

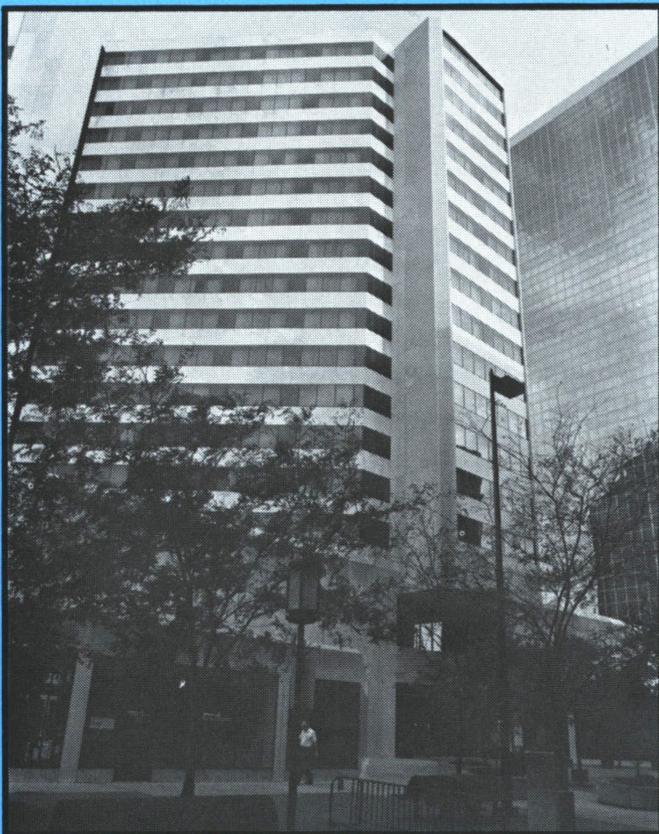
THE AUCTIONEER

The Magazine of the National Auctioneers Association ● November, 1982

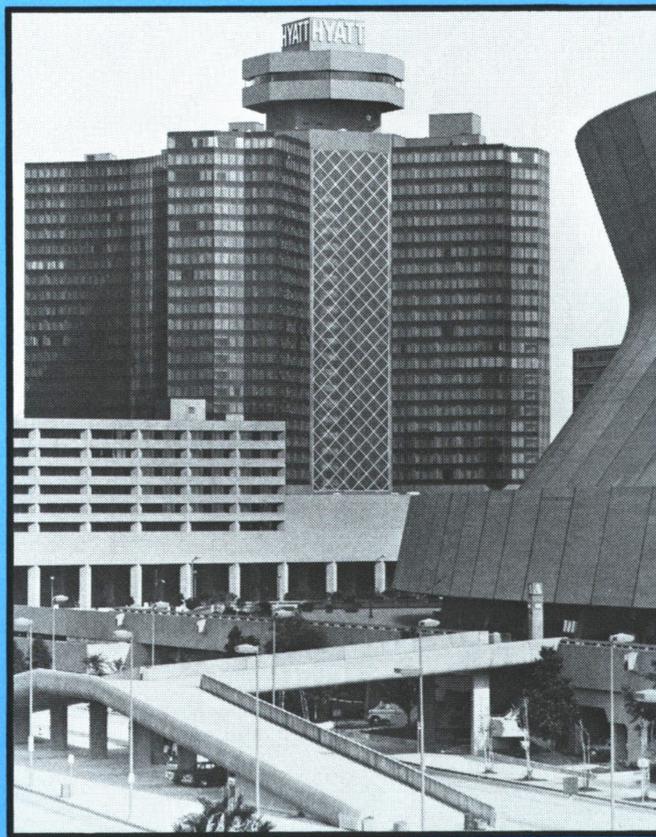
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ATTENTION ALL NEW AND OLD MEMBERS OF NAA



Stetson "Wisp"



Auctioneer Hat



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GAVEL"

TIE TACK

It has been fifteen years since we had the idea that NAA members should have something evident that would make them stand out in a crowd so that no one would wonder "Who is in charge of the sale?" We started at the top and designed a hat, pictured above, that comes in beautiful "silver belly" felt in three brim sizes: 2 1/8" - 2 3/8" and 2 5/8". Silver belly is light grey and it comes with a red satin lining and the NAA emblem is embossed in gold on the inside crown. This design and shape went over so well that we soon added the Milan straw in the same brim widths. The summer Milan straws come in light tan and can be worn with about any color clothing.

I then began to get calls for white Panamas and I prevailed on the folks who manufacturer our hats, Stetson Hat Company, Inc., makers of the famous John B. Stetson hats, to make us a white Panama with a 2 1/2" brim. We have now added the Panama to our line of hats.

Those of you who like the traditional Western style hat kept after me to add a truly Western-type head piece, so we did. We

added the most popular style Western hat sold in the world today — "The Wisp". The Wisp, pictured above, is worn by the "Marlboro Man" and can be seen in about every magazine that advertises cigarettes. Our Wisp is silver belly and is 4X quality and has a 3" brim.

My wife had a tie tack designed and made for me and surprised me with it on my birthday. Many of you saw and admired it to the extent that, yes, we added it to our line. We offer the tie tack pictured above in 18K gold without the diamond, with any size diamond you would like (top quality guaranteed), sterling silver, with or without diamond, as well as sterling silver gold plated. We also offer each of the above with man-made diamonds.

The next item we added was the London Fog type jacket. Primarily a windbreaker type jacket with lined sleeves and it comes with the beautiful 4-color embroidered 3 1/2" NAA emblem patch attached to the left breast. Just right for spring and fall weather. You can also order the patch separately.

NOW, HERE COMES THE BIG ONE!

I just recently returned from Costa Rica where I had gone to investigate the possibilities of real estate investments. Due to the fact it rained most of the time I was there I did not get to see much real estate but I did end up purchasing a small "Boot Factory." Yes, I am now the owner of a boot factory that employs five expert boot makers. These workmen are among the best "hand-made" boot makers in Central America and can put out two pairs of boots each per day. My plant production is ten pairs per day or fifty pairs per week. The beautiful boots come in several different colors and styles. The most popular, the one everybody likes (including the ladies), is number 1 and 2. The only difference is number 1 is plain on the toe and number 2 has a design in the leather. Some are lined with leather and others with polyester material. Numbers 3 and 4 are primarily the regular work or dress boot and they too are lined as pointed out above. I know some of you may be skeptical of ordering boots by mail but let me say everything we sell is unconditionally guaranteed and if you are not absolutely satisfied with anything you receive from us, send it back for exchange or a complete refund. We have pictures of these boots in color and we will send you pictures of any style. They come in sizes 5 through 14 in both men's and women's sizes. If we do not have your size in stock it might take as long as 30 days to get them special hand made for you. If you need one size heel, another size for high instep and extra wide or real narrow we can have it fitted for you because we own the factory.

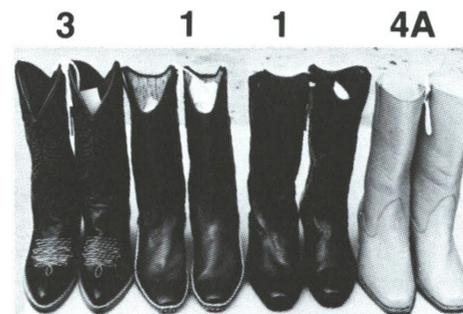
Here is the good part and why we bought the factory. Costa Rica is the only democratically controlled country in Central or Latin America. But, their economy is shot. When I was there two years ago it took 8 colonies (Costa Rican money) to make one of our dollars. When I was there this time it took 50 colonies to make a dollar. What this means is that the colonies have dropped from 12 1/2¢ to 2¢. Workmen in Costa Rica earn an average of \$500.00 per year or 25¢ per hour. These boots I am offering today would have cost \$175.00 to \$200.00 in American money two years ago. If the colonies come back in value we will not be able to do what we are doing now. I would advise you to get your order in now while the low, low price is prevailing on these beautiful, hand-made, easy wearing, bedroom shoe-feeling, multi-colored boots. Remember, you must be satisfied or 'ole Craig will make it right.

Please note new price list. I apologize for the price increase on everything made in this country, but they just keep hiking the prices to me.

Felt Silver Belly Auctioneer Hats	\$45.00
Wisp 4X Beaver (Western Style)	55.00
White Panama (2 1/2" brim only)	25.00
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Letters to THE AUCTIONEER

OAA congratulated

(The following "letter to the editor" appeared in the October, 1982 issue of THE AUCTION BILL, the official publication of the New Jersey State Society of Auctioneers, Inc.)

Ohio's Municipal Auction Licenses Eliminated

Dear Editor:

Please run the attached in the next issue of the AUCTION BILL. Perhaps it will awaken members as to what they have been saying couldn't be done. This is a concrete example that it can be done.

Congratulations go to the Ohio Auctioneers Association for carrying the ball in the long frustrating effort to eliminate municipal auction license requirements in the state.

A good, workable state licensing law has been in effect for a number of years, and license fees and bonds were required under the state license act. But some municipalities insisted on charging additional fees and making other demands, apparently as a means of raising additional revenue.

Now, with Governor James Rhodes signing amended House Bill 608, the municipal license requirements will be eliminated. At the same time, other state requirements are being revised.

In a recent conversation with Charles R. Carroll, Chief Division of Licensing, Ohio Department of Commerce, he gave some brief explanation of other revisions. He said, "what an auctioneer is, and what an auction is, will be given new definition. And, a new auction company license will be available for the person who owns an auction business, but is not an auctioneer.

"The auction company license will cost \$100 if you are not an auctioneer, and only \$10 if you are a licensed auctioneer. Auctioneers are not required to take a test to obtain this license. The Auction company license is a 'floating' license good for locations all over the state."

He said, "other new rules require that notice be given to the sheriff if an auction is to be held in the county, or to the police for a city auction. This notification must include a description of the goods to be offered." Mr. Carroll further speculated that the notice may be "sufficient by stating that 'general household goods' will be sold at a particular auction."

New rules are set forth on record keeping. The

new requirements state that records must be kept for a period of two years."

Various other facets of the new HB 608 concern such areas as initial renewal, contract language, sale site postings, trust accounts, payments to owners or consignors, identifications cards, operation at more than one location, etc.

Mr. Carroll explained the rules relating to auctioneers, apprentice auctioneers and auction companies in a public hearing at his office, July 1. The discussion informed auctioneers of the ways in which the new requirements will affect them, and how they will be able to comply in proper form.

This new legislation is a step in the right direction as we see it. It is a good example of what can be accomplished when a group of auctioneers work together for the improvement of our way of life.

Byron Dilgard, secretary-treasurer, of the Ohio Auctioneers Association coordinated the association's efforts and kept the members informed as the bill and amendments progressed through the channels.

Do you know these auctioneers?

The NAA office has made repeated and varied attempts to contact the following NAA members, so that the AUCTIONEER and other Association mail can be delivered to them. If you know any of the people listed below, please have them **contact the NAA office as soon as possible**. If no correct address can be determined for the NAA members listed below, they will be **removed from the NAA mailing lists**.

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Bernie Eggleston, 888 62nd Avenue North, St. Petersburg, Florida 33703

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THE AUCTIONEER

NOVEMBER, 1982

Volume XXXIII, Number 10

FEATURE ARTICLES

Let's give thanks for the beautiful harvest NAA president Rex B. Newcom, CAI	5
Minutes of the Annual Meeting	6
NAA emblem — proper use important	11
Like THE AUCTIONEER? Boost magazine for \$10	11
Legal Aspects of Auctions	
Court vindicates auction firm — not liable for injury	12
Protect yourself and business against loss	13
NAA "Job Market" debuts in December	15
Pamphlets "on the job" informing auction public	18
When you get back home . . .	
NAA Seminars payoff in your auction business	24
Profit from real estate in Louisville	25
New Orleans perfect for antiques	25
Registration forms	27
Seminar instructors	28
NAA officer/director articles	
"Post hole" of antiques knowledge, Robert H. Glass, CAI	32
Getting the business: Part I, Gary Day, CAI	35
Future NAA convention, seminar sites	37
Livestock at Auction	
Congress '82 summary available from LMI	43
Real Estate at Auction	
News release countered auction criticism	45
Antiques at Auction	
Milk pans, George Michael	47

DEPARTMENTS

Auxiliary to the NAA	39	Spotlight on	
Letters to		NAA Auctioneers	62
THE AUCTIONEER	3	State Association	
In Memoriam	53	Conventions	55
State Association Reports	51	Advertiser's Index	66
State Association Officers	48	Advertising Rate Schedule	66
Successful Auctioneering	56		

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 on last page.

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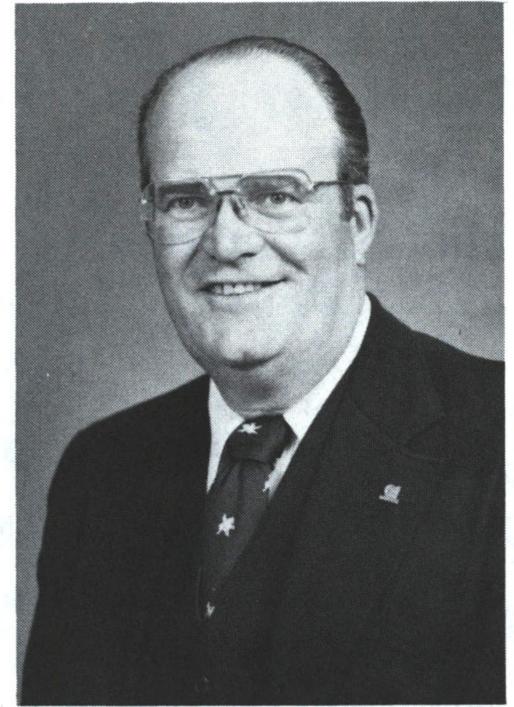
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Gary Carmichael, Director of Association Services. Member: International Association of Business Communicators.

Mrs. Sandy Chapin, Secretary
Ms. Marge Houser, Secretary
Mrs. Susan Koerber, Secretary
Mrs. Sharon Whisenhunt, Secretary

Let's give thanks for the beautiful Harvest



By Rex B. Newcom, CAI, President
National Auctioneers Association

We who have chosen the auction profession as our occupation are extremely blessed. We are in the people business, serving mankind who have needs which we can supply!

To be needed is a great satisfaction in itself. But to be able to fill and satisfy that need is a gratifying experience. Yes, being an auctioneer, truly believing in people, and providing a talent — a special business expertise — to help them out of their trouble-some situations is reason enough for us to give thanks for our great profession.

When I say give thanks for the "Beautiful Harvest", I am referring to our beautiful harvest of knowledge we have been receiving through our NAA educational seminars. Several years ago, C. P. "Terry" Dunning, then educational chairman for the NAA sowed the first seeds of education, when the first NAA Real Estate at Auction Seminar was conducted in Chicago.

That Chicago Seminar grew from a one-day session, to two, then three-day sessions which have been conducted each year. At the NAA Seminars, all aspects of the auction profession are reviewed; and the successful methods and techniques, which are employed by some of the leading auctioneers in the nation, are offered for consideration and use by us all.

With a desire to go even further in the education field, a dedicated group of Indiana auctioneers met with the Continuing Studies Department of Indiana University in Bloomington to determine the need for, and form the Certified Auctioneers Educational Institute, Inc., better known to NAA members as the CAI. From this program auctioneers' continuing education has grown.

We auctioneers — NAA auctioneers — who have benefited from our great educational opportunities have watched these programs grow in value to the entire NAA membership. No one anticipated, at the formation of these educational programs (available *only* to NAA members) how successful we would be. All of us can be thankful for the "Beautiful Harvest" of knowledge that we have received from the seeds which were planted for us.

This is the "Year of the Auctioneer"! Let's grow together and look forward to a beautiful harvest all year long.

400 Kits leave Atlanta for new members

NAA members who attended the 1982 Atlanta convention in July each received an "invitation to join" kit for recruiting a new NAA member. That means over 400 kits were taken home after the convention.

If you brought an invitation to join kit home from Atlanta, send it or give it to a prospective NAA member. If you are unfamiliar with the NAA kit, read on. Here's your opportunity to help your association grow.

The invitation to join the NAA kit includes: a sample issue of THE AUCTIONEER magazine, new NAA membership and information pamphlet, a letter from NAA president Rex Newcom, postage paid return envelope, a copy of the NAA Code of Ethics, and a sample of the NAA auction customer pamphlet.

Just hand it to an auctioneer whom you feel would benefit from NAA membership, and get ready to answer questions. "The kit" successfully represents your Association and your fellow NAA members across the nation.

Also, the NAA office will provide invitation to join kits to individual NAA members or state auctioneers associations upon written request to the NAA office.

And does it work? Very much so, because it gives the prospective NAA member a very clear picture of what to expect from the \$50 NAA dues investment.

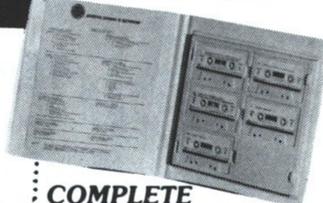
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Minutes of the Annual Meeting

National Auctioneers Association, July 31, 1982 — Atlanta, Georgia

Howard Buckles, president, presiding.

President Buckles called the meeting to order at 10:30 a.m., Saturday, July 31, 1982, at the Hilton Hotel, Atlanta, Georgia. Archie D. Moody pronounced the invocation. President Buckles led the Pledge of Allegiance.

President Buckles introduced the dignitaries seated at the head table, who included the members of the 1981-82 Board of Directors. He then recognized the NAA members who served as president in prior years. Following the president's recognition, he recognized those NAA members who have been awarded the Hall of Fame Award. NAA members who served in two working committees during the Convention were recognized: Carlus Gay, chairman of the Sergeants-at-Arms Committee and his members; John Swartzendruber and Llye Erickson, co-chairmen of the Elections Committee and the members who served on that committee.

Mrs. J. L. (Phyllis) Pinckney offered the Memorial Service, and following her words of tribute to the members who were listed as deceased since the last Annual Meeting, she read the listings of deceased members. She concluded her presentation by reading the poem, "The Touch of the Master's Hand".

Harvey L. McCray, executive vice president, summarized the minutes of the Annual Meeting, held on August 1, 1981, Las Vegas, Nevada. President Buckles declared the minutes were accepted as read and printed.

Dean Fleming, treasurer, reviewed the Financial Report and Annual Audit of the 1981-82 NAA year as prepared by the Ueberrhein and Associates, CPA firm, Lincoln, Nebraska. Reports were made to the membership by those NAA members who served as Committee Chairmen. Called on to make reports were: Archie D. Moody, chairman, Audit & Budget Committee; Rex B. Newcom, chairman, Education Committee; Charles E. Cumberlin, chairman, Laws & Regulations Committee; Harvey C. Lambright, chairman, Membership Committee; Charles E. Cumberlin, chairman, Grievance Committee; Haskel Ayers, chairman, Public Relations & Publicity Committee; Archie D. Moody, chairman of the Publications & National Auctioneers Week Committee; Rex B. Newcom, chairman, Resolutions & Conventions.

Rex B. Newcom, chairman of the Resolutions Committee, read a resolution for acceptance by the membership. Rex Newcom offered the motion to approve the resolution. It was duly seconded. The motion passed.

Ad Hoc Committees' reports were given by, Dean Fleming, chairman, Archives Committee; Dean H. Parker, chairman, International Relations Committee and the Auction Schools' Committee; Hugh B. Miller, chairman, Farmers Home Administration Committee; Martin E. Higgenbotham, chairman, Headquarters Relocation Committee.

President Buckles requested that the executive

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vice president offer information about the procedures to be followed to obtain ballots for the voting session. The Annual Meeting was recessed at 12:02 p.m.

President Buckles called the meeting back to order at 1:30 p.m., Saturday, July 31, 1982. He then offered information about the procedures to be following in regards to the election of officers and directors and the use of the ballots. Archie D. Moody, chairman, Nominating Committee, offered the committee's report and nomination for the office of president-elect of William L. Gaule, Chatham, Illinois, who was elected by unanimous ballot (no other nominations were offered).

Chairman Moody then read the Nominating Committee's recommendation of Herbert A. Bambeck for the office of vice president and offered his name in nomination. Additional candidates were nominated: James Heike was nominated by Mike Szatalowicz; Sammy L. Ford was nominated by Chuck Layne. The nominations were closed with three candidates.

Nominating and seconding speeches were made as follows: Elias Frey and Richard Brewer for Herbert A. Bambeck; Lyle Erickson and Wenzel Humpal for James Heike; Craig Lawing and John Cummins for Sammy L. Ford. Sammy L. Ford was elected on the first ballot by majority vote.

During the counting of the ballots for the office of vice president, Joe E. Small, chairman, 1983 NAA Convention, Shamrock Hilton Hotel, Houston, Texas, offered a report of the proposed activities for the 1983 Convention and requested the membership to attend in larger numbers than were present in Atlanta.

William L. Gaule, chairman, 1983 NAA Seminars, made a presentation on the dates, places and subjects of the two Seminars: January 24-25-26, Hyatt Regency Hotel, Louisville, Kentucky (Real Estate at Auction); February 21-22-23, Hyatt Regency Hotel, New Orleans, Louisiana (Antiques at Auction). Executive vice president Harvey L. McCray explained the procedures to follow in having rooms reserved at the two Seminars.

Chairman Archie D. Moody read the report of the Nominating Committee for the office of treasurer. Dean W. Fleming was nominated and having no additional nominations, was elected by unanimous ballot.

Chairman Moody offered the names of the following as the nominated candidates for director: Marvin Alexander, Martin, Tennessee; Gary Day, Portland, Oregon; Charles Fischer, Long Lake, South Dakota; and William Yonce, Florence, South Carolina. Nominations from the floor included: Ronald C. Harris was nominated by John Suarez; Brent Voorheis was nominated by John Wagster. The nominations were declared closed, having no additional nominations.

Nominating and seconding speeches were made as follows: Jasper Jones and Haskel Ayers for Marvin Alexander; William Z. Fox and Ray Patterson for Gary Day; Robert Penfield and Dean Fleming for Charles Fischer; Jimmy Blocker and Hugh B. Miller for William Yonce; John Suarez and Gary Garrison for Ronald C. Harris; Ralph Passanno for Brent Voorheis.

President Buckles informed the membership

that the Insurance Committee report was omitted during the morning session and called on Sammy L. Ford, chairman, Insurance Committee, to make a report. Lanny G. Thomas, president, Certified Auctioneers Institute, offered a presentation on the course work and the requirements to attend the CAI. Members and candidates of the Certified Auctioneers Institute were recognized.

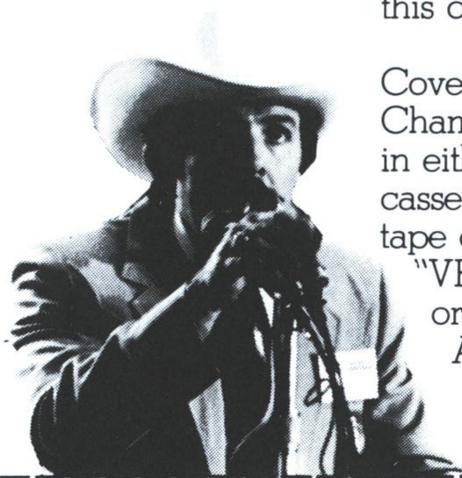
Executive vice president McCray announced that John A. Horton was elected president of the National Auction License Laws Officials Association. John Horton spoke to the assembled members and recognized John P. O'Connor, who was elected secretary-treasurer of the NALLOA organization. Other announcements were made until the results of the elections of directors was announced.

The President called for old business, but none was offered.

Frank Crain of Kentucky asked for the vote

Continued page 9

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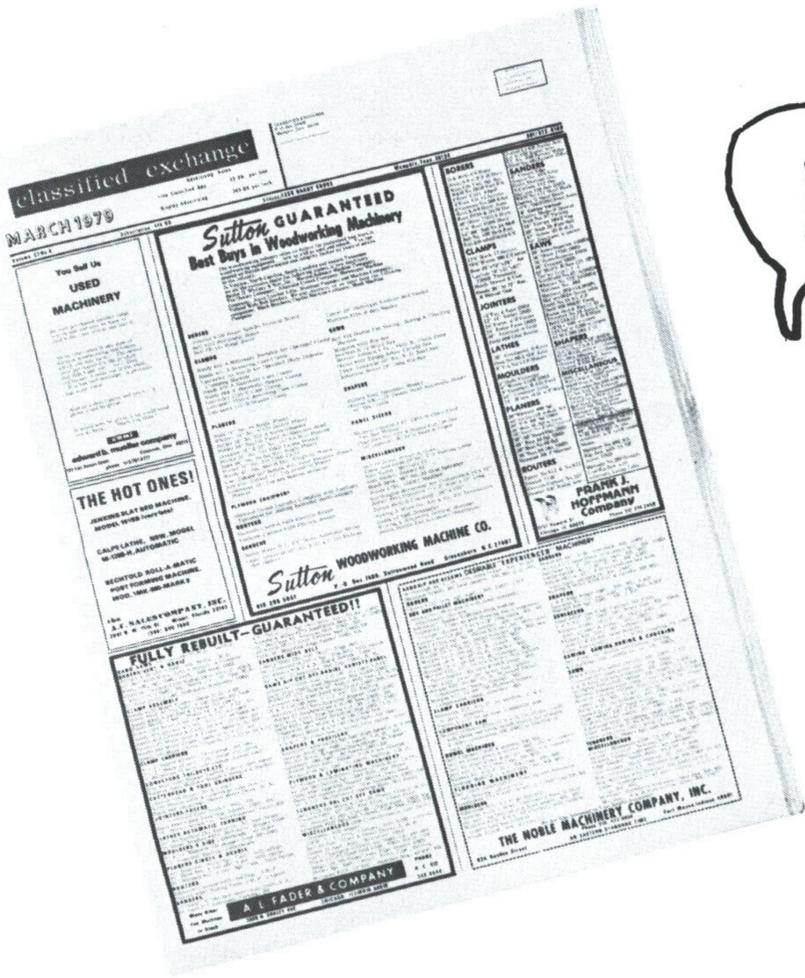
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count of the office of vice president and the procedures were offered to him. Ronald C. Tull offered comments about the Real Estate Seminar, open committees' meetings and the Farmers Home Administration committee activities. He also emphasized the importance of having more involuntary auctions conducted by qualified auctioneers.

C. Roger Lewis supported a resolution with a motion: That the By-Laws be changed to direct the Nominating Committee to nominate two people for vice president and six people for Board of Directors each year. The motion was duly seconded. Following a voice vote, the resolution was defeated.

Richard Brewer called for a vote of confidence for the work being done by the officers and directors of the NAA.

Anne Lynn-Gross requested permission to use the Code of Ethics of the NAA for the Frederick County, Maryland's Association of Auctioneers. In her discussion, NAA Life Members were recognized.

Dean Fleming asked for recognition by the NAA membership for Hugh Parker's efforts in the Farmers Home Administration auctions. The membership responded.

Rex Newcom made a presentation on the 1983 "Deep in the Heart of Texas Convention" and requested good attendance.

President Buckles announced that the following NAA members were elected directors for the term expiring in 1985: Marvin Alexander, Gary Day, William Yonce, and Ronald C. Harris. President Buckles

asked Harvey C. Lambright to install the newly elected officers and directors.

Howard Buckles asked the new president, Rex B. Newcom, to adjourn the meeting. The meeting was adjourned at approximately 3:45 p.m., Saturday, July 31, 1982.

Resolution of the National Auctioneers Association

Adopted by the Membership Assembled at the Annual Meeting July 31, 1982 — Atlanta Hilton Hotel & Towers, Atlanta, Georgia

WHEREAS, The National Auctioneers Association Annual Convention has been beneficial and enjoyable to the members, families and guests assembled; and

WHEREAS, The National Auctioneers Association Convention is an arena for discussing new advances in the auction profession as evidenced by the large attendance and the willingness of so many of the most successful members, and friends of the National Auctioneers Association, to give of their time as instructors during the workshops and share their know-how with all present; and

WHEREAS, The 1982 Atlanta Southern Fair Convention has served to increase the participation of its members, families and guests from throughout the United States, Canada, and additional countries;

NOW HEREBY BE IT RESOLVED, that the members of the National Auctioneers Association attending this Annual Meeting express sincere appreciation to the members and families of the Georgia Auctioneers Association, hosts of the 1982 NAA Convention; and especially to Ronald C. Harris, NAA Convention Chairman; to Mrs. Harvey (Pat) Lambright, 1982 Auxiliary President, and

the members of the Auxiliary to the National Auctioneers Association; to Mrs. Archie D. (Lila) Moody, Auxiliary Convention Chairman, to Eugene "Gene" Simpkins, Youth Activities Coordinator, for their outstanding efforts and dedication to making this convention a truly outstanding event;

FURTHER BE IT RESOLVED, that a vote of thanks be given to the management and staff of the Atlanta Hilton Hotel & Towers for their efforts in making our stay in Atlanta most enjoyable;

FURTHER BE IT RESOLVED, that a copy of this resolution be forwarded to all parties concerned.

Approved by the Membership: July 31, 1982

Harvey L. McCray
Executive Vice President

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NAA emblem — proper use important to clients, fellow auctioneers

The official emblem of the National Auctioneers Association represents professionalism, education, and organization in the auction industry. Therefore, proper use of the NAA emblem is important to both your auction clients and fellow auctioneers. The following guidelines apply whenever the emblem is used.

The By-Laws of the National Auctioneers Association state that membership in the Association is by individual auctioneer only; and the emblem is to be used exclusively by those individuals who belong to the Association. Therefore, the NAA emblem cannot be used to represent your auction firm as an NAA member, only the individual auctioneer(s) who is a member.

It is the job of every member to be concerned about how the emblem is displayed, so that the image of the Association is one of dignity and value. NAA members are justifiably proud of their association, and improper use of the NAA emblem detracts from that pride.

A reproduction sheet of official NAA emblems is part of a new member's materials when he or she is accepted into membership. The new member can then use the reproductions — several are included on each sheet, in different sizes and styles — to promote NAA membership in advertising and brochures. A sheet of NAA logos for reproduction can be purchased for one dollar from the NAA office.

However, the reproductions of the emblem should be clear and easily recognizable. On all reproductions, the ® should appear at the lower right hand corner, to show that the emblem is registered and accepted by the United States Patent and Trademark Office.

The registration mark also means that the use of the NAA emblem is controlled by the Board of Directors of the National Auctioneers Association. Any violation of the proper use of the NAA emblem should be reported to the NAA office, so that the violator can be contacted to stop misuse of the emblem.

Many NAA members display the emblem on their companies' informational materials. Even though individual representation is required, firms may display the emblem as long as all the auctioneers representing the firm are NAA members.

The NAA Board of Directors suggests that in all promotional material, the member use one of the following formats to signify membership.

Rex B. Newcom, Member
National Auctioneers Association



OR

Rex B. Newcom, Member



OR

Rex B. Newcom



Member

Like THE AUCTIONEER? Boost the magazine for \$10

NAA members who have already received their 1982-83 dues statement also received an invitation to be an AUCTIONEER "booster". Hopefully, you will respond by adding \$10 to your \$50 NAA dues, and supporting THE AUCTIONEER. Your contribution helps defray the ever-increasing expenses of publishing and mailing the NAA's official publication. As an AUCTIONEER booster, **your name will appear four times annually in the magazine**, along with other Booster Club members across the country.

Also, you can contribute anytime during the year. Send your \$10 to the NAA office, with accompanying instructions to make you an AUCTIONEER Booster Club contributor.

Your additional support for the NAA magazine is very much appreciated, not only by the NAA Board, but also by THE AUCTIONEER's nearly 6,500 other readers.

BE AN NAA BOOSTER CLUB CONTRIBUTOR!



The NAA Booster Club program (Booster Club listings are published four times annually in THE AUCTIONEER magazine) is dependent upon voluntary NAA member contributions — \$10 annually from members who wish to help defray expenses of publishing and mailing THE AUCTIONEER magazine. Booster Club contributors will not be billed annually, but if you wish to join those who support your magazine, add \$10 to the total amount shown on the enclosed dues billing statement (mark it as a Booster Club contribution). Your name will appear four times in the quarterly listing in THE AUCTIONEER magazine.

You can be a BOOSTER CLUB CONTRIBUTOR, and thank you for your added support of THE AUCTIONEER magazine.

BOOSTER CLUB INVITATION, letter size, comes with your NAA dues statement. However, you can "boost" THE AUCTIONEER anytime.

15.9% of women-owned businesses were partnerships which accounted for 31.2%, or \$13 billion, of all gross annual receipts generated by women-owned businesses.

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SELL-ective mailing lists have hundreds of satisfied users — including names such as Dunn & Bradstreet, Thomas Register, McGraw-Hill, the U.S. Government, Norman Levy Co., Thomas Industries, Inc., Wershow-Ash-Lewis, Stephen L. Winternitz, Inc., Ron Timmons & Co., Roland Grenier & Co., etc.

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**The Legal Aspects
Of Auctions . . .**

Court vindicates auction firm — not liable for defect, injury

A bidder is injured at the auction site because of a defect in a piece of equipment to be sold. Who's liable — the auctioneer, the owner, or the bidder?

Below is an article from NAA member **William M. Miller**, whose firm, Miller & Miller Auctioneers, Inc., Fort Worth, Texas, was named in a lawsuit over an injury to a bidder. The article is reprinted in its entirety, as it appeared in the Fort Worth STAR-TELEGRAM.

Denial is upheld in vision loss suit

Star-Telegram Austin Bureau

Austin, Texas — A Fort Worth auction company owes nothing to a Houston man whose right eye was damaged permanently by a gas tank cap that blew off a truck consigned to the company, the Texas Supreme Court ruled today.

The court upheld without comment rulings by State District Court Judge James E. Wright and the 2nd Court of Appeals in Fort Worth.

Daniel Ray Cook sued Miller & Miller Auctioneers Inc. for \$250,000 for the injury that resulted while he was inspecting a truck offered in a Houston auction performed by the firm.

Cook, partner in a construction firm, said he was removing the fuel cap to look for rust when it blew off, striking his eye and causing him to lose 80 percent of its vision.

The injured man's lawyers contended that Miller & Miller had an obligation to inspect the vehicles consigned to the firm and warn people of potential dangers such as the pressure in the fuel tank.

Wright threw out Cook's case and the court of appeals upheld his decision.

The appeals court said an auctioneer is an agent for somebody else and, as such, is liable only for "his own misfeasance and positive wrong" — not for omissions such as failure to inspect consigned goods.

Even if such a duty did exist, Miller & Miller still would not have been obligated to discover in advance the defect that caused Cook's eye injury, the court said.

Protect yourself and your business against loss

NAA insurance program with features you've requested

Insurance protection in your business as an auctioneer is a prime concern, as indicated in a recent NAA membership survey. For this reason your Association, in conjunction with Alexander & Alexander, Inc., has developed an excellent Errors and Omissions insurance program.

Designed only for NAA members, your "E&O" coverage is specially priced and marketed exclusively to NAA auctioneers. Service by Alexander & Alexander is quick and complete.

Premium quotes immediately upon receipt of completed application.

Coverage put in force upon receipt of premium payment.

A&A Association specialists available at (402) 475-5671 to answer your questions.

Prompt claims service should the need arise.

This AUCTIONEER article outlines the coverage, limits of liability, and special features of the NAA insurance program. There is no obligation in completing an application; however, its completion is necessary to obtain a premium quotation. Applications available upon request from the NAA office.

Especially in today's business climate, you are encouraged to consider Errors and Omissions insurance protection. With the following NAA insurance program, your Association is helping to safeguard your financial future.

Auctioneers Errors & Omissions

Coverage pays on behalf of the insured: all sums in excess of the deductible subject to policy limits; which the insured shall become legally obligated to pay as damages as a result of claims first made during the policy period; by reason of any act, error or omission in professional services rendered or which should have been rendered in the insured's profession as an auctioneer.

Real estate auctioneers, appraisers

If your business includes the auction of real property, your policy can be extended to provide coverage for this exposure.

If you appraise real and/or personal property, this E&O protection can be added to your policy by

indicating such on the application, and answering the appropriate questions.

Low cost

Your Association Auctioneers Errors & Omissions Program is on a per person basis depending on limits of liability and deductible chosen. Premium will also be effected if insured has added exposures of the auction of real or personal property and/or the appraisal of real or personal property.

Premiums start as low as \$100 per auctioneer per year.

Limits and deductibles

Limits available are:

\$100,000/300,000	\$250,000/500,000
\$500,000/1,000,000	\$1,000,000/1,000,000

Deductibles selections:

\$250	\$500	\$1,000	\$2,500
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Note: Firms may select higher limits and deductibles.

Pricing is not adjusted at end of year

Your premiums will be flat, not retroactively adjustable at end of policy year even if your income is twice what you thought it would be.

Continued page 15, column 2

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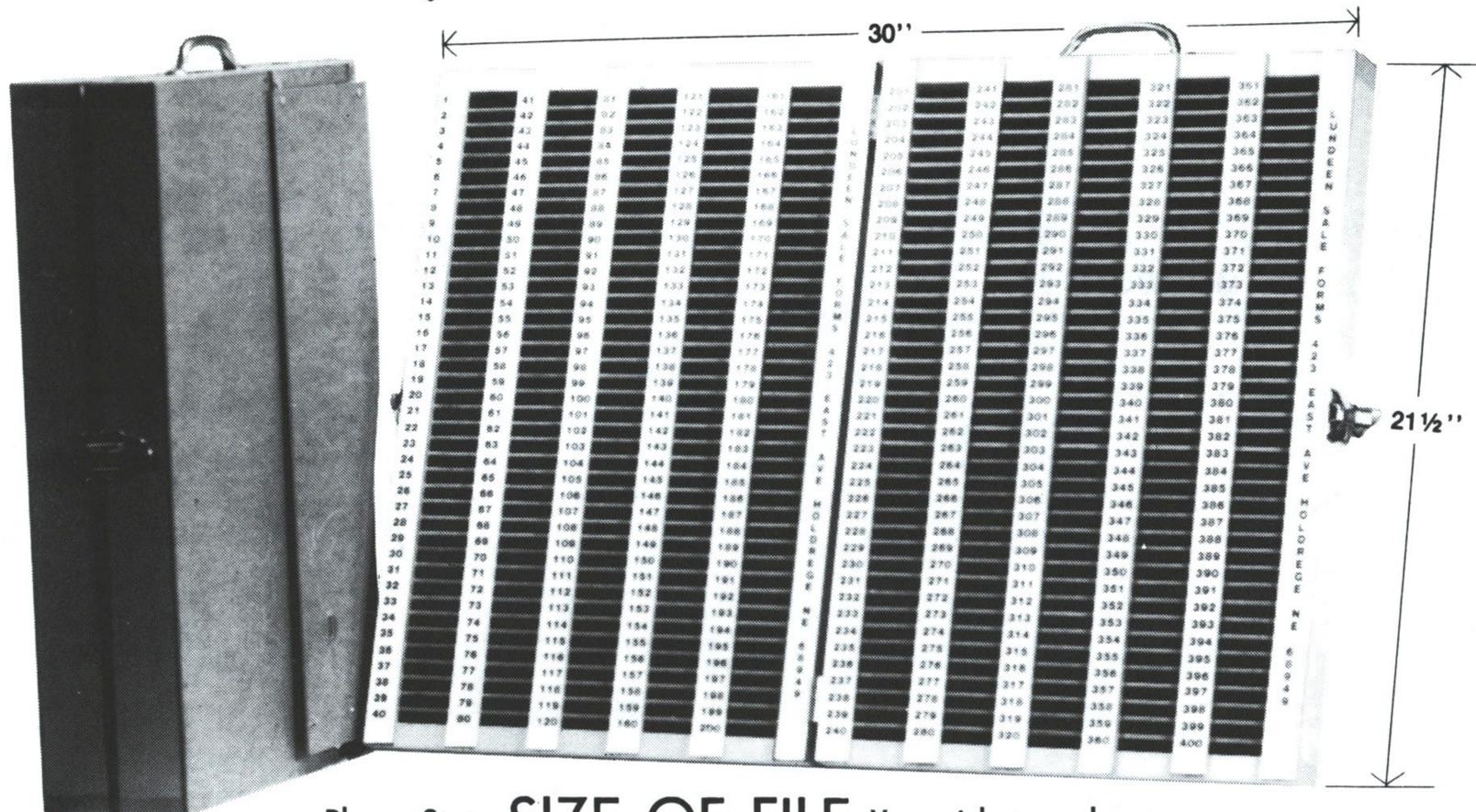
"Priceless." — Edward Esber, Canton, Ohio

"Much of what is in AUCTION GEMS will be used by auctioneers as long as there are auctions and auctioneers." — John Loomis, Bend, Oregon

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NAA "Job Market" debuts in December

To assist NAA members in both locating employment and recruiting, THE AUCTIONEER magazine will offer a "classified" advertising section in the December issue. Look for the heading "NAA Job Market".

For \$8.75 per column inch, per insertion, and a one-time typesetting fee of \$10, an NAA member can provide job experience and address information as space allows. The member auctioneer's name will appear in boldface type, and the following examples will be useful in determining copy for an approximately one-inch classified ad. Specify which words to be all caps.

Auctioneer/sale manager seeks position with progressive auction company in Arizona or southern California. Real estate and estate sale specialist; business degree and seven years experience. Second year CAI. CONTACT: **John Smith**, 1010 Oak St., Anytown, USA. Call 111-222-3434.

On the other hand, an NAA member can use the Job Market to recruit another NAA member auctioneer. The costs are the same, and the name of the NAA member or the member's auction company will appear in boldface.

Construction equipment auction company hiring two auctioneers in the near future. Require five years' heavy equipment, client contact, and general business experience. Salary negotiable, benefit and insurance package. Resume and introductory letter to: **Big Auction Company**, 545 Avenue St., Big City, USA. No calls.

Whether you are hiring an auctioneer or seeking auction employment, you have the option of not including your name or company name in the advertisement. Make sure, of course, that you provide the NAA office with your name and address. Compose your reply address accordingly.

" . . . Reply to: **Truck Auctioneer**, NAA Office, 135 Lakewood Dr., Lincoln, NE 68510-2487."

" . . . Send resume to: **Real estate sales position**, NAA Office, . . . "

All responses to your advertisement will be promptly mailed to you upon receipt at the NAA office. Though the NAA office will handle mail replies to your ad, the office cannot take phone call replies.

Only NAA members will be allowed to advertise in the NAA Job Market. Your membership must be current to submit either a "for hire" ad or a recruitment ad. Whichever you place, the ad copy must

be accompanied by full payment of \$8.75 per inch, per insertion, plus the \$10 typesetting fee. Copy received by the first of the month will appear in the next month's AUCTIONEER; received after the first, your ad will appear in the next month's issue.

THE AUCTIONEER staff reserves the right to edit or refuse placement of any classified advertisement. Any questions about this new NAA program should be directed to the NAA office before submitting your advertisement.

Continued from page 13

Claims made coverage with prior acts protection

Your policy will respond to claims first made during the policy period. It will cover liability for acts prior to the inception date of the policy provided the insured had no knowledge of any act, error or omission prior to the inception date of the policy.

How to apply

Request from the NAA office an application form for Auctioneers Errors & Omissions Liability Insurance. Complete the application in detail and return in the special postage paid return envelope. You will be contacted later in regard to the annual premium.

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We carry 90% of all auction ads running in Chicago papers.**

Auction ads come to us from all over, not just the Midwest, mind you. They come from all parts of the U.S., from Canada, even from Europe.

Why to the Sunday and Wednesday Tribunes?

Because auctioneers from all over know we do the job for them for all kinds of goods . . . antiques, farms, autos, fine art, one-of-a-kind pieces, . . . you name it.

We do the job because Chicagoans and Midwesterners have come to rely on us for the goods they want to know about.

Which spells success for our readers.

And our advertisers, too.

If you'd like to know more about our big, eager auction audience, call one of our Representatives for a free brochure on the Wednesday and Sunday Auction Mart classified ad sections.

And that's the first step to getting in on the action.

Chicago: Sally McKoane
(312) 222-4493 or Charles
Shanley (312) 222-4042.

New York: James Dietz
(212) 682-3033.

Miami: Barry Werblow
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San Francisco: James Stanley
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Chicago Tribune



An ounce of Freedomike™ is worth a pound of P.A.

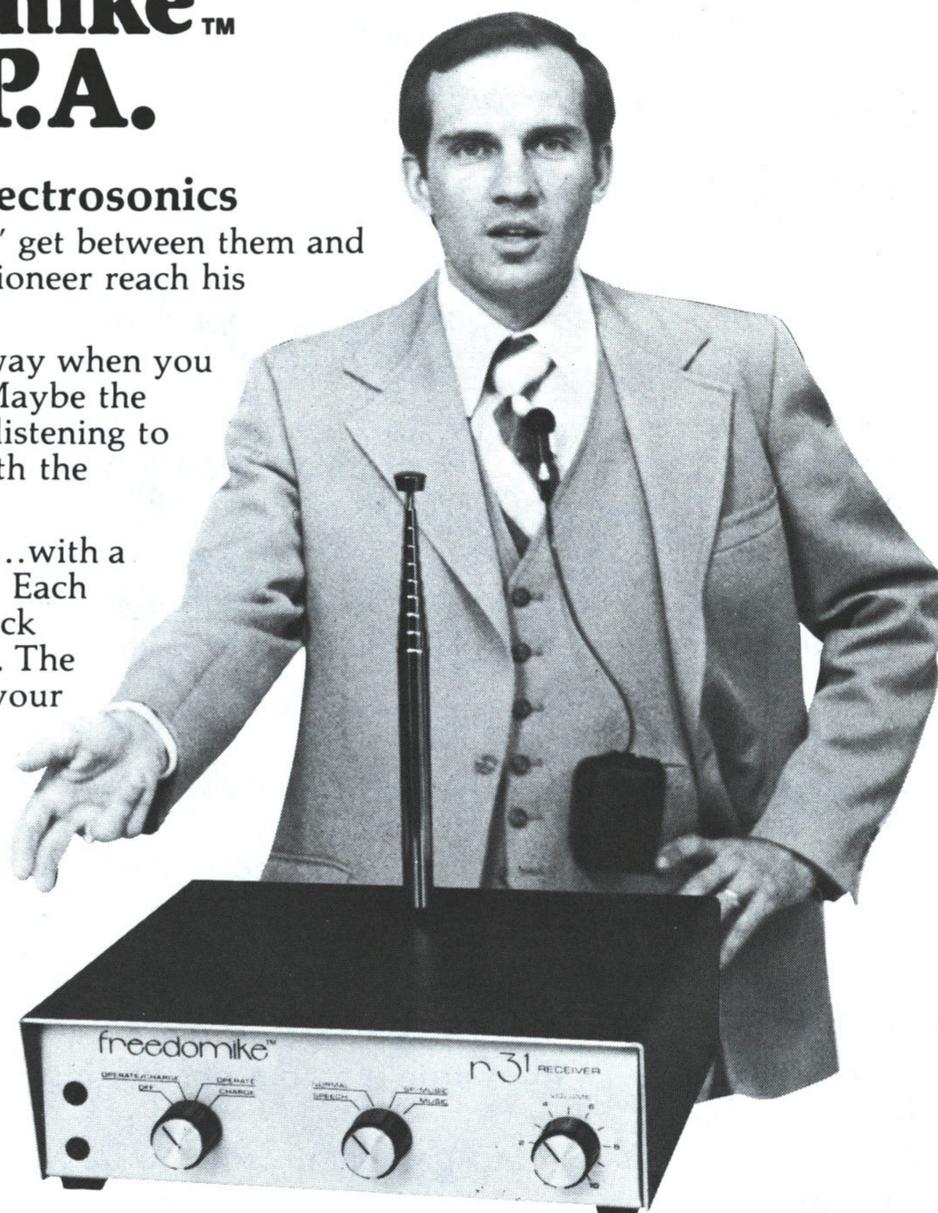
Freedomike Wireless Microphones From Lectrosonics

Without even realizing it, many auctioneers let "something" get between them and the bidders. That "something" is supposed to help the auctioneer reach his audience, but it also gets in the way.

That "something" is the P.A. system. Maybe it gets in the way when you have to stop your bid calling and lug it to another table. Maybe the bidders watch you drag your mike cord around instead of listening to your bid calls. Maybe you need three hands to hold up both the merchandise and your microphone.

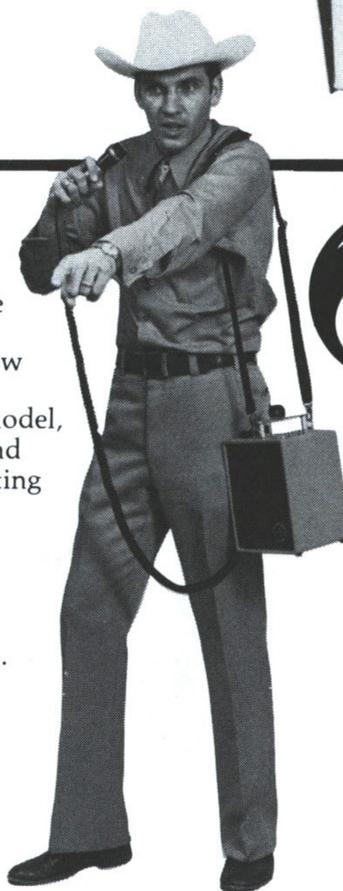
Now you can discover total freedom from your P.A. system...with a Freedomike wireless microphone system from Lectrosonics. Each system consists of a microphone connected to a cigarette-pack size transmitter which sends your voice signal to a receiver. The microphone clips to your tie or shirt. The transmitter fits in your pocket, or in a belt-clip pouch. The receiver, which can be a hundred yards away, plugs into the microphone input of any P.A. system. The Freedomike system uses special Unichannel™ circuitry to eliminate unwanted interference. A protective carrying case is also provided.

Freedomike...for the auctioneer who wants the bidders attention focused on his bid calls, not on his P.A. system.



Voice Projector 18 Ultra Portable P.A.

For years the Voice Projector 18 has been the benchmark by which auctioneers measured quality in self-contained P.A. equipment. Now meet the all-new VP18R. The VP18R has all the features of the older model, plus high-level input and output for connecting to other audio devices. Its rechargeable power pack lasts 50% longer than the old VP18.



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412-863-4961

BOB MILLER
Indiana College of Auctioneering
8846 Holliday Drive
Indianapolis, IN 46260
317-844-1088

Pamphlets "on the job," informing auction public

As of this writing, thousands of copies of the NAA auction customer pamphlet have been distributed across the country. Each edition is personalized with an individual NAA member's business information and auction services. Your free sample is in the April, 1982 AUCTIONEER; or available upon request to the NAA office.

To order your pamphlet edition, read through the following article, and use the order form at right.

Customer pamphlet highlights information

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

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

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

Name and address

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

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

Jack A. Collins
Jack Collins

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

Business name on the cover

ABC
Auction
Company

We're
The
Professionals

John A.
Collins
Auctioneer

We're
The
Professionals

Business name and address inside

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

Slogans and street directions will not be accepted.

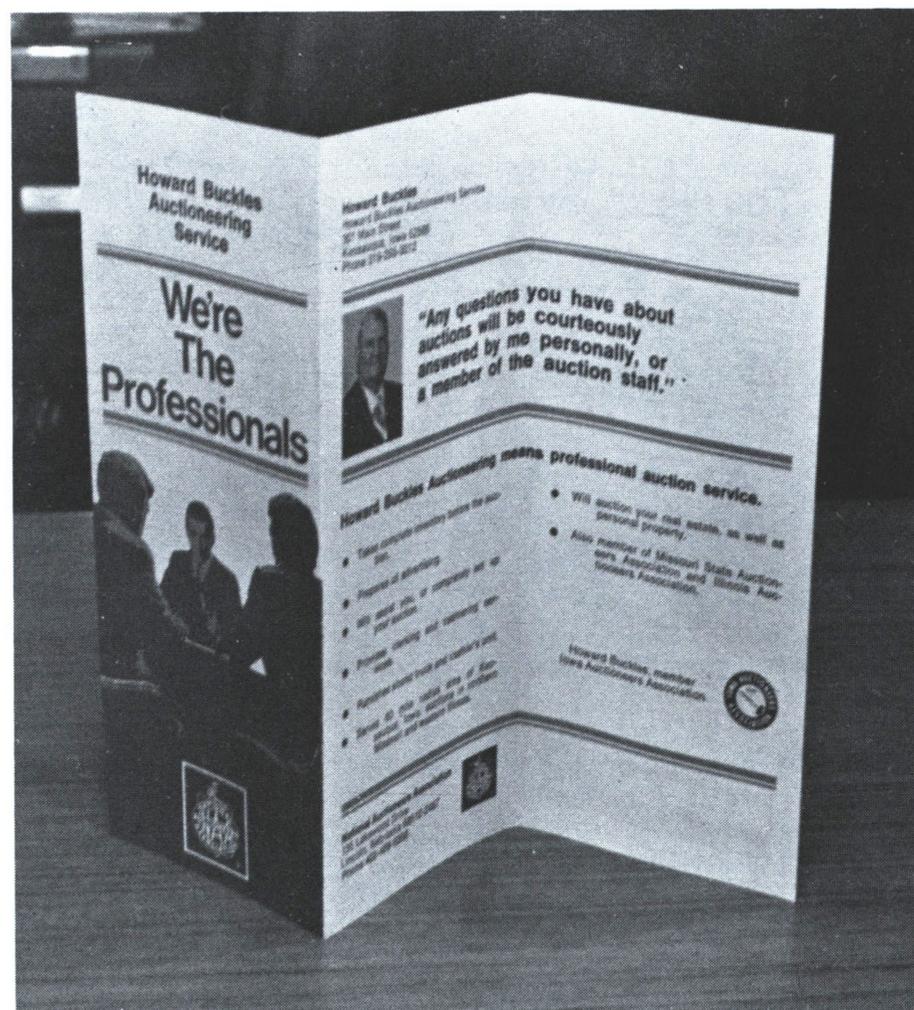
ABC Auction Company
1215 Main St.
"Your best friend for a sale."
"Turn right at the big sign."
Hometown, State Zip

Multiple business phone numbers can also appear below your address.

Phone 402-489-9356 or 9357 Phone 402-489-9356
402-476-9211

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

Continued page 21



AUCTION CUSTOMER PAMPHLET to promote your business.

National Auctioneers Association

“Auction Customer Pamphlet” Order Form

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

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

2) Name of auction company, or auction service _____

Street address _____ City _____ State _____ Zip _____

Business phone/area code _____

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

3) Write 7-10 brief statements detailing the auction services you provide. Use separate sheet if necessary.

• _____

• _____

• _____

• _____

• _____

• _____

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

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

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

500 pamphlets, \$165.00
plus shipping, \$ 3.00

1000 pamphlets, \$230.00
plus shipping, \$ 4.50

2000 pamphlets, \$250.00
plus shipping, \$ 7.50

Add \$12.00 for each additional photograph to be included.

Number of pamphlets ordered _____ **TOTAL AMOUNT ENCLOSED \$ _____**

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

Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

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

Forward looking
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 Phone 402-489-9356 Phone 402-476-9211

Auction service information

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

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

The following guidelines will apply to your auction service information.

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

Satisfaction guaranteed

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

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- Your pamphlet information, order and payment must all be received together at the NAA office. The information will be typeset according to your request, within the above guidelines and layout of the NAA customer pamphlet.
- A rough layout will be prepared and sent to you for final approval.
- You respond to the NAA office (by phone or letter) approving, or correcting your NAA customer pamphlet.
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Questions about the preparation of your NAA auction customer pamphlet should be directed to the NAA office before you place your order.

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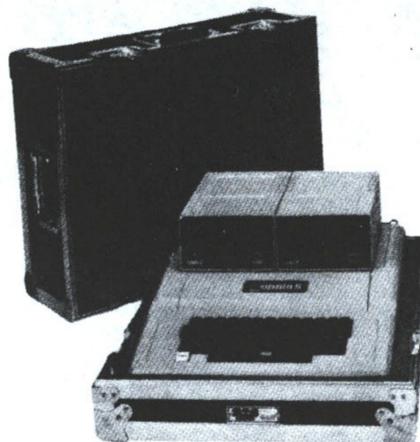
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When you get back home

NAA Seminars payoff in your auction business.

As in past years, both 1983 NAA Seminars will fill up fast. One reason is that the NAA membership demands auction information, new ideas, and business input to stay competitive. Nowadays, it's a tough marketplace. But here's your opportunity to attend three days of auction education, then return with information that goes to work in your auction business.

Consider NAA Seminars as a good investment for 1983. As a matter of fact, you may pay for the Seminar trip just by applying one new idea to your local auction market. Of course, that single Seminar idea keeps on producing. Information you can definitely put to use — that's what the NAA Seminar program is designed to present.

Assure your Seminar attendance by registering soon. The following AUCTIONEER article has all the information you'll need to plan for Louisville or New Orleans.

Sign up early, registration limited

Only 150 registrants will be accepted for each NAA seminar in 1983. Therefore, early registration and hotel accommodations are even more important. After that 150 limit is reached, a waiting list will be formed to fill in after cancellations.

If you are unable to attend a seminar, refunds will be made for cancelled registrations. However, the NAA office must be notified of the cancellation well in advance of the particular seminar week.

To reserve hotel lodging at either seminar, a special hotel reservation form for each seminar hotel will be sent to the registrant only upon receipt of the completed seminar registration on page 25.

The following room rates will be in effect for the NAA seminars.

The hotel reservation card will be the only means of assuring your hotel accommodations at either 1983 NAA seminar. Those reservations must be received by the respective hotels: January 2, 1983 for the Louisville seminar; January 20, 1983 for the New Orleans seminar.

Real Estate at Auction Seminar

January 24-26, 1983

Hyatt Regency-Louisville, Kentucky

Single (s) (1 person) \$ 47.00
Double (s) (2 persons-1 bed) \$ 57.00

Profit from real estate in Louisville

Today's real estate market demands that you stay competitive, up-to-date, and informed. Profit from the topics and instructors confirmed for the NAA Real Estate at Auction Seminar in Louisville, Kentucky.

	Monday, January 24
8:30 to 9:00 am	REGISTRATION. Only advance registration is permitted; registrants to receive their seminar materials.
9:00 to 10:15 am	LISTING, ADVERTISING, AND CONDUCTING THE REAL ESTATE AUCTION. Instructor, Thomas R. Hunt, Hunt Auction & Realty, Bowling Green, Kentucky.
10:15 to 10:30 am	REFRESHMENT BREAK. (A special spouse orientation will be held on Monday morning. Information will be presented on shopping, tours, attractions, etc.)
10:30 to 11:45 am	LISTING, ADVERTISING, AND CONDUCTING continued.
12:00 pm to 1:30 pm	LUNCHEON, fully paid seminar registrants only.

Continued page 26, column 1

Double (s) (2 persons-2 beds) \$ 57.00
plus 9.2% tax

Additional person in room \$ 15.00

Antiques and Collectibles at Auction Seminar

February 21-23, 1983

Hyatt Regency-New Orleans, Louisiana

Single (s) (1 person) \$ 72.00
Double (s) (2 persons) \$ 87.00
Suites:
1 bedroom-small \$210.00
1 bedroom-large \$310.00
2 bedrooms \$385.00
Plus 10% tax

New Orleans perfect for antiques, collectibles

The European charm and history of New Orleans is a most appropriate location for the NAA Antiques and Collectibles at Auction Seminar. The following topics and instructors have been confirmed.

	Monday, February 21
8:30 to 9:00 am	REGISTRATION. Only advance registration is permitted; registrants to receive their seminar materials.
9:00 to 10:15 am	DOLLS. Instructor, Sophie Gunsalus, Putnam, Connecticut.
10:15 to 10:30 am	REFRESHMENT BREAK.
10:30 to 11:45 am	DOLLS continued.
12:00 pm to 1:30 pm	LUNCHEON, fully paid seminar registrants only.
1:30 to 3:00 pm	AMERICAN GLASS. Instructor, Kenneth Gunsalus, Putnam, Connecticut.
3:00 to 3:15 pm	REFRESHMENT BREAK.
3:15 to 4:15 pm	AMERICAN GLASS continued.
	Tuesday, February 22
9:00 to 10:15 pm	PERIOD FURNITURE. Instructor, Robert H. Glass, CAI, NAA director, Central Village, Connecticut.
10:15 to 10:30 am	REFRESHMENT BREAK.
10:30 to 11:45 am	PERIOD FURNITURE continued.
12:00 pm to 1:30 pm	LUNCHEON, fully paid seminar registrants only.
1:30 to 4:15 pm	TOUR OF HISTORIC NEW ORLEANS HOME.
	Wednesday, February 23
9:00 to 10:15 am	CLOCKS. Instructor, Dana J. Blackwell, vice president, E. Howard Clock Company, Naugatuck, Connecticut.

Continued page 26, column 2

Louisville continued

- 1:30 to 3:00 pm **APPRAISING REAL ESTATE FOR SALE AT AUCTION.** Instructor, D. Kim Ellis, MAI, Ostendorf-Morris Real Estate, Cleveland, Ohio.
- 3:00 to 3:15 pm REFRESHMENT BREAK.
- 3:15 to 4:15 pm **APPRAISING REAL ESTATE continued.**
Tuesday, January 25
- 9:00 to 10:15 am **REAL ESTATE LAW AS IT AFFECTS REAL ESTATE AUCTIONS.** Instructor, Thomas E. Tobin, attorney at law, Indianapolis, Indiana.
- 10:15 to 10:30 am REFRESHMENT BREAK.
- 10:30 to 11:45 am **REAL ESTATE LAW continued.**
- 12:00 pm to 1:30 pm **LUNCHEON**, fully paid seminar registrants only.
- 1:30 to 3:00 pm **REAL ESTATE AUCTION DEMONSTRATION.** Presentations by NAA members, their methods, chants, etc. Moderator, president-elect William L. Gaule, CAI, 1983 seminar chairman, Chatham, Illinois.
- 3:00 to 3:15 pm REFRESHMENT BREAK.
- 3:15 to 4:15 pm **REAL ESTATE AUCTION DEMONSTRATION continued.**
Wednesday, January 26
- 9:00 to 10:15 pm **CLERKING, CASHIERING, AND CLOSING THE REAL ESTATE AUCTION —**



HOME OF THE KENTUCKY DERBY — Real estate at auction will be the Seminar topic in Louisville, which hosts the Kentucky Derby each year at Churchill Downs.

MANUAL METHOD. Instructor, Richard T. Kiko, NAA director, Canton, Ohio.

- 10:15 to 10:30 am REFRESHMENT BREAK.
- 10:30 to 11:45 am **CLERKING, CASHIERING, AND CLOSING — COMPUTER METHOD.** Instructor, J. Greg Ruthven, Vertimax Corporation, Lakeland, Florida.
- 12:00 pm to 1:30 pm **LUNCHEON**, fully paid seminar registrants only.
- 1:30 to 3:00 pm **GENERAL CONCERNS ABOUT REAL ESTATE AUCTIONS.** Moderator, William L. Gaule, seminar chairman.
- 3:00 to 3:15 pm REFRESHMENT BREAK.
- 3:15 to 4:15 pm **GENERAL CONCERNS continued.**
- 4:15 pm **PRESENTATION OF SEMINAR CERTIFICATES.**



ONE OF THE SITES in historic New Orleans is the modern architecture of the Hyatt Regency Hotel, headquarters for the NAA Seminar in February. Within walking distance of the hotel is the famous Superdome.

New Orleans continued

- 10:15 to 10:30 am REFRESHMENT BREAK.
- 10:30 to 11:45 am **CLOCKS continued.**
- 12:00 pm to 1:30 pm **LUNCHEON**, fully paid seminar registrants only.
- 1:30 to 3:00 pm **IDENTIFYING ANTIQUES.** Instructor, Phillip A. Viviano, Newell, North Carolina.
- 3:00 to 3:15 pm REFRESHMENT BREAK.
- 3:15 to 4:15 pm **IDENTIFYING ANTIQUES continued.**
- 4:15 pm **PRESENTATION OF SEMINAR CERTIFICATES.**

New Orleans Feb.

1983 NAA Seminar Registration

New Orleans, Louisiana, February 21, 22, 23
Hyatt Regency Hotel

SUBJECT: SELLING ANTIQUES AND COLLECTIBLES AT AUCTION

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

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1983 Seminars. The hotel reservation form for the February, New Orleans Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the New Orleans Antiques and Collectibles Seminar must be made by January 20, 1983.**

REGISTRATION FEES

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1983 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse, family member, or guest attending with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 NEW ORLEANS SEMINAR REGISTRATION.

_____ \$150 Three-day Seminar registration
_____ \$ 75 Spouse/guest three-day Seminar registration

\$ _____ TOTAL NEW ORLEANS SEMINAR FEES

Enclosed is my check in the amount of \$....., made payable to the National Auctioneers Association, for my 1983 NAA New Orleans Seminar Registration.

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

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminar registration fee to:

NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510-2487

Louisville Jan.

1983 NAA Seminar Registration

Louisville, Kentucky, January 24, 25, 26
Hyatt Regency Hotel

SUBJECT: SELLING REAL ESTATE AT AUCTION

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

HOTEL RESERVATIONS

Seminar registrants must make their own hotel reservations for each of the 1983 Seminars. The hotel reservation form for the January Louisville Seminar will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the Louisville Real Estate Seminar must be made by January 2, 1983.**

REGISTRATION FEES

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1983 NAA Seminar. Three-day fees are \$150 per NAA member; half price (\$75) for NAA member's spouse, family member, or guest attending with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 LOUISVILLE SEMINAR REGISTRATION.

_____ \$150 Three-day Seminar registration
_____ \$ 75 Spouse/guest three day Seminar registration

\$ _____ TOTAL LOUISVILLE SEMINAR FEES

Enclosed is my check in the amount of \$....., made payable to the National Auctioneers Association, for my 1983 NAA Louisville Seminar Registration.

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

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminar registration fee to:

NATIONAL AUCTIONEERS ASSOCIATION
135 Lakewood Drive, Lincoln, NE 68510-2487

Seminar instructors

Thomas R. Hunt is a graduate of Western Kentucky University with bachelor's degree in agriculture. He is a charter member of the Certified Auctioneers Institute, a state director for the Kentucky Auctioneers Association, and a speaker at seminars and conventions for that organization. Mr. Hunt is owner, president and broker for Thomas R. Hunt Auction & Realty in Bowling Green, Kentucky.

Active in real estate auctions for the past twelve years, he has conducted hundreds of sales. Mr. Hunt's extensive use of color handbills and television for auction advertising was a first in his area, and has been recognized as a winner in the NAA advertising contest. This positive attitude and expertise in advertising has been directly responsible for the successful auctions of the Hunt company.

Knowledgeable in all phases of the auction and real estate markets, Thomas Hunt's personal success can be measured by the ever increasing number of sales booked through Hunt Auction & Realty each year.

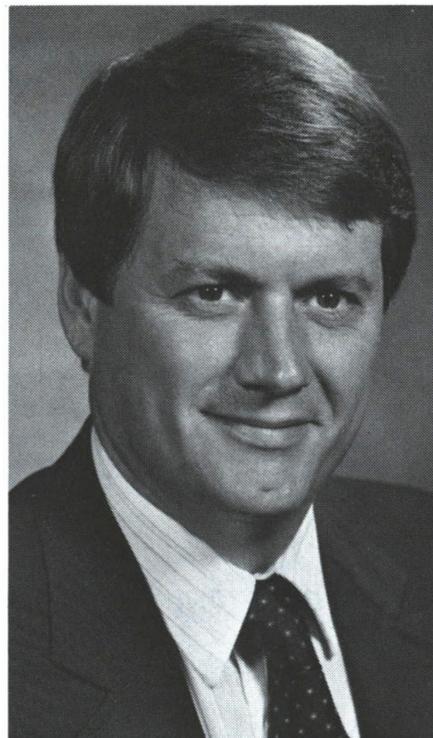
Dana J. Blackwell is a native of Naugatuck, Connecticut, graduating from Monson Academy and Tufts University. After ten years of teaching mathematics, English, Latin and German, he spent twenty-five years in engineering and designing aircraft instrument systems, a field in which he obtained a number of patents. Since retirement he has served as chief engineer and vice president of the E. Howard Clock Co.; and as vice president and horological consultant to the American Clock & Watch Museum in Bristol, Connecticut. In the last three years he has restored 350 museum clocks and set up numerous exhibits of watches. Mr. Blackwell is presently first vice president of the National Association of Watch & Clock Collectors, numbering 35,000 members. He is also a member of the Antiquarian Horological Society of Great Britain and other horological, antiquarian, and preservation organizations.

NAA seminars — who may attend

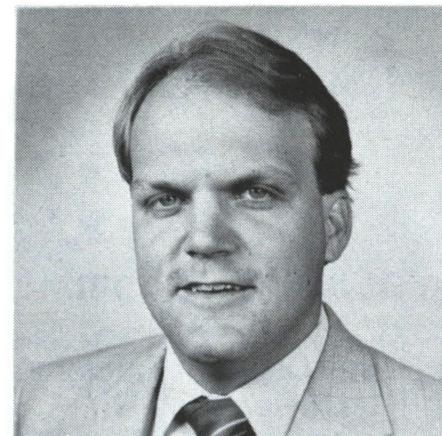
To clarify exactly who may attend an NAA seminar, the following Board of Directors' policies apply.

1. NAA member auctioneers must register themselves, family, and non-auctioneer business associates for the entire program, no partial registrations. **Under no circumstances will a non-member auctioneer be allowed to register for an NAA seminar.**

2. Only NAA auctioneers can attend NAA sponsored functions. **If an auctioneer works for an NAA member, that non-member auctioneer employee cannot attend the NAA seminars.** The non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA seminar.



THOMAS HUNT, conducting the real estate auction.



J. GREG RUTHVEN, computer clerking/cashiering instructor.



D. KIM ELLIS, MAI, real estate appraisal instructor.

Founding president of the Naugatuck Historical Society, Dana Blackwell has served as treasurer and as a vice president of the Connecticut League of Historical Societies. Interests in education have included serving on boards of two private schools and as chairman of the Naugatuck Board of Education.

Mr. Blackwell's lifelong interest in clock and

3. On the other hand, non-auctioneer employees — clerks, cashiers, ringmen, secretaries, etc. — can attend NAA seminars only when they are accompanied by the NAA member employer. The reduced registration cost for the non-auctioneer employee only applies **when the NAA member accompanies the employee to the NAA seminar.**

4. **NAA spouses can attend seminars without the NAA member**, but the spouse must pay the full seminar registration cost. The reduced registration fee only applies to the second, third, fourth, etc., registrations after the NAA member makes a full registration for the event.

Because of the 150 limit in seminar registrations, **NOW** is the time to assure your seminar attendance for the 1983 NAA seminars.

Any questions about the upcoming seminars and your hotel lodging should be directed to the NAA office as soon as possible.



THOMAS E. TOBIN, real estate laws.



DANA J. BLACKWELL, clocks instructor.

watch collecting has resulted in consultation for leading museums, as well as articles for American and foreign publications.

Thomas E. Tobin has been a practicing attorney for 23 years and maintains his law office in Indianapolis. He was granted a Doctor of Jurisprudence Degree in 1958 by the Indiana School of Law and received his Bachelor of Science Degree in Economics from Purdue University in 1955.

Mr. Tobin is a member of the faculty of the Certified Auctioneers Institute.

For the past ten years he has been a guest lecturer for both the Indiana University School of Business and the School of Continuing Education in the fields of real estate, real estate law, and business law. He has authored numerous articles and has appeared frequently as a speaker and as a panel member before various groups concerning real estate and real estate law.

Mr. Tobin has served as an officer of various Bar Association organizations and has worked on numerous committees in the fields of probate law, estate planning and real estate.

J. Greg Ruthven is director of marketing, Professional Auctioneer's Computer Systems (PACS), a division of Vertimax Corporation, Lakeland, Florida. The company specializes in the development of micro-computer based software packages for use by professional auctioneers in the processing of real estate and personal property auctions.

Prior to his association with Vertimax, Mr. Ruthven was director of resort sales for the Boyd Corporation in Bradenton, Florida.

Mr. Ruthven is a lifelong resident of Lakeland, Florida, holds a bachelor's degree from Florida State University with a major in real estate. He is a registered real estate broker in the state of Florida, a Realtor® and is a real estate instructor licensed by the Florida Real Estate Commission.

D. Kim Ellis, MAI. A senior appraiser for the Cleveland, Ohio, real estate firm of Ostendorf-Morris Co., Kim Ellis is responsible for appraisal of major industrial, office, commercial, and special purpose properties; plus valuation testimony, and preparation of extensive written reports. Mr. Ellis' extensive professional background includes experience as an independent fee appraiser, income property and residential loan portfolio development, and appraisal of urban income properties, and government acquisitions.

Kim Ellis is a member of the American Institute of Real Estate Appraisers, and has taught real estate appraisal at the community college level.

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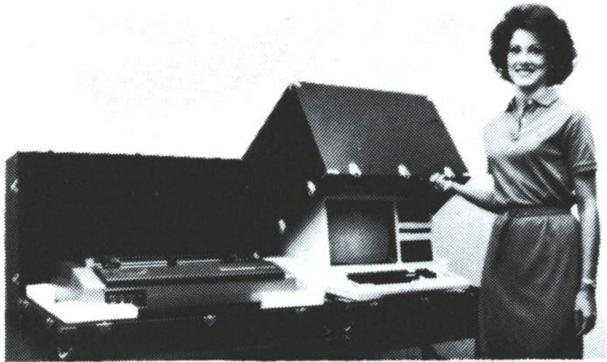
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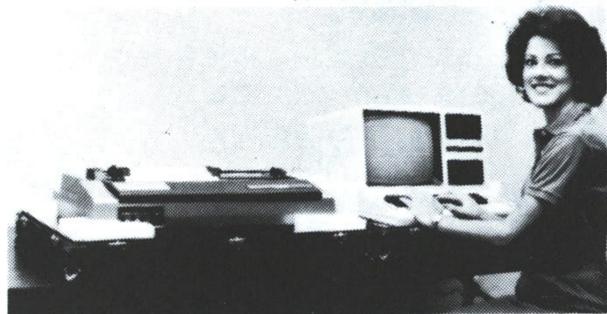


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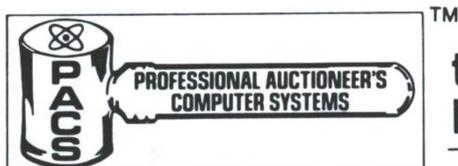
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3860	PORCELIN STATUE	1	5.00	5.00
3895	CHELSEA SHIP'S CLOCK	1	355.00	355.00
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	TAX			24.98
	TOTAL AMOUNT DUE			857.48

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PACS

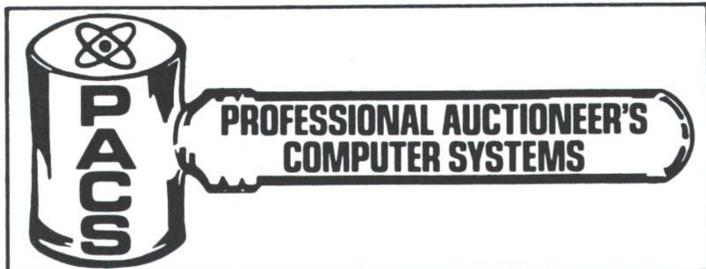
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“Post hole” of knowledge about antiques

By Robert H. Glass, CAI
NAA Director

Antiques has been the subject of many articles in THE AUCTIONEER, and I have chosen to dig “a post hole of knowledge” similar to an archaeologist doing a strata boring of earth to determine evidence of past civilizations. Let’s dig a post hole of the world of antiques in the hope of adding to your storehouse of knowledge. As you become more knowledgeable, you are better able to serve your clients by luring the correct buyers to your auctions, because you have described accurately the style, type and possibly the date or origin of some of the antiques you may handle.

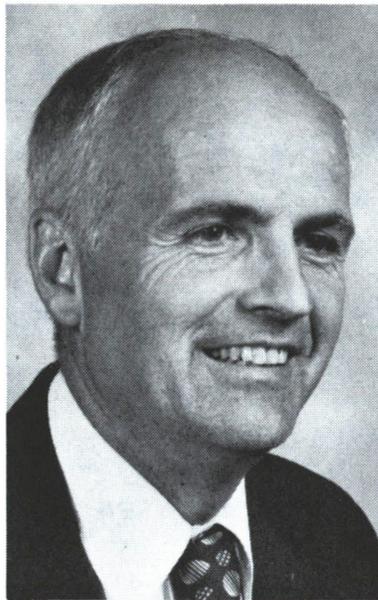
Let’s explore the common term “**depression glass**” and its many ramifications. Value will not be a part of this article because value is an everchanging opinion, depending on location, condition, pattern, quantity, economical times, availability, and regional demand.

The term “depression glass” does not apply to all American-made glass produced during the 1920’s and 1930’s. Actually, all depression glass has certain characteristics. It is machine-molded glass, produced automatically by forcing liquid glass through pipes into pressing molds. The technique and machinery or making this glass was new in the 1920’s. Much of the glass was molded with decorations in relief, being transferred from a design cut into the mold. The effect was that of an etched pattern without the expense of the hand work. The price of this depression glass certainly appealed to the depression housewife.

For only a few cents apiece, this glassware in an array of colors could be added to the cupboard. In 1927 for example, Sears Roebuck advertised a twenty piece set of green depression glass for \$2.50, and a sixteen piece berry set for \$1.35. Since practically every household had this depression glass, and has long since pitched it out, there is now much of the proverbial “weeping and gnashing of teeth” as the current price guides list the value of this glassware on today’s market.

Glass companies producing depression glassware during the 1930’s included the Federal Glass Co., Macbeth-Evans, Jeanette Glass, Hazel-Atlas Glass, Hocking Glass, and Indiana Glass. They produced their wares in beautiful shades of cobalt blue, ruby, bright green, amethyst, iridescent carnival orange, aquamarine, pale pink, and yellow. The pieces were irresistible to depression weary women.

Many companies gave away depression glass items as advertising gifts: “Dad’s Root Beer” mugs, “Shirley Temple” cereal bowls, “Sunkist” juice



NAA director Bob Glass was elected to the Board of Directors in 1981. He is the owner of the Robert H. Glass Auction Gallery in Central Village, Connecticut, and is active in the Connecticut, Massachusetts and Rhode Island Auctioneers Associations. The Glass firm specializes in auctioning antiques, and features the added talents of auctioneer and wife Barbara Glass, and six children, all of whom are also practicing auctioneers.

glasses, measuring cups, pitchers. Bowls and mugs in all sizes and shapes were distributed free in order to corner the buying power of the depression era housewife.

An often heard remark about a piece of china is “Oh yes, that’s a Dresden piece”. Consider the Dresden syndrome and analyze the Dresden myth.

Dresdenware is a noted superior variety of white, hard-clay porcelain. It was first made in Europe by Johann Fredereich Bottger in 1707 at Meissen, near Dresden, Germany, and is remarkable for its style and decoration. Its ingredients are kaolin, feldspar and broken biscuit porcelain. It is also known as Meissenware and Royal Saxon. The royal mark is a pair of crossed German swords, pommels downward and bladetips upward, impressed in blue.

A good book for further reference on all types of pottery is “THE BOOK OF POTTERY AND PORCELAIN” by Cox, Crown Publishers of New York City.

Two terms often mentioned in auction circles concerning glass are **Bristol glass** and **Amberina**.

Bristol glass is a product from several glass

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factories in Bristol, the commercial seaport city in Gloucestershire, England. The early Bristol glass of the 1700's was a cheaper glass and forced the eventual demise of the quality glass houses, such as Amelung and Stiegel. Unfortunately, most of the Bristol glass that has survived is of the late Victorian type (1880-1890), and is usually in the form of vases of varying heights. Signed "Lagiv", Bristol is of the decorative Victorian period, and the signature is that of the artist employed at that period. As to the value of Bristol glass in our area, current glass books list 16" vases at about \$100 for the pair. Realistically, Bristol is presently one of the slower movers in glassware and is about \$25 a pair.

Amberina glass was made initially by the New England Glass Co. of Cambridge, Massachusetts, in 1883. Edward J. Libby, an official in the firm at that time, is credited with coining the name "amberina". It was produced by adding "gold-color" to the batch mix in the pot, resulting in the eye-catching colors that are noted in amberina glass.

An amberina punch set, with pitcher and six matching cups, lists for about \$200, while a cruet lists for \$95. In today's changing world of antiques, where the "reproduction market" affects all values, the old amberina doesn't really bring in more than one-half of the book value in rural New England. We met this dilemma at a recent auction where we sold a really fantastic collection of amberina and were disappointed. The "repro" amberina looks and feels just as beautiful as the old.

The broad subject of "Ironstone" might need a little more clarification.

Ironstone chinaware, especially serving pieces, was quite common from 1870-1910, many pieces coming from Cleveland, Ohio. Ironstone china was made by using clay in combination with pulverized slag of ironstone.

Ironstone (a variety of clay) found in Yorkshire, England, was utilized by the Wilkinson Potters, who were among the better chinaware manufacturers. Wilkinson placed the words "Royal Ironstone China" on their pieces; with a lion and horse mounted on a crowned design on the back of many pieces. Marked pieces, of course, bring a better price than unmarked pieces. We have just recently noticed a revival in the hunt for marked ironstone and the resulting upsurge in prices. A typical sixteen inch white (marked) ironstone platter recently sold for \$37.50

In our native New England, we have come across many "kewpie" dolls, and they have a unique history. These pixie-like dolls came to life in 1913. They were about five inches tall and cost a quarter each. However, the kewpies appeared long before that time in the illustrations of children's books. In a 1909 LADIES HOME JOURNAL those chubby, happy-faced little people danced and played their joyous way through the magazine pages. But in 1913 a doll maker named Rose O'Neill decided to mold a doll about five or six inches tall. She marketed it, and the kewpie doll was an instant success.

Continued page 34, column 1



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Getting the business: Part I

Brand new, What to do

By Gary Day, CAI
NAA Director

Every month I have one or two recent graduates of auction schools come into my office inferring that the established auction companies might as well close shop and retire, now that they are full-fledged "Colonels" and have an auction school diploma to prove it. Some have the idea that after finishing school, all they have to do is go back home, get a yellow page ad, hang out a shingle, put magnetic signs on their pickups, and then get out of the crowd's way that will beat a path to their door!

I can think of few businesses that require a new person to "PAY YOUR DUES" more than the auctioneering profession. What I mean is, it usually takes years of dedicated, hard work to establish yourself in the community you serve as an auctioneer, even though you may have been born and raised within ten miles of your new business.

This is a very personal business, based upon a unique individual talent. Because of that talent an auctioneer can command sizeable commissions and fees. Clients look to you as the "expert" in almost everything. By the hour of "crying the sale" — we might probably be the highest paid profession in the world. Getting up in front of the crowd is a very small part of being successful — you still must manage a business venture.

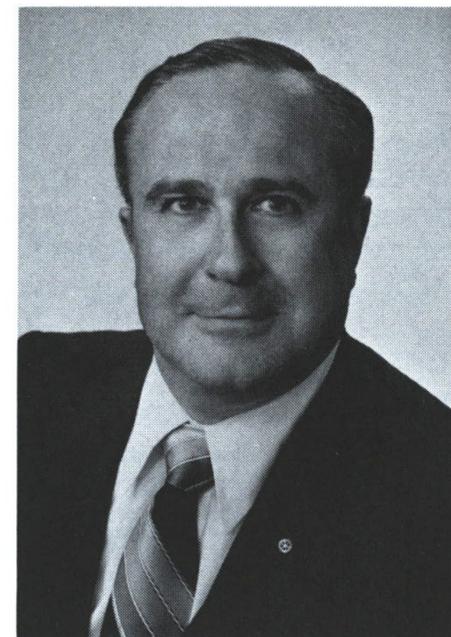
There isn't a "How to" textbook about auctions, but recently some excellent reference guides have become available. With this series of articles, I hope new auctioneers will gain some ideas in getting a business underway. My business the last 14 years has been basically commercial and industrial auctions. Therefore, some of my suggestions would

Continued from page 33

The name "kewpie" was derived from the word Cupid. For those who have never seen a kewpie doll, be it known that these little dolls were quite risqué for their day. They wore very little clothing, and often were portrayed as an Indian, a sailor, soldier, farmer, musician, and so on. A lot of them are around and are quite collectible. There is a book about them, too, written by Mariene Leuzzi, "KEWPIES IN ACTION". Prices for kewpie dolls range from \$12 to \$37 each.

Feel free to either write or call me if I can assist you in identifying any of your antiques, I would also be pleased to assist you in any phase of your auction business. My phone number is 203-564-7318.

Gary Day, CAI, was elected to the NAA Board in 1982 at the Atlanta Convention. He is the president and owner of the Auction Corporation of America, with corporate offices in Portland, Oregon. Gary is finishing his second term as president of the Oregon Auctioneers Association, and was a member of Charter Class of the Certified Auction Institute in 1978.



not be in tune with a strictly farm sale auctioneer's technique.

Place of business

Obtain a clean, quiet office area separate from your residence. It identifies you as being seriously in business — and should fit the image you are attempting to present. I realize it's very tempting from a cost basis to operate out of your home when new in this occupation, especially as so many start out part time, but try to keep it as short a time as possible.

Secretary and telephone

If you can't afford a secretary then connect with an answering service to answer the phone in a *business like manner* with 24 hour, seven days a week service, especially when you are not in. As a last resort, use an answering machine with a *pleasant message* since many prospects may be offended by a mechanical device. Use a remote access type of machine so you can check and return calls promptly. Think about a pocket pager or even a mobile phone so you can be contacted out in the field. I once lost a large sale because the client couldn't reach me quickly.

Business cards

Immediately get a quality card printed and distribute them to virtually everyone you meet. It is often the only reference to your business that they will have after you have called on prospects. Keep in mind that many people in your area will remember you in your previous job. **DO NOT USE** silly mottos such as "Have gavel, will travel" or "Auction anything — anywhere — anytime". They do not fit the professional appearance you wish to impart.

DO USE your NAA logo and state association logos on your business cards, stationery, and in all ads and brochures. I recommend that you have a good "head and shoulders" photo of yourself taken by a professional photographer, for use on letterheads, cards, and in auction advertising.

Service clubs

As soon as possible, get recommended as a new member to local service clubs such as Rotary International, Kiwanis, Lions, Jaycees, etc. I personally prefer Rotary International since they restrict membership to only the business owner or top management), and usually only have one person representing an occupation. You meet weekly with the level of management that you intend to do business with. This is no to say that the others are not excellent service organizations.

Get involved in the service club's fund raising efforts, and of course, propose an auction as soon as practical. The favorable exposure it will give you is invaluable.

Politics — stay out

DO NOT get involved in local politics unless you are well established. Many well-intentioned new auctioneers serve on school boards, water districts, city councils, etc. In this business you need friends more than you need enemies! Political activity will get your name in the local papers, but realize that as a rule no matter what political decision you make you are going to irritate some of the voters.

There is absolutely no evidence that irritating ads work. They may be remembered and talked about — but they don't sell the product. Commercial

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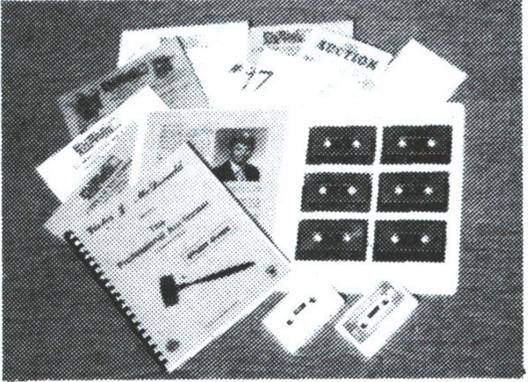


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- 1985 — Philadelphia, Pennsylvania, July 30 to August 3 (Franklin Plaza)
- 1986 — San Francisco, California, July 29 to August 3 (San Francisco Hilton & Towers)
- 1987 — Hollywood, Florida, July 7 to July 12 (Diplomat Hotel)

Seminars

- 1983 — Louisville, Kentucky, January 24-25-26 (Hyatt Regency)
- New Orleans, Louisiana, February 21-22-23 (Hyatt Regency)
- 1984 — San Diego, California, January 23-24-25 (Hilton Hotel)
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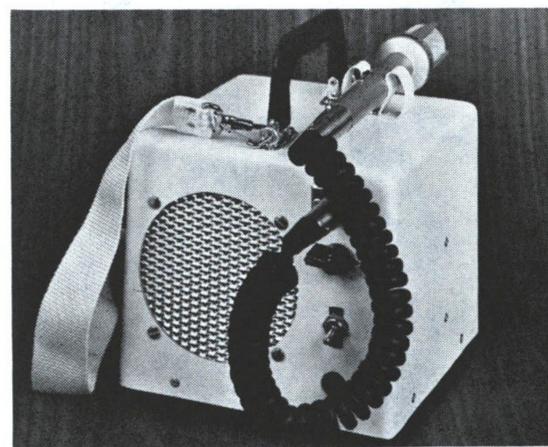
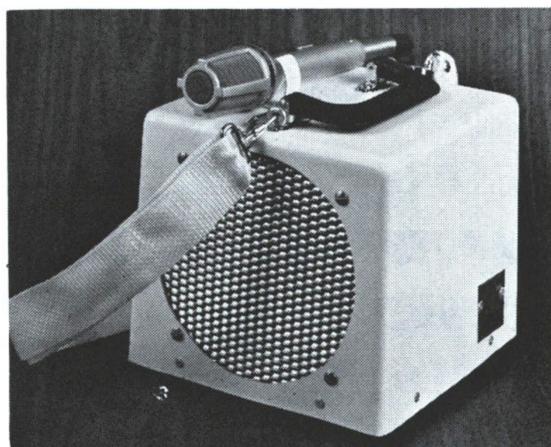
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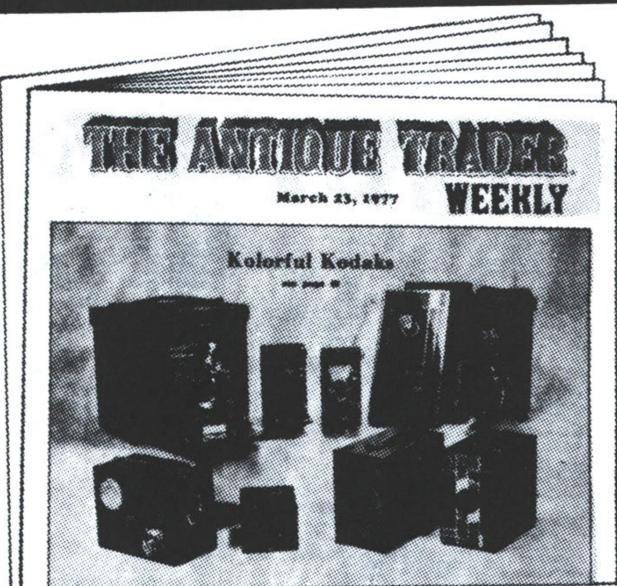
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Auxiliary to the National Auctioneers Association

Dear Auxiliary members and friends,

Time passes so swiftly; it seems such a short time ago we were in Atlanta. To all of you who were in charge of the Auxiliary luncheon, various programs and committees, you are to be commended for an outstanding job at the NAA Atlanta convention.

I have been appointed as the membership chairperson for 1982-1983. I need your help to fulfill this obligation. If you have not yet paid your dues, please do so. You may send your dues to our secretary-treasurer, Mrs. Tomi Ayres, 223 Jacksboro Park, La Foullette, Tennessee 37766. If you are not a member, please join with us. We need you to make this a great year.

Let me share with you a couple of reasons *why I am a member*. I enjoy meeting new people, exchanging ideas and thoughts with others who are engaged in the auction profession. Since I have been an Auxiliary member, I have made so many new friends and look forward each year to seeing them again at our convention. What better way to get acquainted with other auction people than by belonging to the NAA Auxiliary?

At each NAA convention — without exception — I have learned concepts and methods that have helped us in our business. The Auxiliary Educational Program in Atlanta was particularly good and informative. What better way to gain knowledge than to be a part of the NAA Auxiliary?

An organization can only be as good as the people who belong and support it. Get involved, come join with us in the NAA Auxiliary. Let's make this a record breaking year with new members.

Plan to attend the NAA convention in Houston, and I am sure you will agree it will be a worthwhile experience for you.

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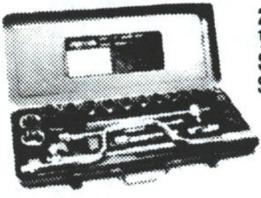
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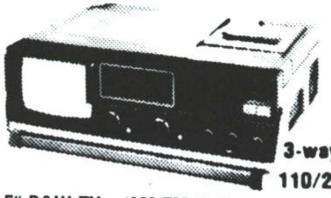
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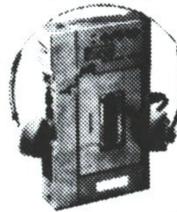
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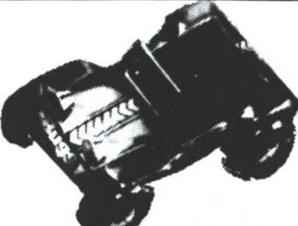
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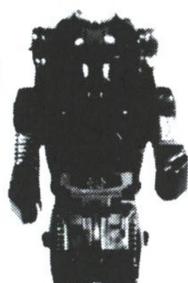


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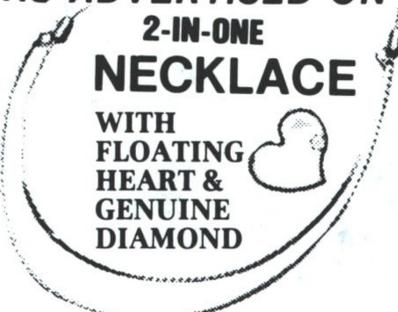


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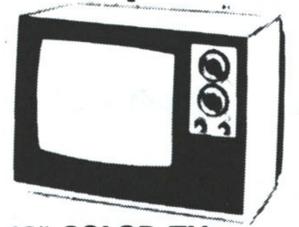


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Livestock at Auction

Congress '82 summary now available from LMI

Kansas City, Missouri — A 22-page summary of Livestock Marketing Congress '82 is now available, free of charge, from Livestock Merchandising Institute, 301 East Armour Boulevard, Kansas City, MO 64111.

Single copies of the "Special Report" on Congress '82 can be obtained by contacting the Institute. This year's Congress had as its theme, "Charting The Future: Longer-Term Prospects For North America's Livestock Industry".

The Congress, held in June in Regina, Saskatchewan, was divided into five program sessions: The Future and Red Meat. Assessing Our Future Production Potential, Assessing Our Future Marketing Potential, Steps To The Future, and Assessing Our Opportunities.

Among the numerous speakers were futurist Theodore J. Gordon; industry leaders Charles A. Gracey, manager of the Canadian Cattlemen's Association, and Orville K. Sweet, executive vice president of the National Pork Producers Council; plus marketing specialists Dr. Max Brunk from Cornell University and Professors Clement E. Ward from Oklahoma State University and Edward Uvacek, Jr., from Texas A&M.

The Congress has been conducted annually since 1970 by the Institute, and is widely recognized as the industry's foremost annual conference on livestock economics.

"Eight Steps Toward Profitability"

Well-known livestock industry commentator C. O. "Ces" Emrich offers "Eight Steps Toward Livestock Profitability" in a new publication from Livestock Merchandising Institute.

Emrich's "Eight Steps" offers concrete proposals for a profitable industry future. Single copies of the pamphlet are available free by contacting the Institute.

Emrich, president of COE Cattle Company and C. O. Emrich Enterprises, Norfolk, Nebraska, is a founder of the Institute and former chairman of the National Livestock and Meat Board.

He offers his ideas on a number of industry topics, including livestock production and marketing, research, establishing "a more workable relationship" between the production and marketing sectors, and suggestions on improving cattle futures marketing.

The publication is edited from a series Emrich wrote recently for MARKETLINE, the Institute's weekly newsletter for its Trustees.

a special report

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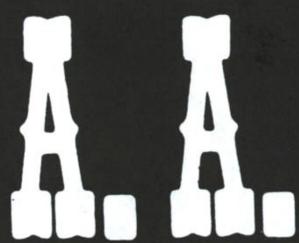
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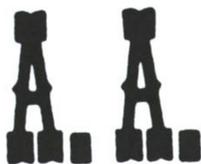


TRAVELING ROAD SHOW SCHEDULE: FALL, 1982

SPECIAL SALES VALUES ARE OFFERED TO DEALERS ATTENDING ANY SHOW.

Dallas, TX	Holiday Inn—Market Center	I-35 & 1955 N. Industrial Blvd.	August 22, 23, 24
Houston, TX	Quality Inn—University	3815 Gulf Freeway	August 27, 28, 29
New Orleans, LA	Holiday Inn—East Highrise	6324 Chef Menteur Hwy.	September 2, 3, 4
Denver, CO	Holiday Inn—East	13800 Colfax	September 5, 6, 7
Ft. Lauderdale, FL	Holiday Inn—West	5100 North St.	September 8, 9, 10
Minneapolis, MN	Airport Inn	7800 34th Ave. South	September 12, 13, 14
Salt Lake, UT	Howard Johnson	122 W.S. Temple	September 12, 13, 14
Tampa, FL	Holiday Inn—Downtown	111 W. Fortune St.	September 13, 14, 15
Jacksonville, FL	Ramada Inn—South	I-95 S. and University Blvd. West	September 18, 19, 20
Kansas City, KS	Holiday Inn—Misson	7240 W. 63rd St.	September 20, 21, 22
Roanoke, VA	Best Western Coachman Inn	220 North	September 25, 26, 27
Portland, OR	Holiday Inn—Coliseum	10 N. Weidler, I-5 and Coliseum Exit	September 26, 27, 28
San Diego, CA	Rodeway Inn—North Harbor	2901 Nimitz Blvd.	September 26, 27, 28
Wash./Balt.	Holiday Inn—Laurel	Exit Wash./Balt. Pkwy, and 198 West	September 30, October 1 and 2
Milwaukee, WI	Ramada Inn—Downtown	633 W. Michigan	October 3, 4, 5
Seattle, WA	Holiday Inn—Boeing Field	11244 Pacific Hwy. South	October 3, 4, 5
Boston, MA	Holiday Inn—Newton	399 Grove St.	October 6, 7, 8
Des Moines, IA	Holiday Inn—North	3501 E. 14th St.	October 10, 11, 12
Hartford, CT	Ramada Inn	1330 Silas Deane Hwy.	October 11, 12, 13
Spokane, WA	Ramada Inn	International Airport	October 17, 18, 19
Syracuse, NY	Syracuse Airport Inn	Hancock International Airport	October 17, 18, 19
Pittsburgh, PA	Holiday Inn—Airport	1406 Beers School Rd.	October 23, 24, 25
Cleveland, OH	Howard Johnson—North	4751 Northfield Rd.	October 29, 30, 31
Phoenix, AZ	Best Western—Central Plaza	4321 N. Central Ave.	October 31, November 1 and 2
Columbia, OH	Howard Johnson—North	999 E. Granville Rd.	November 4, 5, 6
Detroit, MI	Ramada Inn—Metro Airport	8270 Wickham Rd.	November 9, 10, 11
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Real Estate at Auction

News release countered auction criticism

When NAA member **David M. Kaufman**, Chicago, Illinois, heard a public official criticize the auction method as "only for distressed (real estate) properties", he countered with a news release. THE AUCTIONEER received a copy of the late September release which not only handled the criticism, but further informed the media of an upcoming Kaufman auction the following month.

The news release exemplifies a public relations/advertising combination that can result in "free ink" publicity for an auction.

Emphasis in the article added by THE AUCTIONEER.

Auction of prime Lake Zurich shopping center refutes Chicago plan official

In a recent comment made on WBBM-AM radio, Chairman of the Chicago Plan Commission, Miles Berger, contended that real estate auctions were *only* for distressed properties. Berger made the claim in reference to the methods that were being considered for selecting a major developer for the North Loop Project.

"Not true!" says David M. Kaufman, president of David M. Kaufman Associates, Inc., a major auctioneer of midwestern real estate.

"Racehorses, rare stamps, coins, and fine art are almost always sold at auction. It's fair, fast, and yields accurate market value. The very same can be said for quality real estate sold by the auction method," Kaufman pointed out.

Kaufman cited the impending auction of the Orchard Shopping Center in Lake Zurich as being a perfect example of a prime property that is being sold at auction. Completed in November, 1979, it is a single-story neighborhood strip shopping center containing a net rentable area of 99,378 square feet. The property is well-located, being situated on 11.4 acres at the southwest intersection of State Routes 12 and 22, the two major traffic arteries of Lake Zurich. The center's two main tenants, Eagle Food

Store and Ace Hardware occupy anchor positions of 28,646 and 18,810 square feet, respectively. Other tenants include Fayva Shoes, Hallmark, Unique Gift, Hank's Automobile Supply, Fashion Center, International Hair Fashion, Jages Men's Wear, Orchard Travel, R+E Toys, Yarn Spinner, Bridgets and a dentist's office.

"The Orchard Shopping Center exemplifies quality real estate, having both desirable location and proven tenants. The Eagle Food Store, for instance, is reportedly one of the most profitable Eagle Stores in the greater Chicago area as evidenced by its 1981 sales volume of \$400 per square foot, well in excess of the industry average," stated Kaufman. "It is the newest and only neighborhood center in Lake Zurich, being ideally located in the far northwest suburban corridor which is experiencing rapid residential and commercial growth as a natural extension of the trend set by the Schaumburg/Buffalo Grove Market."

Ownership of the center, as represented by the Chicago real estate firm of Murdoch and Coll, is selling the center as a means of implementing a revision in their investment strategy. Instead of structuring tax shelter opportunities in oil, residential property or commercial property as Murdoch and Coll has done in the past three years, they have recently shifted their specialization to the renovation of major downtown office buildings. An auction sale of the Orchard Shopping Center provides a quick way to remove this property from their portfolio at a fair price, allowing them to concentrate on their current project, the renovation of the Paul Brown Building in St. Louis.

The use of an auction to accomplish this was selected because of its primary advantage over a conventional, privately-negotiated sale: the timeliness with which an auction can be conducted. From start to finish Kaufman expects the entire process to take less than two months. Considering the essential illiquidity of real estate, this is a considerably faster way of converting a property's equity into cash.

(The auction of the Orchard Shopping Center was scheduled for 1:30 p.m. on October 21 in the Illinois Room, on the 9th floor of the Chicago Title and Trust Company building.)

"Murdoch and Coll has structured attractive seller financing and will be carrying 10 year, 11% interest, only financing on 77% of the purchase price," concluded Kaufman.

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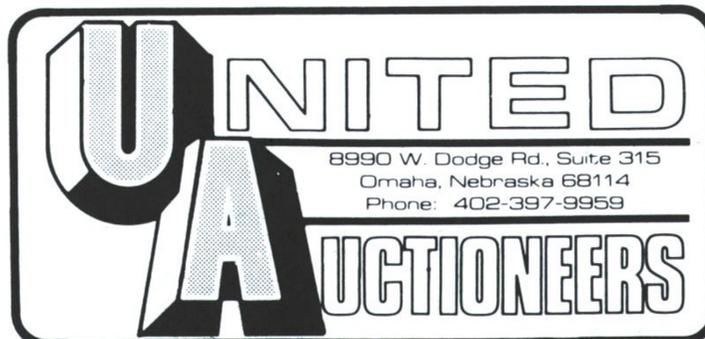
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Antiques at Auction

Antiques and Americana . . .

Milk pans

By George Michael
NAA member
Merrimack, New Hampshire

Before the American Revolution, most potters were turning out utilitarian wares. Little was made for just decorative use, and the clay most often used was redware brick clay. After the revolution, stoneware clay, found extensively in New Jersey and New York state, was put to use and redware diminished in importance. Stoneware was tougher, more durable, easier to fire and could be simply decorated. One product that was made well into this century was the milk pan, used to separate cream from milk.

The best height was felt to be three to four inches, with some only glazed on the inside to hold the liquid. During the 18th century, they were made exclusively in redware, but even with the advent of the more desired stoneware, redware clay was favored in the 19th century. To use the bowl, a straining cloth would hold the cream enough so it could be skimmed, falling lightly into the milk. The pan was then placed in a cool place — a cellar or spring house — where the cream would rise, most quickly at a temperature of about fifty degrees farenheit. The straining cloth would hold the cream enough so it could be lifted and poured into a container. The skim milk was then used for cooking or drinking.

Today, milk pans are collected as well as remaining functional. Any good bowl is usable for fruit, nuts, potato chips, or food of almost any kind. Some bowls are as high as six inches, with varying heights in between. In his book, *EARLY AMERICAN FOLK POTTERY*, Harold Guiland pictures a stoneware milk pan made in Delaware about 1790, so you can find some early bowls in this clay as well.

Questions/answers

From Grand Rapids, Michigan — We have several old trunks that we would like to fix up, they are family pieces, but we cannot find missing brass corners, or locks. Does anyone sell trunk parts?

Answer — I suggest contacting the Antique Trunk Company, 3706 West 169th St., Cleveland, Ohio 44111. They will send you a catalog for 50¢. The owners, Martin and Maryann Labuda have written two books on restoring trunks. Also, you might contact Charlotte Ford Trunks, Ltd., Box 536, Spear-



MILK PANS after the American Revolution were made with stoneware clay.

man, Texas 79081; Garret Wade Co., 161 Avenue of the Americas, New York, New York 10013, offers a trunk parts catalog at \$4.

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Florida Auctioneers Association, Inc. — President: Kale Albritton, 1023 Euclid Ave., Lakeland 33807, phone 813-687-0610. Secretary-treasurer: Billy H. Wells, 121 Aldean Dr., Sanford 32771, phone 305-323-2820, office 305-323-8142.

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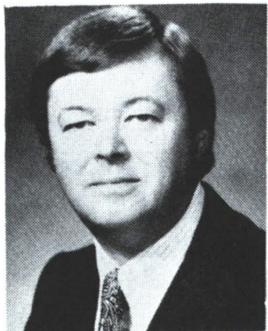
Indiana Auctioneers Association — President: John E. Yager Jr., R.R. 1, Lynnville 46719. Secretary-treasurer: Harry E. Buckles, RR 1 Box 262, Anderson 46011, phone 317-378-7924.

Iowa Auctioneers Association — President: Jerry R. Tubaugh, * 1702 8th Avenue, Belle Plaine 52208, phone 319-444-2413 or 319-444-2498. Secretary-treasurer: Margaret Bloomer, Rt. #3, Box 43, Glenwood 51534, phone 712-527-9675.

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Continued page 50

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State association reports

MSAA auctioneers sell ham, bacon at governor's breakfast

During the Missouri State Fair in August, members of the Missouri State Auctioneers Association were recruited for a very special auction. The Governor's Breakfast included country ham on the menu, also *hams* during the program. MSAA president **Larry Fosnow** auctioned the fair's Grand Champion ham for \$2300; **John Campbell** sold the Reserve Champion ham for \$1500; and MSAA second vice president **Jim Cornell** auctioned the Grand Champion bacon for a record high of \$2850.

After the auction, everyone sat down to a breakfast of country-cured ham, red-eye gravy, scrambled eggs, grits, spiced hot apples, juice, coffee, tea, and milk.



MISSOURI HAM/BACON AUCTION during Governor's Breakfast. From left: James Boillot, director of agriculture, Christopher "Kit" Bond, Missouri governor, the buyer of the Grand Champion Bacon, the winning bacon's producer, Jim Cornell, MSAA second vice president, and Marion Lucas, director of the Missouri State Fair.

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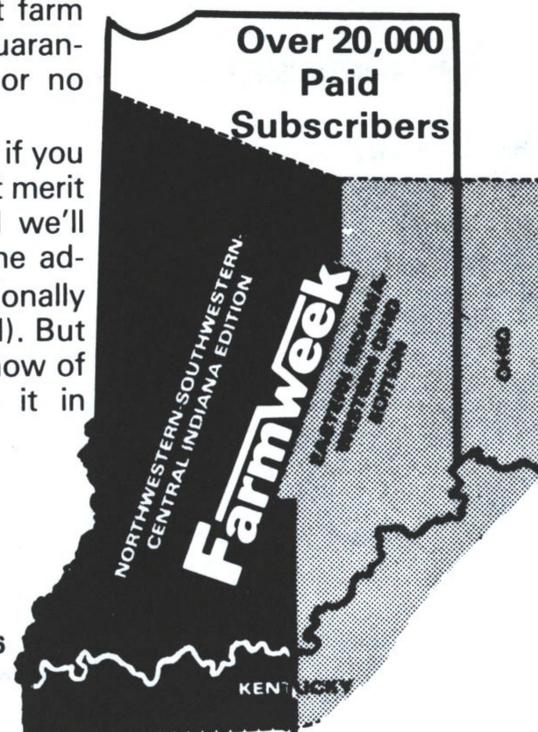
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National Auto Auction Association holds D.C. convention

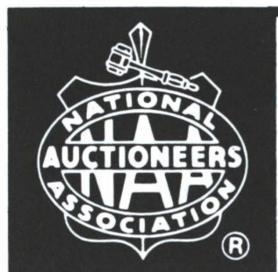
Members of the Nation Auto Auction Association, their families and guests met in Washington, D.C., for the NAAA's annual convention, September 30-October 3. The Auto Auction Association's leadership includes NAA member auctioneers: president **Pete Murray**, Ballston Lake, New York, president emeritus **Tim Anspach**, Albany, New York, and executive secretary **Bernard Hart**, Lincoln, Nebraska.



NAAA PRESIDENT, also NAA auctioneer life member, Pete Murray.

Convention activities began with tours of the nation's capitol landmarks, tennis and golf tournaments, plus committee meetings and receptions. Keynote address at the opening luncheon was given by New York Congressman Gerald B. Solomon. Workshops included Automobile Marketing, the Stolen Car Problem, and an address by Washington attorney James D. McKeivitt, chief lobbyist for the National Federation of Independent Business.

Ladies attending the NAAA convention enjoyed a "Tea with Nancy Thurmond", wife of South Carolina Senator Strom Thurmond.



In Memoriam . . .

SIM L. BREWSTER

The headquarters office was recently notified by Mrs. Brewster that NAA member Sim L. Brewster, Cedar Bluff, Virginia, was deceased.

ART DOEDE

Daughter and NAA member Marlyn Doede notified the headquarters office of the death of her father Art Doede, Rosholt, Wisconsin, September 8, 1982.

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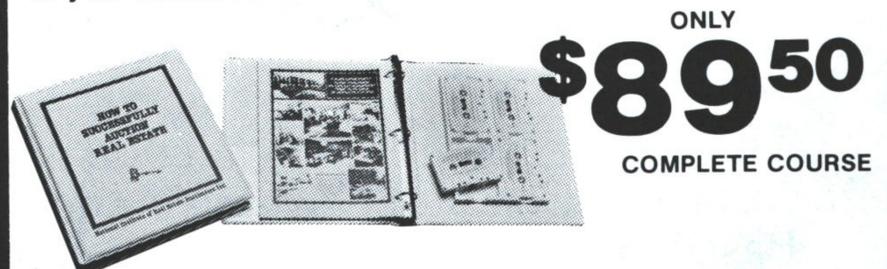
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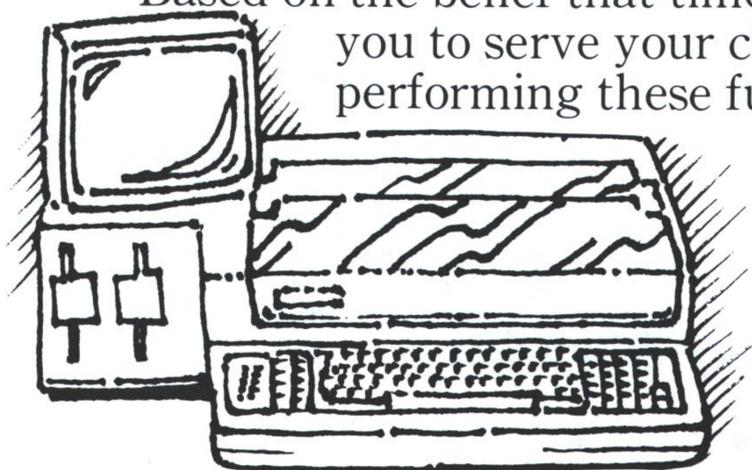
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Convention Dates	State association	Hotel/motel and city	Convention chairman or state association secretary
November 7-8	New York	Holiday Inn-Arena, Binghamton	R. Thomas Jones
November 7-8	Illinois	Ramada Inn, Champaign	Harlan Henderson
November 14	Alabama	Sheraton Inn, Huntsville	Pete Horton
November 14-15	Indiana	Marriott Inn, Indianapolis	Harry E. Buckles
November 19-20	California	Harrah's Tahoe	Roy Blum
December 11-12	Florida	Pompano Beach	Billy Wells
January 8-9, 1983	Virginia		Doris S. Jones
January 8-10	Ohio	Columbus Marriott Inn, No. Columbus	Byron Dilgard
January 13-15	Pennsylvania	Host Inn, Harrisburg	Blaine C. Brown
January 15-17	Minnesota	Holiday Inn, New Ulm	Eileen Reisch
January 15-16	North Carolina	Kinston or Goldsboro	Johnson B. Gilbert
January 24-26	NAA Seminar	Hyatt Regency, Louisville, Kentucky	
February 4-5	New Jersey	Marriott Hotel, Somerset	Art Williams
February 21-23	NAA Seminar	Hyatt Regency, New Orleans, Louisiana	
April 17-18	Kentucky	Holiday Dome, Bowling Green	Wilma Atherton
June 8-9	Wisconsin	Voyager Hills Inn, Reedsburg	Robert Massart
June 10-12	South Dakota	Sheraton, Aberdeen	Kenneth R. Jark

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

However, all requests for an NAA officer or director to speak at a state association convention should be coordinated through the NAA office.



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NAA member featured in business paper

According to the Association of Area Business Publications, local businesses have come to rely heavily on publications which cover market and business events only for their area. One of those newspapers, the DENVER BUSINESS WORLD, featured NAA member **Rodger Wooten**. The topic was business liquidations and why his auction firm is handling so many.

Liquidation Business Booming as Firms Fail; That Spells Success for Wooten, Other Companies

By Alan Katz
DENVER BUSINESS WORLD

Denver, Colorado — The liquidation business is booming in Colorado, or at least it is for Rodger

Wooten, owner and auctioneer of Wooten & Associates, a Denver company that specializes in restaurant liquidations. "I normally take six weeks' vacation, but not this year," says Wooten, a rotund man with a straw cowboy hat and clean work clothes. The waitresses at the Pecos Street Denny's know him by name, and he understands the right way to kid each of them.

"Will a little smokin' bother you?" he asks politely as he pulls out a Winston filter tip.

Wooten has auctioned off the equipment of 70 businesses already this year. "Eighty percent of our business is from individuals who are not bankrupt — they're in full control of their businesses. Either they lose interest, they fall in a rut, they have marital problems, or they fall further in debt at a high interest rate and have to say adios to their American dream," says the auctioneer.

The other 20% of Wooten's auctions are contracted by banks, the Small Business Administration, and the Colorado Department of Revenue. Wooten says that 95% of the equipment sold at his auctions goes to the operators who will use it, not to dealers.

Restaurants that must liquidate will get more for their equipment at auction than by selling to dealers, says Wooten. "**We consistently get 300% more for the man's equipment than he'll get from a dealer.**" Wooten also says he settles his sales faster than his competitors — in three days instead of the usual 10 to 20 days.

A good auctioneer must work fast. "A crowd

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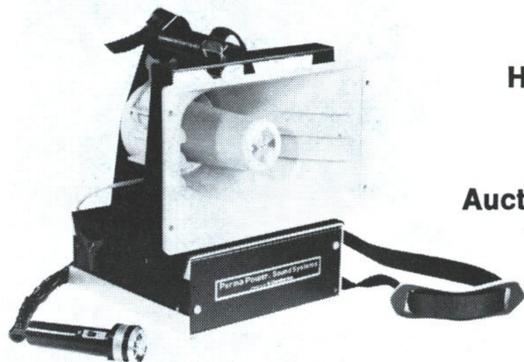
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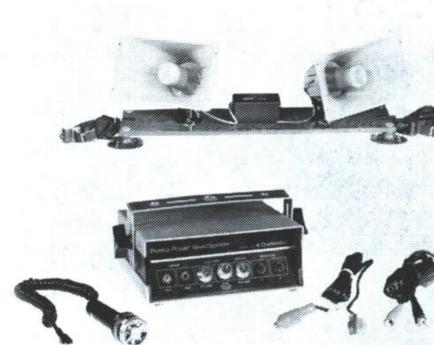
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will stay with you for two-and-a-half to three hours," he says. Wooten sells 85 to 90 items per hour. At a recent auction of large machinery, he sold everything from dump cranes, to water tanks, to a 1939 Plymouth two-door sedan — a total of 250 pieces — in just over three hours for a total of \$500,000. The auction took place during a rainstorm.

The auctioneer must also sense the mood of the crowd. "You can kid with 'em, but you never berate your audience," he opines. "You also get a feel for supply and demand. I've sold out fabric shops, and by the time I sold six or eight rolls, I could tell what the crowd wanted. You have to know if they're the type of crowd that wants to buy in larger or smaller quantities."

Advertising is the key to a successful auction, he claims. Much of his work is spent developing good mailing lists of dealers, established retailers, and new businessmen who make up the majority of his crowds. For each auction he prepares flyers and brochures and mails them all over the state. Wooten also places ads in the "Auction Mart" section of THE DENVER POST. "I created that section," he claims. "You can ask them about it." Although classified ads draw very few buyers, "they develop two or three people that you don't know about — people who need everything because they're just starting out," he explains. "When an auction is advertised properly, it's the best way to determine the value of the equipment. I tell the man (whose equipment Wooten is

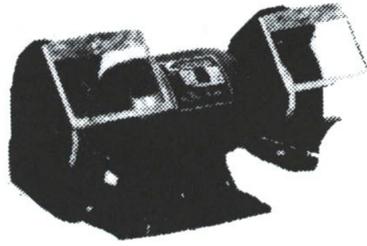
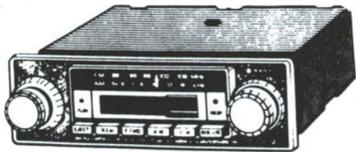
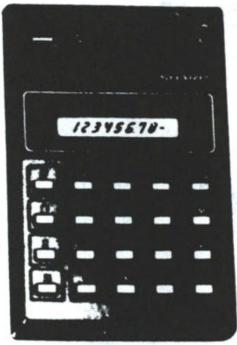
auctioning), "you will be disappointed in what you get for some items. That's the idea of an auction — they can get bargains. But it will balance out, because for other items you'll get more than you expect."

It's no wonder that Wooten does well. **According to him, out of 20 businesses that open this month, 17 will fold or change hands within two years.** Perhaps that's one reason why Wooten & Associates has grossed \$2 million in sales for the first eight months of 1982. Out of that, Wooten gets commissions ranging from 3 percent to 25 percent. "The larger the project, the lower the commission," he explains. "I don't concern myself with my income. I'm not a goody two-shoes, but if it works out for him, it's gonna work out for me."

Although he can liquidate any type of business, his first love is restaurants. Before beginning his auctioneering career, he had worked for Nobel's — the largest restaurant supplier in the Rocky Mountain region. "I can look at a piece of restaurant equipment and know what it's worth," he says confidently. "I understand the food service industry better than other people do. I think they're a great bunch of people, fascinating to work with."

Sometimes a businessman who is forced to liquidate asks Wooten for advice on what to do next. "I always recommend that they not go right back

Continued page 59



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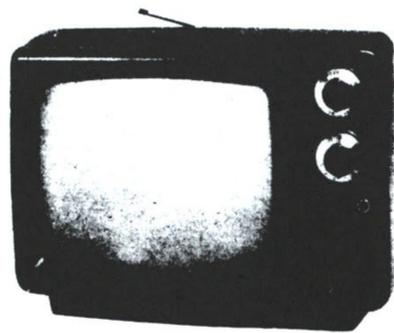
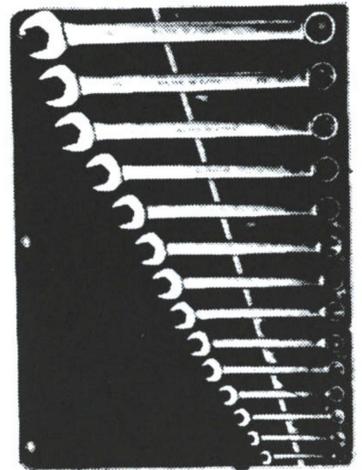
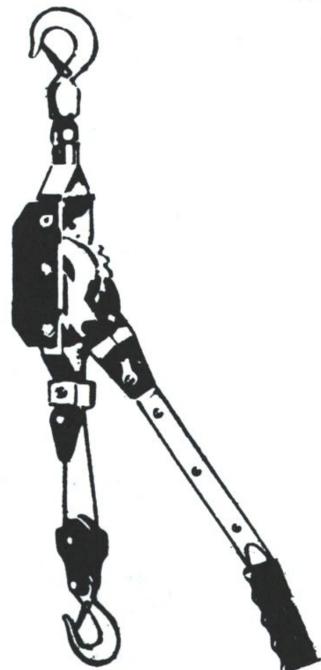
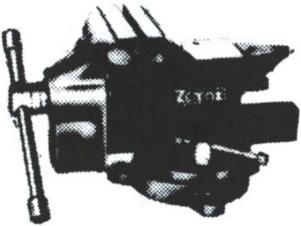
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into business, to get a job and think about it for a year or two.

"You know, only 5% of the American people have the nerve to go into business for themselves."

In a peculiar way, Wooten understands better than most people how much nerve that takes.

Gunsmith's estate auctioned in Minnesota . . .

More than 500 dealers, sportsmen, and fellow gunsmiths attended the estate auction of gunsmith and dealer George Beuning, Freeport, Minnesota. He had been in the business for over 30 years, repairing and working on guns for many celebrities, including Minnesota Vikings coach Bud Grant. Conducting the July 24 auction in St. Cloud was NAA member **Duane "Beno" Benoit**, South Haven, Minnesota.

The sale was held at a Holiday Inn, attracting buyers from nearby states, plus Oregon and Montana. Items included over 100 guns, repair parts, ammunition, collector pieces, black powder weapons, hand guns, and more. Prices averaged \$100 to \$900 per gun.

Clerking for the auction was managed by the Freeport Bank, which also provided a uniformed deputy sheriff to check all firearms, buyers, and necessary licenses. The Benoit auction company had contacted the local sheriff and police departments, verifying that all legal requirements were met.

The auction was successful, and the Beuning family members appreciated the speed and effectiveness of the auction in disposing of the gun collection. Many of the buyers at the auction were long-time customers of gunsmith Beuning.



NAA MEMBER Duane "Beno" Benoit holds up weapon at gunsmith's estate auction.

Historic Maine "castle" auctioned

NAA member **Richard Keenan**, Kingfield, Maine, auctioned a piece of history August 15, when "Beckett's Castle" sold for \$150,000. The 19th-century, native stone summer residence near Portland, Maine, is on the National Register of Historic Places, and now belongs to an undisclosed bidder from Boston.

The house overlooks a picturesque bay, and became a sailors' landmark because of a three-story, square tower attached to the home. Completed in 1874, the summer residence of a prominent local journalist, Sylvester B. Beckett, became known as his "castle". The property was passed from heir to heir, then sold to another family, and finally ordered to be sold to cover back taxes.

Auctioneer Keenan explained that the former owners could not agree on \$119,000, the highest offer resulting from conventional sales channels. The court ordered a public auction, which registered 10 bidders who each paid a \$15,000 deposit. Needless to say, the auction price of \$150,000 was well received by all, especially since a recent assessment only indicated \$86,000.

Auction beats "tight money"

In Salt Lake City, Utah, NAA members **Andrew Oost**, **Adrian Gerritsen**, and ringman Bob O'Brien proved that even in recessionary times, auctions can be made profitable. The local Westminister College was caught with a weak budget when operational expenses continued to increase with inflation. To help revive their treasury, a benefit auction came to be a reality.

Donated items included: a 1970 Mercedes-Benz, series 600, which sold for a record \$26,250; a full length mink coat for \$5,250 (in 95° weather); and a two-week stay in a Tudor mansion in England with all services sold for \$3,200. Numerous other items of value were included in the college benefit. Celebrities at the auction included Utah Governor Scott Matheson.

Auctioneers Oost and Gerritsen had a very pleased client as Westminister College was able to solve some of their money problems because of the auction. In a letter to THE AUCTIONEER, Gerritsen explained that "many who attended had never been to an auction, and were thrilled with the results. Other auctioneers who are reluctant to accept benefit auctions should consider that the service provides many lasting business leads and potential clients and buyers."

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Newspaper "asked the experts" during Auctioneers Week

In the April 7-8 issues of the Camden, New Jersey, COURIER-POST, NAA members Robert Barron, Cinnaminson, New Jersey, Richard Allen, Vincentown, and Donn Fagans, Cherry Hill, were interviewed for the paper's "Ask The Experts" column. Topic was auctions and appraisals. Timing for the articles couldn't have been better — during National Auctioneers Week.

COURIER-POST readers phoned in questions to the paper a few days before, the questions were given to the auctioneers, and appeared with the answers in the "experts" column during The Week.

Auction benefits fire department, church . . .

What began as a disposal of a large quantity of furniture and antiques, ended with a September benefit auction for a small community of Hampstead, North Carolina. Hometown auctioneer and NAA member, **Leslie Batson**, conducted the auction of an Arkansas couple's collection of cut glass, furniture, antiques, furs, china, and silverware. After discussing the sale with the owners, auctioneer Batson decided to donate his time, since they donated the proceeds of the auction to the Hampstead Volunteer Fire Department and the Hampstead Baptist Church.

Over 300 bidders registered for the auction, some from as far away as Ohio and West Virginia. From the collection assembled in the community hall, high prices included: a 19th century Chinese hardwood display cabinet, \$2000; a designer china cabinet, \$1300; a Louis XV dining table and eight chairs, \$2200 and a 140-piece Rosenthal china set for \$1000. Total proceeds for the auction exceeded \$36,000.

Second annual bit spur auction . . . NAA member **Dennis Turmon**, Redmond, Oregon, held his second annual auction of antique bits, spurs, and early Americana, July 24. Site for the auction was the fairgrounds in Prineville, Oregon, with 520 lots changing hands during the 12 hour sale. Included in the offering were 550 bits, 25 pairs of spurs, Angora

chaps, 16 saddles, a few guns, several riatas and other rawhide pieces.

Among the more unusual items were an old G. S. Garcia bareback rigging, a 6' handmade bear trap, and an antique cowboy bath tub.

Highlights of the auction included: an intricately braided horsehair bridle, \$950; a G. S. Garcia, silver overlaid bit, \$650; and the highest selling gun was an .38 caliber Colt Bisley, \$575. Contributors to the auction were two central Oregon area bit collections, plus several other individual consignors.

Thirty-eight out of state buyers were present, from as far away as Nebraska, Texas, Colorado, and Alberta, Canada. Its second annual auction was a result of popular demand, and the Turmon Auction Service is already planning next year's sale.

Pound price good at Illinois livestock auction . . .

At the Boone County Fair, Belvidere, Illinois, NAA member and local resident, **Richard Nelson**, was at the microphone for the annual livestock auction in August. Sponsors were the County Extension Service and the Livestock Association, producing an auction total of \$86,514.

High selling steer brought \$1,657.50, at \$1.30 per pound, top lamb \$299; and Nelson sold the top hog for \$1,903.50 at \$8.10 per pound. An auctioneer in the sale for the last eight years, Nelson considers the record \$8.10 figure to be a "once in a lifetime experience".

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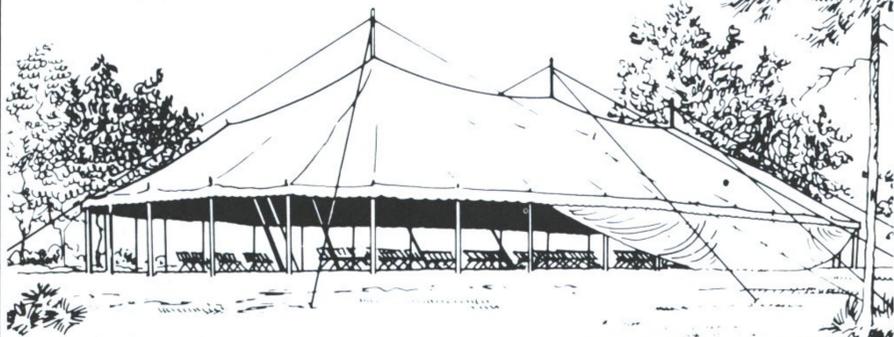
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Spotlight on NAA auctioneers

Frey award in CONSTRUCTION EQUIPMENT GUIDE

Each of the three Hall of Fame Award winners at the NAA Atlanta convention also received a news release to announce their prestigious recognition. Proof that effective promotion is good for business, Hall of Fame recipient Elias Frey, Archbold, Ohio, submitted the release to CONSTRUCTION EQUIPMENT GUIDE. The publication printed the release with photograph, next to a Yoder & Frey ad of an upcoming auction.

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AIRPORTS: Newark International, Laguardia & JFK approx. 30 minutes from Sale Site.

DOZERS - LOADERS - BACKHOES
Caterpillar Crawler Tractor, Model DBH, Sn 46A2083, hyster W12 Winch to sell separately, open rops, choice of 85 blade w/tilt or C-frame & angle blade, good. Caterpillar Crawler Tractor, Model DBH, Sn 46A2083, 85 ft blade w/tilt, open rops, good. Caterpillar Crawler Tractor, Model D7G, Sn 82V198, 75 ft blade w/tilt, open rops, hyster Winch to sell separately, good. John Deere Crawler Tractor, Model 450, yr. 1980, 8-way angle blade, rops canopy, good. IHC Crawler Tractor, Model 500, Sn H3728, 8-way angle blade, fair to good. Caterpillar Crawler Loader, Model 977K, Sn 11K588, GP bucket, cab, very good. Caterpillar Crawler Loader, Model 966L, Sn 85J9058, encl. rops cab, GP bucket, very good mechanical, new undercarriage. Caterpillar Crawler Loader, Model 956L, Sn 85J4862, GP bucket w/teeth, encl. rops cab, good. Massey Ferguson Crawler Loader, Model 600C, Sn 31004874198, GP bucket, near Ripper, encl. rops w/air cond., 1800 hrs., very good. Caterpillar R.T. Loader, Model 530, Sn 41K5828, encl. rops, GP bucket, good. Case R.T. Loader & Backhoe, Model 8000, fair. Case R.T. Loader & Backhoe, Model 800C, yr. 1977, v. good. Case R.T. Loader & Backhoe, Model 580, Sn 834813, good. John Deere R.T. Loader & Backhoe, Model 400, fair. Int. R.T. Loader & Backhoe, Model 3600, Sn 983, good. Massey Ferguson R.T. Loader & Backhoe, Model MF-70, yr. 1973, fair. Case 530 Loader, Model 1918, yr. 1977, very good. Int. Farm Tractor, Model 604, Sn 3666, J, fair.

EXCAVATORS - GRADERS - COMPACTOR - TRENCHERS-MISC.
Caterpillar Crawler Hydraulic Excavator, Model 238, Sn 32K576, re-cast engine overhaul, good. (2) Bantam Teleskop R.T. Hydraulic Excavators, Model T-75A, yrs 1972 & 1970, w/ret-tilt, outriggers, factory #424 carriers w/712' wheelbase, good. P & H Crawler Hydraulic Excavator, Model H212, yr. 1972, engine overhaul 1981, good mechanical, new undercarriage 1980, very good. Caterpillar Motor Grader, Model 120, yr. 1972, encl. rops, Cab, hyd. side-shift, scarifier, good. Caterpillar Motor Grader, Model 12, Sn 8T1306, good. Caterpillar Motor Grader, Model 12, Sn 8T1306, fair. Ranger, Model 1800, yr. 1980, 18' boom, excellent. Vermeer Trenching Machine, Model T80-C, yr. 1978, used on 1 job only, excellent. Davis Flatline Trencher, Model 12 X 2, Sn 1788916, good. Linkbelt Diesel File Hammer, Model 180, Sn 18-488, good. Gardner Denver Air Trac, Model ATD3100, Sn 925, fair. Schramm 120 Air Compressor, Sn 11188, Trn. mtid., good. Kalligie 18 HP Shop Air Compressor, Model 284, very good. Quincy 18 HP Air Compressor, Model 360-20, good. Wacker Tamper, good. Plate Type Compactors: Milco. Bucklers: (3) Sterling Guard Rail Pounders, yrs. 1988 & 1986, mtid. on Int. Model 1800 Trucks.

TRUCKS - TRAILERS
1978 Ford F800 Dump Truck, single axle, very good; 1972 Mack DM800 Dump Truck, tandem, 14 ft., very good; 1988 Ford FT800 Dump Truck, tandem, 12 ft., fair; 1988 Ford F700 Dump Truck, single axle, fair; 1988 Int. 800 Dump Truck, single axle, poor; 1984 Int. 14' Dump Truck, poor; 1971 Ford C700 single axle w/Adams Wheel, good; (3) Int. Stake Trucks, Models 1700 & 1800; (7) Pickups, Ford & GMC, 1978 to 1973; 1973 Int. Crewcab Pickup, fair; 1974 Chev. Suburban; Rogers 80 ton lowboy Trailer, Sn 4472, cable det. goose-neck, 10' X 23', mtid., 1400 X 24 steel; Rogers 26 ton lowboy Trailer, 8' wide, outriggers, good. Call or write Auctioneers for complete brochure. Everything sells to highest bidder. Terms: Payment in full on Sale Day by Cash, Cashier's or Certified Check. Personal & Company checks must have bank letter of credit. INSPECTION: August 10 to Sale Day. OWNERS: J. Fletcher Creamer & Son, Inc., & Others. Sale Conducted By: Yoder & Frey Auctioneers, Inc. Archbold, Ohio 43102 • (619)443-8991 • 645-8144 • 531-4618 • (717)843-5771 Dick Ferrell

Elias Frey Named To Auctioneer Hall Of Fame



Atlanta, Georgia — Elias H. Frey, Archbold, Ohio, was inducted into the Hall of Fame of the National Auctioneers Association, Saturday, July 31, during the annual NAA convention at the Atlanta Hilton Hotel. The Hall of Fame Award presentation was made to a surprised Mr. Frey, unaware that he would receive the prestigious designation.

Also receiving Hall of Fame awards with Frey were NAA members John Rhodes, Tama, Iowa, and Lyle Erickson, Cresco, Iowa. The NAA Hall of Fame is an ongoing recognition program of the Association headquartered in Lincoln, Nebraska. The NAA offers its members educational seminars, auction workshops, and the Certified Auctioneer Institute (CAI) at Indiana University. All NAA auctioneers subscribe to a Code of Ethics, in doing business with the public, clients and fellow auctioneers. Elias Frey and family returned from the NAA Atlanta convention to their home in Archbold. Mr. Frey is a founding partner in the firm of Yoder & Frey Auctioneers, Inc.

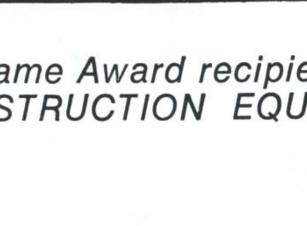
* AUCTION SALE CONSTRUCTION EQUIPMENT Thurs. Aug. 12, 10:00 A.M. BOWIE, MARYLAND

LOCATION: The Auction will be held at the Bel Air Development Inc. yard at Collington Plaza Shopping Center in Bowie, Maryland. Sale Site is 25 miles south of Baltimore on Route 301, 1/2 mile south of U.S. Route 50 on 301.

NOTICE: Mr. Bob Hering having decided to quit the Development Business to devote more time to his service business is selling entire fleet of late model well maintained equipment at Public Auction.
NOTE: Everything in this sale belongs to Bel Air Development Inc. and is all late model construction equipment with low hours and in good condition.

EACH PIECE POSITIVELY SELLS TO THE HIGHEST BIDDER WITHOUT LIMIT, MINIMUM OR RESERVATION
HYDRAULIC EXCAVATORS
Caterpillar 225 serial 51V2880 with 2248 hours, very good condition. Caterpillar 215 serial 96L1229 very good condition. Insite hole for parts.
ELEVATING MOTOR SCRAPER AND LOADER BACKHOES
Caterpillar 621B serial 45P221 Pan serial 36D1875 R.O.P.S., 3867 hours good rubber, very good condition. Caterpillar 621B serial 45P2233 Pan serial 36D1843 3740 hours R.O.P.S., good rubber, very good condition. Caterpillar 613B serial 38V5206, R.O.P.S., good rubber, very good condition. Caterpillar 613B serial 38V5204 R.O.P.S., good rubber, very good condition. International model 3444 serial DRR 5446.

COMPACTOR EQUIPMENT
Tampo RS-28 roller serial GM02040 powered by G.M. 403 Detroit Diesel good to very good condition. American 4402 sheepsfoot roller, good condition.
DOZER
Caterpillar D8K serial 77V10862, good bottom, straight blade with hydraulic lift, R.O.P.S., 2088 hours bought new in 1979, very good condition.
LOADERS
Caterpillar 977L serial 8208 R.O.P.S., fair bottom good to very good other than bottom bought new in 1978. Caterpillar 961C serial 89H4888 good condition, bought new in 1978, R.O.P.S.
TRUCKS - TRACTORS - DUMPS
1978 International model F254 powered by NHC 290 Cummins, Rto 12513 transmission P/S, 38,000 miles 10x20 tires, good to very good condition. 1978 International F254 Dump powered by NHC 290 Cummins, Rto 950LL, Fuller transmission, 4400 hours, hooklift rear A/C P/S 33,827 miles, very good condition. Scammier 14 ft. steel body, 1977 International 1700 Flat bed body V-8 4 spd. 1978 Chevy custom 10 pickup truck V-8 Auto, P/S.
LUBE TRUCKS
1978 International J2500 series DT460 Diesel engine P/S 5 spd transmission, 2 spd rear 10x20 tires complete lube set up low mileage, good condition. 1971 Chevy C-40, V-8, 5 spd lube complete, good to very good condition.
TRAILERS (LOW BOY DUMP)
1977 General 35 ton detachable serial 36G074887 with Beaver tail 10x15 steel, new floor, good condition. 1978 Summit 32 ft. aluminum Dump, steel frame serial 313378 good tires, brakes, good to very good condition.
MISC.
Cleaning site to R 977L, good condition tires. Spare set track for D8K tires, Lazer beams tires, Tools, Tires, Office Equipment.
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TERMS: Complete payment sale day by Cashier's check. Certified check. Personal and company checks must have Bank letter of credit. Financing to Qualified buyers. Call Auctioneer at least 10 days in advance.
OWNERS: Bel Air Development Inc.
Sale Conducted By: Yoder & Frey Auctioneers, Inc. ARCHBOLD, OHIO



NEWS RELEASE about Hall of Fame Award recipient, Elias Frey, published by CONSTRUCTION EQUIPMENT GUIDE.

That's right, a Mom and Pop power company in California. The size of a small garage, the plant generates 1.5 billion kilowatt hours of electricity a year. The owners expect to earn about \$100,000 annually.

AMERICAN BUSINESS
THE AUCTIONEER

All about auctions in MISSOURI LIFE

A two part article by NAA member **Brent Voorheis**, Harrisburg, Missouri, made its first appearance in the July-August issue of MISSOURI LIFE magazine.

The history of auctions and buyer information were discussed in this first part, also the following preparation for a buyer going to an auction.

Auction goers checklist

1. Be certain about the time, place and date of the auction.
2. Go early and be prepared to stay late — sometimes the best bargains are at the end of the auction.
3. Wear comfortable shoes and be prepared for mud, sand, dust, snow, rain and gravel.
4. Take a hat. Under the sun, your idea of what's a bargain and what isn't can quickly become half-baked.
5. Carry as little as you can. A good rule is that every pound of excess baggage weighs five pounds after an hour and "a ton" after two.
6. Take a small flashlight, a strong magnifying glass and a small magnet. A magnet will not stick to brass or copper so you can tell if an item is plated or not.
7. Take a small notepad and pen to jot down prices and other information.
8. If the auction is scheduled for several days, make your motel reservations ahead. Rooms may be in great demand and booked by auction-goers well in advance.
9. Be prepared for primitive or nonexistent toilet facilities.
10. Check to see if food will be available at the auction. Most all-day auctions will have some sort of sandwiches, however, the regulations of many city health departments make selling food difficult.

Auction anniversary promoted

NAA member **William O. Coats**, Union City, Michigan, observed an anniversary in August — 30 years as an auctioneer. To promote the event, Coats distributed a single sheet "flyer" with his company's information at the bottom of the page. THE AUCTIONEER received one, and probably so did all of Mr. Coats' clients, VIP customers, and others in his area who will be important to his next 30 in the auction business.

Thirty Years Ago

After trying most every line of work available, I decided to try being an auctioneer.

In September of 1952, I conducted my first auction, and after sampling the auction profession for 30 years, I've decided to make it my life's work.

During this trial period, we've conducted thousands of auctions throughout Michigan and 7 other

states as well. We've sold everything from Tiffany to tire chains; airplanes to Model T's; farm land to grand hotels.

By introducing innovative ideas, we've been able to net more dollars for our sellers and to provide an extensive market for our buyers. We've worked hard to streamline the auction, and our standing crew deserves an applause at each auction's finale. They always do what needs to be done to make the auction, and the auctioneer, look good.

We believe that "Performance Continues to Outsell Promises". Our diligent effort has resulted in continual growth, which leads one to believe that we have learned how to conduct an auction right.

So now, after 30 years, I've come to the conclusion that I like the auction profession and I'm taking the plunge by announcing Coats Auctioneers will be here to serve you, hopefully, another thirty years, and by thanking the thousands of people who have made this anniversary possible.

Wm. O. Coats
Class of August 15, 1952
Reppert's School of Auctioneering

Eleven minutes a day, that's about how much time a microcomputer system would have to save the average business for the system to pay for itself, says DESKTOP COMPUTING magazine.

AMERICAN BUSINESS



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THE AUCTIONEER Advertiser's Index

	Page
A. A. Importing	44
American Academy of Auctioneers	5
Anne Lynn Gross	65
The Antique Trader	38
Associated Auction School	51
Auctioneering Systems	47
Boston Globe	6
Burton Printing	3
CAI	35
Chicago Tribune	16
Classified Exchange	8
Computer Assisted Business Services	23
Cook Brothers Inc.	64
Crum's	51
Dallas Times Herald	43
Dee Sign Co.	66
Dewey Carter Co.	61
Diverse Computer Marketers	10
Dodge Manufacturing	37
Earl D. Wisard	13
Farmweek	51
Florida Auction School	9
Fort Smith Auction School	61
Frieder's	58
FSC Advertising	33
Hearst Business Media Corp	12
Hudson & Marshall	60
Industrial Publishing	20
International Auction School	29
J. L. Todd	49
Jim Graham, Inc.	42
Jim Graham School of Auctioneering	16
Joe Reisch Library	50
Joe Reisch Sales	22
Joe Small Auctioneers	63
Kiefer Auction Supply Co.	31
Kwick Klerk	29, 35, 39, 45
Lectrosonics	17
Leslie Swainbank Antiques Inc.	52
Livestock Auctioneering Seminar	38
Livestock Market Digest	7
Lundeen Sales Forms	14
Mason City College of Auctioneering	48
Mendenhall School of Auctioneering	15
Mendenhall School of Auctioneering (PA Equip.)	57
Michael Fox Auctioneers, Inc.	65
Missouri Auction School	39, 67, 68
Nashville Auction School	32
National Institute of Real Estate Auctioneers	53
PACS	30
Philadelphia Inquirer	22
Productivity Corp.	42
Reisch World Wide College of Auctioneering	55
Reppert School of Auctioneering	37
Roussel's	21
R. S. I. Computer Group	54
Russell Kruse	21
Sheldon Cord	40, 41
Stockyards Printing Co.	21
Tri-State Trader	60
United Auctioneers	46
Valdosta Tent	62
Victor McDonald	36
Wagner Watch	56
Watts Book Sales	59
Western College of Auctioneering	65
Wishing Rock Auction Co.	62
W. Craig Lawing	2

"How are your children doing in school?" asked one mother.

"Better," said the other woman, "but I'm still going to PTA meetings under an assumed name."



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Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

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

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

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

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

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

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.

5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method saddle stitched. Colors available: black on white and upon 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. **CAMERA READY ART ONLY.** All advertising submitted to the NAA office for publication in THE AUCTIONEER must be fully composed, "camera ready" artwork. The NAA office will not prepare or make changes in your advertising. Changes received as camera ready art will be promptly incorporated in your advertising in the next available issue. Any questions about this NAA publication policy should be directed to the NAA office before submitting your advertising.

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

8. **SUBSCRIPTION AND SINGLE COPY:** One year's subscription to THE AUCTIONEER is \$18, and only open to non-auctioneers. Single AUCTIONEER copy is \$1.75. Subscriptions and issues available only from the NAA office.

9. **ADVERTISING DISCLAIMER:** Products or services advertised in THE AUCTIONEER are in now no way endorsed by the National Auctioneers Association. Simply because a product or service appears in the NAA's official publication, that appearance does not imply an NAA recommendation of the product or service over any other. Problems encountered with an AUCTIONEER advertiser should first be directed to the advertiser for satisfaction. If the problem remains, then the NAA office should be notified.

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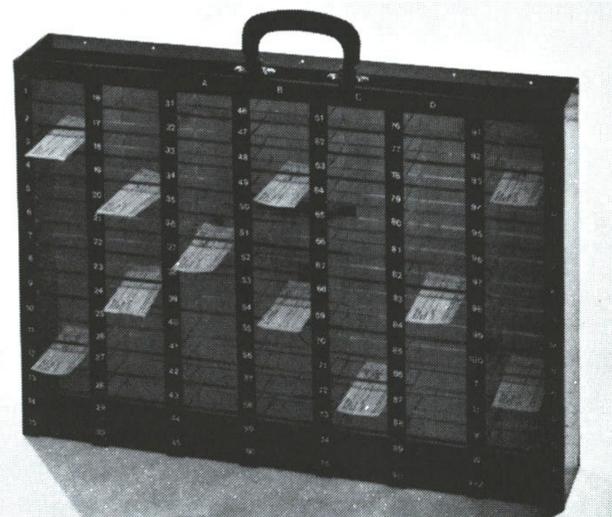
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● EQUIPMENT LOT TAGS — Form RHT-83

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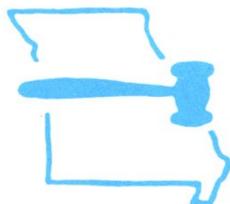
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