THE AUCTIONEER

The Magazine of the National Auctioneers Association • January 1990

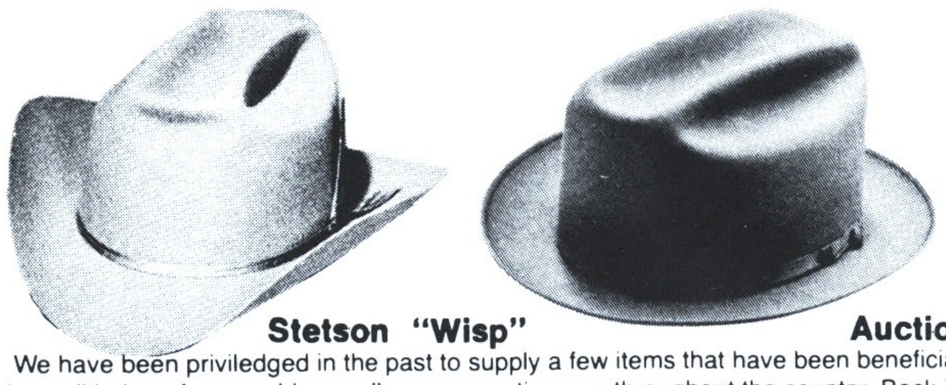




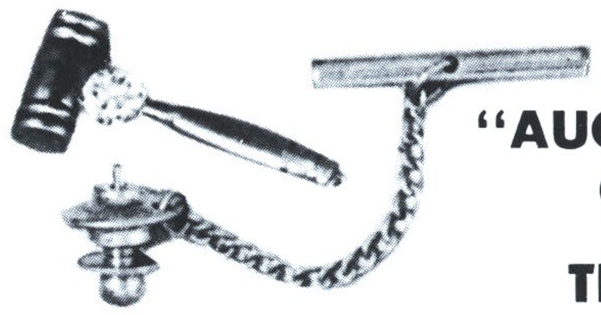
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We have been priviledged in the past to supply a few items that have been beneficial to the well being of many old as well as new auctioneers throughout the country. Back in the 60's we contracted with a major hat manufacturing concern to make the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

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

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

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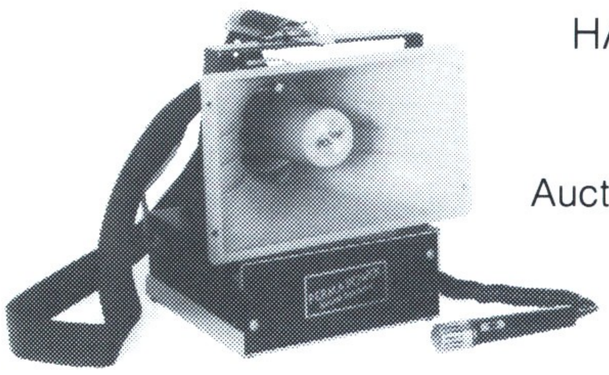
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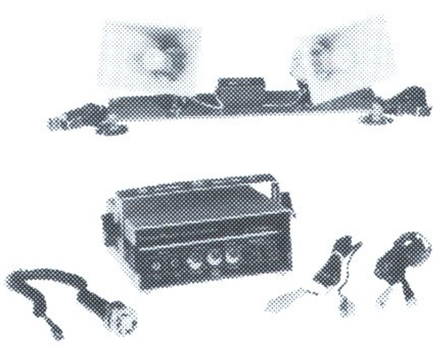
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President's Message

Progress Continues For NAA

Dear Fellow NAA Members,

I hope each of you had a joyous holiday and will have a very happy New Year.

Time is moving faster than I am, but we are excited about the progress NAA is making. We have many good projects working, and I am excited about our Baltimore Convention. The councils are at work and have planned great seminars for our 1990 convention. Our lobbyists are very active and are making a good, positive impression for the auction method of marketing.

We have interviewed two additional applicants for the executive vice president position and either would do a fine job.

It's that time of year when we are asked by the Hall of Fame Committee to submit applications for auctioneers that we feel have contributed much to the profession. Do not sit back and wait for someone else to send in the application. Do it yourself. By sending in a nomination, you will know the committee has received the names of qualified people to select from. Be a part of the solution. Anyone can sit back and complain.

Each one of us should consider attending the seminar this month. Its topic is real estate, and it will be held in Las Vegas. If you get your airline ticket early enough, you can travel just about anywhere in the United States for under $500. You will not only learn from the instructors, but also from the many people attending the seminar. Sometimes the hallways are buzzing with good information.

The personal property seminar March 19 through 21 in Orlando, Fla., has a lot of people excited about attending. It promises to be one of the best.

Almost everyone takes a vacation each year. Plan to take your vacation and bring the family to the NAA Baltimore Convention. I have personally checked out the hotel. It is relatively new, and the water and air conditioning work. People will put up with almost anything for a little knowledge. This was proved at our last NAA Convention. Everything was OK in Ohio except for the hotel problems. Plan your vacations in Baltimore for July 9 through 14, 1990.



With warmest personal regards,

Ronald W. Faison

Ronald W. Faison
President

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THE AUCTIONEER

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About The Cover

From Georgia to Ontario, auctions are the best method of turning assets into cash. The cover photograph features **J.L. Todd of Rome,** Ga., as he conducts an estate auction in 1975. A former NAA Director, Todd, with the assistance of current NAA Director **Joe Tarpley, CAI,** on the left (pointing), is selling construction equipment. In the inset, **Alicia Gordon** of Kingston, Ontario, marks a bid while working as a ring person in a farm machinery auction conducted by NAA Director **Barry Gordon, CAI,** her husband, in the fall of 1988.

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 marketing.

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The editor reserves the right to accept or reject any material for publication.

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.

Editorial and Executive Offices of the National Auctioneers Association are at 8880 Ballentine, Overland Park, KS 66214-1985. Phone (913) 541-8084, FAX (913) 894-5281.

Photography Is A Must For Auctioneers

But Learning Can Be Time Consuming, Difficult

When an auctioneer prepares sale bills, brochures, advertisements and other marketing tools, the main purpose is to attract potential bidders, and maybe future sellers who are impressed with the quality of the auctioneer's printed material.

One of the overlooked ingredients of the marketing tool chosen by the auctioneer to advertise an upcoming auction is the photographs that go into the product. In some cases, these photographs will be taken by a professional hired by the auctioneer.

However, in the majority of cases, auctioneers will be taking their own photographs—sometimes with little or no training.

Even though camera manufacturers claim photography is easy in their advertisements, the truth is that photography, and the cameras used to take the photographs, can be complicated.

A lot of decisions have to be made by an auctioneer before a finished picture appears in a brochure or publication. An auctioneer has to decide on type of camera, type of film (black and white or color), speed of film and whether he/she possesses the skill to take the quality of picture that is needed.

First, a camera must be chosen. There are several options available. Although not recommended by most camera experts, some auctioneers still prefer to use a Polaroid camera that will give them their pictures instantly.

This type of camera does not deliver the type of quality that other cameras do, but it does allow the auctioneer to see the finished product immediately. One of the drawbacks to an instant camera is that there are limited numbers of these cameras that can use black and white film.

Since color photographs are so expensive to reproduce in a marketing tool, a quality photograph is of prime importance and a more expensive camera that gives a higher quality photograph will almost always be used.

Brent Voorheis, CAI, of Harrisburg, Mo., will present a session on photography for auctioneers at the NAA "Antiques and Personal Property at Auction" Seminar scheduled for March 19-21 in Orlando, Fla. Voorheis is editor of *The Missouri Auctioneer,* a quarterly publication for Missouri Professional Auctioneers Association.

He recommends that when an auctioneer first starts out he/she should purchase a used Polaroid if an adequate photography laboratory is not available. However, he recommends the use of a 35mm camera when the auctioneer has a photography laboratory nearby that offers quick service.

The lack of a photography laboratory in some areas is one of the drawbacks of 35mm camera equipment—especially if black and white film is used. In recent years, most film processing has moved from photography laboratories to one-hour photography stores. Unfortunately, these one-hour photography stores process almost exclusively color film. Because of this, it can be harder in rural areas to find a photography laboratory that will develop black and white film.

A new type of film may change that. Voorheis said he has been using a new black and white film that can be processed with the one-hour method.

This new film, Ilford XP1, has a drawback. The machine used to develop and print pictures in the one-hour process must be calibrated to process black and white film. Since the use of the Ilford film is not yet widespread, few of the one-hour machines are calibrated correctly, Voorheis said. The pictures come out looking grey, without much contrast, leading to poor reproduction in printed materials.

There are still independent photographic laboratories around and if you can find one that offers same-day service, 35mm is the way to go, Voorheis said.

"You just have to work with your individual photo processor," Voorheis said.

Since many rural areas are without a photography laboratory, an auctioneer may need to make special arrangements to get film developed. A local newspaper may be willing to develop film, and auctioneers could try and find a person who dabbles in photography as a hobby and may be willing to develop film for a reasonable charge.

> *"I'm a firm believer, those idiot cameras are the best approach"*

There could be a problems in using a local newspaper, said **Barry Cole, CAI,** editor of the *The Virginia Auctioneer,* a quarterly publication published by the Virginia Auctioneers Association. Many local newspapers are in the printing business. The newspaper may expect the

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Photography Is A Must

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auctioneer to conduct all his printing business there, Cole said.

The decision to use a 35mm camera does not conclude deliberations over what type of camera to use. There are several different types of 35mm cameras. There is the new "point and shoot" 35mm, featuring built-in lenses. These cameras can be purchased with a built-in zoom lens.

A zoom lens can make an object appear closer or farther, depending on what the photographer wants. These cameras also have a built-in flash.

Voorheis does not recommend this type of camera. He prefers the standard 35mm, commonly called an SLR (Single Lens Reflex). This type of 35mm has a detachable lens. There are two types of 35mm SLR cameras. The cheaper cameras are manual while the more expensive models are electronic and have automatic settings.

Lenses and the flash for 35mm SLR cameras are purchased separately. Most camera stores will try to sell more than one lens, Voorheis said. He said auctioneers should purchase just one lens. This one lens should be an adjustable zoom lens so the camera will be adaptable for many different situations.

With a manual 35mm SLR camera, the operator must set his **shutter speed** and **aperture.** Both these settings, described in their simplest terms, are set according to how much light is available.

Aperture is the opening through which light enters the camera. It determines how far in front and behind the main object being focused the rest of the objects that appear will be in focus. In photography, this is called **depth of field.**

The depth of field ranges from 1.8 feet up to 22 feet. One-third of the depth of field is in front of the main object and two-thirds is behind the main object.

Shutter speed determines how fast the camera's shutter will operate. Faster shutter speeds are used for brightly lit situations. In low light, a slower shutter speed or a flash must be used.

Shutter speed and aperture are used in unison. Light is measured by the camera's meter. The camera operator adjusts the aperture and shutter speed controls until the meter indicates the proper exposure has been obtained to take a photograph.

So, in a situation where a large depth of field is required, the shutter speed can be brought down and aperture increased to give a greater depth of field. There is a limit as to how far a shutter speed can be brought down without the use of a tripod for even the motion of a hand will blur a picture at too slow a shutter speed.

All the above information can be ignored—most of the time—if an electronic 35mm SLR camera is used.

These cameras have programmed settings that allow the camera to make all the decisions concerning shutter speed and aperture. The electronic cameras will even tell you when to use a flash.

For auctioneers, both Cole and Voorheis favor this type of camera.

"I'm a firm believer," Cole said. "Those idiot cameras are the best approach."

"The camera I use has a programmed (setting)," Voorheis said. "Ninety percent of the time the program will work fine."

Voorheis warns that there could be a few situations where it would not be appropriate to use the automatic settings on an electronic camera. If an auctioneer is taking a picture of a couch and that couch sits in front of a window, the light meter on any 35mm camera will read the light from the outside, and the couch will show up dark in the print. In a situation like that, Voorheis recommends taking the camera off the automatic setting and setting it by hand.

Whether the camera is electronic or manual, the operator will have to ignore the light meter and lower either the aperture or shutter speed to allow for a decent picture of the couch.

Batteries are used for both automatic and manual cameras. With a manual camera, the battery powers the light meter. The manual camera will still operate when the battery is weak or dead, but Cole noted that is not always good as all the pictures taken with a camera with a malfunctioning light meter are liable to turn out poorly.

If the battery is low on an electronic camera, it will stop working completely.

"I like the situation where it won't work at all if it's not going to work properly," Cole said.

An automatic setting on an electronic camera can always be turned off, but that option is not available in a manual camera.

The decision on what type of camera to purchase is the most important as it is the one that is the most permanent. After purchasing a camera, then auctioneers must determine the type of film they want to use in that camera.

The choice on whether to use black and white or color film will depend on what the pictures are being used for, according to Voorheis.

The cost of color versus black and white photography is about the same.

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Camera Equipment Prices Vary

There are several models of 35mm cameras made by well-known companies such as Canon, Nikon, Minolta, Pentax and Ricoh. These firms all make SLR (Single Lens Reflex) cameras and the "Point and Shoot" cameras. Only Polaroid makes an instant camera.

The Polaroid model that can take black and white pictures sells for around $150.

"Point and Shoot" cameras will cost anywhere from $40 to $350, depending upon the options on the camera.

Manual SLR 35mm cameras will cost from $200 to $400. This is only the camera body and does not include lenses.

Electronic SLR 35mm cameras will costs from $400 to $1,800. This is also only the camera body.

A zoom lens will cost from $100 to $300. A standard lens for a 35mm camera will cost about $100.

Brent Voorheis, CAI, of Harrisburg, Mo., will be speaking on photography March 19-21 at the "Antiques and Personal Property at Auction" Seminar in Orlando, Fla. He said auctioneers can expect to pay about $800 to adequately equip themselves with an automatic 35mm camera.

Four Auction Contests Scheduled

New World Champ To Be Crowned Soon

National Auctioneers Association members have been invited to compete in the 1990 All 'Round World Championship Auctioneering Competition, which will be held in conjunction with the Auctioneers Association of Canada's annual convention.

The convention opens Jan. 31 and runs through Feb. 3 in Calgary, Alberta. The auctioneering championship will be held Feb. 3 in the grand ballroom of the Palliser Hotel.

The last two winners have both been NAA members. **Phil Thompson** of Saint Paris, Ohio, won the competition in 1988, and **Gail Pickworth** of Berlin Heights, Ohio, won in 1989.

Prospective contestants must preregister. The registration fee is $100 (Canadian) or $90 (U.S.) for members of the Auctioneers Association of Canada. Non-members registration is $200 (Canadian) or $180 (U.S.). To register, contact Arthur Clausen at 11802 145th Street, Edmonton, Alberta, T5L2M8. The phone number is (403) 451-4549.

Market To Host Auctioneer Championship

The Greater Midwest Livestock Auctioneer Championship will be held Feb. 16 at the South St. Paul (Minn.) Livestock Market. The championship is sponsored by the Minnesota State Auctioneers Association and the South St. Paul Livestock Market.

This is the second year of the rapidly-expanding event. Sponsored last year by the North Dakota Auctioneers Association and the West Fargo (N.D.) Stockyards, the event was called the Tri-State Auctioneers Contest. Twenty-three contestants from four states sold 4,196 head of cattle at the 1989 contest.

However, because of that excellent response, the event has been expanded this year to include much of the Midwest. The contest will rotate among the states of North Dakota, South Dakota, Minnesota, Iowa and Wisconsin.

This championship will focus on livestock marketers and livestock auctioneers working together for the benefit of sellers, buyers and the general public.

All Midwest auctioneers sponsored by a livestock auction market or commission selling agency are invited to compete. Contestants must be sponsored by one of these types of organizations.

The entry fee for the contest is $100. For contest applications, contact **Lowell Gilbertson,** Minnesota State Auctioneers Association, 2661 Oak Hill Drive S.W., Rochester, MN 55902. Phone numbers are (507) 282-9852 or (507) 282-8466.

To be listed in the event program, entries must be received by Jan. 5. Entries postmarked after that deadline will be accepted but will not be included in the printed program.

Big Jump In Prize Money For WLAC

The Livestock Marketing Association of Kansas City, Mo., has announced a major increase in prize money—including $5,000 to the winner—for the 1990 World Livestock Auctioneer Championship.

The reserve and runner-up world champions will take home $2,000 and $1,000, respectively. The finals of the 27th annual championship will be held June 15 at the Shasta Livestock Auction Yard Inc. in Cottonwood, Calif.

The total prize money for 1990 is about four times the amount awarded in 1989. "The WLAC is the 'grandaddy' of auctioneer contests, said Don Wagner, the marketing association's contest committee chairman. "We have always attracted North America's top livestock auctioneers, and this boost in prize money will make sure that continues."

To enter, contestants must submit a 10-minute, unedited videotape of themselves, working a livestock sale. The tape must be submitted to the marketing association by Feb. 1. From these tapes, judges will select a regional and a reserve champion from each of the 10 geographic regions of North America.

A total of 30 regional contestants will compete in the world championship in June, which is an actual livestock sale.

Auctioneers will be judged by owners of marketing businesses. After watching the semi-finalists sell cattle at the Shasta market, the judges will select 10 finalists. These 10 will be judged on their ability to deal with the media and industry issues at a mock news conference. Then, finalists will have one more chance to impress judges at the auction block.

Contestants must be 18 years old, employed as a livestock auctioneer and sponsored by one of the marketing association's member markets in the United States and Canada.

Complete rules, contest procedures and official entry forms are available from LMA, 7509 Tiffany Springs Parkway, Kansas City, MO 64153, (816) 891-0502.

Calgary Championship Set For July

The second annual Calgary Stampede International Auctioneer Championship has been scheduled for July 13 and 14. The competition is open to livestock auctioneers from around the world.

Persons interested in entering the contest need to contact the Calgary Exhibition and Stampede, Agriculture Department, Box 1060, Calgary, Alberta T2P2K8. May 15 is the last day to enter. There is an entry fee of $250 (Canadian). The phone number is (403) 261-0313.

In this summer's inaugural event, 32 Canadian, American and Australian auctioneers participated. The 1989 contest was won by Rowlan Hill of Bakersfield, Calif.

The preliminary round will be held July 13. From the preliminary round, 15 finalists will advance to the championship round, which will be held July 14 at Stampede Park.

Photography

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However, the cost of reproducing color photos in a marketing tool is about four times what it costs to reproduce a black and white photo, according to auctioneers familiar with printing costs.

The cost of reproducing color means that many auctioneers will put their cameras on the shelves and hire the work done when a special publication will include color photographs.

Voorheis said auctioneers should plan on hiring someone to take their color pictures for them unless they feel very comfortable with photography.

"As much as possible we use black and white, very seldom do we use color," Voorheis said.

"If it requires more expertise, hire a photographer," Cole said. "Know your limitations. If it's a poor (marketing tool), it says: sloppy auctioneer."

But both agree, most auctioneers should be able to get by with their own black and white photography.

Film comes in different speeds for different applications.

The faster the film, the less light is needed to take a photograph. Fast film is most commonly used for situations where the existing light would not allow a photographer to set a shutter speed high enough to freeze a moving object. Since most of the pictures an auctioneer would take are of stationary or slow moving objects, fast film is not of primary importance.

The most commonly used speeds of film are 100, 200 and 400. Cole favors a 200-speed film, which is about medium.

Mastering the equipment is only about half the battle. Auctioneers will also need to know how to properly compose a photograph. The composition of a photograph entails many factors.

Voorheis plans to discuss many of these factors in his seminar. A report on that seminar will appear in a later issue of *The Auctioneer*.

There are a few simple things to watch for. For example, when taking a picture of a house, is there a telephone pole in the background? That telephone pole will look like it is growing out of the middle of the house in a photograph.

A lot of composition is being aware of what else is in view besides the primary object. As Voorheis pointed out, when an object appears that is not wanted, but cannot be shot around, it can sometimes be taken care of by setting the aperture to a point where the unwanted object is so out of focus it blends into the background.

When Voorheis shoots a picture, he tries to stay aware of where the photograph will appear in the publication. Photographs tend to act as pointers with objects within the photograph directing attention one way or another.

Voorheis wants his pictures to point toward the written copy in his brochure or publication.

For the beginner, the best thing to do is to shoot lots of pictures from lots of angles, and with a manual camera, from lots of different settings. This way you have a better chance of finding a picture you can use, Cole said.

When taking pictures of antique furniture, make sure and take some closeups of individual pieces and not just take wide-angle shots of several pieces, Voorheis suggests.

Some other dos and don'ts. Color prints reproduce poorly in black and white marketing tools. However, some laboratories will make black and white prints from color negatives if you change your mind after taking the photographs.

Cole suggests setting the brightener level (electronic cameras have a separate setting for this) at a higher setting. He has found that most prints tend to darken when they are reproduced.

Voorheis is a strong advocate of purchasing camera equipment at camera specialty shops rather than the large discount stores. If a problem develops with your camera, he said, a specialty store is lot more willing to do things like give you a loaner camera.

Applications Needed For Auction Support Network

Barbara Althaus, president of the Support Services Council, offers the following report concerning the newly established Auction Support Network.

Employees—This new member service has received employment applications from 18 individuals in 13 states. Their experience covers all of the categories listed on the application form with several people being able to perform more than one job.

Employers—Telephone requests have been received from two real estate brokers for auctioneers throughout the United States.

Please do not delay sending in your application. If we are to continue this program and advertise to employers, we need many more potential employees in different states.

Auctioneers, please pass this information on to your employees so we can provide well-rounded auction crews.

(For application, please turn to Page 28.)

Dues Discount Offered

Now you can save money on your annual dues while also helping the National Auctioneers Association to grow.

Although annual dues for active members were raised to $100, effective Jan. 1, 1989, you may renew your NAA membership at the $75 per year rate if you sponsor a new member.

To qualify for the $25 dues discount, you must send in the new member's application with your own dues renewal form. The new active member you recruit is also accepted at the $75 rate.

If you would like to participate, wait until you receive your dues statement. Then sign a new member and submit his or her application and $75, along with your own dues renewal, in one envelope to the NAA Headquarters.

Thank you!

Advantages Of "Auction Option" Explained To Congress By Campbell-Raupe

by the staff
Campbell-Raupe Inc.
Washington, D.C.

Following an active year and a series of late-night sessions, the Congress adjourned on Nov. 21 and will convene again on Jan. 23, 1990. This was a full year for the Congress, and the most significant legislation passed was certainly the sweeping reform of the Savings and Loan industry.

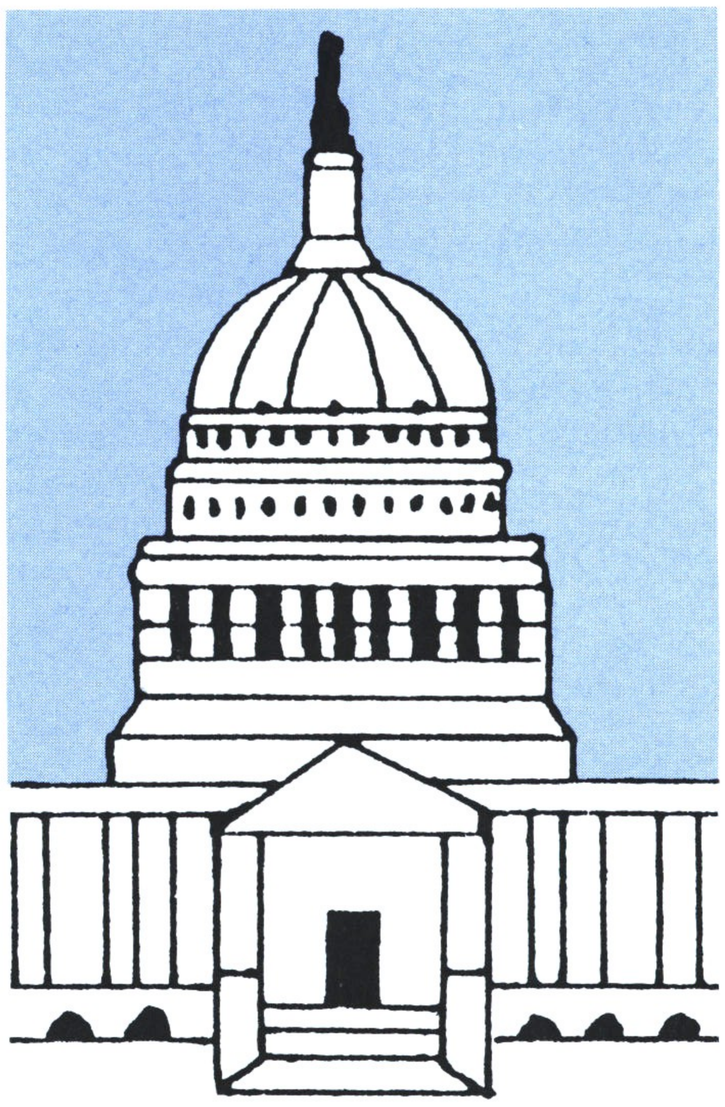
In that legislation the Congress formally recognized the importance of the "auction option" by mandating that auction marketing be one of the private sector options included in the government's Strategic Plan for liquidating assets of failed financial institutions.

The National Auction Marketing Coalition (NAMCO), represented by Campbell-Raupe Inc. here in Washington, has been following up on this legal mandate to assure that auction marketing is used to the fullest extent possible in the months and years ahead.

NAMCO contacted all members of the Congressional RTC Task Force to emphasize the fact that auction marketing is the most effective method of liquidating property and that auctioneers have a respected reputation for bringing the highest fair market value for these assets. (The RTC, or Resolution Trust Corporation, is the federal agency established to implement the Savings and Loan legislation.)

In our statement submitted to the Congressional RTC Task Force on Oct. 19, NAMCO presented a 12-point plan of action that includes the elimination of sealed bids, streamlined procedures for contracting services, and improved systems for listing and notifying private-sector contractors of available sales and property opportunities.

NAMCO further underscored that the auction industry takes seriously its responsibility to earn the maximum return on these assets for the federal government. By getting the top dollar for RTC property, the cost of the so-called "S&L Bailout" to the government and the American taxpayer can be greatly reduced.



The Washington Report

On Nov. 3, the Oversight Board of the RTC requested comments on its proposed Strategic Plan for RTC functions and activities. NAMCO submitted 10 key recommendations to the RTC in response to this request. Our proposal called on the RTC to use local and regional contractors and again argued against the use of sealed bids.

In other Washington developments, NAMCO is monitoring potential action by the House Agriculture Committee with respect to the Farmers Home Administration (FmHA).

During the past year, several instances have arisen where delinquent FmHA borrowers were able to buy back property from the government at appraised values which were much lower than their actual current market value. The individuals then resold the property to third parties at the higher current market value.

Though it is not yet clear what action may be taken on this by the Congress when it reconvenes next year, it is bound to be discussed in the context of the 1990 Farm Bill. NAMCO will continue to follow developments closely, and take action as necessary, on this and other issues in the 1990 Farm Bill that affect auction marketing.

As reported earlier, NAMCO attended hearings in October held by the Oversight Subcommittee of the House Ways and Means Committee on the disposal of seized property by the U.S. Customs Service. Members of the National Auctioneers Association Board of Directors also attended the hearing.

Subsequently, on Oct. 30, NAMCO submitted testimony to the Subcommittee. We proposed eight recommendations for improving the Customs Service's asset disposition program.

Currently, the Customs Service contracts with Northrup Worldwide Aircraft Services for the storage, maintenance and disposition of its seized property. Once the property is sold, the proceeds are turned over to the "forfeiture fund" which is to be used by law enforcement agencies to fight drug trafficking.

Previous investigations allege that many high-value assets have been sold for unreasonably low prices and that overall the program is losing money. The Customs Service's current contract with Northrup is scheduled to expire in

(Continued on page 12)

Now Is The Time To Contribute To NAMCO Fund

All Auctioneers Will Benefit

Campbell-Raupe Inc. has been selected by the NAA Board of Directors to represent the National Auction-Marketing Coalition (NAMCO) in Washington, D.C., and the firm is already at work to ensure that the auction method is aggressively promoted in the halls of Congress and among the various federal agencies.

More than $80,000 was pledged at the Cincinnati convention to fund this effort. Many members have already sent their checks, and now is the time for others to fulfill their pledges. The names of all contributors to this very important cause will be published in *The Auctioneer*.

Donations are tax deductible under Section 162 (E) of the IRS Code, and no NAMCO monies will be contributed to political campaigns. NAMCO is totally dependent upon voluntary direct contributions from NAA members, as dues revenue will not be used for this purpose.

All auctioneers, be they full- or part-time, involved in the sale of real estate or personal property, will benefit from NAMCO's efforts on Capitol Hill. Now is the time to get involved!

National Auction-Marketing Coalition Suggested Participation Levels

Platinum .....$5,000 per year
Gold .....$2,500 per year
Silver .....$1,000 per year
Bronze .....$ 500 per year
Founder .....$ 250 per year
Supporter .....$ 100 per year
Friend .....$ 50 per year

Name: _____

Address: _____

Yes, I wish to have a voice in Washington.

Amount Pledged: _____ Amount Enclosed: _____

_____
Signature

Make check payable to NAMCO Fund and mail to: National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214.

U.S. Senator Pushes For Auction Option

U.S. Sen. Conrad Burns of Montana, the only professional auctioneer who is a member of the U.S. Congress, recently made a statement concerning auctioneers that appeared in the *Congressional Record,* the official publication of Congress.



Burns, from Billings, Mont., was elected in 1988 on the Republican ticket. Originally from Missouri, Burns is a graduate and former instructor at the Missouri Auction School in Kansas City, Mo. Prior to his election to the Senate, he was a noted farm broadcaster and auctioneer in Montana.

The senator belongs to several service organizations, is married and has two children.

Following is a reprint of Burns' statement as it appeared in the *Congressional Record.*

The Auction Option

Mr. President, every year, 23 million Americans attend auction sales across the Nation. From cattle barns in Montana and Kansas to antique shops in Manhattan, buying and selling at auctions has been a national pastime since colonial days.

As an auctioneer myself, I can safely say that if you have never attended an auction, you are missing a great experience. The auctioneer's delivery, the bidding process, and all the other dynamics of an auction are exciting and fun from beginning to end.

But an auction is also serious business. Tens of millions of dollars' worth of goods are sold at auction every year, and the Federal Government is an active participant in the process.

(Continued on page 12)

Contributors to the NAMCO Fund

As of Dec. 5, 1989

Platinum

Jim Gall, CAI, Miami, Fla.
Craig King, CAI, Gadsden, Ala.

Gold

Missouri Auction School, Kansas City, Mo.

Silver

Haskel Ayers, CAI, LaFollette, Tenn.
Ronald W. Faison, Zebulon, N.C.
Sammy L. Ford, CAI, and Humfleet-Ford Realty Auction Co. Inc., Mount Vernon, Ky.
Micky Fowler, CAI, Toney, Ala.
Scott Higgenbotham, Lakeland, Fla.
Jasper Jones, Memphis, Tenn.
Richard Keenan, CAI, Kingfield, Maine
Richard Kiko, CAI, North Canton, Ohio
Charles Ludwig, CAI, Falconer, N.Y.
Paul McInnis, CAI, Hampton Falls, N.H.
Forrest Mendenhall, High Point, N.C.
C.A. Morrison, CAI, Grants Pass, Ore.
Wayne Stewart, CAI, Audubon, Iowa
J.L. and Doris Todd, Rome, Ga.
Vance Vantassell, Sacramento, Calif.

Bronze

Alabama Auctioneers Association
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Marvin E. Alexander, CAI, Martin, Tenn.
M.B. (Bob) Cline, CAI, Statesville, N.C.
Merl Knittle, Van Wert, Ohio
Walter H. Liff, New Castle, N.H.
Richard O. Lust, CAI, Verona, Wis.
Mid-America Realty & Auction, Monticello, Ky.
James G. Murphy Co., Kenmore, Wash.
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Virginia Auctioneers Association
Ralph Zettlemoyer, Fogelsville, Pa.

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Russell Beebe, West Palm Beach, Fla.
Bernie Bishop, CAI, Redondo Beach, Calif.
Joan Caddigan, CAI, Norwell, Mass.
Robert Doyle, CAI, Fishkill, N.Y.
Randy Ehli, Tacoma, Wash.
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Naylor/Entz Auctions Inc., Hydro, Okla.
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Brackey Rogers, CAI, Mount Airy, N.C.
John Sayler, CAI, Crawfordsville, Ind.
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Asset Liquidators/James R. Ritchie, Sunnyvale, Texas
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Austin & Austin Auction Inc., Greeley, Colo.
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Joseph Dorfman, Petaluma, Calif.
Dennis C. Eberhart, CAI, Kent, Ohio
William A. Ehli, Tacoma, Wash.
F.E.S. Auctions Inc., Frank E. Seipp, Rockville Centre, N.Y.
Steve Halchishak, CAI, Clinton, Mich.
Jack Hines, Ellsworth, Wis.
Sherman Hostetter Jr., CAI, Beaver Falls, Pa.
Norman Hunter, CAI, Rising Sun, Md.
Frank Imholte, St. Cloud, Minn.
Bill Kurtz, CAI, Owensboro, Ky.
Jerry R. Ling, Atlanta, Ga.
Sid Miedema, Byron Center, Mich.
Nashville Auction and Realty Co./ Tom Shepard, Nashville, Tenn.
Patrick O'Neill, Forrest Hill, Md.
Henry Ott, Middleport, N.Y.
Roger L. Porter, CAI, Olathe, Kan.
Jan Quiggins, Sparks, Md.
Bill Retcher, Montpelier, Ohio
Nolan Shishler, Oakwood, Ohio
Gene Simpkins, Cincinnati, Ohio
H.B. Smith, CAI, Shelbyville, Ky.
Jim Smith, Carolina Auction Team, Spartanburg, S.C.
O.G. Steinman, New Haven, Ind.
William "Bear" Stephenson, CAI, Clinton, Tenn.
Tony Stone, Bailey, N.C.
The Auction Way Co./Gerald A. Bowie, LaGrange, Ga.
Turmon Auction Service, Redmond, Ore.
Brad H. Wooley, CAI, Little Rock, Ark.

Friend

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A.E. & Mary Angle, Lakeland, Fla.
Barg's Real Estate, Waupaca, Wis.
Maggie Beckmeyer, North Bend, Ohio
Bruce Blair, Lexington, Ky.
Bloch Brothers Corp., Drayton Plains, Mich.
Joseph A. Cappella, Lantana, Fla.
Clement's Antiques of Florida, Destin, Fla.
Robert A. or Florence I. Foland, Noblesville, Ind.
Lyman S. Foss, Dorset, Vt.
Samuel Ray Godby, Somerset, Ky.
Dennis Jackson, CAI, Auction/Realtor, Anderson, Ind.
Joy Kallmeyer, dba Kallmeyer-Schroff Auctions, Hermann, Mo.
Kelly Robert Keenan, Wichita, Kan.
Cliff Fullom/Land & Sea Auctions, Marathon, Fla.
Robert A. Leone, Lebanon, Conn.
Dorothy Lyons, Rapidan, Va.
Scott E. McCarter, Pidgeon Forge, Tenn.
Jim Messersmith, Twin Falls, Ida.
George Michael, Merrimack, N.H.
Judith E. Murphy, Greeley, Penn.
Narrow Passage Store/ Tom Rall, Edinburg, Va.
Donald E. Nestrick, Aledo, Ill.
Todd Puntolillo/ Friendly Auctions Inc., Coral Springs, Fla.
George Roman III, Canfield, Ohio
Roy Schroff, dba Kallmeyer-Schroff Auctions, Hermann, Mo.
Rich Sponhaltz, CAI, Steubenville, Ohio
David Staples, Richmond, Va.
Stiner Real Estate and Auctions/James B. Stiner, Morristown, Tenn.
Roy Teitsworth Inc., Geneseo, N.Y.
Thomas Industries Inc., New Haven, Conn.
Treat Realty & Auction Inc., Charlotte, N.C.
Lance Walker, CAI, Hayti, Mo.
Dave Watkins, Atlanta, Ga.
Lawrence Welter, Manhattan, Kan.
Loren E. Winger, CAI, Converse, Ind.
Randy Wright, Plano, Texas

U.S. Senator

from page 11

That is because auctioning of surplus government property is a great benefit to the American taxpayer. Not only does it bring a great price, it does so in an open public forum, with competitive bidding, under full public scrutiny.

The Financial Institutions Reform, Recovery, and Enforcement Act of 1989 recognizes the importance of auction marketing. That law mandates that auctions be included in the oversight board's strategic plan for the Resolution Trust Corp.

The National Auctioneers Association (NAA) represents over 6,000 professional auctioneers across the country. The members of NAA are proud of the work they have performed for the Federal Government, and the State and local governments, as well. Using the auction option, Government has turned surplus public property into a resource that can be used for improved public services and deficit reduction.

To further promote this activity, the NAA has established a Washington presence in the National Auction Marketing Coalition (NAMCO). NAMCO's goal is to make sure that the Federal Government takes full advantage of the auction option whenever and wherever it benefits the American taxpayer.

The NAA encourages us to "catch auction fever." It is a great idea because of the benefits to the American Government and taxpayers.

Washington Report

from page 9

six months.

NAMCO's proposal to the Subcommittee calls for diversification of the private sector's participation with the Customs Service and for a simplification of application procedures for doing business with the federal government. We also argued for the elimination of the use of sealed bids and for increasing the level of advertising for sales of U.S. government property.

We noted that public auctions also minimize the likelihood of fraud because they are conducted in an open forum, with competitive bidding, under full public scrutiny. NAMCO has also been in contact with Customs Service officials to register our concerns.

Though the Congress is out of session until January, NAMCO and Campbell-Raupe will remain active during December by monitoring and acting on federal agency developments and preparing for the next session of Congress.

Over the Thanksgiving Holiday, John Amick, vice president and general counsel to Campbell-Raupe, visited relatives in the Midwest. While there, he stopped by NAA headquarters in Overland Park Kansas, and also visited Missouri Auction School in Kansas City, where he met with President **Richard Dewees.**

Also, in December, NAMCO and Campbell-Raupe will host the NAA's first annual holiday luncheon here on Capitol Hill. We look forward to a large turnout before Congressional staff members leave Washington for their homes across the country to enjoy the holidays with their families.

On that note, we here at Campbell-Raupe—Jeanne Campbell, Jack Horner and John Amick—would like to take this opportunity to wish you and your family a blessed and enjoyable holiday season and a healthy and prosperous New Year.

Special Alert Minimum Wage

During this session, the Congress passed a compromise measure to raise the mimimum wage to $4.25 an hour by April 1991. The law provides for a 90-day training wage for first-time hires under the age of 20.

Wanted To Buy:

Auction company, Midwest, min. $3 million annual volume. I am a 43-year-old businessman with equipment and vehicle background. Write Dept. A, The Auctioneer, 8880 Ballentine, Overland Park, KS 66214-1985.

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Plan Now For 1990 Ad Contest

The deadline for the 1990 NAA Advertising Contest isn't until June 15, but now is the time to begin assembling your entries. Winners will be honored at the Awards Banquet during the 1990 NAA Convention in Baltimore.

Do not send entries now. An entry form will be published in a later issue of *The Auctioneer*.

Contest Rules

(1) All entries must be received at the NAA Headquarters in Overland Park, Kan., before the close of business Friday, June 15, 1990.

(2) Entries must be in promotion of auctions occurring between June 1, 1989, and June 1, 1990.

(3) All entries must display the NAA emblem or contain the statement that the auctioneer is a member of the National Auctioneers Association.

(4) Each advertisement for a specific auction must include information regarding:

a. whether the auction was actually held,
b. whether the auction had a reserve,
c. whether the property was sold, and
d. whether the sale price met the expectations of seller and auctioneer.

(5) Each member entering the contest is limited to one entry per Category in the Broadcast/Audio-Visual Section and one entry per Division per Category in the Print Section. Each entry must be accompanied by an official entry form and clearly labeled as to which Section and Category (and Division, if for the Print Section) it is to be entered.

(6) All NAA members are eligible to participate, except that 1989 Advertising Contest winners are ineligible to compete in the Print Division or the Broadcast/Audio-Visual Category in which they won in 1989.

(7) In the Print Section, each Newspaper and Magazine Category entry must include one complete copy of the publication in which the advertisement appeared and two tearsheets containing the ad. Only one copy of each television or radio commercial, audio-visual or audio presentation is required.

(8) Three copies of each printed piece must be submitted for every entry in the Print Section. One copy will remain in the NAA office, one will be used for judging and the third will be displayed at the convention.

(9) Each television commercial must be submitted on VHS cassette. Each radio commercial and audio entry must be submitted on regular one-eighth-inch audio cassette. Mini and micro cassettes are not acceptable. Each audio-visual entry must be submitted as a VHS recording, a 35mm slide presentation with accompanying one-eighth-inch audio cassette (do NOT submit slide presentation with script) or an 8mm or 16mm film loop cartidge.All tapes must be rewound and ready to play.

(10) In the Print Section, 44 first-place awards will be presented — one for each of the Seven Divisions in Categories A through F, plus one each for Categories G and H. In the Broadcast/Audio-Visual Section, first-place awards will be presented for each of the five Categories.

(11) A "Best of Show" award will be presented to the best entry submitted in the Advertising Contest. The winning entry will be removed from competition with the other entries in the Division or Category in which it was entered.

(12) Failure to comply with any of the rules will cause the entry to be judged ineligible for the Advertising Contest.

Print Section
Categories:

A. Newspaper
B. Magazine
C. Multiple-Page Catalog (regardless of the number of colors of ink)
D. One-Color Piece (one color of ink)
E. Two-Color Piece (two colors of ink)
F. Multi-Color Piece (three or more colors of ink)
G. Auction Business Stationery (submit three copies of your letterhead, envelope and personal business card)
F. Auction Newsletter (must be published at least quarterly)

Broadcast/Audio-Visual Section
Categories:

I. 30-Second Television Commercial
J. 60-Second Television Commercial
K. Radio Commercial
L. Audio-Visual Promotional Presentation
M. Audio-Only Presentation

Divisions
(Categories A-F Only)

(1) Commercial and Industrial — Entries in promotion of the sale of commercial and industrial equipment and/or facilities.

(2) Farm or Farm-Related — Entries in promotion of the sale of farm equipment, livestock, farm-related items and farmland in conjunction with farm-related items. (Advertisements promoting solely farmland should be entered in the Real Estate Division.)

(3) Real Estate — Entries in promotion of the sale of real estate or real estate and incidental personal property.

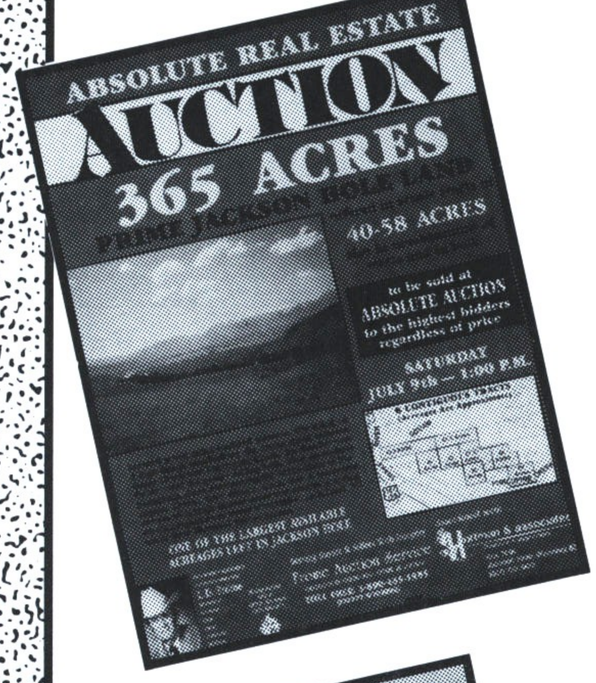
(4) Antiques and Collectibles — Entries in promotion of auctions focusing on antiques and/or collectible items.

(5) Specialty — Entries in promotion of the sale of a specific type of item not otherwise categorized, such as a gun auction, art auction or other auction based on a theme.

(6) General Household and Estate Liquidation — Entries in promotion of auctions of the contents of a household and/or estate.

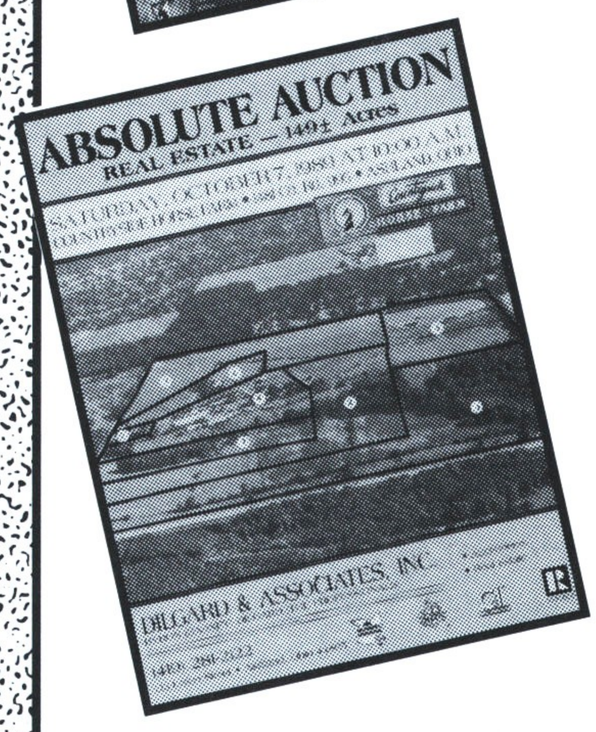
(7) Institutional — Entries in promotion of an individual auction business to potential clients.

CONSISTENCY THAT YOU RELY ON

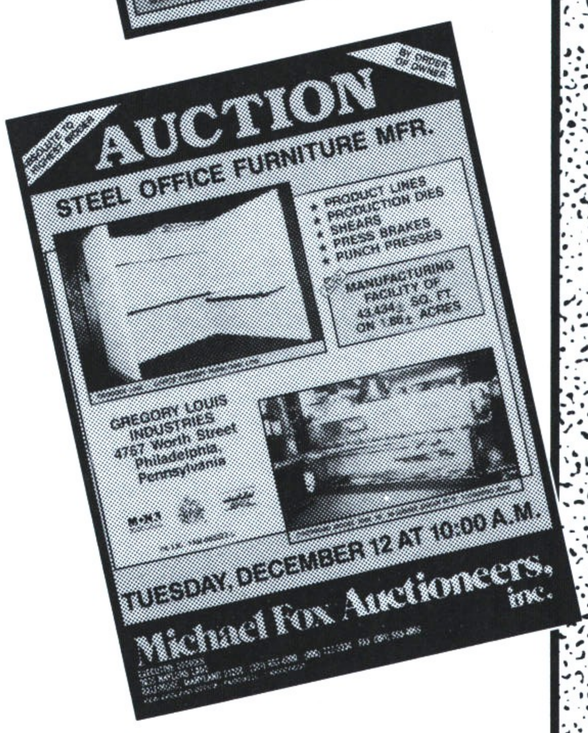












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Experience Is Key Ingredient For Success

by Robert G. Frey
NAA Director
Archbold, Ohio

As a director of the NAA, I realize the importance of members sharing knowledge and experiences with each other. In this article, I will share some of the principles I have learned and hope they will be of help and benefit to the membership.

It takes more than bid-calling and a good business head to make a career in the auction business. With my family background, I have probably had some of the best opportunities in the profession. Some I have done well and others I missed. I have witnessed a lot of new auction methods and a lot of old.

I was given my first exposure to the business as a child with my father struggling to find his place in the auction profession. I was seven years old when my father, **Elias,** began holding small farm machinery consignment auctions in 1947. The idea of farm machinery consignment auctions was new. There were thousands of farmers looking for equipment, which was very scarce and sold for a premium. Having found his niche, his business mushroomed to become the world's largest farm machinery auction.

In that atmosphere, I got my first exposure to the occupation through clerking and tagging lots at my father's auctions. I also attended other sales to buy items, which I took to the consignment auction to earn a profit.

After graduating from high school in 1958, I went to the Reppert Auction School. I returned to the local community and started working with my father and **Ralph Horst,** Don Fry, **Russell Kruse** and others. Although there was all the experience of these pioneers of the profession to draw from, I was like any other young auctioneer. "How can I gain the exposure needed to succeed?" I would ask myself.

Only after 31 years of experience do I begin to understand things that no one could have taught me at the beginning. Why would a particular client give an auction to an older auctioneer, even though I had asked him to do it myself? They would tell me, "You need to get a little grey on the edges, and you'll do fine." Looking back, what they were telling me makes sense. Some of the lessons learned do not come easy, but I have found that if an open mind can be kept, one can adapt to the situation and success can be attained.



***Robert G. Frey** is president of Frey and Sons Inc., professional auctioneers, Realtors and appraisers and vice president of Yoder & Frey Inc. Frey, of Archbold, Ohio, is a licensed auctioneer in several states. He is a former president of the Ohio Auctioneers Association. Active in several organizations, Frey was elected to the NAA Board of Directors at the 1989 Cincinnati Convention.*

I have seen auction companies come and go. What is the key to success or failure? There needs to be a desire to excel. Time has proven that certain rules should be adhered to before any level of achievement can be reached. Following are some of these rules.

1. Be patient and give your best effort at all times.

Always remember that things will not always go right, and a lot of people are watching you. If you keep that in mind, self-evaluation will lead to improvement. Keep asking yourself: How do you handle yourself? Do you know what you are doing? Do the buyers and sellers feel comfortable with you and your actions? No one likes to be experimented with. It must be a win-win situation for everyone—the buyer, the seller and the auctioneer.

I once asked an auctioneer to share any helpful thoughts he might have as we worked a large auction together. After observing my bid-calling, he noticed that I was unfairly using the power of my position, making certain buyers angry. "Don't use the microphone to criticize a buyer for the way he tries to slow down the bidding," he said. "You are intelligent enough to know how to handle the bidding." There are many times that too much talking will get you in trouble.

Listen! Most of the time, the less said, the better. Especially when you're a young auctioneer or fairly new in the profession. This is a lifelong occupation. Be patient. To build integrity as an auctioneer, it will take years of experience with an open mind, a "golden rule attitude," and fairness with everyone you deal with.

2. Gain professionalism through knowledge.

Know your product. Learn its value and qualities by attending seminars, reading trade publications and attending other auctions; strive to learn more professional auction marketing knowledge. Find out how to use advertising to your best advantage. Look at better bookkeeping, clerking and checkout systems.

Join the National and State Auctioneers Associations. Not only are a world of ideas available through

(Continued on page 16)

Theft Charges Can Be Hard To Prove

Recently, an NAA member called the headquarters in Overland Park, Kan., with a problem: When is the removal of property from an auction considered theft and when is it considered a civil matter?

The member was involved in a dispute (since resolved) with a high bidder who had removed a portion of the merchandise that he had agreed to purchase. Later, this high bidder threatened not to pay for the merchandise, saying it was not to his liking.

Our member wanted to know if this was a situation where he should be able to contact the local police and have them arrest the high bidder for theft or another criminal charge.

The answer is—it depends. According to prosecutors, the particular facts of a case will be the determining factor on whether charges are filed.

If a high bidder removes from the auction site the property he purchased without permission of the auctioneer and without paying for the property, that high bidder might be prosecuted for theft—but not always.

If any other successful bidders were taking items without paying, it would be very difficult to press criminal charges, prosecutors say. The case would probably end up in civil court.

The high bidder would have to be acting in such an manner as to avoid security systems and the like while removing property from the premises. Then theft charges just might be possible—if no one else was removing property without paying for it. There could be circumstances where the above scenario would not result in criminal charges, prosecutors say.

"If you operate in the business community, you're going to get ripped off from time to time," said Ted Baird, an attorney with the Johnson County, Kan., prosecutor's office. "Especially when you get people who know where the grey areas are and how to operate in those grey areas."

A second scenario would be if an auctioneer gave a high bidder permission to remove an item from the site without settling for it, arranging for some sort of later payment.

This would almost always be a civil case, prosecutors say. But, under some circumstances, criminal charges could be possible.

"If there's strong evidence that when he got the property he never intended to pay for it, there could be a charge," said Greg McCall, an attorney with the Mecklenberg County, S.C., prosecutor's office.

Criminal charges are more of a certainty when a high bidder uses a false name and address and then removes an item that was not paid for.

However, even in what would appear to be an obvious criminal case, other facts could make it impossible to file criminal charges.

In some states, this crime would be punished under theft statutes while in other states fraud statutes would come into play.

Prosecutors pointed out that different states have different laws, and laws covering the prosecution of crimes vary. Some states could even have laws that specifically determine the circumstances under which criminal charges would result after a dispute over payment at an auction.

"The bottom line is—be careful," Baird said.

It would be a good idea for auctioneers to investigate how the criminal statutes in their home states could either aid or impede efforts to obtain payment for goods sold at auction.

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Frey

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fellow members, but you yourself can contribute to the profession. Share ideas that have worked for you and those that didn't work. Learn from others, and put that knowledge into action in your own business. Continuous self-evaluation of your methods will contribute to your professionalism.

Stick to good business principles—do not be greedy, learn to take what you can handle, and grow slowly while building a strong base. You can't do a job for nothing. You must receive a fair profit to stay in the business.

3. Never lose your enthusiasm.

Keep a positive attitude—you'll be surprised how much it helps the attitude of the buyers in front of you, and how much more pleasant it makes your job.

Above all, practice, practice, practice! If you're doing the job right, people will want your service because of your knowledge, patience and enthusiasm. The three are not exclusive to each other; enthusiasm without knowledge is like running in the dark. It takes a lifetime to build a business. At the age of 74, my father is still reaping the benefits of his career, enjoying the auction profession to the fullest.

Just be fair to the buyer, the seller and yourself. If you can do that, you too can make auctioneering a job for life.

Faculty Complete For Orlando Personal Property Seminar

All instructors have now been selected for the National Auctioneers Association's 1990 "Antiques and Personal Property at Auction" Seminar. Scheduled for March 19-21, the educational sessions will be held at the Sheraton World Resort in Orlando, Fla.

"Designing Your Auction Presentation Portfolio" will be the topic discussed by **Brent Voorheis, CAI,** during the "Antiques And Personal Property At Auction" Seminar March 19 through 21 in Orlando, Fla.

Voorheis will also discuss a method of how auctioneers can sell themselves to prospective clients and present ideas to design portfolios. He will also share some ideas on photography for auctioneers.

A member of his local school board, Voorheis grew up in the auction business. His father, **R.E.,** has been in the auction profession since 1960. Voorheis attended Missouri Auction School in 1972 and earned his CAI designation in 1982.

Voorheis is a former president of the Missouri Professional Auctioneers Association, and he is currently editor of the association's newsletter. In 1986, he won the Auctioneers Bid Calling Contest at the Missouri State Fair, and he received the Missouri Professional Auctioneers Association Hall of Fame award in 1987.

He lives with his family on a farm near Harrisburg, Mo. His home is close to Columbia, Mo., and Voorheis was given the Columbia Chamber of Commerce Outstanding Member award this year.

Dave Kessler will speak on several topics. He will discuss "On-Site Auctions, By Appointment Auction Facilities and Legal Gun Auctions."

*Among the speakers will be **Brent Voorheis, CAI; David A. Norton;** and **Vance J. Vantassell.***







A 33-year veteran of the auction profession, Kessler operates his own business in New Paris, Ohio. He is a member of the Ohio and Indiana auctioneers associations.

Kessler is the former publisher of the *Auction Market Now Newsletter For Professional Auctioneers* and the *Bottom Line* newspaper. A veteran speaker, Kessler has traveled all over the country, speaking at seminars organized by NAA and state auctioneers associations.

David A. Norton will discuss the auction of carousel horses, fairground art and other unusual and unique commodities.

Norton, 40, is the chairman and C.E.O. of Norton Auctioneers of Michigan Inc., which maintains its corporate headquarters in his hometown of Coldwater, Mich.

During his 23 years as an auctioneer, Norton has conducted over 3,000 auctions in 41 states and several foreign countries. While still in high school, he attended Reppert School of Auctioneering in 1966 and later forsook a law school career goal for the auction profession. He and his company are licensed in practically all states that require it.

A member of the NAA since 1966, Norton attended his first national convention in St. Louis in 1973. He is a past president of the Michigan State Auctioneers Association and has spoken at countless trade and professional conventions and workshops. Norton Auctioneers has been the recipient of over 24 NAA and MSAA advertising awards.

The Norton company is recognized worldwide for its auctions of carousels, theme parks, museums, carnivals, amusement parks, zoos, fairground art, trains, tourist attractions and unique collections. The auctioneer has been featured on many television programs, including with Charles Kuralt on *Sunday Morning, National Geographic Special, World Monitor News* and CNN. He was featured in a 1988 article in *People* magazine.

"Legal Considerations For A Profitable Sale" will be the topic covered by **Vance J. Vantassell** of Sacramento, Calif.

A renown trial lawyer, Vantassell graduated from the Reich Auction School at the age of 14. His long career in auctioneering includes being named as the California State Auctioneers Association champion auctioneer in 1986.

Vantassell is one of three auctioneers on the regulatory agency that governs auctioneers in California.

In addition to his accomplishments as an auctioneer, Vantassell has earned accolades as an attorney. He is a past winner of the California Trial Lawyer Of The Year award.

Vantassell is also a real estate broker.

(Continued on page 18)

Moody Notes Growing Acceptance Of Auctioneers

The biggest change **Archie D. Moody, CAI,** has seen in his 40 years of auctioneering is the growing acceptance of auctioneers as professionals.

Moody, a former president of National Auctioneers Association, feels more people participate in auctions as a result of this greater acceptance.

"People don't look at it (auction) as a last resort," said Moody, who has been auctioneering in his hometown of Darlington, S.C., since 1950. "Auctions have gone from third-rate to first-rate."

Until a year ago Moody was part owner of the Moody-Godley Auction Co. in Darlington. He sold his interest in the company to his former partners last year but remains active in the auction profession by working two to three automobile auctions every week.

In his now more frequent spare time, Moody has played more golf than his former schedule would allow. He has dropped from an 18 handicap to a 10 in the last year.

He has come a long way from the young man, fresh out of the U.S. Navy, who decided on the "spur of the moment" to attend Fort Smith Auction School in Fort Smith, Ark.,

(Continued on page 33)

Personal Property Seminar

from page 17

Wil Hahn of Bath, Pa., a veteran of 14 years in the auction profession, will discuss "P.R. from the Block" Tuesday afternoon.

Currently a member of the NAA Board of Directors and serving on the Education Committee, Hahn is a past president of both the Lehigh Valley Society of Auctioneers and Pennsylvania Auctioneers Association. He is a past chairman of the PAA Legislative Committee and the NAA Long-range Planning Subcommittee.

A CAI candidate, the speaker is president of Hahn Auction & Realty Co. He conducted over 100 auctions each year, selling estates and real estate. He is a licensed real estate broker.

Hahn holds an Ed. D. degree in management, administration and supervision from Temple University and is a professor emeritus at East Stroudsburg University.

Other instructors at the seminar include **Don Shearer, CAI,** Kissimmee, Fla., "Sharing Experiences"; **Richard O. Lust, CAI,** Verona, Wis., "Hints and Kinks Plus New and Old Ideas for Today's Professional Auctioneer;" and **Gene Harris,** Marshalltown, Iowa, "How to Operate an Auction House." They were featured in last month's issue of *The Auctioneer*.

In order to register for the seminar, please complete the form on Page 57.

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Auction Success Stories

Auction Firm Aids Church Ministry

Curran Miller Auction Co. of Evansville, Ind., assisted a local church organization recently by organizing a benefit auction.

Christian Fellowship Church of Evansville has recently organized IMPACT Ministries, an organization designed to help people help themselves. To house the new ministry, the church chose the old Central Turners building in Evansville.

Originally a forerunner of the fitness center industry, Central Turners had fallen into disrepair in recent years. Purchased for the ministry's headquarters because of its location in the inner city, culturally deprived residents will be taught basic living skills necessary to improve the quality of their lives in the new center.

Hugh Miller, CAI, president of Curran Miller, offered his Auction Mart in Daylight, Ind., and entire staff for the benefit auction.

Many of the objects auctioned were donated by church members. Donated were used cars, sailboats, mink coats, gift certificates, sports tickets airline tickets, vacations, diamond jewelry, a Keeshond registered puppy and a Karges breakfront.

By the end of the day, $35,000 had been raised toward the remodeling of Central Turners.



***Hugh Miller, CAI,** president of Curran Miller Auction Co., calls bids during the recent benefit auction for IMPACT Ministries in Evansville, Ind. Miller is a former president of the National Auctioneers Association.*

Slots, Juke Boxes Reel in Results

After 30 years of collecting slot machines, juke boxes and game room devices, Bernie and Marriette Cox sold their large accumulation at an Oct. 27-28 auction in Fairfax, Va. Norton Auctioneers of Michigan Inc. conducted the two-day event.

The first day was limited to carnival rides, ponies, trucks, trailers and related equipment used in their corporate picnic business, Bernie Amusements. The ponies brought from $400 to $1,100 per head. Portable dunk tanks sold in the $1,500-$1,700 range, and a Mangels kiddie merry-go-round found a new home in Iowa for $15,000. A truck-mounted kid whip ride brought $3,250, a Bert Lane tub ride $3,750 and an animated stage show sold for $11,500.

Day Number 2 attracted over 500 collectors from as far away as Florida, California, Texas, Oregon, Maine and Switzerland, eager to bid on the vast collection of juke boxes, slot machines, trade stimulators and related amusements. A rare Hokes Snakes slot sold for $13,250, and a Poke one-armed life-size bandit brought $12,000.

Other slot results included a Watling Brownie, $4,000; Watling cherry front Rol-a-top, $6,750; Caille 5-cent Victory, $3,500; New Century Musical Detroit, $11,000; Watling coin front Rol-a-top, $4,750; Mills upright, $10,000; Pace Royal Comet, $2,900; Mills horse head, $2,200; King Mystery Jackpot, $1,900; Mills Roman Head, $1,850; and a Watling Baby Gold Seal Award, $1,800.

In all, over 150 slots were auctioned with a Watling Treasury at $2,900; Mills cherry front, $1,050; Jennings Victory Chief, $950; Jennings Triplex Bell, $2,750; Mills Eleven and Field, $2,000; Watling Twin Jack, $1,400; and a Torch Front, $1,650. A trailerload of assorted slot parts sold for $23,000.

Juke box prices realized included a Wurlitzer 950, $26,000; Paces Races, $5,250; Wurlitzer Model 61 countertop, $3,000; Wurlitzer 1050, $4,000; National Digger, $2,500; and Wurlitzer Victory juke, $11,000.

Over 625 individual lots were sold in the 6 1/2-hour auction, according to **David A. Norton,** chairman of Norton Auctioneers of Michigan Inc.

Condo Auction Brings $7.4 Million

The 42 luxury condominium homes in the Overlook Condominium on Florida's Gold Coast offered for sale at auction Nov. 5 were sold for $7.4 million by JBS and Associates Inc., a national real estate consulting and auction firm based in Chicago.

Joel D. Zegart, president of JBS and Associates Inc., said 38 percent of the units were sold above minimum bid prices with only four sold at the minimum bid prices established. Minimum bid prices were set between $199,000 to $514,000. Among the prestigious oceanfront two- and three-bedroom units sold were five penthouses with skylights.

The condominiums are located near Boca Raton. The auction was held in the Marriott Crocker Center in Boca Raton.

"The outstanding acceptance of these luxury property units by bidders is a reflection of their awareness of the values, shown by the willingness in almost all instances to exceed the minimum bids," Zegart said.

Antique Auction Brings Gross Sales Of Nearly $100,000

Mayo Auctioneers and Appraisers' Oct. 28 Catalogued Sale, held at the firm's gallery in Trenton, Maine, attracted bidders from all over New England as well as New York, Georgia, Florida and from as far away as England. The

(Continued on page 20)

Auction Success Stories

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large number of bidders led to fast-paced bidding, which saw 200 lots of fine furniture, paintings, prints, oriental rugs, period accents, decorative arts, Americana and select collectors' items sold in less than four hours, resulting in gross sales of almost $100,000.

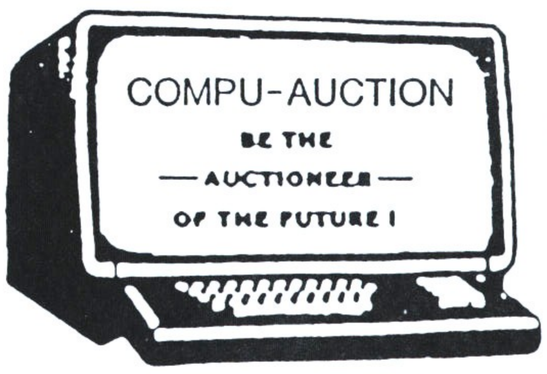
"It was our most successful 'catalogued' sale at the Gallery to date," said **Wayne A. Mayo, CAI,** designated auctioneer and president of downeast Maine's only full-time auction and appraisal service. The auction, Mayo's 36th this year, included accessories and furnishings from several estates, coastal Maine collections and summer cottages.

"Due to the appeal and quality of the inventory, particularly the Baltzell Estate pieces, our marketing of the sale included solid 'major market' exposure in the *Arts and Antiques Weekly,* the result being numerous requests for additional information from most of the Atlantic Seaboard states, not to mention Texas, California, Illinois and Canada," Mayo said. "And we of course obliged by fax or Federal Express, the results proving without a doubt that premium prices can be realized through a mix of national and local media advertising, right here in downeast Maine."

A sampling of the prices paid at the sale, with 10 percent buyer's premium added, included:

- English pedestal Georgian banquet table, circa 1830, $8,800.
- inlaid Hepplewhite bowfront sideboard, circa 1800, $2,640.
- semi-antique Heriz oriental, $2,090.
- early 19th Century Canton exportware bowl, $687.50.
- early country Hepplewhite maple chest, circa 1810, $550.
- dated 1843 Stonington, Conn. Railroad broadside, $770.
- early Providence Coach broadside, $715.
- Currier and Ives S/F "American Homestead Summer," $385.
- Currier and Ives S/F "Monitor and Merrimac," $330.
- early Hepplewhite wingback easy chair with needlepoint covering, 18th Century, $1,650.
- dated 1875 "Birdseye View Bangor, Maine," large folio, $1,210.
- fine large Louis Quinze wingback easy chair with ornate carved walnut frame, $3,520
- antique Kirman "tree of life" oriental rug, $4,400.
- inlaid mahogany bowfront Hepplewhite sideboard, 18th Century, $3,850.
- large Chinese exportware vase, 19th Century, $495.
- pair oversize Venetian handwrought iron andirons with brass figures and finials, 19th century, $1,210.
- ornate Victorian brass chandelier, Bradley and Hubbard, $660.
- Grenfell pictorial mat with Eskimo sled dog team, $412.50.
- folk art carved wood "cod fish" weathervane with a set of late 19th Century directionals, $495.
- early George III giltwood sofa with needlepoint tableau covering, $2,420.
- "Untitled Cityscape" watercolor painting, C. Bertram Hartman, $330.
- fine Federal mahogany card table with pineapple carved standard, circa 1810, $1,320.
- early Italian walnut credenza or side cabinet with pawfeet, $4,675.
- semi-antique Majal oriental rug, $1,980.
- pair ornate Centennial Chippendale mahogany fancy armchairs, $1,540.
- set of eight fine "Centennial Era" mahogany Hepplewhite dining chairs with carved shieldbacks and

(Continued on page 22)



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April 1-7 Proclaimed National Auctioneers Week

The auction industry will once again be in the spotlight April 1-7, 1990, as National Auctioneers Week is observed throughout the country. Sponsored by the National Auctioneers Association, this annual event is designed to emphasize the role of the auctioneer as a skilled professional and encourage even wider use of the proven auction method of marketing.

You are encouraged to request that the following proclamation be signed by your governor, country commission or mayor. In addition, auctioneers may want to draw attention to their profession by speaking to civic groups, staging special benefit auctions, or holding a reception at their business office or auction house.

In a break with the past procedure, National Auctioneers Week publicity kits will not be mailed to NAA members in 1990. Instead, material promoting the observance will be included in upcoming issues of *The Auctioneer*.

Watch for it, and start making plans today to spread the word!

Proclamation

National Auctioneers Week April 1-7, 1990

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

WHEREAS, the National Auctioneers Association seeks to achieve new heights in professionalism for its members and excellent service to the buying public; and

WHEREAS, the National Auctioneers Association endeavors to continually preserve the American free enterprise.

THEREFORE, as (insert title), I hearby proclaim the week of April 1-7, 1990, as National Auctioneers Week in (name of state, city, town, etc.) I urge all citizens to recognize and honor the many noteworthy contributions that auctioneers are making to our society and economy.

_____
Signature

JBS Names VP For Hotel Auctions

Jeffrey J. Preston has been appointed vice president of JBS and Associates Inc. of Chicago, a national real estate consulting and auction firm.

Joel D. Zegart, president of JBS and Associates, is expecting hotels to become one of the major new categories of properties to be auctioned in 1990.

To stay ahead of that trend, Zegart has appointed Preston as vice president. Preston will concentrate on the hotel industry in his new position.

Preston, 34, has more than 10 years of experience in hospitality industry management and consulting. He joined JBS and Associates from Pannell Kerr Forster, hotel consultants and accountants, where he was a senior manager.

Norton Sets Boat Auction Date

The Second Annual Norton Invitational Boat Auction has been scheduled for Saturday, June 9, at the Ottawa County Fairgrounds in Holland, Mich. The auction is limited to antique, classic and vintage boats of all makes and models.

At the first auction last June, 86 antique boats were consigned to the auction, which was attended by over 450 bidders from 13 states.

The auction will be conducted by Norton of Michigan, of Coldwater, Mich.

In Memoriam

The office has been advised of the deaths of the following NAA members:

Anthony Adams, CAI
Buchanan, W. Va.

James J. Hartley II
Phoenix, Ariz.

Auction Success Stories

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leather seats, $4,620.
- pair Adams-style wood sconces with early brass eagle finials, converted, $825.
- pair Sheffield "Old English" plated branch candelabra, 19th Century, $660.
- 17th Century oak carved and paneled lift-top coffer, $1,430.
- fine "Centennial Era" Hepplewhite sofa with mahogany base, $990.
- marine "Going to the Steamer," attributed to F.H. Richardson, 19th Century, $550.
- large folio H/T Chas. Magnus litho "Fortress Monroe and Old Confort Inn," $935.
- large Chas. Magnus H/T litho Birdseye View Alexandria, $880.
- deluxe edition George Barrie published "Army and Navy U.S.", 1776-1891, in 11 parts, $715.
- large folio marine chromoliths, F.S. Cozzens, $495, $440 and $330.
- pair Charles "Speed" Joiner canvasback drake and hen decoys, original paint, circa 1940, $825.

Norton Auctions Another Park

Norton Auctioneers of Michigan Inc. sold amusement rides, games and memorabilia belonging to Ohio's oldest amusement park at auction Nov. 1. Norton Auctioneers specializes in the auction of parks, antiques, carousels, zoos, museums and tourist attractions.

Over 400 bidders came from 14 states to bid on the large array of equipment owned by Vollmar Park, which has been in operation in Ohio since the Civil War.

Arnie Vix, field manager for Norton of Michigan, Coldwater, Mich., said the auction results were 40 percent over pre-auction estimates. Prices for some of the items sold were:
- 1963 Allen Hershell train, $18,500.
- AH Merry-go-round, $24,000.
- Tilt-a-whirl, $18,000.
- Chambers Kiddie Turtles, $9,500.
- Tubs-o-fun, $6,500.
- Kiddie Whip, $4,500.
- AH tank ride, $4,750.
- Little Dipper kid coaster, $9,500.
- Pinto fire engines, $12,000.
- Bulgy the Whale, $9,000.
- Mangels boats, $5,000.
- King Chug 'N' Tug, $6,500.
- King ferris wheel, $6,500.
- fun mirror, $800.
- antique potato chip dispenser, $300.
- park benches, $125.
- clown-head trash cans, $375.
- line-up tent, $1,000.

Six Lots, One Home Sold By Glass

A crowd of approximately 80 people gathered at Lathrop Road in Plainfield, Conn., recently to bid on six building lots and a new 2,400 square-foot colonial home with two-car garage. The auction was conducted by Glass Auction and Realty, a division of **Robert H. Glass** Associates Inc. of Sterling, Conn.

Glass Auction and Realty created an extensive marketing program consisting of brochures, computerized mailing lists, open houses and large display advertisements in local and trade newspapers.

To generate additional interest in the lots and the house, the owners agreed to publish the minimum bids they would accept. These minimum bids attracted potential buyers because they felt they could not affort to miss the opportunity to buy at reduced prices. The six lots and the house were the last remaining unsold properties in a new

(Continued on page 24)

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Full Slate Of Activities Scheduled For Las Vegas Seminar

Eight auctioneers and one government official have been secured as speakers for the NAA's "Real Estate at Auction" Seminar. The event will be held Monday through Wednesday, Jan. 22-24, at the Riviera Hotel & Casino in Las Vegas, Nev.

The instructors and their topics will include:

- **Tommy Hunt, CAI,** Bowling Green, Ky., "Obtaining the Sale."
- **George Hatcher, CAI,** Brentwood, Tenn., "Working with Financial Institutions."
- **Joe Tarpley, CAI,** Rome, Ga., "Negotiating the Closing."
- Charles R. Aschwanden, acting chief, Enforcement Specialist Office, EPA's National Enforcement Investigations Center, "Hazardous Waste—What Are The Red Flags?"
- **Bernard J. Brzostek, CAI,** Phoenix, N.Y., "Selling Real Estate at Absolute Auction."
- **Jim Odle,** Brush, Colo., "Video Auctions."
- **Martin E. Higgenbotham, CAI,** Lakeland, Fla., "Advertising the Real Estate Sale."

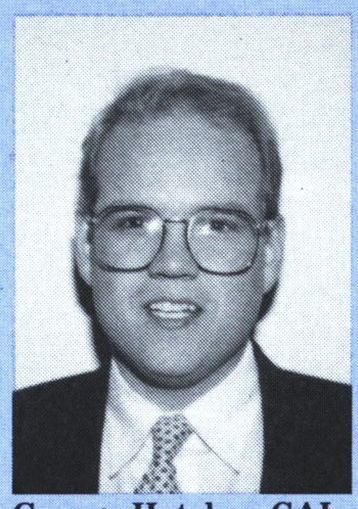
C. Dean Howard, CAI, of Decatur, Tenn., will conduct a multi-parcel mock auction. **Wayne Stewart, CAI,** of Audubon, Iowa, NAA president-elect and chairman of the Education Committee, will chair the daily wrap-up sessions and a "Great Ideas" session.

To register for the seminar, please complete the form on Page 55.

Hatcher To Speak At Las Vegas Seminar

George A. Hatcher Sr., CAI, will discuss "Working With Financial Institutions" Monday, Jan. 22, at the 1990 "Real Estate at Auction" Seminar. The seminar will be held Jan. 22 through 24 in Las Vegas.

Hatcher is owner and president of Top Bid Inc. in Brentwood, Tenn. An instructor in numerous NAA seminars on personal property and real estate auctions, Hatcher belongs to several organizations. Those memberships include the National Association of Realtors, the Tennessee Association of Realtors, the Williamson County Board of Realtors, the Tennessee Auctioneers Association and the Graduate Realtors Institute.



George Hatcher, CAI

He is currently serving on the Board of Directors for the Certified Auctioneers Institute. Hatcher has 12 years of experience as an auctioneer, specializing in bankruptcy court and government auctions.

Hatcher received a bachelor of science degree from Middle Tennessee State University

Suggestions Can Be Trouble

by Barry Gordon, CAI
NAA Director
Kingston, Ontario

"I want to sell my dining room suite, and it is 'worth' ... because the man at the furniture store said so."

Statements of this nature are a very regular occurrence in the auction business. It usually proceeds the statement, "I want you to sell it for me."

Unfortunately, the person who "helps" out by suggesting the value of the item never seems to have the means to sell the item. This so-called evaluator never faces the question of how to get the price suggested. Because of this, the price suggested is usually higher than what the seller can likely realize through any method of sale.

Because of this, the innocent "help" provided by the "evaluator" becomes a frustrating burden to the seller who may desperately wish to sell, but will always feel like they somehow "can't" sell it because no one will buy it or have to take less than it is really worth.

If you're a potential seller, please be extremely wary of "friends" with opinions of value that seem extraordinary. If someone has a high opinion of value and you wish to sell your item, challenge that person to pay you a little less for it and sell it themselves.

This will usually force them to reevaluate their casual opinion.

In any case, if you ask an auctioneer for her/his opinion, be prepared to listen. Because this value will most likely be an interpretation of the marketplace, not just an uninformed comment.

Upon hearing this opinion, decide whether or not you would be pleased with the auction method of marketing your item.



Karges Furniture, one of the world's premier furniture manufacturers, contributed this handsome breakfront to the IMPACT Ministries Benefit Auction conducted by Curran Miller Auction Co.

Auction Success Stories

from page 22

subdivision. The building lots were all surveyed and had successful percolation tests.

Lots ranged from 1.56 acres to 12 1/2 acres with starting bids from $29,000 to $47,000, respectively.

The house had a minimum acceptable bid of $169,000, a significant drop from the original listing of $229,000.

On auction day, the house sold at the minimum bid price of $169,999, and two lots sold at their minimum bid prices of $29,000. Bidding was active on the remaining four lots, resulting in an extra $26,000 above the minimum bid prices.

Brandly Auctions For Common Cause

Mike Brandly of Columbus, Ohio, conducted his third annual fundraiser auction for Common Cause of Ohio on Nov. 18. The auction was held at Scioto Downs in Columbus and raised over $4,000.

Ohio state officials were among those who donated items to be auctioned. Governor Richard Celeste, Lieutenant Governor Paul Leonard, State Treasurer Ellen Withrow, Secretary of State Sherrod Brown and Attorney General Anthony Celebreeze donated items to be auctioned.

Included in the items auctioned were an all-expense paid trip to the Pocanos, bed and breakfast packages, round-trip airline tickets, jewelry, artwork and other gift items.

(Continued on page 28)

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New Auction School Opens In Springfield

A new auction school has opened in Springfield, Mo. Operated by long-time auctioneer **Stuart H. Peckham,** the Missouri College of Appraisal and Auctioneering Inc. opened in April.

Peckham anticipates the school will hold either four or six sessions of classes a year. He said class size will range from 12 to 40 students.

This is not the first auction school to be operated by Peckham. He owned the AAA Auction School in Scottsvalley, Calif., from 1970-79.

No dates have been set for the next round of classes. Currently, the auction school is operated in a building in Springfield that also houses insurance and real estate schools owned by Peckham.

The auction school may be moved to its own site once classes begin, Peckham said.

Auto Auction Group Relocates to Maryland

The National Auto Auction Association has relocated its headquarters to a community near Washington, D.C., according to an article in *Used Car Dealer* magazine. The association offices are now housed in a 200-year-old, restored brick house in Urbana, Md.

Peter Lukasiak is the new executive director for the association, which had been based in Lincoln, Neb., for the past 35 years. He replaces **Bernard Hart,** who retired after serving as executive secretary for 30 years. Hart, who is also a former executive director of the National Auctioneers Association, will continue his duties as executive director of the Nebraska Independent Automobile Dealers Association.

"With the growing importance of regulators and regulations, like the recent odometer law, being near Washington can only strengthen the association and its programs," Lukasiak was quoted as saying.

Headquarters Report

The New Year is bringing with it several important developments at the NAA office in Overland Park, Kan.

We are pleased to announce John F. Walter as the most recent addition to the headquarters staff. He will be assisting in the Publications Department, writing articles and doing page layout for *The Auctioneer*, as well as helping with other public relations work.

A former reporter for weekly newspapers in the Kansas City area, the 31-year-old Walter holds a B.A. degree in history and a B.S. degree in journalism from the University of Kansas.

We are also moving forward on several other fronts in our continuing effort to improve your association magazine.

One of the most exciting is our plan to install a desktop publishing system in the very near future. This will allow all typesetting to be handled by the Publications Department staff, thereby producing a financial savings and allowing for more flexibility when it comes to composing *The Auctioneer* and other NAA printed materials.

We have transferred printing of the magazine to a company based in Louisville, Ky., and this issue is the first to be produced there. The move is expected to save money while maintaining the same level of quality we had experienced before.

Finally, as this issue indicates, we have decided to experiment with the use of color on inside pages in an attempt to project a livelier image for the magazine.

In conjunction with the move into desktop publishing, we are also investigating ways of upgrading and improving the entire computer system here in Overland Park. This is being done with an eye toward creating a more efficient operation and thus offering better service to members.

One staff member is currently devoting full time to the area of membership recruitment and retention, and the effort is beginning to bear fruit.

A number of letters and press releases have gone out to promote this month's "Real Estate at Auction" Seminar in Las Vegas. We are also encouraging attendance at what promises to be an excellent "Antiques and Personal Property at Auction" Seminar in March. We hope you will be able to attend one or both.

Best wishes for a prosperous 1990!

Joe Keefhaver,
Assistant to the
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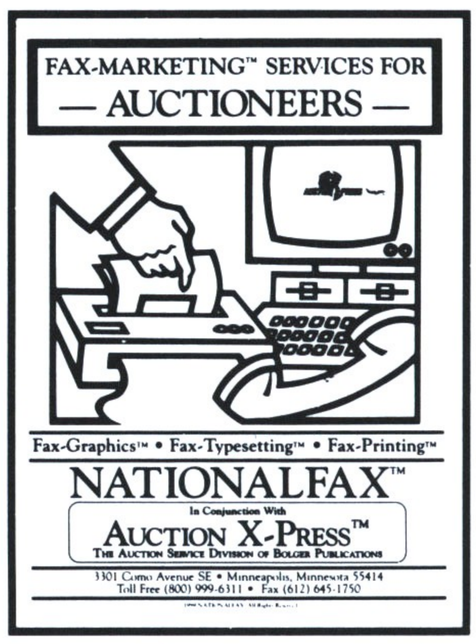
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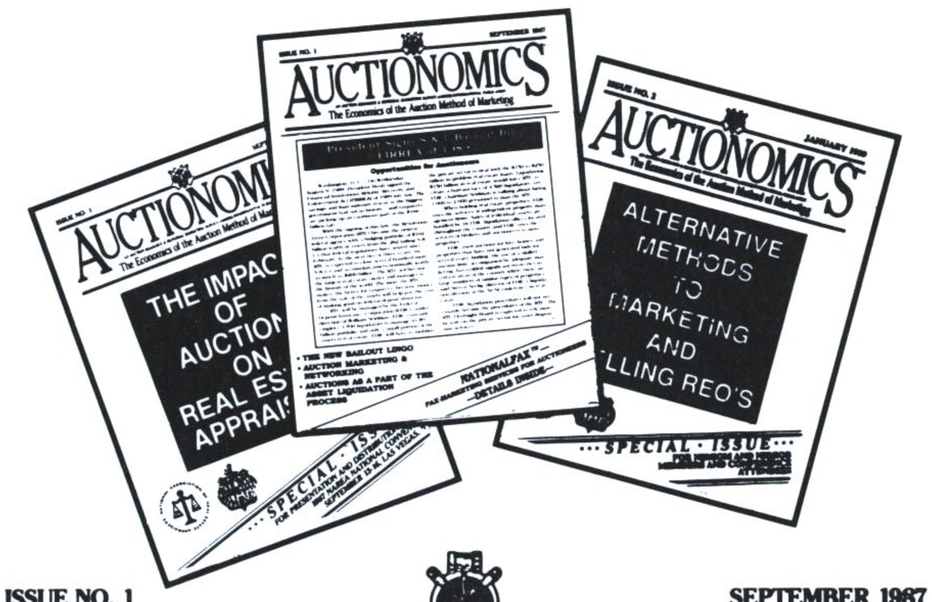
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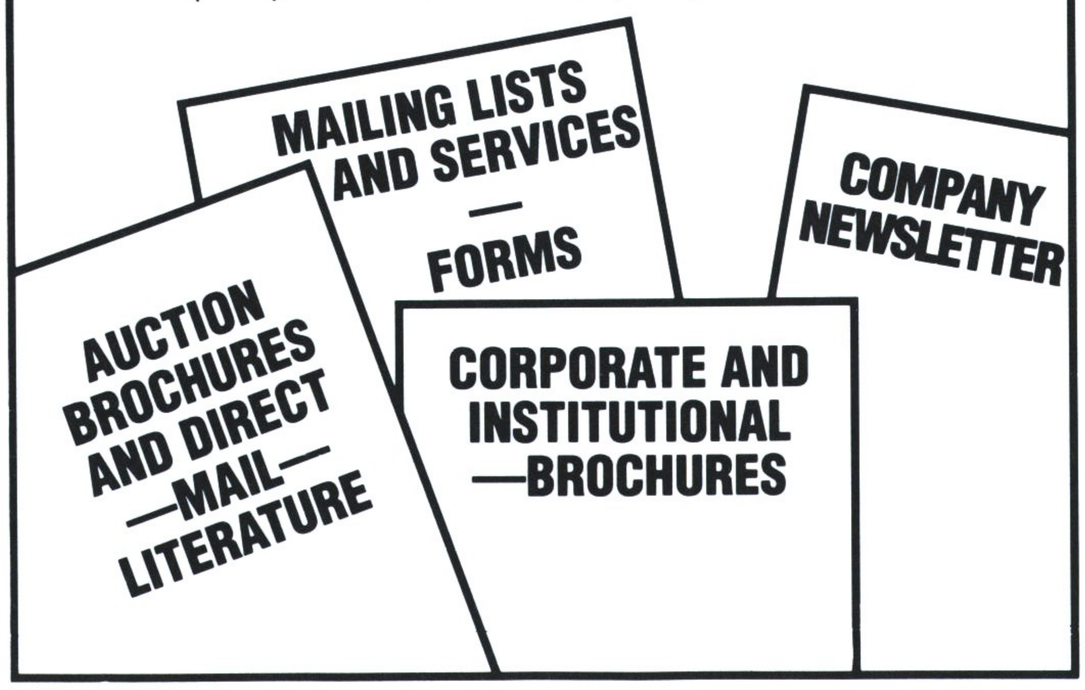
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Convention Is Highlight

by Ginger Blocker,
NAA Auxiliary President-Elect
Walterboro, S.C.

I've just had my fall "fix." As an auction convention addict I need a periodical fix to make it through the year to the next National Convention.

Our state conventions are in the spring and fall, and they are one of the highlights of my year. It is always a pleasure to see old friends and meet some new folks to this "easy way to make money" business.

It never fails that my friends always have these million-dollar auctions, never have any problems with their employees, everything closes on time with no hitches, and what's worse, their husbands are even perfect! Boy, couldn't I use a day like that!

A few months back an auctioneer friend (I thought) recommended us to a couple who was moving out of state. After visiting and looking over everything, I signed them up to have an auction of their house and some antique items they weren't interested in hauling to Florida. We were given a set of keys before they moved. But as they loaded, they had more room than they thought, so, you guessed it—everything of value was loaded and moved. My big sale I had signed turned out to be $126. I was so happy that the real estate sold, or I think that would have been my last time to sign a contract.

I learned two things from this experience:

1. Make a list immediately and watch the items as the loading takes place.
2. Never trust a friendly auctioneer!

As 1990 begins, my wish for all of you is happiness and love.



Convention Hotel

The beautiful Hyatt Regency Baltimore, located on the shimmering Inner Harbor, will be the site of the 1990 NAA Convention. Opened in October 1981, the Hyatt boasts an indoor pool, jogging track, tennis courts and health club. You can view the dramatic Baltimore skyline as you dine and dance in Berry and Elliot's, a romantic rooftop restaurant and lounge. If something more down-to-earth is preferred, Cascades has a full-service menu from dawn to evening's last glimmer.

Real Estate Auction Nets 5.1 Million

A crowd of 145 people witnessed a fast and furious real estate auction held by the Auction Company of America of Miami, Fla., Nov. 1 in Delray Beach, Fla.

Owned by the Cedarwood Companies of Akron, Ohio, nine tracts of land and one unfinished building were auctioned for a total of $5,111,000 by the Auction Company of America. All 10 of the parcels were in the Delray Park of Commerce.

The unfinished office building brought $1.6 million, and the average price for the undeveloped land was $2.10 a square foot.

Woodys Auction Large Collection

A capacity crowd gathered Aug. 19 and 20 in Lenexa, Kan., to bid on a selection of 800 pieces offered for auction by their owner, Maxine Brooks, and the Woody Auction Co., Douglass, Kan.

Over a period of 30 years, Brooks put together a magnificent collection of such beauty and variety that collectors found attendance simply irresistible.

John and LaVeta **Woody** helped a room full of auction-goers through the difficult job of choosing from more than 60 art glass baskets, 20 art glass sweetmeats, Cranberry glass, Moser, French Cameo, Galle, Daum Nancy, Custard glass, Tiffany, Steuban, Stevens and Williams, Webb, Wavecrest, Loetz, Wedgwood, Nippon, Limoges, Weller, Meissen, Dresden and many more.

Some of the items sold were:

- Delatte Nancy French Cameo vase, $725.
- Northwood Custard Argonaut Shell waterset, $812.
- three-piece Wedgwood tea set, $200.
- Wedgwood Portland vase, $500.
- Wedgwood tri-color mustard jar, $200.
- Wedgwood blue and white pitcher, $150.
- Wedgwood yellow porcelain basket, $110.
- Old Rose Medallion biscuit jar, $750.
- Amberina Swirl compote, $360.

(Continued on page 48)

New Program

Auction Support Network Being Established

The Support Services Council is initiating an Auction Support Network for:

(1) Persons who wish to work as contract labor or employees at auctions, either locally or to travel where needed.
(2) Auctioneers and others needing a support crew.

To help make this network successful, please encourage your auction crew to send in their individual applications. We need clerks, cashiers, set-up crews and others.

All fees collected will be used to defray expenses of the Auction Support Network and help fund other projects of the Support Services Council.

Support Providers or Employees

(1) Send application with $5 to Auction Support Network, c/o Barbara Althaus, P.O. Box 312, Fredericksburg, TX 78624. (Please make all checks payable to Support Services Council.)
(2) Updates or changes may be made by sending information and $2.

Support Seekers or Employers

(1) Send $10 and request available support employees by state or area to Auction Support Network, c/o Barbara Althaus, P.O. 312, Fredericksburg, TX 78624. (Please make all checks payable to Support Services Council.)
(2) A list of applicants by state and category will be sent.
(3) Individual applications will then be furnished upon request at no additional charge.

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(Answer YES/NO, Giving Length of Experience)

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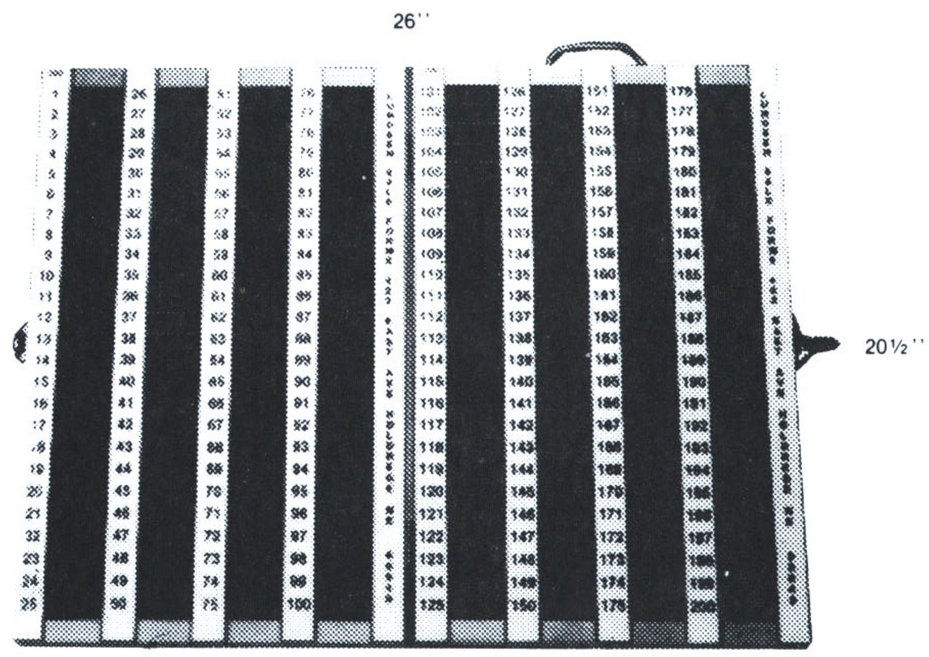


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Convention Conversation Aids Sale

Although the eventual sale price would have probably been the same, **C.P. Terry Dunning, CAI,** credits a conversation he had with **George Michael** of Merrimack, N.H., during the National Auctioneers Association's convention in Cincinnati this summer with giving the marketing of a rare bookcase a big boost.

Dunning, from Elgin Ill., later auctioned the 18th Century American cherrywood block front secretaire bookcase for $506,000. The bookcase was part of an estate sale Dunning was handling for a local bank.

When he first saw the bookcase, Dunning had no idea of its value. He assumed that it was worth between $25,000 to $45,000. Similar bookcases were being sold at places like Sotheby's for that amount, Dunning noted.

However, he was not sure what it was he had. So, while at the convention, Dunning mentioned the bookcase to Michael. Dunning learned from Michael that a bookcase had just sold for $100,000. Michael went a step further. He asked Dunning to send him a photograph of the bookcase so he could attempt to identify it.

Michael is considered an expert in American furniture. He was able to identify the bookcase for Dunning, which started him on the road toward marketing the bookcase.

"We knew we had a good piece," Dunning said. "We just didn't know how good or where it came from exactly."

The bookcase came from the estate of Katherine Garner. She had inherited it from a family member, who had received it also as an inheritance. Michael was able to identify its source of origin as Connecticut, which apparently made a big difference to several antique dealers and collectors.

After the bookcase was identified, several bidders spent hours looking it over. Even then, Dunning was expecting the bookcase to auction at about $100,000. The price was much higher.

"Apparently it had some unusual or interesting features," Dunning said.

The convention could aid other auctioneers like it aided him, Dunning said.

"I know networking with association members can be super if you take advantage of it," Dunning said, noting he could cite many similar examples.

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More 'Discover Auctions!' Ads

These camera-ready ads represent the third installment in our "Discover Auctions!" series. They are offered to you without charge to assist in promoting the Auction Method of Marketing in your home community.

Take them to your local newspaper, insert your name at the top as author of each column and include information about your auction company at the bottom. You may even want to lengthen the ad to allow room for a listing of your upcoming auctions.

Discover Auctions!

Charity Auctions

Whether the setting is the grand ballroom of a luxury hotel or a packed town hall, no other method can match the effectiveness of a benefit auction when it comes to raising funds for your non-profit organization.

Items ranging from gift certificates donated by your Main Street merchants to exotic travel packages bring top prices when placed in the auction spotlight. Introduce a pre-auction banquet to the festivities, and the evening can blossom into a social event that is eagerly anticipated year after year.

When conducted by a professional auctioneer, the charity auction has proved to be one of the most effective money-producing tools ever devised. Each year, auctioneers bring in millions of dollars for worthy endeavors. At the same time, they help generate excitement for your cause!

Discover Auctions!

Buying and Selling Collectibles

North Americans are born collectors, and, as long as that remains the case, valuable collectibles will continue to be purchased and sold through the auction method.

Whether your passion happens to be porcelain dolls or advertising memorabilia, juke boxes or toy farm tractors, you'll discover just the item you need to complete your collection by attending a public auction.

Want to sell? There's no better means of showcasing your treasures than at a auction, and the competition an auction stimulates assures you of receiving full market value.

Both buyers and sellers of collectibles turn to the professional auctioneer because they know auction marketing produces results!

Discover Auctions!

Government Auctions

An estimated 23 million Americans attend auctions each year. From livestock sale barns in Nebraska to antique galleries in Manhattan, buying and selling at auction has long been a national pastime.

But the auction advantage isn't limited to the private sector. Local, state and federal agencies have disposed of surplus property worth tens of millions of dollars through the auction method.

Auctioning excess public property is a "win-win" situation for both the government and the taxpayer. Whether it's the town council offering surplus office equipment or the Resolution Trust Corporation disposing of prime real estate acquired from a failed S&L, auctions generate the best prices. And they do it through competitive bidding under full public scrutiny.

Would You Like To See More Ads?

Do you think the "Discover Auctions!" ads are helpful in promoting your auction business? Have you used them in your local newspaper? If so, what has been the response? Would you like to see more ads? Please send your comments and copies of the ads you have placed to Director of Publications, NAA, 8880 Ballentine, Overland Park, KS 66214-1985.

Moody

from page 18

in 1950. A friend approached Moody with the idea of attending auction school. The friend cooled on the idea, but Moody decided to go ahead with the venture, knowing little about the auction business.

"I didn't really know what it was going to be. When I went out to auction school, I found out what auctions were all about."

After graduating from auction school, Moody went to work for his father-in-law, who owned a small livestock auction. Before Moody left for auction school, he had no idea he would be working for his father-in-law. But shortly after returning from Fort Smith, a spot opened up in the livestock auction.

Moody has been on the go ever since, moving from livestock to cars to farm machinery. One of the highlights of his career was when he was named winner of the World Livestock Auctioneer Championship in 1969.

"It meant an awful lot to me personally," Moody said. "It made you feel great, to know you're doing something right."

Another high honor in Moody's career was his tenure as president of NAA.

"It was a great honor. It was a thrill to be president."

Moody joined NAA in the 1960s. He said the seminars and other educational materials provided by NAA helped him to become a better auctioneer.

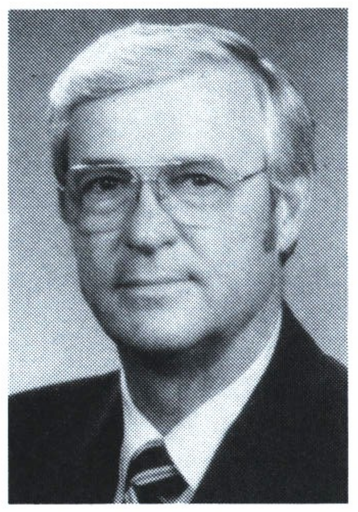
Education is the best service NAA can offer to its membership, Moody says. During his tenure as president he supported a program to provide pamphlets to members, covering topics discussed at seminars. Many members cannot afford or are too busy to attend seminars, he said.

For these members, a written summary of topics covered at seminars would be valuable, Moody said. He noted a program of this type was tried after he was president of NAA in 1980-81.

Moody credits the education services of NAA with improving the auction profession, leading to its greater acceptance.

Service seems to be something that Moody has gone into in a big way all of his life. In addition to his term as NAA president, Moody served as charter president of the then newly organized South Carolina Auctioneers Association in 1974-76. He also helped establish a four-year scholarship fund at Clemson University in South Carolina.

Moody's years of service have not gone unrecognized. He was inducted into the NAA Hall of Fame in 1988.



There is very little Moody would change about the auction business. The biggest problem he has seen in his years in the profession has been the inconsistency of state and local laws concerning auctions and auctioneers.

In his home state of South Carolina, there used to be no state regulation of auctioneers so local communities took it upon themselves. This led to numerous rules governing auctioneers—one for each county and city in the state.

One city charged a $500 a day fee for auctions. Fees like this led auctioneers to press for a state law to regulate auctions. Auctioneers were successful, and the price gouging by local municipalities has been stopped, Moody said.

Moody noted there are still some states with laws that "kind of put auctioneers down."

Moody has been selling all of his life. When he was growing up, his parents operated a grocery store—where he received his first sales experience.

For the last 32 years Moody has been a fixture at the Clanton Auto Auction—one of the largest in the country. The 63-year-old has not set a definite retirement date, saying he wanted to continue another three years at least.

However, he indicated he may continue longer than that.

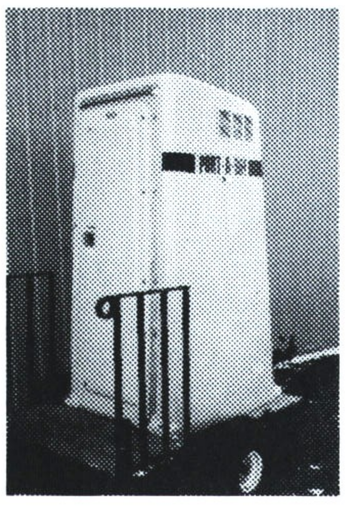
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President's Advisory Council

The following persons have agreed to serve as advisors to Ronald W. Faison, 1989-90 NAA president. They will assist in keeping him informed regarding the wants, needs and opinions of the membership.

Charles E. Cumberlin, CAI
P.O. Box 248
Brush, CO 80723
(303) 842-2822

Joan M. Dance, CAI
611 Bosley Ave.
Towson, MD 21204
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Byron E. Dilgard, CAI
135 Union St.
Ashland, OH 44805
(419) 281-2122

Lyle Erickson, CAI
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Bella Vista, AR 72714
(501) 855-9679

Morris F. Fannon
Route 2, Box 590
Pennington Gap, VA 24277
(703) 546-2510

G. Paul Gardner
114 Commissioners Road
East London, Ontario, Canada N6C 2T1
(519) 685-2929

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Franklin Park, IL 60131
(312) 451-2100

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Darlington, SC 29532
(803) 393-7993

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Logan, UT 84321
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Albany, NY 12203
(518) 438-3189

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Palisade, MN 56469
(218) 845-2260

Wylie Rittenhouse, CAI
Route 1, Box 127
Vanderbilt, PA 15486
(412) 438-0581

Stephen H. Schofield, CAI
Route 1, Box 178
Colcord Hill Road
South Effingham, NH 03882
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Mrs. J.L. (Doris) Todd
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What Will An Auction Cost?

by Ernie Curlee, CAI
Charlotte, N.C.

Every auctioneer is asked by any prospective client, "What will an auction cost?" How that question is handled often is the reason the auction is lost or booked by the auctioneer. What the prospective seller is trying to find out is the rate of commission he will be charged.

Every "professional" auctioneer knows that there is always some auctioneer that is too new, too hungry, too inexperienced. too sloppy, cheap, unprepared, unproductive, improperly educated and gifted with all the other describable "uns" who will take an auction at a very low commission rate, knowing that all the time he will not be able to do justice to the client or the auction.

The answer to the question, "What will an auction cost?", can be best answered with several questions and statements on the part of the auctioneer. I have been asked the question several times in different ways by a host of auction prospects.

Sometimes, they just ask if the rate we have quoted is the best we will do. They sometimes ask if the rate we quote is standard. Sometimes they just say "I did not realize auctioneers made that much." There are several other ways to ask the question.

What we, as professional auctioneers, must do to allay the fear of the commission rate, is to sell our service as a "no cost" to the prospective client. When we have a client question the commission rate, we simply tell them an auction that is properly promoted, properly advertised and properly executed by a professional auctioneer will not cost them but reward them.

We further explain that we have personal experience with clients that held an auction with an auctioneer that beat every other auctioneers' rate by a mile, and the results were an absolute disaster. The commission rate is not the governing factor that secures an auction for a professional auctioneer.

Clients have asked me why they should pay me "that much" to conduct an auction for them. I explain my fee is a professional fee just like one charged by an attorney, doctor or engineer. I explain that to be successful in my profession, I have attended expensive seminars, conventions, extended education and professional schools such as the Certified Auctioneers Institute. I explain that I am a member of the National and State Auctioneers' Associations, and that I continue to expand my knowledge of the auction profession at great expense so I can know and prove I am one of the best auctioneers in the country.

> "
>
> *Every bad auction is bad for the auction profession*
>
> "

"Cost," I say, "it will only cost you to do an auction if the auction is conducted by an auctioneer that just gets auctions by working so cheaply that all he sees is the little bit of money he pockets by doing a non-professional job."

I have often used a little humor in my discussions with clients. Once a client asked me why my fee was so high, and I simply asked the basis of his comparison. His reply was that he just thought my rate was high. I asked him if he were in need of brain or heart surgery if he would go out and get bids. I further answered his question by asking if he were in need of any kind of surgery, would he try to find out who was the best surgeon in town and then seek his services?

I told him I was worth every penny of what I was going to get as a result of the auction, and in the end he would be happy I was the one he had hired. He had told me that he had intended to see two other auctioneers before making a decision. I told him he would be wasting his time as he was talking to the best auctioneer in town, and he may as well go on and sign my contract so we could start preparing and promoting his auction. He signed my contract.

The auction produced $49,000, and he later recommended us to a friend in another state where we were not licensed. We contacted another auction company in that state. That company contracted the auction and sent us a check for $200. All it took was a good sale, a recommendation, a phone call, and we picked up the bonus.

I know of no profession where there are so many practicing non-professionals as the auction profession. We, as professional auctioneers, must work diligently to see that we sell ourselves as the best, and that our services are sold on a basis of return to the client rather than as a cost to the client.

When we call on a client, let's remember we want to secure the auction for ourselves or our company. To do so, we must sell our ability, our expertise, our affiliation with our professional organizations and our past successes. Let's all learn how to get that contract signed and do a professional auction. Let's always promote professionalism in our everyday contacts. Let's do all we can to make

(Continued on page 61)

**"Four-fifty who's gonna gimme Five
Gimme Five Gimme Five Four-Fifty
Gimme Five Gimme Five Gimme Five
Four-Fifty nobody gimme Five
Four-Fifty once... Four-Fifty twice..."**

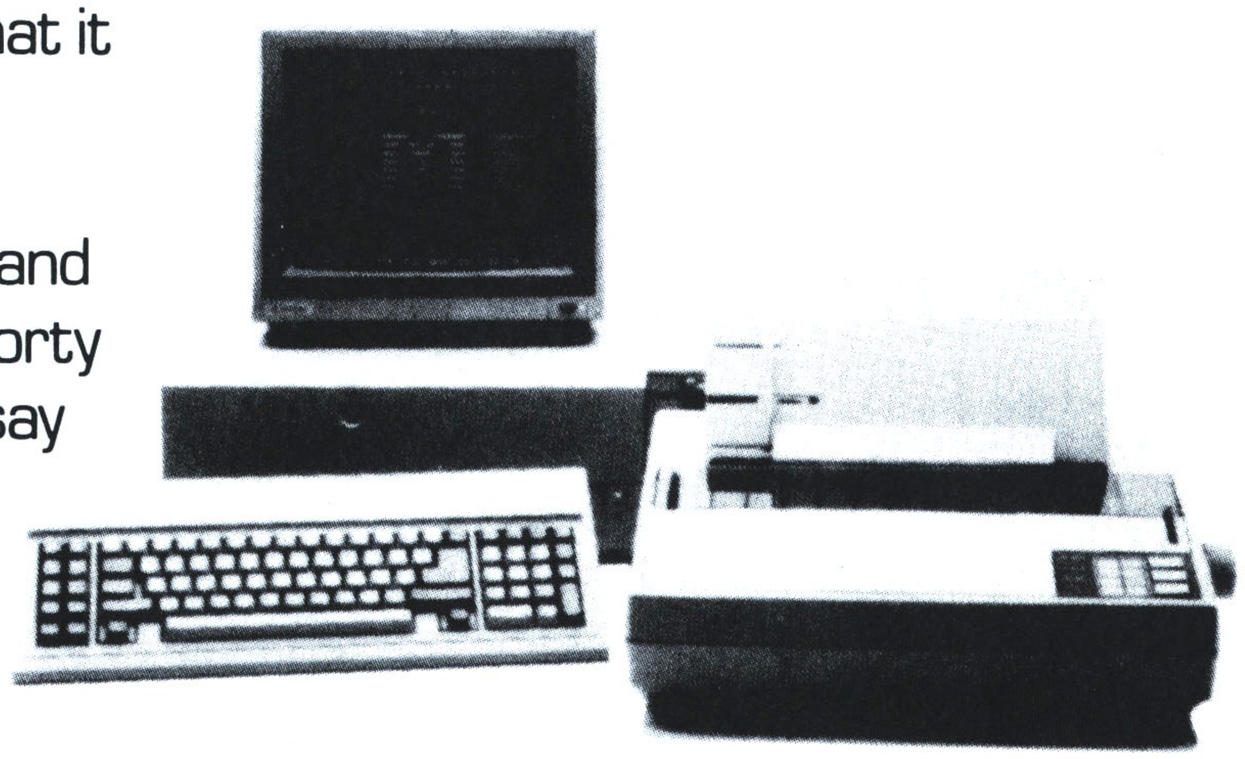
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Beginning Auctioneer Advisors

The NAA members listed below have agreed to provide free advice to beginning auctioneers. Other members interested in sharing their expertise to improve the auction profession are encouraged to contact President Ronald W. Faison.

Keith Babb
P.O. Box 4222
Monroe, LA 71211
(318) 343-6211

Don Bates
7010 Ragland Road
Cincinnati, OH 45244
(513) 421-4525

Tom Baudry, CAI
One American Place
Suite 1930
Baton Rouge, LA 70825
(504) 344-2640

Wayne H. Blecka
P.O. Box 999
Paisley, FL 32767
Bus. (904) 669-6672

Mike Brandly
Box 09732
Columbus, OH 43209
(614) 461-9229

Gary Bradford, CAI
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Naples, FL 33964
Bus. (813) 455-5008
Res. (813) 455-5559

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Statesville, NC 28677
(704) 876-3612

Margaret H. Combs, CAI
P.O. Box 277
Whitehouse Station, NJ
08889
(201) 534-9441

Ernie Curlee, CAI
9327B Albemarle Road
Charlotte, NC 28227
(704) 535-1724
(704) 537-5115

Jack Ellis
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Roundup, MT 59072

Jerry Ellis
P.O. Box 50310
Billings, MT 59105

W. Ronald Evans, CAI
P.O. Box 60022
Washington, DC 20039
(202) 543-2828

Gene A. Fry
9120 Airway Drive
Pensacola, FL 32514
Bus. (904) 476-0181
Res. (904) 478-1676

Jim Gall, CAI
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23rd Floor
Miami, FL 33132
(305) 577-3322

Tony Gilbert
Rt. 2 Box 338
Vale, NC 28168

David E. Gilmore
2110 I-10 Service Road
Suite 203
Kenner, LA 70065
(504) 443-1280

Johnny Godley
215 Godley Lane
Charlotte, NC 28216

Ray & Arlene Hawk
N.W. 4814 Hoblitt Lane
Florence, MT 59833

Richard Haworth
1030 S. Venice Blvd.
Venice, FL 33595
Bus. (813) 485-4964
Res. (813) 493-0995

Gilbert Hollifield, CAI
P.O. Box 939
Marion, NC 28752
(704) 652-2510
(704) 652-3456

Sherman Hostetter Jr., CAI
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Beaver Falls, PA 15010
(412) 847-1880

Terry Ireland
Rt. 1 Box 156
Olin, NC 28660

George E. Kelly
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Brooksville, FL 34601
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Res. (904) 799-1980

Jerry E. King, CAI
P.O. Box 800
Fletcher, NC 28732
(704) 684-6828

Bob Koty, CAI
P.O. Box 625
Freehold, NJ 07728
(201) 780-1265

Jerry Krawitz
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Ridgewood, NJ 07450
(201) 652-6424

Bob Lilly, CAI
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John E. Loy Sr.
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Greensboro, NC 27408

Charles L. Ludwig, CAI, ISA
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(716) 665-6614

Richard Lust, CAI
7552 Pioneer Place
Verona, WI 53593
(608) 833-0011

Dave Manor, CAI
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Windmere, FL 32786
Bus. (704) 282-8466
Res. (704) 876-5775

Greg Marter
90 Country Life Drive
O'Fallon, MO 63366
Bus. (314) 272-2854
Res. (314) 272-4890

Carol A. Nuss
14311 Newport Ave.
Suite 1
Tustin, CA 92680
(714) 832-8628

John F. Pait
123 Keeling Road West
Greensboro, NC 27410
(919) 595-3048

Tex Pate
6435 Hwy. 12E
East Helena, MT 59635
(406) 227-6578

Bob Penfield
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Bowman, ND 58623
Bus. (701) 523-3657
(800) 437-2040
Res. (701) 523-5347

Keith J. Pierce, CAI
1900 Brantley St.
Winston-Salem, NC 27103
(919) 723-5338

George Richards
10671 N.W. 20th St.
Pembroke Pines, FL 33026
Bus. (305) 577-3322
Res. (305) 435-1794

Bracky Rogers, CAI
P.O. Box 729
Mount Airy, NC 27030
(919) 789-2926

Don Shearer, CAI
P.O. Box 10,000
Lake Buena Vista, FL 32830
(407) 824-6878

Cliff Shuler
422 Julia St.
Titusville, FL 32796
(407) 267-8563

Gary M. Smith
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Orlando, FL 32803
Bus. (407) 896-9797
Res. (407) 898-1955

Earl E. Stander
RFD Box 180
Weeping Water, NE 68463
(402) 267-5435

Tony Stone
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Bailey, NC 27807
(919) 235-4636

Harvey L. Tate Sr., CAI
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Burlington, NC 27215
(919) 421-3282

Dana Taynton
3923 Lake Worth Road
Suite 101
Lake Worth, FL 33461
Bus. (305) 969-9628
Res. (305) 967-7062

Albert L. Thompson, CAI
Rt. 1 Box 180
West Hamlin, WV 25571
(304) 824-5904

Phil Viviano
P.O. Box 44
Newell, NC 28126
(704) 394-6234

E. Lance Walker, CAI
202 S. Third St.
Hayti, MO 63851
(314) 359-1788

Billy Wells
121 Aldean Drive
Sanford, FL 32771
Bus. (407) 875-0558
Res. (407) 323-2820

W.R. (Bobby) Wood, CAI
1002 N.W. 23rd Ave.
Gainesville, FL 32609
Bus. (904) 373-4490
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Singing Auctioneer Proves Herself By Deeds, Appointment To Board Of Trustees.

"I wanted to do something that would be a little bit different," said **Anne-Lynn Gross, CAI,** describing how she became known as the "Singing Auctioneer."

Gross, the newest member of the National Auctioneers Association Foundation Board of Trustees, entered into auctioneering after first teaching music at Frederick County, Md., schools. She holds bachelor and master's degrees in music education.

Gross began billing herself as the "Singing Auctioneer" after she graduated from the Missouri Auction School in 1978. And it was all an accident.

A t-shirt manufacturer was having a promotion when Gross went back to Frederick after she graduated. Gross ordered some t-shirts, touting herself as "The Singing Auctioneer." This resulted in immediate publicity—some of it widespread.

However, the publicity did not aid her in her auctioneering career. Times were tough the first three years.

"A lot of auctioneers didn't think I was going to last around here," Gross said. "The more people there were who thought I wouldn't make it, the more I said: watch me."

As for her singing, Gross will not let it overshadow her accomplishments in auctioneering. She does not want her clients to hire her because of what they may perceive as a novelty.

"I hope they don't think of it as a novelty, but as somebody who's going to do the best they can for them. If you treat people right, it's going to come back to you."

Gross feels she communicates well with her audiences. These communication skills were developed while she worked as a school teacher.

"The profession of teaching helped me get up in front of people."

"I'd been going to auctions since I could walk. After an eight-hour auction, it sort of clicked. All I knew was I wanted to learn to chant.

"After my first day of class (at auctioneering school) I knew this was what I wanted."

Like many other auctioneers, Gross went to work for an auctioneering firm after graduation. She soon decided to go out on her own.

"At that point everything was slow, they didn't think I was taking the business seriously," Gross said. "I had to prove myself."



Most of the area auctioneers had "locked up" various aspects of the auction business. And although Gross was well known as "The Singing Auctioneer," it did not translate into business.

"They knew my name but didn't know my work. But it was rough for everyone at first," Gross acknowledged.

Then, things starting breaking for Gross. She was called to conduct an auction of Indian artifacts. It went well, and she has worked ever since.

"From that point on, things began to change."

Gross specializes in furniture, jewelry, glassware, antiques, coins and baseball cards. Her career in collectibles came quite by accident.

One day Gross's mailman asked her to auction his baseball card collection. At first, she tried to talk him into finding an auctioneer who had experience with baseball cards. The mailman would have none of that. He wanted Gross to handle the auction.

So, she studied, and on the night of the seventh game of the 1987 World Series, Gross auctioned the mailman's baseball card collection—over 400 lots.

Although she considered the evening a big success, Gross miscalculated one aspect of it.

Normally, Gross tries to dress to fit the situation. For the baseball card auction, she dressed informally. She was surprised by her crowd, which came dressed in three-piece suits and carrying small television sets so as not to miss any of the baseball game.

"That's where I got my basic knowledge of baseball. What a way to start out. It was an education."

Gross also credits the Certified Auctioneers Education Institute with aiding in her education. CAI aided her in marketing the baseball card auction.

Before working for her CAI designation, Gross was "learning everything from scratch" that had to do with the business side of auctioneering.

Gross heard about CAI in 1980 and began work to get her CAI designation the following year. In 1983, she became the first woman from Maryland to earn CAI designation.

In her 12 years in auctioneering, Gross has been involved in a lot of firsts. Her appointment to the NAA Foundation Board of Trustees makes Gross the first woman to serve in that capacity.

(Continued on page 61)

"If you treat people right, it's going to come back to you."

Treasurer Reports On Finances

by Richard Keenan, CAI
NAA Treasurer
Kingfield, Maine

The Aug. 31, 1989, financial statement is reprinted below. A review of the statements of cash receipts and disbursements reflects the additional revenue from our last dues increase and a good increase from two fine seminars. A superb job by **Dudley Althaus, CAI,** and his wife, Barbara, the Executive Committee and staff held our convention income steady and reduced costs by over $20,000.

The increased expense of funding our association is reflected in staff salaries, printing and travel to state association meetings. The Finance Committee had budgeted a $5,500 surplus. Due to the increase in expenses we did not meet that objective, but as I stated at the annual meeting, we stopped the bleeding ($83,542 deficit in 1988). A review of our cash position shows current assets about the same as 1988 at $254,002. The property and equipment have a book value of $663,017. Our depreciation expense is about $48,000 a year (mostly on the building). This is a non-cash expense. For new members who may not be aware of the status of the NAA Headquarters Building, it was paid for exclusively by donations from NAA members.

In overall review, as of Aug. 31, 1989, we had $910,995 in fund balances after $6,024 in current liabilities. Your Finance Committee has recommended a $3,200 surplus for 1989-90 (basically a balanced budget) which the directors have voted to accept.

To make this association grow, additional membership is needed. Strength is in numbers. As you can see, the majority of our income is from dues. Please take a minute to call prospective members or drop the enclosed membership card to someone you know who should be an NAA member. Please, do it now before you forget. We are part of one of the fastest growing industries in the country. Let's keep the gavel rolling.

NATIONAL AUCTIONEERS' ASSOCIATION
Overland Park, Kansas

STATEMENTS OF ASSETS, LIABILITIES AND FUND BALANCES

August 31, 1989 and August 31, 1988

	August 31, 1989	August 31, 1988
Assets		
Current assets:		
Cash and investments	$236,106	$235,414
Employee travel advances	45	272
Receivable from NAA Foundation	1,351	363
Deposits on seminars and conventions	2,500	5,675
Loan receivable - NAA Foundation	14,000	14,000
Total current assets	254,002	255,724
Property and equipment:		
Property and equipment, at cost, less accumulated depreciation	663,017	696,692
Total assets	$917,019	$952,416
Liabilities and Fund Balances		
Current liabilities:		
State dues payable	$ 35	$ 305
Payroll taxes payable	397	103
Due to Auxiliary	615	1,150
Due to NAA Foundation	-	1,100
Cancun refunds payable	-	1,000
Convention payables	-	250
Payable to Certified Auctioneers Institute	4,977	10,649
Total current liabilities	6,024	14,557
Fund balances	910,995	937,859
Total liabilities and fund balances	$917,019	$952,416

NATIONAL AUCTIONEERS' ASSOCIATION
Overland Park, Kansas

STATEMENTS OF CASH RECEIPTS AND DISBURSEMENTS

For the Years Ended August 31, 1989 and August 31, 1988

	August 31, 1989	August 31, 1988
Receipts:		
Membership (net of refunds)	$443,042	$369,719
Building fund	150	3,215
Booster Club contributions	5,738	5,575
Promotional items	28,967	33,171
Convention	150,243	149,644
Advertising-"The Auctioneer"	71,012	71,985
Subscriptions-"The Auctioneer"	-	400
Interest income	18,268	15,472
Seminars (net of refunds)	44,748	35,637
Rent	3,600	3,600
Miscellaneous	1,117	633
Total receipts	766,885	689,051
Disbursements:		
Salaries	175,741	165,319
Employee benefits	39,900	38,528
Payroll taxes	14,327	14,308
CAI salary reimbursement	12,295	8,984
Printing-"The Auctioneer"	112,205	101,148
Postage-"The Auctioneer"	16,099	17,075
Insurance	8,459	7,312
Taxes	10,735	8,900
Office supplies	18,984	16,381
Postage-general	36,792	20,797
Printing-general	9,296	11,189
Maintenance	11,486	8,002
Utilities	19,422	16,509
Public relations (Includes NAA Week Media Kit)	3,790	5,511
Promotional items	9,473	21,886
Awards	5,400	4,130
Video production	3,063	2,511
Professional services	44,294	45,978
Dues and subscriptions	1,064	1,628
Travel:		
Executive Vice-President	$ 5789	$ 4819
Acting Executive Vice-President	4410	-
Convention Staff	3976	5374
President	736	2707
President-Elect	754	-
Vice-President	-	1502
Treasurer	436	795
Chairman of the Board	385	1848
Director of Association Services	964	777
Board Travel as NAA Rep.	15517	4046
Board Meetings	11828	10636
Executive Travel & Special Committee Exp.	5903	10382
Director of Publications	277	522
Director of Education	-	326
Council's Travel	81	-
Seminars	24,198	28,967
Convention	111,522	132,243
Charitable donations	447	769
Miscellaneous	1,307	1,256
Bank charges	209	311
Property and equipment purchases	14,198	54,056
Vehicle expense	888	1,003
Contracted labor	3,425	2,223
Total disbursements	760,075	780,658
Excess (deficiency) of receipts over disbursements before capital additions	6,810	(91,607)
Add:		
Property and equipment purchases capitalized	14,198	54,056
Less:		
Depreciation	(47,872)	(42,517)
Loss on sale of fixed assets	-	(3,474)
Excess (deficiency) of receipts over disbursements	$(26,864)	$(83,542)

Attention
NAA Councils, Auction Schools, State Associations & Affiliated Organizations

Baltimore

Plan Now For 1990 Convention!

We encourage your participation in the 1990 NAA Convention, which will be held July 10-14 at the Hyatt Regency in Baltimore. But in order to schedule your activities, we need the following information as early as possible. Please act now, and we will make every effort to accommodate your request.

Name of Organization: _____

Contact Person: _____

Address: _____

City, State, ZIP Code: _____

Phone: (_____) _____

Type of Function: (Breakfast, Luncheon, Reception, Meeting, Workshop, etc.)

_____

Date, Beginning and Ending Times Preferred: _____

Number of People Expected to Attend: _____

Type of Seating:

_____ Theater
_____ Conference
_____ Reception
_____ Classroom
_____ Banquet

Special Requirements: (Head table arrangements, podium, raised platform, audio-visual equipment, type of microphones, flip charts, etc.)

_____

Complete Form & Return To NAA Headquarters By Feb. 28, 1990

Members On The Move

School Receives National Attention

The World Wide College of Auctioneering in Mason City, Iowa, has been receiving quite a bit of national publicity lately. A favorable story in *The New York Times* led to a short segment on *CBS News This Morning* for the auctioneering school.

The college was featured on "The Osgood File," a regular feature on *CBS News This Morning*. The program contained an interview with **Gordon E. Taylor,** owner and president of the college. Instructors and students were also interviewed. **Mike Lambert** of Kirksville, Mo., an instructor at the college, was shown demonstrating the auction of an automobile. Instructor Jon Witt from Osage, Iowa, was also interviewed.

"I feel real good about it," said Taylor. Film crews were at the college for most of a day to film the report, Taylor said. He said he had been slightly apprehensive about how the report would be edited since most of the material would have to be cut to fit the report into a three-minute time slot.

The publicity may increase enrollment at the World Wide College of Auctioneering, Taylor said. He said he did not know how many students had enrolled as a result of seeing either *The New York Times* article or the CBS News story, but he did say quite a few people had called, mentioning those media stories.

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Sheldon, Steven Good Speak at Harvard Development Forum

Sheldon F. Good, CEO of Sheldon Good & Company, and Steven L. Good, the firm's president, were guest lecturers at the Harvard University Real Estate and Development Forum. The program was held Nov. 30 at the Harvard Law School in Cambridge, Mass.



Steven and Sheldon Good

Their topics were "Modern Marketing Methods for Real Estate Today" and "Career Opportunities in Real Estate." The program was for students of the Harvard Law School, Business School and the Kennedy School of Government and Public Policy.

The firm introduced the multiple-owner, multiple-property auction concept in the U.S. Based in Chicago, it is the nation's largest auctioneer exclusively conducting real estate auctions and the country's sixth largest commercial real estate brokerage firm.

Driver Is Honored By Magazine

J.B. Driver of Indianapolis was named auctioneer-of-the-month recently by *Indiana Used Cars,* a publication printed by the Indiana Independent Auto Dealers Association.

Horse auctions were the lure when Driver entered the auctioneering business 27-years-ago. He has been involved with the riding stable business for 35 years.

However, Driver gradually entered the automobile auction industry. He is currently working at four automobile auctions each week. Driver started as a block clerk then

(Continued on page 46)

Register Now For NAA Seminars!

State Association News

North Dakota

The North Dakota Auctioneers Association has announced the program for its 1990 convention. The gathering will be held Friday through Sunday, Feb. 2-4, at the Chieftain Motel in Carrington.

Seminar subject and speakers include:"

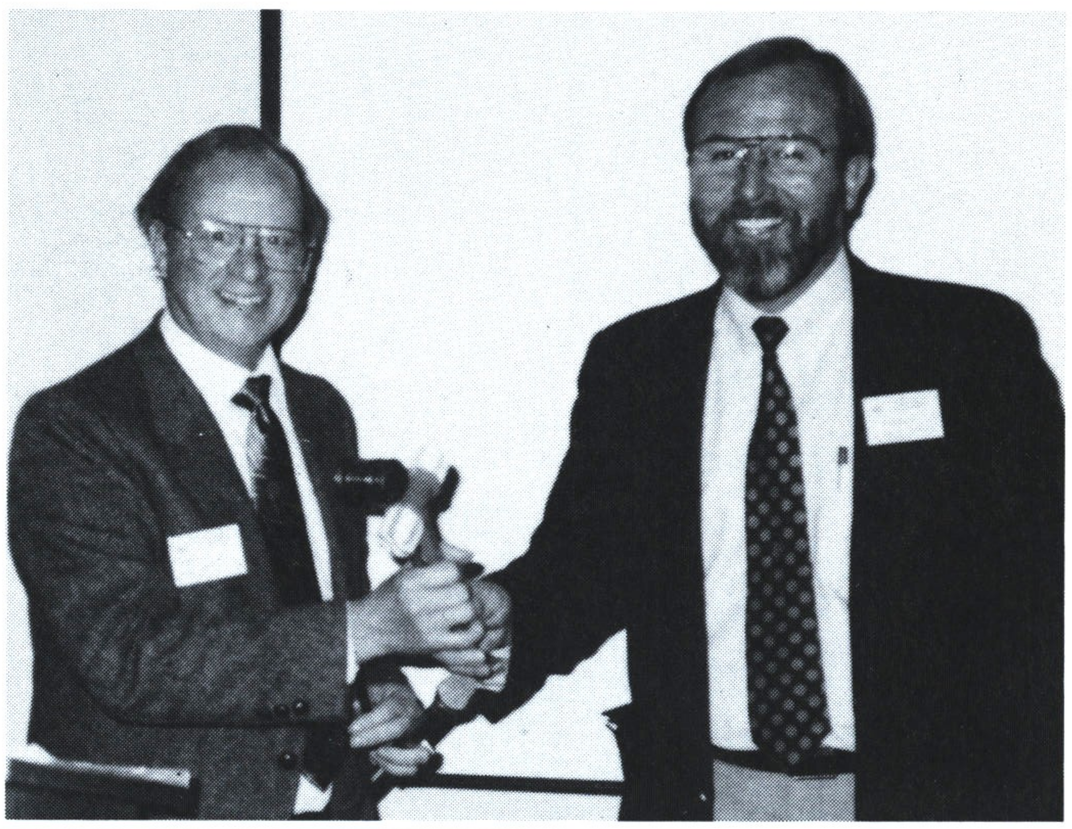
The Professional Approach to Real Estate Auction Marketing—**Richard Haas,** Continental Auctioneers School, (marketing seminar may be used for three hours of Realtors' credits).

Bid Calling—Dr. Richard Smith, dean of Jamestown College, director of voice department; **Bob Steffes, CAI,** Arthur, N.D., vice president of National Auctioneers Association and World Champion Auctioneer; and video of **Jeff Stokes,** Port Orchard, Wash., World Champion Auctioneer.

Trends of Specialized Auction Markets for 1990—**Kurt Kiefer,** Fergus Falls, Minn.

Smorgasbord of Speakers—Question and answer, "great ideas" session.

The livestock auction contest will be held Saturday, Feb. 3.



Doug Macon, CAI, *left, outgoing president of the Washington Auctioneers Association, passes the gavel to his successor,* ***Bill Ehli*** *of Tacoma. The WAA convention was held Nov. 12-13.*

Washington

Bill Ehli of Tacoma was selected the 1989-90 president of the Washington Auctioneers Association at its annual convention Nov. 12-13 in Leavenworth, Wash.

Errold Sutter, CAI, of Lynnwood was installed as first vice president, and **Duane Love** of Kirkland was chosen second vice president. **Butch Booker** of Connell was named to the board of directors.

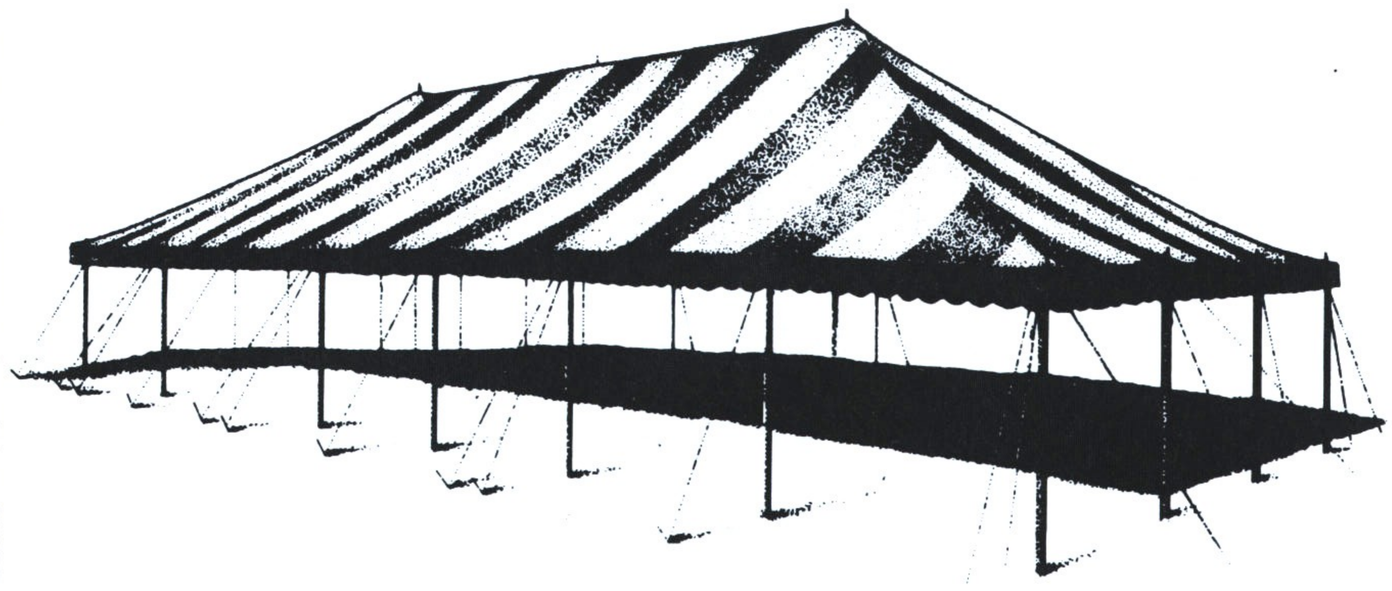
Over 60 participants spent two days attending seminars and exchanging ideas with other professionals from around the state. Featured speakers at the convention were NAA Director **Jim Gall, CAI,** of Miami and Peter Dove from The Pacific Institute in Seattle.

Gall, president of Auction Company of America, spoke twice during the convention. In his first presentation, Gall updated the audience on NAA activities and discussed the decision to hire Campbell-Raupe Inc. as the lobbyist for the auction industry in Washington, D.C. He also encouraged auctioneers to work for their CAI designation, calling it a long-term investment in the future.

The real estate auction industry was Gall's topic during his second presentation. He highlighted ways that auctioneers can become involved in real estate auctions, which he called one of the fastest growing segments of the real estate business today.

"We're in the right business at the right time," Gall told conventioneers. "It's the business for the 21st century."

Dove, a professional speaker, conducted a four-hour seminar on strategic thinking for the auctioneer in the 90s.



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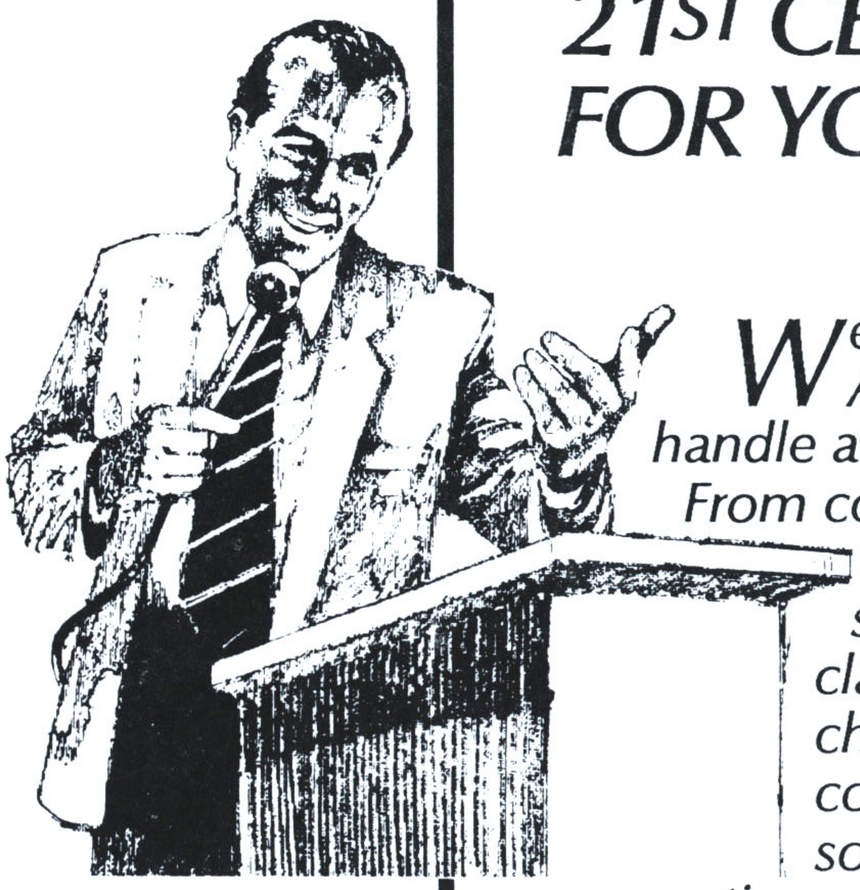
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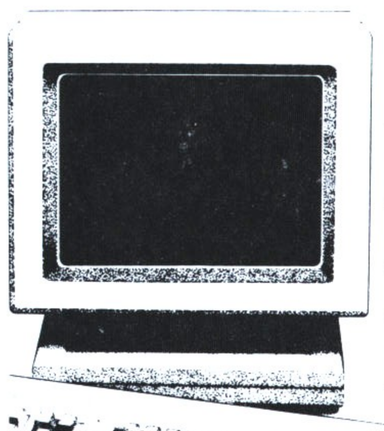
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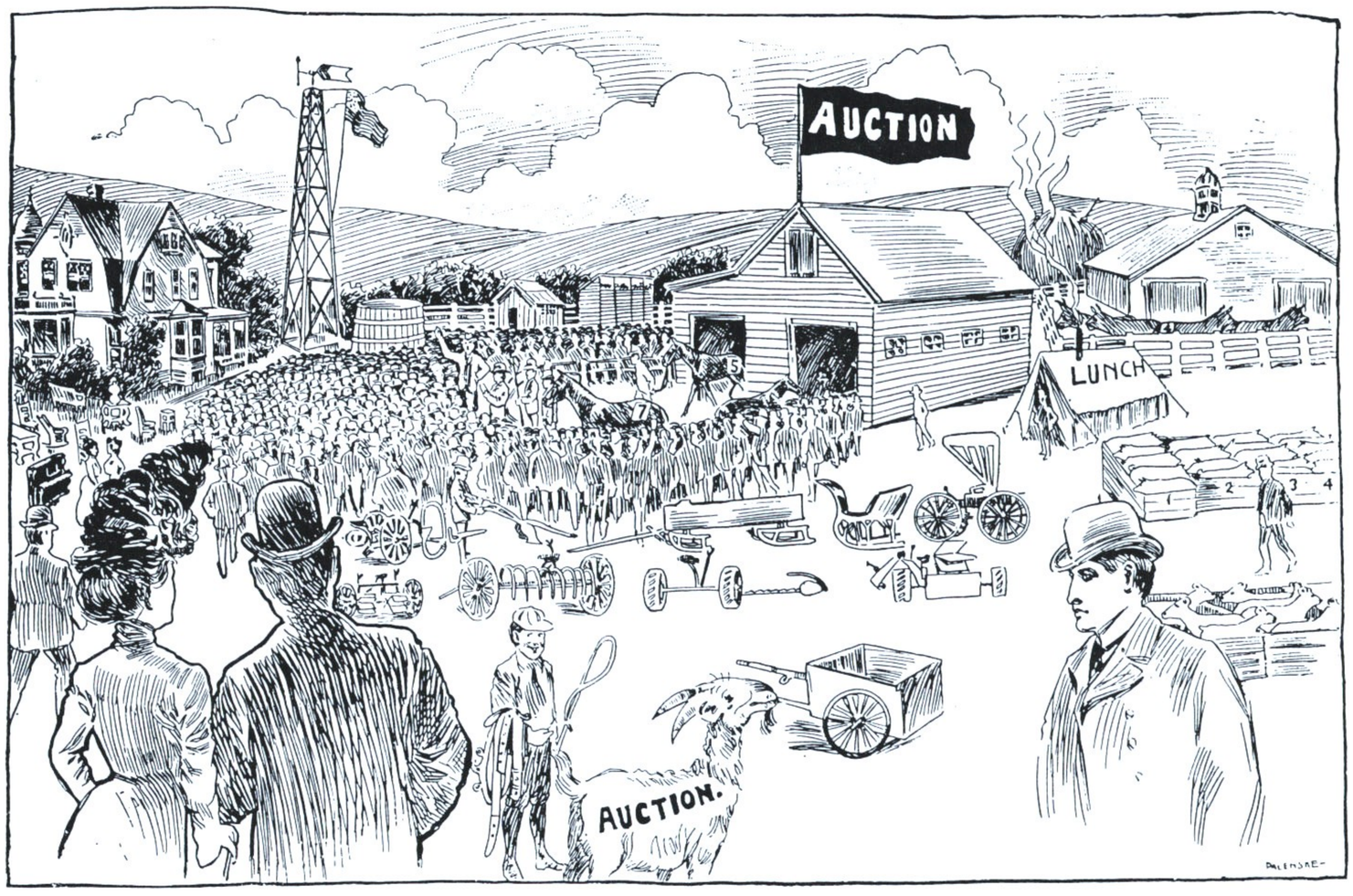
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Turn of the Century Auctions—Part I

by Anita K. Faddis, Curator
NAA Foundation



For the next six issues, we are going to journey back to the turn of the century and visit some auctions that were typical of the times. Some stories you will laugh at and some will make you cry, but you will always relate to the opportunities and problems that our forefathers experienced while building the profession of auctioneering to the status where it is today.

In the issue of *The National Auctioneer* dated April 1, 1900, we find our first installment entitled "Real Dutch Auction—What Market Day is like in a Transvaal Town." What a picture this article paints for us to enjoy today.

In the center of every Boer town is the market square. It is always a great quadrangle of dusty veldt, more or less trampled by the ox teams that are continually outspanning or passing to and fro over it. Sometimes it is surrounded by trees, and in larger towns the market house stands in the middle of the square.

Here the bartering and huckstering are done; the farmers bring in their loads of forage, mealies, tobacco, oranges, vegetables, wood or game. After selling their goods to the highest bidder through the medium of the marketmaster, they spend the rest of the day buying groceries, household requirements and the like for the 'vrouw en kinders' at home on the farm.

But this is not the only business that goes on in the market square. It is the center for the periodic sales of the local Auctioneer, who is willing to sell (on commission) anything from a horse to a gold watch. His persuasive powers are wonderful and his volubility extraordinary. Nothing comes amiss to him and he talks glibly on any object, which he may have to sell with the apparent familiarity of a specialist.

On the one day in the week which is devoted to horse sales, usually on Saturdays, the square is a seething, crowded mass of horses, sellers and buyers. The animals prance and kick as they are led up to the rostrum and their manifold beauties and points dilated upon. Then a diminutive Hottentot or Cape boy is hoisted on to the horse's back and takes a gallop around the square to show off its paces. It is a marvel that no one is killed, for the rider charges right through the crowd, which divides right and left to let the infuriated animal through.

Furniture is also much in evidence at these weekly sales. No one takes his furniture with them. If he changes his abode from one town to another all of his household goods and chattels are put up for sale, and the extraordinary thing about it is that, owing to some freaks of fashion, second-hand furniture, if in fair condition, often fetches very good prices indeed—very little less than the value new.

The wily Auctioneers are not slow to take advantage of this fact, and by word of mouth and by advertisement in the local paper they extol the goods with a profusion of superfluous adjectival redundancy that seems inherent in the profession.

To begin with the Auctioneer announces himself as the premier salesman and heads his advertisement with the portentous announcement: 'Reserve! There is none!—after which he prefaces his catalogue with the remark: 'First: Walk into the parlor and find a dear duck of a sweet-toned piano by —, of Stuttgart, that home of melody and pretzels.' Thus he works his way through every room in the house, pausing in the dining room at the dining table with carved legs, quite a feat in carving, and finishing up with the final paragraph: 'Now, to enumerate more of the wonders to be seen would take too much space, but suffice it that there are a hundred and one sundries, some rare and all useful: Also all the bric-a-brac in the yard!'

Not so bad for a Boer Auctioneer—and it was only a very ordinary houseful of furniture after all."

(Continued on page 46)



Continental Auctioneers School

Nineteen students, representing seven states, graduated Nov. 11 from Continental Auctioneers School in Mankato, Minn. Pictured on the front row, far left, is ***Rich Haas,*** *president, while Steve Fausch, chief drill instructor, in on the far right. Other instructors not pictured are: John Behrends, Ken Cox,* ***Art Wilson,*** *Tom Dieke, Ed Haas, Ron Harder, Jim Kagermeier,* ***Karolyn Zurn,*** *Carmen Madigan, Patrick Moriarty, Neil Paterson, Boyd Schuler and Jack Ritter.*

Members *from page 42*

worked as a ring man before starting full-time auctioneering in 1970.

He is also still active in horse and mule auctions. He is a member of the Indiana Auctioneers Association.

Johnson Named To S.D. Real Estate Board

Vernell Johnson of Lyons, S.D., a member of the National Auctioneers Association for 40 years, was recently appointed to the South Dakota Real Estate Commission by Gov. George Nickelson.

Johnson is the first auctioneer to serve on the five-member commission.

Johnson entered the auction profession at an early age, graduating from the Reisch Auction School at the age of 11. He conducted his first farm auction alone when he was 15.



A veteran of over 10,000 auctions, Johnson has specialized in selling real estate at auction and has been a broker for 30 years.

A former NAA director, Johnson was elected the first president of the South Dakota Auctioneers Association. He has been active in several other organizations.

History *from page 45*

Did you feel like you were there? I know I did.

Our next installment is going to bring you some enjoyment also. It is entitled "The Funny Side of a Shoe Auction." See you then.

Coming In February

The Annual NAA Membership Directory

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Hostetter Garners Attention With Sale

by William Mausteller, Staff Writer
The Pittsburgh Press
Pittsburgh, Pa.
(Published Nov. 19, 1989; Reprinted With Permission)

BEAVER FALLS — Like no used-car salesman you ever heard before, **Sherman Hostetter Jr.** lays it on the line.

"There are some things good about 'em, there's some things bad about 'em. They're sold 'as is' ... Cash or certified funds ...

"You can make a partial payment. That's not $1 or $50. We want a healthy down payment ...

"And the time I say, 'sold,' it's your responsibility."

No shark-teeth smile. No warm handshake. No friendly arm around your shoulder. No let-me-talk-this-over-with-the-manager.

Just Hostetter and his sales pitch, the words, delivered as if they're in a race to see which one gets out first, sounding something like this:

"All right, I want 400 here, 400, 400, 4dy 4dy 4dy buddabuddabuddabudda gimme 400 buddabuddabudda (take a breath) I hear 400 4dy 4dy 450 450 450 buddabuddabudda 475 475 gimme 500 (another breath) 500 do I hear 500 buddabuddabudda .."

That's just for the first of 150 vehicles for sale here at the warehouse of Hostetter Auctioneers and Realtors, Routes 51 and 168, and if Hostetter seems confident, it's no wonder. Here's a guy who once sold a set of prehistoric deer antlers—8 feet wide—for $26,000 to a museum.

No museum officials are here, however, just an estimated 300 to 400 potential tire-kickers who appear to understand his every word, working men in parkas, wool shirts, coveralls, blue jeans and boots, calmly looking at the first entry in the Postal Service's auction of used and surplus vehicles.

A 1974 Jeep, right-hand drive, 46,106 miles, its traditional red and blue stripes painted over. Probably seldom driven at over 5 miles per hour. A steal at $500.

Not exactly what you had in mind?

Hey, we're not talking "dream car" here. We're talkin' Jeeps, delivery vans, and some cars, most of them vintage middle '70s, an accumulation of surplus and used vehicles from Western Pennsylvania the Postal Service wants to get rid of as it brings in newer models.

"Some of them aren't too bad," said Dick Kraft, a senior material management specialist for the Postal Service. "Some have high mileage. We're not trying to hide

(Continued on page 63)

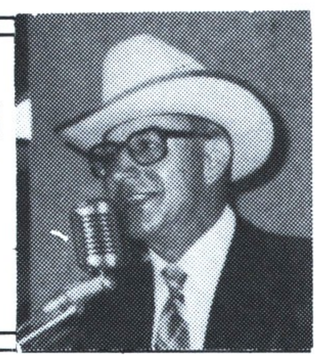
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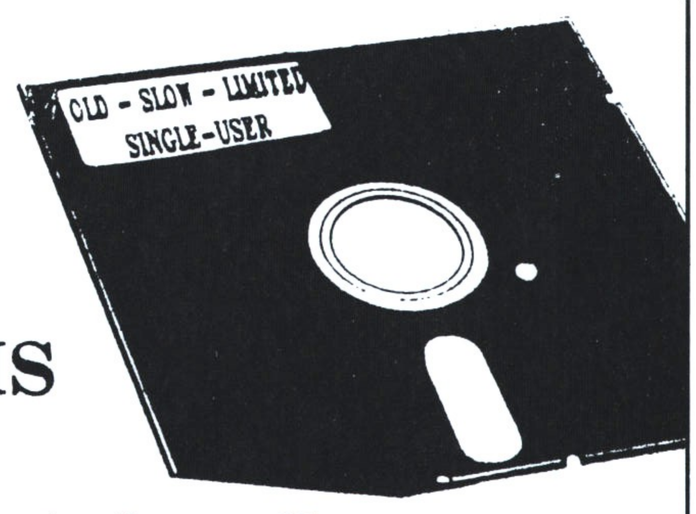
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Auction Success Stories

from page 28

- St. Louis French Cameo vase, $475.
- Peachblow peg lamp, $400.
- pink cased bride's blow, $550.
- Wedgwood varigated urn, $300.
- St. Louis cameo vase, $475.
- Wedgwood green and white cigar holder, $200.
- Steven and Williams cased basket, $500.
- Wedgwood Ferrara tea set, $325.
- Daum Nancy toothpick holder, $325.
- Loetz Oil Spot bowl, $300.
- set of Mason's Ironstone pitchers, $325.
- Moser amethyst vase, $310.
- pink satin Herringbone cheese dish, $350.
- Wedgwood Lustre trumpet vase, $300.
- Galle French Cameo vase, $425.
- Four-inch Moser decorated vase, $475.
- pair of pink satin peg lamps with pewter bases, $575.
- large Galle French Cameo vase, $2,700.
- Daum Nancy acid cut vase, $1,100.
- Signed Aurene gold iridescent basket, $900.
- pair Doulton Burslem Tapestry vases in Flow Blue, $600.
- Tiffany pastel floriform, $1,200.
- Steuben Blue Aurene bowl, $710.
- Tiffany Blue Favrile bowl, $700.
- Galle French Cameo centerpiece bowl, $4,000.
- Rosenthal china with Maria pattern, $500.
- pair of 10-inch Loetz vases, $400.
- small Alexandrite quilted compote, $450.
- early Rose Medallion covered large oval bowl, $500.
- three English Flow Blue Flora pitchers, $525.
- Moser Karlsbad oblong amethyst cut bowl, $450.
- 10-inch French Cranberry urn, $300.
- Fairyland Lustre small compote, $550.
- Fairyland Lustre compote with night stars, $575.
- Fruit Lustre three-handled toothpick, $280.
- Drabware teapot, $200.
- Wedgwood toddy cup, $125.
- Wedgwood two-inch box, $130.

New Record Set At Jackson Auction

Many new gallery records and one world record were established Nov. 19 by Jackson's Auction Gallery Inc. during the William R. Custer estate auction. The gallery is located in Anderson, Ind., and owned by **Dennis Jackson, CAI.**

The world-record price was reached on an 1881-dated bronze sculpture by Eugene Lanceray. The winning bid was $16,000. Lanceray was a famous Russian bronze sculptor.

Several other important pieces were sold in this auction, which was the largest single-day volume seen at Jackson's Auction Gallery. Jackson said advertising and high-quality goods made this an auction to remember. Approximately 350 people attended the auction and 220 bid numbers were issued.

Other pieces sold included:

- 24 by 30 oil painting by Vittorio Regganini, $18,000.
- a 1922 Lyons and Healy Concert Grand Harp, $15,000.
- seven-piece gold French parlor set, $7,000.
- pair of Sevres vases, $6,000.
- walnut Victorian Secretary, $4,500.
- round oak table with lion's head, $2,900.
- two Griffin library tables, $3,000 and $2,400.
- twenty-three oriental rugs, from $100 to $4,100.

Ranch Is Auctioned For $35.5 Million

A huge ranch near Phoenix was sold at auction for $35.5 million Nov. 9 by Schrader/Westchester, a combination of Schrader Real Estate and Auction Co. of Columbia City, Ind., and Westchester Group Inc. of Champaign, Ill.

The Paloma Ranch, one of the single largest cotton and wheat producing ranches in the United States, was sold at auction in one parcel to W.K. Jenkins, a family farmer from Adrian, Mo. The 67,800-acre ranch was being offered in 45 tracts, ranging in size from 500 to 5,000 acres. It was also offered as one tract.

Under Schrader/Westchester's unique system of auctioning, prospective buyers had the opportunity to bid on individual tracts, any combination of tracts and the total unit.

The combination bidding was held first. Bidding for the total property started at $17 million and rose by $1 million intervals to $31 million, eventually reaching the sale price.

Over 100 registered bidders were at the auction, along with several hundred spectators. The ranch is located 70 miles southwest of Phoenix. Nearly 25,000 acres of the ranch are used exclusively to grow cotton and wheat.

Palmona Ranch is one of the largest privately-owned contiguous parcels of land in the United States, needing four interchanges of its own off of Interstate 8, 27 homes, 11 apartment buildings and an airstrip to support ranch activities.

Schrader/Westchester believed the auction was the largest auction of privately-owned land ever held in the United States. The firm received over 1,000 inquires about the ranch from 35 states and eight foreign countries. Seminars about the ranch auction were held in Tokyo, London, Vancouver and throughout the United States.

Schrader/Westchester conducted the auction in association with Martin, Goodrich and Associates Inc. The Prudential Agriculture Group, a division of Prudential Insurance Co. of America, owned the ranch.

Historic House Auctioned By Gordon

An historic house just outside Kingston, Ontario, was auctioned for $360,000 (Canadian) by Gordon Auctioneers and Appraisers Oct. 20.

The 1817 limestone house sat on five acres of land, just five minutes from downtown Kingston. Known as the "Cluny House," it was surrounded by limestone fences and several trees. In the backyard stood a beautiful carriage house, which captured the interest of most visitors.

Barry Gordon, CAI, was very pleased with the $360,000 price for the historically designated property.

"When both the seller and buyer are happy", you know the auctioneers are happy, said Gordon, whose firm has made real estate auctions a specialty. "We've sold several properties this year with this one taking a full 20 minutes. Most properties sell faster, some as fast as three or four minutes."

Gordon Auctioneers, based in Kingston, marketed the house for 30 days prior to the auction. Potential buyers in Ottawa and western Ontario were made aware of the auction by advertisements in daily newspapers. Four-color brochures were sent out, also. Evidently the marketing was successful as over 500 people attended an open house five days before the auction.

(Continued on page 49)

from page 48

Auction Brings In More Than Expected

Musser Sales Co. Inc. of Billings, Mont., conducted an unique auction July 21-22, selling $262,000 worth of seized property for the U.S. Marshals Service.

Items sold on the auction block had been confiscated from a Billings couple and another man. All three were convicted of drug charges.

Approximately 5,000 people attended the two-day auction, which was held in Billings. Over 1,800 of them were registered as bidders.

The marshals service was only expecting up to $200,000 from the auction.

"The U.S. Marshals Service was extremely happy with the results and we hope, that for the benefit of the auction profession, it might well mean more government auctions for all of us in the years to come," said **Merton E. Musser** of Musser Sales Co.

Almost 1,000 items were sold at the auction, including 20 vehicles, a semi-load of tools, a broad array of sporting goods, electronic equipment, video cameras, television satellite receivers, large-screen televisions, computer components, stereo equipment, household furnishings, lawn and garden equipment, patio furniture and many other items.

Musser pointed out a few highlights from the auction. These were:

- a Wallace silverware set, $6,000.
- four Honda four-wheel all-terrain vehicles, $2,500 each.
- 1984 Chevrolet Suburban, $16,000.
- slot machines, $900 each.
- gold china, $750.

Illinois Is Antique Country

The Woody Auction Co. of Douglass, Kan., recently traveled to Decatur, Ill., to sell 900 pieces of art glass, glassware, porcelain, pottery, lamps, dolls, furniture and other antiques.

The two-day auction, held Sept. 16 and 17, provided buyers with nearly overwhelming choices. The items auctioned were from two collections.

"Either of these collections would have made a dandy auction," said **John Woody,** "but by putting them together, I believe we did provide an outstanding experience for a great many people."

Highlights from the auction included:

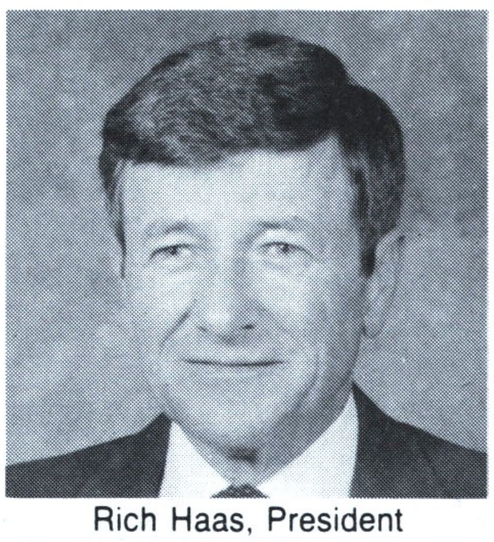
- Wavecrest jewel box, $425.
- Amberina thumbprint basket, $425.
- Quilted Cranberry pickle castor, $525.
- Cranberry Coinspot pickle castor, $475.
- set of Flow Blue in the "Kelvin" pattern, $975.
- Limoges plate with rooster and hens, $550.
- Rubina Verde French enamel vase, $425.
- R.S. Prussia Bluebird and Cottage cake plate, $325.
- 20 tulips in glass, $300.
- Nippon humidor with Indians and horses, $450.
- quilted Burmese toothpick, $375.
- signed Pairpoint scenic lamp, $750.
- Spanish Lace cracker jar in cranberry, $560.
- decorated pink satin MOP vase, $425.
- Webb MOP pink satin Herringbone bride's bowl, $950.
- American Brilliant period cut glass lamp, $2,250.
- Gone with the Wind Lamp, $1,000.
- handmade quilts, between $135 and $500.
- cane display case, $210.
- mahogany seven-foot grandfather clock, $580.
- turtle top, walnut table with marble, $500.
- oak secretary/china cabinet, $2,200.
- oak claw-foot china cabinet, $750.
- oval walnut parlor table with marble top, $575.
- Ansonia bronze figural clock with cavalier, $775.
- Mills dime-slot machine, $875.
- 24-inch China doll, $500.
- 23-inch French bisque, $550.
- 27-inch Greiner bisque doll, $225.
- bisque Bye-Lo Cry Baby, $225.
- 19-inch bisque Heubach, $850.
- 19-inch bisque doll with pierced ears, $950.

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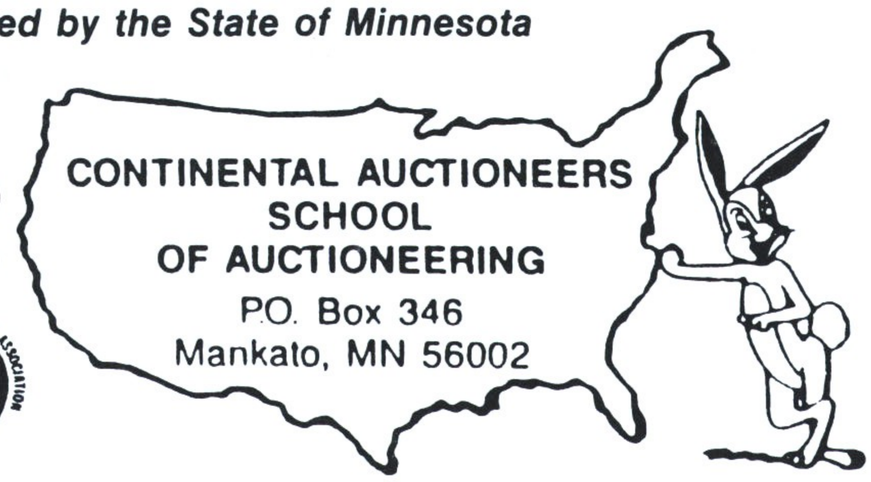
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Mendenhall School of Auctioneering

Fifty-seven students, representing 14 states and Canada, graduated Nov. 17 from Mendenhall School of Auctioneering in High Point, N.C. Instructors and staff members pictured include, seated from left to right, Willie Hubbard; Debbie Carter, secretary; ***Wayne Mendenhall,*** *vice president;* ***Forrest Mendenhall,*** *president; Betty Jo Mendenhall, secretary;* ***Larry Hedrick,*** *instructor; and Sue Turner, secretary. Other instructors not pictured included* ***H.W. Bolton,*** *Joe Byerly, Harold Craven, Herman Crawford, Michael Davis,* ***Louis Fisher Jr., Jerry King,*** *Bill Lanier, Charlie Lucas,* ***Wylie Rittenhouse, Gary Ryther, Phil Viviano,*** *Dan Williams and Carson Womack.*

Attention

State and Provincial Newsletter/Magazine Editors

We want to list your information in *The Auctioneer.* Please complete the following form and mail it today:

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Mail To: Director of Publications
National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

NAA Membership Application

(For Use By New Members Only)

New Member Dues:

Active Members — $75
Associate Members — $37.50
Affiliate Members — $150.00

NAA Membership Classifications:

Active Members — Any auctioneer who is of good moral character shall be eligible for Active Membership.

Associate Members — Individuals who are employees of Active Members, but who are not auctioneers, shall be eligible for Associate Membership in this Association.

Affiliate Members — Individuals who are owners of auction businesses of any type, but who are not auctioneers, or while not engaged in the auction business, have interest requiring information regarding the auction industry and are in sympathy with the objectives of the Association shall be eligible for Affiliate Membership in this Association.

Application for: ___ Active; ___ Associate; ___ Affiliate Membership in the National Auctioneers Association

Please print: Name _____

Address _____

City _____ State _____ Zip Code _____

Phone: Residence Area Code _____ No. _____ Business Area Code _____ No. _____

New Membership Dues: Active - **$75**; Associate - **$37.50**; Affiliate - **$150.** Certain State Auctioneers Associations have reciprocal membership agreements with the National Auctioneers Association, requiring payment of both NAA and State Auctioneers Association dues. Information on states, which have reciprocal membership agreements with the National Auctioneers Association is available on request, or when membership application is made.

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

Your signature _____ Date _____

Your NAA sponsor's signature (optional) _____ Sponsor's name printed (optional) _____

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BUSINESS

Name of firm _____

Position you hold _____

Address _____

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How long have you been an auctioneer? _____

Do you specialize in one particular field of auctioneering? _____

If yes, name the particular field _____

List other fields of auctioneering in which you hold auctions.

(1) _____

(2) _____

(3) _____

Are you a member of a State Association? Yes _____ No _____

Which One(s)? _____

List offices held in State Association. _____

Please provide the following information for three character references in support of your application.

Name	Mailing Address	Business or occupation	Phone during the day
_____	_____		
	_____	_____	_____
_____	_____		
	_____	_____	_____
_____	_____		
	_____	_____	_____

Newsletter/Magazine Editors

As a public service, *The Auctioneer* is publishing the names of state/provincial association editors. If your state's information does not appear here, please forward it to the NAA director of publications.

California State Auctioneers Association: Carol A. Nuss, c/o R & P Auctioneers Inc., 14311 Newport Ave., Suite I, Tustin, CA 92680, (714) 832-8628 or (714) 997-5329. *The Chanticleer,* quarterly or more frequently depending on time-sensitive issues.

Florida Auctioneers Association: George E. Kelly, CAI, 17494 Lake Lindsey Road, Brooksville, Fla. 34601, *Florida Auctioneers Association Newsletter,* quarterly.

Illinois Auctioneers Association: Rondel L. Boyd, P.O. Box 160, Oblong, IL 62449, (800) 233-4722. *The Illinois Auctioneer,* quarterly.

Kansas Auctioneers Association: Myrna Wilson, Route 3 Box 284, St. George, KS 66535, (913) 494-2339. *Kansas Sunflower Auctioneer,* quarterly.

Minnesota State Auctioneers Association: Merridy Pike, P.O. Box 387, Princeton, MN 55371, (612) 389-2700. *The Minnesota Auctioneer,* three times per year.

Missouri Professional Auctioneers Association: Brent Voorheis, CAI, 10877 N. Highway J, Harrisburg, MO 65256-9730, (314) 874-5988. *The Missouri Auctioneer,* quarterly.

Montana Auctioneers Association: Carol Gordon, P.O. Box 923, Colstrip, MT 59323, (406) 748-2655. *Montana Auctioneers Newsletter,* quarterly.

Nebraska Auctioneers Association: Larry Hammer, 2501 S. 74th, Lincoln, NE 68506, (402) 483-7333. *Nebraska Auctioneers Association Newsletter,* three times per year.

New Jersey State Society of Auctioneers: Margaret Combs, CAI, P.O. Box 277, Whitehouse Station, NJ 08889, (201) 534-9441. *Auction Bill,* bimonthly.

Auctioneers Association of North Carolina: Jack Worley, Route 1 Box 108, Princeton, NC 27569, (919) 936-8281. *Carolina Crier,* quarterly.

Ohio Auctioneers Association: Byron Dilgard, CAI, 185 Union St., Ashland, OH 44805, (419) 281-2122. *The Buckeye Auctioneer,* quarterly.

Oklahoma State Auctioneers Association: Gail Patterson, P.O. Box 428, Frederick, OK 73542, (405) 335-2320. *OSAA Newsletter,* monthly.

Pennsylvania Auctioneers Association: Jeanie M. Staley, P.O. Box 551, Dauphin, PA 17018, (717) 921-2800. *The Keystone Auctioneer,* quarterly.

South Carolina Auctioneers Association: Ivan Broadwell, CAI, 214 Main St., Fort Mill, SC 29715, (803) 547-6677. *The Bid Caller,* quarterly.

Tennessee Auctioneers Association: Dr. Terry Evans, P.O. Box 1764, Columbia, TN 38402, (615) 381-0643. *Tennessee Auctioneer's Quarterly,* quarterly.

Texas Auctioneers Association: Pamela Smisek, 110 E. Norwood #2, San Antonio, TX 78212, (512) 828-5811. *Texas Auctioneer,* bimonthly.

Utah Auctioneers Association: Bonnie Jackson, 6760 S. 300 E., Midvale, UT 84047, (801) 268-3320. *The Gavel Gazette,* monthly.

Virginia Auctioneers Association: Barry Cole, CAI, Route 1 Box 182, Callaway, VA 24067, (703) 483-4539. *The Virginia Auctioneer,* quarterly.

West Virginia Auctioneers Association: Danny Woofter, Executive Director, 226 10th Ave., South Charleston, WV 25303-1129, (304) 744-4197. *West Virginia Auctioneer,* quarterly.

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John Reimold established an Auction Company in 1914. Under the guidance and direction of his son Bob for the past 40 years, the business has evolved into Reimold Brothers Auction Service, one of the best Auction companies handling the sale of Nursery stock in the country.

Reimold's also specializes in Real Estate and Agricultural Auctions , but it is Nursery sales that keep Bob and his sister Trish Loomis on the road over 4 months of the year.

Bob is currently the Auctioneer of the Year in the state of Pennsylvania, a well deserved honor. He is also a member of the State Board of Auctioneer Examiners, where he, and the other board members, are charged with the responsibility of monitoring the development of the auction profession to insure that the integrity of the auction business is maintained, by both the Auctioneer and the consumer. Bob is well qualified to carry out this task , believing in his fathers motto, *"Give a fellow whatever you owe him, and a little bit more"*; and one of his own, *"You follow the guidelines and obey the law or you don't do business"*.



Bob and his sister Trish in Bob's "cadillac"

Bob says that very few auctions stick out in his mind, *"they are important one day and gone the next"*, but you can bet that the$1.3 million Nusery Auction held in November will be remembered for a while. It was a 5 day sale with over 5,000 lots (over 1.5 million container units of plants, trucks, tractors, mobile homes, hoop houses , machinery and supplies).

After reviewing the available auction software, Bob selected SOLD II for his business a year ago, and has used it with a portable computer for all aspects of his business. After the November Auction, Bob stated that *"SOLD II was instrumental in landing the $1.3 million Auction over 5 other Auctioneers"*. He stated further that *"we sold over 5,000 lots and balanced within 23 cents"*. Bob has also installed SOLD II in his gallery for his weekly auction.

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Antiques & Americana

Pairpoint Lamps

by George Michael
Merrimack, N.H.

The Mount Washington Glass Works was created in South Boston in 1837. After several changes of hands, it ended up in New Bedford, Mass. The Pairpoint Manufacturing Co. was organized in 1880 to make items of plated silver: tableware, decorative items and the like. In 1894, the two joined hands as the Pairpoint Manufacturing Co., identified quite easily by the "P" mark inside a diamond. Since many silver items utilized glass inserts and both sold to each other, it was a logical union. The plant worked until 1958, turning out some of the most collectable items sought today.

Pictured is a puffy Pairpoint lamp. The shade features flowers that are in relief, much in the manner of repousse in silver. These are colored by hand and are quite decorative. They come in several sizes, and the height of the lamp and diameter of the shade affect value.

This one was sold at a Butterfield and Butterfield auction in June for $9,350, well beyond the presale estimate of between $1,000 to 1,500. This is not intended to suggest that all lamps that look like this have this kind of value—each must be judged on its size, decoration, color, condition and other factors. That an electric lamp made earlier in the century sells for far more than ancient oil and fat lamps, proves



that an item does not have to be old to be good. It is desirability that sets the price.

Most realize that other companies such as Bradley and Hubbard, Handel and the noted Tiffany turned out similar lamps and all must be judged on quality and desirability. Pairpoint lamps are most often signed on the base of the lamp and the inside rim of the shade. Without signatures, attribution is not enough.

Letters

From Barnstead, N.H.—I am enclosing a picture of a very old painting that was used for backing of another picture. Can you give me any information on it? It was signed, Wechsler, 18-97.

Answer: This looks like a chromolithograph done late in the last century as the 97 would suggest. It is unlikely an oil painting would have been used for backing. There are several artists listed with this name, so it would be difficult to tell you which one did it. They are all European. Most chromolithographs of that period are not overly valuable.

New Book

An American Sampler, Folk Art from the Shelburne Museum, National Gallery of Art, Washington, D.C.

This was published in conjunction with a traveling exhibition of folk art from one of America's greatest museums, Shelburne, located just south of Burlington, Vt. The collection was started by Electra Havemeyer Webb, who began collecting folk art long before it was fashionable, establishing as great a collection of as there is in this country. The book is a 212-page catalog full of illustrations, many in color.

The exhibition is at the Denver Art Museum through Jan 8. It will be at the Los Angeles County Museum of Art from Feb. 16 to April 30. Write the Shelburne Museum Book Shop at Shelburne, VT 05482, on how to acquire the catalog.

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Mark Your Calendars!

1990 NAA Real Estate at Auction Seminar Jan. 22-24, 1990

The Riviera Hotel & Casino Las Vegas, Nev.

Las Vegas, the Entertainment Capital of the World, has been selected by the National Auctioneers Association as the location for its 1990 Real Estate at Auction Seminar. The three-day event will be held at The Riviera Hotel & Casino, a first-class luxury resort hotel on the famous Strip.

The Las Vegas Valley, one of the fastest-growing metropolitan areas of the country, plays host to some 16 million people each year. While there, visitors enjoy the city's 24-hour casino action and star-studded entertainment, as well as family recreational possibilities that include Mount Charleston, Lake Mead, Hoover Dam, Red Rock Canyon and Wet 'n Wild amusement park.

The Riviera boasts four different shows, seven restaurants, health clubs, tennis courts, an Olympic-sized pool and shopping arcade. Nearby are major shopping centers and golf courses.

Tentative Seminar Schedule

Monday, Jan. 22

8:00 to 8:45	Registration
8:45 to 9:00	Announcements, Introduction of Participants
9:00 to 10:15	"Obtaining The Sale" Tommy Hunt, CAI
10:15 to 10:30	Break
10:30 to 11:45	"Working With Financial Institutions" George Hatcher, CAI
11:45 to 1:00	Lunch
1:00 to 2:30	"Negotiating The Closing" Joe Tarpley, CAI
2:30 to 2:45	Break
2:45 to 4:30	"Multi-parcel Mock Auction" Dean Howard, CAI
4:30 to 4:45	"Daily Wrap-up" Wayne Stewart, CAI, Education Chairman

Tuesday, Jan. 23

9:00 to 10:15	"Hazardous Waste — What Are The Red Flags?" Charles R. Aschwanden, Acting Chief, Enforcement Specialist Office, EPA'S National Enforcement Investigations Center.
10:15 to 10:30	Break
10:30 to 11:45	"Selling Real Estate At Absolute Auction" Bernard Brzostek, CAI
11:45 to 1:00	Lunch
1:00 to 2:30	"Video Auctions" Jim Odle
2:30 to 2:45	Break
2:45 to 4:30	"Advertising The Real Estate Sale" Martin E. Higgenbotham, CAI
4:30 to 4:45	"Daily Wrap-up" Wayne Stewart, CAI, Education Chairman

Wednesday, Jan. 24

8:30 to 11:45	"Great Ideas" Moderator: Wayne Stewart, CAI
11:45 to Noon	"Seminar Wrap-up" Wayne Stewart, CAI

Hotel Reservations

Seminar registrants must make their own hotel reservations for the Real Estate at Auction Seminar. The hotel reservation form will be mailed to the registrant upon receipt of seminar registration. Hotel reservations will be accepted on a space available basis only after Jan. 1, 1990. Single/double room rates are $68 per night.

Hotel Reservations 1 (800) 634-6753

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Walter H. Liff, ACTION AUCTIONS, Inc., Portsmouth, New Hampshire.

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Richard L. Spear, SPEAR Auction & Realty Co., Russellville, Arkansas.

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Antiques & Personal Property At Auction Seminar

March 19, 20, 21, 1990

Sheraton World Resort
Orlando, Fla.

Tentative Seminar Schedule

Monday, March 19

8:00 to 8:45	Registration
8:45 to 9:00	Announcements
9:00 to 10:15	"Sharing Experiences," Don Shearer, CAI, Kissimmee, Fla.
10:15 to 10:30	Break
10:30 to 11:45	"Designing Your Auction Presentation Portfolio," Brent Voorheis, CAI, Harrisburg, Mo.
11:45 to 1:00	Lunch
1:00 to 2:30	"Hints and Kinks Plus New and Old Ideas for Today's Professional Auctioneer," Richard O. Lust, CAI, Verona, Wis.
2:30 to 2:45	Break
2:45 to 4:30	"A Discussion of On-Site Auctions, By Appointment Auction Facilities, Legal Gun Auctions and More," Dave Kessler, New Paris, Ohio

Tuesday, March 20

9:00 to 10:15	"Auctioning Carousel Horses, Fairground Art and Other Unusual and Unique Commodities," David A. Norton, Coldwater, Mich.
10:15 to 10:30	Break
10:30 to 11:45	"How to Operate an Auction House," Gene Harris, Marshalltown, Iowa
11:45 to 1:00	Lunch
1:00 to 2:30	"Legal Considerations for a Profitable Sale," Vance J. Vantassell, Sacramento, Calif.
2:30 to 2:45	Break
2:45 to 4:30	"P.R. from the Block," Wil Hahn, Bath, Pa.
4:30 to 4:45	Wrap Up

Wednesday, March 21

8:30 to 10:00	Panel
10:15 to 11:45	"Great Ideas" session
11:45	Wrap Up, Adjourn

Hotel Reservations

Seminar registrants must make their own hotel reservations for the Antiques & Personal Property Seminar. The hotel reservation form will be mailed to the registrant upon receipt of seminar registration. Hotel reservations will be accepted on a space-available basis only after Feb. 19, 1990. Single/double room rates are $95 per night.

Sheraton World Direct Reservations:
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Registration Fees

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Enclosed is my check in the amount of $_____ made payable to the National Auctioneers Association for my 1990 NAA ANTIQUES & PERSONAL PROPERTY AT AUCTION seminar registration.

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Spouse/Guest Name: _____

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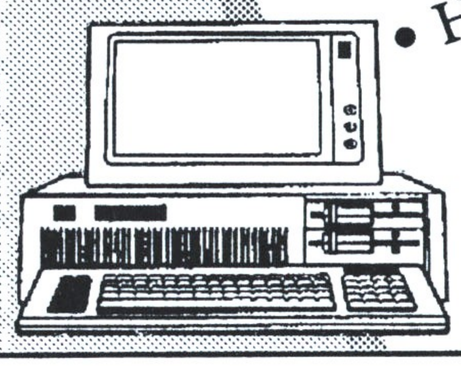
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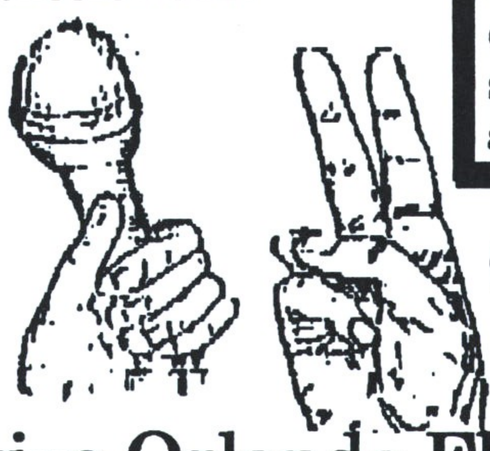
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Crocker, Charles C., Charles C. Crocker Auctioneers, 605 New Berlin Road, Suite 5A, Jacksonville, FL 32218, (904) 751-0569.
Deller, Ronald J., Deller's Auction Center, 112 S. Lunar Terrace, Inverness, FL 32650, (904) 568-0600.
Ferrara, Jeffrey C., 1329 Mohawk Drive, Port Charlotte, FL 33952, (813) 629-0792.
Groome, Wayne P., Merchandise Liquidators & Auctioneers, 2015 Vivada St., Orlando, FL 32803, (407) 896-4482.
Hipple, Gordon R., Bonanza Auctions, 9200 Turkey Lake Road, Orlando, FL 32819. (301) 326-2986.
Kratschman, Joseph C., "Little Joe" Auction Co., 26 Lone Oak Road, Spring Hill, FL 34610, (904) 799-7102.
Narus, Ed, 40 W. Lake Drive, Orange City, FL 32763, (904) 774-1665.
Speal, Frank Jr., P.O. Box 516, Hilliard, FL 32046, (904) 845-2870.
Shaia, Joseph A., Joseph Shaia Auctioneers, 2061 Basil, Orlando, FL 32821, (407) 240-8316.

Illinois

Davis, Jim, Jim Davis Auction Co., 1609 W. Cook St., Springfield, IL 62704, (217) 546-4497.
Goodman, David A., Martin Goodman Associates, 370 E. Kensington, Suite 200, Mount Prospect, IL 60056, (312) 253-3451.
Krausz, Mark, R.R. 1 Box 909, New Baden, IL 62265, (618) 588-4917.
Loggins, Charles E., C.E. Loggins & Son, 7147 S. Constance Ave., Chicago, IL 60649, (312) 684-1075.
Meisinger, Robert, Herman Behm Inc., P.O. Box 711, Antioch, IL 60002, (312) 395-0194.

Iowa

Clausen, Leroy, 3611 Parkdale Drive, Bettendorf, IA 52722.
Godwin, Dick, Godwin & Sons, Box 114, Yale, IA 50277, (515) 439-6681.
Sears, Larry, Rt. 1 Box 85, Malcom, IA 50157.

Kansas

Waterman, Brian M., Waterman Auction Co., P.O. Box 12721, Overland Park, KS 66212, (913) 341-1650.

Kentucky

Harris, Dale R., Paul Wilkerson & Sons, P.O. Box 2, Lowes, KY 42061.
Helton, Greg, Creative Realty & Auction Co., P.O. Box 1006, Barbourville, KY 40906, (606) 546-8089.

Maine

Buxton, Bruce A., Bruce A. Buxton Inc., Box 8780, Portland, ME 04104, (202) 772-6979.
Collins, Bruce D., R.R. 1 Box 113, Denmark, ME 04022, (207) 452-2197.
Weinstein, King H., King Real Estate, 198 Saco Ave., Old Orchard Beach, ME 04064, (207) 934-7622.

Maryland

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Sames, Margaret A., Sames' Auction Co., 1310 Marlboro Road, Lothian, MD 20711, (301) 741-1927.

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Rosselle, John C., John C. Rosselle Co., 182 Cherry St., Middleboro, MA 02346, (508) 947-2122.

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Mraz, Thomas Bernard, 14020 Frontier Lane, Burnsville, MN 55337, (612) 895-7332.
Siegel, Jerry S., Milton M. Siegel Co., 102 S. 29th Ave. W., Duluth, MN 55806, (218) 722-5727.

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Frisbie, Rick, 4205 S. Osage, Independence, MO 64055, (816) 373-7009.
Peckham, S.H., Missouri College of Appraisal & Auctioneers, 715 W. Bus. Hwy. 60, Mountain Grove, MO 65711, (800) 344-4565.

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Manasse, Charlie, P.O. Box 496, Whitney Point, NY 13862.
Weaver, Leon, Old Feed Mill Auctions, 318 Washington St., Boonton, NY 07005, (201) 334-1782.

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Soyars, Bill Jr., Soyars Auction Co., 144 Garden Grove St., Danville, VA 24541, (804) 792-1455.

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Eastman, Mark, Eastman Auction Service, 8019 Sexton Road, Snohomish, WA 98290, (206) 334-1933.

Wisconsin

Darling, Mark R., Darling Auction Service, Box 34, Fairchild, WI 54741, (715) 832-7703.
Walla, William L., Walla's Auction & Real Estate, 1723 County J, Little Suamico, WI 54141, (414) 826-5472.

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Costs

from page 35

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It is high time we, as professionals, eliminate from our field the auctioneers who auction as a hobby, for relaxation or recreation, or just for pocket change. No other profession allows such amateurs and non-professionals in its midst.

Singing

from page 39

When Gross first started out, women were a rarity in the auctioneering industry, now more and more are starting to join, she noted.

"All I ask is that I be treated as an equal in the profession," Gross said.

The appointment to the board of trustees came as a shock to Gross.

However, work she has done for the NAA Foundation Hall of History made her a logical choice.

The Hall of History is located in NAA national headquarters in Overland Park, Kan.

Many older auctioneers store valuable knowledge in their heads. To save that knowledge for future generations, Gross has been involved in a project to tape-record the memories of auctioneers who have been active for 25 or more years in the industry.

"Some of these people are gone now. That's a lot of history we would have lost."

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License Law Takes Effect In Arkansas

Arkansas has enacted a licensing law for auctioneers who conduct business in the state. The law went into effect July 1.

Seven people have been appointed to the Auctioneer's Licensing Board. Four of the seven are auctioneers. Appointed were Wayne M. Ball of North Little Rock, Barbara J. Cody of Wynne, **Dwayne Craig** of Gentry, Rose B. Highfill of Little Rock, Gary N. Magee of Piggott, Linda Sweeney of El Dorado and **Joe R. Wilson** of Hot Springs.

The law requires auctioneers to obtain a license from this licensing board. Livestock auction barn auctioneers are exempted from the law as are auctioneers at charity auctions and individuals selling their own property.

After July 31, 1990, all those wanting to receive a license must pass a written examination, which will cost $50. Until then, auctioneers can obtain licenses by proving they have been active in the auction profession.

The license fee is $50, both for the initial license and renewals. Licenses expire annually on June 30. Auctioneers must post a $2,000 bond to obtain the license.

Non-residents may obtain licenses, subject to several provisions in the law.

For further information, auctioneers can contact the licensing board's secretary, Betty S. King. The mailing address is Arkansas Auctioneers Licensing Board, 228 Pyramid Place, Little Rock, AR 72201, and the phone number is (501) 375-3858.



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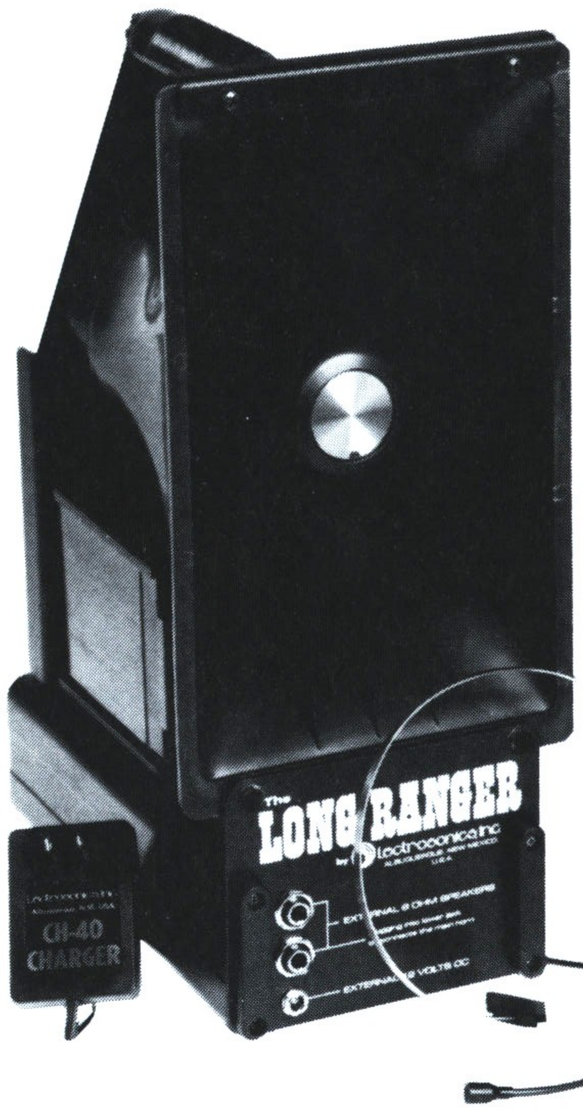
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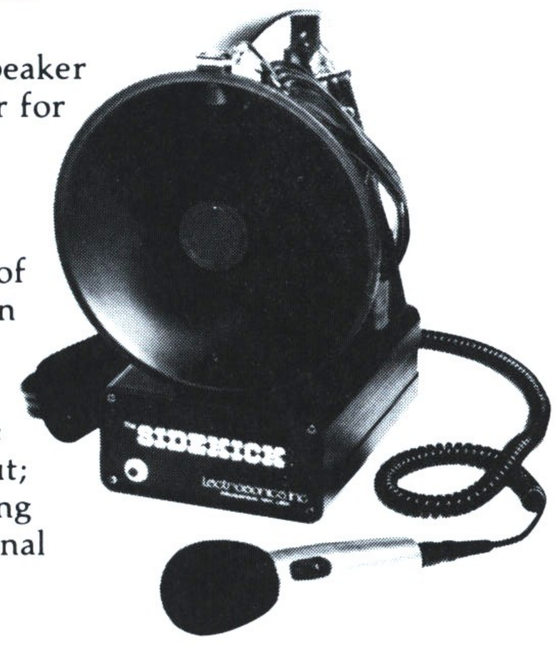


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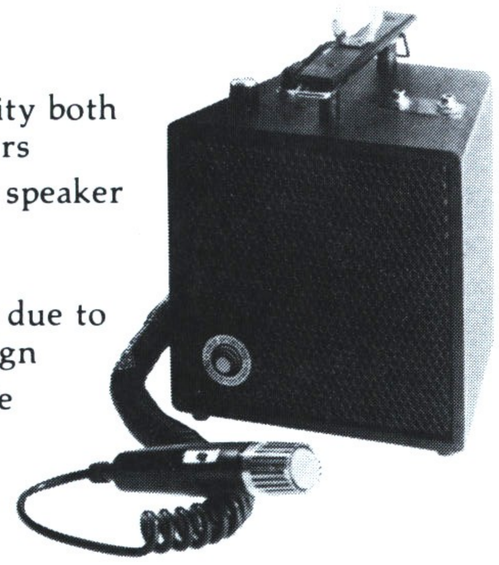
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anything."

Indeed, the Postal Service noted only that "vehicles have been maintained and are in running condition."

The first buyer is Jim Bonzo, 55, of Beaver Falls, who operates a heavy and used equipment firm.

"I'm gonna resell it. I have a heavy equipment place on (Route) 588, and I'll fix it up and resell it. The most I'll probably do is tune it up and repaint it."

What sort of profit does he expect to make?

"About 20 or 25 percent."

The next offering is also a Jeep, a 1975 with 39,566 miles on it. It goes for $535.

Then comes a 1974 Jeep, 36,303 miles, and it goes to a high bid of $625.

While all this is going on, Hostetter is talking, talking, talking, gimme this, gimme that, the words shooting off his tongue in a continuous stream ...

And somewhere in there, Floyd Early, 64, of New Matamoras, Ohio, spent $500 on a 1973 Jeep with more than 30,000 miles.

"I need it on the farm at home. It's for myself and my boys. I got two boys. Oh, and I have five girls, too. But I need a Jeep. I think it's a good deal or I wouldn't have bid on it."

And Earley is no partial-payment man. "I got cash. I came prepared to buy."

It wasn't that way with everyone. Dave Nesbitt, 32, of Canton, stood along the sidelines. watching the action with his 5-year-old son, Paul.

"I gotta get him something to play with," he joked, but he said that wouldn't happen until the offerings got down into his price range.

"One hundred or $150 is my limit," Nesbitt said, and he figured he'd have to wait until the auction neared its end until he would bid.

"They'll get down there," he added.

Also a sideline watcher was Jim Wallace, 24, of Raccoon, Beaver County, who was with his family.

"I'm waitin' on the Pintos," he said. "I blew the engine up in mine, and I'm hopin' to find a cheap one so I can take that engine out and put it in mine. Hopefully, I can find a cheap one.

"Most everything is goin' now for about $400, and I'm hoping to get a Pinto for about $150. Something in that range."

Kraft said the auction was held as part of the service's phase-in of half-ton and quarter-ton "all-purpose" vehicles manufactured by Grumman Corp. of Bethpage, N.Y. The new vehicles resemble milk trucks, and are larger with a bigger load capacity than the currently used Jeeps.

Kraft said the Postal Service hoped to average $400 per vehicle, and those that weren't sold would probably have to be scrapped. "We'll have to take them to a crusher and get rid of them that way."

From the way Hostetter was operating, however, it appeared that the crusher wouldn't be getting too much use.

Hostetter, 34, is a former professional golfer — "It wasn't panning out so I decided to get an honest job" — and a 1977 graduate of Pennsylvania State University.

The Hostetter auctioneers include his father, Sherman Sr., and brother, **Lee,** and they've been operating for more than 35 years.

In the few years that Sherman Jr. has been in the family business, he has auctioned off just about everything, including real estate, heavy equipment, furniture, glassware, coins, jewelry, kitchen items and the prehistoric deer antlers.

"Anything legal," he said, "can be sold by auction."

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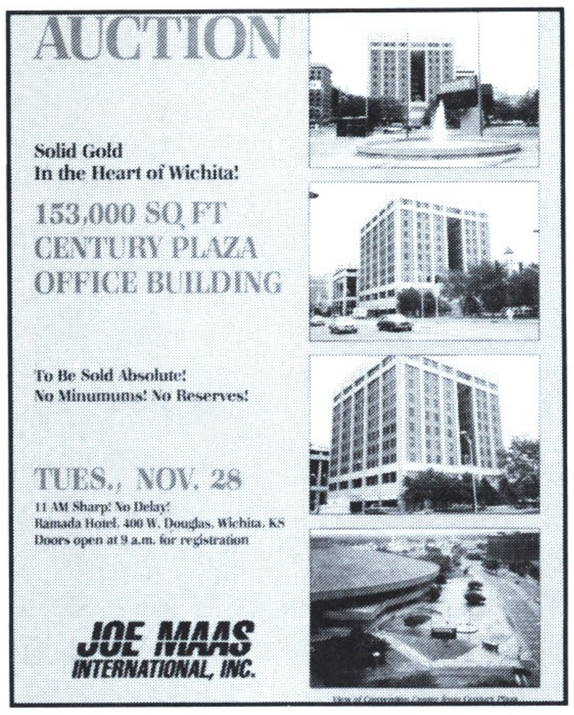
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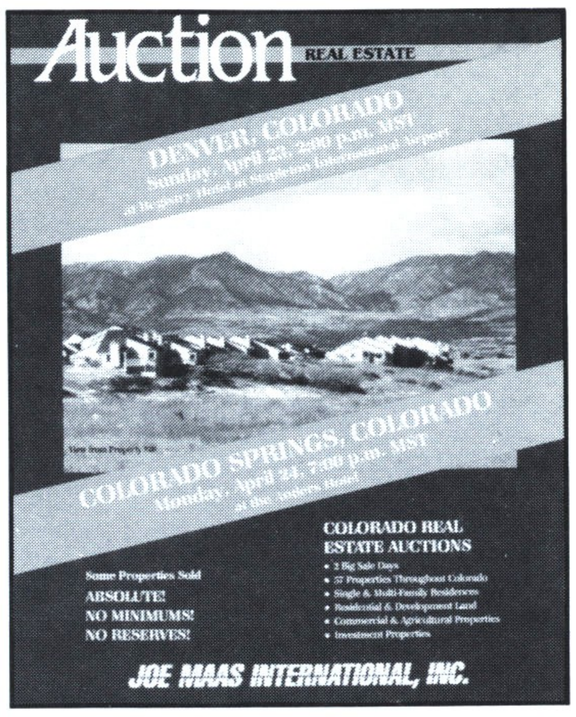


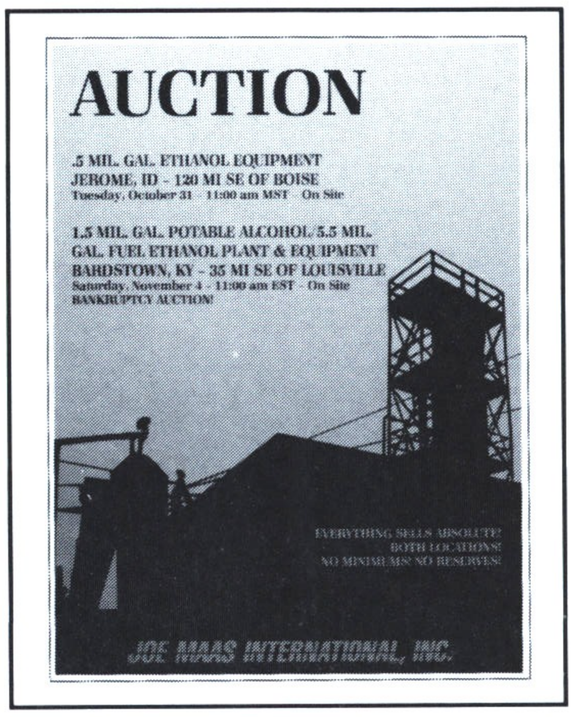
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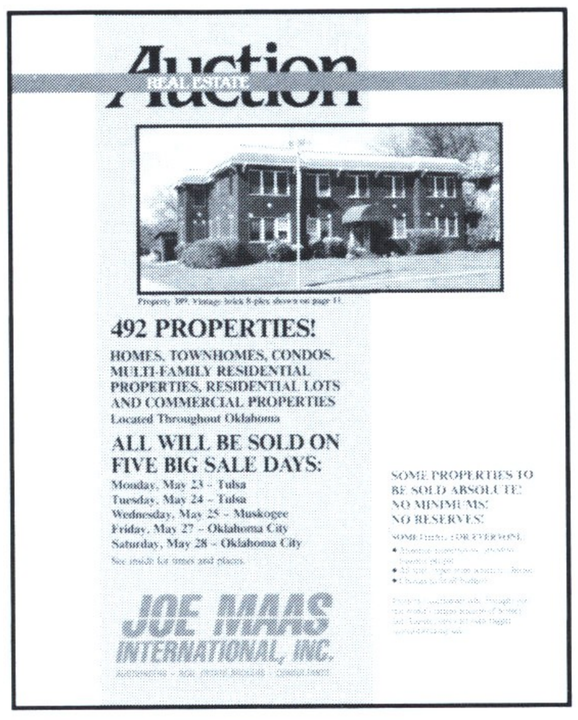
NORM'S COIN SHOP

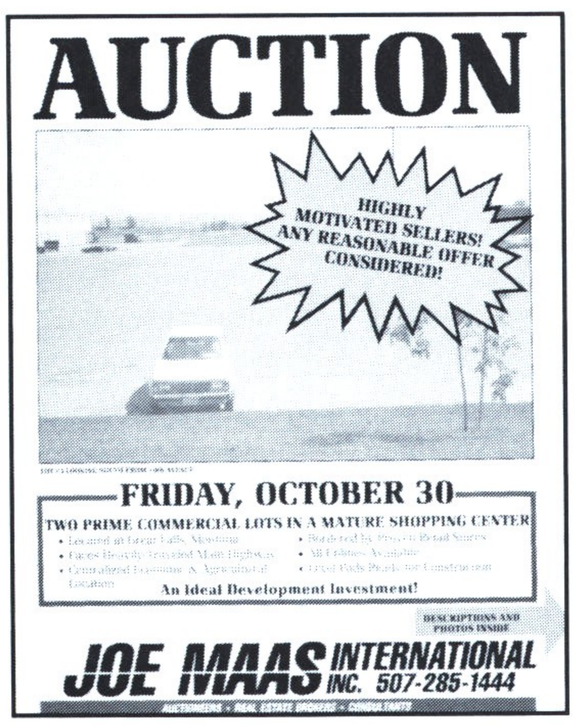
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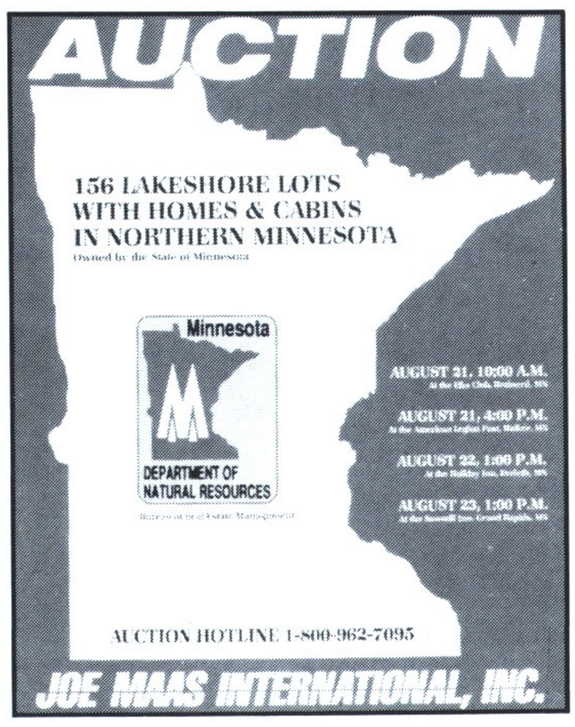


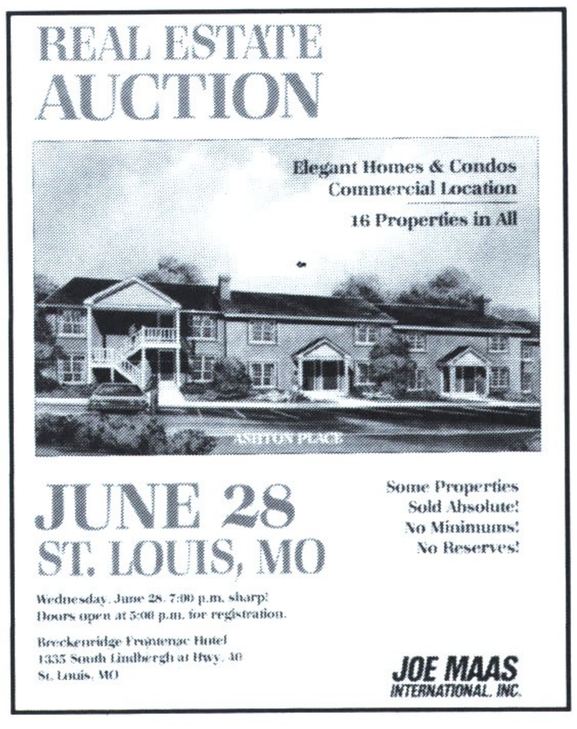












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4 West Virginia Association	5	6	7	8	9 Montana	10 Association Texas State Seminar
11	12	13	14	15	16	17
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25	26	27	28			

Convention and Seminar Dates

1990

Jan. 6-7: Colorado Auctioneers Association, Holiday Inn North, Denver, CO. Contact: Raymond L. Holt, (719) 598-5556. (NAA Representative: Jim Gall, CAI.)

Jan. 10-13: Pennsylvania Auctioneers Association Inc., Harrisburg Marriott, Harrisburg, PA. Contact: Jeanie M. Staley, (717) 921-2800. (NAA Representative: Ronald W. Faison.)

Jan. 12-14: Virginia Auctioneers Association, Marriott Hotel, Roanoke, VA. Contact: Barry Cole, CAI, (703) 483-4539. (NAA Representative: Ronald W. Faison.)

Jan. 13-14: Idaho Association of Professional Auctioneers, Boise, ID. Contact: Rick Musick, (208) 362-0687. (NAA Representative: Eddie Haynes, CAI.)

Jan. 13-15: Ohio Auctioneers Association, Stouffer's Dublin Hotel, Dublin, OH. Contact: Larry Garner, CAI, (216) 627-5573.

Jan. 14-15: Wisconsin Auctioneers Association Winter Seminar, Stevens Point Holidome. Contact: Robert J. Massart, CAI, (414) 468-1113.

Jan. 17-19: CAI Seminar, Snowmass, CO. (Open to NAA members.)

Jan. 19-21: Auctioneers Association of North Carolina, Hilton Hotel, Asheville, NC. Contact: Pat Worley, (919) 936-8281.

Jan. 22-24: NAA "Real Estate At Auction" Seminar, Riviera Hotel, Las Vegas, NV.

Jan. 25-27: Michigan State Auctioneers Association, Sheraton Inn, Lansing, MI. Contact: Brian P. Lovellette, (517) 372-7391. (NAA Representative: Robert Steffes, CAI.)

Jan. 25-27: Minnesota Auctioneers Association, Holiday Inn Convention Center, New Ulm, MN. Contact: Arden Harberts, (507) 376-5969. (NAA Representative: Wil Hahn.)

Feb. 3: New Jersey State Society of Auctioneers, Hyatt Regency, New Brunswick, NJ.Contact: Adrian Gill, (201) 355-7290.

Feb. 3-4: West Virginia Auctioneers Association, Ramada Inn, South Charleston, WV. Contact: Danny Woofter, (304) 744-4197. (NAA Representative: Ronald W. Faison.)

Feb. 9-10: Montana Auctioneers Association, Missoula, MT. Contact: Arlene and Ray Hawk, (406) 777-5120.

Feb. 10: Texas Auctioneers Association Seminar, Sofitel Hotel, Houston, TX. Open to all auctioneers. Contact: Charles Connour, (817) 545-9845.

March 19-21: NAA "Antiques & Personal Property" Seminar, Sheraton World Resort, Orlando, FL.

March 25-31: Certified Auctioneers Institute, Indiana University, Bloomington, IN.

April 7-8: Iowa Auctioneers Association Spring Convention, Howard Johnson Motel, Merle Hay Road, Des Moines, IA. Contact: Howard Buckles, (319) 293-3305. (NAA Representative: Ronald W. Faison.)

April 22-23: Kentucky Auctioneers Association, Holiday Inn South, Lexington, KY. Contact: Kenneth Watts, (606) 885-3355. (NAA Representative: Ronald W. Faison.)

April 22-23: New Hampshire Auctioneers Association, Holiday Inn, Nashua, NH. Contact: Steve Schofield, CAI, (603) 539-6619.

May 4-6: South Carolina Auctioneers Association, location to be announced. Contact: Shirley Broadwell, (803) 548-2037. (NAA Representative: Ronald W. Faison.)

May 5-6: Nebraska Auctioneers Association, Ramada Inn, Kearney, NE. Contact: William E. Rut, (402) 946-6731. (NAA Representative: Wayne Stewart, CAI.)

June 8-10: South Dakota Auctioneers Association, Sioux Falls, SD. Contact: Kristi Fischer-Wagner, (605) 226-2955.

June 12-14: Wisconsin Auctioneers Association 40th Anniversary Convention, Heidle House, Green Lake, WI. Contact: Robert J. Massart, CAI, (414) 468-1113.

June 21: Texas Auctioneers Association, Sofitel Hotel, Houston, TX. Contact: Charles Connour, (817) 545-9845.

July 10-14: NAA Convention, Hyatt Regency Hotel, Baltimore, MD.

Oct. 27-28: Iowa Auctioneers Association Fall Convention, Amana Holiday Inn, Amana Colonies, IA. Contact: Howard Buckles, (319) 293-3305.

1991

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

July 16-20: NAA Convention, Holiday Inn Central, Omaha, NE.

1992

July 28-Aug. 1: NAA Convention, Hyatt Regency Hotel & Radisson Plaza Hotel, Lexington, KY.

1993

July 20-25: NAA Convention, Radisson Hotel, Denver, CO.

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The Auctioneer
Advertising Information

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THE AUCTIONEER is published monthly except August (11 issues each year) by the National Auctioneers Association as an informational service to its members and to promote the auction method of marketing.

All advertisers are required to submit credit account information, an advertising agreement, and payment in advance (for first three months) before advertising will be accepted. Advertising must be camera-ready.

Deadline for February Issue: Dec. 29, 1989

SIZE:	Width X Height	1 – 5 Times	6 – 10 Times	11 Or More Times
Full Page	7-7/16 X 10	270.00	260.00	250.00
2/3 Vert.	4-7/8 X 10	190.00	180.00	170.00
1/2 Vert.	4-7/8 X 7-3/8	140.00	135.00	130.00
1/2 Hor.	7-7/16 X 4-7/8	140.00	135.00	130.00
1/3 Vert.	2-5/16 X 10	100.00	95.00	90.00
1/3 Hor.	4-7/8 X 4-7/8	100.00	95.00	90.00
1/4 Vert.	3-9/16 X 4-7/8	75.00	70.00	65.00
1/6 Vert.	2-5/16 X 4-7/8	50.00	47.50	45.00
1/6 Hor.	4-7/8 X 2-5/16	50.00	47.50	45.00
1/8 Hor.	3-9/16 X 2-1/4	40.00	38.50	37.00
1/12	2-5/16 X 2-5/16	29.00	28.00	27.00
1/18	3-9/16 X 1	22.00	21.50	21.00

Rates are for camera-ready ads. Typesetting additional.

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Halftones: 133 line screen

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No cancellation of premium positions accepted.

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Submit all advertising and other correspondence to: THE AUCTIONEER, c/o The National Auctioneers Association, 8880 Ballentine, Overland Park, Kansas 66214-1985. Phone: 913/541-8084, FAX (913) 894-5281.

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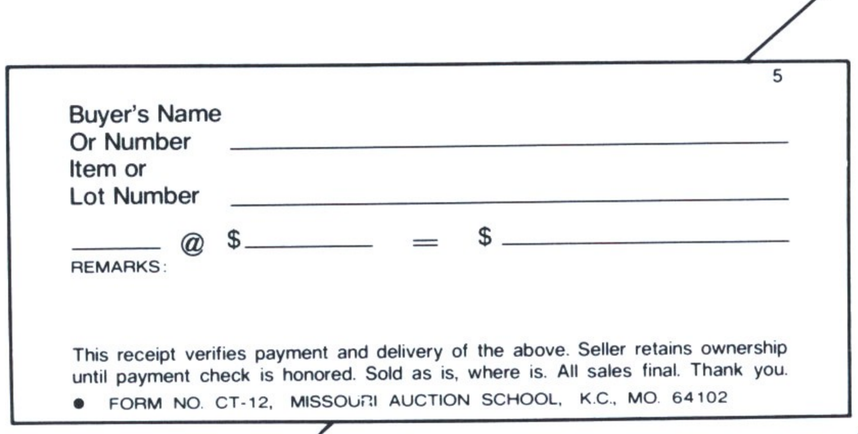
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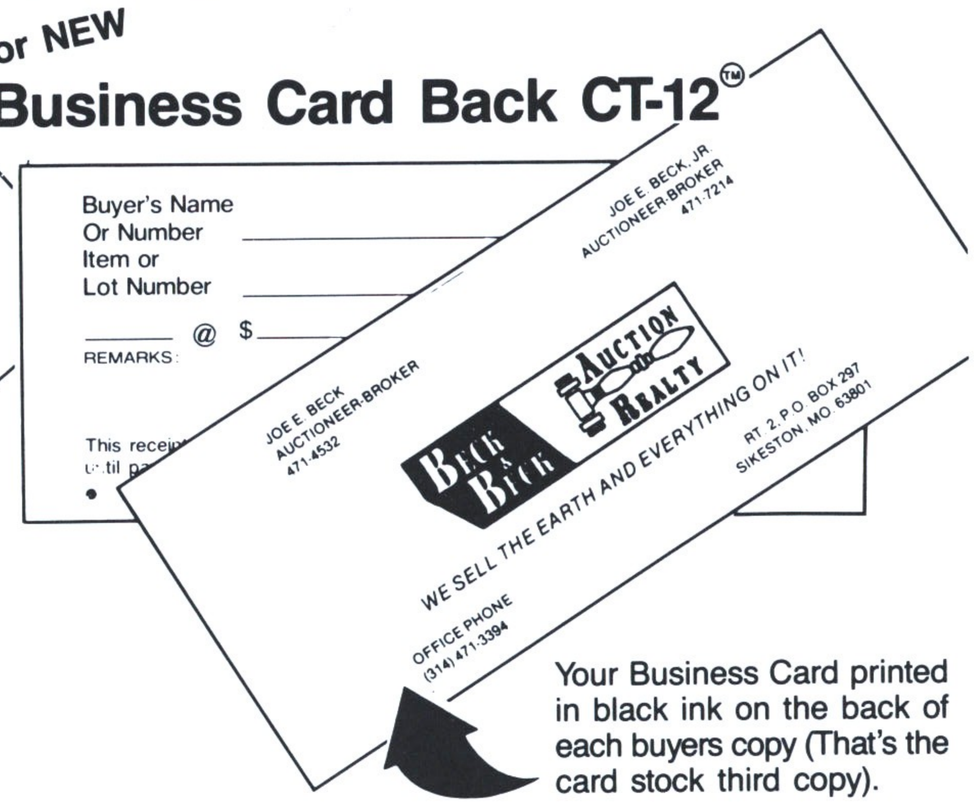
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☐ I don't need CT-12's. Below is my order for other supplies and or P.A. equipment.

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Owners Name_____

Street Address_____

City_____ State_____ Zip_____

Quantity	Description	Amount

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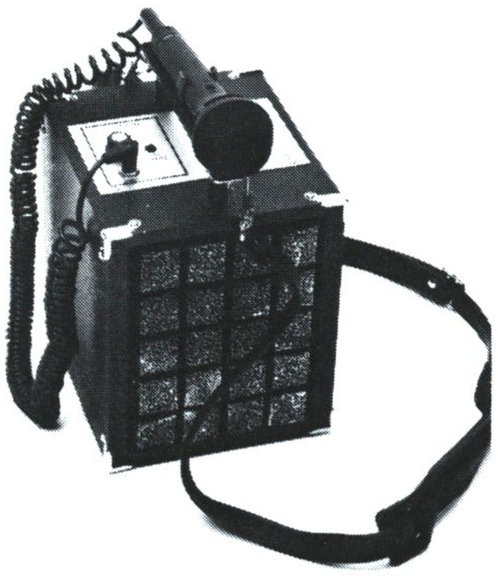
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The all new COLONEL Series of Portable Heavy Duty P.A. Systems Designed Exclusively for Auctioneers



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.

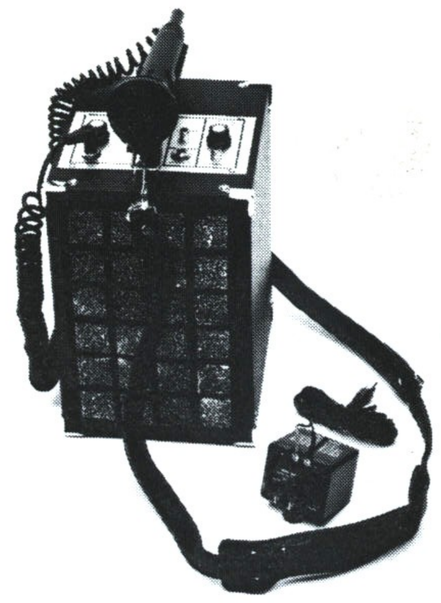
List Price: $395.00 **Auctioneers Cost: $237.00**

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.

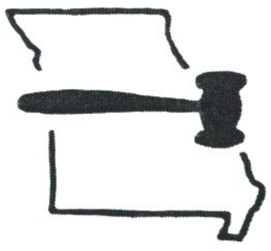
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Auctioneers Cost: $357.00



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