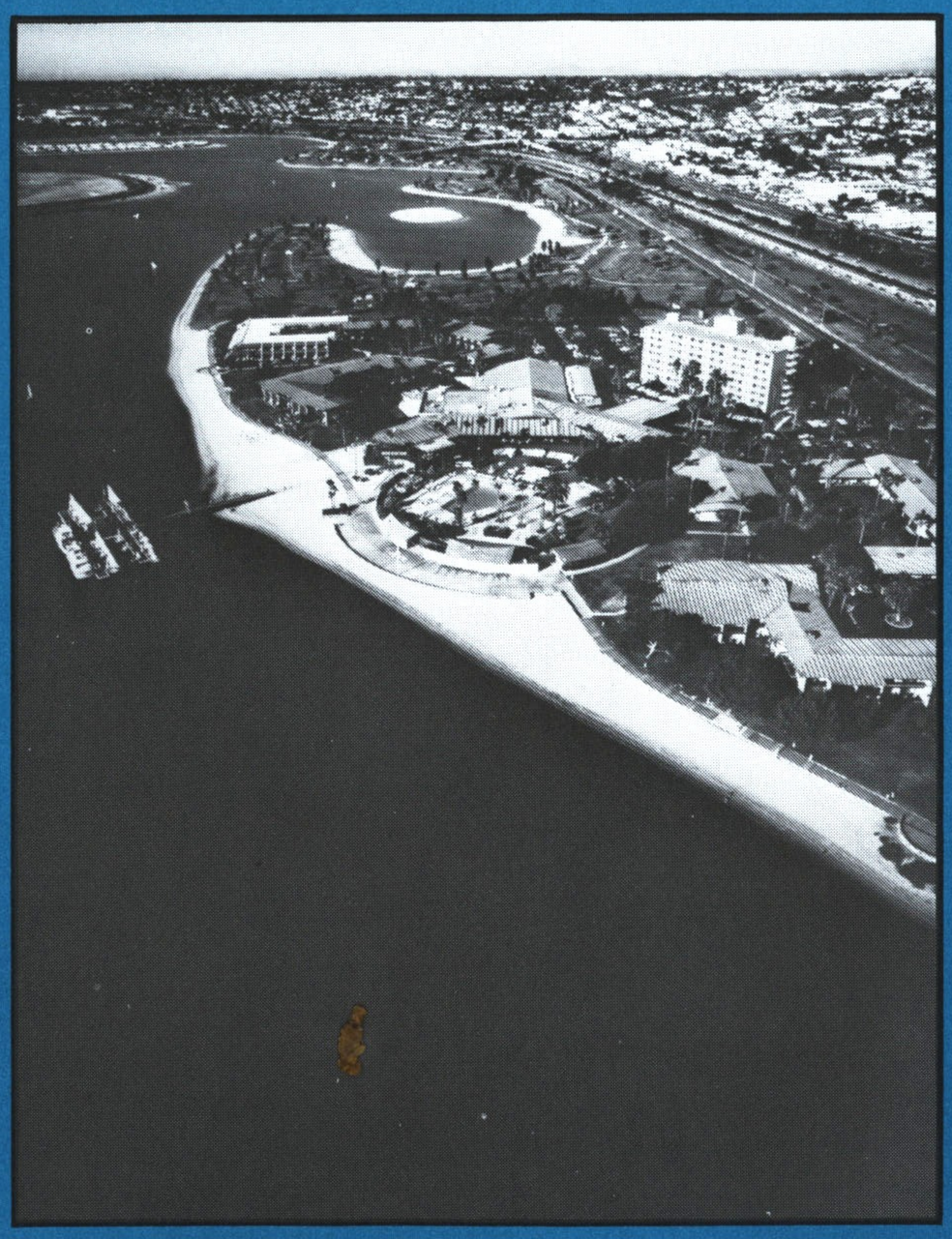
THE AUCTIONEER

The Magazine of the National Auctioneers Association • November, 1983

The 1984 NAA Seminars An Educational Experience



THE SAN DIEGO HILTON

REAL ESTATE AT AUCTION

January 23-24-25, 1984

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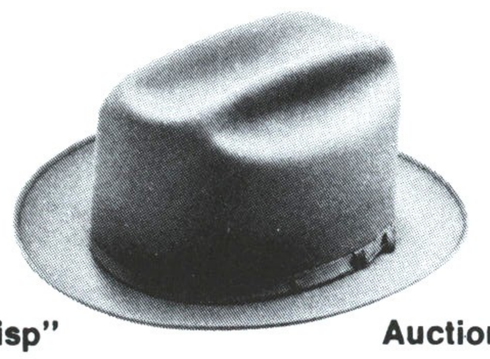
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February 13-14-15, 1984

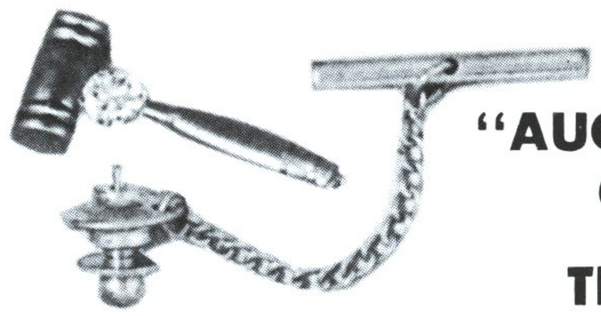


ATTENTION ALL NEW AND OLD MEMBERS OF NAA





Stetson "Wisp" Auctioneer Hat



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Warmer climate is upon us once again and it is time to shift gears and go for something cooler. We have the "Auctioneer" hat in Tan Milan Straw in all three brim widths (2⅛", 2⅜" and 2⅝") and also the White Panama hat in a 2½" brim. They will be ready to ship by the time you read this ad. We, of course, have the beautiful Silver Belly "Auctioneer" felt hat in all three brim widths and can ship any time of the year. The Stetson "Wisp" hat in 4X quality is also available the year around.

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You will note we have discontinued our ad on the custom handmade boots. While we have many satisfied customers now wearing our boots we find it very difficult to fit folks by mail, this being particularly true with a handmade product. We are extremely happy with our boots but find it too much of a burden when we have to ship several pairs before finding the right fit. We still have several hundred pair on hand, however, and if you would like to try a pair we will be happy to work with you.

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Source: Scarborough Report, daily/Sunday 4-issue cume, Chicago; Sales and Marketing Management Survey of Buying Power.



UNITY AND PROGRESS . . . The NAA is on the Move!



By William L. "Bill" Gaule, CAI
President, 1983-84 NAA Year

Our heartfelt sympathies are extended to the family of Gary Carmichael, our Director of Association Services, who recently passed away. Gary will be missed by all who knew him.

The NAA office in Lincoln, Nebraska, was sold at absolute auction on Thursday, September 15, 1983, for a total of $154,000. This money will be used to build the new office building in Overland Park, Kansas. Completion date of the new building is projected for late November with total occupancy by the NAA on or before December 15, 1983. When we arrived at the Lincoln, Nebraska, home office, Rex Newcom and several other auctioneers were making last-minute preparations for the sale. Rex was washing a window and remarked to Harvey McCray that "in one year, he had gone from President to Janitor".

Much credit for this successful auction goes to Dean Fleming who not only prepared the promotion, but also served as the auctioneer in a very professional manner. He was assisted by Rex Newcom, and newly elected Director Jack Nitz; Howard Buckles, Director and past President; Terry Dunning, past President; Hugh Miller, Vice President; Harvey McCray, Executive Vice President and Bing Carter, NAA member. Assisting Dean in the advertising program was NAA member Randy Fleming.

Wally Laumeyer, Harvey McCray and I recently met in Minneapolis to start preparations on the 1984 National Convention to be held at the Hyatt Regency Minneapolis Hotel. After this two-day meeting, I came away very impressed by the excellent facilities and courteous personnel. The hotel is very well-located with beautiful shopping areas within walking distance. The city offers many exciting sights to see. Overflow Hotel accommodations will be available in the Holiday Inn Minneapolis across the street from the Hyatt Regency. I know you will be pleased with all of the tours that Wally Laumeyer, Convention Chairman, and the Minnesota Auctioneers Association have planned for you.

This's year convention will be planned somewhat differently. There will be changes that we hope you will really find both enjoyable, educational, and we promise, entertaining. Wally remarked several times how excited he was with all that this convention will offer our members and their families. This will be a family convention that I hope you will plan to attend. Circle your calender NOW for July 17-21, 1984. Talk to your NAA friends about attending the convention. You are the NAA representative in your area!

The directors recently met in Oveland Park, Kansas, for the fall Board of Directors' meeeting. Many items of interest and concern for the NAA were discussed and acted on. Remember, we always welcome your ideas and comments. The NAA is on the move.

President-elect Sammy Ford, CAI, has organized two very fine seminars for 1984. The first, to be held in San Diego, California, on January 23-24-25 at the beautiful San Diego Hilton on East Mission Bay Drive, will offer new ideas, techniques and methods of selling real estate at auction. And the second, to be held at the Peabody Hotel in Memphis, Tennessee, on February 13-14-15, will offer methods, techniques and ideas on building an auction business.

Continuing education is vital to the growth and service of our business. NAA members, who have been successful in their auction business and who are recognized for their successes, have been selected by Sammy to serve in instructor capacity to provide you, the member, with good, sound information. Take the opportunity to learn from some of the finest auctioneers in the business at the 1984 NAA Seminars — January in San Diego and February in Memphis.

Today, as I was driving home, a beautiful cock pheasant rose from this Illinois prairie in flight over a freshly harvested field of corn. It reminded me how soon hunting season and the winter season would be here. I am hopeful that you have many auctions planned and will have a very successful business this year. Marge and I are really looking forward to being with you at your State Association Convention this year!

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THE AUCTIONEER

NOVEMBER, 1983 **Volume XXXIV, Number 10**

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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 first 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.

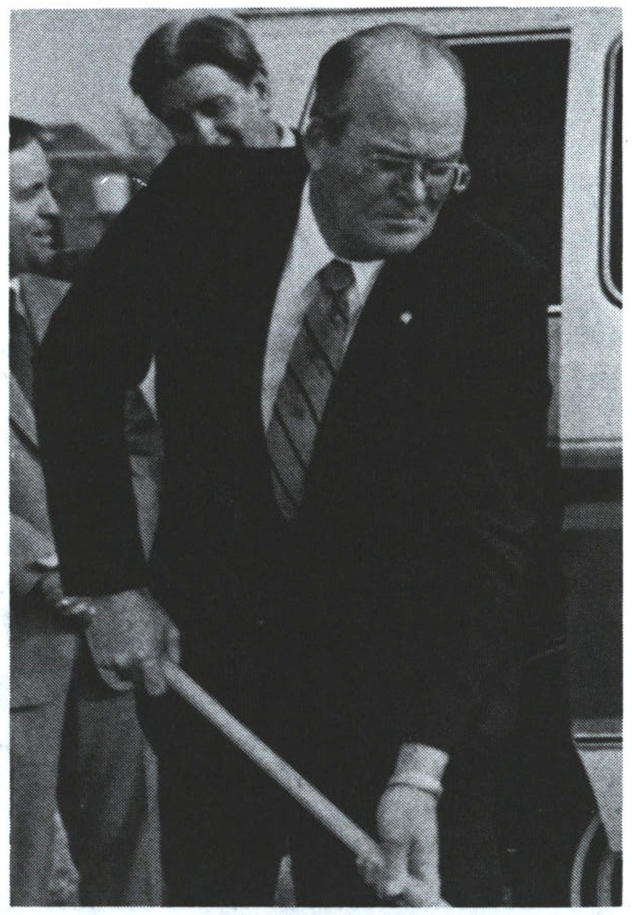
Editorial and Executive Offices of the National Auctioneers Association are at 135 Lakewood Drive, Lincoln, Nebraska (NE) 68510-2487. Phone: 402-489-9356.

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Miss Michele L. Martz, Director of Publications
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Progress Report . . .

On the construction of the NAA Headquarters building in Overland Park, Kansas

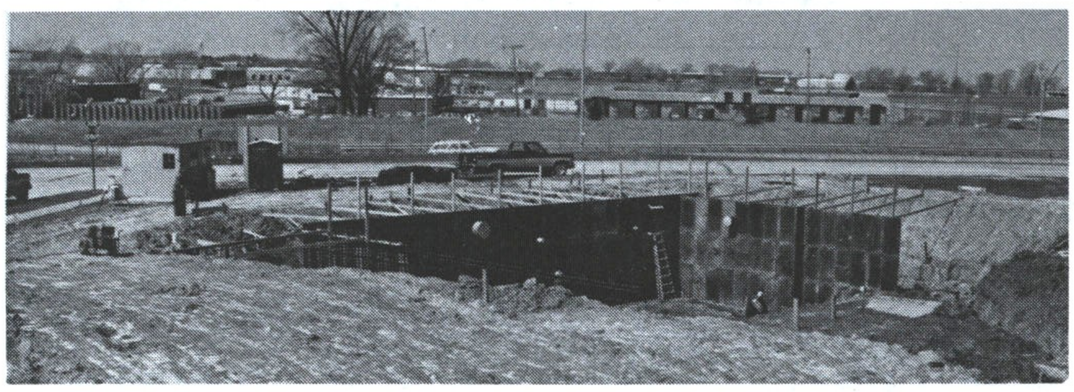
GROUND BREAKING CEREMONIES were held at the building site of the NAA headquarters office building of the National Auctioneers Association, 8880 Ballentine, Overland Park, Kansas. Over 75 persons were present when NAA President Rex B. Newcom turned the first shovel of dirt, initiating the construction project. Everyone left the ceremonies feeling optimistic that the building would be ready for occupancy in September, 1983. That optimism was "dampened" by rain in the Overland Park area until June. The following photographs will provide a pictorial progress report up through October 17, 1983.



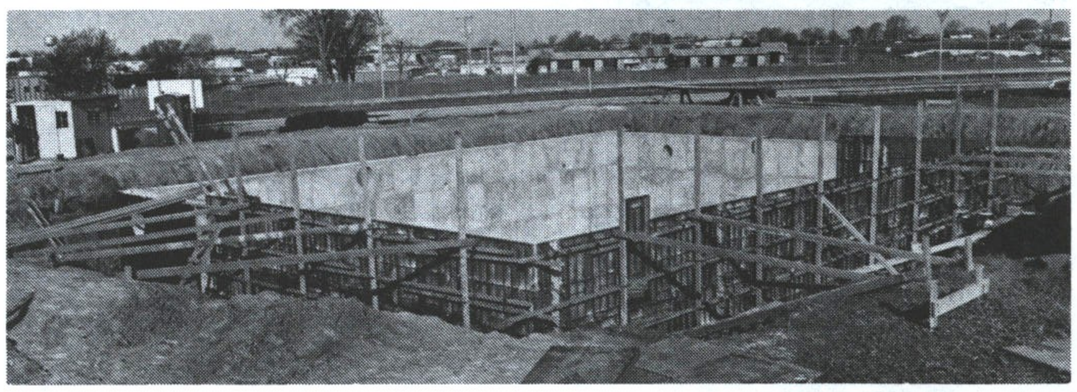
March 15, 1983

And then the rains came!

April 10, 1983

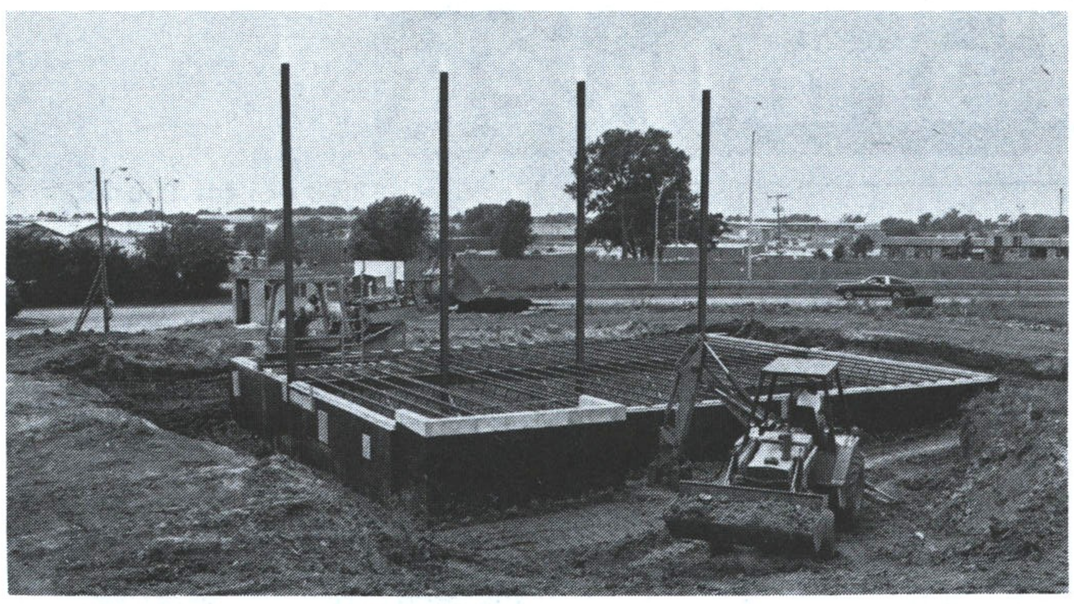


May 3, 1983

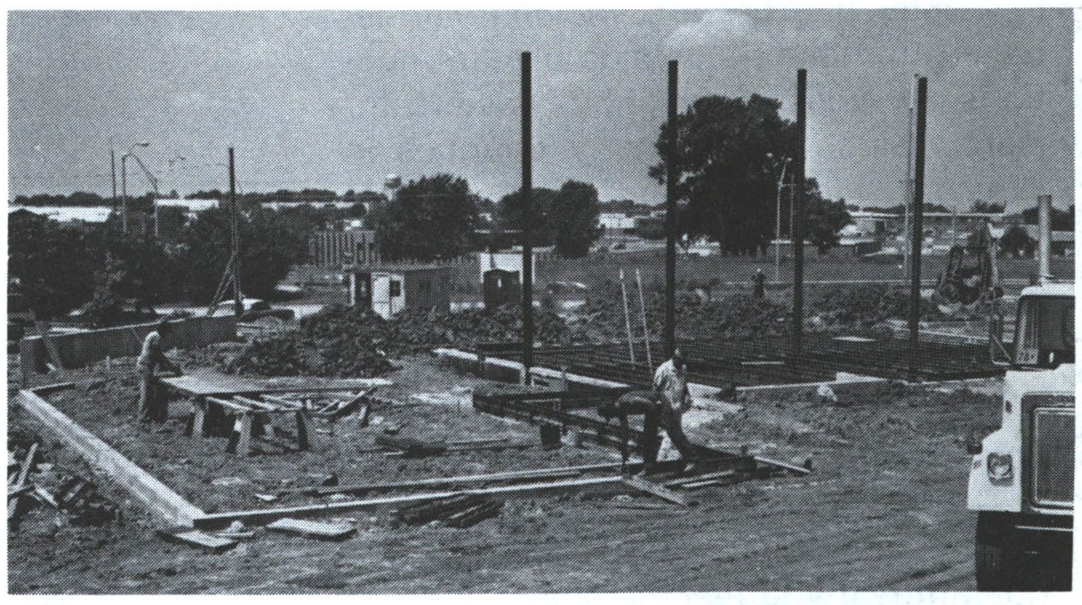


Full Speed Ahead!

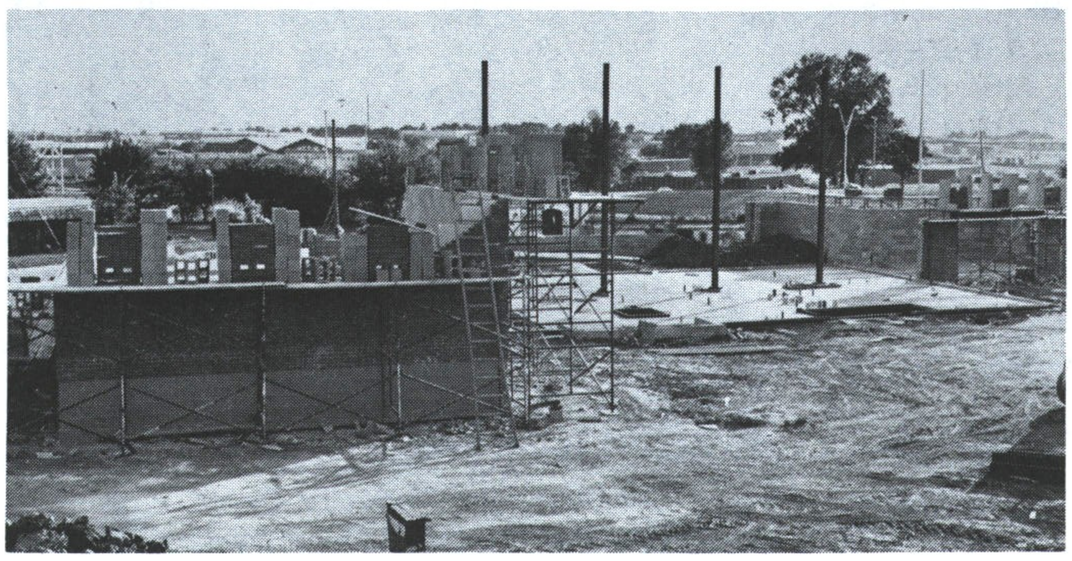
June 9, 1983

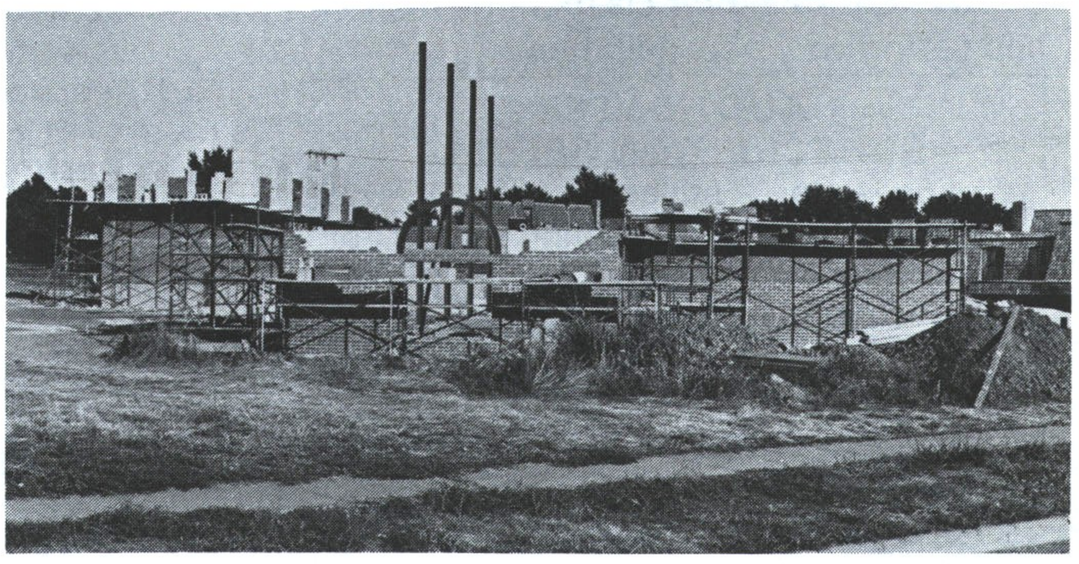


July 5, 1983



August 1, 1983







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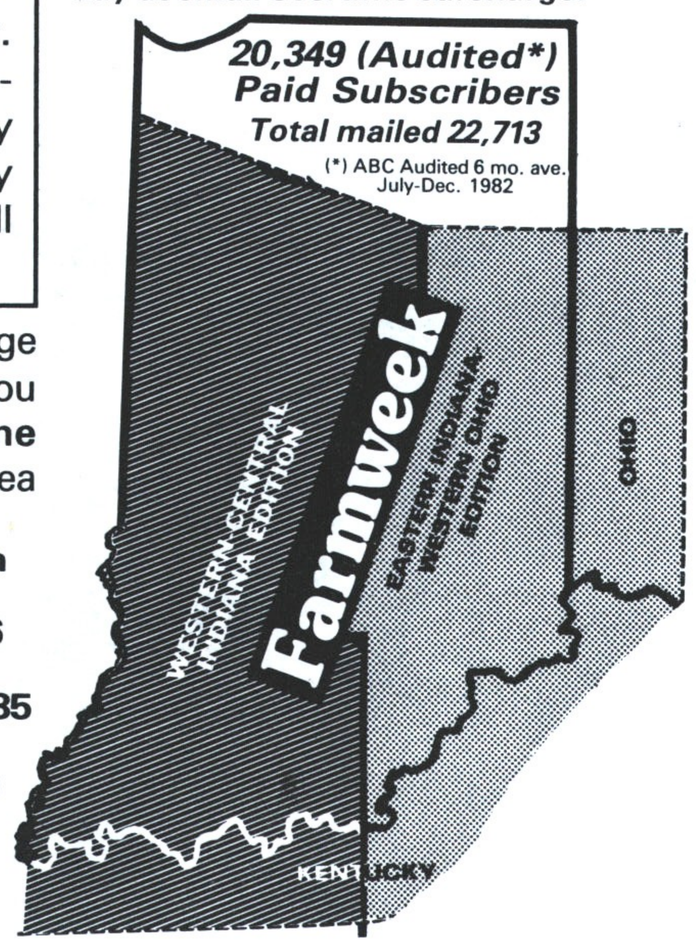
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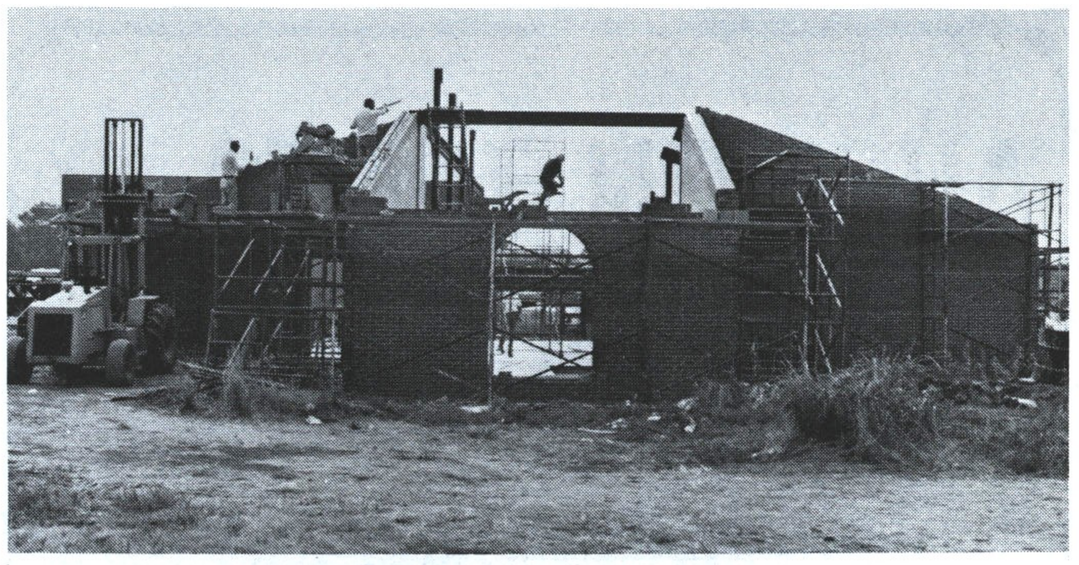
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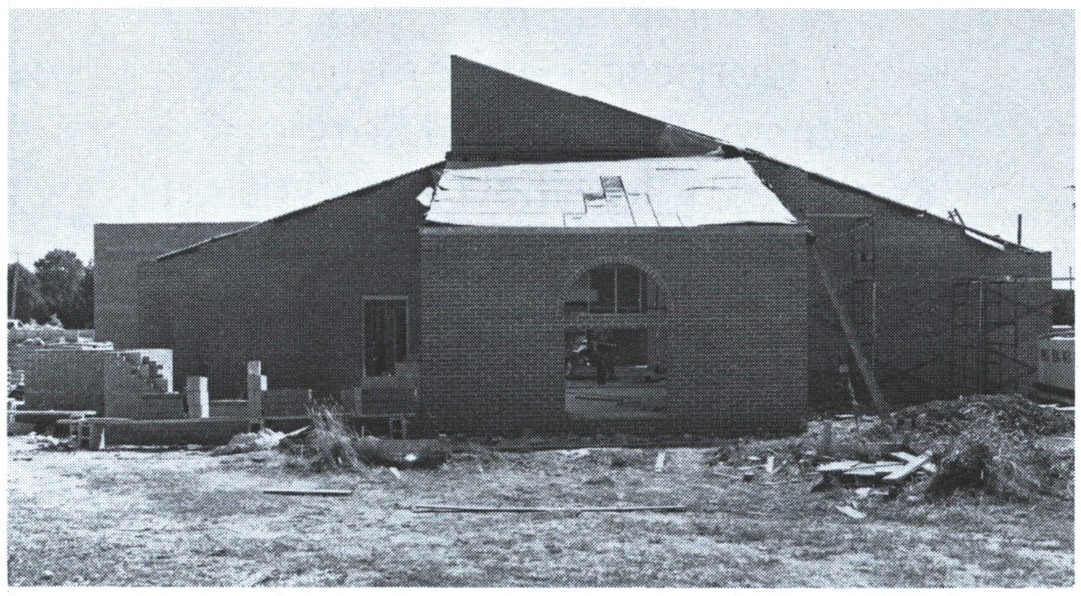
Publishers of Tri-State Trader

September 1, 1983

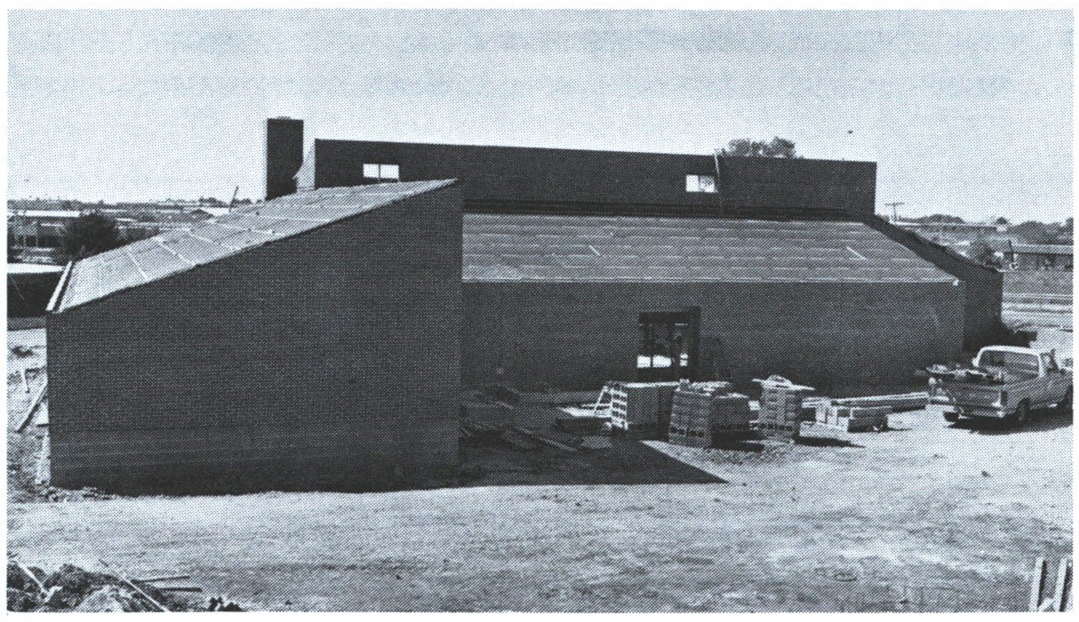




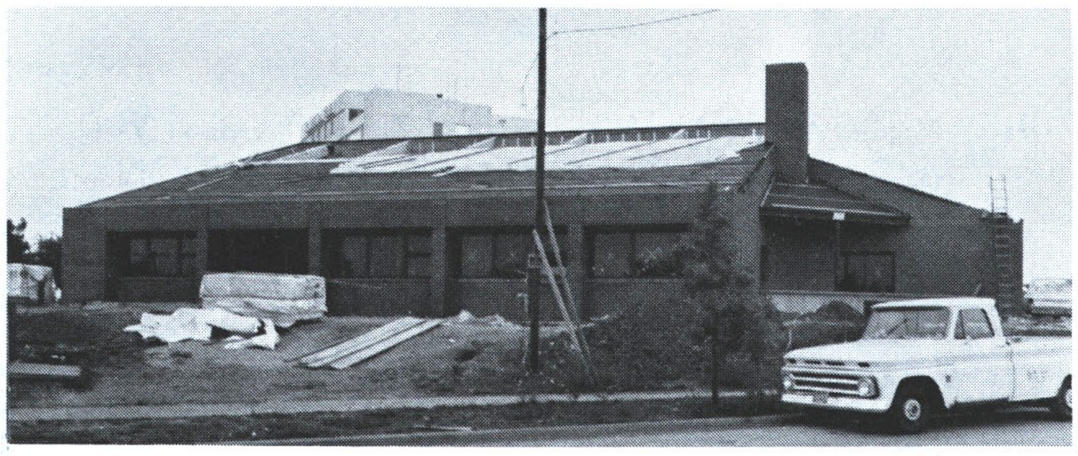
October 3, 1983

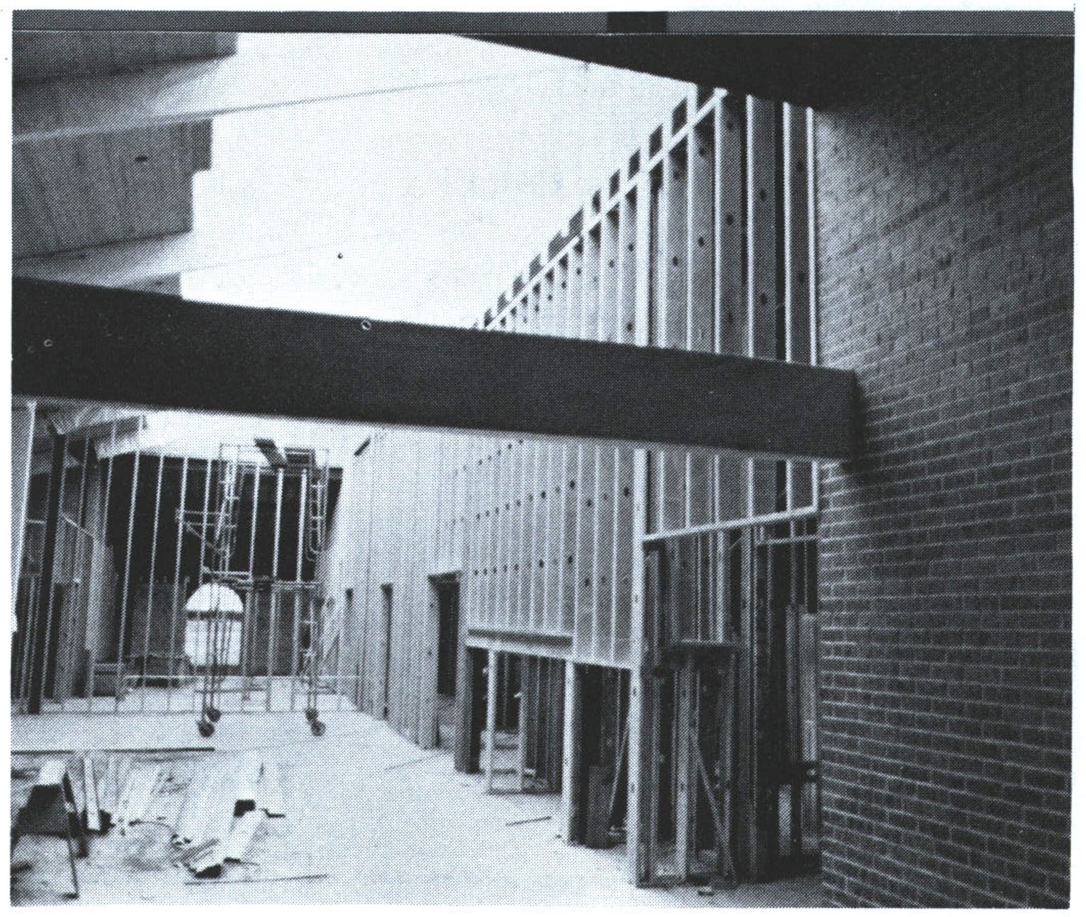






October 17, 1983

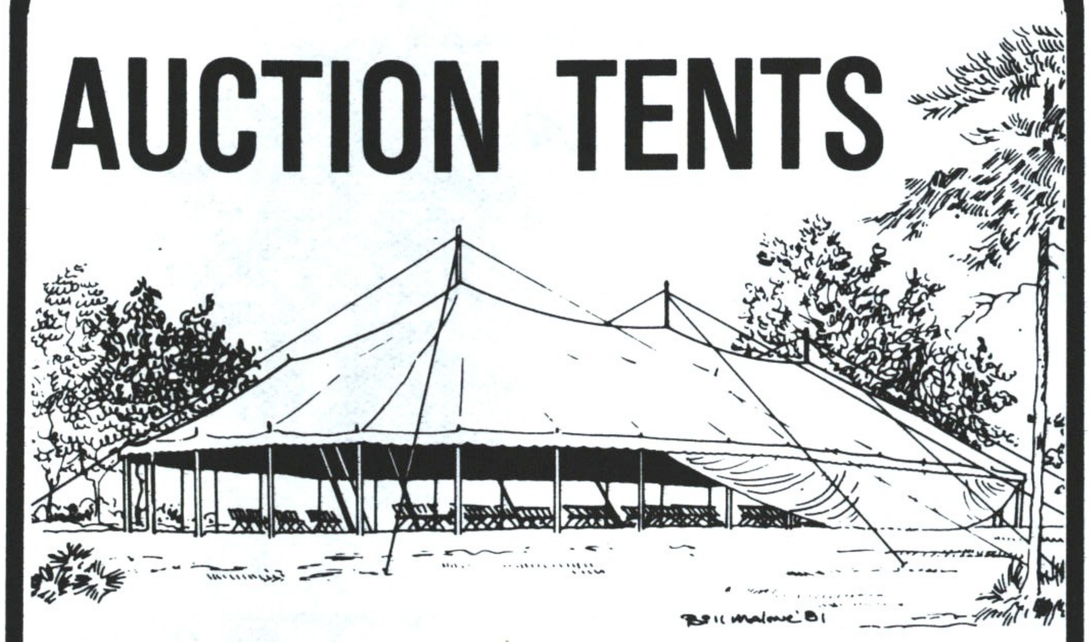




OCCUPANCY OF THE NAA OFFICE is expected on December 1, 1983. Five months of rain delayed construction, and construction workers could not see much progress until July, 1983, when the "ground work" was completed and the structure began to take shape.

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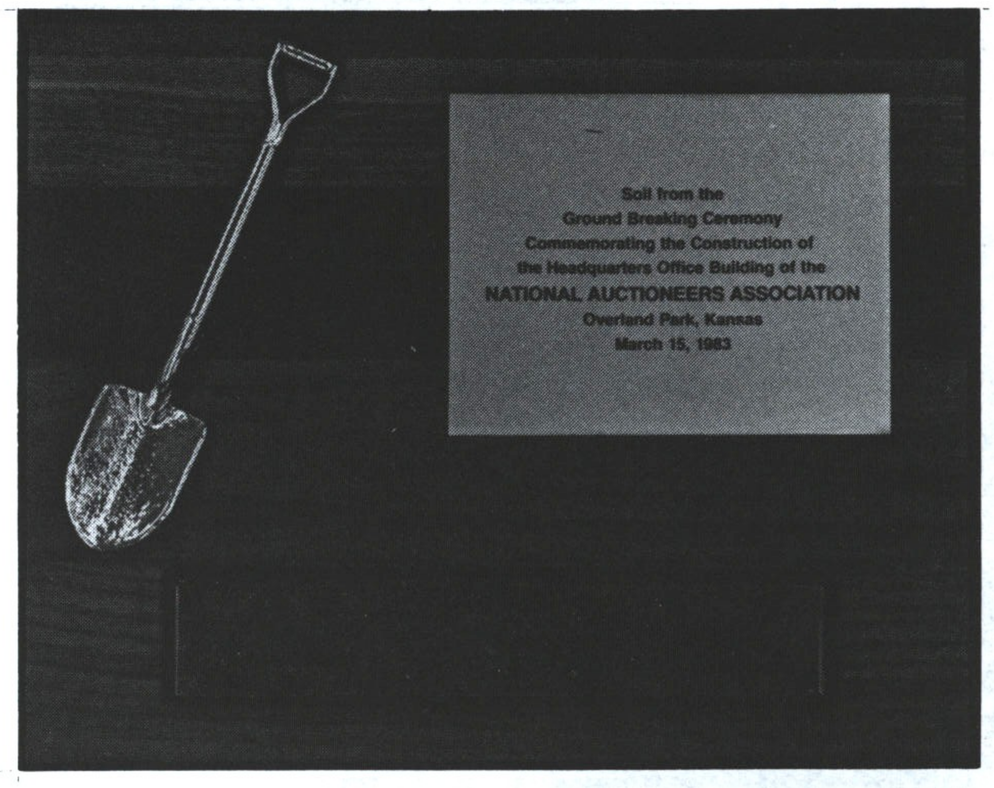
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Each plaque includes the dirt which was dug during the ground breaking ceremony. Proceeds from the **sale of the Ground Breaking "Dirt Plaques" go entirely to the** construction of the NAA office in Overland Park, Kansas.

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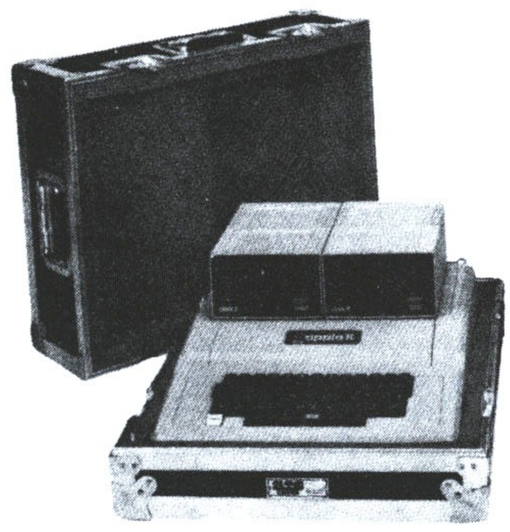
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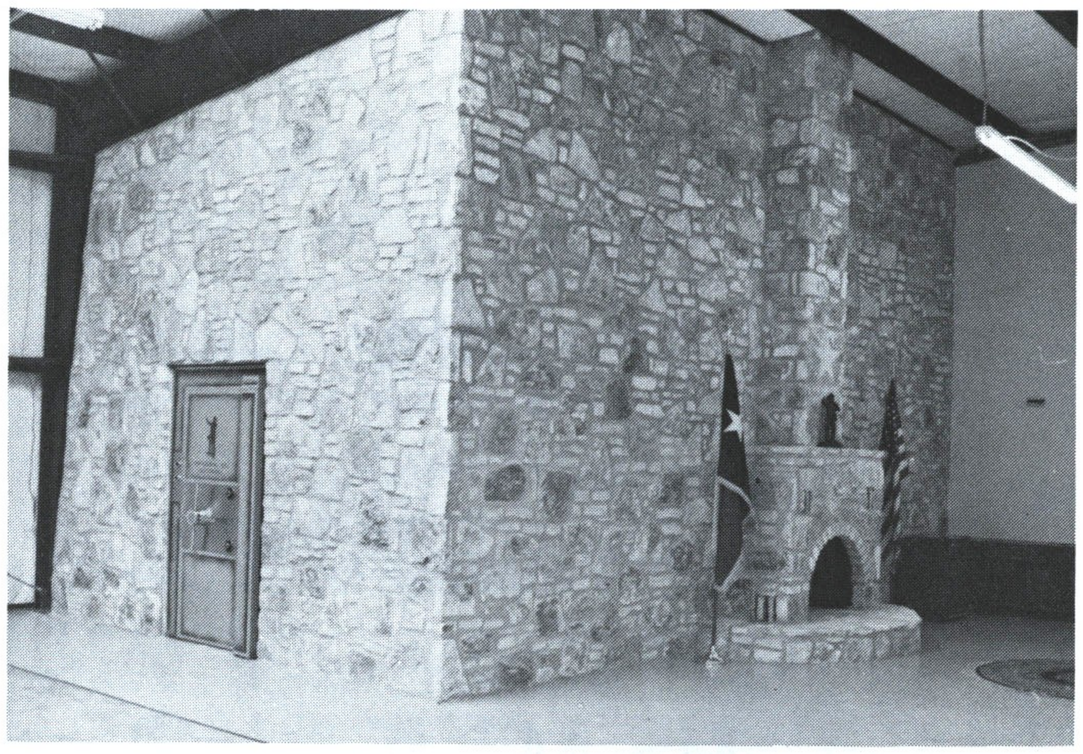
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Antique and Firearms Auctions to be Conducted In New Facility

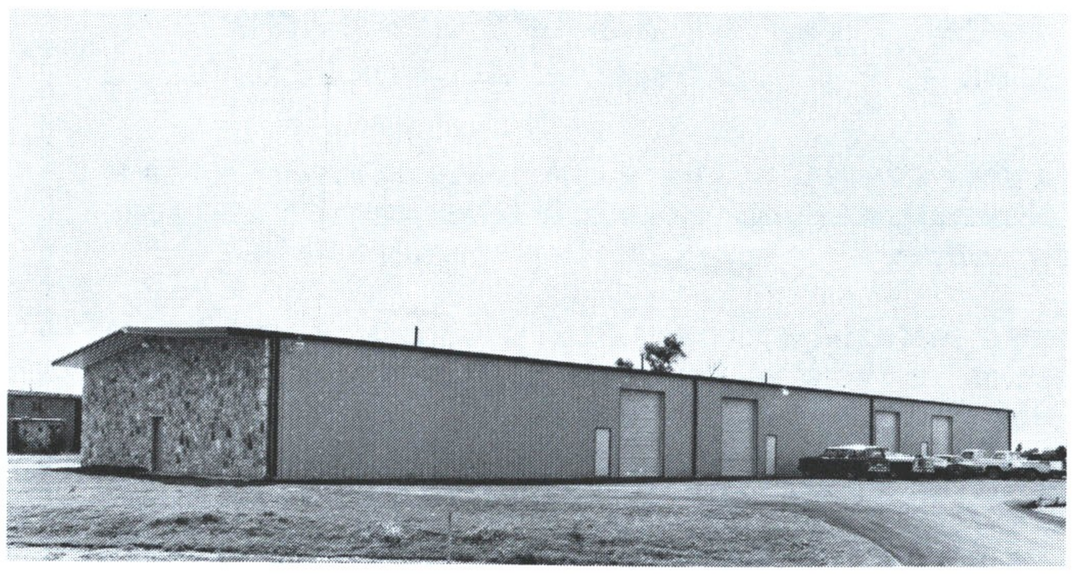
A new 12,000 square-foot auction gallery has been built by NAA member **Tom Keilman** of Austin, Texas, in which to hold, every six months, antique and modern firearms' auctions. The first auction was scheduled for November 5-6-7 and includes, in addition to the firearms, art, western and indian relics.

A feature of the new gallery is a concrete lined vault, which is 15 by 25 by 14 feet in dimension.

Tom Keilman won the advertising contest of the NAA in past years for his catalogs, advertising his antique and modern firearms' auctions.



A CONCRETE LINED VAULT was built by NAA member Tom Keilman in which to store his antique and modern firearms, (Top photo.)



THIS 12,000 SQUARE-FOOT auction gallery was built by NAA member Tom Keilman of Austin, Texas, in which to conduct antique and modern firearms auctions every six months. (Left photo.)

One of the chief objects of education should be to widen the windows through which we view the world.

Arnold Glasow



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

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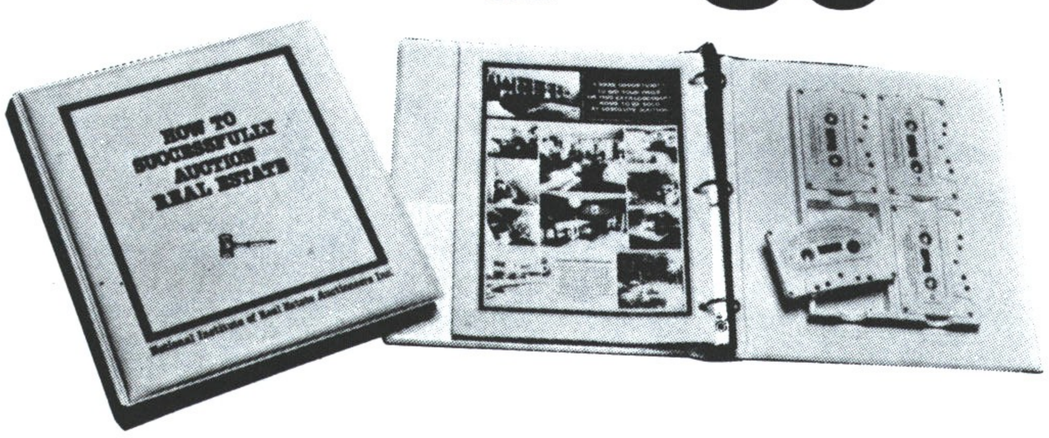
About the Author: Melvin A. (Mel) Giller. Realtor—Auctioneer. Over 20 years background in real estate sales, sales management and marketing. A nationally recognized author, lecturer and instructor on the Marketing of Real Estate by Public Sale. He is the founder and President of Nationwide Auction Company, with offices in Newport Beach, California, Tucson, Arizona and Chicago, Illinois.

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This vast undertaking was accomplished by Joyner Auctions, Inc., Macon, Georgia, under the field management of NAA members **Clifford Joyner, Mike Jackson,** and **Dean Allgood** — all graduates of the Missouri Auction School. According to the operations manager of bankrupt Gordons Transports, Inc., Al Shultz of Joyner Auctions contributed greatly to one of the quickest liquidations for a company of Gordons' size ever achieved. Gordons Transports had been in business for 53 years and operated in 48 states from 59 terminals.

Joyner Auctions managed phases of the personal property liquidation from the administration of a $100,000 advertising budget to the physical clean-up of equipment. This involved a field crew of twelve personnel, home office staff of five, and an auction day labor force of eighteen. The computerized field accounting system used by Joyner Auctions enabled the accurate accounting of and collection for 2,252 major pieces of rolling stock and over 10,300 miscellaneous lots sold at auction.

The auctions were held in Dallas, St. Louis, Chicago, Cincinnati, Atlanta, New Orleans, and Memphis. The Memphis auction was the culmination of liquidation. It consisted of four days of auctioning and was featured on news telecasts each day by three TV stations. On the fourth day of auctioning Joyner Auctions split into two auction teams of two auctioneers and three ringmen each. This enabled the two teams to sell approximately 1,500 lots of items in less than six hours. In Memphis alone, there were over 1,200 registered buyers from 38 states and Canada. Included in the auction were the computer, telephone system, standby electric system, and operating authority used in Gordons' operation.

Jeff Joyner, President of Joyner Auctions, Inc., said "The final dollar amount auctioned, $11,463,524.50, was some 83% over the court's estimated value of the assets. This liquidation substantiates the fact that public auctions are by far the best method for realizing the true fair market value for assets and that a professional auction company can adapt to just about any time frame for an orderly liquidation."

Editor's note: Joyner's Auctions won an advertising contest award at the 1983 NAA Houston convention for the company's multi-color advertising in the Institution (auction firm) category.



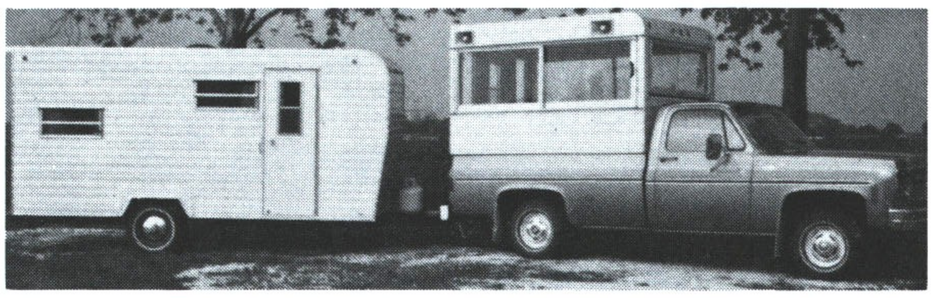
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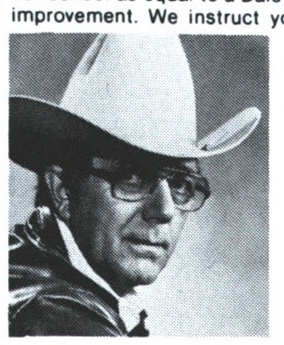
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Makin' It in the Auction Business

By Ed Short, CAI
NAA Director

"Makin' it" in the business world these days usually takes all you've got. This is certainly true in the competitive auction business.

Reflecting back to my earlier days in the auction profession, providing a needed service for your potential client was the one element which led to successful and growth-oriented business. I'd like to call our type of business a contract auction service. For example, we sign contracts with our clients that provide them with services for an agreed period of time. Some are annual, others are contracts for two to three years. These agreements specify the entire scope of our auction service as well as the necessary input from the client.

Key elements necessary to succeed in this particular type of business auction are:

a. Find a good permanent location in an area you feel comfortable in, and obtain a sound lease or option on this location.
b. Determine who the businesses or clients are in your area, who can use your services and, the person to contact in these companies.
c. Outline your entire operation in detail and sell the auction concept to this client.
d. Follow up with a written proposal listing each service you will perform and outline your fee structure for each of these services.
e. Be willing to negotiate this proposal and then sign a workable contract with the client.

Plan on much hard work and plenty of extra effort to get a successful auction business started. Make sure your first auctions are well advertised, properly set up and conducted in a business-like manner. This will instill confidence in your clients and buyers and bring you future business.

Having established yourself as a viable auctioneer, continue looking for new clients who have items to sell, which fit into the class or type of auction that you are doing. Don't be afraid to turn down merchandise that doesn't lend itself to the auction method of selling. Attempting to sell items that are not saleable, produces negative results that can haunt you for a long, long time.

Be creative. Use your imagination. To copy another auctioneer's methods of selling, seldom creates success.

Many years ago, a noted French naturalist experimented with a species of caterpillars, that attached themselves to the caterpillars in front of them and traveled great distances in this chain-like manner. As an experiment, the naturalist guided the leader into a circle and observed. The leader attached itself to the last worm; round-and-round they traveled, for days. Eventually the caterpillars starved to death, even though there was plenty of good food inside and outside of the moving circle.



NAA director Edward A. Short was elected to the NAA Board of Directors in 1983 at the Houston Convention. At the 1981 Las Vegas convention, he was elected for a two-year term on the CAI Board of Governors. He is the owner of the Western Sales Management, Inc., located in Phoenix, Arizona, which specializes in the sale of surplus and retired utility company equipment. His wife Betty, was elected President-Elect of the Auxiliary to the NAA at the 1983 Houston convention.

I have observed this same attitude and method of operation in many good auctioneers, who are seeking success. Call it "the established practice within the profession" or "acceptable methods in the community". Call it anything you like, but the bottom line is that they are truly going around in circles. They have mistaken activity for accomplishment.

A very successful auctioneer in western Pennsylvania described our contract auction services as a "perpetual auction business where the clients consign equipment for the next auction, while we're still working on the current scheduled one." This is certainly a fact in our business, and we take great pride in continuing to provide a good service for our clients, as well as watching our following of good auction-buyers grow.

After your first successful auction, commit yourself to plowing some of your gains back into your system. Continue to upgrade your methods and try new ideas and concepts. Take every opportunity to learn more about auctions. Attend as many workshops and seminars as possible. Most importantly, always be willing to give a little something back to the profession, which has the ability to give so much to you and your business.

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Cashiering — An Important Part of the Auction

Booking an auction, advertising it properly, arranging everything in the most attractive way and offering each item for sale is all part of having a successful auction. The sale is never final, though, until you have collected all the money.

The most important quality a cashier can have is an aptitude for figures, the ability to know how to count money. You need to understand finances. Visit your local bank and let them help you. Get acquainted with the manager and the tellers, and ask questions. Check into different methods of payments, such as cash, cashier's checks, certified funds and money that is directly wired into your account.

Be sure to check for the difference between real cash and counterfeit bills. Counterfeit bills have red fibers in them. When the bill is rubbed on a piece of white paper, does it leave a smudge, does the texture feel thin? You do not have to accept a bill if you are not sure that it is good.

When I have a customer who pays in cash with large bills, I count it, then it is put into a sealed envelope with the customer's bid number and the amount on the outside. This is done in front of the customer. The envelope is sent to the bank. The bank opens the sealed enevlope, verifies the amount, and then checks for counterfeit bills before depositing the money into our account.

Having the bidder's number on the outside will help the Treasury Department trace a counterfeit bill to the passer and might help you to recover your loss.

Cashier's check: Can a customer stop payment on a cashier's check? Yes, talk to your bank.

Letter of Credit: If possible, ask that the letter of credit be mailed to you a few days before the sale so you may verify its worth with the customer's bank. Check the directory of the banks for address, phone numbers, manager's name and make sure they are the same as in the letter. Request that the customer's account number is included.

If a buyer brings the letter of credit with him to the sale, it is not a problem if it is a week day. During a Saturday sale though, most banks are closed, and this usually results in an irrate customer. I explain that I will accept his check and will gladly contact his bank on Monday, but the merchandise can not be released.

At a recent auction, an out-of-state buyer brought a copy of a letter of credit, dated two years ago, made out to an auction company located in Canada. He wanted me to accept his check for a line truck. His check was not accepted, but he did return on Monday with the cash.

Do you have good security? We hire a commissioned police officer who stays in the office during the sale and provides security transporting the deposits to the bank. This is an added expense, but our clients appreciate that we are protecting their money, and it certainly makes me feel more secure.

For the past thirteen years, I have been office manager and cashier for our company. I find that if I can stay cool, be courteous but firm, this helps me over some difficult situations.

Betty L. Short, President-Elect
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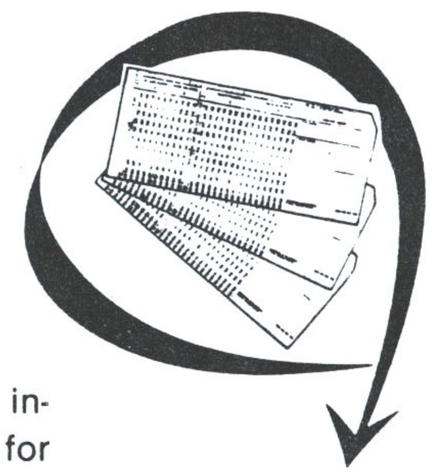
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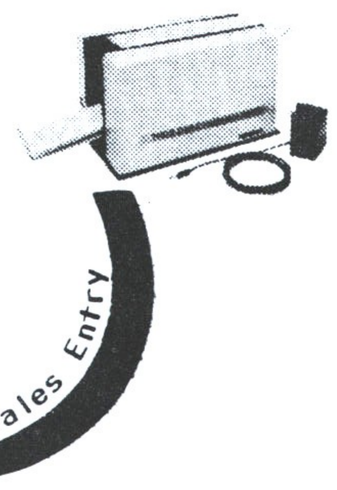
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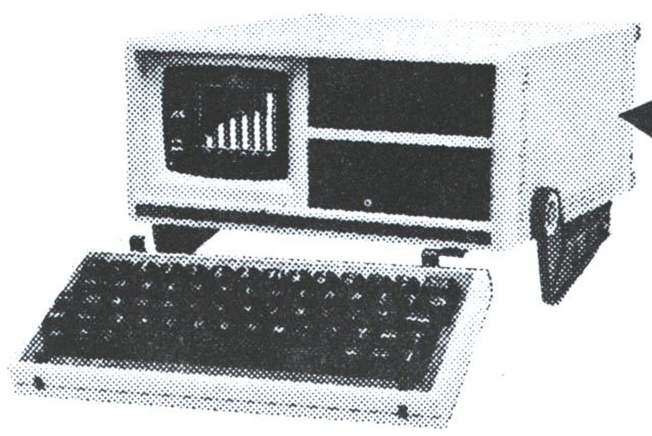
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Sale of the Year — To Date At C. P. Terry Dunnings

The following articles: "Sale of the Year — To Date at C. P. Terry Dunnings" and "Real Estate at Auction", were reprinted from Dunning's Auction Service, Inc., Newsletter, a publication published by C. P. "Terry" Dunning, NAA President during the 1975-76 year, and Mrs. Pat Dunning, who currently serves as President of the Auxiliary to the NAA. Dunning's Auction Service is in Elgin, Illinois.

At a recent two-day auction of Dunning's Auction Service, Inc., the pre-auction estimates were exceeded in almost all categories. There were more than 700 lots offered to more than 500 registered bidders.

The sale focused on furniture, art, silver, china, glass and rugs: a large girandole surrounded by superbly carved scrolling and topped with an eagle brought $1,540; a 40-piece set of unsigned Steuben stem ware was sold for $660 while four signed jade glass plates by the same maker made $176. A wood bride's chest with wrought iron hardware, decorated and dated "1851" — $319; two Japanese cloisonne plaques, 18" — $1072.50; a fine Victorian silverplate epergne with four hanging baskets sold for $742.50 and an Old Sheffield tea urn with ivory handles brought $440.

The second day of the presentation included Lladro pieces, Lalique and Tiffany, but the sale was dominated by more than a hundred fine timepieces as well as superb jewelry. The remarkable Howard Clock Co. item, made for the Philadelphia Exhibition of 1876 went for $18,700; an ornate French bracket clock, with bracket for $1,705; and a Howard & Davis banjo clock sold for $3,575.

A Cartier Art Deco Platinum bracelet, set with Diamonds totaling ten carats, sold for $8,250. Steuben did well also; a blue, ten-inch Aurene vase sold for $577.50 and a Favrile Floral form compote, six inches high, went for $605.

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Real Estate at Auction

The sale of real estate at auction, while not a new concept, has increased markedly during the past four years. Even homebuilders have moved from their-long established techniques of marketing through model homes and realtor sales forces to direct sale at auction. At a time of exhorbitant mortgage rates and repressed demand, the lower prices are attractive to many would-be homeowners.

It is too soon to say whether or not this approach will increase as we return to economic normalcy, but historically every kind of property has crossed the auction block at prices satisfactory to both seller and buyer — resort properties, farms, raw land, apartment buildings, condominiums, commercial structures and office complexes.

Obviously, attractive properties draw the most attention and thus the most competitive bidding, with estates usually at the top of the list, but even "white elephants" can bring acceptable figures.

Essential to the success of this selling procedure is the ability of the auction house to bring together as many potential buyers as possible, so ensuring that interested parties compete with one another rather than one-to-one with a real estate agent.

Another strong argument for the sale of real estate at auction is the immediate result obtained, important for many who wish to liquidate but have been frustrated by the slow economy.



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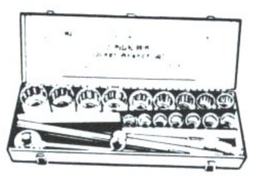


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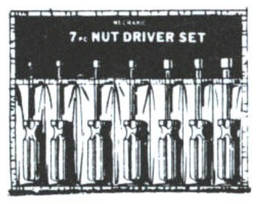




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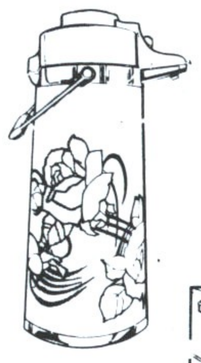


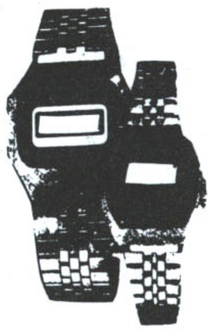


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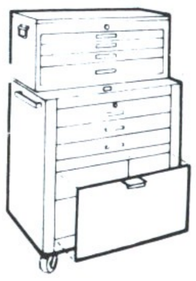






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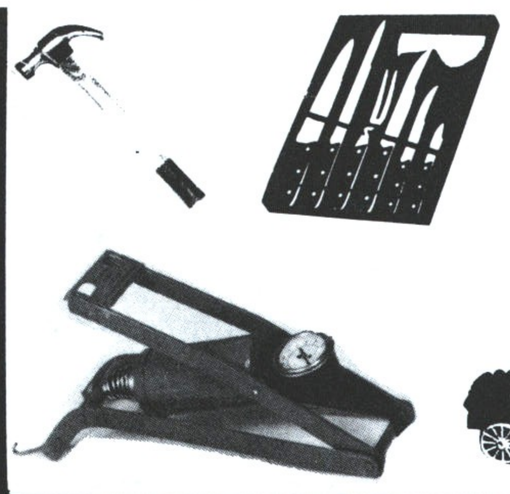


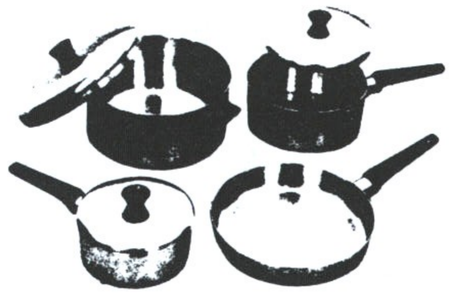


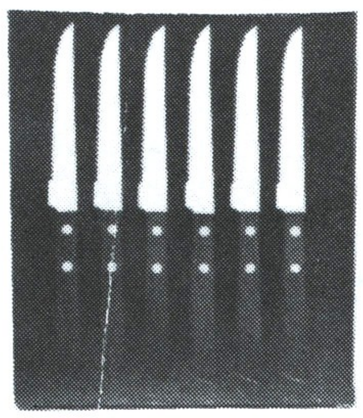


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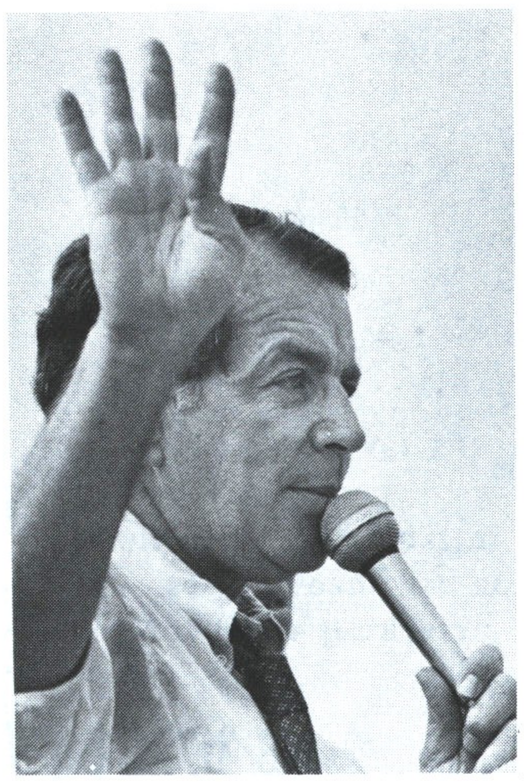
A seven-part auction series for United American Financial Corporation in Knoxville, Tennessee, a bankrupt leasing company tied to flamboyant financier Jake Butcher, proved unique in many regards.

The auctions, conducted by Alfred A. Robinson Company of Knoxville, drew great interest on the part of the public, as well as local, regional and national media. **Alfred Robinson** is an NAA member.

Not only the extensive publicity, but the success of the sales — which raised nearly $3 million for creditors — "sold" the public on auctioning as a legitimate and valuable method of selling.

The auctions, held in July and August, were the first phase in liquidating the major assets of UAFC. A broad spectrum of merchandise, including aircraft, condominiums, luxury office furnishings and 74 houseboats used as a floating motel during Knoxville's 1982 World's Fair, added to the intrigue.

"We had a lot of spectators who'd never been to a sale before. The aura of the Butcher name, the variety of assets and good advertising brought them in," said NAA member Robinson. "It was like a carnival atmosphere. I think the crowd found it to be good entertainment!"



ALFRED A. ROBINSON at the mike during the "Biggest bankruptcy auction in Tennessee."

In fact, one problem the auction company foresaw was that of crowd control. Robinson rented land adjoining the sales sites to provide additional parking space, and hired six off-duty policemen to control traffic. Advance planning paid off: roughly 3,000 people, from all parts of the United States and Canada, attended the houseboat sale. Other sales in the series were well-attended too.

Even with throngs of people crowding around them on the ground and perching atop the houseboats, the auctioneers and ringmen found bidding to be basically the same as at a normal sale. "There were a lot more people, but the ones who wanted to bid made sure they were seen," said Robinson, adding with a chuckle, "With our old trained eyes, we could spot them anywhere."

Extreme organization was vital, since seven sales in Knoxville, Atlanta and Lexington, were set for a two-week time span in order to keep UAFC's asset-storage and rental costs at a minimum.

A thorough sales plan covered: advertising and publicity; leasing sales locations; merchandising the assets; inspections, and conducting of sales.

Robinson advertised in the Wall Street Journal and major newspapers throughout the Southeast. He also used direct-mail campaigns, sending color brochures, promoting the airplane and helicopter sale, for instance, to all aircraft dealers in the country. The office staff sent piles of brochures daily to those inquiring about the sales they had seen advertised.

Personal press contacts also played a key role in gaining publicity. Press releases were sent to local, regional and national print and broadcast media.

It pays to share information about sales, especially those involving unique merchandise or prominent people. In talking with reporters, keep in mind that they are working under deadlines and need cooperation in getting the information on time. An understanding of their requirements is more apt to result in free publicity.

After coordinating advertising, the next important step in the UAFC auctions was merchandising. Robinson stresses the importance of cleaning and grouping merchandise to make it appealing to the eye and pocketbook.

In readying vehicles for sale day, his crew made sure they were in working order by replacing batteries and doing mechanical work, if necessary. A Knoxville aircraft servicer was hired for minor repairs on the helicopter, assuring that is was flight-ready before the auction.



A BEECHCRAFT KING-AIR and Bell helicopter were sold at auction by the Alfred A. Robinson company during one of the United American Financial Corporation's auctions. Seven auctions were conducted to liquidate the corporation's assets.

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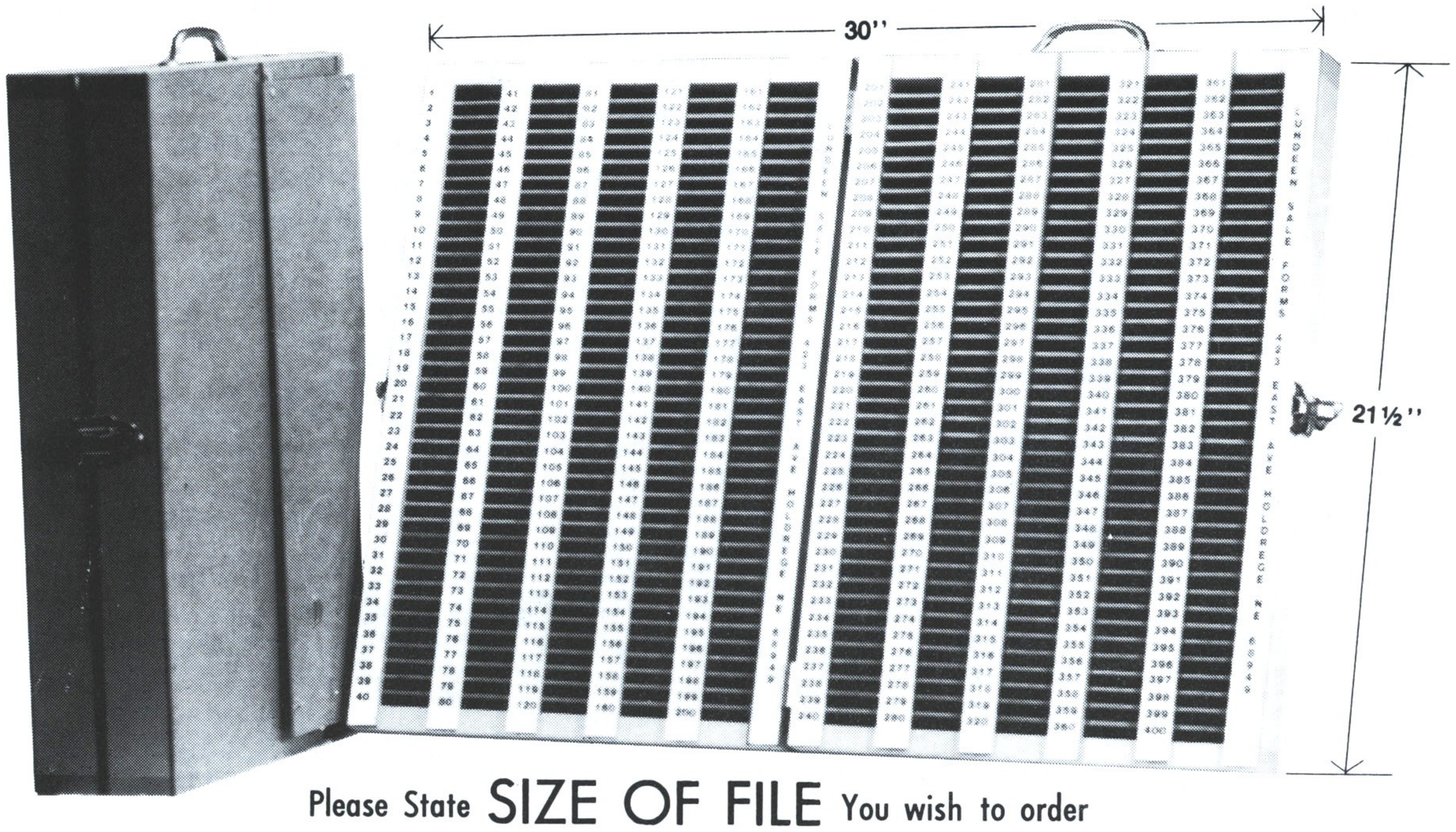
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When the assets were cleaned, the crew grouped them by category: office furniture and machines; trucks and automobiles; heavy-construction equipment, and golf carts and greens equipment.

During inspections, Robinson bent the rules a little to accommodate prospective bidders on tight schedules, those from out-of-state who flew in to view the merchandise before the designated day.

The UAFC sales were an education for the auction staff and for the public. Because many prospective buyers were rookies who had never attended an auction, the auctioneers found themselves in the role of teachers. Patience and the willingness to explain procedures resulted in satisfied clients — and has led to further business.

To provide for the comfort of bidders at the lengthier summer sales, the auction firm hired caterers, who were on hand all day.



HOUSEBOATS, once used as a floating motel during the 1982 World's Fair in Knoxville, Tennessee, were sold at auction by the Alfred A. Robinson company. The auction was one in a series of seven conducted for the United American Dinancial Lorporation.

The auction results were highly rewarding: All assets were sold. Some, including Jake Butcher's Lincoln Mark VI and assorted office furnishings, brought even higher than market value.

William G. Hays, an independent financial consultant from Atlanta who, as chief operating officer, in settling the affairs of UAFC, was more than pleased with the auction results.

"I'm thrilled that we got such good prices. We got fair market value on all items," said Hays. "The auctions were well-attended and met our highest expectations."

"Although it may seem simplistic," Robinson said, "The keys to success were careful planning and organization. It was undoubtedly the most exciting auction I've been involved in, because of the results we were able to achieve."

"I think the people who attended, whether they bought or not, gained respect for auctioning as a method of selling. We not only sold the assets, we sold the public on the auction profession!"

Editor's note: Alfred A. Robinson has been in the auction business for 21 years. He specializes in business-liquidation auctions, as well as real estate. He is a past president of the Tennessee Auctioneers Association and past chairman of the Tennessee Auctioneer Commission.

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In Memoriam . . .

DONALD V. CADY

The headquarters office was notified of the September 16, 1983, death of NAA member Donald V. Cady at the age of 76. He lived in Louisville, Kentucky, and had been a member of the NAA and KAA for many years. He was the owner and operator of Cady Auction Co., and had been an auctioneer for 38 years.

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.**

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Tom Harrison, 216 West Burton St., P.O. Box 1253, Murfreesboro, TN 37130
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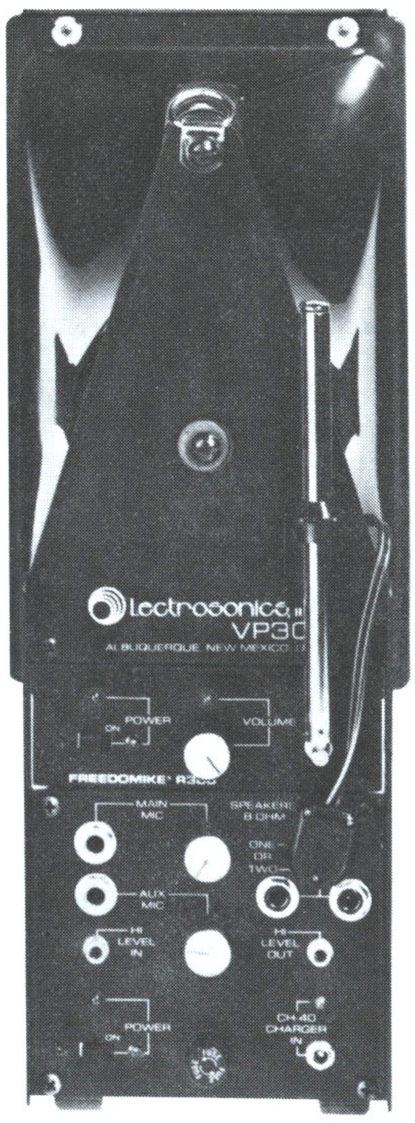
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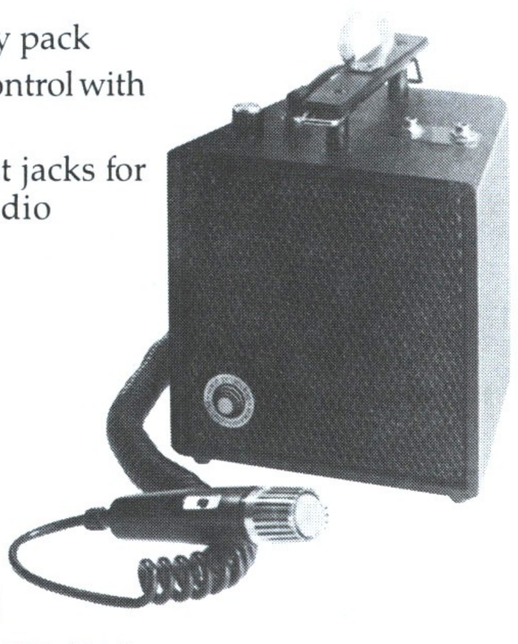
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Professional Courtesy Is Important

By Glenn H. Binger, NAA Member
Blue Springs, Missouri

When I am not having an auction myself, I often take a "businessman's holiday" and attend another auctioneer's auction. What really irritates me is when that auctioneer acts as though he doesn't even know me. I presume that he is afraid of losing some of his business to me. I started a policy over ten years ago when I was an instructor at the old Central States Auction School, and have made it a policy at every auction that I have conducted since, which is to introduce any known auctioneer present, and invite them to put any of their auction bills on our display table, on which we announce our own future auctions. I especially try to give them recognition and, if possible, allow them to sell a few items to give them experience and exposure.

I remember one experience vividly. I had attended a few auctions of a local established auctioneer and he never seemed to recognize me. One day, he attended one of our auctions and I made a special point to introduce him and gave him an invitation to sell a few items. I also expounded on the fact that we, as auctioneers, are like a fraternity and shouldn't have any jealousy and should always make it a point to recognize each other.

The next time that I attended one of his auctions, he introduced me and invited me to sell for a while.

One week after I had put up sale bills at a store I noticed that my sale bills were gone and another auctioneer's bills were in their place. The manager of the store came over while I was replacing my bills and realized what had happened. He started to pull the competitor's bills down, but I said, "Don't do that . . . that puts us on the same level with him." We ended up leaving his bills up and putting mine down below.

We have had the same thing happen with our directional signs. As NAA President Bill Gaule suggested, "If you see a competitor's sign blown down, don't just smile; stop and set it back up." A little professional courtesy always pays off.

Before I took my partners into the business, I was setting sales alone. One Saturday morning, I got up early and was sick .The auction was to start at 10:30 a.m. At 9:30 I decided that I had to go to the doctor. He determined that I must have immediate surgery.

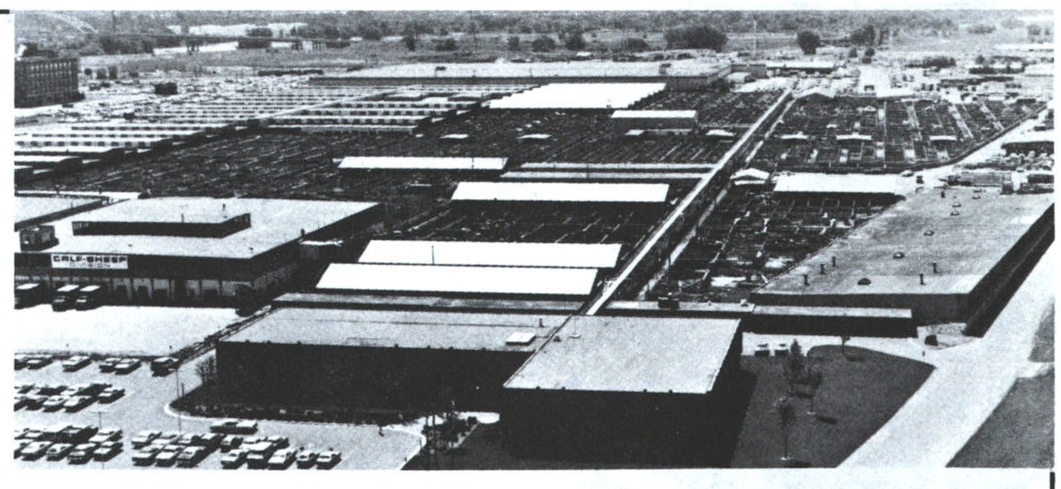
I made a few phone calls, which resulted in three auctioneers conducting the sale for me, while I was undergoing surgery. That evening they brought me the proceeds of the sale and would not take one cent for this service. This is true fraternal brotherhood and professional courtesy.

I have also had a lot of help from my fellow auctioneers in campaigning for re-election to the Missouri House of Representatives. In my opinion, professional courtesy is a very important part of the greatest profession in the world.



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Bid Calling Techniques

By Paul Behr, CAI
St. Paul, Minnesota

Paul Behr, CAI, served as instructor of the Bid Calling Workshop at the 1983 NAA Houston Convention. The following article is an excerpt of his presentation.

I live and work in the state of Minnesota. We sell mostly livestock, automobiles and farm auctions. Our livestock auctions are at the South St. Paul Stockyards, where we employ three auctioneers and have 15 auctions each week.

I have an opportunity to auction a dealer auction at Minneapolis Northstar Auto Auction in Shakopee, where I work with three other auctioneers selling between 500-700 automobiles weekly. We also sell farm and real estate auctions, as well as, other general type sales.

Before we can get into bid calling and ways to help an auctioneer be a better bid caller, we must examine the reasons why we would want to become more proficient at calling bids.

The chant is an important part of a good auctioneer. However, I do not believe it is the most important part. Other ingredients which are just as important are: integrity, knowledge, salesmanship and appearance. We have all known auctioneers that couldn't say "one go two", yet had many auctions because they possessed the basic ingredients of a good auctioneer.

I like to stop at other auctioneers' auctions to visit and say hello, and of course, see how "they" do it. I have come to the conclusion that there are one heck of a lot of good auctioneers as my competitors. Seldom do I leave an auction without learning a helpful tip or procedure. (The auctions are varied such as farm, real or personal property and, of course, sale barns, or livestock pavilions now.)

Those of us who sell at a livestock market seem to have an advantage of becoming more proficient at calling bids. One of my fellow Minnesota auctioneers once said to me, "I'd like to sell at a livestock auction because there you don't have to think." Well, let met tell you, I've had to think real hard sometimes! Selling basically the same commodity to the same buyers every day requires the auctioneer's chant to be smooth, orderly and easy to listen too. It must be a chant that the buyers don't have a problem listening too.

Here are some steps that I have taken to help my chant:

1. Get your voice set. Try to set your voice where you want to sell, that is, where you feel most comfortable. Also, try not to skip up and down in a higher or lower octave. I can recall seeing one auctioneer who used the whole octave range and had all of us worn out by the time his four drafts were through.
2. Get your rhythm set. Keep the same rhythm and



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stay with it. Don't change up with diferent cadences during the auction. It is important to pick up what you like in other auctioneers' chants and incorporate it into yours. When you develop your own style, stay with it unless minor changes are needed. I remember my Marine Corps drill instructor using basically the same rhythm and cadence, whether it was marching, double time or so on.

3. Use as few filler words as possible. Something that detracts from a good chant is to use a lot of filler words. I feel that the best filler words are the numbers themselves, and then short fillers like "now" or "bid", where numbers are not being used.
4. Use numbers in order. I have a friend who shifts around, such as: 15-18-20-23-30, etc. He says that he does it to keep the crowd off guard. I don't want them off guard. I want them to know what to expect next; it's easier to do business that way. Also it is really tough to work the ring in front of a chant such as that. I know the real reason he does it, and if you think about it, you do too.
5. Breathing. It is important to have as much air in your lungs as is comfortably possible. This gives you more volume and strength, plus it adds an evenness to your chant. Of course, too much excitement or nervousness can drain oxygen and leave you breathless.
6. Clarity. This is one of the most important components in bid calling. People want to know three basic things:
   a. What are you selling?
   b. What the bid is?
   c. What the bid you want is?

   Of course, they need some urging, but basically they make up their own mind.
7. Speed. This is a small part of auctioneering. It seems to be more important in livestock or auto auctions than in other sales. A slower, evenly-paced chant that people feel at ease listening to, makes a large difference in your degree of success as an auctioneer.
   Just repeating or rolling can sometimes be harmful if done too fast.
8. Sales Talks. Sales talks can be incorporated into your chant. An example: 450-475 solid oak now, not veneer 500.
   This gives the bidder important time to reconsider one more time. It gives the auctioneer time to instill that positive point about the merchandise.
9. Body movements. A very important area is the coordination of your body and hand movements with your chant. When collecting bids, we should draw the bids to us and make a positive step to let them know that we are also involved in the process. It shows that we are concerned and working and helping them get the item they are bidding for.
   It is important that we establish that we are mentally in time with the auction, mentally and physically.
10. Concentration. We must keep our mind on what we are doing in order to develop the chant we want. Often, we are distracted by something, but it is important to concentrate on what we are selling at the moment and then the chant will follow.
11. Relax and let it flow!

Helpful Hints

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Saturday, September 24th was a beautiful autumn day that couldn't have been any better, even if it had been "specially-ordered" by the sponsors of the Raber benefit auction. Eight to ten thousand people found their way to the auction site in Randolph, New York. Many people donated their time and services to this cause, and two National Auctioneers Association members, **Bob Matson** and **Marvin Smith,** were vital to its success. NAA member Matson described it as "the largest auction that I have ever conducted, and I can't imagine anything as large in the future." NAA member Matson estimated that $40,000 had been raised, but said that donations were still coming in.

This money-raising event was held to help Abe and Martha Raber pay medical bills that have accumulated to over $70,000 since their premature twins, Clara and Crist, were born prematurely in June. Crist is now home and thriving, but Clara remains in Buffalo Children's Hospital where she will soon undego surgery. Hundreds of items were donated and brought in for consignment, with a percentage of the selling price going to the hospital fund. The most popular items seemed to be the beautiful handmade quilts made by the Amish women. These brought a lot of spirited bidding, and prices as high as $500. An estimated 40 quilts raised about $10,000.

Other items included farm machinery, dairy and beef cattle, driving and draft horses, pigs, chickens, goats, sheep, household goods, antiques, and scores of other items.

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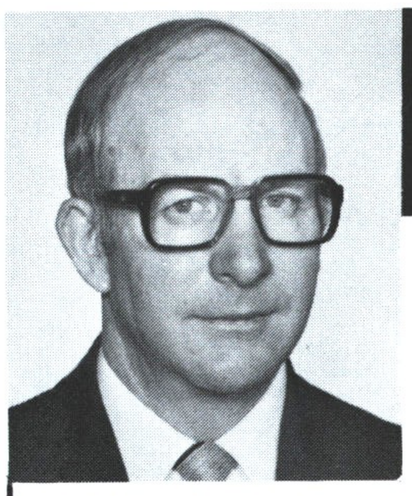
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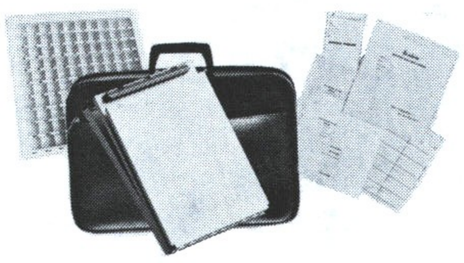


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Donations came from three states: New York, Pennsylvania and Ohio, with buyers coming from different states. Also for sale were Amish baked goods. A metal tool storage building was converted into a "restaurant" with oil and propane gas cooking stoves in operation.

Tempting aromas of chicken, meat loaf, scalloped potatoes, hamburgers, hot dogs, chili, homemade pies and more, wafted across the farmyard luring hundreds of people inside through the lunch hours.

One lady said, "I have never seen such an efficient operation with so many people being fed." A great deal of money was brought in from the food building as well as from the two donation boxes, one at the lunch site and the other where the auction continued all day.

The Rabers were overwhelmed by the outpouring of generosity and concern from their Amish neighbors, non-Amish friends and even total strangers. Mrs. Raber's father said, "You don't realize how many good people there are until something like this happens."

Local and state police were called in to bring order to the traffic which was backed up for miles.

John Pearson of Jamestown first learned of the plight of the Raber family last summer when members of the Amish community planned to conduct a benefit within their own community. Mr. Pearson and Mr. Matson then set forth to organize something bigger and more extensive, but what actually took place far exceeded their wildest expectations.

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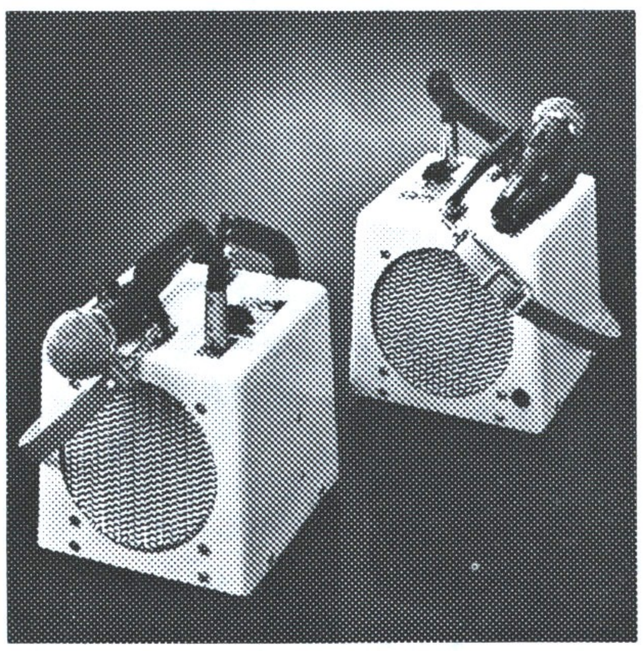
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Real Estate and Building An Auction Business Are 1984 Seminar Subjects

The topics and instructors have been selected for the 1984 NAA Seminars by **Chairman Sammy L. Ford, CAI.** Registrations are being accepted by the first 150 Seminars' registrants for each seminar on a first-come, first-served basis.

Real Estate Seminar in San Diego

The Real Estate at Auction Seminar will be held at The San Diego Hilton Hotel on January 23-24-25. **B. G. Dunnington, CAI,** of Monticello, Kentucky, will lead off the Seminar on Monday morning at 9:00 a.m. with a presentation on "Preparing the Real Estate Auction".

The Monday afternoon session's topic is "Real Estate Ground Personnel, Showmanship, etc." and the two NAA members who will combine their talents to make the presentation are **Chuck Layne, CAI,** and **Ronald "Ron" Kirby,** both of Franklin, Kentucky.

NAA President William L. "Bill" Gaule, CAI, Chatham, Illinois, will lead off the second day, Tuesday, with a presentation on "Farm and Estate Real Estate Auctions". Bill has been a popular instructor at several meetings, offering his auction expertise.

Sheldon Good of the well-known and highly publicized real estate auction firm in Chicago, Illinois, Sheldon F. Good and Company, real estate auctioneers, has been asked to conduct the Tuesday afternoon session on "Commercial Real Estate & New Homes' Auctions".

The final day's presentations will begin with a session on "Industrial Real Estate Auctions" by **William Z. "Bill" Fox, CAI,** of Baltimore, Maryland. Bill is a newly-elected director of the NAA and his previous presentations on advertising the industrial auctions have been highly popular by the NAA members attending the seminars at which he has instructed. New ideas and techniques will be included in his 1984 presentation.

The final session of the 1984 Real Estate at Auction Seminar will include a panel discussion of NAA members, selected from the registrants attending the conference. Chairman Ford will chose those NAA members, who sell real estate at auction, and divide the final session into several presentations on each one's specialty. The purpose of the final session is to allow for registrant's participation and to recap the three-day seminar with involvement by registrants.

The Real Estate at Auction Seminar was planned for the beginning and experienced auctioneer alike. The instruction will include the basics of selling real estate at auction as well as some information from experts on the highly specialized and technical aspects of selling real estate at auction.

San Diego was selected due to the many requests from the many NAA members who reside in the western states and who want more information on selling real estate at auction.

Registration for the San Diego Seminar will be limited to the first 150 paid registrants — those NAA members (Active, Associate or Affiliate) who submit their completed Seminar Registration form and $150 registration fee — to the NAA office on a first-come, first-served basis. Postmarked envelopes determine the "first-come, first served" registrants.

Memphis Seminar Instructors Selected

The February, 1984 NAA Seminar in Memphis, Tennessee, will be held at the famous, but completely remodeled, Peabody Hotel (famous for the "walk of the ducks" each morning and night in the lobby) and the subject of the Seminar is "Building an Auction Business". All phases of an auction operation will be discussed by the instructors.

The first session will begin on Monday morning at 8:30 a.m., February 13 when **Ken McCormack** of Lemon Grove, California, will register each registrant on his computer which is programmed for use by auctioneers and for auctions. Even though each registrant to the Seminar must register for the Seminar in advance (first-come, first-served basis), Ken and **NAA Executive Vice President Harvey McCray** will "check each registrant in" as Ken does at each of his auctions. The registrants will get their bidder numbers and following on-site registration, Ken then will offer information on "Registering, Bidding and Buying at an Auction" and demonstrate to the registrants his method of having each bidder pay for the items purchased. A mock demonstration of the auction is planned, which will serve as a good educational session in "Registering, Clerking and Cashiering" at an auction.

On Monday afternoon two Memphis auctioneers, **Jasper Jones** and **Raymond Taggart, CAI,** will combine their talents to make the presentation, "Auction Office Management". Both Raymond and Jasper will serve as hosts to the Memphis Seminar and offer information about their very successful "Delta Auction Service" operation.

NAA Director Ronald C. "Ron" Harris, CAI, Atlanta, Georgia, will lead off the Tuesday sessions with his presentation, "Business Promotion-Obtaining New Business". Ron has been quite successful in his business promotion and will share his operation's activities with the registrants.

Wayne Stewart, CAI, from Audubon, Iowa, won the 1983 "Best of Show" Advertising Award at the

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Houston Convention and his award was for the excellent slide presention on his auction firm. Wayne will make the Wednesday afternoon presentation entitled, "Building an Auction Business with Audio Visuals". The need for each auctioneer and each auction business firm to have good promotional materials will be stressed during Wayne's presentation.

An expert at "Organizing an Auction and Preparing a Prospective Client and Buyer Listing," **Dave Kessler** of New Paris, Ohio, will conduct the session of the same name. Dave's session will begin at 9:00 a.m. on Wednesday and during his nearly three hour presentation, registrants can learn new ideas, which will be helpful to all.

The final session of the 1983 Memphis Seminar will include a panel discussion of registrants, attending the Seminar, who have experience and good techniques when "Building an Auction Business". When the instructors combine their talents with some of the registrants, selected by Chairman Sammy Ford, everyone should benefit in the long run.

Two outstanding seminars have been organized for the NAA membership and its time now to organize your travels either to San Diego or Memphis, or both, **but it is important that registrations to the 1984 Seminars are made in advance.** It will be impossible to register at the door during the 1984 Seminars and a wait list will be formed if more than 150 registrations are received in the NAA office.

The key to attending the 1984 Seminars is "Complete the Seminars Registration form, and submit it and your check in the amount of $150 for each Seminar to the NAA office immediately!"

As soon as the registration is accepted at the NAA office, **the registrant will receive the hotel reservation form** (reservations at the hotels must be made by using the form, which will be mailed to the accepted registrant — space has been blocked at each hotel for only those who register in advance through the NAA office).

Need License Law Information?

For current license law information, consult the "License law update" in the April, 1983, 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.

NALLOA
P.O. Box 5774
Lincoln, Nebraska 68505-0774

1984 Seminars' Hotels' Information

The January, 1984, "Real Estate at Auction" Seminar will be held at the San Diego Hilton Hotel, which is located on 1775 East Mission Bay Drive — right on Mission Bay. The Hilton is a resort, where registrants can be as active as they'd like — or as lazy. The Hilton is noted for its fine food, most comfortable facilities and a style of service that is as warm as the San Diego sunshine. Room rates for the January 23-24-25 NAA Seminar are: Single, $68; Double, $84.

The February, 1984. "Building an Auction Business" Seminar will be held at the beautifully refurbished Peabody Hotel, located in downtown Memphis at 149 Union Avenue. Listed on the National Register of Historic Places, the Peabody first opened in 1869 and was rebuilt on the current site in 1925. It was completely refurbished and opened under new ownership in the early 1980s.

Because of the hotel's heritage, the Mississippi Delta has been said to begin in the lobby of The Peabody, two blocks from the birthplace of The Blues and three blocks from the most-storied river in the world.

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The room rates for NAA Seminar registrants at The Peabody for the February 13-14-15 Seminar are: Single, $60, $75 and $90; Double, $75, $90 and $105. Reservations must be made from the hotel reservation form, which is submitted to the accepted NAA Seminar Registrant from the NAA office.

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Memphis Seminar February 1984

1984 NAA Seminar Registration

Memphis, Tennessee, February 13-14-15
Peabody Hotel

SUBJECT: BUILDING AN AUCTION BUSINESS

(The above general topic will be covered IN DETAIL by non-auctioneer experts as well as professionals in the auction business.)

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1984 Seminars. The hotel reservation form for the February, Memphis Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the Memphis, Building an Auction Business Seminar must be made by January 20, 1983.**

REGISTRATION FEES

Only three day registrations will be accepted. One or two day registrations will not be accepted for either 1984 NAA Seminar. Three-day fees are $150 per NAA member; half price ($75) for NAA member's spouse, family member, or guest attending with NAA member.

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Send completed form and Seminar registration fee to:

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

San Diego Seminar January 1984

1984 NAA Seminar Registration

San Diego, California, January 23-24-25
Hilton Hotel

SUBJECT: REAL ESTATE AT AUCTION

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

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1984 Seminars. The hotel reservation form for the January San Diego Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the San Diego Real Estate Seminar must be made by January 2, 1984.**

REGISTRATION FEES

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1984 NAA Seminar. Three-day fees are $150 per NAA member; half price ($75) for NAA member's spouse, family member, or guest attending with NAA member.

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_____$ 75 Spouse/guest three day Seminar registration

$_____TOTAL SAN DIEGO SEMINAR FEES

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Auctioneers Respond to Legal Questions Posed In June, 1983 AUCTIONEER

The following response, (re: Article by Virginia Lucas, June, 1983, issue of THE AUCTIONEER magazine), reflects my opinion, an opinion formed from my days in auction school, honest dealings, years of auction experience, and common sense.

First of all, auctioneer Brown should never have said "you have fifteen minutes to return any purchase if, **for any reason** you do not want them." One could have a great number of people changing their minds in a fifteen minute period. This could cause mass confusion and place the crowd in charge of the auction. I was taught in auction school that when the hammer falls the sale/contract, as if it were written and binding, is consummated. I have practiced this for years without problems.

Here are some questions and answers:

1. Is either party solely in the right?
   Answer: Yes, the buyer is right. The man said "here is a fine brass bed". Here I would like to mention that the things mentioned in this respect in regards to merchandise, at my auctions, are regarded by me as written contract wording and are considered as such.
2. Are auctions nowadays strictly, "buyer beware?"
   Answer: Disregarding junk boxes (such boxes are referred to as goodie boxes at my sales) todays' auctions are far from buyer beware. If no one has inspected the merchandise it should go on the block as simply a table, bed, chair or whatever it might be. If someone in the crowd asks about it they are told exactly what is known. If someone asks, " will it work", tell them if you saw it work or if the seller said it would work etc. When I do this I sleep good at night and I have never had any merchandise returned.
3. Is auctioneer Brown guilty of fraud by deception?
   Answer: He is either guilty of fraud by deception or he did not look closely at the merchandise. This could be another case of the auctioneer opening his mouth without knowing what he was talking about or puffing the goods to the point of blow-out, either way he is responsible.
4. Is Brown or Green the responsible party?
   Answer: Auctioneer Brown is responsible. Brown is the principal auctioneer and he made the statement. **We do have a Code of Ethics!**
5. Should Mrs. Smith sue Auctioneer Brown, or forget it and consider it an expensive lesson?
   Answer: She should take action of some kind, if Brown does not return her money. I know it would be hard for Brown to give up the $100 but most of the time we pay hard cash for lies whether they are intention or not.
6. If the consignor has actually been paid, should Brown offer to reauction the bed for Mrs. Smith, taking commission on any monies over one hundred dollars, or should he offer it back and give her one hundred dollars credit at the auction house?
   Answer: Brown should return Mrs. Smith's money. When he reauctions the bed it probably will not bring one hundred dollars and he should be the loser. As for giving her a $100 credit at his auction house, this is just another way to hold on to the $100 for a while. This would be nice for Brown because he would be assured that Mrs. Smith would have to buy that much merchandise. Brown should give her money back and she should give him the bed.
7. Should Brown just refund the $100 rather than have an irate customer?
   Answer: Yes. Return the money regardless.
8. Is auctioneer Brown responsible for his secretary's guarantee to Mrs. Smith of a refund?
   Answer: The secretary should, and would have had she been an efficient secretary, said, "You will need to talk with Mr. Brown." It looks as if the secretary had not been instructed properly and thought she was working for an honest man.
9. Is there another solution other than those mentioned above?
   Answer: He could offer Mrs. Smith fifty dollars and let her keep the bed. But in my opinion, this would not clear the air between them. Considering the trouble he has caused Mrs. Smith, I think he has hurt his auction business to some degree.

I must go to dinner, then hold an auction that involves a brass plated bed! No kidding!

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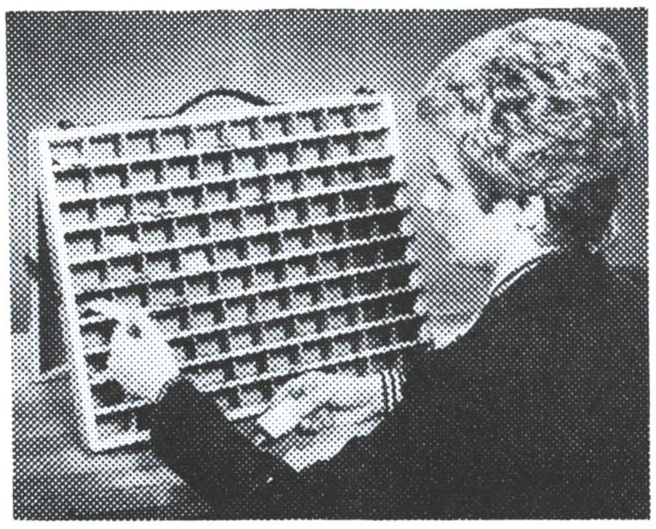
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The Sellers Rights — What Are They?

I am writing in answer to the legal case in the June, 1983 issue of the magazine. In the case the lady bought a brass bed that turned out to be brass plated. She wanted her money back from the auctioneer on the grounds that she was misinformed by a statement the gallery owner made.

My answer s this: If she had taken the bed home and, while unloading it, discovered it had $10,000 in gold coins inside would she be legally obligated to return the coins? After all, the auctioneer said she was buying a bed not gold coins. Suppose she resold the bed for $500 making a $400 profit after discovering the bed was a rare item. What rights do the seller have in this profit? These examples are based on the same principles of law as the case in point: The lady thought she was buying a brass bed; the seller thought he was selling a brass bed. "What's good for the gander is good for the goose."

All choices we make in the real world are not between one right and one wrong answer. Most choices are between not what is right or wrong but what is the lesser of two evils. When the legal profession learns to look at an issue from both sides it will be a happy day.

Austin E. Jones, Jr., Auctioneer

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Lori Kiko Represents The Third Generation of Auctioneers in Her Family

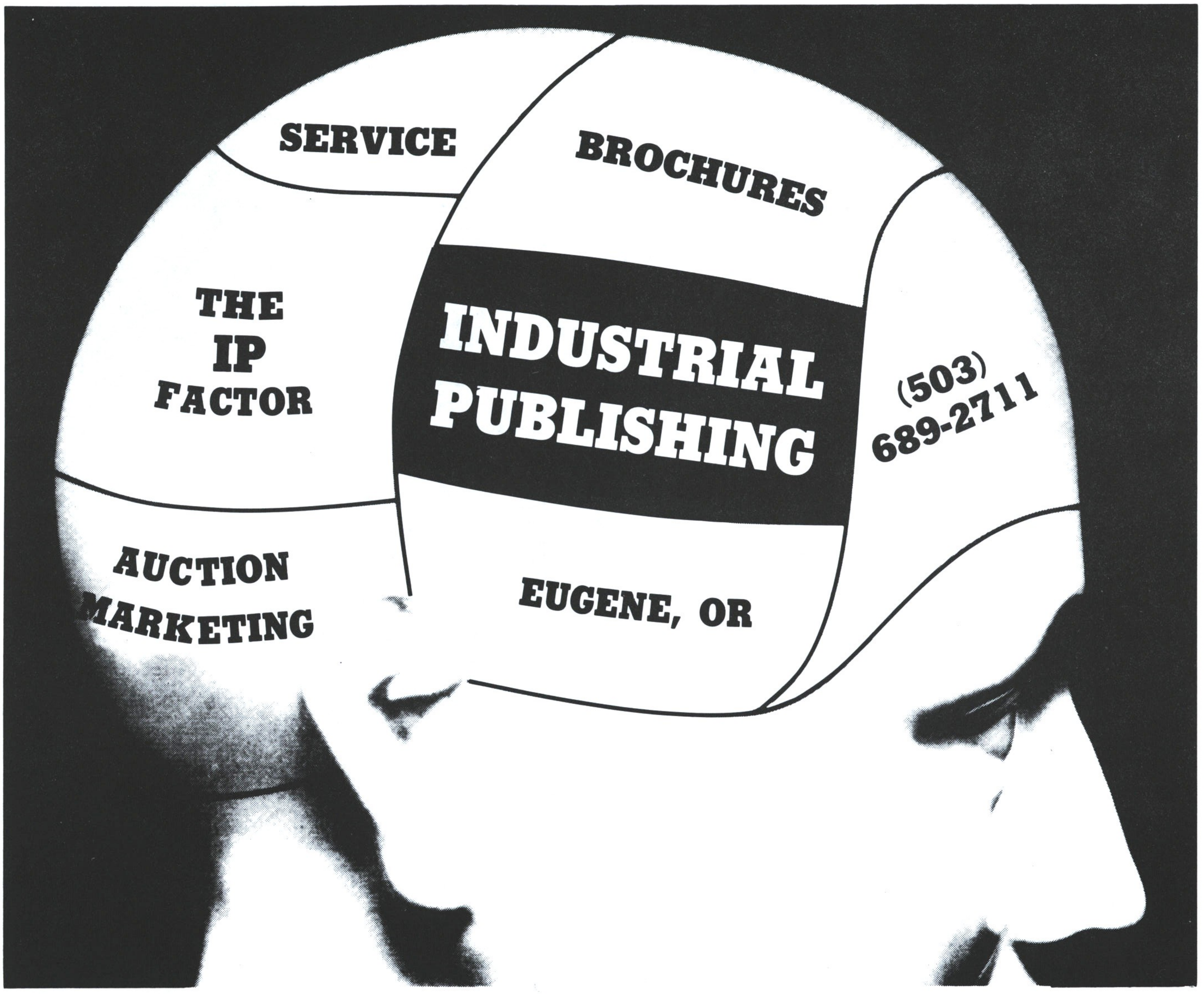
Three generations of auctioneers in a family is not unusual, but in this family the third generation is represented by a 20-year old, auburn-haired female.

Lori Kiko, daughter of Richard and Patty Kiko and granddaughter of Russ Kiko, founder of Russ Kiko Associates, is the first of her Kiko generation to be associated with the firm as an auctioneer and Realtor.

Lori is a recent graduate of Missouri Auction School in Kansas City, where she was named one of the top students in a class of over 150. She has been selected to appear in a taped segment of TV's *PM MAGAZINE*, and has also completed requirements at Stark Technical College for a real estate license.

Lori stated: "When you grow up in the Kiko family, auctioneering becomes a way of life. In fact, you learn the auctioneering chant along with learning to talk. When surrounded by a grandfather, father and five uncles, all auctioneers, you learn the chant in order to defend yourself at family get-togethers!"

The family tradition of auctioneering will continue to grow, as five more of Russ's 55 grandchildren have indicated an interest in becoming auctioneers.



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The Importance of Organization

By Paul Behr, CAI
St. Paul, Minnesota

During the 1983 Minnesota State Auctioneers Convention, held at New Ulm in January, 1983, I was particularly proud of our State Association and would like to share some thoughts with you.

In five years since I have been a member of the Minnesota State Auctioneers Association, this year made me particularly grateful to be a part of these people who take extra effort and time to give some of each back to the profession in which they are presently or formerly making their living. As I observed the assembly hall full of auctioneers, wives, husbands, etc., I realized that more than ever, the time of a strong and unified State organization is here.

While talking to members who have been in this organization for many years, and through my own observation, I think it is especially important to have new ideas combined with known experience come together for the greater good, not only of members of this organization, but non-auctioneers also.

The auction profession is, I believe, on the threshold of a new era in the 80's. We have already seen the emergence of many new and varied types of auctions which were unheard of just a decade ago (video auctions to name one). Auction schools, not only in our area, but all over the country are full to capacity of people wanting to enter the auction business.

This leads me to the point which I feel most important to this article. That point is "organization". In the following years, each year is going to bring more changes, not only within the Association but also in the auction profession itself. The reality of this fact was clear as unprecedented numbers of auctioneers gathered at New Ulm this January. Many had heard talk of changes in the wind. I feel if changes, or lack of them, are going to occur with regards to our livelihood, it is important for us and for every auctioneer to have their voice heard in those proceedings.

Many things were discussed, many thoughts exchanged, many ideas aired and all was done, I am proud to say, in the light of "How can we as auctioneers be better auctioneers in serving the public and how is the future going to affect us as individuals and as a group in the auction business?"

A famous statesman once said that there is "Strength in members and power in unity." I feel this statement is especially true with us as auctioneers here in Minnesota now.

As I have said, I am proud to be a member of this fine organization and would like to suggest we members invite new and/or established auctioneers to join the Association. Through combining everyone's knowledge and experience together, we will remain and continue to be strong and unified in Minnesota.

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State Association Conventions — Dates and Locations

Convention Dates	State association	Hotel/motel and city	State Association contact
November 6	Alabama		John P. Horton
November 6	Vermont	Burlington	Thomas Hirchak, Jr.
November 6-7	Illinois	Holiday Inn, East Peoria	Harlan Henderson
November 6-7	New York	Syracuse Marriott Inn, Syracuse	Duane E. Gansz
November 10-13	California	Capitol Plaze, Holiday Inn, Sacramento	Elizabeth Blades
November 12-14	Indiana	Airport Inn, Indianapolis	Harry E Buckles
November 12-13	Iowa	Red Fox Inn, Waverly	Margaret Bloomer
December 4-5	Tennessee	Holiday Inn-Briley Parkway, Nashville	Danny MacDonald
December 10-11	Florida	Miami Beach	Jim Gall
January 6-8, 1984	Virginia	Sheraon Inn-Military Cr., Norfolk	Barry Cole
January 12-13	Pennsylvania	Harrisburg	Kerry Pae
January 13-14	Michigan	Long's Convention Center, Lansing	Richard Brodie
January 14-16	Ohio	Stouffer's Dublin Inn, Columbus	Thomas A. Baier
January 21-22	North Carolina	Burlington	Harvey L. Tate
January 21-23	Minnesota	Holiday Inn Downtown, Mankato	Patrick Ediger
February 4	New Jersey	Marriott Hotel, Somerset	
February 10-11-12	North Dakota	Holiday Inn, Jamestown	Marion Schmidt
February 16-18	Montana		Robert McDowell
March 9	Kansas	Holiday Inn, Hutchinson	Rex B. Newcom
April 29-30	Kentucky	Lexington	Danny R. Ford
June 6-7	Wisconsin		Rober J. Massart
June 8-9	Texas	Marriott, 6121 I 35 N at US 90, Austin	K. L. Espensen

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

Reppert School of Auctioneering's Class of August 12, 1983



NEARLY 60 STUDENTS graduated from the Reppert School of Auctioneering during the August 12, 1983, ceremony. Instructors pictured, seated on the front row, include (left to right) DuWayne Herman, attorney; Daniel Burry, attorney; Henry Darnell, Phil Neuenschwander, president; Q. R. Chaffee; Ron Chaffee; Ed Sprunger; and Gene Slagle. Instructors not pictured: John Almburg, Paul Martin, H. B. Sager, Hobart Farthing, Kirby Bollinger and Paul Faulkner.

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History of Auctioneering

The following article is a reprint of the article, which appeared in the October, 1970, issue of THE AUCTIONEER magazine. The writer was 1970 Convention speaker Charles W. Higgins, Jr., of Newport News, Virginia. At the conclusion of his speech, Mr. Higgins recommended that auctioneers obtain the book, Auctions and Auctioneering, *by Ralph Cassady, Jr. In a letter to THE EDITOR of the National Auctioneers Association, dated August 5, 1980, the University of California Press, Berkeley-Los Angeles-New York announced the re-issue of AUCTIONS AND AUCTIONEERING by Cassady in their California Library Reprint Series. Information about the book can be obtained by writing to: University of California Press, Sales and Promotion Department, 2223 Fulton Street, Berkeley, California 94720.*

Charles W. Higgins, Jr.
Newport News, Virginia

I guess the question in everyones mind is how did a staid banker become involved in auctioneering? If I told you I became interested in auctions at the age of five, while attending an auction with my grandmother, I'd be lying. It was a brilliant suggestion born out of dire necessity. In order to graduate from the National Trust School at Northwestern University, sponsored by the American Bankers Association, a theses must be written. I couldn't get terribly enthralled with the usual subjects such as "Managing an Investment Portfolio in a Medium-Size Trust Department". While discussing my problem with Mr. G. C. Duffy, Trust Officer, The American National Bank, Roanoke, Virginia, Duffy mentioned the interest he had in the great possibilities of estate disposal through the auctioneering method. The more I thought about it, the more intrigued I became with the idea.

Thus fascination with auctions eventually resulted in a theses: "Sale by Auction: A Useful Tool for the Executor in Disposal of Tangible Personal Property". As a result, I am convinced that auctions are extremely valuable to modern day business. However, auctions are not the product of modern day business by any means. It is a method of sale used, developed and perfected throughout the ages. Therefore,let us concentrate on the rich and fascinating historical antecedents of the auction method of sale.

I was quite amazed by the fact that auctioneering has a long and colorful history. In every culture when man eventually became established and civilized enough to attempt some means of exchange of goods and services, he has turned to the auction method of sale. Granted, the barter system was employed to a great extent in many early cultures, but nevertheless, one finds that man employed the auction method very early to sell merchandise which, if sold by the barter system, would prove less lucrative.

Some of the earliest records of auctions are to be found in the written records of Babylon around 500 B.C. In the writings of Herodotus there is a discussion of the yearly marriage auction. Beautiful girls of marriageable age were offered for sale to the town's eligible bachelors. Sale was made to the highest bidder. Less attractive girls secured husbands through payment of dowries to the men. The men made successive rounds of bids until they reached the minimum amount of dowry they would accept for their marriage to the less attractive girl.

Auctions were also an effective method of sale in the Roman world. The auction took place in the **atrium auctionarium.** It is thought that the goods were placed on display for examination prior to the sale. There were four distinct parties to the Roman auction: The **dominus** whose goods were being sold; the **argentarius** who was the administrator of the auction. He organized, laid the ground rules for, and might even have financed the sale. The **praeco** was an employee who handled the advertisement, promotion, and as the auctioneer, handled the bidding of the sale. The **emptor** was the highest bidder and the buyer of the goods. It is not definitely known what bidding procedure was followed. It seems logical, however, to presume that the bids followed an ascending order because the word auction is a derivative of the latin root word **auctus** meaning an increase. The **praeco** advertised the sale through town cryers and through written notices called **proscriptio.** The **praeco** handled the bidding, knocking down the goods to the highest bidder. Bids are thought to have been made by a wink or a nor rather than by verbal outcry.

Romans utilized the auction method of sale to handle numerous business situations. For example,

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liquidation of debt by the Romans was handled by auction sale. In addition, excess Roman Booty was also disposed of through auctions. On the battefield, the soldier with an excess of goods would sell that which he could not use right on the battlefield, **sub hasta** or "under the spear". Indeed, the word **sub hastation** a derivative of the latin **"sub hasta",** rarely used now, came to mean a public sale or auction. Business agents followed the legions to bid on the war booty for eventual resale. Believe it or not, at one point in Roman history, the empire itself was placed on the block by the Praetorian Guard. In 193 A.D. the Guard killed the existing emperor. The final bid was 6250 drachmas per man for which the Guard declared the successful bidder emperor of the Roman Empire.

Very little is known about auctions in other ancient civilizations. It is known, however, that auctions were utilized in China to obtain money for Buddhist temples and monasteries. The properties of deceased monk's were auctioned off. A monk acted as the auctioneer and he was required to know the average price of the article based on its condition and the possible market demand. Interestingly enough, if the bidding went higher than the article was worth the monk warned his bidders to use good judgment and not overbid. There is a definite scarcity of authenticated material to be found concerning the historical origin of auctions. However, what is available is sufficient to indicate how far back in time are the antecendents of the modern auction.

Turning to Europe, we find that the auction was an extremely important method of speeding the dispersal of raw materials and finished products. Large auction trade fairs were held in early centuries. During the Industrial Revolution, auction sales of raw processed material played a very important part in the establishment and development of the mercantile system. London, Amsterdam and Hamburg developed as centers of the auction business.

The American auction method of selling which is prevalent today is an outgrowth of early-day auctioning in England. It is not known precisely when the auction method of selling was first employed in England, however, the earliest reference to the term in the **Oxford English Dictionary** is dated 1595. History does reveal that toward the end of the seventeenth century sellers of pictures often congregated in coffeehouses and taverns to auction their articles. A 1682 edition of the **London Gazette** made reference to the "daily attendance," at the "Auction-house," which clearly suggests an auction procedure. Catalogs were often made available prior to the sale which would include the date, time and place of the sale.

There is very little historical reference to methods of sale in early day England, but from available information one finds that the terms of sale were very similar to those terms used today. Early English terms of sale were the following:

1) The highest bid gets the goods and, if there is any doubt as to which bid is the highest, the goods will be placed up for sale again.
2) Bids must be advanced by no less than a stated amount.
3) The merchandise for sale is guaranteed as to condition, and any buyer has the option to accept or reject prior to removing the goods from the premises.
4) Each buyer must furnish his name and a stated minimum deposit; cannot be taken away before the end of the sale.
5) Transportation of the merchandise is at the expense of the buyer, and the total purchase price must be paid within a stated length of time after the purchase.
6) Any potential buyer may have a substitute from the staff of the auction firm represent him if he is unable to attend the sale.

To insure honesty at the auction sale many auction houses put restrictions on those who could bid. For example, from an early catalog we find the following: "So that I may remove the Prejudices of some and the Misapprehensions of others, as to the sincerity of the management, I have printed the Conditions of Sale with an additional one, that no Person or Persons shall be admitted to bid for his, or their own Pictures."

The second rule above concerning the bidding advances would indicate that the ascending bid auction was employed in eighteenth century England, however, the ascending bid was not exclusively employed. As an example: "candlestick bidding", was prescribed by William III to be used when disposing of products imported from the East Indies. An auction governed by candlestick bidding provided that

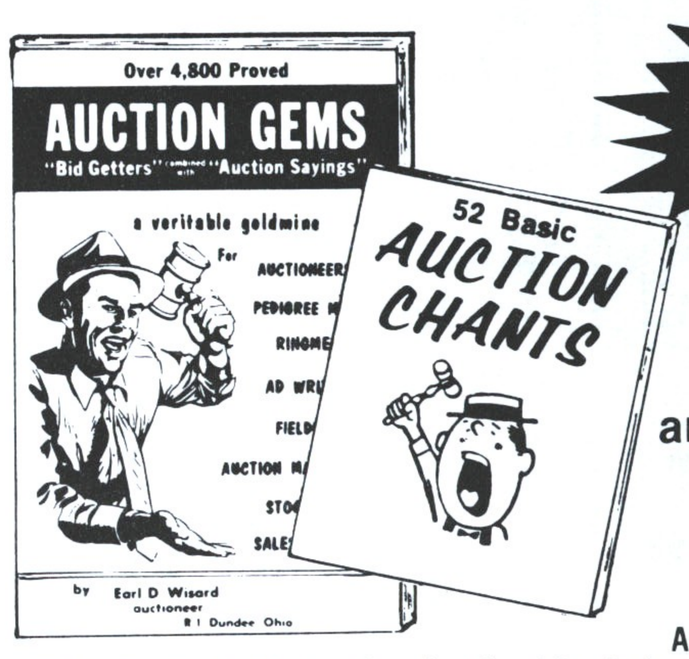
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"There is no place in the auction business for anyone too lazy to commit to memory that which will get more bids or hold an audience." — Col. Fred Carpenter, 25 years President of American Auction College.

"Inject a little humor because a crowd in a good mood is a better bidding crowd." — James W. Heike, NAA Director, "Auctioneer", Feb. 1980



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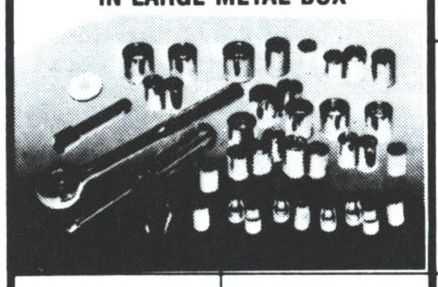
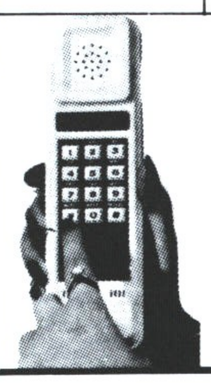
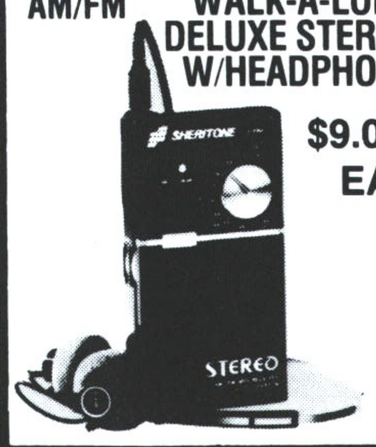
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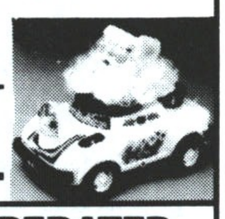


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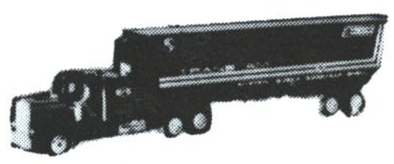
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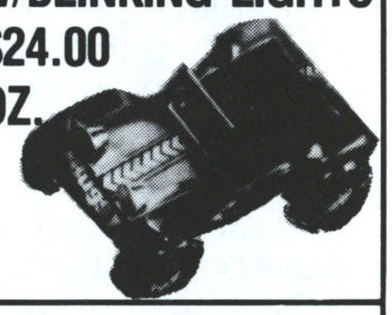


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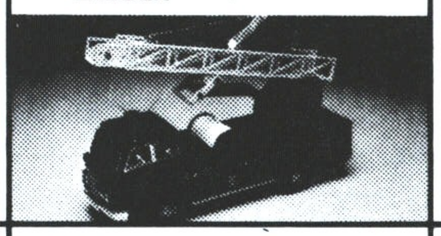


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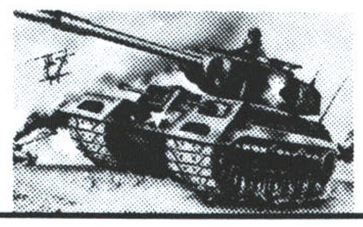
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an inch of lighted candle was allowed to burn. The person making the last bid before the wick died out was the new owner of the merchandise. The "candlestick bidding" provided for the completion of transactions within a stated period of time. The bidder had the opportunity to give consideration to his maximum bid throughout this entire time period without losing the sale to someone else. The article could not be "knocked down" until the candle burned completely out.

"Dumb bidding" was another bidding practice employed in eighteenth century England in which the owner placed a reserve price on the lot. No bid at auction would buy the merchandise unless it equaled or surpassed this reserve or minimum bid.

Still another type of auction mentioned in a seventeenth century catalog is referred to as "Mineing". In this type of auction, the auctioneer would place a high price on each lot and then proceeded to reduce the price consecutively until a bidder called "Mine"! It is interesting to note that the English utilized a combination of both systems. As in the Dutch system the goods were offered by the auctioneer at a high price followed by descending bids, however, another bidder could interject an advance on the bid, so that a combination of the Dutch (descending) system with the English (ascending) system resulted.

Between 1660 and 1740 the "peremptory sale" due to bankruptcy greatly increased sale by auction. Competitive bidding by an assembled group of interested buyers tended to maximize prices paid for the merchandise. Even though the merchandise had to be sold immediately and could not wait for a better market, the competition maximized the purchase price. These peremptory sales were most often held because of an order by the court and on occasions included real estate as well as chattels.

In regard to auction fees, what available evidence there is suggests that fees were charged on a percentage basis, and that they were upward of five per cent graduated down with the increase in sales prices.

There is historical evidence that auctioneers had to be licensed in early England. Henry VII and Charles I made it illegal for anyone but a duly licensed "outroper" or auctioneer to sell goods by the auction method.

With the tremendous upsurge of the auction business, it was only natural that firms were created to specialize in conducting this type of business. The world famous auctioneer firm of Sotheby's was founded in 1774, followed by similarly renowned Christie's that dates back to 1766.

The English traditions concerning auctions were brought to America with the establishment of the colonies. The colonists used this method of selling to dispose of property under the judicial process or to close out stocks of merchandise.

In America, the earliest recorded auction was held in New Amsterdam in 1662. One of the first auction catalogs still in existence is one designed to publicize the sale of books of Ebenezer Pemberton. The sale was to be held at the Brown Coffee House in Boston on July 2, 1717.

In the colonies, development of commercial life was aided by the auction. Furs, land, farm produce,

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furniture, slaves, tobacco, and cotton, among other things, were sold by auction. Early colonial development, especially in New England and Virginia was expedited by the sale of public land by auction. Whole towns would move and re-establish by securing a royal grant of land. Then it was parcelled out to individual buyers via an auction.

The American tobacco aristocracy was built with the aid of auctions. First, land forming the tobacco estates was auctioned from the Crown to individual buyers. Slaves to work the land were bought and sold by auction. The product itself, tobacco, was sold at auction. The great profits reaped in the tobacco industry were disposed in part by the planters purchasing silver, furniture, and other appointments of gracious living imported from Europe and sold at auction.

The auctioning of slaves was of prime importance to the tobacco industry. Without the slave labor, the industry could not have thrived and developed; and thus, slaves brought in quantity from Africa were expeditiously sold via the auction method. Slaves were considered chattels and, therefore, were sold at auction using the ascending-bid or English method. Slaves were very often sold individually. Young strong men, and men who had a craft or trade, were most sought after. Children were purchased as an investment proposition.

When the slaves were sold as a family group, the bidding very often was based on the average price per person. Selling in groups based on an average bid per person emphasized the smaller amount paid per head. The total larger figure for all the individuals never was mentioned in the auction spiel. The buyer was acquainted with this figure after the sale was made. There is no definite proof of the use of a reserve bid in slave auctioneering, but there are many references of lots being withdrawn from sale when the bids were remaining too low.

America experienced a great surge of auctions in the early eighteenth century. English manufactur-

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ers brought boat loads of manufactured goods to the Colonies. The manufacturer consigned his goods to an agent in some American port. The agent was responsible for bonding goods, landing the goods in an American port, and selling them at auction. His payment was usually made in promissory notes which, he in turn discounted at the bank. The agent deducted his commission and then sent the balance to the exporter.

The sales usually included an exhibition of the merchandise for several days during which time the potential buyers could inspect the goods. The buyers could browse using a brochure provided by the agent to note items they found interesting. Firms of some size held sales several times a week.

However, the American ports were closed to direct importations from Europe during the War of 1812. British exporters set up large caches of supplies in Bermuda and Canada. When the war was over the goods flooded into the country. The auction method of sale was used to sell this flood of merchandise because it was most profitable and speedy.

The market was soon glutted with goods sold by auctioneers who had little talent and fewer scruples. Importers and established merchants felt the pinch and demanded restrictive legislation. The massive dumping of English goods, which was aided by auction sale, produced great public anger at auction sales in general. Many people were of the opinion that auction sales of any kind should be banned. The dumping of manufactured goods tapered off, however, and gradually the existence of the auctioneer was again acceptable to the business community.

The auction sale did aid early business development in Colonial America. It allowed for the introduction of new foreign and domestic products. Goods were sold and circulated by the price cutting mechanism. Small domestic producers were given an outlet for their products and imported goods found markets in the interior of the United States rather than merely in the port cities.

Contemporary popularity of auction sale in America has been greatly helped by the penchant of people for antique collecting. According to Bellamy Partridge in his book, "Going, going, gone" — "The harmless mania collecting of antiques has done more to elevate the occupation of auctioneering than any other development of the past hundred years." The first recognized collector of antiques was Irving W. Lyon, a New England doctor who began collecting oaken furniture and chests in Hartford about 1877. The year 1860 had seen the Centennial Exhibition in Philadelphia. The Exhibition had included displays of old Americana and really started an "antique" fever in America. Old furniture, etc., which had been stuck away in the attic for years, was dragged down, polished up, and proudly displayed. Those not owning any antiques sought them avidly. The auction became an event of great importance. A real trend toward appreciation of older things developed, indicated by the sixty-one year popularity of a little book, ATTIC TREASURES, published in 1881, and written by Mary D. Brine. This book contained thirty-

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eight woodcuts and extolled the virtues of older furniture.

People who developed an interest in antiques educated themselves and became as well versed in the quality and periods of antiques as the dealers themselves. Reflecting this interest, in 1924 the American wing of the Metropolitan was opened with a group of American period rooms. The first antique show was in 1928. The depression caught many dealers and forced their closing. Some, however, mortgaged themselves and purchased antiques from the wealthy who needed ready cash. With the return of economic health, these dealers were able to sell at a huge profit.

The interest and status found in collecting antiques, art, etc., has continued to grow up to the present time. Contemporary sale by auction, however has been extended to include a wide spectrum of saleable items. This spectrum can be divided into four areas: the galleried sale, country auction, industrial auction, and produce auction.

The galleried sale is an apparatus to satisfy the desire for, and status acquired by, collecting antiques and art. It is an auction sale conducted by a firm or auction company in a showroom. The patrons are given the opportunity to view the merchandise at a carefully staged display. At the sale they are seated and the lots are placed on the block by an experienced auctioneer. Many larger towns have galleried auction houses or firms. They are all patterned after two of the most famous — Sotheby's in London, England, and Parke-Bernet in New York.

Parke-Bernet was founded in 1935 by a group of six. It has strived for excellence in its method of sale, advertisement and authenticity of its cataloging. It has a reputation for efficiency, capability and honesty. In 1964 its total sales reached $10,820,242. In 1965 its total rose to $13,471, 835, thus reflecting the continuous upward market for the diminishing supply of rare works.

In 1964, Parke-Bernet was bought by the other giant in the galleried auction field — Sotheby's. Sotheby's had helped make London the art market center. Being in business since 1744, it had 220 years of increasingly successful seasons behind it. It thus brought expertise and a 33.6 million dollar per year sale record to its American partner.

On May 14, 1970, the Dow Jones industrial average dropped 16.7 points to its lowest level since April, 1963. The very evening, at Parke-Bernet Galleries, $60,000 was paid for a painting titled "Campbell Soup Can With Peeling Label". The artist was Pop-Art king Andy Warhol. This was the highest price paid at auction for a painting by a living American artist. Thus, we can see that the auction field continues to prosper even in a troubled economy.

The second area of the contemporary auction sale is the country auction. It sells all kinds of merchandise from furniture to machinery to Black Angus cattle. It is usually an on-premise sale rather than a sale in an auction room or gallery. To give you an idea of the volume of business in country auctioneering, Mr. O. Rundle Gilbert is a recognized expert in the country auction field. He sells each year more than two million dollars worth of property. In the past thirty-four years, he has sold more than fifty million dollars worth of sundry merchandise.

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The third area of contemporary auction sale is the industrial auction. This is a public sale by successive bid for industrial property. It takes a specially trained auctioneer to handle this type sale. In our present complex society an auction is often the most perfectly tailored method of sale for tangible property peculiar to industry. For example, on January 20, 1968, at an auction disposing of the Seitz Machinery Company, $10,600 was realized over an offer made by a private buyer.

The fourth and final area of modern auctioneering is the produce auction. Produce auctions can either sell merchandise physically at a market center or it can accomplish a sale by FOB auction. In an FOB auction, the seller holds his merchandise and forwards its description and asking bid by wire to an auction center. Bids are received and sales made. The sale price is relayed to the seller by wire with instructions for delivery. This is particularly effective in the sale of perishable fresh fruits and vegetables.

Internationally, sale of produce by auction is only 80 years old in the Netherlands. Sale of fish by auction in Germany was also a development of the 19th century. Auction of fish, grain, fruit and farm production in general, both in the U.S. and abroad, has freed many small producers from discriminatory middle-man pricing. It allows for competitive bidding and the maximum price available for an extremely perishable item.

I believe of considerable interest to you would

be the various types of auction systems, of which three are the most important.

Undoubtedly the most familiar type of auction, and the most commonly used in English-speaking countries, is the ascending-bid auction. Basically the selling scheme is very elementary: the auctioneer invites an initial bid from one of the prospective buyers in the group with the expectation that several interested buyers will bid against one another until all but the highest bidder are eliminated. If the highest bid received exceeds the established reserve price, the item or lot is knocked down to the highest bidder.

Although the English auction system is basically simple, in practice it is somewhat more complex and demanding on the auctioneer. The bidders compete with one another in ever ascending rounds of bids. At lower price levels, there may be numerous bids, however, as the price level increases the bidders become fewer. The auctioneer has the difficult task of recognizing the one bidder at each level, and to announce the amount of the bid before allowing the advancement to increased bids. As the auction progresses toward the highest possible bid, all but one would-be buyer fall by the wayside, and the highest bidder will then acquire title to the property.

The second most familiar type of auction is the Dutch or descending-price system. Rather than starting at a relatively low price level and ascending by degree until one bidder remains, the Dutch system follows a descending-price pattern. The auctioneer determines the starting figure and announces successive descending prices until someone bids in on an item. The prices announced by the auctioneer are, therefore, simply invitations to buyers to bid in, and the first bidder is declared the high, or the successful bidder. In this system, would-be buyers compete with one another as they do in the English system. The bidder having an intensive desire for a particular item must interject his bid before other interested bidders have a chance to do so. Each bidder is faced with the problem of measuring the competitive structure confronting him at the exact moment of each bid.

The third most familiar type of auction is the Japanese or simultaneous-bidding system, which is quite prevalent in the sale of fish in Japan. The most distinctive aspect of this system is that all bids are made by prospective buyers at the same time, or approximately the same time, by using hand signs for each monetary unit. Supposedly, all bids are made simultaneously, but practically speaking it takes several seconds for the bidders to throw their hands in the air, and for the auctioneer to read the signs. Bidding commences as soon as the auctioneer renders a signal, and the highest bidder, as determined by the auctioneer, wins the lot. Simultaneous bidding is undoubtedly one of the fastest auction systems.

Evidence reveals that the English system is far and away the most popular of the three principal types of auctions. It is estimated that 75%, or better, of all the auctions in the world are conducted on the ascending-bid basis. The second most popular is the Dutch auction, followed by the Japanese auction which is a very poor third.

There are a number of other less popular auction systems which time will not allow me to elaborate on, however, they are worthy of at least being mentioned by name. They are as follows:

1) Written-bid auction.
2) Handshake auction.
3) Whispered-bid auction.
4) Time-interval auction.
5) Combination English-Dutch auction.
6) Audible-bid rotation auction.
7) Preauction qualification sales, and
8) Silent auction.

In conclusion we have seen, I believe, that history itself has shown auctions to be an often used, effective and continuously refined method of sale. Modern times have increased its use as an excellent and profitable method for disposal of the goods produced by our complex business world. Furthermore, the auction method of sale has become an increasingly useful tool in market reform. As the history of auctioneering has revealed, the element of competition forces the highest price possible from the assembled bidders. It does not force the seller to dispose of his merchandise at a price dictated by an individual, non-competitive buyer.

I must say that I have thoroughly enjoyed this opportunity to come to your convention and talk to you about a fascinating subject — auctions. I hope that our discussion this morning has focused some of your attention on the rich and absorbing historical background of your profession. It is not only fascinating, but it is a heritage which spans the centuries and the cultures and is something to take pride in.

Finally, I wish to recommend a marvelous book to you. It is entitled AUCTIONS AND AUCTIONEERING and was written by Ralph Cassady, Jr., Professor of Marketing and Director of the Bureau of Business and Economic Research, University of California. The book has to be the most definite work on the auction method of sale. I am indebted to Mr. Cassady for added historical reference material, since my theses concentrated on the application of the auc-

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tion method to my particular field — trust and estate settlement. Copies of Mr. Cassady's book may be obtained from the University of California Press, Los Angeles, California 90024.

Thank you

On Friendship

By B. G. Coats

The National Auctioneers Association is friendship with all the members. It is an organization with a philosopy that encourages all members to learn to be good friends. The NAA can serve as the ultimate vehicle for instilling friendship in the hearts and minds of all members.

Admiration and devotion are always found within the ranks of the NAA. It is an organization where member meets member as man to man without pretense. Security is one of the ever present needs for members. The NAA provides a forum of security for its initiates that is second to none. When we joined the NAA, we developed a sense of belonging. It immediately became a place for us to share life's joys as well as its frustrations. Some auctioneers by mere stupidity erect walls that serve as a barrier to other auctioneers of different beliefs. These are the walls of vanities and egos that destroy friendships. No such walls or barriers should exist in the National Auctioneers Association.

It is important that we all achieve some degree of social status in order for us to keep and protect our dignity. Unfortunately some strive for social status at the expense of others. The NAA allows us as a group to advance up the social ladder at the expense of no one. Being a member of the NAA gives us a social recognition by others at large that hasn't been, nor ever will be, matched by any other group or organization.

Independence is a trait that is accepted and encouraged within the NAA. Independent thought and expression is necessary for the success of any organization. Show me an organization that has no critics within its ranks and I'll show you an organization that is about to die on the vine.

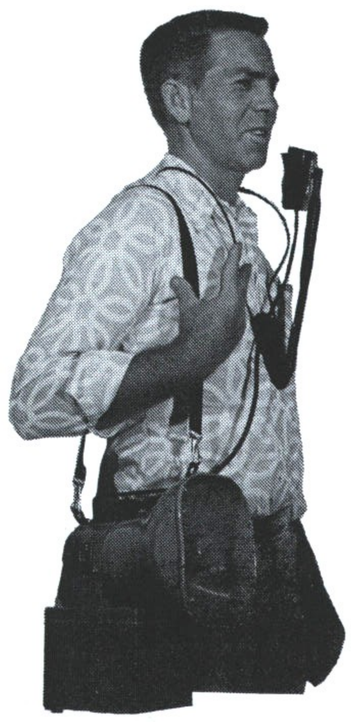
We all need to excel in something, whether it be in our profession or otherwise. The opportunities to excel in the NAA are unlimited. The very nature of the organization creates an atmosphere and subscribes to excellence. What better place is there to excel than in the NAA made up of good friends.

Money is necessary for us to survive in this crazy mixed up world we live in. If such were not the case, a barter system would be the only substitute and a poor one at that. Joining the NAA won't make us rich but neither will it make us poor. No one inquires about our financial status as that is left to those of integrity that we elected to govern us.

To be heard and listened to by others is necessary if friendships are to be made. Where better can your voice be heard than among the members? This is true because of the bond of friendship that exists among the members. When one speaks, another one listens.

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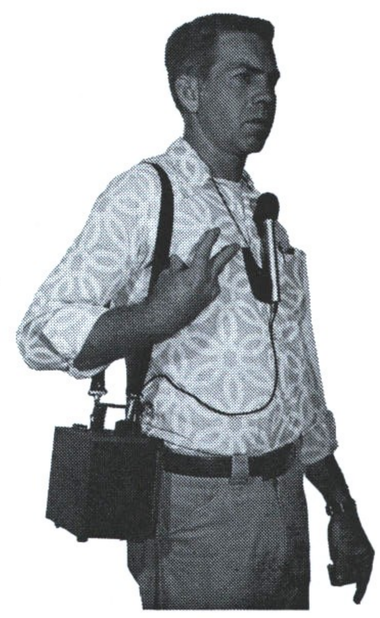
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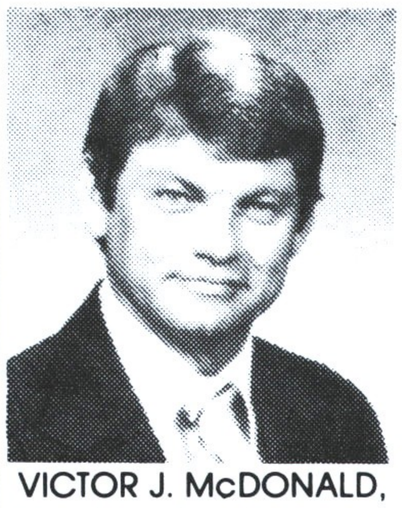
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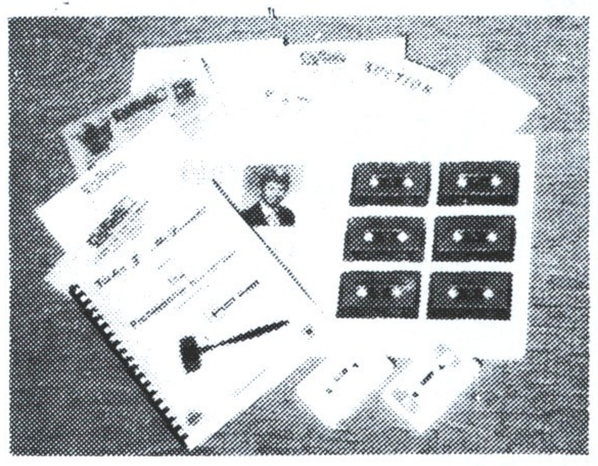
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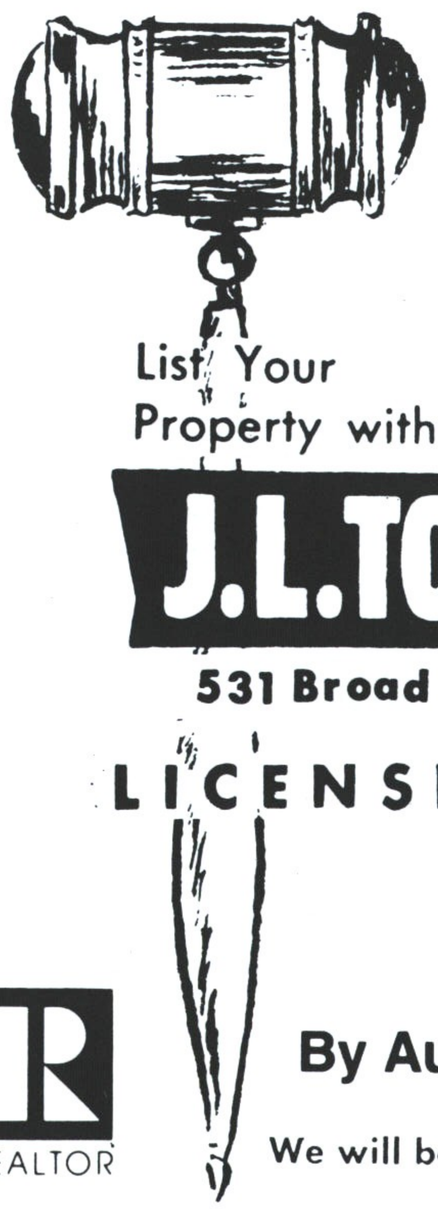
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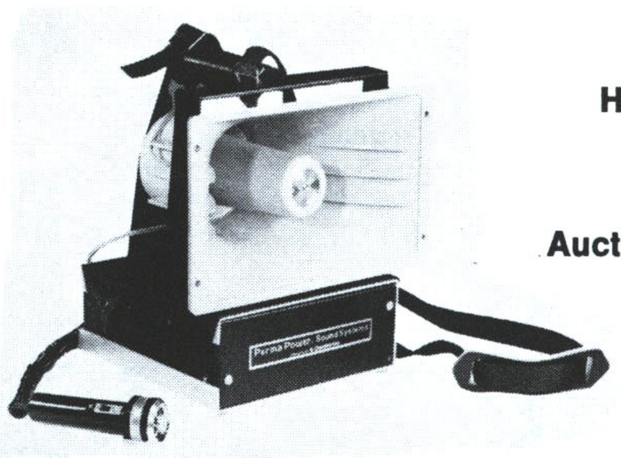
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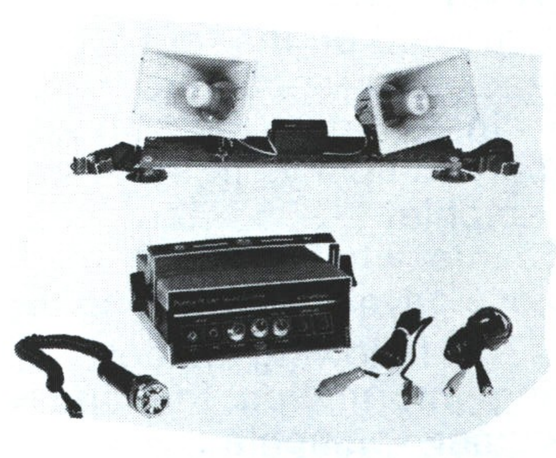
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- To begin, read this entire article before completing the order form.
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- Provide the address and service information as requested on the form. Enclose a black and white, head and shoulders photograph of yourself in business attire; and photos of other personnel in your company, if they are to be pictured in the pamphlet.
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The following guidelines will be helpful in preparing information to appear in your NAA auction customer pamphlet. Please refer to the sample copy for general positioning of information.

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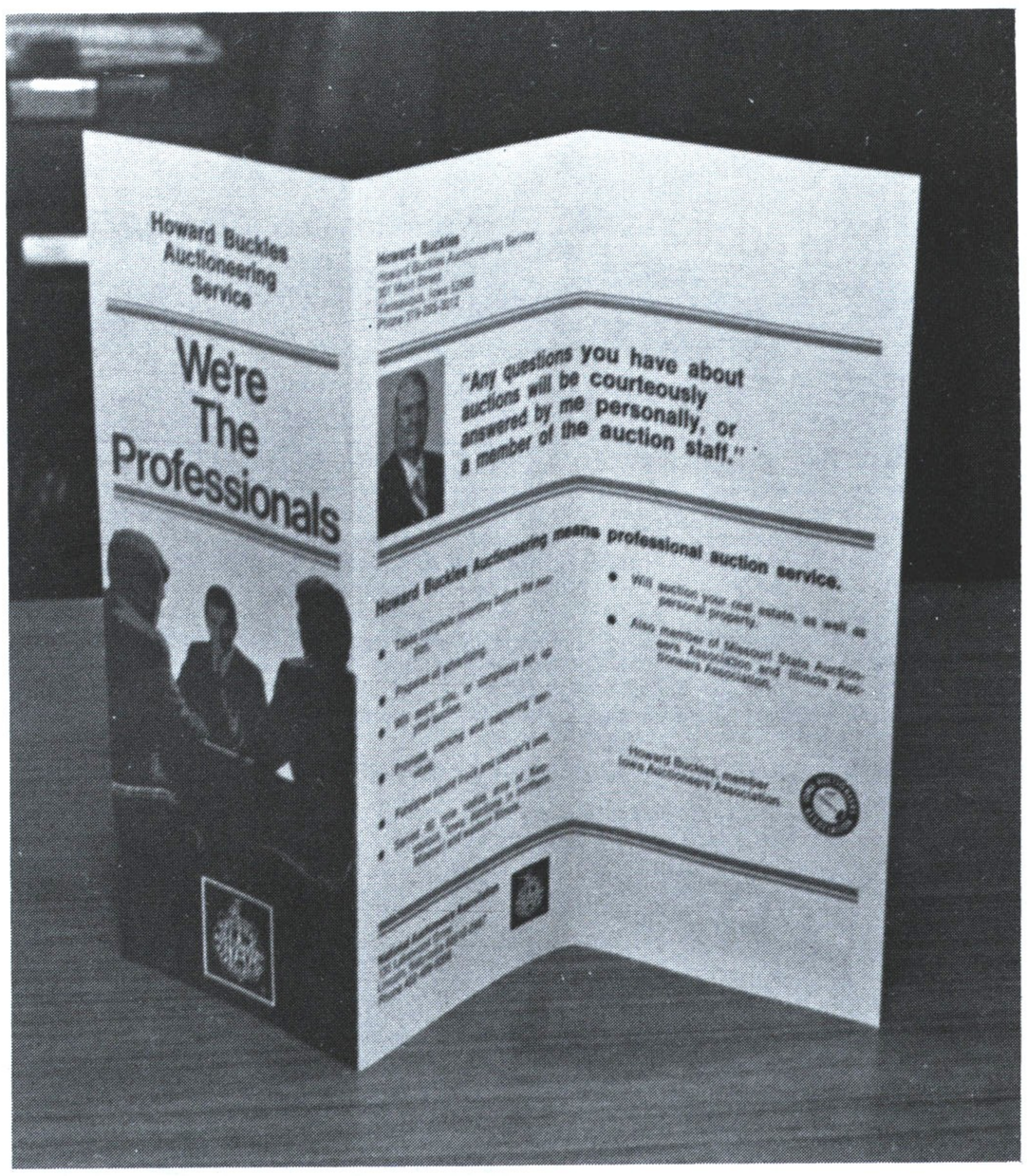
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Continued page 56



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7) Pamphlet reorders available at the following prices.

500 pamphlets, $ 70.00	**1000 pamphlets, $ 91.00**	**2000 pamphlets, $119.00**
plus shipping, $ 3.00	**plus shipping, $ 4.50**	**plus shipping, $ 7.50**

Reorder quantities more than 2000 at $18.75 per additional 1000.

Number of pamphlets this order _____ **TOTAL AMOUNT ENCLOSED $**_____

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

Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

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

John A. Collins
ABC Auction Company
1215 Main Street
Hometown, State Zip
Phone 402-489-9356

ABC Auction Company-West
852 Oak Street
Othertown, State Zip
Phone 402-476-9211

Auction service information

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

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

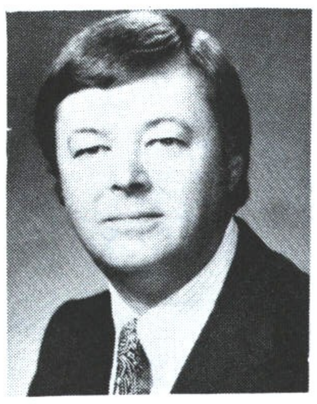
The following guidelines will apply to your auction service information.

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

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

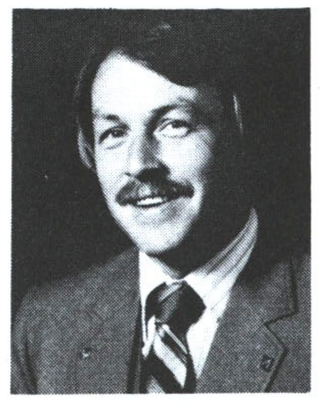
- Your pamphlet information, order and payment must all be received together at the NAA office. The information will be typeset according to your request, within the above guidelines and layout of the NAA customer pamphlet.
- A rough layout will be prepared and sent to you for final approval.
- You respond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

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



Col. Don Wendel
President

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Vice president

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The Certified Auctioneers Institute . . .

Who Needs It?

By Ray Patterson, CAI

There are many successful auctioneers in the country that are not members of the Certified Auctioneers Institute, just as there are many businessmen who prepare tax returns that are not CPAs.

I am very proud to be a member of the Institute. The time and money spent to acquire the designation was a real bargain in several ways. Firstly, my confidence increased, knowing that I had been exposed to the knowledge that Professional Auctioneers should acquire. My memory was also refreshed on many subjects and gave me the opportunity to implement new and forgotten ideas into my business.

Secondly, the respect that we receive from other professionals when presenting an Auction Proposal, even when they have not heard of our company prior to our contact, is a definite benefit. There seems to be a major trend in the public's purchasing habits. They prefer specialists who take the initiative and time to study and train to acquire the most knowledge in their field of specialization.

As a general auctioneer, I worried about being willing to specialize in one category of auctioneering until I recalled our most important subjects; Marketing, Promoting Product Knowledge, Defining the Market, Targeting Effective Advertising, Creating a Business Image and Establishing a Professional Sales Team in order to meet the modern trend of specialization. We realized we are "Specialists in the auction method of marketing." It is working for me and I think it would work for you also.

Thirdly, and most importantly many auctioneers that I have met over the years are now my personal friends and business analysts. I can honestly say that I know a Specialist for almost any type of auction, with whom I can consult when I am in need of advice.

Knowledge and experience in the field of auctioneering are our greatest assets. The Certified Auctioneers Institute was created to help build a professional image for qualified auctioneers, and as our institution membership grows so will our objectives.

What have I spent obtaining my designation? Several dollars and many days, but when I consider the commissions earned with the knowledge, it is a healthy return on my investment. Honestly, within one week of Course I, I had the opportunity to use one idea that earned five thousand dollars in commissions.

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Since 1970
6349 Grapevine Hwy.
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Phone 817-284-6416



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THE ANTIQUE TRADER WEEKLY

With our weekly publication and national readership of over 200,000 antiques dealers and collectors, we can bring a good crowd to your antiques auction. Our national readership is in direct proportion to the population of the USA.
We will bring you the wealthy collectors and dealers, who will travel hundreds to thousands of miles to attend any auction in which they are interested, and they will buy your most expensive items. It is very rare when the most expensive items of any antiques are bought by someone locally, it is the people who have come from a distance that buy the best. **THE ANTIQUE TRADER WEEKLY** is the only paper that can bring those people from all across the USA as well as give you good local coverage. Our rates are the lowest per 1,000 readers of any publication in print in the antiques or collectors items field.
If you have not seen our paper, write or call for a free sample copy and a rate card.

THE ANTIQUE TRADER WEEKLY

PO BOX 1050-A **DUBUQUE, IOWA 52001**

Phone (319) 588-2073

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A Prayer For Football

Now that the football season is upon us, it is appropriate to heed the following prayer offered before a game last season by a man of the cloth: "In Thy presence we know that no issues of great importance are going to be settled here this afternoon. No souls are going to be lost or saved by the official figures on the scoreboard. No great cause is at stake. It is one of those pleasures which Thou has meant for Thy children to enjoy. Do not let us spoil it by forgetting that it is just a game to be enjoyed today, talked about tomorrow and forgotten the day afterward. AMEN.!"

Tauber Talks

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

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

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

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

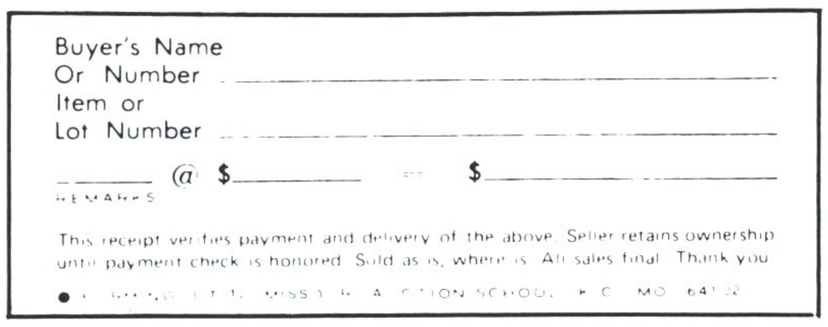
NEW ADVERTISERS: All new advertisers are required to submit credit account information, an insertion order, and payment in advance (with copy), before advertising will be accepted. If applicable to the new advertiser, advance payment for the first three months is required. Submission deadline for new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

3. **AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.
4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.
5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method saddle stitched. Colors available: black on white and upon consulation with editor, second, or issue color.
   Dimensions for ad space: Full page — 7¼ by 9½ inches: Half page — 7¼ by 4⅝ inches; Quarter page — 3½ by 4⅝ inches or 7¼ by 2¼ inches.
6. **CAMERA READY ART ONLY.** All advertising submitted to the NAA office for publication in THE AUCTIONEER must be fully composed, "camera ready" artwork. The NAA office will not prepare or make changes in your advertising. Changes received as camera ready art will be prompty incorporated in your advertising in the next available issue. Any questions about this NAA publication policy should be directed to the NAA office before submitting your advertising.
7. **ISSUE AND CLOSING DATES:** Published monthly (11 times annually) with the exception that an August issue is not published. Issued on the first of the publication month. Deadline for ad copy is the first of the month preceding publication date.
8. **SUBSCRIPTION AND SINGLE COPY:** One year's subscription to THE AUCTIONEER is $18, and only open to non-auctioneers. Single AUCTIONEER copy is $1.75. Subscriptions and issues available only from the NAA office.
9. **ADVERTISING DISCLAIMER:** Products or services advertised in THE AUCTIONEER are in now no way endorsed by the National Auctioneers Association. Simply because a product or service appears in the NAA's official publication, that appearance does not imply an NAA recommendation of the product or service over any other. Problems encountered with an AUCTIONEER advertiser should first be directed to the advertiser for satisfaction. If the problem remains, then the NAA office should be notified.

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

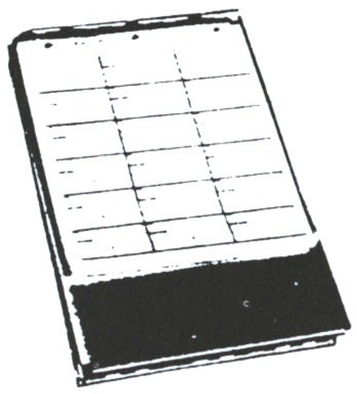
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- *Less expensive than any known system.*
- *Keeps a running total of the sale.*



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

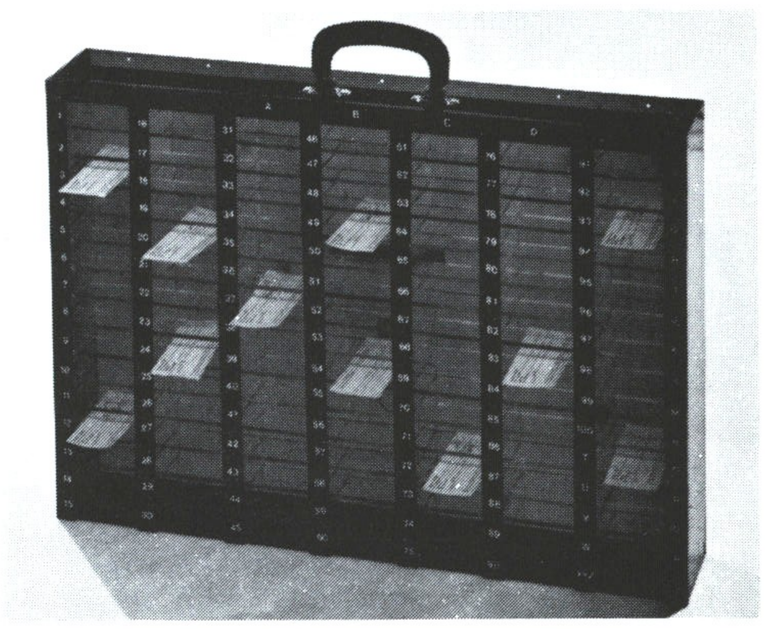
  Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.

  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

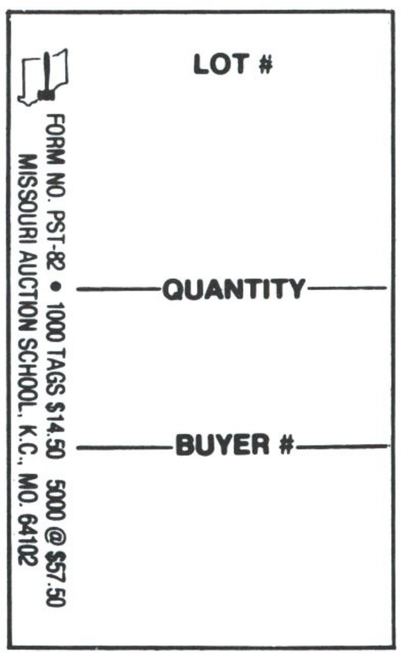


- **100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE**

  Overall size 23"x16"x4". Slots are 2⅜" x ⅞" 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

- **GUMMED BACK TAGS — Form No. PST-82**
  Sticky back pressure sensitive auction equipment tags with space for lot number, quantity and buyer number. 1½x2½".
  Roll of 1,000 tags—$14.50 5,000—$57.50
- **EQUIPMENT LOT TAGS — Form RHT-83**
  Card stock tags with reinforced hole. 1½x3". Space for lot number, quantity and buyer number.
  1,000—$16.50 5,000—$67.50
- **WIRES FOR EQUIPMENT TAGS, 12" LONG**
  1,000—$10.00 5,000—$47.50



- **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.

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THE SPECIAL KIT INCLUDES:

- Aluminum Writing Tray
- 9,000 CT-12 Clerking Tickets
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- 1,000 BC-70 Buyer Cards
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The all new COLONEL Series of Portable Heavy Duty P.A. Systems Designed Exclusively for Auctioneers



COLONEL® 1

- Astatic Model 957L Anti-Feedback professional ball type dynamic cardiod 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: 9⅜" High x 6" Wide x 7¼" Deep.
- WEIGHT: 7 LBS., 6 OZ.

List Price: $595.00

Auctioneers Cost: $357.00

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