tax (which then earned 7-8¾% interest) and subsequently paying the tax late plus 6% penalty, thereby making a small profit. Use this form each quarter to pay your tax because the IRS penalty is now 12%.

d, e) Here's your opportunity to compute a direct credit against your tax liability. The instruction sheet provides good information on making very important decision — to buy something which you can sell in two years, or invest in something which you can claim depreciation for three years or more

1) 2)

3) 4)

5)

Publication 552

Recordkeeping Requirements and a Guide to Tax Publications

Publication 463

Travel, Entertainment, and Gift Expenses

Publication 572

Tax Information on Investment Credit

Publication 587

Business Use of Your Home

Publication 590

Tax Information on Individual Retirement Arrangements

Introduction

If you acquired new or used depreciable property for use in your business and placed the property in service during the tax year, or made qualified progress expenditures, you may qualify for the investment credit discussed in this publication. Also, energy property acquired or constructed after September 1978 may qualify for a new additional investment credit that is determined separately from the regular investment credit.

The Auctioneer As Employer

- 1) 2) Circular E Circular E (Supplement)

Employer's Tax Guide Employer's Tax Guide

- 3) 4) Publication 505

Withholding and Declaration of Estimated Tax

Publication 539

Withholding Taxes and Reporting Requirements

Introduction

This publication discusses the rules for withholding income and social security taxes from your employees' wages. It also explains the requirements for reporting certain income tax withholding on your Federal income tax return. Additional information for Federal unemployment tax returns for employers is also included.

To help the reader to establish

- 5) 6) Publication 535

Tax Information on Business Expenses and Operating Losses

Publication 534

Tax Information on Depreciation

Introduction

Depreciation is a means of recovering the cost of investment in property that has more than a year and that is used in a trade or business or held for the production of income.

The rules for depreciation of property are contained in the Class Life Asset Depreciation (CLAD) System and the Modified Accelerated Cost Recovery System (MACRS) are discussed in this publication.

If income-producing property is used in a trade or business and its life can be determined or estimated, you may deduct its cost over its useful life.

- 7) 8) Publication 538

Tax Information on Accounting Periods and Methods

Publication 583

Recordkeeping for a Small Business

Introduction

Everyone engaged in a business must maintain records that will enable them to prepare complete and accurate tax returns and to ensure that they pay only their proper share of taxes.

The tax law does not require a particular kind of records. You may choose the kind of records that will best reflect the income of your business, your books of account or records (including records) must clearly establish your gross income, but also you

Reference Publications

1, 2) The Employer's Tax Guide is especially helpful because it defines who is an employee, what is a subcontractor, and provides facts on employing family members, non-resident aliens, etc. Consult the Circular E pubs and supplements for a basic guide to being an employer. Also, check with the IRS every 6-8 months for Circular E revisions.

3) For both auctioneers as sole proprietors and auctioneer/employers, #505 explains self employment tax and estimated income tax.

4) Here's a condensed version of the Circular E information.

5) Consult this publication for an in-depth discussion of special as well as ordinary business expenses and operating losses. Booklet contains helpful operating loss worksheets for organizing information.

6) Discussing all the ways to claim depreciation, #534 shows you how to keep the records and

make the decision that can influence the amount of tax your company pays.

7, 8) Both of these booklets are a good start. For more specific information, consult other publications. In #583 you'll find information on how long to keep purchase records and similar receipts, also what you need to substantiate a deduction, and more.

g) Here's your instructions for submitting W-2's. If you have any questions, don't call Social Security. Call the IRS.

h) You're filing this information once a year, and there are deposit requirements after a certain number of payrolls. Specific local State unemployment tax information is required to complete this form.

a) Form SS-4 (Rev. 3-79) Department of the Treasury Internal Revenue Service	Application for Employer Identification Number (For use by employers and others as explained in the instructions)
b) Form W-4 (Rev. December 1978) Department of the Treasury Internal Revenue Service	Employee's Withholding Allowance Certificate (Use for Wages Paid After December 31, 1978) This certificate is for income tax withholding purposes only. It will remain in effect until you change it. If you claim exemption from withholding, you will have to file a new certificate on or before April 30 of next year.
c) Form W-5 (1979) Earned Income Credit Advance Payment Certificate For "Privacy Act" notice see back of form.	
d) Form 941 (Rev. July 1979) Department of the Treasury Internal Revenue Service	Employer's Quarterly Federal Tax Return
e) Form 941c (Rev. July 1979) Department of the Treasury Internal Revenue Service	Statement to Correct Information Previously Reported Under the Federal Insurance Contributions Act (See the explanation on the back of this form)
f) Form W-2 Wage and Tax Statement 1979 Do Not Cut or Separate Forms on This Page	Department of the Treasury—Internal Revenue Service
g) Instructions for Forms W-2 and W-2P	
h) Form 940 Department of the Treasury Internal Revenue Service	Employer's Annual Federal Unemployment Tax Return

Forms

a) In the coming year, if you are to become an employer, you'll need to file for an IRS identification number. The IRS answers back in 3-5 weeks.

b) Given to each employee when they are hired, the W-4 is also good employer protection. You'll use it to show that you withheld the correct amount of tax. Keep all W-4's for auditing purposes, and for IRS purposes save the W-4's for four years.

c) This form is new as of July 1979. However, this advance payment of tax certificate must be requested by the employee.

d) Follow the enclosed deposit instructions for depositing withheld income tax, plus employer and employee FICA taxes. There's a penalty for not depositing each quarter.

e) Correct your quarterly federal tax return at any time by using form 941c.

f) W-2's are printed three on a sheet and must be made available to your employees by January 31. When submitting a group of W-2's, and you have only the top one filled out on a sheet, don't tear that one off. Send in the entire sheet.

Three Most Helpful — IRS Pubs You Can Really Use

Of all the items contained in the IRS's "Business Tax Kit," these three might be the most helpful to the auctioneer businessperson.

1) The "Tax Guide for Small Business" is a comprehensive publication that covers taxes from the prospective of the individual business. Not only can you use the 192 page book as a single source of information, but it's also a guide to more detailed information found in smaller IRS publications. Whether you are organized as a sole proprietor, partnership, corporation, or Subchapter S corporation, IRS pub #334 is your basic guide to paying taxes.

2) If you ever encounter the problem of yourself as employee or subcontractor, and there is a dispute, you and the seller must fill out Form SS-8. The IRS will then determine whether or not you are an employee.

3) Getting the right IRS forms submitted at the right time of the year, and of course, depositing the right amount of money, can be an enormous problem. This simple 12-page booklet is a game plan for successfully getting through the year with all your taxes paid. With #509 on your desk, you know what's expected of your auction business, and when it's expected.

Any questions? The Internal Revenue Service has a national network of toll-free telephone numbers to answer any question about filing your business or personal taxes. You can also make an appointment with IRS personnel to help you fill out your respective IRS forms. The IRS will not add up your payroll, but it will help you complete the reporting forms if you bring the various pieces of information to your local IRS office.

CPA Tax Tips . . .

might be able to avoid costly penalties and increase cash flow.

- Choose between carryback and carryforward treatment of net operating losses. In carrying back, make sure you don't include a year in which

1) Department
of the
Treasury
**Internal
Revenue
Service**

2) Publication 509

Tax Calendar and Check List for 1979

3) Form **SS-8**
(Rev. Sept. 1977)
Department of the Treasury
Internal Revenue Service

Tax Guide for Small Business 1979 Edition

Tax Calendar

You should take the action indicated on or before the dates listed later. Saturdays, Sundays, and legal holidays have been taken into account, but local banking holidays have not.

Your required deposits of income tax withheld, social security taxes, Federal unemployment taxes and excise taxes must be deposited with an authorized financial institution or a Federal Reserve bank.

Manufacturers, retailers, and lessors of motor vehicles are liable for \$100 of excise taxes for November. Not required to make semi-monthly deposits of such taxes with a deposit Form 504.

Excise taxes on amounts billed by providing communication or on tickets for air transportation provided by October 31 or such excise taxes collected by October 31.

Information for Use in Determining Whether a Worker Is an Employee for Purposes of Federal Employment Taxes and Income Tax Withholding

capital gains were recognized if future ordinary income is anticipated.

- Pay any accrued salaries, bonuses, business expenses or interest owed to majority stockholders within 2½ months of the close of the corporation's fiscal year, or risk losing the deduction permanently, even though the recipient remains taxable.
- If the corporation has high costs of sales and other passive-type income, watch out in a bad year that it doesn't inadvertently become categorized as a personal holding company subject to a penalty tax. If it does become so categorized, your CPA may be able to recommend steps to avoid imposition of the tax.
- On tentative carrybacks, choose between use of the "quick refund claim," which is generally more favorable, and filing an amended return.
- When buying fully taxable bonds at a premium, decide at once whether you want to offset part of the interest income by amortizing the premium.
- Where there is a choice, decide whether to expense or capitalize research and experiment costs; franchise,

trade-name and organizational expenses; and certain carrying charges.

- Be prepared to substantiate inventory markdowns and prove they are not excessive.
- Be sure the depreciation you claim is backed by evidence supporting the useful life given.

Your CPA can help you determine which of these elements may be appropriate to your business.

(The CPA tax saving measures were provided by the NAA's accountants, Ueberrhein and Yeager, Lincoln, Nebraska. The tax tips appeared in monthly AICPA publication which contains this message, "the Bulletin does not have any official authority and the information contained therein should not be acted upon without professional advice." Copyright © 1979, CPA Client Bulletin, American Institute of Certified Public Accountants, Inc.)

Article by Gary Carmichael, NAA
Director of Association Services

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Industrial Park Named for Ericksons

Following a ground breaking ceremony for the first plant to be constructed, a Cresco, Iowa, industrial park was officially named for NAA past president Lyle Erickson and his wife Irene. For their efforts in helping to create the industrial park, the Ericksons received a large hand cut glass bowl with engraved bowl stand. Lyle and Irene had sold the land to the Cresco Industrial Development Corporation for a low price, low down payment, and very favorable yearly payments.

The first manufacturing plant, which will produce aluminum stock trailers for distribution throughout the Midwest, will initially employ 50 people and expand up to 150 employees.

(Information and photo courtesy HOWARD COUNTY TIMES PLAIN DEALER, a Cresco weekly newspaper.)



DEDICATE PARK — New industrial park for Cresco was officially dedicated Friday in honor of Mr. and Mrs. Lyle Erickson, who sold the tract of land to the Cresco Industrial Development corporation at a "low price". Actual sale took place several years ago but the first firm to locate in the new park has begun construction of a plant. Dale Turnmire CIDC president, is shown at the left making a presentation gift to the Ericksons.



River Vessels Sold at Auction

In October, World Wide Auctions with NAA auctioneer Chuck Marsh conducted a non-bankruptcy or non-admiralty sale of two river vessels — towboats — and announced the sale as a definite success. Buyers came from as far away as Abu Dauhbi to bid on vessels and related equipment at the Charleston, West Virginia auction. The client did not wish to release the gross amount of the sale, but received 115% of the purchase price for the vessels and equipment.

Sold were the motor vessels "Jesse Barr" and "Port of Brownsville". Spare parts valued at over a million dollars; heavy equipment and one covered barge converted to a floating workshop were also auctioned. World Wide is convinced that there is a market for river vessels and marine equipment and has signed contracts for future vessel auctions after the first of the year.

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Benefit Auctions Succeed in High Point

Past NAA Director Forrest Mendenhall and the Mendenhall Auction Company conducted two benefit auctions, equally successful but varied in kind. On behalf of the Piedmont Ducks Unlimited, the Mendenhall auction staff netted \$18,000 for the Piedmont chapter. The money will be sent on to the national organization which helps preserve the duck population of North America.

For the Rotary Club of High Point, North Carolina, auctioneer Mendenhall was part of an annual barbeque and auction which grossed well over \$20,000.

Auctioneer, it's a fact . . .

Farm size continues to increase, leading to a concentration of farm production in the hands of the larger operators. This group now represents about 2% of all farms but accounts for 40% of all farm production and 18% of total net farm income.

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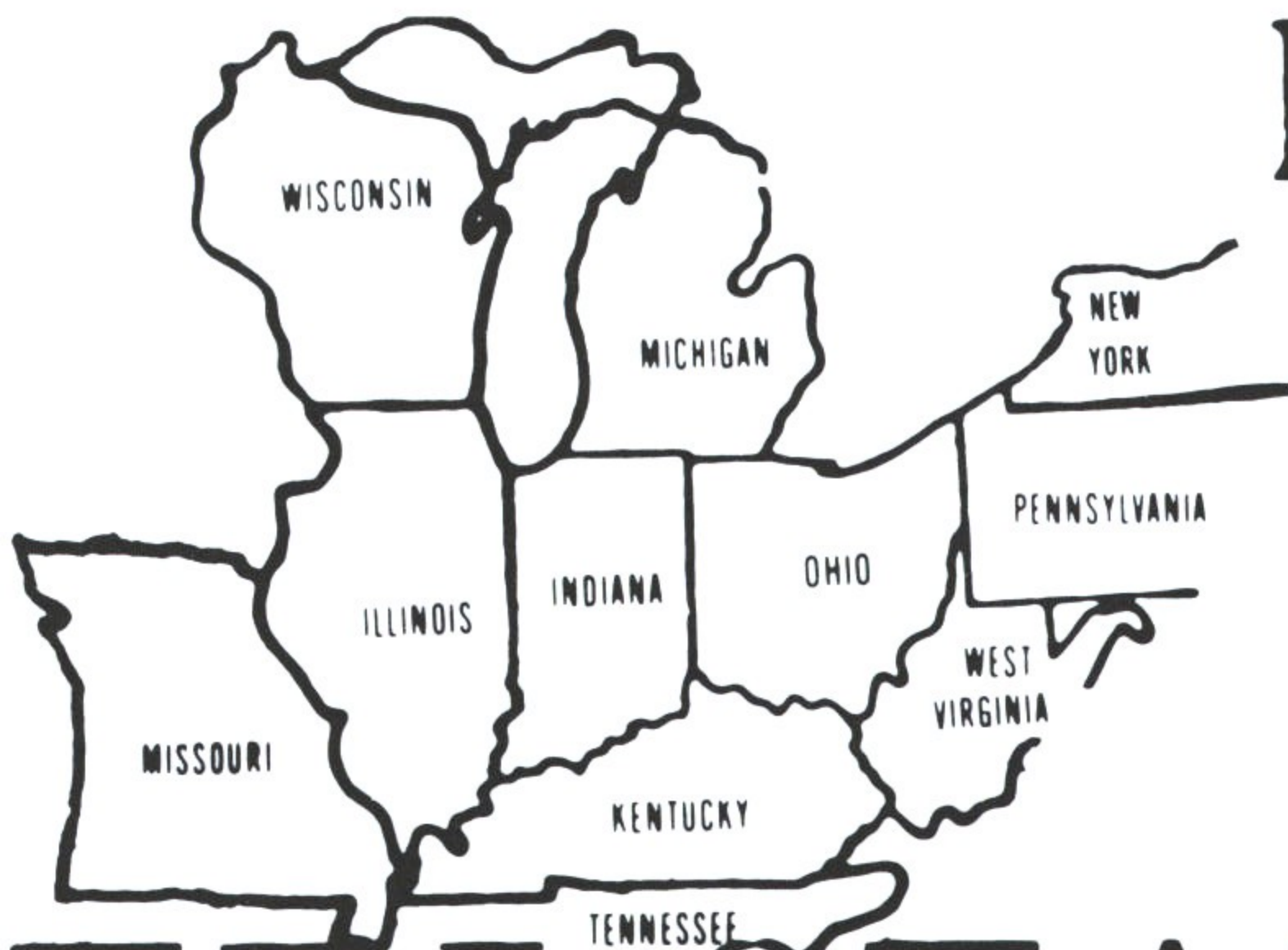
MISSOURI AUCTION SCHOOL class of November, 1979. Instructors seated front row, starting fifth from the left: Dean Cates, Bill Morgan, president Dick Dewees, Gary Ryther, registrar Boyd Michael, Bing Carter, and Dale Vaughn. Instructors not present: Chuck Cumberlin, Dave Kessler, Verlin Green, Robert Purinton, Wayne Allen, and John Wood.

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State Association Reports

New York State Holds Annual

The 1979 Annual Convention of the New York State Auctioneers Association, Inc. was held on November 4th and 5th, in Saratoga Springs, New York. In attendance were approximately 125 auctioneers and families, who enjoyed a most interesting convention.

Some of the highlights of the convention were speeches and seminars conducted by members of the National Auctioneers Association. Past NAA president Wylie S. Rittenhouse conducted a seminar on selling real estate at auction. Another past NAA president Harvey Lambright greeted the New York delegation for the National Auctioneers Association.

A major event of the convention was the awarding of the coveted NYSSA Auctioneer of the Year Award. The 1979 recipient was Pete Murray of Ballston Lake, New York. He and his wife Betty own and operate the Northway Exchange, the largest auto auction in New York State. Pete Murray has served as a past president of the NYSAO and a past NAA director, as well as speaker for the National Auto Auction Association.

The NYSAA officers for the 1979-80 term are: president Raymond H. Allen, Sr., first vice president Robert Mason, second vice president Dorothy Knapp, and secretary-treasurer Duane E. Gansz. The new officers were installed by past NAA director Marvin Smith, with official responsibilities taking effect immediately.

In other business conducted, the convention mover to enthusiastically support Duane E. Gansz as a candidate for NAA director nomination. Col. Gansz has been active in the auction business for over 24 years, and attended his first NAA convention in Buffalo, New York in 1958. He has served as past presi-



NYSAA SECRETARY-TREASURER Duane E. Gansz with Wylie S. Rittenhouse and wife, Joan. Rittenhouse modeling a valuable seal and leopard skin coat that was seized from a New York City retail outlet.

dent and is secretary-treasurer of NYSAA.

The convention had a most interesting speaker from the New York State Department of Environmental Conservation. Lt. Donald Brewer, Officer in Charge, spoke to the group in regard to selling America's wildlife at auction. He brought with him samples of scrimshaw, tortise shells, furs, stuffed animals and birds that were being illegally sold throughout New York State at retail stores and at auction sales. He described how to identify controlled items and how to obtain permits to legally handle their disposition. His talk was greatly appreciated by NYSAA members.

At the close of 1979 NYSAA the entire group was invited to tour Northway Auto Exchange.



1979 NYSAA Auctioneer of the Year Pete Murray and wife Betty.

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NHAA Celebrates 25th Anniversary

Merrimack, New Hampshire — The new Hilton at Merrimack was the site of the recent 25th anniversary meeting of the New Hampshire Auctioneers Association. Formed in 1954 to promote the auction profession and the public it serves, the NHAA's membership includes almost all the active auctioneers in the state. The association has been instrumental in sponsoring legislation for consumer protection and the regulation of auction licenses.

NAA President Chuck Cumberlin attended the anniversary meeting as special guest. Speaking on the selling of real estate at auction was Dave Kessler of New Paris, Ohio. Also participating in a seminar type meeting was attorney Gregory Michael, legal counsel to the NHAA, who spoke on auctioneers and the law.

Special guests included members of the New England Council of Auctioneers whose members are the presidents and secretaries of the auctioneer associations in the six New England states. Mutual problems in the profession were discussed, and all council members participated in a round table dis-

AUCTIONEERS IN ACTION were Joe Barber at left who donated the bicentennial quilt which sold for \$100, Wayne Mock anticipating the next bid, and Larry Gray.

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cussion, answering auctioneers' questions from the floor.

Monica Skiathitis, Miss New Hampshire, provided her own special welcome to the auctioneers and stayed to enjoy the special banquet and dancing. A fun auction of donated items raised \$1,125 for the National Auctioneers Association to start a national promotional fund for the NAA. Top price was \$200 for an NAA belt buckle auctioned by President Cumberlin.

Emory Sanders of New London was chairman of the event which was pronounced a great success by all who attended. It was the first convention to be held at the Hilton which had opened only three days before.



NEW LOOK in New Hampshire auctioneers is best exemplified by Lynne Pattridge of New Hampton at left, and Bonnie Reamon Geno of Newport.

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\$1,125 RAISED during the fun auction was presented to President Cumberlin earmarked for a national publication relations fund. Making the presentation was Emory Sanders, chairman of the 25th anniversary NHAA meeting.

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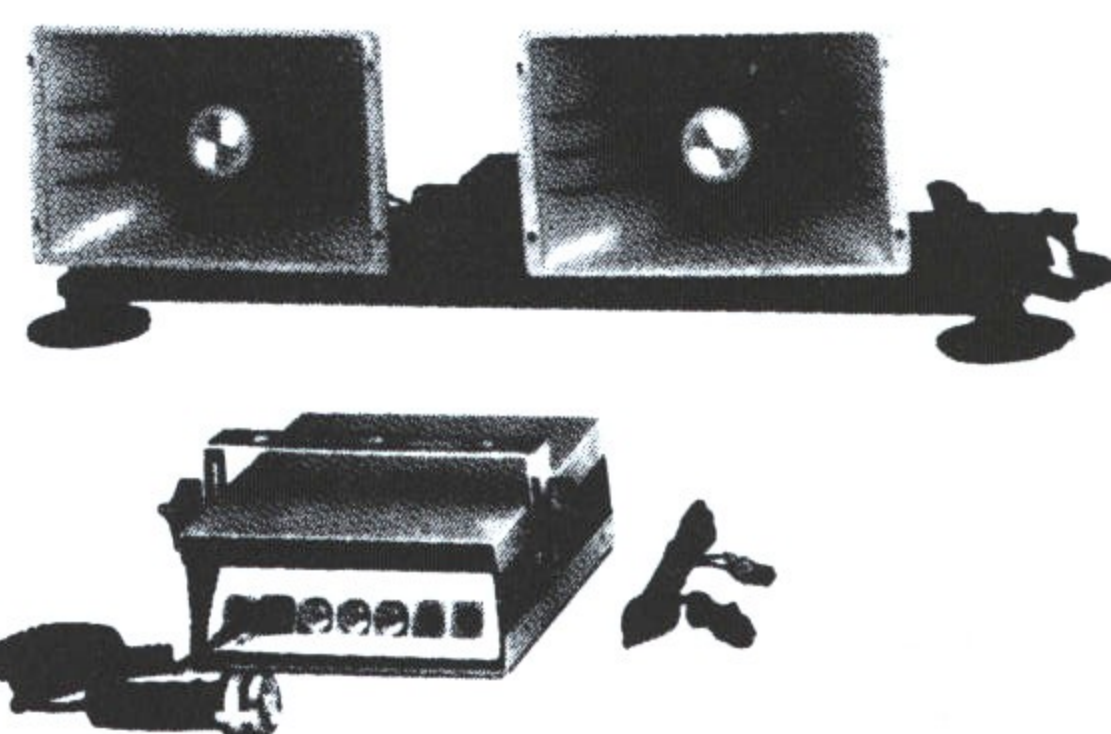
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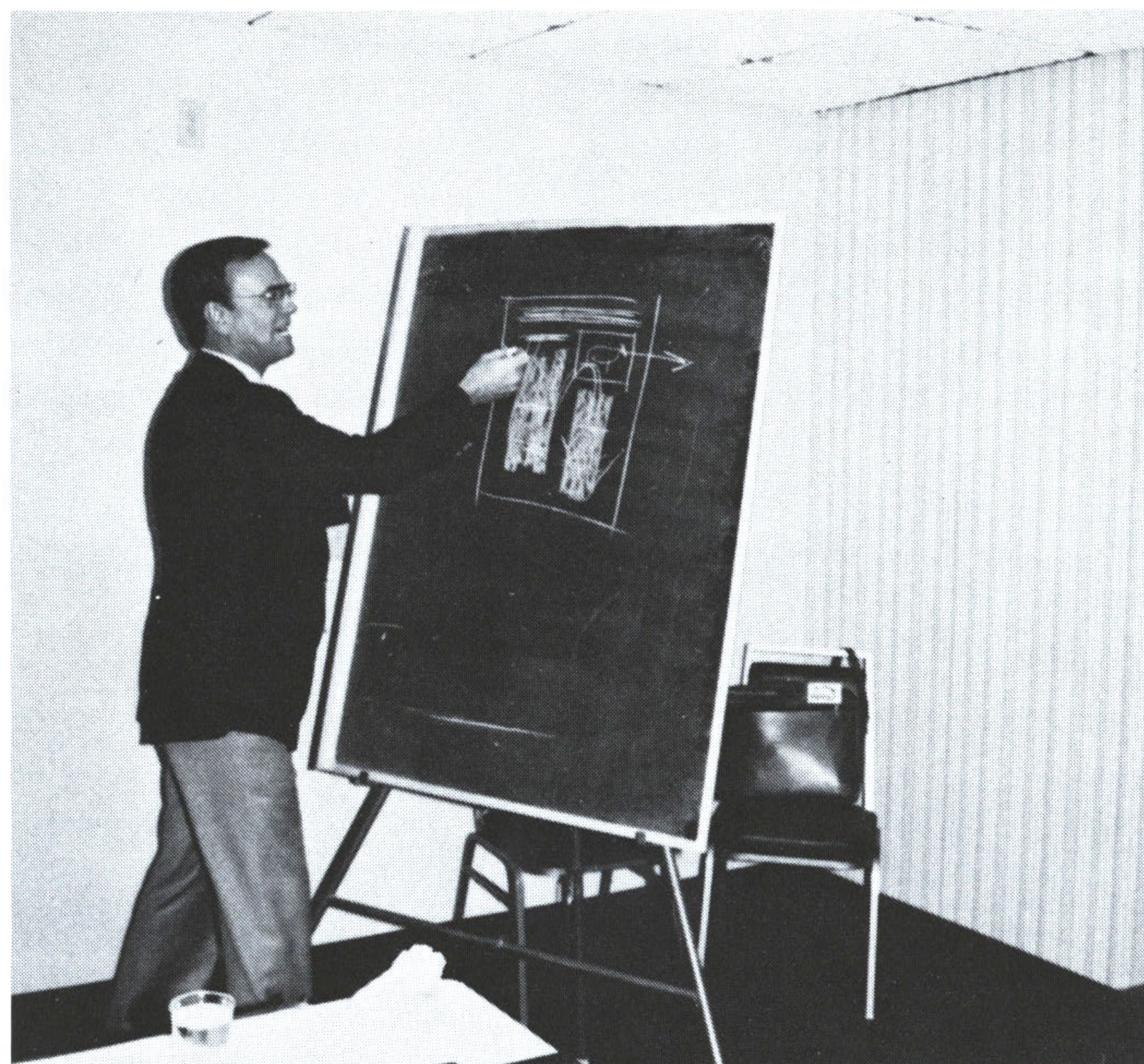
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WSAA Holds Winter Convention

The following photo sequence summarizes the 1979 Washington State Auctioneers Association Winter Convention held in Yakima, Washington, November 10-11.



ADVERTISING WORKSHOP held by NAA executive director Harvey McCray, here explaining effective sale bill layout.



BID CALLING CONTEST winners, left to right: champion Ed Williams, first runner-up Mick Sather, Elmer Burnham second runner-up.



GAVEL PASSED from outgoing WSAA president Bob Williams to newly elected president Blackie Witzel.

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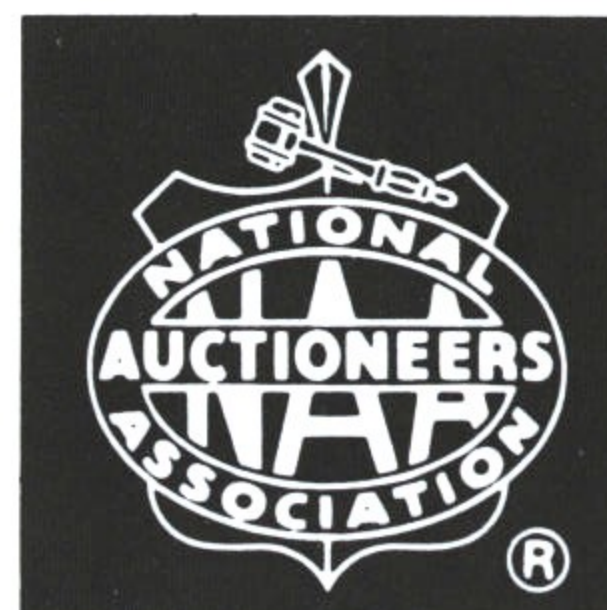
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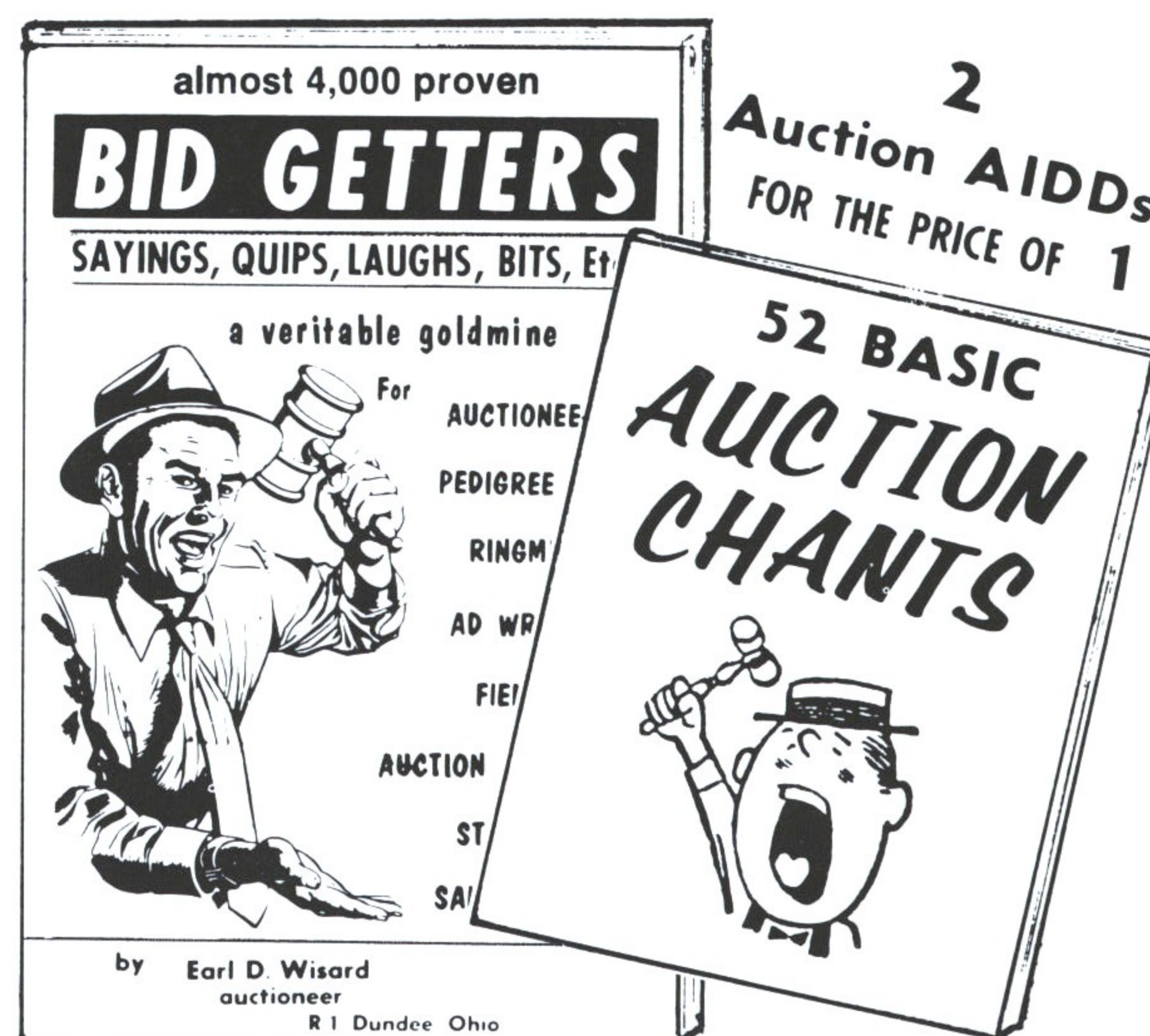
In Memoriam...

RENE J. MARGUTH

The Minnesota State Auctioneers Association submitted the following information to the NAA office. MSAA/NAA member Rene J. Marguth died November 11, 1979 as a result of a car accident. An auctioneer for the past 19 years and active in the MSAA, Rene Marguth was also a field man for the South St. Paul Stockyards. He is survived by his wife, two sons, two daughters and eight grandchildren.

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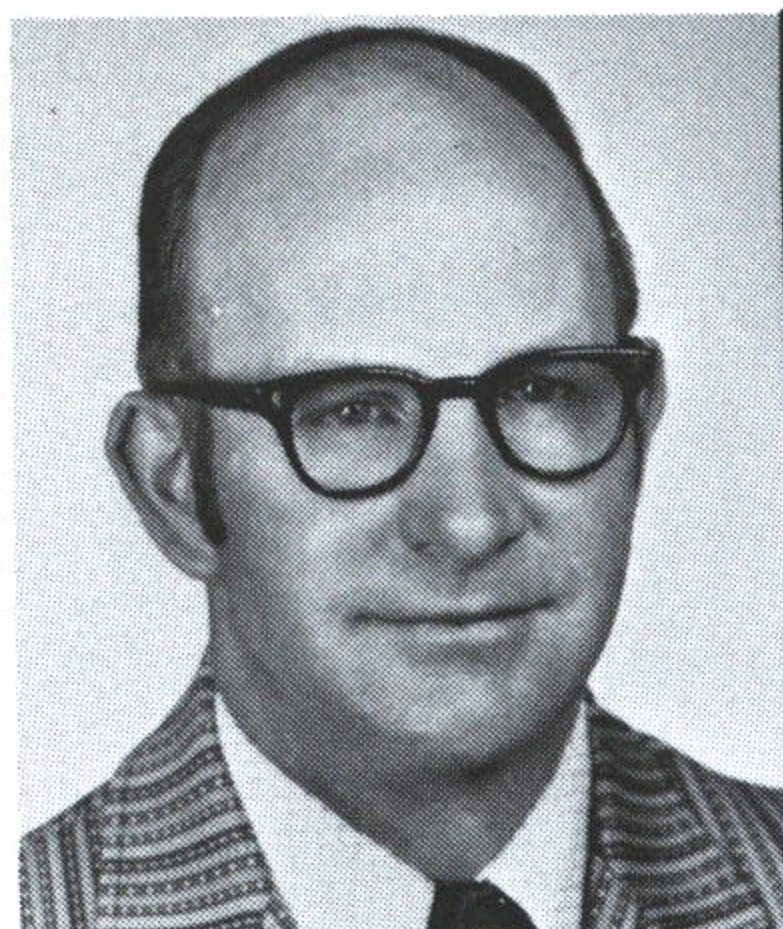
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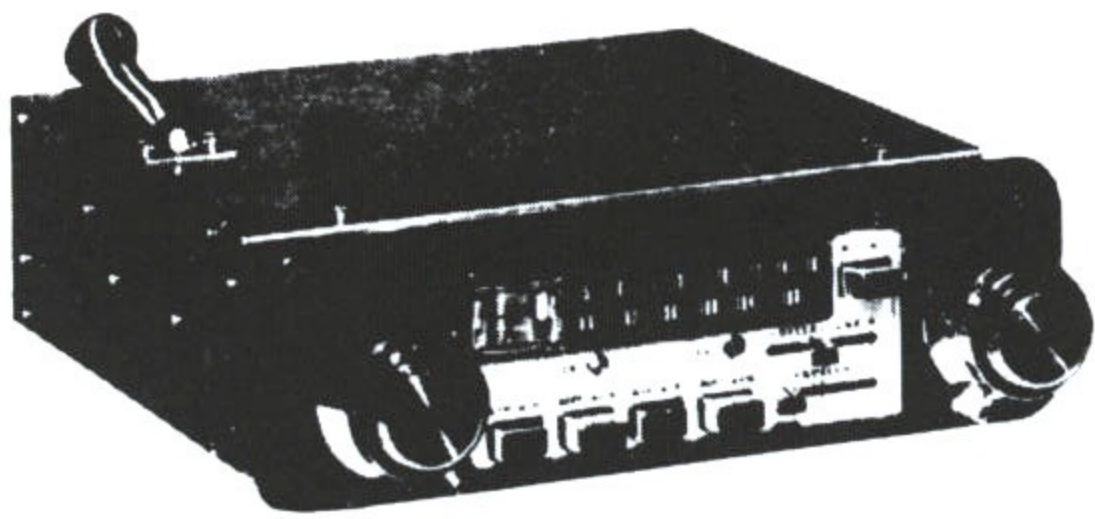
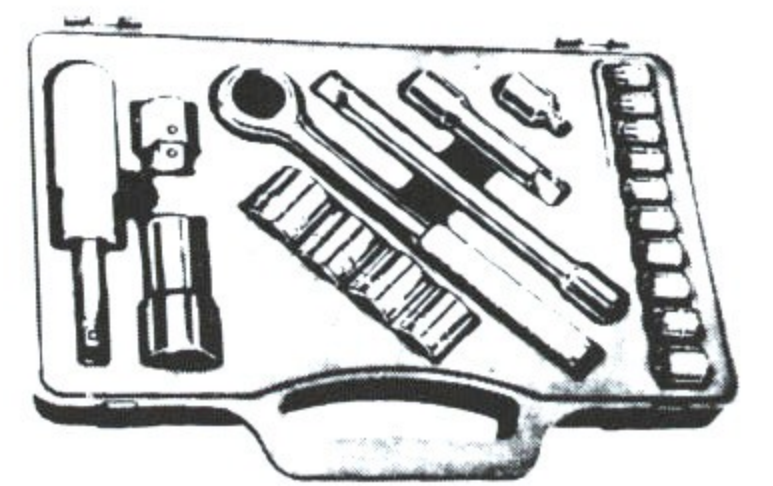
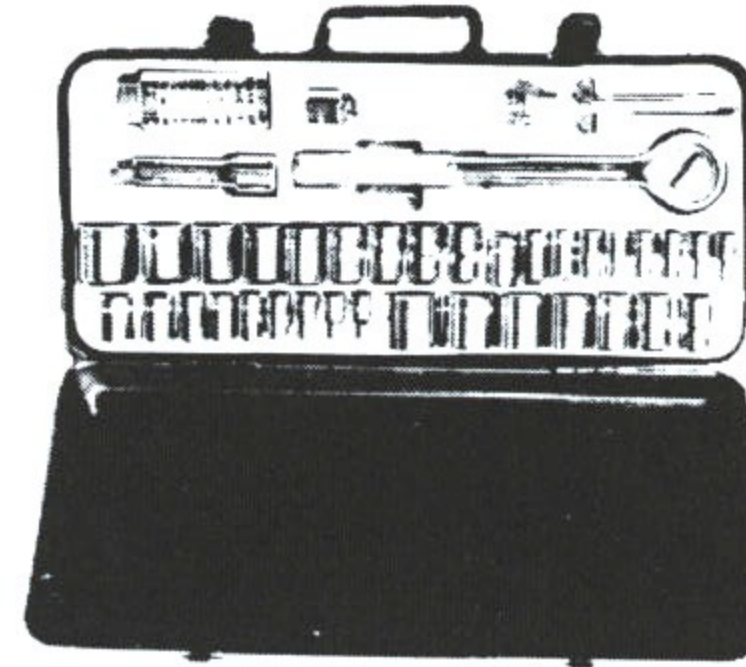
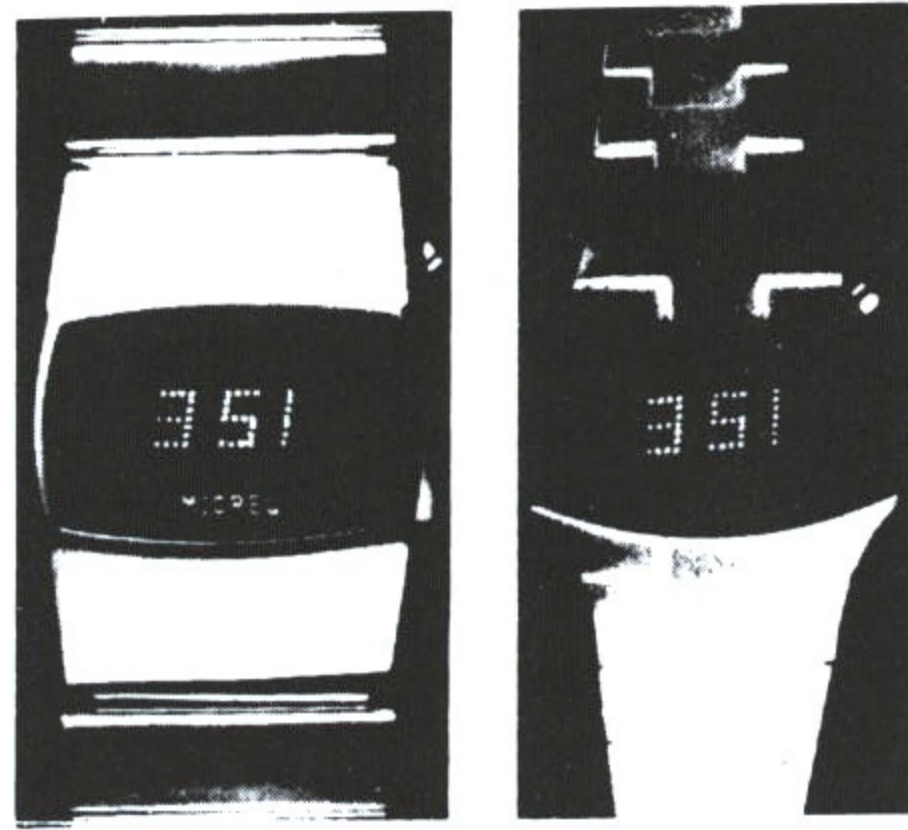
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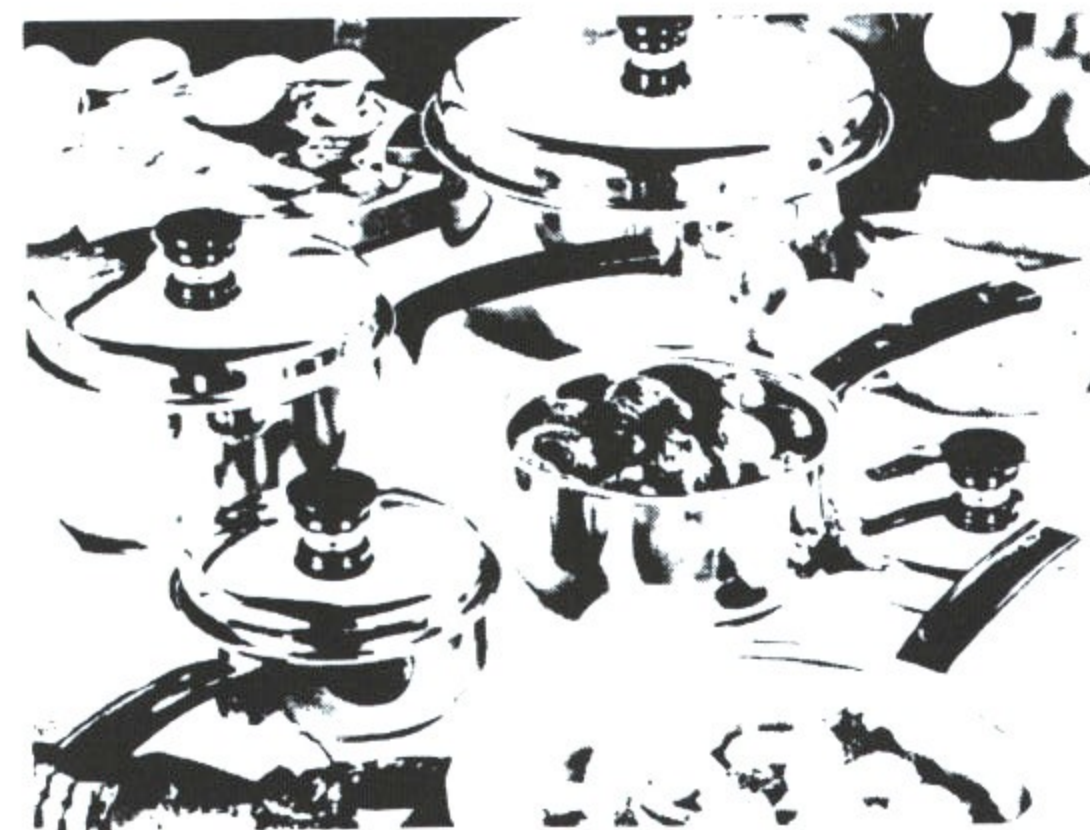
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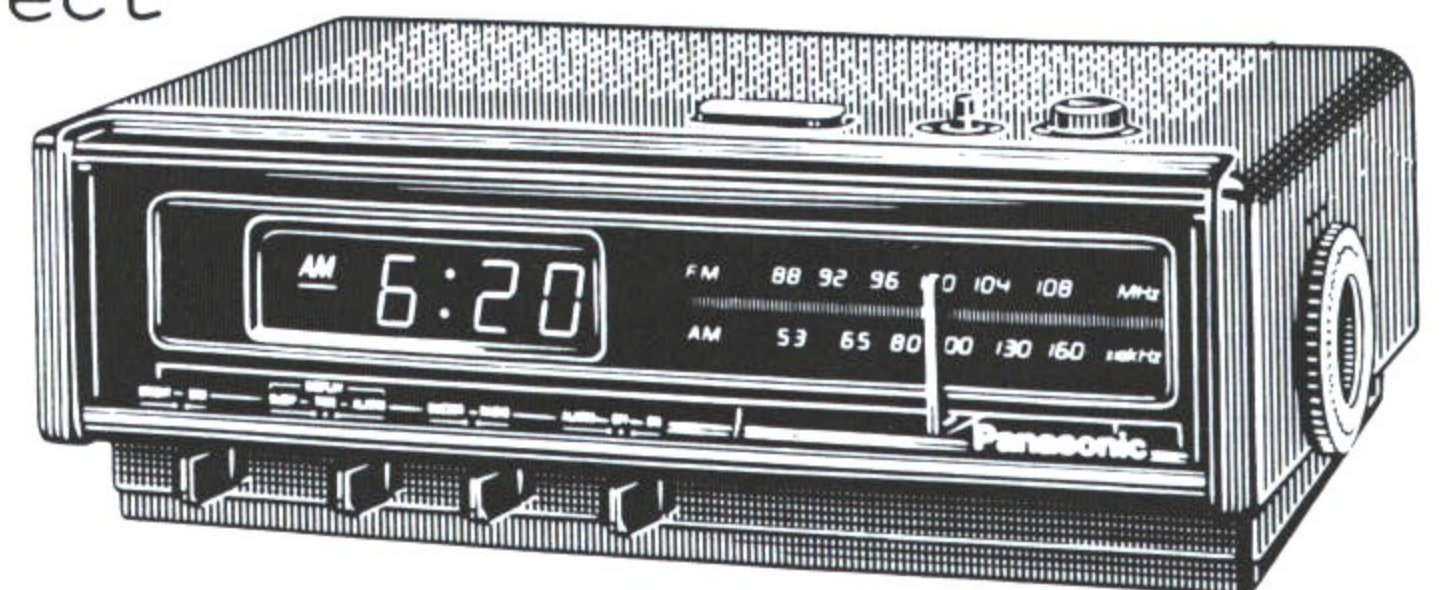
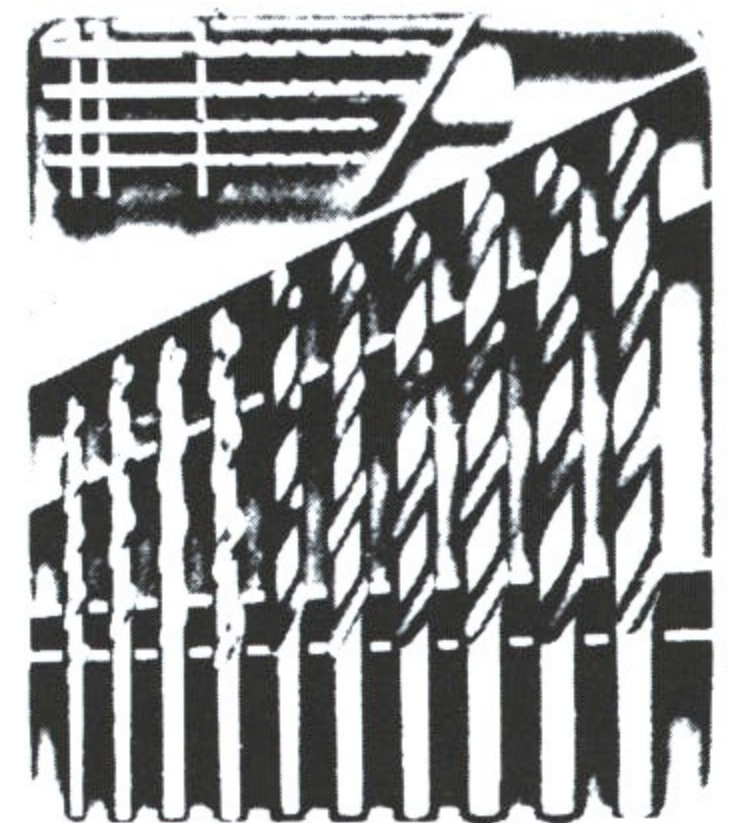
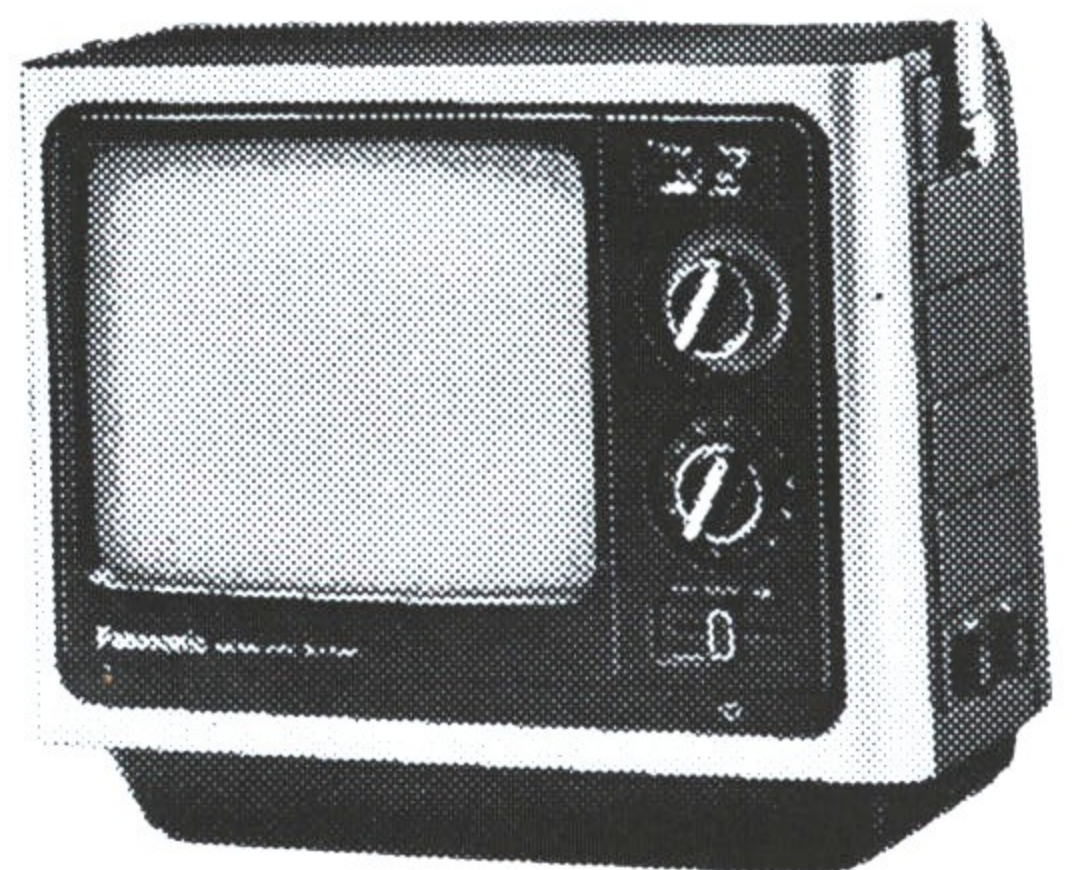
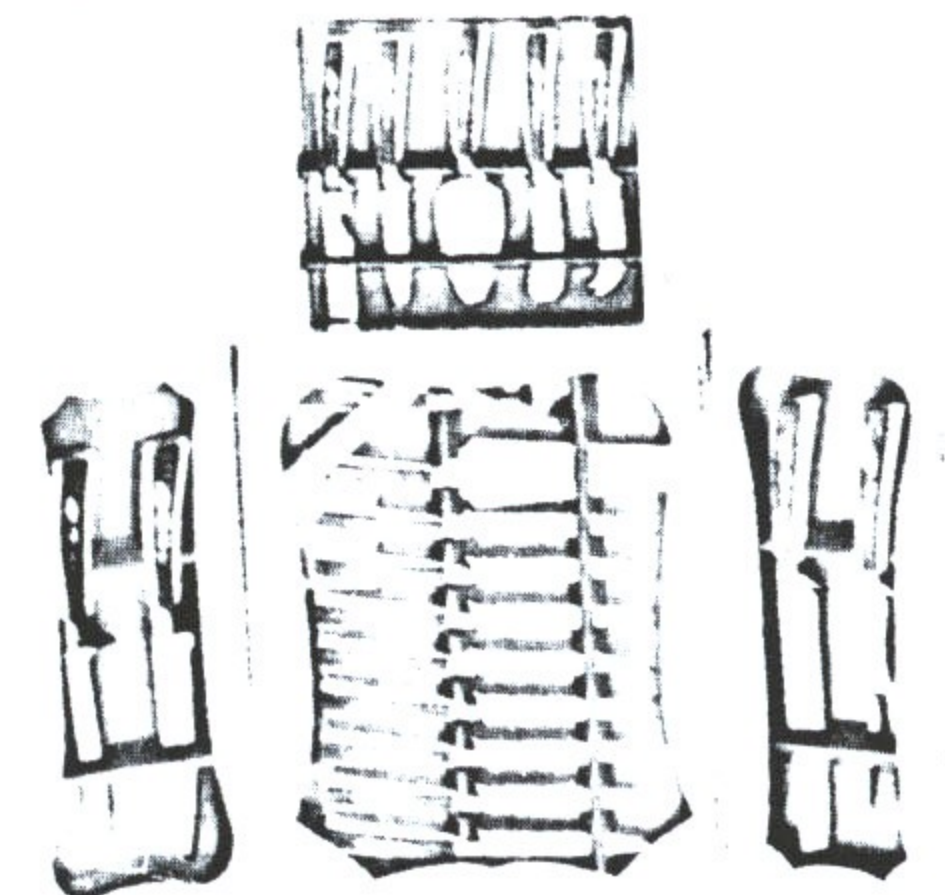


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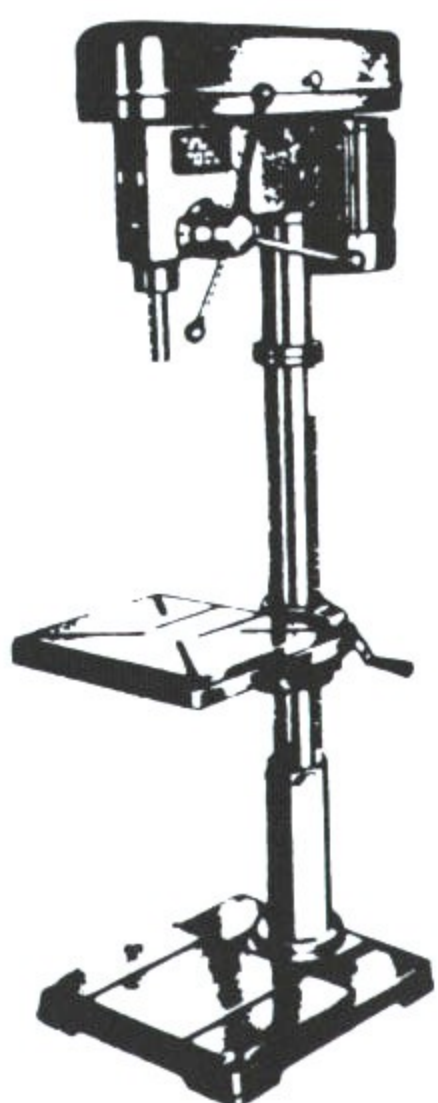
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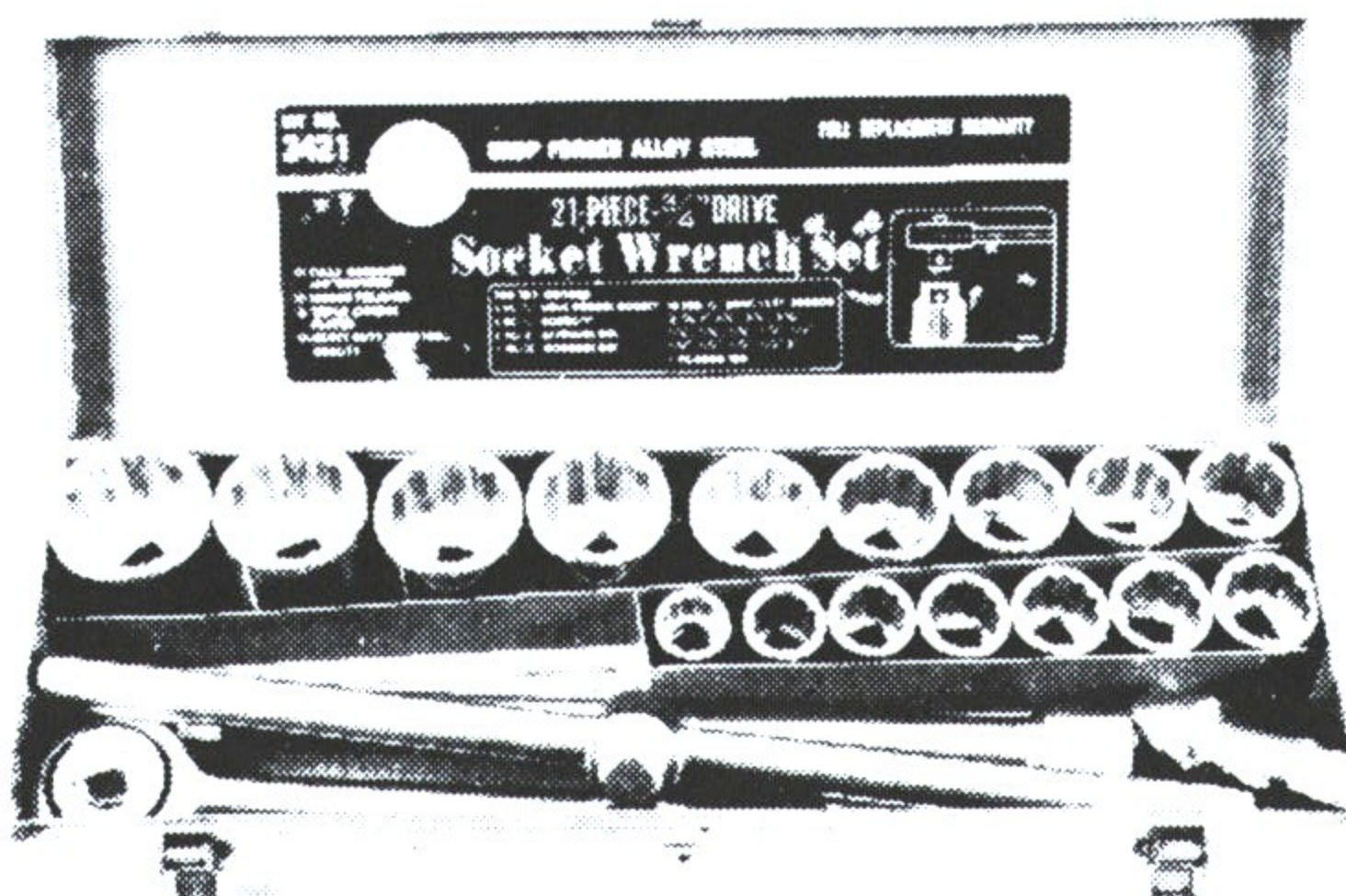


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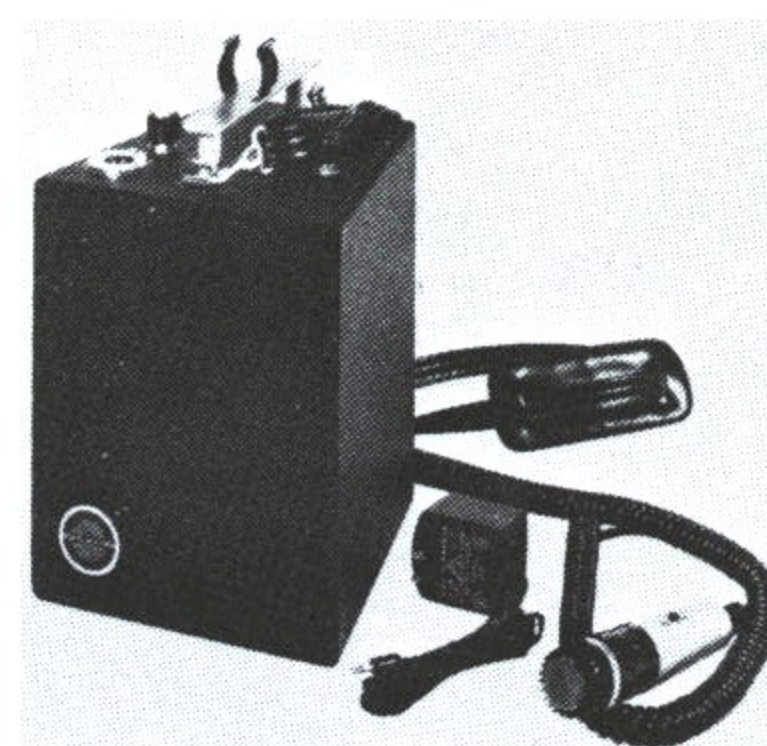
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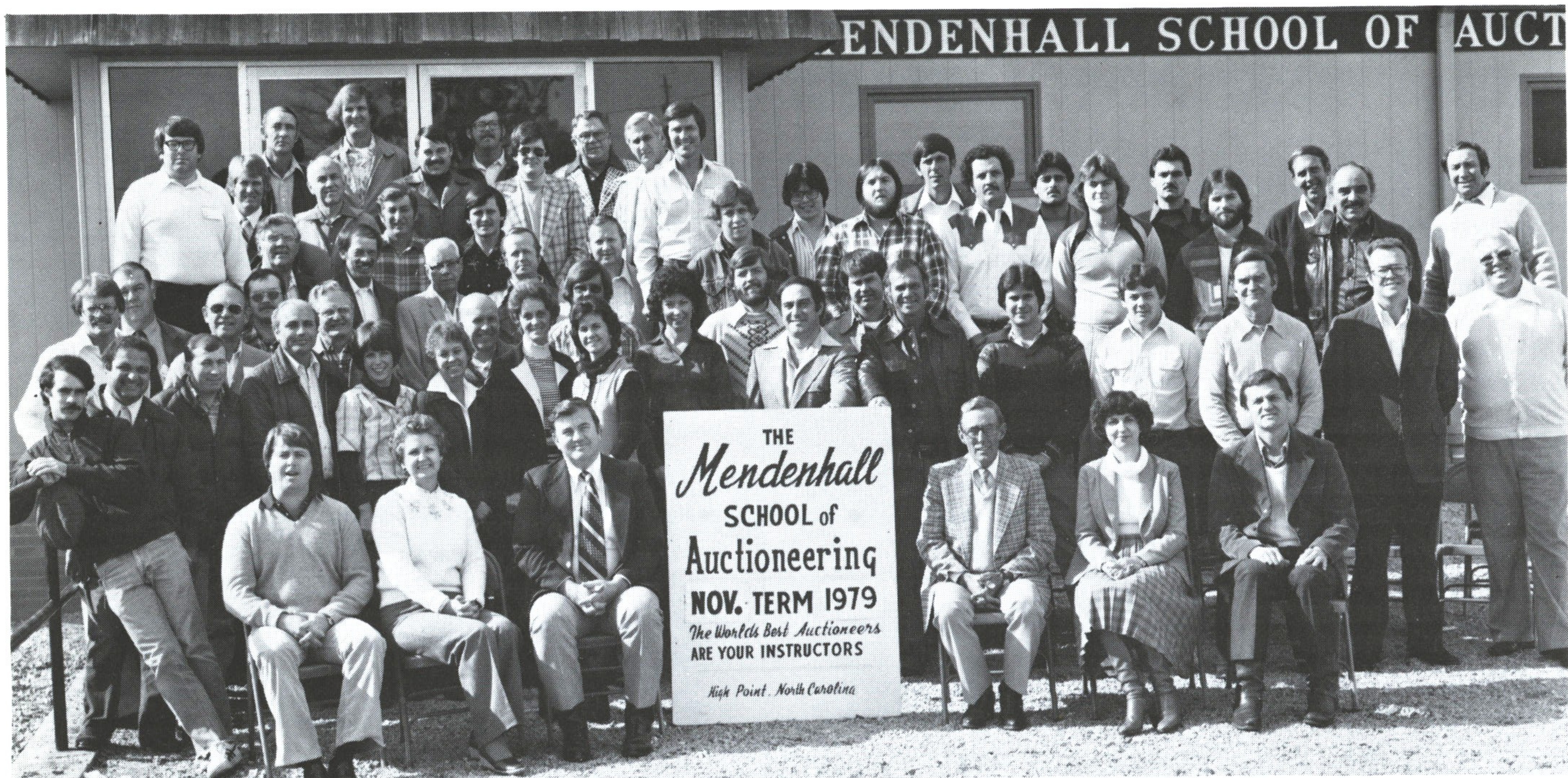
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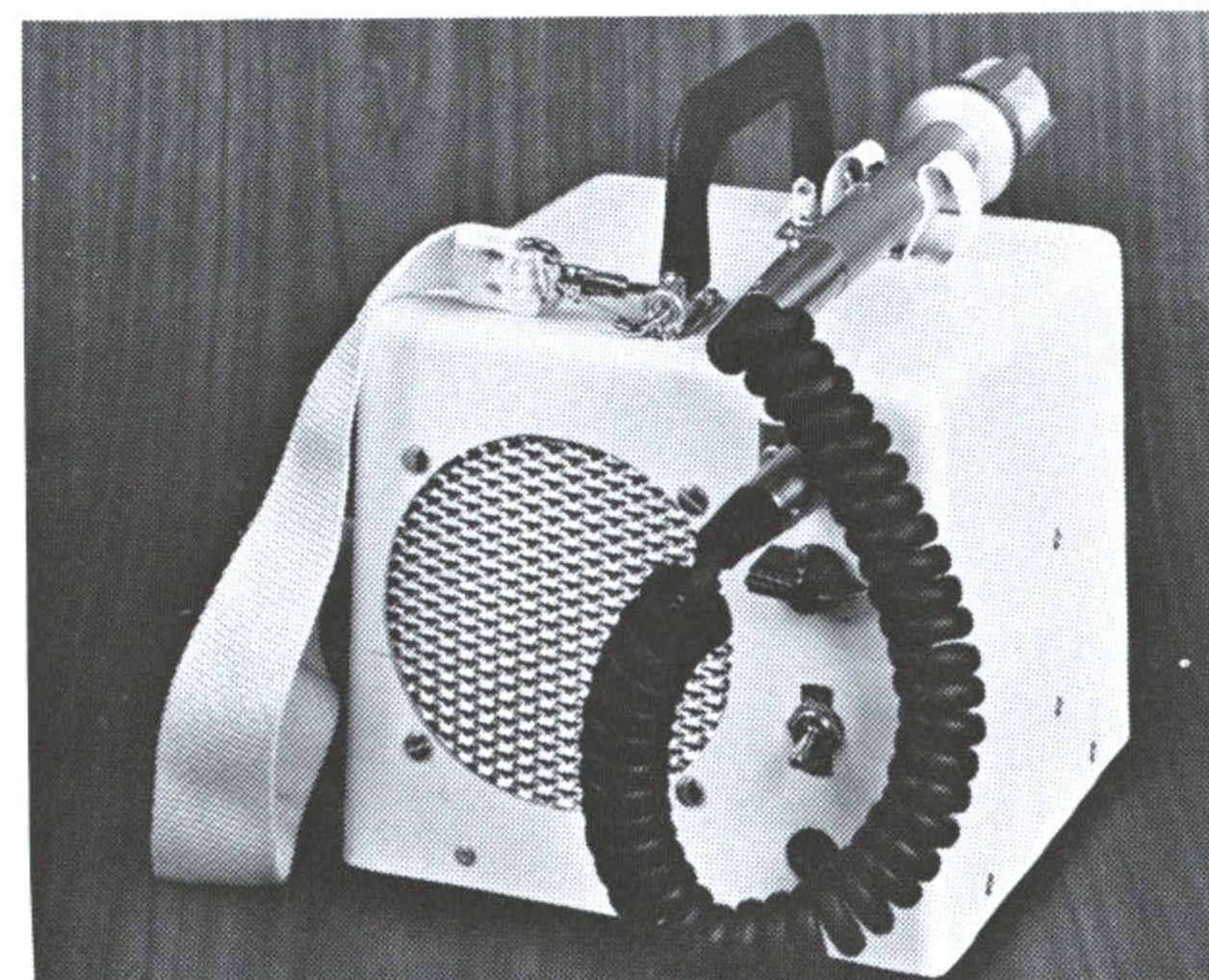
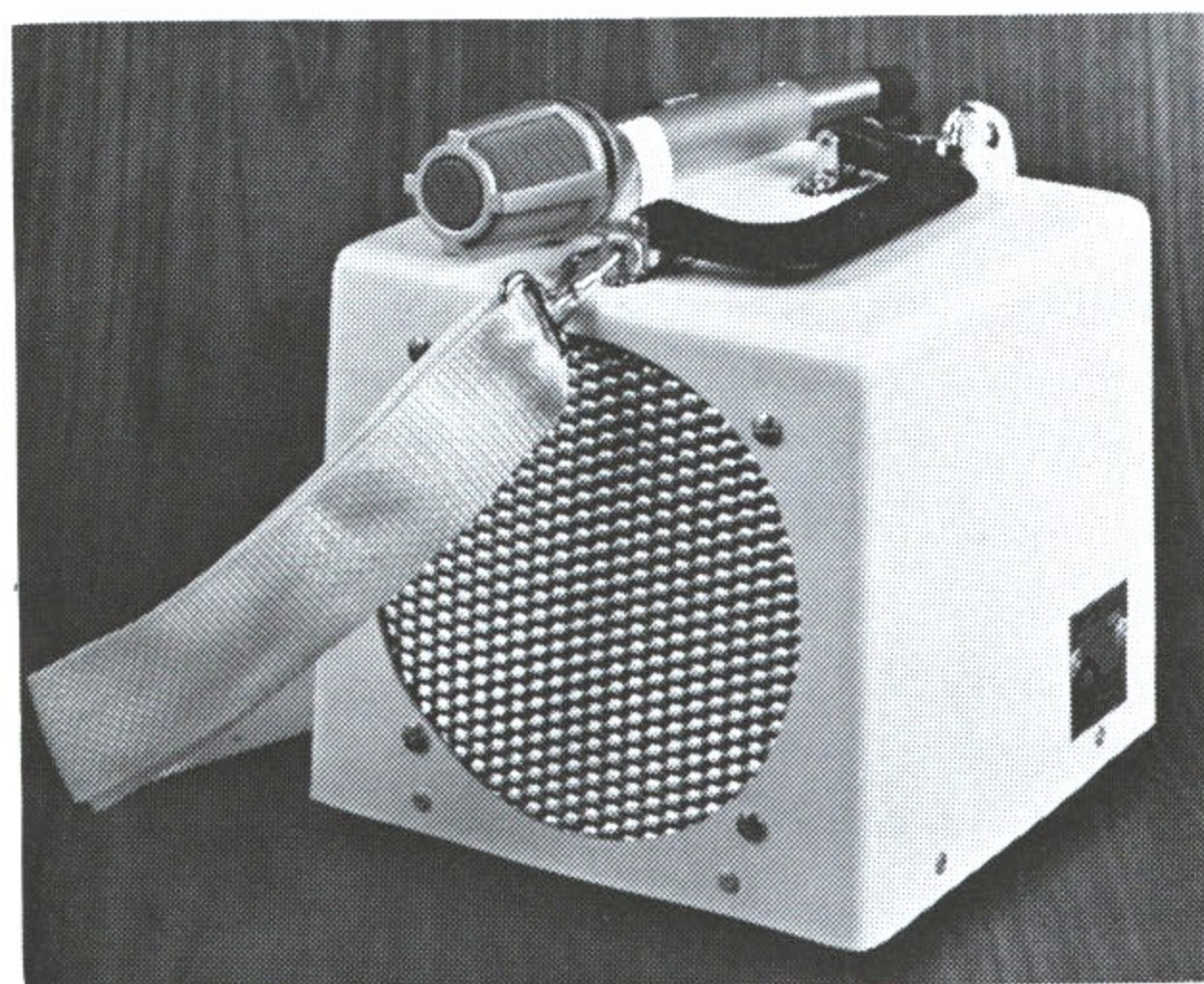
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Spotlight on NAA Auctioneers

Auctioneer Finds His Place in the Sun

Sherrell Speer is a singer, a poet, a humorist, a politician, an actor, a salesman, and a carnival barker all rolled into one. As an auctioneer, he has found his place in the sun, and rises to each occasion not only by selling objects hand over fist, but also by pleasing the crowd with his gentle sense of humor and delighting the consignor with the prices. Surprisingly, he is a newcomer to the business. His polish belies the fact that he graduated from auction school in 1975.

"I worked for the gas company in Wharton for 20 years. When my back was injured, I realized that my future in the labor field wasn't bright, so I began looking for alternatives."

Graduated, licensed, bonded, and ready to chant, Speer returned to Wharton where the only auction game in town took place at the Livestock barn on Wednesdays. Wondering where and how he would get his start, he "fell into the largest bowl of gravy of my life," the lucky break made him a name in the business.

While visiting Minnie Mae Hopper, a retired Wharton school teacher, to look at some tools, Speer entered a house filled with antiques that she and her brother had accumulated over 50 years.

"This would make 'some' auction," said Speer, just back from Nashville. "Absolutely not," reacted the surprised Miss Hopper.

A few weeks later, Speer got a message to call Miss Hopper. She wanted to sell.

Buyers were pleased with the merchandise. Miss Hopper was pleased with the result. Sherrell and Sondra Speer were pleased that he had entered the game and won.

Since that sale, Speer has sold everything from player pianos to air compressors. He has chanted about jacks and wrenches at tool auctions, shredders and hoppers at farm sales, Lalique and Hepplewhite at antique auctions, about four posters and iron pots at estate sales.

The Nightingale Hospital dispersal sale in El Campo was a management challenge. Since not everybody needs an outdated EKG machine or incubators from a baby nursery, Speer had to research an audience. He mailed notices to veterinarians, convalescent homes, purchasing agents for foreign health organizations, and wholesalers of hospital equipment.

When the day came, customers bid freely on operating room lights, blood bank refrigerators, and dozens of up-and-down beds. By nightfall Nightingale Hospital was empty, thanks to Speer and his team.

Sherrell does not work alone, although he is the star of the act. Wife Sondra helps organize the merchandise, mail out announcements, and clerk the auction. Son Randy, is the crew boss during big auctions.

Sheila, a 15-year-old sophomore in Wharton, "can do anything at the auction but chant."



NAA AUCTIONEER Sherrell Speer

FURNITURE AUCTION BOOK AVAILABLE



AUCTIONEERS:

I dedicate this booklet to fellow auctioneers, by request of many, after hearing me talk on new furniture auctions and how to secure them.

I was speaker on these subjects at the National Auctioneers Convention in Oklahoma City, also the Illinois State Auctioneers Convention, and this subject at the Kentucky State Auctioneers Convention. Many times I have been on a question and answer forum for other states. I have also spoken at Auction Schools.

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

Be the first in your district to enlarge your commissions by \$10,000 for the coming year. I will personally grant you will be \$10,000 ahead for the year, if you carry this book out to the letter. Remember it tells all how to secure the sales and how to handle the sale after you secure it.

Mr. Auctioneer this is 48 years of experience and know how. So it is up to you — if you would spend \$10.00 to make \$10,000 you can't **MISS**.

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| 4. Sale summary | 12. Appraising |
| 5. Uniform commercial code and auctioneer liability | 13. Land description and surveys |
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Price of book \$10.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. **WRITE:** Kruse Office: 305 South Union Street, Auburn, Indiana 46706. **ATTENTION** — Russell Kruse

Finally, daughter Sheryl has been responsible for many of Speer's jobs, the free ones.

Look for, or listen for, auctioneer Speer at the Wharton Youth Rodeo each spring. "They pay me about what I'm worth," says Speer with a sparkle in his eye.

Business is good, but Speer, who has now completed the building of a bright yellow auction barn on Haliford Road, is looking to the future.

"I especially like antique sales, and hope that one day I can find a reliable supplier of merchandise so we can auction off grandfather clocks, English china, and clawfoot tables once a month."

(Reprinted with permission from the WHARTON JOURNAL-SPECTATOR, Wharton, Texas.)

Auctioneer, it's a fact . . .

Over the 1968-78 decade, production expenses on American farms rose nearly \$60 billion to \$98.1 billion — an increase of 148 percent, reports the US Department of Agriculture.

FARM AND DAIRY

The American family of the 1980's will have fewer members, greater mobility, two earners and probably will place less value on child rearing, so states one home economics expert.

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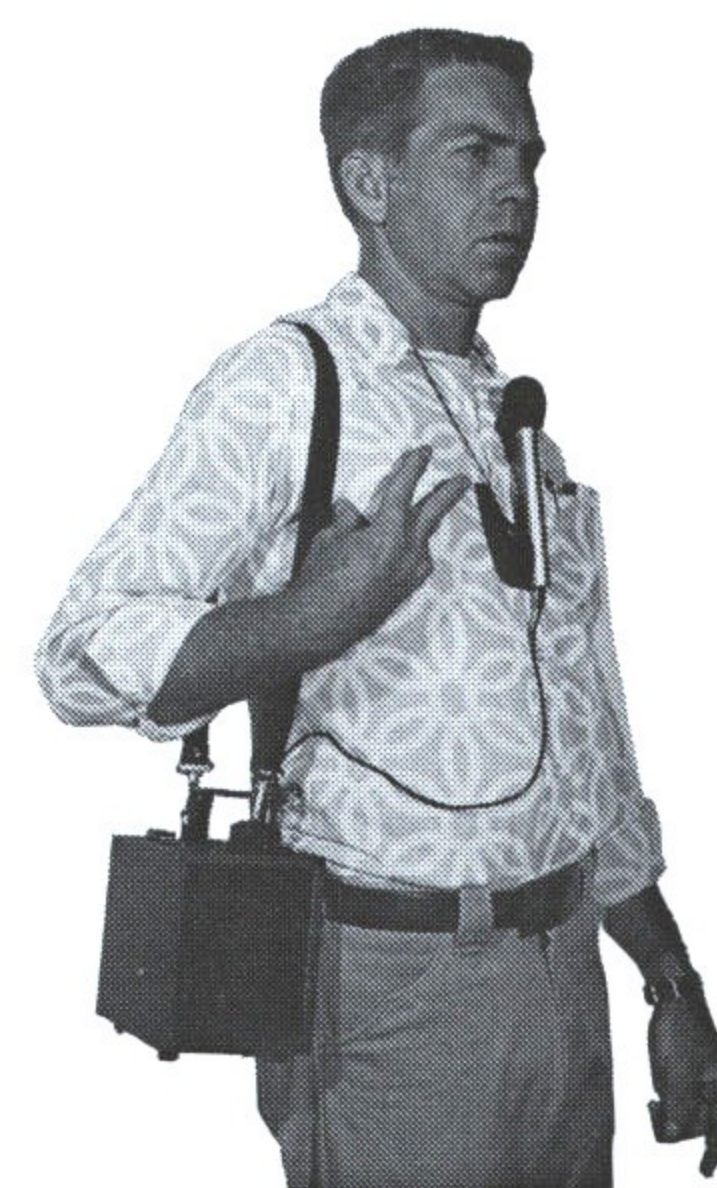
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Georgian Combines Air Force and Auctions

A good auctioneer has to be a psychologist, salesman, bookkeeper, cashier, clerk and agent for both buyer and seller. W. M. "Bill" Sanders, 52, a general supply foreman with Det. 8, 2762nd Logistics Squadron at Robins AFB, Georgia, fills the bill on each count.

A resident of Warner Robins, Georgia, Bill Sanders loves people. As a youngster in nearby Macon, he served the public — as a car hop, theater usher, newspaper carrier and messenger for Western Union. At age seventeen Bill joined the Marine Corps and served with the First Marine Division in Korea from 1951 through 1953. This early background, in part, led him to enter the auctioneering profession.

"I first thought about being an auctioneer 10 years ago," he recalls. "My wife and I were attending an antique auction in Middle Georgia and afterwards I felt I could do a better job than the auctioneer."

Bill promptly entered auction school in Nashville, Tennessee, and after five years had advanced from a floor man to auctioneer.

How does his job as supply foreman at Robins relate to his off-duty auctioneering work? "I have so many jobs to get done each day on the base and such a large area to oversee, I had no trouble moving into auctioneering," he explained. "I have to sell myself to my on-the-job people, impress them that I am going to stand up for them in the clutch, and that I am aware of their needs. It is a continuous selling job." This spills over into the auction field. Bill must show his auction customers that he is completely professional as an auctioneer.

"They have to know I am going to be fair, that I am not going to bump a bid or allow any underhand bidding tactics. Just as I have to keep an inventory on a wide variety of government property, I also must inventory material to make sure it gets to the right people."

The slightly balding supervisor, a native of Morgan County, Georgia, definitely believes he is better able to keep an auction organized because of his training with the Air Force in supervising warehouse operations.

Bill says he can't stress too much the importance of the auction staff — bookkeeper, cashier, clerk and floor man. In addition to the inventory and maintenance operations, arbitration is, of course, necessary in case of tie bids or mix-ups at auctions. Bill credits his arbitration ability to his 15 years' experience as a sports official in Middle Georgia. He officiated all sports prior to retiring seven years ago.

"If a player fouls another in basketball, you must make a spot call, blow your whistle for the world to hear. If you call it quickly, decisively, you won't get an argument." This decisiveness was tested several years ago at an auction.

"We were conducting a sale at the Macon Farmer's Market, when I felt something cold and clammy creeping up my arm. People around me jumped back. A young fella had a snake and wanted me to auction it off. I agreed to on one condition — he must put it in a cage. That was the oddest sale and one of the



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toughest spot decisions I ever had to make."

At present, Bill handles an auction a week as a sideline to his government job. He conducts about six charity auctions a year. Retirement may entice Bill to be a full-time auctioneer, but today his Robins Air Force Base job, combines his abilities to organize, make decisions, and succeed with people all qualities of a professional auctioneer. Bill Sanders is a member of the National Auctioneers Association.

(Story by Joseph A. Molony, Public Affairs Division, Warner Robins Air Logistics Center, Robins Air Force Base, Georgia. US Air Force photos by Clarence Chase.)

FINAL BID

The eight-year-old came up to the teacher: "I don't want to scare you, teacher, but my daddy says if I don't get better grades, somebody's gonna get spanked!"

"What is your name, sir?" the bank clerk asked politely.

"Don't you see my signature?"

"Yes, sir, that's what aroused my curiosity."

A tiny four-year old was spending a night away from home. At bedtime she knelt at her hostess' knee to say her prayers, expecting the usual prompting. Finding Mrs. B unable to help her, she concluded thus: "Please, God, 'scuse me. I can't remember my prayers, and I'm staying with a lady who doesn't know any."

Sign in a loan company office: "We serve the man who has everything — but hasn't paid for it yet."

"Don't be so noisy," said mother to daughter. "Why can't you be quiet like Jimmie?"

"Oh, he's got to be quiet," replied Jessie. "You see, we're playing he's Daddy coming home from the club — and I'm you."

Did you hear the story of the drunk who fell from the sixth floor of a building? Immediately after landing, a crowd gathered around him and a cop pushed his way through. "What happened?" asked the cop. "I don't know," replied the drunk, "I just got here."

Teacher: "Why are you writing the letter so slowly?"

Joe: "Because it's to my sister, and she can't read very fast."

Two mothers were discussing their teenage sons and the difficulties encountered in keeping them properly tailored. "I used to have trouble with Sam," said the one, "trying to get him to keep his shirttails tucked in. But I finally hit on a way and I cured him overnight."

"Do tell," pleaded the other.

"It was simple," was the explanation. "I just sewed an edging of lace around the bottom of his shirts."

The IRS — One More Time

Here's a very quick glance at the coming year and your business with the Internal Revenue Service. Photocopy this page of THE AUCTIONEER, and file on time with this handy Tax Calendar.

Tax Calendar

	Form	Due Dates ¹			
US Individual Income Tax Return	1040	April 15			
Declaration of Estimated Tax for Individuals	1040-ES	April 15			
Estimated Tax Declaration-Voucher for Individuals	1040-ES	4th voucher Jan. 15	1st voucher April 15	2d voucher June 15	3d voucher Sept. 15
U.S. Corporation Income Tax Return	1120	March 15 for calendar year taxpayers. Return for fiscal year taxpayers is due on the 15th day of the third month following the close of the fiscal year.			
U.S. Small Business Corporation Income Tax Return	1120S	March 15 for calendar year-electing small business corporations. Fiscal year returns are due on the 15th day of the third month following the close of the fiscal year.			
U.S. Partnership Return of Income	1065	April 15 for partnerships operating on a calendar year. Return for fiscal year partnerships is due on the 15th day of the fourth month following the close of the fiscal year.			
Employer's Annual Federal Unemployment Tax Return	940	January 31			
Federal Tax Deposit, Unemployment Taxes	508	4th quarter Jan. 31	1st quarter April 30	2d quarter July 31	3d quarter Oct. 31
Employer's Quarterly Federal Tax Return	941	4th quarter Jan. 31	1st quarter April 30	2d quarter July 31	3d quarter Oct. 31
Employer's Quarterly Tax Return for Household Employees	942	4th quarter Jan. 31	1st quarter April 30	2d quarter July 31	3d quarter Oct. 31
Federal Tax Deposit, Withheld Income and FICA Taxes	501	If your liability for the quarter is less than \$200, ² make your payment with Form 941 on the dates shown above.			
Quarterly Federal Excise Tax Return	720	4th quarter Jan. 31	1st quarter April 30	2d quarter July 31	3d quarter ³ Oct. 31
Federal Tax Deposit, Excise Taxes	504	If you are liable for more than \$100 of excise taxes in any calendar quarter, ² you are required to make semi-monthly, monthly, or quarterly deposits on Form 504 in accordance with instructions in Form 720, Quarterly Federal Excise Tax Return.			
Wage and Tax Statement	W-2	You must complete and give this form to the employee on or before January 31; or, if his employment ended before December 31, within 30 days after his last wage payment.			
Statement for Recipients of Income	1099 (Series)	Generally, these statements should be given to recipients on or before January 31.			

¹ Due dates that fall on a Saturday, Sunday, or legal holiday are postponed until the next day that is not a Saturday, Sunday, or legal holiday.

² For special deposit rules that apply to large liabilities for employment and excise taxes see Publication 509, Tax Calendar and Check List for 1974.

³ The due dates for filing Form 720 to report excise taxes for transportation and communications are:

4th quarter Feb. 28	1st quarter May 31	2d quarter Aug. 31	3d quarter Nov. 30
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Note—This list is not all-inclusive. Due dates for returns filed less frequently, such as Forms 11, 2290, and 4638, are covered in Publication 509.

BOOSTER CLUB

The NAA members and friends whose names appear within their respective states have each contributed \$10 to have their names appear four times annually (January, April, July and October) in support of THE AUCTIONEER magazine.

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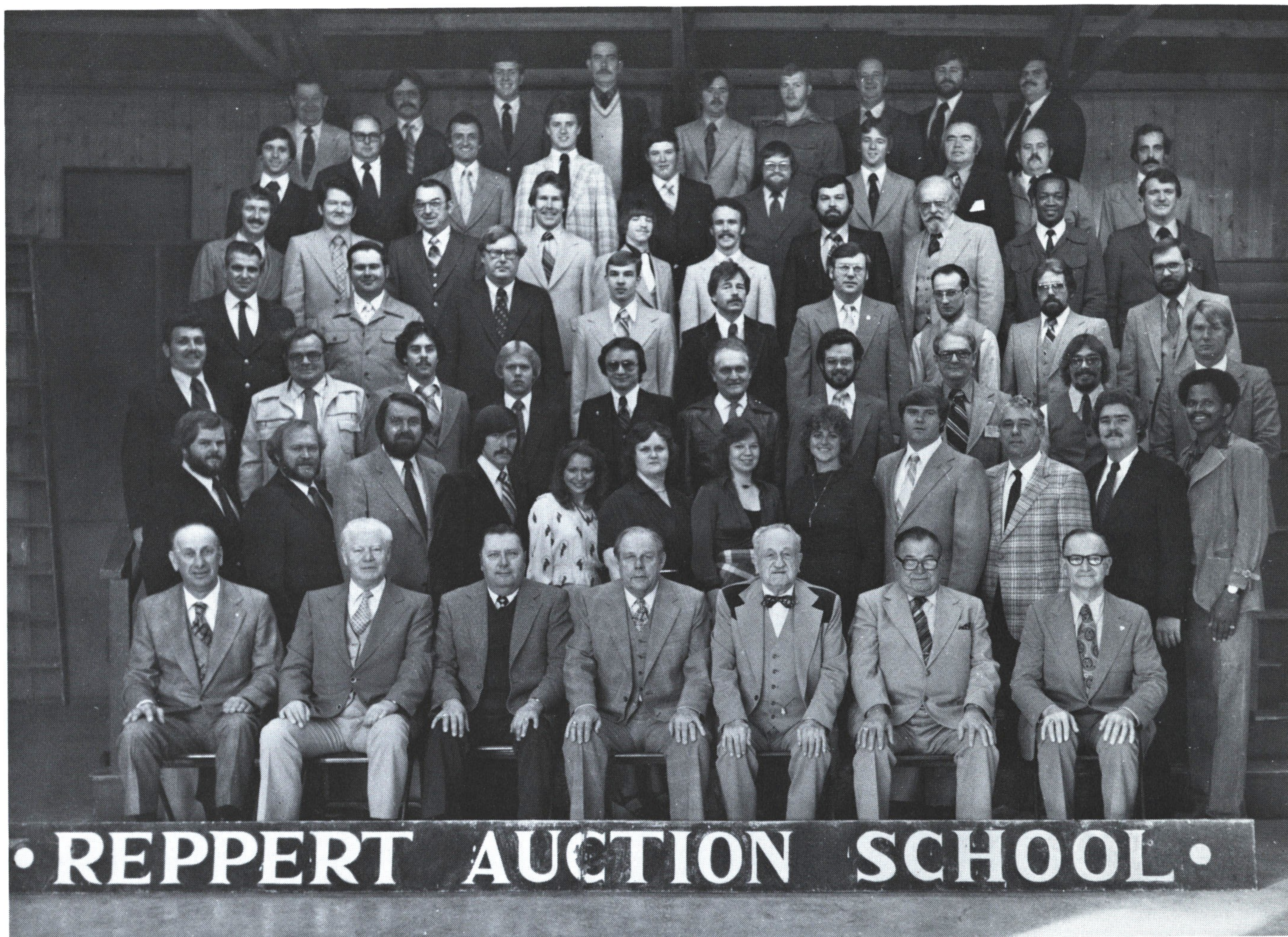
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THE AUCTION NEWS

The U.S. commercial tomato crop is valued annually at about \$25,000,000., Pennsylvania growers produc-ing about 125,000 tons. Main enemy? Fruit rot of tomatoes which takes \$800,000 annually from those same Pennsylvania growers.

FARM AND DAIRY

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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.
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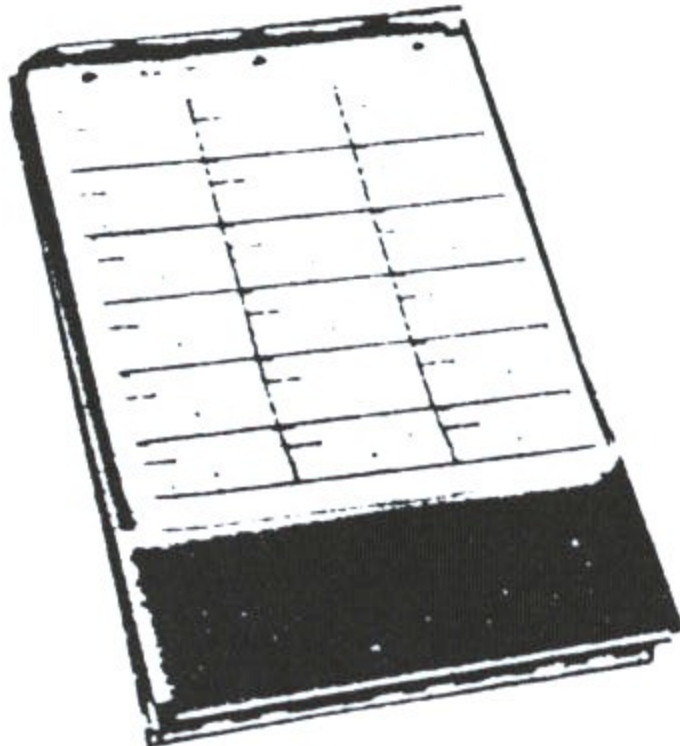
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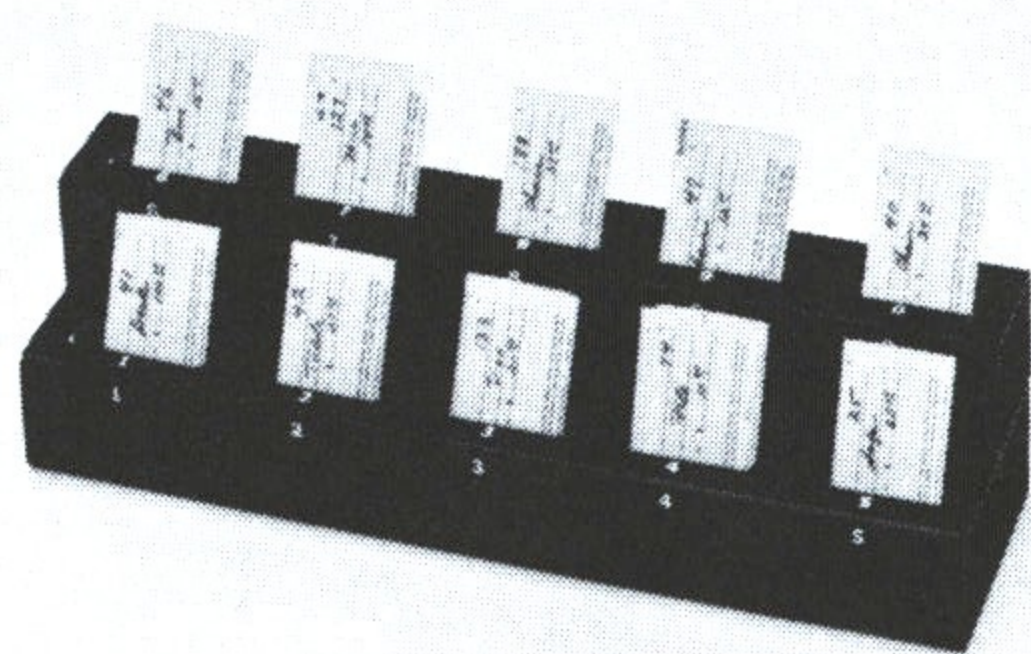
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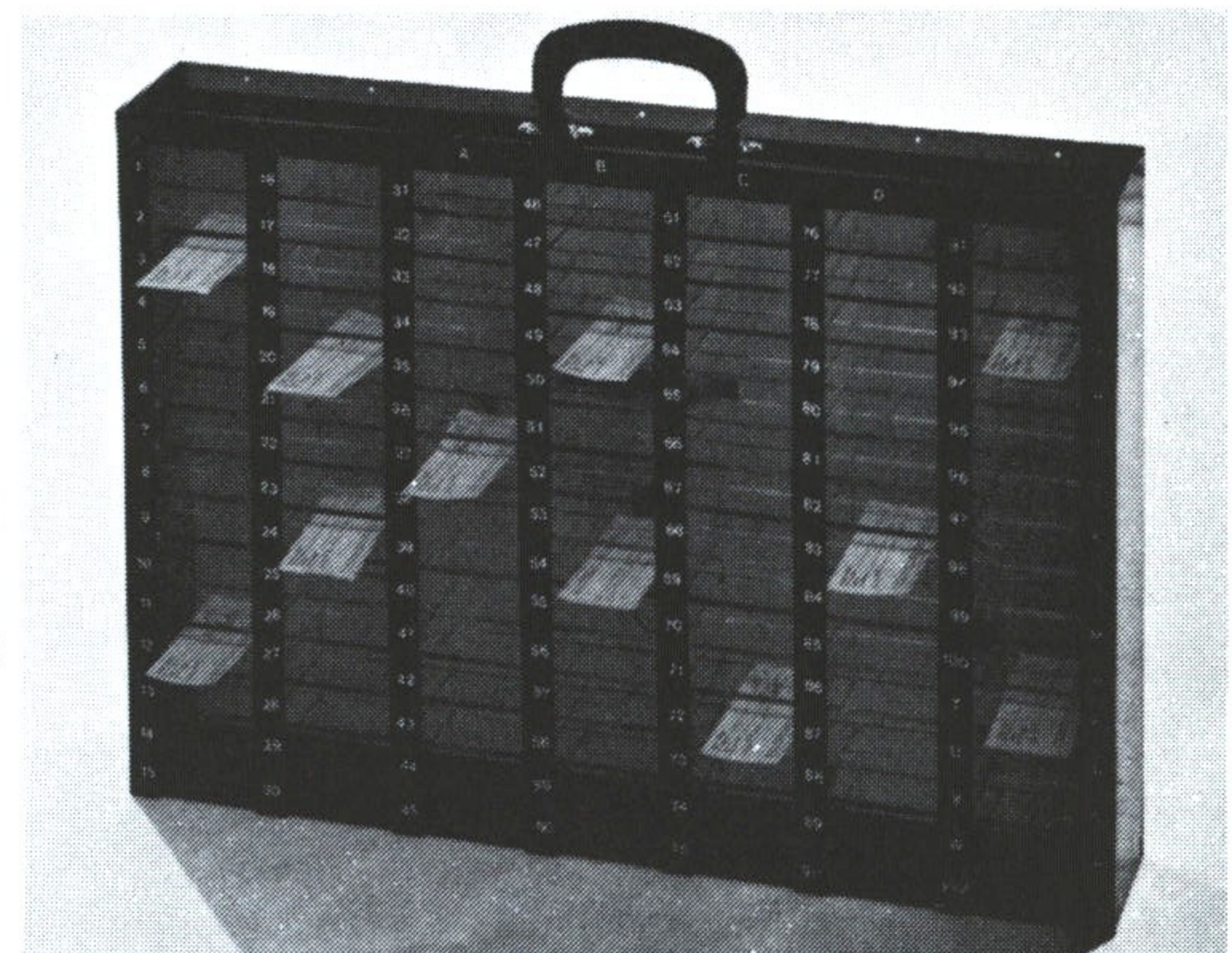
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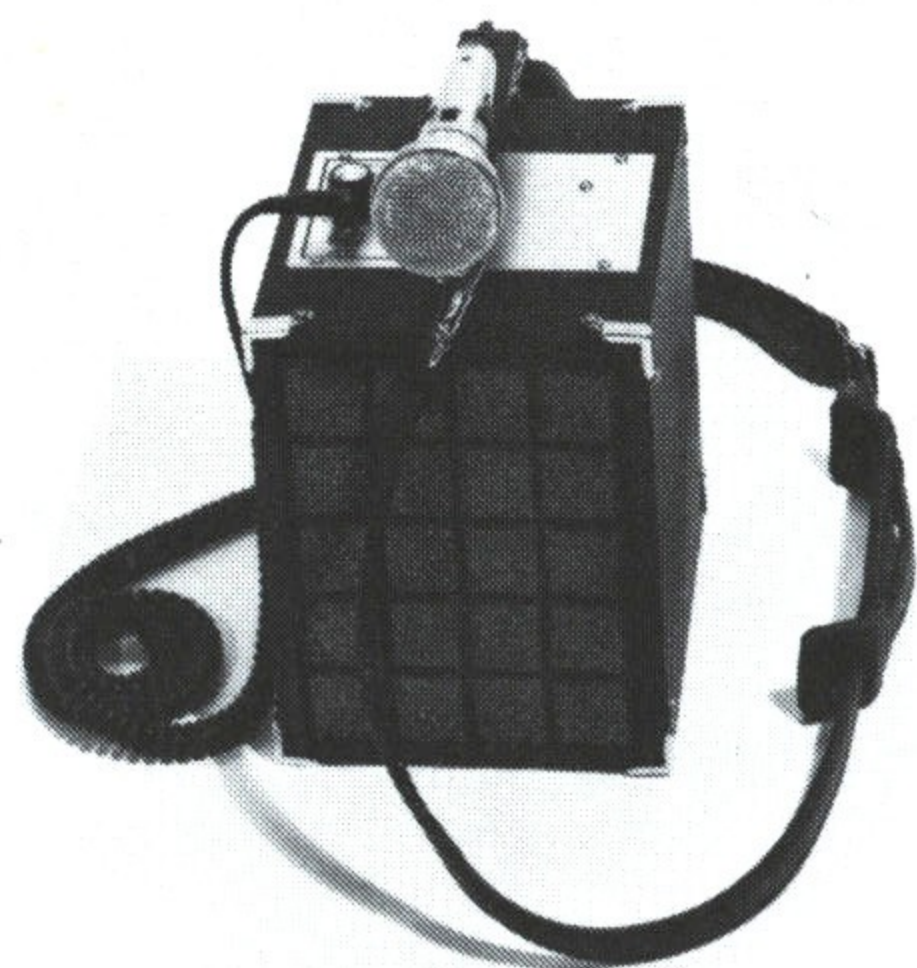
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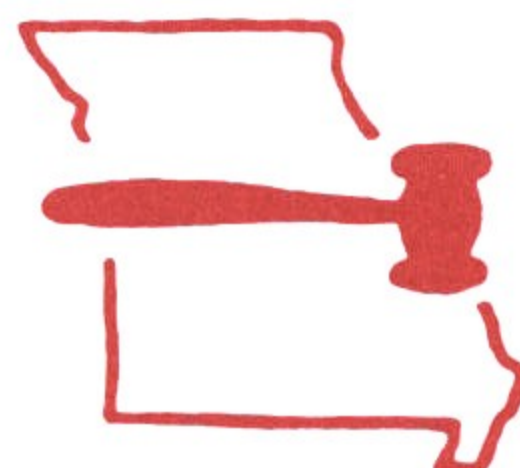
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