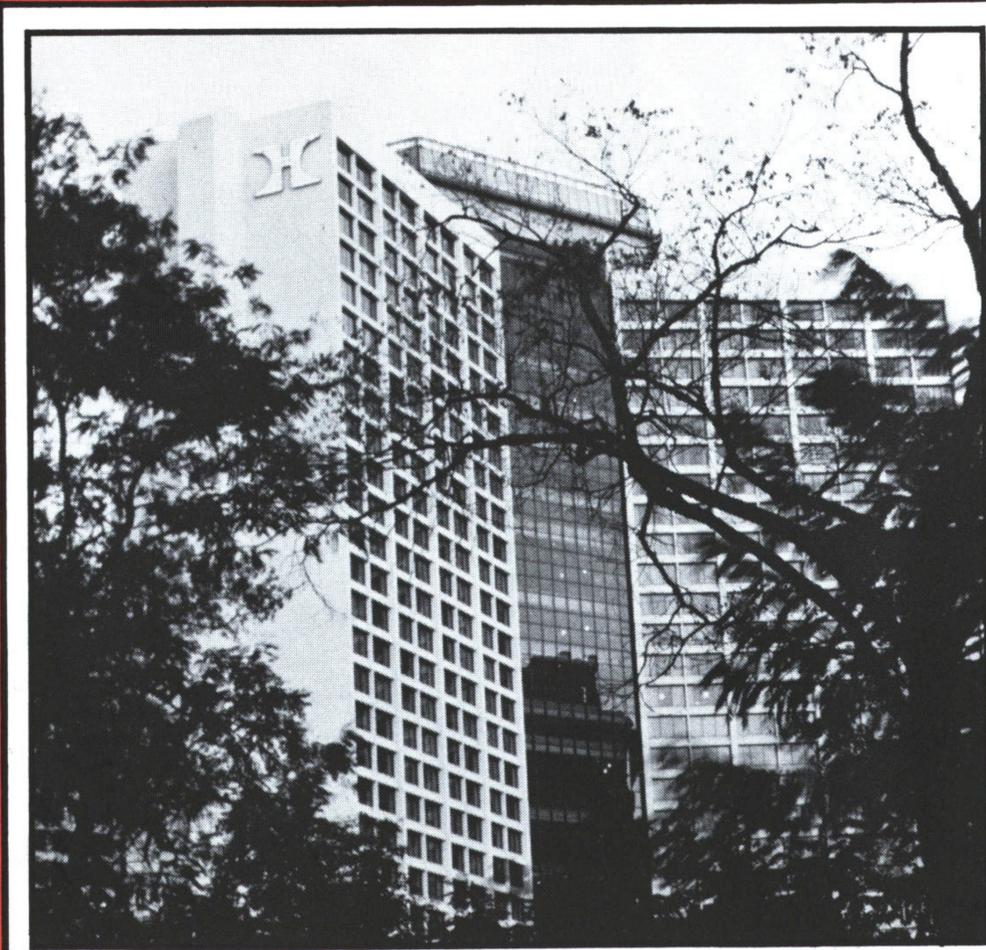


THE AUCTIONEER

The Magazine of the National Auctioneers Association ● April, 1982

National Auctioneers Week April 4-10

Nebraska Auctioneers Association President, Dean Schow, right, presents honorary member gavel to Nebraska Governor Charles Thone.



The NAA Southern Fair Convention

July 28-31
Atlanta
Hilton Hotel
Atlanta, Georgia



Stetson "Wisp"



Auctioneer Hat

AUCTION SEASON BEGINS WITH NEW AUCTION ACCESSORIES

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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.

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Felt Silver Belly Auctioneer Hats	\$ 42.00
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London Fog Type Jackets with NAA Emblem	28.00
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NAA Emblem, 4-color embroidered	3.00
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Gold Plated Gavel Tie Tac	50.00
Sterling Silver with man made diamond	80.00
Gold Plated with man made diamond	85.00
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14K Gold Gavel Tie Tac with .20K diamond	485.00
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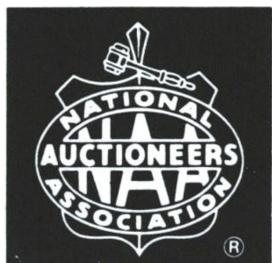
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**Letters to
THE AUCTIONEER**

**Add these members
to your Directory**

The 1981-82 Membership Directory of the National Auctioneers Association is published annually during the month of October, hopefully, the names and addresses of each member in good standing as of October 1 are included. However, for unexplainable reasons names of members are sometimes omitted, which is unfortunate for everyone concerned.

Whenever the NAA office learns that a member's name and address has been omitted, the information will be published in each subsequent issue of THE AUCTIONEER magazine. Those members who were omitted will be identified monthly, until the next issue of the Membership Directory is published.

Included in the listing below are NAA auctioneers who were members of record as of October 1, 1981, but who were not included in the 1981-1982 Membership Directory.

Idaho Association of Professional Auctioneers (insert on page 37 of directory)

CONNECTICUT

SHINE, JAMES W., 150 Greenwood Avenue, Waterbury 06704

MICHIGAN

BLACKFORD, GEORGE P., G 2095 S. Center Road, Flint 48507
SMITH, JAMES K., 4514 School Road, Rhodes 48652

MONTANA

CUMMINGS, THOMAS, Giltedge Rt., Lewistown 59457

NEW YORK

BACORN, LORION W., 323 West State St., Ithaca 14850

NORTH CAROLINA

FAISON, RONALD W., 116 Dunedin Court, Cary 27511

OHIO

GAISSER, MICHAEL F., 1230 Cass Road, Maumee 43537
GILL DANIEL P., 3721 Waynesburg Drive SE, Canton 44707
ROMAN, RONALD LEE, 405 Holly Street, Canfield 44406

VIRGINIA

BLUESTONE, HERB, 727 Little Back River Road, Hampton 23669

CANADA

VOKES, VICTOR W. S., 204-1024 Fairfield Road, Victoria, British Columbia V8V 3A5

**CAI Advertising In
THE AUCTIONEER Creates
NAA Member Concern**

The February, 1981, issue of THE AUCTIONEER magazine included a report on the advertising campaign, which will be launched by the Certified Auctioneers Institute for the benefit of CAI members. Accompanying the article was a reproduction of one of the advertisements, which will be made available to CAI members to distribute on a national basis.

Four different ads have been prepared for CAI member use and the one reproduced in THE AUCTIONEER was titled, "The professional". But the portion of the advertisement, which has created some concern within the membership of the NAA is the statement, "Don't trust your needs to anyone less than a CAI professional."

That advertisement with that particular statement should not have been published in THE AUCTIONEER magazine. The CAI Board of Governors should be applauded for their efforts to promote the CAI membership, but the members of the National Auctioneers Association still are regarded by the National Auctioneers Association as being the most important auctioneers. Only by being a member of the National Auctioneers Association can an auctioneer have the privilege of participating in the continuing educational program, which is conducted by the Certified Auctioneers Educational Institute, Inc., and which was initiated and sponsored by the National Auctioneers Association.

**Harvey L. McCray, Editor
THE AUCTIONEER Magazine**

**Need License
Law Information?**

For current license law information, consult the "License law update" on page 13 of the April, 1982, AUCTIONEER magazine.

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

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PRESIDENT-ELECT

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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

APRIL, 1982

Volume XXXIII, Number 4

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

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

Editorial and Advertising copy must be received in the NAA office on or before the 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: \$1.75 each. Annual subscription rate \$18.00.

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



It's been a good year for NAA auctioneers!

**By Howard Buckles, President
National Auctioneers Association**

The 1981-82 NAA year will soon be over, and I appreciate the encouragement and cooperation given to me, as your president, by the NAA members who have supported our programs this year. We had a very fine opportunity to learn more about the auction method from auction professionals at the two NAA Seminars — Tampa in January and San Antonio in February. I attended both seminars and appreciated, very much, the efforts made by the instructors at both seminars.

The instruction offered at both seminars was as good this year as at any other NAA Seminar. The advantages of belonging to our Association was clearly indicated in Tampa and San Antonio, as registrants told me personally how valuable these seminars are to them, and how beneficial they are to the improvement of their businesses.

Included in the last issue of THE AUCTIONEER magazine was a postage paid reply card, for use by NAA auctioneers to sponsor new members. Many times it is very difficult for a NAA member to personally solicit the membership of auctioneers in the same locality, even though well qualified. The postage paid reply card will allow you to sponsor new members and let the NAA office do the work. Membership packets will be mailed to each auctioneer who is sponsored on the card. A personal letter will be written by Executive Vice President Harvey McCray and mailed to the new member prospect, informing him or her that you are making the recommendation — sponsoring the qualified auctioneer for NAA membership.

The NAA Board of Directors has finalized the auction customer pamphlet, which is available for you to purchase in quantity from the NAA office. A sample of the auction customer pamphlet is included in the center section of this issue of THE AUCTIONEER magazine. The sample pamphlet explains the auction service which I offer to the Keosauqua, Iowa, area.

I have ordered my pamphlet supply, and will distribute this pamphlet to any and all prospective

clients and customers. The pamphlet will allow me to promote my business, the auction method, and my National Auctioneers Association membership. I encourage you to order a supply of the pamphlets, to promote your business and the auction profession. A pamphlet order form is included in this issue, which explains how you can create a personal promotional pamphlet for your auction firm and your profession.

In January, the NAA Board of Directors approved the program for the 1982 NAA Convention, which will be held in the beautiful Atlanta Hilton Hotel. Not only have we approved the program, but some changes have been made, due to the comments and suggestions offered by the members who have attended previous NAA conventions.

The first night event has been changed. This year, five state associations — North and South Carolina, Florida, Alabama and the Host, Georgia — will sponsor fair booths, providing entertainment, fun, and games for everyone's involvement. The "Southern Fair" atmosphere will prevail while two musical groups play Dixieland or bluegrass music continuously. A professional group of cloggers will highlight the musical entertainment. The event has been planned to allow NAA members, their families and guests to socialize while enjoying some fine entertainment.

Workshops providing methods and procedures of auction techniques, will be scheduled throughout the convention. The Youth Activities program will provide more involvement for the young people attending the 1982 Convention. The Auxiliary to the NAA, with the assistance of NAA member Gene Simpkins, will make certain the youth attending the NAA Atlanta Convention will be entertained, with appropriate supervision, while the parents are attending the convention events.

The Youth Activities supervisors and counselors are not going to provide baby sitting services, but organize games and events, which will make the

Continued page 6

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children realize that the NAA Convention is, and always will be, a family event!

Contributions have been received to date, totaling over \$141,000, by those who have either offered cash donations, or have made payments on pledges to build a new NAA headquarters building in the Kansas City area. The NAA Board has paid off almost all of the note on the land purchase (approximately one acre in Overland Park, Kansas — a suburb of Kansas City, Missouri) and to all of you who have responded with contributions and pledges, thank you!

I was proud to be a part of the fund raising efforts during the 1981 NAA Las Vegas Convention. I applaud the efforts of Headquarters Relocation Committee chairman Martin E. Higgenbotham and Fund Raising chairman Joe E. Small. In a very short time, they put together a very meaningful program, which explained the need for the new building, and the membership responded in an outstanding manner.

Since the 1981 convention, committee chairman Dean Fleming and the members of the Archives Committee have been making a study to determine what is needed to facilitate the building and furnishing of an Archives in the new building. That committee has offered the NAA Board of Directors new directions, so that when the new office is built, it will include a library-museum-educational combined facility, which will provide services to all auctioneers who are interested in the improvement of their auction business.

The Committee also will solicit from the membership, artifacts, historical data, and other educational material which can be used by any member in the Archives. Funds offered in pledges and donations will help us realize these goals. The Headquarters Relocation Fund program, which was launched in July of 1981, is phase two of our total Building Fund program, which began in 1966, when then NAA President B. L. "Brad" Wooley challenged the membership to build its own headquarters building.

The original contributors to the Building Fund have allowed the current NAA Board of Directors the impetus needed to now expand on our building program. **When the final brick is placed, the final nail driven, the last drop of paint added, the NAA will have a building, reflecting the pride we have in the auction profession.**

Participate in our NAA activities. Your help is needed, and you will grow in your profession due to your involvement. We need the participation of every auctioneer who believes as I do that we must join together to promote the good image of the auction method of selling real and personal property.

I hope to see you in Atlanta on July 27-31, 1982, for the NAA Southern Fair Convention. It will be a "Peach of a Convention!"

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NAA Board of Directors meets in Tampa prior to Real Estate Seminar

The Mid-winter meeting of the Board of Directors of the National Auctioneers Association was held on Saturday and Sunday, January 23-24, 1982, at the Holiday Inn Central Hotel, Tampa, Florida. The meeting preceded the 1982 NAA Real Estate at Auction Seminar, and several members of the NAA Board remained in Tampa to attend the Seminar, which was attended by over 150 persons.

The agenda for the two-day meeting was filled, and after the Call to Order was made by President Howard Buckles on Saturday night at 7:00 p.m., the Board recessed into committee meetings, which lasted until 11:15 p.m. All members of the NAA Board of Directors were present for the meeting. The second session of the meeting began on Sunday morning at 8:30 a.m.

Decisions of the Board of Directors, which affect the NAA membership are summarized below. The Board:

- Authorized Executive Vice President Harvey L. McCray to hire an additional employee (typist, file clerk) in the NAA office.
- Revised the site of the January, 1983 NAA Seminar from Overland Park, Kansas, to Louisville, Kentucky.
- Approved the Education Committee's recommendation that the subject for the 1984 San Diego Seminar (January) be Real Estate at Auction; and the subject for the 1984 Memphis Seminar (February) be "Building an Auction Business".
- Approved the Kansas City area as the site of the January, 1985, NAA Seminar; and Williamsburg, Virginia as the site of the February, 1985 NAA Seminar.
- Reinstated the Life Membership status to E. G. Hood, Maynard Lehman and D. D. Meyer.
- Decided to show in future listings of NAA past presidents that B. G. Coats, Rumson, New Jersey, is to be recognized as the first member to serve as NAA president (decision based on review of newsletters published in 1949 and in particular, the October, 1949 issue of THE AUCTIONEER, published by John W. Rhodes, Editor, that B. G. Coats retained the presidency when the National Auctioneers Association was changed from the National Society of Auctioneers).
- Decided to have an article published in THE AUCTIONEER magazine, requesting from NAA members information about the early years of the NAA and the National Society of Auctioneers prior to the change in the name to the National Auctioneers Association; the information to be preserved in the Archives of the NAA.
- Decided that when promoting membership to auctioneers in foreign countries that membership in the NAA be self-sustaining and that dues received

by the members from foreign countries must include the additional costs to send THE AUCTIONEER magazine and provide additional services due to the problems and unique situations involved.

- Accepted the Membership Committee's recommendation that each member solicit one new member; and that when requested, the NAA office will provide to any member assistance in preparing correspondence to use in the member solicitation program.
- Agreed to continue using, in the NAA office, the membership packets for distribution to prospective NAA members.
- Approved the walnut-backed Certificate Holder in which to present the Advertising Contest award winners' certificates.
- Agreed to sell, as a promotional item, the Certificate Holder (walnut with plexiglass cover) to NAA members at the price of \$25 each, which can be used by the membership to display the Certificate of Membership, NAA Seminars' Certificate of Attendance, etc. (all NAA certificates of the 8½ by 11-inch size).
- Agreed to employ one person in the Convention city to sell NAA promotional items during the NAA Conventions; and to have a permanent, portable display made with which to use when selling NAA promotional items during the NAA conventions.
- Agreed to have an Information Center at NAA Conventions at which new members can learn

Continued page 9

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about the programs and events and to identify "first timers" at NAA Conventions with a ribbon or identification.

- Adopted the new promotional efforts to promote National Auctioneers Week by the membership. (NOTE: the March issues of THE AUCTIONEER included the additional promotional materials).
- Continued the policy of not publicizing activities of non-NAA auctioneers in THE AUCTIONEER magazine.
- Decided to include a disclaimer in THE AUCTIONEER magazine to signify that the advertisements are not necessarily endorsed by the Board of Directors of the NAA.
- Upheld the policy, in regards to cancellations for NAA Convention and Seminar registrations, and to make certain that the Registration Cancellation clauses were adhered to by the NAA office personnel.
- Approved a new award for presentation at the NAA Conventions, which will recognize the state having the largest number of NAA members registered at the annual NAA Convention.
- Approved the 1982 NAA Convention program and budget.
- Heard a report from the Auxiliary to the NAA in regards to the future needs of the Auxiliary and the activities proposed, which will better serve its membership.
- Requested that the Auction School Committee meet again during the 1982 NAA Convention and prepare a uniform curriculum for auction school approval, but not include any graduate creditation in regards to NAA membership.
- Adjourned the meeting at 6:15 p.m., Sunday, January 24, 1982. (The next meeting is scheduled for Tuesday and Wednesday, July 27-28, 1982, in Atlanta, Georgia.)

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**.

Don Bates, 2224 South Dexter, Denver, Colorado 80222

Jerry Popplin, General Delivery, Lamar, Arkansas 72946

Terry W. Hudson, 2514 51st Ave Dr. W., Bradenton, Florida 33507

Larry W. Smith, Grand Junction, Colorado 81501

Karen R. Swofford, 6901 West 52 Pl., Apt. 2B, Mission, Kansas 66202

Fred Winer, 1015 S. Charles St., Baltimore, Maryland 21230



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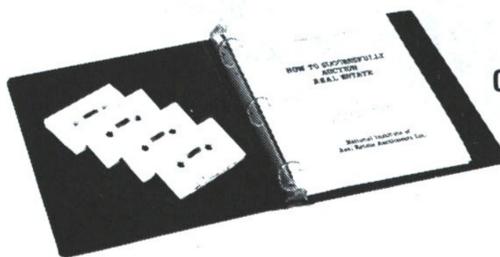
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**Headquarters
Relocation
Fund Report**

**By Martin E. Higgenbotham, Chairman
Headquarters Relocation Fund Committee**

NAA members, friends and businesses have responded very enthusiastically to our Headquarters Relocation Fund program, to build a new NAA office in the Kansas City area. To date over \$141,000 has been paid in either contributions or payments on the pledges of over \$400,000. The NAA Board of Directors has paid all but \$25,000 of the total land costs, and this payment was made possible from the contributions and pledge payments.

Several State Associations also have held their annual conventions, and every one, which made a "condition pledge" at the Las Vegas Convention, has indicated that the pledge will be upheld. Some state associations also have extended their pledge amount to participate in the Chairs of States program, which will provide funds to furnish the Board of Directors Conference Room with fine, leather chairs. Each chair purchased by State Associations in the Chairs of States program will be identified as being a contribution of those State Associations which pledge and contribute \$5,000 or more to the Fund.

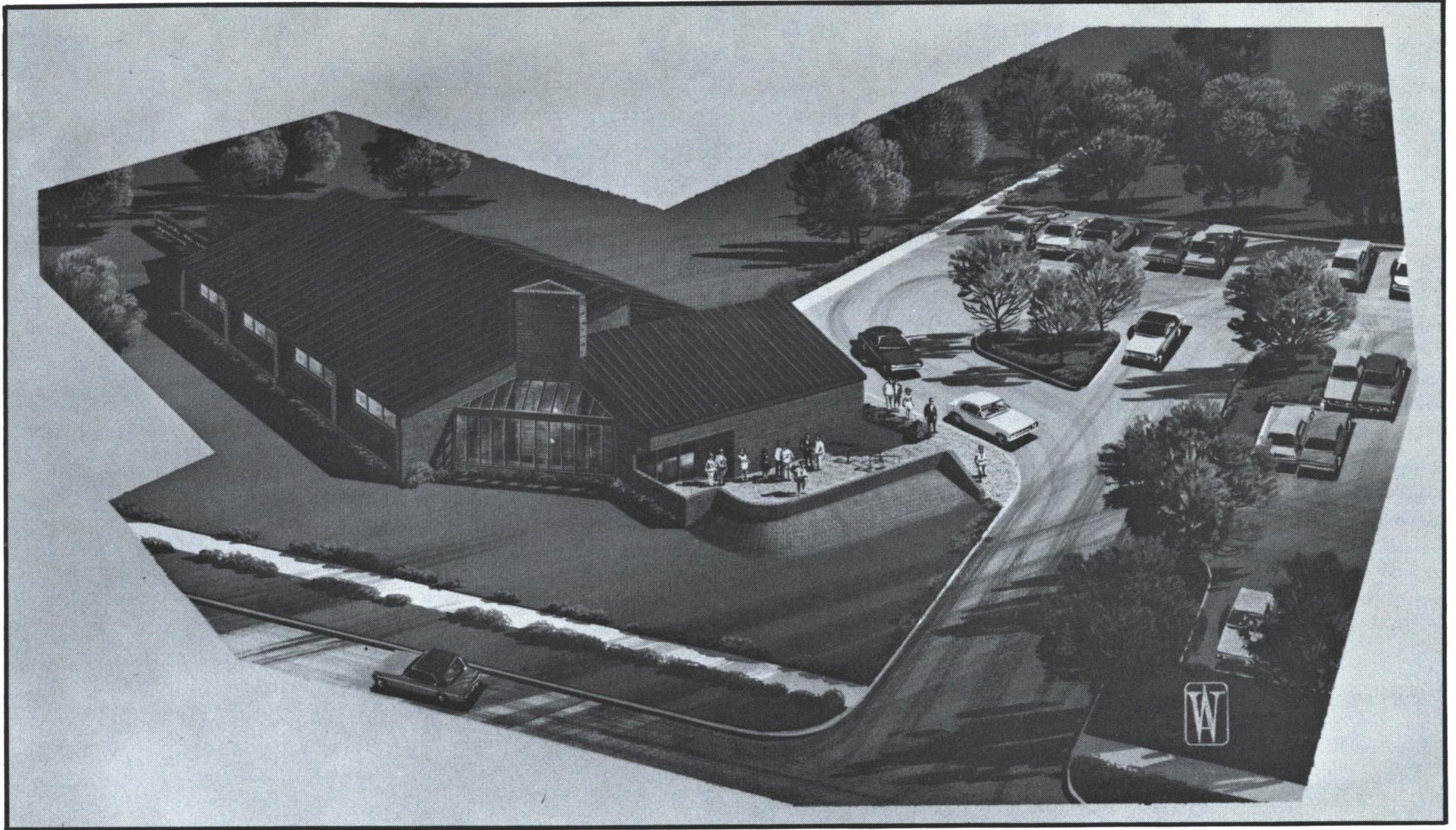
The Oregon Auctioneers Association has joined our list of VIP Contributors (those who have pledged \$5,000 or more to the Headquarters Fund program). The pledge amount was approved by the members of the Oregon Auctioneers Association during the Association's convention, which was held in February, 1982. Due to the contribution, the OAA will be included in the "Chairs of States" program and an engraved plate will be added to one of the leather conference chairs in the Board of Directors or Conference room in the new headquarters office building.

Special programs also have been initiated by auction schools, the Certified Auctioneers Institute and several of the membership classes. The two CAI classes of 1981 and 1982 made pledges, and a commitment has been made by the members of the CAI classes to see that the pledges are met. The CAI Class of 1981 already has paid all but \$1,500 of its total pledge of \$10,000, and it is expected that the remaining pledge payments will be made before the 1982 NAA Convention.

Any and all contributions, which are received for the Headquarters Relocation Fund, are appreciated and needed. Recognition will be given to everyone making a contribution, and the form of recognition will vary somewhat, according to the amount of the contribution and the gift division to which the pledge or contribution was indicated.

As reported earlier, many pledges were made in the VIP Division. The VIP Division includes pledges in the amount of \$5,000 or more. And, in the VIP Division are sizeable contributions, which were made as auction bids when the Fund program was initiated

The design of progress for the NAA auctioneer



THE PROPOSED ARCHITECTURAL DESIGN of the new NAA Headquarters Office, to be built in the Kansas City suburb of Overland Park, Kansas, will offer more services and benefits to the NAA membership. Included in the proposed design will be an Archives, which will house historical NAA and auction materials, educational facilities and other items for use and review by the membership, to improve techniques and methods of the auction profession.

during the Las Vegas Convention. **All contributions in the amounts of \$250 or more will be recognized on plaques, which will be displayed in the appropriate areas of the new headquarters office building.**

Earlier issues of THE AUCTIONEER magazine have recognized, by Division, the pledges and/or payments made to the Headquarters Relocation Fund (September, October, November and December, 1981; January, February and March, 1982 issues) since the 1981 Las Vegas Convention. All future pledges and payments on pledges received after March 10, 1982, will be recognized in future issues of THE AUCTIONEER magazine.

The listing below recognizes any and all present contributions received in the amounts of less than \$250.

J. Newt Billings, Nashville, Tennessee; Robert A. Bloomer, Osborne, Kansas; Raymond L. Bond, Jr., Winthrop, Maine; Earl M. Brown, Junction City, Kansas; Carroll T. Cannon, Tifton, Georgia; Larry L. Carr, Larned, Kansas; John P. Cxford, LaHabra, California; Richard L. Cummings, Ridgeway, Iowa; David D'Amico, Richmond, Indiana; Fred R. Daniel, Neshanic Station, New Jersey; Gene Edward Darfler, Somonauk, Illinois; David W. Dubin, Newfield, New

Jersey; Harold Ellingson, Edgeley, North Dakota; K. L. Epensen, McAllen, Texas; Tom D. Flesher, Albany, Indiana; George S. Foster, Epsom, New Hampshire and Jewett Fulkerson, Liberty, Missouri.

Vern A. Gannon, Rossville, Kansas; Mel Giller, Newport Beach, California; David H. Gladstone, Norfolk, Virginia; Georgia Auctioneers Association (contribution made in 1980); John M. Glassman, Eau Claire, Michigan; Kenneth Gregg, Lockney, Texas; Steve Halchishak, Manchester, Michigan; Phil Hayunga, Freeport, Illinois; Gerald Hecht, Frankenmuth, Michigan; Arnold Hexom, Waverly, Iowa; Jack Hines, Ellsworth, Wisconsin; Bill Hooker, Ormstown, Quebec, Canada; Miller T. Hunter, Wailuku Maui, Hawaii; John Franklin Idol, Greensboro, North Carolina; Junius Johnson, Los Angeles, California; L. C. "Doc" Jones, Olathe, Kansas; Janiece E. Kaufman (Kaufman and Dolezal Auctioneers — in memory of Col. Shirley Roby), Lincoln, Nebraska; Dale Keller, Fairfield, Iowa; Vincent J. Kopek, Virginia Beach, Virginia; William B. Kurtz, Owensboro, Kentucky; Marion J. Lawless, Tallahassee, Florida; Dilmon B. "Dick" Lawson, Pilot Mountain, North Carolina; W. Bill Lefty, Lincoln, California; Emerson Lehman,

Continued page 13

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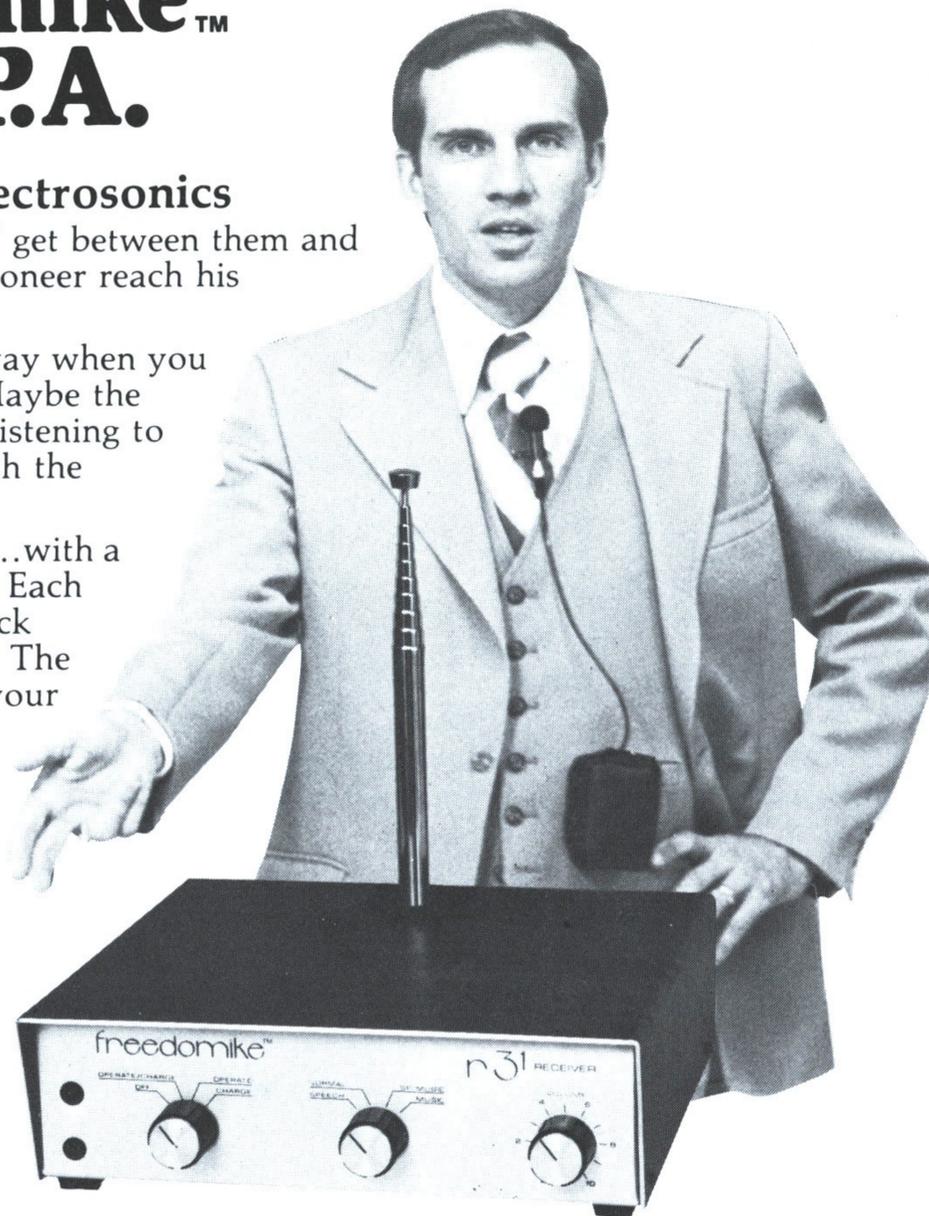
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The Legal Aspects Of Auctions . . .

License law update

To keep the NAA membership as currently informed as possible concerning auctioneer license laws throughout the nation, THE AUCTIONEER offers this license law update. Information was contributed by two sources — the various state auctioneer associations and the National Auctioneer License Laws Official Association (NALLOA). The information in parentheses is from NALLOA.

For more specific information contact either the state association secretary, the licensing body in the particular state, or NALLOA. In the coming months, THE AUCTIONEER will publish additional license law information as received at the NAA office.

ALABAMA — The state DOES REQUIRE an auction/auctioneers license. Contact: Alabama State Board of Auctioneers, Mrs. Patricia Reid executive secretary, Suite 209, Downtown Plaza Bldg., Cullman, Alabama 35055, phone 205-739-0548. An apprenticeship must be served, and a test is required. The Alabama Board will reciprocate with states that have

Continued from page 11

Berne, Indiana; James M. Long, Plainview, Texas; D. D. Meyer, San Diego, California; Curran Miller, Evansville, Indiana and Mohammad Mizani, Fairfield, New Jersey.

Roy Montgomery, Plainview, Minnesota; Edward W. Morris, Auburn, Maine; Stephen P. Murray, Ormond Beach, Florida; Harvey L. McCray, Lincoln, Nebraska; James J. McGuire, Holstein, Iowa; Kenneth W. Nims, Winterhaven, Florida; George C. Orr, Tullahoma, Tennessee; Bob Penfield, Bowman, North Dakota; Frank Perry, Jr., Hartford, Connecticut; Fred A. Peters, Brownsville, Pennsylvania; Jack Pittard, Sr., Atlanta, Georgia; Robert L. Potvin, West Brookfield, Pennsylvania; Gordon Leo Rayl, Taos, New Mexico; Clifford E. Reese, Eskridge, Kansas; J. M. Rider, Fairmont, West Virginia; Max Roberts, Meade, Kansas; Robert E. Ruggles, Decatur, Ohio; Roxanne Sayre, Franklin, Indiana; David Scholl, Fort Madison, Iowa; J. Edward Scott, Williamstown, New Jersey; James H. Smart, Washington, Kansas; Wes Spencer, Edmonton, Alberta, Canada; Ed Stanger, Independence, Missouri; Jerry Stein, Ville Saint-Laurent, Quebec, Canada; James B. Stiner, Morristown, Indiana; R. M. Weatherly, Timmons ville, South Carolina; Tom P. Whittaker, Brandon, Vermont; William H. Windler, Irvington, Illinois; Stephen L. Winternitz, Northfield, Illinois; Donald L. Wolf, Canton, Illinois; George Worrell, Leon, Kansas; Nita Yates, Walla Walla, Washington.

licenses laws with like manner, otherwise a test is required. The license law is enforced. Submitted by Pete Horton, AAA secretary-treasurer.

ALASKA — (The state does not require a license law.)

ARIZONA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Larry Everhart, AAofA secretary-treasurer. (A license is required for any person who sells or attempts to sell jewelry. Contact Board of Supervisors of the county.)

ARKANSAS — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Jayne Lowery, AAA secretary.

CALIFORNIA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Barbara Dobbas, CAA Executive Secretary.

COLORADO — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Ernest L. Wimmer, CAA secretary.

CONNECTICUT — (Town and city permits only. There is a state law governing sale of jewelry, livestock, horses, and motor vehicles. Request from various commissioners.)

DELAWARE — (Every person engaged in business of crying sales of real or personal property for others for profit are subject to tax.)

DISTRICT OF COLUMBIA — (License required for any person, firm, or corporation, either for himself or others sells or offers for sale at public auction, stocks or stocks of merchandise in whole or in part. Apply at Mayor's office.)

FLORIDA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Billy Wells, FAA secretary-treasurer. (Local ordinances may impose license requirements.)

GEORGIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Georgia Auctioneers Commission, Les Maddern executive director, 166 Pryor St., Atlanta, Georgia 30303, phone 404-656-2282. Applicant must stand examination to qualify for one year apprenticeship. After being the principal auctioneer under the supervision of a licensed, sponsoring auctioneer, in at least ten auctions, applicant is eligible to stand examination for his/her principal auctioneer's license. Bond and character references are required. Submitted by Lynn Dempsey, GAA secretary-treasurer.

HAWAII — (License required for any person who sells goods, wares, merchandise or other property at auction. Apply County Treasurer or Director of Finance.)

IDAHO — (Pay tax to county tax collector, on new merchandise sold at auction.)

ILLINOIS — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Bob Wuebbels, IAA member.

INDIANA — The state DOES REQUIRE an auction/auctioneers license. Contact: Indiana Auctioneer Commission, Sherrill L. Keesee secretary, 1025 State Office Building, Indianapolis, Indiana 46204, phone 317-232-3950. Examination required for auctioneer's license. Statute allows for reciprocal agreement, upon qualification, with regard to auctioneer licensing. License requirement also applies to auction houses and auction companies-examination not required. Submitted by Sherrill L. Keesee, Indiana Commission secretary.

IOWA — The state DOES NOT REQUIRE an auction/auctioneers license. However, counties and municipalities have license and fee requirements. Check with the county or municipal clerk's office where you're planning to conduct an auction. Submitted by Margaret H. Bloomer, IAA secretary. (To sell NEW MERCHANDISE outside of city limits where ordinances require license, a state license is required.)

KANSAS — The state DOES NOT REQUIRE an auction/auctioneers license. Some cities have a fee license, check with the city treasurer. Auctioneers auctioning real estate must have a real estate license. Submitted by Rex B. Newcom,

Continued page 14

KAA secretary/treasurer. (Any individual, firm, association, corporation or any other legal entity which sells new goods, wares or merchandise, apply at clerk of county or city.

KENTUCKY — The state DOES REQUIRE an auction/auctioneers license. Contact: Kentucky Board of Auctioneers, 1210 Kentucky Home Life Building, Louisville, Kentucky 40202. Submitted by Wilma Atherton, KAA executive director.

LOUISIANA — The state DOES REQUIRE an auction/auctioneers license. Contact: Donald J. Bernard, Secretary of Department of Commerce; P.O. Box 44185; Baton Rouge, LA 70804, Phone: (504) 342-5388. Submitted by Gladys M. Vernon, Administrative Assistant.

MAINE — The state DOES REQUIRE an auction/auctioneers license. Contact: Department of Business Regulation-Central Licensing Bureau, Harvey De Vane commissioner, State House Station, Augusta, Maine 04333, phone 207-289-2217. Also, vehicle auctioneers license became effective September 18, 1981. Submitted by George A. Martin, MAA secretary.

MARYLAND — The state DOES NOT REQUIRE an auction/auctioneers license. Each county has its own qualifications for licensing as has the City of Baltimore and several other townships and jurisdictions in Maryland. Anyone wishing to auction in the state of Maryland should inquire of the county clerk or clerk of the circuit court of that jurisdiction. In the City of Baltimore, application must be made to the mayor's office. Submitted by Barr Harris, AAM secretary.

MASSACHUSETTS — Under Chapter 100, each auctioneer is licensed by the town he/she resides in. The auctioneer must acquire a permit to conduct an auction in another town or city. The auctioneer must file with the selectmen of the town or city for the permit. Submitted by Evan N. Gavilles, MSAA member. (A person must obtain license to sell jewelry, and also bankruptcy.)

MICHIGAN — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Robert E. Howe, Jr., MSAA secretary-treasurer.

MINNESOTA — The state DOES REQUIRE an auction/auctioneers license. Contact: Joan Grove, Secretary of State, State Capitol, State Office Bldg.; St. Paul, MN 55155 Phone: (612) 296-3266.

MISSOURI — The state DOES REQUIRE an auction/auctioneers license. Contact any county clerk's office. Submitted by Doran H. Livingston, MSAA secretary.

MONTANA — The state DOES NOT REQUIRE an auction/auctioneers license. However, the state does require that each auctioneer carry a \$5,000 Property Bond. Submitted by Craig Mandeville, MAA secretary.

NEBRASKA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Harold Kraupie, NAA member. (Non-resident apply at county clerk's office.)

NEVADA — The state DOES NOT REQUIRE an auction/auctioneers license because licensing in Nevada is by each local government body. Submitted by James M. Watson, NSAA president.

NEW HAMPSHIRE — The state DOES REQUIRE an auction/auctioneers license. Contact: New Hampshire Board of Auctioneers, Secretary of State, State House, Concord, New Hampshire 03301, phone 603-271-3242. Non-resident auctioneers may qualify for a non-resident license, if their home state has a reciprocal agreement to allow the licensing of non-resident auctioneers in their state with a state license, so that auctions may be conducted anywhere in the state with the license. Submitted by George Michael, NHAA secretary.

NEW JERSEY — The state DOES NOT REQUIRE an auction/auctioneers license. However, auction permits and licenses are under local government control, each jurisdiction setting



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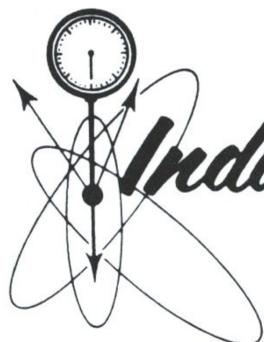
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their own requirements, fees, etc. Submitted by Jo Ann Fawcett, NJSSA secretary. (There are state regulations on jewelry, baby chicks, and sale barn.)

NEW MEXICO — The state DOES NOT REQUIRE an auction/auctioneers license. However, New Mexico laws are in effect governing auction sales, "puffing" on bids, and auction fees. For information, contact a municipal or county clerk. Also, a license must be obtained to auction jewelry. Application must be made to the county or municipal clerk's office, thirty days prior to the jewelry auction. To auction real estate, you must have a real estate license or cooperate with a New Mexico real estate broker. Submitted by Jacquelyn Russell, NMAA president.

NEW YORK — The state DOES NOT REQUIRE an auction/auctioneers license. However, local ordinances will require auctioneers to obtain a city, town, or village license. Submitted by R. Thomas Jones, NYSAA secretary/treasurer. (There are baby chicks, and food regulations.)

NORTH CAROLINA — The state DOES REQUIRE an auction/auctioneers license. Contact: George R. Fuller, Executive Director, Suite 306, 3509 Haworth Drive, Raleigh, NC 27609. Phone: (919) 733-2182. Submitted by Johnson B. Gilbert, NCAA secretary.

NORTH DAKOTA — The state DOES REQUIRE an auction/auctioneers license. Contact: Richard Elkin, Public Service Commissioner; North Dakota State Capitol; Bismarck, ND 58501. Phone: (701) 224-2400. North Dakota also requires a clerking license, for which the fee is ten dollars and a bond of five thousand dollars. The auctioneers fee is ten dollars and a one thousand dollar bond. You must also be a graduate of an approved auction school. Submitted by Norman Aldinger, NDAA member.

OHIO — The state DOES REQUIRE an auction/auctioneers license. Contact: Department of Commerce, Division of Li-

censing, Charles Carroll chief of division, Two Nationwide Plaza, Columbus, Ohio 43215, phone 614-466-4130. Submitted by Byron Dilgard, OAA secretary.

OKLAHOMA — The state DOES NOT REQUIRE an auction/auctioneers license. Submitted by Ray Patterson, OKAA secretary/treasurer. (Permits are required for livestock markets and sale of new merchandise. Apply at county treasurer.)

OREGON — The state DOES NOT REQUIRE an auction/auctioneers license. However, local municipalities and counties may require permits, fees, or licenses. For more information contact: Gary Day, OAA president, 2484 N.W. Thurman, Portland 97210, phone 503-222-9000.

PENNSYLVANIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Department of State, Bureau of Professional and Occupational Affairs, State Board of Auctioneer Examiners, Mrs. Dawn H. Glowacki executive secretary, P.O. Box 2649, Harrisburg, Pennsylvania 17120, phone 717-787-6490. A one year apprenticeship with a licensed Pennsylvania auctioneer must be served after completing a two week auction course at an accredited school, recognized by the Pennsylvania Board of Auctioneer Examiners. Two year apprenticeship is required without schooling. Apprentice and auctioneer state tests are required. Presently a law is in the Pennsylvania legislature requiring 40 credit hours (approximately one year of college) to qualify for a license. Courses cover basic business, to all aspects of the auction profession. A bond is required, and there is reciprocity with some states. Submitted by Blaine C. Brown, PAA secretary.

RHODE ISLAND — The state DOES REQUIRE an auction/auctioneers license. Contact: Department of Business Regulations Office of the Director, Craig R. Smith chief examiner

Continued page 16

auctioneer section, 100 North Main Street, Providence, Rhode Island 02903, phone 401-277-2246. New applicant must take written exam given by the Department of Business Regulations. If exam is passed, license issued after applicant furnishes a bond and pays a \$35 fee for resident auctioneers. Other fees are \$75 for non-residents, and \$20 for apprentice auctioneers. Submitted by Louise E. Wordell, PAAofRI secretary.

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SOUTH CAROLINA — The state DOES REQUIRE an auction/auctioneers license. Contact: George D. Pechilis, Executive Director; State of South Carolina Auctioneers Commission; P.O. Box 807; Columbia, SC 29202 Phone: (803) 758-3837. Submitted by Jack E. Richardson.

SOUTH DAKOTA — The state DOES NOT REQUIRE an auction/auctioneers license. However, a license law will be considered in the next legislative session. Submitted by Marti Dunlap, SDAA executive secretary.

TENNESSEE — The state DOES REQUIRE an auction/auctioneers license. Contact: Mrs. Thelma Cartwright, secretary, Tennessee Auctioneers Commission, Doctors Bldg., Room 422, Nashville, TN 37219, phone 615-741-3236. The following fees apply: \$50 auctioneer license fee, \$25 fee for apprentice, \$25 firm license fee, and \$25 examination fee. Submitted by E. B. Fulkerson, TAA secretary.

TEXAS — The state DOES REQUIRE an auction/auctioneers license. Contact: Texas Department of Labor & Standards, Lias "Bubba" Steen, Commissioner, P.O. Box 12157, Austin, Texas 78711, phone 512-475-4229. The commissioner appoints a twelve-member Advisory Board comprised of auctioneers to serve one-year terms. Their function is to act as liaison between the State and the auctioneers. The license law requires an applicant to pass an examination or to obtain an Associate license for one year to work under a licensed auctioneer during which time he must bid-call at least five sales. Submitted by Charles Connour, TAA member.

UTAH — The state DOES NOT REQUIRE an auction/auctioneers law. However, you do have to pay a fee in each of the municipalities where you hold an auction. For example, in Murray, Utah, if you do not have a permanent place of business where the sales are held, you pay \$100 a day to hold sales. Salt Lake County charges \$140 per year. All adjacent towns charge \$100 per year. Submitted by Glenn Short, UAA president.

VERMONT — The state DOES REQUIRE an auction/auctioneers license. Contact: James Douglas, Secretary of State, 109 State St., Montpelier, Vermont 05602, phone 802-828-2363. Requirements include: resident fee of \$25, plus \$1000 bond, licenses the auctioneer for two years; non-resident fee of \$50, plus \$5000 bond licenses the auctioneer for one year. The state is presently considering revision of the auctioneer license law and requirements. Submitted by Thomas Hirschak Jr., VAA secretary.

VIRGINIA — The state DOES REQUIRE an auction/auctioneers license. Virginia does not have a state licensing board or commission for auctioneers. A state license is purchased at the local office of the commissioner of the revenue. Submitted by Stephen G. Sheets, VAA member.

WASHINGTON — The state DOES NOT REQUIRE an auction/auctioneers license. However, each county has license fees from \$10 to \$25; plus many have a \$1000 to \$5000 bond requirement. The larger cities have their own requirements, from \$5 a year to \$100 a day. Submitted by Elmer Burnham, WSAA president. (The sale of jewelry, appliance, upholstered furniture, and bedding requires a license. Apply at County Commissioner.)

WEST VIRGINIA — The state DOES REQUIRE an auction/auctioneers license. Contact: Hon. Gus R. Douglas, Commissioner of Agriculture; West Virginia Department of Agriculture; State Capitol; Charleston, WV 25405. Submitted by Wison E. Woods, WVAA member.

WISCONSIN — The state DOES NOT REQUIRE an auction/auctioneers license. However, many municipalities have their own rules, ordinances, and fees. Submitted by Robert Massart, WAA secretary. (There are requirements on the sale of jewelry and furs. All transient auctioneers must be licensed. Apply at the County Clerk's Office.)

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Independent contractor tax status, current information

As discussed in previous issues of THE AUCTIONEER (November, 1980, "Independent Contractor Tax status — it'll cost you 10%" and February, 1981, "Writing your congressman gets results") independent contractor tax status can affect the incomes of many auctioneers. Regulations are due to go into effect July 1, 1982, that could require 10% to be withheld from your income, if you meet the independent contractor requirements.

Below is a letter from 1st District, Nebraska Congressman Douglas Bereuter. Throughout NAA interest in the independent contractor status issue, Representative Bereuter has been most helpful in keeping the NAA office informed of progress on relevant legislation. His letter of February 22, to the NAA office provides current information on the tax status issue.

**Congress of the United States
House of Representatives
February 22, 1982**

Knowing of NAA interest in Federal taxation of

independent contractors, I thought that I should inform you of my support for H.R. 4531, a bill to clarify the tax status of contractors.

Introduced by Representative Barber Conable, the ranking Republican on the House Ways and Means Committee, H.R. 4531 establishes a five-part "safe harbor" test which, if met, would enable a taxpayer to be treated as an independent contractor for purposes of Federal income tax payments. The five-part test requires that:

- 1) the taxpayer must control his or her hours of work;
- 2) the taxpayer may not maintain a principal place of business;
- 3) the taxpayer has his or her income subject to fluctuation and income is not dependent on number of hours worked.
- 4) the taxpayer is working pursuant to a contract which states he or she is not an employee; and
- 5) the payor files certain information with the Internal Revenue Service regarding the independent contractor.

Unlike legislation introduced on this subject during the last Congress, **H.R. 4531 DOES NOT establish any withholding requirement regarding Federal income tax payments of the independent contractor.** As of this writing H.R. 4531 is pending before the House Ways and Means Committee.

**Douglas Bereuter
Member of Congress**

"Advertising is one of our biggest expenses. I try to cut costs, but without the Chicago Tribune, we don't do business. So when I get my billing and compare it to the high response our ads get, the Tribune always wins."

**Gordon Pace,
Pace Auctions**

"The Chicago Tribune has terrific drawing power."

**Loretta Skeen,
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"The Chicago Tribune Auction Mart gives me great coverage far beyond Chicago."

**Edward Bilbruck,
Edward Bilbruck, Inc.**

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For more information about Auction Mart and Auction Action, write for a free brochure by sending your name and address to: Chicago Tribune Auction Mart, 435 N. Michigan Ave., Chicago, Ill. 60611.

Or call: **Sally McKeane—**
(312) 222-4493
Charles Shanley—
(312) 222-4042



Chicago Tribune



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

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PHONE: 313-557-0100 — TELEX: 231237

National Crime Watch

What is your CPQ? (Crime Prevention Quotient)

**By Colonel W. W. Moore, President
National Association of Chiefs of Police**

If you think you're smart enough to out think the criminal, think again. Here are "true or false" questions covering the entire range of personal safety and crime prevention.

These questions and answers should be shared by the whole family and in classrooms, because safety starts with you and your family.

1. One out of every three persons in the United States will be a victim of some type of crime.

(True: The Department of Justice showed in a survey that nearly 30% of all households (families) reported crimes in 1980 and expected a 12% increase in 1981.)

2. Nearly 90% of those persons arrested by police for burglary were under the age of 25.

(True: In fact 50% were actually under 18.)

3. Do CRIME WATCH programs (where neighbors help watch out for neighbors) help reduce crimes?

(True: Neighborhood Crime Watch programs that are active make it much more difficult for criminals to work.)

4. You can feel very safe in the day time as almost all crimes are committed at night.

(False: Because so many families work during the day and your home is often unguarded and empty, you must be as alert in the day time as at night.)

5. Tests show that where property such as TV's radios, other valuables are marked with identification numbers — burglary has been reduced as much as 400%.

(True: Marking items and keeping a record of valuables makes it difficult for burglars to sell and easy for the police to trace.)

6. If a car pulls up as you are walking, to ask for directions, you are perfectly safe during the day.

(False: Never go near a car asking for directions or other questions. Let them roll down the window, stay far away, and suggest they ask a uniformed police officer or call from a public pay phone. Do not go near the car.)

7. If your house is empty, what is the best light to leave on inside the house (or apartment)?

- A. Outside door light.**
- B. Bathroom light.**
- C. Kitchen light.**
- D. Living Room light.**

(B). Bathroom light. The most likely light to be left burning in your home is a bathroom light all night.

8. A "safe house" is a home that has a big heavy safe to store your valuables.

(False: Safe Houses are police and community programs set up along school routes where children know that an adult will help them if they are ill, be-

Continued page 66



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



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

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Other States (not toll-free). 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.

Eight ways to enter advertising contest

Eight categories are available to NAA members entering auction advertising in the 1982 Advertising Contest in Atlanta. But remember to enter Category H, "Auction Business Stationery", you're sending three "sets" of your stationery to the NAA office.

An entry into Category H must consist of a set of three items — one piece of your auction business letterhead, one of your auction business envelopes, and one of your auction business cards. **The letterhead and the card must both display the NAA emblem, or state that the auctioneer is an NAA member.** (The envelope is excluded from the "must display NAA emblem" rule.) To this set of three items — letterhead, card, envelope — attach the entry form that must accompany an entry into the contest. Also, you're sending in two more sets of these three items, as explained in contest rule #7. The NAA office must receive **3 full sets** of your auction business stationery to complete your entry into Category H.

The rules for the Advertising Contest will be published in each AUCTIONEER between now and July, so that everyone will have time to prepare entries for the 1982 Contest. Awards will be presented at the Awards Festival of the 1982 NAA Convention, Friday, July 30.

To enter, photocopy or retype the entry form (one completed form for each contest entry, three samples per entry). The completed form will help the contest judges in identification and evaluation of your advertising.

Advertising Contest Rules

1. Entries must display the NAA emblem or the statement that the auctioneer is a member of the NAA.
2. Entries must be submitted to the NAA office — *three copies of each entry* — by July 1, 1982.
3. Entries must be on the current year sales (July 1, 1981, through June 30, 1982).
4. Each member entering the contest can select an entry to be represented in any of the particular categories. Limit is one entry, per member, per category. Each entry must be labeled, or clearly marked, as to the category for which it is being entered, and three pieces of each entry must be submitted. (NOTE: If the advertising is not labeled as to which category it is being entered, it will not be submitted to the judges, and additional advertising pieces will be maintained in the NAA office for reference only.)
5. Members of the Advertising Committee are not eligible to compete for an advertising contest award.
6. Previous year winners — those who won an award in 1981 — are not eligible to compete in

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) 621-4321 Washington • (215) 564-1175 Philadelphia

the category in which they won in 1981, but they may enter any of the other categories.

7. Of the three samples submitted for each entry, one copy will be maintained in the NAA office; one copy will be maintained for judging; and the third copy will be displayed for viewing by the convention registrants, after the awards' recipients are announced.
8. Two, first place awards will be presented in each category; one for one-color ink on paper; and the second for multi-color ink on paper.
9. A "Best of Show" award will be presented to the best entry submitted for the contest (and will not be included in the other award categories).
10. The categories are as follows.
 - a. Commercial and Industrial
 - b. Farm (an operating farm liquidation)
 - c. Real Estate
 - d. Antiques
 - e. "Specialty" (cataloged sale)
 - f. Consignment Sales with General Household and Estate Liquidation
 - g. Institution (auction firm promotion)
 - h. Auction Business Stationery (letterhead, plus envelope, and business card)

Remember, all NAA members are eligible to enter their advertising (three copies of one entry per category), but reference to the member's NAA affiliation must be displayed on the advertising piece (NAA emblem, or "John Doe, Member, National Auctioneers Association").

It is not too early to select your best auction advertising for the above categories, and submit it to the NAA office by July 1, 1982. Be sure and have a completed entry form attached to the set of three examples for each entry. Any questions concerning advertising rules or contest procedures should also be directed to the NAA office.

ATTENTION

- Antique Dealers ●
- Auctioneers ●
- Rug Dealers ●

ANNOUNCING

If you are looking for a good way to make more money, you just found it!! New or antique rugs in small or large bales to your door. Good quality, low prices, all stock guaranteed wholesale to the trade only

Once-In-A-Lifetime Opportunity!

To reserve a visit from our European supplier to your premises (no obligation) or to order rugs write or call

LYNN WALTERS

P.O. Box 116

Clackamas, Ore. 97015

Phone (503) 654-3000

ENTRY FORM

National Auctioneers Association
1982 Advertising Contest
NAA Annual Convention
Atlanta, Georgia

Please type or print.

CONTEST CATEGORY _____
(include letter and name of category)

SUBMITTED BY _____
(name of NAA auctioneer advertiser)

STATEMENT OF PURPOSE FOR THE
ADVERTISING _____

NUMBER PREPARED _____

NUMBER DISTRIBUTED _____

HOW DISTRIBUTED _____

BRIEF DESCRIPTION OF SALE _____

DEADLINE FOR ENTRIES: July 1, 1982

Photocopy or retype this form; and send one completed form for each entry, three samples of the advertising per entry. Send all entries to:

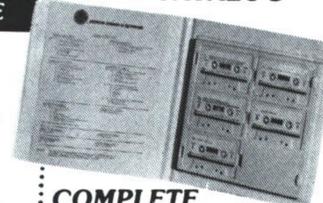
Advertising Contest
National Auctioneers Association
135 Lakewood Drive
Lincoln, Nebraska 68510-2487

Learn Auctioneering AT HOME

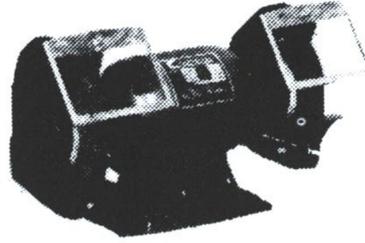
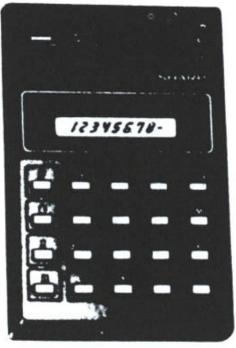
Complete cassette home study.
• 5 full hours of chant secrets,
training exercises and all phases
of auctioneering.

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

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COMPLETE
COURSE \$49.95



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CARRY ARE
TOOLS BY
CHAMPION**

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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

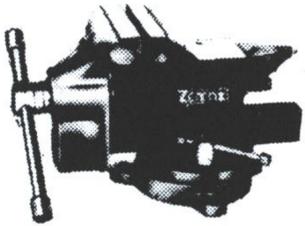
MAXELL
TAPES

VIDEO
TAPES

BETAMAX
TAPES

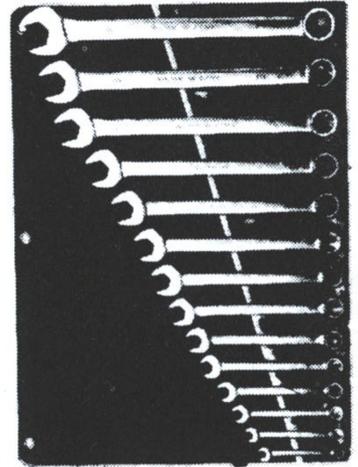
AND
10,000
OTHER
ITEMS

PAKISTANI
KNIVES

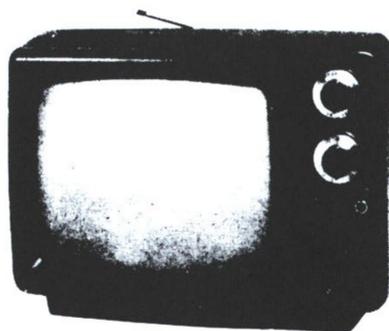


For thirty-one years the auctioneers wholesaler. Call Frieder the Importer for the best deals. By-pass the middleman, buy directly from the Importer and pocket the profits.

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 Midwest. 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**

July nominations deadline for NAA candidates

Any NAA member can be nominated for elected office in the National Auctioneers Association. What must be submitted on behalf of the candidate is a resume of the candidate's qualifications for office, a letter (or letters) of support for the candidate's nomination (a candidate does not necessarily have to be nominated by a state auctioneers association), and a black/white glossy photograph of the candidate. The deadline for nomination is July 1, 1982.

In accordance with the 1980 NAA By-Law revisions governing officer elections, not only will *the members* elect the four directors, but the members will also elect the treasurer, a vice president, and a president-elect. The current president-elect will assume the president's office.

The nominations for the offices of directors (four) and officers (treasurer, vice president, president-elect) are open for the 1982 NAA Convention. All letters declaring the candidate's nomination for an NAA elective office should be directed to: Harvey L. McCray, Executive Vice President, National Auctioneers Association, 135, Lakewood Drive, Lincoln, NE 68510-2487. Nominations will not be accepted after July 1, 1982.

The Nominating Committee sincerely hopes that candidacies will be announced, and support letters submitted soon, so that ample time will be available to the committee for thorough review and consideration.

Exhibitors reserve convention space now

Pursuant to the January 1981 NAA Board of Directors' decisions regarding NAA convention exhibitors, all displayers at the Atlanta convention, and future conventions must be NAA members, or advertisers in THE AUCTIONEER magazine. The cost of exhibiting at NAA conventions is \$200.

**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
-----------------------------	------------------------------	------------------------------

Since there will be a limited number of exhibitor spaces available, it is highly recommended that NAA member exhibitor advance payments be received at the NAA office as soon as possible.

Any questions regarding convention exhibitor space should be directed to the NAA office, not the Atlanta Hilton Hotel.

State associations, plan Fun Auction item representing your state

At the 1981 NAA convention in Las Vegas, many state auctioneers associations contributed items representative of their state or region to the convention Fun Auction. It is expected that the 1982 Fun Auction will be no exception, and will again set another record for a Fun Auction total. **However, now is the time for planning state association Fun Auction contributions at the 1982 Atlanta NAA convention.**

A handsome gun from Texas, a beautiful quilt from Tennessee, gorgeous artwork and sculpture, delicious cheeses and other regional foods, they've all been sold at past NAA convention Fun Auctions. The months between now and Thursday night, July 29, 1982, could be just enough time for state association enthusiasm to build, and choose an auction item representing the state or region.

Any questions concerning contributions to the convention Fun Auction should be directed to the NAA office as soon as possible.

1987 NAA Convention to be held in South

In accordance with the rotation of regions for future NAA convention sites, the following states in the South Region may submit indication of interest proposals for the 1987 NAA convention.

South Region — Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee — 8 states, 8 state associations, 7 potential convention cities, and approximately 1,269 members.

All proposals must be received at the NAA office by June 1, 1982, to allow for site inspection.

The procedure for having a site selected begins with a letter to the NAA office, *from the state auctioneers association board of directors*, indicating interest in hosting the 1987 convention.

Upon receipt of that letter, NAA executive vice president Harvey McCray then certifies a site as being a potential location for an NAA convention.

Once a site has been certified, the Board of Directors of the National Auctioneers Association makes the decision to hold the convention at the certified location.

Auction customer pamphlet now available from NAA

In the center section of this AUCTIONEER you'll find your sample copy of the NAA's "auction customer pamphlet," for promoting your auction business and NAA membership. The pamphlets you order will be the same colors as shown in the sample, and contain personal and auction business information. Designed for distribution to your auction customers and clients, the NAA pamphlet can be an excellent addition to your promotional efforts.

Customer pamphlet highlights information

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

- To begin, read this entire article before completing the order form.
- Photocopy or remove the pamphlet order form on page 25.
- Provide the address and service information as requested on the form. Enclose a black and white, head and shoulders photograph of yourself in business attire; and photos of other NAA members in your company, if they are to be featured in the pamphlet.
- Decide what quantity of pamphlets to order and enclose payment and send directly to the NAA office.

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

Name and address

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

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

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

Business name on the cover

ABC
Auction
Company

We're
The
Professionals

John A.
Collins
Auctioneer

We're
The
Professionals

Business name and address inside

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

Slogans and street directions will not be accepted.

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

Multiple business phone numbers can also appear below your address.

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

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

John A. Collins	ABC Auction Company	ABC Auction Company-West
1215 Main Street	1215 Main Street	852 Oak Street
Hometown, State Zip	Hometown, State Zip	Othertown, State Zip
Phone 402-489-9356	Phone 402-489-9356	Phone 402-476-9211

Auction service information

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

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

The following guidelines will apply to your auction service information.

- All statements must somehow relate to your auction service. You may be involved in other business operations, but they cannot be promoted in the NAA's auction pamphlet.
- You can promote your membership in state auctioneer associations, and other professional organizations that relate to your auction business.

Continued page 27

National Auctioneers Association

“Auction Customer Pamphlet” Order Form

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

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

- 2) Name of auction company, or auction service _____

Street address _____ City _____ State _____ Zip _____

Business phone/area code _____

(If additional office location addresses are to appear in the pamphlet, provide the address information on a separate sheet of paper.)

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

• _____

• _____

• _____

• _____

• _____

• _____

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

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

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

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

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

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

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

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

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

Name of NAA member placing the order _____

Signature _____ Date your NAA membership expires _____

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



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

Membership information for social or fraternal organizations will not be accepted.

- Logos may be used in your auction service information, but only logos of your state auctioneers association, or other organizations that directly pertain to your auction business. Again, no fraternal or social organization logos.

Satisfaction guaranteed

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

- Your pamphlet information, order and payment must all be received at the NAA office. The information will be typeset according to your request, within the above guidelines and layout of the NAA customer pamphlet.
- A rough layout will be prepared and sent to you for final approval.
- You respond to the NAA office (by phone or letter) approving, or correcting your NAA customer pamphlet.
- Your pamphlet order will be printed, folded and shipped to you as soon as possible upon receipt at the NAA office.

Questions about the preparation of your NAA auction customer pamphlet should be directed to the NAA office. To place your order, fill out the form on page , and send it to the NAA office accompanied by your payment.

Corrections noted in Tampa seminar interviews

Please make the following corrections (shown in bold) for pages 50 and 51 of your March AUCTIONEER. The Tampa seminar instructors being interviewed are NAA members Dick Brewer, Mt. Hope, Kansas, and Bill Fox, Baltimore, Maryland.

“Briefly explain the business relationship when cooperating with another auctioneer, or a real estate broker.”

Brewer, farms at auction: When a real estate broker contacts me with a listing to sell at auction, and it has been a common practice in my area, we

SALE CLERKING SHEETS

and other Auction forms
Write for Samples and Prices

BURTON PRINTING CO.

P.O. Box 597 Hastings, Nebr. 68901

simply auction whatever it is the broker **has listed.**

And, however, the broker is accepting the property, that is the basis on which we are going to have to operate, because they are his clients. Out of pocket expenses, we split down the middle.

We pretty well share the work, and I generally take care of the management and the advertising of the auction. The **broker** takes care of the contract and the closing details, and that pretty well balances out the situation.

We cooperate with other auctioneers, and that includes younger auctioneers just getting started. I tell them that I would be glad to help them for a day's pay. I want them to do well, and be glad that I can help them out. I don't participate in the management or the preparation details, because I don't have the full responsibility. I **do not** expect them to split their commission with **me**, just give me a fair day's pay for the service I render.

Fox, promotion and advertising real estate auctions: When cooperating with other auctioneers, commissions would be divided on a basis of **10-50%** of the total commission. Depending upon the involvement of the other auctioneer, he would earn anywhere from **10-50%** of the total commission based on his activity in the particular matter.

As far as financial cooperation with the real estate brokers who refer us business, we would generally share equally the commission that the referring broker had originally listed the property for. Obviously, in any situation of this type, circumstance alters cases. The general ground rules that I have just outlined, for both cooperating auctioneers and real estate brokers, can be, and are, altered depending upon each situation.

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Soliciting an auction

By William L. "Bill" Gaule, CAI
NAA Vice President

My article is written in two parts, the first to assist the new or beginning auctioneer; the second section, to possibly pass on a tip to the seasoned professional.

Part I: So you have just returned from auction school

You're all full of enthusiasm and ready to go out and sell the world. Are you thinking to yourself, "Now, I have to get some business cards, run some advertising and wait for the phone to ring"? It has been my experience that the wait may discourage many outstanding prospects for the auction business.

My first advice would be to start writing down your goals. What type of business would you like to establish? What would you like to become most proficient in? How many sales would you plan to have the first six months? At the end of the first year, second year, and so forth? Remember, a goal is nothing without a commitment.

Consider the farm story of the chicken and the pig. One day the chicken said to the pig, "Our farmer has been very good to us, why don't we do something nice for him, such as fixing his breakfast?" The pig said, "What will we fix?" The chicken's reply was, "How about bacon and eggs?" After a momentary pause the pig said, "Wait a minute, for you it's a contribution, but for me it's total commitment."

Ten years from now, the plateau that you will obtain will be due in the most part to the amount of your commitment. If you say you would like to buy a new car in one year, you may or may not do it. If you pick out the one you like with all the extras, pay \$2500 down and put the delivery date exactly one year from now, you have made a commitment.

One of the most common questions asked is, "Where do I get my leads?" I believe that you start with your next door neighbors, your town, your county, your state. If you want to be a millionaire, you have to first be a "thousandaire". Plan your approach to advertise the opening of your business. Most small town newspapers will run your announcement free of charge. Be sure it is well written and has accurate, factual information. Your initial investment will be your calling cards. Be sure that they are appealing, and that all phone numbers are easy to read and have an area code.

If you live in a smaller community, leave your cards at business places that have bulletin boards. Ask to speak at the local service clubs. Most clubs have weekly programs and would welcome you tell-

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.



ing: of your schooling, what the auction business provides, and what your plans are in the business.

If you can possibly find employment with an established auction firm with a fine reputation, do it as soon as possible. Study other auctioneers and auction firms, make a list of do's and don'ts. When attending auctions, small talk with the crowd and find out what they do or don't like about the auctioneers conducting the sale. You will hear comments such as: they always start on time; their sales are well organized, tagged or cataloged; they are easy to understand; they are very reliable; you can be assured of being treated honestly by their firm. You may possibly hear negative comments about these same things.

I have found that properly prepared brochures are effective for both the new and the experienced auctioneer. The most influential people in the majority of towns are bank trust officers, attorneys and CPA's. They advise clients and select auctioneers every day. Meet them in person, deliver your message in person. I have found that the telephone is great for making appointments, but not for getting commitments. Get involved with your community and civic activities. That is where you get to know the community leaders, the real "doers" who give of their time. The best year that we have ever experienced, was the same year that I served as County United Way Chairman. Get to know the people who served and advise others. Let them know what business you are in. **Make at least two cold calls every day.**

Some other possible leads can be found by reading the legal notices in your local papers. Real estate sales people can supply you with many leads, and will, in many cases, work with auctioneers in liquidating estates or helping you obtain a furniture auction if they are selling the home. Be sure to write thank you letters to sellers, and purchasers. With real estate auctions, send thank you letters to all who bid on the property, if you have their names and addresses.

Part II: Every contact is a learning experience

I have found that if you give people half of the answer, they will give you the other half. If you ask someone, "Who do you know who is going to have a sale," they will probably say they don't know of anyone. However, if you say to them, "I have reason to believe that there is going to be an auction in this area, but I can't think of the last name," they will usually give any information that they have.

We have taken pictures at our auctions, along with tape recordings, for quite a long time. I have found that most owners really appreciate these tapes, and we usually give them to the sellers unless we want to keep them in our files. In this case, we make a copy for our file. If you want a permanent calling card in a home, plan and select four or five of the best pictures, making sure that you have the owners in one picture with you, along with important pieces in others. Select a nice frame and arrange the pictures so that your picture is in the center with the others around it. The owners will be thrilled, and you will usually find it for years to come in their home. They will certainly tell all of their friends about your auction.

The old saying that the early bird gets the worm is very true in our business. When you have a lead on a possible auction, get all the facts — why the sale is being planned, who will be in charge, who will make the decision, etc. — then make an appointment to see the person in charge. Be well dressed, know

what you are going to say, have confidence in what you can do for them, and let them know that you need their assistance to prepare a good auction. The best way to make a good presentation is to talk to them face to face.

Do not be disappointed if you do not succeed each time. Nearly everyone who ever succeeded in business experienced many failures. Make every failure a learning experience, not an excuse for quitting. If you do not get the job, don't be bitter or talk down your competition. I usually try to meet the seller before the auction, and tell them I appreciate any consideration that we have received. We want prospects to know, if we can ever help them in the future, we want them to call.

When I first started in the auction business, I solicited nearly every job that I got. After you have been in business many years, nearly all of the business will come to you. Our competition is not other auctioneers as much as it is "for sale by owners," the auctions that never happened because no auctioneer showed the way, etc. Remember, quitters never win and winners never quit.

I hope to see you at the National Conventions and NAA Seminars. You will be renewed in expanding your knowledge and ability.

There are an estimated 14.4 million businesses in the U.S. Of this total, 3.4 million are farms and 11 million are non-farm businesses.



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NAA benefits belong to every auctioneer

By Harry A. Anderson, CAI
NAA Director

I am writing this article to ask all fellow NAA members to "take a look at yourself and other auctioneers around you". How many auctioneers in your area belong to the National Auctioneers Association? A better question: How many auctioneers do you know who do not belong to the NAA?

I would like to see each NAA member auctioneer recruit at least one new member into our Association this year. If you take the time to look around, you will usually find that NAA auctioneers have the more professional attitude, run their business more efficiently, and make a better impression on the public than the non-member auctioneer. All these things benefit the auction profession as a whole, and thereby benefit each of us.

It goes without saying that there are auctioneers throughout the country who don't like the idea of giving away their "Secrets of Success". But don't you think that the benefits of NAA membership belong to every auctioneer? **NAA membership is the one secret that everyone involved in the auction profession can, and should, encourage others to utilize.** The benefits gained by improving professionalism of auctioneers throughout the country, by encouraging all of them to join the NAA, far outweigh any supposed disadvantage we may fear from giving away one of our secrets to the competition.

"What does NAA membership do for you?" This will, undoubtedly, be one of the first questions the non-member auctioneer will ask.

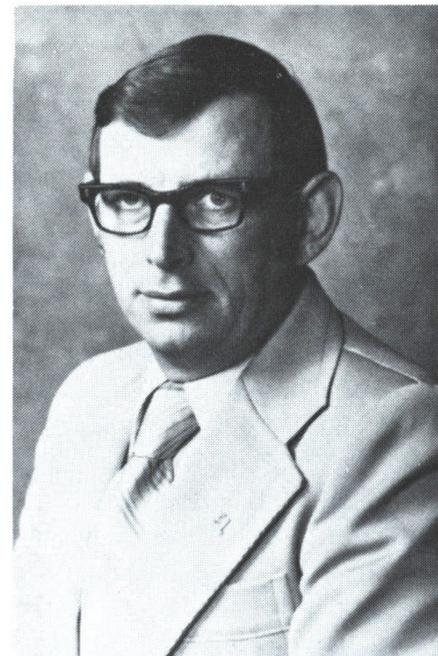
1) It allows me the privilege of receiving THE AUCTIONEER magazine every month. With this helpful, informative guide, I am kept up to date on changes in licensing laws, government rules and regulations, new methods and trends in the auction profession. The magazine is full of interesting articles written by some of the most proficient auctioneers in the United States. The magazine lets me know what others are doing and gives me better ideas for my own business.

2) NAA membership means that I belong to a group of over 6,500 of the most progressive professionals in North America. With my membership, I also acquire a listing of these fellow members whom I can feel comfortable about calling upon for assistance or information.

3) NAA membership entitles me to attend the annual NAA convention, where I can listen and learn from experienced auctioneers and other professionals, about all aspects of auctions.

4) NAA membership allows me to attend the seminars twice a year, held at different locations; again giving me the opportunity to increase my knowledge of what's both new and proven in the auction profession.

NAA director Harry Anderson was elected to the NAA Board of Directors in 1981. Anderson Auctioneers, Inc., is located in Georgetown, Pennsylvania, where director Anderson is active in the Pennsylvania Auctioneers Association as its 1981 president. Mr. Anderson is also a member of the Ohio and West Virginia State Auctioneers Associations, and a graduate of the CAI Charter Class.



5) NAA membership gives me the opportunity to attend CAI (Certified Auctioneers Institute), Bloomington, Indiana, the continuing education course for the professional auctioneer who realizes that there are always new things to learn, and who wants to keep on learning.

These are just some of the benefits of membership in the National Auctioneers Association. I'm sure each and every one of you can think of more reasons for belonging to the NAA. Why don't you take time, today, to find ONE non-member auctioneer and encourage that person to join the Association? If you feel you can't take time to make a personal visit, get out the Yellow Pages of your phone directory and talk to the auctioneer on the telephone. Make one person aware of the great benefits to be derived from NAA membership. Doing so will bring the benefits of increased auction professionalism in your area, and probably make you a new friend.

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THE AUCTIONEER

Staying dry in this "rain"

By Louis B. "Benny" Fisher, CAI
NAA Director

Whether sacred or secular, conversion is a process. Too often, people are afraid of the consequences. In real estate, conversion to cash calls for the services of an auctioneer who can calm the client's financial fears. However, the time to counsel the client is *before* the auction.

As NAA director Hugh Miller said at Tampa in our January NAA seminar, "Don't let anyone tell you that there is no real estate being sold. There is! By people who understand current market conditions, and are prepared to adjust to them." There's the key; current market conditions — adjustment.

Financiers talk about "this present economic climate". I don't have to remind you that it's raining. Our customers need at least three "staves" to keep their umbrellas open against collapse.

PRICE — Sometimes auction prices exceed our expectations. Most of the time, not even an auctioneer can get two dollars for a one dollar value. Usually prices must be better than those for any substitute properties in the area. After a well-advertised auction has produced prospects, once a well-executed auction is concluded, owners must be motivated enough to SELL at the price just established in the open market place. Frequently, sellers want us to simply host an appraisal conference at the appointed hour of auction, and are more than willing to pay a token service fee to accomplish this purpose.

I term it CONFIRMATION CONSUMPTION, and it has claimed many commission dollars. It creeps upon your client, during your chant, and cripples the conscience. A dreaded disease, in the absence of a contractual cost, it can be deadly. Its only antidote is spelled "absolute". Don't take over-priced properties for auction, subject to confirmation!

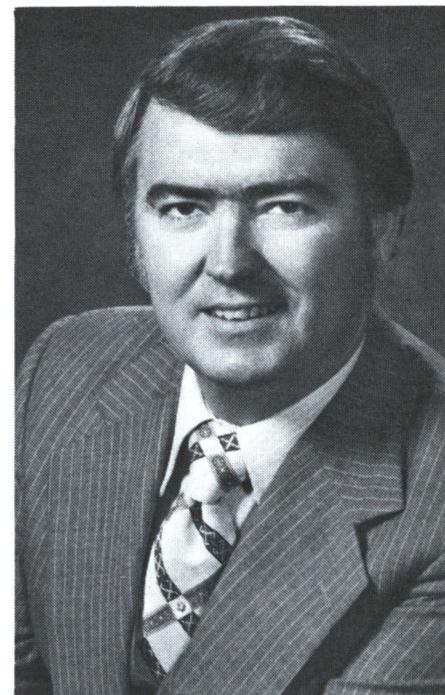
PARTICIPATION — If it's a long amortization, with a short maturity, or an interest only loan for a period of time, or a blended mortgage, the seller must be ready, willing, and able to ASSIST the buyer by carrying a part of the principal personally. You can call it creative cash, innovative investment, or whatever you wish, but some measure of self-help with financing a property will go a very long way towards guaranteeing a sale in these torrential times.

POINTS — Talk your seller into some percentage of INTEREST that is lower than whatever amount is currently being offered by lending institutions. The interest factor must be more attractive than bank rates to induce buyers. It is better to get 12% of something than 18% of nothing.

Remember — "It's raining outside." Stay dry and SELLING!

April, 1982

NAA director Benny Fisher was elected to the Board of Directors this year. He is the sole proprietor of Auctions By Fisher, a firm specializing in the sale of real estate and antiques. The Fisher auction company has two offices in Pompano Beach, Florida, and an office in Hendersonville, North Carolina. Mr. Fisher is also presently serving as a vice president of the Florida Auctioneers Association.





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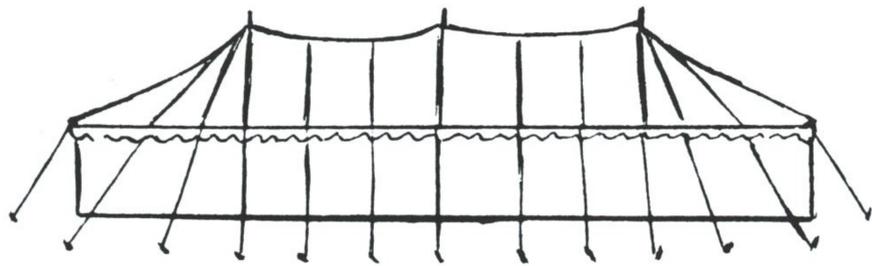
"Much of what is in AUCTION PITCH will be used by auctioneers as long as there are auctions and auctioneers." — John Loomis, Bend, Oregon

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New business incorporations increased by 10% in 1979, to 524,565 from 478,019 in 1978. Incorporations increased by 16% in 1977 and decreased by 3% in 1974.

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Auxiliary to the National Auctioneers Association

Dear Auxiliary members,

We are special people! How many professions can you name where the spouses are as actively involved — as in the auction profession — and better yet, welcomed. We are encouraged to attend seminars with our spouses, and can learn right along with them. The NAA has offered some great seminars for its membership. If you have never attended one, try to fit one in your schedule in 1983. We can never stop learning and growing in this business, as it has an ever changing market. We need to know what is "in," and what is a reasonable price. Continuing education should be a way of life for all of us.

You probably don't have to travel hundreds of miles to improve yourself. Check and see what the colleges, historical centers, and libraries in your area are offering. Go to antique shows and see what is being sold there. It's surprising all the informative opportunities you can find if you put forth a little effort. The middle of this month I'm going to an all day seminar on quilts and coverlets. Since the needle arts are my second love, I'll get double value out of the day. And of course, read, read, read those magazines and publications with articles on the type of items that show up at your spouse's auctions.

Did you know that the word "Auxiliary" is both a noun and an adjective? As an adjective it means helping, assistant, or additional. As a noun a helper, or aid. We in the Auxiliary could be described as a "helping aid" to our auctioneer spouse. Each year we seem to become a better organization with better programs, expanding and growing in numbers.

Now is the time to mark your calendar, July 27-31, for the NAA Convention in Atlanta. Don't forget to send in your Auxiliary dues along with your convention registration. This really helps Auxiliary treasurer Pat Dunning at convention time. As Auxiliary members, we will be busy with our own programs, and also attending the NAA's auction workshops. It will be a time of renewing friendships and building new ones.

We want to encourage those of you who have never joined to give the Auxiliary a try. We are only as good as the membership we have — and you will be an asset to us.

I am certainly looking forward to seeing you all in Atlanta.

**Virginia Dilgard, Director
Auxiliary to the NAA
Ashland, Ohio**

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(All replies held confidential)



AUXILIARY OFFICERS AND DIRECTORS in Tampa to confer with NAA Board of Directors. From left, vice president Naomi Newcom, directors Lila Moody and Joanne Laumeyer, president Pat Lambright, director Ann Williams, and director/immediate past president Glenda McCarter Johnson.

Dear Auxiliary members,

Accompanying my article is a photograph of your hardworking officers and committee women who met with the NAA Board of Directors, in January at Tampa, Florida. The reason for the meeting was to coordinate planning and preparation for a successful Atlanta Convention, July 28 through July 31.

Since this is a year of pledges, I would like to convince Auxiliary members to "pledge" an article or two during the coming year. You can help our Auxiliary page be even more interesting and informative, through more participation by the Auxiliary membership. I know there are many, many ideas that we can all share with each other.

Take time to contribute. Speak up. Our Auxiliary is large enough, and varied enough, to include articles from many Auxiliary members, in addition to officer and director articles.

**Ann Williams, president-elect
Auxiliary to the NAA
Arlington, Washington**

President Reagan will officially proclaim May as Older Americans Month, featuring this year's theme of "Aging Together". In this nationwide celebration, the Administration on Aging will seek to alert all Americans to the importance of providing opportunities and support of activities that will help make the lives of older Americans more meaningful.

Of the non-farm businesses, 10.8 (98.2%) are considered "small" by SBA's loan application size standards.

April, 1982

*The Auxiliary to the
National Auctioneers Association
1981-82 Officers*

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Making plans for the NAA convention

To assist your preparation for attending the 1982 NAA Convention in Atlanta, Georgia, the following information will be helpful. To begin with, complete the forms in the center section of this AUCTIONEER. Send your hotel reservation directly to the Atlanta Hilton; send your convention registration and fees check to the NAA office.

Hotel information

Reservations must be received by July 7, 1982. Accommodations after that date will be confirmed on a space availability basis, at regular room rates.

Room rates, especially arranged for the NAA convention, apply only to NAA convention registrants. Reservations must be made on the reservation form in THE AUCTIONEER, and phone reservations for NAA rates will not be accepted. Additional reservation forms available upon request to the NAA office.

Arrival time stated on your reservation form is the time you can check in and have your luggage stored until your room is ready. All hotel rooms are prepared for 3 p.m. occupation each day, so you may want to make plans accordingly.

Children staying with their parents in the same room stay free. Rollaway beds and cribs are free of charge, and available upon request.

A deposit is not required to hold your room. Your reservation will be held until 6 p.m., unless the hotel is notified of your exact arrival hour.

All official convention activities will take place in the Atlanta Hilton.

Automobile parking

Covered parking facilities located beneath the hotel are operated by United Parking, Inc. Current rates (subject to change without notice) are \$4.00 for all day and \$6.00 valet parking.

Automobile access to the Atlanta Hilton in the downtown area is via three major interstate highways (I-20, I-75, and I-85) which converge near the heart of downtown Atlanta. Interstates continue through the city, providing access to the airport and the entire Metro area.

Hilton credit and check cashing policy

The Atlanta Hilton will accept credit card, traveler's check, or personal check in payment for your lodging. However, the hotel will request to see a major credit card if you pay for your room with a personal check.

Airline/Hartsfield Atlanta International Airport

The world's largest passenger terminal complex is located nine miles south of the Atlanta Hilton in the city center. Major air carriers into Atlanta are Eastern, Delta, Republic, Frontier, Ozark, and Piedmont.

Taxi rate from the airport to the hotel is around \$13.50. Those who ride in groups of three or more can pay a \$4.50 per person fare. The Atlanta Airport shuttle operates from the airport to all major downtown convention hotels at \$5.25 per person, round trip ticket \$10.00.

Private plane airports, flying services information

Hangar One at Hartsfield Airport 404-765-1300

Peachtree/Dekalb Airport, northeast of Atlanta 404-457-7236

Charlie Brown Airport, west of Atlanta 404-691-3616

Camping and RV parking

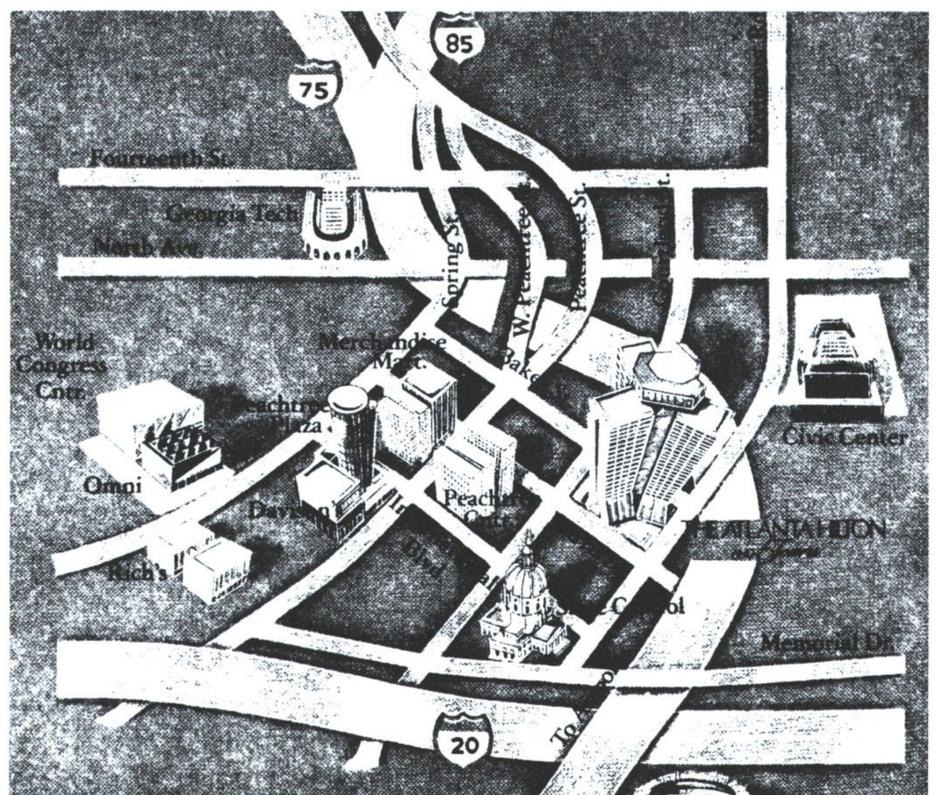
Campgrounds serving the Atlanta metropolitan area are miles from the city center. Please contact the individual campgrounds for more information.

Arrowhead Campground, 10 miles west of Atlanta 404-948-7302

KOA North, 20 miles northeast 404-427-2406

Stone Mountain Campground, 16 miles east 404-469-9831

Recreational vehicle parking near the Atlanta Hilton is available in outdoor parking areas surrounding the hotel. These parking facilities charge around \$3.00 per normal sized parking space per day.



ATLANTA HILTON ACCESSIBLE from nearby interstate highways leading into downtown Atlanta.

Recreation

The Atlanta Hilton has an eighth-of-a-mile jogging track surrounding two tennis courts. In addition, two more lighted tennis courts are adjacent to an outdoor pool and health club, featuring universal exercise equipment and a jacuzzi. A private country club located twelve miles east of the city provides professional golfing facilities and a cart at special convention rates.

NAA cancellation and refund policy

When an NAA member and family register for the annual convention, all meeting space, activity rooms, and food functions are planned months in advance for that member and family registration. Consequently, when cancellations must be made, advance notice of the cancellation becomes very important. At its January 1981 meeting, the NAA Board of Directors adopted a cancellation policy for NAA conventions.

The following guidelines apply to all convention registration cancellations and requests for refunds.

1. Convention registration cancellations must be submitted in writing and received at the NAA office on or before July 23, 1982. A refund of the total fees will then be made as soon as possible after the convention week.

2. If an emergency situation arises, and the convention registrant does not have time to give advance written notice, the registrant must call the NAA office immediately. The refund situation will then be reviewed at the next meeting of the Board of Directors' Convention Committee.

The NAA office will make every effort to cooperate with convention registrants who must cancel their registrations. However, cooperation on the part of the NAA membership is equally important, since all arrangements for the convention are made months in advance.

Workshops scheduled during Atlanta convention

Thursday, July 29

- 7:30 am-10:20 am State Association Officer Workshop and breakfast
- 9:00 am-10:20 am Auto Auction Workshop
- 10:30 am-11:45 am Selling Tobacco at Auction
Big Business Liquidations
(commercial bankruptcies)
- 3:00 pm- 4:15 pm Ballroom Real Estate Sales
Livestock Auctions (video sales)

Friday, July 30

- 9:00 am-10:20 am Heavy Machinery and Equipment
Antiques
- 10:30 am-11:45 am Livestock Market Auctioneer Contest
Small Business Association
Liquidations via Auction Method
- 1:30 am- 2:30 pm Governmental Restrictions on
International Auctions
Farm Machinery (Personal
Property) Auctions

Saturday, July 31

- 9:00 am-10:20 am Auction Gallery Workshop

Program-at-a-Glance

Please notice that this NAA convention schedule is a very abbreviated version of the convention program you will receive in Atlanta. Only the major events have been included, to help you plan convention attendance.

Tuesday, July 27, 1982

- 9:00 am- 5:00 pm Annual CAI Update Seminar, for CAI members only. Personal Financial Development — Part II
- All Day Tours (sponsored by the Georgia Auctioneers Association)

Wednesday, July 28, 1982

- All Day Tours (sponsored by the Georgia Auctioneers Association)
- 9:00 am- 5:00 pm NAA Registration
- 8:00 pm-11:00 pm Southern Fair (continuous musical entertainment and fair booths, sponsored by Co-Host State Associations). A truly social gathering of the NAA membership to kickoff the convention!



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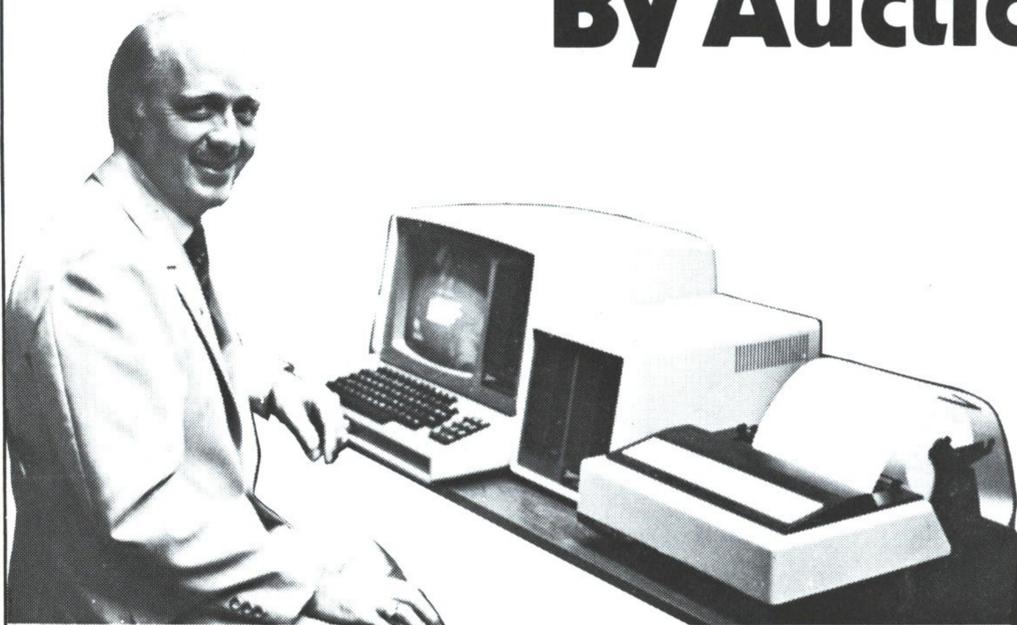
Contact Debbie Dent, 1101 Pacific Avenue, Dallas, Texas 75202, 214/741-1515.

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

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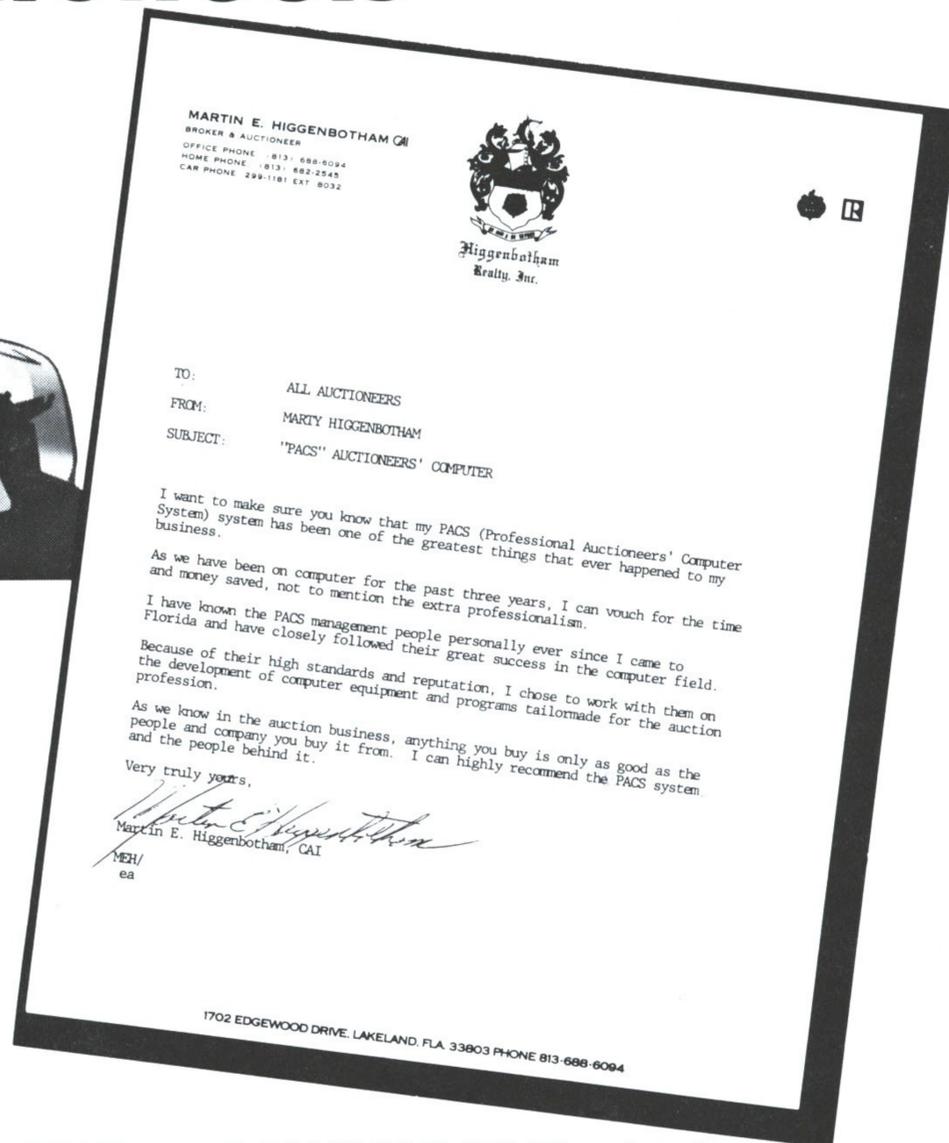
Continued page 37

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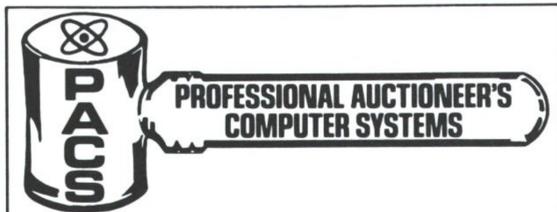
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Thursday, July 29, 1982

7:30 am-10:20 am State Officers' Breakfast and Workshop
 9:00 am-11:45 am NAA Workshops
 8:30 am-10:30 am Ladies Hospitality Hour and Educational program (sponsored by the NAA Auxiliary for the ladies attending the 1982 NAA Convention)
 12 noon - 2:30 pm 1982 Atlanta Convention Luncheon (official kickoff luncheon for all registrants)
 3:00 pm- 4:30 pm NAA Workshops
 7:30 pm-12 mid. 1982 NAA Fun Auction
 7:30 pm-11:00 pm Youth Activities (games and entertainment)

Friday, July 30, 1982

7:30 am- 9:00 am State Associations' Breakfasts (rooms requested by State Associations for sponsored breakfasts)
 Missouri Auction School Continental Breakfast (open to all convention registrants)
 9:00 am-11:00 pm Youth Activities Headquarters (organized activities for youth registered for the convention in special Youth Activities room)
 9:00 am-11:45 am NAA Workshops
 10:00 am-11:45 am NAA Auxiliary Meeting (all spouses of NAA members invited to attend)
 12 noon - 2:30 pm Ladies Luncheon and Program (all spouses of NAA members invited to attend)
 1:30 pm- 2:45 pm NAA Workshops
 3:00 pm- 4:00 pm Open Meeting of NAA Board of Directors (all convention registrants invited to attend)
 7:00 pm-11:00 pm NAA Awards Festival and Show (recognition of NAA members and entertainment for the families)

Saturday, July 31, 1982

7:30 am- 9:00 am CAI Continental Breakfast (annual meeting of the Certified Auctioneers Institute — candidates, members and potential candidates)
 9:00 am-10:20 am NAA Workshops
 9:00 am-11:00 pm Youth Activities Headquarters (activities for the Youth registering for the convention)
 10:30 am-11:45 am Annual Meeting of the NAA
 1:30 pm- 4:00 pm Annual Meeting continues (election of officers and directors of the NAA)
 7:00 pm-10:00 pm President's Banquet
 10:00 pm-12 mid. President's Ball
 12 midnight 1982 NAA Convention ends

Sunday, August 1, 1982

Members and guests return to homes, begin vacations, etc. No official events planned on Sunday.

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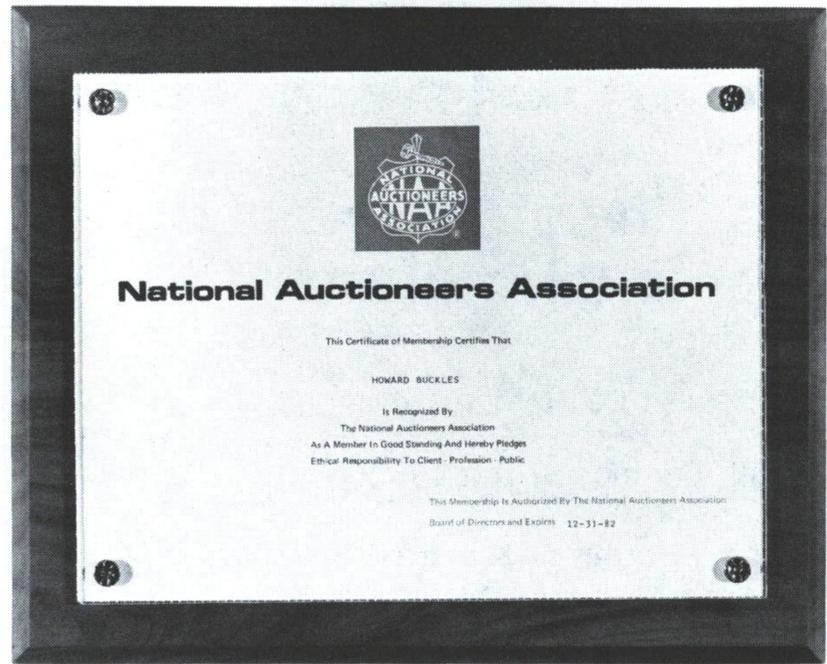
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NAA Promotional Items Order Form

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- NAA Emblem Reproduction Sheet
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- THE AUCTIONEER Magazine Binder
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Livestock at Auction

World Livestock Auctioneer Championship June 18

A crisp \$1,000 bill, a Championship ring valued at over \$1,000 and a variety of merchandise prizes — they're all waiting for the 1982 World Livestock Auctioneer Champion.

Bigger, better prizes are only part of the story of the 1982 Championship, to be held June 18 at the Pool Stockyards in Regina, Saskatchewan. The format of the event, now in its 19th year, has been revamped so that contestants will sell under conditions more closely resembling an actual market, according to officials of Livestock Marketing Association.

LMA sponsors and conducts the annual Championship. Last year's winner was Doug Jagers, Rushville, Nebraska. He won the title in South St. Paul, Minnesota.

For the first time, this year there will be a preliminary elimination contest, beginning at 9 a.m. on the 18th. Each contestant will sell at least four drafts of cattle in the 1982 Showcase Cattle Sale.

Judges will then select 15 finalists for competition, beginning at 3:30 p.m. Finalists will sell a minimum of eight drafts of cattle, all under the normal conditions and marketing practices of the Stockyards.

Selling several drafts of cattle results in a more accurate picture of an auctioneer's ability, rather than being judged on the sale of one or two drafts, officials said. The growth in popularity of the contest brought about the need for preliminary rounds, which in turn will mean that the finalists — and eventual titlists — are the cream of the crop, the officials added.

Three world titlists will be named from the 15 finalists: the World Champion, the Reserve, and the Runner-up World Champion. There will be no regional champions as in past years, allowing the judges to pinpoint the top 15 auctioneers, regardless of geographic location.

All contestants will receive a certificate of recognition for their participation, and the 12 remaining finalists will receive a special award. In addition to the prizes for the World Champion, the other two titlists will receive engraved trophies and merchandise prizes.

Judging will be done by a panel of five livestock marketmen, commission firm operators or livestock dealers, all actively involved in livestock marketing.

They will score contestants using the same cri-



1981 WORLD LIVESTOCK AUCTIONEER CHAMPION, Doug Jagers, Rushville, Nebraska, right, is shown moments after being named the winner. The World Reserve Champion, Bud Knight, Sturgis, South Dakota, stands at left. Both auctioneers are NAA members.

teria they would personally use in interviewing and hiring an auctioneer, to work as an auctioneer and a public relations representative for their business, assuming each contestant applied for employment and would accept the same salary.

Each contestant's score will be announced as soon as possible after his turn behind the microphone, and all decisions of the judges will be final.

Following the competition there will be a dinner-dance, beginning at 7 p.m. in Regina, at which the presentation of awards will be made.

Chairman of the 1982 Championship is Don Allewell, manager of marketing and operations, livestock division, Saskatchewan Wheat Pool.

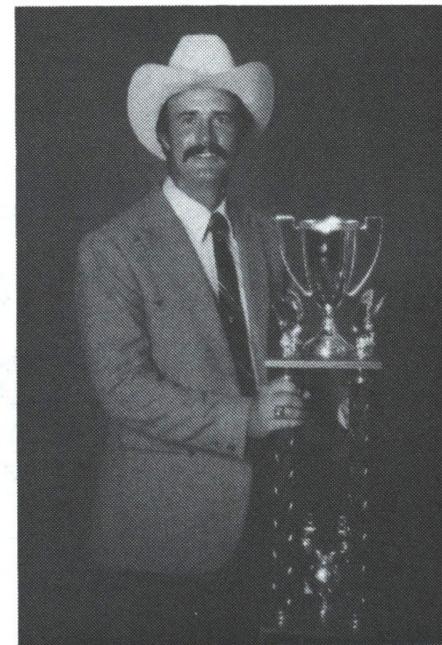
Each contestant must be a livestock auctioneer, at least 18 years old, and must be sponsored by a livestock marketing business. Entry fees are \$250 for U.S. contestants and \$290 for Canadian contestants.

The entry fee includes two complimentary tickets for the evening dinner-dance and awards ceremony; pre-contest publicity; a listing, including sponsorship information, in the Championship printed program; and a complimentary copy of the program for the contestant and each sponsor.

All entries must be received by May 14 to be included in the program and pre-contest publicity efforts. Use the entry form at right.

Further information and additional entry forms can be obtained by contacting Livestock Marketing Association, 301 East Armour Blvd., Kansas City, Missouri 64111. telephone 816-531-2235.

1982 WORLD LIVESTOCK AUCTIONEER CHAMPIONSHIP



Friday, June 18, beginning at 9:00 a.m. at the Pool Stockyards, Regina, Saskatchewan

ENTRY FORM

Each contestant must be a livestock auctioneer, sponsored by a livestock marketing business and at least 18 years of age. The entry fee is \$250 for U.S. entrants; \$290 for Canadian entrants. The fee MUST accompany this entry form. All entries must be received by MAY 14, 1982, to be included in program and pre-contest publicity. Include head and shoulders photo with entry form. (Avoid Polaroid photographs.)

CONTESTANT INFORMATION

Name _____ Date _____
 Home Address _____ City _____ State _____ Zip _____
 Home Telephone _____ Business Telephone _____
 Age _____ (Contestants must be at least 18 years of age.)

If employed by a livestock marketing business(es) please complete:

Company _____
 Address _____ City _____ State _____ Zip _____
 Company _____
 Address _____ City _____ State _____ Zip _____

SPONSOR INFORMATION

Please complete all information. Use additional sheet if necessary.

Company _____
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 Company _____
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MEDIA INFORMATION

List complete names and addresses of newspapers, radio, television stations you want to receive publicity about your participation in this year's contest. Use additional sheet if necessary.

Name _____
 Address _____ City _____ State _____ Zip _____
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On separate sheet, write out sponsor information for your program listing, exactly as you wish it to appear: marketing business name, city, state, owner/manager (up to two names per sponsor). If more than one sponsor, they will appear in the order given.

RETURN THIS ENTRY FORM, WITH ENTRY FEE AND PHOTO TO: 1982, World Livestock Auctioneer Championship, Livestock Marketing Association, 301 East Armour Boulevard, Kansas City, Missouri 64111 (816) 531-2235. 1-800-821-2048

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San Antonio Seminar, "excellent"

The NAA San Antonio Seminar on Personal Property at Auction, February 15-17, featured well received instructors, full attendance at each session, and a variety of evening activities. Weather for the educational event was very pleasant, allowing seminar registrants to enjoy the Paseo Del Rio (Downtown River Walk) adjacent to the seminar's Marriott Hotel.

Seminar chairman for 1982, NAA president-elect Rex Newcom, described the San Antonio event as "excellent, and well appreciated by the registrants". He instructed an Auctioneers' Techniques session in San Antonio, which included participation by members in the seminar. Individual auctioneers demonstrated their styles of auctioning, and opening remarks for auctions in their regions.

The San Antonio Seminar also received local television coverage by an ABC affiliate station which twice aired the seminar segment.

Evening activities included attendance by many seminar registrants at the Paint Horse Auction, held in conjunction with the National Livestock Exhibition and Rodeo. The event was of particular interest to some seminar registrants who had never seen a rodeo, nor attended a western horse auction.

On the following pages the San Antonio instructors discuss four interview questions concerning: profits this year, buyers and sellers in the slow economy, business expansion, and staying organized in the auction busy season.



SAN ANTONIO SEMINAR registrants returned home with pages of notes, hours of tape recordings.

Farmers, surprisingly, are getting younger. Contrary to widely held belief, more and more young Americans are turning to the soil for a living, the USDA reports. There were 401,000 farmers under the age of 35 in 1980, compared with 265,000 a decade earlier. The median age of farmers has declined from a peak of 53.1 years in 1970 to 48.6 years in 1980.

FARM & DAIRY

THE AUCTIONEER

“Where will the profits be found this year, what areas of the market?”

Jim Odle, farm machinery at auction: I think this year we will be looking very definitely for profits in total disbursing and liquidation of businesses. I think that we will see more liquidation as far as financing, and as necessary to liquidate because of financing rather than people retiring.

I think that auctioners will be working closer with banks and lending agencies this year than we ever have in the prior years.

Dudley Althaus, special livestock auctions: It is going to be a real hard year, I feel. I think that most of your profits are going to be found this year in more of the hobby, your recreational type items for people who have money. General merchandise, the thing that everybody uses, with everybody knowing times are hard, you have to remember that there are a lot of people with money.

I think if you get into some special types of auctions, different kinds of things that people use as hobbies, something that they can show off and enjoy, I believe that is where the market is going to be.

Marvin Henderson, heavy equipment auctions: I think all phases of the auction business are going to enjoy growth this year due to the economy. I think that the construction equipment business is going to be fantastic for the auctioneer this year. Of course, farm sales are depressed, but there still will be more and more farm sales. Auctioneers on their toes are going to have more business than they can handle this year.

Gary Garrison, business liquidations-retail: With the high interest rates that we have now, a lot of stores and retail establishments have been overcome. These will be useful in locating a lot of the markets. You are going to see a lot of the stores not necessarily expanding, but getting smaller, “mom and pop” operations in some ways. But real estate I think is by far the major market that you are going to find profits this year.

B. L. “Brad” Wooley, business liquidations-commercial: Profits to be found this year are going to be in the areas that are worked the most. For example, in my own state which is Arkansas, we have contacts with business that result in *contract business* with lending firms, individuals, legal sales, such as probate and federal bankruptcy cases. The market will probably tend to be greater in volume, but probably profits will be less because of the spiraling costs.

JIM ODLE, seminar instructor, farm machinery at auction.



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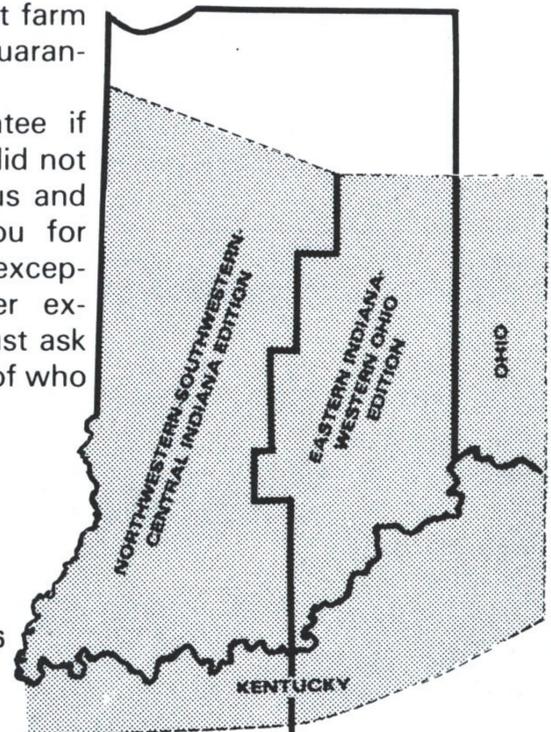
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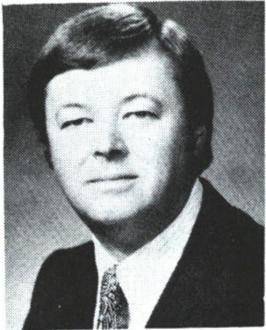
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“What’s the solution to difficulty in getting buyers and sellers in this slow economy?”

Odle, farm machinery: There will be a difficult period that we are going to have as far as getting more buyers than what we do sellers. I think probably we will have more sellers this year than buyers.

The solution is always a difficult one to say. I think that we are going to have to be attractive with the advertising that we do. We have to hit more of a market than we ever have before with our advertising, because we are going to be attracting less from different areas than we ever have before. Consequently, we just have to go with more advertising.

Althaus, special livestock: You are going to have get out and find something to sell to people that want it. Of course, you have got to attract people who want what you are selling, and this is going to be the hard thing. Here again, I think you have to get into special auctions to sell what the people are going to want to buy.

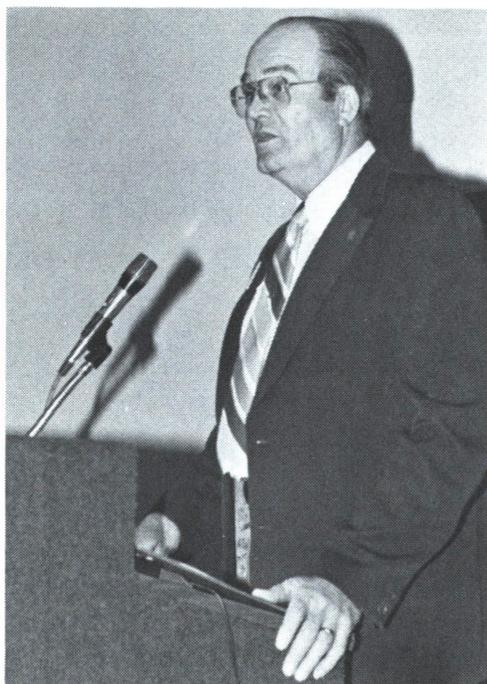
Henderson, heavy equipment: You are presently getting sellers, but of course, some people are holding out, not wanting to sell, because they think the market might pick up. I don’t see any gain in it in the near future.

However, good clean equipment is still in demand. There are buyers for good clean equipment because that new equipment is so high that people are looking to used equipment. So I don’t really see the market depressed for good, solid, clean heavy equipment.

Garrison, business liquidations-retail: Consider the real estate market which is what I am looking at right now more so. I don’t have any problems with

Continued page 46

INSTRUCTOR NEWCOM held auctioneer technique sessions at each seminar.



SEMINAR CHAIRMAN NEWCOM was interviewed by San Antonio ABC television affiliate, KSAT Channel 12.

Seminars Chairman Newcom, job well done

The chairman of the 1982 NAA Seminars program was president-elect Rex B. Newcom, CAI, Whitewater, Kansas. At both Tampa and San Antonio, auctioneer Newcom was a busy man. Each seminar featured an “Auctioneers’ Techniques” session instructed by Rex Newcom, plus “update” sessions at the end of each seminar day.

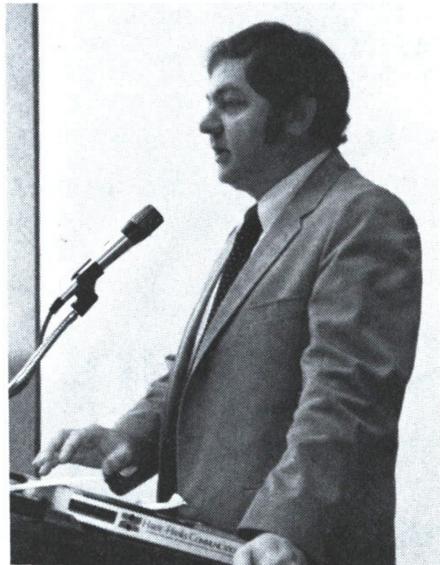
As illustrated by the following photographs, Rex kept each seminar program on schedule, and found time to be interviewed for local television.



EACH SEMINAR INSTRUCTOR received an NAA certificate of appreciation from seminar chairman Newcom, presenting to instructor J. D. Sartwelle, left.



SAN ANTONIO SEMINAR
instructors, clockwise:
James D. "J.D." Sartwelle, livestock market owner and the auctioneer; Dudley Althaus, special livestock auctions; and Gary Garrison, business liquidations-retail.



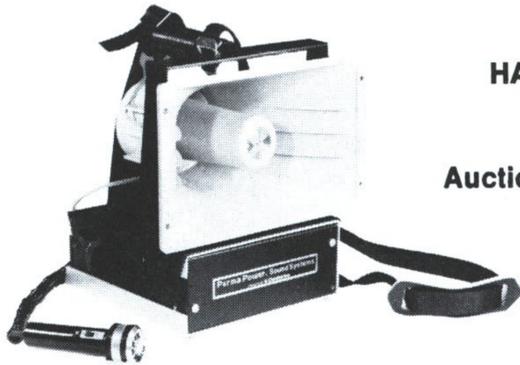
the sellers it's the buyers; but I find that the high dollar real estate is the one I am getting more calls on. I am talking about the \$200,000 plus homes, and I find that these are the people who have the money that can now afford to buy. And so consequently, we have been doing a very lucrative business and I haven't had the problems with these kinds of buyers. With liquidations, yes, you are finding people with problems, because with some stores, where we go in and try to sell a store with some "blue skies" as a going operation, that is extremely difficult now. More so than what it was a few years ago. We are finding we have to piece these items out where people can use certain items out of stores, where it used to be we could put it all together.

Wooley, business liquidations-commercial: Difficulty in getting buyers and sellers has become a problem, as of a very short time ago. In the past, the customary formula was to mail to your regular proven buyers, and to those in the particular market for whatever product you're trying to auction. Then, you would place a small, but attractive, notification in the various local newspapers.

The solution to this problem is that since, by proof, the direct mailing system has waned and is not as strong in results, our firm has gone to more extensive advertising. More planning is taken in the ads, more planning is taken in advertising what we are selling. Hit the majors first, then down to the smaller, and spread in area for your newspaper

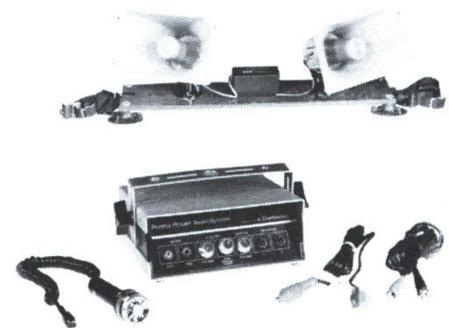
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coverage rather than just in one locality.

Are there more buyers or sellers in this economy? There are a great deal more sellers. Maybe the reason this has not shown up in many people's auction business is because so many of the sellers who want to sell are so insolvent and encumbered that they cannot sell.

“Is now a favorable or unfavorable time to consider business expansion?”

Odle, farm machinery: As far as the present time being favorable or unfavorable for business expansion, I think it is definitely going to depend on your personal situation as far as your business is concerned. In our business, we are going ahead with a new office. We are expanding that way. But we are always looking forward to expanding into a new field as far as the auction business is concerned.

I think, first of all, you have got to be able to service the field that you are in now. If you feel that you are servicing it, and are ready to expand into another potential area of the auction business, then I would say anytime — whether it's this year's slow economy or good economy — could be good for expansion. At the point you are at right now, I think is more important than the economy.

Althaus, special livestock: I think you have to go with your business like it is. If your business is growing, you need to grow with it. If your business is slow, stay slow with it. But I don't see any reason why you shouldn't expand if you are in a business or a market that is growing. Grow right along with the market.

Henderson, heavy equipment: We think it is a favorable time, because we definitely plan to expand our auction business this year — get more organized, be able to handle more sales more adequately. So, I think it is a good time to at least expand our auction business.

Garrison, business liquidations-retail: As a matter of fact, we have expanded our office because we have got to the point where we really are extremely busy. We are being called more and more times by banks and lenders who are “sitting down” on loans, now that they have “work-out” departments. In a lot of lending institutions, they didn't used to have this kind of department because of government agencies.

We are finding that these lenders will sit down with us when they get down to a situation of where a person can't pay the payments, or can't pay the interest. They are looking at us as professionals,

B. L. “BRAD” WOOLEY, seminar instructor, business liquidations-commercial.



for what our judgment would be regarding the person who is the creditee.

Wooley, business liquidations-commercial: I think that any auction firm has plans of expanding, but it might not necessarily be in personnel. An auctioneer may be expanding in area.

In my particular phase of the business I sell with a small crew. There are four people in my organization, and we are organized to sell a small business or a vast hotel such as this Marriott right here in San Antonio.

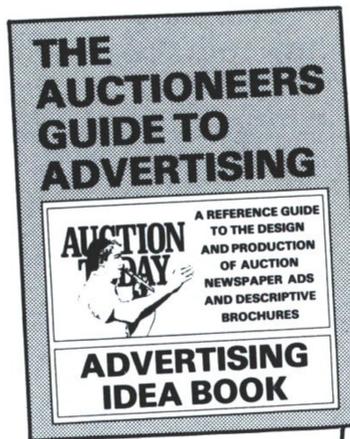
Of course, our “specialization” is presenting *whatever* is to be marketed at auction. There is definitely a professional presentation that is expected of the auctioneer, and that's what should be done. In detail, this concerns the planning of a well organized auction, related to the product — real or personal — that you are offering for your seller. Your first obligation is to your seller.



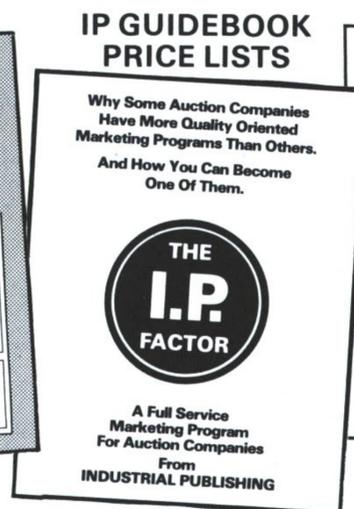
MARVIN HENDERSON, seminar instructor, heavy equipment auctions.



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“What is your best suggestion for staying organized and not wasting time during the busy season?”

Odle, farm machinery: The best suggestion I have as far as staying organized in the busy part of the season, or anytime, is to “do it today and don’t wait for tomorrow”. Anytime you have anything that you can get done today, it’s better to do it now than to put it off.

Of course, a daily calendar is very, very important. In any business, I think you should keep a calendar. Anytime that you do have a free morning or a free afternoon, or *anytime* that is free, you can go ahead and schedule appointments in those periods.

But first of all, if you can “do it today,” get it done. That is one of the best things you can do.

Althaus, special livestock: There is one simple thing that you can do to stay organized — keep a

running list of what you need to do everyday. Check off that list, have one for the next day, check off that list. That way, you are not going to forget some important thing down the line.

Henderson, heavy equipment: Keeping efficient people and paying well are probably the biggest factors in staying organized.

Let people who work for you make money. Have efficient people and demand efficiency from them, but allow them to be rewarded for it by letting them make some money, too.

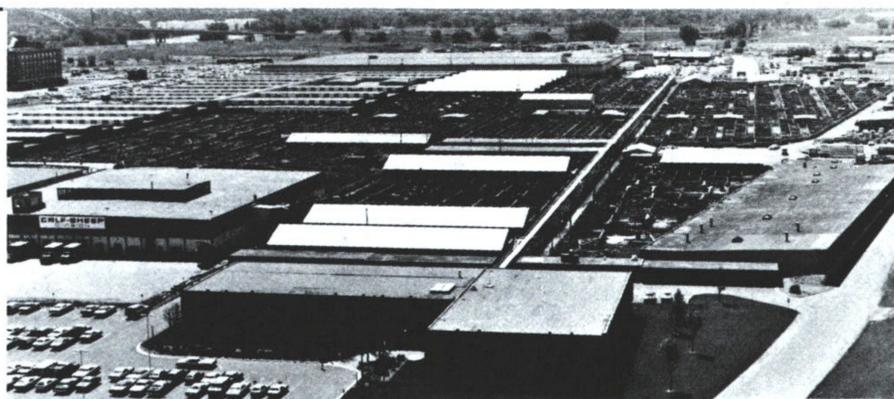
Garrison, business liquidations-retail: Let me put it this way, I have never attended an auction seminar, or a state association meeting that I haven’t made more profit on what I learned at that seminar, than if I would have stayed home working. As far as staying organized I think that continuing auction education is one of the best suggestions I have — new ideas that I find, or new ways of doing things for other auctioneers that are superior to mine. I find that that’s the best way I can provide my time.

Wooley, business liquidations-commercial: Well, with the national trend today, I do not know what a slack season is. My suggestion for staying organized is if you are not busy conducting sales, you should be busy looking to contract sales.



Gordon E. Taylor
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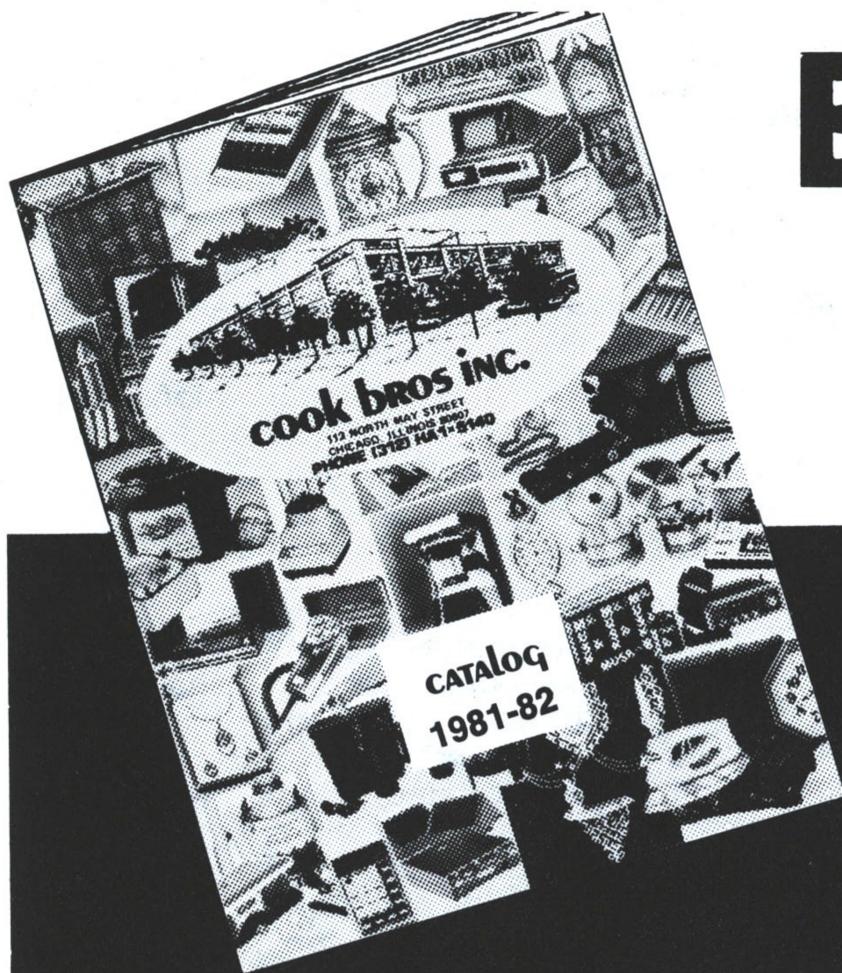
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Real Estate at Auction

Tampa seminar featured in article

Pre-seminar news releases announced the NAA Real Estate at Auction Seminar in Tampa, Florida; and the TAMPA TRIBUNE-TIMES responded. Real estate columnist Bernice Stengle visited the NAA Seminar for this report in the Sunday newspaper. Reprinted with permission of THE TAMPA TRIBUNE-TIMES. The Bill Gaule mentioned in the article is our own NAA vice president.

Auctioning real estate is becoming popular

Give Bill Gaule a house or a condominium, and he will sell it — on a certain day, at a certain hour and usually for the true market value.

And, in "most cases," he said, the sale results in a satisfied buyer and a satisfied seller.

Gaule, an auctioneer from Illinois, was in Tampa last week for a three-day seminar held by the National Auctioneers Association. About 150 members attended the seminar that covered auction sales of real estate. The mostly male members milled throughout the room at the Holiday Inn Central during a mid-morning break. Their call to order was an auctioneer's chant.

The auctioning of real estate is going to be the "way of the future," Gaule said during break, and other auctioneers in attendance agreed.

"People aren't selling the conventional way," said Richard Rosedale, a Winter Park auctioneer. "They're listing a house for months, and people walk through it and it still hasn't sold . . . the buyers are sitting, waiting for motivation . . ."

And there's nothing like the fast, exciting and competitive atmosphere of an auction to get the buyers motivated, according to Rosedale.

People "trickle" through an open house that is listed for sale, preferring to think about making an offer, he said.

At an auction, however, they usually have already seen the property (maps are included in the brochures and advertisements) and are prepared to buy, or at least bid. And, they know that if they don't

bid, they won't have another chance; the property will be sold that day to someone else.

Auctioneers claim an auction brings instant satisfaction for the two parties involved — the buyer's happy because he bought at his price and the seller's happy because he got the highest offer. They also say auctions give the seller more exposure through huge block advertisements in newspapers, through television and radio ads and through the use of mailers and brochures.

So, with a depressed housing market, auctions have become popular as an alternate method of selling real property. It's quick cash for sellers who can't afford to wait six months or longer to find buyers. And time, real estate agents say, is of the essence in a sale. Buyers find auctions entertaining, and of course, are always hoping to find a good bargain.

Auctions aren't for free, though. The seller owes advertising costs, plus a negotiated commission to the auctioneer, who in Florida must be a licensed real estate agent.

The variety offered at auctions includes everything from condos to alligator farms. In the Midwest, more than 50 percent of all farmland sold is sold by auction, according to Howard Buckles of Iowa.

Buckles, president of the National Auctioneers Association, said the growing popularity of auctions is seen in a growing need for professionalism. Whereas auctioneers used to handle only local auctions, now more of them are getting calls to work out of town and out of state. One auctioneer at the convention claimed to have worked in 40 states.

The association has about 6,700 members scattered across the United States and Canada, and members expect the number to grow as more people become familiar with buying and selling through auctions.

"It's a modern, convenient way of selling," said Rosedale.

12,000 in 1982 — One thing that NAA president Buckles hopes will happen is a feat which some members think will not happen. They are far, far in the minority.

A negative attitude never makes for progress. A "POSITIVE" attitude always brings forth results. Dedication of the members to meet the president's goal is indicative of their support as the proliferation of new members continues.

The president's project is a simple one and can be achieved by every member recruiting at least one new member. If you haven't recognized your responsibility as a member of the NAA, by sponsoring a new member, take an energy pill.

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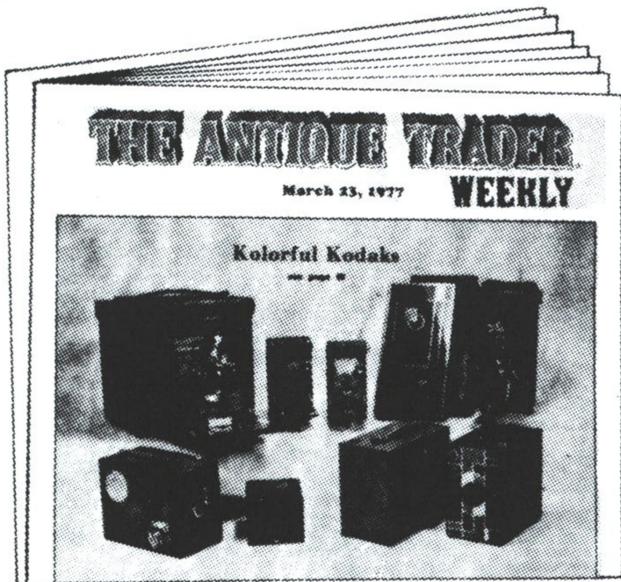
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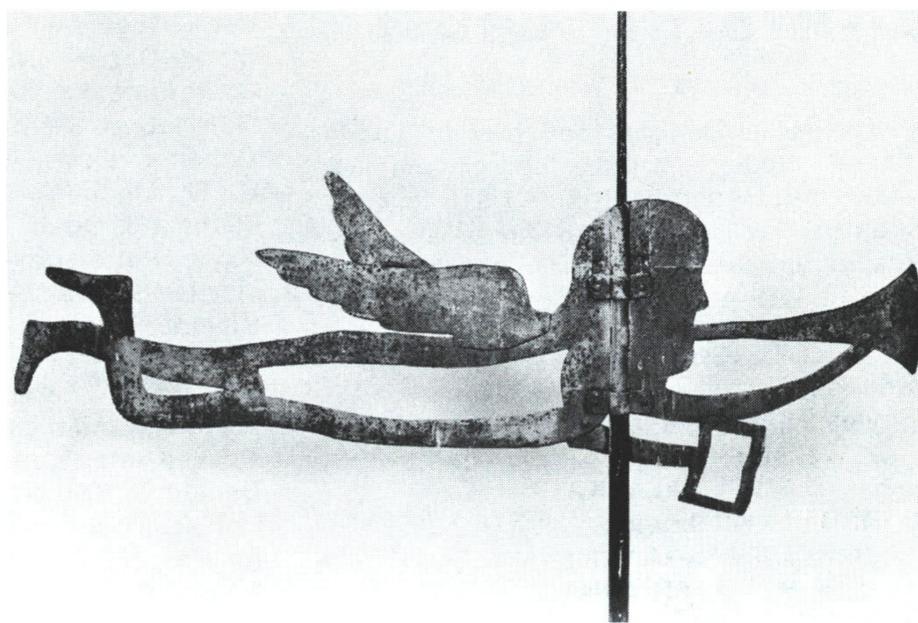
Antiques at Auction

Gabriel weathervane sets record

South Deerfield, Massachusetts — The sheet metal “Gabriel” weathervane from the top of the North Leverett Baptist Church in North Leverett, Massachusetts, was sold for a new world auction record at Douglas Auctioneers on Saturday, January 23, by NAA member **Douglas Bilodeau, CAI**. The vane sold for the hammer bid of \$30,000 (plus 10% buyer’s premium) to a private collector.

The previous record for a weathervane at public auction was held by the “Indian Mashamoquet,” a full bodied nineteenth century example which was sold from the Gregory Collection on January 27, 1979 at Sotheby Parke Bernet, New York. At that time the high bid was \$25,000, plus the ten percent buyer’s premium which went into effect on that date at SPB. According to auctioneer Bilodeau, a great deal of interest was shown in the Gabriel weathervane (nineteenth century, 58” long, 20” high) both before and during the auction.

The church voted in November to sell the antique in order to repair the badly deteriorating steeple and fix the basement. Rev. Carl McConchie, pastor of the church, said parishioners thought they might get \$4,000 to \$5,000 for Gabriel. “Now, not only will we be able to rebuild our steeple, but also we’ll be able to complete our work in the basement of the church.”



RECORD SETTING “Gabriel” weathervane sold for \$30,000.



“Incredible” accumulation of antiques

A January auction in Marysville, Kansas, turned out to be a highlight in the career of NAA member **John Woody**, Douglass, Kansas. More than 800 buyers traveled to the small community to participate in the auction of an “incredible” accumulation of antiques — 1500 lbs. of coins, glassware, china, furniture, clocks, toys, primitives, boxes of quilts and linens, photo albums, and more. The collection was the estate of Mrs. Lillian Solt, Waterville, Kansas, whose antiques overflowed her home and were stored in an old schoolhouse purchased at auction years ago.

High selling items included: a Victorian Burl Walnut hall tree with marble, \$1650; a Royal Bonn Ansonia clock, \$1500; and a 15½” Bisque doll (in pieces) sold for \$725.

Mrs. Solt the collector had spent many years attending sales throughout the United States, Mexico, and Canada.



KANSAS ANTIQUES AUCTION by NAA member John Woody produced good prices. Clockwise and down: Royal Bonn Ansonia clock, \$1500; walnut Waterbury, mirror-sided clock, \$750; and a Prussia berry set, \$1650.

Booster Club

The NAA members and friends whose names appear within their respective states have each contributed \$10 to have their names appear four times annually (January, April, July and October) in support of THE AUCTIONEER magazine.

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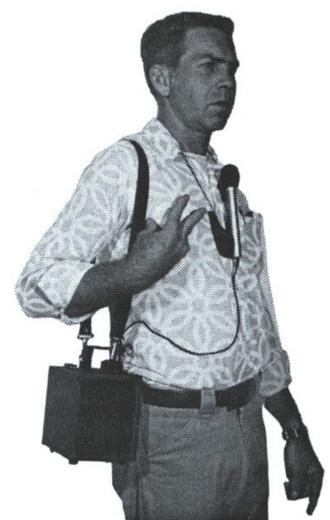
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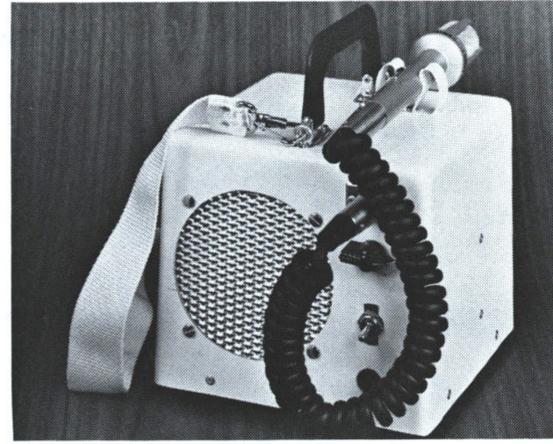
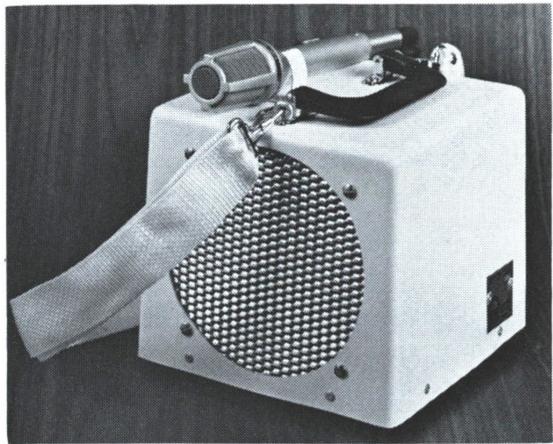
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Convention Dates	State Association	Hotel or Motel and City	Convention Chairman or State Association Secretary
April 24-25	Arkansas	Ramada Inn, Jacksonville	Jayne Lowery
April 17-18-19	Kentucky	Lure Lodge, Jamestown	B. G. Dunnington
April 25	Iowa (Spring meeting)	Amana Colonies, Seven Villages Holiday Inn on Interstate 80	Margaret Bloomer
May 1-2	Missouri	Holiday Inn, Osage Beach	Doran H. Livingston
May 1-2	Nebraska	Holiday Inn, North Platte	Randy Ruhter
May 1-2	Oklahoma	Sheraton Century Center, Oklahoma City	Ray Patterson
May 1-2	Washington	Everett Pacific Hotel, Everett	Bonnie Anderson
May 15-16	South Carolina (Annual)	Sheraton Lake Marion, Santee	Maude Burnett
May 16	Alabama	Montgomery	Pete Horton
June 5-6	Georgia	Savannah	Lynn Dempsey
June 9-10	Wisconsin	Green Bay	Robert Massart
June 11-13	South Dakota	Mitchell	Marti Dunlap
June 13-14	Tennessee	Peabody Hotel, Memphis	E. B. Fulkerson
June 24-26	Texas	Brookhollow Marriott, Houston	Dudley Althaus
July 28-31	NAA 1982 Convention	Atlanta Hilton, Atlanta, Georgia	
January 14-15, 1983	Pennsylvania		Blaine C. Brown

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.

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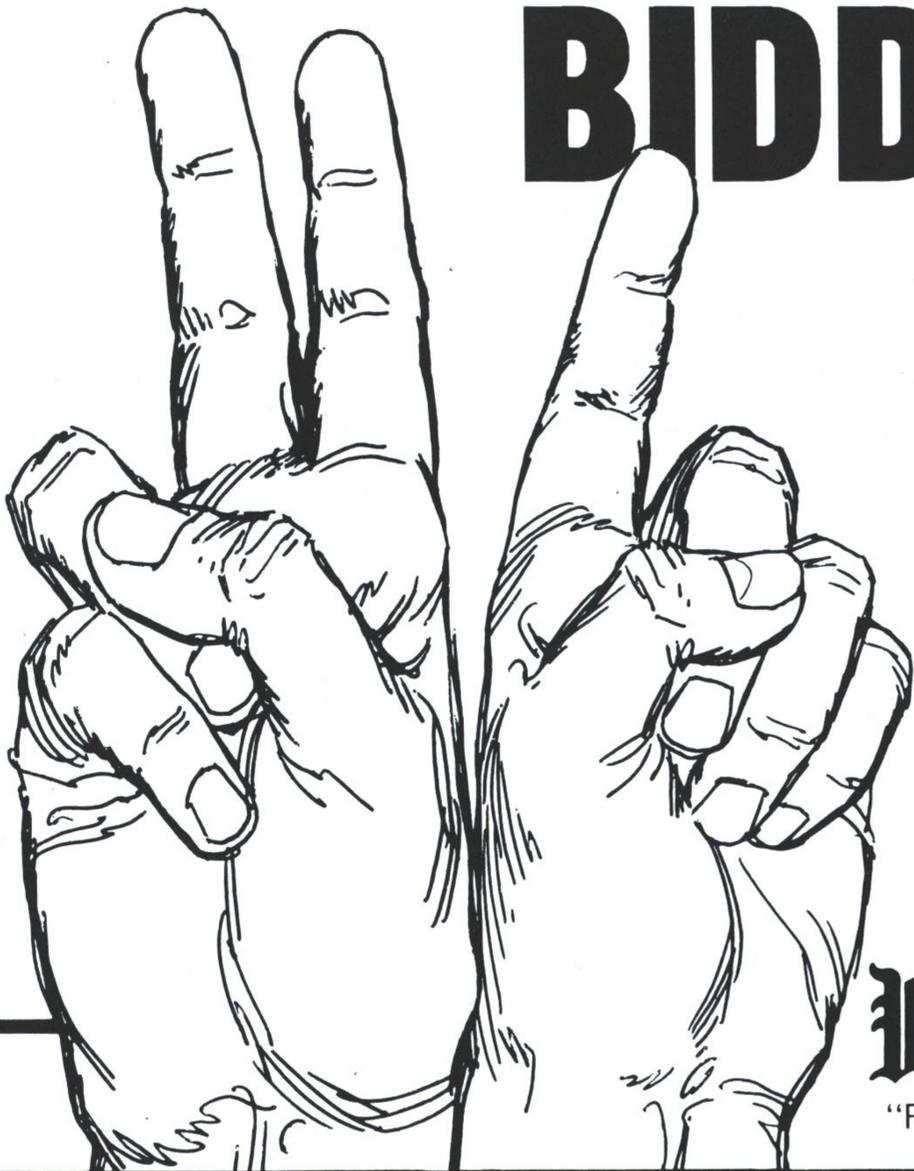
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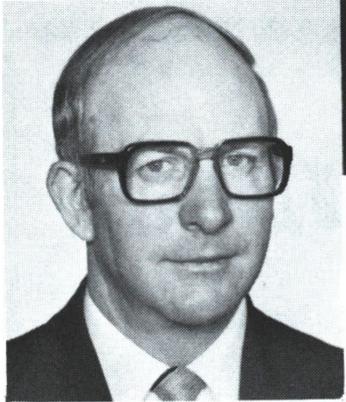
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State association reports

New Jersey State Society of Auctioneers third annual convention

The New Jersey State Society of Auctioneers held its third annual convention, Saturday, February 6, 1982 in Somerset, New Jersey. JoAnne and Jim Fawcett co-chaired the day long meeting of informative seminars, convention banquet, Auctioneer-of-the-Year award, annual meeting, championship bid calling contest and fun auction, all attended by NJSSA members and their guests.

Patricia Bayer, an associate with the Gallery of Rosenberg & Stiebel in New York City, opened the morning session with a slide show presentation on "Art Nouveau-Art Deco; Origins and Adaptations". Ms. Bayer, who is also a writer for the Metropolitan Museum of Art and Antiques World magazine explained some of the pieces of furniture, Tiffany lamps and other famous items of the Art Deco-Art Nouveau period.

NJSSA member Robert Slatoff, appraiser, museum consultant and auctioneer, gave a "hands on" lecture on European china. He passed around examples of different types of china and porcelain for examination by the group. Slatoff explained underglaze, overglaze and other factors to determine the age and origin of china.

After lunch the seminars continued with a talk entitled "Original Prints — Past and Present" by Andrew Stasik, Director of Pratt Graphics Center in New York City. Mr. Stasik discussed the various types of prints such as relief prints, intaglio, stencils, and lithography.

The afternoon seminars were concluded with a discussion and question/answer session on Oriental Rugs by NJSSA member Michael Sarkisian, consultant, appraiser and expert in antique oriental rugs. Many interesting facts about different types of oriental rugs and rug buyers were discussed at this session.

Nicholas Macaluso was elected NJSSA president at the annual meeting. Other officers elected were: vice president Malcolm Spaulding, treasurer Joseph Dobozyński, and secretary Pamela Moore Epstein. Past president Victor Sabatino and Joan Leibowitz were elected to three year terms as directors, and H. D. Wilkinson was elected as a director to fill an unexpired term.

NAA executive vice president Harvey McCray was the banquet speaker and gave NJSSA members an "NAA Update," relating NAA activities, seminars and the 1982 NAA convention to the group. The NJSSA presented Harvey McCray with a check for \$500, as the first installment payment of the \$2500 pledged by the NJSSA for the NAA building fund.

John P. Kachmar, a past president of NJSSA was named the 1982 New Jersey Auctioneer-of-the-



CHECK FOR \$500 is presented to NAA executive vice president Harvey McCray, right, by NJSSA 1982 Auctioneer-of-the-Year award winner, John Kachmar. The check represented a portion of the NJSSA pledge for the new NAA headquarters building fund.

Year, for his outstanding service and contributions in betterment of the New Jersey State Society of Auctioneers. He went on to win the New Jersey Champion Bid Calling Contest over the three finalists, Bill Barron, Joe Dobozyński and H. D. Wilkinson. The convention closed with the Fun Auction, and the naming of Arthur Williams and Joan Leibowitz to co-chair the 1983 convention.

The 1982 convention co-chairpersons, JoAnne and Jim Fawcett, were thanked for providing a day well spent. The convention was a "rewarding and an enriching educational experience; a day for renewing old friendships and forming new friendships; a day that enabled all to leave with new enthusiasm to pursue the auction profession with greater vigor and zeal."



PROCLAMATION SIGNING of National Auctioneers Week in South Carolina. As Governor Richard W. Riley signed the proclamation SCAA members looked on, from left: Fred Mullis, Larry Meares, J. L. Pinckney, Bill Yonce, Archie Moody, George Pechilis, Ken Hendrix, and Jack Richardson. The signing took place in the Office of the Governor, at the Capitol Building in Columbia, South Carolina.

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Minnesota



INSTALLATION OF 1982 OFFICERS for the Minnesota State Auctioneers Association at its January convention. From left, NAA president Howard Buckles, MSAA directors Duane Mulder and Kelly Conger, president Bill Pinske, and vice president Pat Ediger.

Pennsylvania



OUTGOING PRESIDENT'S AWARD presented to Harry Anderson, CAI, right, by Pennsylvania Auctioneers Association 1982 president Kerry A. Pae, CAI, part of the January PAA convention in Harrisburg.



PAA BID CALL CONTEST held at the 1982 State Farm Show, January 14. Pictured are the top ten finalists, with the winner, Mark Rohaly, standing between PAA president Kerry Pae and outgoing president Harry Anderson. The event was covered by two television stations, a radio station and several Pennsylvania newspapers.

Nebraska



NATIONAL AUCTIONEERS WEEK proclaimed in Nebraska by Governor Charles Thone, center, holding honorary gavel and the official proclamation. The event was well attended by officers and members of the Nebraska Auctioneers Association. This AUCTIONEER cover features the gavel presentation by the Nebraska Association president Dean Schow.

You may have to sell the equipment at auction someday — wind power use is expanding. For example, the number of nationwide manufacturers of wind machines to generate electrical power has increased 300% since 1975.

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come scared or need help. They are normally marked with big signs in the window with the letter "H". If your community does not have such a program, have the PTA write to National Crime Watch for information.)

9. There is a holdup every 10 minutes in the United States.

(False: Actually, there is an armed holdup every 78 seconds! And this rate is expected to increase.)

10. The best time to teach children safety and crime prevention is when they are in the lower grades.

(True: Safety and crime prevention can be taught by games, coloring books and teacher-parent programs.)

For free crime prevention and fire prevention tips, send a stamped, self-addressed envelope with your request to: National Crime Watch Editor c/o National Association Chiefs of Police, 1000 Connecticut Ave. N.W., Suite 9, Washington, D.C. 20036.

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

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

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

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

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

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

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

NEW ADVERTISERS: All new advertisers are required to submit credit account information, an insertion order, and payment in advance (with copy), before advertising will be accepted. If applicable to the new advertiser, advance payment for the first three months is required. Submission deadline for new advertisers is the first of the month.
 - 3. AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.
 - 4. COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 7). If advertising is discontinued before completion of contract, short rates for space will apply.
 - 5. MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color.
Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4¾ inches; Quarter page — 3½ by 4¾ inches or 7¼ by 2¼ inches.
 - 6. PREPARATION CHARGES:** You will be billed for the following charges when the NAA office prepares, or makes changes in your advertising.

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\$20.00	\$15.00
half page	artwork changes
\$30.00	\$25.00
full page	\$45.00

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 - 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.
 - 8. SUBSCRIPTION AND SINGLE COPY:** One year's subscription to THE AUCTIONEER is \$18, and only open to non-auctioneers. Single AUCTIONEER copy is \$1.75. Subscriptions and issues available only from the NAA office.
 - 9. ADVERTISING DISCLAIMER:** Products or services advertised in THE AUCTIONEER are in now no way endorsed by the National Auctioneers Association. Simply because a product or service appears in the NAA's official publication, that appearance does not imply an NAA recommendation of the product or service over any other. Problems encountered with an AUCTIONEER advertiser should first be directed to the advertiser for satisfaction. If the problem remains, then the NAA office should be notified.
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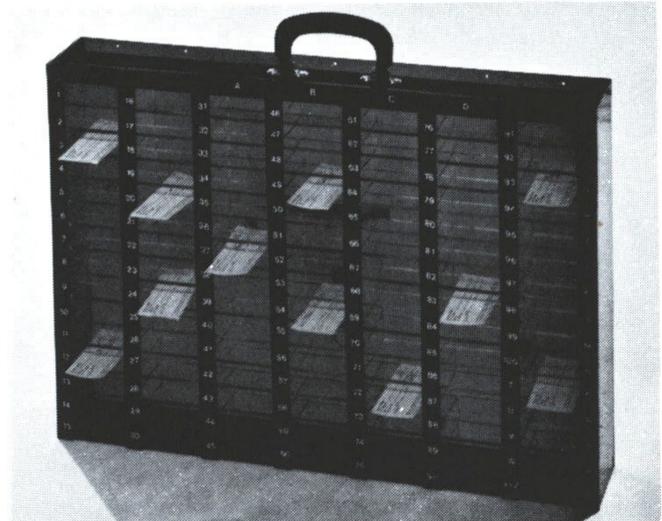
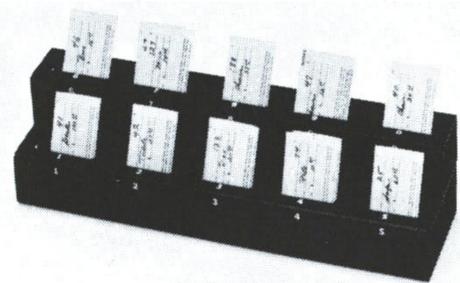
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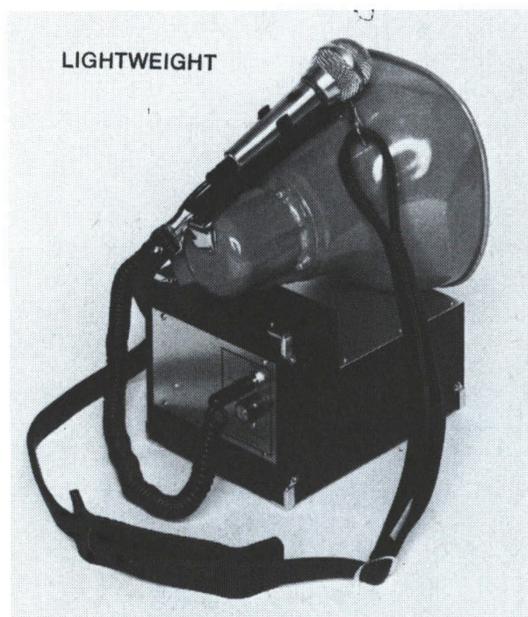
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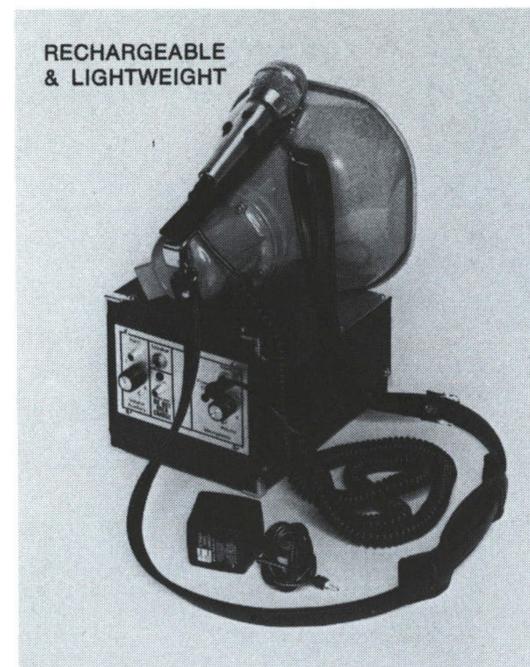


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