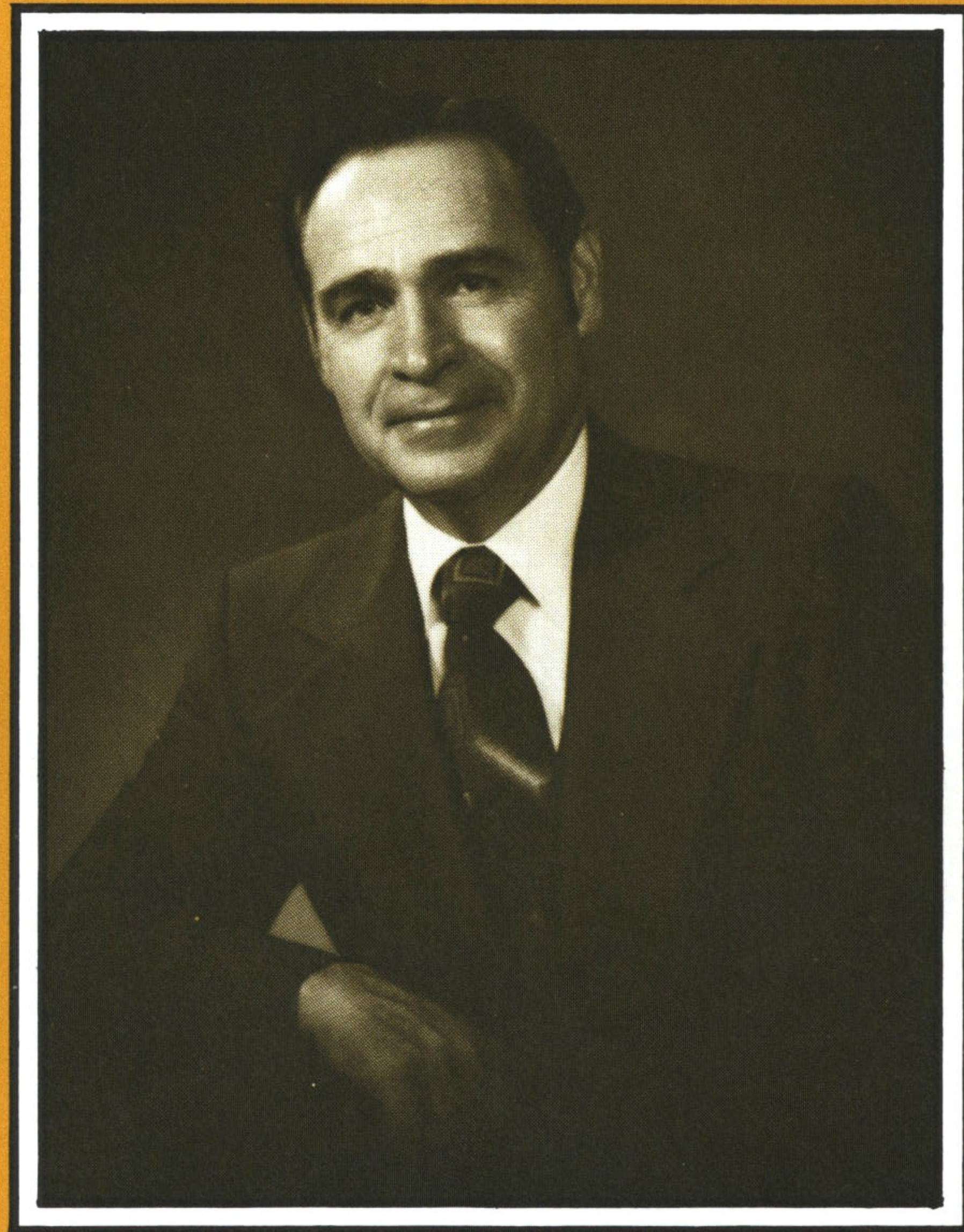


THE AUCTIONEER

The Magazine of the National Auctioneers Association • September, 1978



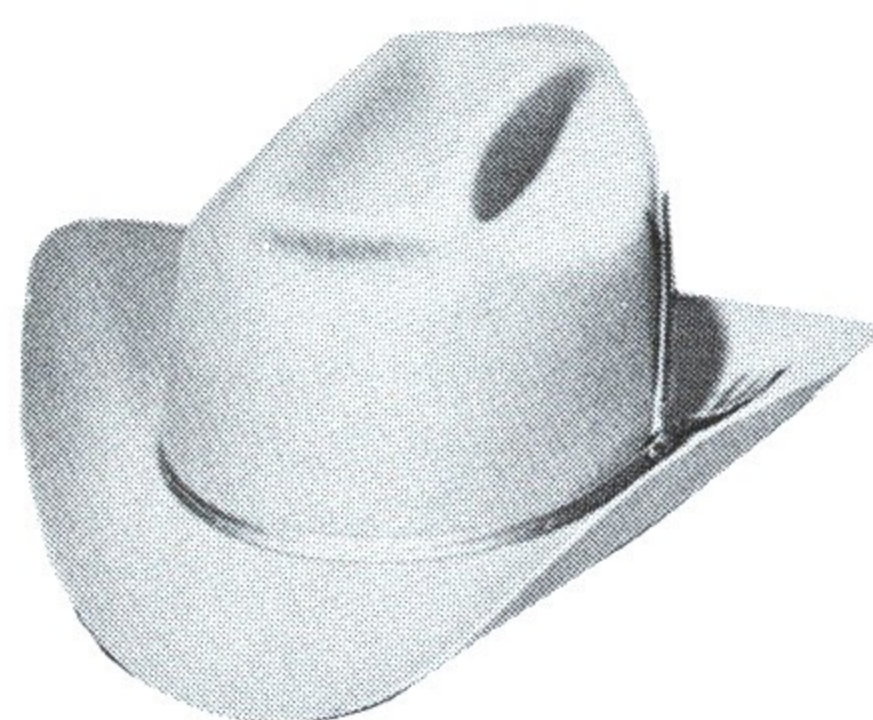
PAT and HARVEY LAMBRIGHT



HARVEY C. LAMBRIGHT
1978-79 President
National Auctioneers Association



THE HARVEY LAMBRIGHT FAMILY
Deb, Denise, Dodie, Pat and Harvey



Stetson "Wisp"



Auctioneer Hat

New Hats Well Received in Boston!

The annual convention in Boston is now history. Those not in attendance missed a really spectacular convention. As we told you we tried several new items and found what would sell and what would not. Our regular auctioneer hat line held up good and we sold many of the beautiful Silver Belly Felt hats as pictured above as well as a good supply of our Milan Straws in brim width: 2 1/8", 2 3/8" and 2 5/8".

Our White Panama went over so good that someone stole our sample. It comes with 2 1/2" brim.

What really took the day was the new Stetson "Wisp", pictured above. It is western in style, silver belly in color and is a real nice hat. The Marlboro and Stampede did not go over; therefore we are not adding either of these. The T-shirts were so-so; the beautiful Car Coats, with orlon collars, went over big and we are adding the Putty Colored Car Coat to the line.

The monogrammed jump suits did not do anything;

nor did the over-the-calf sox with the NAA emblem on them. The baseball-type caps did not do anything either.

Our sterling silver gold-plated gavel tie tacs, with man made diamonds, did quite well as did the sterling silver gold plated plain gavel tie tacs. Listed below is now what we have. We are expecting a price increase on all our hats before the first of the year so order yours today!

Felt Silver Belly Hats	\$22.50
White Panama	16.95
Milan Straw (light tan)	14.95
London Fog-type Jackets with	
NAA Emblem (assorted colors)	21.00
WISP (Western Hat)	37.00
4-Color NAA Emblem	3.00
S. S. Gold Plated Tie Tack	
with .50 man-made diamond	50.00
S. S. Gold Plated Tie Tack	
without man-made diamond	30.00
T-shirts with your name & NAA emblem	
.....	\$45 Doz.; 2-Doz. minimum
Deer and Pig Skin Gloves	\$16.00 and \$18.00

Plus — 4% Sales Tax

We now have a catalog — will send upon request.

Col. W. Craig Lawing

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

FLASH: Lawing Auction Company Has Done It Again!

For the second time in five years Lawing Auction Company has been a double winner in the NAA advertising contest (see photographs this issue). Lawing won the awards given for best color advertising in both the Real Estate and Commercial and Industrial catagories.

This was not an accident as Lawing has one of the best advertising departments in the country. In talking to many of the auctioneers in attendance at Boston the remark was made that this type of advertisement was prohibitive in many parts of the country because of the price. This is not necessarily true.

If any auctioneer in the country is having a sale, which is worthwhile (and every sale that you have should be worthwhile) then you owe it to the seller to give him the best job possible.

We here at Lawing Auction Company will be happy to consult with anyone needing advice or help in setting up an advertising program. We will send one of our people to look over what is being sold; advise what type advertising would be most advantageous; make professional-like photographs; layout the ads; have the printing done and even do your mailings, using your mailing list.

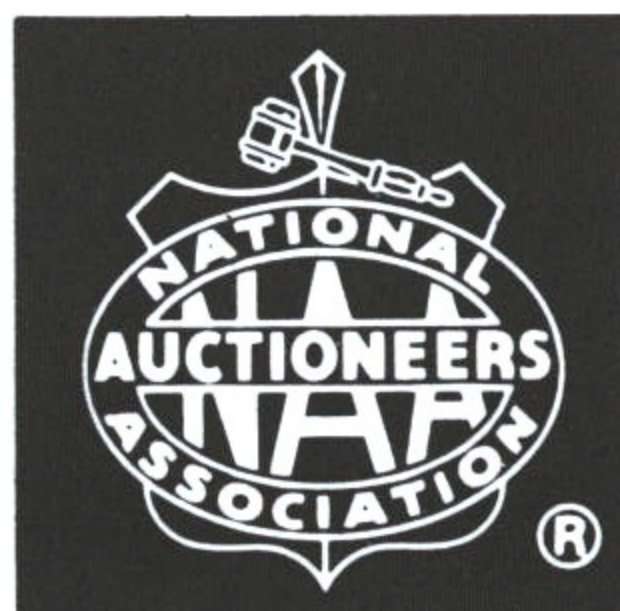
We possibly can offer some of you this service for less than you can get the printing done.

Write Lawing Auction Company at 5521 Belhaven Boulevard, Charlotte, NC 28216 for further information.



Harvey C. Lambricht Elected President . . .

1978-79 NAA President Establishes Goals For New Year During Speech Made at the President's Banquet at 1978 Convention



The first "President's Article" by newly elected NAA President Harvey C. Lambricht of LaGrange, Indiana, is a condensed version of his acceptance speech, made during the 1978 NAA Boston Clambake Convention's President's Banquet, Saturday evening, July 22, 1978. The speech was made immediately following Harvey's acceptance of the NAA gavel, presented to him by outgoing President Martin E. "Marty" Higgenbotham.

Ladies, guests, friends and fellow Auctioneers, this has been an exciting week for me. I have attended many great meetings, visited with many friends that I have met throughout the years and my family and I have thoroughly enjoyed this 1978 Boston Convention.

For the past few months, I have given a lot of thought to this very moment and to the position of President of our National Auctioneers Association. So tonight as I stand before you I accept the responsibility you have placed upon me to serve as President of the National Auctioneers Association. I want every person to know that I accept with thankfulness, gratefulness, and with absolute dedication to the high ideals on which this great Association was founded and has promoted throughout the years.

I am thankful for the opportunity to serve you and thankful for the proper development of my life to be at the right place at the right time to make this year's service a benefit to all auctioneers across this nation.

As I think back I am grateful for my parents, who raised me to both love and fear God. To fear His awesome power and the magnitude of the universe, and love Him for His great concern for even a new born baby's faintest cry.

I thank my wife, Pat and our daughters for their understanding and patience of an auctioneer's life style.

I'm grateful for my father-in-law who gave me the opportunity to become an auctioneer and who allowed me to understand America's free enterprise system and the vital part the auction business plays in keeping America strong.

Additional thanks goes to the NAA board of directors for their support. I am looking forward to their continued assistance during the coming year.

All of us need to extend a special appreciation to Harvey McCray and his wife for their dedicated work in making our association strong and effective.

Much thanks goes to Marty Higgenbotham for his fine performance, as President, during the past year. In following Marty, I am reminded of Ben Franklin's views on the person who succeeds another person in a position such as this. Franklin said: "For people to think you are as good as your predecessor, you must be better." That might be a pretty tall order. Certainly our National Association has benefited from Marty's year in office.

During the past year, I have been invited to attend several different State Auctioneers Associations' conventions. There is one ever-present similarity, which I saw in each state I visited. Every convention was filled with enthusiastic, professionally-minded auctioneers; men and women who were interested in the future of the auction way of selling. These are the kind of people I want to serve.

One of my favorite thoughts is the one written by Cary Kettering, who said: "My interest is in the future, because I'm going to spend the rest of my life there."

Our profession, at the present time, is participating in America's growth and prosperity. To help continue this advance, your Association will be standing by your side, developing public relation programs, enlarging the Certified Auctioneers Educational Institute and appointing committees, which are vital to the growth of the auction business.

Everyone must take an active part in the Association; therefore, I would like to present several challenges to my fellow Auctioneers:

First, I want to challenge the new members of the board of directors to become actively involved in committee assignments. Most of the work of the association is accomplished through committees. So, you must be eager and dedicated committee workers.

Secondly, I want to challenge every member of the Association to sign up one qualified new member this year. Our Association treasury depends on memberships and next year's costs will undoubtedly be greater than this year's. Sell the Association: Remember, we have much to offer other auctioneers.

Thirdly, let's all strive to increase the auction

Continued on Page 5

THE AUCTIONEER

SEPTEMBER, 1978

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

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

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

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

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

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

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

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

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

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

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

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

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

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

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

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

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

NAA Meetings Schedule

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

NAA Convention Sites

- 1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado
1980 — Opryland Hotel, July 30-August 2, Nashville Tennessee
1981 — Las Vegas Hilton Hotel, July 22-25, Las Vegas, Nevada
1982 — Hilton Hotel, July 28-August 31, Atlanta, Georgia

1979 NAA Seminars

- January 29-30-31 — Sahara Hotel, Las Vegas, Nevada
February 19-20-21 — Opryland Hotel, Nashville, Tennessee

National Auctioneers Association

1978-79 Officers

- President — Harvey C. Lambright, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012
1st Vice President — C. E. Chuck Cumberlin, P.O. Box 248, Brush, Colorado 80723. Bus. Phone: 303 842-2822
2nd Vice President — Archie D. Moody, P.O. Box 795, Darlington, South Carolina 29532. Bus. Phone: 803 393-0431
Executive Director — Harvey L. McCray, 135 Lakewood Drive, Lincoln, Nebraska 68510. Bus. Phone: 402 489-9356
Treasurer — Dean Fleming, Atkinson, Nebraska 68713. Bus. Phone: 402 925-2801

Directors

Terms Expiring 1981

- Martin Higgenbotham, 1702 Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094
Frank Bass, 501 1st Avenue South, Lewistown, Montana 59457. Bus. Phone: 406 538-8709
James Heike, 104 W. Main St., Mondovi, Wisconsin 54755. Bus. Phone: 715 926-5340
H. Layton Laws, Jr., P.O. Box 675, Manassas, Virginia 22110. Bus. Phone: 703 361-3148
Robert E. Musser, RFD 1 Box 1900, Cody, Wyoming 82414. Bus. Phone: 307 587-2131

Terms Expiring 1980

- Lyle Erickson, Box 239, Cresco, Iowa 52136. Bus. Phone: 319 547-3700
Herbert A. Bambeck, Route 1, Box 392, Dover, Ohio 44622. Bus. Phone: 216 343-1437
William L. Gaule, 909 W. Walnut, Chatham, Illinois 62629. Bus. Phone: 217 483-2484
Rex B. Newcom, Box 458, Whitewater, Kansas 67154. Bus. Phone: 316 729-2278
Bill Wade, Route 2, Box 302, McKinney, Texas 75069. Bus. Phone: 214 424-2602

Terms Expiring 1979

- C. P. Terry Dunning, P.O. Box 866, Elgin, Illinois 60120. Bus. Phone: 312 741-3483
Wayne Ediger, 125 South Ash, Belle Plaine, Minnesota 56011. Bus. Phone: 612 873-2292
William J. Josko, 3482 Post Road, Southport, Connecticut 06490. Bus. Phone: 203 255-1441
Forrest Mendenhall, Route 5, High Point, North Carolina 27263. Bus. Phone: 919 887-1165
Hubert D. Songer, 1602 Jones Blvd., Murfreesboro, Tennessee 37130. Bus. Phone: 615 896-4067

ABOUT THE COVER . . .

Members of the National Auctioneers Association, assembled in convention in Boston, Massachusetts on Saturday, July 22, 1978, elected Harvey C. Lambright of LaGrange, Indiana, President for the 1978-79 NAA year.

Information about the Lambright family will be published in the October, 1978, issue of THE AUCTIONEER, but the cover of this issue offers the official portraits of the NAA First Family.

Dedication, inspiration and enthusiasm will be the keywords for NAA auctioneers during the 1978-79 year with Harvey C. Lambright at the helm. Harvey has the full support and love of family, who include daughters, Deb, Denise and Dodie and wife Pat.

way of selling. Let's promote the auction technique when the seller isn't thinking auction. Develop new areas of auction selling. Remember, our goals are the same, so tell an auctioneer friend what has been working for you. There's no reason to keep it a secret.

Those are my three challenges to you for next year.

Do your part and watch the Association and the auction business prosper and grow.

As I stand before this fine delegation of excellent auctioneers and their families, I am reminded of the high ideals of the auctioneering profession. In my own humble and proud way, I want to thank each of you for having faith and trust in me to serve as your president for the next twelve months.

To paraphrase Woodrow Wilson: "For your trust shown in me, I will return dedication and devotion to the requirements of the office."

May the Good Lord bless each of you in the coming year and watch over you as we return to our homes.

**Harvey C. Lambright, President
National Auctioneers Association**

WANTED: RELIABLE AUCTIONEER

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

Southwest Auction Company

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

The biggest auction mart in Mid-America is a newspaper— The Chicago Tribune

Every Sunday, Auction Mart gives our 2.6 million readers a preview of upcoming auctions. And our readers respond to the sales. That's why auction advertisers from all over the country (and overseas) placed 1,463 ads totaling over 154,200 lines of advertising in the Tribune's Auction Mart in the first seven months of 1978. In fact, of all the auction/bid advertising placed in the two metropolitan dailies, 87.8% ran in the Chicago Tribune

We're also the fourth largest newspaper in the country. Our Sunday circulation is 1,155,572. And 100,078



copies are distributed nationally. If you've got an auction coming up, keep in mind the biggest auction mart in Mid-America: the Chicago Tribune. For more information, call Mary Beth Howard at 312/222-4493 or Charles Shanley at 312/222-4042. Order deadline: Wednesday, 3 P.M.

Source: The Scarborough Report/Chicago 1978, Sunday single issue.
Chicago Newspaper Classified Advertising.
Ads and Lines Report, first seven months, 1978.
ABC Publisher's Statement, Period ending March, 1977.

Turn to the
Chicago Tribune

THANKS

The 1978 NAA Boston Clambake Convention is behind us now and the 1978 Conventioneers are home (unless you've taken an extended vacation). Eleanor and I want to thank you all for taking time out of your busy schedules to attend the Convention.

The convention was a success and it was you auctioneers, your families and guests who made the convention a successful one.

Again, we extend to you our big THANKS!

I wish to especially thank our 1977-78 President Marty Higgenbotham and our Executive Director Harvey McCray and his staff for the help and assistance given to us. I also want to thank all of my committees for a job well done.

All of these people were super and definitely uphold the professional image of professional auctioneers.

The Moons are looking forward to attending the 1979 NAA convention in Denver next year. The "Mile High City" has a lot to offer and we are now eagerly making plans to see it. We also are planning to participate in the seminars and workshops that make the NAA Convention so important as it is to all of us professional auctioneers.

It will be a pleasure to be with all of you wonderful people in Denver next year. So I will now say, "Make plans now for attending the 1979 Convention in Denver. Your Harvest will be great!"

**Eleanor and Bill Moon, Chairpersons
1978 NAA Boston Clambake Convention**

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Reasonable rates.

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

Delivered every Monday in primary states.

Free Samples Sent to Auctioneers on Request

President Harvey Lambright Selects NAA Members To Serve On 1978-79 National Committees

Harvey Lambright, the 29th NAA member to serve as President of the National Auctioneers Association, has announced his committees for the 1978-79 year. When making the announcement, during the meeting of the board of directors, which followed the election of officers, that additional members may be appointed during the year, but basically the below listed committees will begin service immediately.

The committees are divided into two categories: Leadership and Promotional. A third category also was announced, which is additional committees to provide discussion on special programs, convention

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New Officers Elected . . .

STATE ASSOCIATION OFFICERS

The following list of State Association Officers were elected since the last listing of State Association Officers was made in a previous issue of THE AUCTIONEER. Periodically in THE AUCTIONEER magazine a complete listing of State Association Officers will be published and the following were elected since that listing:

Arizona Auctioneers Association — President: Edward A. Short, 11017 N. Cave Creek, Phoenix 85020; Secretary: W. K. Murdoch, Rt. 3 Box 153, Buckeye 85326

Missouri State Auctioneers Association — President: R. E. Voorheis, Rt. 1, Harrisburg 65256; Secretary: Doran H. Livingston, Rt. 1 Box 21-A, Willard 65781

Oklahoma Auctioneers Association — President: Leo Brown, 430 S. 24th, Clinton 73601; Secretary: Ray Patterson, 113 N. 9th St., Frederick 73542

Tennessee Auctioneers Association — President: Buford Evans, 23 Public Square, Lawrenceburg 38464; Secretary: Hubert D. Songer, 1602 Jones Blvd., Murfreesboro 37130

Texas Auctioneers Association — President: Bob Goree, 1119 E. 27th St., Amarillo 79103; Secretary: Joe Small, 8231 Santa Clara Dr., Dallas 75218

Wisconsin Auctioneers Association — President: Leroy H. Jones, RR 5, Watertown 53094; Secretary: Victor Voigt, Route 2, Reedsville 54230

committees, etc. The 1978-79 NAA Committees selected by the president are:

LEADERSHIP COMMITTEES — 1st Vice President C. E. "Chuck" Cumberlin, Chairman.

Audit & Budget — Martin E. "Marty" Higgenbotham, Chairman; Dean Fleming and Harvey L. McCray.

Education — Archie Moody, Chairman; Herbert A. Bambeck, Hubert D. Songer and Robert "Bob" Musser.

1979 NAA Seminars — C. E. "Chuck" Cumberlin, Chairman.

Laws & Regulations — C. P. "Terry" Dunning, Chairman; William J. "Bill" Josko, William L. Gaule, Wayne Ediger and H. Layton "Sonny" Laws.

Membership — C. E. "Chuck" Cumberlin, Chairman; Lyle Erickson, Forrest Mendenhall, Rex B. Newcom and James "Jim" Heike.

Nominating — Martin E. "Marty" Higgenbotham, Chairman; Lyle Erickson, C. P. "Terry" Dunning (the three aforementioned are immediate past presidents), James "Jim" Messersmith and James "Jim" Stevens.

Executive — Harvey C. Lambright, Chairman; Martin E. "Marty" Higgenbotham, C. E. "Chuck" Cumberlin, Archie Moody and Harvey L. McCray.

PROMOTIONAL COMMITTEES — 2nd Vice President Archie Moody, Chairman.

Recognition (Awards, Plaques, Promotional Aids & Advertising Contest) — Wayne Ediger, Chairman; Rex B. Newcom, Lyle Erickson and Frank Bass.

Grievances & Insurance — Forrest Mendenhall, Chairman; Bill Wade, Dean Fleming and H. Layton "Sonny" Laws.

Conventions & Resolutions (permanent convention policies and resolutions presented at Annual Meeting) — Hubert D. Songer, Chairman; William L. "Bill" Gaule, Martin E. "Marty" Higgenbotham, C. E. "Chuck" Cumberlin and Harvey L. McCray.

Publications & National Auctioneers Week — William J. "Bill" Josko, Chairman; Herbert A. Bambeck, C. P. "Terry" Dunning and James "Jim" Heike.

CONVENTION COMMITTEES

Elections Committee (ballots distribution and vote tellers) — John Friedersdorf, Chairman; Bob Penfield, Ron Tull, John Gross and George C. Anderson.

Sergeant-at-Arms — Amos Wittmer, Chairman; Louis Stambler, Bill Cooke, Eugene Doty, Doran Livingston, Bob Losey and Walter Flatow.

SPECIAL COMMITTEES

Program Director Job Description Study — Harvey L. McCray, Chairman; C. P. "Terry" Dunning and C. E. "Chuck" Cumberlin.

Political Action Committee — Dennis Kruse, Chairman; William "Bill" Fox, James "Jim" Wilson, Tom Crouch and Hugh Miller.

Charlie Gay's



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GA. AUCTIONEER LICENSE NO. 129

New Dues Amount Begins in January . . .

Board of Directors Revises By-Laws; Increases Dues to \$30 Per Year

The board of directors of the National Auctioneers Association, at the two meetings held prior to and following the Annual Meeting in Boston, revised the By-Laws and effective December 31, 1978, the annual dues for members will be \$30 per annum.

The dues increase was caused due to the fact that the 1978-79 budget, as approved by the 1978-79 board of directors, showed a deficit spending balance. Items, which would create the deficit, included additional office staff help in the NAA Office in Lincoln. Executive Director Harvey L. McCray pointed out to the board that the demand for services by the membership was becoming too great to offer the staff ample time to handle the existing workload.

During the past few months, incoming phone inquiries, in addition to correspondence, received by the NAA Office — asking for information about auction license laws, inquiring about the auction profession in general and comments from the membership — was greater than the time allocated to provide the normal services to the membership. Dues billings on a quarterly basis, maintenance of the magazine mailing list and handling the addressing of the magazines (circulation of the monthly magazine is now up to 6,000 copies per month) created a back log of work and the members were being delayed in getting their membership cards, certificates, promotional supplies, etc.

In order to facilitate the service demands of the membership an additional full-time office secretary (she will join full-time secretary Cheryl Griffith and half-time secretary Helen Witters) will be hired by Executive Director McCray.

Proposed also by the NAA board of directors is the addition of a full-time Director of Programs for the National Auctioneers Association and President Harvey Lambright appointed a committee to develop a job description for the new program director. The position will not be filled until after the winter meeting of the board of directors, and the board of directors approve the job description as submitted to the board by Executive Director McCray and his committee of Charles E. Cumberlin and C. P. Terry Dunning.

Rising costs and inflationary trends was another major reason for the dues increase. The board of directors has, during the past few years, been aware of the need to provide additional services to the membership, and even though the financial "bottom line" results have been good (audit will be published in the October, 1978, issue of THE AUCTIONEER magazine), limitations on additional services have been made during those years due to budget limitations.

The dues increase, which will become effective on December 31, 1978, means that any members' whose dues come due in January and all subsequent months will be billed the \$30 dues amount for those quarterly billings.

Payment in advance of the December 31 date

will not allow the reduced (\$20 current dues) dues amount to be paid. In other words, any member wishing to pay his January, 1979, dues in advance should submit \$30 — not \$20 — to satisfy the dues requirements of the NAA.

The National Auctioneers Association has grown rapidly in the last few years and the demands for additional Association services also has increased. The NAA board of directors is aware of the needs of its members, but cannot maintain the growth at current costs without the revision.

Remember, anyone being billed for dues to the National Auctioneers Association after December 31, 1978 (or if your dues come due following December 31, 1978), your dues amount will be \$30 — not \$20.

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

All But One A Winner . . .

Golfers Beat the President At 1978 Boston Tournament Preceding Clambake Convention

A surprise gift was presented to 1977-78 NAA President Martin E. "Marty" Higgenbotham by 1978 Beat the President Golf Tournament Chairman Robert E. "Bob" Chaffee during the golfing awards presentations at the President's Banquet. The surprise gift was a testimonial to a duffer (plaque), which was appropo to the occasion as Marty beat only one of the nearly 35 golfers during the tournament.

Marty, as did all of the golfers, received a bonus at this year's tournament when Jimmy Nichols, one-arm golf pro, who is on the Spaulding Company's staff, provided a seminar preceding the tournament, which was held on Tuesday, July 18 at the Colonial Golf Club in Lynnfield, Massachusetts. The instructions were excellent and the talents of Jimmy Nichols are unbelievable. But, even with the instructions, President Higgenbotham, evidently did not listen as well as the other golfers.

The 1978 Tournament winners included: Low Gross — Richard L. Patterson, Lancaster, SC; Low Net — Bill Morgan, Hopkinsville, KY; Longest Drive — Marvin Smith, Silver Creek, NY; Closest to Pin — Bill Cooke, Griffith, IN; High Gross — Harry Anderson, Georgetown, PA.

The golfers all have returned home and are "honing" their games to be prepared for the tournament in Denver and President Harvey Lambright — one of the 1978 entrants who beat President Higgenbotham.

Recognition was given to 1978 Beat the President chairman Robert E. Chaffee of Manson, Massachusetts; one-arm professional Jimmy Nichols; and co-chairman Roland E. Chaffee, also of Manson.

BRITTEN AUCTION ACADEMY

P.O. Drawer B, Bryan, Tex. 77801

Approved by Texas Education Agency

The School of Distinction

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

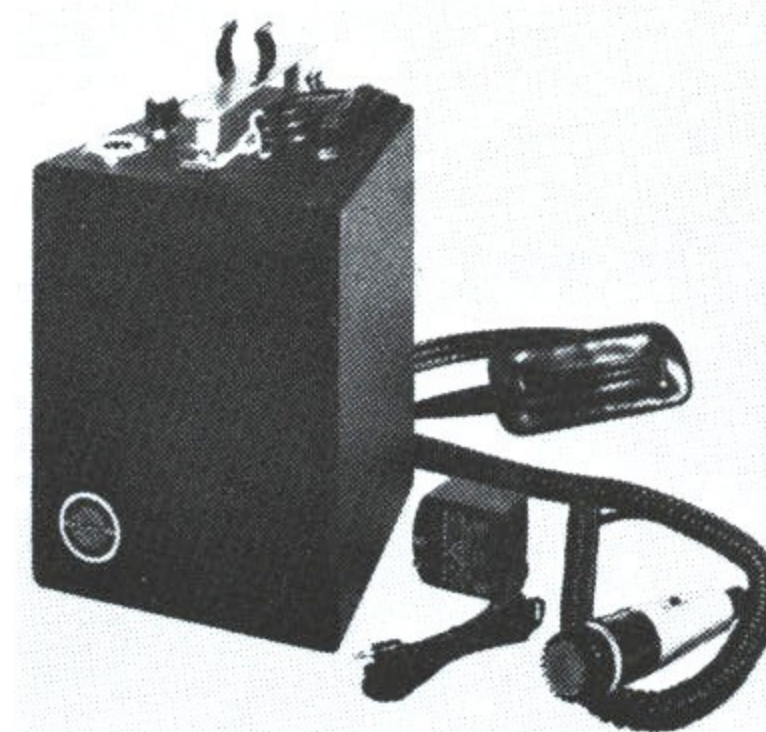
By **RUSSELL KRUSE**

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

CHAPTER HEADINGS

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

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



Save \$15
below retail

RECHARGEABLE

Yes, you can save fifteen dollars below retail on the all-new Model 16R Voice Projector. This unit replaces the Model 18, which has given such dependable service over the years. The Model 16R comes equipped with a top-quality Primo microphone, 16' coil microphone cord, shoulder strap, and in-put and out-put jacks for recording your sale or playing music through the unit. The rechargeable power pack is good for a thousand charges so you can forget replacing batteries now. Price: only \$280.

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

We also have the new Model 15 (powered by nine "C" batteries — not included) and the Model 16 (powered by nine "D" batteries — not included). They are priced at \$185 and \$250 respectively.

COL. ROBERT S. MILLER
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NOV. 15, 1977

1978 NAA Advertising Contest Winners

NAA members were recognized at the 1978 NAA Boston Clambake Convention for their efforts in preparing outstanding sale bills/advertisements, etc. NAA Board member and Chairman of the Advertising Contest Committee, Marvin Smith of Silver Creek, New York, announced the following NAA members as winners of the listed categories during the 1977-78 NAA year:

BEST OF SHOW

Kruse Classic Auction Company, Inc. (Daniel, Dean, Dennis and Russell Kruse), Auburn, Indiana;

COMMERCIAL & INDUSTRIAL

Black & White: Castner Auction Service (Don Castner), Branchville, New Jersey;

Color: Lawing Auction Company (W. Craig Lawing), Charlotte, North Carolina;

FARM

Black & White: Western Realty Auction Company (Tommy Hunt, Ken Byrd and Billy Cole), Bowling Green, Kentucky;

Color: Schmidt Auction Service (Loren Schmidt), Fessenden, North Dakota;

REAL ESTATE

Black & White: Salisbury Auction Company (Jack Salisbury), Fort Collins, Colorado;

Color: Lawing Auction Company (W. Craig Lawing), Charlotte, North Carolina

ANTIQUES

Black & White: Castner Estate Service (Don Castner), Branchville, New Jersey;

Color: Douglas Galleries (Douglas P. Bilodeau), South Deerfield, Massachusetts;

INSTITUTIONAL

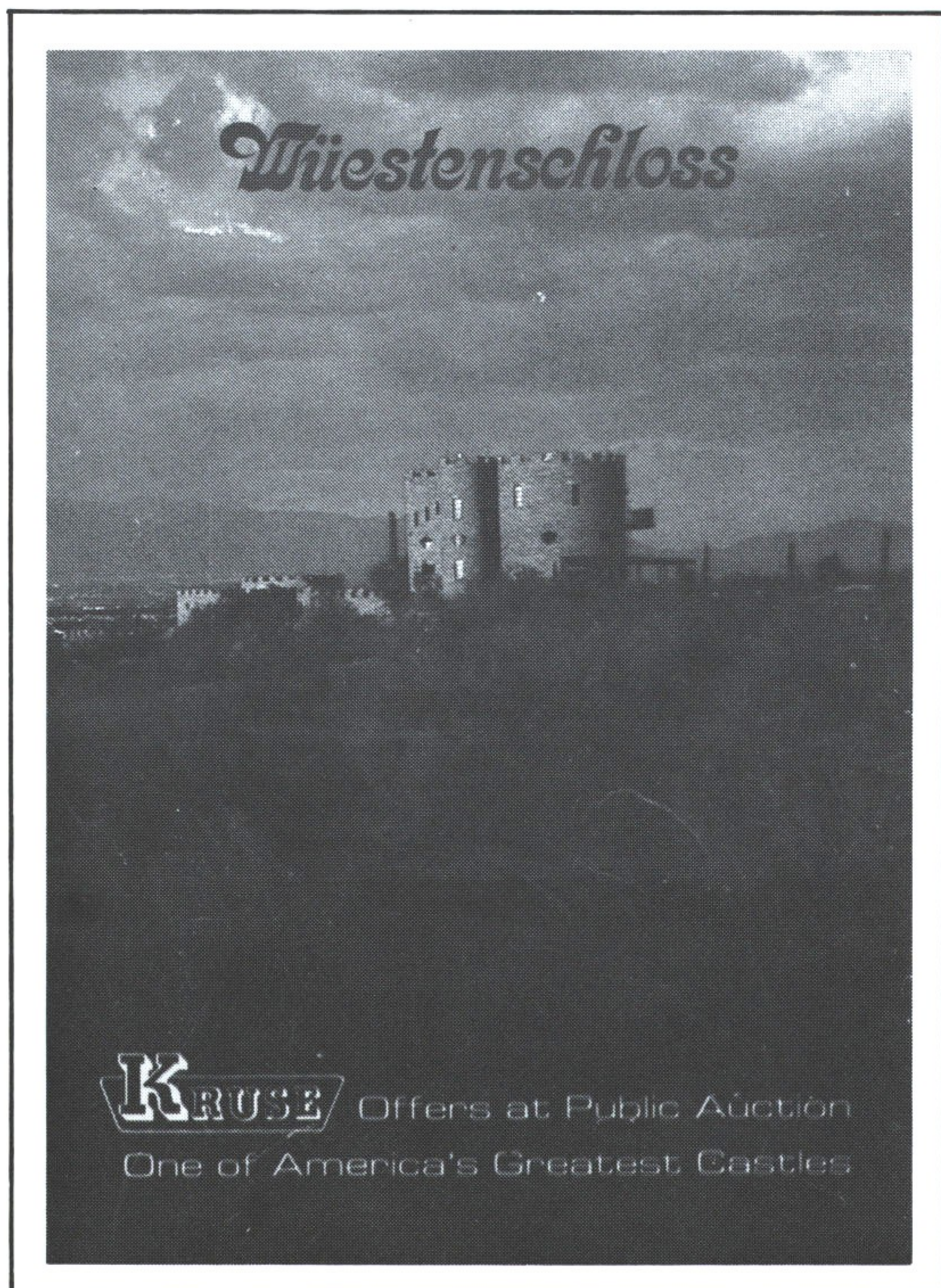
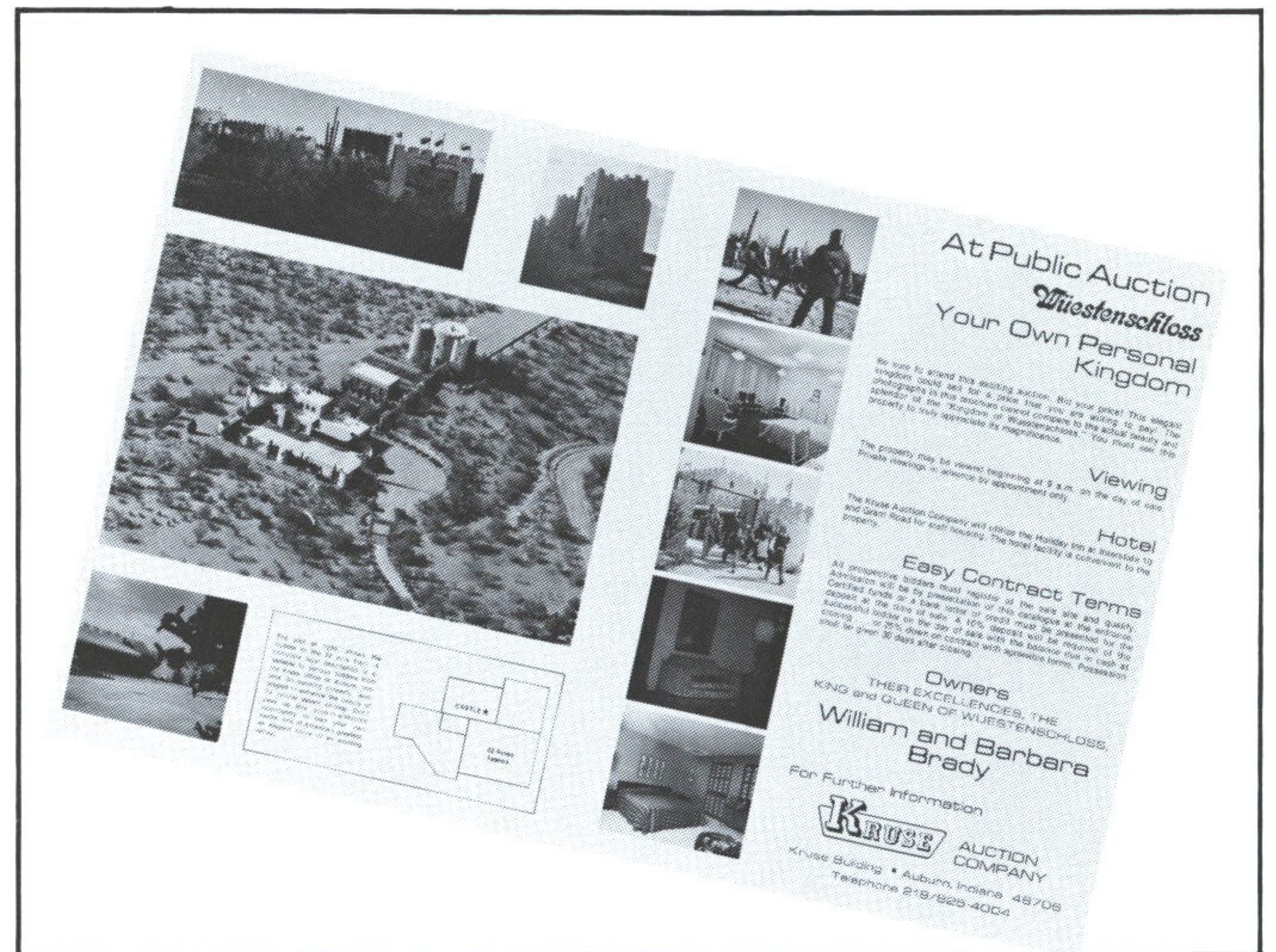
Black & White: Castner Estate Service (Don Castner), Branchville, New Jersey;

Color: Douglas Galleries (Douglas P. Bilodeau), South Deerfield, Massachusetts.

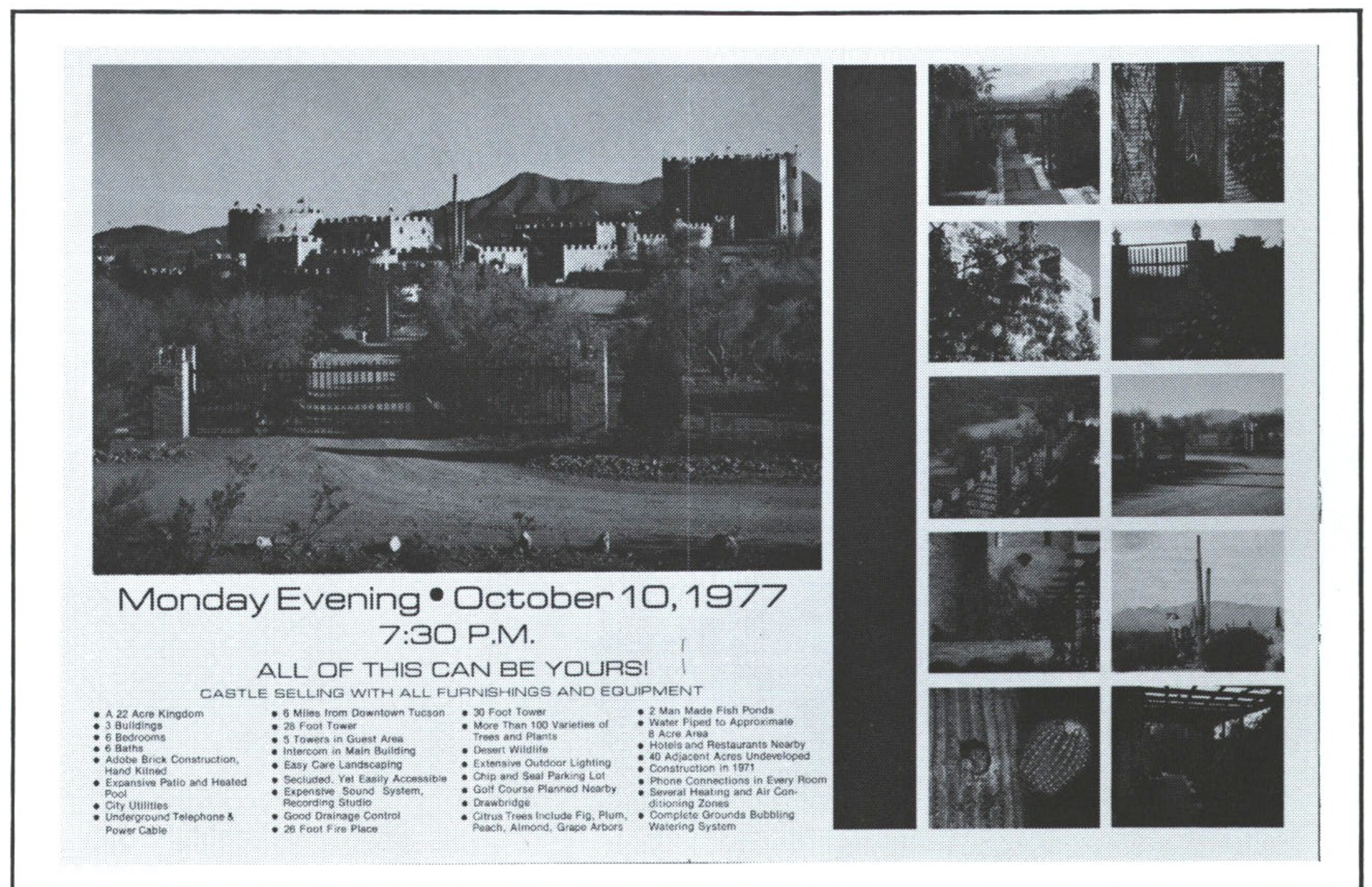
SPECIALTY

Black & White: Merle Straw & Emory Sanders, Seabrook, New Hampshire;

Color: Tom Keilman, Round Rock, Texas;



THE BEST OF SHOW ADVERTISEMENT Award presented at the 1978 NAA Convention was prepared by the Kruse Auction Company of Auburn, Indiana. The full-color, 8½ by 11-inch, eight-page brochure announced the auction sale of the Wuestenschloss Castle on the westerly edge of Tucson, Arizona. Pictured are the cover and inside two-page layout of the brochure.



DUKE POWER COMPANY HAS DECIDED TO DISPOSE OF THEIR SURPLUS VEHICLES AND EQUIPMENT AT PUBLIC

AUCTION

SATURDAY, MARCH 18, 10:30 A.M.

TODDVILLE & OLD MT. HOLLY RD., CHARLOTTE, N. C.

OVER 150 UNITS-CARS-STATION WAGONS-PICKUP TRUCKS-VANS-CARRYALLS-TRAILERS-AIR COMPRESSORS-BOOM TRUCKS



- 4-1968 CHEVROLET 1/2-TON PICKUP TRUCKS
- 2-1973 FORD 4-DR. SEDANS
- 1-DIAMOND T-4-TON W/ CARGO BED - 1969 (Military)
- 1-DIAMOND T-4-TON 6 X 6 SIDELOADER (Military)
- 3-4-TON 6 X 6 W/ SIDELOADER AND CARGO BEDS
- 1-DIAMOND T-4-TON ROAD TRACTOR (Military)
- 1-DIAMOND T-4-TON 6 X 6 W/ CARGO BED (Military)
- 1-DIAMOND T-6 X 6 W/ ATLAS (Military)
- 1-PULLER (Military Chassis)
- 1-TENSIONER (Military Chassis)

- 5-1973 CHEVROLET CARRYALLS
- 4-1972 FORD 4-DR. SEDANS
- 3-1973 FORD RANCH WAGONS
- 2-1972 FORD STATION WAGONS
- 3-1972 FORD 1/2-TON PICKUP TRUCKS
- 3-1969 CHEVROLET 1/2-TON PICKUP TRUCKS
- 3-1969 CHEVROLET 1-TON UTILITY TRUCKS
- 1-1968 FORD 1-TON UTILITY TRUCK
- 2-1969 FORD 1/2-TON PICKUP TRUCKS
- 4-1973 CHEVROLET 4-DR. SEDANS
- 2-1969 FORDS F-350 W/ STAKE BODY & CREW CAB
- 3-1970 CHEVROLET 1/2-TON PICKUP TRUCKS



- 1-DIAMOND T-4-TON W/ NATIONAL 5 CRANE (Military)
- 1-1972 PLYMOUTH STATION WAGON
- 1-DEERE & CO. JIB TRAILER
- 1-DEERE & CO. GIN POLE TRAILER
- 1-BAKER FUEL TRAILER
- 1-CHEVROLET TRUCK W/ CANOPY
- 1-FRUEHAUF TOOL HOUSE
- 4-FINERLINE TRAILERS
- 2-DIAMOND T-4-TON W/ PLATFORM BED (Military)
- 2-FRUEHAUF CARGO TRAILERS
- 1-HYSTER SHORT LOWBOY
- 2-DIAMOND T-4-TON W/ ATLAS (Military)
- 2-DIAMOND T-4-TON SIDELOADER (Military)

Can Be Inspected Prior To Sale — Call Auctioneers For Appointment To See. We Reserve The Right To Add To Or Delete From The Listings Of This Sale. Food And Drinks Will Be Available By Local Church Group.

TERMS: will be sold for Cash, Cashiers Check or Company Approved Check to Highest Bidder. For any additional information or to See prior to Sale, Call the Auctioneers. 10% Deposit accepted until Financing arranged.

LAWING AUCTION COMPANY

5521 Belhaven Boulevard, Charlotte, N. C.
AREA CODE 704 399-6372 — CRAIG OR PLATO LAWING



"WE DO NOT HAVE ALL THE SALES, JUST THE BEST ONES"

N. C. LICENSE #1



THE COMMERCIAL/INDUSTRIAL ADVERTISEMENT Awards were presented to: *Black & White* — Castner Estate Service of Branchville, New Jersey prepared the four-page, 8½ by 11-inch (folded) one-color on white paper brochure, advertising the auction sale of the Aeroflex-Andover Airfield's maintenance vehicles and equipment and collectors items and chattels; *Color* — The Lawing Auction Company's (Charlotte, North Carolina) advertisement of the Duke Power Company's surplus vehicles and equipment, which included full-color photos, red, green and black ink on white paper — size: 12 by 17-inches.

AUCTION

Andover, Sussex County, New Jersey



Auctioneers office is pictured on left, the vehicles on the right are for sale.

Aeroflex-Andover Airfield has been known as one of the most beautiful, completely self sufficient, private airfields in the country. Upon the death of Mr. Fred K. Hussey, founder of Aeroflex, Castner Estate Service has been commissioned to dispose of all maintenance vehicles and equipment together with collectors items and chattels.

COMPLETE DISPOSAL OF AIRPORT VEHICLES & EQUIPMENT

FARM AUCTION

Due to poor health I have rented my farm out and will sell my farm personal property at auction at my farm located 10 miles south of Fessenden, N.D. on Highway 52, 2 miles West, and 1 mile North, or from Junctions of Highway 200 and 52, 3 miles North, 2 West, 1 North, watch for signs, roads will be marked, Sale to be held on,

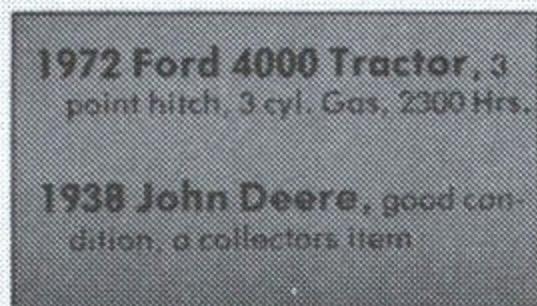
Wednesday, June 14

Terms: Cash Lunch will be served Not responsible for accidents Sale Time: 11:00 a.m.

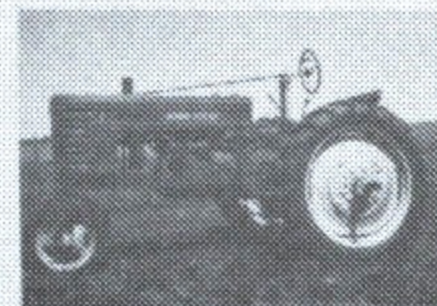
AUCTIONEERS This is a real nice, clean sale, no junk, be there early to look it over. Order of sale will be: Household goods, Sporting goods, Antiques and collectors items, Tools and shop equipment, and Farm machinery.



Oliver 14 ft. SP Swather
John Deere 6 ft. Disc Plow
John Deere 10 run pony drill



1972 Ford 4000 Tractor, 3 point hitch, 3 cyl. Gas, 2300 Hrs.
1938 John Deere, good condition, a collectors item



John Deere 12 ft. surflex
McCormick Deering baler
IHC side delivery rake,
bale buncher

3 Point Hitch Mounted Equipment

4-14 Ford Plow, Packer and Pony Drill
13 1/2 ft. Ford Field Cultivator
Ford Ferguson 2 row cultivator
Krause 6 ft. disc plow
Manure and rock fork
6 ft. Ford grass mower
enough parts to make 2 complete 2 bottom Ford Plows

Miscellaneous Farm Equipment

DC Mounted Welder
10 ft. x 12 ft. Tarp - New
4" Drag Auger with electric motor
6 ft. round steel water tank
2 1600x16 Floation Implement tires and wheels
Lots of steel fence posts and wire

Shop Equipment and Tools

1/2" Variable speed drill press
Duke 10 ton press
Craftsman Turning Lathe and Acc.
H.D. Wen 1/4 4 speed electric drill
H.D. power-kraft electric impact wrench
H.D. Power-Kraft reciprocating saw
Tap and Die set 1/4" thru 1 1/2" N.C. & NF
Pipe Thread cutter, 3/8" thru 1
180 AMA Century welder

air compressor
6-12 volt Battery Charger
1 ton chain hoist, bench grinder
2 bench vises
Timing Light
Dwell Meter Compression tester
Jacks
Wheel Pullers
many other hand tools

Vehicles

1969 V.W. Camper,
complete A-1
1940 1 1/2 ton Chevrolet truck
- cab over engine,
real good condition, this is a
collectors item!
Honda 90 Dirt Bike



Collectors Items

1886 Lever Action 12 Ga. Winchester Model
07 Winchester self-loading 351
Model 1911 Winchester Self-loading 12 Ga.
Shotgun
43 Model Winchester Self-loading 22 rifle
Japanese Bayonet
6 Gallon Crack Water Fountain
Cast Iron Teakettle
Waffle Iron and more

Sporting Equipment

3 1/2 HP Evenrude Fishing motor
Hi-Standard 12 Ga Automatic Rubber Boat-motor
1 dozen decoys-new
Pair of hip boots-Size 11
Ice Auger
Lyman True Line Jr., reloading press and acc.
35 lbs., lead shot, reloading powder

Household & Appliances

20 Gallon M.W. Bottle gas hot water
Thor Mangle Ironer heater-New
Refrigerator
8.8.Q. Grill
Picnic Table
8 place setting Royal China-Dalmor Lace
9 ft. x 12 ft. oval braided rug
Hammock
many other articles



Charlotte & Bernard (Bud) Rexine

AUCTIONEER:
Loren D. Schmidt, Fessenden, N.D. 58438
Ph. OH 547-3151 Res. 547-3119

Bowdon, North Dakota
962-3722

CLERK:
Schmidt Auction Service
Fessenden, N.D. 58438



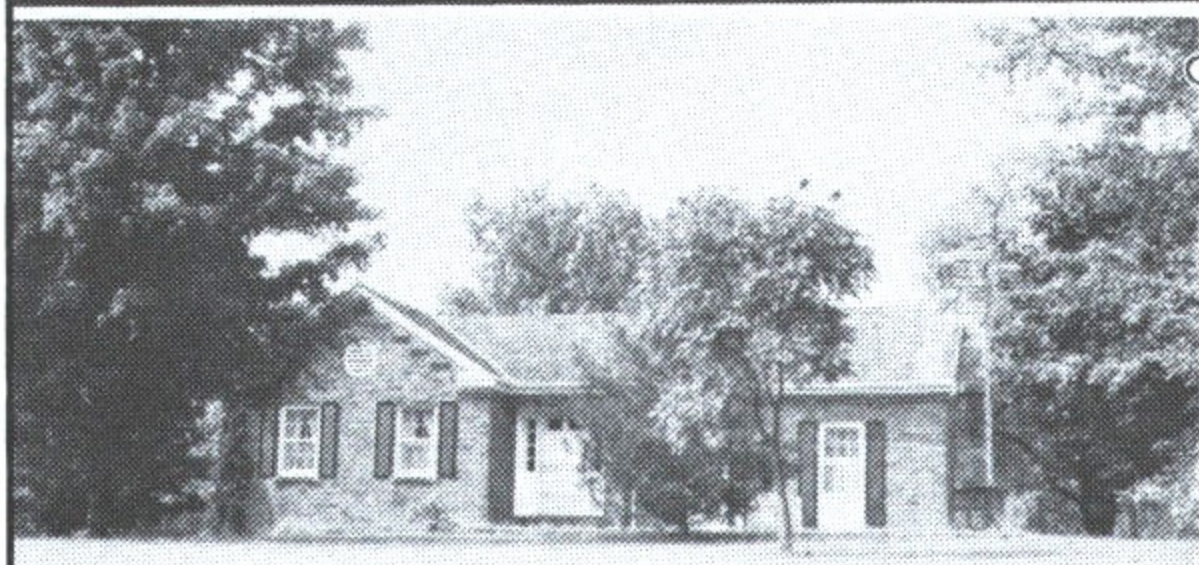
BY ORDER OF MR. AND MRS. THOMAS R. HUNT
158 ACRES — "SATTERFIELD FARM"

10 MILES S.E. OF BOWLING GREEN, 12 MILES N.W. OF SCOTTSVILLE ON U.S. HWY. 231
AT ALLEN SPRINGS, KY.



AUCTION

As 5 Percent or Entirety
Antiques and Machinery
Possession: Home 30 days from
Dead LAND: After harvest



An impressive and Rustic Ranch Home of old brick construction—situated in a truly beautiful elevated setting overlooking U.S. 231 with a long winding drive. Admire mature-landscaped grounds encompassing a unique redwood terrace overlooking the level and rolling farmland.

TRACTOR, EQUIPMENT AND PERSONAL PROPERTY

Heavy Maple Drop Leaf Table, 4 matching chairs, 2 pr. wicker bedroom suite, 2 coffee tables, recliner sofa, three bed, two-piece 5 small sofas, oak chest and oak bed, oak dresser and bed, maple dresser, Victorian couch, table sawing machine, steel top steel sink including game equipment, other items.

165' Massey Ferguson, N.H. 112 ball rubber wheels, hydraulic, 3-15 plow, 9 1/2 ft. drag type disk, 18 ft. rubber tire wagon, 7 ft. rotary mower, 4 ft. brush, 400' tractor, 100' wheelbarrow, and a row cultivator.

Inspection: Sunday, September 18 from 2 - 5 p.m.

Sale on Premises: Saturday,
September 24th at 10:00 A.M.

15% Deposit by Cash or Approved Check at time of sale
1977 taxes paid by seller, Burley tobacco base 1768 lb.



Thomas R. Hunt, Broker
Ken Bell, Auctioneer
Billy Cole, Auctioneer

1977 (NAA) National Advertising Champion - Real Estate

REAL ESTATE AUCTION

for
Mr. & Mrs. Robert (Butch) Lundstedt
2832 WEST PROSPECT ST.
FT. COLLINS, COLO.

Sat. April 1 1:00 pm

Mr. Lundstedt has taken a position in Colorado Springs that requires they live in that area. Therefore, their home at 2832 West Prospect is for sale and they have requested that we offer it at public auction.

4 BEDROOM RANCH WITH
DETACHED 3-CAR GARAGE



Ranch style home on approximately 1/2 acre lot with full wall moss rock fireplace in living room-dining room area; kitchen with brick trim and eye-level oven; 3 bedrooms; full bath with glass shower enclosure; 1/2 bath in back entrance mud room; plus a basement completely finished with large TV-game room; bedroom; walk-in closet; utility areas; 28'x34' oversized 3-stall garage; 6' stockade privacy fence enclosing back yard; nice established trees and shrubs.

REAL ESTATE ADVERTISEMENT awards were presented to: *Black & White* — Salisbury Auction Company of Fort Collins, Colorado, for their sale bill of the Mr. and Mrs. Robrt Lundstedt home of Fort Collins (black ink on white paper — four-page brochure; size: 8½ by 11-inches); *Color* — Lawing Auction Company's (Charlotte, North Carolina) advertisement (red blue, black and green ink; four-color photos; four-page, 9½ by 12½-inch brochure) of the 59 beautiful residential lots in the Wildwood Subdivision in Charlotte.

AUCTION

59 Beautiful Residential Lots

IN FABULOUS WILDWOOD
HIGHLY RESTRICTED SUB-DIVISION

SATURDAY, MAY 6th, 11 A.M.

Moore's Chapel & Sam Wilson Rds.—Charlotte, N. C.

FUN
FOR ALL

ESTABLISHED
NEIGHBORHOOD

LIVE
BAND



FREE
CASH PRIZES

BEAUTIFUL
HOMES

FREE
LUNCH



Pictured above is just a sampling of the type houses your neighbors will live in.

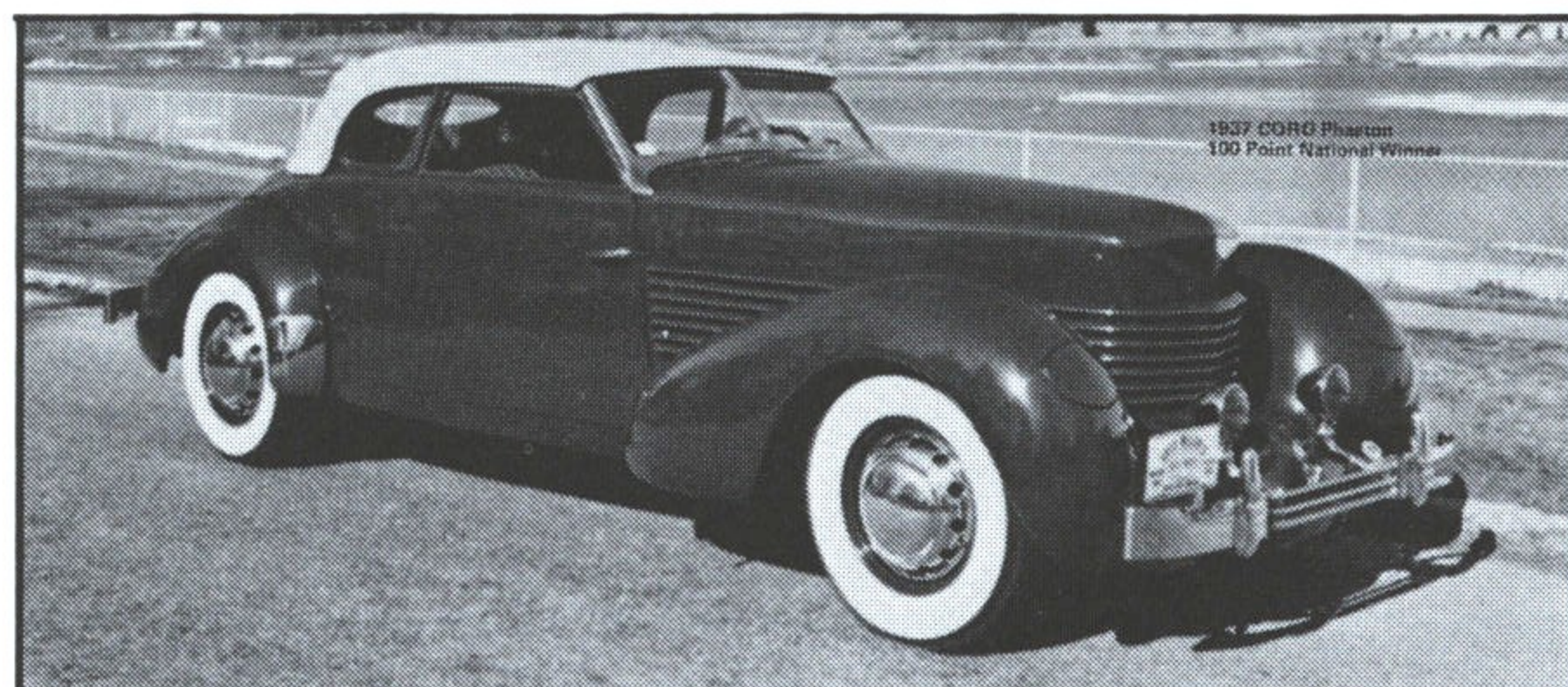
Come see, compare, and we believe you will agree this is a once in a lifetime opportunity.

— Easy Terms with Bank Financing —
\$1,000 Bill And Other Prizes

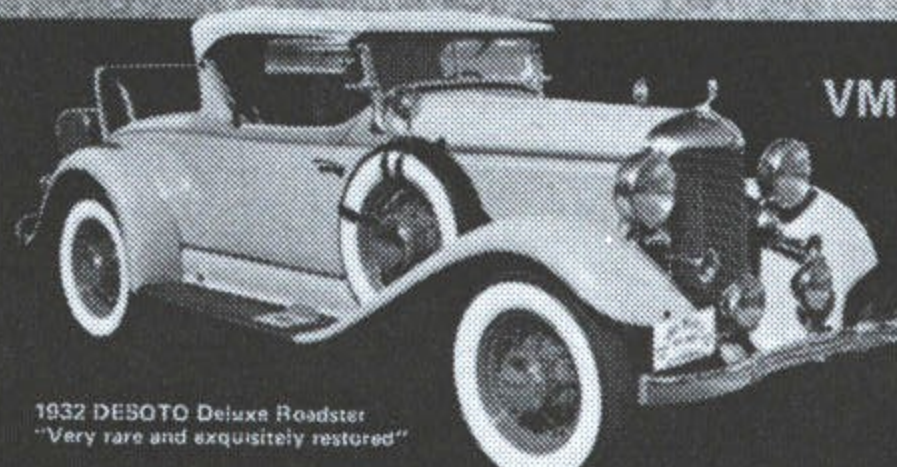
*RAIN DATE
MAY 13th

LAWING AUCTION COMPANY

5521 BELHAVEN BOULEVARD • CHARLOTTE, N. C.
Phones: Area Code 704 399-6372 or 399-1341



1937 DODGE Phantom
100 Point National Winner



1932 DODGE Deluxe Roadster
"Very rare and exquisitely restored"

ANNOUNCING THE 6TH ANNUAL
VMCCA Collector Car Auction

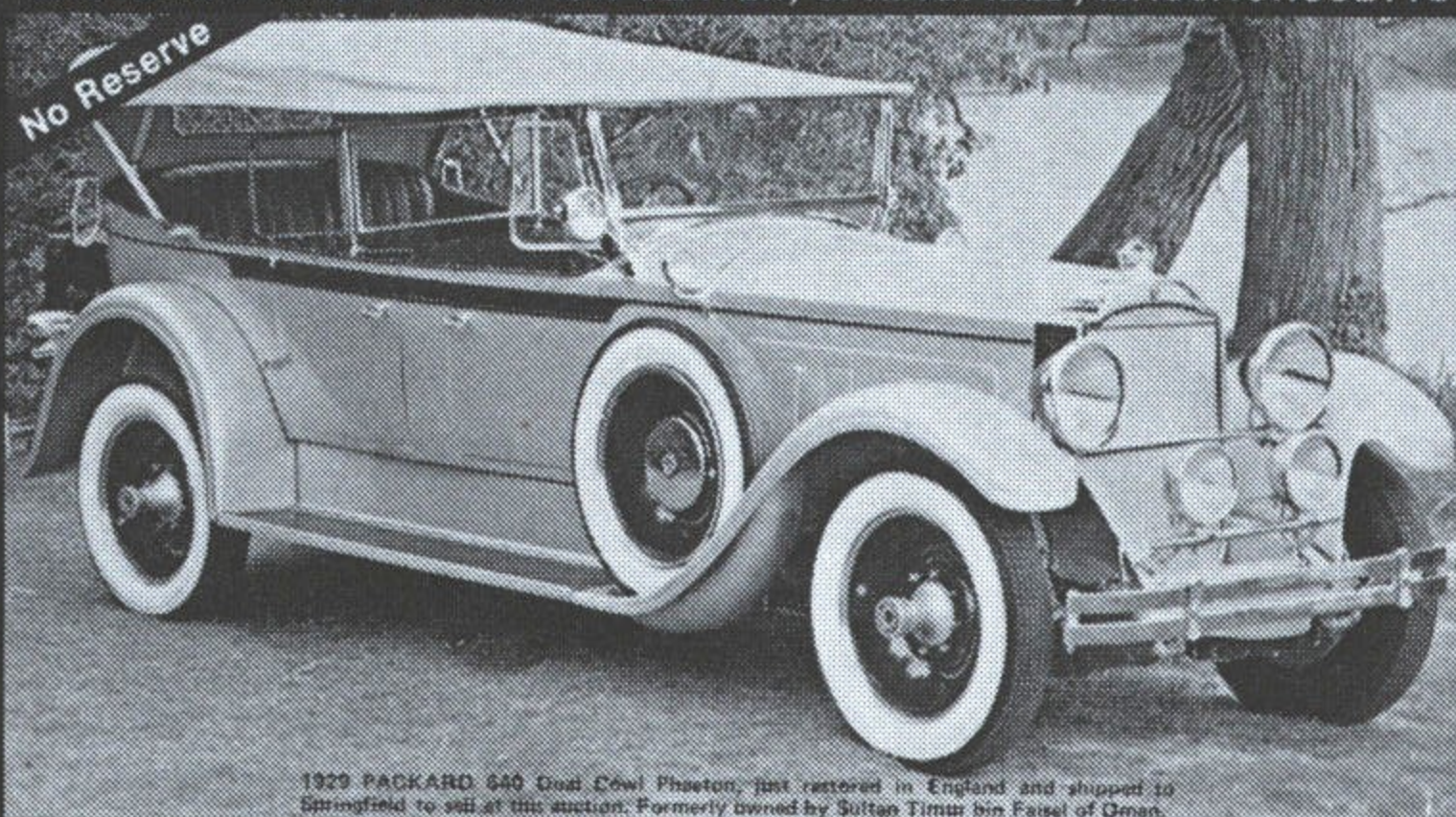
Conducted By

KRUSE CLASSIC AUCTION
COMPANY, INC.

In Association With The
Veteran Motor Car Club Of America.

MAY 20, 21, 1978

held at the
EASTERN STATES EXHIBITION CENTER, SPRINGFIELD, MASSACHUSETTS



1929 PACKARD 640 Oval Cab Phaeton, just returned to England and shipped to Springfield to sell at this auction. Formerly owned by Sultan Tahir bin Faisal of Oman.

ANTIQUES ADVERTISEMENT awards were presented to: *Black & White* — J. Wayne Taylor, Inc., Miami, Florida, for the 12-page brochure with the one-color ink on tan-tone paper of the Antiques Auction, held at the Taylor facility on Bird Road in Miami; *Color* — The Kruse Classic Auction Company's eight-page, four-color, 8½ by 11-inch brochure of the VMCCA Collector Car Auction, held at Springfield, Massachusetts.



J. Wayne Taylor, inc.

3848 BIRD ROAD / MIAMI, FLORIDA 33146 / (305) 446-0152

ANTIQUES AUCTION

FRIDAY EVENING
OCTOBER 28, 8:00 P.M.

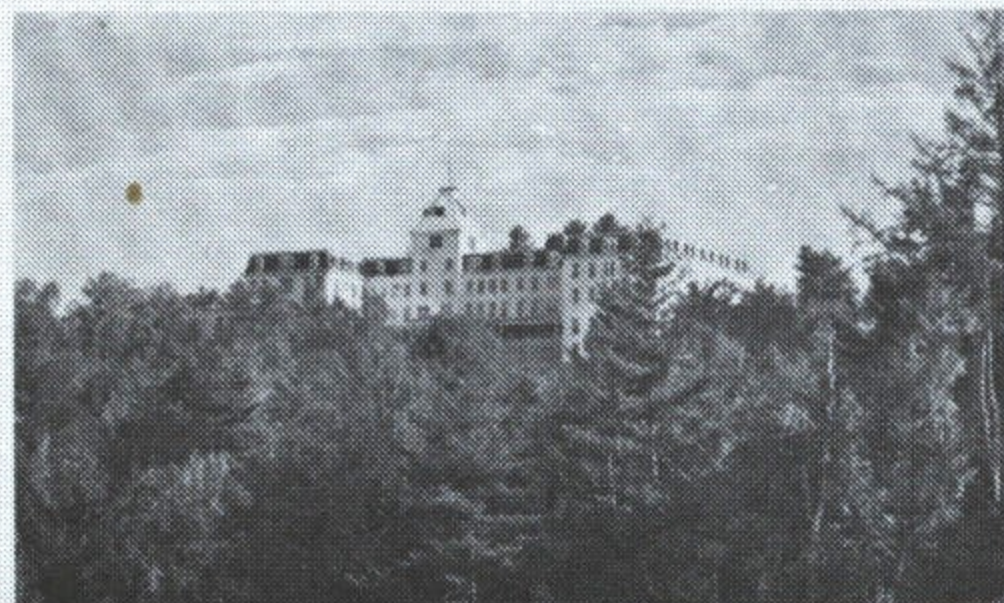


MEMBERS OF THE NATIONAL AUCTIONEERS ASSOCIATION and FLORIDA AUCTIONEERS ASSOCIATION

Secured Party's Liquidation Sale at
PUBLIC AUCTION
FRANCONIA COLLEGE
 FRANCONIA, NEW HAMPSHIRE

FRIDAY & SATURDAY
 MAY 19 & 20, 1978

Beginning at 9: a.m. each day
 Preview: Noon-six p.m.; Thurs., May 18th



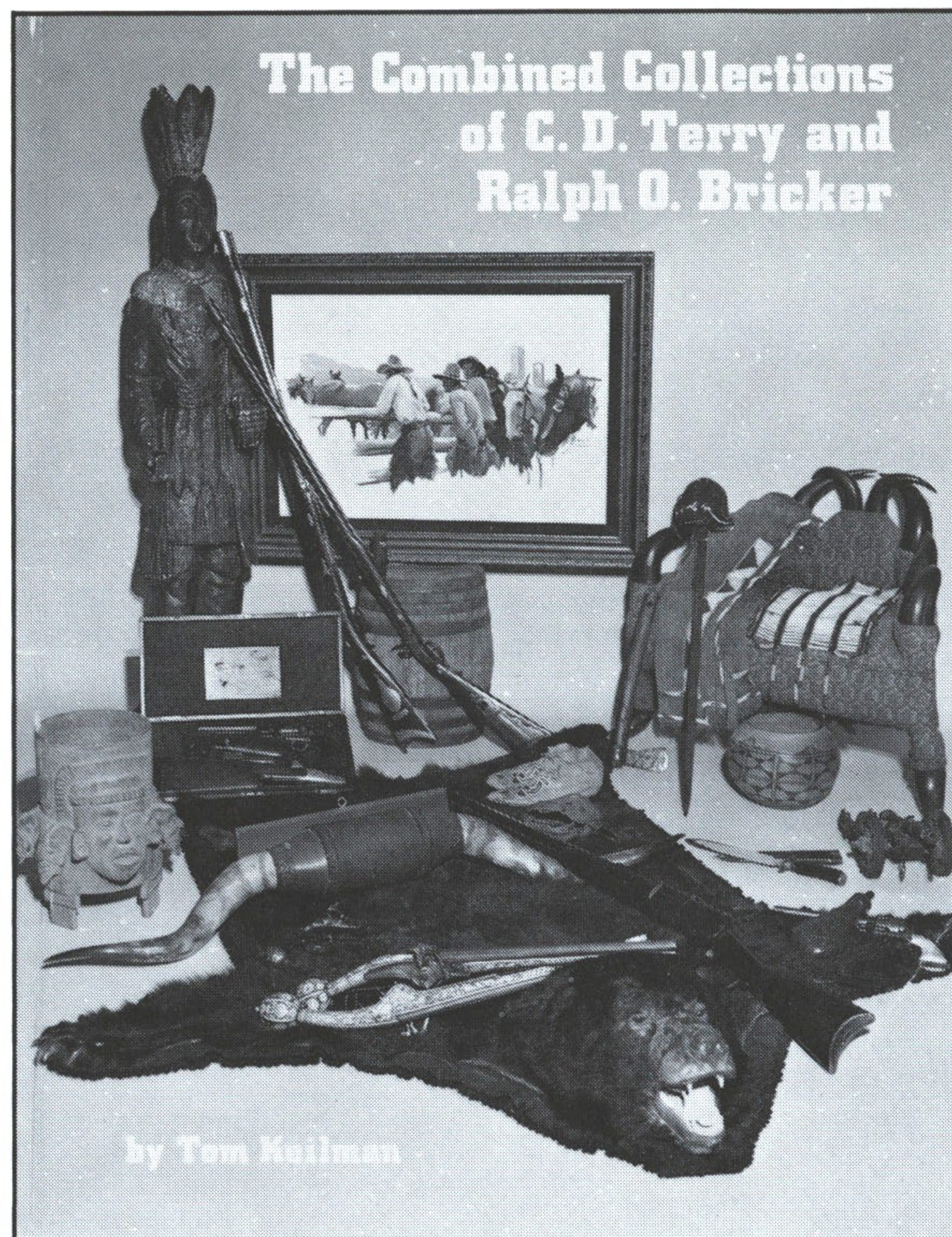
Sale per order the Manchester Bank, secured party

M.D. STRAW, JR. & EMORY SANDERS
 auctioneers

Seabrook, N.H.
 603-474-3491

New London, N.H.
 603-526-6326

Members New Hampshire & National Auctioneer's Associations



by Tom Keilman

SPECIALTY ADVERTISEMENT awards were presented to: *Black & White* — Merle Straw and Emory Sanders (Seabrook, New Hampshire) for their 28-page, black on white paper, 6 by 9-inch catalog of the secured party's liquidation sale at Franconia, New Hampshire; *Color* — Tom Keilman's (Round Rock, Texas) 290-plus page, four-color catalog (size: 8½ by 11-inches) of the combined collections (gun auction) of C. D. Terry and Ralph O. Bricker.

Douglas Galleries
 AUCTIONEERS and APPRAISERS
 Route 5, South Deerfield, Mass. 01373 • (413) 665-2877

Do you know the difference between \$250. and \$1500. look alike chairs?

Douglas Galleries
 AUCTIONEERS and APPRAISERS
 Route 5, South Deerfield, Mass. 01373 • (413) 665-2877

We do. And that is only one reason why legal firms and financial institutions rely on Douglas Galleries for assistance with appraisals, liquidations, estate settlements and divisions.

Douglas Galleries enjoys a reputation for that extra measure of care and planning that results in greater income for your clients. There are no extra charges to cover hiring staff and renting equipment because we maintain a full time professional staff to handle appraisals, packing, moving, storage, research, cataloging, photography, advertising and final settlement. We also have our own public address systems, moving vans, tenting, seating, catering facilities and one of the largest auction galleries in New England. When you call we are ready to serve your needs.

Whether you are disposing of priceless antiques or the contents of a modest home, industrial equipment or real estate, you'll find that Douglas Galleries can produce greater income for your client with fewer problems for you.

Douglas Galleries is licensed, bonded and carries full liability insurance on every sale for your protection. Contact us at Douglas Galleries, South Deerfield, Ma. 01373 or call (413) 665-2877.

Qualifications . . .

Graduate: Reppert School of Auctioneering, Decatur, Indiana. Class of 1954

Member: New Jersey State Society of Auctioneers, President 1975-1976

Member: National Auctioneer Association, Pennsylvania Auctioneers Assoc., Auctioneers Guild, Inc.

Associate Member: American Society of Appraisers

Charter Member: Class of 1978

Member: Certified Auctioneering Institute, Indiana University, Bloomington, Ind.

Licensed New Jersey Real Estate Salesman

Training . . .

Don Castner holds many Certificates of Merit from Rutgers, N.A.A. Seminars and other special schools, having completed courses of study in Real Estate, Zoning, Municipal Government, Appraising, Art Appreciation, Antiques and Collectibles, Commercial Liquidations. A lifelong resident of Sussex County, N.J., he has practical experience in the moving and storage business, as well as having served elective office as a municipal official.

Experience . . .

Complete Service — In Every Detail

Introducing . . .

Don Castner

Appraiser — Consultant
 Estate Specialist
 Auctioneer — Liquidator

(201) 948-3868
 Castner Estate Service
 Branchville, N.J. 07826

INSTITUTIONAL ADVERTISEMENT awards — the first year offered in the Advertising Contest — were won by: *Black & White*: Castner Estate Service, Branchville, New Jersey for the 3¾ by 8½-inch three-fold pamphlet, describing Don Castner (Branchville, New Jersey) and his auction services; *Color* — Douglas Galleries three-fold, two-color pamphlet describing the auction services of Douglas Galleries of South Deerfield, Massachusetts.

Be Prepared . . .

Use of Boy Scout Slogan Good for Auctioneers!

Success needs no explanation . . . fortunately failure permits no alibis.

And so it is with a career in the field of auctioneering. To be a success in any field and particularly in auctioneering, one must be prepared. Although most of us are beyond the Boy Scout age, we remember the Boy Scout slogan. It pertains to all of life including auctioneering. To be efficient, "be prepared".

A pro bowler rolls at least 12 games daily to practice his delivery. Before a match, he rolls a game or two on the alleys to be used to get familiar with them.

The decathlon winner in the Montreal Olympics spent seven hours a day for over a year to better his chances of standing up to the two-day ordeal.

The mile runner ran 12 miles a day to build stamina and speed. He even practiced leaving the starting block 56 times a day.

To be prepared, it takes knowledge first to plan so that you can achieve your goal. You can absorb auctioneering essentials and be an ordinary auctioneer, but if you study, attend all auctions possible, inquire about things you don't understand, you are on your way up. Just how your ability and success as an auctioneer is rated will depend upon you as an individual and how you are going to command the language of the auction profession.

It will depend upon your ability as a bid caller; as a salesman; your ability to handle people; and your promotional ability and integrity.

There are some who think a good auctioneer is one who has a fast chant. True, he may provide entertainment to those who are fascinated by a fast chant, but is that what makes a good auctioneers? No!!

There are few, if any, jobs in which one particular ability is sufficient. Also needed are a good working knowledge, sincerity, enthusiasm, cooperation, and a loyalty to the profession.

Education, or training, is a constant thing. It isn't something that we can hang on the wall, as a diploma, and say "now I am educated". We may be the best trained and educated person today, but what about 5 years from now? There is no saturation point of training and learning.

Your state association recognizes this . . . this is why we have conventions and seminars, to improve ourselves, to pick up new ideas, to gain from the experience of others. This is why the National Auctioneers Association is conducting regional seminars with outstanding men in their field sharing their knowledge.

This is the reason for the conducting of the Certified Auctioneers Institute program at Indiana University for one week each year. This is why we have our annual NAA Convention with its many educational seminars.

To be a professional and able to take care of every situation you must know why. We have heard of the surgeon who told the young interns, "I can teach you within one hour how to skillfully remove an appendix but it will take me four years to teach you what to do in case something goes wrong." So it is with an auctioneer . . . a few days of schooling and a little practice with a chant and we sometimes think we are professionals. We never continue our practice and study of the profession and improve upon what we have learned.

Are we doing something to keep up with the changing times? Are we continuing to improve our method of bid calling? Are we carrying on a good program of public relations and



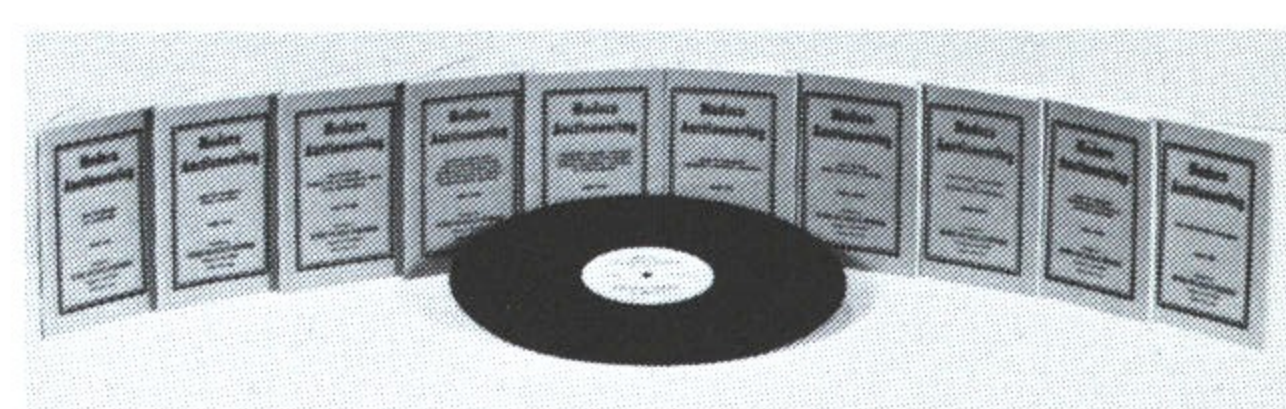
YOU CAN BE AN AUCTIONEER MAKE BIG MONEY START YOUR NEW CAREER

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

FOR THE PROFESSIONAL
AUCTIONEER

Clerking Supplies
Sound Systems

Write for Information



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

Graduates receive lifetime scholarship
and post-graduate assistance

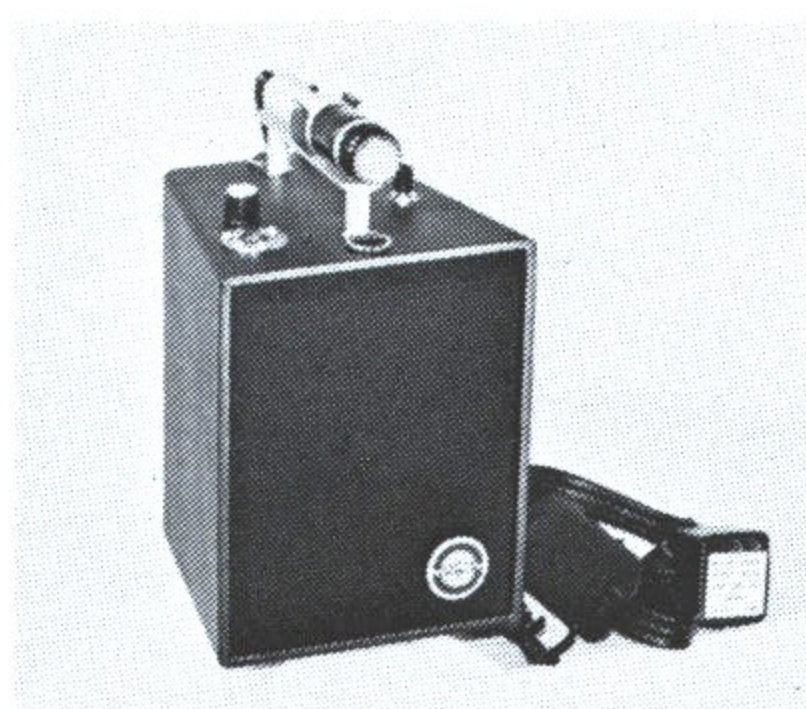
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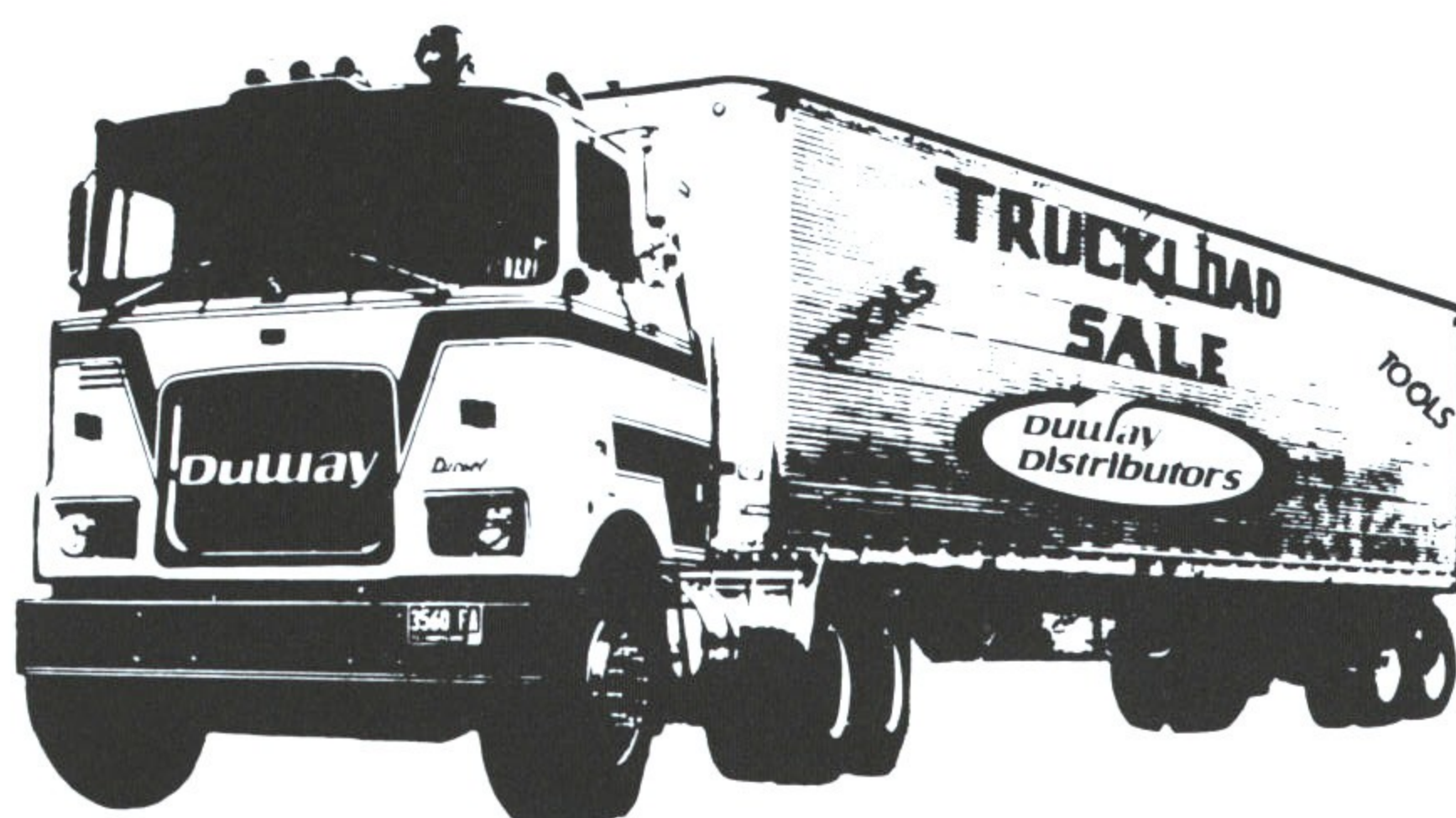
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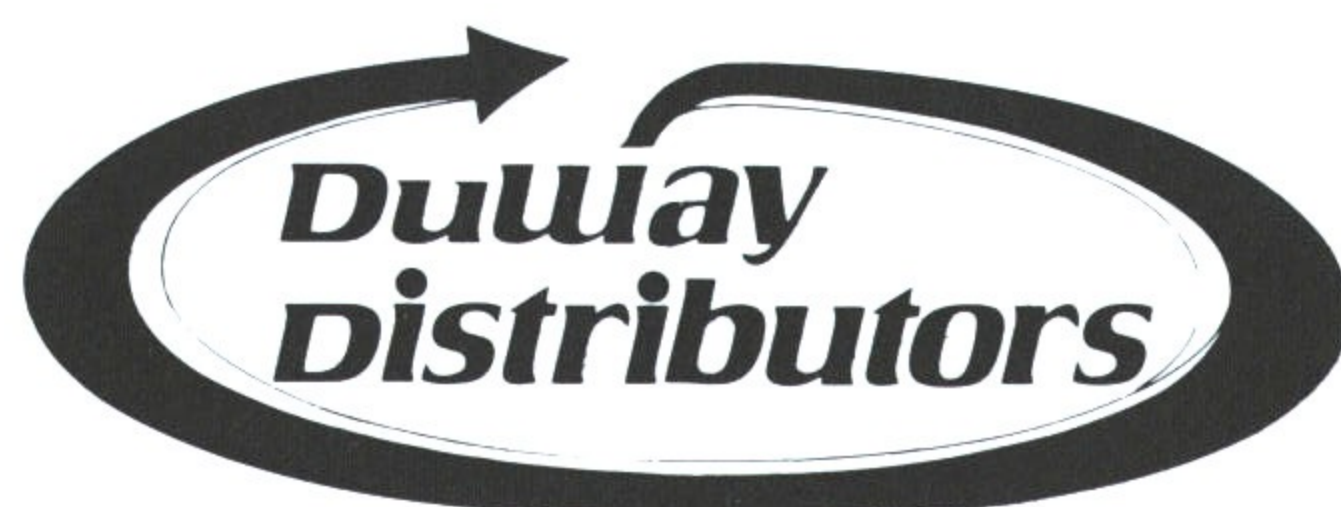
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promoting the auctioneering profession? Are we jealous and downgrading our competitor because he got the sale and we didn't? Are we striving for improvement in the management of our sales?

George Bernard Shaw was once asked why he never wrote his autobiography. He replied that things never happened to him, he always happened to things. He went on to say as the dream of life unfolds we find people in three categories . . . First, those who sit on life's sidelines and do not know things are happening. They do nothing for their profession and their lives account for nothing.

Then he said we have those who are always complaining that somethings always happen to them and they glory in their troubles and feel luck is always against them. Then Mr. Shaw stated we have those wonderful people that make things happen, they are the doers, they are the cause of success and not the result of failure. They are the people who are not too busy chopping wood to take time out to sharpen the axe.

There is an old Chinese proverb which says: Give a man a fish and he will eat for a day . . . But teach him how to fish and you satisfy his hunger for life! Auctioneering is a conditioning process as well as a learning process. Learn the

auction profession, provide a responsible service, and you have satisfied the hunger of yourself and family for a lifetime. Remember the Boy Scout slogan pertains to all of life and to be efficient, "Be Prepared"!

Your State Association, along with the National Auctioneers Association, is composed of people of experience and knowledge who are dedicated to the auction profession; people who are willing to help in the impartation of that knowledge and experience and to help us do a better job. Individually, we are weak . . . collectively, we are strong. In unity, there is strength.

If our associations offered nothing more than the fellowship, it would be worth the small dues we pay. The rewards are many and you will never meet a greater group of people than those in our Auctioneer Associations. Isn't it wonderful to belong to associations where you can attend conventions with your entire family and enjoy the fellowship without any embarrassment, smutty remarks, off-color jokes? In our Associations we find nothing but good fellowship, educational seminars and just being a part of a wonderful profession!

Hubert D. Songer, NAA Director
Murfreesboro, Tennessee

After the Certified Auctioneers Institute, Where To?

As a lump filled my throat and a tear filled my eye, I heard my name called along with 99 other proud auctioneers in Boston on July 21 at the 1978 NAA Convention and we became the first Certified Auctioneers . . . charter members of the Certified Auctioneers Institute.

The graduating ceremony was very impressive and the auctioneers in attendance gave us a standing ovation. Each one of us in the graduating class is grateful to the National Auctioneers Association and Indiana University for establishing such a grand program as the C.A.I. We are equally grateful to the men & women who worked so hard to make it all possible.

Now that we have spent the three years of travel, study and time to get our designation, we can't help but feel an emptiness inside, because there has been a strong bond of friendship built with our fellow auctioneers in the classrooms at the University. Yes, we will miss making the trip to Bloomington, Indiana, come next April. However, something else is bothering each and everyone of us who have received the C.A.I. membership.

A sleeping giant has been awakened inside of us and we realize how inadequate we have been in the past, how much more there is to know, and discover, in this wonderful world of auctioneering. We simply cannot stop here!! We must go on to further

expand our knowledge and skills. We want and need training and teaching in specialized fields and with our hunger and need for more skills, I feel sure we will find it.

Yes, the C.A.I. Program is just the beginning. Graduation was not the end of our training, just the starting point. To the individuals who are not in the C.A.I. Program, you do not know what you are missing! You will always be thankful for the day you enrolled and grateful to the people who made the C.A.I. Program possible.

Rex B. Newcom, NAA Director
Whitewater, Kansas

CONVENTION DATES

- October 7 — Arkansas Auctioneers Association, Holiday Inn, Mountainhome.
- October 15 — Mississippi Auctioneers Association, Downtown Holiday Inn, Jackson.
- October 28-29 — Iowa Auctioneers Association, Hilton Motel, Des Moines.
- November 5-6 — New York State Auctioneers Association, Howard Johnson Motor Inn & Lodge, Norwich.
- November 12-13 — Illinois Auctioneers Association, Ramada Inn, Champaign.
- November 19-20 — Indiana Auctioneers Association, Hyatt Regency Hotel, Indianapolis.
- December 4 — Tennessee Auctioneers Association, Airport Hilton Hotel, Nashville.
- January 8, 1979 — Georgia Auctioneers Association.
- January 20-22, 1979 — Minnesota Auctioneers Association, St. Paul.
- January 20-22, 1979 — Ohio Auctioneers Association, Winter Meeting, Marriott Inn, 2124 S. Hamilton Rd. @ I-70, Columbus.
- January 26-27, 1979 — Pennsylvania Auctioneers Association, Inc., Host Inn, Harrisburg.
- April 8-9, 1979 — Kentucky Auctioneers Association, Owensboro.

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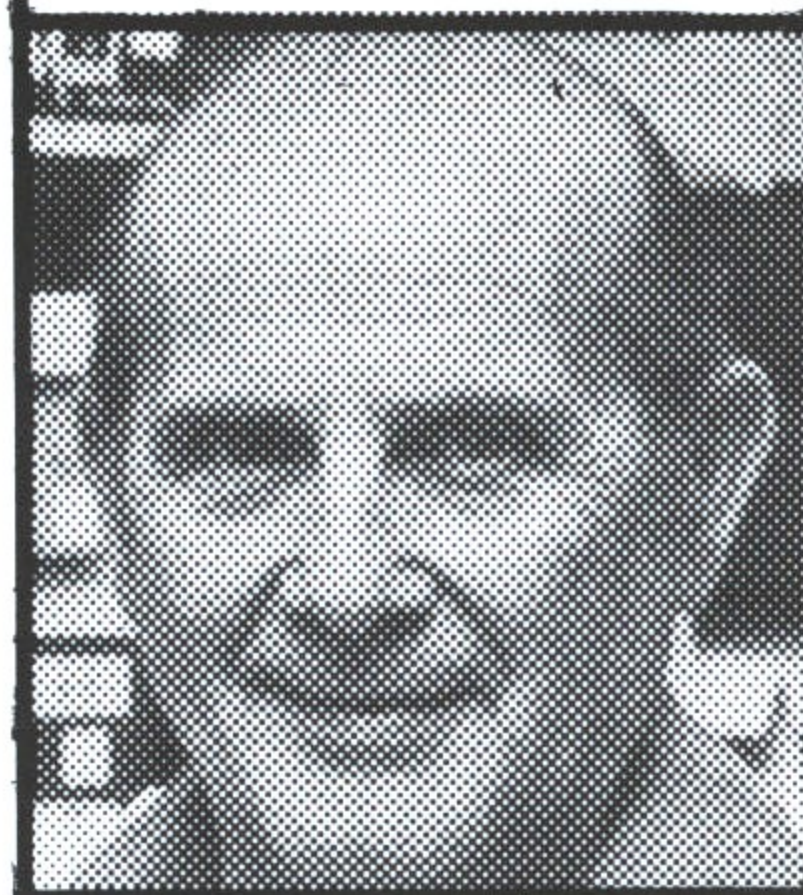
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Charles E. "Chuck" Cumberlin Wins 1978 World Livestock Auctioneer Championship; Several NAA Members Win Regional Honors

Charles E. "Chuck" Cumberlin, 2nd Vice President of the National Auctioneers Association (he was elected 1st Vice President at the Boston NAA Convention in July) was crowned Champion at the 1978 World Livestock Auctioneer Contest, held in Marshall Junction, Missouri. The contest was sponsored by the Livestock Marketing Association and the Livestock Market Digest and conducted by the Four Square Market, Inc. NAA Jerry Graham of Four Square Market, Inc., was the moderator for the event.

Chuck Cumberlin works out of Brush, Colorado, selling livestock twice a week at Brush Livestock of Colorado and is an alternate auctioneer at the Denver Stockmen's Market Company.

Seventy-one contestants — a record number — competed for the 1978 honors. James L. "Jim" Odle, also of Brush, Colorado and Chuck's business partner, won the honors as Western Regional Champion.

Several other NAA auctioneers earned awards during the contest and Ralph Waite of Coffeyville, Kansas, was awarded the World Reserve Championship. Leon Wallace, who is not a member of the NAA, won the World Runnerup Championship. Leon lives in West Monroe, Louisiana.

The entire list of Champions follows (NAA membership indicated with the initials "NAA" after name):

World Champion — C. E. Cumberlin (NAA), Brush, Colorado;

World Reserve Champion — Ralph Waite (NAA), Coffeyville, Kansas; **World Runnerup Champion** — Leon Wallace, West Monroe, Louisiana.

Western Region — Champion: James L. "Jim" Odle (NAA), Brush, Colorado; **Reserve Champion:** Duane Baxley, Templeton, California; **Runnerup Champion:** Richard Hess, Burlington, Colorado.

Central Region — Champion: Gerry Wayne Ball, Ozark, Missouri; **Reserve Champion:** Larry Cantrell, Archie, Missouri; **Runnerup Champion:** Armon Wolff (NAA), Golden Valley, North Dakota.

Eastern Region — Champion (tie): Bill Lipscomb, Como, Mississippi and Jack L. Lowderman (NAA), Macomb, Illinois; **Reserve Champion:** Dan Williams (NAA), Boone, North Carolina; **Runnerup Champion:** Bert M. Blythe, Franklin, Virginia.

Chuck Cumberlin, and Jim Odle, joins a list of livestock auctioneers in the Brush, Colorado, area, who have earned the title Champion. If Odle-Cumberlin Auctioneers, Inc. changes its name to "Championship Auctioneers, Inc.", no one would blame them.

The National Auctioneers Association presented the 1978 World Champion a trophy and will sponsor Chuck's membership in the NAA for the following year (he already had submitted his 1978-79 dues prior to the contest).

NAA Executive Director Harvey L. McCray presented the trophy at the awards banquet (whole hog roast in Sedalia, Missouri, following the contest) and McCray also served as chairman of the judging committee during the event. His duties included organizing the judges' score sheets and supervising the tallying of the judges votes following the contest. Nine judges made the final decision on the contestant (McCray did not serve as a judge, nor did he have any part in the selection) and a three-man certification team tallied the votes at the conclusion of the day.

To the NAA members who participated in the contest, the board of directors of the National Auctioneers Association offer congratulations and appreciation for your fine representation of the Association.

No one left the Four Square Market, Inc. a loser. Everyone of the 71 contestants helped enhance the auction image through outstanding bid calling displayed at the contest.

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



1978 WORLD LIVESTOCK AUCTIONEER champion Charles E. "Chuck" Cumberlin received a trophy, which was presented to him by NAA Executive Director Harvey L. McCray on behalf of the National Auctioneers Association at the conclusion of the 1978 contest in Marshall Junction, Missouri. Chuck, the 1978 World Champion also serves as 1st Vice President of the NAA, and was 2nd Vice President when he won the award.

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

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New Officers, Directors of the NAA

A new president, 1st and second vice president and four new directors were elected by the members attending the 1978 NAA Boston Clambake Convention, held in Boston, Massachusetts on July 19-22, 1978.

Harvey C. Lambright of LaGrange, Indiana, was the unanimous choice of the membership for the office of president; Charles E. "Chuck" Cumberlin of Brush, Colorado was the choice for 1st Vice President; and Archie D. Moody of Darlington, South Carolina, was elected to the position of 2nd Vice President.

Four NAA members were elected to join Martin E. "Marty" Higgenbotham, retiring president, as directors with a term expiring in 1981. The newly elected directors are: Frank E. Bass, Lewistown, Montana; James W. "Jim" Heike, Mondovi, Wisconsin; H. Layton "Sonny" Laws, Jr., Manassas, Virginia; and Robert E. "Bob" Musser, Cody, Wyoming.

The entire slate of officers and directors, who make up the board of directors of the National Auctioneers Association, are included on page 4 of THE AUCTIONEER.

NAA Board of Directors Selects Las Vegas and Atlanta as Sites For 1981 and 1982 NAA Conventions

Two NAA Convention sites were selected by the NAA board of directors; one in the west (1981) and the other in the east (1982). Las Vegas, Nevada, and the Las Vegas Hilton was selected for 1981 and Atlanta, Georgia and the Atlanta Hilton Hotel was selected for 1982.

The sites were selected following presentations, which were made for each year by representatives of the state associations in the west and east regions. The California and Nevada Associations submitted proposals for 1981 and the Pennsylvania and Georgia Associations submitted proposals for 1982.

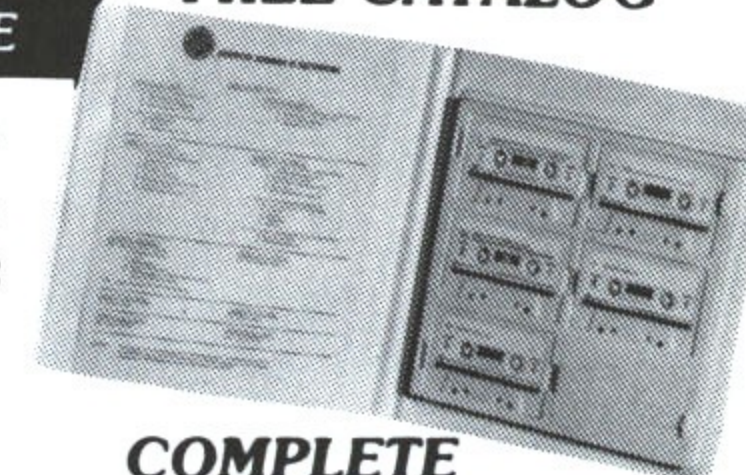
The State Associations proposed the city, in which they wished to hold the NAA Convention and Executive Director Harvey L. McCray then visited each city being proposed to select the hotels capable of handling the NAA Convention meetings. Both the Las Vegas and Atlanta Hilton Hotels meet the

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demands of an NAA Convention in regards to meeting space, sleeping rooms' demands and food services.

Excellent presentations were made by all four of the sites proposed and the representatives of the State Associations involved.

Two sites were selected due to the fact that the demand for good convention space (hotel, city, etc.) is apparent. The NAA board of directors will select two sites each year until selection of the convention sites can be made on a five-year advance selection. At the 1979 Denver Convention two sites will be selected in the Mid-west Region for the year 1983 and the Mid-east Region for the year 1984.

The selection of the 1984 year in Denver will meet the board's decision to select convention sites five years in advance.

The NAA conventions have grown to the point where hotels are becoming scarce, which can accommodate the meetings, special functions and banquets as scheduled by the NAA in the hotels.

The future NAA Convention sites are:

- 1979 — Hilton Hotel, Denver, Colorado — July 11 thru 14
- 1980 — Opryland Hotel, Nashville, Tennessee — July 30 thru August 2
- 1981 — Las Vegas Hilton, Las Vegas, Nevada — July 22 thru 25
- 1982 — Hilton Hotel, Atlanta, Georgia — July 28 thru 31

NAA Convention Selection Procedure

State Associations in the Mid-west (1983) and Mid-east (1984) Regions wishing to submit a convention proposal for those years, should observe the following procedures:

1. Request from the NAA Office (Harvey McCray) the NAA Convention Proposal forms (three forms: one for the State Association; one for the hotels; and one for the convention/tourist bureau). Forms are available on request and must be used to submit an NAA Convention proposal.
2. Have approval of the State Association NAA Convention proposal made by the State Association's board of directors (must be a board decision; not one or two individuals).
3. Make your decision early in the year — deadline for submitting proposal is June 1, 1979. However, indication must be made long before June 1, 1979 so that NAA Executive Director Harvey L. McCray can make an on-site inspection of the hotels in the city chosen by the State Association. (NOTE: The NAA Executive Director will choose the hotel after the on-site inspection. State Association should submit hotel proposal forms to any and all hotels in the city capable of accommodating — meetings, food functions, sleeping rooms, etc. — an NAA Convention.) The final hotel selection will be made by the Executive Director and ultimately, the NAA board of directors.

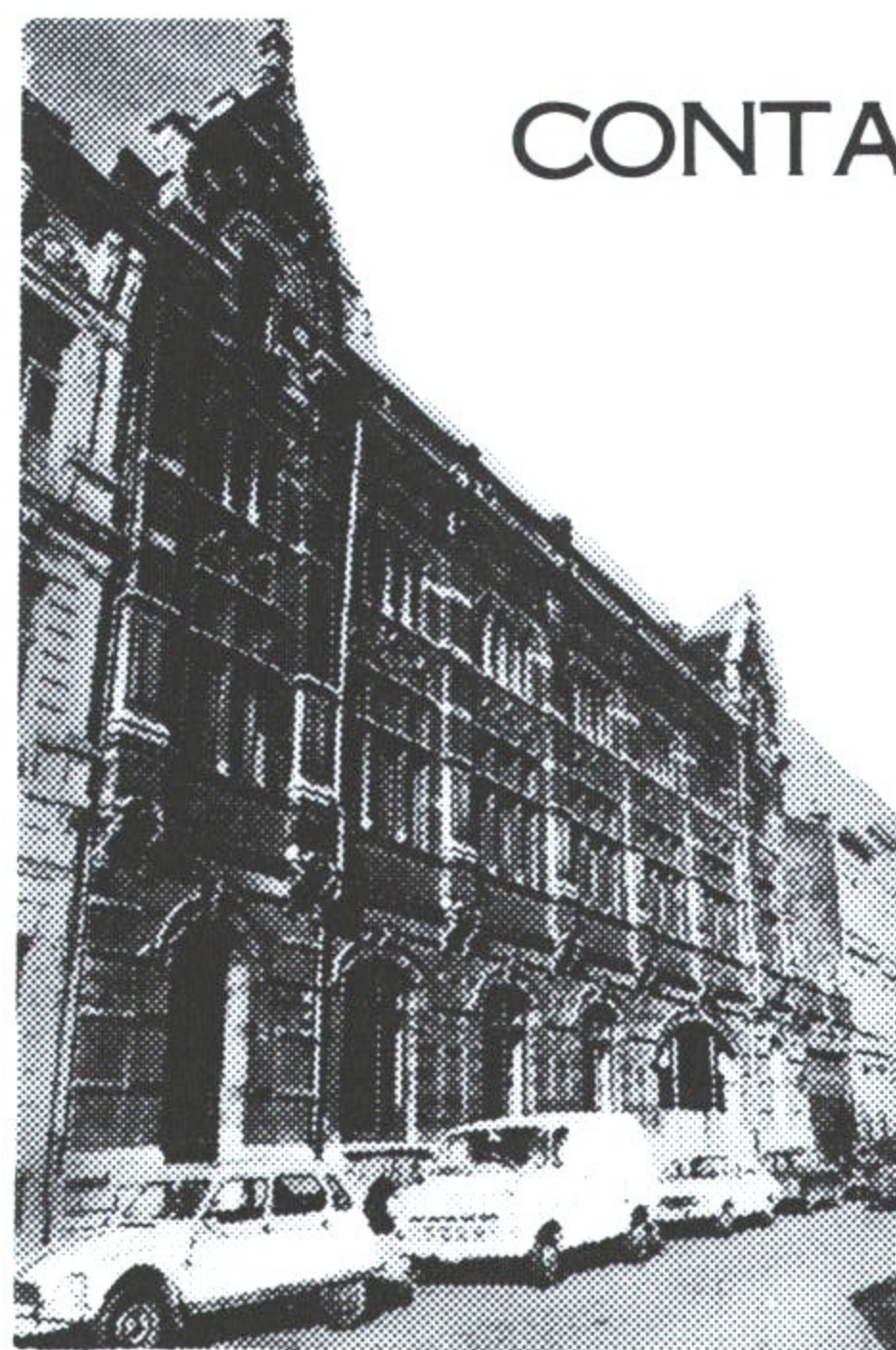
State Associations in the following states are eligible to make convention proposals to the NAA Office for the following years:

- 1983 — State Associations in Montana, Wyoming, Colorado, New Mexico, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma and Texas.
- 1984 — State Associations in Minnesota, Iowa, Missouri, Arkansas, Louisiana, Wisconsin, Illinois, Indiana, Kentucky, Tennessee, Mississippi and Alabama.

State Associations in the above two regions, if you are interested in submitting an NAA Convention proposal for the year 1983 or 1984, based on the region your association is in, write now to the NAA Office for the necessary proposal forms.

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

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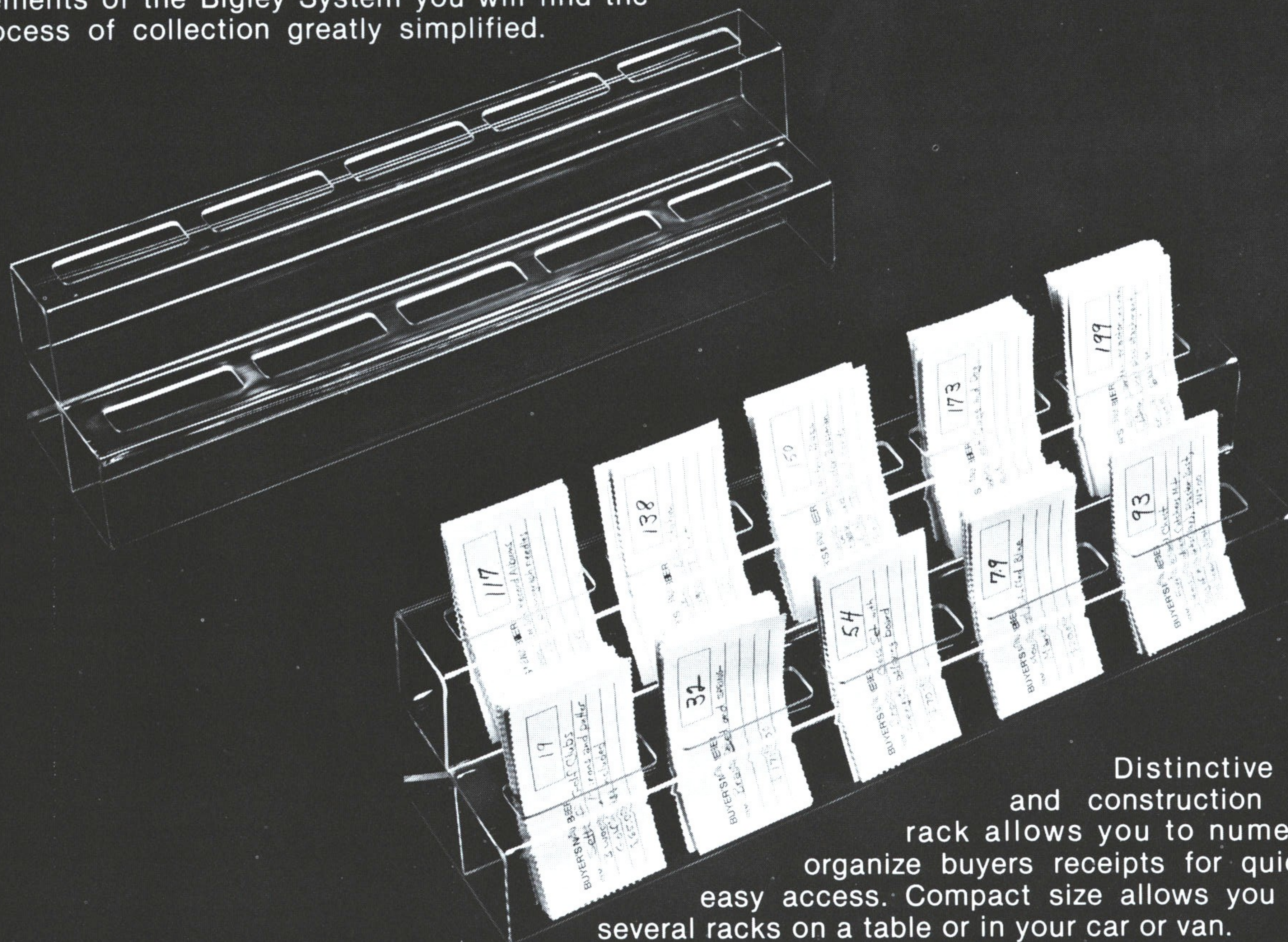
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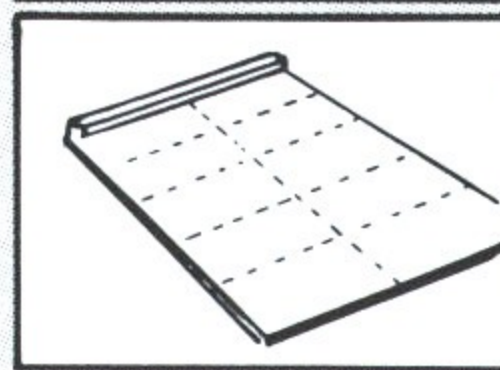
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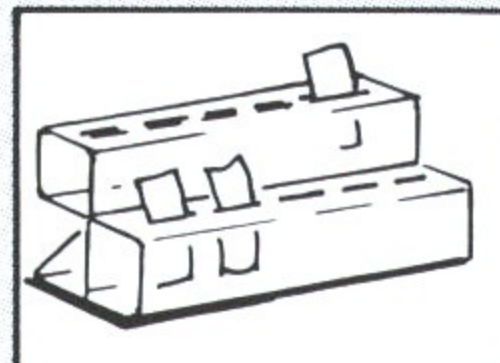
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*** 1979 NAA SEMINARS REGISTRATION FORM ***

Please register me for the following 1979 NAA Seminars (check appropriate line):

Las Vegas, Nevada — January 29-30-31, 1979 — Del Webb's Sahara Hotel

Nashville, Tennessee — February 19-20-21, 1979 — Opryland Hotel

SUBJECTS (both Seminars — Seminars begin 9:00 a.m. on Monday, Tuesday and Wednesday in each city): **MONDAY** — Real Estate (morning and afternoon); Bid Calling /Voice Analysis (evening); **TUESDAY** — Farm Equipment & Livestock (morning and afternoon); Advertising (late afternoon); Bid Calling/Voice Analysis (evening); **WEDNESDAY** — Antiques/Collectibles (Seminars end at approximately 5:00 p.m. Wednesday — no evening session on Wednesday).

INFORMATION ABOUT 1979 SEMINARS HOTEL RESERVATIONS: Seminars Registrants must make their own hotel reservations for the two 1979 Seminars. Hotel Reservation Forms for both the Las Vegas (January) and Nashville (February) Seminars will be published in subsequent issues of THE AUCTIONEER magazine. *Hotel Reservations must be made at least one month in advance of the Seminars to be assured of room accommodations.*

1979 REGISTRATION FEES INFORMATION. Three-day fees = \$150 per NAA Member; Half price (\$75) for NAA Member's spouse or family member attending Seminar with NAA member; Daily fee = \$60 per NAA Member per Day; Half price = \$30 for NAA Member's spouse or family member attending Seminar with NAA Member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1979 NAA SEMINARS REGISTRATION:

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_____ \$ 75 Spouse's Three-day Las Vegas Seminar Registration
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_____ \$ 30 Spouse's Tuesday ONLY Seminar, Las Vegas
_____ \$ 60 Wednesday ONLY Seminar, Las Vegas
_____ \$ 30 Spouse's Wednesday ONLY Seminar, Las Vegas

\$_____ TOTAL LAS VEGAS FEES

_____ \$150 Three-day Nashville Seminar Registration
_____ \$ 75 Spouse's Three-day Nashville Seminar Registration
_____ \$ 60 Monday ONLY Seminar, Nashville
_____ \$ 30 Spouse's Monday ONLY Seminar, Nashville
_____ \$ 60 Tuesday ONLY Seminar, Nashville
_____ \$ 30 Spouse's Tuesday ONLY Seminar, Nashville
_____ \$ 60 Wednesday ONLY, Seminar, Nashville
_____ \$ 30 Spouse's Wednesday ONLY Seminar, Nashville

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Enclosed is my check in the amount of \$_____, made payable to the National Auctioneers Association, for my 1979 NAA Seminars Registration.

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town, Pennsylvania 15401. Phone: 412 438-0581

Mrs. Charles (Alice) Connour, 9770 Wisterwood, Dallas,
Texas 76238. Phone: 214 348-2838

Mrs. Rex (Naomi) Newcom, P.O. Box 458, Whitewater,
Kansas 67154. Phone: 316 799-2278

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Mrs. Martin (Brenda) Higgenbotham, 1702 Edgewood
Drive, Lakeland, Florida 33803. Phone: 813 688-6094

Mrs. Forrest (Betty Jo) Mendenhall, Route 5, Box 395,
High Point, North Carolina 27263. Phone: 919 887-
1165

Mrs. Harvey (Pat) Lambright, 112 N. Detroit St., LaGrange,
Indiana 46761. Phone: 219 463-2012

Mrs. Bob (Ann) Williams, P.O. Box 183, Arlington, Wash-
ington 98223. Phone: 206 435-3608

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Mrs. Don (Eileen) Standen, 38146 Sugar Ridge Rd., North
Ridgeville, Ohio 44035. Phone: 216 327-8141

Mrs. Walter (Marie) Flatow, R.D. Box 125, Waterbury
Center, Vermont 05677. Phone: 802 244-8817

Mrs. Edwin (Patsy) Fulkerson, R. 4, Box 232, Jonesboro,
Tennessee 37659. Phone: 615 282-1236

**City of Brush, Colorado Proclaims
National Auctioneers Week in 1978**

Colorado NAA members were instrumental in having the mayor of the City of Brush publicize the auction profession when he issued a proclamation (which also was printed in the newspaper, THE BANNER), recognizing National Auctioneers Week.

The Hon. Raymond M. Paulsen, Mayor of the City of Brush, met with Colorado Auctioneers Association president Eugene "Gene" Doty, NAA 2nd Vice President Charles E. "Chuck" Cumberlin and CAA and NAA member James "Jim" Odle and signed the following PROCLAMATION:

PROCLAMATION

Today, in the United States of America and in many countries throughout the world, the auction method of selling real and personal property is growing rapidly; and the items, which are sold at auction, are limitless;

The auction profession has become a valuable service to the public; the buyer as well as the seller; and the National Auctioneers' Association, in co-operation with the State of Colorado, is continuing to work to improve on the services offered by auc-

**Thank You For My Appointment
As Ladies Auxiliary President**

Dear Ladies:

Thank you for the appointment as your new president of the Ladies Auxiliary to the National Auctioneers Association. I am sure this next year will be a busy and a challenging one for me. I will try to do my best to carry on the duties as your new president and with the help of all of you, I am sure that I can.

I just want to say that we had a great time in Boston and I want to thank all the people that worked so hard to make our convention an interesting and a successful one.

It seems that every state has something just a little different to offer than what we are used to seeing everyday and that is why it is worth every bit of our time and money that we spend in going to these conventions. It was a special treat for many of us who had never been to Boston or attended a New England Clambake to really be there and get in on the fun and fellowship and the good food.

The tours also were interesting as a lot of us had never been to the eastern part of our United States. It was just like we had read in our history books. It was all there: the Old North Church; Paul Revere's Statue; and all the great things we had heard or read about. So we did enjoy it and want to thank all of the fine committees who worked so hard to make our stay enjoyable.

Another thing that worked out real well, I think, was the Convention pre-registration. It was just great to be handed an envelope with all our tickets and our name tags and not have to stand in line for them.

When we came home it was raining in Ohio and it had been raining all day so it was quite a change from the hot weather in Boston. It was in the 80's at home. We needed the rain so everyone was glad for that.

Next year the convention will be held in Denver and I hope that most of you are planning to attend. It is really worthwhile to plan your vacation around that time and go and be a part of a fine organization and show your interest in joining the Ladies Auxiliary . . . show your husbands that you are interested in his chosen profession!

Thanks again, Boston, and the New England Council for such a fine time!

**Mrs. Walter (Ruby) Hartman, President
Ladies Auxiliary to the NAA**



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tioneers through good, educational programs;

AND, the National Auctioneers Association and the State of Colorado are striving to give better service to their clients through mutual exchange of ideas and improvement;

THEREFORE, as Mayor of the City of Brush, Colorado, I hereby proclaim the week of April 23-29, 1978, as National Auctioneers' Week in Brush, Colorado. I urge all citizens to recognize the many contributions which auctioneers are making to our economy.

*Raymond M. Paulsen
Mayor of the City of Brush, Colorado*

Fond du Lac is Site Of Wisconsin's June Meeting

A stimulating annual convention was created by Wisconsin Auctioneers Association William Bodell of Hazel Green, Wisconsin, and the WAA board of directors. The convention was held at the Holiday Inn at Fond du Lac on June 8-9, 1978.

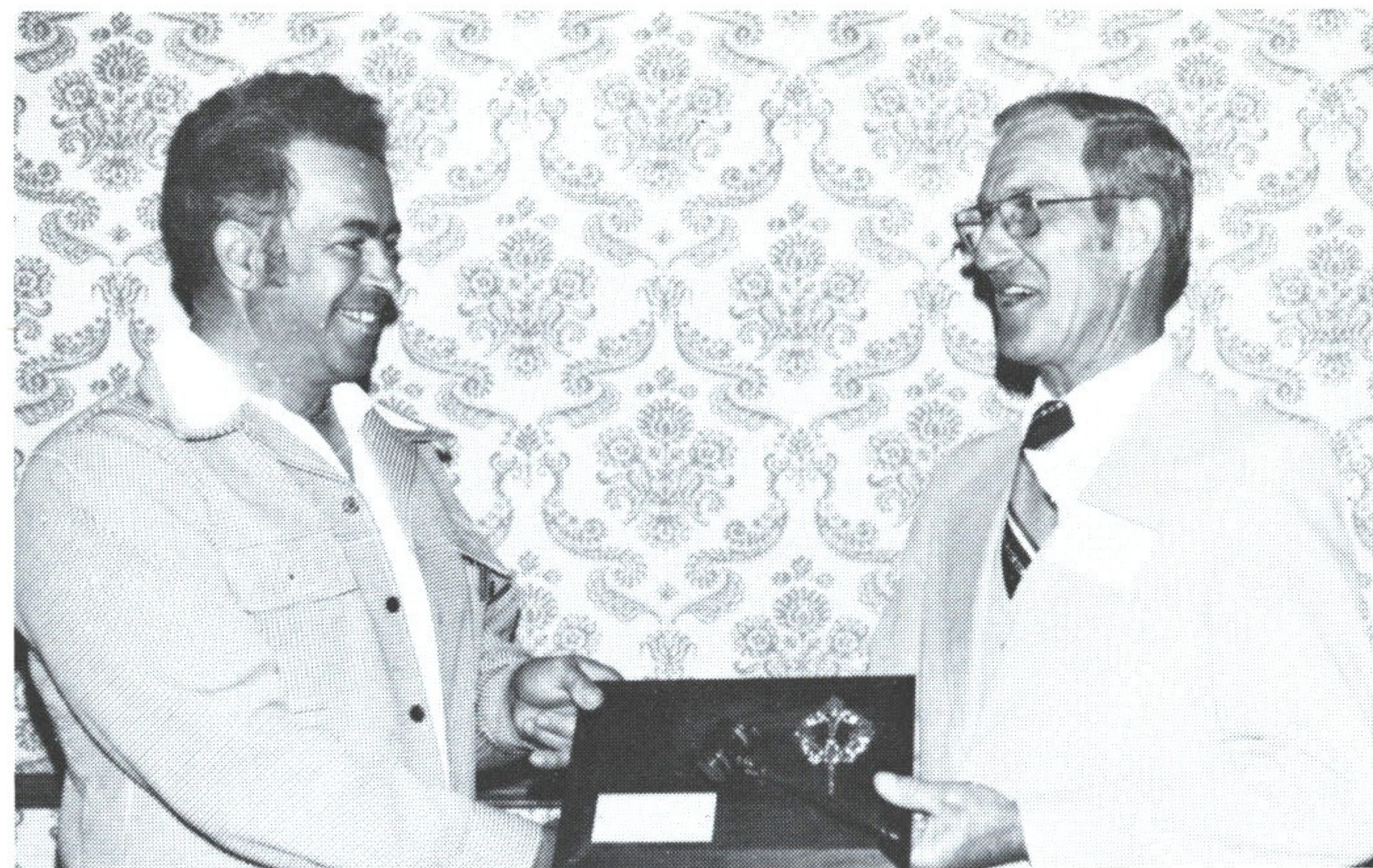
For early arrivers two tours were available, including tours to the Rueping Leather Works and the Galloway House. Wisconsin's "Dean of Auctioneering", Ernie Freund, welcomed the auctioneers to his home town. Ernie, a charter member of the WAA, reminded the group of the Association's beginning and the first state convention, when six auctioneers attended. "We nearly gave up, but decided to try one more year and that time we had about 35 in attendance," explained Ernie Freund.

He continued, "Since then it has been growing until now each year increases with the largest attending the '78 convention. Prior to thirty years ago there was no effort to improve and auctioneers were not always honest, knowledgeable, or ready to give good service. But today it has truly become a profession. Young auctioneers should not fail if they use knowledge," emphasized Ernie and he reminded them of the importance of becoming active members in the state and National Associations. "They are the lifeblood of your business" he said.

Eight members of the WAA addressed the audience with answers to problems in auctioneering as well as "Ways to Open an Auction Sale". Questions and answers followed.

The WAA members showed appreciation to NAA President Martin E. "Marty" Higgenbotham when he joined the crowd for the afternoon session and evening events. His enthusiasm and love for the auction business was an inspiration to those who are involved in the NAA and already call him "friend".

Following a Happy Hour, sponsored by the Wisconsin State Farmer News, and a steak dinner, the annual fun auction was



WISCONSIN'S "Auctioneer of the Year" Award was presented to Robert Brandau (left) by WAA President Bill Bodell at the 1978 convention.

held with proceeds amounting to \$1,500. "The Family Three" entertained with music for dancing and the evening was completed with James "Jim" Heike of Mondovi singing "The Auctioneer". Jim O'Brien of Eden lead the group singing with Irish songs.

The second day of the convention began when past officers met for breakfast. Don Flanders, Fond du Lac administrator, presented a welcome and key to the city to our president, Bill Bodell, at the opening session. Bill's address followed.

Morning sessions covered "Real Estate at Auction" by John Freund, Omro and Ernie Kueffner of Hartford, "Newest Sales Tax Facts" by a specialist from the Wisconsin Department of Revenue and "Sales Barn Auctions" by Syd Matthes, Executive Director of Wisconsin Independent Livestock Dealers.

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SEVERAL OF OUR INSTRUCTORS HAVE PARTICIPATED AS INSTRUCTORS AT SEMINARS SPONSORED BY THE NATIONAL AUCTIONEERS ASSOCIATION THROUGHOUT THE NATION.

IT'S SUCCESSFUL PEOPLE LIKE THIS THAT YOU LEARN MORE FROM. YOU WILL BE TRAINED BY SOME OF THE BEST AUCTIONEERS AND INSTRUCTORS IN THE WORLD.

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NAA PRESIDENT Martin Higgenbotham offered words of encouragement to the youngest Wisconsin auctioneer to attend the June convention who was Sam Sercy of Milwaukee (left).



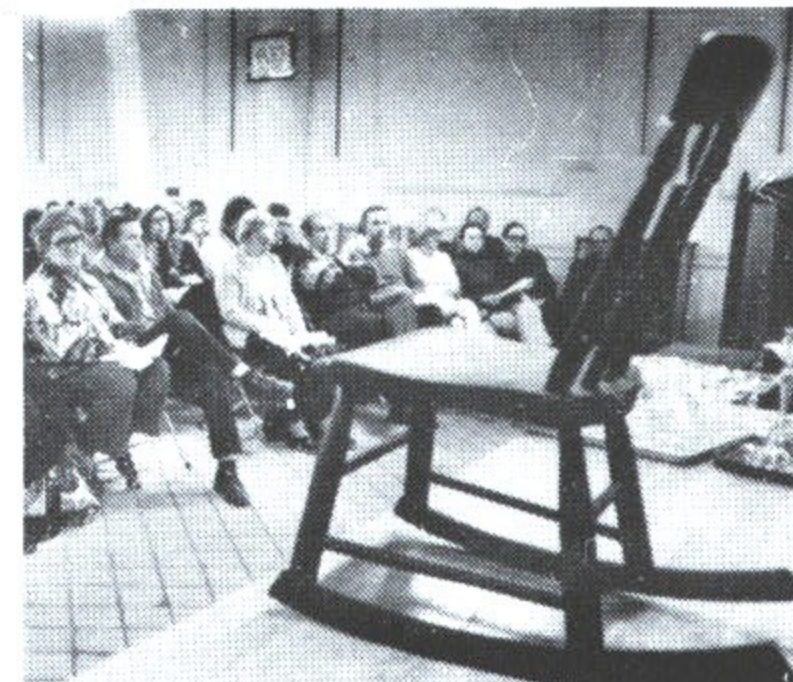
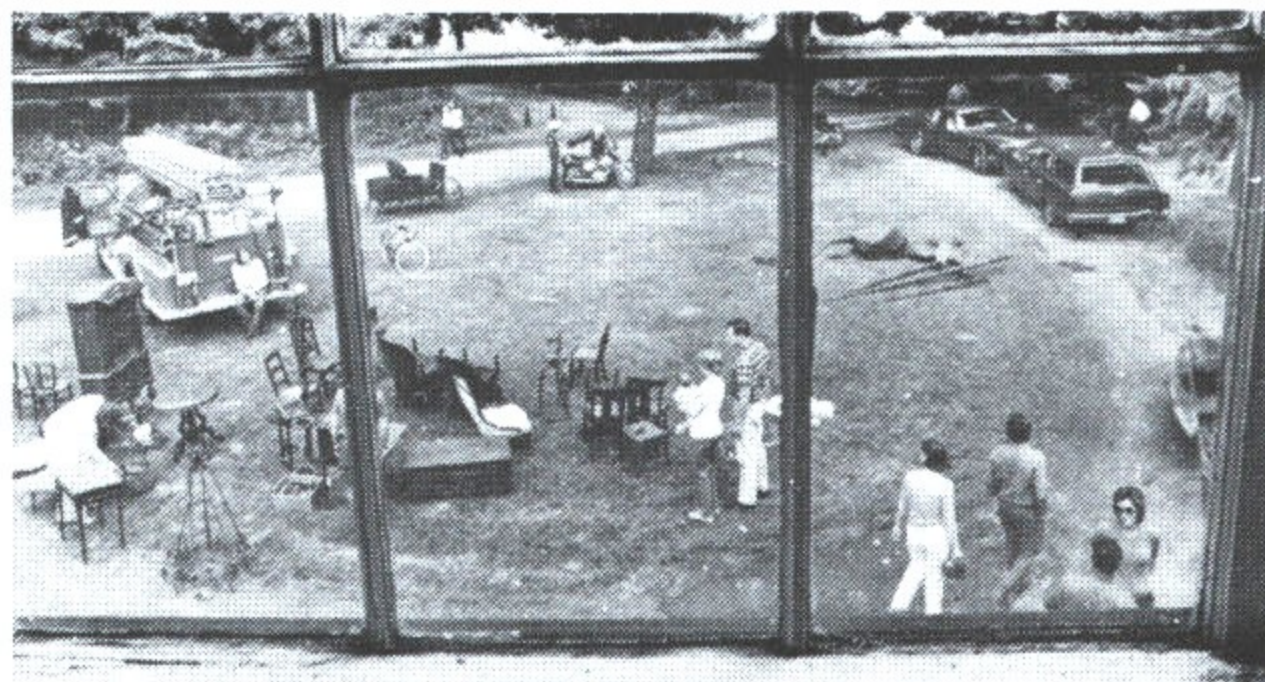
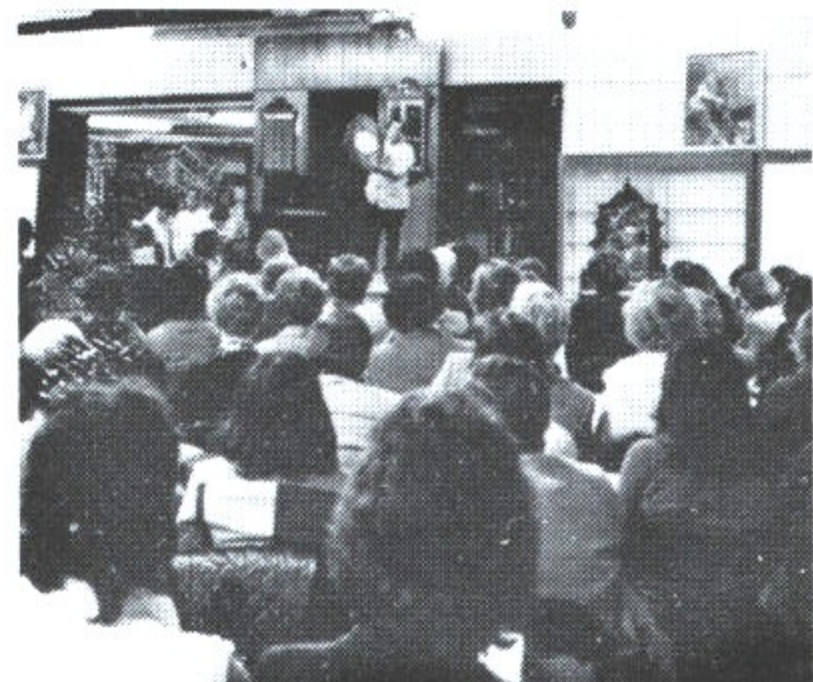
LEROY JONES was elected to serve as president of the Wisconsin Auctioneers Association at the June, 1978 convention.

A highlight of the convention included our noon speaker, Dr. Harry Olson, Jr. of Minneapolis, Minnesota. He is an author and lecturer. His address "Take Charge of Yourself" gave the convention goers insight in helping to find freedom to utilize more of your human potential in discovering the joy of greater success. Some will remember Dr. Olson as speaker at the NAA Convention in Lincoln, Nebraska.

The annual business meeting was held in the afternoon

WISCONSIN AUCTIONEERS crowd into the meeting room during the 1978 WAA Convention in Fond du Lac. Pictured in the front row are (left to right): Secretary-treasurer Victor Voigt, Reedsville; Judy Fish, Poynette; and Julius Tempkin, Beaver Dam. Seated in row two: Earl Clip of Madison and Dan Szablewski of Athens.

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—Number One in circulation: 467,000 daily, 660,000 Sunday.* (That's 193,000 more than the competition daily; 272,000 Sunday.)

—Number One in Classified advertising. The Globe carries 81% of all the classified ads run in Boston newspapers.**

—Number One in ready-to-buy, affluent readers: we cover 78% of Boston SMSA newspaper-reading adults who hunt antiques; 85% of households earning \$20,000+ per year.***

Selling BIG? Sell through The Boston Globe!

*ABC, 3/31/78

**ALS, First four months 1978

***Profile Boston, SMSA, Year 1977, Carl J. Nelson Research, Inc., Chicago

The Boston Globe

Boston, Mass. 02107
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with President Bill Bodell presiding. Leroy Jones of Watertown, who had served as program chairman for the two-day convention, was elected as the new state president. A vote of support was given to candidate, James Heike, for NAA director. Clarence Sturgal of Shawano was elected as new director to the state association.

The membership stands at 265 and fifteen new members



DR. HARRY OLSON, JR. was the speaker for the Wisconsin Auctioneers Association convention in Fond du Lac.

of the Wisconsin Association received NAA belt buckles as a gift from the Association for their attendance.

Past NAA president Joe Donahoe of Darlington encouraged all convention goers to attend the "Boston Tea Party in 1978" — NAA Convention.

The Ladies Auxiliary held their meeting while the auctioneers held an afternoon business meeting. A yoga demonstration by Betty Manis of Fond du Lac highlighted the meeting. Mrs. Gordon (Pauline) Clayton, Belmont, presided over the



WISCONSIN CHEESE was sold at the fun auction by NAA President Marty Higgenbotham.

business meeting. Election of officers were: President: Mrs. Jim (Helen) O'Brien, Eden as president; Secretary-treasurer: Mrs. Al Noble, Mineral Point; and Vice President: Mrs. LeRoy Jones of Watertown.



LADIES AUXILIARY OFFICERS, elected at the June, 1978 Fond du Lac meeting include, left to right: Mrs. LeRoy Jones, vice president; Mrs. Jim O'Brien, president; and Mrs. Al Noble, secretary-treasurer.

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Ethics of the Auctioneering Profession
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Second Monday in February
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**NAA Member Responds to Article
In New York Times Which Compared
Auctioneers to Garish Arcades**

An article appeared in the New York Times newspaper which featured the promotion of Nags Head, a vacation spa in North Carolina. In the article (see page 27, June, 1978 issue of THE AUCTIONEER magazine) headlines suggested that at Nags Head "There are no boardwalks, shouting auctioneers, garish arcades, X-rated movies. The Outer Banks are primarily for relaxing in the sun and eating good seafood."

The New York Times was corresponded to by many, no doubt, including Executive Director Harvey L. McCray and New Hampshire member Emory Sanders, and the editor did publish, in the paper's "Letters to the Editor" McCray's comments. Another NAA member was irritated by the news article and Carol H. Holland of Emerald Isle, North Carolina, shared her comments to the editor in the following letter to the Editor, New York Times:

"Dear Sir: In reference to your recent article about 'The Discreet Charm of the Outer Banks', let me assure you that auctioneers are alive and well on the Outer Banks of N.C.

"We may not be obvious along garish areas, but we are working in auction barns, offices, estate liquidations and civic functions. We consider this a profession of which we can be proud and apologize for any bad apples; but point out that bad apples can be had in any barrel.

"We do work hard to run honest, reputable sales to which not only our local people come, but also several hundred 'Outer Banks vacationers'. We prefer not to advertise in 'garish arcades and X-Rated movies' (if you look very closely they can be found on the Banks) but choose the more conventional means of local newspapers and handbills.

"We invite you back to North Carolina's Outer Banks and quaint adjoining mainland villages. The sun is warm, the beaches beautiful, seafood delicious — and — the people are generally nice friendly folks — some are even 'shouting auctioneers'.

"Sincerely, Carol H. Holland."

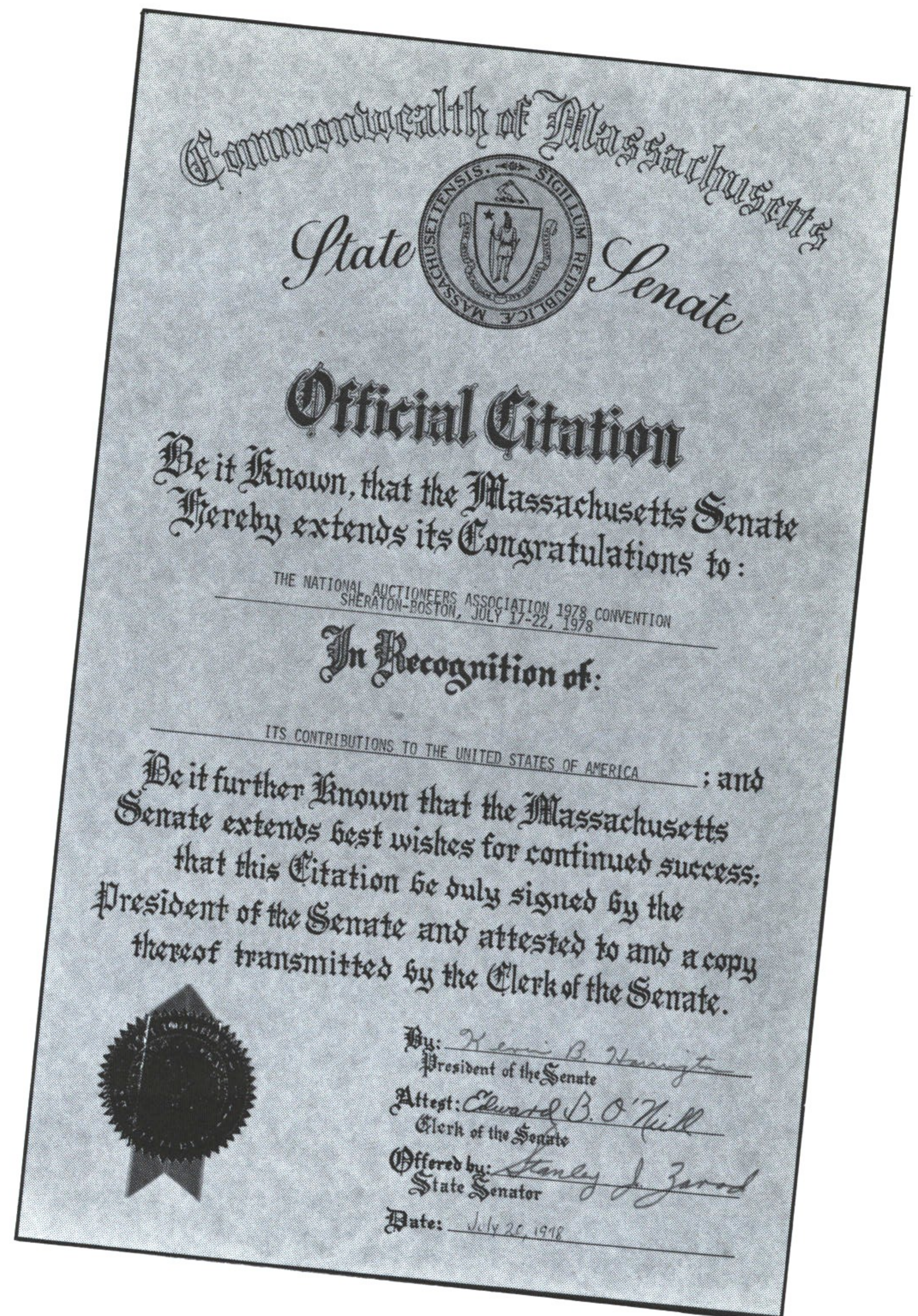
REMOVABLE MAGNETIC SIGNS

Proven Silent Salesman for Cars, Trucks and Stands.
Send \$1.00 for Brochure and Information Sheet for Scale
Layout and Quotation. Refundable on Orders.

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SIGNS OF THE TIMES

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CONVENTION REGISTRANTS at the 1978 NAA Boston Clambake Convention enjoyed receiving congratulations and a resolution from the Massachusetts State Senate during the NAA Luncheon, which officially opened the 1978 convention. The Official Citation is shown above, which is signed by the Hon. Kevin B. Harrington, President of the Senate; Edward B. O'Neill, Clerk of the Senate; and Stanley J. Jarod, State Senator. The resolution, congratulating the National Auctioneers Association for its contribution to American Society, is as follows:

**THE COMMONWEALTH OF MASSACHUSETTS
In The Year**

**One Thousand Nine Hundred And Seventy-Eight
RESOLUTIONS CONGRATULATING THE NA-
TIONAL AUCTIONEERS ASSOCIATION FOR ITS
CONTRIBUTION TO AMERICAN SOCIETY.**

Whereas, The National Auctioneers Association is an outstanding service organization; and

Whereas, The National Auctioneers Association, through its members, is an essential part of the process which goods are distributed throughout the nation; and

Whereas, The National Auctioneers Association has made substantial contributions to the economic stability and social welfare of our society; and

Whereas, The National Auctioneers Association is holding its annual convention in Boston from July seventeenth to July twenty-second, nineteen hundred and seventy-eight; now therefore be it

Resolved, That the Massachusetts Senate Congratulates the National Auctioneers Association for its contributions to the United States of America.



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AS LONG AS
SUPPLY LASTS**

RUG TAPESTRIES

***“SECONDS
and
OVERPRINTS”***

**At Greatly Reduced
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**Over 100 Football, Sport,
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Designs Used For Everything
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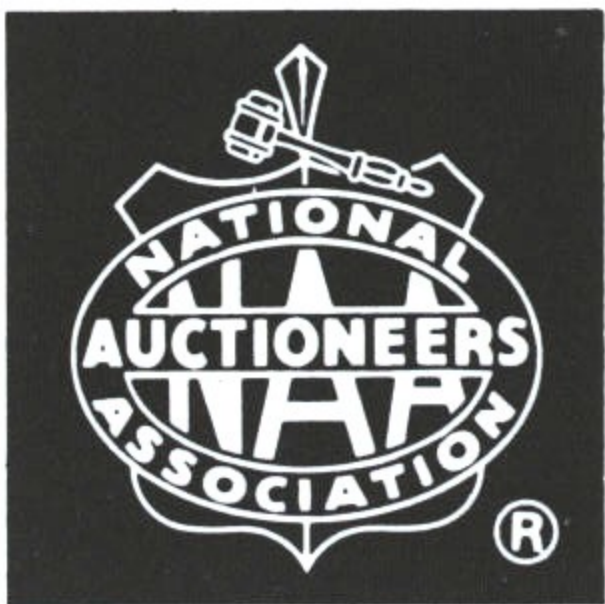
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Phone: 608 233-0306



In Memoriam

JOHNY ROBERT HENDRICKS

One of the NAA's enthusiastic, young members, Johnny Robert Hendricks of Knightdale, North Carolina, was killed in an airplane crash on July 7, 1978. Johnny was enroute to a jewelry auction in Boone, North Carolina, when his plane crashed into a mountain peak near Deep Gap, about 200 yards above the Blue Ridge Parkway in North Carolina.

Johnny operated the Hendricks Bus Sales and Auction Co. in Knightdale and Zebulon, North Carolina. He successfully completed the three-year courses of the Certified Auctioneers Institute (CAI), sponsored by the NAA and Indiana University, and posthumously received his designation as a CAI member at the 1978 Boston NAA Convention. Johnny had intended to attend the NAA Convention, having pre-registered well in advance of the meeting.

Johnny is survived by his parents, Mr. and Mrs. Forest Hendricks of Zebulon, North Carolina. Information about

Good Advertisement: Its Important To the Success of Auction Business

The 1978 NAA Boston Clambake Convention was highly successful in more ways than one: first of all, many NAA members, their wives and guests attended (over 1,200); secondly, many attended, who never had attended before, since the convention was being held in the New England area, where it had never been held before; and thirdly, the workshops were well attended, well received and the instructors were highly qualified to offer good, constructive aids to the auction success.

In order to assist auctioneers in their advertisement programs, NAA Executive Director Harvey L. McCray moderated the Advertising Workshop, at which workshop three very qualified and capable newspaper classified advertising departments' representatives offered their assistance: Lawrence B. "Larry" Healy of the Boston Globe; Roz Hooke of the Boston Herald American; and Charles Shanley of the Chicago Tribune.

Time did not permit discussion on any other aspect other than the classified newspaper ads, but the discussions of the three experts was well received by most in attendance.

To continue the discussion, McCray has a few comments to make, which, he hopes, will offer NAA members some help when they prepare their advertisements for newspaper use: **Copy and Layout Check List.** Before you submit your advertisement, is it: Easily recognizable style? Simple layout? Provide a dominant element illustration or headline? Provide a main benefit in the headline? Provide complete copy?

Does it: Identify branded merchandise? Show related items? Urge the readers to act now (schedule attendance at your auction)? Provide address of auction sale **and address of your auction service** (for future business)?

Is the ad: Factual, straightforward? Use everyday language? Specify, not generalize? And, omit excess claims?

What are the essentials of a good ad?

The newspaper ad is the advertiser's best store window and salesperson. Nearly everyone reads a daily newspaper, and readers shop the newspaper for good values. **Auctions are good values!**

Some ads are more effective than others and auctioneers should center their ads on effectiveness — for themselves and for their clients, the sellers!

The most important single factor determining how many people will read any newspaper ad is the skill and technique

Johnny's death, a shock to many, many of his NAA friends throughout the U.S.A., was received in the NAA Office from Hazel Parker, Johnny's secretary.

ELWOOD G. HELLER

NAA Member Elwood G. Heller of Bridgewater, New Jersey, died Monday, July 31, 1978 in the Somerset Medical Center. He was 64 years of age.

Hunterdon County's (New Jersey) best-known auctioneer, Elwood had conducted his usual Monday auction in his Old Mill Auction Gallery in Lebanon, seemingly in good health. He was stricken that evening at his home and died soon after being admitted to the hospital.

An auctioneer and appraiser for 25 years, Mr. Heller held auctions throughout the state. In 1963 he bought the historic flour mill on Lebanon's Main Street converting it to an auction house. He completed a large addition in 1973 which doubled the size of the building.

Elwood held more than 100 auctions every year to benefit churches, rescue squads, mental health, and the like, according to one employee.

Elwood was born in Newark but lived in Bridgewater most of his life. He was also employed as a postal clerk at the Somerville post office, retiring 15 years ago. He was past president of the New Jersey Society of Auctioneers.

Surviving are his wife Madeline; three sons; his mother; a brother and four grandchildren.

used in preparing the ad. Here are some essentials of a good ad:

1. Make your ads easily recognizable (try to make your ads distinctive in appearance from the advertising of your competitors and then keep your ads appearance consistent);
2. Use a simple layout (the layout should carry the reader's eye through the message easily and in proper sequence: from headline to illustration to explanatory copy to your name and firm, etc. Avoid the use of too many different type faces, overly decorative borders and reverse plates);
3. Use a dominant element (use a large photograph or headline to insure quick visibility — this is sometimes difficult in classified ads, but a must in display advertising. Photographs of real people, items, etc., do better than do the illustrations. Photographs should be sharp, clear and easily reproduced. Eliminate the use of color photographs when submitting ads. Use good art work — it will pay off in extra readership);
4. Use a prominent benefit headline (make the reader ask the question, "What's in it for me?" Avoid generalized quality claims. Your headline will be easier to read if it is black-on-white and is not surprinted on part of the illustration);
5. Let your white space work for you (don't overcrowd your ad. White space focuses the reader's attention to your

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(614) 446-2917**

ad and will make your headline or illustration stand out. If crowding is necessary, departmentalize your items so that the reader can "find his way through them" easily);

6. Make your copy complete (know all there is to know about your merchandise and select the benefits most appealing to your customers);

7. Specify brand-name merchandise (if the item is a known brand, say so in your ad);

8. Urge your readers to schedule themselves to attend your sale now (support the auction method of selling by explaining the terms of the sale — absolute, etc. and that the sale will begin at a certain time and live with that time — be prompt!).

Additional check lists offer assistance also and they are the "nos" of good advertising. As examples, "Don't forget to identify the time, date, place of the sale and don't forget to identify yourself and your auction service address for future business references; Don't be too clever in your ad; Don't use unusual or difficult words; Don't generalize — be specific; and Don't make excessive claims — live with what you advertise.

Advertisement is important to your auction business but advertisements can be divided into two groups: Those, which are highly effective and sell your business well and those which are poorly prepared and do more harm for your business than good. Choose the first type and "Let's Have An Auction!" A Good Auction!

Harvey L. McCray, Executive Director
National Auctioneers Association

SAVE OVER 50% — ORDER DIRECT FROM FACTORY

16" HORSE HEAD
HITCHING POST
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15" BELL
Beautiful Clear Resonant Tone
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6½" BELL
Clear Resonant Tone (Any
Custom Design AVAILABLE
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ALL THE ABOVE ARE MADE OF SILVER WHITE
BRONZE ALUMINUM ALLOY (3 TIMES
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NAME _____

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As Displayed
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NAA Convention

15" BELL — AMOUNT _____

HORSE HEAD — AMOUNT _____

6½" BELL — AMOUNT _____

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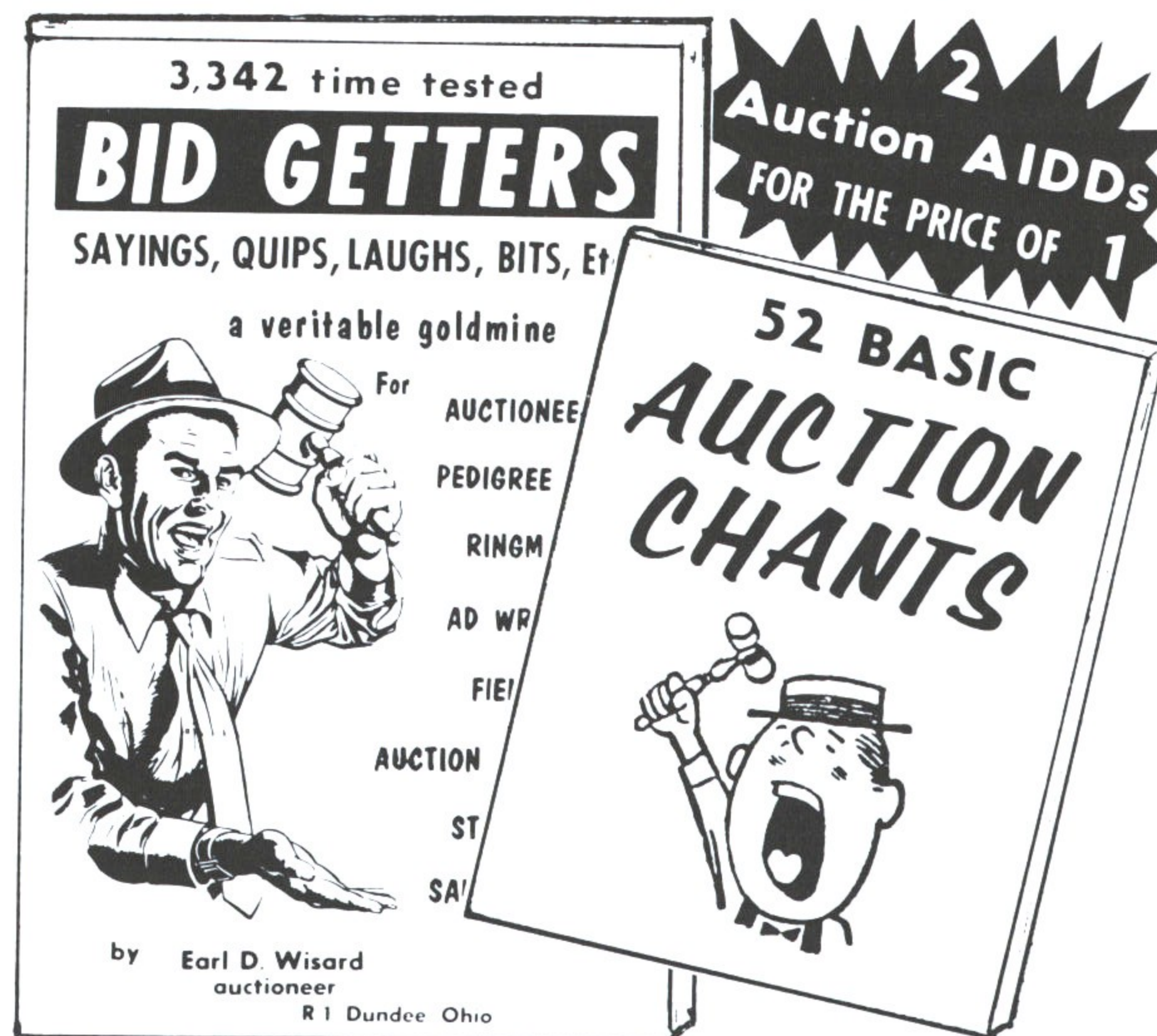
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MAX HUEBNER, MEMBER



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BID GETTERS (Third Edition)

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

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

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

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

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

"Truly a masterpiece which can be of unlimited value to auctioneers whether they be apprentices or professionals." — Knotts School of Auctioneering, Gallipolis, Ohio.

"May I personally congratulate you on the fine collection you have compiled." — Pres. Wisconsin Auction School, Wisconsin Dells, Wisconsin.

Included at no extra charge a 12-page booklet (copyright 1976) entitled "AUCTION CHANTS", 52 basic chants. Improve your present chant or develop a new one. The price of the booklet, if ordered separately, is \$5.00. BID GETTERS sells at \$10.00 postpaid, check, money order or C.O.D.: Order from Earl.

by Earl D. Wisard, Auctioneer
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Every 2nd & 4th Thursday of each month
11:00 a.m. C.S.T.

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September 28, 1978	October 26, 1978	November 23, 1978

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Tennessee Auctioneers Association Hold 20th Annual Convention

The Tennessee Auctioneers Association and the Tennessee Ladies Auxiliary convened in Gatlinburg June 11 and 12 for the 20th annual convention. Gatlinburg has long been a favored place with the Tennessee auctioneers and this year was no exception. A total of two hundred were in attendance with one hundred eighty five attending the grand banquet on Sunday evening.

The festivities began with registration at noon Sunday followed by a golf tournament and horseshoe pitching tournament. These events were followed by the reception hosted by TAA President and Mrs. Hack Ayers.

Jim Stiner was program chairman for the convention and along with his committee had arranged an enlightening, entertaining program.

A Fun Auction was held after the banquet and a total of \$2,113 was realized for both the TAA and the Ladies Auxiliary. The ladies portion amounted to \$864.50. The highest priced item sold was a quilt made by Mennonite ladies from patches furnished by the ladies of the Auxiliary. This quilt sold for \$725.00 and was bought by Clive Anderson, Jr., with the money going to the Ladies Auxiliary. The next highest item was an afghan made by Mildred Songer, and donated to the TAA which sold for \$225.

By vote of the 1977 convention a Hall of Fame for Tennessee auctioneers was started. Three auctioneers elected to this Hall of Fame include: Colonel Fred Ramsay of Madison (deceased); Colonel Clive Anderson, Sr. of Nashville; and Colonel E. B. Fulkerson of Jonesboro.

We were pleased to have NAA director John O'Connor of Owensboro, Kentucky with us attending the entire convention and being a worthy partner in winning the horseshoe pitching contest.

New officers for 1978-79 are Buford Evans of Lawrenceburg, President; Vice Presidents are Dean Howard of Decatur; Hoyt Walker of Nashville; and Don King of Bells. Terry Evans, of Lawrenceburg was elected to a three year term as Director and Hubert Songer of Murfreesboro was re-elected Secretary-Treasurer.

The Mid-year meeting of the Tennessee Auctioneers Association will be at the Hilton Airport Inn in Nashville, Monday, December 4, 1978. This will be preceded by a fellowship gathering on Sunday evening, December 3, 1978. Please make your plans now to attend and make your room reservations early.

**Hubert D. Songer, Secretary
Tennessee Auctioneers Association**

Fun-Filled Convention Held By Texans on Mexican Border

The members of the Texas Auctioneers Association and their families gathered in the beautiful Texas Valley to enjoy a "celebration" that served as the auctioneers state convention.

The event was held on June 16 and 17 at the beautiful Hilton Inn, in McAllen and featured some of the most interesting and entertaining speakers in the country; unlimited free samples of tree ripened citrus fruits (hand-picked especially for the occasion); a marvelous ladies' bus tour to the great public market in Reynosa, Mexico, with a side trip into the elegant residential section; and culminated with a sumptuous luncheon in the Jones & Jones patio room.

In addition to the serious business conducted, the auctioneers were guests at a poolside "Border Buttermilk" party hosted by the McAllen Chamber of Commerce. Later a "Texas Auctioneers Championship" was held, followed by a hilarious "Fun Auction" open to all auctioneers. The highlight of the convention was an elaborate Saturday night banquet in romantic



NEWLY ELECTED OFFICERS and directors of the Tennessee Auctioneers Association and the Tennessee Association's Ladies Auxiliary gathered for these photos during the Association's June, 1978 Convention. Identified, from left to right: TOP PHOTO — TAA OFFICERS AND DIRECTORS: Hubert D. Songer, Secretary-Treasurer; Dean Howard, Vice President; Terry Evans, Director; Buford Evans, President; Don King, Vice President; Haskell Ayers, Director; and Glenn Webb, member Tennessee Auctioneers Commission. BOTTOM PHOTO — TAA LADIES AUXILIARY OFFICERS AND DIRECTORS: Patsy Nevels, Secretary-Treasurer; Glenda Johnson, Director; Nancy Witt, Director; Jacquelin Songer, 1st Vice President; Tomi Ayers, President; Peggy Gregory, Historian; Mary Anderson, Director; and Sue Howard, 2nd Vice President.



Old Mexico attended by over 100 members and guests, and featuring enormous amounts of authentic Mexican dishes (served family style) and accented by a lively Mariachi band.

The guest speakers, many of whom came from all over the country, were led by NAA President Marty Higgenbotham who was accompanied by his lovely wife Brenda. First Vice President of the NAA, Harvey Lambright, spoke on "Auction Legislation in America". Harvey's wife, Pat, attended, and along with Harvey and the Higgenbothams became great favorites of the auctioneers. Both couples participated in all convention activities and so became acquainted with many Texas auctioneers and their families.

Dave Kessler, of New Paris, Ohio, spoke on "Antiques — The Old, The Older and The Oldest" on Friday and again on Saturday. His topic Saturday was "Real Estate at Public Auction". Dave had his audience rolling in the aisles with laughter, and tears streaming down cheeks with his exuberance and great sense of humor. Dave's wife Cynthia and daughter Ellen were with him and were able to stay for the entire convention, to the great joy of the members.



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Don Mason of Amarillo, Texas, demonstrated what a polished professional speaker can do with the topic "The ABC's of Success". Also especially well-received was special guest Bill Allen of El Dorado, Arkansas, who entertained the Saturday night banquet goers with great humor and style. He spoke on "Living Life Triumphantly".

TAA provided two outstanding speakers from its own ranks when auctioneer/attorney Tom Crouch discussed "Trusteeships and Court-Appointed Administrators". Director and former NAA President Grover Howell inspired everyone with his eloquent and moving address on "Motivation".

A special bid-calling seminar was conducted by former world champion auctioneer, Archie Moody of Darlington, South Carolina. Archie overcame the handicaps of a late plane, lost luggage, and Grover Howell's tongue-in-cheek introduction of "As close to nuthin' as we could get . . ." to become a special favorite of the auctioneers and families.

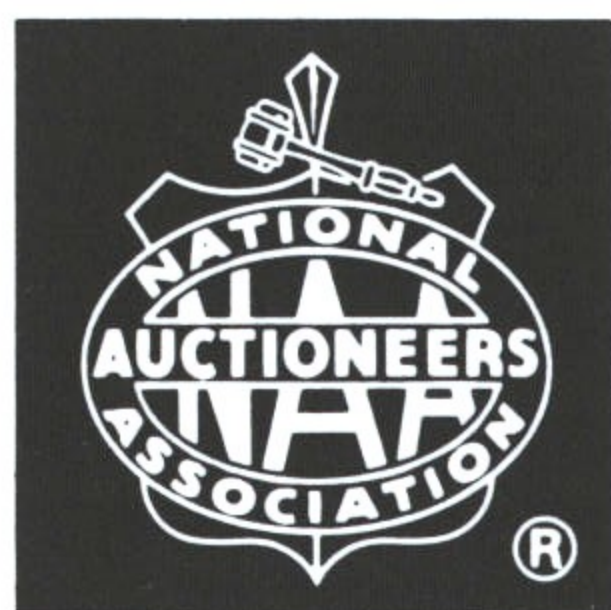
The Ladies' Auxiliary conducted a brief memorial service for deceased auctioneers prior to the business meeting on Saturday.

TAA's new slate of officers for the upcoming year include: President — Bob Goree of Amarillo; 1st Vice President — Jim Parks of Richardson; 2nd Vice President — Roland Reese, Waco; Secretary-Treasurer — Joe Small, Dallas.

Those elected as new directors are: Bill Wade, McKinney; Dale Cutberth, Amarillo; Gary Fingleman, Lockhart; and Stan Howard, Ft. Worth.

The winners of the Texas Auctioneers Championship were: First — Roland Reese, Waco — "Texas Champion Auctioneer"; Second — Dudley Althaus, Fredricksburg — "Reserve Champion Auctioneer"; and Third — Stiles Belcher, Albany — "First Runner-Up".

Joe Small, Secretary-Treasurer
Texas Auctioneers Association



Letters From The Membership

Helping Each Other Is What It's All About

"Helping each other is what it's all about!" is the comment on the copy of a letter to Thomas E. Cawood of Clarksburg, Maryland from fellow auctioneer Delmas P. Wood, Jr. The letter follows:

"Dear Tom, I would like to express my appreciation for

your help at our auction on June 3, 1978 in Highland, Maryland. It was a Godsend to have a competent auctioneer available when we found ourselves in almost a rained out situation. I feel quite certain that had you not been there it would have necessitated postponing the auction until the following Saturday.

"If at any time in the future you can use my help with your auction, please do not hesitate to contact me and I too will avail my services free of charge.

"Again, we thank you! Colonel Delmas P. Wood, Jr. Wood Brothers Auctioneers, Sandy Spring, Maryland 20860." (P.S. NAA records show that Delmas Wood, Jr. is not a member of the NAA. He benefited from "Association" with an NAA member, Tom Cawood.)

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Auctioneers Never Know For Sure

By Don Castner
Branchville, New Jersey

At the conclusion of an auction, many times the auctioneer wonders just why the outcome was such as it was. Sometimes he wonders why it was not as successful as he thought, and other times he can't figure out why it was such a terrifically successful sale.

Several years ago, millionaire Jay Gould was taking a trip across the continent, the locomotive broke down, forcing him to spend time in a small town in Texas. There he found a church that was being auctioned off. Because of some mix-up a contractor had entered an unexpected claim on the structure, and the people were not able to raise the money. Gould decided to make a bid and offered \$1500. When no one topped it, the building was his.

Three gray-haired men watched the proceedings with keen interest. Approaching the buyer, they asked what he planned to do with the property. "Why do you ask?" said the wealthy financier. One of the men replied, "We're trustees of the church, and we wondered what would happen to it. Inside at this very moment some of the members are on their knees asking the Lord to save our meeting house."

"Here, take this deed, I'm the answer to their prayers," said the generous man. Thus he graciously gave the building back to those faithful few who still believed God would answer their request.

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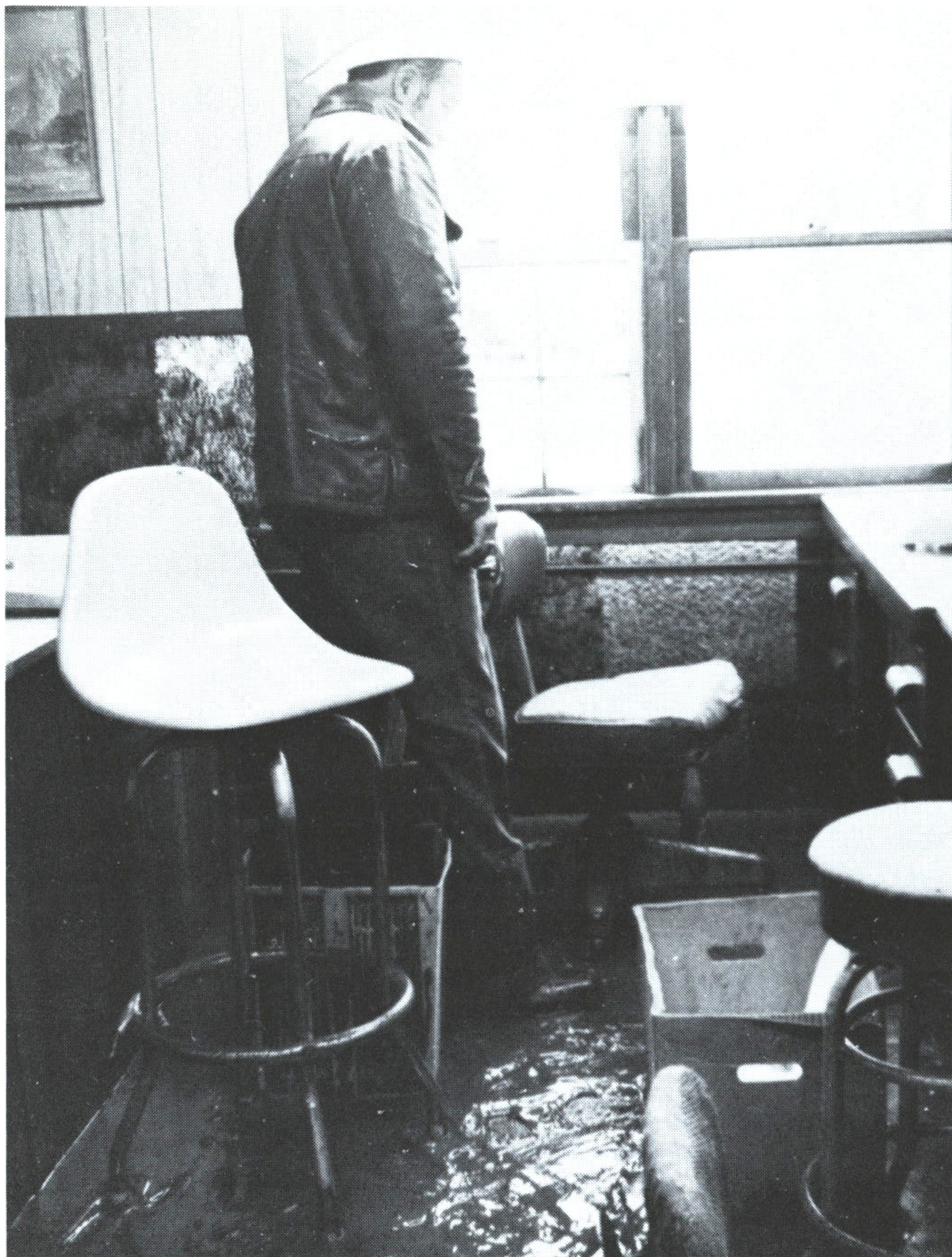
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Wisconsin Auctioneer Brandau's Auction Facility Submerged in Mud During Flash Flood in Late June

Water, and mud, climbed to nearly three feet high in the sale barn of Wisconsin Auctioneer Robert Brandau when a flash flood occurred in Wilton, Wisconsin. The results: two to five inches of mud was left in the facility after the waters subsided.

The biggest loss occurred when buyers' sheets were water soaked and all food was lost, except the canned goods. The Brandaus and staff washed dishes for hours and hours, reported Alice Brandau, wife of the auctioneer.

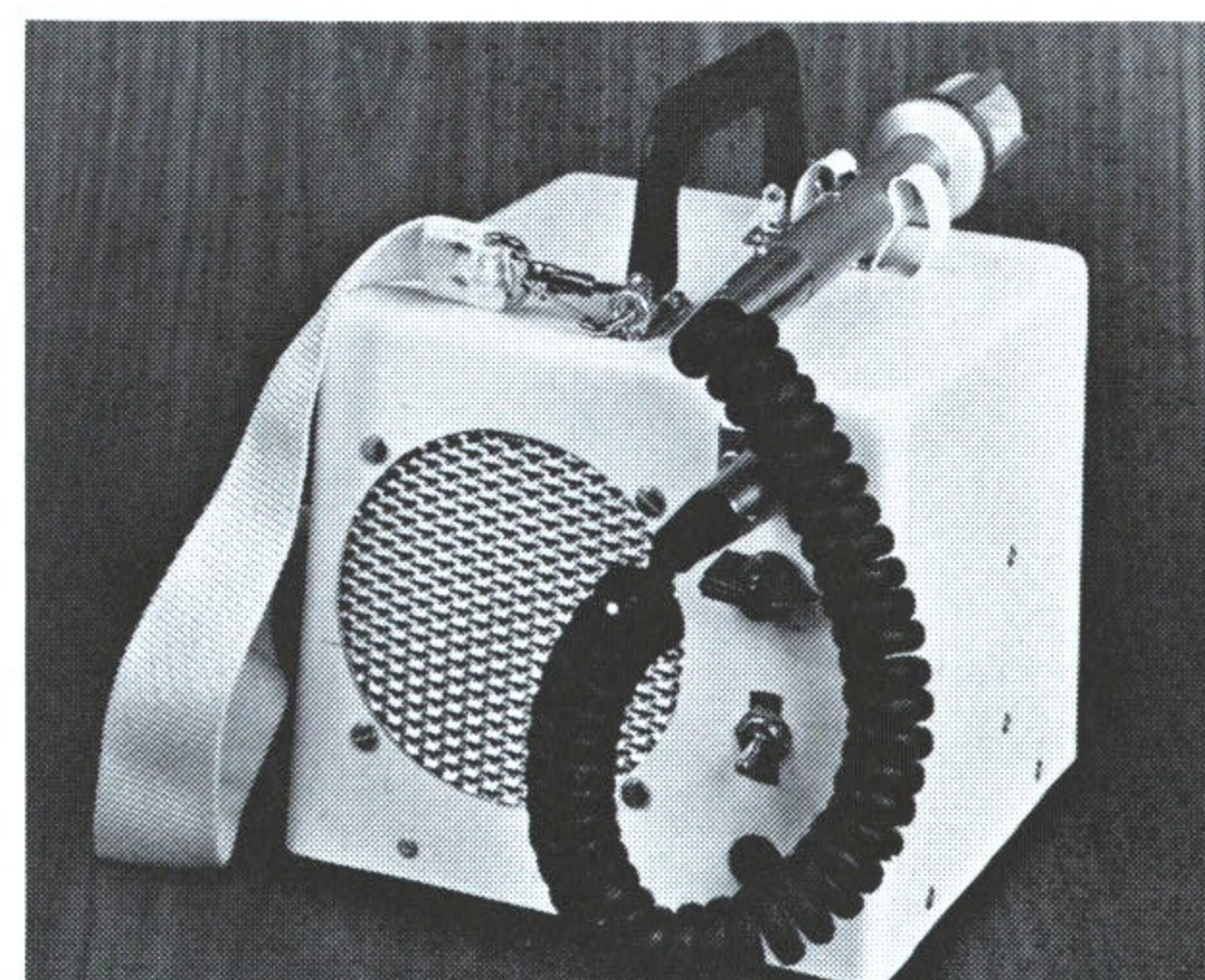
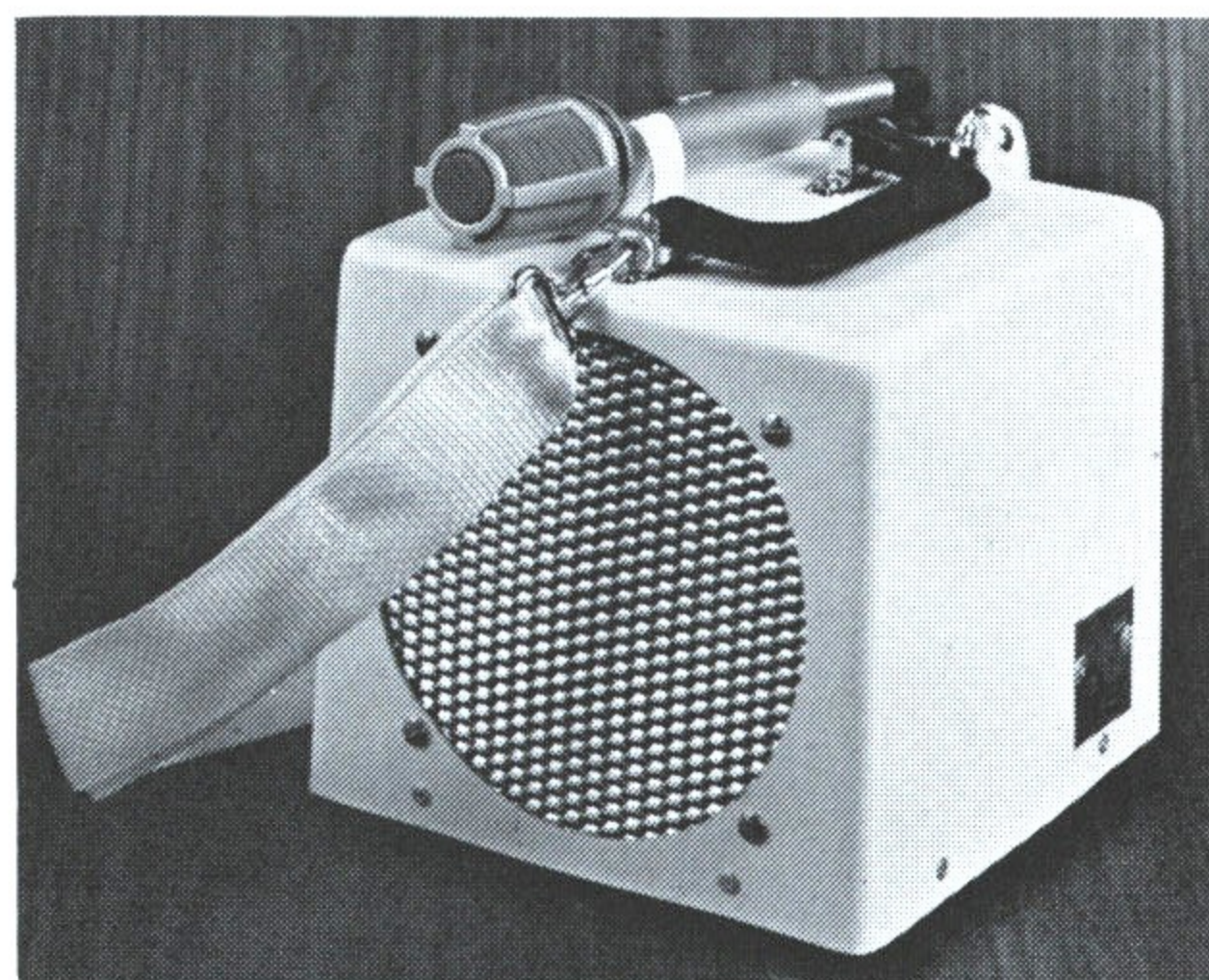
Two heifers and a pony were thought lost until they were found nearly a half-mile down the line safe and sound. Early cleanup was needed so the Brandaus could attend the NAA Convention in Boston and prior to their trip, hold an auction on July 5. The flood occurred in late June.

ROBERT BRANDAU surveys the damage to his auction facility when water and mud covered nearly everything during the late June flash flood. One to five inches of mud covered everything and many items were lost due to the flood, including food and buyers' sheets.

Iowa Auctioneer's Daughter Named Rainbow Girl of the Year in Iowa

LuAnn Bloomer, nineteen year old daughter of Mrs. Margaret Bloomer and the late Iowa auctioneer, Mike Bloomer, was named Iowa's Rainbow Girl of the Year on June 18 at the Iowa Grand Assembly of Rainbow Girls in Ames, Iowa. LuAnn and her mother's home is in Glenwood.

The award is based on service to her church, community and school. She was required to write a theme on a given subject and then was chosen and one of the five finalists out of 150 girls. Before the final selection was made she had per-



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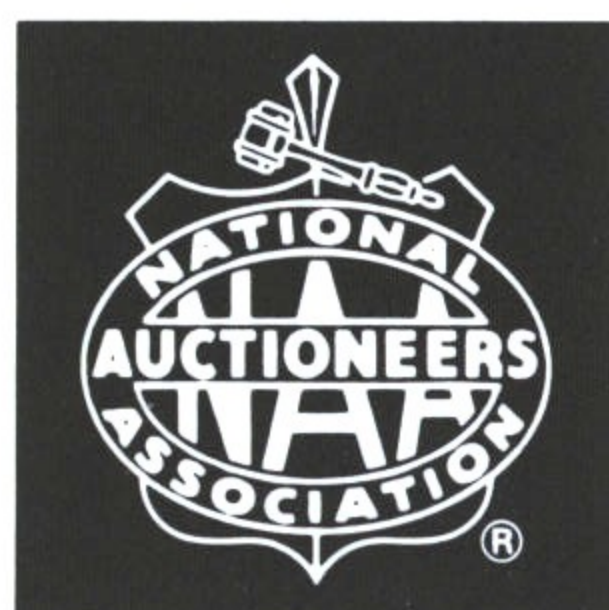
sonal interviews with the judges at a banquet.

LuAnn has been in the Rainbow organization for the past five years and held many offices in her local chapter including Worthy Advisor.

During the year LuAnn will travel to different assemblies throughout Iowa and will represent Rainbow at the Grand Lodge of Iowa Masons and Iowa Grand Chapter of Eastern Star.

LuAnn has completed her freshman year at the University of Northern Iowa at Cedar Falls, where she is studying therapeutic recreation. During the summer she is working with the handicapped in recreation at the Glenwood State Hospital School.

LuAnn is no stranger to the auction world, having clerked sales for several years for her late father, F. E. "Mike" Bloomer and currently helps her brother, Ernest, when she can in his auction business. Often Iowa auctioneers have seen her helping with registration at Iowa Conventions, helping her mother, Mrs. Mike (Margaret) Bloomer, who is secretary to the Iowa Auctioneers Association.



Auctioneers In The News

NAA Auctioneers, their families and/or employees have received their share of newspaper, radio and television coverage recently and one of the reasons may be the growing popularity of the auction

method of selling. Hardly a day goes by that an article, newscast, promotion, etc. is published, which mentions the word "auction" or refers to activities of auctioneers.

The following news items were submitted to the NAA Office by NAA members who were featured in news articles. Space in the magazine does not permit total reprint, nor was permission from the newspapers given on all to reprint articles. Reference only is made to the articles so that the NAA membership can be aware of the growing interest in the auction profession — and gain from these experiences by having similar feature stories made of activities, which offer good public relations and business references for the auction method of selling.

Mullis Produce Auctions Featured In Dothan, Alabama THE EAGLE Paper

"At Produce Market, Nobody Objecting To Mullis' Noise" was the headline of the article in the Features section of the Dothan, Alabama, THE EAGLE newspaper. The article was in reference to the produce auctions, which are conducted by the Mullis Brothers Auction Co. of Lancaster, South Carolina.

Fred Mullis, chief auctioneer at the Wiregrass Farmer's Produce Market of Dothan, Alabama, and his brother, Sherrill, were pictured in the article by the company automobile, which carries the license plate "SOLD" on it and a Mullis Brothers promotional.

The article told that in 1976 Fred auctioned \$1 million in produce at the Dothan auction. The brothers were currently selling, at auction, a wide variety of produce grown by area farmers ranging from tomatoes to egg plant. Tomatoes, the



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FRED AND SHERRILL MULLIS were featured in the Dothan, Alabama newspaper, **THE EAGLE** for their successful produce auctions.

article contended, accounted for 75 to 80 percent of the auction. Mullis Brothers have sold at auction tomatoes, peppers, cucumbers, peas, pole beans, potatoes, cantaloupes, watermelons, egg plant, squash and peanuts at the Wiregrass Market. In 1978 the prices were good, but the volume of produce being sold was lower than usual. The Mullis Brothers said that the Dothan Market is the second largest tomato market in the United States. The largest produce market in the world, the paper referred to Fred Mullis, is owned by the State of Florida. Fred Mullis conducted his first auction 18 years ago in Lancaster and ever since that time has been selling at auction throughout the southeast. He has conducted over 3,000 auctions in 12 states.

Detroit News Features Article On Michigan's David A. Norton

"His 'nonstop mouth' sells souvenirs of finished lives" was the headline in the "Accent C" section of THE DETROIT NEWS newspaper on Monday, July 17, 1978. The "finished lives" referred to the relics sold at auction by David A. Norton of Coldwater, Michigan, who deals in the "pickings and leavings of finished lives and enterprises — bankruptcies, liquidations, households wrecked by divorce, estate sales for families of deceased."

The article referred to an auction, which was being conducted by NAA member Norton at a ranch-style house in Coldwater. But the article primarily referred to the growing popularity of the auction method of selling merchandise, which is "part of the business to Norton, who is among the nation's 25,000 or so full — or part time auctioneers. At age 29, he is one of only a handful of persons in Michigan who make their livings entirely from auctions."

The article, written by Cynthia Lee, a News staff writer, offered information about the auction profession — the number of auctioneers, the percentage of commission charged by Norton, an auctioneer's annual "take (commission) and the fact that since many auctioneers have second jobs, an average wage is difficult to pin down".

Dave Norton travels in his auction profession — nearly 60,000 miles of auction territory, mainly in the Midwest — which include the Chicago and Detroit areas, southern and central Michigan, Ohio and northern Indiana.

The article also described the activities of an auctioneer — in this situation, the activities of David A. Norton — before the actual auction sale. It explained that nearly 90 percent of the auctioneer's work is over before he opens his mouth (cleaning industrial machinery, setting up a household sale,

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consultations with attorneys, tax advisors and probate court officials, arranging sale ads, etc.).

Cynthia Lee also did an excellent job of describing the business-like appearance of NAA member Norton and the manner in which he appeared to the buying crowd.

Of particular interest to the editor of THE AUCTIONEER magazine was the comment in the news article about what David Norton thinks of gimmickry: "I've known auctioneers who always wear big white cowboy hats — or roses in their lapels — or \$15,000 worth of jewelry — or a bright red pair of cowboy boots. That's board walk flim-flam. We're selling a service, not gimmicks."

Dave Norton also referred to the crooked auctioneer, which he insists is a product of folktales. However, the article referred to used goods and antiques dealers who swear they exist. The article also offered information on the requirements of an auctioneer in the State of Michigan (anyone can be an auctioneer as long as he purchases a permit at a rate set by local ordinance). He also referred requirements of other states (require bonding, along with a minimum level of experience, an apprenticeship under a licensed professional, an auction school certificate or passage of a written examination).

The DETROIT NEWS article, and especially staff news writer Cynthia Lee, did a good job of describing the profession of David A. Norton, while at the same time offering the public information on the auction method of selling. The feature is one of many, which is promoting the auction method of selling and a credit to the auctioneers in general.

Auctions: A Show With Bargains

The WINSTON-SALEM (North Carolina) JOURNAL newspaper featured an article in "The Home Place" section of the Sunday, June 11, 1978 paper entitled, "Auctions: A Show With Bargains". NAA Member Keith J. Pierce of Winston-Salem was the subject of the news feature, which offered the following

description: "Auction sales are like dope or cigarettes — you can get hooked on them and you can't stay away". The quote was attributed to Keith Pierce.

The article described the reason people go to auctions; the type of people who attend auctions; the fascination people get in listening to auctioneers sell, or "chant"; the uses of auction sales, which included another quote by Keith Pierce: "One of the most important uses for an auction is an estate sale. You might have a close family where everybody means well.

"Let's say you're the executor of the estate and you're put in a position where all the responsibility falls on you. Maybe one sister wants a china cabinet and a son wants a car, but then so does the other son and a niece wants that china cabinet.

"Tremendous animosity arises sometimes and the executor is put on the spot and no matter what he does, it's wrong. If the executor called a professional auctioneer and had an auction sale where everything was sold, then every family member had the same opportunity for the item and you don't have anymore conflict."

Another NAA member, Bobby F. Creek, also of Winston-Salem, was quoted in the article with the following comment: "An auction sale is the best way to get rid of everything. There are a lot of yard sales now, but you only sell the items that people want to buy and you are left with some."

NAA member Pierce added his comments, saying, "At a yard sale you have the buyer and seller dickering with one another. At an auction sale, you have two buyers bidding and the seller just sits back and relaxes."

The article offered information about the auction profession in general and offered good promotional information for the buyer, seller as well as the citizen who has yet to attend an auction. The article described what an auctioneer has to do to be successful; that an auctioneer, in Pierce's words, "has to be an entertainer, a super salesman, an advertising executive, a promoter and a psychologist. You have to be able to look into the

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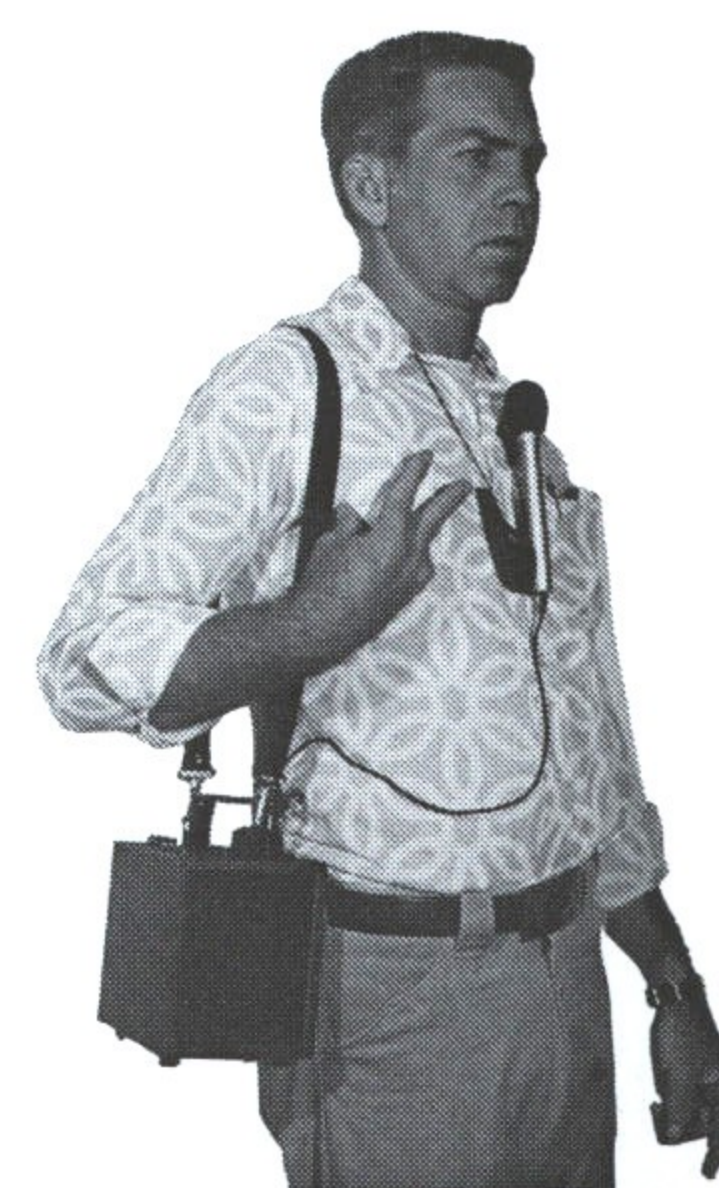
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crowd and read minds. You can sense it in a person's expression that he is going to bid. You've got to be able to tell thousands of signals for bidding and you have to be alert and thinking all the time."

The helpful hints, which were in the article, for the benefit of the auction goer — buyer and/or potential buyer — were good and provided some useful ideas for everyone. As an example, the article suggested, through comments from the auctioneers, that the buyer go early and look over the merchandise carefully to know what is being bid on; decide in advance what your bidding limits will be; and allow someone to help you determine the value of the articles — get some expert advice on the value of the items.

Auction sales are evidently of interest to the public in the Winston-Salem, North Carolina, area and thanks to NAA members Keith J. Pierce and Bobby F. Creek, the public now will have some additional insight on what is expected of them at an auction. The WINSTON-SALEM JOURNAL also is to be recognized for the efforts of offering the public additional information on the subject of auctions and the work of the auctioneers.

Charm, Encouragement Are Art Auctioneer's Tools

"John Suarez has a young face under a crop of gray, neatly waving hair. Nattily dressed in a tuxedo, a red silk handkerchief peeking out from his breast pocket, he radiates confidence and enthusiasm. Is he a magician? A master of ceremonies? An elegant maitre d'? He is all of these: He is an auctioneer."

This opening statement appeared under the headlines, "Charm, Encouragement Are Art Auctioneer's Tools" and in the PART IV section of the TAMPA TRIBUNE (Tampa, Florida) and was in reference to the manner in which NAA member John Suarez of Marietta, Georgia conducts his art auctions as a representative of Park West Galleries, an enterprise with offices in Detroit, New York and Atlanta (he is in the Atlanta office).

The news article was in reference to an art auction, which was held by the University of Southern Florida's Interfraternity Council, where 150 pieces were auctioned. Art pieces included work by living artists — Picasso, Dali, Chagall, Miro, Braque and Calder were among the artists.

The article also helped reassure would-be auction goers that the art auctions are legal and for real: John Suarez provides his buyers a certificate of authenticity from Park West Galleries; an addition that must reassure the many first-time buyers.

The article (newspaper) also described how the bidding process worked as well as the auctioneer's manner in offering the different processes used by artists to produce original prints (as opposed to mechanical reproductions).

Concluding the newspaper article was the following tribute to the mannerisms and ethics of auctioneer Suarez: "For persons just starting to purchase art, attending an auction like this is less intimidating than visiting a private art gallery. Mr. Suarez doesn't make you feel guilty when you don't buy."

Appreciation is now being expressed by the editor of THE AUCTIONEER magazine for providing the well-written, interesting and informative article about NAA Member Suarez and the manner in which art auctions are promoted.

BANK ACCOUNT

Prospective father-in-law to daughter's suitor: "Do you have any money in the bank?"

Young man: "Certainly."

"How much?"

"I don't know. I haven't shaken it lately."

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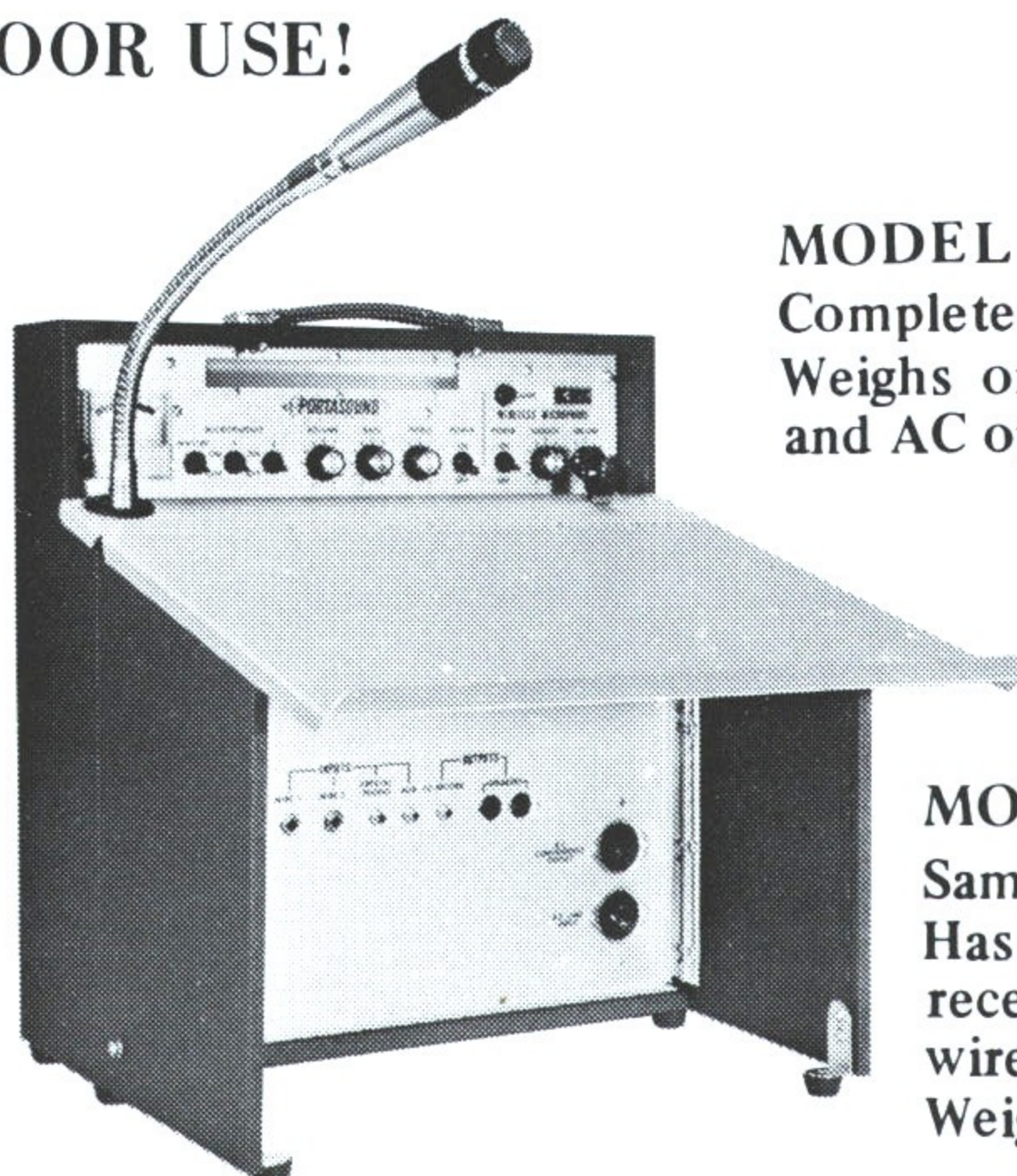
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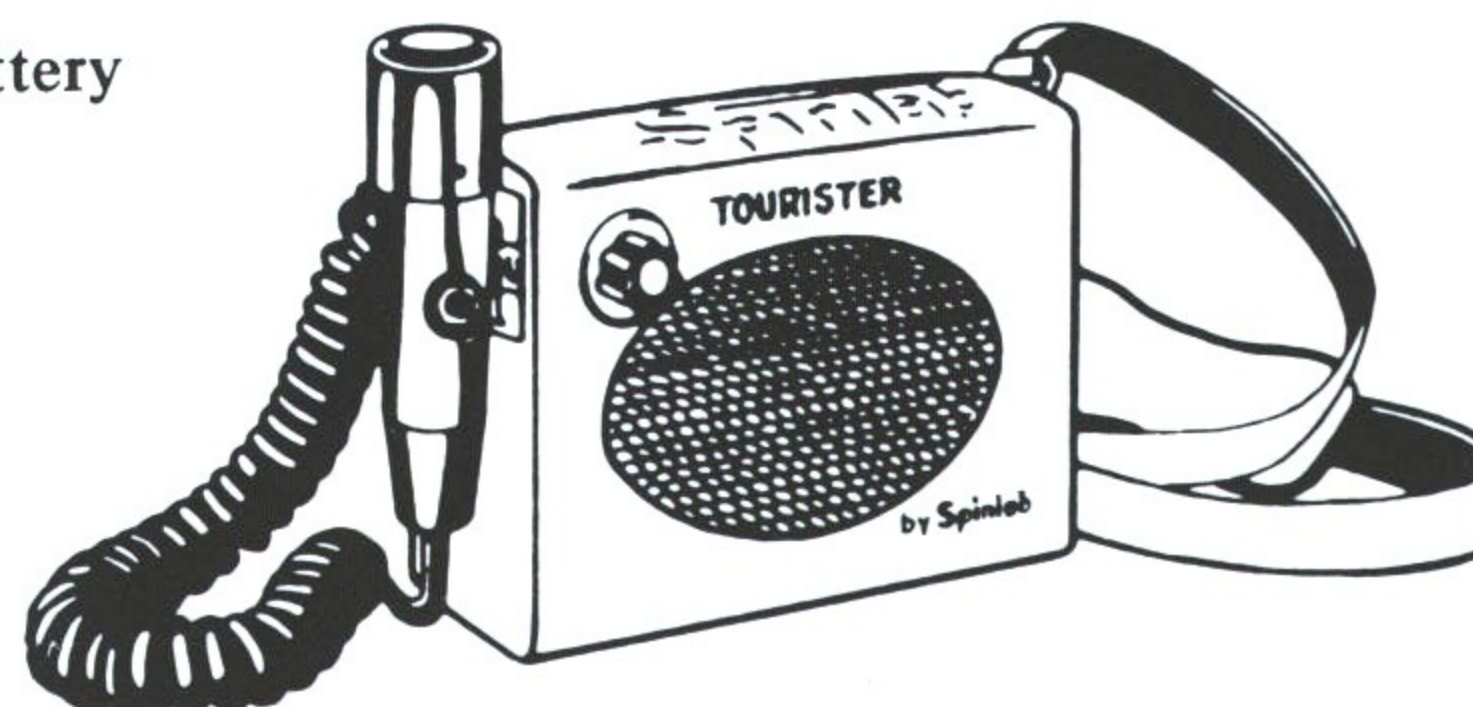
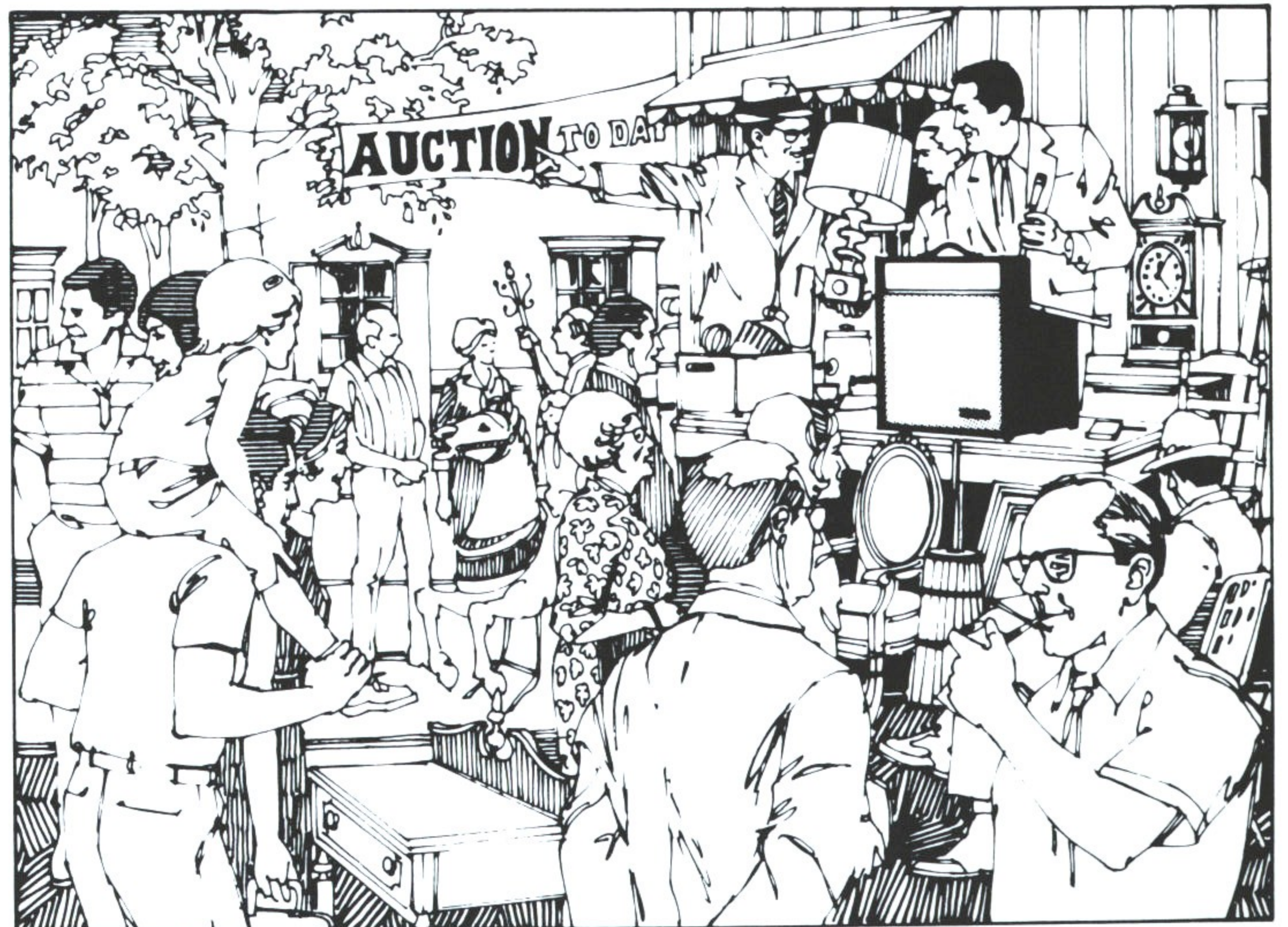
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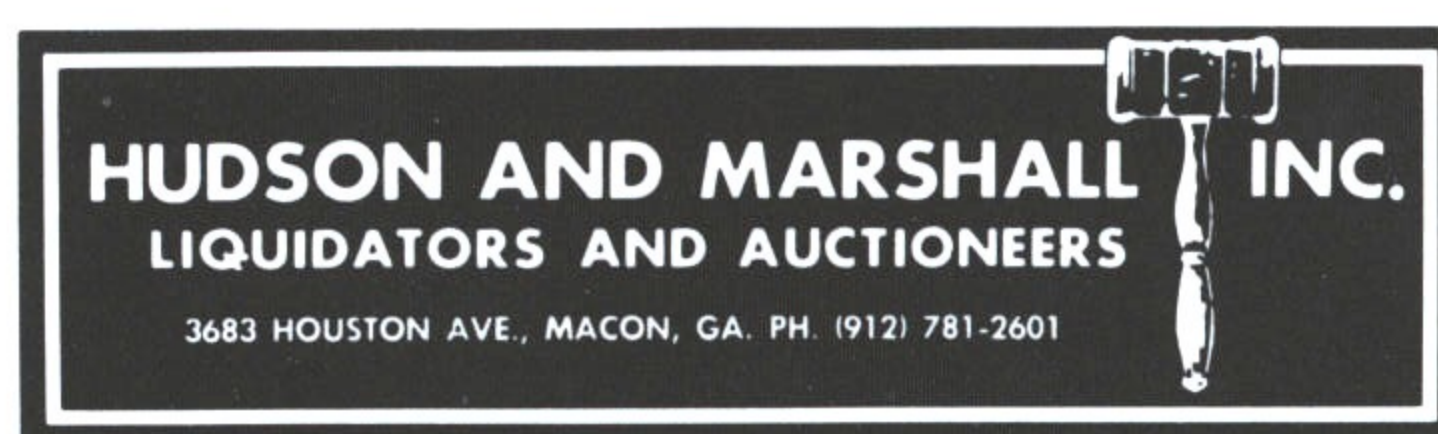
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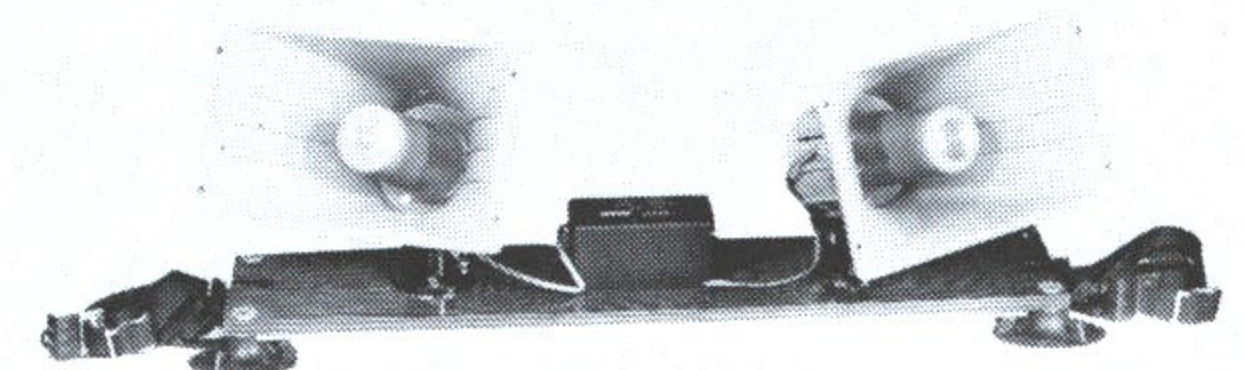
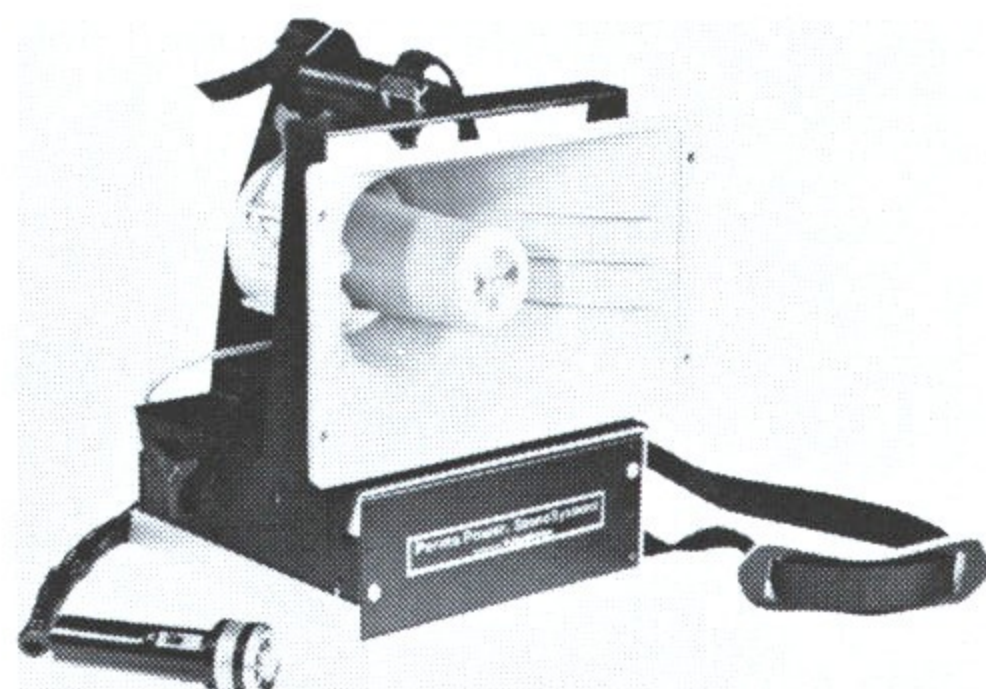
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South Dakota Auctioneers Show Enthusiasm When Convention Speakers Outline Objectional Auction Legislation

President Sam Eslinger welcomed 34 members of the South Dakota Auctioneers Association, their families and guests to his hometown of Rapid City for their 16th Annual Convention June 9, 10 and 11. Convention activities were kicked off with the Early Bird Party Friday evening at the Embers Club.

Business began with registration on June 10 at 8:00 a.m. at Gills Sun Inn. There was a full slate of important issues on this year's agenda.

The Association had a promotional booth at the State Fair last year and agreed to upgrade and improve their displays this year. Committee members felt this was a most worthwhile project. Members voted to endorse Charles "Charlie" Fisher of Long Lake, South Dakota as their candidate for director of the National Auctioneers Association; the election to be held in Boston in July.

South Dakota State regulations pertaining to the sale of licensed vehicles were discussed. According to these regulations, motor vehicles cannot be sold on consignment and must be sold on the owner's property. These rules are interpreted differently by various agencies and have never been tested in court. A committee headed by Bill Gould of Aberdeen will request an Attorney General's opinion and meet with State officials on this law.

Jack Burchill, Executive Secretary of the South Dakota Real Estate Commission spoke to the group during the morning session. He outlined new regulations pending before the Commission and remarked on the increasing numbers of licensed real estate auctioneers, brokers and salesmen in the State.

Harvey L. McCray, Executive Director of the National Auctioneers Association, shared his thoughts on the benefits of active participation in State and National Associations. He stressed the political and professional influence State and National Association members enjoy as well as the educational opportunities afforded members who attend NAA Seminars.

New Officers elected for the South Dakota Auctioneers Association for 1978-79 are as follows: President — Dick Payne, Yankton; Vice President, Don Sweeter, Worthing; Secretary-Treasurer, Jim Payne, Yankton, and Executive Secretary-Treasurer, Renee Bessman, Madison.

The afternoon business session was particularly important as the group reviewed the proposed regulations affecting real estate auctioneers. Bill Srstka, Attorney for the Real Estate Commission, served as program speaker. The proposed rules met with heated opposition from all members.

Of particular concern was Rule 20:56:12:26 "Auctioneer must publicly show the bid." At any auction, the auctioneer shall show each time where the opposing bid is located and the amount of dollars of the last bid."

It was agreed that the association would officially oppose the adoption of the rules as presented. An attorney will be hired to draft a new set of rules and to represent the South Dakota Auctioneers Association at the hearing scheduled for July 13 before the South Dakota Real Estate Commission. A four man committee was appointed to spearhead the opposition: Fred McFarland, Rapid City; Vernell Johnson, Sioux Falls; Dick Payne, Yankton; and Lenny Burlage, Elkton. They will solicit letters of objection from all members and represent the Association at the hearing.

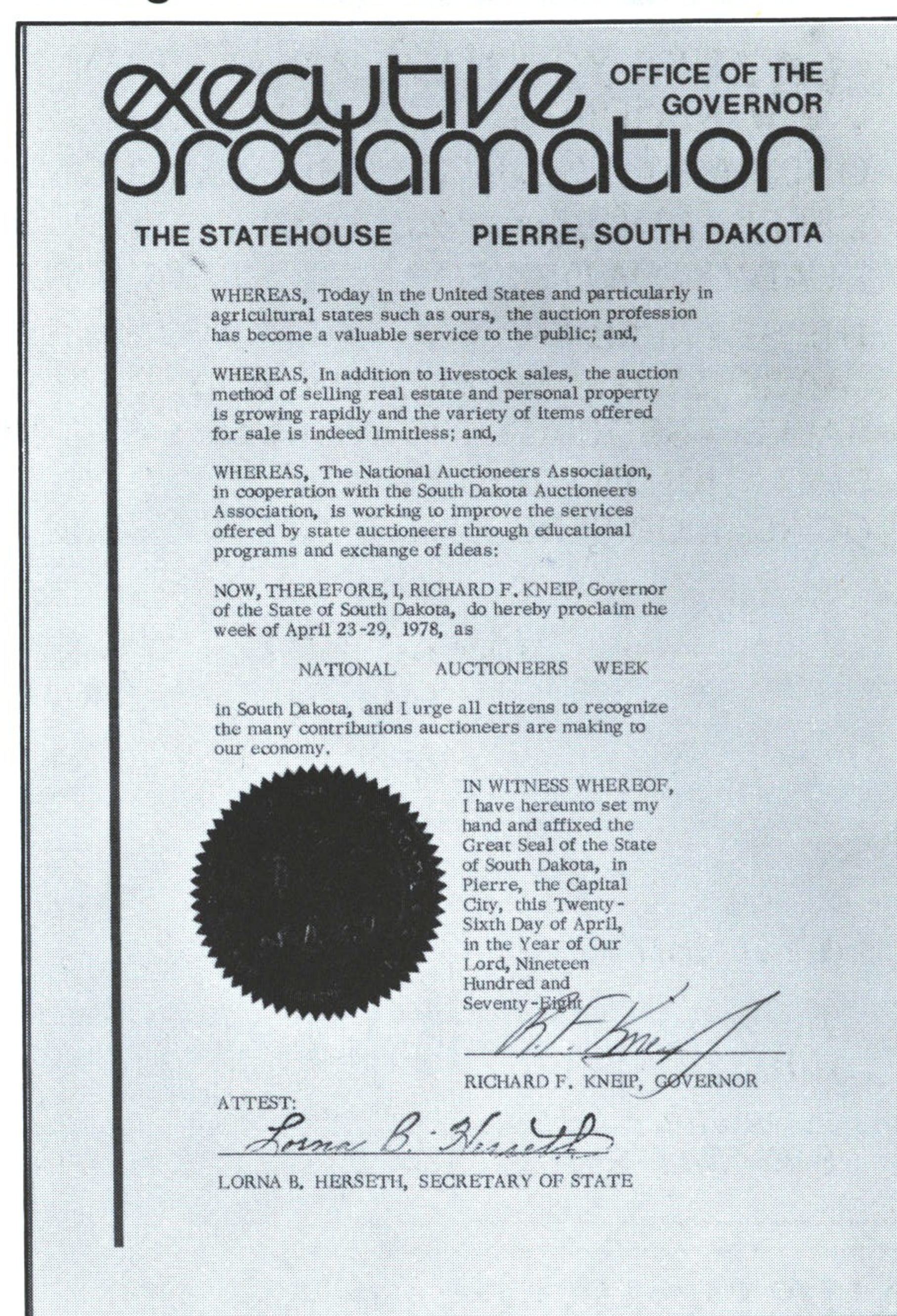
The business meeting closed with the selection of Yankton as the site of the 1979 convention.

Colonels, their wives and guests enjoyed the annual banquet and dance. The highlight of the evening was the after dinner speaker, the very humorous D. Charles Thielan, Dean of College Relations at the School of Mines & Technology.

The annual Fun Auction totaled \$634.00 with auctioneers and bidders showing a lot of spirit in the support of their Association.

Activities of the 1978 Convention of the South Dakota Auctioneers Association were concluded with Sunday Brunch.

South Dakota Recognizes Auctioneers With Proclamation by Governor Kneip During '78 National Auctioneers Week



SOUTH DAKOTA AUCTIONEERS were recognized during **National Auctioneers Week** when the Hon. Richard F. Kneip, Governor, proclaimed the week of April 23-29, 1978, as **National Auctioneers Week**. Governor Kneip joined the many state governors who recognized NA Week in 1978 and the list is growing annually, thanks to the efforts of the State Associations.

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Western College of Auctioneering's June Class Celebrates 30 Years as an Auction School



THE JUNE TERM at the Western College of Auctioneering, Billings, Montana, made history for the College, it being the 30th year milestone. Students attended the June class attended from 19 states, three Canadian provinces, Ireland and Australia. Sons and daughters as well as wives and fathers of former students were enrolled. The instructors who were present when the photograph was taken are shown on the front row, left to right (sixteen instructors were not present at the time): Jack Ellis, Roundup, MT; T. P. Kongslied, Herried, SD; R. J. Bob Thomas, Billings, MT; President; Lorraine Diver, secretary; Edith Hagen, secretary; W. J. Bill Hagen, founder and executive secretary; and Jack Bowser, Molt, MT.

Missouri Auction School's Class of June, 1978



THE JUNE, 1978 CLASS of auctioneers at the Missouri Auction School, Kansas City, Missouri, are pictured above. Photographed with the students are some of the instructors/administrators of the school who include (first row, seated, left to right, beginning with the fourth from the left): Gary Ryther, Judy Klepac (secretary), Boyd Michael (registrar), Dean Cates, Dick Dewees (president), Dale Vaughn, Toni Theison and Bob Carney. Instructors not pictured, who were absent when photograph was made: C. E. Cumberlin, Wayne Allen, Paul Dewees, Dave Kessler, Paul Pippert, Verlin Green, John Wood, Bill Morgan and Bob Purinton.

Mendenhall School of Auctioneering's June, 1978 Graduates



THIRTEEN STATES were represented in the 39 students who graduated from the Mendenhall School of Auctioneering's June, 1978 class. Photographed with the 39 students are seven of the instructors/administrators of the school and are seated in the front row (left to right): Billy Ragsdale, Jake Horney, Forrest Mendenhall, Edna Reagan (secretary), Louis Fisher (attorney), Betty Jo Mendenhall (secretary) and Virgil Sanders. Eleven other instructors were not present when the photograph was made.

Laugh A Little . . .

SMILE!

It costs nothing, but gives much. It enriches those who receive, without making poor those who give. It takes but a moment, but the memory of it sometimes lasts forever. None is so rich or mighty that he can get along without it, and none is so poor but that he can be richer by it. A smile creates happiness in the home, fosters good will in business, and is the countersign of friendship. It brings rest to the weary, cheer to the discouraged, sunshine to the sad; and it is nature's best antidote for trouble.

CARE-TAKER

A kind-hearted middle-aged woman offered to care for the eight-year-old daughter of her next door neighbor when the mother of the child was called away unexpectedly. She arrived in time to prepare breakfast, and placed an attractive plate of bacon and eggs in front of the young girl.

"Mother always has hot biscuits for breakfast," said the eight-year-old.

So the woman, anxious to please, hurriedly prepared some biscuits and placed the hot delicacies in front of the girl.

"No, thank you," she said.

"But I thought you said your mother always has hot biscuits for breakfast?" asked the surprised woman.

"Sure she does," said the child. "But I don't eat 'em."

SAFE CRACKERS

One business partner to the other on a fishing trip: "We forgot to lock the safe."

"What's the difference?" asked his partner. "We're both here."

GOTCHA

An amateur golfer challenged his club pro to a match. "But," said the amateur, "you've got to give me a handicap of two 'gotchas'." The pro had no idea what a "gotcha" was, but he was confident and agreed to the terms.

Just as the pro was about to tee off, the amateur crept up, grabbed him around the waist and shouted, "Gotcha!"

They finished the game without incident, but the pro played terribly and was beaten.

When asked why he had lost, he mumbled:

"Have you ever played 18 holes of golf waiting for a second gotcha?"

ONLY CHILD

Child: "My teacher asked me if I had any brothers or sisters."

Mother: "How nice of her to take an interest in you!"

Child: "Yes, and when I told her I was an only child, she said, 'Thank goodness!'"

HERE TO HELP

A mother was telling her six-year-old son about the Golden Rule. "Always remember," she said, "that we are here to help others."

The youngster mulled this over for a minute and then asked, "Well, what are the others here for?"

YOURS TRULY

Two hard working secretaries were riding home from work on a bus the other day when one said, "Isn't it terrible the way we have to work these days?"

"Terrible isn't the word," said the other. "Why, I typed so many letters the other day that last night I finished my prayers with 'yours truly'."

CHAIRS

By George Michael
Merrimack, New Hampshire

THUMBACK CHAIRS



The thumbback was one of the most common chairs to be found in the American home beginning with the second quarter of the 19th century. It is called this because of the protruding chair posts which terminate in what appears to be a thumb bent backward. Some call them rabbit ear chairs. Whatever the name, it is felt they made their appearance about 1830 in New England. The famed Hitchcock Chair Factory at Riverton, Connecticut is known to have made many.

If you wish to collect a matched set, it is advisable to carry a photograph and measurements with you, as there are literally dozens of styles. Some have full back spindles, some do not. Some have one back splat, others have two or more. Some seats are rounded, others may be straight with a half round roll under the front edge. Some have plain turned legs, and others such as that we picture have them turned in bamboo fashion.

Back in those days it is most likely that all chairs of this type came painted. Some with wide back boards such as in the picture were decorated in the factory and some were done at home. They might be stenciled or painted, or a combination of both. If you get an old thumbback and clean it down to the original wood you might be surprised, as often the cabinetmakers would use different kinds of wood in the spindles, rungs and legs — since they would be painted, who would know the difference? Some believe this adds to their charm and are lucky if the woods do not match. Dollarwise, it does not make much difference.

This is the favorite chair for the home decorator. Most thumbbacks have wide back rails which lend themselves to this work. Buying some may prompt you to take up this most interesting hobby of decorating.

EMPIRE SIDE CHAIRS



The French Directoire or Empire style first reached these shores early in the last century. By 1810, cabinetmakers were turning out furniture in what we call the "Empire" style and continued to do so until about 1850. It is a rather enigmatic period, as much good styling can be found in the period and much that is not so good.

We picture an interesting Empire styled side chair that would have been found in the homes of middle America. Made of mahogany, it has the sabre shaped leg which marks its period, as well as the fiddle or vase shaped splat in the back. The back crest rail is machine carved. It has a slip seat which has been covered with a pretty needlepoint in floral design. This would be considered a graceful chair of the period and most likely came as part of a set for a dining room. It sold at a recent auction for \$35. Several missing pieces of veneer perhaps helped keep the value down which proves that condition is important.

Chairs of this type have their value in sets. Individual pieces are priced at the whim of the public. Years ago, some families would split up a set upon the death of a parent, and they might never be brought together again. However, at the time, they were perhaps not regarded as antiques, so little was thought of it.

In judging Empire styled chairs, one should look for good proportions and classy look. Mahogany is the favored wood. Carving must enhance and not overpower the piece. Condition must be good. Seat coverings may be anything from horsehair, which came on many, to needlepoint or some other hand made covering. The gracefulness of the sabre leg is important. The one we picture is very good.

LADDERBACK CHAIRS

The ladderback chair is one of the most common country chairs one will see. Inexpensive to make, they filled the need and could be turned out by almost anyone handy with tools. The communal sect of the Shakers is best known for ladder-

backs and many which can be traced definitely to them are commanding top prices. One must learn Shaker design and finials before he can definitely attribute them.

It is important to count the slats on the back of a ladderback. Most country ones have three which was quite common in New England. The Shakers seemed to like the magic number of four, and most from the colonies will have this number. However, we picture one with five slats which is a



quick indication it did not come from New England. Also, the slats are graduated in size, which is unique as most chairs do not enjoy this feature. The five slat chairs seem to have originated in the Philadelphia-Lancaster County area of Pennsylvania and are more abundant there. Also, they have the most value there.

This is why dealers buy items in one area where they are least understood and desired and sell them in places where values are much higher. So, if you are a New Englander and see a five graduated slat ladderback chair, and can buy it relatively inexpensively, you can realize a profit on it in Pennsylvania.

Most ladderbacks have the splint or rush seats and should be restored with the same materials. The Shaker chairs were seated with a tape which was woven at the colonies. However, many have been replaced with rush or splint. The Shaker ladderbacks often had a device built in the back legs so they could be tilted backward. These are rare and quite desirable.

QUESTIONS

From Merrimack, New Hampshire — We have a fancy chair that was described as being rococo decorated — I hope I have spelled it right. Just what do they mean by this term?

Answer — The term rococo, literally means in French, "a pile of rocks", and somehow found favor as a way to describe the fancy carving so popular during the time of the Kings Louis of France late in the 17th century through the 18th. If one uses his imagination, he can see how it might well apply.

From Hollis, New Hampshire — We have a small silver scoop with a mother of pearl handle, with some marks at the center of the spoon. One appears to be a lion and the other the head of a man — a couple of other marks are too worn to make out. Can you tell me anything about it? It is about 4½" long.

Answer — Most likely you have a tea caddy spoon — these made their appearance in England in the 18th century. Yours could have been made then. In the 1790s, a law was passed

making it mandatory that the head of the reigning monarch be impressed on silver to signify that the tax had been paid. George III was king at that time — the head is either his or that of George IV who gave way to Queen Victoria in 1839 — so your spoon was made most likely between 1794 and 1839. The lion passant signified that it was of quality, most likely sterling.

From Orange, Massachusetts — Is there any market for old numberplates. We have many nailed up in the barn. They are all Massachusetts going back to 1913.

Answer — Old numberplates are quite collectible, especially those which are porcelainized. Most of these were made before 1920s. It is interesting to note that porcelainized plates are making another appearance in many states because of their reflecting quality.

From New Salem, Massachusetts — Does anyone buy old phonographs which play 78 RPM records? We have two old RCA His Master's Voice and one marked Columbia. They have some brass and some nickel plate on the parts. They are table top models.

Answer — There is a market for such items, though limited. We have seen such phonos sell in the three figures at recent auctions, but they must be pristine in condition and workable. Why not frequent local flea markets and shows until you locate a dealer in phonos? These are the people who will most likely want what you have. Locating the ultimate retail customer or collector would be difficult for you on your own.

From Conway, Massachusetts — Are there still match cover collectors. My uncle died leaving a large boxfull of about a thousand. Many are very old. How does one sell these and to whom?

Answer — People collect everything, but in the case of match covers, they are still not a hot item. One advertiser in an antiques publication, will send 50 from Detroit for one dollar, postpaid. You might write Box 425, Trolley Station, Detroit, Michigan 48231 and see if he will buy yours.

From Worcester, Massachusetts — We have a silver plated napkin ring with the ring atop a turtle's back. Is it worth replating, as it is worn and almost black? We can find no markings on it.

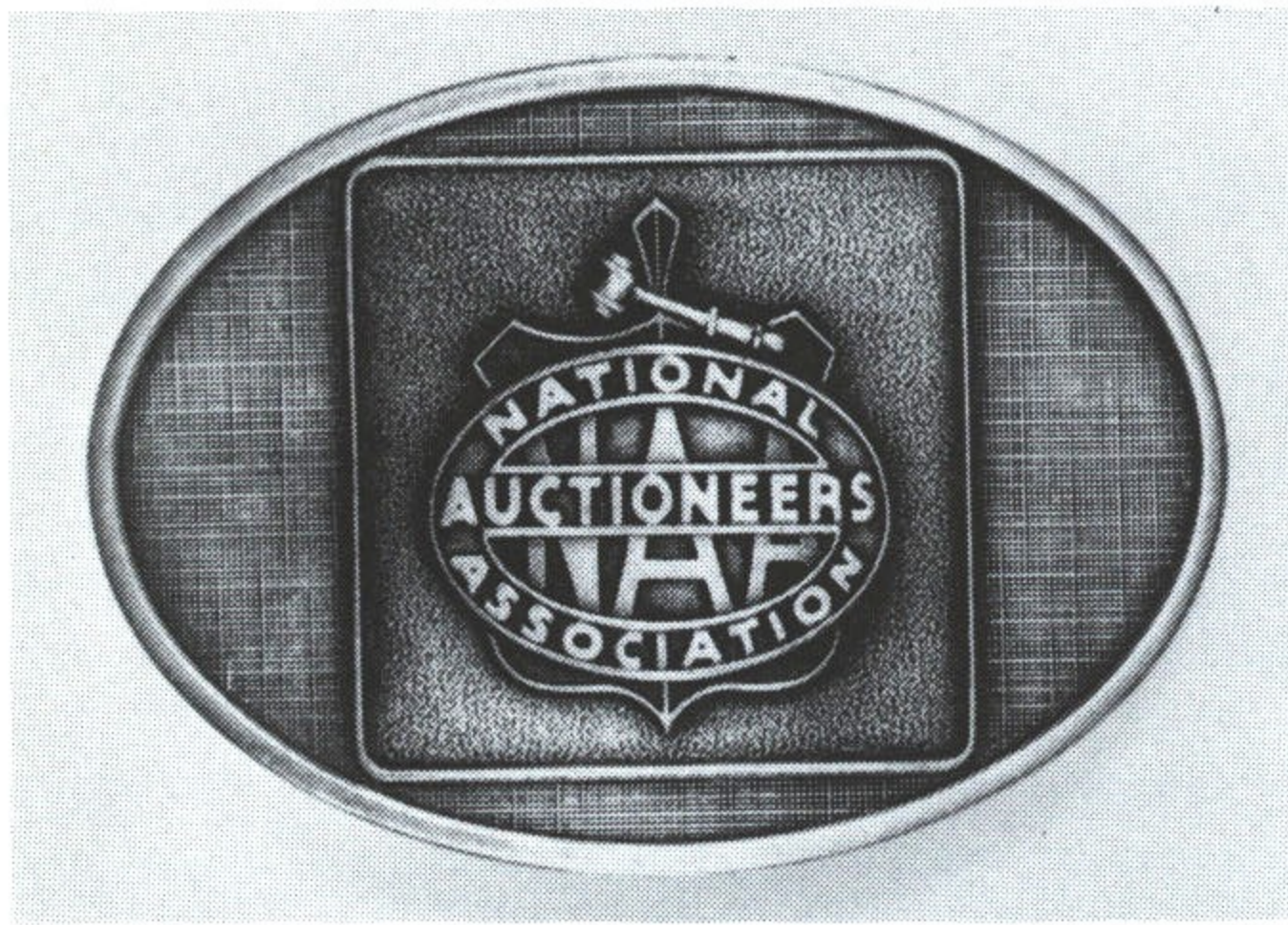
Answer — Most likely it was made at some silver company like Meriden in Connecticut late in the last century when such figural silver pieces were quite popular. These have much more value than the simple ring napkin holders; some are in the three figures.

From Exeter, New Hampshire — We have a service of porcelain which is marked CFH over an L, and France. It has a pretty floral border and is in perfect condition. Can you tell us who made it and when.

Answer — It was made by Charles Field Haviland one of two sons of the noted David Haviland through whom the name Limoges became famous. The L refers to Limoges, France where it was made. When David died, his sons went their own ways, the other being Theodore, so those marked TH over an L are his. Later, the two companies joined to become Haviland and Company. Country of origin had to be marked after 1892, so most likely your set was made between 1892 and 1908. Old porcelain sets of the period are declining in value because of the inability to get replacement pieces.

NAA Member George Michael writes a column for an antiques magazine and provides, complimentary to THE AUCTIONEER magazine, the material, which has been submitted to the other magazine. George is well-known for his expertise of appraising antiques and his "Antiques & Americana" columns are well received by NAA auctioneers, but more especially by the editor of THE AUCTIONEER magazine, who feels privileged to provide George's service to the NAA. Comments and/or questions about "Antiques & Americana" may be directed either to the NAA Office or George Michael, P.O. Box 766, Merrimack, NH 03054.

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NAA Magazine Binder to maintain permanent copies of THE AUCTIONEER magazine. Binder is bone color with red NAA emblem and holds 11 issues annually (plus NAA Directory). Designed to hold current 8 1/2" by 11" magazine, but will also hold former 6" by 9" size magazine.

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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 cashing form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.
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2-part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".
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3 part perforated tag with hole on top. Space to mark lot number on all 3 section. 2½x5"
1,000 Tags.....\$9.75 5,000 Tags.....\$42.50
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1,000 Wires.....\$10.00 5,000 Wires.....\$47.50
- **BUYER CARDS . . . Form N. BC-70**
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8½x11", 50 sheets per pad. Gives standard terms & conditions of sale to be displayed at auction site.
\$1.50 per pad, 10 pads \$1.25 ea., 20 or more at \$1.00 ea.
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8½x11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC-69.
250 sets \$16.50 500 at \$32.50 1,000 at \$59.50
- **FINAL SETTLEMENT FORMS . . . Form FS-69**
8½x11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchandise title to all items sold and deliver title to purchasers.
\$150. per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

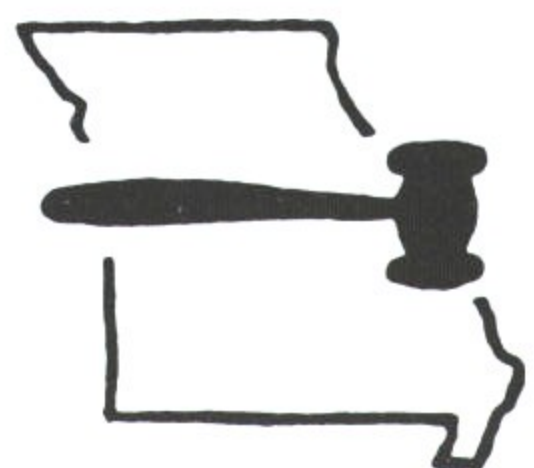
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8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.
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- **CONSIGNMENT CHECK-IN FORM . . . Form No. CCI-69**
8½x11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.
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8½x11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.
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Heavy, outdoor drillcloth hemmed on all sides. Built to stand up in rugged weather, 13 x 19 inch blue drillcloth panels with 15 inch red letters that spell AUCTION. Banner is 10 feet long and 16 inches high with 50 feet of rope at top and bottom. Folds to 13x19x3 inches for easy storing.
Complete Banner.....\$14.92 Postpaid.
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Northern Rock Maple Hardwood Gavel in a beautiful walnut finish. Weighs 4 oz., 9-inch handle.....\$3.00 postpaid.
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18½x11. 50 sheets per pad. Column to list seller's name, property location, date, estimator cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., sigs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.
\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

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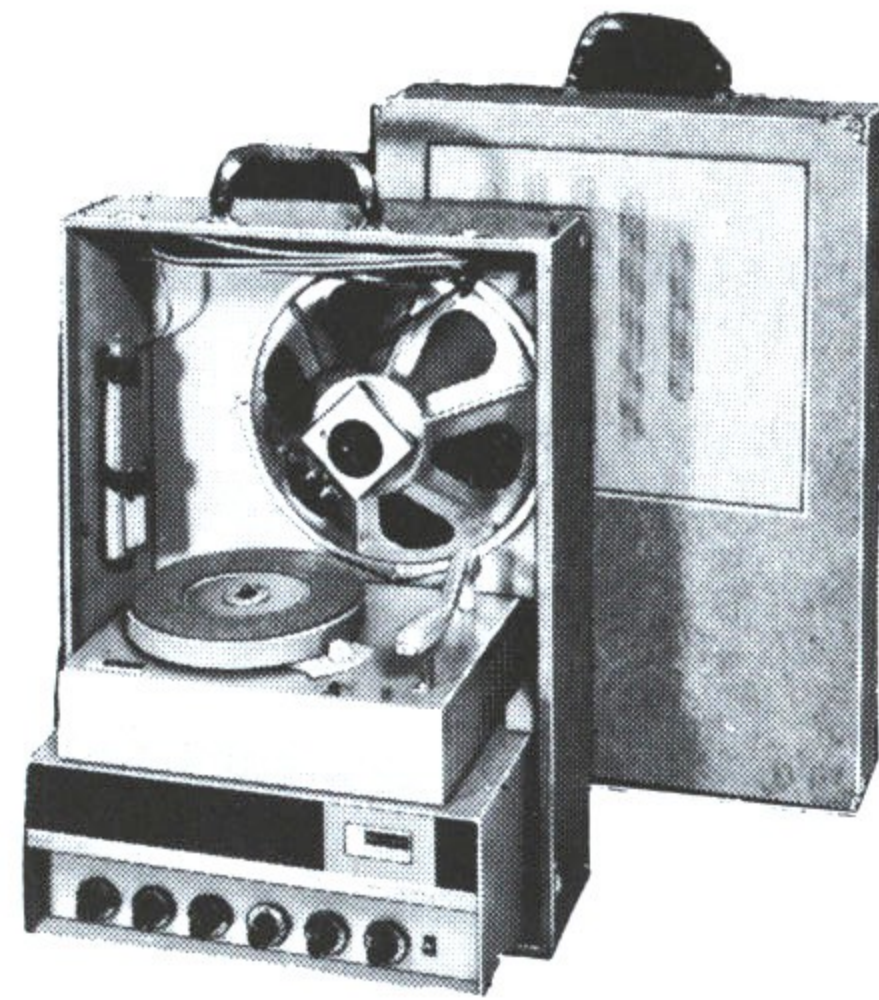
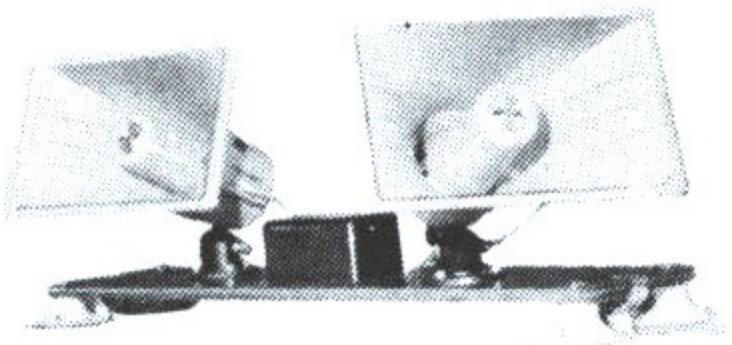


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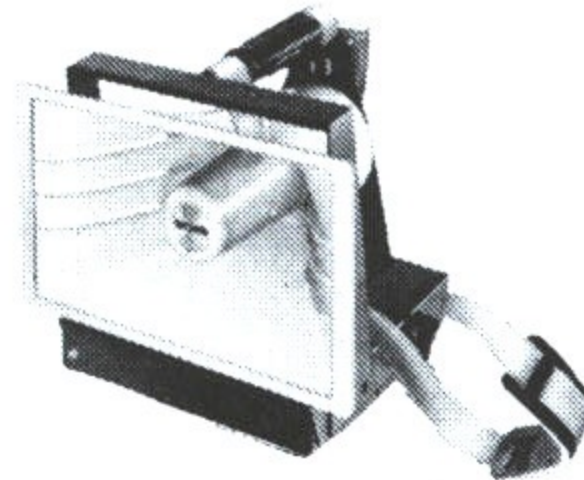
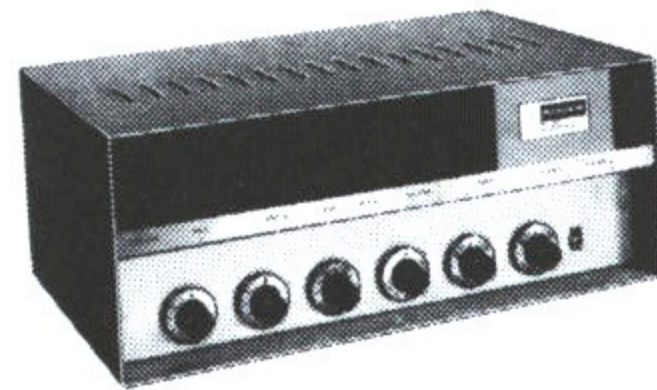
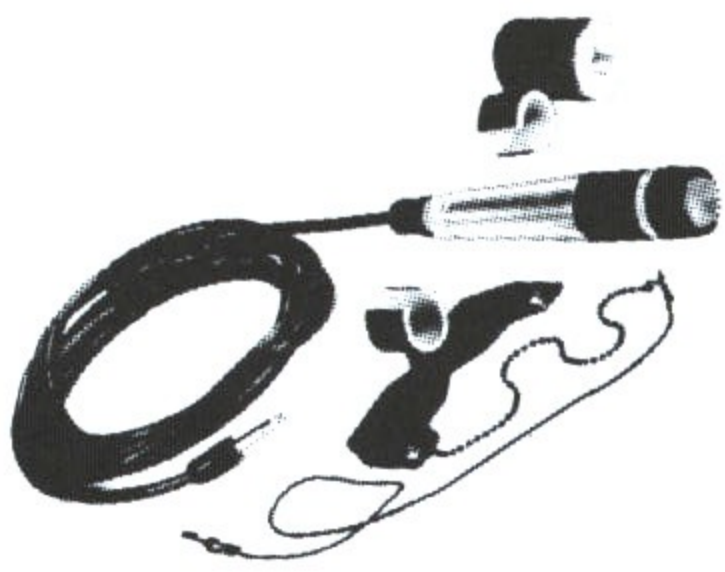
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