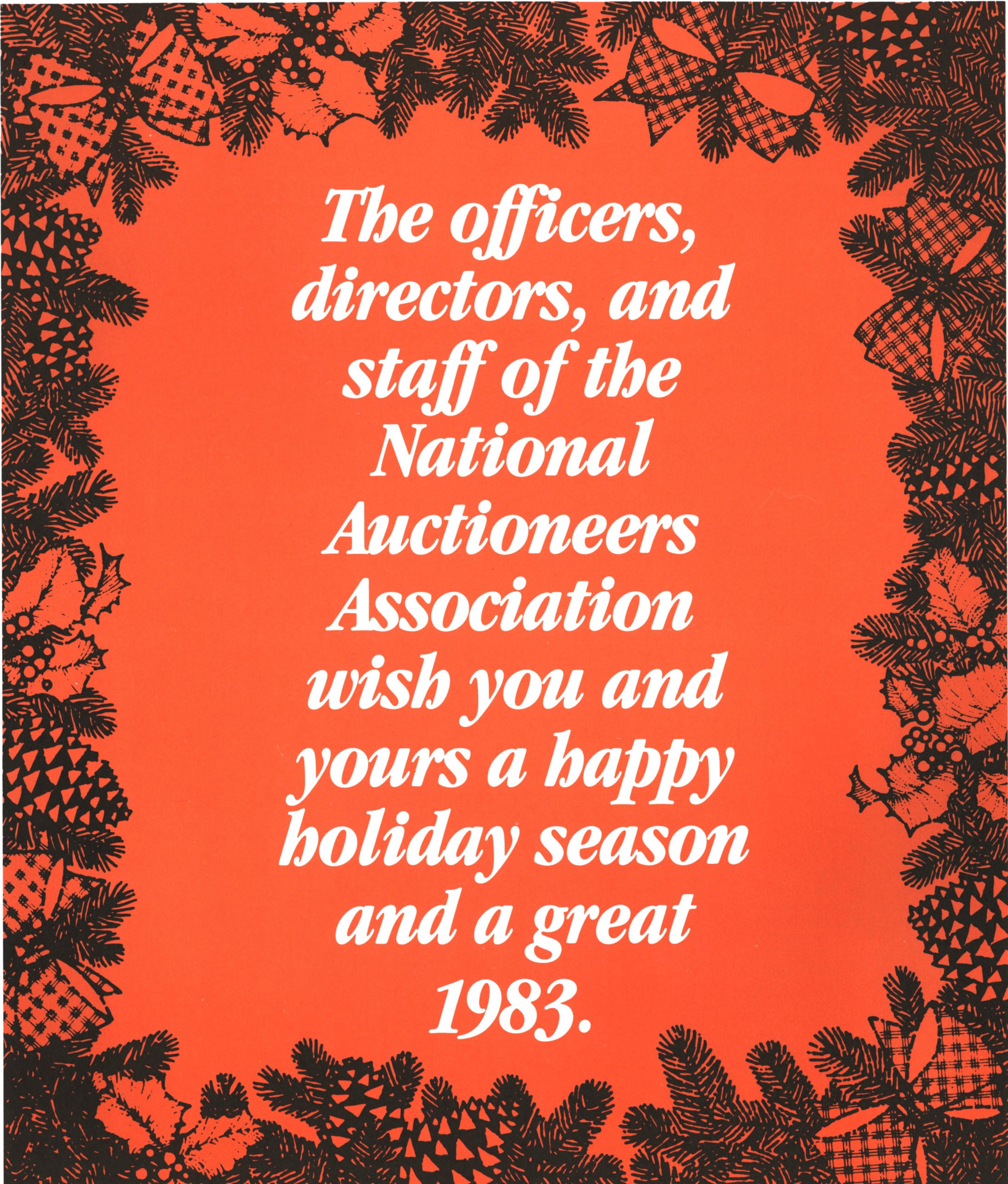


THE AUCTIONEER

The Magazine of the National Auctioneers Association • December, 1982

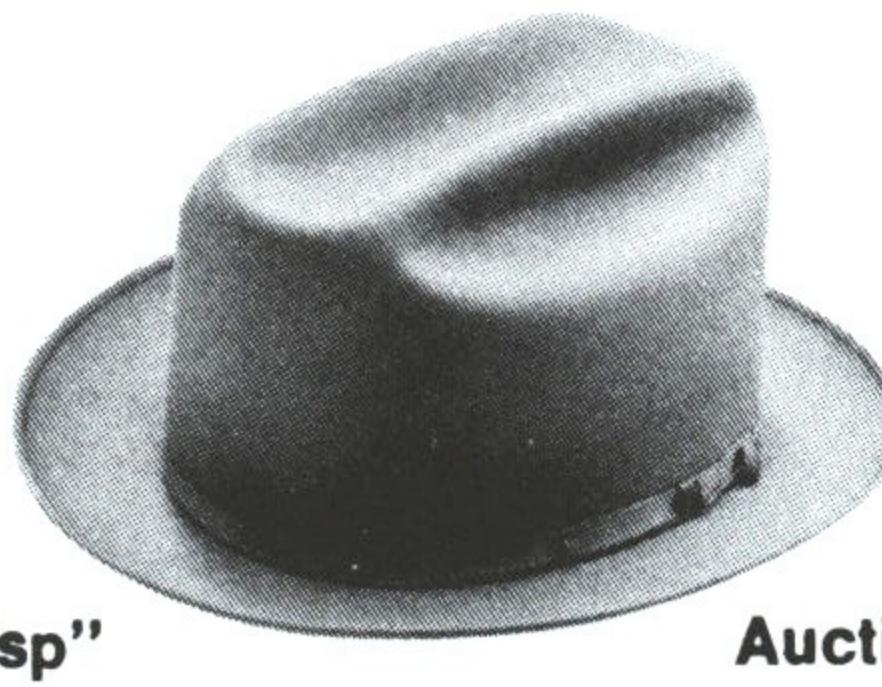


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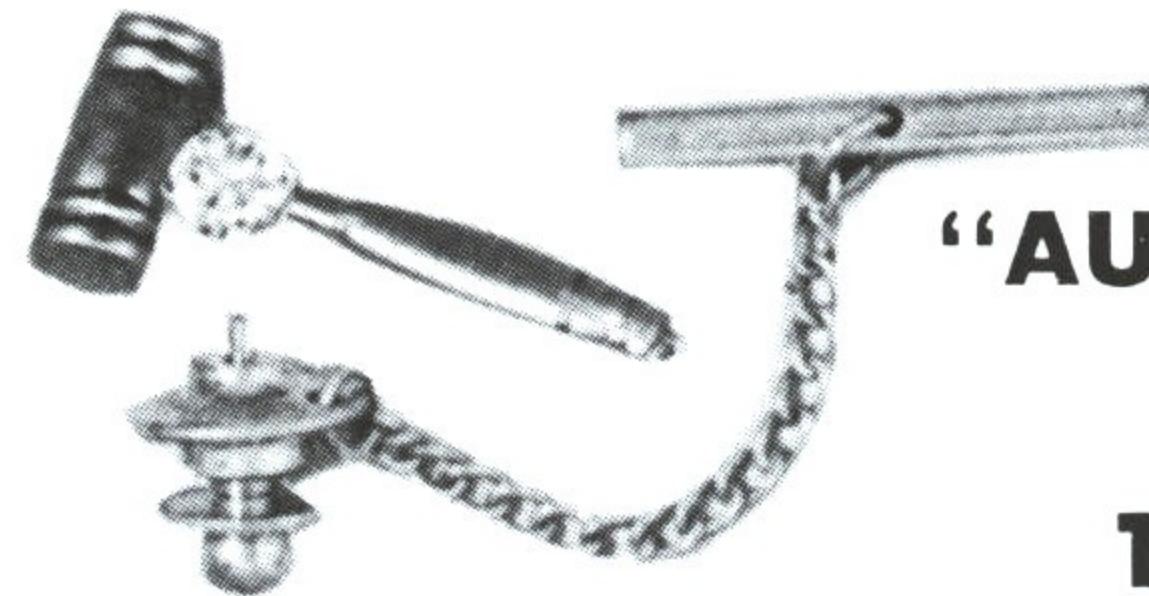
ATTENTION ALL NEW AND OLD MEMBERS OF NAA



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Auctioneer Hat



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TIE TACK

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

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

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

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

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

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

NOW, HERE COMES THE BIG ONE!

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

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

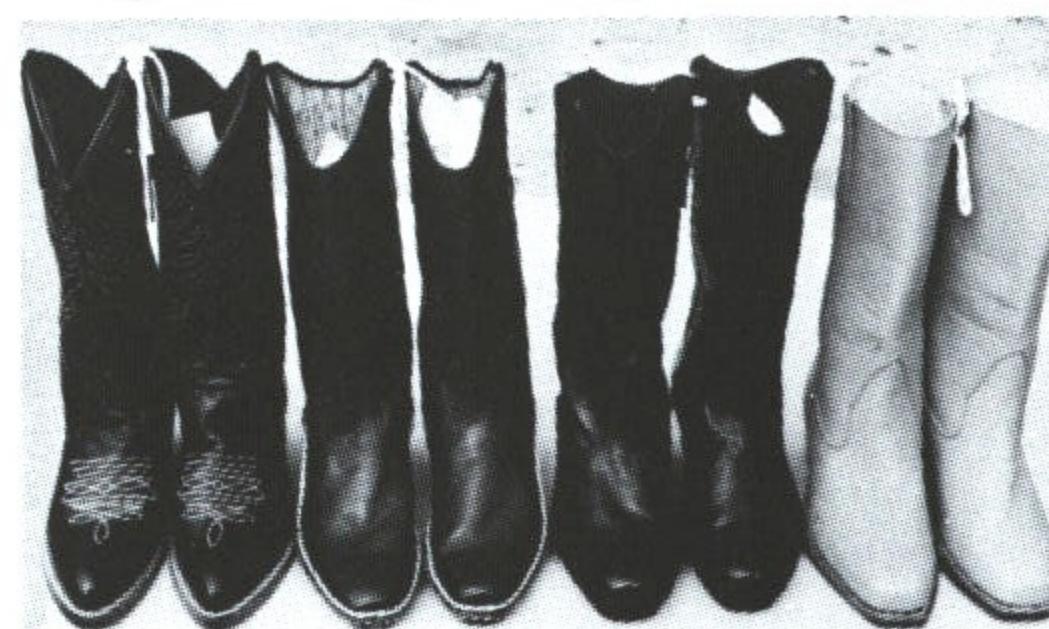
Please note new price list. I apologize for the price increase on everything made in this country, but they just keep hiking the prices to me.

| | |
|--|-----------------|
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Letters to THE AUCTIONEER

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**.

Peter E. Desideri, 5041 N.W. 83rd Street, Fort Lauderdale, Florida 33319
A. Howard Golden, 9804 S. Stoney Creek Road, Carleton, Michigan 48117
Donald W. Lewis, P.O. Box 3033, Fayetteville, Arkansas 72702

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AMERICAN BUSINESS

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.

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

Add these members to your Directory

By the time you're reading this AUCTIONEER, the 1982-83 NAA Membership Directory has been mailed to all current members. However, some members who should have been listed were mistakenly omitted.

Every attempt was made during the preparation of the 1982-83 Directory to list all of the nearly 6500 NAA auctioneers. Regrettably, through computer error, human error, or a combination of both, NAA members were either removed from state lists, or were never listed in the first place. To rectify the situation, the NAA office will continue to update members' files upon notification that they have been left out.

Furthermore, **THE AUCTIONEER will publish the names of NAA members omitted from the directory**. You are highly encouraged to include these members on the back inside cover, in the "Additions/Corrections to your NAA Directory".

Additions to your NAA member Directory

The following were mistakenly omitted from the 1982-83 NAA Membership Directory. Please include them in your personal copy.

NEBRASKA
BLANK, WILLIAM, Madison 68748

NEW JERSEY
LUBMAN, MAURY, 1080 Main Avenue, Clifton 07011
(Please omit Mr. Lubman from New York list.)

OHIO
ROTH, RICK J., R.R. #1, Box 165, Archbold 43502

PENNSYLVANIA
WELCER, JOHN, 724 Chain Street, Norristown 19401

A great many members have never sponsored an auctioneer for membership in the NAA, seeming to think that the "other fellow" will take care of our Association growth and advancement.

Someone has said that a chain is only as strong as its weakest link. So also will the NAA prosper and grow only in proportion to the manner in which the individual member makes his or her influence felt.

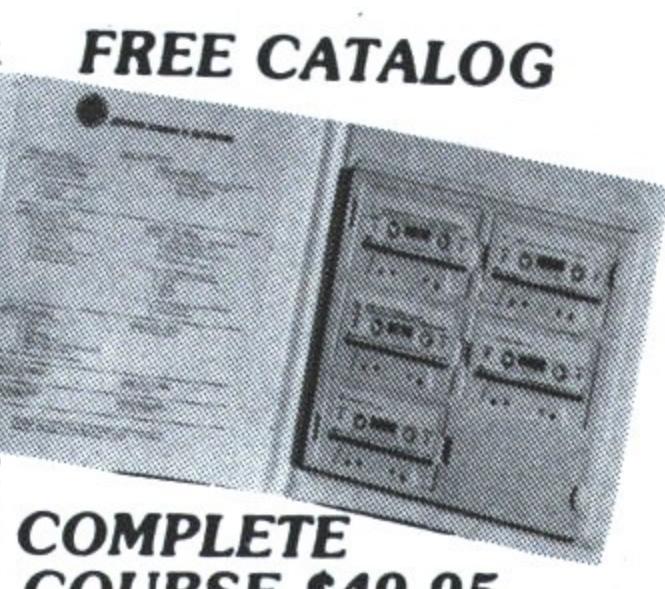
Certainly you have some influence. Then why not put it to use? If you have never done so, set out in an honest-to-goodness effort to sponsor a new NAA member. How about it?

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DECEMBER, 1982

Volume XXXIII, Number 11

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

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

Editorial and Advertising copy must be received in the NAA office on or before the 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.

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Ms. Marge Houser, Secretary

Mrs. Susan Koerber, Secretary

Mrs. Sharon Whisenhunt, Secretary

"Alternate Plan B" vital on auction day

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



It's easy to get a feeling of how great we are, and how knowledgeable we have become. However, while hiding behind all of the wisdom and knowledge we believe we possess, we often fail to see just how fallible we can be. The best laid plans can be interrupted and if we don't have a backup to carry out our program for auction day, we can lose everything we have worked and planned so hard to obtain.

During my flight from Binghamton, New York, to Washington, D.C., after attending the New York State Auctioneers Association convention — a great convention — I was reminded how great it is that man has defied gravity and achieved flight. However, when mechanical problems occur, man's achieved flight remains on the ground! That was the case on this trip.

With one flight cancellation after another, and with many ticket changes and baggage shifting, an alternate route was found. My destination was reached, but only because a backup system was put into play.

I wonder how many times we build backup systems or alternate plans into our auction programs? I'm referring to that "Alternate Plan B" which will carry us through when the unexpected happens on that all important day of the auction. Dedicated auctioneers will do everything in their power to provide and conduct an excellent auction. However, the best made plans may go wrong!

Experienced, professional auctioneers will have in their program an alternate route to help guarantee a successful auction. The experienced, professional auctioneers must always realize, just as the Passenger Traffic Controller at Binghamton Air Terminal realized, that there can be another way to get to where you are going when your well-laid plans are interrupted by obstacles over which you have no control.

Blueprints for many of these alternate plans will be provided to "Auction Traffic Controllers" — NAA members — at the January NAA Real Estate at Auction Seminar (Louisville, Kentucky) and at the February NAA Antiques at Auction Seminar (New Orleans, Louisiana). **President-elect William L. "Bill"**

Gaule, the 1983 Seminars Chairman, has excellent programs planned for us in these two, very informative and educational seminars.

I honestly believe there is no way that you, as an auctioneer, can afford to miss these presentations, conducted by some of the finest professionals in our business today.

During my rescheduled flight from Binghamton, New York to Washington, D.C., and while gazing out of the plane's window I saw a panoramic view of Washington, D.C., lights glistening in all of their splendor. What a beautiful sight to behold!

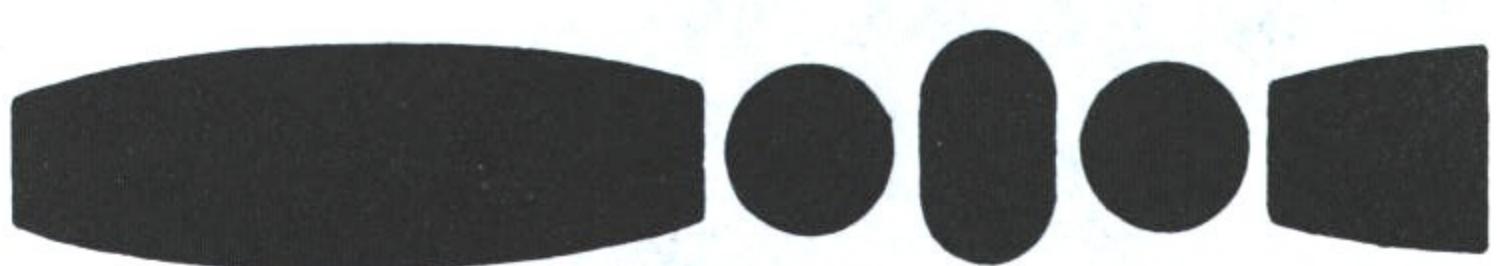
The sparkling lights suggested to me the bright and cheerful month of December. May we all pause in our busy schedules to become involved in a wonderful and beautiful holiday season and the promise of a coming new year.

On behalf of my wife, Naomi, and my family I wish all of you the happiest of holidays and a prosperous beginning for 1983.

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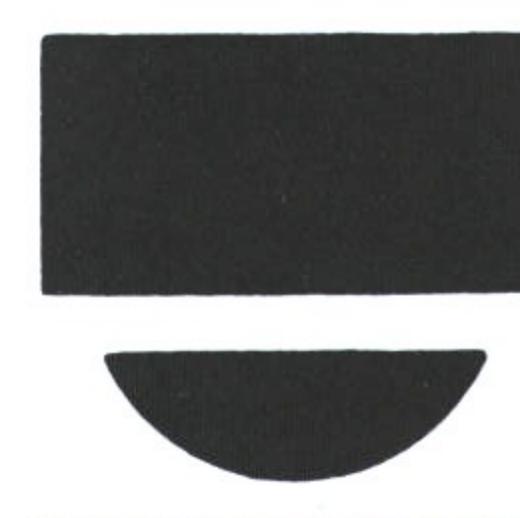
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**The Legal Aspects
Of Auctions . . .**

Bidding pools, legal or not?

**By Gregory E. Michael
Attorney at Law
Hanrahan & Michael, P.A.
Merrimack, New Hampshire**

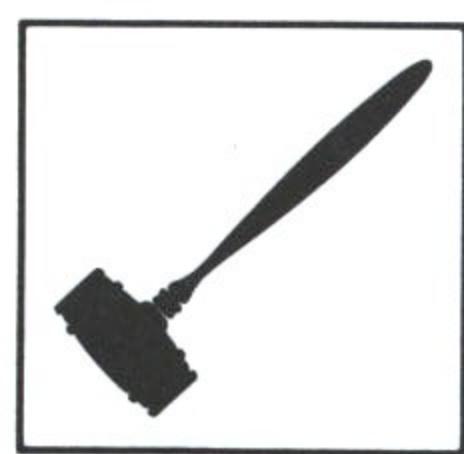
The recent articles in **THE AUCTIONEER** prompted me to revive some research which had been previously done concerning bidding pools or "rings".

Essentially, a bidding pool or ring is a group of bidders that agree in advance not to bid against each other on particular pieces in which they all have some interest in acquiring. The history of rings dates to England when it was customary for collectors to retain dealers to bid on selective pieces at auctions. The dealers, desiring to keep their acquisition cost at the lowest possible level began to organize and conspire to control bidding at auction sales. Many times dealers interested in certain types of items such as silver or furniture would "ring" together, thus several rings might exist at any one sale.

As most auctioneers are aware, after the auction, the purchases made by the ring are sold at a private or "knock-out" auction among the members with one of them acting as the auctioneer. Any profit from the private sale is then distributed among the members of the ring. As can be imagined, the invasion of an auction by a ring has a tendency to depress prices and actual market values of many fine pieces.

Since auctioneers are engaged by clients to produce the highest possible price for the goods sold, what, if anything, can an auctioneer do when confronted by the ring? In England, rings are declared illegal by statutory law. In the United States, the legality of rings is not so easily answered. It has been said that rings are illegal under the anti-trust statutes which generally prohibit conspiracies and restraint of trade. (*American Tobacco Company v. United States*, 328 U.S. 781 (1946). (See also 15 U.S.C.A. S 1 "The Sherman Anti-Trust Act" which states in part that every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce among the several states, or with foreign nations, is declared to be illegal. Every person who shall make any contract or engage in any combination or conspiracy hereby declared to be illegal, shall be deemed guilty of a felony. This act provides for a \$100,000.00 fine and three (3) years in jail).

As a practical matter, however, gaining any en-



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Joe Small, CAI TXE-012-0252

forcement of small local rings by the federal authorities would be extremely difficult and cumbersome. What about state laws? While many states have statutes prohibiting collusive bidding practices between the auctioneer and bidders in the crowd, (See New Hampshire RSA 358-G) it does not appear that any states have specific laws outlawing or barring bidding pools or rings. However, many states have adopted consumer protection legislation which could be used to bring action against ring members. Finally, at least one state by Court decision has outlawed or defined the legality of bidding pools. In *Phippen v. Stickney*, 44 Mass. 384 (1841) the Massachusetts Supreme Judicial Court clearly defined the legality of bidding pools in the Commonwealth of Massachusetts. The one truly interesting aspect of this case is that the Court recognized that in certain instances bidding pools might not be illegal. Generally, the *Phippen* case stated what appears to be the general rule throughout the United States.

"That where such arrangement is made for the purpose and with the view of preventing fair competition, and by reason of want of bidders to depress the price of the article, offered for sale, below the fair market value, it will be illegal . . . "

However, it was clear to the Court that:

"If the arrangement is entered into for no such fraudulent purposes, but for the mutual convenience of the parties, as with the view of enabling them to become purchaser, each being desirous of purchasing a part of the property offered for sale, and

not an entire lot or induced by any other reasonable and honest purpose, such agreement will be valid and binding."

All auctioneers would be wise to remember this principal of the *Phippen* case. On occasion, higher prices for a valuable object may be obtained when two or more people agree to acquire title jointly for the purposes of resale where one could not afford it by himself. This is especially true when auctioning large lots of merchandise where individually it might be difficult for one person to purchase the entire lot.

As most auctioneers are aware, bidding pools do not usually have an honorable purpose. Thus, when an auctioneer spots a pool at an auction, what steps, if any, should be taken to remedy the situation? It is clear that the auctioneer has a right to briefly recess the auction and bring to the attention of the entire group of bidders present that a ring exists. By merely pointing out the existence of the ring, its effectiveness and those willing to participate may be reduced. Also, if the auctioneer feels that the bidding is clearly being depressed by the operation of the ring, the auctioneer, on behalf of the consigner, would be able to sue each and every member of the ring for any proved loss profits. Practically speaking, this would be difficult to do as the auctioneer may not know the individuals in the ring nor would it be easy to prove just how much the ring suppressed fair-market-value prices. Also, in a sale

Continued page 8

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with reserve, the auctioneer can, with the consent of the consignor, withdraw property being sold prior to receiving the final bid. By selectively withdrawing pieces being bid on by the ring, this may frustrate the operation of the ring until its membership returns to normal bidding procedures. Granted, these remedies are cumbersome and are not something that most auctioneers wish to be bothered using. However, if rings are to be combated by auctioneers there must be an effort to confront the rings head on, to let them know that they will not be tolerated.

(Local laws vary, so be sure to check applicable statutes and regulations in your area).

Benefits cited in hiring your children

(It can be safely said that the auction industry is one of the most family centered businesses in the nation. Dad auctions, Mom clerks or cashiers and might also auction; the older children help in the ring, and everyone helps set up the merchandise. But there's more to it than just family unity when you hire your children.)

The following article is reprinted with permission of the USED CAR DEALER, the official publication of the National Independent Automobile Dealers Association, Raleigh, North Carolina. It's good advice for car dealers, but can also apply to auctioneers and the family auction business. Emphasis added by THE AUCTIONEER.

Mr. Wright is a partner in the international accounting firm Deloitte Haskins & Sells, and deals primarily in the area of assisting small businesses.)

Employing your children in your dealership can save you money

By G. Rudy Wright

If your dealership involves some work your children can do, hire them part-time instead of giving them an allowance. This can be a legitimate method of splitting income. Hiring your children can increase the deductible wages of the dealership and shift income to your children who are in a lower tax bracket. Since payments to relatives are closely scrutinized by the IRS, you must be able to prove that the payments are really wages and that a bona fide employment relationship exists.

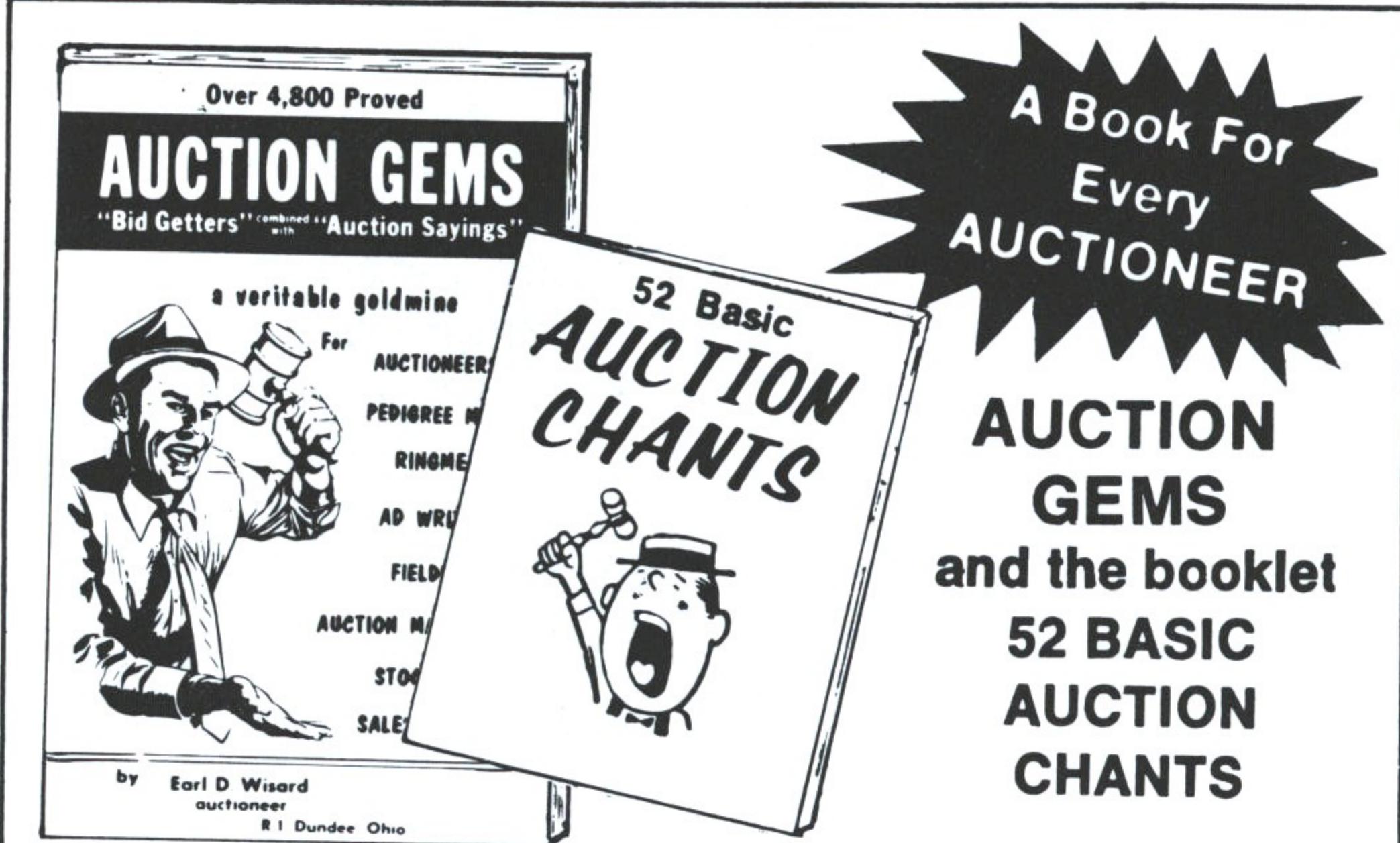
Compensation is deductible under the tax laws only if it is:

- Reasonable in amount,
- Based on services actually rendered, and
- Paid or incurred.

There are other requirements for deduction, such as entry on the books and records of your dealership. The importance of keeping appropriate records of business expenses cannot be overemphasized — the burden of proof is on you.

The compensation you pay your children must be a reasonable amount paid purely for services rendered. The services performed must be necessary for the operation of the business and not capable of being performed by your existing staff — i.e., if the work is not performed by your children, a third party (or parties) would have had to be hired to do the job. To help ensure the deduction, make payments directly to your children, not to their college or creditors.

If your unmarried children will be earning \$3,300 or less and owed no income tax last year, their wages will be exempt from income tax withholding. They



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should complete the appropriate line on Form W-4 and return it to you.

There are additional benefits to you besides the increased income tax deductions. If your children are under 21, the wages you pay them are not subject to FICA or Federal Unemployment taxes. Therefore, your business need not withhold for or pay FICA taxes, nor pay Federal Unemployment taxes on these wages. You can also take advantage of these benefits when other family members are legitimately working for you. But note, wages you pay to a parent are subject to FICA taxes and you must withhold accordingly, although they are not subject to Federal Unemployment taxes.

Example: Mark Nelson employs his son Jim, a 16-year-old student, during the summer months. Mark pays Jim the minimum wage for the hours he works. Due to the seasonal nature of his business, Mark must increase his staff during the summer. If he had not hired his son, he would have hired someone else since his regular staff could not handle the increased business.

Both Mark and Jim benefit. Because Jim will earn less than \$3,300 and owed no tax last year he may claim exempt status and, therefore, have no taxes withheld. Mark receives a business deduction for the wages and has additional savings his wages are not subject to FICA or Federal Unemployment taxes. Also, if Mark had simply paid Jim an allowance, he would have been giving him a portion of his income, which is taxed at a higher rate. Since the income in our example is Jim's it is taxed at his lower rate. In fact, he will pay no tax since he will earn less than \$3,300.

Whether amounts paid as compensation are reasonable and represents payments purely for services rendered are questions to be resolved on the basis of all surrounding facts and circumstances. If a deduction is disallowed for all or a part of your children's ages because they are found to be unreasonable, your children will still have to report the compensation as income, unless the disallowed wages are deemed to be a gift.

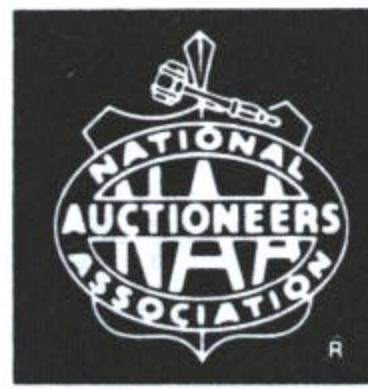
This method of shifting income within a family is not restricted to parents with teenage children. Recently, the Tax Court approved wage deductions claimed by a father for services performed for him in mobile home parks and shopping centers by his children, who were 12, 11, and 7 years old.

Note: Wages actually used by children for their own support may affect your claim for dependency exemptions. So, when in doubt, have your children bank their wages to save you the exemption.

These are just some thoughts to consider. Your tax advisor can provide more detailed information and should be consulted before any action is taken.

Supermarkets have a new weapon to fight shoplifting. A four-inch strip of tape is attached to food items, and sets off an alarm unless deactivated at the checkout stand. The tape is freezer proof and almost impossible to remove. Pilot tests in Europe show the device cuts pilferage by as much as 85%.

AMERICAN BUSINESS



Headquarters Relocation Fund Report

Spring construction estimated for NAA Headquarters Building

By Martin E. Higgenbotham, Chairman
Headquarters Relocation Committee

Contributions and payments on pledges to the Headquarters Relocation Fund program continue to be received at the NAA office, and the amount of "cash on hand" nears the magical figure of \$100,000. The NAA Board of Directors determined that when the Headquarters Relocation Fund account has \$100,000 "cash-on-hand" the go ahead can be given on the building project.

Nothing can be done, however, until the necessary funds are received — payments on on-going pledges and additional contributions — in the amount of \$100,000. That "cash-on-hand" amount was determined by the NAA Board of Directors at the meeting, held in June, 1982 and reaffirmed at the July, 1982 meeting. The Board of Directors is not interested in initiating groundbreaking on the new building until the necessary funds are available. Only those funds contributed to the Headquarters Relocation Fund program will be used to build the new NAA office in Overland Park, Kansas.

The Headquarters Relocation Fund Committee and the entire Board of Directors of the National Auctioneers Association needs everyone's cooperation to have as much money submitted — payments on pledges — as soon as possible so that the building construction can be started. It is hoped that as much of the pledges' payments will be submitted up to January 15, 1983, in as much as the meeting of the NAA Board of Directors is scheduled for January 23, 1983. At that time, the Board can then give the Headquarters Relocation Fund Committee the go ahead on announcing the date of a groundbreaking ceremony and commencement of construction.

We appreciate the continued support of the members of the National Auctioneers Association, and friends, who are making it possible to build a new headquarters office for the NAA membership. As chairman of the Headquarters Relocation Committee I sincerely appreciate the tremendous effort and support you have given us over the past year and wish you a very happy holiday season!



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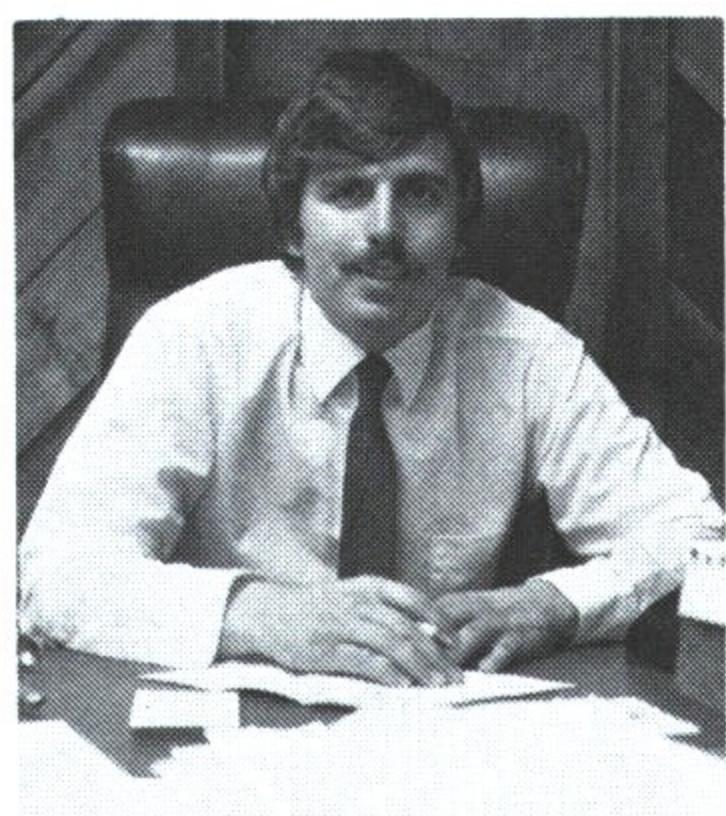
All transportation is provided, however you may choose to rent a car for personal sightseeing. Accommodations and restaurants have been carefully selected in advance for consistency and quality. Our 20 foot Mercedes truck is equipped to handle the largest antiques. And we will personally pack all of your merchandise to ensure its safety.

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Gerald A. Petro, antique broker

Medical insurance exclusively for NAA members

One of the benefits of NAA membership is insurance programs designed to meet your auction business needs. The November issue of THE AUCTIONEER presented the complete Errors and Omissions insurance program. Here is the accompanying medical coverage available to you as an NAA auctioneer.

For more information about the E&O program, request an application form from the NAA office. Complete the application in detail and return it in the special postage paid envelope. You will be contacted later regarding your annual premium.

For more information about the medical insurance program, complete and mail the request form on page 13.

Comprehensive Major Medical

Pays up to \$1,000,000 lifetime maximum.

Choose the deductible that fits you best:

\$100/\$250 per person/calendar year
\$300/\$750 per family/calendar year

There is no deductible for accidents.

Once you have paid the deductible, the Plan pays 80% of covered medical expenses. You pay 20% to a maximum of \$1,000 (including the deductible). Then the Plan pays 100% of covered expenses for the calendar year.

In-hospital charges include:

| | |
|-----------------------------|----------------------------|
| Semi-private room and board | Out-patient emergency care |
| Hospital services | Intensive care |

Other covered charges include:

| | |
|---------------------------------------|--|
| Prescribed drugs | Doctors charges |
| Registered private duty nursing | Radiation therapy |
| Rental of necessary medical equipment | Physiotherapy |
| Initial artificial eyes and limbs | Braces, supports and crutches |
| Blood | Certain prosthetic devices |
| | Treatment in an extended care facility |

The Plan pays 80% of in-patient and 50% of out-patient treatment for nervous and mental illness, after the deductible, out-patient charges for doctor visits are limited to \$20 per visit, one visit per week. The lifetime maximum is \$10,000.

Maternity is covered the same as any illness.

At the first of each year 10% of all payments made in the previous year (to a maximum of \$1,000) will be restored to the insured's lifetime maximum.

Benefits for persons age 65 and over are the same as those for insureds less than age 65 . . . except covered expenses payable by Medicare are excluded.

To participate in this Plan you must also enroll in the Term Life Plan.

Dental

Pays up to \$1,000 per person per calendar year.

The deductible is \$50 per person/calendar year . . . a maximum of three deductibles per family.

After you've paid the deductible, the Plan pays: 80% of covered charges for oral examination, required x-rays and prophylaxis (if treatments are separated by at least six months), amalgam restorations and extractions . . .

50% of covered charges for inlays and crowns, gold fillings, bridges and initial dentures (except during the first 36 months of coverage), replacement of dentures after five years following your last expense for denture replacement.

All claims estimated at more than \$200 must have prior approval by the company before treatment.

To participate in this Plan you must also enroll in the Term Life and Major Medical Plans.

Term Life

\$5,000 of Term Life coverage (payable for death from any cause anywhere).

\$10,000 if death is accidental.

Benefits up to \$5,000 are payable for Accidental Dismemberment.

Benefits reduce by 50% at age 65.

For an insured person who is totally disabled before age 65, benefits are extended for one year after termination of employment.

You may name anyone you wish as your beneficiary (except the employer).

Optional Dependent Coverage:

| | | |
|-----------------|-------|---------|
| Spouse | | \$2,000 |
| Each child | | |
| 6 mos.-19 yrs. | | \$1,000 |
| (23 if student) | | |
| 2 weeks-6 mos. | | \$ 100 |

Limitations and Exclusions

Comprehensive Major Medical:

Other than the first \$1,000 of covered charges, benefits are not payable for pre-existing conditions until three consecutive months beginning and ending after your effective date have passed without treatment for such condition or until your coverage has been in effect for twelve months.

(A pre-existing condition is any illness or injury for which you've received medical care or prescription drugs or been known to be ill during the three months before the effective date of your insurance.)

If the Insured Person is not legally liable for payment, this Plan will not pay a benefit. In addition, it does not pay charges:

1. which are more than Reasonable, Usual, and Customary;
2. which are not medically needed;
3. which are increased due to the fact that there is

Continued page 13

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If an under-powered or cumbersome P.A. system has been hindering the action at your auction, check out the features of the **Voice Projector® VP300W Wireless Microphone Sound System**.

- **Powerful** — 30 watt, rms amplifier reaches large audiences up to a distance of 700 yards.
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The VP300W comes complete with a charger, wireless transmitter, two microphones with accessories and a shoulder strap.

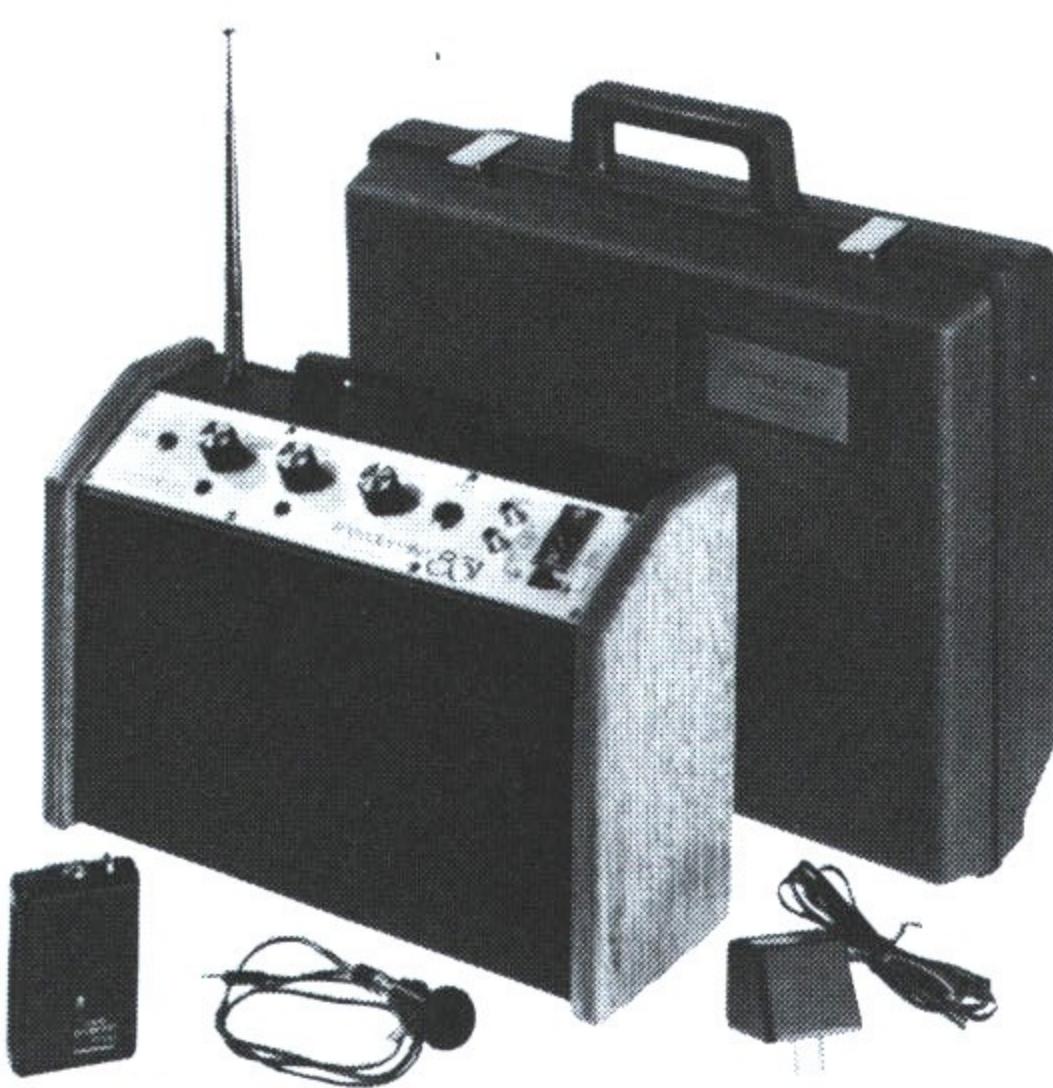


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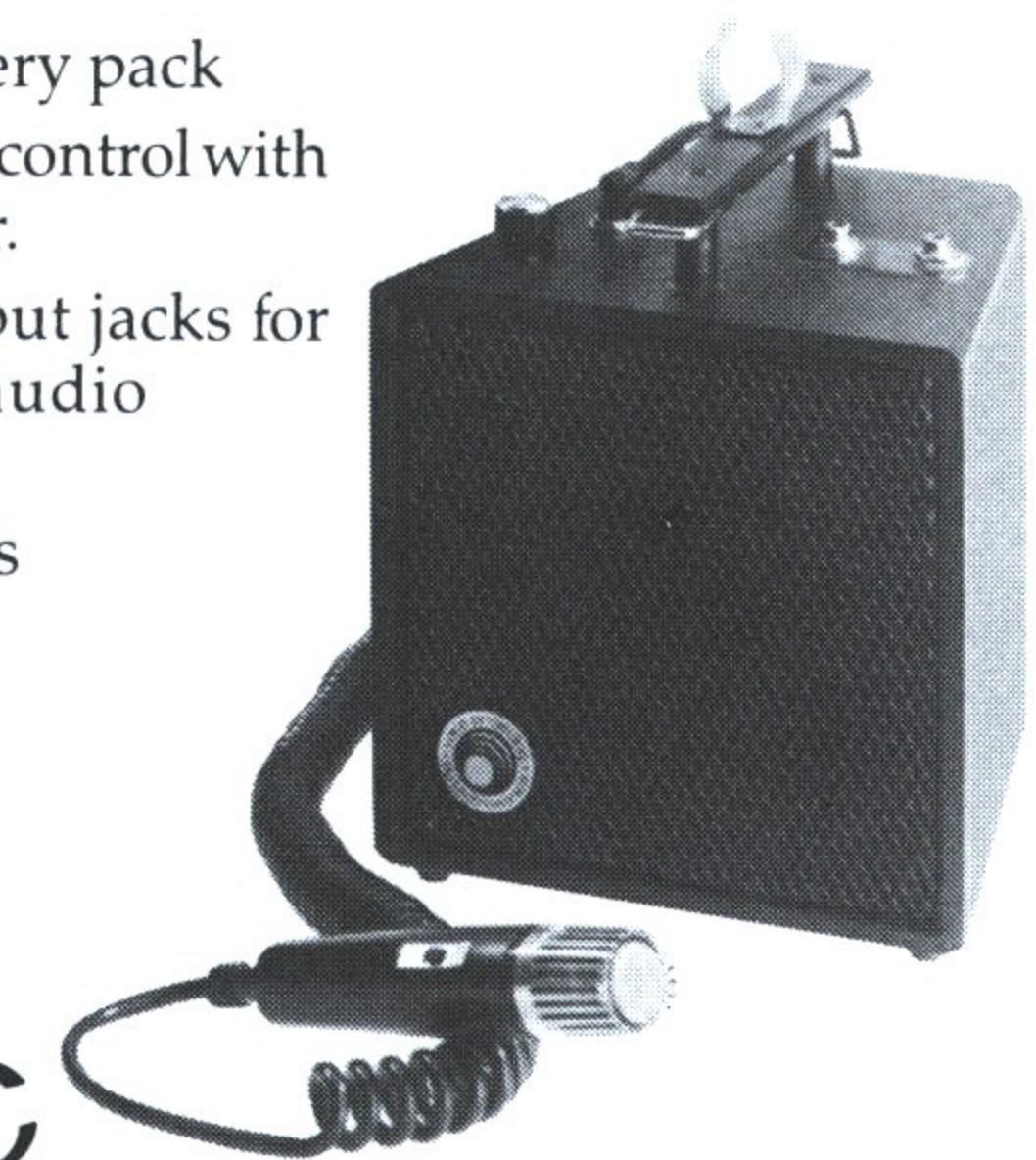
- AC or rechargeable battery operation.
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- High-level and microphone level outputs.

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6. arising out of an attempt at assault or felony;
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 - a. eye examination, aids to vision, and orthoptics;
 - b. normal nursery care for a newborn child;
 - c. services performed on the teeth and surrounding, except for tumors;
 - d. casting for a foot appliance;
 - e. surgery which has only a cosmetic purpose;
 - f. abortion of pregnancy, unless:
 - 1) it is spontaneous; or
 - 2) it is required for medical reasons; and
 - 3) it is legal in the state in which it was performed; or
 - 4) if performed in a foreign country, it is legal under U.S. law.

Any complications from an abortion will be covered as any other expense.

9. mental, emotional or nervous problems except for covered expense for care for neurosis, psychopathy, psychosis, and other such sickness.
No payment will be made for:
 - a. counsel to change behavior or aid in marriage;
 - b. psychological tests or counsel to aid in career choice;
 - c. the study of the behavior traits of an Insured Person;
10. any benefit which the government or law or any other source would provide the Insured Person if this policy did not pay a benefit.

Dental

The Plan does not cover charges for cosmetic treatment, unless required because of congenital malformations or defects of a newborn baby; orthodontics; treatment covered by Workers Compensation or Occupational Disease Law; or charges payable or paid by Medicare. Exclusions are detailed in the certificate.

Accidental Death & Dismemberment

Accidental Death & Dismemberment benefits will not be payable for war or act of war; service in the armed forces; attempted felony; self-inflicted injury or suicide while sane or insane; inhaling gas; bacterial infections; hernia, disease, bodily or mental infirmity, or medical treatment thereof; or flying in any vehicle for aerial navigation, except as a paying passenger on a regular scheduled airline.

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SPRING TERM May 9-20

Win \$50, \$150 in NAA membership contest

At the Houston convention next July, you can be \$50, even \$150 richer when the NAA Board of Directors announces the winners of its 1982-83 membership contest. The money awards will be presented to individual NAA members for sponsoring the most new members in a given region, a special auction school category, plus one overall winner for the entire nation.

Now is the time to get started. The May, 1983, AUCTIONEER will contain a form that you'll use to list the members you've sponsored between October 1, 1982, and June 30, 1983. As a doublecheck, the NAA office will keep a record of all sponsors between October 1 and June 30. After that deadline, the member's entry forms and the office list will be compared to verify the seven membership award winners.

Only those NAA members who complete and submit the contest form to the NAA office, postmarked on or before June 30, 1983, will be considered for the awards.

Only applications signed by current NAA members in good standing will be counted as acceptable entries for tabulation. Furthermore, a new member will only be credited to the NAA sponsor if and when that new member pays all dues, both NAA and reciprocal state dues when applicable, and submits an official sponsored NAA application.

Below are the awards and regions for the membership contest.

\$50 each to winners in five regions

One winner from each region will be named as the NAA member sponsoring the most new members within the respective region. Cash award is \$50 each regional winner.

SOUTH — Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee.

SOUTHWEST — Arkansas, Arizona, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas.

NORTH CENTRAL — Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin, and the Canadian province of Ontario.

EAST — Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia, and the Canadian provinces of Quebec, Newfoundland, New Brunswick, Prince Edward Island, and Nova Scotia.

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\$50 to winner in auction school staff category

Because instructors and staff members of auction school are directly involved with a great number of prospective NAA members, a separate auction school category winner will be named and awarded \$50.

Only auction school instructors or staff members who are NAA members are eligible to participate through this special category. Conversely, auction school instructors and staff members are not eligible to participate in the regional competitions. The official entry form in the May AUCTIONEER will allow you to indicate that you are employed by an auction school.

\$150 to overall winner

A grand prize of \$150 will be awarded to the NAA member who sponsors the most new members between October 1, 1982 and June 1, 1983. The overall winner cannot also be named as a winner in his or her region, and cannot be an instructor or staff member at an auction school.

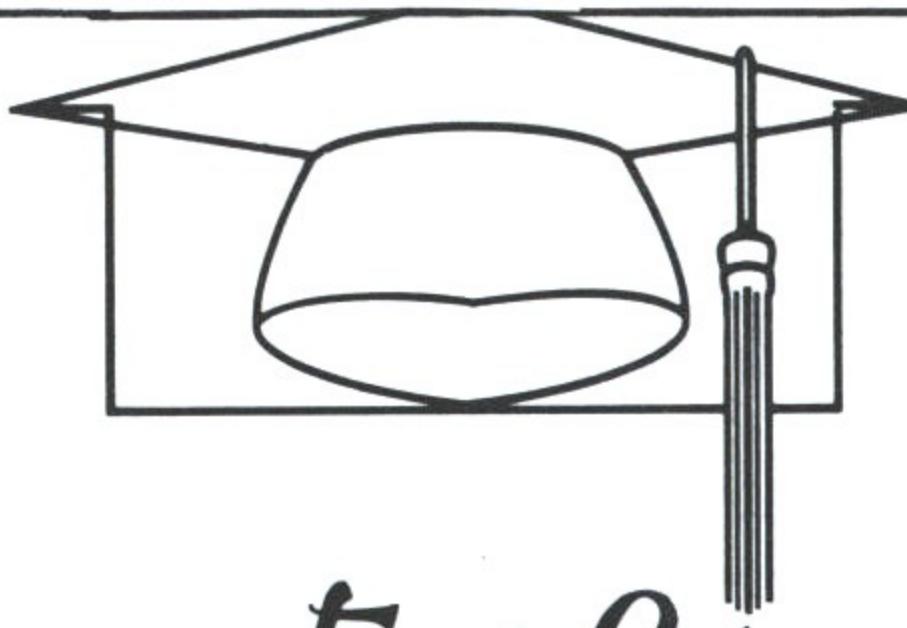
You can start right now

Begin your contest winning program to recruit the most new NAA members, and win a cash award at the Houston convention. Sponsor eligible, prospective NAA members, and keep a record. You will have to list all members that you have sponsored, from October 1, 1982 to June 30, 1983, on the membership contest form appearing in the May, 1983 issue of THE AUCTIONEER.

Also, you are not limited to sponsoring new members from just your region. You can sponsor a new member regardless of where that prospective member lives.

Any questions? Contact the NAA office directly for additional information regarding the 1982-83 NAA membership contest and how you can participate.

Thank you FARM AND DAIRY. On the front page of a recent issue of the Ohio weekly, F&D cited a new record number of auction ads for a single issue. In 88 pages there were 136 auction advertisements. "We'd like to express our appreciation," said FARM AND DAIRY, "to the many fine auctioneers who use FARM AND DAIRY, and also express our thanks to you, the readers, for making it all possible."



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

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| Organs | <input type="checkbox"/> | Whicker Furniture | <input type="checkbox"/> | Draw Leaf Tables | <input type="checkbox"/> | Dressing Tables | <input type="checkbox"/> |
| Parlour Set | <input type="checkbox"/> | Smokers Stands | <input type="checkbox"/> | Cast Iron Items | <input type="checkbox"/> | Inlaid Furniture | <input type="checkbox"/> |
| China Cabinets | <input type="checkbox"/> | Carriages | <input type="checkbox"/> | Pianos | <input type="checkbox"/> | Spelter Figures | <input type="checkbox"/> |
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| Eterges | <input type="checkbox"/> | Flo Blue | <input type="checkbox"/> | Washstands | <input type="checkbox"/> | Piano Stools | <input type="checkbox"/> |
| Bamboo Furniture | <input type="checkbox"/> | Minton China | <input type="checkbox"/> | Fire Places | <input type="checkbox"/> | Swords | <input type="checkbox"/> |
| Towel Racks | <input type="checkbox"/> | Bureau Bookcases | <input type="checkbox"/> | Bureaux | <input type="checkbox"/> | Shefioneers | <input type="checkbox"/> |
| Marble Clocks | <input type="checkbox"/> | Buffets | <input type="checkbox"/> | Barrometers | <input type="checkbox"/> | Oak Furniture | <input type="checkbox"/> |
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| Paintings | <input type="checkbox"/> | Leaded Glass | <input type="checkbox"/> | Wall Clocks | <input type="checkbox"/> | Silver Plate | <input type="checkbox"/> |
| Royal Doulton | <input type="checkbox"/> | Pine Furniture | <input type="checkbox"/> | Prints | <input type="checkbox"/> | Grandfather Clocks | <input type="checkbox"/> |
| Fern Stands | <input type="checkbox"/> | Bedroom Suites | <input type="checkbox"/> | Carnival Glass | <input type="checkbox"/> | Primitive Furniture | <input type="checkbox"/> |
| Mirrors | <input type="checkbox"/> | Coal Scuttles | <input type="checkbox"/> | Candlesticks | <input type="checkbox"/> | Sea Chests | <input type="checkbox"/> |
| Carriage Clocks | <input type="checkbox"/> | Paintings | <input type="checkbox"/> | Captains Chairs | <input type="checkbox"/> | Tapestries | <input type="checkbox"/> |
| Curio Cabinet | <input type="checkbox"/> | Sets of Chairs | <input type="checkbox"/> | Bookcases | <input type="checkbox"/> | High Boys | <input type="checkbox"/> |
| Player Pianos | <input type="checkbox"/> | Brassware | <input type="checkbox"/> | Pub Furniture | <input type="checkbox"/> | Oriental Items | <input type="checkbox"/> |
| Sideboards | <input type="checkbox"/> | Mantle Clocks | <input type="checkbox"/> | Wardrobes | <input type="checkbox"/> | Music Boxes | <input type="checkbox"/> |
| Secretaries | <input type="checkbox"/> | Cut Glass | <input type="checkbox"/> | Bronze Figures | <input type="checkbox"/> | Carvings | <input type="checkbox"/> |
| Rocking Chairs | <input type="checkbox"/> | Wedgewood | <input type="checkbox"/> | Chest of Drawers | <input type="checkbox"/> | Architecture | <input type="checkbox"/> |
| | <input type="checkbox"/> | Spode | <input type="checkbox"/> | Card Tables | <input type="checkbox"/> | | |



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Hire, be hired in NAA "Job Market"

To assist NAA members in both locating employment and recruiting, THE AUCTIONEER magazine now offers a "classified" advertising section.

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

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

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

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

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

" . . . Reply to: **Truck Auctioneer**, NAA Office,

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present. Sold As Is, Where Is. All Sales Final. Thank You.

**KIEFER AUCTION
SUPPLY CO.
P.O. Box 2141
Ft. Lauderdale, FL 33303**

135 Lakewood Dr., Lincoln, NE 68510-2487."
". . . Send resume to: **Real estate sales position**, NAA Office, . . . "

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

Only NAA members will be allowed to advertise in the NAA Job Market. Your membership must be current to submit either a "for hire" ad or a recruitment ad. Whichever you place, the ad copy must be accompanied by full payment of \$8.75 per inch, per insertion, plus the \$10 typesetting fee. Copy received by the first of the month will appear in the next month's AUCTIONEER; received after the first, your ad will appear in the next month's issue.

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

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PHONE: 313-557-0100 — TELEX: 231237

Priceless — the help of Association members when you need it

By Mrs. Sherri Theurer

(Occasionally, you may be asked, "why do you belong to the NAA? What value is Association membership?" The following article is part of the answers to those questions.

NAA member Larry Theurer and his wife, Sherri, can speak for the value of membership, because so many fellow auctioneers freely offered assistance when help was needed most.)

My husband, Larry, and I have always known that auctioneers were a great bunch of people, but since September our thoughts have been greatly reinforced. I want to share with all AUCTIONEER readers the experience we have had, and how fellow Association members came through for us both local and state.

Our county fair here in Sumner County, Kansas, started on Wednesday, September 1. Larry had helped our three girls, Cammy, Carmen and Cari, load all the equipment for their livestock, to be shown at the fair for four days. However, just before loading the animals, Larry went to help our hired man hook up an anhydrous ammonia tank to the farm equipment, so he could apply anhydrous to the wheat. Larry had the hose in his hand, ready to hook it up, when the end exploded shooting anhydrous in his face. We took him to a Wichita emergency room for treatment, as the anhydrous went into his eyes, his nostrils and throat.

After examination by an ophthalmologist and consultation with a cornea transplant surgeon, we were sent home with medication and an appointment the next morning with the surgeon. Dr. Hall examined Larry the next day and explained that the anhydrous had not finished its course, and the damage could not be determined for another day or two. I asked him about Larry's eyesight and all he could tell me was "go home and pray!" What an empty feeling I had at this point.

The doctor also recommended an ear, nose, throat specialist be consulted. This doctor admitted Larry to the hospital with his nose completely sealed. He could not breath except through his mouth, his throat was sore from swallowing the fumes, and his vision blurred. It was a very frustrating time for all of us.

Larry's main concern, other than his physical condition, was the worry of never being able to auction again. Everything vital to his business was affected. Auctioneering is very important to Larry, and he enjoys all aspects of it. Not being able to auction would be very difficult for him to cope with. **We also had the worry of five auctions coming up the following week and what were we to do.**

The first people we thought of, and always turn to when we have an auction problem or question, is Rex and Naomi Newcom, NAA president and Auxiliary president respectively. Rex and Naomi are very special to us and our girls, who have adopted them as "Uncle Rex" and "Aunt Naomi". Friday morning as soon as he received our message, Rex called us enroute home from an auction in Shreveport, Louisiana. I was very glad to hear his voice, and after explaining to him all of our problems, Rex answered, "don't worry, all of the auctions will be taken care of for the coming week, and don't turn any away. We will handle all of them!" Larry and I were so relieved all we could do was sit and cry. It was as if a big weight had been lifted from our shoulders.

The news of Larry's accident traveled quickly, and our phone started ringing with people offering their concern and help. Among these numerous people were auctioneers from our home town, Wellington, and surrounding areas. Also some out of state auctioneers offered to help in any way they could. **It certainly lessened our burden knowing that fellow auctioneers were concerned and wanting to help**, rather than being our competition and stepping in when the door was opened. This is one thing we feel that is truly unique about the auction business. **So many auctioneers are helping each other achieve goals and be successful in the auction profession.**

In addition to offers of help from the auctioneers, my parents moved in with us while Larry was in the hospital, and helped with the girls, their fair activities and trips to the hospital, as well as moral support for me. Larry's parents helped on trips back and forth for doctor appointments in Wichita, and staying with Larry after he came home. I was able to help with the auctions and get things as close to normal as possible. Neighbors also came in to do our farm work; and friends and relatives helped out at the fair. Others took over several chairmanships Larry and I were committed to.

The NAA/Kansas Auctioneers Association members and spouses who so willingly took time out of their own busy week to help us with our sales were Rex and Naomi Newcom, Bing and Maxine Carter, Roy Wood, Bob Bloomer, and Ken Patterson. Also, I would like to thank J. E. Cochran.

It has been over two months since Larry's accident, and his recovery is not yet complete. His nose healed without surgery, and his right eye is still blurred, but he has come along way these past two months. We are not sure, but he may require surgery on one eye. Hopefully, though it will heal on its own. Larry has been able to handle most of his auctions since the last part of October, except for lengthy auctions. His voice seems to be all right and his breathing is good. The numbers on the bidder cards are still difficult for him to see far out into the crowd, especially at an outside auction.

Our hearts will always be filled with gratitude to all the concerned auctioneers who called to volunteer their help; to those who sent cards and flowers; those who came to visit and offered prayers for Larry's recovery.

It has meant so much to Larry and me, knowing that so many people cared about our family and came willingly to our rescue in a time of need.

It is still very difficult for me to find words to express our feelings during this ordeal. However, I do know that without the love and support of our families, and fellow auctioneers, I personally would never have been able to cope.

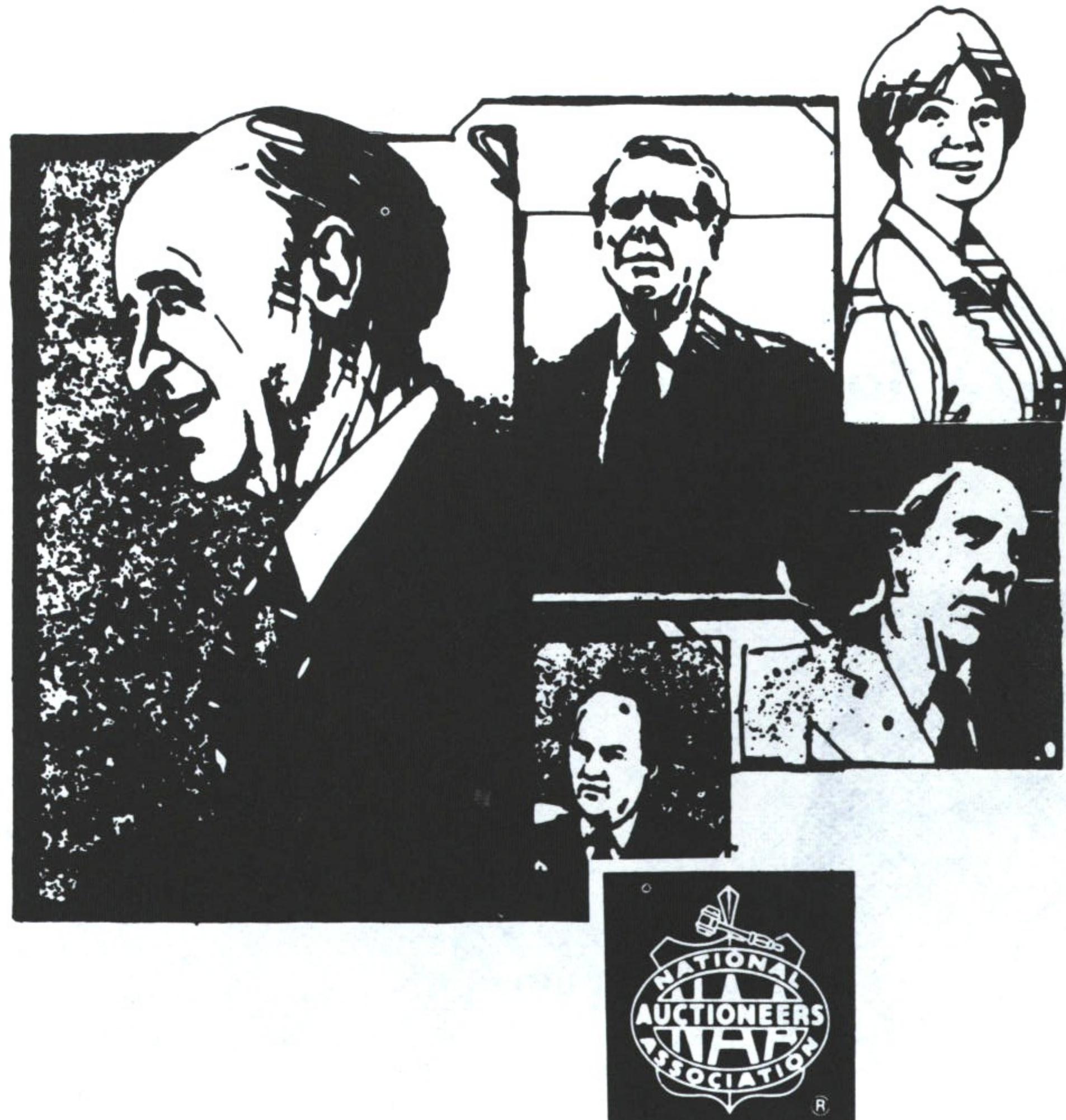
Thanks again, auctioneers, you're the greatest! Here's one auction family that has a deep affection and respect for you all.

What if no one had invited you to become an NAA member?

But someone did, and now it's your turn. An NAA sponsor had confidence in your ability, integrity, and your professionalism. You can do the same with a prospective member by extending an invitation to join the Association.

Choose one of two ways to bring in a new NAA member. 1) The auctioneer completes a membership application, you sign as the sponsor and verify the correct amount of dues. 2) Recommend a prospective member, the NAA office sends that auctioneer an invitation to join kit with your name as the sponsor.

The headquarters office will fully cooperate with you to help other auctioneers realize the importance of NAA membership. You can receive applications, invitation to join kits, or recommendation cards upon request. Also, you are eligible to win \$50 or \$150 in the 1983 membership competition. See THE AUCTIONEER article for complete details.



Return the favor. Sponsor a new NAA auctioneer.



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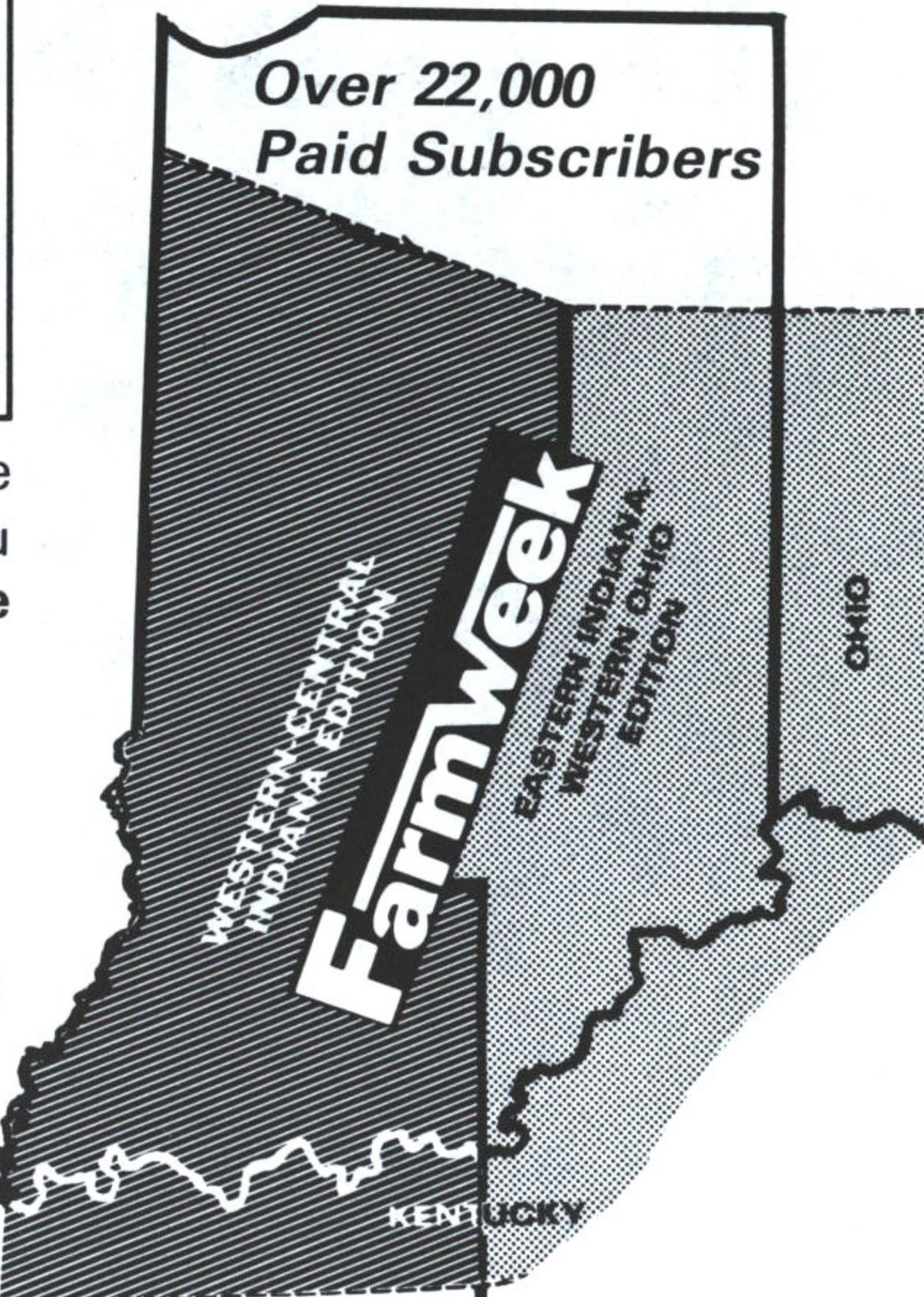
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Normal Ad Deadline: 9 am every Wednesday. Ads taken until 8:30 am Friday, but please call in reservation early. (Small surcharge for late ads after 9 am Wednesday.) Gelco or other Courier service recommended for late ads. Special delivery is good insurance.

NAA Seminars in January and February are an excellent beginning for a successful business year.

“

As the 1983 Chairman of the NAA Seminars, I would like to offer you a personal invitation to participate in two very educational and entertaining events. The Real Estate Seminar to be held in Louisville, Kentucky, on January 24-26 will be one that all auctioneers who sell real estate, or plan to enter a career in real estate, should attend. It has been designed for today's real estate market needs.

If you have a concern of any type that you would want discussed, please contact the NAA headquarters office or bring it with you, as we will have a special session this year in sharing these general concerns in responsibilities and liabilities of the auctioneer.

The New Orleans Seminar on February 21-23 at New Orleans, Louisiana, will be unique, educational, and a once-in-a-lifetime opportunity to visit a famous auction gallery and antique shops. Be sure to study the topics at these two seminars and then reserve your space now. The seminars are limited to 150 people and they will both fill up rapidly.

We will look forward to seeing you in Louisville and New Orleans.

”



1983 SEMINARS CHAIRMAN, NAA President-elect William L. "Bill" Gaule.

Check topics . . . information you can really use

Real estate in Louisville

| | | | |
|---|--|------------------------|---|
| Check topics . . . | | 10:15 to 10:30 am | REFRESHMENT BREAK. |
| information you can really use | | 10:30 to 11:45 am | CLERKING, CASHIERING, AND CLOSING — COMPUTER METHOD. Instructor, J. Greg Ruthven, Vertimax Corporation, Lakeland, Florida. |
| Real estate in Louisville | | 12:00 pm to 1:30 pm | LUNCHEON, fully paid seminar registrants only. |
| Monday, January 24 | | 1:30 to 3:00 pm | GENERAL CONCERNS ABOUT REAL ESTATE AUCTIONS. Moderator, William L. Gaule, seminar chairman. |
| 8:30 to 9:00 am | | 3:00 to 3:15 pm | REFRESHMENT BREAK. |
| REGISTRATION. Only advance registration is permitted; registrants to receive their seminar materials. | | 3:15 to 4:15 pm | GENERAL CONCERNS continued. |
| 9:00 to 10:15 am | | 4:15 pm | PRESENTATION OF SEMINAR CERTIFICATES. |
| LISTING, ADVERTISING, AND CONDUCTING THE REAL ESTATE AUCTION. Instructor, Thomas R. Hunt, Hunt Auction & Realty, Bowling Green, Kentucky. | | | |
| 10:15 to 10:30 am | | | |
| REFRESHMENT BREAK. (A special spouse orientation will be held on Monday morning. Information will be presented on shopping, tours, attractions, etc.) | | | |
| 10:30 to 11:45 am | | | |
| LISTING, ADVERTISING, AND CONDUCTING continued. | | | |
| 12:00 pm to 1:30 pm | | | |
| LUNCHEON, fully paid seminar registrants only. | | | |
| APPRAISING REAL ESTATE FOR SALE AT AUCTION. Instructor, D. Kim Ellis, MAI, Ostendorf-Morris Real Estate, Cleveland, Ohio. | | | |
| 1:30 to 3:00 pm | | | |
| REFRESHMENT BREAK. | | | |
| 3:00 to 3:15 pm | | | |
| APPRAISING REAL ESTATE continued. | | | |
| 3:15 to 4:15 pm | | | |
| Tuesday, January 25 | | | |
| REAL ESTATE LAW AS IT AFFECTS REAL ESTATE AUCTIONS. Instructor, Thomas E. Tobin, attorney at law, Indianapolis, Indiana. | | | |
| 9:00 to 10:15 am | | | |
| REFRESHMENT BREAK. | | | |
| 10:15 to 10:30 am | | | |
| REAL ESTATE LAW continued. | | | |
| 10:30 to 11:45 am | | | |
| 12:00 pm to 1:30 pm | | | |
| LUNCHEON, fully paid seminar registrants only. | | | |
| REAL ESTATE AUCTION DEMONSTRATION. Presentations by NAA members, their methods, chants, etc. Moderator, president-elect William L. Gaule, CAI, 1983 seminar chairman, Chatham, Illinois. | | | |
| 1:30 to 3:00 pm | | | |
| REFRESHMENT BREAK. | | | |
| 3:00 to 3:15 pm | | | |
| REAL ESTATE AUCTION DEMONSTRATION continued. | | | |
| 3:15 to 4:15 pm | | | |
| Wednesday, January 26 | | | |
| CLERKING, CASHIERING, AND CLOSING THE REAL ESTATE AUCTION — MANUAL METHOD. Instructor, Richard T. Kiko, NAA director, Canton, Ohio. | | | |
| 9:00 to 10:15 pm | | | |
| 10:15 to 10:30 am | | | |
| REFRESHMENT BREAK. | | | |
| 10:30 to 11:45 am | | | |
| REFRESHMENT BREAK. | | | |
| 12:00 pm to 1:30 pm | | | |
| LUNCHEON, fully paid seminar registrants only. | | | |
| GENERAL CONCERNS ABOUT REAL ESTATE AUCTIONS. Moderator, William L. Gaule, seminar chairman. | | | |
| 1:30 to 3:00 pm | | | |
| REFRESHMENT BREAK. | | | |
| 3:00 to 3:15 pm | | | |
| GENERAL CONCERNS continued. | | | |
| 3:15 to 4:15 pm | | | |
| PRESENTATION OF SEMINAR CERTIFICATES. | | | |
| Antiques, collectibles in New Orleans | | | |
| Monday, February 21 | | | |
| 8:30 to 9:00 am | | | |
| REGISTRATION. Only advance registration is permitted; registrants to receive their seminar materials. | | | |
| 9:00 to 10:15 am | | | |
| DOLLS. Instructor, Sophie Gunsalus, Putnam, Connecticut. | | | |
| 10:15 to 10:30 am | | | REFRESHMENT BREAK. |
| 10:30 to 11:45 am | | | |
| DOLLS continued. | | | |
| 12:00 pm to 1:30 pm | | | |
| LUNCHEON, fully paid seminar registrants only. | | | |
| 1:30 to 3:00 pm | | | |
| AMERICAN GLASS. Instructor, Kenneth Gunsalus, Putnam, Connecticut. | | | |
| 3:00 to 3:15 pm | | | REFRESHMENT BREAK. |
| 3:15 to 4:15 pm | | | |
| AMERICAN GLASS continued. | | | |
| Tuesday, February 22 | | | |
| 9:00 to 10:15 pm | | | |
| PERIOD FURNITURE. Instructor, Robert H. Glass, CAI, NAA director, Central Village, Connecticut. | | | |
| 10:15 to 10:30 am | | | REFRESHMENT BREAK. |
| 10:30 to 11:45 am | | | |
| PERIOD FURNITURE continued. | | | |
| 12:00 pm to 1:30 pm | | | |
| LUNCHEON, fully paid seminar registrants only. | | | |
| 1:30 to 4:15 pm | | | |
| TOUR OF HISTORIC NEW ORLEANS HOME. | | | |
| 4:15 pm | | | |
| Wednesday, February 23 | | | |
| CLOCKS. Instructor, Dana J. Blackwell, vice president, E. Howard Clock Company, Naugatuck, Connecticut. | | | |
| 9:00 to 10:15 am | | | REFRESHMENT BREAK. |
| 10:15 to 10:30 am | | | |
| REFRESHMENT BREAK. | | | |
| 10:30 to 11:45 am | | | |
| CLOCKS continued. | | | |

Continued page 24, column 1

Register now . . . limit 150 each Seminar

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

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

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

The following room rates will be in effect for the NAA seminars. The hotel reservation card will be the only means of assuring your hotel accommodations at either 1983 NAA seminar.

Real Estate at Auction Seminar

January 24-26, 1983

Hyatt Regency-Louisville, Kentucky

| | |
|-------------------------------------|----------|
| Single (s) (1 person) | \$ 47.00 |
| Double (s) (2 persons-1 bed) | \$ 57.00 |
| Double (s) (2 persons-2 beds) | \$ 57.00 |
| plus 9.2% tax | |
| Additional person in room | \$ 15.00 |

Antiques and Collectibles at Auction Seminar

February 21-23, 1983

Hyatt Regency-New Orleans, Louisiana

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

Plus 10% tax

New Orleans continued

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



LOUISIANA SUPERDOME, the world's largest indoor people place, is within walking distance of the Seminar hotel, the Hyatt Regency. French Quarter and the Mississippi River are less than a mile away.



BEAUTIFUL INTERIOR of New Orleans Hyatt Regency includes garden restaurants, striking architectural design.

Spouses, employees can attend

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

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

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

Continued page 27

New Orleans February

1983 NAA Seminar Registration

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

SUBJECT: SELLING ANTIQUES AND COLLECTIBLES AT AUCTION

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

HOTEL RESERVATIONS

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

REGISTRATION FEES

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

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 NEW ORLEANS SEMINAR REGIS- TRATION.

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

\$ TOTAL NEW ORLEANS SEMINAR FEES

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

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

Address _____

City _____ Phone _____

State _____ Zip _____

Send completed form and Seminar registration fee to:

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135 Lakewood Drive, Lincoln, NE 68510-2487

Louisville January

1983 NAA Seminar Registration

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

SUBJECT: SELLING REAL ESTATE AT AUCTION

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

HOTEL RESERVATIONS

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

REGISTRATION FEES

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

I HAVE MARKED THE FOLLOWING TO INDICATE MY 1983 LOUISVILLE SEMINAR REGIS- TRATION.

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

\$ TOTAL LOUISVILLE SEMINAR FEES

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

NAA member's name, _____
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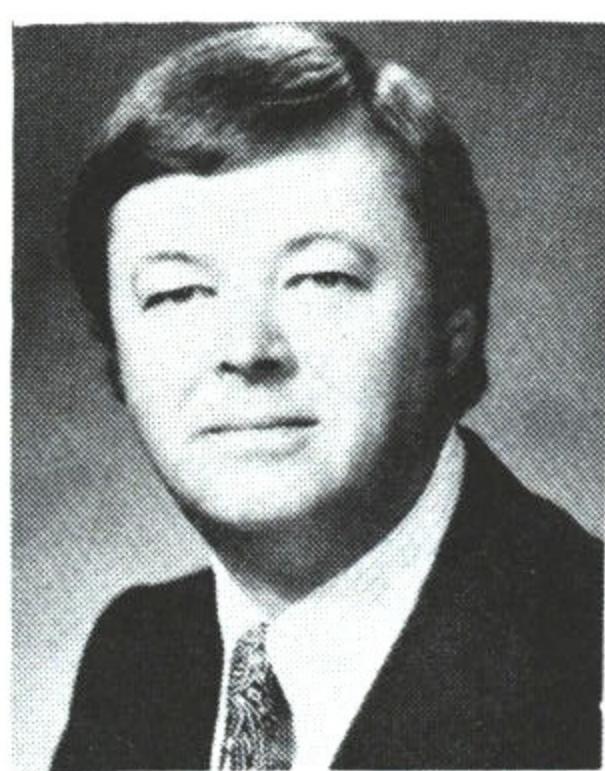
Address _____

City _____ Phone _____

State _____ Zip _____

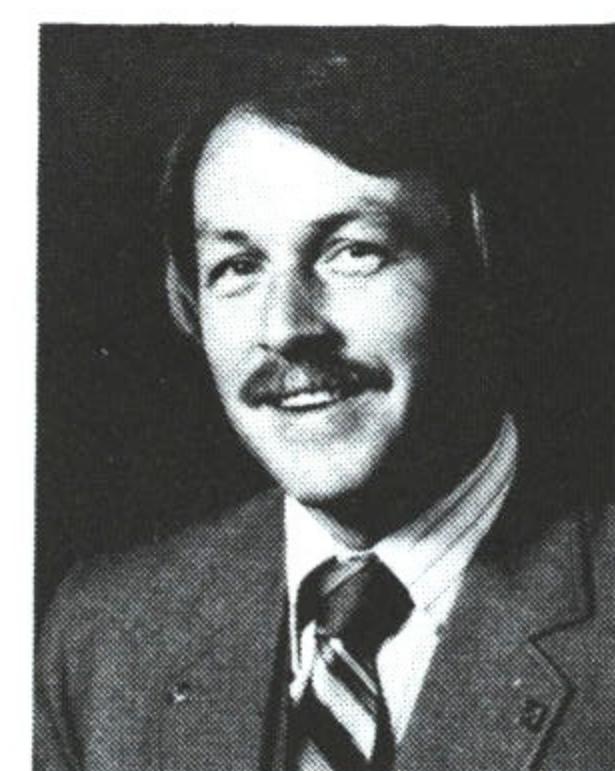
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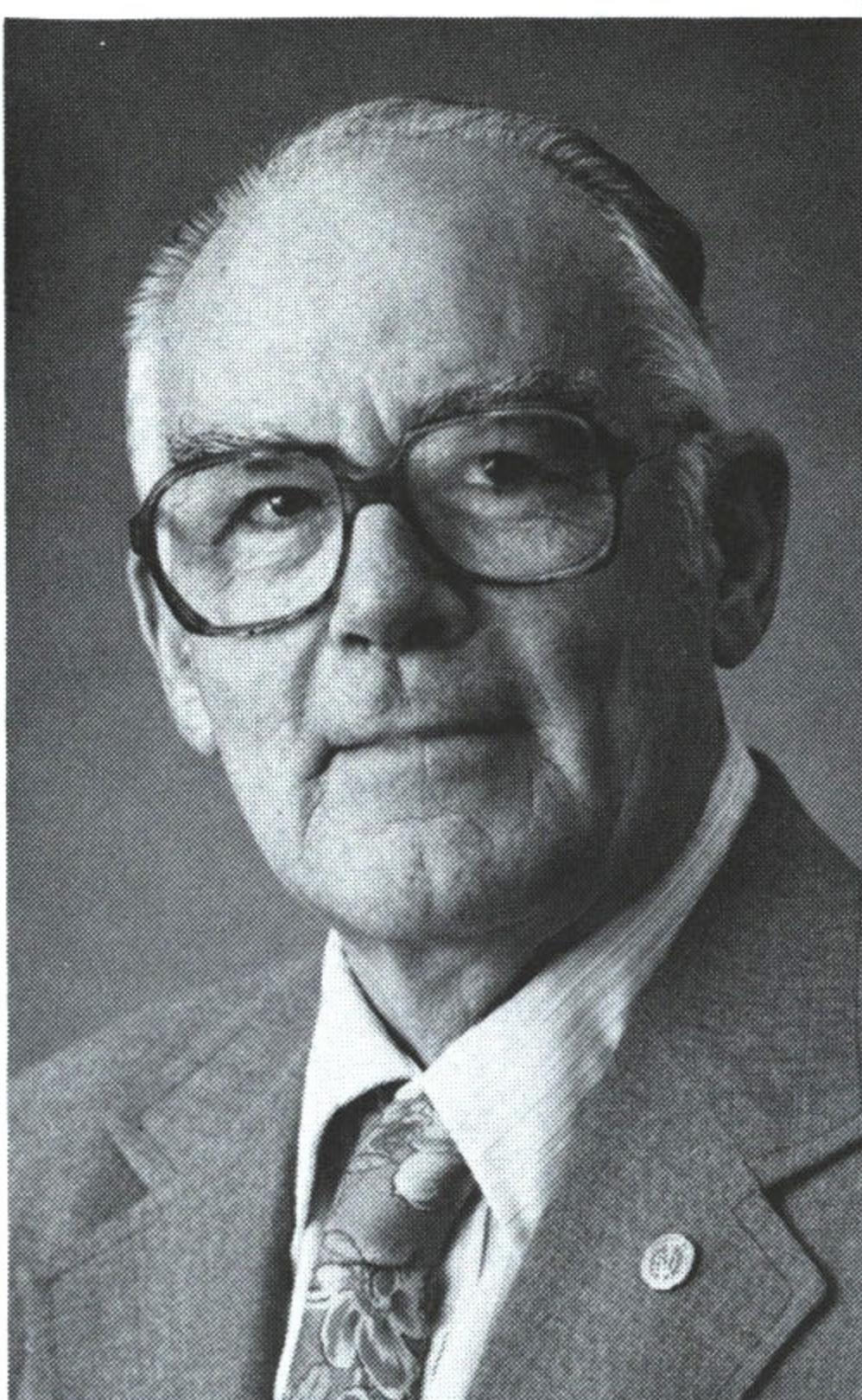
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Seminar instructors



*INSTRUCTORS, from left,
Kenneth Gunsalus,
Sophie Gunsalus,
Richard Kiko.*

Kenneth and Sophie Gunsalus, Putnam, Connecticut, are a husband and wife team of antiques experts instructing at the New Orleans Seminar. Mr. Gunsalus will cover the topic of American glassware on the seminar's first day.

A busy lecturer and collector, Kenneth Gunsalus will draw upon 15 years of presenting glassware presentations to museum classes, schools, collector, and community groups. His preparation for the glassware program includes annual attendance at Corning Museum of Glass seminars, an extensive library of reference books, and over 3000 slides of glassware, dolls, and other antiques.

Sharing in the above credentials and expertise is Sophie Gunsalus, dolls instructor for the seminar. She has an extensive background in home economics and dress design, and has remained an avid collector of dolls for the past ten years. Mrs. Gunsalus often shares the stage with her husband, Kenneth, presenting historical programs on antiques to an ever expanding variety of interest groups.

Richard T. Kiko, NAA director from Canton, Ohio, will cover the topic of Clerking, Cashiering,

and Closing the Real Estate Auction/Manual Method, at the Louisville Real Estate Seminar. An auctioneer for over 23 years, Mr. Kiko and his firm conduct auctions of real estate, antiques, farm, and heavy equipment. He is the president of Richard T. Kiko Agency, Inc., Canton, and is active in the Ohio Auctioneers Association. He was elected to the NAA Board of Directors in 1980.

Continued from page 24

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

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

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

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

Future NAA convention and seminar sites

Conventions

- 1983 — Houston, Texas, July 26 to July 31 (Shamrock Hilton)
- 1984 — Minneapolis, Minnesota, July 17 to July 22 (Hyatt Regency/Holiday Inn Downtown)
- 1985 — Philadelphia, Pennsylvania, July 30 to August 3 (Franklin Plaza)
- 1986 — San Francisco, California, July 29 to August 3 (San Francisco Hilton & Towers)
- 1987 — Hollywood, Florida, July 7 to July 12 (Diplomat Hotel)

Seminars

- 1983 — Louisville, Kentucky, January 24-25-26 (Hyatt Regency)
New Orleans, Louisiana, February 21-22-23 (Hyatt Regency)
- 1984 — San Diego, California, January 23-24-25 (Hilton Hotel)
Memphis, Tennessee, February 13-14-15 (Peabody)
- 1985 — Kansas City, Missouri, January 20-21-22 (Hilton Plaza Inn)
Williamsburg, Virginia, February 11-12-13 (Motor House/Cascades Conference Ctr.)

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Currently used by Norman Levy and Associates, Ralph Rosen Associates, S. Hochman & Co., Rabin Bros. Auctioneers and Jim Davis Auctioneers, this minicomputer weighs only 65 lbs. and costs under \$10,000.



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The advantages of absentee bidding

By Joe Small, CAI
NAA Director

Today's practicing auctioneer must always be on the alert for ideas that will help build business. One of the best ideas is to consider an "absentee bidding" system for each of your auctions.

When properly structured and managed, absentee bidding will do two things: (1) provide a very real, and much appreciated, service for those buyers who cannot attend the auction in person; and (2) give a considerable boost to every auction that you conduct.

When we speak of "absentee bidding", we simply mean to bid on behalf of a legitimate bidder who has inspected the item prior to sale time and wishes to bid, but for whatever reason, will be unable to attend the auction. Let me emphasize that this procedure has nothing to do with "selling to the coke machine," or to the "painting of Geronimo on the back wall". It is a serious, legitimate, well planned and scrupulously carried out service to your bidders. The integrity and forthrightness of both the auctioneer and the person charged with doing the actual absentee bidding will be crucial to the overall success of the entire procedure.

Simply stated, if it is consistently well done, and projects a feeling of judicial fairness and restraint, absentee bidding will earn the *trust and respect* of your crowd. From that point on, it will become an ever more important factor in your auctions. In my opinion, the auctioneer's biggest single challenge is not personality, repertoire of funny stories, pleasing voice, wealth, personal contacts, or the company vehicle. Nor is it a mesmerizing auction chant. The challenge is nothing more, and nothing less, than the ability to gain and hold the **TRUST, RESPECT and CONFIDENCE** of those served.

A very wise man once said that "the quickest way to take the measure of a person is to give the individual a little bit of power or authority". Perhaps an even more modern-day measure would be to observe how someone handles other people's money!

This procedure can be a lot like early man's experiences with fire and water. They quickly discovered that these elements were, if controlled, wonderful servants; however, if out of control, became monstrous masters. But I add this word of caution to those who would be tempted to misuse this kind of program: be aware that just as your auction business itself is much like a giant goldfish bowl, the absentee bidding system may be compared to a giant mirror. Absentee bidding will clearly reflect either greed, chicanery, and hypocrisy; or integrity, honesty, and fairness. One of these will seriously injure your business and make you a laughing stock in your community. The other will be a powerful tool,



NAA director Joe Small was elected to the NAA Board in 1980. He is the owner of Joe Small Auctioneers, Inc., Dallas, Texas, an antiques and estate auction firm. Mr. Small is a CAI charter member, and the institute's first president.

as well as a source of pride as you build a strong and enduring business reputation.

Here is how we structure our absentee bidding system

An "Absentee Bidding Sheet" is prepared. We order 5,000 at one time. Select a very bright colored paper stock — not like anything else you use, and certainly not the weak, washed-out four — six colors which most printers usually stock. Order a *bright* raspberry, lime, orange, red, green, etc., and stick with it. (It will stand out vividly, as your customers carry it around during the preview/exhibition period. This, in turn, builds confidence; and many more people will get absentee bidding forms and begin listing their bids.) The size should be standard 8½" x 11". We place a neat stack of our bright lime green forms in trays, at the front desk, and another beside the door entering the auction gallery.

At the very top in bold, black letters is the title "Absentee Bids". Next, and also very near the top, is a paragraph setting forth the terms and conditions of the absentee bidding process.

On the absentee bid sheet are six spaces, approximately 2" x 4", outlined by dotted lines. Later, when a bidder number has been assigned, it will be noted in each space, and then the sheet will be cut into individual "tickets" for use during the auction.

Our system. The completed bid forms may be turned in face-down in a designated tray at the front desk or dropped through a clearly identified slot-box

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nearby. (The container should be lockable to insure complete privacy to the bidders.)

Numbered bidder cards are assigned as the absentee bidding forms are turned in. This establishes an order if two bids are submitted with identical amounts. The *lowest* bidder number would take precedence over bids that were turned in later (*higher* bidder numbers). Another way to do this is simply to stack them in the order of arrival, for numbering at a more convenient time just prior to sale time.

The Absentee Bidding Desk. This "bidding station" or "bidding desk" should be located at the rear of the room, not in the way of the auction activity, but *prominently* displayed. Preferably, it should also be up high. We found that with an ordinary desk or table, people would cluster around, looking over the shoulder of the person doing the bidding and reading the amounts of the bids. We solved this problem by acquiring a beautiful oak pulpit from Scotland. We put a silver plaque on it saying "Absentee Bidding Desk", and placed it at the rear of the room. It has the prominence we like, out of the way, and yet can easily be seen by the auctioneer.

The Absentee Bidder. This person should be the kind of person who exemplifies confidence. He or she should be very much at home with auctions and the bidding process, be familiar with the merchandise being sold, and not be easily confused. Most importantly, the absentee bidder must learn to bid with confidence, yet with no show of emotion. The at-

tude here is best described as a spirit of judicial fairness. No gloating, arm-waving, signs of remorse, elation, etc. It is also desirable to have the *same* person doing the absentee bidding at each sale.

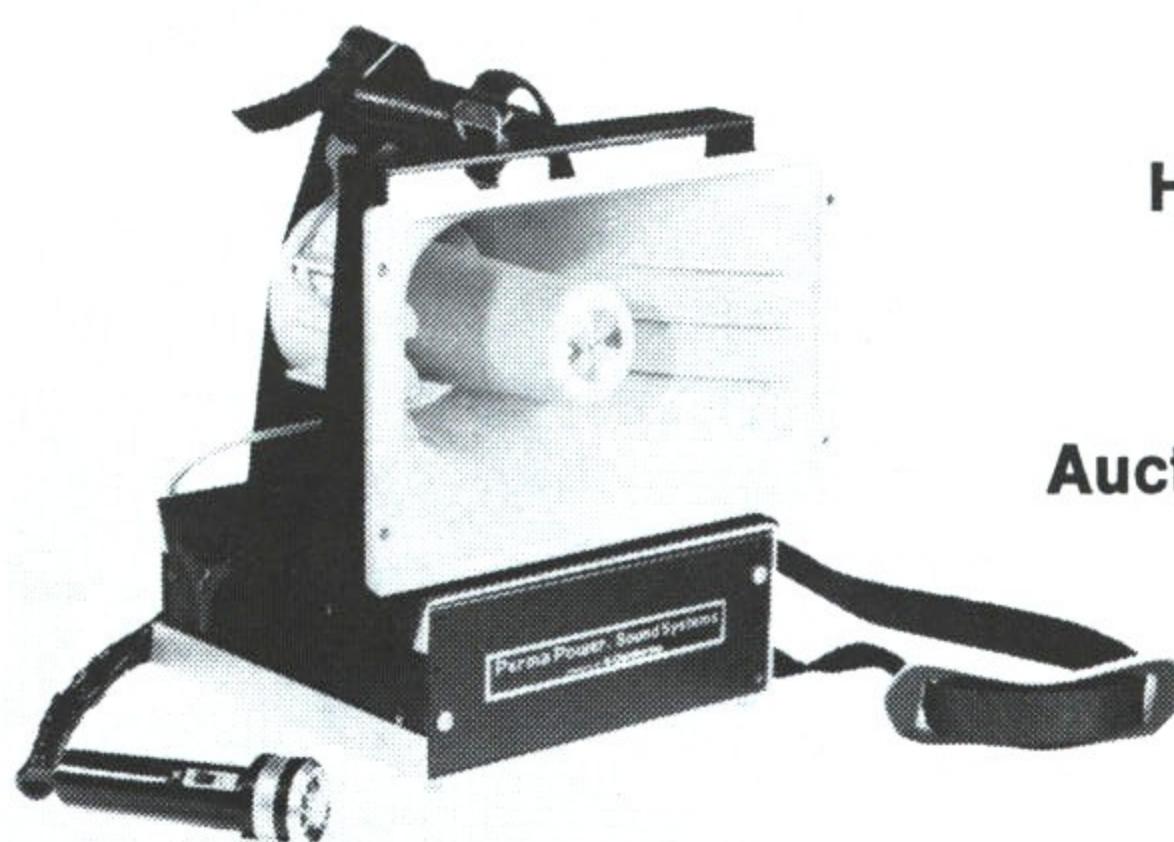
Number of Bids. Expect this program to build slowly. We have from 75 to 125 absentee bids at each auction. You can imagine what a boost it gives to our auctions and how it builds enthusiasm in each sale. The "word of mouth" advertising from happy buyers will eventually be the key to making this procedure accepted and successful in your auction operation.

Techniques for the Absentee Bidder

- 1.) Stay alert, pay careful attention throughout the auction.
- 2.) Don't start the bidding. If possible, allow the crowd to start the bidding. Then, start low — half the bid, for example.
- 3.) Signify by a distinct, but subtle, shake of the head to indicate to the auctioneer when you are through bidding on an item.
- 4.) Plan where to enter the bidding, so that you are on even or odd dollar amounts to correspond with your high bid.
- 5.) In case of a tie bid, between the absentee and a bidder who is present, the preference is given to the bidder who is present.

Continued page 32

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

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- 6.) Do not encourage or allow people to visit with the absentee bidder.
- 7.) Begin the auction with some items that you have absentee bids on, this gives a brisker start.
- 8.) Keep bid tickets in neat, orderly rows for quick identification.
- 9.) Show bidder card *quickly* when item is sold, have the card ready.
- 10.) As the evening progresses, keep two stacks of tickets: successful and a unsuccessful stack. Retain successful stack to verify later.
- 11.) Remember to assign an actual bidder card number to each bidder, rather than use a single number to which all absentee bids are charged.
- 12.) It is generally *not* a good practice to permit someone to *call* in an absentee bid prior to the auction. We prefer that the bidder see the item, then leave an absentee bid while in the gallery. We do make an occasional, rare exception if someone we know and trust calls to say they've been in, seen the item, but failed to list it on the bid sheet. We would then add it to the absentee's other bids.
- 13.) We recommend that you *do not* take telephone bids during the auction. This procedure fails to generate the degree of trust and confidence needed to be genuinely successful. People always wonder "who's *really* on the phone?" or "is the telephone even hooked up?", etc.

The principal reason is that the process

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greatly favors the single bidder on the telephone. Also, a disproportionate amount of time is spent attending to the phone bidder's needs. What do you say to those who ask you to put in two more telephone lines, (or six lines) so that more people can utilize the service? Then, will you hire six more people to handle the phones?

- 14.) Do not accept "open-ended bids" where someone says "just buy it for me, no matter what!" Invariably, this strategy will come back to bite you. Insist on a *written dollar figure* every time!
- 15.) Nothing will destroy confidence in your absentee bidding system faster than having all successful bids "just happen to be" at the maximum limit of the absentee bid which was left. The idea is for *as little as possible*. Just think of the positive, word-of-mouth advertising you would receive if an absentee bidder purchased an item for \$600, after having left a bid limit of \$2000. (This actually happened at one of our sales. We also had a \$6000 absentee limit on a grand piano, but sold to the absentee bidder for \$4250.)
- 16.) Your honesty and integrity when dealing with absentee bids will continue to payoff. Bidders will come to realize that you can be trusted with their money.

If you are not now using a type of absentee bidding program, you are missing out on a valuable tool that can lead to greater profits, as you serve more of your clients more effectively. As suggested in the television commercial, "try absentee bidding, you'll like it," and most likely profit from it.

YOU CAN USE THIS FORM. Director Joe Small is making his absentee bidding sheet available to any NAA member who cares to use it. The form on the page at right may suffice as "camera ready art" for printing, or you may have your version of the form typeset. Whichever method, you must change the telephone number in the top paragraph to your own. The absentee bidding program in use at Mr. Small's gallery has been three years in the refining process, and may be quite adaptable to your auction business.

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NAME _____ HOME PHONE _____

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ABSENTEE BID
BID NUMBER
\$
ABSENTEE BID
BID NUMBER

ABSENTEE BID

BRIEF DESCRIPTION
OF ITEM / LOT: _____

LABEL COLOR: _____

SOLD FOR: \$

\$
ABSENTEE BID
BID NUMBER

ABSENTEE BID

BRIEF DESCRIPTION
OF ITEM / LOT: _____

LABEL COLOR: _____

SOLD FOR: \$

\$
ABSENTEE BID
BID NUMBER
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BRIEF DESCRIPTION
OF ITEM / LOT: _____

LABEL COLOR: _____

SOLD FOR: \$

ABSENTEE BID

BRIEF DESCRIPTION
OF ITEM / LOT: _____

LABEL COLOR: _____

SOLD FOR: \$

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ABSENTEE BID
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ABSENTEE BID

BRIEF DESCRIPTION
OF ITEM / LOT: _____

LABEL COLOR: _____

SOLD FOR: \$

ABSENTEE BID

BRIEF DESCRIPTION
OF ITEM / LOT: _____

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Big dollars and fun at charity auctions

By Walter J. "Wally" Laumeyer, CAI
NAA Director

Let's say that you and I have been requested to conduct a large charity auction. Most of the items offered will be valued from \$100 into the thousands of dollars. Basically, the mechanics are the same as any other auction, except we will be dealing with a clientele who may not have attended many auctions. Most of the buyers will be claiming a tax deduction for contributing to the organization which is conducting the auction. At a large charity auction, admission is usually by invitation with a donation.

An "attitude adjustment" or cocktail hour might precede a dinner, at which time a pitch is made explaining how desperately the organization needs financial assistance. Immediately following dinner, we suggest everyone get up to stretch and take a break. During this time we have all the tables removed, and rearrange the chairs in rows. This cuts down on conversation, and we can hold the attention of the crowd more effectively.

(We always insist on a good door prize to be awarded at the conclusion of the auction. This keeps the people from leaving early.)

Because many of the bidders in the audience have never attended an auction, we briefly explain the benefits and history of auctions, then instruct them how to bid. We start the auction a little slower than usual for the first few items. As the pace increases, the audience gives us their undivided attention.

(At charity auctions, we have sold automobiles for \$8000 and paintings for \$20,000.)

Remember that the more generous benefit auction buyers like — and deserve — recognition. We have someone on stage to inform us who the high bidder was, so we can acknowledge the person with a big "thank you" and a round of applause.

Get everyone involved! People love the unique "event" of a charity auction, and enjoy spending money for a good cause. As a result of benefit auctions, your company can get some very good leads and contacts for future business.



NAA director Wally Laumeyer was elected to the NAA Board in 1981. He is the owner of Wally Laumeyer Auction Co., Inver Grove Heights, Minnesota, operating two auction houses, and selling antiques, autos, business liquidations, and raw furs. Mr. Laumeyer is active in the Minnesota State Auctioneers Association, having served as an MSAA president.

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

BY RUSSELL KRUSE

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

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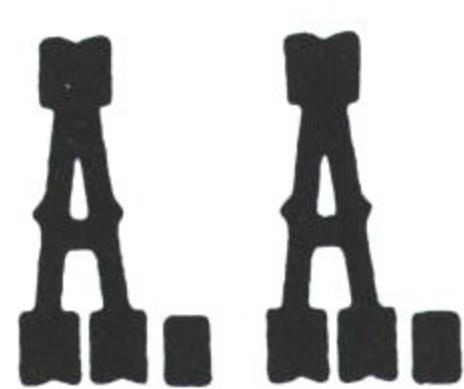
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Work closely with personal property clients

By Howard Buckles
NAA Director

Household auctions are numerous here in my area, and I am sure in many other localities as well. When I accept a household goods auction, one of my first items of business is to visit with clients about their future plans — moving into a smaller home, an apartment, or whether they are leaving the area completely. Many people, if they are moving from a large home into a smaller home, will automatically try to move too many belongings with them. I highly recommend and try to persuade them to move into their new location before we have the auction. This gives them time to realize their smaller home will not accommodate all of the articles they had intended to take.

Many times the furniture that clients had in their larger home looked very nice in those surroundings, but just won't fit in the smaller home, or maybe the color scheme doesn't match. In this case, they will elect to sell many more of their belongings and purchase new items for their new residence.

If the property they are moving from has a large yard, that would make a desirable place to conduct the auction. I highly recommend holding a household auction on the premises. I feel that merchandise will bring higher prices if it can be sold near the residence.

If it is a quality of merchandise that is worthy of renting a tent for weather protection, this should be considered. Also, if the yard space is very small perhaps the auction should be moved to a location near the home, with enough space to display the merchandise properly.

When the auction is in a rural area, advertising becomes a very important subject to discuss with the client. Advertising rates are high and rising all the



Howard Buckles, NAA immediate past president, was first elected to the Board in 1974, beginning a long career of service to the National Auctioneers Association. He is the owner of Howard Buckles Auctioneering Service, Keosauqua, Iowa, conducting farm, estate, antiques, and real estate auctions. Mr. Buckles is also active in the Iowa Auctioneers Association, having served as an IAA president.

time, but the auction should still be promoted in three of four newspapers. Certainly do not discount other means of advertising. This all can be quite expensive. Therefore, give as much consideration as possible to the dollar volume of the auction, to determine an appropriate amount to spend on advertising.

After the date, place and advertising has been completely finalized, I like to visit with the seller on the arrangement of the merchandise. Determine whether the owners are acquainted with auctions well enough to arrange their own auction with some assistance. Or do they want your firm to handle all of the arranging? A well arranged auction can put many more dollars in the client's bank account and much more commission in the auctioneer's pocket.

Often, while visiting with the owners, we go from room to room together listing merchandise. I'm sure that many of us hear of one article — or group of items — being mentioned more than other articles throughout the home. Be it a chair, television, table, or whatever, most usually it will be an article that means a lot to them. We as auctioneers, with our "people" experience and knowledge, should realize that this may be the article they are going to be most worried about bringing a good price. I believe that if they will give you an idea of what this particular article should bring, then make an effort to sell that item for a good price. I have found from past experience that if the particularly meaningful articles sell well, the client is happy about the entire auction; and a satisfied seller is what we want each and every auction.

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About the Author: Melvin A. (Mel) Giller. Realtor—Auctioneer. Thirty years' background in sales, sales management and marketing and is a nationally recognized author, lecturer and instructor on the Marketing of Real Estate by Public Sale. He entered the real estate profession in the early 1960's. He has been involved as a Real Estate Developer, and at one time in his career, operated a company that was comprised of 87 sales people. Several years ago, he recognized the enormous potential of the Public Sales as a marketing tool for the sale of real property, and he has dedicated himself to this profession. He is the President of Nationwide Auction Company, with offices in Newport Beach, California, Tucson, Arizona and Minneapolis, Minnesota.

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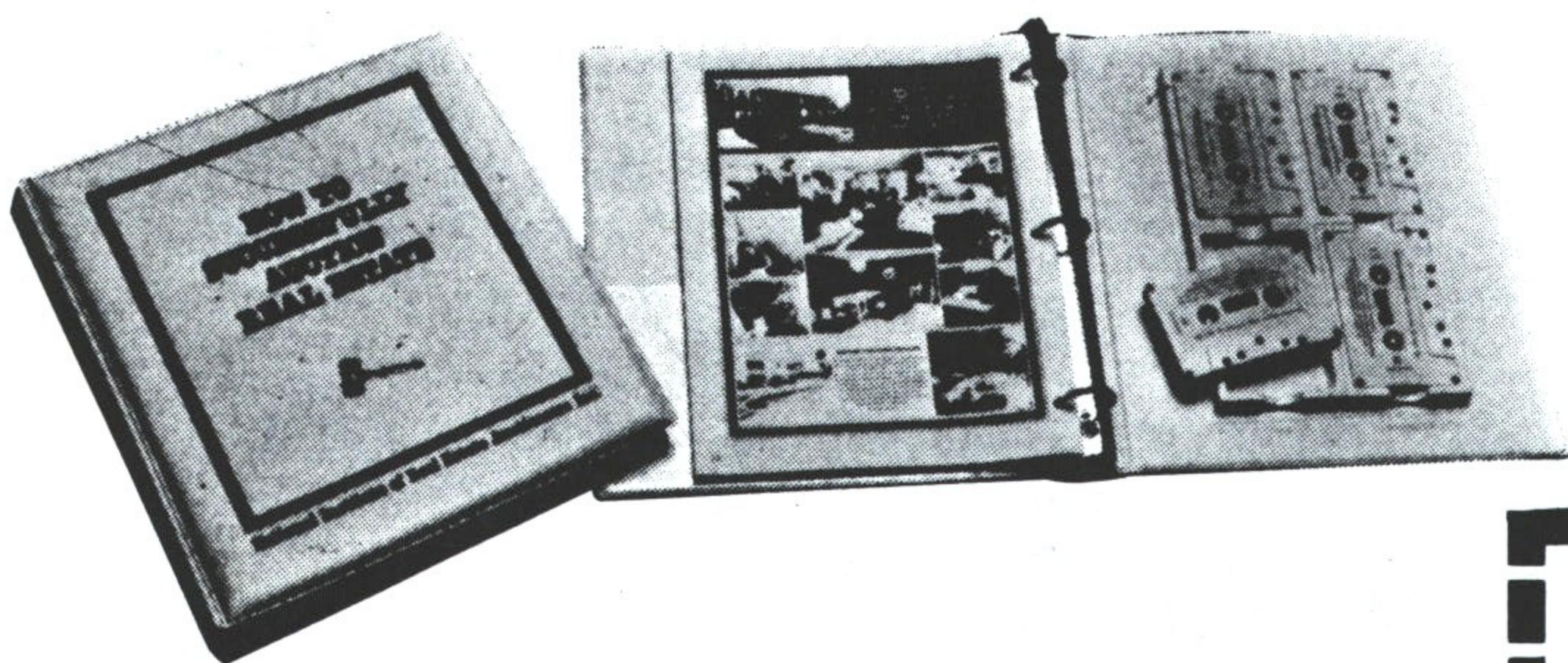
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Season's greetings, Auxiliary members and friends,

Another year is drawing to a close, and it's time to reflect on all the positive things in our lives, for which that we need to be thankful.

Personally, I am very thankful for all the wonderful friends I have acquired throughout the years as a member of the NAA Auxiliary. The love and support you have shown me during my year as president, and these years following, will always be cherished. Those of you who have not joined our Auxiliary are certainly missing out on being a part of a great, friendly family of auctioneer supporters.

This coming year in Houston, I am looking forward to taking my turn in making the NAA convention more enjoyable for the youth attending. NAA member Gene Simpkins, Auxiliary director Glenda Johnson and I are making plans now for the Youth Activities Program. Suggestions are certainly welcome from any of you.

It has been said many times, that the tasks we really want to do, we will find time for. I'd like to share with you a very important list that was written by Mrs. Carl Laabs and published in our area Farm Bureau paper.

Take time for these 10 things

1. Take time to WORK — it is the price of success.
2. Take time to THINK — it is the source of power.
3. Take time to PLAY — it is the secret of youth.
4. Take time to READ — it is the foundation of knowledge.
5. Take time to WORSHIP — it is the highway of reverence, and washes the dust from our eyes.
6. Take time to HELP, and ENJOY, friends — they are the source of happiness.
7. Take time to LOVE — it is the sacrament of life.
8. Take time to DREAM — it hitches the soul to the stars.
9. Take time to LAUGH — it is the singing that helps with life's load.
10. Take time to PLAN — it is the secret of being able to take time for the first nine "things".

I believe the above would definitely make a great way to begin the new year.

God bless all of you, and I will be thinking of you this holiday season. I wish you much happiness, joy and success, now and in the future.

Irene Dudley, past president
Auxiliary to the NAA
Hampton, Iowa

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NAA/CAI members on British study tour

By Gretchen Martin

(Mrs. Martin is the wife of CAI executive vice president, Stephen J. Martin, and accompanied him on the tour to England.)

Great Britain was the destination for the first annual Certified Auctioneers Institute Study Tour, September 28 through October 9. Forty-two NAA auctioneers and their spouses were able to learn firsthand the methods and techniques of the British auction system. The CAI members who chose to go on the tour represented fourteen states and as many varied professional specialties. We all received a royal welcome to the "Old World".

The ten day Study Tour began in Boston, where participants boarded a British Airways flight to London's Heathrow Airport. The London Hilton International Hotel, in the beautiful Mayfair district, was our home while in Britain. To help everyone become acquainted with the sights and historical areas, a guided tour of the city was conducted upon our arrival. Big Ben, Parliament, London Bridge, Buckingham Palace, and St. Paul's Cathedral where Prince Charles and Lady Diana were married, were just



AT F. C. BONHAM'S auction house in London, chairman Nick Bonham holds a lecture session for the CAI tour. Front row, from left: NAA Past President and Mrs. Marty Higgenbotham, Mr. and Mrs. Dudley Althaus, NAA Director and Mrs. Joe Small.

some of the locations visited. Everyone was free to visit these and other points of interest during their free time while in London.

After the city tour, the CAI group was welcomed to Britain at a reception by the Michael Davis Shipping concern. Mr. Davis and his staff spoke to us regarding the transport of containers full of antiques from Britain to various ports in the United States. We learned how merchandise shipping, an integral part of international business in the auction industry, can be expedient and efficient.

Teamwork



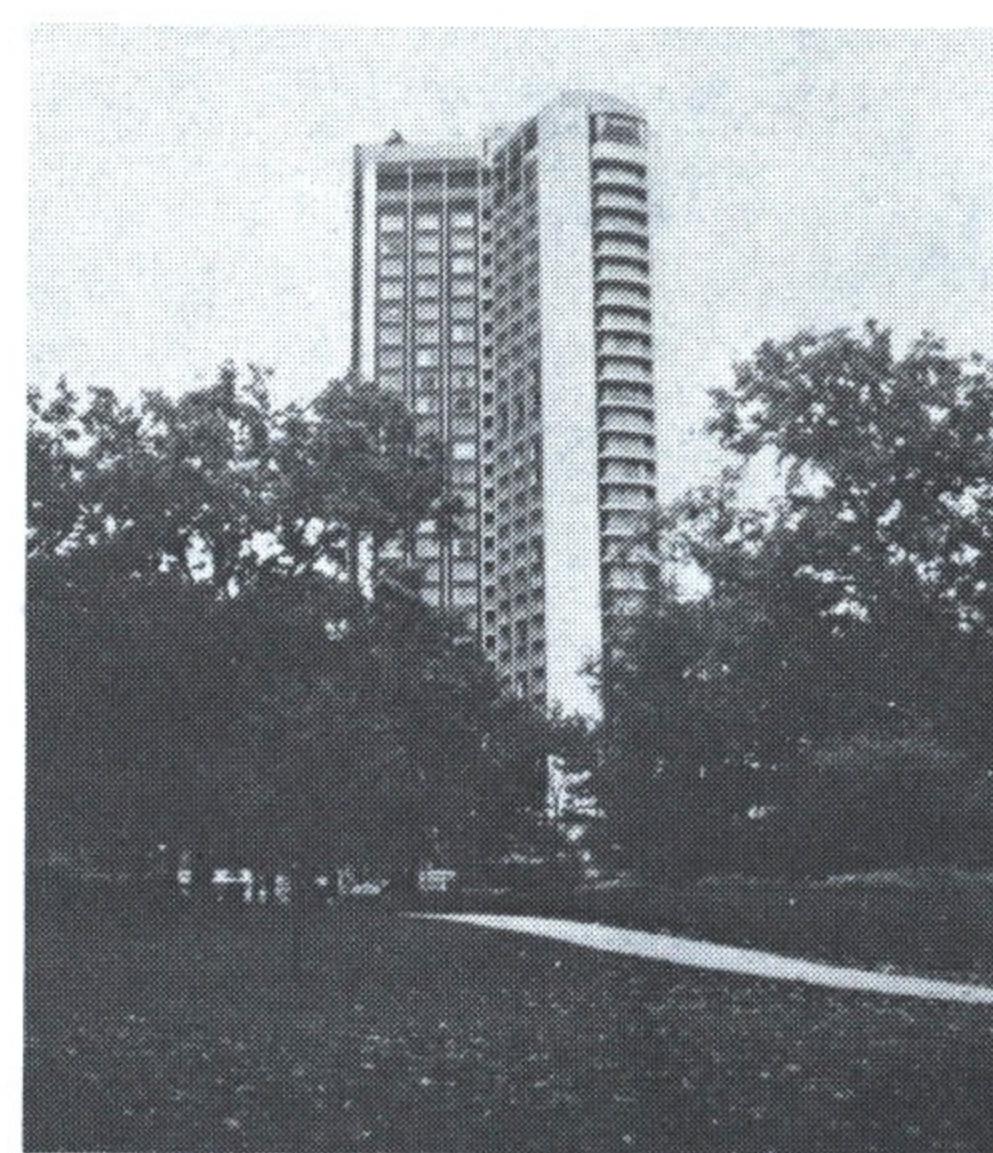
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LONDON'S HILTON INTERNATIONAL, home for 10 days on the CAI British tour.



The second day for the CAI study group provided tours, lectures, and auctions at two famous auction houses — Sotheby's and Bonham's. We were greeted by Nick Bonham, chairman of the firm which was established in the late 1700's. He spoke with us concerning auction methods and practices in Britain. A guided tour of Bonham's followed, where we visited the main furniture gallery, spoke with Oriental expert, Sebastian Pearson, and Hector Wright of the Evaluations Department, then viewed a European watercolors sale in progress. We also had the opportunity to participate in an antique furniture sale.

The next stop was Sotheby's on Bond Street. After a welcome by John Stancliff, a senior department head, we visited the silver department where we spoke with Sotheby's silver expert, Peter Woldrom. Upon visiting the picture gallery, we were able to view a Turner masterpiece — valued at \$1.5 million — being prepared for an upcoming auction. We also visited the rare books and manuscripts room where items were being shown prior to a scheduled sale. Auctions were held at both houses during our visits, providing the American auctioneers with an excellent opportunity for comparison.

That evening we attended a reception hosted by THE ANTIQUES TRADE GAZETTE, a trade magazine for antiques auctioneers in Britain. The reception was held at The Lamb and Flag, a well known pub in London's Convent Garden district. Our host, Ivor Turnball, and the staff of THE ANTIQUES TRADE GAZETTE, answered our questions and made us feel very British in the 400-year-old pub.

The CAI tour's third day began very early for those who wished to visit the famous Bermondsey Market which open at 5:30 a.m. Here one could purchase all kinds of antiques, and was expected to bargain with the owners for their goods. Later that morning, we visited another of the famous auction houses in London — Christie's — which probably had the most majestic salesrooms of all the galleries we visited. Here we were able to learn more about the unique manner in which the large international auction houses plan, promote, and execute sales of



SOTHEBY'S SILVER EXPERT, left, explains a silver mark to NAA auctioneer Gary Garrison, and Mr. and Mrs. Richard Coleman.

consigned merchandise. The experts at Christie's provided considerable information regarding the sale of different forms of art and antiques.

Later that day, a very special luncheon was held at the Hilton International Hotel, where David Royal and Michael Bussey of the Royal Institute of Chartered Surveyors and Auctioneers were speakers. They discussed the differences between British and U.S. methods of selling real estate at auction, and also

Continued page 43

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PHILLIPS CHAIRMAN, Christopher Weston, discussed the CAI tour of the famous auction gallery.



COURT JESTER entertains auctioneers and spouses during dinner at Hatfield Palace.

the British approach to professionalism in auctioneering. Mr. Royal will be the president of the group for next year, a position similar to the NAA presidency.

On our fourth day we combined sightseeing with antique buying, on a visit to the cities of Bath and Wells. In Bath we toured the ancient Roman baths and had a delightful lunch at the Royal York Hotel. After some shopping, our CAI group proceeded to Wells where we visited the famous Wells Cathedral and Bishops Palace, visited more antique shops, and browsed through the local market in the town square.

Sunday, was truly a day of rest. No group plans were scheduled, and everyone was free to sightsee and visit museums on their own. The following day we traveled to Farnham, Surrey, for an auto auction conducted by the British Car Auction Group. John Sanderson, their managing director, spoke with us prior to a tour of the BCAG facilities and a delicious luncheon which they hosted. After lunch, we enjoyed visiting the auction in progress of Bentleys, Rolls-Royces, and other European luxury cars. The BCA Group is the largest auction company in Great Britain.

The following day we visited yet another famous

London auction house, Phillips. Christopher Weston, chairman of Phillips, spoke with us about their organization in both Great Britain and the United States. We toured the departments of rare books, silver, stamps, bonds and bank notes, talking with Phillips' specialists in each area. We were fortunate to be able to see Mr. Weston conduct a fine jewelry auction where several CAI auctioneers were active bidders.

Auction experiences were once again broadened by our visit to the Hereford market the next day. This market town on the English-Welsh border is one of Britain's most famous. Here we were able to see the auctions of sheep, cattle, pigs, fowl, plants, yard goods, fruit and vegetables. Even a butcher using the Dutch auction method, sold his beef and lamb to the public. These auctions, plus the opportunity to meander through a large open air market where a great variety of merchandise is sold, was very unique. The beautiful countryside to and from Hereford was also delightful.

Our last day in Great Britain was again spent touring auction towns and beautiful English countryside. We traveled through the Cotswolds, visiting Stratford-upon-Avon, Stow-in-the-Wold, and Broadway. Antique hunting was on the agenda for many. As we drove through quaint English towns and the tranquil beauty of the countryside, all agreed that Britain was an excellent choice for the first CAI Study Tour. The next day, we packed our luggage and looked forward to returning home, and the opportunity to put to work what we had learned.

Auctioneers and spouses experienced and realized a great deal about British auction methods during our stay. We also shared a great many ideas and observations amongst ourselves, during a truly broadening, educational tour.

Initial plans are already underway for the Second Annual Certified Auctioneers Institute Study Tour in 1983.

GOODWILL, OPPORTUNITY, COOPERATION, FELLOWSHIP and KNOWLEDGE personifies NAA members. Each of us should recognize it as our responsibility to recruit auctioneers, to become a part through membership in our active, progressive, and prestigious organization.

Invite at least one auctioneer to affiliate. In so doing you will not only make it possible for another member to give of time and talent in elevating the auctioneering profession, but make for greater NAA progress. Participate and help make people understand that NAA members are an accurate representation of American auctioneers, proudly wearing the lapel pin identifying them as members of the National Auctioneers Association.

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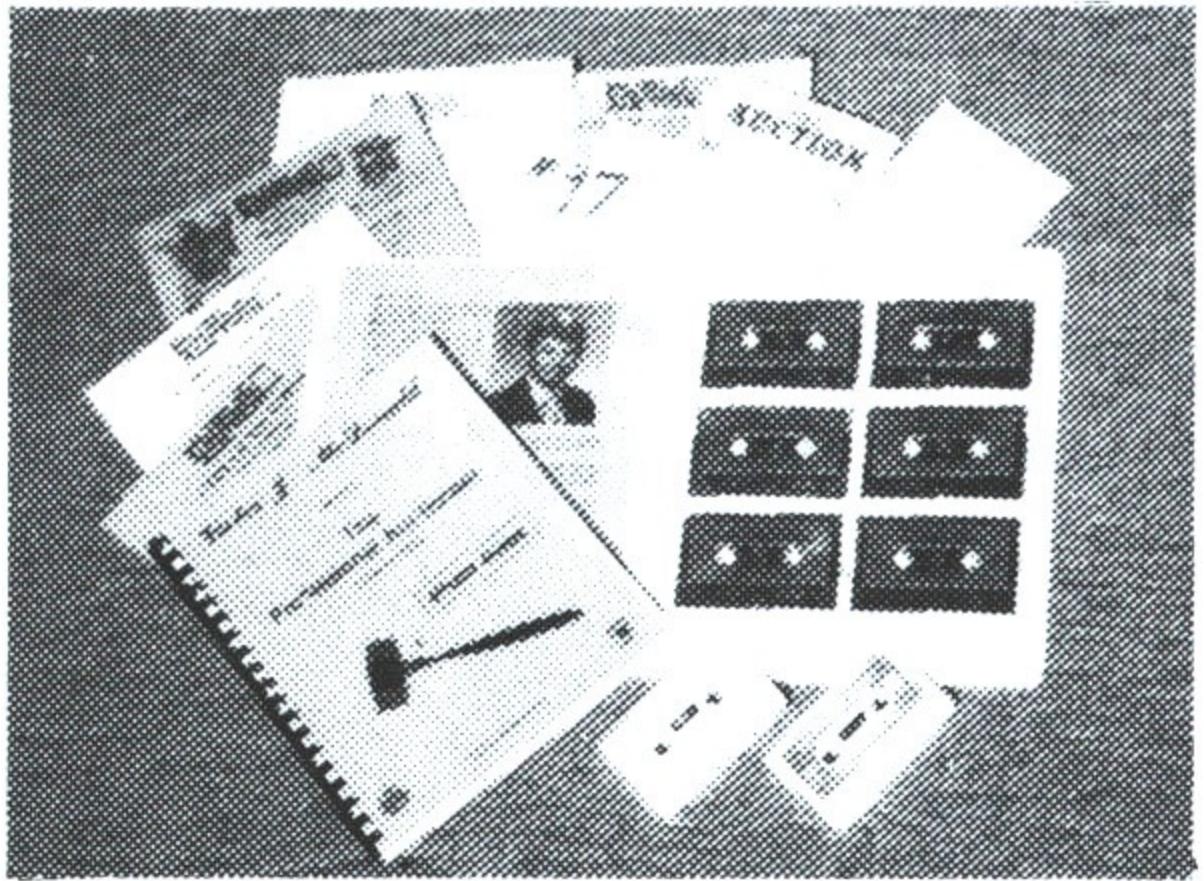


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Real Estate at Auction

Urea-formaldehyde foam in the walls? One more thing to disclose

According to real estate law, you must disclose all known defects or hazardous conditions in a given property. Now, urea-formaldehyde foam insulation is a bona fide health hazard according to the Consumer Product Safety Commission. Last year, one broker didn't disclose the presence of the foam insulation, was sued by the new owners after they became gravely ill, and was forced to pay a large sum of money in damages.

Below is a portion of an article from AUCTION MARKETING NOW, a newsletter published by NAA member **Dave Kessler**, New Paris, Ohio. If you're not already familiar with urea-formaldehyde foam insulation, the following information is a warning to learn more, then thoroughly inspect the next building you sell at auction.

The Consumer Product Safety Commission ruling states that urea-formaldehyde foam insulation "presents an unreasonable risk of injury from irritation, sensitization and cancer because of the release of formaldehyde gas from the product after it is installed".

During the early part of the 1970's many commercial buildings and quite a number of homes were constructed using this substance as the insulation. It has also been used when insulating remodeled homes and buildings.

When being installed urea-formaldehyde based resin, the foaming agent and compressed gas are funneled into a mixture that looks like dirty yellow shaving cream. This is then pumped into wall cavities where it becomes firm after a short curing period. It was fairly easy to work with and apparently did a good job of insulating.

Some plumbers are using this substance as insulation, and a stiffener, when installing fiberglass bath tub/shower combinations. And they are also injecting it for these same purposes when they must make repairs to fiberglass shower/tub units.

The urea-formaldehyde gas vapors released into

living quarters can cause a whole range of health problems. The list of illnesses includes among others respiratory problems, skin irritation, headaches, nausea, asthma and is said to "pose a cancer risk to humans".

Recent installations of urea formaldehyde foam insulation may require that walls or paneling be removed in order to remove the insulation. Older installations may have reached the point where the release of vapors may be below the safety level. Corrections after the fact could be costly.

If you become involved with a property that has this type insulation you will be able to determine the degree of hazardous gases being released — and determine what must be done, if anything — by contacting your local department of health or independent laboratories. They'll be able to tell you the corrective action that must be taken.

Other substances found in homes and commercial buildings may also release formaldehyde gases. Known vapor producing materials include: plywood and particle board, synthetic materials such as carpeting, draperies and upholstery.

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Antiques at Auction

10/10 commission remains controversial

(The following article is reprinted from the November MAINE ANTIQUE DIGEST, Waldoboro, Maine. This information will be particularly useful to NAA members not familiar with the buyer's premium charge. Emphasis added by THE AUCTIONEER.)

A sample copy of the MAINE ANTIQUE DIGEST is available upon request to the publication.)

Buyer's premium at issue in New York City

By Samuel Pennington

The Art Dealers Association of America (ADAA) has been rebuffed in its attempt to get the "buyer's premium" outlawed in New York City. On September 22, Simon P. Gourdin, Commissioner of the Department of Consumer Affairs, declined a request from the ADAA for such a rule, saying a prohibition of the premium was "not an appropriate action for the Department to pursue".

On June 28 of this year, Ralph Colin, administrative vice president of the ADAA, had sent a letter asking Commissioner Gourdin to issue a rule forbidding New York City auction houses from charging buyers at auctions the surcharge on the hammer price known as the "buyer's premium". Because the Department of Consumer Affairs issues licenses to auctioneers, it would have the power to issue such a rule, after calling for public comment on the matter. Mr. Gourdin reportedly replied that he would consider the request and render a decision sometime after Labor Day.

On September 16, the ADAA called a press conference and outlined their request and the reasons for it. Saying they were acting on their own behalf, with the National Antique and Art Dealers Association, "and on behalf of auction buyers and consumers generally". They advanced the theory that auction houses, in defending the buyer's premium are "forced to an ethical, if not legal, inconsistency. If they admit that the buyer's premium is imposed solely to collect additional income, and is not a payment for services sought by the buyer and rendered by the auctioneer, there is no justification whatever for the

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charge. If, on the other hand, the auction houses, by stretching their imaginations, contend that they are rendering services to the buyer for the payment of which a charge is justified, they must surely be in the indefensible position of attempting to serve two masters with diametrically opposite aims."

The ADAA further justified their proposal for a rule on the matter "because, even if all the auction houses saw the logic of abolishing the premium and would like to agree that all would abolish it at the same time, such a voluntary agreement among the auction houses would be impossible because it would violate anti-trust laws."

As might be expected, the major auction houses were hardly in agreement. Sotheby's president, John Marion, said he had met with the Department of Consumer Affairs and explained his position. "We feel there is nothing deceptive or unfair about the buyer's premium. Rather, it enables the auctioneers to maintain a healthy and competitive art market in New York, which would not be the case if the premium were eliminated or reduced."

Christie's president, David Bathurst, said that Christie's had no intention of changing a business practice that had been approved by the Department of Consumer Affairs in 1976 when Christie's was granted its New York license. He also noted that if the buyer's premium were restricted, America would be the only country in the world without it and at a serious competitive disadvantage.

In denying the request, Commissioner Gourdine

stated, "The real issue is that of proper disclosure, adequately notifying consumers of the existence of the buyer's premium . . . Since a great portion of the buyers at art auctions are sophisticated collectors or dealers, those persons are fully aware of the buyer's premium." He noted that there was hardly any lack of disclosure of the premium. It is noted in catalogues, order bid forms, posters, and verbally at the commencement of each auction.

Gourdine also took up the argument that auctioneers perform a service solely for the seller. He said there are real services provided to buyers and noted "guarantees of authenticity, assistance in shipping and insuring purchases, condition reports and other advice on property, credit arrangements for qualifying purchases, and detailed catalogues describing property offered for sale."

Gourdine's spokesman said that the letter from the ADAA was the only complaint they received, and that there were no formal consumer complaints alleging "unconscionable conduct". Had the department decided to pursue the rule further, he said, a notice would have been filed in the New York Register and a period allowed for public comment. A public hearing would have been a possibility, but not mandatory.

While admitting a temporary setback, the Art Dealers Association has not given up. "We regret this decision and the manner in which it was reached," the Association said in a formal statement released after the decision. "The Association had urged public hearings in which all interested parties, including



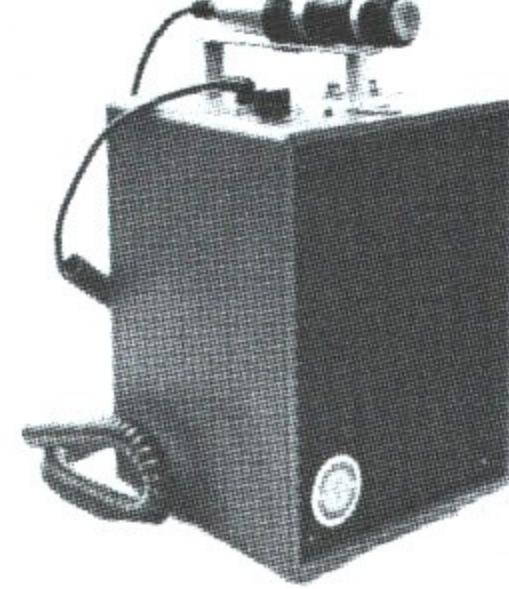
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consumers who buy at auction, could be heard. This evidence would have shown that the premium is, indeed, unconscionable and should be outlawed. Like the stamp act of 1765, the buyer's premium is an unfair British import that has been imposed on the American public. The buyer's premium is wrong. It is harmful to the public and to the art market. We intend to take further steps to fight against it."

What were those steps, we asked Susan Wasserstein, editor of the ADAA newsletter. "We will fight with all the means at our command," she replied. "We are definitely not dropping this issue." But, because the ADAA is an association, they will have to wait until after a general membership and board of directors meeting (scheduled for October 19th) before taking further action.

The "Premium" has had an interesting and controversial history. Every time it crosses a body of water, it seems to be for a different purpose. Basically, it is a surcharge on the hammer price paid by the buyer to the auction house, generally 10%. Long a feature of French and Continental auction houses, it was introduced in London for the autumn 1975 season by both Sotheby's and Christie's within a week of each other, a fact that gave rise to an unsuccessful lawsuit against the two houses by the British Antiques Dealers Association. They sued not on the legality of the commission but on possible collusion between the two major auction houses in London, where auction practices are regulated. As

part of the settlement of that lawsuit, both houses have agreed to "study" the premium system, but no one really expects any major changes. Christie's has dropped it for their South Kensington location and reduced it to 8% for King Street, their main London location. Sotheby's has kept its London premium at 10%.

Before introducing the premium, the English houses had previously charged an average of 14% commission to the seller. The premium was primarily a way of increasing commissions at a time of declining profits without losing consignments. The justification was couched in terms of the cataloguing services that the houses maintained for the buyers' benefit, and at least in Sotheby's case, the addition of a five-year guarantee against forgery for all buyers. But, such services to the buyer are not nearly so valuable as the French system, where the premium (ranging from 10 to 16%) goes to pay a government licensed expert who furnishes a guarantee of the objects sold. So, the premium crossed the Channel but the services did not really come with it. Phillips in London valiantly tried to hold out against the adoption of the premium and dropped its rates to a flat 10% for the seller, but within three years was forced to adopt the surcharge to keep itself profitable.

The next crossing for the premium was the Atlantic, and again, its character and reason for being changed. When Christie's came to New York in 1977,



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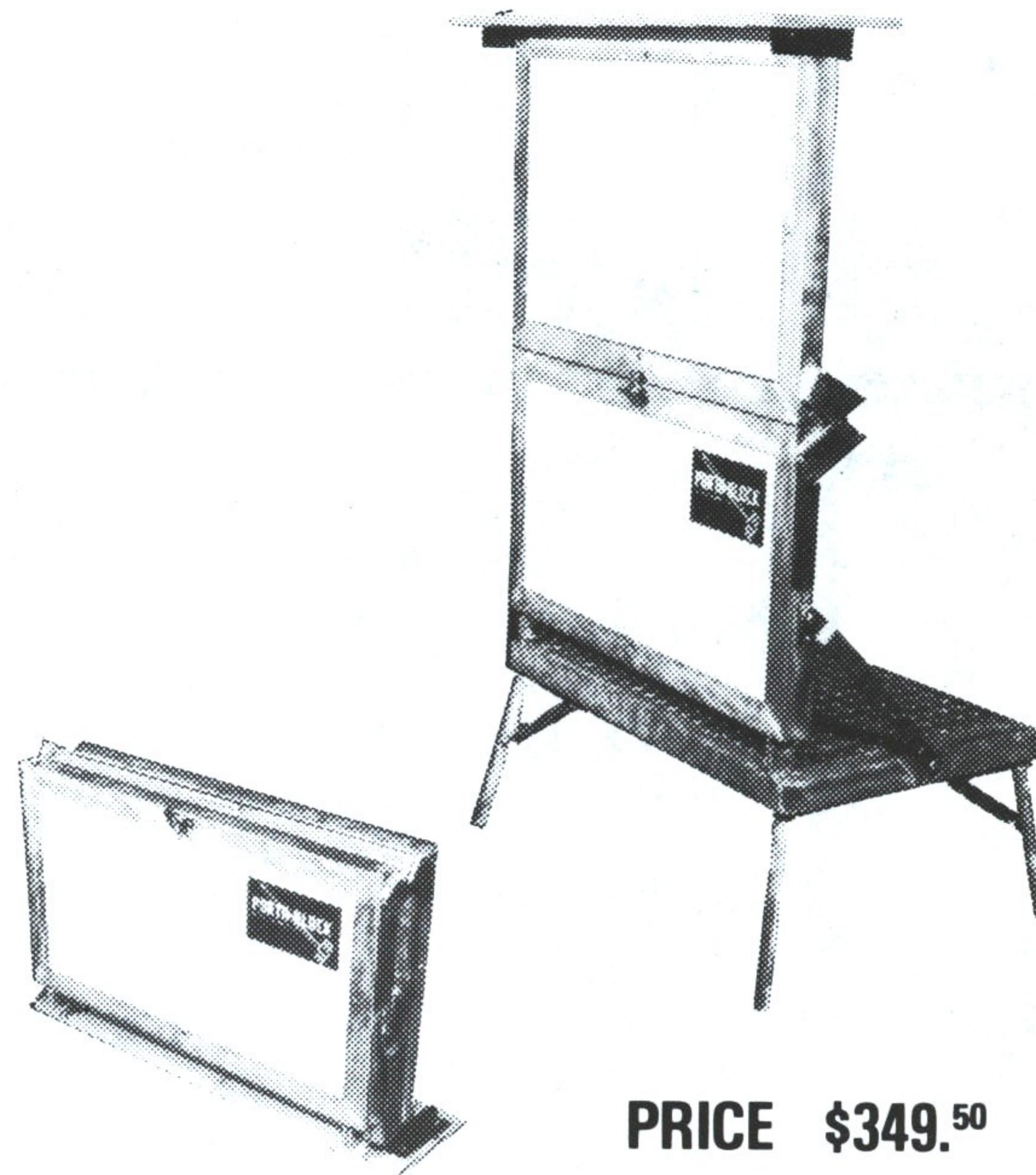
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they brought the "ten and ten" system with them. At the time, American auction houses traditionally charged 25% or less, the accepted average being around 20%, with 16% almost automatic for dealers and larger estates. To the American market, 10% for the consignor and 10% for the buyer looked like a tremendous reduction of commission to the consignor, and, of course, with 10% coming from the buyer, the auction houses were free to cut the consignors' commissions all the way to zero for a good sale, or even to remit some of the buyer's premium to the consignor.

It was hard for executors and consignors to resist the logic. Since Christie's efforts were only directed to the top of the market, there really was not the discounting of dealer's bids, which, perhaps, does occur at the lower price levels of auctioning.

For a while, Christie's in New York was the only American auction house using the "ten and ten" and they secured a tremendous foothold. Many feel that not immediately adopting the system was Sotheby's worst mistake, that had they moved swiftly, their English rival never would have made it in America. Sotheby's kept putting out press releases that they would not adopt the system, but they were losing important consignments to Christie's. Finally, as of January, 1979, Sotheby's adopted the "buyer's premium" and many other American auction houses moved to adopt it also. The big holdouts so far are Bourne's and Eldred's on Cape Cod, Garth's in Ohio,

and Richard Withington in New Hampshire, who calls it "immoral". Several other houses, such as Morrill's and F. O. Bailey's in Maine, use the premium selectively, depending on how hard they have negotiated the sellers' commissions.

Curiously, the two strongest written guarantees in the auction business come from two houses without the buyer's premium. Both Garth's in Ohio and Richard Bourne on Cape Cod totally guarantee their catalogue descriptions as to age, condition, and authenticity.

There was some talk of a lawsuit in America, perhaps on the basis that the auctioneer was illegally serving as agent for both parties to the transaction by charging both of them, but such logic doesn't really hold up. The Art Dealers Association of America contributed to the unsuccessful London lawsuit brought by the British Antique Dealers Association and the London Antique Dealers Association. In New Hampshire, the State Board of Auctioneers proposed a rule outlawing any auction commission paid by the buyer, but it was voted down after auctioneer George Young of Portsmouth explained that his whole art auction system was set up on the "ten and ten", and such a change in the rules would work a hardship on him.

Most auctioneers and most buyers seem to have learned to live with the system. Most consignors are now sophisticated enough to understand that ten and ten equals just about twenty.

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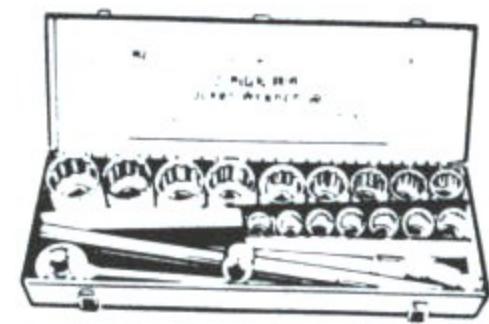
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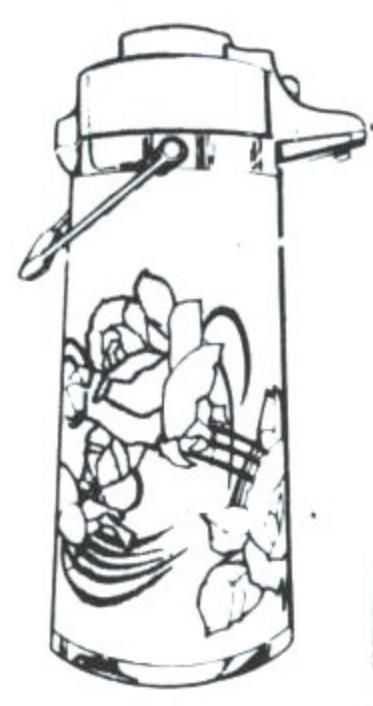
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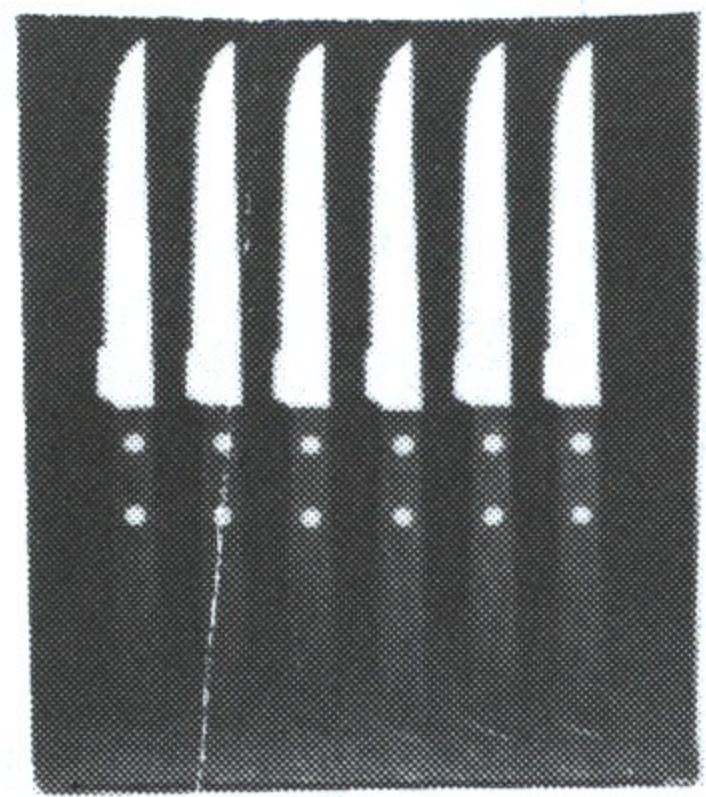
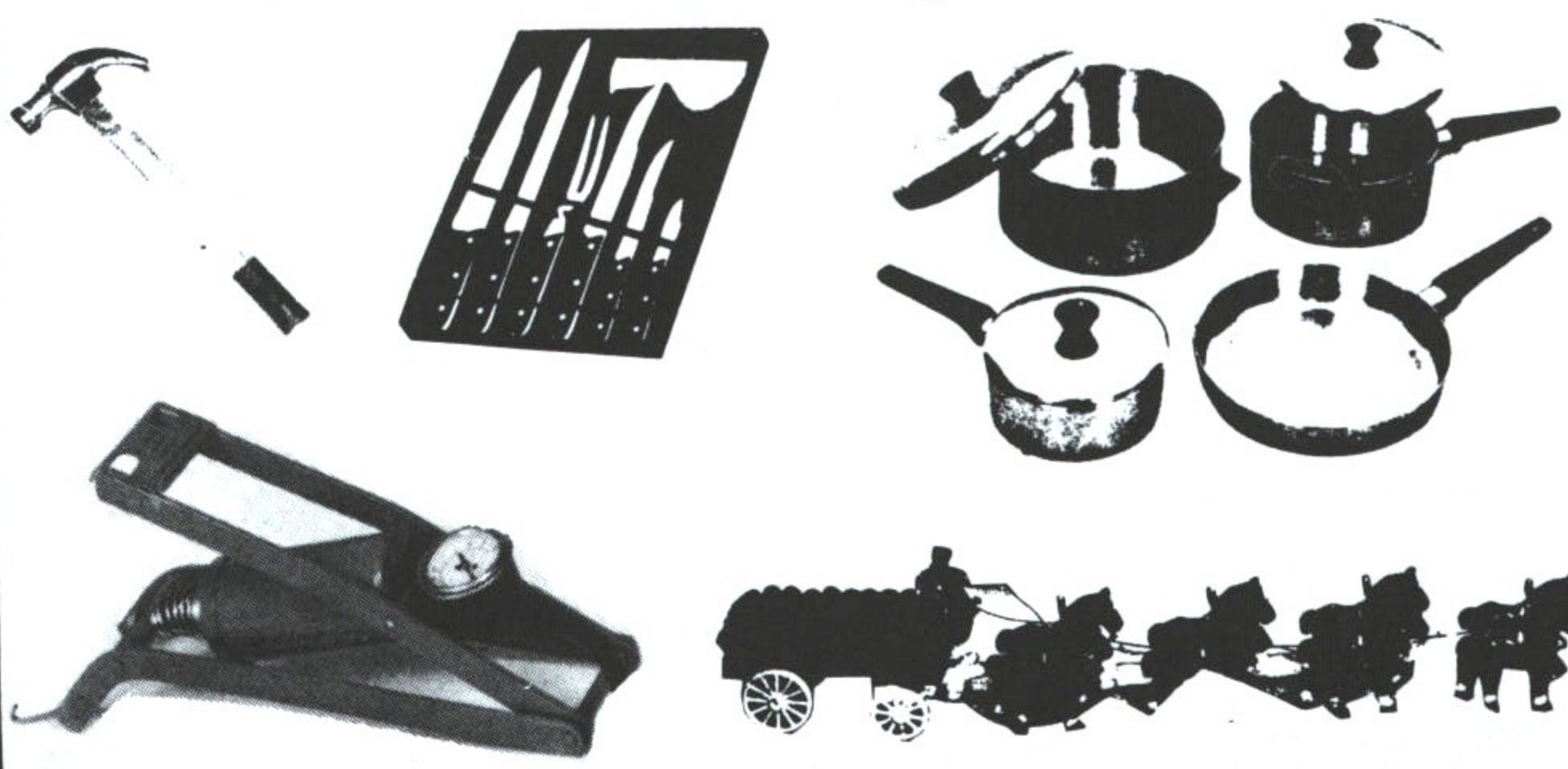


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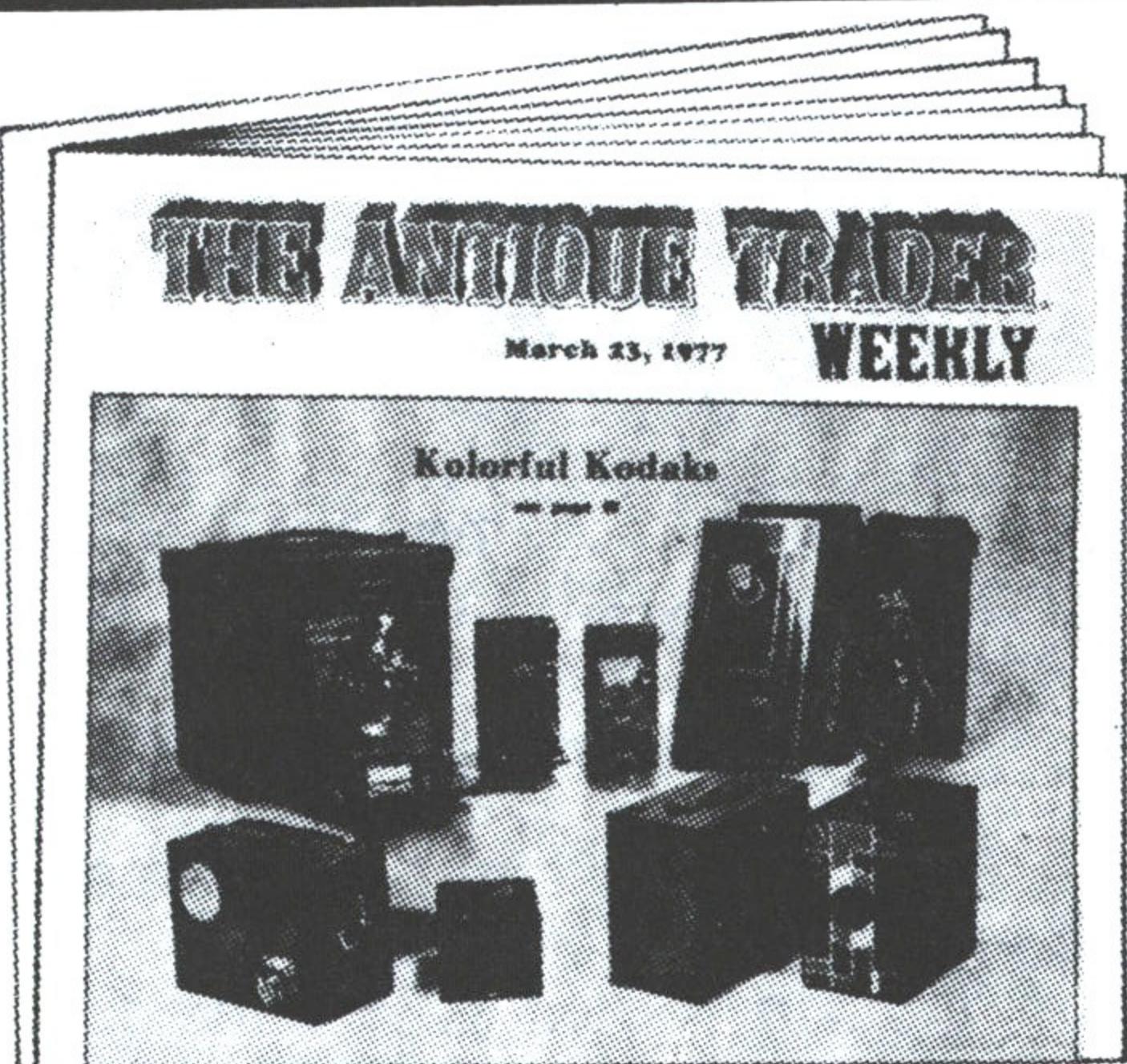
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Livestock at Auction

A tradition — Charles Riley and the "buffalo auction"

Mention buffalo to New York City meat brokers, and you'll hear about the small quantity they market — even in Manhattan. Discuss buffalo with Don Hight, Murdo, South Dakota, and he'll tell you about his herd of 2000; with contracts to fill for the meat, the hides, the heads and the horns. For Hight, buffalo is big business.

Between the producers and the marketers of one of America's first inhabitants, there is only a handful of auctioneers who regularly — or at least once or twice a year — auction buffalo. One of those auctioneers is NAA member **Charles Riley**, Valentine, Nebraska.

Each autumn, for over 20 years, Riley has conducted the surplus animal sale of buffalo and Texas longhorn cattle at the Fort Niobrara National Wildlife Refuge east of Valentine. Through good weather and bad, few buyers and many, auctioneer Riley has become a tradition, at a newsworthy auction in a small, Nebraska Sandhills town. NATIONAL GEOGRAPHIC covered the sale one year; newspaper reporters and photographers walk the corral "catwalks" along the buyers and the curious.

Especially nowadays, the longhorn cattle are a major part of the auction's attraction. Refuge manager Bob Ellis maintains a herd of color variety and horn shape that delights tourists throughout the year. The longhorns are currently a sought after animal by many cattle breeders. Calving ease, resistance to disease, size and constitution are among the longhorn's selling points. In recent years, the longhorn part of the auction has often outsold the buffalo, as the breed's popularity has increased.

The Fort Niobrara refuge sale remains special as livestock auctions go, still "fascinating" for Charles Riley who has been its only auctioneer. Before the auction in October, he'll get 25-30 phone calls about it. People will stop him on the street to discuss the "buffalo auction"; and he stays informed of the yearly selection of animals to be up for sale.

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A buffalo is still a "wild animal raised under domestic conditions", according to a definition by the National Buffalo Association. Fences were high and strong to protect the public; corrals solid and safe.



VANTAGE POINT AND VIEW. At left, auctioneer Charles Riley at the microphone with clerk Janice Edwards. Refuge manager Bob Ellis keeps the livestock moving. Below, auctioneer's view of sale ring, crowd and "pine ridge" landscape.



One of the reasons the Fort Niobrara auction is enjoyable is first rate organization by the refuge management. From start to finish, this "government sale" had all the contingencies covered, so that buffalo and Texas longhorns could change ownership on a windy and cold Wednesday, October 6.

This year's auction was the 39th annual surplus buffalo and Texas longhorn sale at the Fort Niobrara National Wildlife Refuge. (Before that auction method was adopted, surplus animals were privately purchased from the refuge.) A total of 525 people attended, with 63 buyers registered from 13 states, reaching from Alabama to Montana.

The 69 bison sold for a total of \$27,775, or an

average of \$402.54. Eighty Texas longhorns sold for \$98,750, or an average of \$1,234.38.

The top price for a bison was \$1,125 for a four year old bull, and a South Dakota rancher was the top buffalo buyer purchasing 9 head for a total of \$4,200.

Considerable interest was shown in the Texas longhorns. The top price for a bull was \$2,200 paid

Continued page 55

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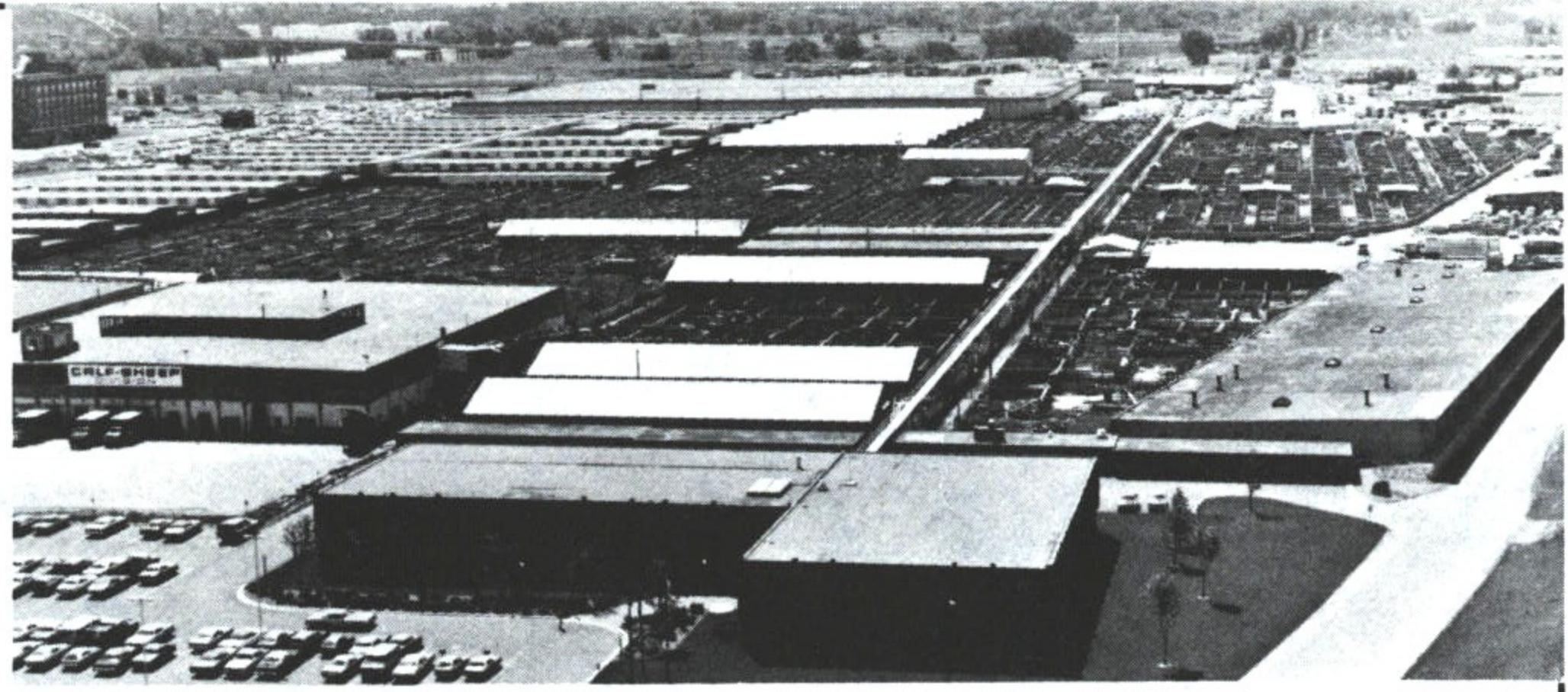
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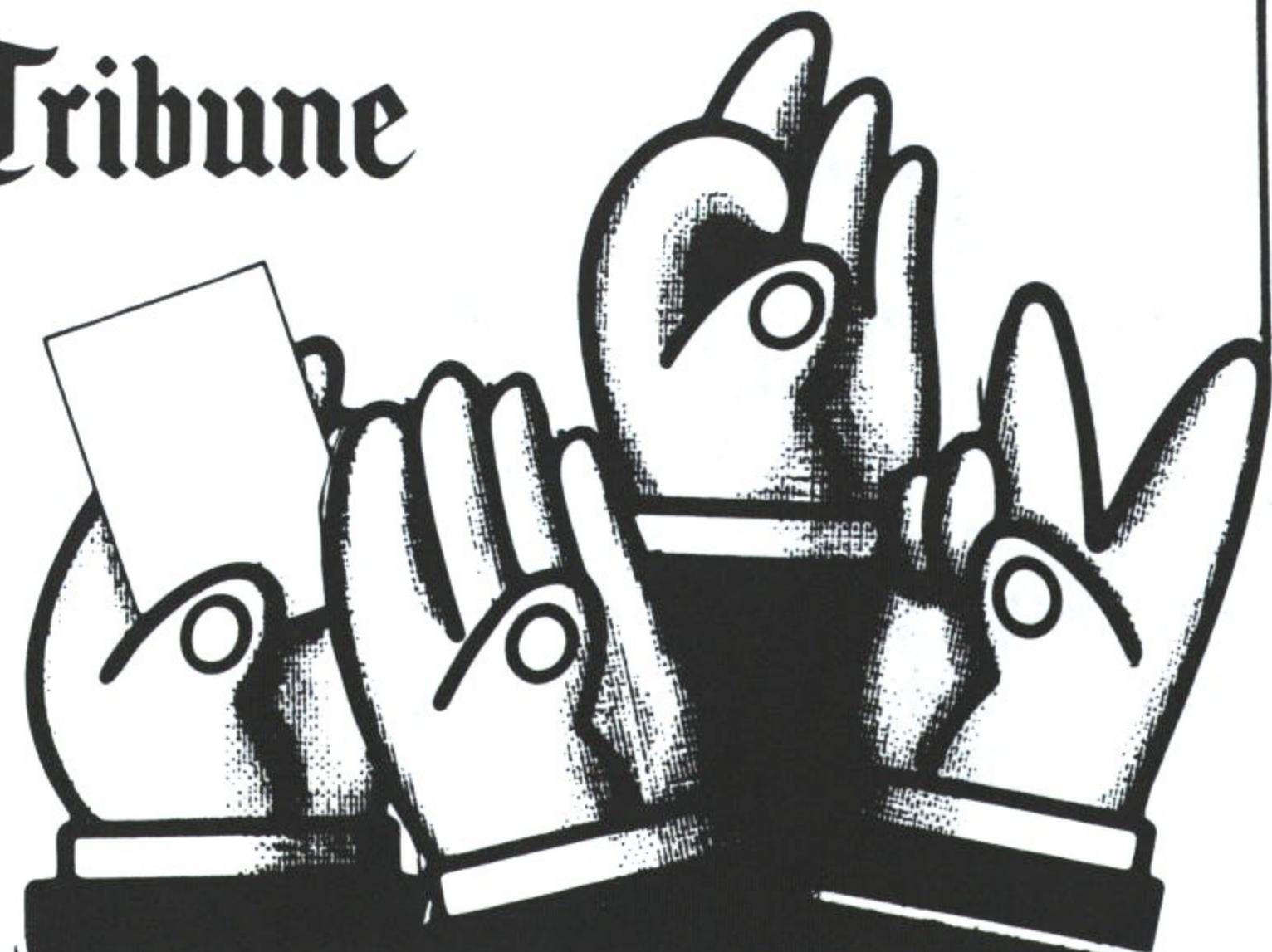
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Chicago Tribune





by a lady also from South Dakota. Two cows, two years of age, shared the top price offered for a Texas longhorn, bringing \$3,100 each, buyers were from Michigan and South Dakota. The top longhorn buyer was a North Dakota rancher with ten head purchased.

Total receipts from the auction were \$126,950. All clerking and cashiering duties were handled by refuge personnel.

Any buffalo for auction where you live?

The National Buffalo Association explained to THE AUCTIONEER that American buffalo are in every state in the Union, plus Canada, Germany, Japan, and Columbia. (The NBA president doesn't even live on the plains, but raises buffalo in Stormville, New York.) Who might have buffalo for auction? The market isn't that big — only 100,000 animals in the world — but auctioning buffalo presents a special challenge.

You may be selling for these buffalo owners; large producers who have auctions on their own property; refuge managers like the U.S. Department of Interior, or your state game and parks department; a special auction at a livestock market or show; even in an estate sale. Recently, one Dakota auctioneer contracted for a profitable estate sale, but there was one "challenge" in the inventory — numerous buffalo and where to find the buyers.

You can assume that some of those buffalo buyers would have probably attended a Fort Niobrara Wildlife Refuge auction, and responded to Charles

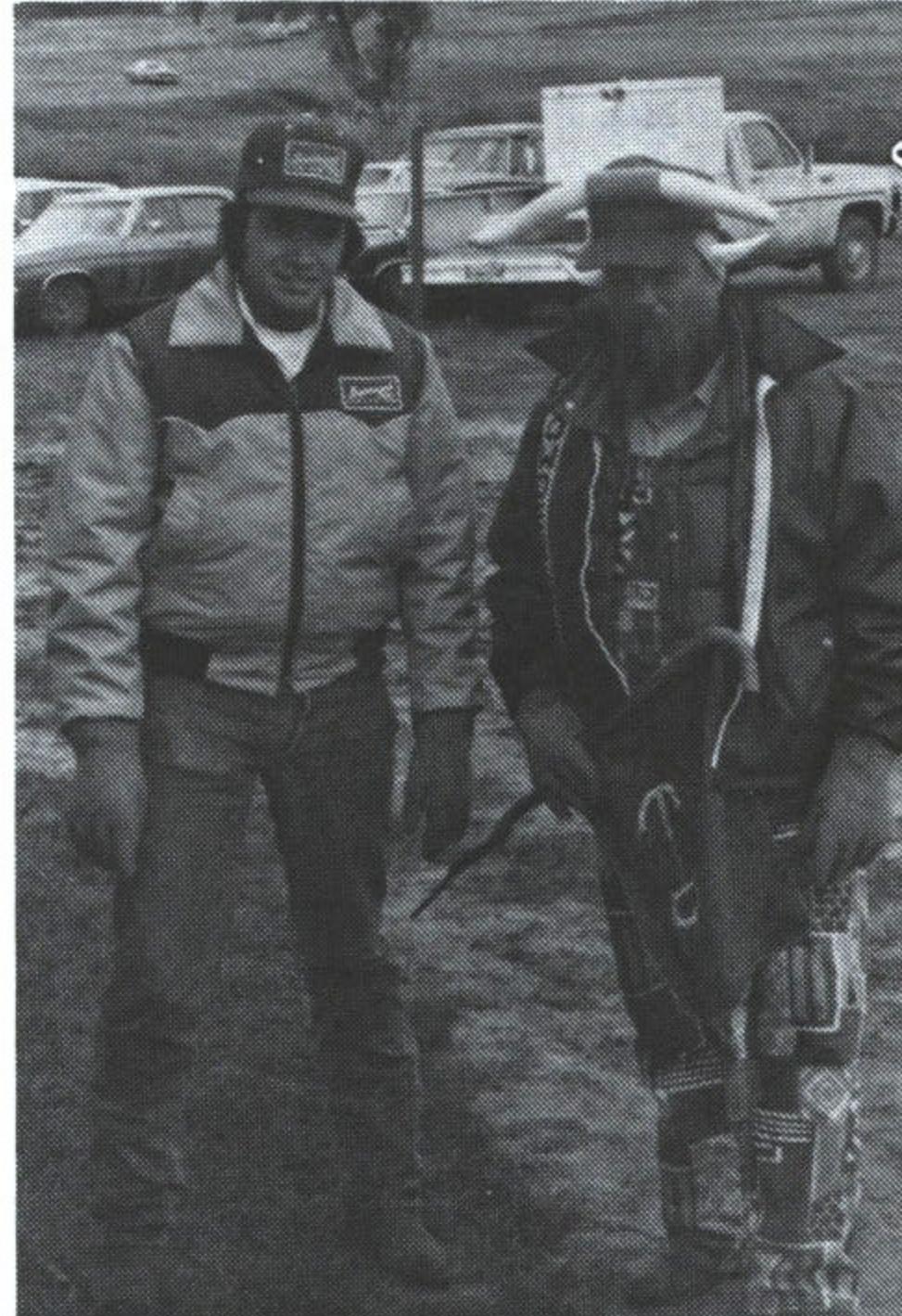
BUYERS AND LIVESTOCK faced bitter October weather. Upper left, safety was a factor in constructing "catwalks" above corrals; buffaloes are still considered wild animals. Below left, longhorn selection included color and horn variety.

Riley's bid calling.

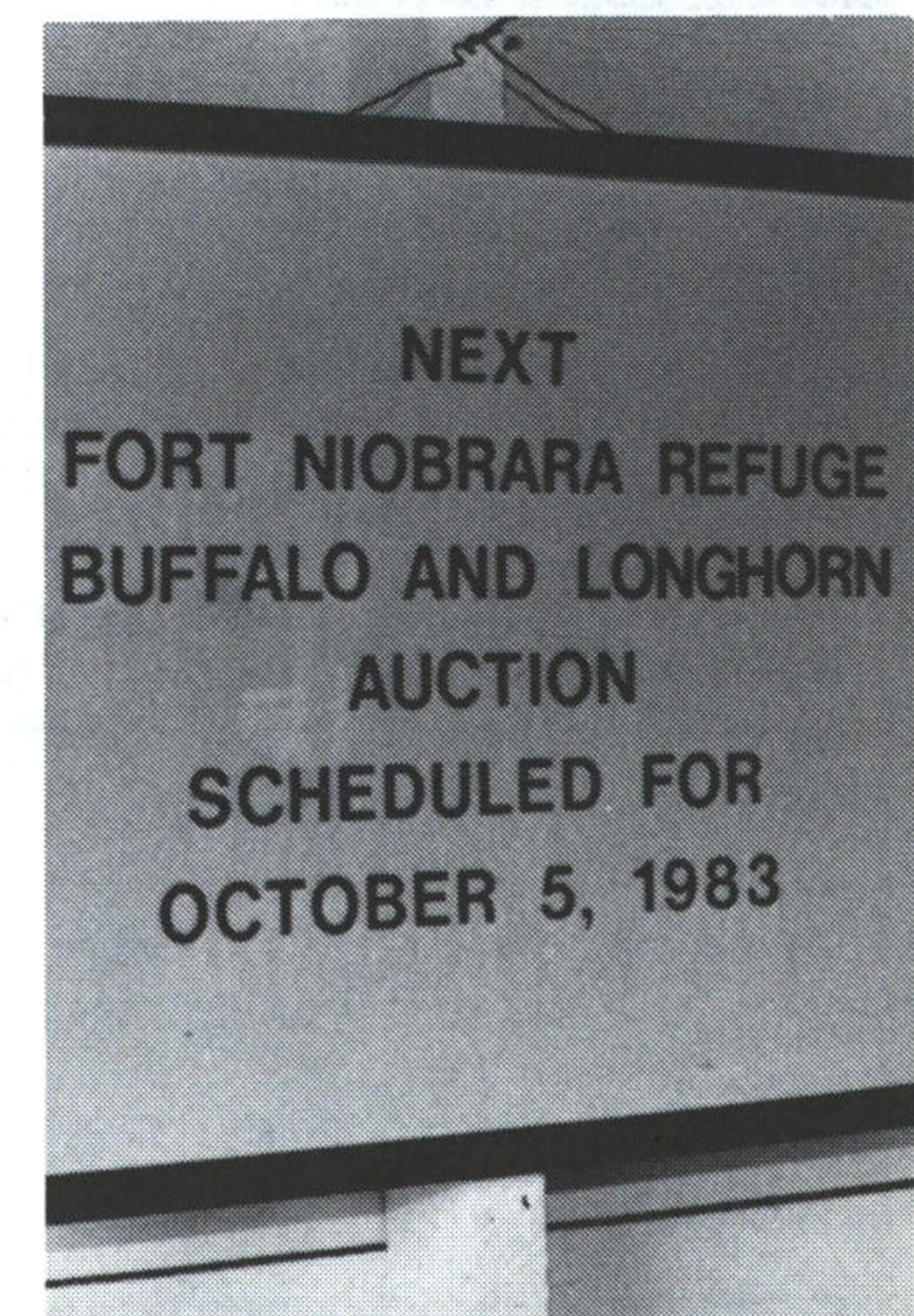
Traditions do not come easy, they're established year after year. However, for NAA member Riley, auctioning buffalo in October remains more than routine. It's still a special auction event for the only auctioneer that the time honored sale has ever had.

Article and photos by Gary Carmichael, NAA director of association services and AUCTIONEER managing editor.

Continued page 56



DRESSING FOR THE AUCTION, at least for the longhorn buyer at right, meant two sets of horns for warmth. The Kansas rancher explained that as long as his cane was in the air, he was bidding.



SIGN IN CASHIER'S OFFICE exemplified the Fort Niobrara auction's year of preparation for the surplus animal auction each October.

Where and how to buy at auction

By Dorothy Knapp
NAA member auctioneer
West Nyack, New York

(Reprinted with permission from *THE AUCTION BILL*, the official publication of the New Jersey State Society of Auctioneers, Inc. Auctioneer Knapp was the 1981-82 NJSSA president.)

The novice, as well as the advanced collector, will no doubt find their best buys at small country auctions where the merchandise is consigned and the auctioneer has a good reputation for honest dealings. Check the newspapers and periodicals related to the antiques business and choose an auction away from your local area. Every auction has certain items which do not sell well in a particular area. Travel around and find one where your preference in collectibles is not in demand.

All auctions should have inspection period prior to the sale. Be sure to go during that time and carefully examine the things you expect to bid upon. Pick up small pieces and look them over for damage. Check and list any identifying marks, such as are found on china or glassware, in order so you may look them up in your reference books. Jot down the lot number of the item if there is one, and decide at this time what you want to pay for it. If you are in doubt as to the value, ask the value, ask the auctioneer what he or she expects it will bring and ask if there is a minimum price, as some auctions do have reserves.

When the auction starts, go to your seat and stay there. Nothing is more distracting to an auctioneer and to the other customers than to have someone continually getting up and walking about. This also causes the auctioneer to lose track of you and sometimes miss your bid. When the item of your choice is offered for sale, move in on it at a fair opening bid. Don't wait for it to drop down to a price where everyone will bid on it simply because it is too cheap. Bid quickly each time it is your turn to raise the bid, but when you reach your maximum and stop bidding — STOP! No matter how much charm is exerted to coax you into making another bid — DON'T! This is a sure way to run a temperature from that almost incurable disease known as "Auction Fever". Better to lose an item and be sorry than to be sorry you paid more than you wanted to.

The best buys, it seems, are often made at the beginning and the end of a sale. At the start, you can usually buy the first few items while everyone else is still trying to "get in time with the music," so to speak. At the end, many people have already left, and the competition is not as keen. Prime time when prices are highest is generally in the middle portion of the sale.

If you plan on buying furniture, be certain to go to the preview. This will give you ample time to examine it inside, outside, behind and beneath. Don't be smitten by outside appearance; look for the real construction.

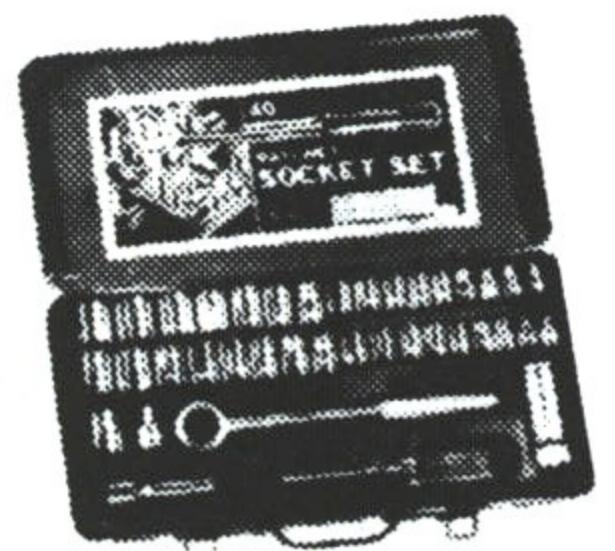
Auctions are fun. An auction is about the only place you can go for entertainment where, instead of always costing you money, it can make money.

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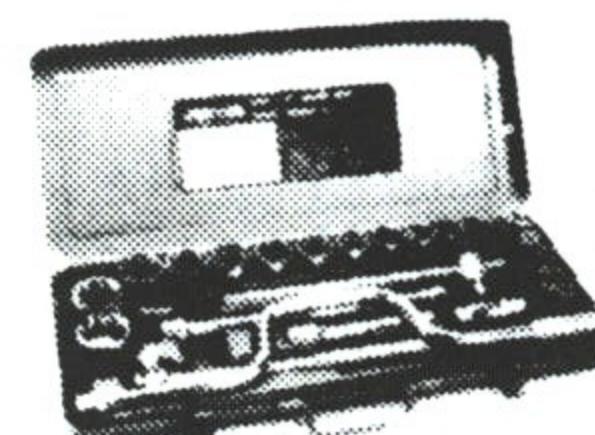
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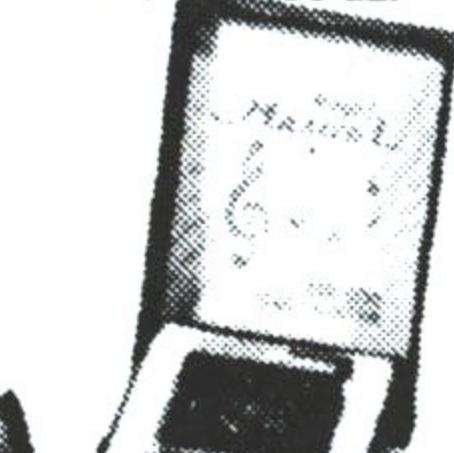


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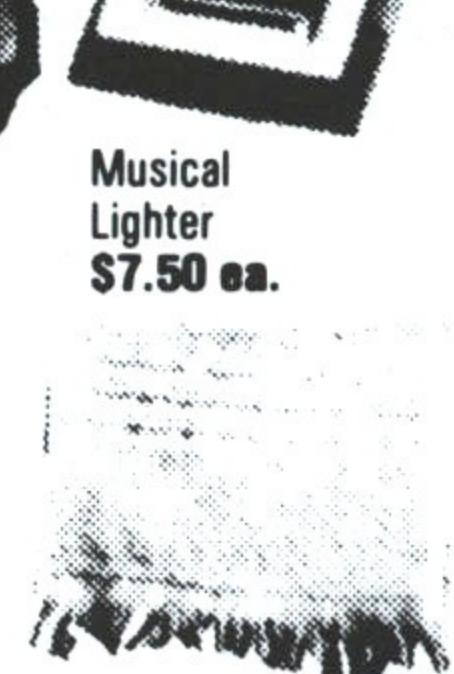
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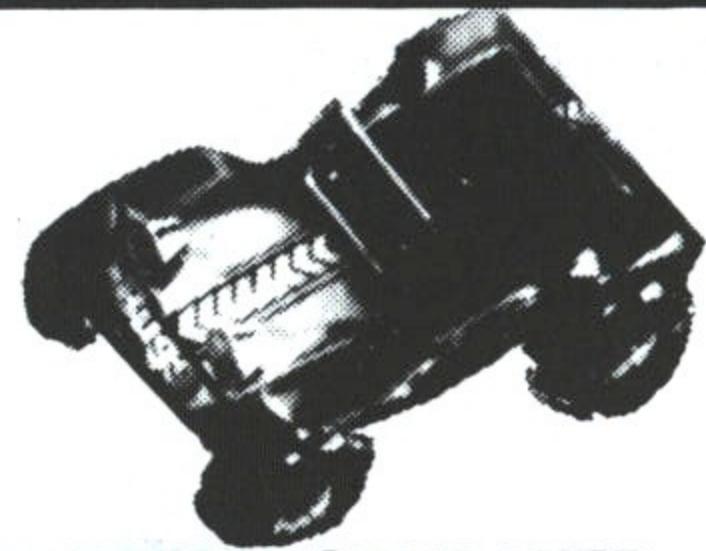
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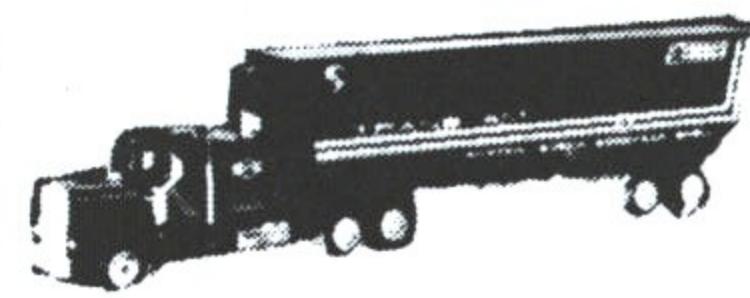
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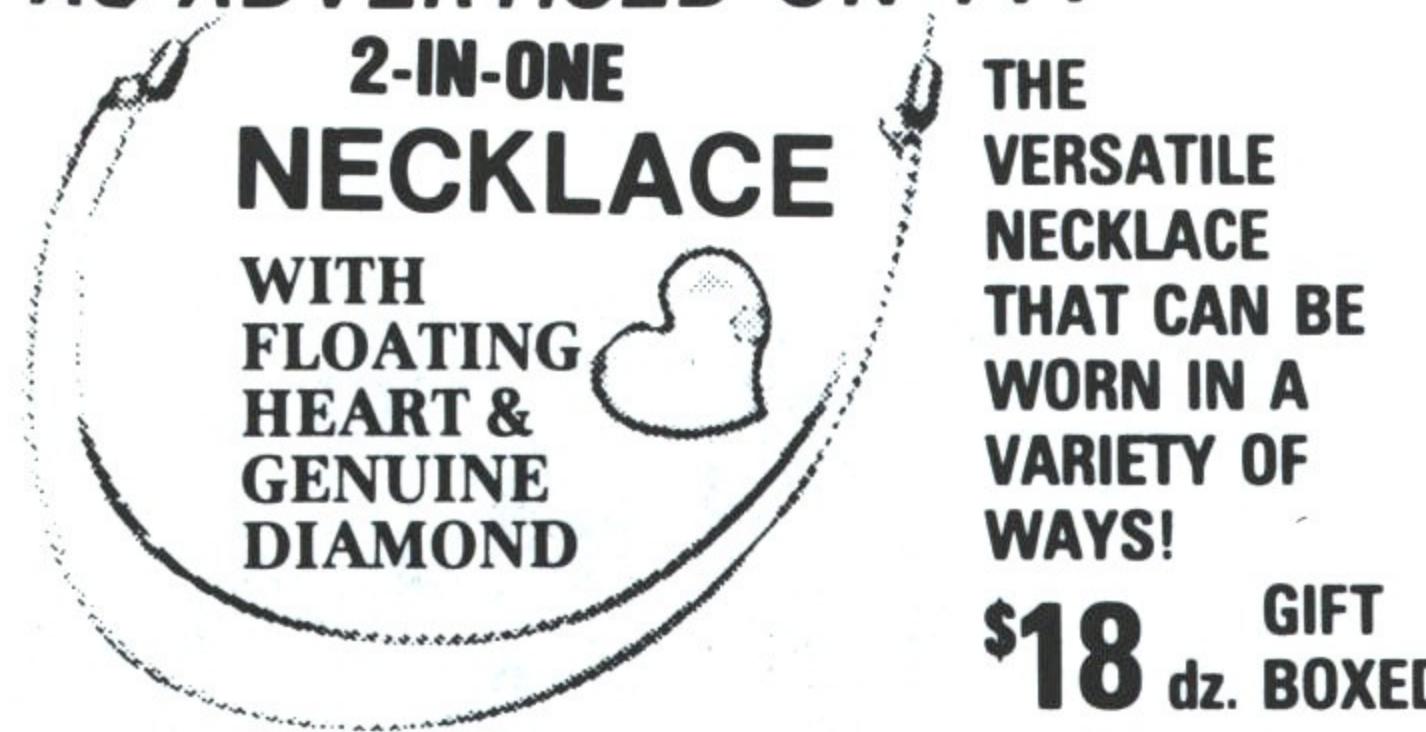


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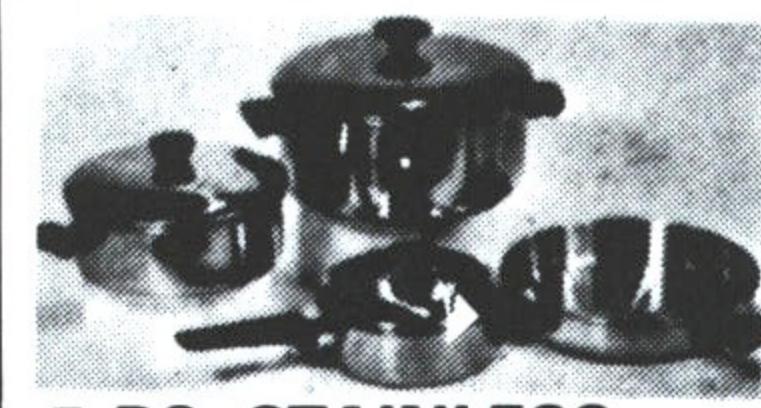


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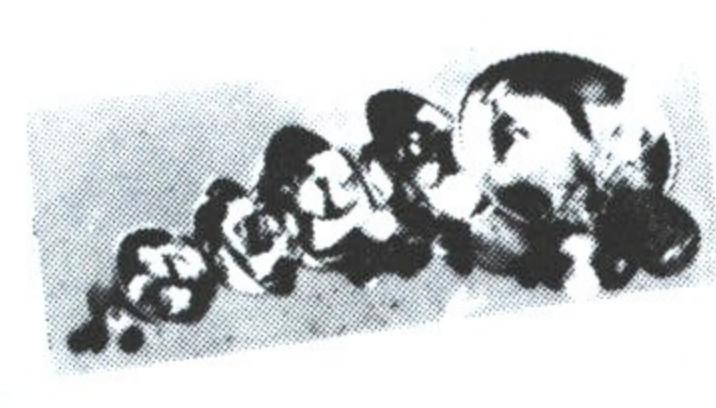
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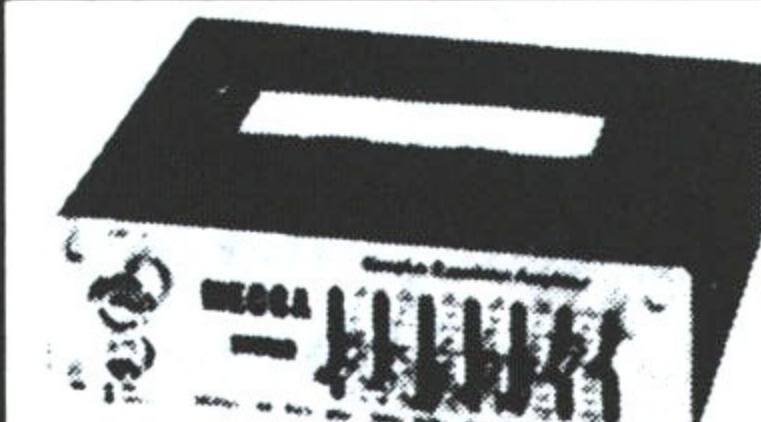
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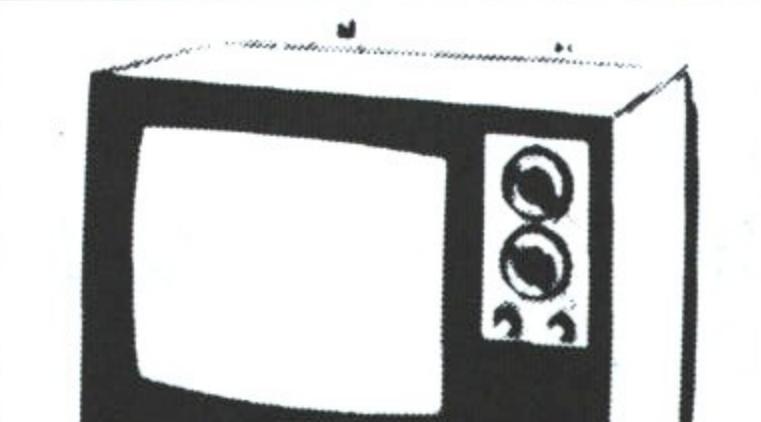
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Spotlight on NAA auctioneers

Auctioneer Michael on PBS

NAA member **George Michael** returns for his twentieth season on public television as host of "Antiques and Americana". This represents Michael's twelfth season with New Hampshire Public Television, producer of his popular "Antiques" series.

George Michael is also a frequent contributor to AUCTIONEER's "Antiques at Auction" column.

His new venture, which is funded by grants from the Eastern Educational Network and the Corporation for Public Broadcasting, will be distributed nationally to PBS stations. The new series focuses on turning today's collectibles into tomorrow's antiques.

An original corporator of the Shaker Colony in Canterbury, New Hampshire, Michael serves as a consultant on antiques to both YANKEE magazine and the Wistariahurst Museum in Holyoke, Massachusetts.

The first segment of "Antiques and Americana" aired nationally in mid-November. It served as an introduction to the 26-week series and provided tips

on collecting such common items as old kitchen utensils, farm tools, glazed ceramics, and toys.

Subsequent programs will feature guests who are experts in a specialized field. In all his years on television, Michael has the distinction of never repeating a topic. (Check local listings for time and station.)

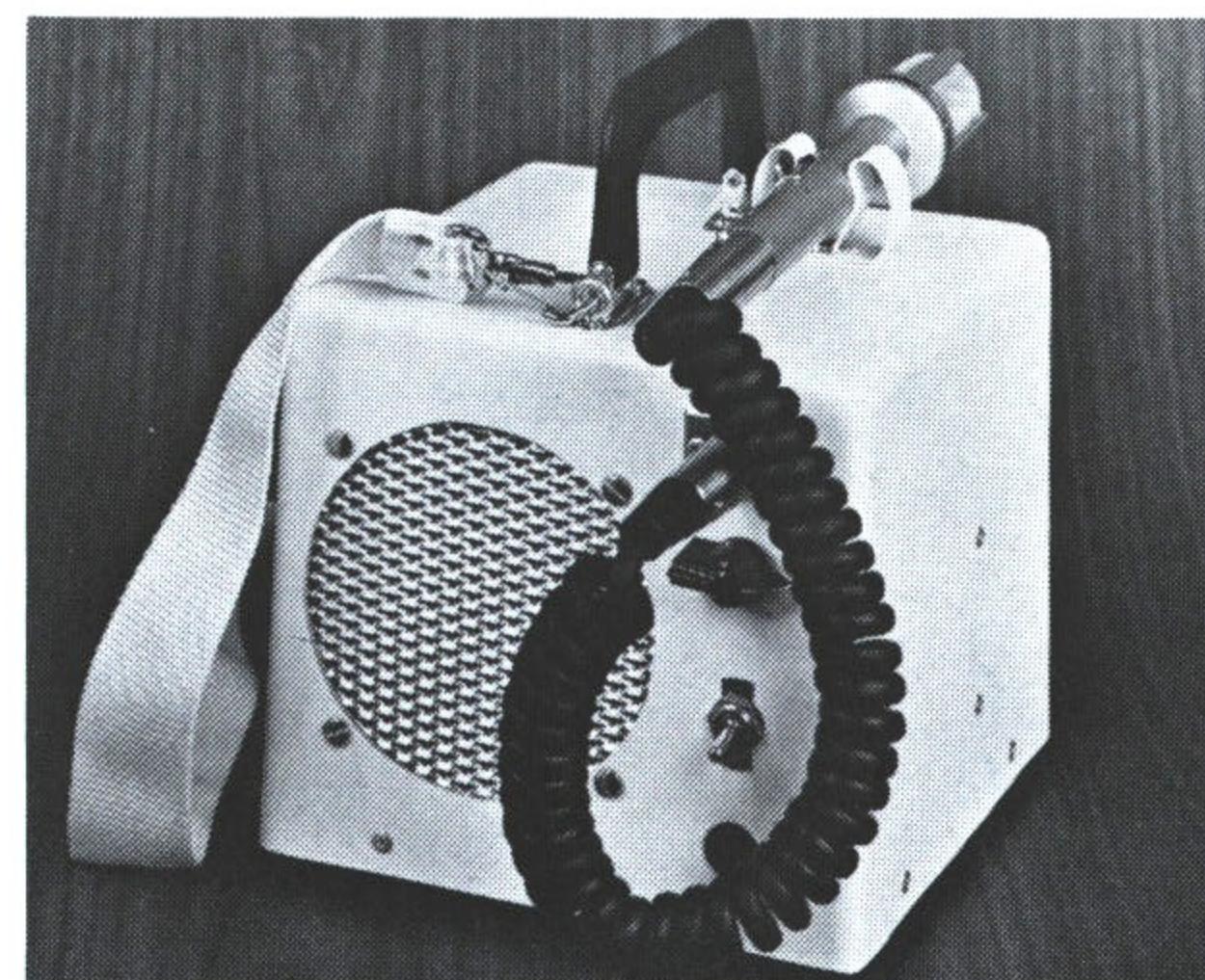
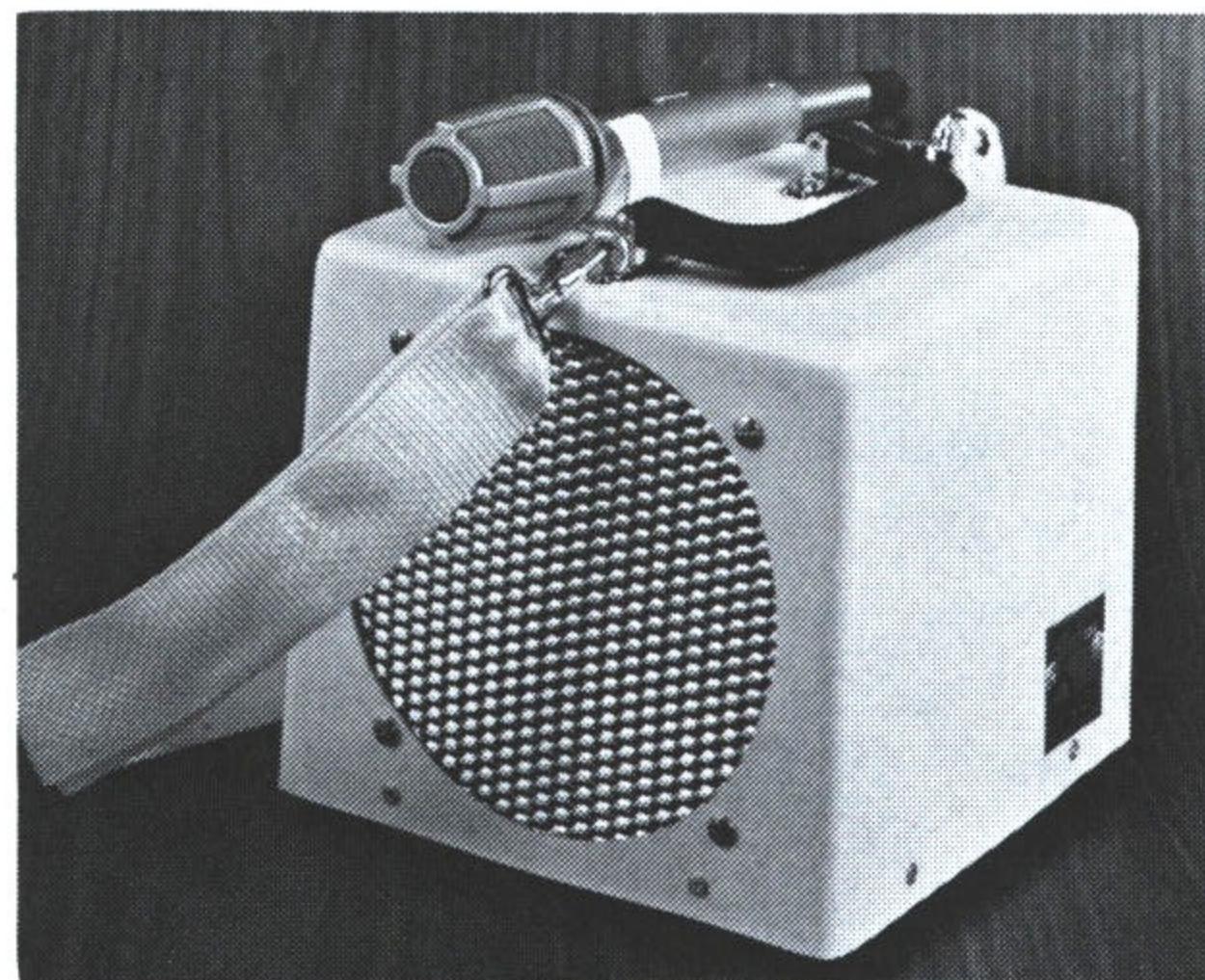
Topics to be covered by "Antiques and Americana" include print collecting, clothing, mochaware, gambling devices, Sandwich glass, carved eagles, dolls, European glass, Chinese paintings, and the Hudson River Valley School of painting.

Talented voices in Wells family

The skilled auction voice of NAA member **Billy H. Wells**, Sanford, Florida, is not the only talented one in the Wells family. Wife Linda, and daughters Dara, 17, and Jennifer, 13, were all cast in the musical "Oliver" last summer, staged by the Central Florida Civic Theatre.

Mrs. Wells has been interested in theatre since high school and college days, and the two daughters share that interest. Dara will compete in the Miss Sanford Pageant next year, and young Jennifer was cast in the "The Wizard of Oz" last summer.

Billy Wells is past president of the Florida Auctioneers Association and is currently serving as the FAA secretary treasurer.



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NAA members elected, re-elected

Auctioneer **Glenn H. Binger**, Blue Springs, Missouri was re-elected to a fifth term in the Missouri House of Representatives. He informed THE AUCTIONEER that he intends to reintroduce a bill which came close to passing in the last session of the Missouri Legislature. Below is a reprint of that legislation.

HB #147
L. R. No. 275

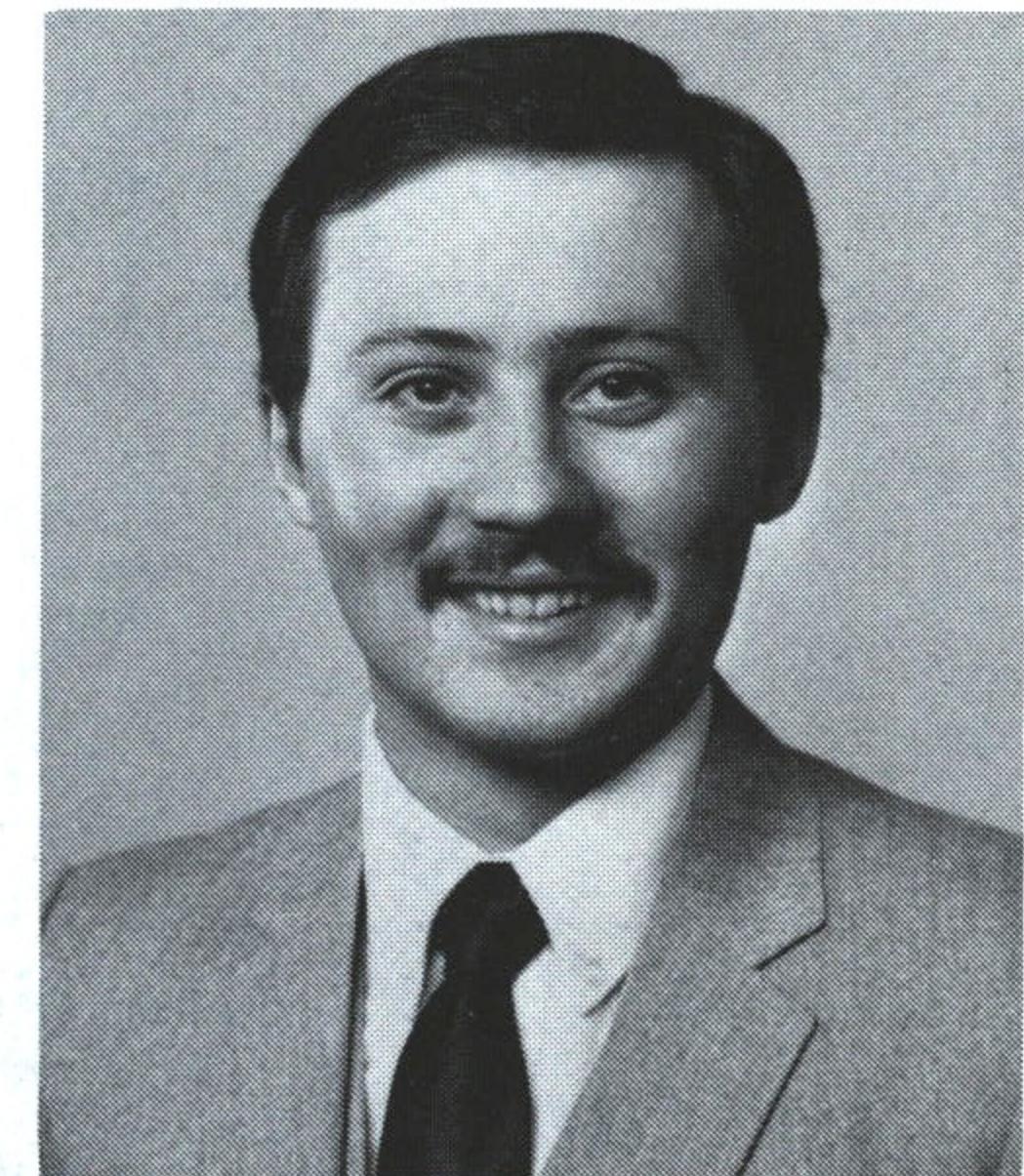
AN ACT

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MEMBER OF PROVINCIAL PARLIAMENT, auctioneer *Grant Hodgins*.



ly. When asked if politics has hurt his auction business, Hodgins replied that he had initially feared that it might. He realized, however, that it was time for those who did the "working and the paying, start, and do, the talking". He now says that politics has not hurt his business one bit and would encourage other auctioneers to be more involved in politics.

One of Hodgins' goals as a politician is to convince his colleagues to replace the outdated tender method of selling surplus government assets with the auction method. He also hopes to initiate a program similar to "Buy Back America", as outlined by South Carolina NAA member, W. Angus Davis (June, 1983, AUCTIONEER).

Hodgins to Saskatchewan Assembly

Canadian NAA member **Grant Hodgins**, Melfort, Saskatchewan, was elected to the Saskatchewan Legislative Assembly in April.

A second generation auctioneer, Hodgins defeated cabinet minister Norman Vickar by more than 1500 votes, while managing to conduct 23 farm auctions in the same month as the election. Grant has been a part of the auction business since he was a young boy, attending Reisch World Wide College of Auctioneering in 1973. He is also a graduate of the University of Saskatchewan, bachelor of commerce degree.

Grant Hodgins' father owns a separate auction firm, handling consignments of farm and construction equipment while Grant conducts 60-70 farm dispersal, or agriculture dealer reduction sales annual-

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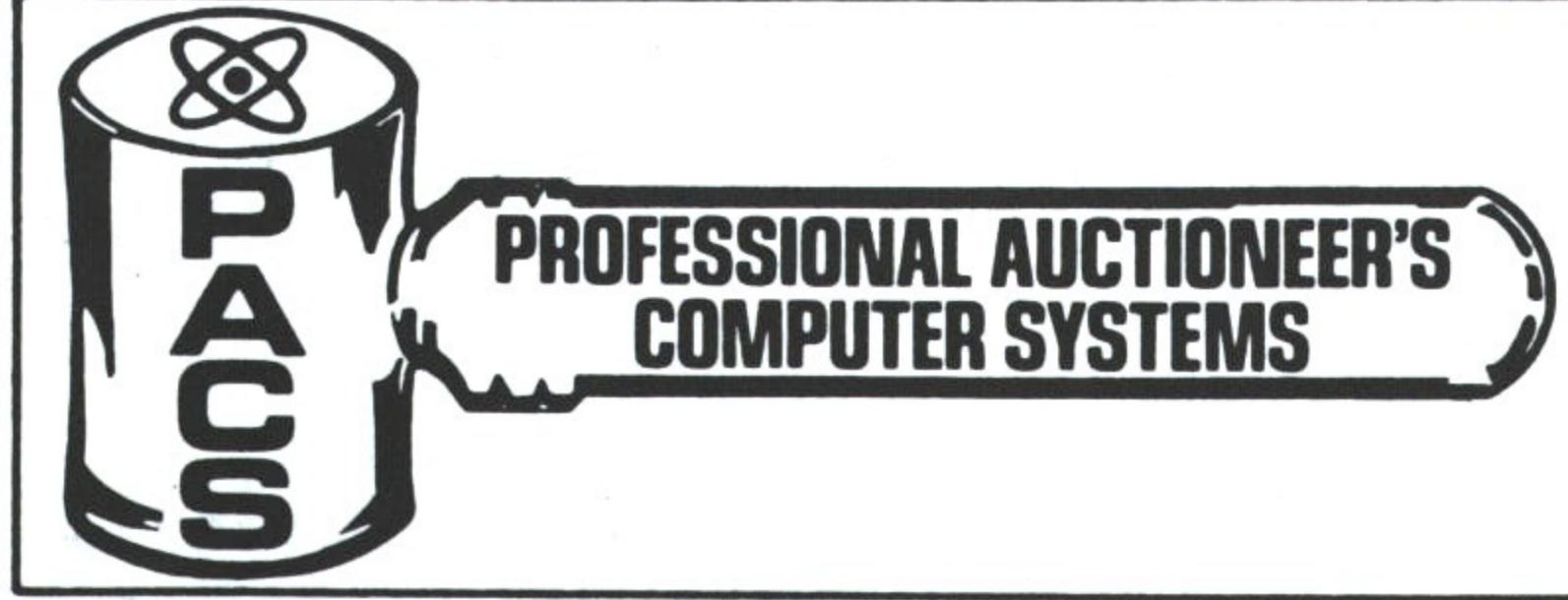
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Members Hansford, Kessler finalists in tobacco championship

Danville, Virginia — Two tobacco auctioneers from Campbellsville, Kentucky, were finalists in the 1982 World Tobacco Auctioneering Championship held October 9 in Auctioneer's Park here.

NAA members **Rufus Hansford** and **Wayne Kessler** know each other quite well. Kessler gave Hansford his start in the auctioneering business 24 years ago. Both men finished in the top 10 in a field of 72 contestants who entered the second annual auctioneering competition, sponsored by R. J. Reynolds Tobacco Co. Last year's champion was NAA member **Mac Burnette**, Clarksville, Virginia.

Hansford, who auctions on flue-cured markets in Fairmont, North Carolina, and Dillon, South Carolina, and the burley market in Greensburg, Kentucky, was also a finalist in last year's competition.

Kessler, a 44-year auctioneering veteran, was competing in the championship for the first time.

"My 19-year-old son John talked me into all this," Kessler said. "I didn't think I'd stand a chance, but John insisted. So I said I'd do it if he would, and today both of us went up against some stiff competition."

Hansford said he wouldn't have missed returning to the World Championship for anything.

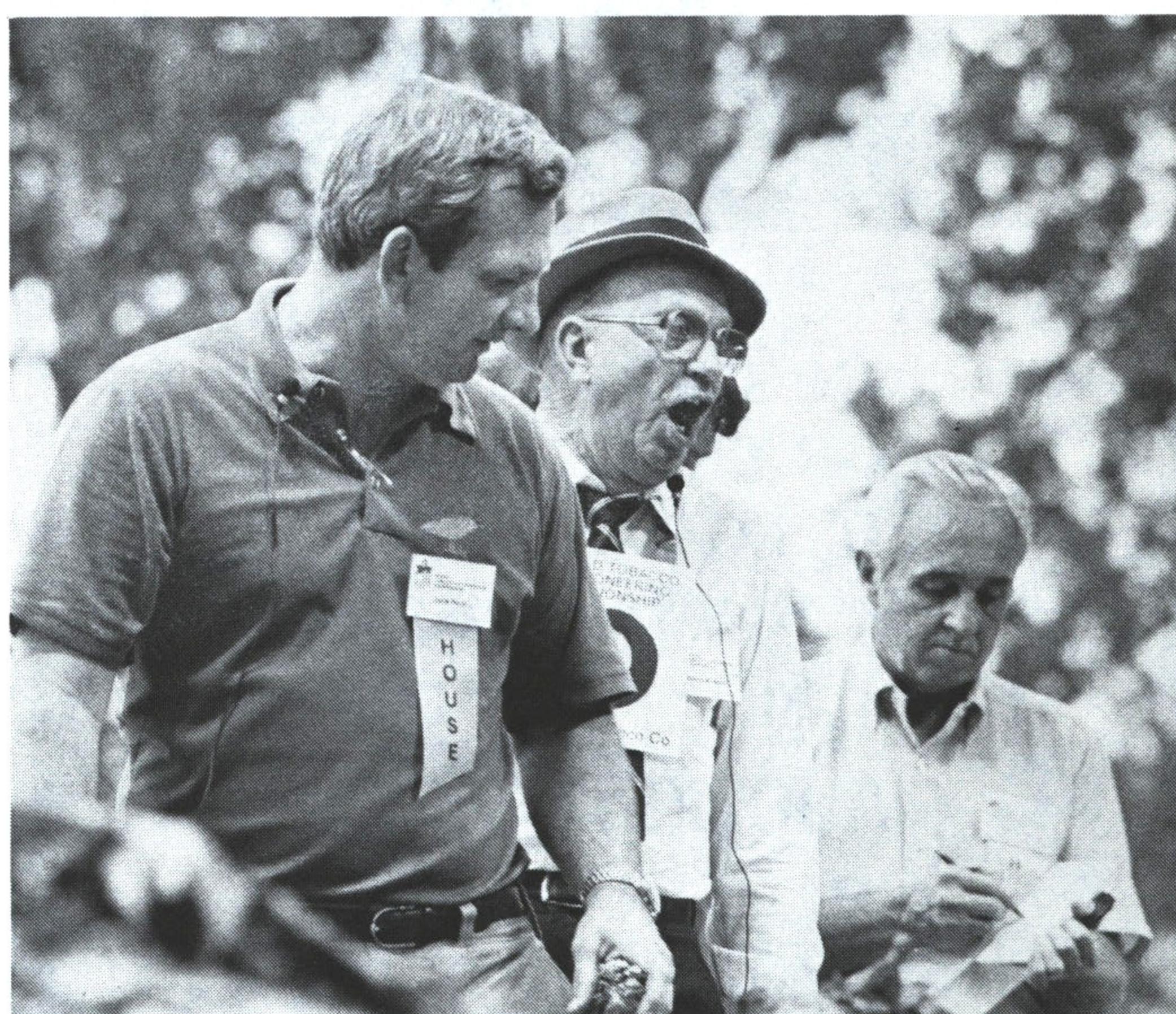
"This contest is what tobacco is all about. It brings to light what tobacco means to our nation's economy and ought to make those in government



"IT'S A WAY OF LIFE" — Rufus Hansford has been in the auctioneering business for 24 years, and a championship finalist both this year and last year.



1981 CHAMPION TOBACCO AUCTIONEER, Mac Burnette, greets another ambassador of the tobacco industry at this year's competition. He paused during the contest to chat with Miss Tobaccoland, Celia Horne of Rocky Mount, North Carolina. In the background is the special amphitheatre arranged for the auction event.



SMOOTH AND EASY, that's the tobacco auctioneering style that won Wayne Kessler a finalist's spot in the World Tobacco Auctioneering Championship. This was the auction veteran's first time in the competition.

and people at large aware of the importance of tobacco to Kentucky and the other southern states," Hansford explained.

The auctioneering championship was part of the Danville Harvest Jubilee, a three-day festival commemorating the South's two most important agribusinesses, tobacco and textiles. Reynolds Tobacco, working closely with the Danville Tobacco Associa-

tion, chose Danville as the site of the contest because the art of tobacco auctioneering was begun here 124 years ago in Neal's Warehouse.

The contestants were judged on the basis of their chants, ability to recognize bids, pace and salesmanship during a mock tobacco auction held in a scenic outdoor amphitheatre in Danville's historic warehouse district.

As finalists, Hansford and Kessler received sterling silver belt buckles bearing the "Pride in Tobacco" symbol.

R. J. Reynolds Tobacco Co., a subsidiary of R. J. Reynolds Industries, Inc., manufactures Winston, Salem, Camel, Vantage, More, NOW, and Doral II cigarettes, plus a full range of chewing and smoking tobaccos.

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State association reports

Iowa auctioneers meet

The Iowa Auctioneers Association met for its fall convention, Monday and Tuesday, October 25-26, at the Holidome in Cedar Rapids. The Board of Directors met on Monday to formulate proposals and ideas for the General meeting Tuesday afternoon.

A Monday "kick off" luncheon preceded two afternoon seminars — "Radio Advertising" with station representatives from Cedar Rapids, Des Moines, and Waterloo; plus "Computerization for the Auctioneer". A Hawaiian Luau was enjoyed Monday evening, followed by a performance of Hawaiian dancing. Bidding was brisk at the convention's Fun Auction, with a respectable amount being realized for the Association's treasury.

The next day, two more seminars were presented, one by NAA director Dean Parker on "Sales Management", followed by "Business Liquidations for the General Auctioneer" presented by Dave Kessler, New Paris, Ohio. Tuesday noon, a luncheon was enjoyed after the invocation by the wife of the 1982 IAA president, Mrs. Jerry Tubaugh.

Introductions of IAA members, family and guests revealed that most in attendance were from the central and eastern parts of the state. Howard Buckles, Keosauqua, immediate past NAA president, reported on the Atlanta NAA convention and discussed the upcoming 1983 convention in Houston. Warren Collins, Jesup introduced this year's recipient of the IAA Auctioneer of the Year Award, Irving Leonard of Elkader.

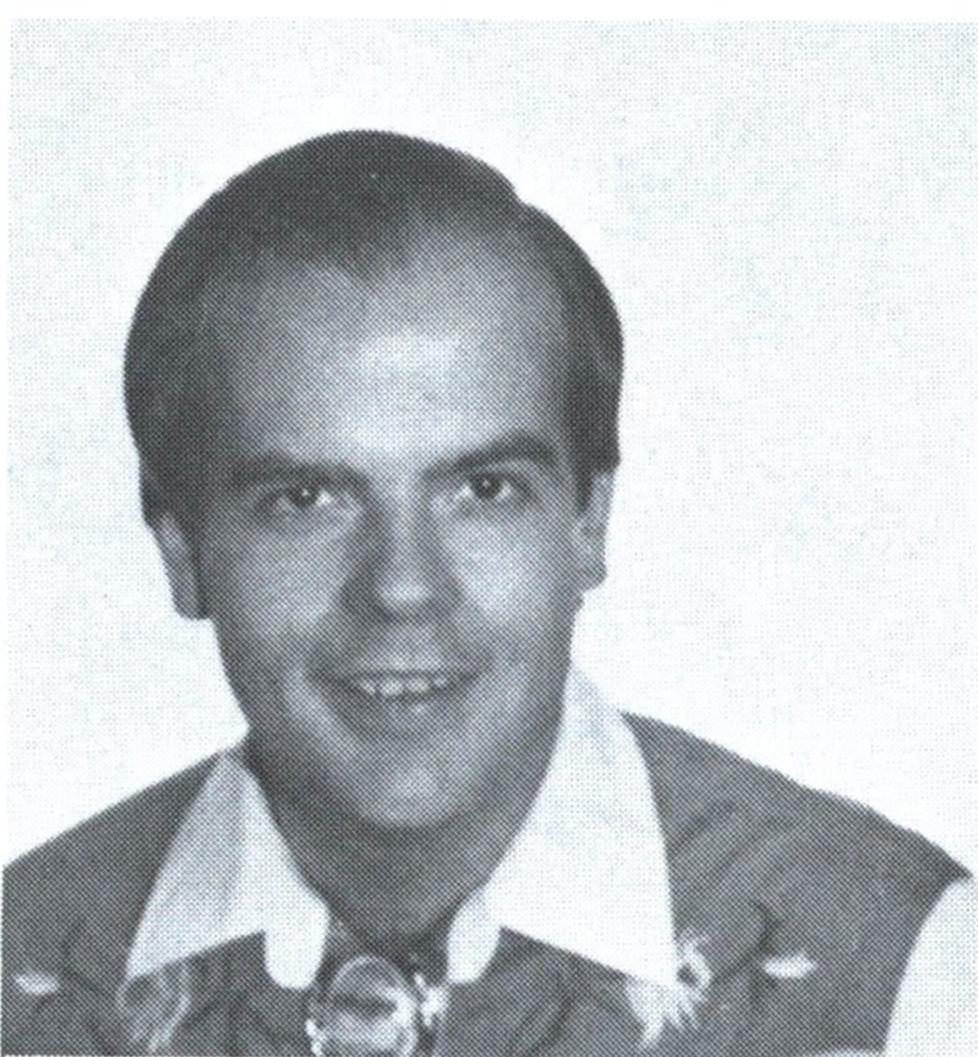
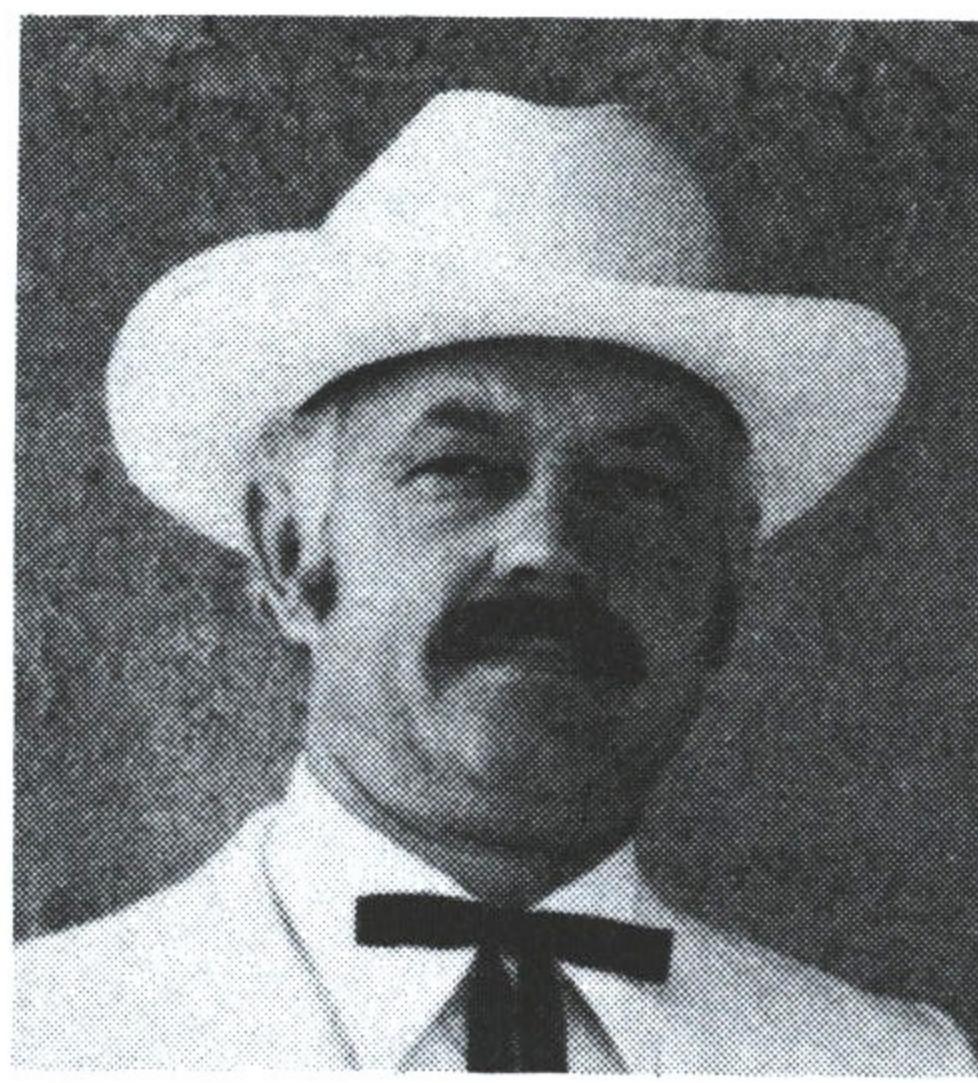
The advertising contest winners were also announced — Bob Humpal, Ft. Atkinson, Jim Rhodes, Melbourne, Leonard Auction, Elkader, and Hunter Auctions, Council Bluffs. NAA director Dean Parker was the after dinner speaker.

After the Tuesday luncheon, the IAA Auxiliary, under the direction of Bonnie Mallinger, Sigourney, held its meeting, with past NAA Auxiliary president Irene Dudley, Hampton, speaking on antiques.

The IAA auctioneers held their general Board meeting to discuss a variety of agenda items — increasing IAA meeting attendance, license laws, regional meetings during the winter months, auctioneer's contest at the Iowa State Fair, plus the IAA newsletter and its contents.

The annual election was held, with Dean Leonard elected as the 1982-83 IAA president; Elmer Gronawald, Donahue, first vice president, and Ed Malmanger, Grand Mound, second vice president. Howard Johnson, Story City, and Bill Ellison, Solon, were elected to three year terms on the IAA Board.

President Leonard and the Board of Directors met to approve the IAA spring meeting, April 10, in Des Moines, and the fall meeting, November 12-13, in Waverly.



NMAA OFFICERS, clockwise, from left, president Jacquelyn Russell, vice president J. David Hetzel, secretary Robert M. Dienst, treasurer Wade Worrell.

New Mexico Auctioneers Association elects new officers

Auctioneers from across the state met for the annual NMAA convention in September. One of the principal duties of the assembly was election of new officers.

Jacquelyn Russell was elected president, J. David Hetzel, vice president, and Robert M. Dienst, secretary. All have auction businesses in Albuquerque. Wade Worrell, Las Cruces, was elected treasurer.

Among the NMAA members, family and guests attending the meeting held at the Regent Hotel in Albuquerque was NAA president Rex Newcom. The New Mexico Auctioneers Association was formed two years ago to enhance the professionalism of its members throughout the state.



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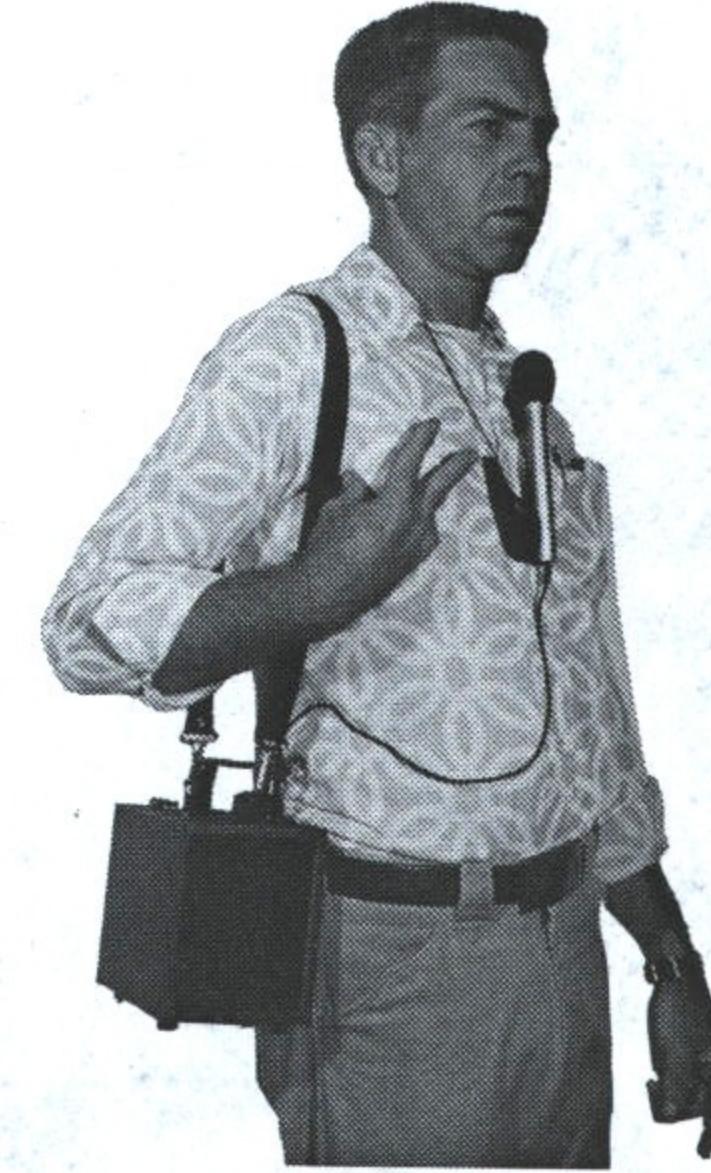
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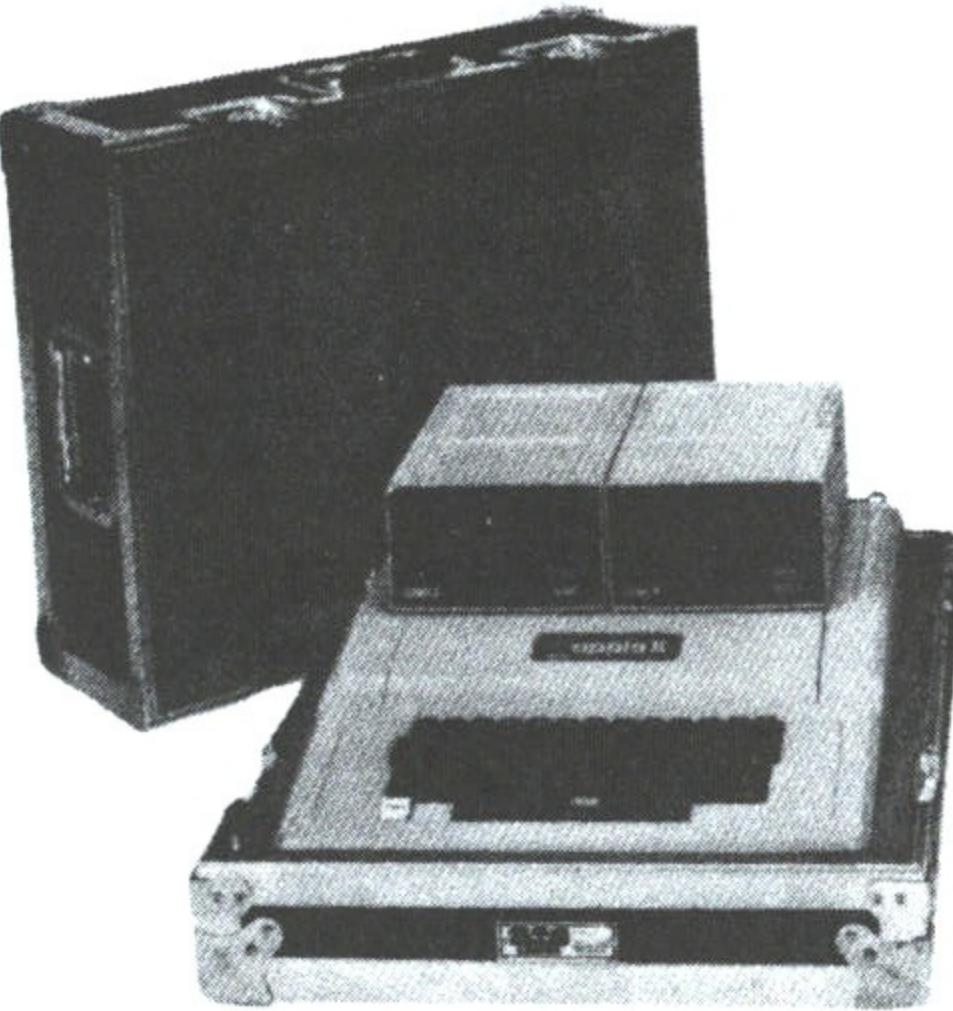
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State association officers updated information

As it is received at the NAA office, THE AUCTIONEER magazine will publish the most current officer information from the state auctioneers associations. The last complete directory of state association presidents and secretaries was in the November issue of THE AUCTIONEER.

Iowa Auctioneers Association — President: Dean Leonard, Box * 583, Elkader 52043, phone 319-245-2520. Secretary-treasurer: Margaret H. Bloomer, Rt. #3 Box 43, Glenwood 51534, phone 712-527-3615.

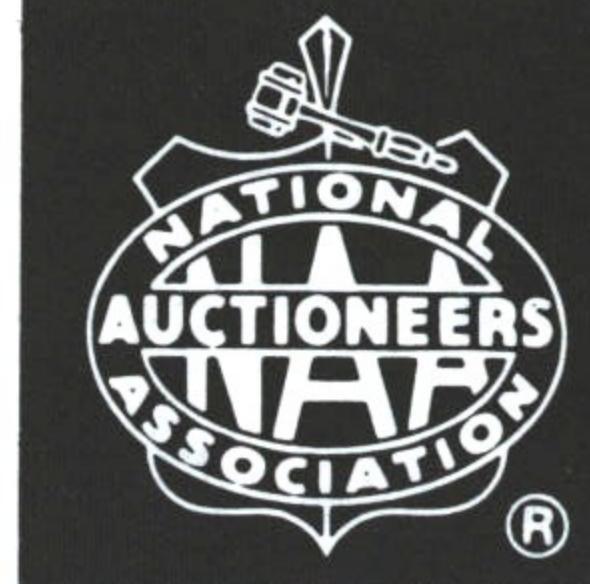
South Dakota Auctioneers Association — President: Rich Penrod, Gettysburg 57442, phone 605-765-9221. Secretary: Kenneth R. Jark, RR 1, Box 66, Stratford 57474, phone 605-225-1828. Executive Secretary: Lucy Fischer, Long Lake 57457.

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In Memoriam...

JAMES E. HILL

The NAA office was notified of the death on October 9, of NAA member James Hill, Strasburg, Ohio. Formerly of New Smyrna Beach, Florida, Mr. Hill was a past president of the Florida Auctioneers Association.

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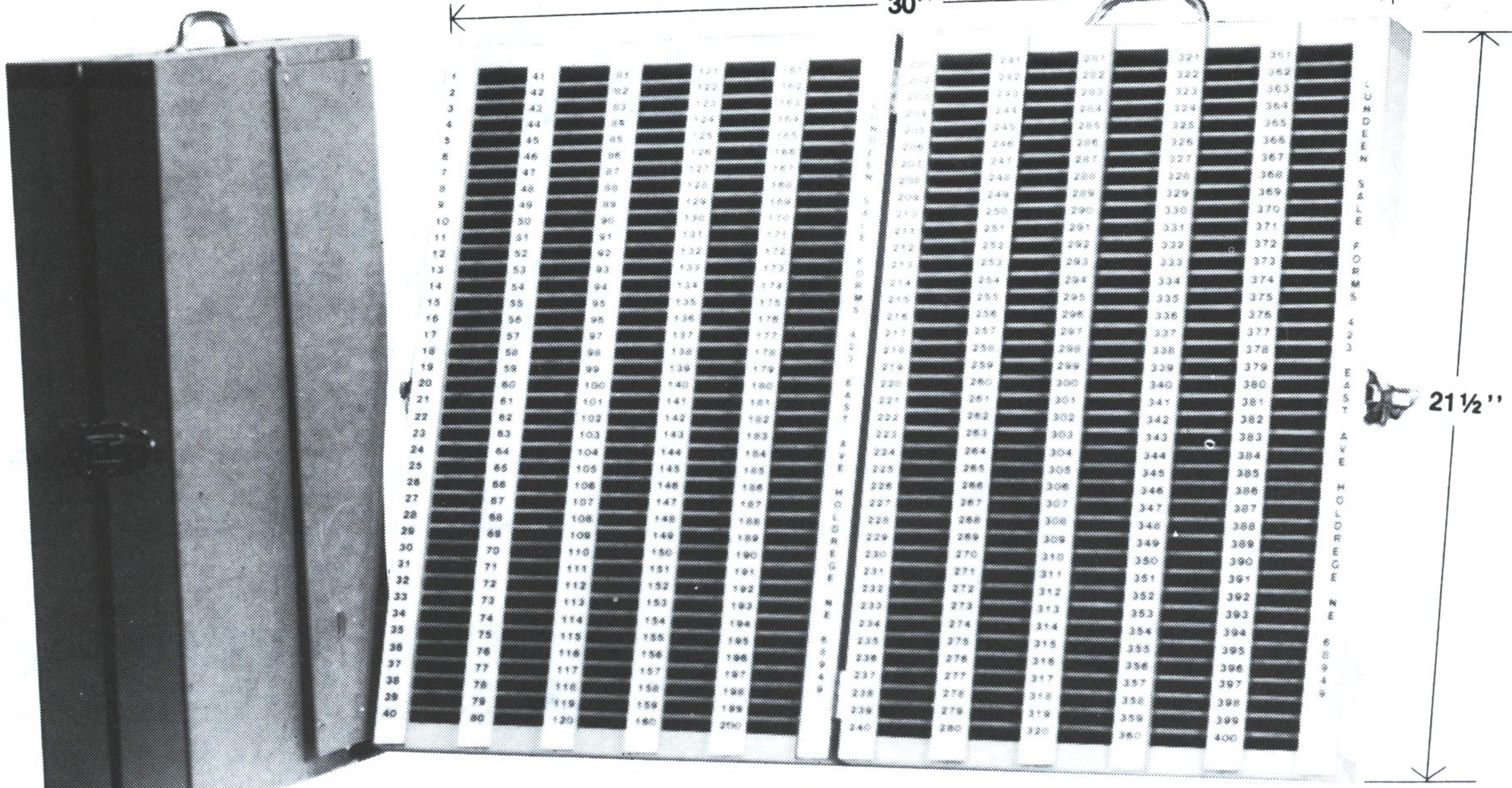
State Association Conventions — Dates and Locations

| Convention Dates | State association | Hotel/motel and city | Convention chairman or state association secretary |
|-------------------|-------------------|---------------------------------------|--|
| December 11-12 | Florida | Pompano Beach | Billy Wells |
| January 8-9, 1983 | Virginia | | Doris S. Jones |
| January 8-10 | Ohio | Columbus Marriott Inn, No. Columbus | Byron Dilgard |
| January 13-15 | Pennsylvania | Host Inn, Harrisburg | Blaine C. Brown |
| January 15-17 | Minnesota | Holiday Inn, New Ulm | Eileen Reisch |
| January 15-16 | North Carolina | Kinston or Goldsboro | Johnson B. Gilbert |
| January 24-26 | NAA Seminar | Hyatt Regency, Louisville, Kentucky | |
| February 4-5 | New Jersey | Marriott Hotel, Somerset | Art Williams |
| February 21-23 | NAA Seminar | Hyatt Regency, New Orleans, Louisiana | |
| April 10 | Iowa | Des Moines | Margaret Bloomer |
| April 17-18 | Kentucky | Holiday Dome, Bowling Green | Wilma Atherton |
| June 8-9 | Wisconsin | Voyager Hills Inn, Reedsburg | Robert Massart |
| June 10-12 | South Dakota | Sheraton, Aberdeen | Kenneth R. Jark |
| November 12-13 | Iowa | Waverly | Margaret Bloomer |

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

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

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Community-backed benefit raises \$10,000

The town of Jeromesville, Ohio, took care of one of its own in October, through a community benefit which included an auction with NAA member **Al Donelson**, Ashland. A 44-year-old Jeromesville resident, Betty Garman, remains in a semi-comatose state after being hospitalized in June. With the help of various community groups, a Saturday benefit event was organized to help the Garman family cope with medical expenses.

An auction was part of the fund raising effort which included a rock-a-thon, chain saw contest, concession sales and donations. The Aid Association for Lutherans pledged to match the amount raised locally at the benefit.

More than 170 people registered as buyers for the auction, with the community "very thankful for the professional manner in which the auction was conducted," according to Donelson.

Roebuck collection in St. Louis auction

Rarity and quality exemplified a September auction in St. Louis, Missouri, featuring a large portion of the Sam Roebuck collection of Carnival Glass and R. S. Prussia. Auctioneer and sale manager for the two-day dispersal was NAA member **John Woody**, Douglas, Kansas. Collectors were treated to an array of fine quality pieces held in reserve when the remainder of the Roebuck collection was sold.

To further enhance the sale, there were approximately 50 pieces of very fine French Cameo glass, Art Glass, Royal Bayreuth and other porcelain. High selling items included: an extremely rare R. S. Prus-

sia Admiral Perry bowl, top bid of \$4500; R. S. Prussia tankard, Fall Season in Poppy mold, \$4750; a Kittens cupid in marigold, \$500; and a very rare Morning Glory tankard in purple sold for \$6000.

Lobster brings \$35,000

During a Sunday evening auction, October 3, in Indianapolis, Indiana, the scholarship fund of the Associated General Contractors of America advanced over the \$1 million mark. Nelson International, an auction firm of construction and oilfield equipment headquartered in Tyler, Texas, broke the world's record for selling a new sterling pitcher at auction for \$16,500, a hunting trip in West Texas at \$17,000 and a lobster and clam dinner for four at \$35,000. The scholarship funds aids young Americans who are seeking careers in the construction industry. NAA member **Jim Short** is president of Nelson International.

Organized by Ken Barnicle: South Pacific/New Zealand-Australia Farm Tour

This tour is now in the planning stages, of interest to auctioneers and their wives. It will be a business trip, tax deductible, for 30 auctioneers and spouses, to be on the highlight trip of the year.

The date will be February 20, 1983, because this is the end of the summer in Australia. This is a once-in-a-lifetime opportunity to see how Australian real estate and the many livestock auctions are conducted.

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Send for your itinerary early. The schedule will be changed to accommodate the auctioneers if we have enough. I am working with Mr. Montgomery of "Southern Farm Tours" to organize this auction tour.

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Full page coverage for benefit auction

He was center stage in the Manchester, Connecticut, JOURNAL INQUIRER newspaper. NAA member **R. J. Cameron**, South Windsor, did a "freebie" auction of donated antiques to raise expense money for the Wapping Fair. The newspaper covered the auction by featuring an entire page of auctioneer Cameron in action.

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FARM AND DAIRY

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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.

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(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.

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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 first of the month preceding publication date.

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

9. **ADVERTISING DISCLAIMER:** Products or services advertised in THE AUCTIONEER are in 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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- *Keeps a running total of the sale.*

**● ALUMINUM WRITING TRAY**

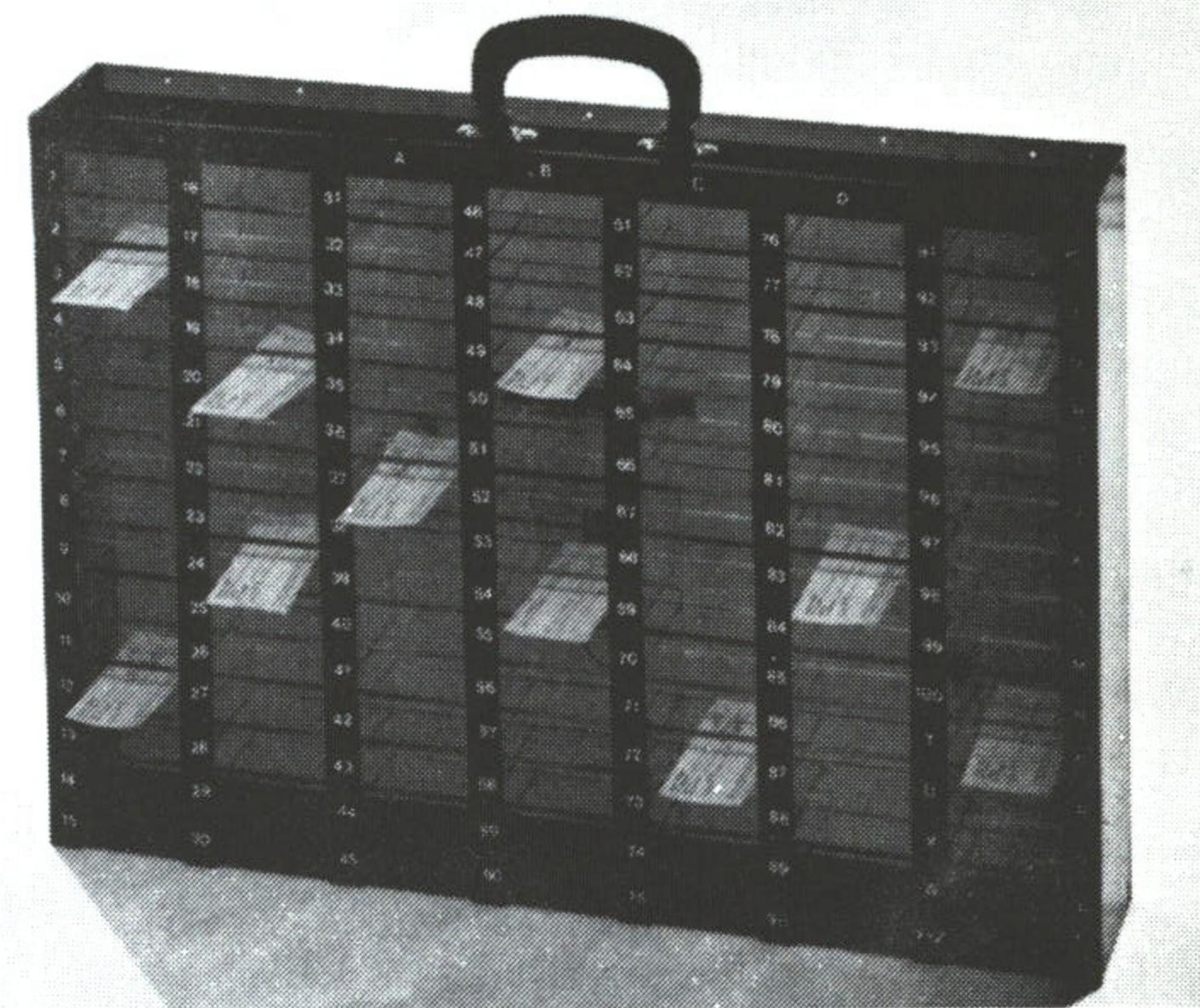
The aluminum writing tray is a lightweight, spring-loaded tray which is designed to hold ample forms for continuous operation throughout the sale. A storage compartment, a special feature of the tray, holds additional forms and completed auction item sheets.

Aluminum Writing Tray \$14.95

● 100 SLOT SMOKED PLEXI-GLASS CLERKING TICKET FILE

Overall size 23" x 16" x 4". Slots are 2 3/8" x 7/8" x 3 1/2". Handle for easy carrying or nail to a wall for permanent installation.

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

**● GUMMED BACK TAGS — Form No. PST-82**

Sticky back pressure sensitive auction equipment tags with space for lot number, quantity and buyer number. 1 1/2" x 2 1/2". Roll of 1,000 tags—\$14.50 5,000—\$57.50

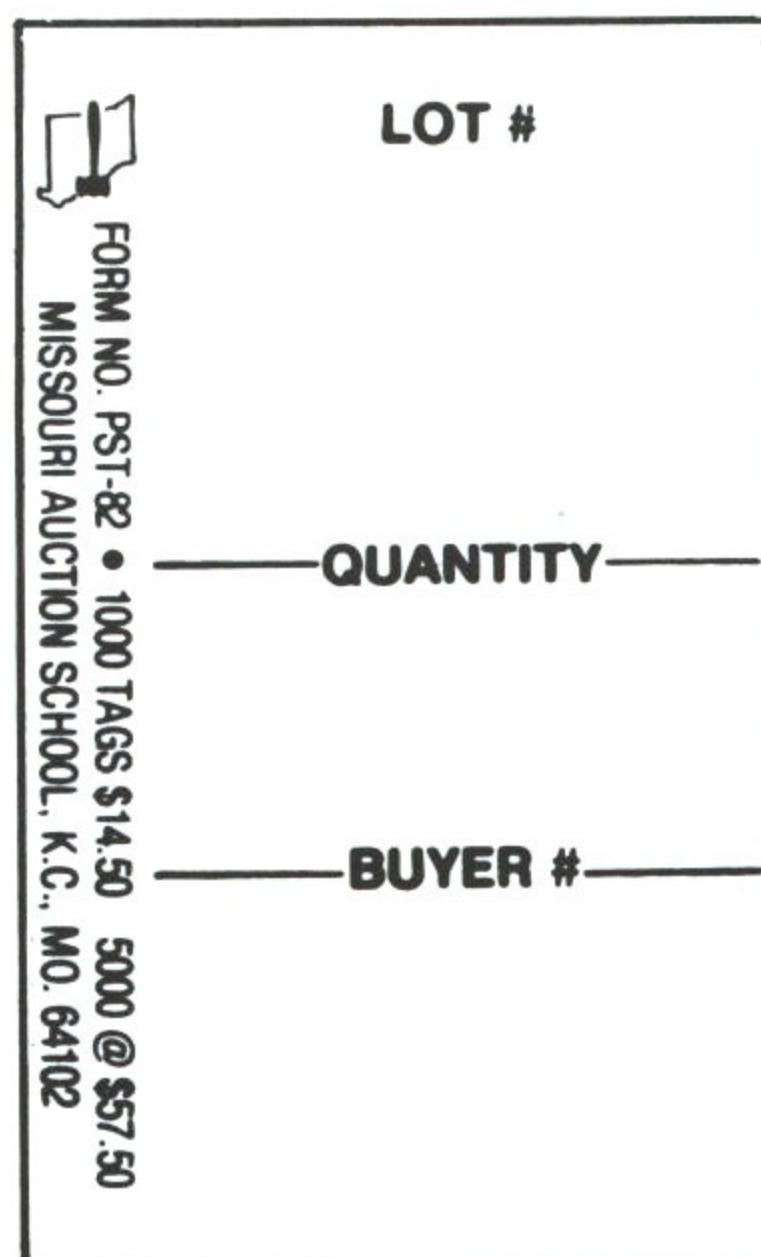
● EQUIPMENT LOT TAGS — Form RHT-83

Card stock tags with reinforced hole. 1 1/2" x 3". Space for lot number, quantity and buyer number.

1,000—\$16.50 5,000—\$67.50

● WIRES FOR EQUIPMENT TAGS, 12" LONG

1,000—\$10.00 5,000—\$47.50

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

For buyer's number and purchase notes. 3 1/4" x 7 1/2" (fits in buyer's shirt pocket).

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

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

8 1/2" x 11", 50 sheets per pad. Space for buyer's number, name, address, phone and other information.

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

SPECIAL CLERK SAVER STARTER KIT**THE SPECIAL KIT INCLUDES:**

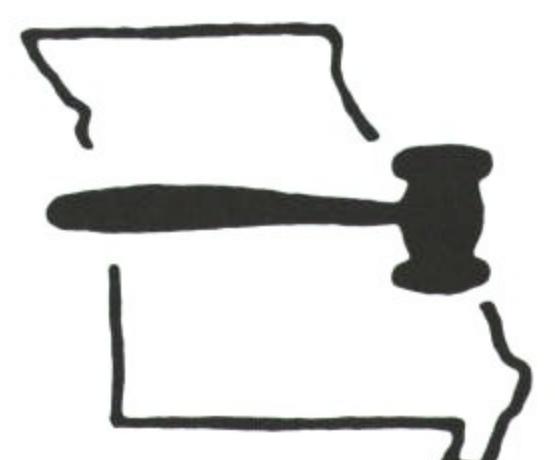
- Aluminum Writing Tray
- 9,000 CT-12 Clerking Tickets
- 1 Pad FS-69 Final Settlement Forms
- 1,000 BC-70 Buyer Cards
- 3 Pads BR-69 Buyer Registration Forms

All of the above plus:

One 100 Slot Clerking Ticket File (a \$117.90 Value) Only \$89.95

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The all new COLONEL Series of Portable Heavy Duty P.A. Systems Designed Exclusively for Auctioneers



COLONEL® 1

- Astatic Model 957L Anti-Feedback professional ball type dynamic cardioid microphone with on-off switch, detachable 10 foot coiled cord, and built in windscreens.
- Deluxe padded shoulder strap.
- Full range six inch baffled speaker.
- Tough, attractive reinforced vinyl "Mule Hide" covering with metal corner protectors.
- Space age solid state amplifier.
- SPECIFICATIONS: Batteries: Eight "D" size flashlight batteries (not included) (Alkaline batteries will give many hours of extra service).
- DIMENSIONS: 7 3/4" High x 6" Wide x 7 1/4" Deep.
- WEIGHT: 4 LBS., 14 OZ.
- There is a two year repair or replace warranty on everything except batteries.

List Price: \$395.00

Auctioneers Cost: \$237.00

COLONEL® 2

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

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

List Price: \$570.00

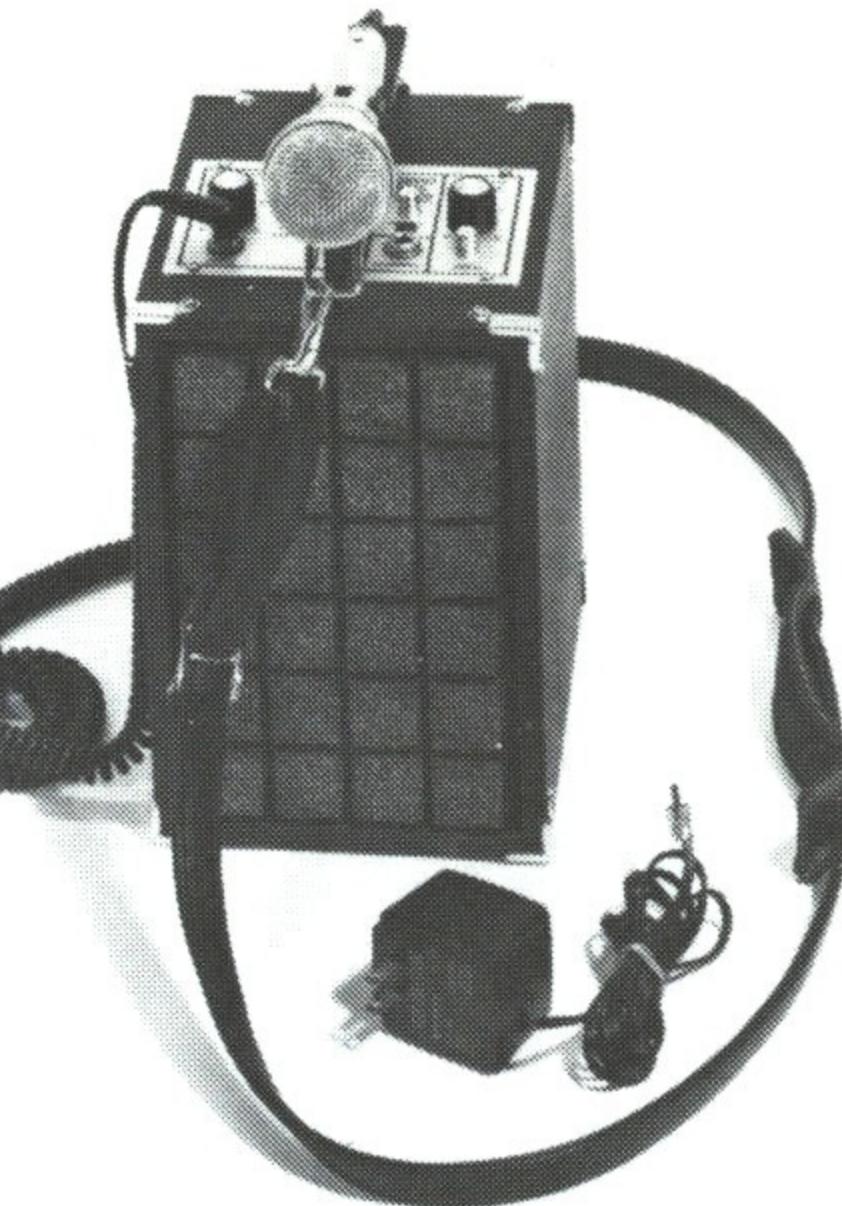
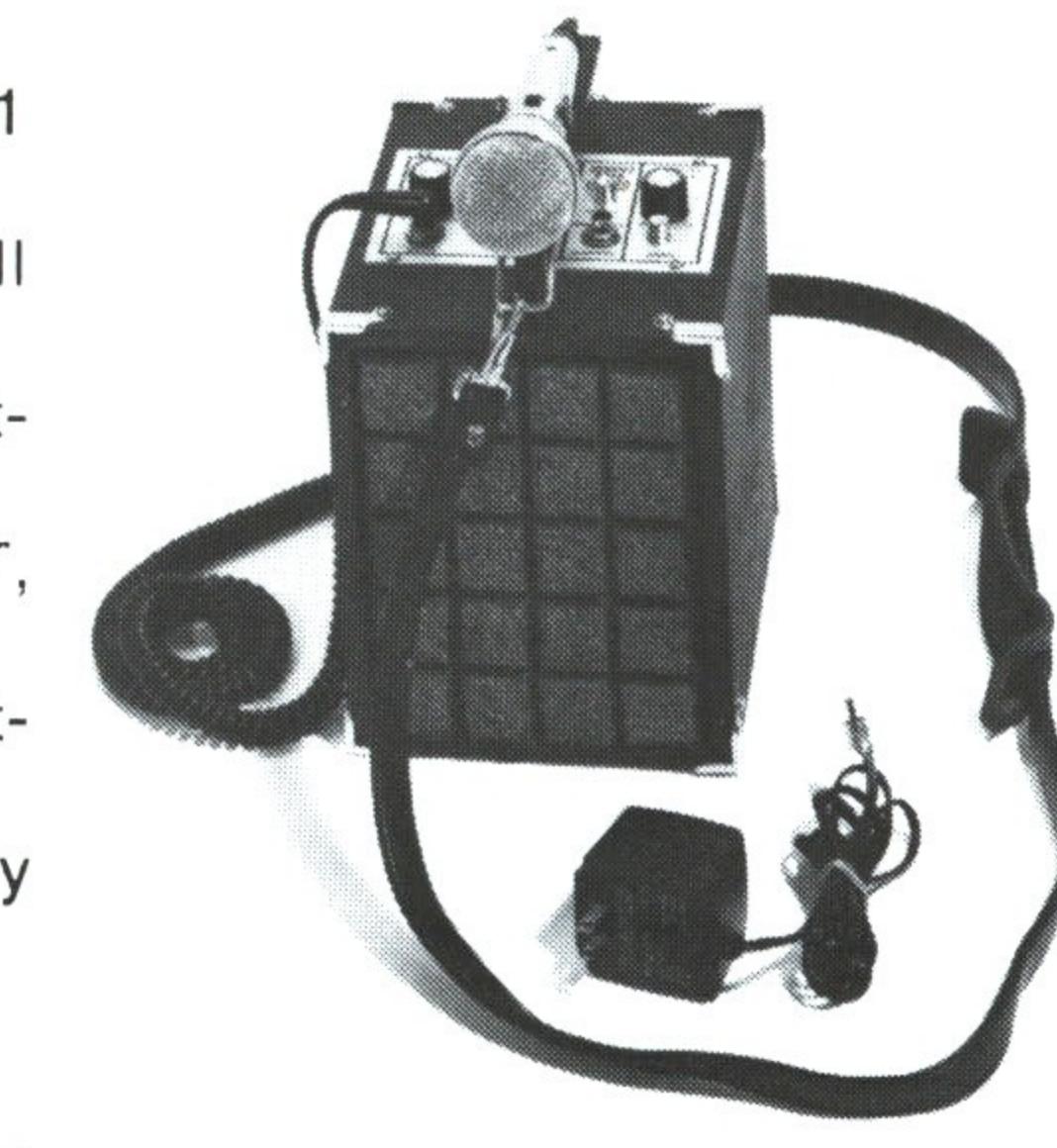
Auctioneers Cost: \$342.00

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COLONEL® 3

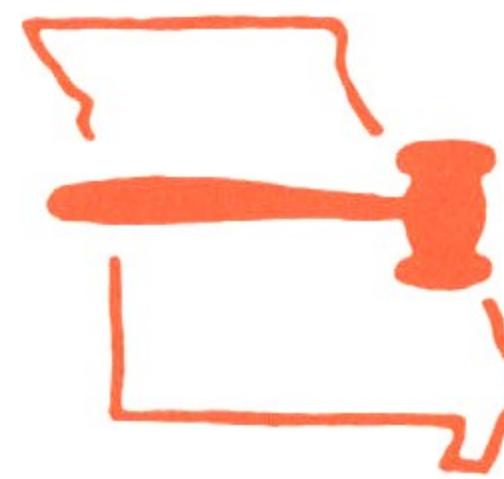
The COLONEL 3 has the same features as the COLONEL 2 plus:

- Storage Compartment in back to carry recharger, microphone and cord.
- Slightly larger speaker baffle area with port hole.
- DIMENSIONS: 9 3/8" High x 6" Wide x 7 1/4" Deep.
- WEIGHT: 7 LBS., 6 OZ.

List Price: \$595.00

Auctioneers Cost: \$357.00

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