

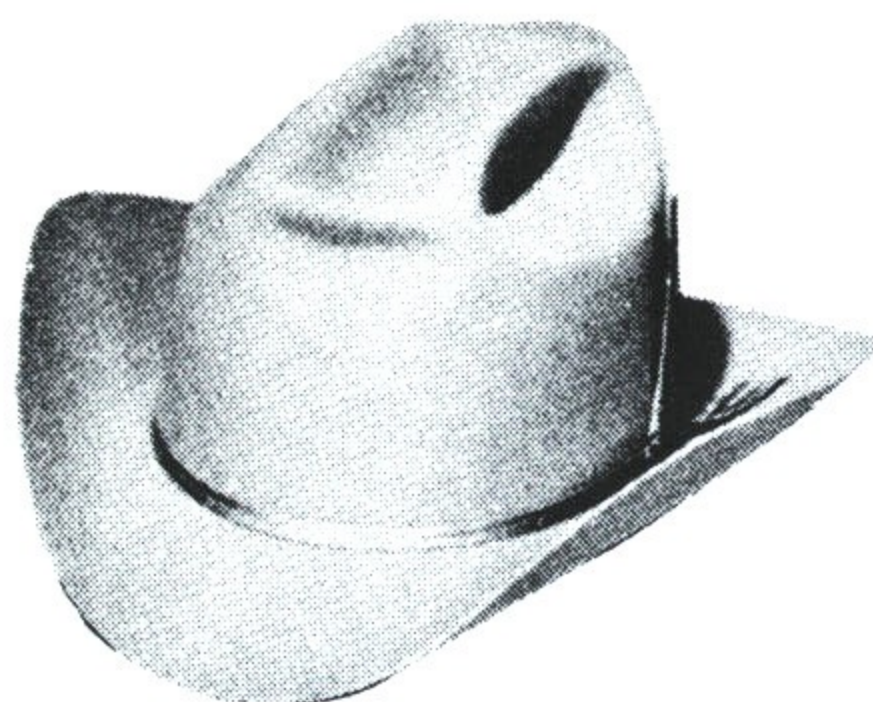
THE AUCTIONEER

The Magazine of the National Auctioneers Association • November 1990



*Along The Riverwalk
In San Antonio —
Site Of The 1991
NAA Winter Seminar
January 14-16, 1991*

ATTENTION ALL NEW AND OLD MEMBERS OF NAA



Stetson "Wisp"

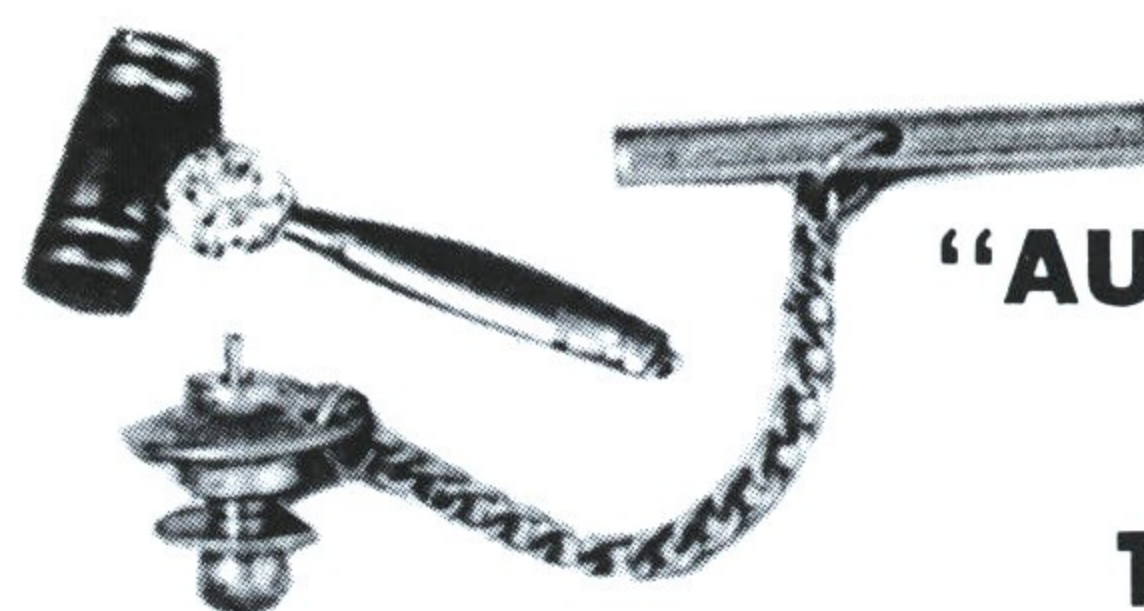


Auctioneer Hat

We have been privileged in the past to supply a few items that have been beneficial to the well being of many old as well as new auctioneers throughout the country. Back in the 60's we contracted with a major hat manufacturing concern to make the "Auctioneer" hat which comes in both "Felt" and "Straw" and in three different brim widths (2 1/8", 2 3/8" and 2 5/8"), the felt in silver belly (light grey) color and the straw, rice color. Down through the years we have sold thousands of these hats to auctioneers in every state. Eighty percent of our business is "repeat" in that those who wear them like them. Several years later we added the Stetson 4X silver belly "Wisp" hat—this is the hat you see advertised and worn by the "Marlboro Man". The two pictures above depict both the "Auctioneer" and the ever popular "Wisp".

We had so many calls for the white Panama hat that we added that to the line in a 2 1/2" brim width. Nothing is better for summer wear than a white Panama Stetson hat.

I have heard, "What do you give an auctioneer who has everything", many times and the best answer I know is an auctioneer's Gavel Tie Tac. They are an attention getter and will provide many a conversation. I have booked several sales because of the one I wear—I never go anywhere without mine and would feel naked without it. Sterling Silver or Gold Plated tac with or without man-made diamond start at \$50.00. Solid 14k Gold Tacs start at \$320.00. To add a diamond additional prices are \$120.00 up according to the size diamond you wish mounted thereon. Call for prices. They make great Christmas, anniversary, birthday or just because you love 'em presents.



"AUCTIONEER'S
GAVEL"

TIE TACK

Silver Belly Felt "Auctioneer" hat (2 1/8", 2 3/8", 2 5/8" brims)	\$57.50
Wisp 4X Beaver Stetson Hat	\$80.00
White Panama Hat (2 1/2" brim)	\$32.00
Milan Straw Hat (2 1/8", 2 3/8" and 2 5/8" brim)	\$30.00
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Tie Tacs (14k gold, sterling silver, gold plated with or without diamonds or man-made diamonds from	\$50.00

Call for prices.

(All items plus 5% sales tax)

Please note a slight price increase that has been brought about due mostly to over a 500% increase in advertising costs since we first started this mail order service.

We have not given the best service in the past year because we have had difficulty getting delivery on our hats — now that has been remedied and by spring we will have a complete selection of felt hats. Get your orders in now for spring delivery. Animal protection groups have caused the acquisition cost of Beaver Pelts to skyrocket some 400% within the past 12 months and the demand for high quality hats has gone up some 300% and that is the reason for the price increase on the felt hats.

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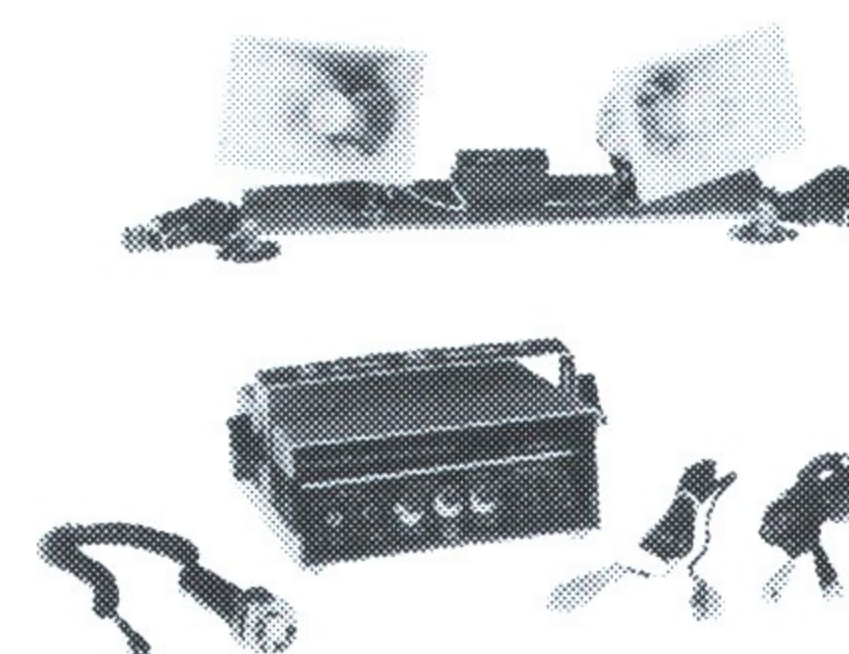
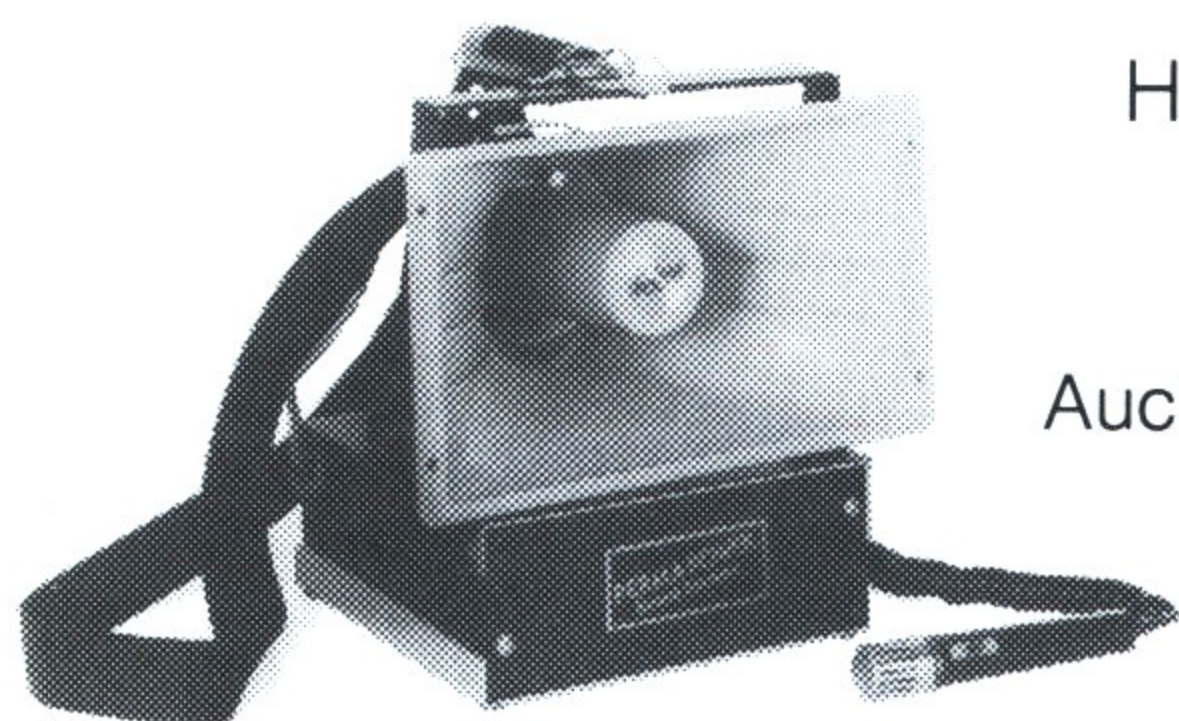
Auctioneers Cost: \$279.50

SOUND CRUISER

MOBILE P.A. MODEL S-310

List: \$599.00

Auctioneers Cost: \$479.50



HALF-MILE HAILER MODEL S-610 — Projects further, louder, clearer than horn hailers . . . doesn't block vision . . . perfect for crowd control, athletics and other outdoor use. **AMPLIFIER:** Model S-702: 35 watt: all transistor. **CONTROLS:** On-Off, Volume. **Inputs:** For ceramic or dynamic microphone: auxiliary input for phono, tuner, tape recorder, etc. **3 Outputs:** For additional speakers: tape recorder. **Power Source:** Ten "D" size flashlight batteries: alkaline type provides up to 200 hours operation. **MICROPHONE:** Cardioid probe-type, noise-cancelling, hand-held microphone, supplied with 8' coil cord, on-off switch. **SPEAKER:** Weatherproof horn, can handle full amplifier output: detachable. **CONSTRUCTION:** Removable metal bracket attaches to amplifier with screw knobs: gripper handle and shoulder strap included. **Dimensions:** 11 1/2" high, 11" wide, 9" deep. **WEIGHT:** 14 lbs. (with batteries). **Order Model S-610**

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FEATURES

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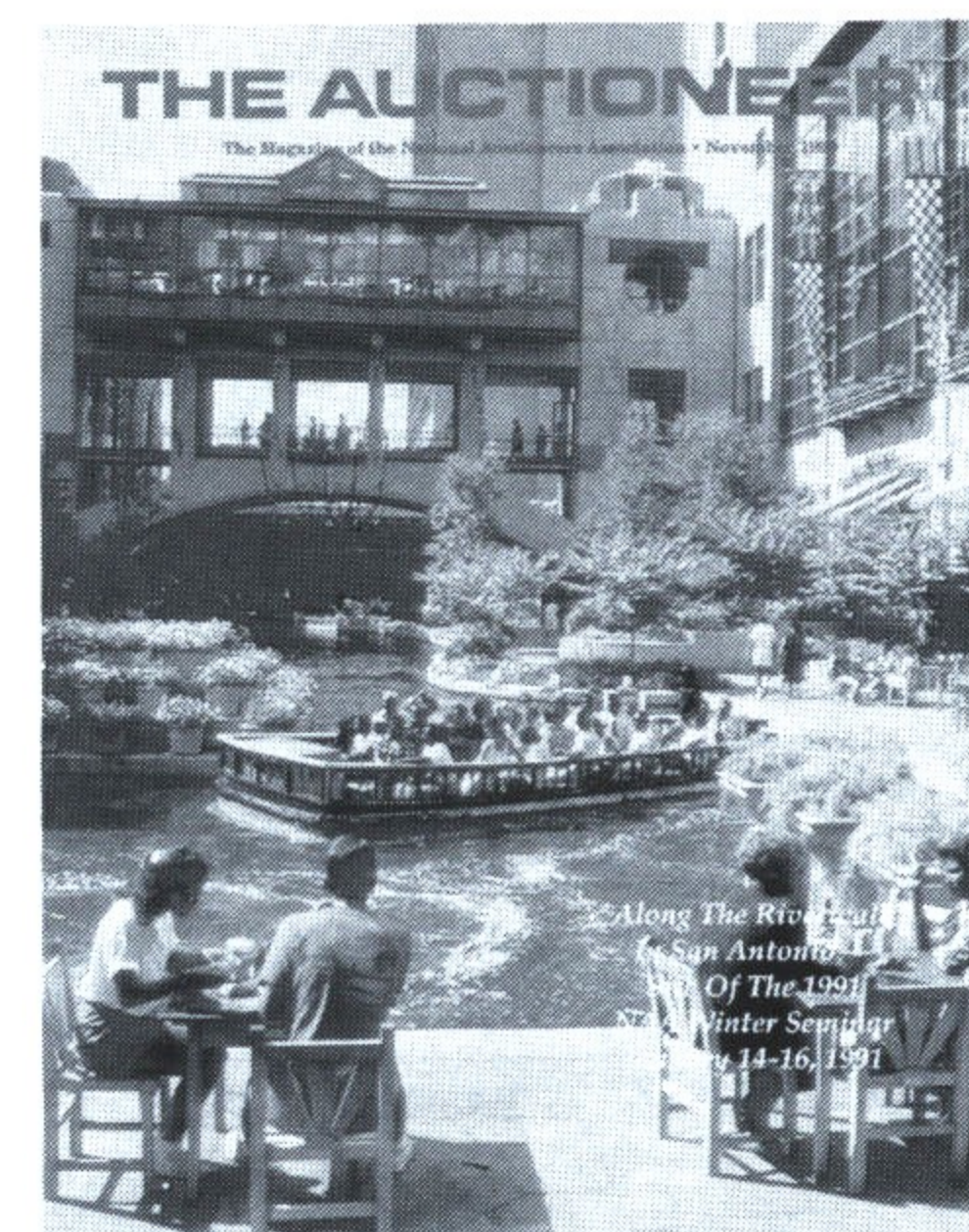
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John E. Schwartz says most of the work for an auction is done before the bidding.

On The Cover



An exciting seminar schedule has been developed for San Antonio. The seminar registration form is on page 62 of this magazine. Speakers' biographies will be in the December issue of *The Auctioneer*. This photo, courtesy of the San Antonio Convention and Visitors Bureau, shows some of the many attractions available along the famed Riverwalk.

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Very Important!!!

Read over the information relating to specializations on pages 46 and 47. After reading, please fill out and mail the postage paid postcard.

Look for the Legislative Alert in the center of the magazine

THE AUCTIONEER magazine is the official publication of the National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214-1985. Phone (913) 541-8084, FAX (913) 894-5281. Submit all advertising to the above address. 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 marketing.

Editorial and Advertising must be received at the NAA Headquarters on or before the first day of the month preceding date of issue. Additional advertising information on facing page to back cover.



President's Message

President Notes NAA Role In Auction Industry

Dear Fellow NAA Members,

Since our NAA Baltimore Convention I have begun to realize the responsibilities and challenges of the Presidency. Many things are happening that influence the auction business and we are acting to meet these challenges.

1. Joe Keefhaver as your new Executive Vice President and a complete new staff are doing a great job in handling the many everyday duties that are required at the Overland Park office.

2. The NAA and CAI are working together with greater harmony with the same objectives in promoting the auction business for you and I.

3. The Executive Boards of the NAA and CAI were invited to the National Association of REALTORS to discuss the forming of a Real Estate Auction Committee. This auction committee has been formed and will meet in New Orleans at the National Association of REALTORS National Convention on November 8-9. The NAA members that are serving on that steering committee are as follows:

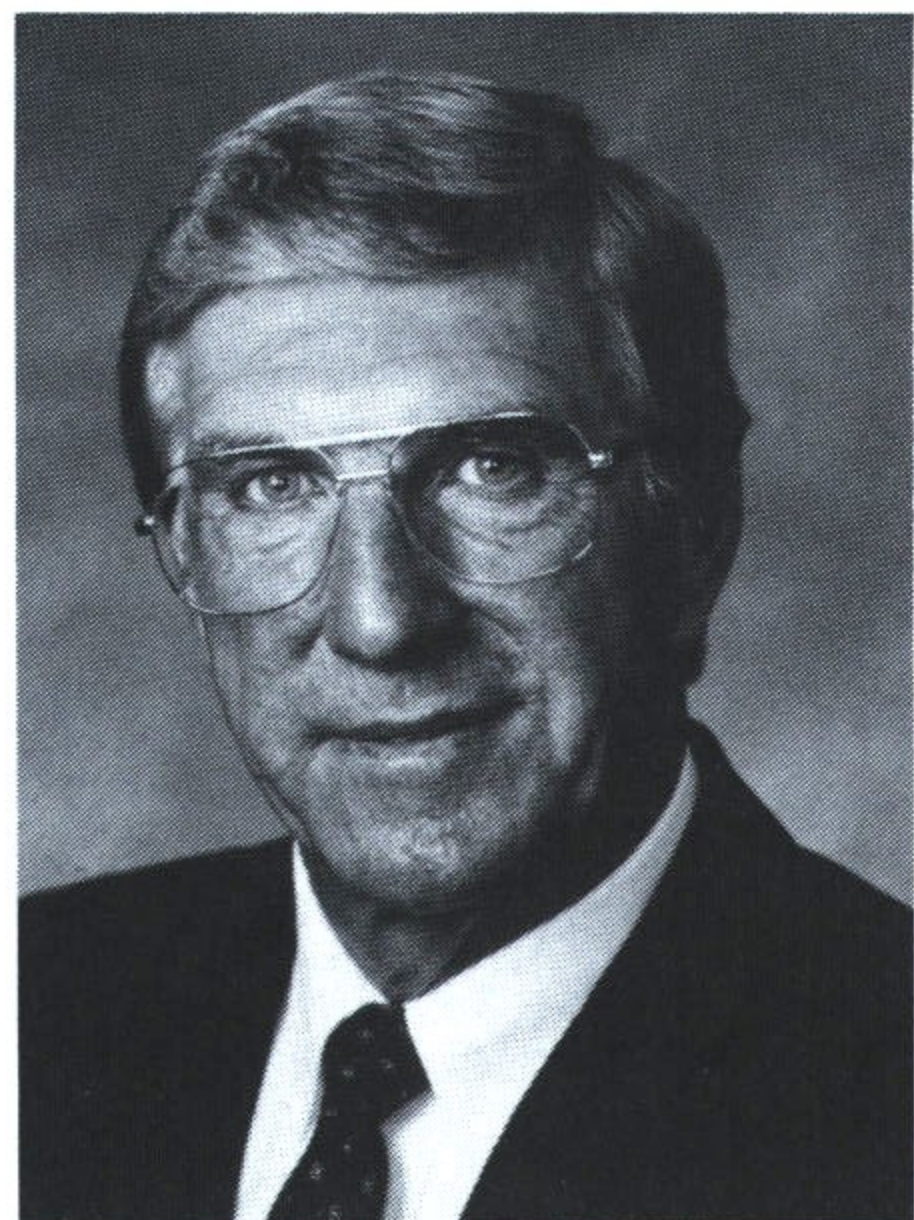
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William R. Stevenson, Santa Monica, Calif.
Wayne Stewart, GRI, CAI, Audubon, Iowa

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Sincerely,



Wayne Stewart, NAA/CAI Auctioneer
NAA President



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Kurt Kiefer, 119 East Lincoln Ave., Fergus Falls, MN 56537, (218) 739-4408.

Robin Marshall, Route 1, Box 26, Elm Creek, NE 68836, (308) 856-4102.

There Are Plenty Of Auction Opportunities

There are many ways new auctioneers can search for auction assignments when they are just starting out. This was one of the many points **Richard Lust, CAI**, of Verona, Wis., made while giving a presentation at the NAA 1990 Personal Property Seminar in Orlando.

"You get out of auction school, and you are all ready to go but what are you going to do for business?" Lust said. "Where do you look after you've sold all of your own things and all of your grandmother's things?"

Starting out in the auction business is a lot like starting out in the insurance business, Lust said.

In the life insurance business, the first thing you are taught to do is write down the names of every friend, relative, neighbor, acquaintance — anyone you are on a first-name basis with — and then you call on those people.

Lust said this tactic will allow beginners to make some contacts that will lead to auctions, but to get an auction career off the ground a more aggressive tactic is required.

"You've got to buy newspaper ads," Lust said. "You've got to make it known that you are in the auction business. It's going to take some time, money and a lot of hard work, but you can do it."

After publicizing your name, new auctioneers need to try and contact potential clients directly, Lust said.

Lust said auctioneers should be reading all the classified advertisements in their local papers.

"If you don't you're missing some wonderful opportunities."

There is usually a lot of property for sale listed in the classifieds — anything from business equipment to antiques.

When you see a potential auction client, you've got to try and contact that client.

"For example, if you see an entire restaurant for sale listed in the classifieds, call the phone number listed with the advertisement and find out

Knowing How, Where To Look Are Keys

Some Basic Ideas For New Auctioneers

all of the particulars — why, who, where and when," Lust said. "After finding out the details, visit the seller in person and tell them you are there to help them liquidate their property. This will work many times."

In many of these advertisements, the advertisement does not list an address, but a phone number is listed.

Lust is ready for this potential stumbling block.

He purchases a cross-reference telephone book. This telephone book lists people by their phone number. If all you have is the phone number of a potential customer, you can still get their address by using this "backward" directory.

"If nothing else, send him your flier and put him on your mailing list," Lust said. "I can't tell you how many auctions we've got from this simple method."

Lust recounted one of the times when he used this tactic successfully.

As Lust recalled, a bike shop owner had placed a blind advertisement in the classifieds, attempting to sell out his merchandise.

"The ad didn't have his name or the name of the business. It just had a phone number."

Lust attempted to call the owner of the bike shop but was not able to convince him to even listen to an

auction proposal.

"But I got his address from the cross-reference book and sent him a nice letter," Lust said. "The letter told the bike shop owner what we were proposing."

Lust received a call from the bike shop owner two or three weeks later. The bike shop owner wondered how Lust could have found out he was going out of business (apparently not connecting Lust to the first phone call). Now Lust had his foot in the door. He was eventually asked to conduct an auction to liquidate the bike shop.

"It was a wonderful auction, and I got it strictly because the bike shop owner had a blind advertisement in the newspaper," Lust said.

State-by-state listings of businesses are available. Within the state listings, individual business types are listed. For example, you can find a list of all the restaurants in a particular state. The lists are also broken down by cities. Used in combination with the cross-reference directory, you can begin with a phone number of a business and you can track it to a name and address — even if that business is 200 miles away.

Legal notices can also be avenues of opportunities for auctioneers, Lust

(Continued on page 7)

said. Sometimes auctioneers will count on being notified by their local municipality when an auction contract is going to be up for bid. Bid specs may not be sent to you every time, Lust said. The announcement of an auction contract will be in a legal notice, Lust noted.

"Any municipality that is going to need to hire auctioneers should technically be advertising in the legal notices," Lust said.

The next method of prospecting for new clients takes a great deal of delicacy and discretion, Lust said.

Even though it may appear thoughtless, there is nothing wrong with using the obituaries as a client source as long as you keep your sense of perspective, according to Lust.

"While reading the obituaries, keep your eye out for names that are familiar," Lust said. "You might not know the deceased but your might know a family member.

"John Doe may be stranger to you, but his daughter could be a regular at your auctions.. The next time you see her, make sure and offer condolences at the passing of her father. She's going to be appreciative that you even recognized that her father had died. She's going to know that you cared and might think of hiring you for her dad's auction."

There are some wrong things to say in a situation like this.

"You don't go up to her and say, 'I saw where you father has died, you will need an auction and here I am. Use some finesse.

"Don't be a grave chaser."

According to Lust, courthouse records can help you find business, also.

"If you are not keeping tabs of what's happening at your local courthouse, you are losing business," Lust said.

Lust said one of the most important areas at the local courthouse is the probate office. Most estates have to go through probate court.

All the assets of an estate are listed. The executor of the estate is named, also the attorney.

"Everything you need to know is listed in the probate files," Lust said.

"If a person dies with a lot of assets, you know an auction may be held in the future to dispose of the assets. Conversely, it shows if a person died without any assets."

Courthouse records are helpful in other ways. Anytime there is a foreclosure judgement a record is kept by either the clerk of the court or the register of deeds. A lot of local newspapers will list all real estate transactions that have gone through the register of deeds office. The owner of the property might be in the market for an auction.

Working with Realtors is another way to increase business, Lust said.

"In some areas of the country, there is a feeling that Realtors are anti-auction, but that is not always the case," Lust said.

"If you're planning on entering the real estate field or to increase your real estate auction business, find out who the active brokers are in your area. Take them to lunch and get to know them. Try to educate them to the Auction Method of Marketing."

One way to begin a working relationship with a broker is to start with personal property, Lust said. A house for sale often means a change in life conditions — move to Florida to retire, death, move to a smaller or larger house.

Many times there will be some personal property that needs to be liquidated.

"Pay the broker a finder's fee for mentioning your name to one of his clients," Lust said. "There's nothing wrong with it, and it helps to develop a working relationship with the broker."

Lust went on to say that it is very important to pay a finder's fee when it is appropriate.

After years of working all these angles, many auctioneers will find that all they have to do to book auctions is to answer the phone, Lust said.

"Probably 75 percent of my auctions come from people calling me that want us to conduct their auction," Lust said. "But there's still 25 percent out there I'm going after. However, if I went out there and put

out twice as much effort, I could have 75 percent more business and do even better."

After you have reached an agreement with a client to conduct an auction, the next important step is to get the contract signed., Lust said.

Lust has developed his contract by comparing approximately 10 auction contracts that he was able to get from NAA members at seminars and conventions.

"I've taken the good points from people's contracts that I've seen and put them together in my own contract," Lust said.

Lust has used the same one-page contract for several years. He thinks it is very important to review the contract with the prospective client before it is signed.

"If you aren't going to go through the contract line by line with clients at least point out some of the main areas," Lust said. "I underline and boldface those areas in my contract."

The areas Lust referred to were clauses like:

• No item shall be sold or withdrawn for sale prior to the auction except by the mutual consent of the seller and auctioneer, and in no case, shall anything be withdrawn after 10 days prior to the date of the auction.

• It is mutually agreed that all goods are to be auctioned, and sold to the highest bidder without reserve prices with the exception of any items so specified in writing by the seller might dictate or price protect.

"I think you've got to point those things out," Lust said. "We don't dwell on them."

Lust specializes in commercial inventories and equipment with an emphasis on restaurant liquidation and real estate. Since establishing his auction company in 1975, Lust has conducted 1,250 auctions, averaging 60 auctions a year.

For some additional excerpts from Lust's presentation, turn to page 8.

Ideas, Advice Extracted From Lust Seminar Presentation

Timing — You have to stay consistent with the order of your auctions. If you have a set pattern of selling less desirable items first and the better items later, you can't change and sell the good items first without some problems.

Identity — If your competition has developed a pattern of selling less desirable items first and good items later, has all his or her auctions at the same time on Saturdays, wears cowboy hats and boots, drives a pickup truck, don't think that you have to do the same to compete. Don't mimic your competition. Create your own identity. Every auctioneer brings something different to their auctions.

Advertising Cost — Give your seller a true idea of how much the advertising will cost (Lust charges advertising costs on top of commission). If you know it will cost \$1,000 to properly promote an auction, you better be telling your seller up front that is what it will cost. Your client has every right in the world to have an idea of what the advertising will cost. It's not right to estimate a lower advertising cost than what you know will be the eventual total, and then wait until the day of the auction to present the seller with the higher advertising bills when it comes time to settle. Even if you are going into an unfamiliar area you can estimate the cost. Most states have a newspaper association that has a rate book for all the papers in the state. Use that rate book to estimate your advertising costs.

Don't Skimp — There are only two reasons an auction is not successful. You are either trying to auction something that you really shouldn't be selling, or you didn't advertise it enough. Don't let your client convince you to spend less on advertising than what you know you need to spend for a successful auction. A hospital patient wouldn't ask his doctor to put in the budget heart valve to save a few hundred dollars. So, why let your customers tell you how much to spend on advertising?

Politicians — We have a great deal of influence as auctioneers. If you have a crowd of 300 people or so, that is to politicians what bright light is to a moth. If it happens to be a politician who you think should be elected, and he's been good to you, welcome him up to the podium for introductions. I've done that for some of the elected officials who have helped us on our license law in Wisconsin. There are some politicians whom you may not care for, and they may attempt to hand out literature at your auctions. Without condemning them, say, "sir, you are not allowed to leave that stuff here." Without saying too much (which can reflect poorly upon you) you can knock that politician down a peg or two.

Image — When you're done with your auction, pick up the mess. Don't leave your auction signs and arrows up there for three or four months on the public corner or telephone pole. Think of the poor guy who follows a bunch

of auction signs to an empty field in the wilderness when the auction was held there a month ago.

Striking a Bargain — If you think you should get 10 percent commission, ask for 15 percent. If you think you should get 15 percent ask for 20 percent. I don't think any of us get enough money for what we do. I don't think we ask enough or get paid enough.

Star Items — If you have an auction that contains only one extremely desirable item, announce when it will be auctioned and stick to that time. Many of the people will have come to the auction for that one item only, and it would not be fair to auction it while they are parking their cars.

Double Ring — We do a lot of auctions where there are two auctioneers selling at once. It works great — as long as people know you are planning to use two auctioneers. You can't decide to use two auctioneers just because the auction is going slower than you like. If you let people know in advance that there will be two auctioneers working, they can make arrangements to partner up with someone.

Bidder Numbers — We start with high numbers and work backwards. Since there are usually a lot of onlookers who are not registered to bid, this tactic will not let the bidders know how many other people have registered, which will enhance your auction as bidders will believe there are more bidders than there actually are!

Labor Costs — We do not include heavy labor costs in our bids. We will make arrangements to have some laborers at the auction site, and we pay them. We charge the seller a flat fee on a per-day basis. The fee is designed so that we break even on the labor cost. If the seller wants our people to carry out and get ready for the auction, we charge for that. I just do it as a service.

Names — Always write first names on bidder cards. It makes a big difference if the auctioneer can call a bidder by his or her first name. Those bidders are much more likely to come back to your auctions.

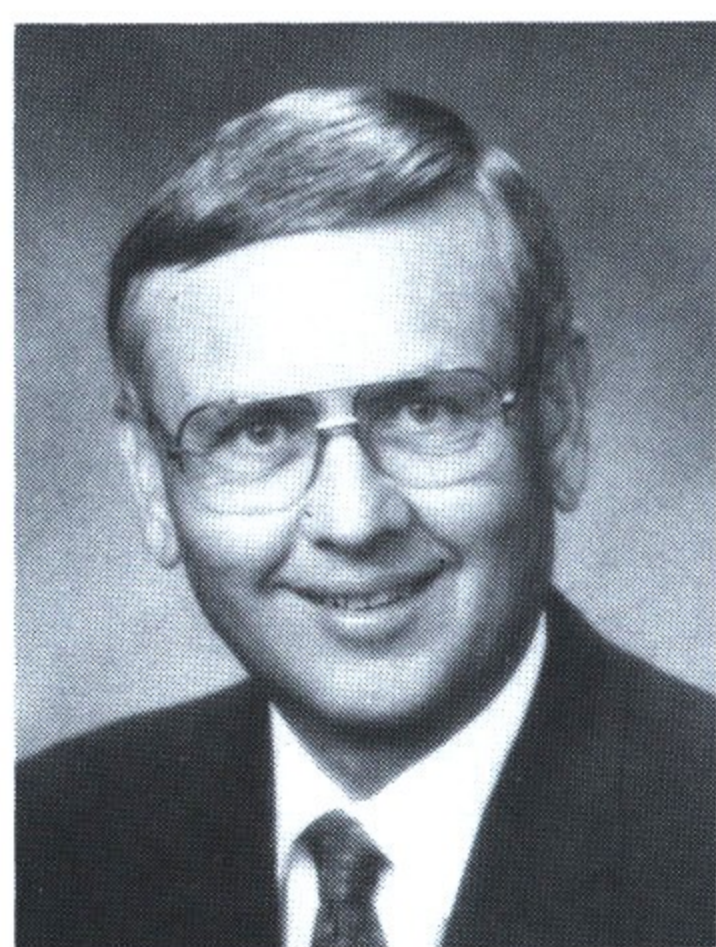
Mailing Lists — We do not put everyone who has ever attended an auction on our mailing list. Everyone that has paid more than \$50 at one of restaurant equipment auctions is put on the mailing list. Anybody that has driven more than 50 miles to attend one of our auctions goes on the mailing list. I've got a restaurant mailing list made up of people who have spent money at my auctions. We know it is an active list. That is a lot more important than having a 4,000-name mailing list of which 2,500 are deadbeats and people who have just wandered in to an auction because they were bored.

Credit Cards — Accept them. You are losing a lot of potential business if you do not accept credit cards. If you don't want to absorb the credit card fee, charge a buyer's premium for credit card users — the same way many gasoline stations do.

Importance Of A Credible Image Is Underestimated By Many Auctioneers

by Robin Marshall
NAA Director
Elm Creek, Neb.

Thank you, NAA members for electing me to the NAA Board of Directors in Baltimore. I will do my best to be worthy of the support and confidence shown by your vote. My niche in the auction business is very representa-



tive of a large faction of the NAA membership, and I will do my best to represent this membership. The auction profession is very dear to my heart and I believe the NAA will play an

important role in maintaining a credible image for the auction profession in the future.

Have you ever wondered why a certain capable, experienced, well-established auctioneer is not that busy? There could be a number of reasons, one being the loss of something called credibility. I'll grant you ability, experience and business knowledge are necessary for success but equally important is keeping a credible image.

Keeping the right image in the auction business is something that can be earned by setting certain rules and operating within those perimeters. Keeping a credible image in the auction business is one of the best kept secrets to success and it shouldn't be.

Auctioneers are known to be aggressive and when striving to build their business they attempt to please everyone. In the process of acquiring business we can let ourselves be prostituted.

When dealing with a prospect it is not easy to inform him or her of certain rules and standards maintained in your company without it

becoming a possible deterrent.

Young and experienced auctioneers alike many times underestimate the importance of maintaining a credible image. It is a narrow road to travel in maintaining standards necessary for a credible image and being successful in booking certain auctions. If you have the respect and trust of a prospective client, he will have the confidence to book that important auction.

You may miss an occasional auction when a prospective client is not willing to comply with your standards but in the long run you will be better off. By studying auctioneers you will find the ones that continually conduct successful auctions are the auctioneers known for honesty, integrity and have the respect of the public.

The following are potential problem areas I have identified when dealing with sellers and buyers:

1. Communicate with the seller from the start. This can be done for the most part through a contract. Communicate whether the auction is absolute or with reserve. If it is with reserve, this should be stated in the advertising. Avoid surprises at the auction. Communicate with the seller about the value of property being sold. It could make the difference whether a seller is satisfied in the end.

2. Never allow clients to convince you to bend or break the law, such as state sales tax laws or license laws, etc.

3. Do not book auctions with too high a minimum bid. If you believe the minimum is too high and you are not 90 percent sure of a successful auction, don't book the auction.

4. Disclose to the buyers any problems or defects that have been disclosed to you by the seller. Occasion-

ally a seller may tell you not to disclose a problem with a piece of equipment. For example he may tell you his tractor slips out of fourth gear but not to tell the buyers. Never allow this to happen.

5. Never allow the seller to arrange buy bidders on his or her auction. Buy bidders do a lot of talking which will result in hurting you and the auction profession.

6. Be involved in organizing the set up and work out details of auction site. Be sure all paper work is in order. Familiarize yourself with every aspect of the auction before sale day. It will have a favorable reaction on you and contribute to your image.

7. Check security interest filings on property to be sold. Sellers sometimes fail to disclose all security filings. Communication with creditors builds confidence.

8. Settle up with sellers on time. If your agreement states you settle in 14 days, do it on time. Your seller may have been satisfied after the auction but if you settle late he may, in the end, be an unsatisfied client.

9. Don't get in over your head. If you are contacted to sell property you have no or little knowledge of, refer the seller to an auctioneer with expertise in that field. If you decide to conduct the auction, employ a consultant.

10. Consignments are for consignment auctions! If you allow a consignment on a one-party auction, be careful, especially if it is an absolute no minimum auction. Insist on an auction contract for consignment items that states items positively sell to the highest bidder, items will be advertised and will in fact be at the auction.

In maintaining a credible image we can reap many benefits. As auc-

(Continued on page 12)

RENEWED EFFORT IN WASHINGTON NEEDS YOUR SUPPORT

What will the lobbyist do for me?

Many members may be asking themselves that question. After all, how many auctions have you obtained where your client said, *"I've decided to use the Auction Method of Marketing because of your lobbying efforts in Washington, D.C."*

No auctioneer will ever hear a client utter those words. Again, we return to the central question — What will the lobbyist effort do for me and why should I contribute to the National Auction Marketing Coalition (NAMCO) in order to support it?

The answer is very simple. **Government lobbying could open up liquidation opportunities for auctioneers in innumerable federal, state and local agencies. There is no one field being emphasized over another. NAA's goal is to make the Auction Method of Marketing an accepted method in the disposal of all government assets.**

Success in this effort would have a two-fold effect. First, there would be a much greater opportunity for auctioneers all over the country to obtain government contracts. Remember, many of these contracts will be let by local offices to small and medium sized auction firms.

The second major plus of a successful lobbying effort would be the increased acceptance of the Auction Method of Marketing that would surely follow widespread use of auctions by the federal government.

The above scenario will not happen tomorrow. Other groups have had lobbyists on Capitol Hill for years, and we have had to play catch-up. The self-evident value of the Auction Method of Marketing has allowed us to gain a lot of ground, quickly. We have achieved much, but we still have much to do. Contribute to NAMCO. Help push forward the Auction Method of Marketing. Your money will be used to lobby the following government agencies:

1. RTC (including personal property)
2. U.S. Marshals Service
3. Farmers Home Administration (FHA)
4. Department of Housing and Urban Development (HUD)
5. Veterans Administration (VA)
6. Federal Deposit Insurance Corporation (FDIC)
7. General Services Administration (GSA) (encouraging the use of private-sector auctioneers)
8. Small Business Administration (SBA)
9. Internal Revenue Service (IRS)
10. Farm Credit.

Yes, I want to contribute
to the NAMCO Fund!

Enclosed is a check, made payable to NAMCO Fund, for:

___ \$10 ___ \$20 ___ \$50 ___ \$100 ___ Other

Mail to: NAMCO Fund, c/o
National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214-1985

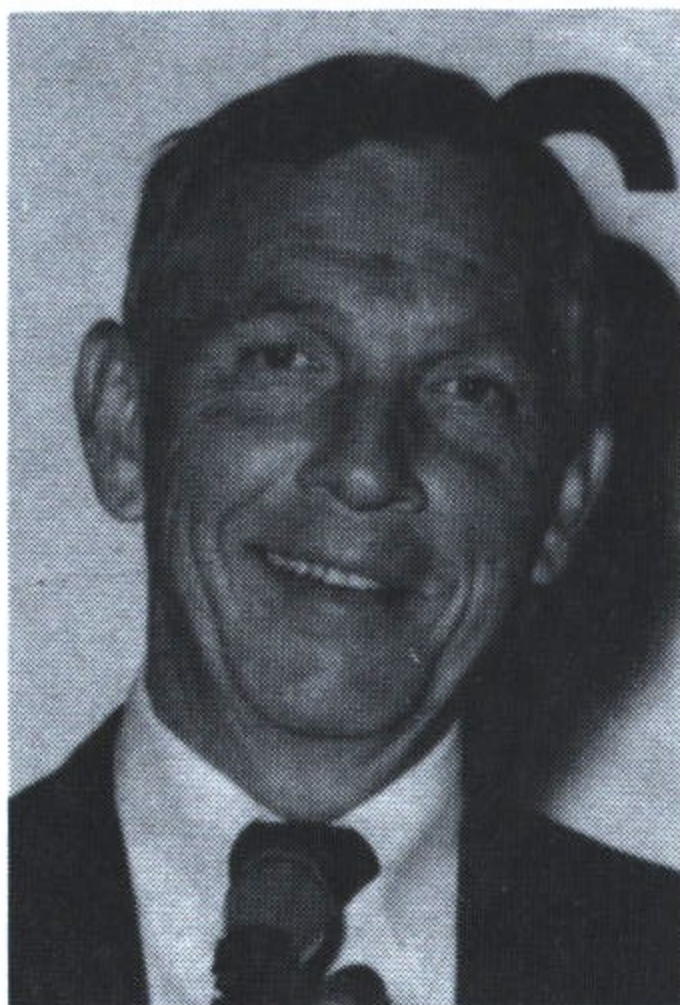
(Donations are tax deductible under Section 162 (E) of the IRS Code,
and no NAMCO monies will be contributed to political campaigns.)

Increase In Real Estate Auctions Aided By Education Opportunities

by Bracky Rogers, CAI
CAI Governor
Mount Airy, N.C.

After years of thinking auction sales were the means of last resort to sell real estate, this "misconception" is being proved wrong with successful real estate auctions being conducted all across America.

Successful marketing of real estate using the auction method is



rapidly changing the myth that auctions "are a means of last resort" as billions of dollars worth of real property from Maine to Florida and from the Carolinas to California is being sold almost daily.

Auction marketing is rapidly being accepted as the primary means to sell real estate.

Why this sudden acceptance of reality? There are several reasons. Auctioneering is fast becoming a specialized marketing concept whose time has come. Real estate auctions are still in their infancy in some parts of the country, but educational programs have helped auctioneers promote and conduct real estate auctions.

Auction schools teach the basics of auctioneering, but the Certified Auctioneers Institute has helped me learn how to "market using the auction method." CAI, now only 14 years old, is taught at the University of Indiana at Bloomington, Ind. CAI taught me the business of running an auction company.

Since 1976 the Certified Auctioneers Institute has been turning out an annual graduating class. Graduates have put together marketing programs that are being utilized successfully from coast to coast by attorneys, banks, governmental agen-

cies, mortgage companies and other institutions who have real property to market.

Major national real estate networks, who historically sell by private treaty, are now turning to the auction method of sale. Still only a limited number of licensed auctioneers sell real estate at auction because in most states to do so requires a real estate brokers license or an association by the auctioneer with a licensed broker.

What advantage does selling real estate at auction have over a private treaty sale? The advantages far outweigh the disadvantages. The auction method sets no upper limit, it allows the seller to set a sale date and time and a closing date.

With auctions, all offers are brought at one time, you can save holding time because your property is not on the market as long; time is money. You eliminate much of the problem of vandalism, insurance and maintenance costs as well as functional depreciation. Another distinct advantage is that you sell the property for market value.

Market value is defined to mean the most probable price which a property should bring in a competitive and open market if all conditions requisite to a fair sale are present; the buyer and seller are acting prudently and are knowledgeable and the price is not affected by undue stimulus. Auctions are public, not private, and give all interested parties the opportunity to bid for a certain property.

The expertise of trained auction-

eers and auction marketers can transfer millions of dollars worth of real property into cash; or its equivalent, if open-minded attorneys are really working in the best interest of their clients, and governmental officials want to dispose of unwanted real estate such as that now held by the RTC (Resolution Trust Corporation), HUD, VA, FMHA, FDIC and banks with foreclosed properties in their portfolios.

There are numerous examples of bank-held and government-owned real estate that has been on the market from one to three years and that has depreciated by as much as half its original value and sometimes more.

Lots of these properties are overpriced and over appraised to begin with and should not be allowed to remain on the market for sale any more than one year.

If those entrusted with the sale and marketing of real property on behalf of estates or banks and governmental agencies with unwanted property would use the expertise of auctioneers who specialize in the sale of real estate at auction many nonearning assets could be more beneficial to their owners by converting them to cash or some type of earning asset.

This writer's experience has been that properties offered at public auction for sale using correct marketing and advertising will bring their market value and sometimes more. More educational opportunities have helped auctioneers conduct these auctions successfully.

*Auction Marketing is rapidly being accepted
as the primary means to sell real estate*

Fleming Is Recovering From Transplant Surgery

Noted Nebraska auctioneer **Dean Fleming, CAI**, is recovering at his home in Atkinson, Neb., from liver transplant surgery.

Fleming has served as NAA president, is a member of the NAA Hall of Fame and was NAA treasurer for over a decade.

Fleming, 65, underwent the successful surgery at University Hospital in Omaha, one of the few hospitals in the country equipped to transplant livers.

He went home from the hospital Oct. 10, after spending about three months there. Fleming was hospitalized for 30 days before receiving the transplant and spent two weeks in intensive care after it was completed.

A complete recovery will take about six months, said **Randy Fleming, CAI**, Dean's son.

The underlying blood disorder that

led to the liver transplant is not expected to be significant factor in his father's recovery, Randy Fleming said.

Dean Fleming intends to get back behind the microphone and continue his auction career, Randy Fleming said.

While the last year has been an ordeal for the Fleming family, it has not been without its highlights.

Dean Fleming was named Outstanding Citizen of the Year by the Atkinson Chamber of Commerce in early June. He was honored for his service to the Hospital Board, Doctor Recruitment Committee, Hospital Foundation, Board of Education and a local foundation.

Fleming has also been awarded life membership in the Nebraska chapter of the Certified Auctioneers Institute.

Position Paper Drafted In Washington

A position paper regarding the Resolution Trust Corporation's disposition of furniture, fixtures and equipment (FF&E) and other personal property has been drafted by a committee of NAA and CAI auctioneers. The document, which has been forwarded to the RTC, was prepared at an Aug. 27 meeting in Washington, D.C.

The committee included **Richard Keenan, CAI**, **Robert Steffes, CAI**, **C.P. Terry Dunning, CAI**, **William Z. Fox, CAI**, **Sam Furrow** and **Steve Comly, CAI**. They worked with representatives of Fleishman-Hillard Inc.

Also involved in the project were Joe Keefhaver and Ann Wood, NAA and CAI executive vice presidents.

Marshall from page 9

tioneers, we must set perimeters to work within and strive to improve ourselves professionally. NAA offers many opportunities to its members for improvement through educational programs, CAI, *The Auctioneer*, Annual conventions and exposure to many of the most successful auctioneers in North America.

Robin Marshall was elected to the NAA Board of Directors at the 1990 Baltimore Convention. Robin and son, Miles, are the principals of Marshall Land Brokers and Auctioneers of Kearney, Nebraska. He is a member and former president of the Nebraska Auctioneers Association. Marshall was a finalist in the International Champion Auctioneer Contest in 1989 and 1990. He is active in several organizations and takes much pride in his fund-raising activities.

We Want Your Letters

The **Forum** department in *The Auctioneer* has not been used to its full potential by NAA members in recent months. This magazine is the one method by which one member can reach the entire membership. So, if you have something to say, write to Forum and share your thoughts.

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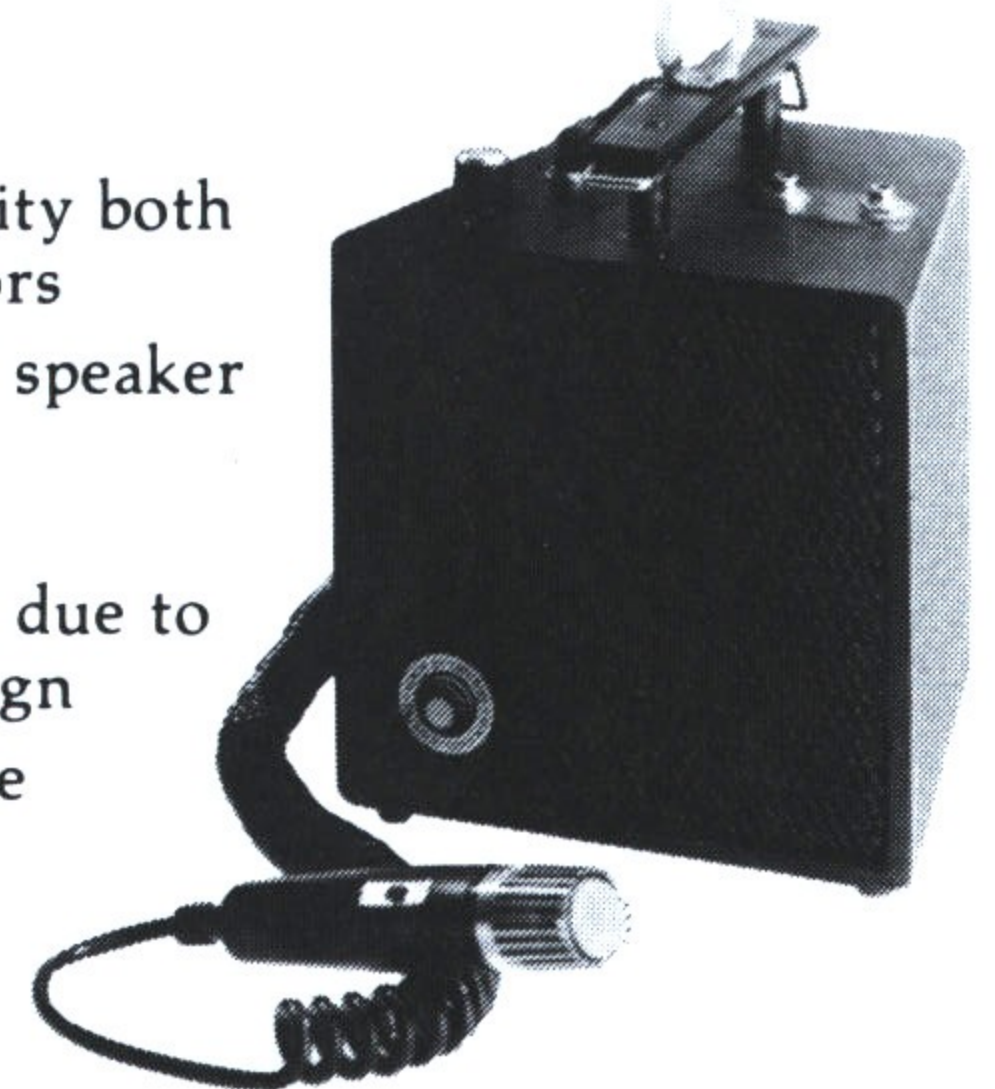
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Printer Defines Strange Terms

by Art Wilson
Minneapolis, Minn.

Screens, chokes, spreads, bleeds (full and gutter), strip-ins, score, perfs, #10 letterfold, one-color, two-color, three-color, four-color, mechanical, four-color process, preprint, overprint, 70-pound gloss coated two sides, 80-pound text, 60-pound cover, seven point, 10 point . . . and it goes on and on.

Are you confused yet? The above words and terms are used every day in the printing industry. As with any industry, including the auction industry, there are words, terms and phrases used exclusively within those groups.

In recent years, auctioneers have been buying more and more printing, and it is becoming more sophisticated and technical in content. The auctioneer must now be able to talk in terms that your printer will understand, and likewise you must be able to understand what your printer is saying.

I recall a recent incident where a customer called his printer and asked for a four-page, two-color brochure and specified the two colors that he wanted. The brochure was produced per his instructions and immediately shipped. When the customer received his brochures he immediately called his printer and started complaining, "My photos are black and white. I wanted full-color treatment on my photos."

What was the printer's reply? "Sir, you asked for a two-color brochure, and I have supplied just that. If you wanted your photos in full color, you should have told me you wanted a four-color process brochure."

The following text will define and explain words, terms and phrases that are commonplace with auction printing.

Author's Alterations — Often called "AA's." After the text that you have supplied to your printer has been typeset, and you make changes or additions to that copy, you are

subject to "AA" charges. You are not charged for typographical errors or printer errors made by your printer during the typesetting stage. One thing to keep in mind: If you supply hand-written copy, you may be charged for all errors if the typesetter has difficulty in reading your handwriting.

Black and White — Originals or reproductions in single color as distinguished from multi-color.

Bleed — An extra amount of printed image that extends beyond the trim edge of the sheet or page.

Boldface Type — A name given to type that is heavier than the text type with which it is used.

Camera Ready — Mechanicals or keylines that are ready for photographing.

Color Separation — The process of separating color originals into the primary process colors, which are yellow, magenta (red), cyan (blue) and black.

Commercial Registration — Color printing on which the misregister allowable is within one row of dots.

Condensed Type — A narrow or slender type face.

Copy — Any furnished material (typewritten manuscript, pictures, artwork, etc.) to be used in the production of printing.

Crop — To eliminate portions of the copy, usually on a photograph.

Die Cutting — The process of using sharp steel rules to cut special shapes for labels, boxes and containers from printed sheets.

Die Stamping — A process for the production of letterheads, cards etc., printing from lettering or other designs engraved on copper or steel.

Dummy — A preliminary layout showing the position of illustrations and text as they appear in the final reproduction. A set of blank pages made up in advance to show the size, shape, form and general style of a

piece of printing.

Duotone — A term for a two-color halftone reproduction from a one-color photograph.

Font — A complete assortment of letters, numbers, punctuation marks, etc. of a given size and design.

Format — The size, style, type page, margins, printing requirements etc. of a printed piece.

Galley Proof — A proof of typeset copy before being made into pages.

Gutter — The blank space or inner margin, from printing area to binding.

Halftone — The reproduction of continuous-tone artwork, such as a photograph, through a crossline or contact screen, which converts the image into dots of various sizes.

Hard Copy — The permanent visual record of the output of computer or printer. Also, the material sent to a typesetter in typed form for conversion into typeset material.

Keyline — The final assembly process of all page components including type, photographs, logos (art elements) and indications of color for page elements.

Layout — The drawing or sketch of a proposed printed piece.

M — Abbreviation for a quantity of 1,000 sheets of paper.

Make Ready — All work done on the press prior to actual running of the job.

Matte Finish — Dull paper finish without gloss or luster.

Montage — Several photographs pasted on an artboard in a pleasing manner.

Overprinting — Double printing; printing over an area that already has been printed.

Pica — Printer's unit of measurement, used primarily in typesetting. One pica equals approximately 1/6 of an inch, or six picas to an inch.

Score — To impress or indent a

(Continued on page 16)

Terms

from page 15

mark with a string or rule in the paper to make folding easier.

Stripping — The positioning of negatives on a flat prior to making the plate.

Text — The body matter of a page or book as distinguished from the headings.

Varnish — A thin, protective coating applied to a printed sheet for protection or appearance.

What you have just read is merely an overview of the most common words, terms and phrases that are used everyday in the printing industry.

As an auctioneer, it is your challenge to learn these words and know how to use them. The next time you talk with your printer you can feel confident in knowing that the two of you are talking about the same thing.

Nominations Sought For Hall of Fame

by Ralph W. Horst, Chairman
Hall of Fame Committee

In this issue of The Auctioneer, you will find a copy of the form to be submitted for nominations to the NAA Hall of Fame.

A point system has been devised to select some nominees.

In election to the Hall of Fame, first to be considered is the nominee's service to the National Auctioneers Association. Second is a successful auction business, present or past. Third is service to a state association, if the nominee's state has an association. Fourth is involvement in community affairs, and fifth is family.

We welcome nominations submitted by individuals or state associations. However, bear in mind that we select only three recipients each year. This is done at our annual meeting at the NAA Convention, and selections are made one year in advance. Selections were made at the 1990 Baltimore Convention for the 1991 Omaha Convention.

We realize the importance of our selections and also realize that, due to the limitation to three recipients each year, we have to turn down some good auctioneers who qualify.

Please complete the form in this magazine and send it to NAA Headquarters. Copies are, in turn, sent to the Hall of Fame Committee members for consideration at our next meeting.

The nomination forms are held for a period of five years and are reviewed and voted on each year. If you have someone in mind, do not hesitate to submit an application.

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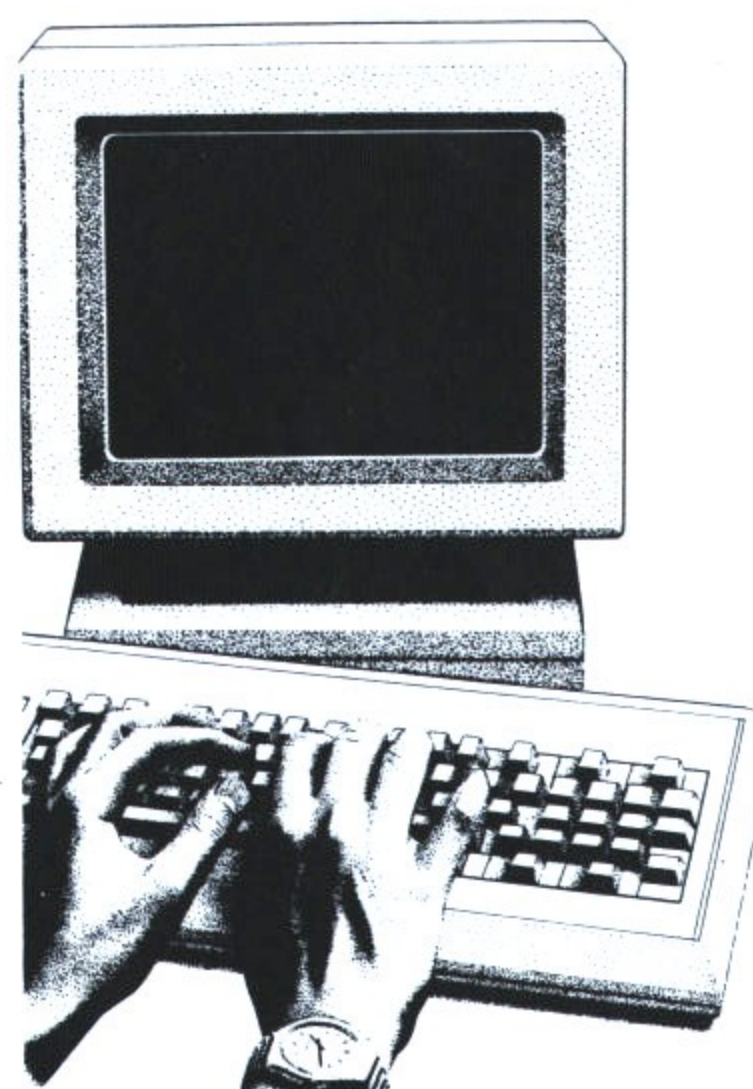
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Nominate

A Deserving Auctioneer
For NAA Hall of Fame
Complete And Mail
The Form On
The Next Page

NAA Hall of Fame Award Nomination Form

Nominations must be postmarked no later than June 1, 1991. Mail nomination to: NAA Hall of Fame Award Committee, c/o National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214.

Name of Nominee _____

Residence Address _____ Phone (_____) _____

City, State, Zip Code _____

State Association of which nominee is a member _____

Business Information

Name of Firm _____ Position in Firm _____

Number of Associates or Partners in Business _____

Business Address _____ Phone (_____) _____

City, State, Zip Code _____

Personal and Family Information

Spouse's Name _____

Does spouse participate in the auction profession? YES ☐ NO ☐

If YES, explain: _____

If spouse wife, does she participate in NAA Auxiliary? YES ☐ NO ☐

Is she a member of a state auxiliary? YES ☐ NO ☐

Children (gives names and ages):

_____ Age _____ _____ Age _____ _____ Age _____

_____ Age _____ _____ Age _____ _____ Age _____

General Profession Information

How long has the nominee been associated in the auction business? _____

What percentage of the nominee's time is actively spent in the auction business? _____%

How long has the nominee been a member of the NAA? _____

Has the nominee specialized in any particular field of auctioneering? YES ☐ NO ☐

If YES, name: _____

Hall of Fame Nomination Form

List educational background of the nominee, including offices held, current, past: _____

List regular auctions conducted, if any, and/or any special individual auctions conducted, which have brought attention and credit to the profession of auctioneering: _____

List at least three individuals, who have worked with the nominee or who have knowledge of the nominee's worthiness in being considered for this award, whom the Hall of Fame Award Committee may contact:

Name _____	Address _____
Name _____	Address _____
Name _____	Address _____

Previous recipients of the NAA Hall of Fame Award have established some general qualifications, which they feel each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: HONESTY, HIGH ETHICAL STANDARDS, WILLINGNESS TO SHARE WITH OTHERS, STANDING IN HIS OR HER COMMUNITY, STATE AND NATIONAL ASSOCIATIONS, CONTRIBUTIONS TO THE NAA AND THE AUCTION PROFESSION.

Narration: _____

Submitted by (please print) Name: _____
Address _____
City, State, Zip Code _____
Date _____ Phone Number (for contact) (_____) _____
Nomination recommended by (state association) _____

Send completed form before June 1, 1991, to: NAA Hall of Fame Award Committee, c/o National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214.

Send Your Great Ideas To NAA Headquarters

David Welton
Lakewood, Colo.

One of the areas of our auction business that's worked very well for us is auctioning tax certificates for counties.

I think every county in the United States has a tax certificate sale. It is usually overseen by the county treasurer.

We asked this one particular county if our firm could oversee the tax sale. We were given the job, and we auctioned all of the tax certificates valued over \$5,000.

This county had been taking two days to conduct its tax certificate sale. We cut it back to one day the first year, sold over \$9 million in tax certificates and produced \$100,000 more than normal, which made the officials very happy.

A secondary advantage to this auction was that the bidders on the tax certificates were wealthy and became aware of us. That was a new market that opened up for us.

These tax certificates are made available by counties when someone neglects to pay taxes. If you don't pay your taxes by a certain day, your tax certificate goes up for sale.

It only takes a few seconds to auction them off. They're attractive because investors can make 16 percent interest on them. The longer a property holder takes to pay off the tax certificate, the more money an investor makes. The extra \$100,000 we realized for the county came from investors paying more than face dollar value for the certificate.

Most of the property owners usually redeem the tax certificates eventually. Some people buy a \$400 tax certificate in the hopes of owning that cabin in the mountains that they always wanted. That's what they hope, but it rarely happens.

Thousands of tax certificates are auctioned at a time. Because of the

amount of money changing hands, the bidders deposit funds before the auction with the treasurer.

If a bidder purchases some tax certificates, but does not have enough deposited to cover the cost of those certificates, the certificates are put back on the auction block.

I conducted the auction for a flat fee, and the opportunity it offered me to obtain some exposure. I now conduct all the secured property auctions for this county, also.

Donald Castner, CAI
Branchville, N.J.

A special knowledge of a particular topic can be of great help to auctioneers. I'm going to give you a quick example of specialization.

One day, when I was still running an auction school on the east coast, I had a discussion with one of our students at the school.

I asked this student what he planned to do after graduating from auction school.

The student said he didn't know what he would do.

I asked him what he had done before enrolling in auction school.

"I've been at Rutgers University for 12 years studying the diseases of pigeons," the student told me. At first I was just as hard put to come up with a direction for someone who had worked with pigeons the last 12 years.

The student had been working with the benefit of a government grant, which had been cancelled. He felt he had just wasted the last 12 years of his life.

Suddenly, I realized what direction this student should take with his auction career. I encouraged him to work with what he knew.

That student's name is **Charles Barbieri, CAI**, and he is now known as the pigeon auctioneer. He travels all around the world selling pigeons, and now he's selling pigeon eggs.

Roger Miller
Columbus, Ohio

I have developed a way to lessen the auctioneer's liability at an on-site auction. I use this technique as a sales tool, also.

At our on-site auction we use farm wagons. Sometimes we use two but we always have at least one.

The persons coming on site to bid are, in legal terms, business invitees.

One of the dangers with using farm wagons is the tongues (hitches). The tongues stick out quite a ways past the end of the wagon. As the auctioneer, I would be held liable if some little old lady tripped over that wagon's tongue and broke her arm.

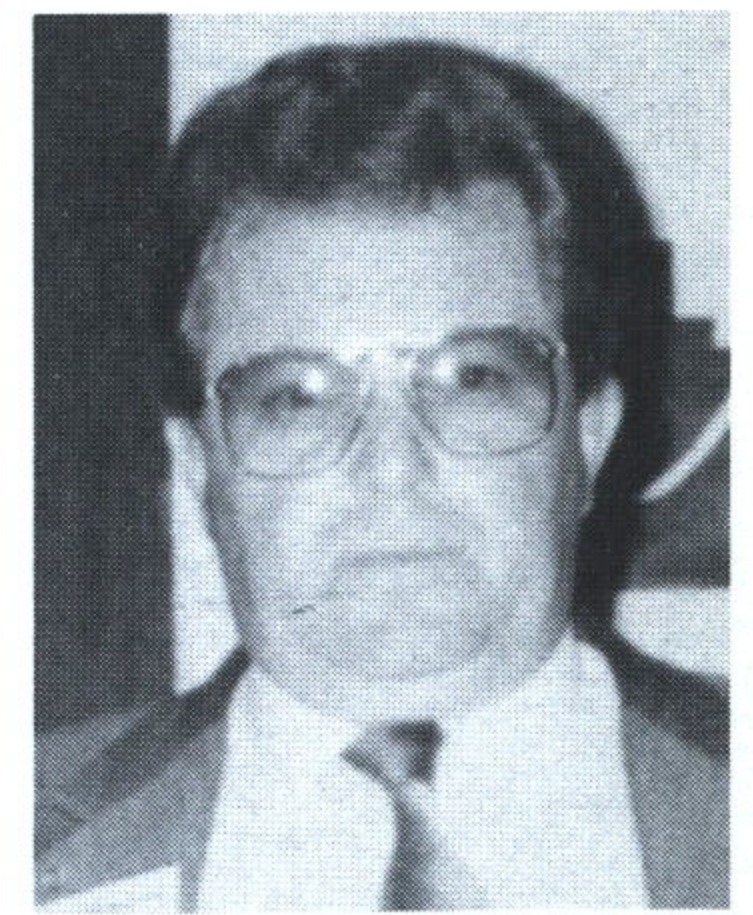
What I do is modify the tongues. I remove the existing tongues, and replace them with a narrower tongue. This tongue is then fitted into the groove of the old tongue underneath the wagon. It is bolted into place to hold it there when the wagon is being moved.

After the wagon has been positioned, the tongue is unbolted and slid back into the part of the old tongue (underneath the wagon) that was not taken off the wagon.

The possibility of someone tripping over that tongue is now removed.

This procedure helps me obtain more business by proving how careful I am. In my sales pitch to a potential seller, I tell him or her that I have liability insurance, advise of the possible risks and at the same time tell them they are covered, explaining how I take extra precautions with items like the farm wagons.

As an additional precaution, we cover all of our tent stakes with plastic milk jugs. If someone should happen to trip in the vicinity of the tent stakes, the plastic milk jugs should prevent them from getting seriously hurt.



Las Vegas Auction Firm Conducts Auction In Phoenix For RTC

Two custom homes and a building lot, all in the Phoenix area, were auctioned by Eric Nelson Auctioneering on Sept. 15 bringing a total of \$829,000. The auction was conducted for the Resolution Trust Corporation by the Las Vegas-based auction company.

A total of 35 bidders each presented a \$25,000 cashier's check to register for the 20-minute auction.

First to be auctioned, and bringing a high bid of \$235,000, was a 3,893 square-foot custom home. Next on the auction block was the 6,985 square-foot, which doubled as the auction site. It realized \$380,000. When the gavel came down for the third time, a 1.06 acre residential lot auctioned for \$214,000.

A crowd of 150 people gathered at

the auctions site to watch the spirited bidding. The terms of the sale required the high bidders on each property to deposit \$25,000 in certified funds on the day of the auction.

The high bidders were then required to increase the amount of the earnest money deposit to an amount equal to 10 percent of the purchase price within five working days of the auction.

These additional funds were also in cash or certified funds.

Money to close will be due by cash or certified funds no later than 30 days after the auction date. Buyers were responsible for arranging their own financing for the transaction.

The custom homes each drew a total of approximately 300 people to open houses held prior to the auc-

tion. Saddled with a sizable real estate portfolio, the Phoenix RTC office has used the Auction Method of Marketing to liquidate a total of five Arizona residential properties in the last four weeks.

"Auctions continue to serve financial institutions well," said Aleda Nelson, Auction Marketing Director for Eric Nelson Auctioneering.

"You're going to see more and more auctions," auctioneer **Eric Nelson** said. "Remember, some countries, like Australia, use auctions for 90 percent of their home sales."

Eric Nelson Auctioneering was selected recently by the RTC to hold another auction of residential properties. These properties are located in Tuscon, Ariz.

The auction was held Nov. 3.

YOUR **A**UCTION TEAM

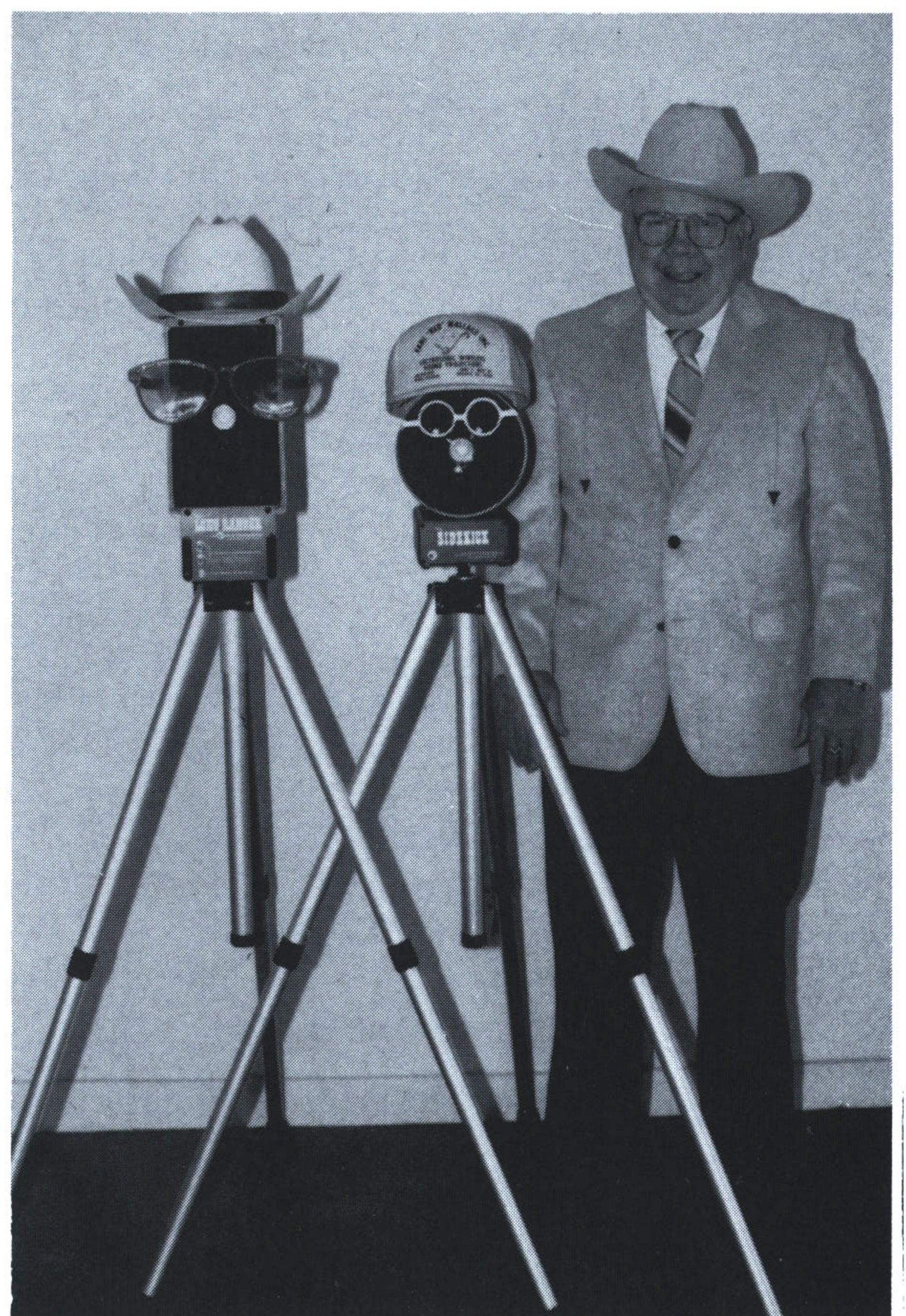
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5. On Sept. 19, the RTC, the Savings & Loan bail-out agency with over \$18 billion in assets, canceled a \$300 million real estate auction set

for Nov. 15 in Dallas. The contract was awarded to **Jim Gall, CAI**, past director of the NAA and President of Auction Company of America. Please see the news story in this publication (below) about the auction cancellation.

With all the media coverage on this upcoming auction, it certainly got the attention of many prospective buyers/investors, and as a result the RTC has received offers on over \$39 million of properties scheduled for the auction! Could this be the

reason for the cancellation?!

It also seems more feasible to have smaller auctions across the nation. There are certainly many qualified auctioneers that can handle the auctions on a local basis. I feel sorry that this has happened to Jim and hope that he can recover his out-of-pocket expenses and that the RTC will give the auctioneers an opportunity to prove their abilities in liquidating their inventory at market value in a timely manner by competitive bidding. All of this can be accomplished at public auction.

S&L Bailout Agency Cancels TV Auction Of Certain Real Estate Assets Set Nov. 15

The following article appeared in *The Wall Street Journal* issue of Sept. 19, 1990.

WASHINGTON - The savings and loan bailout agency, in a blow to its efforts to stir up publicity for its real estate sales, canceled its highly promoted November auction and said it's unlikely another auction could be mounted before year end.

Cancellation of the November 15 auction was the latest of a number of setbacks for the beleaguered agency. Though only about \$300 million of the Resolution Trust Corp.'s \$18 billion in real estate assets were to be offered, the RTC hoped the high profile of the event, with satellite connections to nine U.S. cities and London and Tokyo, would draw hundreds of bidders and stimulate interest in other properties.

Instead, officials said a dispute with the auctioneer has caused them to cancel the event, and a new auction would have to be planned almost from scratch, with a different bag of properties. "It's probable an international auction won't be how we will sell these properties," said David Cooke, the RTC's executive director.

The properties, which include about 70 office buildings, hotels, and shopping centers, probably will be sold individually using sealed bids rather than auctions. He added that another big auction intended to whip

up investor interest almost surely couldn't be held "before the end of the year."

William Seidman, chairman of the RTC, said: "This does not mean we are not going to proceed with auctions." But he indicated that the agency would move carefully in setting up another one. "It says that unfortunately we didn't do the job we should have done," Mr. Seidman said. "We got a contractor who couldn't perform and that's our fault," he added.

The RTC said the auctioneer it hired, Auction Company of America, failed in the past few days to put up \$2 million earmarked for marketing costs, as required under the contract for the auction. The \$2 million was supposed to be part of a \$2,850,000 fund, with the rest contributed by the RTC.

Jim Gall, president of Auction Company of America, accused the RTC of handling the planned auction incompetently. He said the RTC had scared away investors by failing to set minimum prices and by pulling properties from the initial list released in early August.

Indeed, Mr. Seidman said the RTC already had received offers on four properties for a total of \$39 million.

Mr. Gall contended that the RTC had removed the four properties from the auction. The RTC is "bragging

that (the offers are) a good point and I find it very upsetting." Mr. Gall said. For an auction to work, Mr. Gall asserted, bidders must know "the property will be there on auction day." Otherwise, he said, they won't spend the money necessary to research the properties. For the same reason, he said, bidders were frightened because the minimum prices hadn't yet been set.


Mr. Gall acknowledged that he didn't put up the \$2 million as was required once the RTC and the company agreed on a budget for the auction. But Mr. Gall said the negotiations on the budget ended only two weeks ago, and that he already has spent "just under" \$2 million on accountants, public relations and other costs.

Mr. Gall said he tried to submit the expenses in lieu of the \$2 million, but the RTC asked for cash. He said the RTC's actions in handling the auction scared away investors from whom he tried to raise the money to meet the RTC's demands.

The RTC's Mr. Cooke strongly disputed Mr. Gall's assertions. "He ain't sunk \$2 million into it," Mr. Cooke contended, adding: "We deny that it's our fault he didn't come up with the \$2 million."

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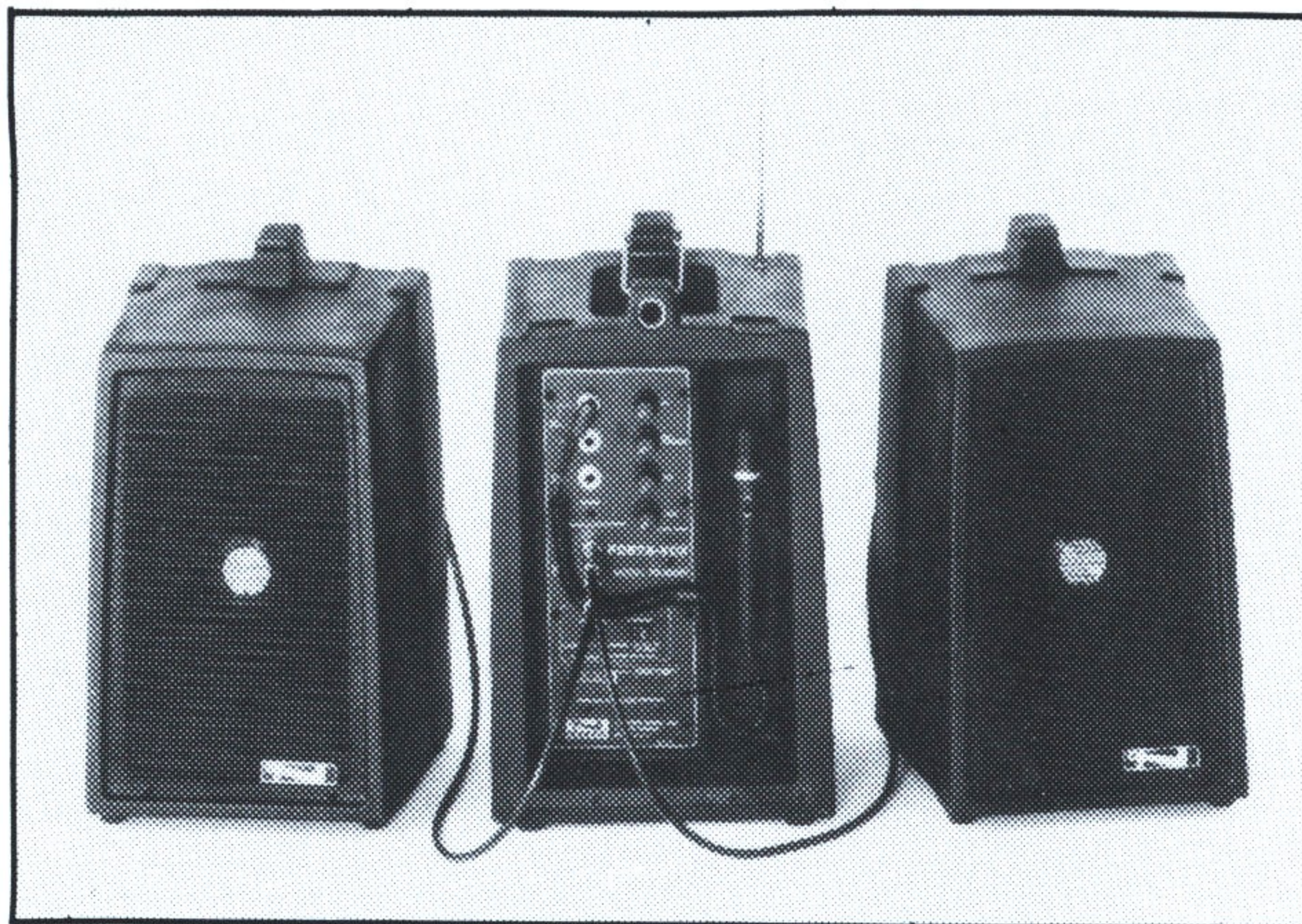
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The Public Is Interested In The Environment; *Auctioneers Should Be, Too*

by Terry Evans, PREA
Columbia, Tenn.

The newspapers and magazines are full of it. Television and radio stations are devoting more and more of their time to it. Local groups are organizing and it is the issue of the 1990's. It is the environment.

What does all of this new attitude about the environment mean for auctioneers? It means possible liability for environmental problems with real or personal property that you offer for auction.

It means that if we fail to prepare property for the new trends in transferring real and personal property we may find our profession taking it

on the chin.

At a time when the auction profession is beginning to gain respect all over the country, we can't afford to become careless and lose the respect it has taken us decades to earn.

Below is a list of the areas that might cause the most problems for auctioneers offering property at auction.

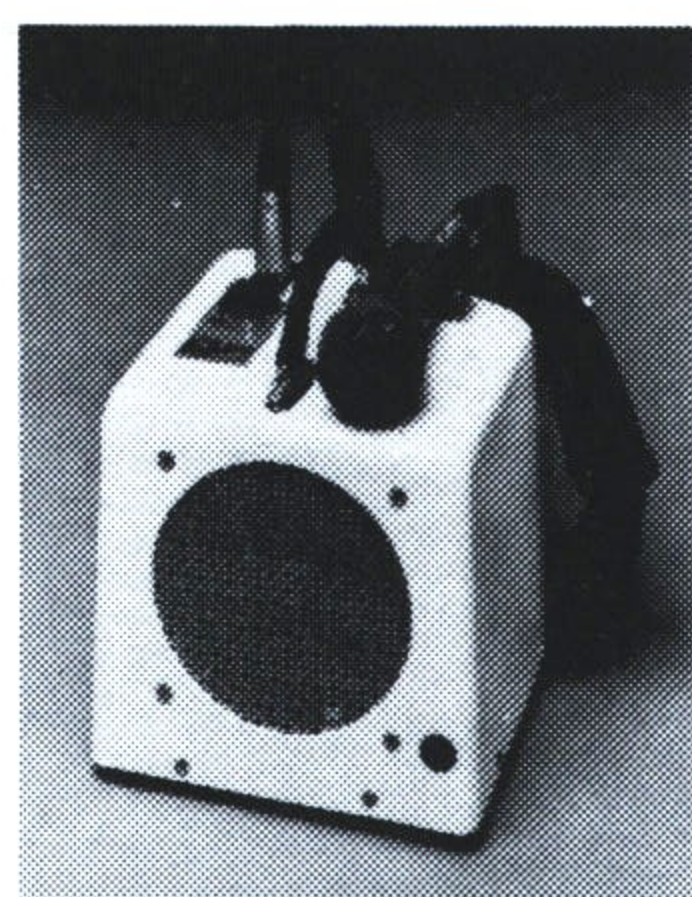
1. RADON—Radon is being rated as the second most common cause of lung cancer behind smoking. Radon is found almost everywhere. It is an odorless, colorless radioactive gas. If trapped in the home environment it

can be a serious environmental problem. There are tests for radon that are inexpensive and easy to obtain. Check with your local health department for information concerning the seriousness of the radon problem in your area.

2. Formaldehyde (UREA) — Formaldehyde is a colorless gaseous chemical compound with a distinct odor. UREA can cause cancer in humans, rashes, burning eyes and asthma attacks. UREA-Formaldehyde foam insulation was used in buildings in the 1970's. It was popu-

(Continued on page 25)


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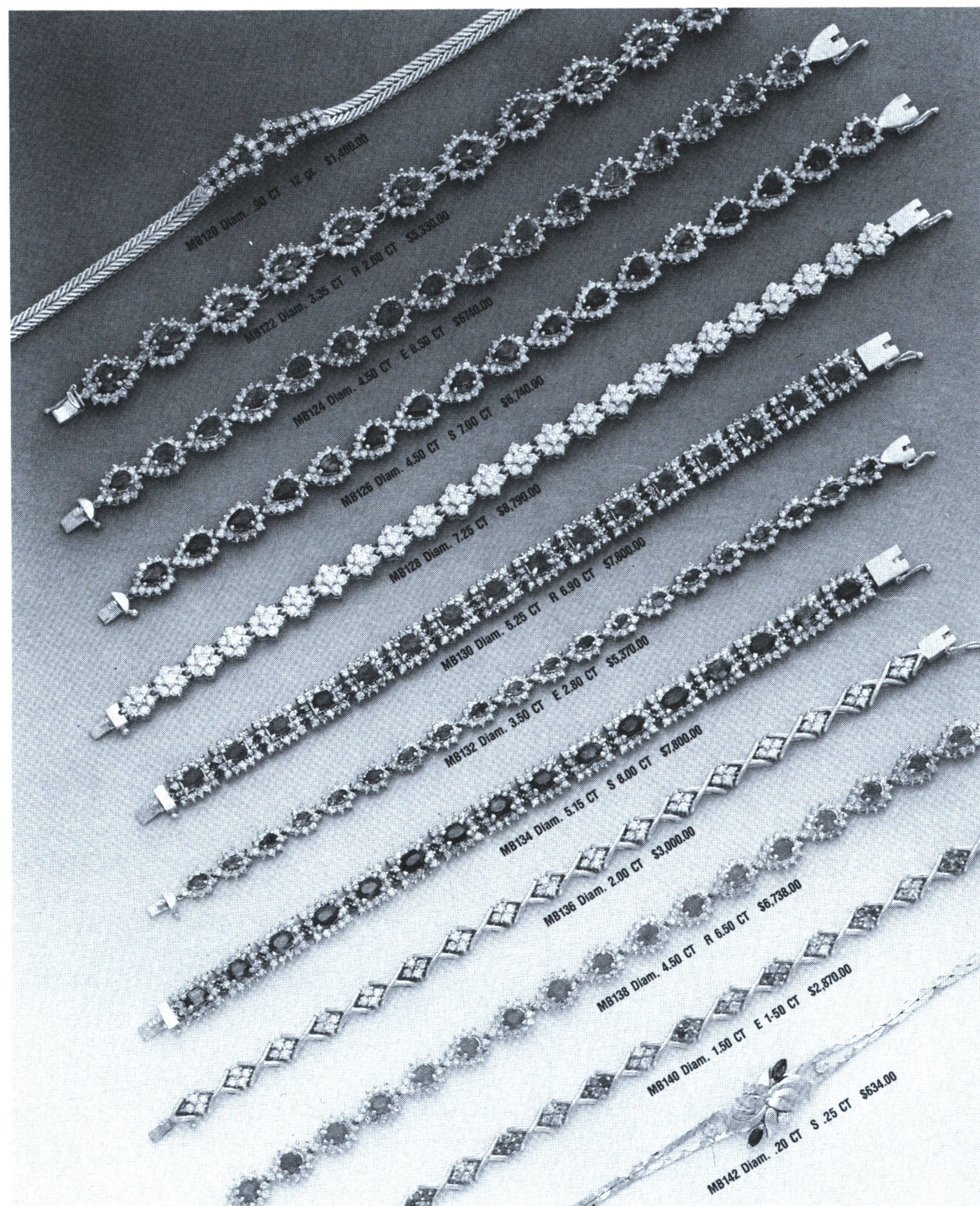
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lar in insulating existing structures since it could be pumped into the walls and it would harden.

3. LEAD — Lead was a common material used in paints. Lead can be inhaled if forced into the air or can be ingested by children. Lead is becoming more of an issue as information is made available to the public.

4. ASBESTOS — Asbestos has been used in construction materials for a long time. Typically you find asbestos in the form of (a) insulation on pipes, boilers and ductwork, (b) sprayed on surfaces, (c) used in ceiling tiles, floor tiles and wallboard. Many thousands of dollars have been spent to remove asbestos from public buildings. Some studies have recently concluded that it might have been better to seal the material in place than remove it.

5. PESTICIDES — The use of pesticides on farms has become the issue of this decade. Farmers have become dependent on pesticides to

ensure that crops will not be destroyed by pests and weeds. Now the move is toward natural farming. One of the major issues is the storage, handling, and disposal of pesticides and pesticide containers. Farmers and others using pesticides on a regular basis will have to be licensed as regulations are completed.

6. UNDERGROUND STORAGE TANKS — Recent regulations from the Environmental Protection Agency have targeted underground storage tanks as a source of ground water pollution. Tanks that have been in the ground for twenty years or more are required to be replaced. Other tanks require inspection and installation of monitoring equipment. Disposing of old underground storage tanks can cost as much as \$15,000 to \$25,000. Many farms and commercial properties have old underground storage tanks that probably need replacing now.

7. POLYCHLORINATED

BIPHENYLS (PCB's) — PCB's were used in electrical transformers and other types of equipment. Much of the material was illegally disposed of in the 1960's and 1970's. Be careful with transformers at auction.

8. SEWAGE DISPOSAL — Many small towns still do not have public sewage systems. Sub-surface sewage systems are causing problems in many areas. Overloaded public sewage systems are causing problems in other areas. Recent cases have seen the sale of homes in areas where public sewers overflow and cause health problems.

As you can see by the information discussed in this article the environmental issues seem to be a real threat to the auction industry.

One major legal case resulting from an auction can do serious damage. Auctioneers need to be educated about the problems and solutions.

Ask questions and have property owners provide affidavits if they insist that no problems exist and are willing to take total responsibility.

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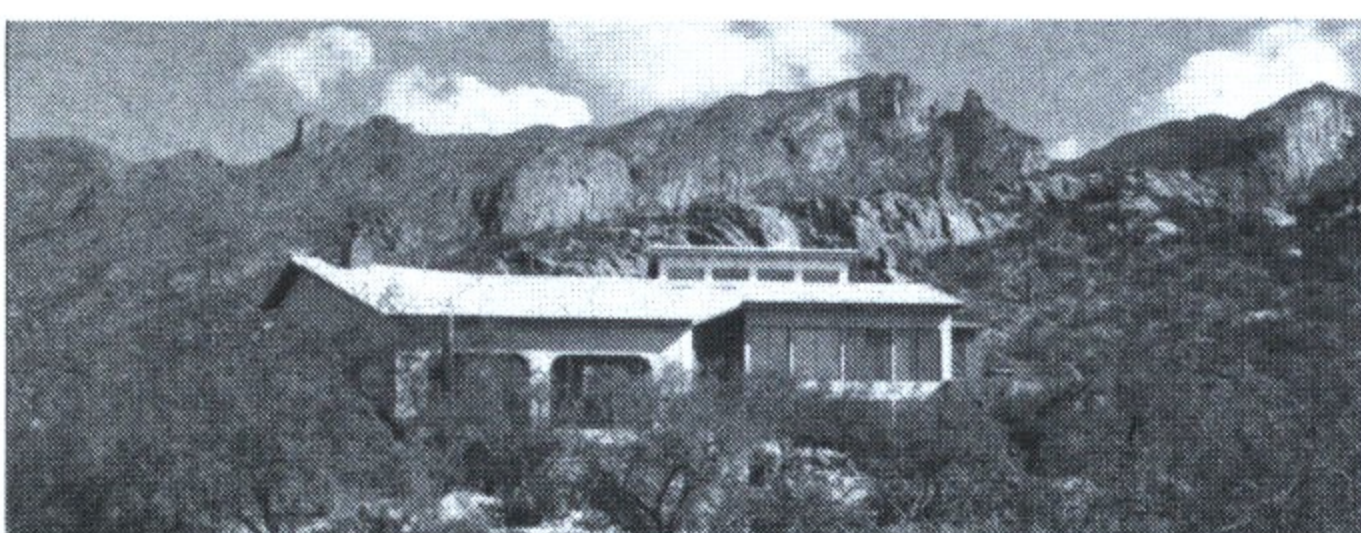
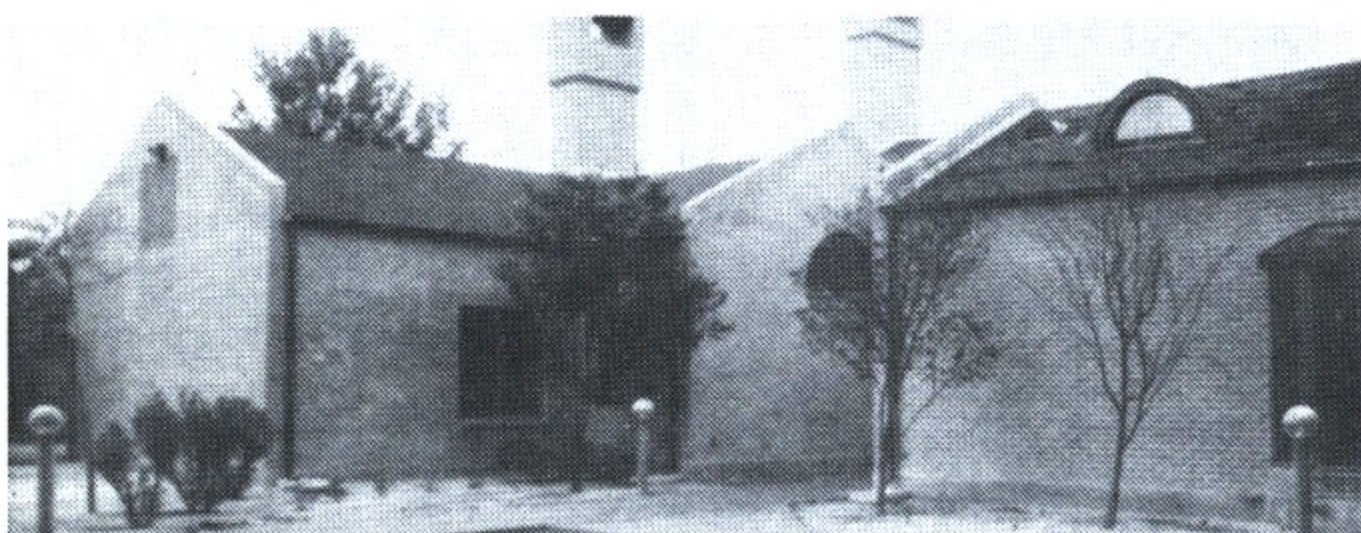
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RTC Auctions Start

These four luxury homes were auctioned Nov. 3 by Eric Nelson Auctioneering in Phoenix. For more details, see the story on page 20.

New Feature Idea For Magazine Announced

Everyone has had an auction that didn't go just right. Your fellow auctioneers can learn from these "imperfect" auctions. If an auction does not reach what was expected of it, there has to be a reason. Whatever the reason for the lack of success, share what you have learned.

Just as members now send in their successes, we want you to send in details from your not so successful auctions.

We will publish those stories just as we now publish Auction Success Stories — with one exception — members can remain anonymous if they like.

Make sure and indicate whether or not you want your name published.

Auxiliary Compiles Convention Dates

The National Auctioneers Association Auxiliary compiled this list of convention sites as part of its book,

"Within the Sound of the Gavel," the history of the Auxiliary of the National Auctioneers Association.

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1953	Columbus, Ohio	Heil House
1954	Omaha, Nebraska	Fontencelle Hotel
1955	Indianapolis, Indiana	Claypool Hotel
1956	Kansas City, Missouri	Hotel President
1957	Lansing, Michigan	Hotel Olds
1958	Buffalo, New York	Hotel Statler
1959	Denver, Colorado	Shirley-Savoy Hotel
1960	Louisville, Kentucky	Sheraton Hotel
1961	Houston, Texas	Shamrock-Hilton
1962	Lincoln, Nebraska	Cornhusker Hotel
1963	Cincinnati, Ohio	Netherland Hilton
1964	Des Moines, Iowa	Hotel Fort Des Moines
1965	Spokane, Washington	Davenport Hotel
1966	Philadelphia, Pennsylvania	Bellevue Stratford
1967	Chicago, Illinois	Park Congress
1968	Oklahoma City, Oklahoma	Sheraton Oklahoma
1969	Roanoke, Virginia	Hotel Roanoke
1970	Milwaukee, Wisconsin	Pfister Hotel & Tower
1971	Lincoln, Nebraska	Hotel Lincoln
1972	Dallas, Texas	Fairmont Hotel
1973	St. Petersburg, Florida	Hilton Hotel
1974	Medora, North Dakota	Rough Rider
1975	Louisville, Kentucky	Galt House
1976	St. Louis, Missouri	Stouffer's Towers
1977	Seattle, Washington	Olympic Hotel
1978	Boston, Massachusetts	Sheraton-Boston
1979	Denver, Colorado	Denver-Hilton
1980	Nashville, Tennessee	Opryland Hotel
1981	Las Vegas, Nevada	Las Vegas Hilton
1982	Atlanta, Georgia	Atlanta Hilton
1983	Houston, Texas	Shamrock-Hilton
1984	Minneapolis, Minnesota	Hyatt Regency/Holiday Inn
1985	Philadelphia, Pennsylvania	Franklin Plaza
1986	Anaheim, California	Anaheim Hilton
1987	Hollywood, Florida	Diplomat Hotel
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Success Can Be Realized By Thinking Big

by Marge Gaule
Auxiliary Director
Chatham, Ill.

Think ahead — think intelligently — and think BIG! This should be what we all should be striving for in the auction business, as well as our lives. We only have so much time to accomplish what we want to, in both areas, so the word "procrastination" should not be in our vocabulary.

First of all — set goals — know exactly where you want to end up. Don't be timid and think, oh, that's too much to even "wish" for. Think BIG — make the sky your limit! You can do almost anything you set your mind to. Learn from others, study others, at least the successful ones.

Learn from other's mistakes, so that you don't make the same ones. Build your goals — one step at a time. Auctioneers don't have to be second-class citizens, as some might want to make us. We can be leaders in our communities and looked upon with respect. In every professional field there are ones that give the rest a "bad name." If our morality, ethics and goals are high, we can lift the auction profession to the top.

How to accomplish this depends on

many things. Education comes very close to the top, if not the top. There are so many things offered where we can expand our knowledge. First of all, attend your state and national conventions.

Plan for them — well in advance. Incorporate them, possibly, into family outings. Learn and live at the same time. There is an abundance of knowledge to be gained from them — not only from the workshops, etc., but, just from the association with your fellow auctioneers. This goes for the national seminars, too. If you are involved in certain types of auctions, pick that seminar to be the one you attend. Or, if you want to expand, pick something you are not quite as familiar with. When local self-help programs are presented in your area, attend. They might help you present yourself better to your community. Perhaps, your local college offers some classes that would be beneficial.

Look around — open up your eyes — see what you can do to grow. Once

(Continued on page 28)

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Auxiliary



from page 27

you think you know it all — that's when you're in trouble.

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and churches. Be there when they need you.

Last, but not least — **THINK BIG!** Tell yourself you can do it. Nothing is too great, if you really want it. Set your goals — make a plan to attain them — and then, just **DO IT!**




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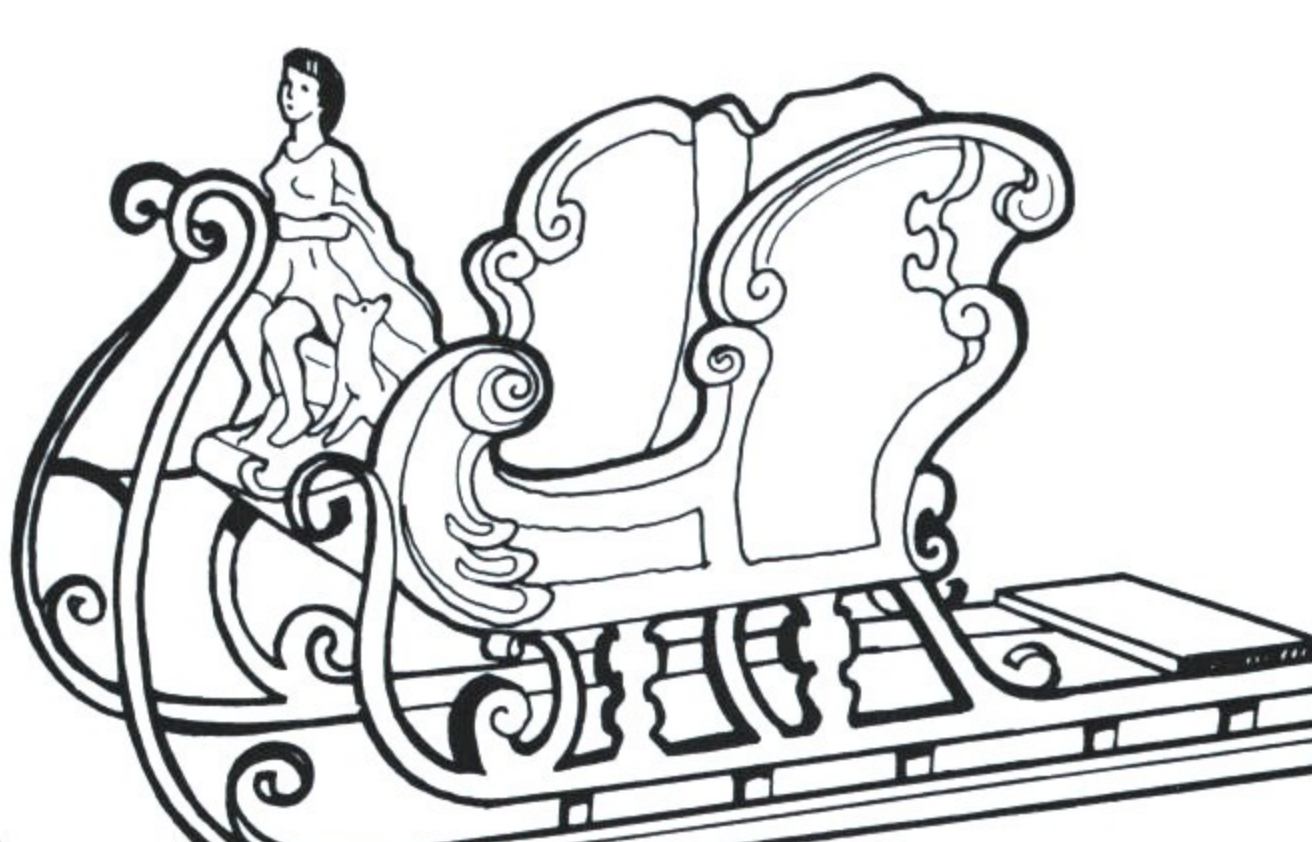
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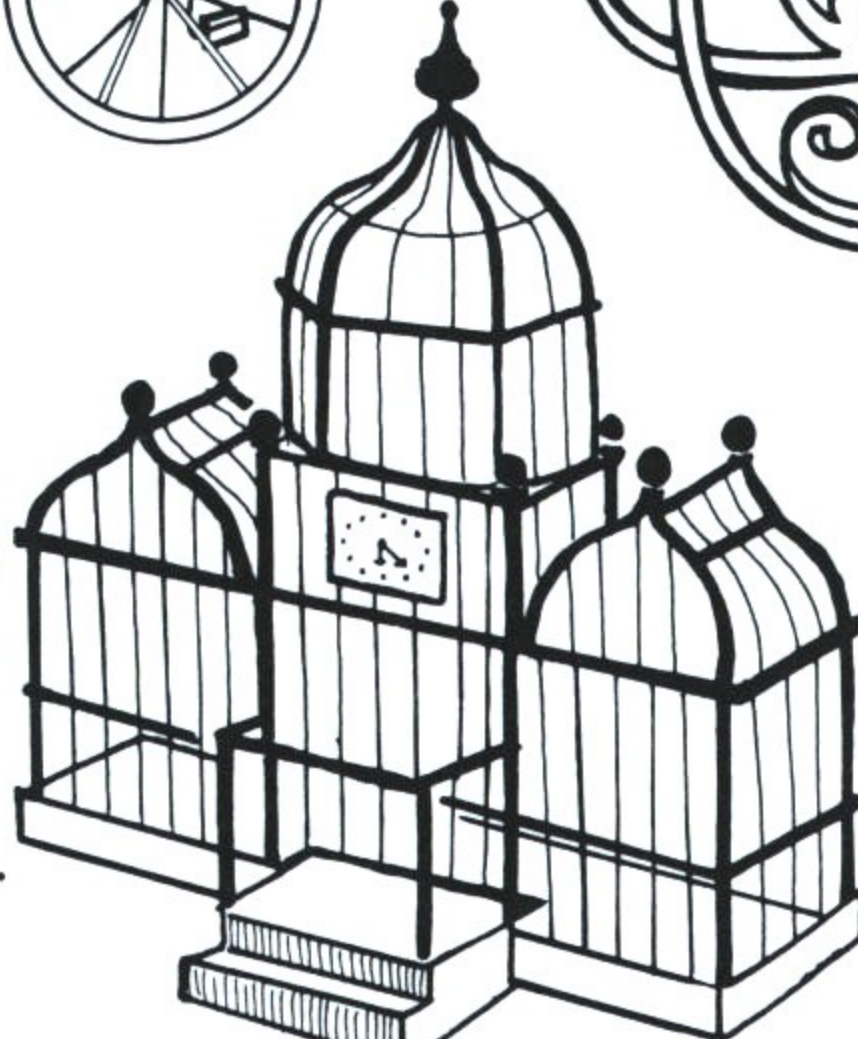
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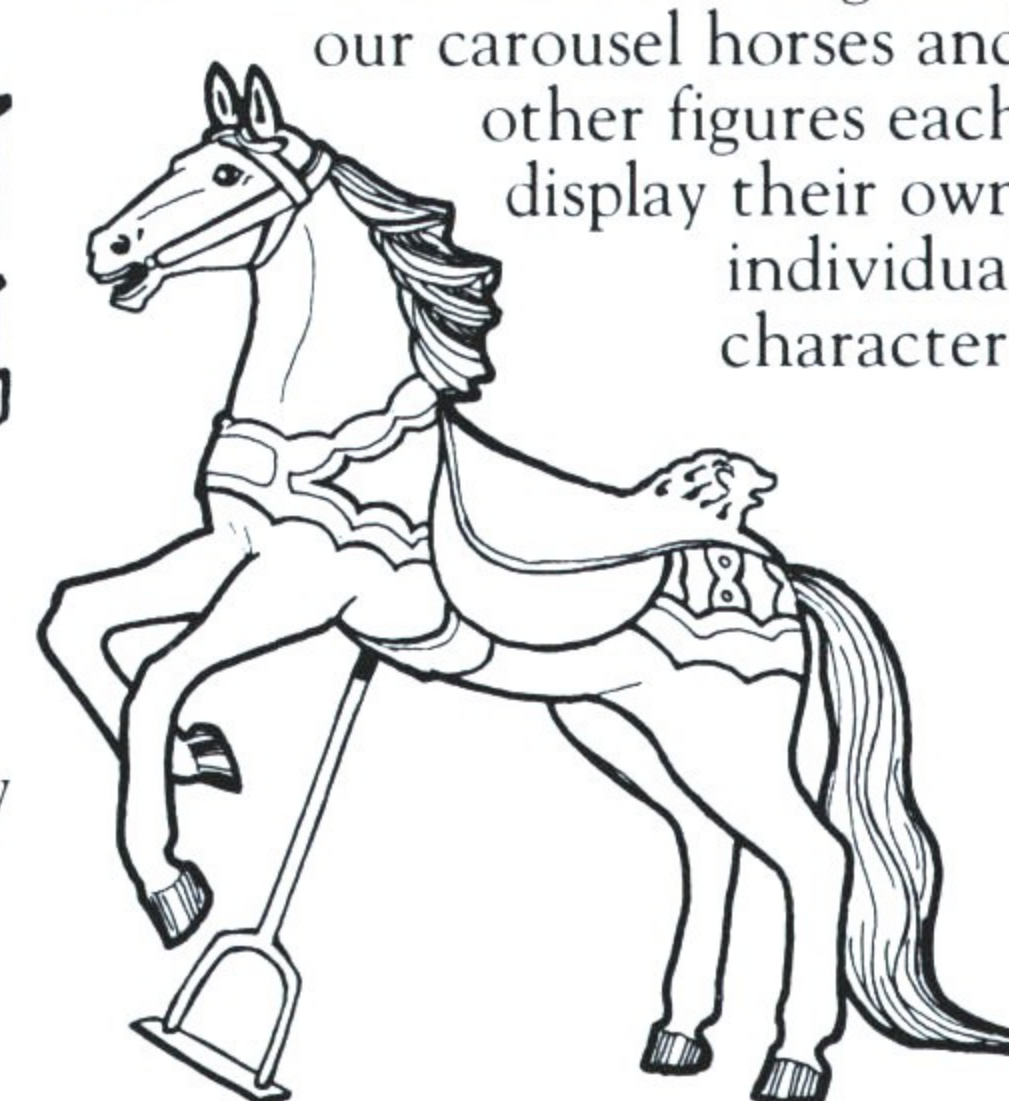
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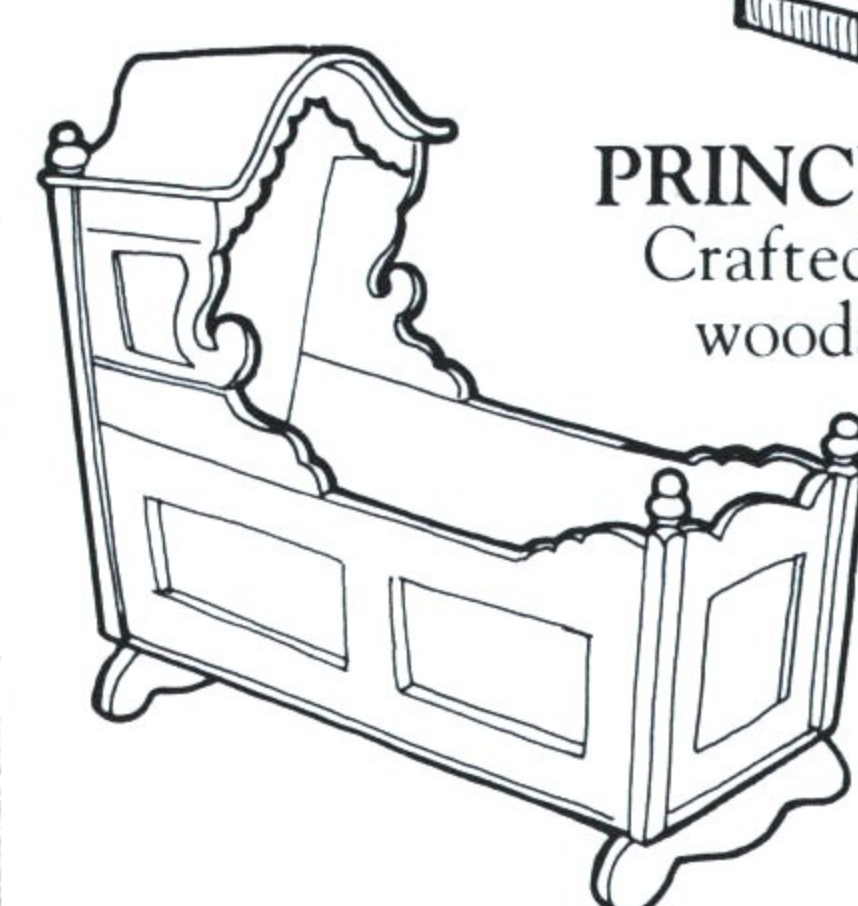
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Auction Success Stories

Estate Auction Exceeds Expectations

Kurtz Auction and Realty Co. of Owensboro, Ky., conducted a very successful estate sale Aug. 31, auctioning both real and personal property.

The house contained four bedrooms, three baths and was located on a three-acre tract overlooking a lake. Over 300 people viewed the property during two open houses.

The property realized \$265,000, which exceeded the appraised price by \$107,000.

Over 600 bidders attended the auction. The auction was conducted by **Bill Kurtz, CAI**, and **Jim Knott** of Kurtz Auction and Realty Co. Other auctioneers assisting were **Mike Melloan, Karlin Daniel, Si Deane** and **Bob Grimsley**.

Some of the other items auctioned were:

- 1986 Mercedes, \$31,500.
- John Deere F-935 riding mower, \$11,000.

- Browning 12-ga. shotgun for \$2,650.
- Winchester model 92, \$1,650.
- Kentucky Long Rifle reproduction, \$1,800.

Toy Bus Brings Record Price

Last year, Sotheby's in London auctioned a Lehmann toy Autobus for \$2,500. On Aug. 18, **Roger Porter**, owner of Porter of Pennsylvania, auctioned a mint condition 1907 Lehmann Autobus for \$9,250 in only about 30 seconds.

The Autobus was one of the featured items that drew a crowd of over 500 to rural Crosby, Pa., in the northwestern part of the state. Bidders from 13 states gathered for the opportunity to bid on items at an estate sale. The estate included items that had been collected by the family for over 160 years. Tucked throughout the house were many other mint condition toys and games as well as historical collectibles and antiques.

The Autobus was discovered in a hat box on the second floor of the house. Stored next to the Autobus was a perfect Ferdinand Strauss "Jenny the Balking Mule," a litho tin windup, which auctioned for \$1,250.

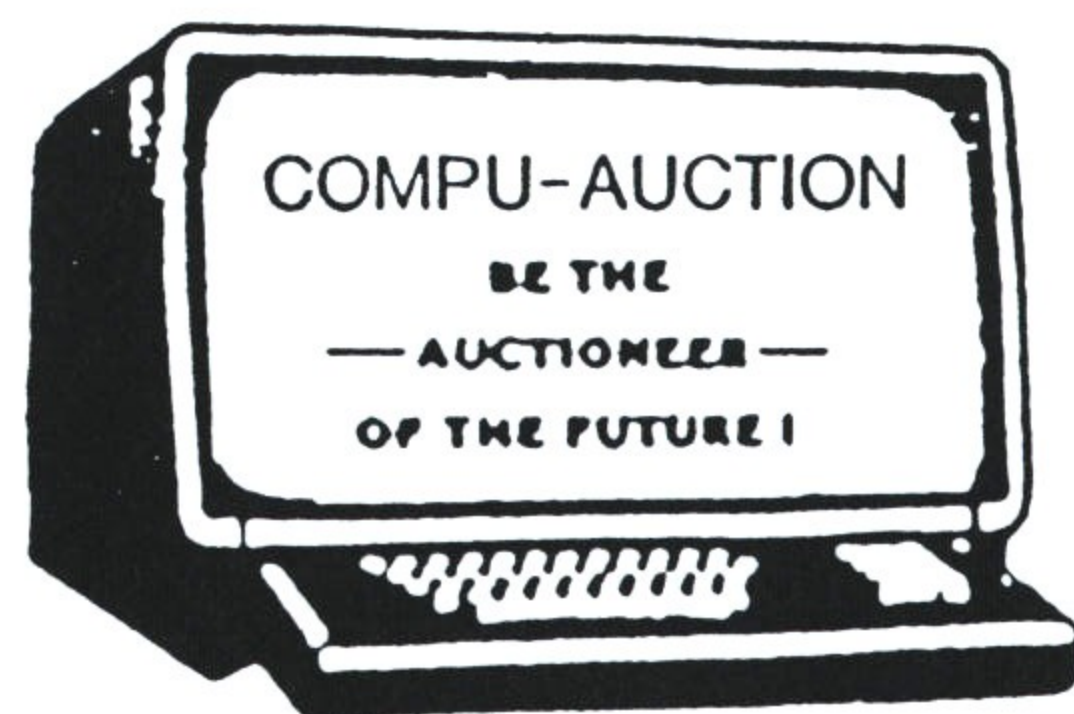
Some other items auctioned were:
• original Humpty Dumpty the Laughing Clown mechanical bank, \$850.

(Continued on page 30)



Top Toy

This 1907 Lehmann toy Autobus brought \$9,250 at a recent **Roger Porter** auction.



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Auction Success Stories

from page 29

- McLaughlin's game "What D'ye Buy," \$90.
- 1963 Ford Galaxie 500, \$3,200.
- glass marble with a bear inside, \$195.
- set of American Boy magazines, \$245.
- J.W. Harmon Boston Mahogany 28" level in wood case, \$100.
- Bavaria Lithograph tin rail handcar, \$450.
- GNK tin litho wind-up pheasant, \$85.
- hand-carved wooden dancing man, \$300.
- Bestmaid mechanical litho wind-up tin scooter in original box, \$430.
- Gunthermann's Salto the Dog toy (damaged), \$190.
- two Marx toy gravel trucks, \$190.
- three Japanese dolls, \$375.
- Battles Seed Grower salesman case, \$400.
- 1881 Eagle gold piece, \$210.
- glass rabbit candy bottle, \$110.

Daydreams Come True For Doll Collectors

Top prices were realized during the McMasters' Summer of '90 Day-

dreams catalogued doll auction, held Aug. 25 in Pittsburgh. Doll collectors from around the country attended the auction.

One of the most sought-after dolls was a 25" Portrait Jumeau fashion on a Lacmann body, which auctioned for \$4,900.

To better serve their clients, the McMasters Worldwide Productions, located in Cambridge, Ohio, expanded their auction facility by adding a 2,400 square foot gallery, a computer system, a climate controlled storage area and a new security system.

James E. McMasters is the auctioneer, and Shari McMasters supervises the auction staff and coordinates the cataloging.

Other prices realized at the Daydreams auction were:

- rare early, carved wooden lady on peg wooden body, \$1,200.
- 16" Belton, \$1,600.
- 23" Belton, \$2,300.

(Continued on page 31)



Serene Doll

The serenity of this doll was one of its main attractions. It realized \$4,900 at a James E. McMasters' auction.

For Sale

Cattle Auction Facility

Located: 10 miles south of Clinton, Mo., on U.S. Highway 13; or 80 miles north of Springfield, Mo.; or 90 miles southeast of Kansas City, Mo.

Land: 20 acres m/l

Utilities: Three-phase electricity within 200 yards, four-acre lagoon, 550' well with two-inch pump. Rural water meter at front on road.

Main Building: (outside measurements) 93' x 50', approximately 24' to gable with 20 Eves. Inside includes sale ring and seating for 430. Cafe and offices located under seating. Heat is total electric.

Pen Building: Approximately 84' x 135 (OS), with equal amount of concrete outside with footing for supports in place with reinforced pads to extend building over both sections. Owner states floor is 6" reinforced concrete in both buildings. Approximately 5' extends past outer end for dock area. Low point approximately 7 1/2' next to walls with center approximately 12' clearance. Includes cardinal 20,000 scales in 14' x 24' pen. Total pen capacity 750 head with additional pen space for 250 in auxiliary pen.

Operating Status: Closed. Owner had bad health and died this spring. Widow must sell. Asking \$118,000 for all. Will consider all offers.

For more information, contact listing agent.

Larry Shanks, Pitts Realty, (816) 885-8100

Auction Success Stories

from page 30

- Hertel, Schwab & Co. 11 1/2" Googly, \$2,200.
- rare 9" AM 323 Googly, \$500.
- 18" composition Shirley Temple with tagged Molly coat and hat, \$1,100.
- 17" Kathe Kruse IH in mint condition with original tags, \$2,050.
- 12" early white Steiff bear, \$1,300.
- rare 8" Alexander Little Lady with Maggie Mixup face with original accessories, \$750.
- Poodle-Cut Ginny, \$300.
- Terri Lee with eight extra tagged outfits, \$350.
- 21" Kestner 241 Character Girl, \$2,000.
- 14" closed-mouth Kestner, \$1,700.
- 28" solid dome Kestner baby, \$1,200.
- Bruno Schmidt Wonderful Toddler, mold number 2097, \$900.
- 29" Florodora, \$500.

Large Government Auctions Continue

JBS & Associates will have auctioned about \$50 million in multi-family housing properties by Nov. 12. The properties were under the control of the Federal Deposit Insurance Corporation (FDIC). The government agency acquired the properties after closing a Dallas bank.

Five sites were selected for the auction. Auction sites were: Nov. 5, Houston; Nov. 7, Austin; Nov. 8, Dallas; Nov. 9, Tulsa; and Nov. 12, Tulsa.

Joel D. Zegart, president of JBS & Associates, said a combination of factors were causing increased interest in multi-family housing units in formerly distressed areas of the country.

JBS & Associates was selected from among 16 firms bidding to conduct the auction. As a way of encouraging local broker participation, JBS & Associates will provide a 1 percent commission to participating brokers who bring successful bidders to the auctions.

Big Surprises Found In Home

Jeff Lentz of Lentz Auction Service in Botkins, Ohio, was recently pleasantly surprised by what he found during a pre-auction inspection of goods for what had appeared until

then to be a "typical household sale."

After digging through the attic and several closets, Lentz was able to dust the cobwebs off several rare items, and he auctioned them Sept. 29.

Some of the items auctioned were:

- six hand-made quilts, all over 100 years old, \$2,655.
- Stradivarius violin, \$1,050.
- copper wash boiler with lid, \$185.
- two bed comforters, \$105 and \$87.
- horse buggy lantern, \$55.
- Daisy butter churn, \$60.

Kaufman Selected For RTC Auction

David Kaufman and Co. has been selected by the Resolution Trust Corporation (RTC) to hold an auction of residential properties in Phoenix. Over 45 homes in the Phoenix area will be auctioned Nov. 17.

David Kaufman and Co., a Chicago-based firm, has conducted real

estate auctions throughout the United States for the last 12 years.

According to David Kaufman, the properties, which range in value from \$75,000 to over \$350,000, will be sold using the "scattered site" method of auctions. "We call this a scattered site auction because the houses are located in nine communities in the Phoenix area.

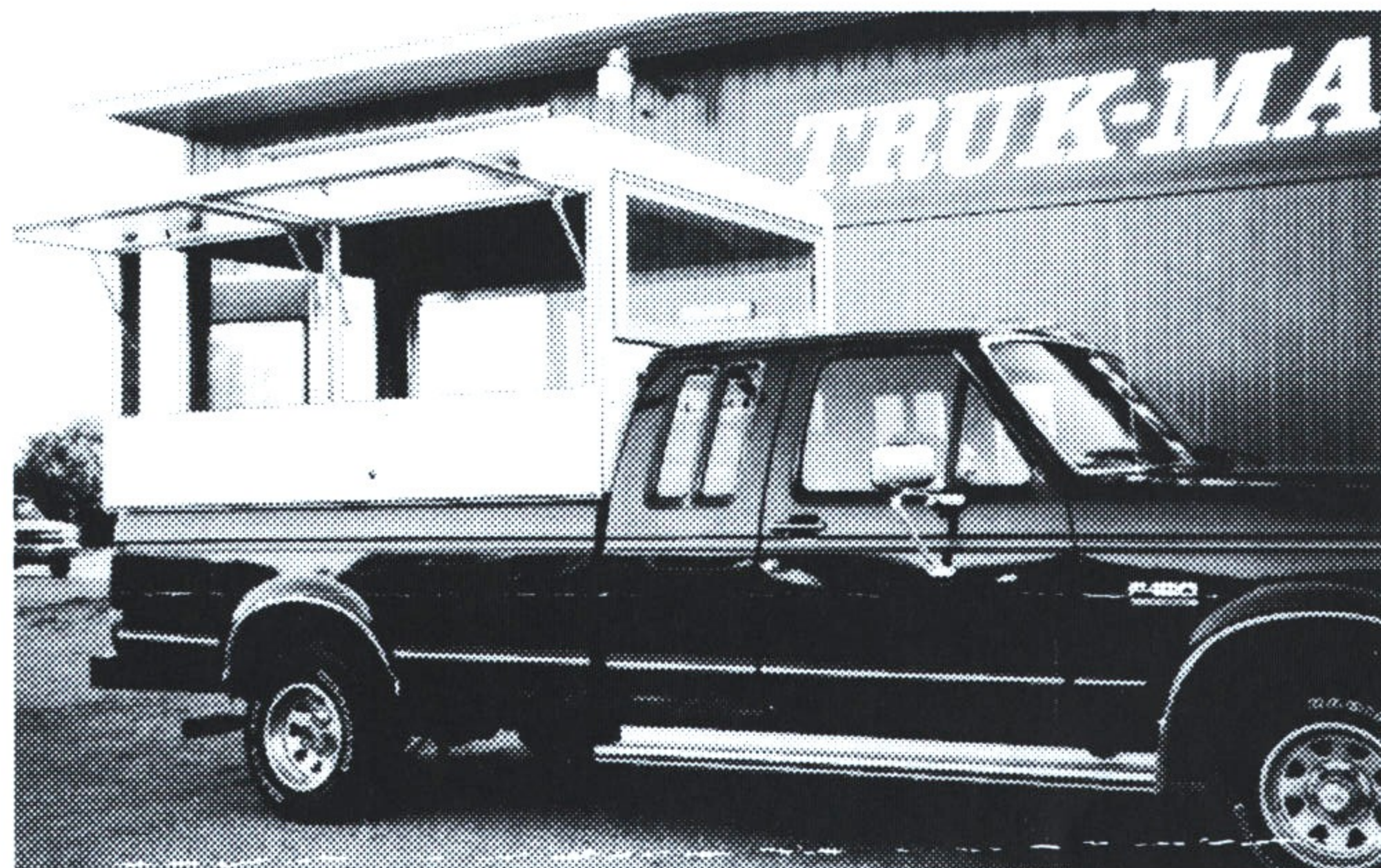
"Once the auction homes have been sold, private sellers will have an easier time selling their properties. This auction will also reduce government carrying costs, and in turn, reduce taxes."

Kaufman said a \$2,500 cashier's check would be required to bid and used as an initial deposit for each property purchased.

In order to participate, brokers should register their clients with the Kaufman firm. A 2 percent commission will be paid to all cooperating brokers. Kaufman hopes to have the highest broker participation possible.

(Continued on page 32)

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Auction Success Stories

from page 31

History Comes Alive At Estate Auction

Historical memorabilia were the focus of a three-day auction held at Gunther's International Auction Gallery Oct. 6-8. **Stanley Gunther** of Brunswick, Md., is owner and operator of the auction gallery.

Included in the auction were items

like tie clasps worn by crew members of PT-109, the torpedo boat commanded by President John F. Kennedy in World War II. Other items associated with the presidency were also auctioned, such as cuff links and ties clasps with the Presidential Seal of the United States, assorted Christmas cards with signed or printed autographs of several

presidents, gift cards and other types of presidential stationery.

The items were being auctioned from the estate of a retired White House Secret Service agent. The Hitler photo (see below price) was left to the agent by his father, who was among the detail that first entered one of Hitler's headquarters at the end of World War II.

Other items auctioned included:

- funeral announcement and photo of President Kennedy, \$50.
- Hallmark Christmas card signed by Jacqueline Kennedy, \$70.
- signed library card of President Kennedy's, \$95.
- sterling silver cup awarded to the White House photographer, \$280.
- a photo of President Kennedy's Lincoln automobile and the key to that car, \$1,325.
- dried rose found in rear of limousine where President Kennedy was assassinated, \$2,550.
- signed photo of Adolf Hitler in sterling silver frame, \$3,600.

Prussia China Brings Woody Large Crowd

The Woody Auction Co. drew a large crowd for an auction in Lenexa, Kan., that featured fine china with the R.S. Prussia label.

The auction company is operated by **John** and **LaVeta Woody** of Douglass, Kan.

Some of the items auctioned were:

- Wheelock Prussia 10-inch cobalt bowl with Iris, \$900.
- 10-inch Melon Eaters cake plate, \$375.
- R.S. Prussia schooner bowl, \$525.
- Lebrun Hairpin Girl Prussia bowl with Tiffany border, \$424.
- Victorian Lady and Dog bowl with Tiffany border, \$1,200.
- Victorian Lady Watering Flowers bowl with Tiffany border, \$1,300.
- R.S. Prussia Diana the Huntress bowl, \$1,200.
- R.S. Prussia Peacock bowl with forest setting, \$1,700.
- R.S. Prussia Mill Scene cake plate, \$650.
- R.S. Prussia Shepherder bowl with gold trim, \$600.
- R.S. Prussia Mill Scene tankard, \$650.
- R.S. Prussia Lebrun plate, \$475.
- R.S. Prussia floral tankard with roses, \$650.
- R.S. Prussia Spring Season vase, \$700.
- R.S. Prussia Stag bowl, \$1,375.
- R.S. Prussia Castle Scene tankard, \$2,300.

(Continued on page 41)

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State News

Kansas

Floyd and Jane Gehring of Moundridge, Kan., celebrated their 40th wedding anniversary, and 40 years in the auction business together, with the help of over 750 guests on Sept. 2.

Temperatures soared outside but the party was held inside an air-conditioned church. The guests enjoyed a meal prepared by the Gehring's son, Dick, and other members of the Gehring family.

One of the attractions was a large table holding highlights from the Gehring's life together and their years in the auction business.

The Gehrings returned to business as usual the next morning, holding an auction at 9 a.m.



required to buy in addition to their regular auction license, will cost \$50.

Persons with questions about this new law should call (502) 588-4453.

South Carolina

The South Carolina Auctioneers Association is fighting to maintain a separate identity for auctioneers in that state as an effort is being made to merge the South Carolina Auctioneers Commission with the South Carolina Real Estate Commission.

The South Carolina Legislative Audit Council recommend this course of action to the South Carolina General Assembly recently.

The recommendation would place auctioneers, auction firms and apprentice auctioneers under the jurisdiction of the Real Estate Commission.

The South Carolina Auctioneers Commission was formed in 1977 and now controls the direct licensing of over 1,000 auction licensees. The South Carolina Auctioneers Asso-

(Continued on page 34)

Kentucky

A major change has taken place in the Kentucky Auctioneer License Law. All auction house operators will be required to obtain a license.

All operators of a fixed-base auction house, with the exception of tobacco and fixed-base livestock markets, will need an Auction House Operator License.

Until Feb. 1, 1991, operators of auction houses can supply proof that

they have run an auction house for two years prior to Jan. 1, 1991, at which at least 20 auction sales were conducted during that period.

Persons who cannot furnish this proof will have to take an examination administered by the Kentucky Board of Auctioneers. However, licensed auctioneers will not be required to take the test. The test will cost \$100.

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ciation has a strong working relationship with the Auctioneers Commission in addressing problems shared by auctioneers, according to South Carolina Auctioneers Association President **Rodney Lee, CAI**. He said that the Commission has worked closely with both the Association and individual auctioneers to correct problems.

Lee has urged all members of the South Carolina Auctioneers Association to contact their individual representatives to fight the change.

Montana

The following story was written by Carol Gordon of Colstrip, Mont. She has been the editor of The Montana Auctioneer, the Montana Auctioneers Association's newsletter, ever since its inception.

In the latest edition of The Montana Auctioneer, Carol announced that her tenure as newsletter editor will come to an end Dec. 31, 1990.

This article is reprinted from that newsletter.

Probably every auctioneer has had the experience, while selling at auction, of wondering, "What in the heck is in that box, that people are bidding that fast and that high?"

Be careful that it doesn't happen too often, however, because it just might mean that you haven't done the necessary pre-sale work, or taken the time to check value on items you had questions about.

We all know that there are those who like to "load" boxes. You can see those individuals, taking an item from one box or area, and putting it in a box with other items that they hope to eventually purchase. There's a certain "fun" in this activity . . . as well as a requirement for a certain amount of "sneakiness." When questioned, many would-be buyers will honestly point out, "I didn't want all of that other junk!"

One recently recommended

"preventative" measure is to cover boxes with a tough plastic wrap. When this is done, all items must be clearly visible. Of course, this also takes the "fun" out of handling, touching, and checking for defects and condition. (The auctioneer must be doubly careful to know the merchandise.)

Personally, I prefer to sort and arrange all box-lots myself, down to the smallest and seemingly most insignificant items. All of us have probably attended an auction where someone in the crowd shouts; "The cover to that Tupperware bowl is in another box, and the person that bought the bowl should have it." (That person is right, even though such sorting takes time.) Auctioneers who rely on sellers to set up and box-lot their own auctions (as a cost-saving and time-saving measure for the auctioneer) are apt to hear many such remarks. I personally feel they have done an injustice to the seller.

More critical, however, are the times where an auctioneer did not take time to study, observe, and evaluate articles to be offered for sale. He or she may indeed have "missed" a valuable article that should have been clearly described in advertising and offered as an "individual" item.

I have been criticized for being a "seller's auctioneer." I have also reminded buyers at auction that, "If this was your property, you'd want the same care and handling." (And I tell then why.) I never mix box-lots of "junk" with one or two "good" items in order to sell the "junk." Over the years, I've observed that there are buyers for good items and buyers for items of less value. Both will sell.

Take time with small items at auction, know what is there, the condition, and the value. If you are too busy for set-up work, don't rely on the sellers to know the business and to do it themselves. Every auctioneer will "miss" an item of value from time to time . . . but it shouldn't happen often. Too often a "lazy" auctioneer will be heard to say, "The buyers will establish a value at the auction." Up to a point, this is true, but the opportunities lost through failure to advertise and attract the "right" buyers also ultimately adds up to dollars lost, and a failure to professionally represent the seller.

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Records From Old Auctions Prove Invaluable To Historians

by Anita Faddis
Curator
NAA Foundation

Records of auctions can serve a multitude of purposes to the historian. It is truly an historical record. Not only do they tell the prices of items purchased, but can be an important document listing names of purchasers, addresses, and professions.

They tell an economic story of the area and times. The type or style of handwriting is a clue to personal histories. I often wonder if we are losing part of the historical value of auctions with the emergence of the computer.

Housed in the Archives is a publication by the "Historical Society of Schuylkill County" describing the early history of this Pennsylvania county, published in 1908.

In this publication, there is a description of two early auctions that played important roles in the development of this county. The title of the chapter is "Account of Sales at the Public Venues of Henry Boyer's Personal Property, held in Tulpehocken, April 13 and 14, 1757."

The introduction reads, "It is believed that in publishing this auction record, a real contribution is made to local Pennsylvania history, especially to the history of the early German settlers. From it the farm of a German pioneer could be completely restocked and his house refurnished. It is also valuable for the number of names given of early settlers in the Tulpehocken region, as it antedates by two years the earliest list of taxables published in Rupp's and Monomer's histories of Berks County,

and contains a number of names not included in those lists.

"When it is recalled that this sale was held only thirty-four years after the first settlers came to that region, this document is an interesting commentary on the industry and thrift of Pennsylvania's German farmers. It will be noticed that no item of the sale of a grain cradle appears, indicating that all the grain had to be reaped with sickles. Some of the articles could not be identified, and so the names are printed as they appear in the German. The original document consists of twelve pages of foolscap written in a plain German hand, though the paper of course is yellow and faded."

The Conditions of the sale read as follows: "The condition of this public sale which will be held the 13th day of April, 1715, on the plantation of the deceased, Henry Boyer, by me Benjamin Spyker as Executor of the advertised goods, is on this wise: Each person is free to bid and to buy, the highest bidder shall be the purchaser, and each one who buys shall have credit until the first of March, 1758. Those of whom it is asked or desired must give security or bondsmen, the bought goods shall again be placed on sale, and what it brings less the transgressor shall refund in cash. And whoever shall buy over five pounds' worth shall give a bond to me for one month time from date."

The conditions are then followed by an accounting of each item sold and the amount of pounds that it brought. Women's names were listed

only if they were widowed and then so noted.

It was noted by these auction records that there were a number of skilled mechanics and learned men among the earlier settlers in the interior of the state of Pennsylvania. Books were a common item in many of the local auctions.

As you file records away from that auction that you conducted last week, just think how much history that you may be leaving for the researcher 10-20-50 or even 100 years from now.

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Antiques and Americana

by George Michael
Merrimack, N.H.

Tucker China

Though there had been some manufacture of porcelains in the 18th Century, none of the ventures could be considered successful with any type of output that can be collected today. It was not until 1825 that a fine pottery was established in Philadelphia, that created by William Ellis Tucker.

Under various partnerships it continued in business until 1838 turning out a fine quality porcelain which rivaled that from Europe. Until an exhibition staged on Sept. 9, 1957 at the Philadelphia Museum of Art, it had not received much national attention.

In 1827, the Franklin Institute held its fourth annual exhibition of "examples of American ingenuity and



industry." At this time, the fledgling pottery earned an award.

Tucker is known to have imported workers from the famed Sevres pottery in France, hence the similarity to that of French design and decoration. Bodies are mostly white and floral motifs plus gilding were most popular.

Also polychromed were buildings and scenes in the area. Very little of the production was marked so one must learn the rules in identification. Philip Hammerslough, a long-time collector who sold the bulk of his collection to the William Penn Museum in Harrisburg taught me several simple points. If one has a vase with square pedestal base, the

top of the base cannot be colored — it must be white — maybe with gilt or flowers for decoration, but no background color.

The porcelain is not pure white in the manner of the Sevres work, but rather has a blue/green tint when held to the light. No Sevres pieces have commemorative dates gilded on them. You may see fine Tucker at the above mentioned museums as well as the Brooklyn Museum.

Kitchen Utensils

We picture a group of kitchen utensils that date back almost to 1920. They are making a rapid comeback as collectibles, but more to be used than to be looked at.

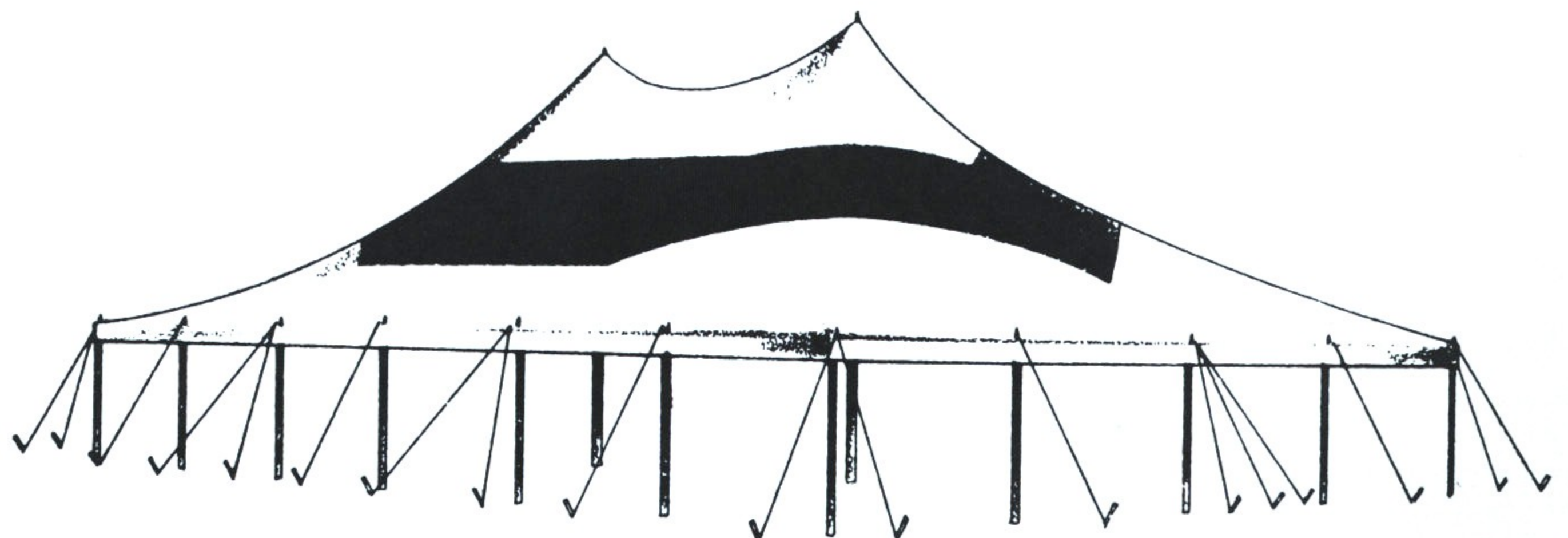
Few featured wooden handles until after World War I. If they made them, few have survived as most kitchen items were thrown away once they wore out.

We know that all wood utensils, such as stirring spoons, paddles, spatulas and salad fork and spoon were in use for hundreds of years. They were joined by the wrought iron implements which were still in vogue until the turn into this century. I recall kitchens in the 1930's still using nothing but iron utensils.

They never seemed to wear out, so owners saw little need for replacement. However, the gaily-colored, wood-handled spoons, pancake turners and the like came along in the 1920's, eventually replacing the iron and tin.

Many colors were prevalent as one would match them to the kitchen.

Most of these tools are found at country auctions and those which involve summer homes as many pieces found their way there to live out their usefulness. They are still less expensive than the new and will serve you just as well.



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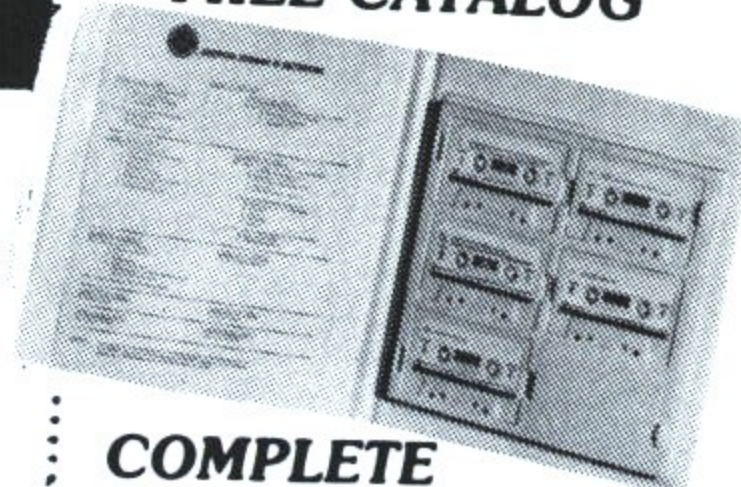
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"Early American Pattern Glass," by William Jenks and Jerry Luna (Chilton Book Co. of Radnor, Pa., \$29.95).

This book is designed to provide all the information needed to date and accurately price all American pattern glassware created from 1850 through 1910.

Following an encyclopedic approach, a comprehensive listing of all known forms of pattern glass, both real and reproductions, for over 300 major patterns. All of the pieces have been measured and, except for the few pieces that have not sold in the last 10 years, priced. Photographs of actual pieces help in pattern identification.

William J. Jenks, who began collecting pattern glass at the age of 12, is a principal in Golden Webb Antiques, a firm specializing in early American pattern glass. Jerry Luna is an avid pattern glass collector and has been working with Jenks for the past five years on assembling pattern glass data.

"Collector's Guide To Comic Books," by John Hegenberger (Chilton Book Co., \$16.95)

Almost everyone has a favorite comic book character from childhood. New comic characters are attracting the attention of the young and the older characters are featured in movies.

The interest in comic book characters has created a revival in buying and collecting comic books. The Collector's Guide To Comic Books discusses how to collect both vintage comic and their contemporary counterparts.

John Hegenberger begins with a history of comic books and discusses manufacturing giants, Marvel, Dell, DC and Archie. He explains how collectors can get started by giving tips on where to find and buy old or new comic books, how to assess the quality and value of a book, and how to build and care for a collection.

The guide is advertised to include information for both enthusiasts and investors.

Hegenberger is a writer whose

credits include articles in *Mystery Scene*, *Film Fax*, *Galaxy* and *Amazing Stories*.

"Hake's Guide To TV Collectibles," by Ted Hake (Chilton Book Co. of Radnor, Pa., \$14.95).

This book is a pictorial price guide to over 1,500 collectibles related to nearly 200 of America's favorite television shows. The publisher says the price guide helps the novice and seasoned collectors alike locate and assess the value of their childhood treasures.

The price guide features popular children's shows such as *"Howdy Doody"* and *"Captain Kangaroo,"* comedies such as *"Leave it to Beaver"* and *"Happy Days,"* adventure series such as *"Battle Star Gallactica"* and *"Dragnet,"* and variety shows like *"The Ed Sullivan Show."*

The publishers say that the price guide pictures and describes each item listed. Each TV show is listed in alphabetical order, the names of characters and celebrities are indexed, and there are explanations on what to look for when assessing condition and retail value.

An eight-page color section features some of the most sought-after TV collectibles such as games, lamps and coloring books.

"Buy Art Smart," by Alan Bamberger (Chilton Book Co. of Radnor, Pa., \$12.95).

Bamberger starts with two basic assumptions in this book: People prefer to buy good quality art; and people prefer to pay fair prices for the art they buy.

He discusses at length the four steps to his "buy art smart" method of how to identify, select, research and buy art. The publisher says a knowledge of art is not necessary to use this book. The "buy art smart" system was designed to apply to all types of art, from paintings to sculptures to mobiles, in every price range.

Bamberger takes the reader from initial interest to final purchase and discusses all aspects of the art business, including his views on how to buy at auction.

"Buy Art Smart puts prospective buyers on the right track and helps them prepare," Bamberger said.

"Jigsaw Puzzles: An Illustrated History And Price Guide," by Anne D. Williams (Chilton Book Co. of Radnor, Pa., \$24.95).

This price guide documents the evolution of the jigsaw puzzle, from the hand-cut children's maps of the 1760's to today's striking custom-crafted puzzles for adults. Included are detailed histories of the over 30 manufacturers in the United States and the most comprehensive listing available of the more than 1,200 other firms in the puzzle industry. Chapters on how to collect and value puzzle, along with a price guide, contain a wealth of new information for both novice and advanced collectors, according to the publisher.

The book also offers descriptions of puzzle types, over 700 photographs, and three indexes that allow quick location and easy identification.

Topical chapters range from advertising to entertainment personalities to scenic subjects.

"Business Profitability Data," (Weybridge Publishing Co. of Dallas, \$35).

This is a straightforward book that evaluates the profitability of 300 common service, retail, wholesale and manufacturing businesses.

The 1990 edition marks the 10th year of this book's publication. To note the anniversary, this year's edition reviews many of the trends of the past decade.

The publishers say the book can be used by individuals concerned with making comparisons of the financial statements of various firms. Figures on sales, profits and total income versus asset size are available in the book.

The publishers state: "Thus, individuals can judge for themselves, when looking at the financial statements of a particular company, whether or not the sales and profit figures indicated are in line with the figure for total assets."

Dunning Auctions Estate Collectibles

Antiques and collectibles from various Midwest estates were auctioned by Dunning's Auction Service of Elgin, Ill., on Sept. 29-30.

Some of the items auctioned were:

- Georgian mahogany chest of drawers on bracket feet, \$2,420.
- 19th Century mahogany gateleg harvest table, \$3,630.
- 19th Century rosewood tip-up breakfast table, \$3,190.
- Georgian-style mahogany three-pedestal dining table with leaves, \$2,860.
- Victorian walnut clerk's desk, \$1,430.
- Persian 4' x 8' oriental rug, \$6,600.
- Chinese rug, 8' x 9', \$5,775.
- Sarouk rug, 9' x 12', \$3,080.
- 19th Century ivory and metal micro-mosaic jewelry casket, \$1,045.
- 19th Century standing jewel casket, surface covered in mother of pearl and tortoise shell inlay, \$1,705.
- "Lion and Monkeys" cast iron mechanical bank, \$465.
- "Creedmore" cast iron mechanical bank, \$250.
- "Trick Dog" cast iron mechanical bank, \$220.
- 36-piece set of Capo Di Monte porcelain, \$1,265.
- Tiffany gold favrile footed vase, 9" and signed, \$770.
- Lalique scent bottle, "Anemone Blossoms," signed and chipped, \$690.
- Wedgwood black basalt footed 7" bowl, \$660.
- Carved and painted wood carousel pig, \$1,705.
- art deco style bronze serpent floor lamp with jeweled glass shade, \$2,640.
- papier mache inkwell set with mother of pearl inlaid decoration, \$300.
- early carved mother of pearl fan with religious scene, \$330.
- 10-piece cut glass and guilloche and enamel dresser set with sterling mounts, \$465.
- large Chinese blue and white porcelain bowl, \$357.
- Continental silver master salt, in form of cart pulled by goat and driven by Pan with Troy ounces of silver, \$550.
- Hamilton nautical chronometer, \$575.

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Enrollment Period Underway For New Insurance Program

A Charter Enrollment Period is underway for the National Auctioneers Association Catastrophe Major Medical Insurance Plan. From now until December 15, 1990 all NAA members are eligible to apply for this important coverage.

The NAA Catastrophe Plan has been designed to help pay those catastrophic bills associated with a serious illness or accident. These costs are often far beyond the benefits provided by the average hospitalization or major medical insurance policy. Rising hospital and nursing home costs, escalating doctor's fees, expensive medicine, home health care costs, specialized surgical procedures and new equipment can push expenses far over the limit basic insurance was ever designed to handle.

Basic health insurance policies may have a large lifetime maximum benefit, but chances are that benefits are restricted per year as to what will and won't be covered. With restricted coverage a sudden long-term illness or serious accident requiring major surgery or even an extensive recuperation period could be financially devastating.

The new NAA \$1,000,000 Catastrophe Major Medical Insurance Plan takes over when your basic health insurance (especially Medicare) runs short, as supplemental coverage.

For this reason the Plan includes a \$35,000 deductible (or the amount paid by your basic health insurance if higher) for each covered illness or accident. This is important in keeping costs as economical as possible. When a covered illness or accident strikes, members have two full years to satisfy the deductible.

Once this deductible is reached, the Catastrophe Major Medical Insurance Plan takes over and covers up to 100% of the Plan's eligible expenses up to a maximum of \$1,000,000 in benefits for up to three full years from the date the first expense is incurred.

If you are covered by Medicare, you know that when Congress voted

to repeal the catastrophic-illness insurance program, the need for a personal Catastrophe Major Medical Insurance Plan became quite clear. Medicare now provides nothing for long-term care or doctor bills that exceed Medicare's limited benefits.

The new Catastrophe Major Medical Insurance Plan provides a number of important benefits each designed to provide coverage for the extraordinary expenses not covered by your present hospitalization, major medical insurance, Blue Cross/Blue Shield or even Medicare. These benefits include Nursing Home and Home Health Care Benefits.

Long-term convalescent or custodial care in a nursing home is not something that is restricted to the elderly. Anyone at any age may require such care. Most health insurance Plans do not provide a nursing home benefit. Should any in-

sured member be confined in a nursing home for custodial or convalescent care, this Plan will pay expenses for room and board, general nursing services and supplies up to \$300 per week — up to three full years.

This plan also pays the reasonable and customary charges for covered home health care treatment up to 100 visits in any one calendar year.

The new NAA Catastrophe Major Medical Insurance Plan provides a number of other important benefits including a Recurrent Illness Benefit and a Common Disaster Provision.

For more complete information on the NAA Catastrophe Major Medical Insurance Plan please complete the coupon below and return it to: Albert H. Wohlers & Co., Administrator, NAA GROUP INSURANCE PLANS, 1440 N. Northwest Highway, Park Ridge, Illinois 60068-1400.

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Omaha Sites

Boys Town is one of the more widely known of the many attractions that await NAA members in Omaha next summer. This statue, the famous "He Ain't Heavy, Father... He's My Brother," adorns the Boys Town Campus in Omaha. Boys Town was founded on the principle that "There is no such thing as a bad boy" by Father Edward Flanagan almost 70 years ago. Flanagan borrowed \$90 and began to offer care and education to homeless boys. In 1937, Hollywood focused national attention on Omaha when the popular movie "Boys Town" was released, starring Spencer Tracy and Mickey Rooney. The "Oscar" Tracy won for his performance rests for all to see in the Hall of History Museum on the Boys Town Campus. Through the years, Boys Town has expanded to include more than 400 boys and girls. Boys Town is almost completely self-supported, with its own post office, police and fire protection, bakery, dairy and produce farms and maintenance departments. Boys Town will be one of several tours conducted by the NAA during the convention.

Omaha Convention Plans Advancing And Will Be Finalized Soon

What will NAA members find in Omaha during the week of July 16-20, 1991?

They will find a city that is proud of its Pioneer heritage but ready to face the future.

NAA members will find a metropolitan area of 621,000, and all the services and attractions needed to satisfy that large of a population.

In Omaha and the surrounding area, there are a surprising number of tourist attractions — guaranteed to enthrall even the most jaded traveler.

Here are just a few of the attractions:

- **Boys Town.** If you visit this world-renowned facility, be prepared to be moved by its majesty and history of self sacrifice.

- **Strategic Air Command.** Located just south of Omaha, this is the headquarters of United States defense system. From here flies the "Looking Glass" aircraft, from which SAC commanders and the President would lead the nation in the event of an emergency. More than 30 vintage and modern planes are on display and the SAC Museum chronicles the history of the U.S. Air Force with indoor and outdoor exhibits. (Special note: some lucky NAA members will be able to tour "The Hole" — the below-ground nerve center of SAC. This tour will be severely limited in size because of Air Force regulations.)

Other attractions include the Old Market, Ak-Sar-Ben Racetrack, the highly-regarded Henry Doorly Zoo, Peony Park (an amusement fun center), Union Pacific Railroad Museum, Omaha Childrens Museum, dinner theatres, baseball, and several large shopping malls.

When you come to Omaha, bring your appetite, for besides the legendary steak dinners of the Midwest, Omaha has a plethora of fine dining establishments. Plans are well underway to add a barbecue to the convention activities.

And for those of us on tight budgets, hotel room rates will be significantly lower this year.

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Proof of success for the Grand Forks, North Dakota couple has come in many forms; as guests on **CBS Night Watch**, for a segment on auctions; as owners of **Mason City College of Auctioneering**, (where Doug attended auctioneering school himself); as winners of NAA advertising awards in 1989 and 1990; and as auctioneers for a ground breaking aircraft auction at the **Center for Aerospace Sciences**.

According to Tracy, "Since 1969 our goal has been to be the best that we can be...to provide the best service that we can for our customers." In keeping with this goal, the Merfelds researched a system to computerize their auctions. "We have used computers for years, [but] we wanted software that allows us to be completely



*Doug and Tracy at Auction
in a town hall. (See, no wires!)*

mobile with clerk and cashier on line. We now send information via **SOLD II** from our mobile auction topper to our cashier's office where it will be available to buyer and seller."

Since the Merfeld's specialties include livestock, farm machinery, real estate, antiques, equipment, and airplanes, a mobile computer that can transmit from clerk to cashier without wires is essential.

They found **SOLD II**, and decided on **SOLD II**'s portable wireless system.

According to the Merfelds clerk, Cindy Dahl, "...it was scary because we planned to use the new system at an auction the day after we got it.

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Cindy is able to completely reconcile an auction, produce reports, and print consignor checks within minutes of the last item sold, in the field, using **SOLD II**. "All our customers are happy and surprised and they don't have to wait. We're striving to be aware of our customer needs..."

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To make the directory of value, we will need the help of you, the membership of the NAA. We want to list the specialties of each member in the directory. We need **all** NAA members to fill out the adjacent postcard. Don't wait, send this information as soon as possible. February may seem a long while off, but we need to get started compiling the information as soon as possible.

A space has been provided for you to write in a suggestion of where the directory should be sent. The suggestion will be added to the growing list of possible target markets for the directory.

Remember! This Is For YOUR Benefit

For those of you concerned about losing business because you do not have a certain specialty listed, we have a special *General* category. The *General* category will indicate that you have/will conduct auctions in all categories listed. With this understood, we hope that other selections will be based on actual specialties. When you check the *General* box it counts as one of your seven selections.

Your choices will be entered into member records and listed next to your name in the 1991 Membership Directory. The specializations listed in the Directory will be invalid if members declare as specialties types of auctions that they have not conducted in the recent past or have no immediate plans to conduct.

Members will be limited to seven selections. There are 33 possible specialties in four general areas. Each of the four general areas will have as its first possible choice *All Selections*. If you choose *All Selections*, you cannot choose specific entries in that general area. **You are also limited to checking two *All Selections* boxes.** The *General* selection was designed to allow you to state your intention to conduct all types of auctions.

When Completing The Specialization Postcard Remember These Three Guidelines

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Only Two *All Selections*
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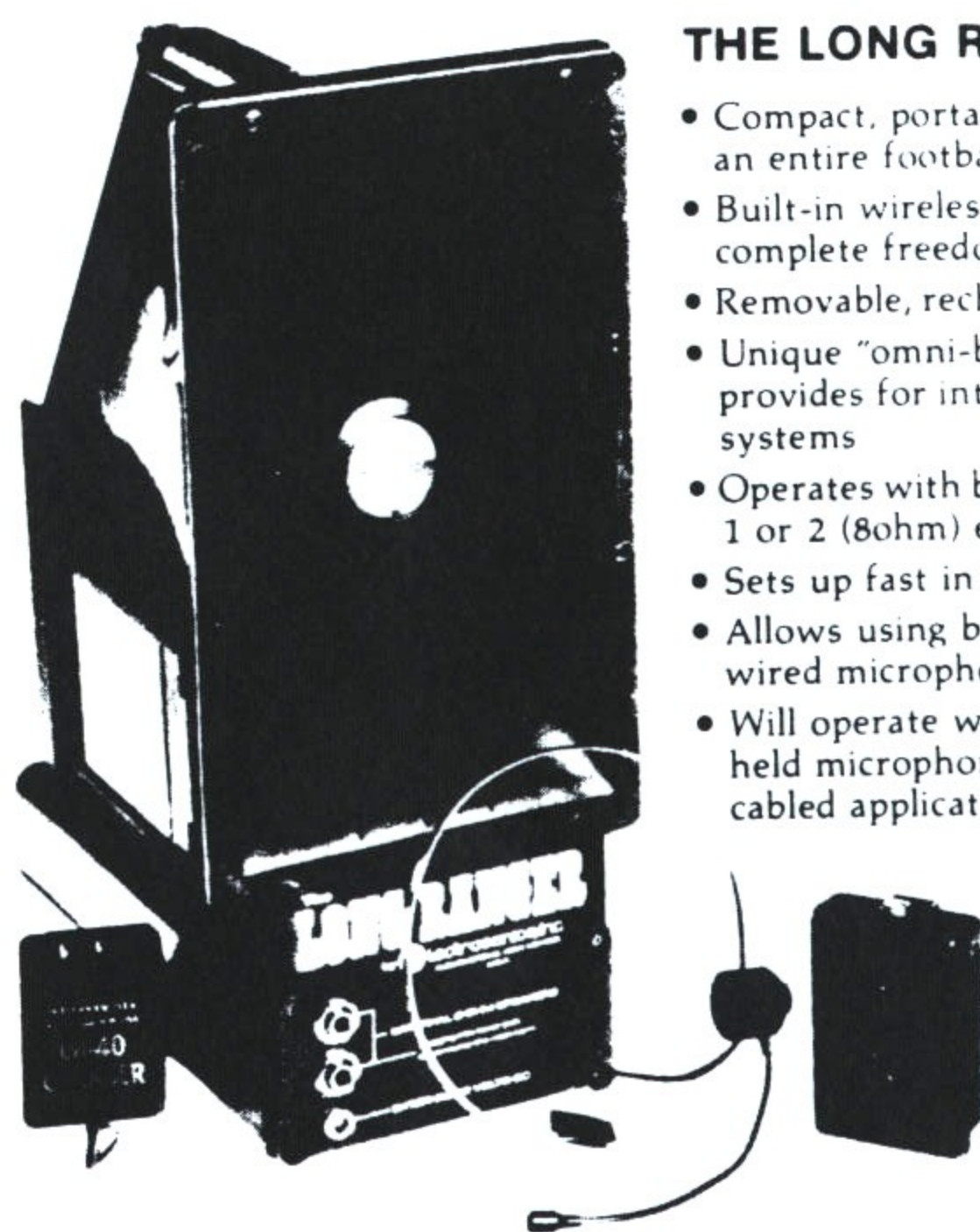
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Comments From The Past Are Still Vivid

Stephen Schofield, CAI, found this commentary in an old magazine. The commentator, Aukshin-by Hank, reported in his own unique way on the auction scene in the late 1940's.

Here it is the 25th day uv March and you have tawked me into setting down to massage the old riting machine to do a summer piece for your magazine, and like I have sed in previous years, just how can a feller rite about summer when the puddles still freeze nights, they is snow in the fields and the back roads is real muddy?

This aint August, it is March, and it is quite a chore to get myself into an August frame uv mind.

Wun of the grate old New Hampshire institutions is the auction (pronounced aukshin) and them of you folks what come up here next summer will miss part of your liberal educashun if you don't go to wun or two.

I ben to them awl my life and what I don't know 'bout them would fill a good many volumes. First of awl they is the real old fashioned country aukshin to settle an estate. This is held in the back country and before advertising got so darned good, why you could go to wun and get a good trade on an axe or a set uv harnesses or a pung.

Then they is also the real bona fide aukshins which is held over until the summer folks get here and you will find everybody from the town drunk to president of sum New York bank busy bidding. Then they is the aukshin to settle an estate into which the anteeck dealers and their friends have rung some of their stock. Also a few of the natives have rung sum of the stuff they is tired of seeing setting around.

They have advertised the event from Colebrook to Seabrook and from Hanover to Hiram. They aint nobuddy there except the beach waggin set from the sea coast and the beach waggin set from the mowntings and awl the anteeck dealers and also awl the collectors of old prints, furniture, glass and pewter.

They aint no holds barred and a five dollar bill lasts about as long as a snow flake in Hell when the aukshineer holds up a real old Currier and Ives print.

Even with awl these smart alecks bidding, who is supposed to know what it what, I aint never ben able to figger out why things go at the price they do go.

They will hold up a bottle for which I would not give 5 cents and sum glass collector will yell "One Dollar" and the next character yells "Two" and before you know it the bottle is up to five bux.

Then sumboddy what dont know the difference betwixt a bottle and a boat as fur as value is concerned, says to theirselves "If it is worth that to them folks why it is worth that to me." So he draws a deep breath and hollers "Six" and gets it. So he pays six bux for his bottle and dont know what to do with it when he gets same.

Then on the other hand I have seed the aukshinneer hold up a fur coat which was in perfect shape and cost \$500 brand new. It being a hot day the best bid he could get was \$27.50.

Last summer I seed a beat up pung put up. For my money it want worth nothing. It went for \$50 on acct two stylist stout females got fighting over same. They wanted it to peighnt up and put their fambly name on the back uv the seat and set it out onto the frunt lawn of their estate as a marker for their place so the visitors would know right where they lived.

I think it is a real nice idea but it seems to me that a \$5 sign would do as good and be a lot easier to take care of.

Then on the other hand I see a cupple of aukshins when cars was awful scurce. They put a lovely old Shevoley 1928 which had 50,000 good

miles left into it, if they was a foot; and it sold for just \$75.

A cupple of weeks later I went to an aukshin where they was a 1938 Shevoley up which hadn't been used at awl except 60,000 miles before the war busted out and it hauled five men to the shipyard, round trip 100 miles, every day almost during the war and it didn't have enuff compreshun left to blow out a birthday candle and the frunt end was loose as ashes. Them jug heads bid it up to \$750.

You really cant never tell what you will find to an aukshin. Wun time I bot an old chromo of sum-buddy's ancestor, just to get the frame. When I removed that walrus mous-tached old geezer from sed frame I come to find out it was mounted on an genuine old Currier and Ives. If you don't think I made a good day's pay on that you is crazy.

Anuther time I bid 50 cents for a pitchfork. Come to find out I had bought a dozen at 50 cents per copy. When I come home with a dozen pitchforks I tell you my fambly had suthing to say over about that deal.

About ten years ago Mrs. Hank told me to bid on a wash tub at an aukshin. Come to find out a nabor or mine had the same orders from his wife. We got bidding on that beat up wash tub and finally give enuff for it to buy four brand new wuns.

When you folks come up here this summer, after you have looked over the mowntings and sunned and swum and played golf and tennis and danced and dined, you might get a kick out of taking a day off and a few dollars and going to an aukshin.

It dont make no difference wheather you buy suthing or not. Its more fun than a bunch uv white mice loose in sewing circle. Likewise you may be surprised at what a good trade you can get. I ben there and I know, for I ben round here a while.



Florida Auctioneer Academy

Forty students, representing four states, graduated Sept. 16 from Florida Auctioneer Academy in Orlando, Fla. Front row, from left: Ray Hetzel, Charles Smith, Paul Lanius, Mark Peer, Ray Johnson, Kim Lyons, Marianne Zamojska, Toni Dean Boyer, William Banks, Allen Sowder, Eric Brent, Charles Morrison and Reginald Reid. Second row: Ronald Noe, Pete Williams, Kurt Chana, Johann Bendik, W.R. Johnson, Charles Maxwell, Jerry Hetfield, Bill McGee, Patrick Hendry and Joe Binns. Back row: instructor Gary Smith, Michael Kay, Henry Kulesza, John Mock, Jon Rice, Jan Thaler, W.M. Norris, Jim Reynolds, Willard Ashburn, Frank Whalen, Don Pravda, Chuck Howard, Robert Phaneuf, David Ambuehl, Arthur Bursch and Steven Farmer.

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Key To Success Is Preparedness

by John E. Schwartz
Prescott, Ariz.

The preview is over and it's time for the auction to begin. The crowd watches expectantly as the auctioneer mounts the stand, and the auction sales crew members take their places. Probably many of the people in the audience are wondering what fabulous bargains will come their way... what valuable treasures will be unearthed at this auction.

And what is the auctioneer wondering at this moment? Surely, there are a lot of things going through his or her head but foremost in those thoughts, likely, is the question of what can he do to perform the best possible job for his consignor. And that's an appropriate thought but if he's a good auctioneer, this question came up and was acted upon a long time before this moment.

Experienced auctioneers know that most of the effort to produce a successful auction should have come long before the hour to open the bidding.

A standard phrase in the real estate business is that "the three most important factors in a property's salability are location, location and location." If this phrase were adapted to the auction business, I think it would go: "the three most important factors in a successful auction are **preparation, preparation, and preparation.**"

Of course, knowledge, skill and experience are important factors in any business or profession including the auction business. But even the most experienced and skillful auctioneers can stumble if they are ill prepared for a sale.

It's a shame if this happens because coupled with the aforementioned attributes, preparation takes only work and devotion — something all of us can achieve.

No one of us knows everything when it comes to product knowledge. As an auctioneer, I'll be the first to get in line to admit there are a lot of things I don't know about items I'm

asked to sell. But as the late, great baseball manager, Casey Stengel, was fond of saying: "You could look it up." And, looking it up is an important aspect of the auction business.

Here are some simple but sometimes overlooked ideas to share: During an inventory I make notes on, and even sometimes take Polaroid pictures of, certain items.

Then, before preparing advertising, I go through my library of reference books on antiques, glassware, furniture, clocks, etc. If nothing else, I pick up a lot of descriptive terms for style, design, era and the like.

When it comes to tools or contemporary items, the Sears catalog is a good reference guide. I also use the classified section of our large, metropolitan newspaper as a value guide on anything from antiques to appliances, cars, equipment and tools.

It also pays to make phone calls to dealers or known collectors of specific items, who usually don't mind sharing their knowledge. For example, last summer we did an estate auction in which we had a number of old Hummel figurines. I'm not an expert on these, but I consulted one and when it came time to sell them I felt confident that I was knowledgeable enough to do the job.

Once we were doing an almost total antique auction and were supplied with a detailed inventory by a local well-known (and qualified, I might add) appraiser who had been hired by the consignor. Still, we went through the inventory piece-by-piece ourselves.

One item described on the appraiser's inventory as a "pine planter box" caught my attention when I examined it. Something resting in the recesses of my mind from my youth in Pennsylvania told me it was something other than a planter box. Sure enough, upon investigation

I found that it was a dough box. It was missing its lid, as many surviving dough boxes are, so it was easily

mistaken for something else. Imagine my embarrassment though if I had stood in front of that crowd of antique buyers and described, as a planter box, an 1800's dough box.

We find it helps to contact, in advance, known buyers of specific items. Our mailing list is categorized by buyers' interests such as: Antiques, tools, heavy equipment, furniture, glassware, etc.

I know that a lot of larger auction firms are now computerized, so I'm sure that this procedure is easy for them, but all of us can do it, even in a small way.

A few phone calls will often help to get these special interest people out and, subsequently, help to get better prices.

Another important part of the preparation process is helping the consignor get ready for the auction. Virtually all of our consignors are first timers who need to be instructed, in a detailed way, how to prepare for an auction. I think we're failing them and ourselves if we don't emphasize that things should be clean and minor repairs made in order to realize the best prices.

Background information and history of special items should be discussed so the auctioneer can impart this information to prospective buyers.

It's also wise to give consignors a floor plan or map of the layout for auction day. Not only will this help the consignor to better visualize how the sale items will be displayed and the general order of sale, but it helps the auctioneer mentally prepare for the auction.

So, getting back to where this story started, here we are opening the auction by announcing the terms and conditions and, hopefully, confident that we have everything under control because we prepared in advance, we are ready for the moment of the familiar cry, "Well, what am I bid for it..."

The Nation's Largest Industrial Auctioneers

July 15, 1990

Rank	Name of Firm	Commercial/Industrial Sales Volume for the 1989 Calendar Year	Contact	Recent Representative Clients
1.	Ritchie Brothers Brighton, CO	\$500 million	Brian Wannop	Unavailable
2.	Miller and Miller Fort Worth, TX	\$125 million	William M. Miller	Haliburton Exxon FDIC
3.	First Team Auction Americus, GA	\$117 million	Grant Stepp	Bechtel Caterpillar Dealers Southern Co.
4.	Hudson and Marshall Macon, GA	\$95 million	Tom Webb	FDIC Mineral Land Co SBA
	Norman Levy Associates Southfield, MI	\$95 million	Lew Nucian	AT&T UNISYS Chrysler
5.	Taylor and Martin Fremont, NE	\$80 million	Haines Hill	"Too numerous to mention"
6.	Superior Auctioneers San Antonio, TX	\$65.8 million	Daniel Kruse	Continental Illinois Bank FDIC First Interstate Bank of TX
7.	Continental Plants Chicago, IL	\$60 million	Cary Goldberg	International Telephone and Telegraph Inland Steel Armco Steel
8.	Max Rouse and Sons Beverly Hills, CA	\$57.4 million	Harold Rouse	Kaiser Steel Weyerhaeuser Sunbelt Mining
9.	Vilsmeier Auction Co, Inc. Montgomeryville, PA	\$50 million	Walter Vilsmeier	Glasgow, Inc. Pennsylvania Power and Light Niagra Mohawk Power Corp.
10.	Blackmon Auctions Little Rock, AR	\$42 million	Thomas Blackmon	Southwestern Bell International Paper Company Union Pacific Railroad
11.	Ross-Dove Co. San Mateo, CA	\$41 million	Ross Dove	Unavailable
12.	Albin Auctioneers Lincoln, NE	\$40 million	Rick Albin	FDIC Norwest Leasing Weaver Construction
13.	Plant and Machinery, Inc. Houston, TX	\$39 million	Ronald Moore	General Motors USX Corp. Armco, Inc.
14.	Kaufman-Lasman Associates Chicago, IL	\$35 million	Joseph Milek	Freddie Mac Trans Ohio S&L First City Bancorporation of Texas
15.	Michael Fox Auctioneers Baltimore, MD	\$34 million	William Fox	Proctor & Gamble Black and Decker General Electric
16.	Nelson International Auctioneers Dallas, TX	\$21.4 million	James Short	Chase Manhattan Leasing Company Peabody Coal Company The CIT Group, Industrial Financing
17.	Industrial Plants Coporation Northbrook, IL	\$20 million	Daniel Herz	Black & Webster, Inc So Good Potato Chip Co. Weaver Corp.
17.	Rene Bates Auctioneers McKinney, TX	\$20 million	Rene Bates Susan Bates	City of Dallas Arkansas Power and Light Corp. City of Mobile, AL

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-Warren S. Krackov

Industrial Auctioneers Ranked By Independent Organization

Note: The story below and the accompanying graph on page 60 were sent to NAA Headquarters by the BeardGroup. NAA compiles no auctioneer rankings.

During the past year and a half, the nation's largest industrial auctioneers have reported unprecedented growth, as measured by their annual sales figures. *Turnarounds & Workouts*, a Washington, DC, bankruptcy industry newsletter, is the only publication to prepare a ranking devoted exclusively to the nation's industrial auctioneers. (See chart on opposite page).

In *Turnarounds & Workouts*, 10 industrial firms — more than half of the 19 that made the survey — reported total sales of \$50 million or more. Five of these firms reported annual sales that exceeded \$90 million. To be considered for the survey, a firm had to report annual sales of \$20 million or more.

The firm at the top of the survey — Ritchie Brothers of Brighton, Colo. — reported annual sales of \$500 million. The next closest firm — Miller and Miller of Fort Worth, Texas — reported sales of \$125 million. First Team Auction of Americus, Ga., rounded out the top three, with total sales of \$117 million.

In a November 1988 *Turnarounds & Workouts* combined ranking of industrial and real estate auctioneers, the highest sales figure for an industrial firm was \$200 million — for Ritchie Brothers. The 1990 sales figure for the top industrial firm is nearly 70 percent higher than the 1988 figure.

In the 1988 survey, only one industrial firm reported sales exceeding \$90 million, and only three reported figures of \$50 million or more. In 1990, more than twice as many firms fit into the same categories.

Most firms realized an increase in annual sales between the 1988 and 1990 surveys, and in the case of the four firms that didn't realize such growth, managerial and/or structural changes within the firm usually played a role.

Christopher Beard, publisher of *Turnarounds & Workouts*, commented that "the larger auctioneers are an increasing presence in the market, and using the auction process to dispose of assets is becoming more popular."

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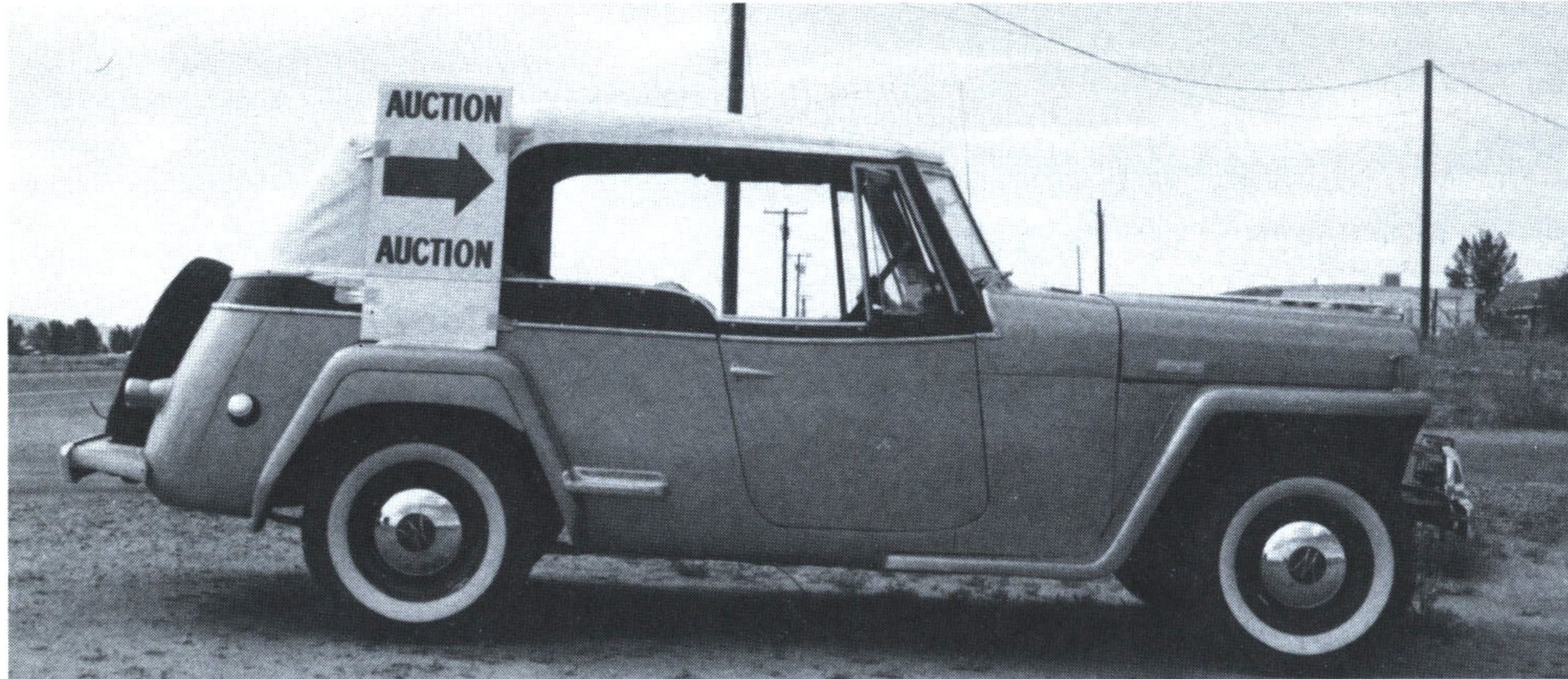
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Auction Scenes



Showing The Way

John Schwartz of Prescott, Ariz., used an unique way to post a direction sign for a recent antique auction (left). Keeping with the theme of the auction, he used a 1948 Jeepster to direct traffic off of the highway toward the auction site. Schwartz has been restoring the Jeepster for the last six years.



Canadian Scenes

Hugh K. Cameron of Taymouth, New Brunswick, conducts a wide range of auctions, including the typical farm auction in the above left photo and the government equipment auction in the above right photo.



Hot Day

Don Bates of Cincinnati was pleased with the results of the recent auction of a 14-acre equipment yard. The auction was held under adverse conditions with the temperature reaching 140 degrees in the building. The generator in the foreground in the picture to the left realized \$125,000 at the auction.



Walton School of Auctioneering

Fifteen students, representing four states, graduated from the Walton School of Auctioneering in Medina, Ohio, during the spring term. While the students were in attendance, several television and newspaper stories were reported from the school.

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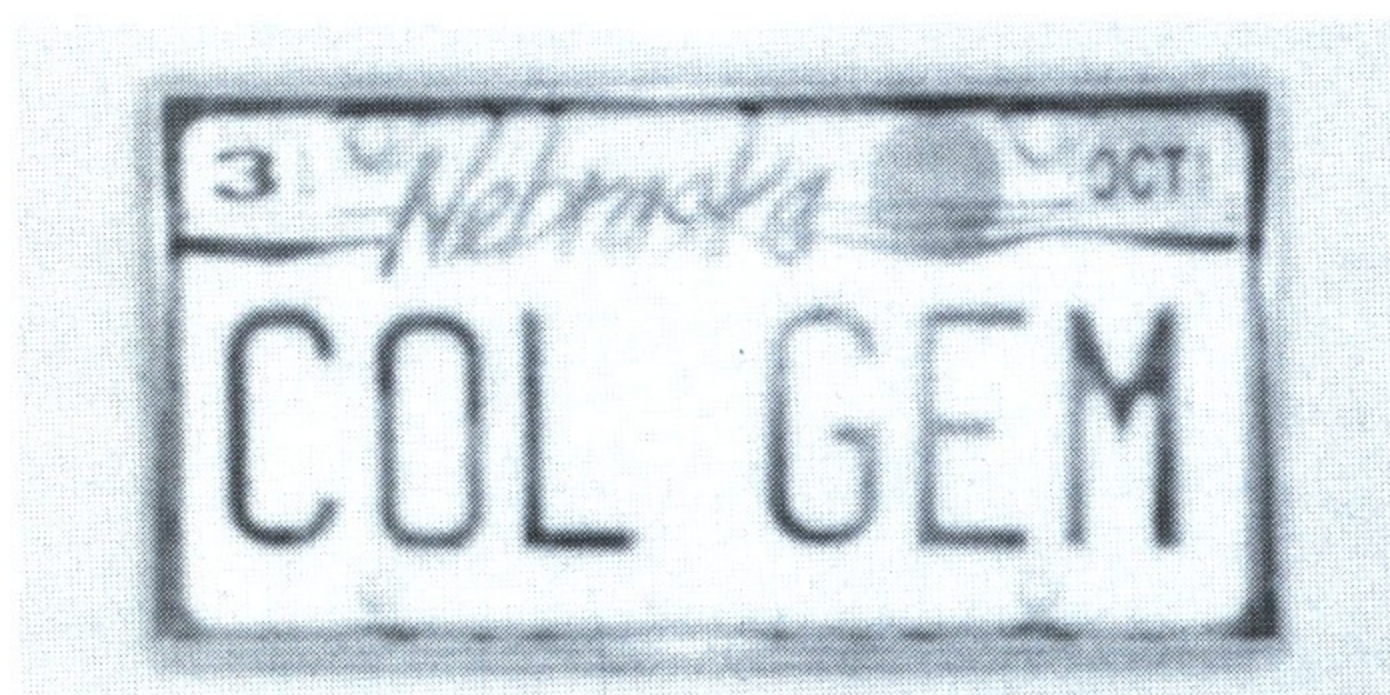
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Other _____

REFERENCES: (List three on attached sheet)

EMPLOYMENT HISTORY: (Past 10 years—attached additional sheet)

Minimum Wages Preferred: _____

As Job Allows: _____

Sponsored By
Support Services Council

Obituaries

Denzil Schrader

Denzil D. Schrader, 72, of Columbia City, Ind., died Aug. 27. He was attending a horse show in Tennessee with his wife, Betty, when he was struck with a massive coronary. He died at a hospital in Shelbyville, Tenn.

Schrader lived his entire life in the Columbia City area and was still active in business affairs when he died. He was secretary-treasurer of Schrader Real Estate and Auction, and he was past owner of Coldwater Livestock Auction. Schrader was active outside of the auction business, also.

He rode Tennessee Walking Horses and in 1989, Denzil and Betty were honored by the President's Council at Purdue University as "Distinguished Fellows" for loyal and generous support in the pursuit of excellence.

In Memorium

Gene Lehman
Ekalaka, Mont.

Corrections/ Clarifications

September — Page 72: The name of **Mark Mallette, CAI**, of Cincinnati should have been followed by a CAI designation in the list of NAA Boosters.

September — Page 72: **Phillip M. Farrell** of St. Joseph, Mo., should have been listed with the NAA Boosters.

Wanted

Auctioneers To Sell .925
Sterling Silver Jewelry —
For Another Auctioneer.

For More Information,
Contact:
Richard Keister,
Auctioneer
514 Pottsville St. Box 7
Wiconisco, Pa. 17097

1991 Directory Will Have Classified Section

The 1991 Membership Directory, which will be distributed in February, will include innovations designed to improve its usefulness to both members and the general public.

The Directory will feature two free listings of all members, as well as a special Classified Section in which all members may purchase advertising space.

- The first section will be a free alphabetical listing of all members, along with their addresses and phone numbers. It will enable readers of the Directory to locate a member, even if they are unsure of the state or foreign country in which he or she resides.
- The second section — also free — will list the members alphabetically within the state or foreign country in which they reside. Included will be the city in which you reside and the specializations you have chosen (see page 42).
- The Classified Section will allow auctioneers to advertise their services under one or more specialty headings. The Classifieds should be particularly helpful to the non-members who request copies of the Membership Directory.

All members will be automatically included in the free sections of the Membership Directory.

To become a part of the Classified Section, complete and return the following form no later than Dec. 29, 1990

Advertise Your Specialty

in the

1991 Membership Directory

Deadline: Dec. 29, 1990

Examples of Available Ad Sizes:

Doe Auction Service
Overland Park, KS (913) 123-4567

Number 1
\$25 Per Insertion

Smith Realty
Real Estate & Asset Recovery
John Smith, CAI Kansas City, KS
(913) 123-1234

Number 2
\$50 Per Insertion

Jones Auction Co.
Monthly Farm Equipment
Consignment Auctions
John Jones, Auctioneer
Phone (816) 123-0000
Kansas City, MO

Number 3
\$100 Per Insertion

Yes, I want to be a part of the Classified Section of the Membership Directory. Please include the attached ad:

Ad size: Number 1 ☐ Number 2 ☐ Number 3 ☐

Classifications: (check as many as you like but each ad is a separate charge)

- | | | |
|--|---|---|
| <input type="checkbox"/> Aircraft | <input type="checkbox"/> Collectibles | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Commercial & Heavy Equipment | <input type="checkbox"/> Livestock |
| <input type="checkbox"/> Appraisals | <input type="checkbox"/> Dolls | <input type="checkbox"/> Marine |
| <input type="checkbox"/> Art | <input type="checkbox"/> Estates | <input type="checkbox"/> Personal Property |
| <input type="checkbox"/> Antique/Collector Automobiles | <input type="checkbox"/> Exotic Animals | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Automobiles | <input type="checkbox"/> Farm Equipment | <input type="checkbox"/> Restaurant Equipment |
| <input type="checkbox"/> Business Liquidations | <input type="checkbox"/> Firearms | <input type="checkbox"/> Support Services |
| <input type="checkbox"/> Charity Auctions | <input type="checkbox"/> Galleries | <input type="checkbox"/> Toys |
| <input type="checkbox"/> Coins | <input type="checkbox"/> General | <input type="checkbox"/> Other: _____ |

(If the Classification you prefer isn't shown, please list it. However, the NAA reserves the right to determine which Classification headings will be used.)

Your Name: _____

Address: _____

City, State, ZIP Code: _____

Phone Number: (____) _____

Total Amount Enclosed: \$ _____

Please Make Checks Payable To National Auctioneers Association

Complete & Mail To: **National Auctioneers Association**
8880 Ballentine
Overland Park, KS 66214

Orders Must Be Received
By Dec. 29, 1990

Directors Will Speak At State Conventions, Mini-Seminars

You can never have enough education seminars. With this in mind the National Auctioneers Association Board of Directors has created a new program designed to help state associations create mini-seminars.

The NAA is encouraging state associations, or groups of state associations, to organize small seminars that can be operated with a low budget. The NAA will provide a list of speakers (NAA directors) who will be available to come to these mini-seminars. Although not a requirement, the NAA Board of Directors suggest two speakers for each seminar.

The seminar speakers do not charge for their appearances, but the group organizing the seminar will be expected to pay for their travel and other expenses.

This "mini-seminar" concept is in addition to the speakers NAA provides for state conventions. NAA will still provide one speaker for state conventions, with the NAA paying for transportation and the state association paying for all other expenses.

To arrange for a speaker for either a mini-seminar or a state convention, contact Joe Keefhaver, NAA executive vice president.

It is hoped that the low cost of providing speakers for mini-seminars will encourage more state associations to organize mini-seminars that can be held at times other than during conventions.

The speakers and their topics include:

Ronald W. Faison, CAI — Computers. Ringmaster. Business Liquidations. Building Your Auction Business. Teaching Techniques.

Wayne Stewart, CAI — The Professional Approach To Selling Real Estate At Auction Involving Real Estate Agents.

Robert Steffes, CAI — Second Generation Auctioneers. Business Liquidation Set Up.

Richard Keenan, CAI — Preparing A Real Estate Buyer's Prospectus.

T. Eddie Haynes, CAI — Real Estate. Advertising.

W. Ronald Evans, CAI — Legislation. Real Estate. Building a Real Estate Auction Business.

Wil Hahn, CAI — Opening A New Office. Public Relations From The Block. A Professional In Your Community. Motivational Topics. *Presentations run between one and one and a half hours.*

C. Dean Howard, CAI — Multi-Parcel Real Estate.

James G. Murphy — Advertising And Promoting Your Auctions.

Robert G. Frey — Construction And Heavy Equipment Auction. Farm Machinery Consignment Auction.

Paul McInnis, CAI — Antiques And Estate Auctions. Real Estate. Advertising.

Stephen H. Schofield, CAI — Personal Property Appraisal. Antiques. The Tactical Approach to Auctions.

Joe Tarpley, CAI — Real Estate, NAA Promotion.

R.C. (Ronnie) Wiley, CAI — Building Your Auction Business. Ring Personnel. Promotion. Public Relations.

Bernard Brzostek, CAI — Absolute Real Estate at Auction. Antiques at Auction. Computer Sys-

tems. Selling Automobiles at General Public Auction. On-Site Auctions. Other Topics. *Presentations last one hour and 15 minutes.*

Thomas R. Hunt, CAI — Five Steps of Selling. Real Estate Topics: Obtaining the Sale. Advertising the Sale. Making a Planned Presentation. Use of Auction Support Materials. Use of the Buyer's Premium. Using the Multi-Par Sell System. Dividing and Selling Real Estate Properties at Auction. Conducting Real Estate Auction (sale day). Principals of Successfully Selling Real Properties. Running an Auction Company for Profit and Pleasure. Running an Auction Company in Conjunction with a Conventional Real Estate Company. *Presentations vary in length between one to three hours, depending on topic.*

Kurt Kiefer — Auction Opportunities for the 90's. Targeted Marketing for Specialty Auctions.

Robin Marshall — Agricultural real estate and equipment. Keeping a credible image. *Presentations will last 45 minutes to an hour.*

Organizing a Mini-Seminar: A Quick Look.

First: Decide where your attendance is coming from. Do you want to draw primarily from your state? If that is the case, the seminar needs to be located in a central area of the state or an area that is accessible to the most auctioneers.

If you want to organize a regional seminar, decide what would be the best location for the most people in that region. In setting up a regional seminar, solicit the assistance of other state associations. But remember, one state association should be "in charge" to avoid confusion.

Second: Identify your target audience. Since one of the primary reasons for holding a mini-seminar is to assist auctioneers who may not be able to afford to attend NAA seminars, you might want to gear the seminar to the beginning auctioneer. NAA suggests seminar attendees not be required to be members of either the NAA or a state association. After these new auctioneers have seen the benefits of education, they will want to join.

Third: Keep costs down. Find a facility that is acceptable to the majority of the attendees, but not so fancy as to result in an increased cost. Can the seminar schedule be set up so attendees have to stay at the hotel only one night?

Fourth: Set the seminar fee at a level that will just cover expenses. It should be fairly easy to determine your costs. Air fare and lodging for speakers, meeting room costs, etc. can be determined before setting a seminar fee. The difficult thing is to estimate attendance. The NAA Headquarters staff will be glad to consult with organizers to help them arrive at a fair price that will cover costs.



Mendenhall School of Auctioneering

Seventy students, representing 16 states, graduated Aug. 17 from Mendenhall School of Auctioneering in High Point, N.C. Pictured in the front row, seated from left to right, are: **Forrest Mendenhall, CAI**, president; **Sue Turner**, secretary; **Wayne Mendenhall, CAI**, vice president; **Betty Jo Mendenhall**, secretary; **Sara Spurlock**, student; and **Mary Clark**, student.

Makes Clerking Auctions Easier

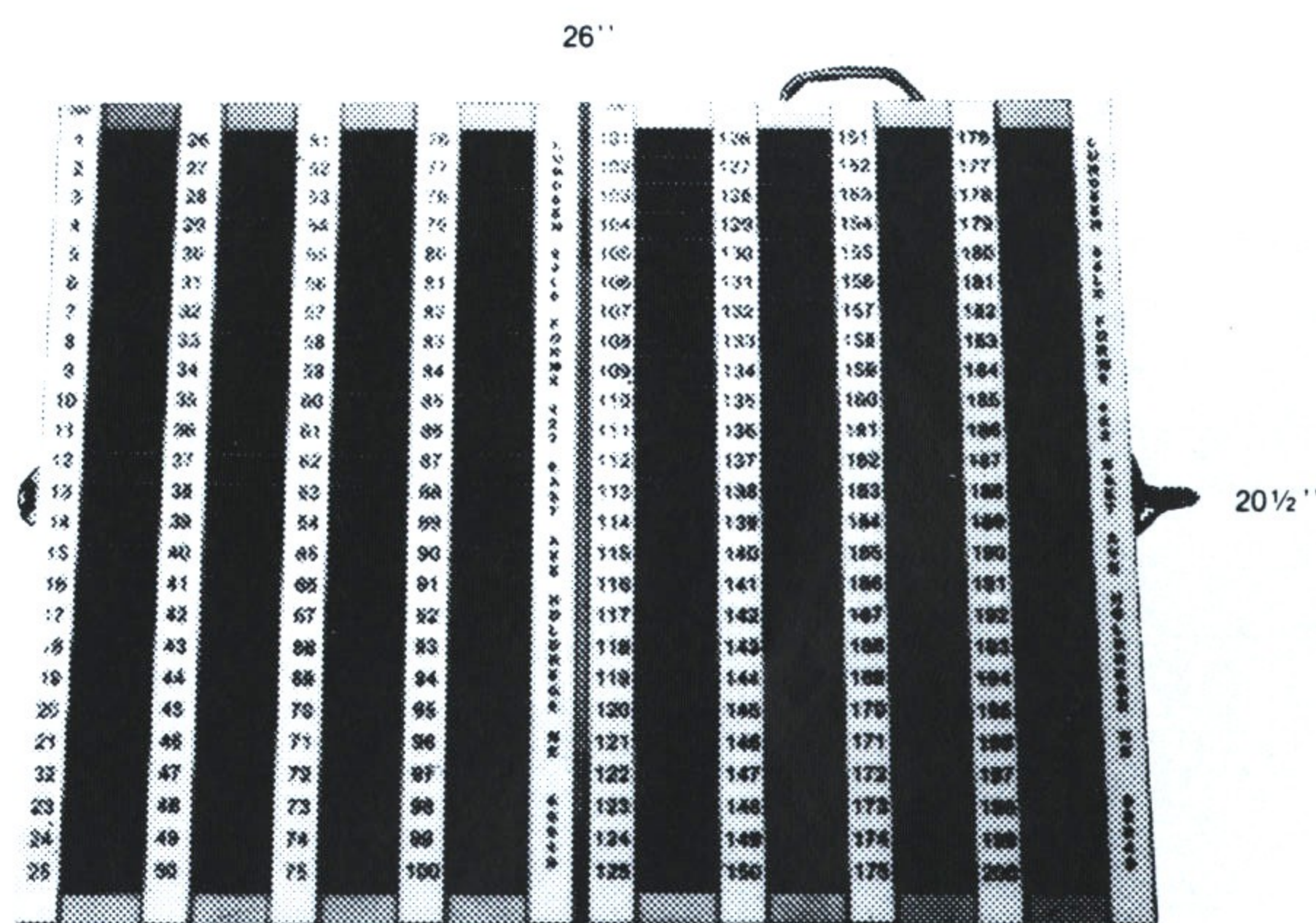
All New 200 Slot File

Please State **SIZE OF FILE** You wish to order

400 Slot File	(Slots — 2" Deep - 1½" Wide) 30" Wide — 21½" High — Weight 23 lbs.	\$169.95
200 Slot File	(Slots — 3" Deep - 2¼" Wide) 30" Wide — 21½" High — Weight 18 lbs.	\$129.95
200 Slot File	(Slots — 2" Deep - 1½" Wide) 26" Wide — 20½" High — Weight 14 lbs.	\$129.95
100 Slot File	(Slots — 3½" Deep - 2½" Wide)	\$59.95
100 Slot File	(Slots — 2" Deep - 2" Wide)	\$59.95

Sales Forms, in triplicate

Item	No.
Purchaser	
Price	



Made of Masonite and White Pine

PLEASE STATE THE SIZE OF FILE YOU WISH TO ORDER.

We have the clerking sheets that come in triplicate, with three sides glued together. There are 21 items per sheet. These are made for the 2" file. We do not make a clerking sheet for the 3½" by 2½" file.

Package of 200 Sheets (4,200 Items) **\$50.00**

Package of 600 Sheets (12,600 Items) **\$140.00**

We pay shipping charges on all items
Ship C.O.D. or Send Check to:

LUNDEEN SALES FORMS

423 East Avenue

Holdrege, Nebraska 68949

Telephones—Office (308) 995-8614
Home (308) 995-5098

NAA 1991 WINTER SEMINAR

January 14-16, 1991

Holiday Inn Riverwalk, San Antonio, Texas

PERSONAL PROPERTY, REAL ESTATE & GENERAL TOPICS

The seminar will have real estate, personal property and general topics.

Gilbert Hollifield, CAI, Marion, N.C.: "Personal Property/Antiques at Estate Sales."

Monday — Real Estate

Sheldon Good, Chicago, Ill.: "Selling Real Estate at Auction."

Jim Smith, CAI, Spartansburg, S.C.: "Presenting Auction Services." A "how-to" approach to effectively and cohesively present auction services for consideration by a potential seller.

Bill Kurtz, CAI, Owensboro, Ky.: "Contracting Successful Real Estate Auctions."

Ray Patterson, CAI, Frederick, Okla.: "Psychology of Selling Real Estate at Auction."

Wednesday — General Topics

Neal Davis, Beebe, Ark.: "Bid Calling"

Jim Fahey, Hutchinson, Minn./**Joe Fahey**, Belle Plaine, Minn.: "Promoting and Performing with a Small to Medium Size Auction."

Arvell Williams, CAI, Amarillo, Texas: "How to Book Absolute Auctions."

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for the San Antonio Seminar.

Hotel room rates:

\$75 single

\$85 double

Make Your Reservations Now: Hotel reservation deadline Dec. 14, 1990. After that date, reservations will be accepted on a space-available basis only. To receive the special rate, identify yourself as an NAA Seminar participant.

Holiday Inn Riverwalk Reservations:
(512) 224-2500

Tuesday — Personal Property

Bill Milne, Elgin, Ill.: "Selling Jewelry at Auction."

Richard Opfer, CAI, Timonium, Md.: "Collectibles and Toys."

Rick Hutchinson, CAI, Montgomeryville, Pa.: "Heavy Equipment at Auction."

NAA WINTER SEMINAR REGISTRATION FORM

The seminar registration fee includes a seminar workbook and luncheons on Monday and Tuesday.

_____ \$200 NAA Member

Is This Your First NAA Seminar? _____ Yes _____ No

_____ \$250 Non-NAA Auctioneer*

_____ \$100 Members' Non-Auctioneer Spouse or Non-Auctioneer Guest

\$_____ Total San Antonio Registration Fee

*Non-members can join NAA by paying an additional \$25 when they register for the seminar.

Name: _____ PH: _____

Guest(s): _____

Company: _____ FAX: _____

Address: _____

Send Completed Form and Check to: NAA, 8880 Ballentine, Overland Park, KS 66214

AIRLINE AND AUTO RENTAL RESERVATIONS

BOOK NOW — SAVE MONEY ON AIRFARES TO SAN ANTONIO

The National Auctioneers Association has designated Conventions in America as the Official Travel Company for the seminar in San Antonio, Texas — Jan. 14-16, 1991.

Beautiful San Antonio will embrace you with its mild, sunny climate, and it has an endless number of exciting and interesting sights to see. Numerous shops and restaurants, museums, the popular River Walk is a must and remember the Alamo?

Why not extend your stay to include a Saturday night and take advantage of substantially lower airfares in addition to the special discounted fares.

Call Conventions in America to receive:

- Lowest airfares on any airline guaranteed
- Discounted airfares on official carrier

Travel dates between Jan. 11-19, 1991
7 day advance purchase, some restrictions apply
(Call 1-800-535-1492 for details)

- Car rental discounts
- Free flight insurance of \$100,000
... and more!

***FOR BOOKING & INFORMATION, CALL 1-800-535-1492 — QUOTE #443
(U.S. & CANADA)***

Reservation hours: 7 a.m. to 5 p.m. Pacific Time (24 hour information service)

These rates are not available to the general public.

PLUS . . . WIN A FREE TRIP! Two free round trip airline tickets will be raffled on March 1, 1991. Raffle is open to all delegates who purchase their tickets through Conventions in America. Good for travel to any one of 150 destinations in the continental U.S. on selected carriers.

**Conventions in America
7220 Trade St. #120
San Diego, CA 92121
(619) 566-0800 • FAX (619) 566-7220**

NAA/CAI GOVERNMENTAL AFFAIRS SEMINAR

February 4-6, 1991

Hotel Washington, Washington, D.C.

MONDAY

How To Work With Federal Agencies

Representatives from four or five government agencies will meet with us to tell how auctioneers can work with their agencies. Agencies identified include Resolution Trust Corporation; U.S. Marshals Service; Farmers Home Administration; Federal Deposit Insurance Corporation; General Services Administration; and Internal Revenue Service.

TUESDAY

Influencing Legislation

Representatives from Fleishman-Hillard will prepare group to meet with legislators using role play. Emphasis will be given on the importance of working with elected representatives on the state and national level with recommendations on how to influence legislation. F-H is arranging for a prominent luncheon speaker. **On Tuesday afternoon, participants will visit Representatives and Senators. F-H will prepare a suggested letter (reverse page) that each**

participant can use to write his/her Representative. Each participant will be responsible for scheduling visits with their individual Representatives.

WEDNESDAY

Pro-Active Public Relations

The "do's" and "don'ts" of working with the media; distinguishing between advertising and PR; the importance of company image; — presented by F-H public relations.

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for the Washington, D.C., Seminar. Hotel room rates:

\$100 single/double

Make Your Reservations Now: Hotel reservation deadline Jan. 11, 1991. After that date, reservations will be accepted based on room and rate availability. To receive the special rate, identify yourself as an NAA/CAI Seminar participant.

Hotel Washington Reservations:
(800) 424-9540

NAA/CAI GOVERNMENTAL SEMINAR REGISTRATION FORM

The seminar registration fee includes a seminar workbook and luncheons on Monday and Tuesday.

_____ \$200 NAA Member

Is This Your First NAA Seminar? _____ Yes _____ No

_____ \$250 Non-NAA Auctioneer*

_____ \$100 Members' Non-Auctioneer Spouse or Non-Auctioneer Guest

\$_____ Total Washington Registration Fees _____ Check Enclosed Charge to _____ VISA _____ MC

Card# _____ Exp. Date _____ Name on card _____

*Non-members can join NAA by paying an additional \$25 when they register.

Name: _____ PH: _____

Guest(s): _____

Company: _____ FAX: _____

Address: _____

Send Completed Form and Payment to: NAA, 8880 Ballentine, Overland Park, KS 66214

Seminar Participants Need To Contact Representatives

Sample Letter to U.S. Representative

The Honorable _____
U.S. House of Representatives
Washington, DC 20515

Dear Representative _____:

As a member of the National Auctioneers Association (NAA)/Certified Auctioneers Institute (CAI) and as one of your constituents, I am writing to request an appointment with you in Washington, D.C., the afternoon of Tuesday, Feb. 5, 1991. I would prefer to meet with you after 3 p.m. but can be available earlier.

I will be in Washington, D.C., from Feb. 4-6, 1991, for an NAA/CAI seminar and would like to take advantage of my visit to discuss with you the Auction Method of Marketing and advantages it offers the RTC and other federal agencies in disposing of government-held assets.

Thank you for your consideration. I hope to hear from you at your earliest convenience.

Sincerely,

Tips Listed On Writing Your Representative

To determine who your Representative is:

- Look in the "white pages" phone book — under the government section.
- Call the County Registrar/Clerk.
- Consult your local public library.

Remember that Congress is made up of two groups — the Senate and House of Representatives. The NAA/CAI will be arranging group meetings with Senators to increase their impact while avoiding having members compete with one another for the Senator's time. These meetings will be arranged on the basis of state delegations.

You should set up your own meeting with your House Representative. Write your letter as soon as possible after the Nov. 6 election. If the incumbent is re-elected, the draft letter can be sent as addressed. If a new Representative is elected, the letter should be addressed to "Representative-elect _____."

If you have a preferred time for an appointment, include it in your letter. The NAA/CAI will be arranging meetings with Senators for early in the afternoon so we suggest that you ask for a time after 3 p.m. Keep in mind, however, that you may have to take the appointment that is most convenient for the Representative, and that his or her schedule can change at the last minute.

If you have had previous meetings or have a personal relationship with your Representative, it is appropriate to briefly mention it in the letter.

If your family is accompanying you or you would like to do some sightseeing on your own, mention that you would like tour information to be sent to you. If you would like special tours arranged of the White House, Capitol and other sites be sure to indicate the number of people and your availability.

Be sure to send a copy of your letter to NAA/CAI and inform Headquarters as soon as your appointment is confirmed. That will enable Headquarters, where necessary, to coordinate appointments of members from the same Congressional District and arrange for meetings with Senators.

If you haven't heard from your Representative's appointment secretary in 10 days, contact the Representative's office in your district and ask them to check with their Washington, D.C., office for you.

AIRLINE & AUTO RENTAL RESERVATIONS WASHINGTON, D.C., SEMINAR

The National Auctioneers Association has designated Conventions in America as the Official Travel Company for this seminar

BOOK NOW — SAVE MONEY — Call 1-800-535-1492

- Lowest airfares on any airline guaranteed
- Discounted airfares on official carrier
- Travel dates between Feb. 1-9, 1991
- Advance purchase and some restrictions apply
- Extend your stay over a Saturday night for even lower fares
- Car rental discounts
- Free flight insurance of \$100,000
- ... and more!

**FOR BOOKING & INFORMATION, CALL 1-800-535-1492 — QUOTE #443
(U.S. & CANADA)**

Reservation hours: 7 a.m. to 5 p.m. Pacific Time (24 hour information service)

These rates are not available to the general public.

**Conventions in America
7220 Trade St. #120
San Diego, CA 92121
(619) 566-0800 • FAX (619) 566-7220**

CAI 1991 WINTER SEMINAR

Open to all NAA members

January 8-11, 1991

Snowbird, Utah

REAL ESTATE AND GENERAL TOPICS

The topics were designed to be of interest to all auctioneers of all specialties.

Topics and instructors are as follows:

"Real Estate At Auction":

Douglas Clemens, CAI; President; Traiman Auction Co., Philadelphia, Pa.

"The Foreclosure Auction":

Paul McInnis, CAI; President; Paul McInnis Inc., Hampton Falls, N.H.

"Selling Real Estate Time Shares":

Robert Haley, CAI/Harold Helm, CAI; Partners; River Realty and Auction, Louisville, Ky.

"Developing A Mailing List":

George Hatcher, CAI; President; Top Bid, Inc., Nashville, Tenn.

"Running An Equipment Yard":

Tim Murphy, CAI; Vice President; James G. Murphy Co., Kenmore, Wash.

"Selling Real Estate In A Depressed Economy":

David E. Gilmore, CAI; President; Gilmore Auction & Realty Co., New Orleans, La.

Special Lodging Rates Available Jan. 6-13

RESERVATIONS:

Cliff Lodge — (1-4 people) \$108 or \$124

Condos: Lodge at Snowbird or The Inn — (1-10) \$215 or \$319

Rates are per day. Check-in is at 4 p.m.; Check-out at 11 a.m. To receive the special discount rate, room reservations should be made prior to Nov. 12 with Snowbird's Central Reservation Office at: 1-800-453-3000 or 801-742-2222. Two nights lodging is required within 10 days of booking and full payment is required 30 days prior to arrival of guaranteed space. Cancellation fees are applicable.

TRANSPORTATION: To Salt Lake City:

Delta Airlines: 40% off domestic coach fares
5 percent off published discount and full first class.

Call 1-800-221-1212 for Special Meetings Network (CAI # L35086)

To Snowbird from the Salt Lake City Airport:

1. Canyon Transportation (800) 255-1841. Fare is approximately \$15.

2. Utah Transit Bus Lines operates seven daily trips from the SLC airport to Snowbird. Fare is approximately \$9.

3. Limousine/car rental service also available.

4. Taxi Cabs: City Cab; Ute Cab; Yellow Cab. Average Fare \$20.

CAI WINTER SEMINAR REGISTRATION FORM

The seminar registration fee includes a seminar workbook, an opening reception on Tuesday night and a continental breakfast each morning.

_____ \$200 CAI Member/Candidate — Spouse

_____ \$250 Non-CAI Member/Candidate — Spouse

\$_____ Total _____ Check Enclosed Charge to _____ VISA _____ MC

Card# _____ Exp. Date _____ Name on card _____

Name: _____ PH: _____

Guest(s): _____

Company: _____ FAX: _____

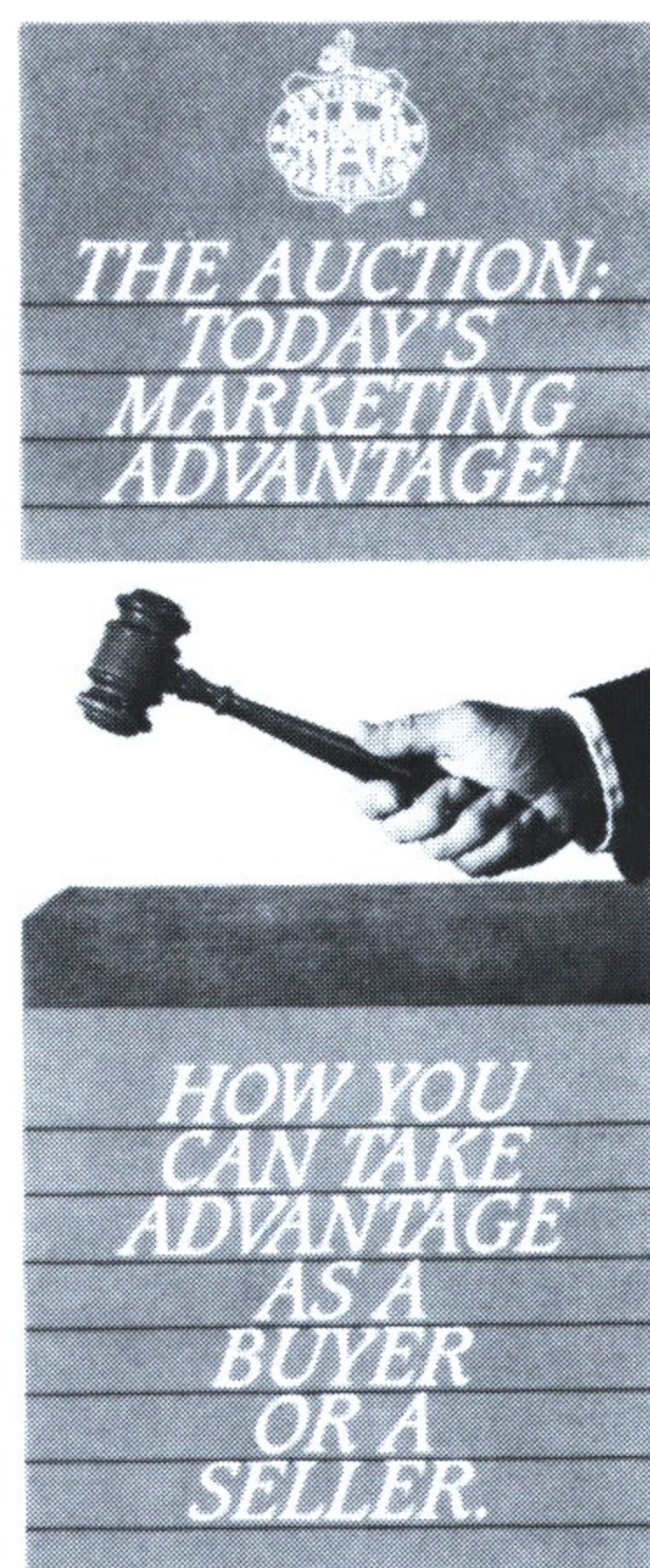
Address: _____

Mail Payment and Form to: CAI, 8880 Ballentine, Overland Park, KS 66214

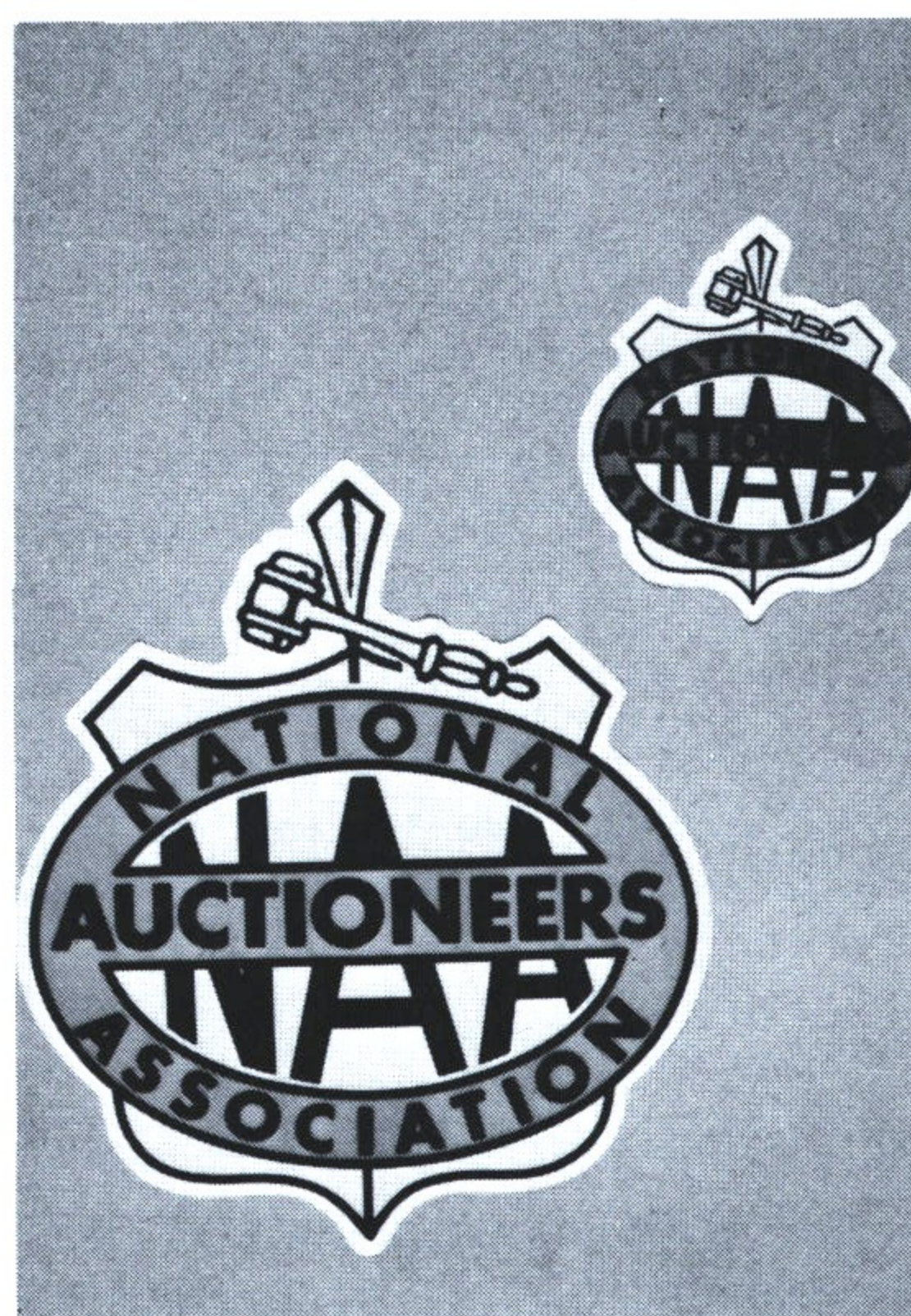
Promote The Good Image of The NAA



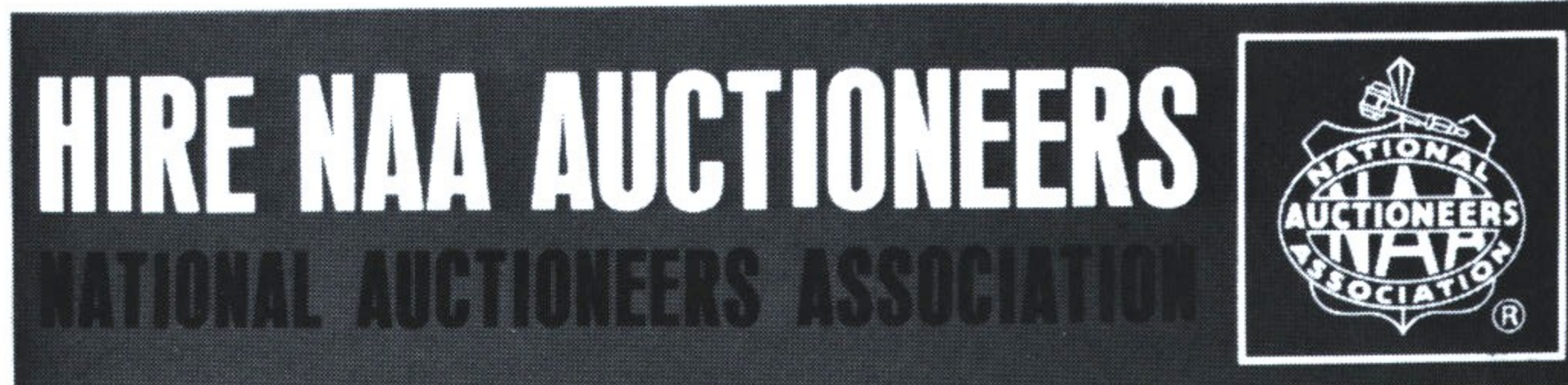
The National Auctioneers Association represents nearly 5,000 auctioneers across the world who believe in education and progress for the auction profession. It is a strong Association in which you should take pride, and you should want your clients and associates to know that you are a NAA member. By displaying the NAA emblem proudly and correctly, you will enhance your professional image in the eyes of your clients, which will benefit you directly.



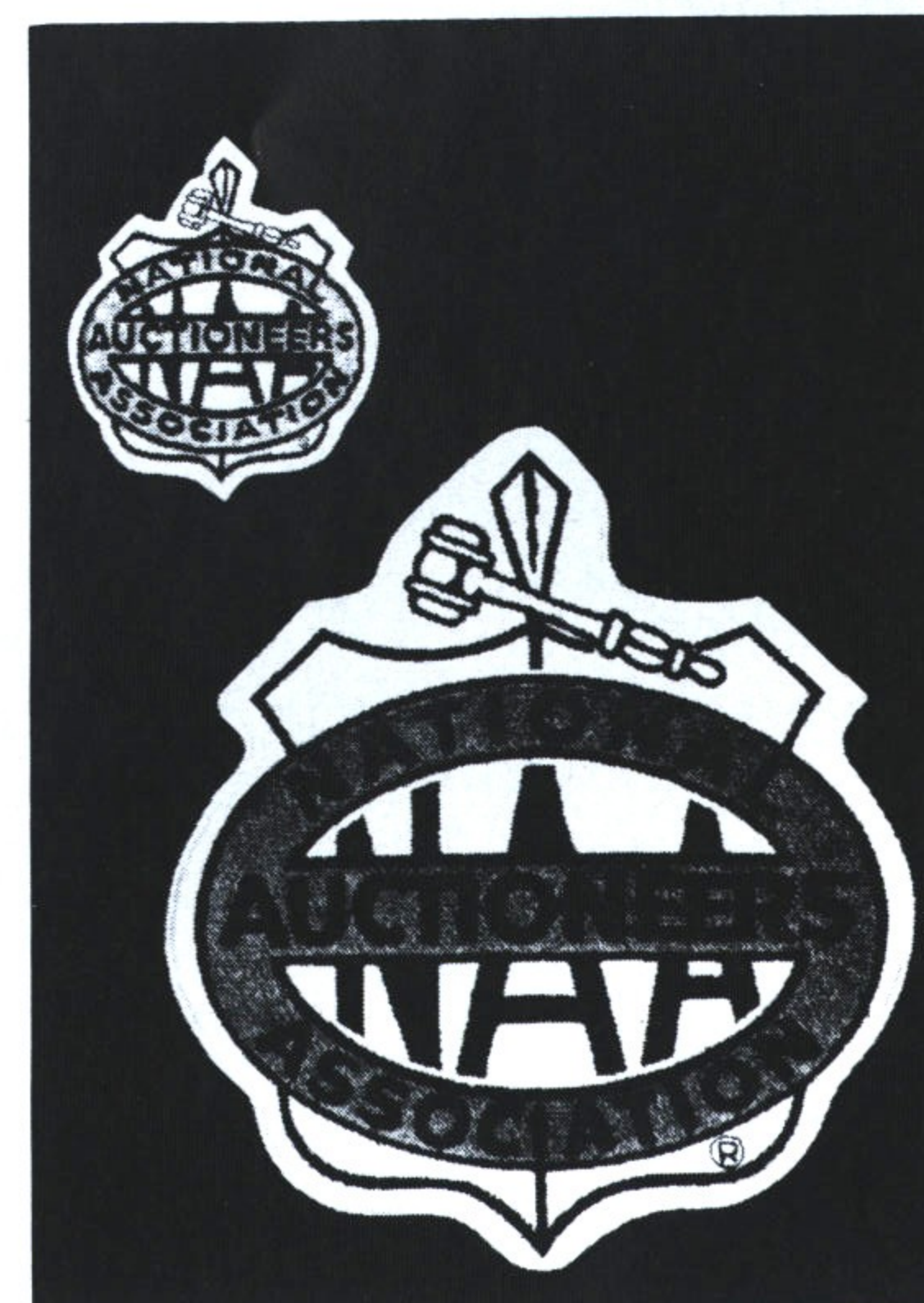
Professionally Designed, 2-Color Brochure. Order your supply today and have your local printer personalize them with your name, address and phone number.



Embroidered Emblems. Red, black and gold emblem is available in two sizes for display on blazers, coats, dresses, etc.

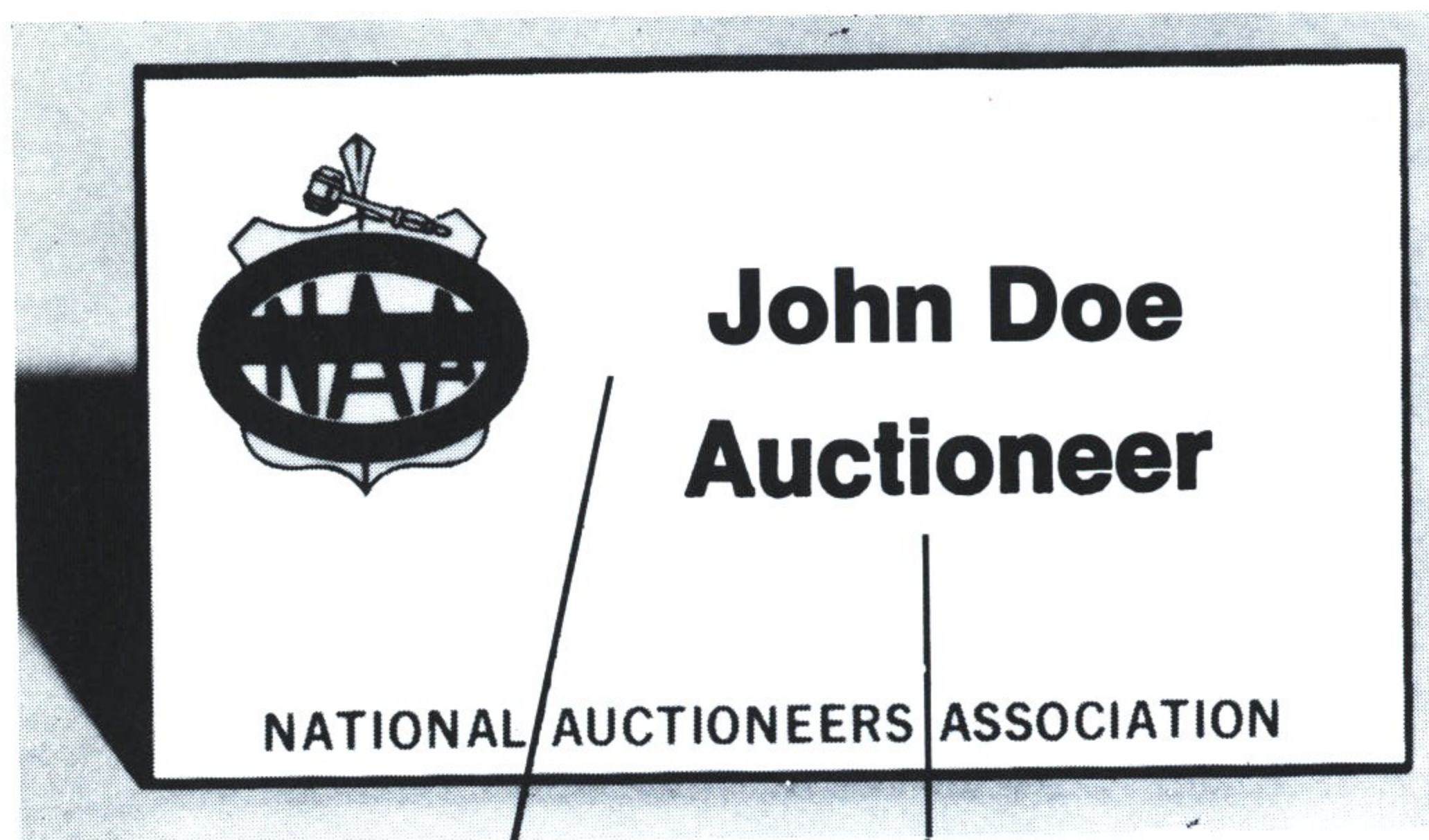


Emblem Decals. Shows the red, black and gold emblem in two sizes. Large size adheres only to surface; two kinds available in smaller size.



Bumper Signs. Promotes the NAA auctioneer with the words "HIRE NAA AUCTIONEERS". Identifies National Auctioneers Association and the NAA emblem. Red bumper sign with white and black copy.

(Order Form On Next Page)



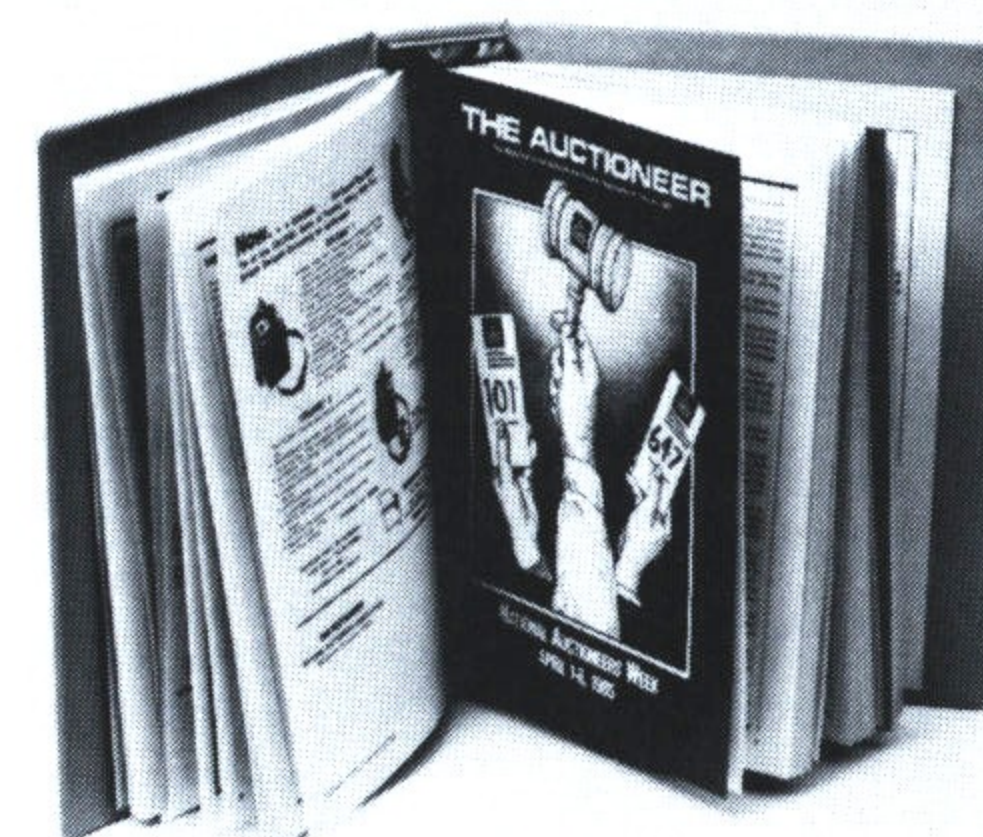
Your name, or auction staff member, goes here.

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

Quality name badges are available from the NAA office at a cost of \$5.50 each (includes two lines of copy). Your name and title will be engraved according to your preference. (Three lines of copy is available at a cost of \$6.00 per badge.)

You can also order name badges for members of your auction staff if they are also members of the NAA.

Colors are white with green trim, full color logo and red "National Auctioneers Association". Include full payment for all badges plus exact copy for name(s) and title(s) to appear on badge.



Other promotional items offered are single deck playing cards, fine pewter belt buckles, emblem lapel buttons, pad holders, magazine binders designed to hold 11 annual magazines plus certificate-style copies of the NAA Code of Ethics. Remember, when you promote the good image of the auction profession, you in turn look more professional!

Send No Money For Postage Return Postage Paid by NAA

NAA Emblem Decals
8" Pressure-sensitive
@ \$1.50 each _____

4" Pressure-sensitive
@ 3 for \$1 _____
(adheres on top of surface)

4" Pressure-sensitive
@ 3 for \$1 _____
(shows through glass)

NAA Bumper Stickers
@ 2 for \$1 _____

Single Deck Playing Cards
@ 75¢ each _____

NAA Emblem Lapel Button
@ \$5 each _____

NAA Emblem Reproduction Sheet
@ \$1 each _____

The Auctioneer Magazine Binder
@ \$6.25 each _____

"The Auction: Today's Marketing
Advantage" Brochure
1-999 @ 15 ¢ each _____
1,000 or More @ 12 1/2¢ each _____

NAA Code of Ethics
@ \$1 each _____

Catch Auction Fever Buttons
@ \$25 per 100 _____

NAA Embroidered Emblems
8" @ \$7.50 each _____
3" @ \$1.50 each _____

NAA Name Badge
two lines, \$5.50 _____
three lines, \$6 _____

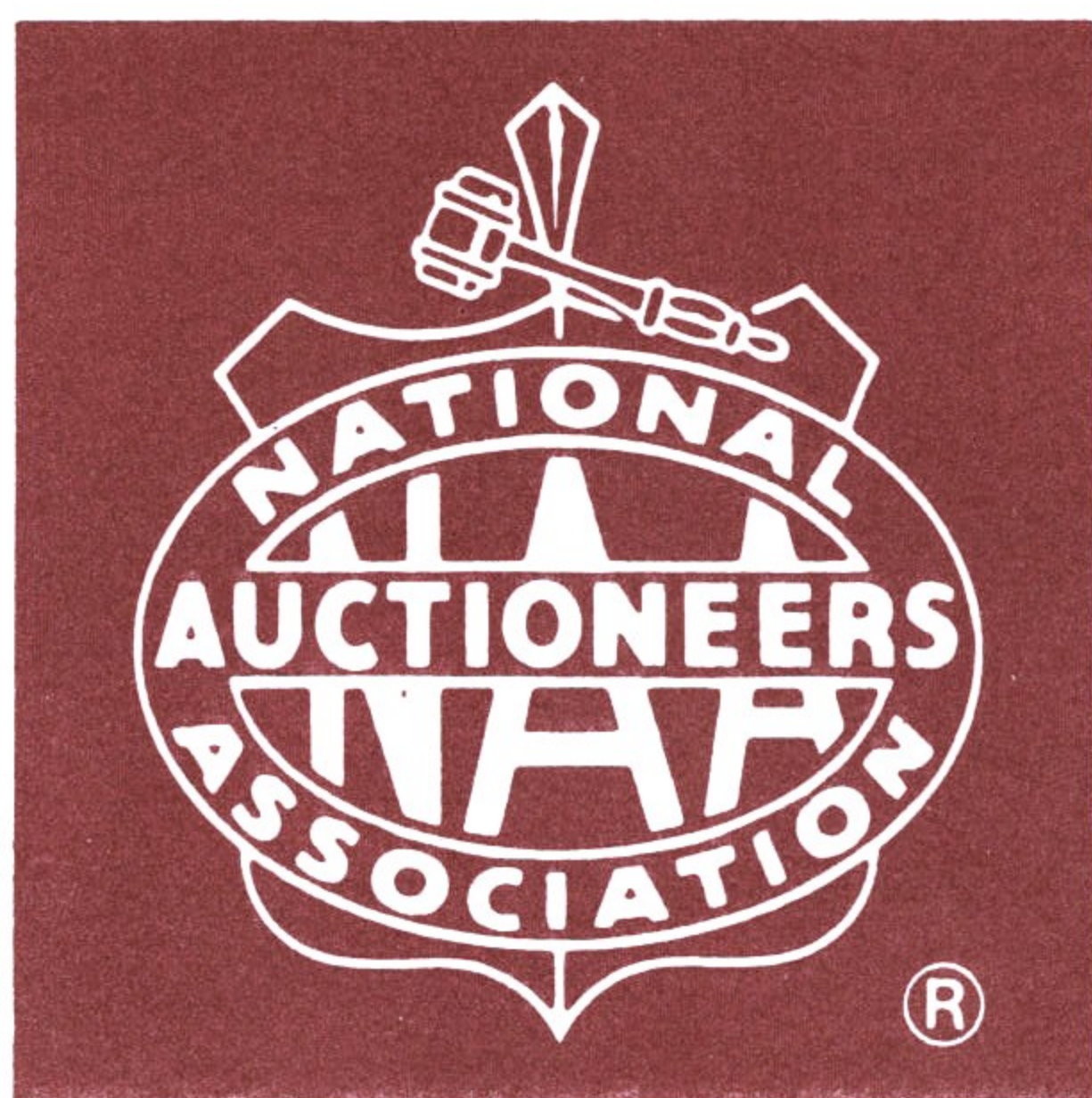
NAA Pad Holders
Letter Size: Blue _____ Grey _____
@ \$6 each _____
Legal Size: Blue _____ Grey _____
@ \$6.50 each _____

NAA Belt Buckles
@ \$10 each _____
(fine pewter finish)

Name _____ Address _____

City _____ State _____ Zip _____

Enclosed is a check or money order made payable to the National Auctioneers Association in the amount of \$ _____, for the above marked NAA promotional items. (NOTE: NAA Board of Directors policy prohibits orders shipped on a charge basis.) Check or money order must accompany all orders.



New Member Application

Office Use Only

Date Received _____

Entered By _____

I.D.# _____

Applying for ____ Active ____ Associate ____ Affiliate
Membership in the National Auctioneers Association

New Member Dues:

Active Members — \$75
Associate Members — \$37.50
Affiliate Members — \$150

Definition of member classifications: **ACTIVE:** Any auctioneer who is of good moral character shall be eligible for Active Membership. **ASSOCIATE:** Individuals who are employees of Active Members, but who are not auctioneers, shall be eligible for Associate Membership in this Association. **AFFILIATE:** Individuals who are owners of auction businesses of any type, but who are not auctioneers, or while not engaged in the auction business, have interest requiring information regarding the auction industry and are in sympathy with the objectives of the Association shall be eligible for Affiliate Membership in this Association.

PLEASE TYPE OR PRINT ALL INFORMATION. FILL OUT AS COMPLETELY AS POSSIBLE.

This form is designed with two areas for address information, business and residential. Fill out both and then designate (box, below right) which you want listed as your official NAA address to which all your correspondence will be directed.

Name: _____

(Business)

Address: _____

City: _____ State _____ Zip Code _____

Phone: (____) _____ FAX (____) _____

(Residence)

Address: _____

City: _____ State _____ Zip Code _____

Phone: (____) _____ FAX (____) _____

Your
Nickname: _____

Spouse's
Name: _____

Are You a Member of a State Association? ____ Yes ____ No

Which Ones? _____

Official NAA Address

____ Business *Please*
____ Residence *Check*
 One

Complete Both Sides
Of This Form And Return To:

National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

Check off seven of the specialties in the list below. The specialties you indicate will be listed in the NAA Directory. You may choose less than seven specialties, but you cannot choose more. If you are just beginning your career as an auctioneer, you may want to wait before declaring specialties.

- ☐ General
Personal Property
☐ 1. All Selections (If you checked this box, do not check boxes 2 through 14).
☐ 2. Antiques
☐ 3. Art
☐ 4. Charity Auctions
☐ 5. Coins/Stamp
☐ 6. Collectibles
☐ 7. Collector Automobiles
☐ 8. Dolls
- ☐ 9. Estate/Household
☐ 10. Firearms
☐ 11. Furs
☐ 12. Galleries/Consignment
☐ 13. Jewelry
☐ 14. Toys
Agri-Business
☐ 15. All Selections (If you checked this box, do not check boxes 16 through 19).
☐ 16. Exotic Animals
☐ 17. Farm Equipment
- ☐ 18. Farm Liquidations
☐ 19. Livestock
Commercial/Industrial
☐ 20. All Selections (If you checked this box, do not check boxes 21 through 27).
☐ 21. Aircraft
☐ 22. Automobiles
☐ 23. Business Liquidations
☐ 24. Commercial and Heavy Equipment
☐ 25. Manufacturers' Inventories
- ☐ 26. Marine
☐ 27. Restaurant Equipment
Real Estate
☐ 28. All Selections (If you checked this box, do not check boxes 29 through 32).
☐ 29. Commercial
☐ 30. Residential
☐ 31. Farm
☐ 32. Development Properties

Optional Payments

Does your spouse want to join the NAA Auxiliary? ____ Yes ____ No. If yes, include an additional \$5 with dues payment.

Do you want to become a National Auctioneers Association Booster? ____ Yes ____ No. If yes, include an additional \$10 with dues payment.

Do you want to become a member of the NAA Foundation? ____ Yes ____ No. If yes, include an additional \$25 with dues payment.

Do you want to contribute to the National Auction Marketing Coalition (NAMCO)? ____ Yes ____ No. If yes, include donation of your choice with dues payment.

Auction Experience Information

____ Work for Others ____ Self Employed ____ Combination

Name of Auction Firm _____

Address _____

City _____

State _____ Zip Code _____

How Long Have You Been an Auctioneer? _____ Years

References (list three)

Name _____ Address _____ Phone _____

Name _____ Address _____ Phone _____

Name _____ Address _____ Phone _____

I hereby make application for membership in the National Auctioneers Association. If accepted, I will abide by its By-Laws, support its objectives, comply with the Code of Ethics of the National Auctioneers Association, and pay the established dues.

Your Signature _____ Date _____

Your NAA Sponsor's Signature (optional) _____

Figure Your Payment

- ____ \$75 For Active Member
- ____ \$37.50 For Associate Member
- ____ \$150 For Affiliate Member
- ____ \$5 For Auxiliary Dues
- ____ \$10 For Booster Contribution
- ____ \$25 For Foundation Dues
- ____ \$(Your Choice) For NAMCO
- \$ _____ Total

Dues payments and NAMCO may be deductible as an ordinary and necessary business expense. Foundation dues and gifts are also deductible. The booster contribution is considered a gift and is not deductible.

Welcome New Members

Active Members

California

Batchelor, James L., 2653 North Sunnyside #101, Fresno, CA 93727, (209) 291-5050.

Greenaway, David, Cambridge Auction House, 2250 Charleston Road, Mountainview, CA 94043, (415) 940-1664.

Florida

Ambuehl, David, 4412 Caicos Court, Sarasota, FL 34233, (813) 377-6858.

Banks, William S., Banks Auction, 2577 S.E. Madison Street, Stuart, FL 34997, (407) 287-5334.

Cannon, Katharine A., 4170 NE 11th Avenue, Pompano Beach, FL 33064, (305) 782-6113.

Coakley, John W., 540 East Compton Court, Deland, FL 32724, (904) 738-7974.

Gray, Ira, Grays Auction Company, 3495 North Federal Highway, Fort Lauderdale, FL 33306, (305) 564-8111.

Hendry, Patrick R., 155 North Lake Drive, Naples, FL 33940, (813) 434-7070.

Johnson, Edward, 9920 Steven Drive, Polk City, FL 33868, (813) 984-3228.

Johnson, William R., 517 East Livingston Street, Orlando, FL 32803, (407) 843-5078.

Kulesza, Henry, P.O. Box 10367, Clearwater, FL 34617, (813) 447-2207.

Maxwell, Charles R., Budget Furniture, 3966 U.S. 41 N., Palmetto, FL 34221, (813) 723-1214.

Moore, Ileana C., 530 Casa Bonitas Drive, Nokomis, FL 34275, (813) 966-5732.

Ross, John E., Ross Auction, 526 Sheridan Drive, Venice, FL 34293, (813) 493-6292.

Smith, Charles, The Place for Real Estate, Inc., 2 East Camino Real, Boca Raton, FL 33432, (407) 383-6570.

Thaler, Jan S., P.O. Box 3744, Bay Pines, FL 33504-3744, (813) 443-1125.

Worcester, Eugene A., 3323 Meadow Run Circle, Venice, FL 34293, (813) 497-4060.

Illinois

Smalley, Gregory R., Smalley and Associates Real Estate, 11772 Hayloft Lane, Roscoe, IL 61073, (815) 623-7777.

Stilley, Roger D., Complete Auctioneering Service, 110 George Street, Apt. 111, Bensenville, IL 60106, (708) 595-4239.

Kentucky

Conder, Jim, P.O. Box 368, Leitchfield, KY 42755, (502) 259-3114.

Louisiana

Varner, Michael W., 37390 Perkins Road, Prairieville, LA 70769, (504) 673-3886.

Massachusetts

Litchfield, Gary J., Gary Litchfield Real Estate, 19 Grant Avenue, Burlington, MA 01803, (617) 270-9696.

Russo, George T., 78 Perry Avenue, Lynnfield, MA 01940, (617) 334-2747.

Michigan

Gumushian, Gary M., Connoisseur Galleries Inc., 1853 East Maple Road, Troy, MI 48083 (313) 689-7680.

Virzi, Matthew G., Connoisseur Galleries Inc., 1853 East Maple Road, Troy, MI 48083, (313) 528-8410.

Mississippi

Glidewell, Kevin W., P.O. Box 421, Senatobia, MS 38668, (601) 562-5338.

Missouri

Holder, Bob, Holder Auction Service, P.O. Box 39, Kennett, MO 63857, (314) 888-5687.

Holder, Ryan L., P.O. Box 39, Kennett, MO 63857, (314) 888-4711.

New Hampshire

Borghoff, Maryann P., Star Route 1, Box 1200, Bristol, NH 03222, (603) 744-3108.

Starke, James, RFD #1, Mason Road, Milford, NH 03055, (603) 673-1503.

New York

Gristwood, Brian J., B.J.G. Auction Service, P.O. Box 238, Pennellville, NY 13132, (315) 695-5984.

O'Keefe, Terry, 16 Edwin Lane, Huntington, NY 11743, (516) 271-4650.

Orishak, Bruce A., 17 Foster Avenue,

Valley Stream, NY 11580, (516) 632-5549.

Sarfaty, Robert J., Rochester Auctioneer, 194 Buffalo Road, Rochester, NY 14611, (716) 436-8900.

North Carolina

Boyer, James R., Route 1, Box 110, Sparta, NC 28675, (919) 372-8888.

North Dakota

Vogel, Steve, SRV Auction Company, P.O. Box 417, Casselton, ND 58012, (701) 347-5485.

Ohio

Dietrich, George T., 2156 Sunray Circle, Alliance, OH 44601, (216) 821-1912.

Garner, Randall L. Sr., 1 North Main, N. Fairfield, OH 44855, (419) 744-2743.

Oklahoma

Henderson, Robert A., Henderson and Company Inc., 6012 South Marion Avenue, Tulsa, OK 74135, (918) 749-7254.

Huiatt, Russell D., Huiatt & Kimble Auctioneers, Route 2, Box 8, Hydro, OK 73048, (405) 663-2480.

Kimble, Chad, Huiatt & Kimble, 2122 Dobi, Stillwater, OK 74075, (405) 743-4826.

Pennsylvania

Adcock, Michael S., 596 Pinkerton Road, Mount Joy, PA 17552, (717) 653-4346.

Texas

Carpenter, Tom W. Jr., P.O. Box 8164, Horseshoe Bay, TX 78654, (512) 598-5971.

Chappell, Jerry, 5937 Milton, #211B, Dallas, TX 75206, (214) 691-1533.

Vermont

Matteis, Vincent, American Auction Center, Box 1196 Finney Hill, Lyndonville, VT 05851, (802) 626-8589.

Virginia

Buchanon, Ronald C. Jr., 401 Bridle Court, Chesapeake, VA 23323.

Wisconsin

Fraser, Brent, Fraser Auction Service, 5419 West Washington Boulevard, Milwaukee, WI 53208, (404) 771-2483.

Headquarters Report

The next several months are offering auctioneers a multitude of educational opportunities.

The first NAA-sponsored event of the season is the 1991 Winter Seminar, which is scheduled for Jan. 14-16 at the Holiday Inn Riverwalk in San Antonio, Texas. This seminar will be somewhat unique in that the first day will focus on real estate issues, the second day on subjects of interest to personal property auctioneers, and the third day on general topics.

The Hotel Washington in Washington, D.C., will be the setting for a Governmental Affairs Seminar Feb. 4-6, 1991. Cosponsored by NAA and CAI, this seminar will assist auctioneers in working with federal agencies. Participants will also learn how they can influence legislation and be schooled in the do's and don'ts of public relations.

NAA has designated Conventions in America as the official travel company for these two seminars. By contacting their toll-free number, participants may secure guaranteed lowest airfares, car rental discounts and other

advantages.

Complete details on the seminars, as well as the airline and auto rental reservations, may be found elsewhere in this magazine.

All NAA members are also entitled to attend the two upcoming CAI seminars. CAI's Fall Seminar, which concerns itself with the environmental responsibilities of auctioneers, is slated for Nov. 5-7, 1990, in Hilton Head, S.C. The CAI Winter Seminar, set for Jan. 8-11, 1991, in Snowbird, Utah, features real estate and general-interest subjects. Discount airfares are available for these seminars through Delta.

Three champion auctioneers will be featured at a bid-calling clinic in Louisville, Ky., Nov. 15, 1990. Sponsored by the Kentucky Auctioneers Association and the Kentucky CAI Chapter, details were included in last month's issue of *The Auctioneer*.

Members of the NAA Board of Directors are maintaining a busy schedule as they continue to present seminars at the various state

conventions. In addition, Vice President **Eddie Haynes, CAI**, conducted a mini seminar for the New Hampshire Auctioneers Association Oct. 30.

As we mentioned last month, a new prospective member booklet has been printed and is now being distributed to auctioneers around the country. If you know of someone who should be introduced to NAA, please send his or her name and address to Headquarters and we will mail a copy of our new booklet. Larger quantities of the booklet are also available for state and regional associations and auction schools.

A revised new member kit is also being distributed. We believe it will more adequately introduce new members to the many benefits and opportunities available to them through the National Auctioneers Association.

Joe Keefhaver,
Executive Vice President

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December 1990

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 California Auctioneers Association
2 Tennessee Auctioneers Association	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

Convention and Seminar Dates

1990

Nov. 2-4: South Carolina Auctioneers Association Fall Convention, Ramada Inn, Santee, SC. Contact: Shirley Broadwell, (803) 547-6677.

Nov. 3-4: Indiana Auctioneers Association, Radisson Inn, Evansville, IN. Contact: Greg Michael, CAI, (219) 686-2615. (NAA Representative: Paul McInnis, CAI).

Nov. 3-5: Washington Auctioneers Association, Ramada Inn, Bothell, WA. Contact: Ken Maurer, (509) 547-5538. (NAA Representative: Robert Steffes, CAI).

Nov. 5-7: CAI Seminar, Westin Hotel, Hilton Head, SC. Contact: Ann Wood, (913) 541-8115.

Nov. 10-12: New York State Auctioneers Association Convention, Executive Park Hotel, Suffern, N.Y. Contact: Robert A. Doyle, CAI, (914) 896-9492. (NAA Representative: Wayne Stewart, CAI).

Nov. 11: Alabama Auctioneers Association Seminar, Guntersville State Park Lodge, Guntersville, AL. Contact: Betsy Fowler, (205) 420-4454. (NAA Representative: Bob Frey).

Nov. 11-12: Illinois State Auctioneers Association, East Holiday Inn, Peoria, Ill. Contact: Keith Reid, (618) 455-2233. (NAA Representative: Wayne Stewart, CAI).

Nov. 29-Dec. 1: California Auctioneers Association Convention, Nugget Hotel, Sparks, NV. Contact: Milton Costa, (800) 238-1060 or (800) 552-0220. (NAA Representative: Robert Steffes, CAI).

Dec. 2-3: Tennessee Auctioneers Association Winter Meeting, Nashville, TN. Contact: Bobby Colson, (615) 292-6619. (NAA Representative: Wil Hahn, CAI).

1991

Jan. 5-6: Colorado Auctioneers Association, Holiday Inn North, Denver, CO. Contact: Dave Welton, (303) 985-7221. (NAA Representative: Kurt Kiefer.)

Jan. 9-12: Pennsylvania Auctioneers Association, Marriott Hotel, Harrisburg, PA. Contact: Jeanie M. Staley, (717) 921-2800. (NAA Representative: Wayne Stewart, CAI).

Jan. 9-11: CAI Winter Seminar, Snowbird, UT. Contact: Ann Wood, (913) 541-8115.

Jan. 10-12: Virginia Auctioneers Association Convention, Sheraton Inn, Fredericksburg, VA. Contact: Buddy Updike, (703) 371-5965.

Jan. 11-13: Virginia Auctioneers Association, Old Town Alexandria Holiday Inn, Alexandria, VA. Contact: Chris Rasmus, CAI, (703) 370-2338. (NAA Representative: Wayne Stewart, CAI).

Jan. 12-13: Idaho Association of Professional Auctioneers Convention, Boise, ID, Roadway Inn. Contact: Darrel M. Jensen, (208) 684-3900. (NAA Representative: Dean Howard, CAI).

Jan. 12-13: Georgia Auctioneers Association Educational Conference, Embassy Suites Hotel, Atlanta, GA. Contact: Ginger Walker, (404) 948-7805.

Jan. 12-14: Ohio Auctioneers Association. Annual meeting, Columbus, OH. Contact: Marty Nelson, (614) 221-1900.

Jan. 14-16: NAA Seminar, Holiday Inn Riverwalk, San Antonio, TX. Contact: NAA Headquarters.

Jan. 18-20: Auctioneers Association of North Carolina Convention, Hilton Inn, Greenville, NC. Contact: Pat Worley, (919) 936-8281.

Jan. 24-26: Michigan State Auctioneers Association, Sheraton Inn, Lansing, MI. Contact: Brian P. Lovellette, (517) 372-7391. (NAA Representative: Wil Hahn, CAI).

Jan. 24-26: Minnesota State Auctioneers Association Convention, Minneapolis. Contact: Lowell Gilbertson,

(507) 282-8466. (NAA Representative: Paul McInnis, CAI.)

Jan. 26: Texas Auctioneers Association Seminar, Marriott Hotel, Corpus Christie, TX.

Feb. 1-3: West Virginia Auctioneers Association Convention, Ramada Inn, South Charleston, WV. Contact: Carlyle Millard, CAI, (304) 842-2946. (NAA Representative: Wayne Stewart, CAI).

Feb. 1-3: North Dakota Auctioneers Association, Bismark, ND. Contact: Kay Aldinger, (701) 763-6262.

Feb. 4-6: NAA/CAI 1991 Governmental Affairs Seminar, Washington, DC. Contact: NAA Headquarters.

Feb. 15-17: Kansas Auctioneers Association, Holiday Inn Holiday, Hutchinson, KS. Contact: Sherri Theurer, (316) 326-7315. (NAA Representative: Robin Marshall.)

April 21-22: New Hampshire Auctioneers Association Convention, Wolfeboro, NH. Contact: Stephen Schofield, CAI, (603) 539-6619.

May 4-5: Missouri Professional Auctioneers Association Spring Convention, Lake of the Ozarks. Contact: Bruce Moler, (816) 248-2455.

May 5-6: Georgia Auctioneers Association Summer Convention, Holiday Inn Sky Top Center, Rome, GA. Contact: Ginger Walker, (404) 948-7805.

June 2: Arizona Auctioneers Association Convention, Phoenix, AZ. Contact: Marc M. Hayes, (602) 242-7121. (NAA Representative: T. Eddie Haynes, CAI.)

June 7-8: Texas Auctioneers Association Convention, Marriott Hotel, Corpus Christie, TX. Contact: Charles Connour, (817) 545-9845. (NAA Representative: Wayne Stewart, CAI.)

June 7-9: Auctioneers Association of North Carolina Convention, Holiday Inn, Cornelius, NC. Contact: Pat Worley, (919) 936-8281.

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The Auctioneer Advertising Information

Terms & Conditions

The Auctioneer is published monthly except August (11 issues each year) by the National Auctioneers Association as an informational service to its members and to promote the auction method of marketing.

All advertisers are required to submit credit account information, an advertising agreement, and payment in advance (for first three months) before advertising will be accepted. Advertising must be camera-ready.

Deadline for January Issue: December 1, 1990

Size:	Width X Height	1 - 5 Times	6 - 10 Times	11 Or More Times
Full Page	7-7/16 X 10	270.00	260.00	250.00
2/3 Vert.	4-7/8 X 10	190.00	180.00	170.00
1/2 Vert.	4-7/8 X 7-3/8	140.00	135.00	130.00
1/2 Hor.	7-7/16 X 4-7/8	140.00	135.00	130.00
1/3 Vert.	2-5/16 X 10	100.00	95.00	90.00
1/3 Hor.	4-7/8 X 4-7/8	100.00	95.00	90.00
1/4 Vert.	3-9/16 X 4-7/8	75.00	70.00	65.00
1/6 Vert.	2-5/16 X 4-7/8	50.00	47.50	45.00
1/6 Hor.	4-7/8 X 2-5/16	50.00	47.50	45.00
1/8 Hor.	3-9/16 X 2-1/4	40.00	38.50	37.00
1/12	2-5/16 X 2-5/16	29.00	28.00	27.00
1/18	3-9/16 X 1	22.00	21.50	21.00

ACCEPTANCE

Publisher will publish advertiser's copy in the authorized issue. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisement for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. The publisher reserves the right to refuse any advertising. Ads which do not meet material requirements as described in these terms and conditions are subject to additional production charges. The publisher is not responsible for errors in key numbers or other type set by the publisher. Notwithstanding anything contained herein to the contrary, it is expressly agreed between the parties hereto that the advertiser's damages in the event of any error in publication by the publisher shall be limited to the cost charged for by the publisher for said advertisement. Agencies must add the amount of commission to rates stated above and collect from advertiser. The advertiser will pay each invoice within 30 days of the date of each invoice and will enter all claims for price adjustments, missing or inadequate work within 10 days of receipt of invoice. The advertiser is also responsible for all legal fees involved in collecting overdue balances.

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Black and White: Camera-ready keyline, positive print, right-reading, emulsion-side-down negatives. Halftones: 133 line screen.

PRODUCTION CHARGES:

If materials do not meet requirements above, additional preparation will be billed at \$25.00 minimum.

CANCELLATIONS:

Cancellations must be received by the space reservation deadline. Failure to send materials does not constitute cancellation; previous advertisement of advertiser will be inserted if new materials are not received by closing date. If new materials are scheduled and are not received, the previous advertisement of the advertiser will be inserted. No cancellation of premium positions accepted. Cancellation of a contract space forfeits advertiser's rights to benefit of frequency discounts.

DISCLAIMER:

Products or services advertised in THE AUCTIONEER are in no way endorsed by the National Auctioneers Association. Problems encountered with an advertiser should first be brought to the attention of the advertiser for satisfaction. If the problem persists, then the NAA office should be notified.

Submit all advertising and other correspondence to: THE AUCTIONEER, c/o the National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214-1985. Phone: (913) 541-8084. FAX: (913) 894-5281.

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John F. Walter	Director of Publications
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