

THE AUCTIONEER

The Magazine of the National Auctioneers Association • October, 1982



Hall of Fame Award recipients for 1982.

Top picture: Lyle Erickson, left, receiving award from Dean Fleming.

Center: Elias H. Frey, left, receiving from Ralph Horst.

Below: Hall of Fame Award plaque for John Rhodes.



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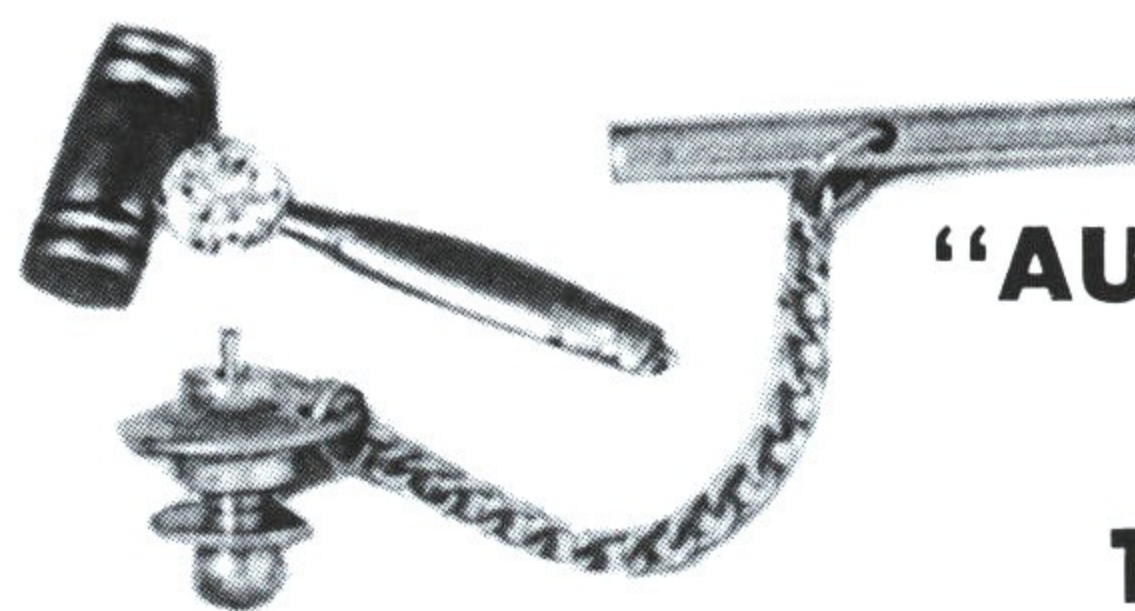
ATTENTION ALL NEW AND OLD MEMBERS OF NAA



Stetson "Wisp"



Auctioneer Hat



**"AUCTIONEER'S
GAVEL"**

TIE TACK

It has been fifteen years since we had the idea that NAA members should have something evident that would make them stand out in a crowd so that no one would wonder "Who is in charge of the sale?" We started at the top and designed a hat, pictured above, that comes in beautiful "silver belly" felt in three brim sizes: 2 1/8" - 2 3/8" and 2 5/8". Silver belly is light grey and it comes with a red satin lining and the NAA emblem is embossed in gold on the inside crown. This design and shape went over so well that we soon added the Milan straw in the same brim widths. The summer Milan straws come in light tan and can be worn with about any color clothing.

I then began to get calls for white Panamas and I prevailed on the folks who manufacture our hats, Stetson Hat Company, Inc., makers of the famous John B. Stetson hats, to make us a white Panama with a 2 1/2" brim. We have now added the Panama to our line of hats.

Those of you who like the traditional Western style hat kept after me to add a truly Western-type head piece, so we did. We

added the most popular style Western hat sold in the world today — "The Wisp". The Wisp, pictured above, is worn by the "Marlboro Man" and can be seen in about every magazine that advertises cigarettes. Our Wisp is silver belly and is 4X quality and has a 3" brim.

My wife had a tie tack designed and made for me and surprised me with it on my birthday. Many of you saw and admired it to the extent that, yes, we added it to our line. We offer the tie tack pictured above in 18K gold without the diamond, with any size diamond you would like (top quality guaranteed), sterling silver, with or without diamond, as well as sterling silver gold plated. We also offer each of the above with man-made diamonds.

The next item we added was the London Fog type jacket. Primarily a windbreaker type jacket with lined sleeves and it comes with the beautiful 4-color embroidered 3 1/2" NAA emblem patch attached to the left breast. Just right for spring and fall weather. You can also order the patch separately.

NOW, HERE COMES THE BIG ONE!

I just recently returned from Costa Rica where I had gone to investigate the possibilities of real estate investments. Due to the fact it rained most of the time I was there I did not get to see much real estate but I did end up purchasing a small "Boot Factory." Yes, I am now the owner of a boot factory that employs five expert boot makers. These workmen are among the best "hand-made" boot makers in Central America and can put out two pairs of boots each per day. My plant production is ten pairs per day or fifty pairs per week. The beautiful boots come in several different colors and styles. The most popular, the one everybody likes (including the ladies), is number 1 and 2. The only difference is number 1 is plain on the toe and number 2 has a design in the leather. Some are lined with leather and others with polyester material. Numbers 3 and 4 are primarily the regular work or dress boot and they too are lined as pointed out above. I know some of you may be skeptical of ordering boots by mail but let me say everything we sell is unconditionally guaranteed and if you are not absolutely satisfied with anything you receive from us, send it back for exchange or a complete refund. We have pictures of these boots in color and we will send you pictures of any style. They come in sizes 5 through 14 in both men's and women's sizes. If we do not have your size in stock it might take as long as 30 days to get them special hand made for you. If you need one size heel, another size for high instep and extra wide or real narrow we can have it fitted for you because we own the factory.

Here is the good part and why we bought the factory. Costa Rica is the only democratically controlled country in Central or Latin America. But, their economy is shot. When I was there two years ago it took 8 colonies (Costa Rican money) to make one of our dollars. When I was there this time it took 50 colonies to make a dollar. What this means is that the colonies have dropped from 12 1/2¢ to 2¢. Workmen in Costa Rica earn an average of \$500.00 per year or 25¢ per hour. These boots I am offering today would have cost \$175.00 to \$200.00 in American money two years ago. If the colonies come back in value we will not be able to do what we are doing now. I would advise you to get your order in now while the low, low price is prevailing on these beautiful, hand-made, easy wearing, bedroom shoe-feeling, multi-colored boots. Remember, you must be satisfied or 'ole Craig will make it right.

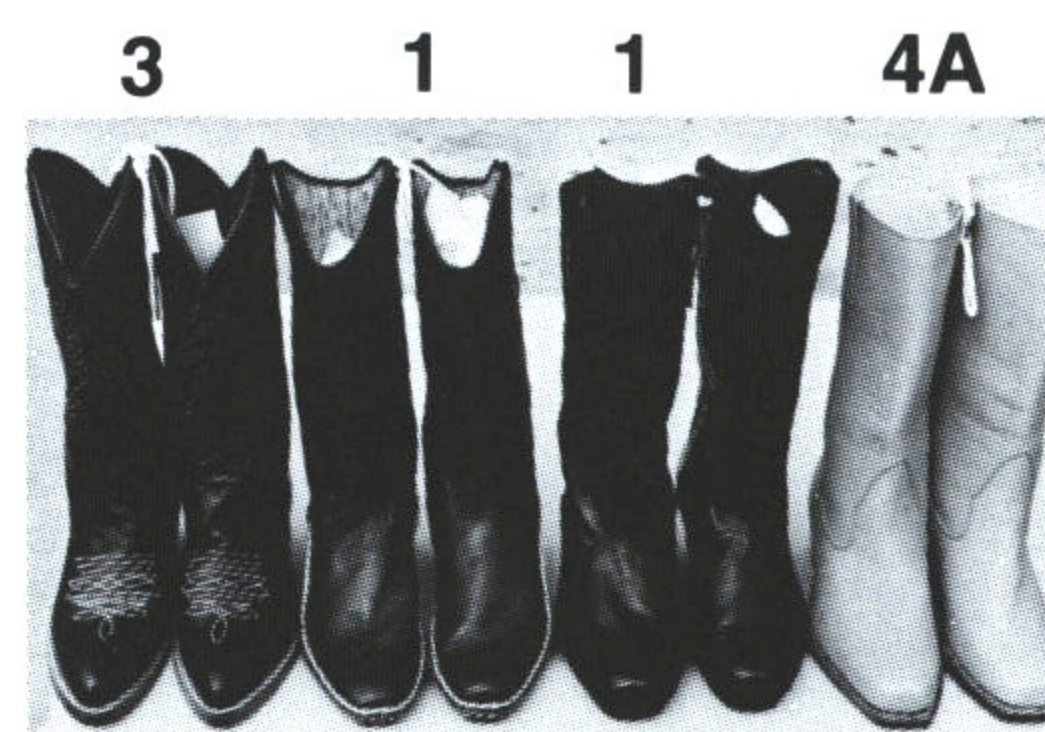
Please note new price list. I apologize for the price increase on everything made in this country, but they just keep hiking the prices to me.

Felt Silver Belly Auctioneer Hats	\$45.00
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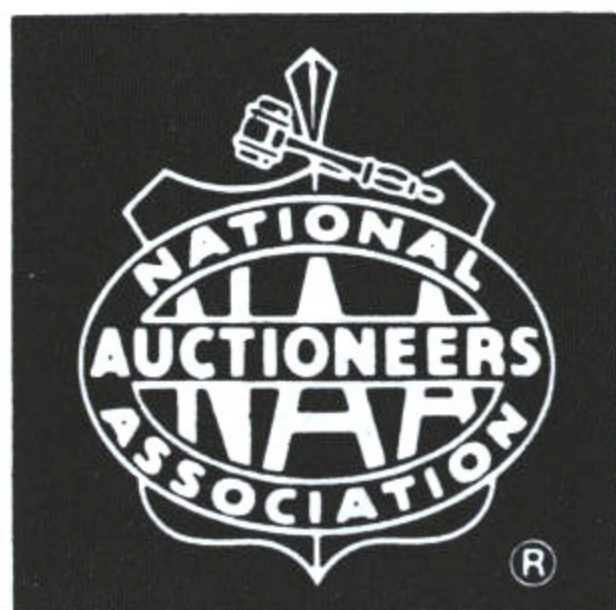
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Letters to THE AUCTIONEER

In appreciation

To the National Auctioneers Association directors, officers and anyone else involved in the prestigious Hall of Fame Award given to me at the Atlanta Convention, I sincerely want to thank all of you from the depth of my heart. This is a great honor that I will remember and cherish for years to come.

The auction profession has been a great asset to me and my family in many ways. It has provided a very good livelihood, for which we are very thankful. But I think more than that, it has built character, respect and friendship with thousands of people in the farm and construction equipment businesses, as well as hundreds of fine auctioneers that are, at times, competitors in this great profession.

The National Auctioneers Association is a great organization and it has helped me in many ways for which I am thankful. The spirit of friendship and friendly competition is evident in our conventions, and I certainly hope it continues to be that way, increasing each year. I think that anyone who makes a living, or even partially makes a living in the auction industry should belong to their state and National Auctioneers Association. It's an asset that pays back much more than the small amount it costs. I urge others who do not belong to join now and receive the many benefits offered to them.

Again, my wife, my family and myself take this means of conveying to all NAA members, officers, directors, and Hall of Fame Committee members our sincere gratitude for this great honor bestowed upon me. May God's richest blessings be yours throughout life.

Elias H. Frey
1982 Hall of Fame Award recipient
Archbold, Ohio

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Southern Fair first convention

As a "first timer" at an NAA convention, I am writing to express some positive feelings about our week in Atlanta.

My membership in the NAA is only one year old, so I must classify myself a "rookie". Since graduating from Missouri Auction School a year ago, we've held about a dozen auctions, of rare coins, antiques, charity, and household sales. We're learning how long it takes to get started and operating in the black; but so far, so good!

A lifelong ambition fulfilled is what auctioneering is to me. Having just turned 40 last month, I've got that old time feeling we're right on track. And by belonging to the NAA and taking advantage of all its benefits, my job of selling becomes more of a "piece of cake" with every auction.

My position has always been that I would spend my last dollar to learn more about how to do something better. That is why we chose to attend the convention in Atlanta — to learn more so we could offer more. As one workshop instructor said it, "out-work and out-promote the competition", and have fun with family and friends at the same time.

For this auctioneer, ATLANTA, GEORGIA, was terrific! The NAA convention was a great stepping stone for me towards becoming a professional auctioneer. As I see it, every step is in that word BECOMING. I'm sure some of the older auctioneers learned as much and maybe more at convention than the younger auctioneers. Whatever age, five days with over 1000 auction people is a time to remember.

We always try to mix business with pleasure in our family and the NAA convention certainly accommodated our wishes. My sons Ben and Josh — 10 and 8 — will always remember the Atlanta Braves, Fernando Valenzuela of the Dodgers, and the Waterslide at Stone Mountain. My wife, Bev, enjoyed shopping Lenox Square Mall for a "bargain". I personally enjoyed a visit to the State Capitol and to Sacred Heart Church in downtown Atlanta, a historical landmark restored for future generations.

As outgoing NAA president Howard Buckles advised me, "don't stop with this one, Bob, continue to attend". I must say we are already planning on how we'll get to the NAA convention in Houston next summer.

All auctioneers should take the plunge as we did. The Atlanta convention was money well spent. As they say in the movies, "go for it!"

Robert L. "Bob" Potvin
NAA member auctioneer
West Brookfield, Massachusetts



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OCTOBER, 1982

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FEATURE ARTICLES

"We are the pacesetters", NAA president Rex B. Newcom, CAI	5
Auctioneers needed, contact prospect	9
Decisions of the NAA Board of Directors	10
Headquarters Relocation Fund Report	
New effort at NAA convention, pledges closer to goal, Martin E. Higgenbotham, CAI	14
Auctions to help fund U.S. Olympic athletes	17
NAA Group Insurance Program, Harvey L. McCray	19
A general liability insurance policy is not	
Auctioneers' Errors & Omissions, Rennie Walt	21
NAA seminars to 150, topics announced	24
Registration forms	25
Win \$50, \$150 in NAA membership contest	26
"Don't run out of soap", Bus Retmier, CAI	28
CAI designations	29
Pamphlet sample free for the asking	32
Atlanta convention, pictorial review	36
NAA officer/director articles	
Absolute auction creates buyer confidence, Richard T. Kiko	54
Manage time, get more done, Hugh B. Miller, CAI	55
Use trends in today's livestock marketings, Dean H. Parker	56
"Security: Loss Prevention" panel discussion report,	
Barbara Suarez	59
Real Estate at Auction	
Properties auctioned "back then"	63

DEPARTMENTS

Auxiliary to the NAA	58	State Association Officers	77
Letters to		State Association	
THE AUCTIONEER	3	Conventions	75
Booster club	66	Advertiser's Index	78
State Association Reports	75	Advertising Rate Schedule	78

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

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“We are the pricesetters, talk to us first.”

The acceptance address of NAA President Newcom



(The following article is transcribed from the acceptance address of 1982-83 NAA president, Rex B. Newcom, CAI. The speech was presented at the Saturday night President's Banquet, July 31, during the NAA Atlanta convention.)

Thank you, Howard, and thank you, thank you, and thank you. I really don't what to say. I would like to say so many things, but we would be here until breakfast, and we don't have that kind of time.

What is one of the things I would like to see happen is for each of you to get to know me better, because I certainly want to know you better. I want to be able to truly serve you. I love everyone of you, and I want to be able to help you in many different ways. To help you know me better, I would like you to meet a few people who are very dear to me, both family and friends.

The lady who brought me into this world is here tonight. My mother has come from Colorado Springs, she is 80 years young, and she is a doll. Sitting around the table with her are two of my children and their families — my son Bob, my daughter Geneva, Bob's wife Jeanie, and Geneva's husband Jim. They all live in Nashville, Tennessee, and with them is my only granddaughter and two of my seven grandsons. I have two other sons back in Kansas, and they have four sons.

And of course, many of you already know this beautiful lady over here. For 31 years my wife Naomi has put up with me. I just hope she'll do the same for another seventy.

I tell you the auction life has been wonderful. And there is a gentleman with us this evening who talked me into going to my first NAA convention. We also learned from the same auctioneer. I would like to thank Dick Brewer who used to work with my uncle. Boyd Newcom, a great man.

I have never had a business partner, but here is a man I work with constantly. His wife clerks with us quite often, but we are not really partners. We are just great, great friends, and we do a lot of auctions

together. Bing Carter and Maxine. Would all the Kansas auctioneers stand up? Thank you.

Ladies and gentlemen, this is the year of the auctioneer. I want you to remember this all year long. This the year we can come into our own. For years, auctioneers have been thought of everything except professional. Now is the time, and this is the place for it to begin. The world is crying for auction services, and it is up to NAA members to answer the call. This country needs us worse than it has ever needed the auction method before.

The public has to find out what the real marketplace is. Only you can tell them what someone is willing to pay for cash, and what someone is willing to take. Competitive bidding is the only answer, and it is up to us to see that it is done right. You know, when I was a young boy, I went to school in the little Kansas town of Whitewater. I am still there, I have never gone very far. But when I went to Whitewater in the eighth grade, I found out that those town kids had money. We lived out in the country, I mean way out in the country. We got to town once in a while. Mama was real good about it though, because after we sold a few eggs, sold a little butter, a little cream, she would send us to the ten-cent movie, and we were uptown.

In Whitewater school, I had never seen so many kids, and there were girls, too. I had never had a girl in my class before, and there I was in the eighth grade. I had pimples on my face, girls in my classes, but taking a girl out cost money.

There was a sign down at the lumberyard and coal house for someone to shovel coal. I thought I could make a buck or two, and maybe take one of those girls to a movie.

I rushed down right after school, but when I got to the coal shed, there was a very long line. I guess some other fellows wanted to take a girl out, too. Some of the big town boys were there. Men who were out of work were in line. Those were hard times, and I looked at that long line and thought,

Continued page 6

"boy, how am I ever going to get in there and get that job?"

Well, I watched that line move kind of slowly, and I got nervous. But I remembered one of the things that I had learned at home. I got out my little "note-book" — they always tell you to carry a notebook — but I just had a wad of paper stuck in my pocket, borrowed a pencil, and wrote a note. I went up the line, walked in, went up to the desk where the boss was working, laid the note down on his table, and walked out. I didn't want to get in front of anybody, but I at least wanted to get my message across.

The line walked right on through, started moving a little bit faster, and it finally became my turn to talk to the proprietor of the lumberyard.

Now he looked at me and I looked at him. I was a long, lean, lanky kid who stood about 6' tall and didn't weigh very much. He looked at that note, looked up at me, and said "can you shovel coal?" I said, "I have pitched bundles and scooped grain. I know I can shovel coal." He said, "I am going to hire you." You know what I had written on that note? "Don't do anything until you have talked to me."

That is the message we have to carry to the buying public today — "don't do anything until you talk to me". The private treaty people are the competition, not our fellow auctioneers. Competition comes from the people who sell in ways that involve taking orders, not those who set prices. That is our job. The private order takers call us everyday, wanting to know what something brought at auction. We are the pricesetters. Talk to us first. This is the year of the auctioneer, and let's take advantage of it. Let's meet the challenge and get the job done.

I know that there are many NAA members who are not here tonight, and there are people who have come to an NAA convention for the first time this year. Some of you have never been to any of the NAA seminars, some of you have never been to the CAI program. But for all of you, I offer this true story that reflects the philosophy of my life.

When I was a very young boy, I had polio. The doctors said I would never walk. Well, I assure you that I can stand before you today and tell you that they were wrong. But there has been a lot of things happen since that time which has established my strong life philosophy. I only remember the highlights because I was only four years old.

But I do remember two things — polio hurts, and I wanted to do things that I couldn't do. I also know that I had a mother who wouldn't give up, and a father who was willing to try anything. We had an old country doctor who said, "I want to make this boy walk if I can. They said he can't do it, but we will try."

He had gone to a meeting in New York and had heard about a little lady named Kinney. She had a program that used hot and cold water to make muscles reflex, then maybe someday walk. Make muscles work that wouldn't work. To make a long story short, my daddy hauled ice and my mama hot water. They put those tubs in and dunked me one side and then the other.

Now just how long that went on, I don't know. But I do remember that it hurts a little when it is too

hot, and hurts when it is too cold. But that treatment didn't do all the work. My parents bought me a tricycle and made me pedal. We had to stretch the muscles and make them work. While the doctor contacted Kinney to find out what to do next, I wore out the rubber tires of the tricycle, and wore out the floor boards of the porch. I wore out the patience of a father and almost ruined the love of a mother. But they wouldn't give up, and neither would the doctor.

After many months I could run and fall down. And that's an accomplishment. I could walk and fall down, and I could run and fall down. I am not telling you this story for sympathy or anything else. I am telling you this story because it actually happened. We all have stories of achievement to tell. But after finding out about shoveling coal, going on to high school, and playing basketball, accomplishments have been made. My senior year I had the honor of being chosen the outstanding basketball player of the state. We won the state championship. The doctor was there, my parents were there along with many other friends, to see the boy who "would never walk".

Ladies and gentlemen, this is the year of the auctioneer. There was a doctor in a little Kansas town who cared enough to take time out of his busy schedule, to listen to ideas that no one else believed in, to do something that somebody said you can't do. He took those ideas, put them to work, and made a boy walk who couldn't.

Don't tell me you can't sell it at auction, don't tell me you haven't got time for an NAA seminar. Don't tell me you haven't got time for CAI. I can't believe it because I know a man who cared enough to make me do what people said wouldn't happen.

This world is full of clients who are asking you and me for "help". It is up to us — NAA members — and no one else, to find out how to best help them. We must, it is our challenge. Yes, ladies and gentlemen, this is the year of the auctioneer.

Need License Law Information?

For current license law information, consult the "License law update" on page 13 of the April, 1982, AUCTIONEER magazine.

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

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Advertisement

Auction computer solves problems

I am writing THE AUCTIONEER as a result of my attending the NAA Convention in Atlanta. Much has been written by others in the field regarding benefits enjoyed from computerizing, but I would like to add my comments — as an industrial auctioneer — which I hope other NAA members will find interesting and beneficial.

At the Atlanta convention I was especially impressed with the number of computer programs displayed, and presently available to auctioneers. Without doubt, the need to computerize has now been recognized as being a necessity.

My own auction business, which primarily deals with industrial equipment sales, requiring detailed reports to banks, attorneys and courts, was being buried in repetitive paper work. The necessity of repeat material mailings of approximately 5000 flyers each week to potential buyers also added to this constant retyping problem.

Two years ago I decided that a computer program for auction sales and mailing lists was my only hope to relieve me of these burdensome tasks. After researching the computer market with a list of needs, which included portability (as I travel from city to city), capacity and speed, I found the Apple II Plus computer ideal for my purposes.

A program was designed for me which now

handles all of the functions of an auction sale, from entering a catalogue, registering buyers, consignments, and printing summaries.

This has greatly reduced the tedious task of clerking services and recapping sale information, saving me time and lowering my secretarial costs. In addition, a mailing list program was developed to organize the various trade categories I use, with the ability to add to, delete, and merge listings from various sales.

In looking for further uses for my computer, I found that inexpensive, packaged programs for payroll and accounting were available. I now enjoy these benefits, also.

Without question, the employment of a computer has allowed me to expand my auction capabilities, better serving my clients and saving me time and money. It has proven to be one of the wisest investments that I have made in my 34 years of auctioneering.

Joseph Finn
NAA member auctioneer
Boston, Massachusetts

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China Cabinets	<input type="checkbox"/>	Carriages	<input type="checkbox"/>	Pianos	<input type="checkbox"/>	Spelter Figures	<input type="checkbox"/>
Gateleg Tables	<input type="checkbox"/>	Bentwood Chairs	<input type="checkbox"/>	Hall Trees	<input type="checkbox"/>	Dinner Wagons	<input type="checkbox"/>
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Towel Racks	<input type="checkbox"/>	Bureau Bookcases	<input type="checkbox"/>	Bureaux	<input type="checkbox"/>	Shefioneers	<input type="checkbox"/>
Marble Clocks	<input type="checkbox"/>	Buffets	<input type="checkbox"/>	Barrometers	<input type="checkbox"/>	Oak Furniture	<input type="checkbox"/>
Hat Racks	<input type="checkbox"/>	Queen Anne Chairs	<input type="checkbox"/>	Pottery	<input type="checkbox"/>	Corner Cabinets	<input type="checkbox"/>
Paintings	<input type="checkbox"/>	Leaded Glass	<input type="checkbox"/>	Wall Clocks	<input type="checkbox"/>	Silver Plate	<input type="checkbox"/>
Royal Doulton	<input type="checkbox"/>	Pine Furniture	<input type="checkbox"/>	Prints	<input type="checkbox"/>	Grandfather Clocks	<input type="checkbox"/>
Fern Stands	<input type="checkbox"/>	Bedroom Suites	<input type="checkbox"/>	Carnival Glass	<input type="checkbox"/>	Primitive Furniture	<input type="checkbox"/>
Mirrors	<input type="checkbox"/>	Coal Scuttles	<input type="checkbox"/>	Candlesticks	<input type="checkbox"/>	Sea Chests	<input type="checkbox"/>
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Curio Cabinet	<input type="checkbox"/>	Sets of Chairs	<input type="checkbox"/>	Bookcases	<input type="checkbox"/>	High Boys	<input type="checkbox"/>
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Sideboards	<input type="checkbox"/>	Mantle Clocks	<input type="checkbox"/>	Wardrobes	<input type="checkbox"/>	Music Boxes	<input type="checkbox"/>
Secretarys	<input type="checkbox"/>	Cut Glass	<input type="checkbox"/>	Bronze Figures	<input type="checkbox"/>	Carvings	<input type="checkbox"/>
Rocking Chairs	<input type="checkbox"/>	Wedgewood	<input type="checkbox"/>	Chest of Drawers	<input type="checkbox"/>	Architecture	<input type="checkbox"/>
		Spode	<input type="checkbox"/>	Card Tables	<input type="checkbox"/>		



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

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

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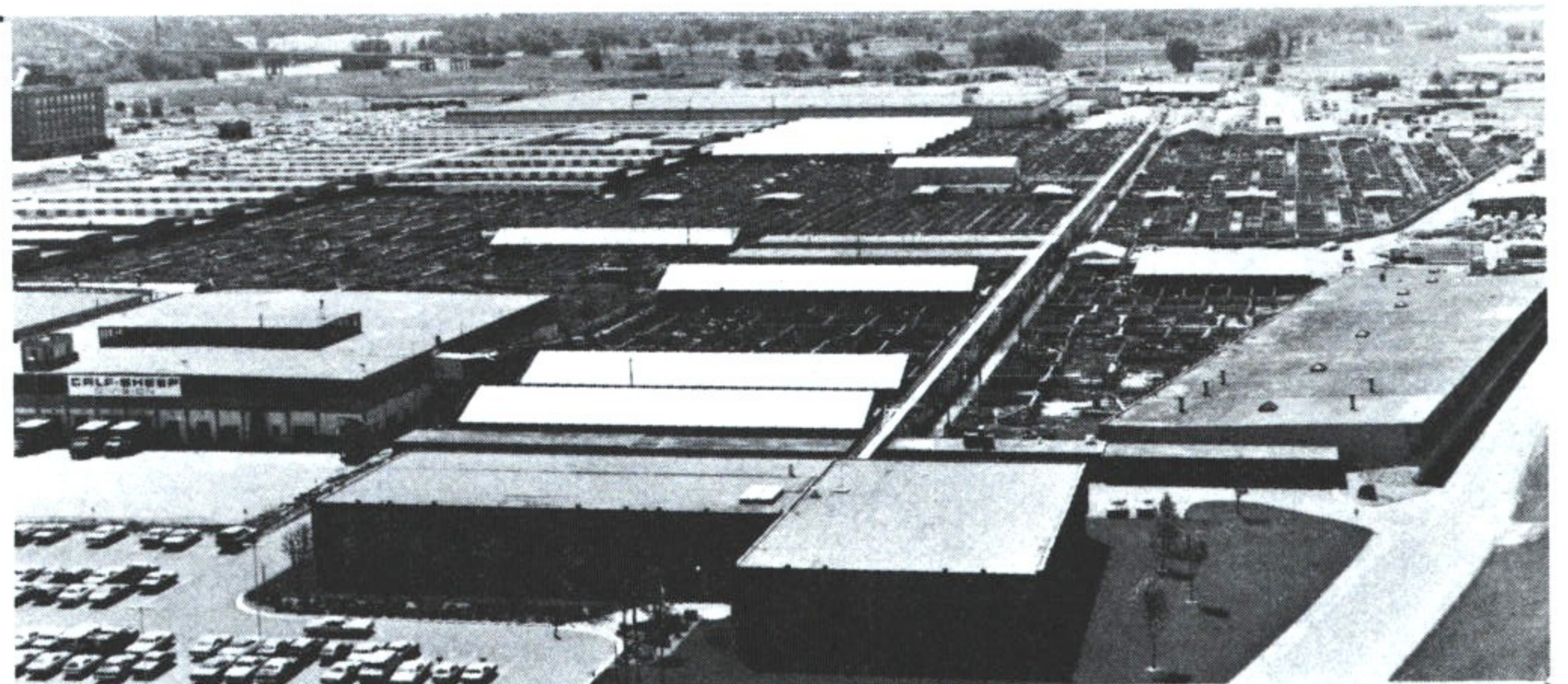
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Decisions of the NAA Board of Directors, three meetings held

By Harvey L. McCray
NAA executive vice president

Three meetings were held by the NAA Board of Directors recently, and the decisions of the Board which are important to the membership will be summarized in this report.

The first meeting, a "special" meeting, was held for the primary purpose of determining the status of the Headquarters Relocation project and the building of the proposed headquarters office building in Overland Park, Kansas. That meeting was held June 29, 1982 in Overland Park.

The second and third meetings were held during the 1982 NAA Convention in Atlanta, Georgia. The second of the two meetings was considered the organizational meeting of the newly elected members of the Board of Directors. The first meeting was held on Tuesday night and all day Wednesday, July 27-28, at the Atlanta Hilton Hotel. The second meeting was held on July 31.

A summary of the important decisions and issues of all three meetings follows.

June 29, 1982, meeting

At the special meeting, the Board:

- Heard a report by James Balderson, Lund & Balderson, Architects, Overland Park, Kansas, offering information about the design and costs to construct the new building.
- Heard a report by Martin E. Higgenbotham, chairman, Headquarters Relocation Committee, in regards to the manner in which the new headquarters building can be financed, due to the fund raising support of the NAA membership.
- Accepted the basic building design as presented to the Board by Lund & Balderson, Architects.
- Determined that the real property in Lincoln, Nebraska (current NAA office) be sold to the highest bidder without reserve at public auction.
- Decided that the NAA Board of Directors establish a ground breaking target date of September, 1982, provided that the fund raising efforts during the 1982 Atlanta Convention produce a minimum of \$100,000 in cash on hand, with a minimum of

\$100,000 new pledges, and provided that an acceptable new construction contract is available.

July 27-28, 1982, meeting

At the July 27-28 meeting, the Board:

- Approved president Buckles' appointment of the following to the FmHA Committee: Hugh B. Miller, chairman, Rex B. Newcom, Haskel Ayers, Sammy L. Ford and Richard T. Kiko.
- Accepted president Buckles' appointment of Wayne Ediger to serve on the Nominating Committee, replacing Ernest Freund who was unable to serve.
- Heard and accepted the treasurer's report, as submitted by Dean Fleming, NAA treasurer.
- Decided to trade the NAA van for a 1983 model, a van which is comparable in price to the one currently owned.
- Accepted the Hyatt Regency Hotel, Louisville, Kentucky, and the Hyatt Regency Hotel, New Orleans, Louisiana, as the headquarters hotels for the January and February, 1983 NAA Seminars respectively.
- Accepted the Hilton Plaza Inn Hotel, Kansas City, Missouri, as the hotel in which to hold the January, 1985, NAA Real Estate Seminar.
- Allowed the executive vice president to select the hotel for the February, 1985 NAA Seminar in Williamsburg, Virginia. (NOTE: the hotel chosen is the Motor House in Colonial Williamsburg.)

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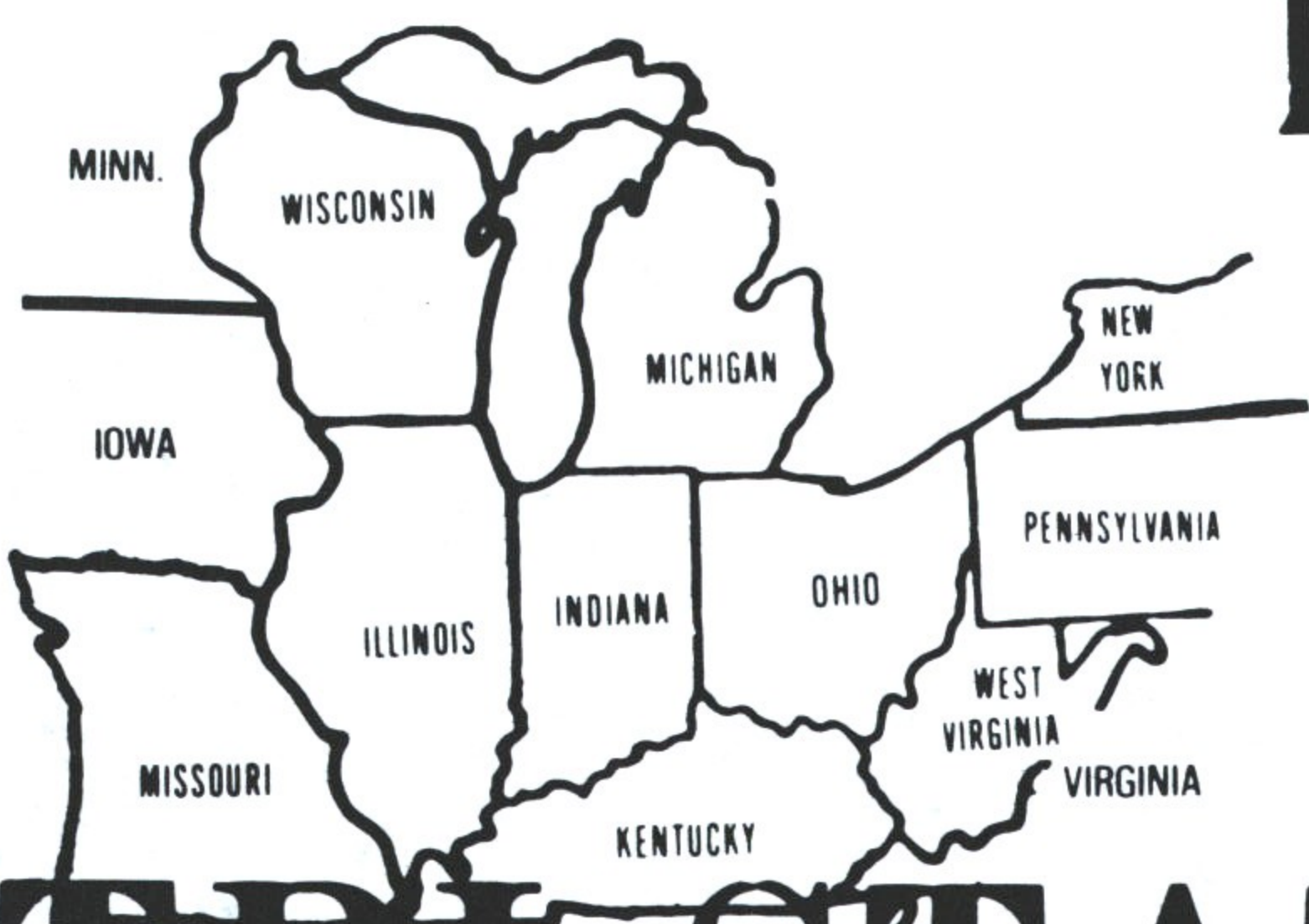
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- Went on record in favor of the amendment to the By-Laws of the NAA, as requested by the Auxiliary to the NAA, in regards to adding Auxiliary membership to the membership classification.
- Approved the program to investigate and study involuntary auctions now being conducted federally and statewide, and to determine if future recommendations, in regards to involuntary auctions, are to be made to the Board of Directors.
- Accepted president Buckles' appointment to the Involuntary Auctions Committee as follows: Hugh B. Miller, chairman, Harry Anderson, and Louis B. "Benny" Fisher, Jr.
- Requested from each state, requiring auction licenses, to send to the NAA office a list of licensed members which will be used to promote membership in the NAA.
- Approved a motion that the president write a personal letter to every member of the NAA, requesting that each member secure one new member during the 1982-83 NAA Year (July 1, 1982 through June 30, 1983); and that a new membership application form be included with each letter.
- Approved a membership campaign nationwide with winners to be named in each of the five regions currently used in the NAA Convention Site Selection process. A prize of \$50 will be awarded to each regional winner and \$150 to the national winner. It also was determined that a separate category be established for auction schools' management and staff entering the membership contest.
- That the NAA membership kit, now being used, include two forms to use in soliciting two new members rather than one.
- That the Laws & Regulations Committee study, with legal counsel, the wording to support an amendment at the January, 1983, meeting which will provide for associate membership in the NAA for clerks, cashiers, auction market owners, auto auction facility owners, etc. It was further clarified that the Committee discuss the need to restrict associate memberships **ONLY** to non-auctioneers and those who serve with or service the auctioneers; and that privilege of associate membership will not permit voting rights, etc.
- Reviewed several grievances, which were submitted against NAA members, but learned that none of the grievances necessitated taking action or possible suspension of membership for any NAA member.
- Received enthusiastically a report from W. Angus Davis of South Carolina in regards to his proposed "Buy America Back" campaign (re: the U.S. Government using NAA members to sell surplus items at auction); and determined that the membership be offered information about the program in hopes of having each member correspond with their congressional representatives showing support for the Buy America Back auctions. (NOTE: The editorial staff will feature W. Angus Davis' idea in a future issue of THE AUCTIONEER magazine.)

continued page 13



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- Approved a program to have a cost analysis prepared in regards to NAA conventions, to determine how the membership can afford attending the NAA conventions more easily (re: hotel room rates, registration costs, etc.). Further, that a survey be prepared and distributed to the membership, via the magazine, to determine why the membership is not attending conventions and educational programs' events.
- Defeated a motion, which was proposed to instruct the Nominating Committee to nominate not less than two candidates for the office of vice president if qualified candidates are available.
- Selected the Diplomat Hotel in Hollywood-by-the-Sea, Florida, as the site of the 1987 NAA convention.
- Allowed the NAA office to provide computer invoicing for the Certified Auctioneers Institute, which will provide the NAA with a method of verifying that each CAI member is a member of the NAA; said proposal is subject to the approval of the CAI Board of Governors if and when proper procedures are successfully initiated.
- Expressed gratitude to president Howard Buckles for a "job well done" as president of the National Auctioneers Association during the 1981-82 NAA Year.

July 31, 1982, meeting

During the first, organizational meeting of the Board of Directors for the 1982-83 NAA year, the Board:

- Welcomed the newly elected officers and directors to the Board of Directors.
- Approved the appointments of committees as recommended by president Rex B. Newcom (NOTE: the list of committees was published in the September, 1982, issue of THE AUCTIONEER magazine).
- Approved president Newcom's recommendation that Charles E. Cumberlin be appointed to serve on the Board of Governors of the Certified Auctioneers Institute as the NAA's official representative. NOTE: Two representatives of the NAA Board of Directors are appointed, each for a two-year term. Charles Cumberlin was appointed to serve beginning January 1, 1983 through December 31, 1985. Rex B. Newcom's term will expire on December 31, 1983. Executive vice president Harvey L. McCray is a permanent member of the CAI Board of Governors, and serves as a non-voting secretary-treasurer.
- Rejected a proposal at the current meeting to purchase a conference table and 18 chairs with which to use in the Board Room of the soon-to-be constructed NAA office (NOTE: the table and chairs are available now from a private individual in the United Kingdom).
- Tabled a motion to have the NAA office personnel distribute, weekly, to auction schools, the names and addresses of those persons requesting a list of auction schools which advertise in THE AUCTIONEER magazine.
- Accepted the Budget for the 1982-83 NAA year.
- Authorized the Archives Committee to determine

the necessity of contacting more than the one interior design specialist, who already has been assisting the committee to determine how the Archives Room of the new NAA office is to be designed.

The actions and decisions as summarized above from the minutes of the three meetings of the Board of Directors represent only a portion of the time spent by the Board reviewing items, which were submitted to the Board and to the Committees. The summary offers information which is of primary interest to the entire NAA membership and which does not affect any one member as an individual. Response to any individual member's request will be made to that member by the executive vice president.

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Headquarters Relocation Fund Report

New fund raising effort at 1982 NAA Convention; pledges closer to goal!

By Martin E. Higgenbotham, chairman
Headquarters Relocation Fund Committee
Lakeland, Florida
813-688-6094

If you were unable to attend the 1982 NAA Convention in Atlanta, Georgia, you missed the excitement, which was generated by the membership who participated in the Headquarters Relocation Fund fund-raising auction. Proposed areas of the new headquarters office building were sold at auction so that the membership can identify their contributions in specially designated areas.

Last year at the 1981 Las Vegas convention, several areas were sold at auction and contributors made pledges in excess of \$400,000. Then, in Atlanta, over \$100,000 was pledged to add to the original funding to help the Headquarters Relocation Fund Committee realize its goal of having \$600,000 pledged.

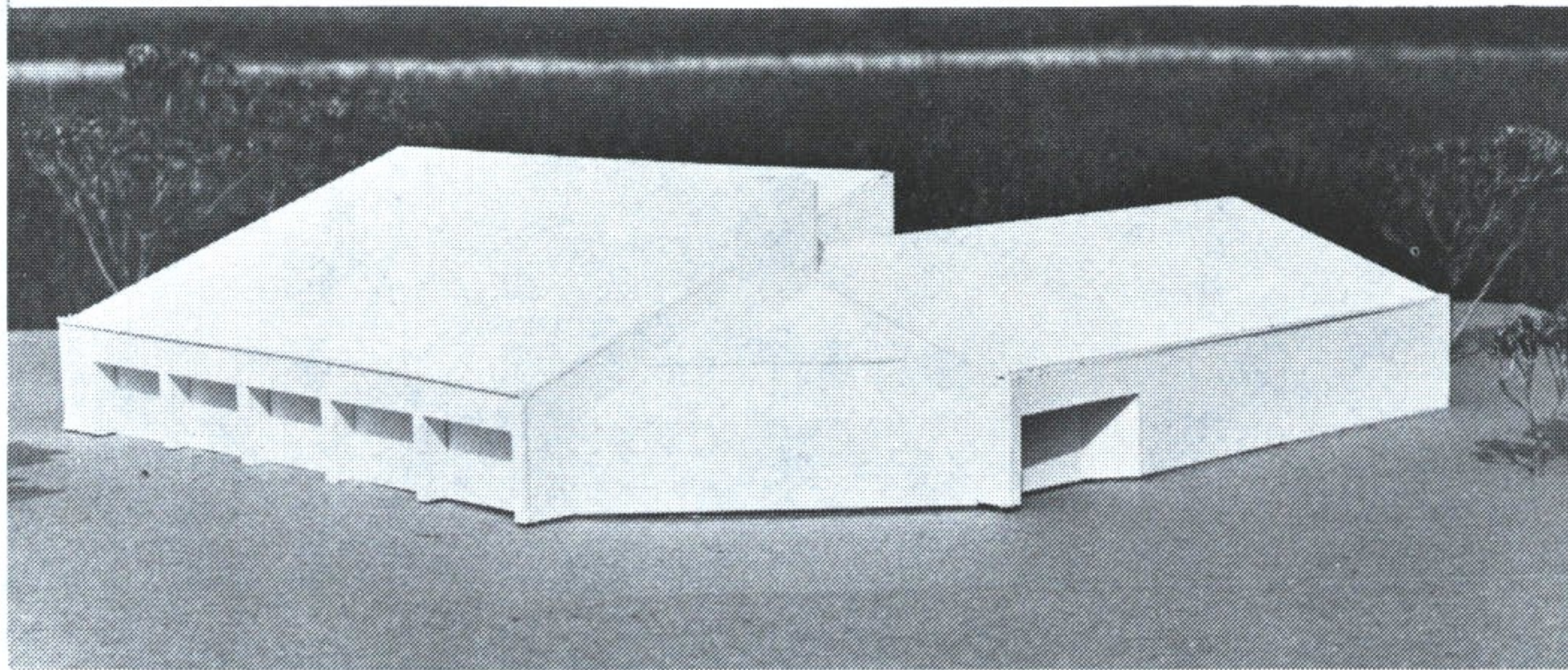
The 1982 fund raising event was kicked off when the first item was sold at auction. The Texas firm of Miller and Miller Auction Company bought, for \$8,500, the picture window to be installed in the Board Room. That was the beginning of the very successful auction!

The landscaping was then sold for the combined amount of \$10,000 and the successful bidding was shared by the Yoder & Frey Auction Company of Ohio and the Henderson Brothers Auction Company of Louisiana.

The next item to be auctioned was the outside identification sign for \$5,000 to Gary Fingleman of Texas. Then, the flagpole was sold for \$10,000 to another Texan, Pete Bond of Bond & Bond Auctioneers. Dean H. Parker of Utah and Harrison J. "Bus" Retmier of Indiana shared the cost of the patio area by being the combined high bidders in the amount of \$7,500.

When the Headquarters Relocation Fund auction was over, an additional amount of \$106,000 was raised. All of the successful bidders will receive appropriate recognition in the areas on which they bid during the 1982, and 1981, NAA Conventions.

I have been overwhelmed when I read the list of contributors to our Headquarters Relocation Fund



ARCHITECT'S MODEL of new NAA headquarters building in Overland Park, Kansas.

program! Pledges and contributions have been received from not only members, but friends, relatives and just plain supporters of the auction method of selling real and personal property!

Midway through the Headquarters Relocation Fund Raising Auction, during the 1982 Convention, a young lady stood up and said, "I have been saving my eggs and milk money and am so very excited about this new office and what the auctioneers are attempting to do here tonight, that I'm going to give \$1,000 to the Building Fund!" She promptly stood up, pulled out a check and wrote it for the \$1,000 amount.

That \$1,000 check was written by our new President's mother, Mrs. Viola Newcom Wilson, who attended the 1982 Convention to honor Rex Newcom as the incoming NAA President. The presentation of the check by Mrs. Wilson was the highlight of the evening for many, especially me!

Mrs. Wilson is retired; has absolutely nothing to gain, monetarily or otherwise, by her donation to the NAA Building Fund. She realized and understood what the auction profession is and what the NAA is attempting to do for its members and auctioneers everywhere.

NAA members are supporting our Headquarters Relocation Fund program — not only those who have been members and supporters of our programs for

years, but those who have just joined the NAA or are very new in the profession. Many contributors in Atlanta have just graduated from an auction school and their support is not only welcomed, but needed!

Some of the new auctioneers — new NAA members — made pledges of \$1,000; others \$2,500 and some, \$5,000! These new members were inspired by the actions of NAA members who have supported the NAA from the day of its inception to the present and these active auctioneers and families continue to give of their time, energy and money for the benefit of the auction profession!

The 1982 Headquarters Relocation Fund program was very successful just as the 1981 program was! We needed the support we received in Atlanta!

We are approximately at 84% of our fund raising goal in pledges to construct our new building. Our greatest need to date, however, is to obtain from our contributors enough cash in hand as we possibly can so that the Board of Directors will give us the okay to dig the footers for the new building.

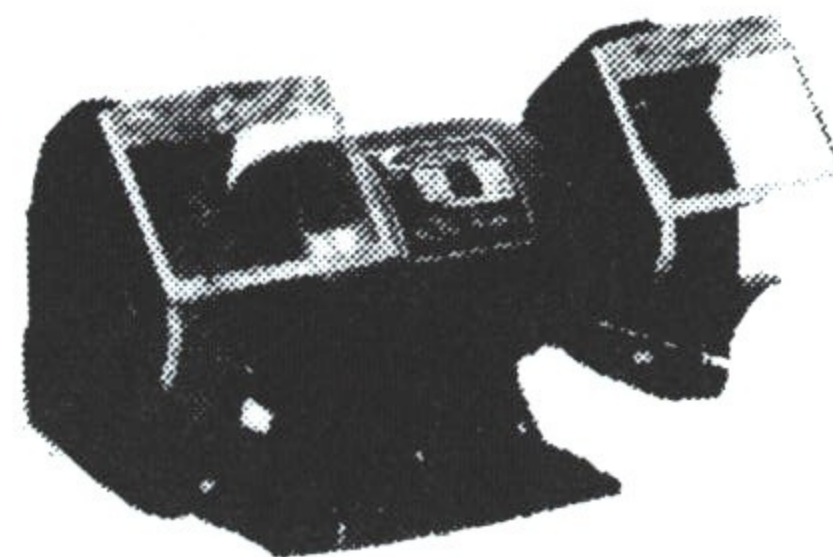
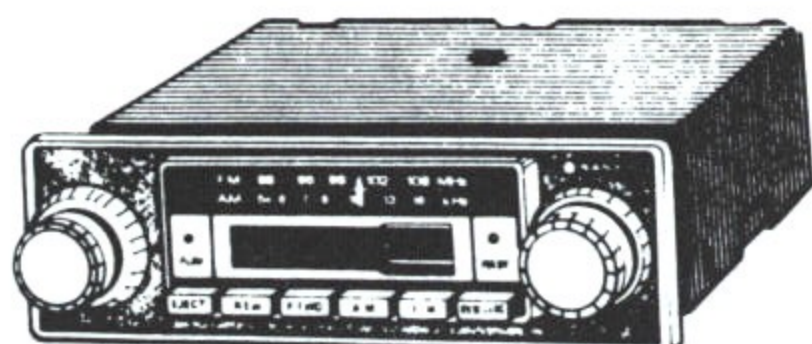
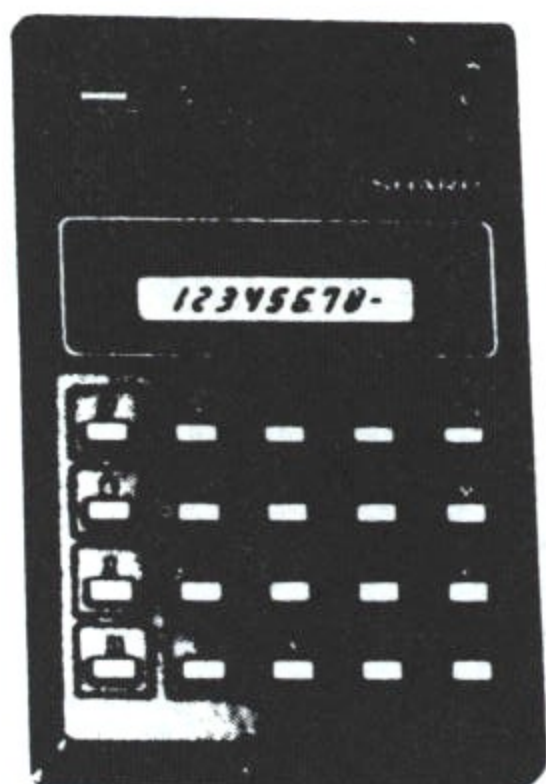
In order to commence construction, the NAA Board of Directors insists on having at least \$100,000 in the Headquarters Relocation Fund bank account and another \$100,000 readily available. We are near those goals, but have a little ways to go. Hopefully, this goal will be reached by November 1 so that construction can begin, but nothing will be done or can be done until we do have enough cash to initiate construction!

I extend a personal invitation to those of you who have yet to participate in this great effort to complete the pledge card, which is printed with this Headquarters Fund program report, and return it with your pledge and contribution immediately to the NAA office. **We need the support of the entire membership.**

Remember, the pledges can be paid over a five-year period, if needbe, but obviously we need as much cash up front as we can possibly obtain. The

Continued page 17, column 2

Headquarters Relocation Fund, National Auctioneers Association							
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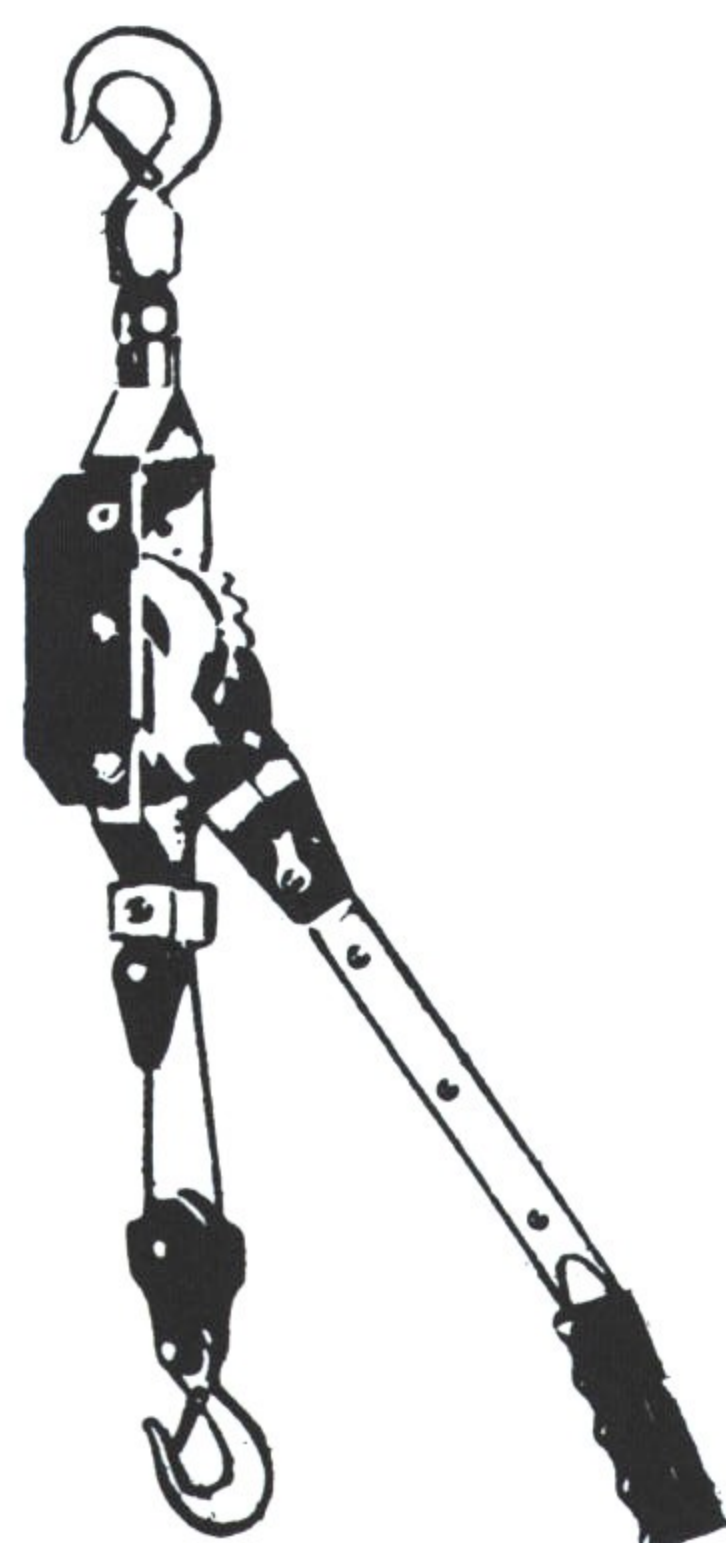
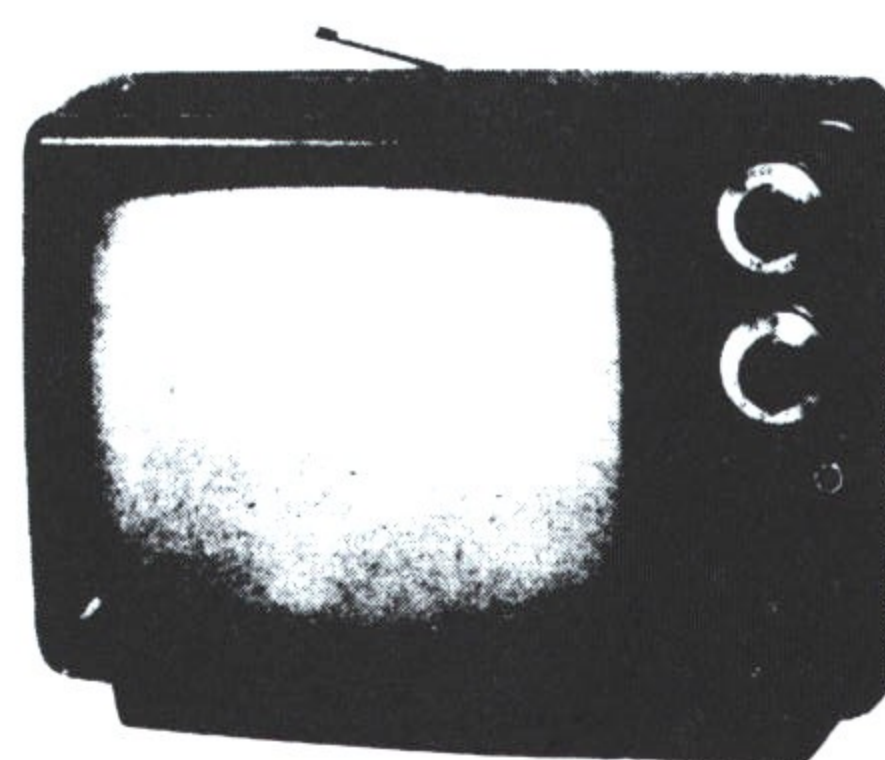
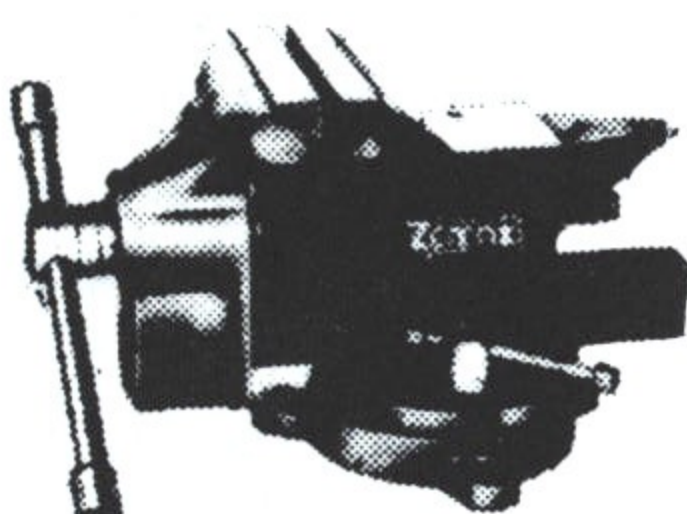
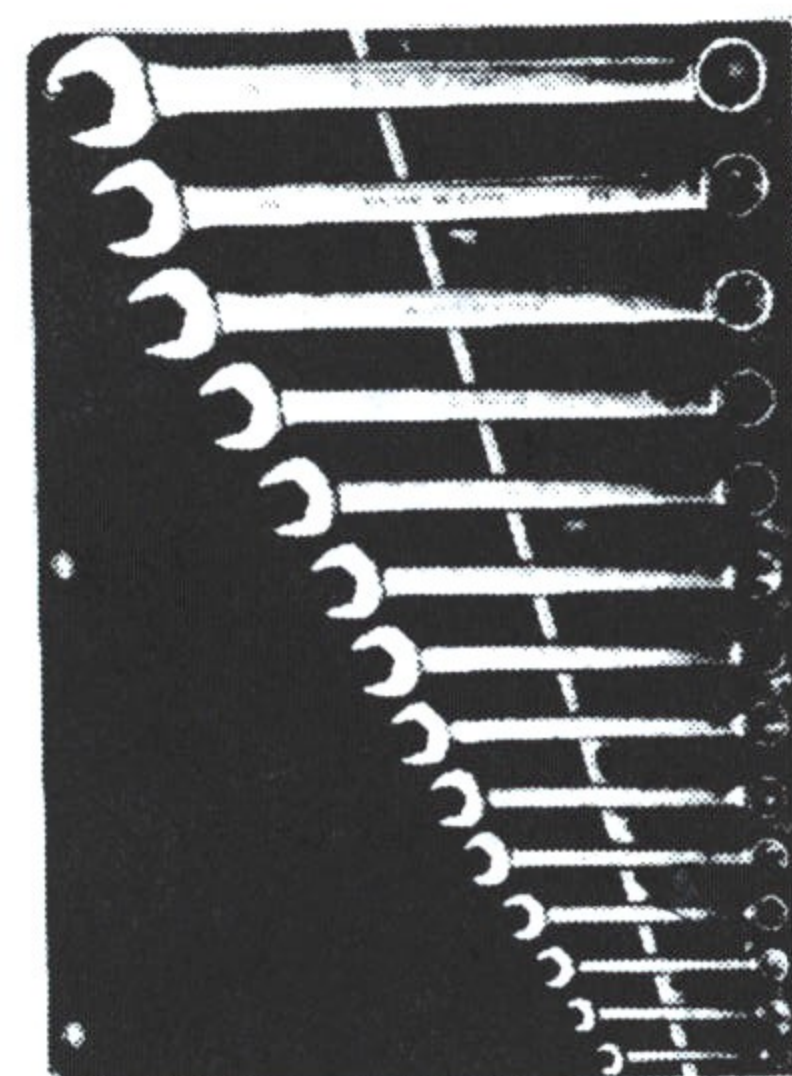
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Auctions to help fund U.S. Olympic athletes

The United States, for the second and possibly last time in this century, will host the Summer Olympic Games in 1984. The United States Olympic athletes are able to compete in the Games only because they are supported by various fund raising activities throughout the country, one of which is auctions.

The revenue generated from these auctions helps to send American teams to national and international competitions; to provide economic assistance to promising athletes; to fund a unique sports medicine program; to support and maintain the Olympic Training Center in Colorado Springs, Colorado.

The United States Olympic Committee has indicated that they will enjoy the opportunity of working on a cooperative basis, with clients of National Auctioneers Association members, to conduct auctions in various parts of the United States to benefit American amateur athletes. Auction goers will be participating in a once-in-a-lifetime experience — an evening filled with national pride and excitement, and an opportunity to "jump on board" with all the energy and inspiration that is the Olympics — but most significantly, to help our national Olympic hopefuls.

To learn more about this opportunity to help the United States Olympic Committee's fund raising

activities, please contact: Betty Polston, United States Olympic Committee (Entertainment-Special Events), 2001 Wilshire Blvd., Suite 301, Santa Monica, California 90403, phone 213-829-9902.

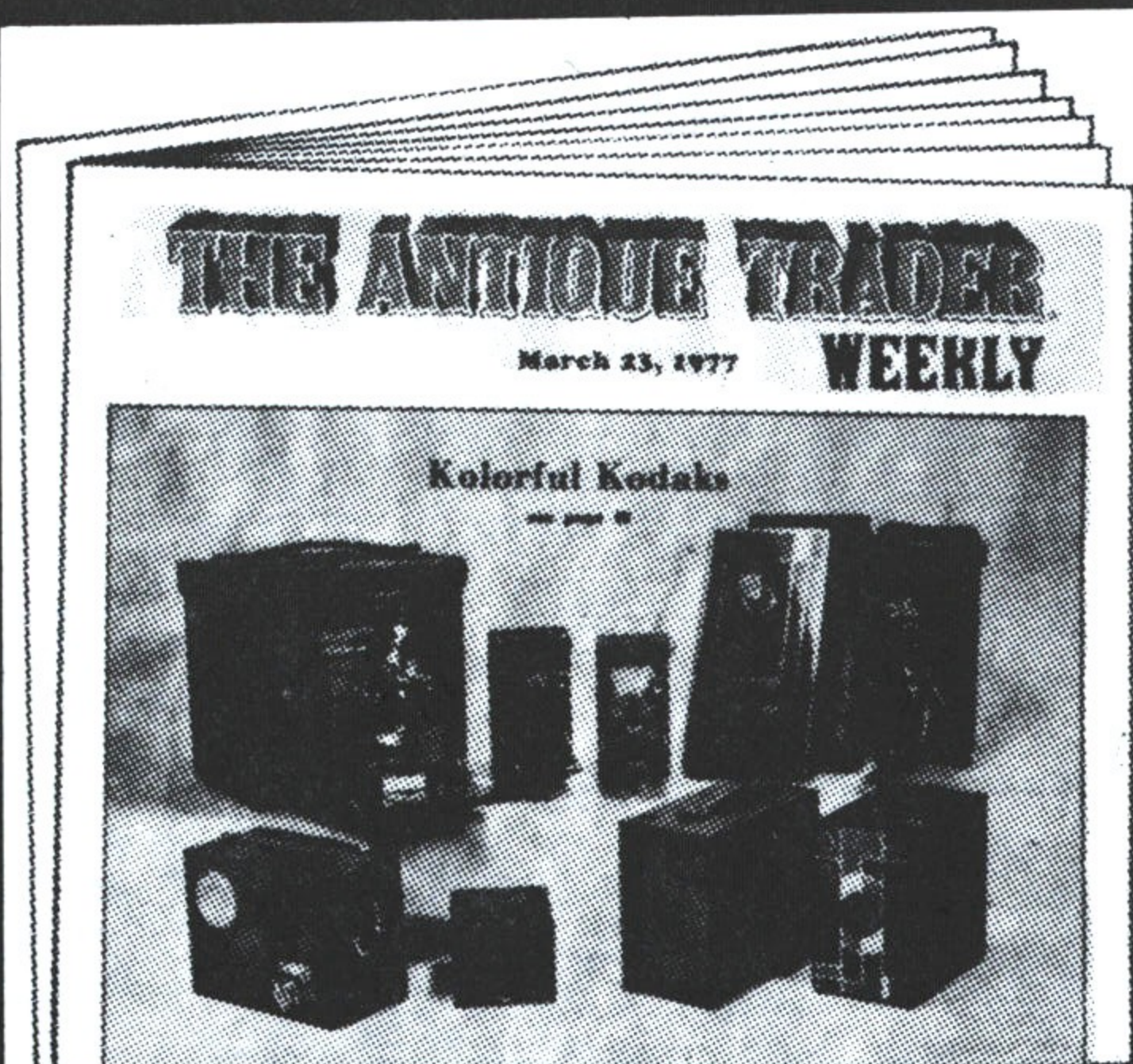
Continued from page 15

Headquarters Relocation Fund Committee; the Board of Directors; and those who already are supporting this worthwhile program will appreciate your contribution and pledge very much!

Building the new NAA Headquarters Office is a challenge, in which many of us will never have an opportunity to participate again. This new office is to be built with a future in mind and will take care of the needs of the National Auctioneers Association for many years to come. **Consequently, if you want to be a part of this campaign, it is imperative that you act now!**

If any member of the NAA has any thoughts, ideas, comments, questions or anything whatsoever, concerning this fund raising endeavor, **please feel free to call me, Marty Higgenbotham, 813-688-6094,** and/or Harvey McCray of the NAA office for your answers.

Again, I thank you for your participation and your check. You will be participating in a very important and worthwhile program of the National Auctioneers Association!



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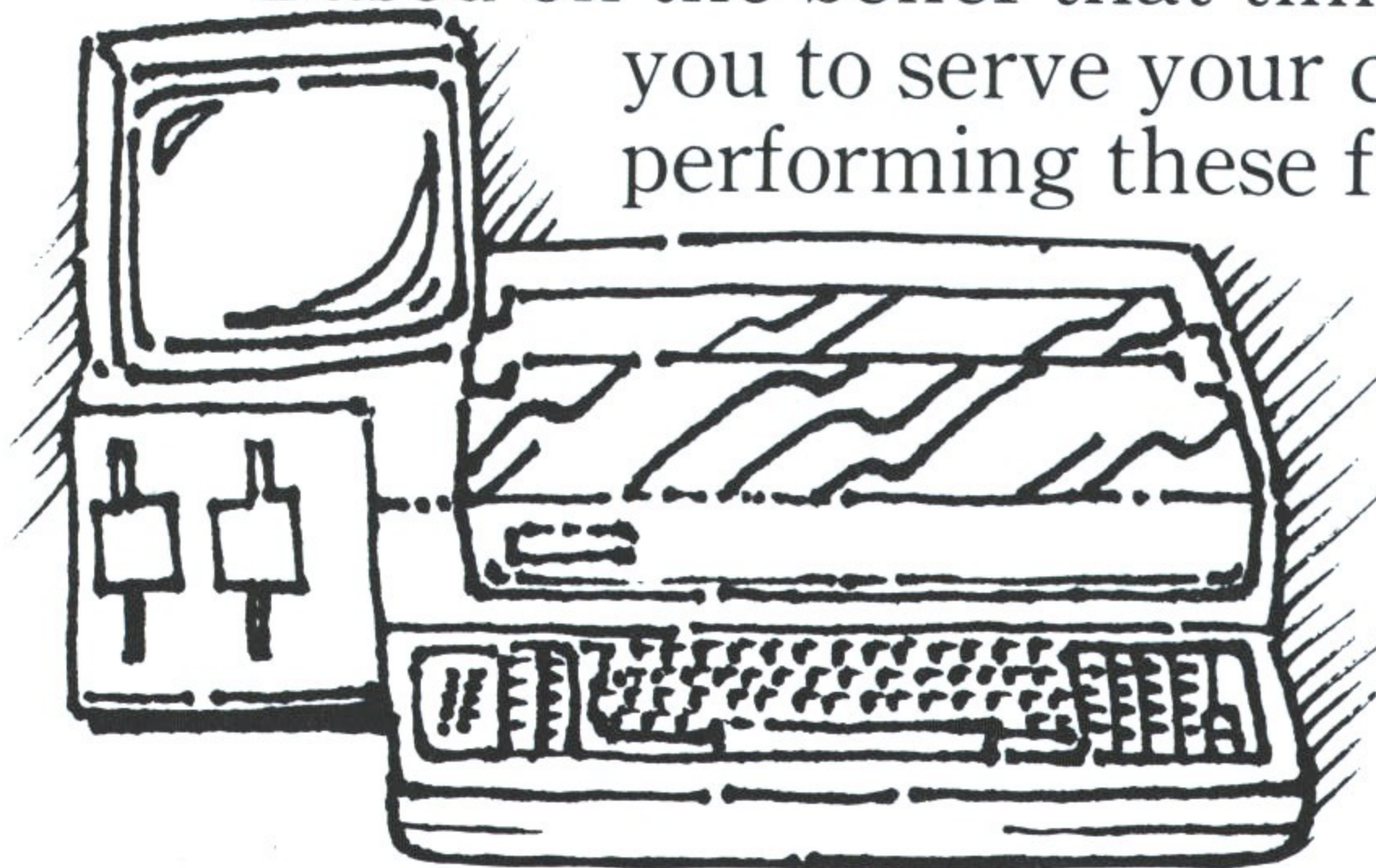
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The NAA Group Insurance Program

By Harvey L. McCray
Executive Vice President

For years many of our members have taken advantage of the Group Health and Accident Insurance program offered to NAA members by Mutual of Omaha. During the years that the Mutual of Omaha program was being sold to the NAA membership, the NAA office was fielding complaints that the program was eligible only to the members and their families, but not to the employees of the members.

The NAA Board of Directors, in an effort to provide a broader insurance program for the membership for health and accident protection, endorsed, as the new insurance company, Alexander & Alexander, Inc., an insurance brokerage firm. Alexander & Alexander, with the help of Paul Burke and Associates, Inc., put together a program for the members of the National Auctioneers Association, their families and employees, which is available in all states at a very competitive pricing.

As with any group insurance program, the members of the group being offered insurance coverage have to participate in the program to continue having group coverage. The initial costs to establish our Association group program are extremely high. It may mean, also, discontinuance of any other group program in order to maintain the newer group pro-

gram.

Many NAA members are still covered under the old Mutual of Omaha program. The NAA Insurance Committee is suggesting that you seriously consider switching to the new Alexander & Alexander, Inc., group insurance program to allow us to continue offering a program, which will provide Health and Accident Insurance coverage to the individual NAA member; his or her family and dependents; and to the employees of the NAA member's auction firm.

Many phone calls have been made to the NAA office by members seeking information about the Group Health & Accident Insurance program of the National Auctioneers Association. Too often members want to know rates before they complete the application for coverage. You must provide information before rates can be determined and you cannot and will not be covered in the new program until you are billed for and pay your first premium.

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Where to get Information on the NAA Approved Insurance Programs

Application forms and literature offering information about the two new insurance programs, which have been prepared for NAA members by the Alexander & Alexander, Inc., insurance brokerage firm (Group Health and Accident and Errors & Omissions have been distributed to the membership periodically from the NAA office. Some confusion has been indicated about which insurance specialist is the official program as endorsed by the NAA Board of Directors.

Officially, Alexander & Alexander, Inc. is the company providing the Group Health and Accident insurance program with the help of the Paul Burke and Associates, Inc., a Minneapolis based firm. And, Alexander & Alexander, Inc., has provided for the NAA membership an Errors & Omissions protection program.

If information is needed or wanted about either or both of the programs, write to or call the NAA office and application forms FOR EACH

INSURANCE PROGRAM will be sent to you in return mail. All members then are to complete the Application Form and return it to the proper address, which will be shown on the application forms. The application forms must be completed for each program, before information on rates can be offered. Even though the application form is submitted, coverage will not begin until the NAA member submits his or her premium for the coverage.

The Mutual of Omaha Insurance Company, one time, was the sole and official insurance company to provide Health and Accident insurance coverage to the NAA members. However, the NAA Board of Directors, in 1979, reviewed the programs of Mutual of Omaha and other insurance carriers and determined that from that date on Alexander & Alexander will serve as the "official" insurance specialist for NAA members.

The difference in the coverage offered to NAA members by Mutual of Omaha and Alexander & Alexander, Inc., is that A&A provides protection for the NAA member, his or her family, AND his or her employees. The Mutual of Omaha program offered protection only to the NAA member and his or her family — no employee protection was provided at group rates.



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A general liability insurance policy is not Auctioneers' Errors & Omissions

By Rennie Walt
Vice President
Alexander & Alexander, Inc.

I want to thank all of the members of the NAA who stopped by the Alexander & Alexander display at the NAA Atlanta Convention. A great deal of interest was shown, and many questions were asked, about the NAA endorsed insurance programs.

After visiting with NAA members, it became obvious that there is some confusion about Errors and Omissions insurance and its coordination with Comprehensive General Liability. In several instances, auctioneers indicated that their insurance agents had said that Errors and Omissions exposures were covered under the Comprehensive General Liability policy of the auctioneer. At the time, I felt this was incorrect, and after doing some research, I find it is extremely unlikely that a NAA member has Auctioneers' Errors and Omissions coverage included in his General Liability policy.

A Comprehensive General Liability policy provides protection to the auctioneer for bodily injury and property damage. **An Errors and Omissions policy provides protection to the auctioneer for financial loss resulting from an act, error, or omission committed by the auctioneer.**

If your agent indicates that both exposures are covered under the same contract, I suggest you investigate further.

During the Atlanta Convention one member indicated both general liabilities and E&O were covered under the same policy, and he said he even had the policy with him at the convention. After reviewing the form, we found that it was a well written package policy protecting the general liability exposures of the auctioneer, his office contents, and a few other incidentals; however, no protection was offered for errors and omission exposures.

If you have trouble interpreting your insurance, contact your agent, or ask your legal counsel to review it for you. **If you need additional information about the Errors & Omissions insurance available to you thru the NAA's approved program, contact:**

Rennie Walt, Alexander & Alexander
Suite 400, The Atrium, Lincoln, NE 68508
Phone: 402-475-5671

There have been many inquiries during the past few years, about where NAA members can buy Auctioneers' Errors and Omissions insurance. Because the inquiries were so numerous and from all over the country, the NAA Board of Directors felt a program should be developed for the membership.

During the fall of 1981 an Errors and Omissions program was finalized with a policy, application, and

rating structure developed specifically for the NAA membership. During the last ten to twelve months many of our members have taken advantage of the protection and are covered under the program.

The majority of the membership, however, has not taken advantage of their Association's insurance program. Unless the number of members participating increases substantially in the near future, it is quite possible that the coverage will have to be offered to auctioneers outside the membership of NAA.

There have already been claims under the NAA Errors and Omissions program. To offset those claims, premium dollars need to be generated to make the program successful.

A comparison of Auctioneers' E&O Insurance with Real Estate Agents' E&O Insurance

There are several states where the auctioneering of real property is not included under the Real Estate Agents' Errors and Omission insurance policy. The ability to get this exposure covered will vary from state to state and from insurance company to insurance company; however, there are very good insurance companies writing Real Estate Agents' Errors and Omissions insurance with absolutely no exclusion for real estate sold at auction.

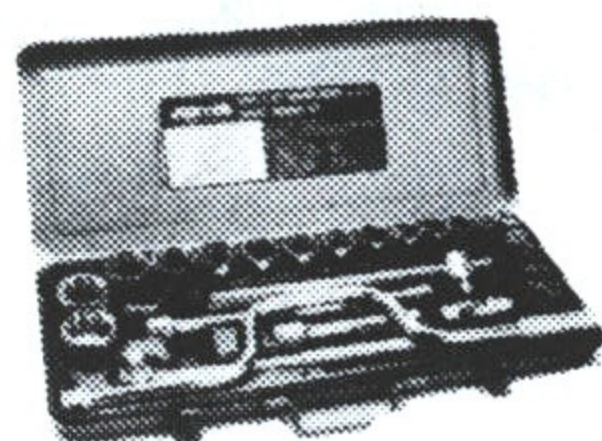
If you fall into the category of a real estate agent, selling real estate at auction and other than at auction; an appraiser of both real property and personal property; and/or an auctioneer of real and personal property, to protect yourself in all of these areas, two insurance contracts are needed. First, the Auctioneers' Errors and Omissions policy will provide protection for the auctioneering of personal property, the appraisal of personal property, the appraisal of real property, and the auctioneering of real property. The Real Estate Agent's Errors and Omissions policy will provide protection for the conventional sale of real property, and depending upon the insuring carrier, may extend to provide coverage for the auctioneering of real property and the appraisal of real property.

The appraisal and auctioneering can be covered under the Real Estate Agents' Errors and Omissions policy, and it probably will be more economical to cover the exposure there than under the Auctioneers' Errors and Omissions policy. With both contracts, the Real Estate Agents' and the Auctioneers', the premiums are going to be based upon four things: the limit of liability desired; the deductible desired; the number of people to be covered under the policy; and, in certain instances, annual receipts. There are other things that will also have an impact on the annual premium, such as specialization in certain fields, and prior losses. If your current insurance agent cannot properly protect you at what you feel is a fair price, contact your Association insurance representative, Alexander & Alexander, Inc. (See address and phone number in preceding article.)

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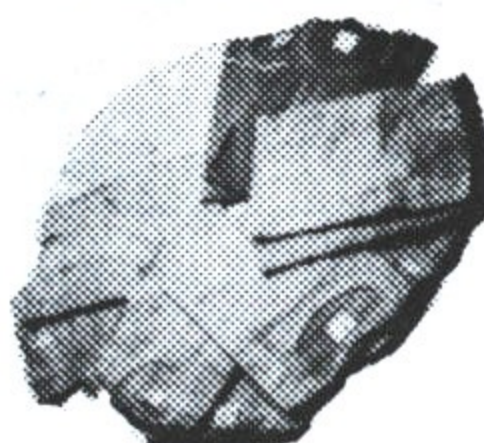


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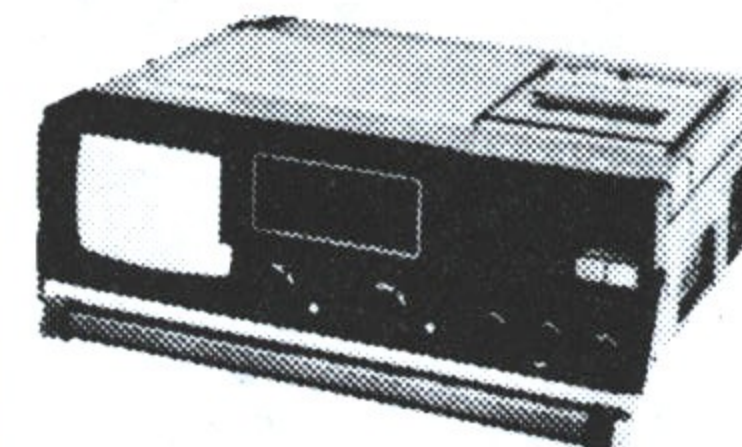
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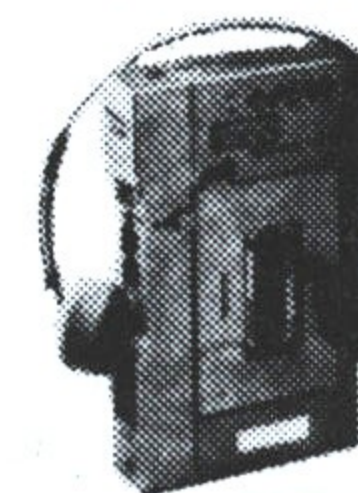
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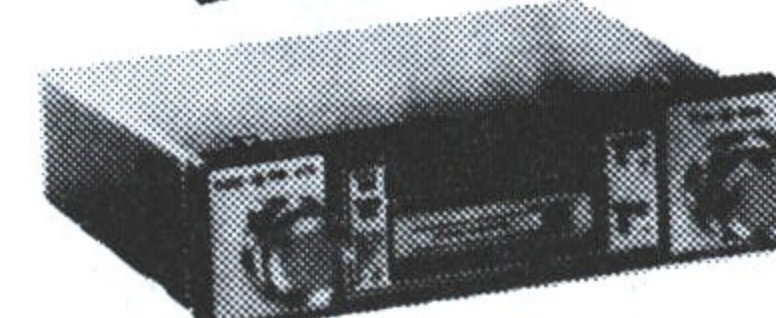
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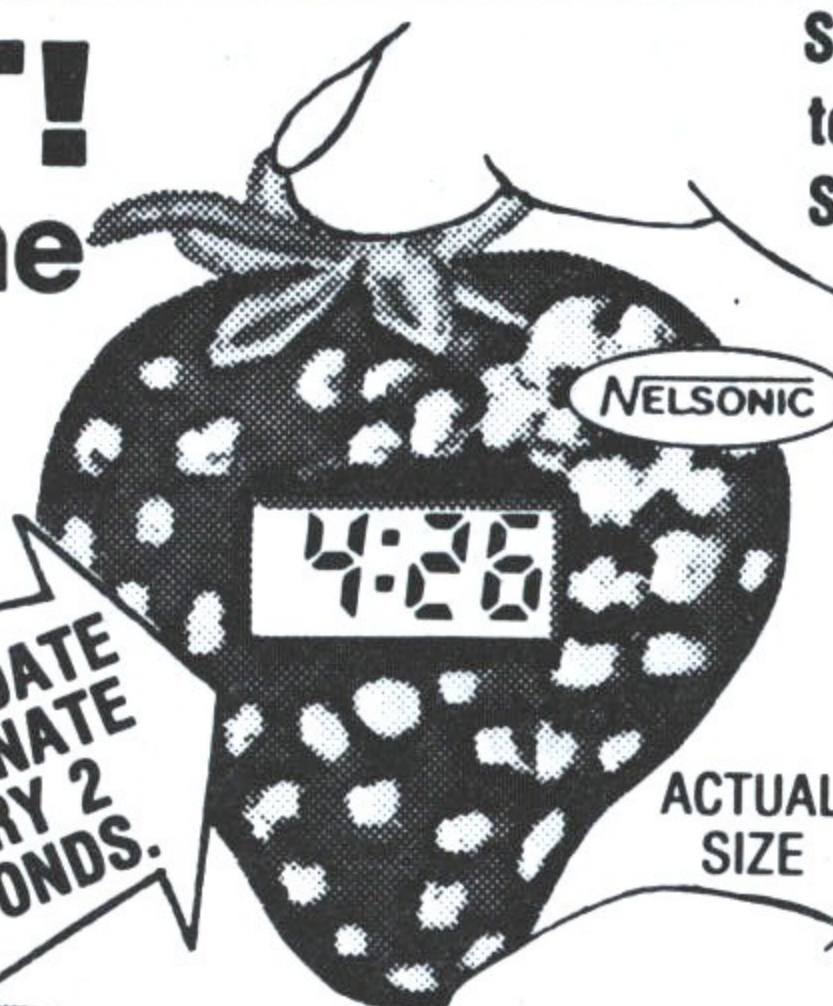


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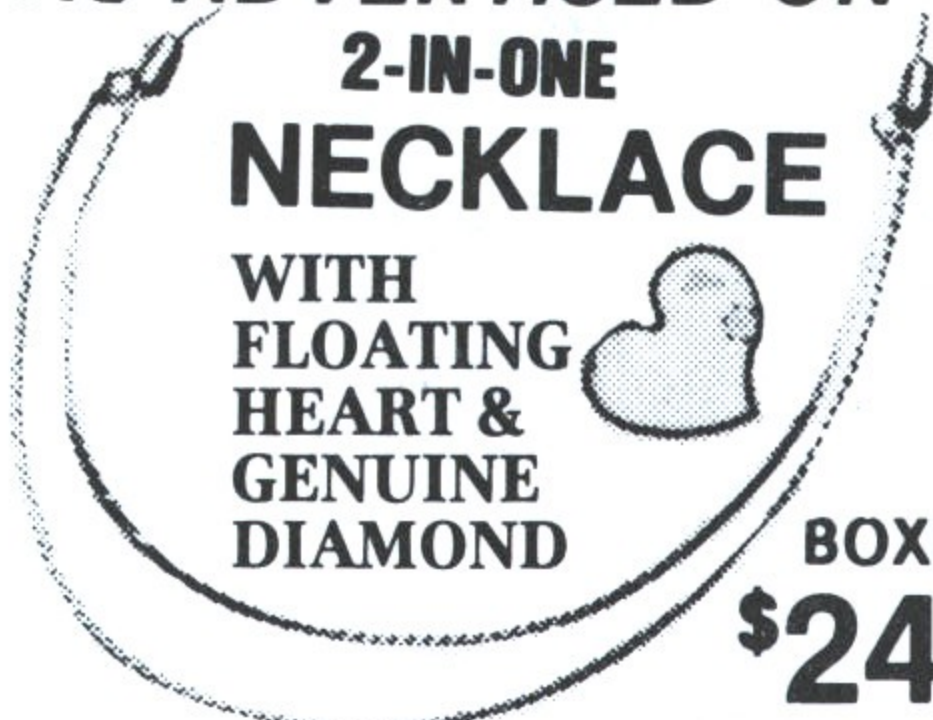
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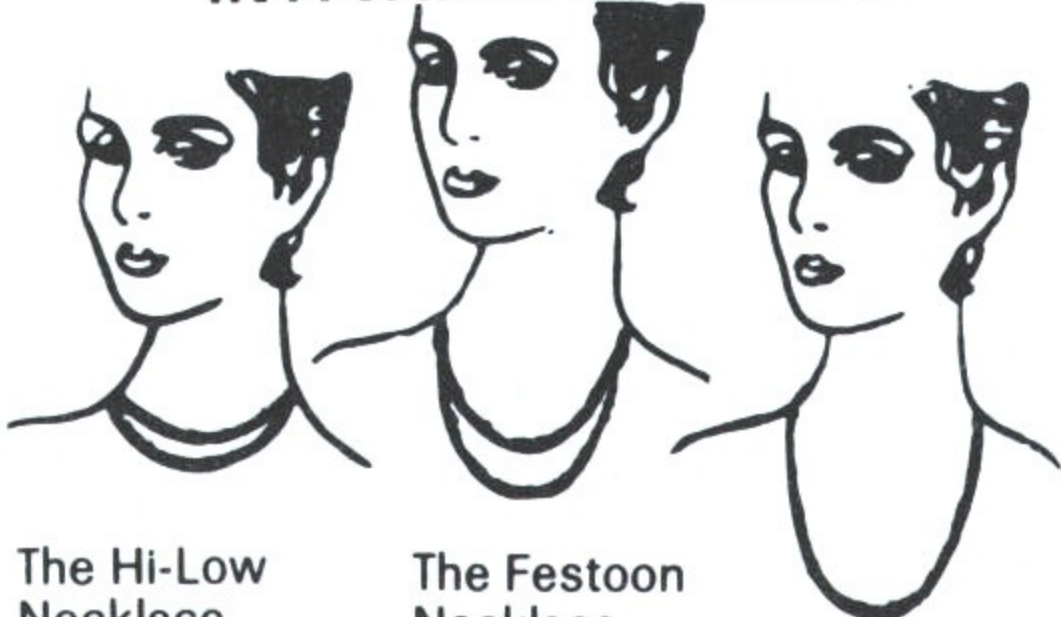
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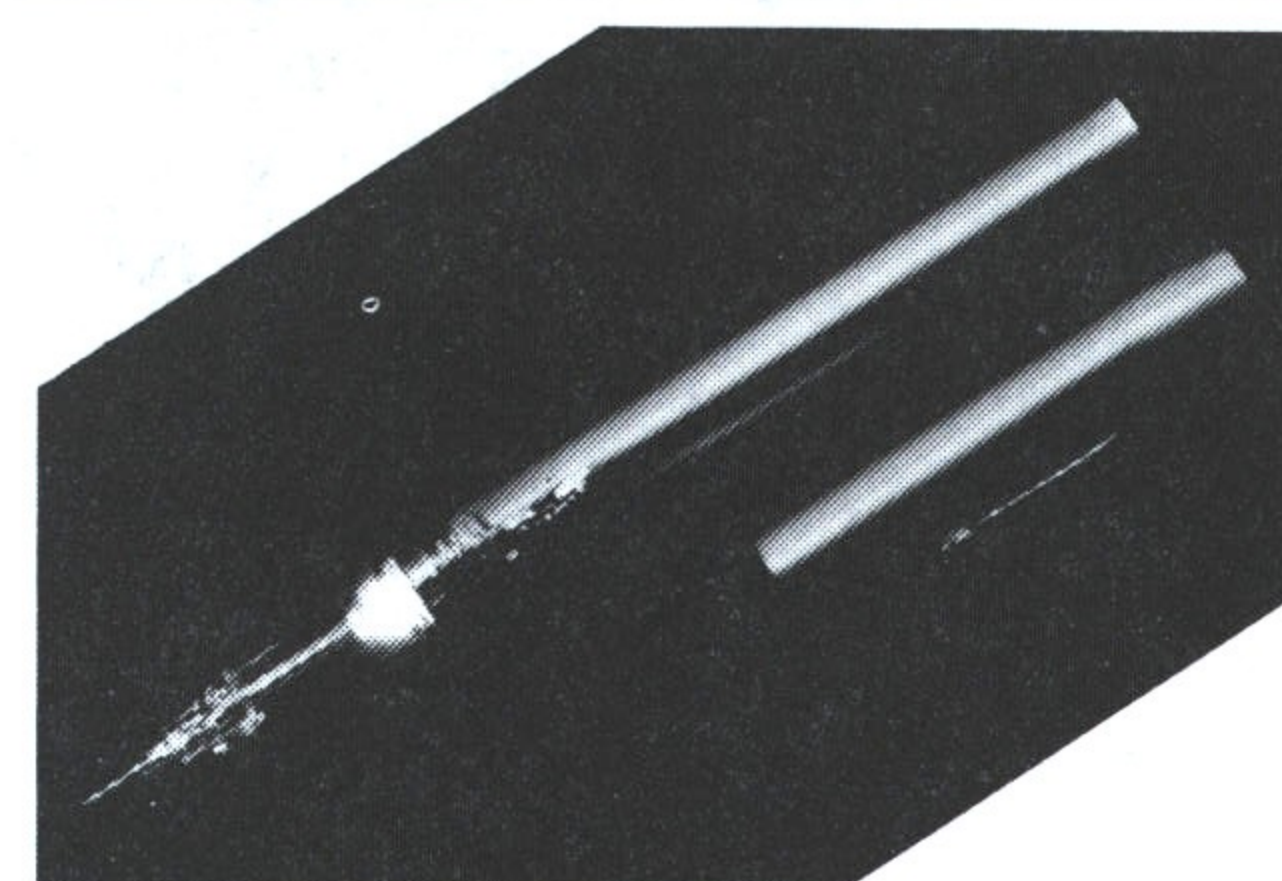


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Only 150 registrants will be accepted for each NAA seminar in 1983. Therefore, early registration and hotel accommodations are even more important, as you make plans to attend seminars next year. After that 150 limit is reached, a waiting list will be formed to fill in after cancellations.

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

To reserve hotel lodging at either seminar, the special hotel reservation form for each seminar hotel will be sent to the registrant only upon receipt of the completed seminar registration at right.

For example, the special form that you'll use to make your Louisville hotel reservation must be at the Hyatt Regency-Louisville by January 2, 1983. The only way you can obtain your Hyatt Regency-Louisville reservation form is to register for the Louisville seminar as soon as possible. Likewise for New Orleans. Registrations received by the NAA office will be processed in the order of earliest postmarked date, so prompt registration is most important.

Seminar topics announced

The three-day NAA seminars will include the following topics.

Louisville/Real Estate at Auction

Listing and Advertising The Real Estate Auction
Appraising Real Estate For Sale at Auction
Real Estate Law As It Affects Real Estate Auctions
Real Estate Auction Demonstration
Clerking and Cashiering The Real Estate Auction
General Concerns About Real Estate Auctions

(A special spouse orientation will be held on Monday morning, sponsored by the Louisville Convention and Tourist Bureau. Information will be presented on shopping, tours, attractions, etc.)

New Orleans/Antiques and Collectibles at Auction

Music Boxes
Clocks
Dolls
Tour of Historic New Orleans
American Glass
Period Furniture

Each day at both seminars will include lunch for all registrants. Also, the last session of the day ends at 4:30 pm, giving everyone time to relax and enjoy the seminar cities.

The following room rates will be in effect for the 1983 NAA seminars.

Real Estate at Auction Seminar

January 24-26, 1983

Hyatt Regency-Louisville, Kentucky

Single (s) (1 person)	\$ 47.00
Double (s) (2 persons-1 bed)	\$ 57.00
Double (s) (2 persons-2 beds)	\$ 57.00
plus 9.2% tax	
Additional person in room	\$ 15.00

Antiques and Collectibles at Auction Seminar

February 21-23, 1983

Hyatt Regency-New Orleans, Louisiana

Single (s) (1 person)	\$ 72.00
Double (s) (2 persons)	\$ 87.00
Suites:	
1 bedroom-small	\$210.00
1 bedroom-large	\$310.00
2 bedrooms	\$385.00
Plus 10% tax	

The hotel reservation card that you receive upon payment of your seminar registration will be the only means of assuring your hotel accommodations at either 1983 NAA seminar. Those reservations must be received by the respective hotels: January 2, 1983 for the Louisville seminar; January 20, 1983 for the New Orleans seminar.

NAA seminars — who may attend

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

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

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

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

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

Because of the 150 limit in seminar registrations,

Continued page 26

New Orleans Feb.

1983 NAA Seminar Registration

New Orleans, Louisiana, February 21, 22, 23
Hyatt Regency Hotel

SUBJECT: SELLING ANTIQUES AND COLLECTIBLES AT AUCTION

(The above general seminar topic will be covered IN DETAIL by non-auctioneer experts, as well as professional antiques and collectibles auctioneers.)

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1983 Seminars. The hotel reservation form for the February, New Orleans Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the New Orleans Antiques and Collectibles Seminar must be made by January 20, 1983.**

REGISTRATION FEES

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1983 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse, family member, or guest attending with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 NEW ORLEANS SEMINAR REGISTRATION.

_____ \$150 Three-day Seminar registration
_____ \$ 75 Spouse/guest three-day Seminar
registration

\$ _____ **TOTAL NEW ORLEANS SEMINAR FEES**

*Enclosed is my check in the amount of \$_____,
made payable to the National Auctioneers Association,
for my 1983 NAA New Orleans Seminar Registration.*

NAA member's name, _____
spouse's name or guest
if applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminar registration fee to:

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

Louisville Jan.

1983 NAA Seminar Registration

Louisville, Kentucky, January 24, 25, 26
Hyatt Regency Hotel

SUBJECT: SELLING REAL ESTATE AT AUCTION

(The above general seminar topic will be covered IN DETAIL by non-auctioneer experts, as well as professional real estate auctioneers.)

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1983 Seminars. The hotel reservation form for the January Louisville Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the Louisville Real Estate Seminar must be made by January 2, 1983.**

REGISTRATION FEES

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1983 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse, family member, or guest attending with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 LOUISVILLE SEMINAR REGISTRATION.

_____ \$150 Three-day Seminar registration
_____ \$ 75 Spouse/guest three day Seminar
registration

\$ _____ **TOTAL LOUISVILLE SEMINAR FEES**

*Enclosed is my check in the amount of \$_____,
made payable to the National Auctioneers Association,
for my 1983 NAA Louisville Seminar Registration.*

NAA member's name, _____
spouse's name or guest
if applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminar registration fee to:

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

NOW is the time to assure your seminar attendance for the 1983 NAA seminars in Louisville and New Orleans.

Any questions about the upcoming seminars and your hotel lodging should be directed to the NAA office as soon as possible.

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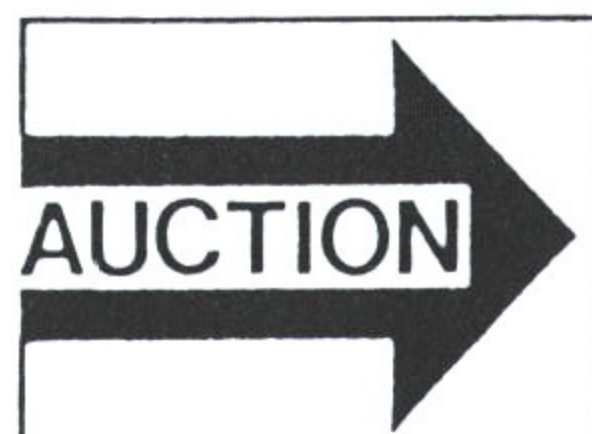
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ORDER NUMBER

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KAS 22.....	Forward
KAS 23.....	Right
KAS 24.....	Mixture 1/3 of each



Win \$50, \$150 in NAA membership contest

At the Houston convention next July, you can be \$50, even \$150 richer when the NAA Board of Directors announces the winners of its 1982-83 membership contest. The money awards will be presented to individual NAA members for sponsoring the most new members in a given region, a special auction school category, plus one overall winner for the entire nation.

Now is the time to get started. The May, 1983, AUCTIONEER will contain a form that you'll use to list the members you've sponsored between October 1, 1982, and June 30, 1983. As a doublecheck, the NAA office will keep a record of all sponsors between October 1 and June 30. After that deadline, the members' entry form and the office list will be compared to verify the seven membership award winners.

Only those NAA members who complete and submit the contest form to the NAA office, postmarked on or before June 30, 1983, will be considered for the awards.

Only applications signed by current NAA members in good standing will be counted as acceptable entries for tabulation. Furthermore, a new member will only be credited to the NAA sponsor if and when that new member pays all dues, both NAA and reciprocal state dues when applicable, and submits an official sponsored NAA application.

Below are the awards and regions for the membership contest.

\$50 each to winners in five regions

One winner from each region will be named as the NAA member sponsoring the most new members within the respective region. Cash award is \$50 each regional winner.

SOUTH — Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee.

SOUTHWEST — Arkansas, Arizona, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas.

NORTH CENTRAL — Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin, and the Canadian province of Ontario.

EAST — Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia, and the Canadian provinces of Quebec, Newfoundland, New Brunswick, Prince Edward Island, and Nova Scotia.

WEST/NORTHWEST — Alaska, California, Hawaii, Idaho, Montana, Nebraska, Nevada, North Da-

kota, Oregon, South Dakota, Utah, Washington, Wyoming, and the Canadian provinces of British Columbia, Alberta, Saskatchewan, and Manitoba.

\$50 to winner in auction school staff category

Because instructors and staff members of auction schools are directly involved with a great number of prospective NAA members, a separate auction school category winner will be named and awarded \$50.

Only NAA members who are instructors or staff members at an auction school are eligible to participate through this special category. Conversely, auction school instructors and staff members are not eligible to participate in the regional competitions. The official entry form in the May AUCTIONEER will allow you to indicate that you are employed by an auction school.

\$150 to overall winner

A grand prize of \$150 will be awarded to the NAA member who sponsors the most new members between October 1, 1982 and June 1, 1983. The overall winner cannot also be named as a winner in his or her region, and cannot be an instructor or staff member at an auction school.

You can start right now

Begin your contest winning program to recruit the most new NAA members, and win a cash award at the Houston convention. Sponsor eligible, prospective NAA members, and keep a record. You will have to list all members that you have sponsored, from October 1, 1982 to June 30, 1983, on the membership contest form appearing in the May, 1983 issue of THE AUCTIONEER.

Also, you are not limited to sponsoring new members from just your region. You can sponsor a new member regardless of where that prospective member lives.

Any questions? Contact the NAA office directly for additional information regarding the 1982-83 NAA membership contest and how you can participate.

Railroad buff? Or know that one of your clients or customers is? You can join the Railroadiana Collectors Association by sending \$10 to Beverly Birk at P.O. Box 1107, Wheaton, IL 60187. She has the most complete collection of railroad china ever assembled; and her association's membership numbers 800 collectors of all manner of railroad items.

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"Don't run out of soap"

By Bus Retmier, CAI
NAA member auctioneer
Indianapolis, Indiana

Having graduated from one of the better auction schools in the 1950's, I had the opportunity to work with one of the instructors at the school. Without a doubt, this gentleman had a great influence on my auction life, and it seems so many of his stories remain in my mind.

In my early years as an auctioneer I would be rattling along about 80 miles an hour on the auction block and literally spinning my wheels. He would come up to the block, pull on my pant leg and say, "isn't it disgusting, and doesn't it get your goat, to get up on the auction block and run out of soap?" My question was, "Guy, what do you mean when you say I've run out of soap?" His reply, "Bus, man's greatest fear is dying, and man's second greatest fear is to stand up and be able to address his public in an interesting and professional manner. If you possess this attribute, **you have a moral obligation to fulfill this unusual gift to your best ability. And if you fail, you've just literally run out of soap.**"

My response was, "your right. My next question is where do I get this stuff called soap?" In his Scottish-Iowa drawl he would say, "boy, soap is knowledge — you must be well informed on just about everything you do and especially what you say. The better informed you are, the better your presentation will be, because your thought pattern will give you more confidence in yourself. You see, knowledge is power and power makes you go. That's what it's all about, and don't forget it."

Keeping this in mind, I realized that as I matured and started down my own road in the auction profession that knowledge really did come with growth and experience. Knowledge needed to be nurtured with education, to have any meaning and show any progress whatsoever.

Being a member of my State and the National Auctioneers Association, it seemed the information I needed was being made available. And all I had to do was to be smart enough to take advantage of it. I started to realize that *there was a vast amount of people who were ready, willing and able to pass on to me all this experience, which immediately helped me.* I went to every seminar I could, and took in as much knowledge as was made available.

Then low and behold, something great happened to me. I read in THE AUCTIONEER magazine about a program called The Certified Auctioneers Institute. I enrolled in the 1976 Course I, and graduated in 1979, from the CAI program in Bloomington, Indiana, at Indiana University.

After graduation, CAI proved to be the answer to many of my dreams. It especially produced great amounts of that so called "soap" I had been looking for all those years. This program changed a lot of



SOAPSUDS — Auctioneer Bus Retmier, CAI, on the job. Knowledge is "soap" according to Bus' auction mentor.

my thinking, and made it so much easier for me to conduct my sales in a professional manner. Just the fact of spending many rewarding hours with fellow auctioneers was truly worth the program to me. I found I had made contact with people I would have never even known existed within my own profession.

Since my involvement in CAI as a member, and presently as a Governor on the governing board, I have had the opportunity to discuss the program with many people. I continue to be amazed by the progress they tell me about and their belief in what CAI has done for them. Many is the time I have heard CAI candidates and members indicate that just one class of one particular course either saved or made enough money to cover their expenses attending CAI, also any income they might have lost due to their attendance. I've also seen a change in the way people who attend CAI change their business and life because of the people they have met in CAI classes. It's a truly enriching experience.

It is my belief that a program of this type truly brings to its parent — the National Auctioneers Association — a completely additional opportunity for development of its auctioneer members. To my way of thinking, CAI is providing NAA members with another brand of "soap".

Today, my only regret is that my auction school instructor friend was never able to be a part of this great program. I am sure he would have put his stamp of approval on it, and he would have been a great booster of CAI as I am. In fact, in my mind, I have dedicated many happy hours to learning, and helping my fellow auctioneers with my friend's ever present influence to remind me. "See You At The Top."

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CAI designations

NAA members receiving the professional designation, "Certified Auctioneers Institute" (CAI) totaled 93 in 1982, raising the Institute's membership to 393.

The following is a list of this year's CAI designation recipients, inducted at the NAA convention in Atlanta.

Nelson E. Aumann, Nokomis, Illinois
John D. Autotore, Bloomsburg, Pennsylvania
Charles D. Baker, Oil City, Pennsylvania
Jeff Bannon, Wichita, Kansas
Pete Bond, McAllen, Texas
N. Keith Bradley, Bowling Green, Ohio
B. Randall Burnett, Houston, Texas
Harry "Jake" Campbell, Liberty, Indiana
John M. Campbell, Higginsville, Missouri
David Christian, Rogers, Minnesota
M. B. Cline, Statesville, North Carolina
Phillip A. Cole, Findlay, Ohio
George A. Daniel, Blackstone, Virginia
G. Robert Deiro, Las Vegas, Nevada
Cathy Jo Dice, Dayton, Ohio
Gaines W. Dickenson, Castlewood, Virginia
Mark E. Donner, Coldwater, Michigan
Roger Ernst, Sonora, California
Ronald W. Faison, Raleigh, North Carolina
Joseph A. Felosa, Haywood, West Virginia

Michael J. Ferrara, Jr., Portland, Connecticut
Charles J. Fischer, Long Lake, South Dakota
Randy Fleming, Lincoln, Nebraska
Dennis F. Fowlkes, Newman Grove, Nebraska
John L. Frame, Frederick, Oklahoma
Edward G. Friedman, Copake, New York
E. M. "Mars" Garey, Grand Island, Nebraska
Larry W. Garner, Carrollton, Ohio
Thomas L. Garner, Lakeland, Florida
Carlus D. Gay, Jr., Americus, Georgia
Reggie Geno, Houston, Texas
Steve Halchishak, Manchester, Michigan
Neil Hale, Columbus, Kansas
Robert Dean Haley, Anna, Illinois
Paul D. Hancock, Strong City, Kansas
Harold H. Helm, II, Louisville, Kentucky
Homer Henke, Moro, Illinois
Richard H. Herring, Dyke, Virginia
Randall Horn, Lamar, Colorado
Earl Johnson, Chicago Heights, Illinois
Harry E. Johnson, Bangor, Michigan
Mason Johnson, Rockland, Maine
Perry E. Keller, Sandusky, Ohio
Eugene F. Kiko, Canton, Ohio
Lawrence J. Kiko, Canton, Ohio
Dorothy Knapp, West Nyack, New York
Wayne L. Kohr, York Haven, Pennsylvania
H. John Kramer, Eaton, Ohio
H. Layton Laws, Jr., Manassas, Virginia
Thomas J. Lindsay, DeSota, Kansas

Continued page 31

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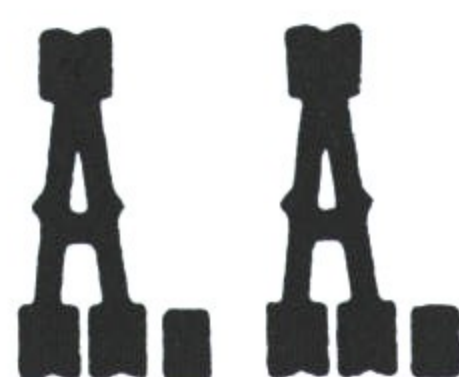
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September 5, 6, 7
September 8, 9, 10
September 12, 13, 14
September 12, 13, 14
September 13, 14, 15
September 18, 19, 20
September 20, 21, 22
September 25, 26, 27
September 26, 27, 28
September 26, 27, 28
September 30, October 1 and 2
October 3, 4, 5
October 3, 4, 5
October 6, 7, 8
October 10, 11, 12
October 11, 12, 13
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 Phone 319-256-5772

Pamphlet sample free for the asking

If you missed the sample NAA "auction customer pamphlet" in the April, 1982 AUC-TIONEER, the NAA office will send you a free copy upon request. The pamphlets you order will be the same colors as in the sample, and contain personalized auction business information. Designed for distribution to your auction customers and clients, the NAA pamphlet can be an excellent addition to your promotional efforts.

Customer pamphlet highlights information

Auction buyers, clients, and prospects need all the important information about your auction service. To assure that your pamphlet will be produced as promptly as possible, please follow the ordering procedure closely.

- To begin, read this entire article before completing the order form.
- Photocopy or remove the pamphlet order form.
- Provide the address and service information as requested on the form. Enclose a black and white, head and shoulders photograph of yourself in business attire; and photos of other personnel in your company, if they are to be pictured in the pamphlet.
- Decide what quantity of pamphlets to order, enclose payment, and send directly to the NAA office.

The following guidelines will be helpful in preparing information to appear in your NAA auction customer pamphlet. Please refer to the sample copy for general positioning of information.

Name and address

Your name, business name, business address and phone number will be printed above your picture. In the case of multiple pictures, names will probably appear above, and business address will be located at some other prominent section of the layout. Professional designations will follow your name as requested. Below are a few examples of how nicknames and designations will appear.

John A. Collins, CAI, GRI
John A. "Jack" Collins
John A. "Big Jack" Collins

Jack A. Collins
Jack Collins

All of your business address information will be included, but slogans and other extra items will not be accepted. Also, you may include both your post office box and street address if you wish. Please refer to the following examples.

Business name on the cover

ABC
Auction
Company

We're
The
Professionals

John A.
Collins
Auctioneer

We're
The
Professionals

Business name and address inside

ABC Auction Company
1215 Main Street
Hometown, State Zip
Phone 402-489-9356

Slogans and street directions will not be accepted.

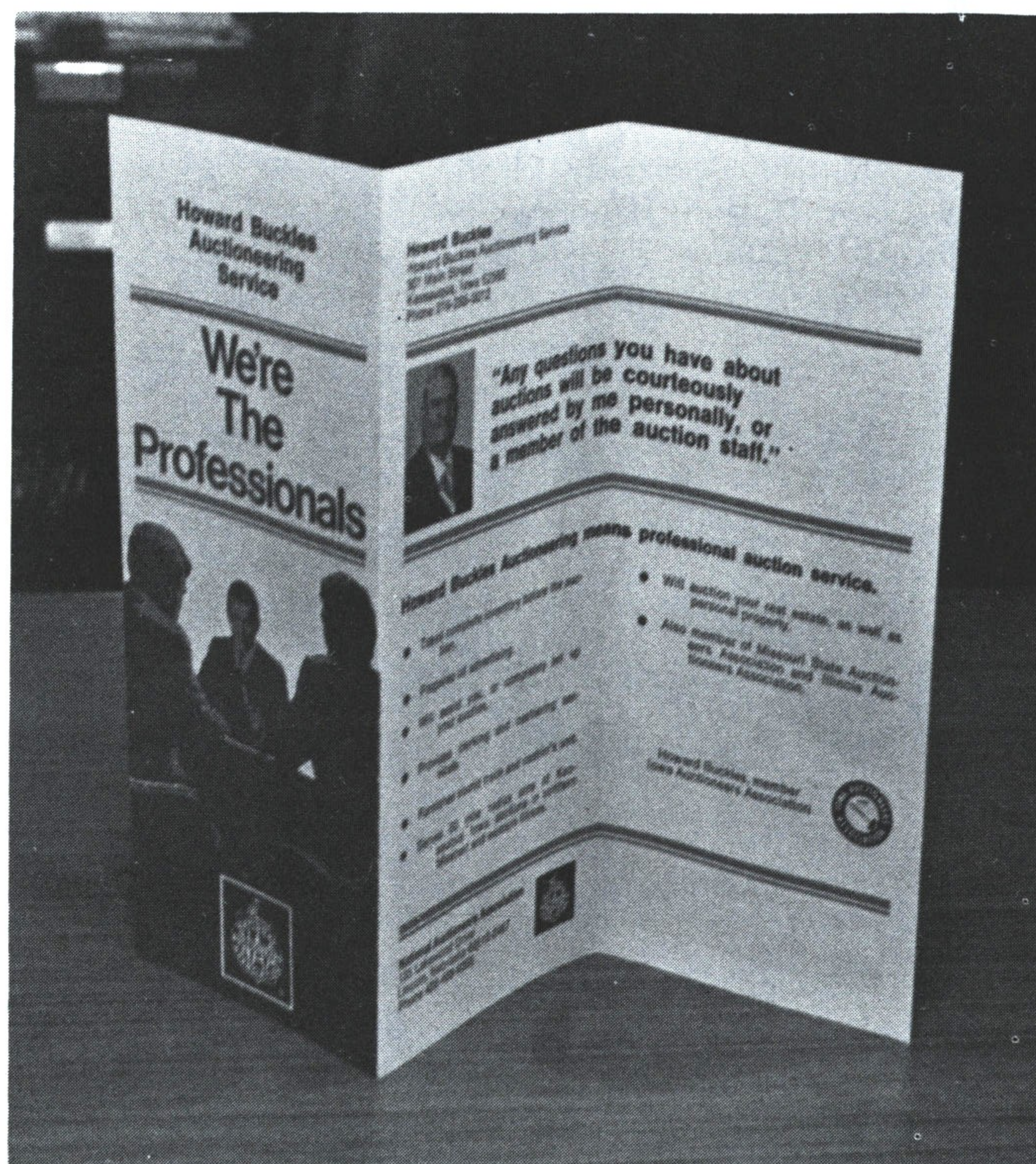
ABC Auction Company
1215 Main St.
"Your best friend for a sale."
"Turn right at the big sign."
Hometown, State Zip

Multiple business phone numbers can also appear below your address.

Phone 402-489-9356 or 9357 Phone 402-489-9356
402-476-9211

If you have more than one office, the additional office information will be included as space allows.

Continued page 35



AUCTION CUSTOMER PAMPHLET to promote your business.

National Auctioneers Association

"Auction Customer Pamphlet" Order Form

★ Only NAA members are permitted to order the auction customer pamphlet ★ *Please print clearly or type information.*

- 1) Names of all company personnel to be pictured in your NAA customer pamphlet. (Include professional designations to follow the name.)

- 2) Name of auction company, or auction service _____

Street address _____ City _____ State _____ Zip _____

Business phone/area code _____

(If additional office location addresses are to appear in the pamphlet, provide the address information on a separate sheet of paper.) **State Auctioneers Association member?** ____Yes ____No

- 3) Write 7-10 brief statements detailing the auction services you provide. Use separate sheet if necessary.

• _____ • _____

• _____ • _____

• _____ • _____

• _____ • _____

- 4) Enclose logos suitable for printing, for each professional affiliation you want featured in your NAA customer pamphlet. Social and fraternal organization logos will not be accepted. (Do not send CAI, GRI and other similar professional *designation* logos. Your professional designation will follow your name, pursuant to logo use regulations of organization awarding the designation.)
- 5) Enclose a black and white, head and shoulders photograph (in business attire), for each person to be pictured in your customer pamphlet. Color photos will not be accepted.
- 6) Enclose payment for the following order. Make check payable to National Auctioneers Association. Please note the charge for each additional photographs.

500 pamphlets, \$165.00
plus shipping, \$ 3.00

1000 pamphlets, \$230.00
plus shipping, \$ 4.50

2000 pamphlets, \$250.00
plus shipping, \$ 7.50

Add \$12.00 for each additional photograph to be included.

Number of pamphlets ordered _____ **TOTAL AMOUNT ENCLOSED \$** _____

(Allow three weeks for delivery following the date your order is received at the NAA office.)

Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

A rough layout of your pamphlet will be sent to you for approval/correction.

YOU CAN LEARN TO AUCTION REAL ESTATE SUCCESSFULLY...AND BECOME A QUALIFIED AUCTIONEER

THE FIRST COMPLETE HOME STUDY COURSE
EVER DEVELOPED ON HOW TO SUCCESSFULLY AUCTION REAL ESTATE

BROKERS/AGENTS:

■ Offer this additional successful marketing technique to your clients. ■ There are many advantages to a public sale (Auction). ■ Learn what they are and offer this alternative to your clients. ■ Give yourself and your company this important edge. ■ Auctions can produce sales where all other marketing techniques fail.

For many of you this could mean the beginning of a whole new career in real estate; for others it will mean many extra dollars in income. This detailed course, authored by one of America's foremost real estate auctioneers, will teach you all you need to know... There is no other course offered anywhere quite like this one.

A comprehensive marketing education by an instructor who combines his knowledge as a highly successful practicing auctioneer, together with the teaching techniques from his seminars that have been so widely acclaimed by graduate students.

About the Author: Melvin A. (Mel) Giller. Realtor—Auctioneer. Thirty years' background in sales, sales management and marketing and is a nationally recognized author, lecturer and instructor on the Marketing of Real Estate by Public Sale. He entered the real estate profession in the early 1960's. He has been involved as a Real Estate Developer, and at one time in his career, operated a company that was comprised of 87 sales people. Several years ago, he recognized the enormous potential of the Public Sales as a marketing tool for the sale of real property, and he has dedicated himself to this profession. He is the President of Nationwide Auction Company, with offices in Newport Beach, California, Tucson, Arizona and Minneapolis, Minnesota.

GRADUATES WRITE:

Thank you for introducing me to a new Real Estate phenomena... Auctioneering.

My first auction was a tremendous success thanks to your training and support. By using your workbook as a guide, I was able to coordinate the entire auction step by step and everything fell into place.

J. Johnson, Real Estate Broker, Los Angeles, California

The most exciting thing to happen to me in the 10 years that I have held a real estate license, was to attend your course on how to auction real estate. The instruction was fast-moving yet complete in every detail.

You have introduced me to an exciting profession, and with all due respect to your excellent teaching, I am now conducting my own successful real estate auctions.

I heartily recommend your course to anyone interested in learning how to auction real estate.

J. Platt, Real Estate Broker, Anchorage, Alaska

Your course has changed my entire career. At my first auction sale, we offered 21 apartment houses and sold 19 of the 21 properties, with total sales in excess of \$4,000,000.

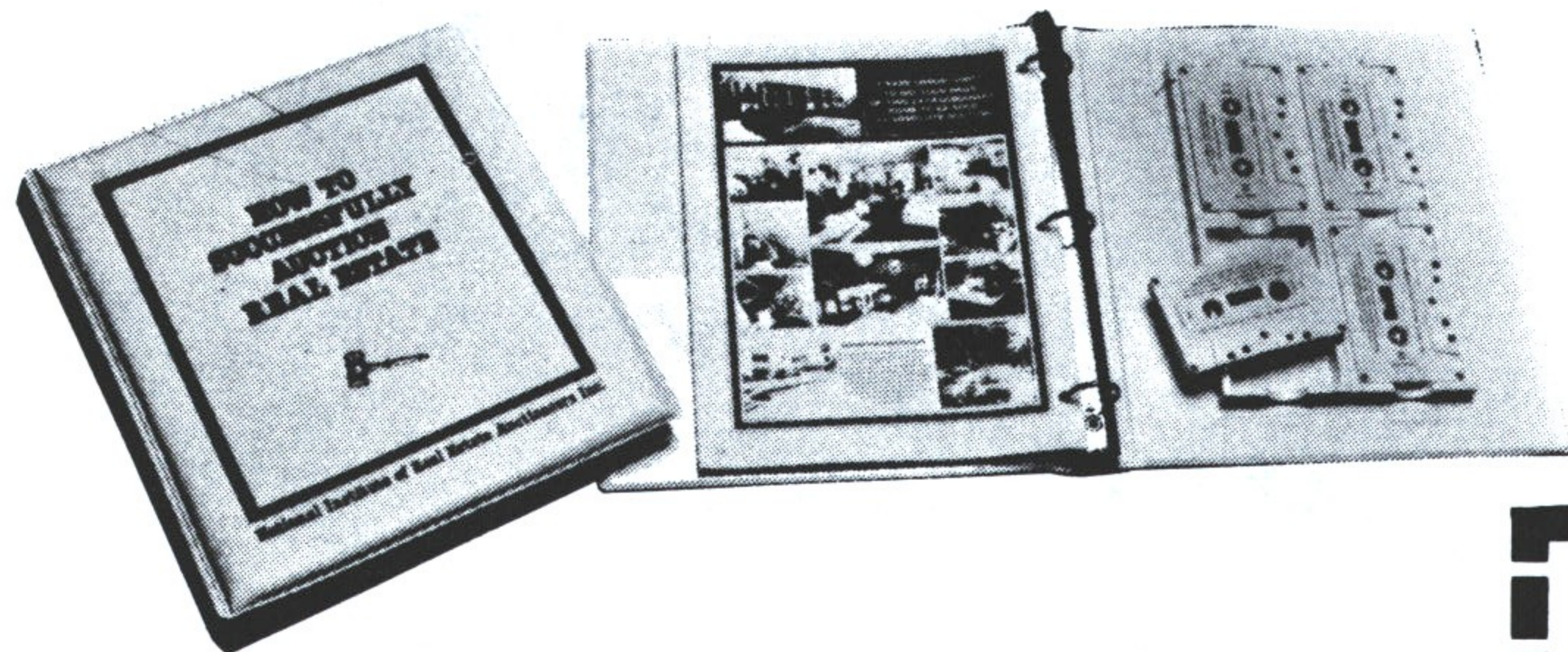
I was simply amazed as I watched the auction magic unfold. I followed the contents of your course to the letter, and they became words of gold, now proven again.

As a real estate broker, this marketing method is quite rewarding. Your experience and advice made the difference between mediocrity and the sensational success of our auction. I am deeply indebted to you.

C. Ormbrek, Real Estate Broker, Santa Fe, New Mexico

COURSE INCLUDES A 76 PAGE INSTRUCTION MANUAL, AND FOUR (4) cassettes covering 24 topics. The topics include: HOW TO ACQUIRE LISTINGS, CLIENT COUNSELING, HOW TO CHARGE FOR YOUR SERVICES, PROMOTING THE AUCTION, CONDUCTING THE SALE, THE SECRETS OF HOW TO CRY THE CHANT OF THE AUCTIONEER (a sound that has thrilled millions of auction goers throughout the generations). A separate section will instruct you on how to auction personal property. The course comes complete with samples of newspaper ads, brochures, and all the forms you will need to be a qualified auctioneer.

It's all here. Read it at home. Listen to it in your car.
Practice in your leisure. All for a one time cost of...



FOR THE YEAR 1981:

NATIONWIDE AUCTION COMPANY AUCTIONED ALMOST 500 PROPERTIES FOR A GROSS VOLUME EXCEEDING 70 MILLION DOLLARS. THE LIST OF PROPERTIES AUCTIONED INCLUDED SINGLE FAMILY HOMES, CONDOMINIUMS, COMMERCIAL PROPERTIES AND FULLY IMPROVED HOMESITES.

COMPLETE COURSE
ONLY

\$89⁵⁰

Send me my course on HOW TO BECOME A SUCCESSFUL REAL ESTATE AUCTIONEER. (Please Print) (California Residents add 6% sales tax.)

Name _____

Address _____

City _____ State _____ Zip _____

☐ Check enclosed. Make payable to Natl. Inst. of Real Estate Auctioneers Inc.

☐ Master Card ☐ VISA Card No. _____

Exp. Date _____ Signature _____

Mail to: National Institute of Real Estate Auctioneers, Inc., 3961 MacArthur Blvd., Suites 210 & 212, Newport Beach, CA 92660 • (714) 752-2298

John A. Collins
 ABC Auction Company ABC Auction Company-West
 1215 Main Street 852 Oak Street
 Hometown, State Zip Othertown, State Zip
 Phone 402-489-9356 Phone 402-476-9211

Auction service information

As shown in your sample pamphlet, space is provided to include your photograph, two headlines, and auction service information. (When multiple photographs of company personnel are featured in one pamphlet, the layout will be adjusted accordingly, to make room for the additional photographs. Therefore, the headline, "Any questions you have . . ." may be replaced by photos of people in your company.)

Keep your business statements brief and to the point. Depending upon length, 7-10 statements about your auction services may be the ideal number to summarize your auction business.

The following guidelines will apply to your auction service information.

- All statements must somehow relate to your auction service. You may be involved in other business operations, but they cannot be promoted in the NAA's auction pamphlet.
- You can promote your membership in state auctioneer associations, and other professional organizations that relate to your auction business. Membership information for social or fraternal organizations will not be accepted.
- Logos may be used in your auction service information, but only logos of your state auctioneers association, or other organizations that directly pertain to your auction business. Again, no fraternal or social organization logos.

Satisfaction guaranteed

Admittedly, the above guidelines for what will or will not appear in your NAA customer pamphlet may seem complicated. **But rest assured that your pamphlet content and layout will be approved by you personally, well before your pamphlet is taken to the printer.** Therefore, all pamphlet orders will be produced according to the following procedure.

CALL OR WRITE FOR A FREE BROCHURE & SAMPLE KIT
 (507) 645-4407

Personalized Bidder Numbers
 A Kwick Klerk Innovation!!

Get a free business card* for each bidder number you buy.

*We print your name, address & logo on a detachable card - you give them to your clients & prospects.

Kwick Klerk

Box 147 Northfield, Mn. 55057

- Your pamphlet information, order and payment must all be received together at the NAA office. The information will be typeset according to your request, within the above guidelines and layout of the NAA customer pamphlet.
- A rough layout will be prepared and sent to you for final approval.
- You respond to the NAA office (by phone or letter) approving, or correcting your NAA customer pamphlet.
- Your pamphlet order will be printed, folded, and shipped to you, but allow three weeks for delivery following the date your order is received at the NAA office.

Questions about the preparation of your NAA auction customer pamphlet should be directed to the NAA office before you place your order.

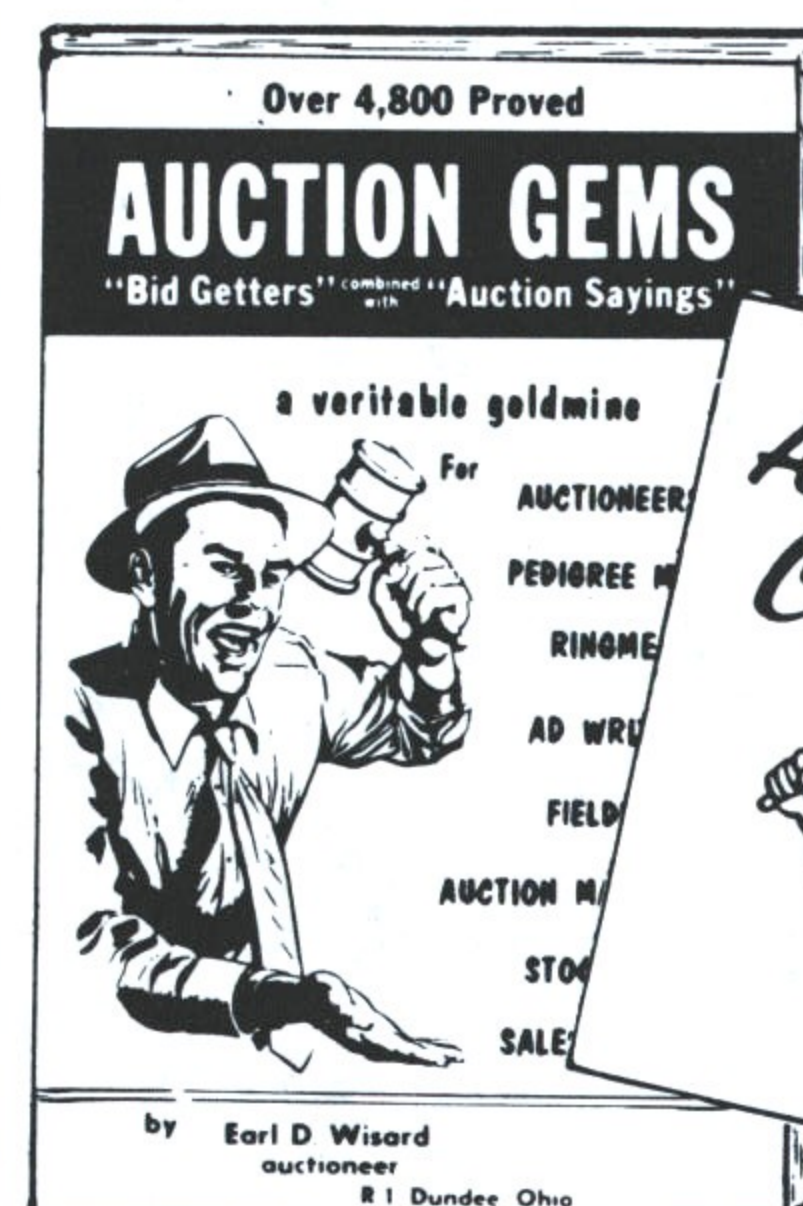
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AUCTIONEER

**AUCTION
 GEMS
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 52 BASIC
 AUCTION
 CHANTS**

A 200 page book loaded with auction sayings, quips, laughs, bits, facts, etc., mostly one-liners, gathered from 100's of auctioneers throughout the U.S. and Canada during a 53 year period.

Here is what auction schools and auctioneers say:

"An excellent book, used in our school." — Mendenhall School of Auctioneering, High Point, North Carolina

"Your book is a riot." — E. Grant Luter, Suffolk, Virginia

"I feel no auctioneer should be without AUCTION GEMS."

— Edsel Edwards, Sandy Level, Virginia

"Very good." — Executive Secretary, Reppert Auction School, Decatur, Indiana

"Nothing less than a masterpiece." — Whipple Auctioneers, Canton, Ohio

"Priceless." — Edward Esber, Canton, Ohio

"Much of what is in AUCTION GEMS will be used by auctioneers as long as there are auctions and auctioneers." — John Loomis, Bend, Oregon

Only \$12.50 for both, postage paid

Earl D. Wisard, Auctioneer, Dundee, Ohio 44624

The 1982 NAA Convention

Southern Fair theme . . . A pictorial review

"WELCOME TO THE NAA CONVENTION" greeted everyone as they arrived at the Atlanta Hilton Hotel. The sign was displayed in the multi-storied lobby in the hotel during the week of the 1982 Convention.



PRE-CONVENTION TOURS by the Georgia Auctioneers Association. Barbara and John Suarez (center couple) assisted tour registrants at the registration desk.

ALL ABOARD for the "Presenting Atlanta Tours" during the 1982 NAA Convention! Registrants toured Atlanta on Tuesday and Wednesday of the Convention week.



THE OPENING NIGHT FUN EVENT offered auctioneers, and families the opportunity to meet friends and acquaintances. Georgia's Hudson and Marshall Inc. provided a dessert buffet and coffee.



THE 1982 SOUTHERN FAIR CONVENTION officially began with the Southern Fair event. NAA families and guests listened to the music of the Ruby Red Dixieland Band, watched and enjoyed clogging by the Sundance Cloggers and competed for prizes at the Fair Booths, sponsored by the five State Auctioneers Associations, of North and South Carolina, Florida, Alabama and Georgia.



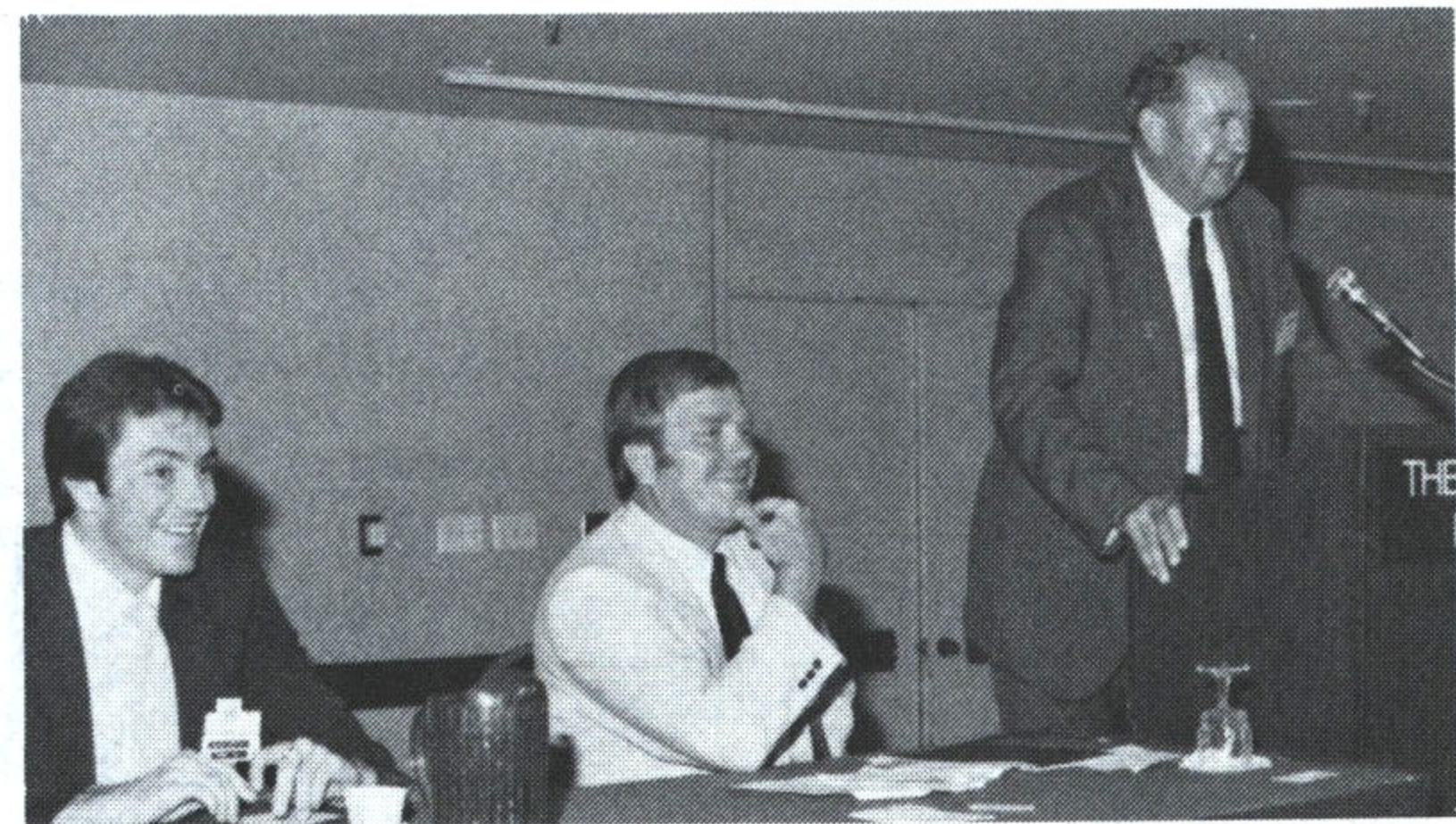
THE SHOOTING GALLERY (top photo), sponsored by the Alabama Auctioneers Association, and the MILK CAN PITCH, sponsored by the South Carolina Auctioneers Association, kept the "kids", young and old alike, entertained during the Southern Fair event.



PRESIDENT HOWARD BUCKLES emphasized the importance of the support given to the NAA by the State Associations during the 1982 State Officers' Workshop, held on Thursday morning of the convention.



THE SOUTHERN FAIR CONVENTION LUNCHEON offered the membership the chance to hear President Buckles give the president's report of the 1981-82 year. President-elect Rex Newcom presided at the luncheon.



WORKSHOPS WERE WELL ATTENDED during the convention and the members took advantage of the opportunities to learn from the experts. The workshops were moderated by members of the NAA Board of Directors and presented by well-known and leading auctioneers. J. L. Todd made his presentation with the assistance of his associate Mike Loftin (left) while moderator Richard T. Kiko looks on.



WORLD TOBACCO AUCTIONEER Mac Burnette (standing) described the tobacco auctions and demonstrated his tobacco auction chant as part of the presentation. Archie D. Moody, NAA Director and Past President, moderated the session.

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

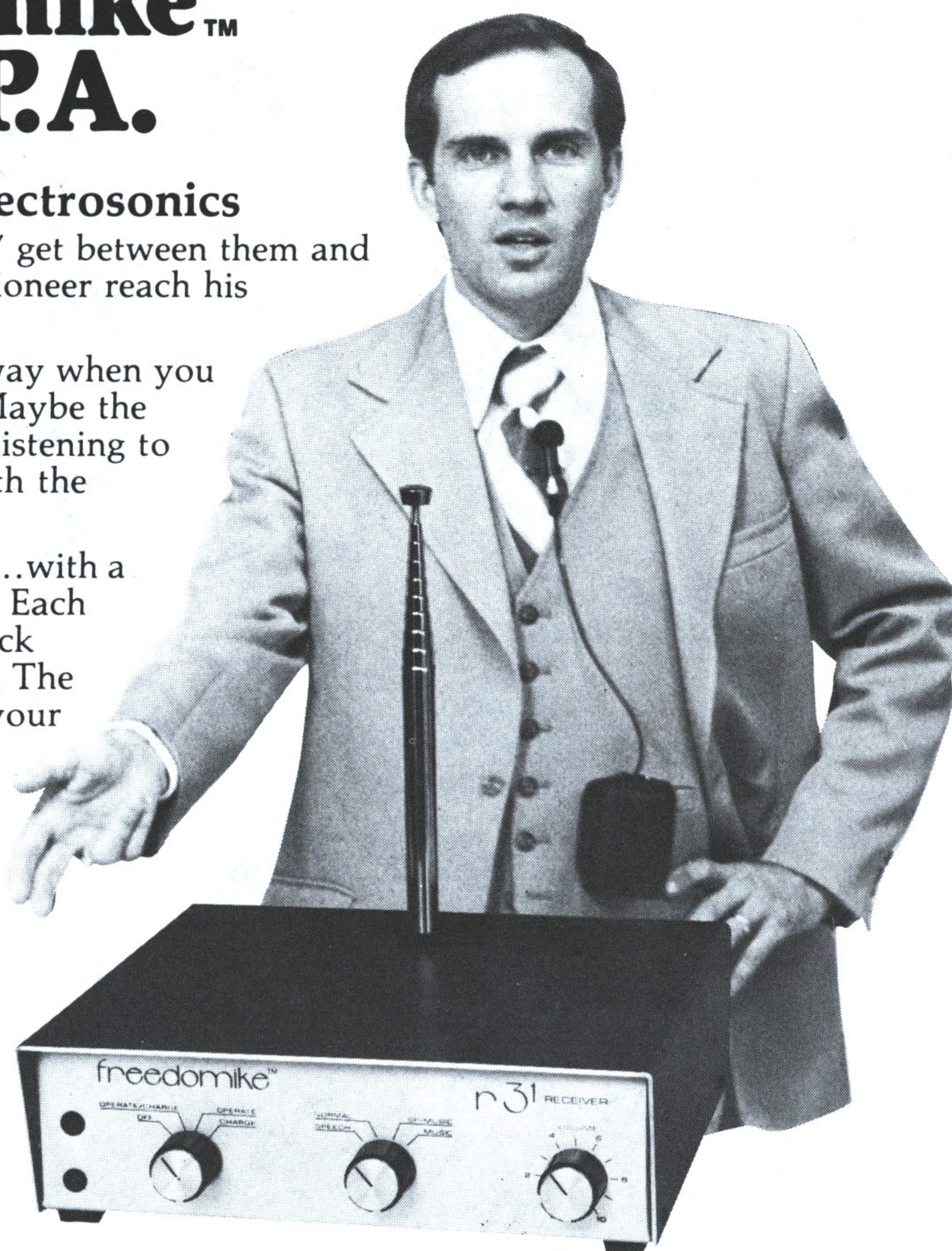
Freedomike Wireless Microphones From Lectrosonics

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

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

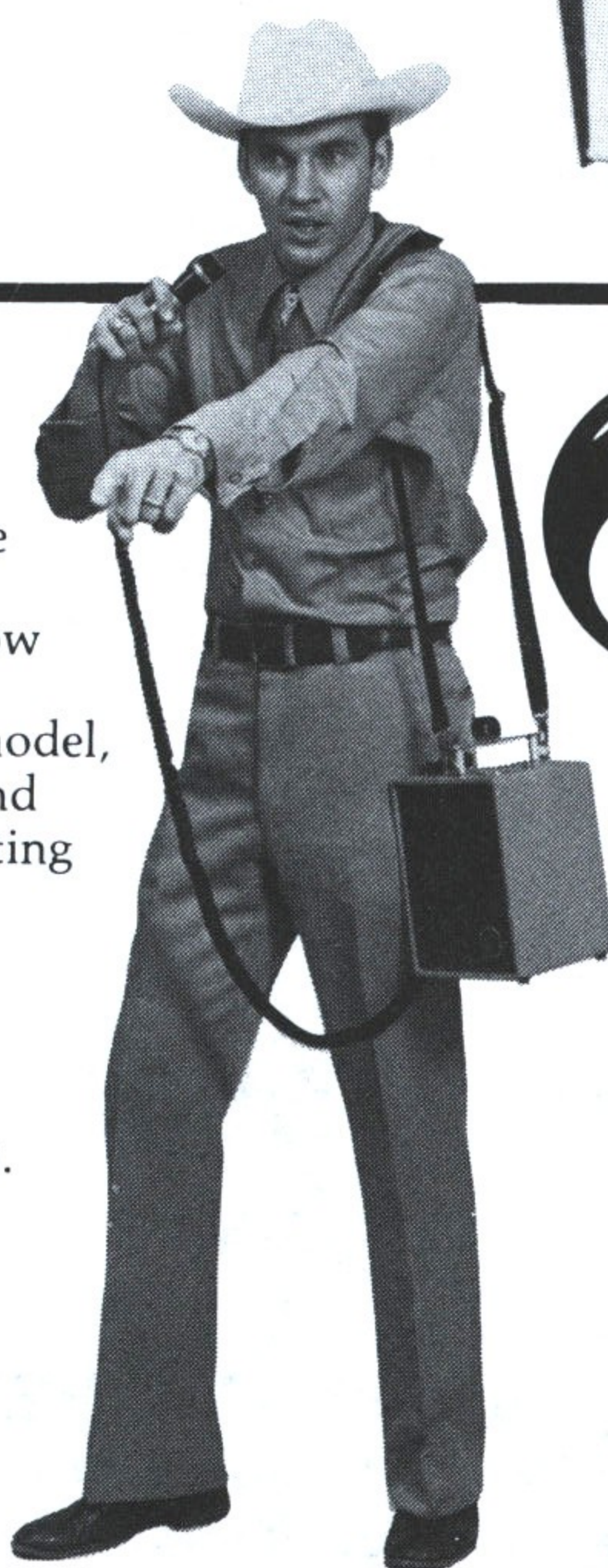
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter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

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



Voice Projector 18 Ultra Portable P.A.

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



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

Plus Power 48R Amplifier/Speaker

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



Lectrosonics products for auctioneers are available from:

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

R. J. "BOB" THOMAS
Western College of Auctioneering
Box 21116
Billings, MT 59104
406-252-7066

FORREST MENDENHALL
Mendenhall School of Auctioneering
U.S. Highway 29 & 70
High Point, NC 27263
919-887-1165

KEN McCORMACK
McCormack Auction Co.
8229 Golden Avenue
Lemon Grove, CA 92045
714-697-1778

COL. GORDON TAYLOR
Reisch World Wide College of Auctioneering
Box 949
Mason City, Iowa 50401
515-423-5242

HUGH MILLER
Curran Miller Auction
13020 N. Street, Highway 57
Evansville, IN 47711
812-867-2486

ROWLAND HUEY
John Huey & Sons
11660 Parkway Drive
North Huntingdon, PA 15642
412-863-4961

DAVE KESSLER
The Auction Marketing Network
122 West Main
New Paris, Ohio 45347
513-437-0263

TOO MUCH INFORMATION to cover and not enough time was available to registrants at the workshops, but the NAA membership continues to realize the value and benefit offered when leading auctioneers volunteer their time to describe their techniques and methods. Instructor Mike Gordon continued his discussion in the hall with members following the Big Business Liquidations workshop.



AUCTIONEER H. C. THOMAS was the 1982 Fun Auction Chairman and due to efforts of his committee, and the generous spending of the NAA Convention registrants, over \$12,500 was raised at the Fun Auction.

1982 CONVENTIONEERS reviewed the items to be sold at the Fun Auction.



THE OFFICIAL AUXILIARY QUILT, designed by the members of the Tennessee Auctioneers Association Auxiliary, was sold during the 1982 Fun Auction and the proceeds were used by the NAA Auxiliary to support the Headquarters Relocation Fund. Nearly \$1,000 was paid for the quilt!



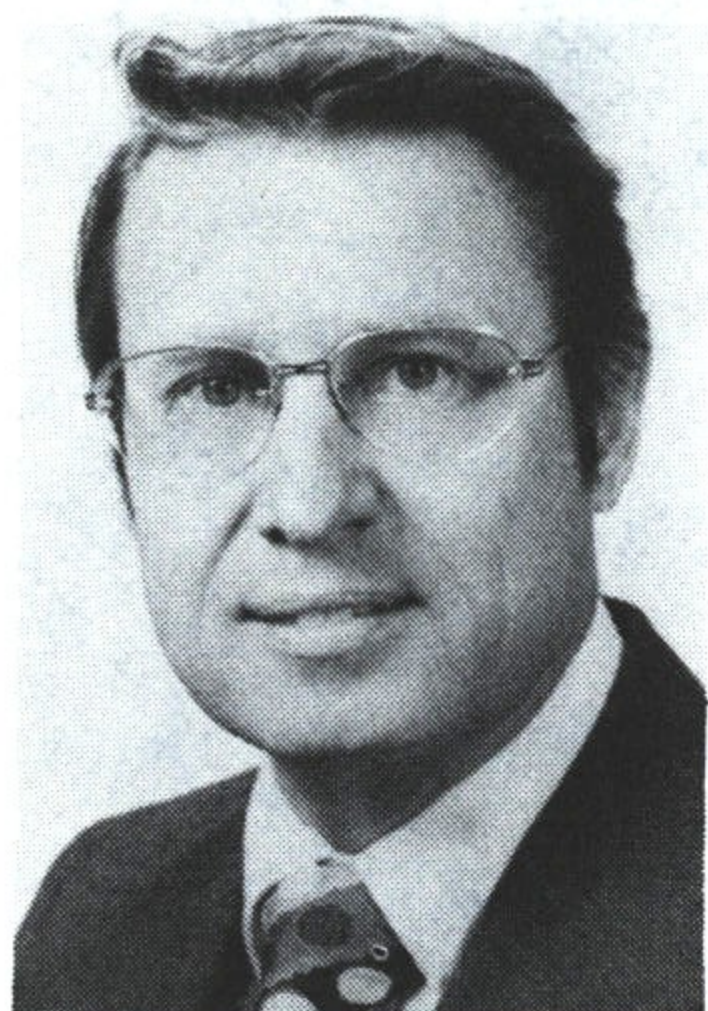
LILA MOODY (center) was the 1982 Ladies Auxiliary Convention chairwoman and she was assisted by her daughter, Bonnie Richardson (right) and Judy Godley (Mrs. Johnnie).

THE VAGABOND MARIONNETTES presented the play, Hansel and Gretel, during the Ladies Luncheon. The ladies invited the youth, attending the convention, to enjoy the production and learn how the marionettes were operated.



"BUY YOUR COOKBOOK HERE" was the call of the Auxiliary to the NAA. The cookbook, prepared by the Tennessee Auxiliary, include recipes of Auxiliary Past Presidents and many other ladies who are active in the NAA and Tennessee Auxiliaries.





Col. Jim Graham
CCIM, CRB, AFLB



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

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(301) 332-1333 Baltimore • (301) 621-4321 Washington • (215) 564-1175 Philadelphia



VICE PRESIDENT BILL GAULE presided at the Awards Festival, Friday night. During the Festival, awards were presented to the 1982 NAA Convention Chairman, Ronald C. Harris; the NAA members whose advertising was judged best for the 1981-82 NAA year; and those NAA members who have earned the CAI member designation.



THE HEADQUARTERS RELOCATION FUND became "healthier" when Fund Chairman Martin E. Higgenbotham sold designated areas in the new building during the Awards Festival. New pledges and cash payments amounting to well over \$100,000 were received at the 1982 Convention.

THE CAI MEMBERSHIP installation and presentation of membership pins was conducted, at the Awards Festival, by CAI Chairman of the Board, William Z. Fox. Over 90 CAI members of the 1982 graduating class received the membership designation.



CAI PRESIDENT Lanny G. Thomas presented membership pins and welcomed new members to the Certified Auctioneers Institute growing list of CAI members. Pictured receiving their pins and congratulations from Lanny were Cathy Jo Dice (left) and Carlus Gay.



"THANKS FOR A JOB WELL DONE" were the words expressed by President Howard Buckles to 1982 NAA Convention Chairman Ronald C. Harris (right).



JUDGING THE ADVERTISING CONTEST in 1982 was a tough chore by a panel of non-NAA affiliated judges and as soon as the winners were announced, the Convention registrants eagerly reviewed the advertising entries on display.

River Basin Auction School

Learn to be an Auctioneer and
Rodeo Announcer

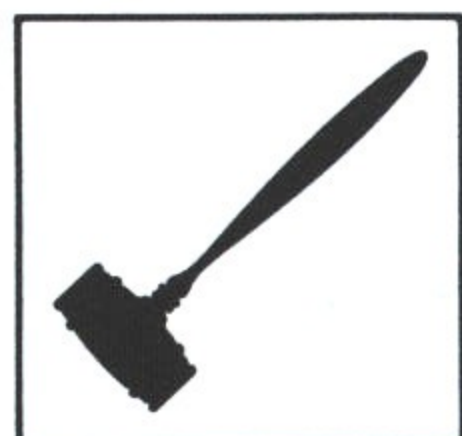
- ★ Two Week Course.
- ★ Terms in December, March, June, and September.
- ★ Branch school in Salem, Oregon, with terms in September, January, and May.
- ★ We'll teach you the chant and all the basics of auctioneering. Some of the most successful auctioneers in the business will be your instructors. Courses in Farm sales, Real Estate, all types of sales and rodeo announcing.
- ★ Specializing in Livestock selling.
- ★ *School is run by Truman (T.P.) Kongsli who has been an auctioneer and Rodeo Announcer for 22 years, named Rodeo Announcer of the Year for 7 years, State Champion Auctioneer 3 times, and has been an instructor in an auction college for 6 years.*

**WRITE: RIVER BASIN
AUCTION SCHOOL**
Route #2 Bismarck, North Dakota 58501
OR CALL 701-258-1920

NAA auctioneers remembered

At the memorial service conducted by the Auxiliary, during the Saturday annual meeting at the Atlanta convention, the following deceased NAA auctioneers were honored.

George Bennett, Los Angeles, California
Lee A. Brown, Elkin, North Carolina
James Maude Burnett, Greer, South Carolina
Oliver G. Chase, Westfield, Massachusetts
Ray Clark, Dyer, Indiana
H. D. Clements, Warren, Indiana
Hubert B. Daniel, Metairie, Louisiana
Steve Dorfman, Cotati, California
Darryl W. Dornink, Normal, Illinois
Alfred O. Drury, Louisville, Kentucky
W. V. "Bus" Emrich, Norfolk, Nebraska
G. G. "Jerry" Finnell, Orlando, Florida
Walter J. Fritts, Mount Sterling, Kentucky
John Geiger, Gwynedd, Pennsylvania
Nat A. Gingerelli, Kenosha, Wisconsin
F. B. Gorrell, Hicksville, Ohio
Kenneth G. Gravlin, Melvin, Illinois
Oakley Greenhaw, Athens, Alabama
Marvin Grubaugh, David City, Nebraska
Emmet Guy, Jackson, Tennessee
Fred Hicks, Jr., Fairview, Tennessee
Fred Hiatt, Rogers, Arkansas
Ernie T. Kallenberger, Rapid City, South Dakota
Dan E. Kerbel, Cocoa Beach, Florida
Gerald F. Lambright, Goshen, Indiana
John S. Lang, Milwaukie, Oregon
Ernest O. Maine, Ashaway, Rhode Island
M. M. Malinowski, Thorp, Wisconsin
Edward W. Maupin, New Haven, Kentucky
Stephen J. Murawski, Sr., Hadley, Massachusetts
Harold Rawhouser, Ft. Madison, Iowa
Robert H. Reed, Burwell, Nebraska
Dr. Roland L. Reppert, Weirsdale, Florida
Carl F. Ronnow, Pontiac, Michigan
Robert L. Sackin, Beverly Hills, California
V. R. Shimerka, Prague, Nebraska
William C. Shine, Kensington, Connecticut
Elwood B. Stagen, Paxton, Illinois
Wayne Storm, Canon City, Colorado
James C. Tracy, Smithland, Kentucky
Hoyt T. Walker, Nashville, Tennessee
Webb Young, Point Pleasant Beach, New Jersey
William Rex Young, Plattsmouth, Nebraska



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- All Customs, Duties, Fees, and Freight Paid
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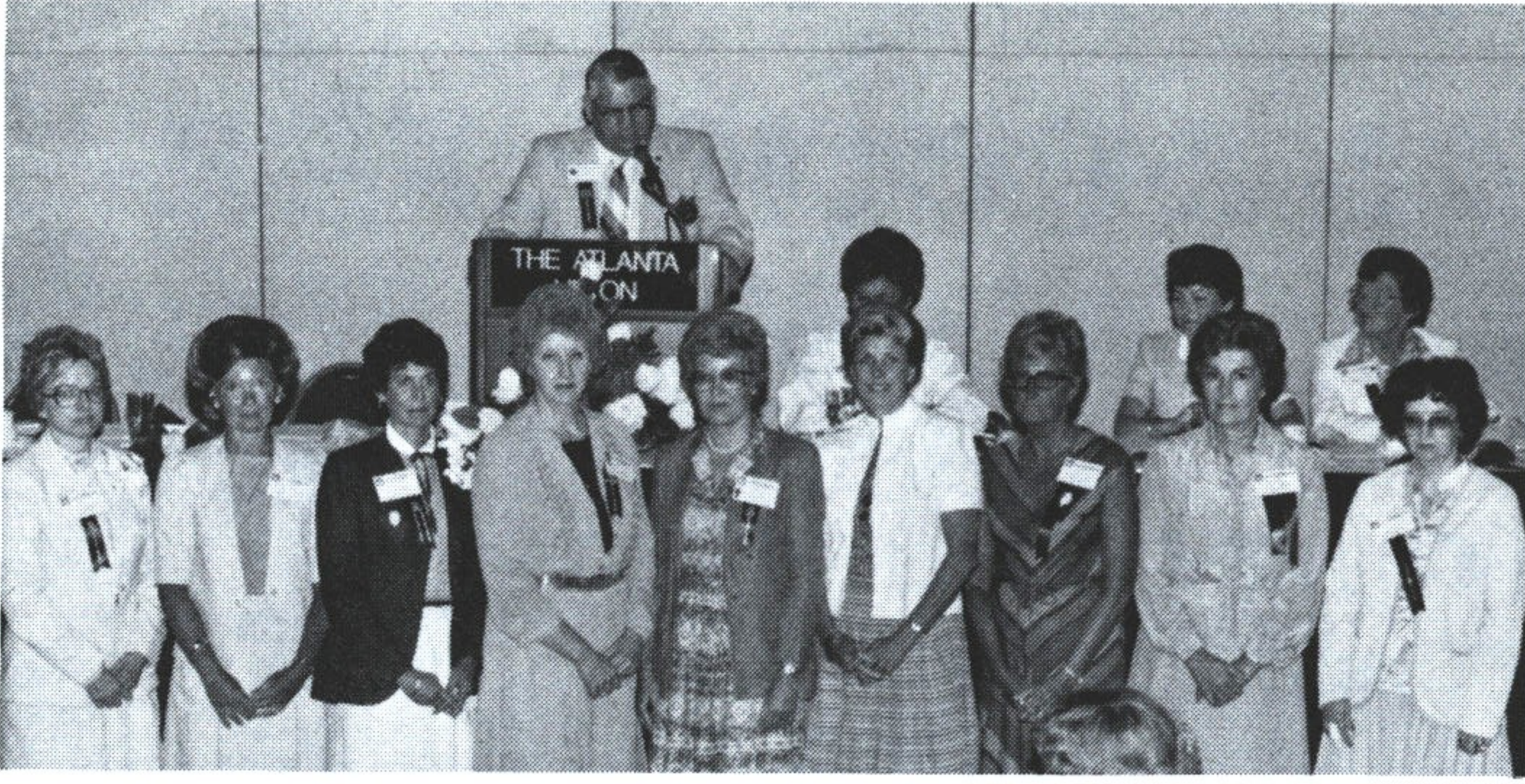
member national auctioneers association and texas auctioneers association
Joe Small, CAI TXE-012-0252

BRITTEN AUCTION ACADEMY

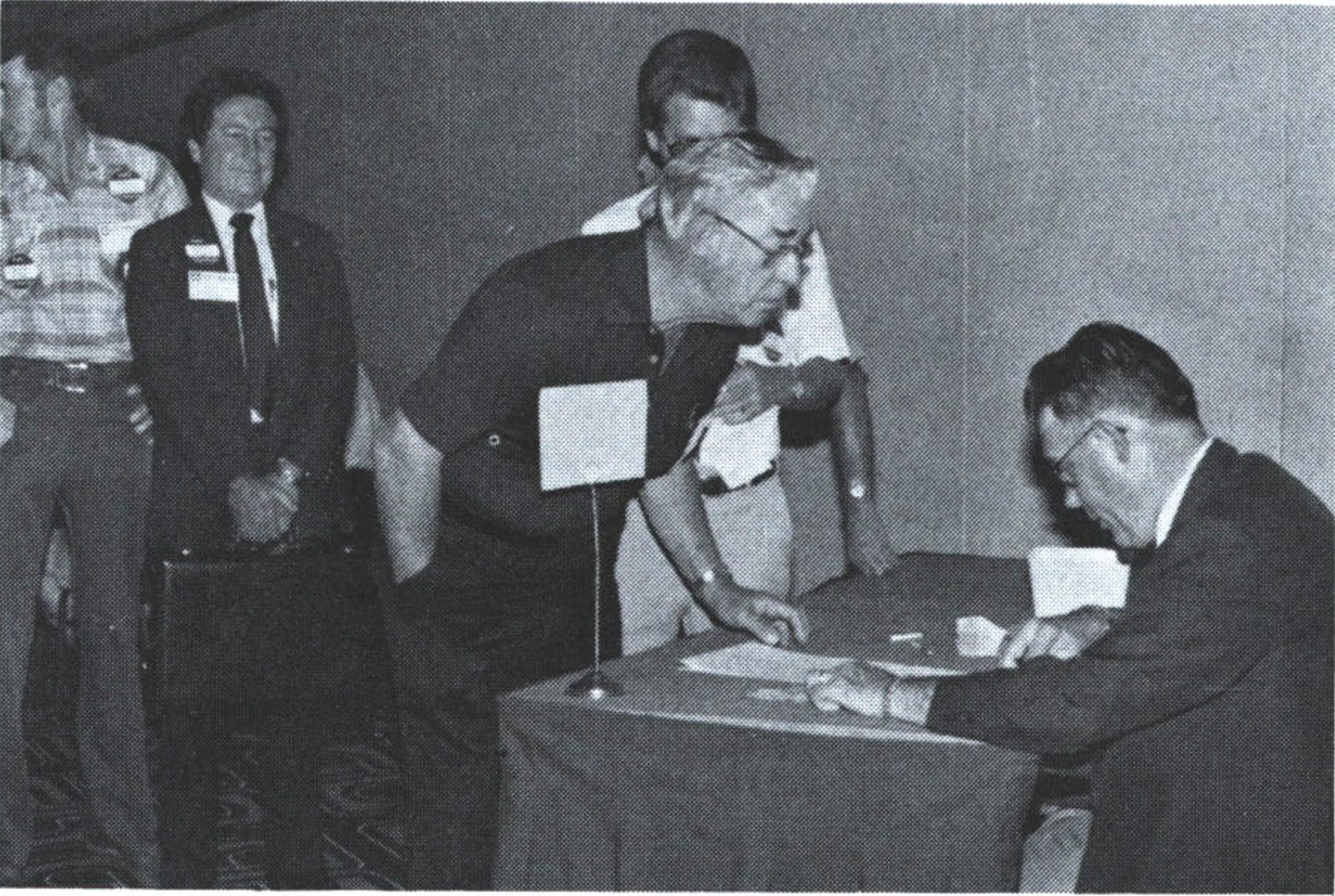
P.O. Drawer B, Bryan, Tex. 77801

Approved by Texas Education Agency

The School of Distinction



NAA PRESIDENT HOWARD BUCKLES installed the officers and directors of the Auxiliary to the NAA during the Ladies Luncheon. The Auxiliary leaders include, left to right, Mrs. Harvey C. (Pat) Lambright, director; Mrs. Hugh B. (Judy) Miller, historian; Mrs. C. P. (Pat) Dunning, president-elect; Mrs. Rex B. (Naomi) Newcom, president; Mrs. Edward (Betty) Short, vice president; Mrs. Haskel (Tomi) Ayers, secretary-treasurer; Mrs. William (Marge) Gaule, director; Mrs. Herbert A. (Carole) Bambeck, director; and Mrs. Earl (Mary) Witzel, director.



"GET YOUR BALLOTS HERE" if you want to vote on the officers and directors of the NAA. This year's elections were exciting and several candidates were voted on for the offices of Vice President and Director.

THE CONVENTION ENDED on Saturday night, July 31, and a highlight of the convention, and the 1981-82 NAA year, was the announcement of the three NAA members who were presented Hall of Fame Awards at the President's Banquet. Two of the three surprised recipients were present at the convention: Elias Frey (left in top panel) received his award from Hall of Fame member Ralph Horst; Lyle Erickson (left, middle panel) received his award from Hall of Fame member Dean Fleming; and Hall of Fame member Wendell Ritchie (right, bottom photo) received the award for John Rhodes from B. G. Coats, a 1981 Hall of Fame Award recipient.



ALL ABOARD for Six Flags Over Georgia, the Toy Museum, roller skating, Stone Mountain, and other interesting places during the 1982 Convention Youth Tours. Ohio NAA member Gene Simpkins organized and supervised the youth activities program.



BE A PROFESSIONAL AUCTIONEER

FAST

PROVEN

RESULTS

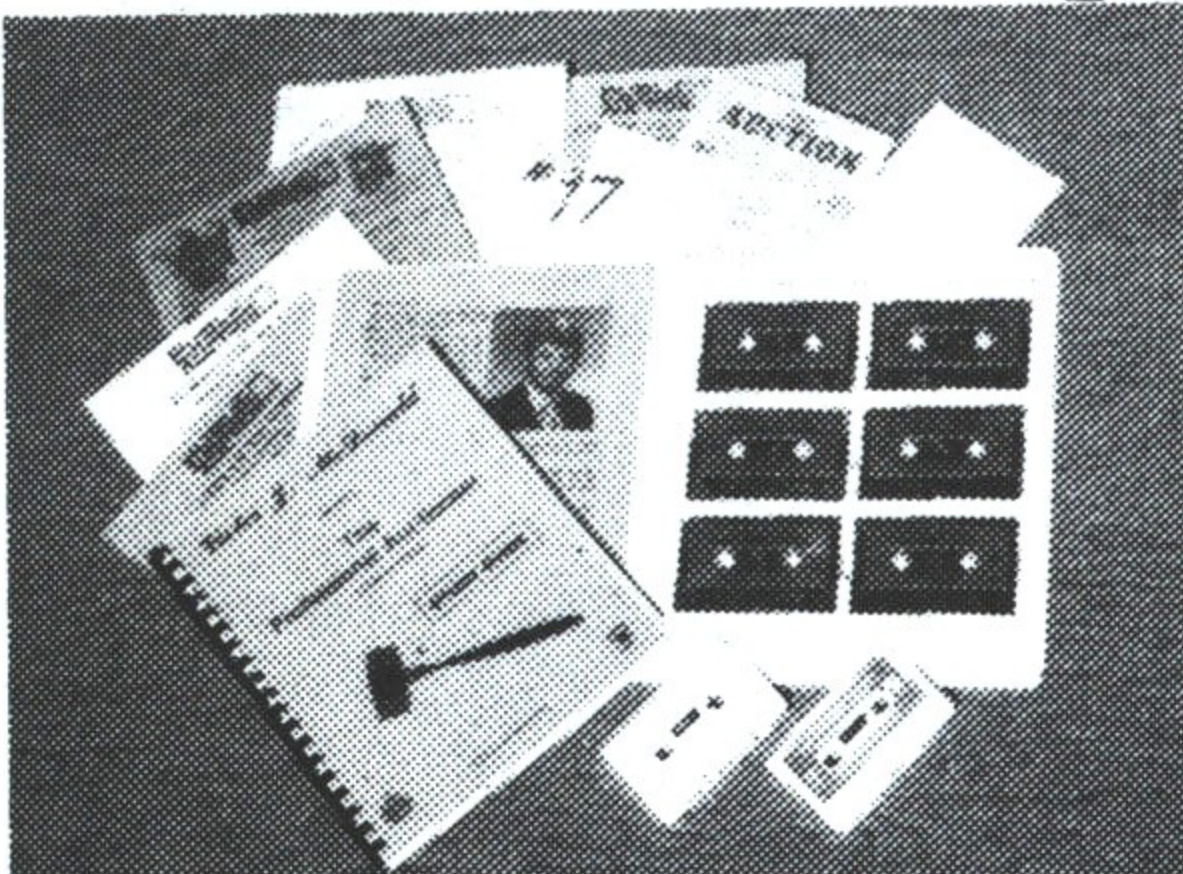


VICTOR J. McDONALD
Member

*You Will Soon Learn The Auctioneer's Chant &
How To Successfully Conduct Auctions*



Victor J. McDonald, Master Auctioneer, Real Estate Broker & successful businessman, has conducted many, many auctions. (Even one that was spotlighted on CBS' 60 MINUTES.)



Years of preparation and research have gone into this 8 cassette auctioneering course and study guide textbook. The steps you must follow to reach your goal are set out in an easy and practical plan designed to be followed at your own rate of progress.

No need to travel across the country and try to cram the foundation for a lucrative profession into a 1 or 2 week school. Listen, learn and practice at your own pace.

YOUR CASSETTE COURSE COVERS SUCH IMPORTANT TOPICS AS:

- Auctioneer's Chant** — Hear it on the cassettes and see it in the Study Guide Text Book.
- Number Brackets** — Transcribe them in your Study Guide and hear your progress on the practice cassette.
- Filler Words** — Learn how they link numbers and add continuity to your chant.
- Opening Chants** — Choose from many and create your own individual style.
- History of Auctions** — Know about your profession.
- Opening Presentations** — Set the pace for the auction and establish your authority.
- Conditions of Sale** — The finer points of a smoothly conducted auction.
- Salesmanship** — An auctioneer is a super salesman.
- Buying and Selling** — The true art of negotiation.
- Contracts** — Essential in any profession.
- Banking** — The right banker can be your best friend.
- Ethics** — The foundation of any successful business.
- Practice Cassette** — Use daily.

Sample materials include brochures, tags, buyer cards, contract, actual newspaper ads, opening presentations, solicitation letters and over 100 one-liner jokes.

Money Back Guarantee: If you are not completely satisfied with this course at the end of 3 days, return it to us for a full refund. (You pay postage.)

Today's marketplace makes auctioneering
A VERY PROFITABLE BUSINESS, full-time or part-time or just using it as an extra sale's tool in your present occupation. Real estate brokers, lawyers, trust officers, used car dealers, antique dealers, equipment brokers and, of course, **APPRENTICE AUCTIONEERS.**

MAIL TO: AUCTIONEERING
P.O. BOX 1968 VICTORIA, TX. 77902

COMPLETE COURSE
\$99.00

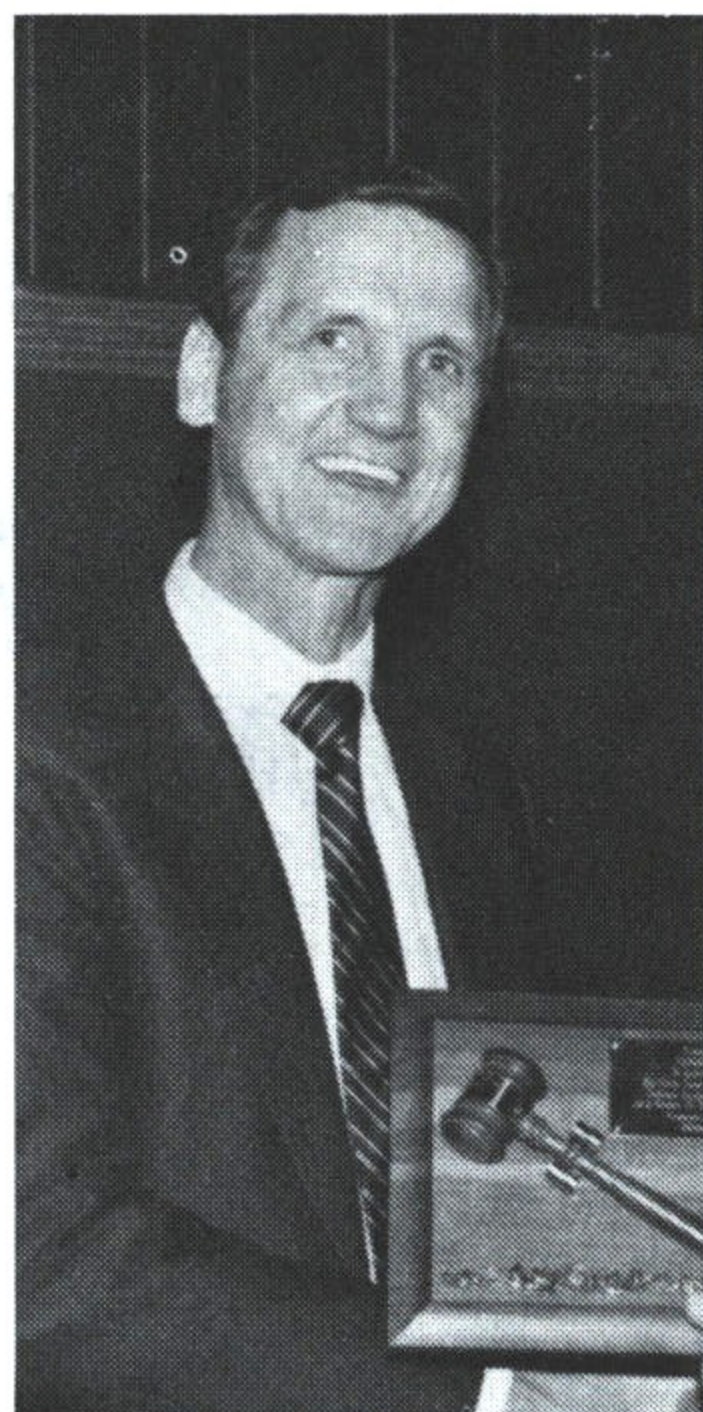
NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE NO. _____

☐ MASTERCARD ☐ VISA CARD NO. _____ SIGNATURE _____

☐ CHECK ENCLOSED (Texas Residents add 5%) ☐ C.O.D. (Call 512-578-9811)

Victor McDonald Company, Auctionaire® Division
P.O. Box 1805 Victoria, Texas 77901

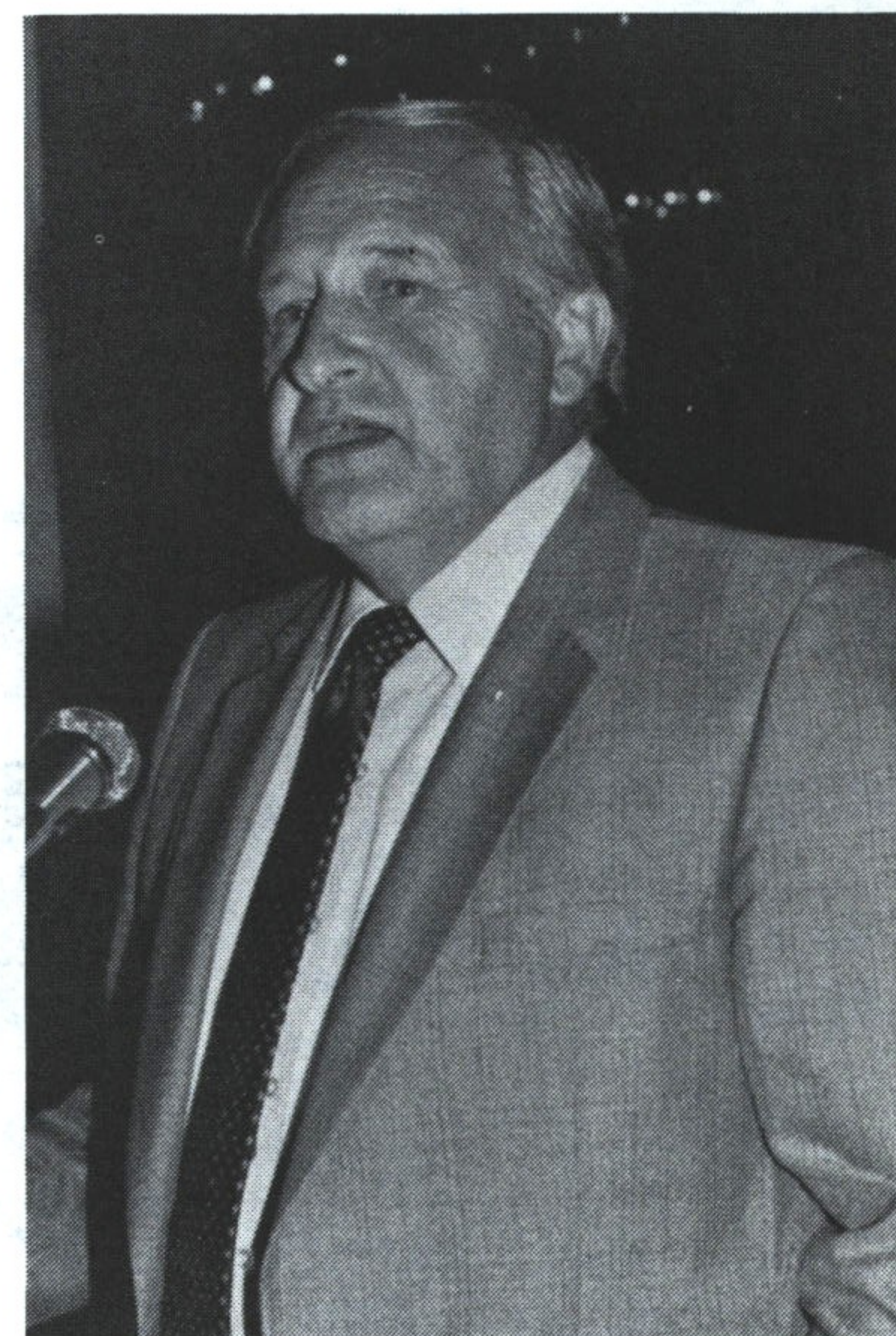


THE NAA CONVENTION is a time to recognize the leaders and workers of the Association and during the President's Banquet, President Howard Buckles presented the retiring directors their recognition plaques. Included in the presentations, from left to right (President Buckles made the presentations), are retiring Directors: Norman Aldinger, Haskel Ayers, John A. Horton, Sammy L. Ford and Harvey C. Lambright. Sammy Ford was elected Vice President and Harvey Lambright's plaque recognized him for nine continuous years of service as director, then officer, including president during the 1978-79 NAA year, and then director for three more years.

THE AUXILIARY PRESIDENT'S gavel was presented to the new president, Naomi (Mrs. Rex) Newcom (right) by outgoing president Pat (Mrs. Harvey) Lambright during the President's banquet.

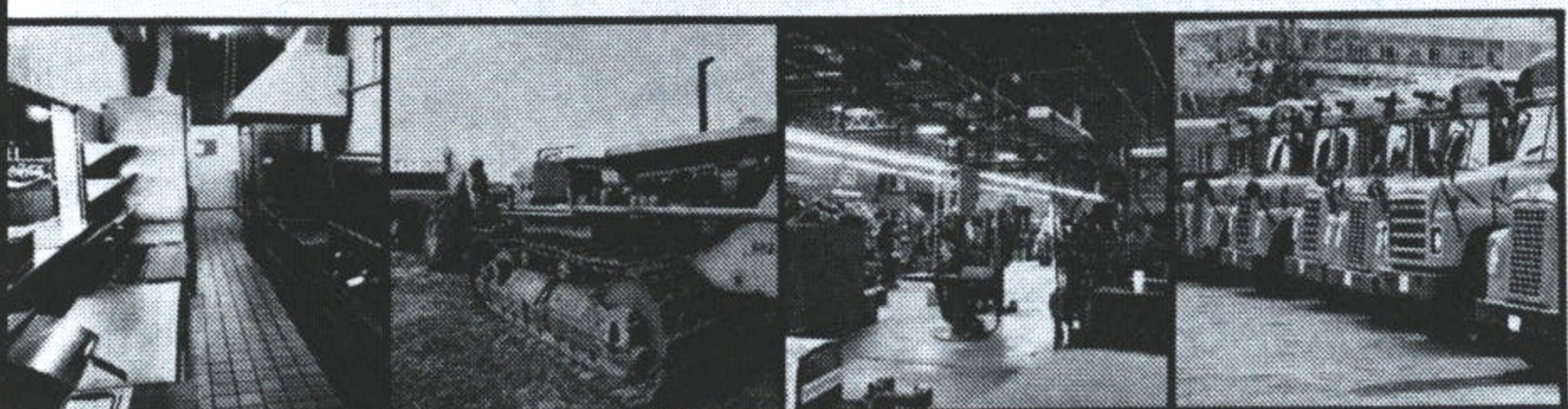


REX B. NEWCOM, the 1982-83 NAA President, told the 1982 Convention registrants that the 1982-83 year will be the Year of the Auctioneer during his acceptance speech at the President's Banquet.



"LAUGHTER — SHORTEST DISTANCE between two people" was the title of the 1982 President's Banquet speaker, Keith Barrett of Lincoln, Nebraska. Speaker Barrett proved his point and left everyone feeling good before departing from the convention!

Jonathan Melnick Auctioneers Inc.



Making Auctions Work for You

NAA Atlanta Convention 1982 advertising contest winners

The 1982 advertising contest was conducted under the supervision of Haskel Ayers, chairman of the Public Relations and Publicity Committee of the NAA Board of Directors. He also presented the advertising awards at the Friday night Awards Festival. Contest judges were a local advertising agency art director, a representative from the advertising department of the ATLANTA JOURNAL, and the public relations director for the Atlanta Hilton.

BEST OF SHOW

Jonathan A. Melnick, Baltimore, Maryland

HONORABLE MENTION, BEST OF SHOW

Jerome J. Manning, Boston, Massachusetts

COMMERCIAL AND INDUSTRIAL

Multi-color: Jim Calloway, Portland, Tennessee

Single color: Wally Laumeyer, Inver Grove Heights, Minnesota

FARM (an operating farm liquidation)

Multi-color: Gerald A. Bowie, LaGrange, Georgia

Single color: Jasper Jones and Raymond Taggart, Memphis, Tennessee

REAL ESTATE

Multi-color: Hugh B. Miller, Evansville, Indiana

Single color: Joel D. Utley, Owensboro, Kentucky

ANTIQUES

Multi-color: Jasper Jones and Raymond Taggart, Memphis, Tennessee

Single color: Jim Calloway, Portland, Tennessee

SPECIALTY (catalogued sale)

Multi-color: Tom Keilman, Austin, Texas

Single color: Peter and Paul Weiss, North Leverett, Massachusetts

CONSIGNMENT SALE with GENERAL HOUSEHOLD and ESTATE LIQUIDATION

Multi-color: Marvin E. Alexander, Martin, Tennessee

Single color: Peter and Paul Weiss, North Leverett, Massachusetts

BEST OF SHOW

Jonathan Melnick Auctioneers Inc., Baltimore, Maryland. Full color, eight page, 8½ x 11 brochure. This is the company's promotional booklet, informing new and present clients about the advantages of the auction method, and doing business with the Melnick firm. About 2000 of the original 5000 have been distributed.

The First Steps Before your Sale

The Initial Meeting

The first step is a preliminary meeting with the client. Jonathan Melnick Auctioneers Inc. will meet with you to discuss your requirements and determine the best method of handling your sale. We will also discuss your requirements and determine the best method of handling your sale.

Inspection & Appraisal

Jonathan Melnick Auctioneers Inc. will inspect and appraise your property. We will also discuss your requirements and determine the best method of handling your sale.

The Proposal

Jonathan Melnick Auctioneers Inc. will prepare a proposal for your sale. We will also discuss your requirements and determine the best method of handling your sale.

The Sale Agreement

Jonathan Melnick Auctioneers Inc. will prepare a sale agreement for your sale. We will also discuss your requirements and determine the best method of handling your sale.

Advertising & Promotion

Jonathan Melnick Auctioneers Inc. will prepare an advertising and promotion plan for your sale. We will also discuss your requirements and determine the best method of handling your sale.

Site Preparation

Jonathan Melnick Auctioneers Inc. will prepare the site for your sale. We will also discuss your requirements and determine the best method of handling your sale.

Inventory

Jonathan Melnick Auctioneers Inc. will prepare an inventory of your property. We will also discuss your requirements and determine the best method of handling your sale.

Inspection

Jonathan Melnick Auctioneers Inc. will inspect your property. We will also discuss your requirements and determine the best method of handling your sale.

Sale Day

Sale Day

Jonathan Melnick Auctioneers Inc. will handle the sale of your property. We will also discuss your requirements and determine the best method of handling your sale.

Wrapping Up

Jonathan Melnick Auctioneers Inc. will handle the wrapping up of your sale. We will also discuss your requirements and determine the best method of handling your sale.

Check-out & Equipment Removal

Jonathan Melnick Auctioneers Inc. will handle the check-out and equipment removal of your sale. We will also discuss your requirements and determine the best method of handling your sale.

Payment

Jonathan Melnick Auctioneers Inc. will handle the payment of your sale. We will also discuss your requirements and determine the best method of handling your sale.

Single color: Thomas Rowell, Moultrie, Georgia

Multi-color: Jim Altfeld, Studio City, California
Single color: Gary Ekdahl, Alexandria, Minnesota

Jerome J. Manning & Co., Inc., Boston, Massachusetts. Two color, black and green on ivory stock, 8 x 11 folding out to 24. The auction was a liquidation of a gourmet restaurant, and the brochure was styled like a gourmet restaurant menu.

[illegible]

Tuesday, September 29th at 1 PM on the premises

**COMPLETE LIQUIDATION
HISTORIC
SAWBILL LODGE**

AUCTION

Sat., 26 June, 10 A.M.

24 miles north of Totma, Minn., at the end of Sawbill Trail, 65 miles Northeast of Duluth on U.S. 61

GENERATORS: 20 KW Kato, 7 yrs. old, 4,000 hrs. 12 KW Onan diesel, self demand start, 2 yrs. old, 6,000 hrs. 15 KW Onan diesel, self demand start, 8 yrs. old, 5,000 hrs.

CANOE - BOATS: 10 Alumacraft 17' canoes 1-3 yrs. old, 4 Alumacraft 14' boats 3-6 yrs. old. Life jackets and paddles.

RADIO TELEPHONE: GE 20 watt mobile and base. Complete communication system with lots of accessories. Used 5 months. Top of the line unit.

RESTAURANT & LODGE EQUIPMENT: Frymaster fryer, boiler, Southland range, Hobart mixer, Model M50, table, ANTIQUE & DOOR REFRIG. BEAUTIFUL OAK FRUIT was an ICE BOX converted TO REFRIGERATOR, chest freezer, coffee makers, 2 microwave ovens, dishes, pots & pans, flatware enough for approx. 75 settings, 18 tables, 60 ladder back & hickory chairs, Bar-Grill.

FUEL TANKS: LP 1,000 gal., LP 500 gal., LP 350 gal., 300 gal. diesel stove, 50 gal. diesel engine oil, 300 gal.; gas.

STOVES: Woodburning parlor stove, wood floor furnace, wood round stove, 7 apt. & gas ranges.

FURNITURE: Beautiful handcrafted hutch, rustic hand crafted tables, 50 handcrafted rustic arm chairs, approx. 70 hand wood lamps, all very unusual & decorative, 14 chests, 40 double & single beds, bar tables, auto washers, gas dryers, gas e.c. refrigerators, 10 round game tables.

GRINDER PUMPS: A grinder pump; like new.

MISC. 18" railroad locomotive bell, smoke alarms, upright piano, linens, wool blankets, pillows, books, mystery novels, 1,000 board ft. ship log lumbar 8" x 12", 12 cords birch wood, hammerbox, 24 gas space heaters, 6,000 ft. 2 elec. wire, 10 yd. dumpster, Sun 740 engine analyzer, braided oval rope.

PLUS LOTS MORE FURNISHINGS FROM THE 12 CABINS & LODGE



**PLAN NOW TO ATTEND THIS LARGE AUCTION, AFTER MAKING HISTORY
SINCE 1933 THE FINAL CHAPTER OF SAW BILL LODGE WILL
BE COMPLETED.**

Mr. & Mrs. Al Senty, owners
IT PAYS TO DO BUSINESS WITH A PROFESSIONAL AUCTIONEER

WALLY LAUMEYER AUCTION CO.

AUCTIONEER - LIQUIDATORS - APPRAISERS
AUCTIONEERING OUR ONLY BUSINESS

7000 Ave A
Irwin Grove Heights, Minnesota 55575
616-8447

MEMBER - NATIONAL AUCTIONEERS ASSOCIATION

Single color: Wally Laumeyer Auction Co., Inver Grove Heights, Minnesota. Black on ivory stock, 11 x 17 sale bill. Nearly 500 were mailed, auctioning the rustic contents of a northern Minnesota resort. (Above)

Windy Hills Charolais Ranch

Auction

FRIDAY AND SATURDAY
JANUARY 8 and 9, 1982

TRACT 1
142.79 ± Acres (±)
Main Farm Home (see list below)
1000 ± Square Feet (±)
4 Bedrooms
2 1/2 Baths
2 Kitchens
Large Pool (±)
Call Garage with Utility Room
Beautiful landscaped yard

Chickadee Working Pen (±)
100 ± Square Feet (±)
1300 ± Square Feet Working Pen Area
Concrete Slab Floor
Well Insulated
200 ± Laboratory

Feed Storage Area (±)
1000 ± Square Feet
400 ± Square Feet Shop Area

Feed Storage Building (±)
1200 ± Square Feet
Concrete Slab Floor
4 ± Tonnage Pans
50 Walls

Horse Barn
1700 ± Square Feet
14 Bays

and outbuildings, well and well maintained.
Farm is completely fenced and cross fenced with all new fencing.

Windy Hills Charolais Ranch is a well maintained, immaculate farm designed as an Indiana Farmhouse Order. 1000 sq. ft. in total, the farm is well suited for any type of farm operation. The many working pens and several outbuildings will give the convenience and profitability the modern farmer requires.

TRACT 2
(Will be offered separately)
2000 ± Square Feet Home (±)
1 1/2 ± Acres Lot
4 Bedrooms
2 Baths
Full Basement
Total Electric

TRACT 3
(Will be offered separately)
1600 ± Square Feet Home (±)
1 1/2 ± Acres Lot
Country Home Appearance

TRACT 4
(Will be offered separately)
700 ± Square Feet Home (±)
1 1/2 ± Acres Lot
Fenced - Cross Fenced
Farming Property
Established Pasture

Windy Hills Charolais Ranch

Auction

JANUARY 8 AND 9, 1982
COMMERCIAL, GEORGIA
COMPLETE FARM DISPERSAL

- 220 ± Acres
- Three Homes
- Farm Equipment
- Charolais Cattle
- Registered Quarter Horses

W

REAL ESTATE

Multi-color: Curran Miller Auction/Realty, Inc., Evansville, Indiana. Full color, 8½ x 11, coated stock, with die cut textured cover. Nearly 2000 were distributed, with the paper colors and inks chosen to coordinate with the interior of the home. (Below)

A residence of quiet distinction and elegant sophistication awaits the purchaser of this Williamsburg Colonial home.

Located on two and a half acres, the color 3000 square foot of living area offers the possibility of an additional office space, gracious family life and the additional convenience of expansive lower level quarters for overnight guests and parking.

The 18th century, 2 1/2 year old home is complemented by exquisite attention to detail in all facets of its construction. Local stone, brick, tile, and glass, all chosen and custom made to the Evansville business district, immediate parking and airport, this property offers the ultimate residential experience.

An olympic size diving well is an appreciated feature of this all concrete 22 x 44 foot swimming pool. Redwood pool, fencing, deckings, the Colonial style house, walkways, and the pool and landscaping to the house are exquisite.

The pool house is an exact copy of the "outlet" or "dependency" of Colonial times.

Lake privileges accrue to the purchaser.

Curran Miller
Auction/Realty, Inc.
R.R. 3, BOX 457 - EVANSVILLE, INDIANA - (812) 867-2486

FARM

Multi-color: The Auction Way Company, LaGrange, Georgia. Full color, 8½ x 11 mailer, unfolding to 17 x 22. The two-day auction was a complete farm dispersal, with 6000 of the brochures mailed. (Left)

Single color: Delta Auction & Real Estate Co., Inc., Memphis, Tennessee. Rust color on coated stock, 8½ x 11¼, unfolding to 15¾ x 21½. The mailer/handout went to 3500, auctioning the real estate and farm equipment. (Below)

SELLING TO HIGHEST AND BEST BIDDERS

To Be Offered in 5 ACRE to 90 ACRE TRACTS and as a WHOLE

FOR DETAILS CONTACT
Rutledge Realty & Auction
1313 Memorial Blvd., Murfreesboro, TN.
Phone 615-893-3741

This valuable development property is only 30 miles from Nashville, 4 miles from I-24, and 6 miles from downtown Murfreesboro. Take Hwy 96 West from Murfreesboro to Kingwood Road.

A highly developed neighborhood, Road frontage, far away.

ESTATE AUCTION

Selling To Highest & Best Bidders

SATURDAY, MARCH 6, 10 A.M.
552 ACRES IN 40 TRACTS
APPROX \$200,000 FARM MACHINERY
J.R. and Loretta Rutledge Farm
Kingwood Road
Murfreesboro, Tennessee

Free Barbeque For All At Noon

APPROX. \$200,000 FARM MACH

ESTATE AUCTION

Free Barbeque For All At Noon

Equipment to Sell at 10 A.M.
Real Estate to Sell at 1 P.M.
RUTLEDGE REALTY & AUCTION
1313 Memorial Blvd., Murfreesboro, TN.
Phone 615-893-3741

DELTA
1313 Memorial Blvd., Murfreesboro, TN.
Phone 615-893-3741

Single color: Marksberry Holbrook Utley Realty & Auction Co., Owensboro, Kentucky. Black on textured white stock, 7½ x 8 unfolding to 13¼. The pamphlet was distributed to 500 potential buyers.

McDonald Property

AUCTION

1524 FREDERICA

Seldom do you have the opportunity to purchase such an outstanding property and now is your chance. Review the features of this property and visit us at our Open House; we think you'll be impressed by the beauty and quality of this LANDMARK structure.

MARKSBERRY HOLBROOK UTLEY

REALTY & AUCTION CO.
2nd and Frederica Streets - (502) 683-0111

JOEL D. UTLEY, BILL MARKSBERRY, AUCTIONEERS
JAMES BARTLEY, STEVE MARKSBERRY, KEITH TAYLOR (NEW REYNOLDS APPLES)

**FRIDAY
JUNE 25
10 A.M.**

Ad judges discuss the contest

It may become a tradition —the NAA advertising contest judges discussing the contest for THE AUCTIONEER. This year's third judge was Barkley Russell, public relations director for the Atlanta Hilton.

Entries portrayed "excellent salesmanship"

By Forrest Clark
Art Director
Locherer and Associates, Advertising

I was honored to have been one of the judges in the advertising contest at the 1982 National Auctioneers Convention at the Atlanta Hilton. It was a very enjoyable and enlightening experience.

I was most impressed with the full color printing used by some of the auction companies, plus the wide variety of items successfully advertised and sold at auction. We judged brochures on everything from bulldozers and backhoes, to antique furniture and fine china. As I recall, most of the entries pertained to real estate, and this area was well represented by some fine full color, in addition to black and white printing.

The selection of the winning pieces from so many entries was a difficult task, but I believe that the winners are fine examples of good layout, graphics, copywriting, photography and printing.

I was extremely impressed with the excellent salesmanship portrayed in the entries, and the fact that the auction companies are educating the public through their brochures, advertisements and sales, that the auction method of selling is the best and fastest method of getting top dollar for your property.

Profit from "hard working" advertising

By Lynn Durant
THE ATLANTA JOURNAL and CONSTITUTION

Judging the National Auctioneers Association's print advertising competition was an interesting eye opening experience. The investment and commitment to print advertising is very impressive. As a judge, I was most impressed by the wide variety of knowledge and sophistication that some of these advertising pieces projected. I am pleased that I have been given the opportunity to share my observations with you. However, it's important to stress that the award winning pieces speak for themselves. The competition was very difficult and hard choices had to be made. There were many impressive pieces,

and it is about those collectively that I wish to comment.

From category to category, some auctioneering companies maintained dynamic, well organized, easy to read formats that projected a company's image so consistently that it wasn't necessary to read the company name after the third category or so. This kind of advertising insures company recognition and targets the reader's interest at a glance.

There were some very good advertising pieces printed in two ink colors on colored paper. In some cases, this is a good, cost effective way to advertise. A third or fourth ink color may not be affordable, or necessary to create a dramatic printed piece of advertising.

Some auction advertising was deceptively simple in appearance, so much so that at first glance, it might seem that it's nuts and bolts appearance had little to offer, unless readers were interested in those particular items. That is precisely what makes this type of advertising good. It is geared to a specific audience. It tells the reader what kind of auction it is, and when/where it is to take place. The reader can easily locate the items he or she is interested in, by the well organized listing of items — numbered and listed in bold print with smaller descriptive copy underneath. There was always some unprinted space to separate one item from another, and sharp, clear pictures were sometimes included. Generally, good organization and easy readability made these printed pieces, if not award winning, then hard working and most probably very successful advertising material.

Successful advertising occurs when you've made a profit on your advertising investment. That's the true test of print advertising, whether it's award winning or not. When you've profited from your advertising dollar, only then can you be assured that the right people are getting the right message loud and clear.



MOVE MERCHANDISE IN DALLAS, TEXAS

When you advertise in the Sunday, Dallas Times Herald, you reach more than 672,000 readers in the Dallas area.

When you want to reach auction goers with money to spend, Dallas is the place and the Dallas Times Herald is the newspaper.

Now featuring "The Auctioneer" every Sunday in the Classified section.

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

Source: Dallas Times Herald Continuing Market Survey, 1981, 4,000 Telephone interviews.

Morning
Dallas Times Herald

The best newspaper in the Southwest

ANTIQUES

Multi-color: Delta Auction & Real Estate Co., Inc., Memphis, Tennessee. Two color, black and brown on coated stock, 8¼ x 11¾, unfolding to 15½ x 21½. Mailer/handout went to 2500, with the real estate auctioned as well as the antique collection. (Right)

Single color: Calloway Auction & Realty, Portland, Tennessee. Dark brown on light brown textured stock, 8½ x 11, unfolding to 24. The auction "guide" was distributed to 1500 antique dealers and customers; several asked for the brochure just as a souvenir of the auction. (Below)

Public Auction

The Mrs. Vernon Cook Estate
Sat., April 3rd, at 10:30 A.M.

Location: From Kentucky Tennessee State Line on Highway 51-W, take Mitchellville Road to Sengstack Stone, turn left in front of Sengstack Stone and follow auction signs to auction site, approximately 1 mile North of Raleigh, Ky. - Blackensons Rd. Sign posted.

Antiques

Personal Property

Farm Machinery

Household

Calloway Auction & Realty
Portland, TN
Jim Calloway - Broker, Auctioneer

Auctioneer's Comments: We're proud you received this Guide to a Delightful Country Auction. As you browse thru it we're sure you'll be making your plans to be with us on April 3rd. With such a variety of items to be sold there's bound to be a treasure in just the browsing alone. For those lucky enough to be a successful bidder the true joy will be that pride of ownership.

The items listed in this Guide are but a brief listing of all that's to be sold. This auction may last as long as an old all-day camp meeting but don't fear there'll be folk serving vittles all day.

We, at Calloway Auction & Realty are proud to have been chosen to manage and conduct this outstanding Estate Auction. We wish to express our sincere appreciation to the heirs of the Mrs. Vernon Cook Estate for this opportunity and for the confidence they have shown in us.

Reason For Auction: To settle the Mrs. Vernon Cook Estate

Terms: Cash. Personal check accepted with proper identification.

ESTATE AUCTION

ENGLISH PERIOD FURNITURE
FRENCH - VICTORIAN AND ANTIQUE

DELTA
AUCTION & REAL ESTATE CO., INC.
EXECUTIVE OFFICES:
4900 POPLAR AT MEMPHIS - FIRST TENNESSEE BANK BUILDING - SUITE 200
MEMPHIS, TENNESSEE 38117 • (901) 761-5083

AUCTION

ONLY AT AUCTION DO YOU HAVE SUCH

ESTATE AUCTION

Meridian, Mississippi

To Settle The Estate of the late J. Cliff Watts
ordered Sold by Mr. Thomas Ward, Executor

All Bids Being Final At This Sale
subject only to court approval

SATURDAY, SEPTEMBER 9, 10 A.M.
2405 Poplar Springs Road, Meridian, Miss.

CONTACT DELTA PERSONNEL ON THE PROPERTY
SEPTEMBER 5th UNTIL SALE DATE
Mississippi Participating Broker

DELTA
AUCTION & REAL ESTATE CO., INC.
EXECUTIVE OFFICES:
4900 Poplar at Memphis
1st Tennessee Bank Bldg., Suite 200 Memphis, TN 38117
(901) 761-5083

SPECIALTY

Multi-color: Tom Keilman-Auctioneer, Austin, Texas. Cover of the 246 page, 8½ x 11, catalog is full color, with the 1227 auction items in black and white. To advertise the international firearm auction, 2000 of the books were distributed by mail order. Inside each catalog were advance hotel reservation cards for three Waco, Texas, motor inns. Bidders could reserve hotel rooms at special auction rates. (Below)

Single color: Weiss Auctioneers & Appraisers, North Leverett, Massachusetts. Black on white, twice folded mailer opens to 11 x 17. The special collection of 112 baskets sold for \$14,000, with 900 of the pamphlets mailed to collectors and dealers. (Left)

AUCTION

ANTIQUE BASKETS

We have been commissioned to sell a basket collection from Connecticut, with additional baskets from other owners.

WEDNESDAY, AUGUST 26
7:00 PM • PREVIEW 5:00 PM
MOTEL SIX AT EXIT 24 FROM I-91
SOUTH DEERFIELD, MA

Several early cheese baskets in various sizes; more than a dozen swing handle baskets in different sizes and forms including single and double handle examples; two very large early winnowing baskets, painted and stamped decorated Indian split baskets including several with very strong colors; rare large Indian willow fish weir; covered split willow basket; two large covered split leather baskets; good selection of melon shaped baskets in various sizes and materials; several miniature baskets; loom baskets including a large and extremely ornate example; and many other interesting baskets.

TERMS: CASH, TRAVELER'S CHECKS, OR NEW ENGLAND CHECKS IF CREDIT ESTABLISHED PRIOR TO AUCTION. A 10% BUYER'S PREMIUM WILL BE APPLIED TO ALL PROPERTY SOLD.

AUCTIONEER'S NOTE: This auction presents a small collection of good quality American baskets, with material to interest both advanced and beginning collectors. Regular customers please note 5:00 PM preview and 7:00 PM auction starting time.

WEISS AUCTIONEERS & APPRAISERS
NORTH LEVERETT, MA 01054 • 413-367-9952

Tom Keilman's

5th Auction

CONSIGNMENT SALE with GENERAL HOUSEHOLD and ESTATE LIQUIDATION

Multi-color: Alexander Real Estate & Auction Sales, Martin, Tennessee. Red-brown and black on white coated stock, twice folded, 8½ x 14 opening to 17. Of the 3000 printed, 2000 were mailed and 750 hand delivered. (Right)

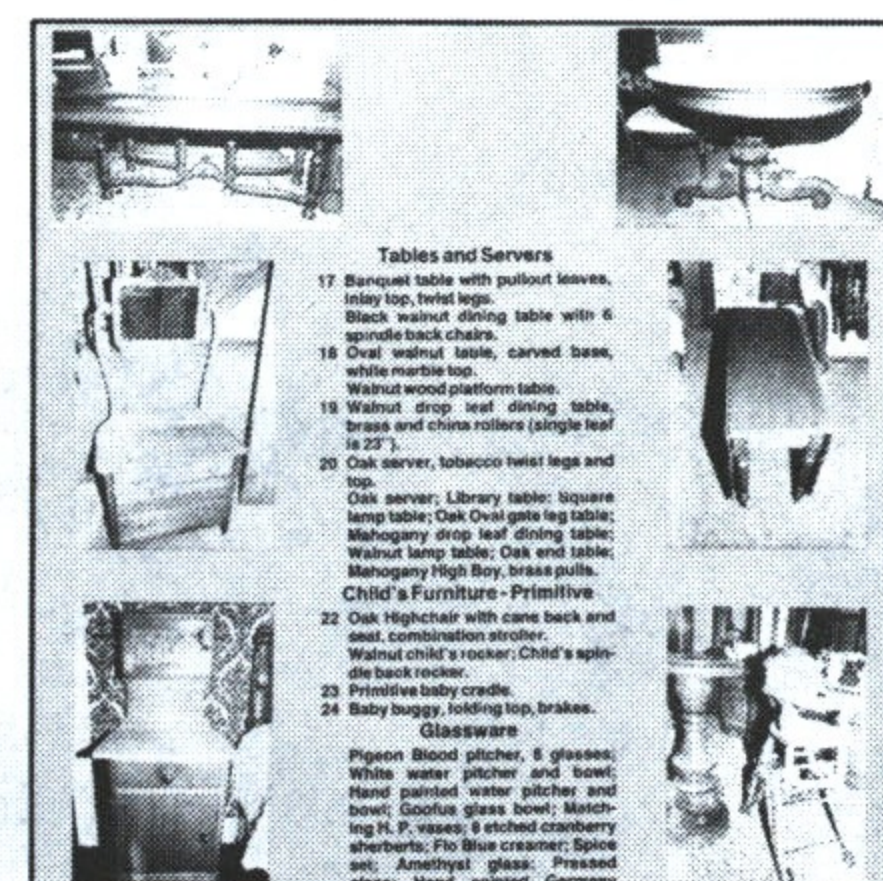
Single color: Weiss Auctioneers & Appraisers, North Leverett, Massachusetts. Black on white coated stock, folded three times, opens to 11 x 24. The consignment sale included items from one estate, plus collectors and private owners; 900 pamphlets were mailed. (Below)



WEISS AUCTIONEERS & APPRAISERS
NORTH LEVERETT, MA 01054 • 413-367-9952



FINE ANTIQUES
"Dressers and Wardrobes"
1 Walnut Dresser with 2 level mirrors and side dresser mirrors
2 Walnut Dresser (Burl wood, 3 level mirror-carved matching the dresser)
3 Oak Dresser, 1 drawer, Cherry chest, Walnut Dresser with marble top
4 Black Walnut dresser with pink marble, hand-carved Walnut dresser with triple white marble, Burl front, hand carved, full length mirror, and candle stands
5 Matching Oak dresser, chest, and stool
6 Oak wing dresser with brass pulls, drawers, Chest and stool
7 Walnut Secretary-dress pull, carved, 5 drawers
8 Walnut Secretary with stand top, Mahogany desk
9 Walnut desk (small round wood, 5 drawers chest with mirror)
10 Hat or Wig box, carved, hand carved buffet with level mirrors
11 English washstand for double pitcher and bowl set
Washstands
12 Oak Double washstand
13 Oak washstand with level bar and mirror, brass pulls
14 Oak Double stand with marble top, upper cabinet, and brass glass door
15 English washstand for double pitcher and bowl set
Clocks
Grandfather weight clock, oak, brass weights, Oak Grandfather clock, brass weights, Oak Mantle Clock, porcelain face and matching candlesticks
Wicker
16 4 straight chairs, Natural Pine Stand, Flower Box, Oval Table, Fern Stand, Rocking Chair
Chairs
Hand carved 18th century type chair with cane back, 6 Mahogany chairs, Occasional chairs, Oak cane seat straight chair, Barrell back chair, Walnut Parlor chair, Walnut Parlor chair, Oak arm chair, Cherry rocker with curved back, High back rocker, 4 oak dining chairs, Platform rocker, Oak buffet chair
17 Velvet arm chair with carved front and brass feet
18 Walnut rectilinear back and seat
19 Butler chair
20 Sewing machine



Tables and Servers
17 Banquet table with pullout leaves, top top, level legs
18 Black Walnut dining table with 6 square black chairs
19 Oval walnut table, carved base, white marble top
20 Walnut drop leaf dining table, brass and chrome rollers (single leaf)
21 Oak server, tobacco heel legs and top
22 Oak server, Library table, square top, Oak Out-going table, Mahogany drop leaf dining table, Walnut table, Oak and table, Mahogany High Boy, brass pulls, Child's Furniture - Primitive
23 Oak Highchair with cane back and seat, combination rocker
24 Primitive baby cradle
25 Baby buggy, holding top, brass, Glassware
26 Pigeon Blood pitcher, 6 glasses, white water pitcher and bowl
27 Hand painted water pitcher and bowl, Crystal glass bowl, Matching H.P. vase, 6 etched cranberry glass, 12 Blue cranberry glass, Hand painted Germany bowl

REAL ESTATE and ANTIQUES
PUBLIC AUCTION
SATURDAY, OCTOBER 17th, 1981
10:00 A.M.
RAIN OR SHINE—LUNCH AVAILABLE

MARTIN, TENNESSEE
Sale will be held on the property located at 202 Poplar Street, Martin, Tennessee. Turn South on South McCook off Main Street (Martin-Greenville Highway) at the Methodist Church and proceed 1 block to house at the intersection of Poplar Street, WATCH FOR SALE ARROWS!

Mr. and Mrs. Carl Kendall have lived in Martin, Tennessee for years. Originally they lived in one of the older homes of Martin which was known as the Oxford house. It was sold to the Martin Church of Christ at which time it was torn down and they purchased their home at 202 Poplar Street. Throughout their lifetime the Kendalls have enjoyed collecting, refashioning and using many fine antiques. The fine selection of furniture, frames and prints, and paintings have been amassed throughout the years from all parts of the country. Several of the pieces have letters from the owners and area where they were purchased. They have enjoyed the use of these fine items but due to quantity of what they now own and the size of this gracious older home and the fact that they have grown older and all their children are away from home, they have made the decision to sell this home and to sell a major portion of their collection. We feel that this group of furniture and antiques is one of the finest offerings that we have ever had the opportunity to display at public auction. There is approximately 200 - items and if you like the beauty and quality of the workmanship of the past generations then don't dare miss this auction on October 17th. Here you have an opportunity to purchase things that have taken the Kendalls a lifetime to find in the home they have been using in their home that have not been picked over by many buyers.

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Ascending the stairs you notice the built-in storage and setting bench on the landing with leaded bevel glass windows above, on the second floor are 4 nice size bedrooms, bath and sitting area in hall.

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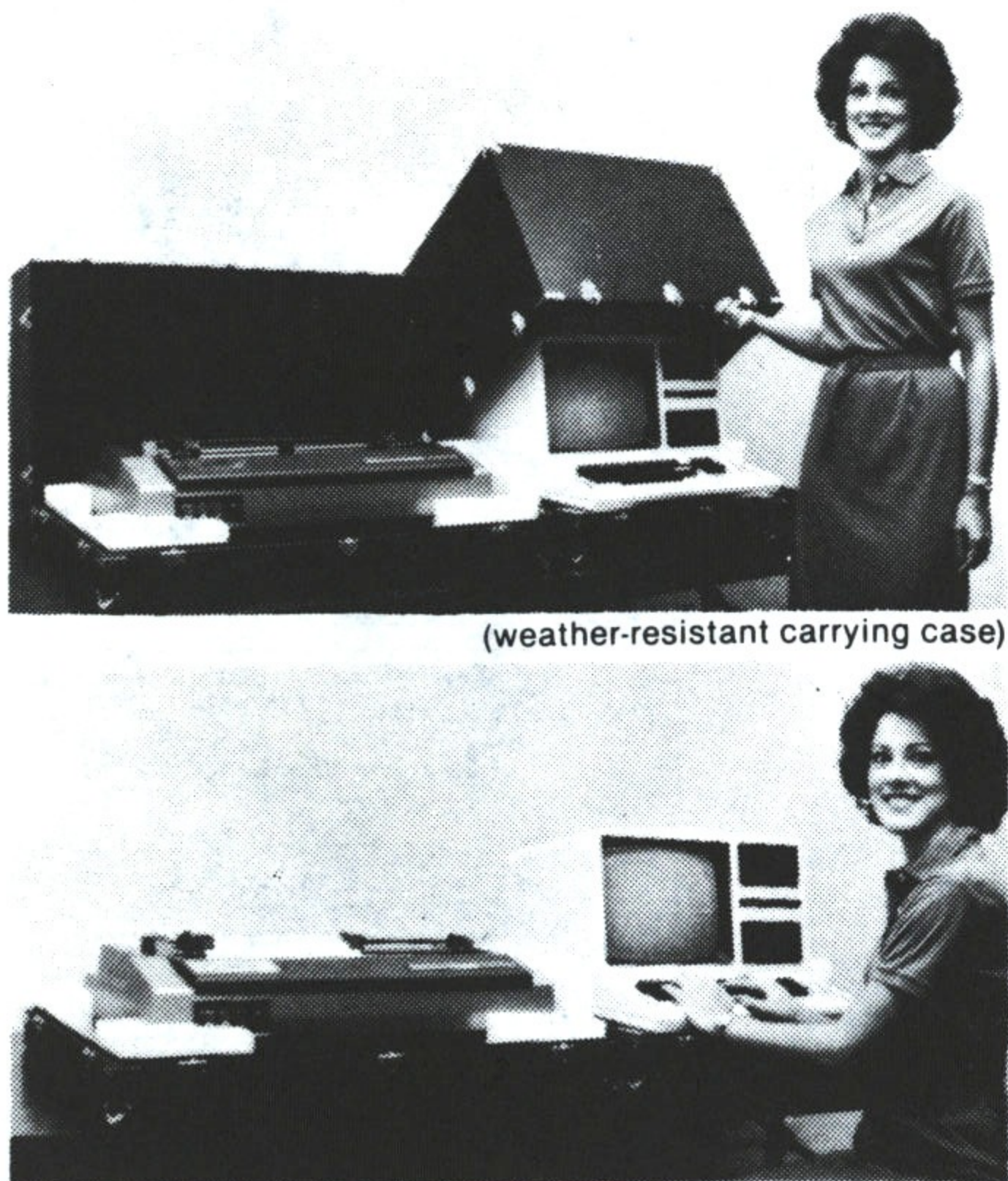
Multi-color: Odle Cumberlin Auctioneers, Brush, Colorado. Three color, 8½ x 11, eight page booklet uses brown-tone photographs, embossed orange cover stock and foldout picture to represent the auction firm. Of the 6000 printed, 2500 have been distributed to introduce the company to business prospects. (Below)

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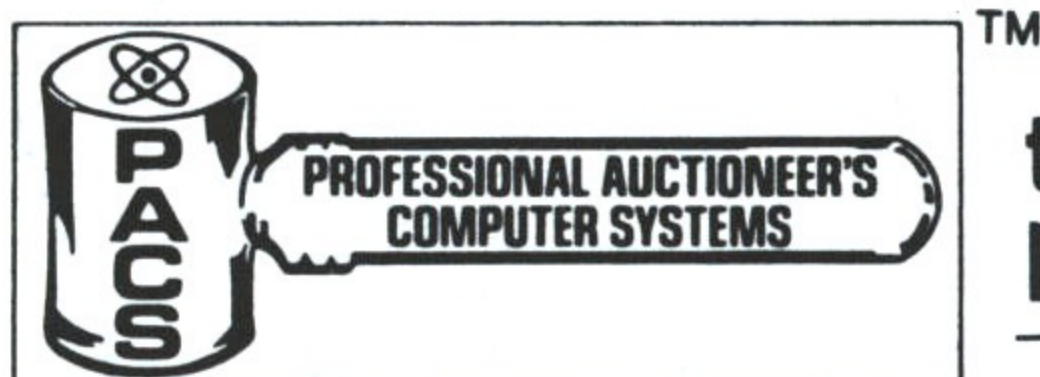
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LOT NUMBER	DESCRIPTION	QUANTITY	EACH	TOTAL
3838	BLUE GLASS VASE	1	55.00	55.00
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3873	BRASS LAMP	1	12.50	12.50
3848	HAND PAINTED CUPS	1	5.00	5.00
3868	PORCELIN STATUE	1	8.50	8.50
3885	CHELSEA SHIP'S CLOCK	1	355.00	355.00
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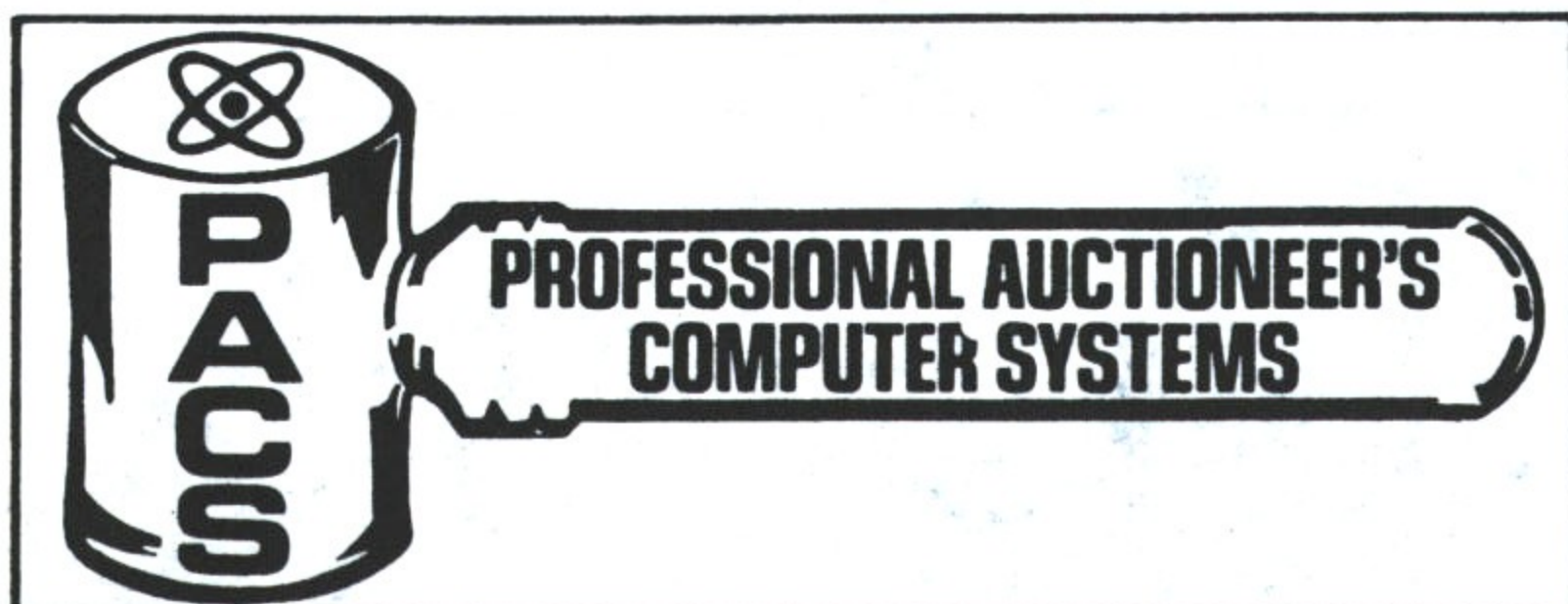
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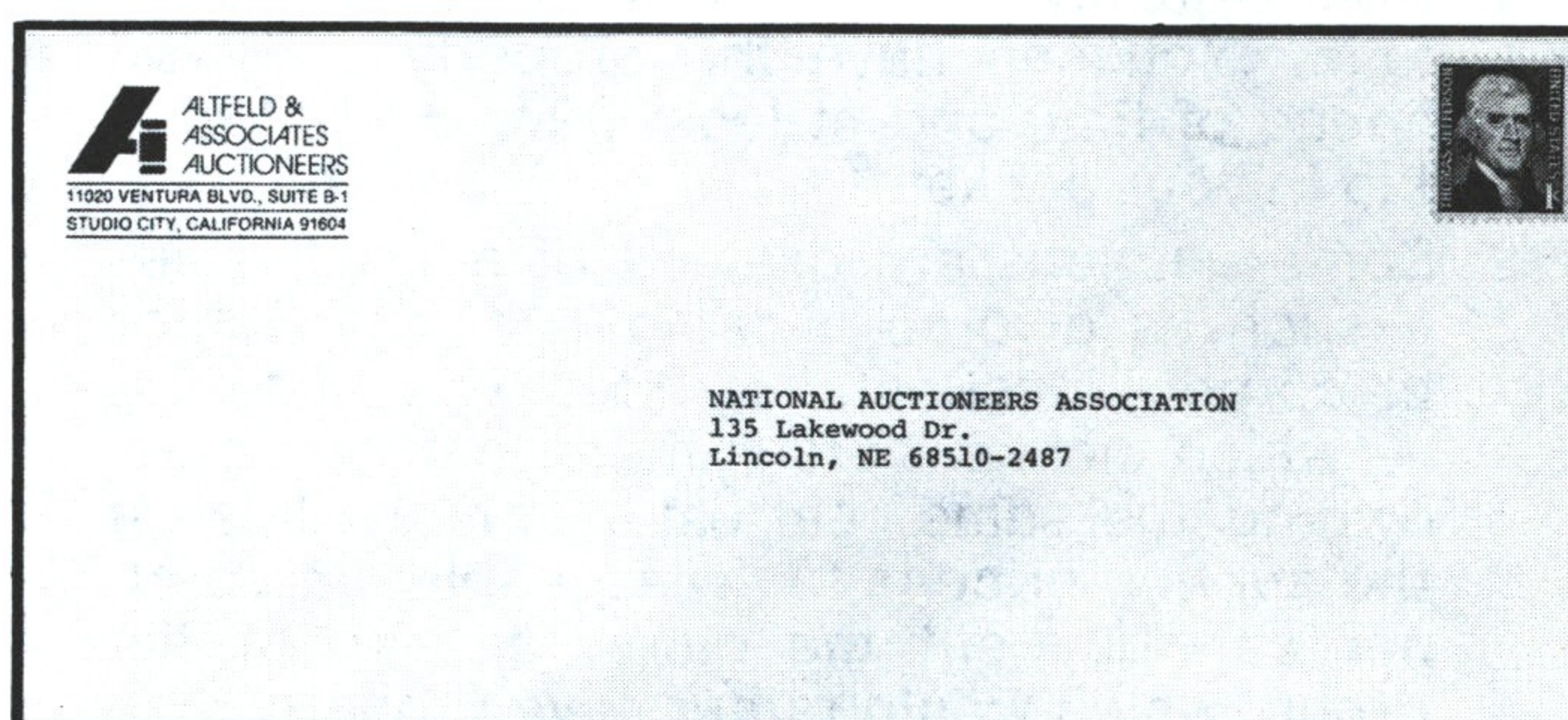
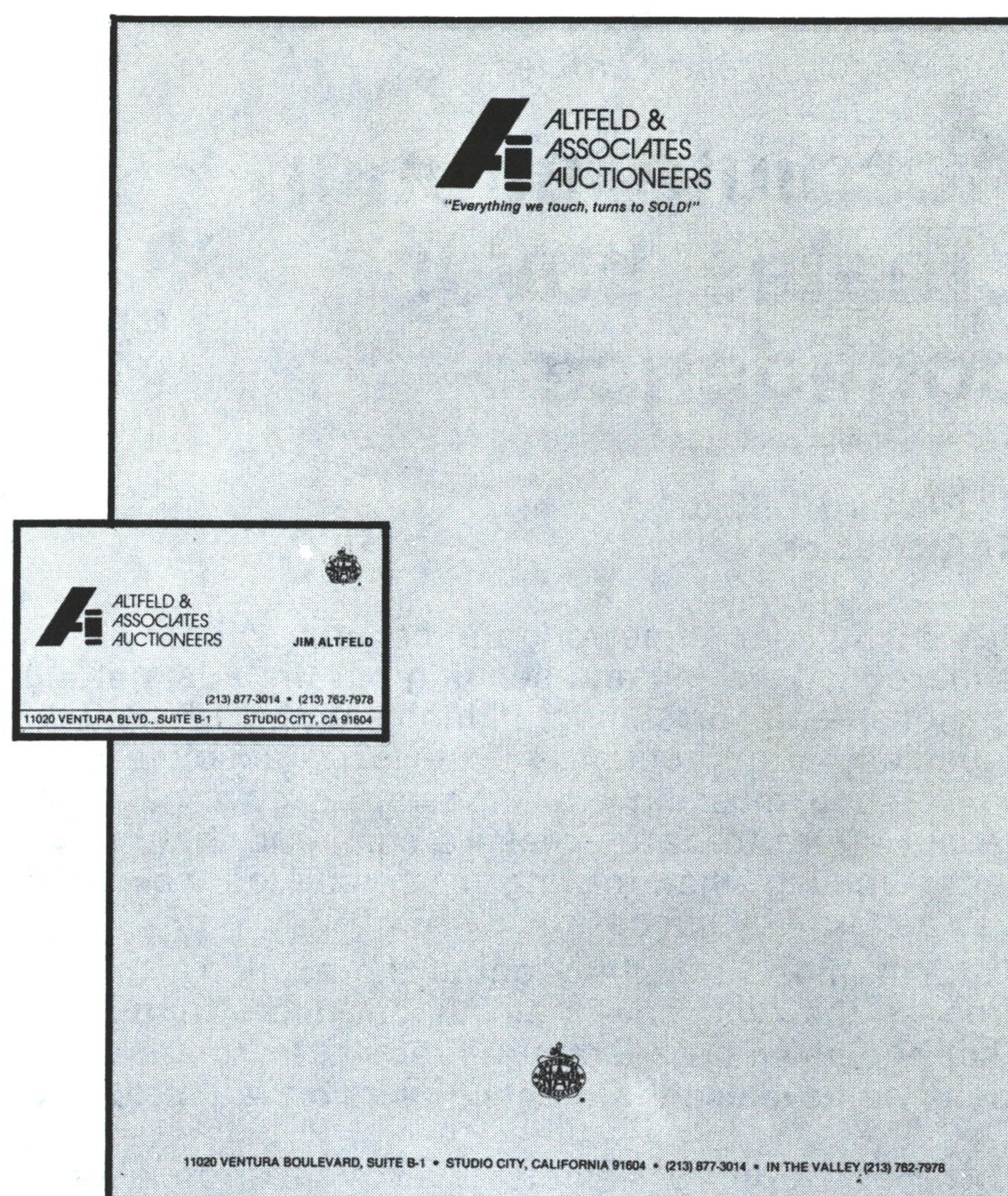
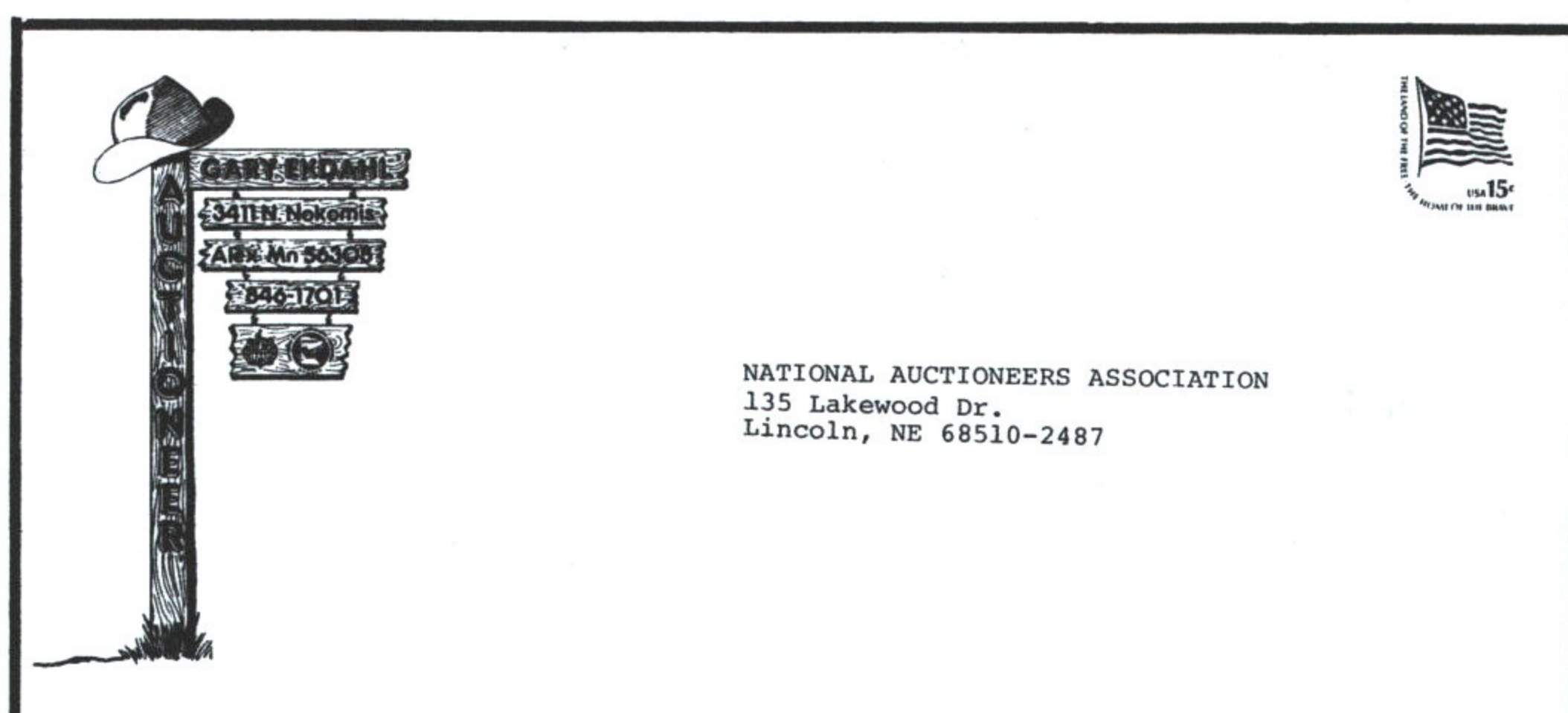
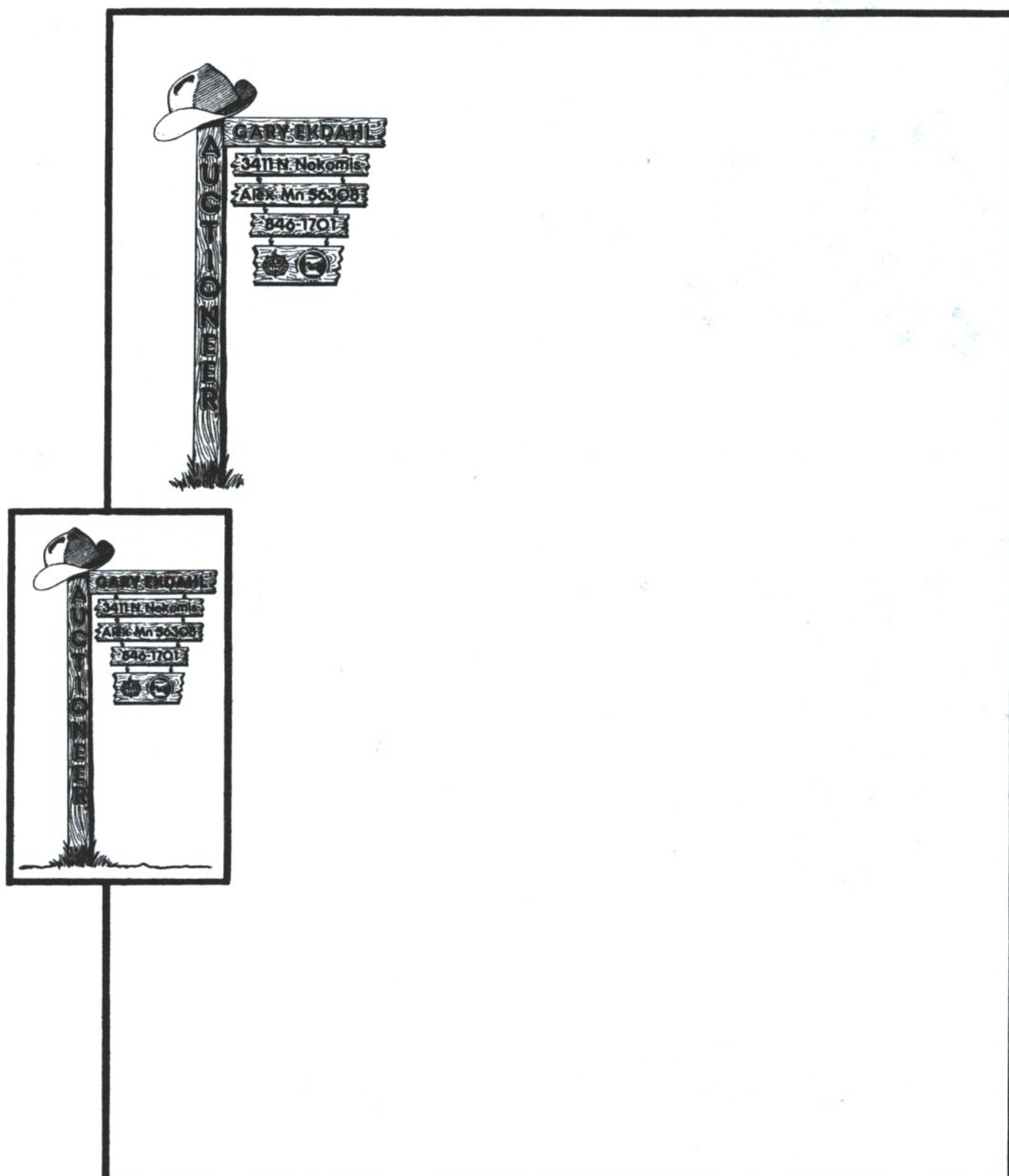
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Single color: Gary Ekdahl Auctioneer, Alexandria, Minnesota. Color is brown on ivory textured stock. (Below)



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Most 1982 farm machinery sales will be replacements, says the USDA's Economic Research Service. Replacements rather than expansion will account for most farm machinery sales this year.

HIGH PLAINS JOURNAL

Take a chance! All life is chance. The man who goes furthest is generally the one who is willing to do and dare. The "sure thing" boat never gets far from shore.

DALE CARNEGIE

Absolute auction creates buyer confidence

By Richard T. Kiko
NAA director

Doing your homework and covering all the bases is more than writing and sending out the ads, putting up signs, tents, arranging a lunch stand, parking, etc. Especially at an auction — that is, an absolute auction — you must have all the bases covered. You cannot afford to have a misfire sale, and there is no better feeling than having a completed sale that was a bona fide success.

You must know throughout the auction planning process that you have not left one stone unturned. That begins with generating interest. **Here are some ideas we have used to create buyers on real property.**

1. Help form real estate investment groups or clubs. Often times there are properties that would qualify, but people cannot always attend. You can have the property reviewed ahead of time and at least have a wholesale bid in your pocket.
2. Some auctions are division of interest sales — such as divorce, closing out partnerships or corporations, estates, heirs, or companies — which means there is more than one party owning the same real estate or chattels. If the auction price is too reasonable, one partner can buy out the other, or part of the group, which would rather have property than money, can buy out the other members of the group, as long as it is bona fide. If the property goes well, then divide the money.
3. Sometimes you can, in a very limited way, be a partner at helping a purchaser. You can offer a short term loan, maybe until you liquidate the property for the owner — then get your bridge money back, plus create another sale.
4. Work out delayed closings, owner finance, etc. Sometimes this step can only happen sale day, when the seller is under a little more pressure.

These are some of the tools of the trade you should keep sharp, just in case you need them. **Retail buyers are available about 75% of the time, but you must be prepared 100% of the time.** Some of the above ideas may help you with the other 25%. Most sellers who really want to sell will be well satisfied.

Especially in slow times, we feel "absolute auction is the only way". Just two evenings ago, one of our people had a real estate auction scheduled and upon arriving on the scene, I was informed that this



NAA director Dick Kiko was elected to the Board of Directors in 1980. He is the president of Richard T. Kiko Agency, Inc., Canton, Ohio, and is active in the Ohio Auctioneers Association. An auctioneer for over 23 years, Mr. Kiko and his firm conduct real estate, antiques, farm, and equipment auctions. He is also a private pilot and farmer.

particular property had been up for auction before, within the past year, with a reserve. They did not get one bid; in fact, no one even showed up. But at absolute auction, we sold the property for \$34,000, with five different bidders participating. This proves that the purchasers are sometimes smarter than us, the auctioneers.

Creating buyer confidence throughout the years has made sales like this one a reality.

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Vic Mattucci-Auctioneer

Manage time, get more done

By Hugh B. Miller, CAI
NAA director

In this "new economy" we are experiencing, some auctioneers are incumbered with an unprecedented work load. How can we find the time to get everything accomplished in a professional manner?

It is in times like these that we all must be careful not to accept more business than we can properly handle. Don't be afraid to turn down an auction if you and your staff cannot fit it into your schedule. We have all seen people we highly suspect who have devised a way to get a couple extra hours out of every day. Of course, they really haven't, but they know the secret of time management. I am certainly not an expert on time management, but I have definitely suffered from not having enough time to go around.

I would like to share some time management ideas I have acquired through the years. Also, I would like to ask that each of you share your ideas with other NAA members by jotting down the business habits that have helped you manage your time more efficiently. Send your ideas to THE AUCTIONEER magazine.

I think the most important thing is to "plan your work and work your plan". We have all heard that familiar saying, but do we always follow the good advice? I have found that if I jot down my next day's appointments and telephone calls the evening before, my day just simply goes more smoothly, and I accomplish more. It is also a good idea to number the things to get done in order of importance. In addition, if there is a particular task that you are dreading to do, tackle it in the morning, first while fresh.

These strategies require some self-discipline and practice; however, they will certainly create a better organized day.

When you arrange your work, you need an orderly planning system. I personally use a yearly diary to keep track of my long term appointments and auction dates. I also carry a monthly planner, with room for outlining a daily schedule. The name of the monthly planner I use is the "Pocket Day Timer, Senior Size". This book fits nicely into your shirt or coat pocket and has two pages for each day. The Day Timer Products are available from Day-Timer, Allentown, Pennsylvania 18001.

Recently, our minister referred to the fact that "mankind was created to work and that mankind is charged to be skillfull at that work". Let us not forget to allow time for professional education in your busy schedule. Probably the most important goal in your time management plan is to devote quality time to your family. Service to your church or synagogue and community is also very worthwhile.

In summary, plan how you will spend those valuable business minutes. "Taking" some time to manage your schedule will help you be as productive and skillful as possible during your working hours.

NAA director Hugh Miller was elected to the NAA Board in 1980. He is an auctioneer, Realtor®, and appraiser for the firm of Curran Miller Auction & Realty, Inc., Evansville, Indiana. Mr. Miller is a past president of the Indiana Auctioneers Association, and a member of the Charter Class of CAI in 1978.



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BY RUSSELL KRUSE

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Use trends in today's livestock marketing

By Dean H. Parker
NAA director

We are living in a time when new innovations, new ideas, accelerated livestock marketing principles, and economy in marketing are becoming very prevalent, and, in most cases, very necessary.

Any of us who in the past couple of years has had to do any livestock marketing have found that the cost of marketing livestock nowadays is extremely high. Not that the commission is any higher than it has ever been, but just the cost of going up and down the road, telephone calls, motels and meals, and transportation costs are so much higher than they used to be. If any auctioneer is going to make any money at all in the livestock industry (that means cattle and horses, as well as hogs and sheep), you have got to look at every angle you possibly can, to keep from spending an extra nickel.

Along with that, we have got to be ready in the auction profession to make our industry the most progressive and profitable that it has ever been.

Fortunately in the livestock industry, our competition is not each other, and I mean that very seri-

NAA director Dean Parker was elected to the NAA Board at the Nashville Convention in 1980. His auction firm, Dean H. Parker & Associates, Logan, Utah, is one of the largest Quarter Horse auction sales management companies in the world. Mr. Parker conducts over 200 sales a year, piloting his own twin-engine Cessna 310 to a yearly average of 43 states, and Canada.



ously. Sure, it is true that down the road a few miles there is another livestock market, or there is another auctioneer who is in the business the same as we are. But while we are competitive with each other, the fact that we are is actually helping us. Auctioneers down the road are out drumming up business, but they aren't going to get all of the business. Some of it is going to come back to you. Likewise, some of the business that you uncover is going to go to some-

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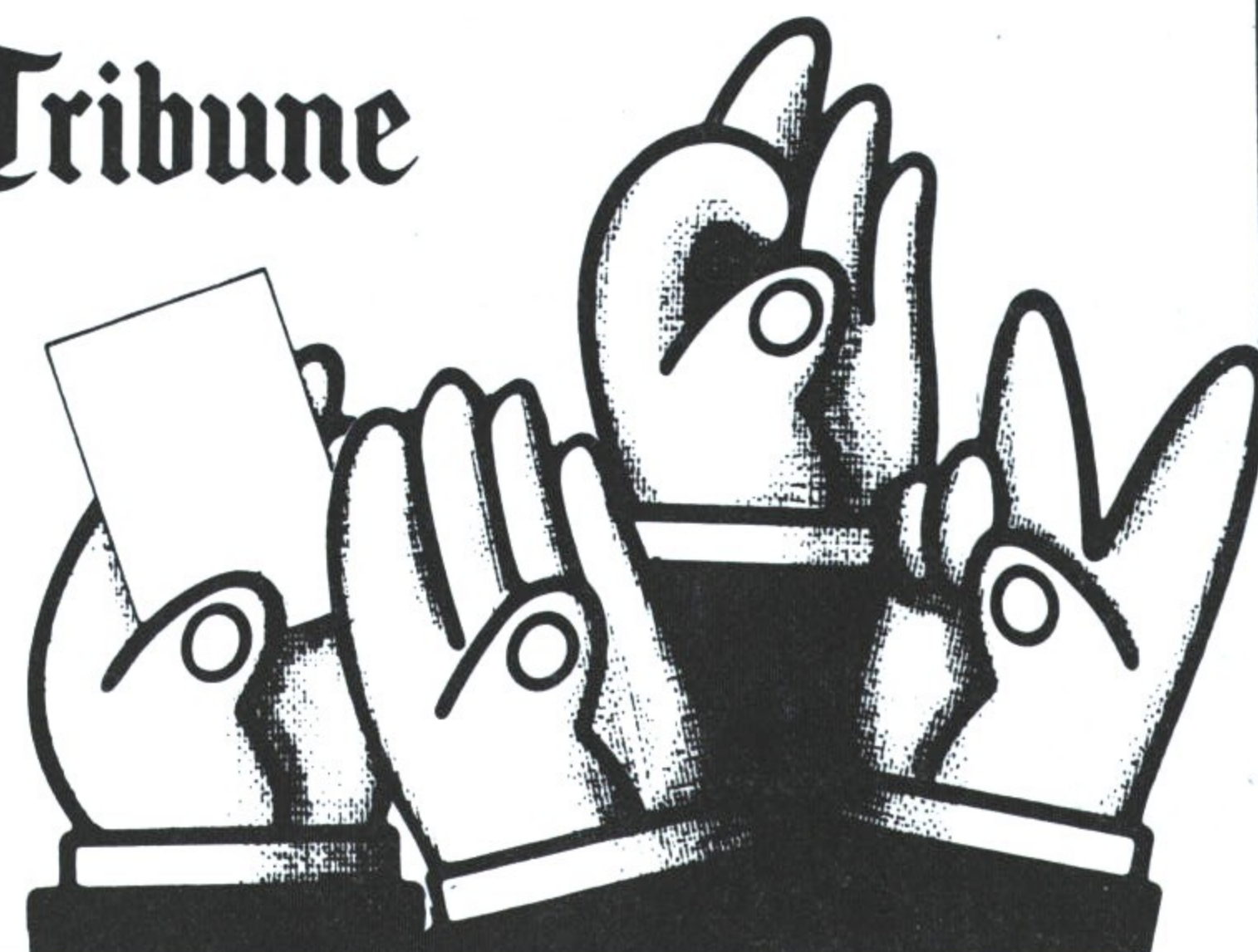
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Chicago Tribune



one else. The very fact that you and I and many, many others are out drumming up business simply means there is going to be lots of auction business. We are all trying to accomplish the same thing through the same means, and that is sell livestock through the auction method. Everytime one of us comes up with a better idea, it helps all of us.

Again, our real competition is not each other. It is the seller out there trying to market livestock through private treaty. That is our competition. If we could once and for all convince all livestock producers that the only way to market their livestock is through the auction method, we would all be sharing in much greater volumes, and consequently, much greater income.

I do think, however, that it is a necessary ingredient in our business to eliminate the idea that the other auctioneer, or the other livestock market is our competitor. **What we need to do is figure out more effective ways of meeting the competition of private treaty sales.**

Auction markets the last few years have certainly taken a big portion of the livestock marketed annually, but there is still a great number of livestock marketed through private treaty. The country buyer, the commission merchant, the order buyer, they are all out there trying to keep these cattle from coming to the livestock market. As long as they can do so, their profits are going to be higher.

There are several new methods being experimented with, many of them very successfully. One that we have all heard quite a bit about lately is video marketing — the use of television cameras to videotape the cattle, then sell them via the tape's playback rather than actually being out in the auction market.

Another method that looks like it might have a very good possibility (I have seen it tried several times lately very successfully) is going right to the ranch and having an auction sale right there on site. It really doesn't take very many cattle to make a sale, especially if they are all one class of livestock, or not more than two or three classes. It is not a real big job to set up an auction and sell livestock right there on the ranch. It just takes a good bit of advertising, very effective merchandising, some good auctioneering ability, and you can have a very successful sale.

The purebred livestock industry has been auctioning this way for many years, and one of the great advantages of marketing purebred livestock is the private production sale right at home on the ranch. Why not try this with commercial cattle? Well, some auctioneers are trying it, and it is working well. I have a couple of these kinds of commercial auctions myself this fall.

Another method that I think is going to become very popular is the use of videotapes to sell purebred livestock. I am thinking primarily along my personal emphasis of horses. I can't think of a much better way to market a horse than to have a videotape of that horse's performance. Allow the auction crowd to view while the horse is being sold. So far, we have used this only in selling performance horses, but I think that it could well be done in viewing race horse prospects, broodmares, etc.

I believe that one thing we all need to learn is that when one of our "cooperators" (used in deference to "competitor") comes up with a new idea that works, let's get on the bandwagon and use it. None of us has any patents on good ideas. They are great new strategies and give great assistance to effective marketing. Auctioneers are in the most effective marketing business in the world, and there are many things at our disposal that we are not using.

Let's quit wasting time worrying about competitors, and spend more time worrying about better means of marketing, more effective auction sales, and then we will have plenty of business. Right now, there is no shortage of business. There is just a shortage of effective ways of servicing the business.

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Auxiliary to the National Auctioneers Association

Dear Auxiliary members,

When circumstances are good, we wish for time to stand still. When circumstances are not so good, we are happy that time does not stand still. So goes life. As I enter my last year as a director of the Auxiliary, I think back over the immediate past years and remember how good life has been to me. The privilege to serve on the Auxiliary Board, and the privilege to have served as the Auxiliary Chairperson for the NAA Convention in Atlanta, these opportunities have allowed new friendships to come into my life, as well as given me the opportunity to be with friends of many years.

Through the years of being a member of the Auxiliary, I have tried to meet members from all areas of our great country. Many times these new found friends have blessed my life more than I could possibly influence their lives. As I come to the end of this service, I strongly encourage individuals with auctioneering affiliations, to become involved (if you are not already involved) in this organization, to support the leadership and the membership. Venture out and make yourselves known. The NAA and its Auxiliary need you.

May I say once again, thank you to the many people who offered their talents and abilities to the many areas of need, in preparing for the Auxiliary's responsibilities at the NAA convention in Atlanta. This, of course, is indicative of auctioneer families.

I wish you all a beautiful autumn season wherever you might be, and may the coming year bring peace and prosperity to us all.

Looking forward to seeing you next year in Houston, Texas, at the NAA annual convention.

**Lila Moody, director
Auxiliary to the NAA
Darlington, South Carolina**

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EDUCATION CHAIRWOMAN, Barbara Suarez was the moderator for the NAA Auxiliary's panel discussion at the Atlanta convention on loss prevention. From left, Richard M. Dixon, Pinkerton's, Michael O. Harrell, Brink's, moderator Suarez, Ronald Mazurek, Rollins Protective Services, and Brian F. Mathews, Reliance Insurance Company.

What is the value of one member?

*Ten involved members standing in line,
One became inactive, then there were nine.
Nine ambitious members offered to work late.
One forgot her promise, then there were eight.
Eight creative members, had ideas good as heaven.
One lost enthusiasm, then there were seven.
Seven loyal members got into a fix.
They quarreled over programs, and there were six.
Six members remained with spirit and drive.
One moved away, then there were five.
Five steadfast members wished there were more.
One became indifferent, then there were four.
Four cheerful members who never disagree —
'til one complained of meetings; then there were three.
Three eager members! What do they do?
One got discouraged, then there were two.
Two lonely members; our rhyme is nearly done.
One joined a bridge club, and then there was one.
One faithful member was feeling rather blue —
met with her neighbor, and then there were two.
Two earnest members each enrolled one more —
doubling their number, and then there were four.
Four determined members just couldn't wait —
'til each won another, and then there were eight!
Eight excited members signed up 16 more. In another
six verses, there'll be a thousand twenty-four!*

(This poem was submitted by Auxiliary director Lila Moody, from the "Footnote" column by Helen Jenkins in the Mississippi Farm Bureau's publication. Adaptation by THE AUCTIONEER appears in italic.)

8.4% of women-owned businesses were corporations which accounted for 46%, or \$19 billion, of all gross annual receipts generated by women-owned businesses.

"Security: Loss Prevention"

A report on the NAA Auxiliary's panel discussion at the Atlanta convention

(Mrs. Suraz has dedicated this article to Ann Williams, 1981-82 Auxiliary president-elect who died June 20, 1982.)

By Barbara Suarez
Atlanta, Georgia

With the advent of more professionalism in the auction industry through NAA sponsored seminars and workshops, it has become necessary for the NAA Auxiliary, to keep pace. Because of the uniqueness of the auction business as "the American way" — with a high percentage of companies still operating as a family business — it should not be surprising that at our conventions, different members of the family attend simultaneous workshops, taping the speakers and later comparing notes.

Keeping this in mind, the Auxiliary has expanded its educational programs. At the 1982 NAA Atlanta Convention, our Auxiliary presented a panel discussion at the Ladies Luncheon, on "Security: Loss Prevention". The four dynamic panelists, representing top U.S. companies in the field of security and loss prevention, were extremely informative, entertaining, but most of all, thought provoking.

Richard M. Dixon, a former counter intelligence officer for 21 years, now retired from the federal government, is presently the Atlanta regional manager for Pinkerton's Inc. Dick was personally responsible for coordinating the security at the Chrysler estate auction conducted by Sotheby's. As many of you already know, this auction grossed in the millions; and until Pinkerton's was brought in, the trustees had hired one off-duty policeman sitting in the kitchen with a shotgun.

Obviously, this was totally inadequate. An excellent security plan was devised to safeguard the multitude of items, for several months during inventory and cataloging, auctioning, overseeing their dispersal to the buyers, while constantly being alert for any problems, including crowd control.

Founded in 1850, Pinkerton's is the oldest private security and investigation firm in the world. To help promote the firm's services, Pinkerton devised the familiar trademark of an open eye, with the slogan "We Never Sleep," from which the term "private eye" originated. The founder, Alan Pinkerton, served as head of the federal intelligence organization (later to be known as the U. S. Secret Service.) Jesse James once threatened to kill Alan Pinkerton. Also, Pinkerton's relentlessly pursued the notorious "Wild Bunch", including Butch Cassidy and the Sundance Kid.

Pinkerton's was responsible for recovering a

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Gainesborough painting stolen from a London art gallery, and established a rogue's gallery of known jewel thieves. They also solved the \$1.5 million robbery of a Northampton, Massachusetts bank, and recovered all the financial assets of the famed Smith College. Winston Churchill personally requested that Pinkerton's assist Scotland Yard to protect King George V during his coronation in 1911.

Since the post-war era, Pinkerton's services to clients have expanded and diversified extensively — especially uniformed guard operations in the industrial, institutional, public events, commercial and

Continued page 61

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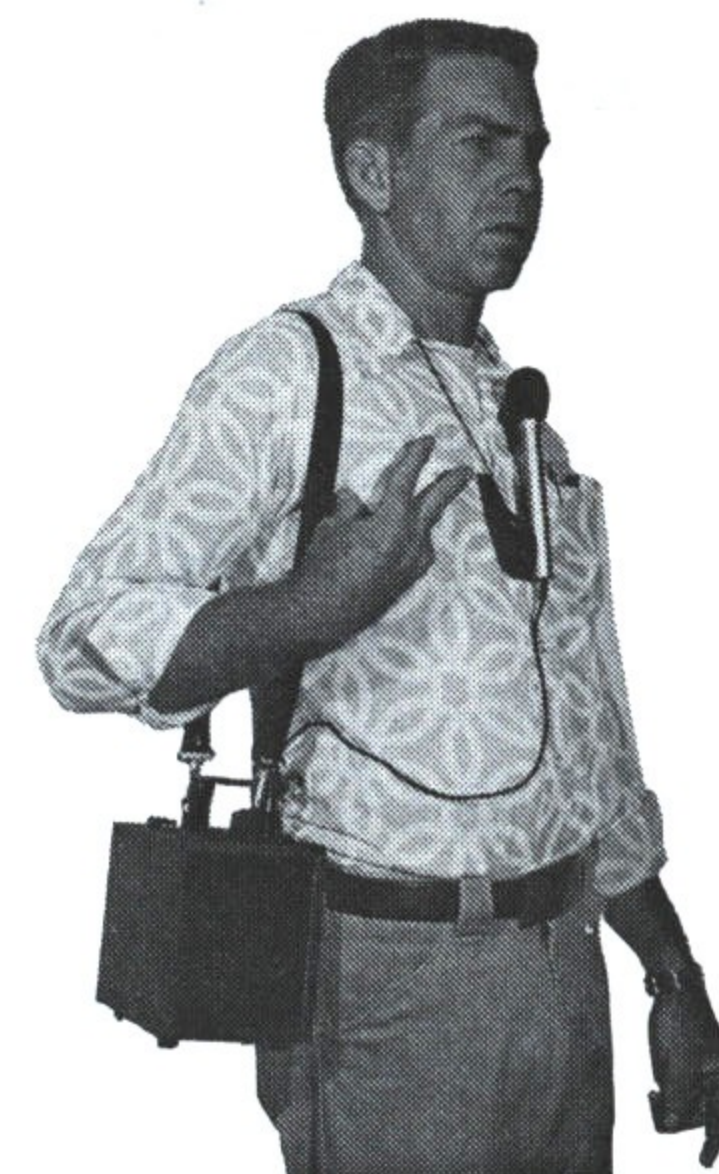
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Michael O. Harrell, a graduate of the University of North Carolina with a degree in criminology, has been in the security industry for the past 13 years. He is currently the Southeast regional sales manager for Brink's. As Mike pointed out, the most publicity that the company receives is when there has been a Brink's armored truck robbery. But he told the audience something of importance that many are not aware of — since 1859, no one has ever lost a penny entrusting their valuables to Brink's.

Brink's is one of the oldest and largest money transporters in the world. Perry Brink started his business with nothing more than a \$200 horse and wagon — and a determination to succeed. As times changed, Brink's changed. Today, the company has grown into an international security transportation giant, with 160 branches in the U.S. and Canada, plus over 100 locations in 20 countries.

Over the years, Brink's has transported more than money. If it's valuable it probably has been transported by Brink's, including Lincoln's Gettysburg Address, the Magna Carta (both times it visited the U.S.), and the first television set ever built. They even transported the original moon rock to the Museum of Fine Arts in Houston. This 120 year old company provides service, security and insurance with no exclusions. Their customers feel comfortable knowing that any item entrusted to them is protected not only by Brink's, but also several insurance companies including Lloyd's of London.

Brink's representative Harrell said that he is constantly amazed at how many businesses pay to have their garbage removed, yet risk losing their cash sales receipts — and possibly their lives — by making their own bank deposits. With so many Brink's branches available, it isn't necessary to take that chance.

Ronald Mazurek, director of sales and marketing for Rollins Protective Services, with 12 years experience in the electronic security industry, pointed out that while the entire family is out attending to business, who or what is protecting the home?

The following are quotes from Ron's presentation.

"Burglary is Big Business. Nearly 3 million home burglaries take place each year according to a National Crime Survey sponsored by the U.S. Justice Department.

"Burglars attack unprotected homes five to six times more than electronically secured homes. It is a mistake to assume that most burglaries are committed by professionals belonging to an organized ring.

"On the contrary, the majority of residential burglaries — about 85% — are carried out by youthful amateurs, mostly white males under 25 years of age and of normal intelligence.

"Victims suffered losses estimated at 3.3 billion."

To locate a reputable alarm company, contact your local police department, the Better Business

Bureau, and most importantly, your insurance agent. The insurance agent has a stake in recommending the best alarm company. If the company does not do its utmost to reduce payouts due to burglary, then your premium costs will continue to increase. The most reputable companies should use equipment approved by the Underwriters' Laboratory and provide twenty-four hour service following the installation. U.L. approval means that the products are safe from causing false alarms — or even worse — fires.

The servicing availability on a twenty-four hour basis is of utmost importance because many law enforcement agencies are assessing fines for false alarms. After selecting the alarm company, set an appointment and discuss a system that meets your needs.

The "best" system is one that will protect the entire perimeter of your home, informing you that someone is attempting to enter. A particularly sensitive room, one with a safe or coin collection, could be protected with special space or motion detectors. But protect the perimeter first. Special space or motion detectors are designed to provide the highest level of protection for high risk areas. Pressure mats, photoelectronic beams, ultrasonic detection and passive infrared systems are examples of high risk area protection.

With alarm systems, as any other purchases, you generally get what you pay for. Remember that your property and your personal safety are at stake. Therefore, contract with companies that are national in scope and using Underwriters Laboratory approved equipment.

In summary, investigate the benefits of home and family protection. The insurance industry recognizes the benefit by offering premium reductions. Even the Internal Revenue Service recently announced allowable deductions for systems installed in the home, protecting items that are stored for later resale. Check with your accountant and insurance agent for these benefits, explains Rollins Protective Services, a pioneer with 12 years of specialization in the home protection market, considered an innovative leader in the protection industry.

Brian F. Mathews, manager, Atlanta Loss Control Services for Reliance Insurance Co. is a graduate of Temple University. Although he was a research chemist for nine years, Brian moved into the insurance field over ten years ago and has been in charge of all loss prevention programs for Alabama, Georgia, Mississippi, and South Carolina. Reliance Insurance Co. is the largest, privately held insurance company which has a team of professional loss control consultants, providing timely assistance to help solve specific problems in controlling losses before they happen. They serve you directly through your local independent agent.

To reduce your losses, Reliance recommends a four step plan of action.

1.) First identify all potential areas where you are subject to loss, such as crowded conditions, counterfeit funds, fire hazards, burglaries or robberies, liability, goods under consignment.

2.) The best possible solution may include no smoking in your auction house, hiring guards for

Continued page 62

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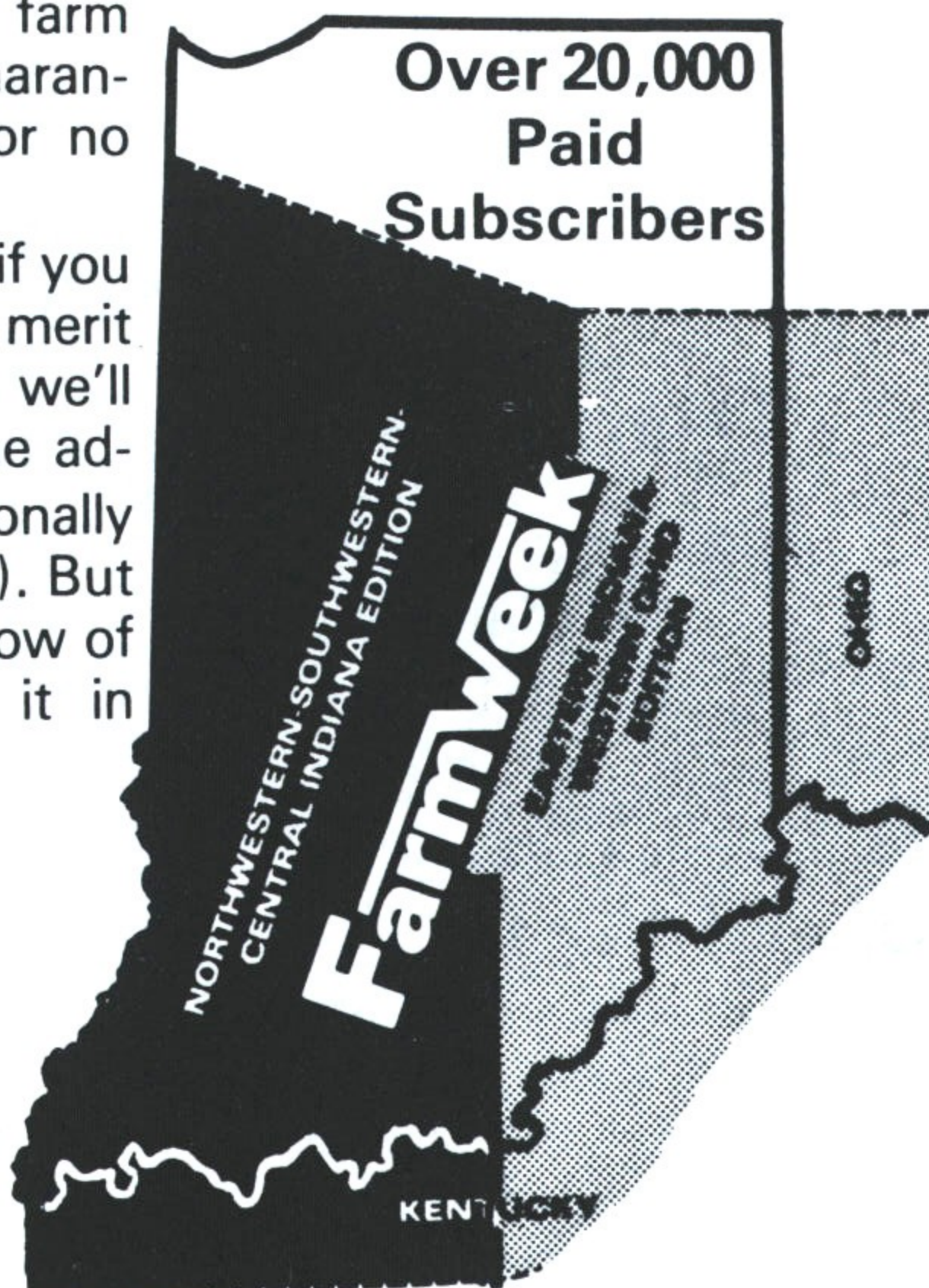
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crowd control, identifying all equipment in two locations (one obvious and one hidden), proper illumination in perimeter areas, security of these same areas by using electronic devices.

3.) Implement these programs.

4.) Monitor the effects.

Brian Mathews went on to say, "any recommendations for correction of observed deficiencies must be reasonable in cost. Each recommendation must be carefully weighed to insure that the additional security obtained is worth the expense involved.

"In laying out long-range security programs involving extensive construction, hiring of additional guards, installation of illumination and other protective devices, as well as specifying immediate remedial actions, primary consideration must be given to dollar value received versus dollar value spent.

"Whenever possible, maximum use should be made of existing facilities, supplies and equipment by renovation in order to reduce expenditures. It is also possible to improve security by improving discipline in administrative procedures. This step is probably quickest to produce results, and the most cost effective."

Several, pertinent questions were asked of the four panelists by people attending the Ladies Luncheon. As time was running short, it was suggested by the panel moderator that the four companies be contacted directly to answer specific needs, or to receive a general information kit for future reference. **NAA and Auxiliary members are invited to contact the nearest branch offices of the participating security firms.**

Richard M. Dixon
Atlanta Regional
Manager
Pinkerton's Inc.
3355 Lenox Road
Atlanta, GA 30326

Michael O. Harrell
Regional Sales Manager
Brink's Inc.
1093 Hemphill Ave.
Atlanta, GA 30318

Ron Mazurek
Director Sales &
Marketing
Rollins Protective
Services Company
P.O. Box 2862
Atlanta, GA 30371-3001

Brian Mathews
Manager of Loss Control
Reliance Insurance
Companies
P.O. Box 105070
Atlanta, GA 30348

The general consensus of the Auxiliary's "Security: Loss Prevention" panel was clear. In essence, it doesn't cost anything to look into various security and protective measures; and after weighing all the facts, choosing the best loss prevention plan for you.

They are already down on the farm — computerized feeding systems. Each cow is equipped with an ID tag that emits a radio signal. When the cow approaches the feeder, the signal is read by the computer and the cow is given its allotment of feed. The system also keeps track of daily and monthly feed consumption for each animal.

HIGH PLAINS JOURNAL

THE AUCTIONEER

Real Estate at Auction

Properties auctioned “back then”

NAA member **J. C. “Jake” Horney, Jr.**, Wytheville, Virginia, provided *THE AUCTIONEER* with these pictures of real estate auctions from a bygone era. The auctioneers were J. T. and J. C. Horney, Sr., Virginia brothers renowned for their ability to cry the same bid at the same time, in exactly the same chant.

The two brothers founded their auction company in 1917, with the business slogan “Wytheville our home — the world our territory”. That tradition is continued by Jake Horney, Jr., still advertising in the same local newspapers as his father and uncle, but also using television, radio, and outdoor advertising.



LAKELAND, FLORIDA — The Horney Brothers Land Auction Company, Inc. was selling in 12 states when this photo was taken, and was considered to be the “largest auction organization on a full time salary in the United States”. During the “Florida Boom Days”, the auctioneer brothers worked out of Asheville, North Carolina, transporting thousands of people by bus, hoping to strike it rich in Florida land deals. Free dinners were also part of the trip.

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COMPLETE AUCTION TEAM which traveled with J. C. and J. T. Horney included “their own contract men, advertising men, engineers, ground workers . . . a bookkeeper and a full office force, all on a full time salary”. The location of the above photograph is not known.

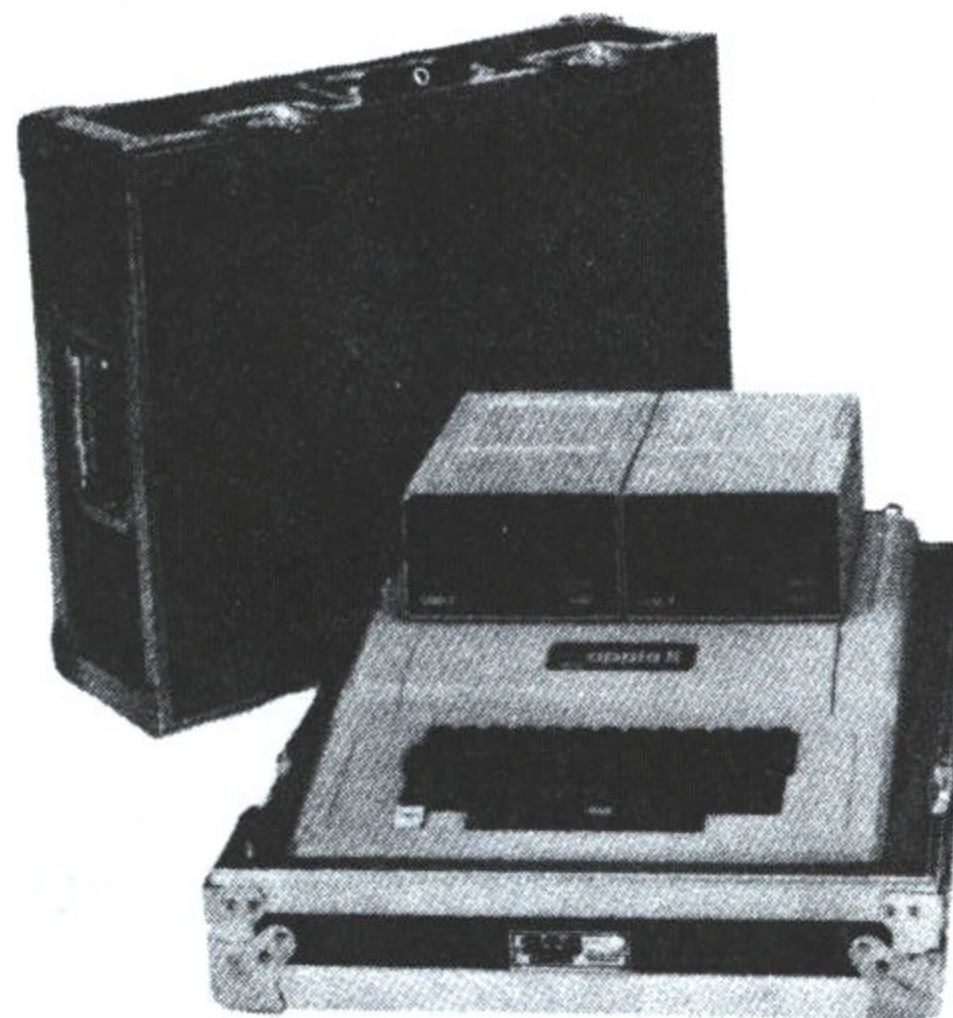
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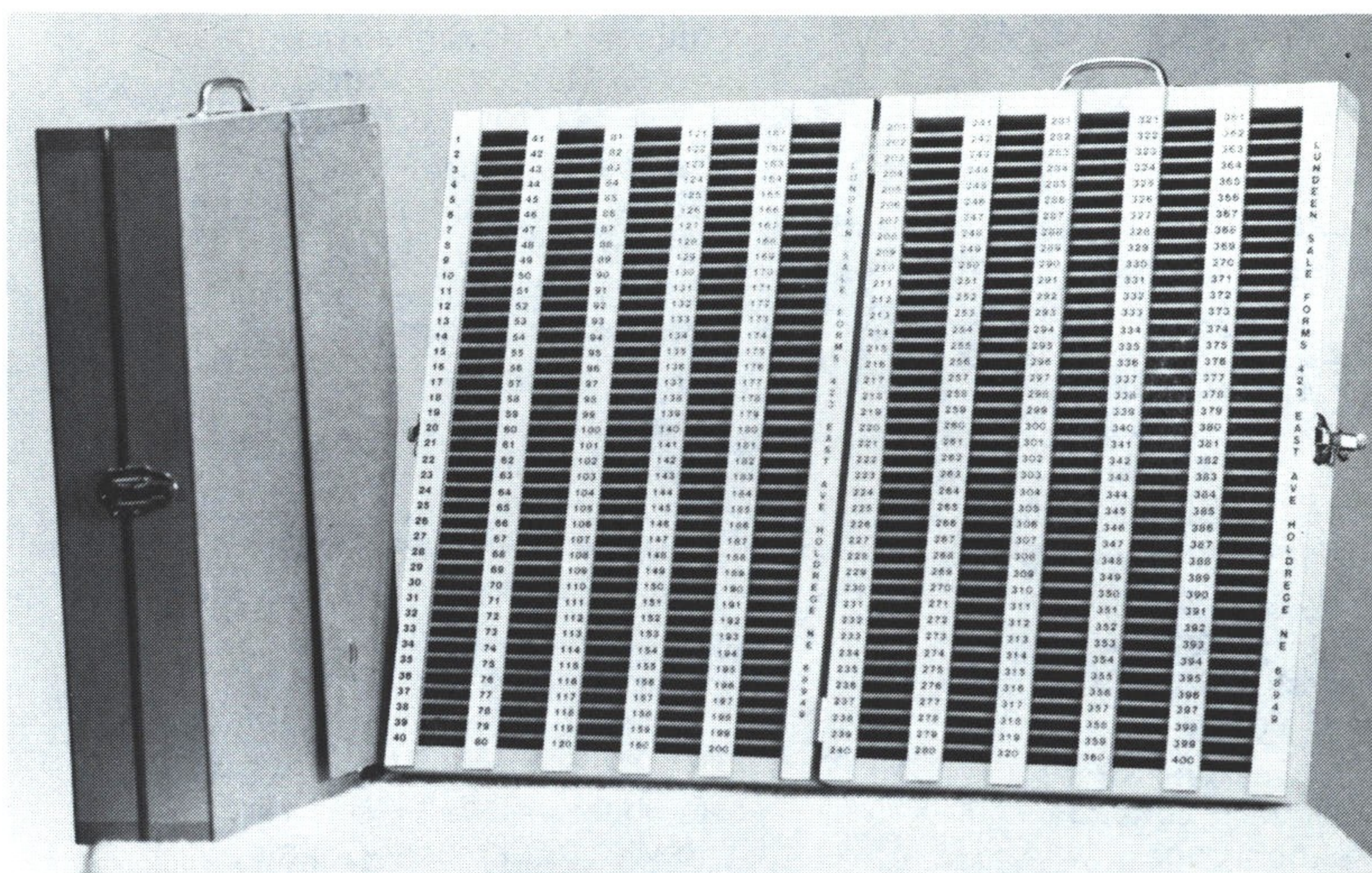
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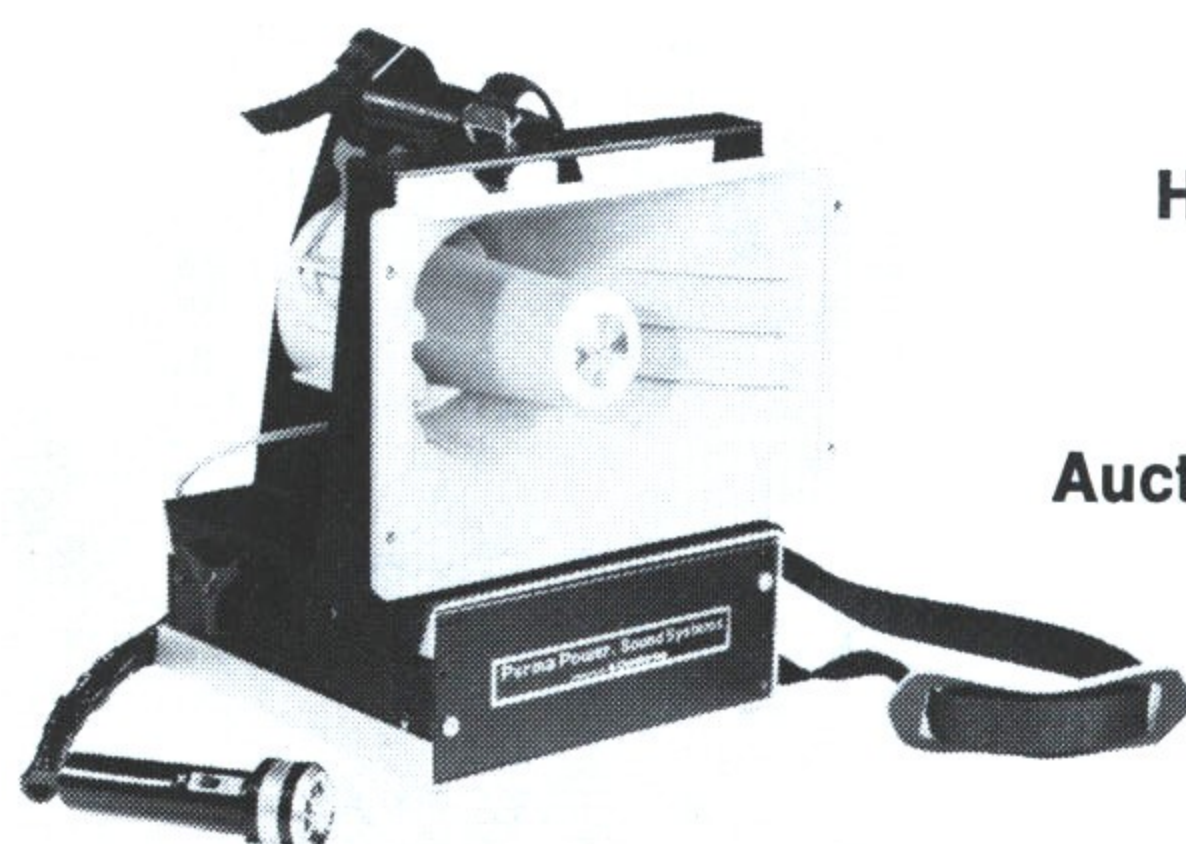
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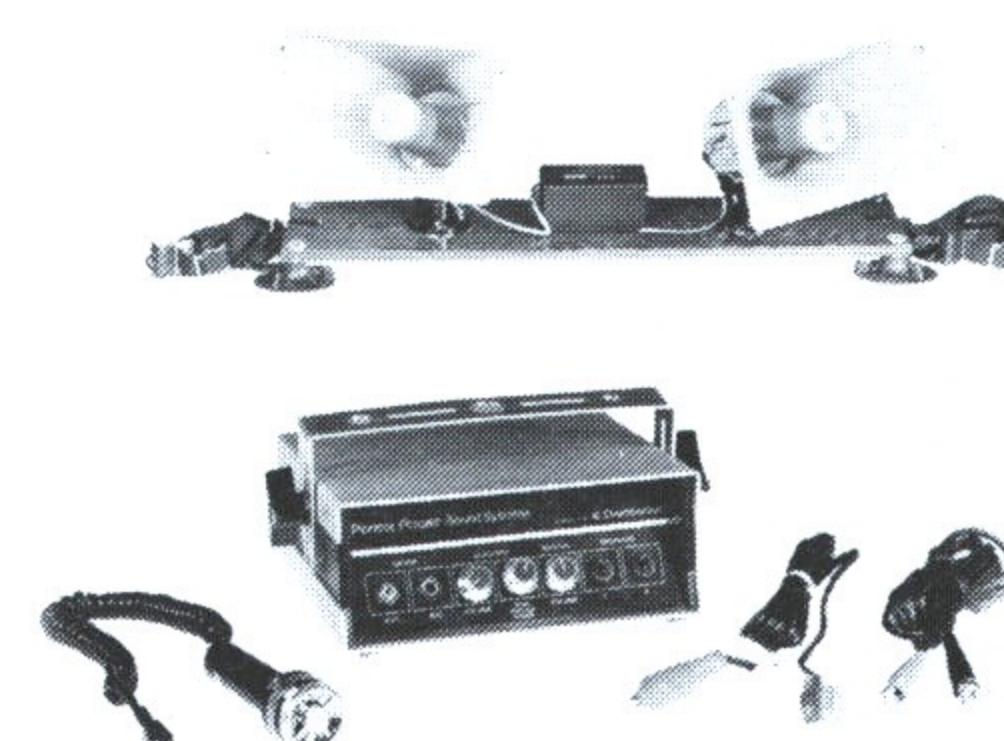
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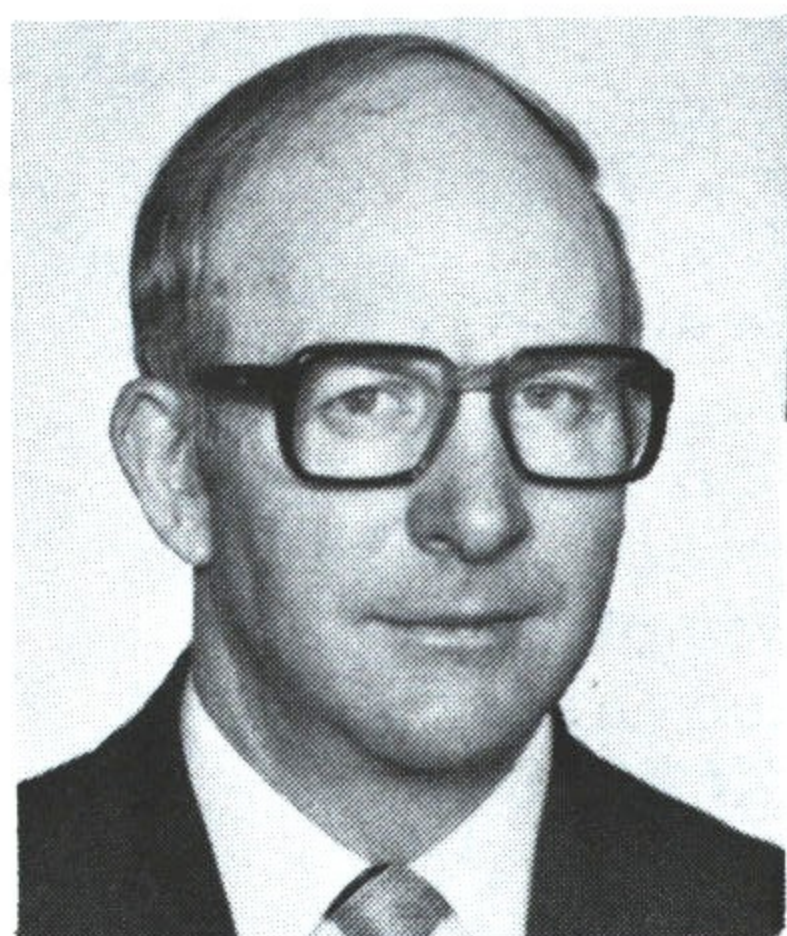
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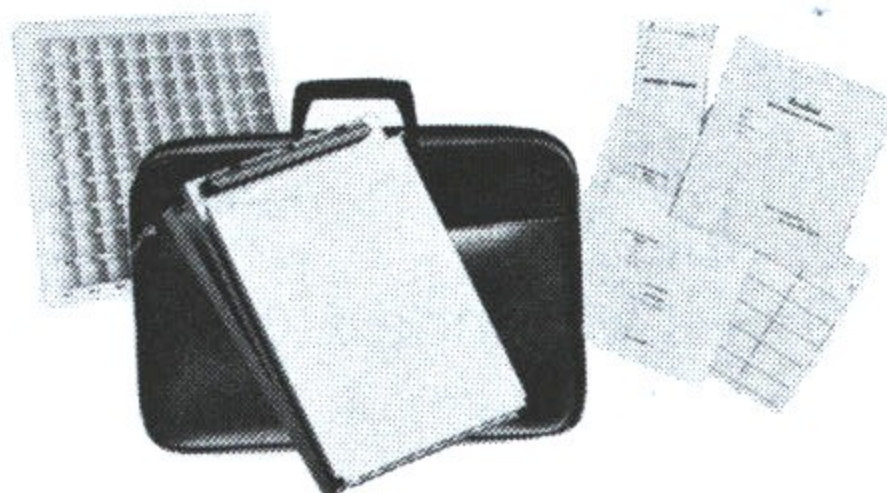
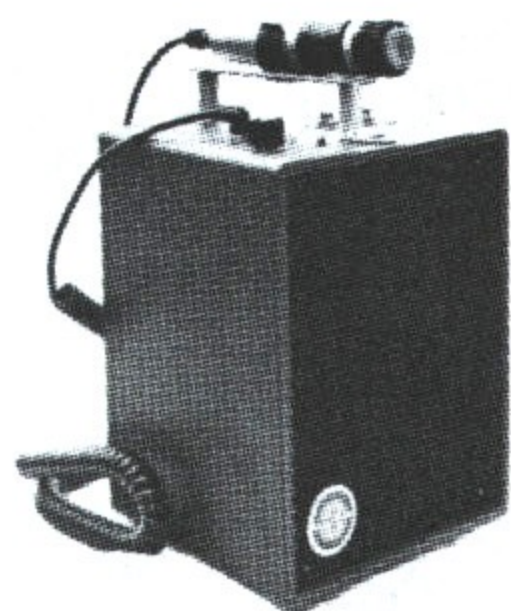
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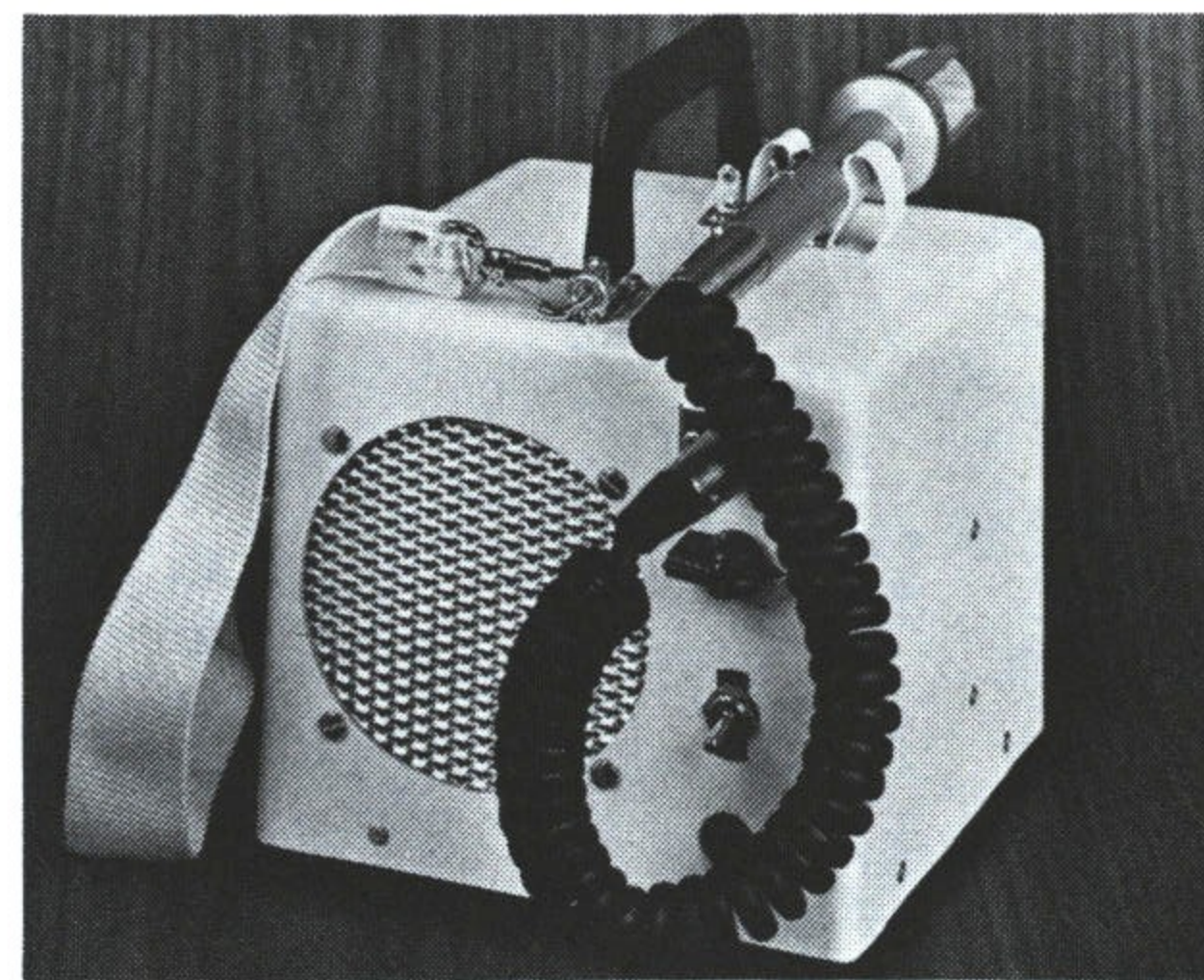
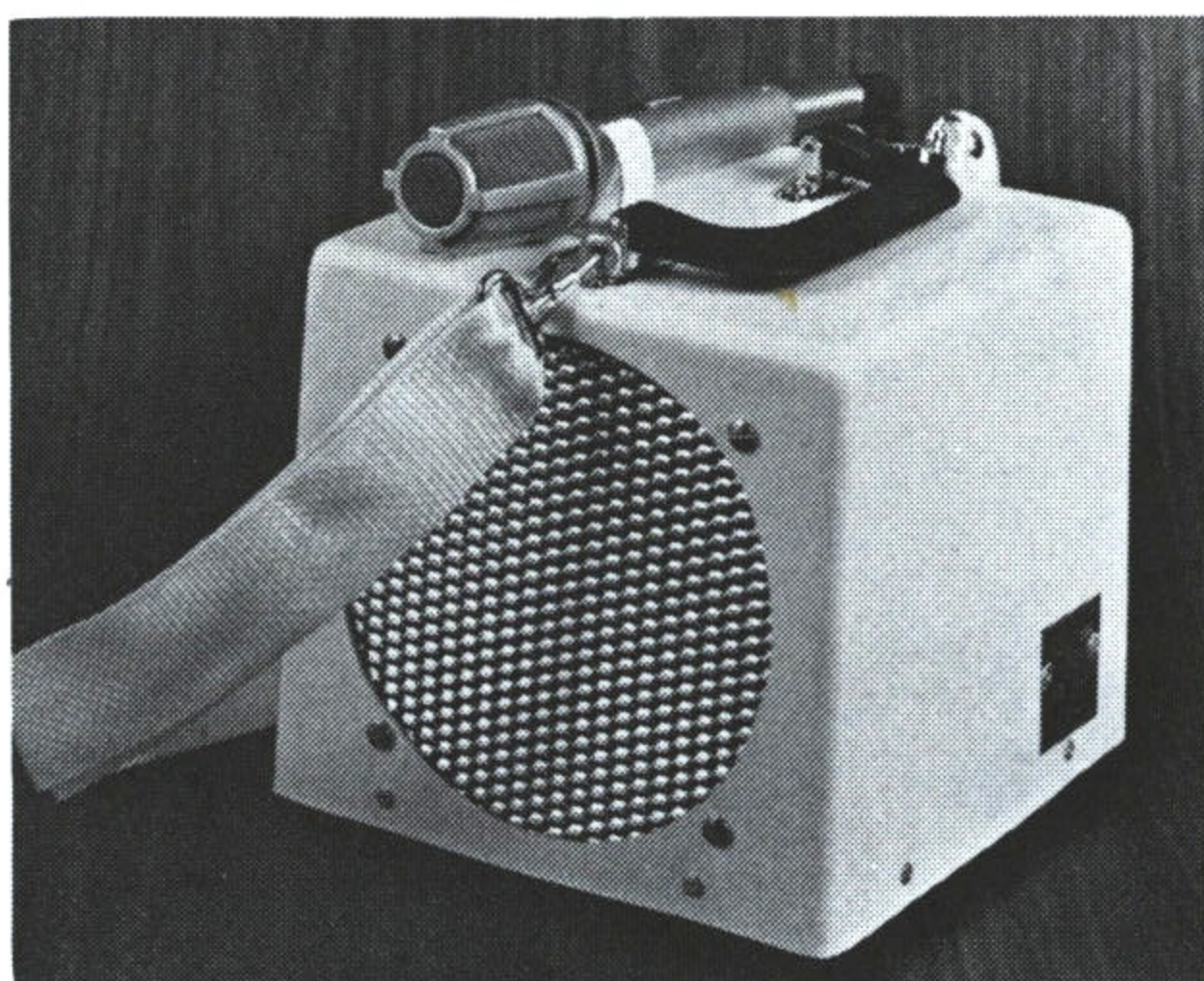
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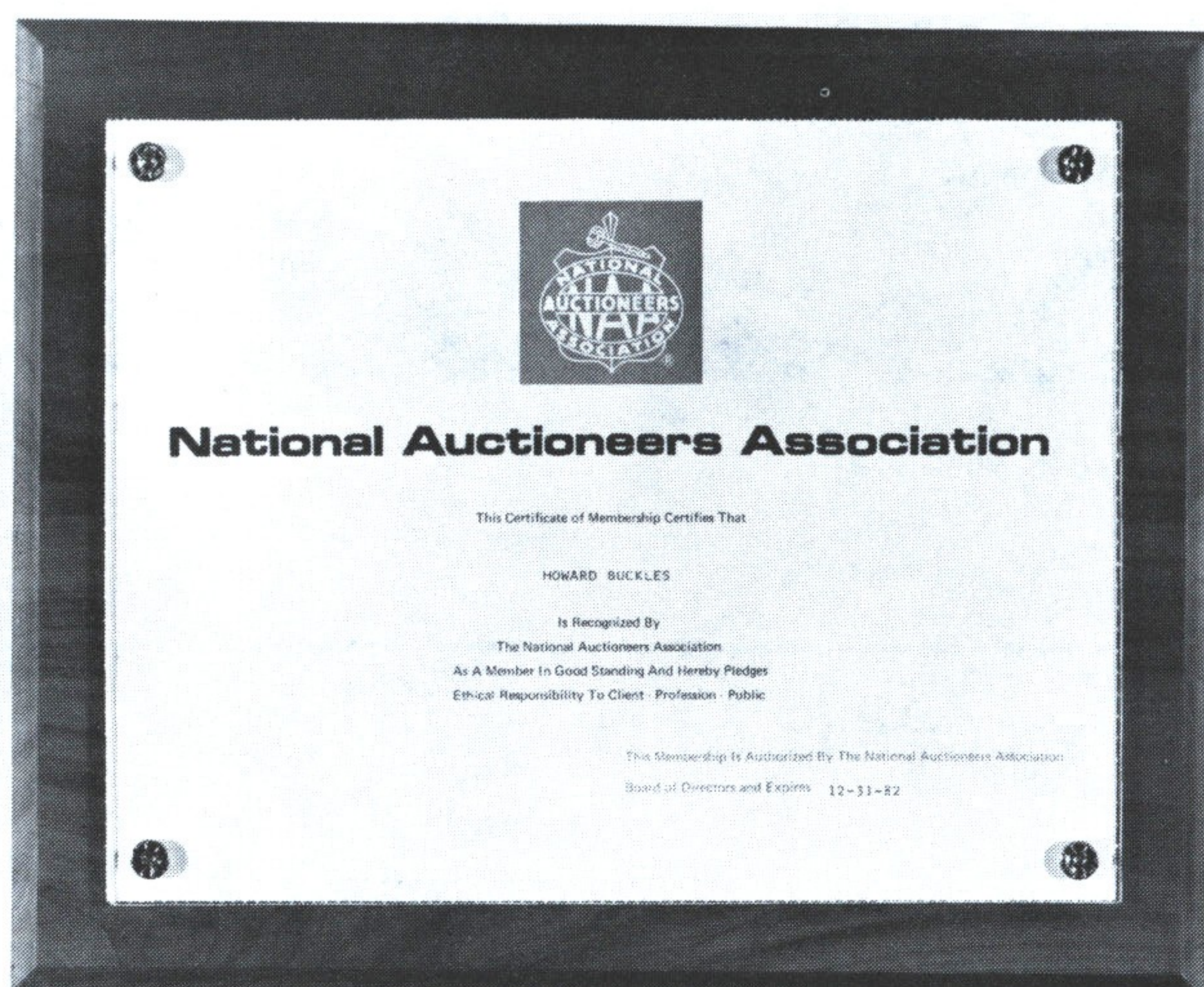
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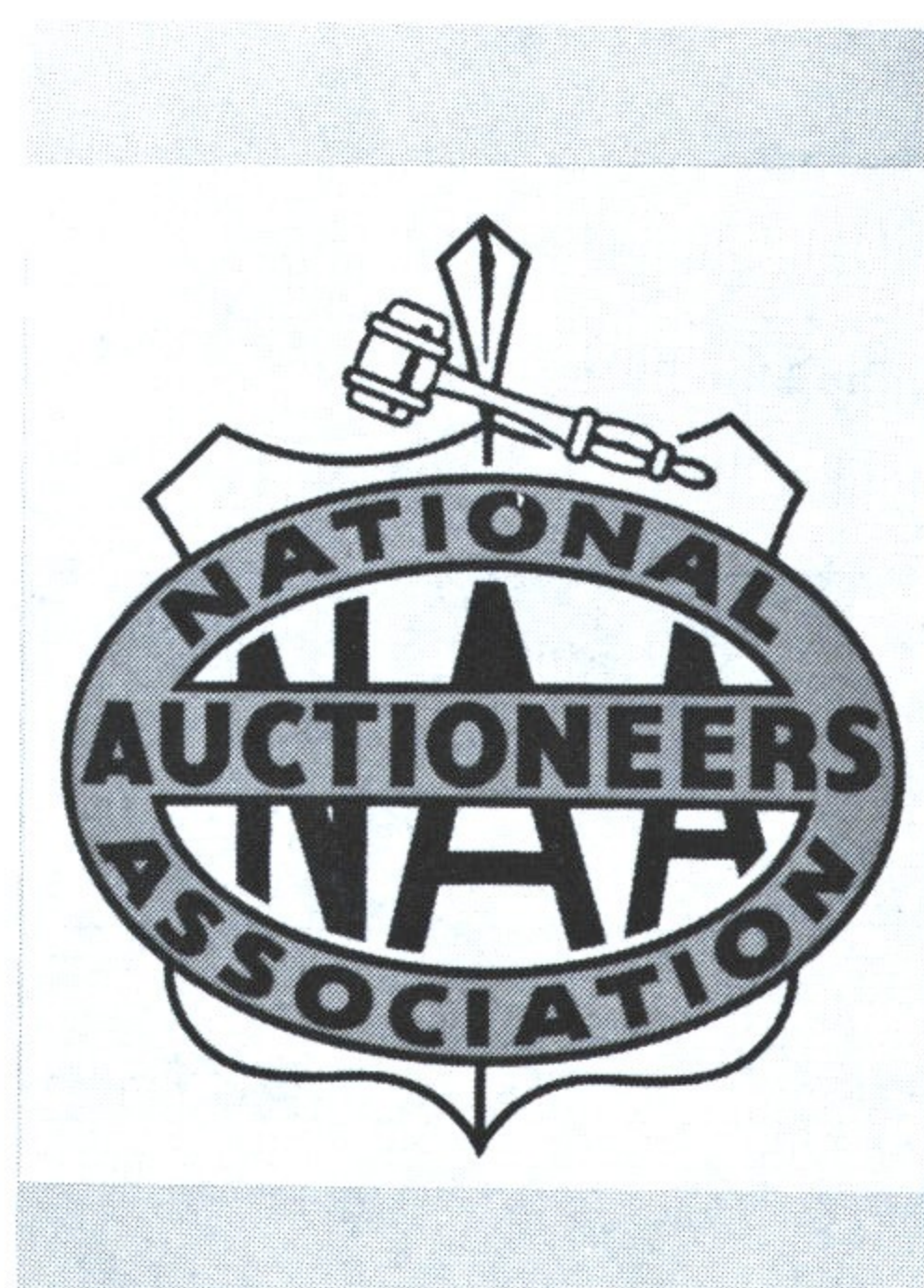
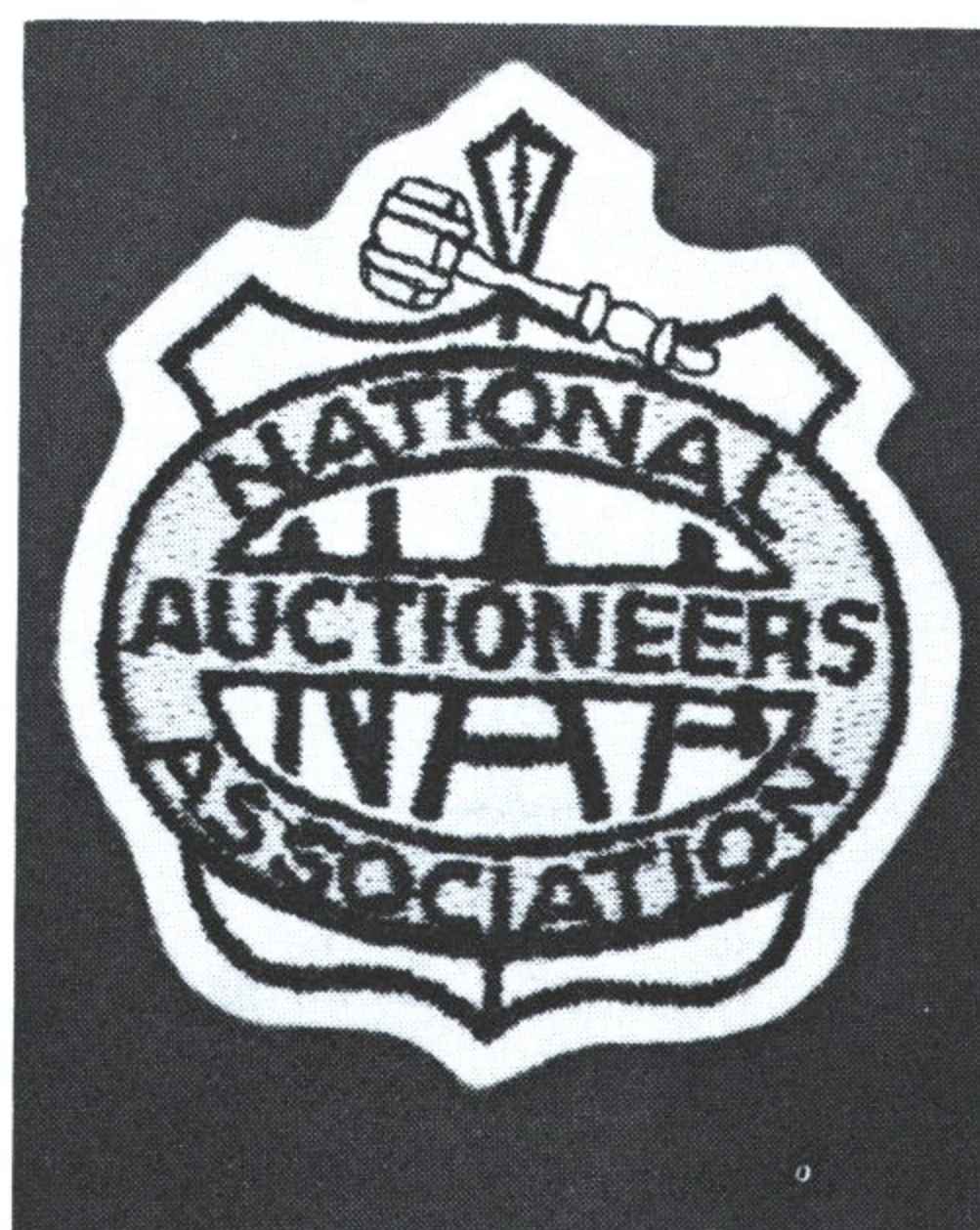
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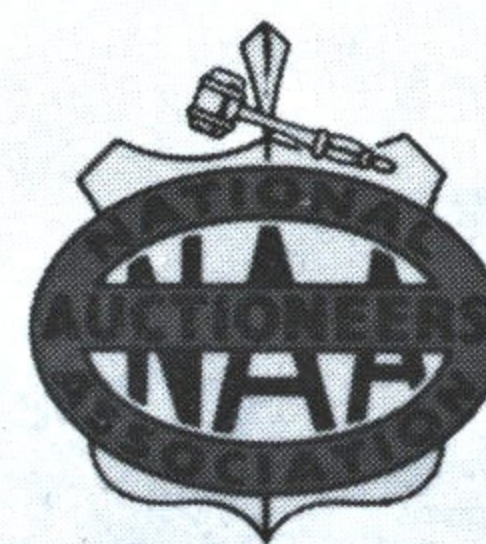
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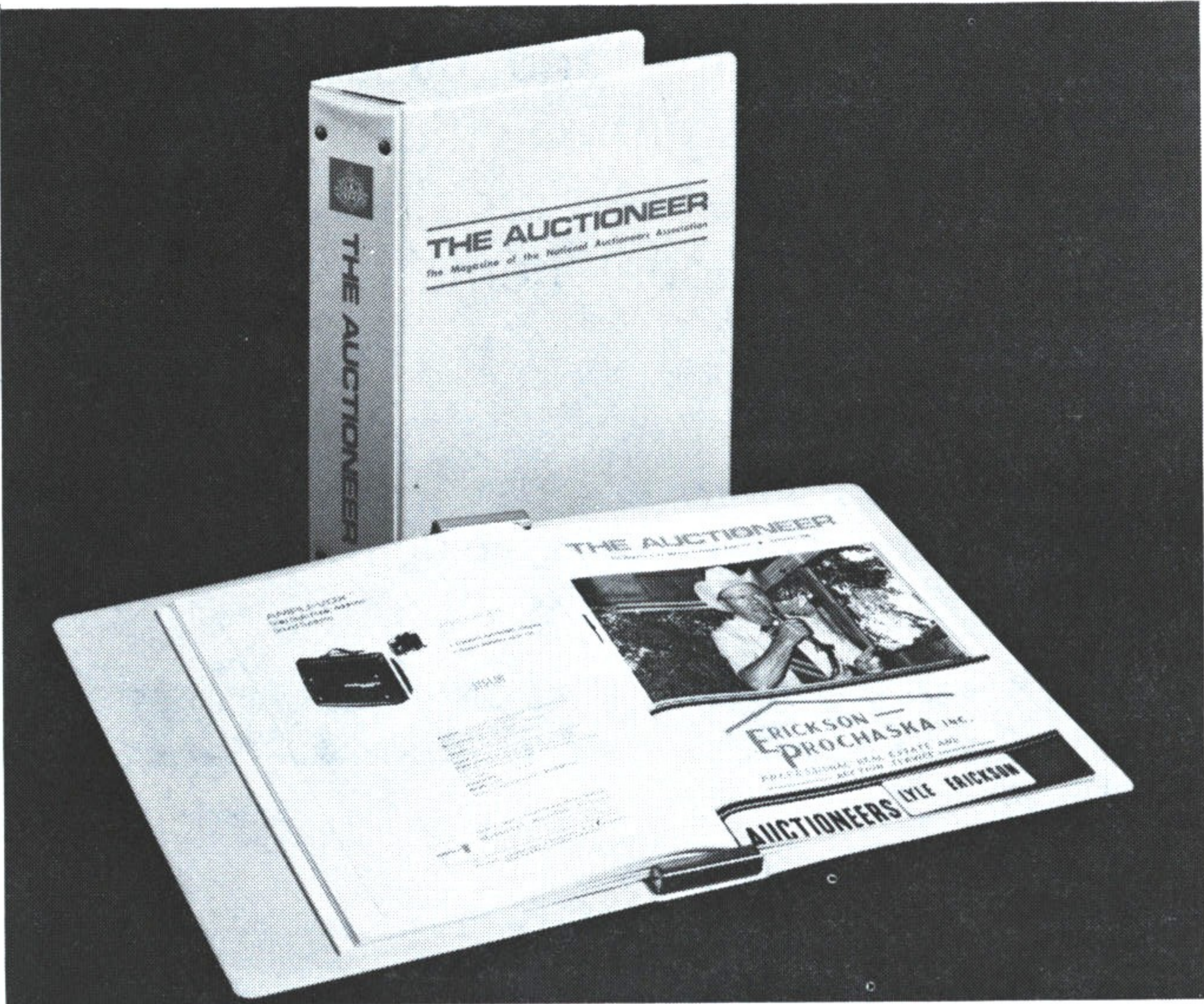
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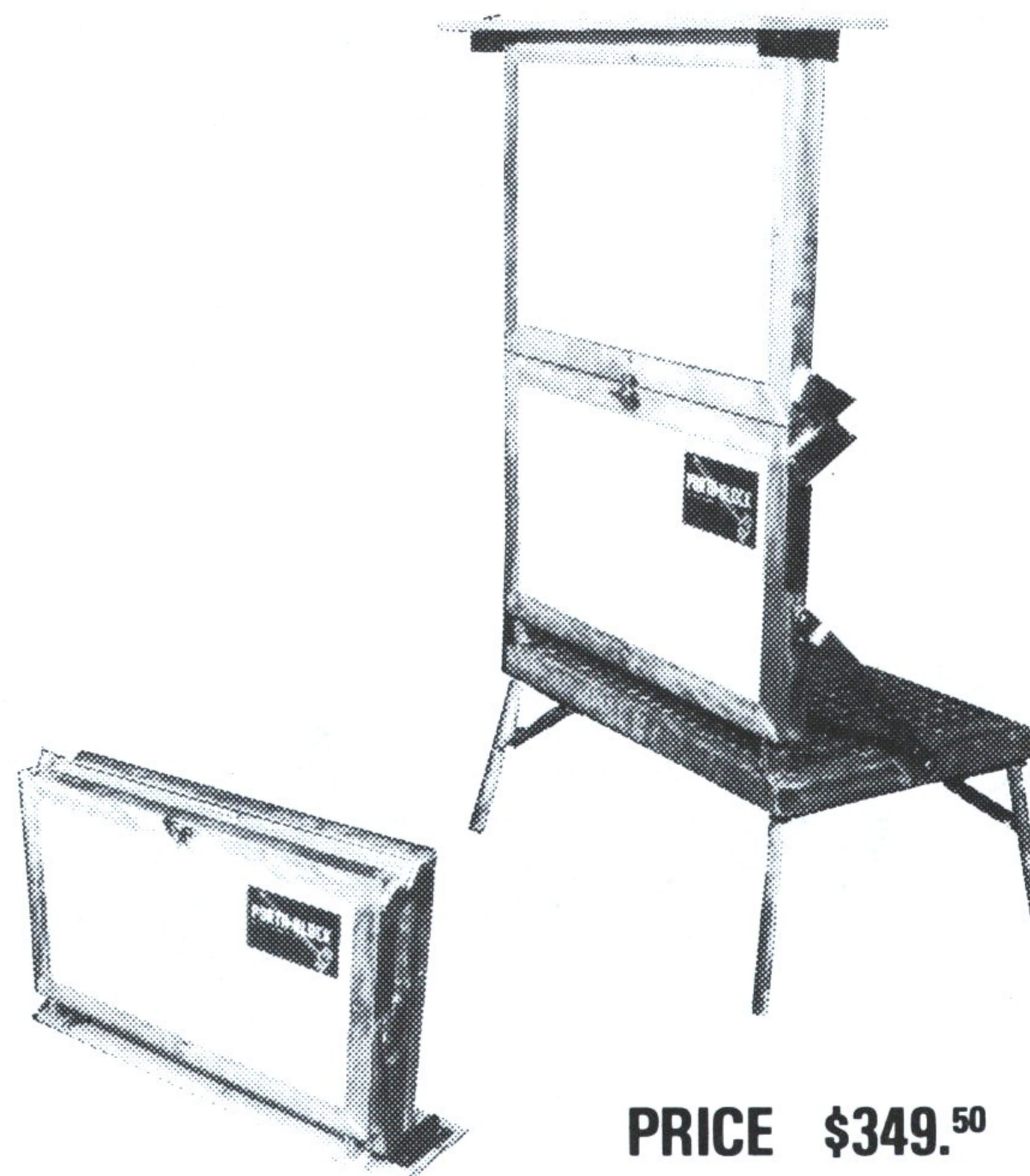
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State association reports

South Dakota

The South Dakota Auctioneers Association met for its annual convention, June 11-12, in Mitchell. Activities began the Friday night with a box social.

Saturday's convention program included registration, business meetings, election of officers, and in the evening, a banquet, fun auction, and dance. Main topic of the business meeting was a license law which the SDAA had written. The membership voted in favor of the law, and it will be introduced in the present term of the South Dakota legislature. The SDAA also voted to donate \$2500 to the NAA headquarters relocation fund.

The 1983 SDAA meeting will be held June 10-11, in Aberdeen at the Sheridan Inn.



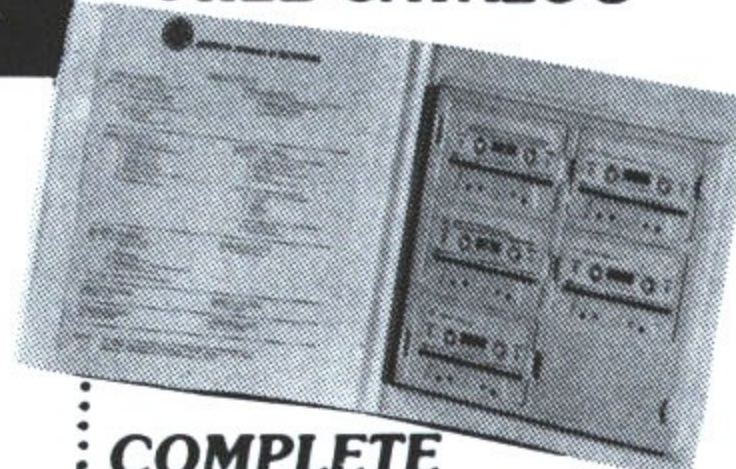
HEADQUARTERS FUND CHECK donated by SDAA. From left, then NAA president-elect Rex Newcom, receives \$2500 from SDAA immediate past president Vernell Qualm.

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AMERICAN BUSINESS

State Association Conventions — Dates and Locations

Convention Dates	State association	Hotel/motel and city	Convention chairman or state association secretary
October 25-26	Iowa	Holiday Inn, Cedar Rapids	Margaret Bloomer
November 7-8	New York	Holiday Inn-Arena, Binghamton	R. Thomas Jones
November 7-8	Illinois	Ramada Inn, Champaign	Harlan Henderson
November 14	Alabama	Huntsville	Pete Horton
November 14-15	Indiana	Marriott Inn, Indianapolis	Harry E. Buckles
November 19-20	California	Harrah's Tahoe	Roy Blum
December 11-12	Florida	Pompano Beach	Billy Wells
January 13-15, 1983	Pennsylvania	Host Inn, Harrisburg	Blaine C. Brown
January 15-17	Minnesota	Holiday Inn, New Ulm	Eileen Reisch
January 15-16	North Carolina	Kinston of Goldsboro	Johnson B. Gilbert
January 24-26	NAA Seminar	Hyatt Regency, Louisville, Kentucky	
February 4-5	New Jersey	Marriott Hotel, Somerset	Art Williams
February 21-23	NAA Seminar	Hyatt Regency, New Orleans, Louisiana	
April 17-18	Kentucky	Holiday Dome, Bowling Green	Wilma Atherton
June 10-12	South Dakota	Sheraton, Aberdeen	Kenneth R. Jark

State auctioneers associations provide the above dates, cities, and meeting facilities for their conventions. For more information about the above meetings, contact the respective state association directly.

However, all requests for an NAA officer or director to speak at a state association convention should be coordinated through the NAA office.



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President

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1982-83 SDAA OFFICERS, from left, vice president Chuck Sutton, president Richard Penrod, secretary Ken Jark, and director Jerry Green.

Iowa



State association officers updated information

As it is received at the NAA office, THE AUCTIONEER magazine will publish the most current officer information from the state auctioneers associations. The last complete directory of state association presidents and secretaries was in the September issue of THE AUCTIONEER.

Arkansas Auctioneers Association — President: Joe Wilson, * 2917 Marion Anderson Road, Hot Springs 71901. Secretary: Jayne Lowery, P.O. Box 34, Dennard 72629, phone 501-745-4261.

California Auctioneers Association — President: Grant Theodore, 4037 North Washington Blvd., P.O. Box 196, Livingston 95334. Secretary: Milton Costa, 11125 Tenth Avenue, Hanford 93230.

Oklahoma State Auctioneers Association — President: Perry Wiggins, 2109 W. Garriott Road, Enid 73768, phone 405-233-3066. Secretary: Ray Patterson, 113 N. 9th, Frederick 73543, phone 405-335-2320.

Tennessee Auctioneers Association — President: Jasper E. * Jones, 4990 Poplar at Mendenhall, Memphis 38117. Secretary-treasurer: Edwin B. Fulkerson, Rt. 14, Box 182, Johnson City 37615, phone 615-282-1236.

* Indicates a reciprocal membership agreement between the state association and the National Auctioneers Association.

NATIONAL AUCTIONEERS WEEK proclamation signing in Iowa. Standing behind Governor Ray, from left: Ed Malmanger, Norm Busselot, Don Vander Schaaf, Dale Keller, Wayne Stewart, Elmer Gronewald, Jerry Tubaugh, Howard Buckles, and Dean Leonard. An NAA honorary membership certificate was presented to Governor Ray for his support of National Auctioneers Week.

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NEW

THE AUCTIONEER Advertiser's Index

	Page
A. A. Importing	30
American Academy of Auctioneers	75
Anne Lynn Gross	9
The Antique Trader	17
Associated Auction School	63
Auctioneering Systems	10
Boston Globe	76
Britten Auction Academy	42
Burton Printing	55
CAI	29
Chicago Tribune	56
Computer Assisted Business Services	64
Consolidated Equity	65
Cook Brothers Inc.	20
Dallas Times Herald	49
Dee Sign Co.	13
Dodge Manufacturing	69
Earl D. Wisard	35
Farmweek	62
Fort Smith Auction School	57
Frieder's	16
FSC Advertising	73
Hearst Business Media Corp	14
Howard Buckles	31
Hudson & Marshall	7
International Auction School	62
J. L. Todd	67
Jim Graham, Inc.	70
Jim Graham School of Auctioneering	40
Joe Reisch Library	27
Joe Reisch Sales	60
Joe Small Auctioneers	42
Kiefer Auction Supply Co.	26
Kwick Klerk	19, 35, 53, 58
Lectrosonics	38
Leslie Swainbank Antiques Inc.	8
Livestock Auctioneering Seminar	9
Lundeen Sales Forms	65, 77
Mason City College of Auctioneering	76
Mendenhall School of Auctioneering	31
Mendenhall School of Auctioneering (PA Equip.)	66
Michael Fox Auctioneers, Inc.	40
Missouri Auction School	35, 79, 80
(NAA promotional items)	71
NALLOA	6
Nashville Auction School	31
National Institute of Real Estate Auctioneers	34
PACS	52
Philadelphia Inquirer	74
Productivity Corp.	74
Reisch World Wide College of Auctioneering	68
Reppert School of Auctioneering	3
River Basin Auction School	42
Roussel's	10
R. S. I. Computer Group	18
Russell Kruse	55
Sheldon Cord	22, 23
Tri-State Trader	11
United Auctioneers	12
Valdosta Tent	57
Victor McDonald	44
Wagner Watch	60
Watts Book Sales	3
Wishing Rock Auction Co.	54
W. Craig Lawing	2
Western College of Auctioneering	13

Final Bid

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"So would I," replied the farmer. "That's cotton."

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HIGH PLAINS JOURNAL

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

2. **ADVERTISING RATES:**

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

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

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

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

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

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

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

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.

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

6. **CAMERA READY ART ONLY.** All advertising submitted to the NAA office for publication in THE AUCTIONEER must be fully composed, "camera ready" artwork. The NAA office will not prepare or make changes in your advertising. Changes received as camera ready art will be promptly incorporated in your advertising in the next available issue. Any questions about this NAA publication policy should be directed to the NAA office before submitting your advertising.

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

8. **SUBSCRIPTION AND SINGLE COPY:** One year's subscription to THE AUCTIONEER is \$18, and only open to non-auctioneers. Single AUCTIONEER copy is \$1.75. Subscriptions and issues available only from the NAA office.

9. **ADVERTISING DISCLAIMER:** Products or services advertised in THE AUCTIONEER are in now no way endorsed by the National Auctioneers Association. Simply because a product or service appears in the NAA's official publication, that appearance does not imply an NAA recommendation of the product or service over any other. Problems encountered with an AUCTIONEER advertiser should first be directed to the advertiser for satisfaction. If the problem remains, then the NAA office should be notified.

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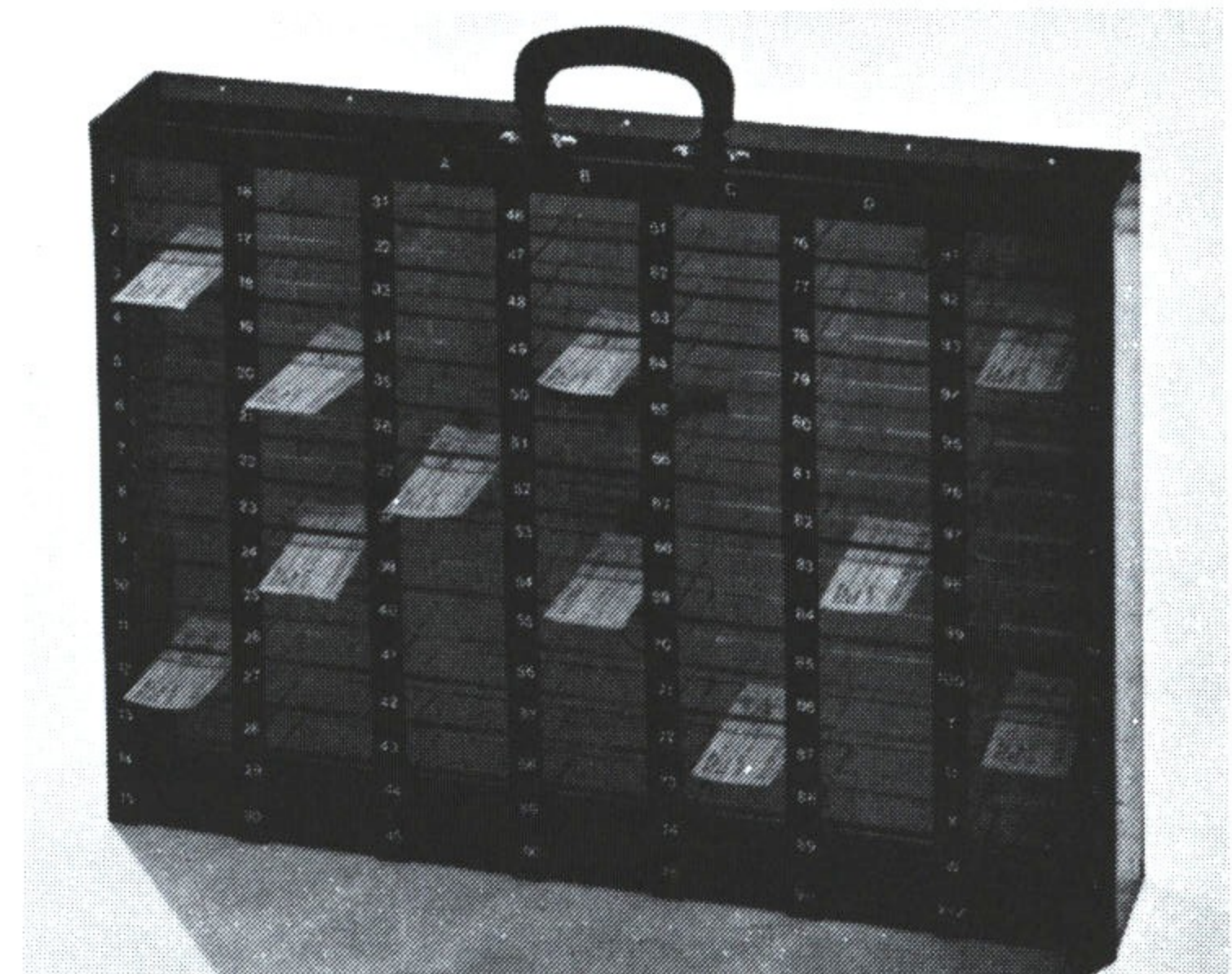
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- **WIRES FOR EQUIPMENT TAGS, 12" LONG**
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FORM NO. PST-82 • 1000 TAGS \$14.50 5000 @ \$57.50 MISSOURI AUCTION SCHOOL, K.C., MO. 64102	LOT #
	QUANTITY
	BUYER #

● BUYER CARDS . . . Form No. BC-70

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

1,000 Cards....\$9.50	2,500....\$22.75	5,000....\$44.75
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 - There is a two year repair or replace warranty on everything except batteries.
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Auctioneers Cost: \$237.00

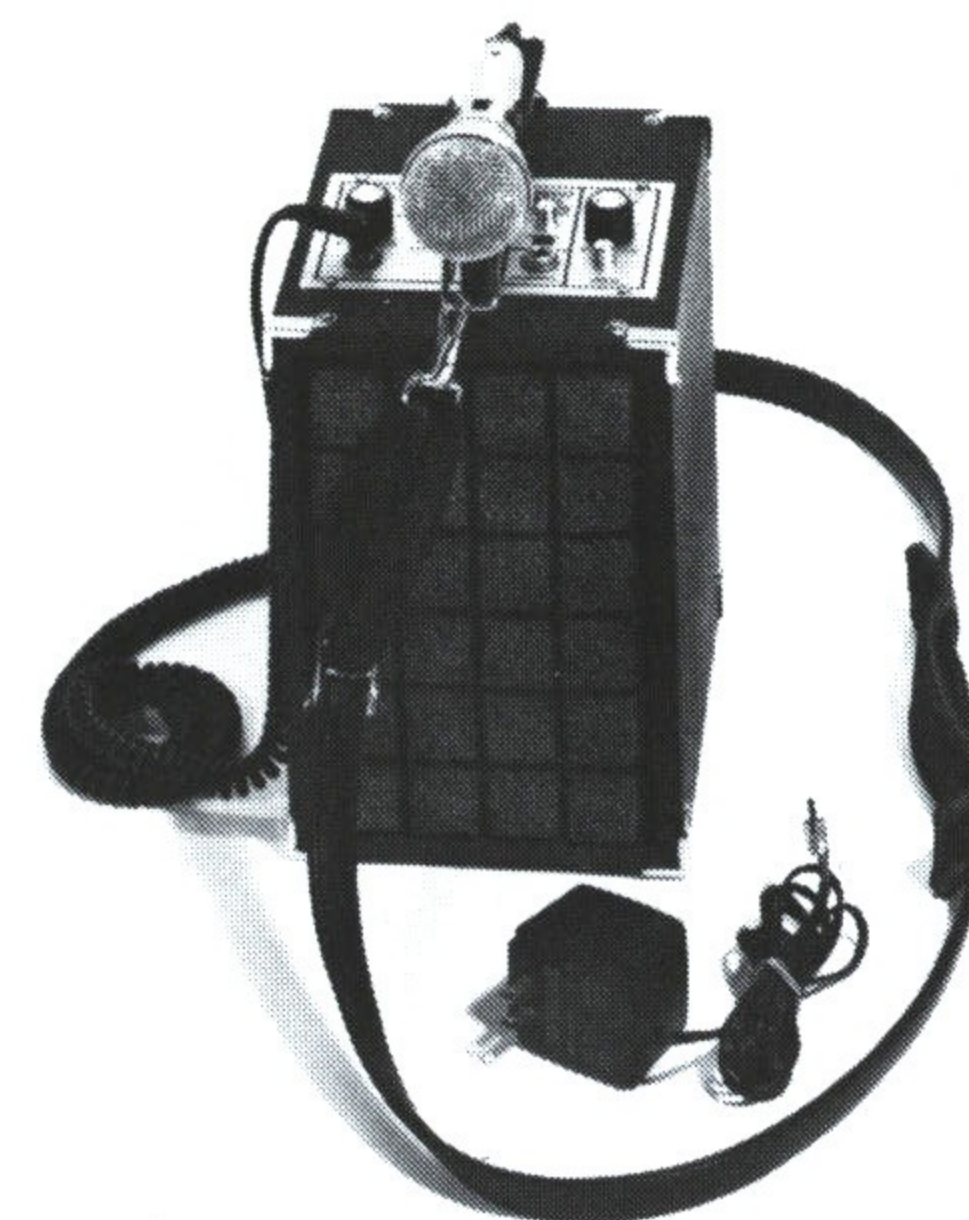
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- OUTPUTS: One extension speaker, one tape recorder.
- WEIGHT: 6 LBS., 12 OZ.

List Price: \$570.00

Auctioneers Cost: \$342.00



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Auctioneers Cost: \$357.00

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