

# THE AUCTIONEER

The Magazine of the National Auctioneers Association • March, 1982

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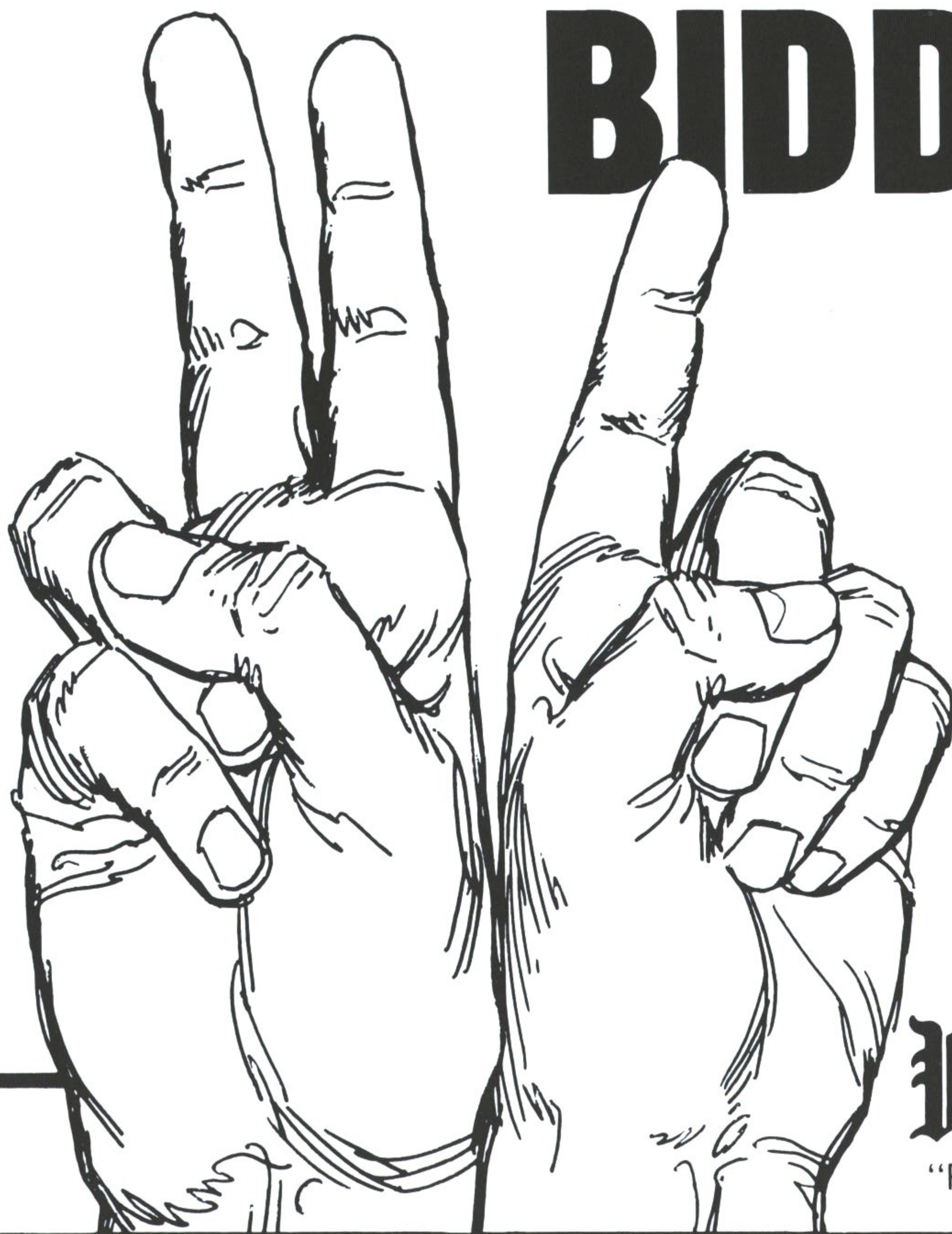
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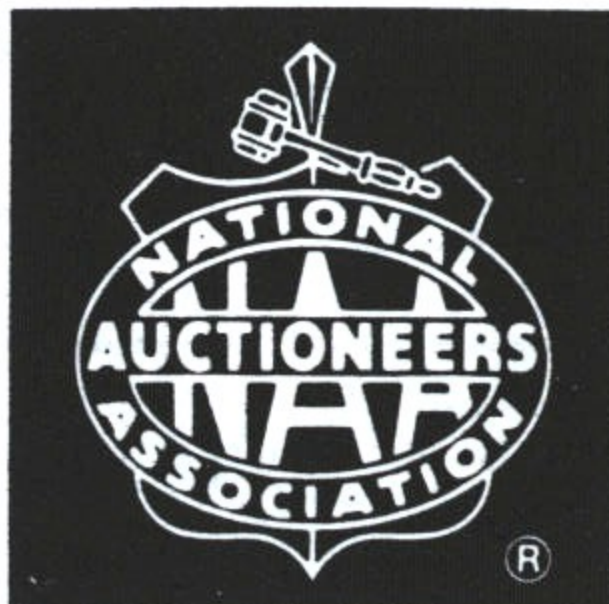
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## Letters to THE AUCTIONEER

### It's the best

The directors of the NAA are to be commended on the many fine articles appearing in every issue of THE AUCTIONEER. Frequently I will go through back issues, in order to refresh my memory on specific types of auctions, laws, etc. A yearly index I'm sure would benefit many auctioneers.

Once again, congratulations and thanks for the many fine and useful articles.

**D. Bruce Thomason**  
NAA member auctioneer  
Shepherdsville, Kentucky

### Everyday, tell somebody what you do

I have been an auctioneer for five years, and during that time, my company has completed auctions for 47 clients, mostly home contents and a few real estate sales.

Now I know this may be laughable to some, but I have figured out just why business hasn't been better. The first four years I was guilty of "cheap-skate-itis".

At present, my business cards cost about 6¢ apiece. During the first four years, I used a grand total of 2,500 cards. Last year alone, I used over 4,000! I now make it a point to tell somebody, everyday, "Hey, I'm an auctioneer". I give each of these contacts 2-3 of my business cards, and ask that they keep one, and give the others to friends or relatives.

I also increased my promotional advertising to four weekly newspapers, in the "Auctioneer's Directory" (which gives me a discount for my auction advertising), again letting the public know what I do. I also have a bi-monthly ad in a trade newspaper. If you think that your business is bad — so bad you supposedly can't afford promotion — maybe that's why. People who advertise get the business. Remember, nobody knows what you do unless you tell them!

No, don't expect to book a sale immediately, just because you gave someone your card. But when you see people a second time, ask them, "Do you still have my card?" This repetition will help implant in their minds that you are an auctioneer.

Another thing that you can do to effectively prospect for auction jobs is to develop and cultivate "centers of influence". My appraisal business went from 2 in 1977, to 51 in 1981. Why? Because I asked for business. When I told attorneys and real estate

Continued page 6

# Add these members to your Directory

The 1981-82 Membership Directory of the National Auctioneers Association is published annually during the month of October, hopefully, the names and addresses of each member in good standing as of October 1 are included. However, for unexplainable reasons names of members are sometimes omitted, which is unfortunate for everyone concerned.

Whenever the NAA office learns that a member's name and address has been omitted, the information will be published in each subsequent issue of THE AUCTIONEER magazine. Those members who were omitted will be identified monthly, until the next issue of the Membership Directory is published.

Included in the listing below are NAA auctioneers who were members of record as of October 1, 1981, but who were not included in the 1981-1982 Membership Directory.

Idaho Association of Professional Auctioneers (insert on page 37 of directory)

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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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# THE AUCTIONEER

MARCH, 1982

Volume XXXIII, Number 3

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

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

**Editorial and Advertising copy must be received in the NAA office on or before the 10th day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before**

**advertising can be accepted. See rate schedule on last page.**

Single copies: \$1.75 each. Annual subscription rate \$18.00.

Editorial and Executive Offices of the National Auctioneers Association are at 135 Lakewood Drive, Lincoln, Nebraska (NE) 68510-2487. Phone: 402-489-9356.

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Gary Carmichael, Director of Association Services. Member: International Association of Business Communicators, Lincoln Advertising Club.

Mrs. Sandy Chapin, Secretary  
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## Demand for good, effective auctioneers apparent

By Howard Buckles, President  
National Auctioneers Association

Interest in the auction method of selling real and personal property continues to be high, and auctioneers throughout our country are busy, providing services to the public. Membership interest in the NAA's educational programs is also high, and our 1982 Seminars were conducted by auctioneers who are recognized as the most successful in the business today.

One hundred, fifty auctioneers, their spouses and associates attended the 1982 Real Estate at Auction Seminar in Tampa. The demand for information was evident there, and the information offered by the instructors was readily accepted by everyone in attendance.

Not as many attended the San Antonio Personal Property Seminar, but the enthusiasm and interest was as high by those in attendance. And, the instruction was just as good and we appreciate the opportunity to learn from the best.

The Board of Directors also met during the Tampa Seminar and received the programs and services for the membership. New members have joined the NAA in good numbers and approximately 160 auctioneers have joined the membership rolls since January 1, 1982. Your membership recruitment efforts are appreciated by me and the Board of Directors.

Special recognition, again, should be offered to B. G. Coats, one of the 1981 Hall of Fame Award recipients, for the many new members he has sponsored since the beginning of the 1981-82 NAA (July 1 to this date). B. G. has made a very special effort to sign up qualified auction gallery members, not only in the United States, but in other countries as well. In addition, B. G. has been quite active and supportive of Dean Fleming's efforts to create a meaningful Archives program. Dean is Chairman of the Archives Committee and that committee is preparing a program to solicit meaningful items, collect historical data and materials, all of which will be made available at the new headquarters office, for use by the membership.

**The Headquarters Relocation Fund program is**

**progressing very nicely.** Already, over \$130,000 in payments on the over \$400,000 pledges have been received and additional contributions are being made by the membership in response to the letter pledge card which was sent to each NAA member. Many responses have been made to Marty Higgenbotham's letter and because of the immediate payment responses, we now have been able to pay almost all of the land purchase costs.

Enthusiasm, excitement and interest may be the words to describe the auction method of selling real and personal property. Many auctioneers have indicated to the NAA office and to me personally how busy they are. The demand for good, effective auctioneers is apparent. The business is there, but it is up to the auctioneer to prove to the public that the services we offer are beneficial to everyone concerned.

NAA auctioneers have several opportunities, which will be available from the NAA during the next five months. All of us can benefit from publicizing the auction method during National Auctioneers Week. State Associations already have requested from the NAA office Honorary Membership Certificates to present to governors of the states which are recognizing auctioneers with proclamations for National Auctioneers Week (April 4-10, 1982). A list of ten good reasons why auctioneers should be employed to market personal and real property is included in this issue of THE AUCTIONEER magazine, and each NAA member should promote his or her services during this period of auction publicity.

NAA members — and only NAA members — can register for the Certified Auctioneers Institute courses which begin on March 28 thru April 3, 1982. Applications for the CAI program were included in the September, 1981, issue of THE AUCTIONEER magazine, and auctioneers who have had two or more years experience as an auctioneer, are eligible to attend. All applications will be reviewed by the

Continued page 6



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CAI admissions committee before attendance is approved.

The 1982 NAA Convention will be held on July 27-31, 1982, and the NAA Board of Directors has approved the convention program, which will include at least 12 workshops with more information, techniques and methods for NAA members, their families and associates. The Auxiliary to the NAA will also sponsor an educational program for non-auctioneer spouses attending the convention.

A Youth Activities Program will be planned, and NAA member Gene Simpkins of Cincinnati, Ohio, will organize and coordinate the Youth Activities, to entertain those youths attending the NAA Convention.

The 1982 NAA Convention should be educational and entertaining for everyone, and to begin the activities, the Georgia Auctioneers Association has invited participation from the North and South Carolina, Florida and Alabama Auctioneers Associations to sponsor the Wednesday night Southern Fair event. At that event, continuous entertainment will be provided (dixieland and bluegrass music in addition to clogging), and the four Associations will man booths to allow everyone to compete for prizes and awards.

I look forward to seeing many of you in Atlanta for the 1982 Convention. I hope you will attend, especially if you have never attended an NAA Convention before. The benefits you will receive by associating with auctioneers from throughout the U.S.A. and Canada — and perhaps other countries — will be numerous. **Our strength depends on the interest and concern we all share as auctioneers in the manner the public accepts, or rejects, the auction method of selling real and personal property.**

We must join together to promote and support our programs as auctioneers and one of the finest places to show our support is by attending the NAA Conventions. I'll look for you in Atlanta at the Hilton!

#### Continued from Letters to THE AUCTIONEER

people what I do, I asked them to recommend me to clients and peers. (That way, I have other people telling other people what I do.)

I sincerely believe that in this business you have to pay your dues. It takes time to get established, but you can begin with NAA and state auctioneers association membership. The reasons for joining are: information, knowledge, getting to know the competition, social contacts, plus sharing common problems and successes with other folks in the trade.

I learn from others. To quote Thomas Jefferson, "I not only use all the brains I have, but all those that I can borrow as well".

In summary, start talking, handing out your business cards, and for Pete's sake, tell somebody what you do everyday!

**Donn Fagans**  
NAA member auctioneer  
Cherry Hill, New Jersey

THE AUCTIONEER





## Headquarters Relocation Fund Report

# NAA members respond with pledges, to Headquarters Fund letter

By Martin E. Higgenbotham, Chairman  
Headquarters Relocation Fund Committee

A letter was sent to each NAA member who had not yet made a pledge or contribution to the Headquarters Relocation Fund program, and many responses have been returned with additional pledges or contributions. Payments of over \$135,000 on pledges to the Fund have been received in the NAA office since the last issue of THE AUCTIONEER magazine was published.

Hopefully, each member will return the pledge card to the NAA office. It is important that all cards be returned with or without a contribution to eliminate having additional pledge cards sent in the future. A second mailing of pledge cards will be scheduled for later in the spring, to all NAA members who have not returned the pledge card from the December mailing.

Additional contributions have been received from State Associations which have sold items contributed to the Associations by the Missouri Auction School (Dick Dewees), and sold during the fun auctions. NAA member Dewees has submitted to many of the State Associations, items to sell at the fun auctions, and the State Association and NAA share equally in the proceeds. Other Associations and organizations have considered this means of raising funds, and offering contributions to the Headquarters Relocation Fund program. But to date, contributions have been received only from the State Associations selling the Missouri Auction School's supply items. The NAA Board of Directors appreciates very much the support Dick Dewees and the many other members have given to the Headquarters Relocation Fund program.

Recognition must also now be given to the many NAA members who have offered their financial support to the Headquarters Relocation Fund program. In past issues of THE AUCTIONEER magazine, listings of the contributors have been made within the Divisions identified. The Divisions included the VIP pledges (\$5,000 or more), Founders' pledges (\$2,500 to \$5,000), Sponsors' pledges (\$1,500 to \$2,500), Benefactors' pledges (\$1,000 to \$1,500), Friends'

pledges (\$500 to \$1,000) and Donations' pledges (\$250 to \$500). Contributions less than \$250 will be categorized at Contributions.

Recognition will be given to everyone who offer contributions in the above listed categories. Plaques will be displayed in the new Headquarters Office building in Overland Park, Kansas, recognizing the contributors, and it is hoped the contributions will be more than the cost of having the plaques prepared. The ultimate goal of the program is to build and furnish a new headquarters office building, which will be used to serve the members of the Association in a beneficial manner. Your support of this goal will be very much appreciated.

### Contributions received

Many contributions from the NAA membership have been received at the NAA office in amounts up to \$250. The contributions are in response to the letter and pledge card, submitted to any and all members who had not yet made a pledge or contribution. The letter was written by Martin E. Higgenbotham, chairman, Headquarters Relocation Fund Committee, and mailed in late December, 1981.

**Hopefully, every member will respond to the pledge card, with a contribution. However, if it is impossible for each member to make a contribution, the pledge card should be returned by each member, with or without a contribution, with the member's indication so that the NAA office will know who to eliminate sending a pledge card in future mailings.** A second mailing is planned for early spring, 1982.

The next issue of THE AUCTIONEER magazine will include a listing of any and all contributions to the Headquarters Relocation Fund, which have been made to date, including late pledges in the categories

Continued page 8

## Need License Law Information?

For current license law information, consult the "License law update" on page 9 of the January, 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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already recognized, and those payments made after the member received Marty Higgenbotham's letter.

A pledge was made to the Headquarters Fund Program by the Tennessee Auctioneers Association in the amount of \$2,500. That amount was confirmed by the TAA membership during the Association's Nashville meeting, held in December, 1981.

NAA member William B. "Bill" Beck, Edinburg, Illinois, responded to Marty Higgenbotham's letter by making a pledge in the amount of \$2,500. Both the Tennessee Auctioneers Association and Bill Beck will be recognized on the Founders' plaque (contributions of \$2,500 to \$5,000), which will be displayed in the new headquarters building. The two contributors will be added to the list of Founders, which was published in the November issue of THE AUCTIONEER magazine.

### Donations Division recognized

Recognition is being given now to those making pledges and/or contributions to the Headquarters Relocation Fund program in the amounts from \$250 to \$500. These contributors will be recognized as Donations on the plaques in the new building. Some of the Donations' contributions offered their payments at the 1981 NAA Las Vegas Convention, while others responded with either a pledge or payment, as a response to the letter sent to the membership (those not already making a pledge or contribution) by Martin E. Higgenbotham, Chairman, Headquarters Relocation Fund Committee.

Included in the Donations Division are: Paul R. Alford, Ada, Oklahoma; Henry Buss, Columbus, Nebraska; Virgil Butts, Brazil, Indiana; Martin Harris Callum, Jr., Pompano Beach, Florida; John L. Friedersdorf, Franklin, Indiana; Maynard "Miz" Lehman, Berne, Indiana; Jack Moravec, Piedmont, South Dakota; Dennis Riordan, Salina, Kansas; Jack and Carol Salisbury, Fort Collins, Colorado.

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## The Legal Aspects Of Auctions . . .

# Errors and Omissions Insurance, more information

By Rennie Walt  
Vice President  
Alexander & Alexander  
Lincoln, Nebraska

Phone calls and letters have been received, since the last article about Auctioneers' Errors and Omissions insurance, requesting information and further explanation of the coverage, and the need for the protection. The inquiries have all been good; and because this is a type of insurance has just recently been made available to auctioneers, the confusion is quite understandable.

There are several occupations that involve the possibility of errors which result in financial loss to a third party. In most instances these types of errors are honest mistakes, and can be straightened out between the individuals involved, so that nobody is financially hurt. Unfortunately, our society in recent years has leaned more and more to our legal system for settling disputes. **Auctioneers have a professional liability exposure, resulting from activities in their profession.** As in other occupations, oftentimes allegations are false. The auctioneer has not been negligent or erred, but because of our system, the auctioneer often must prove innocence in a court of law, which can be extremely expensive.

Auctioneers can be sued for any reason at all, but the more common areas which would be covered under an errors and omissions policy might include activities that exceed the auctioneer's authority — errors in appraisals, unintentional misrepresentation of items to be auctioned, exaggeration, failure to seek opinion of experts, and more.

### Who is covered

The policy covering errors and omissions of the auctioneer should be written showing the name of the auction firm as the named insured on the contract. If all of the auctioneers and appraisers were shown on the application, the policy would then cover officers of the corporation, partners of the partnership or sole proprietor, and employees of the firm solely while acting within their professional capacity on behalf of said firm.



## Coverage afforded

"To pay on behalf of the insured all sums in excess of the deductible amount stated in the declarations which the insured shall become legally obligated to pay as damages, as a result of claims first made against the insured during the policy period by reason of any act, error or omission in professional services rendered or which should have been rendered by the insured or by any person for whose acts, errors or omissions the insured is legally responsible, and arising out of the conduct of the insured's profession as described in the declarations."

## What expenses are covered

The expenses covered by the policy include a monetary judgment award or settlement, but do not include fines, whether imposed by law or otherwise. The company will pay, in addition to the judgment: claim expenses which include fees charged by any lawyer designated by the company; other fees, costs, and expenses resulting from investigation, adjustment, defense and appeal claims, if incurred by the company; and fees charged by any lawyer designated by the insured with the written consent of the company.

Claims expenses approved by the company are in addition to the limit of liability shown in the declarations of the policy. All limits of liability and expenses are subject also to the deductible also shown in the declarations of the policy.

## Policy exclusions

There are several exclusions in the auctioneers' errors and omissions policy, most of which pertain to areas of insurance carried under other contracts, such as Workers' Compensation, general liability, personal injury, etc. An extremely important exclusion reads as follows: "This policy does not apply to any claim based upon or arising out of any dishonest, deliberate, fraudulent, malicious, or knowingly wrongful acts, errors or omissions committed by or at the direction of the insured." However, notwithstanding the foregoing, the company will provide a defense for any such claims without any liability on the part of the company to pay such sums as the insured shall become legally obligated to pay as damages.

Hopefully, this additional information, further explaining the auctioneers' exposures and the policy providing protection for those exposures, has been helpful. One key fact that you should keep in mind is that most of us, in our day-to-day activities feel that we will never do anything wrong for which we could be sued. But we must also remember that we have no control over the fact that other people think we may have done something wrong, or may try to effect personal gain through our legal system. Errors and omissions insurance for the auctioneer is the only means of protecting your financial future in these situations.



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## January seminar, board meeting held in Tampa

Despite threatening winter weather, increased air fares, and a slow economy, 150 NAA members, business associates and spouses made it to the Real Estate at Auction Seminar, January 25-27, Tampa, Florida. Each instructional session was very well attended at the Tampa Holiday Inn Central, amidst delightfully warm temperatures outside.

On the weekend preceding the seminar, the NAA Board of Directors held its first 1982 meeting. Official minutes of that Board meeting will be published in the April issue of THE AUCTIONEER.

Under the direction of the 1982 Seminars chairman, NAA president-elect Rex Newcom, all instructional sessions proceeded on schedule. Hundreds of pages of notes, and hours of tape recordings accompanied NAA members home, containing seminar ideas that will later "get down to business".

Interviews with the Tampa Real Estate Seminar instructors begin on page 38 of this AUCTIONEER.

NAA member generosity and enthusiasm has become an annual seminar tradition, with over \$350 contributed by Tampa registrants, for the Headquarters Relocation Fund. Also, 150 "Invitation to Join" kits were taken home and put to work recruiting new members.

Responding to a news release issued by the NAA office, prior to the seminar, the real estate columnist for THE TAMPA TRIBUNE interviewed NAA officers and seminar registrants about the benefits of selling real estate at auction. Of special interest to the interviewer were the many Florida NAA members attending.

By the time you are reading this AUCTIONEER, the NAA Personal Property at Auction Seminar has already taken place. Based upon the critique sheets from both sessions, next year's seminars chairman, the NAA president-elect for 1982-83, will organize



WELL ATTENDED SESSIONS marked Tampa Real Estate at Auction Seminar.



the January and February, 1983 seminars. Also, in this issue of THE AUCTIONEER, a seminar topic suggestion form (at right) is available for NAA members to recommend auction topics for future seminars.



*UP AND DOWN THE TABLE* at the NAA Board of Directors meeting held the weekend before the Tampa seminar. Immediate past president Archie Moody, standing in shirt sleeves, addresses the meeting, presided over by NAA president Howard Buckles, standing at the head of the table.



# NAA Seminar topics — you decide

You can help the NAA Board of Directors plan future seminars by answering the two questions below. NAA member suggestions are important when determining the seminar topics most in demand by the NAA membership. Please send your topics response to the NAA office as soon as possible.

**SEMINAR TOPICS**  
National Auctioneers Association  
135 Lakewood Drive  
Lincoln, Nebraska 68510-2487

What auction topics do you suggest should be covered at future NAA Seminars? List in order of preference.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

Do you know an NAA member who is qualified to serve as an NAA Seminar instructor — knowledgeable, professional, someone who will give an effective, valuable presentation? List the prospective instructor's name and area of expertise.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

*TAMPA HOLIDAY INN CENTRAL*, left, housed seminar and board meeting, close to downtown Tampa, Florida.

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# Statistics show small business sector in decline across the nation

The combination of high interest rates and a weakened economy has threatened the stability of the small business community across the nation, according to Representative Parren J. Mitchell, D-Maryland, Chairman of the House Small Business Committee.

**If conditions do not improve this year, he added, we will find a record number of small businesses going bankrupt.**

Already business bankruptcy filings in 1981 were the highest since World War II, and business failures as recorded by Dun & Bradstreet were the highest in 20 years. More than 47,000 businesses filed for bankruptcy last year, and over 17,000 firms closed their doors. The one year increase in business failures from 1980 to 1981 was exceeded only during the recession of 1921, Mitchell noted.

Figures compiled for the House Small Business Committee on economic trends show a substantial decline in the economic well-being of the small business community.

**Business failures.** In 1981, Dun & Bradstreet recorded the second highest number of business failures since WW II — 17,043. The record is 17,075.

Number	1978	1979	1980	1981
	6,619	7,564	11,742	17,043
Change from previous year	—1,300	+ 945	+4,178	+5,301
% change from 1978		+14%	+77%	+157%

**Sole proprietorship income:** (business & professional)

	1978	1979	1980	1981	1982*
Income — Billions					
(Constant 1972\$)	\$60.7	\$61.9	\$60.4	\$58.1	\$54.8
% change from 1979			-2.4%	-6.1%	-11.6%

**Farm proprietorship income**

	1978	1979	1980	1981	1982*
Income — Billions					
(Constant 1972\$)	\$17.4	\$18.9	\$13.2	\$11.2	\$10.3
% change from 1979			-30%	-41%	-46%

**Home construction.** The home construction industry is dominated by small builders. Literally thousands have closed down in the longest housing slump since the Great Depression.

	1978	1979	1980	1981	1982*
Private Housing starts (millions)	2.00	1.72	1.30	1.11	1.17
% change from 1978		-14%	-35%	-45%	-42%

\*Note: Figures for 1982 estimated by Wharton Econometrics, Wharton School of Business.

## Projections for Inflation, 1981-1983 (Calendar years, percent change)

Consumer Price Index	1981	1982	1983
Administration	9.9	7.0	5.7
Congressional Budget Office	10.1	7.2	7.0
Data Resources, Inc.	10.2	7.9	7.6
Chase Econometrics	10.3	8.6	7.9
Wharton	10.2	8.1	7.7
Merrill Lynch	10.2	8.3	6.9
Blue Chip Consensus	10.0	8.1	—

(Data Resources, Chase Econometrics, Wharton and Merrill Lynch are private economic consulting firms with national reputations. A poll of 44 leading economists produced the projections given by the Blue Chip group.)

In the midst of this economic downturn, small businesses have been faced with record high interest rates. In 1978, the prime rate averaged 9.1% with inflation at 7.3%. In 1981, the prime averaged 18.9% with inflation running at 9.2%. The difference between inflation and the prime rate is the real interest rate. In 1981 that figure was a staggering 9.7%, nearly five times higher than the historical average.

## License law correction

State license information for Oregon, published in the January AUCTIONEER, is incorrect. Please change the Oregon "License law update" entry to the following.

**OREGON** — The state DOES NOT REQUIRE an auction/auctioneers license. However, local municipalities and counties may require permits, fees, or licenses. For more information contact: Gary Day, OAA president, 2484 N.W. Thurman, Portland 97210, phone 503-222-9000.

## Do you know these auctioneers?

The NAA office has made repeated and varied attempts to contact the following NAA members, so that the AUCTIONEER and other Association mail can be delivered to them. If you know any of the people listed below, please have them **contact the NAA office as soon as possible**. If no correct address can be determined for the NAA members listed below, they will be **removed from the NAA mailing lists**.

**Ralph Caperton**, 216 South Fort, Detroit, Michigan 48217

**John W. Wilson**, 205 Hill St., Santa Monica, California 90029

**Kenneth Wilson**, P.O. Box 83, Paul, Idaho 83347

**Fred Winter**, 1015 S. Charles St., Baltimore, Maryland 21230



# ATLANTA '82 NAA Convention

## Reserve hotel accommodations early

"Convention time" will be here before you know it. As a matter of fact, the Atlanta convention registration kit will make its first appearance in the center section of next month's April AUCTIONEER. But even though the 1982 NAA convention is still four months away, now is not too early to reserve your hotel accommodations.

It is expected that the Atlanta convention will equal, if not surpass, the 1980 Nashville attendance record of 2300. Therefore, early reservations are important.

Why are so many registrants expected at convention this year? The reason is access to the convention site for the majority of NAA members. The Nashville convention set a record because it was within one or two days' drive for the largest number of NAA auctioneers. Atlanta is also favorably accessible. Plus, the Knoxville World's Fair will occur the same time as convention. Many NAA families will be attending the Fair.

**It all adds up to a possible "full house" for the Atlanta NAA convention.**

The following hotel information, provided by the Atlanta Hilton, NAA convention site for 1982, will be helpful in making your hotel accommodations. The convention "Program-at-a-Glance" will also be helpful in planning your Atlanta arrival and departure.

- **Hotel reservations** must be received by July 7, 1982. Accommodations after that date will be confirmed on a space availability basis, at regular room rates.

- **Room rates**, especially arranged for the NAA convention, apply only to NAA convention registrants. Reservations must be made on the reservation form in THE AUCTIONEER, and phone reservations for NAA rates will not be accepted. The higher the room charge, the better quality the room, as well as being higher in the building. Additional reservation forms are available upon request to the NAA office.

- **Arrival time** stated on your reservation form is the time you can check in and have your luggage stored until your room is ready. All hotel rooms are prepared for 3 p.m. occupation each day, so you may want to make plans accordingly.

- **Children** staying with their parents in the same room stay free. Also, rollaway beds and cribs are free of charge, and available upon request.

- **A deposit** is not required to hold your room. The Atlanta Hilton will accept credit card, traveler's cheque or personal check in payment for your

lodging. However, the hotel will request to see a major credit card if you pay for your room with a personal check.

- **Entire NAA convention** will be housed in the Atlanta Hilton, and all official convention activities will take place in the hotel.

If you have any questions concerning your hotel accommodations, contact the Atlanta Hilton Hotel. Questions about the convention itself should be directed to the NAA office.

## Send Hotel Reservation Form to:

Atlanta Hilton Hotel  
attn: Front Office Manager  
Courtland & Harris Streets  
Atlanta, GA 30303

### Hotel Reservation Form

Please reserve accommodations at The Atlanta Hilton for:

Name

Company Name

Address

City/State/Zip

Arrival Date                      Hour                      AM/PM

Departure Date                      Hour                      AM/PM

Note: Check-out time is 1PM.  
Please circle requested accommodation and rate.

#### NATIONAL AUCTIONEERS ASSOCIATION ANNUAL MEETING JULY 28-31, 1982

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If a room is not available at the rate requested, reservation will be made at next available rate. If the Tower is requested and not available, your reservation will be confirmed in a deluxe room in the main hotel. Reservation request must be made three weeks prior to arrival date. Reservation will be until 6 PM unless hotel is notified of your exact arrival hour. Room charges subject to state and local taxes.

HO-241



# Program-at-a-Glance

Please notice that this NAA convention schedule is a very abbreviated version of the convention program you will receive in Atlanta. Only the major events have been included, to help you plan convention attendance.

## Tuesday, July 27, 1982

All Day Tours (sponsored by the Georgia Auctioneers Association)

## Wednesday, July 28, 1982

All Day Tours (sponsored by the Georgia Auctioneers Association)  
 9:00 am- 5:00 pm NAA Registration  
 8:00 pm-11:00 pm Southern Fair (continuous musical entertainment and fair booths, sponsored by Co-Host State Associations). A truly social gathering of the NAA membership to kickoff the convention!

## Thursday, July 29, 1982

7:30 am-10:20 am State Officers' Breakfast and Workshop  
 9:00 am-11:45 am NAA Workshops  
 8:30 am-10:30 am Ladies Hospitality Hour and Educational program (sponsored by the NAA Auxiliary for the ladies attending the 1982 NAA Convention)  
 12 noon - 2:30 pm 1982 Atlanta Convention Luncheon (official kickoff luncheon for all registrants)  
 3:00 pm- 4:30 pm NAA Workshops  
 7:30 pm-12 mid. 1982 NAA Fun Auction  
 7:30 pm-11:00 pm Youth Activities (games and entertainment)

## Friday, July 30, 1982

7:30 am- 9:00 am State Associations' Breakfasts (rooms requested by State Associations for sponsored breakfasts)  
 Missouri Auction School Continental Breakfast (open to all convention registrants)  
 9:00 am-11:00 pm Youth Activities Headquarters (organized activities for youth registered for the convention in special Youth Activities room)  
 9:00 am-11:45 am NAA Workshops  
 10:00 am-11:45 am NAA Auxiliary Meeting (all spouses of NAA members invited to attend)  
 12 noon - 2:30 pm Ladies Luncheon and Program (all spouses of NAA members invited to attend)  
 1:30 pm- 2:45 pm NAA Workshops  
 3:00 pm- 4:00 pm Open Meeting of NAA Board of Directors (all convention registrants invited to attend)  
 7:00 pm-11:00 pm NAA Awards Festival and Show (recognition of NAA members



ATLANTA'S OMNI INTERNATIONAL is a short taxi ride from the NAA convention hotel. The single structure covering 13.5 acres includes: two 14-story office towers overlooking an Olympic-size ice skating rink (open year-round, day and evening); the Omni International Hotel; plus restaurants, night spots, and six movie theatres. The International Bazaar offers wares from around the world, plus designer boutiques. The complex is adjacent to The Omni sports coliseum. (Photo courtesy ATLANTA CONVENTION AND VISITORS BUREAU.)

and entertainment for the families)

## Saturday, July 31, 1982

7:30 am- 9:00 am CAI Continental Breakfast (annual meeting of the Certified Auctioneers Institute — candidates, members and potential candidates)  
 9:00 am-10:20 am NAA Workshops  
 9:00 am-11:00 pm Youth Activities Headquarters (activities for the Youth registering for the convention)  
 10:30 am-11:45 am Annual Meeting of the NAA  
 1:30 pm- 4:00 pm Annual Meeting continues (election of officers and directors of the NAA)  
 7:00 pm-10:00 pm President's Banquet  
 10:00 pm-12 mid. President's Ball  
 12 midnight 1982 NAA Convention ends

## Sunday, August 1, 1982

Members and guests return to homes, begin vacations, etc. No official events planned on Sunday.

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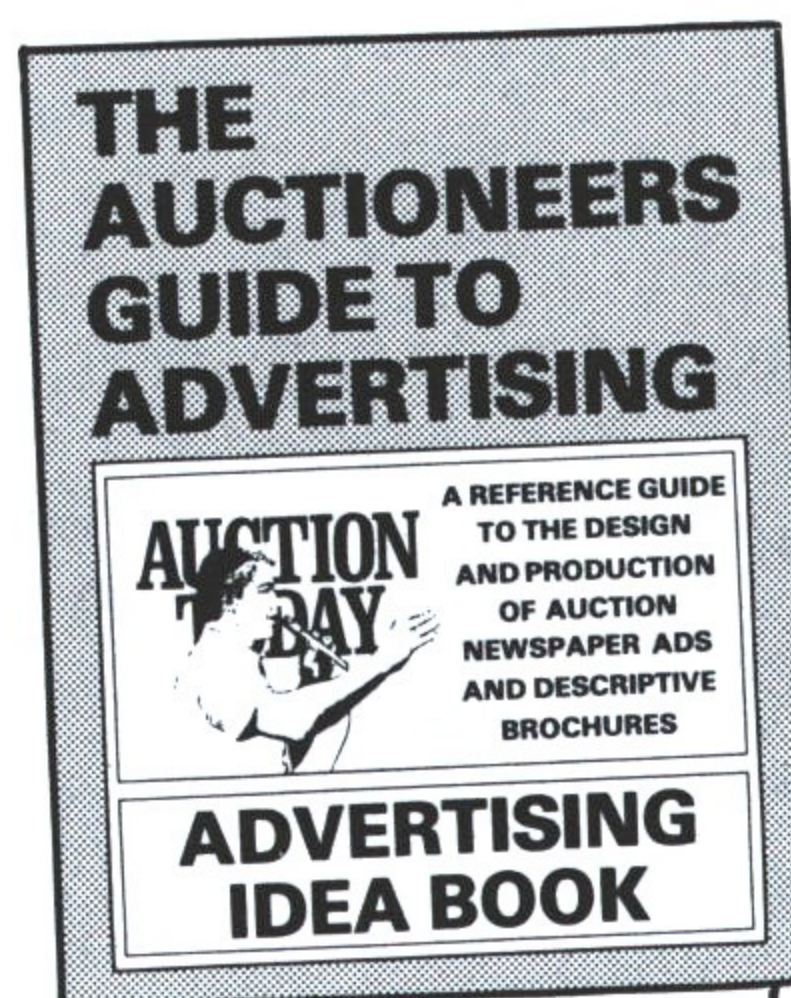


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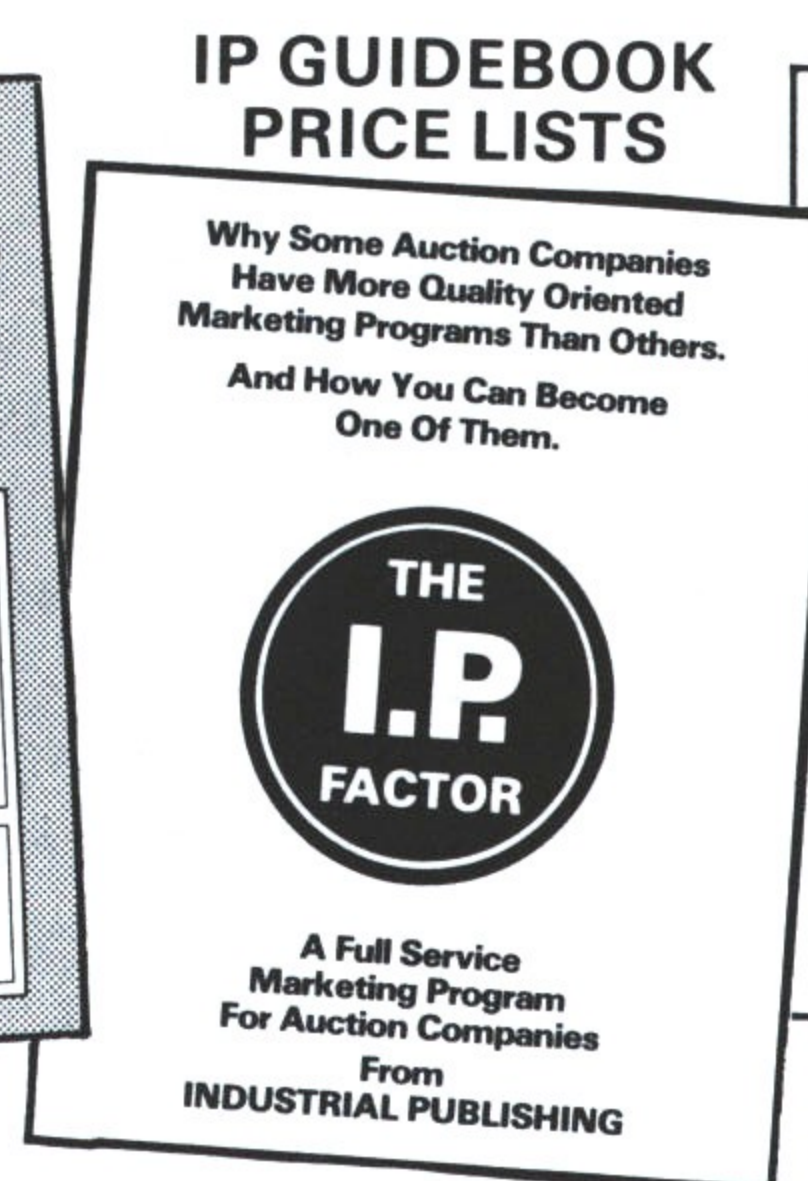
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# NAA Atlanta convention — who may attend

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

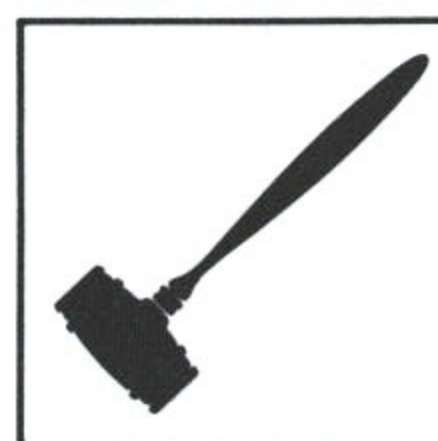
1. NAA member auctioneers must register themselves, family, and non-auctioneer business associates for the entire program, no partial registrations. **Under no circumstances will a non-member auctioneer be allowed to register for an NAA convention.**

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

3. On the other hand, non-auctioneer employees — clerks, cashiers, ringmen, secretaries, etc. — can attend NAA conventions only when they are accompanied by the NAA member employer.

4. **NAA spouses can attend seminars and convention without the NAA member,** but the spouse must pay the full convention registration cost.

Any questions about convention attendance should be directed to the NAA office.



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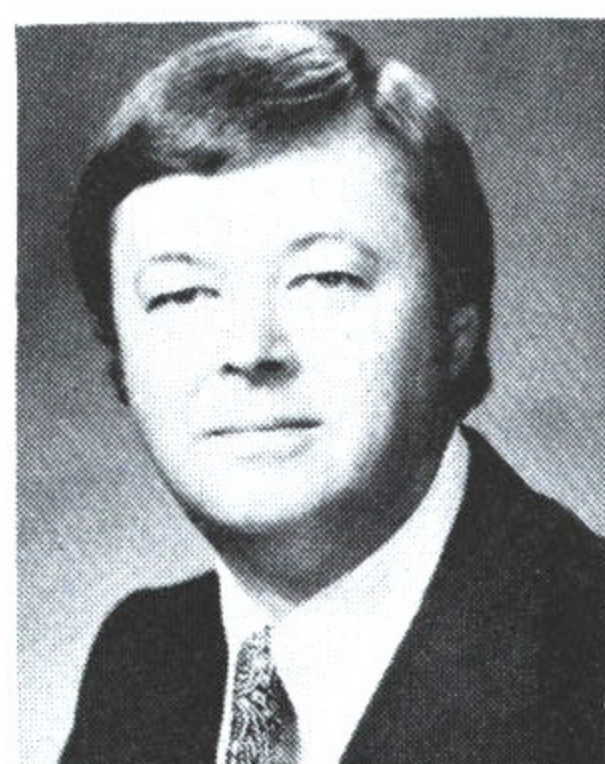
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No other school has the instructors that can give you the world's most advanced methods of auction training. Most of our instructors were trained by Col. Joe Reisch, and all are endorsed by Col. Reisch who has trained over 15,000 auctioneers.

### REMEMBER

• Small classes • Personal and individual attention • Comfortable environment along with actual selling assures you the auction training you need — AND YES, it can be accomplished in just one week.

### FIVE TERMS EACH YEAR

*Write for free catalog and how to get your ten-book, advanced auction library and pre-training free.*

**MASON CITY COLLEGE OF AUCTIONEERING, INC.**

P.O. Box 1463

Mason City, Iowa 50401

Phone: 515-423-7200



# Advertising contest awaits your entries

A total of eight categories is again available to NAA members entering auction advertising in the 1982 Advertising Contest in Atlanta. But remember, to enter Category H, "Auction Business Stationery", you're sending three "sets" of your stationery to the NAA office.

An entry into Category H must consist of a set of three items — one piece of your auction business letterhead, one of your auction business envelopes, and one of your auction business cards. **The letterhead and the card must both display the NAA emblem, or state that the auctioneer is an NAA member.** (The envelope is excluded from the "must display NAA emblem" rule.) To this set of three items — letterhead, card, envelope — attach the entry form that must accompany an entry into the contest. Also, you're sending in two more sets of these three items, as explained in contest rule #7. The NAA office must receive **3 full sets** of your auction business stationery to complete your entry into Category H.

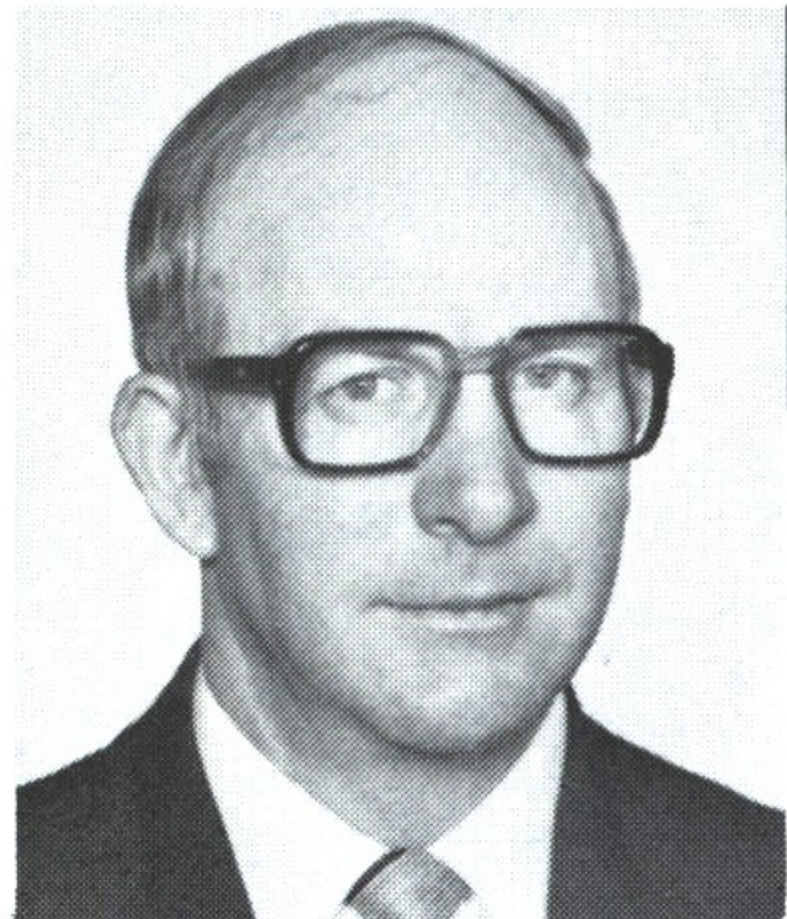
The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1982 Contest. Awards will be presented

at the Awards Festival of the 1982 NAA Convention, Friday, July 30.

To enter, photocopy or retype the entry form (one completed form for each contest entry, three samples per entry). The completed form will help the contest judges in identification and evaluation of your advertising.

## Advertising Contest Rules

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA office — *three copies of each entry* — by July 1, 1982.
3. Entries must be on the current year sales (July 1, 1981, through June 30, 1982).
4. Each member entering the contest must select an entry to be represented in any of the particular categories. Each entry must be labeled, or clearly marked, as to the category for which it is being entered, and three pieces of each entry must be submitted. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges, and additional advertising pieces will be maintained in the NAA office for reference only.)
5. Members of the Advertising Committee are not eligible to compete for an advertising contest award.
6. Previous year winners — those who won an



Col. Gordon E. Taylor  
Owner and President  
Full-time Auctioneer

## REISCH

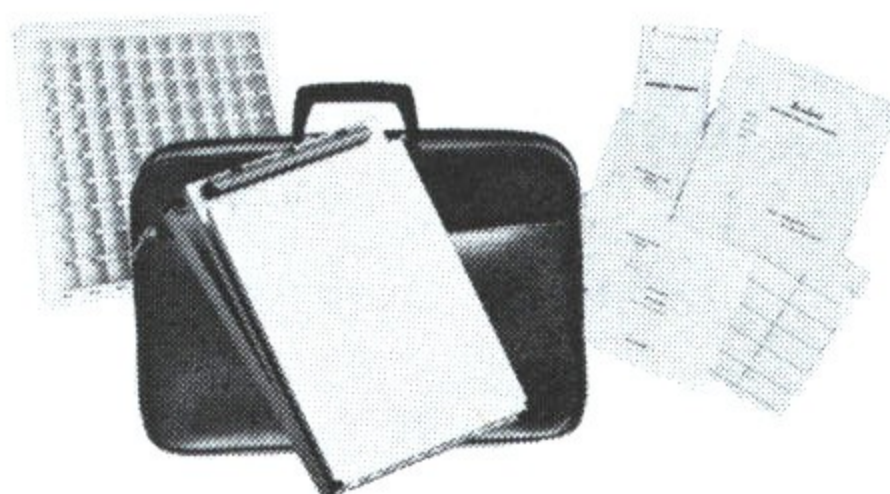
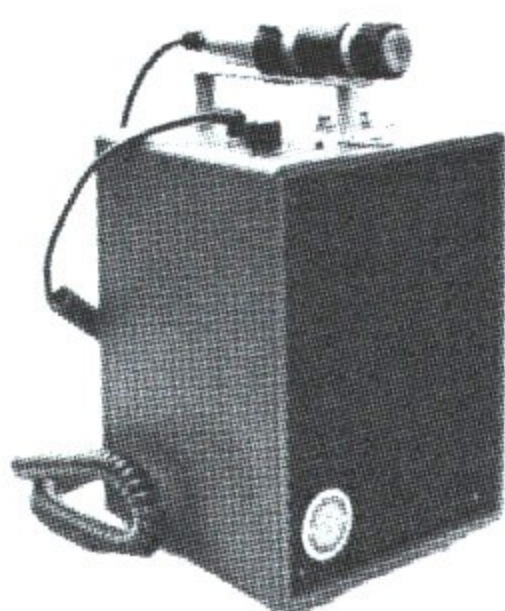
## WORLD WIDE COLLEGE OF AUCTIONEERING, INC.

Since 1933 Largest in the World  
Approved for VA  
**YOU can be an AUCTIONEER!**

**START YOUR NEW CAREER NOW  
AND MAKE BIG MONEY**

Attend 2 weeks intensive training in all phases of this respected and highly profitable profession, taught by 25 of the nation's leading professional auctioneers.

**FOR THE  
PROFESSIONAL  
AUCTIONEER  
Clerking Supplies  
Sound Systems  
WRITE FOR  
INFORMATION**



**OBTAIN OUR MODERN AUCTION LIBRARY WITH  
YOUR CHOICE OF TRAINING RECORD OR CAS-  
SETTE TAPE. FREE WHEN YOU ENROLL IN THE  
TERM OF YOUR CHOICE.**



Gordon E. Taylor, Member



**GRADUATES RECEIVE LIFETIME SCHOLARSHIP, DI-  
PLOMA & POST-GRADUATE ASSISTANCE. OUR "ON  
THE CAMPUS" HOUSING & DINING FACILITIES, CON-  
TRIBUTE GREATLY TO ENHANCE YOUR PROFESSIONAL  
TRAINING.**

**Please send me your FREE CATALOG.**

Col. Gordon E. Taylor  
Reisch World Wide College of Auctioneering, Inc.  
P.O. Box 949  
Mason City, Iowa 50401 Ph. (515) 423-5242 or 6396

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NA



award in 1981 — are not eligible to compete in the category in which they won in 1981, but they may enter any of the other categories.

7. Of the three samples submitted for each entry, one copy will be maintained in the NAA office; one copy will be maintained for judging; and the third copy will be displayed for viewing by the convention registrants, after the awards' recipients are announced.
8. Two, first place awards will be presented in each category; one for one-color ink on paper; and the second for multi-color ink on paper.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows.
  - a. Commercial and Industrial
  - b. Farm (an operating farm liquidation)
  - c. Real Estate
  - d. Antiques
  - e. "Specialty" (cataloged sale)
  - f. Consignment Sales with General Household and Estate Liquidation
  - g. Institution (auction firm promotion)
  - h. Auction Business Stationery (letterhead, plus envelope, and business card)

Remember, all NAA members are eligible to enter their advertising (three copies of one entry per category), but reference to the member's NAA affiliation must be displayed on the advertising piece (NAA emblem, or "John Doe, Member, National Auctioneers Association").

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA office by July 1, 1982. Be sure and have a completed entry form attached to the set of three examples for each entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.



## MOVE MERCHANDISE IN DALLAS, TEXAS

When you advertise in the Sunday, Dallas Times Herald, you reach more than 693,000 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 Debbie Dent, 1101 Pacific Avenue, Dallas, Texas 75202, 214/741-1515.

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

**Dallas Times Herald**

The newspaper Dallas can be proud of.

## ENTRY FORM

National Auctioneers Association  
1982 Advertising Contest  
NAA Annual Convention  
Atlanta, Georgia

Please type or print.

CONTEST CATEGORY \_\_\_\_\_  
(include letter and name of category)

SUBMITTED BY \_\_\_\_\_  
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE  
ADVERTISING \_\_\_\_\_

NUMBER PREPARED \_\_\_\_\_

NUMBER DISTRIBUTED \_\_\_\_\_

HOW DISTRIBUTED? \_\_\_\_\_

BRIEF DESCRIPTION OF SALE \_\_\_\_\_

**DEADLINE FOR ENTRIES: July 1, 1982**

Photocopy or retype this form; and send one completed form for each entry, three samples of the advertising per entry. Send all entries to:

**Advertising Contest  
National Auctioneers Association  
135 Lakewood Drive  
Lincoln, Nebraska 68510-2487**

You may have to sell one at auction someday — an electronic desk for high powered executives. Standard equipment includes: paper shredder, tape recorder, radio alarm clock, touch-tone phone/microphone/speaker, electric cigarette lighter, calculator, color TV, and more. That's just the standard model. Options include burglar alarms, wiretap detectors, and voice analyzers.

**AMERICAN BUSINESS**



Antiques ● Antiques ● Antiques ● Antiques ● FOR SALE!

## CONTAINER BUYERS ANTIQUES BONANZA

**Beat Inflation ● Buy Direct From England**

Every item shipped is ready for immediate sale upon delivery in U.S.A. **WE DO NOT SHIP UNSALEABLE OR BROKEN ITEMS. Satisfaction Guaranteed.**

**SAVE TIME; EXPENSIVE HOTEL BILLS; AIR FARES; PACKING CHARGES. OUR SHIPMENTS ARE EXPERTLY PACKED FREE OF CHARGE, saving at Least \$600 per Container Load.**

Please select your shipment Requirements from **inventory below**. All these items can be included in your container 20 ft. or 40 ft. containers: Guaranteed: 200 to 250 items per load.

Please check in boxes below the type of merchandise you would like to receive with preference in your Antiques Shipment.

**Rolls Royce Vintage Cars available by order**

Roll Top Desks	<input type="checkbox"/>	Bowl & Pitchers	<input type="checkbox"/>	Windsor Chairs	<input type="checkbox"/>	Biscuit Barrels	<input type="checkbox"/>
Organs	<input type="checkbox"/>	Whicker Furniture	<input type="checkbox"/>	Draw Leaf Tables	<input type="checkbox"/>	Dressing Tables	<input type="checkbox"/>
Parlour Set	<input type="checkbox"/>	Smokers Stands	<input type="checkbox"/>	Cast Iron Items	<input type="checkbox"/>	Inlaid Furniture	<input type="checkbox"/>
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"/>
Eterges	<input type="checkbox"/>	Flo Blue	<input type="checkbox"/>	Washstands	<input type="checkbox"/>	Piano Stools	<input type="checkbox"/>
Bamboo Furniture	<input type="checkbox"/>	Minton China	<input type="checkbox"/>	Fire Places	<input type="checkbox"/>	Swords	<input type="checkbox"/>
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"/>
Carriage Clocks	<input type="checkbox"/>	Paintings	<input type="checkbox"/>	Captains Chairs	<input type="checkbox"/>	Tapestries	<input type="checkbox"/>
Curio Cabinet	<input type="checkbox"/>	Sets of Chairs	<input type="checkbox"/>	Bookcases	<input type="checkbox"/>	High Boys	<input type="checkbox"/>
Player Pianos	<input type="checkbox"/>	Brassware	<input type="checkbox"/>	Pub Furniture	<input type="checkbox"/>	Oriental Items	<input type="checkbox"/>
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"/>		



**OUR WAREHOUSE**

Could you handle a 40 ft. container every 1 Month ☐ 2 Months ☐ 3 Months ☐

What is the population of your area? .....

Do you sell Retail/Wholesale/Auction? .....

- ★ **Our prices** are quoted for 40 ft. high cube containers
- ★ **Economy** graded shipment **\$9,000: Better economy** grade **\$12,000**
- ★ **Auctioneers Wholesale Graded Shipment** \$15,000
- ★ **Fine Quality Graded Shipment** \$20,000

**Leslie Swainbank Antiques Inc.**

Head Office -

34 Church Rd, Roby, Nr. Liverpool, L36 9TP, Lancashire, England

Telephone 051-489 1142

**World Wide Antique Exporters**

*Lowest  
Possible  
Prices?*

*Oak Items  
Our  
Speciality!*

Please write for a catalogue or telephone for immediate delivery: 22 days door to door service.



# How's your business image?

**By Brent Voorheis, president  
Missouri State Auctioneers Association  
Harrisburg, Missouri**

*(The following article is an adaptation of an audio-visual presentation, given by Mr. Voorheis at the MSAA fall convention.)*

Well-known? Professional? Effective? Honest? Community-Minded? Is one or more of those your auction company's image?

**IMAGE** — the way a firm is perceived by its public plays a critical role in the overall success of a business. To project a quality image, it is imperative to have an effective visual communications program. Visual communication can be defined as everything you say, everything you do.

A few years ago, auctioneers weren't as concerned with image as they are today. Auctions were conducted mostly by small companies, dealing with local buyers and sellers. Today, auctioneers are business men and women dealing with other professional people. Increasing technology, competition from other marketing methods and consumer awareness now require auctioneers to present their desired public image more effectively and professionally.

Image (the sum total of impressions that are formed about an individual or company) plays a critical role in the success of a business. In a service industry, like auctioneering, image and reputation are especially important. What the community and potential clients think about your organization and its services determines, to a great extent, the confidence they have in your professionalism, the quality of your services, your ability to perform and the integrity of your company. Image is multifaceted and often quite difficult to control. Each auctioneer and auction company sends out thousands of impressions daily through phone calls, staff, advertisements, signs, equipment and everything said and done. These impressions determine the overall image of your company and its services.

One area that is entirely within the control of any auction company, whether large or small, is how it visually presents itself to its public.

Company name

Office appearance

Stationery, business forms, business cards, etc.

Brochures

Advertising

Staff's appearance

To better understand the critical role visual communications play in the overall image of a company, think of the McDonalds restaurant chain. Visually, we see the red and yellow signs with the golden arches. We see good products, always well-advertised and displayed, well dressed personnel, and an overall image of quality throughout. IBM, RCA, KODAK, TWA, the list of "positive" image companies is almost endless. But, each company has carved

out an identity and personality for themselves.

I believe the auction business is no different from any of the other businesses, and each firm has the opportunity to improve its visual identification program. You can use the following guidelines to evaluate your company's present image, then decide whether to embark on a new visual communications program.

1. **WHAT IS THE OVERALL APPEARANCE OF YOUR COMMUNICATION?** Find out by gathering letterheads, envelopes, invoices, auction bills, brochures, signs, and all other forms that carry your identification. Look at all of them together. Do they project confusion or consistency?
2. **DO THE MATERIALS HAVE A LOOK OF QUALITY?** Are they an appropriate expression of your desired image?
3. **ARE YOUR COMMUNICATIONS DISTINCTIVE?** This is critical, because no two auction companies are alike. Your image and message should be unique, so potential clients remember, and do not confuse you with your competitors.
4. **ARE YOU SATISFIED WITH THE DESIGN OF YOUR NAME ON YOUR STATIONERY, BUSINESS FORMS, ETC?** Is your name presented in a consistent style? Is it legible? Is it appealing?
5. **DO YOU HAVE A LOGO?** If so, is it distinctive? Does it add to or distract from your name? Is your logo used consistently in all your communications?
6. **ARE YOU IDENTIFYING YOUR COMPANY WITH A SPECIFIC COLOR?** What colors come into mind when you mention Coca Cola? Or in real estate, what colors are Century 21 signs? What color comes to mind when I mention John Deere or International Harvester? Color does have impact.
7. **HOW WELL DOES YOUR STAFF DRESS?** While personal appearance is largely an individual matter, and sometimes delicate, more and more companies are establishing dress guidelines, because they can recognize that their personnel's appearance can greatly influence the overall image of the business. Also, the same principle applies to the company cars. One guideline I believe applies to auctioneers, is call on a client dressed like any other businessperson in your area. At an auction, I like to be dressed as well as anyone else in attendance, however, don't go overboard.

Many auction companies are presently using the many different aspects of visual communications to build identity. If an auction company plans to grow, auctioneers must consider the firm's image. **AND IMAGE DOES INFLUENCE GROWTH.**

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## Wanted: Qualified Auctioneers

*as NAA members. Support your Association and profession by sponsoring a new NAA member.*

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# NEXT MONTH

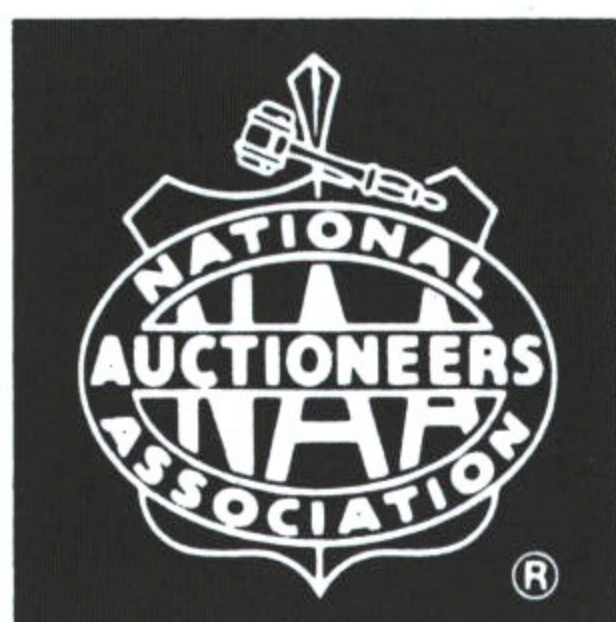
## National Auctioneers Week to promote your auction services

NAA members across the nation will “get the word out” during National Auctioneers Week, April 4-10. The auction method is alive and well in today’s slow economy; NAA members are backed by a professional association; and auctioneers in almost every state are organized for common purpose.

To assist your promotional efforts, the January and February AUCTIONEER magazines offered radio commercials, TV appearance tips, The Proclamation, and other promotional ideas. This AUCTIONEER issue highlights an important, easy-to-use promotional item — the National Auctioneers Week news release.

### Display the NAA emblem

These NAA emblem reproductions can be used by your printer, to display your NAA membership on sale brochures, business cards, business stationery, and in auction advertising.



## Send news release to local publications, broadcast media

This year’s National Auctioneers Week news release points out specific benefits of the auction method, especially in today’s economy. So that the news release will have every chance of getting published or mentioned on the air, please follow this procedure.

- 1) Retype the news release on your business letterhead, and **be sure to double space.**
- 2) Insert your name at the end, for the person to contact.
- 3) Send a copy of the news release to all local publications, radio and television stations.
- 4) If you know the editor or broadcast news director, mail the release addressed to him/her personally. If you do not have a name, use “business editor”, or “news editor”, and “news director” at a radio or TV station.

The news release should be mailed in advance so that it can be published immediately before or during National Auctioneers Week, April 4-10.

### FOR IMMEDIATE RELEASE

**SUMMARY: Auction method sells all, other benefits cited**

Despite today’s recessionary economy, one marketing method reliably converts almost anything into cash. The auction method continues to be “discovered”, as businesses explore “alternative”, more profitable marketing strategies, according to the National Auctioneers Association (NAA).

The increased use of the auction method will be emphasized by member auctioneers, during the NAA sponsored, National Auctioneers Week, April 4-10.

If you have something to sell, an auction can produce cash results in a very short time period. Other benefits are equally important.

Auctions move great quantities (and varieties) of merchandise in a matter of hours. Plus, the seller names the day and time for the auction sale. Auctions definitely force buyers to make “on the spot” purchasing decisions.

Many court administrators, and estate executors prefer the auction method as a truly “public” sale. Because they are immediate, “arm’s length” transactions, auctions are the best means of establishing actual market value.

“An auction serves both buyer and seller,” explains NAA president Howard Buckles, Keosauqua, Iowa. “Also, millions of dollars are raised every year



through benefit auctions, for charities and communities throughout the nation.”

The National Auctioneers Association has promoted the auction method of selling since 1949. The Association represents 6,800 member auctioneers across the country, Canada and other foreign countries. Only NAA members are eligible for a professional designation, CAI awarded by the Certified Auctioneers Institute, Bloomington, Indiana.

FOR MORE INFORMATION contact NAA member auctioneer\_\_\_\_\_ .  
(your name)

“Each of us, bring in one new member.”

In the center section of this AUCTIONEER is a new member referral card which makes it very easy for you to sponsor a new NAA member. Simply fill out the card with the prospective member’s name and address, sign the card as the new member’s sponsor, and return it to the NAA office. An “Invitation to Join” kit will be sent to the prospective NAA member, with an application listing you as the NAA sponsor.

This year, honor National Auctioneers Week by bringing in a new NAA member. With the member

referral card in this AUCTIONEER, sponsorship has probably never been so convenient.

Make The Week good for business

National Auctioneers Week is an excellent reason to promote your auction service and your professionalism. Therefore, take full advantage of a week devoted to recognizing the value of the auction method and its auctioneers. Begin planning now for a successful promotion of Your Week, April 4-10.

Article by Gary Carmichael  
NAA director of association services

**REPPERT SCHOOL OF AUCTIONEERING, INC.**  
Box 189  
Decatur, Indiana 46733  
Tuition \$400 for 3-Week Term — also Home Study  
Next 2 Terms:  
July 26-August 13, 1982  
November 29-December 17, 1982  
Founded in 1921  
Write or call for more information  
219-724-3804 AC 0033



Government officials to proclaim The Week

Your state governor, city mayor, and/or county officials will honor your request for a proclamation of National Auctioneers Week. Below is a draft of the final proclamation which will be prepared for you by the signer’s office.

**NATIONAL AUCTIONEERS WEEK**  
**April 4-10, 1982**

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

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

Therefore, as (insert title — State Governor, Mayor, City Manager, Selectman, City or County Commissioner, etc.) I hereby proclaim the week of April 4-10, 1982, as National Auctioneers Week in (name of state, city, town, etc.).

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

(Official Seal)

.....  
(Signature)



# 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 Sale 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 Tucson, Arizona and Newport Beach, California.

## 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*

*My first series of auctions resulted in my selling 3 out of 4 properties offered, for a sales price totalling \$310,000. What is even further exciting is that I placed an additional \$582,000 into escrow from my regularly listed real estate, as a result of the contacts that I made from the auctions.*

*Let these results be testimonial to the incredible success of the auction technique and the course you taught me in Las Vegas.*

*G. Artoux, Realtor Associate  
Malibu, 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.*

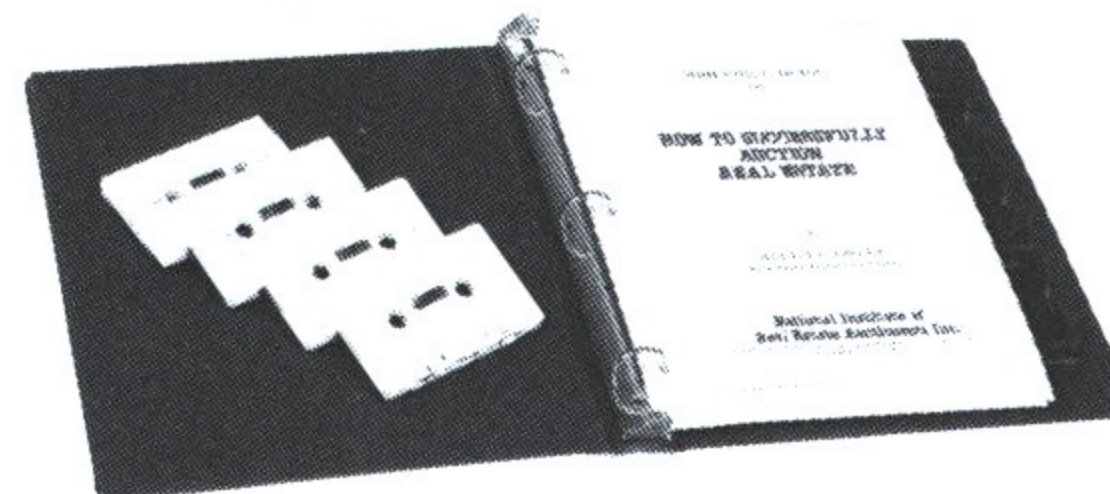
*I was simply amazed as I watched the auction magic unfold. I followed the contents of your course to the letter, and they became words of gold, now proven again.*

*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...



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.

☐ MasterCard ☐ 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



# Association editors, reprint this ad

State Auctioneers Associations are encouraged to reprint the NAA membership advertisement below. The printer of your state association newsletter or magazine can photo the ad and reduce it to fit your publication. If your printer cannot "pick up" the ad from THE AUCTIONEER, please request camera ready art from the NAA office.

## Member?

This year, take advantage of all your NAA benefits — seminars, annual convention, National Auctioneers Week, Certified Auctioneers Institute, and more.



## Non-Member?

On your auction business letterhead, write for a free "Invitation to Join" kit. You'll discover that NAA membership benefits mean business.

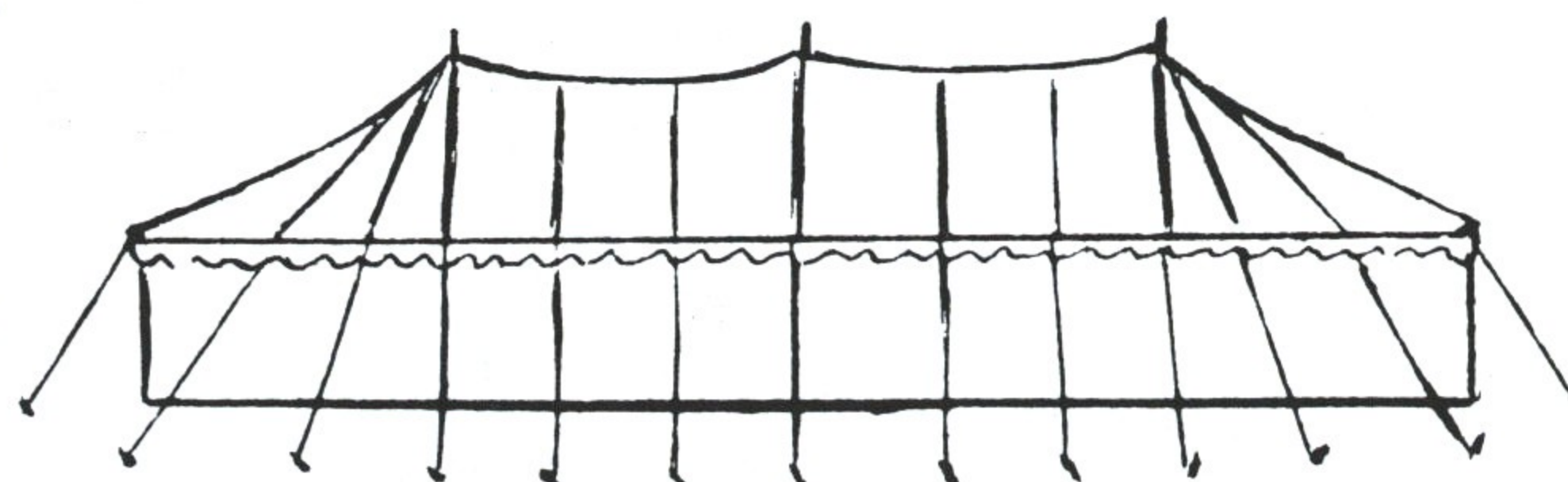
Since 1949, dedicated  
to the success of its  
member auctioneers.

### National Auctioneers Association

135 Lakewood Drive  
Lincoln, Nebraska 68510-2487  
Phone 402-489-9356

Put a task to yourself. Just once this year recruit a fellow auctioneer to become an NAA member. You will be doing that auctioneer a professional favor, and you will be helping the NAA grow and prosper. We should all be proud to see our nationwide organization growing from year to year, but the NAA counts on us to secure that growth.

**B. G. Coats**



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# Mail, telephone, and reserve bids — some suggestions

By Harvey C. Lambright, CAI  
NAA Director

Often the auctioneer is asked by the public as well as by new auctioneers, "How do you handle mail and telephone bids successfully?" There are several ways in which to handle these kinds of bids.

I tell an inquirer that I will let the people present at the auction start the item, and go as far as the bidding will go. Many times the bidding will erase the telephone bid. If not, then we will bid for the phone bidder in the same increments as the bidding is going, until he/she will either win or lose the bidding.

## **Danger points in accepting mail or telephone bids**

How do you as an auctioneer handle the question when a bidder in your audience challenges you as to *who* is bidding by phone or mail?

Do you then announce that you have a mail or telephone bid? Do you announce at the beginning of the auction that you have a mail or telephone bid? The danger in announcing at the beginning of an auction that you have some mail or telephone bids includes the following concerns.

a) Some people want to know on what items you have outside bids, and also what the bids are. If you are kind enough to tell them, they may leave immediately, and others doubt that you have the bids, saying that's just a way for the owner to put a reserve on those items.

b) Other danger points in using mail or telephone bids is that people may say, "No need to go to those auctioneers' auctions as they use fictitious bids." Others will use you to do their buying for them. This can reduce your audience, and many times, if those bidders were present at your auction, no doubt they would bid on other items as well as the item they came for. This may reduce the outcome of the total auction.

## **Ways to handle mail or telephone bidding**

You may want to start the bidding at the mail or telephone bid. Then, if anyone raises the bid, it will be gone. However, your mail and telephone bids may be short lived in using this method.

Here are two successful methods that we use.

1) When we receive a mail or telephone bid, we fill out a 3" x 5" index card with the bidder's name and address, telephone number, the item, and the bid. I will carry the card in my coat pocket and we do the bidding for the caller. Should we get challenged, we will then show the challenger the card, and give that auction bidder the opportunity to call the absentee bidder, should the challenger not be satisfied with the answer.

2) The best method I like to use is to give that

NAA director Harvey Lambright returned to the NAA Board of Directors as immediate past president in 1979. As a businessman, he is president of the firm Lewis & Lambright, LaGrange, Indiana. Mrs. Pat Lambright assists in office management of the company which conducts a variety of auctions, primarily real estate and antiques.



3" x 5" card to someone that I know well in the audience and tell him to do the bidding for our mail or telephone bidder. This has been the most successful method for us.

## **Some additional problems in mail and telephone bids**

Where does your fiduciary obligation as an auctioneer lay — to the bidder or to the owner of the auction? Can you properly serve two people?

Let's say you have a mail or telephone bid of \$100 on an item, and the bids stop at \$50. Should you, as an auctioneer take the item to \$100 or leave

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the bid stand at \$50. There are auctioneers who will tell you that your obligations are to the seller. Others will maintain that your obligations are with the telephone or mail bid. This has been discussed many times, and that is still a question for me and many long-time auctioneers, as well as the new auctioneers coming into the profession.

Another problem is, let's say, you the auctioneer deciding to take an item to \$100, and the buyer later decides that the item really wasn't what he thought it was, and decides not to purchase the item. This is another ball game in itself.

Also, how should you handle the bidding on the \$100 item when the bidding stops at \$100, but a bidder in the audience holds the bid for that item at \$100. Should you let the man in the audience have it, or should you break the rhythm of the bidding in order to get into the sequence and get on it at \$100? Many of you experienced auctioneers realize when you get into higher money, the bidders do not like to have the bidding broken down on them.

Our method is that we never like to buy an item on the money. Many times we will ask the absentee bidder to give us leeway of at least one more bid, or advise that if a bidder in the audience is on at \$100, we will let the bidder present have the item.

### Reserve bids

Reserve bids have, without a doubt, plagued most auctioneers as to how best to handle reserves on items by an owner at his auction. There could

probably be a book written on just reserve bidding and how it should best be handled.

Many auctioneers feel there must be some sort of secret on reserve bids between him and his audience, which we feel can be very dangerous. We have tried different ways to handle reserve bids and we feel most comfortable with this procedure.

Announce at the beginning of the auction that there are reserve bids on a few items and then tell the audience when we get to one of those items, "This is one of the items that has a reserve bid on it." Always be sure to announce this item has a reserve bid on it before you start the bidding. It is not a requirement by law to do this.

As many of you know, the Uniform Commercial Code states that every item is put up with reserve unless otherwise stated "without reserve or absolute auction". But, many people feel that you must announce it at the opening of your auction or prior to selling an item if there is a reserve on it.

Many of you have had the same problem as we have. An owner will put a reserve price on an item, then change his mind if you get close to the reserve bid, and let you sell it. Many of you auctioneers agree, placing reserve bids on items does somewhat hurt the auction. But, again, I stress that the most successful way is to make the announcement at the beginning of the auction that there will be some reserve bids on a few items. Then, make the same announcement just prior to selling that item.

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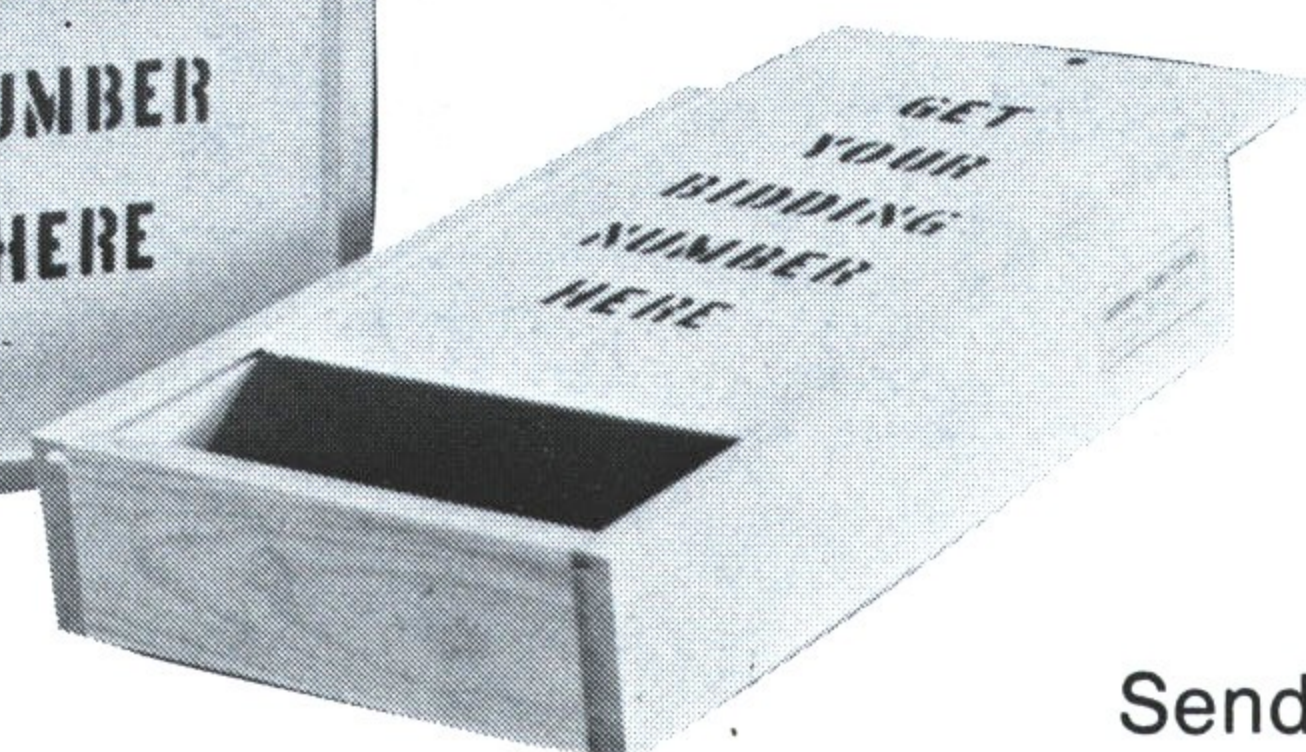
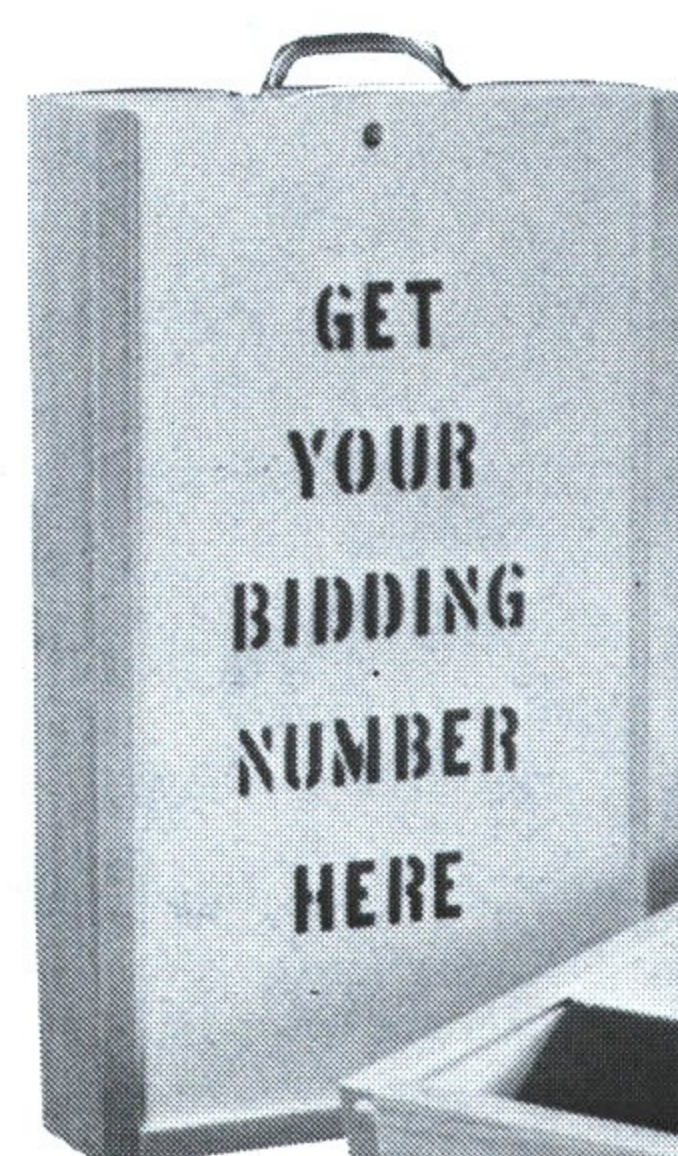
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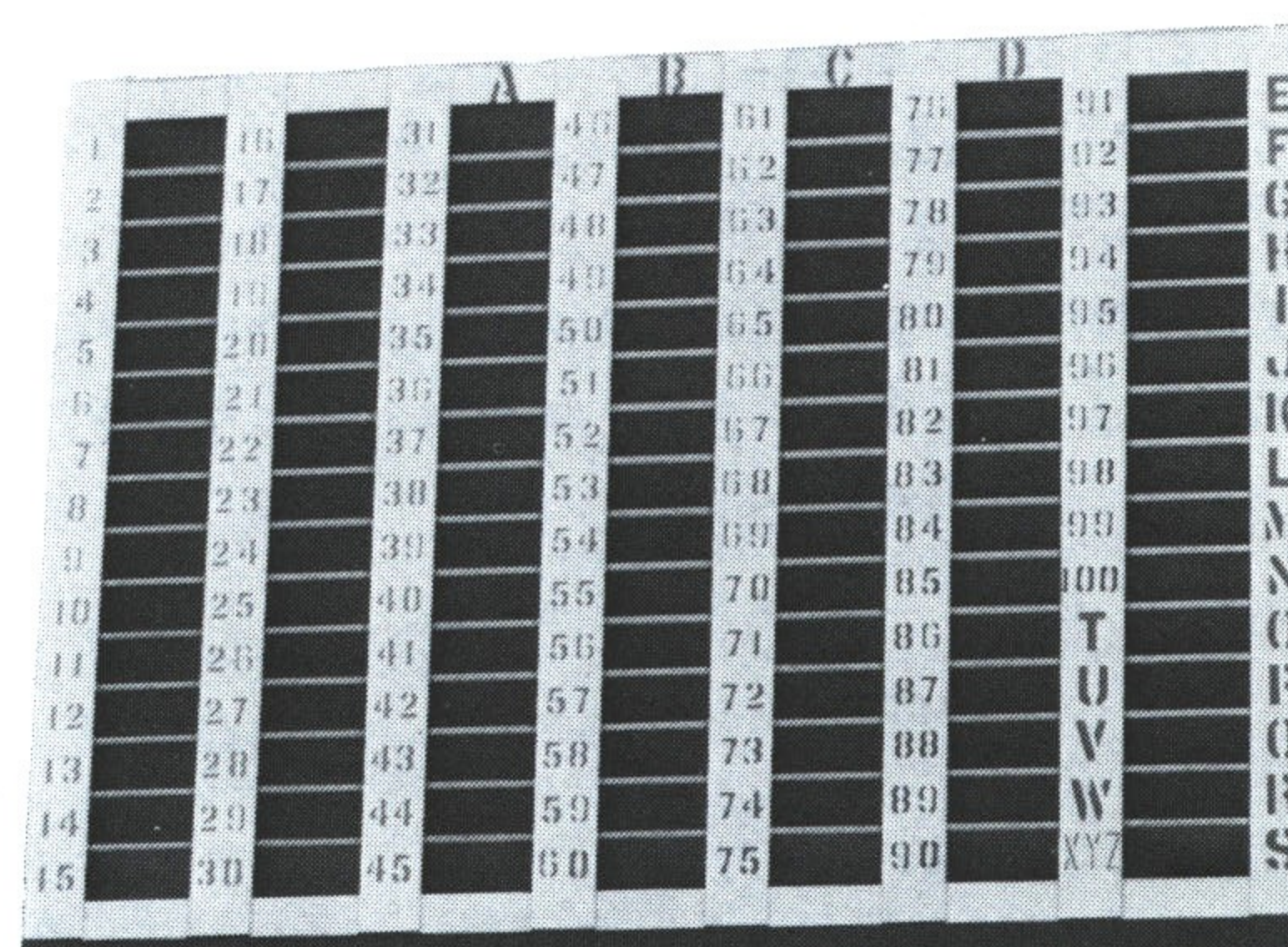
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# Now, our responsibilities are greater

By Sammy L. Ford, CAI  
NAA Director

Because of the present economic climate, we as auctioneers are possibly faced with the greatest responsibilities of our auction career. The general public, as well as the banker and the investor, is looking to the auctioneer for answers and alternatives. Even real estate brokers are beginning to look to the auction method with some degree of favor. Whereas, in the past they have looked upon an auction with a great degree of skepticism. In order for clients to continue placing their confidence and trust in us, we need to be able to respond in a positive manner toward the responsibility they have given us.

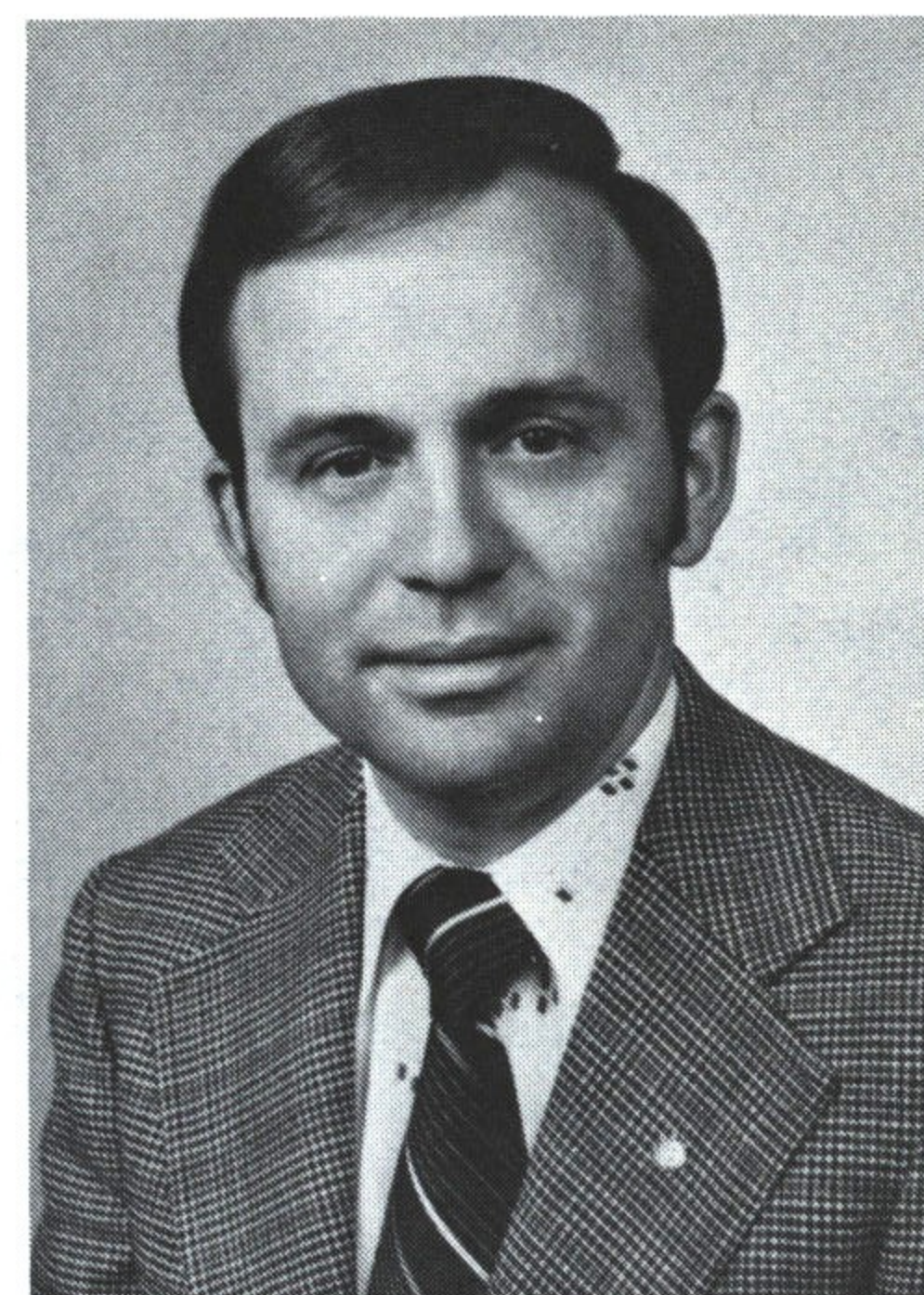
Here in southeast Kentucky we have a great number of farmers and small businessmen who are confronted with financial difficulty. It seems that about half of the people we talk to each day are facing some sort of financial setback. Quite frankly, it is not just happening to people who are considered "deadbeats". The sad truth is financial preplexity has reached those people who have a history of being hard workers, and through no fault of their own, are facing economic adversity through high interest rates, down markets, etc.

**To help and advise these clients through their economic misfortunes is certainly a great responsibility on the part of the auctioneer.** It is a responsibility that we shouldn't take lightly. In fact, it is my opinion we should go that extra mile with them. In order for us to do this, however, we must have a genuine concern for our clients and their need, then provide them with sound professional help. Notice that I use the word "professional". For we auctioneers to live up to our responsibility, we need to use every means available to increase our knowledge, in order that it will help us seek answers to clients' problems. Education and experience are the keys to solving problems. More than ever before, we need to take advantage now of the educational seminars and the CAI program offered to us.

As auctioneers we parallel with career public servants — such as elected officials — in that every move we make, we are under public scrutiny. We are always being second guessed or questioned, and many times simply taken for granted. These pressures sometimes add up to unrealistic expectation on the part of the public toward the auction profession. Especially now ours is an awesome responsibility to live up to, but we can do it, through good intention and professional, informed service to clients and customers.

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NAA director Sammy Ford was elected to the NAA Board in 1979. He is the general auctioneer for Ford Realty and Auction Co. Inc., Mount Vernon, Kentucky. The Ford auction firm conducts real estate, farm machinery, cattle, and personal property sales.



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## Auxiliary to the National Auctioneers Association

### Dear Auxiliary Members,

Now that we are well into "the cold temperature record breaking year of 1982", my sincere wish for you all is to plan for an extended vacation in the sunny South. Make your plans to come to Atlanta in July for the NAA Convention, and take advantage of The World's Fair in Knoxville, Tennessee. See the fair before or after Atlanta, if at all possible. I think we are fortunate to have it located so near the NAA Convention site.

Even though Atlanta posted records this past January for its coldest temperatures in a century, the host state associations are predicting and anticipating lovely weather during your stay in Atlanta. Many plans for the convention have been finalized, and it appears that this, too, will be another record breaking convention.

The Atlanta Hilton Hotel promises to be second to none. Many people have worked with anticipation, hoping to make your visit to Atlanta a memorable occasion. There is always much work to be done if a job is worth doing, and this year's convention preparation is no exception. Thank you to all who have been a part of this great venture.

May I remind you to make your plans and reservations now. Then in July, count the children, secure the house, buy plane tickets or fill the gas tanks, and take to the super highways to our beautiful Southland. (But Y'all don't forget to stop by the bank.)

Looking forward to seeing you in Atlanta, take care, and have a safe trip.

**Lila Moody, director  
and Auxiliary Chairwoman, 1982 Convention  
Auxiliary to the NAA  
Darlington, South Carolina**

### Dear Auxiliary Members,

Hello from New York state. Our winter has been cold and stormy, but we are looking forward to spring and a busy auction season. To those who attended the Real Estate seminar in Tampa, Florida, don't you agree it was worth the effort? We received well planned topics from highly qualified speakers, and what beautiful weather!

Selling real estate at auction is slowly being accepted in our area, but we feel it is a matter of educating the financial institutions, buyers, sellers and the auctioneers.

Wishing to learn more about new methods of marketing real estate, my husband and I attended the

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NAA's Tampa Seminar. It also gave us an opportunity to exchange ideas with fellow auctioneers, make new friends, and renew old friendships. Many of us extended our vacation to attend a real estate auction in Lakeland, Florida, conducted by NAA past president Marty Higgenbotham.

I feel that all auctioneers who are interested in improving their profession should take advantage of the seminars offered by our Association. I am a new member on the Board of Directors of the Auxiliary to the NAA, and I feel honored to serve in this capacity. The Auxiliary is an energetic and friendly group, eager to assist their partners or spouses in the auction profession. If you are not a member of the Auxiliary we invite you to join with us.

**Mrs. Fran Smith, director  
Auxiliary to the NAA  
Silver Creek, New York**



# Livestock at Auction

## "Charting Future" of livestock industry's prospects to be Congress '82 theme

Kansas City, Missouri — Livestock Marketing Congress '82 will look past today's gloomy economic headlines when it studies "Charting The Future: Longer-Term Prospects for North America's Livestock Industry".

The theme for Congress '82 was jointly announced by Institute Chairman Glen Allen and Congress '82 General Chairman Charles E. Leask. Regina, Saskatchewan, will be the site of Congress '82, to be held June 16-18.

"No one with an interest in the livestock industry can deny that these are rough times," Allen said. "But in facing that reality, we also must recognize

the potential opportunities available to those who can weather the current economic storms. That's what we'll be looking at during Congress '82."

Allen pointed out that the Institute annually surveys its more than 900 Trustees for their ideas on Congress themes. This year's survey showed an "underlying concern that went beyond today's headlines of low prices and competition for the industry from other protein sources.

"What the Trustees indicated was an intense interest and concern about some of the most basic elements of the livestock industry's future — who will be left? What kind of customers will we be facing? Can we produce the products they want? How can we best market our products?"

Allen said Congress '82 will also look at the "secular changes the industry is facing that go beyond mere cattle cycles."

He defined these changes as "fundamental shifts in our society that could have a long-term impact on the livestock economy, such as concerns about diet and health; the importance of fitness and consumer attitudes about red meat, and permanently higher production costs."

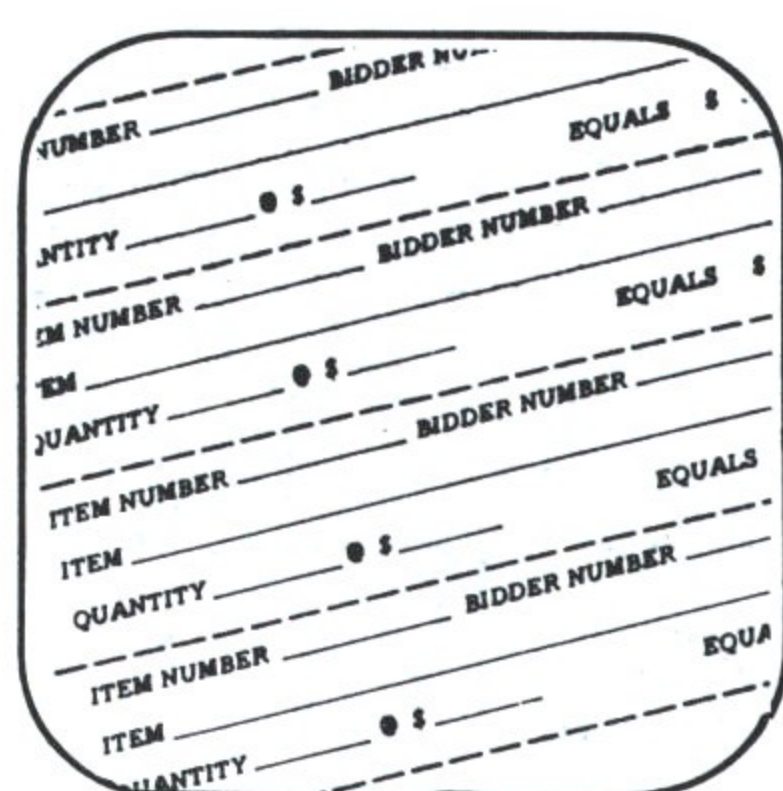
Leask pointed out that while it would be easy for the livestock industry to simply blame its current woes on the cattle cycle, the general economy, interest rates and many other factors, Congress '82 won't do that.

"Our approach will be to get as accurate a picture as we can of future conditions confronting the



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**LMA'S 1982 OFFICERS** — The 1982 officers of Livestock Marketing Association, Kansas City, Missouri, were installed at LMA's recent annual meeting in Las Vegas, Nevada, President is NAA member Franck D. Diercks, Gordon, Nebraska, seated at center; the other officers are, standing from left, Ralph Swords, Hopkinsville, Kentucky, second vice president; Earl Britton, Butte, Montana, treasurer; John E. Hawkins, Monticello, Florida, first vice president; and James E. "Ed" Frost, Springfield, Missouri, secretary.



industry, and then determine how we fit into them — how we can best manage our strengths, and minimize our weaknesses."

Congress planners will, "as always strive to get absolutely the most qualified speakers in North America to help us carry out our theme discussion," Leask said.

A combination of speakers, panelists, an audiovisual presentation and ample opportunity for audience participation will continue the Congress tradition of using numerous communication techniques to explore a subject, he said.

This will be the 13th Congress conducted by the Institute, Leask noted, "and past Congress participants can testify that their views and questions for the speakers are actively solicited".

**The Congress is open to anyone with an interest in the livestock economy.** Further registration information can be obtained by contacting the Institute, 301 E. Armour, Kansas City, Missouri 64111, telephone (816) 531-2235.

The Institute is a non-profit, non-political organization working to promote the advancement of marketing and merchandising within the livestock industry. Its Trustees are leaders from all segments of the livestock and meat industry.

### LMA annual meeting hears '82 price forecast

Las Vegas, Nevada — Nine veteran livestock marketing businessmen went on the record in January with cattle price projections for 1982.

They were participating in a panel discussion during the annual meeting of Livestock Marketing Association, Kansas City, Missouri, and represent LMA's subscriber service regions in the U.S. and Canada.

The panelists were asked to **forecast prices on October 1, 1982** for three classes of cattle: 400-pound calves, 700-pound yearling steers, and fat cattle.

Taking part were eight LMA directors; and W. D. "Doug" McDonell, Toronto, Ontario, substituted for Director Lex Rutherford, Toronto, who represents eastern Canada.

Their predictions are all expressed in dollars per hundredweight. McDonell and Leask figures are in Canadian currency.

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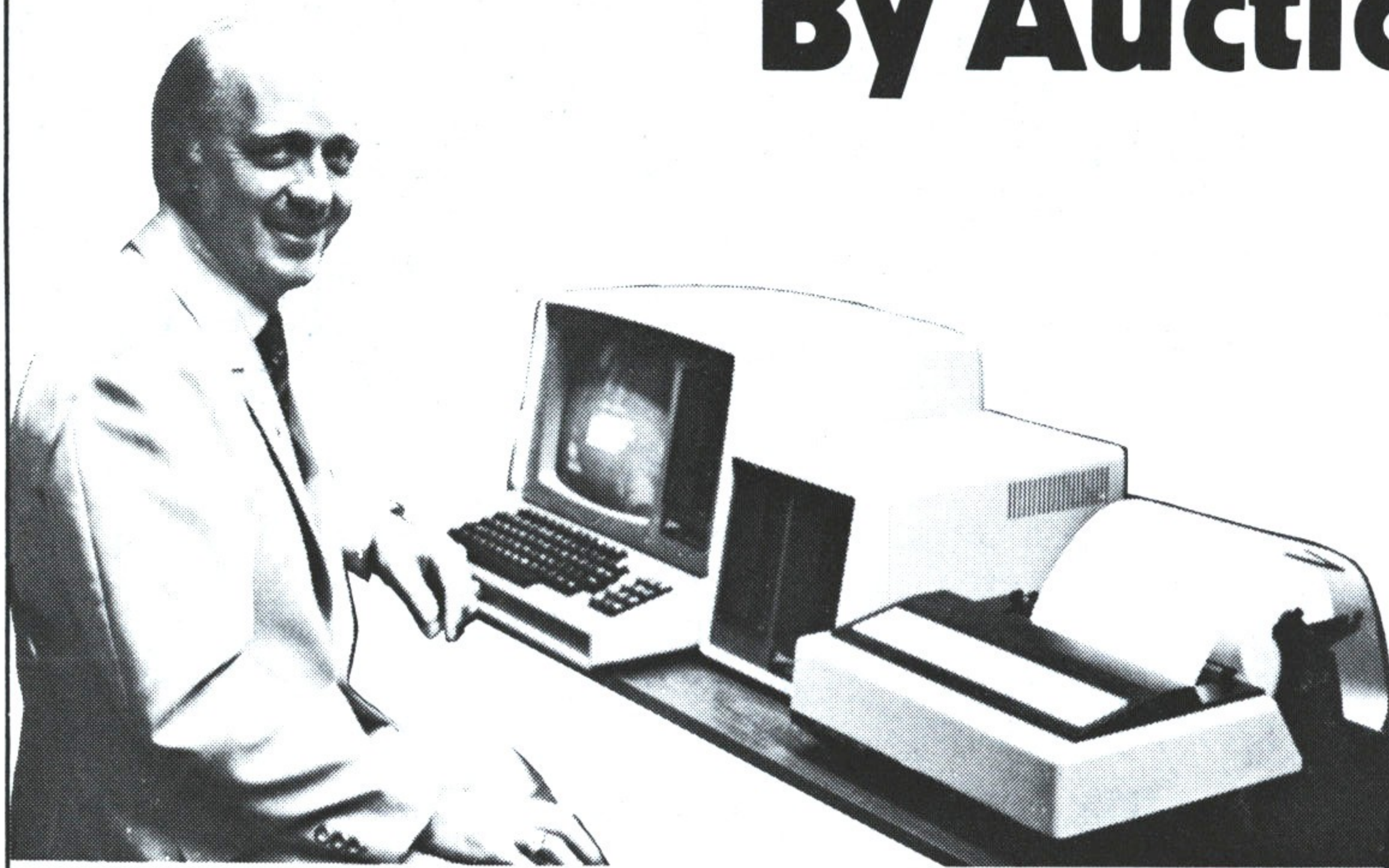
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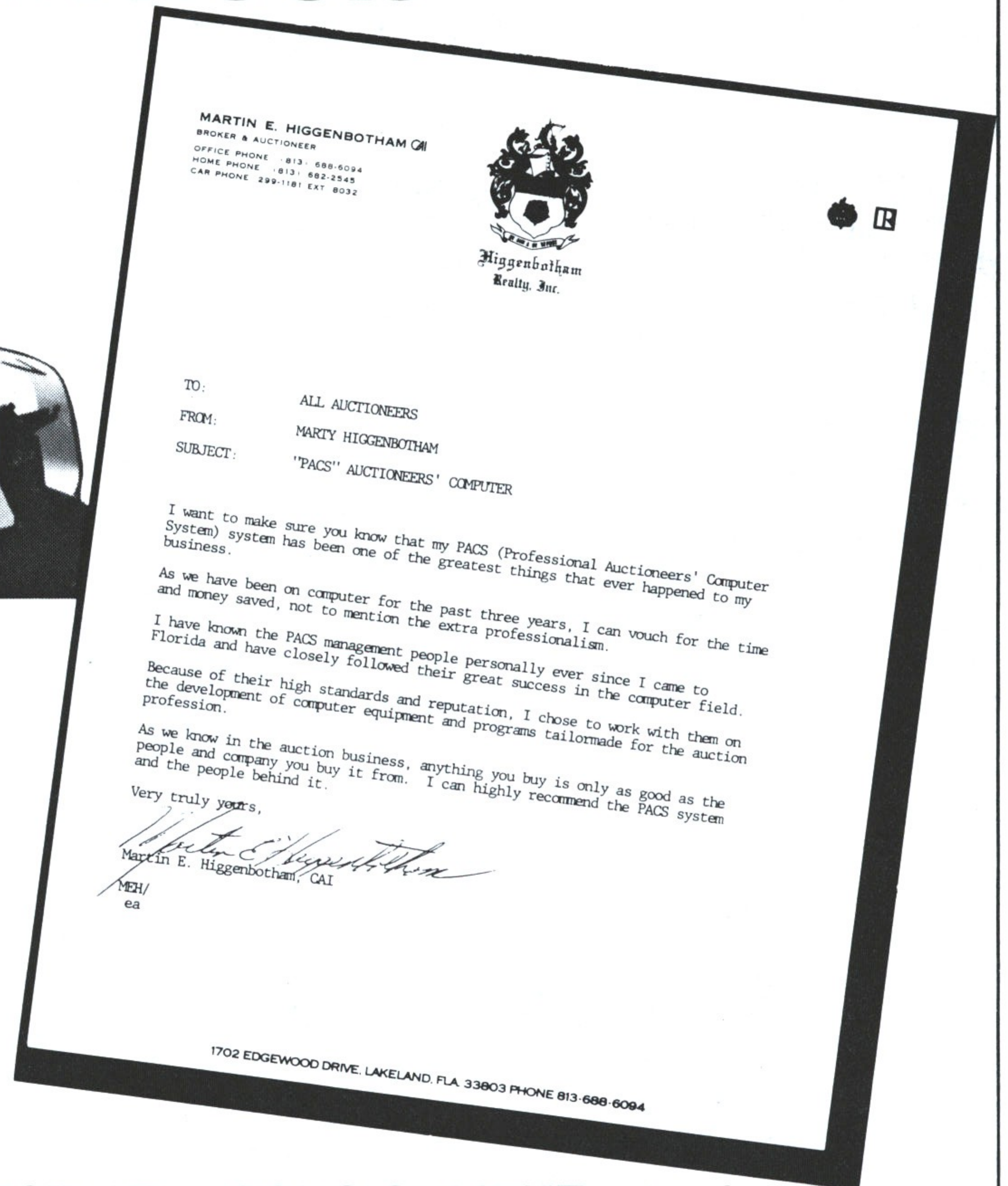


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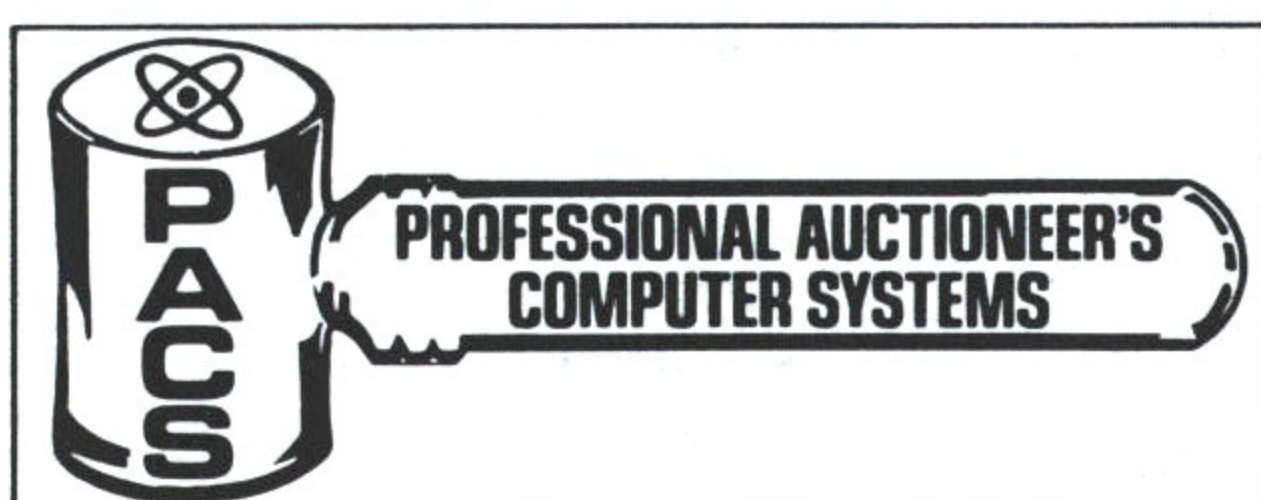
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# Antiques at Auction

## Top ten investments

What to collect nowadays? Here are the top ten collector investments according to David Redden, vice president of Sotheby Parke Bernet's York Avenue Galleries in New York.

- 1) American 19th-c furniture
- 2) American 19th and 20th-c paintings
- 3) American folk art — both antique and contemporary
- 4) Vintage clothing
- 5) English 18th and 19th-c ceramics
- 6) English 19th-c. furniture
- 7) Japanese prints
- 8) Chinese and Japanese 19th-c. works of art
- 9) British and American 19th-c. silver
- 10) First-edition books of famous authors

On collecting, Mr. Redden explains that although

you may be too late to discover a Tiffany lamp or a Chippendale highboy, there are new fields for collecting that are opening up all the time. "The sure way of spotting something that will appreciate in value," suggests Redden, "is to look for items whose reproductions are more expensive than the originals."

**GAVEL TALK**

## TV commercials made to order

*(Each year, more auctioneers are utilizing broadcast media to advertise auctions. With that in mind, the following article is a brief explanation of how a television commercial is produced. The information was provided by WHSV-TV, Harrisonburg, Virginia, and distributed at the January convention of the Virginia Auctioneers Association.)*

As you watch a commercial on television, have you ever wondered just how that commercial came to be, and what was involved when it was made? At Channel 3, WHSV-TV in Harrisonburg, Virginia, every commercial produced follows a similar pattern.

When a client decides to advertise on TV, a process begins which repeats itself many times weekly. A sales representative calls on the client and gets the basic idea of what the client wishes to advertise. Once the commercial has been booked into the production schedule, the copywriter begins to work on ideas for the commercial. The sales rep and production crew are consulted about various aspects of the commercial, and the final copy is put on paper. The copy is then presented to the client for approval. Once approval is given, production begins.

**Commercials can be divided into three categories: slide, studio, and E. F. P. — electronic field production.** With a slide "spot", the company photographer goes on location and shoots the slides, which are then sent to the processor to be developed. In the meantime, audio is cut by the station announcer, and time is scheduled for the commercial to go to the studio for final production. When all the components are ready, final production begins. Slides are assembled in correct order and matched with audio cut previously. The procedure involves a director, audio person, and camera person. The final product is now ready for broadcast.

With a studio commercial, props and/or talent are brought to the TV station, and the spot is produced entirely in-house. Audio and video are matched together, and the final product is usually ready the same day. Very often, special lighting is required for props, as well as setting up a pleasing background, in order to present the product in the best light. The crew involved usually consists of a director, audio person and sometimes two camera people.

With an E.F.P. commercial, a photographer

**Continued page 62**

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## Real Estate at Auction

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### Succeeding in today's market, Tampa instructors interviewed

*The real estate market is in a slump, and the nation is in a recession. How real estate auctioneers can succeed under these conditions is one of the four interview questions asked of all instructors at the January, NAA Real Estate at Auction Seminar in Tampa, Florida. The following interviews also cover: best sources of financing; where to find clients and customers in the near future; plus explanation of the cooperation between auctioneers, and auctioneer and broker.*

## "In today's recessionary economy, how can auctioneers cope with the situation in the real estate market?"

**John Dixon, multi-property auctions:** The way that we (Hudson and Marshall, Inc.) have found to best cope with the present economic situation is to concentrate our efforts on selling for lenders. One thing you typically have available to you when are selling for a lender is financing.

Financing is generally not available when selling for an individual developer or an individual landowner during recessionary times. They don't have the confidence they need to be willing to sell their property on a long term basis during a recession. We concentrate our efforts on talking to lenders and helping them sell property.

**Douglas Clemens, condominium auction sales:** Good real estate is still selling very well. However, the auctioneer must take a hard look at market con-



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ditions for each type of real estate, and advise his client accordingly. Certain clients should be informed of a downward trend, while other clients will witness a continuing strong demand, depending on the type of real estate owned.

**Hugh B. Miller, residential real estate auctions:** I feel that today, with the economy as it is, especially with residential real estate at public auction, no longer can an auctioneer assume that the general public can arrange their own financing of residential real estate. I think that a professional auctioneer must put together a financing package on residential real estate that is going to give the client an advantage over the many other parcels of residential property on the market. I think it is important that we all realize in the entire real estate industry — whether it be a seller's market or a down market such as we are experiencing now — we all purchase real estate on the principal of substitution, and definitely an attractive financing package is going to be considered by any purchaser.

**Richard M. "Dick" Brewer, selling farms at auction:** We can best cope with the recession by continual practice of honesty and integrity.

I feel that we just as well advise these people, "we are in a situation that is definitely a buyer's market". Sellers in the past few years have been experiencing, and enjoying, extremely high prices. They just kind of back off and pace around.

It is surely a buyer's market for this economy the way it is. The agricultural industry is suffering to the point that it is going to affect, and has affected, land prices in some areas more than others. I feel that good land in a strong area is still pretty much a steady market, but anything marginal is weaker.

**William W. "Bill" Morgan, listing real estate at auction:** I think the best way that we are going to be able to cope with this thing is find new ways and means of financing real estate property. Look at wrap around mortgages and owner participation in financing. In my opinion the auctioneer who finds a way to finance property throughout the problem times that we are in right now, that auctioneer will be the most successful in being able to get properties sold.

**William Z. "Bill" Fox, publicity, promotion, and advertising real estate at auction:** Although circumstances are certainly unique in the real estate markets today, and it is obviously difficult to sell any kind of real estate any way. This period does present certain opportunities for auctioneers.

Based on the difficulties of real estate brokers in consummating negotiated sales, sellers of real estate may be more receptive to alternative methods such as ours. Additionally we as auctioneers must properly educate our sellers to the realities of the times, in terms of their having and establishing realistic prices for their real estate.

**Rex B. Newcom, auctioneers' techniques:** In the present recessionary economy, one of the problems we are faced with is the negative approach most pur-



*JOHN DIXON, seminar instructor, multi-property auctions.*

chasers have on what real estate will do for them. They have a negative feeling because they are fearful. Auctioneers have to cope with this situation by building confidence in their clients.

Build confidence in the services you can give the seller. Make your clients aware of what has happened and analyze what they want to do with the investments. As far as a residence is concerned, approach buyers with what it is going to cost them to hold that property for a certain length of time; or the advantages they have to take the cash with them when moving to a new area.

With an investment property, using tax angles and also the reinvestment factors, buyers can be holding, maybe, a better piece of property. All these items have to be sold to both the buyer and the seller. Even though the recession is here, and we have to live with it, there are some advantages so long as those advantages are in favor of our auction clients.

It isn't easy, but there is a certain type of philosophy that we must instill in the negative thinker that there is still bright hope in today's economy.

Continued page 40

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# "What sources of financing are presently best serving your real estate auction clients?"

**Dixon, multi-property auctions:** Without question, financing offered by the owner of the property, typically a lender, is preferred. I know of no financial institution in the market place today that's offering financing on auction properties, or properties that they don't own. Owner financing is the only type financing that we are able to use now.

**Clemens, condominium auction sales:** The financing best serving both the buyer and seller is the seller taking back a short term first mortgage, usually for a period from three to five years. It is important to set the financing up so that it is amortized on a twenty to twenty-five year payout schedule. This will lower the monthly payments which the buyer must maintain. At the end of the five year period, the buyer is obligated to pay the balance of the mortgage, known as a "balloon" payment.



DOUGLAS CLEMENS, seminar instructor, condominium auction sales.

The important point with owner financing is the interest rate charged on the mortgage must be at a rate far below the current charge made by commercial lending institutions. As an example, we (Louis Traiman Auction Company) sold an office building in Pennsylvania, where the owner offered a five year mortgage at only 9% interest. This was during a period when commercial interest rates were running from 18% to 22%. The local real estate brokers



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

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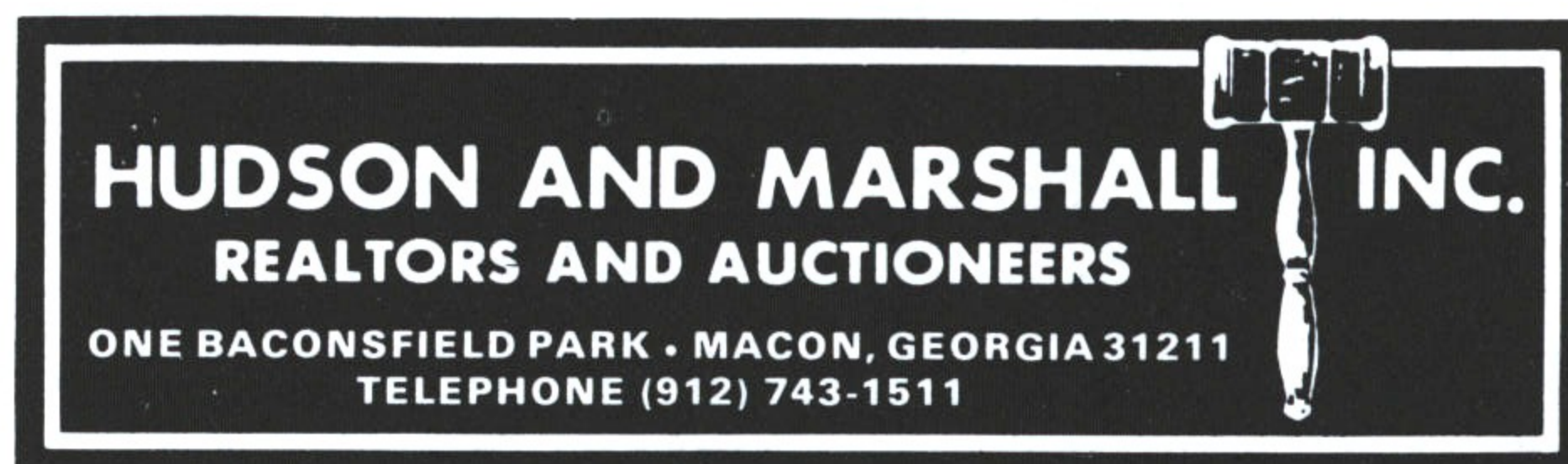
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estimated the top value of the property to be no more than \$225,000. The property sold at auction for \$425,000, and we believe that the 9% interest rate helped to create more buying power, and this outstanding auction result.

**Miller, residential real estate auctions:** I think there are a number of sources but I don't think that you can select any one source. It is going to depend on the circumstances surrounding each individual parcel of real estate.

The simplest and easiest procedure is to go to the lender who holds the current mortgage and ask for a mortgage information letter. That will give the auctioneer a lot of information concerning the existing financing. While you are talking with that lender, be sure to investigate the possibility of an assumption of the present mortgage. If it happens to be a low equity mortgage, and it can be assumed without approval or without escalation of the interest rates, then you have a very positive situation.

Now it may be, that if it is a high equity loan, the owner may have to take back some secondary financing in the form of a second mortgage or a contract. This could very possibly be a short term contract with a balloon at the end of a given number of years. In other words, what would happen there is you would setup the amortization or the repayment of the loan over an extended period of time, say 20 years or even 30 years. The remaining balance would become due at the end two, three or five years, something like that, a relatively short period of time.

Hopefully we are going to see an end to these unprecedented high interest rates, and the economic conditions are going to stabilize in a more favorable situation. The thing to remember is that the term, the length of the mortgage, has a greater effect on the obligated payment than the interest rate itself. Although it is important to keep the rate as low and as favorable as possible, if your objective is to keep the obligated payment as low as possible, then extend the term.

The acquisition of a financial calculator which has preprogrammed formulas, I think is a must for anybody selling real estate today, especially when working with creative financing.

I prefer the Hewlett Packard line of calculators. What this handy equipment does is calculate what the mortgage payment would be for any time period. Normally, of course, residential property would be on a monthly payment. The calculator also would determine the amount of the balloon that would be due.

If you are working with a client who can afford a given payment for a month, then you can work backwards to determine how much of a mortgage they can afford. This works very well in demonstrating to a seller the importance of participating in the financing in some fashion or another. In other words, you can work backwards and show the seller what a dramatic effect 1% interest rate can have on the amount of money that a person with a fixed income,

**Continued page 42**



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or fixed amount of money, can afford to spend. Such information has a dramatic effect on the amount of the mortgage people can afford.

The Hewlett Packard #92 calculator that I demonstrated at the seminar has the capability of creating an amortization schedule, or a payment schedule right there with the client. The incredible thing is that this calculator is battery operated, but can be generated out in the field. In my seminar presentation, I used an example of a piece of real estate we sold with installments, and owner financing. The attorney inquired as to what the payment would be, and I simply printed him an amortization schedule from the calculator. He was obviously quite impressed.

I am sometimes amazed at the tremendous income potential we as auctioneers can derive from the incredibly small investment of capital required to run an established business. I think that sometimes, although we have to be careful that we don't overspend on equipment, we in the auction business do not invest the amount of capital that we really should in proper sound equipment, calculators, these types of equipment. I think that the proper equipment is all part of the professional image that we are trying to create in the auction industry.

**Brewer, farms at auction:** I think primarily the first source you should consider as a borrower, would be the federal land bank. Insurance company rates are higher, because they have their money working in treasury bills, that sort of thing. They aren't so ready to loan money for agricultural land on a long term basis. They get more money for their treasury bills.

**Morgan, techniques of listing real estate auctions:** We are finding a lot of people who are able to take the second mortgage on real estate we are selling. They are willing to take a second mortgage on a cheaper rate than what the senior investor would. In our area right now the Production Credit Association (PCA) and the Federal Land Bank are very good participants in the loan field. Banks have traditionally backed off somewhat, because they don't feel, as most people feel, that anybody now can buy farm land and 17-18% interest and survive.

Consequently I feel that right now, if you can get the owner to take a second mortgage, and have it written in the contract that in the next five-six years he will have to refinance and pay you off, I think that is one, and probably the only, way of really being successful in selling real estate at this time. Because the trick to selling anything is getting it financed. If you get a wrap around, or if you can get good people to take second mortgages, then I think you are on your way.

You might provide in the deal an incentive. For instance, if you sell a farm for \$300,000, you might persuade the owner to get 29% down and carry the mortgage balance for five years. This puts it on a basis where the owner is getting a tax break and might offer a much lesser amount of interest, like maybe 10% right now. This would help the sale, and also help the buyer as well because he paid 10%. The property will advertise itself much quicker at





**HUGH B. MILLER**, seminar instructor, residential real estate auctions.

10% than it would at 17 or 18%. That gives the financing five years for the market to turn around, and get back to where people can borrow money at a lesser rate, and pay the second mortgage off.

In some cases, the owner can carry financing and have a first mortgage after having 29% down. Good people in the real estate field have always survived in the auction business because they really

look at new ideas and new ways of doing things.

**Fox, promotion and advertising real estate auctions:** These times require creativity, and therefore the auctioneer should pursue every possible avenue to make it as easy as possible for a buyer to buy. Financing is the key to successful real estate auctions today. Seller-provided financing, secondary refinancing, refinancing by existing mortgage holders at higher rates of interest, are all methods that should be considered.

**Newcom, auctioneers' techniques:** The individual financing of their properties serves best. I mean, of course, this is the easiest type of financing. I wouldn't always say that it is the best for either the seller or the buyer. We have a lot of new types of mortgages that are available, depending what state you are in, but the balloon type of financing, I should say, has put a lot of real estate people in a position that they don't like to live with. I think that we should be careful in how we handle this. Probably adjustable financing, or adjustable interest rate for the buyer so that both can live with the situation is the present solution. Lending abilities will fluctuate with the present marketplace or make it more advantageous to both of them.

We have got to be very careful that we don't generate another problem by putting the buyer into

Continued page 44

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a financial position that it doesn't accomplish tomorrow what the buyer intended for it to do today. When we do this we lose creditability with our customers, and so they are not a return customer. But if we lead a buyer in the right direction, when the advantages he bought the property for will no longer exist, the the buyer feels that he can confidently hire us to change his problem by having an auction for him.

Whatever type financing we do get, we have to be very careful, because the easiest one may not be the best.

The savings and loans and the farmland bank

both have good types of loans. The accomplished buyer can utilize these loans to their great advantage. It is a higher rate of interest than they are used to, but who knows, two or three years from now this rate might be cheap.

## "Clients (sellers) and customers (buyers), where will they be found in the next six months?"

**Dixon, multi-property auctions:** Again, most of our (Hudson and Marshall) clients are financial institutions. I believe that in about six months their portfolio is going to be fairly full of foreclosed properties. That is because of the high interest rates we are having now, and the inability of a developer to cope with the high interest rates.

How can a developer pay 20% interest and continue to hang on to a property, that in these recessionary times is not selling? He can't. Therefore, the lender will ultimately have to take that property back. And that is when they call us. Once it is a foreclosed property then they call us to help it sell.

There are always buyers for any tract of real estate you sell at some price. We, and I am sure that we are no different than any other auction company of the same size, have a following of 15 to 20 what I would call extremely loyal "vultures" who will buy any property we offer at some price. While they may feel that they are "stealing" the property, the seller feels that he is getting a reasonable price.

So, I cannot imagine a time when there will not be buyers. There are certainly more buyers when you are in hard driving economy then there are in recessionary times. However, you always have buyers.

**Clemens, condominium auction sales:** I sometimes pose this same question to our (Louis Traiman Auction Co.) senior staff members who had the experience of selling real estate at auction in the worst real estate market in the history of this country, the Great Depression. Those associates know that the auction method of selling important real estate is effective in a soft market as well as a strong market. They say that no matter how bad the economy may be, there are always a certain number of financially secure people with ready cash to buy, but it takes the broad coverage and drawing power of an auction to find these buyers.

I know they are right for we recently sold a golf course in New Jersey to a buyer from another state, who paid \$1,150,000 at the auction. The buyer made settlement in fifteen days for cash, not needing a mortgage.

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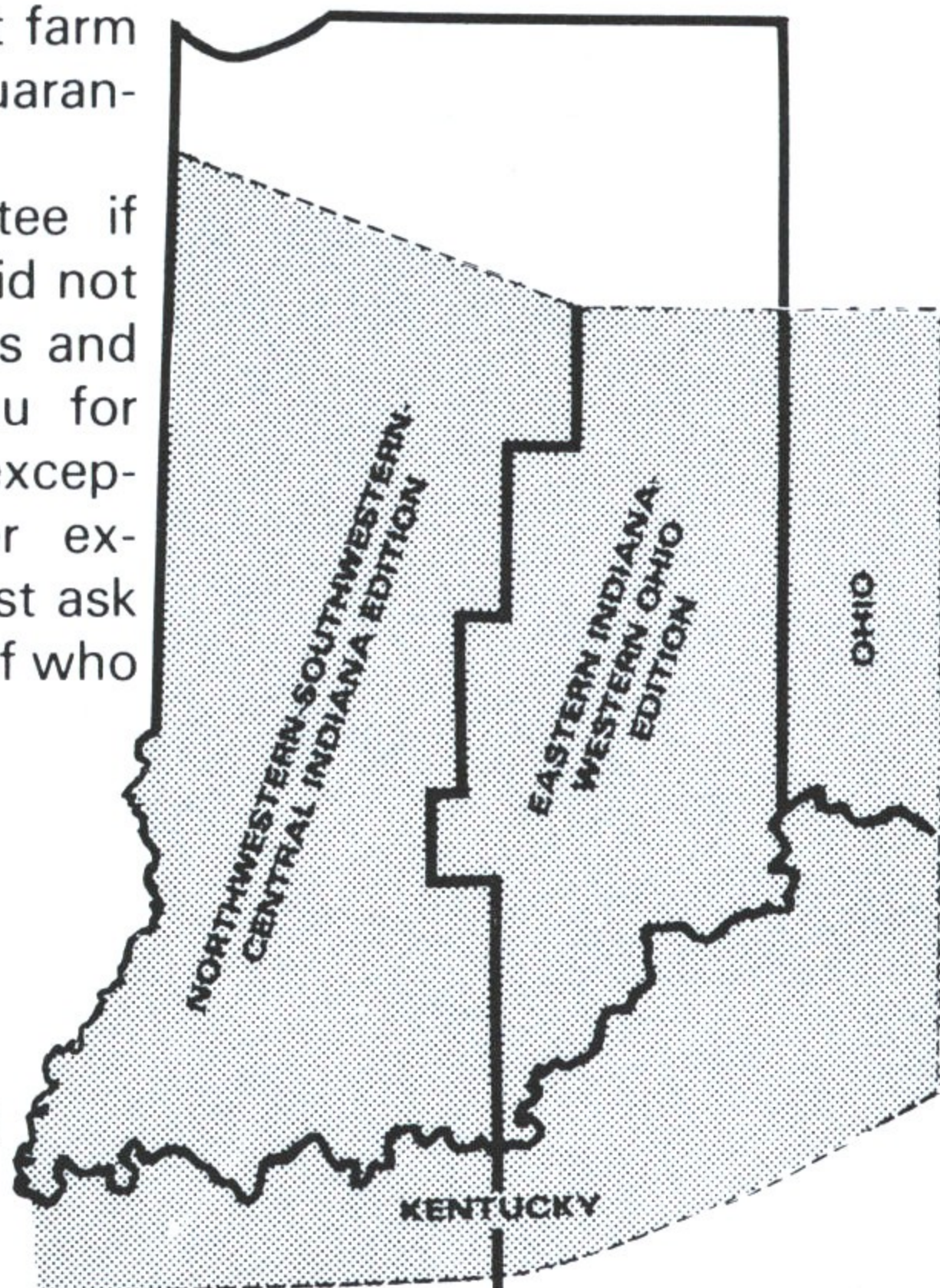
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**RICHARD M. "DICK" BREWER**, seminar instructor, farms at auction.



come from? Here again the answer is from the broad segment of the market. I believe that sellers who have been reluctant to offer these properties for sale, waiting for the market to change, are going to realize that this market will remain as it is, perhaps for several years. More sellers will realize that an immediate market can be created for their property through the auction method.

More private owners, lawyers advising their clients, and bank trust officers acting in a fiduciary

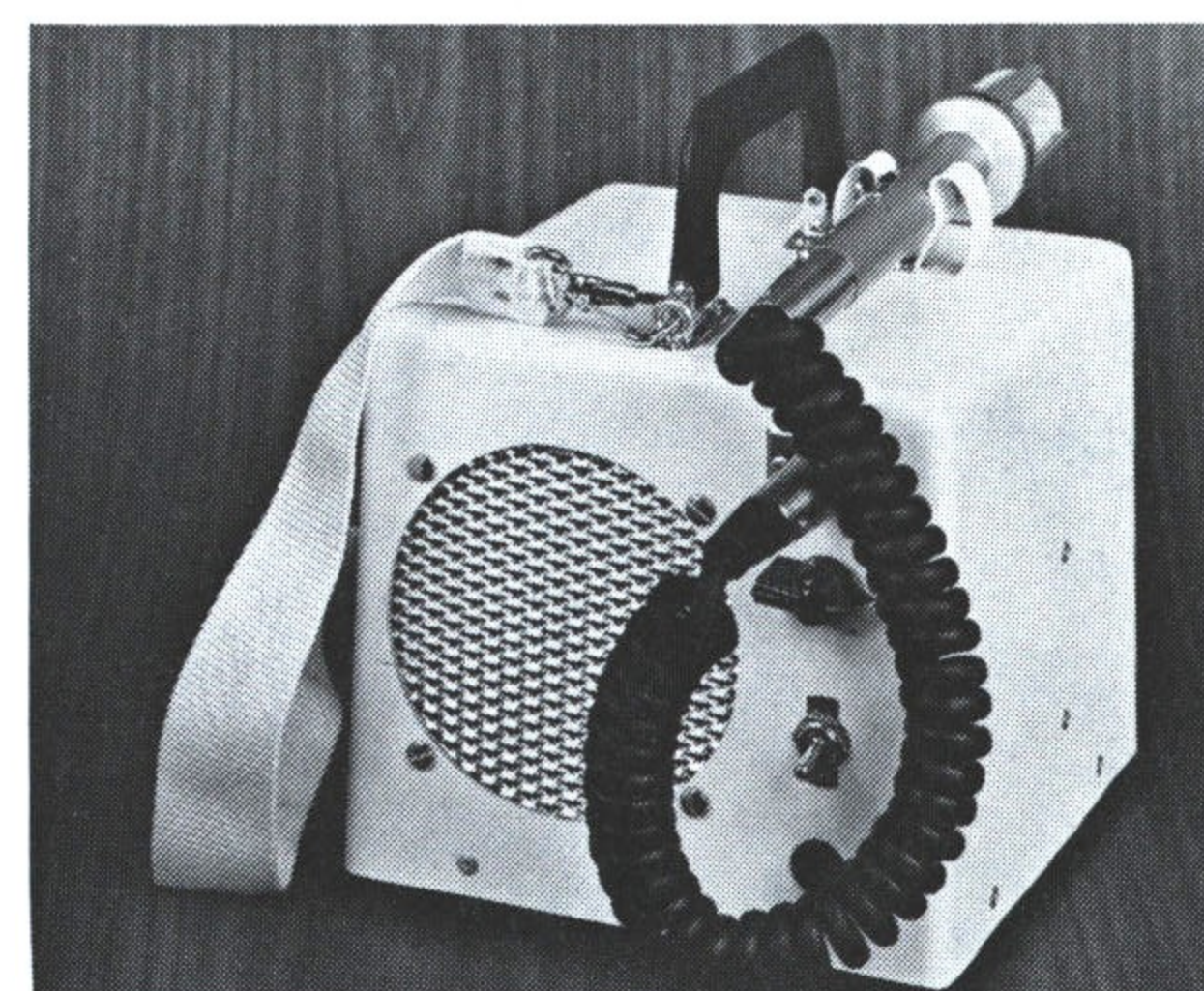
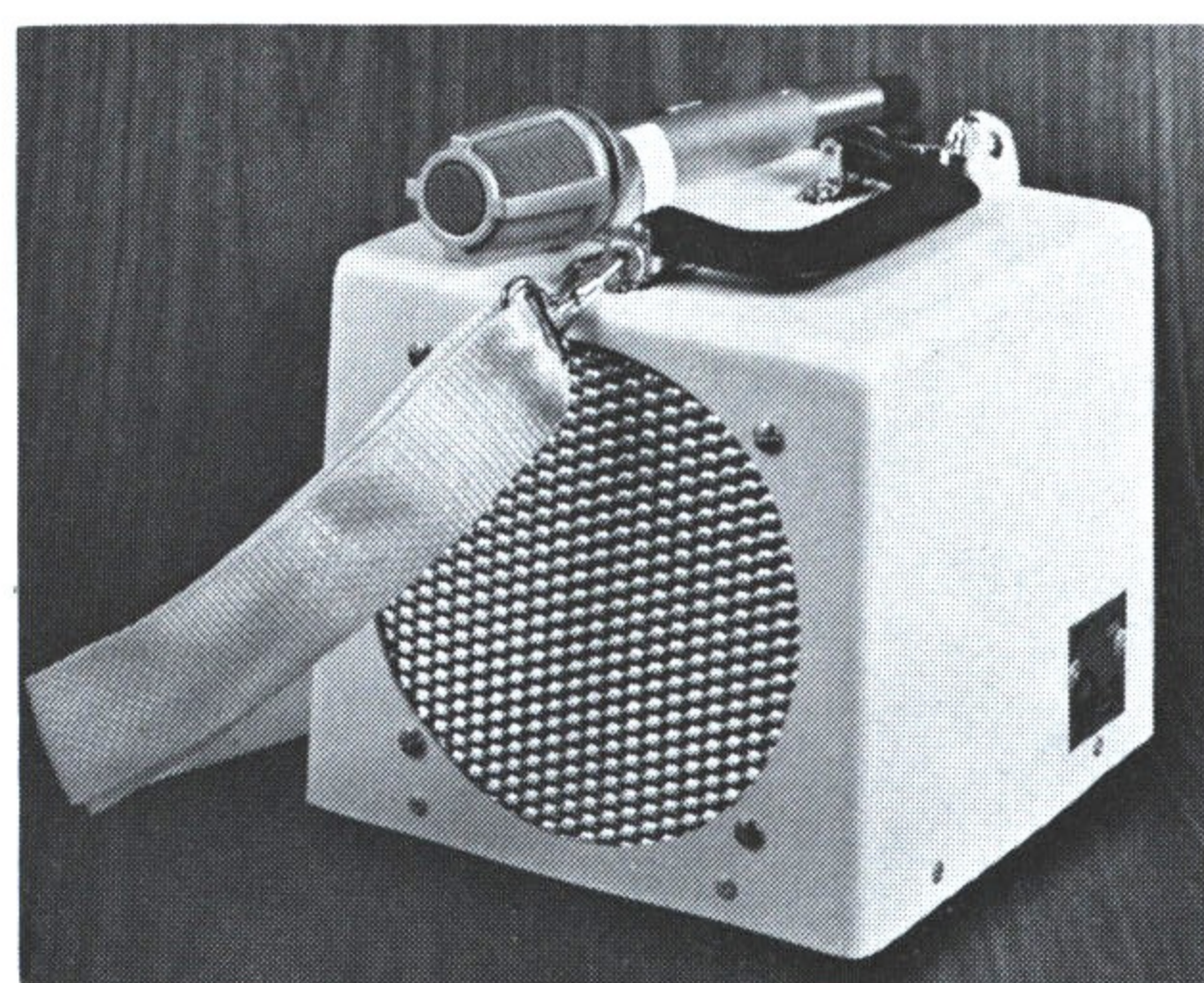
capacity, are seeking the auction method, and recognizing its effectiveness. This past October a bank engaged our company to auction the Georgetown, Washington, D.C., home of Francis Biddle, President Roosevelt's attorney general. The home on a small lot was appraised by a local real estate broker for \$650,000. The auction produced \$800,000 and it was an all-cash transaction, no financing offered by the seller.

The WASHINGTON POST attended this auction and was very favorable in their report. The paper interviewed a real estate broker who attended the auction, and stated that the property brought too much, expecting it to go for \$500,000-\$600,000. The bank trust officer was asked by the newspaper reporter why they chose to sell the property at auction. The bank official replied, "because the bank believed that it would bring a higher price at auction".

There was plenty of buying power in attendance, with fourteen potential buyers having the required \$100,000 certified check deposit. This particular bank has used our auction service for many years, to sell some of the finest properties throughout the country. Another D.C. area bank used our auction service to sell an important estate property in Virginia. There again, lively bidding on the property brought \$1,150,000, with fifteen or sixteen certified check deposits of \$125,000 each.

Foreign money was evident at these auctions

**Continued page 47**



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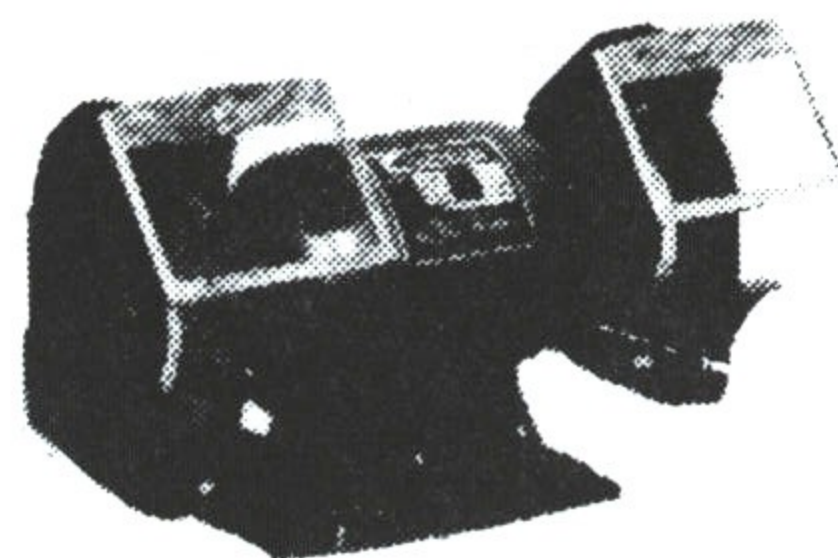
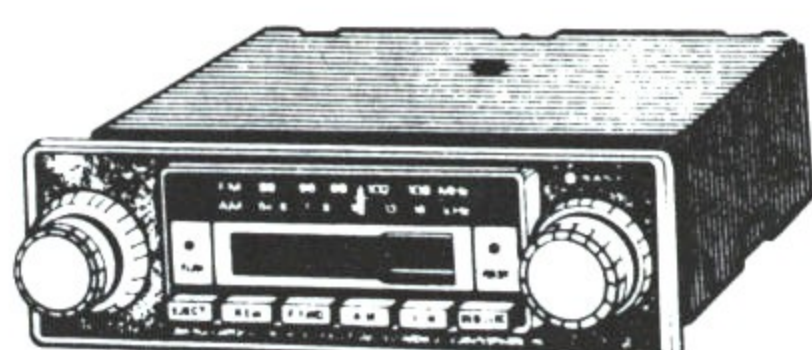
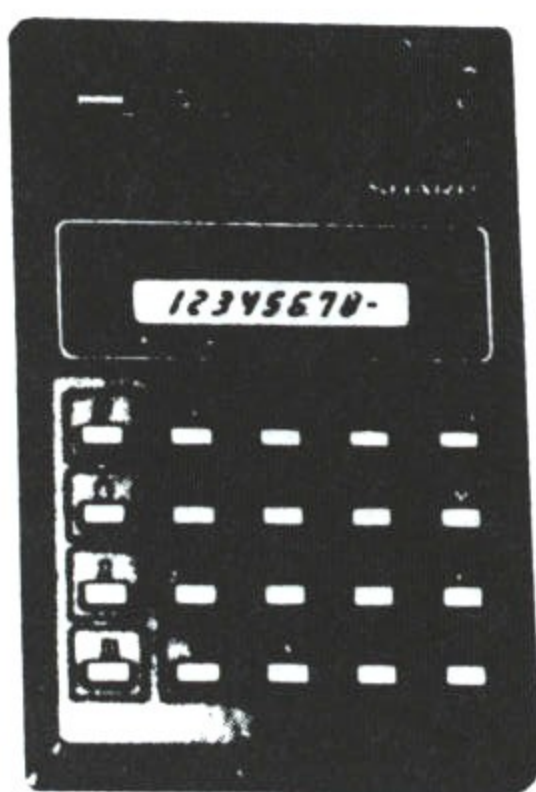


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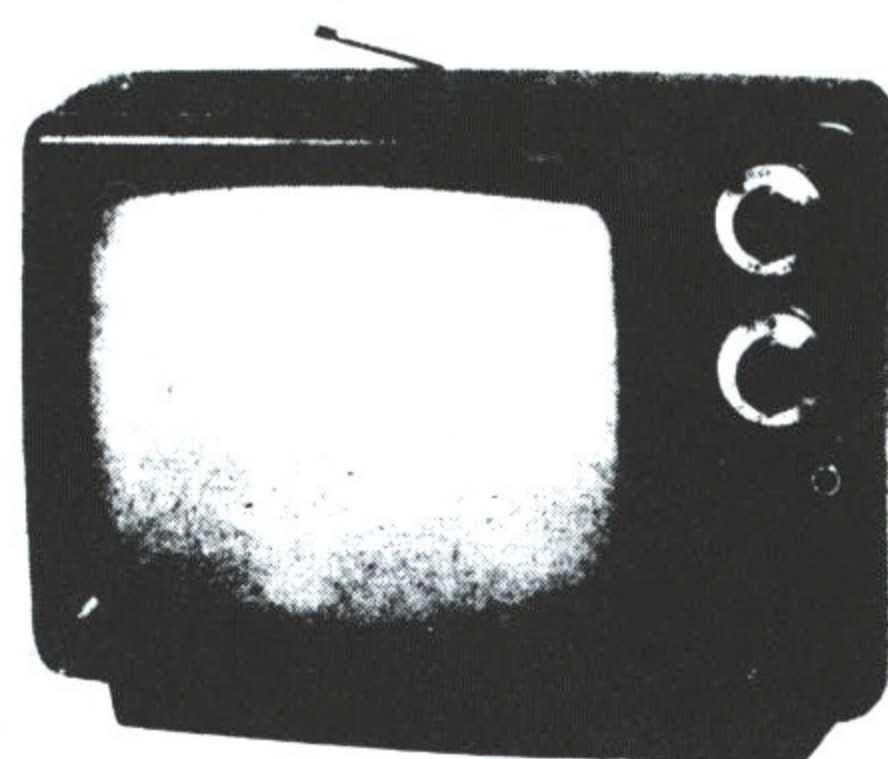
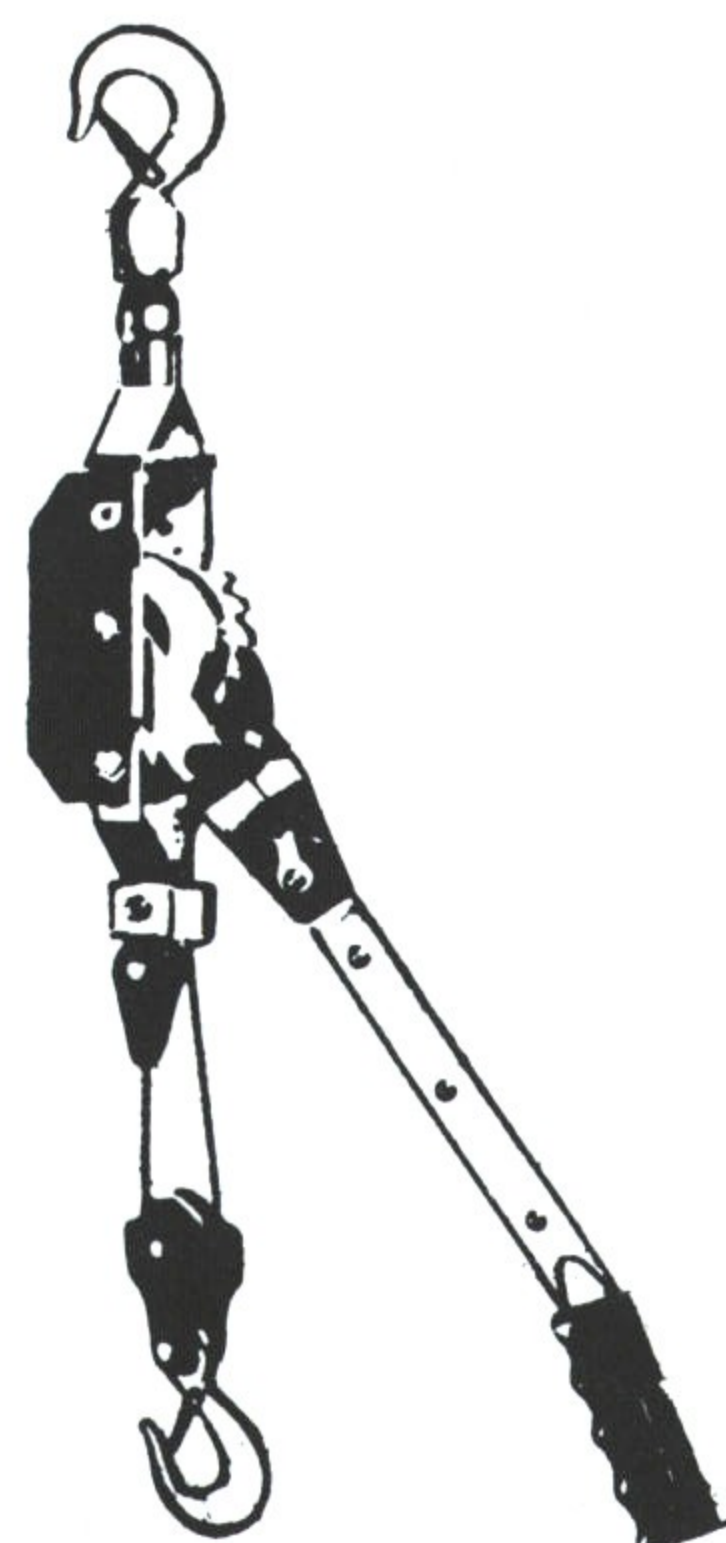
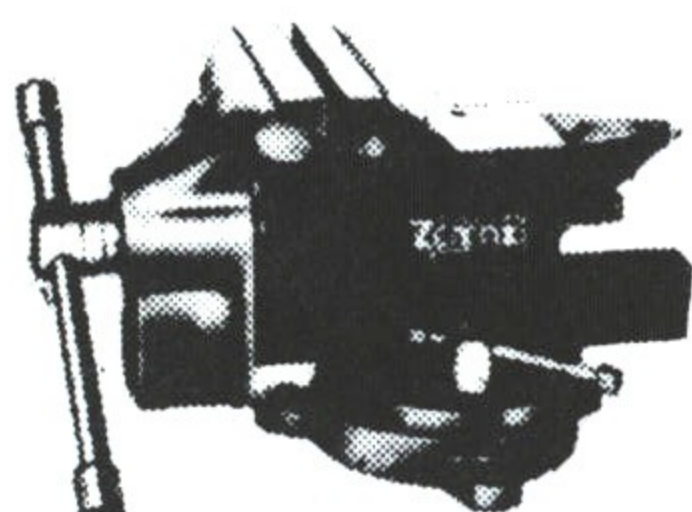
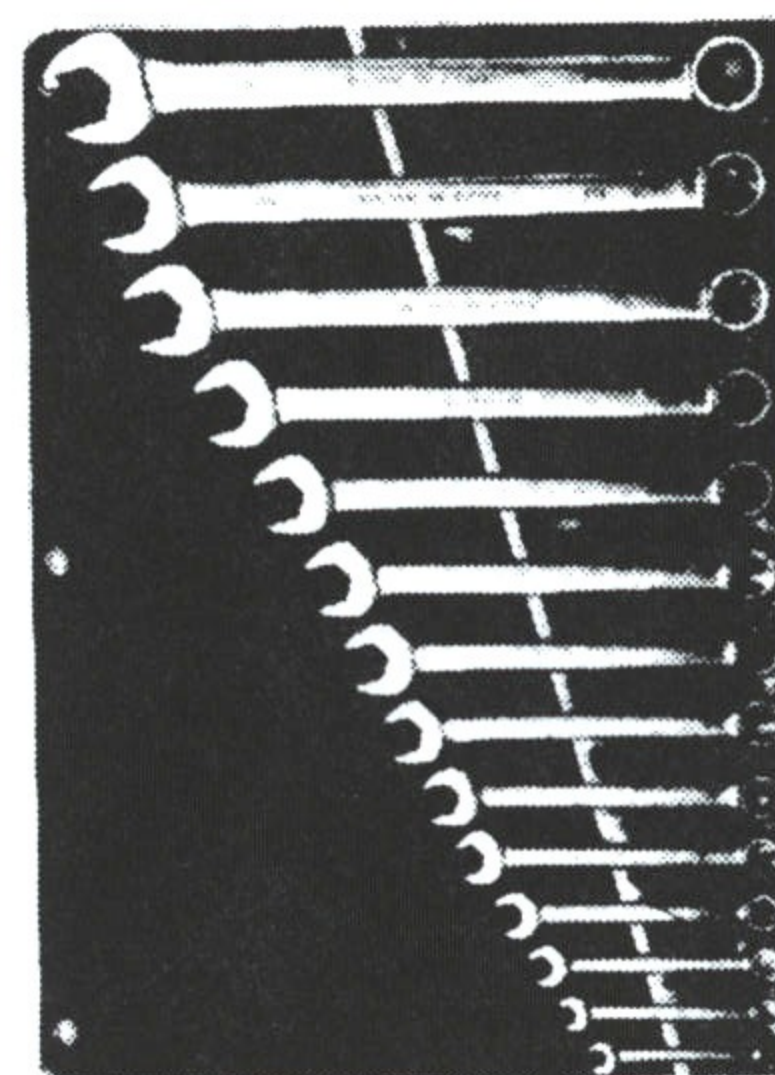
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and others, including a motel we sold at auction in Niles, Ohio, for \$665,000 purchased by a family from Pakistan. Another property in Syracuse, New York, was purchased from Rockwell International by a buyer from Saudi Arabia.

**Miller, residential real estate:** That is a difficult question, but I am very concerned about the many people we see on a day to day basis — where industries are closing, they are moving, they are consolidating their operations.

I think that we are going to see a certain number of foreclosures. We all know that many savings and loans are having a difficult time financially. They are confronted with a high volume of foreclosures. They are going to have to move this real estate and move it rather rapidly. So I think that we are going to see a source of business from savings and loans.

I think that also the commercial loan departments of the banks as well as the mortgage loan department of commercial banks is going to be a source of income, but I don't think we should overlook the conventional sources of our business in the past. We will continue to have estates in the bank trust departments, and attorneys we have been working with all along. That type of business is going to continue. It is extremely important that we really knuckle down to the basics and do our job extremely well, because the market is going to be very difficult to work within.

There is no question that the value of real estate in many communities across the United States is depressed, and there is a unprecedented number of residential real estate properties on the market through the private sector.

In my opinion, in the present market, the single greatest thing that can be done to bring purchasers to any real estate auctions of real estate whether it be agricultural or commercial or residential property, is to create an attractive financing package. I think that we are literally going to be marketing the financing package of properties, as opposed to many of the other real estate features of real estate that we felt were very important in the past. They are all taking a backseat, at this point, to the financing package that is available.

**Brewer, farms at auction:** For many auctioneers, I don't think the market is going to change any different than it ever has been. There is always a certain amount of estates to be settled. A certain percent of people will always be retiring, but there will be very few in my particular area (Kansas) who will be liquidating their agricultural operations to go into other ventures.

**Morgan, techniques of listing real estate auctions:** There will always be investors, and there is always a shift of new industry from one part of the country to another. Now I primarily deal in auctions and private sales and farm land, but I constantly see new factories moving from one part of the country to another part of the country. Consequently, companies are shifting their personnel; and there will be houses for sale where they left, while purchasing new homes where they are going. With farm land,

there are more youngsters getting into the agriculture business contrary to what we may think, and has been in the case in the last ten years. I think the count has increased something like 100,000 new farmers in the last decade. So that being true, our customers are primarily going to be coming from new farmers, people who are buying to increase their present holdings. They didn't owe anything on their present land, and this sort of thing. It is a revolving situation which it is going to take some time. They are going to be very conservative buyers in the next few months, but there is always that buyer around the corner who has plenty of money, and is always willing to buy a bargain. There is always that guy who has got to sell. If you have the two combinations you have got yourself an auction situation.

**Fox, promotion and advertising real estate auctions:** To a certain extent, the economic times will, unfortunately, create forced liquidation business when it comes to real estate, through foreclosures and bankruptcies. These are areas that should not be neglected by auctioneers.

Additionally, as sellers become more frustrated with the inability of real estate brokers to consummate sales of properties, as I stated earlier, sellers will be more attuned to considering alternative methods such as auction sales.

**Newcome, auctioneers' techniques:** I am afraid quite a few of our sellers will be coming from people who have bought on creative type financing that did not work for today's economy. We will be selling for these people, for savings and loans, and bankruptcy courts. Many of the other banks will be needing our services to sell property because their financing arrangements made in the past few years are not working in today's economy either.

Buyers will be found among people who are adjusting into a level of residential real estate that they can afford. The investment properties are still going to be good because the return is going to be there.

I feel that we have to learn to live with the economic situation we have. Our investors will be the first ones to take the situation in hand, and buy the property under the terms that will be available. The initial price for the principal may be less, but at the same time the return is what they are looking for. The buyer and seller are also going to learn to live with these conditions, and I think we will be able to find people investing just as strong in the next six months as they did in the past. They will adjust to the situation and profit accordingly.

Continued page 48

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# “Briefly explain the business relationship when cooperating with another auctioneer, or a real estate broker.”

**Dixon, multi-property auctions:** We (Hudson and Marshall) work with auction companies and real estate companies, however each transaction is different.

If, for example, we are presented a property by a sister real estate company, we may cooperate if they are willing to assume the financial loss potential risk, and will also work with us in marketing the property through the entire program.

The cooperation would be different if we simply got a call from a broker who said, “I have this property listed. I believe my client should consider auction, will you talk with him? But that is where I want my liability to end.” In the latter case, our cooperation would include some kind of finder’s fee. In the first example, it would be more people splitting the commission, but it would always be our responsibility

on auction day. In other cooperative ventures, you can have as many answers as you have situations.

I can’t think of an example where we would not have more expertise than the typical real estate company in promoting the property. The real estate company should, we would certainly expect, play a large role in providing specific prospects, because they have probably had that property listed for several months. I would think they have generated quite a few inquiries. Regarding the financial risk towards potential advertising dollars, that role needs to be defined prior to the auction. The cooperation can run the gamut from us taking full responsibility, to 50/50 responsibility, to the real estate company’s full responsibility.

**Clemens, condominium auction sales:** Normally we split the earned commission 50/50 with auctioneers or real estate brokers. However, this may vary depending on the circumstances surrounding a property.

Many of the properties sold by our company (Louis Traiman Auction Co.) have been referrals by auctioneers located in other states. It seems that these auctioneers find that by calling in a real estate auction company, which has a national and international image, the owner will be more receptive to the auction idea.

Recently an auctioneer from Tennessee called on us to help list and conduct an auction of a family homestead. His auction company is a one man

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**WILLIAM W. "BILL" MORGAN**, *techniques of listing real estate auctions.*



operation and he didn't want to be burdened with the details and promotions. He would rather be out looking for a new deal.

An auctioneer located in New York State, whose family has been in the auction business for several generations, called us in at least a dozen situations these past few years. The auctioneer likes the professional promotion that his name receives through the advertising of each of these auctions. In fact it has created more private real estate business for him personally. There are numerous other auctioneers presently in contact with us.

Selling cost to an owner is the sale commission, plus the actual cost of advertising, and the cost of air fare if required. The commission is usually 8%, but can vary depending on the normal commission charged in that particular state. The advertising cost is pre-determined prior to the listing, and agreed to by both the seller and the auction company.

An upfront service fee is charged in certain situations, and is applied against the commission when the property is sold. Let me emphasize that the seller does not pay a commission plus a service fee, the service fee is only retained if the property is not sold. Normally the advertising money and service fee is paid at the time of the listing.

Not only auctioneers, but real estate brokers have also found this cooperating commission agreement to be quite profitable. A broker brought us into a situation that lead to the selling of a number of properties in Virginia, Florida, New Jersey and Pennsylvania. The auction totaled approximately \$5 million. Another auctioneer in Montana called us in to list and conduct the auction of a large ranch. He felt that by bringing our organization in he would attract Eastern buyers to the Montana area, which was true. Many of the bidders at the sale were not only from the Northeast, but also from the Southeast. The auction amounted to almost \$3.5 million.

Regarding specific personnel duties, after a property is listed, our advertising staff will inspect the property to prepare a brochure and newspaper marketing program. The sale duties of our staff advertising manager is to write descriptions of the property. In addition, an advertising agency is utilized to process the newspaper and brochure material, then prepare specialized promotion depending on the type of real estate being sold.

When a subdivision is required for a property we will assign our licensed real estate specialist in the field of subdivisions to obtain the necessary approval from the local authority prior to the auction.

The selling market for each property is researched in order to make an assessment of buyer potential, and where the mailing should be directed. Numerous potential buyers' names are also maintained and updated on the computer lists.

There are two attorneys on our staff. After the title policy is issued, they will prepare the sales agreement and tailor it in such a way, so that legal detail is covered for that particular property. One of our attorneys specializes in auction sale agreements, having been associated with our company since 1935.

Each one of our staff who meets with clients, in order to determine if an auction is feasible, is either a licensed real estate broker or licensed real estate salesperson, many with licenses in various states.

Seldom do we employ outside auctioneers to conduct a real estate auction. Even before our staff member is permitted to conduct a real estate auction, he is exposed to many auction situations over a period of several years. He gains comprehensive knowledge and auction techniques from the senior members who have been specializing in the real estate auction business since 1924.

**Miller, residential real estate auctions:** In the

Continued page 50

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past, the policy of Curran-Miller Auction & Realty, has been that we work with private real estate companies on a 50/50 basis. We split the expenses and we split the profit.

We have given very serious consideration to participating with real estate salespeople in paying a commission to the real estate broker, for registering a purchaser with our company on a parcel of real estate. Care must be taken in your particular state so that you do not violate the license laws of both the real estate commission and the auctioneers commission.

So far as the personnel and the duties are concerned, if we are working with another real estate broker or private real estate company, we normally share personnel in the marketing process. I think that is important because the marketing of real estate at public auction is a team effort. That team is normally made up of the seller and the auctioneer. If a private real estate broker is involved, he then becomes a member of the marketing team.

In working with other auctioneers and other auction companies, we also normally split the commission on a 50/50 basis. In some instances, where we assume a greater portion of the obligation, or preparation of advertising, conducting and showing the property, and putting advertising money up front, we may go to a 60/40 commission split.

I think that it is very important that we, as auctioneers, realize we have an incredibly effective service to offer the business community. It is important

that we realize our service is entitled to a professional fee that is commensurate to the services we render. I know of examples of auctioneers who are not charging a professional fee for their services, and in my opinion, this activity is not participating in the effort to elevate the level of professionalism of the auction industry.

**Brewer, farms at auction:** When a real estate broker contacts me with a listing to sell at auction, and it has been a common practice in my area, we simply auction whatever it is the broker is listing.

And, however, the broker is accepting the property, that is the basis on which we are going to have to operate, because they are his clients. Out of pocket expenses, we split down the middle.

We pretty well share the work, and I generally take care of the management and the advertising of the auction. The buyer takes care of the contract and the closing details, and that pretty well balances out the situation.

We cooperate with other auctioneers, and that includes younger auctioneers just getting started. I tell them that I would be glad to help them for a day's pay. I want them to do well, and be glad that I can help them out. I don't participate in the management or the preparation details, because I don't have the full responsibility. I expect them to split their commission with, just give me a fair day's pay for the service I render.

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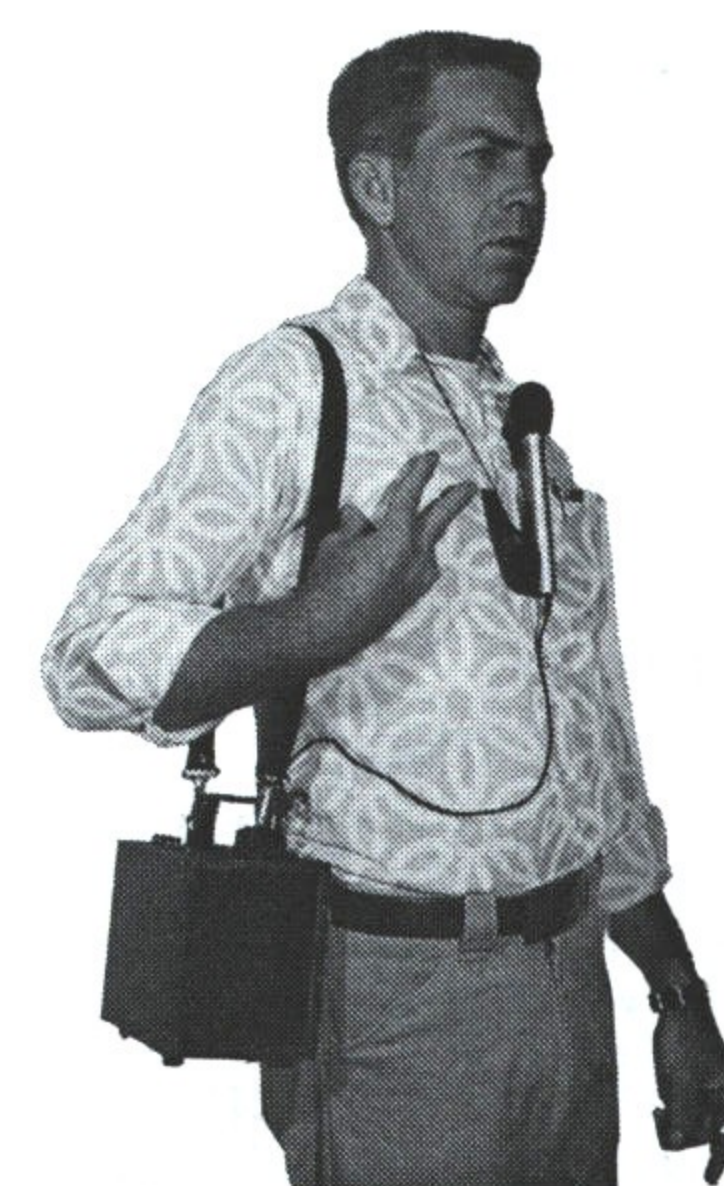
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**Morgan, techniques of listing real estate auctions:** I think this kind of cooperation of ultimate importance, because when you cooperate with another auctioneer, or a broker you are building public relations. You are building a team effort. You have more exposure to more people, because by nature of their own business you will have a lot of prospective buyers and sellers. It is just a good thing for an auctioneer to have more friends than does enemies, so it doesn't really do any good to get in there and start fighting competitors. I praise all my competitors, good and bad.

In terms of commission, expenses, personnel duties, that kind of thing, it is a beautiful setup, because I don't do any different with my brokers than I would with the personnel whom I work with in my business. We have a formula that we go by with people who work in my organization — if they list an auction, then they get a certain percentage of the sale after expenses are taken out. I don't do any less with a broker of another organization than I would with an individual salesman in my own operation. I feel that if you did not treat brokers fairly, you would be putting them into a secondary position, and I always strive to make them a primary importance, if I can.

**Fox, promotion and advertising real estate auctions:** When cooperating with other auctioneers, commissions would be divided on a basis of 10-15% of the total commission. Depending upon the involvement of the other auctioneer, he would earn

anywhere from 10 to 15% of the total commission based on his activity in the particular matter.

As far as financial cooperation with the real estate brokers who refer us business, we would generally share equally the commission that the referring broker had originally listed the property for. Obviously, in any situation of this type, circumstance alters cases. The general ground rules that I have just outlined, for both cooperating auctioneers and real estate brokers, can be, and are, altered depending upon each situation.

**Newcom, auctioneers' techniques:** When we cooperate with a real estate firm that is not an auction service and they have the property, they want to go on a 50/50 basis on commission return, then we have to go a 50/50 basis of duties. Their personnel are not trained to handle an auction, but the paperwork on — closing, etc. — they are more accustomed to that. We decide a schedule of duties, and we both live with the decision. Expenses are usually paid for by the seller.

But a lot of times, real estate companies do not have that type of listing. Maybe we have to get a new listing with the seller doing things that is needed by both the real estate company and the auction company.

The personnel who handle an auction, especially auction day or the day preceding an auction, are

Continued page 52



an altogether different type of personnel from those employed by real estate firms. It is almost impossible to have an education class for a new real estate firm, for just one piece of property. All the auction personnel should be from the auction firm, it is an absolute necessity.

But as I said before, you can take the closing part, some of the hand carrying of advertising, etc., after you agree on how you are going to do it, those kinds of things can be carried out by the real estate firm.

It is a lot easier to cooperate with a brokerage that is also an auction firm, because their people are schooled in the thoughts and the methods of selling real estate at auction. You can exchange duties without any problem, because everyone can fit into everybody else's slot.

Basically we "hire out" to real estate firms. We take the job that they have listed for their client, and figure a percentage of what they are going to receive. And this can be our fee for what we do, and full cooperation is usually done only with other auction firms. Auction firms who are also real estate sales companies understand our process and we understand their process. So, we don't have all the problems of different types of selling, because a different approach is used when selling at auction rather than private trading.

It is awful hard to get those two sales philosophies headed toward the same goal. The auctioneer is schooled in "the highest price is obtained when the buyer quits putting money on the line". In selling real estate as well as personal property, you have to be schooled in the method of selling the auction way before the top dollar really can be reached. That

makes it almost an impossibility to serve the client to his advantage by selling with an individual who is schooled on selling the private treaty way.

## **"In conclusion . . ."**

**Dixon, multi-property auctions:** I would say generally that the auction business is good whether we are in recessionary times or whether we are in a growth economy period. You simply work for different clients. What we have got to do is recognize which period we are in and take advantage of it.

**Clemens, condominium auction sales:** I would like to further explain our method of not overloading the market, even with a single auction. The example I used in my seminar presentation was the Louis Traiman Auction Company's sale of the \$3.5 million, 120 condominium unit, high rise complex of Towson Towers in Baltimore, Maryland.

When we listed the property for auction, we were certain that the market could absorb all 120 units in one day. Therefore, we set up a program whereby only 60 units would be advertised for auction. If those 60 units sold well, then we were prepared to sell the remaining 60 units two weeks later.

After the first auction of 60 units, we mailed out notices to several thousand people including those who attended the first auction. What happened was that the buyers of the first 60 units, of which there were probably 50 or 55 different buyers, then became salespersons for us. They told their friends of the

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wonderful buy they made at the first auction and advised their friends that they should attend the second auction, and perhaps also make a good buy. The results of the second sale were even better than the first.

This technique can also be used in personal property of all kinds. An auctioneer recently brought to my attention that he was hired to sell 175 new automobiles and trucks, but he is concerned about overloading the market. I suggested to offer half of the inventory at the first auction, and then several weeks later, offer the remaining vehicles, but to be certain that he notifies all those that were registered at the first sale. If he uses this technique, I am certain that the average price per vehicles for both sales will be higher than if he flooded the market on one day.

**Miller, residential real estate auctions:** I think that it is very important for professional auctioneers to realize and know that the business community is very willing to pay a professional fee for a professional service rendered. We certainly do not have to be embarrassed or ashamed to ask for a professional fee.

It is very simple to find out what the going rates are to conduct business in a given community. The private real estate brokers pretty well know what kind of fee is required in a community to stay in business, and earn a fair return on their time and investment. I think that it is also important for us to realize that those of us who are selling real estate at public auction are being observed very carefully by the business community.

This depressed market is going to change, and we are going to go back into a sellers market. If the professional auctioneer has rendered a professional service to the business community during this depressed economy, that will be remembered going into the good economy, and the rewards are going to be very, very great for the auction profession.

I think that it is extremely important that professional auctioneers conduct affairs and themselves in a very professional manner at all times. We are going to be exposed to some very difficult situations, requiring very important decisions, made rapidly. It is extremely important to remember the fiduciary responsibility, the agent client relationship at all times, bear in mind that you are representing your

client, and should do so in a very professional manner. I am firmly convinced that everyone today can be made to recognize the fact that the auction method of marketing real estate is a viable alternative marketing method.

**Brewer: farms at auction:** Let me describe the auction business this way: diligence, determination, fairness, good business practices, good deeds, and seeds properly sown will create a harvest.

**Morgan, techniques of listing real estate auctions:** The only thing I have to say to my fellow auctioneers is what I am trying to tell myself — hang in there, this economic situation won't last forever. This will probably will be good for all of us in the long pull, because every so many years we need a shakedown.

We need to re-evaluate our goals in life, and we need to re-evaluate what will be good for our business. We need to come back to some common sense thinking a lot of times. This market got away from us. Land prices went up too fast. We weren't ready for it, and the buyers weren't ready for it. Now we are paying for it.

My suggestion would be, just hang on and hang in there. We are going to be the ones to liquidate the holdings of many, many firms. We don't like to think that we are doing it at their expense, but after

Continued page 55

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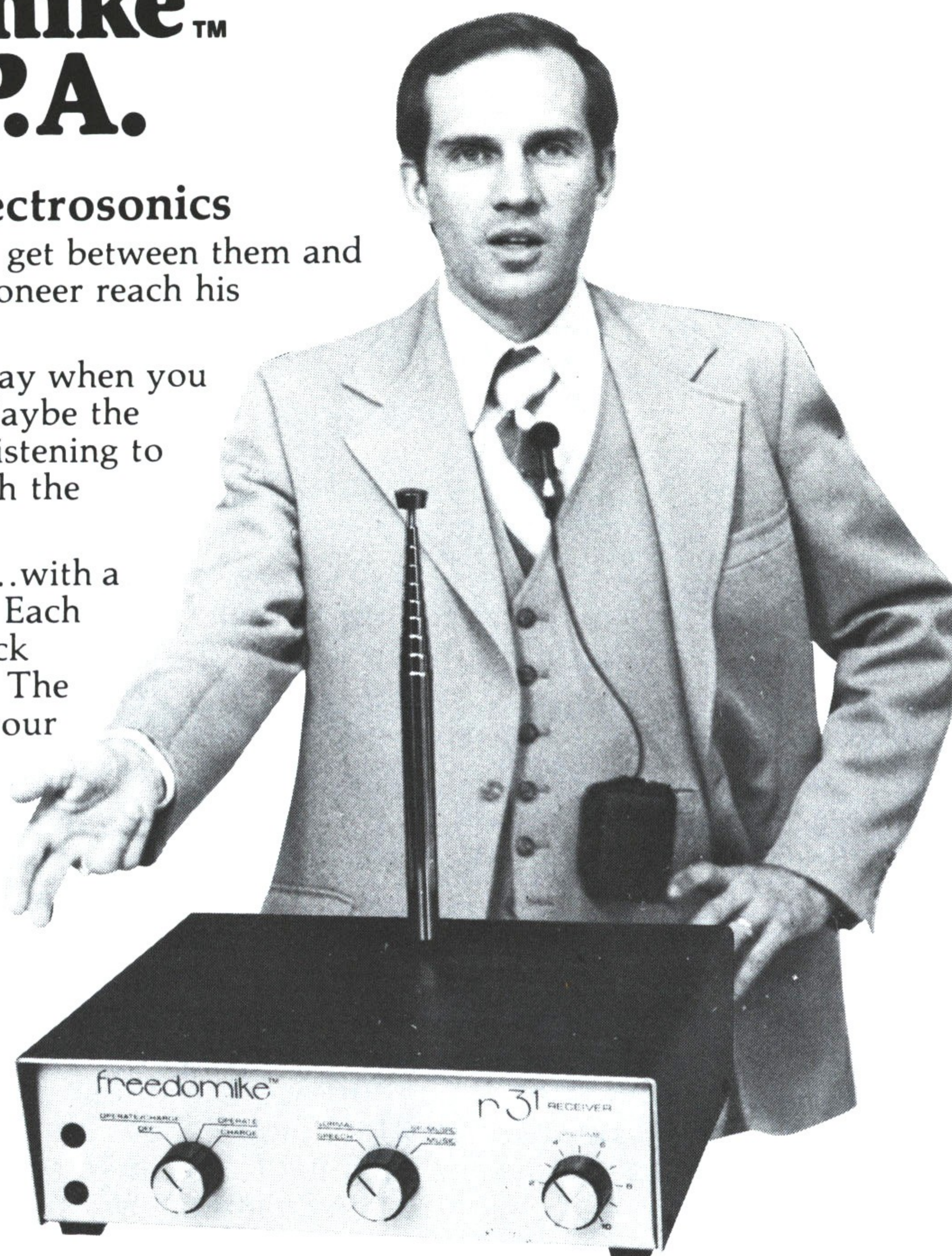
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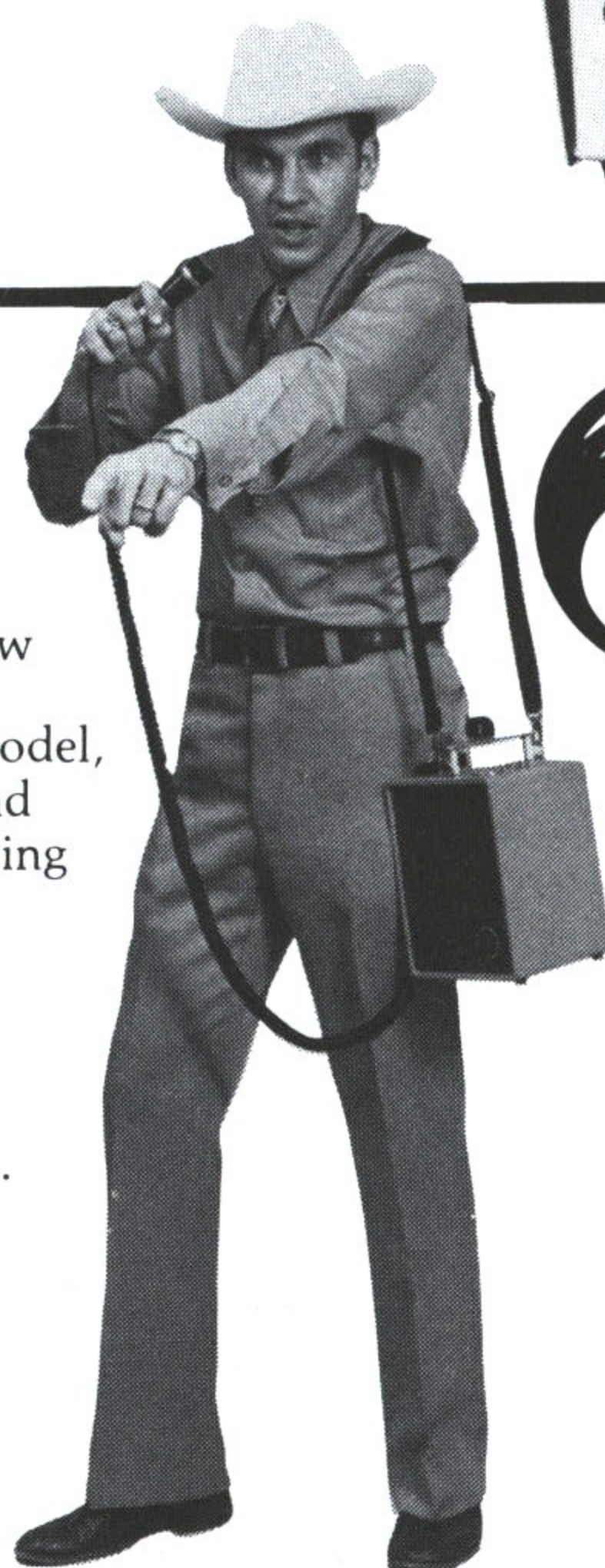
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter 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.

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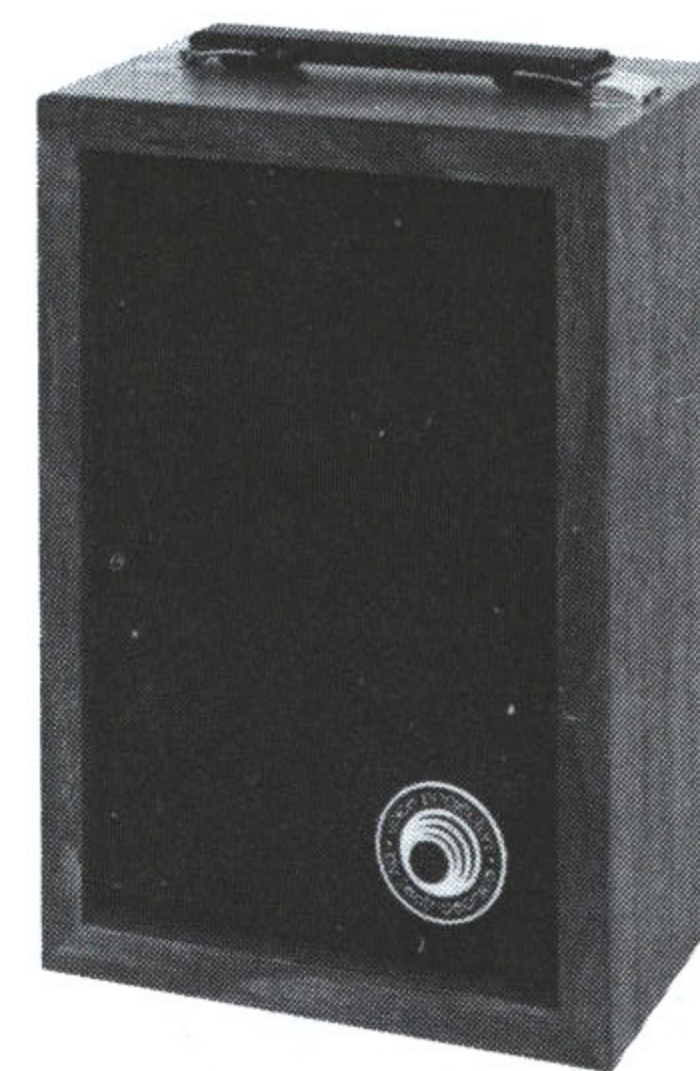
For years the Voice Projector 18 has been the benchmark by which auctioneers measured quality in self-contained P.A. equipment. Now meet the all-new VP18R. The VP18R has all the features of the older model, plus high-level input and output for connecting to other audio devices. Its rechargeable power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



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---

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### State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
March 7	Idaho	Red Lion Motor Inn, Boise	Carol Coffey
March 13-14	Kansas	Holiday Dome, Manhattan	Rex B. Newcom
April	Arkansas	Ramada Inn, Jacksonville	Jayne Lowery
April 17-18-19	Kentucky	Lure Lodge, Jamestown	B. G. Dunnington
April 25	Iowa (Spring meeting)	Amana Colonies, Seven Villages Holiday Inn on Interstate 80	Margaret Bloomer
May 1-2	Missouri	Holiday Inn, Osage Beach	Doran H. Livingston
May 1-2	Nebraska		Randy Ruhter
May 1-2	Oklahoma	Sheraton Century Center, Oklahoma City	Ray Patterson
May 15-16	South Carolina (Annual)	Sheraton Lake Marion, Santee	Maude Burnett
May 16	Alabama	Montgomery	Pete Horton
June 9-10	Wisconsin	Green Bay	Robert Massart
June 11-13	South Dakota	Mitchell	Marti Dunlap
June 13-14	Tennessee	Peabody Hotel, Memphis	E. B. Fulkerson
June 24-27	Texas	Brookhollow Marriott, Houston	Dudley Althaus
July 28-31	NAA 1982 Convention	Atlanta Hilton, Atlanta, Georgia	

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

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



# State association reports

## New York auctioneers convened

The 1981 New York State Auctioneers Association Convention held in Rochester, November 1-2, had all the qualities of a fine auction. The speakers were knowledgeable and easy to listen to, and the topics all desirable. The professional staff, under the direction of 1981 president Robert Matson and 1982 president-elect Dorothy Knapp, had complete control of the convention.

Auctioneer Knapp, West Nyack, New York, was later inducted as the 1982 NYSAA president. Dorothy is the first woman to hold the presidential office for NYSAA. Mrs. Knapp has been a very active member in the New York auction community, as well as having been an association director and vice president. NYSAA is very proud of their first woman association president, and feels very confident in knowing that the Association is in such capable hands.

NAA presidential couple, Howard and Mrs. Arlene Buckles, also attended the NYSAA convention. President Buckles conducted two seminars during the convention, and helped the NYSAA auction total over \$2700, with the sale of a latch-hook rug made by his daughter.



*CHECK PRESENTED to NAA president Buckles, by outgoing NYSAA president Matson, for \$1250. That amount is half of the NYSAA pledge to the NAA Headquarters Relocation Fund.*

NAA director, Robert Glass, and his wife, Barbara, were also among New York's guests. Mr. Glass was the main speaker at the Grand Banquet.

Former NAA director Herb Bambeck, and David Kessler, both from Ohio, joined with Harris Wilcox, Bergen, New York, to present a "Real Estate At Public Auction" seminar.

## THE CROWD ATTRACTOR: Chicago Tribune Auction Mart

When you have something to buy or sell, the Chicago Tribune Auction Mart is the way to go.

Auction Mart is the largest auction marketplace in the Midwest, carrying more than 90% of Chicago newspaper auction advertising. It is an advertising vehicle that works and that's why auctioneers continue to pound their gavels here.

### New Auction Action feature

Now the Tribune has added a new feature of interest to auctioneers and individuals who have items auctioneers want to buy or sell. Called Auction Action, this bannered feature appears in Sunday's Auction Mart. Here, auctioneers can advertise **Auctions Wanted** direct to companies and to the public. Also included are furniture, merchandise, antiques, equipment, consignments and publications.

For information, contact Sally McKoane at (312) 222-4493 or Charles Shanley at (312) 222-4042.

Source: Classified Ads and Lines Report.

## Chicago Tribune





Katherine Thuro, Toronto, Canada, presented her program on "Folk Art and Oil Lamps". As one could tell by reading the program, the two day event was filled with auction fellowship and a wealth of knowledge, making everyone who attended more informed for the auctions of the future.



*AT THE NYSAA CONVENTION, from left, Robert Matson, 1981 New York State Auctioneers Association president, Dorothy Knapp, 1982 president, and NAA president Howard Buckles.*



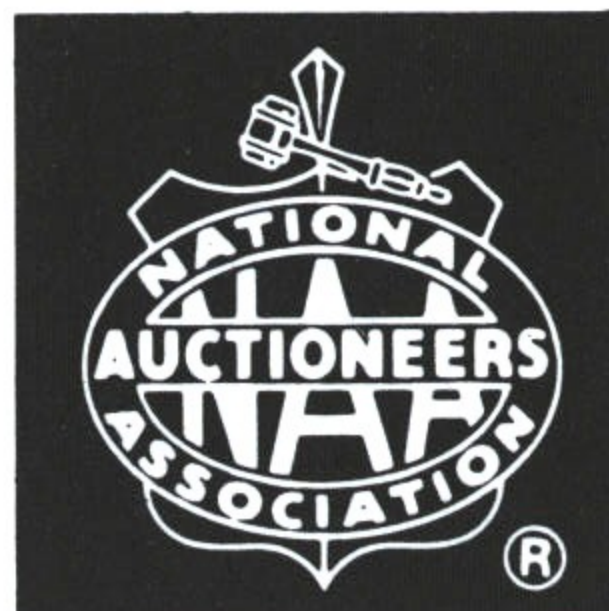
*NYSAA ROOKIE OF THE YEAR, Michael Bruce, left, accepts the award from NAA president Buckles.*

Non-powered boats will be a strong market in the future, says a Cleveland market research firm. Despite the continued dominance of the outboard motorboat, rising energy prices will cause non-powered boats — sailboats, canoes, etc. — to grab 22% of the market by 1995. By that year, a predicted 920,000 boats will be in the water.

#### **AMERICAN BUSINESS**

Nearly  $\frac{1}{4}$  of all non-farm small businesses are in retail trade.

March, 1982



## **In Memoriam . . .**

### **HOYT T. WALKER**

NAA member Hoyt Walker, Nashville, Tennessee, died December 9, 1981 of an apparent heart attack, at the age of 73. He was a charter member of the Tennessee Auctioneers Association since 1958, and was a recipient of the TAA Hall of Fame award. Hoyt Walker is survived by his wife, Myrtle G. Walker, and two daughters.

### **JOHN S. LANG**

The family of NAA member John Lang, Milwaukie, Oregon, notified the NAA office of his death, Thanksgiving morning, 1981. Since his retirement from the retail business in 1979, Mr. Lang had worked with another Lang family member in the auction business.

### **WEBB YOUNG**

An NAA dues statement was returned to the NAA office with the information that member Webb Young, Point Pleasant Beach, New Jersey, was deceased.

### **JAMES C. TRACY**

Information that NAA member James C. Tracy, Smithland, Kentucky, had died February 21, 1981, was provided on a dues statement returned to the NAA office.

### **GEORGE BENNETT**

The NAA office was recently notified by Mrs. Bennett of the death of member George Bennett, Los Angeles, California, December 19, 1981.

### **WAYNE STORM**

An NAA dues statement was returned to the NAA office with the information that member Wayne Storm, Canon City, Colorado, had died October 23, 1981.

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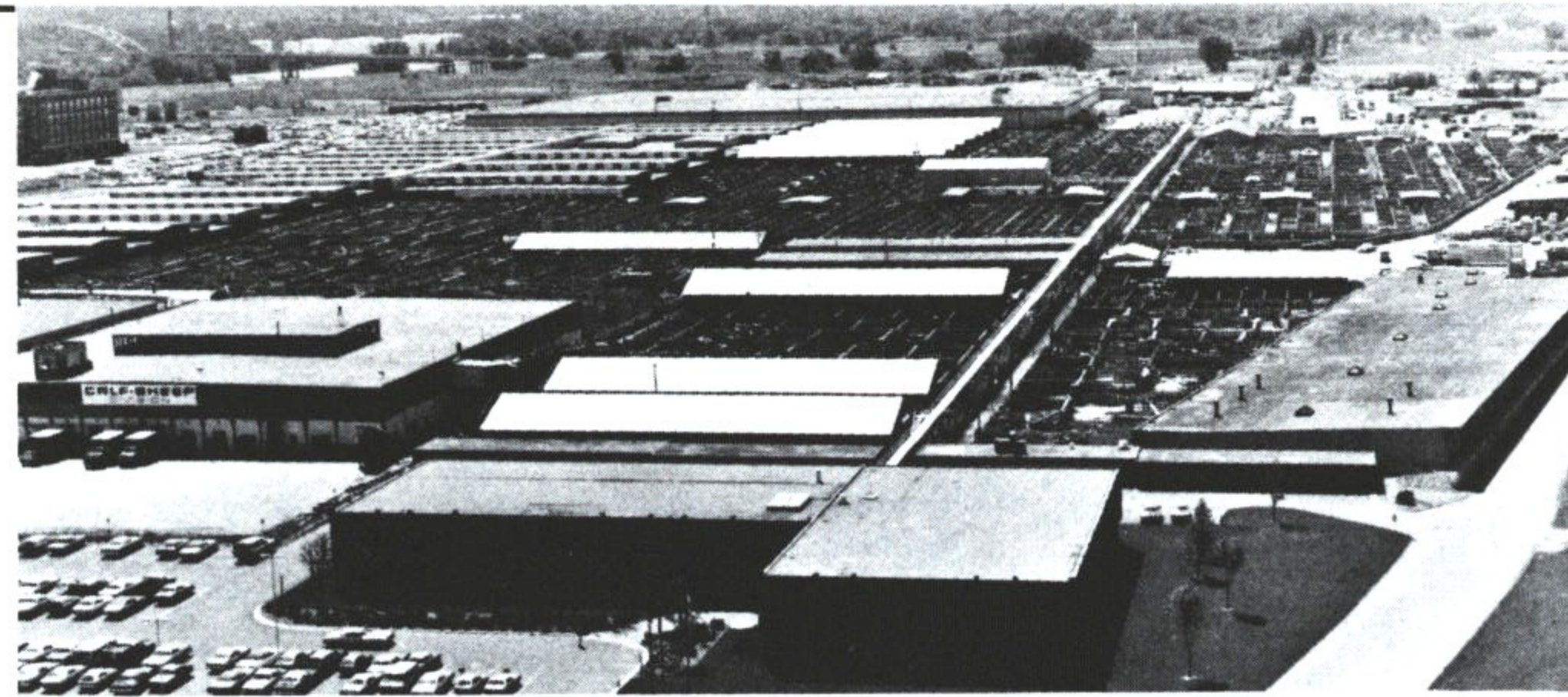
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# State association officers updated information

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 January issue of THE AUCTIONEER.

**North Dakota Auctioneers Association, Inc.** —President: Cliff Orr, Ypsilanti 58497, phone 701-489-3350. Secretary-treasurer: Roger Skiftun, Manfred 58465, phone 701-324-2995.

**Oregon Auctioneers Association** — President: Gary Day, 2484 N.W. Thurman, Portland 92710, phone 503-222-9000. Secretary-treasurer: Paul Spence 20051 S.E. Bornstedt Road, Sandy 97055.

**Texas Auctioneers Association** — President: Jack Faulks, P.O. Box 5701, Lubbock 79417, phone 806-763-4919. Secretary-treasurer: Dudley Althaus, P.O. Box 312, Fredericksburg 78624, phone 512-997-7606.

## Successful auctioneering across the nation

**Carnival glass auction early in 1982 . . .** One of the first auctions this year for carnival glass enthusiasts took place January 8-9, in St. Louis, Missouri. It was another successful event put together by NAA member **John Woody**, Douglass, Kansas.

The auction featured the collections of Mr. and Mrs. Joe Olsen, Kansas City, Missouri, and Mr. and Mrs. James Harrington, Cummings, Georgia, with individual rarities from collectors Jim and Marlene Mogg.

Mr. Olsen is one of the best known carnival collectors in the nation, and was one of the organizers of the first Carnival Glass Club. He has spent more than 20 years reporting his knowledge of carnival in his "Carnival Glass News and Views" newsletter. Joe Olsen had collected an array of fine glassware including some rare Millersburg.

The auction began with the Friday sale of 100 clocks, all working, and ranging from large grandfather clocks to unusual kitchen clocks. The two day, Woody auction was held poolside inside the covered dome of a Best Western Motor Lodge.

Saturday morning the sale of carnival began. Highlights of the glass auction included: "The People's Vase", cobalt blue, 11½" x 5½" in diameter, \$5000; Morning Glory tankard in marigold, \$4200; and a Morning Glory tankard in amethyst sold for \$6700.



*AUCTION CROWD reflected in antique mirror, Lake Geneva, Wisconsin, on New Year's day. Wisconsin NAA member Joe Skeen handled the annual sale.*

**Top prices at New Year's Day auction . . .** A premier selection of antiques and collector's items for the Lake Geneva, Wisconsin, area was featured in the eighth annual New Year's Day Auction at the Lake Geneva's Playboy Resort and Country Club. Conducting the sale was NAA member **Joe Skeen**, Williams Bay, Wisconsin, assisted by his wife Loretta, plus son and daughter NAA members **Joey** and **Katherine Skeen**. The auction was held in the spacious Wisconsin Room at the Playboy club, to comfortably seat the auction crowd of 500.

Highlights of the holiday auction included a 1961 Silver Cloud II Rolls Royce, with pearl white exterior, original blue-grey leather and walnut interior, and cherrywood picnic tables in back. Private bidding closed at \$25,000. Other top selling items were: a six tune, three speed crank, wind music box, \$15,000; a Wurlitzer 1015 juke box in excellent condition, \$3,650; and a mint condition, Handel table lamp, circa 1898, \$2,700.

The Skeen auction also included a piece of Russian history, a decorative cup belonging to Czar Nicholas II, circa 1896, sold for \$225.

**NAA members chosen for Kennedy-Wilson auction . . .** The eleventh, Golden Movement Emporium Auction, Los Angeles, California, December 4-6, 1981, included participation by six NAA members. The auction was conducted by Kennedy-Wilson, Inc., and utilized the auction skills of NAA auctioneers **Chuck Layne**, CAI, and **Ron Kirby**, Franklin, Kentucky; **Hal Hines** and **Don Kennedy**, Portland, Oregon; and **Bill Douglas**, Fresno, California, and **Bobby Mendenhall**, Boring, Oregon.

The total gross of the auction was well into the millions for the Kennedy-Wilson firm which reported

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# Teamwork



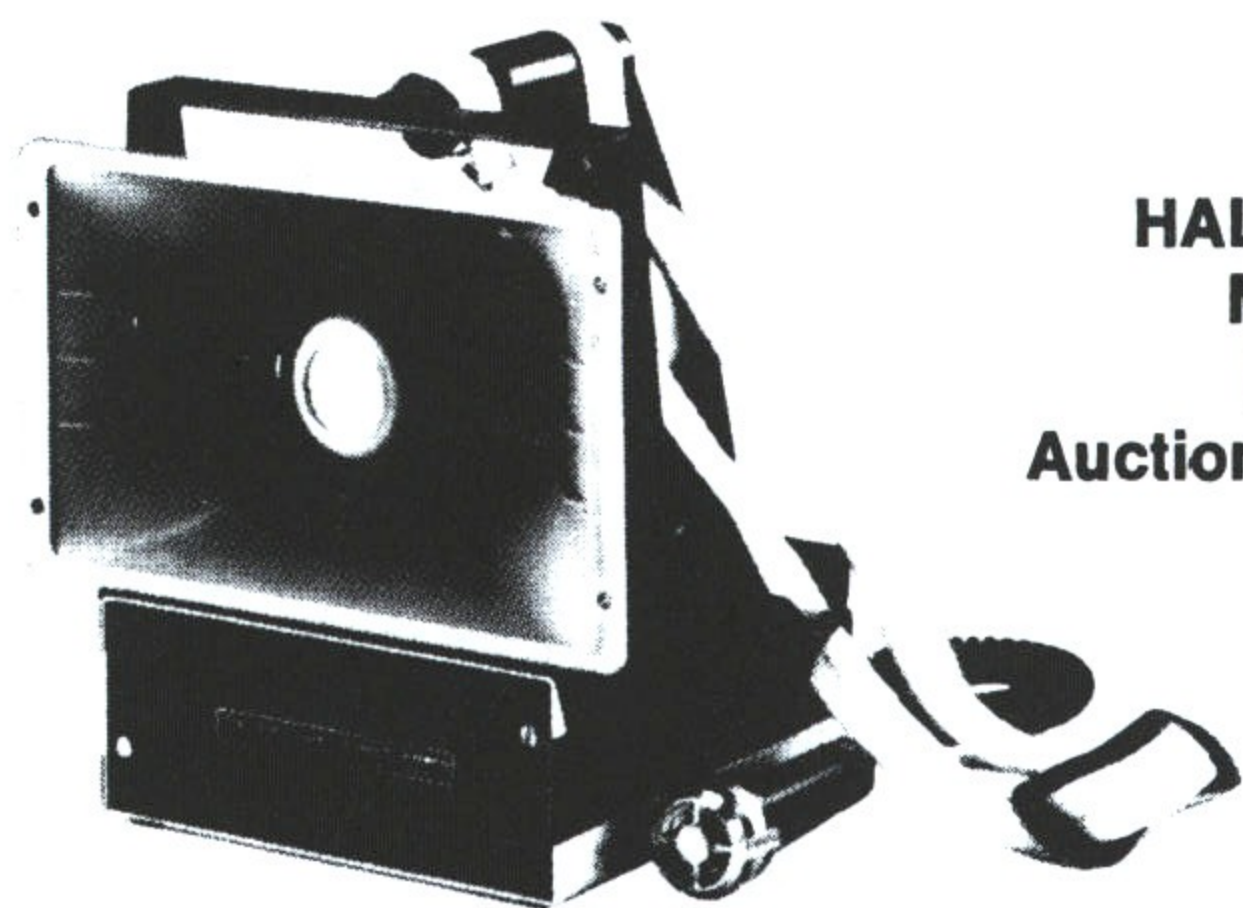
The execution of the right play creates the winning effort. Teamwork is what makes it all happen and can put dollars in your pocket. You may not always have the knowledge or experience to tackle every sale or lead. Michael Fox Auctioneers can be the part of your team that can make the difference between 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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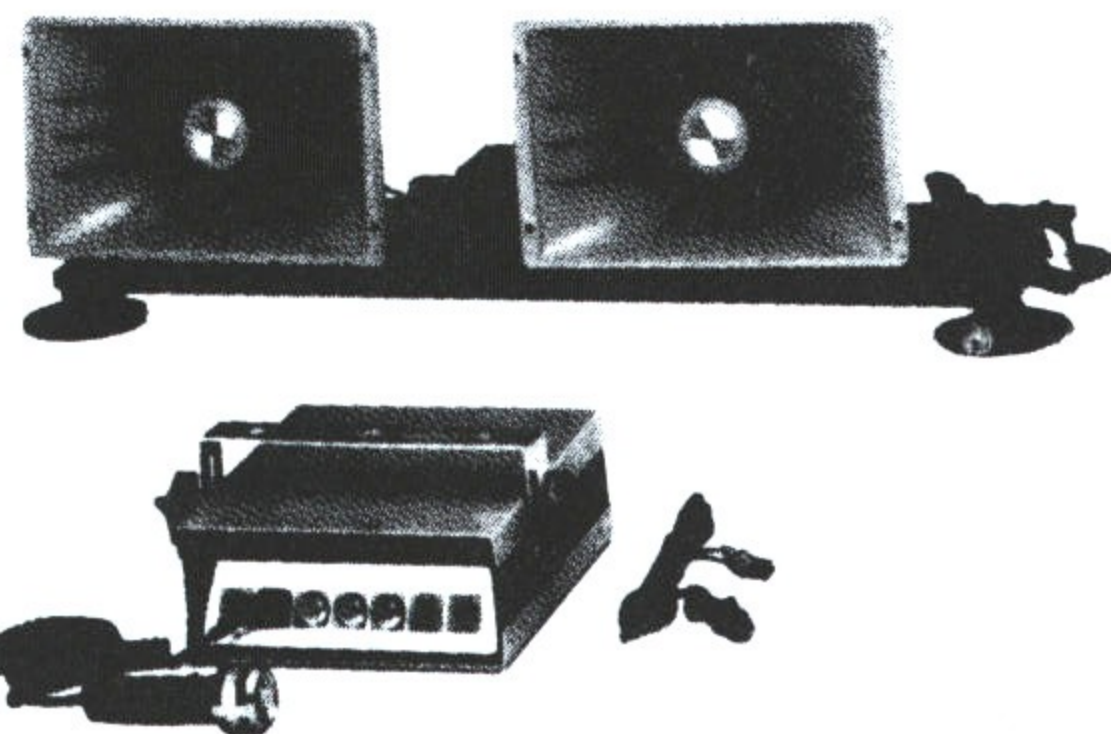
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a real estate auction sales total for 1981 of \$80,950,000.

Auctioneer Layne commented to THE AUCTIONEER, "For the third year, I was proud to be included in the auction team. The auction drew people from all over the world to purchase items from all over the world."

**1937 Buick in dealership auction . . .** As shown in the photograph at right, NAA members **Don Fitzner** and **Jim Farrell** presented the keys to a 1937 Buick, to the successful bidder at a General Motors dealership auction, Granite Falls, Minnesota. Auctioneer Fitzner is from Olivia, Minnesota, Farrell from Milbank, South Dakota.

Bidders from six states were on hand in November, 1981, to try and purchase the vintage auto, covered and stored in the back room of the auctioned dealership. In 1937, the car's price was \$1,865, but it sold for \$11,200 at auction 44 years later.

*NAA MEMBERS (above right) Don Fitzner, left, and Jim Farrell, right, present car keys to new owner.*

*1937 BUICK, right, auctioned for \$11,200.*



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takes a field camera to a designated location and shoots videotape. Once the footage is shot, which often involves special lighting and talent, the photographer takes it back to the station to be edited. Once the commercial is edited, which includes adding audio, supers (superimposures), and any other special effects, the spot is complete. Editing usually takes anywhere from two to four hours, depending upon the complexity of the spot.

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(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 4¾ inches; Quarter page — 3½ by 4¾ inches or 7¼ by 2¼ inches.

6. **PREPARATION CHARGES:** You will be billed for the following charges when the NAA office prepares, or makes changes in your advertising.

Initial composition	Changes
quarter page .....	copy changes .....
half page .....	artwork changes .....
full page .....	

Changes in your advertising are not accepted over the phone, but must be received in writing.

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

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.

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



# CLERK-SAVER® — World's No. 1 Clerking System

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

Buyer's Name	_____
Or Number	_____
Item or	_____
Lot Number	_____
_____ @ \$ _____	= \$ _____
REMARKS _____	
<small>This receipt verifies payment and delivery of the above. Seller retains ownership until payment check is honored. Sold as is, where is. All sales final. Thank you.</small>	
<small>• FORM NO. CT-12 MISSOURI AUCTION SCHOOL K.C. MO. 64102</small>	

## THE CLERK SAVER® IS:

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



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

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

9,000 Tickets (1-3 White, Canary & Card)	\$27.50
18,000 Tickets (1-3 White, Canary & Card)	52.50
36,000 Tickets (1-3 White, Canary & Card)	98.50

### ● ALUMINUM WRITING TRAY

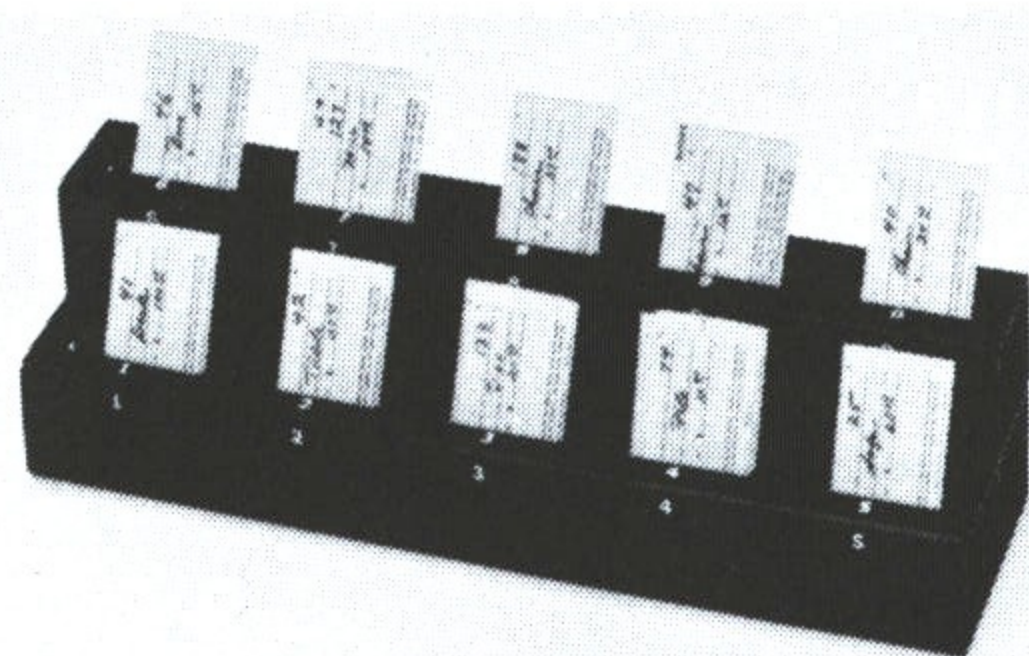
The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

Aluminum Writing Tray .....\$14.95

### ● 100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

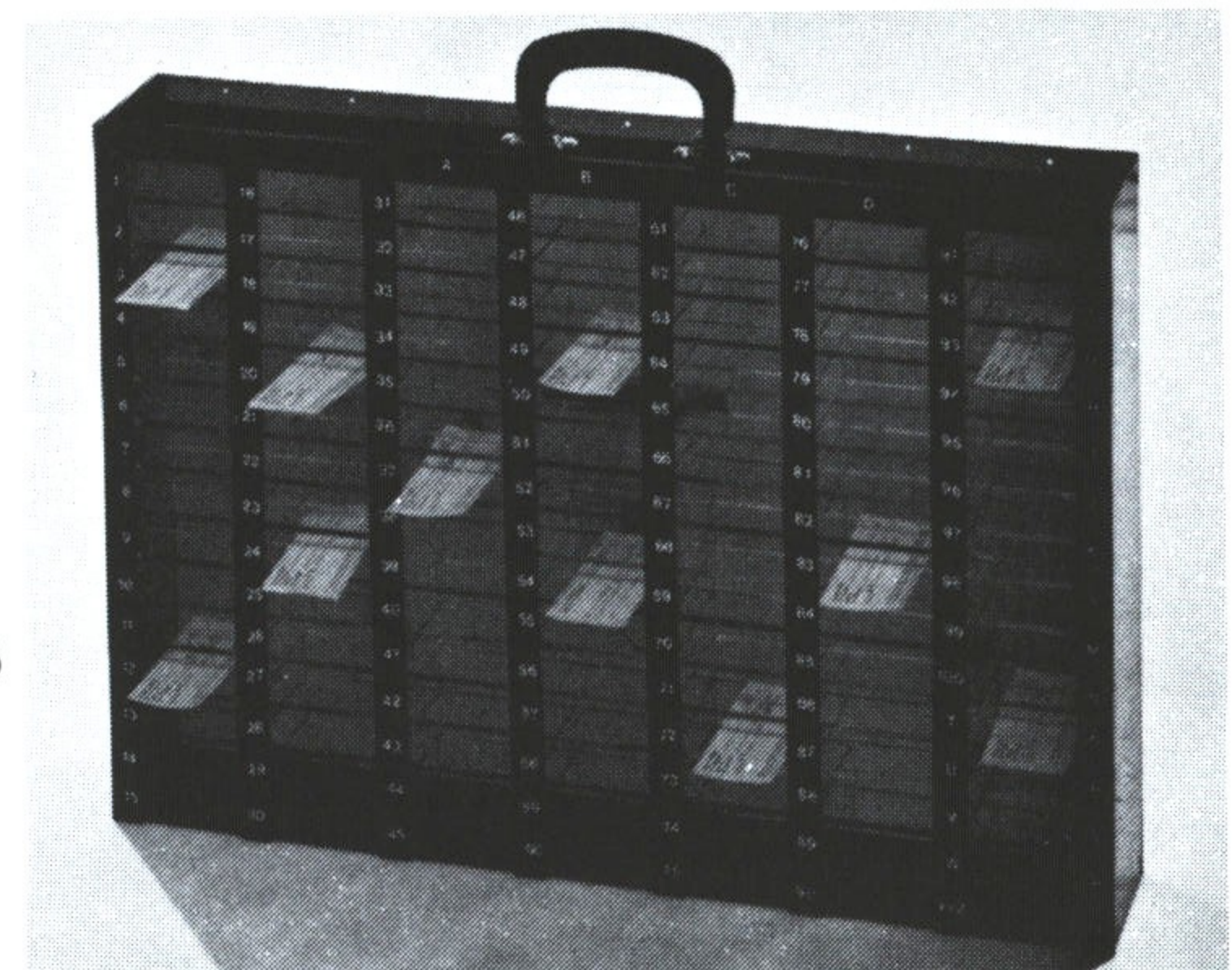
Overall size 23"x16"x4". Slots are 2¾" x 7/8" x 3½". Handle for easy carrying or nail to a wall for permanent installation.

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



### ● 10 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

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



### ● 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
-----------------------	------------------	------------------

### ● BUYER'S REGISTRATION FORM . . . Form No. BR-69

8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone and other information.

\$2.00 per pad, 10 pads at \$1.50 ea., 20 or more at \$1.25 ea.

## SPECIAL CLERK SAVER STARTER KIT

### THE SPECIAL KIT INCLUDES:

- Aluminum Writing Tray
- 9,000 CT-12 Clerking Tickets
- 1 Pad FS-69 Final Settlement Forms
- 1,000 BC-70 Buyer Cards
- 3 Pads BR-69 Buyer Registration Forms

### All of the above plus:

One 10 Slot Clerking Ticket File (a \$80.90 Value) Only	\$53.50
One 100 Slot Clerking Ticket File (a \$117.90 Value) Only	\$89.95

**SAVE**

**\$27.00**

**Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage**  
**Order by Mail . . . Send Check or Money Order To:**



**Missouri Auction School**

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

**PHONE: 816-421-7117**



# Now. . . COLONEL® . . . The Sound That Sells®

The all new COLONEL Series of Portable Heavy Duty P.A. Systems Designed Exclusively for Auctioneers



## COLONEL® 1

- Electro-Voice Model 671 Anti-Feedback professional ball type dynamic cardioid microphone with on-off switch, detachable 10 foot coiled cord, and built in windscreen.
- Deluxe padded shoulder strap.
- Full range six inch baffled speaker.
- Tough, attractive reinforced vinyl "Mule Hide" covering with metal corner protectors.
- Space age solid state amplifier.
- SPECIFICATIONS: Batteries: Eight "D" size flashlight batteries (not included) (Alkaline batteries will give many hours of extra service).
- DIMENSIONS: 7¾" High x 6" Wide x 7¼" Deep.
- WEIGHT 4 LBS., 14 OZ.
- There is a two year repair or replace warranty on everything except batteries.

List Price: \$395.00

Auctioneers Cost: \$237.00

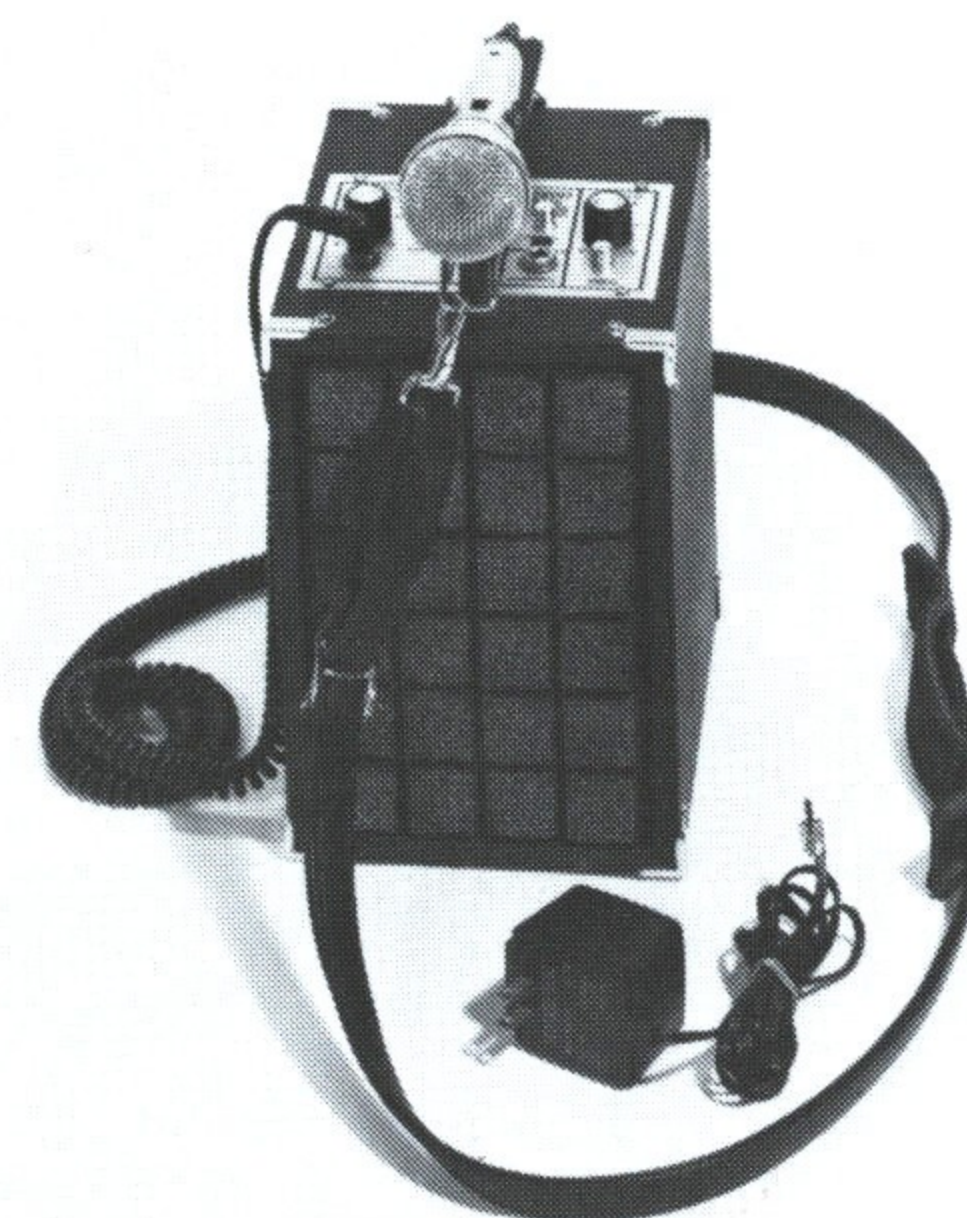
## COLONEL® 2

The COLONEL 2 has the same features as the COLONEL 1 plus:

- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- AUTOMATIC "Full Charge" indicator light shows when battery is fully charged.
- Complete with recharger. Charger rated 120 VAC, 8 WATT, 300 MA.
- SPECIFICATIONS: Battery: Gel Type (2) #626 2.6 AH rating rechargeable.
- INPUTS: one microphone, one tape recorder, one battery charger.
- OUTPUTS: One extension speaker, one tape recorder.
- WEIGHT: 6 LBS., 12 OZ.

List Price: \$570.00

Auctioneers Cost: \$342.00



## COLONEL® 3

The COLONEL 3 has the same features as the COLONEL 2 plus:

- Storage Compartment in back to carry recharger, microphone and cord.
- Slightly larger speaker baffle area with port hole.
- DIMENSIONS: 9¾" High x 6" Wide x 7¼" Deep.
- WEIGHT: 7 LBS., 6 OZ.

List Price: \$595.00

Auctioneers Cost: \$357.00

WE STOCK A COMPLETE LINE OF P.A. EQUIPMENT. WRITE FOR FREE LITERATURE AND PRICES.

Payment with Order — We Pay Postage . . .

C.O.D. Orders — You Pay Postage

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## Missouri Auction School

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

PHONE: 816-421-7117

## THE AUCTIONEER NATIONAL AUCTIONEERS ASSOCIATION

135 Lakewood Drive, Lincoln, NE 68510-2487

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Lincoln, Nebraska  
Permit No. 9

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