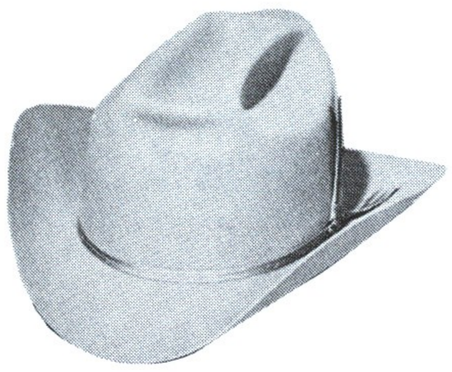
THE AUCTIONEER

The Magazine of the National Auctioneers Association • December, 1981

Best Wishes

For the happiest of Holiday Seasons, and a prosperous New Year.

The Officers, Directors, and Staff of the National Auctioneers Association



Stetson "Wisp"



Auctioneer Hat

PERFECT FOR HOLIDAY GIFT GIVING.

Christmas will soon be here and now is the time to outfit yourself or your loved one with our beautiful "Silver Belly Auctioneer" hats. They come in three brim widths (2⅛", 2⅜", and 2⅝"). We have had these hats made to our specifications by the Stetson Hat people since 1964 and have sold thousands to auctioneers since that time. They come with a red satin lining with the NAA emblem embossed in gold in the lining. At this time 75% of our orders are repeats, so our customers must be satisfied. The Wisp hat you see pictured above is commonly known as the "Marlboro" and is a 4X quality Stetson hat with 3" brim and comes in Silver Belly color the same as the "Auctioneer" hat.

These Auctioneer hats come in Milan Straw (light tan), same brim widths as the felt. We also offer the White Panama hat shaped as the "The Auctioneer" (Open Road Block), with a 2½" brim. We are out of the Panama hats at the present, but will have delivery on or about March 1, 1982.

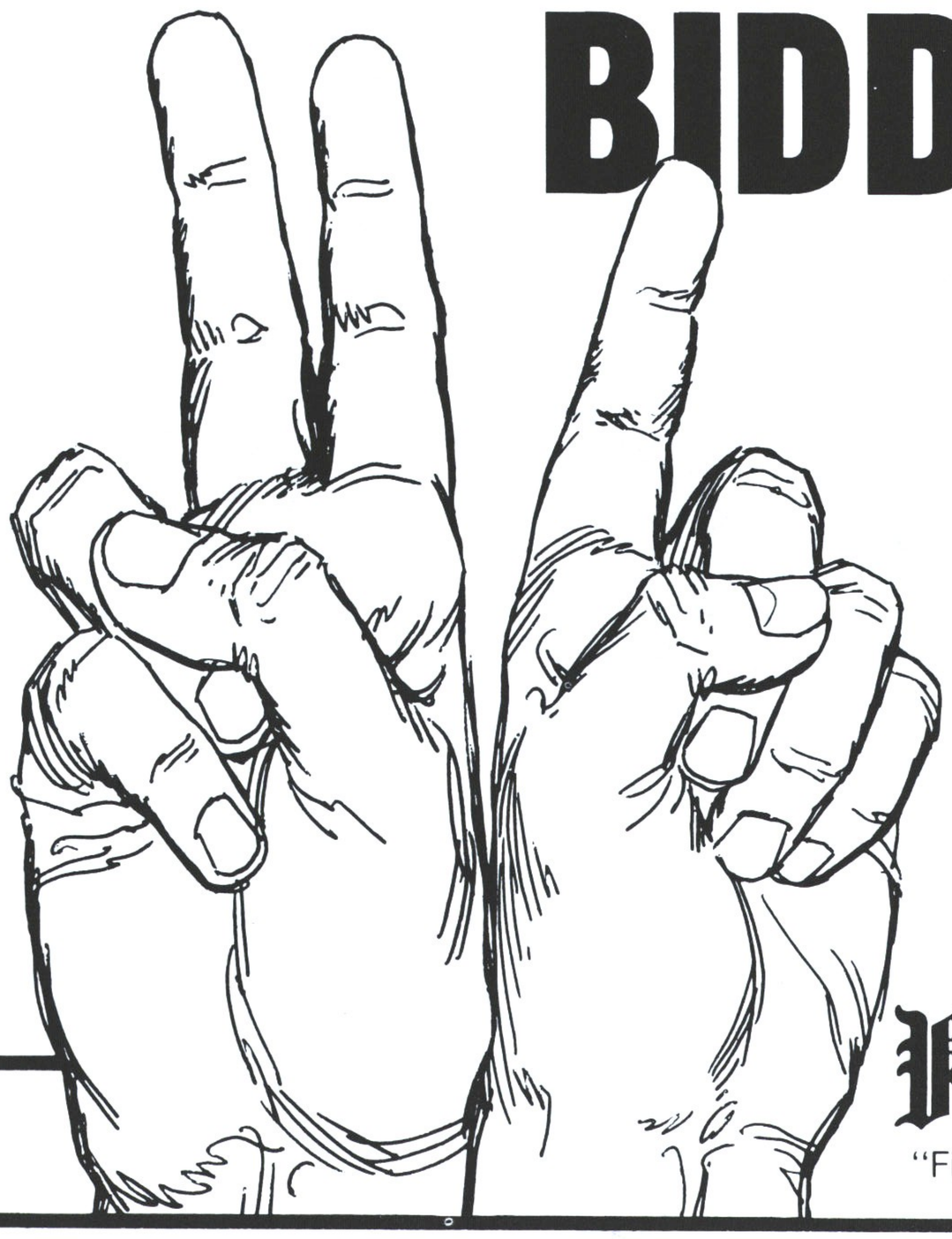
The 14 K gold diamond tie tac has been popular with those who care. We also offer gold plated and sterling silver auctioneer gavel tie tacs — with or without man-made diamonds. Call for prices.

Currently we have in stock most sizes from 38 to 48 in the London Fog type windbreaker jackets. They come with the beautiful 4 color, 4" embroidered NAA emblem sewn on the left breast. Do not forget we also stock deerskin and pigskin gloves.

Felt Silver Belly Auctioneer Hats	**$ 42.00**
White Panama 2½" brim	**24.00**
Milan Straw Auctioneer Hat	**19.95**
London Fog Type Jackets with NAA Emblem	**28.00**
Wisp (Western style) hat, 4X Beaver	**45.00**
NAA Emblem, 4-color embroidered	**3.00**
Sterling Silver Gavel Tie Tac	**50.00**
Gold Plated Gavel Tie Tac	**50.00**
Sterling Silver with man made diamond	**80.00**
Gold Plated with man made diamond	**85.00**
14K Gold Gavel Tie Tac	**320.00**
14K Gold Gavel Tie with .15K diamond	**450.00**
14K Gold Gavel Tie Tac with .20K diamond	**485.00**
14K Gold Gavel Tie Tac with .25K diamond	**550.00**
14K Gold Gavel with larger diamonds	**price on request**
Deer and Pig Skin Gloves By Stetson	**$16.00 and $18.00**

PLUS 4% SALES TAX

Col. W. Craig Lawing, CAI
5521 Belhaven Blvd., Charlotte, NC 28216
Phone: office 704 399-6372, home 704 399-3260



BIDDERSWEET

Only The Inquirer effectively targets your bidders for auction values in the Philadelphia market. We deliver a proven marketplace: 83% of the auction linage, 82% of the ads.

And the day that most buys are announced for the block is Saturday, when we publish THE AUCTION PAGE in the main news section. Major houses throughout the U.S.A. advertise here, with their messages positioned adjacent to our own in-depth coverage of the auction market.

A proven, cost-efficient buy. Unsurpassed impact. Ideal editorial environment. Biddersweet results for you when you schedule us through:

FRANK RUGGERI (215) 854-2418
24-hour Telecopier Service: (215) 563-8928
Deadline: Thursday, 5 P.M.

The Philadelphia Inquirer
400 N. Broad St.
Phila, Pa. 19101

"First in Auction Advertising in America's Fourth Market"

Letters to THE AUCTIONEER

Attending both Seminars

I'm enclosing a check for $300 for both Seminars again this year. In my opinion, this is one of the greatest things the NAA does. I graduated from the first CAI session, and I think the schooling is excellent. I'd recommend it to any auctioneer.

If auctioneers are not in a position to attend the CAI program, your Seminars are a lot of help to keep abreast of the latest information available. The speakers in the past were very helpful to me. I don't think I went home a single year that I didn't incorporate something I learned into my business.

We as auctioneers need to keep informed on the latest information, and the NAA Seminars certainly do this.

I attribute much to the success I've had to this Seminar information. I feel I need to keep one step ahead of my competitors, and the Seminar program can and does give me this edge. It seems like a long time since the first Seminar was held in Chicago, 1973. I attended every year since and if the Good Lord is with me, I hope to be at many more.

Edmund E. Kueker, CAI
NAA member auctioneer
Waterloo, Illinois

Fellow member will relocate

I am an auctioneer who would like to work with another auctioneer. I am 32 years old, ambitious, grew up on a farm, God fearing, and I love working with people. If a fellow NAA member would be willing to work with me, I would consider relocating to work with that auctioneer. **Contact Fred Landgraff,** RR#1, Box 166, Sleepy Eye, Minnesota 56085, phone 507-794-7402.

Thank you.

Learn Auctioneering AT HOME

Complete cassette home study.
• 5 full hours of chant secrets, training exercises and all phases of auctioneering.

American Academy of Auctioneers
1222 No. Kenwood, Broken Arrow, OK 74012

FREE CATALOG



COMPLETE COURSE $49.95

In praise of the Hall of Fame

The following poem expresses, in some ways, the feelings reflected by many older auctioneers I've talked with. They are gradually leaving their prized and enjoyed profession for the young auctioneer to continue with dignity, success and perfection.

Some have family organizations who have had to pioneer down through the years to carry on.

Others don't have family companies, but have cooperated along the way with younger auctioneers to bear the heavier load, as the experienced auctioneers cut back on their participation. But it is good for older auctioneers to be around, and eager to lend earned experiences to blend with current variations and new ideas.

I am hoping that all of the Hall of Fame members continue to attend the conventions and meet with the younger auctioneers. They have much to talk about; and from stories and ideas may come forth that which might click in solving auction problems the young NAA members might be having.

May God Bless all our Hall of Famers, they are a powerhouse of experience and resources.

May they have many years ahead to share in some way — and pay back, as it were, to their beloved profession — some of the knowledge they had gained through the years.

Mrs. Coletta M. Kiko
Minerva, Ohio

Ode to a Hall of Fame Auctioneer

Seated alone, on an old plow beam,
Thinking of sales gone by.
Staring ahead, as if in a dream,
Hearing the Auctioneer's cry.

"I'm bid five, won't ya make it ten?"
With a nod, as he always did.
Remembering the time when he had been,
The Auctioneer calling the bid.

The crowd grew larger, as he dreamed away.
And was aroused by drops of rain.
As he stood to leave, he began to sway,
And steadied himself with his cane.

The young Auctioneer came driving in,
And stopped to bid him "Good Day".
"Glad to see you Colonel", he said with a grin
"I need your support, please stay."

The old Colonel's eyes danced, you could tell,
It was good to be needed and good to be near.
He knew the young Colonel had learned it well,
To be a good and professional Auctioneer.

As the crowd gathered in for the sale to start,
He sighed with proud satisfaction
That he had been even a little part
In the young Auctioneer's education.

1981-82 Officers

PRESIDENT

Howard Buckles
Keosauqua, IA 52565
Phone: 319 293-3012

PRESIDENT-ELECT

Rex B. Newcom, CAI
Box 458
Whitewater, KS 67154
Phone: 316 799-2278

VICE PRESIDENT

William L. "Bill" Gaule, CAI
909 West Walnut
Chatham, IL 62629
Phone: 217 483-2913

EXECUTIVE VICE PRESIDENT

Harvey L. McCray
135 Lakewood Drive
Lincoln, NE 68510-2487
Phone: 402 489-9356

TREASURER

Dean W. Fleming, CAI
Atkinson, NE 68713
Phone: 402 925-2802

DIRECTORS

Terms Expiring 1984

Archie D. Moody, CAI
P.O. Box 795
Darlington, SC 29532-0795
Phone: 803 393-0431

Harry A. Anderson, CAI
R.D. 2, Box 50
Georgetown, PA 15043
Phone: 412 573-9533

Louis B. "Benny" Fisher, CAI
437 East Atlantic Blvd.
Pompano Beach, FL 33060
Phone: 305 942-0917

Robert H. "Bob" Glass, CAI
Box 237
Central Village, CT 06332
Phone: 203 564-7318

Walter J. "Wally" Laumeyer, CAI
7306 Cleve Avenue East
Inver Grove Heights, MN 55075
Phone: 612 455-9547

Terms Expiring 1983

Charles E. "Chuck" Cumberlin, CAI
P.O. Box 248
Brush, CO 80723
Phone: 303 842-2822

Richard T. Kiko
2805 Fulton Drive NW
Canton, OH 44718
Phone: 216 453-9187

Hugh B. Miller, CAI
RR 3 Box 457
Evansville, IN 47711
Phone: 812 867-2486

Dean H. Parker
P.O. Box 3266
Logan, UT 84321
Phone: 801 752-7701

Joe E. Small, CAI
8231 Santa Clara Drive
Dallas, TX 75218
Phone: 214 241-1912

Terms Expiring 1982

Harvey C. Lambright, CAI
112 N. Detroit Street
LaGrange, IN 46761
Phone: 219 463-2012

Norman Aldinger
RR 1
Cleveland, ND 58424
Phone: 701 763-6262

Haskel "Hack" Ayers, CAI
Box 1467
LaFollette, TN 37766
Phone: 615 562-4941

Sammy L. Ford, CAI
P.O. Box 445
Mount Vernon, KY 40456
Phone: 606 256-4545

John A. Horton, CAI
111 4th Street
Huntsville, AL 35805
Phone: 205 536-7497

THE AUCTIONEER

DECEMBER, 1981 **Volume XXXII, Number 11**

FEATURE ARTICLES

Greetings of the season to all, *NAA president Howard Buckles* 5
Over $90,000 paid on Headquarters Fund,
Martin E. Higgenbotham, CAI 7
Sponsors' pledges, contributions to Relocation Fund 11
Do you know these auctioneers? 11
Legal Aspects of Auctions
IRS comes to farm auction, not to bid but collect 12
Bad situation handled properly 13
NAA third quarter dues statements mailed to over 2,000 members 15
What's new with the IRS 17
INVEST in an NAA Seminar this year 18
Bring in one new member — send a kit 25
Group Rates offered, Errors & Omissions insurance 27
NAA officer/director articles
Farm machinery, auction suggestions,
William L. "Bill" Gaule, CAI 28
World's Fair on your way to Atlanta,
Haskel "Hack" Ayers, CAI 33
A challenging year, *Richard T. Kiko* 35
Livestock at Auction
"Board" sale meets buyer/seller needs, *A. Lee Meyer* 38
Real Estate at Auction
The real estate auctioneer, *Shauna Thompson Kent* 42
Antiques at Auction
Japanese prints, *George Michael* 45
The auction method, *Alice Colvard* 46
You're NAA and professional 59
Small business asked to comment on banks 61

DEPARTMENTS

Auxiliary to the NAA 37
Letters to
THE AUCTIONEER 3
State Association
Conventions 50
State Association Reports 48
In Memoriam 50
Successful Auctioneering 52
Spotlight on
NAA auctioneers 57
Advertiser's Index 62
Advertising Rate Schedule 62

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.

Single copies: $1.00 each. Annual subscription rate $10.00.

Editorial and Executive Offices of the National Auctioneers Association are at 135 Lakewood Drive, Lincoln, Nebraska (NE) 68510-2487. Phone: 402-489-9356.

Harvey L. McCray, Editor and Executive Vice President. Member: American Society of Association Executives, American Advertising Federation, Lincoln Advertising Club, Lincoln Chamber of Commerce, Admen's Gridiron.

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

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



HOLIDAY BEST WISHES from the Buckles family. From left, daughter-in-law, and son, Patty and Bill Buckles, East Moline, Illinois; Arlene Buckles, NAA president Howard Buckles, and daughter Diana Sue, Keosauqua, Iowa.

Greetings of the season to all!

By Howard Buckles, President
National Auctioneers Association

Greetings of the season to all of the members of the NAA, your families and business associates. With these greetings I'm optimistic that the new year of 1982 will be prosperous and successful for each of you.

If the membership activity and interest in the NAA programs are an indication of future success, I'm also optimistic about the future of the auction profession, and our NAA members' success in future years. The number of members of the National Auctioneers Association is on the increase and the interest in our programs, services, and activities are the reasons why auctioneers are joining together as an association, to strengthen the cause for auctions and the services of auctioneers.

Soon after you receive this issue of THE AUCTIONEER magazine, the NAA will begin it's second half of the 1981-82 year. Many state associations have provided the NAA office with information about the state associations' conventions, and those meetings are listed in the convention schedule in each issue of THE AUCTIONEER magazine. I believe in the value of belonging to a state auctioneers association just as I believe that any auctioneer can benefit from belonging to the National Auctioneers Association. In an association we can share our ideas, techniques and methods. When we realize the importance of organizing our auction businesses in accordance with good ethical and professional methods, we will then strengthen our purpose of creating a desire in the public, to have more real and personal property marketed through the auction method. The auction method, in my opinion, is the best method to use when liquidating property; and we, as members of the NAA and the state associations, should work hard to promote our services and provide information about our very sound business marketing method.

The National Auctioneers Association will provide educational benefits to its membership when the first of two 1982 NAA seminars will be conducted in Tampa, Florida, January 25-26-27. The "Real Estate at Auction" seminar will allow you, as members, to hear the success stories of seven very successful auctioneers who specialize in selling real estate at auction. These auctioneers represent some of the finest auction firms in the world. Through their membership in the National Auctioneers Association, they are sharing their ideas, techniques, and methods with you and I urge you to register early to assure attendance.

Registrations to the 1982 NAA seminars will be limited to the first 200 registrants who submit the registration form and proper fees to the NAA office. Registrations will be accepted on a first-come, first-served basis, and if you want the assistance which will be provided by the instructors assigned, register now. When the 200 registrations are acknowledged by the NAA office, no other registrations can be accepted. Unfortunately, in past years, auctioneers determined late that they want to attend and without notification travel to the seminar site. But if the 200 registrations are already received, only those who have registered in advance will be able to attend the sessions.

On February 15-16-17 the second of the two NAA seminars will be held in San Antonio, Texas, and again registrations to that "Selling Personal Property at Auction" seminar will be limited to the first 200 registrants who submit the registration form and appropriate fees to the NAA office. The San Antonio seminar will be interesting, as all sessions will be held during the day, so that registrants and their spouses can attend the National Livestock Exhibition and Rodeo, which will be held in San Antonio during the same week of the NAA seminar. The day-time hours on Monday, Tuesday, and Wednesday will be devoted to selling personal property (livestock, business liquidations, farm and heavy equipment, and auctioneers' bid calling techniques) by auctioneers who are well known in the profession as being highly successful. This issue of THE AUCTIONEER magazine will provide additional information about the two NAA seminars (registration forms), and again I urge you to register and pay your fees early, so that you will not miss out on this important educational benefit which is provided to the membership of the NAA.

Another educational opportunity offered only to NAA members is the Certified Auctioneers Institute,

Continued page 6

which will be held during the first week of April. I am not a candidate of the Certified Auctioneers Institute nor have I ever attended the course work which is offered to NAA members, but I do suggest that you consider participating in the CAI program, if you are interested in obtaining information about the business courses which are not now provided to auctioneers through their NAA activities. The CAI courses do not conflict with the educational material provided to members at our seminars or convention workshops. The CAI instructors include qualified instructors and professors who are as knowledgeable in their chosen professions as are auctioneers in the auction profession. The instructors will not tell you how to sell at auction, but they will provide you with information which will help any business person, especially the auction business person, and provide you with the necessary tools to run all phases of your business. The instructors relate their presentations to the auction method of selling, plus offering good business and legal information very useful to any business person.

Another April observance will include National Auctioneers Week, and we are requesting the support of state associations to help recognize auctioneers on a national scale. Honorary membership certificates will be provided to any and all state governors who proclaim "National Auctioneers Week". Honorary membership certificates will also be provided this year, without hesitation, to mayors of cities who observe National Auctioneers Week with local proclamations. It is hoped that the NAA membership will join together, especially in the city observances to request, as a group, participation by mayors of the city. Coordination of the state-wide observances should be made through the state associations so that the membership will have the coordinating force of a state organization, and eliminate the problem of having more than one individual to or contact the state governor.

The important aspect of National Auctioneers Week observances is, however, to make the state and city officials understand how important the auction method of selling is to the public, and recognize NAA auctioneers in your state.

Smaller communities can become involved also by having proclamations signed by the city council, or any official body of the community. Promote National Auctioneers Week on your sales brochures if possible!

In my opening paragraph I indicated optimism, not only for the new year, but for the future of the auction profession. My optimism comes from the support the officers and directors of the National Auctioneers Association have received from the entire membership. Auctioneers who belong to the National Auctioneers Association realize how important the association is to the profession. Our association is just as good as its membership, just as strong as the membership. Auctioneers are continuing to realize how important it is to belong to an association of professionals who have joined together to build a good image for auctioneers and the entire auction profession. Together we will have, "Strength in Numbers".

I need to recognize the efforts of one long-time NAA member who has accepted my challenge to seek out qualified auctioneers and ask them to join the National Auctioneers Association. B. G. Coats, who was selected to the NAA Hall of Fame at the 1981 Las Vegas Convention, and who also served as President of the NAA when the association was formed in 1949, has already obtained nearly 20 new members since the Las Vegas convention. B. G. believes, as do others, that there are many, many qualified auctioneers who should belong to our association. The only reason they do not belong is that they have never been asked. **We need to ask all qualified auctioneers to belong to our professional association,** and the only way they will be able to participate in our organization's programs is to be sponsored by a current member in good standing. Prospective members hesitate to ask auctioneers to sponsor them especially if they are located in the same area and compete for the same auction prospects. Whether you know it or not, you already "associate" with your local "competitors", but not entirely as business competitors. When joining together in an association, you and your competitors work for a common cause, and that is to promote and strengthen the auction method of selling.

Please, offer your "auction associates" the opportunity to join the National Auctioneers Association. Sponsor their membership, but only if they are qualified to belong to the NAA.

Again, on behalf of my wife, Arlene, and my entire family, I send you our best wishes for a "Very Happy Holiday Season and a Prosperous New Year!"

THE SCHOOL OF
THE PROFESSIONALS

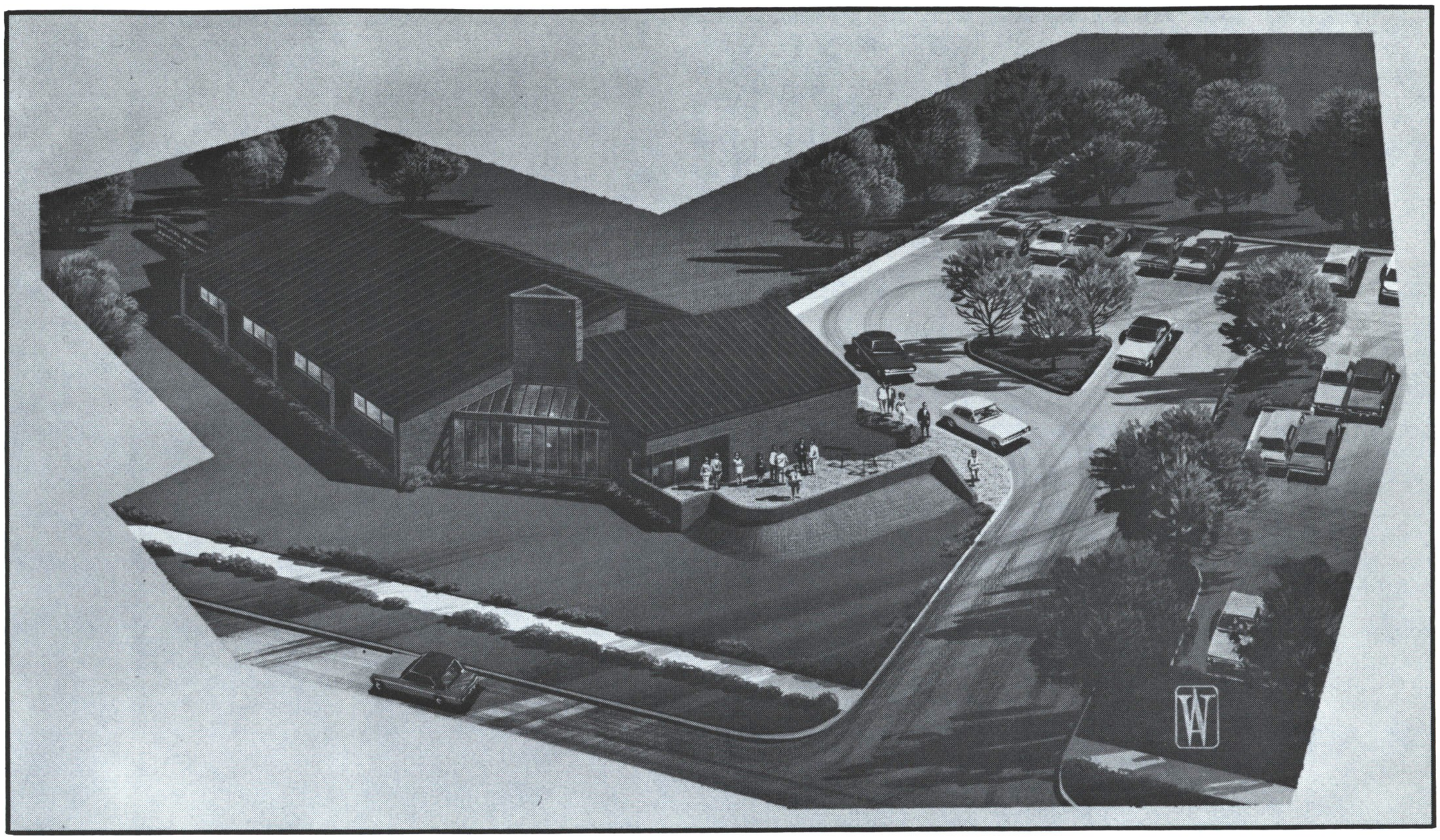


Learn to Be A Professional Auctioneer

INTERNATIONAL AUCTION SCHOOL

Route 5 - South Deerfield, Massachusetts
413-665-2877

Make plans now for
New England's only Auction School.
Call for information on next term.



ARTIST'S RENDERING of the architect's plans for the NAA office building in Overland Park, Kansas.

Over $90,000 paid on Headquarters Fund pledges

By Martin E. Higgenbotham, Chairman
Headquarters Relocation Fund Committee

Outstanding support has been given by those who already have made pledges to the Headquarters Relocation Fund of the National Auctioneers Association. Over $90,000 has been received in payments of the over $400,000 pledged to the Headquarters Fund; the pledges made primarily by members and families who attended the 1981 Las Vegas Convention.

By the time you read this report we will have mailed pledge cards to each member of the National Auctioneers Association who has not yet made a pledge, or even had the opportunity to sign the pledge card. The pledge card will be accompanied by a letter which will explain the program and the manner of which all pledges will be recognized in the new headquarters office, when it is located on the land purchased by the National Auctioneers Association in Overland Park, Kansas,

It is hoped that every member will return the pledge card whether or not a contribution, or pledge, will be made. For many reasons members may be unable to offer a pledge at this time, but it is important that the Headquarters Relocation Fund committee know if a pledge, or contribution, is going to be made by the membership.

It is my sincere hope that if we continue to receive payments on the pledges in the same manner as we have during the last two months, we will be in a position to request from the NAA board of directors approval to begin construction on our new headquarters building — initiate ground breaking ceremonies — during early spring of 1982.

I am asking each of you to give this fund program — this once in a lifetime opportunity — careful consideration and contribute in accordance with what the auction profession and your National Auctioneers Association has meant and will continue to mean to you. Our new facility in Overland Park, Kansas, will provide you with more educational opportunities, more services and create new programs which will help make you a better auctioneer.

With the proper facility, the NAA can provide you with the tools and equipment to do a better job in your auction business. Our facility will house an

Continued page 9

Headquarters Relocation Fund Report

THE AUCTION NEWSLETTER

Prospecting in the Auction Business

Prospecting is a long-term goodwill program. Used conscientiously, THE AUCTION NEWSLETTER provides the long-term exposure that you need to make your auction business more successful financially.

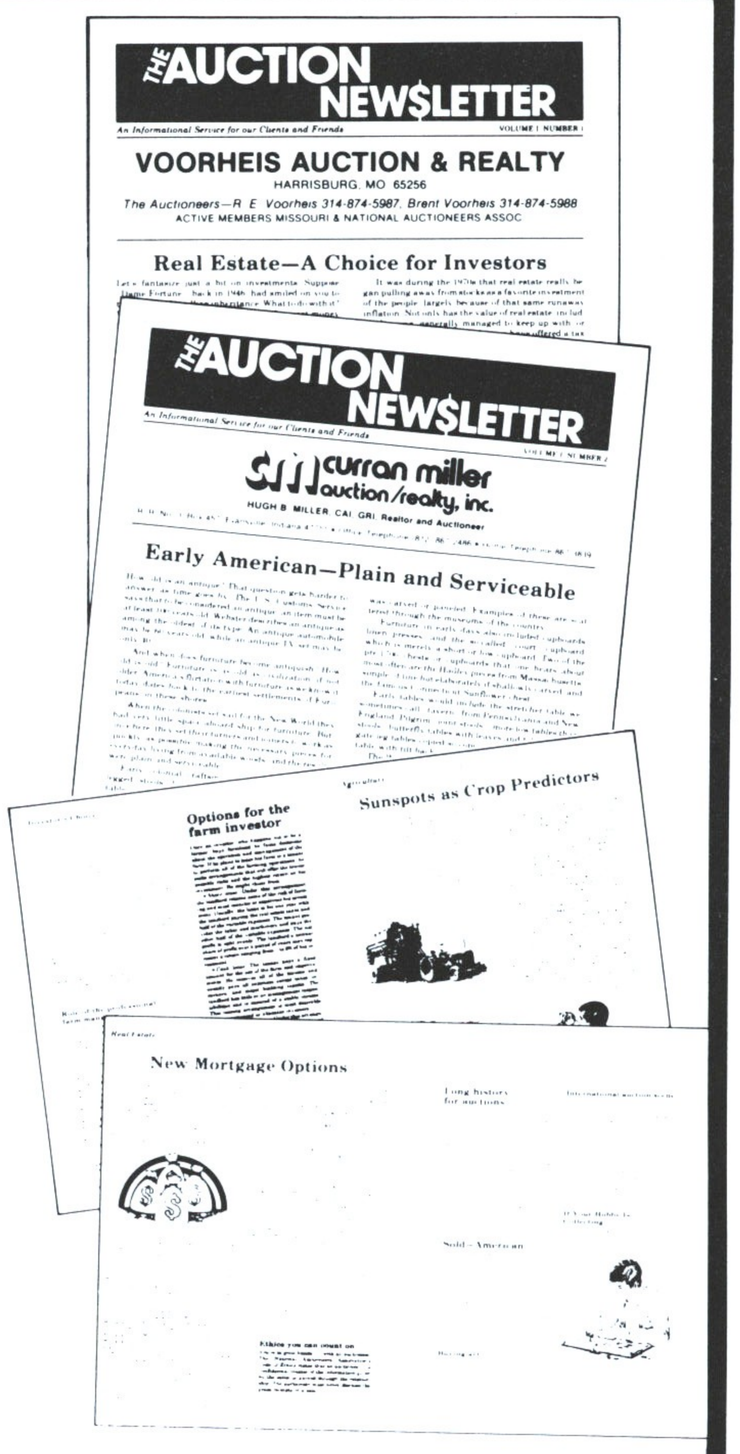
This professionally written prospecting tool will represent your firm the way you want it represented. Your readers will appreciate the NEWSLETTER's interesting stories about auctions — about real estate — about agriculture — about antiques — about life . . . six times a year. And your company will take pride in having its name on it and at a price that is right.

THE AUCTION NEWSLETTER is prepared by active auctioneers and written by trained professionals. Used conscientiously, the NEWSLETTER is certain to improve the bottom line of your firm's annual financial statement — at a greater profit for less investment than any other system available for auctioneers. One additional sale will easily pay for your annual subscription: Issued Every Other Month

Copies	Price Per Issue	Copies	Price Per Issue
200	$48.35 per issue	700	$84.60 per issue
300	$56.40 per issue	800	$91.65 per issue
400	$63.45 per issue	900	$98.70 per issue
500	$70.50 per issue	1000	$105.75 per issue
600	$77.55 per issue	1500	$153.25 per issue

The above prices include ALL freight and handling charges. There is a one time set-up charge not to exceed $30. There are no hidden or additional charges when dealing with our company. All subscriptions are for one year — six issues.

WRITE FOR FREE SAMPLES OF THE NEWSLETTER



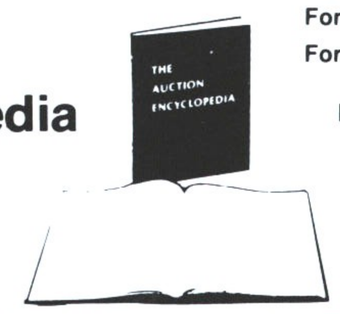
What is the Auction Newsletter?

THE AUCTION NEWSLETTER IS

- **an attractive four-page, 8-3/8 x 10-7/8, folded newsletter**
- **printed on quality, colored paper stock**
- **individualized with your company's name and/or logo on the front page**
- **a publication of at least three major articles in each issue with additional special interest news items, quotes, features of interest to prospective buyers and sellers**
- **an interesting and entertaining source of information professionally written and illustrated.**
- **bankers, lawyers, and prospects of all kinds will read every word.**

Each issue will include at least one article each on agriculture, antiques, and real estate — topics of major interest to auction clients.

The Auction Encyclopedia

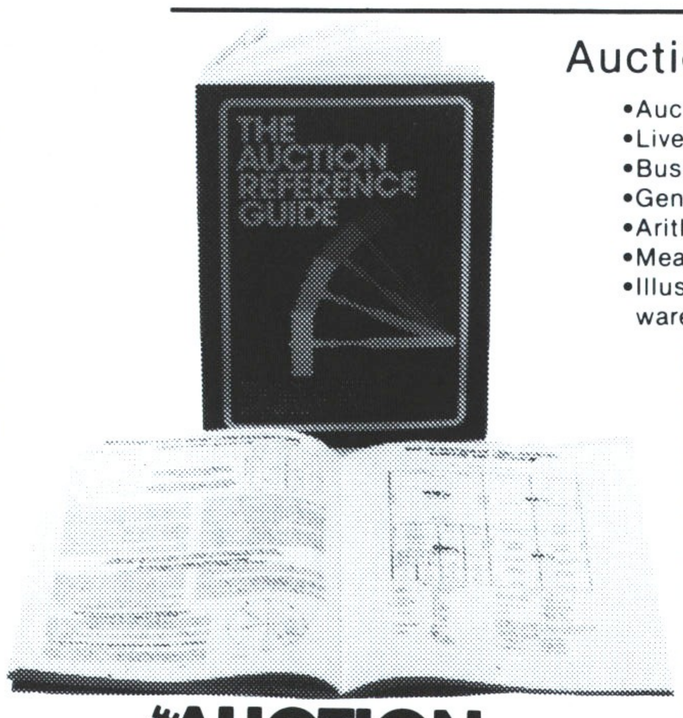


For the auctioneer who wants to know more about all aspects of the auction business!
For all who value the auction as a marketing method that is fast and fair!
For all who find the atmosphere of an auction exciting!

Edited by Richard W. Dewees, Missouri Auction School, and Stephen J. Martin, Indiana University

Written by auction authorities
Current information on 45 auction topics — Enjoyable reading
The "keystone" to the successful auctioneer's professional library

$27.95 Each. Carton of 22 Books at $491.92 per carton ($22.36 each)



Auction Reference Guide Table of Contents (146 pages)

- Auction Terms
- Livestock Terms
- Business and Real Estate Terms
- General Real Estate Information
- Arithmetic for the Auctioneer
- Measures/Weights
- Illustrations: Antiques, Sterling Flatware Trademarks, Livestock
- Auction Forms
- Real Estate Appraisal Forms
- Specialty Publications
- Code of Ethics of the National Auctioneers Association

$15.00 Each. Carton of 25 Books at $290.00 ($12.00 Each)

THE AUCTION RESEARCH & EDUCATION PRESS, INC.

Auction Research and Education Press, Inc.

1600 Genesee, Suite 914 — Kansas City, Mo. 64102
(816) 421-7117

Send to _____
(Name) (Daytome phone)

_____
(Address) (City) (State) (Zip)

Please send to me (at the above address):

_____copies of **THE AUCTION ENCYCLOPEDIA**, at $27.95 ea.

_____cartons (22 Encyclopedias at $22.36 each) **$491.92 per carton.**

_____copies of **THE AUCTION REFERENCE GUIDE** at $15.00 Each

_____Cartons (25 Books at $12.00 Each) **$290.00 per carton**

_____Free Samples of **THE AUCTION NEWSLETTER** & Prices.

Enclosed please find $_____(Missouri residents, Add 4½% Sales Tax.)

Payment with Order — We Pay Postage
COD Orders — You Pay Postage on Delivery
Order by Mail. Send check or money order.
Please keep my name on your mailing list for future publications.

Price subject to change without notice



STATE ASSOCIATION CHAIRS, (as exemplified by this photo) will surround the Board of Directors table in the new NAA headquarters office. Your State Auctioneers Association can "buy" one of the chairs for a fund raising pledge of $5,000 or more. Only the first 24 pledges will be accepted.

Archives area, in which auctioneers can learn more about every aspect of the business methods and procedures to create a successful auction business!

The Archives Committee, under the leadership of chairman Dean Fleming, held a meeting last month and it was the responsibility of that committee to discuss recommendations of the type of Archives and library, which is needed in the NAA. Meeting with Dean were committeemen Walter Britten, B. G. Coats, Joe Donahoe and Harvey McCray (George Michael was unable to attend the meeting) and the committee has prepared a list of recommendations, which will be submitted to the NAA board of directors for approval. With the NAA board's approval, the Archives area will include educational equipment and the room itself will be designed to properly house an NAA Archives. The committee has asked for recommendations from an interior design specialist, who knows how to design the physical facility and who also is an expert in designing the interior space to include the equipment and materials, which will be acceptable and beneficial to the entire membership and perhaps the general public. The overall purpose of the Archives program is to have a facility, which will help promote the good business purposes of auctioneers and the auction profession in general.

I have never been as excited about a program of any kind as I am by being able to participate in the Headquarters Relocation Fund committee activities and to be involved in our program to build our new office in Overland Park, Kansas, a suburb of Kansas City, Missouri. The location of our new office will be outstanding and will offer any and all members ease in visiting our new office — and learning in our new Archives — regardless of where the member resides.

The headquarters will remain in a central location, but the office will be within a few minutes of a major, International Airport and next door to a very nice hotel. In fact, it will be possible to park your automobile in the hotel's parking lot and be within a few feet of the entrance of the NAA office! The land has excellent exposure; is within sight of a major Interstate highway and our property can be clearly seen from three major traffic ways!

The Archives facility will complement the new building, in which added space will be available to provide those services which are demanded by the membership and expected of the NAA's administrative offices. The building will include a conference room, in which the meetings of the board of directors can be held on a regular basis.

The conference, or board of directors, room will include a permanent conference table and already the table was "sold to the highest bidder" during the Las Vegas Convention (NAA members Jasper Jones and Raymond Taggart of the Delta Auction Company, Memphis, Tennessee, purchased the engraved plate to be displayed in the conference room). In my last report (November issue of THE AUCTIONEER magazine) I announced the opportunity for State Auctioneers Associations to "buy a conference chair" and be recognized in the Chairs of States program. Engraved plates will be attached to the conference room chairs, recognizing those State Associations which pledge the amount of $5,000 or more for that purpose.

The Texas Auctioneers Association already has paid the total pledge amount of $5,000 and is the first State Association to fulfill the pledge in the Chairs of States program. Other state associations, which have indicated the desire to be included in the Chairs of States pledge program are: California Auctioneers Association, Illinois Auctioneers Association, Indiana Auctioneers Association, Nevada State Auctioneers Association, North Carolina Auctioneers Association and the Ohio Auctioneers Association.

It should be emphasized, however, that many of the State Associations listed as $5,000 pledge contributors offered the pledges during the 1981 Las Vegas Convention and those pledges are subject to the approval of the respective State Associations' board of directors. The boards of directors of each State Association will have the privilege, and authority, to determine the amount of the contribution and the amount of pledge was an indication of enthusiasm and support by members of those State Associations who were in Las Vegas for the convention.

I am optimistic! I am enthused! And, I am proud of the efforts, which are being made by many, many members of the National Auctioneers Association, who believe as I do that the auction method of selling

Continued page 11

The Auctioneer's "Auctioneer"

WHEN YOU HAVE AN AUCTION THAT REQUIRES THE FACILITIES THAT ONLY A NATION-WIDE ORGANIZATION CAN OFFER, HUDSON AND MARSHALL, INC. IS READY TO WORK FOR YOU. IN ADDITION TO THE SERVICES AND EQUIPMENT LISTED HERE, A LARGE STAFF OF HUDSON AND MARSHALL SALES ASSOCIATES IS AVAILABLE FOR CONSULTATION IN PRACTICALLY EVERY CATAGORY OF REAL OR PERSONAL PROPERTY.

- **COLORFUL TENTS (For Outside Sales)**
- **ALL ASSOCIATED EQUIPMENT (P.A. Systems, Chairs, Organs, Sound Trucks, Cattle Pens, Portable Generators, Etc.)**
- **NATIONWIDE ADVERTISING (In House Agency)**
- **NATIONWIDE MAILING LISTS**
- **FINANCING AVAILABLE (On Most All Properties)**
- **NATIONWIDE TOLL FREE TELEPHONE**

CALL THE AUCTIONEER'S AUCTIONEER",
HUDSON AND MARSHALL, INC. . . .
WE'RE READY TO WORK FOR YOU!!!

BROKER PARTICIPATION INVITED.

Call Toll Free

In Georgia Call
800/342-2666
Elsewhere Call
800/841-9400

HUDSON AND MARSHALL INC.
REALTORS AND AUCTIONEERS
ONE BACONSFIELD PARK • MACON, GEORGIA 31211
TELEPHONE (912) 743-1511

Home Offices
Macon, Georgia
Atlanta Offices
Suite 109
333 Sandy Spr. Cir.
404/256-5450



Gordon E. Taylor
President

St. Paul Union Stockyards



SOUTH ST. PAUL LIVESTOCK AUCTIONEERING SEMINAR
SOUTH ST. PAUL, MINNESOTA
BRANCH OF REISCH WORLD WIDE COLLEGE OF AUCTIONEERING, MASON CITY, IOWA

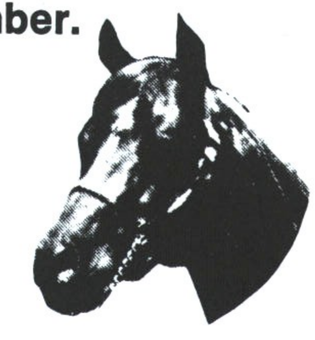
SPECIFICALLY FOR LIVESTOCK AUCTIONEERS AND THOSE WHO WORK AS RINGMEN OR ASSISTANTS

A specialized course in Livestock Auctioneering and Sale pavillion operation and management. You will be selling in the world's largest, near-new, air-conditioned cattle and hog pavillions at the South St. Paul Stockyards.

Terms are held twice a year — 1st week in February and 4th week in September.



For catalog and enrollment information Send to:
Col. Gordon E. Taylor
LIVESTOCK AUCTIONEERING SEMINAR
REISCH WORLD WIDE COLLEGE OF AUCTIONEERING, INC.
P.O. Box 949 — Phone 515-423-5242 or 6396
Mason City, Iowa 50401



real and personal property is the best method of marketing property! And, it is up to the National Auctioneers Association to educate and train the membership in the proper techniques and procedures, which will prove to the public how beneficial our profession is to everyone!

Thank you — all — for your continued support to this worthwhile program!

Sponsors' pledges, contributions to the NAA Headquarters Relocation Fund

Payments for pledges to the Headquarters Relocation Fund program have been received in the amount of over $90,000 by members and business firms since the fund was initiated at the 1981 NAA Las Vegas Convention. Letters of acknowledgement of the pledges was made by the NAA office and not only did the office receive verifications of the pledges, but payments by many of those making pledges; some making full payments and others making partial payments on their pledges.

The last two issues of THE AUCTIONEER magazine included listings of those making pledges to the Fund. In the October issue, a listing of the VIP ($5,000 or more) Pledges was included and in the November issue, an update of the VIP Pledges was made, in addition to the listing of those making Founders pledges, or pledges in the amounts of $2,500 to $5,000. This report will include any and all pledges not reported of those who have made VIP and Founders pledges and the listing of Sponsors ($1,500 to $2,500) pledges. A report also will be made on those State Auctioneers Associations, which have verified participation in the Chairs of States program (making a pledge of $5,000 or more for leather chairs in the Conference Room and each chair will have a brass plaque indentifying the donor).

Omitted from the VIP listing in earlier issues of THE AUCTIONEER magazine was the VIP pledge made by NAA Vice President William L. "Bill" Gaule, Chatham, Illinois. Bill's pledge was made during the NAA Convention, but was not included on any previous listings.

Sponsors pledges/contributions ($2,500 to $5,000) include the following: Dave Addy Auction Service, Casper, Wyoming; Dennis & Edward Ahrens, Staunton, Illinois; Nelson E. Aumann, Nokomis, Illinois; Auxiliary to the National Auctioneers Association; Kirby L. Bollinger & Family, Howe, Indiana and Elmer and Marjorie Burnham, Moses Lake, Washington.

Mr. & Mrs. Lewis C. Dell, Sanford, Florida; Albert C. & Laura V. Dunning, Elgin, Illinois; Robert H. and Barbara Glass and family, Central Village, Connecticut; Steven L. Greenfield, Des Moines, Iowa; Henry and Nancy Hackmeister, Pecatonica, Illinois; Roger and Paulette Houle, Norton, Massachusetts and Wenzel "Bunny" Humpal, Boyceville, Wisconsin.

Robert "Bob" Koty, Howell, New Jersey; Roy J. Lawson, Coal Valley, Illinois; Don Lloyd, Oshkosh, Wisconsin; D. L. and Velma Love, Beaver, Oklahoma; Robert "Bob" Mallinger, Sigourney, Iowa; Robert W. Matson, Randolph, New York; James K. "Ken" McCormack, Lemon Grove, California and Cliff Newman, Nicholas, New York.

Hugh R. Parker, South Otsellic, New York; James and Faye Parr, Independence, Missouri; Edward and Betty Short, Phoenix, Arizona; Marvin L. Smith. Silver Creek, New York; John Swartzendruber, Wayland Iowa; Lawrence, Philip & Bruce Vogel, Monticello, Indiana; Earl "Blackie" Witzel, Oak Harbour, Washington; Richard A. and Louise E. Wordell, Kingston, Rhode Island and Wuebbels Auction Service, New Memphis, Illinois.

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.**

Larry P. Atterbury, 1512 Bus. 70 W., Columbia, Missouri 65201

Dave L. Davison, 4988 Thunder Road, Dallas, Texas 75234

Brown Ellis, Route 1, Box 41, Harriman, Tennessee 37748

Earnest E. Graf, 8003 Trade Village, Dallas, Texas 75217

Russell Kunkle, 210 N. William St., Allentown, Pennsylvania 18103

Randall M. Laswell, 32403 50th Pl. S., Federal Way, Washington 98003

Jack L. Marsh, Rt. 1, Bloomdale, Ohio 44817

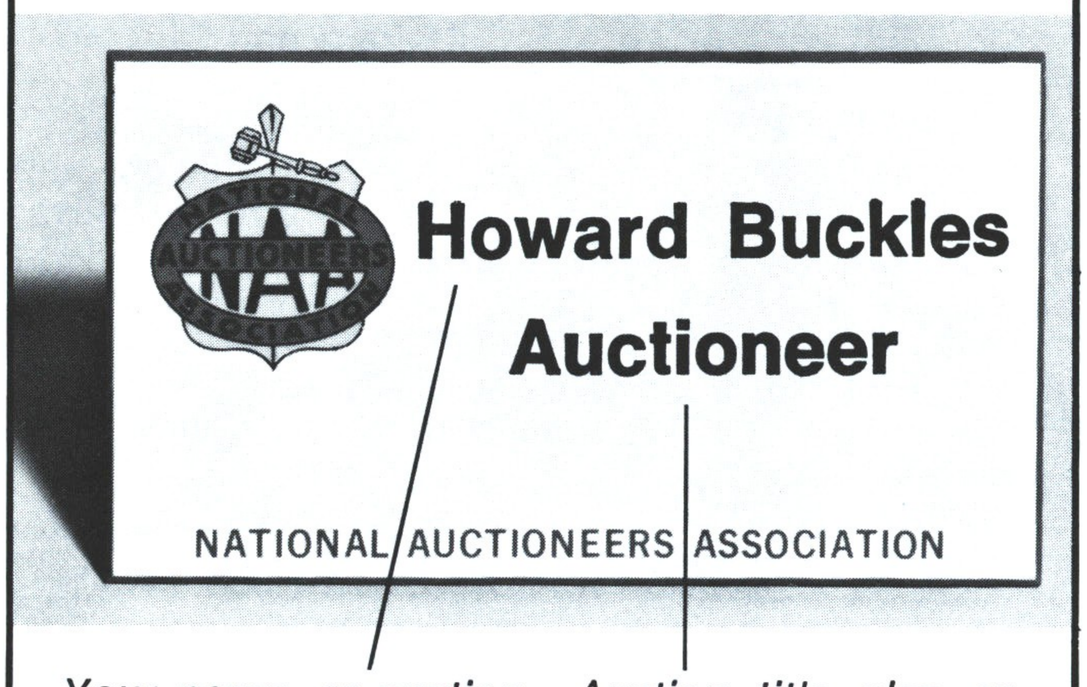
Allen E. Meyer, P.O. Box 194, Brighton, Colorado 80601

Gary W. Spitzer, 11252 Harry Hines Blvd., Dallas, Texas 75229

Steve Van Gordon, 505 NE 7th St., Grants Pass, Oregon 97526

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

New NAA name badge now available



Your name, or auction staff member, goes here.

Auction title also engraved — auctioneer, ringman, clerk, etc.

Quality, engraved name badges with full color NAA logo are now available from the NAA office. At a cost of $5.50 each (includes limit of two lines of copy), your name and title will be engraved on this sturdy plastic badge. (Price for three lines of copy is $6.00.)

Also, you can order name badges for members of your auction staff — clerk, cashier, ringman, etc. **However, if an auctioneer on your staff is not an NAA member, that auctioneer cannot wear an NAA name badge, being represented as an NAA member.**

Colors are white with green trim, full color logo, and red "National Auctioneers Association".

Order from the NAA office. Send full payment for all badges @ $5.50 each; plus exact copy for name(s) and title(s) to appear on badge.

National Auctioneers Association
135 Lakewood Drive
Lincoln, NE 68510-2487

12,000 NAA members . . .

It can be done, but only if each present member brings in a new NAA member.
Recruit that qualified auctioneer before the dues increase January 1. The NAA office provides applications upon request.

The Legal Aspects Of Auctions . . .

IRS comes to farm auction, not to bid but to collect

(This article is reprinted with permission from the ST. JOSEPH NEWS-PRESS & GAZETTE, St. Joseph, Missouri. Emphasis added by THE AUCTIONEER. Following the article is additional information from the auctioneer mentioned, NAA member Abie Showalter, Craig, Missouri.)

Mound City, Missouri — Last summer's auction of William E. Geib's farming possessions was not your typical farm sale.

Particularly when the Internal Revenue Service showed up to lay claim to the proceeds.

Geib, though not much past 40, was selling out. Fencing wire, hinges, trucks, a Model-A Ford and some equipment he had never used were scattered to the highest bidders.

By 3 p.m., the last customers were loading out their purchases. Geib and the auctioneers headed for the truck to settle the less-than-expected receipts.

At that moment, nine IRS agents approached the farmer, two auctioneers and their clerk, carrying papers that could keep Geib from ever seeing those proceeds.

The IRS documents, informing Geib that he owes nearly $500,000 in back taxes and penalties, mark the first public action against northwest Missouri farmers using an estate-planning method called a "sham" by IRS officials and rulings.

The sale receipts, minus the auctioneers' commission, were to be forfeited to the IRS to ensure that it would receive at least part of the unpaid taxes.

Geib is one of several Holt County farmers who have put their land into foreign trusts designed to reduce or even eliminate payment of income taxes, especially on land sales.

IRS officials said earlier this year that such arrangements were "shams" and that the agency would be examining participants closely.

A federal income tax lien was filed against Geib and his wife, Nancy, in the Holt County courthouse in Oregon, Missouri. That same courthouse contains the declarations of trusts created in Belize, in Central America, to make several farms appear to be foreign-owned, an advantage at tax time.

The tax lien lists an unpaid balance of $497,930.03. The lien identified the type of tax as one that should have been reported and paid at the time Geib transferred his land into trusts. That would have been November 9, 1978, according to deeds filed in Holt County.

The tax assessed on the transfer of "property to

a foreign corporation, foreign estate or trust, or foreign partnership," according to IRS forms.

A 1979 foreign investment disclosure form Geib filed with the Agriculture Department valued the transferred land at $935,000. The tax would be about 35 percent of that value. The IRS adds penalties and interest to the unpaid tax until it is paid. Taxpayers may appeal such assessments.

The trust used by Geib was promoted in Missouri and several other states by the American Law Association, based in College Station, Texas. Karl L. Dahlstrom, president, presented a seminar in Mound City as recently as November 1980. He offered to teach farmers and business people how to avoid estate and some income taxes through a chain of foreign trusts which, on paper at least, separate ownership and control of property and income.

Members pay $12,000 for two-day sessions in Texas and access to the various forms, Dahlstrom said. Part of the package teaches members how to deal with an IRS audit, and association officials offer to assist members in such situations, according to promotional literature and interviews with Dahlstrom.

Geib has sold one farm out of the foreign trusts since 1978. He announced the equipment sell-out in the local paper and on posted sale bills.

Proceeds from the sale — including nearly $64,000 for a like-new combine and accessories — appeared to be close to $200,000, according to an informal tally kept during the sale. Clavel Howard, the auctioneer's clerk, would not reveal the total after the sale.

Auctioneer Abie Showalter started the sale by saying Geib had sold a second farm, the 640 acres where the sale was held.

Geib declined comment after being served the lien by IRS collection agents.

Bad situation, handled properly

The above article describes a potentially threatening situation for the auctioneer involved. Actually, there were three NAA members participating in the auction — Abie Showalter, mentioned above, Pat Maher, and Jesse McIntyre, both from Shenandoah, Iowa. For a firsthand accounting of an auction attended by the IRS, THE AUCTIONEER contacted Mr. Showalter.

First of all, the auction was completed and grossed around $170,000. During the sale, 10 IRS personnel were present, took pictures, and according to Showalter were "bothersome". At some point, the IRS tried to serve auctioneer Showalter with papers, to take possession of the auction's proceeds.

Mr. Showalter reminded the IRS people that they were on private property, at a public auction, and did not have any court authority to *seize* anything. Consequently, Showalter did not accept the

Continued page 15

CAI®

CERTIFIED AUCTIONEERS INSTITUTE
1982 Courses

March 28-April 3, 1982 **Indiana University Bloomington, Ind.**

For application and information, contact: Certified Auctioneers Education Institute, Indiana Memorial Union, Suite 445, Bloomington, Ind. 47405; (812) 337-0706.

AUCTIONAIRE®

Portable Public Address Systems

FACTORY DIRECT
COMPARE & SAVE WITH **AUCTIONAIRE®**

Designed for Professional Auctioneers

ATTENTION GETTER® Electronically produced wavering type siren at the push of a button (replaces gavel for getting attention).

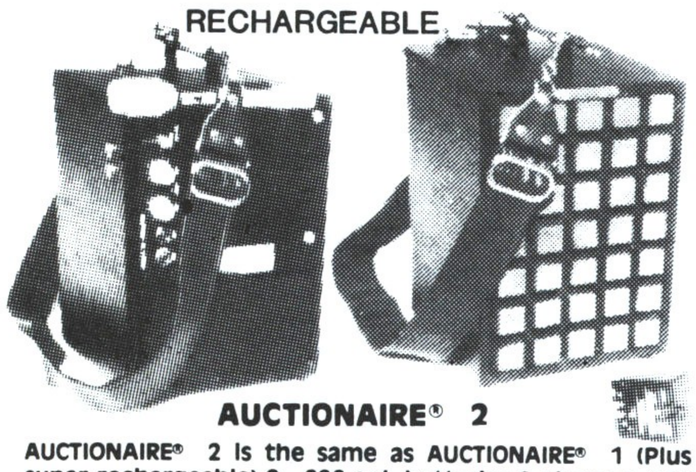
Personalized Brass Name Plate on face of Auctionaire units 1–2–3–4–5. (Indicate the exact way you want your name to appear when ordering.)



AUCTIONAIRE® 1

AUCTIONAIRE® 1: Attractive, sturdy wooden case, specially designed for clear sound, covered with heavy duty, weatherproof, automotive vinyl. **SPEAKER:** 6"x9" Dual-cone acoustical suspension speaker produces a crisp, clear sound. Will handle power amp at full capacity. **AMPLIFIER:** Solid state, all transistor, low consumption. **MICROPHONE:** Condenser type, directional pattern, built-in filter for close talk. Brushed aluminum body. On-off switch, mike holder and Deluxe storage case. **SHOULDER STRAP:** 2" wide adjustable with carrying handle. **INPUTS:** 1 microphone and 1 auxiliary for tape recorder, etc. Separate volume controls. All mounted horizontally to be kept free of moisture and foreign particles. **POWER SOURCE:** 8 D Cell, flashlight batteries, many, many hours operation with alkaline type. **DIMENSIONS:** 10¾" high, 8" wide, 7½" deep. **WEIGHT:** 9 lbs. with batteries (batteries not included) **AUCTIONEER'S COST $197.00**

RECHARGEABLE



AUCTIONAIRE® 2

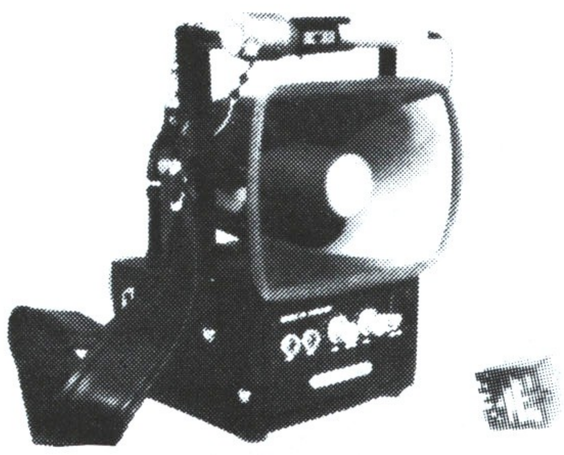
AUCTIONAIRE® 2 is the same as AUCTIONAIRE® 1 (Plus super rechargeable) 2 - 626 gel. batteries & charger. Will last over 12 hours per charge.
AUCTIONEER'S COST $289.00



AUCTIONAIRE® 3

AUCTIONAIRE® 3: Amplifier, microphone, power source, shoulder strap, and inputs same as Auctionaire® 1. **SPEAKER:** All weather indoor/outdoor, full range public address horn. Rubber edge damping ring for crisp, smooth sound. **DIMENSIONS:** 10¾" high, 8¼" wide, 8¼" deep. **WEIGHT:** 8½ lbs. with batteries (batteries not included).
AUCTIONEER'S COST: $187.00

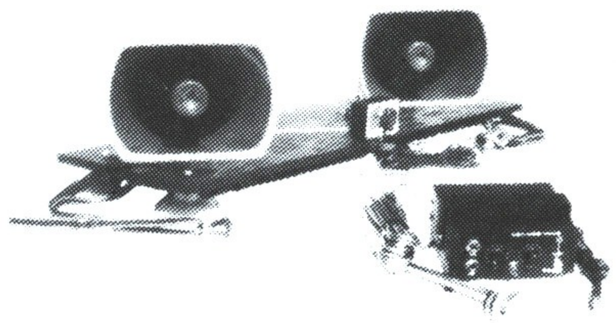
RECHARGEABLE



AUCTIONAIRE® 4

AUCTIONAIRE® 4 is same as AUCTIONAIRE® 3 (Plus super rechargeable) 2 - 626 gel. batteries & charger. Will last over 12 hours per charge. **AUCTIONEER'S COST $279.00.**

DUAL PURPOSE – AC & DC



AUCTIONAIRE® 5

AUCTIONAIRE® 5: Convert your car or truck to a mobile sound unit in seconds. Also works well in auction houses. Powered by our 30 Watt, all transistor amplifier with electronically produced, wavering type siren. Plugs into any 12 volt automotive cigarette lighter socket or regular 120 AC for indoor use. Two all weather, indoor/outdoor, full range Public Address horn speakers with rubber damping rings for a clear smooth sound. Speakers can be rotated up or down in any direction. Anti-feedback microphone with built-in filter for close talking. On-off switch.
AUCTIONEER'S COST $259.00

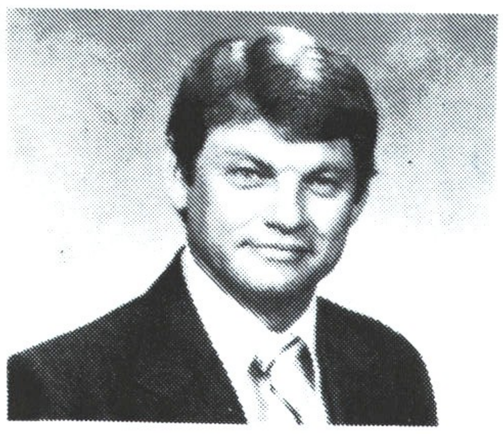
WIRELESS MICROPHONE SYSTEM

This system takes advantage of the new 49 Mhz band, which permits 100 milliwatt transmitter long range power without an FCC license. Ideal for auctioneers, school auditoriums, bingo parlors, etc. Receiver features an on-off pilot light, signal control meter and plugs into your existing P.A. system. Power source, 9V radio batteries. Imported.

YEAR END CLOSEOUT $79.00



BE A PROFESSIONAL AUCTIONEER

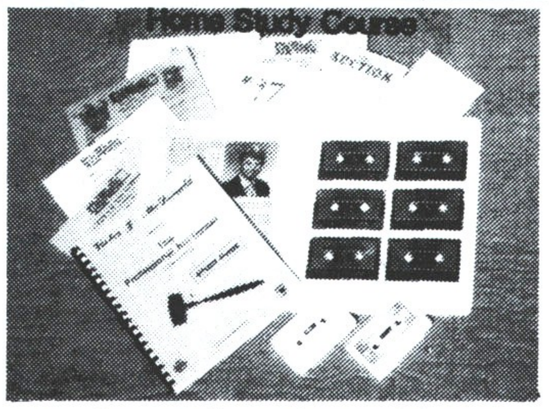


Victor J. McDonald, Master Auctioneer, Real Estate Broker & successful businessman, has conducted many, many auctions. *(Even one that was spotlighted on* **CBS' 60 MINUTES.***)*

No need to travel across the country and try to cram the foundation for a lucrative profession into a 1 or 2 week school. Listen, learn and practice at your own pace.

- AUCTIONEERS CHANT
- HISTORY OF AUCTIONS
- NUMBER BRACKETS
- FILLER WORDS
- OPENING CHANTS
- SALESMANSHIP
- BUYING & SELLING
- CONTRACTS
- BANKING
- ETHICS

PRACTICE CASSETTE
Use daily and return for CERTIFICATE OF COMPLETION.



Years of preparation and research have gone into this 8 cassette auctioneering course and study guide textbook. The steps you must follow to reach your goal are set out in an easy and practical plan designed to be followed at your own rate of progress.

Complete Course $99.00

MAIL TO: AUCTIONAIRE® DIVISION, P.O. Box 1968 Victoria, TX 77902

PAYMENT WITH ORDER - WE PAY POSTAGE - C.O.D. YOU PAY POSTAGE - CALL (512) 578-9811

VICTOR McDONALD COMPANY, AUCTIONAIRE® DIVISION

TEXAS RESIDENTS ADD 5% SALES TAX

NAA third quarter dues statements mailed to over 2,000 members

Dues statements have been mailed to over 2,000 NAA members and the dues statement will include, for the first time, the increase of dues from the $30 annually to $50. The dues increase was approved by the NAA board of directors at the meeting of the board, held in Las Vegas prior to the NAA Convention.

The reasons for the dues increase were explained in previous articles published in THE AUCTIONEER magazine. The dues increase will not provide funds with which to relocate the NAA office from Lincoln, Nebraska to Overland Park, Kansas. The increase was necessary to administer the programs and services of the National Auctioneers Association on a current basis.

The audit and budget committee of the NAA reviewed the projected income and expenses and due to the increase of costs in nearly every aspect of association services and programs, it was determined that the dues increase will be necessary. The funds to relocate the NAA office will come from pledges and contributions to the Headquarters Fund program and over $90,000 in payments on the over $400,000 pledges have been received and the monies for that program are being maintained separately from the general fund accounts.

Members have 90 days to respond to the dues renewal statements

If your dues are to be renewed during the third quarter period (January, February and March), please submit your dues as soon as possible after you receive your statement and prior to April 1, 1982. Any and all members who have not renewed their dues prior to April 1 will be eliminated from the NAA roster and will no longer receive THE AUCTIONEER magazine, or have the privileges and opportunities of participating in the programs sponsored by the National Auctioneers Association.

Dues support the programs and administrative activities of the NAA and those services (information, which is made available in the magazine or when requested from the NAA office) will not be offered and is not currently offered to auctioneers who are not now members from the NAA office. NAA members support, financially, the programs offered and the programs and services offered by your board of directors is provided only to dues paying members.

Many, many requests are made daily by people who seek information about the auction profession. Many times auctioneers. who are not members, ask for help and assistance and it is the standard procedure of the NAA office to explain to those auctioneers that the services offered to auctioneers by the NAA office come from the financial support (dues) by the dues paying member and to obtain those services, the auctioneer will have to join — be sponsored by a current NAA member in good standing and abide by the NAA's By-Laws and Code of Ethics.

Several State Associations have a reciprocal membership agreement with the NAA (to join the NAA or State Association you must also join the other association) and if you are a member of a reciprocal membership State Association, your dues statements will include the amount of dues for the State Association also. NAA members who reside in Pennsylvania pay dues only through the State Association (Chapter Secretary-treasurer) and NAA dues of the PAA members are paid by the State Association to the NAA office.

Dues for all NAA members, renewable for the period of January 1 thru December 31, will be in the mail probably before you receive this issue of THE AUCTIONEER magazine. Your immediate response to the dues billing program will be appreciated by the NAA board of directors.

Continued from page 13

served papers which were later mailed to him. And even though the claim was against William and Nancy Geib, the auction was on behalf of a corporation, and not individuals.

So what happened to the money? The gross amount of the auction was put in a bank account, then: all mortgages were paid; all auction expenses were paid in cashier's checks; the auctioneer's commission was paid; and all buyers' checks cleared. In the state of Missouri all mortgages come first in the line of payment, before any seizure of remaining funds can take place. Also, the auction was on a Thursday, but all money transactions were completed on Saturday.

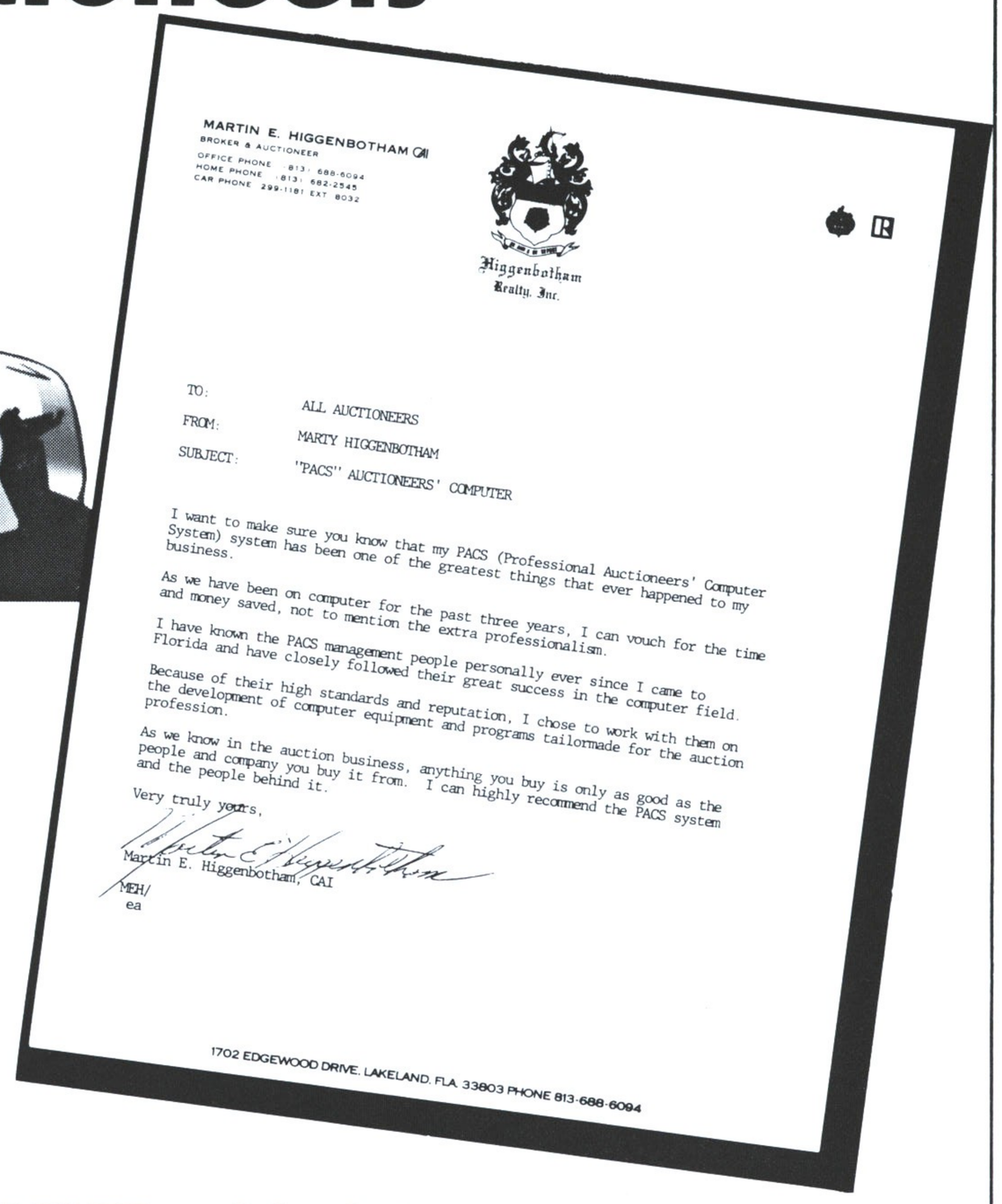
The net proceeds of the auction were then turned over to the county circuit court for interpleader action. The IRS would therefore have to prove in court that the auction proceeds were theirs. Auctioneer Showalter feels that if the money had been turned over to the IRS, he would have been open to suit by the seller; and vice versa if he would have *given* the money to the seller.

As Abie Showalter sees it, auctioneers may encounter more of this kind of situation involving the IRS. He advises all auctioneers to be especially well informed about their local laws, know their rights, and act properly on behalf of themselves and their auction client. Mr. Showalter had previously dealt with IRS agents during some bankruptcy sales, but he emphasized that he did not get "smart" with them. "I didn't let them (the IRS agents) push me around," he explained.

According to auctioneer Showalter, the IRS is still in court trying to get its money from the auction.

An Auctioneer's Computer System Should Be Designed By Auctioneers





MARTIN E. HIGGENBOTHAM CAI
BROKER & AUCTIONEER
OFFICE PHONE (813) 688-6094
HOME PHONE (813) 682-2545
CAR PHONE 299-1181 EXT 8032

Higgenbotham Realty, Inc.

TO: ALL AUCTIONEERS
FROM: MARTY HIGGENBOTHAM
SUBJECT: "PACS" AUCTIONEERS' COMPUTER

I want to make sure you know that my PACS (Professional Auctioneers' Computer System) system has been one of the greatest things that ever happened to my business.

As we have been on computer for the past three years, I can vouch for the time and money saved, not to mention the extra professionalism.

I have known the PACS management people personally ever since I came to Florida and have closely followed their great success in the computer field.

Because of their high standards and reputation, I chose to work with them on the development of computer equipment and programs tailormade for the auction profession.

As we know in the auction business, anything you buy is only as good as the people and company you buy it from. I can highly recommend the PACS system and the people behind it.

Very truly yours,

Martin E. Higgenbotham, CAI

MEH/
ea

1702 EDGEWOOD DRIVE, LAKELAND, FLA. 33803 PHONE 813-688-6094

Marty Higgenbotham says:

"Every Auctioneer interested in PROFESSIONALISM, ACCURACY, and COST CONTROL needs a **PACS** *computer."*

PACS allows you to process REAL ESTATE or CONSIGNMENT sales faster, more accurately, and with fewer personnel.

Automatically Handles:

- Bid Calculations
- Regroup Calculations
- Real Estate Contract Printing
- Cashier Statements
- Consignment Recap Reports
- Sales Recap Reports
- Inventory

Unique Features:

- Zenith Quality Micro Computer Equipment
- Nationwide Service
- Special On-Site Training Course
- Nationwide Customer Assistance Hot Line
- Ongoing Programming Improvements
- Includes Special Weatherproof Carrying Case

PACS
PROFESSIONAL AUCTIONEER'S COMPUTER SYSTEMS

PHONE 813 688-1882
522 SOUTH FLORIDA AVENUE
LAKELAND, FLORIDA 33802

What's new with the IRS this year

For starters, you've probably taken note of the Economic Recovery Tax Act, signed by President Reagan, August 13, 1981. You can read all about the affects of the new law in IRS Publication 553, "Highlights of the New Tax Law". The January pamphlet will also include changes in 1980 that may influence 1981 tax responsibilities.

Are you still deducting $.20 a mile for travel expenses? The IRS has found that in many cases the amount is not covering that actual travel expense. You may want to switch to actual amounts, because the $.20 is not due to increase in the forseeable future. To validate your actual travel expenses, you'll need gasoline receipts, repair receipts, appropriate cancelled checks, and verification of depreciation.

In other words, you'll need more than just a travel log to verify actual travel expenses for tax deduction.

Recordkeeping for the IRS. Reprinted below is a summary of minimal financial records suggested by the American Institute of Certified Public Accountants. They further suggest that you discuss your recordkeeping with your accountant.

Company check book — Funnel all business receipts and expenditures through one account. Use a separate account for personal finances. Reconcile the check books each month with the bank statements.

Cash receipts journal — This is a record of all receipts, including checks. It covers payments received, including payments on acount, and miscellaneous receipts.

Cash disbursement journal — Keep a listing of all amounts paid out in checks as well as cash. All obligations, of course, should be paid by check whenever possible. Payments made in cash should be supported by petty cash vouchers.

(Companies that account to the IRS on the accrual basis might also maintain, in addition to the above, a sales journal and a purchase journal. Or, the IRS permits adjusting cash receipts and cash disbursement journals at the end of the year to provide for accrual reporting.)

Payroll register or journal — This is a record of all wages and salaries paid, including payments for unemployment insurance, social security withholding, payroll taxes, etc.

Additional records — Keep them as needed to document circumstances that happen to have tax consequences for you, such as a list of your fixed assets showing depreciation rates, investment credits taken, etc.

If your records do need to be examined by the IRS, they will tell you specifically in a letter which records to bring. What the IRS has to say about financial records can be found in Publication 583, "Recordkeeping for a Small Business". Expect to read about keeping records of original entry, copies of invoices, sales or exchanges of capital assets, maintaining employee tax information, etc.

IRS business kit. Containing just about everything you'll need regarding business taxes, "Your Business Tax Kit" is available for the asking from your local IRS office. The new kit with updated information on the 1981's Economic Recovery Tax Act will not be out until March 1982, but employment tax information and forms are current in the present kit.

Any questions? Certainly don't go it alone when it comes to reporting your taxes. Consult with your accountant, your attorney, and the IRS. No, the IRS will not do your bookkeeping for you, but they will help you prepare your tax returns.

River Basin Auction School

Learn to be an Auctioneer and Rodeo Announcer

- ★ Two Week Course.
- ★ Terms in December, March, June, and September.
- ★ Get into a profession that will net you thousands of dollars in a single day. Be your own boss.
- ★ We'll teach you the chant and all the basics of auctioneering. Some of the most successful auctioneers in the business will be your instructors. Courses in Farm sales, Real Estate, all types of sales and rodeo announcing.
- ★ Specializing in Livestock selling.
- ★ *School is run by Truman (T.P.) Kongslie who has been an auctioneer and Rodeo Announcer for 22 years, named Rodeo Announcer of the Year for 7 years, State Champion Auctioneer 3 times, and has been an instructor in an auction college for 6 years.*

WRITE: RIVER BASIN AUCTION SCHOOL
Route #2 Bismarck, North Dakota 58501
OR CALL 701-258-1920

New members make for new talent, new enthusiasm, new blood and greater cooperation. Our president's goal of 12,000 members is not as difficult as it appears to be. We have a foundation of nearly 7,000 members who are responding to the president's simple request — every member invite an auctioneer to affiliate, just as a member invited you.

B. G. Coats

INVEST— in an NAA Seminar this year

Stop and think about it. NAA Seminars can be an excellent investment of your time, money, and travel — especially this year. What's the payoff? Auction information you can put to use in your business when you return home. As one NAA member explained it, "I've always used the seminars as a means of staying one step ahead of my competition."

Invest your time. Check the Seminar schedules, you'll find three days of auction topics, covered in depth. If you're going to take time away from your business during the winter, NAA Seminars offer three days well spent.

Cost is important, so NAA Seminar fees are kept as low as possible. Cost includes all class sessions in the schedule, daily luncheons, plus NAA holder and pad. Spouses and employees (but not auctioneers who are not NAA members) register for half price.

Early travel plans are absolutely necessary, because of some remaining air transportation problems, since the air traffic controllers strike. However, NAA Seminars are planned so that you travel the weekend before, then be back at your business by the end of the week. Contact your travel agent immediately to arrange the best transportation to and from your NAA Seminar.

When is the best time to register? Right now, to assure your place at either Seminar. Complete details are in this issue of THE AUCTIONEER.



1. Registration

Only the first 200 paid registrations received at the NAA office for each seminar will be allowed to attend. After that 200 limit is reached, a waiting list will be formed to fill in after cancellations. Registrations received by the NAA office will be processed in the order of earliest postmarked date, so prompt registration is most important.

If you are unable to attend the 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.

2. Hotel reservations

In order to assure hotel rooms and control registration, the special hotel reservation form for each seminar hotel will be sent to the registrant only upon receipt of the completed seminar registration on page 19.

For example, the special form that you'll use to make your hotel reservation at Tampa must be at the Tampa Holiday Inn Central by January 11, 1982. The only way you can obtain your Holiday Inn Central hotel reservation form is to mail your completed Tampa Seminar registration to the NAA office as soon as possible. Likewise for San Antonio.

The hotel reservation card that you will receive upon payment of your seminar registration will be *the only means of reserving your hotel accommodations* at the 1982 NAA Seminars.

Continued page 20

VISIT THE ALAMO during Seminar week in San Antonio. The famed "Shrine of Texas Liberty" is located only two blocks from the Seminar hotel, the San Antonio Marriott.

TAMPA

1982 NAA Seminar Registration

Tampa, Florida, January 25, 26, 27
Holiday Inn Central

SUBJECT: SELLING REAL ESTATE AT AUCTION

(At each 1982 NAA Seminar, the 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 two 1982 Seminars. Hotel reservation forms for both the Tampa (January, Real Estate) and San Antonio (February, Personal Property) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the Tampa Real Estate Seminar must be made by January 11, 1982.**

1982 REGISTRATION FEES INFORMATION

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1982 NAA Seminar. Three-day fees are $150 per NAA member; half price ($75) for NAA member's spouse, family member, or guest, attending seminar with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1982 TAMPA SEMINAR REGISTRATION

_____ $150 Three-day Tampa Seminar Registration

_____ $ 75 Spouse's Three-day Tampa Seminar Registration

$_____TOTAL TAMPA SEMINAR FEES

Enclosed is my check in the amount of $_____ made payable to the National Auctioneers Association, for my 1982 NAA Tampa Seminar Registration.

NAA Member's Name _____

Spouse's Name or Family Member If Applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminars registration fees to.

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

SAN ANTONIO

1982 NAA Seminar Registration

San Antonio, Texas, February 15, 16, 17
San Antonio Marriott

SUBJECT: SELLING PERSONAL PROPERTY AT AUCTION

(At each 1982 NAA Seminar, the general seminar topic will be covered IN DETAIL by non-auctioneer experts, as well as professional personal property auctioneers.)

HOTEL RESERVATIONS —

Seminar registrants must make their own hotel reservations for each of the two 1982 Seminars. Hotel reservation forms for both the Tampa (January, Real Estate) and San Antonio (February, Personal Property) Seminars will be mailed to the registrant upon receipt of seminar registration. **Hotel reservations for the San Antonio Personal Property Seminar must be made by January 22, 1982.**

1982 REGISTRATION FEES INFORMATION

Only three-day registrations will be accepted. One or two day registrations will not be accepted for either 1982 NAA Seminar. Three-day fees are $150 per NAA member; half price ($75) for NAA member's spouse, family member, or guest attending seminar with NAA member.

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1982 SAN ANTONIO SEMINAR REGISTRATION

_____ $150 Three-day San Antonio Seminar Registration

_____ $ 75 Spouse's Three-day San Antonio Seminar Registration

$_____TOTAL SAN ANTONIO SEMINAR FEES

Enclosed is my check in the amount of $_____ made payable to the National Auctioneers Association, for my 1982 NAA San Antonio Seminar Registration.

NAA Member's Name _____

Spouse's Name or Family Member If Applicable _____

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminars registration fees to:

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

Room rates

Holiday Inn Central, Tampa, Florida

Singles	$42.00
Doubles	$50.00
Three people	$54.00
Four people	$58.00

plus 6% tax

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

BY RUSSELL KRUSE

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

CHAPTER HEADINGS

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

Price of book $10.00 (Volume discount available). WRITE: Kruse Office, Auburn, Indiana 46706. ATTENTION — Russell Kruse.

ALSO AUCTIONEER TRAINING AT KRUSE AUCTION INSTITUTE AUBURN, INDIANA

Number #1: Three Week Course starting in February, June and October. Personalized training with actual book study and written tests. Written tests nearly everyday including but not limited to Contracts, Advertising, Sale Brochure, Offer to Purchase and Sale Summary. Last day of course has four hour written test to better prepare you for Business or State Test the following week. (Fee $300).

Number #2: Special Correspondence Course: Home Study Program. Kruse Book and other written material that should be very helpful in state test preparation as well as making you a better auctioneer. This also includes attending the Final Day of Course No. 1 and taking four hour written test if desired. Actually you will receive all of the 3 week course paperwork with instructions for each day for 3 week period. Live Auctioneer voice tape by Mr. Kruse included. Same as if you were in class. This is a natural setup for the person who cannot be away from home for 3 weeks but can be gone for one day review and 4 hour master test at Kruse Office on Saturday just before State Test.

FEE ONLY $75 — ALL BY MAIL IF DESIRED.

Contact Russell Kruse, Kruse Office Building, Auburn, IN 46706. Finance available in all courses.

San Antonio Marriott, San Antonio, Texas

Singles	$60.00-$80.00
Doubles	$74.00-$94.00

plus 7% tax

3. Special information

Tampa: arriving for the Seminar

All major airlines serve Tampa's International Airport, 15 minutes away from the Holiday Inn-Central. The Seminar hotel offers a complimentary limousine service, 24 hours a day, to and from hotel and airport. Call from the baggage claim area. Taxi and regular limousine service are also available.

Private planes can land at Tampa International, but the hotel's free limousine is only available from the main terminal baggage claim.

Both bus lines, Greyhound and Continental Trailways, have terminals 10 blocks from the Seminar hotel.

Arriving by car? The Holiday Inn-Central is located near the Ashley Street exit, off Interstates 275 and 4. Parking is free, and you are within walking distance from downtown.

Also near the Seminar hotel — Busch Gardens, 10 minutes driving time; Disneyworld, one hour; and the Gulf of Mexico beach, 20 minutes.

The weather? Unless Florida has a colder than usual winter, plan on temperatures in the 70's during the day, 40-50's at night.

San Antonio: arriving for the Seminar

All major airlines provide service to San Antonio International Airport, 15 minutes from the San Antonio Marriott.

Taxi from the airport to the Seminar hotel is approximately $9.00. A small bus service called "Americar" leaves the airport every 30 minutes, stops at all the major hotels, and costs $4.00 per person.

Private planes can land at San Antonio International, with the same transportation services available to the hotel.

Both bus lines' terminals are 3-4 blocks from the Marriott, with the train depot a half mile from the Seminar hotel.

Arriving by car? The Marriott Hotel is near the Alamo exit off of McCallister Freeway.

Also near the Seminar hotel — the Alamo, two blocks away; Sports Arena across the street; San Antonio's Paseo Del Rio (Downtown River Walk) right behind the hotel; the El Mercado, Mexican style market and shops, a short taxi ride. Also in town the same time as the NAA Seminar, the National Livestock Exhibition and Rodeo, February 12-21.

Visit Tampa for Real Estate

Instructors and topics have been confirmed for the NAA Real Estate at Auction Seminar in Tampa, Florida, January 25-27.

Monday

9:00-11:45 a.m.— PUBLICITY, PROMOTION AND ADVERTISING REAL ESTATE AT AUCTION. Instructor, William Z. Fox, Baltimore, Maryland

1:30-4:15 p.m. — CONDOMINIUM AUCTION SALES. Instructor, Douglas Clemens, Philadelphia, Pennsylvania

7:30-9:30 p.m. — AUCTIONEERS' TECHNIQUES DEMONSTRATION. Instructor, Rex B. Newcom, Whitewater, Kansas

Tuesday

9:00-11:45 a.m. — MULTI-PROPERTY AUCTIONS — An effective, efficient method of selling varied parcels from one location. (Previously announced as Industrial Real Estate at Auction.) Instructor John Dixon, Atlanta, Georgia, representing Hudson and Marshall, Inc.

Continued page 23, column 1

Plan San Antonio for Personal Property

Instructors and topics are confirmed for the NAA Personal Property at Auction Seminar in San Antonio, Texas, February 15-17.

Monday

9:00 a.m. to 12:15 p.m. — FARM MACHINERY AT AUCTION. Instructor, Jim Odle, Brush, Colorado

1:45-4:15 p.m. — SPECIAL LIVESTOCK AUCTION SALES (Purebred/Exotic Cattle/Horses/Pork). Instructor, Dudley Althaus, Fredericksburg, Texas

4:15-5:00 p.m. — UPDATE MONDAY SEMINAR. Instructor, Rex B. Newcom, Seminar Chairman, Whitewater, Kansas

Tuesday

9:00-10:30 a.m. — WHAT THE LIVESTOCK MARKET OWNER WANTS FROM AN AUCTIONEER. Instructor, James D. "J. D." Sartwelle, Sealy, Texas

10:45 a.m.-12:15 p.m. — AUCTIONEERS' TECHNIQUES DEMON-

Continued page 23, column 2



MR. AUCTIONEER!

ADVERTISE YOUR ANTIQUES OR COLLECTIBLES AUCTION IN AMERICA'S LARGEST AND WIDEST READ PUBLICATION ON ANTIQUES

THE ANTIQUE TRADER WEEKLY

With our weekly publication and national readership of over 200,000 antiques dealers and collectors, we can bring a good crowd to your antiques auction. Our national readership is in direct proportion to the population of the USA.

We will bring you the wealthy collectors and dealers, who will travel hundreds to thousands of miles to attend any auction in which they are interested, and they will buy your most expensive items. It is very rare when the most expensive items of any antiques are bought by someone locally, it is the people who have come from a distance that buy the best. **THE ANTIQUE TRADER WEEKLY** is the only paper that can bring those people from all across the USA as well as give you good local coverage. Our rates are the lowest per 1,000 readers of any publication in print in the antiques or collectors items field.

If you have not seen our paper, write or call for a free sample copy and a rate card.

THE ANTIQUE TRADER WEEKLY

PO BOX 1050-A **DUBUQUE, IOWA 52001**

Phone (319) 588-2073



Charlie Gay's Wholesale DEALER AUCTION

2550 Shorter Avenue (Ga. Hwy 20 West)

ROME, GEORGIA

Every MONDAY 10 A.M.

This is an ABSOLUTE Auction where we sell Tools-Electronics-Watches Furniture-Carpet-Gift Items-Household Goods and many other items to the HIGH BIDDER.

ALL NEW MERCHANDISE SOLD — LARGE AND SMALL LOTS

NO JUNK

Terms of Payment: Cash or Certified Check

PHONE (404) 234-5946

GA. AUCTIONEER LICENSE NO. 129

Tampa

1:30-4:15 p.m. — RESIDENTIAL REAL ESTATE AUCTION SALES. Instructor, Hugh B. Miller, Evansville, Indiana

Wednesday 9:00-11:45 a.m. — TECHNIQUES OF LISTING REAL ESTATE AT AUCTIONS (bankers, lending agencies, estates, etc.). Instructor, William W. "Bill" Morgan, Hopkinsville, Kentucky

1:30-3:00 p.m. — SELLING FARMS AT AUCTION. Instructor, Richard M. "Dick" Brewer, Mt. Hope, Kansas

Richard M. "Dick" Brewer. An auctioneer for over 30 years, Mr. Brewer operates the Dick Brewer Auction Service, Mount Hope, Kansas. He conducts a full range of auctions, but his business is primarily real estate. Dick Brewer has sold numerous pieces of Kansas property, plus conducting auctions in Oklahoma, Colorado, and Montana. He is active in the Kansas Auctioneers Association, and was a 1976 recipient of the NAA Hall of Fame award.

Mr. Brewer will emphasize the advantages to buyer and seller. of farmland tract/combination auctions, "Kansas style".

John Dixon Manager of the Atlanta office of Hudson and Marshall, Mr. Dixon conducts what the firm calls "metro auctions". Properties from all over the Atlanta area are sold in one evening with the aid of slides, pictures, video taping and movies. These auctions average $400,000 in gross income, and are held about 10 times a year by the company. John Dixon informed THE AUCTIONEER that this kind of auction has been very successful, featuring a complete variety of real estate offerings.

Mr. Dixon's office also has recently auctioned 72 units of condominiums in Florida; and large farm real estate in the Southeast. Regarding the office's volume of business, John Dixon explained that they are in the enviable position of having more people contact them for business than they have time to solicit new clientele.

Marvin Henderson. Along with brother Dale, Marvin Henderson is a partner in Henderson Brothers Auctioneers, Livingston, Louisiana. An auctioneer for over 24 years, Mr. Henderson conducts machinery auctions, both construction and farm equipment. He also conducts sales for the State of Louisiana, auctioning surplus equipment and vehicles.

Within his Seminar topic of Heavy Equipment Auction Sales, Marvin Henderson will emphasize auction procedures and sale preparation.

Be An Auctioneer

Two week term and home study.
Nationally recognized. G.I. approved.

FREE CATALOG!

Missouri Auction School

1600 GENESEE / KANSAS CITY, MO. 64102

San Antonio

STRATION. Instructor, Rex B. Newcom, Seminar Chairman, Whitewater, Kansas

1:45-4:15 p.m. — HEAVY EQUIPMENT AUCTION SALES. Instructor, Marvin Henderson, Livingston, Louisiana

4:15-5:00 p.m. — UPDATE TUESDAY SEMINAR. Instructor, Rex B. Newcom, Seminar Chairman, Whitewater, Kansas

Wednesday 9:00 a.m.-12:15 p.m. — BUSINESS LIQUIDATIONS I — RETAIL (Merchandise/Clothing/Lamps/Bulk Transfer Laws). Instructor, Gary Garrison, Muskogee, Oklahoma

1:45-4:15 p.m. — BUSINESS LIQUIDATIONS II — COMMERCIAL (Restaurant Equipment/Hospital/Machinery/Fixtures). Instructor: B. L. "Brad" Wooley, Little Rock, Arkansas

4:15-5:00 p.m. — UPDATE WEDNESDAY SEMINAR. Instructor, Rex B. Newcom, Seminar Chairman, Whitewater, Kansas

Who may attend seminars

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

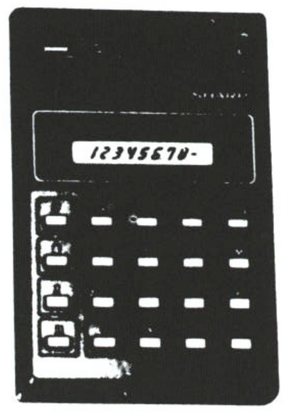
1. NAA member auctioneers must register themselves, family, and non-auctioneer business associates for the entire program, no partial registrations. **Under no circumstances will a non-member auctioneer be allowed to register for an NAA convention or seminar.**

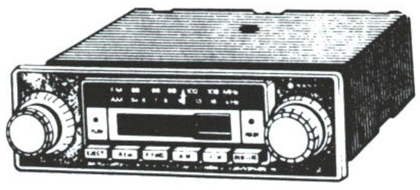
2. Only NAA auctioneers can attend NAA sponsored functions. **If an auctioneer works for an NAA member, that non-member auctioneer employee cannot attend the NAA convention or seminars.** The non-member auctioneer employee must first join the NAA — full membership — in order to attend an NAA convention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

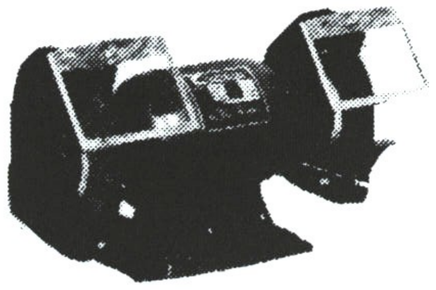
3. On the other hand, non-auctioneer employees — clerks, cashiers, ringmen, secretaries, etc. — can attend NAA seminars and conventions only when they are accompanied by the NAA member employer. The reduced registration cost for the non-auctioneer employee only applies when **the NAA member accompanies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

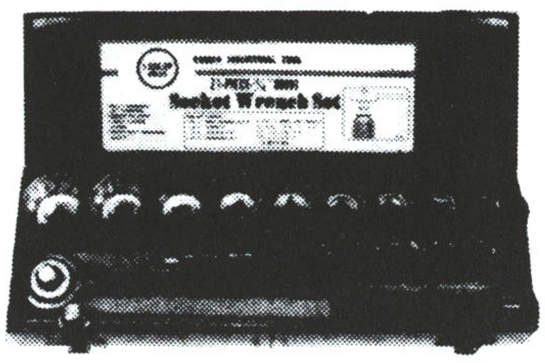
4. **NAA spouses can attend seminars and conventions without the NAA member,** but the spouse must pay the full convention or seminar registration cost. The reduced registration fee only applies to the second, third, fourth, etc., registrations after the NAA member makes a full registration for the event.

Right now is the time to assure your seminar attendance for the 1982 NAA seminars in Tampa and San Antonio. When you send to the NAA office your completed seminar registration, you'll receive by return mail the form to make your seminar hotel reservations.









LINES WE CARRY ARE
TOOLS BY CHAMPION

A.P.F. CALCULATORS

CASIO WATCHES & CALCULATORS

PANASONIC ELECTRONICS

SONY ELECTRONICS

KRACO ELECTRONICS

SANYO ELECTRONICS

SANBORN AIR COMPRESSORS

LINCOLN ELECTRIC WELDERS

FUZZBUSTER RADAR DETECTORS

WHISTLER RADAR DETECTORS

YORX ELECTRONICS

VIDEO TAPE RECORDERS

ATARI GAMES

CUTLERY

POOL CUE STICKS

BIBLES

GOLF BALLS

BEER WAGONS

COSTUME JEWELRY

WATCHES

T.D.K. TAPES

MAXELL TAPES

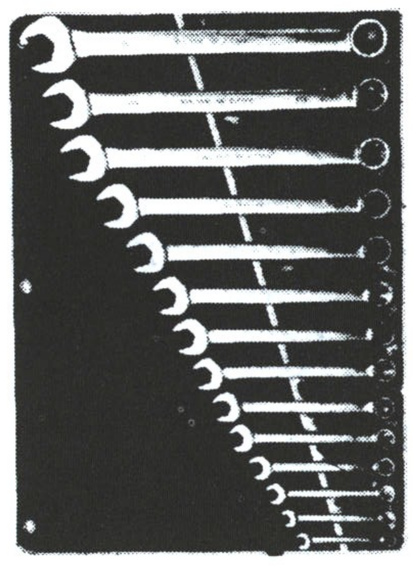
VIDEO TAPES

BETAMAX TAPES

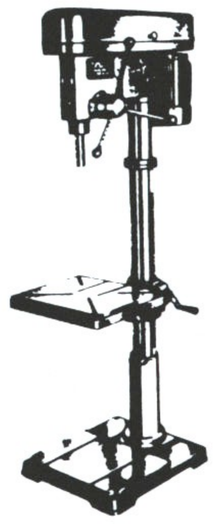
AND 10,000 OTHER ITEMS

PAKISTANI KNIVES

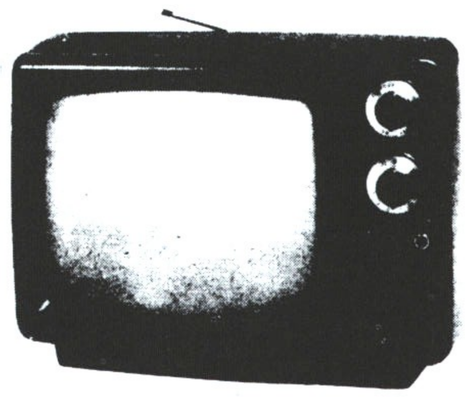
For thirty-one years the auctioneers wholesaler. Call Frieder the Importer for the best deals. By-pass the middleman, buy directly from the Importer and pocket the profits.



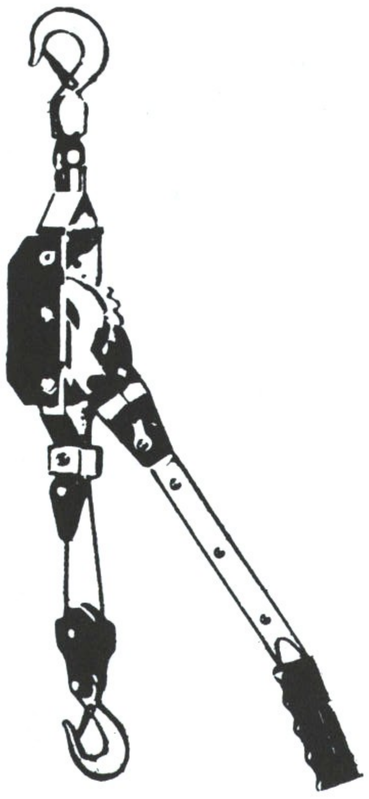
Closeout Merchandise Buyers, Suppliers to the Auction Trade of promotional & nationally advertised merchandise. Direct importing enables us to offer the lowest prices possible. Visit our Show Rooms and inspect our Quality Merchandise ready in our 48,000 sq. ft. warehouse for fast pickup or delivery.



Buy Champion Tools. The largest selling tool line in the Middlewest. A quality fast selling line. Champion Tools — the profit makers. We ship to all 50 states.







Frieder's

2553 Superior Avenue
Cleveland, Ohio 44114

Come in or call 216 781-6477 or 781-6497
Out of state WATS line Call: 800 321-8192

LOW PRICES — HIGH QUALITY — QUICK SERVICE
LARGE INVENTORY — QUICK DELIVERY

Bring in one new member — send a kit

It can be done — NAA membership to 12,000 in 1982. But that can only occur if each NAA member recruits one new member in the coming year. One of the best means of introducing a prospective member to the NAA is to send that auctioneer an "Invitation to Join" kit.

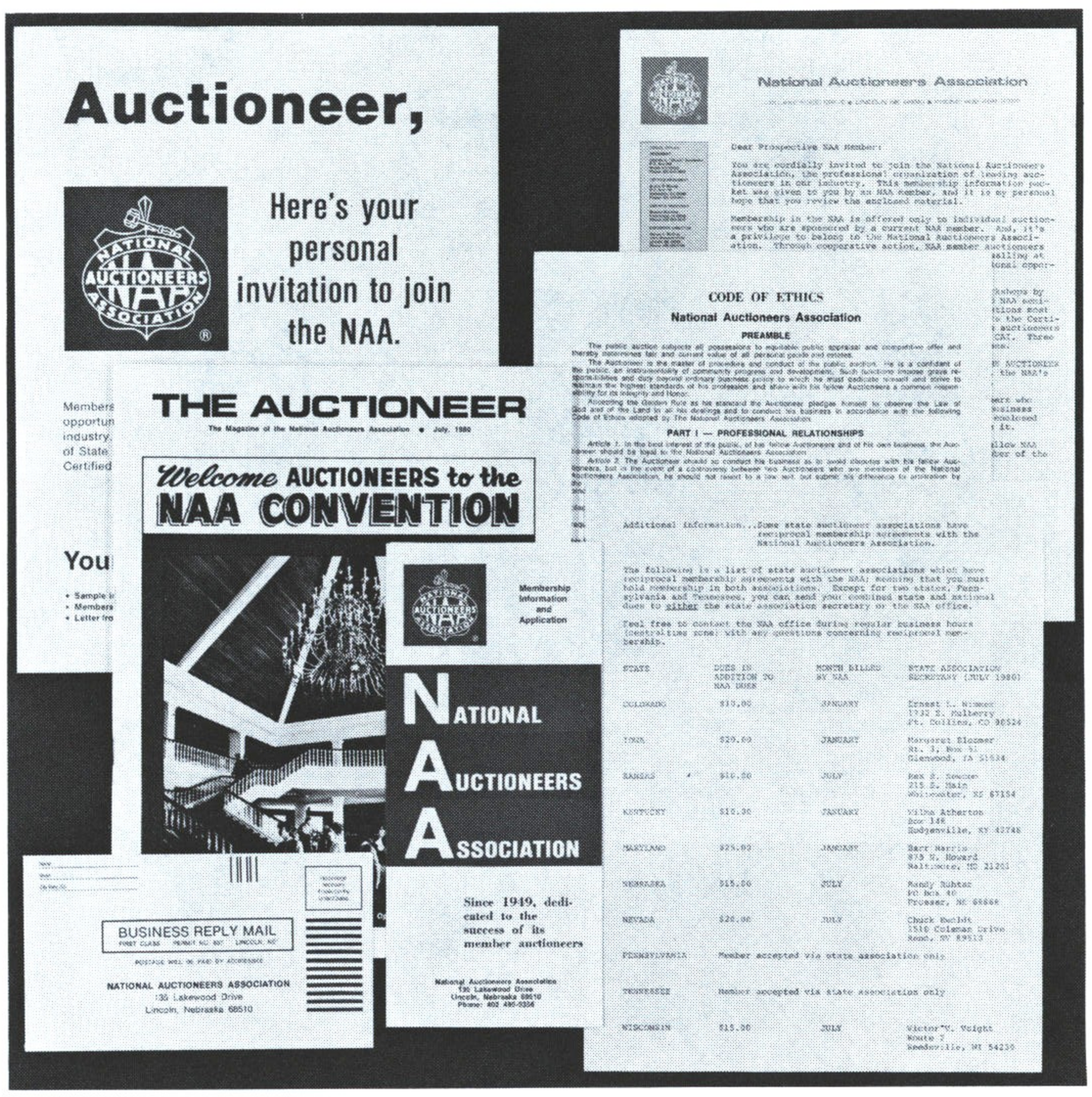
If you are unfamiliar with the NAA kit, read on. Here's your opportunity to help your Association grow.

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 Howard Buckles, postage paid return envelope, and a copy of the NAA Code of Ethics and By-Laws.

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 any number of 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 NAA dues investment.



Going, Going,

Gone! When you advertise in the newspaper with the largest Sunday circulation in New England: 741,000. And no Boston paper has more classified ads. For more information call: JoAnne McCoy (617) 929-2169 or Arthur Shachat (617) 929-2160.

The Boston Globe

BOSTON, MASSACHUSETTS 02107



20
Men's
No Cal.



58
Cal.
Twisto
Band



52
Cal. Exp.



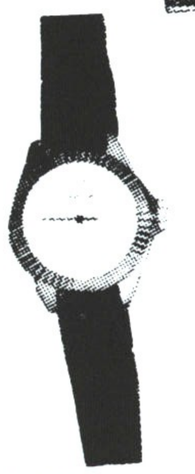
54
Cal.
Rolex
Band



90



90
Men's
Rhinestone



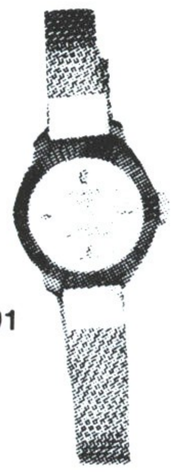
560 17J
300 IJ
Nurses



100



302
Ladies
Cal.



91



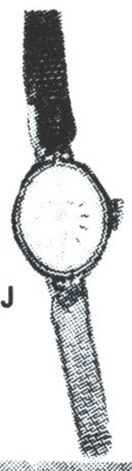
92
Ladies



93
Rhinestone



705



550 17J
700 IJ



505
17J Cal.
500 17J
No Cal.

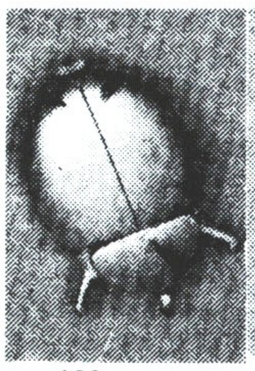


75
World
Timer

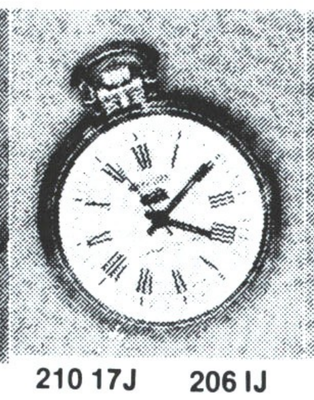


Ladies-Mens
LCD

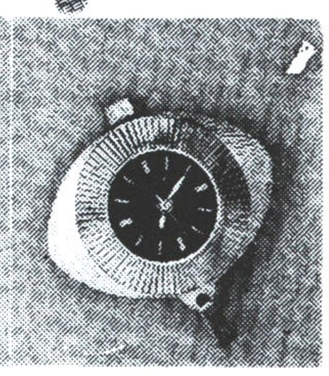




120



210 17J



206 IJ 110



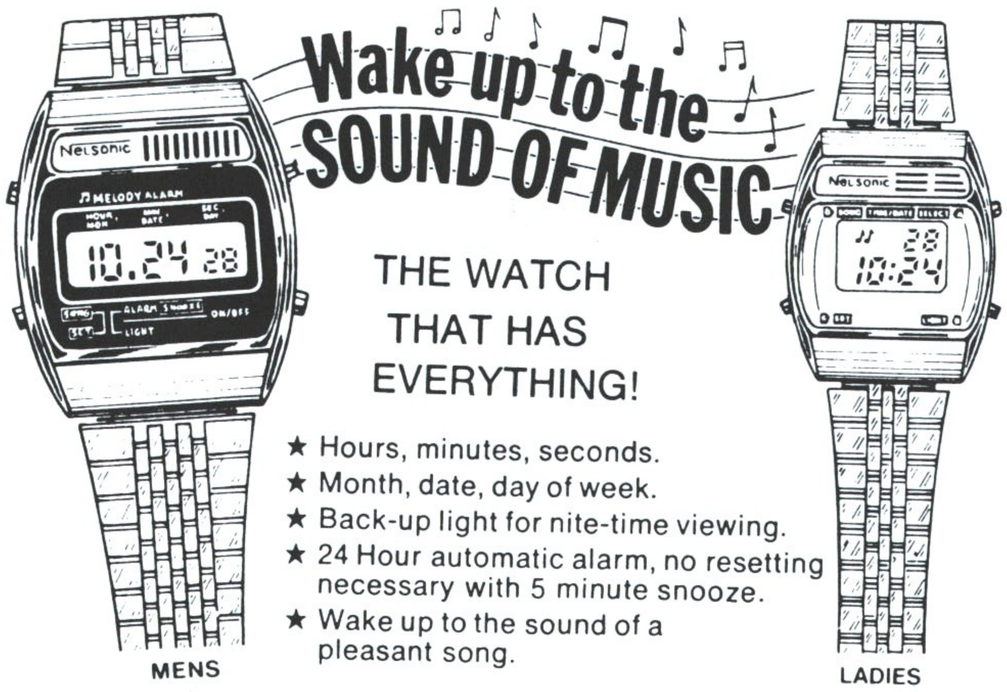
220 17J



230 IJ



Assorted Characters



Check for our
Weekly Close-outs

Try our $4.00 Assortment

Dealers' Inquiries Welcome

WAGNER WATCH CO.

Area 212/ 695-7962

8 West 37th Street, New York City, New York, 10018

Information on two new insurance programs already mailed to members; Group Rates offered for first time in Errors & Omissions

Two letters were distributed recently to members of the National Auctioneers Association, both explaining the two new programs of group insurance, which is now available to the membership. For the first time group rates have been made available in Errors & Omissions insurance coverage and the second program will provide the member, his or her family and employees group Comprehensive Major Medical, Dental, Term Life and Accidental Death & Dismemberment insurance.

The NAA memberships' response to both programs has been excellent. Soon after the two separate mailings were distributed, many quotation request forms were returned for the Group Life, Major Medical, Weekly Disability Income and Dental Insurance and within the first week after the E&O letter was distributed, members completed and returned the application form, seeking information on rates for that group coverage.

Many members either failed to use the reply envelopes, which were included in the two separate mailings or did not realize that the two insurance programs are being administered by Alexander & Alexander, Inc.; the Life, Major Medical, Weekly Disability Income and Dental Insurance program is being coordinated by PBA Inc., a wholly-owned subsidiary of Alexander & Alexander, Inc. from its Minneapolis, Minnesota office; and the Errors & Omissions insurance program is being coordinated by Alexander & Alexander, Inc. in its Lincoln, Nebraska office. The NAA office staff members do not have the information to answer the questions about the programs and it is hoped that all inquiries are made to PBA Inc. in Minneapolis or A&A, Inc. in Lincoln.

If you are interested in learning more about each of the two programs, return your Quotation Request form (group life, accident, health, etc.) or the Application for E & O insurance, complete the forms for one, or both and submit each form in the proper envelope to obtain the requested information for each program.

Life, Health and Accident Insurance

If the envelope for the Major Medical, Life, Dental and Disability Income insurance request form has been misplaced, mail your quotation request form to: Group Insurance Plans, Four Seasons Office Building, P.O. Box 907, Minneapolis, Minnesota 55440. **In order to avoid unnecessary delays, please do not mail your quotation request to the NAA office.**

If you have questions after receiving your personalized proposal for benefits on the health programs, you may call Susan Lahman at the toll free number of 800-328-3323. Please do not use this number to avoid completing the Quotation Request form (it is to be used by only those who have completed and submitted the form to Minneapolis).

Errors & Omissions Insurance

Auctioneer's Errors and Omissions Insurance is professional liability protection for the exposures of the auctioneer. The insurance does not provide bodily injury or property damage protection or any protection for the goods in the auctioneer's care, custody or control. It does cover the legal liability an auctioneer faces as a result of a mistake made prior to or during an auction that might cause someone financial loss. It also covers legal fees and expenses incurred in the settlement of E & O claims.

The Errors and Omissions Insurance for members of the NAA covers activities rendered by or which should have been rendered by the insured in his occupation as an auctioneer. Coverage can also extend to errors made in the appraisal of real and/or personal property and in the auctioneering of real property. **The policy will not cover real estate errors and omissions unless property is sold at auction.**

Auctioneer's Errors and Omissions Insurance is to an auctioneer what medical malpractice insurance is to a doctor, lawyer's professional liability insurance is to a lawyer, or accountant's professional liability to a CPA.

A few examples of auctioneers' claims include the following:

1. An auctioneer is provided inaccurate information on an antique. The result is an extremely high sales price. Auctioneer is sued.
2. Item at auction sold to wrong bidder, suit followed, auctioneer is sued.
3. Antiques and fines arts appraised by auctioneer, sale resulted, items appraised by two other authorities at far lower value, auctioneer sued.

These are only a few examples of the exposures faced in the profession of auctioneering.

The NAA has recognized the need of this protection and has had a program designed specifically for you, the member, to provide protection for your financial future. This coverage does not take the place of any other insurance coverage you might currently have in force. It supplements your property and general liability coverage, your Workers' Compensation, your automobile insurance, and the coverage you have on the property of others in your care, custody, or control.

For further information on your Auctioneer's Errors and Omissions coverage, please contact Alexander & Alexander, Inc., Lincoln, Nebraska 68508. Phone: (402) 475-5671.

NAA officer/director articles . . .

Farm machinery, auction suggestions

By William L. "Bill" Gaule, CAI
NAA vice president
Chatham, Illinois

NAA vice president Bill Gaule was elected to that office at this year's Las Vegas convention, after ending a three year director term in 1980. He is the owner of William L. Gaule Auction Service, Chatham, Illinois, conducting a variety of auctions including real estate. Mr. Gaule has remained active in the Illinois Auctioneers Association, having served as president in 1965.



It has been my experience in the auction business that the more organized you are, the faster your business will grow. Many times I have attended farm close out sales that left much to be desired. Remember, the seller has hired you to do a professional job. The seller is not trained and is not receiving a fee to do your work. A great majority of the time the auctioneer leaves too much for the seller to do. If you assume that sellers will do the job without proper instruction, you are just fooling yourself.

We sell a complete auction service. Provided in this service is a mobile auction unit, mobile cashiering unit, clerk, cashier, unit operator, ringmen and auctioneers. All of our forms are triple sheet carbonless copies that insure the owner complete records of all registered bidders, sale sheets, final closing statements, etc. Purchasers receive a copy of all items purchased. All forms are pre-printed with our firm's name, address and phone numbers. We have found that many times you will receive business from this form of advertising as most people will retain these records and refer to them many times. Also, attorneys, executors, etc, will sometimes be influenced by this means of advertising when they see the individual purchases from your company while going through deceased persons' records.

Speaking of records, I would like to suggest that you **keep a separate folder, in order by date, of each auction.** Keep a record of the complete sale transaction. We had an auction for an individual who later had a serious illness and had misplaced all of his records. Because of our files, we were able to supply a copy of everything for his conservator, for tax purposes. You will also find that you can use these files to find comparable items for appraisals, etc.

Other suggestions I would make include the following.

1. Have a good mailing list arranged for the type sale you are going to have. Some years ago we came up with the idea to purchase phone books from all the towns within 100 miles. We then went through the yellow pages and arranged mailing lists of machinery and implement dealers, grain elevators, etc. We have a mailing machine, but it can all be done manually.
2. In addition to area newspapers, we also advertise in some statewide publications and then mail sale flyers to all inquiries. I realize that all of this takes valuable time, but you will be rewarded both monetarily and by business growth.
3. When you date a farm closeout sale, instruct the farmer that you would like him to get his depreciation list, and then write down every item that he will be offering for sale. Give him a deadline when you will meet with him to go over the list. This will give him an opportunity to record items that he may miss if you walk around the farm and try to find it in one afternoon. When you meet

NOW, EVEN GREATER RESULTS IN A FARM AUCTION

Farmweek

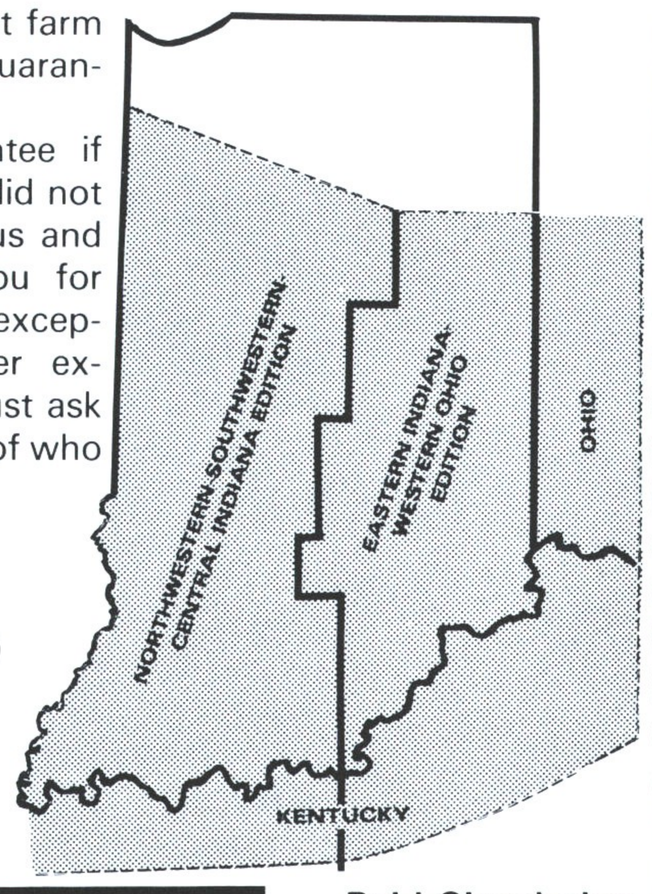
In its 27th year of publication.

(formerly Eastern Indiana Farmer)

Auction deadline noon Tuesday. Late ads until 8:30 a.m. Wednesday CST.

Try it for your next farm auction! Results guaranteed or no pay!

As a trial guarantee if you feel the results did not merit the cost, tell us and we'll not charge you for the advertisement (exceptionally bad weather excepted). But you must ask for a show of hands of who read it in Farmweek!



Farmweek

Phone (317) 345-5133 or
Indianapolis (Greenfield)
Phone 326-2235
Call Toll Free
1-800-382-1050
To Reserve Your
Next Auction
Or Write

Farmweek

P.O. Box 90, Knightstown, Ind. 46148

Paid Circulation
Now
Over 20,000
and growing!

with the farmer, sit down with him and take it item by item. (We again use NCR carbonless forms with the seller receiving a copy.) If the machinery is within 10 years old, record the date, then the make and model, then the extra feaures. It should read on the sale bill as follows: "1970 JD Model 4020 Diesel tractor, wide front, 3-pt. hitch, factory cab, hours, overhauled, etc." When we mail the bills, or when it is read by interested purchasers, they will know what to expect. Many times I have read a sale that said: "Good John Deere tractor." Ask yourself how far you would drive to try to buy this item. If you use the year of the machine, be sure that the serial number corresponds with that year. It may save a lawsuit, as there can be a great dollar value difference between 1978 or 1980 models, and will save many answers to phone calls and letters.

4. Cover all expenses that will be incurred, what responsibilities you will assume, and what will be expected from the seller.
5. The proper arrangement of the items being sold should be one of your top priorities. If you leave things to chance, the chances are you will be disappointed with the results.

Buyers in attendance at all auctions are aware of the organization or disorganization of the auction service in charge.

We want our equipment clean before each auction. Our people are trained, in uniform; and their conduct and professionalism will either add to, or take away from, future success. I have found that having well-meaning volunteers is usually distracting and sometimes disastrous.

Don't forget to thank the seller by letter after the sale. Also, take a series of pictures before and during the sale, and mail it with your thank you letter. If these pictures are framed and presented, you will



COMPLETE AUCTION SERVICE exemplified by mobile auction unit provided by NAA vice president Bill Gaule.

Continued page 31

ATTENTION, ALL AUCTIONEERS!

RECEIVE PRECIOUS GEMSTONES ON CONSIGNMENT

We have been instructed to dispose of a vast quantity of genuine gemstones. **They are available to you to be sold at your auctions regardless of price and without minimum bid.**

We need your help in liquidating these gemstones (emeralds, rubies, sapphires, aquamarines, opals, amethysts, garnets, etc.). They will come to you packaged and ready for sale, with a simple invoice to be returned to us when sold. You will receive a parcel of (20) lots which normally sell for between $800-$1500. **Take your normal commission and remit to us by your check.**

These gemstones will provide interest, color, and variety to your sales. They are guaranteed genuine and have been weighed on a jeweler's scale to 1/100 of a carat accuracy. All are cut and faceted.

We need the assistance of approximately 100 auctioneers who sell general merchandise, household goods or antiques. **You need not have any prior experience in selling jewelry to assist us.**

Please call or write our office as soon as possible.

Thank you very much.

Consolidated Equity Associates

P.O. Box 401216 ● Dallas, Texas 75240
Phone: 214 245-7052; 214 245-8996

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

Freedomike Wireless Microphones From Lectrosonics

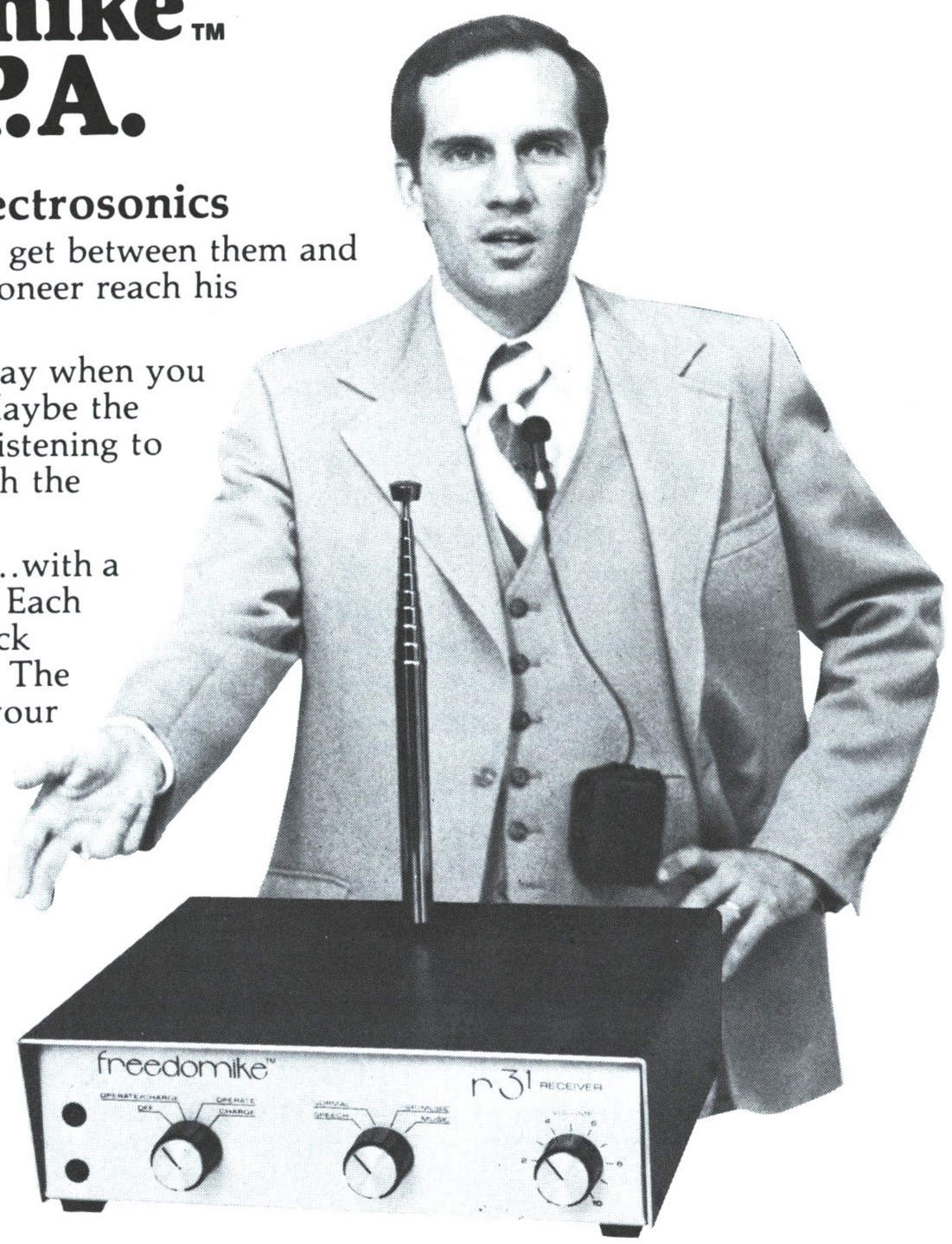
Without even realizing it, many auctioneers let "something" get between them and the bidders. That "something" is supposed to help the auctioneer reach his audience, but it also gets in the way.

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$_{TM}$ circuitry to eleminate 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.

Freedomike System One (with tie tack mike) - $799

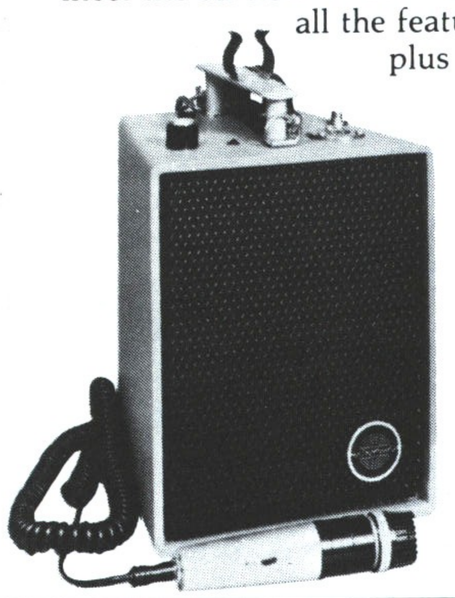


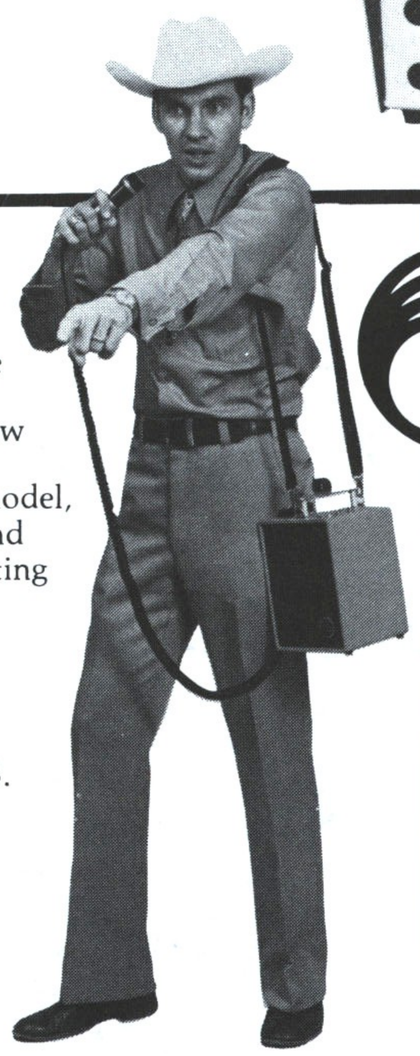
Freedomike System Three - $899
(with both tie tack and hand-held mikes)

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.

VP18R $348
VP15 $198





Lectrosonics, Inc
ALBUQUERQUE, NEW MEXICO, U.S.A.

Plus Power 48R Amplifier/Speaker

If you and your Freedomike system travel to places with no house P.A. system, Lectrosonics has the Plus Power 48R. With its own powerful 16 watt rms amplifier, 8" speaker and rechargeable batteries, the PP48R enables you to use your Freedomike system anywhere... even if miles from the nearest AC power source.

48R $245



Lectrosonics products for auctioneers are available from:

DUANE GANSZ
Duane E. Gansz Auction & Realty
14 William Street
Lyons, NY 14489
315-946-6241

BILL HAGEN
Western College of Auctioneering
Box 1458
Billings, MT 59103
406-252-2565

CHARLES F. DICKERSON
Charles F. Dickerson, Inc.
P.O. Box 161
Fairacres, NM 88033
505-526-1106

BUFORD EVANS
Nashville Auction School
233 East Gaines Street
Lawrenceburg, TN 39464
615-762-5534

COL. GORDON TAYLOR
Reisch World Wide College of Auctioneering
Box 949
Mason City, Iowa 50401
515-423-5242

HUGH MILLER
Curran Miller Auction
13020 N. Street, Highway 57
Evansville, IN 47711
812-867-2486

ROWLAND HUEY
John Huey & Sons
11660 Parkway Drive
North Huntington, PA 15642
412-863-4961

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

have a calling card for many people to see in the years to come.

Lastly, here is one of our farm auction check-lists, for complete preparation before every farm sale.

Check list for farm auctions

1. If you have more than one flat bed wagon load of small items, arrange them so that you have the best items on one wagon, next best, etc. Good tools should be put in one area on the wagons.
2. Get all of the machinery and trucks as clean as possible. Remember that most people will be seeing them for the first time. The cleaner it is the more it will bring. Wax the tractors, truck and if possible the combine. Touch up areas that are rusty. Clean all windshields and cabs, before the date of sale. You will be amazed at how much better they will look and sell.
3. Have the cattle and hogs tested if they are breeding stock. Have the test papers from the Vet sale day. Have enough papers for the buyers if you have to get photostatic copies. Have cattle numbers and glue.
4. Be sure the oil is clean in all tractors, trucks and combines. Buyers dip stick them many times the morning of the sale and if the oil is milky, etc., they may be afraid of them. Be sure the batteries are up so every thing starts the day of the sale. Start every thing the morning of the sale.
5. Have titles notarized the day of the sale or have a notary there. Be sure titles are good. (Deaths, etc., may cause title problems).
6. Arrange your sale so that when we are done selling off of the rack wagons, we can start on a row of the least expensive items and keep getting better until the sale is completed. The rows should be straight and with about 10 feet between each item if possible. Leave room for the truck to turn on the ends.
7. If possible arrange your sale so that when the buyers first arrive they will see the best items first. Make arrangements to have personnel direct parking if possible. Have portable sanitation unit if possible.
8. Have every thing arranged several days before the sale in case of bad weather. You can move the tractors, truck and combine out the day of the sale.
9. Have every thing in as good a condition as possible. If any thing is broken or needs repair, try to get it fixed before sale day. Some time new shears or shovels on a good piece will pay for itself many times. Always tell the truth on condition and age as you know it. Never tell a buyer what you expect something to bring. He may be afraid to come and bid on it, in the fear that it will hurt your feelings if he gives what he thinks it is worth. Also he will be afraid to give more if it goes over what you say as he will believe he is giving too much. Some people don't trust their own judgment. Tell them you don't know what it will bring. Just come and bid on it.
10. Once you have dated and listed your sale you will be asked by people that know you to just price one item or so before the sale so they can buy it. Once you start selling off a few pieces, the word gets out that you have sold some of your better items and it's always a detriment to the sale. Also if you sell one friend an item before the sale and then turn down the next, you create bad feelings. The best thing to tell them is that it is listed and they will have to come to the sale.
11. Do you have Liability Insurance in case of an accident or Theft Insurance to cover losses?

Construction equipment sales top $17 billion for 1980

Over $17 billion worth of construction machinery and related earthmoving and materials-handling equipment was sold throughout the world by American manufacturers in 1980, according to a just-completed national survey of construction machinery manufacturers conducted by the Construction Industry Manufacturers Association (CIMA).

The fifth annual CIMA "Industry Survey of Economic Contributions," indicates that U.S. construction machinery manufacturers sold over a half billion dollars more machinery in 1980 than during the previous year, the smallest increase in annual sales as recorded by the CIMA survey since the survey was begun in 1976.

U.S. sales during 1980 accounted for more than $8.4 billion worth of the total 1980 revenue, down slightly from the previous year's U.S. sales of $8.7 billion. However, sales to non-U.S. countries recorded a gain for 1980: American manufacturers sold more than $8.6 billion to non-U.S. countries in 1980 compared to their 1979 non-U.S. sales of $7.8 billion.

Need License Law Information?

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

For a complete update of license law information, consult the "License law update" on page 7 of the April, 1981 AUCTIONEER.

NALLOA
P.O. Box 30042
Lincoln, Nebraska 68503-0042

Advertisement

Antiques ● Antiques ● Antiques ● Antiques ● FOR SALE!

CONTAINER BUYERS ANTIQUES BONANZA

Beat Inflation ● Buy Direct From England

Every item shipped is ready for immediate sale upon delivery in U.S.A. **WE DO NOT SHIP UNSALEABLE OR BROKEN ITEMS. Satisfaction Guaranteed.**

SAVE TIME; EXPENSIVE HOTEL BILLS; AIR FARES; PACKING CHARGES. OUR SHIPMENTS ARE EXPERTLY PACKED FREE OF CHARGE, saving at Least $600 per Container Load.

Please select your shipment Requirements from **inventory below.** All these items can be included in your container 20 ft. or 40 ft. containers: Guaranteed: 200 to 250 items per load.

Please check in boxes below the type of merchandise you would like to receive with preference in your Antiques Shipment.

Rolls Royce Vintage Cars available by order

Roll Top Desks	☐	Bowl & Pitchers	☐	Windsor Chairs	☐	Biscuit Barrels	☐
Organs	☐	Whicker Furniture	☐	Draw Leaf Tables	☐	Dressing Tables	☐
Parlour Set	☐	Smokers Stands	☐	Cast Iron Items	☐	Inlaid Furniture	☐
China Cabinets	☐	Carriages	☐	Pianos	☐	Spelter Figures	☐
Gateleg Tables	☐	Bentwood Chairs	☐	Hall Trees	☐	Dinner Wagons	☐
Eterges	☐	Flo Blue	☐	Washstands	☐	Piano Stools	☐
Bamboo Furniture	☐	Minton China	☐	Fire Places	☐	Swords	☐
Towel Racks	☐	Bureau Bookcases	☐	Bureaux	☐	Shefioneers	☐
Marble Clocks	☐	Buffets	☐	Barrometers	☐	Oak Furniture	☐
Hat Racks	☐	Queen Anne Chairs	☐	Pottery	☐	Corner Cabinets	☐
Paintings	☐	Leaded Glass	☐	Wall Clocks	☐	Silver Plate	☐
Royal Doulton	☐	Pine Furniture	☐	Prints	☐	Grandfather Clocks	☐
Fern Stands	☐	Bedroom Suites	☐	Carnival Glass	☐	Primitive Furniture	☐
Mirrors	☐	Coal Scuttles	☐	Candlesticks	☐	Sea Chests	☐
Carriage Clocks	☐	Paintings	☐	Captains Chairs	☐	Tapestries	☐
Curio Cabinet	☐	Sets of Chairs	☐	Bookcases	☐	High Boys	☐
Player Pianos	☐	Brassware	☐	Pub Furniture	☐	Oriental Items	☐
Sideboards	☐	Mantle Clocks	☐	Wardrobes	☐	Music Boxes	☐
Secretarys	☐	Cut Glass	☐	Bronze Figures	☐	Carvings	☐
Rocking Chairs	☐	Wedgewood	☐	Chest of Drawers	☐	Architecture	☐
		Spode	☐	**Card Tables**	☐		



OUR WAREHOUSE

Could you handle a 40 ft. container every 1 Month ☐ 2 Months ☐ 3 Months ☐

What is the population of your area? .....

Do you sell Retail/Wholesale/Auction? .....

★ **Our prices** are quoted for 40 ft. high cube containers
★ **Economy** graded shipment **$9,000: Better economy** grade **$12,000**
★ **Auctioneers Wholesale Graded Shipment** $15,000
★ **Fine Quality Graded Shipment** $20,000

Leslie Swainbank Antiques Inc.

Lowest Possible Prices?

Head Office -
34 Church Rd, Roby, Nr. Liverpool, L36 9TP, Lancashire, England
Telephone 051-489 1142

Oak Items Our Speciality!

World Wide Antique Exporters

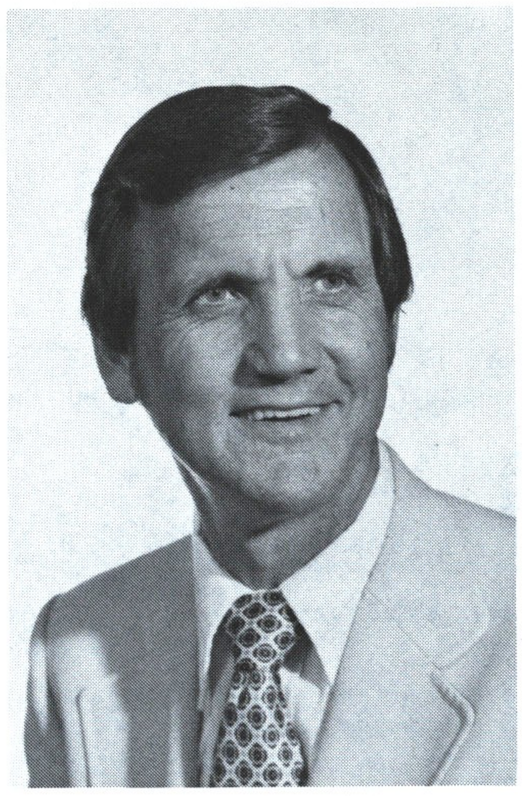
Please write for a catalogue or telephone for immediate delivery: 22 days door to door service.

World's Fair on your way to Atlanta

By Haskel "Hack" Ayers, CAI
NAA Director

Plan now to include an extra day or two to attend The World's Fair on your way to the 1982 NAA Atlanta convention. The fair, first ever in the southeastern United States, will be in Knoxville, Tennessee, May 1 through October, 1982. Knoxville is 200 miles north of Atlanta on I-75 & I-40.

The city is expecting eleven million people to attend, and has rebuilt the highway system through Knoxville; plus a great construction area of sixty acres with all kinds of exhibition buildings.



NAA director Haskel Ayers was elected to the NAA Board in 1979. He is the owner of Haskel "Hack" Ayers Auction & Real Estate Co., LaFollette, Tennessee, conducting auction sales of residential real estate, commercial and recreational properties. Mr. Ayers is active in the Tennessee Auctioneers Association, having served as a TAA past president.

1982 World's Fair participants to date

- **Countries** to date: United States, Italy, France, West Germany, Great Britain, European Economic Community, Japan, Australia, Mexico, Saudi Arabia, Canada, Korea, Hungary, China.
- **Corporate exhibitors:** City of Knoxville, state of Alabama through the Mountain Lakes Association, American Gas Association, America's Electric Energy Exhibit Inc., North American Philips Corp., Tenneco Inc., Occidental Petroleum Corp., Knox County Baptist Ministries, Church of Christ, Association of Christian Denominations, Federal Express, U.S. Steel OIL WELL Division, Ford Motor Co., Kentucky, North Carolina, TVA, Control Data Corp., Stokely Van Camp Inc., Dairymen Inc., Anheuser Busch Corp., Union Carbide Corp., Communications Satellite Corp.
- **Corporate Sponsors:** American Express, Coca-Cola Co., Delta Air Lines, General Electric, Greyhound Lines Inc., JFG Coffee Co., Lay Packing Co., Avis Rent-a-Car, Philips Information Systems Inc., Universal Imports, Carey of Knoxville/Bell Limousine, E. I. duPont de Nemours and Co., Philips Business Systems Inc., Word Processing Services, Federal Express, Eastman Kodak Co., Pacific World and Travel, Amliner American Coaches Inc., Dairymen Inc., Kingtron Corp., Stokely Van Camp Inc., Kern's Bakery.
- **Entertainers** for World Festival: Bill Cosby, Israeli Philharmonic, Bob Hope, Red Skelton, Up With People, Knoxville Symphony, Patricia Neal, Atlanta Symphony-Chorus, Grand Kabuki Theater of Japan. Debby Boone, Jennifer Muller and The Works, Tennessee Ernie Ford, Houston Ballet, Victor Borge, Stephanie Mills, Carlos Montoya, Peter Nero with the Knox Pops.
- **Sports:** Athletic Congress men's and women's outdoor track championships, international round-robin basketball tournament, Avon 10-kilometer women's race, U.S. Baseball Federation tournament.

You can receive all the necessary information by writing: 1982 World's Fair, P.O. Box 1982, Knoxville, Tennessee 37901. Or call 615-971-1600, 615-971-1000 for immediate confirmation of hotel and motel rooms; 615-971-4000 for supplemental housing — apartments, condominiums, etc. Plan to make reservations soon, because with the amount of people, the lodging space will be limited. The Fair will be an experience that will long be remembered, I'm sure.

The Great Smoky Mountain National Park is only 35 miles from Knoxville. You might want to add another day to your itinerary to enjoy the scenic view of our Tennessee mountains.

Lowest Prices On Watches & Calculators

UNBEATABLE PRICES ! ! !

- **DIGITAL WATCH - METAL CASE – $3.85**
- **ALARM CHRONOGRAPH *ONLY* – $10.00**
- **LCD PEN WATCH (PARKER REFILL) – $10.00**
- LCD PENDANT WATCH $99.00 RETAIL $9.50
- **ANSCO POCKET CAMERA *ONLY* – $5.50**
- **CALCULATORS – $5.00 AND UP**

Plus Much More - Wide Selection To Choose From

- GENUINE DIAMOND EARRINGS ONLY $9.00

★★★ FLASH !! Just Arrived, Sensational Offer – Quantities Limited – First Come:

FAMOUS NAME ELECTRONIC WATCHES
at the unheard price of only $11.00

We specialize in many super close-outs. Buy direct and save plenty $$$. All merchandise warrantied for one year.

FOR IMMEDIATE DELIVERY AND BEST SELECTIONS

Call 203-575-0884 MON. - FRI.
9:00 to 4:30 E.S.T.

Personalized Watch Co.
87 EAST MAIN STREET
WATERBURY, CT 06702



"The Souths Oldest Auction Company"

(Established 1917)

List Your Property with Us

Reg. U. S. Trademark

J.L. TODD AUCTION CO.

"WE SELL THE WORLD"

531 Broad Street

Rome, Ga. (404) 291-7007

LICENSED • BONDED • INSURED

GA. AUCTIONEERS LIC. NO. 137

Atlanta Telephone 577-2634

REALTOR

Invites Participation
By Auctioneers & Real Estate Brokers, Nationwide

We will be pleased to cooperate in turning your listings into immediate cash.

Call Toll-Free Ga. 1-800-282-2662/U.S.A. 1-800-241-7591

Makes Clerking Auctions Easier

PLEASE STATE SIZE OF FILE YOU WISH TO ORDER

100 Slot File
(Slots—3½" deep - 2½" wide)
$59.95

100 Slot File
(Slots—2" deep - 2" wide)
$59.95

50 Slot File
(Slots—3½" deep - 2½" wide)
$39.95

50 Slot File
(Slots—2" deep - 2" wide)
$39.95

You can use any of the above files for several hundred bidders or more.

We have the clerking sheets that come in triplicate, with three sides glued together. There are 21 items per sheet. These are made for the 2" file. We do not make a clerking sheet for the 3½" by 2½" file.

Package of 200 sheets (4,200 Items)
$40.00

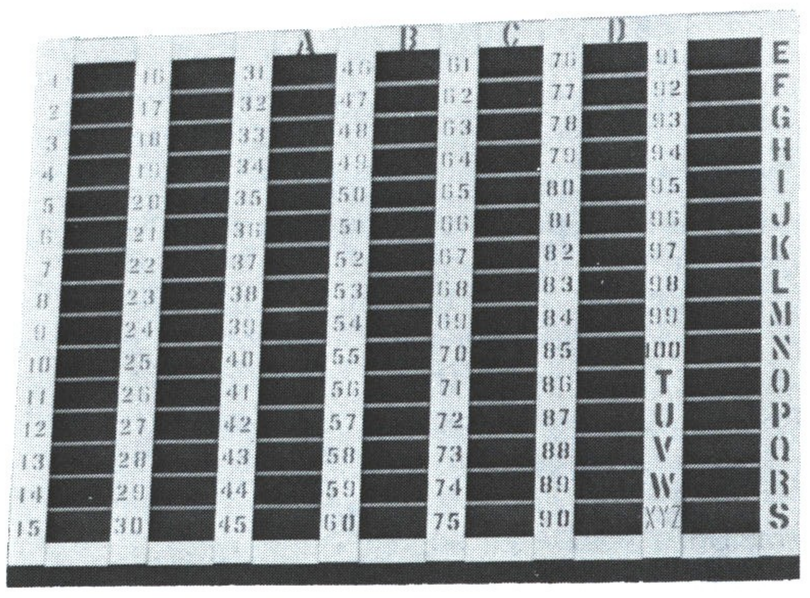
Package of 600 Sheets (12,600 Items)
$115.00

Telephones—Office (308) 995-8614
Home (308) 995-5098

We pay shipping charges on all items

★ **Filing System**
★ **Supplies Carrier**
★ **Sale Forms**

★ **SPECIAL** ★
100 Slot 2" File
Supply Carrier
200 Clerking Sheets
$99.95





Supplies Carrier
11½" x 19" x 3½" includes Clip Board for sales forms.
$19.95

Sales Forms, in triplicate
200 sheets (4200 Items) **$40.00**

Item	No.
Purchaser	
Price	

This is for the 2" file

Send check or C.O.D.

LUNDEEN SALES FORMS

423 East Avenue Holdrege, Nebraska 68949

A challenging year

By Richard T. Kiko
NAA Director

1981 has been a very challenging year for many of us in the auction business. And thank God that we *are* in the auction business.

Many decisions have been made. The auction business is unique in that it forces decisions between buyers and sellers. It has made sellers more realistic and pushed many purchasers off the fence of indecision. If you want to buy it, your hand is forced, tomorrow you'll have to deal with another owner.

We have found that purchasers are not standing in line to buy. We have had to arrange a lot of creative financing and terms to attract buyers. This means we are spending a greater amount of time with the sellers, explaining the changing market and market trends. **We must realize that how the sale is written dictates how well it will sell.** You really need to put yourself in the seller and buyer's shoes and deal with reality. I have found sellers are more realistic if you take time to inform them. We are still selling at absolute auction, no reserves or buy backs, etc.

During these trying times, I'm glad my father, Russ Kiko, started our company that way thirty-three years ago. Our area is getting accustomed to it. Granted we don't write every sale we call on, but when it is written right, it can be sold right. There is nothing more satisfying than to complete what you set out to do, and nothing more discouraging than failure.

Good news travels very slowly, you have to push it along. Bad news travels far too fast. It will keep turning up like a sore thumb. I can remember at an NAA seminar, hearing Bill Gaule say "you must take time out to sharpen your axe." This year proves that. Good times or bad, people need to sell, and people need to buy. That is where good auctioneers are needed.

All of you have a happy holiday, and thank God you are in the auction profession.

Estimates for 1976 (the latest year available) indicate small business produces 39% of the Gross National Product (GNP). For these statistics, a small business is defined in Internal Revenue Service data as one with 0 to 499 employees.

Approximately 62% of non-farm businesses have annual sales or receipts of less than $25,000; 82% have sales or receipts of less than $100,000; and 98% have sales or receipts of less than $1,000,000 (IRS data, 1975).



NAA director Dick Kiko was elected to the Board of Directors in 1980. He is the president of Richard T. Kiko Agency, Inc., Canton, Ohio, and is active in the Ohio Auctioneers Association. An auctioneer for over 23 years, Mr. Kiko and his firm conduct real estate, antiques, farm, and equipment auctions. He is also a private pilot and farmer.

Reppert School of Auctioneering, Inc.

Tuition $300 for 3-Week Term — Also Home Study

Founded in 1921

Decatur, Indiana

Box 189 46733 AC 0033

CONTAINER BUYERS

Pay low prices at Europe's largest wholesale source of antiques. Buy F.O.B. England or Antwerp, Belgium with similar services available from other countries, or we will select, ship, and pay all charges and finance to your door. Supplying 20 and 40 foot containers, and bales of Oriental rugs, to U.S. and Canadian wholesalers and auctioneers. **Annual volume over $1,000,000. Write or call collect 503-654-3000.**

OR VISIT OUR WAREHOUSE

At Clackamas, Oregon and choose a truck or trailer load of merchandise from various countries. Open 10 to 5 daily (except Sundays and Holidays).

LYNN WALTERS
P.O. Box 116, Clackamas, OR 97015
Phone 503-654-3000



For That Antique, Estate or Collector's Auction

Be Sure to Use

The Weekly

TRI-STATE TRADER

P.O. Box 90TA, Knightstown, Ind. 46148

FOR A CROWD OF AFFLUENT BUYERS WHO FLY AND DRIVE LONG DISTANCES

Circulated primarily in Illinois, Indiana, Kentucky, Michigan, Missouri, Ohio, Tennessee, West Virginia, Wisconsin, Western New York, Western Pennsylvania, Eastern Iowa. ***IN OUR 14TH YEAR.***

The Tri-State Trader has more antique auctions in the Mid-Central states than any other publication in the world! Results guaranteed or no pay! (Inclement weather excepted). *Ask for a show of hands.* Yes, we're that sure!

Free Samples Sent to Auctioneers on Request

Call *TOLL FREE* TO RESERVE ADS OR FOR INFO

(IA, IL, KY, MI, MO, OH, TN, W.V., WI (PA 412 or 814 only) **1-800-428-4156**

Indianapolis & NE suburbs 326-2235
Indiana only 1-800-382-1050
Other States Phone 317-345-5800 or 317-345-5133
TOLL FREE HOURS: 7 am-5 pm Mon. thru Fri. and Sat. 8 am-12 noon.
(Evenings after 5 and Sat. pm & Sundays BY CHANCE).

Delivered every Monday in most states.

Normal Ad Deadline: 9 am every Wednesday. **Ads** taken until 8:30 a.m. Friday, but please call in reservation early. (Small surcharge for late ads after 9 am Wednesday.) Gelco or other Courier service recommended for late ads. Special delivery is good insurance.



Col. JOE REISCH
Author & Publisher
(Photo taken Nov. 1978)

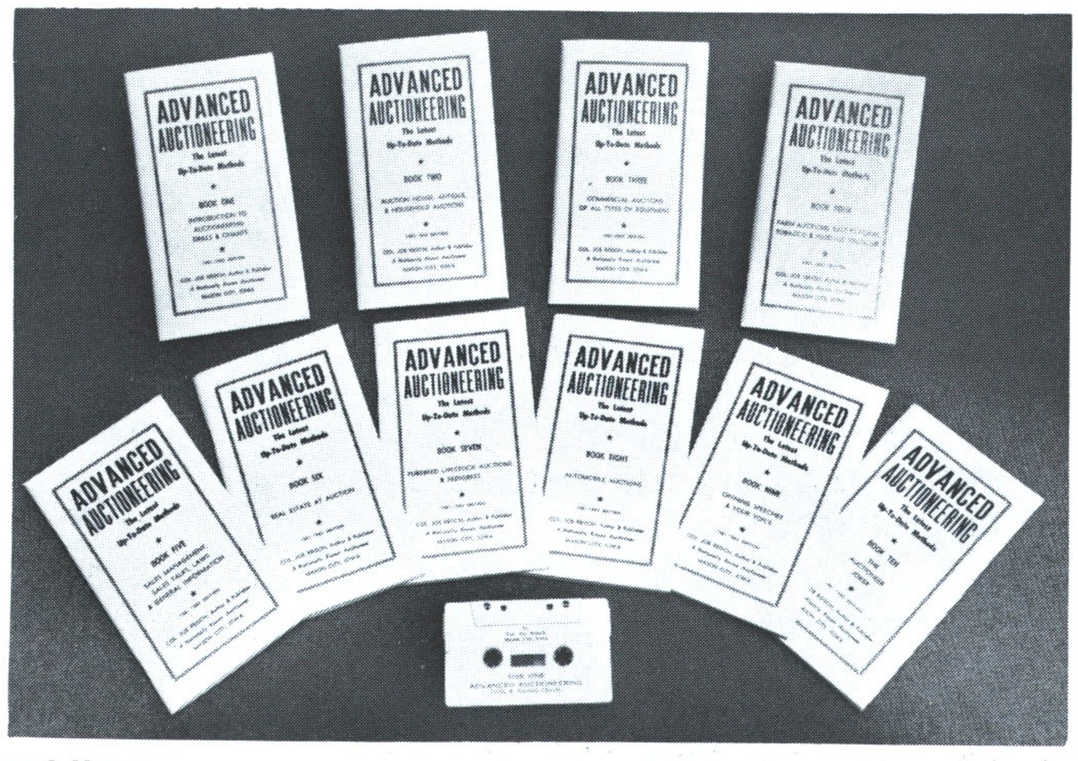
THE AUCTIONEER'S LIBRARY & REFERENCE BOOKS

Latest Advanced Methods For the Professional Auctioneer

The Most Comprehensive Information Ever Published on Auctioneering

TELLS YOU HOW TO KEEP THE BUSINESS YOU HAVE AND HOW TO GET THE SALES YOU HAVE NOT BEEN GETTING.

Nothing Is Left Out



Address All Mail To —

Col. Joe Reisch's Auction Library
Box 850, Dept. NA
Mason City, Iowa 50401

10 Books — First edition now off the press

WRITE FOR FREE BROCHURE

Dear Ladies,

It was a pleasure seeing many of you at Las Vegas this summer. Those of you who were unable to attend were missed. A special thanks goes to everyone who helped make this one another great convention.

The object of the NAA Auxiliary is to help promote the profession and the auctioneers involved. We have an educational program at conventions, help with youth programs, and are interested in you as an individual friend. If you aren't already a member, do consider joining the Auxiliary to the NAA in 1982. Make plans also to meet with everyone at the Atlanta convention on July 28-August 1.

Are you pondering what to give your auctioneer for Christmas? Why not consider a good book about his profession? Everyone needs to read constantly to keep up with the changing times. The excellent informative articles in the auctioneer are a must to read. The ones on antiques are most interesting to many of us. We also need some books on our own book shelves as references. Check with your local library to help you decide those which would be most helpful in your type of auction.

The book, "Confusing Collectibles — Revised Edition," by Dorothy Hammond, published by Wallace-Homestead Book Co., 1912 Grand Ave., Des Moines, Iowa 50305, gives much information on the original antique and collectible, versus the new reproductions that we find coming into our auctions. The auctioneer and the persons writing the advertising need to know the difference. This book has many photos, and touches on glassware, furniture, iron and metalware, toys, lamps — making it a good overall reference book. No doubt, you ladies will enjoy reading it too.

Remembering an old quote — "Life is what happens to you while you are making other plans," so do create a good life!

I wish all of you a happy holiday season. I treasure all of your friendships, and so appreciate all of the love and consideration you have shown me.

Irene Dudley, director
Auxiliary to the NAA
Hampton, Iowa

The Auxiliary to the

National Auctioneers Association

1981-82 Officers

PRESIDENT:

Mrs. Pat Lambright, 112 N. Detroit St., LaGrange, Indiana 46761, phone: 219-463-2012

PRESIDENT-ELECT:

Mrs. Ann Williams, P.O. Box 183, Arlington, Washington 98223, phone: 206-435-3608

VICE PRESIDENT:

Mrs. Naomi Newcom, P.O. Box 458, Whitewater, Kansas 67154, phone: 316-799-2278

SECRETARY-TREASURER:

Mrs. Pat Dunning, P.O. Box 866, Elgin, Illinois 60120, phone: 312-741-3483

HISTORIAN:

Mrs. Myra Garner, 1003 East Hibiscus Drive, Bartow, Florida 33830, phone: 813-533-9130

DIRECTORS

TERMS EXPIRING 1984

Mrs. Glenda McCarter Johnson, P.O. Box 46, Sevierville, Tennessee 37862, phone: 615-453-8417

Mrs. Fran Smith, Angell Road, Silver Creek, New York 14136, phone: 716-934-4875

Mrs. Joanne Laumeyer, 7306 Cleve Avenue East, Inver Grove Heights, Minnesota 55075, phone: 612-455-9547

TERMS EXPIRING 1983

Mrs. Virginia Dilgard, 135 Union, Ashland, Ohio 44805, phone: 419-325-2122

Mrs. Lila Moody, P.O. Box 795, Darlington, South Carolina 29532, phone: 803-393-0431

Mrs. Betty Short, 1341 E. Orchard, Phoenix, Arizona 85020, phone: 602-944-5626

Mrs. Irene Dudley, Route 4, Box 3, Hampton, Iowa 50441, phone: 515-456-4318

TERMS EXPIRING 1982

Mrs. Ruby Hartman, 12008 South St. Route 122, Camden, Ohio 45311, phone: 513-787-3211

Mrs. Kay Aldinger, Rt. 1, Box 42, Cleveland, North Dakota 58424, phone: 701-763-6262

Mrs. Eleanor L. Moon, Lewis Rd., Box 575, North Attleboro, Massachusetts 02760, phone: 617-761-8003

IAA Auxiliary meets

The Auxiliary to the Iowa Auctioneers Association held its annual Fall meeting at the Hotel Savory in Des Moines, October 25-26. This year the ladies donated table centerpieces which were sold at the IAA convention fun auction and noon luncheon. The funds were added to the Auxiliary treasury.

After the luncheon with the Iowa auctioneers on Monday, the Auxiliary president, Kris Greentree, opened the business meeting.

Newly elected IAA Auxiliary officers and directors are: Bonnie Mallinger, Sigourney, Iowa, president; Ada Thies, Ames, first vice president; Delma Vander Schaaf, Sioux Center, second vice president; Jeannene Bousselot, Calmus, secretary-treasurer; Mary Goehring, Libertyville, publicity; Marilyn Malmanger, Grand Mound, historian; Dorothy Gronewald, Donahue, chaplain; and directors Elaine Tubaugh, Belle Plaine, Carol Erickson, West Des Moines, Kris Greentree, Decorah.

It was decided that members will bring a favorite item or article from home for the next meeting, then tell about it for our program.

BRITTEN AUCTION ACADEMY

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

Approved by Texas Education Agency

The School of Distinction

AUCTION FORMS

IMPRINTED WITH YOUR NAME &
NUMBERED OR NUMBERED ONLY AS LISTED

ALL CLERKING TICKETS - 3 copies 8½" x 11" NCR first and second copies paper, third copy carboard 12 on or 10 on - not numbered - 250 sets $22.50, 500 sets $43.50, 1000 sets $85.00.

CLERKING TICKETS - 10 on or 12 on - Imprinted your name, address and telephone number, 250 sets $50..00, 500 sets $50.00, 1000 sets $125.00.

ALL FORMS LISTED UNDER THIS HEADING are 8½" x 11", sold in pads of 50 sheets each at $1.95 per pad, 10 pads at $1.45 each, 20 or more pads at $1.20 each pad. Not numbered.

CLERKING SHEETS - CASHIER'S STATEMENTS
TERMS OF SALE - CONSIGNMENT CHECK-N
CONTRACT FORMS - PROMOTION SCHEDULE
BUYER'S REGISTRATION - 2 FORMS - 1 with room for 13 names - new form for 20 names.

FORMS LISTED BELOW NUMBERED FROM 1 to 1000 50 sheets each pad, 1000 numbers, 1 pad $4.00; 10 pads at $3.00 each, 20 or more pads at $2.50 each.

CLERKING SHEETS - BUYER'S REGISTRATION

CASHIER'S STATEMENTS - Numbered from 1 to 1000 1000 lots only, $50.00. Imprinted your name, address and telephone number and numbered 1 to 1000, 1000 lots only $65.00.

TAGS Cardboard 2½" x 5½" - 3 part perforated, hole at top, 1000 tags $9.50. 2000 tags $18.00, 5000 tags $40.00.

TAGS - Form No. EATN-26 - Cardboard 2½" x 5½" numbered 1 to 1000; 1" numbers; 3 part perforated; hole at top, 1000 tags $18.50; 2000 tags $36.00; 5000 tags $85.00.

WIRES FOR TAGS - 12" long -
1000 wires ..... $9.00 5000 wires $42.50

TAGS — Sticky Back - Form No. EATSB-35 - 3 part perforated, with room to write numbers. Need no wires. Peel off and stick on, 1000 tags $20.00; 2000 tags $38.00; 5000 tags $90.00.

TAGS - Form No. EATCBN-36 - Sticky Back - 2½" x 5", no wires needed, peel off and stick on; 1" numbers, 1000 tags $30.00; 2000 tags $55.00; 5000 tags $125.00.

BUYER CARDS - Form BS-20 3¼" x 7" - 1000 cards $9.50, 2000 cards $18.50, 5000 cards $44.75.

BUYER CARDS - Form No. BCN-30 Numbered from 1 to 1000 - 1000 cards $20.00, 2000 cards $29.00, 5000 cards $85.00.

BUYER CARDS — No. BCND-50, Numbered 1 to 1000 **1" display numbers; 1000 cards $25.00, 2000 cards $40.00, 5000 cards $85.00. NO NAMES.**

ARROW DIRECTION SIGNS Word AUCTION in beg type & BOLD ARROW colored cardboard 9" x 11", 50 signs $7.50, 100 signs $10.00. ⅓ each direction.

Payment with Order — We Pay Postage
C. O. D. Orders — You Pay Postage
— WRITE FOR FREE SAMPLES TO —

STOCK YARDS PRINTING CO.
1613-A Genesee, Kansas City, Mo. 64102

Livestock at Auction

"Board" sale meets buyer/seller needs

By A. Lee Meyer
Extension Economist
University of Kentucky, College of Agriculture

Cattle sellers and buyers both complain about the problems of marketing — handling, competition, trucking, pricing, and so on. "There has got to be a better way" is something we have all said and heard. Some Kentucky cattlemen not only said it, but did something. Members of the East Central Kentucky Feeder Calf Association organized and conducted a "board sale" — in fact, they have sponsored two successful sales. Both buyers and sellers have been satisfied that this method has reduced some of the typical marketing problems. Buyers from the first sale returned to the second (along with new buyers) and the farmers who put their efforts into organizing the first sales have already begun organizing a sale for the spring of 1982.

The "board sale" has been successful because it fits the needs of the sellers in a particular area. **A board sale combines the best attributes of some conventional selling methods — the competitive bidding of auction selling and the lower cost of handling and transportation when larger lots of cattle are moved directly from seller to buyer.** Sellers were looking for a better way of selling, because they were unsure that they were getting competitive price offers from the few buyers they could get to look at their cattle. These were cattlemen who usually sold at least half a load of stocker-type cattle. While they were unsure of their price bids, these sellers also did not like taking their cattle to a local auction where the animals would spend a day in the yard and then be loaded just like they came in. A final problem was that many of the sellers just could not keep up with the market, as well as buyers who bought and sold several times a day — not a couple times a year like most cattlemen.

The name "board sale" comes from the way the cattle are sold — based on a description which was first written on a chalkboard. This is the way the sales sponsored by the East Central Kentucky Feeder Calf Association are being run. To begin with, the cattle stay on the farm while they are being sold in a competitive auction market. A written description is given to all interested buyers about three weeks before the sale. It includes the number of head in the lot, the breed, the grade and estimated average

weight at time of sale (this part is done by a state grader), immunization/health management records, and feeding practices. Buyers are then invited to visit the farms and look the cattle over for themselves. Up to this point (except for the written description) everything is just like a direct, private treaty sale. But now, instead of agreeing on a price or trying to find another bidder, all interested buyers meet at a central location to bid on the cattle. **An auctioneer is present, but the auction is conducted (complete with chant) in the comfortable surroundings of a meeting room.** The cattle remain on the farms where the buyers looked them over, still eating and gaining weight. After the bidding is complete, the buyer places a deposit of $25 per head and arranges transportation and delivery with the seller, at a mutually acceptable time within two weeks of the sale. Payment is made, and title changes hands as the cattle cross the scales.

While the first two sales were not large, (just under 2000 head have been sold in the sales), the prices have been competitive in comparison to conventional auction market prices. For example: Medium #1 steers in the 600 to 700 pound weight range brought an average of $62/cwt., $56.50/cwt.; and $60/cwt. at three local auctions on September 29. While prices were not above those paid in local markets for every lot sold, most did receive higher prices. The same type cattle averaged $63.39/cwt. at the board sale held the same day. While these prices were above those at the local auctions, they were not enough higher to offset the cost savings to the buyers (such as reduced shrink, handling, and transportation costs). **So far it appears that the board sale method can be mutually beneficial in a competitive market area.** And in an area with poor competition, it may force prices up because of the improved competition when there is public auction bidding.

While the board sale is an innovative marketing method, it works by taking some of the best attributes of current systems, rather than by creating a totally new system. This not only makes it much easier to start a board sale, but also reduces many potential problems. For example, the sponsoring Association was not prepared to handle any financial problems such as bad checks. A local stockyard was found which handled such potential problems as a part of its normal business. It has charged its normal commission because of the unknown risks involved. For this fee, it handles all of the money matters, provides the scales or pays the weighing fee for cattle weighed in other locations. This stockyard has been able to provide some services, and receive payment, for cattle which had by-passed the stockyard in the past.

While the board sale has used parts of current methods, it can fit in with some of the newest methods. For instance, the number of buyers could be expanded by using video taping and telephone auc-

Continued page 41

Teamwork



The execution of the right play creates the winning effort. Teamwork is what makes it all happen and can put dollars in your pocket. You may not always have the knowledge or experience to tackle every sale or lead. Michael Fox Auctioneers can be the part of your team that can make the difference between a touchdown and a field goal. In fact, Michael Fox Auctioneers can handle the entire job for you, at auction, or by outright cash purchase from the seller! We're specialists in the field of commercial and industrial auctions and liquidations and one of the country's largest. Our size, experience, financial strength and liquidation know-how can make Michael Fox Auctioneers and you an unbeatable team. Call us *collect* whenever you have a sale or a lead where teamwork can help.

Michael Fox Auctioneers, inc.

EXECUTIVE OFFICES
SUITE 1915 • CHARLES CENTER SOUTH • 36 S. CHARLES STREET
• BALTIMORE, MARYLAND 21201
(301) 332-1333 Baltimore • (301) 621-1776 Washington • (215) 564-1175 Philadelphia

NOBODY BEATS OUR PRICES!

THE BEST IN AUCTION & FLEA MARKET MERCHANDISE

SHELDON CORD'S $2 MILLION DOLLAR JEWELRY SALE

FOR ORDERS ONLY

CALL TOLL FREE (800) 621-7999

LCD PEN WATCH BOXED $7.90 EA.	MEN'S LCD WATCH w/TWIST BAND—BOXED $6.50 EA.	LADIES' LCD WATCH w/TWIST BAND—BOXED $6.90 EA.	MEN'S LCD WATCH w/ALARM BOXED $9.90 EA.	LADIES' LCD WATCH w/ALARM BOXED $9.90 EA.
LADIES' LCD WATCH PENDANT w/CHAIN $7.90 EA.	MEN'S LCD WATCH w/MUSICAL ALARM $13.90 EA.	LADIES' LCD WATCH W/ MUSICAL ALARM $13.90 EA.	LCD DIAMOND CUT LIGHTER WATCH $16.00 EA.	LCD STICK-ON CLOCK $60.00 DOZ.
LCD ULTRATHIN MEN'S or LADIES' WATCH—DELUXE BAND $11.90 EA.	MEN'S RHINESTONE DIAL WATCH BOXED $7.90 EA.	LADIES RHINESTONE WATCH BOXED $10.90 EA.	MEN'S CALENDAR WATCH w/ EXPA. BAND $6.90 EA.	POKER TABLE JEWELRY BOX $4.00 EA.
21-JEWEL MEN'S WATCH w/EX. BAND BOXED $13.90 EA.	17-JEWEL POCKET WATCH w/HUNT SCENE CASE $18.95 EA.	ASST. RING WATCHES $12.90 EA.	MICKEY MOUSE WATCH $6.90 EA.	WALT DISNEY CHARACTER WATCH $7.90 EA.
DIAMOND CUT CROSS PENDANT $3.50 DZ.	ITALIAN HAND AND HORN PENDANT $5.00 DZ.	ASST. GOLD 48 CHAIN DISPLAY $18.00 DZ.	ASST. NECKLACE/ EARRING SET—BOXED $12.00 DZ.	FROSTED HEART NECKLACE/ EARRING SET $12.00 DZ.
HEART AND ASST. LOCKETS BOXED $24.00 DOZ.	ROSE STICK PIN/NECKLACE EARRING SET $24.00 DOZ.	3 DZ. DIAMOND CUT EARRING DISPLAY $12.00 DISPLAY	3 DZ. INITIAL PENDANT DISPLAY $15.00 DISPLAY	144 PC. INDIAN TURQUOISE-LIKE DISPLAY $59.95 DISPLAY
DIAMOND CUT BUTANE LIGHTERS $24.00 DZ.	SMALL' PISTOL BUTANE LIGHTER $3.50 EA.	LG. PISTOL BUTANE LIGHTER w/FLASHLIGHT $7.50 EA.	MUSICAL BUTANE LIGHTER $8.50 EA.	ANGEL MASCOT GOLD DERRINGER LIGHTER $7.90 EA.
BUTANE PEN LIGHTER $40.00 DZ.	WINDPROOF LIGHTER CARDED $5.90 DZ.	COMIC LIGHTER CARDED $6.90 DZ.	DISPOSABLE LIGHTER 2 DZ./CARD $45.00 GROSS	ULTRATHIN PEN w/MATCHING ELECTRONIC LIGHTER $12.50 SET
TRAVEL ALARM CLOCK $4.00 EA.	LUXURY MAKE-UP KIT $3.00 EA.	IMPORTED PEN/PENCIL SET GIFT-BOXED $30.00 DOZ.	E-Z FOLD LADIES' UMBRELLAS ASST. PRINTS $24.00 DOZ.	E-Z FOLD MEN'S UMBRELLAS $24.00 DOZ.

NOBODY BEATS OUR PRICES!

THE BEST IN AUCTION & FLEA MARKET MERCHANDISE

SHELDON CORD'S $2 MILLION DOLLAR TOY SALE

FOR ORDERS ONLY

CALL TOLL FREE (800) 621-7999

HAPPY HOUND REMOTE CONTROL JUMPS, BARKS $5.25 EA.	6-FUNCTION GALAXY GUN BAT. OPERATED $4.90 EA.	FORMULA RACE CAR REMOTE CONTROL BAT. OPERATED $6.90 EA.	CUBE KEY CHAIN $6.90 DZ.	UFO SPINNING TOP—SOUNDS, LIGHTS UP $13.80 DZ.
BANKING LANCIA BATTERY OP. CAR $3.90 EA.	LG. CYRO CUBE ALL PLASTIC SMOOTH TWIST $24.00 DZ.	RUBIK'S CUBE KEY CHAIN $10.80 DZ.	ALL PLUSH MUSICAL SANTA LG. SIZE $4.90 EA.	ALL PLUSH MUS. SNOWMAN LG. SIZE $4.90 EA.
ALL PLUSH MUS. BEAR LARGE SIZE $4.90 EA.	HWY. PATROL CAR w/ALARM SND BATTERY OPERATED $5.50 EA.	FIRE CHIEF CAR w/ALARM SND BATTERY OPERATED $5.50 EA.	LOCOMOTIVE w/ SOUND/LIGHT EFFECTS. BAT. OPERATED 7.50 EA.	TUMBLING CAR—BATTERY OPERATED $24.00 DZ.
SPEEDY SPORTS CARS w/ PULL-O-MATIC MECHANISM $16.80 DZ.	D-J RADIO STATION w/PHONOGRAPH, HEADPHONES MICROPHONE $16.90 EA.	DISCO-VAN PLAYS ALL 33⅓, 45 RPM RECORDS $16.90 EA.	CLOCK-O-GRAPH TEACHING TIME PHONO $16.90 EA.	RADIO CONT. STARMAN 3½ FT. TALL $9.90 EA.
BABY STACY CRYING & LAUGHING DOLL $10.90 EA	AUTO HAULER CAR CARRIER W/ 2 CARS $4.60 EA.	RACING TEAM PICK UP TRUCK w/ TRAILER & RACER $3.15 EA.	BRONCO/ BOAT TRAILER SET $3.50 EA.	ASST. TRUCKS HEAVY GAUGE STEEL $24.00 DZ.
ASST. VAN ALL METAL $5.90 EA.	MINI POODLE GOES FWD. JUMPS WAGS. Assort. Colors $18.00 DOZ.	ASST. STUFFED ANIMALS $40.00 DOZEN	JUNE & JULIE MUSICAL DOLLS w/ROCKING MOTION $12.50 EA.	WIND-UP MOTORCYCLE w/DRIVER $18.00 DOZ.
MOTORCYCLE w/SIDE CAR GYRO POWER $18.00 DZ.	ASST. DOLLS IN NATIONALITY COSTUMES $18.00 DZ.	CUDDLY KOALA BEAR SET $4.50 SET	REMOTE CONTROL PORSCHE $7.50 EA.	2-LANE ROAD RACING SET BAT. OP. $5.90 SET
18" PORCELAIN CLOWN DOLL $6.50 EA.	CHINA DOLL w/PORCELAIN BABY $7.90 SET	SANTA/MAMBO/ TEDDY BEAR ASST.DRUMMERS (Batt. Operated) $6.90 EA.	WIND-UP ZIG-ZAG EXPRESS TRAIN $15.00 DOZ.	AM TRANSISTOR RADIO $2.50 EA.
5 PC. CUE STICK W/MOTHER PEARL & CARRYING CASE $7.50 EA.	28" FASHION DOLL $15.50 EA.	LISA DOLL ON ROLLER SKATES $9.50 EA.	CRICKET DOLL $2.50 EA.	LIL' MISS ELEGANCE FASHION DOLL $8.50 EA.

ORDER DIRECT FROM THESE ADS NOW! MINIMUM ORDER $100. WHOLESALE ONLY FOR RESALE ONLY. SEND FOR FREE CATALOG. WE SHIP IN 24 HOURS. VISIT OUR GIANT NEW SHOWROOMS. BRING YOUR TRUCK OR CAR AND LOAD UP!

SHELDON CORD PRODUCTS

OPEN WEEKDAYS & SATURDAYS 9-6 P.M. OPEN SUNDAY 10-4 P.M.

DEPT. SK-7, 2201 W. DEVON - CHICAGO, IL 60659 PHONES: (312) 973-7070 973-7071

tioning. Local buyers, and buyers not familiar with the descriptions, could still make the farm visits. Others could rely on video tapes of the consigned cattle. Still other buyers who understand the descriptions well or have bought cattle out of previous sales may be content to make their bids over the telephone.

The board sale method of selling cattle does not fit every circumstance. Consignments should be at half load size and preferably about 43,000 pounds if there are to be benefits for both buyer and seller. Producers in areas with high concentrations of large cow-calf and stocker operations may feel that enough buyers can visit their farms to provide sharp competition. And, buyers in such areas may have easy access to as many cattle as they can merchandise or feed. However, since most cattle are produced in less concentrated areas, and since most cow-calf and stocker operators in this part of the country are not in the market frequently enough to know current market conditions, it is very likely that "board sale" will become a common term in the years to come.

Livestock Marketing Association has moved

As of November 1, 1981, the Trade Group's offices have moved from 4900 Oak Street to 301 East Armour Boulevard, Kansas City, Missouri 64111. Telephone numbers remain the same.

LMA's reasons for the move were more efficient representation and service for the livestock marketing sector, by the Trade Group's organizations and companies listed below.

Livestock Laws Reform Commission
Livestock Health Council • Livestock Marketing Forum
Livestock Transportation Panel
Livestock Marketing Council
Continental Livestock Commission • Futures Market Board • Transactions Risk Board
Livestock Merchandising Institute
Livestock Marketing Services Corporation
Livestock Board of Trade
Livestock Market Digest, Inc.
Livestock Marketing Accounts & Records, Inc.
Livestock Marketing Analysis (Livestock INTER-MART)
Livestock Marketing Finance, Inc.
Livestock Marketing Insurance Agency, Inc.
Livestock Merchandising & Promotion Agency, Inc.

The average American high school graduate recognizes about 15,000 words when reading or listening; the college graduate recognizes about 30,000.

From AMERICAN AVERAGES

NOBODY BEATS OUR PRICES!
THE BEST IN AUCTION & FLEA MARKET MERCHANDISE
TOOLS–ELECTRONICS–HOUSEWARES–JEWELRY
SHELDON CORD'S
$2 **MILLION DOLLAR SALE**
FOR ORDERS ONLY
CALL TOLL FREE (800) 621-7999

40 PC. SOCKET SET $4.25 SET	21 PC. SOCKET SET $3.75 SET	25 PC. ½" DR SOCKET SET $12.00 SET	62 PC. SOCKET SET $7.50 SET	17 PC. ¼" DR. SOCKET SET $3.00 SET
7 PC. WOOD HANDLE SCREWDRIVER SET $2.00 SET	10 PC. SCREWDRIVER SET $15.00 DZ. SETS	11 PC. WOOD HANDLE SCREWDRIVER SET $3.50 SET	7 PC. NUT DRIVER SET $3.00 SET	FOOT PUMP $4.00 EA.
4 PC. ADJ. WRENCH SET $7.00 SET	11 PC. BOXED OPEN END WRENCH SET $7.00 SET	4 PC. PIPE WRENCH SET $9.90 SET	5 PC. PLIER SET $8.50 SET	MEN'S JERSEY WORK GLOVES $5.90 DOZ.
40 PC. TAP & DIE SET $9.50 SET	2-TON POWER PULLEY $9.50 EA.	MECHANIC'S TOOL BOX $5.90 EA.	6" MECHANIC'S VISE $30.00 EA.	HEAVY GUAGE 19" TOOL BOX $5.90 EA.
WORLD KNOWN POCKET FISHERMAN $4.90 EA.	MEN'S ALL GLASS MIRROR SUNGLASSES $11.50 DZ.	MEN'S ALL GLASS SMOKE SUNGLASSES $10.50	3" LITTLE DUKE LOCK BLADE KNIFE $12.00 DZ.	2-BLADE AMER. MADE BARLOW KNIFE $18.00 DZ.
5" LOCK BLADE KNIFE/LEATHER SHEATH $36.00 DOZ.	CANNON TOWELS LARGE SIZE $16.90 DOZ.	MEN'S PROMOTIONAL WALLET $10.80 DOZ.	TRUCKER'S SAFETY WALLET $36.00 DOZ.	DISPOSABLE GAS LIGHTER $45.00 GROSS
MEN'S LCD WATCH BANDED & BOXED $6.50 EA.	LADIES' LCD WATCH $6.90 EA.	LCD PEN WATCH $7.90 EA.	STICK-ON LCD CLOCK $4.80 EA.	NECKLACE/ EARRING SET BOXED $12.00 DOZ.
AM/FM IN-DASH 8-TRK. PLAYER $32.95 EA.	AM/FM IN-DASH CASSETTE PLAYER $32.95 EA.	100W CAR BOOSTER/ EQUALIZER $25.00 EA.	ROLLS ROYCE RADIO $5.75 EA.	AM POCKET RADIO — ASST. COLORS $2.50 EA.
3 PC. WOVEN BASKET SET $24.00 DOZ.	8 PC. POOL TABLE COASTER SET ALL WOOD $6.90 EA.	49 MHZ BAND WALKIE TALKIE SET $18.90 SET	HAND-HELD 3-CHANNEL 2 WATT C.B. TRANSCEIVER $75.00 PR.	BEER STEIN $15.00 DOZ.

ORDER DIRECT FROM THESE ADS NOW! MINIMUM ORDER $100.
WHOLESALE ONLY—SEND FOR FREE CATALOG WE SHIP IN 24 HRS.
SHELDON CORD PRODUCTS
DEPT. SK-7, 2201 W. DEVON - CHICAGO, IL 60659
PHONE: (312) 973-7070 - OPEN 7 Days



Real Estate at Auction

The real estate auctioneer

The new kid on the block is proving particularly adept at moving property — even hard-to-sell pieces

By Shauna Thompson Kent
Houston's LEGAL ADVOCATE

There's a new kid on the block selling real estate and while his European counterpart has been around for centuries, he's a Johnny-come-lately to the American way of negotiating a sale. He is an Auctioneer of Real Estate.

Michael Gulla, auctioneer in Houston and owner of a company by the same name, recently sold 28 new homes for a sales volume of about $1,500,000 in the Crestview Estates Subdivision located in Tomball.

The houses had been on the unsold inventory list for close to one year and were sold in less than thirty days by Gulla and his sales group, to the happy surprise of the builder.

How is a real estate auction promoted? By the media, of course: newspapers (both general circulation and trade and professional publications), direct mail, television, radio and billboard advertising. And always through personal contact by motivated salespeople who waste no opportunity to spread the good word about some really fine "bargains" that could be waiting just around the corner of the auctioneer's gavel.

According to Gulla, there are three basic types of real estate auctions: (1) the *auction with a reservation or "subject to confirmation";* (2) the *absolute auction,* and (3) the *absolute auction subject to an upset price.*

In promotion and advertising of property to be auctioned, Gulla uses hard-hitting, "to-the-point" display ad copy. Phrases like "Urgency Sale & Builders Liquidation", "Corporate Dissolution", "Pocket of Gold", "Once in a Life Time Opportunity", "Prime Investment" attract the eye and intrigue the pocketbook.

When local property is up for auction, advertising generally ranges over a three-week period; when the sale is offered to a national market, with extensive use of monthly trade journals, prospects may have to come from distant places to inspect the property, so the promotion period is six to eight weeks.

Gulla is a licensed real estate broker whose firm Michael Gulla, Inc. also promotes and sells, by conventional methods, real estate. Formerly, he lived and worked in California, then opened an office in



NAA MEMBER Michael Gulla, real estate auctioneer featured in Houston business publication.

Austin, but since he found that he was most active in Houston, moved his business and residence to the Bayou City.

That Mike Gulla has a real talent for selling is evidenced by plaques of achievement and letters of congratulation from clients. He also epitomizes the expression "a born salesman" by look, voice, bounce and handshake. Even if you're not in the market to "buy" at auction, you might attend a Gulla presentation sometime just to view "showmanship" in action. And then, who knows, you might come away with a REAL real estate bargain.

(Reprinted with permission of HOUSTON's LEGAL ADVOCATE, Houston, Texas, Shauna Thompson Kent, writer and publications editor.)

Closeout JEWELRY 55¢ doz.

Catalog — 25¢

Roussel's 107-190 Dow Ave.

Arlington, Massachusetts 02174

COMPUTER SYSTEMS FOR AUCTIONEERS

As an owner of a weekly auction house since 1973 with 15 years experience as a senior systems analyst and computer programmer, we have developed programs to computerize your auction business.

- Our programs run equally well on most micro computers — TRS80II, Zenith Z89, Apple II, and many more!
- Typical hardware costs $3500.00 with range of $2495 to $7500 depending on **your** application.
- You can select your computer vendor locally for service or get Zenith at a discount from us.
- Complete accounts payable, general ledger, account receivable, and payroll $500
- Auction balancing with final settlement for multiple consigner and commissions $350
- Magic Wand Word-processing — generates catalogues, appraisals, and general business letters and communications $400
- Spellguard — checks your letters against a 20,000 word dictionary $295
- Mailing List Management $125
- Video Terminal on Auction Stand with multiple real time on-line collection and invoicing . . . . . Call

Our Approach: All programs designed for first time computer users.

Will operate on most micro-computers with CP/M with most popular printers complete portability for computer to computer.

Demo Packages — $50

Try our software at your local computer shop before you decide to buy!!

John Jones
MICROSYSTEMS
P.O. BOX 521
HELOTES, TEXAS 78023

Visit us at San Antonio Auction Gallery
5096 Blanco — San Antonio

1-512-342-4755

FOR AUCTION ADVERTISING THAT GETS RESULTS ADVERTISE IN

THE AUCTION BULLETIN

Now, the nation's only nationally distributed weekly publication listing coming auctions from throughout the country is accepting

DISPLAY ADVERTISING

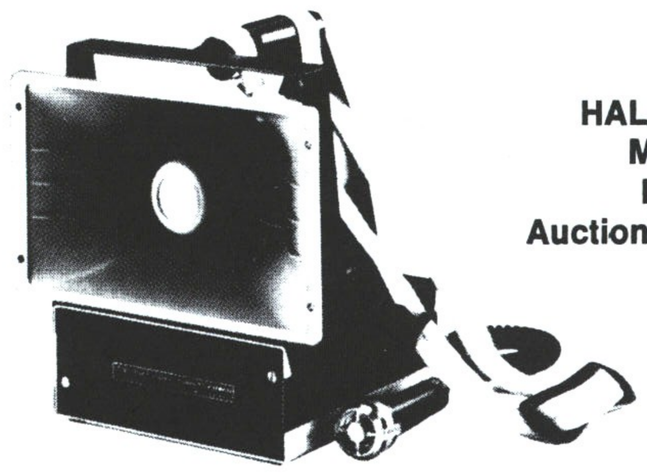
The Auction Bulletin reaches subscribers who pay to find out where auctions are and travel long distances to attend sales. To improve your auction attendance and to attract this quality and affluent audience advertise in the Auction Bulletin.

For information and ad rates,

PHONE TOLL FREE 800-621-1574
or write THE AUCTION BULLETIN, P.O. Box 5676 - Chicago, Illinois 60680

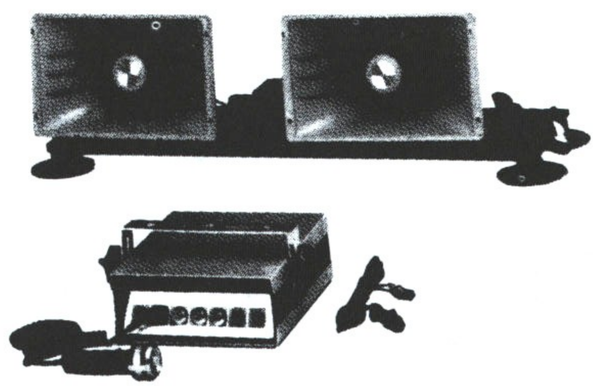
AUCTIONEERS P.A. EQUIPMENT AT WHOLESALE PRICES!

"The Professional Auctioneers' Choice"



HALF-MILE HAILER
MODEL S-610
List: $245.00
Auctioneers Cost: $208.25

SOUND CRUISER
MOBILE P.A. MODEL S-310
List: $425.00
Auctioneers Cost: $361.25



HALF-MILE HAILER MODEL S-610 — Projects further, louder, clearer than horn hailers . . . doesn't block vision . . . perfect for crowd control, athletics and other outdoor use. **AMPLIFIER:** Model S-702: 35 watt: all transistor. **CONTROLS:** On-Off, Volume. **Inputs:** For ceramic or dynamic microphone: auxiliary input for phono, tuner, tape recorder, etc. **3 Outputs:** For additional speakers: tape recorder. **Power Source:** Ten "D" size flashlight batteries: alkaline type provides up to 200 hours operation. **MICROPHONE:** Cardioid probe-type, noise-cancelling, hand-held microphone, supplied with 8' coil cord, on-off switch. **SPEAKER:** Weatherproof horn, can handle full amplifier output: detachable. **CONSTRUCTION:** Removable metal bracket attaches to amplifier with screw knobs: gripper handle and shoulder strap included. **Dimensions:** 11½" high, 11" wide, 9" deep. **WEIGHT:** 14 lbs. (with batteries). **Order Model S-610**

SOUND CRUISER MOBILE P.A. MODEL S-310 — Make any car a sound truck in 45 seconds. Ideal for cars, trucks, buses, boats. **AMPLIFIER:** Model S-302: 32 watts: all transistor. **Controls:** On-Off/Tone; Master Volume; Auxiliary Volume. **Inputs:** For microphone: for radio, tuner, recorder, etc. **Outputs:** For 8 or 16 ohm speakers. **Power Source:** 12V dc: plugs into auto cigarette lighter socket. Terminals provided for permanent installation. 120V ac and flashlight battery adapters available. **Size:** 8⅜" wide x 3¼" high x 8¾" deep. **Mounting:** Handle supplied for easy carrying or ready mounting under dash. **SPEAKERS:** Model S-1210: Two weatherproof horn speakers that swivel and lock in any direction, can handle full amplifier output, mounted on car-top carrier ready to clamp to car. **MICROPHONE:** Model S-2080: cardioid probe-type, noise-cancelling hand-held microphone, supplied with 8" coil cord, on-off switch, mounting clip. **WEIGHT:** Complete system, 25 lbs. **Order Model S-310**

Order by mail — payment with order — we pay postage . . . C.O.D., you pay postage.
North Carolina residents add 4% sales tax.

Col. Forrest Mendenhall,
Member

If you need good quality equipment, this is your opportunity.
Write for Equipment Brochure today.

Mendenhall School of Auctioneering

P.O. BOX 7344 — U.S. HWY. 29 & 70 (185) HIGH POINT, NORTH CAROLINA 27263 PHONE (919) 887-1165

Antiques at Auction

Antiques & Americana . . .

Japanese prints

By George Michael
NAA member
Merrimack, New Hampshire

In his book, A GUIDE TO JAPANESE PRINTS, (Dover), Basil Stewart describes them as having "grace and beauty of composition, the excellence in sweep in lines, the rich and glowing, yet perfectly harmonious colors, which are characteristic of all old prints, are lacking in the modern ones." However, the age of prints cannot be judged alone by their appearance, since there was a period between 1865 and 1880 when techniques were used similar to those which date back many centuries. Prints as far back as 1700 have water lines in them, but this was later duplicated.

The collecting of Japanese prints is big business today. I recall selling triptychs of the famed Hiroshege at a Pittsburgh aucton for the Carnegie Museum, in the 1960s for $175. Today, such a set would fetch thousands. Back then, they were regarded almost as non-collectible, and certainly not investment pieces. Today, not only are the artists cataloged, but one has good direction in how to collect.

Many are found in remarkably good condition, considering the fragility of the paper and the work. It is known that the early Japanese owners prized such possessions and would not frame them so that deterioration would set in. Rather, owners kept them stored, and would take them out only on occasion.

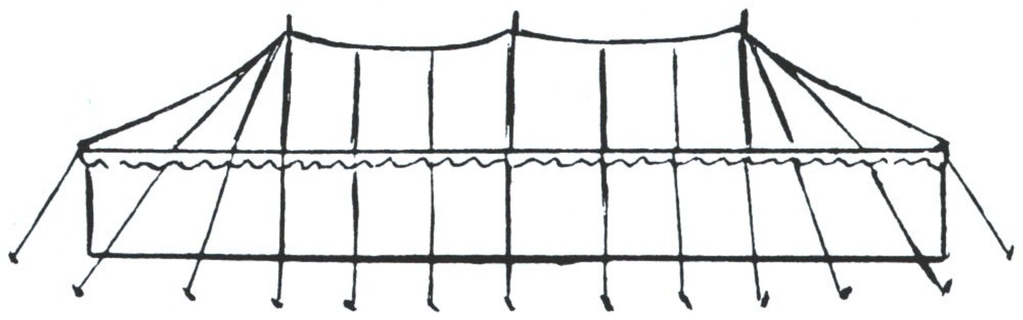
Most Japanese prints found in this country today are of 19th century origin. Names like Hiroshege, Toyokuni, Kunisada and Utamaro are among those particularly sought. However, it has been discovered that modern woodblocks are being cut to reproduce the old prints and special papers are used to simulate age. This is collecting for substantial investors, smart enough to seek qualified dealers who guarantee that which is purchased.

It costs the nation's small businesses an estimated $12.7 billion annually to fill out forms required by Federal, state, and local governments. One hundred and three Federal agencies require small businesses to fill out at least one form.

HOUSE COMMITTEE ON SMALL BUSINESS



NOW SOUGHT AFTER, Japanses prints were once considered non-collectible in America.



VALDOSTA TENT
& AWNING COMPANY
706 N. FORREST ST., VALDOSTA, GA 31601

Office Phone
(912) 247-9843

Mailing Address
P. O. Box 3178

Call, write, or come by and see us
before you buy. (You'll be glad you did!)

GORDON L. SHAW, Owner
Home Phone (912) 247-5209

—Manufacturer of tents for over 25 years—

The auction method

By Alice Colvard

Nowhere in the United States is the popularity of the auction more evident than in South Central Kentucky

(Reprinted with permission of THE KENTUCKY FARMER, Bowling Green, Kentucky, June 1979 issue. Emphasis added by THE AUCTIONEER.)

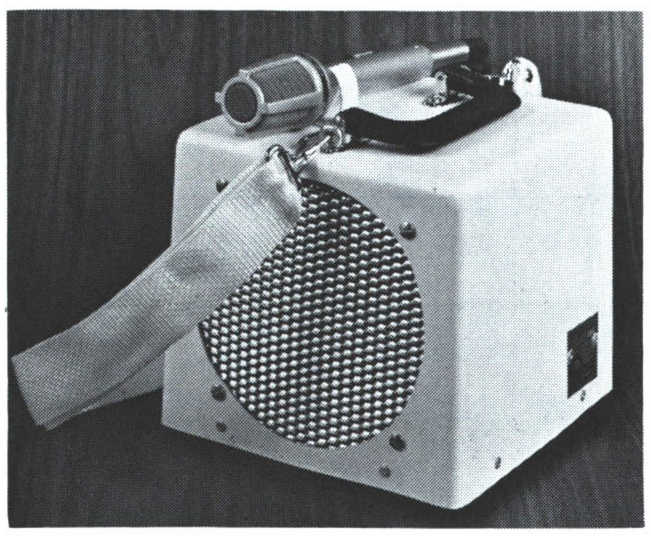
For centuries, auctions have been an accepted method of exchange. In fact, as far back as 550 B.C. some auction terminology can be found in an account of a visit by Greek historian, Herodotus to Babylon. Roman soldiers were prone to auction off the personal property of their captives on the battlefield before the dust settled and the chariots were rounded up.

We're all acquainted with the sad stories of estates auctioned off to the highest bidder after financial disaster struck and the sometimes funny, sometimes pathetic accounts of the buyer who believes he is getting an art treasure only to discover a clever fake on closer examination. This seldom happens today. Auctioneers will announce, "believed to be an original," and occasionally an auctioneer will sell a piece that turns out to be a genuine "find".

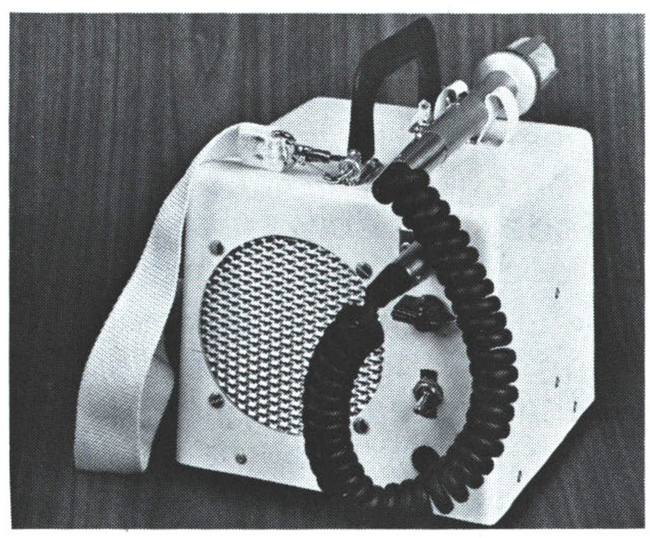
Antique auctions have zoomed to popularity all over the country and are still the best means of purchasing at bargain prices. They also produce a good helping of fun and excitement for the participants.

Time was when selling real estate at auction was not popular because it resulted from all the wrong reasons; financial difficulty, bankruptcy, death, foreclosures, non-payment of taxes and divorce settlements. No more! **Now property is sold at auction because it's recognized as being the fastest, most effective method of getting a good price and leaving the seller free to move on to something else.** Real estate auctions have always been acceptable and respected means of selling property in the Kentucky area and there is evidence that the trend is expanding to other parts of the country.

The advantages are many! First off, you know when you're going to sell and there's no long waiting period with anxious hours of "will they or won't they" speculation after prospects look over the property. If the auction firm you're dealing with has done it's homework well, they've given you a market wise appraisal of your farm, home or whatever, before you sign a contract, and you can expect to receive fair market value on sale day. They've also checked out prospective purchasers and know that financing is arranged so that the drop of the gavel and the call "sold" means just that. If buyers and seller are mutually motivated the whole deal can be closed in



VOX



D-VOX COMPLETE --- $285.00

FIBERGLASS CASE — 25 WATT MODULE — TWIN SPEAKERS

INCLUDES: Rechargeable Ni-Cad Battery Pack— Charger — Carrying Strap — Shure Unidyne Microphone — Complete unit weighs approx. 5 lbs.

* * * SATISFACTION GUARANTEED * * *

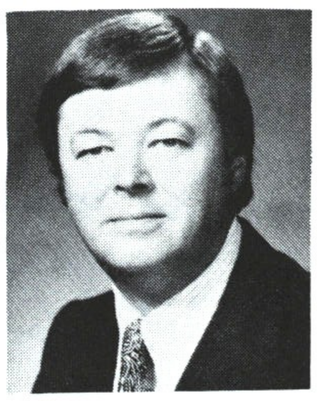
Order by mail: Payment with order — we pay shipping . . . C.O.D. — you pay shipping. Kansas residents add 3½% sales tax.

VOX

DODGE MANUFACTURING CO.

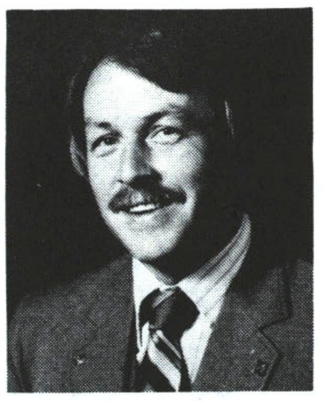
DWIGHT V. DODGE, Owner

1123 W. 6th Street • P.O. Box 1513 • Topeka, Kansas 66601 • (913)234-6677



Col. Don Wendel
President

LEARN AUCTIONEERING AT THE MASON CITY COLLEGE OF AUCTIONEERING



William Meeker
Vice president

No other school has the instructors that can give you the world's most advanced methods of auction training. Most of our instructors were trained by Col. Joe Reisch, and all are endorsed by Col. Reisch who has trained over 15,000 auctioneers.

REMEMBER

• Small classes • Personal and individual attention • Comfortable environment along with actual selling assures you the auction training you need — AND YES, it can be accomplished in just one week.

FIVE TERMS EACH YEAR

Write for free catalog and how to get your ten-book, advanced auction library and pre-training free.

MASON CITY COLLEGE OF AUCTIONEERING, INC.

P.O. Box Box 1463 **Mason City, Iowa 50401** **Phone: 515-423-7200**

a matter of days.

Reputable auctioneers follow a strict code of ethics prescribed by the National Auctioneers Association and many states, such as Kentucky, require that auctioneers be licensed real estate salespeople if they deal in real property.

If you're new at the game of bidding at auctions, you may want to take an experienced friend along the first time or two to explain the procedure. However, the chances of your bidding on a thousand acres by scratching your nose or waving to a friend are few, and the odds are just as long that you will not be taken as a serious bidder unless you are known to the auctioneer or have established credit prior to the sale. At a real estate auction the auctioneers knows who his bidders are and the whole process has become very sophisicated with many hours of preparation devoted to insure the success of the sale.

Part of the sales success story is the use of advertising. Progressive auction firms are recognizing more and more that an effective media campaign can mean thousands more dollars in the final sales price. Advertising expenditures are accepted as part of the operating expenses of the auction firm and in some instances very enterprising companies employ the services of an advertising agency to insure the best possible use of their media dollar.

Going to and buying at auctions is as addictive as potato chips, basketball and fishing. It offers some of the same characteristics; a friendly atmosphere, a good show, excitement and a chance to indulge in the old fashioned pastime of story swapping. It is perhaps this search for the nostalgia of the past that brings so many people to auctions to both visit and bid.

Property bargains are not always available at auctions because the day of the depressed sale is gone, but the growing popularity and the benefits of this means of exchange makes it worth considering whether you're selling or buying.

Record prices have been set for agricultural property by auction firms in the past few years and auction schools are turning out graduates at a fast pace. The more agressive auctioneers will have college degrees behind them and will generally be involved in additional study plans or already have a C.A.I. (Certified Auctioneers Institute) designation.

If you decide to sell at auction, check these points before you choose an auction firm. Are they auction specialists? Are they qualified to handle dispersals, liquidations, residential and farm property, and if you have some antiques to include in a personal property list or a full sale are they cognizant of current prices? Do they have full time auctioneers on their staff? What sales volume did they have during the past year? What type and how much advertising will they do to promote your sale? Do you feel that they gave you a fair appraisal of your property with no "pie in the sky" promises and are they recognized in the community as being reputable and aggressive? If you can answer these questions affirmatively, you've found your auction team and you're on your way to the bank!

A MAJOR BREAKTHROUGH IN REAL ESTATE MARKETING

AUCTION - The Marketing Tool of the Future!

NOW

THE FIRST COMPLETE HOME STUDY COURSE EVER DEVELOPED ON HOW TO SUCCESSFULLY AUCTION REAL ESTATE

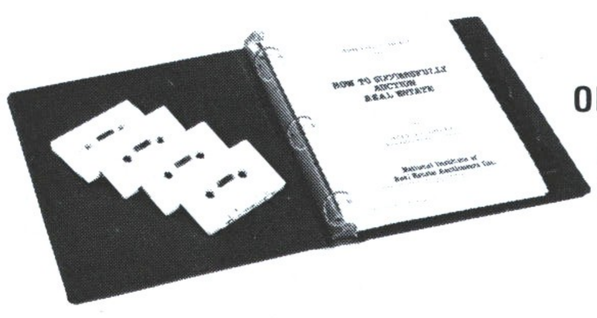
BROKERS/AGENTS:

Offer this additional successful marketing technique to your clients.
There are many advantages to a public sale (Auction).
Learn what they are and offer this alternative to your clients.
Give yourself and your company this important edge.
Auctions can produce sales where all other marketing techniques fail.

YOU CAN LEARN TO AUCTION REAL ESTATE SUCCESSFULLY AND BECOME A QUALIFIED AUCTIONEER! For many of you this could mean the beginning of a whole new career in real estate; for others it will mean many extra dollars in income. This detailed course, authored by one of America's foremost real estate auctioneers,* will teach you all you need to know..... There is no other course offered anywhere quite like this one.

COURSE INCLUDES A 76 PAGE INSTRUCTION MANUAL, AND FOUR (4) cassettes covering 24 topics. The topics include: HOW TO ACQUIRE LISTINGS, CLIENT COUNSELING, HOW TO CHARGE FOR YOUR SERVICES, PROMOTING THE AUCTION, CONDUCTING THE SALE, THE SECRETS OF HOW TO CRY THE CHANT OF THE AUCTIONEER (a sound that has thrilled millions of auction goers throughout the generations). A separate section will instruct you on how to auction personal property. The course comes complete with samples of newspaper ads, brochures, and all the forms you will need to be a qualified auctioneer.

It's all here. Read it at home. Listen to it in your car. Practice in your leisure. All for a one time cost of.....



ONLY $89.50 Complete

*ABOUT THE AUTHOR: Melvin A (Mel) Giller, Realtor-Auctioneer. Thirty years experience in sales, sales training and management. A nationally recognized author, lecturer and instructor on the AUCTION method of marketing Real Estate.

Send me my course on HOW TO BECOME A SUCCESSFUL REAL ESTATE AUCTIONEER. (Please Print) (California Residents add 6% sales tax.)

Name _____

Address _____

City _____ State _____ Zip _____

☐ Check enclosed. Make payable to Natl. Inst. of Real Estate Auctioneers Inc.

☐ Master Card ☐ VISA Card No. _____

Exp. Date _____ Signature _____

Mail to: National Institute of Real Estate Auctioneers, Inc.
3961 MacArthur Blvd., Suites 210 & 212, Newport Beach, CA 92660 • (714) 752-2298

State association reports

Iowa auctioneers meet

The Iowa Auctioneers Association met on Sunday, October 25, and Monday, October 26, at the New Savory Hotel in Des Moines, Iowa. This was a deviation from the normal weekend convention.

President Wayne Stewart, Audubon, had planned an outstanding meeting, but attendance was below expectations of the president and the Board of Directors. It was thought a change in day would increase attendance from previous years.

NAA president Howard Buckles and his wife, Arlene, attended the entire convention.

On Sunday, a noon luncheon began the convention. The afternoon advertising seminar was moderated by Harvey McCray, NAA executive vice president. Others on the panel were Ted Jones, general manger of ANTIQUE TRADER, Dubuque; Keith Knaack, publisher of COLLECTORS JOURNAL, Vinton and Margaret Dumphy of the DES MOINES REGISTER. These people also acted as judges for the advertising contest entries.

At 5:30 an informal, outgoing president's reception was held in the Penthouse.

A dinner banquet was held that evening. After dinner speaker was John Chrystal, president of the Iowa Savings Bank of Coon Rapids. He spoke on his recent trip to Russia.

This year's recipient of the IAA "Man of the Year" award was Warren Collins, of Jesup.

The rest of the evening was given to the Fun Auction, which netted over $1,000.00 for the IAA treasury.

Seminars on Monday included NAA vice president Bill Gaule, Chatham, Illinois, on real estate, and Dave Kessler, New Paris, Ohio, on antiques. Both groups were educational and provided much useful information.

The Monday noon luncheon was followed by the annual IAA Board meeting. Items discussed were: license laws; auctioneers contest in 1982 to be held at the Iowa State Fair; regional meetings; newsletter; Convention time for 1982.

Clarence Prange, Charles City, swore in the newly elected 1982 IAA officers — president Jerry Tubaugh, Belle Plaine; first vice president Dean Leonard, Elkader; second vice president Elmer Gronewald, Donahue. Two new Board members were elected — Steve Greenfield, Des Moines and Dale Keller, Fairfield.

While the auctioneers were having their meeting, the IAA Ladies Auxiliary under the direction of the president Chris Greentree, Decorah, had a meeting. The new president elected was Bonnie Mallinger, Sigourney.

As the new IAA president Jerry Tubaugh took the floor, he presented Wayne Stewart with the outgoing president's plaque.

Public relations tabloid precedes convention

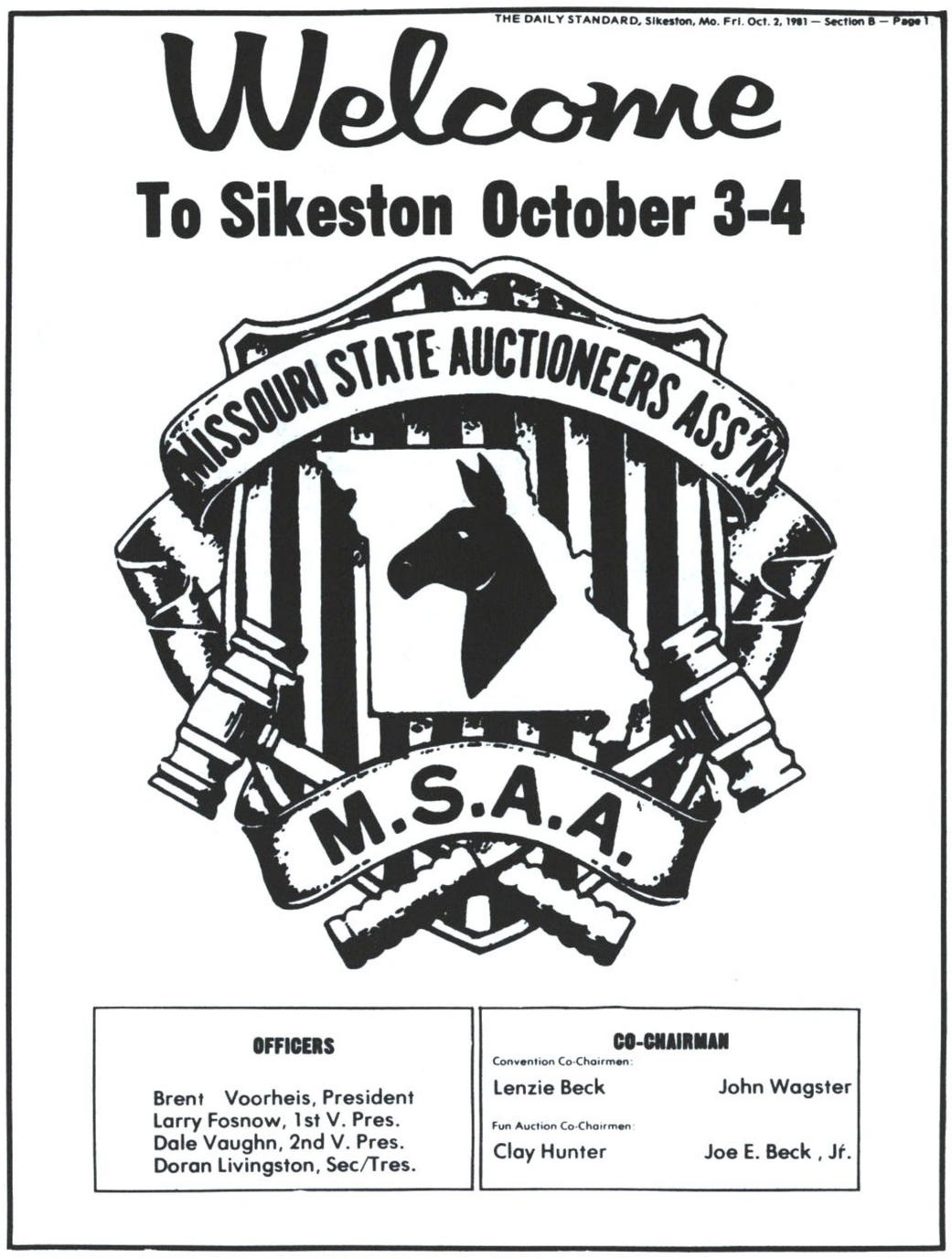
The day before its convention in Sikeston, Missouri, the Missouri State Auctioneers Association published an eight page tabloid, inserted in the town's DAILY STANDARD newspaper. The small publication contained articles about the auction method, MSAA/NAA membership, activities during the convention, and more. Literally, the whole town (at least the population that paged through the newspaper) knew that their state's auctioneers association was in town for a meeting.

How much did the eight page tabloid cost? Nothing, according to MSAA president Brent Voorheis, because advertising space in the MSAA's section of the newspaper was sold to area merchants. Everyone from Judy's Sandwiches & Shakes to the Ramada Inn and JC Penney welcomed the MSAA auctioneers through their newspaper ads.

TABLOID SIZE newspaper insert about the MSAA convention informed the town of Sikeston, Missouri.

The average American man is 5 feet, 9 inches tall; the average woman, 5 feet, 3.6 inches.

From AMERICAN AVERAGES



THE DAILY STANDARD, Sikeston, Mo. Fri. Oct. 2, 1981 — Section B — Page 1

Welcome

To Sikeston October 3-4

MISSOURI STATE AUCTIONEERS ASS'N

M.S.A.A.

OFFICERS

Brent Voorheis, President
Larry Fosnow, 1st V. Pres.
Dale Vaughn, 2nd V. Pres.
Doran Livingston, Sec/Tres.

CO-CHAIRMAN

Convention Co-Chairmen:
Lenzie Beck — John Wagster

Fun Auction Co-Chairmen:
Clay Hunter — Joe E. Beck, Jr.

CAI®

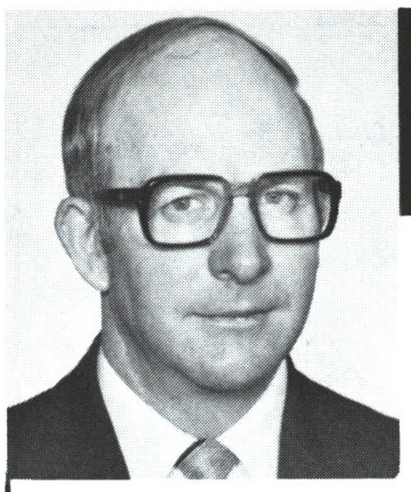
CERTIFIED AUCTIONEERS INSTITUTE

1982 Courses

March 28-April 3, 1982 — **Indiana University Bloomington, Ind.**

For application and information, contact: Certified Auctioneers Education Institute, Indiana Memorial Union, Suite 445, Bloomington, Ind. 47405; (812) 337-0706.

REISCH
WORLD WIDE COLLEGE OF AUCTIONEERING, INC.



Col. Gordon E. Taylor
Owner and President
Full-time Auctioneer

Since 1933 Largest in the World
Approved for VA

YOU can be an AUCTIONEER!

START YOUR NEW CAREER NOW
AND MAKE BIG MONEY

Attend 2 weeks intensive training in all phases of this respected and highly profitable profession, taught by 25 of the nation's leading professional auctioneers.

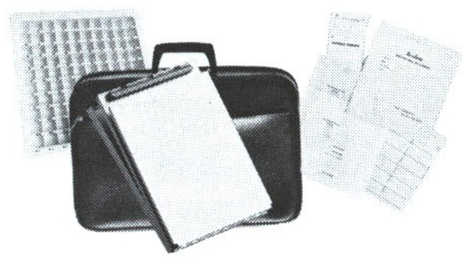


GRADUATES RECEIVE LIFETIME SCHOLARSHIP, DIPLOMA & POST-GRADUATE ASSISTANCE. OUR "ON THE CAMPUS" HOUSING & DINING FACILITIES, CONTRIBUTE GREATLY TO ENHANCE YOUR PROFESSIONAL TRAINING.

Please send me your FREE CATALOG.



FOR THE PROFESSIONAL AUCTIONEER
Clerking Supplies
Sound Systems
WRITE FOR INFORMATION





OBTAIN OUR MODERN AUCTION LIBRARY WITH YOUR CHOICE OF TRAINING RECORD OR CASSETTE TAPE. FREE WHEN YOU ENROLL IN THE TERM OF YOUR CHOICE.

Gordon E. Taylor, Member

MAIL COUPON TODAY!

Col. Gordon E. Taylor
Reisch World Wide College of Auctioneering, Inc.
P.O. Box 949
Mason City, Iowa 50401 **Ph. (515) 423-5242 or 6396**

NAME _____

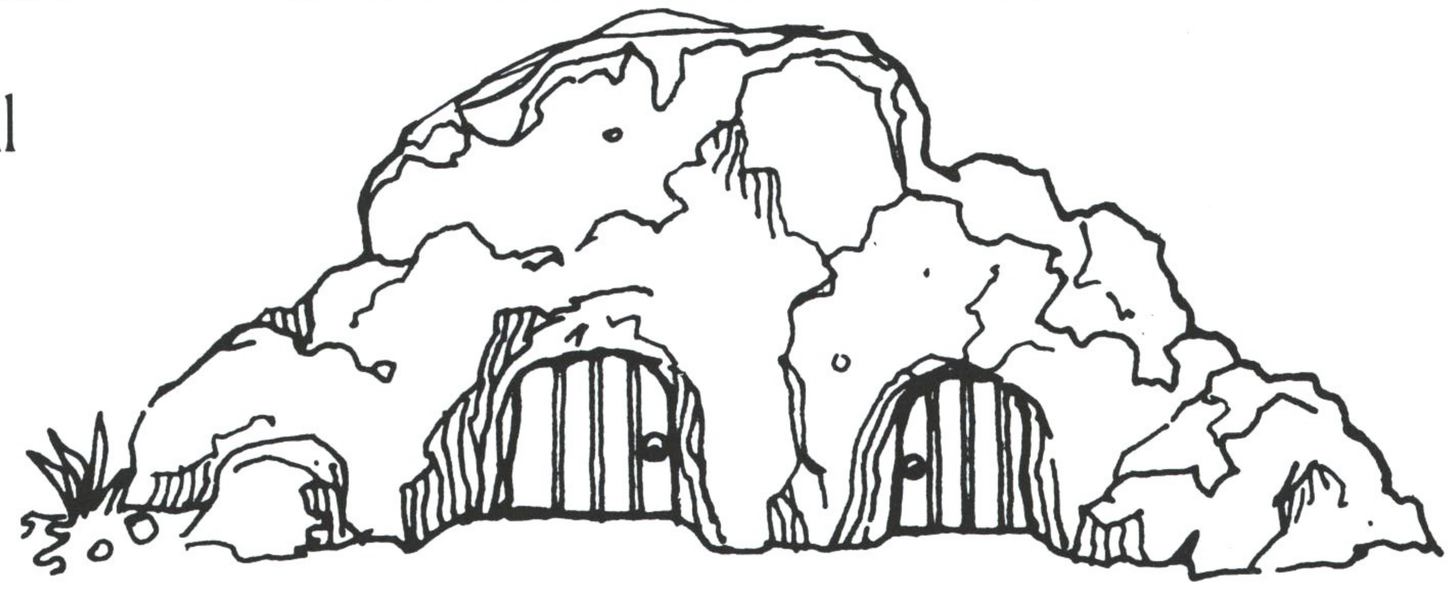
ADDRESS _____

CITY _____

STATE _____ ZIP _____

NA

How would you sell
two caves in
Dickson County,
Tennessee?



The Chicago Tribune Auction Mart. Of course.

Whatever you've got to sell, even caves, the Chicago Tribune Auction Mart is the way to go. Why? Because it's the Midwest's largest auction marketplace and it's growing every month.

The Chicago Tribune now carries more than 90% of Chicago's newspaper auction advertising and has carried advertising from 42 states and several foreign countries including Scotland, England, Canada, France and Hong Kong. So whether you want to sell machinery, jewelry, coins, tools, vehicles, art, antiques and even caves, Tribune's Auction Mart is the best place to put your advertising dollars.

We've got a new Auction Mart brochure with complete details. For your copy call Sally McKoane at (312) 222-4493 or Charles Shanley at (312) 222-4042, today. Or write them at 435 N. Michigan/ Rm. 915, Chicago, Illinois 60611.

Chicago Tribune
The Complete Newspaper

State Association Conventions — Dates and Locations

Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
December 3-4	Wisconsin (Seminar)	Sheraton Inn, Madison	Robert Massart
December 6-7	Tennessee	Airport Hilton Inn, Nashville	E. B. Fulkerson
December 12-13	Florida	Lakeland	Billy Wells
January 7-8, 1982	California	Nugget Hotel, Sparks, Nevada	Grant Theodore
January 8-10	Virginia	Holiday Inn, I-81, Harrisonburg	Dick Heatwole
January 9-11	Ohio	Marriott Inn North, Columbus	Byron Dilgard
January 10-11	Georgia	Terrace Garden Inn, Atlanta	Lynn Dempsey
January 15-16	Pennsylvania	Host Inn, Harrisburg	Blaine Brown
January 16-17	North Carolina	Hendersonville	Louis B. Fisher III
January 16-18	Minnesota	Holiday Inn, St. Cloud	Eileen Reisch
January 19	Minnesota (Seminar)	Holiday Inn, St. Cloud	
February 6	New Jersey	Marriott Hotel, Somerset	JoAnn Fawcett
February 12-14	North Dakota	Kirkwood Motor Inn, Bismarck	Roger Skiftun
March 13-14	Kansas	Holiday Dome, Manhattan	Rex B. Newcom
April	Arkansas		Jayne Lowery
April 17-18-19	Kentucky	Lure Lodge, Jamestown	B. G. Dunnington
May 1-2	Missouri	Holiday Inn, Osage Beach	Doran H. Livingston
May 1-2	Nebraska		Randy Ruhter
May 15-16	South Carolina (Annual)	Sheraton Lake Marion, Santee	Maude Burnett
June 9-10	Wisconsin	Green Bay	Robert Massart
June 11-13	South Dakota	Mitchell	Marti Dunlap
June 24-27	Texas	Houston	Dudley Althaus

Representatives of State Associations have offered the above dates, places and facilities, of State Association conventions and/or annual meetings. All NAA officer or director requests should be coordinated through the NAA office.

If you have any questions about State Association conventions or meetings, contact the State Association, *not* the NAA office. All the meeting information submitted to the NAA office is included above.

In Memoriam . . .

DR. ROLAND L. REPPERT

The NAA office received notification in October, of the death of NAA member, Dr. Roland Reppert, 66, Weirsdale, Florida. A former Decatur, Indiana, physician and surgeon, and one time owner of the Reppert School of Auctioneering, Dr. Reppert suffered an apparent heart attack while preparing for a vacation trip.

Dr. Reppert had graduated from Indiana University Medical School in 1941, and practiced medicine in Decatur for 10 years. The auction school bearing his name was founded in 1921 by Dr. Reppert's father, Fred Reppert. A former president of the school, Dr. Reppert traveled extensively with his father, gaining knowledge in the auction profession. He sold the auction school in 1980, which has remained in continuous operation since its founding.

KENNETH G. GRAVLIN

NAA member Ken Gravlin, Melvin, Illinois, 63, died unexpectedly, October 30, after being rushed to Gibson Community Hospital, Gibson City, Illinois. He had been serving as the secretary-treasurer of the Illinois Auctioneers Association, and is survived by his wife Geraldine, three daughters, a brother, and six grandchildren.

WILLIAM C. SHINE

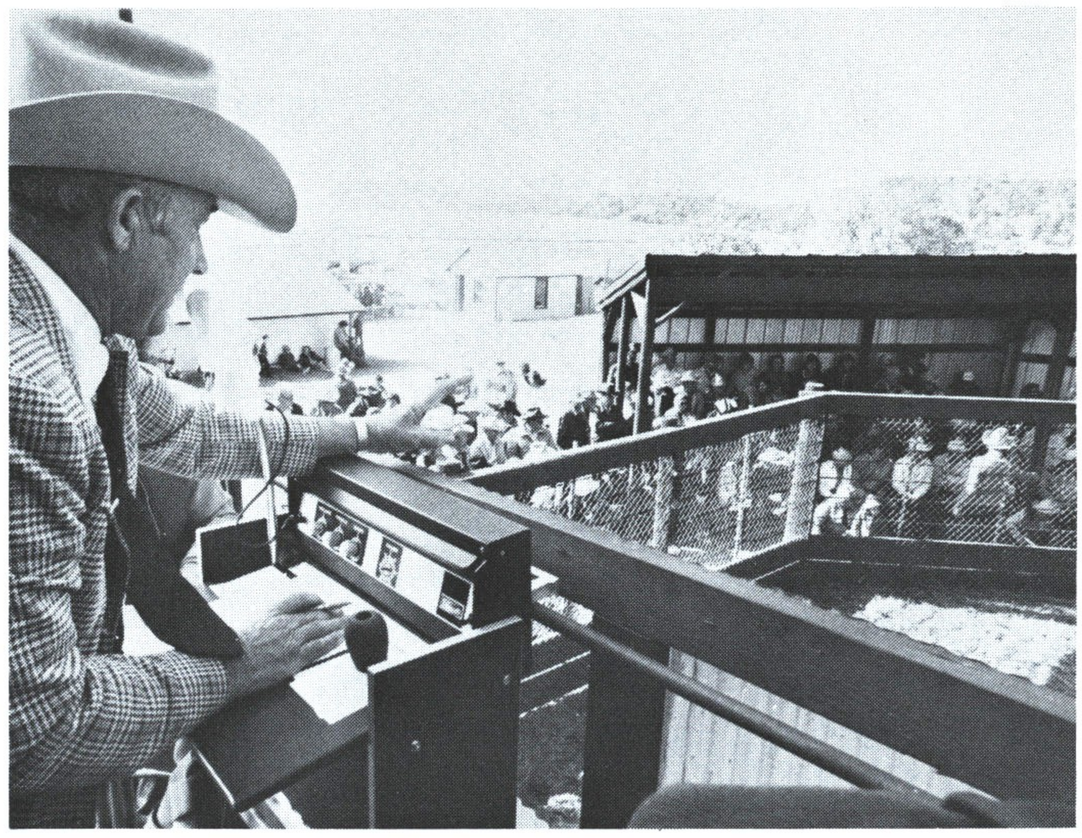
The NAA office was notified, by his auctioneer son and member Jim Shine, of the death of his father, former NAA member William Shine, Kensington, Connecticut. Mr. Shine had retired in 1977, from an auction career which included his own gallery, federal SBA sales, and the Newington Auto Auction every week for 20 years. William Shine was 61 at the time of his death, October 6, after a long illness.

Contracting for new construction rose 7% in June, seasonally adjusted, the first increases since March. However, that gain was not a signal of an imminent construction recovery, according to a McGraw Hill Information Systems report.

NATIONAL UTILITY CONTRACTOR

Successful auctioneering across the nation

Longhorns, buffalo auction draws 610



The 38th annual surplus buffalo and Texas longhorn sale at the Fort Niobrara National Wildlife Refuge near Valentine, Nebraska, was held in early October. A total of 610 persons attended with 53 successful buyers registered from 10 states, reaching from North Dakota to Texas. Conducting the sale was NAA member **Charles Riley** of Valentine.

Sixty-four bison sold for a total of $35,650, or an average of $557.03. The average for 1980 was $595.37. Eighty-four Texas longhorns sold for $136,460, or an average of $1,624.52. This compares with an average of $1,114 in 1980.

The top price for a bison was $1,000 for a four year old bull. An Ashton, Nebraska, rancher was the top buffalo buyer, purchasing 13 head for a total of $5,925.

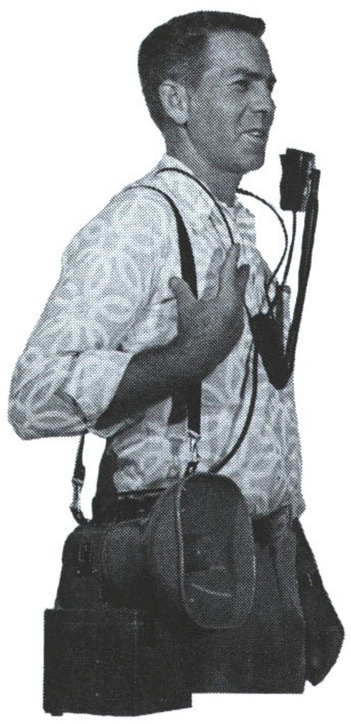
Bidding for five aged bulls was spirited among South Dakotans who are in the buffalo business. Don Hight, White River, paid $1,825 for two head; and Naish Heim, Rockham, $825. Nine head of the bulls age 2 and older averaged $833.

Hight maintains a herd of about 2,200 buffalo of which 1,200 are put in the feedlot at weaning time, fed corn and a little hay, then sold as 2-year-olds. He said chain stores are his best customers, and he is paid a $1.35 a pound for a carcass.

Heim, past president of the American Buffalo Association said his herd of 500 has become his sole business and he has abandoned farming. "High pro-

The Reisch Auctioneer's Speaker

The greatest ever used in the auction profession. Nothing its equal. Either of these speakers will do the job — loud and clear — and can be heard for a half mile or more. The leading auctioneers throughout the U.S.A. and Canada use these speakers. Why not you? We have sold these speakers for the past 25 years. They are American made and of the finest quality.



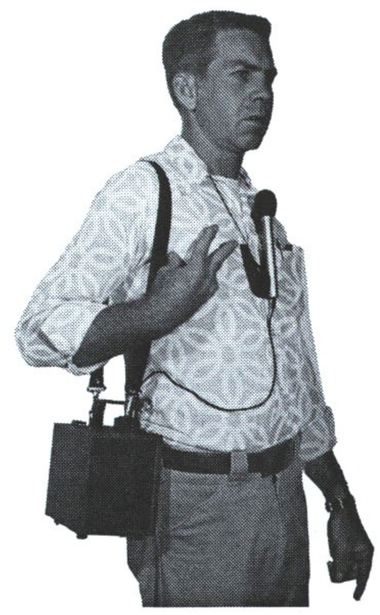
REISCH SPECIAL
"MR. BIG VOICE" — JR-1

THE JR-1 is the most powerful portable speaker made. It is powered by three 6 volt lantern batteries, giving 18 volts of power. Batteries last 60 hours or more. Set weighs 8 lbs. Comes with 12 ft. cord and shoulder strap and mike support holder, which leaves both hands free. Easy to carry at side, or can be placed on truck top, or used on a ladder. If you want the best, this is it.

THE JR-2 "Reisch Special" is a powerful little set. Operates on two 6 volt lantern batteries and has a battery powered mike. Only weighs 6 lbs. Complete with neck support to hold mike, shoulder strap and 15 ft. cord.

Be Modern. Use a Proven Up-To-Date Speaker

It is a voice saver. Select the set that you feel will work best for you.



REISCH SPECIAL
"LITTLE BIG VOICE" — JR-2

THESE SPEAKERS CAN ONLY BE PURCHASED FROM:

Col. Joe Reisch, Reisch Sales Company, Box 850, Mason City, Ia. 50401
Phone: 515 423-1465. Call or write for Special Wholesale Prices.

NAA MEMBER Charles Riley, left, at the microphone for the annual buffalo/Longhorn auction near Valentine, Nebraska. Sale buffalo, below, were part of a wildlife refuge's yearly surplus animal sale. (Photos and portions of the newspaper's article are reprinted with permission from the NORTH PLATTE TELEGRAPH, North Platte, Nebraska, Marianne Beel correspondent and photographer.)



tein and low cholesterol of buffalo meat has made diet-conscious people good customers," Heim said.

Considerable interest was shown in the Texas longhorns offered for sale. Two yearlings shared the top price for bulls, bringing $3,100 each. The top price offered for a Texas longhorn was $5,600 paid for a yearling heifer by a Colorado buyer. The top volume buyer purchased six head.

Total receipts from the auction were $173,285 up from $117,925 last year. Bob Ellis, refuge manager, said the weather was warmer than the usual sale days and he "was extremely pleased with the sale."

Auction promotes "Uptown" . . . The City of Greenwood, South Carolina, decided upon an auction to promote Uptown Greenwood, but the auction used a special currency. Conducting the sale were NAA members **H. L. Dodgen** and **Daryl Dodgen** of Greenwood.

The auction worked this way — customers at participating stores received "greenbucks" at a 10 to 1 ratio for what they bought. Buy $10 in merchandise, get $100 in "greenbucks" to be spent at the auction. The offer ran for a specific time period before the September auction on the town square. Items for bidding included beautiful gifts; plus the "drawing card" of a trip for two to Nashville, Tennessee.

The auctioneers Dodgen informed THE AUCTIONEER that "lots of fun and excitement" were generated in the 1 hour, 20 minute sale, attended by 275 people. The Nashville trip for two brought $205,000 in greenbucks, within the total sale figure of $1,180,500.

joe small
auctioneers, inc.
3114 Garden Brook Drive • Dallas, Texas 75234 • 214/241-1912

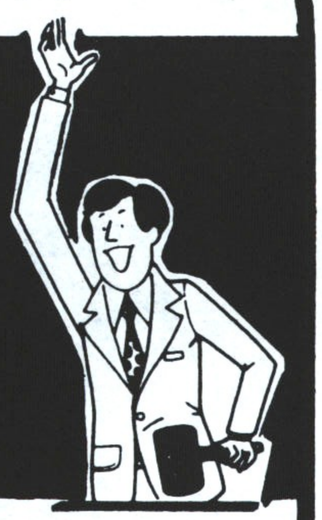
ATTENTION
AUCTIONEERS
ANTIQUE SHOPS
WHOLESALE OUTLETS

WE CAN SUPPLY YOU WITH
40 FT. CONTAINERS
OF BEAUTIFUL ANTIQUE FURNITURE, COLLECTABLES, AND BRIC-A-BRAC DIRECT FROM ENGLAND, IRELAND, SCOTLAND AND WALES. WE OPERATE A LARGE, WELL-RESPECTED AUCTION GALLERY AND ARE ONE OF THE LARGEST IMPORTERS IN THE SOUTHWEST.

- Merchandise Carefully Selected For Your Particular Market
- All Levels Of Quality Available
- Excellent "Mix" Of Items
- All Customs, Duties, Fees, and Freight Paid
- Guaranteed Delivery To Your Door

CALL US NOW FOR PRICES AND REFERENCES!
(214) 241-1912
member national auctioneers association and texas auctioneers association
Joe Small, CAI TXE-012-0252

INSTRUCTION
LEARN TO BE AN AUCTIONEER

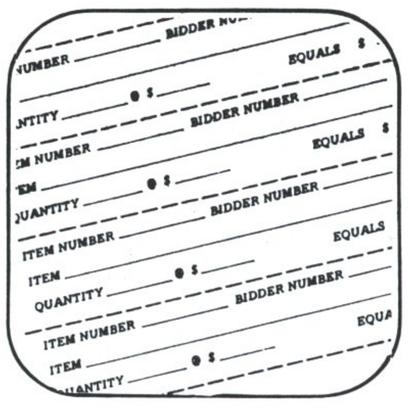


AMERICA'S TOP QUALITY AUCTION SCHOOL. WRITE OR CALL FOR FREE CATALOG. APPROVED FOR V. A. TRAINING.
— SINCE 1962 —
MENDENHALL SCHOOL OF AUCTIONEERING
P. O. BOX 7344
HIGH POINT, N. C. 27264
(919) 887-1165



Bidder Registration Cards

KWICK KLERK'S personalized Bidder Registration Cards are the perfect way for qualifying your buyers. Each card is printed on heavy, colored card stock. The top of each card is perforated and detaches for filing in your "KABINET" while the bottom detaches with your personalized logo printed on it.....a great business card! Only $22 for the first 1000 cards. $20 for each additional 1000. Give them a try! We know you'll like them!



Clerking Sheets

Our Clerking Sheets have been redesigned by our professional graphics staff. The sheets are available in 3 or 4 part NCR (carbonless) varieties and are pre-cut with a card stock back copy. Our unique sales tabulation section on each sheet helps in eliminating posting errors and gives you a constant report of your auction's progress. Each sheet contains 10 tickets and they're shipped in 100 sheet packages. 3 part sheets are only $18/package. 4 part are $20.

CALL OR WRITE FOR A FREE BROCHURE & SAMPLE KIT

Kwick Klerk©

Box 147 Northfield, Mn. 55057 (507) 645-4407

"IMAGE ADVERTISING"

Your Company Name, Logo and Address screen printed in one color, at no set up or art charge, with your camera ready artwork. Colors: Red, Royal, Black, Kelly, Gold, Navy, Brown



ADJUSTABLE CAPS:

#60 Winter Polyester - Lined with shape-retaining, polyfoam

MINIMUM ORDER	PRICE EACH
30 CAPS	$ 2.75



#100 "Down Look" Quilted Jacket, stand up collar, zipper and snap front, quilted pouch pockets, fully glacierized with 6.6 oz. polyester fiberfill.

MINIMUM ORDER	PRICE EACH
10 JACKETS	$25.25

Crum's Farm & Auction

4504 HAMBURG PIKE
JEFFERSONVILLE, INDIANA 47130

812/282-6043

TERMS — Net 10 days, F.O.B. our plant, or send check with order & we pay the freight.

Cash rent auction brings premium price . . . Auctioning an estate, farm machinery, or a business liquidation is a common practice in the Missouri Bootheel, but selling cash rent by auction, October 12, was a first. Handling the sale were NAA members **Bob Turnage** and **Lance Walker,** Hayti, Missouri.

Approximately 75 farmers attended the auction, held on a 240 acre farm. The auction began at 11:00 am and lasted thirty minutes. Eight farmers participated in the bidding which started at $50 an acre.

When the dust settled, the high bid was $97.50 per acre. This is a premium price for cash rent in this part of the Missouri Bootheel. Terms were 15% down the day of the auction and the remainder to be paid by December 10.

The owner spent the day prior to the auction interviewing prospective tenants and answering questions they had concerning the owner/tenant agreement. Advertising was done through local newspapers and radio stations.

Auction helps double budget figure . . . Raytown High School of Raytown, Missouri, needed to raise funds for projects planned during the school year. NAA member **Joe Ridgley,** Belton, Missouri, assisted in planning the auction of merchandise donated by businesses and individuals, then donated his services to conduct the October auction.

A pancake breakfast was held in conjunction with the auction. The auction itself brought $1,430, with both events together netting the school over $2,400, double the amount needed to satisfy their annual budget of $1,200. Auctioneer Ridgley noted that "the school was both impressed and 'sold' on the auction method to raise funds."

Auctions 82 acre tract . . . The October day was beautiful, the trees ablaze with autumn foliage. Some three dozen spectators mulled about expectantly, but when the business-at-hand was completed, an 82-acre tract in Rockaway Township, New Jersey, was sold to the highest bidder for $370,000. Conducting the auction was NAA member **Max E. Spann,** Morristown New Jersey.

The land, mostly wooded but with a magnificent recreation center containing a gymnasium, locker rooms, chapel, offices, and massive fireplace, is zoned residential with a minimum lot size of two acres. There is also a beautiful spring fed pond, colonial farmhouse, two greenhouses, and garage-workshop on the property.

The property was on the market for over one year with no success. According to auctioneer Spann, both the buyers and sellers of this property seemed happy with the outcome of the auction. "In today's market, anyone who wants a fast sale within 60 days, anyone who has a property that must be sold — be it residential, commercial, industrial or land — auction is the way to go," he explained.

Midwest antiques auctions by Woody . . . NAA member **John Woody,** Douglass, Kansas, held successful antiques auctions this season, in midwestern states.

In Hartford, Iowa, October 24, the Woody firm sold a 20 year old collection of fine Victorian furniture, antique glassware and china. The bulk of the collection was sold four years ago, but the remaining pieces were the reserved and finest of the collection. Top selling items included: a stunning Crown Milano vase in shiny finish, $3500; and Gone with the Wind lamps, in green satin with cherubs, and red satin respectively, $1600 and $850. A Regina upright music box sold for $6500.

Osage Beach, Missouri was the location for an early October auction of a Carnival Glass tumbler collection, featuring rare and choice pieces. High selling items included: green Inverted Feather, $450; a Wisteria in white, $220; and a Diamond Lace in marigold, $375. In amethyst, a Millersburg Cherry brought $450.

September 26 was the Woody auction date of an outstanding brick Victorian mansion, in St. Joseph, Missouri, reportedly built in 1875. The contents of the house were also sold, and included fine antique furniture, fixtures, clocks, dishes, and more. The ten room mansion sold for $37,500. Included in the furniture pieces sold that day were: a 45" Rosewood Belter parlor table, with a turtle top in marble, and pierced legs, $3750; two Eastlake settees, with lady's head, $500 and $520; and an early walnut slant front desk, $950.

Brangus bulls average $1475 . . . The action was brisk at the 1981 version of the Big Country Registered Brangus Bull Sale, Abilene, Texas in October. The sale was attended by over 350 registered prospective buyers that sought to purchase a hand-picked selection of service age Brangus Bulls. Conducting the auction were NAA members **Danny K. Burns** and **Kevin Allen Hutson,** Sweetwater, Texas.

At the conclusion of the sale, it was obvious that the buying had been dominated by 26 cattlemen from Texas, New Mexico, Oklahoma, Arizona and South Dakota. The 80 select bulls offered in the auction sold for a gross of $118,000, with a resulting sales average of $1475 per head.

The quality of the offering was consistent, as the majority of the bulls sold in the $1,500 to $1,800 range. The high selling entry of the sale brought $2,400. The second high selling bull sold for $2,000.

Nashville Auction School

Nashville, Tennessee

THE NATION'S FINEST SCHOOL

☆ School is held in Music City USA Nashville, Tennessee . . . home of the Grand Ole Opry

☆ FREE CATALOG — LEARN AUCTIONEERING

NASHVILLE AUCTION SCHOOL

Box 190, Department 5

Lawrenceburg, Tennessee 38464



JIM GRAHAM SCHOOL OF AUCTIONEERING, October 1981 class of 41 students.



Col. Jim Graham
CCIM, CRB, AFLB

NEXT CLASS
JANUARY 25

LEARN AUCTIONEERING in Beautiful FLORIDA

– Enjoy the Ocean and the Palm Beaches while you learn –

Become a Professional Auctioneer in 1 Week

- Learn the Professional chant
- Every type auction is covered
- Latest video training equipment . . lets you view your progress
- Every student personally trained by Col. Jim Graham
- Highly professional Instructors

JIM GRAHAM training makes you STRONG . . as an Auctioneer; Businessman; Speaker. Men or women.

REAL ESTATE auctions . . our specialty

You'll like our FAST START system

Graduates from other schools are welcome

MONEY BACK GUARANTEE

FREE BROCHURE

JIM GRAHAM SCHOOL OF AUCTIONEERING

204 U.S. 1, North Palm Beach, FL 33408 (305) 844-1723

Storing motorized equipment on your lot? Studies by the Associated General Contractors of America show that equipment theft came to a total loss of $408 million in 1979, up from $340 million in 1978.

An industry consultant offers these four general tips on how to hang onto your machinery. 1) Mark it with owner identification numbers on mainframes and components. 2) Inventory it with exact record of numbers, decals, current photographs, and tell-tale characteristics. 3) Centralize all equipment in an orderly way in one place, not strung out over the lot. 4) Make it difficult for the thief — establish barriers that are hard to breakdown, make the thief take more time and trouble to steal your machine, and lock all cab doors.

JOHN DEERE & COMPANY

Spotlight on NAA auctioneers
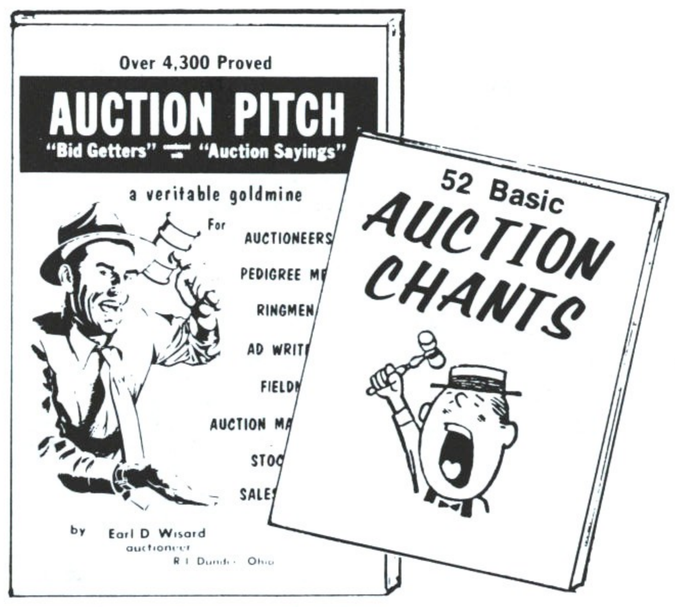
Collector: "auction judges the market"

NAA members **Edmund Kueker, CAI,** Waterloo, Illinois, and **Ted Stumpf,** Mascoutah, Illinois were featured in St. Louis, Missouri, POST-DISPATCH newspaper articles last summer. A September feature article discussed an antique farm auction conducted by Kueker; but both auctioneers were in an August, POST-DISPATCH, "City folks' guide to country auctions".

Probably the most significant quote from that article was by a St. Louis area antiques collector who also later resells his purchases. The collector/seller advised beginners to "go to a lot of auctions, (but) don't start buying right away. Go to antique shops to get an idea of the retail prices. Then, when you pay $200 for something you saw in a shop for $500, you will have the satisfaction of knowing you got a bargain."

The man further explained that books on antique collecting "are a waste of money. *The auction judges the market."*

Members Kueker and Stumpf are both veteran auctioneers, with Stumpf explaining in the newspaper article, "I would have quit a long time ago if it hadn't been for having fun. The people are great, they come to have fun, and they usually do."



A Book For Every AUCTIONEER

AUCTION PITCH and the booklet 52 BASIC AUCTION CHANTS

A 176 page book loaded with auction sayings, quips, laughs, bits, facts, etc., mostly one-liners, gathered from 100's of auctioneers throughout the U.S. and Canada during a 53 year period.

Here is what auction schools and auctioneers say:

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

"Your book is a riot." — E. Grant Luter, Suffolk, Virginia

"I feel no auctioneer should be without AUCTION PITCH." — Edsel Edwards, Sandy Level, Virginia

"Very good." — Executive Secretary, Reppert Auction School, Decatur, Indiana

"Nothing less than a masterpiece." — Whipple Auctioneers, Canton, Ohio

"Priceless." — Edward Esber, Canton, Ohio

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

Only $12.50 for both, postage paid

Earl D. Wisard, Auctioneer, Dundee, Ohio 44624

Auctioneer Kaufman to address Realtors® on auctions

NAA member **David M. Kaufman,** Chicago, Illinois, addressed the National Association of Realtors® at their 1981 National Convention in Miami, Florida, November 15.

Kaufman spoke on the auction method of selling real estate in order to generate top dollar, in a short period of time, in a tight money market.

Mr. Kaufman's expertise is in the sale of commercial and investment real estate, and in his auctioneering activities, selling motel properties, office buildings, apartment buildings, and vacant land.

Auctioneer Kaufman commented before his presentation, "The reason that many major Chicago institutions have utilized our services is that we have been able to generate above average prices when compared to the appraisals for the properties, in an extremely short period of time. Good properties command higher prices at auction than they do in normally negotiated sales."

Tapes of David Kaufman's presentation will be made available from the National Association of Realtors®.

MOVE MERCHANDISE IN DALLAS, TEXAS

When you advertise in the Sunday, Dallas Times Herald, you reach more than 693,000 readers in the Dallas area.

When you want to reach auction goers with money to spend, Dallas is the place and the Dallas Times Herald is the newspaper.

Now featuring "The Auctioneer" every Sunday in the Classified section.

Contact Debbie Dent, 1101 Pacific Avenue, Dallas, Texas 75202, 214/741-1515.

Source: Dallas Times Herald Continuing Market Survey, 1979, 4,000 Telephone Interviews.

Dallas Times Herald
The newspaper Dallas can be proud of.

Give other auctioneers the chance you never had until someone invited you to join the National Auctioneers Association.

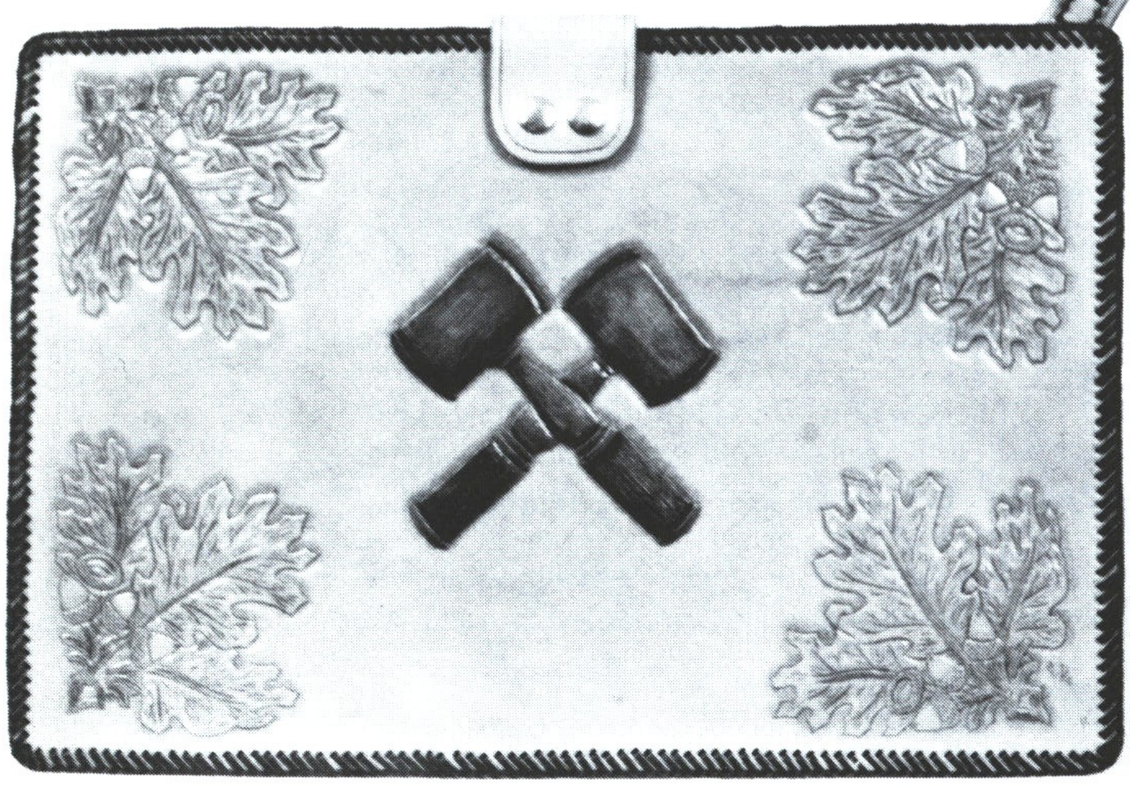
B. G. Coats

AT LAST . . . A MAN-SIZED BUCKLE & BRIEFCASE FOR AUCTIONEERS

- Genuine leather throughout.
- Completely handmade & hand-tooled.
- Each buckle with your name on back, numbered & artist signed.
- 100% American made.
- Briefcase has gavels on one side, your initials on the other. Comes with leather carry strap.



LEGAL SIZE — ALL LEATHER





Reverse side (Any 3 initials)

BRIEFCASE $125

Send money order or check with $2.00 shipping to:

MAC ENTERPRISES
P.O. Box 124
Cary, IL 60013

ALLOW 2 WEEKS FOR DELIVERY

DARK BACK→

Size 4" x 5⅛"

BUCKLES
$20.00 or
2 for $35.00

LIGHT BACK→





You're NAA and professional.

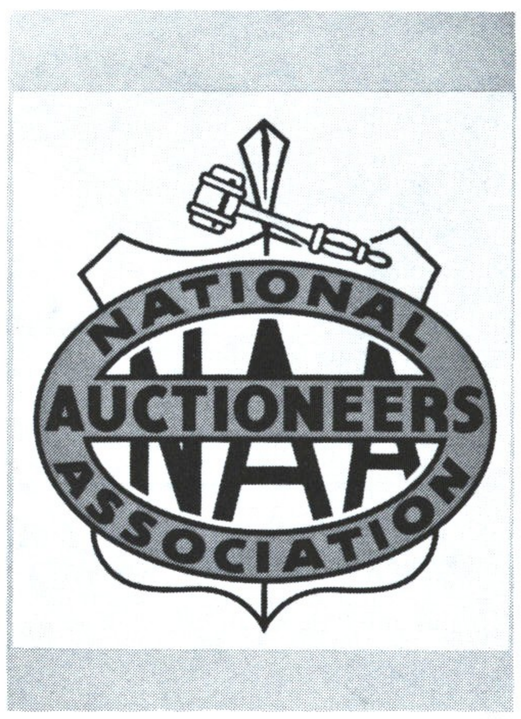
Show clients and associates that you're part of a PROFESSIONAL nationwide organization . . . display the NAA emblem with these quality promotional items.

NAA Embroidered Emblem. Emblem for display on blazers, coats, dresses, etc. Red, black and gold emblem is available in two sizes.

8" Embroidered Emblem @ $7.50 each

3" Embroidered Emblem @ $1.50 each





NAA Emblem Decals. Shows the red, black and gold emblem in two sizes. Large size only adheres to surface; two kinds available in smaller size.

8" Pressure sensitive @ $1.50

4" Pressure sensitive, 3 for $1.00 (adheres on top of surface)

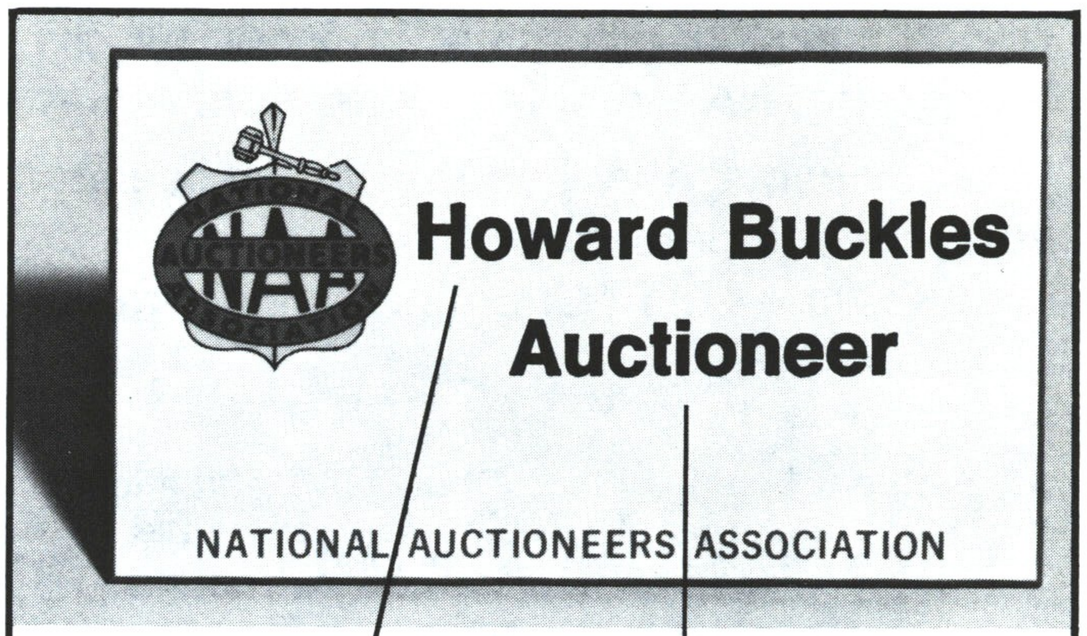
4" Pressure sensitive, 3 for $1.00 (shows through glass)

NAA Bumper Signs. Promotes the NAA Auctioneer with the words, "HIRE NAA AUCTIONEERS". Identifies National Auctioneers Association and the NAA emblem. Red bumper sign with white and black copy.

3½" by 15" Bumper Sign, 2 for $1.00

NAA Emblem Reproduction Sheet. A full sheet of black on white reproductions of the NAA emblem in various sizes. For use by NAA member on sale bills, newspaper and magazine advertisements (NAA emblem use is a personal privilege of membership in the NAA and is for individuals only).

NAA Emblem Reproductions per Sheet, $1.00



New NAA name badge now available

Quality, engraved name badges with full color NAA logo are now available from the NAA office. At a cost of $5.50 each (includes limit of two lines of copy), your name and title will be engraved on this sturdy plastic badge. (Price for three lines of copy is $6.00.)

Also, you can order name badges for members of your auction staff — clerk, cashier, ringman, etc. **However, if an auctioneer on your staff is not an NAA member, that auctioneer cannot wear an NAA name badge, being represented as an NAA member.**

Colors are white with green trim, full color logo, and red "National Auctioneers Association".

Order from the NAA office. Send full payment for all badges @ $5.50 each; plus exact copy for name(s) and title(s) to appear on badge.



NAA Single Deck Playing Cards. Displays in full color photo, the NAA headquarters building when dedicated in 1971. Excellent gift for clients.

Single Deck Playing Cards, 75¢ each

More! . . .

Put your membership to work by displaying the NAA emblem with your name.

Let clients, the public, and associates know that you personally belong to a professional team — the National Auctioneers Association.

NAA Emblem Lapel Button. Show NAA affiliation on suit coat or blazer lapel. May be worn as tie tac. Red enamel on 14K gold emblem; ½" wide.

NAA Emblem Lapel Button, $5.00 each

(The price of the NAA lapel button may change without notice because of the cost of gold and due to the occasional increase in price by manufacturer.)

NAA Code of Ethics. Red and black on white, frameable paper stock. Size 11" x 14".

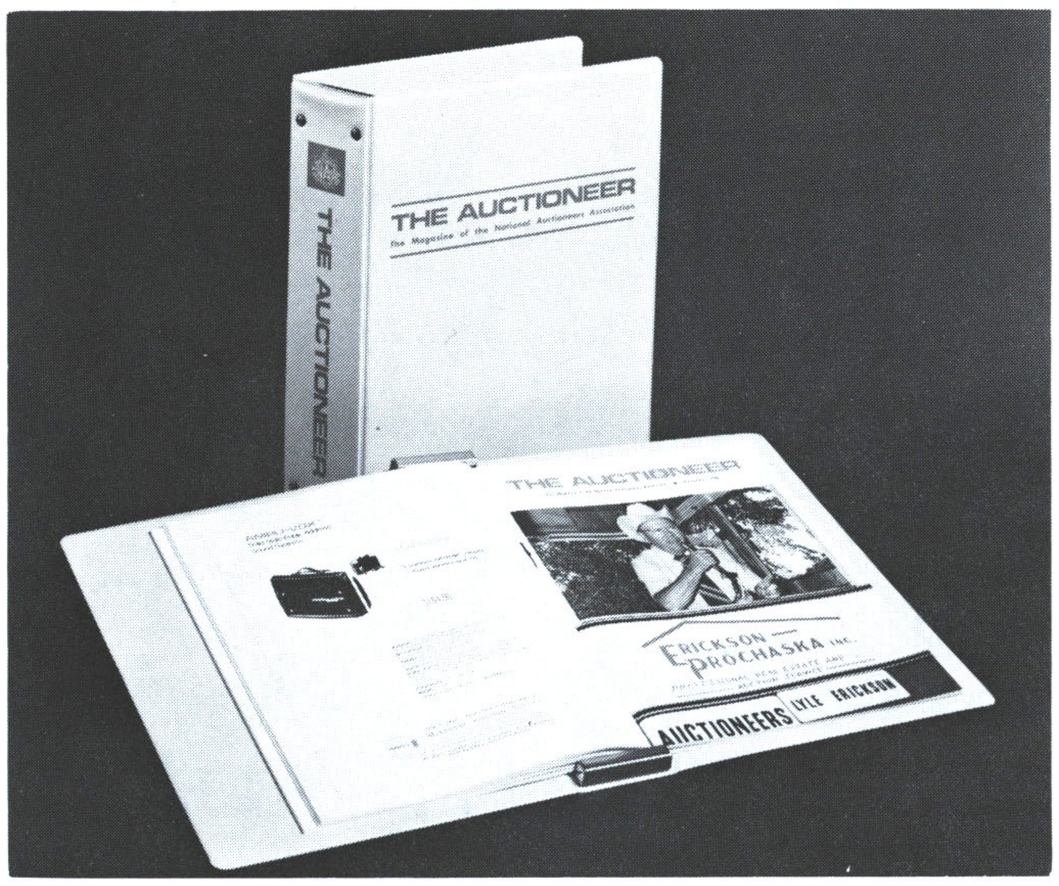
NAA Code of Ethics, $1.00 each

NAA Pad Holders. Red vinyl with full color NAA emblem, holds papers, business card, and legal pad.

NAA Pad Holder @ $4.50 each

THE AUCTIONEER Magazine Binder. Preserves your permanent copy of THE AUCTIONEER magazine. Binder is bone color with red NAA emblem and holds the 11 annual magazines (plus NAA Directory). Designed to hold current 8½ by 11-inch magazines, but will also hold former 6x9-inch size magazine.

Magazine Binder, $3.75 each



NAA Promotional Items Order Form

NAA Emblem Decals:

8" Pressure-sensitive
@ $1.50 each _____

4" Pressure-sensitive
@ 3 for $1.00 _____
(adheres on top of surface)

4" Pressure-sensitive
@ 3 for $1.00 _____
(shows through glass)

NAA Bumper Signs
@ 2 for $1.00 _____

NAA Embroidered Emblems:
8" @ $7.50 each _____
3" @ $1.50 each _____

NAA Emblem Lapel Button
@ $5.00 each _____

NAA Emblem Reproduction Sheet
@ $1.00 each _____

THE AUCTIONEER Magazine Binder
@ $3.75 each _____

Single Deck Playing Cards
@ 75¢ each _____

NAA Code of Ethics
@ $1.00 each _____

NAA Pad Holders
@ $4.50 each _____

Please send me the following promotional items (indicate quantity ordering on line):

Name _____

Address _____

City _____ State _____ Zip _____

Send no money for postage. Return postage paid by National Auctioneers Association.

Enclosed is a check or money order made payable to The National Auctioneers Association, in the amount of $ ....., for the above marked NAA promotional items. (NOTE: NAA Board of Directors policy prohibits any orders shipped on a "charge" basis. Check or money order must accompany all orders for NAA promotion items.)

Small business asked to comment on bank response to credit needs

Washington, D.C. — How has your local banker responded to your credit needs?

The U.S. Small Business Administration (SBA) is asking that basic question of small businesses across the country to better determine the extent to which small business credit needs are being met by commercial banks.

In a notice published in the Federal Register, SBA asks interested parties to submit their answers and comments by December 1.

SBA Administrator Michael Cardenas and SBA Chief Counsel for Advocacy Frank S. Swain explained that "we are seeking this information from the small business community so that the users of credit from the commercial banking system will be given an opportunity to voice their concerns and suggestions."

The SBA action complements a survey of small business credit needs being conducted by the Federal Reserve Board, the Comptroller of the Currency and the Federal Deposit Insurance Corporation in consultation with SBA and the Census Bureau, as requested by Congress.

In addition to furnishing information about their businesses, SBA asks each small business to answer six basic questions:

1. How well have local and non-local commercial banks met your business credit needs in recent years? Please provide a short description.
2. What difficulties, if any, has your business had in obtaining bank credit?
3. Do you believe that the characteristics of a bank (e.g. size of a bank, whether it is headquartered locally or other) affect its willingness or ability to meet your business' credit needs?
4. Do any specific policies or characteristics of a bank affect its willingness or ability to meet your business' credit needs?
5. What experience has your business had with government loan or loan guarantee programs? What suggestions would you make regarding these programs?
6. Please make any other specific comments or recommendations concerning how the commercial banks can make improvements in meeting your short-term and long-term credit needs.

SBA asks small firms to address written comments to Frank Swain, Chief Counsel for Advocacy at the U.S. Small Business Administration, 1441 "L" Street, N.W., Washington, D.C. 20416.

WORLD'S MOST MODERN AND EFFICIENT AUCTIONEERING SYSTEMS
Registered U.S. Patent Office



Clerkmobile T.M. Patented Clerking System Installed

Auction Tops Fits on Standard ½ or ¾ Ton Truck

Used auction tops and Clerkmobiles for sale.

MAIL COUPON TODAY!

For Free Literature and Additional information —

Auctioneering Systems
Art Feller-Box 267
Cissna Park, Ill. 60924 Ph. 815-457-2202

☐ Yes . . . Send me Free Literature.
☐ Send me examples of clerking tickets and buyers numbers.

Name _____
Address _____
City _____
State _____ Zip _____

Western
college of auctioneering
1948-1981 — 33 Years

Learn to Be — One of the most respected and successful individuals in your community.

We can start you in a profession which is honorable, pleasurable and most rewarding financially. We have been doing same since 1948. Ask your successful auctioneer — he has been there!

We Stress Quality — Not Quantity!

Smaller Classes — Large Results!

WRITE: **Western**
college of auctioneering

Box 1458, Billings, MT 59103 Phone: 406 252-2565

Small business directly or indirectly provides the livelihood of over 100 million Americans.

THE AUCTIONEER Advertiser's Index

	Page
American Academy of Auctioneers	3
The Antique Trader	21
The Auction Bulletin	44
Auction Research and Education Press	8
Auctionaire (PA Equip.)	14
Auctioneering Systems	61
Boston Globe	25
Britten Auction Academy	37
Burton Printing	11
CAI	13, 49
Charlie Gay	22
Chicago Tribune	50
Consolidated Equity	29
Crum's	54
Dallas Times Herald	57
Dodge Manufacturing	46
Earl D. Wisard	57
Farmweek	28
Fort Smith Auction Auction	62
Fred Landgraff	3
Frieder's	24
Hudson & Marshall	10
Industrial Machinery News	42
International Auction School	6
J. L. Todd	34
Jim Graham School of Auctioneering	56
Joe Reisch Library	36
Joe Reisch Sales	52
Joe Small Auctioneers	53
John Jones	43
Kwick Klerk	54
Lectrosonics	30
Leslie Swainbank Antiques Inc.	32
Livestock Auctioneering Seminar	10
Lundeen Sales Forms	34
Lynn Walters	35
Mac Enterprises	58
Mason City College of Auctioneering	47
Mendenhall School of Auctioneering	53
Mendenhall School of Auctioneering (PA Equip.)	44
Michael Fox Auctioneers, Inc.	39
Missouri Auction School	23, 63, 64
NALLOA	31
Nashville Auction School	55
National Institute of Real Estate Auctioneers	48
PACS	16
Personalized Watch Co.	33
Philadelphia Inquirer	2
Reisch World Wide College of Auctioneering	50
Reppert School of Auctioneering	35
River Basin Auction School	17
Roussel's	43
Russell Kruse	20
Sheldon Cord	40, 41
Stockyards Printing	38
Tri-State Trader	36
Valdosta Tent	45
Victor McDonald Co. Auction Course	14
W. Craig Lawing	2
Wagner Watches	26
Western College of Auctioneering	61

FORT SMITH AUCTION SCHOOL

Ft. Smith, Ark. 72903 — (AC) 501-646-1181

QUALITY TRAINING SINCE 1947

VETERAN APPROVED

TERMS FEB. — JULY NOV.

WRITE or CALL

New beeper gives more information. A Japanese firm offers an electronic paging device, the size of a hand-held calculator, which not only tells you someone's calling, but flashes the caller's number on the digital display screen. You can then store the number in the gadget's memory until you're good and ready to call back.

AMERICAN BUSINESS

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

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

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

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

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

3. **AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.
4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.
5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method saddle stitched. Colors available: black on white and upon consulation with editor, second, or issue color.
   Dimensions for ad space: Full page — 7¼ by 9½ inches: Half page — 7¼ by 4⅝ inches; Quarter page — 3½ by 4⅝ inches or 7¼ by 2¼ inches.
6. **PREPARATION CHARGES:** You will be billed for the following charges when the NAA office prepares, or makes changes in your advertising.

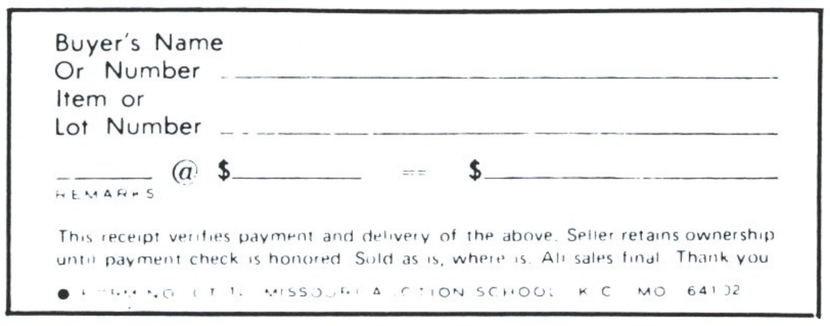
Initial composition		Changes	
quarter page	$20.00	copy changes	$15.00
half page	$30.00	artwork changes	$25.00
full page	$45.00		

   Changes in your advertising are not accepted over the phone, but must be received in writing.
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 10th of the month preceding publication date.

Submit all advertising to: The National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510-2487. Phone: 402 489-9356.

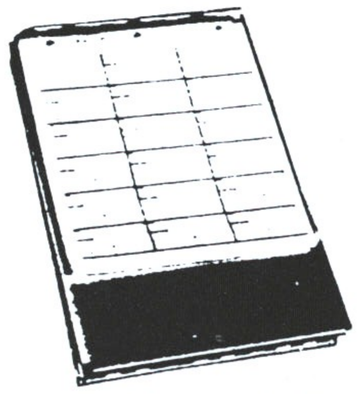
CLERK-SAVER® — World's No. 1 Clerking System

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



THE CLERK SAVER® IS:

- *Fast — check out in minutes.*
- *Accurate — Clerk writes buyer, item & price. Cashier writes nothing.*
- *Less expensive than any known system.*
- *Keeps a running total of the sale.*



- **"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12**

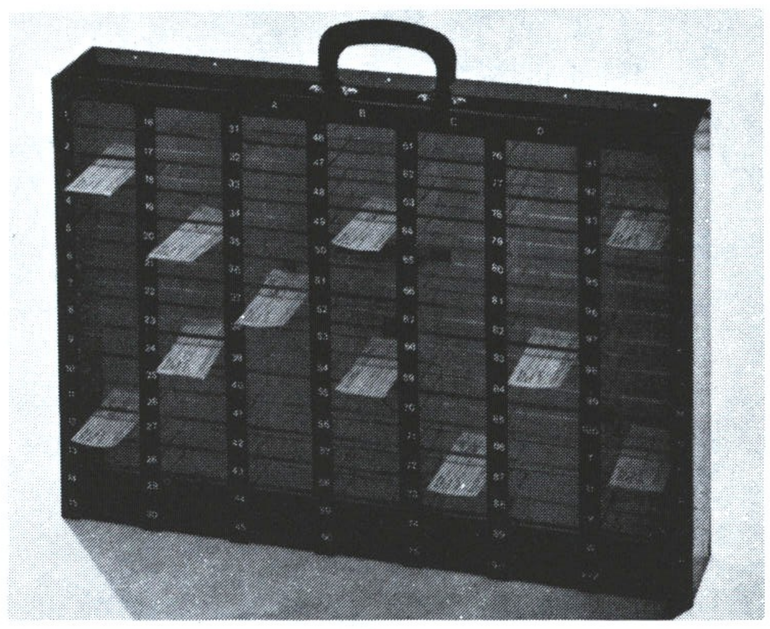
  Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.

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

- **ALUMINUM WRITING TRAY**

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

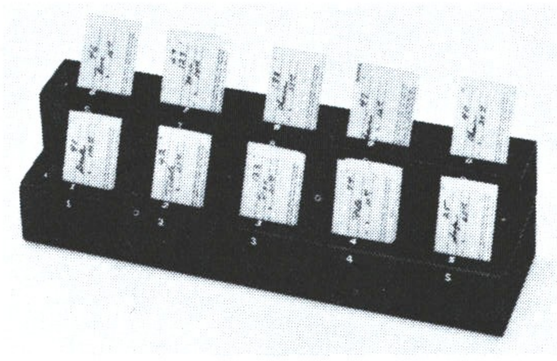
  Aluminum Writing Tray $14.95



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

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

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



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

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

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

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

  Slots numbered 1-2-3-4-5-6-7-8-9-0. All tickets with buyer number ending in one are filed in the one slot (example: 1-11-21-31-41-51-61-71-81-91-101-111-121, etc.). Likewise all tickets for buyers ending in two go in the two slot; all tickets for three in the three slot, etc. Small, compact, easy to carry. Size: 16" by 4" by 4". Weight 1 lb., 8 oz. Only $22.95

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

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

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

SPECIAL CLERK SAVER STARTER KIT

THE SPECIAL KIT INCLUDES:

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

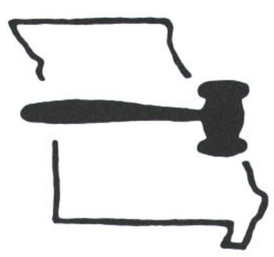
SAVE

$27.00

All of the above plus:

One 10 Slot Clerking Ticket File (a $80.90 Value) Only **$53.50**
One 100 Slot Clerking Ticket File (a $117.90 Value) Only **$89.95**

Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage
Order by Mail . . . Send Check or Money Order To:



Missouri Auction School
Top Floor Livestock Exchange Building
1600 GENESEE / KANSAS CITY, MO. 64102

PHONE: 816-421-7117

Now. . . . .

COLONEL®..."The Sound That Sells"
The all new *COLONEL* Series of Portable Heavy Duty P.A. Systems Designed Exclusively for Auctioneers



COLONEL 6 ®

- Electro-Voice Model 671 Anti-Feedback low impedence professional ball type dynamic cardiod microphone, on-off switch, detachable 10 foot coiled cord, and built in windscreen.
- SPECIFICATIONS: Batteries Eight "D" size flashlight batteries (not included) (Alkaline batteries will give many hours of extra service).
- Rugged metal re-entrant 9" weather resistant 8 ohm horn speaker.
- DIMENSIONS: 11¾" High x 8" Wide x 9¼" long.
- WEIGHT: 7 lb., 12 oz.
- There is a two year repair or replace warranty on everything except batteries.

List Price $495.00
Auctioneers Cost **$297.00**



COLONEL 7 ®

The COLONEL 7 has the same features as the COLONEL 6 plus:

- RECHARGEABLE BATTERY: Extra capacity battery will last all day long. Fully rechargeable overnight.
- Complete with recharger. Charger rater 120 VAC, 8 Watt, 300 MA.
- SPECIFICATIONS: Battery: Gel Type (2) #626 2.6 AH rating rechargeable.
- INPUTS: One microphone; one tape recorder, one battery charger.
- OUTPUTS: One extension speaker, one tape recorder. With independent controls.
- DIMENSIONS: 11¾" high x 8" Wide x 9¼" Long.
- WEIGHT: 8 lb., 13 oz.

List Price $645.00
Auctioneers Cost **$387.00**

Payment with Order—We Pay Postage . . . C.O.D. Orders—You Pay Postage
Order by Mail . . . Send Check or Money Order To:

Missouri Auction School
Top Floor Livestock Exchange Building
1600 GENESEE / KANSAS CITY, MO. 64102

PHONE: 816-421-7117

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

BULK RATE
U. S. POSTAGE
Paid
Lincoln, Nebraska
Permit No. 9

ADDRESS CORRECTION REQUESTED