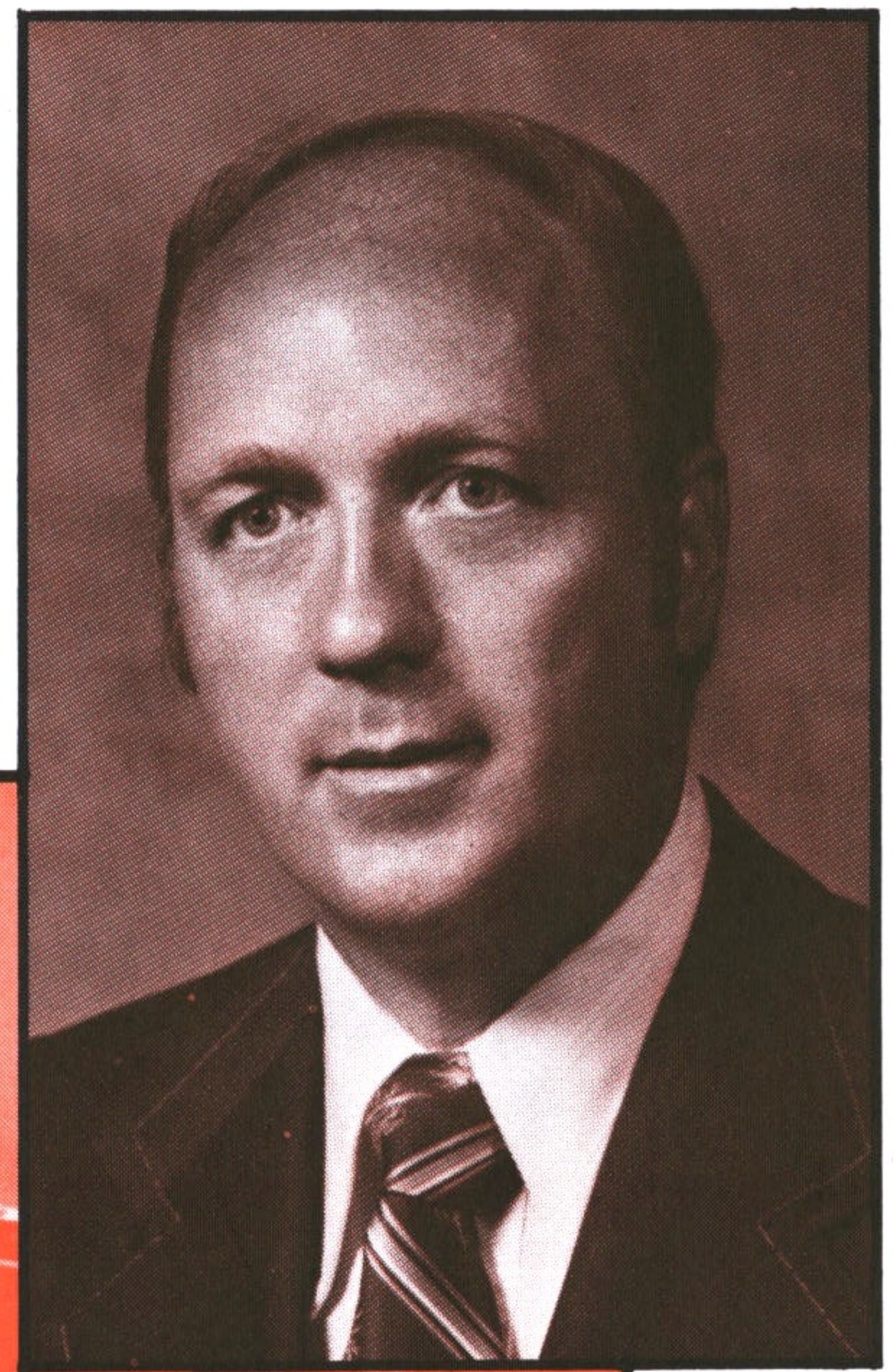


THE AUCTIONEER

The Magazine of the National Auctioneers Association • September, 1977

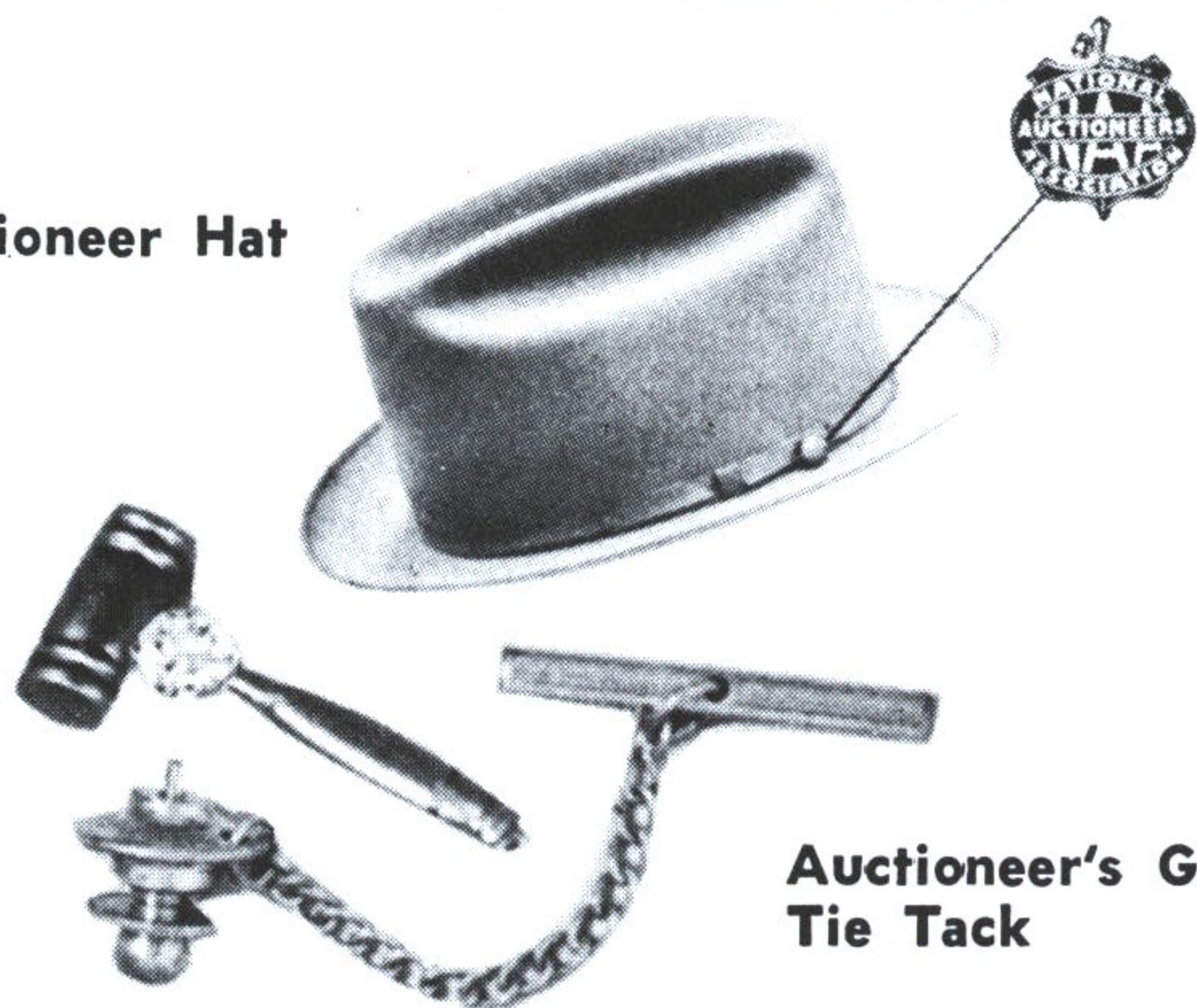
MARTIN "MARTY" HIGGENBOTHAM
President, 1977-78
National Auctioneers Association



**MARTY HIGGENBOTHAM — The NAA's Number
One Auctioneer for the 1977-78 Year!**

**THE HIGGENBOTHAM FAMILY — The NAA's
First Family of Auctioneers!**

Auctioneer Hat



Auctioneer's Gavel
Tie Tack

Fellow Auctioneers:

Changes in the seasons dictate different methods of selling as well as different types of wearing apparel. The weather is getting cooler, therefore it is time to change to a warmer style hat.

We now have a complete size selection in the Silver Belly Auctioneers' hats in all three brim widths (2 $\frac{1}{8}$ ", 2 $\frac{3}{8}$ " and 2 $\frac{5}{8}$ "). We also have the beautiful white panama in the 2 $\frac{1}{2}$ " brim and the Milan straw in all three brim widths.

It is also time to order your London Fog-type windbreaker jacket, either in canary, navy, brown, gold, French blue or beige in medium, large and extra large, with the four-color NAA emblem attached. You can also order your fleece-lined car coat in sizes 40-48.

Solid Gold tie tack

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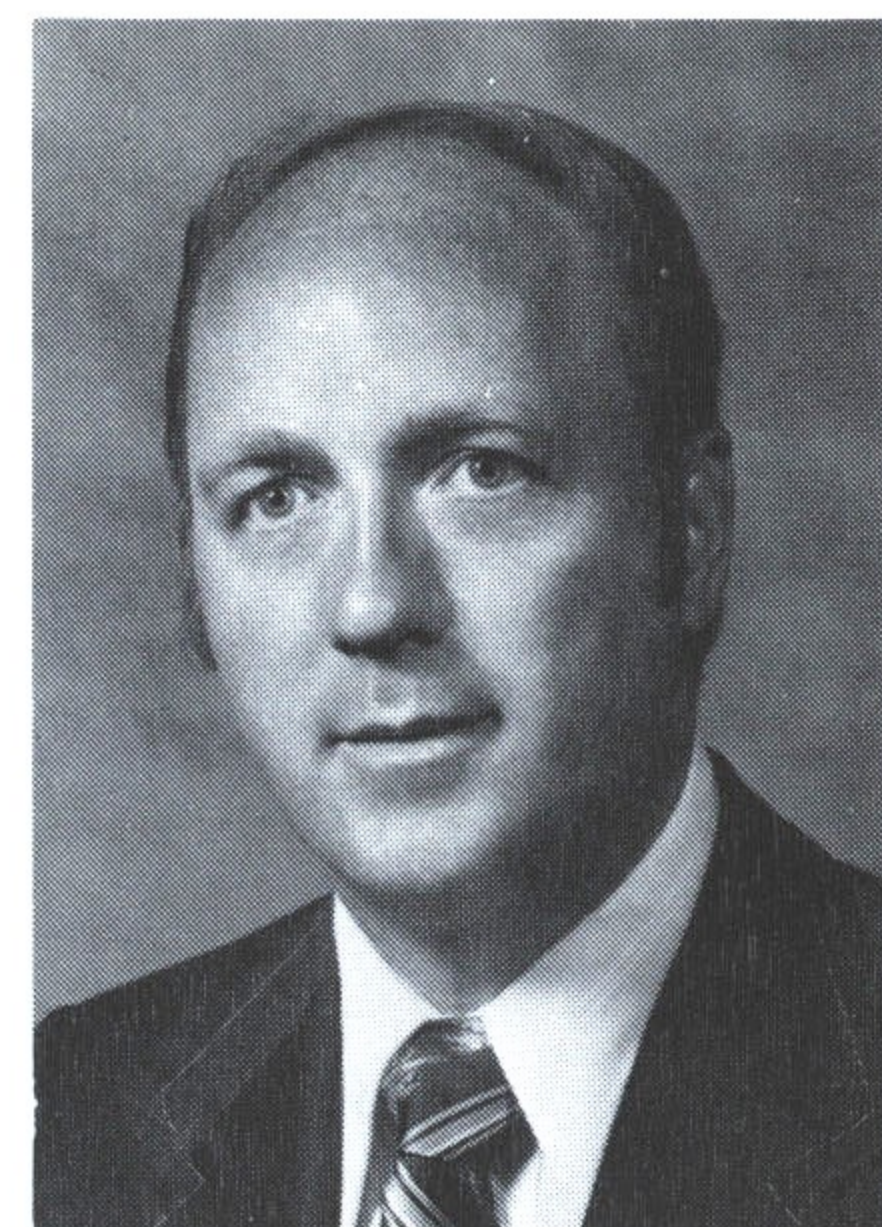
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Marty Higgenbotham Elected President Of The National Auctioneers Association



By unanimous vote of the members assembled in the Annual Meeting of the National Auctioneers Association, during the 1977 NAA Convention in Seattle, Washington, Marty Higgenbotham was elected to serve as president for the 1977-78 year.

The 37-year old auctioneer was born and raised on a livestock and grain farm in Missouri. In 1959 he attended the Reisch Worldwide College of Auctioneering in Mason City, Iowa, and began his career as an auctioneer.

He then took the necessary courses to become a real estate broker and on his twenty-first birthday received his broker's license.

In 1961 Marty sold his business and he and his family moved to Lakeland, Florida, where they still reside.

Marty has devoted his entire adult life to the auction profession. He is truly "in love" with it and one only has to watch him "on the block" to know his enthusiasm for the profession is sincere. He has an excellent rapport with his staff and urges them to constantly improve the services and professionalism of the Higgenbotham Realty & Auction Company.

Marty's real estate office will accept listings; however, one hundred percent of Marty's time is spent promoting auctions and ninety percent of his real estate sales are accomplished by the auction method. He also specializes in antique and estate auctions.

Marty leads a very busy and active life. He has a 640-acre ranch and is currently breeding Beefalo. He believes real estate and fine antiques still are the best investment. In addition to personally owning and managing income producing properties he is active in developing and managing investment groups.

Marty also manages to find time for his local civic organizations. He is a member of the Chamber of Commerce and has been a Rotarian for nearly six years with perfect attendance. He has been a director of his Rotary Club and last year was asked to be president, which he declined as he felt the time required for that position would have created a conflict for him as 1st Vice President of the NAA. He declined until a later date.

In the past he has served as leader and counselor to a 4-H Club and Methodist Youth Fellowship. At present, he is serving on the board of the First United Methodist Church where he and his family are members.

Seattle 77 — Outstanding!

Look for complete details of the 1977 "Just Like Heaven in '77" Seattle Convention in the October issue of THE AUCTIONEER. Over 800 auctioneers, their families and guests enjoyed Seattle, the convention, and the activities as sponsored by the Washington State Auctioneers Association.

Brenda has just concluded her term as president of the Ladies Auxiliary to the NAA.

The Higgenbotham family is four strong. Brenda has always worked with and supported Marty in his endeavors. This has been a full time job for her and working together has contributed to the success of the Higgenbotham marriage and career.

Daughter Tammy, 17, has just graduated from High School and began her studies in June in the summer quarter at the University of Florida at Gainesville. She is majoring in Special Education with a secondary interest in music. She plays piano, flute and piccolo and is a member of the Marching "Gator" band.

Scott, 12, is the scientist of the family. He is a seventh grader and his interests are varied in the fields of science, electronics and mechanics. His electronics parts catalogues are running a close second in number to the auction brochures his dad receives.

For relaxation Marty's favorite pasttime is hunting or target practicing with Scott on the ranch. In his spare time at home, he enjoys growing roses. On a weekend without an auction you can find the Higgenbotham family canoeing, fishing or perhaps relaxing around their own pool patio working on a family project such as refinishing a carousel horse or perhaps you could find them in their motor home off to the beach, or any other of Florida's wilderness recreation areas.

His aspirations for the future? More of the same!

(See page 5 for pictorial review of the Higgenbotham family.)

NAA Meetings Schedule

Scheduling has been approved by the NAA board of directors and the following "educational" meetings and/or NAA Conventions have been announced by the board for future years:

NAA Convention Sites

- 1978 — Boston Sheraton Hotel, July 19-22, Boston, Massachusetts
- 1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado
- 1980 — Opryland Hotel, July 30-August 2, Nashville, Tennessee

1978 NAA Seminars Sites

- January 16-17-18 — Hyatt Regency O'Hare Hotel, Chicago, Illinois
- February 20-21-22 — Orlando Hyatt House, Orlando, Florida

1978 Certified Auctioneers Institute (CAI) Courses I, II and III

- April 2-7 — Indiana Memorial Union, Bloomington, Indiana

THE AUCTIONEER

SEPTEMBER, 1977

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.

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

Advertising Rate Schedule and mechanical requirements information available on request. Advertising rates include:

	1-time	6-time	11-time
One 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 Rate (21 picas wide columns):
\$7.00 per column inch.

Closing dates for advertising copy and all articles for publication is the 10th of the month preceding the issue, which is published on or near the first day of each month. **All advertising copy must be submitted and received in editorial office on or before the 10th of the month, preceding date of issues.**

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

SPECIAL NOTICE TO ADVERTISERS OF THE AUCTIONEER MAGAZINE

Effective September 1, 1977 (all advertising in the September, 1977 issue and there on) the advertising rates will be increased. The increase was recommended and approved by the NAA Board of Directors at its January, 1977, meeting and was based on the increases in the costs of printing, publishing and mailing the magazine.

The new advertising rate schedule is being printed above for the information of all current and potential advertisers in THE AUCTIONEER magazine.

National Auctioneers Association

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President — Martin Higgenbotham, 1702 E. Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094
1st Vice President — Harvey C. Lambright, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012
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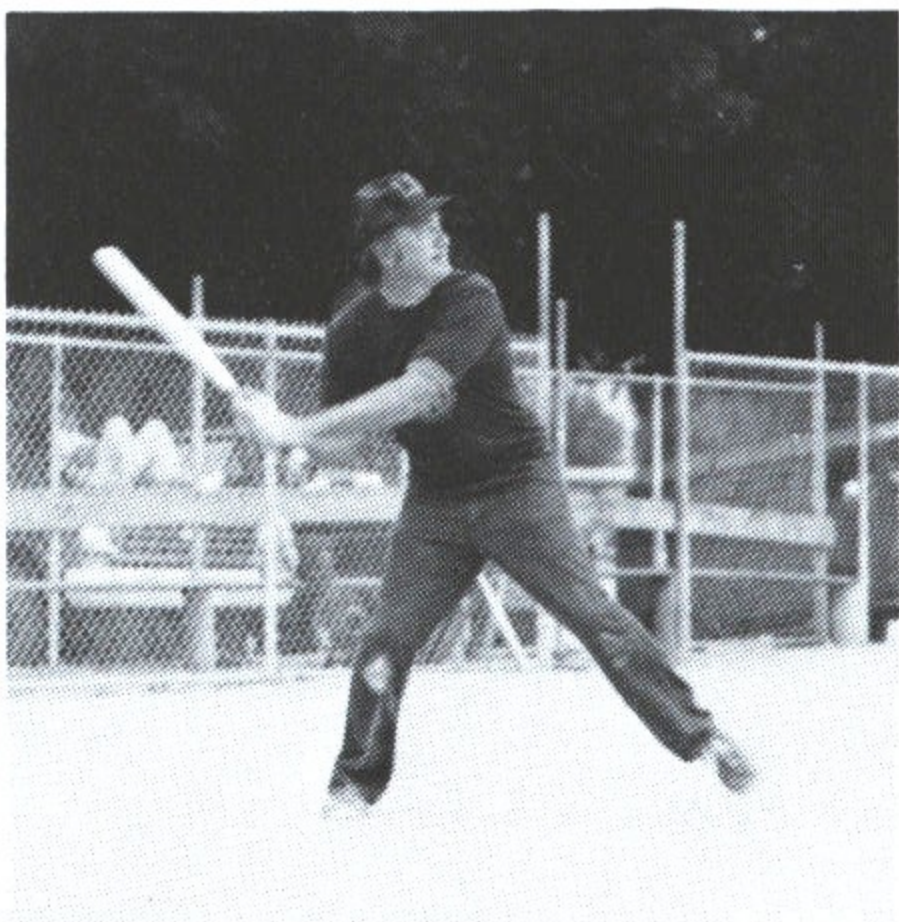
THE FOUR HIGGENBOTHAMS, at the home in Lakeland, Florida. President Marty with wife Brenda; daughter, Tammy, and son, Scott.

MARTY AND BRENDA in their home in Lakeland.



THE HIGGENBOTHAM CREW selling antiques at auction.

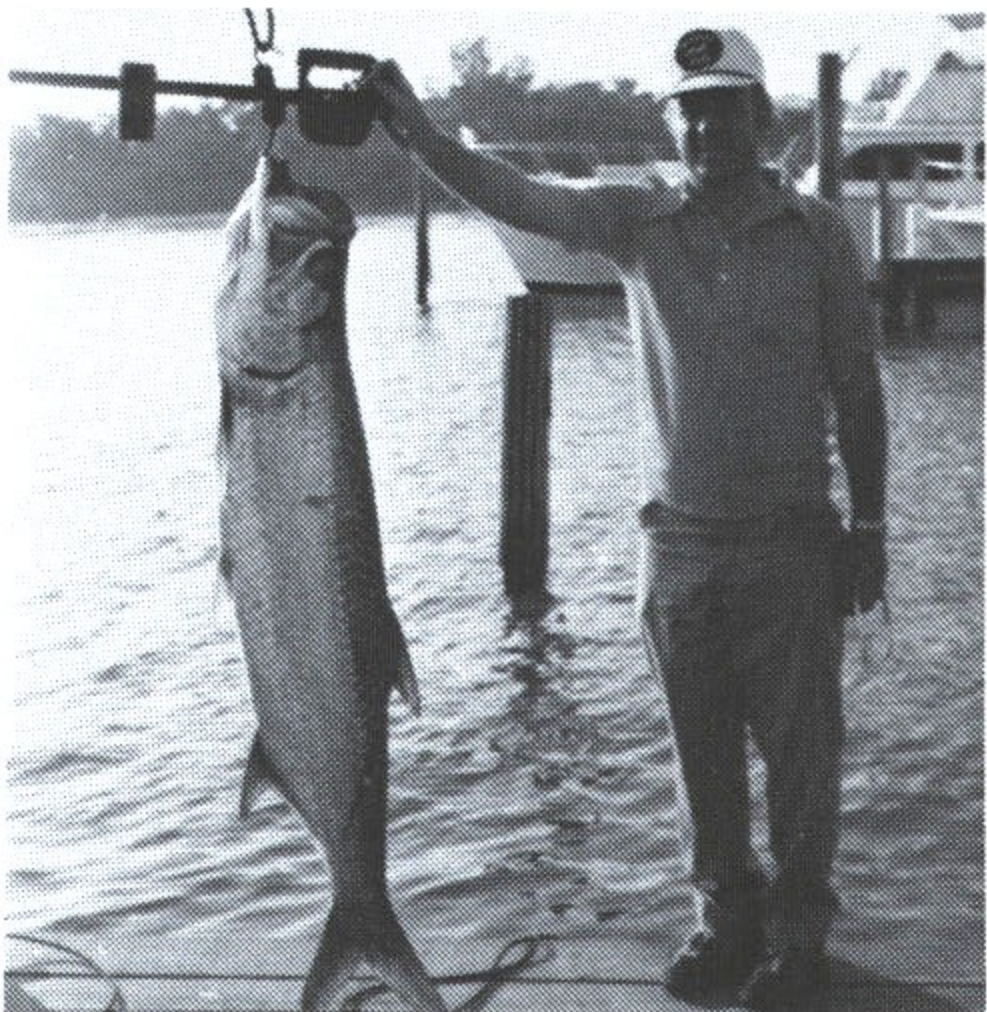
NOW WHAT AM I BID? Marty at work at auction.



AT BAT FOR THE ROTARY Club (left) Marty eyes the ball, getting ready to "sock it to 'em!" The Rotary Club's favorite catcher — none other than NAA President Martin Higgenbotham.



MARTY LIKES TO FISH too, and is not bad at it either!



MARTY AND SCOTT clean their shotguns after some target practice on the ranch.

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Thanks, '77 NAA Conventioneers

The Seattle Convention is behind us now and because of all of you who attended it was a successful one. As your NAA Ladies Convention Chairman, a big thank you to all of the ladies for your show of strength, support, and help you gave us.

Thank you, Brenda Higgenbotham, for all of your help this past year. As a member of the NAA Ladies Auxiliary, I pledge my support and help to you, Joan Rittenhouse, as you assume your duties as President for the coming year.

Blackie and I are already eagerly making plans to attend the NAA Convention in Boston next year. We are looking forward to seeing all the unique things that Boston has to offer and participate in the worthwhile seminars and educational items that make the NAA Convention so important.

We have reaped countless benefits from the Seattle Convention. We came home with enthusiasms, new ideas, knowledge of other parts of our great nation, and just as important, a good feeling from meeting so many of you from all over the U.S.

Please come to Boston in 1978 so that we may say hello again and renew our acquaintance.

Mary Witzel
Oak Harbor, Washington

Virginia Governor Signs Certificate Recognizing National Auctioneers Week

A "Certificate of Recognition" was signed by the Hon. Mills E. Godwin, Governor of the Commonwealth of Virginia, proclaiming the week of April 17-23, 1977 as "Auctioneers Week." The Certificate stated:

By virtue of the authority vested by the Constitution in the Governor of the Commonwealth of Virginia, there is hereby officially recognized: Auctioneers Week, 1977.

The auction way of selling is one of the oldest methods known to man, dating in history to before Christianity, and continuing today in this Commonwealth, throughout the United States, and in the free world as a popular selling practice.

The Virginia Auctioneers Association, in cooperation with the National Auctioneers Association, has designated the period of April 17-23, 1977, as AUCTIONEERS WEEK and I call this event to the attention of our citizens.

/s/ Mills E. Godwin, Governor

New Officers Elected . . .

STATE ASSOCIATION OFFICERS

The July issue of THE AUCTIONEER magazine published the complete list of State Association Officers. Since that publication was issued, new State Association officers (Presidents and Secretaries) have been elected and periodically, the magazine will include the names and addresses of the new presidents and secretaries as they are submitted to the NAA Office.

The following have taken office since the last publication of officers' changes was made:

North Carolina Auctioneers Association — President: C. D. Maxwell, 2629 Clinton Rd., Fayetteville 28301; Secretary: Johnson B. Gilbert, Rt. 1, Box 349K, Lincolnton 28092

Oregon Auctioneers Association — President: Forest Witthar, 11700 SW 90th, Portland 97223; Secretary: Helen M. Wood, 1841 NW Cording, Roseburg 97470

CONVENTION DATES

September 11 — Louisiana Auctioneers Association, Holiday Inn, Alexandria.
September 30-October 1 — Arkansas Auctioneers Association, Town & Country Motel, Rogers.
October 12 — Michigan State Auctioneers Association, Flint
October 29-30 — Iowa Auctioneers Association, Adventureland Inn, Des Moines.
November 6-7 — Indiana Auctioneers Association, Atkinson Hotel, Indianapolis.
December 3-4 — Virginia Auctioneers Association, Martha Washington Hotel, Abingdon.
December 5 — Tennessee Auctioneers Association, Mid Year Meeting, Continental Inn, Nashville.
January 20, 1978 — Michigan State Auctioneers Association, Lansing.
January 27-28, 1978 — Pennsylvania Auctioneers Association, Inc., Host Inn, Harrisburg.
June 8-9, 1978 — Wisconsin Auctioneers Association, Fond du Lac.

Texans Meet in Abilene in June! Best Attendance; Achievements and Fun

The old cliché "Things grow Bigger and Better in Texas" became a truism on June 10 and 11 in Abilene, Texas. The Texas Auctioneers Association held its convention at the Sheraton Hotel on those days and topped any previous year in attendance, enthusiasm and achievements. Over 150 persons registered, and the TAA can boast "Texas Style" of its increased membership from 175 in 1976 to 301 in 1977.

Highlighting the social activities were a Statewide Auctioneering Contest; visits to Abilene's International Cowboy Campfire Cook-Off; a huge antique car exhibit and a Saturday evening dance. Business meetings featured several informative and educational speakers, including NAA President Lyle Erickson and NAA Executive Director Harvey McCray.

President Bill Wade (Dallas) initiated the first day's activities in the open meeting by thanking officers, directors and TAA members for their support during the year . . . a very busy year, at that. It included drawing up a new set of TAA By-Laws, Articles of Incorporation, and the passage of an Amendment to the present Texas Auctioneers Regulatory Law.

After President Wade's welcome, Harvey McCray was introduced. He urged continued activity of auctioneers in their State and National Associations. He also solicited articles for "THE AUCTIONEER" magazine, reminding everyone that it is the primary communication among professional auctioneers, and more articles expressing problems, successes and interesting events are welcome from all areas.

Also addressing the open meeting were James Martin of the State Comptrollers Office; Roger Murphy, speaking on sales tax; and Ronnie Langley of the Abilene Audit Office. Duties of the Comptroller, the collection of sales tax and, also, rights of the taxpayer in the auction profession were their topics and questions were welcomed from the TAA membership. Ed Babka, Publisher of "THE ANTIQUE TRADER", also pointed out some suggestions for future advertising during this session.

Following adjournment for lunch, the afternoon session began with a Bid Calling Seminar presented by Chuck Cumberlin, an instructor at the Missouri Auction School. He offered several good drills to improve bid calling, rhythm and projection. Everyone was entertained and full of admiration during his demonstration. His presentation prompted even the more experienced auctioneers to evaluate their own bid calling!

The first day's business meeting ended with a presenta-

tion by Si Thompson (Ft. Worth), outlining motivation and specialization in the auctioneering profession, offering his own formula in sales success.

The first day's activities were by no means over, however, for the Statewide Auctioneering Championship and Fun Auction were still to come! Competition was heavy, with approximately 20 entries from all areas of Texas, and the variety of items offered at auction were as great. From peaches to "linament"; coach lights to cowboy hats; finery to a mounted fish (complete with his own pipe, cap and sunglasses), just to name a few things which fired the bidding audience and inspired the contestants. When it was all over, Keith Carey (Arlington) was "First Runner-Up"; Dudley Althaus (Fredericksburg) was the "Reserve Champion"; and Bob Goree (Amarillo) became the Texas State Auctioneering Champion.

The contest was one of the most exciting and fun activities and raised an all time record amount for the Association's Treasury: \$2,018.

The second day of the convention started with a closed TAA members' meeting. The most important topics for the day's agenda centered on the discussion of the Association's new Code of Ethics, By-Laws and Articles of Incorporation. The session was headed by Jack Harper (Austin), chairman of the committee that drafted the documents.

The TAA Membership approved the recommendations and moved on to the business of electing it's 1977-1978 officers and directors.

With the ballots counted, the results are as follows: President, Bill Wade (Dallas — his third term); Vice President, Bob Goree (Amarillo); Secretary-Treasurer, Joe Small (Dallas); Directors — Grover Howell (Conroe); Dale Cutberth (Amarillo); Don Ramsey (Houston); Jim Parks (Richardson); Si Thompson (Ft. Worth); Charles Connour (Dallas); Henry Storey (Brownwood); Don Flusche (Muenster); John Gathright (Longview); Ken Espensen (McAllen); Roland Reese (Waco); and Jack Faulks (Lubbock).

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Before adjourning for lunch, the site for the 1978 TAA Convention was chosen: McAllen — in Texas' beautiful "Valley".

In the afternoon session, Joe Small shared his experiences in attending the Certified Auctioneers Institute (CAI) at Indiana University. He encouraged other TAA members to attend the CAI as an excellent means of improving their business skills.

NAA President, Lyle Erickson, and his wife allowed time in their very busy traveling schedule to visit with the TAA members in Abilene. Lyle shared some interesting stories (auction related, and otherwise) and extended an invitation to attend the NAA Convention in July at Seattle, Washington.

Later that day at the evening dance, President Erickson highlighted the event by rendering an excellent version of "THE AUCTIONEERS SONG", accompanied by the hand-clapping and foot-stomping of his enthusiastic audience. His offering prompted more talent to surface, including TAA President Bill Wade's singing of "THE WABASH CANNONBALL", complete with his own effective train whistle!

The fantastic two-day program ended with a fine banquet, featuring installation of officers and various awards, and President Bill Wade's thanks to all for helping make the 1977 TAA Convention truly the "BIGGEST AND BEST" yet!!

Grace (Adams) Maddern
San Antonio EXPRESS-NEWS

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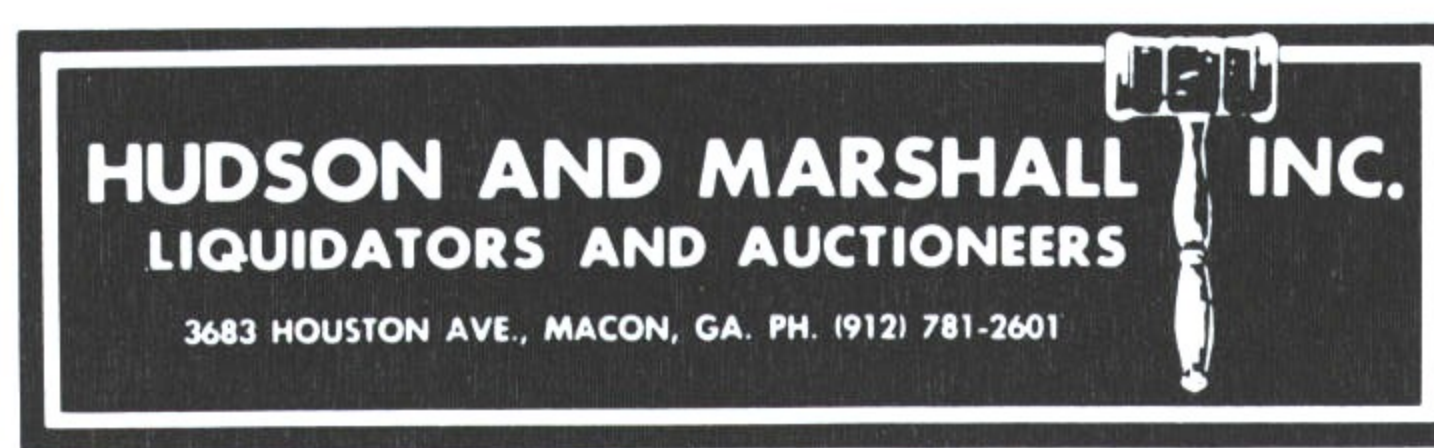
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South Carolina Governor Edwards Signs State's New Auction Law

South Carolina auctioneers and members of the South Carolina Auctioneers Association visited Governor James B. Edwards office on June 10, 1977, to witness the signing of the state's new auction and auctioneers law.

The bill, first read on February 10, 1977, and amended on April 12, 1977, was passed "To regulate Auctions and Auctioneers and to provide penalties for violations; to provide that municipal corporations may not enact ordinances relating to licensing of auctioneers; and to repeal Section 56-206, Code of Laws of South Carolina, 1962, re-

lating to auction sales of certain farm animals in certain counties, and Article 6 of Chapter 12 of Title 65, relating to licensing of non-resident land auctioneers."

The Auctions and Auctioneers law was submitted to the NAA office by South Carolina Auctioneers Secretary-Treasurer Larry J. Meares, Jr. The bill included a provision which created the South Carolina Auctioneers' Commission, which shall be appointed by the governor. At least three of the members shall be appointed from nominations submitted by the South Carolina Auctioneers Association.

Additional information (resident, non-resident, age requirements, etc.) can be obtained by writing to Larry J. Meares, Secretary-Treasurer, SCAA P.O. Box 57, Pelzer, SC 29669.



SOUTH CAROLINA AUCTIONEERS were present when Governor James B. Edwards signed the state's law, governing auctions and auctioneers. Pictured with the governor are, left to right: Benny Wiles, Fred Moore, Archie Moody, Jimmy Blocker, Bill Yonce, Danny Branham, George Pechillis, H. L. Dodgens and J. L. Pinckney (president of the South Carolina Auctioneers Association).

Boyd Michael Conducts Auction Of Jerseys; Top Price: \$8,700

NAA member Boyd Michael of Kansas City, Missouri, was the auctioneer at the Mid-States Fashion Revue Sale and the average price on 43 head of high quality Jerseys was \$1,200.58.

The gathering from the entire Midwest had an opportunity to bid on the Jerseys consigned by breeders from Illinois, Iowa, Minnesota, Wisconsin, Kentucky and Ohio. The cattle were well displayed and bidding was enthusiastic throughout the sale.

The sale was topped by Empire Jane Julia at \$8,700. — an E-91% aged cow with 643 lbs. fat and sired by J.F.D. Empire.

Second high at \$4,400 — Kellis K.K. Lady, 1976 reserve

All American senior yearling in milk.

Third high at \$2,500 was Merry Spicemint, a second calving Merrymaker projected at over 11,000.

Two other animals sold for \$2,000 or more: HVF Sweet Dreams, Junior yearling HVF Pacesetter out of Sleepy Time Gal, with 727 lbs. fat, sold for \$2,025; and HVF K Rosid, intermediate heifer that was secured by Cindy Krejci and Norman Nabholz at \$2,000. She is by HVF Pacesetter, twice All American and out of Sleeping Rosanna, E-94% and four times All American.

The sale analysis showed that 15 cows were sold at an average price of \$1,556.25, or total value of \$21,844.75; nine Open Heifers for an average price of \$1,113.88 or total value of \$10,024.92; nine Bred Heifers for an average price of \$825 or total value of \$5,775.00. The 43 head sold for \$51,624.94 total value (average price: \$1,200.58).

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Fire Department Holds Auction To Raise Funds for Equipment

Cleatus Neel, a new member of the NAA, served as the auctioneer for the Tri Unit Fire Department of the Village of Stevensville and the Townships of Lincoln and Royalton, Michigan on Friday, July 15. The amount realized from the auction was \$4,051; an additional \$200 was raised from the concession stand and cash contributions amounting to over \$700 was received, bringing the total to near the \$5000 amount.

The previous high for the Tri Unit auctions of past years was \$3,900, which was raised at the last auction two years ago in 1975.

Residents of the Tri Unit areas contributed either cash or items and in some instances both to the fund raising project. Special recognition was given to NAA member Cleatus Neel of Sodus, Michigan, for contributing his services at no charge to the Tri Unit Fire Department.

Proceeds from the sale will go toward the purchase of fire fighting equipment for the Tri Unit Department.

**Cleatus Neel
Sodus, Michigan**



NEW NAA MEMBER Cleatus Neel of Sodus, Michigan, recognizes a bidder at the Tri Unit Fire Department's fund raising auction on July 15. Proceeds from the auction will go to the purchase of fire fighting equipment to serve the areas of The Village of Stevensville and the Townships of Lincoln and Royalton, Michigan.

Residential Lot Auction Brings \$148,550 in Two Hours

The W. M. Yonce & Company, Inc., a real estate auction firm, headquartered in Florence, South Carolina, recently conducted a residential lot auction for the Exchange National Bank of Chicago. The lots, which were sold, were remaining lots in a subdivision known as Tifton Place, located near Darlington, South Carolina.

The Exchange National Bank had foreclosed on the properties approximately two years ago. Since that time no lots had been sold nor had there been any new construction started in the subdivision.

On April 16, 1977, the W. M. Yonce & Company, Inc., conducted the auction and the entire 55 lots were sold in approximately two hours and ten minutes for a grand total of \$148,550. The Exchange National Bank of Chicago was most happy with the results and the W. M. Yonce & Company was happy with the spirited bidding, not only by the contractors who bought lots for speculative purposes, but individuals who purchased lots for investment as well as future home building sites.

The auction was one of the first of this type to be held in this area of South Carolina and it was another "shot in the arm" for selling real estate at public auction in South Carolina.

**William M. Yonce
Florence, South Carolina**

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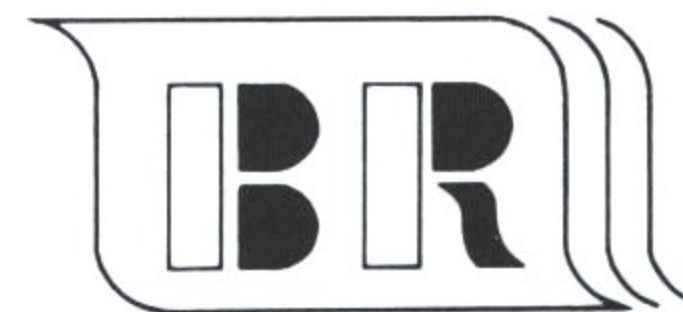
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Bus Retmier is a 1951 graduate of the Reppert School of Auctioneering and successfully completed the 1977, Course I of the NAA-sponsored CAI (Certified Auctioneers Institute) and has sold the above appraisal books to the auction profession for the past 40 years on a money-back guarantee.

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Antiques Bring Good Prices At Robert Glass Auction

A pre-Brimfield antiques auction held at the Robert H. Glass Auction Gallery in Central Village, Connecticut on Wednesday evening, July 6, brought over 400 bidders for a fine selection of antique furniture, China, glassware, and tinware.

Some representative prices included \$340 for a unique ascanthus-carved slant-front desk with clawed base; \$210 for a fine Pembroke dropleaf table with cross stretcher base; \$160 for a beautiful bow-front Sheraton-style four-drawer chest; and \$900 for a William and Mary burl walnut highboy with stretcher base and brass teardrop pulls.

Other prices included: copper coal hod, \$32.50; New England jug with incised flower, \$37.50; an etched pitcher, \$27.50; signed Northwood carnival dish, \$25; pair of cut-glass decanters, \$75; parts and pieces of dolls, \$57.50; spice box with compartments, \$27.50; cut-glass syrup pitcher, \$27.50; Sterling silver gravy boat, \$35; French carriage clock, \$105; flax wheel, \$95; Dionne quintuplet dolls, \$65; five black walnut medallion caster chairs, \$375.

A three by five feet afghan prayer rug, \$70; caramel slag lamp, \$85; black walnut couch, \$155; platform rocker, \$40; five Sandwich cup plates, \$27.50; an R.S. Prussia berry set of bowl and six dishes, \$52.50; inlaid Oriental table, \$47.50; mahogany bureau with beveled glass mirror, \$45; and a Connecticut clock, \$95.

Also sold: phonograph cylinder holder, \$80; red marble-top server, \$125; pair of early splint baskets, \$37.50; two celery vases, \$45; cherry swing-leg table, \$80; 300 post-cards, \$45; oak bookcase, \$45; glass bookcase, \$75; Sterling silver teapot, \$27.50; oak hall tree with seat, \$125; four matching thumb-back stenciled chairs, \$380; mahogany server, \$130; green-upholstered couch, \$145; and an iridescent

compote signed "Imperial", \$30.

Many of the auction-goers, who were on their way to the famed Brimfield flea market weekend, were from many states on the eastern seaboard and camped overnight on the spacious grounds of the Robert H. Glass Auction Gallery.

Robert H. Glass
Central Village, Connecticut

Real Estate and Mobile Homes Were Sold at Auction in June; \$14,683.54 Average per Acre!

A total price of \$116,000, or an average of \$14,683.54 per acre, was realized when the Mendenhall Auction Company of High Point, North Carolina, conducted an auction on Saturday, June 25 in Greensboro. Forrest Mendenhall, member of the NAA board of directors, reported that "It was the highest price anyone knew of ever being paid for property in the area!"

Fifteen mobile homes (1957-68 models) brought \$17,000, making the total \$133,000 for the auction.

The property was an old, run-down mobile home park. The property had been rezoned by the city of Greensboro to industrial purposes. The property was identified as "airport mobile home park" and is one-half mile from the Greensboro-High Point-Winston-Salem airport.

A good located piece of property; a good, thorough job of advertising; three hard working ground men; a hard working auctioneer; interested buyers; and a willing seller made the sale a success.

Forrest Mendenhall was the auctioneer; Clinton Garner, Jimmy Jones and Howard Nestor were the ground men.

Forrest stated, "It was one of the smoothest and most interesting sales I believe I have had the privilege of being involved in in my 25 plus years of selling at auction!"



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\$16,000 Tool Sale Conducted By Florida's Wayne Irving

"Give me five, hey, hey, now seven, seven-fifty!" These were the words of Wayne Irving as he superbly auctioneered a new tool auction in Kissimmee, Florida, on May 14. The tool auction was conducted under the direction of the Boswell Wholesale, Inc., Boswell, Indiana.

Over 200 bid numbers were signed out and approximately 400 tool-oriented persons attended the sale.

Wayne, one of the instructors of the 1977 Seattle NAA



WAYNE IRVING conducts a tool auction at his auction house in Kissimmee, Florida.



Convention's "Auction Houses, Furniture & Household Sales Workshop", was orderly and precise in his methods and procedures of selling the tools for Boswell. His methods helped create a very successful sale in Kissimmee.

When the gavel fell for the last time the sale had grossed over \$16,000 in approximately four and one-half hours.

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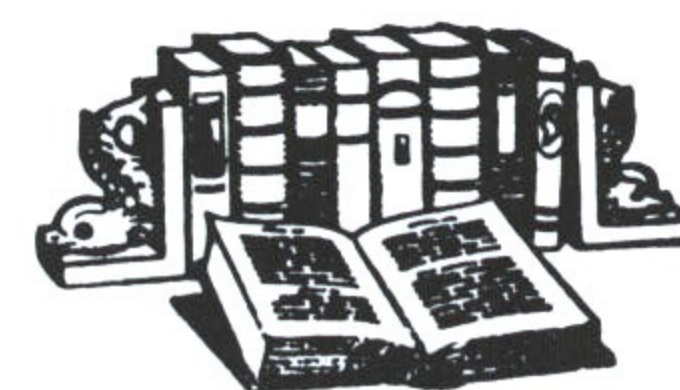
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Castle in Tennessee Sold at Auction

By Hubert D. Songer
Murfreesboro, Tennessee

"I honestly don't have any idea what we'll do with it, but I'm just going to love it to death", stated Mrs. Hal Regan after she and her husband had purchased a 19th Century castle at auction. The unique auction was held on Saturday, July 16, in Winchester, Tennessee. The castle was sold for \$418,500.

The John A. Horton Realty and Auction Company of Huntsville, Alabama and the Jim Stevens Realty and Auction Company of Nashville, Tennessee, were the auctioneers.

The Hundred Oaks Castle, is one of about 19 castles left in the United States. Construction of the castle was started in 1889 and took three years to build to completion.

Arthur Marks built the castle for his country estate and home. Mr. Marks was the son of Tennessee's 21st Governor. He was educated at Vanderbilt and the University of the South and after graduation was an assistant secretary with the Department of State in Washington, under Grover Cleveland. In 1888, he was appointed vice-consul with the American Embassy at London. Prior to acceptance of this post he traveled in Italy and France and visited many old castles and was especially attracted to the home of Sir Walter Scott.



SPIRITED BIDDING helped auctioneers John Horton and Jim Stevens sell the unique property for nearly \$420,000.

While still in England, Arthur Marks met and married Mary Hunt, also a Tennessean. A few years later, young Marks resigned his post and returned to Winchester and the starting of his Hundred Oaks Castle.

The castle was only half finished when Governor Marks died and a year later, in 1892, just as the castle was nearing completion, Arthur was stricken with typhoid fever and died at his family's summer home in the mountains at Monteagle, Tennessee.

The castle has 37 rooms, 7 cavern wine cellars and a library which is a replica of Sir Walter Scott's at Abbotsford, England.

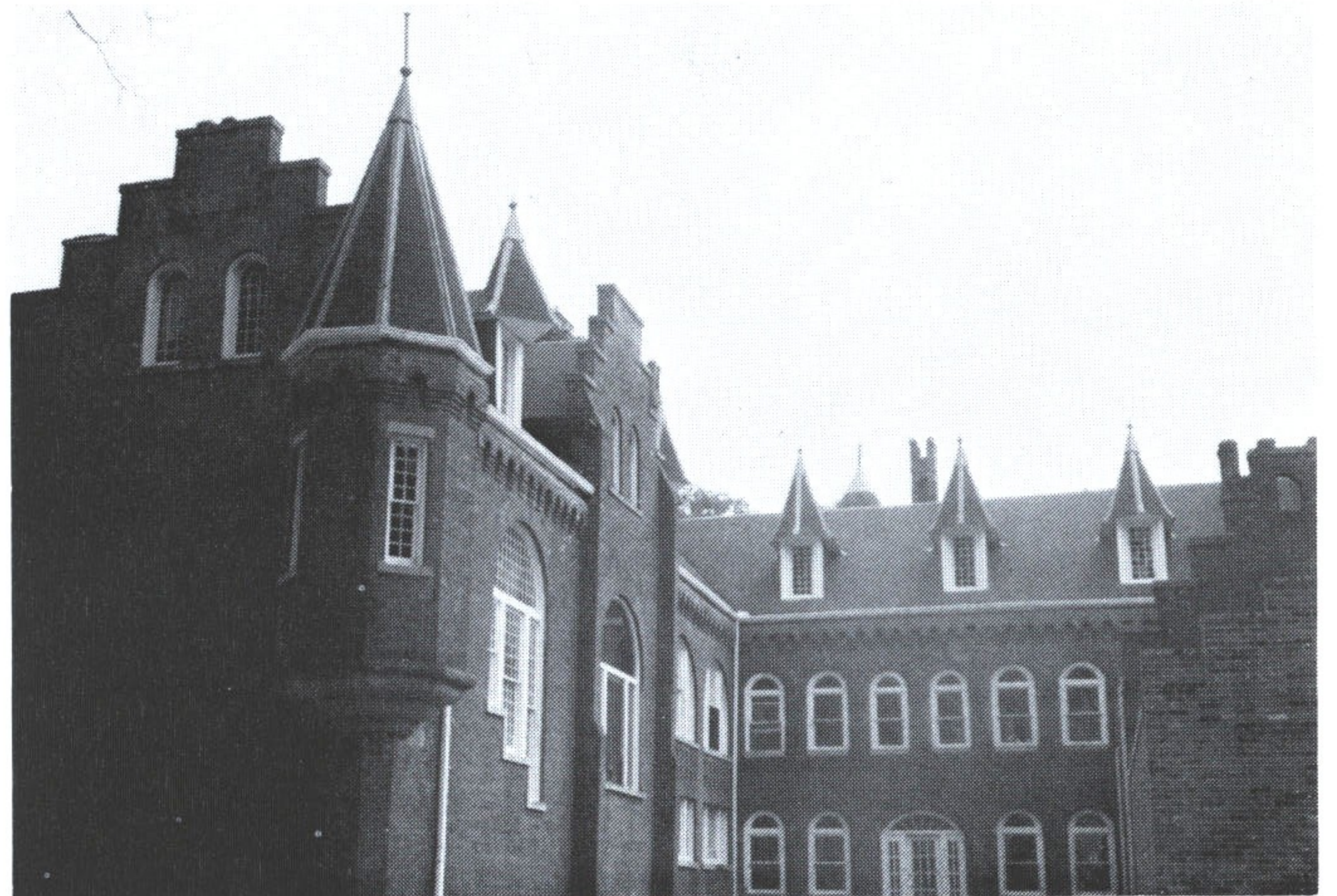
The castle and most of its original 600 acres were taken over by the Paulist Fathers at the beginning of this



AUCTIONEER JOHN HORTON introduced the personnel who worked the grounds during the castle auction.



THE CROWD BEGINS to arrive for the auction sale of the Hundred Oaks Castle of Winchester, Tennessee.



THE CASTLE WAS FASHIONED after the Medieval castles of England and Europe and built in 1891.

century. When the Paulists' vacated the grounds in 1965 the castle stood empty and deteriorating for two years before it was purchased and renovated by the new owners.

The castle and surrounding property of about ten acres, including a modern brick home, was sold in five separate parcels with the right to regroup as desired subject to a 5% raise. The castle was sold first at a price of \$245,000 followed by the other parcels totaling \$398,500.

A request was made by the ultimate buyer that it be regrouped as a whole and he bid \$418,500 with no other bid forthcoming.

After the sale of the real estate the sale continued in the sweltering 100 degree temperature with the selling of the many antiques within the castle, the kitchen equipment and ground maintenance equipment.



AUCTIONEER JIM STEVENS announced the terms of the sale. Auctioneer John Horton is pictured right.

There were over 650 registered bidders and an estimated 2,000 people attended the sale. Many of the 2,000, of course, were curiosity seekers who were being exposed for the first time to the auction method of selling.

John Horton and Jim Stevens, along with their respective crews, did an outstanding job selling at auction — again giving evidence of the auction method as the best and fastest way to sell.

Although this property had been widely advertised, Mr. and Mrs. Hal Regan, of Gatlinburg, Tennessee, who were the successful bidders, did not know of the sale until the previous day. Mr. Regan mentioned he and his wife were on their way Saturday to a niece's wedding in Alabama and stopped to view the sale, having no idea they would purchase the property.

Mr. and Mrs. Regan are in the motel business in Gatlinburg and own ranches in Aliceville, Alabama, in Mississippi and in Florida.

The sale started at 10:30 a.m. and was completed at 7:30 p.m. The total sale amount was \$478,500.00. An interesting building was sold attracting many people who had never attended an auction and again, a step forward for the better way of selling — the **Auction Way**.

Fourteen Records Set In London Treasures' Sale

Sotheby's, the London auctioneers who organized the sale of the Mentmore Towers mansion of London, to help the seventh Lord Rosebery pay death duties on his father's estate, said the high prices at the auction would be reflected in the future market for art treasures throughout the world.

The Mentmore Towers stood as an empty shell after the 10-day sale netted its owners more than \$10 million and broke 14 world auction records. Many treasures went for at least double their estimated prices.



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Auction High Price Set For 1908 Christmas Plate

A 1908 Royal Copenhagen Christmas plate sold for the record auction high of \$850 at the sale of the James Butler Estate in Chelmsford, Massachusetts on July 9. Auctioneer George Michael of Merrimack, New Hampshire, also sold the following which were regarded as quite high in price by dealers who attended from many New England states and Ohio, Pennsylvania, New Jersey and New York: Church Spires — 1913, \$45; 1914, \$50; 1945, \$130; 1938, \$100; 1936, \$55; 1946, \$60; 1935, \$55; 1965, \$35; 1910, \$55; 1928, \$30; 1927, \$40; 1926, \$35; 1925, \$35; 1933, \$35; 1944, \$65; 1912, \$190; and 1966, \$35.

Also sold Mettlach stein #1622, \$240. Six-drawer high-boy top, cherry, \$1000. Porcelains in figures and tobys sold very well. A buyer from New Hampshire paid \$32.50 for a Royal Doulton Merlin the Magician. On returning home, she stopped at Jordan Marsh to check the value of them there. Their price is \$29.50. What bothered her most was having to pay the Massachusetts sales tax of 5% to boot.

**George Michael
Merrimack, New Hampshire**

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Wisconsinites Meet in Eau Claire For 1977 State Convention

What makes a successful state convention? Wisconsin Auctioneers will say professional speakers, fellowship with auctioneers from all over the state, meeting old friends and gaining a few new ones, good food and FUN! This all occurred at the annual convention held at the Midway Motor Lodge at Eau Claire, Wisconsin, on June 9 and 10.

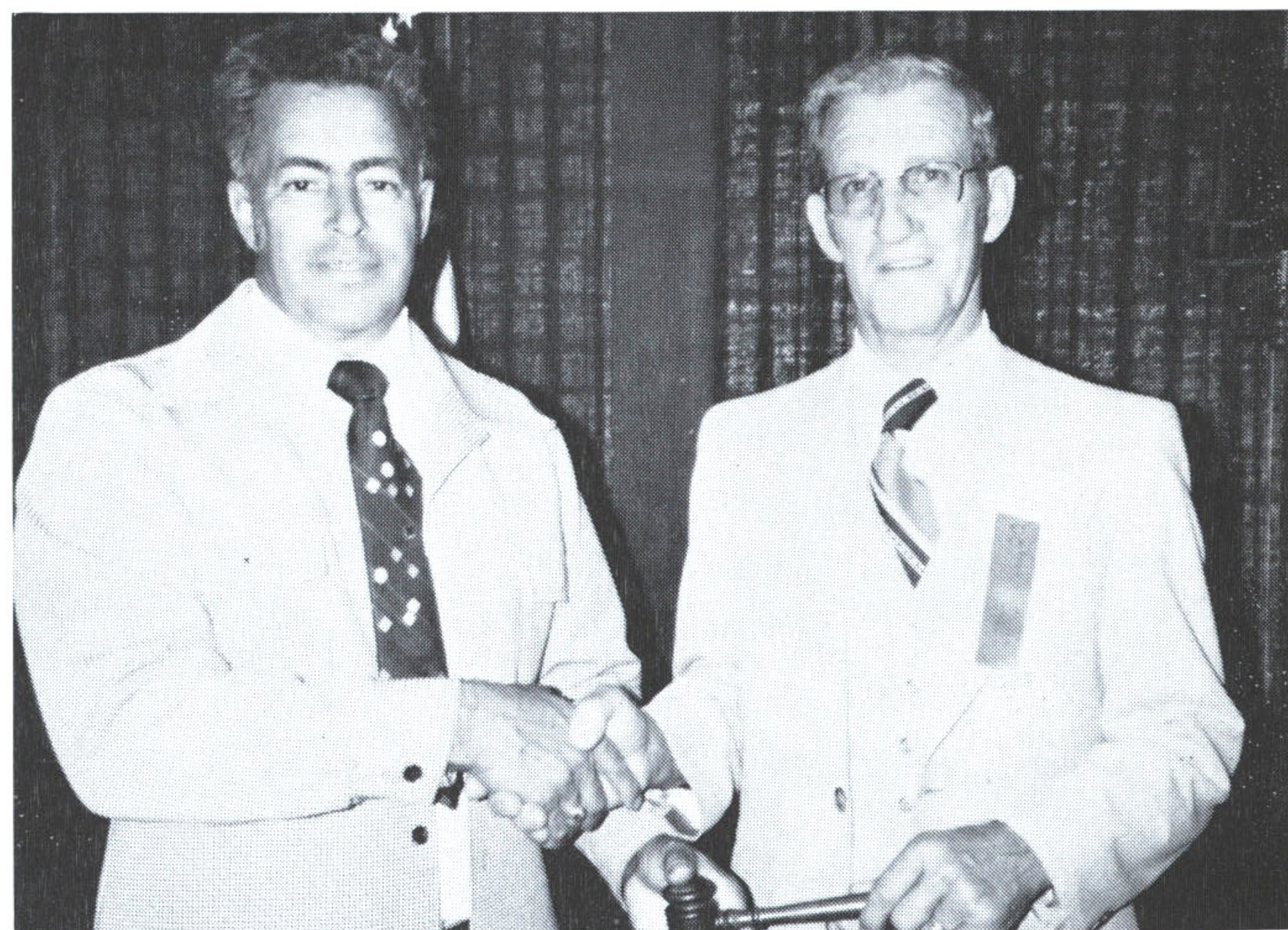
Bill Bodell, Wisconsin Association Vice President, served as program chairman of the event. Del Lonquist, manager of WTMB Radio Station at Tomah, presented a talk on advertising and its benefits via radio. Del does a bit of auctioneering and has been a great promoter for the auction business in west central Wisconsin. He entertained the group with his banjo and harmonica along with his address. He is a member of the State and National Auctioneers Associations.

Members of the association felt honored that Col. and Mrs. Lyle Erickson could find time in their busy schedule to spend Thursday afternoon and evening with them. Col. Erickson convinced those attending, that Seattle sounds "Just Like Heaven in '77".

Some side-splitting laughter occurred when three different auctioneers were selected out of the group and without warning were asked to book a sale at the home of a bereaved widow, played by Col. Jim Heike of Mondovi.

Following a social hour, contributed by the Wisconsin State Farmer newspaper, with Mr. and Mrs. Jim Turner as hosts, and a steak dinner, Del Lonquist acted as emcee for the Brandau family who surprised their dad, Robert Brandau, Association president, with entertainment.

Over \$700 dollars was raised during the annual fun auction where anyone attending had an opportunity to sell if he so desired. Col. Judy Fish of Poynette and Col. Bob Wedel of Columbus were in charge.



THE PRESIDENT'S GAVEL of the Wisconsin Auctioneers Association was presented to new president William K. Bodell (right) by retiring president Robert Brandau at the Association's Annual Convention in June.

Dancing followed, some harmonizing by various auctioneers and the annual rendition of the Auctioneers Song by Jim Heike was enjoyed by all who attended.

Friday morning began with an officers breakfast. A new record in attendance at the state convention was obtained with 143 registered.

President Brandau opened the session with remarks about his career of 26 years and the need to educate the public about the auction method of selling.

William "Bill" Gaule, of Chatham, Illinois, captivated the audience with his address on "Ethics of an Auctioneer". "That's one of the best talks we've ever heard" remarked

Ernie Freund, veteran auctioneer and one of the organizers of the state association.

Jim O'Brien of Eden served as moderator over an informative panel discussion. Farm sales were discussed by Dean Ferries of Lancaster; Antiques by "Bud" Fandrich of Portage; Tool Auctions by Tom Troon of Milton Junction; Livestock Auctions by Wenzel Humpal of Boyceville; and Auction House by Don Poller of Platteville.

Several awards were given during the noon luncheon hour. Art Doede of Rosholt received a gift for being the oldest auctioneer attending and Sam Sercy of Milwaukee as the youngest. He is fourteen and has been selling for two years with his grandfather.

Ernie Kueffner received two awards for having the best sale bill advertisement and best newspaper ad; George's Auction Service was recognized for the best sale catalog; and Robert Brandau for the best individual promotion.



AUCTIONEER OF THE YEAR recognition was earned by Jim Heike of Mondovi, Wisconsin. WAA President Robert Brandau presented Jim's plaque at the banquet.

James Heike of Mondovi received the "Auctioneer of the Year" award.

Don Macrae of Eau Claire, entertained the group with a lighthearted talk as the noon luncheon speaker. Mr. Macrae has been active in the hotel business and tourism in the Indian head country where the convention was held.

The annual business meeting was held with Robert Brandau, president, presiding.

William Bodell of Hazel Green accepted the presidency; Wenzel "Bunny" Humpal, Boyceville, was elected to the board of directors along with the re-election of Eldon Schraepfer of Hollandale.

Plans were made for the Farm Progress Days to be held in Wisconsin on July 19-20-21 where the state association will be selling the auction method via a booth. Donald Hanson of Strum and Tom Kohner of Trempealeau were selected to be in charge of the booth with a number of the Wisconsin Auctioneers to assist by their attendance.

The Wisconsin Ladies Auxiliary also held a meeting on Friday morning with coffee and rolls. Mrs. Joan Hansen, presided. New officers elected are Mrs. Pauline Clayton of Belmont, president; Mrs. Tom Rusch of Oshkosh, secretary-treasurer and Mrs. Helen O'Brien of Eden, vice president.

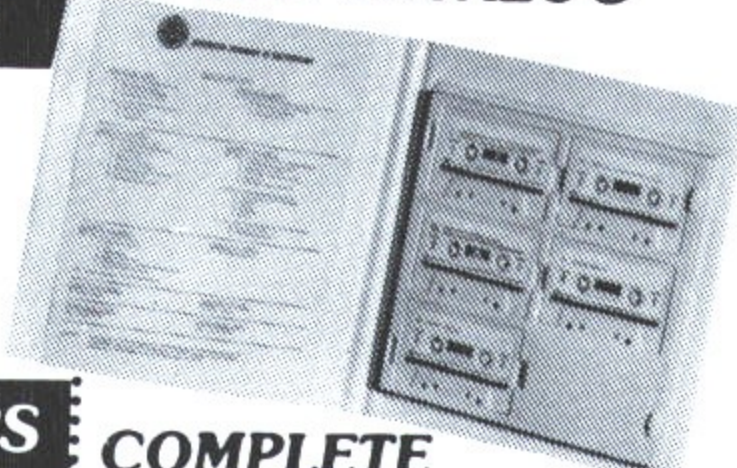
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"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk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

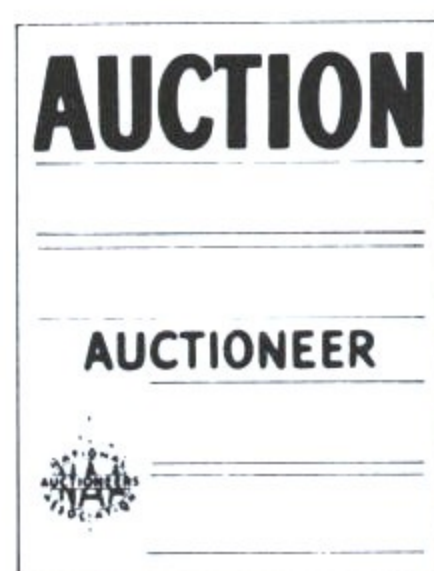
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Bernie Hart Selected By Independent Auto Dealers To Manage New Association

Bernard Hart, former Secretary of the NAA, was selected to be the first manager of the fledgling Nebraska Independent Automobile Dealers Association. The independent dealers of Nebraska formed the organization late in the fall of 1976, following a series of area meetings.

Bernie also continues to serve as Executive Secretary of the National Auto Auction Association. After July 1 the headquarters of the Nebraska Independent Automobile Dealers Association will share space with the National Auto Auction Association in Lincoln, Nebraska.

SBA Will Target \$100 Million For Business Loans To Women

WASHINGTON, D.C. — The U.S. Small Business Administration will target \$100 million for guaranteed business loans to women during the first quarter of Fiscal Year 1978 as part of the Agency's National Women's Business Ownership Campaign, SBA Administrator A. Vernon Weaver announced today.

"The first increment in our Financial Assistance program to encourage women's business ownership will be an initial targeting of \$100 for guaranteed business loans to women in the first quarter of FY 1978," he said.

For the remainder of FY 1977, the Agency will provide whatever is necessary and needed to accelerate the campaign, he added.

The National Campaign was announced Wednesday at the White House by Ms. Margaret Costanza, Special Assistant to the President for Public Liaison, SBA Administrator A. Vernon Weaver, and Ms. Pat Cloherty, SBA Deputy Administrator-Designate.

"This campaign will begin immediately and is keyed to

short-term goals designed to reorient SBA priorities, and a longer term strategy geared to developing specific programs," Ms. Cloherty said.

"The key elements of the campaign are based on a maximum utilization of existing resources at SBA coupled with a reorientation and much sharper focus on women," she said.

The National Women's Business Ownership Campaign will be funded to the maximum extent necessary from the resources of the Agency, Mr. Weaver said today. "But I want to make it clear that we do indeed have the financial resources to see this program through on a practical basis," he added.



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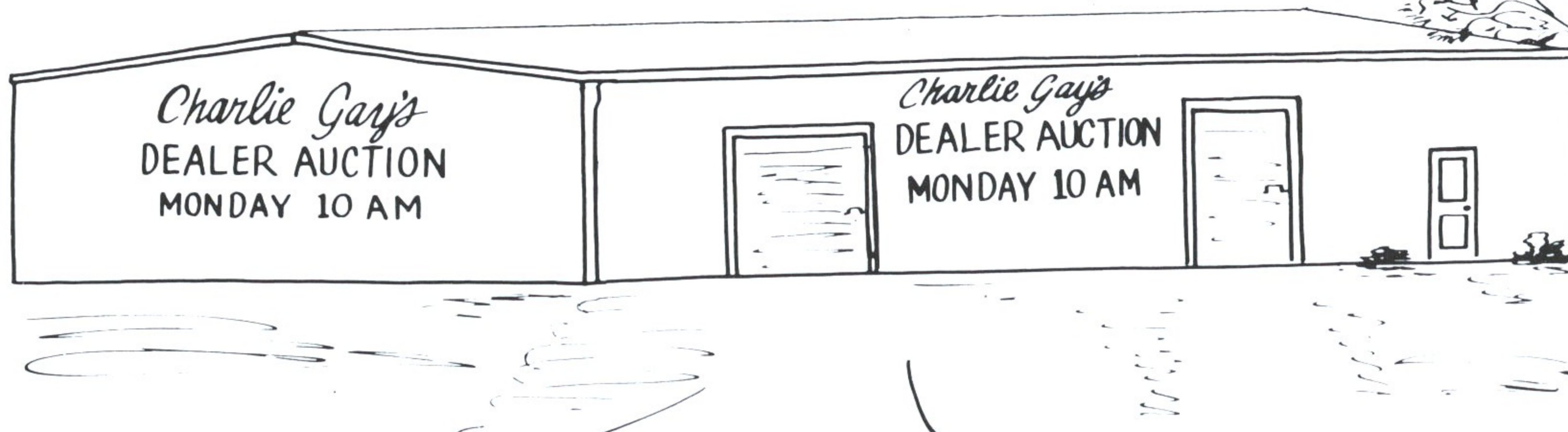
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South Dakota Convention In Lemmon Proves To Be Educationally Beneficial

The town of Lemmon, SD, rolled out the red carpet of western hospitality when Cleo and Carolyn Penfield hosted members and their wives at the 15th annual convention of the South Dakota Auctioneers Association in June.

Scheduled events began at the Lemmon Legion Club with the Early Bird Party. Lyle Erickson's hectic schedule as President of the National Auctioneers Association prevented him from attending the business meeting on Saturday, but he and Irene flew in to be with us on Friday evening.

When the business meeting convened Saturday morning, with President Cleo Penfield presiding, 26 members answered roll call with five new members joining during the course of the convention.

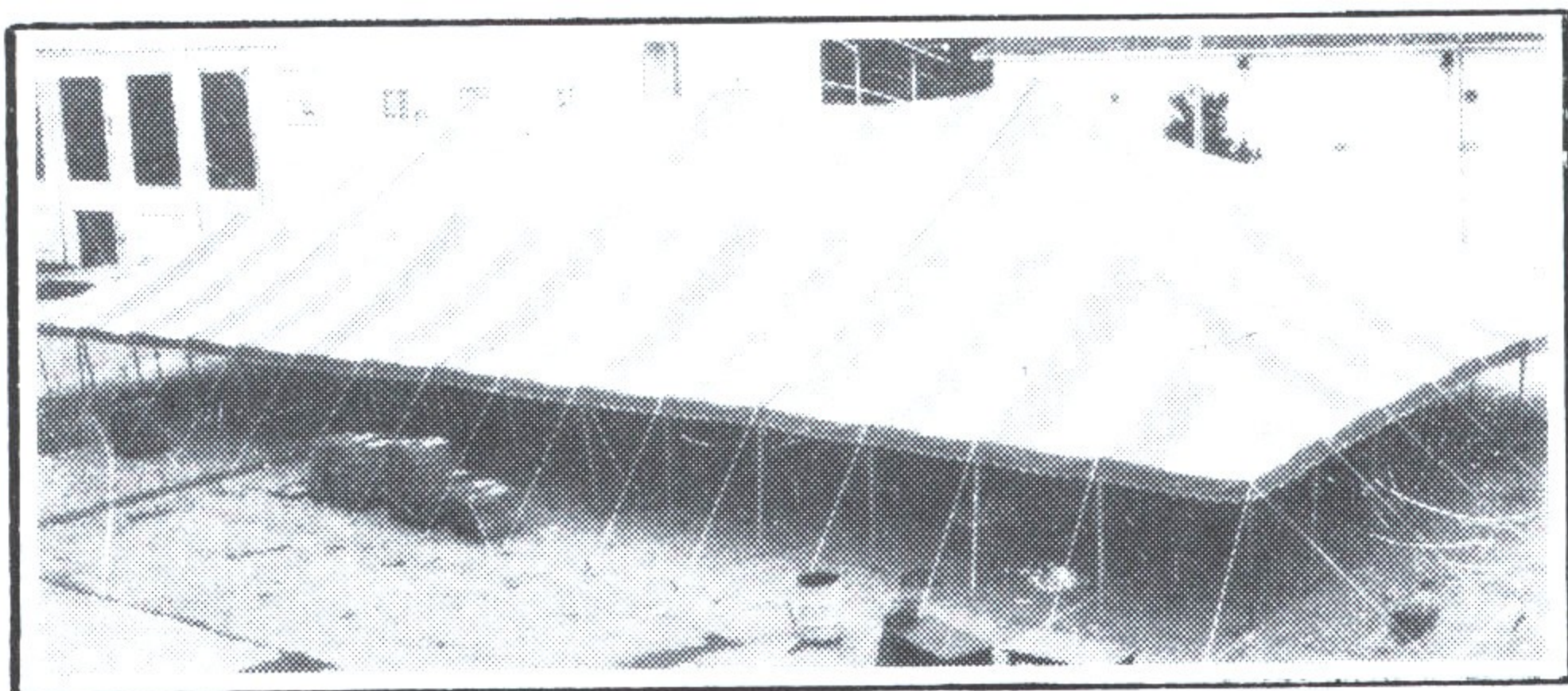
The membership voted to have a display booth at the South Dakota State Fair this year promoting the auction method of selling. Dick Payne of Yankton is heading this committee, aided by 12 volunteers.

Jack Burchill of the South Dakota Real Estate Commission gave an informative talk on real estate auctions, pointing out some responsibilities of the auctioneer which are often overlooked. He urged auctioneers to be aware of new trends in the business and to make continuing education a part of their business practice.

Bob Penfield was the next speaker on the agenda. Bob spiced his topic of selling livestock at auction with some of the experiences and advice which guided him in his career as a livestock auctioneer and market owner.

Election of new officers for the 1977-78 term was held and the following officers installed: President, Sam Eslinger; Vice President, Dick Payne; Secretary-Treasurer, Jim Payne;

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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.

Executive Councilman, Zone 2, Billy White, Executive Councilman, Zone 5, Terry Schlagel; Executive Secretary-Treasurer, Annette Knight.

Dale McPherson, NAA Director, stood in for Lyle Erickson as program speaker. Dale gave some personal insight into the benefits of the programs and seminars available to those who attend National Conventions. He also pointed out the advantages of meeting fellow auctioneers from throughout the nation.

A highlight of the business meeting came with the decision to try to upgrade future meetings by offering additional educational seminars. Next year's convention will be held in Rapid City and will feature programs on selling real estate at auction.

Auctioneers, their wives and guests re-convened promptly at 5:00 p.m. for the social hour and banquet held at



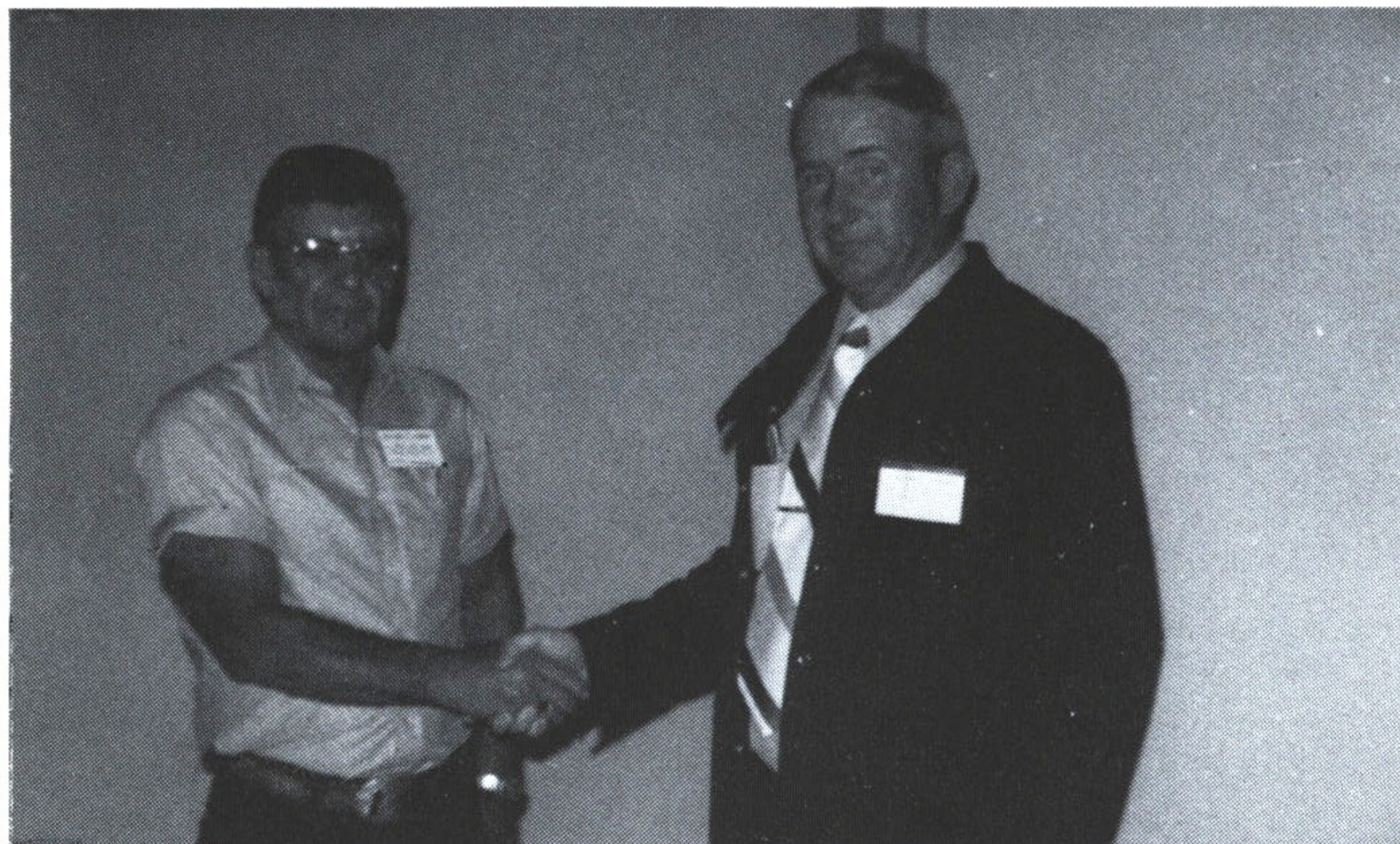
A HAND MADE RUG, donated by NAA President Lyle Erickson and made by his wife, Irene, was sold at the Fun Auction by Bob Penfield. Charles Fischer displayed the rug to the potential buyers.

Lemmon's Steak House. After the excellent dinner, Senator LeRoy Hoffman ably demonstrated his ability as an after dinner speaker.

Sam Eslinger presented Cleo Penfield with an engraved gavel in appreciation of his outstanding service as President, 1976-77. The official President's gavel and the responsibilities it represents was handed over to new president, Sam Eslinger.

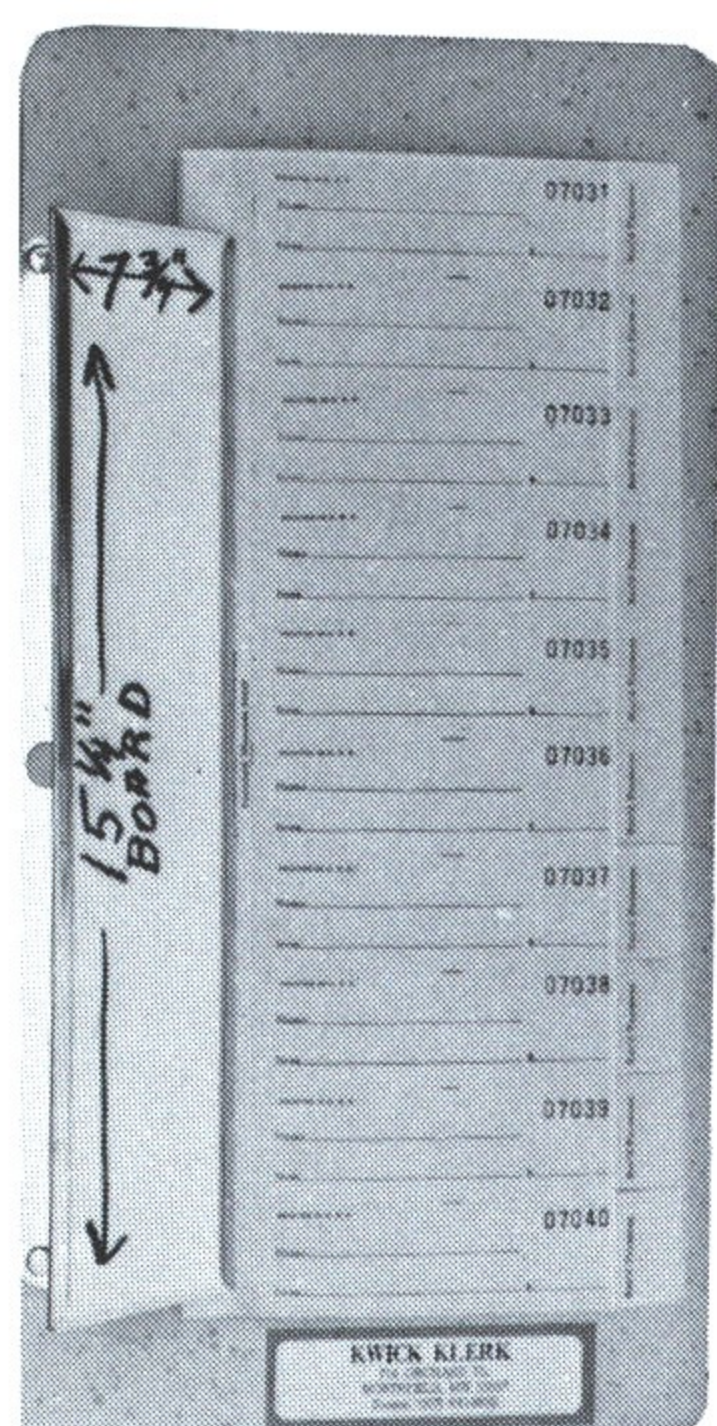
The Fun Auction was a rousing affair as usual. Proceeds from 32 items sold amounted to \$518.50.

Convention activities drew to a close with a Sunday Brunch. The Penfields did a great job in lining up a memorable convention and everyone left with a lot of enthusiasm for the coming year and the feeling that the additional educational programs will be of benefit to all.



CONGRATULATIONS WERE IN ORDER for Sam Eslinger (left) by Cleo Penfield, President of the South Dakota Auctioneers Association, when Sam was elected president by the Association.

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"Of inestimable value to every auctioneer and auction apprentice." Ed Channel, Bloomingdale, Ohio.

"Priceless", Ed Esber, Canton, Ohio. 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 post-paid, check, money order, or C.O.D.: Order from Earl.

**by Earl D. Wisard, Auctioneer
R 1, Dundee, Ohio 44624**

Memphis is the 1977 Site Of Tennessee Convention

The beautiful Hyatt Regency Hotel in Memphis, Tennessee, was the site of the 19th Annual Convention of the Tennessee Auctioneers Association in June. One hundred and forty auctioneers, their families and guests registered for the convention and of that total, 65 were auctioneers.

Attending the convention were NAA President Lyle Erickson and his wife, Irene; NAA Executive Director Harvey McCray; and NAA Directors Wayne Ediger, Howard Buckles, Marvin Smith, John O'Connor and Hubert Songer (who also is Secretary-Treasurer of the Tennessee Association).

Aside from the regular convention business, interesting talks were given by attorney James Gilliland, who spoke on the subject, "He that sells what isn't his'n better buy it back or go to prison!"

Another very interesting talk on advertising was given by Harold Goodrum of the firm of Madden, Goodrum and Associates of Nashville.

A bid calling contest among the new TAA members was held with Steve Kendall judged the winner and Bob Woods the runner-up.

Entertainment for the Sunday evening banquet was furnished by Jimmy Velvet and his band of Blue Velvet fame.

Officers elected for the 1977-78 year are Haskell Ayers, president; James Stiner, vice president east; Hugh Howell, vice president central; and Jasper Jones, vice president, west. Lester Trotter was elected director for a three-year term and Hubert Songer was re-elected secretary-treasurer.

The TAA mid-year meeting will be held on December 5 at the Continental Inn in Nashville.

CAI[®] Certified Auctioneers Institute 1978 Courses

April 2-7

Bloomington, Indiana

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The Certified Auctioneers Institute offers three courses (Courses I, II, and III) which are designed to broaden the participating auctioneer's understanding of areas (finance, accounting, law, etc.) of major concern in the auction business.

Course I introduces the major topic areas, and Courses II and III offer advanced instruction in those and other areas. The courses must be taken in sequence with successful performance required for advancement to the next course level.

The three courses meet in separate sessions during the same one-week period annually on the home campus of Indiana University in Bloomington, Indiana.

Persons who successfully complete one or more of the Institute courses are candidates for membership in the Certified Auctioneers Institute. Those who successfully complete all three courses are eligible to become members of the Institute and to receive the "Certified, Auctioneers Institute (CAI®)" designation with the right to wear the CAI® pin and use the designation that it represents.

The first group of candidates who will be eligible for membership in the Institute will finish their three-year course program in 1978. When they earn their CAI® designations, they will take their places with other certified professionals (CPAs, CLUs, MAIs, etc.) who have participated in structured, educational programs in their own professions.

The Certified Auctioneers Institute courses are sponsored by the National Auctioneers Association and the Indiana University School of Continuing Studies. The Institute's policies and curriculum are established by a board of directors of NAA members.

Schedule

The program for Courses I, II, and III will begin on Sunday, April 2, 1978. Classes will meet all day Monday through Thursday, with breaks scheduled during the morning and afternoon sessions. The final day of each Course will be devoted to a written examination covering the week's instruction. Participants will be free to leave Bloomington at noontime on Friday, April 7.

Eligibility

Due to the nature of the Institute Courses, it is essential that participants have enough actual auction experience to maximize their benefits in attending the program. Admission to Course I and the Institute program, therefore, is based on the following priorities:

1. auctioneers with two or more years of full-time auction experience
2. auctioneers with less than two years but more than one year of full-time experience.

All applicants must also meet any additional requirements as stated by the Institute Board of Directors. The admissions committee has final determination regarding eligibility and admission of applicants.

Membership in the National Auctioneers Association is required. Non-members must include an additional \$30 with their tuition for NAA membership.

Curriculum

The courses leading to the CAI® designation constitute a three-year program. The curriculum as established by the CAI® board includes:

Course I

Introduction to Law for Auctioneers
Contract Laws as They Relate to the Auctioneer
Marketing Principles for the Auctioneer
Interpersonal Communications
Insurance Needs for the Auctioneer
Introduction to Accounting Techniques for the Auctioneer
Appraisal of Personal Property
Introduction to Finance for the Auctioneer
Personal and Career Management
Selling Household and Estate Auctions
Introduction to Real Property Appraisal
Selling Residential Real Property at Auction

Course II

Finance for the Auctioneer
Legal Aspects for the Auctioneer, Advanced
Selling of Agricultural Personal Property at Auction
Principles of Advertising for the Auctioneer
Advertising Study Project and Project Analysis
Auction Breathing Techniques and Practices
Income Taxes, Advanced
Agricultural Real Property Appraisal
Auction of Agricultural Real Property

Course III

Business Ethics

Appraisal of Personal Property, Advanced

Appraisal of Real Property, Advanced

Auction Sale of Commercial and Industrial Chattels

Personal Business Development

Development of New Business and New Markets

Staff Training and Development

Motivation of the Sale

Bidding Strategies

Auction Management Simulation

Faculty

Faculty for the CAI® courses are regular faculty members of Indiana University, leaders in the auction business, and outstanding professionals from fields which serve auctioneers.

Most of the persons who served on the CAI® courses' faculty in 1977 will be returning for the 1978 sessions. The 1977 faculty included:

D. Ralph Appleman, PhD, professor of voice and director, Institute for Vocal Research, Indiana University School of Music, Course I.

George F. Bloom, DBA, SREA, MAI professor of real estate administration, Indiana University School of Business; director, real estate, Indiana University, Course I.

Robert W. Ford, MAI, SREA, CRE, real estate appraiser specializing in valuation of rural-recreational properties; Modesto, California; Course II.

William B. French, JD, attorney and author of real estate law texts, South Bend, Indiana; Course I and II.

Samuel Frumer, DBA, CPA, professor of accounting, Indiana University School of Business; Courses I and II.

William L. Gaule, auctioneer, past president of Illinois State Auctioneers Association; noted panelist and speaker at professional meetings and schools; Chatham, Illinois; Course II.

Jean C. Halterman, DBA, professor of marketing, Indiana University School of Business; consultant in communications and advertising; Course II.

C. Hugh Hildesley, senior vice president and head of appraisal department, Sotheby Parke-Bernet, New York; Course I.

Wayne Kessler, auctioneer, past president, Kentucky Auctioneers Association; past director, NAA; Hall of Fame for Auctioneers; Campbellsville, Kentucky; Course II.

John D. Long, DBA, chairman and professor of insurance, Indiana University School of Business; consultant on property-liability insurance needs; author and editor; Course I and II.

Charles Neumeyer, art director and printing company executive, Bloomington, Indiana; Course II.

Mitchell S. Novit, PhD, associate professor of personnel and organizational behavior, Indiana University

School of Business; author and executive development consultant; Course I.

William G. Panschar, PhD, professor of marketing and director of external programs, Indiana University School of Business; author and consultant; Course I.

Wylie Rittenhouse, auctioneer; past president, Pennsylvania Auctioneers Association and National Auctioneers Association; Realtor; Fayette, Pa.; Course I.

Michael Simkowitz, PhD, associate professor of finance, Indiana University School of Business; author; Courses I and II.

James E. Weigand, PhD, administrative assistant to President of Indiana University and professor of science education, Indiana University School of Education; author and consultant; Course I.

Garth Wilbur, auctioneer; past president, Michigan Auctioneers Association; past director, NAA; Bronson, Michigan; Course I.

Accommodations

All participants in the Institute courses will be housed in the Indiana Memorial Union, a fully equipped hotel and continuing education center on the Bloomington campus of Indiana University.

Tuition covers double occupancy (twin-bed) rooms. A limited number of single rooms are available at an extra charge of \$50, which should be included in the Institute tuition.

Participants may request roommate preferences. If no preference is stated, the Institute staff will make room assignments.

All room reservations will be handled by the Institute staff; none should be sent directly to the Indiana Memorial Union.

Registration/Tuition

Tuition for the 1978 Institute courses will be \$250. (Persons who are not current members of NAA must include an additional \$30 for NAA membership.) Tuition includes five nights housing, 30 hours of classroom instruction, a three-hour examination, study materials, all coffee breaks, two dinners, and a variety of services.

Persons registering before December 1, 1977 may pay a deposit (\$50) or the full tuition (\$250). After December 1, the full tuition is required for registration.

Course I applicants must apply for admission to the Institute program using the form supplied in this publication. (See "Eligibility")

Deadline for Course I admission applications, for registration for all courses, and for the balance of tuition will be March 1, 1978.

Registration forms (see back page) should be completed by all students and sent to the Certified Auctioneers Institute, Indiana Memorial Union, Suite 555, Bloomington, Indiana 47401. Checks should be made payable to Certified Auctioneers Education Institute, Inc.

APPLICATION FOR 1978 CERTIFIED AUCTIONEERS INSTITUTE COURSE
April 2-7, 1978, Indiana University, Bloomington, Indiana 47401

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National Auctioneers Association member _____ (Non-members must include an additional \$30 with tuition for membership.)

Name of state association membership (If any) _____

Room Reservation:

_____ Twin room with (Roommate) _____ _____ Single Room (include additional \$50
with tuition)
_____ Other special arrangements requested _____

Please find my check (or money order), payable to Certified Auctioneers Education Institute, Inc., enclosed to cover the following:

Full tuition (\$250) _____ or Deposit, before Dec. 1 (\$50) _____ NAA Membership (\$30) _____ Single Room (\$50) _____
Total \$ _____

I understand that my application and full tuition must be received by March 1, 1978. I also understand that this fee will be returned
should I not qualify or if enrollment capacity has been reached prior to receipt of my application.

Signature of applicant _____ Date _____

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Over 50 Auctioneers Compete For 1977 World Livestock Title; Championship Returns to U.S.A.

Bobby Russell of Canton, Mississippi, was named the 1977 World Champion Livestock Auctioneer following competition held June 16 in Calgary, Alberta.

Russell has competed in the event since 1974 and demonstrated his winning abilities by bringing home two previous regional and reserve world titles.

The 1977 World Livestock Auctioneer Championship, held for the first time outside the United States, saw a record number of world-class auctioneers compete for 12 world and regional titles before an over capacity crowd at the Calgary Livestock Exchange.

The contest began at 1:00 p.m. as auctioneers began merchandising 1,500 head of cattle from a Showcase Cattle Sale. The intense competition lasted 4 hours.

Russell, sponsored by Bastrop Livestock Auction of Bastrop, Louisiana, has been a professional livestock auctioneer for 21 years. He was presented the championship trophy following a festive "Mini-Stampede" rodeo and barbeque at Heritage Park for the contestants and their guests.

Among the prizes and awards received by Russell was the Golden Microphone award for professional excellence provided by the Missouri Auction School of Kansas City, Missouri, and a full scholarship award, the recipient to be chosen by the World Champion, and gift awards of custom western wear provided by Tony Lama of El Paso, Texas, and the Stetson Hat Company of St. Joseph, Missouri.

The Championship, in its 14th year, sponsored by Livestock Marketing Association and conducted by Livestock Market Digest, is open to all professional auctioneers.

Judging for the 1977 event was by an international panel of United States and Canadian livestock market owners and managers. Scoring was based on individual criteria used when employing a livestock auctioneer. Results are tabulated by an official of the National Auctioneers Association, a news media representative, and a certified public accountant

Continued on page 27

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

WRITE:

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In Memoriam . . .

JOSEPH B. COFFIELD

The wife of Joseph B. Coffield, Cornelia, reported on the dues billing form that her husband died on March 3, 1977. NAA member Coffield was from High Point, North Carolina, and no further details were offered about the cause of death.



BOBBY RUSSELL of Canton, Mississippi, won the 1977 World Championship Livestock Auctioneer Contest, held in Calgary, Alberta, Canada, and sponsored by the Livestock Market Digest of Kansas City, Missouri.

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Mississippian Returns Championship

(Continued from page 24)

and are withheld until the actual awards presentation.

The World Livestock Auctioneer Championship, held since 1963, has grown steadily in popularity throughout North America and Europe. The 1976 event, filmed for European television by Academy Award Nominee Werner Herzog, saw the World title claimed by Canadian Stephen Liptay, marking the first time the title left the United States.

Russell's outstanding performance enabled him to win out over Johnny Charlton of Brooks, Alberta, thus returning the title to the United States. Charlton was named Reserve World Champion.

The 1977 winners are as follows: World Champion: Bobby Russell, Canton, Mississippi; Reserve Champion: Johnny Charlton, Brooks, Alberta; Runner-Up Champion; Gail Kats, Brush, Colorado.

Western Region — Champion: Kenneth Younglund, Miles City, Montana; Reserve Champion: Tom Hutsell, Moses Lake, Washington; Runner-Up Champion: John Rodgers, Tulare, California.

Central Region — Champion: Ralph Waite, Coffeyville, Kansas; Terry Elson, Curtis, Nebraska; Reserve Champion: Armon Wolff, Golden Valley, North Dakota; Runner-Up Champion: Lynn A. Weishaar, Shadehill, South Dakota.

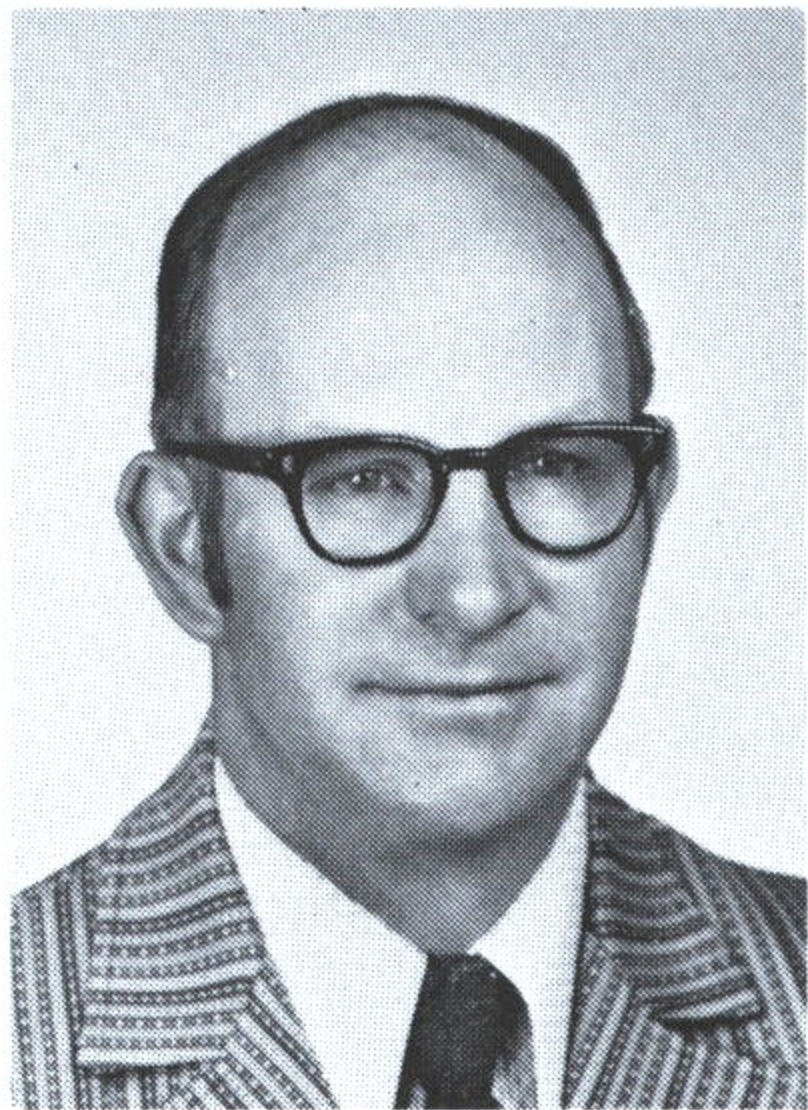
Eastern Region — Champion: Bert M. Blythe, Franklin, Virginia; Reserve Champion: Tommy Bond, Purvis, Mississippi; Runner-Up Champion: Marvin Alexander, Martin, Tennessee.



THE 1977 WINNERS of the 1977 World Championship Livestock Auctioneers Contest, including the East, Central, West, and overall Champions, Reserve Champions and Runners-up are shown above with their respective trophies. 1977 World Champion Auctioneer Bobby Russell is shown sitting the front row, third from the left.

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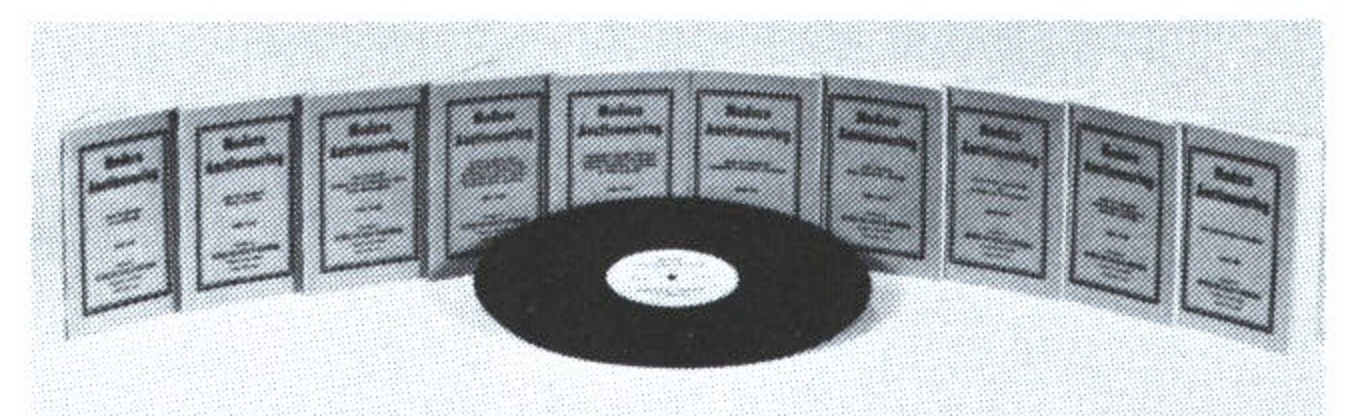
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4	19	34		49		64		79		94	H
5	20	35		50		65		80		95	I
6	21	36		51		66		81		96	J
7	22	37		52		67		82		97	K
8	23	38		53		68		83		98	L
9	24	39		54		69		84		99	M
10	25	40		55		70		85		100	N
11	26	41		56		71		86			O
12	27	42		57		72		87			P
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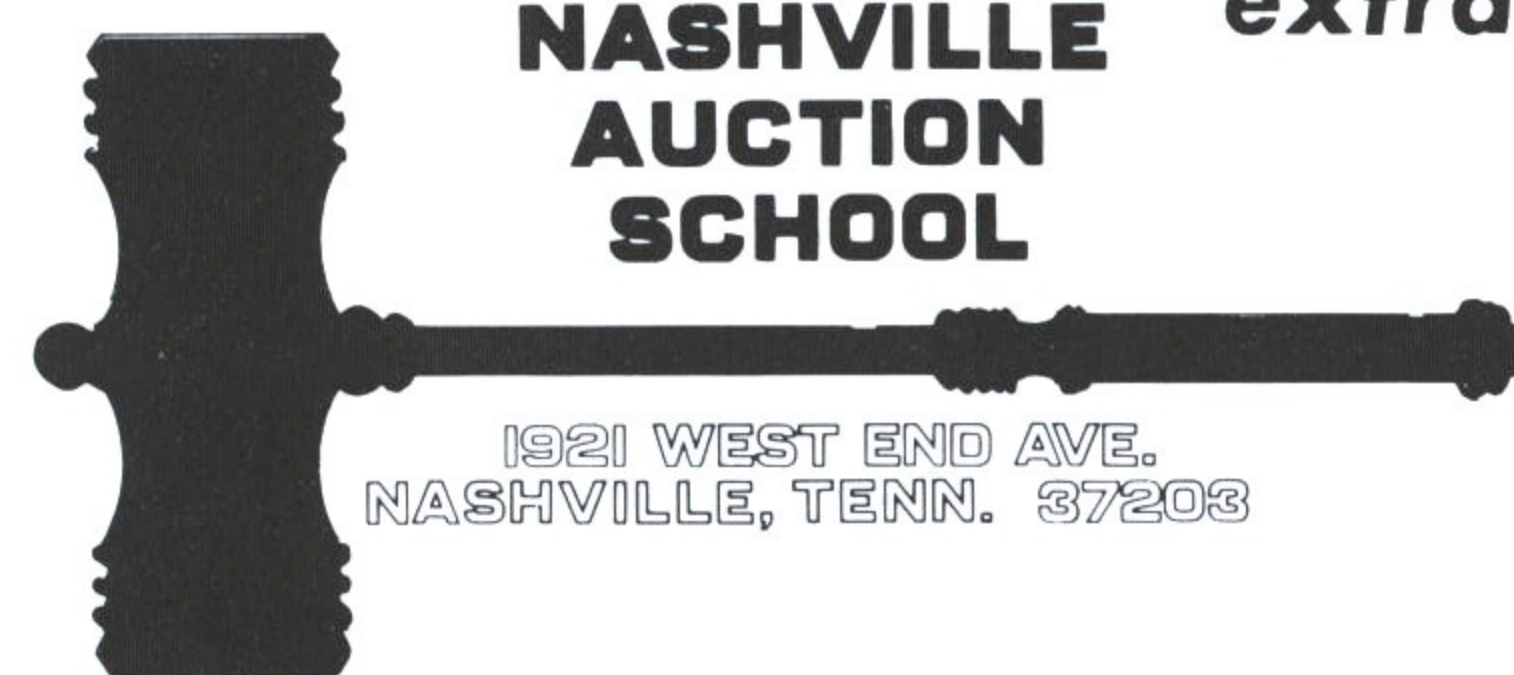
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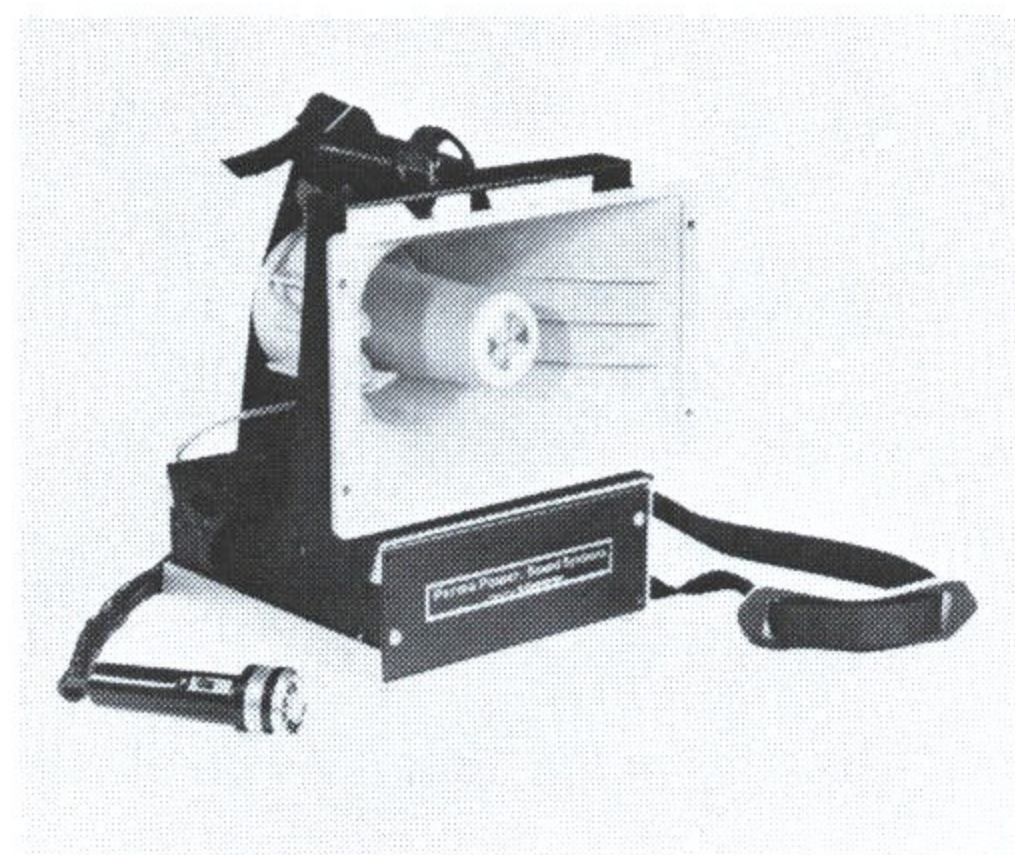


New Mexico State University Sponsors Auction School



THE SECOND ANNUAL auction school was recently conducted under the sponsorship of the New Mexico State University's Department of Agriculture and Extension Education through the Division of Continuing Education. The students pictured above attended the school and successfully completed the 10-day short course.

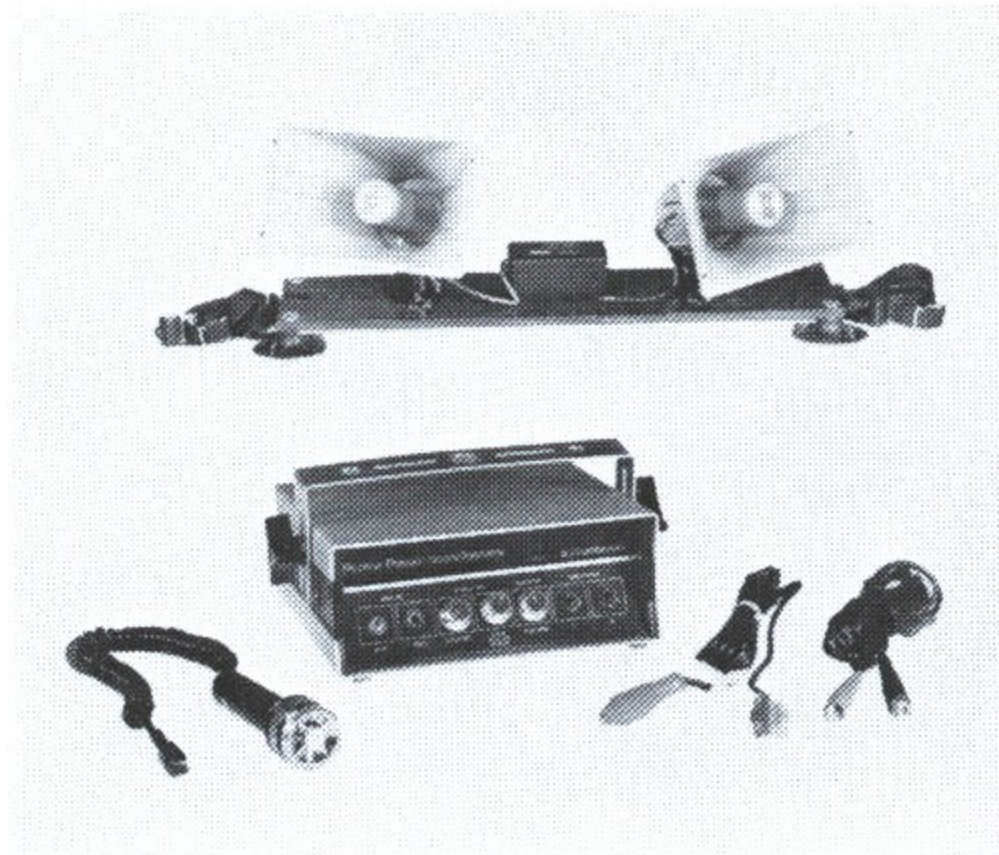
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Mendenhall Completes June, 1977 Term of Auctioneering School



THE JUNE, 1977 term of the Mendenhall School of Auctioneering is pictured above. Instructors or school administrators present when the photo was made include (right of signs), from left to right, seated: Edna Reagan, secretary; Archie Moody, Betty Jo Mendenhall, secretary; and Forrest Mendenhall.

Missouri Auction School Completes June, 1977 Course with Large Class



WELL OVER 100 potential auctioneers completed the June, 1977, course of the Missouri Auction School, Kansas City, Missouri. Instructors or school administrators present when the photo was made include (seated, fourth from left) Judy Klepac, secretary; William W. Morgan, instructor; Dean Cates, instructor; Boyd Michael, registrar; Richard W. Dewees, president; Dinah Wonderly, secretary; Gary Ryther, instructor; Chuck Cumberlin, instructor; and Bob Carney, instructor.

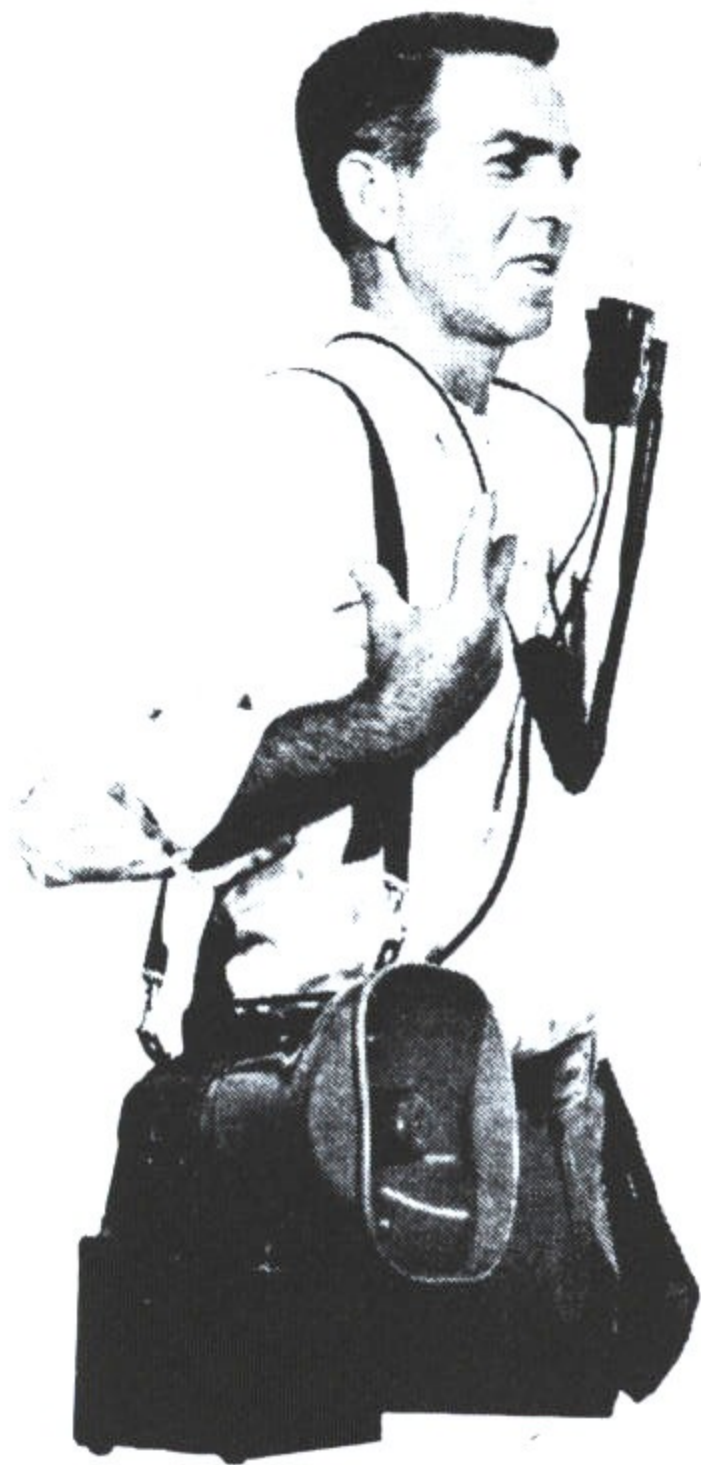
Wisconsin Auction School Graduates First Class



THE NEWLY FORMED Wisconsin Auction School graduated its first class in June, 1977. Pictured above, with the class, is the President of the School, Dr. Leonard Pourchot, right.

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Bryan, Texas is Site of Britten Auction Academy's Class of 1977



THE CLASS OF 1977 of the Britten Auction Academy is pictured above. Included in the photo are the following instructors or school administrators: Row one, far right Gayle Ingram, instructor; row two, far right, B. J. Greathouse, voice instructor; row four, far right Walter S. Britten, president.

Western College of Auctioneering Completes Its June, 1977 Term



THE JUNE, 1977 class of auctioneers of the Western College of Auctioneering, Billings, Montana, is pictured above. Instructors and/or school administrators pictured with the class include: Front row, third from left Jack Bowser, instructor; Truman Kongsle, instructor; W. J. "Bill" Hagen, founder and executive secretary; R. J. Thomas, president; Edith Hagen, personal secretary; Lorraine Divver, school secretary and Jack Ellis, instructor.

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FOOTBALL PRAYER

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

LONG PUTT

The golfer confidently eyed the next hole and remarked to his caddy: "This should be good for a long drive and a putt." His swing, however, hit the sod and pushed the ball only a few feet.

"Now," said the caddy, "for a heck of a putt."

CHURCH SERVICE

A mother and son were leaving church when the boy pointed to a bronze plaque hanging in the vestibule and asked, "What is that?"

"That's a list of people who died in the service", she replied.

"Nine-thirty or eleven-thirty?" he asked.

NOTICE TO BOOSTER CONTRIBUTORS

In accordance with the NAA board of director's decision (January, 1977 meeting) the January, 1978 listing will include only those contributors who have contributed \$10 to the Booster page. Many Booster Club contributors paid only the \$5 contribution amount when their dues were paid in either April or July.

Announcements have been made monthly in THE AUCTIONEER magazine about the Booster Club contributions. The announcement also included the revised scheduling of listing Booster Club contributors in the magazine. Beginning with the January, 1978, issue, Booster Club contributors will be listed and published four times annually (January, April, July and October).

BOOSTER CLUB

The NAA members whose names appear within their respective states have each given \$5.00 for their names to appear for one year in support of their magazine — THE AUCTIONEER.

The supporting members are not reminded when the year's contribution has run out as the contributions are voluntary. However, for the purpose of simplifying the accounting process BOOSTER CLUB contributors should send their contributions at same time as their dues are submitted.

ALABAMA

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J. L. Bryant—Bay Minette
Don Burnham—Cullman
William Cato, Jr.—Langdale
Rad J. Dickson—Tuscumbia
Robert Gooch—Florence
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B. A. Green—Palmer
Andrew S. Hess—Anchorage
James Hess—Anchorage
Charles Reed—Eagle River
Jack Ward—Anchorage
Jim Ward—Anchorage

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Richard Coleman—Tucson
Mel Giller—Tucson

Herb Hensley—Ft. Hauchura
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T. J. Allred—Dover
Richard S. Baker—Norfolk
Wayne M. Ball—N. Little Rock
O. A. Berger—Weiner
Bud Robinson Auction Co.—Pine Bluff
Harlis Camp—Stamps
Robert E. Creasy—Fayetteville
Leon Early—Helena
Rick Ellis—Searcy
Kenneth Fletcher—Brinkley
J. W. Fogg—Mountain Home
Jim Fulbright—No. Little Rock
Doyle Goodman—Timbo
Dennis Gordon—Mena
Richard Hancock—Forest City
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C. J. Henson—Rogers
Ray Iney—Little Rock
Jim Irwin—W. Memphis
Virgil Irwin—West Memphis
A. A. Johnson—Jonesboro
Ira N. Johnson—Mulberry
A. W. Lowery—Dennard
Vance Mace, Jr.—Paragould
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NAA Board of Directors Revise Booster Club Listing Procedures

On January 1, 1978, a new procedure will be established and put into practice in listing the NAA Booster Club members, who have supported THE AUCTIONEER magazine by contributing \$5.00 annually and having their names listed in each issue as BOOSTER CLUB members.

The NAA Board of Directors, at its January, 1977, meeting in Lincoln, Nebraska, reviewed the BOOSTER CLUB procedures and costs involved in having the listing printed and a revision will become effective on January 1, 1978.

The January, 1978, issue of THE AUCTIONEER will list all BOOSTER CLUB members and during the 1978 calendar year, three additional listings will be made. BOOSTER CLUB members will not be listed monthly, as they have in the past.

The second revision, as approved by the board, is that as of January 1, 1978, a \$10 contribution must be made (as compared to the \$5 now being offered).

BOOSTER CLUB contributors who have made their annual contributions up through December 31, 1977, will have their names listed throughout the 1977 year, but any contributions made from February, 1977, thru December, 1977, will terminate as of December 31, 1977. The last listing as a "monthly listing" will be made in the January, 1978, issue.

Based on the board of director's revised schedule, and after December, 1977, the quarterly BOOSTER CLUB listings will be made in the January, April, July and October issues of THE AUCTIONEER.

(EDITOR'S NOTE: This revised procedure was announced in the February, 1977, issue of THE AUCTIONEER magazine and will be published in each issue and succeeding issues thru December, 1977.)

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Wayne Storm—Canon City
Reuben J. Stroh—Loveland
E. S. "Bud" VanBerg—Sterling
Troil Welton—Wray
Don Wagner—Aurora
Ernest Wimmer—Ft. Collins
Beverly "Bud" Zais—Brighton

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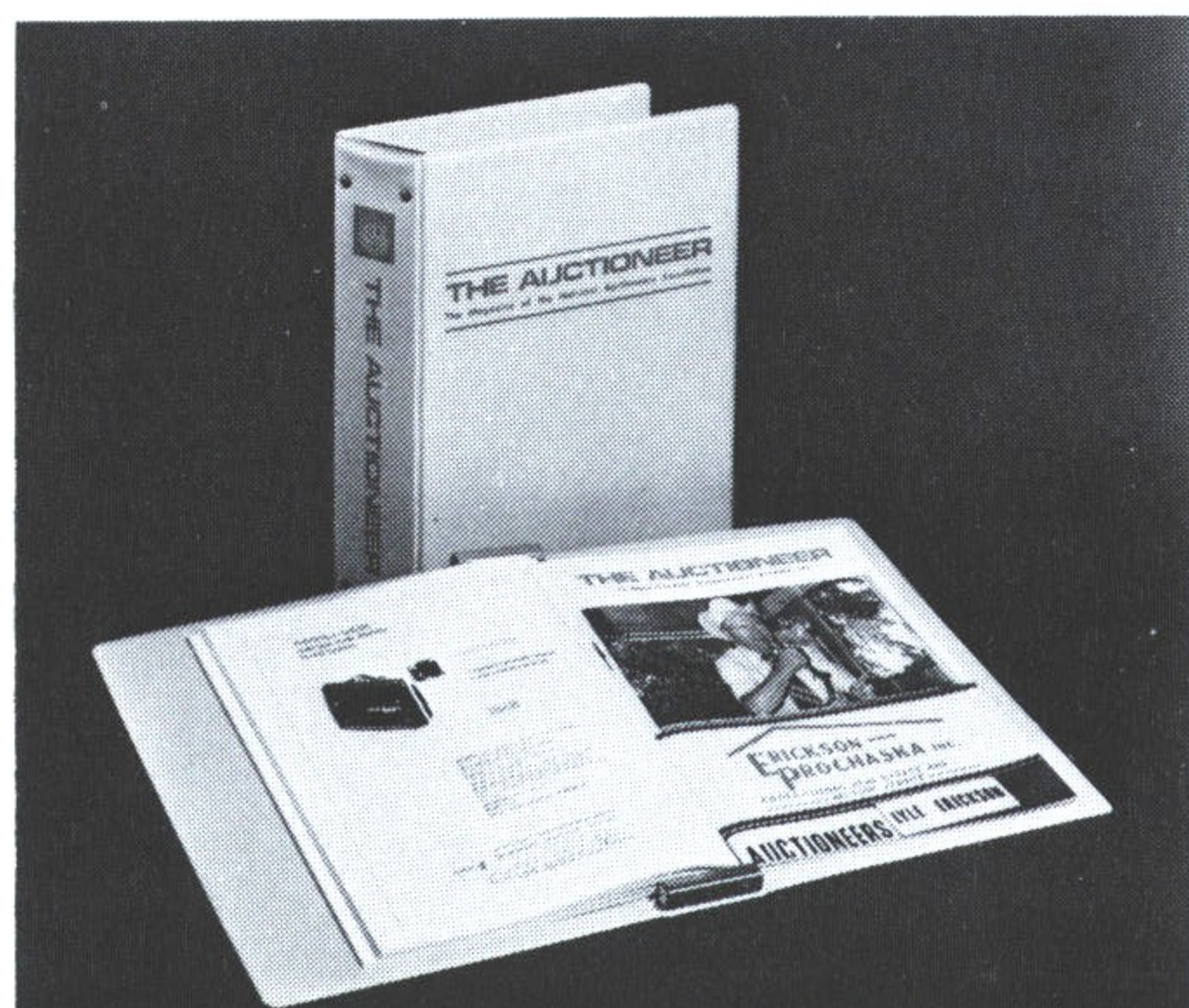
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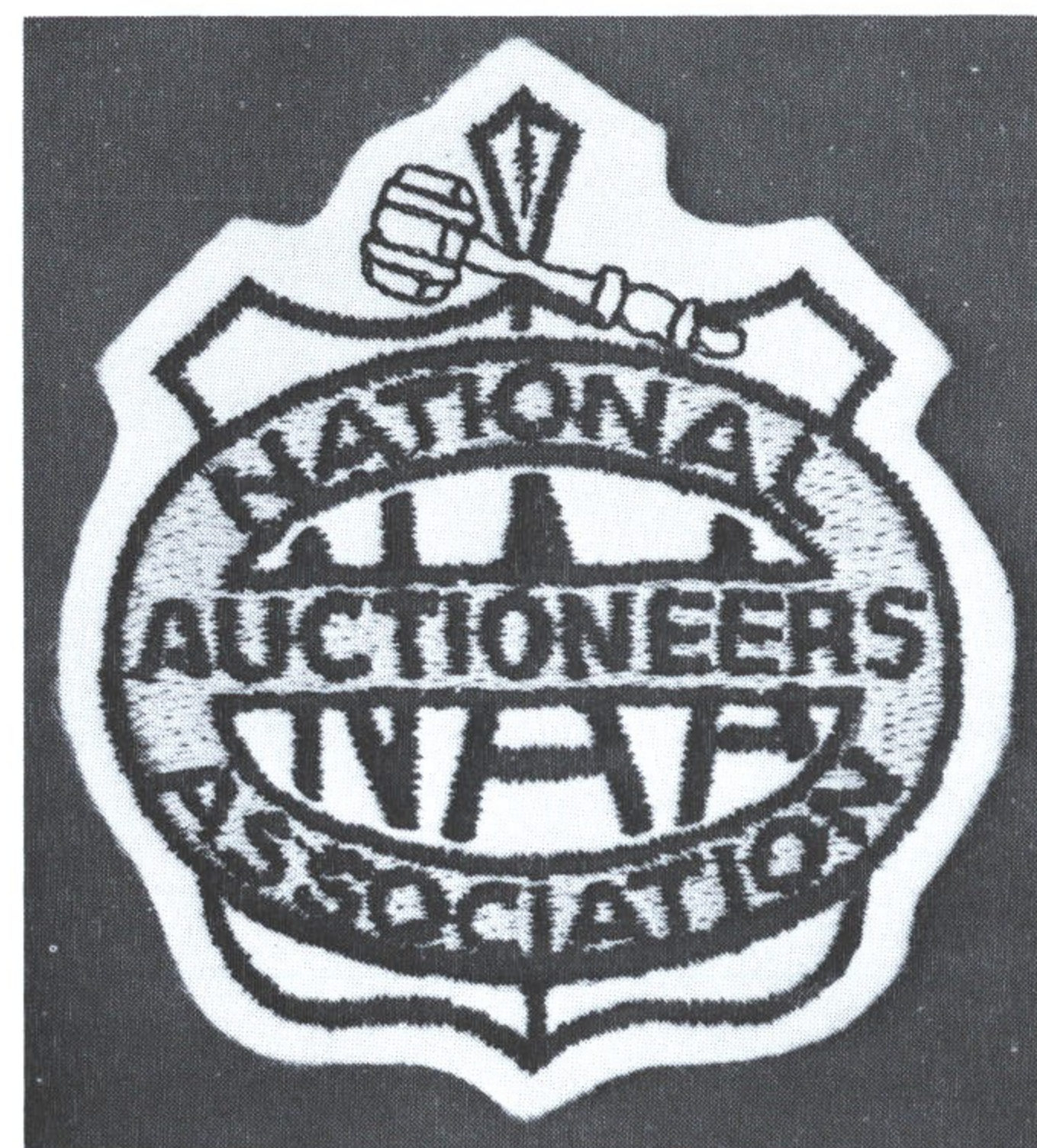
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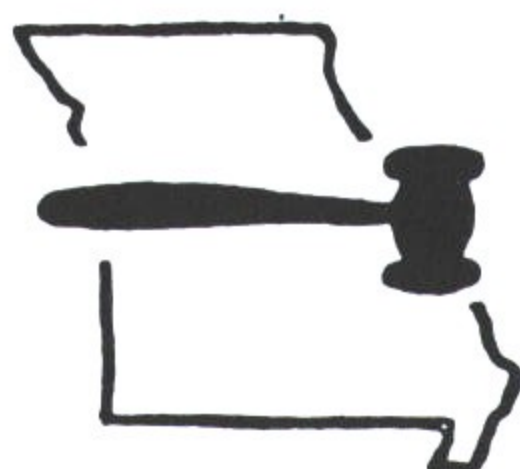
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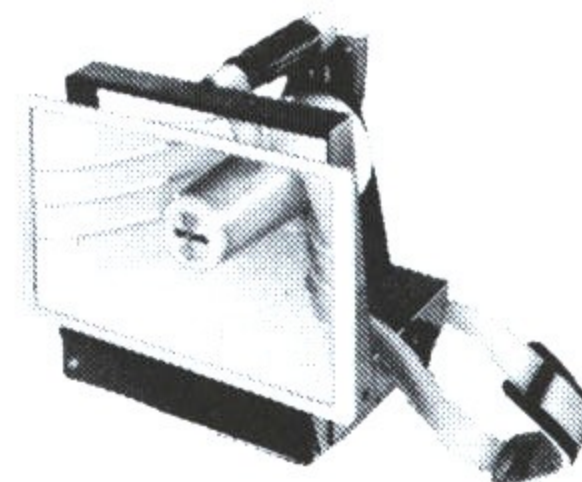
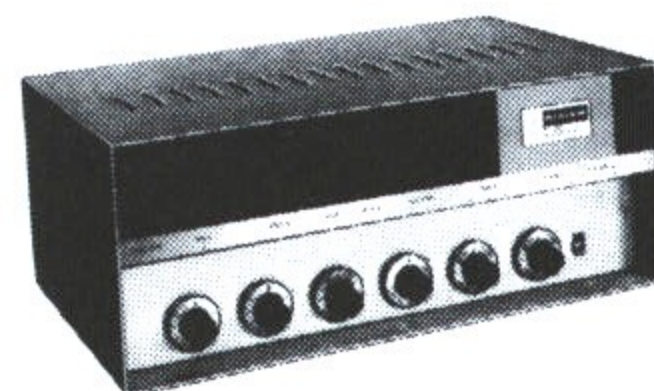
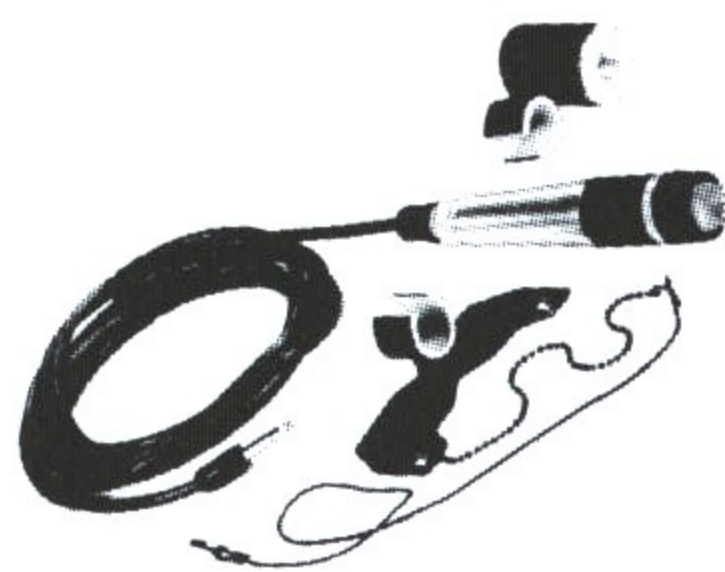
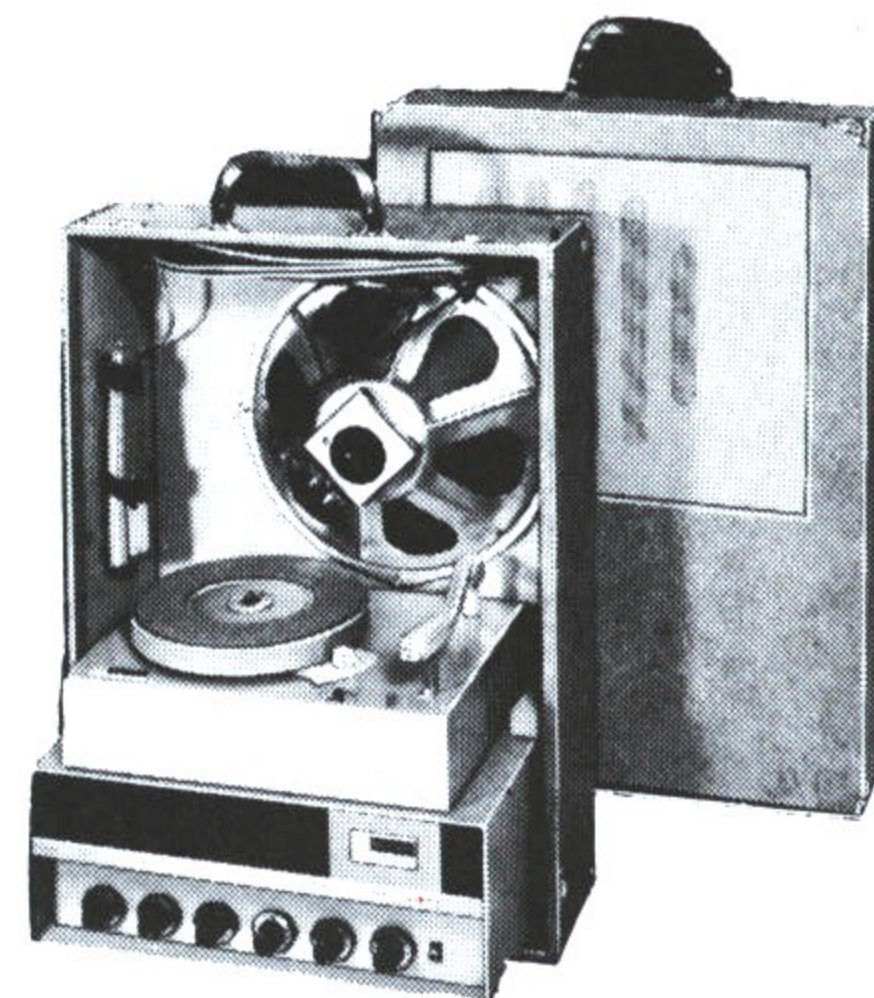
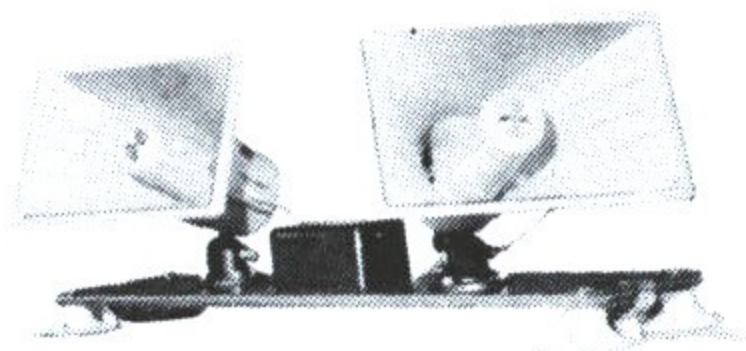


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