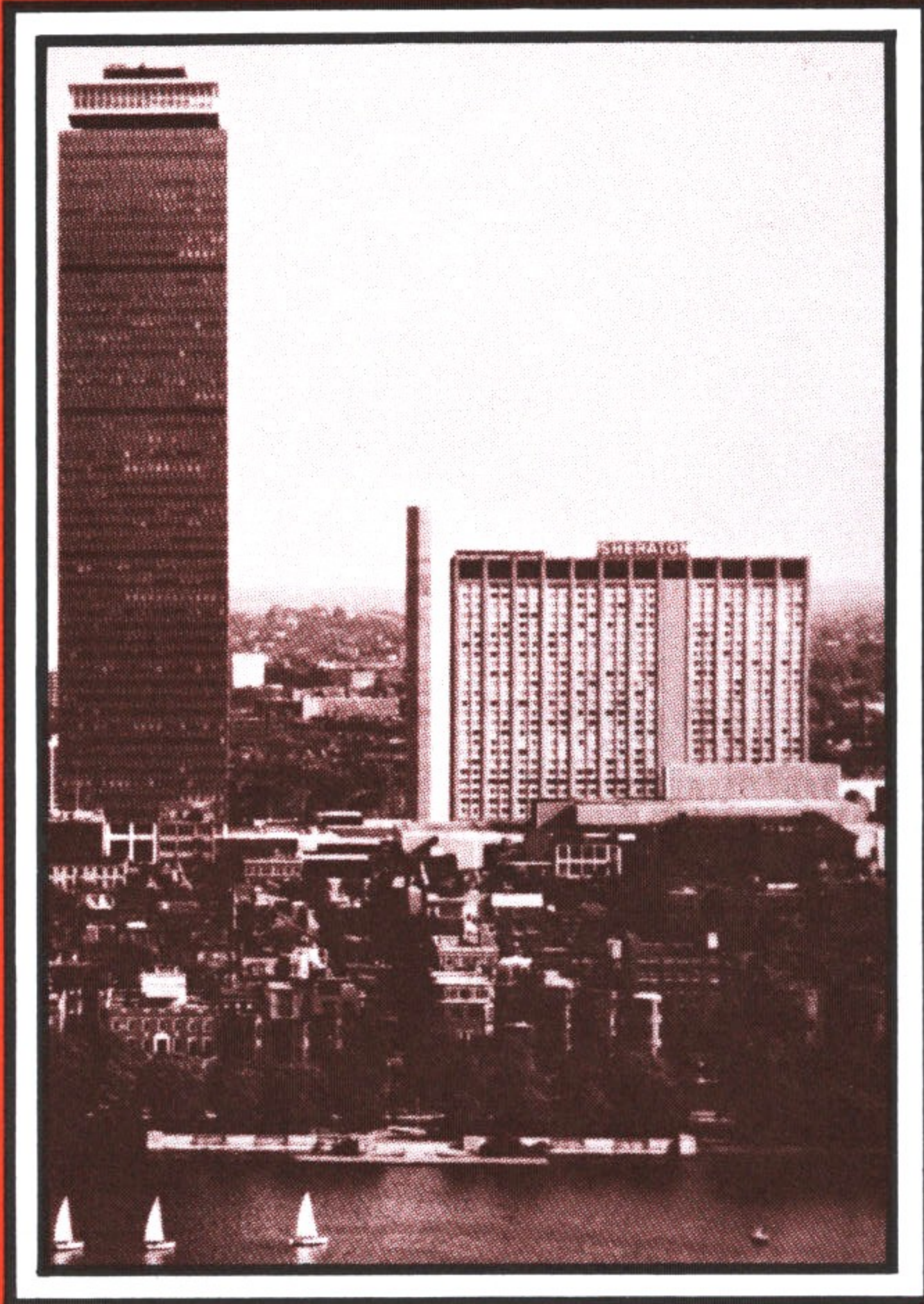


# THE AUCTIONEER®

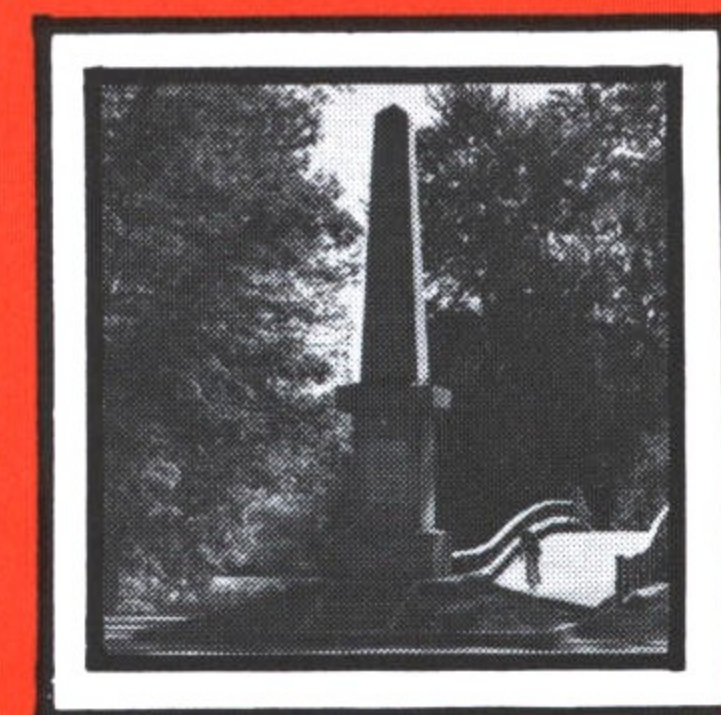
The Magazine of the National Auctioneers Association ● June, 1978



**Sheraton-Boston Hotel  
NAA Convention Headquarters**



**Paul Revere Statue**



**Concord  
Bridge**



**Public  
Garden  
Swan Boats**



**Old  
Ironsides**

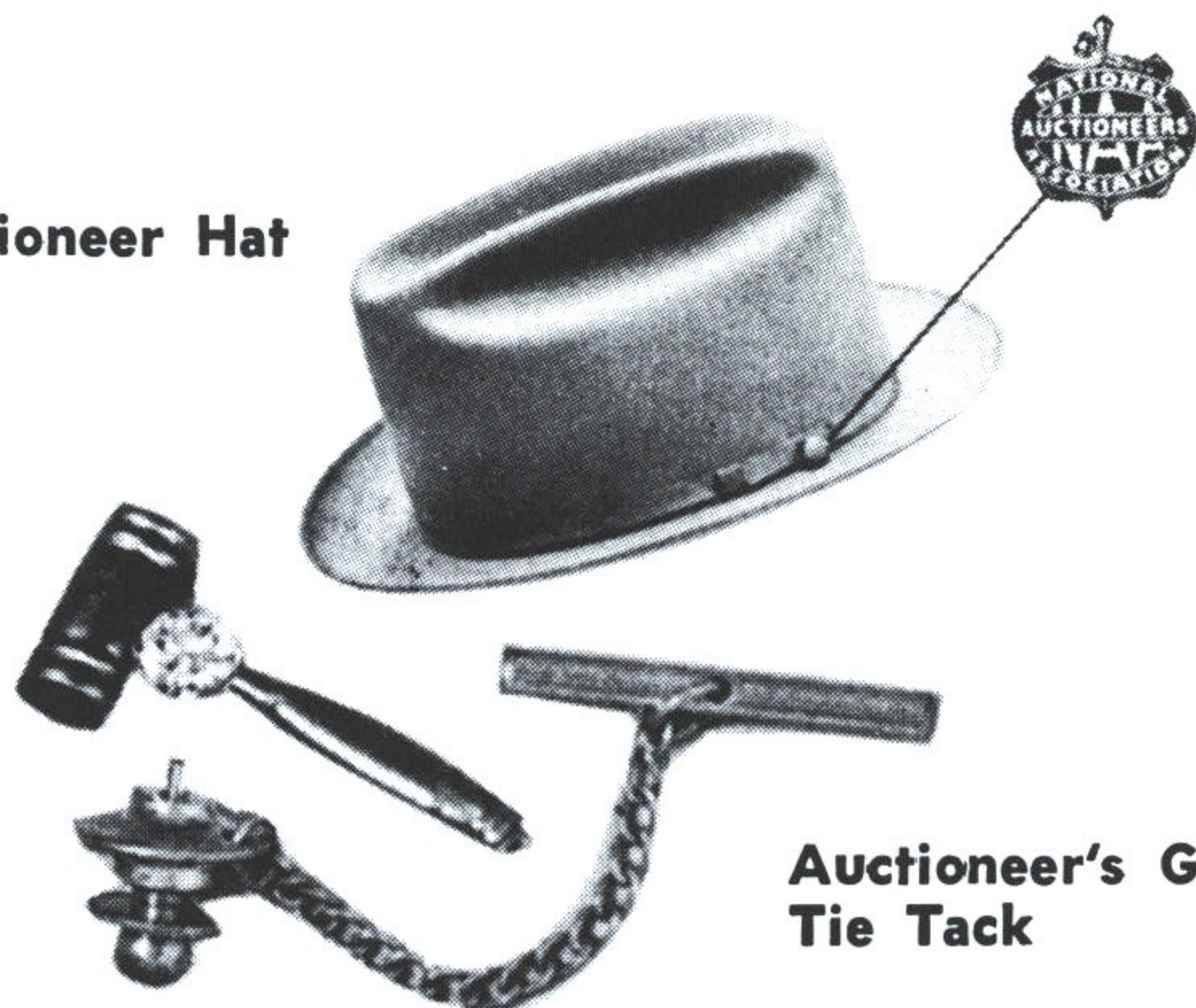
## BOSTON



**1978 NAA Clambake Convention  
Sheraton-Boston Hotel  
July 19-22, 1978**



**Auctioneer Hat**



**Auctioneer's Gavel Tie Tack**

**ALL NAA MEMBERS PLEASE NOTE!!!**

Everywhere we go and see auctioneers the question is always the same — "What do you have to offer for auctioneers?" Many suggestions have been made as to what different auctioneers would like to have. Janie and I have decided if the interest is out there we will have a catalog printed and offer anything we can secure that any of you might like to have.

We are going to bring to the convention in Boston some samples and if enough interest is shown we will stock some thirty different items that, if used, can help make you stand out as the best auctioneer in your area. We are thinking of such things as jump suits with the NAA emblem (your company name and your name appearing thereon) — monograms, T-shirts, jackets, car coats, soxs, gloves, ball caps, blazers with co-ordinated trousers, sterling silver auctioneer gavel tie tacks (with or without diamonds) — gold plated gavel with or without diamond — my regular line of silver belly auctioneer felt hats,

Panama and Milan straw hats as well as the famous Stetson (western — rancher — stampede and wisp), stick pins, cuff links, rain proof covers for all style hats, — plus anything enough of you think we should stock.

Hopefully I can run some pictures in the convention issue so you will be able to see what we are suggesting. We welcome your comments.

In the meantime order your summer straw hats now — either in white Panama or Milan straw — Panama's have 2½-inch brim; Milan comes in 2¼, 2¾ and 2½-inch brims as does our world famous Silver Belly Felt. Our London Fog-type wind breaker jacket is ideal for this time of year.

**Solid Gold tie tack**

w/.15K-high quality sparkling diamond .....\$189.95

w/.25K-high quality sparkling diamond ..... 249.95

**Other size diamonds up to 1 full karat-prices on request**

**Felt Silver Belly Hat** ..... 22.50

**White Panama** ..... 16.95

**Milan Straw (light tan)** ..... 14.95

**Jackets w/4-color emblem** ..... 19.95

**Car Coat w/emblem** ..... 39.95

**4-color NAA emblem** ..... 3.00

**Col. W. Craig Lawing**

**Tel.: Office: 704 399-6372; Home: 704 399-3260  
5521 Belhaven Blvd., Charlotte, NC 28216**

# A few words about the Auction Mart . . .



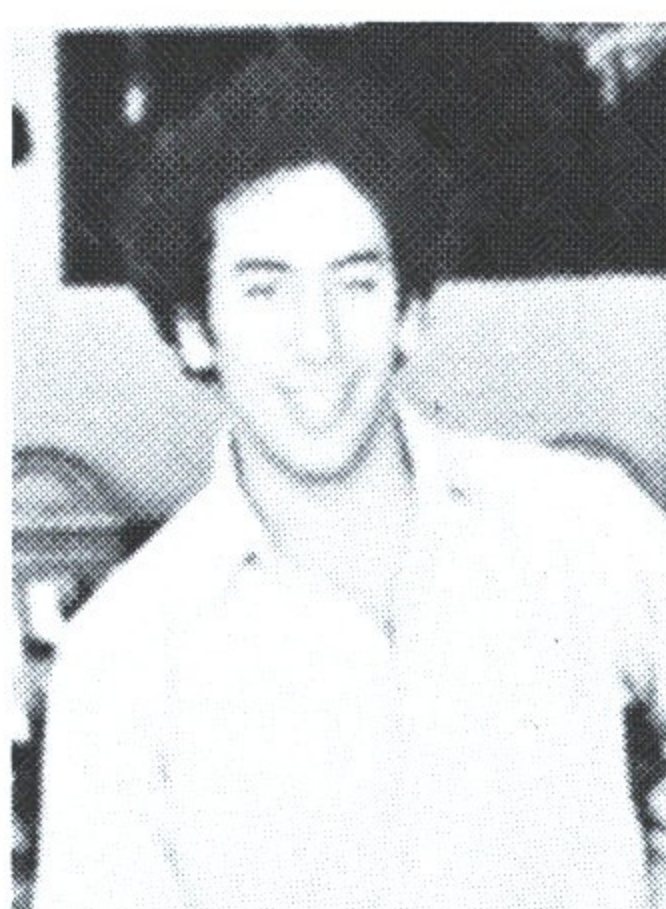
**"The Tribune delivers knowledgeable art buyers."**

Col. Archie Shore,  
Chairman, R.S.V.P.  
and The Sheridan Art  
Galleries.  
Lincolnwood, Illinois



**"If you don't use the Tribune, you're not serious about doing business."**

Gordon Pace  
Pace & Albert  
Auctioneers  
Ivanhoe, Illinois



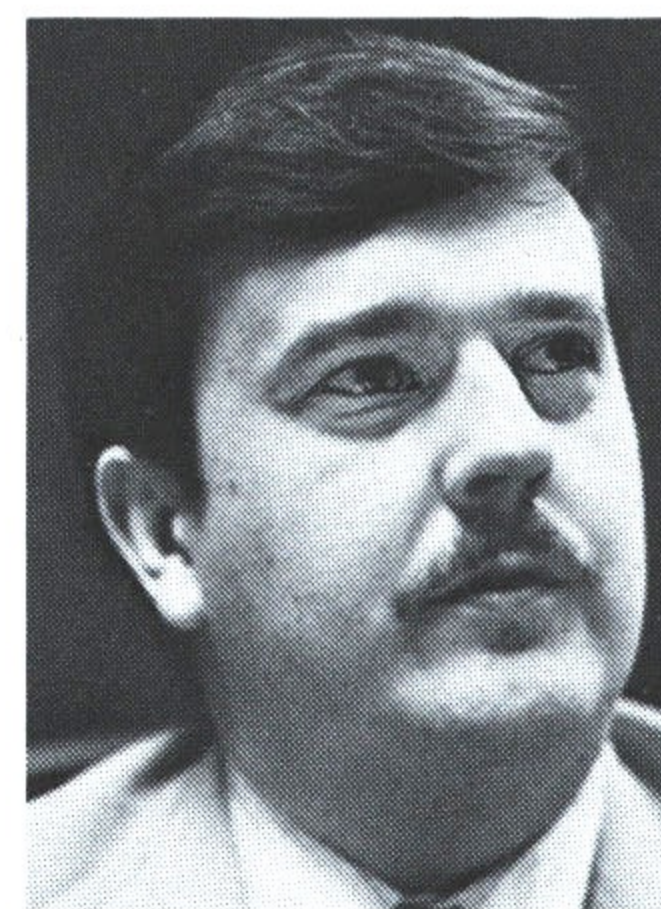
**"Switching to the Tribune paid off for me."**

Bruce B. Kodner  
Vice President,  
General Manager  
Howard Art Galleries,  
Inc.  
Chicago, Illinois



**"The Tribune's Auction Mart is the most effective in Chicago."**

Col. Stephen L.  
Winternitz  
President  
Stephen L. Winternitz,  
Inc.  
Northfield, Illinois



**"The Tribune Auction Mart made a believer out of me."**

Stan Wisniewski  
Office Manager  
Underwriters Salvage  
Company  
Elk Grove, Illinois



**"Without the Tribune, we wouldn't reach many good prospects."**

Mr. Herman Behm  
President  
Herman Behm &  
Associates  
Antioch, Illinois

To place your ad in the biggest Auction Mart in Mid-America, call Dave Mason at (312) 222-4493 or Charles Shanley at (312) 222-4042. Order deadline: Wednesday, 3 P.M.

Turn to the  
**Chicago Tribune**





**NAA PRESIDENT Martin E. "Marty" Higgenbotham (left) and 1st Vice President Harvey C. Lambright take time out from the Orlando Seminar to discuss NAA programs and goals.**

Dear Fellow Auctioneers:

As I listen to auctioneers talk at the various state conventions, I become more and more concerned about the attitudes and/or opinions of a number of auctioneers who have made such statements as "Our state does not have a licensing law — we can do anything we want!"

I feel certain that for the most part most auctioneers are aware of the various statutes that govern not only auctioneers but all business transactions wherein sales or services are involved. Two of the most important ones to concern yourself with are: The Universal Commercial Code (UCC), which has been accepted in 49 of the 50 states; and the fundamental contract laws and the statute of frauds which covers all transactions with the exception of real estate.

The portion of the statute of fraud pertaining to auctioneers will tell you explicitly what the buyers' and sellers' rights are as well as the position the auctioneer should take in disposing of said goods.

Copies of these statutes can be obtained from your attorney or your local legal services center. Again, those of you who have attended our seminars or the CAI have certainly been exposed to these statutes and are familiar with them. However, it concerns me a great deal that there are so many people so seemingly unaware of their existence and the implications of these statutes.

In any case, I would certainly recommend that all of us have on file a copy of these statutes so we can become familiar with them and advertise and conduct ourselves accordingly. Whether we have

## **All State Have "Auction Laws" Which Must Be Observed Even Though They May Not Have Auction/Auctioneers Licenses**

an auction commission in our state or not has **no bearing.**

I spent a weekend in Boston meeting with the New England council and Bill Moon, our convention chairman and everything in Boston is coming along fine. Programs have been set, instructors have been secured and to coin an old phrase, "the show is certainly on the road".

For the last couple of months now our Executive Director, Harvey McCray, has provided you with the registration forms in THE AUCTIONEER magazine. I also urge you to make your hotel reservations IMMEDIATELY and in the event you can not attend — all you have to do is cancel.

Looking at it from a jockey's point of view you could say we are "rounding the last turn and headed down the home stretch" . . . from a pilot's point of view you could say we are "making final approach" . . . from the auctioneer's point of view, I certainly hope you are "making final arrangements to make the biggest sale of the year in Boston, Massachusetts". We are counting on a record-breaking crowd and I hope each of you will make that extra-special effort to come to Boston and see where it all begins!

NAA Director and Past President, Wylie Rittenhouse has been appointed chairman of the 1978 Boston Fun Auction and he has chosen for his co-chairman Merle Straw, a past NAA Director. Arrangements have been made for the auction facility (Sheraton-Boston Hotel); the crew (Wylie, Merle and NAA members); and the crowd-buyers (NAA members, families and guests); and all they need now is merchandise (fun auction items/contributions).

Please reserve a good fun item and bring it (send it if you cannot attend) to Wylie/Merle for sale. The proceeds are used to defray the convention expenses.

Again, I want to apologize to the Iowa Association members for being late to your convention. Thank you for your courtesy in staying in session until we did arrive. And, a special thanks to Frank Bass, Montana, who has to be the greatest pilot around for without him, his airplane, knowledge & fantastic ability I would not have been able to make the Iowa Convention at all.

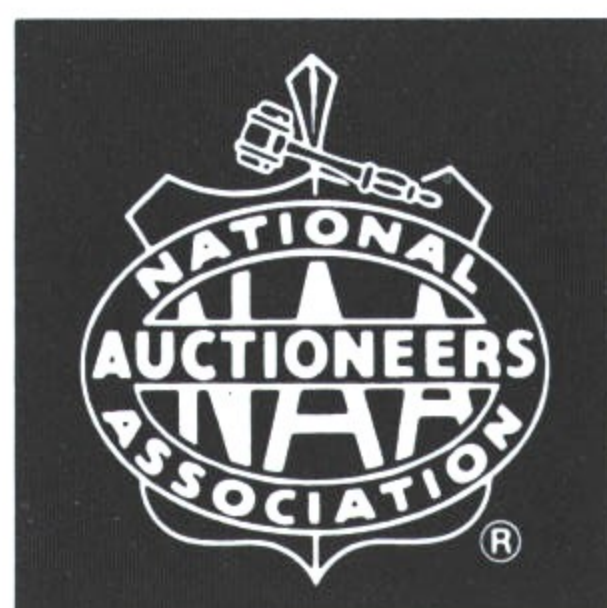
Also a special apology to the Kansas Auctioneers Association frankly there wasn't anything I could do about it — Mother Nature had her own plans that day!!! But, again I apologize for not being able to get from Denver to Dodge City as I sure hated to miss that meeting.

I only have a few thousand more miles to go and I am looking forward to seeing auctioneers in Oklahoma, Missouri, Alabama, Texas and Wisconsin.

**MARTIN E. "MARTY" HIGGENBOTHAM**

*Rely on the Professional . . .*

**Hire The Auctioneer Who Displays the NAA Emblem**





# THE AUCTIONEER

JUNE, 1978

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

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

Editorial and Advertising copy must be received in the NAA Office on or before the 10th day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before advertising can be accepted (see rate schedule below).

Single copies: \$1.00 each. Annual subscription rate (thru July, 1977, issue) — \$6.00 (11 issues); as of September, 1977, issue \$7.50.

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

Harvey L. McCray, Editor and Executive Director  
Mrs. Cheryl Griffith, Office Secretary  
Mrs. Helen Witters, Office Secretary

## Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

| 2. ADVERTISING RATES: | One (1) Time | Six (6) Times | Eleven (11) Times |
|-----------------------|--------------|---------------|-------------------|
| Full Page .....       | \$125.00     | \$120.00      | \$115.00          |
| Half Page .....       | 62.50        | 60.00         | 57.50             |
| Quarter Page .....    | 31.25        | 30.00         | 28.75             |

Column Inch: \$7.00 per column inch — column is 21 picas wide (3½ inches).

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

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

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

**NEW ADVERTISERS:** Submit payment in advance (with copy) before advertising will be accepted.

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

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 6.). If advertising is discontinued before completion of contract, short rates for space will apply.

5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method: saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color.

Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4¾ inches; Quarter page — 3½ by 4¾ inches or 7¼ by 2¼ inches.

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

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

## NAA Meetings Schedule

Scheduling has been approved by the NAA board of directors and the following NAA Conventions have been announced by the board for future years.

### NAA Convention Sites

1978 — Sheraton-Boston Hotel, July 19-22, Boston, Massachusetts

1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado

1980 — Opryland Hotel, July 30-August 2, Nashville, Tennessee

### 1979 NAA Seminars

January 29-30-31 — Sahara Hotel, Las Vegas, Nevada

February 19-20-21 — Opryland Hotel, Nashville, Tennessee

## National Auctioneers Association

### 1977-78 Officers

President — Martin Higgenbotham, 1702 E. Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094

1st Vice President — Harvey C. Lambricht, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012

2nd Vice President — C. E. Chuck Cumberlin, P.O. Box 248, Brush, Colorado 80723. Bus. Phone: 303 842-2822

Executive Director — Harvey L. McCray, 135 Lakewood Drive, Lincoln, Nebraska 68510. Bus. Phone: 402 489-9356

Treasurer — Dean Fleming, Atkinson, Nebraska 68713. Bus. Phone: 402 925-2801

### Directors

#### Terms Expiring 1980

Lyle Erickson, Box 239, Cresco, Iowa 52136. Bus. Phone: 319 547-3700

Herbert A. Bambeck, Route 1, Box 392, Dover, Ohio 44622. Bus. Phone: 216 343-1437

William L. Gaule, 909 W. Walnut, Chatham, Illinois 62629. Bus. Phone: 217 483-2484

Rex B. Newcom, Box 458, Whitewater, Kansas 67154. Bus. Phone: 316 799-2278

Bill Wade, Route 2, Box 302, McKinney, Texas 75069. Bus. Phone: 214 424-2602

#### Terms Expiring 1979

C. P. Terry Dunning, P.O. Box 866, Elgin, Illinois 60120. Bus. Phone: 312 741-3483

Wayne Ediger, 125 South Ash, Belle Plaine, Minnesota 56011. Bus. Phone: 612 873-2292

William J. Josko, 3482 Post Road, Southport, Connecticut 06490. Bus. Phone: 203 255-1441

Forrest Mendenhall, Route 5, High Point, North Carolina 27263. Bus. Phone: 919 887-1165

Hubert D. Songer, 1602 Jones Blvd., Murfreesboro, Tennessee 37130. Phone: 615-896-4067

#### Terms Expiring 1978

Wylie S. Rittenhouse, 9 Derrick Avenue, Uniontown, Pennsylvania 15401. Bus. Phone: 412 438-0581

R. A. Dick Mader, Box 147, Gillette, Wyoming 82716. Bus. Phone: 307 682-3882

John P. O'Connor, 2916 Chippewa Drive, Owensboro, Kentucky 42301. Bus. Phone: 502 685-2000

Marvin L. Smith, Hanover Road, Silver Creek, New York 14136. Bus. Phone: 716 934-4875

Ed Huisman, 5212 Lemon Hill Avenue, Sacramento, California 95824. Bus. Phone: 916 422-2792



## HOTEL CONFIRMATIONS SLOW IN COMING BACK FROM HOTEL

Many NAA members have called the NAA Office, or written, asking why they have not received confirmations from the Sheraton-Boston hotel. Many have used the NAA's Hotel Reservation Form more than once, thinking their reservation form was lost in the mail.

The hotel has been alerted to the problem and confirmations are expected to be submitted soon. Excuses have been offered by the hotel that the reservations department is understaffed, but they are aware that they have many, many hotel reservations' forms from the NAA members confirmed.

The NAA Office and Executive Director Harvey L. McCray is aware of the problem and has repeatedly asked that confirmations be sent to the NAA members who have sent in reservations.

The NAA will keep on it in hopes that you hear from the Sheraton-Boston soon (and before you read this article).

## NAA CONVENTION DEADLINES

Deadlines must be observed, which are important to the programs of the National Auctioneers Association. Most of the deadlines listed below affect NAA members' attendance at the 1978 NAA Boston Clambake Convention, July 19-22, 1978 — Sheraton-Boston Hotel, Boston, Massachusetts:

### Convention Hotel Reservations

**Today is the deadline** for having your hotel rooms reserved at the Sheraton-Boston Hotel in Boston, Massachusetts, if you plan on attending the 1978 NAA Boston Clambake Convention. The NAA will lose its hold on hotel rooms 30 days in advance of the NAA Convention and early reservations are mandatory.

Reserve the room in advance anyway and then if you find that you have to cancel, do so without penalty. Deposits are not required (guaranteed reservations are necessary if you don't arrive before 6:00 p.m. on the date of expected arrival), and all you need to do is cancel your room as soon as possible prior to your expected arrival date if you cannot attend the convention.

Use the form in this issue of THE AUCTIONEER magazine and reserve your Convention hotel room accommodations NOW!

### 1978 Convention Advance Registrations

**July 1 is the deadline** for Advance Convention Registrations to the 1978 NAA Boston Clambake Convention. The \$35 Convention Registration rate will be offered only to those who have their Advance Convention Registration postmarked on or before July 1, 1978.

Late registrants (those who do not register in advance or those whose Advance Convention Registration is postmarked after July 1, 1978) will be charged \$45 to register for the Convention.

The \$10 penalty is assessed only because the hotel asks for an early guarantee on food service and the food guarantees are set long before the convention events begin — 48 hours minimum. The NAA Office staff MUST KNOW as far in advance as possible how many people (anyone who will attend the food functions) will attend the 1978 NAA Boston Clambake Convention.

The NAA board of directors has adopted a policy that partial registrations cannot be sold for the NAA Conventions — it is impossible to sell tickets for events when the guarantee already has been set for the food functions. Full registrations pay for the administration of the entire convention and it is necessary to offer only full registrations.

Save money! Register in advance of July 1 and submit your registration to the NAA Office, complete with check, NOW!

The Convention Registration form is enclosed in this issue of THE AUCTIONEER magazine. Send it with your Convention Registration fees to the NAA Office, 135 Lakewood

**Come to the Clambake . . .**

## 1978 Boston NAA Convention Make Hotel Reservations Now!

*Reserve your hotel room accommodations now — remember, you must use the NAA Hotel Reservation Form to reserve space, with the NAA Convention rate, at the Sheraton-Boston Hotel — telephone reservations will not be accepted. NAA Rate in Main House is special rate for NAA members and most conventioners will reserve their rooms in the Main House.*

## Hotel Reservation Form

**National Auctioneers Association  
1978 Boston Clambake Convention  
Sheraton Boston Hotel & Towers  
July 19-22, 1978**

Arrival Day/Date \_\_\_\_\_

Arrival Time \_\_\_\_\_ Guaranteed \_\_\_\_\_

Departure Date \_\_\_\_\_

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sharing With \_\_\_\_\_

|                  | Main House<br>(NAA Rate) | New<br>Addition | Luxurious<br>Sheraton<br>Towers |
|------------------|--------------------------|-----------------|---------------------------------|
| Single Occupancy | _____ \$30               | _____ \$35      | _____ \$40                      |
| Double Occupancy | _____ \$36               | _____ \$41      | _____ \$46                      |
| 1 Bdrm. Suite    | _____ \$60               | _____ \$115     | _____ \$120                     |
|                  | _____ \$100              |                 |                                 |
| 2 Bdrm. Suite    | _____ \$140              |                 | _____ \$165                     |

**NAA Convention Reservations will be accepted until four weeks prior to opening date of the Convention (July 22). Thereafter reservations will be honored on a space available basis only.**

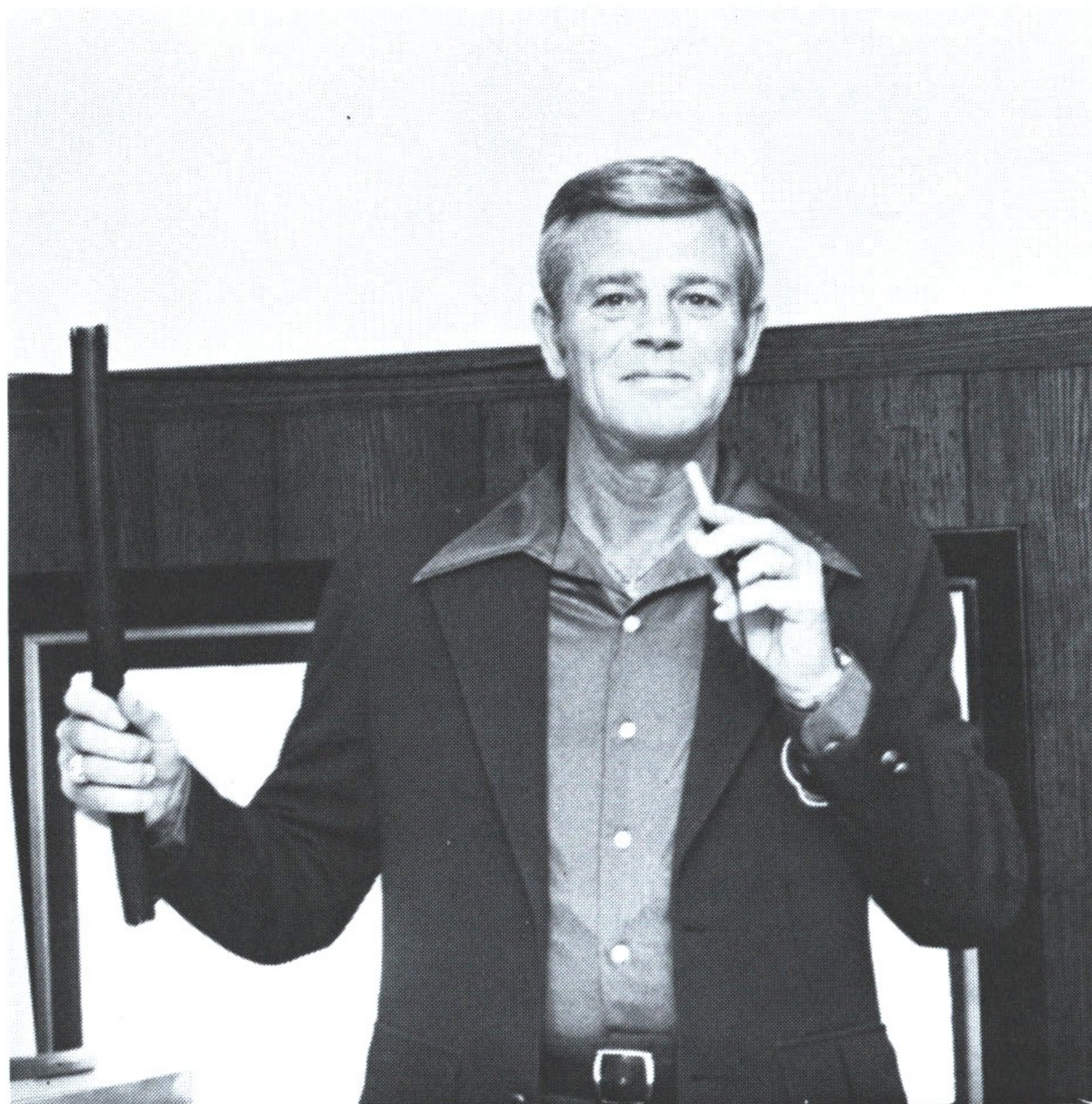
Rooms not available until 3:00 p.m. All reservations will be held until 6:00 p.m. unless Guaranteed Payment indicated above.

**Send this completed reservation form to: Sheraton-Boston Hotel, Prudential Center, Boston, MA 02199.**



## MEET COL. BILL LANIER

**Automobile Auctioneer  
High Point, North Carolina**



Col. Bill Lanier has been selling automobiles for nearly 25 years. He has sold automobiles in North Carolina, South Carolina, Virginia, Tennessee, Ohio and Florida. Col. Lanier is regarded as one of the top automobile auctioneers in the nation.

Col. Lanier has been on the Mendenhall staff for several years and his vast knowledge in the field of automobiles has proven to be a great asset to Mendenhall graduates across the nation.

*Nobody can train people to be good auctioneers better than the expert instructors at Mendenhall.*

# MENDENHALL

## School of Auctioneering

U.S. Hwy. 29-70 (I-85)  
High Point, NC 27263  
Phone: 919 887-1165

**Write or call for information today**

Drive, Lincoln, NE 68510.

Remember, with your registration give the NAA Office full particulars on everyone attending with you so that the NAA Office can complete your registration packet long before you get to Boston. Then all you need do is pick up your Registration packet without any delays.

### Advertising Contest Entries

**July 1 is the deadline** for NAA members sending in their entries in the 1978 NAA Advertising Contest. NAA members must choose one entry per category to enter the contest (additional copies may be sent for display at the convention), specifically marked for the category to be judged. The 1978 Advertising Contest categories include (awards will be given for both color and black & white — one color ink on paper color):

- Commercial & Industrial
- Farm (an operating farm liquidation)
- Real Estate
- Antiques
- "Specialty" (cataloged sales)
- "Institutional" (auction firm promotion)

The 1978 Advertising Contest Rules are as follows:

- Entries must display the NAA emblem or the statement that the auctioneer is a member of NAA.
- Entries must be submitted by July 1 to the home office.
- Entries must be on current year sales. (July '77 to July '78)
- Each member entering the contest must select one entry, which he feels he wants to be represented in any of the particular categories. Each entry must be labeled as to which category it represents. All other advertising submitted to the home office will be used for display only.
- Members of the advertising committee are not eligible.
- Previous year (1977) winners are not eligible to compete in the category in which they won previously but they may enter any of the other categories.
- Winners' entries will be returned to the home office and published in the Auctioneer.
- Awards will be given for first place in each category both for black & white and color entries.

Remember, July 1 is the deadline for which you must send your Advertising Contest — specifically marked which category you wish your entry judged in — one entry per category. Send the entry to the NAA Office, 135 Lakewood Drive, Lincoln, NE 68510 — postmarked on or before July 1, 1978.

### NAA Officers/Directors Nominations

**July 1 is the deadline** for NAA Officers/Directors Candidates to submit their written announcement that they wish to compete for an officer or director position with the National Auctioneers Association. The announcement then will be distributed to the NAA Nomination Committee for review, prior to leaving for the 1978 Boston Convention.

Get your announcement to the NAA Office NOW. (Candidates which already submitted announcements have been confirmed to them — if you have submitted an announcement and have yet to receive confirmation, contact immediately, the NAA Office, 135 Lakewood Drive, Lincoln, NE 68510 — ATTN: Harvey L. McCray, Executive Director.)

### 1981 and 1982 Convention Sites

**July 1 is the deadline** for State Associations in the west (1981) and east (1982) to submit their NAA Convention Site Bids to the NAA Office. Official proposal forms must be submitted and they have been made available through the NAA Office throughout the 1977-78 year. Several State Associations in both years have submitted convention proposals and their proposals will be considered by the NAA board of directors at the July 19, 1978, meeting, to be held preceding the NAA Convention at the Sheraton-Boston Hotel.

The sites to be considered by the board (with hotel and convention bureau proposal completed and submitted to the NAA Office to date) include (listed alphabetically by State Association's name):

1981 (West) — California Auctioneers Association — San Fran-



# National Auctioneers Association 1978 Advance Convention Registration Form

**Advance Registration Deadline June 30, 1978. Any and all Registrations Received After June 30, 1978 Will Be At The \$45 Regular Registration Rate.**

Auctioneer's Name \_\_\_\_\_  
Please Print Last First Middle Initial

Preferred First Name \_\_\_\_\_ Is This Your  
Or Nickname to Appear First NAA  
On Convention Badge \_\_\_\_\_ Convention? \_\_\_\_\_ Yes \_\_\_\_\_ No

If Spouse or Guest Registering for the  
Convention Give Full Name to Appear on Badge \_\_\_\_\_

Your Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**All members of family, guests, etc., should be listed if registering for Convention activities. Name listed will be shown on Name Badge. Name badges will serve as convention meeting permits.**

Children 12 years and younger — Registration Free when accompanied by adult registrant.

**List Name of All Members, Guests, etc., to be included in this registration and give age if 12 years of age or under:**

1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_  
5. \_\_\_\_\_ 6. \_\_\_\_\_

Please indicate total number of registrants in each activity selected and total amount being paid for:

## Registration Fee(s) Enclosed For:

\_\_\_\_\_ Individuals @ \$35 each for Advance Registration (Includes registration fees for badges and program, in addition to Thursday luncheon, Friday night bus transportation to and from Aquarium and Clambake dinner; and Saturday night Banquet and Ball): Total \$ \_\_\_\_\_

## Special Event(s) Fee(s) Enclosed For:

\_\_\_\_\_ Individual(s) @ \$8.25 each for AUCTIONEER'S Luncheon on Friday, July 21: Total \$ \_\_\_\_\_

\_\_\_\_\_ Individual(s) @ \$7.50 each for LADIES AUXILIARY Luncheon on Friday, July 21: Total \$ \_\_\_\_\_

**ADD UP TOTAL FOR ALL EVENTS SELECTED ABOVE: TOTAL \$ \_\_\_\_\_**

**Make check payable to: National Auctioneers Association and send check (TOTAL ADVANCE REGISTRATION PAYMENT) to National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510. NOTE: Advance Registration Fees must be submitted and received at the NAA Office on or before June 30, 1978.**

**This form is for NAA Convention Advance Registration Only. Information on and registration for Pre-Convention and Convention Tours and Activities will be published on behalf of the 1978 Boston Host Association.**

**Room Accommodations will be limited at the Sheraton-Boston Hotel. Please use the NAA Convention Hotel Reservation Form and reserve your room accommodations' needs IMMEDIATELY! The Hotel Reservation Form is included in this issue of THE AUCTIONEER magazine.**

## 1978-79 Dues Statement Ladies Auxiliary to the National Auctioneers Association

Yes, I also am enclosing my \$5.00 annual dues (1978-79) to the Ladies Auxiliary to the National Auctioneers Association.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



# DEALER'S AUCTION

Every 2nd & 4th Thursday of each month  
11:00 a.m. C.S.T.

Midway between Guin and Winfield, Ala.  
Hwy. 78 in Gu-Win, Ala.  
for information  
call 205-468-3556 or -2705

## ALL DEALERS WELCOME

Come BUY or SELL a load!! All merchandise  
sold — large & small lots.

10% Commission on all sales on premises  
cash, certified check or letter of credit from  
bank. We act as agents only and make no  
guarantees of seller's merchandise.

## NO JUNK

Dates for future Auctions:

June 8, 1978 • June 22, 1978

Phone:  
205-468-3556  
205-468-2705

Sale managed and conducted by:  
Webster's Auction Co.  
Route 2, Hwy. 78  
Gu-Win, Ala. 35563

Auctioneer:  
Col. Ray Webster  
Ala. Lic. #174

We Sell Anything for Anyone, Anywhere

Ray Webster, Member: Alabama and  
National Auctioneers Association



cisco; Nevada State Auctioneers Association — Las Vegas.  
1982 (East) — Georgia Auctioneers Association — Atlanta;  
Pennsylvania Auctioneers Association — Pittsburgh.

Other State Associations in the East Region have indicated their desire to bid on the 1982 NAA Convention, but to date hotel and convention bureau proposal form, completed, have not been filed with the NAA Office.

The policy of the NAA board of directors is that the State Association, by vote of its board of directors, decides in which city of the state the proposal is to be submitted and then the NAA Executive Director surveys the city and certifies that the hotels can accommodate the NAA Convention in accordance with the NAA's needs for convention and meeting space within the hotel.

The NAA board of directors will vote on the city and the hotel then will be confirmed, based on the availability of space, number of rooms, room rates, etc. after the city selection has been made.

## REPERT

### SCHOOL OF AUCTIONEERING

Tuition \$300 for 3-Week Term — Also Home Study

Founded in 1921

Decatur, Indiana

Box 189 46733 AC 0033

*Let's All Beat the President . . .*

### GOLFERS: Sign Up Now For 1978 Golf Tournament At the Boston Convention

NAA President Marty Higgenbotham plays golf at least once a year — during the NAA Convention's annual golf tournament. Now, as president, he must defend the honor of the many fine golfing presidents who have preceded him by playing his best game ever at the 1978 Boston Clambake Convention's "BEAT THE PRESIDENT" Golf Tournament.

NAA and Massachusetts Auctioneers Association member Robert "Bob" Chaffee has been appointed by Convention Chairman Bill Moon as the 1978 BEAT THE PRESIDENT Golf Tournament chairman. Bob has attended many NAA conventions in the past and plays, annually, in the NAA Golf tournaments. He has finalized the plans for the Boston golf outing and hopes many of you will participate this year and try to beat President Marty's score.

Bob Chaffee has arranged for a special treat at the 1978 Golf Tournament: Jimmy Nichols, famous one-armed golfer, will give a golf clinic (20-30) minutes at 11:30 on Tuesday, July 18 — just before the golf tournament begins at 1:30 p.m.

Jimmy is the Monson, Massachusetts, golf pro and has been playing professional golf for more than 30 years. Professional golfers do not use handicaps but Jimmy has one. His is more serious than a few strokes off his golf score — Jimmy Nichols is the most amazing golfer in the world, because he only has one arm and plays better than most golfers with two!

He is a member of the famous A. G. Spaulding & Bros. staff of golf consultants. He is in constant demand as a lecturer and conducts clinics on behalf of Spaulding. He an-

## BEAT THE PRESIDENT GOLF TOURNAMENT

Tuesday, July 18, 1978

**10:30 a.m. GOLFERS ASSEMBLY** — Lobby, Sheraton-Boston Hotel. Drive to Colonial Country Club, Lynnfield, Massachusetts.

**11:30 a.m. JIMMY NICHOLS CLINIC** — Learn about golf from A. G. Spaulding & Bros. staff member and outstanding one-armed professional.

**12:00 noon LUNCH** (on your own at the Colonial Country Club).

**1:30 p.m. BEAT THE PRESIDENT Golf Tournament.** Golfers will be organized by the "shotgun" method of tournament play to offer early return to the hotel. Tournament is 18 holes and Tournament Chairman Bob Chaffee will explain rules before tournament begins.

nually instructs similarly afflicted persons who look to golf because of its therapeutic value, and he consistently shoots par golf or better.

NAA members, who are golfers (and even duffers) will enjoy the 1978 NAA BEAT THE PRESIDENT Golf Tournament — the opportunity to beat Marty Higgenbotham is exciting, but the opportunity to learn from a pro — in life as well as in the sport of golf — will be beneficial to all signing up for the 1978 tournament.

Register now! Use the form below and Learn From Jimmy Nichols How To Beat Marty Higgenbotham in the 1978 BEAT THE PRESIDENT Golf Tournament. The tournament will be played at the Colonial Country Club, Lynnfield, Massachusetts (30 minutes drive from Boston). Golf Tournament registrants will meet in the lobby of the Sheraton-Boston Hotel at 10:30 a.m., Tuesday, July 18 and drive to the tournament. Transportation will be furnished by the Massachusetts (New England Council) hosts.

The Registration fee is \$11.00 per person and includes greens fees, awards and NAA gift. Extra charge will be made for cart rental (motorized) at \$11.50 (for two) each. The rules of the Tournament will be explained at the course.

### Registration Form

#### BEAT THE PRESIDENT GOLF TOURNAMENT

\_\_\_\_ Yes, sign me up for the 1978 NAA Beat the President Golf Tournament, to be held at the Colonial Country Club, Lynnfield, Massachusetts on July 18, 1978. I understand that I am to meet at 10:30 a.m. at the Lobby of the Sheraton-Boston Hotel on Tournament day.

\_\_\_\_ Here is my \$11 per person registration fee, which includes the cost of greens fees, awards and tournament administration (golfers will receive a gift at the tournament).

Payment enclosed for \_\_\_\_\_  
Golfers @ \$11 each. TOTAL \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

My handicap is: \_\_\_\_\_

(NOTE: NAA Golf Tournament Open to everyone attending the NAA Convention.)



## New England — Historically Exciting To All Attending the '78 Convention

June is already here and we have just over one month left before many of us will be taking time out of our busy auction schedules to travel to the NAA Clambake Convention in Boston, Massachusetts.

I wish you all a safe trip to and from the convention and the knowledge you will have obtained from our workshops will be rewarding and that the week of auctions you would have conducted will not have any affect on your financial status at the end of the year. So let's all of us send in our Convention registration today and attend the National Auctioneers Association Convention in Boston, Massachusetts.

**Hotel Reservations must be made in advance — and you must use the NAA Hotel Reservation form to obtain accommodations.**

The May issue of the Auctioneer told what Boston offers all of you attending the convention, but we have five other beautiful states that border Massachusetts and they all have something to offer you also.

First, let's go to Vermont, which is located to the north of Massachusetts. You will travel through the beautiful green mountains, where you will see many old rural New England farms; some being built back in the 17th century.

They will be bounded by old stone walls being the tradition in the Colonial Times. You will have to stop at one of the sugar mills and purchase some of that choice maple syrup and candy.

While there you will be able to see how the sap is taken from the trees and made in the final product of syrup and candy. You may even want to take a ride through the sugar bush. Vermont also has many historical places to see and brochures will be available at the convention.

After leaving Vermont you will travel east into New Hamp-

shire which also borders Massachusetts on the north. Here you can travel through the White Mountains and possibly visit the tallest mountain in New England, Mount Washington. Ride to the top of it in your motor vehicle or take the cog railroad. It's a wonderful trip.

Also in the White Mountains you can visit Old Man of the Mountain, The Flume, Castle in the Clouds, Santa's Land, and Benson's Animal Farm.

Also during your trip you will see many old antique shops that you may want to browse around in and find some old treasure you have been looking for for many years. I know the cost would only be a fraction of what it is worth back in your home state.

The fishing is also great in New Hampshire if some of you fishermen want to try your luck.

Next we go to Maine, the home state of Col. George Martin the Yankee Auctioneer, whom many of you know from going to the NAA conventions. George lives in a beautiful state also and you all know it's noted for its fine pine trees.

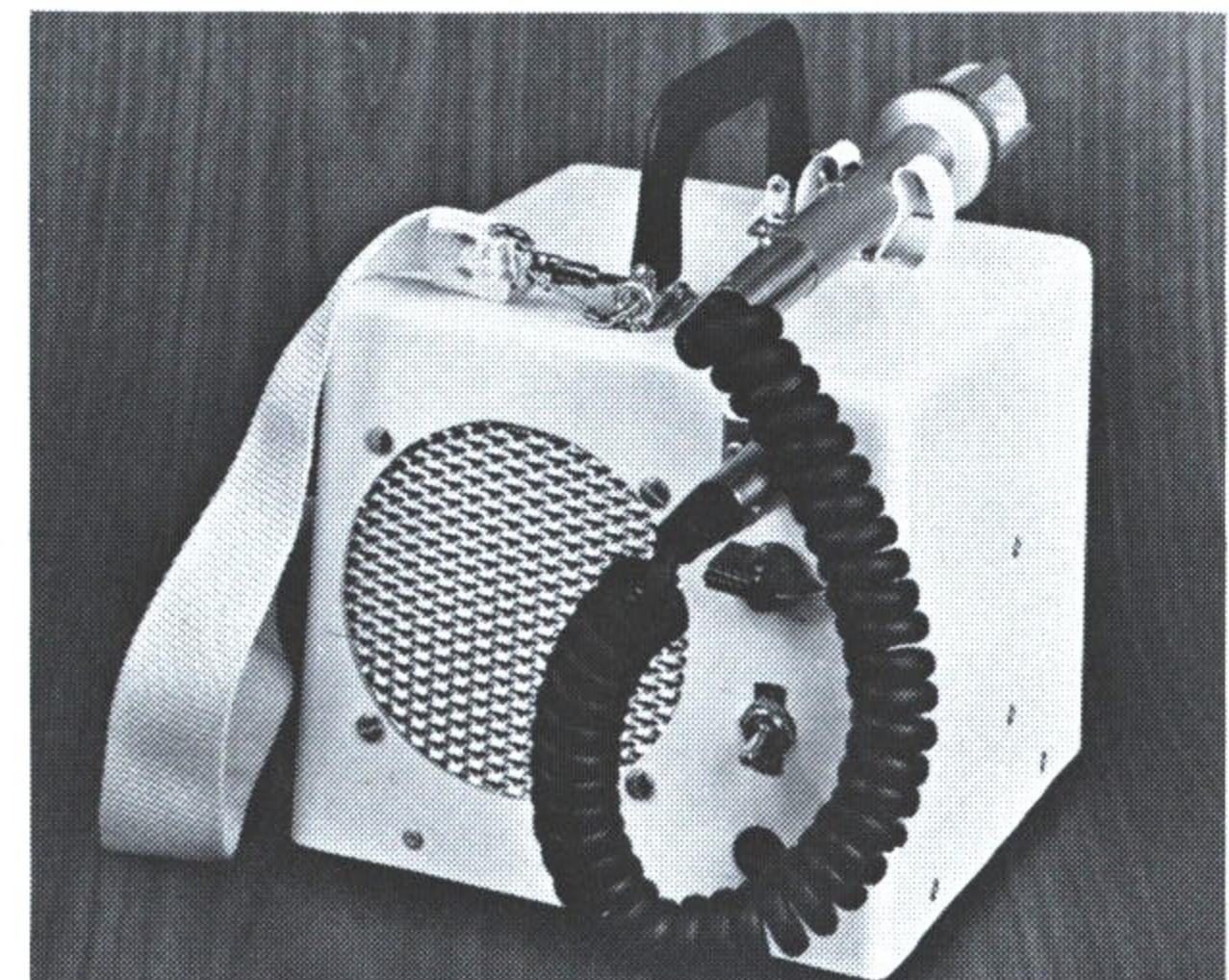
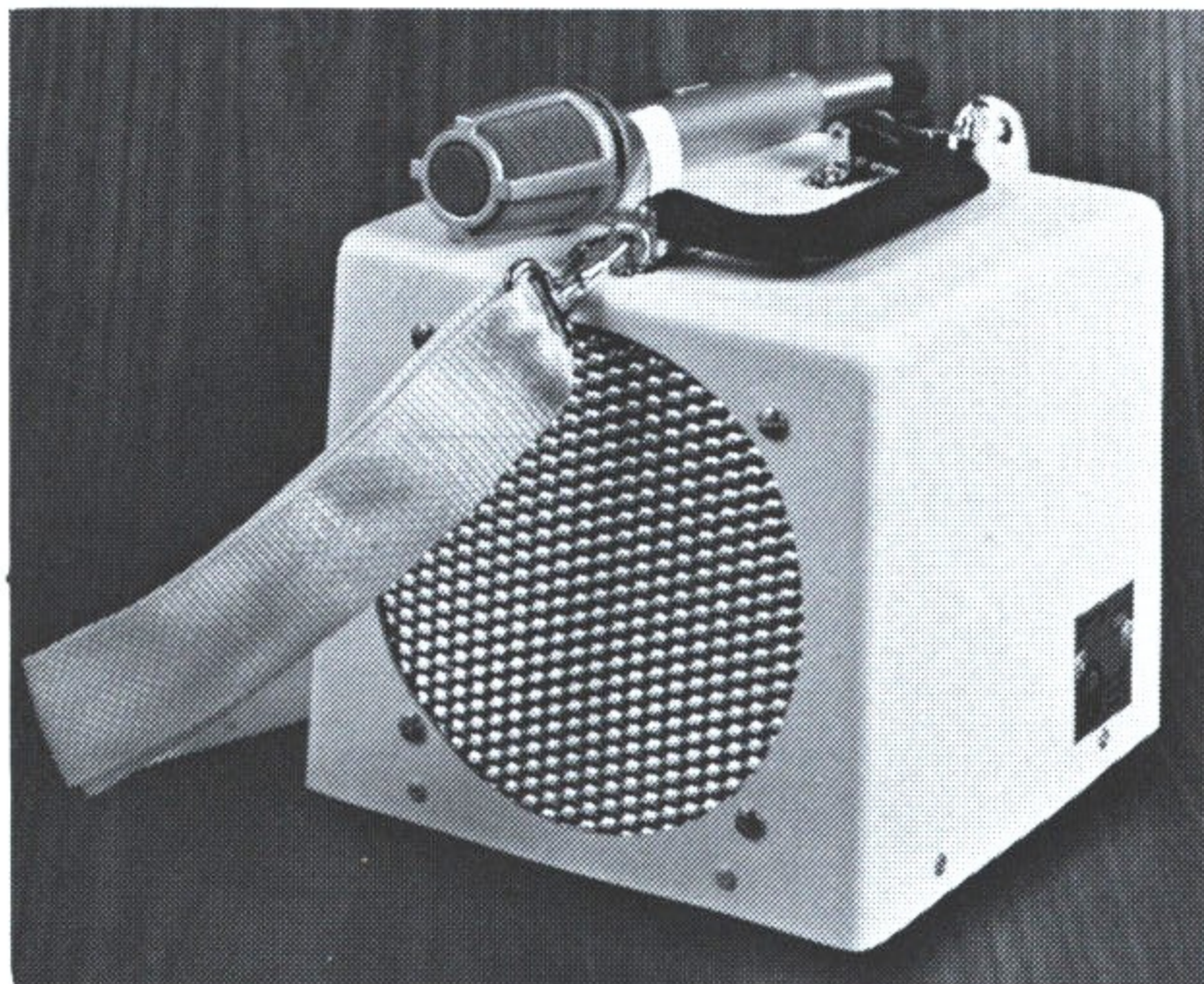
Eighty percent of all the Christmas trees used along the east coast come from the State of Maine.

Let's not forget about the fine lobsters the ocean produces off the coast of Maine and if you are still in New England about the first week of August, Maine has its lobster festival in Rockland, where close to 30,000 lobsters are sold during that one week celebration. The festival closes with a parade and crowning of the lobster queen.

Maine also offers beautiful beaches along its sea coast and its fresh water lakes. You may even want to tour the potato country up north and see how the Maine Potatoes are grown.

If you happen to travel Route No. 1, the "Tourist Route"

**Continued on page 13**



# D-VOX Complete --- \$275.00

## FIBERGLASS CASE — 25 WATT MODULE — TWIN SPEAKERS

**INCLUDES:** Rechargeable Ni-Cad Battery Pack — Charger — Carrying Strap — Shure Unidyne Microphone — Complete unit weighs approx. 5 lbs.

\* \* \* **SATISFACTION GUARANTEED** \* \* \*

Order by mail: Payment with order — we pay shipping . . . C.O.D. — you pay shipping. Kansas residents add 3½% sales tax.



**DODGE MANUFACTURING CO.**

DWIGHT V. DODGE, Owner

1123 W. 6th Street • P.O. Box 1513 • Topeka, Kansas 66601 • (913)234-6677



# Tour Activities — 1978 NAA Boston Clambake Convention

## TOUR REGISTRATION

Tuesday, July 18, 1978

### NAA Tour A — Sturbridge Village (About 8 hours for 130 miles)

**A New England Village.** Old Sturbridge isn't like a revolutionary town — it is a revolutionary town. Take a scenic ride in time to a re-created Revolutionary town. Upon arrival, the costumed villagers will involve you in the day of Yankee townspeople at work — spinning and weaving; manufacturing tin, pewter, and brooms; and cooking over the farmhouse hearth. Because the villagers tell the story so well, no tour lecture is provided.

**Departs: 10:30 a.m. Adults: \$12.00; Children under 12: \$6.00.**

### NAA Tour B — Plymouth Pilgrimage (About 4 hours for 100 miles)

**Quincy and Plymouth.** The pilgrims found liberty on a magnificent and terrifying coast at Plymouth. An unyielding rock became their symbol of freedom's ability to survive hardship. On it they gratefully carved "1620," the year of their landfall. Plymouth Rock endures, and so do the ideals of that small band. John Adams once said that 1620 marked the real beginning of the American Revolution. On the way to Plymouth you will visit the Adams Mansion (small fee), home of two presidents. And in Plymouth itself you can stroll the beach imagining the America the first Pilgrim saw — a vast continent of forces. Visit the Mayflower II (small fee), a replica which has re-sailed the original journey. Visualize colonial life in reconstructions of early settlement houses. Walk in lovely Brewster Garden. American history has its anchor in Plymouth — amid the cranberry bogs and granite quarries of the charming South Shore.

**Departs: 1:00 p.m. Adults: \$7.25; Children under 12: \$3.60.**

Wednesday, July 19, 1978

### NAA Tour C — The Grand Combination (About 7 hours for 75 miles)

**Boston, Cambridge, Lexington, Concord, Sudbury.** Boston — The memories of our nation live here. The Grand Combination brings together the traditions and excitement of old Boston, Charlestown and Cambridge with the serenity and history of wooded Lexington and Concord. See virtually every important landmark in greater Boston, and learn its role in history. Join us as we venture through shaded country roads, past old village greens, taverns, and the houses of Hawthorne and Emerson. Walk the Green at Lexington where the first American soldiers stood their ground. Experience America's history personally, in Concord where once a shot was fired heard 'round the world. Then visit an old grist mill, just past Longfellow's storied Wayside Inn.

**Departs: 8:30 a.m. Adults \$11.95; Children under 12: \$6.00. (Plus box lunch.)**

### NAA Tour D — The Greater Boston (About 3 hours for 18 miles)

**Boston and Cambridge.** Old Boston still remembers. Faneuil Hall shook with anger at the King's tea tax. A lantern in Revere's North Church lit the flame of revolution. "Old Ironsides" still tugs at her warps, deck bristling with the cannon that scuttled the British Navy. Bunker Hill, King's Chapel, the Old Burial Ground, stately Beacon Hill. See and learn about virtually every historic landmark in Boston and Charlestown, Boston Public Gardens and across the Charles River in Cambridge, M.I.T. and Harvard Universities. Visit the Boston Tea Party Site, Ship and Museum and the U.S.S. CONSTITUTION.

**Departs: 1:00 p.m. Adults: \$5.50; Children under 12: \$2.75.**

Thursday, July 20, 1978

### NAA Tour E — Salem the Witch City (About 4 hours for 40 miles)

**Spouses, guests and Childrens Tour . . . Marblehead and Salem.** The North Shore bred the men who built the ships that cracked the trade barriers of a reluctant Orient. First stop in Marblehead. See the original Spirit of '76 painting and sniff the salt air from Castle Rock. Then relive Salem's history in the witch museum where in 1692 three young girls saw witches and before their mischief was through, 19 men and women were hanged.

**Departs: 8:00 a.m.; returns 11:45 a.m. Adults \$7.70; Children under 12: \$4.35.**

Enclosed is the cost of registration for the following tours:

#### Tuesday, July 18, 1978:

NAA Tour A — Sturbridge Village.

\_\_\_\_\_Adults @ \$12.00 each;

\_\_\_\_\_Children @ \$6.00 each.

TOTAL \$\_\_\_\_\_

NAA Tour B — Quincy and Plymouth.

\_\_\_\_\_Adults @ \$7.25 each;

\_\_\_\_\_Children @ \$3.60 each.

TOTAL \$\_\_\_\_\_

#### Wednesday, July 19, 1978:

NAA Tour C — Boston, Cambridge, Lexington, Concord, Sudbury.

\_\_\_\_\_Adults @ \$11.95 each;

\_\_\_\_\_Children @ \$6.00 each.

TOTAL \$\_\_\_\_\_

NAA Tour D — The Greater Boston.

\_\_\_\_\_Adults @ \$5.50 each;

\_\_\_\_\_Children @ \$2.75 each.

TOTAL \$\_\_\_\_\_

#### Thursday, July 20, 1978:

NAA Tour E (Spouses, Guests and Children) — Salem the Witch City.

\_\_\_\_\_Adults @ \$7.70 each;

\_\_\_\_\_Children @ \$4.35 each.

TOTAL \$\_\_\_\_\_

**TOTAL AMOUNT ENCLOSED FOR NAA TOURS \$\_\_\_\_\_**

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_State\_\_\_\_\_Zip\_\_\_\_\_

**Submit Completed Registration Form and Money to: National Auctioneers Association Tour Committee, 135 Lakewood Drive, Lincoln, NE 68510. ATTN: Tour Committee Chairman Jack Armstrong Hilditch.**



# ATTEND

GEORGIA AUCTIONEER'S  
LICENSE NO. 129

## Charlie Gay's



# DEALER AUCTION

## Every Monday 10 a.m. 'til ?

2550 Shorter Avenue "Ga. Hwy. 20 West"

ROME, GA. 30161

"404 - 234-5946 or 232-3451"

THIS IS AN ABSOLUTE AUCTION - ALL MERCHANDISE IS SOLD TO  
THE HIGHEST BIDDER

**No Junk Will Be Sold**

ALL NEW MERCHANDISE SOLD IN LARGE AND SMALL LOTS

---

*10% Commission Is Charged The Seller On All Sales Made On The Premises*

---

**Terms of Payment: CASH or CERTIFIED CHECK**



## Auction Supplies

Paddle Cards • Item Receipt System •  
Clerk Sheets • Direction Signs  
Write for Samples and prices

## SMART ART PAPER PRODUCTS

501 Penna. Ave.

Downingtown, PA 19335

## Historically Exciting . . .

Continued from page 10

along the coast you will pass by many good Antique Shops which will offer you a choice line of antiques. Maine is also noted for its fishing: fresh or salt water, which you may want to experience on your trip. Deep Sea Fishing Trips offer you Cod Fish and Haddock which weigh up to 40 lbs. per fish.

You definitely will have a chance to take in a New England Style auction where upon it most likely will be an old estate sale. The auctioneer will be selling many good antiques and general merchandise which would be found in a sale of this nature.

Maine also offers you many historical places which would be of interest to you and brochures will be available at the convention.

I hope this gives you a good perspective from what New England has to offer you and the July issue I will talk about the two states to the south of Massachusetts: Connecticut and Rhode Island. We will also travel to Cape Cod and see what it has to offer.

Successful auctioneering to all of you and remember the dates — July 17 thru July 22 — our NAA Convention in Boston and it would be a pleasure to see you all there. Let's break the NAA's Convention attendance record.

**William F. "Bill" Moon, Chairman**  
1978 NAA Boston Clambake Convention

## '78 Boston Convention Campers . . .

### Family Campgrounds Hard To Find But Convention Chairman Bill Moon Finds One About 40 Minutes Away

Campgrounds and spaces in which 1978 NAA Boston Convention travelers can park and stay in their motor homes, recreational vehicles, etc., are hard to find in Boston — in fact impossible — but 1978 Convention Chairman Bill Moon and his wife, Eleanor (Ladies Auxiliary Chairman) "scouted the area" recently to find something for use by NAA members going to the 1978 NAA Boston Clambake Convention.

Bill reports, "I found one about 40 minutes out of Boston, off of Route No. 495 and it is very nice. They have storage available for about 25 trailers or campers and they also have security at the camp to watch the trailers."

"They charge \$3.00 a week for storage and after July 20, will have camping locations open in the park for any of the auctioneers who wish to take them.

"All reservations will have to be made directly with the trailer park and I will arrange transportation to the hotel from this park if I know in advance when they will be arriving."

Bill offered the address of the campground as follows: **Normandy Farm Family Campground, 72 West Street, Foxboro, MA 02035. Phones: 617 543-7600 and 617 543-2785. Jeannette and Norman Daniels and Family.**

Bill Moon is continuing to locate additional campgrounds and recreational vehicle parking spaces for those of you in need of one for the Boston Convention.

## Tennessee Auxiliary Quilt Sold For \$525 at 1977 NAA Fun Auction; Bid Was Auction's Second High

The Ladies Auxiliary of the Tennessee Auctioneers Association believe that their efforts have added greatly to the success of the Tennessee and National Auctioneers Association. They are right and the results prove it!

During the year previous to the 1977 NAA Convention, held in Seattle, Washington, the Tennessee ladies designed and made a quilt, to be sold at the NAA convention, and of the many items sold in Seattle, the quilt realized the second highest price of \$525. Top price was paid for a special Colt. 45 "Alamo" Model pistol (number 68 of 1,500 issued), which was donated by the Texas Auctioneers Association. The pistol sold for \$575.

NAA Director Hubert Songer, who also is long-time secretary of the Tennessee Auctioneers Association, was the privileged auctioneer to sell the quilt. The TAA Auxiliary members embroidered squares, which included the names of all NAA past presidents; and the 1976-77 officers' and directors' names.



**THE NAMES OF THE NAA Past Presidents and 1976-77 NAA officers and directors were displayed on the quilt, which was designed and prepared by the Ladies Auxiliary to the Tennessee Auctioneers Association. The quilt was sold at the Fun Auction by TAA Secretary Hubert Songer of Murfreesboro and Lyle Erickson, 1976-77 NAA President, bought the quilt for \$525.**

The quilt was then pieced together and quilted by a Menonite family in middle Tennessee. Lyle Erickson, 1976-77 NAA President from Cresco, Iowa, was the lucky purchaser.

The Tennessee ladies enjoyed making and contributing the quilt to the NAA Fun Auction and truthfully believes the effort put forth is beneficial. The NAA Executive Director, Harvey L. McCray, said, "Many fine contributions such as the beautiful quilt, have made the NAA Fun Auction a great success and it is hoped other Ladies Auxiliaries and State Associations will join with the Tennessee ladies in the future to provide excellent items for the Fun Auctions. Proceeds from the Fun Auctions — NAA and State Association — are used to defray expenses incurred during the year, and at the NAA convention, and the ladies' efforts are very important to the success of these events."

## SPECIAL OFFER TO AUCTIONEERS

World-Famous "AUCTIONEER" 8-Track  
Tape Recorded by LeROY VAN DYKE .....\$6.00 each  
Send Check or Money Order To:  
Campbell Auction Service                      Send \$1.00 for  
57165 C.R. 21, Goshen, IN 46526              Our Tape List.





# **WELCOME TO BOSTON... AND WELCOME TO THE BOSTON GLOBE**

We're happy you've selected Boston as headquarters for your 1978 NAA Convention. It's a wonderful city!

And while you're here, The Globe is probably the newspaper you'll be reading. Simply because more Bostonians read The Globe than any other newspaper in New England. In fact, we reach nearly a-million-and-a-quarter readers every weekday.

Why do they read The Globe? One reason is because we carry the bulk of the Classified advertising published in Boston: 75% of it last year! And we ran 93% of all the Help Wanted advertising, 85% of the Real Estate and 67% of the Automotive. \*

Something else you should know: our readers are young, affluent and constantly on the go! The kind of people who run to auctions. The kind of people you want to talk to!

So, while you're in Boston, read The Globe. You'll see what makes it the kind of newspaper auction advertisers can count on!

\*ALS, Year 1977

## **The Boston Globe**

Boston, Mass. 02107  
(617) 929-1500



## Don't Carry Firearms to Massachusetts When Traveling to the Boston Convention Violation Carries One Year Jail Sentence

"It is unlawful to carry on one's person or under one's control in a vehicle:

- a. a firearm without a license to carry; or
- b. a rifle or shotgun without a Firearms Identification Card, or a license to carry."

The above spells it out pretty plainly in Massachusetts. Violators can be jailed for one year and NAA members traveling to Massachusetts for the 1978 NAA Boston Clambake Convention should take heed.

Can non-residents ever carry pistols or revolvers in or through Massachusetts without a license? This question can be answered by repeating the statute as follows: The statute allows non-residents to carry pistols or revolvers in or through the Commonwealth for the purpose of taking part in pistol or revolver competition or a meeting of firearm collectors or for hunting provided that the hunters have a hunting or sporting license issued by Massachusetts or their destination state. **The non-residents must also be U.S. residents and have a permit or license to carry from a state which does not issue permits**

**or licenses to convicted felons or drug offenders.**

A conviction for the unlicensed or unauthorized **carrying** of firearms, rifles, or shotguns, loaded or unloaded carries with it a mandatory jail sentence of one year. This mandatory jail sentence, which becomes effective upon conviction rather than upon sentencing, cannot be reduced to less than one year, nor can it be suspended, nor can any person convicted be eligible for probation, parole, or furlough or receive any deduction from his sentence. Prosecutions cannot be continued without a finding or placed on file.

NAA members, don't be caught short and have to spend a year in Massachusetts in jail. Leave your firearms at home when you go to the NAA convention.

If additional information is needed about the Massachusetts gun law, write to the:

**Commissioner of Public Safety  
1010 Commonwealth Avenue  
Boston, MA 02215  
ATTN: Pistol Permit Section**

## FIRST CAI DESIGNATIONS ANNOUNCED

The first Certified Auctioneers Institute (CAI®) designations will be awarded to 100 auctioneers from throughout the country at a special ceremony during the National Auctioneers Association's national convention on Friday, July 21, in Boston.

These 100 auctioneers will wear the CAI® pin and take their places with other certified professionals (CPAs, CLUs, MAIs, etc.) who have participated in structured, educational programs in their own professions.

The charter members of the Institute have earned their designations by successfully completing a three-year educational program designed to broaden their understanding of the auction business and special areas (law, accounting, finance, etc.) relating to it.

This year's curriculum for the charter class included courses in Personal Business Development, Developing New Markets, Managing for Results, Leadership Using Management Fundamentals, Code of Ethics for the Auctioneer, Sale of Personal Property at Auction — Liquidations, Development of the Corporate Image, Voice Analysis Review, Non-Verbal Communication, Photography for the Auctioneer, Commercial Real Estate Appraisal, and the Sale of Commercial and Industrial Property.

The charter class had completed a different set of courses in Course I and Course II during the past two years. Approximately 150 auctioneers were in the Course I and Course II this year.

After the members of the charter class receive their designations, they will be the first members of the Institute. They will elect officers and board members who will be the governing body for the Institute.

The program of courses, conducted by the Institute, is scheduled annually on the Bloomington campus of Indiana University. The faculty includes faculty members of Indiana University, leaders in the auction business, and outstanding professionals from fields which serve auctioneers. The National Auctioneers Association sponsors the educational program with the assistance and cooperation of the Indiana School of Continuing Studies.

Registration for the 1979 CAI program will begin at the NAA meeting in Boston. Applications for admission to Course I will be distributed at that time and will also be included in the September issue of **THE AUCTIONEER** magazine. Additional information about the Institute courses is available from the staff office: Certified Auctioneers Institute, Indiana Memorial Union,

Suite 555, Bloomington, Ind. 47401.

The charter class members listed by states are: **Alaska** — James Stephen Hess, Anchorage; **Arizona** — Edward A. Short, Phoenix; **Arkansas** — Ted L. Gibson, Little Rock; **Colorado** — Eldon Broughton, Colorado Springs; **Florida** — George C. Anderson, Lakeland; Martin E. Higgenbotham, Lakeland; J. Wayne Taylor, Miami.

**Illinois** — Michael M. Gordon, Chicago; Charles F. Knapp, Cissna Park; Edmund E. Kueker, Waterloo; Doyne Lenhart, Georgetown; Norm Roth, Morton; Elwood Stagen, Paxton; **Indiana** — Clair W. Archer, Cromwell; Jerry A. Blice, Vincennes; Kirby L. Bollinger, LaGrange; Virgil W. Butts, Brazil; Harold E. Carl, Huntington; Homer D. Clements, Warren; Roy E. Crume, Kokomo; Robert Ellenberger, Bluffton; Floyd M. Fletcher, Salem; Stan Hohl, Jasper; Emerson Johnson, Hagerstown; Joseph M. Justice, Crown Point; Dennis Kruse, Auburn; Gerald Lambright, Goshen; Harvey Lambright, LaGrange; Emerson Lehman, Berne; Maynard Lehman, Berne; D. D. Meyer, Vincennes; Hugh B. Miller, Evansville; J. Wilbur Duff Robbins, Indianapolis; Herman D. Stakis, Indianapolis; David A. Taylor, Indianapolis; Jerry J. Weese, Royal Center; Karl Wise, Brookville; A. M. Wittmer, Montgomery; William A. Woodworth, Rensselaer; David R. Yager, Lynnville; John E. Yager, Jr., Lynnville.

**Iowa** — Paul N. Donnelly, Ft. Dodge; Kenneth P. Erickson, Decorah; William L. Peters, Fort Dodge; Wayne Stewart, Audubon; **Kansas** — Milton D. Anderson, Manhattan; Earl M. Brown, Junction City; Rex B. Newcom, Whitewater; Mary E. and Roger Porter, Olathe; **Kentucky** — C. W. Borden, Bowling Green; Walton R. Haddix, Albany; Thomas R. Hunt, Bowling Green; William W. Morgan, Hopkinsville; John P. O'Connor, Owensboro; **Louisiana** — Kenneth R. Wallace, Shreveport; **Maryland** — David S. Fox, Baltimore; William Z. Fox, Baltimore; Burton R. Hoffman, Hagerstown.

**Massachusetts** — Douglas P. Bilodeau, South Deerfield; **Michigan** — Herbert J. Albrecht, Vassar; George P. Blackford, Davison; Harold D. Cole, Jr., Flint; Les Wheeler, Swartz Creek; **Mississippi** — John A. Davidson, Columbus; **Missouri** — Doran Livingston, Willard; **Nebraska** — Marvin Caspers, Auburn; **New Jersey** — Jerry Krawitz, Midland Park; Donald L. Castner, Branchville.

**North Carolina** — Johny R. Hendricks, Knightdale; **Ohio** — Donald E. Welch, Springfield; **Oklahoma** — Robert Crouch, Guymon; Frank Friedl, Tulsa; Tim T. Friedl, Tulsa; Ray Patterson, Frederick; J. Edward Vierheller, Claremore; Norman C.



Wilmeth, Guymon; Roy Georgia, Oklahoma City; **Oregon** — Gary H. Day, Portland.

**Pennsylvania** — Harry A. Anderson, Georgetown; James M. Boswell, Unionville; Thomas H. Bown, Norristown; Leo Jesion, McKeesport; **South Carolina** — Richard L. Patterson, Lancaster; J. L. Pinckney, Orangeburg; **Tennessee** — Kenneth Gravitt, Memphis; Dean Howard, Decatur; Carl Montgomery, Smyrna; Clayton Rutledge, Murfreesboro; Raymond E. Taggart, Memphis; **Texas** — Dudley Nolin Althaus, Fredericksburg; Joe Small, Dallas.

**Vermont** — Walter Flatow, Waterbury Center; **Virginia** — Vincent J. Kopek, Virginia Beach; James M. Marshall, Charlottesville; Ronald I. Tull, Annadale; **Washington** — Thomas P. Knorr, Lynnwood; **Wisconsin** — Victor V. Voight, Reedsville; **Wyoming** — R. A. Mader, Gillette; **Ontario, Canada** — G. Paul Gardner, London.

## Spring Meeting Held In New Hampshire

The New Hampshire Auctioneers Association held its spring meeting in Concord on March 27. Over 100 people were in attendance.

Plans for the first NHAA public auction were discussed. Bill Moon, Chairman of the 1978 Boston Clambake Convention was present and talked about the many interesting and beneficial activities that will take place at the convention.

The new NHAA officers elected for 1978 are: Richard Crane, President, Hillsborough; George S. Foster III, Vice President, Epsom; George Michael, Secretary, Merrimack; True Glidden, Treasurer, Portsmouth; Foster Peverly, board of directors, Laconia; William Smith, board of directors, Plainfield; Emory Sanders, board of directors, New London.

### *New Hampshire's First . . .*

## Participation Among Auctioneers Is Primary Benefit at Auction Held to Raise Convention Funds

The New Hampshire Auctioneers Association held their first Public Auction to raise funds in support of the National "Boston Clambake" Convention and legal fees to help fight Legislation that would seriously restrict the growth of the Auction profession in New Hampshire. The auction was held on April 12th at Zyla's Auction Hall in Merrimack.

Preparation for the auction started in February. It was evident from the start that participation from all auctioneers in the state would be the key so a membership drive was initiated. As a direct result of this drive the NHAA membership grew from 74 to 89 members.

The New Hampshire Auctioneers Association's Public Auction provided the membership with a great opportunity to promote the NHAA and the auction profession. A four-page brochure with a NHAA directory of auctioneers was distributed to the public. This brochure not only advertised the sale but gave a brief history of auctioneering, the purpose of the NHAA, a word about the NAA, and two pages of advertisers.

Due to the sale of advertisement in the brochure all printing and newspaper advertising expenses were paid and the auction started with a \$65 profit. Bidder cards and the book-keeping system for the sale were provided by Kwick Klerk Inc. of Northfield, Minnesota.

The Auction started at 7:00 p.m. NHAA President, Richard Crane, sold the first item, a chrome-plated NAA belt buckle that NAA president Marty Higgenbotham donated at the New England Auctioneers Council meeting. The buckle sold for \$50.

Participation was terrific! Over 40 auctioneers took turns selling items to the over 550 people in attendance. The NHAA monetary goal was \$2,000. Total sales at the auction were \$4,583.55. NAA director Bill Josko and his son, John, both from Connecticut, Evan Gabriel and John Lacroix from Massachusetts gave their support and helped to sell items. All but a few items were donated by auctioneers.

The real success of the auction was the great participation of auctioneers and their willingness to work together. It has greatly enhanced the auction profession in New Hampshire.

If anyone has any questions regarding the NHAA benefit auction please contact: George S. Foster, III, NHAA Vice President, Epsom, N.H. 03234.

The New Hampshire auctioneers hope to see all of you at the Boston Clambake Convention!

**George S. Foster, III**  
Epsom, NH 03234

## Utah Auctioneers Association Ready to be Officially Formed

Auctioneers in the State of Utah have taken great strides in their attempts to form a State Association. Several attempts have been made in the past to form an association, but due to the efforts of several interested auctioneers in the state, the actual formation will soon be realized.

Several NAA auctioneers and state associations' leaders have volunteered their services to help get the association organized — Montana Auctioneers Association's Secretary-emeritus, Wm. J. "Bill" Hagen is one. NAA Executive Director, Harvey L. McCray at the invitation of Glenn Short of Salt Lake City, met with nearly 30 auctioneers (most of them NAA members, but several who have yet to affiliate with the NAA) during the winter to offer assistance in forming the organization.

A by-laws committee has been formed and as soon as the draft is prepared, Utah Auctioneers will meet again to officially adopt the by-laws, incorporate the organization and become associated as an auctioneers association.

The Governor of the State of Utah, Scott Matheson, was one of the first in the state to learn of the group's activities when he was asked to proclaim the week of April 23-29 as National Auctioneers Week. Recognition was given to the auctioneers in the state with this effort.

Added support for NAA Week was given when one of the local Salt Lake City television stations presented a special segment of the evening news, showing several of the local auctioneers in action. The balance of the program was taped in Glenn Short's office, where a number of state auctioneers were personally interviewed.

The Utah auctioneers are presently working to decide on several issues, which are important for the formation, including the dues structure, and plans already are underway to have an auction sponsored, which will provide funds with which the new association can operate.

Congratulations, Utah auctioneers, and best wishes for outstanding successes in your efforts to form the Utah State Auctioneers Association.

**BUSINESS CARDS**  
EMBOSS  
 **\$12.00 per 1,000**  
  
**2 color - \$14.00**  
Either emblem \$1.00 extra  
**CARDPRINT**  
701 Park Ave., Galion, Ohio 44833

**Be An Auctioneer**  
Two week term and home study.  
Nationally recognized. G.I. approved.  
**FREE CATALOG!**  
**Missouri Auction School**  
1600 GENESEE / KANSAS CITY, MO. 64102

**SUBSCRIBE NOW**  
Are you interested in equipment, trucks, auctions, etc? Then subscribe to the **TEXAS TRADER**, semi-monthly publication. \$10.00 per year.  
Box 3945NA, Bryan, Texas 77801



# 1978 BOSTON CONVENTION FUN AUCTION ITEMS NEEDED FROM NAA MEMBERS

By Wylie Rittenhouse, Chairman  
1978 NAA Boston Fun Auction

Good fun auction items are needed more this year than probably ever before if the 1978 NAA Boston Clambake Convention will break even in expenses. The reason: The NAA board of directors approved the decision to allow all children of the ages of 12 years and younger free registrations to the 1978 convention.

But the deferring of expenses have not been the primary reasons why NAA auctioneers have given freely of their donated items for the NAA Fun Auctions. Support for the NAA and its programs has been the primary reason for the contributions.

Proof of NAA member generosity has been shown during the past two NAA Conventions where in 1976 in St. Louis, over \$9,000 was raised at the Fun Auction from contributed items and in Seattle in 1977 a new high was established when convention registrants, their families and guests paid \$10,050 for items, which were contributed by convention registrants, State Associations, Ladies Auxiliaries to both the state associations and the NAA, and items, which were sent to the NAA by members who were unable to attend the convention, but wanted to display their support for the activities.

## Your Items Are Needed in 1978

The 1978 Boston Convention should be well attended if early registrations are an indication. The NAA Office has received many registrations and tour registrations already. The convention should see well over 1,200 people in attendance.

NAA Director, and past president, Wylie Rittenhouse of Uniontown, Pennsylvania, has been appointed 1978 Fun Auction chairman by President Martin Higgenbotham. Assisting Wylie will be past NAA director Merle Straw of Seabrook, New Hampshire. Together, the two auctioneers will arrange

the Fun Auction in a manner in which the over 1,500 items (1,500 items were sold in 1977) can be sold during the evening of Thursday, July 20 at the Sheraton-Boston hotel. The Fun Auction will begin sharply at 8:00 p.m. and continue until the last item is sold.

Auctioneers will have the opportunity to sell their own items if preferred. The NAA officers and directors will lead the auction off, followed by the 1978 Boston Convention chairman and then through the auctioneers on a first-come, first-served basis. Everyone will have the privilege of selling his or her own item if desired (and if the item is so marked when the item is checked into the Fun Auction area).

Contributors will have the opportunity to deposit their items from 4:00 to 7:00 p.m. on the day of the Fun Auction as the committee, and room, will be available for the items. The convention program will give full details.

The arrangements are being made to have the best Fun Auction ever in the history of the NAA, but it cannot be possible unless many, many auctioneers (individuals, State Associations, Ladies Auxiliary organizations, etc.) contribute good, saleable items for the benefit of the NAA.

Many items, which show area identities (Virginia ham; Tennessee Ladies Auxiliary quilt with NAA officers and directors names quilted, etc.) have been contributed in the past. Other state associations seek contributions from their suppliers, or state dignitaries; manufacturing concern are asked to contribute items which will promote their industry or state; exhibitors at the convention contribute items which have been promoted at their display tables — all of these ideas have come from past Fun Auctions' experiences.

What do you have to promote in your area, which can be contributed for the 1978 Fun Auction? Help support the 1978 NAA Boston Clambake Convention with a contribution.

## TWO BOOKS FOR AUCTIONEERS



"Let's Talk About Auctions" and "Common Sense in the Auction Business". The books are designed as fundamental guides for amateur auctioneers and as refreshers for more seasoned, professional auctioneers.

In "Let's Talk About Auctions", the basic ideas from the "Common Sense" series are enlarged upon, added to and reorganized to logically cover both broad and specific aspects of general auctioneering. Topics include "The First Steps", "Getting the Sale", "Preparing for the Sale", "Conducting the Sale", "The Auctioneer", "Your Crew", "Ordinances and Security", "Ethics in Auctioneering", "Partnerships — Good or Bad?", "Auction Accessories", and more. The text is illustrated.

"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk About Auctions".

I'm sure you'll like them. Hang in there.

## AUCTION ARROWS

Auction Arrows — 100, 8½" by 11" bright red arrows with the word "AUCTION" above them on white background. One third showing arrow pointing to the right; one third showing arrow pointing to the left; and one third showing arrow pointing straight. Shipped complete with helpful hints on how to make full use of the arrows.

100 ARROWS, \$10, plus \$1.00 for shipping and handling



## THROW AWAY AUCTION SIGNS



BEFORE



AFTER

Paper signs, 18" by 24", in bright red lettering, plus 4 multi-colored Hefty markers. Simply fill in date, time, name and phone number.

25 signs and 4 multi-colored Hefty markers, \$12.95 postpaid.

50 signs and 4 multi-colored Hefty markers, \$19.95 postpaid.

100 signs, no marker, \$29.95 postpaid.

Please send me the following:

\_\_\_\_ "Let's Talk About Auctions" @ \$5.95 each postpaid.

\_\_\_\_ "Common Sense in the Auction Business": @ \$2.00 each postpaid.

\_\_\_\_ SPECIAL: Both books for \$7.00 postpaid.

\_\_\_\_ 18" by 24" Paper Signs in 4" bright red lettering in the following quantity:

\_\_\_\_ 25 signs and 4 multi-colored Hefty markers @ \$12.95 postpaid

\_\_\_\_ 50 signs and 4 multi-colored Hefty markers @ \$19.95 postpaid

\_\_\_\_ 100 signs and no marker @ \$29.95 postpaid

\_\_\_\_ 100 AUCTION ARROWS, 8½" by 11" bright red arrows with word AUCTION above red arrow — one-third showing arrow pointing right; one-third showing arrow pointing left; one-third showing arrow pointing straight — 100 AUCTION ARROWS @ \$10, plus \$1.00 for shipping and handling.

Order Your Auction Supplies from:

## FLOWMASTER MARKER



How many signs have you seen that failed to serve their purpose because they were difficult to SEE, let alone READ? Whatever the reason, if signs can't be read easily, they're costing you money.

Now FLOWMASTER has designed a king-sized permanent marker which assures clear, bold readable letters. Permanent ink prevents blurring and running due to moisture. This amazing king-size marker makes letters from ½" to 1" in width with one stroke. Made of polished aluminum and features a large ink reservoir, pump and three different (replaceable) nibs in a plastic case. Comes with a 4 ounce can of permanent ink and a 4 ounce can of nib cleaner.

Writes on anything — glass, paper, wood, etc. Ideal for auctions, auction houses, office, shop, home or school.

Only \$8.95 postpaid (NOT AVAILABLE IN STORES)

\_\_\_\_ FLOWMASTER Marking Kits, including king-size FLOWMASTER Marker, four ounce can of permanent ink and four ounce can of nib cleaner @ \$8.95 postpaid for each set.

I enclose \_\_\_\_ Check or \_\_\_\_ Money Order for \$  
(Pennsylvania Residents Add 6% Sales Tax)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send to: \_\_\_\_\_

**JESION'S AUCTION SERVICE**  
P.O. Box 46 • McKeesport, PA 15135





**THE SHERATON-BOSTON** Hotel is the 1978 NAA Boston Clambake Convention headquarters. Auctioneers from throughout the United States and Canada will meet here for the 1978 NAA Convention.



**NEW ENGLAND COUNCIL** of Auctioneers representatives gathered in Boston to confirm support for 1978 NAA Boston Clambake Convention Chairman William F. "Bill" Moon (center, second row). Pictured, left to right, are Leonard Sheinfeld, representing Massachusetts; George Martin, representing Maine; NAA Executive Director Harvey L. McCray; Jack Armstrong Hilditch, representing Massachusetts; Chairman Moon; Roger Houle, representing Rhode Island; Ron Maynard, representing Massachusetts; and Walter Flatow, representing Vermont. Missing from the representatives are New Hampshire representative George Michael and Connecticut representative William J. "Bill" Josko.

## **NATIONAL AUCTIONEERS ASSOCIATION 1978 NAA Boston Clambake Convention July 18-22, 1978 • Sheraton-Boston Hotel Boston, Massachusetts**

### **PROGRAM**

*All events to be held in the Sheraton-Boston Hotel unless otherwise specified. Rooms marked "Second Floor" are identified in Hotel as Plaza Level; rooms marked "Third Floor" are identified in Hotel as Conference Level.*

#### **Tuesday, July 18**

- 10:30 am to 5:00 pm NAA BEAT THE PRESIDENT GOLF TOURNAMENT** — Colonial Country Club, Lynnfield, Massachusetts. Registered golfers meet in Hotel Lobby. Transportation arranged due to numbers registered for Golf Tournament.
- 10:30 am to 6:30 pm NAA TOUR A — STURBRIDGE VILLAGE** — Buses leave from Lobby entrance of Hotel.
- 1:00 am to 5:00 pm NAA TOUR B — PLYMOUTH PILGRIMAGE** — Buses leave from Lobby entrance of Hotel.

#### **Wednesday, July 19**

- 8:30 am to 4:30 pm NAA TOUR C — THE GRAND COMBINATION** — Buses leave from Lobby entrance of Hotel.
- 9:00 am to 6:00 pm REGISTRATION** — Constitution Foyer, Second Floor.
- 1:00 pm to 4:00 pm NAA TOUR D — THE GREATER BOSTON** — Buses leave from Lobby entrance of Hotel.
- 6:00 pm to 12 midnight EXHIBITS SETUP/DISPLAY** — Constitution Room, Second Floor.
- YOUTH ACTIVITIES ROOM** — Beacon Complex D & E Rooms, Third Floor. Youth Activities Room open for use by NAA youths.
- 8:00 pm to 12 midnight NAA RECEPTION** — Grand Ballroom, Second Floor. All convention registrants will be received by the NAA officers and General Convention Chairman. Entertainment by The Concord Minutemen of Concord, Massachusetts. Thirty of the Minutemen will play old colonial and military music, march, drill and conduct musket manual of arms and explain the loading of muskets in colonial times.

#### **Thursday, July 20**

- 7:30 am to 9:30 am CAI (CERTIFIED AUCTIONEERS INSTITUTE) OPEN HOUSE & CONTINENTAL BREAKFAST** — Independence Room, Second Floor. CAI designates, students and applicants can obtain an explanation of the CAI program at this Open House & Continental Breakfast.
- 8:00 am to 11:45 am NAA TOUR E — SALEM THE WITCH CITY** — Buses leave from the Lobby entrance of the Hotel.
- 8:00 am to 6:00 pm REGISTRATION** — Constitution Foyer, Second Floor.
- 9:00 am to 12 midnight YOUTH ACTIVITIES ROOM** — Beacon Complex D & E Rooms, Third Floor. Youth Activities Room open for use by NAA youths.
- EXHIBITS DISPLAY** — Constitution Room, Second Floor.
- 9:00 to 10:45 am WORKSHOP A — BID CALLING** — Republic Ballroom, Second Floor. R. A. "Dick" Mader, Chairman, Gillette, Wyoming. Bid Callers: Has-  
kel Ayers, LaFollette, Tennessee; Douglas Bilo-  
deau, Deerfield, Massachusetts; Ronnie Wood-  
deau, Deerfield, Massachusetts; Ronnie Wood-  
**WORKSHOP B — STATE OFFICERS' WORK-  
SHOP** — Fairfax Room, Third Floor. Workshop  
for State Association officers (presidents, vice  
presidents, secretaries and treasurers). Lyle  
Erickson, Chairman, Cresco, Iowa; C. E. "Chuck"





**THE CONCORD MINUTEMEN** will perform at the Wednesday night (July 19) Reception of the 1978 NAA Boston Clambake Convention, complete in full regalia as worn by minutemen in the Revolutionary War days.

Cumberlin, Brush, Colorado, Co-Chairman.  
ward, Broken Bow, Nebraska.

**ADVERTISING CONTEST COMMITTEE MEETING** — Liberty E Room, Second Floor. Marvin L. Smith, Chairman, Silver Creek, New York.

**NAA HALL OF FAME MEMBERS' MEETING** — Liberty F Room, Second Floor. Dean Fleming, Chairman, Atkinson, Nebraska. NAA members who have earned recognition as NAA Hall of Fame recipients are requested to attend this meeting.

11:00 to  
11:45 am

**POINTS TO PONDER** — Republic Ballroom, Second Floor. A presentation by Armand La-Montagne, North Scituate, Rhode Island, nationally known wood sculpturer.

12 noon to  
3:00 pm

**NAA KICKOFF LUNCHEON** — Grand Ballroom, Second Floor. Presiding: Harvey C. Lambright, 1st Vice President, LaGrange, Indiana.

Introduction of Head Table Guests

Pledge of Allegiance to the Flag — William F. "Bill" Moon, 1978 Convention Chairman, North Attleboro, Massachusetts.

Invocation

Lunch

Welcome to Boston — Representative of the City of Boston.

Welcome to Massachusetts — Representative of the State of Massachusetts.

Welcome to New England — Representative of the New England Council of Auctioneers.

Recognition of Massachusetts and New England Auctioneers Associations' hosts — William F. "Bill" Moon.

Keynote Address — Martin E. "Marty" Higgenbotham, NAA President, Lakeland, Florida.

Adjournment.

3:00 to  
4:30 pm

**COMPUTERIZED ACCOUNTING FOR AUCTIONEERS** — Republic Ballroom, Second Floor. A presentation for auctioneers on the use of computers in the auction business by the IBM Corporation.

3:00 to  
5:00 pm

**NAA NOMINATING COMMITTEE CANDIDATES' MEETING** — Board Room, Second Floor. Candidates and/or their sponsors will meet individually, with the Nominating Committee to review qualifications for the office being nominated for. Lyle Erickson, Chairman, Nominating Committee, presiding.

**NALLOA (NATIONAL AUCTIONEERS LICENSE LAWS OFFICIALS' ASSOCIATION) MEETING** — Hampton Room, Third Floor. Representatives of the states' licensing boards will meet in closed session as an official meeting of NALLOA. John Friedersdorf, Franklin, Indiana, presiding. (See Friday schedule for "Open Meeting" of NALLOA.)

4:00 to  
6:00 pm

**WESTERN COLLEGE OF AUCTIONEERING RECEPTION/REUNION** — Gardner Room, Third Floor.

**MENDENHALL SCHOOL OF AUCTIONEERING RECEPTION/REUNION** — Fairfax Room, Third Floor.

4:30 to  
7:00 pm

**FUN AUCTION ITEMS COLLECTED** — Grand Ballroom, Second Floor. Fun Auction Committee will receive items at rear of Grand Ballroom, near stage, for items' registration. Wylie S. Rittenhouse, Chairman, Uniontown, Pennsylvania.

7:00 to  
8:00 pm

**THE CHARLEY DORNAN FUN HOUR** — Grand Ballroom, Second Floor. Entertainment by Charley Dornan, who can assume a variety of put-on characterizations, doctor, lawyer, banker, psychologist, or the twangy, rural boy from New Hampshire.

*The Charley Dornan Fun Hour will begin sharply at 7:00 p.m. to allow him one hour of entertainment. The Fun Auction must begin at 8:00 p.m. without fail.*



**THE "HAT GAG"**, as shown above, is one of Charley Dornan's favorite acts. Charley, the "twangy, rural boy from New Hampshire" will perform for the NAA Convention at the Thursday evening (July 20) "Charley Dornan Hour", which precedes the 1978 NAA Fun Auction.

8:00 pm to  
12 midnight

**1978 NAA FUN AUCTION** — Grand Ballroom, Second Floor. Wylie S. Rittenhouse, Chairman, Uniontown, Pennsylvania, Merle Straw, Co-Chairman, Seabrook, New Hampshire.

NAA members are requested to contribute items to sell at the 1978 Fun Auction. The auction will begin with the first item being sold by NAA President Martin E. "Marty" Higgenbotham. NAA officers and directors will follow; then the 1978 NAA Convention Chairman and then registrants to the 1978 NAA Convention. Auctioneers are requested to designate on their items if they prefer selling their own items. All items should be clearly identified by contributor. Items should be described (titled) for use by Auction Registration Clerks.

**Friday, July 21**

7:30 to  
9:00 am

**MISSOURI AUCTION SCHOOL OPEN HOUSE/CONTINENTAL BREAKFAST** — Independence Ballroom, Second Floor. Everyone Welcome!





**MRS. WYLIE (JOAN) RITTENHOUSE** will preside over the activities of the Ladies Auxiliary to the National Auctioneers Association during the 1978 Convention. Mrs. William F. (Eleanor) Moon has been appointed 1978 Ladies Auxiliary Convention Chairman and together they welcome the wives and guests of auctioneers to the 1978 Convention.



**THE HOLE IN THE DOUGHNUT** will be Fred E. Crockett's talk at the Ladies Auxiliary Luncheon on Friday, July 21. Mr. Crockett is a direct descendant of Captain Hanson Crockett Gregory, who is said to have invented the hole in the doughnut in Clam Cove, Maine, in 1847. **WILLIAM DAVIS TAYLOR**, (above right), one of the best known and most highly respected members of the American newspaper industry is the speaker for the Friday noon Auctioneers' Luncheon, July 21. Mr. Taylor is Chairman of the Board of Affiliated Publications, Inc., the parent corporation of The Boston Globe.

**KENTUCKY AUCTIONEERS ASSOCIATION BREAKFAST** — Commonwealth Room, Third Floor.

**NAA HALL OF FAME MEMBERS' BREAKFAST** — Berkeley Room, Third Floor. Dean Fleming, Atkinson, Nebraska, Chairman.

**8:00 am to 4:00 pm** **REGISTRATION** — Constitution Foyer, Second Floor.

**9:00 am to 12 midnight** **YOUTH ACTIVITIES ROOM** — Beacon Complex D & E Rooms, Third Floor. Youth Activities Room open for use by NAA youths.

**EXHIBITS DISPLAY** — Constitution Room, Second Floor.

**9:00 to 10:20 am** **WORKSHOP C — ADVERTISING** — Republic Ballroom, Second Floor. Harvey L. McCray, Chairman, Lincoln, Nebraska. Presentations to be given by Lawrence B. Healy, Classified Advertis-

ing Manager, The Boston Globe, Boston, Massachusetts and Mr. Charles Shanley, Classified Advertising Department, The Chicago Tribune.

**WORKSHOP D — BANKRUPTCY/BUSINESS LIQUIDATORS** — Independence Room, Second Floor. Forrest Mendenhall, Chairman, High Point, North Carolina. Instructors: Joseph Finn, Boston, Massachusetts; Abe Goldstein, Boston Massachusetts.

**9:00 to 11:30 am**

**NALLOA (NATIONAL AUCTIONEERS LICENSE LAWS OFFICIALS' ASSOCIATION) OPEN MEETING** — Dalton Room, Third Floor. NAA auctioneers can meet with NALLOA representatives and discuss auction/auctioneers license laws in the states where laws are now in effect.

**10:30 to 11:30 am**

**WORKSHOP E — ANTIQUES/NEW ENGLAND PRIMITIVES** — Republic Ballroom, Second Floor. William J. "Bill" Josko, Chairman, Southport, Connecticut. Instructors: George Martin, East Lebanon, Maine; Robert Glass, Central Village, Connecticut.

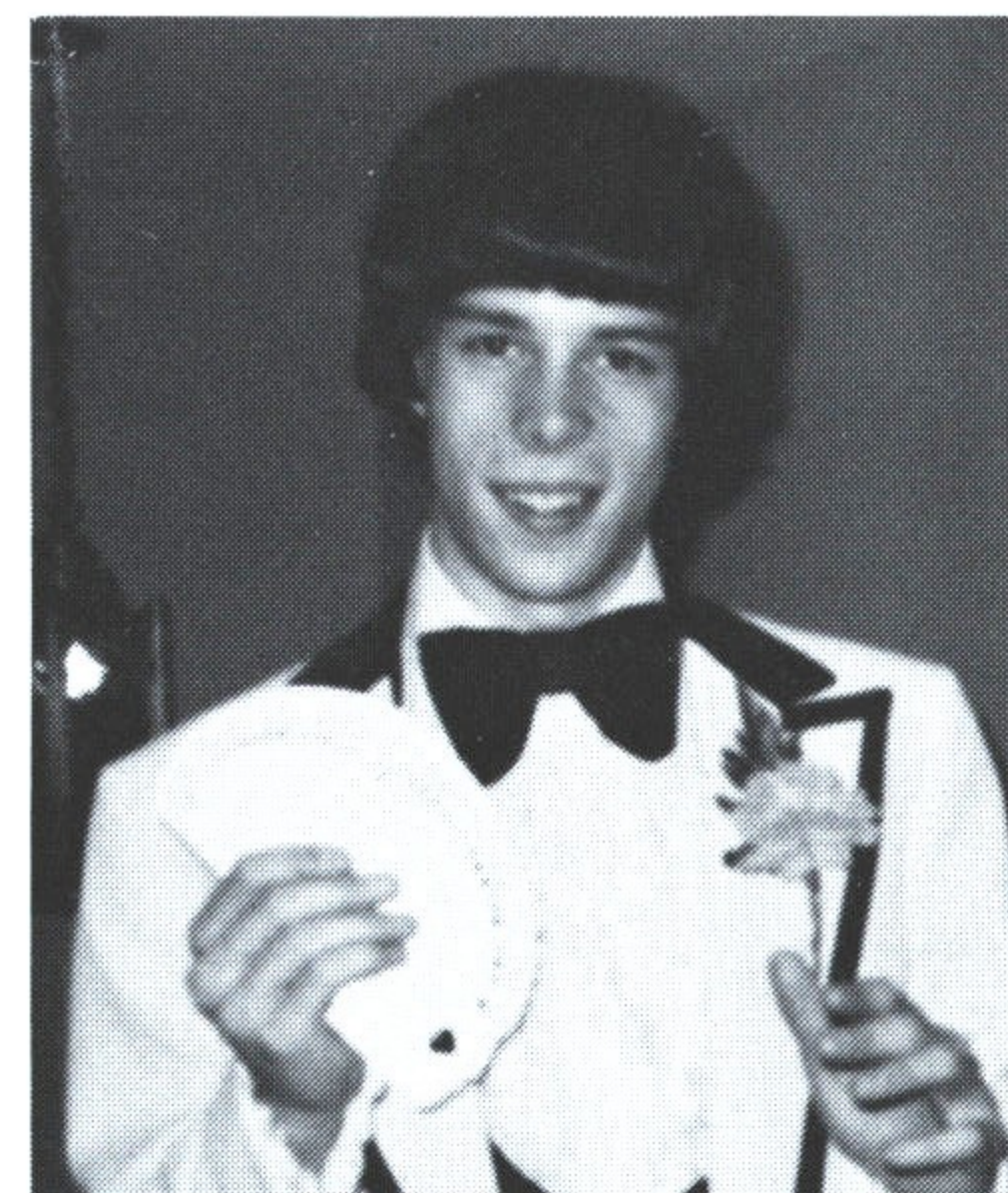
**LADIES AUXILIARY MEETING** — Fairfax Room, Third Floor.

Call to Order — Mrs. Wylie (Joan) Rittenhouse, President, Uniontown, Pennsylvania.

Reading of the Minutes — Mrs. Charles (Glenda) Johnson, Secretary-Treasurer, Sevierville, Tennessee.

Treasurer's Report — Mrs. Charles (Glenda) Johnson.

Committee Reports



**SNEEZY THE CLOWN** (left) and Gary T. Schmidt will entertain the youths of the NAA Convention: Sneezy on Friday afternoon and Gary on Saturday afternoon. Both have excellent credits and will amaze the youths with their talents.

New Business  
Old Business  
Adjourn

The Ladies Auxiliary Meeting is open to all ladies attending the 1978 NAA Boston Clambake Convention.

**12 noon to 2:45 pm**

**AUCTIONEERS' LUNCHEON** — Grand Ballroom, Second Floor. Presiding: William F. "Bill" Moon, North Attleboro, Massachusetts. Luncheon for auctioneers and guests.

*Tickets for the Auctioneer's Luncheon are not included in the NAA Convention Registration and tickets must be purchased in advance. Tickets will be collected at the luncheon. Due to the fact that food service must be guaranteed 48 hours in advance tickets must be purchased with Advance Registrations or at the Convention Registration Desk up through Wednesday afternoon until 1:00 p.m.*



Pledge of Allegiance to the Flag — William F. "Bill" Moon, Convention Chairman.

Invocation

Luncheon

CAI Recognition of Charter Class Designates. NAA members who have successfully completed the three weeks (one week each during the years 1976, 1977 and 1978) courses will be recognized during the luncheon.

Introductions — Bill Moon

Recognition of Massachusetts and New England Council of Auctioneers Association, Convention hosts.

Program — Business and the Press, William Davis Taylor, Chairman of the Board of Affiliated Publications, Inc., parent corporation of the Boston Globe newspaper, Boston, Massachusetts.

**LADIES AUXILIARY LUNCHEON** — Commonwealth Room, Third Floor.

*Tickets for the Ladies Auxiliary Luncheon are not included in the Convention Registration and tickets must be purchased in advance. Tickets will be collected at the luncheon. Due to the fact that food service must be guaranteed 48 hours in advance, tickets must be purchased with Advance Registrations or at the Convention Registration Desk up through Wednesday afternoon until 1:00 p.m.*

Pledge of Allegiance

America — Mrs. Jack (Theresa) Hilditch, Bellingham, Massachusetts, at the piano.

Invocation — Mrs. Walter (Ruby) Hartman, 1st Vice President, Camden, Ohio.

Luncheon

Roll Call by States — Mrs. Charles (Glenda) Johnson, Secretary-Treasurer, Sevierville, Tennessee.

Installation of New Officers and Directors — Martin E. Higgenbotham, NAA President, Lakeland, Florida.

Introduction of Convention Chairman

Welcome to Massachusetts — Mrs. William (Eleanor) Moon, Ladies Auxiliary Chairman, North Attleboro, Massachusetts.

Response to Welcome — Mrs. Harvey (Pat) Lambright, Director, LaGrange, Indiana.

Program — The Hole in the Doughnut, Fred E. Crockett, Burlington, Vermont. Mr. Crockett is a direct descendant of Captain Hanson Crockett Gregory, who is said to have invented the hole in the doughnut in Clam Cove, Maine, in 1847.

Presentation of Past President's Pin — Mrs. Martin (Brenda) Higgenbotham, Director, Lakeland, Florida.

Awards and Prizes

Benediction — Mrs. Leland (Irene) Dudley, 2nd Vice President, Hampton, Iowa.

3:00 to  
4:00 pm

**ANNUAL OPEN MEETING OF THE NAA BOARD OF DIRECTORS** — Republic Ballroom, Second Floor. Meeting open to the general membership. Martin E. "Marty" Higgenbotham, President, presiding.

4:30 to  
11:00 pm

**NAA BOSTON CLAMBAKE** — Boston Aquarium. Buses will be available for boarding at front entrance of Sheraton-Boston Hotel at 4:30 p.m. and provide shuttle service to Aquarium and return. Authentic Clambake (clam nectar, steamers, Lobster, corn on the cob, chicken and the trimmings) will be provided to NAA Convention Registrants. Entertainment will be provided in



**CLAMBAKE INTERNATIONAL** will serve succulent steamer clams, fresh, Maine lobsters, clam chowder and nectar, sweet and tender corn on the cobs and barbeque chicken at the 1978 NAA Boston Clambake on Friday night, July 21. A tour and entertainment at the Boston Aquarium will complement the outstanding evening of NAA fellowship and entertainment.

the Boston Aquarium, showing sea life of New England coastal areas.

*The NAA Convention Registrants will be divided into two groups to facilitate having enough space to eat dinner and enjoy the entertainment. While one-half of the delegation is eating, the other half will be enjoying the entertainment, etc.*

### Saturday, July 22

7:30 to  
8:45 am

**STATE OFFICERS' BREAKFAST** — Gardner Room, Third Floor. Presiding: Harvey C. Lambright, 1st Vice President; Sponsored by the National Auctioneers Association board of directors. Lyle Erickson, Chairman, Cresco, Iowa; C. E. "Chuck" Cumberlin, Co-Chairman, Brush, Colorado, State Officers' Workshop Committee.

8:00 to  
10:00 am

**LADIES AUXILIARY BOARD OF DIRECTORS CONTINENTAL BREAKFAST** — Clarendon Room, Third Floor.

9:00 am to  
12 midnight

**YOUTH ACTIVITIES ROOM** — Beacon Complex D & E Rooms, Third Floor. Youth Activities Room open for use by NAA youths.

9:00 am to  
3:00 pm

**EXHIBITS DISPLAY/BREAKDOWN** — Constitution Room, Second Floor. All exhibits/displays must be removed from the Constitution prior to 3:00 p.m.

9:00 am to  
12 noon

**REGISTRATION** — Exeter Room, Third Floor.

9:00 to  
10:15 am

**WORKSHOP F — REAL ESTATE/INDUSTRIAL-COMMERCIAL** — Republic Ballroom, Second Floor. Bill Wade, Chairman, McKinney, Texas. Instructors: Richard Brodie, Westland, Michigan; Bill Fox, Baltimore, Maryland.

**WORKSHOP G — SPECIAL COLLECTORS' SALE (GLASS/JEWELRY)** — Independence Room, Second Floor. Herbert A. Bambeck, Chairman, Dover, Ohio. Instructors: Robert Skinner, Boston, Massachusetts; Ben Weschler, Washington, D.C.; Louis Cook, Pembroke, Massachusetts.

10:30 to  
11:45 am

**WORKSHOP H — ESTATE PROBLEMS & YOUR CLIENTS** — Republic Ballroom, Second Floor. Pat Patrick, Lakeland, Florida.





**INSPIRATION AND MOTIVATION** is the reason Nido R. Quebin has been selected by NAA President Martin Higgenbotham to serve as President's Banquet speaker on Saturday night, July 22. Nido is a living proof that America is still the land of opportunity. His life has been an amazing success story.

**WORKSHOP I — CLERKS & CASHIERS** — Independence Room, Second Floor. Hubert Songer, Chairman, Murfreesboro, Tennessee. Instructors: Mrs. Robert (Barbara) Glass, Central Village, Connecticut; Mrs. James (Pauline) Hill, New Smyrna Beach, Florida.

**11:00 am to 1:00 pm LADIES AUXILIARY PAST PRESIDENTS' BRUNCH** — Clarendon Room, Third Floor.  
**1:00 to 1:30 pm VOTER REGISTRATION/BALLOTS DISTRIBUTION** — Republic Vestibule, Second Floor. Ken Barnicle, Chairman, Ballwin, Missouri.

*Ballots will be distributed to NAA members only with which to vote for the election of officers (President, 1st Vice President and Second Vice President) and directors (four whose terms expire 1981). Members must have ballots to vote.*

**1:30 to 4:00 pm ANNUAL MEETING OF THE NATIONAL AUCTIONEERS ASSOCIATION** — Ballroom, Second

**You Can Learn To  
Be An Auctioneer**

## **INTERNATIONAL AUCTION SCHOOL**

*912 KENTUCKY HOME LIFE BLDG.  
LOUISVILLE, KENTUCKY*

**Send for Catalog**

**NATIONALLY KNOWN INSTRUCTORS  
THE \$UCCESS \$CHOOL OF MID-AMERICA**

**Next Class: April 23 — May 5**

Floor. Martin E. "Marty" Higgenbotham, President, Presiding.  
 Call to Order — Mr. Higgenbotham  
 Invocation  
 Introductions — Mr. Higgenbotham  
 Memorial Service for Deceased Members — Ladies Auxiliary to the National Auctioneers Association  
 Executive Director's Report and Reading of Minutes of Previous Meeting — Harvey L. McCray, Executive Director, Lincoln, Nebraska.  
 Treasurer's Report — Dean Fleming, Treasurer, Atkinson, Nebraska.  
 Committee Reports — NAA Committee Chairman  
 Nominating Committee Report — Lyle Erickson, Chairman, Cresco, Iowa.  
 Election of Officers and Directors  
 Installation of Officers and Directors  
 Old Business  
 New Business  
 Adjournment

**YOUTH ACTIVITIES ROOM** — Beacon Complex D & E Rooms, Third Floor. The art and science of prestidigitation will be presented by Gary T. Schmidt, "THE MAGICIAN". Entertainment and games also.

**4:00 to 5:00 pm**

**FIRST ANNUAL MEETING OF THE 1978-79 NAA BOARD OF DIRECTORS** — Gardner Room, Third Floor. Meeting of newly elected officers and directors, in addition to those directors who continued to serve their terms.

**6:30 to 7:00 pm**

**HEAD TABLE ASSEMBLY FOR BANQUET DIGNITARIES** — Liberty A Room, Second Floor. Assembly for newly elected officers and directors, continuing directors; newly elected president and retiring president of the Ladies Auxiliary; 1978 NAA Convention Chairman and Ladies Auxiliary Chairman; Banquet Speaker and Chaplain; and all spouses of above.

**7:00 to 9:30 pm**

**PRESIDENT'S BANQUET** — Grand Ballroom, Second Floor. Presiding: Martin E. "Marty" Higgenbotham, Lakeland, Florida.

Grand March to the Head Table and Introductions of Head Table Dignitaries  
 Call to Order — Mr. Higgenbotham  
 Invocation  
 Dinner  
 Awards Presentations  
 Ladies Auxiliary Presentations:

Introduction of 1978-79 President by Mrs. Wylie (Joan) Rittenhouse  
 Acceptance Address — 1978-79 President  
 National Auctioneers Association Presentations:  
 Introduction of 1978-79 NAA President by Martin Higgenbotham  
 Acceptance Address — 1978-79 NAA President

Speaker: Nido Qubein, High Point, North Carolina, a presentation by author, consultant, businessman, seminar leader, speaker and radio personality.

Adjournment

**9:30 pm to 12 midnight**

**PRESIDENT'S BALL** — Ballroom Complex, Second Floor. The 1978 NAA Boston Clambake Convention will officially conclude with the President's Ball. Music will be provided by the Baron Hugo Orchestra.

## **Sunday, July 23**

**ALL DAY**

**NAA Members, their families and guests depart for home or for post convention tours and vacations.**



# Marketing Real Estate By Auction

By Lyle Erickson, Director

Marketing real estate is a segment of the auction profession that continues to grow at an ever increasing rate and will continue to gain in popularity as more auctioneers train themselves and their staff to be professional in the conducting of real estate auctions.

I will share with you some of the things I have found necessary to do to have a successful auction time after time.

**1. You must have a qualified seller.** A qualified seller is a person, persons, corporation — everyone in the title of the property to agree with the auctioneer that selling by auction is the right way and the best way to market the property. It is necessary to go beyond the title holders in many instances. Children of older parents, parents of younger people, should be counseled with to be sure that they are in agreement with the auction method.

Bankers, attorneys, accountants — everyone who is influential with the sellers — needs counseling in the advantages of the auction method in marketing real estate so that no one can wrongly influence your sellers at the last minute. If you fail to have a qualified seller, you will most likely have a real estate auction that fails to bring the top dollar and/or fail completely, therefore being detrimental to you and to the auction profession.

**2. Qualifying the Property.** Once you have a qualified seller, you now must qualify the property. Is the title merchantable? If it is not, it would be very hard to sell and don't get involved. You need to know if there are existing leases, mineral or oil rights reserved by previous owners, building restrictions, zoning ordinances, street and utility assessments, drainage district or any other improvements that would cause tax liens against the property. None of these would make the property unsaleable as long as you could clear the title and give good title subject to all restrictive covenants.

Here is a situation to watch very closely. If the property you are selling is covered in a Blanket Mortgage with other properties owned by the sellers, be sure the mortgage holder will release the mortgage lien on the property you are selling. Get a written statement from them so stating. Most leases require some type of termination notice even at the end of a lease period. Be sure this is taken care of. In some cases, a survey would be required.

We discuss this with the sellers so that they understand that if a survey is made, this would be an expense of the seller. Any fees, attorney or others, that are connected to perfecting or transferring the title to the property would be at the expense of the seller. In cases where we offer the property in separate tracts or as a whole, we don't survey until after the auction and have found out how the property was sold. Other situations, of course, can arise that require attention and correction.

**3. Contract of Employment.** After we have decided that the sellers are ready (qualified) and the property is saleable, we get our contract completed and signed by the sellers. It is a simple contract form prepared by us and our attorney stating date, time and location of the auction, where to advertise and who pays advertising, legal description of the property, terms of the auction, fee to be received by the auctioneer, seller agrees to furnish good merchantable title to the property, etc. All of the above are important, in addition it so states as follows: "The owner does hereby transfer and assign to the auctioneer the absolute right to sell the afore described real estate to the highest bidder on the day of sale and further agrees that said sale shall be made upon the following terms and conditions."

Now spell out terms and conditions. Be sure your terms are such that the buyers can live with. I have seen terms being offered, which makes a property very difficult to sell. Such as wanting the buyer to pay the purchase price down to an existing contract. If this land was purchased five or six years ago with the payments made on the principal and the inflation in land prices as they have been, this could mean an 80% cash down payment. Another example is asking the purchaser to pay 29%

down and the balance in 5 equal installments. In my opinion both of the above illustrations are more restrictive to the buyer than a cash sale would be.

**4. Promoting the Auction.** Your employment contract should state who is paying for the promotion and advertising of the auction. In our case it is normal that we, the auctioneers, do. We budget approximately 1% of the gross sale to advertising and promotion of farm land, acreages and homes. On your smaller units, it may take a little more than 1%. On half million dollar properties we can advertise and promote adequately for just over 1/2%. We use local and regional newspapers, area box holder advertisers, trade papers and magazines and radio.

Times for "Open House" or inspection of the property is included in our ads. Large signs placed on the property state the date, time and location of the auction, our firm name and the owners name. We direct-mail hundreds of flyers and or brochures to local buyers and potential buyers outside our area plus personally contacting as many prospects as possible.

There are, of course, other things that need to be done. All properties and sellers are different. We do everything we can to avoid problems or surprises. Though we have a contract with our seller for an absolute auction, we do not advertise an "absolute auction".

**5. Qualifying the Auctioneer.** Are you, the auctioneer, qualified to sell real estate at auction? Answer this question honestly. If you had a \$100,000 or \$1,000,000.00 property to sell, would you hire an auctioneer with your qualifications and experience to do the job? Many auctioneers reading this article can say "Yes!" Hundreds of others must say, "No, I'm not qualified!" This is the reason you will hear throughout our industry that many auctioneers are offering their services at ridiculously low fees.

Fellow auctioneers, the opportunities today are almost unlimited if you will qualify yourself to market real properties by auction. If you are to be successful at this, you must know and understand the many aspects of the real estate industry, such as how to read, write and understand legal descriptions; how title to real property is transferred; restrictive covenants; financing; zoning; land use; appraisal methods to determine market value and much more.

There are many places where you can learn, starting with your own state and NAA educational seminars; conferences and conventions; and the Certified Auctioneers Institute (CAI) sponsored by the National Auctioneers Association.

Many area vocational schools have special classes in real estate. I would recommend that, besides your auctioneers license (if required), you become licensed as a real estate person. Many states require this if you are going to sell real estate at auction. Next, join the local real estate board, the state and National Associations of Realtors and take advantage of their many educational programs. The Farm and Land Institute of the National Association of Realtors is an excellent association to belong to if you want to increase your knowledge of rural and urban lands. The opportunities to learn are all around you. Take advantage of them.

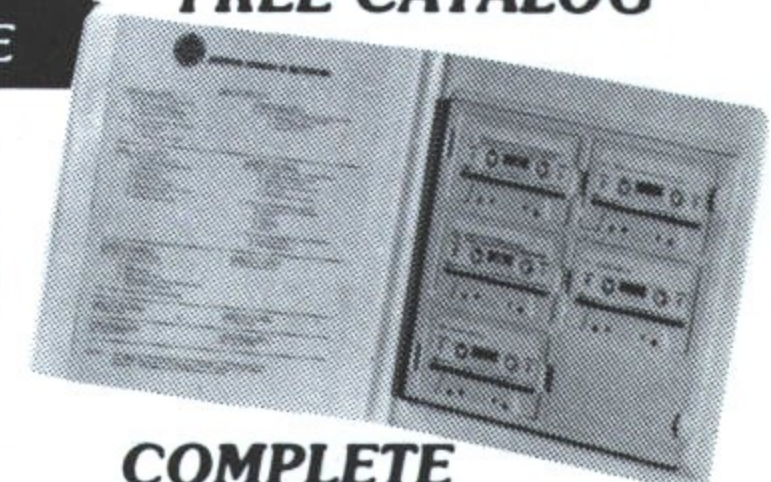
I know of no short cuts to success. Knowledge and work will get you there. New methods in marketing real estate are being developed. We never know enough. It's a continuing learning process. If you are not learning, you are going backward as your competition is learning and moving forward continually.

## Learn Auctioneering AT HOME

**Complete cassette home study.**  
• 5 full hours of chant secrets, training exercises and all phases of auctioneering.

American Academy of Auctioneers  
1222 No. Kenwood, Broken Arrow, OK  
74012. Ph. 918 251-1111

FREE CATALOG



**COMPLETE COURSE \$49.95**



## The Reisch Auctioneer's Speaker

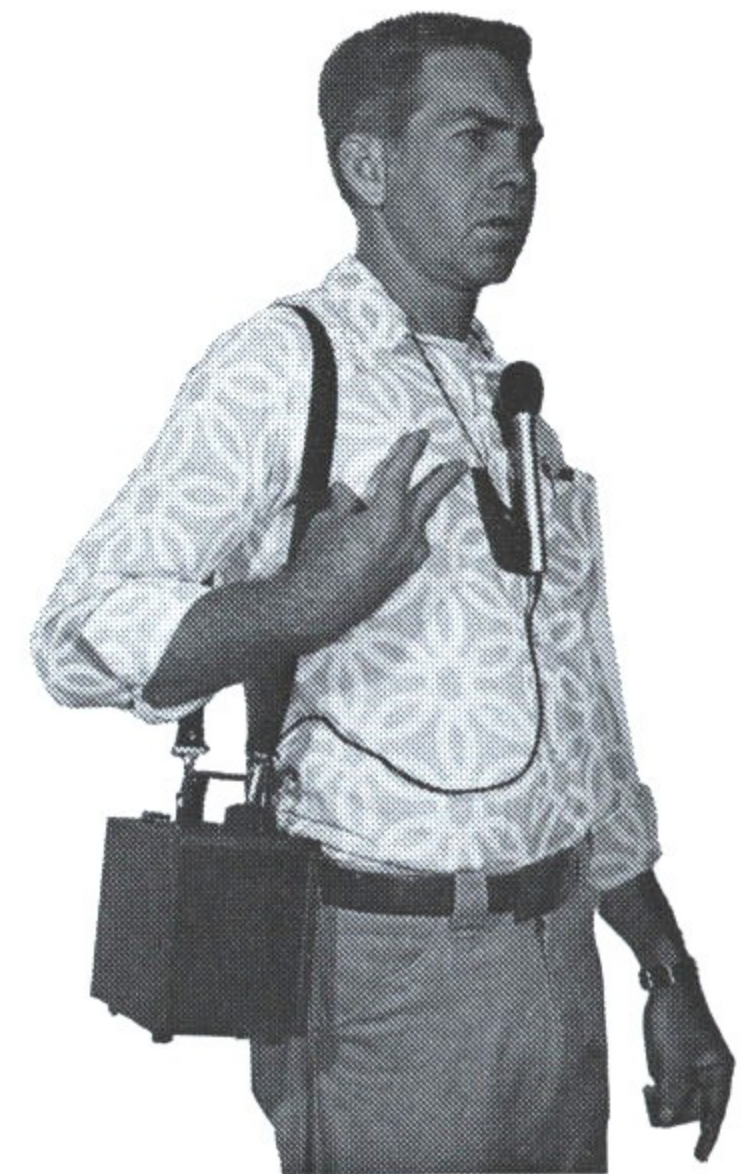
The greatest ever used in the auction profession. Nothing its equal. Either of these speakers will do the job — loud and clear — and can be heard for a half mile or more. The leading auctioneers throughout the U.S.A. and Canada use these speakers. Why not you? We have sold these speakers for the past 25 years. They are American made and of the finest quality.



REISCH SPECIAL  
"MR. BIG VOICE" — JR-1

THE JR-1 is the most powerful portable speaker made. It is powered by three 6 volt lantern batteries, giving 18 volts of power. Batteries last 60 hours or more. Set weighs 8 lbs. Comes with 12 ft. cord and shoulder strap and mike support holder, which leaves both hands free. Easy to carry at side, or can be placed on truck top, or used on a ladder. If you want the best, this is it.

THE JR-2 "Reisch Special" is a powerful little set. Operates on two 6 volt lantern batteries and has a battery powered mike. Only weighs 6 lbs. Complete with neck support to hold mike, shoulder strap and 15 ft. cord.



REISCH SPECIAL  
"LITTLE BIG VOICE" — JR-2

**Be Modern. Use a Proven Up-To-Date Speaker**

*It is a voice saver. Select the set that you feel will work best for you.*

**THESE SPEAKERS CAN ONLY BE PURCHASED FROM:**

**Col. Joe Reisch, Reisch Sales Company, Box 850, Mason City, Ia. 50401**  
**Phone: 515 423-1465. Call or write for Special Wholesale Prices.**



**ZOMAX INDUSTRIES, LTD.**

34-24 HUNTERS POINT AVENUE  
LONG ISLAND CITY, N.Y. 11101

**(212) 392-4141**

**BUY DIRECT FROM PRIME SOURCE**  
**ALL TYPES OF HAND TOOLS**

**PROMPT SHIPMENT**  
**EXCELLENT VALUES**

- Wrench Sets
- Socket Sets
- Adjustable Wrenches
- Pipe Wrenches
- Pliers
- Hammers & Mallets
- Drill Sets
- Screwdriver Sets

- Vises
- Folding Rules
- Bolt Cutters
- Padlocks
- Tap & Die Sets
- Wrecking Bars
- File Sets
- Sandpaper

- Trowels
- Trouble Lights
- Kerosene Lanterns
- Rope
- Saws & Hacksaws
- Measuring Tapes
- Chain Hoists
- PVC Tape

**MANY OTHERS**

**Write for FREE Catalog**

**(212) 392-4141**



**ZOMAX INDUSTRIES, LTD.**

34-24 HUNTERS POINT AVENUE  
LONG ISLAND CITY, N.Y. 11101



## The Ladies' and Childrens' Meetings Are Planned; Now All We Need Are The NAA Families To Enjoy Them!

Dear Ladies:

The programs for the Ladies Auxiliary Luncheon, to be held on Friday, July 21, is completed and the youth activities also are set (details for both in this issue of THE AUCTIONEER). Convention time is approaching and the Ladies Auxiliary to the Massachusetts Auctioneers Association have worked hard to complete the plans, which will make you enjoy your 1978 Convention stay.

Recently I attended the New Hampshire Auctioneers Association meeting and some of the ladies there showed interest and are assisting us in our convention plans.

Marie Flatow, National Director of the Ladies Auxiliary, is working hard in the State of Vermont to assist us and we now are looking forward to her assistance along with the assistance from the ladies of the New England States.

I want to thank the NAA members whose support is greatly appreciated. They have helped me accomplish my goal. I have enjoyed attending the NAA and State Associations' meetings.

Ladies, while attending the 1978 NAA Boston Clambake Convention, you should plan to stay a day or two longer and visit some of the world famous stores, located just a short distance from the Sheraton-Boston Hotel — our convention headquarters.

Shop in Jordan Marsh, Filene's famous basement, Saks Fifth Avenue and Lord & Taylor. After an enjoyable shopping trip you should plan to visit two of our finest restaurants off of Atlantic Avenue, including Anthony's Pier IV or Jimmy's Harborside — both are located on the water front.

While enjoying a fine dinner at Anthony's Pier IV you can watch the ocean liners arriving in Boston. As they pass by the restaurant the owner will call out the name of the ship, where it comes from and the cargo it is carrying.

Also the ships' destinations are given after they leave Boston.

Reservations are required at these famous restaurants.

Why not enjoy a sightseeing tour by boat, which depart daily. Take a ride out into Boston Harbor; go to Providence Town. Providence Town is located at the tip of Cape Cod and is a tourist attraction. The trip takes about two hours by boat.

There are many things, which will be of interest to you in Boston and the NAA Convention program is designed with you in mind. We want you to have fun before and after you attend our convention activities and Boston will provide you the historical and modern enjoyment you want.

Don't forget, ladies, make your hotel reservations immediately (use the form in THE AUCTIONEER magazine); submit to the NAA Office your Convention Registration and Pre-Tour Registration — the programs and forms for both are in the magazine also — and remember to pay your dues to the Ladies Auxiliary to the National Auctioneers Association.

We want to see you in Boston to greet you New England style!

**Mrs. William F. "Eleanor" Moon**  
Chairman, Ladies Auxiliary Events



CCIM AFLB CRB

### LEARN AUCTIONEERING IN FLORIDA

**JIM GRAHAM**  
SCHOOL OF AUCTIONEERING

204 US 1, North Palm Beach, Fl 33408

## Western college of auctioneering

**Learn to Be — One of the most respected and successful individuals in your community.**

**We can start you in a profession that is honorable, pleasurable and most rewarding financially. We have been doing same since 1948. Ask your successful auctioneer — he has been there!**

**We have often been imitated, but never equaled. It will cost you 13¢ to get the answer. (It used to be 3¢.)**

**This copy partially compiled by Ed Vierheller, Graduate 1960, and past member, Board of Directors, National Auctioneers Association.**

**WRITE:**

**Western**  
college of auctioneering  
Box 1458 Billings, MT 59103

### YOUTH ACTIVITIES PROGRAM

**Includes Only Special Events Other Than Those Scheduled In Regular NAA Program. All Events Held in Sheraton-Boston Hotel Unless Otherwise Specified.**

#### Thursday, July 20

**2:00 to  
4:00 pm**

**ENTERTAINMENT AND GAMES** — Beacon Room Complex, Third Floor. Special entertainment by Col. George Martin, East Lebanon, Maine. Organized Poolside activities scheduled, Sheraton-Boston Hotel Pool, Fifth Floor (meet at Beacon Room Complex).

#### Friday, July 21

**9:30 to  
11:30 am**

**CARTOONS & MOVIES** — Beacon Room Complex, Third Floor. Hotel pool available for all not interested in movies.

**12:00 to  
3:00 pm**

**SNEEZY THE CLOWN** — Beacon Room Complex, Third Floor. Entertainment by Sneezy.

#### Saturday, July 22

**9:30 to  
11:30 am**

**CARTOONS & MOVIES** — Beacon Room Complex, Third Floor. (Hotel Pool available for those not interested in movies.)

**1:00 to  
4:00 pm**

**ROLLER SKATING PARTY** — Meet in Beacon Room Complex, Third Floor. Skaters will be driven to skating arena in Waltham, Massachusetts.

**1:00 to  
4:00 pm**

**GARY T. SCHMIDT — THE MAGICIAN** — Beacon Room Complex, Third Floor. For those not interested in skating, Gary T. Schmidt, 19 year old magician, will entertain the youth with the art and science of prestidigitation. Youth Activities entertainment to follow until 4:00 p.m. Hotel pool also available.

**8:00 to  
9:00 pm**

**GOING AWAY PARTY** — Beacon Room Complex, Third Floor. Immediately following dinner with parents at President's Banquet, cake and ice cream will be served in Beacon Room Complex for all youths interested, in addition to having entertainment provided by Sneezy the Clown.



# **A. MARCUS CO.**

**Hillside, Illinois**

**ESTABLISHED 1908**

# **TOOLS**

***Wholesaler Distributor of Brand Name***

**AIR TOOLS — STATIONARY TOOLS**

**ELECTRIC TOOLS — HAND TOOLS**

**GENERAL MERCHANDISE — CLOSEOUTS**

***VISIT OUR SHOWROOM***

**OR**

***Write for our FREE monthly catalog***

**Order NOW by calling us 800 323-0231**

**Illinois call (312) 544-9510**

**Our TWO MILLION DOLLAR INVENTORY means any order is shipped immediately!**

**All merchandise is fully guaranteed!**

**\$500.00 MINIMUM ORDER — MERCHANDISE FOR RESALE ONLY**

**4170 MADISON ST., HILLSTDE, ILL. 60162**



*Compares Auctioneers With  
X-Rated Movies, Garish Arcades*

**New York Times Newspaper  
Degrades Ethical Auctioneers  
In Sunday Edition Editorial**

One of the primary goals of current-day, ethical auctioneers, and especially those who belong to the National Auctioneers Association, is to make the public realize that there is a need for the auction method of selling and that auctioneers provide a valuable service to the public. Comments in the Sunday, April 9, 1978, edition of the New York Times newspaper does nothing to support that goal, however.

NAA member Emory Sanders of New London, New Hampshire, sent to the NAA Office an editorial — full page — which was written by a reporter of the New Jersey staff of the Times, Walter H. Waggoner and in an oversized subhead in the article, which stated: "In and Around Nags Head: The Discreet Charm of the Outer Banks" (Nags Head is in North Carolina and is a favorite area for relaxing vacationers), was the comment: 'There are no boardwalks, shouting auctioneers, garish arcades, X-rated movies. The Outer Banks are primarily for relaxing in the sun and eating good seafood.'

The article did an excellent job of promoting Nags Head, but in the opinions of NAA member Sanders and Executive Director Harvey McCray the comparative use of the word auctioneers with "garish arcades, X-rated movies" was uncalled for. Perhaps writer Waggoner has never attended, or been privileged to purchase valuable merchandise from a viable auction, or ethical auctioneers.

Auctioneers, or auctions, should not be compared with X-rated Movies or garish arcades. In his letter to the Editor of the New York Times, Executive Director McCray supported the belief that Mr. Waggoner could well have written, "There are no boardwalks, shouting New York Times salesmen, garish arcades, X-rated movies . . ." and omit the reference to auctioneers altogether.

McCray also wrote: "The National Auctioneers Association is an organization of professional men and ladies and the services they provide to the public are very worthwhile and

respectable. To compare auctioneers with X-rated movies, garish arcades and the likes is not commendable for Mr. Waggoner or The New York Times."

McCray also wrote, "There are good auctioneers and bad auctioneers, just as there are good newspapers and bad newspapers; good feature writers and bad feature writers. To label all of us in one group is unfair, as Mr. Waggoner has labeled auctioneers."

"You can be assured that I will publicize in our magazine THE AUCTIONEER, which is distributed to 5,600 NAA members, what The New York Times and Walter H. Waggoner have to say about auctioneers and how they compare auctioneers with 'garish arcades, X-rated movies'. No doubt many of our members have used your paper to advertise their sales in the past and I am requesting our member-advertisers that they too offer you their comments."

Emory Sanders sent a copy of his letter to the Editor of The New York Times and in it he wrote, "I find that statement personally offensive and professionally unacceptable. To categorize auctioneers and X-rated movies together borders on slander. I am proud of the service I do for my satisfied clients and I am a respected individual in my community."

He also wrote, "I would suggest that the Times send an apology to the National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510."

It is the belief of Executive Director McCray that The New York Times should hear from the NAA membership and offer the Editor, and Mr. Waggoner, comments. It also is suggested by McCray that the comments be restricted to the use of the word auctioneers with the subhead as described above. Nothing should be taken away from the vacation area of the Nags Head as the article describes a very fine vacation area in North Carolina.

Also it should be said that derogatory remarks to the Editor or Mr. Waggoner may be construed as "slander" or "libel" and anything written should be in a positive vein — promote the auction business, not degrade the auction profession as the editorial has, in McCray's and Sanders' belief.

The letter from McCray to the Times was addressed: Editor, The New York Times, P.O. Box 5969, Church Street, New York, NY 10242. Let the editor know that you are proud of your profession. Write him immediately!

*Apology Printed . . .*

**AUCTIONEER Editor Apologizes  
To Non-Member Auctioneer Due  
To Letter Printed in April**

An apology has been submitted to non-NAA member auctioneer James Tomlinson of Lansing, Michigan, for having his name published in the April, 1978, issue of THE AUCTIONEER magazine. The name of James Tomlinson was quoted in a letter written to the National Auctioneers Association by NAA member Gordon K. Davis, also of Lansing.

The apology was written because it printed the name, address, etc. of Mr. Tomlinson and also Mr. L. B. Barks). This does not infer that any one party of the situation was right, or wrong, as the article was the opinion of a member of the National Auctioneers Association.

The purpose of THE AUCTIONEER magazine is to provide to the membership articles which will be helpful to auctioneers in their businesses. NAA member Gordon K. Davis' purpose in writing to the editor of THE AUCTIONEER magazine was to offer information on situations, which occur at auctions which he feels is improper and uncalled for.

However, since THE AUCTIONEER is a national magazine, the local names, addresses, etc. could well have been omitted without affecting the intent of Gordon

Davis' article (letter).

The article (page 41 of the April, 1978, issue) was a complete reprint of NAA member Davis' letter, but it could have been just as effective without the use of personal references (i.e., name, address, etc.). The article could well have omitted personalities and still get across to the membership the problems auctioneers may face at auctions by individuals, etc.

The problem created a need of Editor McCray to publish the following policy to the membership: "Articles will be printed in THE AUCTIONEER magazine which offer assistance to or educational programs for members of the National Auctioneers Association and personal references, which degrade a person's character or assassinate the character of an individual, have no place in THE AUCTIONEER magazine. The National Auctioneers Association's magazine cannot serve as a "judge" or "jury" in situations of a local nature.

Regardless of who is at fault in the April magazine article, it is a problem to be solved by Gordon K. Davis and James Tomlinson and L. B. Barks.

To Mr. James Tomlinson and Mr. L. B. Barks the editor of THE AUCTIONEER magazine apologizes for having printed the portion of Gordon K. Davis' letter which offered the names, addresses, license numbers — and in fact any personal references — as it was not the proper place to do so.

**Harvey L. McCray, Editor  
THE AUCTIONEER Magazine**



## CONVENTION DATES

- June 4 — Florida Auctioneers Association, San Lan Ranch, Lakeland.  
 June 5 — Georgia Auctioneers Association, Macon.  
 June 8-9 — Wisconsin Auctioneers Association, Holiday Inn, Highway 41 & 151, Fond du Lac.  
 June 9-11 — South Dakota Auctioneers Association, Gill Sun Inn, Rapid City.  
 June 10-11 — West Virginia Auctioneers Association, Cedar Lakes (FFA-FHA Camp), Ripley.  
 June 11-12 — Tennessee Auctioneers Association, Holiday Inn, Galtinburg.  
 June 16-17 — Texas Auctioneers Association, Hilton Inn, McAllen.  
 June 24-25 — Ohio Auctioneers Association, Summer Meeting, Marriott Inn, 2124 S. Hamilton Rd. @ I-70, Columbus.  
 June 25 — Nevada State Auctioneers Association, Las Vegas.  
**JULY 19-22 — NATIONAL AUCTIONEERS ASSOCIATION, SHERATON-BOSTON HOTEL, BOSTON.**  
 November 5-6 — New York State Auctioneers Association.  
 November 19-20 — Indiana Auctioneers Association, Hyatt Regency Hotel, Indianapolis.  
 January 20-22, 1979 — Ohio Auctioneers Association, Winter Meeting, Marriott Inn, 2124 S. Hamilton Rd. @ I-70, Columbus.  
 January 26-27, 1979 — Pennsylvania Auctioneers Association, Inc., Host Inn, Harrisburg.  
 April 8-9, 1979 — Kentucky Auctioneers Association, Owensboro.

## PROVEN SILENT SALESMEN

Removable Magnetic Signs for cars, trucks and stands. For all trades. All logos available. Send for brochure and Information Sheet for FREE LAYOUT and quotation.

### ORIGINAL TRI METRIC "3-D" SIGNS "SIGNS OF THE TIMES"

5 Tracy Dr., R.D. #3, Skaneateles, NY 13152

## Mississippians Show Renewed Interest; Membership Increased to 27 Members

A concerted effort by a few dedicated members, spearheaded by the efforts of J. L. "Lew" Henderson of Gulfport, created new enthusiasm and vigor and the Mississippi Auctioneers Association is alive and well again.

The 14th Annual Convention of the MAA was held in Jackson on April 16 and 27 members paid their dues and laid plans for the revival of the association.

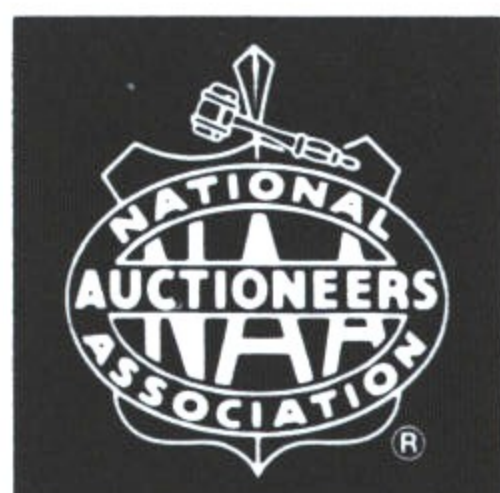
David Gillentine, Jr. of Tupelo was elected president; Marshall Reddick of Drew was elected vice president; and J. L. "Lew" Henderson of Gulfport was elected secretary-treasurer.

New directors elected were Drue Lundy of Belzoni and David Gillentine III of Jackson. Retiring president Hal Thompson of Gulfport was named Honorary Member of the board.

Plans were made for a fall meeting, which will be held in Jackson during the State Fair in October.

NAA director and Tennessee Auctioneer Association secretary-treasurer Hubert Songer of Murfreesboro, Tennessee, addressed the group at the MAA convention's morning session. His help and assistance and the expertise he has had as TAA secretary-treasurer was certainly appreciated by the MAA membership.

Rick Graff, Member



**BELOW WHOLESALE!**

## Graff Auction Service, Inc. opens its buying office to you!

Now, for the first time, you can take advantage of our huge volume buying power and extremely low prices . . . . As a service to auctioneers throughout the country, we will make available: tools, wrought iron furnishings, glass, pottery, leather goods, saddles and tack, furniture, gold and silver jewelry, name brand watches, electronic equipment, and much, much more . . . . **All new! Both import and domestic! At prices far below wholesale!**

**If you don't see it, ask!  
We'll find it!**

Call or write for our current catalog and price sheets. Each month a special offer will be presented, so don't miss out! Call or write today!

7240 Vassar, Suite 26, Canoga Park, CA 91303 • (213) 703-6551 • 347-0261



**Graff Auction Services, Inc.**



# Simplify your job as Auction Clerk

The Bigley Auction Clerks System is a complete time saving package. It provides for rapid registration of buyers and accurate recording of purchases with the use of matching registration forms and buyers numbers.

**No. 152**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

DRIVER'S LIC. NO. \_\_\_\_\_

PHONE NO. \_\_\_\_\_

BANK \_\_\_\_\_

BANK ADDRESS \_\_\_\_\_



## REGISTRATION FORM

- Provides complete information on prospective buyers.
- Individual forms allow several people to register at the same time.

## BUYERS NUMBERS

- Large numerals provide easy recognition by auctioneer.
- Numbers matched to registration forms for easy recording by clerk.
- Space for buyers to record their purchases.
- Printed on heavy weather resistant stock and supplied in a one-at-a-time removal pack.

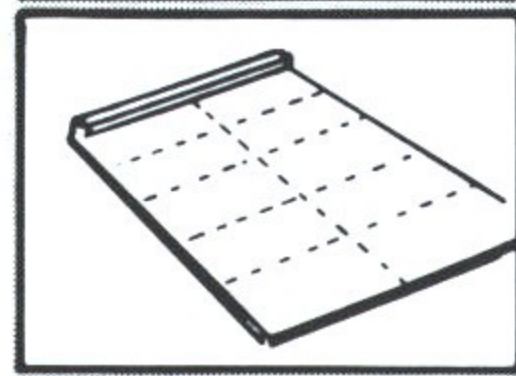
## PUT THE COMPLETE BIGLEY SYSTEM TO WORK FOR YOU



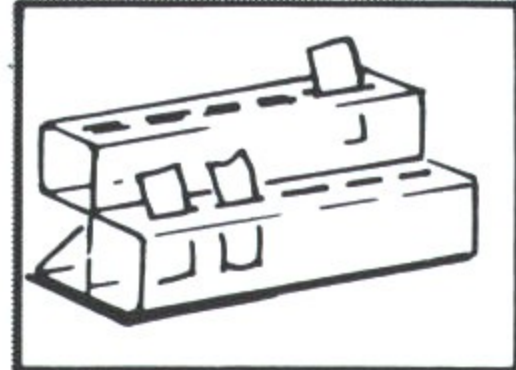
**REGISTRATION FORMS**  
Numbered pads—a real time saver.



**BUYERS NUMBERS**  
Matched to Registration Forms for accurate recording.



**CLERKS SHEETS**  
A tripartite sales record for all parties. Space for buyers numbers.



**HOLDING RACK**  
Gives easy access to buyers copy of sales slip.

## BIGLEY AUCTION CLERKS SYSTEM

P.O. Box 164 / Elysian, MN 56028

Please ship (Bigley prepays shipping costs on all orders over \$25.00):

**BUYERS NUMBERS AND INDIVIDUAL REGISTRATION FORMS**—per hundred \$3.75

\_\_\_\_\_ Sets, numbered 1-100

\_\_\_\_\_ Sets, numbered 1-200

\_\_\_\_\_ Sets, numbered 1-500

\_\_\_\_\_ Sets, numbered 1-1000

**CLERKS SHEETS**—in tablets of 25 triplicate sheets. Buyer's sheet is in sections. Other two remain intact, but detachable.

\_\_\_\_\_ 1 Tablet, \$3.25 \_\_\_\_\_ 10 Tablets, \$31.00 \_\_\_\_\_ 40 Tablets, \$118.00

**HOLDING RACK**—holds several hundred sales slips. Provides quick access to any purchase.

\_\_\_\_\_ Holding Rack(s), \$22.00 each

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE, ZIP \_\_\_\_\_





# For That Antique, Estate or Collector's Auction Be Sure to Use

The Weekly

# TRI-STATE TRADER

Phone (317) 345-5134

P.O. Box 90TA, Knightstown, Ind. 46148

## FOR A CROWD OF GOOD BUYERS

Circulated primarily in Illinois, Indiana, Kentucky, Michigan, Missouri, Ohio, Tennessee, West Virginia, Wisconsin, Western New York, and Western Pennsylvania.

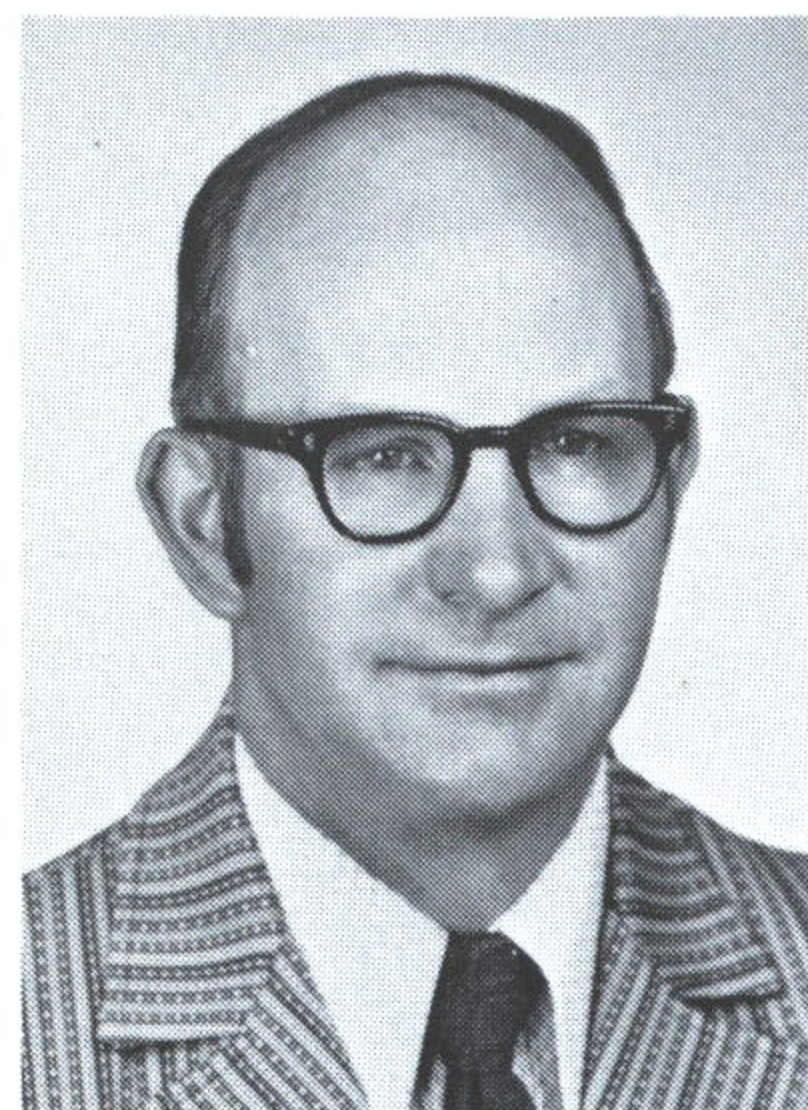
Since 1971 the Tri-State Trader has had more antique auctions than any other publication in the world! Results guaranteed or no pay! (Inclement weather excepted). Ask for a show of hands. Yes, we're that sure!

*Reasonable rates.*

Normal Ad Deadline: Every Wednesday, Reserved & Penalty - Rate Ads taken to 8:30 a.m. Friday.

Delivered every Monday in primary states.

Free Samples Sent to Auctioneers on Request



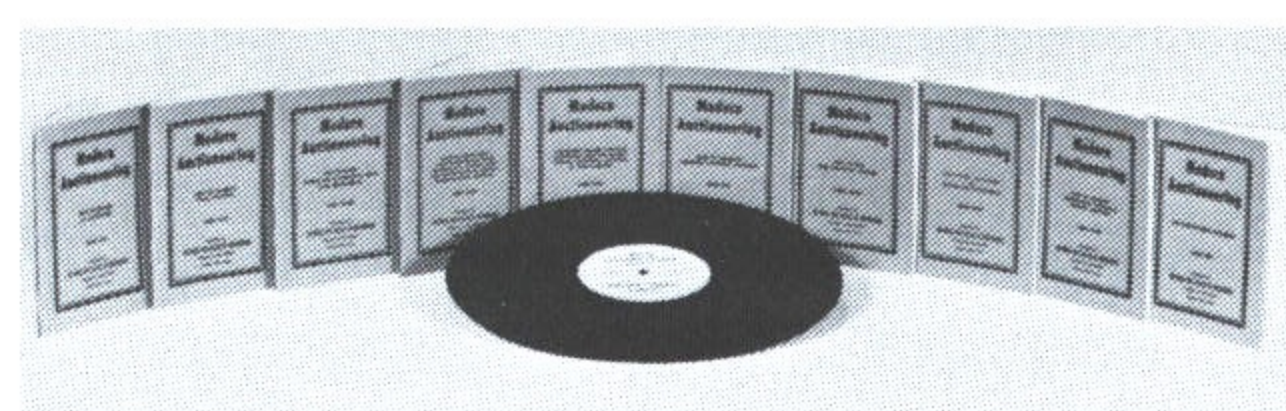
## YOU CAN BE AN AUCTIONEER MAKE BIG MONEY START YOUR NEW CAREER

Col. Gordon E. Taylor  
Owner and President  
Reisch World Wide College  
of Auctioneering

FOR THE PROFESSIONAL  
AUCTIONEER

Clerking Supplies  
Sound Systems

Write for Information



Learn how you can get my Home Study  
Course — 10 books and record

Graduates receive lifetime scholarship  
and post-graduate assistance

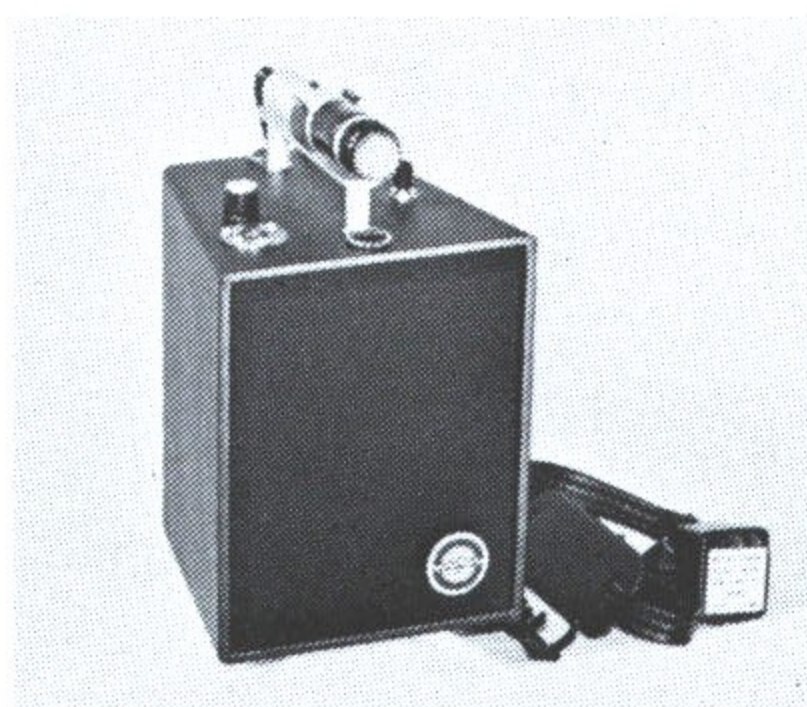
## SEND FOR LARGE FREE CATALOG

ATTEND 2 WEEKS INTENSIVE TRAINING IN ALL PHASES OF THIS RESPECTED AND HIGHLY PROFITABLE PROFESSION.

20 of nation's leading auctioneers show you how



Since 1933 Largest in the World • V.A. Approved



MAIL  
COUPON  
TODAY!

Reisch World Wide College of Auctioneering  
Box 949

Mason City, Iowa 50401

Ph. (515) 423-5242

☐ YES . . . Send me FREE catalog

☐ Send information on Supplies/Sound Systems

NAME .....

ADDRESS .....

CITY .....

STATE ..... ZIP .....

NA



## National Auctioneers Week Participants . . .

### State Associations Have Governors Sign Proclamations

National Auctioneers Week was observed on April 23-29, 1978 and several states' governors have indicated to the NAA Office that proclamations were signed by the governors in recognition of the auction method of selling. The state associations, which have indicated to the NAA Office that the observance was made, include:

Kansas — Robert Bennett, Governor;  
Missouri — Joseph P. Teasdale, Governor;  
Nebraska — J. J. Exon, Governor;  
Oregon — Bob Straub, Governor;  
Texas — Dolph Briscoe, Governor;  
Utah — Scott Matheson, Governor;  
Washington — Dixy Lee Ray, Governor.

No doubt many other state governors signed proclamations, and if the states are not shown on this list, please send the information immediately to the NAA Office. A second listing will be made in the July issue of THE AUCTIONEER magazine, in addition recognition will be given by Marvin Smith, Chairman



**TWO MISSOURI STATE REPRESENTATIVES** were instrumental in having Missouri Governor Joseph P. Teasdale recognize the NAA during National Auctioneers Week when the Governor signed the proclamation. Pictured with the governor (seated) are NAA member and State Representative Glenn Binger and State Representative Clarence Heflin. Clarence works with Glenn in the auction business in Independence.



**KANSANS GATHER BEHIND Governor Robert Bennett** while he signs the National Auctioneers Week proclamation. Pictured left to right: KAA Director Art Unruh and his wife Jan; KAA Directors Vern Gannon and Earl Brown; Naomi and KAA Secretary Rex Newcom (also NAA Director); KAA Vice President Ernest Persinger; KAA President Bing Carter and his grandson Lance; Margaret Persinger and Maxine Carter.



**OREGONIANS PRESENTED GOVERNOR BOB STRAUB** with his Honorary Membership in the NAA after he signed the proclamation, honoring National Auctioneers Week. Present, left to right, were Rick Lang, Forest Witthar (OAA President), Clint Hopkins, Governor Straub, John Hill and Aldo Andreatta.

of the National Auctioneers Week Committee at the 1978 NAA Boston Clambake Convention.

Continued on page 32

**MICHIGAN'S WEEKLY  
AUCTION PAPER**

SINGLE COPY  
PRICE  
**30¢**

National Auctioneers Assoc.  
135 Lakewood Drive  
Kalamazoo, Mich. 49004

BULK RATE  
U. S. POSTAGE  
**PAID**  
Kalamazoo, Mich.  
Permit No. 622



**AUCTION EXCHANGE**

106 South Riverview Drive • Kalamazoo, MI 49004

VOLUME 1, NO. 11

PHONE (616) 381-1138

APRIL 10, 1978

## — NEWS RELEASE —

NATIONAL AUCTIONEERS ASSOCIATION

135 LAKEWOOD DRIVE • LINCOLN, NE 68510 • PHONE 402-489-9356

APRIL 23-29, 1978 IS NATIONAL AUCTIONEERS WEEK

Auctioneers throughout the United States will observe National Auctioneers Week of April 23-29, 1978. National Auctioneers Association members, who will sign proclamations recognizing the professional ethics of members of the NAA.

Today, the auction method of selling real, personal and commercial property is growing rapidly in popularity due to the favorable results obtained at auction. Both the buying and selling public benefits through the efforts of the NAA auctioneer.

The National Auctioneers Association, through the cooperation of state and city officials, is continuing to work to improve on the services offered by auctioneers to the public through good, educational programs and through the exchange of ideas of the professional auctioneer. Improvements in the methods of selling at auction are important to the NAA auctioneer. A good program of information to the public is important so that buyers, and sellers, will understand the auction method of selling.

Auctioneers who display the NAA emblem conduct their auction businesses according to a very strict Code of Ethics, which protects the public, clients and fellow auctioneers. Good ethical practices are observed by the NAA members.

Members of the National Auctioneers Association will be recognized for their efforts during National Auctioneer Week - April 23-29, 1978.

**FRONT PAGE COVERAGE** was given to National Auctioneers Week by The AUCTION EXCHANGE of Kalamazoo, Michigan, in the April 10, 1978, issue. NAA member John Schowalter of Richland is the editor and front page showed the entire news release, which was submitted to him by the NAA Office.



Many newspapers (auction sections and editorials) and trade publications also included news releases and special complimentary advertisements in regards to National Auctioneers Week and appreciation is now being given to them (as well as to the State Association leaders and State Governors above) in the following listing:

Chicago Tribune (Chicago, Illinois);  
 Suburban News (Franklin Lakes, New Jersey) — April 26, 1978 (three local editions);  
 The Ag Trader (Des Moines, Iowa) — April 17, 1978;  
 The Auction Exchange (Kalamazoo, Michigan) — April 10, 1978.

There is a good possibility many, many other trade associations and newspapers of cities, towns, etc., weeklies, and dailies, recognized National Auctioneers Week as letters were mailed to many from the NAA Office with a news release. The ones listed above submitted their publications and indicated the page number, section, etc., to Harvey L. McCray, NAA Executive Director, and if the others have been omitted, please have the information submitted to the NAA Office immediately so that all publications can be recognized in THE AUCTIONEER magazine as well as during the NAA 1978 Boston Convention by Chairman Smith.

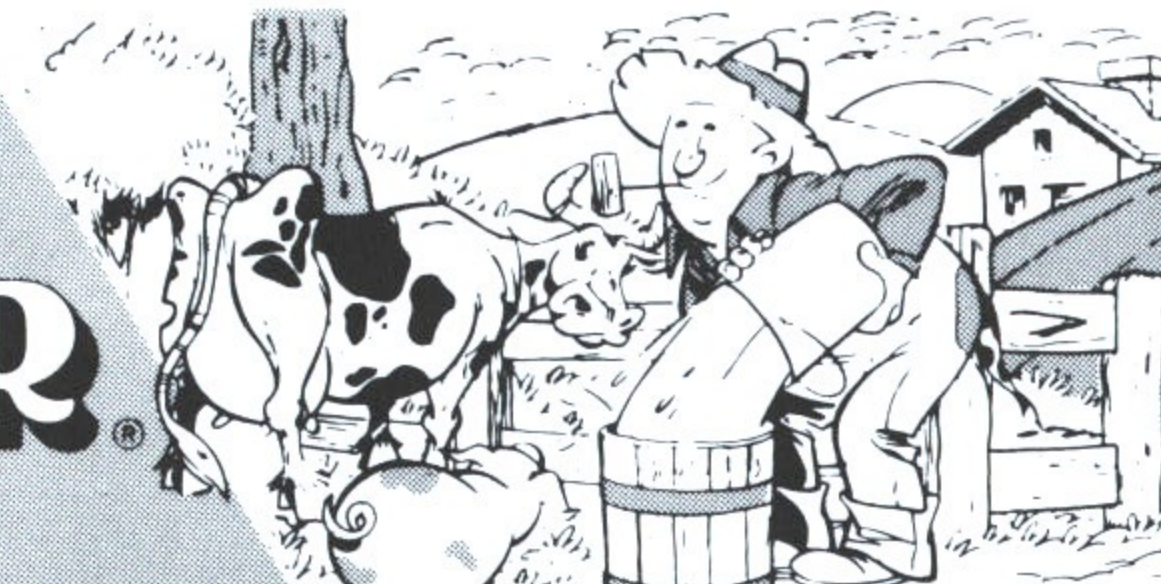
The National Auctioneers Association appreciates the many courtesies extended to the membership by state governors, newspapers and the trade and professional publications (auction school newspapers also) thru publication of the National Auctioneers Week observances.

Thank you, one and all, for recognizing National Auctioneers Week. Your help and assistance is appreciated.

**Harvey L. McCray, Executive Director  
 National Auctioneers Association**

# THE AG TRADER

C & R PUBLISHING CORPORATION



VOL. 3 ISSUE 8      MAILED EVERY OTHER MONDAY (EXCEPT HOLIDAYS)      APRIL 17, 1978

**The Ag Trader  
 Salutes  
 The 5,500 Members  
 Of The**

**National Auctioneers Assoc.**

National Auctioneers Week  
 April 23 — 29, 1978

Auctioneers who display the NAA Emblem conduct their Auction Business to the very strict code of ethics, which protects the public, clients & fellow auctioneers. Good ethical practices are observed by the NAA Members.

Call a NAA Member for your next sale!

**THE AG TRADER SALUTED the National Auctioneers Association during National Auctioneers Week with this two-color recognition in the April 17, 1978, edition. Shown throughout the edition were logos of the NAA in addition to many NAA members displaying logos with their auction advertisements.**

PAGE 12 SUBURBAN NEWS, WEDNESDAY, APRIL 26, 1978

## ★ ANTIQUES, ART & AUCTIONS ★

|  |   |  |
|--|---|--|
| <p style="font-size: x-small;">3rd Annual Central Jersey<br/> <b>ANTIQUE WATCH &amp; CLOCK<br/>         SHOW AND SALE</b><br/>         Sunday May 21, 1978 10 A.M. to 4 P.M.<br/>         Holiday Inn, South Plainfield, N.J. Route 287 &amp; Stetson Road<br/>         Admission \$1.50<br/>         With this Ad \$1.00</p> <p style="text-align: right; font-size: x-small;">Mgr. A. Williams<br/>         201-736-6297</p> <p style="text-align: center;"><b>COL. ART WILLIAMS</b><br/> <small>Member of N.J. and<br/>         National Auctioneers Associations<br/>         Antiques and Household</small></p>   | <p style="text-align: center;"><b>SARTOR AUCTION SALES</b></p> <p style="text-align: center;">437 W. Clinton Street<br/>         Dover, N.J.<br/>         361-6877</p>  | <p style="text-align: center;"><b>LEON'S AUCTION</b><br/> <small>Complete Estate and Commercial<br/>         Auctioneering Service</small><br/>         2:00 PM SUNDAYS—7:00 PM THURSDAYS<br/>         Main Pavilion, New Egypt Market<br/>         Route 537, Between Intersection of Routes 528 &amp; 539<br/>         (Six Miles East of Great Adventure)<br/> <b>Telephone: (201) 446-9260</b><br/> <small>LEON KIJAK, Member Jew Jersey State Society of Auctioneers</small></p>  |
| <p><b>Auctions, Estates, Appraisals</b><br/> <i>Watch for Our May Sale</i><br/>         409 RAMAPO VALLEY ROAD, OAKLAND<br/>         CONTENTS OF ANTIQUE SHOP<br/> <b>ROEDER SMITH ASSOCIATES</b><br/>         52 Algonquin Trail, Oakland<br/>         337-4500</p>   | <p style="text-align: center;"><b>James E. Fawcett</b><br/> <small>Auctioneer<br/>         Appraiser<br/>         Member NAA<br/>         NJSSA      NYSSA</small><br/>         487-7934<br/> <small>P.O. Box 245<br/>         Dumont, N.J.</small></p>   | <p style="text-align: center;"><b>Estate of Honey Cohen</b><br/>         MAY 13 at 10 AM<br/>         98 Lincoln Place, Liberty, N.Y.<br/>         Bisque dolls, china, glass, furniture and pictures<br/> <b>AUCTIONEER—</b><br/> <b>PAMELA MOORE EPSTEIN</b><br/>         914—292-8653<br/> <small>MEMBER NJSSA      NAA      NYSSA</small></p>  |
| <p style="text-align: center;"><b>NEW JERSEY<br/>         AUCTION SERVICE</b><br/>         BANK &amp; ESTATE APPRAISALS<br/> <b>HELEN &amp; HOWARD WICKOFF</b><br/> <small>(Wickoffs in America since 1837)</small><br/> <b>Please call 327-6788</b><br/> <small>Member N.J. State Society of Auctioneers</small></p>  | <p style="text-align: center;"><b>National<br/>         Auctioneers<br/>         Week</b><br/>         APRIL 23-29 1978</p> <p style="font-size: x-small;">Today, in the United States of America and in many countries throughout the world, the auction method of selling real and personal property is growing rapidly; and the items, which are sold at auction, are limitless. The auction profession has become a valuable service to the public, the buyer as well as the seller, and the National Auctioneers Association, in cooperation with the New Jersey State Society of Auctioneers is continuing to work to improve on the services offered to auctioneers through good, educational programs. And, the National Auctioneers Association and the New Jersey State Society of Auctioneers are both striving to give better service to their members through the mutual exchange of ideas. The above statement was prepared by Harvey L. McCray, Executive Director of the National Auctioneers Association. The auction method of selling is centuries old, but modern day methods are receiving more and more recognition. Observation of National Auctioneers Week is not only a promotional aid for the profession; it will also help the people of our state and country recognize the many, many contributions auctioneers are making to our economy. Remember: April 23-29.</p> <p style="text-align: center; font-size: x-small;">NATIONAL AUCTIONEERS WEEK!</p> <div style="display: flex; justify-content: space-between; font-size: x-small;"> <div> <p>President<br/>John P. Kachmar</p> <p>Vice-President<br/>Jerome Krawitz</p> </div> <div> <p>Secretary<br/>Jack Sartor</p> <p>Treasurer<br/>James E. Fawcett</p> </div> </div> | <p style="text-align: center;"><b>Donald L. Norris</b><br/> <b>ESTATE AUCTIONS</b><br/> <b>201-445-4031</b></p> <p style="text-align: center; font-size: x-small;">QUALITY<br/>         ANTIQUE AUCTIONS<br/>         1st and 3rd Saturday Nights<br/>         Each Month at 7:30 pm</p> <p style="font-size: x-small;">For information call 663-0276<br/>         Auctioneer—George Simon<br/>         Member NJSSA</p>   |
| <p style="text-align: center;"><b>VERY IMPORTANT 2-DAY<br/>         PUBLIC AUCTION</b><br/>         To be held on the premises of the<br/> <b>GARRISON INN</b><br/>         Route 9-D, Bear Mountain Bridge Road<br/>         GARRISON, NEW YORK</p> <p style="text-align: center;"><b>TO BE HELD FRIDAY &amp; SATURDAY<br/>         APRIL 28 &amp; 29, 1978</b><br/> <b>STARTING 10 A.M. EACH DAY</b><br/>         CHINA, CUT GLASS, MILK GLASS, FURNITURE,<br/>         CLOCKS, COPPER &amp; BRASS, SILVER, MUSIC BOXES,<br/>         EARLY AMERICAN TOOLS, WROUGHT IRON<br/>         PAINTINGS and more.<br/>         Exhibit &amp; Cash Sales Wednesday, April 26 from 12am to 7pm<br/>         Telephone number to be used during exhibit &amp; auction<br/>         914-424-3173</p> <p style="text-align: center; font-size: x-small;"><b>Richard C. Gilbert</b><br/>         AUCTIONEER-APPRAISER      GARRISON, NEW YORK 10524<br/>         TEL. 914-424-3635</p> | <p style="text-align: center;"><b>AUCTION CALENDAR</b></p> <p style="font-size: x-small;">THURSDAY NIGHT APRIL 27, Starting at 6:30 at The Grange Hall Auction on Wantage Avenue in Branchville, N.J. Estate sale moved to our facilities for convenience of sale. Comfortable building, easy parking, good food service, and a good time.</p> <p style="font-size: x-small;">SATURDAY, APRIL 29, Selling on location in the center of the Village of Stillwater, N.J. Starts at 10 A.M. selling complete household from round oak table to 5 canoes in the garage.</p> <p style="font-size: x-small;">THURSDAY NIGHT, MAY 4, Starting at 6:30. A trailer load of new tools, complete selection of hand and power tool, name brands, guaranteed quality, no other sale like it in this area. From paint brushes to compressors and roll around tool boxes. At the Grange Hall.</p> <p style="font-size: x-small;">SATURDAY, MAY 6, Selling the second annual Recreational Vehicle consignment at The Outdoor Show held at The Farm and Horse Show grounds in Augusta, N.J. A three day show for the whole family. The auction is on Saturday at 1 o'clock.</p> <p style="font-size: x-small;">THURSDAY NIGHT, May 11, Another large Estate Auction at The Grange Hall in Branchville, N.J.</p> <p style="font-size: x-small;">SATURDAY, MAY 13, Annual Benefit auction at The Methodist Church in Little Falls, N.J. Always a worth while sale.</p> <p style="text-align: center;"><b>DON CASTNER—AUCTIONEER</b><br/>         BRANCHVILLE, N.J.      948-3868<br/> <small>N.A.A., P.A.A., N.J.S.S.A.</small><br/>         (In the Auction business since 1954)</p>  | <p style="text-align: center;"><b>ESTATE AUCTION</b><br/>         ANTIQUES—HOUSEHOLD—CLOCKS<br/>         PERIOD FURNITURE<br/> <b>Sat., April 29, 9:00 A.M.</b></p> <p style="font-size: x-small;">THE PERSONAL PROPERTY OF THE LATE MILDRED GOOLEY, 113 MAIN STREET, FLEMINGTON, N.J.</p> <p style="font-size: x-small;">The contents of the home include Chippendale, blanket chest, chest of drawers, and wall mirror, Sheraton gate leg table, 2 pc. pine corner cupboard, cherry drop leaf table, Windsor chairs and rocker, Empire and Victorian sofas, Victorian side chairs, maple canopy bed, early lady's desk, rosewood music box, jeweler's showcase, cherry stand, 3 Oriental rugs 5'x7', Duane pot belly stove, etc., old clocks, coverlets, china, glassware, tinware, ironware, farmer's tools, costume jewelry, earthenware, crockery, bric-a-brac, memorabilia, collectibles and much more. A full day sale in a lovely country town. TERMS: Cash, Travelers Checks, or Certified Funds.</p> <p style="text-align: center; font-size: x-small;">Sale conducted by<br/> <b>KACHMAR AUCTION SERVICE</b><br/>         John P. Kachmar, Auctioneer, Flemington, N.J.<br/>         (201) 782-4271<br/> <small>Member N.J. State Society of Auctioneers, N.A.A. &amp; P.A.A.</small></p> |
| <p style="text-align: center;"><b>SALES</b><br/>         at The Brownstone Mill<br/>         MIDLAND PARK, N.J.<br/>         (Watch advertisements this paper)</p> <p style="text-align: center;"><b>COUNTRY AUCTIONS</b><br/>         at Schooley Mt., N.J.<br/>         Call for information and schedule.</p> <p style="font-size: x-small;">We are in the position to sell all types of merchandise, real &amp; personal property at your location or our two locations. Commercial and industrial sales handled in a professional manner.</p> <p style="text-align: center; font-size: x-small;"><b>AUCTION IS OUR ONLY BUSINESS</b><br/> <small>Member N.J.S.S.A. and N.A.A.</small><br/>         796-4362 or 652-6424</p>   |   |  |

**THREE EDITIONS OF THE R & L Suburban News of Franklin Lakes, New Jersey, promoted and recognized National Auctioneers Week. The above NA Week promotion was in the Antiques, Art & Auction section of the editions and on the opposite page, the news release was featured. New Jersey Society of Auctioneers Association officers used the news release as submitted to them by the NAA and added to it New Jersey auctioneers "personality", information and the state logo.**

# KNOTTS SCHOOL OF AUCTIONEERING

Learn the art of modern scientific auctioneering from our famous tape recorded course for home study or from classroom courses, which we conduct at various colleges, universities and vocational schools. This school is approved by the State Board of Schools and College Registration in our home state of Ohio. Reg. Number 71-12-0286H. Chief instructor, Col. R. E. Knotts, has thirty years experience and more than four thousand public sales to his credit. He has also been a professional auctioneer instructor and counselor since 1959.

**Rt. 2, Box 161-C, Gallipolis, Ohio 45631  
 (614) 446-2917**



## Iowa Auctioneers Meet in Ames

The 29th annual one-day Spring Meeting of the Iowa Auctioneers Association was held on April 30, 1978, at the beautiful continuing education building on the Iowa State University Campus in Ames.

Nearly 100 auctioneers, their families and guests registered from 10:30 a.m. until noon on the day of the meeting. The IAA board of directors held a short meeting to discuss the items, which were later discussed at the general meeting in the afternoon.

Pat Foster, IAA president of Iowa City, called the group to order at 12 noon and invited all to the banquet room for a tasty meal of Iowa roast beef and trimmings. Leon Joy of Ames, Dean of the Iowa Auctioneers, offered the invocation.

Introduction of auctioneers and their families is always interesting and knowing where each had traveled from to Ames for the day of fellowship and auction learning.

The IAA was privileged to have NAA President Marty Higgenbotham as the guest speaker. Marty was very enthusiastic and was most informative and entertaining.

Frank Bass of Lewistown, Montana, was in attendance and spoke on advertising. He also told of his many experiences on auction sale ads and his auction business.

Speaking briefly at the meeting were: Leon Joy, telling of the City of Ames and Iowa State University; Wayne Stewart of Audubon, promoting the 1978 NAA Convention in Boston and reviewing the 1977 Seattle NAA Convention; NAA past president and board member Lyle Erickson of Cresco, talking about the NAA Seminars and Certified Auctioneers Institute (CAI).

During the business meeting an Iowa Auctioneer's Association newsletter was discussed, which will be printed and mailed twice annually; a one-day educational Iowa seminar; regional meetings, which will continue; a change in the IAA by-laws, concerning the secretary-treasurer; and the auctioneers who volunteered to serve on the new committees, which are being formed by the IAA board of directors.

The meeting adjourned at 5:00 p.m. until the fall two-day convention which will be held on October 28-29 in Des Moines. Iowa auctioneers left for their respective homes throughout the state of Iowa, feeling it had been a day well spent in fellowship and learning.

**Mrs Mike (Margaret) Bloomer**  
Secretary-Treasurer  
Iowa Auctioneers Association

## Kentuckians Meet in Lexington

The Kentucky Auctioneers Association held its annual convention in Lexington, Kentucky, at the Hyatt Regency House on April 2-3, 1978. Aside from the normal convention business, the new slate of officers were announced, who include: President — Alex Gribbins, Louisville; 1st Vice President — Lonnie Napier, Lancaster; 2nd Vice President — Jack Wilkerson, Lowes. Newly elected directors: Edward Maupin, Bardstown and Stephen Lewis, Morehead.

An auctioneers contest was held and the winners of the first three awards were: 1st place — Ray Reams, London; 2nd place — Rufus Hansford, Campbellsville; and 3rd place — John Belcher, Auburn.

The 1979 KAA Convention will be held on April 8-9 in Owensboro and the hotel will be announced soon.

**Wilma Atherton, Secretary**  
Kentucky Auctioneers Association

### SALE CLERKING SHEETS

and other Auction forms

Write for Samples and Prices

**BURTON PRINTING CO.**

P.O. Box 597

Hastings, Nebr. 68901

## Famed Dodge City Is Site Of Kansas AA Convention

One hundred, forty-nine auctioneers and guests enjoyed two days of conventioning and fun in World Famous Dodge City the weekend of April 15-16, 1978. Even the fog and rain, which grounded Marty Higgenbotham, our National President, at the airport in Denver (preventing his scheduled speaking appearance at the convention) failed to dampen the enthusiasm of conventioners.

Chuck Cumberlin, 2nd NAA Vice President, who was accompanied by his wife and daughter, held a Bid Calling Seminar on Saturday and filled in for Marty as speaker on Sunday.

Round table discussions on four subjects were held Saturday afternoon with KAA officers as leaders. Earl Brown, Director, talked on Real Estate; Marvin Knopp, President of KAA, on Livestock Markets; Bing Carter, President-Elect and Auctioneer of the Year (1978), on Antiques & Household; and Ron Scott, KAA director and past president, on Commercial & Machinery.

Saturday evening's stage show and dance, following a fun auction, which raised \$1600 for the KAA, was presented by our own talented Don Godwin Family and Casey Jackson, a new KAA member and our own Nashville recording artist.

Chuck Cumberlin was sworn in as a Deputy Marshal by John Copelin, KAA auctioneer, and presently serving as Marshal of Dodge City.

New officers elected for 1978-79 were Bing Carter, President; Ernest Persinger, Vice President; Art Unruh and Milt Anderson, directors.

**Rex Newcom, Secretary-Treasurer**  
Kansas Auctioneers Association



**BING CARTER** was installed as the newly elected president of the Kansas Auctioneers Association at the Dodge City Convention in April by NAA 2nd Vice President C. E. "Chuck" Cumberlin of Brush, Colorado.



**THE NEWLY ELECTED PRESIDENT, Bing Carter, of the Kansas Auctioneers Association** spoke to the auctioneers and families present at the Dodge City Convention while (left to right) Marvin Knopp, 1977-78 KAA president; Earl Brown, KAA director; and Ron Scott, KAA director and past president, look on.





## Leslie Swainbank Antiques Inc.

Head Office-  
34 Church Rd, Roby, Nr. Liverpool, L36 9TD, Lancashire, England  
Telephone 051-489 1142



*World Wide Antique Exporters*

# CALLING ALL AUCTIONEERS

**ARE YOU LOOKING FOR FINE AUCTION SALE ANTIQUES?**

**We Supply 40 Ft. Containers Direct From England**

Consisting of 250 to 300 items of furniture, Rolltop Desks, Halltrees, Washstands, Bedroom Suites, Parlor Sets, Bric-A-Brac etc., etc.

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

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

WE OFFER THE FINEST QUALITY AT THE LOWEST PRICE THAT IS WHY, WE HAVE MANY SATISFIED CUSTOMERS WHO BUY ANTIQUES DIRECT FROM US, ON A REGULAR BASIS.

**PLEASE WRITE TODAY FOR AN OFFICIAL CONTAINER ORDER FORM**

SHIPMENTS AVAILABLE FROM \$5000 TO \$50,000.

Container full of **LEADED GLASS** available by request.

**WE HANDLE ALL PAPERWORK DOOR TO DOOR. FULL INSURANCE ALSO.**

## LESLIE SWAINBANK ANTIQUES LTD.

**Worldwide Antique Exporters**

**Head Office 34 Church Road, Roby, Nr. Liverpool**

**L36 9TD, Lancashire, England**

**Call 051-489-1142 or 051-207-4312**



## Big Agenda of Business Education and Entertainment Highlights Arkansas Convention

A bid calling seminar, conducted by C. E. "Chuck" Cumberlin, second vice president of the National Auctioneers Association, from Brush, Colorado, highlighted the Spring Convention of the Arkansas Auctioneers Association held in Searcy on April 28-29.

Every auctioneer present at the session, which spanned most of the afternoon, received a chance to be critiqued on his bid calling by Cumberlin.

During the business session, Paul Kelly of Batesville was elected president of the association. Colonel Kelly had served as vice president of the association for the past year.

Bill Knight of Dell, was selected to serve as vice president. Jayne Lowrey of Dennard was re-elected as secretary-treasurer.

Larry Montgomery of Berryville, was automatically named to the association's board of directors as outgoing president. Elected to the board of directors was Aubrey J. Appling, Sr., of Memphis, Tennessee. Both received three year terms. Although living outside the state, Colonel Appling operates three auction houses in eastern Arkansas.

Serving on the board of directors with one year terms remaining are Fred Hiatt, Rogers and Hershel Rouse, Searcy. Those with two years remaining on their terms are Charles 'Sonny' James, Mt. Pleasant, and Alford Lowrey, Dennard.

Retiring from the board of directors after serving the completion of three year terms were Rick Ellis of Searcy and Mack Rainboldt, Lexa.

During the educational sessions, H. G. Price, sales tax manager of the Arkansas Department of Finance and Administration presented a program outlining the state's sales tax law and how it applies to auctions.

The sales tax regulations for the state were updated in 1975 and while distributed to auctioneers known to the department, most auctioneers at the convention found that they were unaware of at least some of the department's interpretations of the regulations.

Price was accompanied by two field auditors who answered specific questions concerning the tax from the floor.

Neal Davis of Beebe, presented a program on how rodeo announcing is a natural sideline for an auctioneer. He explained that the equipment needed is the same and the only thing needed is 'product knowledge' about rodeos, its contestants, stock and rules.

Brad Wooley of Little Rock paid tribute to the late Ed Nangle, a former member of the Arkansas Auctioneers Association and National Auctioneers Association, who died during the winter.

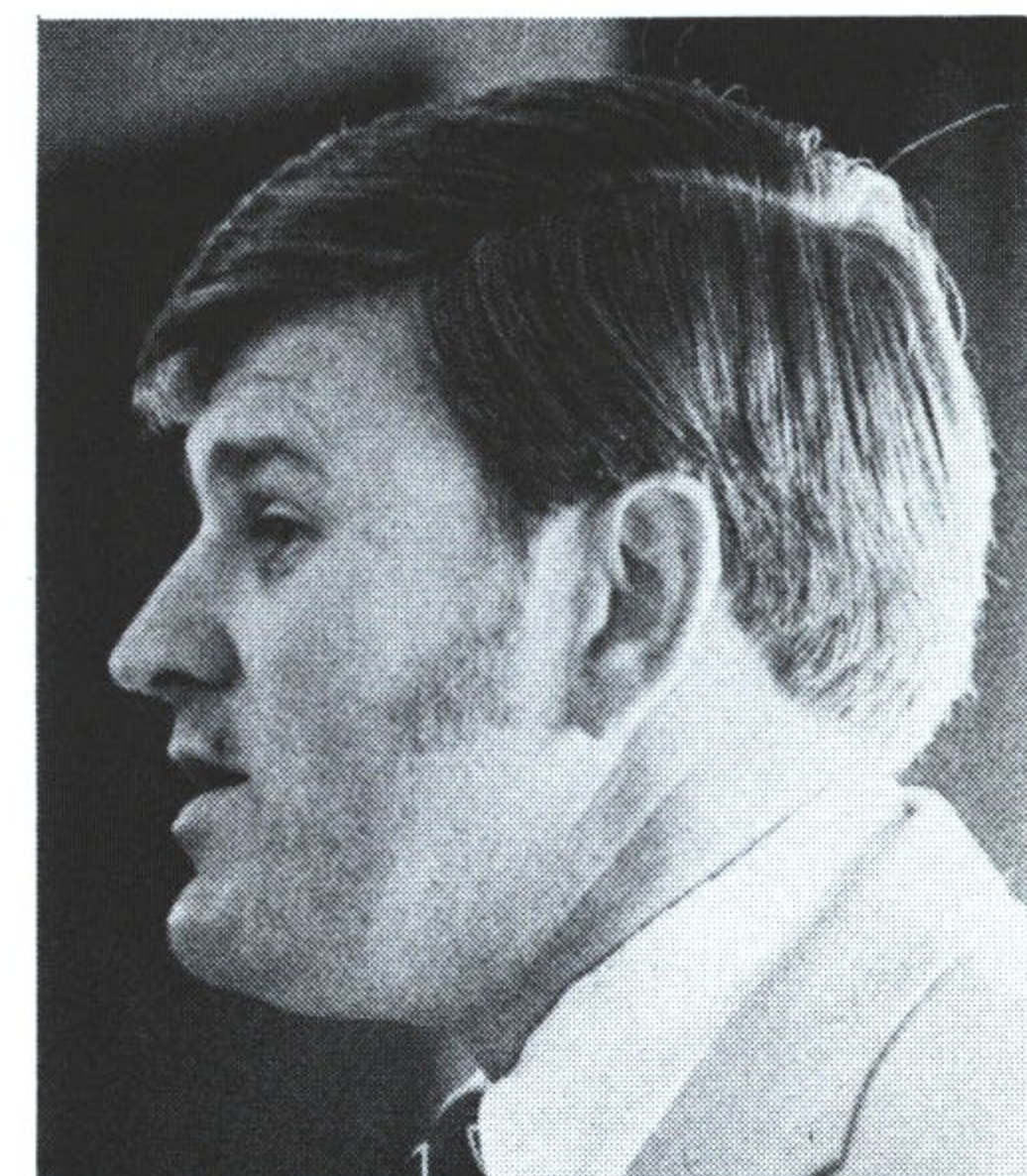
The tribute was part of Colonel Wooley's talk on how he got into the auction business. Colonel Nangle played a major role in helping Colonel Wooley become an auctioneer, he explained. Both were in California at the time.

Fred Hiatt and Jerry Hiatt, both of Rogers, explained how to hold auctions of impounded and unclaimed property being held by city police departments in the state.

The law allowing for the cities to dispose of the merchandise and for the funds to go to the police retirement and pension fund was passed during the 1977 session of the Arkansas



**CHUCK CUMBERLIN** (left) highlighted the Arkansas Convention by conducting a Bid Calling Seminar and offering to the members present information about the National Auctioneers Association's programs and events. Chuck is NAA 2nd Vice President from Brush, Colorado. **PAUL KELLY** (middle) was elected president of the Arkansas Auctioneers Association at the Spring Convention. The Batesville resident also served as toastmaster for the Association's banquet.



**COLLECTING SALES TAXES** at different types of auctions was the subject of H. G. Price's talk to the Arkansas auctioneers at the Spring Convention. The sales tax manager of the Arkansas Department of Finance and Administration (right) gave guidelines for determining which auctions are taxable and which are exempt.

Legislature and the auction held by the Rogers' auctioneers is believed to have been the first under the new law.

The association voted to confirm plans to hold the Fall Convention on October 7 at Mountain Home, with Tommy Walker of that city serving as convention chairman.

The 1979 Spring Convention was set for Batesville, with Colonel James as convention chairman.


The convention unofficially opened Friday evening when auctioneers and guests were hosted at a social hour by the association. Convention chairman for the session was Colonel Rouse.

The convention was concluded with the banquet Saturday night. Featured speaker was Colonel Cumberlin, who explained the programs being offered by the National Auctioneers Association, through which auctioneers can improve their business through education. He urged the auctioneers to attend as many of the National's seminars, conventions and other courses as possible.

Entertainment for the evening was presented by Col. Buddy Phillips of Searcy, who accompanied himself on the guitar as he did impressions of a large number of present and past country music singing greats.

A total of \$355 was raised for the association treasury through the fun auction that concluded the banquet.

By Jerry Hiatt  
Rogers, Arkansas



**Roy C. Burdick Auction Co.**

We Sell and Appraise Everything  
Put ZIP in your Sale Hire Us  
The Auctioneers Auctioneer

RFD No. 2, Box 14, North Adams, Mass. 01247  
PHONE - 413 664-6055





# BIG EXTRA PROFITS

## COOK BROS. INC.

**113 N. May Street,  
Chicago, IL 60607  
Area Code 312-421-5140**

**Or Visit our Giant Showrooms**

**Mon.-Fri. 7 a.m.—5:30 p.m.  
Saturday 7 a.m.—3 p.m.**

Auctioneers and independent sales organizations have long relied on Cook Bros. as their leading source for a wide variety of merchandise . . . including tv's and radios, CB radios, stereos, appliances, watches, cutlery, jewelry, cameras and small novelties . . . items that can be profitably and quickly sold.

All orders are shipped the SAME DAY we receive them! Whether you sell strictly from the auction block, in a store, or house-to-house or business-to-business, Cook Bros. should be your NUMBER ONE supplier for all types of general merchandise and closeouts! Mail coupon below for your big, new wholesale catalog. You'll boost your profits promptly!

- \*Lowest Prices      \*Name Brands      \*Large inventory always
- \*Same day shipment      \*Direct importers
- \*Merchandise warranted against factory defects
- \*Catalogs without our name available for your use

**MAIL  
THIS  
NO-RISK  
COUPON  
TODAY**

To: Cook Bros., Inc., Dept. A976  
113 N. May St., Chicago IL 60607

Yes, I want to make more money! RUSH my copy of your big, new wholesale catalog.

My name.....

Address.....

City.....

State.....ZIP.....



**Dear Ladies:**

Spring is almost over and we haven't had any nice weather yet, but summer has to be better. Summer means convention time.

I don't know what Boston has to offer, but they sure will have to go some to beat the convention in Washington. If you've never been to a National convention, plan to attend. It's a family affair and it gets better each year.

We meet new friends each time and last year, we really met great people.

We have been busy with the auctions and family. We have had much illness over the winter, but fortunately, none lasting.

I really can't think of much more to say, except all of you ladies should push the NAA Convention in Boston. It isn't really too far away and you have to plan ahead. It sure has been worth the time and effort we've spent to be there.

I hope to see all of you in July in Boston.

**Mrs. Don "Eileen" Standen**  
North Ridgeville, Ohio

## Iowa Ladies Meet in Ames

The Iowa Auctioneers Auxiliary met on April 30, 1978 at the Iowa State Center, Scheman Continuing Education building on the Iowa State University campus in Ames. The meeting was held in conjunction with the Iowa Auctioneers Association spring convention.

Auxiliary president Elaine Tubaugh conducted the meeting and program. A demonstration on making eyelet flowers and leaves was given as part of the program. After the flowers and leaves were made, they were painted with modge-podge, giving them a firmer look. They made a very pretty bouquet, simple to assemble and economical too.

Ladies, here is a favorite hot sandwich recipe, which was shared at the convention: 1 loaf of frozen bread dough — thawed, not raised; roll out to 1/2-inch thickness; cook, season and drain 2 lbs. of hamburger or sausage (or both — 2 lbs. combined); 1 can mushrooms, drained and put into the meat; and sprinkle meat mixture on top of the rolled dough; add grated cheese as desired (mozzarella, cheddar or your choice); begin at one end of the prepared dough and roll up, crimp ends and top and bake on a pizza pan at 375-400 degrees for 30-45 minutes. Slice and serve.

During the business meeting, the Iowa ladies voted to furnish centerpieces of their choice for the Fall Sunday (Iowa Association) banquet. These are auctioned afterwards with the proceeds going to the IAA.



## CONTAINER BUYERS

Pay low prices at Europe's largest wholesale source of antiques. Buy F.O.B. England or Antwerp, Belgium with similar services available from other countries, or we'll select, ship and pay all charges and finance to your door. \$150 to \$300 full price for packing and paperwork on 20 and 40 ft. containers. Supplying U.S. and Canadian East and West Coast wholesalers. Write or call collect to Lynn Walters. Annual volume over \$1,000,000.

ONE OF OUR ANTWERP WAREHOUSES  
**LYNN WALTERS**

13011 S.E. 84th

Clackamas, Ore. 97015

[503] 654-3000

## THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

### 1977-1978 Officers

**PRESIDENT:** Mrs. Wylie (Joan) Rittenhouse, Uniontown, Pennsylvania

**1st VICE PRESIDENT:** Mrs. Walter (Ruby) Hartman, Camden, Ohio

**2nd VICE PRESIDENT:** Mrs. Leland (Irene) Dudley, Hampton, Iowa

**SECRETARY-TREASURER:** Mrs. Charlie (Glenda) Johnson, Sevierville, Tennessee

**HISTORIAN:** Mrs. Bill (Dorothy) Cooke, Griffith, Indiana

### DIRECTORS

#### Terms Expiring 1980:

Mrs. Marty (Brenda) Higgenbotham, Lakeland, Florida  
Mrs. Forrest (Betty Jo) Mendenhall, High Point, North Carolina

Mrs. Harvey (Pat) Lambricht, LaGrange, Indiana  
Mrs. Bob (Ann) Williams, Arlington, Washington

#### Terms Expiring 1979:

Mrs. Don (Eileen) Standen, North Ridgeville, Ohio  
Mrs. Walter (Marie) Flatow, Waterbury Center, Vermont  
Mrs. Edwin (Patsy) Fulkerson, Jonesboro, Tennessee

#### Terms Expiring 1978:

Mrs. Morris (Velda) Fannon, Pennington Gap, Virginia  
Mrs. Ken (Marian) Barnicle, Ballwin, Missouri  
Mrs. John (Lucille) Freund, Omro, Wisconsin

The ladies voted to purchase three pieces of Amana woolen (1 1/2 yards each) to be sold at the Fun Auction at the 1978 Boston Clambake Convention.

The Iowa ladies enjoyed inspirational words and sayings from our chaplain, including: "No one is useless in this world who lightens the burden of another . . . Yesterday is a cancelled check . . . Tomorrow is a promissory note . . . Today is ready cash . . . Use it wisely! It is the most precious possession you can have."

**Jeannene Boussetot, Publicity Chairman**  
Ladies Auxiliary to the Iowa AA

## Largest Public Farmland Sale In History of Simpson County Reported by Kentuckian Lane

"It was the largest public farmland sale in the history of Simpson County" was the way NAA member Chuck Lane, broker-auctioneer of the Layne Real Estate & Auctioneers, Inc., Franklin, Kentucky, described the public auction sale of the Jesse T. Mallory estate.

The estate was in both the Simpson and Franklin counties of Kentucky. The two-day sale was held on April 21 and 22, 1978 and the land included both city and county properties. Over 700 acres were sold at auction and the sale brochure promoted the sale as, "Excellent Bases, Fertile Farmland-Virgin Timber; 10 Tracts (5 city, 5 county); 20 Buildings; 8 Homes; Approximately 20,000 Ft. Frontage; Antiques; Furniture; Automobile".

The farm portion of the estate sold for \$1,314,500 to three Simpson County farmers. The rest of the estate, including the three houses, two lots and personal property, was sold for \$90,000, making the total receipts for the two days: \$1,404,000.



## NEW TOOL AUCTION

We will bring tools anywhere in the  
United States.

All tools guaranteed.  
We have the largest rolling inventory  
in the tool business.

Tool auctions are great fund raising projects!

Stop in and visit our show room.  
Call and talk to one of our salesmen.

**Boswell Wholesale Inc.**

**BOX 334                      BOSWELL, IN 47921**

**CALL TOLL FREE FOR INFO. 800 428-0950**

## AUCTION FORMS

**IMPRINTED WITH YOUR NAME &  
NUMBERED OR NUMBERED ONLY AS LISTED**

**ALL CLERKING TICKETS - 3 copies 8 1/2" x 11" NCR**  
12 on or 10 on - not numbered - 100 sets \$9.00;  
250 sets \$19.50, 500 sets \$38.00, 1000 sets \$75.00.

**CLERKING TICKETS 10 on or 12 on - Imprinted your**  
name, address and telephone number; 100 sets \$25.00;  
250 sets \$39.00; 500 sets \$62.50; 1,000 sets \$100.00.  
**NOT NUMMERED.**

**CLERKING TICKETS 10 on only - numbered 1 to 1,000,**  
100 sets \$14.00; 250 sets \$31.00; 500 sets \$53.00;  
1,000 sets \$100.00.

**CLERKING TICKETS: 10 on only - numbered 1 to 1,000**  
and Imprinted your name, address and telephone number  
on each ticket, 100 sets \$30.00; 250 sets \$50.00; 500  
sets \$77.50. 1,000 sets \$125.00.

**ALL FORMS LISTED UNDER THIS HEADING are 8 1/2"**  
x 11" sold in pads of 50 each pad at \$1.40 per pad, 10  
pads at \$1.20 each, 20 or more pads at .95c each  
pad. Not numbered.

**CLERKING SHEETS - CASHIER'S STATEMENTS**  
**TERMS OF SALE - CONSIGNMENT CHECK-IN**  
**CONTRACT FORM - PROMOTION SCHEDULE**  
**BUYER'S REGISTRATION - 2 FORMS - 1 with room for**  
13 names - new form room for 20 names.

Above Forms can be imprinted your name, address and  
telephone number 500 \$15.00 extra; 1000 \$20.00 extra.

**FORMS LISTED BELOW NUMBERED FROM 1 to 1000**  
**PER PAD OF 50 SHEETS - 1 pad \$2.65, 10 pads at**  
\$2.35 each, 20 or more pads at \$1.95 each.

**CLERKING SHEETS - BUYER'S REGISTRATION**

**CASHIER'S STATMENT** numbered from 1 to 1000; 1000  
lots only, \$39.00. Imprinted your name, address and  
telephone number and numbered from 1 to 1000 \$46.00.

**TAGS Cardboard 2 1/2" x 5 1/2" - 3 part perforated, hole**  
at top. 1000 tags \$9.50, 2500 tags \$21.25, 5000 tags  
\$40.00. **WIRES FOR TAGS** 1000 \$9.50, 5000 wires  
\$45.00.

**TAGS Cardboard - 2 1/2" x 5 1/2" - Numbered 1 to 1000.**  
1" numbers - 1000 tags \$19.50, 2000 tags \$38.00,  
5000 tags \$90.00.

**TAGS Sticky Back, no wires needed, peel off and stick on**  
item - no numbers - 2 1/2" x 5" perforated 3 parts.  
1000 tags \$12.00, 2500 \$27.50, 5000 \$52.50.

**TAGS - Sticky back - Numbered 1 to 1000 - 1" numbers.**  
1000 tags \$22.50, 2000 tags \$42.00, 5000 tags \$102.50.

**BUYER CARDS FORM BC-20 3 1/4" x 7" - 1000 cards**  
\$7.50, 2500 cards \$17.50, 5000 cards \$32.50.

**BUYER CARD - Numbered from 1 to 1000 - 1000 cards**  
\$17.50, 2000 \$34.00, 5000 \$82.50. Numbered and  
imprinted with your name, address and telephone num-  
ber 1000 cards \$22.00, 2000 \$42.00, 5000 \$100.00.

**ARROW DIRECTION SIGNS colored cardboard 9" x 11"**  
**Word AUCTION and ARROW in big Type. 50 signs**  
\$7.50, 100 signs \$10.00. Arrow directions assorted.

**Payment with Order — We Pay Postage**

**C. O. D. Orders — You Pay Postage**

**— WRITE FOR FREE SAMPLES TO —**

**STOCK YARDS PRINTING CO.**

**1613-A Genesee, Kansas City, Mo. 64102**

## COUNTERFEITERS STEAL MILLIONS

*WILL THEY STEAL YOUR DOLLARS?*

Over FIVE THOUSAND in Counterfeit Money  
passed in one City alone Every Day.  
**TAKE A BAD BUCK AND IT'S YOURS.**  
The Bank will **CONFISCATE** your Counterfeit  
Bill and give you a Receipt, **THATS ALL.**  
**YOU LOSS \$10.00, \$20.00, \$50.00, or \$100.00**

**PROTECT YOURSELF**

 **COUNTER DETECT** 

**DETECT INSTANTLY MOST COUNTERFEIT BILLS**  
The Counter Detect works when ultra violet light fails.  
Used by major **BANKS, SUPERMARKETS, BARS.**  
Send Check or Money Order for \$5.95 Plus 0.85 cents  
for Handling and Shipping.

Save: Two for only \$10.95 plus 0.85 cents Handling  
and Shipping. Please Send One ( ) Two ( )

Sorry no C.O.D. New York Residents add Sales Tax

 **UNCONDITIONALLY GUARANTEED.**

**COUNTER DETECT** 150 Long Island Avenue  
Post Drawer AB. Holtsville, New York 11742

Name: .....

Street: .....

Town: ..... State: ..... Zip: .....



## Californians Meet in Yuba City; Elect Tip Holloway President

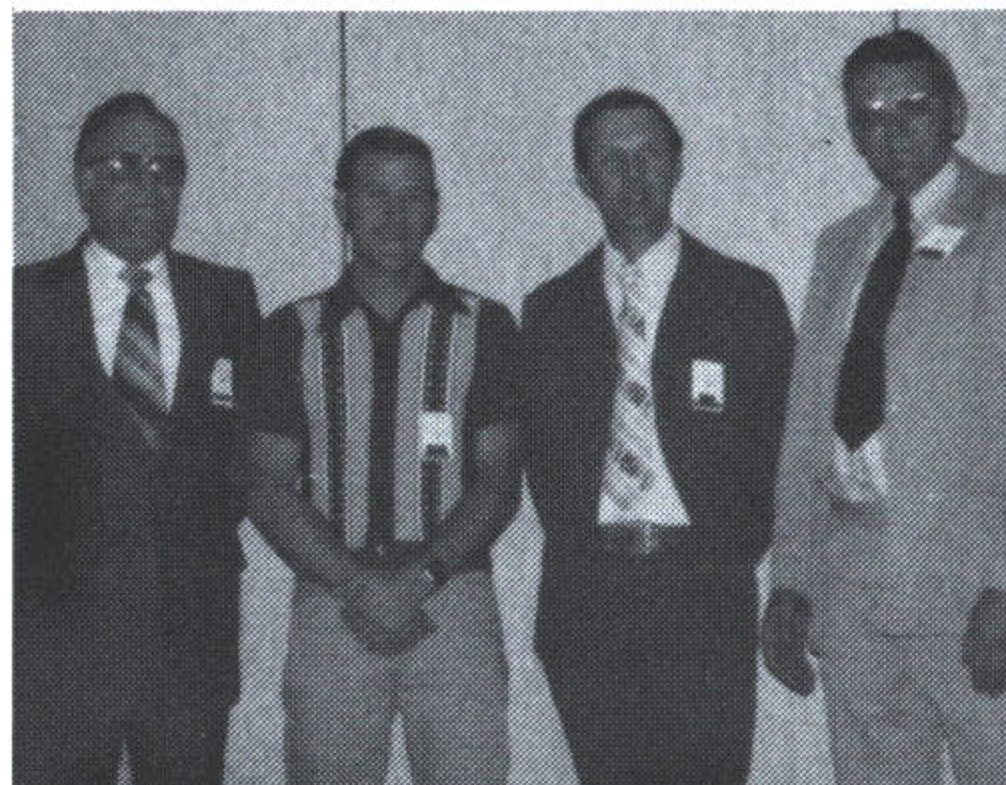
Yuba City auctioneer Tipton M. "Tip" Holloway of Live Oak, California was elected President of the California Auctioneers Association at its 10th annual convention January 30-31, 1978 at Harrah's Convention Center, South Lake Tahoe. Holloway is engaged in the sale at auction of antiques, machinery, equipment, and livestock throughout California.

Auctioneers from all over California and Nevada assembled at South Lake Tahoe on January 30-31, to attend the CAA convention. Keynote speaker was Col. Martin E. Higgenbotham of Florida, President of the National Auctioneers Association.

Seminars were held on antiques by Mr. & Mrs. John Landgraf of Sacramento; purebred livestock by Cols. Bill Lefty of Lincoln and Ron Kavanaugh of Herald; talks on State Board of Equalization rules, and Small Business Administration loans. The luncheon address was presented by Mr. Michael Domich of Domich Grain Co. of Woodland.

Other officers elected include Dave Huisman of Sacramento, Vice President; and Roy Ford of Stockton, Secretary-Treasurer.

Members of the Board of Directors are: Leroy Blum of Elk Grove; Russ Donahue of Santa Rosa; Lucky Jenkinson of Folsom; Ken McCormick of San Diego; Steve Dorfman of Cotati; Ed Huisman of Sacramento; Gail Smith & Dell Shuffield of Yuba City; Glen Sadler of Fresno; Grant Theodore of Livingston; John Bain of Healdsburg; and Junior Past President Floyd Reiher of Lodi.



**BARBARA DOBBAS** is the executive secretary of the California Auctioneers Association and she is pictured receiving recognition from Tip Holloway in the left photo. The right photo shows (left to right) CAA secretary Ray Ford, vice president David Huisman, president Tipton Holloway and past president Floyd Reiher.

*Superior*

### SCHOOL OF AUCTIONEERING

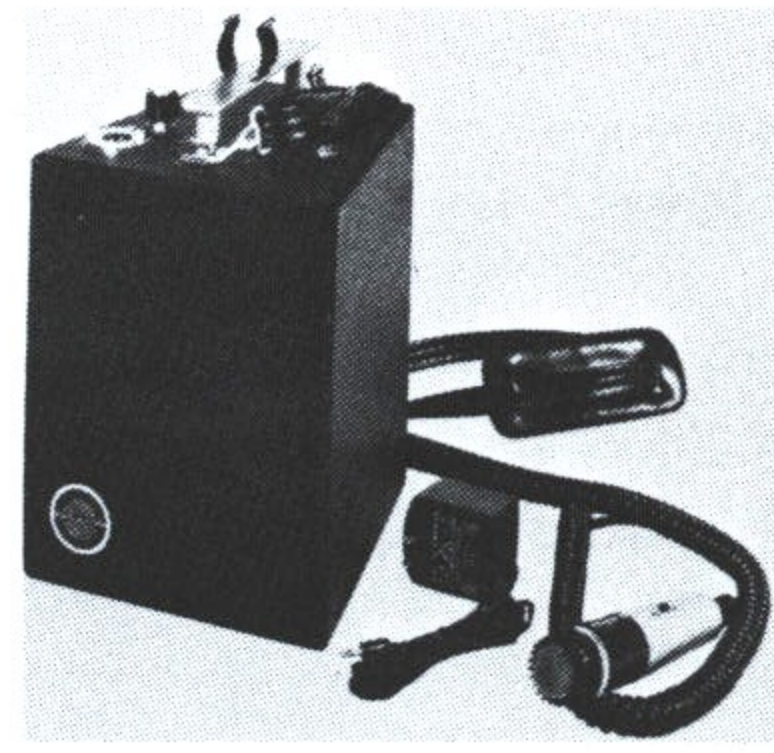
**"A Very Select School"**

If you miss our next term, it will be SIX MONTHS before you have another opportunity to attend SUPERIOR. A term only lasts two (2) weeks. YOUR EDUCATION IS FOR A LIFETIME. Doesn't it make sense to learn from TODAY'S auctioneers? From the people who are selling many of the Nation's top sales — not from someone who is not an auctioneer or not enough business, as an auctioneer, to keep him busy? He cannot tell YOU how to be a SUPERIOR auctioneer.

**SEND FOR OUR FREE CATALOG. YOU WILL KNOW US.**

**SUPERIOR SCHOOL OF AUCTIONEERING**

P.O. Box 1281, Desk A, DECATUR, ILLINOIS 62525



**Save \$15**  
below retail

**OVERNIGHT DELIVERY  
IN INDIANA**

Yes, you can save fifteen dollars below retail on the all-new Model 16 Voice Projector. This unit replaces the Model 18, which has given such dependable service over the year. The Model 16 comes equipped with a top-quality Shure microphone; 16' coil microphone cord, and shoulder strap. Power is supplied by nine standard "D" cell batteries (not included, but available everywhere). Alkaline batteries will provide about 200 hours of sound at normal levels. Jack for tape recorder included. Price: only \$250.

Many top auctioneers across the country believe that Voice Projector products are the best on the market. They prove their confidence by buying and using them with pride, pleasure and profit. The Model 16 will save you money and make you money.

We also have the all-new Model 15, which sells for only \$175. Nine alkaline "C" batteries (not included) will provide about 100 hours service.

**Next Class:  
June 5-9**

COL. ROBERT S. MILLER  
MEMBER

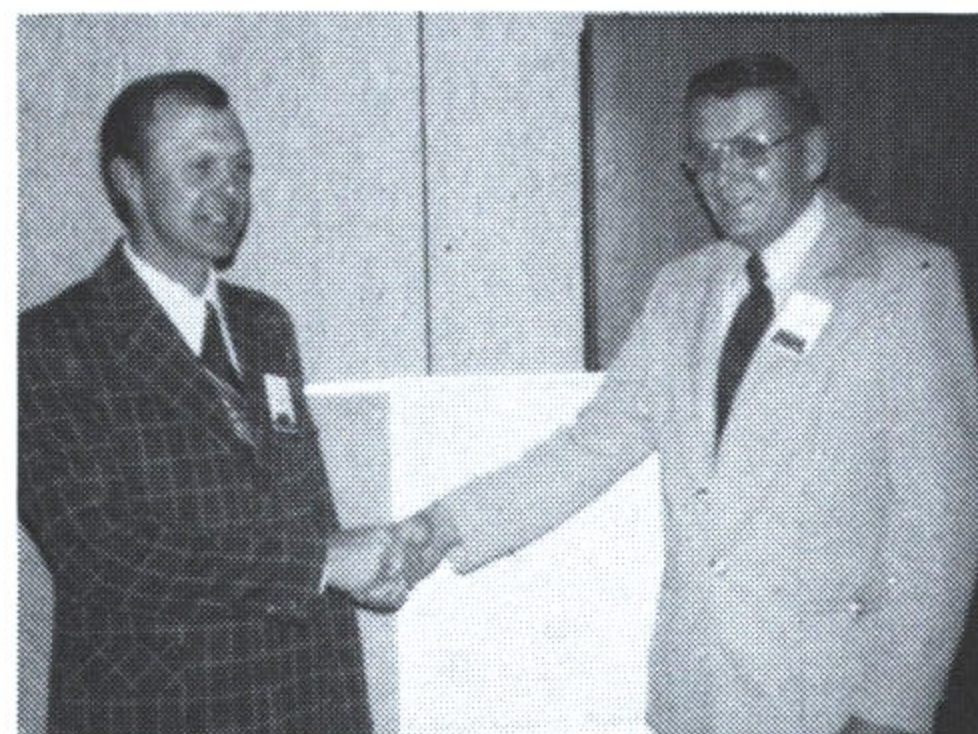


**INDIANA COLLEGE  
OF AUCTIONEERING**

8846 Holliday Drive, Indianapolis, IN 46260  
317-844-1088



**NAA PRESIDENT Marty Higgenbotham** is pictured with two State Association Presidents (left panel) during his attendance at the 1978 California Auctioneers Association convention in South Lake Tahoe. Shown, left to right, are G. Robert Deiro, president of the Nevada State Auctioneers Association, Marty, and Floyd Reiher, 1977 CAA president. Marty also is shown with incoming CAA president, Tip Holloway (right panel).



**THE INCOMING** and the outgoing president of the California Auctioneers Association, Tip Holloway (left) and Floyd Reiher, wish each other well in the left photo. The 1978-79 CAA board of directors are shown in the right photo after the elections were held at the South Lake Tahoe meeting.



## Montana Auctioneers Association Elect New Officers at Convention

The Montana Auctioneers Association held its spring convention at Kalispell on April 28-29. Highlighting the convention was the attendance of NAA President Marty Higgenbotham, who was given the title of "counselor" by MAA Secretary Wm. J. "Bill" Hagen.

At the convention the MAA endorsed Frank Bass, who will seek the election of NAA Director at the 1978 Boston Convention. Frank has been a faithful member of the MAA, having attended nearly every one of the Association's conventions. With Frank's endorsement, the MAA also voted to continue contributing a roll of silver dollars for the NAA Fun Auction, held annually at the NAA Convention.

The new officers elected to serve the MAA for the coming year are: President — Rick Stahl, Opheim; Vice President — Colin Bass, Lewistown; Secretary — Steve Hermanson, Helena; and Secretary-emeritus — Wm. J. Hagen, Billings. Bill has served the association faithfully for the past 17 years.

Directors elected included: Morris Gardner, Hamilton; Jack McGuinness, Kalispell; and Ron Torgerson, Sidney.

The MAA also decided to select convention sites for two years in advance and the 1979 convention will be held in Lewistown and in 1980, Glasgow. The meeting facility will be announced at a later date.

## Historical Society Auction Reaps Good Auction Promotion

"On behalf of the Chester County Historical Society Board of Directors I want to thank you and your son for contributing your time and talents to our "wallbreaking" party last Friday. The auction was obviously the hit of the evening, and that was largely due to your expert handling of it. Many people have called to say what a great time they had."

That letter was written to NAA member James M. Boswell of Unionville, Pennsylvania, by Kurt E. Brandenburg, Executive Director of the Chester County (Pennsylvania) Historical Society and once again proves the value of an auctioneer volunteering his time and talents for a charitable cause.

The auction raised \$2,500 from the memorabilia, extras and artifacts which did not fit into the Society's collections. One hundred and fifty people were in attendance at the auction.

Among the articles sold: a piece of the original shingle from the Birmingham Meeting House; a piece of the original flooring of Independence Hall; a Victorian piano; a commode; book cases; office furniture; chairs; a three-volume set of genealogy books; jars; an old bath tub; an armless Victorian love seat; prints; a blanket chest; wooden utensils; an ostrich egg; side saddle; shaving mirror; needlepoint; and a top hat (in excellent condition).

An added benefit of the auction for the Boswells (his son, Jimmy served as handler of the items) was an 8by7-inch photograph of Jim and Jimmy on page 3 of the DAILY LOCAL NEWS, the largest of the four papers in Chester County.

## WANTED: RELIABLE AUCTIONEER

We are looking for a reliable auctioneer to work full time setting up and booking auctions in the western states. We specialize in farm and construction equipment auctions. Must be honest and willing to travel. Must relocate to the west coast and be a self-starter and promoter. Salary open with all expenses and bonus paid. Send your qualifications to:

### Southwest Auction Company

1535 E. Sixth St., Beaumont, California 92223  
Glen Sharp — Phone: 714 845-2111

## THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

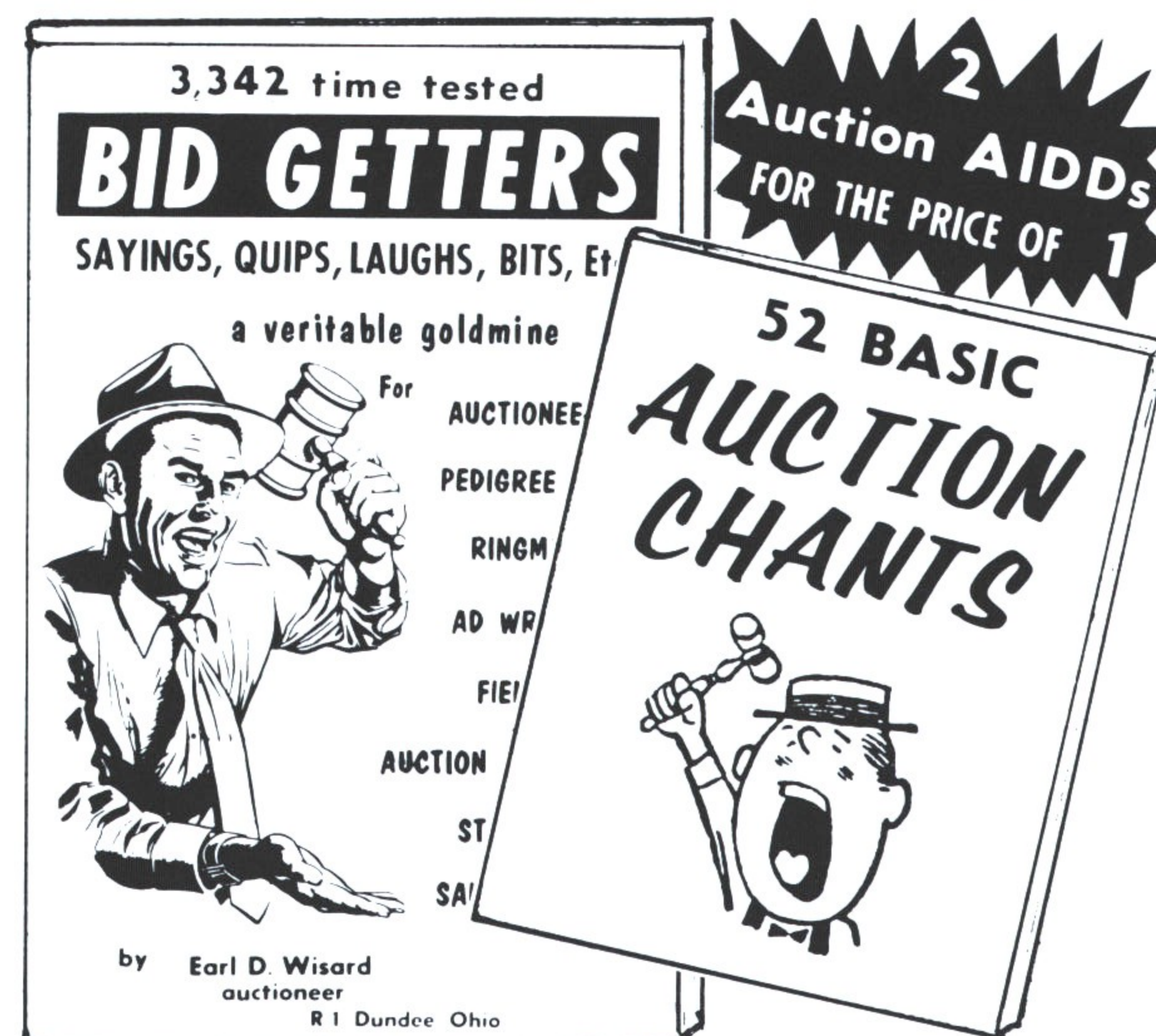
By RUSSELL KRUSE

A book every auctioneer should have in his possession. Prepared for practicing auctioneer and the student or beginning auctioneer.

### CHAPTER HEADINGS

- |   |  |
|---|--|
| 1. Bid calling                                      | 9. Insurance   |
| 2. Conducting the auction                           | 10. License law — Bonds  |
| 3. Contracts  | 11. Fees — Commission  |
| 4. Sale summary                                     | 12. Appraising   |
| 5. Uniform commercial code and auctioneer liability | 13. Land description and surveys   |
| 6. Reserve bidding                                  | 14. Working together   |
| 7. Advertising                                      | 15. Definition of 276 terms and words every auctioneer should know or have available |
| 8. Ringman  |  |

Price of book \$5.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. WRITE: Kruse Office: 305 South Union Street, Auburn, Indiana 46706.



BID GETTERS (Third Edition)

is a 132-page book loaded with 3,342 sayings, quips, laughs, ribs, banter, bits, etc., mostly one-liners collected from 100's of auctioneers all over the U.S. and Canada during a 53-year period. Bid Getters is written to do two things:

1. Get more AIDD — attention, interest, desire, decision.

2. Increase your ability to persuade, cajole, exhort or otherwise promote bidding.

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

"Very good" (underlined)—Ex. Sec. Reppert School of Auctioneering, Decatur, Indiana.

"Truly a masterpiece which can be of unlimited value to auctioneers whether they be apprentices or professionals." — Knotts School of Auctioneering, Gallipolis, Ohio.

"May I personally congratulate you on the fine collection you have compiled." — Pres. Wisconsin Auction School, Wisconsin Dells, Wisconsin.

Included at no extra charge a 12-page booklet (copyright 1976) entitled "AUCTION CHANTS", 52 basic chants. Improve your present chant or develop a new one. The price of the booklet, if ordered separately, is \$5.00. BID GETTERS sells at \$10.00 postpaid, check, money order or C.O.D.: Order from Earl.

by Earl D. Wisard, Auctioneer  
R 1, Dundee, Ohio 44624





## In Memoriam

### JOHN T. BYRNE

John T. Byrne of Lakeville, Minnesota, died unexpectedly on April 5, 1978 while setting up for an auction. He apparently suffered a heart attack and was pronounced dead at the scene by the coroner.

John was born June 24. He attended Lakeville High School and was ranked high scholastically in his graduating class in 1947.

He attended the Reppert School of Auctioneering, Decatur, Indiana, in 1948. This was the same school his father, Frank, and brother, Francis, attended. Both his father and brother Francis preceded John in death.

In 1951 John entered the United States Navy, serving four years, some of the time in the Korean War. After discharge from the service he joined his brother in the family auctioneer business.

Besides being an auctioneer and working many benefits he was employed by the Lakeville Post Office.

The Byrne Auction business was begun in 1910 in Iowa by Frank Byrne. He moved to Lakeville where he carried on the business, later being joined by his son Francis. In 1945 father Frank died and Francis carried on the business. When John returned from the service in 1955, he joined his brother and the two conducted auctions throughout the area. In 1971 Francis died, suffering from a heart attack.

John was a member of the Lakeville VFW post, a lecturer



and member at All Saints Church, past president of the parish council and a member of the National and Minnesota Auctioneers Associations.

He is survived by his mother, four sisters and two brothers.

### BRITTEN AUCTION ACADEMY

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

Approved by Texas Education Agency

**The School of Distinction**

## Makes Clerking Auctions Easier

PLEASE STATE SIZE OF  
FILE YOU WISH TO ORDER

#### 100 Slot File

(Slots—3½" deep - 2½" wide)

**\$59.95**

#### 100 Slot File

(Slots—2" deep - 2" wide)

**\$59.95**

#### 50 Slot File

(Slots—3½" deep - 2½" wide)

**\$29.95**

#### 50 Slot File

(Slots—2" deep - 2" wide)

**\$29.95**

You can use any of the above files for  
several hundred bidders or more.

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

Package of 200 sheets (4,200 Items)

**\$32.00**

Package of 600 Sheets (12,600 Items)

**\$90.00**

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

We pay shipping charges on all items

- ★ **Filing System**
  - ★ **Supplies Carrier**
  - ★ **Sale Forms**
- Supplies Carrier**  
11½" x 19" x 3½" includes  
Clip Board for sales forms.  
**\$19.95**



|    | A  | B  | C  | D  | E  |
|----|----|----|----|----|----|
| 1  | 16 | 31 | 46 | 61 | 76 |
| 2  | 17 | 32 | 47 | 62 | 77 |
| 3  | 18 | 33 | 48 | 63 | 78 |
| 4  | 19 | 34 | 49 | 64 | 79 |
| 5  | 20 | 35 | 50 | 65 | 80 |
| 6  | 21 | 36 | 51 | 66 | 81 |
| 7  | 22 | 37 | 52 | 67 | 82 |
| 8  | 23 | 38 | 53 | 68 | 83 |
| 9  | 24 | 39 | 54 | 69 | 84 |
| 10 | 25 | 40 | 55 | 70 | 85 |
| 11 | 26 | 41 | 56 | 71 | 86 |
| 12 | 27 | 42 | 57 | 72 | 87 |
| 13 | 28 | 43 | 58 | 73 | 88 |
| 14 | 29 | 44 | 59 | 74 | 89 |
| 15 | 30 | 45 | 60 | 75 | 90 |

**Sale Forms, in triplicate**  
200 sheets ( 4200  
Items ) **\$32.00**

|           |     |
|-----------|-----|
| Item      | No. |
| Purchaser |     |
| Price     |     |

This is for the 2" file

Send Check or Money Order to:

**LUNDEEN SALES FORMS**

423 East Avenue

Holdrege, Nebraska 68949



# ATTENTION, ALL AUCTIONEERS!

## Large Estate Settlement of Colored Gemstones

We have been instructed to dispose of a vast quantity of gemstones. However, in our auctions in Dallas, Houston, and San Antonio, we cannot even scratch the surface of the inventory we have.

We need your help in liquidating these gemstones. We are looking for approximately 100 auctioneers who will sell these emeralds, rubies, sapphires, aquamarines, opals, amethysts, garnets, moonstones, tiger eyes, jade, etc., on consignment.

Please tell us your commission, how many you would like, etc., and we will send them to you immediately.

These gemstones are guaranteed to be genuine. They have been weighed on a jeweler's scale and are accurate to within 1/100 of a carat. All are cut and faceted. They are to be sold without minimum or reservation.

In our own experience, they have proven to be excellent "fillers" for our auctions, take very little time to sell and bring in an extra \$50-\$250 profit for us at every sale.

Please call or write our office as soon as possible.

Thanks very much.



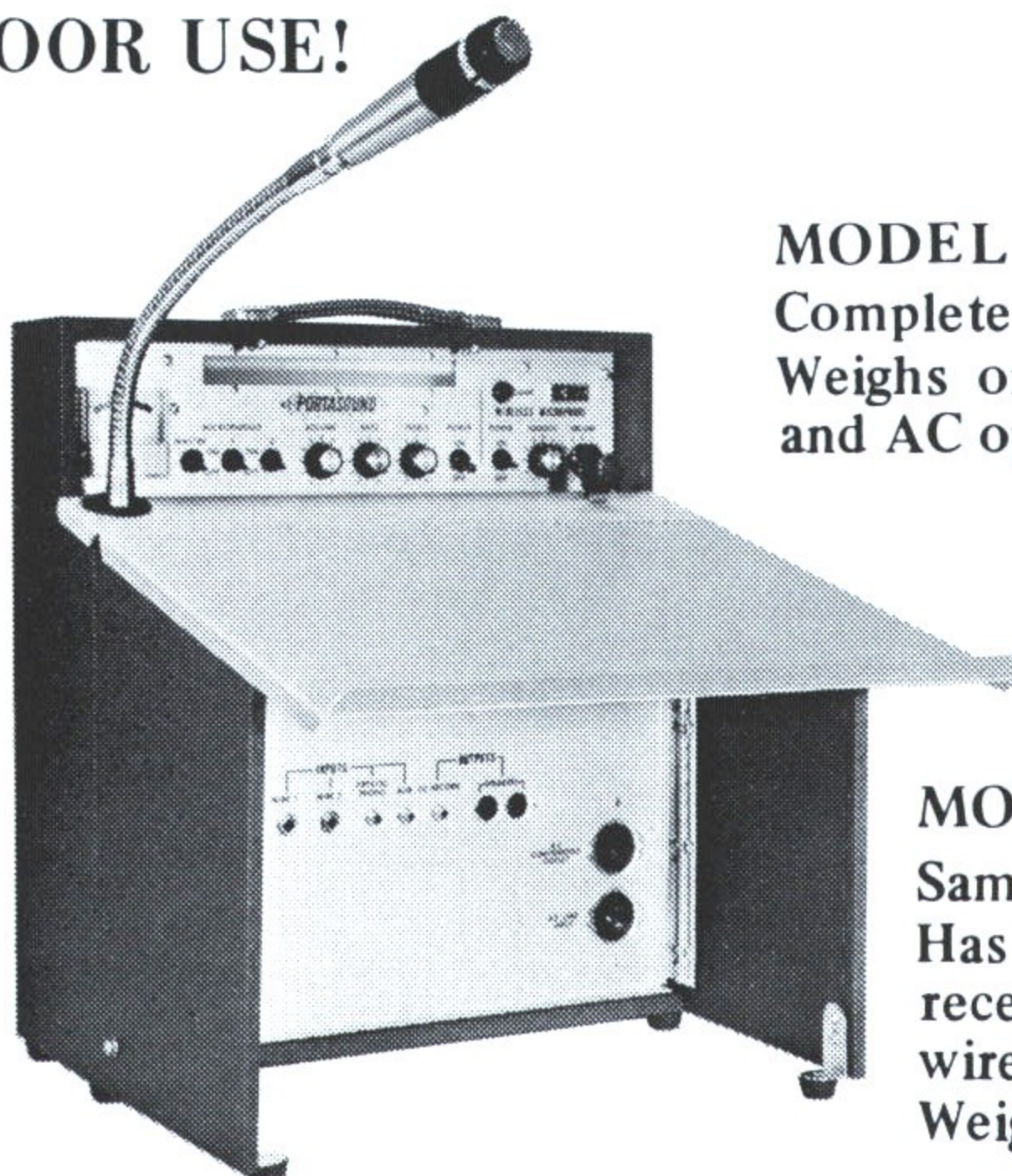
3114 Garden Brook  
Dallas, Texas 75234

Contact: Mr. George Wallace  
(214) 243-1345

# PORTASOUND<sup>®</sup>

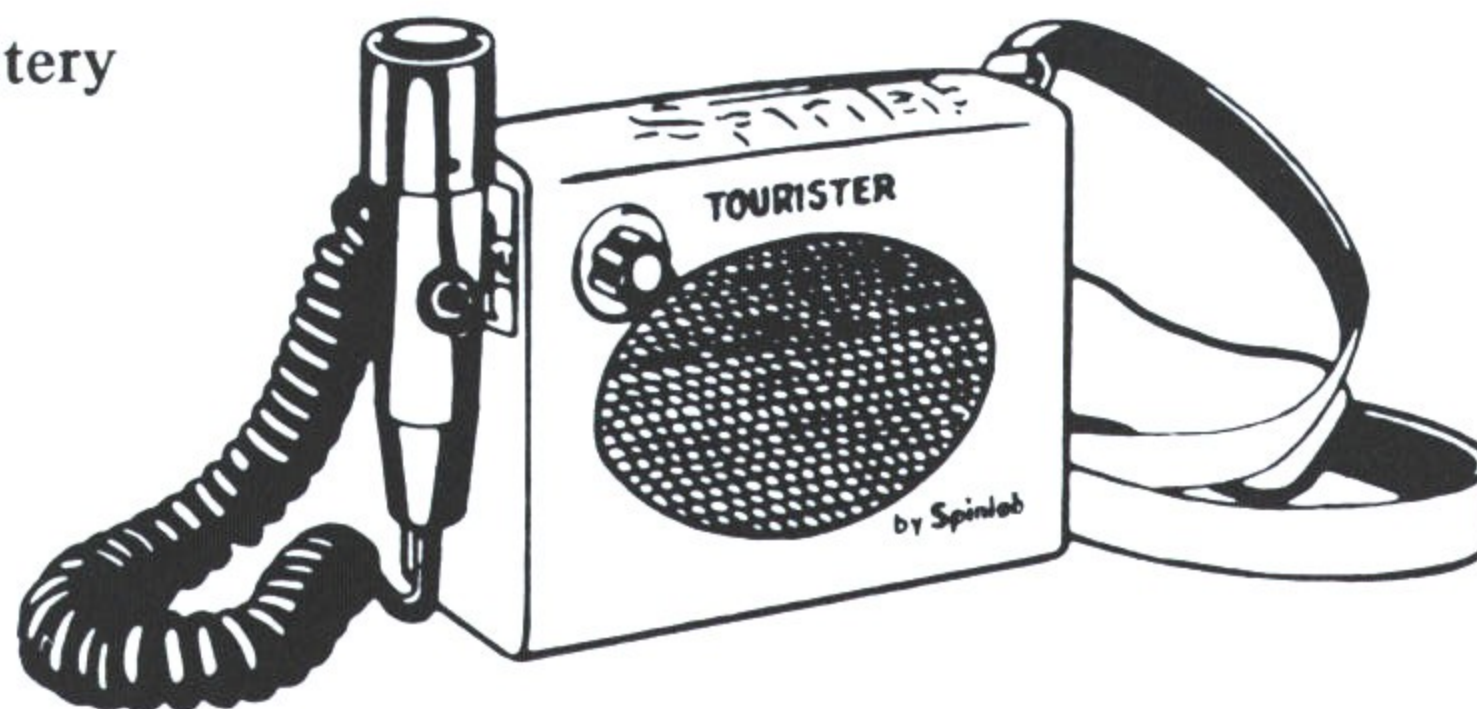
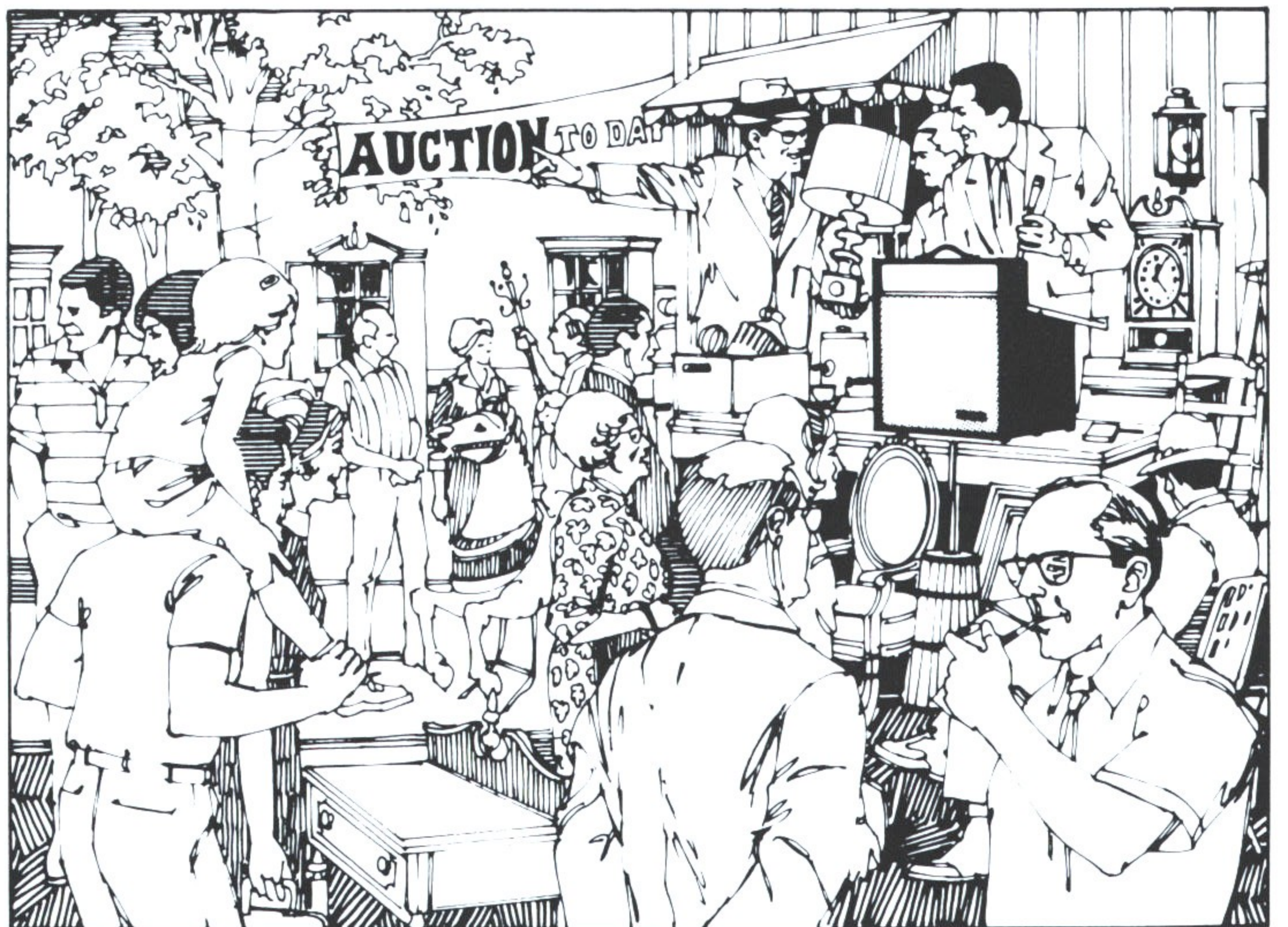
## Goes With You- ANYWHERE!

NOW CARRY YOUR OWN RELIABLE,  
INSTANTANEOUS PUBLIC ADDRESS  
SYSTEM. . . . FOR INDOOR AND OUT-  
DOOR USE!



**MODEL 231**  
Complete portable system.  
Weights only 28 pounds. Battery  
and AC operation.

**MODEL 231W**  
Same as Model 231.  
Has built-in wireless  
receiver and roving  
wireless microphone.  
Weights 33 pounds.



**MODEL 244 "TOURISTER"**  
Compact shoulder  
carried P.A. system  
weights only 3 pounds.  
Rechargeable batt-  
eries. Charger included.

**PORTASOUND**

312 W. Vine Avenue, Knoxville, TN. 37901



## Antique Packard Sold at Auction For \$30,000; Pennsylvania Members Hess and Moyer Were the Auctioneers

A familiar Packard touring car to the residents of Norristown, Pennsylvania, will no longer be seen on the local streets of that city due to the sale at auction of the 1931 Packard touring car, which was part of the estate of the late Roy Allen Thomas, Jr., for the price of \$30,000.

The late owner of the Packard was the son of the spectacular Phillies outfielder Roy A. Thomas, Sr. (circa 1900). It has a tan finish, was enhanced by fender wells for spare tires on both sides, which were topped by dual mounted mirrors. Glass "wings" were attached to the windshield and the seats were upholstered in leather. The engine: a "Super Straight Eight".

The new owner, Gifford O'Born, is a resident of Warren, New Jersey and was pleased to add the Packard to his collection of antique automobiles. He also has a V-16 Cadillac, bearing the serial number "One".

Approximately 500 people attended the auction and 80 persons registered as bidders.

Pennsylvania Auctioneers Association Secretary Clay C. Hess said, of the auction, "That price (\$30,000) was far beyond predictions of most experts and created quite a sensation far and wide. We also sold two other cars for a consignor; one of which was a restored 1940 Ford convertible, which brought \$20,000. That figure also created a sensation".

## New Officers Elected . . . STATE ASSOCIATION OFFICERS

The following list of State Association Officers were elected since the last listing of State Association Officers was made in a previous issue of THE AUCTIONEER. Periodically in THE AUCTIONEER magazine a complete listing of State Association Officers will be published and the following were elected since that listing:

**California Auctioneers Association** — President: Tipton Holway, P.O. Box 1136, Yuba City 95991; Secretary: Roy Ford, 6838 Pacific Ave., Stockton 95207

**Colorado Auctioneers Association** — President: Eugene V. Doty, 531 W. Platte Ave., Fort Morgan 80701; Secretary: Art Parker, 1212 8th Ave., Greeley 80631

**Kentucky Auctioneers Association** — President: Aleck Gribbins, 3026 Taylor Blvd., Louisville; Secretary: Mrs. Adrian Atherton, Box 148, Hodgenville 42748

**Montana Auctioneers Association** — President: Rick Stahl, Opheim; Secretary: Steve Hermanson, 2910 Canyon Ferry Rd., Helena 59601

**North Dakota Auctioneers Association** — President: Arlo Schmidt, Maddock 58348; Secretary: Kay Aldinger, RFD, Cleveland 58424

### WANTED

#### AUCTION HOUSE LOCATIONS TO CONDUCT TOOL AUCTIONS!

Largest Auction Supply on Wheels in the Southeast. Merchandise Owned and Supplied by:

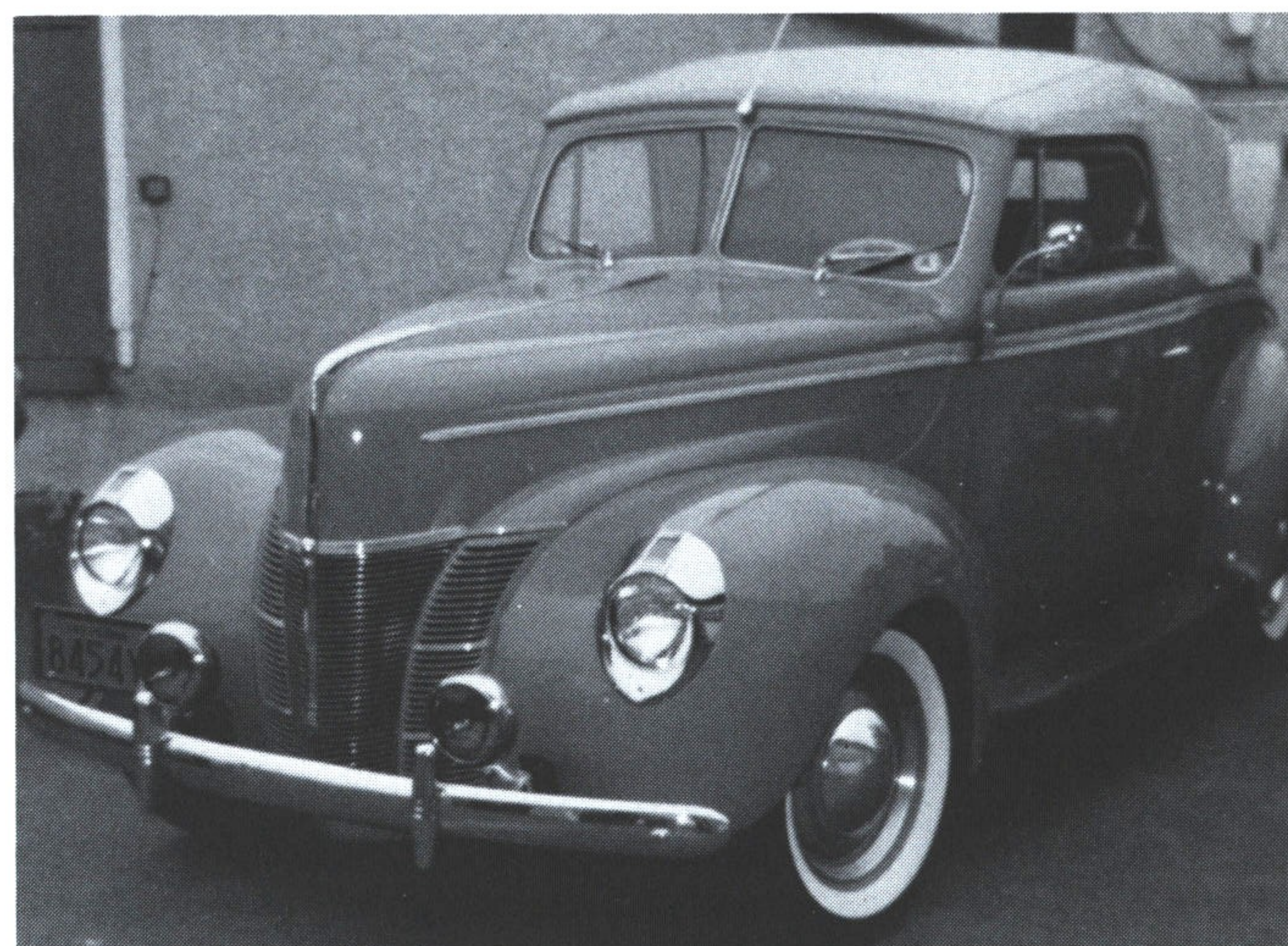
PIERCE-AIR TOOL COMPANY  
119 CHELTENHAM DRIVE  
WINSTON-SALEM, NORTH CAROLINA 27103  
PHONE: 1-919-765-1643

#### KEITH J. PIERCE

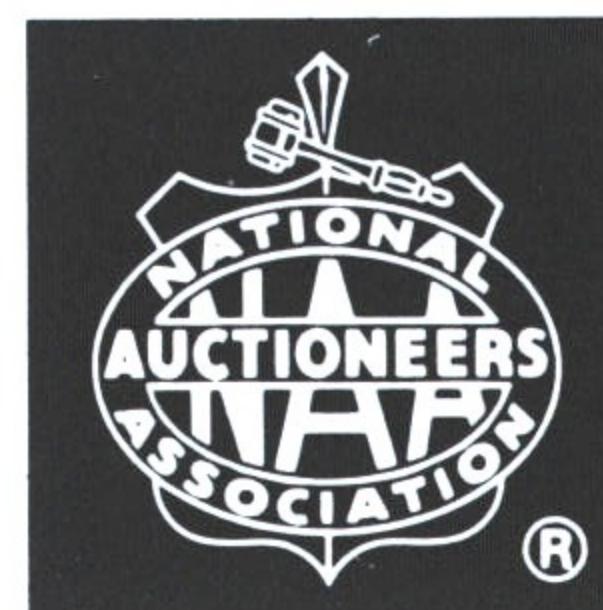
Will consign all merchandise — we furnish fliers, clerk sheets, and pay 1/2 of newspaper advertising. I will be there personally to work the sale with you.



**PENNSYLVANIA AUCTIONEERS** Rich Moyer (left) and Clay C. Hess stand beside the 1931 Packard touring car, which was sold by them at auction for the price of \$30,000.



A 1940 FORD convertible also was sold on consignment at the auction by Auctioneers Moyer and Hess for \$20,000.



## Letters From Auctioneers

### Art Williams Realizes Benefit Of Association When His Voice "Wears Out" Due to Sore Throat

By Art Williams  
North Plainfield, New Jersey

I was conducting a benefit auction for Grace Episcopal Church in Plainfield, N.J., on April 8th and had been suffering from a cold and sore throat for the week prior to the sale. Since I am a vestryman at the church and the proceeds of the auction were vital to the budget I went ahead as best I could under the circumstances. Col. Rich Almquist of New Bruns-



wick, N.J., was in the audience and graciously offered to help me out and give me a spell to rest my throat. It was a most welcome relief and I felt much better when I returned to the rostrum. Rich and I took turns calling the sale and we had a most successful day, grossing \$2214 for the church. We sold an oak rolltop desk for \$475 and a pair of candelabra for \$310, among the many other usual donated items. I'd like to take this opportunity to thank Rich for his help in making the sale successful. Everyone had a good time, but even more important, they now have a better understanding of how members of the New Jersey and National Auctioneers Societies can work together and help one another out.

### Rental Land Sold at Auction By Ohio Auctioneer Slagle

"The auctioning of rental rights for farm land may be novel to some, but proved highly successful for Slagle Farms, Inc., when they auctioned the rental rights of a total of 320 acres in three separate farms on Saturday afternoon, April 8, 1978, while also disbursing their farm equipment," was the lead lines of two Ohio newspapers (Bucyrus Buyers Post and the Galion Inquirer).

Three farmers paid an average of \$147 an acre for the right to farm the land for one year. The first tract offered (120 acres) sold with rental rights for one year for \$170 per acre, with plowdown fertilizer applied. The second tract (83 acres) sold for rental rights for \$165 per acre without fertilizer being applied. The Wyandot County farmland, owned by Slagle Farms (56 acres) brought \$120 per acre and another tract rented for \$100 per acre.

Total rental money for the 320 acres, paid in advance, was \$46,982.50.

Over 200 bidders registered for the auction besides the usual spectators. The equipment sold into ten counties with

bidders from several others who were unsuccessful.

The sale was conducted by Gene Slagle and his sons, Jim and John. Mrs. Gene Slagle cashiered the sale. Gene is past president and past secretary of the Ohio Auctioneers Association; an instructor at the Reppert School of Auctioneering, Decatur, Indiana (having served in that capacity for nearly 25 years) and has served four years in the Ohio Senate. Mrs. Slagle is a past president of the Ladies Auxiliary of the Ohio Auctioneers Association.

### Kentucky Auctioneers Donate Services for Educational TV

"Well, we have finally sold everything!" was the comment made to the National Auctioneers Association by NAA member Jim Trusty of the Statewide Realtors, Auctioneers of Hermitage, Tennessee. The comment was in relation to the Channel 8 Television station (educational station in Tennessee).

Helping NAA member Trusty at the TV Auction were Joe Plank, auctioneer, and Bill Cantrell, groundman, both of the Statewide firm.

Jim Trusty was contacted earlier in the year by a representative of Action Auction to see if Statewide would be willing to donate a free auction to be sold on Channel 8 television. The money from the charitable TV auction is used to keep the educational television station on the air.

Trusty says his company contributes about six free auctions annually for charitable organizations. The free auction was sold for \$250 to a charitable organization. During the course of the free auction sale, the Statewide representatives received mike time and worked the telephones for incoming bids.

The week long TV auction realized in the neighborhood of \$250,000; everyone enjoyed themselves and one of the benefits was the opportunity to meet the many stars and celebrities

## AUCTIONEERS P.A. EQUIPMENT AT WHOLESALE PRICES!

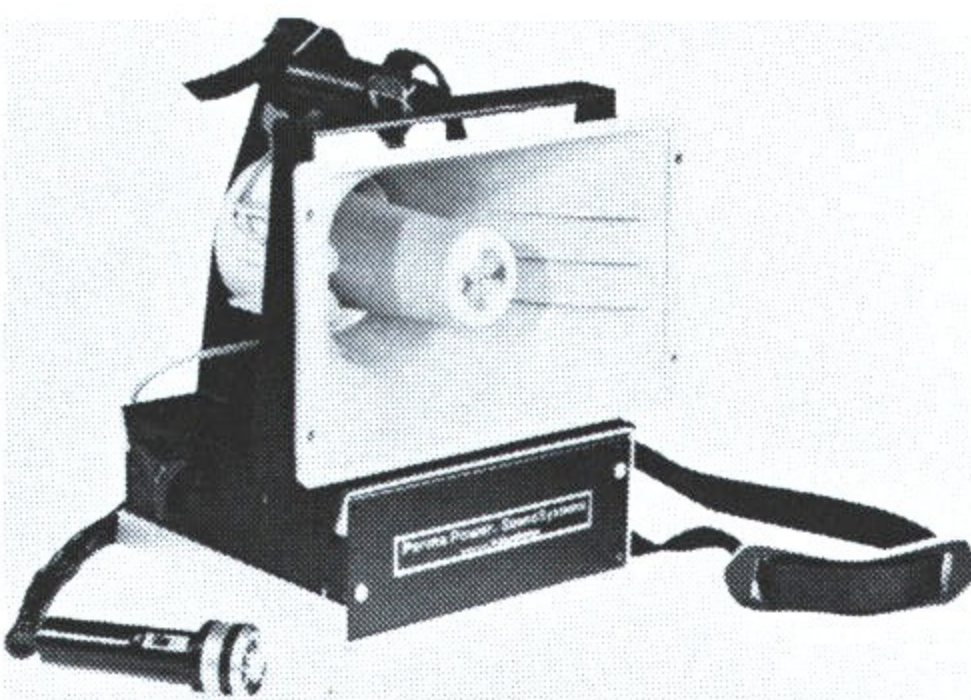


**PULSTAR 132-A**

List: \$149.95

**Auctioneer's Cost: \$119.00**

American made, 5-year factory warranty. Included with the unit-6 "D" cell batteries, AC adapter, neck-strap, mike and cord. Weighs only 9 pounds. Make your job easier, order a PULSTAR 132-A today.



**"HALF-MILE HAILER"**

List: \$179.99

**Auctioneer's Cost: \$149.00**

**Order by mail — payment with order — we pay postage . . . C.O.D., you pay postage.  
North Carolina residents add 4% sales tax.**

Col. Forrest Mendenhall,  
Member

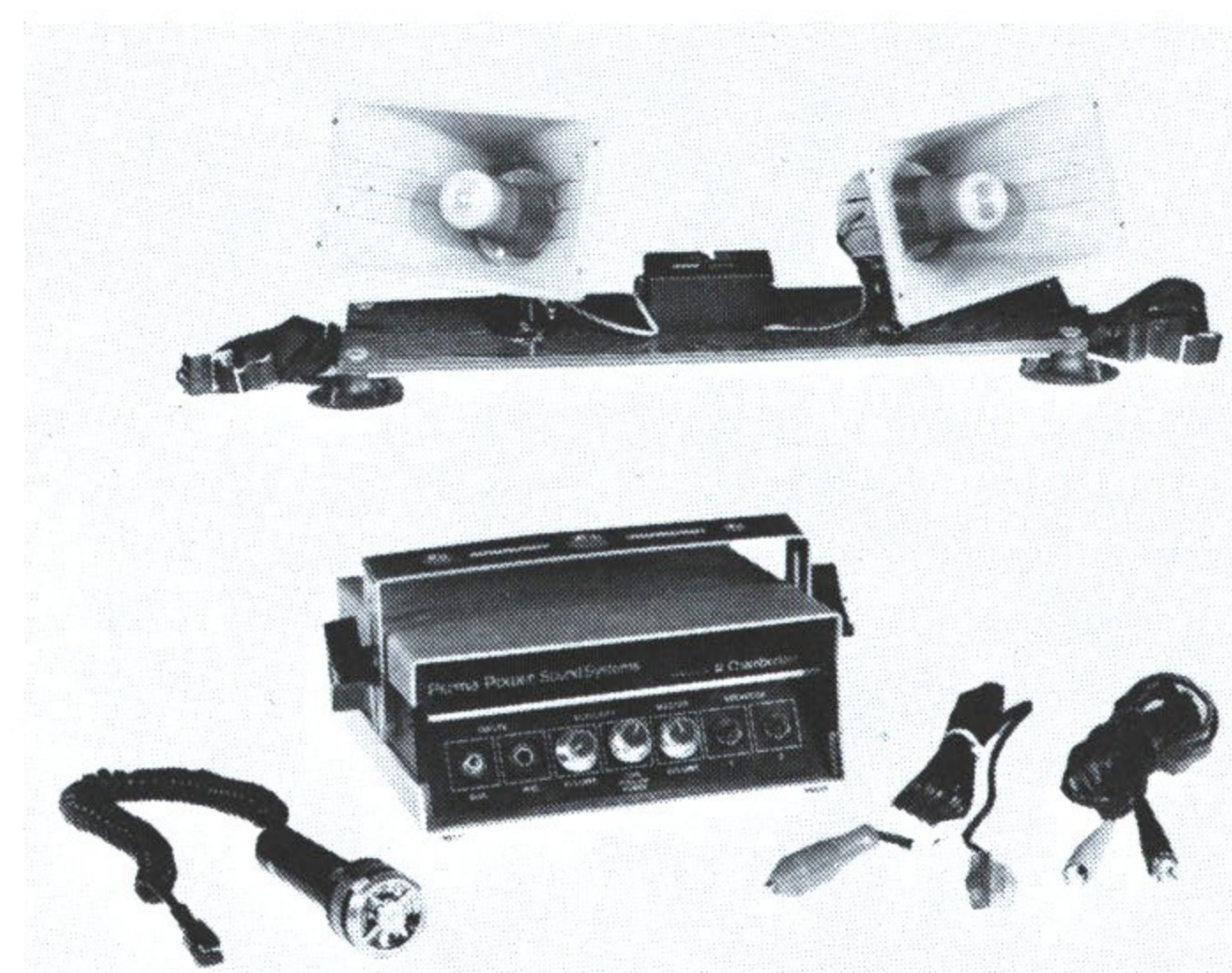


*Mendenhall School of Auctioneering*

U.S. HWY. 29 & 70 (185)

HIGH POINT, NORTH CAROLINA 27263

PHONE (919) 887-1165



**"SOUND CRUISER"**

List: \$275.00

**Auctioneer's Cost: \$230.00**

Ideal for cars, station wagons, buses, trucks, etc.



who worked for the benefit of the educational television station's behalf.

Next year auctioneers Trusty and Plank and groundman Cantrell hope to improve on what they were able to contribute this year.

"It makes you feel real good to be able to help folks, who are involved in helping folks (kids especially)" stated Jim Trusty.

### ADVERTISING CORRECTION . . .

*The May issue of THE AUCTIONEER listed incorrectly the "retail cost" of the SOUND CRUISER, which was advertised by the Mendenhall School of Auctioneering. The SOUND CRUISER's prices were listed as: "List: \$179.00; Auctioneer's Cost: \$230". The correct costs should have been: "List: \$275.00; Auctioneer's Cost: \$230.00".*

*Health, Hospitalization, Life . . .*

### Mutual of Omaha Offers Program Of Insurance to NAA Members

In 1960, your officers and board of directors voted to endorse a special program of health insurance for our members, underwritten by Mutual of Omaha Insurance Company.

It was recognized at that time that the threat of loss of income caused by sickness or injury is one of the most serious dangers faced by a person who is dependent on his ability to work for his livelihood and the security of his family, and the best protection from such financial tragedy would be an economically priced program of disability income.

In more recent years, our program has been expanded to include a hospitalization plan to provide either a supplement to your existing health insurance to bring it up to date with today's high costs of medical care — or a more comprehensive schedule of hospital-surgical benefits to provide you and other members of your family with basic coverage. A term life insurance plan was also made available for those wishing to augment their estate in an economical manner. Currently, some 300 members are participating on one or more of the plans.

In reviewing our program today, it is apparent that the decision to sponsor such a plan was a wise one. Attesting to this is the fact that more than \$530,000.00 in benefits have been paid to members suffering illness or injury that kept them from working or necessitated hospital confinement or medical

## LEARN AUCTIONEERING



EST. 1965

**PLAN NOW  
TO ENROLL FOR  
NEXT TERM**

**At The**

## FLORIDA AUCTION SCHOOL

**Classes are held three terms each year**

**MARCH • JULY • OCTOBER**

**ATTEND 2 WEEKS INTENSIVE TRAINING  
IN ALL PHASES OF THIS RESPECTED AND  
HIGHLY PROFITABLE PROFESSION**

**SEND FOR FREE CATALOG**

**Write or call for information today**



MAX HUEBNER, MEMBER



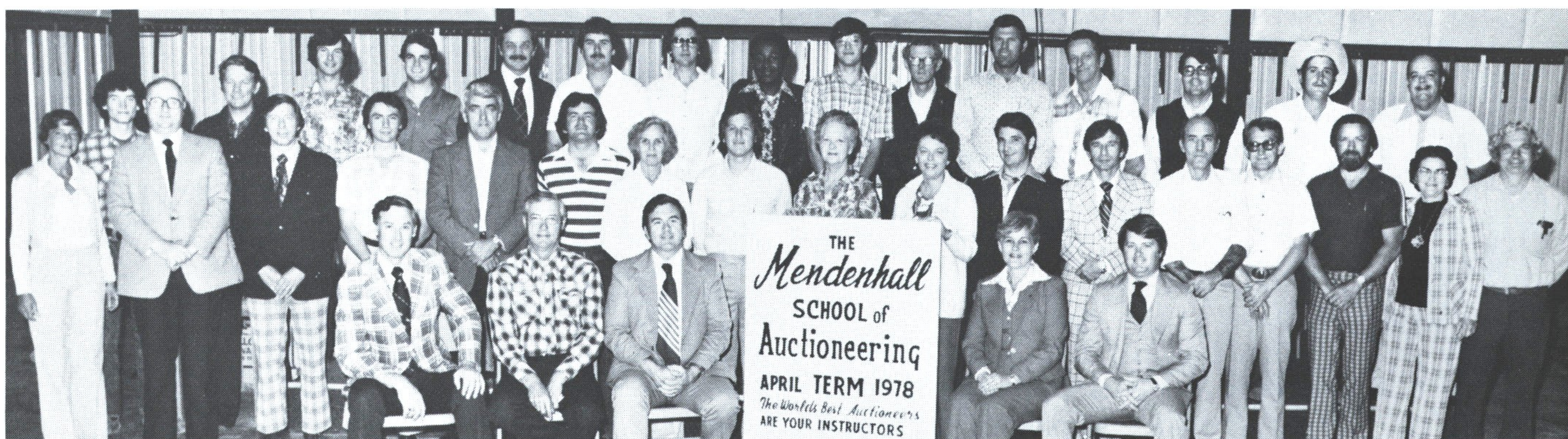
**FLORIDA AUCTION SCHOOL**  
**P.O. Box 1444 • PHONE: (904) 732-6991**  
**OCALA, FLORIDA**

care. Obviously, these benefits came at a time when they were sorely needed.

We believe that this insurance program is a valuable service made possible through your membership in the NAA, and recommend that all members not already participating give it careful consideration. All plans are available at Association Group rates, and represent a definite savings as opposed to similar coverage purchased on an individual basis.

Those wishing more details should complete and return the request for information included in the advertisement on this page of this issue, or call the local office of Mutual of Omaha listed in the yellow pages of your telephone directory.

### Mendenhall School of Auctioneering Completes April Term



**THIRTY STUDENTS COMPLETED** the April, 1978, term at the Mendenhall School of Auctioneering, High Point, North Carolina. Pictured with the students were some of the instructors and administrators of the school, who include, left to right, front row seated: Herman Crawford, Archie Moody, Forrest Mendenhall, Edna Reagan (secretary) and Billy Ragsdale. Twelve additional instructors were not present when the photograph was made.



## The Charter Class of the Jim Graham School of Auctioneering



THE CHARTER CLASS of the Jim Graham School of Auctioneering of North Palm Beach, Florida, is pictured above. Some of the instructors are pictured above (seated) with the students. Pictured, left to right, are the school staff members: Bill Goode, Marilyn O'Neill, Jim Graham, Shirley Graham and Vince Simmons. Other instructors were not available when the photograph was made.

## AT THE WISCONSIN AUCTION SCHOOL YOU WILL LEARN ABOUT

Ethics of the Auctioneering Profession  
 Voice, Poise, & Public Speaking  
 Physical Fitness  
 Motivation & Enthusiasm  
 Advertising & Promotion  
 Clerking & Cashiering  
 Ring Work  
 Salesmanship & Sale Management  
 Promotion of Your Auction Career  
 Sale Barns & Auction Houses  
 Antique & Furniture Auctions  
 Farm Auctions  
 Bankruptcies  
 Machinery & Automobile Auctions  
 Real Estate Auctions  
 Estate Liquidations  
 Livestock Auctions  
 Merchandise Auctions  
 Tool Auctions  
 Bid Calling  
 and more.

The Wisconsin Auction  
 School is approved by the  
 Wisconsin Educational Ap-  
 proval Board.

You will learn from successful  
 auctioneers, educators, and  
 business people.



Instant replay video tape system will let you, the  
 student auctioneer, both see and hear yourself  
 in action. You will also sell at regular auctions.

You will learn by doing.  
 - SEND FOR BULLETIN -  
 Two Weeks Term Starting:  
 Second Monday in September  
 First Monday in November  
 Second Monday in February  
 First Monday in April  
 Second Monday in June  
 Weekend Sessions Also

A. E. Pourchot  
 Member



WISCONSIN AUCTION SCHOOL  
 Box 62  
 Wisconsin Dell, Wisconsin 53965



# AUCTION



# SUPPLIES

- **"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12**  
Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¼x4½". This is an extremely fast, easy, and accurate combination clerking and cashing form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.  
9,000 Tickets (1-3 White, Canary & Card) .....\$19.50  
18,000 Tickets (1-3 White, Canary & Card) ..... 38.00  
36,000 Tickets (1-3 White, aCnary & Card) ..... 75.00
- **STANDARD CLERKING SHEETS . . . Form No. CLS-2**  
8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **STANDARD CHASHIER'S STATEMENT . . . Form No. CAS-1**  
2-part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **EQUIPMENT AUCTION TAGS . . . Form No. EAT-59**  
3 part perforated tag with hole on top. Space to mark lot number on all 3 section. 2½x5"  
1,000 Tags.....\$9.75      5,000 Tags.....\$42.50
- **WIRES FOR EQUIPMENT AUCTION TAGS, 12" LONG**  
1,000 Wires.....\$10.00      5,000 Wires.....\$47.50
- **BUYER CARDS . . . Form N. BC-70**  
For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).  
1,000 Cards....\$7.50      2,500....\$17.50      5,000....\$32.50
- **TERMS OF SALE — Form TOS-74**  
8½x11", 50 sheets per pad. Gives standard terms & conditions of sale to be displayed at auction site.  
\$1.50 per pad, 10 pads \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CONTROL . . . Form No. CC-73**  
8½x11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC-69.  
250 sets \$16.50    500 at \$32.50    1,000 at \$59.50
- **FINAL SETTLEMENT FORMS . . . Form FS-69**  
8½x11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchandise title to all items sold and deliver title to purchasers.  
\$150. per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **BUYER'S REGISTRATION FORM . . . Form No. BR-69**  
8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **CONSIGNMENT CHECK-IN FORM . . . Form No. CCI-69**  
8½x11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **PENSONAL PROPERTY CONTRACT . . . Form No. PPC-69**  
8½x11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
- **AUCTION BANNERS**  
Heavy, outdoor drillcloth hemmed on all sides. Built to stand up in rugged weather, 13 x 19 inch blue drillcloth panels with 15 inch red letters that spell AUCTION. Banner is 10 feet long and 16 inches high with 50 feet of rope at top and bottom. Folds to 13x19x3 inches for easy storing.  
Complete Banner.....\$14.92 Postpaid.
- **ARROW DIRECTION SIGNS . . . Form No. ADS-811**  
Orange cardboard 8½ 11". Word AUCTION and ARROW in bold black print. Package of 50 signs for \$7.50, 100 \$10.00 postpaid. (Arrows assorted, one-third point left ann one-third right and one-third straight ahead) Form No. ADS-811.
- **GAVEL**  
Northern Rock Maple Hardwood Gavel in a beautiful walnut finish. Weighs 4 oz., 9-inch handle.....\$3.00 postpaid.
- **BUSINESS CARDS**  
1,000 Cards wih black or blue ink .....\$11.50  
1,000 Cards wih red and black ink .....\$14.50  
1,000 Cards wih gold ink .....\$19.50
- **AUCTION PROMOTION SCHEDULE . . . Worm No. APS-72**  
18½x11. 50 sheets per pad. Column to list seller's name, property location, date, estimator cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., sigs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.  
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

## PERSONALIZED OR CUSTOM PRINTING

All of our forms are printed in large runs on a high speed press and therefore we can not offer personalized or custom printing.

NOTE, No single form or set of forms can fit all situations. Your attorney should advise you in situations not covered by these forms as we can assume no liability for errors, omissions, or local requirements.

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



## Missouri Auction School

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

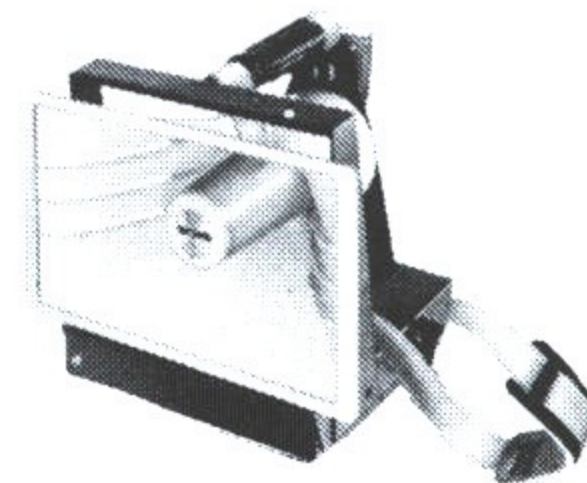
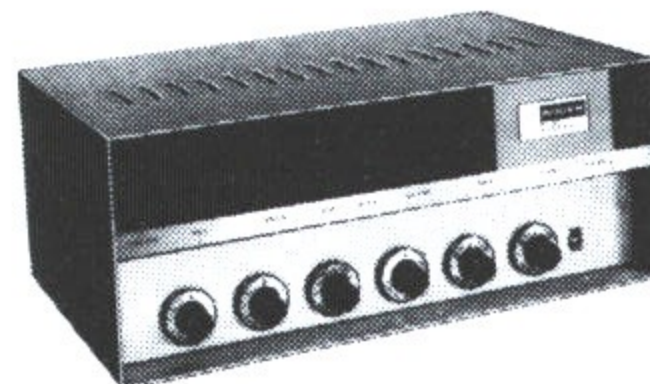
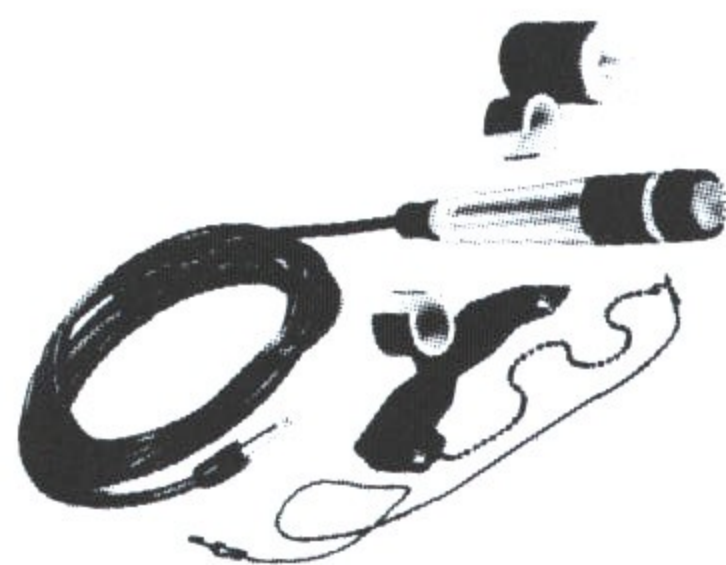
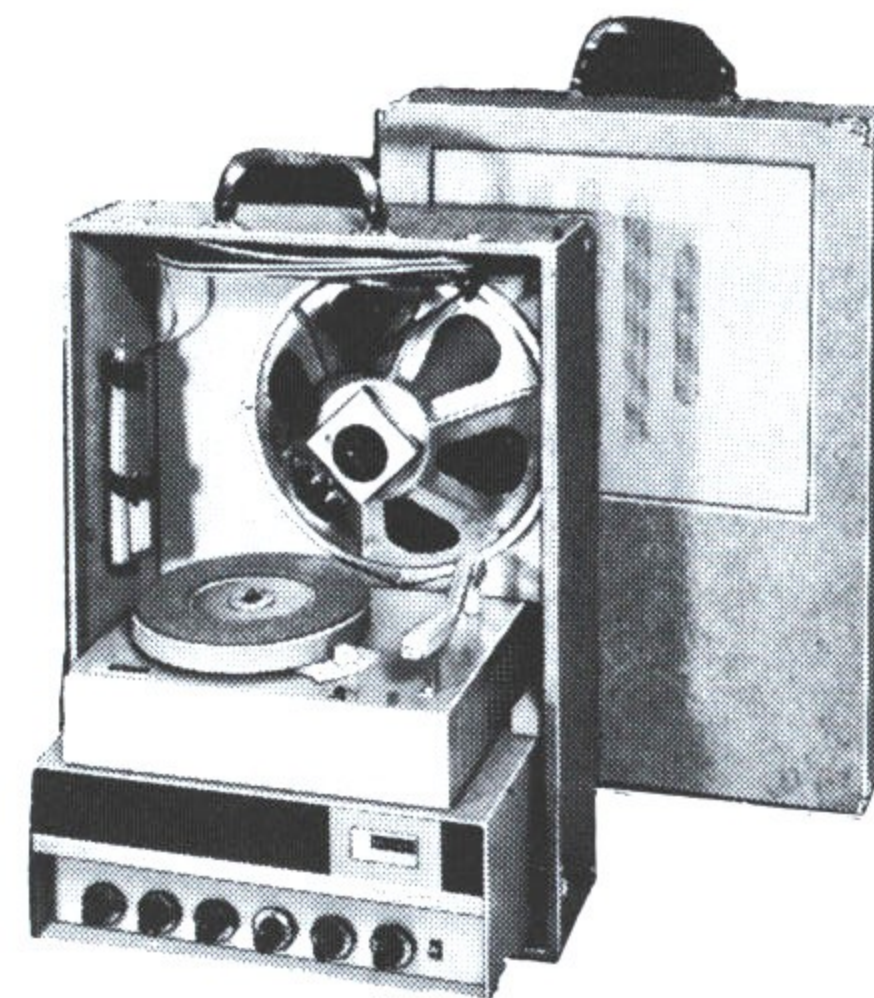
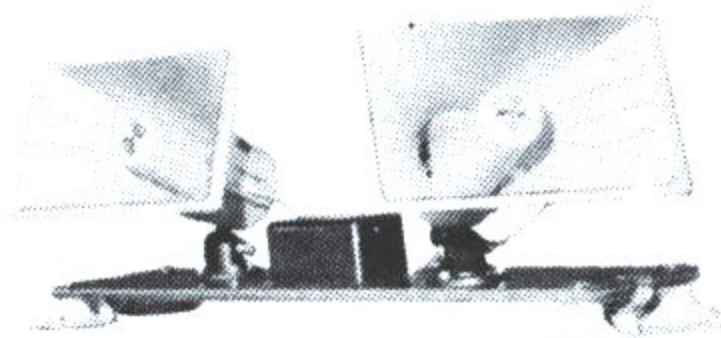
**PHONE: 816-421-7117**



# AUCTIONEER'S P.A. HEADQUARTERS



**SHURE** MICROPHONES



**AMPLI-VOX®**  
Solid State Public Address  
Sound Systems

**BOGEN**



**Missouri Auction School**

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

**PHONE: 816-421-7117**

**We stock a complete line of Auctioneer's P.A. Equipment.  
Write for FREE literature and prices.**