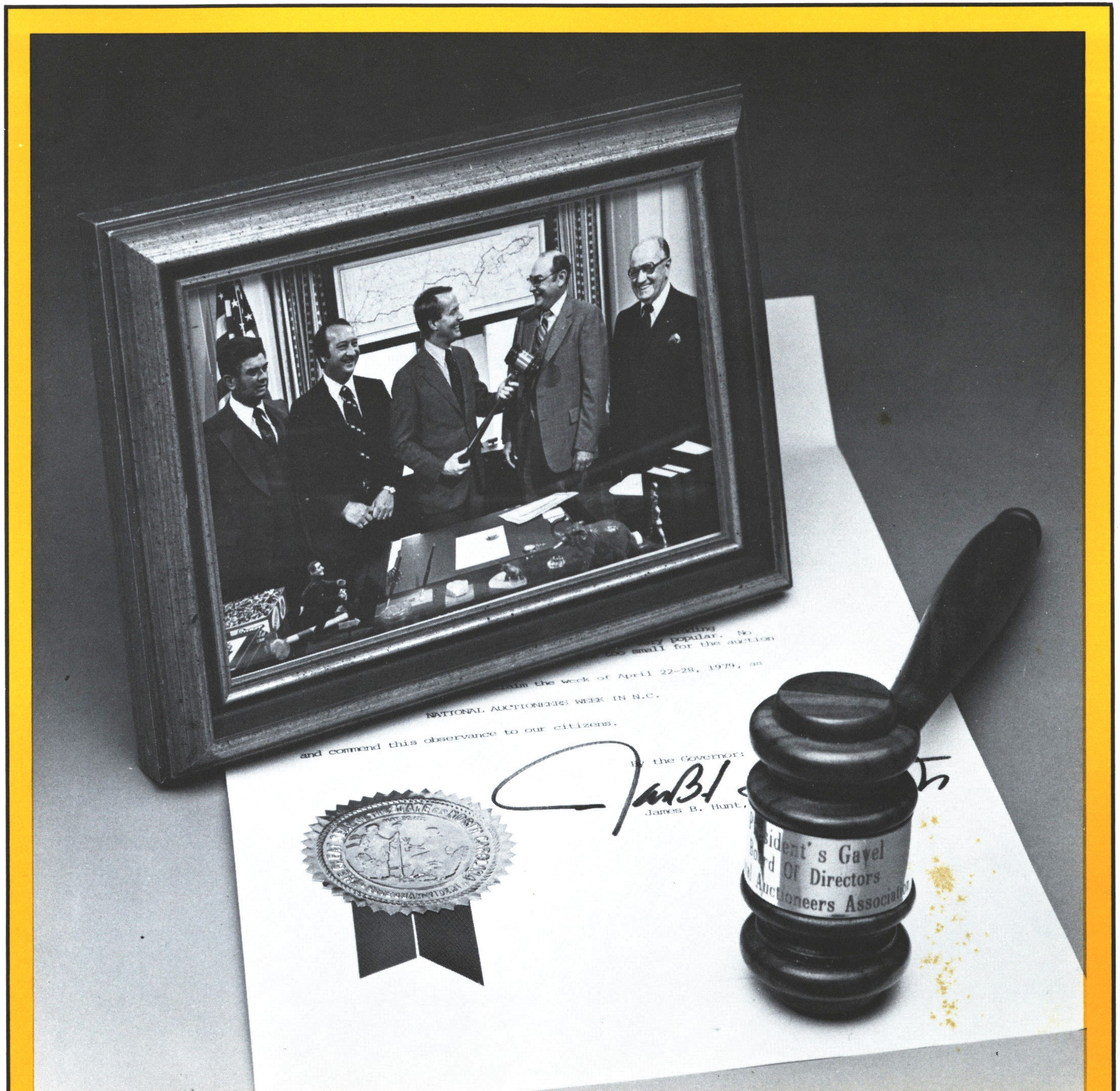


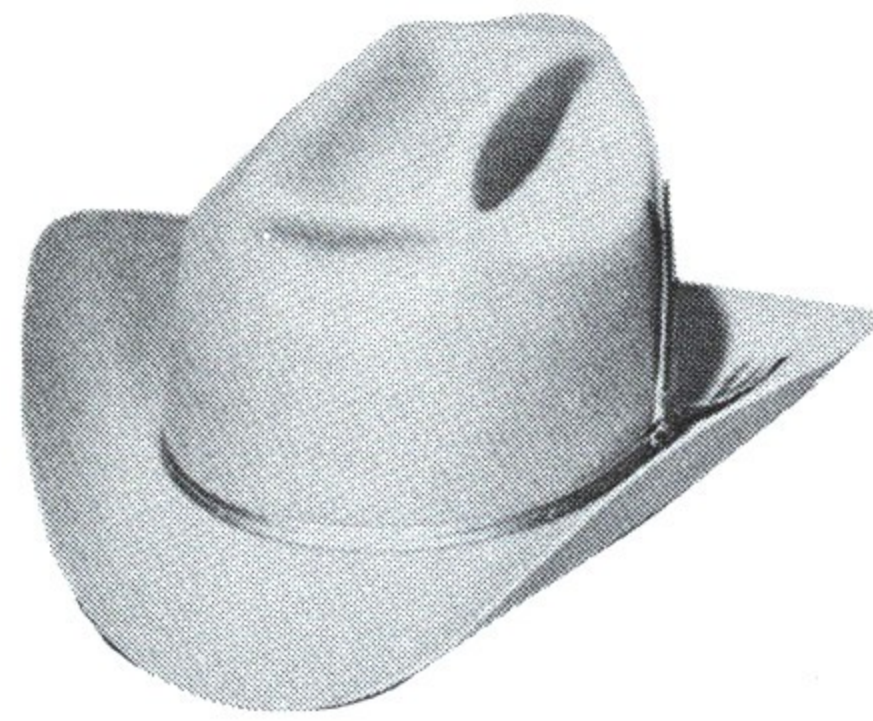
THE AUCTIONEER

The Magazine of the National Auctioneers Association • February, 1980



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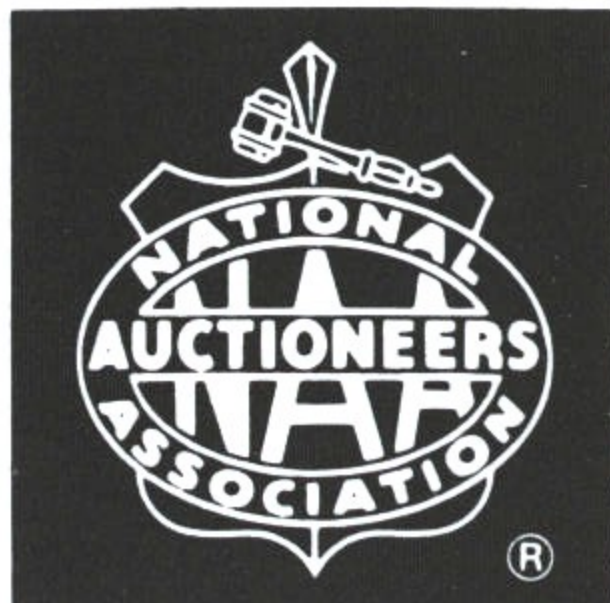
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Letters To THE AUCTIONEER

Auctioneer Asks for Questions

I recently conducted a classroom presentation of our auction profession to a group of high school juniors and seniors at the Middleton Senior School here in Middleton, Wisconsin. I was invited to speak to the class entitled "You and Your Money" and was met by a group of approximately 100 very excited students!

As part of the presentation, I was asked to answer questions that these students *and their parents* had prepared for me in advance. I am providing a sampling of these questions to offer some insight into how many of our customers — and future customers — regard the business and profession of auctioneering.

I was quite concerned with the large number of questions regarding the idea of a "plant" in the buying crowd. For some reason it appears that there is a widely held, mistaken belief that auctions are "fixed".

This was the first chance that I had in my six years in the profession to get from the general public their thoughts regarding the auction method of selling and the auction profession in general.

I intend to repeat this classroom presentation in the future. In fact, this is a one semester course with a new group of 100 students each semester. I will again ask for questions to gain a better knowledge of the attitudes of these students, and, more importantly, of their parents.

Here is a sampling of the questions I received: what happens if a non-bidder accidentally bids; do you have someone planted in the crowd; do you do this for a full-time job; how do you get paid; is it hard to learn to talk so fast; how does auctioning an item compare with selling it myself?

TAKE NOTE

NALLOA needs information from license law states. Any and all correspondence with the National Auctioneers License Laws Officials Association should be sent to the following address.

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The Federal Bureau of Investigation (FBI) has notified THE AUCTIONEER that the rug pictured here was stolen from a Chicago, Illinois church in September, 1979. The Persian wool rug, also known as a Kerman rug, is cream color with dark figures, 20' x 30', 350 lbs., and is valued at \$150,000. A \$10,000 reward was offered on December 6, 1979 for recovery of the rug.

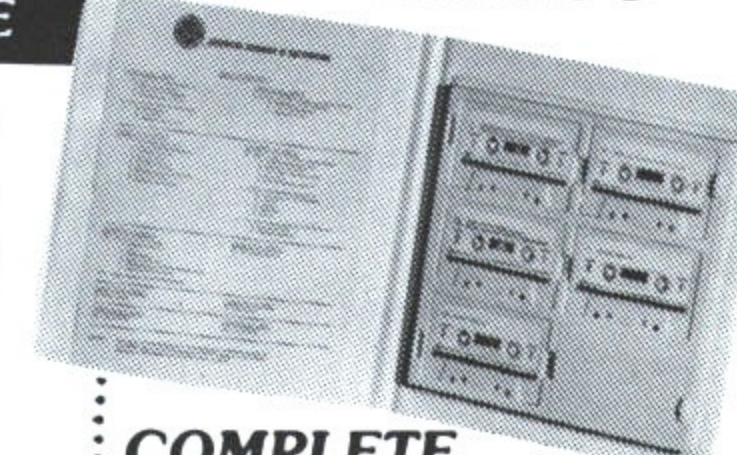
Any AUCTIONEER reader who has information to contribute concerning the stolen rug, please call: **FBI Special Agent Robert E. Spiel, Jr.**, (312) 431-1333, refer to FBI case #CG 87-47796; or call the Chicago police and refer to case #RD-A 348 646.

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THE AUCTIONEER

FEBRUARY, 1980

Volume XXXII, Number 2

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

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

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

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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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This Spring Season Holds Promise

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



On this cold winter's day as I complete my letter for THE AUCTIONEER, these words come to mind — "if Winter comes, can Spring be far behind?" I have long forgotten where I first saw these words, but Spring carries with it a sense of promise and new beginnings. The Spring weather in Colorado only adds to the new feeling — bright, warm days, cold nights, flash snows like glistening white powder, chirping birds, crocus peeking through the snow, the Lenten Season — all bringing with it new hope and promise after the long hard winter.

To Officers and Directors in both the NAA and each state association, Spring means the culmination of well laid plans for the current year. It's a happy, busy time, with much left to do and questions to be answered. Are we going forward? Have our horizons been broadened? Are we accomplishing the goals we set in the past? These and many other considerations were before us at the NAA Winter Board Meeting last month in Williamsburg, Virginia.

We must now ask ourselves — at this time of new year, new decade, and new season of Spring sales — what does this year hold for each of us? For us as a national association? For us as a state association? How will we spend the time allotted to us, and are we using our God-given talents to help others, as well as ourselves?

Part of our professional "self help" is attendance at the educational events available to NAA members. As of this writing, those opportunities in 1980 are the Certified Auctioneers Institute (CAI), March 30-April 5, and the NAA Nashville Convention, July 30-August 2. We can all begin the new decade with a feeling of promise and professional growth by taking advantage of every opportunity to improve our auctioneering skills.

During my year as your NAA president, I have always been concerned with the development and promotion of a strong presence of high ideals and professionalism among all NAA members. Today, our knowledge and skills must be sharper and keener to compete in our complex world. In order to keep pace with the present and live in harmony with the future, techniques must change to meet the challenges which we encounter daily. Nothing is so constant yet demanding as change; and our NAA programs are meeting the challenges of today's market atmosphere. We should know the issues of the day, taking time to read and think. We should always continue training, therefore equipping ourselves to work effectively. Tasks done at a high standard pave the way to greater things.

Ahead of us now are months of work and preparation, for both successful sales and a successful NAA convention. For me personally, the following poem serves as an inspiration for work and goals. The verses also remind me to avoid a very dangerous word in the business world — procrastinate.

Yesterday's sun went down last night,
And the sun of tomorrow is yet to rise;
Only the sky of today is bright,
Over the path where our journey lies.
We that would come to the goal at last
Must wait to dream beside the way.
There is hope in the future and help from the
past,
But for work — there is only today.

Yesterday's thread was used at eve;
And the thread of tomorrow is not yet spun;
Only today may our shuttle weave
Strands of gold in the web begun.
Heed we this lesson and hold it fast,
Hold it and heed it long life's way,
There is hope in the future and help from the
past,
But for work, there is only today.

Author Unknown

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The Legal Aspects Of Auctions . . .

Theft In Livestock Marketing — Something Is Being Done

In the chain of marketing events that brings livestock from the pasture to the butcher, to the dinner table, an auctioneer by profession is part of the link between buyer and seller. However, when a criminal act involving livestock is committed somewhere along the line, the entire livestock marketing procedure is adversely affected. That includes the auctioneer, especially when the auctioneer is also a livestock marketer, producer, or livestock buyer.

The following article is a news release that Livestock Marketing Association distributed to the livestock industry. In a future "Legal Aspects of Auctions" the livestock auctioneer's position concerning marketing crime will be further explored.

The Senate Judiciary Committee has approved an amendment to the Criminal Code Reform Act of 1979, endorsed by Livestock Marketing Association (LMA), which makes theft committed in connection with interstate livestock marketing a federal crime.

The amendment, introduced by Sen. Max S. Baucus of Montana was adopted as a part of the Reform Act, a massive reformation and restructuring of federal criminal laws. The House is presently considering in committee Criminal Code revisions similar to the Senate action, and LMA officials are hopeful the House will adopt a similar amendment.

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The Senate amendment, noted C. T. (Tad) Sanders, LMA general manager, makes it a federal crime for a person to obtain or use "the property of another with the intent to deprive the other of a right to the property or a benefit of the property, or to appropriate the property to his own use or the use of another, if the property has a value of \$10,000 or more, and the offense is committed in connection with livestock marketing in interstate or foreign commerce."

Sanders also praised the amendment's stiff penalties, saying they should provide "a practical deterrent to the minority of crooks who threaten the orderly flow of livestock and money in an industry which handled nearly \$50 billion worth of commerce in 1978."

The penalties include up to 10 years in prison if the property has a value of more than \$100,000, and up to five years in prison if the property is valued between \$10,000 and \$100,000, or an authorized fine for defendants who are individuals, of up to \$250,000.

The amendment is the result of LMA's ongoing drive against white-collar criminal activities in the livestock industry. These crimes, Sanders said include numerous types of fraudulent schemes, wrongful non-payment for livestock, criminal conversion of livestock, money, or both, embezzlements, and counterfeiting.

(Reprinted with permission from HIGH PLAINS JOURNAL.)

Auctions & Answers

THE AUCTIONEER'S question and answer column

Question. Each year I do quite a few charity auctions. Is there any way that I can get my charity auctions on a "paying basis?"

Answer. Sources contacted by THE AUCTIONEER suggested three possibilities for charity auctions being handled on a "paying basis".

For the auctioneer who conducts charity auctions on a very regular basis, perhaps that auctioneer should consider specializing in charity auctions, similar to a professional fund raiser. The auctioneer sets up the sale from the beginning — advertising, budget, guiding the organization through the sale, and therefore providing a valid and valuable service. The fee would be in line with the cost and type of service rendered; or a percentage of the money raised, just like a professional fund raiser.

However, considering charity auctions from the perspective of the auctioneer who does not do them for a living, charity auctions are handled on a time availability basis only. Your pay? The chance to reach people who might never attend auctions. The referral possibilities can be worth their weight in percentages. Even though charity auctions might be the hardest to sell, you may very likely end up doing business with a charity auction bidder, or one of

their referrals.

Lastly, your charity auctions will pay for their time and effort only if the audience leaves the auction knowing exactly who you are, and that you did an excellent job of handling the auction. If an auction is worth doing, it's worth doing well. Bidders need to know that a good auctioneer — you — is available when they need an auctioneer. And where did they get the message? At one of your charity auctions that they attended.

Question. I am interested in knowing how to get licensed, perhaps through a reciprocal agreement, to auction real estate in the following states: Indiana, Pennsylvania, West Virginia, and Michigan. I am a licensed auctioneer and realtor from Ohio.

Answer. According to sources contacted by THE AUCTIONEER, the following conditions apply:

Michigan — The State has no license laws governing auctioneers at this time. Presently, an auctioneer may offer real estate at auction in Michigan without a real estate or broker's license, but is limited to simply establishing the price. An Ohio broker would be subject to Michigan real estate laws and can get further information by contacting: Department of Licensing and Regulation, State of Michigan, Lansing, Michigan 48909.

Indiana — The State has reciprocity with Ohio as well as several other states with similar licensing laws. Write to the Indiana Auctioneers Commission, Room 1025, State Office Bldg., Indianapolis, Indiana 46204, for the proper papers to be filed. A licensed Ohio auctioneer for at least one year may file for reciprocity and not have to take the Indiana exam.

West Virginia — To sell real estate in West Virginia, you must have both an auctioneer and a real estate sales license. For the auctioneer's license contact: Hon. Gus R. Douglas, Commissioner of Agriculture, West Virginia Department of Agriculture, State Capitol, Charleston, WV 25405.

Pennsylvania — Because of reciprocal licensing agreements, a licensed auctioneer in Ohio is also licensed to sell real estate in Pennsylvania. Even though the state does issue real estate licenses for salesmen and brokers, a licensed auctioneer does not need a real estate sales license to auction real estate in Pennsylvania.

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Nashville Here We Come

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Even though it's February, 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 p.m. 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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Try This News Release Format

Keep a positive attitude when you issue a news release; *expect* that it is going to be used by the publications and read by potential auction customers. And, the actual format of the news release can be just as important as what you have to say. Consider the suggested format below, put in your information, and have your printer make five hundred. You'll be able to use them throughout the year, because good public relations is really a job of selling yourself. Whether you're an individual auctioneer, auction company, or state association, when you successfully represent yourself, you are advertising your auction business, and your auction professionalism.

The following news release format, even though it is prepared for a fictitious “Our State Auctioneers Association,” can be adapted to meet the needs of your individual service, or a larger auction company.

The following news release copy can be adapted for use by the individual auctioneer, company, or state association. Revise, retype, and send to all local newspaper editors and broadcast news directors.

FOR IMMEDIATE RELEASE

SUMMARY: National Auctioneers Association
Commemorates National Auctioneers
Week, April 6-12

Auctioneers throughout the United States will observe National Auctioneers Week, April 6-12, 1980. The National Auctioneers Association (NAA) and its 6,000 members will commemorate "The Week" along with local state auctioneer associations, state governors, and city officials.

During National Auctioneers Week, NAA members will call attention to their auction professionalism, and service to community and client. (Here insert your name and auction company to identify your NAA affiliation. Example: Locally, Joe Smith and Mary Brown of Hometown Auction Service are members of the National Auctioneers Association.)

Today the auction method of selling real estate, personal, and commercial property continues to grow in popularity, due to the favorable results obtained at auction. However, both the buying and selling public benefit from an auctioneer's membership in professional organizations like the NAA.

National Auctioneers Week is a reminder that NAA members continually work to improve their services to auction clients, through nationwide educational programs.

One of these programs is the Certified Auctioneers Institute (CAI) where the experienced NAA member can earn professional certification.

Especially during National Auctioneers Week, the public is invited to contact the local auctioneer who displays the NAA emblem. Membership in the National Auctioneers Association shows that the auctioneer subscribes to the NAA Code of Ethics which protects the public, clients, and fellow auctioneers.

National Auctioneers Week, April 6-12, is an opportunity for the American public to become better acquainted with the successful auction method of selling, and their local NAA professional auctioneer.

NEWS RELEASE		OS AA
For Immediate Release		
Contact:	Facts You Should Know About Our State Auctioneers Association.	
Summary:		
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• • •		
OUR STATE AUCTIONEERS ASSOCIATION		

Suggested News Release Format

This news release format is an effective means of reminding editors, and broadcast news directors exactly what your organization is all about. It also quickly conveys your news to the reader.

The **summary** is just that, a brief statement of the news event — like a headline. Make sure the **Contact** will be available for further information. The right hand **margin information** is a quick overview of your auction service, company, or state association.

National Auctioneers Week, April 6-12, is only two months away, and now is the time to continue planning and preparation. As promised in the January AUCTIONEER, here is Part II of a continuing National Auctioneers Week promotion campaign. First, however, take a look at a brief recap of January's "National Auctioneers Week . . . Promote, Promote, Promote".

Get the public into your office with an open house. Use the guest list for a followup contact or direct mailing.

National Auctioneers Week is a good reason to hold a promotional luncheon meeting for The Week and your auction business.

Your State Association and "The Week"

As an association, organize an information

During "The Week" — Communicate With the Buying/Selling Public

Individual Auctioneer Sells "The Week"

During April 6-12, get on television, the radio, and in the newspaper and promote National Auctioneers Week and your auction business.

Talk to local civic groups during The Week — any audience that will have you as a representative of the auction profession.

Make sure your auction customers know you're honoring National Auctioneers Week.

Organize your own special promotion. When you make people aware of National Auctioneers Week, you're making people more positively aware of you and your business.

Auction Company Sells "The Week"

Get all the employees involved in promoting National Auctioneers Week.

Decide a particular group of prospects that needs an all important "one more contact," especially during The Week.

booth, one each in three influential cities.

What other state associations — bankers, lawyers, communities — need to hear the auction success story?

When state association members go to the capitol for signing of the governor's proclamation of The Week, go in an auto caravan and talk to the broadcast media along the way.

Spending Auctioneers Week advertising money? Consider a unique promotion that will motivate the public to contact their local state auctioneer association member.

Part I, as summarized above, kicked-off the planning for a successful, effective, National Auctioneers Week. This Part II AUCTIONEER article gives you some things to work with — a news release format, public service radio commercials, and The Proclamation.

Contact Civic Officials Well in Advance

Especially if you are planning a promotional event involving a civic official, contact the appropriate offices well in advance of National Auctioneers Week. As an example of the final proclamation to be signed by local civic leaders, this AUCTIONEER article presents a draft of the proclamation for The Week.

NATIONAL AUCTIONEERS WEEK April 6-12, 1980

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

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

Therefore, as (name of State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 6-12, 1980 as National Auctioneers Week in (name of state, city, town, etc.).

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

(Seal)

.....
(Signature)

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- IF** you have a deluxe auction gallery
- IF** it is in a metropolitan location
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- IF** creating more traffic by accepting consignments as a result of our national advertising suits you
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Pound Your Gavel.

In the newspaper with the largest Sunday circulation in New England: 680,000. And no Boston paper has more classified ads. (Our share in 1978: 83%!)* For more information call: Barbara Carroll (617) 929-2161 or Arthur Shachat (617) 929-2160.

The Boston Globe
BOSTON, MASSACHUSETTS 02107

*ALS, 1978

Get On the Radio With Public Service Commercials

When you contact local radio stations to promote National Auctioneers Week, suggest the following 30 second radio commercials as public service messages. Also suggest that local NAA members be guests on local radio talk shows to explain the auction method and NAA affiliation. These commercials can, of course, be revised to accomodate any radio station format.

NATIONAL AUCTIONEERS WEEK, PROMOTIONAL RADIO COMMERCIALS 30 SECOND WEEK OF APRIL 6-12

#1

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

#2

HERE ARE SEVERAL REASONS WHY YOU SHOULD CONSIDER HAVING AN AUCTION. EVERYTHING IS SOLD FOR CASH, YOU SELL ONLY WHEN YOU ARE READY, PRICES ARE DETERMINED BY COMPETITIVE BIDDING, AND YOUR COMPLETE SALE IS OVER IN A MATTER OF HOURS. IF YOU WANT TO SELL SOMETHING, DEFINITELY CONSIDER AN AUCTION. IF YOU HAVE QUESTIONS, CONTACT YOUR LOCAL MEMBER(S) OF THE NATIONAL AUCTIONEERS ASSOCIATION: (Here insert your company name and other local NAA members.)

Promote "The Week" — It's Good For Business

The interest generated by National Auctioneers Week can lead to the phone ringing and prospective clients walking through the door. Successful Auctioneers Week public relations can be very effective. Again, it's a matter of selling yourself, your profession, and your affiliation with the National Auctioneers Association.

Part II of THE AUCTIONEER magazine's promotion of National Auctioneers Week gives you the publicity tools to communicate with the buying and selling public. The March issue of THE AUCTIONEER will summarize all promotional efforts — in other words, America, The Week Goes On.

Winter gives you a "bare-bones" view of real estate composition, unlike summer when vegetation can be distracting. In winter, any fundamental landscape problems should be readily visible.

FARM & DAIRY

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THE MOVE
IN EVERY WAY**



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

Freedomike Wireless Microphones From Lectrosonics

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

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

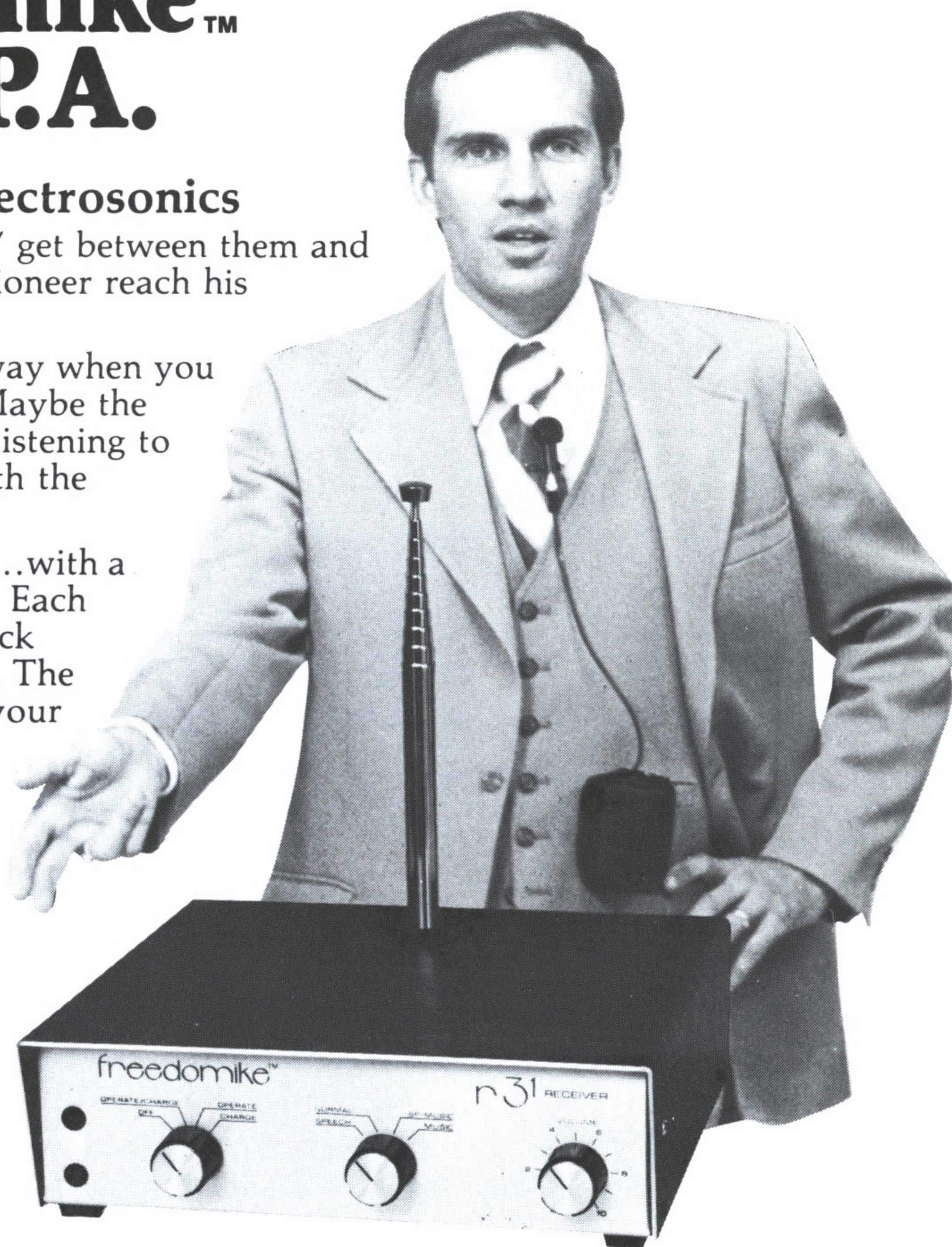
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter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

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

Freedomike System One (with tie tack mike)-\$665

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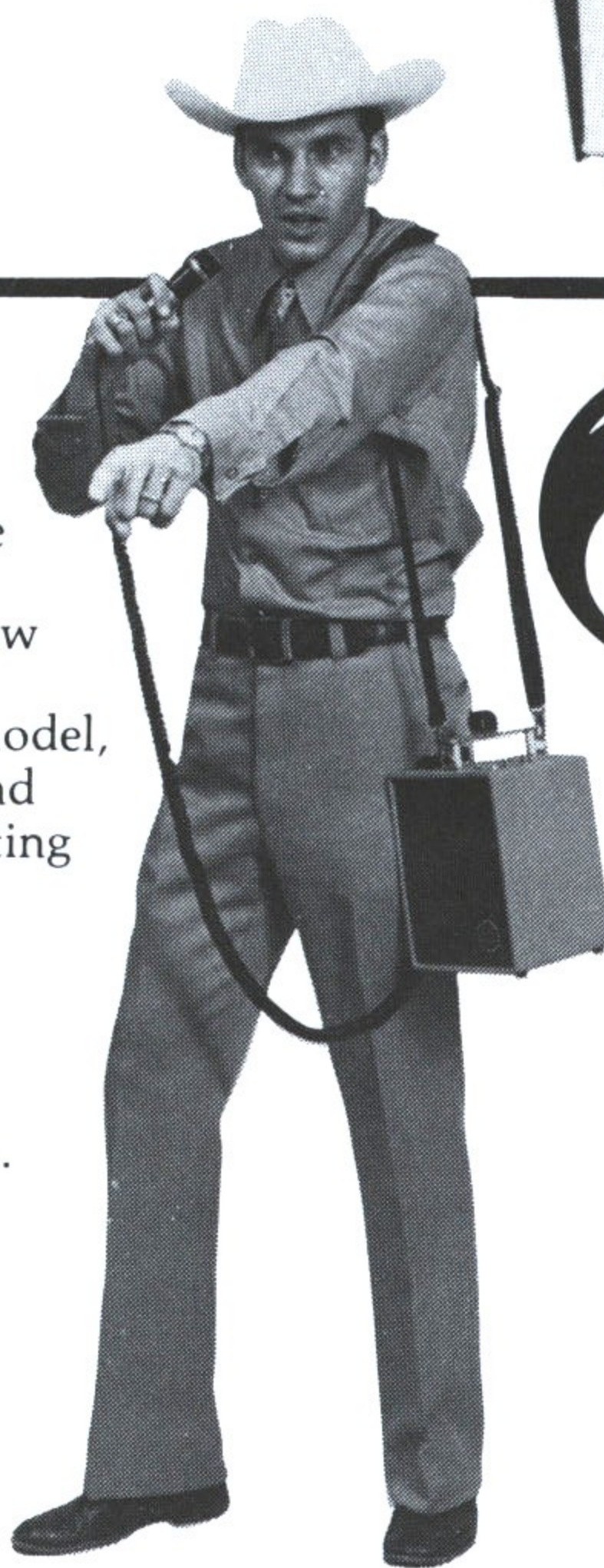
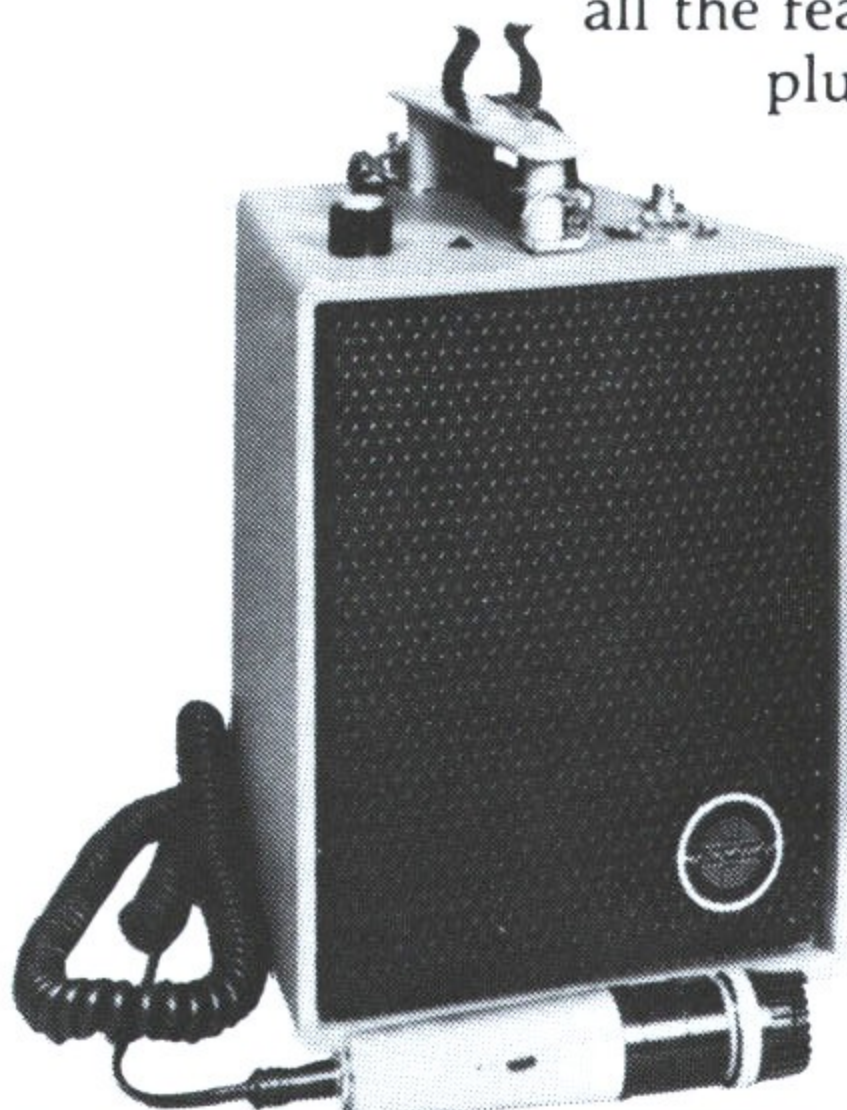
Freedomike System Three
(with both mikes)-\$750



Voice Projector 18 Ultra Portable P.A.

For years the Voice Projector 18 has been the benchmark by which auctioneers measured quality in self-contained P.A. equipment. Now meet the all-new VP18R. The VP18R has all the features of the older model, plus high-level input and output for connecting to other audio devices. Its rechargeable power pack lasts 50% longer than the old VP18.

VP18R-\$295

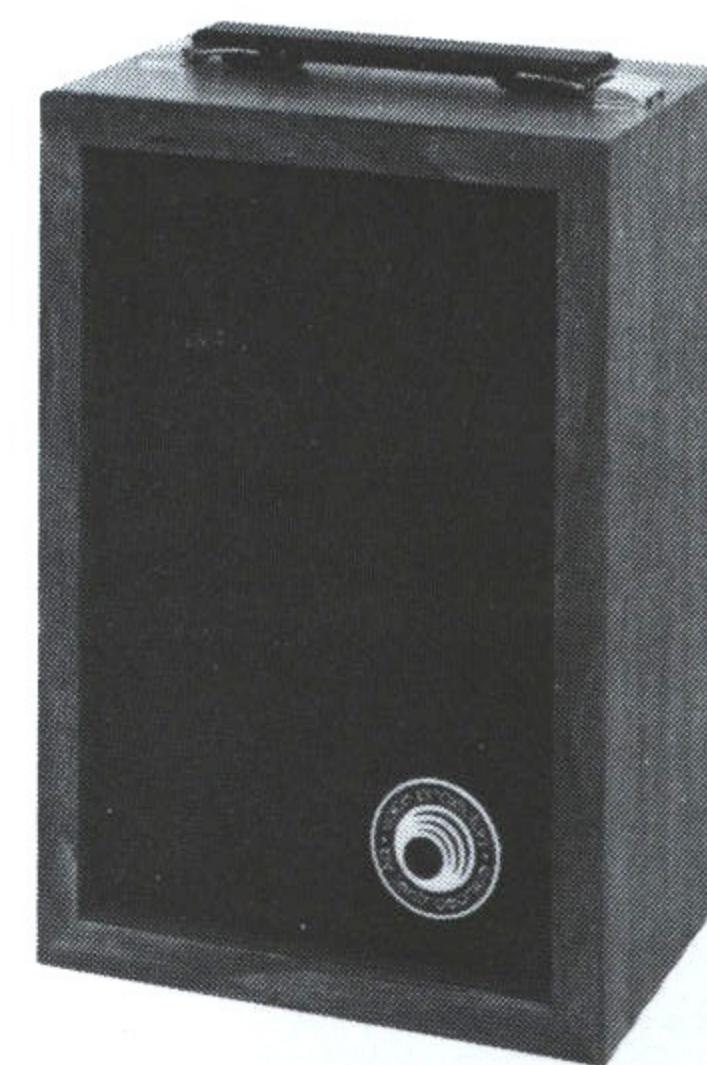


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Plus Power 48R Amplifier/Speaker

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

PP48R-\$165



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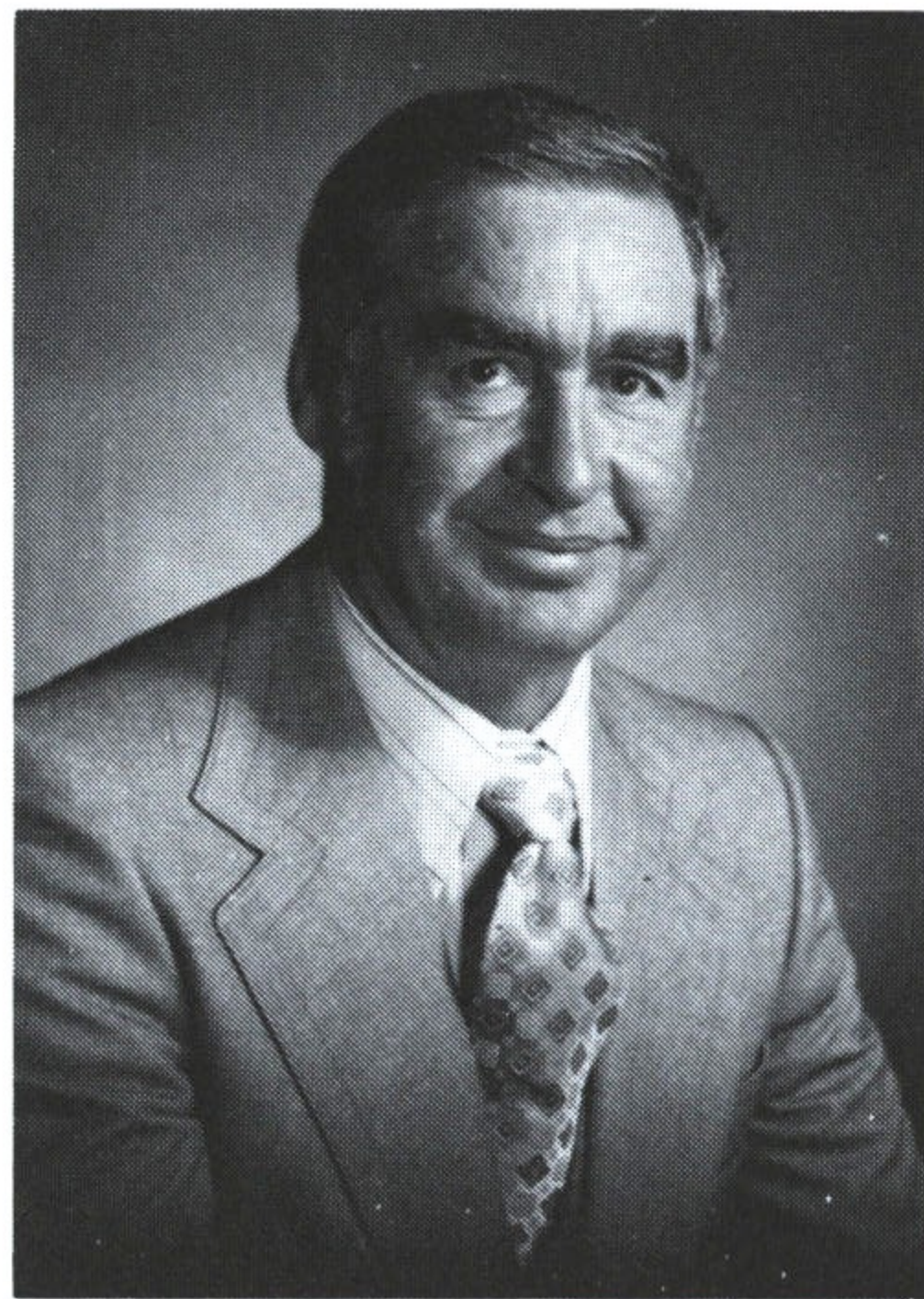
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Gene Sworin, Telak Electronics Ltd., 100 Midwest Road, Scarborough, Ontario, M1P 3B1. Telephone 416-752-8575

The First 20 Minutes



By James W. Heike
NAA Director

It is only natural, and it makes good sense, for an auctioneer to concentrate the most effort on the preparation and sale of items likely to bring the most money — livestock and big machinery at a farm auction, for example. Few auctioneers would disagree with this philosophy. Selling items of little value, particularly those on the “junk” wagon, is often considered a “necessary evil”.

However, many people attending an auction determine its success by how well the small, as well as the more valuable, items are sold. Generally, it is easier for buyers to relate to the price of small items because they are more familiar with their value. The successful auctioneer realizes this and, therefore, concentrates on getting a good price within the *time* allotted for each sale.

All of us have seen both extremes of this situation — first, selling everything, item by item, and “begging” for another quarter while valuable time is slipping by. The other extreme is selling too fast, and in such large lots that many buyers feel they are intentionally being eliminated from the bidding.

Your opening remarks, the pace you set, and the way you handle the crowd during the *first 20 minutes* could well determine how successful the entire auction will be.

Your opening remarks are important because this is an excellent opportunity for you to develop a rapport with the buyers. Many of the people hearing you for the first time will form a strong opinion of you by the time you finish your opening remarks. It is important to be warm and friendly. For example, let them know that you are well organized by explaining the terms and conditions of the sale in a way that everyone realizes that the auction is going to be conducted in a professional manner.

The pace you set in the first 20 minutes is of great significance. Stand and beg the first 20 minutes, and you will still be begging when you sell the last item. Remember the three S's — move the sale along at a *Smooth, Steady, Snappy* pace. Preferably, locate the wagon or platform next to a building so that none of the bidders can stand behind you. You will be able to sell faster and with far less confusion.

Avoid handling any of the small items yourself. Personally, I like to have two individuals, one on each side of me, alternately holding up the item being sold. One of the instructions I give them is to always have something in the air. *Spend your valuable time SELLING*, not holding up and passing around merchandise. You will hold the crowd's attention and find yourself getting top dollar in a minimum amount of time.

The way you handle the crowd is always important, but the first 20 minutes establishes a precedent, not only for the remainder of the sale, but for future auctions. Be courteous, and do not belittle the buyers by projecting yourself as “big me and little you”. Inject a little humor, because a crowd in a good mood is a better bidding crowd. Be careful though, not to ridicule the item being sold.

Remember, everyone at your sale is a possible auction prospect. Those potential buyers will be asking themselves, “is this how I would like to have my property sold?” How you conduct yourself and your auctions — especially during the first 20 minutes — could determine whether or not one of your bidders will later become one of your clients.

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FARM AND DAIRY

THE AUCTIONEER

“Sounding Off”



**By Dean Fleming
NAA Treasurer**

As we experience the beginning of the 1980's, it's good time to recycle the advancements of the '70's. Let's look ahead to those new objectives which we intend to implement in our activities for the coming year. It's also time to review where we stand in relationship to our goals of attaining professionalism in our auction businesses.

Memories of drill instructors who shouted

“Sound Off” return to make us “listen for our own sound” with a critical ear. The top drill teams who were recognized and chosen for special duty were finely tuned, dedicated and disciplined people. The drill team Leader set the example for excellence and insisted on excellent performance by the entire team, every time they were on review.

Auctioneers need many of the qualities of a successful drill team. We need to “look sharp — be sharp” and sound sharp everytime we start an auction sale. We have to display confidence, backed up by accurate commentary relevant to the sale at hand. The right information can instill in bidders a desire to bid, own that which is being offered.

Excellence means presenting an image of “class”, not “show”. You must appear real, not fake. Above all, what you say must sound true and ring clear. You must cause people to listen. Your auctions deserve to have the best sound a message can have, for today might be the last time you can display for your seller the merits of the seller's property. Think about that for a minute. Someone hired you and your staff to reduce to dollars in a few minutes, perhaps a lifetime of effort. Are you really ready? Are you adequately prepared? Can every bidder hear you? Will all bidders listen?

Let's put it another way. When a leader dog in a sled team barks, the whole team hears and responds. When E. F. Hutton speaks, “people listen”.

This reminder, as we begin in the 80's, is intended to make you answer a question — how do

Continued on page 18



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you "sound off" when you open and conduct your auctions? Tape your auction sales and listen for yourself, to see if you really sound the way you want to sound. If you don't, do something about it.

"DO IT, DO IT RIGHT, and DO IT RIGHT NOW," is a slogan for personal excellence and a clean desk. For more ideas about what you can do to attain excellence in your auction business, attend your state and National Auctioneers Association meetings. Begin your CAI training this year and attend NAA seminars. With professionalism and excellence a part of your auctioneering, the 1980's can have the look and "sound" of both success and service.

Honest Estimate Is Part of Our Obligation



**By Norman Aldinger
NAA Director**

It is becoming increasingly more important that a budget be set up and presented to a client prior to the sale, so that the client has a clear picture of what the charges will be when settlement time comes. Recently I have heard several complaints about auctioneers who give a ballpark figure for advertising, then present actual costs from 50 to 300% over estimate. I am sure that if you had your car serviced or any other services performed, you would question seriously a bill three times the amount estimated; and we have every reason to expect an explanation.

Each of us in our own business has an obligation to our clients to make sure they receive an honest estimate — or budget — so that they can make decisions on good business advice. Sometimes, however, I think we become so anxious to book a sale that we fail to realize our obligation to the client.

In essence we are spending someone else's money. When we do that, it's most important that we always use common sense. We must consider "how much advertising would I do if I were paying the bill?" We, as auctioneers, have a unique chance to take a free ride when it comes to advertising.

Consider, if you will, that not only are we advertising the time, place, and what's for sale, but a

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large part of the advertising space is donated to the auction company — its logo and other company information. It therefore becomes very important that we *not* put more effort into advertising our company than advertising the products of our client.

Each of us should feel very comfortable with ourselves when the job is done. A good business life certainly is important, and good commissions sure help that process along. But, equally important is the good feeling we get when a successful sale is closed. We have not only earned our commission, but we have a satisfied auction customer who will be advertising for us. That customer will spread the word, and we will continue to benefit from successful sales long after the last bid.

A Colorado man has devised a system that he claims will cut down on horse rustling by individually identifying every horse. He claims that horses have a "fingerprint" just like humans, but the horse's version is the "chestnut" on the inner side of the horse's forelegs. He also claims that no two chestnuts are exactly the same, and uses electronic instruments to record a horse's chestnut, and keep the record on permanent file.

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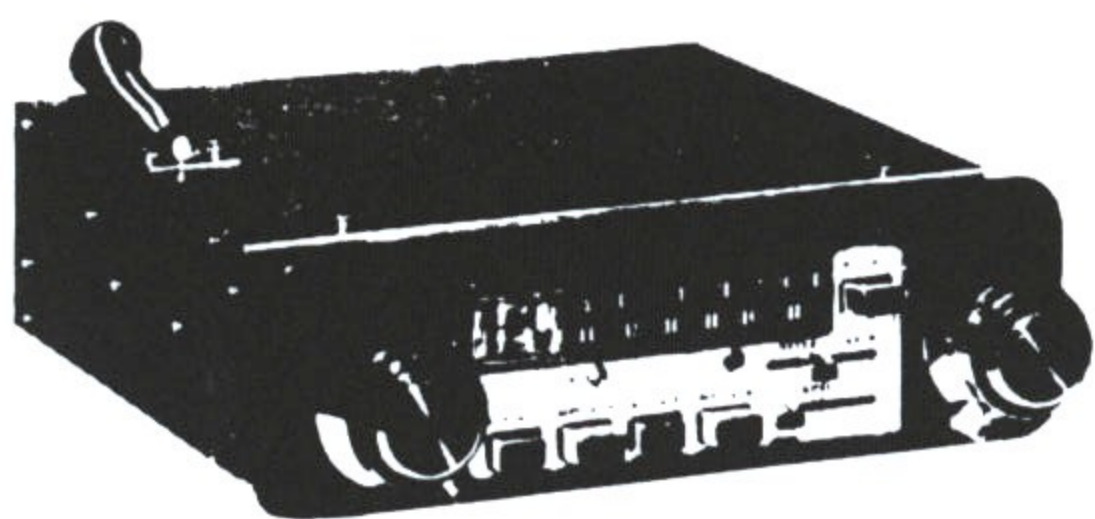
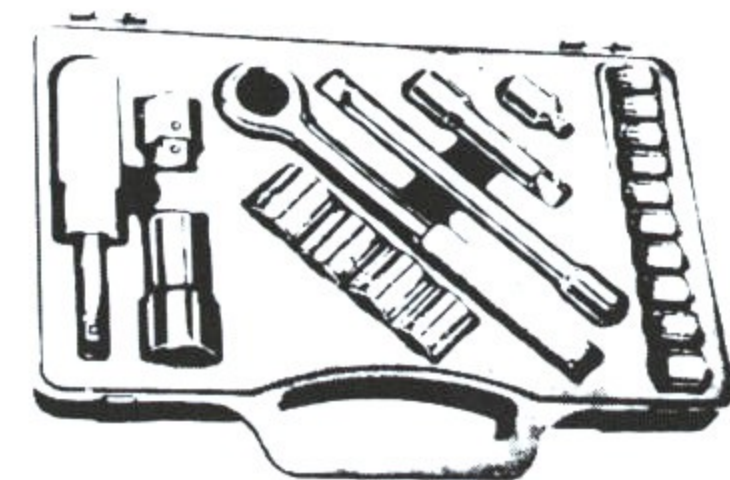
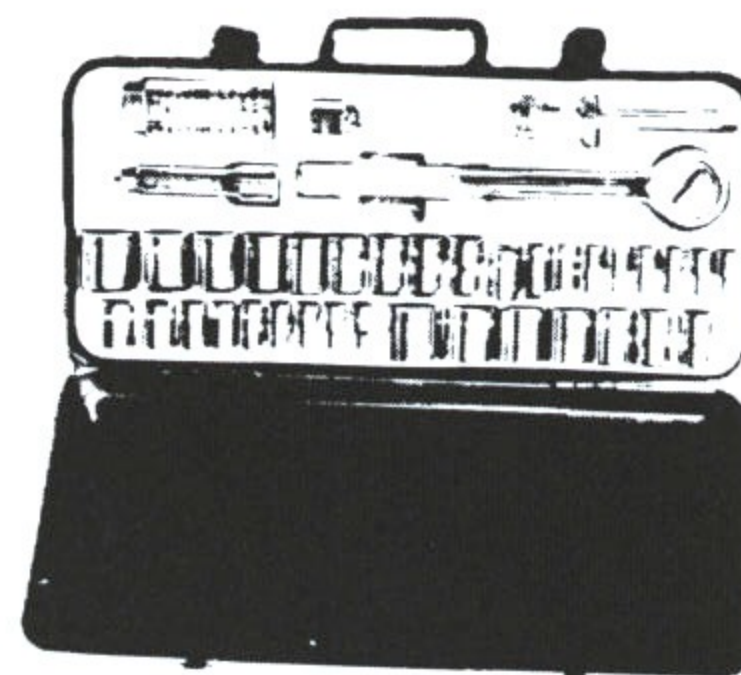
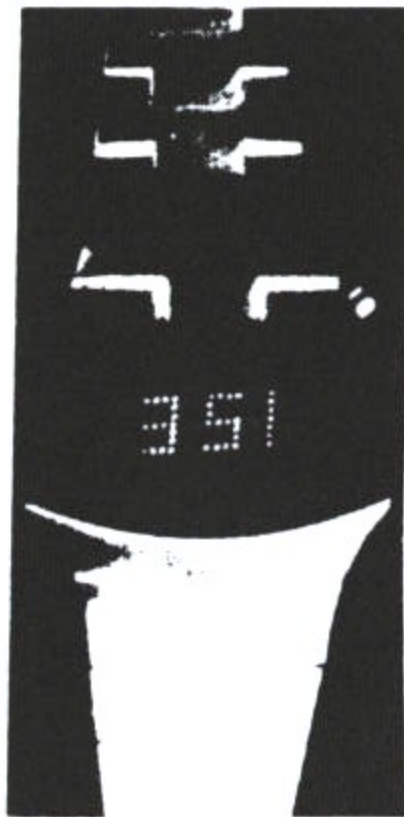
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HIGH PLAINS JOURNAL



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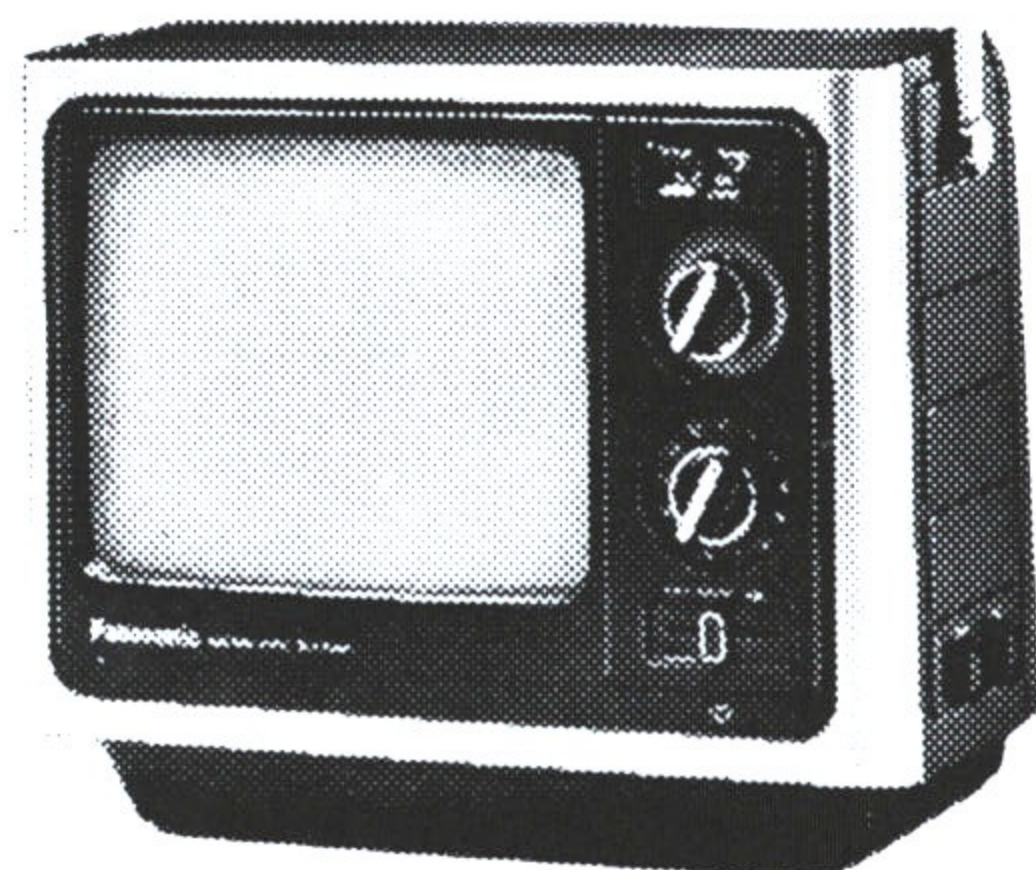
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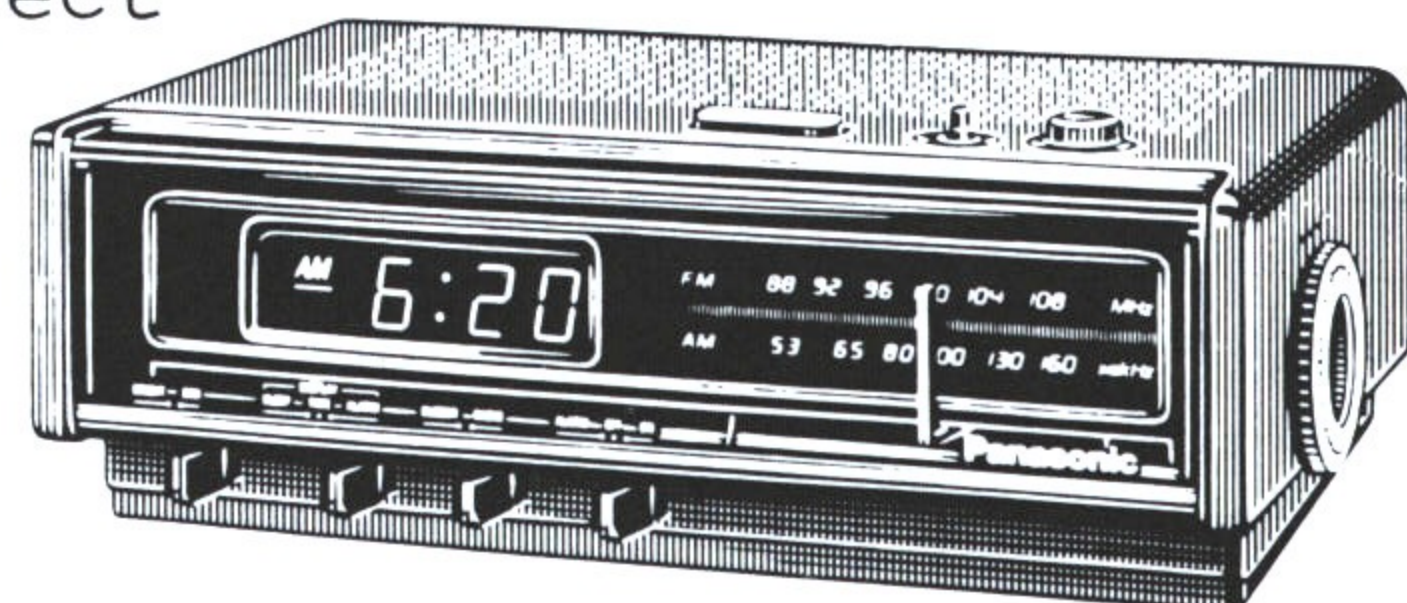


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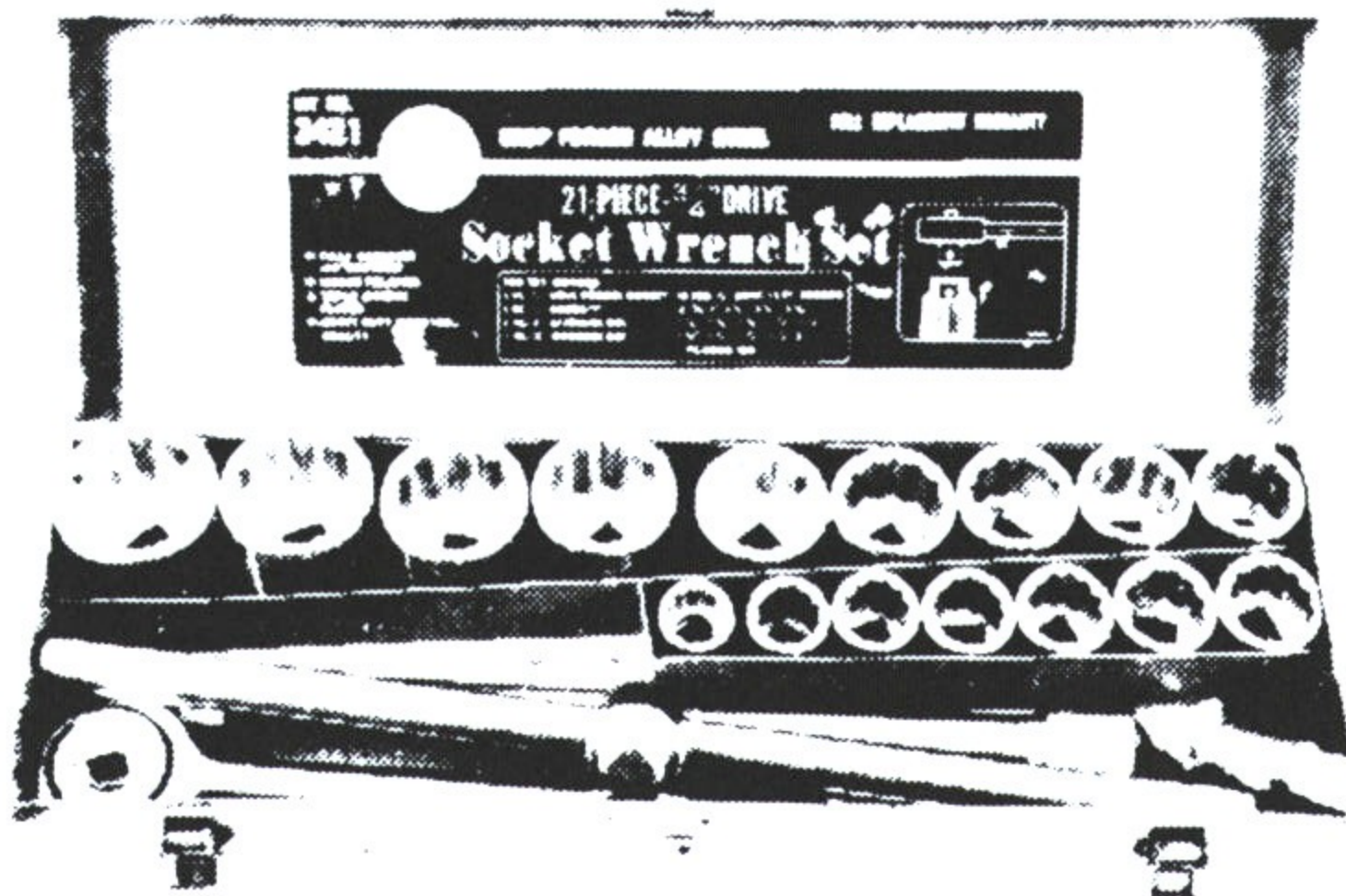
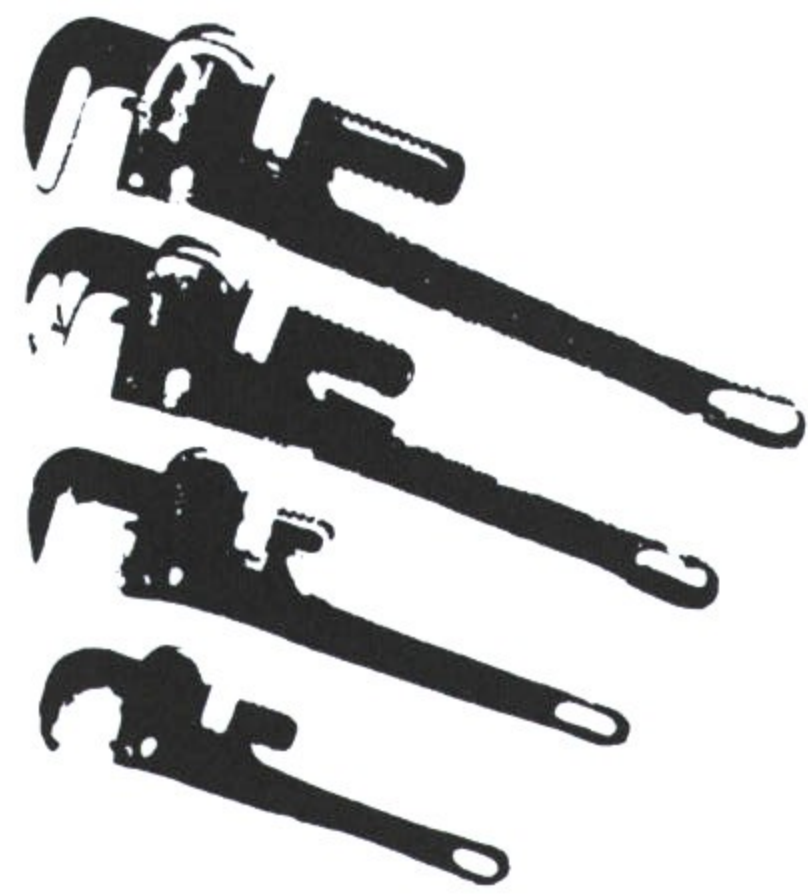
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(Photo taken Nov. 1978)

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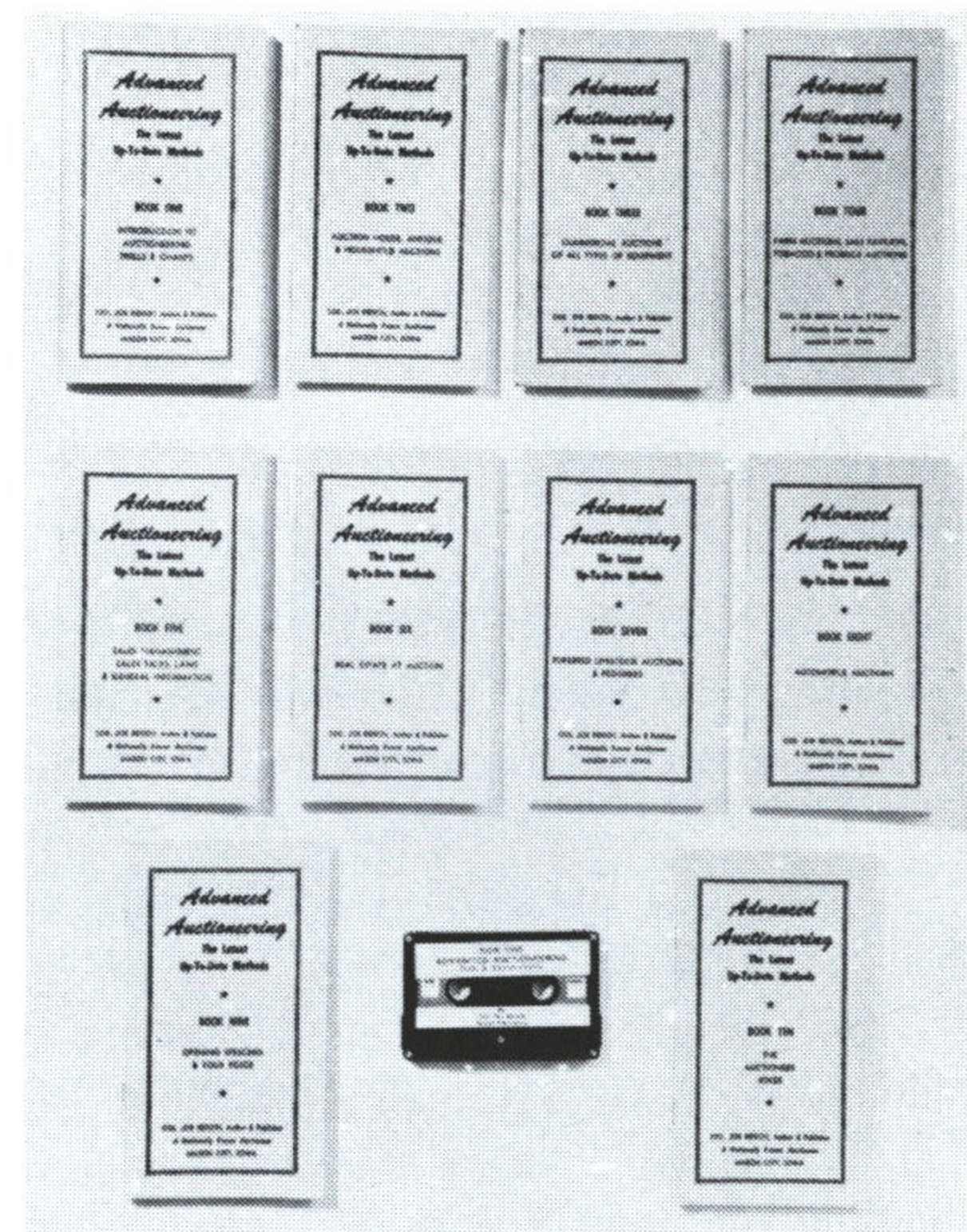
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"Crimes against business are usually crimes of opportunity. If you make it easy for someone to steal from you, chances are someone will. So don't make it easy!

"TRAINING IS THE ANSWER. (My information) is designed for thorough and accurate training of anyone who accepts checks for payment of goods or services. It is being used by

major retailers, including Sears Roebuck & Company, J. C. Penney Company, and Montgomery Ward & Company; small retailers; banks; savings and loan associations; and credit unions; as well as law enforcement agencies and educational facilities throughout the United States."

Frank W. Abagnale

Followup: The Auctioneer vs Bad Money

In the October 1979 issue of THE AUCTIONEER magazine, the National Auctioneers Association presented its members with information to help counteract the increasing occurrence of bad checks and bad credit. As a followup to that eight page information insert, NAA staff attended a presentation by Frank L. Abagnale, a retired master forger and con artist, who is now a business crime consultant. This AUCTIONEER article is a summary of the Abagnale presentation, "You Catch A Thief".

The following set of bad money statistics are equally as frightening as the data you encountered last October. Implied in the fraudulent payment figures is a hard lesson to be learned, and one that can be avoided: business people *who are unprepared* are more likely to get stung in the marketplace by the increasing number of bad money criminals.

- Four hundred thousand bad checks are written each day. Of that 400,000, 62% are written by people who do not plan to pay back the money. Losses to bad checks? 1.2 million dollars a day.

- Check forgeries are up 328% from 1975, up 150% since 1978. And, only 8% of all check forgers are arrested and charged. Of the forgers caught, only 2 out of 10 can be prosecuted *because the person who took the check was not trained to take the right information.*

- Even when useable ID information is properly recorded, but on the back of the check, 7 out of 10 checks written on the back are *totally unreadable.* Reason? Every time a check goes through a bank or clearinghouse, machines print on the back of the check, therefore covering the handwritten information.

A practical solution to lessening your exposure to bad checks? Train yourself and your auction staff to recognize a forgery, and record ID information that can be used in court. The adjoining page gives you the methods you'll need. However, the Frank Abagnale presentation emphasized other items to consider as you conduct business by personal check.

Let's face it, neither you nor your auction staff are really going to look at a check unless you know what you're looking for. Don't be impressed with the person; don't be impressed with the company behind the check. Direct your attention to analyzing only

the information on the check, and the accompanying personal identification.

Record every digit of the license number. If you leave off a digit, you may have written down someone else's license number.

Checks that are forged using a color copying machine can be detected if you know what to look for: the paper is shiny; the magnetic numbers in the left bottom corner are also shiny and raised, therefore you can feel them; the check isn't perforated on any edge; the ink smears.

Lastly, never accept partial payment. In many states, you lose all rights to claim the full payment if you've once accepted partial.

Remove Page 23 and Use It!

Frank W. Abagnale & Associates has granted THE AUCTIONEER magazine reprint permission of its page size, plastic laminated card, "How to Spot Forged Checks" and "Steps to Follow when Accepting Checks". Additional laminated cards and/or the slide/tape program, "YOU CATCH A THIEF", can be purchased from Frank W. Abagnale by writing to the company address at the bottom of page 24.

Right now, however, please remove page 23 from THE AUCTIONEER. Take it to every auction, make sure all of your staff reads it, keep it on the cashier's table and generally, PUT IT TO USE WITH EVERY CHECK.

The National Auctioneers Association, through THE AUCTIONEER magazine, will continue to keep its members informed of fraudulent payment crime, and how the auctioneer can prevent losses. However, it is up to the NAA membership to use THE AUCTIONEER magazine as a forum to exchange information about bad money, and its prevention in the auction industry. Practical effective information is one way that auction professionals can defend themselves from some other professionals — the people who make a living at trying to steal your money via the bad check.

(Article by Gary Carmichael, NAA Director of Association Services)

How to Spot Forged Checks

Check for Perforations

You'll be able to feel perforations on at least one edge of all legitimate checks except for government checks printed on computer card stock. Perforation equipment is expensive and bulky, so most forgers use a regular paper cutter—leaving all four sides smooth.

Watch for Clues Revealing Color Copied Checks

Magnetic routing numbers at the bottom of a check will be raised off the surface—almost like braille—because of the dull ink's effect on the reflective light duplicating process. The numbers on the copy will be shiny instead of dull. Also, because the color is created by a chemical process rather than by ink, the moisture from your fingers will often cause them to smear an opposite color.

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19

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Verify Federal Reserve District Numbers

The nine place number between the brackets is the routing code for the bank the check is drawn on. The first two indicate which of the 12 Federal Reserve Districts the bank is located in. Refer to the codes below. It is important that you compare this to the location of the bank since a forger will sometimes change these in order to buy more float time while the check is routed to a distant, incorrect Reserve Bank. It should also agree with the routing fraction printed in the upper right hand corner.

Check Magnetic Numbers for Dull Finish

The special magnetic ink required for automated check sorting is extremely flat and dull. If you spot shine, or reflected light, off these numbers when you tilt the check under normal lighting, it is probably a forgery. This ink is expensive, and restricted, so the forger will usually not go to the trouble to obtain it. Being aware of the short cuts taken by forgers due to expense and unavailability of certain papers and inks, will help you to quickly and easily spot forged checks.

Federal Reserve Bank Codes

- 01—Massachusetts, Maine, New Hampshire, Connecticut, Vermont, Rhode Island

02—New York, New Jersey, Connecticut

03—Pennsylvania, Delaware, New Jersey

04—Ohio, Pennsylvania, Kentucky, West Virginia

05—Virginia, Maryland, North Carolina, Washington, D.C., South Carolina, West
- 06—Georgia, Alabama, Florida, Tennessee, Louisiana, Mississippi

07—Illinois, Michigan, Indiana, Iowa, Wisconsin

08—Missouri, Arkansas, Kentucky, Tennessee, Indiana, Illinois, Mississippi

09—Minnesota, Montana, North Dakota,

Other Negotiable Instrument Codes

- 10—Missouri, Colorado, Oklahoma, Nebraska, Iowa, Wyoming, Kansas, New Mexico

11—Texas, Arizona, New Mexico, Louisiana, Oklahoma

12—California, Oregon, Washington, Utah, Hawaii, Alaska, Idaho, Nevada, Arizona
- On drafts issued by savings and loan institutions and mutual savings banks, magnetic bank routing numbers may start with the digits 2 or 3. Credit union drafts are honored by the bank on which they are drawn. International traveler's checks have routing numbers starting with 8000. U.S. Government checks contain the routing number 0000-0051.

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Steps to Follow when Accepting Checks

1

Be cautious of new checking accounts

Of all the insufficient, "hot" checks, 90% are drawn on accounts less than a year old. The consecutive numbers in the upper right hand corner begin with 101 and you should be especially careful when taking low numbered checks. Because knowing the age of the account is so important, some banks now print a code of when the account was opened (for example, 0278 means February, 1978) on all checks.

2

Place all information on front of check

Each of the many steps in the clearing process is documented by stamps on the back of the check. ID information on this side could very easily be covered up and become useless for collection and prosecution purposes. Either write the information consecutively across the top of the front or use the cross method:

Driver's license number	Credit card number
Clerk's initials	Other ID or manager's approval

3

Examine driver's license carefully

After you have the license out of the customer's wallet and in your hand, quickly ask yourself the following questions: Is the person in the photo and in front of you the same person? Are the addresses on the check and license the same? When does the license expire? More than 60% of the forged checks last year were cashed with an expired driver's license. Also, the courts have ruled that licenses are legally worthless for identification as soon as they expire. Be sure you examine the driver's license carefully.

4

Ask for local, not national, credit cards

The major credit card companies, such as American Express, MasterCard, Visa and Diners Club, have policies against giving out any information about their customers (which is exactly why you take credit cards in the first place). They are also the ones forgers are most likely to have. Local stores are usually willing to give you helpful collection information and it is unlikely a forger will take the time to get local cards when clerks are usually more impressed with the "name" cards anyway.

5

Place your initials on all checks

If prosecution occurs, it will be necessary to establish that the person identifying the passer is the one who actually accepted the check. Put your initials, teller number, or other identification on all checks.

6

Be impressed with the check—not the person

Don't let a customer's appearance lull you into ignoring any of these steps. Frank Abagnale, the retired master forger, once cashed a \$50 check written on a cocktail napkin, before a hidden camera for television, because the bank teller was more impressed by his appearance than by the item he presented. When you're in a hurry, or want to make an exception, think how you will defend your decision if the check is returned. Then, only the check will matter—not the circumstances in which you took it.

Developed by Frank W. Abagnale, Retired Master Forger

Frank W. Abagnale

& Associates/Box 19365 Houston, Texas 77024 Phone 713-465-3538 /Box 9153 Denver, Colorado 80209 Phone 303-781-3859

Dear Ladies:

I wonder where the time has gone since we were all gathered in Denver in July 1979. I thoroughly enjoyed the convention, and hopefully, those of you that were not there can attend the 1980 Nashville convention. Especially if you're part of an auction business, convention time is informative and enjoyable.

We were busy with auctions during the fall, especially November and December. It looks like 1980 will be a good auction year as we are already booking a number of sales for late winter and early spring. Ours is a family-type business with my husband and three sons as auctioneers. On auction days our daughter, daughter-in-law, my mother, and myself all manage to stay very busy.

Here in California we had the most beautiful fall weather we've had for several years. The farmers were happy to get their crops harvested without rain and are still able to be working in the fields. At this writing the temperature is still 60-70 degrees during the day and 40-50 degrees at night.

I appreciate being asked to serve as a Ladies Auxiliary director for this year, and we are all looking forward to attending the 1980 Nashville convention in July. See you there.

**Mrs. Jeri Huisman, Director
Ladies Auxiliary to the NAA
Galt, California**

Dear Ladies:

A new decade begins, and at the top of my list of things to do is writing this letter for Ladies Auxiliary page.

Here in North Dakota we are enjoying a warmer than average winter, with very little snow — much deserved after the past two winters. Have you seen the winter wonderland paintings of the frosted trees and grasses? Well that is what we have been experiencing. No picture has ever portrayed the real beauty, though. Harvey McCray would never believe North Dakota could be so pretty after the snow and ice he encountered when he visited our state convention two years ago.

This year's state convention is February 8-9-10. As Secretary-Treasurer of the North Dakota Auctioneers Association, I am busy typing membership certificates, filling registration packets, getting programs printed, and other things that have to be done to assure a successful convention.

Last year Norm and I visited Nashville, Tennessee in January. We attended the Grand Ole Opry, stayed at the Opryland Hotel, and toured the Country Music Hall of Fame. We also drove to several antique stores in the surrounding towns. We enjoyed our stay very much, and you'll enjoy Nashville when you attend the 1980 National Auctioneers Association Convention. THE AUCTIONEER is already providing a form to arrange your Opryland Hotel room accommodations, and the April AUCTIONEER will publish

*The Ladies Auxiliary To The
National Auctioneers Association
1979-80 Officers*

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

a form to join the NAA Ladies Auxiliary. If you are not as yet a member, I hope you will join the National Ladies Auxiliary, and come along with us to Nashville. I and the rest of the officers and directors of the Ladies Auxiliary are looking forward to meeting you.

**Mrs. Kay Aldinger, Director
Ladies Auxiliary to the NAA
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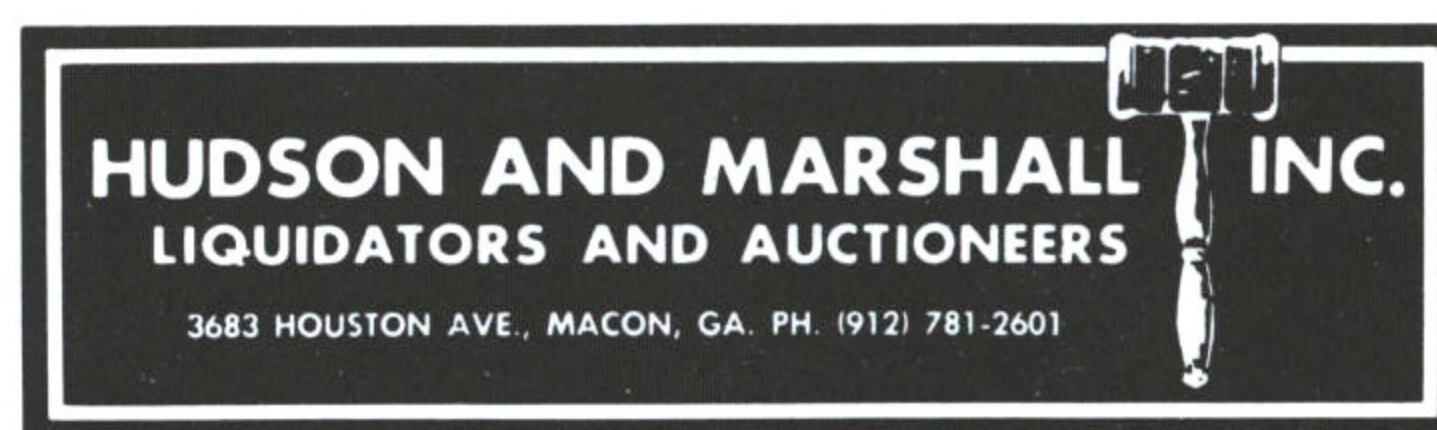
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Turn to the
Chicago Tribune



The Auction Brochure: Some Basics of Planning and Production

By Nathan A. Wolfstein IV
Promotional Services Division
INDUSTRIAL PUBLISHING
Eugene, Oregon

Today's auctioneer, in order to be successful, must be effective in many areas of knowledge and responsibility. First, there is the basic auction education for the business-at-hand. However, sales, marketing, advertising, legal, financial and procedural matters are equally important. This article covers one of those areas of doing business — producing high-impact, visual literature (brochures, flyers, hand-bills), and distributing it effectively.

Before you can begin to produce a brochure, you must understand what a well designed piece of literature is and what function it has to serve. A brochure is basically two things: a sales tool, and an information guide. When sent to a potential buyer, the brochure provides all the pertinent information regarding an upcoming sale (date, time, place, type of auction, item listing), and extends an invitation to attend. It is supposed to get a reaction and arouse a favorable response. It should be designed to get the buyer's attention and make it easy for the buyer to make a decision regarding sale attendance.

However, many people, including auctioneers, do not fully understand the development and production processes involved in publishing an effective brochure/mailling piece. The following steps must be followed regardless of the type of brochure being produced:

STEP 1: Determine the Type of Brochure to Be Produced

Before you decide what the brochure will look like, analyze the need, which can be determined by reviewing copy, information, number of photos, and the size of the auction sale. If you've never designed a brochure, locate samples of other auctioneers' brochures and see how much space is used.

Do some pencil sketches and decide the size, number of pages, colors, and quantity. This makes it easier to communicate your needs to the production people. Once a rough version is completed and you have developed basic specifications, that's the time to get an estimate.

STEP 2: Design, Layout and Graphic Presentation

Place the auction information so that it is easy to read and identify; separate your most important information and photos, and indicate them. Your headlines (most important information) should appear most prominent. Make sure the necessary information (type of auction, date, time, place) will not be missed, even at a quick glance.

Create a flow within the brochure so that the buyer will read information in the order of importance. Don't crowd all the information into a small area.

Think about it. How do you react when a brochure is mailed to your attention.

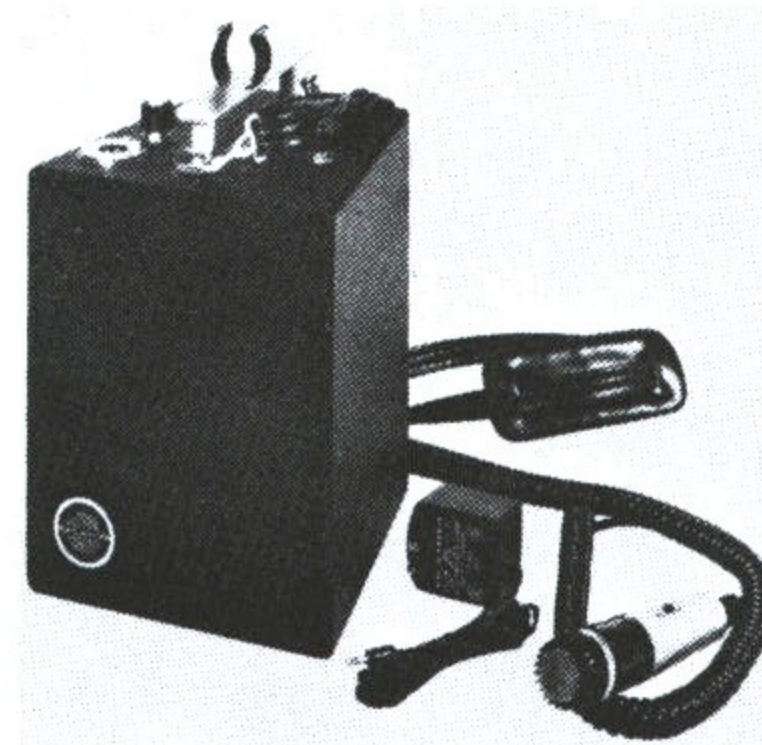
STEP 3: Preparation of Camera-Ready Artwork

"Camera-Ready" means the process of combining your information and photos into artwork which will be photographed and prepared from a printing machine or press. Choose a type style that is easy to read but also readily available. Supply your printer with *quality* negatives or photographic prints. Proof-read *everything* to eliminate errors and misplacements, and help speed up the production process. Give your printer all the information at one time and not piecemeal. Communicate your ideas, but ask for ideas before the printer completes the job, and not after.

Make sure the printer proofs the artwork before you are asked to come and look at it. Make sure you personally okay all work *before* it goes to the press.

STEP 4: Printing from Camera-Ready Artwork

In order to print, photo negatives must be made from the artwork. This photographic process allows the printer to make plates so that the press will print the ink on the paper. "Stripping" is the procedure for shooting and placing the negatives. The more colors, the more complicated



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and time consuming the printing process. Have your artwork prepared so that it saves time in the darkroom. Supply a rough for reference and indicate clearly what you want. Again, always ask for a proof of the negatives prior to making plates for printing.

STEP 5: Printing and Related Services

In general, place your printing order with a qualified printer. Ask for samples, take a look at the equipment. Dealing with the right printer — one that has experience and will stand behind his work — is always preferable. Indicate the final size for cutting and folding.

Finally, ask for an overrun to assure there will be enough copies, because many copies are ruined in the production process. Always check the quality.

Once the auction brochure is printed, for future reference make records of the time needed in each production step. You will then know how long the entire process takes, and you can plan accordingly. Avoid rush service, it costs more and increases the possibilities for error. Give as much advance notification as you can, and establish a production schedule so that you'll know if you're ahead or behind.

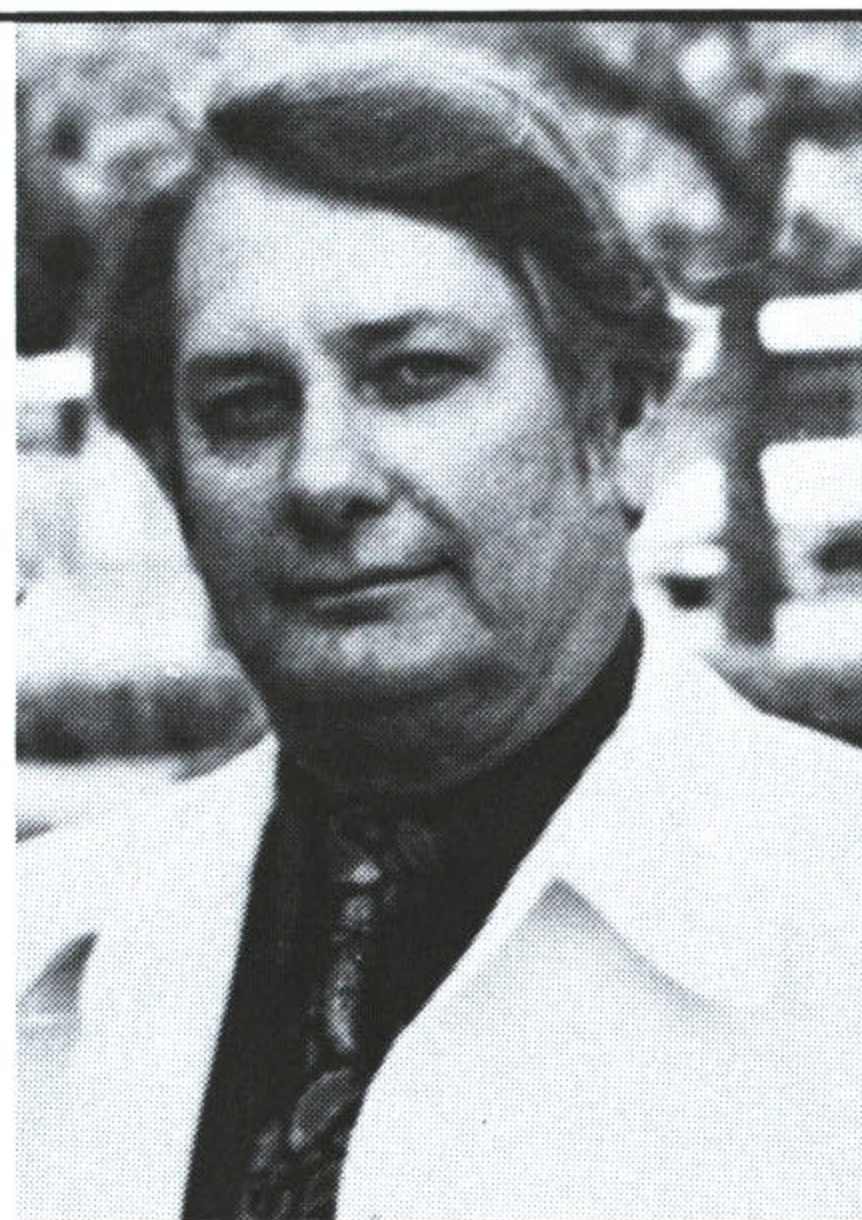
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Continued on page 31

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 Don't assume anything, KNOW how some-
 thing should be done.

Buyers come to you for your knowledge, ex-
 perience and professional handling of goods and
 materials. When doing a brochure, consider it in the
 same way. Professionals understand one another
 and work towards the same goals and objectives —
 quality and service at an affordable price. There-
 fore, it's a vital part of your auction business to know
 how the advertising production process contributes
 to your success. It's a matter of being a professional,
 yet demanding the same professionalism from the
 people who produce your auction brochures.

*(Mr. Wolfstein is a representative of an AUCTIONEER
 advertiser, MY LITTLE SALESMAN, a division of In-
 dustrial Publishing.)*



In Memoriam . . .

ROBERT D. HANE

The NAA office was informed of the death of
 Robert Hane of East Canton, Ohio.

ALBERT J. CLOUSE

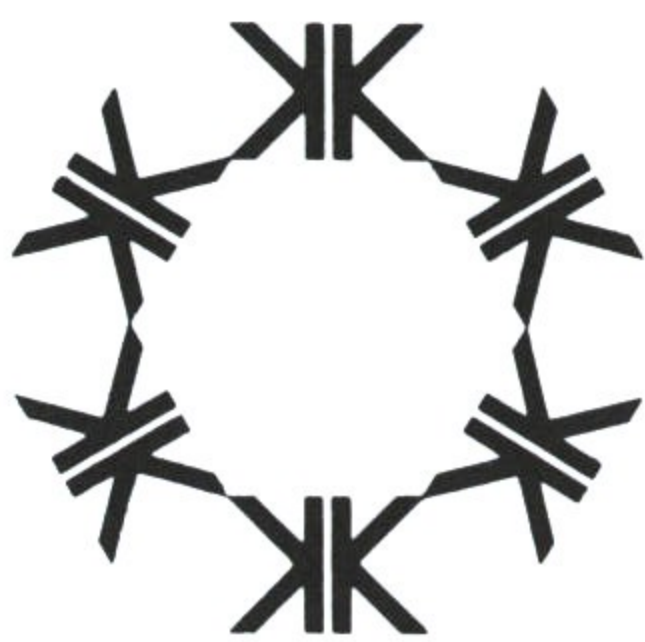
The Kansas Auctioneers Association has in-
 formed the NAA office of the death of Albert Clouse,
 age 49 from Murdock, Kansas. Mr. Clouse died un-
 expectedly at his home, Wednesday, December 12,
 1979.

EMMERT BOWLUS

By a notation on the annual dues statement, the
 NAA office was informed of the death of Emmert
 Bowlus.



WINTER CLASS is 109th term for Western College of Auctioneering. Instructors first row: Dean Roberts, founder/executive secretary Bill Hagen, Craig Mandeville, Jack Ellis, president Bob Thomas, school secretary Lorraine Divver, and registrar John Mandeville. Instructors not present at time of photo: Ron and Ray Granmoe, Bob Musser, Wally Stadfeldt, Jerry Ellis, Gene Gabel, Warren Smith, Dean Merrifield, Larry Stokes, Stan Buchholtz, and Lyle Story.



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ITT Supports Car Auction Customers

ITT Financial Corporation announced in December 1979 the formation of a new division that will manage auctions of classic cars, collectors cars, and antiques. Kruse International will be a division of Thorp Sales Corporation and will be headed by National Sales Director, Dean Kruse. The announcement was made by Robert R. Jensen, Executive Vice President of Thorp Sales Corporation, a subsidiary of ITT Financial Corporation.

The agreement between Kruse and ITT Financial will be advantageous to classic and collector car customers. With ITT Financial's support, auction customers may increase their purchasing power by financing their purchases. ITT Financial will continue to allow sellers to receive same-day payment from the purchaser. However, sellers may also use the option of waiting for an ITT Financial reimbursement.

"I'm excited about this new opportunity," said Kruse. "ITT's fine reputation and prestige will only add to the credibility of the collector car auction industry in America."

Jensen echoed Kruse's high hopes for the new venture. "ITT Financial Corporation is pleased with their new relationship with Kruse and the collector car auction industry," he said. "We believe this is a very viable business endeavor and that Mr. Kruse's auction reputation will only add to the company's success."

The first auction under this new agreement occurred in Scottsdale, Arizona, January 4-7, at Arizona's new resort, The Pointe. The sale, known as "Scottsdale 80", is one of the world's largest events of its kind.

Friends of Philharmonic Auction Has Best Year

NAA member Bill Whitaker assisted the Kansas City, Kansas, Friends of Philharmonic in his third auction for the organization, November 1979. Last year saw the largest proceeds, earning in excess of \$3,700 for the group. Items sold included liquor decanters, floral arrangements, day trips to resorts, and a used car.

The gathering welcomed a surprise visitor Kansas Congressman Larry Winn, who donated a United States flag which had flown over the National Capitol in Washington, D.C.

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Audubon Firm Handles Auction of Farm Land at Record High Price

Southwest Iowa Real Estate Co. of Audubon, conducted an auction at Clear Lake, Iowa, December 1979, in which a tract of farm land sold for \$4,050 per acre. It was a record high price for Cerro Gordo County farm land.

The auction was held to settle the estate of Myron Schow and included 336.4 acres of land. The entire farm brought \$1,051,358 in the auction and was sold in three separate tracts.

One tract of 60.65 acres brought the record \$4,050 price per acre.

The auction was conducted by NAA auctioneer Wayne Stewart (CAI) and Lyle Hansen, Jr. (GRI) of Southwest Iowa Real Estate Co. The new record price for Cerro Gordo County farm land is \$1,435 above the current average value of Cerro Gordo land.

(Map and article reprinted with permission from the NISHNA VALLEY TRIBUNE, Audubon, Iowa.)

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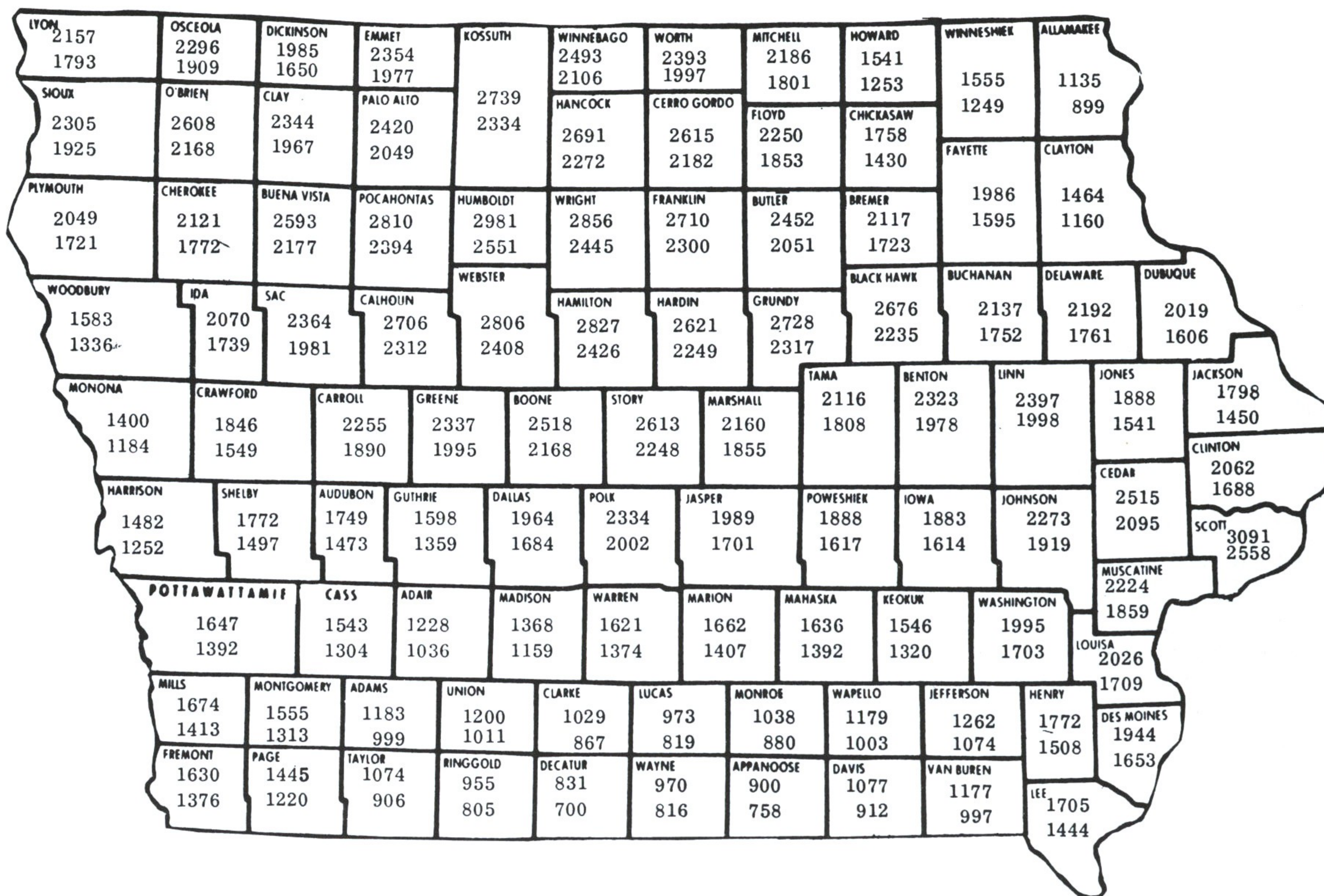
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PRICES COMPARE IN YOUR AREA? The value of Iowa farm land continued to go higher in 1979, according to an Iowa State University study. Figures on the map above indicate the value per acre today (top figure), along with the average value per acre a year ago (bottom figure).

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Hines Auctions Stoneware Collection

Red Wing, Minnesota, home of the Red Wing stoneware producers, was the location of Dave and Ruthie Stagner's stoneware and pottery auction in October 1979. The Stagners are well known among stoneware collectors, having collected for many years.



Five hundred pieces of stoneware and pottery, mostly Red Wing, were sold. The Stagner collection covered the entire span of Red Wing clay products and included many rare and unusual items.

NAA auctioneer Jack Hines of Ellsworth, Wisconsin, conducted the auction assisted by a well organized auction staff.

A holiday atmosphere pervaded as collectors and dealers gathered, some from as far away as California, Iowa, and Florida.



Advertising items generated active bidding throughout the sale. Highest selling among the advertising items were a spongeware cherryband pitcher selling for \$300, and a 1 gallon druggist jug with blue bands, which sold for \$425. "Lunch Hour" pieces, novelties made by the potters during their break time, often one of a kind items, proved to be popular.

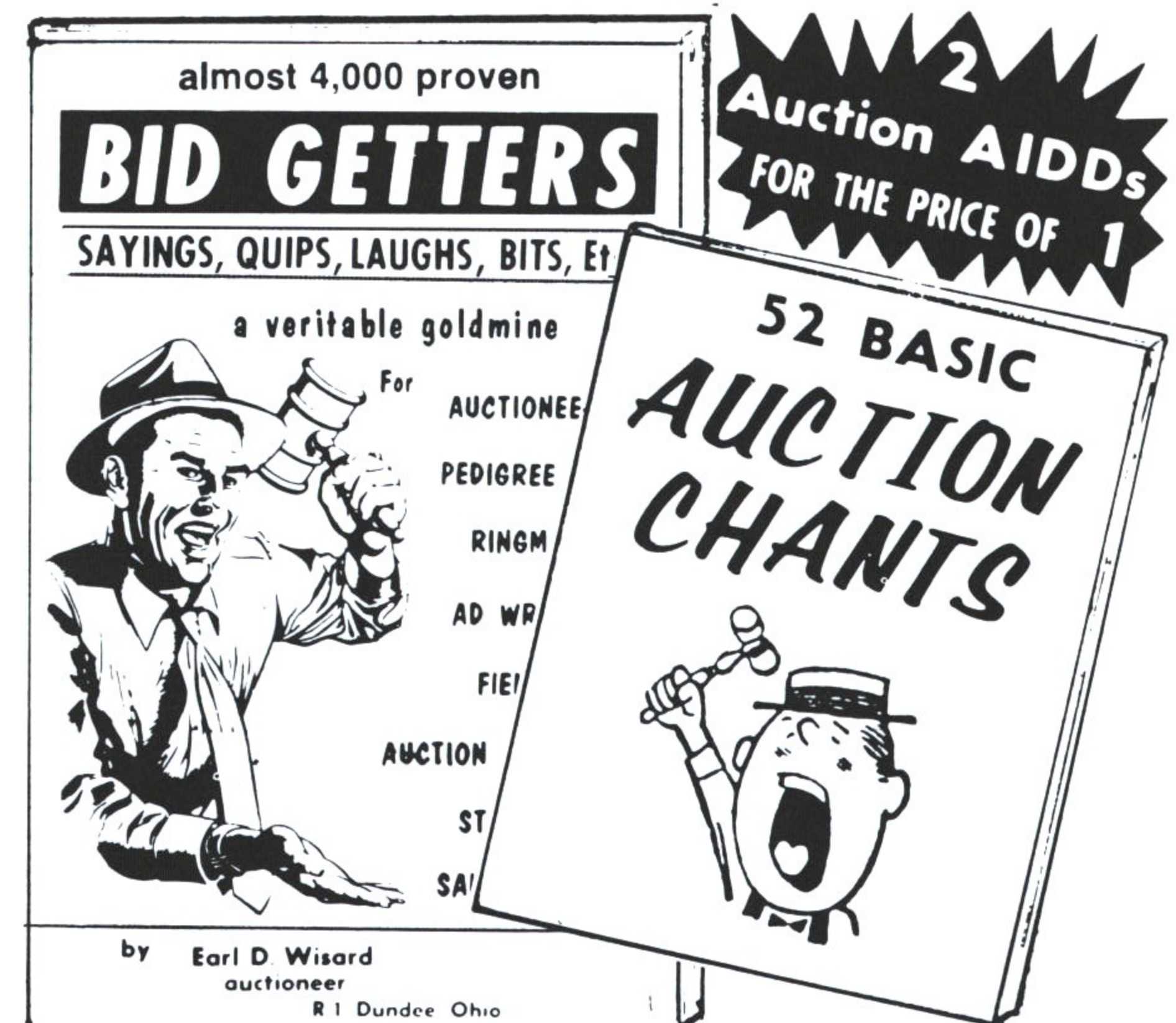
Spongeband pieces were particularly outstanding. Top seller among the spongeband pieces was a salt jar with lid, \$400. The North Star items, welcome additions to any stoneware enthusiasts collection, also brought strong prices.



RAILROAD LANTERN up for bid sold for \$1300. NAA auctioneers Ron Funk and John Autotore take bids from the crowd while Jeff Knosp handles the sale.

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H. O. Berg Holds Highway Department Sale

Ever wonder what happened to that Highway Department vehicle that you swore would never make it through another construction season, or the four-ton truck that reached retirement age after 20 years of hauling gravel?

At the North Dakota State Highway Department vehicle auction in September 1979, several "old friends" surfaced. From a 1948 motor grader to 1975 district cars, buyers climbed in and around the trucks, poked under car hoods and laways managed to catch the auctioneer's eye just in time to raise the bid.

Dean Roth, supply officer, said contractors come from all around North Dakota with a few from South Dakota.

Prices ranged from a few hundred dollars on some older cars to \$4,700 on a tandem, eight-ton truck. Altogether, with the addition of some miscellaneous office equipment, the vehicle sale grossed \$55,000 for the Highway General Fund.

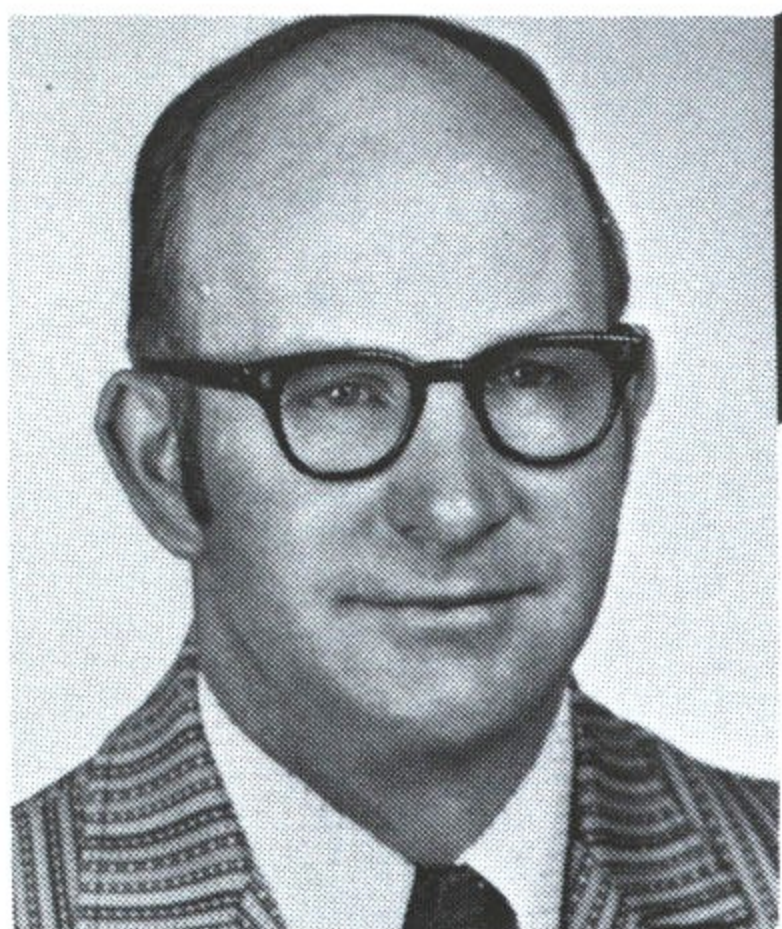
A large chunk of credit for the successful sale goes to the Supply Division which is responsible for collecting the sale items, advertising and watching over all the details the day of the sale. Auctioneer H. O. Berg added his share, frequently cajoling a shy bidder with "just another \$50" or "don't let this bargain get away for just a \$20 bill".

Although a few would-be buyers tried to "fix" some of the vehicles during the sale, the sharp-eyed

NAA auctioneer
Harry O. Berg



Supply personnel quickly replaced coil wires and rerouted distributor wires that somehow had gotten lost or twisted. According to Roth, it's all part of the sale-day game, and everyone enjoys the challenge.



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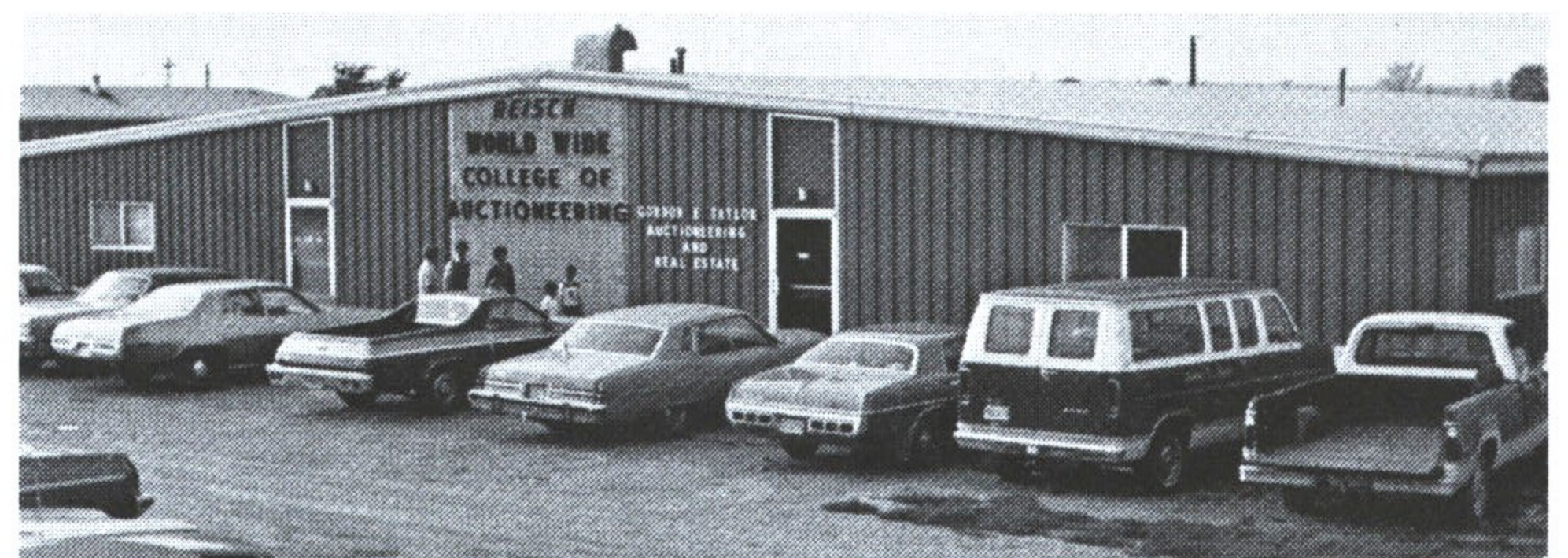
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After all the arrangements are made, and everything is ready for the sale, Roth said, "All you can do is set the day and pray it doesn't rain." It didn't.

(Reprinted with permission from the November LIFE-LINES, North Dakota State Highway Department, Article by Joyce Hagen.)

Theriault Offers Guarantee

Auctions By Theriault, an auction firm specializing exclusively in the sale of fine antique dolls, recently implemented its new policy of guaranteeing all catalog descriptions. The firm, which conducts its cataloged doll auctions nationally throughout the year, has traditionally offered this guarantee to attending bidders at the time of sale.

The decision to extend guarantees to all bidders, whether absentee or attending is, according to NAA auctioneer George Theriault, "an indication of confidence in the quality of antique dolls we offer. When a customer proffers a bid of several thousands of dollars on a doll in absentia, it is important to feel reassured. Collectors rightly demand both quality and fine condition, and we intend to continue to provide this."

Auctions By Theriault is headquartered in Waverly, Pennsylvania and achieved several world auction records for dolls during 1979 sales.



DOLL SETS WORLD RECORD when Auctions By Theriault, Waverly, Pennsylvania, sold a 32" French Bru Child doll for \$16,000 at a November Washington, D.C. sale. The buyer was the Dolls In Wonderland Museum of Brighton, England.

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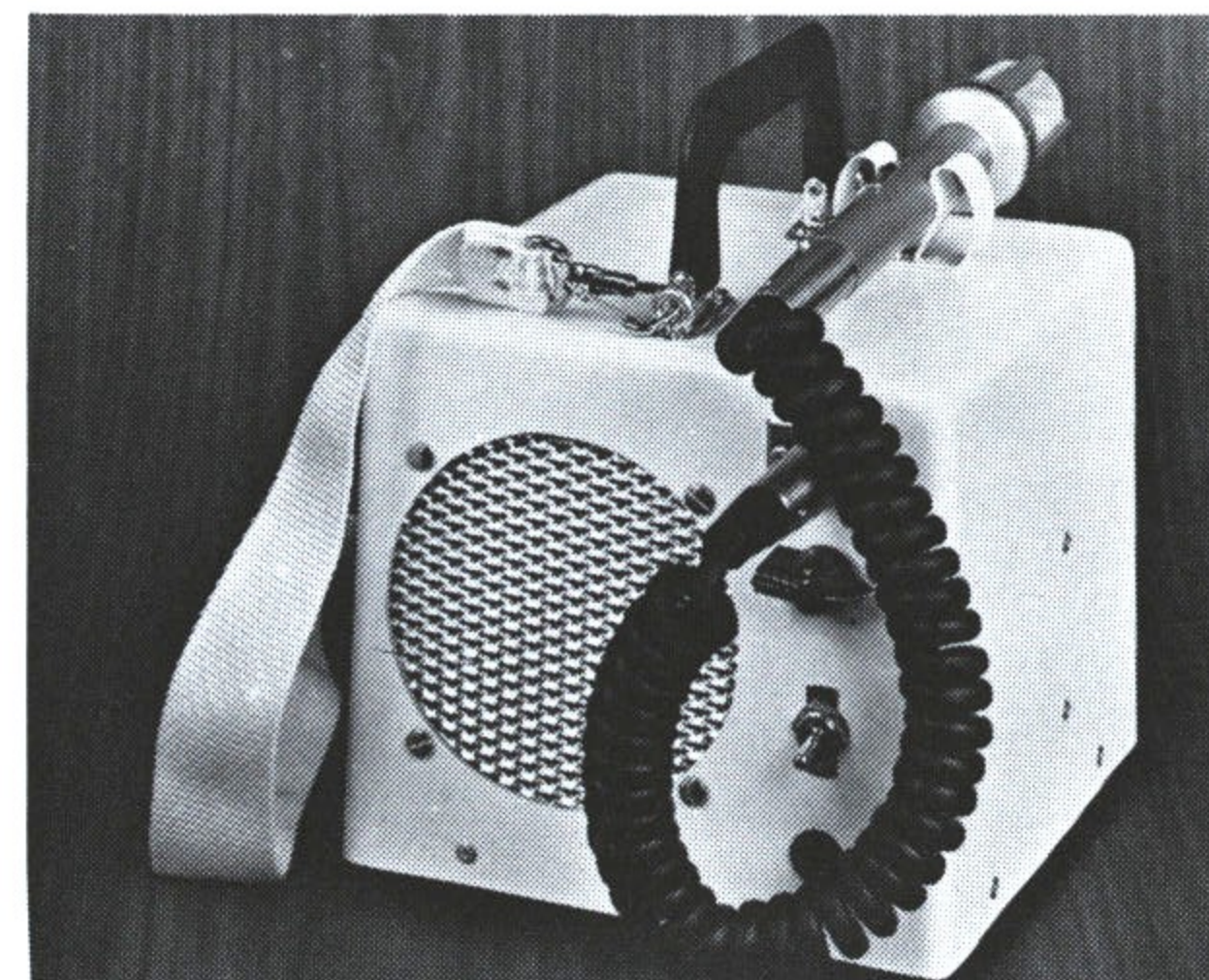
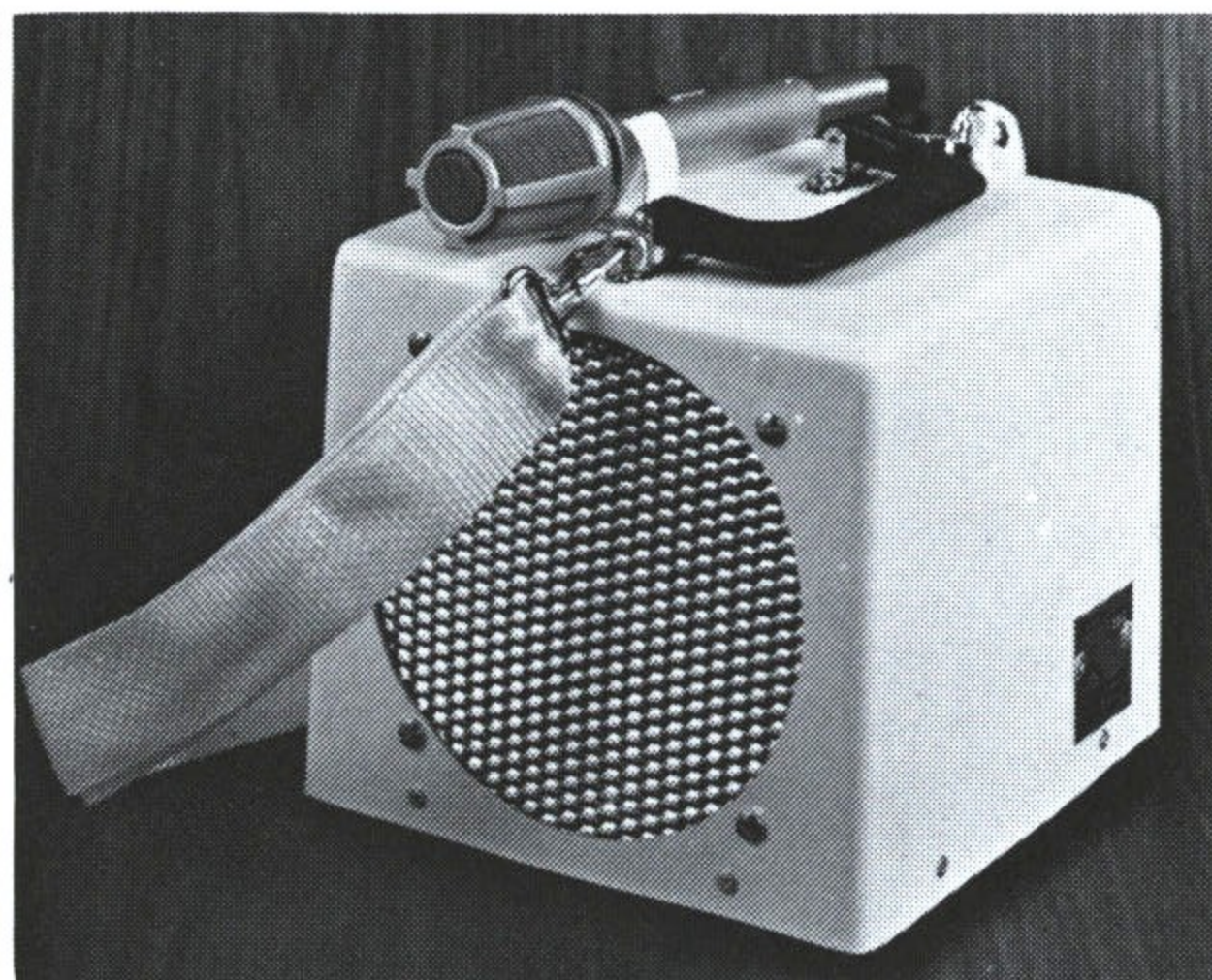
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Because of a weakening leg situation from polio, auctioneer J. Lee Sears had to find an alternative to standing while conducting an auction. He discussed enclosed auction vehicles with many auctioneers at NAA conventions and finally had the right vehicle modified to his specifications.

The expanded camper top shown in the accompanying photos allows Lee Sears to conduct auctions without standing up; also provides excellent mobility, positioning, and better visibility of the entire crowd. Four speakers mounted on a top rack provide all-around sound. Needless to say, the clerk appreciates being above the crowd and out of the weather.

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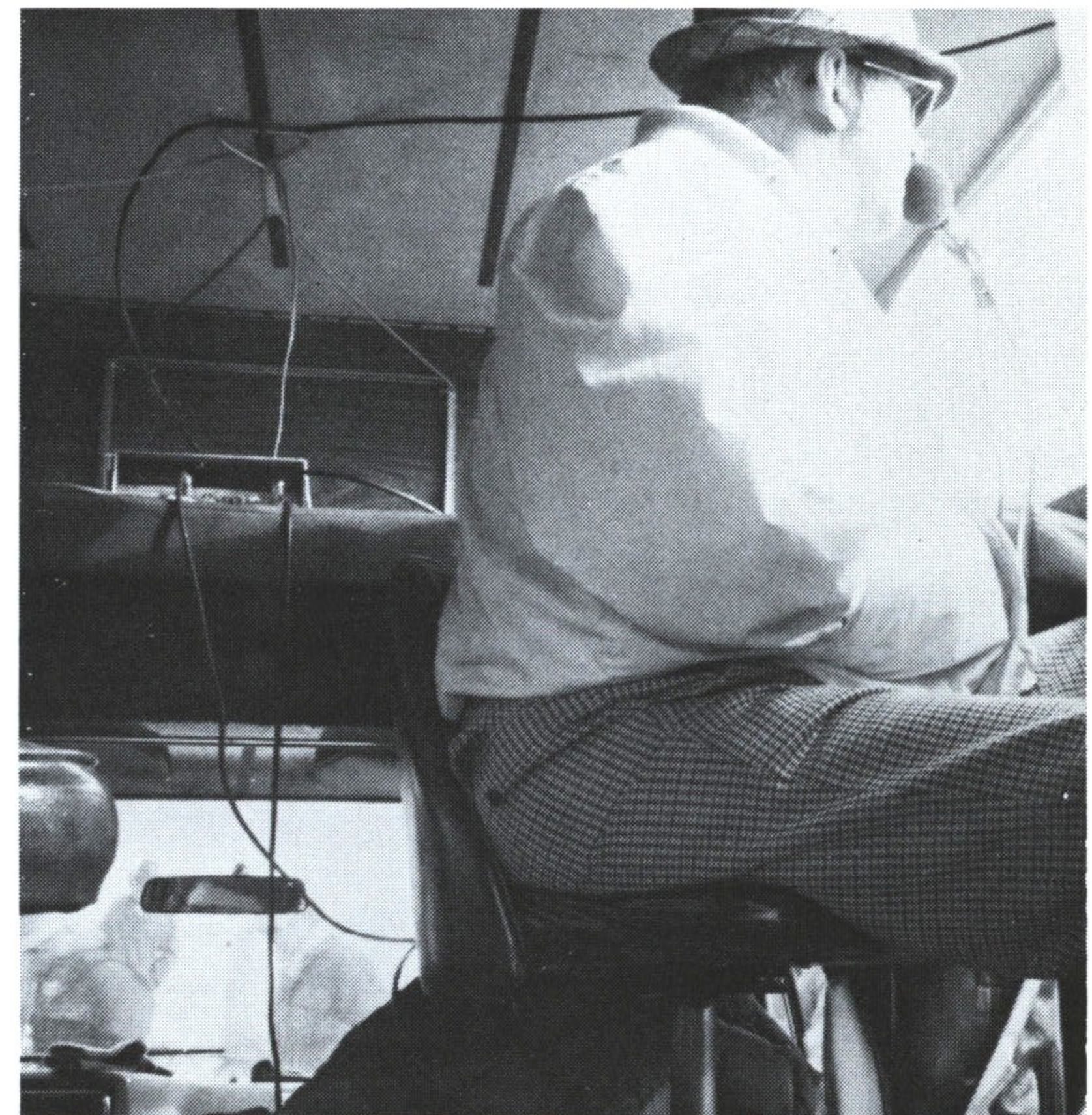
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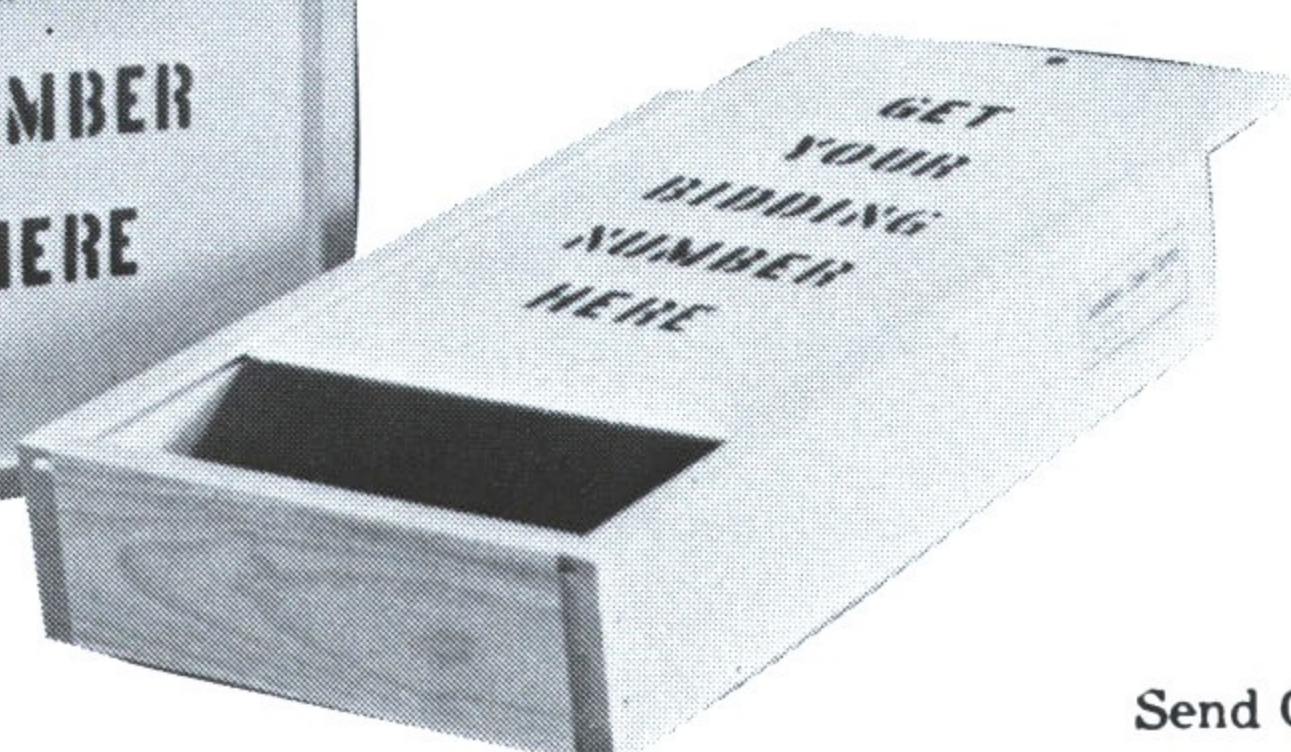
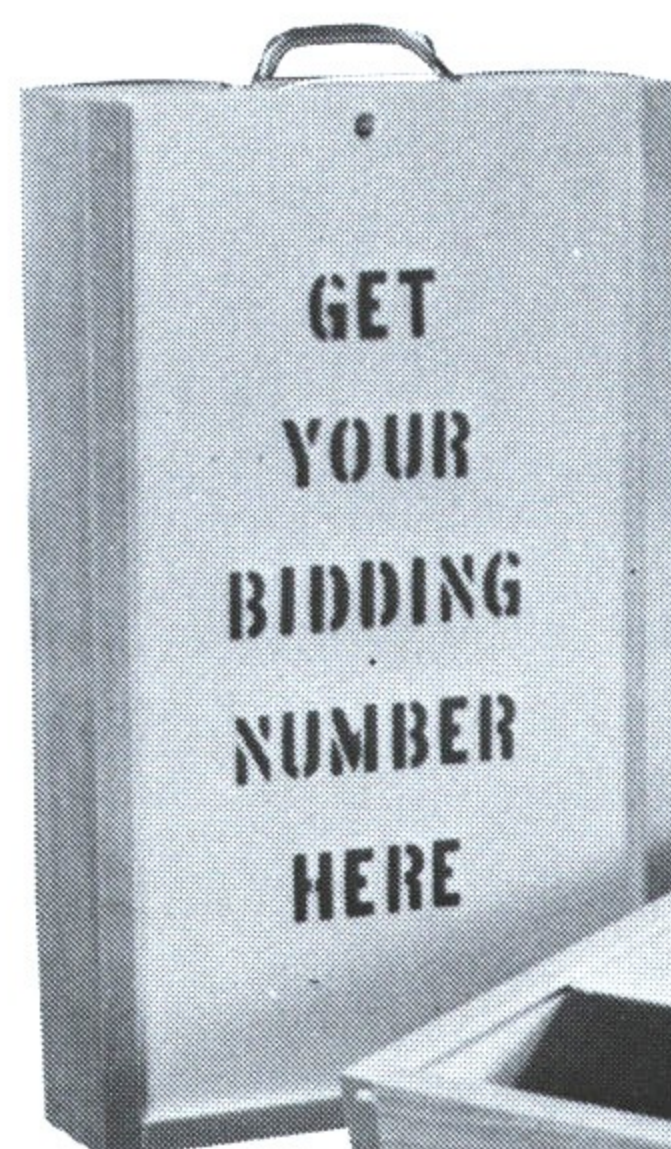
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I dedicate this booklet to fellow auctioneers, by request of many, after hearing me talk on new furniture auctions and how to secure them.

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.

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State Association Reports

TAA Midyear Meeting Held

The midyear meeting of the Tennessee Auctioneers Association was held in the Hilton Airport Inn in Nashville, Tennessee, December 2 and 3, 1979. It was the 21st annual midyear meeting since the Tennessee Auctioneers Association was organized in 1958. Attendance at that first meeting in 1958 was 25 interested auctioneers, attendance at this year's midyear meeting was 114 auctioneers, spouses and families.

NAA Executive Director, Harvey McCray attended the TAA Board of Directors meeting on Sunday afternoon, and also met with Hubert Songer, 1980 NAA Convention Chairman, regarding the upcoming NAA Convention at the Opryland Hotel in Nashville.

TAA convention activities included educational roundtable discussions dealing with livestock, real estate, antiques, and farm sales. Leading these discussions were Larry Haas, Calvin Kirkham, Dean Howard, and Bruce Harrell.

Dean Howard, Decatur, Tennessee, was chosen President Elect and will take office after the June 1980 TAA convention. Other officers and a director will be elected at the June convention business meeting.

The 1980 Tennessee Auctioneers Association Convention will be held in the Hilton Airport Inn, June 16-17, 1980. The program chairman for this convention will be Jasper Jones, Memphis, Tennessee.

Louisiana Auctioneers Convene

The November 1979 Convention of the Louisiana Auctioneers Association was held in Alexandria, and considered by many to be a step forward for the LAA. Texas auctioneer and NAA Director, Bill Wade was the guest speaker who described the attending LAA members, "we have here a group of auctioneers with true grit".

The convention pinpointed important matters for LAA attention in the coming year — charity hospital tax, and enforcement of the license law among the topics. The annual fee for the Louisiana auctioneers license is \$50, covering July 1 to July 1, and a \$5,000 bond. For a license application write: Secretary, Department of Commerce, P.O. Box 44185, Baton Rouge, LA 70804, attention — Ms. Donna Windgate.

Increased membership was identified as a big goal for the LAA in 1980, with 97 licensed auctioneers in the state and 38 LAA members. Association dues are \$15. President elect Larry Nobles will take office at the Spring meeting of the Louisiana Auctioneers Association. A fun auction closed the November convention.

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
February 1-2	New Jersey	Marriott Hotel Somerset	Don Castner Jack Sartor	
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.)		
February 29-March 1	Montana	Holiday Inn Bozeman	Craig Mandeville	Frank Bass
March 14-15-16	Kansas	Holiday Inn Holidome Hutchinson	Rex B. Newcom	no request
April 11-12	Texas	El Tropicano Hotel San Antonio	Gary Fingleman	Request Being Considered
April 12-13	Illinois		Kenneth Gravlin	Archie Moody
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
May 17-18	South Carolina	Sheraton Palmetto Inn Greenville		
June 12-13	Wisconsin		Victor Voigt	Howard Buckles
June 13-14-15	South Dakota			Archie D. Moody
June 16-17	Tennessee	Hilton Inn Nashville		no request
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.



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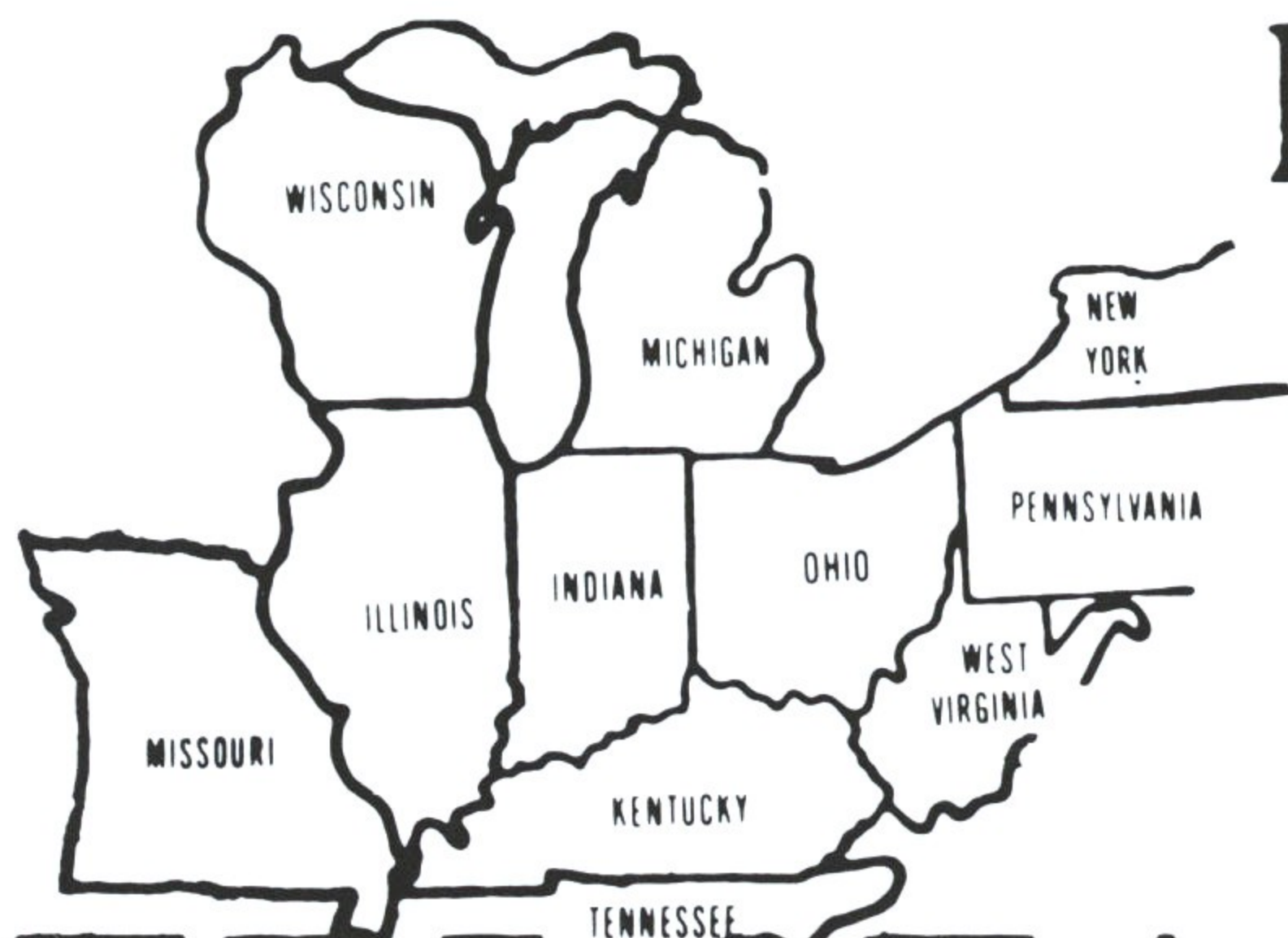
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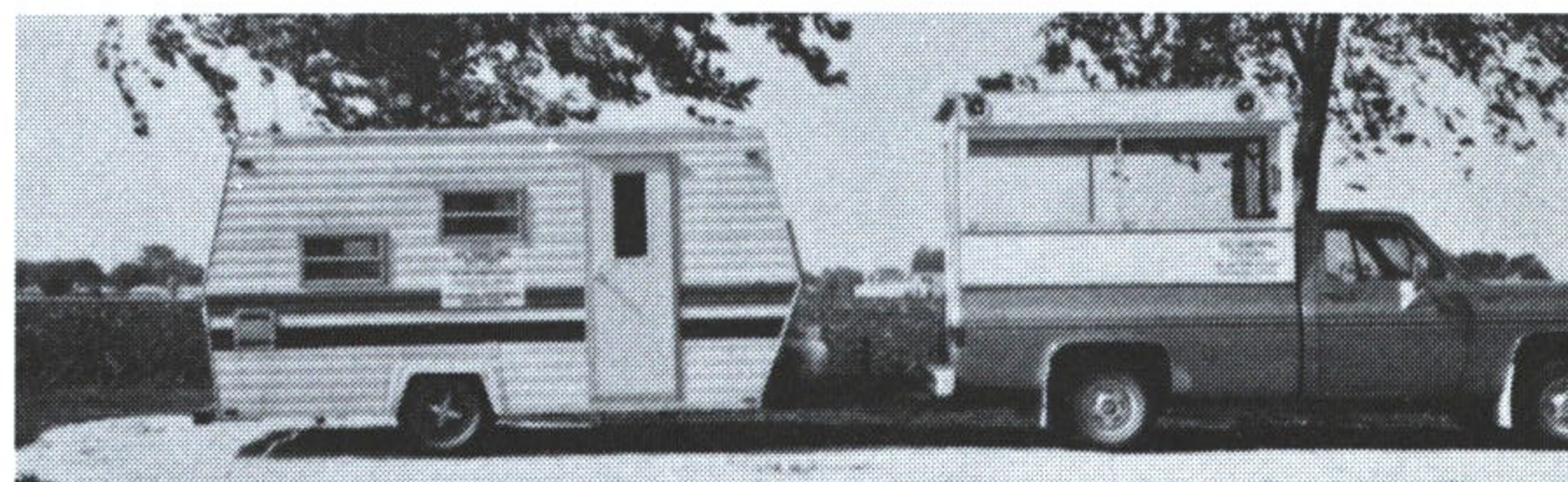
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Victorian Couches

We picture a mid 19th century couch which is of good quality. There are so many variations on this form that the unknowledgeable auctioneer has little idea of their value or how to grade them for quality. The couches can range in price from fifty dollars to many thousands which makes it difficult for buyers. However, the rules for quality are quite apparent if one will stop to consider them.

Style and design are most important. Carving must be bold, and the condition of the frame must be good. Less attention is paid to the upholstery as most buyers want to reupholster the couches in preferred colors or fabrics. Most Victorian couches came with horsehair upholstery, but few buyers prefer to sit on anything so prickly and somber in color as black horsehair.

Let us examine the characteristics of Victorian style couches such as we picture, most likely made at a factory and not by a custom maker. The greater amount of wood the better; hence, we must fault this one for lack of wood on the arms. The back is very



graceful and tastefully carved with deep work evident, and this is a plus. The mirrored back is most desirable as it is an extended use of wood and gives better character and lightness to the piece. A serpentine front rail is most desired, yet this one is quite graceful with its slight bow. The legs are among the best to be found on such couches so that factor rates high. They are cabriole in style, very graceful and delicate compared to heavier legs. On a scale

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of good, better, and best, we must rate this couch as very good. It would be among the best if the arms were wood, the front in serpentine design, and either end mirrored with wood.

Letters

From Pittsfield, Massachusetts — I am writing about a painting, 36" wide and 27" high, oil on canvas. The artist is J. Klewicz, 1903. "Am Rhein" is the title of the picture.

Answer — I do not know the location of "Am Rhein," and the artists is unrecorded in any of my references. I might say that it is typical of the romantic type landscapes which were painted in great volume by European artists to satisfy the growing American interest in such art. This was a period of many art galleries in this country handling art that was considered to be more desirable than the American work. It has no particular value so far as I can determine. In our appraisals of such paintings in my area, they would be valued at about \$150 to \$200 for insurance purposes.

From East Hartford, Connecticut — Enclosed is picture of a chair, bentwood, with the name J. J. Kohn on the bottom, made in Austria. Can you help me find someone who can appraise this and other items?

Answer — This is a general answer to those who ask such help in appraisal. Contact the trust department of your bank or a local attorney for

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names of appraisers since both use their services in estate settlements. Maybe a local museum can suggest an appraiser. Museum personnel will not do appraisals of value because ethically they are not permitted. I can tell you bentwood chairs made their first successful appearance in Austria, made by Michel Thonet back in the 1840's. Perhaps Kohn was an apprentice who went out on his own. Bentwood of this period is very desirable.

Women's place on the farm not clear. In some states, when a farmer dies, and the land is in joint tenancy with rights of survivorship, the law assumes that the husband was sole owner. However, banks consider farm wives full partners when it comes time to assume loans and debts. Lastly, federal government policy is based on the supposition that there is only one farmer per farm even though farm wives keep the books, make other business decisions, etc.

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Spotlight on NAA Auctioneers

Josko As Santa Plays Other Roles

Santa Claus is many things to many people, but rarely, perhaps, is he a college professor, business executive and auctioneer, and still Dean of Santa Clauses.

William J. Josko of Fairfield, Connecticut, is the man who fits this description, and his history of Santa's Number One Helper is a captivating one.

His professional career has led him from high school teacher to college professor and, as professor at the Simmons College Prince School of Retailing, he decided to run a school for Santa Clauses. Sponsored by the Boston Retail Trade Board, he trained and sent out into the field, countless Santa Clauses.

Ultimately, vocation took him into the scrap business and then into auctioneering and appraising. Today, as one of the giants in that field in this part



SANTA'S #1 HELPER, Bill Josko.

of the country, he is still dedicated to his role of Santa Claus.

Since his original commitment to the idea in 1936 he has volunteered his services to countless hospitals, orphanages and charities. He has conducted his Santa Claus schools in Providence, Hartford and Illinois and has sent hundreds of pupils, many of whom were the subsidized personnel of major department stores, all over the United States.

For better than twenty years he was the official Santa Claus for the Commercial Investment Trust Company at their Christmas party at the Waldorf Hotel in New York City and, concurrently, he served as Santa Claus for the United Nations.

For many years he opened the Christmas Season in nineteen cities each year by flying in, sponsored usually by the Chamber of Commerce, and was long known in Boston as Santa in their Santa's Son Parade, comparable to the Macy's Parade in New York.

The successful Santa Claus, Josko claims, has several prerequisites for success, among which are: a good smile, a natural guttural laugh, the ability to be observant, to be a good listener, never to make promises, to be slow moving, to be at least an amateur psychologist, and, of all things, he feels that blue eyes for Santa are better than brown.

Josko's Santa suits, over the years, have been tailored by Mrs. Josko and have ermine cuffs and trim. His beard and wig are made of real yak hair. Except for carrying on the tradition with his nine

grandchildren, Mr. Josko has retired from his Santa Claus activities.

Bill Josko has made his mark as College professor, Santa Claus innovator, as renowned auctioneer in Fairfield County, and as Santa Claus to the nation. But the memories of the many sparkling eyes, the whispered wishes, and the trusting faces of thousands of youngsters surpass all his other accomplishments as Bill looks back over three successful careers.

(Reprinted with permission from the CARRIAGE TRADER OF NEW CANAAN, December 1979, article by Kate Moore. Auctioneer Bill Josko is a former NAA Director.)

Don Castner Brings Professionalism to the Trade

Branchville, New Jersey — If you expect to find in Don Castner, the caricature of an old-time fast-talking, soap-box auctioneer, you're bound for disappointment. Veteran auctioneer Castner is a tried-and-true professional, who considers the merits of auctioneering — or the "competitive bidding process," as he prefers to call it — at the very heart of the free enterprise system.



NAA AUCTIONEER Don Castner.

He attributes the success of his firm Castner Estate Services to "our basic philosophy of fair dealing". He incorporated this philosophy into his life and business after 1957, when Castner had a religious experience that changed his life.

Before his religious experience twenty-two years ago, Castner was a band leader and a Sunday school teacher. "I was teaching fifth-grade Sunday school but I was not a Christian," Castner says, smiling at the irony.

Now, Castner's son Leon is sales manager of the business. Proudly, Castner notes Leon holds a master's degree in theology from Gordon Theologi-

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Continued on page 52

cal College in Wenham, Massachusetts, Castner calls his business a "family affair". His wife, Eleonore, is indispensable, he notes.

On the top of Castner's list of must-do's is helping to raise the stature of auctioneering to a profession. He recently completed the three-year CAI program at Indiana University making him one of two certified auctioneers in the state. He is also a member of the National Auctioneers Association, and the New Jersey State Society of Auctioneers.

Indeed Castner thinks of himself as an orchestrator up there on the auctioneer stand.

"It's the same feeling as I had with the band," Castner says. "You have control . . . I've had 2,000 people at an auction. There's a sense of power maybe, but now I've mellowed to the point of selling sincerely."

Don Castner says he sees a definite revival of auctioneering, "but with a new professionalism."

(Reprinted with permission from the NEW JERSEY SUNDAY HERALD, Susan Schneider, Staff Writer.)

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Uncle Ben, a very cautious and frugal old man put on his best clothes one day and went down to have a look at the city. As he was standing on a street corner, a ragged stranger approached asking, "Will you give me a quarter for a sandwich?" Uncle Ben gave him a good looking over, then said, "Lemme see the sandwich first."

(Reprinted from the Ohio Auctioneers Association newsletter, THE BUCKEYE AUCTIONEER.)

"Young man," said the angry father that evening, "didn't you hear the clock strike four when you brought my daughter home this morning?"

"Yes, sir," replied the lad. "It was going to strike eleven, but I grabbed the gongs and held them so it wouldn't disturb you."

The father turned away and muttered, "Dog-gone, why didn't I think of that in my day?"

"Sir, did I hear correctly," asked the new secretary, "I'm to make twenty-six copies of each letter?"

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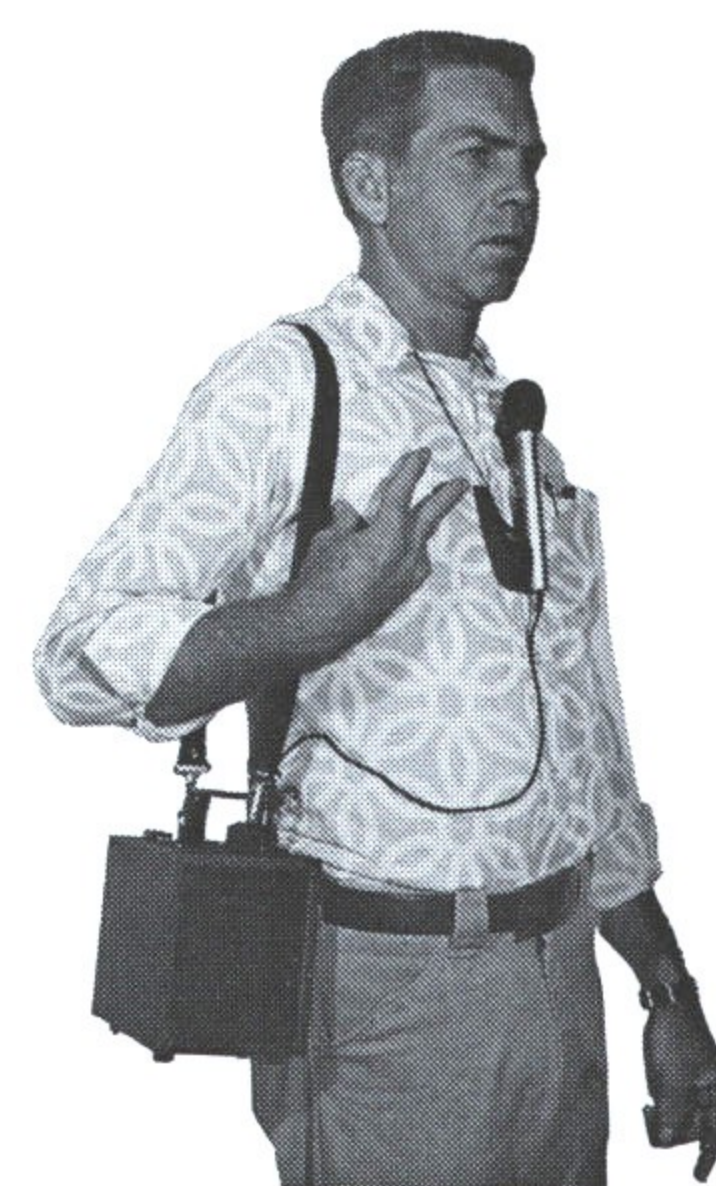
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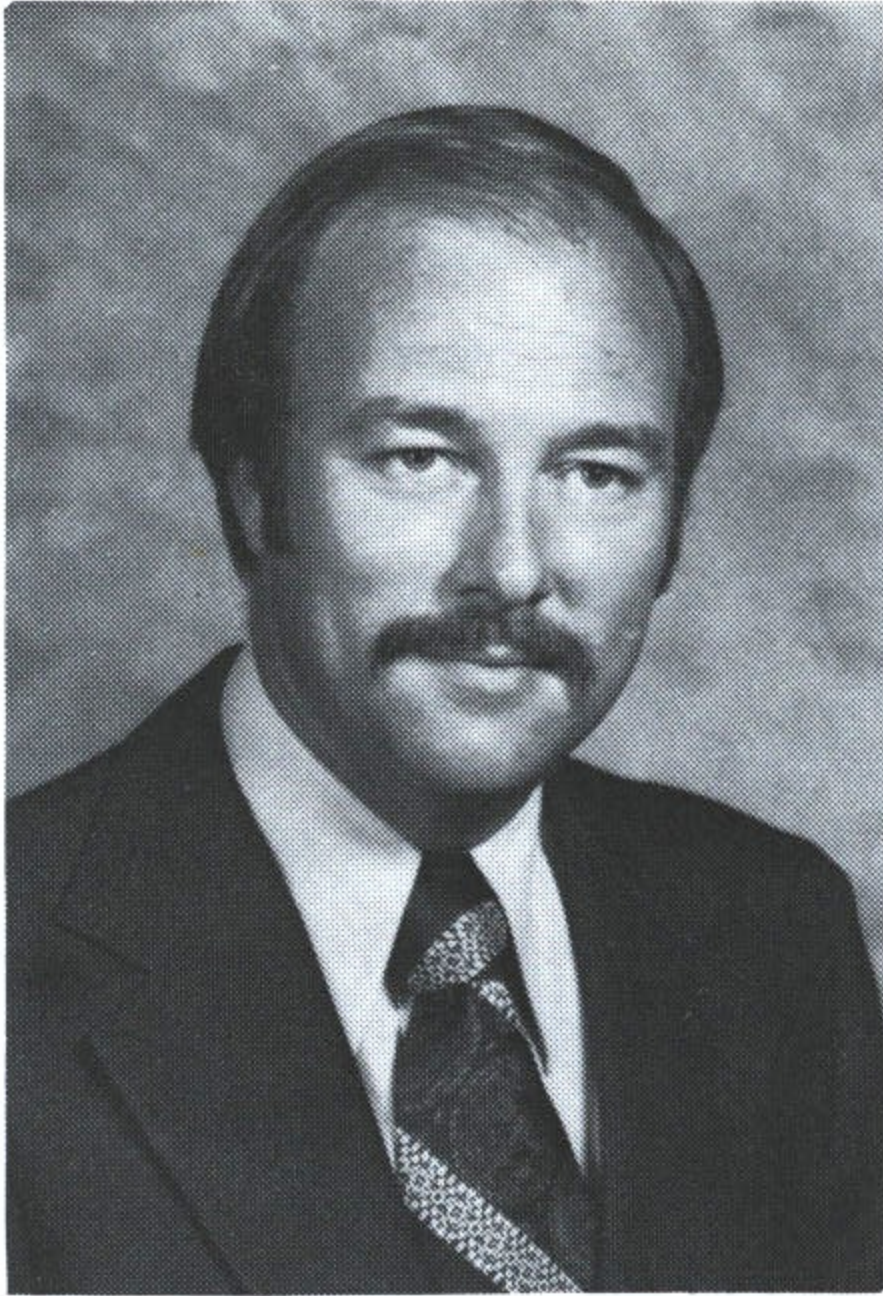
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I may have struck a better job.

Don't go and buy a large bouquet,
For which you'll find it hard to pay.

Don't mope around, and feel all blue;
I may be better off than you.

Don't tell the folks I was a saint,
or anything I really ain't.

If you have jam like that to spread,
Please hand it out before I'm dead.

If you have roses, bless your soul,
Just pin one in my buttonhole
While I'm alive and well today.
Don't wait until I've gone away.

*(Author unknown, reprinted from the New Jersey
State Society of Auctioneers publication, THE AUC-
TION BILL.)*

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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.

2. ADVERTISING RATES:	One (1) Time	Six (6) Times	Eleven (11) Times
Full Page	\$125.00	\$120.00	\$115.00
Half Page	62.50	60.00	57.50
Quarter Page	31.25	30.00	28.75

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

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

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

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

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

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

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

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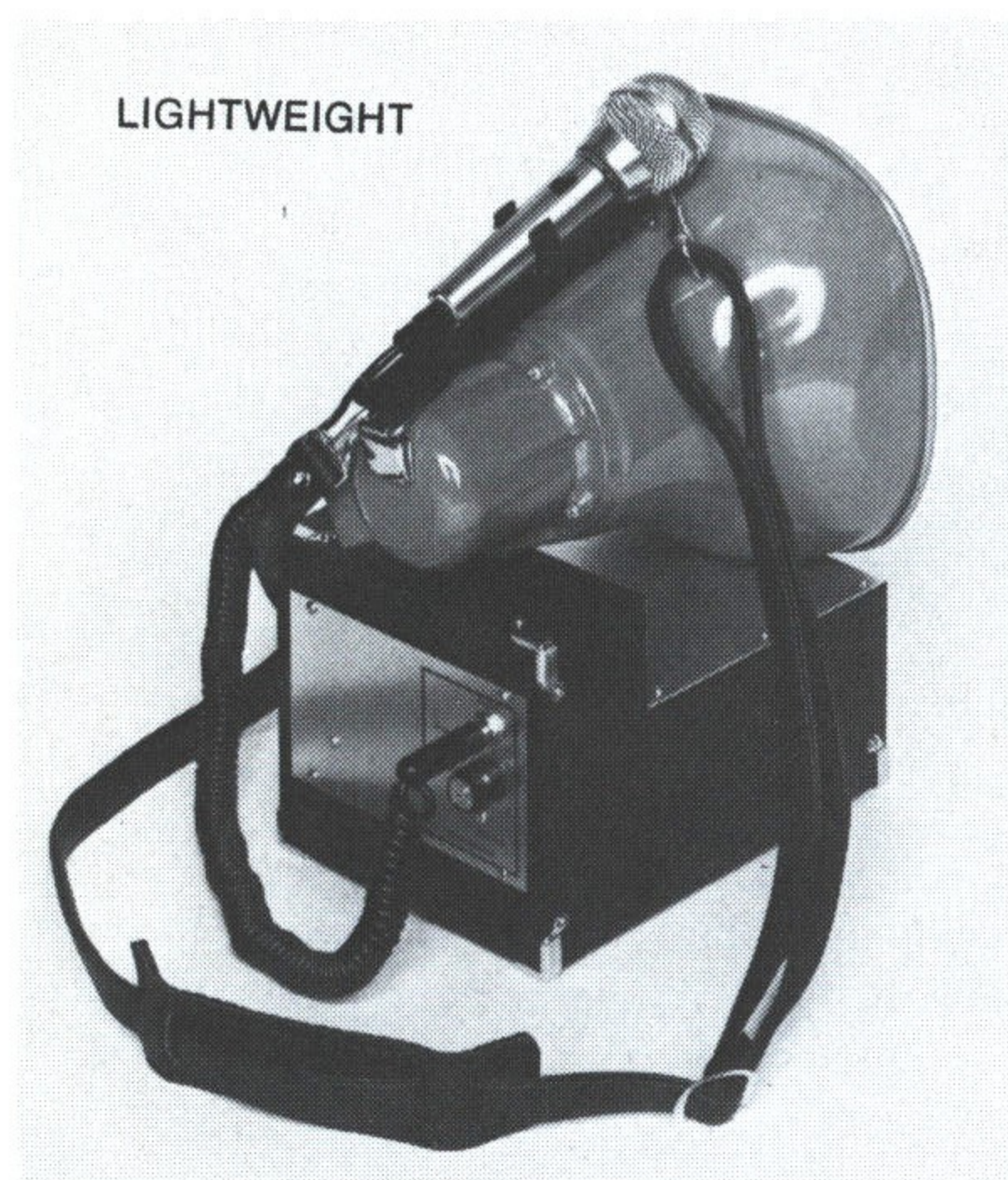
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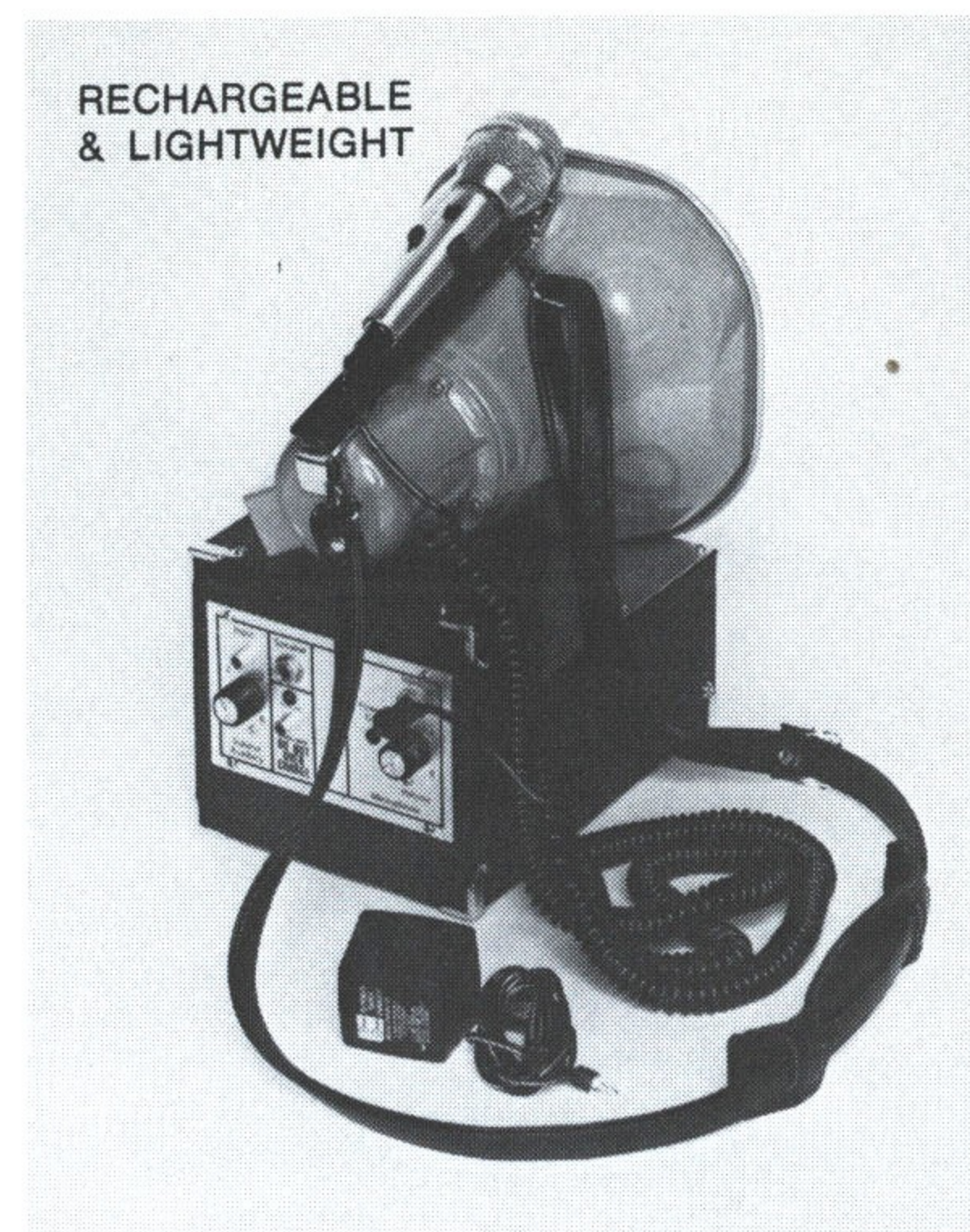
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