THE AUCTIONEER

The Magazine of the National Auctioneers Association ● December, 1983

Greetings of the Season . . .



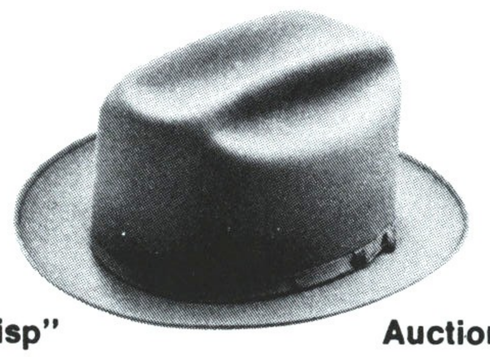
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OVERLAND PARK, KS 66214
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. . . and Best Wishes
for the New Year!

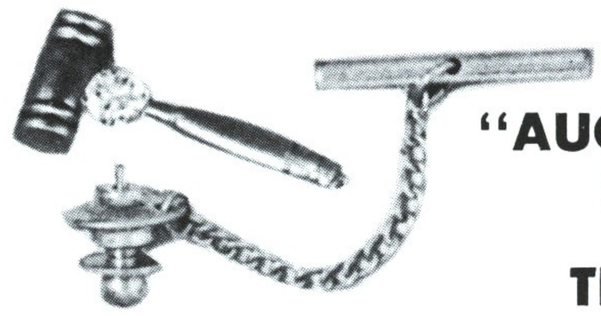
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Stetson "Wisp"



Auctioneer Hat



"AUCTIONEER'S GAVEL"

TIE TACK

The weather has changed back to the cool side and it's time to go back to the felt. We have the now "Famous" felt "Auctioneer" hat in a complete range of sizes in all three brim widths (2⅛" - 2⅜" - 2⅝") and in the ever popular Silver Belly color. We also have it in a new color Milan Straw that I guarantee you will like and enjoy wearing in the same brim widths. The 4X Silver Belly "Wisp" Stetson (Marlboro Man Type) continues to be in great demand and we also have a good supply of them. While we are talking about hats I would be remiss if I did not remind you of our White Panama Stetsons (as are all our hats) that will tickle the fancy of any discriminating auctioneer and it only comes in a 2½" brim.

We are still getting calls for our London Fog type windbreakers with our four color NAA embroidered emblem sewn on the left breast. They feel good around your shoulders this time of the year and in the spring. When ordering pick your second choice in colors as we may be out of your first choice when you order.

I have heard, "what do you give an auctioneer that has everything", many times and the best answer I know is an auctioneer's Gavel Tie Tack. They are an attention getter and will provide many a conversation. I have booked several sales because of the one I wear – I never go anywhere without mine and would feel naked without it. Sterling Silver or Gold plated Tack with or without man-made diamond start at $50.00. Solid 14K Gold tacks with .20K sparkling diamond from $225.00 up to .50K diamond at a higher price. Call for prices. They make good Christmas, anniversary, birthday or just because you love 'em presents.

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Active Membership is the Key to Success



As we approach the Christmas season, I am astonished at how fast the time is flying by. It seems like only a few weeks ago that we were all in Houston, Texas, enjoying the Texas hospitality at our annual convention.

Much has happened since July! The new NAA Headquarters is nearly finished and already our office staff has moved into the beautiful new facilities and are in full operation. Of course, we were all pleased with the absolute sale of the NAA building for $154,000.00. The dedication of the new building will be on Sunday, May 20, 1984 and we hope that many of you will make plans to attend if it is at all possible. Hotel accommodations must be made well in advance and Executive Vice President Harvey McCray will try to locate rooms for overnight travelers.

I was pleased with the hard work and dedication of our Board of Directors at the fall board meeting in Overland Park on October 24-25. A great amount of planning was accomplished by this board, not only for the coming year, but many long-range ideas were discussed that will help chart the NAA course for years to come.

The board spent a considerable time inspecting the new office. While there, the thought came to me that this board will change from year to year, as will our office staff, but 50 years from now, this new facility should remain to serve the needs of our growing association and its members.

If I have one wish for the Association, it will be that every auctioneer in this great land who desires to be a true professional, will become an active member, and that our present membership will individually fulfill this dream by signing these new members. If you haven't taken the time to get a new member, why not do it today?

We are in high hopes that we will have a full registration at our January and February seminars. President-Elect Sammy Ford has really put together two great programs. Much work has been done in organizing these two, truly educational events. It will be worth your efforts to attend. I will look forward to seeing you there.

At a state convention I recently attended, a member remarked that he could hardly wait for next year's NAA convention in Minnesota. This convention will be exciting and somewhat different. You will never find friendlier, more hard working people than the Minnesota auctioneers and their families. Mark your calendar now for July 17-21. Don't schedule anything else and plan to take your entire family.

The Holidays will soon be here; it is a joyous time of the year. We hope that you will be with your loved ones and will have the most beautiful Christmas ever.

At Thanksgiving time I reflected back on all of the wonderful things that we have here in America. And as we travel across this great nation, I marvel at the beauty that we see and how we so often take it for granted. Marge and I spent a week on the Island of Aruba in October, on a much needed vacation, and we were very close to Grenada. It doesn't seem possible to me that there is so much turbulance and trouble in the world.

I feel very strongly that we have so much to be proud of here in this nation. Our people; our land; our profession; belongs to all of us. We should never lose sight of the values of our forefathers that have made us what we are today.

As you enjoy this holiday season, look around you and maybe you will find some one you know who can use a special gift this year. On nearly every street in every town, there will be someone who will be less fortunate than we are. Maybe an elderly person who would love to have a box of candy and someone to care just a little bit, or there may be a young child who will not have any Christmas at all if someone doesn't lend a helping hand. It could be a special Christmas this year for you; we hope it will be.

Merry Christmas and Happy New Year!

William L. Gaule, President
National Auctioneers Association

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THE AUCTIONEER

DECEMBER, 1983 **Volume XXXIV, Number 11**

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

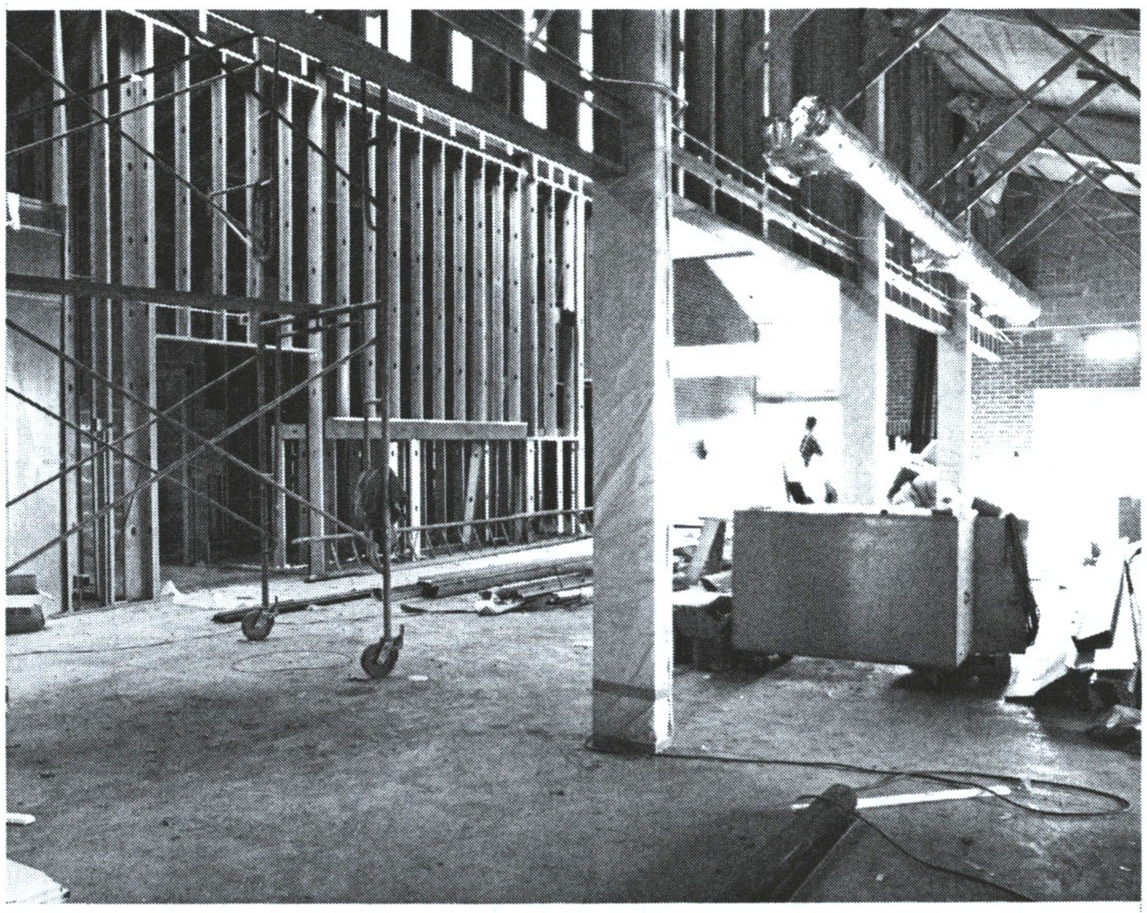
The editor reserves the right to accept or reject any material submitted for publication. Subscriptions are available to non-auctioneers only. Auctioneers, who are not members of the National Auctioneers Association, may not subscribe to THE AUCTIONEER magazine.

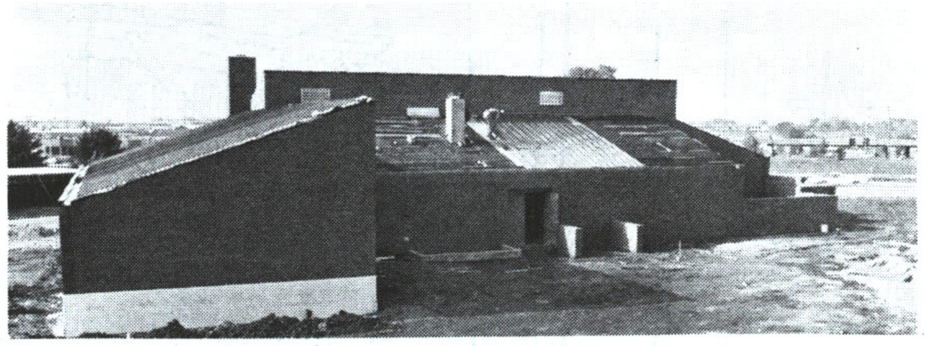
Editorial and Advertising copy must be received in the NAA office on or before the first day of the month preceding date of issue. New Advertisers must submit payment in advance (with copy) before advertising can be accepted. See rate schedule on last page.

Single copies: $1.75 each. Annual subscription rate $18.00.

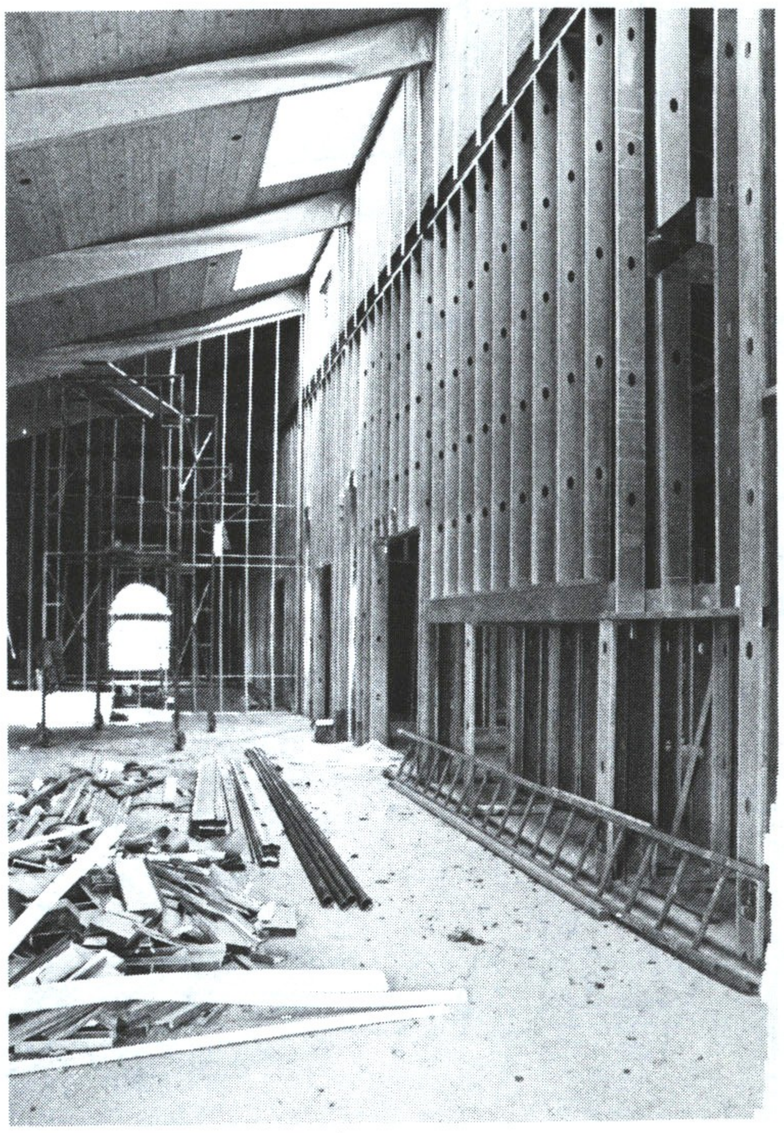
Editorial and Executive Offices of the National Auctioneers Association are at 8880 Ballentine, Overland Park, Kansas 66214. Phone: 913-541-8084.

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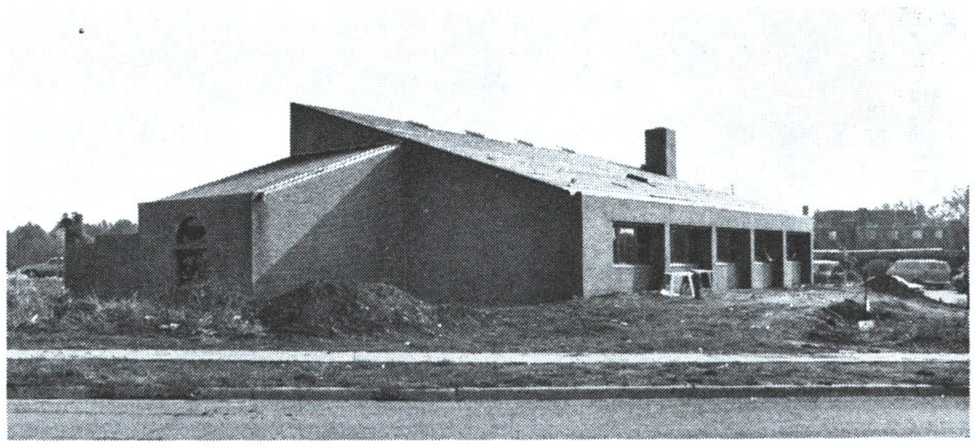




Photographs taken November 1, 1983



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Decisions of the Board of Directors

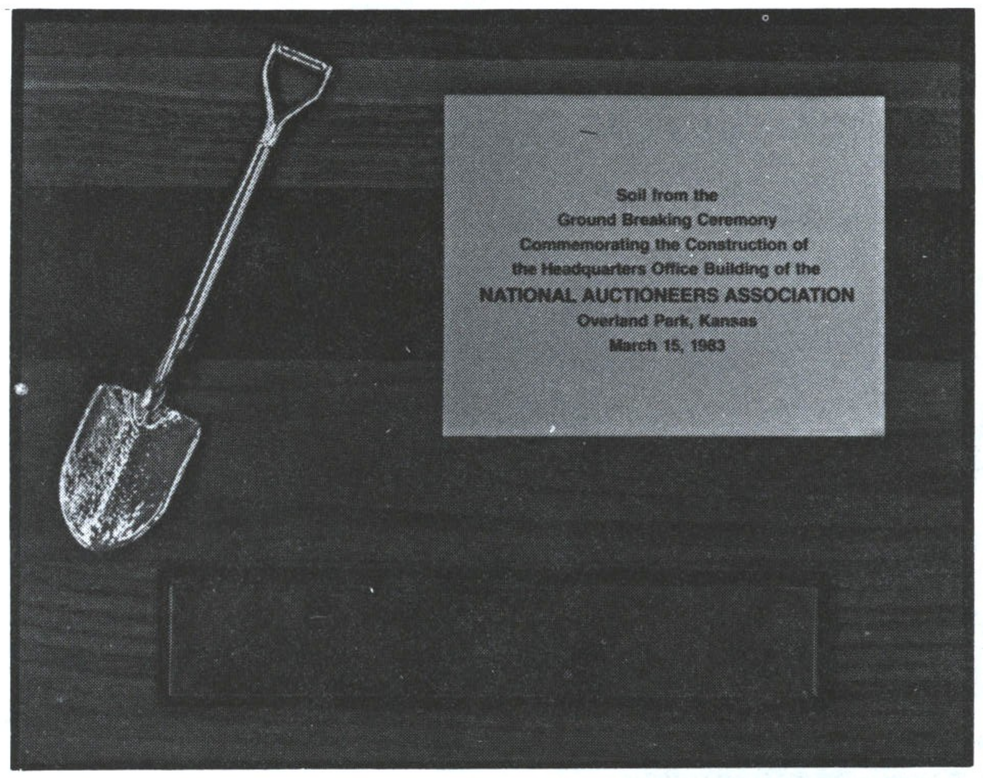
The NAA Board of Directors met for its first regularly scheduled meeting of the 1983-84 NAA year in Overland Park, Kansas, on October 24-25, 1983. The meeting was held at the Ramada Inn Hotel, Overland Park, Kansas, the hotel which is adjacent to the new NAA office in Overland Park.

A summary of the actions of the Board of Directors, which affect the entire membership follows. The meeting began on Monday, October 24, at 1:00 p.m. and continued on thru Tuesday until 5:00 p.m., October 25. Following the adjournment of the meeting, the NAA Board of Directors and the CAI Board of Governors held a combined discussion meeting to discuss the problems and goals of both organizations.

All members of the NAA Board of Directors were in attendance at the meeting and during the two-day meeting, the NAA Board of Directors:

- Took a tour of the new NAA office building and received an update on the construction progress.
- Heard a report from the Headquarters Relocation Committee chairman, Martin E. Higgenbotham, CAI, and fund raising subcommittee chairman, Joe E. Small, CAI, in regards to the number of Building Fund contributors who are current on their pledge payments and those who are deliquent. The members of the NAA Board of Directors were assigned names of contributors who are delinquent in making pledge payments to contact and to determine the status of the contributions.
- Decided to retain ownership of the NAA van, rather than lease a van for specific events; to order magnetic signs to display on the NAA van; and to have the NAA trailer painted with the name of the National Auctioneers Association on each side, which will include the NAA logo.
- Approved the recommendation that, effective with the July, 1984, billing quarter, that dues will be billed in advance of the quarter, rather than during the first three months after the quarter begins. Under the new procedure, members will have to pay before the expiration date of the billing period, rather than 90-days after the billing period ended. THE AUCTIONEER magazine will not be sent if the dues are not paid prior to the end of the billing period (in the past, the magazine was mailed to the member 90-days after the billing period).
- Decided to suspend the selling of subscriptions to THE AUCTIONEER magazine to anyone other than members of the National Auctioneers Association. Members can sponsor or have subscriptions ordered for non-auctioneer individuals or businesses, but an individual cannot subscribe unless the subscription comes through the NAA member. (The reason for the new policy is that too many auctioneers, who are not members, subscribe and therefore have been receiving the magazine without paying the NAA dues.)

Limited Edition Ground Breaking Plaques



Two hundred and fifty "Dirt Plaques" — the plaque which commemorates the ground breaking of the construction of the NAA office building in Overland Park, Kansas, are available — 250 only! These limited edition plaques are available on a first-come, first-serve, basis until the 250 are sold.

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

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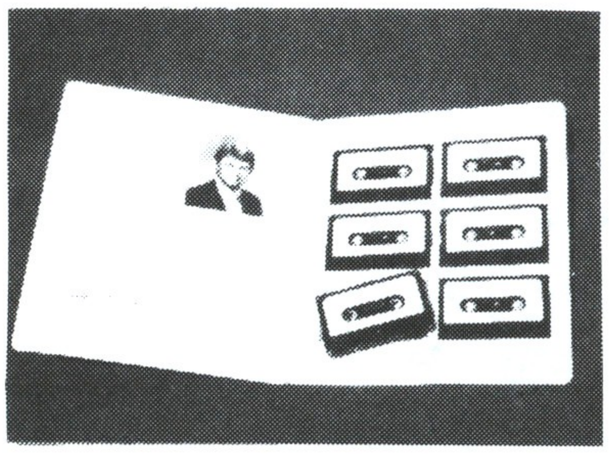


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- Approved the addition of the NAA Seminars to four per year, rather than two; and decided to have two real estate at auction seminars per year and two additional seminars; the additional two seminars' subjects to be determined by the Educational Committee.
- Approved the appointment by President William L. Gaule, CAI, of Sammy L. Ford, CAI, chairman; Hugh B. Miller, CAI, and Jack Nitz, CAI, members, of the newly created committee to work in conjunction with the Realtors National Marketing Institute in developing auction booklets for educational purposes.
- Approved the recommendation that an educational director be hired.
- Learned that the sites of the two additional seminars, scheduled for 1985, be held in Reno, Nevada, in May, 1985; and Lexington, Kentucky, in September, 1985.
- Approved a policy to schedule an Open Meeting of the Board of Directors at the annual conventions.
- Accepted the recommendation that a third award for each Advertising Contest category be initiated and the third category be a "multi-ink" category, to complement the one-color and two-color categories now being awarded; and to add the third category for newspaper and magazine advertising to the already existing "brochure, flyer and sale bill" entries.
- Determined that no change will be made to the NAA logo.
- Approved the 1984 NAA Minneapolis convention budget.
- Decided to hold the 1988 NAA Convention in the Kansas City area; and that the Kansas Auctioneers Association will serve as hosts and the Missouri State Auctioneers Association to serve as co-hosts.
- Decided to include a red-colored notification of membership expiration, in the final billing notice to the membership.
- Approved the recommendation that the President appoint, in each of the states, which do not have a membership reciprocity with the NAA, a membership chairman to solicit NAA membership to those State Association members who are not NAA members.
- Decided to offer a one-year, complimentary NAA membership to the World Champion Tobacco Auctioneer in recognition of his efforts to promote the auction method; the complimentary membership will be presented in the same manner as the membership to the World Champion Livestock Auctioneer.
- Scheduled, at each NAA Convention, a time for new member recruitment.
- Approved the recommendation that THE AUCTIONEER magazine (February, 1984 issue) include a reproduction sheet of information for use by the NAA membership to promote National Auctioneers Week.
- Recommended that the NAA Executive Vice President pursue with whatever means possible to have the President of the United States offer proclamation, recognizing National Auctioneers Week.
- Approved President Gaule's appointment to the following committees: Insurance: Marvin Alexander, Chairman; Sammy L. Ford, CAI; Dean Fleming, CAI, and Harvey L. McCray, members; Involuntary Auctions: William Z. Fox, CAI, Chairman; Hugh Parker, CAI, and Ronald C. Harris, CAI, members; NAA Specializations Sections/Divisions: Jack Nitz, CAI, Chairman; Sammy L. Ford, CAI, and Edward A. Short, CAI, members.
- Authorized the Executive Committee to use the general fund reserves to pay interest on the construction financing.
- Authorized the Executive Committee to use general fund reserves for payment of obilgations incurred for the construction of the new NAA building, above the loan commitment, in whatever amount they deem necessary, providing that the building fund contributions, which are paid on the pledges, are transferred to the general fund reserve; also that the interest, which comes due on the financing of the new building, be paid out of the general fund until such a time that the money can be repaid to the general fund.
- Decided that the dedication of the new NAA office building, 8880 Ballentine, Overland Park, Kansas 66214, be held on Sunday, May 20, 1984.
- Accepted the recommendation to reduce the cost of selling NAA mailing labels from $10 per hundred names to $4 per hundred names.

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NAA Office At New Address On December 5

By time this issue of THE AUCTIONEER is received by you, the NAA office will be relocated to the new NAA office in Overland Park, Kansas. The new address and phone number, with which you can contact the NAA office, on December 5, 1983, and thereafter are:

National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214
Phone: 913 541-8084

"I Have a Deep Pride in Being an Auctioneer!"

By Sammy D. Ford, NAA President-Elect
Mt. Vernon, Kentucky

Ford, "You must be in the toughest business going." I mean, who else would have a disgruntled heir or divorce party refuse to sign a deed after an auction even though they had signed an auction contract to sell? Who else, has just conducted his first GSA auction for the federal government, obtained a reasonable price for the property, had the auction price confirmed by local GSA officials then have it rejected by the final authority in Washington? Who else, but me, would have an ad fail to appear in a newspaper when it had been placed well in advance? These are some of the conversations that I've had with myself lately. As is evident, I've been somewhat down — depressed.

Sure, I know the power of positive thinking. Yes, I've read many of the never-think-negative books and I am familiar with names such as Carnegie, Peale, Zeigler and others. But, you know, none of these people were ever in the auction business and they don't know all the complexities of this profession. These positive thinkers don't have to contend with cold checks or hot checks (depending on which part of the country you are from).

It's just not fair that I have so many problems. In fact, I'm always embarrassed around my colleagues because it seems that they always have the big auctions. No other auction firm handles small auctions like our firm.

Probably no other auctioneer feels as I do and suffers from all these undeserved problems. No one really appreciates **my** problems.

Occasionally, quite honestly, I begin to think like this and have this "cry-baby" attitude then all of the sudden it seems that something takes place to make me stop and really assess my ridiculous and negative thoughts. This happened to me just recently.

A 79 year-old widow, Mrs. Dellia Osborne, called me to auction her home and personal belongings. The sale was in the next county over from which I live. Upon arriving, I found a most pleasant lady, who though disturbed by having to lose her independence, had decided to move in with her nephew since she had no children of her own. When I sat down in her living room I noticed her right hand was withered and drawn. She began to relate to me how difficult it was to maneuver since her stroke.

After some small talk, I asked permission to go through her house and aquaint myself with her property. This immaculately kept, modest home was the smallest home I've ever been in with only three small rooms — living room — kitchen and bedroom. The house could not possibly have been larger than a 16 x 24. It did not have a bath or hot water but it did have running water. Mrs. Osborne, crippled by a stroke, had to heat water just to wash dishes. It was a major task for her to make it to her outside privy.

I returned to her living room after examining the property to discuss the auction with her. After explaining everything, I asked her what she wanted to do toward disposing of the property. She quickly retorted that the reason she called me was because she had trust in me and our firm. Just handle it any way you want to, Mr. Ford.

I had told her in our conversation that I felt her home would bring about $5,000 on today's market. By now she had placed her total confidence in me. Honestly, I began to think that perhaps the property might even have trouble reaching that figure. Nevertheless, I wrote an absolute auction agreement with her to auction her home and personal property.

I went back to my office thinking what a real opportunity for me to provide a much-needed service for this dear little lady. Her confidence was the boost that I needed to lift me from doldrums.

Understand, the auction would certainly not be a profitable one for our company. In fact, it would be a financial drain. From a business standpoint we shouldn't have listed the auction, but from a personal standpoint there was no way I could refuse helping this lady. Gosh, it was great to feel appreciated.

Wanting to do a good job for Mrs. Osborne, we initiated our advertising. Would you believe the newspaper inadvertently omitted one of her ads? We corrected the mistake by running an ad in an addi-



Sammy D. Ford, CAI, became a member of the NAA in 1968 and has been a vital member ever since. Mr. Ford is President of Ford Realty and Auction Company in Mt. Vernon, Kentucky. He has served as President, Vice-President and has twice been elected to the Board of Directors of the Kentucky Auctioneers Association. He is currently serving as President-Elect for the NAA and also served on the Board of Directors before that. He is married and has three children: James, John and Amy. Judy, his wife, cashiers at his auctions and is also the secretary for the firm.

tional newspaper that we hadn't planned on. Not once did Mrs. Osborne call complaining about the newspaper's mistake. How refreshing!

When the auction day finally arrived it was raining a heavy downpour. The crowd was too big for such a sale. The tiny home was so crowded that there was hardly space to move. The auction started with an opening bid of $2,000, then $3,000 — $3,500 — $4,000 — $4,500 — then in smaller increments to $5,650. The personal property totaled about $930. Before dropping the hammer on the real property I notified Mrs. Osborne what we were about to do. In the same sweet, gentle manner, she said, "whatever **you** think".

Now, I've related this simple, but true, story to you because I find that sometimes we're not thankful for who we are and for what service we provide. We let trivial matters overtake our positive mental attitude, forgetting there are many, many people who have a great respect for our profession and enormous confidence in us personally.

Upon concluding the auction, as always, my staff and I went to express our appreciation to Mrs. Osborne for her cooperation and the opportunity to handle her auction. Her words still ring in my ear, "Mr. Ford, thank you for what you've done for me."

I have a deep pride in being an auctioneer. As we're into the holiday season it's a good time to be thankful for our profession. Oh yes, Mrs. Osborne. thanks for what **you** did for me.

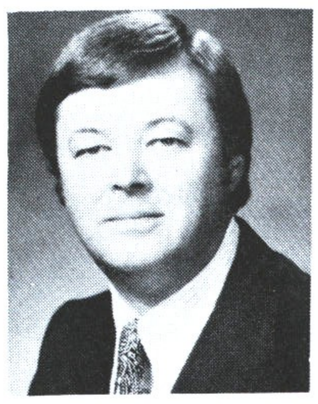
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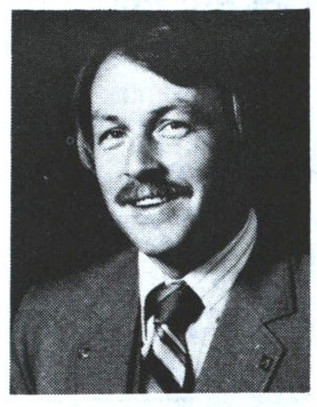
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Our company has, for many years, specialized in the mining, cutting, polishing and distribution of fine gems.

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They are easy to sell and produce spirited bidding.

These fine gems are handsomely packaged and come with accompanying documentation. We provide a 30 day "no questions asked" money-back guarantee of satisfaction to your customers.

All you have to do is sell them, take your normal commission, and send us the proceeds.

Each shipment will contain (15) lots with each lot being (1) gem, which normally sell for between $30 and $300 each, depending on size, etc.

Each gem is guaranteed to be genuine and has been weighed on a laboratory jeweler's balance to 1/100 of a carat accuracy.

You do not need prior experience in selling jewelry to assist us. Simply add them into an upcoming sale and sell them.

These fine gems will be sent to you at no cost or obligation. They will arrive by first-class mail, insured. They will be listed on (1) page of easy to read paper with a place to post the selling price. An easy to use postage-free return envelope will be provided for your convenience.

To get a quick answer to any question you may have, before or after the sale, simply call our office collect.

Many auctioneers who have sold these fine gems in their sales tell us that they make enough commission in the 10 minutes it takes to sell them to pay for all of their labor costs for the entire sale!

These fine gems will provide interest, color, and variety to your sales. Plus a good commission to you -- Nothing to buy! No obligation! No Risk!

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Important Details Make the Difference

By Marvin E. Alexander, NAA Director
Martin, Tennessee

When you're just starting an auction business of your own, and you aren't working with an established company, that first auction may lead to a growing and thriving business.

Let's assume that Mr. Jones has passed away and his family has to disperse his equipment. Your auction company is the one that can convert their farming equipment to cash. Spell out the terms of the auction in the contract. Find out who has all the liens and mortgages and the amount of these, and verify with the holders of such. It's better to be safe than sorry. Be sure whoever is signing the contract has the legal right to do so. Have a thorough understanding who will collect the money and how it will be handled. Know who will disperse the money, when settlement will be made and when all liens will be taken care of. Finally, the commission is agreed to and the contract is signed. The date is set and the ball is in your hands. It's your time to produce a successful, professional auction; but what about all those things you were supposed to know about what to do to set up the sale, and how much time are you going to need. Maybe these comments can help you avoid a few traps in order to stay on schedule and have a successful auction.

Let's assume we have three tractors, two combines, two old trucks, twenty pieces of equipment, a shed full of hand tools, parts, and, of course, all those great buys Mr. Jones picked up at your competitor's auction. Set the auction three to four weeks in advance so you'll have time to run a detailed inventory.

Start with the tractors and combines: find out the models; check the serial number to determine the year, model; list all the implements for the tractors, recording both the brand names and model numbers. Indicate if they are in excellent condition. Indicate the size of the field implements such as John Deere Roller Harrow 14', International 490 Disc Hydraulic Fold 21'.

List the main shop equipment, listing the main items and the usable items. Sort out those old unusual items that have a specific value or use. Many times these items can be unique to a certain individual and can double or triple in value if you have someone at the sale that can actually use them or that collects them.

During the course of the inventory let's make some good, clear pictures for the sale brochure. Mr. Jones didn't keep his equipment clean so it will pay to get it washed or steamed. You don't have to cut the paint off or repaint, just make it look decent and clean.



Marvin E. Alexander, past president of the Tennessee Auctioneers Association, has been an auctioneer for 20 years. He is a partner in the firm Alexander Real Estate and Auction Sales in Martin, Tennessee, that specializes in the sale of farming equipment, real estate, dairy cattle, antiques and personal property. Marvin's recognition of success in the auction business was shown when he became the winner of the Eastern Region of World Livestock Contest in 1974 and 1976. He is married and he and his wife, Lu Ellen, have three children all of whom participate in the auction business to make it a real family affair.

Check the oil in the machines, a quart added might make the difference between someone making a purchasing decision or not. After three days, the inventory is completed and we're ready to print our brochures. In our area, assuming this is a $40,000-$50,000 sale, we would print about 2,500-3,000 brochures with approximately 2,000 mailed to dealers, farmers, and businesses, and 1,000 distributed within a 35 mile radius of the auction. This would be started ten days before the sale. Nominal size ads would be run approximately ten days before the sale in the surrounding local papers. One, two, or three large newspapers could be used to cover areas up to 100 miles away. The circulation and size of the newspaper, along with the cost, will determine the number of papers to use. Set up a budget — don't budget too little or too much.

Sort and line equipment in rows the week of the sale. Finish any last minute cleaning that is needed. Dine up so that you can sell consistently. Different areas and different situations may necessitate the order you want to sell the items in. The less the crowd is moved, the longer they are likely to stay. Sort the small items and display them on trailers where they can be held up for easy observation. Arrange for someone to sell lunch and drinks.

Sale day is here, so be sure of the following:

1. Have the available truck titles and bills of sales signed or ready to be signed by the proper people at the sale.
2. Know what you're selling and the approximate value of the items.

3. Have plenty of good help, including people to help handle the small items.
4. Have someone available to help check out the equipment and also someone to load the heavy items. Hire a neighbor with a loader tractor. This is impressive and will pay dividends especially if someone comes from several miles away. It really helps if your competitor does not provide this service.
5. Have a sharp clerk that is familiar enough with the items being sold so that the names are accurate.
6. Register the buyers before and during the sale.
7. Obtain proper identification so as to safeguard against bad checks.
8. When starting the sale, make a forceful opening speech, giving clear definition of the terms of the sale and any special details that buyers need to know. This will help you begin the auction in full control.
9. When you start, try to set the pace of the sale and carry it through. Everybody will be watching if it is your first. Anyone can make a mistake, just be sure you correct it.
10. Have a detailed and accurate cashier.
11. Give a paid receipt to each buyer and a detailed account of all paid receipts to the seller.

Don't leave a stone unturned. You very possibly may have sold several thousand more dollars than you were expecting. We always balance and give the owner or his representative a report on the results before we leave the sale site. This may be different in some areas, but most owners appreciate it.

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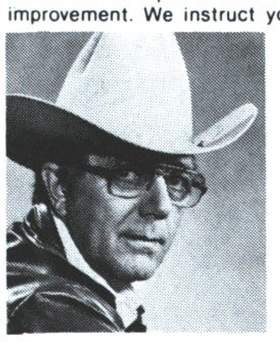
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The School Is Run By **Truman (T.P.) Kongslie** who has been an auctioneer and rodeo announcer for 25 years, named Rodeo Announcer of the Year for 11 years, State Champion Auctioneer 3 times and has been an instructor in an auctioneer college for 8 years.

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The Book Corner

Periodically, the NAA office will receive from publishers books, which relate to the auction profession and it is hoped by the publisher that a review can be made and then the book promoted to the membership. The NAA cannot offer complimentary advertisements for the publishers, but when and if the book is contributed to the NAA reference library, notice of the new book will be made to the membership. This column will offer the NAA information that the following book(s) are included in the NAA Reference Library in the NAA Office:

THE LYLE OFFICIAL ANTIQUES REVIEW 1984

Published by Lyle Publications
Distributed by Perigee Books

SALE CLERKING SHEETS
and other Auction forms
Write for Samples and Prices
BURTON PRINTING CO.
P.O. Box 597 Hastings, Nebr. 68901



THIS BOOK PRINT dating back to the 1880's is just one of the articles of auction-related memorabilia that will be on display in the Archives Gallery of the new NAA office in Overland Park. The NAA Archival Committee recently toured the Football Hall of Fame in Ohio to get some ideas for the planning of the NAA archives.

NAA Museum and Archives to be a Reality

By George Michael, Trustee
NAA Foundation

The photographs of our new building in Overland Park, Kansas, in THE AUCTIONEER magazine, show the culmination of many years work and efforts by so many NAA members. All through the planning stages, much thought has been given to the reservation of an area devoted to the exhibition and storage of auctioneer literature, pictures, books, equipment and other memoribilia relating to the profession.

Walls do not alone an archives make, so the members of the NAA archival committee met in Ohio to view the Football Hall of Fame to see first hand how our planners have worked in the past for those interested in the gridiron and its players. We came away with much.

Exhibits were planned to show the history of football, many photos of its action and players, plus mechanical displays which told graphically how all its activities functioned. Great importance is attached to how material is displayed so it will be interesting and educational not only to auctioneers and their families but to the public as well. We came away with many ideas.

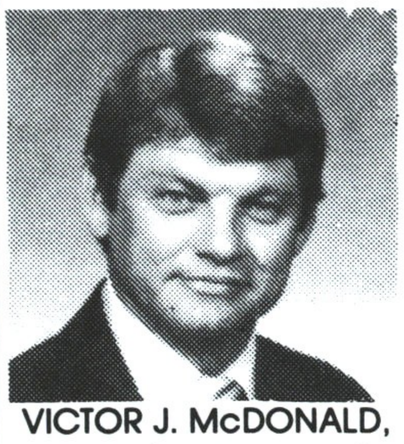
My earlier writing for THE AUCTIONEER, telling of the institution of our foundation and what we would be interested in acquiring, is just as credible today as when it was written. There is much in the way of pictures, photographs, prints, stories, books, advertising materials, equipment and the like which must be buried in many homes, just waiting for us to come along and recommend they be donated to our archives. It is up to you our members to ferret these materials out before they are lost through attrition or disposition.

Donors to our archives will receive an appraisal of the value of the merchandise so that a tax credit can be taken, as we are a non-profit foundation (the NAA Foundation has applied for exempt status with the IRS). You as an auctioneer can take advantage of the same credits for your gifts. However, all materials will not necessarily be accepted for the arhives. The NAA Foundation trustees have instituted the plan that anyone may offer items in writing and pictures, for consideration by the trustees, but acceptance will be voted on by this committee. This will insure that desirable items of good quality, alone, will be exhibited, and then, perhaps only on a rotating basis, as space will be limited for storage.

We encourage that you submit your suggestions, in the manner stated above, so that once our building

ADD SOMETHING PERMANENT TO YOUR KNOWLEDGE

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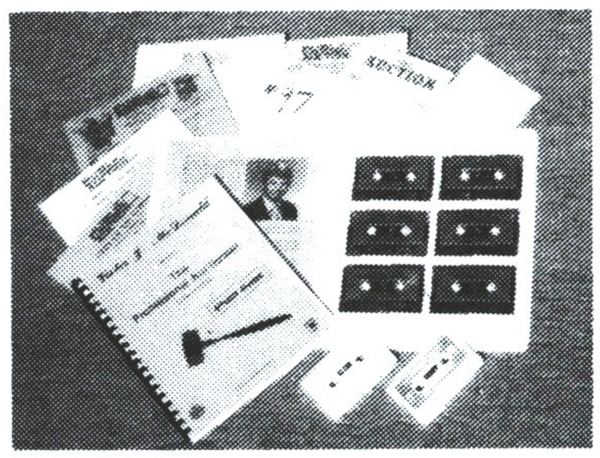
VICTOR J. McDONALD, Master Auctioneer, Real Estate Broker, successful businessman and auctioneering instructor with the University of Houston-Victoria Campus, has conducted many, many auctions. (Even one that was spotlighted on **CBS' 60 MINUTES.**)

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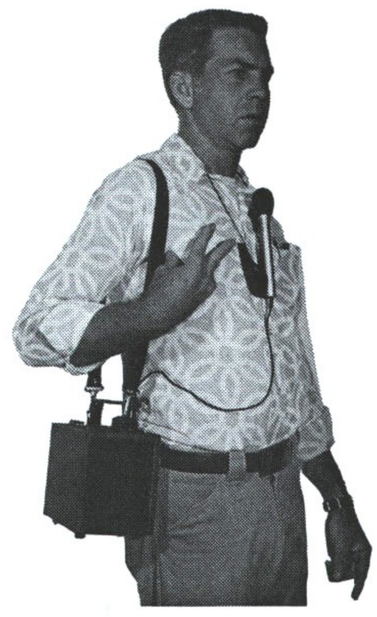
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is open, we will have a better idea of what space should be allotted for such gifts. Also, this will influence our thinking on what graphics may be employed for best exhibition. We encourage you to write us now and tell us what you have or may be able to acquire, so we will not have to open our archives room, empty, at the time of dedication, scheduled now for this coming May, 1984.

We discussed one failing in our project, and that is that we have no history written of the auction profession in this country. At this moment, it would be difficult to portray an accurate progression of this activity since our country was founded. Work is under way at this time to see if such a history can be compiled, and the NAA Foundation will keep us updated on progress in this area.

We have also discussed the appointment of volunteers for their help in taping interviews with older and retired auctioneers or their widows, to recapture some of the information that will be lost to the future, unless we capture it now. Perhaps you would like to be a volunteer in your area. We can furnish the cassettes — most have a recorder player at their disposal. An hour or two visit here and there with some of the old timers will be rewarding to yourself as well as the Association. We can eventually transcribe their thoughts and memories to print and make this available in book form in the future, plus keep the tapes for historical purposes. Some parts may be utilized in our archives room in the headphone and talk-back exhibits.

There will be more information from the NAA Foundation in the future. We are alerting you now that we do want you to submit information and pictures on what you will like to donate from our auction past. We wish to start compiling your suggestions with a target date for acceptance of those pieces we want for exhibition and preservations. Please do it now. Dean Fleming is the President of the NAA Foundation, you may address your information to him in care of the NAA office.

What have auctioneers sold over the centuries? Maybe you can add to this list: livestock, industrial equipment and factories, machinery, real estate, farms, fine arts and antiques, autos, farm machinery and equipment, coins, stamps, firearms and related war materials, tobacco, slaves, produce, fish, wine, horses, books, clothing, distressed store merchandise of all kinds, lumber, grains, crafts, militiary surplus, etc.

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Correction Corner

In the November, 1983 issue of THE AUCTIONEER, Betty L. Short was misquoted in her article entitled "Cashiering — An Important Part of the Auction".

The third paragraph was telling people to be sure to check for the difference between real cash and counterfeit bills. The incorrect statement said, "Counterfeit bills have red fibers in them." The statement should have read, "Counterfeit bills **DO NOT** have red fibers in them."

I apologize for any confusion that this may have caused.

Michele L. Martz
Director of Publications

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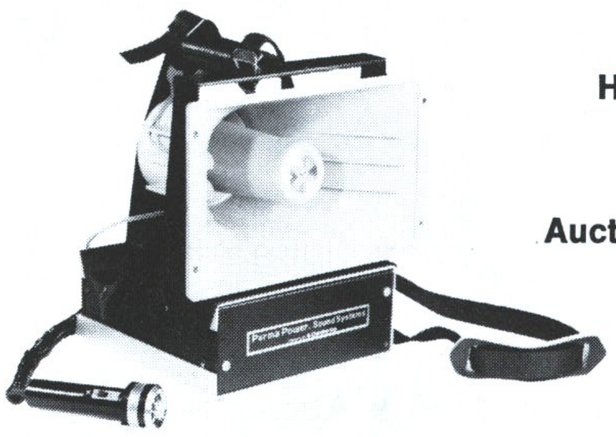
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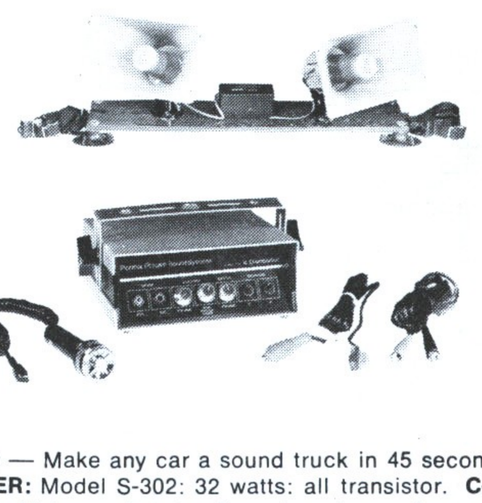
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Selling Tracts of Land: Highest Bidder Has Choice

By Lanny Thomas, CAI



Lanny Thomas, CAI, is President of The Great American Auction Team in Alabama. He believes that an organization is no better than its leadership. Mr. Thomas was elected and re-elected President of the Alabama Auctioneers Association in 1977 and 1979. He was the first person from Alabama to receive a designation from the CAI and was elected President in 1980. This past year he has served as Chairman of the CAI Board of Governors.

As the retiring Chairman of the CAI Board of Governors, I want to thank all the CAI members, candidates and staff for giving me one of my life's greatest honors. I'll never be able to repay all that CAI has meant to me and will come to mean in the future. Because of the CAI, I am a more professional auctioneer and a much better person. I am excited about the things that I know are coming for CAI and I am honored to have been a part of CAI's policy-making team. Upon leaving the Board, I submit the following article which reflects some of my ideas about selling real estate at auction. I sincerely hope you can find something within it to use.

Through the years, I have observed many df-ferent methods of selling real estate at auction. But in terms of selling large tracts of land, I firmly believe that the best procedure is to divide large tracts into smaller tracts and allow the highest bidder to choose a tract or as many tracts as that bidder will purchase at the same price per tract. This brings to mind many questions that have to be answered before an auctioneer will feel comfortable with this type of real estate auction. The following are the most common questions that I have heard asked by those interested in selling by choice.

1. Why not just sell one specific tract at a time?

The reason for not selling one tract at a time, is because of the time involved in selling each tract on a one at a time basis. While speed is very important to an auction sale, there are two other major reasons of equal importance for selling by choice. The first reason is that if at any point during an auction you are offering only one tract of land, then the only bidders involved would just be those bidders who are interested in that particular tract. However, if you are selling by choice, everyone assumes that the tract they like best will be or at least could be the same tract that the other bidders will choose.

We have found that in actual practice — that idea of which tract or tracts are best vary a great deal. This may be because of the many different interests of the bidders. Some bidders may be adjoining property owners, yet others want a tract because of its size, landscape, timber, creeks, etc. The assumption that everyone will want the same thing doesn't true at a reale state auction.

The other reason for selling by choice is that a buyer can put together the tracts he desires most by choosing more than one tract. Dividing into tracts and allowing high bidders to choose as many tracts as they desire produces even more bidders.

2. What happens if the first bidder takes all the tracts?

Occasionally the first high bidder is asked how many tracts do you want and his answer will be, "I'll take all of them." This is an auctioneer's dream because he has just sold the entire property at a price that equals the amount that the best individual tract would sell for by itself. This means that the buyer is purchasing all the other tracts that would normally be considered as of less value at the top bid price. If the first high bidder only takes one tract it is usually one of the most desireable tracts and prices thereafter begin to decline because the remaining tracts are of less value to the general public.

3. If there is a house or other improvements on a large tract when and how do you offer that parcel?

Most often large tracts contain houses or other improvements and must be treated in a different manner from the other parcels. An example might be a large plantation or ranch style home. If you intend on selling the land by the acre what do you do with this large house? One solution (there are other options) is to offer the house on a small tract of land by the dollar as the first item of the auction. This has the advantage of allowing the buyer of the house to then purchase as much of the land as he may desire to go with the house or whatever improvements may be involved.

4. How do bidders know which tracts have been sold?

During the auction we take two steps to help bidders know which tracts have been sold and which tracts are still remaining. First we announce the tracts that have been chosen and second we post a large plat in front of the audience and mark the tracts that have been sold.

5. Where do you conduct the auction?

The more convenient and time-efficient an auction is, will help to produce more bidders and to keep their attention during the entire auction. Therefore, to conduct a large multi-parcel auction, a tent in most cases provides an excellent atmosphere, main-

tains crowd control by the use of chairs (breaks up small groups who get together in an effort to hold down bidding) and helps speed the auction by not moving from tract to tract. Also, a tent may be placed in an area that best shows the assets of the land that is being sold.

6. How do you make the audience understand how the procedure works.

At most real estate auctions even in areas where auctions are frequently conducted there are some individuals who have never attended an auction before or at least never attended an auction where land is being sold by choice. In order to help these people to understand how it works, spend a few minutes doing a mock auction using the auction personnel as bidders. Offer three items having the first high bidder choose the remaining two tracts. These tracts are of course imaginary and the price should in no way reflect the value of the actual property being sold.

7. Can you still offer the property in groups of tracts and/or as an entirety?

In some areas the large tracts themselves might prove to be of more value than the total of smaller tracts, or even groups of smaller tracts might prove to produce a higher price. For this reason the property can still be offered in groups of tracts or as an entirety at the end of an auction or at the beginning and escape the percentage raise and, also, to make sure you receive a reasonable amount above what has already been bid in individual tracts and not allowing a one dollar or equally ridiculous raise.

8. How do you divide the property?

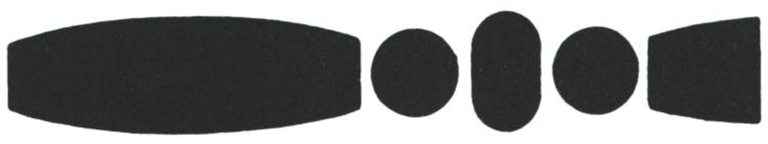
When selling by choice the property can be divided in as many tracts as the market will stand and more. Remember the high bidder can take as many tracts as he may desire. Also, more tracts produce more possible combinations when you are into the regrouping portion of the auction. Exactly how to divide land is a subject that space here will not permit and varies greatly from auction to auction.



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Need License Law Information?

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

If you need additional information about states which have auctioneer license laws, write NALLOA. Any and all correspondence with the National Auctioneer License Laws Official Association should be sent to the address below.

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

CAI Applications for 1984 Courses Now Being Accepted

Applications for admission and reservations for the Institute's 1984 Courses are now being accepted.

The program for the Courses will begin on Sunday, April 1, at the Indiana Memorial Union, on the Indiana University campus in Bloomington, Indiana. Registration will be conducted that afternoon, and the opening reception and banquet will be that evening.

Classes will meet Monday through Thursday, April 2-5, from 8-11:30 a.m., 1-4:30 p.m., and 6-8 p.m. The final day of each course — Friday, April 6, will be devoted to written examinations covering the course material from the week. Participants will leave Bloomington at noon that day.

No major changes are anticipated in the three courses or the faculty.

Tuition for the 1984 Courses will be $365 (double occupancy) and will include five nights' housing, 30 hours of classroom instruction, the examination, study materials, all coffee breaks, opening and closing night banquets, and a variety of services.

Prior to January 15, applicants and returning participants may reserve their places with a $50 Deposit. After that date, the full tuition (or balance) is required. The final date for application or re-enrollment is February 15, 1984. Refund requests are due March 1.

Any Course I applicant who does not meet the standards for admission will be refunded the amount received with his/her reservation.

Auxiliary to the National Auctioneers Association

Know the Value of Your Personal Property

Dear Auxiliary members,

I want to thank you for the opportunity to serve you on the Board of the NAA Auxiliary. I consider it a great honor and privilege for the confidence you have placed in me.

Like many of you, our auction business is a family affair. My two sons and daughter-in-law are all Real Estate Sales people and auctioneers. My job in the firm is the Personal Property Appraiser. The need arose when South Florida began having many burglaries and, as a result, we were called and asked to place values on their stolen property.

People were becoming aware of the values they might have in their homes and, in order to insure special items such as jewelry, silver and antiques, an appraisal was necessary. One such case was when my son came home from work, surprised a burglar and found all of his silver, TV, stereo equipment and miscellaneous items, packed up outside his back door to be carried away.

Do you know the true value of your household contents? Chances are one in one hundred that you will be the victim of a personal property burglary, but until theft hits close to home, most of us will say "I'm sorry, but it can never happen to me."

Personal Property and Art crime is second to Narcotics!

There are four times when you need a personal property appraiser.

1) Buy insurance for protection
2) Sell or donation
3) Burglary or Fire
4) Divorce

After you determine the purpose for which you want an appraisal, the next step is to ascertain the Value: the Value can be Replacement Cost or Fair Market Value (Between a willing buyer and willing seller). Many of you can list your contents and at least take pictures and keep them in the safety deposit box.

Don't be at a loss to know what you had — be prepared and know just in case you have a burglary, theft or fire! "An ounce of prevention is worth a pound of cure!"

Merry Christmas!
Barbara Fisher

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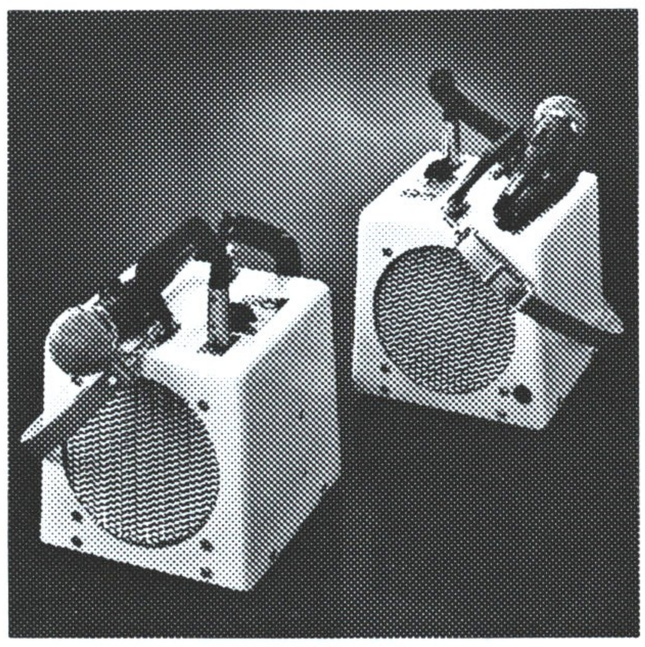
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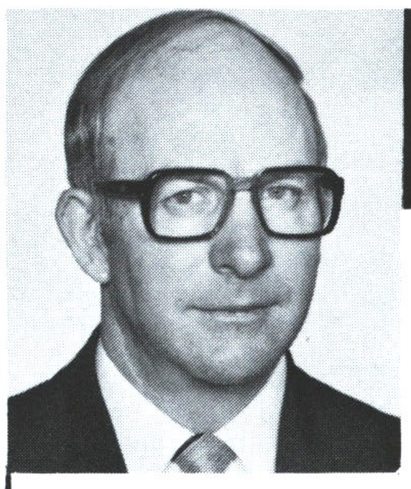
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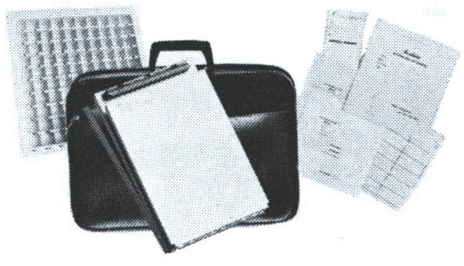


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Morris Fannon Retires "I'd do it all over again!"



"I'd do it all over again . . . "

What else can be said about a man who has traveled over two million miles in the past 35 years and auctioned approximately 5,000 sales in his career? Well, enough can't be said about Morris Fannon of Pennington Gap and his contribution to the Virginia cattle industry.

Morris Fannon began his auctioneering career more than 35 years ago after graduating from Pennington High School and Reppert Auction School. He started by selling Virginia feeder calves in 1949 at Ewing in Lee County, Virginia, and in 23 different states across the U.S.

Auctioneering caught Fannon's attention when he attended the tobacco auction with his father as a youngster. Initially, he wanted to be a tobacco auctioneer but he soon learned that it was too fast paced and, too, it was only seasonal.

Fannon gained agricultural experience in his early years through 4-H and the Future Farmers of America. He was a state FFA officer and was the first student to earn the State Farmer Degree from Pennington High School.

Fannon is married to the former Velda Myers and they have two children; Cynthia Fannon Kinser who is Commonwealth Attorney in Lee County and Dr. Sidney Fannon who is a Pharmacist. Mrs. Morris Fannon teaches Home Economics at P.H.S.

Numerous facets of the beef industry have contributed to Mr. Fannon's success, as he has had the chance to serve many different organizations. He worked two years with the Virginia Hereford Association as Secretary and also as Fieldman. He was very instrumental in helping to organize and start the Roanoke-Hollins Stockyard and served as Manager and auctioneer for seven years. From 1952-60 he was part-time fieldman for the Virginia Beef Cattle Association presently known at the Virginia Cattlemen's Association. Fannon, along with K. C. Williamson, Beef Extension Specialist, was responsible for starting the feeder calf sales all across the state. He has also served for three years on the Board of Directors for the Virginia Cattlemen's Association and as 2nd Vice-President. Presently, he is serving as chairman of the Fund Raising Committee for the new Cattlemen's Office. Fannon is "very proud to be associated with such a fine organization and hopes that the new building will soon be paid for." He feels that the association now has a "home" from which it can expand and because of the central location can better serve the Virginia cattle industry.

NAA member Fannon has gained the respect of livestock producers all across the state because he knows the value of an animal when it walks into the sale ring. He will spend the extra time to get a higher bid on an animal that he knows is worth the price. Buyers and sellers can trust a man like Morris Fannon and appreciate dealing with someone like him.

His auctioneering colleagues have much admiration for Mr. Fannon for he has many accomplishments to his credit. He helped organize the Virginia Auctioneers Association, and in 1950, served as President. In 1969, he was chosen Outstanding Auctioneer in Virginia. He has served on the National Association's board for nine years and was president 1972-73. In 1977, he was inducted into the "Auctioneering Hall of Fame". In addition, he has served three years on the board of directors for the Agri-Business Council, past president of Virginia Association of Livestock Markets. He was the recipient of the V.P.I. Honor Award in 1967, the Virginia Cattlemen of the Year award in 1969 and the Martin F. Strate Industry Service Award in 1977.

In his 35 years of auctioneering, Mr. Fannon has missed only three sales, and they were due to sickness. He was late to a sale only once, and forgot a sale that was added and was not on his schedule. This is quite an accomplishment in itself!

Morris Fannon credits his successful career to several things. Two which are of most importance are his wife and family and the people in the Virginia cattle industry. He praises Mrs. Fannon for keeping things going at home and doing a fine job with the children while he was on the road. Also he says, "the Virginia cattle people are the best around to work with" and "I'd do it the same way all over again . . . "

Fannon's plans for retirement are to farm in Pennington Gap. He plans to raise a few acres of burley tobacco, hay and corn. He also supports the cattle industry by keeping several commercial cows.

The Virginia cattle industry owes a great deal to Morris Fannon for his service of 35 years and jobs well done!

Editor's Note: This article was published with permission from THE VIRGINIA CATTLEMAN monthly publication of Virginia's Cattle Industry, P.O. Box 176, Daleville, VA 24083.

PLANNING FOR BUSINESS:
THE STRATEGY OF SUCCESS

By Nathan A. Wolfstein IV • Industrial Publishing, P.O. Box 2328, Eugene, OR 97402 • (503) 689-2711

Today there are two types of businessmen: Those that are planning to grow busy and those that are busy planning for growth. Which of the two are you?

Whether a large, medium or small business, we all face the same daily business dilemmas, only the degree of these trials and tribulations varies with size.

What then is the "big difference" between a large and a small company? In most cases, it is the ability to plan for the future, to prepare and forecast a program upon which the actions of a few or many can be developed, and executed, within a specific framework.

The current recession has more than demonstrated that as businessmen we must live within our means and maximize our available resources of time, energy and dollars. Therefore, we must plan for their use and use these resources according to our plan.

Developing A Strategic Business Plan

Have you taken the time to plan for the future? Have you defined your market strategy? Do you have goals and checkpoints? Can you, in words, define who you are and your purpose in business? What is your driving force?

It is a fact that most businessmen operate their businesses on the concept of "I'll work as hard as I can, and make as much as I can as fast as I can." This isn't a plan, but rather a hope.

The first step in planning is the definition of your business. Define your business in specific terms. When you know exactly who you are, your customers will know exactly what services they can expect from you.

Next you must define your market. Specifically, who are the customers that need your services? You cannot be all things to all people. This is the "age-of-specialization." Your customers want to know exactly what you can do for them. All the potential customers for your business definition are considered your market.

Once you have defined both your business and your market, you can begin to prepare your strategy. Strategy is simply how you are going to reach your market.

An example of specialized planning for business can be seen in the printing services company I represent, known as INDUSTRIAL PUBLISHING.

We have developed our strategic plan to service the auction industry. We have prepared a program and production service that meet the major needs of our customers nationally (quick turn-around, high quality and competitive prices). We make it simple and easy. We market various products that allow small, medium and large auction companies to use our services.

We have speciality programs for speciality auctioneers (construction, industrial, real estate, livestock, antiques, etc.).

We market primarily by phone and direct mail. We can quickly tell a potential customer what we do best, because we know what we do best, and what they need before they call or write.

Our driving force (or marketing commitment) is to do what we do best. Simply, we have made a commitment to working our plan, and not diverting our resources to projects that we have not planned for.

This has definitely made selling easier. In a very short time period we can determine if we can or cannot be of service to any given customer. Therefore, we minimize out time and risk by not trying to produce a product that we do not do best.

Remember, good things only happen when planned. Take the time to plan your work and to work your plan. That is the key to the strategy of success.

New Auction Law in Louisiana

We have been busy down here in Louisiana. Since the Houston convention, we now have a new auctioneer law. Governor Dave Treen signed the bill and it became law on September 7, 1983.

Enclosed find a copy of Act 508, compliments of the new "Louisiana Auctioneers Licensing Board", a division of the Department of Commerce, P.O. Box 44185, Baton Rouge, LA 70804.

Enclosed find the first and second issues of THE CHANT, official publication of the Louisiana Auctioneers Association. THE CHANT is mailed to 200 Louisiana licensed auctioneers throughout the United States, and is a start in the right direction.

NAA members **Larry Nobles,** President; **John Henson,** Vice President; and **Keith Babb,** Secretary; of the Louisiana Auctioneers Association, were appointed by the Governor to be members of The Louisiana Auctioneers Licensing Board. The members elected Keith Babb as chairman of the first board, and scheduled the first testing date, which is January 11, 1984, at 1:30 P.M.

Act 508 was received in the Louisiana House of Representatives on July 12, 1983, and ultimately passed into law as House Bill No. 616. To summarize the intent of the law, omitting the revisions of the Chapter members, titles, etc. of the previous law, the new auction law was written for the following purposes:

To require licensure of certain auctioneers; to create the Louisiana Auctioneers Licensing Board in the Department of Commerce as a regulatory licensing board; to provide for the qualification, appointment, domicile, terms of office, confirmation, oath of office, compensation, and the powers, duties, authority, and responsibilities of the board, including the authority to appoint an executive secretary and the hiring of necessary clerical staff; to provide for the licensure of auctioneers and the issuance of licenses, and their renewal, revocation, suspension, and terminations; to provide for the qualifications of applicants and their examinations; to make exceptions to licensure; to authorize issuance of cease and desist orders and writs of injunction; to authorize the adoption of the rules and regulations; to create a fund in the state treasury for the board; to provide that licensure for auctions of livestock is the responsibility of the Department of Commerce; to repeal the prohibition on more than place of sale and the levy of taxes on sales; and otherwise to provide generally and specifically with respect thereto.

A summary of the auction law was published in the September, 1983, issue of THE CHANT, the official publication of the Louisiana Auctioneers Association as follows:

Looking at the New Law

1. Examine applicants to be licensed as auctioneers.
2. Administer a written examination at least four times annually in Baton Rouge.
3. Adopt rules and regulations.
4. Issue, suspend, modify or revoke licenses.
5. Report to the Attorney General all persons violating the law.
6. Report annually, to the Governor, the Departmental Secretary and the Legislature.
7. Furnish a copy of Louisiana auction laws. and an accurate list of states having reciprocity with Louisiana.
8. **Authorizes** a board of seven members (5 are licensed Louisiana auctioneers) to do the following.
9. Adopt and enforce rules to regulate auctions and itself.
10. Sets qualifications for applicants as follows: Good moral character, a citizen of U.S. and a resident of State of Louisiana, at least 18 years old. Has at least completed either: 1) a series of studies at a board-licensed auctioneering school, or 2) a one-year apprenticeship working under a duly licensed auctioneer.
11. Permits an owner or operator of an auction business for one year or more may be appointed as a deputy or agent to a Louisiana licensed auctioneer until he takes the auctioneer's test.
12. **Provides** for the licensing examination; its passage; hearing; and prior qualification. Sets fees for the following: Application, examination, reexamination, initial license, renewal, restoration of a license, replacement of lost or destroyed license, delinquency for renewal, apprentice fee, annual certification of a school.
13. **Stipulates** limits for reciprocity. Sets a $2,500 bond for apprentice auctioneer payable to the State of Louisiana.

A man cannot stand alone. If he is interested, work it is, but the fun is seeing what accomplishments can be made by his efforts to help other auctioneers. I pray that each member of the NAA will take the time to get involved.

John H. Henson, NAA member

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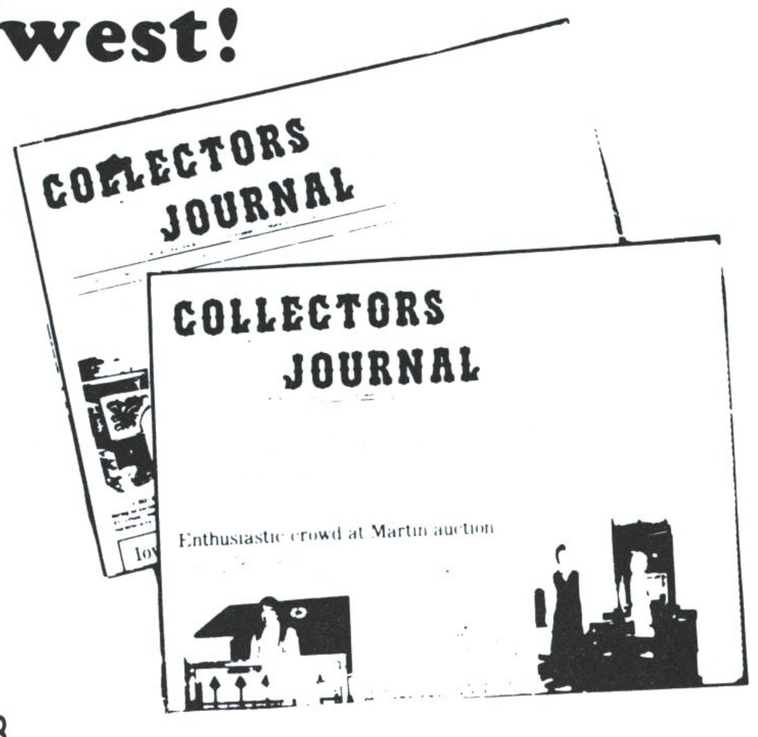
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Seminars Packed With Valuable Information

Real Estate at Auction
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Sunday, January 22

3:00 pm on — REGISTRANTS CHECK INTO SAN DIEGO HILTON HOTEL. No official NAA Seminar function planned.

Monday, January 23

8:30 to 9:00 am — SEMINAR REGISTRANTS CHECK IN. Registrants who have registered and paid their fees in advance to the NAA office obtain seminar materials (name badges, pad holders, etc.).

9:00 to 10:15 am — **PREPARING FOR THE REAL ESTATE AUCTION.** Instructor B. G. Dunnington, CAI, Monticello, Kentucky.

10:15 to 10:30 am — REFRESHMENT BREAK

10:30 to 11:45 am — PREPARING FOR THE REAL ESTATE AUCTION, continued.

12:00 pm to 1:30 pm — LUNCHEON (for seminar registrants only).

1:30 to 3:00 pm — **REAL ESTATE AUCTION GROUND PERSONNEL & SHOWMANSHIP.** Instructors, Ronald "Ron" Kirby, CAI, and Charles "Chuck" Layne, CAI, Franklin, Kentucky.

3:00 to 3:15 pm — REFRESMENT BREAK.

3:15 to 4:30 pm — REAL ESTATE AUCTION GROUND PERSONNEL & SHOWMANSHIP, continued.

Tuesday, January 24

9:00 to 10:15 am — **FARM AND ESTATE REAL ESTATE AUCTIONS.** Instructor, William L. "Bill" Gaule, CAI, Chatham, Illinois.

10:15 to 10:30 am — REFRESHMENT BREAK.

10:30 to 11:45 am — FARM AND ESTATE REAL ESTATE AUCTIONS continued.

12:00 pm to 1:30 pm — LUNCHEON (for seminar registrants only).

1:30 to 3:00 pm — **COMMERCIAL REAL ESTATE AND NEW HOMES' AUCTIONS.** Instructor Sheldon F. Good, Chicago, Illinois.

3:00 to 3:15 pm — REFRESHMENT BREAK.

3:15 to 4:30 pm — COMMERCIAL REAL ESTATE AND NEW HOMES' AUCTIONS continued.

Wednesday, January 25

9:00 to 10:15 am — **INDUSTRIAL REAL ESTATE AUCTIONS.** Instructor, William Z. "Bill" Fox, CAI, Baltimore, Maryland.

10:15 to 10:30 am — REFRESHMENT BREAK.

10:30 to 11:45 am — INDUSTRIAL REAL ESTATE AUCTIONS continued.

12:00 pm to 1:30 pm — LUNCHEON (for seminar registrants only).

1:30 to 3:00 pm — **REAL ESTATE AUCTION PANEL DISCUSSION.** Sammy L. Ford, CAI, NAA Seminars' Chairman and President-elect, Mount Vernon, Kentucky, moderator. Panel participants to be selected from the seminar registrants by Chairman Ford.

3:00 to 3:15 pm — REFRESHMENT BREAK.

3:15 to 4:30 pm — REAL ESTATE AUCTION PANEL DISCUSSION continued.

Building an Auction Business
Memphis, Tennessee

Sunday, February 12

3:00 pm on — **SEMINAR REGISTRANTS CHECK IN AT THE PEABODY HOTEL.** No official NAA Seminar function planned.

Monday, February 13

8:30 to 9:00 am — **SEMINAR REGISTRANTS CHECK IN.** Registrants who have registered and paid their fees in advance to the NAA office obtain Seminar materials (name badges, pad holders, etc.). Registration also will be conducted to simulate an auction registration.

9:00 to 10:15 am — **REGISTERING, CLERKING AND CASHIERING THE AUCTION.** Instructor, James K. "Ken" McCormack, CAI, Lemon Grove, California.

10:15 to 10:30 am — REFRESHMENT BREAK.

10:30 to 11:45 am — REGISTERING, CLERKING AND CASHIERING THE AUCTION continued.

12:00 pm to 1:30 pm — LUNCHEON (for seminar registrants only).

1:30 to 3:00 pm — **AUCTION OFFICE MANAGEMENT.** Instructors, Jasper E. Jones and Raymond E. Taggart, CAI, Memphis, Tennessee.

3:00 to 3:15 pm — REFRESHMENT BREAK.

3:15 to 4:30 pm — AUCTION OFFICE MANAGEMENT continued.

Tuesday, February 14

9:00 to 10:15 am — **BUSINESS PROMOTION AND OBTAINING NEW BUSINESS.** Instructor, Ronald C. "Ron" Harris, CAI, Atlanta, Georgia.

10:15 to 10:30 am — REFRESMENT BREAK.

10:30 to 11:45 am	BUSINESS PROMOTION AND OBTAINING NEW BUSINESS continued.
12:00 pm to 1:30 pm	LUNCHEON (for seminar registrants only).
1:30 to 3:00 pm	**BUILDING AN AUCTION BUSINESS WITH AUDIO VISUALS.** Instructor, Wayne Stewart, CAI, Audubon, Iowa.
3:00 to 3:15 pm	REFRESHMENT BREAK.
3:15 to 4:30 pm	BUILDING AN AUCTION BUSINESS WITH AUDIO VISUALS continued.

Wednesday, February 15

9:00 to 10:15 am	**ORGANIZING AN AUCTION AND PREPARING A PROSPECTIVE CLIENT AND BUYER LIST.** Instructor, Dave Kessler, New Paris, Ohio.
10:15 to 10:30 am	REFRESHMENT BREAK.
10:30 to 11:45 am	ORGANIZING AN AUCTION AND PREPARING A PROSPECTIVE CLIENT AND BUYER LIST continued.
12:00 pm to 1:30 pm	LUNCHEON (for Seminar registrants only).
1:30 to 3:00 pm	**BUILDING AN AUCTION BUSINESS PANEL DISCUSSION.** Sammy L. Ford, CAI, Seminars' Chairman and President-elect, Mount Vernon, Kentucky, moderator. Panel participants to be selected from the Seminar registrants by Chairman Ford.
3:00 to 3:15 pm	REFRESHMENT BREAK.
3:15 to 4:30 pm	BUILDING AN AUCTION BUSINESS PANEL DISCUSSION continued.

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Old School Building Auction Raises Money For New Town Library

NAA members **Joe** and **Jack Sartor,** a father and son auctioneering team who are associated with Town and Country Real Estate, conducted a successful auction of the Main Street School in Denville, New Jersey, October 22, 1983. The actual auction took less than 15 minutes, but the months of preparation before paid off as the building sold for $725,000. The town of Denville had only expected around $550,000.

Philip Kushner, a builder from Morris Township, placed the highest and winning bid for the building. He is planning on renovating the old school into a mixture of apartments and commercial units with the intention of renting. Everyone seemed to be happy with the results of the auction because the town is using the revenue from the sale of the school to finance the building of a new library.

At the auction there were fifteen registered bidders who each deposited $20,000. Almost 75 people attended the auction anxious to see the final outcome.

Everyone seemed to feel that auctioneer Joe Sartor handled the sale very well. He made it an active and interesting sale with some witty remarks incorporated into his chant. The audience enjoyed Sartor's subtle techniques of edging for a higher bid. Little remarks like, "The town could use a new library. Another $25,000, come on . . . ", proved very effective in the total outcome of the sale.

Editor's Note: This information was sent to the NAA office November 7th, and was taken from an article in a New Jersey newspaper entitled THE CITIZEN OF MORRIS COUNTY, published Wednesday, October 26, 1983.

How much is a government assay office worth, especially in New York's Manhattan Island? In July, the United States Assay Office in lower Manhattan, the nation's last public gold refinery, was sold at auction for $27 million, making it the most valuable piece of federal real estate ever sold at public auction.

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Real Estate and Building An Auction Business Are 1984 Seminar Subjects

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

Real Estate Seminar in San Diego

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

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

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

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

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

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

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

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

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

Memphis Seminar Instructors Selected

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

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

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

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

Wayne Stewart, CAI, from Audubon, Iowa, won the 1983 "Best of Show" Advertising Award at the Houston Convention and his award was for the excellent slide presention on his auction firm. Wayne will make the Wednesday afternoon presentation entitled, "Building an Auction Business with Audio Visuals". The need for each auctioneer and each auction business firm to have good promotional materials will be stressed during Wayne's presentation.

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

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

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

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

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

1984 Seminars' Hotels' Information

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

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

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

A legend was initiated at The Peabody in the early 1930's following a fairly uneventful hunt, the General Manager of The Peabody and his hunting companion returned to the hotel and placed their live decoys in the classic lobby fountain. Originally a temporary amusement, The Peabody Ducks have become permanent entertainment in the South's most famous lobby to the delight of several generations.

Today, under the watchful eyes of Edward D. Pembroke, the Ducks leave their penthouse home on the roof for an elevator descent to the lobby early each morning and return each afternoon across a red carpet to the elevator accompanied by the music of John Philip Sousa.

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

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Memphis Seminar February 1984

1984 NAA Seminar Registration

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

SUBJECT: BUILDING AN AUCTION BUSINESS

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

HOTEL RESERVATIONS

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

REGISTRATION FEES

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

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1984 MEMPHIS SEMINAR REGISTRATION.

_____$150 Three-day Seminar registration

_____$ 75 Spouse/guest three-day Seminar registration

$_____TOTAL MEMPHIS SEMINAR FEES

Enclosed is my check in the amount of $....., made payable to the National Auctioneers Association, for my 1984 NAA Memphis Seminar Registration.

NAA member's name,_____
spouse's name or guest
if applicable_____

Address_____

City_____Phone_____

State_____Zip_____

Send completed form and Seminar registration fee to:

NATIONAL AUCTIONEERS ASSOCIATION
8880 Ballentine, Overland Park, KS 66214

San Diego Seminar January 1984

1984 NAA Seminar Registration

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

SUBJECT: REAL ESTATE AT AUCTION

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

HOTEL RESERVATIONS

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

REGISTRATION FEES

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

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1984 SAN DIEGO SEMINAR REGISTRATION.

_____$150 Three-day Seminar registration

_____$ 75 Spouse/guest three day Seminar registration

$_____TOTAL SAN DIEGO SEMINAR FEES

Enclosed is my check in the amount of $....., made payable to the National Auctioneers Association, for my 1984 NAA San Diego Seminar Registration.

NAA member's name,_____
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if applicable_____

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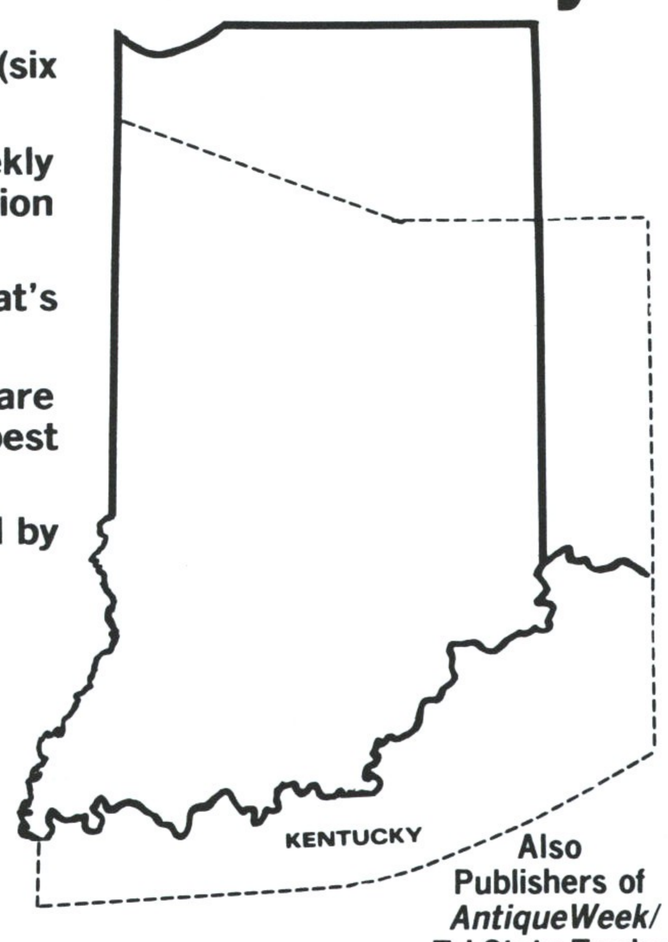
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Seminar Instructors

William L. "Bill" Gaule, CAI, presently serves as president of the National Auctioneers Association and in the past has served as director, vice president and president-elect of the NAA and president of the Illinois Auctioneers Association.

Mr. Gaule began his auction career at the age of 18 when he conducted his first sale. He went on to attend Springfield College in Illinois, Browns Business College, Lincoln Land Community College and the University of Illinois.

He is currently a member of the Illinois and Missouri State Auctioneers Associations, as well as a member of the Springfield Board of Realtors, the Multiple Listing Service and the State and National Board of Realtors.

Presently Mr. Gaule serves as director and vice president of the Chatham Community Bank. He has instructed at auction colleges for 10 years. In the past he has been an instructor and is currently a member of the CAI. He has been asked to instruct at over 50 state and national seminars and panels in 20 states.

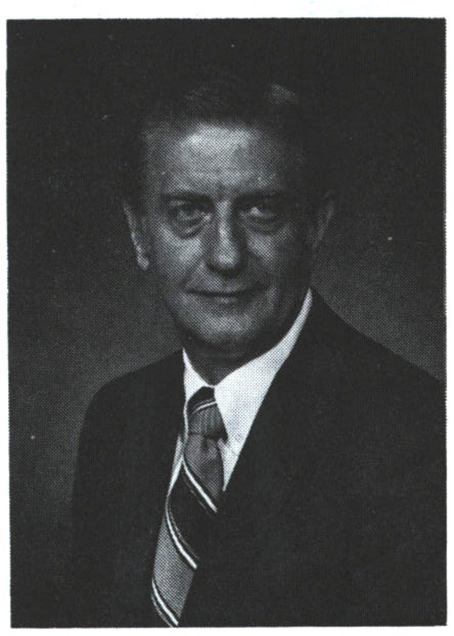
Sheldon F. Good, is president of the Chicago Realty firm, Sheldon F. Good and Co., which is widely recognized for representing some of the nation's leading corporations, as well as many major banks. He also serves as chairman of the firm's subsidiary, Real Estate Auctions, Inc.

Mr. Good has served in various leadership capacities for the local, state and national realtor organizations. He has won a number of prestigious awards including the Snyder Trophy of the National Institute of Real Estate Brokers for the most unusual real estate exchange in the nation, not to mention many others.

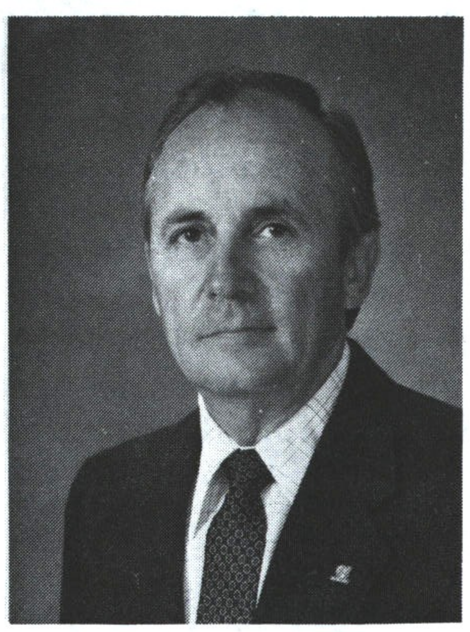
Recognized as a well-known author and lecturer, Mr. Good spends a fair amount of time lecturing on real estate and related subjects across the nation. He has written a chapter in **The Real Estate Handbook** (Dow Jones-Irwin) and also submits many articles to trade publications.

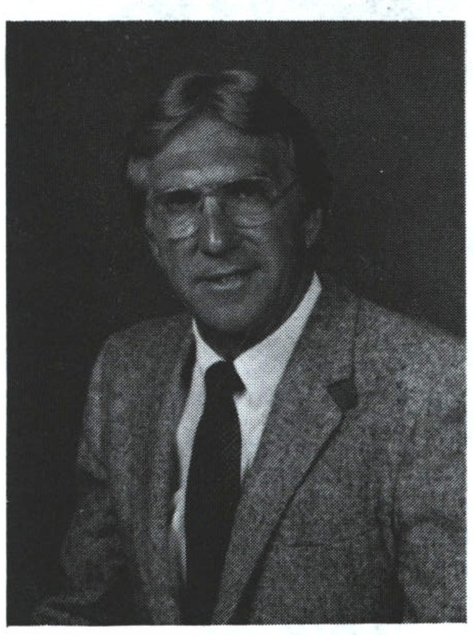
Mr. Good graduated in 1955 from the University of Illinois with a Bachelor of Science degree in urban land economics.

INSTRUCTORS FROM LEFT, William L. "Bill" Gaule, Sheldon F. Good, B. G. (Gene) Dunnington, Wayne Stewart.









B. G. (Gene) Dunnington, CAI, of Mid-American Realty and Auction is a Realtor-auctioneer in Monticello, Kentucky. Having been in Real Estate and Commercial Development for several years, he saw the need to also become an auctioneer and has been deeply involved in both areas for approximately 20 years.

He is owner-developer of the Town and Country Plaza Shopping Center, where his office is located; has been involved in farming operations, subdivision development, lake property development and speculative home building. Currently, he and son Ron are developing 75 acres with a "Rustic Home" overlooking Lake Cumberland, which will later be sold in tracts at auction.

Mr. Dunnington is a member of the Certified Auctioneers Institute, is currently on the board of the Kentucky Auctioneers Association, and also belongs to the National Association of Realtors and the Somerset Board of Realtors.

Wayne Stewart, CAI, is a 1957 graduate of the Reppert School of Auctioneering, a charter graduate of the Certified Auctioneers Institute, and also a graduate of Realtors Institute. Since 1957 he has been a real estate broker and is currently licensed in Iowa and Nebraska.

Mr. Stewart has been an instructor at Mason City College of Auctioneering since 1979, instructing real estate at auction and estate liquidations. He has instructed for the National Auctioneers Assocation in Las Vegas, Nevada, and Nashville, Tennessee, on Estate Liquidations at Auctions.

For the past 20 years, Mr. Stewart has been a partner in the Southwest Iowa Real Estate Company devoting full time to the auction and real estate business specializing in Real Estate, Antique and Commercial auctions. Aside from the responsibilities of his work, he has served as president of the West Central Iowa Board of Realtors and president of the Iowa Auctioneers Association.



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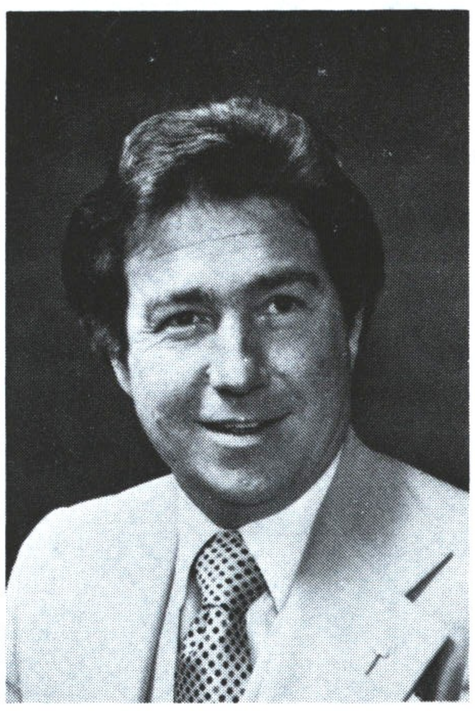
Chuck Layne, CAI, is president of Layne Real Estate Auctioneers Inc., Franklin, Kentucky, and is also a Realtor with the Graduate Realtors Institute Designation.

Mr. Layne and his staff are involved in approximately 150-160 auctions annually that range from Fountain Run, Kentucky (his hometown), to Los Angeles, California. Their primary livelihood is the auction method of marketing.

On an annual basis, Mr. Layne is one of four principal auctioneers who conducts the Golden Emporium Auction in Los Angeles, California. The auction lasts three days, and this year the sale grossed in excess of $10 million and had front page billing in the **WALL STREET JOURNAL,** also covered in **TIME, NEWSWEEK,** Good Morning America, Today Show, P.M. Magazine as well as many national TV and radio media.

Currently, he is an instructor at various auction schools and seminars and is employed by other leading Realtors who do not have an auction organization to manage their auctions.

In the past he has served as president of South Central Auctioneers Association, 1st vice president of the Kentucky Auctioneers Association, and is currently president of the Kentucky Auctioneers Association.



INSTRUCTORS, from left, Chuck Layne, William Z. "Bill" Fox, Ronald C. Harris, Ken McCormack.

William Z. "Bill" Fox, CAI, chairman of the board of Michael Fox Auctioneers, Inc., has been an auctioneer for 22 years. His auction business specializes primarily in commercial, industrial and real estate transactions.

Mr. Fox has served as president and chairman of the CAI, was secretary-treasurer and president of the Maryland Auctioneers Association and was chairman of a committee for the statewide licensing of auctioneers in Maryland. He is currently serving on the NAA Board of Directors.

Aside from these activities, Mr. Fox is also an attorney and a member of the Maryland State Bar Association. He has been a lecturer for past NAA seminars and was also chosen as an instructor for the CAI.

Ronald C. Harris, CAI, has served as president and chairman of the board for the Georgia Auctioneers Association. He was designated a member of the CAI in 1980, has been a member of the NAA since 1971, served as convention chairman in 1982, and is currently serving on the NAA Board of Directors.

He is owner of Harris Auction Services, Ltd., which specializes in business and industrial, small business administration and bankruptcy liquidations.

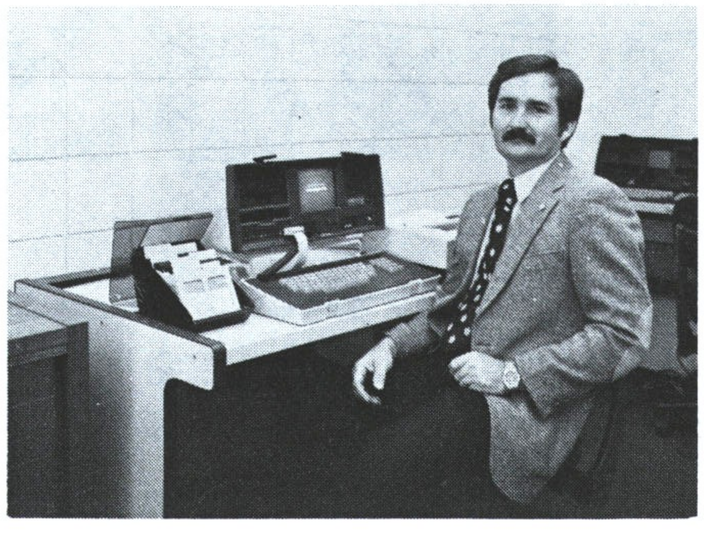
Ken McCormack, CAI, began his auction career in 1976 while employed in an insurance salvage firm which was a family owned business. Pressure from the insurance agency forced the conversion of the salvage business from sealed bids to auction. At that point, Mr. McCormack attended the Missouri Auction School in June of 1976, and has been involved in auctioneering since that time.

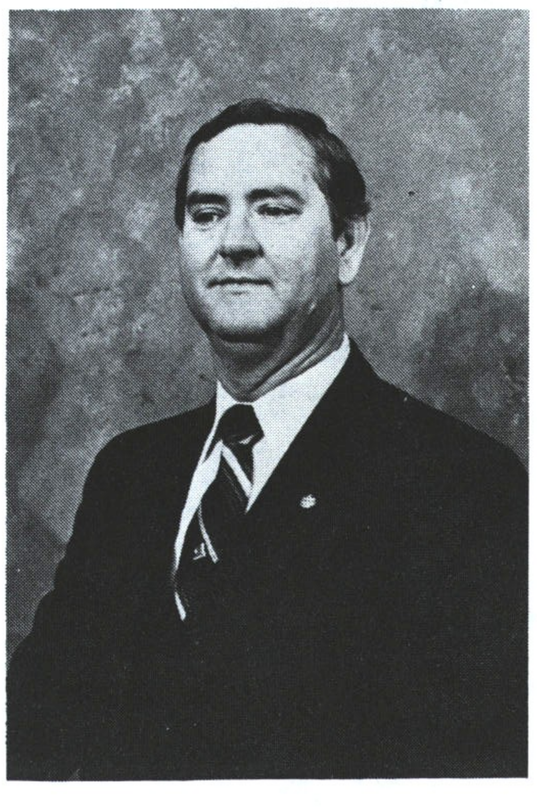
In 1978 the McCormack Auction Company was formed and in 1980 Mr. McCormack began doing liquidations for the Federal Bankruptcy Court and the Small Business Administration.

Mr. McCormack's business expanded in 1982

Continued page 37



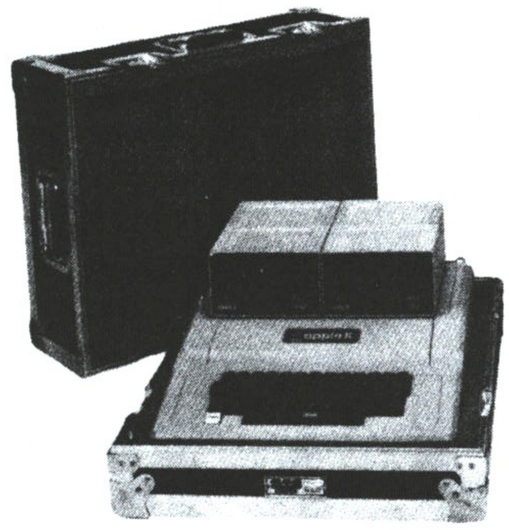




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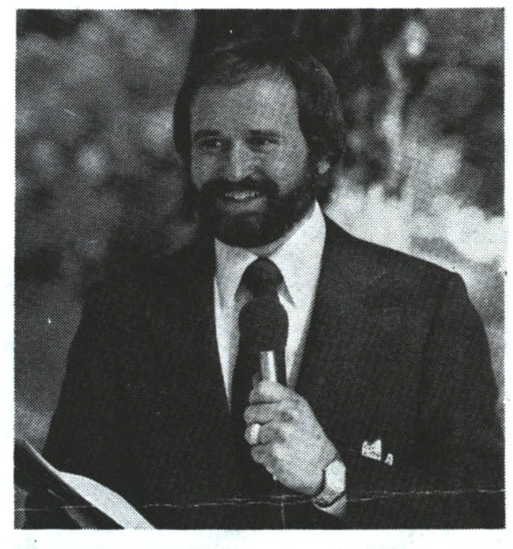
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again, as he began handling the County of San Diego surplus equipment and vehicle sale. He attributes much of his success to his use of computers. Not satisfied with the auction programs available at the time when he decided to use a computer, he and Janet Mika formed Action Software Design, a partnership of the Programmer, and currently market software in the auction industry.

Mr. McCormack, who has been active in his state and national auctioneers associations, has been asked to speak on the subject of "Computerizing the Auction Business" which he feels is essential for auctioneers to be aware of now and in the future.





INSTRUCTORS, from left, Sammy L. Ford, Ronald R. Kirby.

Sammy L. Ford, CAI, is currently serving as president-elect of the NAA. He has been very active in both his state and National Auctioneers Associations. He served as director, vice president and president of the Kentucky Auctioneers Association, and director and vice president of the NAA.

Mr. Ford is president of Ford Realty and Auction Company in Mt. Vernon, Kentucky. He began his business in 1965, and in 1968 his company was formed. Since that time, he has worked full-time in the real estate and auction business conducting approximately 100 auctions annually.

He is a graduate of Eastern Kentucky University with a BS degree in Business Administration. In 1965, he graduated from Repperts School of Auctioneering, and in 1977 received the Graduate Realtors Institute scholarship award for having the highest score in the State of Kentucky on Course I exam.

Ronald R. Kirby, CAI, president of Ron Kirby Auction and Realty, Inc. of Franklin, Kentucky. The firm is involved in private real estate sales, auction sales of all types of real estate, farm machinery, antiques and other personal property.

He is owner of two used car and truck sales, and part owner of Bowling Green Auto Auction, Inc. He is also in charge of the auction department for a real estate firm in Bowling Green, specializing in residential and farm auction sales, and is part owner in two real estate developments in Franklin.

Mr. Kirby is presently a director for the board of the Kentucky Auctioneers Association. He is immediate past-president of Franklin Simpson Board of Realtors, and has lectured to various groups on his knowledge of Real Estate at Auction.

State Association Conventions — Dates and Locations

Convention Dates	State association	Hotel/motel and city	State Association contact
December 4-5	Tennessee	Holiday Inn-Briley Parkway, Nashville	Danny MacDonald
December 10-11	Florida	Las Palmas Inn, Orlando	Jim Gall
January 6-8, 1984	Virginia	Sheraton Inn-Military Cr., Norfolk	Barry Cole
January 8-9	Georgia	Terrace Garden Inn, Atlanta	Freddi Hagin
January 12-13	Pennsylvania	Harrisburg	Kerry Pae
January 13-14	Michigan	Long's Convention Center, Lansing	Richard Brodie
January 14-16	Ohio	Stouffer's Dublin Inn, Columbus	Thomas A. Baier
January 21-22	North Carolina	Burlington	Harvey L. Tate
January 21-23	Minnesota	Holiday Inn Downtown, Mankato	Patrick Ediger
February 4	New Jersey	Marriott Hotel, Somerset	Margaret Combs
February 10-11-12	North Dakota	Holiday Inn, Jamestown	Marion Schmidt
February 16-18	Montana		Robert McDowell
March 9	Kansas	Holiday Inn, Hutchinson	Rex B. Newcom
April 29-30	Kentucky	Lexington	Danny R. Ford
May 19-20	South Carolina	Columbia	Phyllis Pinckney
June 3-4	Georgia	Columbus	Freddi Hagin
June 6-7	Wisconsin		Rober J. Massart
June 7-8-9	South Dakota		Charles Sutton
June 8-9	Texas	Marriott, 6121 I 35 N at US 90, Austin	K. L. Espensen

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

INSTRUCTION

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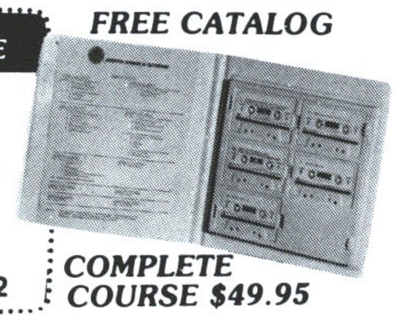
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NAA conventions

1984 — Minneapolis, Minnesota, July 17 to July 22 (Hyatt Regency/Holiday Inn Downtown)
1985 — Philadelphia, Pennsylvania, July 30 to August 3 (Franklin Plaza)
1986 — San Francisco, California, July 29 to August 3 (San Francisco Hilton & Towers)
1987 — Hollywood, Florida, July 7 to July 12 (Diplomat Hotel)

NAA seminars

1984 — San Diego, California, January 23-24-25 (Hilton Hotel)
Memphis, Tennessee, February 13-14-15 (Peabody)
1985 — Kansas City, Missouri, January 20-21-22 (Hilton Plaza Inn)
Williamsburg, Virginia, February 11-12-13 (Motor House/Cascades Conference Ctr.)
1986 — Clearwater Beach Florida, January 27-28-29 (Sheraton Sand Key Hotel)
Monterey, California, February 10-11-12 (Doubletree Inn Hotel)

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NAA MEMBER JACK CHARLESWORTH, recently elected president of the National Auto Auction Association, speaks to a record breaking crowd of 108 out of a possible 135 member auctions in attendance at the annual convention held in Chicago, October 6-9.

Jack Charlesworth is New NAAA President

Jack Charlesworth, manager of Atlanta Auto Auction, Red Oak, Georgia, was elected president of the National Auto Auction Association at the group's annual convention and business meeting held in Chicigo, October 6-9. Charlesworth, who is a member of the National Auctioneers Association, is a veteran in used car merchandising. For many years he was used car merchandising manager, American Motors Corporation. While there he was the first person to consign a group of factory owned cars to an auto auction. This practice has grown and today the four major domestic manufacturers all rely heavily on NAAA member auctions to merchandise factory owned used cars.

NAA member **Warren Young,** president of Manheim Auctions, Inc., and Frank Grochal, vice president, used vehicle sales, Automotive Rentals, Inc., were elected to the NAAA Hall of Fame, during the convention.

Chicago's convention established new attendance records with 108 of a possible 135 member auctions in attendance. Also attending were representatives of the major automobile manufacturers, guide book publishers, fleet and lease accounts and others engaged in used car merchandising.

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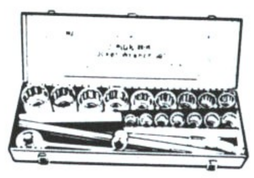


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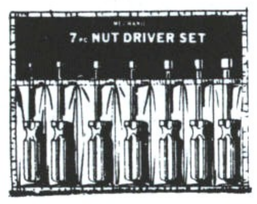






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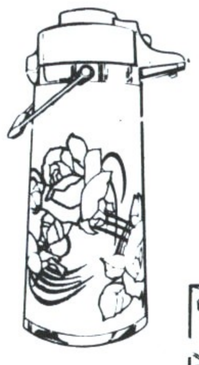


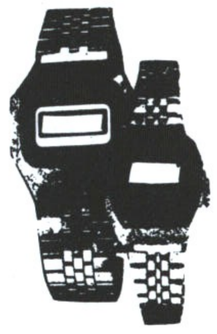


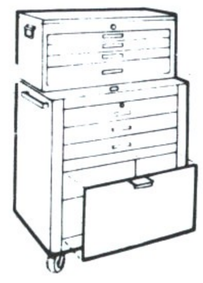
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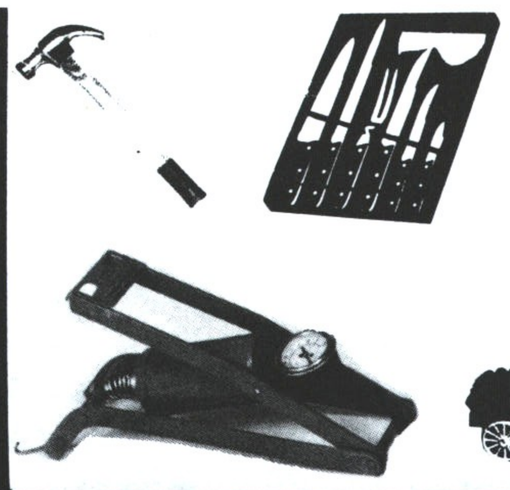




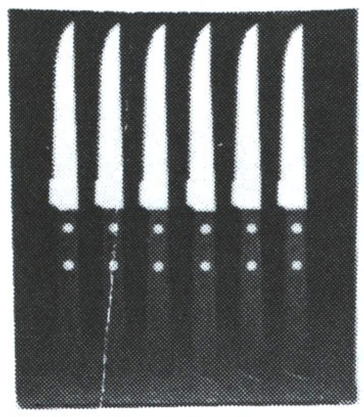
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Licensing Question Answered in Arizona

Editor's Note: This letter is reprinted from the Auctioneers Association of Arizona, Inc. Newsletter in reply to some questions raised about the licensing of auctioneers involved in selling real property.

John Cadzow
Arizona Association of Auctioneers
4527 E. Devonshire
Phoenix, Arizona 85018

Dear Mr. Cadzow:

It has recently come to the attention of this department that there may be some confusion in the Auctioneering and Real Estate industries regarding whether an auctioneer needs to possess a real estate license if selling real property.

We were advised that you are the president of the Arizona Association of Auctioneers and I am taking the liberty of writing you to inform your group as to the position taken by the Arizona Real Estate Department. We interpret the existing law to **not** require that an an auctioneer have a real estate agent's license so long as the auctioneer merely conducts the auction and does not draft the real estate contracts and other legal documents in connection with the transfer of an interest in real property. If an auctioneer were to assist in any way in preparing the real estate documents, a real estate agent's license would be necessary. If the auctioneer limits his or her activities to merely calling for bids the licensing is not necessary.

We have received inquiries from various auctioneers and real estate agents regarding the legal requirements for licensing. We would appreciate it if you would pass this information on to any members of your association who have an interest. If we can be of further assistance please advise.

Richard B. Micholls
Real Estate Commissioner

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Livestock at Auction

What Others Are Saying

Editor's Note: The following information was sent to the NAA office in the Livestock Marketing As sociation newsletter entitled VIEWPOINTS. For further information on the views and opinions expressed in VIEWPOINTS, contact Dennis D. Casey, associate manager for government and industry affairs, or John J. McBride, information officer at 301 East Armour Boulevard, Kansas City, Missouri 64111.

Federal Law Needed on Mortgaged Livestock

Many states have passed legislation dealing with what is commonly called the "mortgaged livestock" problem. So why is a federal law needed? For a couple of good reasons, the Livestock Marketing Association (LMA) believes.

First of all, a quick definition of the problem: it's what happens when the seller of mortgaged livestock doesn't use the proceeds of the sale to pay off the lien. The lien-holder often takes legal action against the market or the buyer, though neither may have known of the existence of the lien.

LMA has long advocated a legislative solution to this unfair situation, and in fact has worked with interested parties in several states to change their law. LMA is currently participating in a nationwide effort to get federal legislation, for two principal reasons: 1) a federal law would be uniform across the country, with states still preserving their right to make their laws even tougher; 2) a federal law would clear up a current dilemma — are federal agencies, such as Farmers Home Administration (FmHA) a major federal lender, subject to state law on this subject?

LMA also wants to point out that current economic conditions, and the resulting pressures on agencies like FmHA to grant more loan assistance, could mean that "less than ideal" standards might be used to qualify borrowers. Marginal operators could get livestock loans that could lead to more "mortgaged livestock" problems down the road when it comes time to market the animals.

There's no question that this summer's devastating drought hurt thousands of solid, reputable producers. And they certainly deserve another chance to get back on their feet. The vast majority of these producers, of course, will pay back any loans they get with no problems.

But LMA is concerned that the rush to lend money could bring headaches — and potential financial losses — for buyers and livestock markets. And that makes the search for a legislative solution even more important.

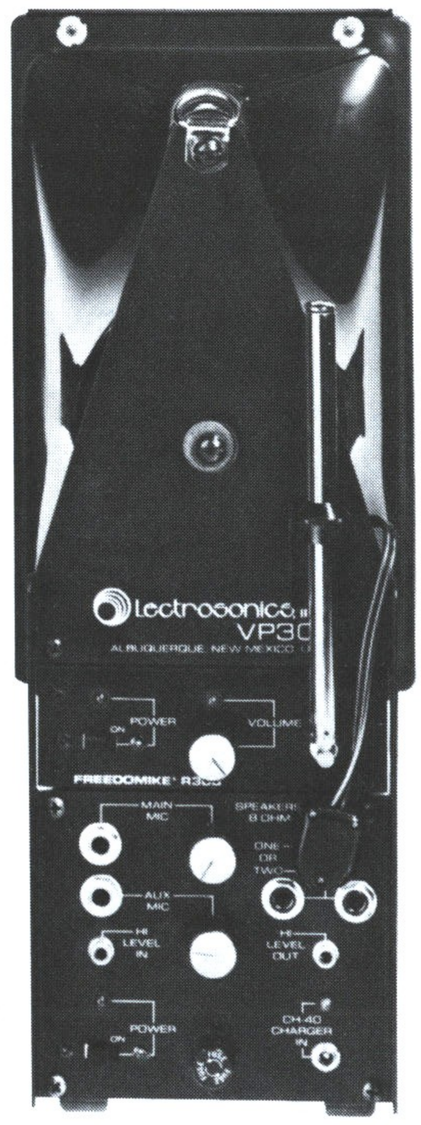
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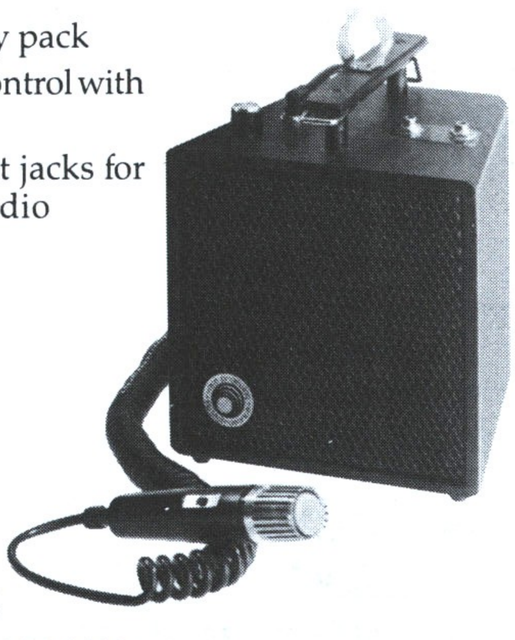
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Kornbrust Took Long Road to Becoming Auctioneer

Editor's Note: This article was reprinted with permission by COLLECTORS JOURNAL weekly publication, Vinton, Iowa. Article was published in the October 7, 1983 edition and written by Maureen Collins.

Moline, Illinois — Born in north-central Missouri, NAA member **J. C. Kornbrust** took the long road to auctioneering success.

As a newcomer to the Moline area back in 1951, the 30--year-old auctioneer had been in the large metropolis for less than 12 months when he returned from auctioneering college.

As with any new career, a man must have either experience in his field, or a reputable name in his area to promote business and Kornbrust — a new man in town — had neither.

As he himself said, "I must have been crazy, I guess."

Since that time, however, the Kornbrust name has grown in the communities that make up the Quad Cities and today his sales are some of the largest and steadiest in the area.

"J.C." as he goes by, has faced challenges all of his life. Although quick to downplay his vast experience in overcoming challenges in his time, his background tells a lot about the man.

He was raised on a farm where hard work was the daily schedule and by the time he was in his late teens he was an accomplished horse trainer. At the age of 21, the young man was in a car accident which left him with a stiff leg.

He abruptly faced a long future and a lack of career.

"If it hadn't been for the accident, I would probably still be training horses," he said.

From that point on, Kornbrust held many occupations — long term, yes — but not totally satisfying. He became a member in a country and western band, a cat skinner and finally accepted a position at the Rock Island arsenal where he took his vacation time to attend college in Kansas City in 1952 to become an auctioneer.

Auctioneering combined many aspects of his life that were important. Being from a farming background, he had attended sales throughout his childhood, and also he was not a stranger to hard work.

J.C. enjoys people and the opportunity to "entertain" them, work with them, and for them, was important.

"It's how you come across to people that makes the difference. I enjoy what I do or I wouldn't work so hard at it, and I wouldn't have been doin' it for this many years."

Kornbrust is past president of the Illinois State Auctioneers Association and for nine years he was the secretary/treasurer for the association which regulates the auctioneering field throughout the state.

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



He feels that one important aspect of auctioneering is educating the men who are auctioneers. While president of the Illinois Auctioneers Association he worked to promote not only guidelines for the auctioneering field, but seminars dealing with organizational skills for auctioneers and new methods of setting up auctions.

He speaks highly of **Howard Buckles,** a member of the NAA Board of Directors, who really puts his personality into crying an auction — "that does make a difference to the people who come to a sale" he said. "Howard makes people feel good — that he cares whether they come to the auction or not."

Kornbrust's own sales are well-organized and fast-paced. He has set up his own clerking system, borrowing from several clerking methods he has had the opportunity to observe over the years. Check out is fast and efficient, and much of what he says, must be credited to his daughter, who has been cashiering since she was 13 years old.

Mr. J. C. Kornbrust seems to have found his final career and the challenges of auctioneering — by his own admittance — are more than enough to keep him happy for many years to come.

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Edmund Kueker is Honored by University of Illinois For Work With 4-H Clubs

Reprinted with permission by THE COLUMBIA STAR newspaper, Columbia, Illinois. Article was published in the October 13, 1983 edition.

NAA member **Edmund E. Kueker** has been honored for his efforts and contributions to 4-H club and extension programs in Illinois.

Mr. Kueker was presented a plaque at "A Salute to 4-H" halftime program of the Illinois-Iowa football game Saturday, October 1. A crowd of some 73,000 fans watched the presentation to Mr. Kueker and three other recipients.

Some of the day's activities Mr. and Mrs. Kueker attended were, having lunch with the University President Stanley Ikenberry; watching the football game in the press box, and attending a banquet where the "Four Million for 4-H Campaign" was explained. They saw a first viewing of the new 4-H club film that will be aired on television later this year, and the day ended with a buffet dinner attended by senators, representatives and other Illinois dignitaries.

Some of Mr. Kueker's activities in the 4-H program include: serving as assistant farm adviser in Monroe County; led the first all 4-H horse club in Illinois for 23 years; judging and announcing many shows and horse clinics for 4-H horsemen; and annually auctioning the county 4-H steer, beef and pork champions at the Monroe County Fair.

Mr. Kueker lives near Waterloo where he raises quarterhorses and collects antique horse-related items. He is a professional auctioneer and the horse class instructor for Belleville Area College.

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In Memoriam . . .

MICHAEL M. GORDON

The NAA office was notified of the October 9th death of NAA member Michael M. Gordon, president of American Auction Associates Inc.

He specialized in commercial and industrial auction sales and auctioned Chicago landmarks such as Riverview Park, and the two-block area that is now Daley Plaza, the London House and Mr. Kelly's.

For 28 years, he was an auctioneer for the U.S. District Court, Small Business Administration and General Services Administration. He was 65 years old.

WILLIAM R. COX

The NAA office was notified in October of the May 5th death of William R. Cox of Richmond, Virginia. Mr. Cox has been a member of the NAA since 1962. He was 67 years old.

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



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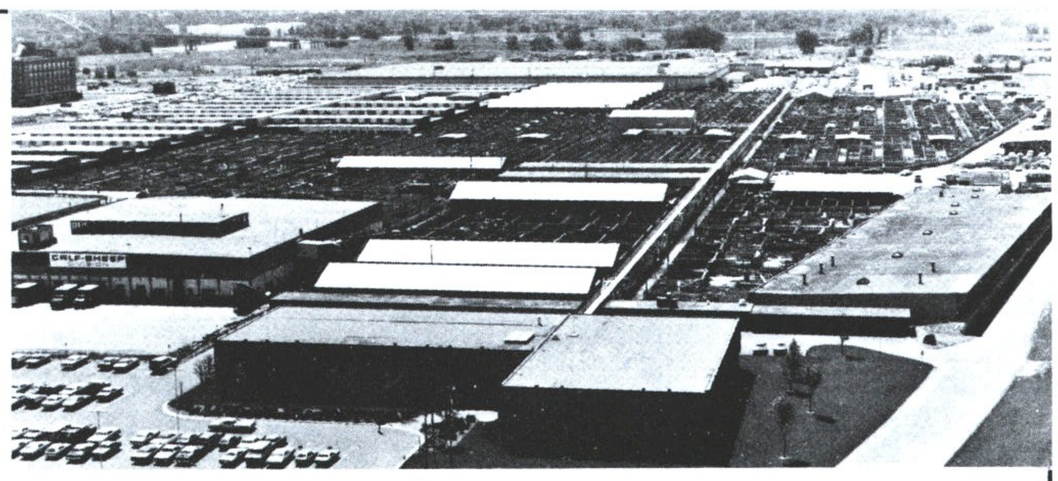
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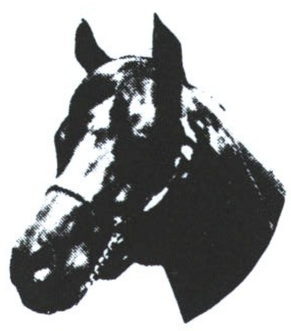
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Roberts Wesleyan College Honors Harris Wilcox

Roberts Wesleyan College presented the Community Service Award to **Harris Wilcox,** president of Harris Wilcox, Inc. He received the award during the college's Alumni Banquet on October 8 during Homecoming Weekend.

Dr. William C. Crothers, president of the college, announced the honor, cited Mr. Wilcox for his significant contributions through his civic, professional and financial expertise. In commenting on the selection criteria, Dr. Crothers noted that Harris Wilcox, who is a member of the Executive Advisory Board of the college, has continually been involved in the development of his community and environs.

Mr. Wilcox is the owner of Craiglen Farm, established in 1810 when the Wilcox family moved to New York from Connecticut. Mr. Harris' father was a partner in Harris, Beach and Wilcox law firm.

He is board chairman of Erie and Niagara Insurance, a director and executive committee member of Security New York State Corporation, board chairman of Genessee Valley Presbyterian Nursing Center, and past president of both the National Auctioneers Association and the New York State Auctioneers Association.

He is a graduate of Cornell University and is a member of Phi Kappa Phi and Alpha Zeta.

He is an elder of the First Presbyterian Church in Bergen and was moderator of the Presbytery of Genesee Valley.

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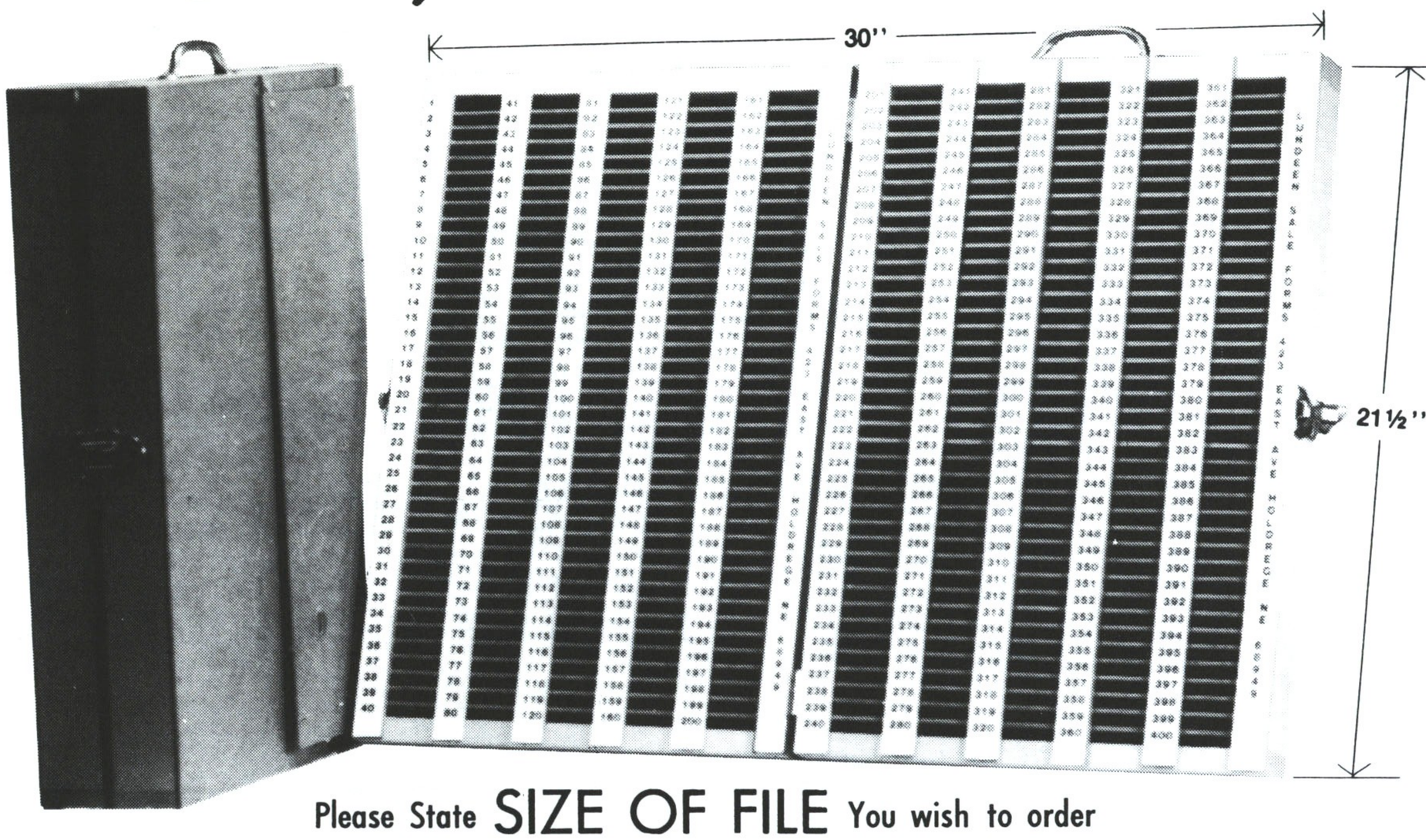
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The Sweet Smell of Success

A land auction of five acre tracts at "Future Farms" in Kentucky far exceeded all expectations, especially those of NAA members **Harold H. Helm, II, CAI,** and **Jim Price**. After the auction was over NAA member Helm had this to say, "After several years of struggling to get our market to accept the use of auctions to sell real estate in an urban and suburban setting, it was indeed sweet to succeed in front of a large and distinguished audience, as well as my banker."

The October 2nd sale of "Future Farms" was a successful sale, but it involved a lot of organization and preplanning to make it as successful as it was. NAA members Helm and Price had estimated the figures and prepared their owners to expect between $1,500 to $1,800 per acre.

One partner sold them his interest at his net if the property would only bring $1,350 per acre because he was not comfortable with an auction and did not wish to hold up the other partners. Fortunately for another partner, he exercised the right of first refusal and bought this position. The auctioneering team of Price and Helm averaged $2,600 per acre and because they exceeded $2,400, they received a handsome bonus as per the contract.

Both the clients and buyers were pleased. Approximately 200 bidders attended this auction. Both auctioneers felt that the success of this auction and their own personal career success could be attributed to benefits available to them through their membership in the NAA. They believe that the conventions and acquaintances all help to form learning experiences that can be put to use in day-to-day business transactions.

Editor's Note: This information was taken from a letter sent from Harold Helm, II, CAI, to Mr. Haskel Ayers, CAI, of LaFollette, Tennessee. Mr. Ayers had spoken at the 1982 Real Estate Seminar in Atlanta and Mr. Helm wanted to thank him for sharing his ideas and the time and effort he has given through the NAA and the CAI programs.



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B. G. Coats

The farmer was hooking a chain from his huge tractor to a stranger's Cadillac stuck in the snow. "You're not going to hook that tractor to my $20,000 car, are you?" the worried car owner asked.

The farmer unhooked the chain and got back on his tractor. "No mister," he said. "I'm not going to hook my $30,000 tractor to your $20,000 car."

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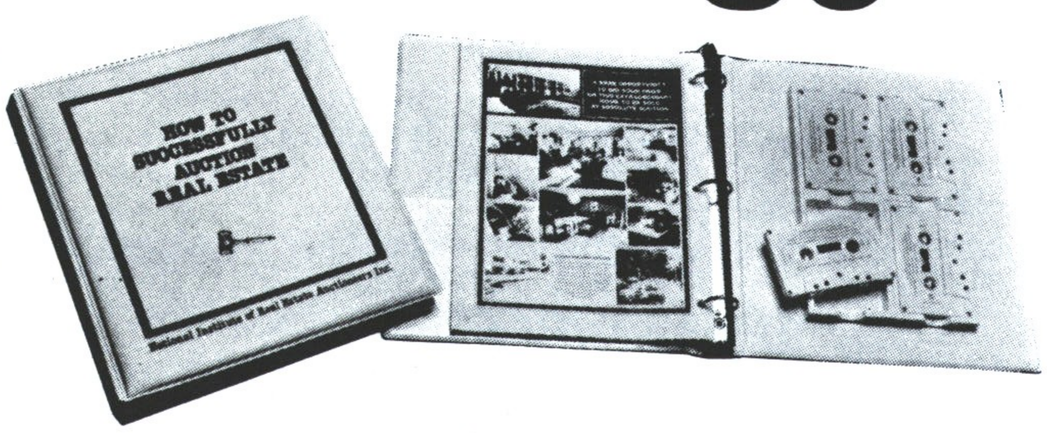
About the Author: Melvin A. (Mel) Giller. Realtor—Auctioneer. Over 20 years background in real estate sales, sales management and marketing. A nationally recognized author, lecturer and instructor on the Marketing of Real Estate by Public Sale. He is the founder and President of Nationwide Auction Company,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

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National Conference Scheduled for Potential and Existing Women Business Owners

Editor's note: The NAA office received this information on October 7th from the United States Small Business Administration.

Dear Friends:

The office of Women's Business Ownership is making every effort to locate potential and existing women business owners who may be interested in attending our national conferences.

The Office of Women's Business ownership, Small Business Administration, is sponsoring a series of National Initiative Conferences around the country in 1983-84. The purpose of these conferences is to provide high quality hands-on training in a broad range of business skills with an important and unique emphasis. That emphasis combines the skills and needs of the public and private sector into providing a community "afterlife" of activities on behalf of women business owners.

The conferences will have two track training: one for those contemplating business ownership and start-up businesses; the other for those who are ready to expand or diversify.

If you wish to have your name placed on the mailing list for these conferences, please contact:

Ms. Susanne Howard, Conference Coordinator
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Telling the Auction Story

Telling the Auction Story is a new feature of THE AUCTIONEER magazine that recognizes member auctioneers who are chosen to speak at various functions across the nation.

NAA member **John Horton** recently spoke at the 16th Anniversary celebration of the American Business Women's Association. The Heart of Dixie chapter heard NAA member Horton speak on a subject entitled "The Business of Auctioneering".

At the conclusion of the meeting, he demonstrated how an auction is handled, during a white elephant auction which benefited the scholarship fund.

Hugh B. Miller, Vice President of the National Auctioneers Association presented three education sessions at the recent annual convention of the Indiana Association of Realtors Convention. The topic of the session was entitled the Auction Alternative.

The annual convention was attended by over 650 Realtors and guests and was held in Evansville, Indiana, at the Executive Inn.

The education sessions, presented on several topics, are a popular item on the convention program. The Auction Alternative session was well attended by many interested Realtors and Auctioneers. Most of the auctioneers present were members of the NAA.

The high attendance and number of questions asked, pointed out the vast interest among Realtors in selling real estate at public auction. This is an excellent source of business for real estate auctioneers.

Also addressing the convention were National Association of Realtors President Harley Snidey, and NAR Board member and NAA auctioneer **Dean Kruse** from Auburn, Indiana.



Congratulations and best wishes are in order to Carolyn A. Durr and Roy L. Crume on their November 6th wedding. The NAA wishes you many happy years together. As their wedding invitation stated, "Everything is more beautiful when it is shared in Love".

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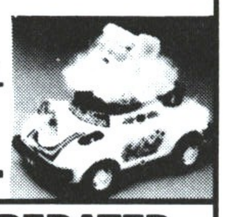


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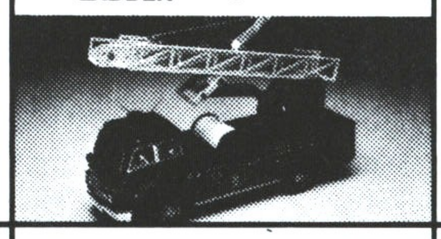


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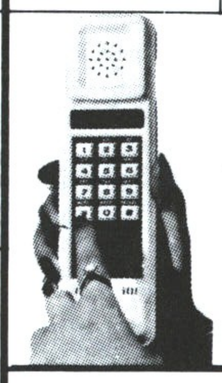
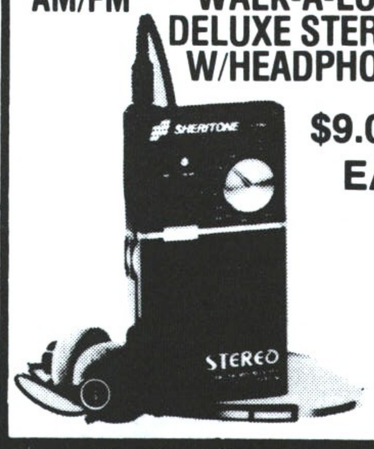
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7 PC WOOD HANDLE SCREWDRIVER SET $1.50 SET	11 PC. WOOD HANDLE SCREWDRIVER SET $2.50 SET	MEN'S OR LADIES' LCD WATCH W/TWIST BAND GIFT BOXED $30.00 DZ.	LCD SKIN DIVER WATCH 6-FUNCTION $4.00 EA.	MINI CREDIT CARD CALCULATOR W/ CASE & AUTO. SHUT-OFF $3.75 EA.	CREDIT CARD KEY CHAIN CALCULATOR $3.75 EA.	SMALL PISTOL BUTANE LIGHTER $3.50 EA.	MUSICAL BIRTHDAY CARDS ALSO: XMAS WEDDING ANNIVERSARY $15.00 DZ.	LARGE ASST. COPPER MUSICAL FIGURES 8 STYLES $36.00 DZ.	
40 PC. TAP & DIE SET $7.90 SET	17 PC. ¼" DR. SOCKET SET $1.75 SET	3 DZ. DIAMOND CUT EARRING DISPLAY $12.00 DISP.	CHILDREN'S 5-FUNCTION DIGITAL WATCH $30.00 DZ.		COMPUTERIZED LARGE HANDY TELEPHONE • PUSH BUTTON DIALING • MUTE BUTTON • AUTOMATIC REDIAL • WALL BRACKET INCLUDED $6.90 EA.	2 PC. PERFUME PEN SET $10.80 DZ.	LG. PISTOL BUTANE LIGHTER W/FLASHLIGHT $7.50 EA.	35 LIGHT XMAS TREE SET $15.00 DZ.	100 LIGHT XMAS TREE SET $36.00 DZ.
ASTRO PORTABLE WORK & EMERGENCY LIGHT $7.90 EA.	HEAVY GAUGE 19" TOOL BOX $6.90 EA.	LCD STICK-ON CLOCK $18.00 DZ.	17-JEWEL POCKET WATCH W/ HUNT SCENE CASE $16.95 EA.	CORDLESS TELEPHONE 750 FT. RANGE $55.00 EA.		NAIL CLIPPER W/KEYCHAIN $36.00 GR. ASSTD. KEYCHAINS COWBOY BOOT, ICE SKATE, FOOTBALL $36.00 GR.	10 x 50 BINOCULARS W/CASE $21.00 PR.	ALL WOOD HOLIDAY WISHING WELL NUTCRACKER $30.00 DZ.	ALL WOOD CURIO CABINET $15.00 EA.
LOCK BLADE KNIFE W/LEATHER SHEATH 3" $9.00 DZ. 4" $12.00 DZ. 5" $15.00 DZ.	25 PC. ½" DRIVE SOCKET SET $6.90 SET	QUARTZ DIGITAL SPORT WATCH MEN'S OR LADIES' $24.00 DZ.	ASST. GOLD 48 PC. CHAIN DISPLAY $18.00 DISP.	6 PC. CARVING SET $4.00 SET	2 PC. CHEFMASTER CARVING SET $2.50 SET	IMPORTED PEN/PENCIL SET — GOLD GIFT BOXED $30.00 DZ.	MEN'S OR LADIES' FULLY AUTOMATIC PUSH-BUTTON UMBRELLAS $21.00 DZ.	$100.00 RETAIL ALL WOOD 5-DRAWER JEWELRY CHEST $20.00 EA.	BEAUTIFUL CHINESE MUSICAL RICKSHAW $34.00 DZ.
10 PC. SCREWDRIVER SET $8.90 DZ. SETS	11 PC. BOX & OPEN END WRENCH SET $3.90 SET	MEN'S RHINESTONE DIAL WATCH BOXED $7.50 EA.	LADIES RHINESTONE WATCH BOXED $8.50 EA.	19 PC. REGENT SHEFFIELD CUTLERY SET GIFT BOXED $7.00 SET	AM POCKET RADIO ASST. COLORS $2.00 EA.	DISPOSABLE BUTANE LIGHTERS ON BLISTER CARD $36.00 GR.	BATT. OPERATED GALAXY MULTI-PURPOSE LANTERN $4.00 EA.	ASST. MUSICAL KEY CHAINS $24.00 DZ.	BUTANE LIGHTER & CIG. CASE W/PEN SET $8.90 EA.
4 PC. PIPE WRENCH SET UP TO 18" $8.50 SET	5 PC. PLIER SET $6.90 SET	CRYSTAL ASHTRAY & TABLE LIGHTER SET $8.50 SET	L.C.D. LIGHTER W/WATCH $7.90 EA.	AM/FM WALK-A-LONG DELUXE STEREO W/HEADPHONE  $9.00 EA.		110/220 VOLT HAIR DRYER $5.90 EA.	DELUXE LEATHER TRUCKER'S WALLET $36.00 DZ.	DUAL PURPOSE LUGGAGE ELEGANT HANDY & LIGHT Folded to serve as handbag, opened to serve as luggage bag. Prepriced $49.95 Your Cost $6.50 	
14 PC. BOX & OPEN END WRENCH SET $7.90 SET	7 PC. NUT DRIVER SET $1.00 SET	LADIES LCD CHICKLET WATCH W/MATCHING PEN GIFT BOXED $48.00 DZ. SETS	ASST. NECKLACE/ EARRING SET BOXED $12.00 DZ.			LARGE LUCITE MUSICAL PIANO $5.90 EA.	ROLLS ROYCE RADIO $4.50 EA.		

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Reorder, quantity prices now available for pamphlet

Because of the continued membership support of the NAA auction customer pamphlet, special prices are now available for quantities above 2000, and for pamphlet reorders. The form on the opposite page contains initial order, added quantity, and re-order information for your convenience.

Here's a valuable sales tool, helping you "sell" your auction services. Thousands of copies of the NAA sponsored pamphlet have been distributed across the country, with each edition personalized for the individual NAA member. Your free sample is in the April, 1982 AUCTIONEER, or available upon request to the NAA office.

Customer pamphlet highlights information

Auction buyers, clients, and prospects need all the important information about your auction service. To assure that your pamphlet will be produced as promptly as possible, please follow the ordering procedure closely.

- To begin, read this entire article before completing the order form.
- Photocopy or remove the pamphlet order form.
- Provide the address and service information as requested on the form. Enclose a black and white, head and shoulders photograph of yourself in business attire; and photos of other personnel in your company, if they are to be pictured in the pamphlet.
- Decide what quantity of pamphlets to order, enclose payment, and send directly to the NAA office.

The following guidelines will be helpful in preparing information to appear in your NAA auction customer pamphlet. Please refer to the sample copy for general positioning of information.

Name and address

Your name, business name, business address and phone number will be printed above your picture. In the case of multiple pictures, names will probably appear above, and business address will be located at some other prominent section of the layout. Professional designations will follow your name as requested. Below are a few examples of how nicknames and designations will appear.

John A. Collins, CAI, GRI
John A. "Jack" Collins
John A. "Big Jack" Collins

Jack A. Collins
Jack Collins

All of your business address information will be included, but slogans and other extra items will not be accepted. Also, you may include both your post office box and street address if you wish. Please refer to the following examples.

Business name on the cover

ABC Auction Company

We're The Professionals

John A. Collins Auctioneer

We're The Professionals

Business name and address inside

ABC Auction Company
1215 Main Street
Hometown, State Zip
Phone 402-489-9356

Slogans and street directions will not be accepted.

ABC Auction Company
1215 Main St.
"Your best friend for a sale."
"Turn right at the big sign."
Hometown, State Zip

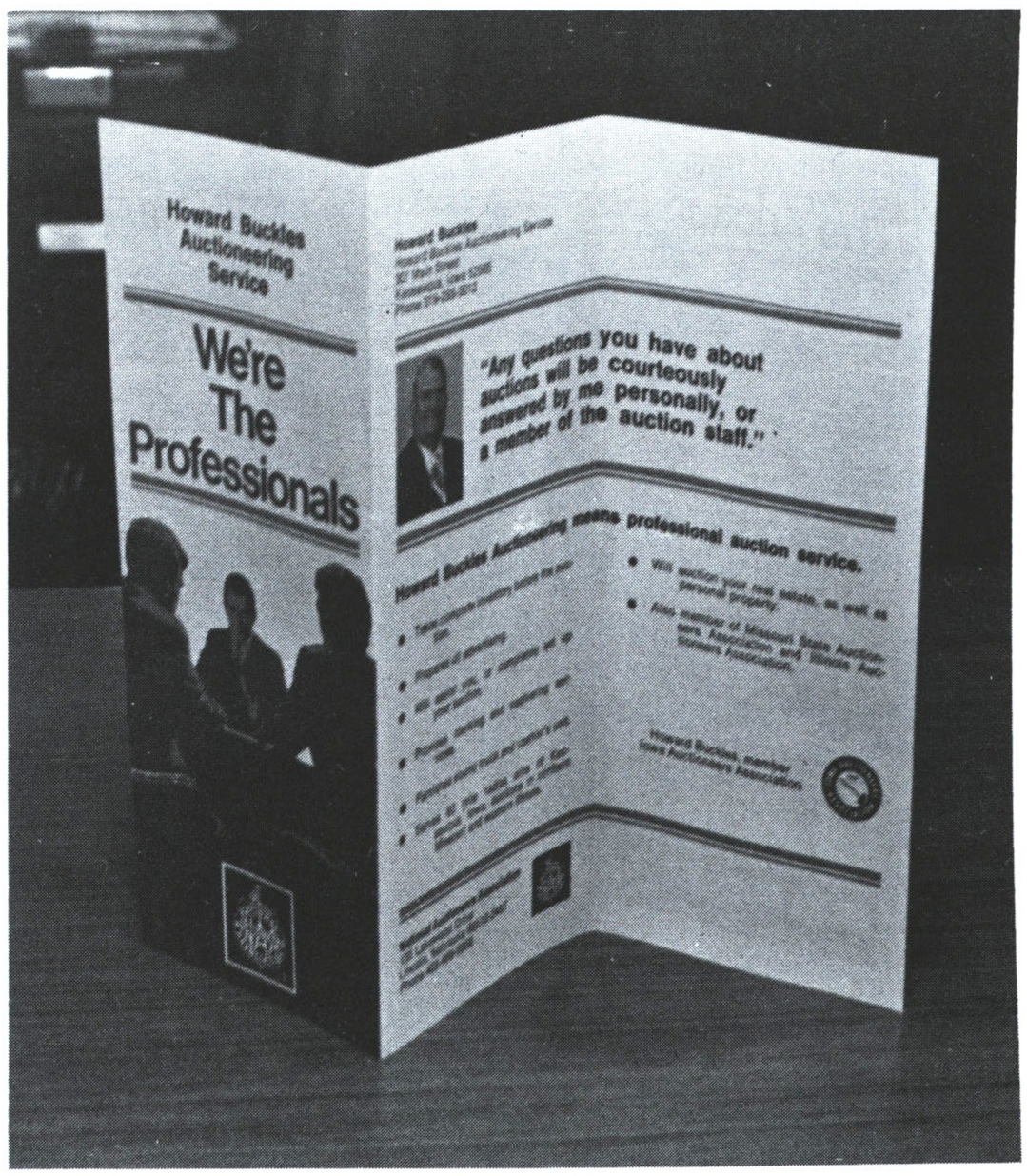
Multiple business phone numbers can also appear below your address.

Phone 402-489-9356 or 9357

Phone 402-489-9356
402-476-9211

If you have more than one office, the additional office information will be included as space allows.

Continued page 56



AUCTION CUSTOMER PAMPHLET to promote your business.

National Auctioneers Association

"Auction Customer Pamphlet" Order Form

★ Only NAA members are permitted to order the auction customer pamphlet ★ *Please print clearly or type information.*

1) Names of all company personnel to be pictured in your NAA customer pamphlet. (Include professional designations to follow the name.)

_____ _____

_____ _____

_____

2) Name of auction company, or auction service _____

Street address _____ City _____ State _____ Zip _____

Business phone/area code _____

(If additional office location addresses are to appear in the pamphlet, provide the address information on a separate sheet of paper.) **State Auctioneers Association member?** _____**Yes** _____**No**

3) On a separate sheet of paper, compose 7-10 brief statements detailing the auction services you provide.

4) Enclose logos suitable for printing, for each professional affiliation you want featured in your NAA customer pamphlet. Social and fraternal organization logos will not be accepted. (Do not send CAI, GRI and other similar professional *designation* logos. Your professional designation will follow your name, pursuant to logo use regulations of organization awarding the designation.)

5) Enclose a black and white, head and shoulders photograph (in business attire), for each person to be pictured in your customer pamphlet. Color photos will not be accepted.

6) Enclose payment for the following order. Make check payable to National Auctioneers Association. Please note the charge for each additional photograph.

500 pamphlets,	**$165.00**	**1000 pamphlets,**	**$230.00**	**2000 pamphlets,**	**$250.00**
plus shipping,	**$ 3.00**	**plus shipping,**	**$ 4.50**	**plus shipping,**	**$ 7.50**

Add $12.00 for each additional photograph to be included.

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

7) Pamphlet reorders available at the following prices.

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

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

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

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

Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

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

John A. Collins

ABC Auction Company
1215 Main Street
Hometown, State Zip
Phone 402-489-9356

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

Auction service information

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

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

The following guidelines will apply to your auction service information.

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

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

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

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



DD Meyer, AFLM, CAI, CRA

The AUCTIONEER'S "REAL ESTATE AUCTIONEER"

How many times have you lost the opportunity to share the commission of a Real Estate Auction because of licensing problems?

I am a professional Real Estate Auctioneer, and I am also licensed as a **Real Estate Broker in 21 States**. Real Estate Auctions are our only business!

If you have an opportunity to conduct a real estate auction and you are not licensed to do so, just call us **COLLECT** at 619-"AUCTION."

We will be glad to cooperate with you and we will make an appointment to visit the prospective client immediately upon receipt of your phone call.

CA Auctioneer License No. 161 — CA Real Estate Broker License No. 490999

- **LICENSED**
- **BONDED**

NATIONAL AUCTIONEERS ASSOCIATION

SAN DIEGO, CA
DD Meyer
REALTY & AUCTION CO.
(619) "AUCTION"

DD Meyer REALTY & AUCTION CO.
11192 Vivaracho Way, San Diego, CA 92124

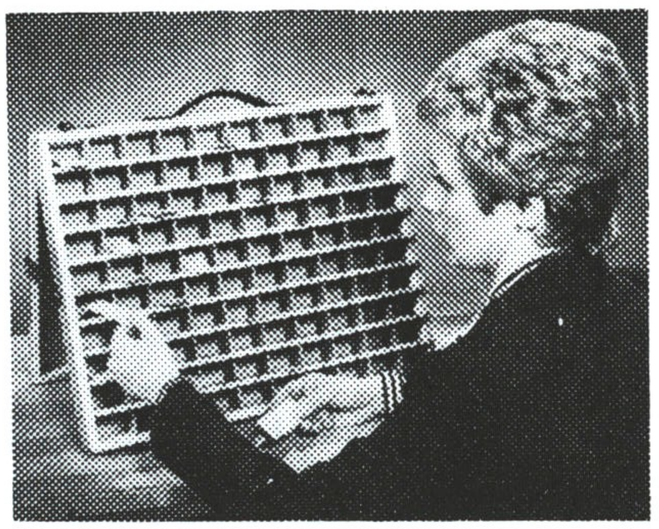
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1 THRU 100 DIVISION FILE $74.95 EA. ALSO AVAILABLE WITH NUMBERS 101 THRU 200 FOR THE SAME PRICE OF $74.95. IF YOU DESIRE A 200 DIVISION SET-UP YOU SIMPLY ORDER 1-NO. AF-100 & 1-NO. AF-200 FILES.

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2,000 No. 18-AT Clerking Tickets $154-IM
3,000 No. 18-AT Clerking Tickets $148-IM
5,000 No. 18-AT Clerking Tickets $139-IM

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Number AT-18 Clerkeasy Clerking Tickets
Not Special Imprinted Prices
These in stock for immediate shipment
200 Sets No. AT-18 Clerking Tickets $30
1,000 Sets No. AT-18 Clerking Tickets $115

LOT NO. ITEM YOUR NAME AND PHONE IMPRINTS HERE 18

NAME OR NO.

YOUR RECEIPT FOR ABOVE

IMPORTANT...

We must have your payment with your imprinted order and clear copy to be imprinted. Allow 3 to 4 weeks for shipment prepaid freight.



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A lightweight, spring-loaded tray, designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets. $19.50 ea.

To Auction Systems-John Green Press
430 W. 35th St., Davenport, Iowa 52806

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AF-200 FILE SLOTS 101-200		
AT-18 PLAIN CLERKING TICKETS		
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AH-18 WRITING TRAY		
TOTAL...		

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Ship to:_____
Address_____
City_____
State _____ Zip _____
Phone_____ P.O. No._____

●Samples and prices of other Auction items available.
SEND $1.00 TO COVER POSTAGE & HANDLING
●We ship C.O.D. or you may send check and we prepay.

Order From:

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430 W. 35th St., Davenport, Iowa 52806
Ph. Toll Free 1-800-247-3909
OLSON MFG. CO., INC.

PHONES:

OFFICE:	PLANT:	AFTER HOURS:
1-319-386-0636	1-515-233-1344	1-319-391-5994

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Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

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

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

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

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

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

Submit all advertising to: The National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214. Phone: 913 541-8084.

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More Professional Auctioneers Use the Clerk-Saver® System Than Any Other Method.

Buyer's Name
Or Number _____
Item or
Lot Number _____

_____ @ $_____ = $_____

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This receipt verifies payment and delivery of the above. Seller retains ownership until payment check is honored. Sold as is, where is. All sales final. Thank you

● [illegible] MISSOURI AUCTION SCHOOL, K.C., MO. 64102

THE CLERK SAVER® IS:

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- *Accurate — Clerk writes buyer, item & price. Cashier writes nothing.*
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- *Keeps a running total of the sale.*



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

  9,000 Tickets (1-3 White, Canary & Card) $27.50
  18,000 Tickets (1-3 White, Canary & Card) 52.50
  36,000 Tickets (1-3 White, Canary & Card) 98.50

- **ALUMINUM WRITING TRAY**

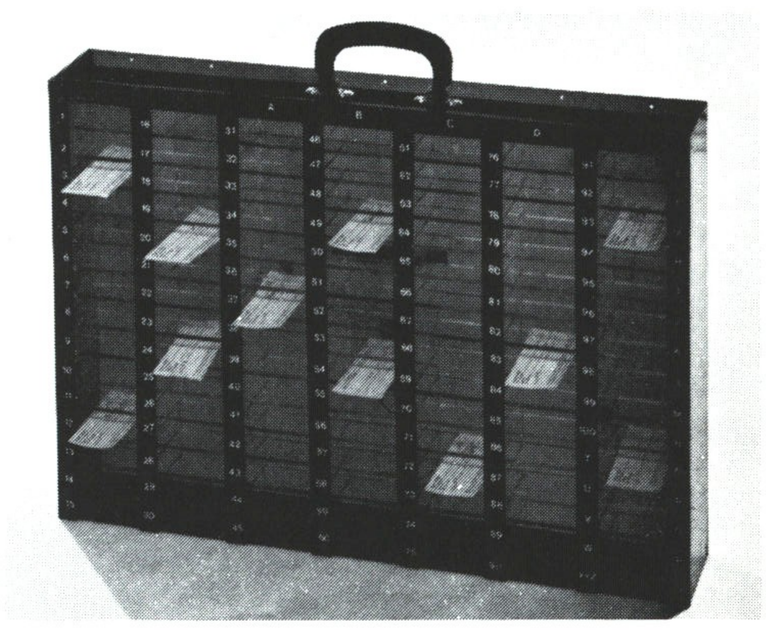
  The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

  Aluminum Writing Tray $14.95

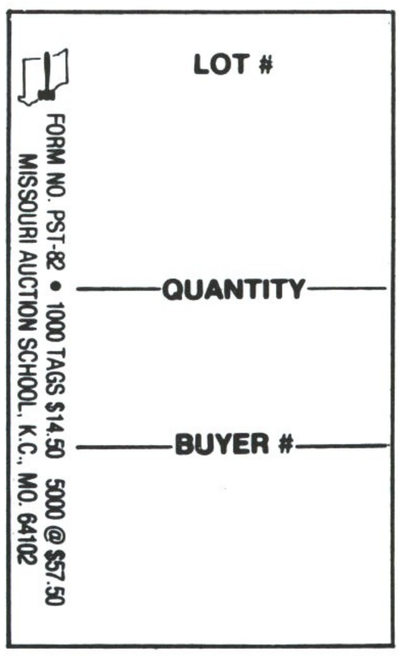
- **100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE**

  Overall size 23"x16"x4". Slots are 2⅜" x ⅞" x 3½". Handle for easy carrying or nail to a wall for permanent installation.

  Slots numbered 1 to 100 plus A to Z ..... ONLY $59.95



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



- **BUYER CARDS . . . Form No. BC-70**

  For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).

  1,000 Cards....$9.50 2,500....$22.75 5,000....$44.75

- **BUYER'S REGISTRATION FORM . . . Form No. BR-69**

  8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone and other information.

  $2.00 per pad, 10 pads at $1.50 ea., 20 or more at $1.25 ea.

SPECIAL CLERK SAVER STARTER KIT

THE SPECIAL KIT INCLUDES:

- Aluminum Writing Tray
- 9,000 CT-12 Clerking Tickets
- 1 Pad FS-69 Final Settlement Forms
- 1,000 BC-70 Buyer Cards
- 3 Pads BR-69 Buyer Registration Forms

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COLONEL® 1

- Astatic Model 957L Anti-Feedback professional ball type dynamic cardiod microphone with on-off switch, detachable 10 foot coiled cord, and built in windscreen.
- Deluxe padded shoulder strap.
- Full range six inch baffled speaker.
- Tough, attractive reinforced vinyl "Mule Hide" covering with metal corner protectors.
- Space age solid state amplifier.
- SPECIFICATIONS: Batteries: Eight "D" size flashlight batteries (not included) (Alkaline batteries will give many hours of extra service).
- DIMENSIONS: 7¾" High x 6" Wide x 7¼" Deep.
- WEIGHT 4 LBS., 14 OZ.
- There is a two year repair or replace warranty on everything except batteries.

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

COLONEL® 2

The COLONEL 2 has the same features as the COLONEL 1 plus:

- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- AUTOMATIC "Full Charge" indicator light shows when battery is fully charged.
- Complete with recharger. Charger rated 120 VAC, 8 WATT, 300 MA.
- SPECIFICATIONS: Battery: Gel Type (2) #626 2.6 AH rating rechargeable.
- INPUTS: one microphone, one tape recorder, one battery charger.
- OUTPUTS: One extension speaker, one tape recorder.
- WEIGHT: 6 LBS., 12 OZ.

List Price: $570.00 **Auctioneers Cost: $342.00**





COLONEL® 3

The COLONEL 3 has the same features as the COLONEL 2 plus:

- Storage Compartment in back to carry recharger, microphone and cord.
- Slightly larger speaker baffle area with port hole.
- DIMENSIONS: 9⅜" High x 6" Wide x 7¼" Deep.
- WEIGHT: 7 LBS., 6 OZ.

List Price: $595.00

Auctioneers Cost: $357.00

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