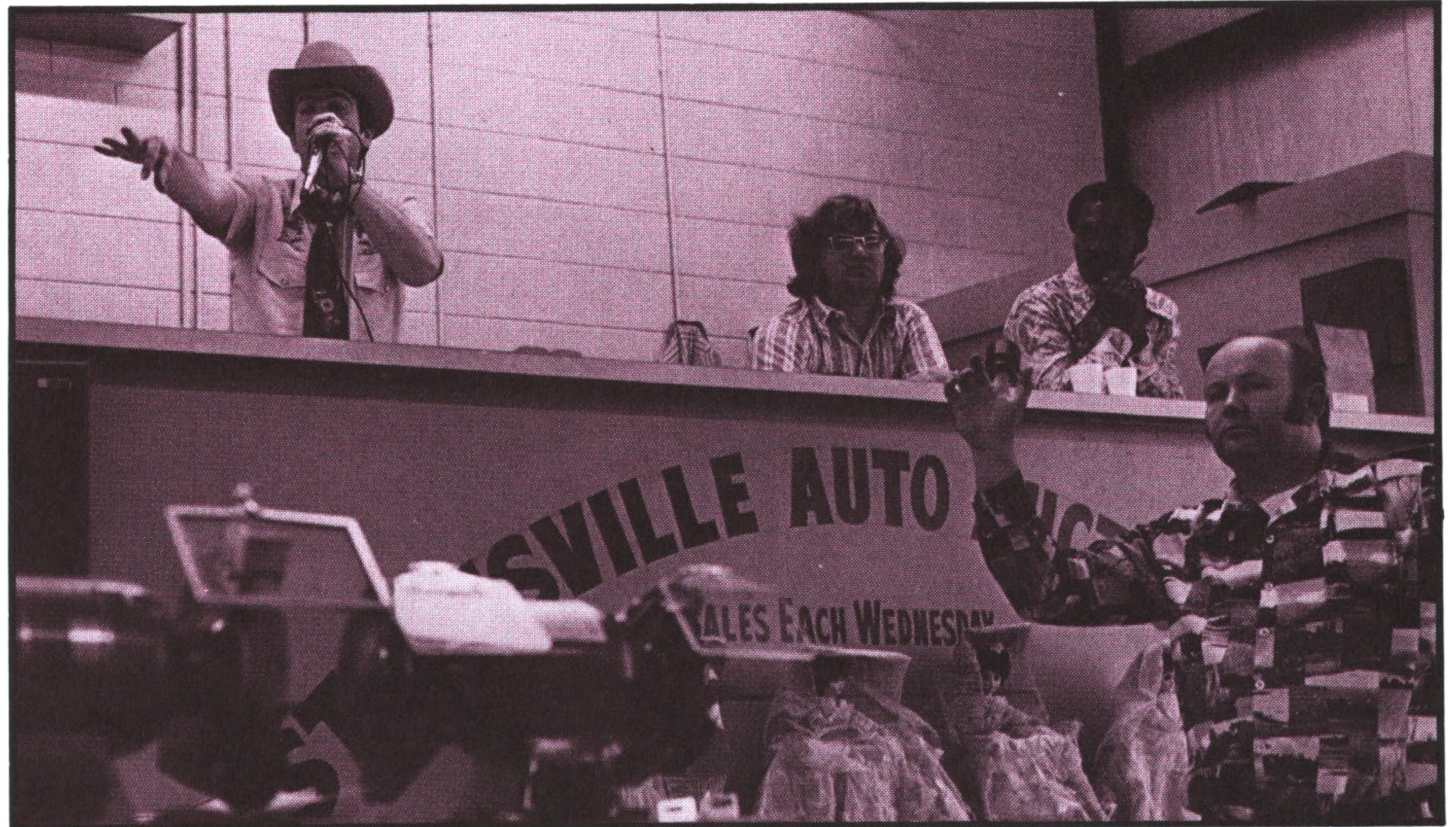
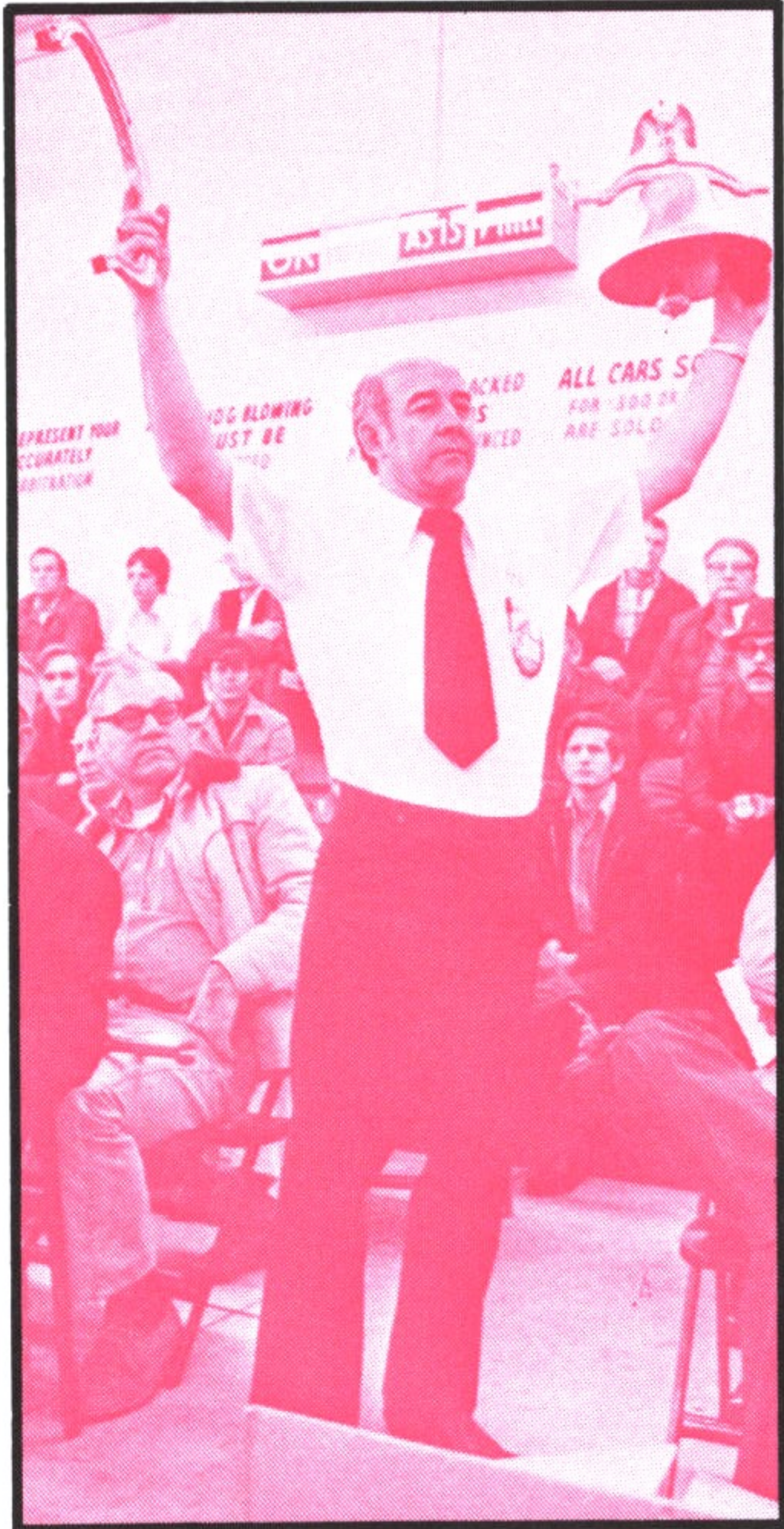


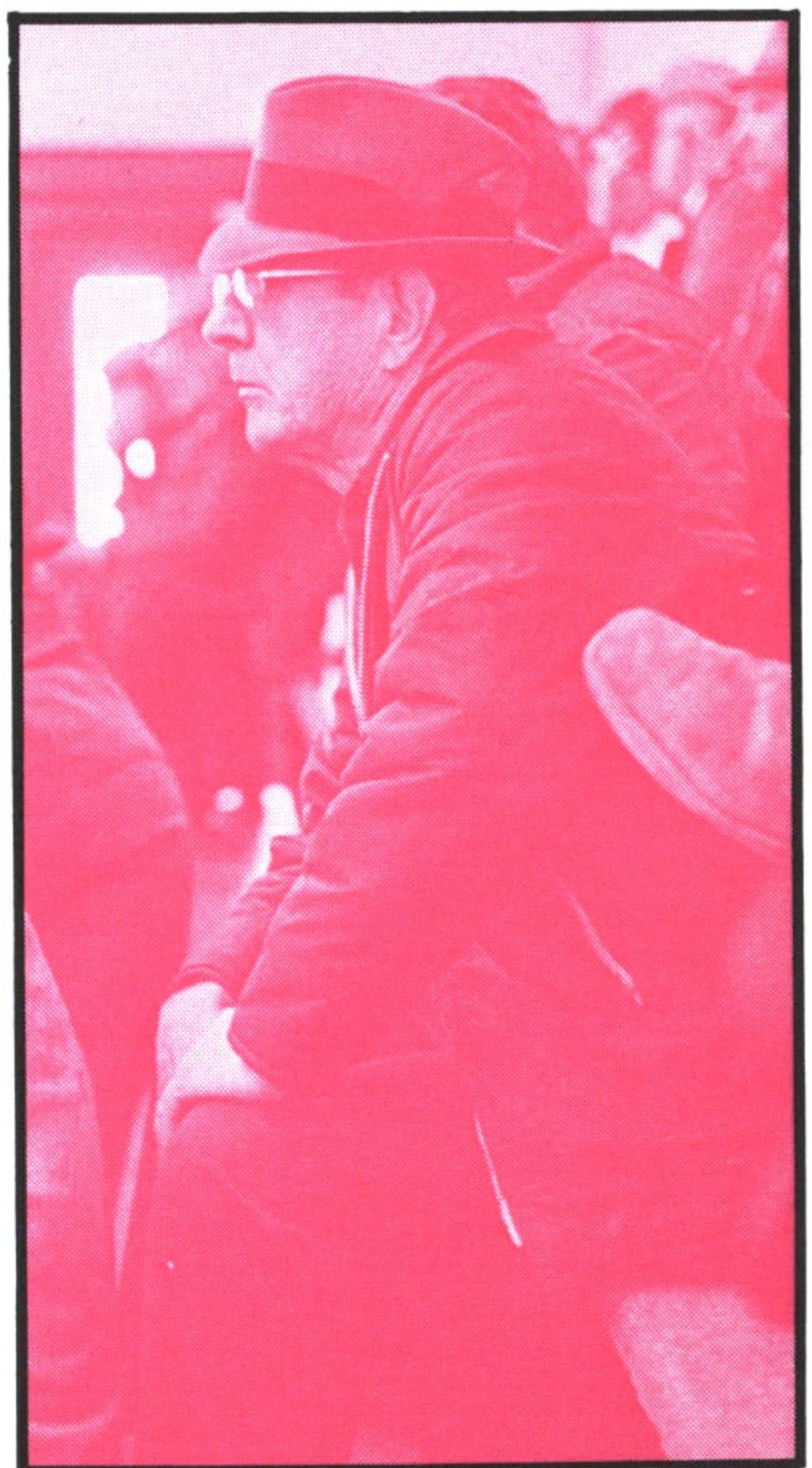
THE AUCTIONEER

The Magazine of the National Auctioneers Association

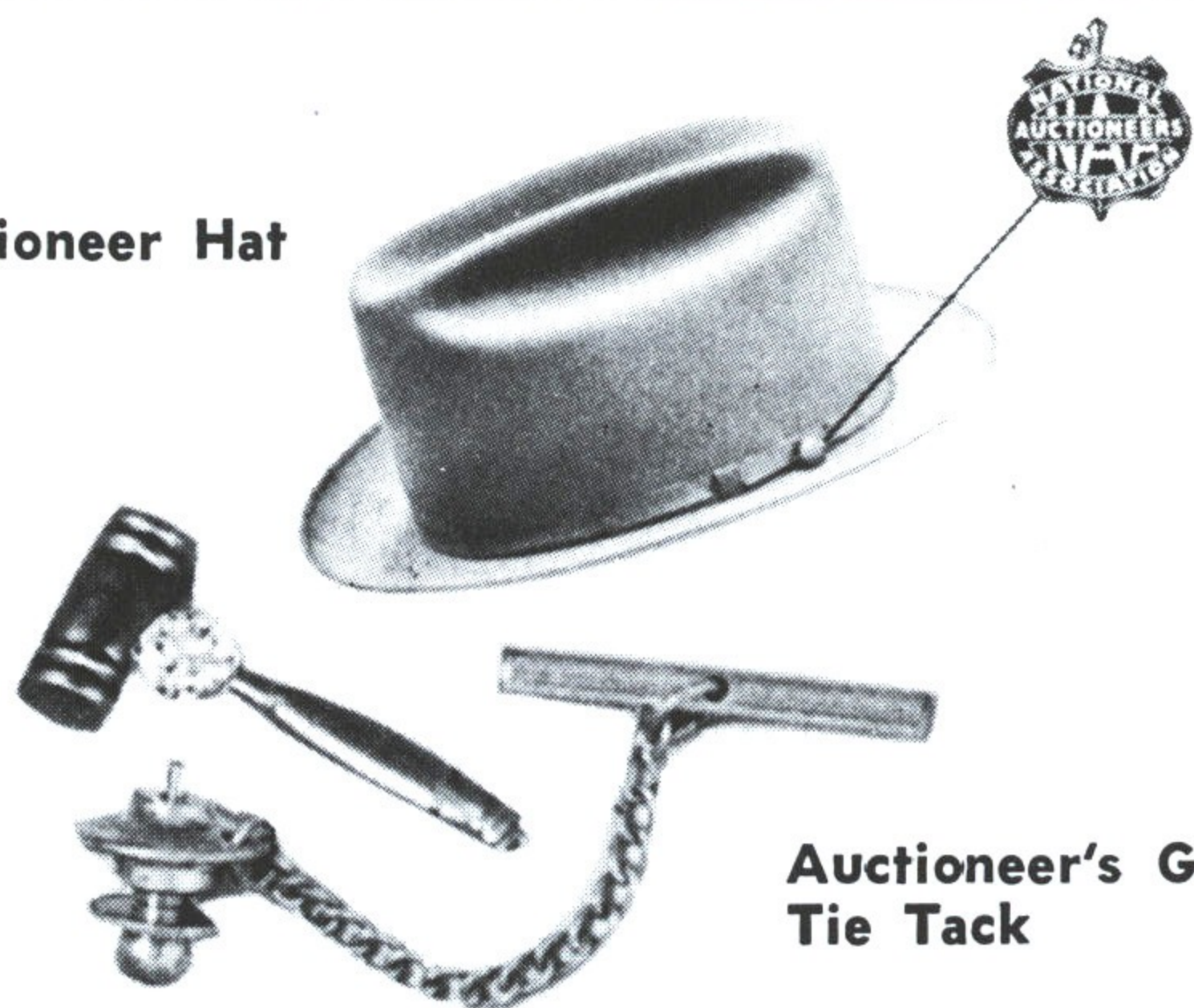
● July, 1977



**North Carolina Auction
For Service to Mankind**
Story on Page 14



Auctioneer Hat



Auctioneer's Gavel
Tie Tack

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

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NAA Auctioneers Have Common Goal: We Try To Professionalize the Auction Business



This will be my last article for the Auctioneer while I am serving as your Association President. It just doesn't seem possible that nearly one year has passed since our convention in St. Louis. My thoughts at this time are what a wonderful year it has been for Irene and me, traveling to so many state association meetings, attending board meetings, seminars, the Certified Auction Institute, special meetings of committees, etc. It really has been an exciting and interesting year.

In the past ten months I have been reporting to you on our travels. I hope you found them interesting and helped you to realize that many auctioneers throughout the U.S.A. and Canada have a common goal of trying to professionalize and build the auction business. This, in my opinion, is the purpose of the NAA.

We attended the South Carolina Auctioneers Association convention in Columbia in May, and the association had a very fine convention. We met many new friends and became better acquainted with friends we already knew. Irene and I were treated royally and with friendship, gifts and expense money. Southern hospitality really came through! The Fun Auction provided a lot of entertainment and financial help to the Association's treasury. My necktie was cut up and sold in pieces for, I believe, more than \$40.00. One of Irene's handwoven rugs brought an all time high, selling for \$115 to John Godley of Moody-Godley Auction Co. A golf game was arranged for me — kind of a warm-up for the Seattle tournament. Competition was keen but they did not beat the "Prez"!

We have five more State Association meetings scheduled in June—Wisconsin, South Dakota, Texas, Tennessee and Ohio. I apologize to the several state associations which invited me to their meetings at which I was unable to attend, but I am sure that the other officers or directors of the NAA, who represented me and the NAA did an excellent job. I also wish to thank all of them!

I want to share with you some of my personal thoughts on our National Association, present and future. Financially we are in good condition. We own our office building in Lincoln, Nebraska, free and clear of all debt. We have several thousand dollars in savings. We are operating in the BLACK. The Board of Directors took necessary action last January to help keep us in the Black by raising advertising cost and the cost of the Booster Page from \$5.00 to \$10.00 and running the names only four times a year. The Booster Pages were only breaking even with printing and mailing cost.

We have, in my opinion, a knowledgeable executive director with professional training in his field, but even more important he is dedicated to the NAA and its continued growth; to its educational programs, our publication; to set up and run our national conventions, which will be second to none in any professional or trade association and has a genuine desire to give service to the entire membership of NAA. We are indeed fortunate to have a man like Harvey McCray and his fine family representing our association and us at our home office and, as they travel through the country, representing auctioneers.

The future of NAA looks great! You, the members, will have much to do with its continued growth and the services provided.

The position of being an officer or director of the NAA

carries with it a lot of prestige. I fully realize this after serving in this capacity the past six years. You members elect the officers and directors at our annual convention. There are many qualified auctioneers who would be willing to serve and give of their time to promote this association and the auction business.

Some times these people need to be searched out and asked to serve. In my opinion, they should be people that have had experience in some type of association work, especially their own state auctioneers association, civic or trade associations in their local communities. They should be financially successful for two reasons: firstly: they should have proven that they can run their own business in a business like manner, and secondly: it costs money to attend the necessary meetings to carry on the association work. They should be interested in and have been associated with the NAA long enough to know the "ropes" of the organization and be willing to work for the good of the membership.

Competition is good in any field and competition in seeking the offices of this association should be encouraged. Be sure you attend the annual business meeting on Saturday afternoon, July 30, at our convention in Seattle. Try to make yourself acquainted with the candidates and vote for the one that you feel is qualified and has the continued growth of the association at heart. This is a "National" Association. It needs dedicated, professional people to direct it's future. I have confidence that it will be in good hands.

The future of the NAA will show continued growth, probably rising to 10,000 members in the next 10 to 12 years. State license laws probably will increase membership, but with the license laws will come more demands on the auctioneer to conduct his business in a professional manner—more law suits for unethical practice. I, personally, and the NAA office, have received several complaints against auctioneers this past year. Maybe some were justified, maybe not. In some cases these complaints would go to the Grievance Committee of the NAA for a hearing.

I believe the time is close at hand when we should raise our dues from \$20.00 per year so that we can expand our membership services. We also could possibly pay some more of the expenses encountered by our officers and directors for their travel to state associations conventions and to NAA meetings. My expense budget for this year was \$2,000 but, of course, it did not cover the expenses incurred, even tho several state associations contributed to expenses involved in visiting their state associations' meetings. I thank them kindly.

I wish to thank everyone for the many, many kindnesses and courtesies that you all have extended to Irene and me this past year. They shall never be forgotten. I know that the new president you elect in Seattle, together with his wife, can look forward to a wonderful and rewarding year just as Irene and I have had. Continue to give support to all the officers and directors. If an error is made in some decision that they make give constructive criticism but don't condemn. Remember a decision to do nothing would be the worst decision of all.

Continued on page 5

THE AUCTIONEER

JULY, 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:

Thru July, 1977	1-time	6-time	11-time
One page	\$110.00	\$100.00	\$ 95.00
Half page	55.00	50.00	47.50
Quarter page	27.50	25.00	23.75
Column inch: \$6.00 per column inch.			
As of September, 1977	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: \$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.**

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 below for the information of all current and potential advertisers in THE AUCTIONEER magazine.

	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.			

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

National Auctioneers Association

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Welcome to Washington and the 1977 Seattle NAA Convention!

The Washington State Auctioneers and I are waiting with great anticipation for your arrival at The Olympic Hotel in Seattle for the 1977 NAA Convention — July 25-30.

We will do our best to see that you are taken care of, both during the convention and our pre-convention activities. We are looking forward to the help of the Oregon Auctioneers Association in hosting your stay.

If you have any last minute questions, let me know. We'll do all we can to help you.

**Robert F. "Bob" Losey, Sr., Chairman
1977 Seattle NAA Convention**

Auctioneers' Common Goal . . .

Continued from page 3

Make plans now and set the dates aside for you to attend at least one of the two seminars to be held in 1978, January 15-18 in Chicago at the Hyatt Regency O'Hare and February 19-22 in Orlando, Florida at the Orlando Hyatt House and also the Certified Auctioneers Institute (CAI) Course in Bloomington, Indiana the first week of April. I know dates are very important to an auctioneer so set them aside now!

We look forward to seeing you in Seattle where Bob and Winona Losey and the Washington State Association and all the auctioneer members of the northwest are waiting to greet you. They are all working very hard and faithfully and have planned for you the greatest convention ever.

God bless you all,

**Lyle Erickson, President
National Auctioneers Association**

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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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Seattle Next Stop for the Time of Your Life During the 1977 NAA Convention — July 25-30

**By Mary Witzel, Chairman
Convention Publicity Committee**

Last minute plans are now in the process as convention time is HERE! To help you, here is a recap of just a few of the things that are available in beautiful Seattle.

Visit the University of Washington Arboretum, with its beautiful shrubs and plants from all over the World. The Arboretum also has one of the most authentic Japanese tea gardens outside of Japan.

Visit Pike Place Market — a colorful farmers market with fresh vegetables and fruit. Fish counters contain whole fresh salmon, shrimp, and clams. There, you can shop for flowers, antiques, and crafts.

Explore the historic district of Pioneer Square. Take the Underground tour and see colorful old Seattle. Visit the Pioneer Square Wax Museum and see the Mercer Girls, Chief Sealth (for whom Seattle was named), Governor Isaac Newton, a scene of the Louisiana Purchase, and much more. Visit the Grand Central building which contains twenty-five specialty shops, filled with imports, crafts, restaurants, and galleries.

Catch a glimpse of the future at the Seattle Center which is the hub of entertainment, cultural expression, and recreation for children, teenagers, and adults. You will find the Fun Forest Amusement Park, a Food Circus Court, and a chance to shop at the International Bazaar on the lower level or in the balcony boutique shops. Invention and creativity await you at the Pacific Science Center. Working exhibits and live demonstrations are found in five buildings. This huge complex includes Life Sciences, a Math Area, Astro-space, Spacearium, and Physical Sciences.

See energy devices, outer space objects, and wave motion machines. There are more than one hundred exhibits. For book and game lovers there is the Balcony Book and Gift Shop.

Take the one minute trip to the top of the Space Needle to the observation deck. Dine luxuriously in the six hundred foot Space Needle Restaurant which slowly revolves so that you have a tremendous view of the scenery from every direction.

Come to NAA Convention in Seattle — Just Like Heaven in '77!

South Carolinians Meet in Columbia; Two-piece Tie Brings \$54 at Auction

The annual meeting of the South Carolina Auctioneers Association was held in Columbia on May 14 and 15 at the Quality Inn and NAA President Lyle Erickson and his wife, Irene, was the featured speaker at the dinner.

SCAA past president Benny Wiles cut off Lyle's necktie and it was sold in two pieces at the Fun Auction for a total of \$54. A rug made and donated by Mrs. Erickson was sold for \$110; a Farrah-Fawcett Majors tee shirt sold for \$55 to the son of the new SCAA president, Andy Pinckney. J. L. Pinckney, the new president, bought a Georgia P-Nut for \$30.

The new officers of the SCAA are: President — J. L. Pinckney; Vice President — Jimmy Blocker; Secretary-Treasurer — Larry Meares, Jr. The directors include: George Pechilis, William Yonce, Harry Miller, Danny Branham, Fred Mullis, H. L. Dodgen, Archie Moody (ex-officio) and Benny Wiles (ex-officio).

The officers of the Ladies Auxilary are: President — Mrs. J. L. (Phyllis) Pinckney; Vice President — Mrs. Jimmy (Ginger) Blocker; and Secretary-Treasurer — Mrs. Larry (Thelma) Meares, Jr. The directors are: Mrs. George (Dottie) Pechilis; Mrs. Joe (Pam) Beaver; Mrs. Archie (Lile) Moody (ex-officio); Mrs. Harry (Pat) Miller; Mrs. Danny (Brenda) Branham; and Mrs. Benny (Virginia) Wiles (ex-officio).



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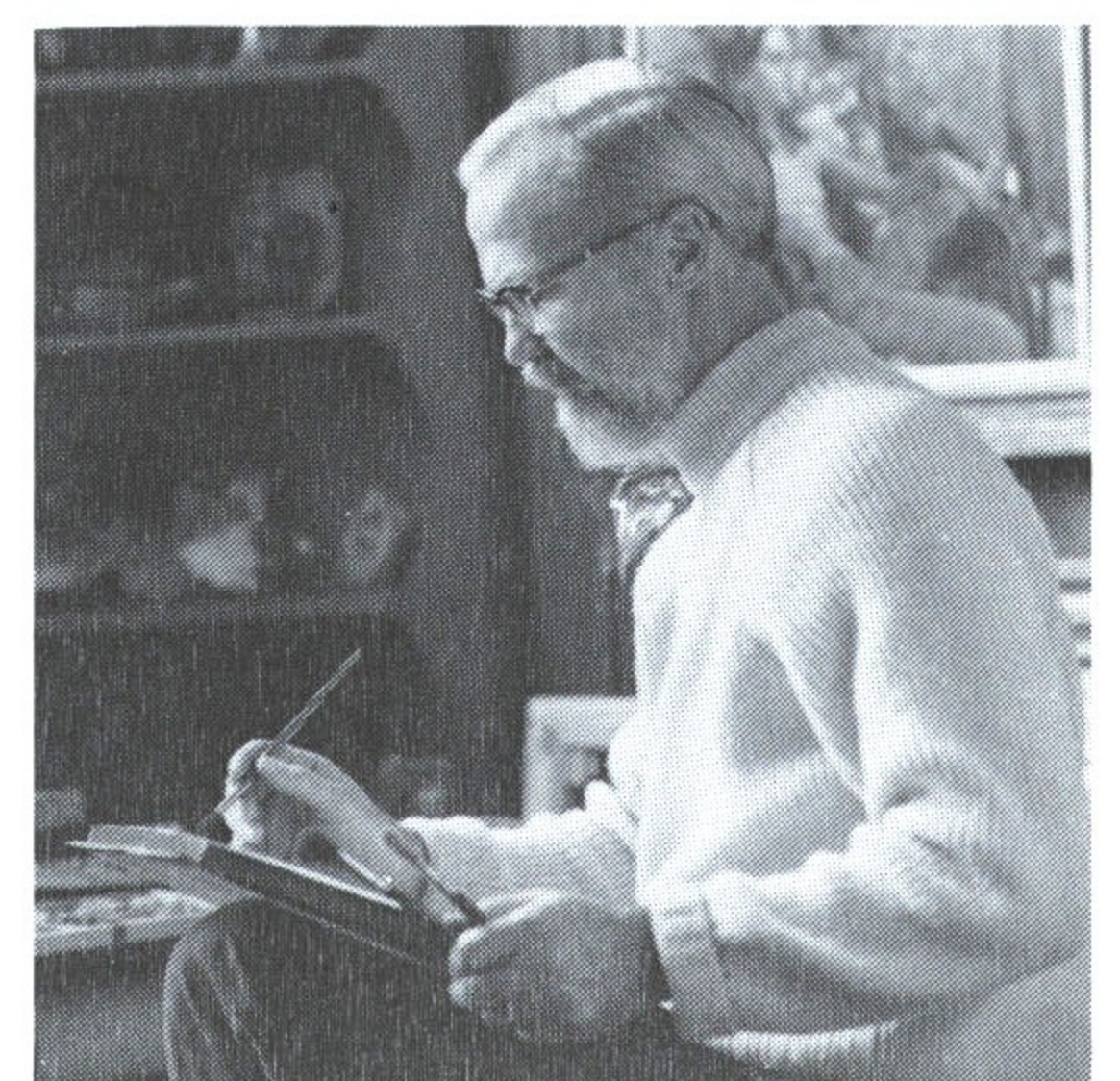
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MEET CHARLES L. PETERSON — artist, illustrator. Born 1927 in Elgin, Illinois, graduated from the American Academy of Art in Chicago and worked as an artist and freelance illustrator early in his career. He holds a B.A. cum laude from Marietta College and Master Fine Arts from Ohio University, did Post-masters study at University of Wisconsin while teaching art as head of the art department and Professor of Art and Art History at Marietta College, Ohio. In 1973 he resigned his teaching position to pursue a full time career as a painter and spend more time with his family in his beautiful wooded studio along the Maine-like coast of Door County Wisconsin. Charles Peterson's subjects vary from contemporary life of rural America to landscapes, figure studies, working fishermen & their boats, wildlife & historical themes. Professor Peterson's mastery of watercolor and oil techniques is unparalleled and his paintings are known throughout the United States in hundreds of private, corporate & public collections.



Holstein-Friesian World Magazine Features Article by Harris Wilcox

NAA member Harris Wilcox, president of the Harris Wilcox, Inc., firm of sales managers, auctioneers, appraisers and real estate sales, of Bergen, New York, was asked to give the keynote address to the Canadian Holstein Association on the subject "Auction Sales — Where Are We Headed?". The convention was held in the Royal York Hotel in Toronto, Ontario.

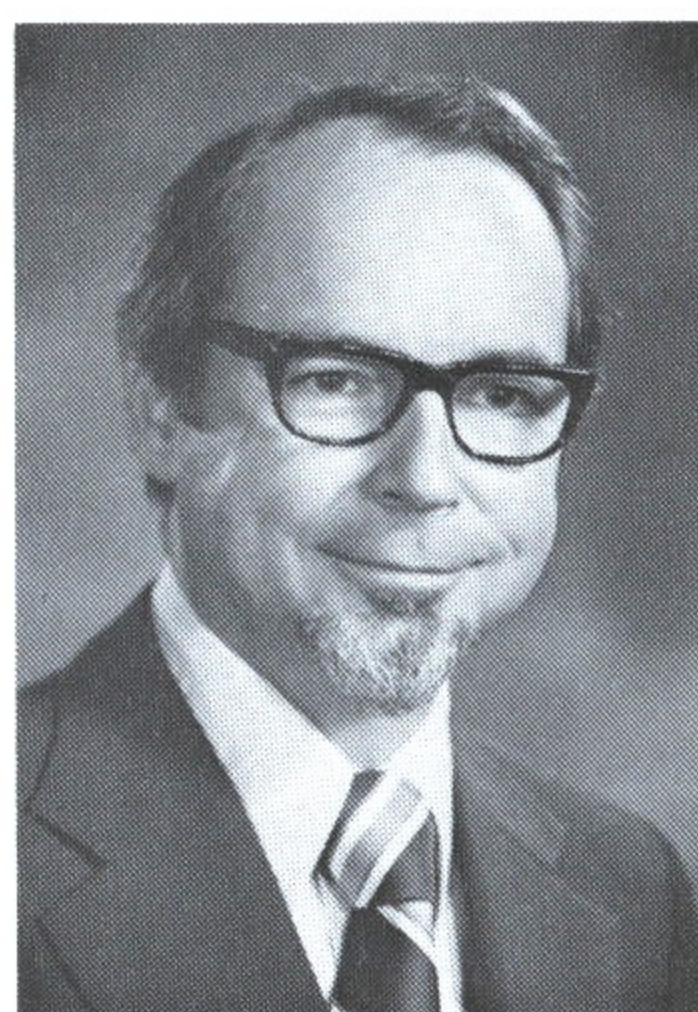
Harris Wilcox has sold registered cattle sales in 33 states and three provinces of Canada. He has been on the sale staff when ten world record Holstein prices have been achieved.

Harris owns Craiglen Farm — registered Holsteins; is a graduate of Cornell University (Class of 1943); is married; has two children (Craig is now associated with Harris Wilcox, Inc.); and is a director, vice president or president of many civic, business and educational organizations. He is an elder of the First Presbyterian Church of Bergen.

The article, in its entirety, follows:

"Auction Sales — Where Are We Headed"

The subject which has been suggested for the talk is one dear to my heart. The auction business has been good to my family. Three generations have been involved in it as a life work. My grandfather was a successful auctioneer in Western New York State in the latter part of the last century. He died before I was born. However, as a youngster growing up in a small Western New York community, his influence had a profound effect upon me. I recall many times being sent to the country store and being told by the old men sitting around the stove that I was George Wilcox's grandson, that he was a good auctioneer and a fine man. My grandfather became my hero. I recall attending the local auctions as a child, listening to the local auctioneers, and being a little like a parrot, I mimicked their lingos. My mother relates that at age eight years, I was "selling the kitchen table and dining room chairs."



HARRIS WILCOX

After college I returned home to engage in farming. One day, a lady encouraged me to sell her deceased mother's household goods. I protested that I was not an auctioneer, but she assured me of her confidence in my ability. With much fear and trepidation and so nervous that I could not eat my dinner, I called that sale to order. No one was more amazed than I to book two more sales the following week. This started a career that has taken me to sales in 33 states in the United States, and three provinces of Canada. It has been my privilege to be on the sale staff when 10 world record prices have been achieved for Registered Holsteins, many of them in Canada.

As most of you know, my son is my partner in the auction business. We have 10 full time associates who compose the auction area of our business. Two grandsons, Brett and James Wilcox, age seven and eight years, are already practicing the auction lingo. I take the liberty of sharing this personal account in order to express my appreciation for the past and my concern for the future.

Auction Sales Are Important

The auction business has had a very significant effect on our Holstein industry. Dr. E. S. Harrison, my old college professor in a "Holstein World" article a few years past, wrote, and I quote, "In the early history of registered dairy cattle there was no central market place, and no base upon which to establish competitive market values. This need gave birth to the auction sale which quickly became an institution



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of monumental influence on the development of the industry. Auctions established an open and competitive market essential in setting realistic market values. With competitive bidding, quality has been recognized and rewarded. The dollar premium attached to quality, production performance, and functional usefulness has had a great motivating influence on all breeders.

Public dollar evaluation has proven to be the most effective way to defeat false pride and self-satisfaction that often stems from the pride of ownership. Auctions bring buyers and sellers together at a central market place."

The public sale has had a tremendous influence in establishing the true value of animals. In turn, this serves as a basis for determining the net worth of Holstein breeders and dairymen.

Integrity is the hallmark of the breeding industry. Marketing practices are one of the determining factors of the level of credibility in our industry. Therefore, we all have a stake in guarding the auction method against abuses. The Holstein fraternity must unite in protecting our credibility by the vigilance of each one connected with the industry.

New Era In Marketing

There have been fantastic changes taking place in the past 30 years. Testing, classification and the AI industry have had a great influence on increasing the genetic value of our cattle. Blood lines that have proven unusually prepotent for both production and type command enormous prices which can be easily justified by the widespread use of frozen semen world wide, and in our country by tax considerations.

Investor group money, embryo transfers, increasing numbers of partnerships and syndications, have all added to the complexity of our marketing processes, all of which are legitimate developments that can contribute constructively, providing we handle them with honesty and integrity.

This means we have entered a new era, with new forces bearing on merchandising procedures. We need to re-evaluate and redefine that which is to be considered ethical and that which is not.

We all know that world demand for Canadian and American top quality Holsteins, together with the forces I have previously mentioned have brought about prices which stagger the imagination. I will never forget when we sold Glenafton Nettie Bonheur Maud in the Oak Ridges Dispersal in 1966 for the then world record price of \$42,000. There was a wave of excitement which went through the crowd. This was world news. We have become nearly surfeited with high prices since then. No longer do we feel the same excitement regardless of the astronomical prices which may

be achieved.

We are all aware that there has been much suspicion, apprehension, and doubt aroused by this turn of events. Having been closely involved with many of these world record sales, I can say that, in my opinion, there has been a high level of integrity manifested. However, in the future, we must be more and more careful to document these high sale prices with great care, and report carefully in the breed journals the special terms and conditions which often surround these sales.

Suggestions for Improvement

I do not pretend to have the answers to these complex problems, but I would suggest a few ideas that come from several sources for your consideration.

1. In reporting auction sales, we need to differentiate between cash sales and sales where special credit or unusual conditions have been offered.

2. Where partnerships or members of syndications intend to bid on cattle in which they have an interest, it should be announced.

3. Official performance records should be stressed in our Holstein pedigrees. High selling prices may well be omitted.

4. The price an animal brings at public auction should be reported as the amount paid the seller at the close of the sale. That which comes later as a result of semen sales, or resulting offspring should not appear as a quotable price.

5. Breeders, sale managers, and auctioneers, should recommit themselves to abide by the rules of our respective breed associations, and the Purebred Dairy Cattle Association, or else help to get the rules changed, if they are not practical.

6. Report calves under three months as separate sales, not added to their dams. (This practice goes back 40 years, when the industry was struggling to keep the average price above \$100 per head.)

7. Keep auctions on a cash basis as much as possible. Complex, negotiated transactions should be handled as private sales.

8. When cattle go to auction, they must be sold, transferred and a commission paid. Bi-bidding by the owners must be strictly prohibited.

9. Breeders and dairymen should carefully and thoughtfully select sales managers and auctioneers to handle their cattle sales who have earned a reputation for integrity.

10. Breeders should be careful not to make unusual demands on sale managers for guarantees, etc. If you sell cattle over a period of time they will average out very satisfactorily.

11. Our respective breed associations should meet with sale managers from time to time to discuss changing conditions and matters pertinent to the sale of our cattle.

12. For the best interest of our breed, I think it is time for us to stress the good quality of our Holsteins and their ability to produce and detach ourselves from the "highest selling syndrome" which has been so prevalent.

In the past 40 years, the average Holstein sale price has increased from \$100 per head up to over \$1000 per head. The trend has been generally upward, however, not without significant drops due to the law of supply and demand.

We sale managers often take credit for getting good prices because of our efforts in advertising and securing customers and bids ahead of sale, and to some extent, this is true. However, nobody can get a good price unless the market is strong. I started the auction business in 1943, and sold on a rising market until 1952 when the cattle market broke in "two". For the next three years, it was veritable "hell" selling cattle. I was told that I used to be a pretty good auctioneer, but now the advertising was wrong, the catalogs contained errors, the tent wasn't set right. Meanwhile, I had never worked harder, often coming home exhausted, and I even considered forsaking the business.

I recall that the Backus organization teamed with us to sell the first New York State Convention Sale in 1956 at

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Edgerton Park in Rochester and we sold a daughter of Sir Bess Ormsby Fobes Dean for \$1000. We all rejoiced that once again a cow could sell for \$1000. When the market is strong it is hard to do wrong. When the market is weak, it is difficult to do anything right.

A sale manager has a responsibility to both the buyer and the seller. He has to use every legitimate means possible to obtain a fair market price for the consignor. At the same time, he must be very careful to represent every animal honestly to the buyer. To sell an animal way over its value is not good for anybody concerned. A dissatisfied customer is a detriment to our entire industry. In those rare instances where somebody is "playing games," almost invariably it is well known in the industry and reflects seriously on the participants.

Someone has suggested that a bushel of apples is no better than the individual apples within the bushel. One bad apple can infect the whole bushel with rottenness. Our Holstein Associations will be no better than the individual breeders who make it up. Most sales are run wonderfully. Occasionally there are flagrant violations. We must work constructively to correct the situation, but we must not over-react.

A recent United Air Lines ad has a mirror in the airports. Over the mirror is the phrase "You are the boss of United". Today I am speaking to the ultimate "boss" of the kind of auction sale management you will get and deserve. Morality and ethics cannot be legislated. It is found in men's hearts and characters.

Let me ask you a rather pointed question. In choosing a sale manager will you look for integrity and honesty or for the man who you think can get you the "top buck?"

Charles Kingsley once wrote that "there are knaves, who mean to do wrong and do it.

Honest men who mean to do right and do it.

The rest of us do whatever is expedient."

There will always be those who think it a little bit cute to be a little bit crooked. You as breeders have a responsibility to deal with this at the grass roots.

The International Rotary has a "Four Way Test" of what we think, say or do. I would suggest that it might well be applied to every area of the Holstein business.

1. Is it the truth?

2. Is it fair to all concerned?

3. Will it build good will and better friendships?

4. Will it be beneficial to all concerned?

We all need to be reminded that the Bible says "that the love of money is the root of all evil." (1 Tim. 6-10)

Henry Van Dyk put it another way — Four things a man must learn to do if he would make his record true —

To think without confusion clearly;

To act with honest motives purely;

To love his fellow man sincerely;

To trust in God and Heaven securely.

I have not always lived up to these principles, but I press on toward that goal, for it becomes increasingly clear to me that only as we do, shall we continue to foster confidence in our great breed, and have a civilization that will be worth living in.

Louisiana Auctioneers Highlight Meeting With National Auctioneers Proclamation

Members of the Louisiana Auctioneers Association, at the meeting held on May 21, 1977, in Alexandria, were proud to display the proclamation, signed by Governor Edwin Edwards, during the meeting.

During the meeting, election of officers and directors was held and Marvin Henderson of Livingston moved up as president; Bill Bailey of Jonesboro was re-elected secretary-treasurer; and Bob Stark of Pineville was elected president-elect.

Kenny Wallace of Shreveport was elected to the board of directors. Other board members include: Keith Babb, Monroe; Ollie Beavers, West Monroe; Robert Danzy, Alexandria; and Jerry Robinson, Lecompt.

Estate Sale of Former NAA Member Conducted by Radde Brothers Auction

Former NAA member W. J. "Skip" Radde passed away on January 6, 1977. Skip was a charter member of the Minnesota Auctioneers Association and a NAA member until 1959. He began selling at the age of 15, in 1920.

His estate sale was conducted by Radde Brothers of Waconia, Minnesota (Fred Radde is a member of both the NAA and Minnesota Auctioneers Association) and the prices realized at Skip Radde's estate sale were good.

Some of the items included: hand held school bell — \$70; string of sleigh bells — \$185; 20" school bell — \$232.50; toy steam engine — \$130; meat chopping block — \$155; wall telephone — \$150; walnut washstand — \$230; walking cane with gold top — \$53; 1954 Minnesota State Auctioneers cane (souvenir) — \$12; cherry wood chair — \$185; five-gallon crock — \$65; walnut dresser with marble top — \$310; China cabinet (oak) — \$510; and many more items — 974 total.

**Wayne Ediger, NAA Director
Belle Plaine, Minnesota**

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PROUDLY DISPLAYING the proclamation, signed by Governor Edwin Edwards of Louisiana, are the Louisiana auctioneers pictured above. From left to right: (standing) Keith Babb, Monroe (LAA president); and Ollie Beavers, West Monroe (member of the LAA board of directors); (seated) Bill Bailey, Jonesboro (LAA secretary-treasurer) and Ike Hamilton, West Monroe, veteran auctioneer and charter member of the LAA. The photo, published in the Monroe News-Star, was complemented with an article, offering information on the auction method of selling and other information about the State Association's activities.

Middle Age Couple Sells Belongings And Retires to Washington Nudist Camp

"Valley couple sheds home for life in nudist camp" was the headlines for a recent auction in Sunnyside, Washington, which was conducted by NAA member Edward H. Williams. The news article described the couple as a "middle-aged couple who asked not to be named because of embarrassment it may cause relatives".

NAA member Williams said, "I doubt that any auctioneer in the United States has ever conducted a sale under these circumstances. The free publicity received due to the situation attracted many curiosity seekers, who stayed to bid on or purchase items. Over 1,200 people were in attendance at the sale and 500 were buyers.

By 10:00 a.m. on the day of the sale, the Police Department was called to block off the street and control traffic. The sale commenced at 1:30 p.m. on Sunday, May 15, and was not concluded until 10:30 p.m. Over 5,000 items were sold.

Some of the items sold included a rolltop desk — \$1,650; several guns, which averaged \$200 each; 123-piece Franciscan dinnerware — \$710; 25-pieces of Towell pattern Old Masters sterling silver — \$42 each; German anniversary clock — \$100.

The sale was highly beneficial to the auctioneer: not only did many come as curiosity seekers (the uniqueness of the sale drew the big crowd), but many were amazed how well the items sold at auction. Ed Williams feels he has converted many people from the yard sale to the auction method of selling.

One humorous note, which was the result of the sale, was that most of the couple's clothes were sold as they were not going to be in need of them at the nudist camp. Auctioneer Williams also reported, "I had several requests to sell memberships to the sunbathing camp!"

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Estate Auction in Iowa Introduces New Idea of Displaying Sale Items

Glass and China sale items were displayed in cupboards—all to be sold at auction—was a new system of the L. P. "Pat" Foster and James K. Fisher team of auctioneers at the April 30 sale of the Dr. Edward W. Sibil estate, Princeton, Iowa.

It was a different idea of displaying the items in the cupboards, after moving the cupboards outside in the morning of the auction. The items were displayed in the cupboards in the sale advertising, so the auctioneers wanted to recreate the usefulness atmosphere during the sale.

Although the family had taken out some of the very best of the glass and China, the contents of one cupboard brought \$980. The buyers seemed to like the arrangement very much and auctioneers Foster and Fisher plan to work it the same way again when the occasion arises.

The cupboards—shown with this article—sold well; one bringing \$1,000 and the other for \$375. Of the 450 to 475 people in attendance at the sale, 260 people registered to buy.

Top selling items included was a pitcher with matching tumbler, which sold for \$115; five pieces of Fenton glassware sold for \$120. Other items included: mirror with walnut frame—\$85; small Victorian mirror—\$50; an album of four, 78 rpm records—\$30; and seven, 78 rpm records at \$15 each.

The sale advertising, other than the glass and China described, advertised many fine furniture items, in addition to some modern furniture; hi-fi and stereo equipment and a host of miscellaneous equipment, including a camera, lumber (walnut included), real stained glass, binoculars, an old Coleman "Quick Lite" gas lamp, wine racks, a stethoscope, a like-new Relaxacisor and other items.



THE THREE-DOOR CHINA cupboard, in which glass and China was displayed in the sale advertising and during the sale, brought \$1,000 at auction and the contents within it brought \$980. The Fenton-ware, displayed in the middle portion of the cupboard, sold for \$120.



THIS FINE OLD COUNTRY cupboard was sold for \$375 at the estate auction.

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1. Get more AIDD — attention, interest, desire, decision.
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"Truly a masterpiece which can be of unlimited value to auctioneers whether they be apprentices or professionals." — Knotts School of Auctioneering, Gallipolis, Ohio.

Included at no extra charge a 12-page booklet (copyright 1976) entitled "TOOLS OF THE TRADE AND HOW LEADING AUCTIONEERS USE THEM." 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 or money order. Order from Earl.

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New Hampshire Auctioneers Host President Erickson and Auctioneers From Six New England States in April

The Spring meeting of the New Hampshire Auctioneers Association was held at the Wayfarer Motor Inn in Bedford, and NAA President Lyle Erickson was the featured guest and speaker. Members of all New England auctioneers associations were invited to meet with Lyle prior to the banquet meeting, so that plans might be discussed for the forthcoming National Auctioneers Convention which will be held in Boston in 1978.

Special welcome was given to a group of auctioneers, who have recently formed the Rhode Island Professional Auctioneers Association under the presidency of Roger Houle.

New Hampshire Governor Meldrim Thomson, Jr. officially declared National Auctioneers Week at the banquet meeting and presented his signed statement to President George Clement. The governor mingled with the auctioneers from six states and in a short speech stated that New Hampshire and other auctioneers have made a great contribution to the economy of the country and exemplify the free and open market system of the country.

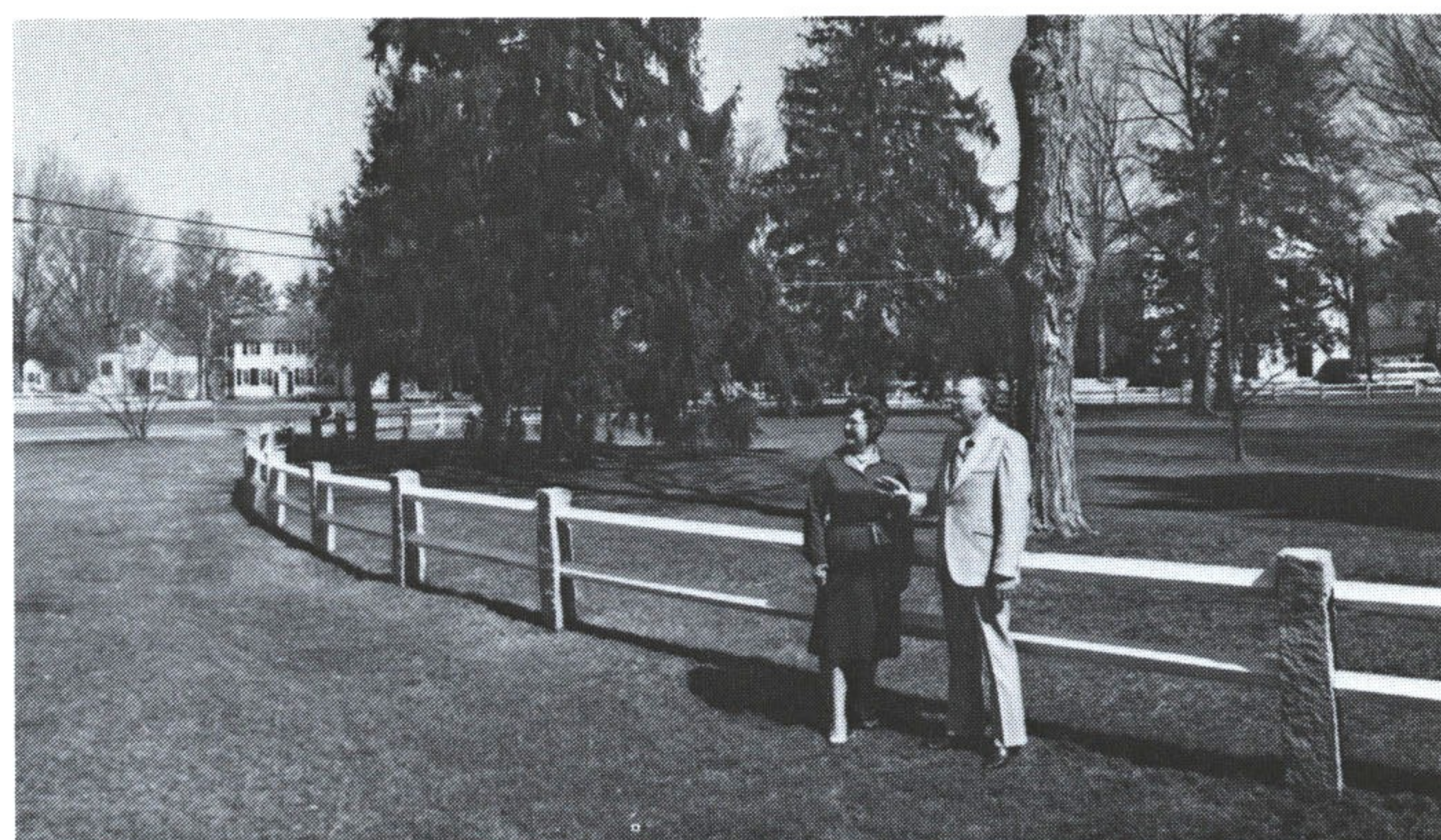
Election of officers was held with the following voted unanimously; President, Foster Peverly, Laconia; VP, Richard Crane, Hillsboro; Treasurer, True Glidden, Portsmouth; Secretary, George Michael, Merrimack; and directors, George Foster, George Twigg, III; and George Clement. Alternate directors are Willim Smith and Emory Sanders.



NATIONAL AUCTIONEERS WEEK was proclaimed during the spring meeting of New Hampshire auctioneers by Governor Thomson. He presented his signed proclamation to outgoing NAA President, George Clement (left).



GOVERNOR MELDRIM THOMSON, JR., of New Hampshire, addressed the spring meeting of the New Hampshire Auctioneers Association. Listening attentively on the Governor's left were NAA President Lyle Erickson and his wife, Irene.



STANDING AT THE GREEN, where militiamen trained to fight in the American Revolution, Lyle and Irene Erickson sample the sights of Amherst, New Hampshire, an 18th century colonial town.



A VISIT TO THE BOYHOOD home of General John Stark, hero of the Battles of Bunker Hill and Bennington, was made by Lyle and Irene Erickson during their visit to New Hampshire. The home is located in Manchester and it helped the Ericksons catch up on their early American history.



A HOMESPUN SPREAD was examined by Irene and Lyle Erickson at the Currier Gallery of Art in Manchester, New Hampshire. The spread had been brought in for authentication. With the Ericksons are left to right, Gallery director David Brooke; Mrs. Lowell Inness, wife of the curator of glass; the Ericksons; and Melvin Watts, curator of the gallery.

For Service to Mankind . . .

NAA Auctioneers Help Sertoma Club Raise \$1,000 at North Carolina Tool Auction

Over 35,000 members of Sertoma International have been indoctrinated on the value of the auction profession due to a well-written article, which was published in THE SERTOMAN magazine by Editor Mrs. Ginger M. Graham. Sertoma International is a civic service organization and promotes "Service to Mankind".

NAA members Terry Ireland (Statesville, North Carolina) and Keith Pierce (Winston-Salem, North Carolina) are mentioned in the article, printed in its entirety below. Permission was granted to the NAA Office by Mrs. Graham to reprint the article. Recognition also is being given to NAA auctioneers Ireland and Pierce for their efforts to provide community service through their auction profession.



SERTOMANS Greg Hining, Sertoma club treasurer, left and David Benbow issued bidding numbers to buyers, and when the buyers left, collected their money.



BUYERS CAME IN all sizes as fathers brought young sons along for the fun.

\$50 Once, \$50 Twice — SOLD to the Highest Bidder

Iredell-Statesville Club Raises \$1,000 at Tool Auction

**By Mike Owens, Secretary
Iredell-Statesville Sertoma Club of Statesville,
North Carolina**

Success. Such a nice word.

And the Iredell-Statesville Sertoma Club of Statesville, North Carolina, enjoyed titanic success in its first big fund-raising project. The club staged a gigantic tool auction during December, and profits from the event exceeded \$1,000.

However, the money was not the main success story for our club, chartered less than a year ago and like most clubs, struggling, trying to gain a foothold in the battle of local civic endeavors. What the club needed most was a feeling of "togetherness"—individuals pulling together in different manners, but in the same direction. This project provided that "togetherness" for the club. When all the counting and sweating was over, a new bond had been formed which will grow in the future, club officials are certain.

The idea for the tool auction was formulated when Sponsorship Vice President Terry Ireland, who is a realtor-auctioneer, was offered an opportunity to conduct an auction for a large tool company. Ireland would have received up to 15 per cent of the total sale, but figured it hardly would be worth the effort from an individual standpoint, as he would have to pay his helpers. And the sale would need to gross at least \$7,500 for him to break even. Ireland shared the idea with the club and pointed out that by utilizing the members as the workers and by volunteering his services, the expenses for the event would be minimal.

As the club went through the proper action with the board of directors to approve the project, the original offer that Ireland received was improved by a fellow Sertoman, Keith Pierce, from nearby Winston-Salem, North Carolina, and a member of the Sertoma Club of Forsythe, North Carolina. Pierce operates the Pierce Air Tool Company and agreed to supply the tools for the auction.

Pierce then visited our club and presented the idea to the full membership. It was overwhelmingly and enthusiastically accepted. And then the work began! Pierce gave Ireland handbills and circulars to distribute, and Ireland began mailing them to area garages and auto shops—the main source of sales for the tools the club had to offer.

The club also had some additional posted advertising, and individual club members went out in groups of two on every main highway that leaves Statesville distributing the information to all the businesses.

The day of the sale arrived, and almost 100 per cent of the membership was present to share in the work. Before the initial item had been sold, the auction was declared a success—just because it finally had brought the club together.

While Terry Ireland was helping Keith Pierce unload the truck and set up displays of the tools to be sold, Rudy Davis feverishly was setting up a concession stand. Davis had planned the full menu of snacks, including hot dogs, ham biscuits and desserts. The concession stand was profitable, too, and was an overwhelming success, except for the late arrival of coffee on the chilly morning.

The Auctioneer Keeps on Selling, and the Bidders Keep on Buying

The auction was advertised and scheduled to start officially at 11 a.m. Prospective buyers, who had come early to look over the merchandise, began registering before 10 a.m. Concession business was booming. Several club members were kept busy just running to various grocery stores to keep supplies for the concession stand stocked.

Greg Hining, club treasurer, and David Benbow, David Williams and Ray Walker manned the registration desks and were busy giving out buying numbers and collecting funds for purchased goods for the entire day. However, when the day was over, the money box was bulging, and you could tell by the looks on their faces that the return had been worth the effort.

The 11 a.m. starting time arrived, and the auction began. Pierce would announce what item was going to be sold and then club members would circulate through the buyers displaying the item. Club President Lewis Cline was the chief "chaser" for the day, but other members also took part in the job. Workers included Dr. Bruce Pendergrass, Vaughn Feimster, Don Rubright, Leon Ijames, Art Fincannon, Ed Cole, Neil Furr and Walt Pulliam. Cline also was the purchaser of the biggest and most expensive item of the day.

However, the star of the show, before, after and during the auction was Terry Ireland, sponsorship vice president, project chairman and volunteer auctioneer. Ireland hollered almost non-stop for five hours, and when the dust had cleared and his voice had dissipated, the club had sold over \$8,000 worth of tools and picked up a \$1,000 profit, which was earmarked for local speech and hearing projects for a boys' summer camp.

After what few tools that remained were reloaded and the monies had been counted, the look on everyone's face was that of disbelief at the staggering financial success of the event. Each club member had been satisfied with the fellowship—the money was just an added extra!



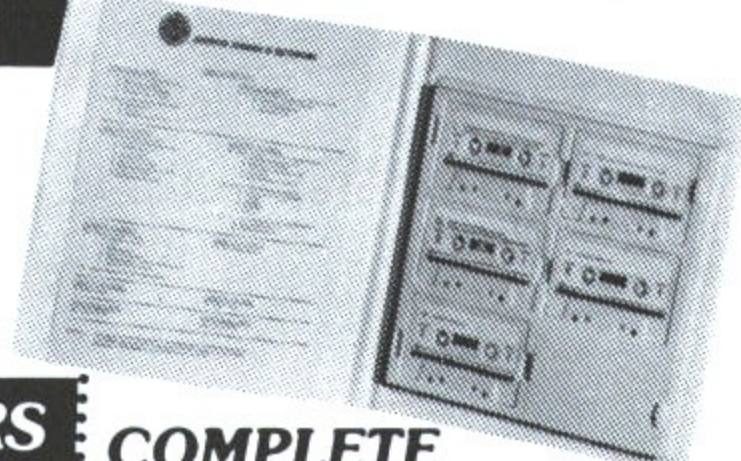
CHOPPING ONIONS AND POPPING CORN kept Richard Hanson and Sarah Davis, wife of club member and concession chairman Rudy Davis, busy day of the tool auction.

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The Cover Photographs . . .

The four photographs on this issue's cover depict the activity at the Iredell-Statesville Sertoma Club's tool auction. The photographs beginning at the top, going clockwise, show:

"WADYA GIVE FOR IT," was the call by auctioneer Terry Ireland as the Iredell-Statesville Sertoma Club of Statesville, North Carolina, recently held a successful tool auction, raising \$1,000. Keith Pierce, a member of the Sertoma Club of Forsythe, North Carolina, lower right, displays some of the tools as Mike Owens, left, and Leon Ijames record the sale prices.

DEEP IN THOUGHT, this sale goer watches bidding intently (right center photograph).

THE MANY MOODS OF THE BUYERS are reflected in the faces of the men attending the Iredell-Statesville's tool auction.

"CHASER" AND CLUB PRESIDENT Lewis Cline was kept busy holding up sale items (left center photograph).

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"What!" exploded the customer. "You sell cigars in here but you prohibit smoking?"

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Oklahomans Have Best Turn Out For 1977 Association Convention

By Jim Thompson
Lawton, Oklahoma

May 21 and 22 were real red letter days for members of the Oklahoma State Auctioneers Association. The Association established two records during their state convention on those dates at Midwest City, Oklahoma.

Record number one: There were 202 paid-up members, setting a record high for membership in the Association; and two: Over 100 persons registered for the two day convention which is the highest recorded attendance in the history of the association.

Education was the theme for the convention, and those arriving early enough for the program scheduled on Saturday were surely rewarded for their efforts to be present. Cecil Abernathy, a renown automobile auctioneer spoke of essential points for consideration to enhance the success of an auto auction.

Oklahoma's own Russ Thomas, pointed out pitfalls and things to avoid when advertising and conducting antique sales. He also evaluated the necessity to supply salable merchandise for the successful operation of an auction house.

A presentation was made by Jay Blodgett on the subject of farm auctions with particular emphasis on the preparation of merchandise and the scheduling of the sale.

The owner-operator of a Livestock auction facility, Ray Patterson, related the responsibility of the operator to insure that the producer is protected as to market trends. He told of some of the laws and regulations which govern the operation of a livestock market and the operators responsibility to sellers and buyers.

Donovan Arterburn closed the afternoon session with a presentation on the subject of Small Business Liquidations



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and Bankruptcy. Briefly covered in the time allotted, was the initial contact, follow-up, advertising, conduct of sale and post sale contacts.

The fun auction conducted by Orval Free, highlighted the after dinner activities. The most talked about item was the brass thing-a-ma-jig purchased by NAA Executive Director Harvey McCray. As every one retired he was still searching for some one to tell him how it worked. The next talked about item, we think, was a bottle of "Oil", purchased by Gladys Free — for Orval. — Or was it vice versa? — Anyway there was lots of fun!

The Sunday morning worship service, conducted by Orval Free and assisted by pianist Mrs. Ernest Ogden, was very inspirational. The fellowship and gathering of many denominational representatives to worship a common god is always a wonderful experience for those attending.

After the noon banquet NAA Executive Director , Harvey McCray, addressed the convention body. Emphasis was placed on quality membership to make a strong association. He lauded the educational theme for this convention and commended the members for their religious activities. It was pointed out that there is a need for the members to give of themselves for the association and the auction profession in order to project the image of professionalism.

Harvey spoke of some of the NAA programs such as

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"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".

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seminars, the contributions to THE AUCTIONEER magazine, the Certified Auction Institute and promotion of the auction profession. The NAA convention was outlined, describing briefly the workshops, seminars, social activities, entertainment and fun auction.

Winners of the State Advertising Contest were selected by the contest committee, chaired by Gary Garrison. The winners were awarded an engraved brass plate affixed to a walnut plaque in the shape of Oklahoma. The overall first place award was presented to Ray Patterson of Manitou. First place awards for the four categories listed were presented to the persons indicated: Livestock — Ray Patterson, Manitou; Business and Personal Property — Jim Thompson, Lawton; Specialties and Antiques — Ed Vierheller, Claremore; Real Estate — Gary Garrison, Muskogee.

Adrain Anderson, chairman of the Membership Contest Committee, announced that records were not reconciled in time to make awards for that contest at convention time.

Routine committee reports were made, the most disappointing of which was the decision to make no further plans for an OSAA seminar, due to lack of membership interest in this program.

The membership voted to award Clyde Jones, Alva, a lifetime membership to OSAA in recognition of his dedicated support and his tireless efforts as an officer and active member to promote the association and the auction profession.

Association officials to take office 1, July, 1977, are: President — Bob Curry, Spencer; President-Elect — Leo Brown, Clinton; Vice President — Adrain Anderson, El Reno; Secretary-Treasurer — Ray Patterson, Manitou; Director three years — R. D. Bentley, Lawton.

Outgoing President Paul Alford administered the oath of office to those officials to take office July 1. Immediately following the installation rites, Bob Curry, President-Elect, presented to Paul Alford, a plaque on which was mounted a president's gavel, a silver wreath in an upper corner and a brass plate engraved "Paul Alford, President Oklahoma State Auctioneers Association, 1976-1977."

It was announced that the next OSAA quarterly meeting will be held at Fountainhead Lodge, Fountainhead State Park, on Lake Eufala, in August on a date to be announced later.

"Strength — Presence — Fellowship — Exchange of ideas — Supports" — words, such as these, are contributors to Red Letter Days for our State and National Auctioneers Associations!

Regina Hayes Elected President Of Appraisers Association of America; First Woman to Hold That Position

Regina F. Hayes, Forest Hills, New York, was elected president of the Appraisers Association of America. She is the Association's first woman president in its 27 year history.

Regina is a woman of many firsts — she also is the first, and only, woman independent fee auctioneer in the City of New York and the only woman auctioneer for the New York City Police Department auction sales. She is a senior member of the American Society of Appraisers and a member of the National Auctioneers Association.

For the past several years she has been the chairperson of the Appraisers Association of America's Annual Antique Clinic, which is held in conjunction with the National Antique Show at Madison Square Garden. The appraisal clinic has raised about \$100,000 during the years of its operation, all of which has been contributed to national health charities.

Mrs. Hayes has been a featured speaker at many international seminars and workshops. She specializes in estate appraisals and estate liquidations.

Regina was installed as the first woman president of the Appraisers Association of America on Monday, June 6, 1977 at the Doral Inn in New York City.

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Community College Benefit Auction Raises \$1,800 for Scholarship Fund

"It surely must be the most varied collection of items ever offered at a benefit auction," said Robert Morrissey, general chairman for the auction sale, which was held the evening of Wednesday, April 13, at the Indian Hills Community College, Ottumwa, Iowa.

NAA members Jim Stovall, Moravia; Howard Buckles, Keosauqua; Max Reno, Bloomfield; Al Martin and Jim Kosmon, Ottumwa; Davis Burgher, Centerville, all volunteered



JIM STOVALL of Moravia, Iowa, was one of the nine auctioneers volunteering his services at the Indian Hills Community College benefit auction.



HOWARD BUCKLES of Keosauqua, Iowa, donated his time to sell at the benefit auction. Howard currently serves as a director on the NAA board of directors.

their services in conducting the sale. Other non-NAA members also sold and Lowell McCracken of Ottumwa served as clerk.

The sale items included celebrity mementos, antiques and collectibles, new merchandise, used household items, an automobile, two butcher calves and several items listed as miscellaneous.

Gross receipts for the sale totaled \$2,036. Over 1,000 items were sold in four hours. Approximately \$1,800 went into the college scholarship fund.



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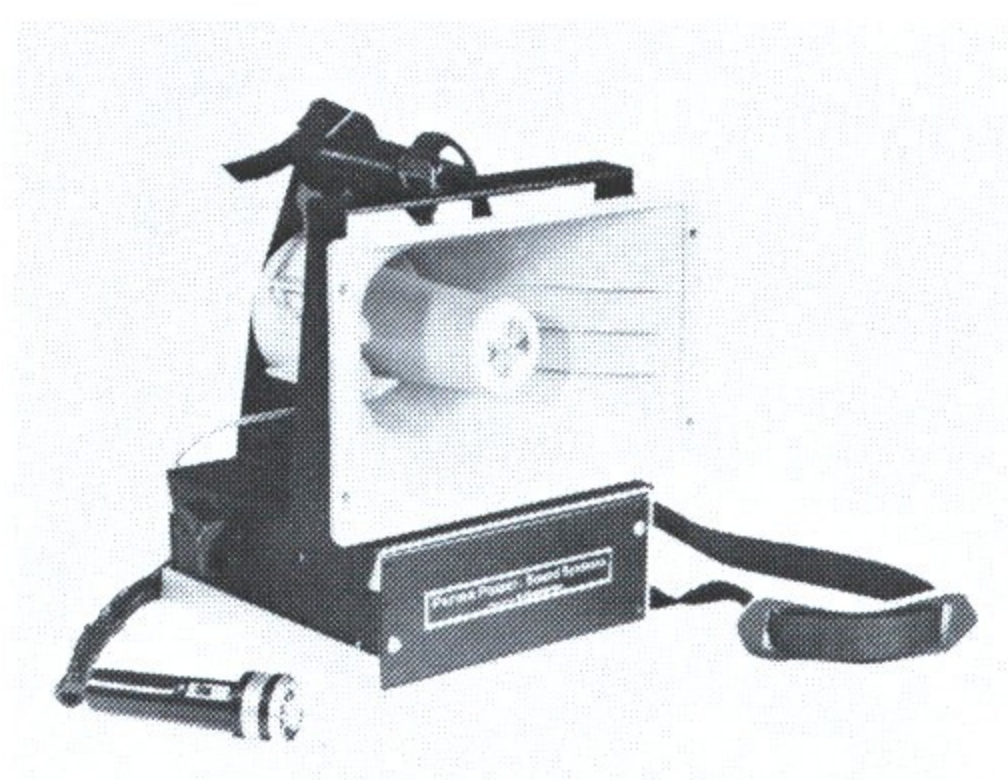
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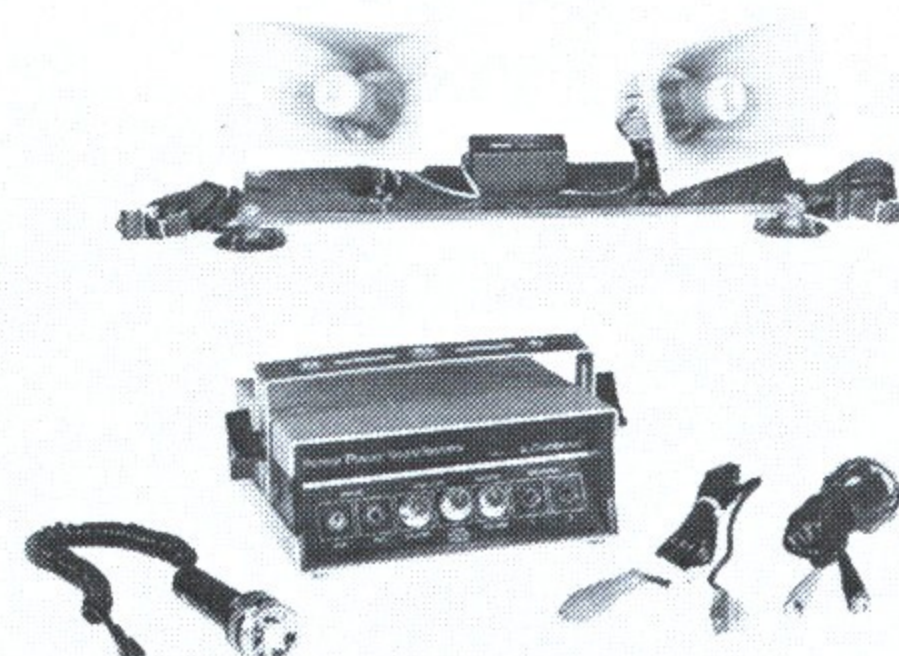
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Dear Ladies:

I am looking forward to being with you at the convention this summer in Seattle. I would like to urge every one of you to be present at all of the Ladies Auxiliary's functions, particularly the general meeting. This will be prior to our Friday luncheon in the Spanish Ballroom at 10:30 a.m. Our Association can only be as strong as we, as individuals, make it. We would like to invite you to come and bring your ideas and suggestions so that together we can make the Ladies Auxiliary as strong as the auction profession deserves.

We have been working on ways to improve the collection of membership fees. At present, this requires separate checks and your extra time to register at the Ladies desk. Harvey McCray is most cooperative with us and has helped us work out a solution to this problem and we would like to present it for your approval at this meeting. Ladies, we are coming up short with our memberships and support of the auctioneers in comparison to their accomplishments during the last few years. Being a part of such an enthusiastic profession all year should carry over to our activities in the Auxiliary. Let's greet our new conventioners like new customers at an auction and expend the same energy toward boosting membership as in soliciting new buyers.

Mary Witzel has an excellent program planned and the expanded children's activities should make it possible to take advantage of all the activities and seminars available. I'm looking forward to "Just Like Heaven in '77".

See you in Seattle!

**Brenda Higgenbotham, President
Ladies Auxiliary**

Dear Ladies:

It seems impossible that a year has almost passed since the 1976 Convention in St. Louis. My calendar says it is June 2, so I guess it is true.

This year has been a very interesting and exciting one for us so far. In January we went to Guatemala and Mexico

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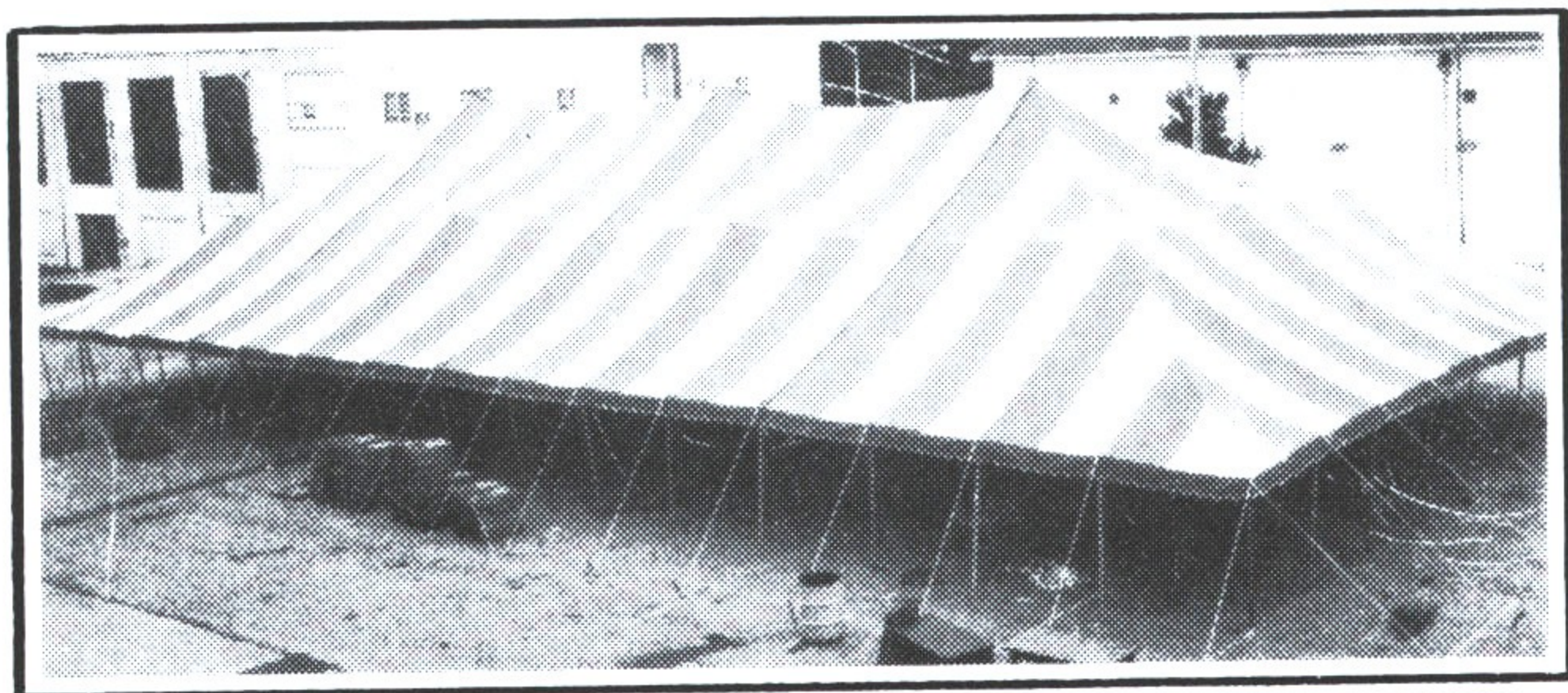
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City for eight days with a farm tour from Sidney, New York. Some of these same people were with us on our Australian trip. We saw a lot of beautiful country and learned a lot of the ways of other people.

After reaching home we caught up on some work and took care of our sales, and then the weather was so bad we took out for Florida in the van and spent ten days. We visited the Higgenbothams. We enjoyed being with them and attending their two-day auction on a beautiful Florida estate. Florida is really some state with their sunshine, water and beautiful Anita with the orange juice.

This time when we touched home base we planted the garden and the flowers as well as conducting more sales. On May 4, we embarked on a mini-European tour. The countries we visited were England, Holland, Switzerland, Italy and France. We were gone for twenty-one days. We had a wonderful time! We never dreamed we could see such historical splendor.

In London the Crown jewels, Buckingham Palace, Windsor Castle and many others. In Holland the tulips were the main interest. We traveled from Amsterdam to Rome, to Florence, to Venice and an overnight stay in a Castle. Then we took a bus trip over the Swiss Alps to Lucerne. The sun was shining and it was a sight to behold!

The last stop on the tour was Paris! Oo la la! You run out of words when you try to describe these sights.

When we were in Amsterdam there was a heartbreaking fire in a hotel right across the square from us; one night in Rome there was a demonstration and one person was killed; and in Paris there was a strike and we just got away by the skin of our teeth. All in all, though it was a wonderful trip.

Now we are home again, trying to get ready to go to Seattle in July. I think we will make it.

See you all there!

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Common Sense in the Auction Business

By Leo Jesion
McKeesport, Pennsylvania

Many beginning auctioneers join their local, state and national Auctioneers Associations fully expecting these organizations to attract work for them — set them up in business. Some feel they can use the association for monetary profit. These auctioneers are of course quickly disillusioned, for this will never be the case, at least not directly.

Can the Auctioneers Associations help you? **Indirectly**, a strong yes. Participation in them keeps you abreast of trends and issues in this ever-changing business of ours. You can gain much information and many ideas at meetings if you make it a point to listen. The exchange of thoughts and views can expand your perspective.

You might wonder if auctions aren't the same as they've always been. Insofar as the auctioneer still calls for bids, yes, but that's about where it ends. Here are a few major areas of change:

1. Techniques — sound systems, number charges, advertising, etc.
2. Increased legal considerations — more rigid contracts; better systems of records; in some cases even tape recording entire sales for future reference.
3. Trend towards specialization — new specialties such as coins, stamps, machinery, books; further breakdown of established specialties, e.g. of antiques into art, metal, glass, furniture, primitives, Victorian, etc.
4. Generally increased expectations from consumers — The auctioneer must be versed his own field of sales, in finance and banking, in management, in consumer psychology.

Returning to our organization, the qualities most needed to make your membership rewarding are perseverance and patience. You can't go to one meeting and gain mounds of knowledge. But sustained, regular participation cannot help

but be enlightening, what with the variegated admixture of personalities attending (from the established auctioneers to the creative beginner). Attend meetings regularly and you'll find you pick up a pointer here, a fact there, and thus in time acquire a broad base of ideas and information.

Our organization is like many others. Just as the medical, real estate, and bar associations, ours needs unity for collective progress. I honestly believe our business has more potential than any other today. Furthermore we as an association are in our infancy. Look back perhaps fifteen years and see how far we've come. Then look ahead fifteen years and think how far we can go. It won't be easy by a longshot, but the opportunities are there. With a strong membership, our Auctioneers Associations can help each of us meet the challenge.

Hang in there.

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Robert Chaffee Compares Prices At Auction in 30-Year Business

The year 1977 is the 30th anniversary year for the Robert E. Chaffee & Sons, Auctioneers, and May is the anniversary date. Robert E. Chaffee began his business on May 1, 1947. In 1965 he added his sons to the business.

NAA member Chaffee reports that he has seen many changes and price changes in the past thirty years. He can remember in the early years of his business when it was hard to give Victorian or oak furniture away. Now, it is impossible to find enough of it.

Here are some of the prices submitted, which were offered in the late 40s and 50s: oak chairs sold for 25¢ each and pressed back oak chairs — 50¢ (if they were lucky); round oak tables were selling for a top price of \$10; Victorian black walnut was quite unpopular at that time.

Today, pressed back oak chairs sell for \$50 and up for a set of four; Victorian furniture is popular, but hard to find.

Years ago fruit jars were plentiful and not too popular, but today the used ones bring almost the new price.

Additional prices received by the Chaffee Auction firm this year include: January 8 — John Rogers groups; Shaughram & Tatter (fair) — \$325; Coming to the Parson (fair) — \$300; Checker players on the farm (good) — \$550; Sam Colt Navy gun — \$500; Contender Thompson hand gun — \$100; barn lantern — \$27.50; oak hall tree — \$100; grandfather clock (early case), replaced works — \$500; handmade latches (four) — \$35; small wood burning stove — \$65; and blanket chest — \$90.

February 12 — Music boxes: 10 songs, no name — \$275; six songs, no name — \$250; and with 26 tin records — \$400;

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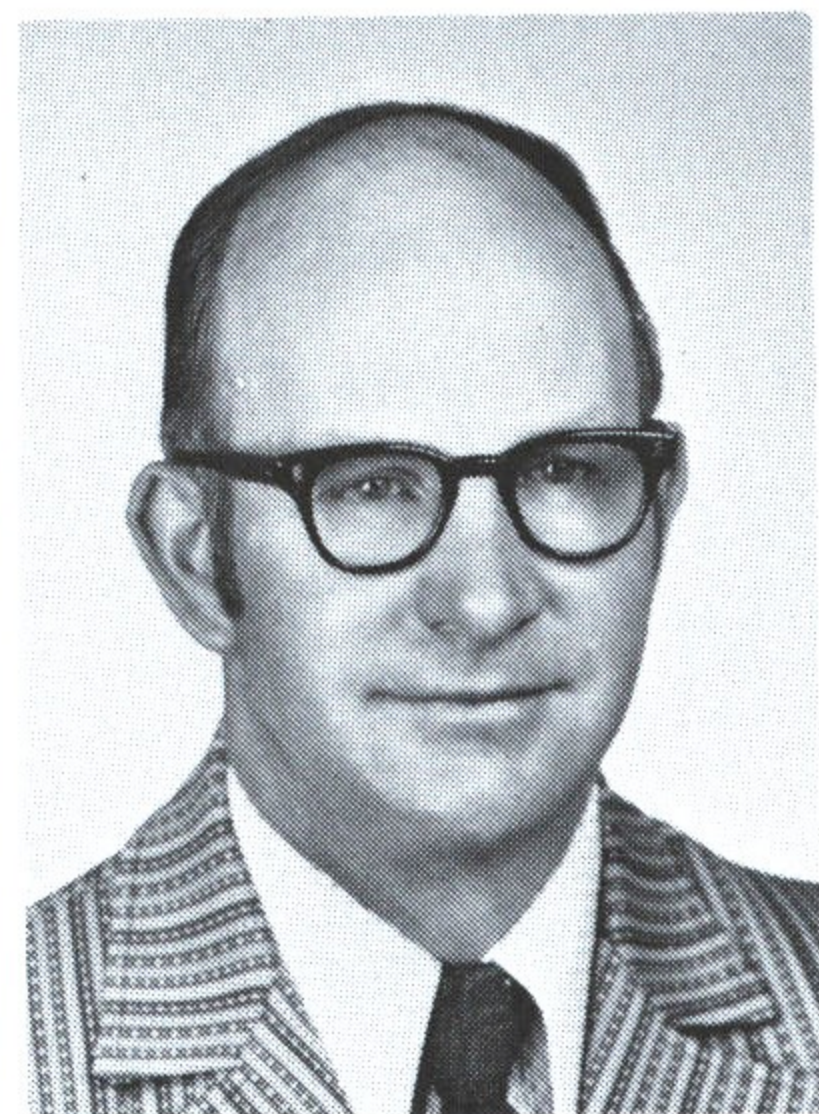
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Empire clock, works replaced — \$425; Admiral barometer — \$170.00; carved large eagle — \$55.00; Weston black powder double gun — \$150.00; Federal mirror — \$30.00; apple peeler — \$32.50; German military sword — \$30.00; lap desk — \$22.50; piano (chair) stool — \$70.00; oak five-drawer chest — \$160.00; bentwood love seat (needed seat) — \$130.00; oak hall tree — \$110.00; square oak china cabinet — \$80.00; cylinder desk — \$400.00; and Windsor-type chair — \$50.00.

March 5 — This outstanding antiques' sale (as were the previous ones) was held in the Town Hall in Monson Massachusetts, with about 700 people attending. Five hundred, seventy-five articles were sold in seven and one-half hours, on a beautiful spring-like Saturday — history of Palmer, Massachusetts by Temple — \$52.50; 1877 detailed map of Spencer, Massachusetts — \$55.00; Graphophone with small horn and two dozen record (cylinder) — \$325.00; French mantle clock with mercury pendulum — \$150.00; country store oil light — \$55.00; hanging oil lamp — \$140.00; Seth Thomas 8-day mantle clock — \$150.00; French style dresser — \$150.00; marble sideboard — \$300.00; curio cabinet — \$150.00; rope leg drop-leaf table — \$110.00; oak document file — \$275.00; youth quilt — \$25.00; gold rim bowl and pitcher set 9-piece — \$120.00; three molding planes — \$20.00; crock with blue bird — \$85.00; dome-top trunk — \$37.50; 10-dozen canning jars — \$35.00; pumpkin ware bowl — \$17.50; full-length hall mirror, with marble self — \$150.00.



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Cincinnati Auto Auction's Sale Tops \$1 Million

Over 700 registered bidders were among the large enthusiastic crowd which witnessed the sale of over \$1 million in collector cars by the Kruse Classic division of Kruse Enterprises, Auburn, Indiana.

More than 600 cars were put on the auction block during the three-day sale and nearly 400 of those were driven away as sales. According to auction spokesman the good cars sold at exceptionally good prices while the lesser cars were of average market value.

Cincinnati's winner of the Budweiser Award of Excellence was a fully restored 1931 Lincoln K LeBaron convertible coupe owned by Albert Keiser of Hummelstown, Pa. He sold the car for \$56,000 which was the top sale of the auction.

A fully restored 1931 Cadillac Roadster sold for \$45,000 while a 1931 LaSalle convertible brought \$32,000. The top selling Packard was a 1929 Model 640 Dual Windshield Phaeton for \$26,100. Also topping the \$20,000 mark was a rare 1929 Lincoln Judkins Coupe with alloy body that brought \$21,000.

Lincolns sold at nearly 70 percent at Cincinnati with a 1933 Judkins seven-passenger limousine next in line at \$16,000. Half of 12 Packards went to new owners with the runner-up sale being a 1935 V-12 Club Sedan for \$16,200. A '35 Packard Model 1208 V-12 convertible sedan was a no-sale at \$55,000.

Individual sales included \$8,400 for the 1940 Buick limo used in "The Godfather," a 1967 Jaguar XKE coupe brought \$12,250, a 1969 Rolls Silver Shadow went for \$15,250 and a '57 Silver Wraith for \$11,000. A 1970 Cord replica on a Chrysler drive train sold for \$10,200.

Corvette sales dipped to 11 of 26 selling. A 1962 hard-top convertible in excellent original condition led the way at \$12,500. Overall Chevys were near the 50 per cent mark. Top bid was taken on a 1933 Eagle Roadster, a no-sale at \$18,500.

Mustangs paced the Ford sales with 16 of 21 finding new owners. A 1965 GT convertible and 1973 convertible shared honors at \$3,800 apiece. Sixteen of 38 Thunderbirds sold with a '57 convertible hardtop bringing \$7,300. Top bid was \$10,800 on a 1956 hardtop. A 1936 convertible roadster sold for \$18,500 to pace the remaining Fords while a bid of \$22,500 was refused on a 1936 Deluxe Phaeton.

Largest Crowd at Atlanta International Collector Auction

The largest crowd in the four-year history of the Kruse Atlanta International Collector Auction flocked to Perimeter Mall in early April for the annual event.

Thanks to the assistance of Beth Souther, Marketing and Promotional Director of Perimeter Mall, the two-day

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auction ended with 63 per cent of the near-600 cars being sold. Over \$1,300,000 worth of automobiles were sold.

Corvettes led the way as other special interest cars, such as Thunderbirds, Mustangs and Cadillacs, all sold at good ratios. The 'Vettes, which had been dormant during the past four to five months, suddenly became a "hot" item again as 19 of 31 consignments were sold; a sales percentage of 61. The average Corvette bid was \$5,800 and the 19 sales averaged \$4,700. A 1965 fuel-injected coupe topped the list, selling for \$9,100.

Leading all sales was Atlanta's recipient of the Budweiser Award of Excellence, a 1929 Packard Model 633 Dual Windshield Phaeton for \$34,750. The car was fully restored and had been driven to the auction by the owner from Rome, Ga.



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A customized 1951 Rolls Royce pickup truck was the runner-up, going at \$30,000. Other noteworthy sales were a 1939 Horch Cabriolet for \$19,500, a 1931 Rolls Phantom II Brewster Sedan for \$19,100 and a 1975 Lamborghini Uraco for \$17,300. Selling for \$15,500 was a seven passenger 1926 Cadillac sedan, a 1974 Excalibur Phaeton brought \$15,250 and a 1964 AC Cobra roadster went for \$15,000.

The Duesenberg was a no-sale at \$135,000. A bid of \$64,000 was turned down on a supercharged 1936 Mercedes Benz 540K while a 1925 Isotta Fraschini dual windshield phaeton no-saled at \$57,500 and a 1928 Hispano Suiza rumble-seat roadster for \$51,000.

Front Page Coverage in Columbus Paper Offers Ohioan Opperman Good Publicity

"Country store's demise draws city folks" was the headline on the front page of The Columbus Dispatch; Ohio's capitol city newspaper. The article was about a general merchandise store, which was sold at auction by NAA member Oattie Opperman, Logan, Ohio, and held top billing on the Sunday, May 15, edition of the paper. Circulation, on Sunday, of the Columbus Dispatch is approximately 320,000.

The John A. Rischert's General Merchandise Store of New Straitsville. New Straitsville is probably, as auctioneer Opperman described it, the moonshine capital of the U.S. Over 350 persons were in attendance at the sale.

One man paid \$11 for a sap-cleared five-gallon oak keg (years ago it was told that Mr. Rischert gave them away when he could find anyone willing to take them off of his hands); a long oaken counter, with 28 bins, sold for \$550; a cooler, built into the wall behind the counter, sold for \$225; the heavy metal cash register sold for \$400 (eight times the highest figure on the keyboard); one wooden showcase for \$220 and the second for \$225 (with broken glass in two of its sections); a wooden and glass ribbon

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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
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LUNDEEN SALES FORMS

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cabinet, still stocked with some of the cottons and silks Mr. Rischert sold to New Straitsville housewives, sold for \$460; a leftover bottle of Lydia Pinkham's Vegetable Compound, sold originally at a price of \$1.45, sold for \$15 to a bottle collector; and a stack of writing tablets with cover pictures of Randolph Scott, Hopalong Cassidy and Betty Grable sold for \$43.

Auctioneers pay heavily for sale advertising but the free publicity offered Ottie Opperman, due to the history and nostalgia created at this General Merchandise Store, can do nothing but create good business and lasting opportunities.

The Columbus newspaper described the NAA member and the sale as follows: Big Ottie Opperman, the strong-voiced auctioneer from Logan, Ohio, called the shots as eager outsiders and a few local folks picked the bones of the store Rischert's father, Henry, opened in 1884."

Arkansas Association Meets In Little Rock; Next Meeting Scheduled for October 1st!

The Arkansas Auctioneers Association held their semi-annual meeting and convention in Little Rock at the Ramada Inn South and new officers were elected for the Association during that meeting. The new officers include: President — Larry Montgomery, Berryville; Vice President — Paul Kelley, Batesville; Secretary-Treasurer — Jayne Lowery, Dennard; Chairman of the Board and three-year Director — A. W. Lowery, Dennard; Director — Sonny James, Mt. Pleasant. The other directors include: Two-year — Hershel Rouse, Searcy and Fred Hiatt, Rogers; One-year — Mack Rainbolt, Lexa and Rick Ellis, Searcy.

A very informative and entertainment was held by the Arkansas members, which was chaired by Tom Blackmon. The next convention will be held in Rogers at the Town and

BRITTEN AUCTION ACADEMY

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The School of Distinction

Country Motel on October 1. Fred Hiatt will serve as convention chairman.

The Arkansas Auctioneers Association urges all auctioneers to support their State Association by attending the October meeting and additional information about the convention can be obtained by calling Secretary-Treasurer Jayne Lowery, 745-4261, or any of the above listed State Association officers and or/directors.

**Jayne Lowery, Secretary-Treasurer
Dennard, Arkansas**

CONVENTION DATES

July 28-30 — National Auctioneers Association, Olympic Hotel, Seattle, Washington.

September 11 — Louisiana Auctioneers Association, Holiday Inn, Alexandria.

October 1 — Arkansas Auctioneers Association, Town & Country Motel, Rogers.

New Jersey State Society of Auctioneers meets bi-monthly all year — October, December, February, April, June & August.

December 3-4 — Virginia Auctioneers Association, Martha Washington Hotel, Abingdon.

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Hall of Fame Selections

In Seattle, at the President's Banquet on Saturday night, July 30, 1977, at the 1977 Convention, two new recipients of the Hall of Fame Award will be announced. Last year the two new recipients were Richard M. Brewer of Mt. Hope, Kansas, and Wendell Ritchie of Marathon, Iowa.

Selection of the Hall of Fame Award is made by the past recipients, all of whom were selected for the honor for their dedication to and efforts for the National Auctioneers Association and the auction profession in general. The long list of outstanding NAA auctioneers includes the following members:

1961

Herman W. Sigrist, La Grange, Indiana
Arthur W. Thompson, Lincoln, Nebraska

1962

Ernest T. Sherlock, St. Francis, Kansas
Jack Gordon, Chicago, Illinois

1963

Dan J. Fuller, Albion, Nebraska
Guy L. Pettit, Bloomfield, Iowa

1964

Henry Rasmussen, St. Paul, Nebraska
Bernard C. Hart, Frankfort, Indiana

1965

Tom D. Berry, West Newton, Pennsylvania
Harris Wilcox, Bergen, New York

1966

Charles Corkle, Norfolk, Nebraska
Leon E. Joy, Ames, Iowa

1967

Frank E. Fitzgerald, Bismarck, North Dakota
Louis L. Stambler, Honolulu, Hawaii

1968

Walter S. Britten, Bryan, Texas
Herbert W. Van Pelt, Readington, New Jersey

1969

John A. Overton, Albuquerque, New Mexico
Fred S. Ramsay, Madison, Tennessee

1970

John L. Cummins, Cynthiana, Kentucky
Ernest C. Freund, Fond du Lac, Wisconsin

1971

Albert C. Dunning, Elgin, Illinois
Rex Young, Plattsmouth, Nebraska

1972

Ralph W. Horst, Marion, Pennsylvania
B. L. Wooley, Little Rock, Arkansas

1973

Timothy E. Anspach, Albany, New York
Robert E. Penfield, Bowman, North Dakota

1974

Jim Messersmith, Jerome, Idaho
Romaine Sherman, Goshen, Indiana

1975

Dean W. Fleming, Atkinson, Nebraska
Wayne Kessler, Campbellsville, Kentucky

1976

Richard M. Brewer, Mt. Hope, Kansas
Wendell Ritchie, Marathon, Iowa

Reminders . . .

Many NAA members, and especially some of the advertisers in THE AUCTIONEER magazine, fail to remember that the magazine is not published in August annually. Eleven issues of the magazine are published annually.

Several other changes were made by the NAA board of directors, at its January, 1977, meeting, which will affect advertising in THE AUCTIONEER magazine, the manner in which the Booster Club contributions may be made and the magazine's subscription rate.

Effective with the September, 1977, issue of THE AUCTIONEER, the magazine advertising rates will be increased and the new rates are published on page 4 of this issue (and the past four issues).

The Booster Club subscribers who have contributed \$5.00 during the 1975-76 NAA year will have their name listed up through December, 31, 1977, and in the January, 1978 issue of the magazine. After that issue the Booster Club listing will be made quarterly (April, July and October) and the contribution will be in the amount of \$10 — not \$5 as in the past. Anyone making a recent contribution will need to make a new contribution after January, 1978.

The last NAA reminder is that the magazine subscription rate also will be increased from \$6.00 annually (11 issues) to \$7.50 per year. The magazine subscription increase also will become effective with the September, 1977, issue.

Subscribers will be limited to non-auctioneers only as an auctioneer, who is not a member of the NAA, cannot subscribe to THE AUCTIONEER. One of the privileges of membership is the use of and receiving the magazine, which includes services and ideas about the auction profession and if an auctioneer wishes to receive the magazine, he can have his membership sponsored by a current NAA member in good standing.

Finally, members have been mis-using the NAA Directory of members and the Directory should not be used by anyone — member or non-member — to solicit commercially. The Directory should be used by members for auction references only, but should not be used to advertise your product, distribute catalogs, etc.

The year 1976-77 was good to the NAA and I hope it has been good to auctioneers as well.

Harvey L. McCray, Executive Director
National Auctioneers Association

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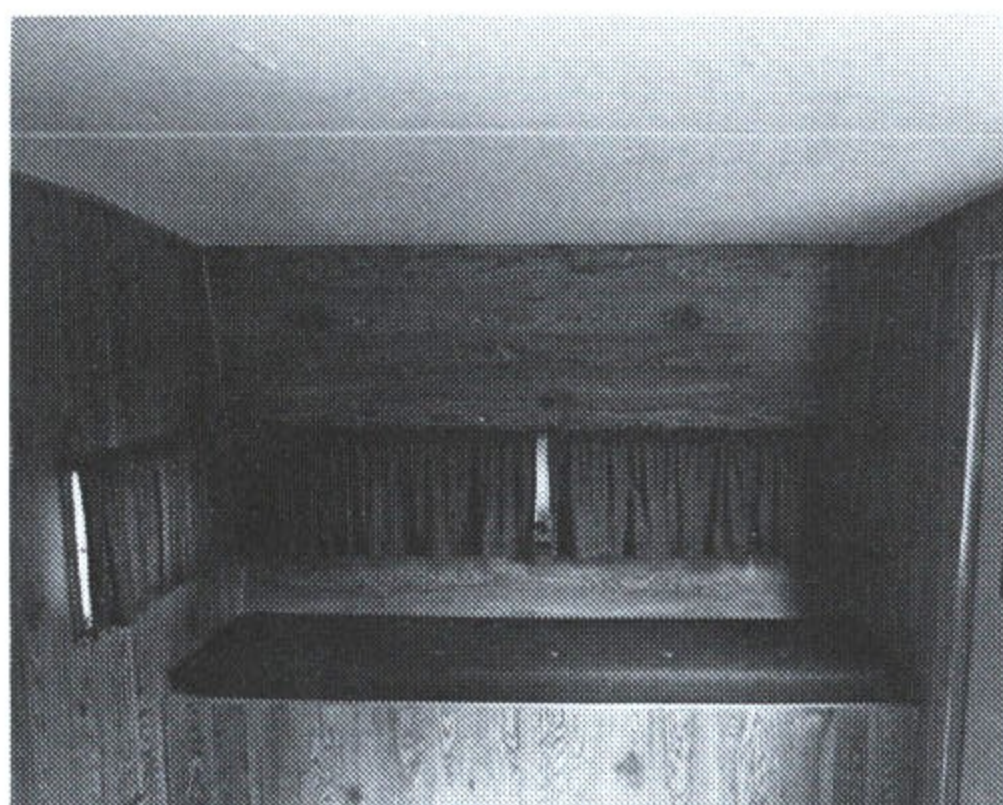
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The CLERKMOBILE Trailer and Auction Top.



Cashier counter top and storage drawers (left). Front view of CLERKMOBILE Trailer, showing seat and storage.

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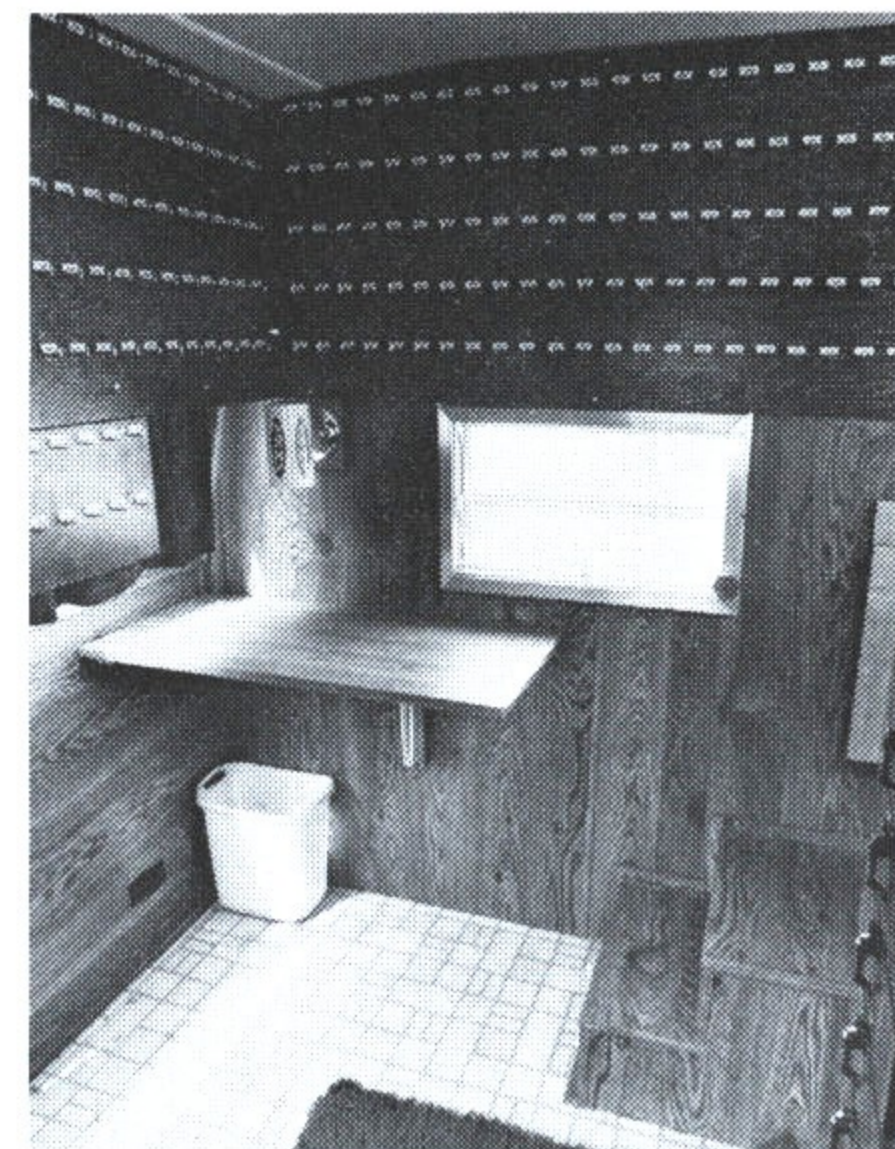
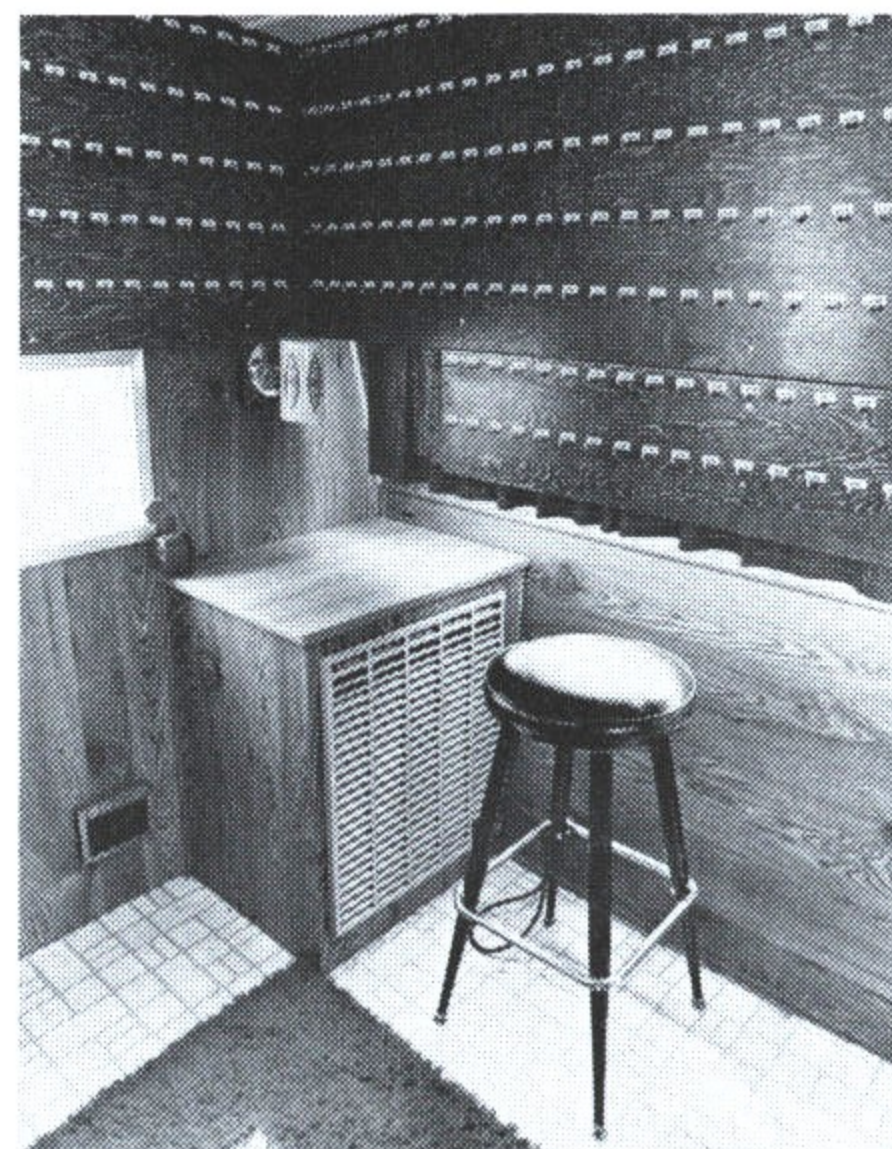
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Buyer Number

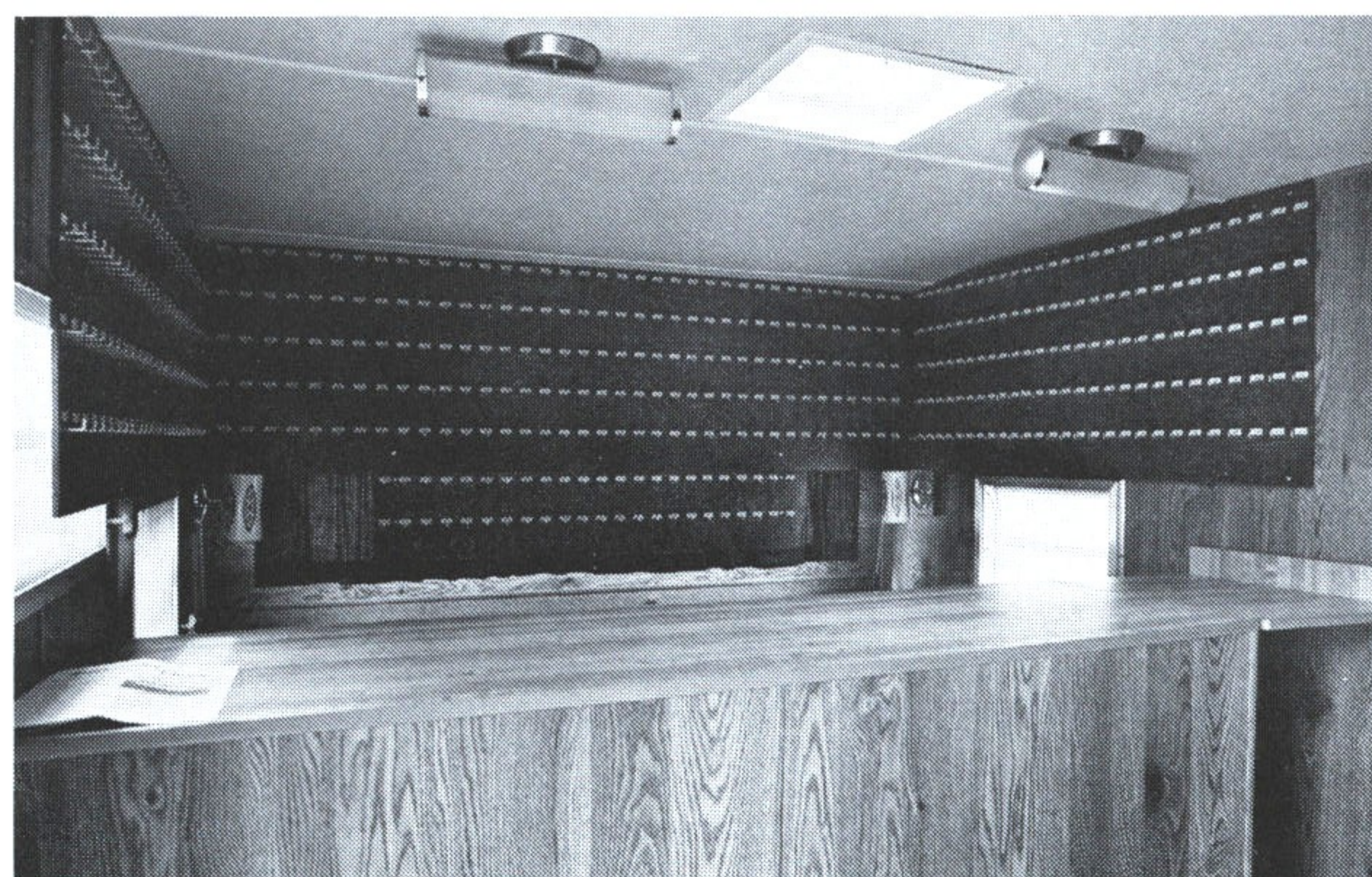
Clerk Sheets

Note that the CLERKMOBILE Trailer comes equipped with a Clerkmobile Auction Kit that may be used with the patented CLERKMOBILE Auctioneering System.

By Art Feller



Inside right and left rear views showing gas heater and cashier work desk.



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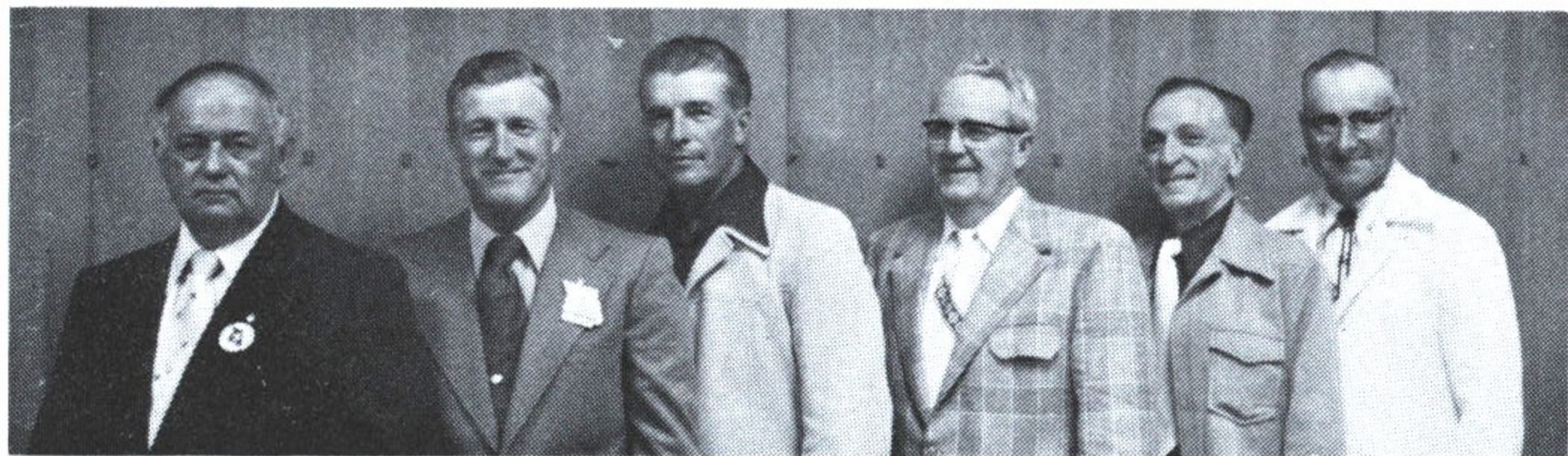
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Springfield is '77 Site Of Missouri Convention

The Missouri State Auctioneers Association held its May, 1977, spring semi-annual meeting at the Sheraton Motor Inn in Springfield. Lyle Erickson, NAA President, made a presentation on "Real Estate At Auction" and those in attendance were introduced to some new and realistic methods of presenting a real estate auction.

The second session offered a self-improvement workshop on "Estate Planning" and was so ably delivered by John Courtney, attorney at law. The information gleaned can be used by the individual or give one knowledge to advise his clients.

The afternoon sessions adjourned to the New Plantation cafeteria for an enjoyable dinner, as well as more food for the mind. Session III was a show and explanation of "Depression Era Glassware" by Mrs. Fern Angus, Marionville, who is the former editor of the Depression Glass Journal. She discussed patterns and molds of this widely collectible glassware.



NEWLY ELECTED OFFICERS of the Missouri State Auctioneers Association include, left to right: Tony Thornton, president; R. E. Voorheis, 1st vice president; Don Albertson, 2nd vice president; and directors Lenzie Beck, Gerard Weisbrod and Victor Crawford (not-pictured) and secretary-treasurer D. H. Livingston.



MISSOURI GOVERNOR Joseph P. Teasdale signs the proclamation, proclaiming National Auctioneers Week in the State of Missouri. Attending the signing ceremony, from left to right, were: Oren Shaw, Blue Springs; Robert Potter, Linn Creek; Tony Thornton, Springfield; Ken Barnicle, Ballwin; Glenn Binger, Blue Springs and D. H. Livingston, Willard.

On Sunday morning, prior to the business meetings of the board of directors and Ladies Auxiliary, an informal hour was enjoyed with coffee and rolls. Following a splendid noon luncheon, auction families and guests were enthusiastically addressed by Lyle Erickson, and his address was spiced with Nordic humor.

First vice president Tony Thornton presided over the general business meeting — president Victor Crawford was unable to attend the conventions due to illness — which concluded with the election and installation of new officers. The convention was chaired by D. H. Livingston, MSAA secretary-treasurer.



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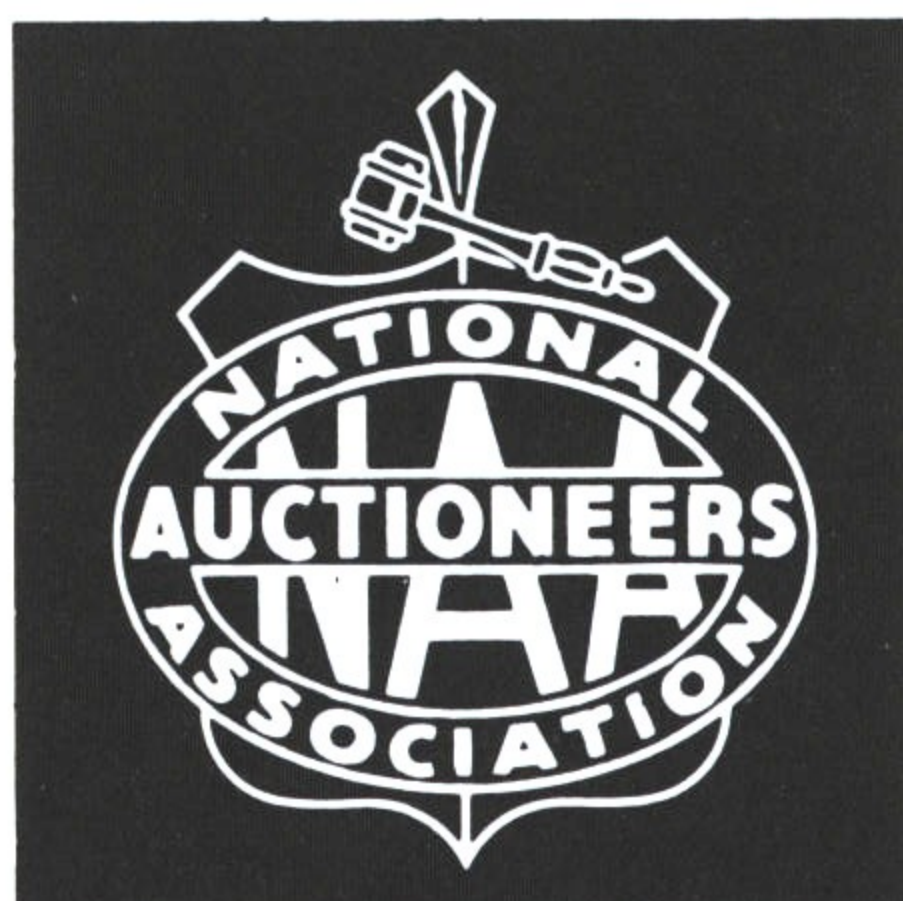
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Auctioneers In The News

Earl Clauer Observes 40th Year of Auctions

Earl F. Clauer of Dodgeville, Wisconsin, celebrated his 40th year in the auction business with a reception at the Don Q Inn in Dodgeville on Sunday, November 21, 1976. Even though too late to attend, fellow auctioneer Wm. K. Bodell of Hazel Green, Wisconsin, suggested that the NAA Office make this celebration known to other members.

Information about Earl Clauer's anniversary was mailed to the NAA on an auction sale bill, suggesting that it was one of Earl Clauer's beginning sale bills. The date of the sale was November 21, but the year was not shown. The fact that several items, which depict type of equipment in the twenties (iron wheel wagon, sleigh almost new, wagon box and sideboards, etc.) gives the impression that the sale bill is a Clauer memento.

Ross Kemp, NAA member from Stratford, Ontario, reported that his wife, Jean, passed away suddenly on Monday, May 9, 1977. The NAA Office expresses sympathy and condolences to Ross on this belated announcement.



THE SALE BILL of the John Treloar sale by NAA member E. F. Clauer suggests that it is one printed in the early twenties and which was submitted to help observe Earl Clauer's 40th year as an auctioneer.

In Memoriam . . .

FRANK THARP

Frank Tharp, former NAA member and retired auctioneer from Grant, Nebraska, died peacefully in his sleep Saturday evening, May 14, at the Golden Ours Convalescent Home in Grant. Frank had been a member of the NAA until 1972, when he retired. He was known as Perkins County, Nebraska's most notable and beloved citizen. He had been an auctioneer for 60 years and became well known in the midwest as the founder of Tharps Annual Machinery Sale, which brought thousands of people to Grant to take part in the auction where more than 1,500 pieces of machinery were auctioned in a single day.

Frank was many things to many people and a friend to all. He was the county's biggest promoter, traveling throughout the small communities where his public address system was used at countless special events, often with Frank as the emcee.

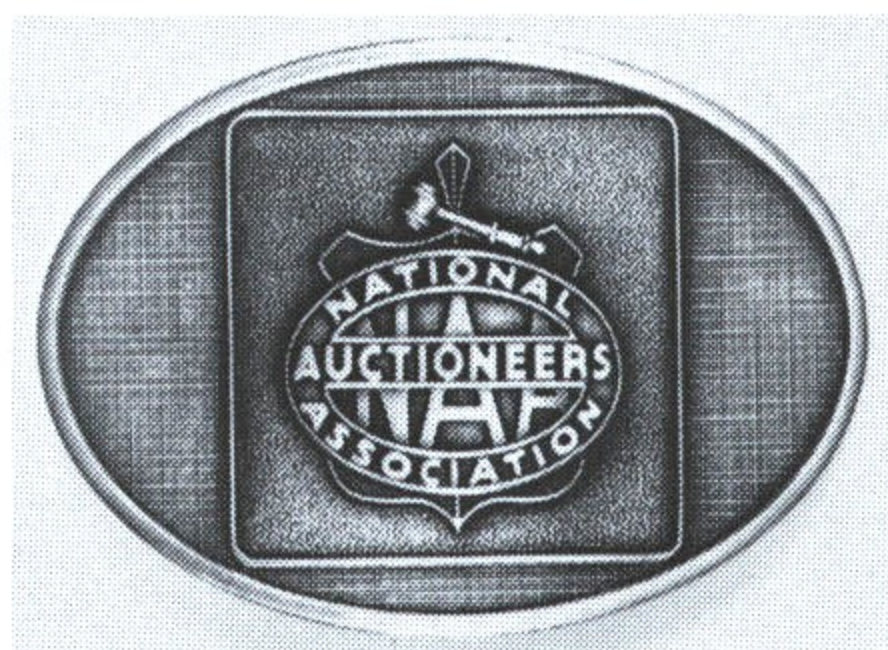
To the children of the community he was known as the "Candy Man". His old Edsel station wagon could be found parked beside the fence at the Grant grade school during recess, with children surrounding it as Frank passed out suckers.

An Irishman, his biggest day of the year was St. Patrick's Day when Frank could be found touring the community, decked out in green from his cowboy boots to his top hat, including green hair. At times he even dyed a goat green in honor of the occasion and children would ride on it as he made his rounds.

Frank always said the secret of success was "personality and salesmanship" and he had an abundance of both, but most of all it was his love of others and his genuine interest in the welfare of his family and friends that is most remembered.

Surviving are one son, one daughter, five grandchildren, five great-grandchildren, one sister, and a multitude of other relatives and friends.

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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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Virginia's Ron Tull Appointed To Two State Study Committees

Ron Tull of Annandale, Virginia, has been appointed by the Virginia Real Estate Commission to a nine-member committee to study the abuses in the development and sale of recreational land in Virginia. The appointment of a committee was requested by the 1977 session of the Virginia Legislature in House Joint Resolution 254.

Ron also has been invited by the Virginia Commission of Professional & Occupational Regulations, along with other Virginia Association members Calvin S. Jones, Esq. (VAA President); Edmond B. Cherry, Jr., Hampton; Clarence L. Marshall, Hillsville; J. C. Horney, Jr., Wytheville; and Earl Bland, Harrisonburg, to study auctioneer laws.

The Commission auction laws' study involves the feasibility of amending existing statutes of various types of auctions and make them more workable, easier to live with, and understandable. The meeting was scheduled for June 15 at the Commission's administrative offices in Richmond.

The real estate study will include, but may not be limited to, the number of recreational land developments in the state, their method of doing business, and the need, if any, for corrective legislation. The Committee will hold public hearings across the state to hear testimony and suggestions from the general public and other interested parties.

A report by the Committee to the Governor and General Assembly is expected on or before November 1, 1977.

Ron Tull also suggests that NAA members be aware of the following: The national bankruptcy laws are being overhauled extensively and completion is expected in early 1978. Congress has been holding hearings on the subject since 1975. The latest bill introduced this year was by Representative Don Edwards (Democrat-California) and Representative Caldwell Butler (Republican-Virginia).

At the Certified Auctioneers Institute, William French, legal teacher in Class II, informed the class that the Uniform Commercial Code was being reviewed for change.

Ron also advises auctioneers to keep a close watch on your local legislators for any act that involves auctions and auctioneering. Currently several laws on the books about auctions and auctioneering were put there by someone other than auctioneers. "Get copies of any proposed legislation and have your committees correct any abuses or inequities involving the auction method of sale and make your position known to proper law makers," Ron concluded.

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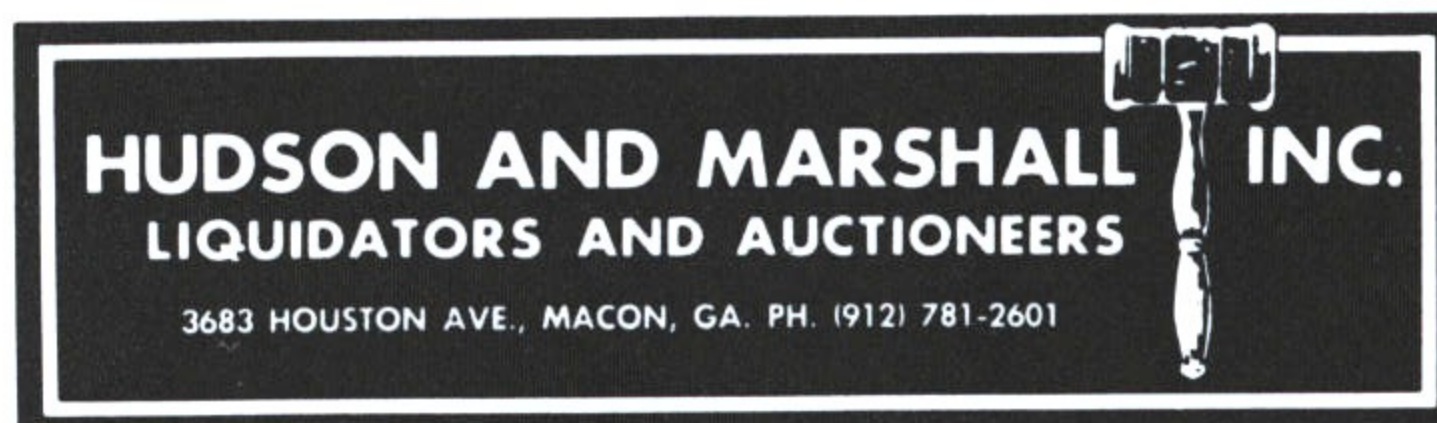
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Internal Revenue Service Information . . .

EDITOR'S NOTE: The Internal Revenue Service, in an attempt to help familiarize the public with tax law provisions that affect them during the tax return filing period and throughout the year, has submitted several articles, which the editors believe may be of interest to auctioneers in their businesses. The following article was furnished to the NAA by the Internal Revenue Service.

Charity begins at home according to the old saying. And it's certainly true at tax time since charitable contributions are a legitimate income tax deduction if donated to a qualified organization and if you itemize deductions.

An organization can tell you if it meets the qualification requirements and, of course, you can always check with your nearest IRS office if in doubt.

Contributions must be made before the close of the tax year. No exceptions. A mere promissory note for a contribution does not qualify as a deduction until the promised payments are actually made. The pledges give the organization a necessary basis for estimating its income for the year, but contributors can deduct only that portion of the pledge actually paid during the tax year.

In general, a contribution deduction cannot exceed 50 percent of your adjusted gross income. Contributions to certain private nonoperating foundations, veteran's organizations, fraternal societies, and nonprofit cemetery companies are limited to 20 percent of your ad-

justed gross income. Also, there is a 30 percent limitation that applies to contributions of certain capital gain property.

If you donate property other than cash, you generally may deduct the fair market value of the property — the reasonable price of the property if it were being traded or sold as an item of merchandise.

A common example would be the donation of clothing or other items to an organization such as the Salvation Army or Goodwill Industries. The amount claimed as a deduction must approximate the true worth of the goods in the condition they are in at the time they are donated. If you're donating a 5-year old bicycle, you should ask yourself, "What would be a fair price for this bicycle after five years of wear and tear?" Usually, organizations will ask you to state a value at the time the contribution is made or they will issue an open ended receipt for the donation.

A word of caution is in order on deductions for things like charity balls,

fund raising banquets, and the like. If part of the donation is for entertainment, special privileges, or benefits — that part is not deductible. For instance, you pay \$20 for a ticket to attend a concert at a local high school. The concert is a school project to raise money for a community charity. The cost of the musical entertainment is \$5 and it is included in the \$20 ticket price. You must remember to subtract that \$5 from the amount of your deduction. Your contribution to charity in this case would be \$15 (\$20 minus the \$5 entertainment charge).

Some kinds of contributions can get rather involved, such as gifts of appreciated property which may require you to reduce the fair market value by all or a portion of the appreciation when figuring your deduction. And the amount of that reduction depends on whether the property is ordinary income property or capital property.

Remember, too, that you must keep good records and receipts to verify your deductions. Cancelled checks can fill the bill here. For contributions of property other than money, you must attach a statement to your tax return explaining the kind of property contributed, the cost, the fair market value and the method you used to determine that value at the time of the contribution, and whether or not the contribution was reduced by any appreciation in value.

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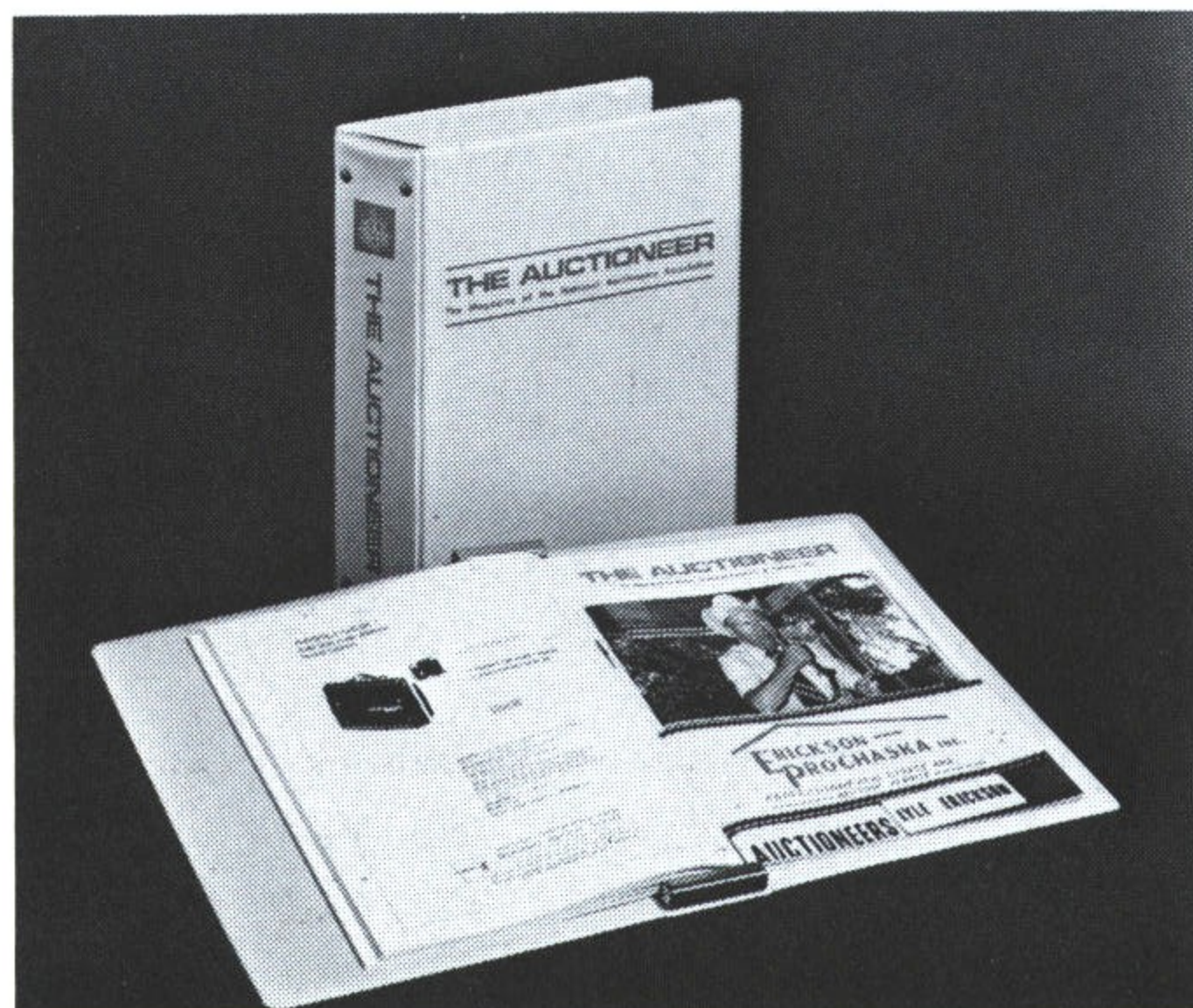
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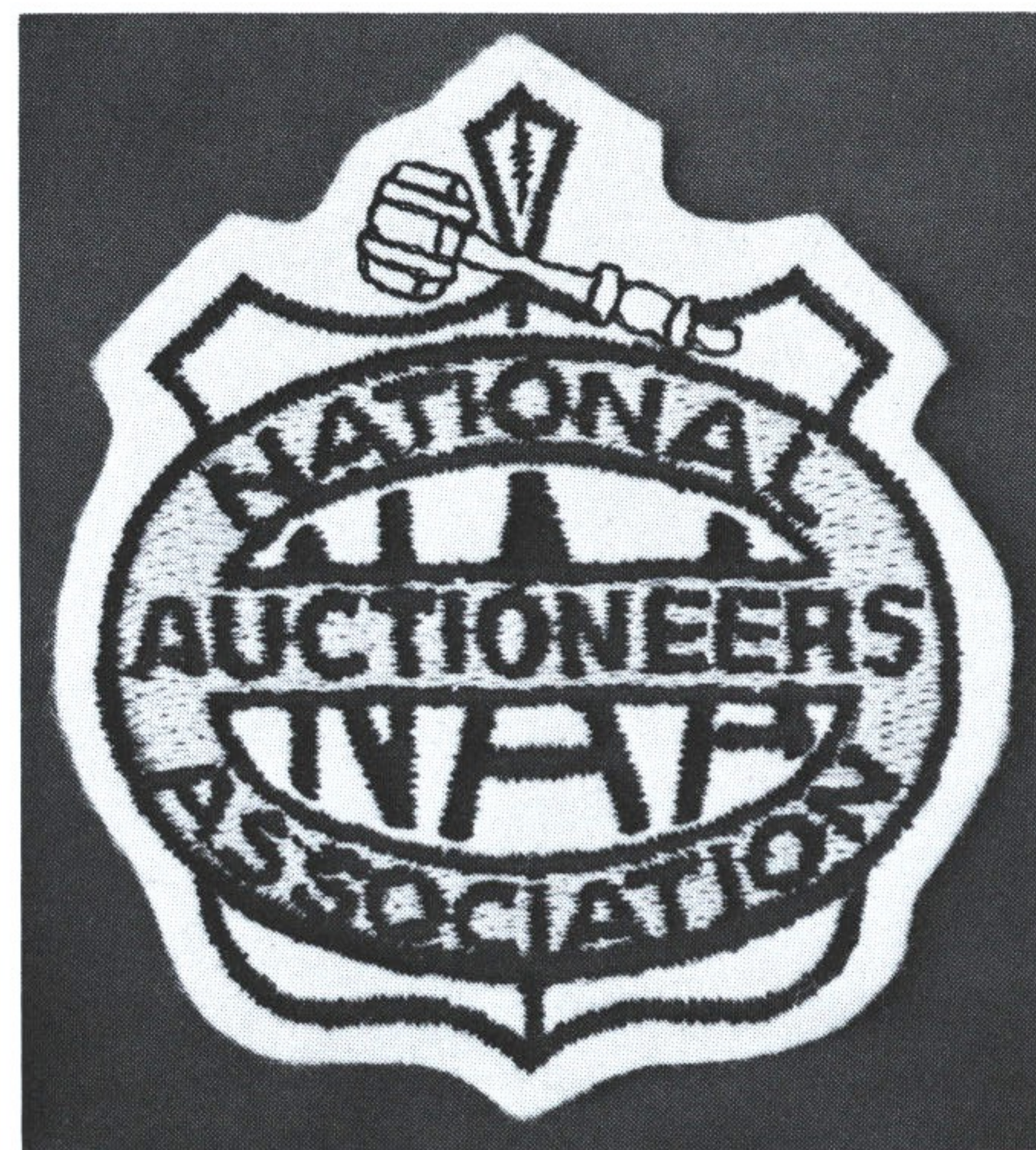
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The supporting members are not reminded when the year's contribution has run out as the contributions are voluntary. However, for the purpose of simplifying the accounting process BOOSTER CLUB contributors should send their contributions at same time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

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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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 Dub Bryant—Big Springs
 Arthur Bunnell—Marble Falls
 Phil Bunnell—Marble Falls
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 Roy Cagle—Tyler
 Jim Davis—Richardson
 Jimmy Davis—Odessa
 Jack Dulin—Hale Center
 Sam Edlin—Kingsville
 Maurice Elsberry—Houston
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 Bob Fletcher—Brownwood
 Robert Fletcher—Amarillo
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 Bob Goree—Amarillo
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 Doyle McCurry—Lubbock
 Don McNally—Mesquite
 Tex McPherson—Dallas
 Grady W. Morris—Colorado City
 Homer O'Haver—Beaumont
 Jack V. Ogle—Greenville

Jim Parks—Richardson
 J. W. Perdue—Longview
 Von Reece—Austin
 Ralph Segars—Longview
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 Blaine Smith—Dallas
 R. J. Smith—Lone Oak
 Sherrell Speer—Wharton
 C. Bud Stockton—Georgetown
 Tillery Gee, Inc.—Dallas
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 S. L. Vaughn—Mesquite
 Bill Wade—Dallas
 Bill Watson—Kilgore
 W. J. Wendelin—Henderson
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John R. Grimsley—Vernal
 T. I. Mann—Salt Lake City
 John Owada—Salt Lake City

VERMONT

Walter Flatow—Waterbury Center
 Terry P. Lawton—Brattleboro
 Douglas D. Linzer—S. Ryegate
 Tom Whittaker—Brandon
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 Herbert Bluestone—Hampton
 Sim Brewster—Cedar Bluff
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 Randy Grudzinski—Walla Walla
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 Bill Jones—Othello
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 Mick Sather—Conway
 Eric Schenfeld—Port Orchard
 Orville Sherlock—Walla Walla
 Jeff Stokes—Port Orchard
 Larry Stokes—Port Orchard
 R. M. (Bob) Williams—Arlington
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 Earl Witzel—Oak Harbor
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 Bill Sheets—Buckhannon
 Duward Sprowls—Elm Grove
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 Lyle Atkinson—Mauston
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 Robert C. Behnke—Oshkosh
 Rodney Behnke—Oshkosh
 Andy Blystra—Two Rivers
 William K. Bodell—Hazel Green
 Robert Brandau—Wilton
 W. C. Broughton—Hollandale
 Lester M. Bue—Beloit
 Earl Clauer—Mineral Point
 Donald K. Clayton—Cuba City
 Gordon Clayton—Belmont
 Earl Culp—Madison
 Riley Cummings—Baraboo
 Anita B. Dahlke—Oshkosh
 Art Doede—Rosholt
 Marlyn Doede—Rosholt
 Joe Donahoe—Darlington
 Donald Duman—Algoma
 Leonard Dye—Oxford

Jim Esch—Showano
 Peter Faith—Whitewater
 Charles A. Fandrich—Portage
 George H. Felton—Madison
 Dean Ferris—Lancaster
 Judy L. Fish—Poynette
 John Freund—Omro
 Robert Freund—Omro
 George Froom—Three Lakes
 Harold Gavin—Baraboo
 James Gavin—Reedsburg
 Dean George—Evansville
 Paul George—Evansville
 Fred C. Gerlach—Brookfield
 Ray Gevelinger—Dodgeville
 William Glass—Racine
 Bert Grochowski—Durand
 Henry Sonny Gygi—Cornell
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 James Heike—Mondovi
 W. C. Heise—Oconto
 Neil C. Hilgenberg—Shawano
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 Chester Hollenbeck—Rhineland
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 Jerome Liebe—Iola
 Don Lloyd—Oshkosh
 Gordon Lockwood—Hollandale
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 Neil Nelson—Westby
 Albert Noble—Mineral Point
 Walter Nowatske—Mukwonago
 James D. O'Brien—Eden
 Pat F. O'Brien—Eden
 Francis O'Connor—Clintonville
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John Paffel—Cumberland
 H. Jim Paul—Kewaskum
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 Donald Poller—Platteville
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 John Reynolds, Jr.—Dodgeville
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 Joe Perlich—Lethbridge, Alta.
 John E. C. Russell—Castlegar, B.C.
 Frank Stapleton—Newtonville, Ont.
 Barrie Wingrave—Millet, Alberta
 Ladies Auxiliary to the NAA

PULL WIRES

To insure the education of teenagers, parents need to pull a few wires — TV, telephone, ignition.

NEIGHBORLY ADVICE

A salesman told the housewife at her door: "Ma'am, I would like to show you a little item your neighbors told me you couldn't afford."

HEAVY READING

Said the old man to a small boy carrying a load of newspapers under his arm, "Don't all those papers make you tired, my lad?"

"Naw," replied the boy, "I don't read 'em."

PAY ME NOW

Sign on auto mechanic's wall: A \$400 overhaul now could save you from a big repair bill later.

GOOD MANNERS

She was an exasperating customer and hadn't bought a thing. "Why is it," she snapped at last, "that I never get what I ask for in your shop?"

"Perhaps, madam," said the assistant, "it's because we are too polite."

RETURNED GOODS

Police officer: "Why did you break into the same store three nights in a row?"

Thief: "I stole a dress for my wife and had to exchange it twice."

BRILLIANCE VS. STUPIDITY

By the time you recognize a man's brilliance you've forgotten the stupid questions he asked to get that way.

WORKING IDEA

An idea is a curious thing — it won't work unless you do.

AUCTION



SUPPLIES

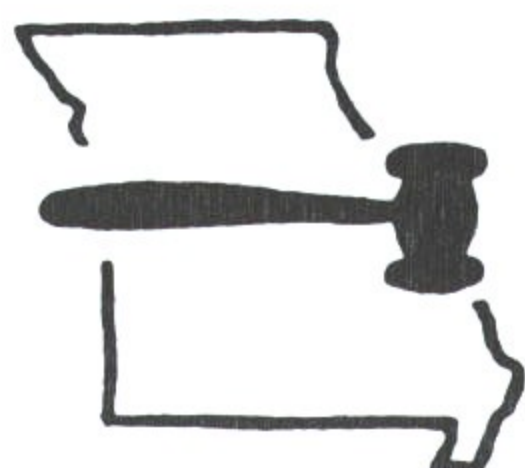
- **"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12**
Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¼x4½". This is an extremely fast, easy, and accurate combination clerking and cashing form. This one form replaces both the standard clerking 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, aCanary & 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 CHASHER'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 and 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 with black or blue ink\$11.50
1,000 Cards with red and black ink\$14.50
1,000 Cards with gold ink\$19.50
- **AUCTION PROMOTION SCHEDULE . . . Form 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., signs, 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.

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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

NATIONAL AUCTIONEERS ASSOCIATION

1977 Annual Convention — July 25-30

The Olympic Hotel, Seattle, Washington

Monday, July 25

8:30 a.m. — TOUR A: Mt. Rainier National Park
7:00 a.m. — TOUR B: One day Excursion to Victoria, British Columbia, Canada
4:00 p.m. to 6:00 p.m. Tuesday — TOUR C: Overnight Salmon Derby. Westport

Tuesday, July 26

8:00 a.m. — TOUR D: Escape to the North Cascades
7:30 a.m. — TOUR E: Beachcombing on the Olympic Peninsula
12:00 noon — NAA "BEAT THE PRESIDENT GOLF TOURNAMENT" — Mt. Si Golf Course, Snoqualmie, Washington
1:00 to 5:00 p.m. — REGISTRATION — Palm Court, Lobby Level

Wednesday, July 27

9:00 a.m. to 6:00 p.m. — REGISTRATION — Palm Court, Lobby Level
9:30 a.m. to 3:30 p.m. — TOUR F: Bremerton & USS Missouri
10:00 a.m. to 8:00 p.m. — TOUR G: Shuttle to Pioneer Square, Pier 54, Pier 70, Pike Place Market, Chinatown, Hansen's Bakery and Seattle Center
11:00 a.m. — TOUR W-4: Chinatown Tour
2:00 p.m. to midnight — YOUTH ACTIVITIES ROOM
2:00 p.m. — EXHIBITS SET UP — Spanish Lounge, Mezzanine Level
7:00 to 10:00 p.m. — YOUTH ROLLER SKATING PARTY — Rollaway, Lynnwood, Washington
8:00 p.m. — NAA RECEPTION AND SING-A-LONG — Georgian Room Mezzanine — (Sing-A-Long to follow Reception in Olympic Bowl, Lower Level)

Thursday, July 28

8:00 a.m. to 6:00 p.m. — REGISTRATION — Spanish Lounge, Mezzanine Level
8:00 a.m. to midnight — YOUTH ACTIVITIES ROOM — Williamsburg Room, Mezzanine Level
9:00 to 11:30 a.m. — STATE OFFICERS' WORKSHOP — Georgian Room, Lobby Level
BID CALLING SEMINAR — Olympic Bowl, Lower Level
10:30 a.m. LADIES STYLE SHOW — Grand Ballroom, Mezzanine Level
12:00 noon — CONVENTION '77 KICK-OFF LUNCHEON — Grand Ballroom, Mezzanine Level
3:00 to 4:45 p.m. — CLERKS, CASHIERING & AUDITING WORKSHOP — Georgian Room, Lobby Level

INDUSTRIAL EQUIPMENT WORKSHOP — Olympic Bowl, Lower Level

3:00 to 5:00 p.m. — NOMINATING COMMITTEE OPEN MEETING — Board Room, Mezzanine Level

3:00 p.m. — STATE AUCTIONEERS LICENSE COMMISSION BOARD MEETING — Colonial Room, Mezzanine

3:00 to 6:00 p.m. — FUN AUCTION ITEMS COLLECTED — Grand Ballroom, Lobby Level

4:00 to 6:00 p.m. — WESTERN COLLEGE OF AUCTIONEERING RECEPTION — Rex Room, Mezzanine Level

7:00 to 8:00 p.m. — VARIETY OF FUN HOUR — Grand Ballroom, Lobby Level

8:00 to 11:30 p.m. — 1977 NAA FUN AUCTION — Grand Ballroom, Lobby Level

8:00 to 11:00 p.m. YOUTH ACTIVITIES A SQUARE'S SWIM PARTY — Aqua Barn

Friday, July 29

7:30 a.m. — IOWA ASSOCIATION BREAKFAST — Pacific Evergreen Room, Mezzanine Level

7:30 a.m. — INTERNATIONAL AUCTION SCHOOL BREAKFAST — Colonial Room, Mezzanine Level

8:00 a.m. to 5:00 p.m. REGISTRATION — Queen's Room, Mezzanine

8:00 to 9:00 a.m. — CONTINENTAL BREAKFAST — MISSOURI AUCTION SCHOOL — Spanish Ballroom, Mezzanine Level

8:00 a.m. — ILLINOIS ASSOCIATION BREAKFAST — Rex Room, Mezzanine Level

8:00 a.m. to midnight — YOUTH ACTIVITIES ROOM — Williamsburg Room, Mezzanine Level

9:00 to 10:20 a.m. — ANTIQUES WORKSHOP — Georgian Room, Lobby Level

DAIRY AUCTIONS WORKSHOP — Olympic Bowl, Lower Level

9:00 a.m. to 11:30 a.m. — OPEN MEETING OF STATE AUCTIONEERS LICENSE COMMISSIONS — Colonial Room, Mezzanine Level

10:30 to 11:45 a.m. — AUTO AUCTIONS-DEALER & CLASSICS WORKSHOP — Olympic Bowl, Lower Level

FARM SALES — MACHINERY CONSIGNMENT WORKSHOP — Georgian Room, Lobby Level

10:30 a.m. — LADIES AUXILIARY BUSINESS MEETING — Spanish Ballroom, Mezzanine Level

12:00 noon — LADIES AUXILIARY LUNCHEON — Spanish Ballroom, Mezzanine Level

12:00 noon — AUCTIONEERS LUNCHEON — Grand Ballroom, Lobby Level

2:00 to 3:15 p.m. — OPEN MEETING OF THE NAA BOARD OF DIRECTORS — Olympic Bowl, Lower Level

4:00 p.m. — KIANA LODGE "GARDEN OF THE GODS" OUTING

Saturday, July 30

7:30 a.m. — STATE OFFICERS' BREAKFAST — Spanish Ballroom, Mezzanine Level

8:00 a.m. — LADIES AUXILIARY BOARD OF DIRECTORS CONTINENTAL BREAKFAST — Pacific Evergreen Room, Mezzanine

8:00 a.m. to midnight — YOUTH ACTIVITIES ROOM — Williamsburg Room, Mezzanine Level

9:00 to 10:20 a.m. — REAL ESTATE WORKSHOP — Georgian Room, Lobby Level

COINS, STAMPS, GUNS & CHARITY AUCTIONS WORKSHOP — Olympic Bowl, Lower Level

10:00 a.m. — SHUTTLE TO SOUTH-CENTER

10:30 to 11:45 a.m. — AUCTION HOUSES, FURNITURE & HOUSEHOLD SALES WORKSHOP — Georgian Room, Lobby Level
LIVESTOCK AUCTION MARKETS SELLING WORKSHOP — Olympic Bowl, Lower Level

11:00 a.m. — LADIES AUXILIARY PAST PRESIDENTS BRUNCH — Pacific Evergreen Room, Mezzanine Level

1:00 to 3:00 p.m. — YOUTH ACTIVITIES MAD HATTER'S UNBIRTHDAY PARTY — Olympic Bowl, Lower Level

1:30 p.m. — ANNUAL MEETING OF THE NATIONAL AUCTIONEERS ASSOCIATION — Spanish Ballroom Mezzanine Level

4:00 p.m. — FIRST ANNUAL MEETING OF THE 1977-78 NAA BOARD OF DIRECTORS — Colonial Room, Mezzanine Level

6:30 p.m. — HEAD TABLE ASSEMBLY FOR DIGNITARIES OF THE PRESIDENT'S BANQUET — Georgian Room, Lobby Level

7:00 p.m. — PRESIDENT'S BANQUET — Grand Ballroom, Lobby Level

8:00 to 11:00 p.m. — YOUTH ACTIVITIES — DISCO PARTY — Olympic Bowl, Lower Level

9:00 p.m. — PRESIDENT'S "JUST LIKE HEAVEN IN '77 BALL" — Spanish Ballroom, Mezzanine Level

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