

Timing is key element in auctioneers' role

By JOHN HOINSKI
Staff Writer

To become a successful auctioneer, there are a number of elements a person must first develop. But there is one innate quality an individual undoubtedly must possess before even getting into the art.

"You have to be an extrovert," said Dr. Craig Aicher, one of the callers for this year's Back Mountain Memorial Library Auction. "You have to be outgoing. You can't be afraid to stand up in front of a crowd."

Aicher, who has been an auctioneer for approximately 15 years, says a person doesn't necessarily need any schooling to become a caller, and that gaining experience is an important key.

"Everybody has their own techniques," Aicher explained. "First, you have to get the feel of the crowd. If you sense they are a little tense, you can't be afraid to inject a little humor to loosen things up. You have to do more than just auction. Once in a while you may have to throw in a little joke. But you have to know when to come off with it. Timing is very important."

Aicher says 14 or 15 callers will be working this year's event, with each shift lasting about 30 minutes.

"A half hour before a person is scheduled to call, he will get up on the stage to help spot for the auctioneers," he said. "It helps the caller a great deal and it helps the replacement become familiar with the crowd."

Aicher says that auctioneers who have not had much experience are eased into

the busy hours by first performing in front of the smaller daytime crowds. "It helps them get the overall picture of what he has to do."

Aicher also noted that the crowds at the Library Auction have been good and that they can make a difference in the way merchandise is selling.

"Once they get with you, you can get on a roll," he said. "They get excited and

they get into the flow of the auction. You can set a pace."

Still, he says, there are little tricks or motivational tactics callers may use to help sell merchandise. "One way is to get two good bidders going against each other," Aicher explained. "But you have to be careful because you might lose the interest of the rest of the crowd. You have to be attentive and see that the pace

doesn't drag."

Although the number of people bidding on objects is important, Aicher believes that big crowds are not essential to have a successful auction.

"If you get people who are supportive and who are interested in what you are auctioning, you are going to get good results."

Teachers join hands to assist auction

By CHARLOT M. DENMON
Staff Correspondent

This year, come to the auction and take home with you some fresh, homemade baked goods. Bread, brownies, cookies, cakes, and a variety of baked items.

Who can say what or how many of any item there will be because under the direction of Dallas faculty member Larry Schuler, Dallas School District teachers will man the baked goods booth. Thursday, Friday and Saturday evenings, those same teachers and many more will bake and bring or send the baked goods.

This is the first time the local teachers have been involved as a unit in the Back Mountain Memorial Library Auction. Many of them have worked as volunteers in some capacity during the year's but, this year, Schuler thought it would be a good idea if the teachers did something as a group.

The idea filtered back to John Shaskas, DVM, this year's general chairman, and

Shaskas got to Schuler with a request that the teachers do it. Schuler and the teachers found out it was difficult to say

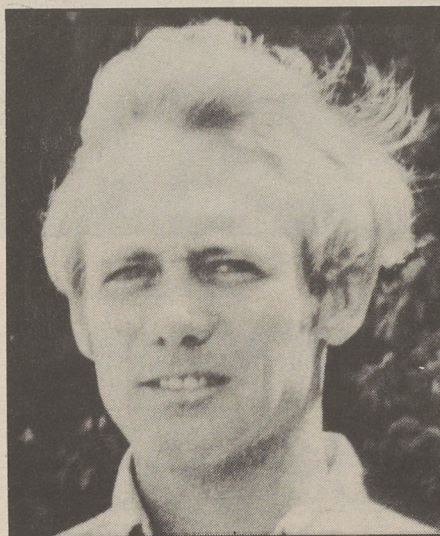
"No" to Shaskas. He doesn't know the meaning of the word.

So, Schuler, health and physical education teacher at Dallas Senior High School, varsity wrestling coach and Key Club advisor, got to the teachers and the idea became a reality.

According to Schuler, the group is pretty well set but do have a few shifts to fill.

"Since this is a first time, we don't know how much we should have to sell but we can use all the baked goods we can get, so if any of you teachers out there want to do something for the library just get busy and bring in one of your favorite baked goods items," said Schuler.

Schuler said he has no idea what to expect, but is certain the teachers will come through. They usually do, at least that is the experience most people have had with them.



LARRY SCHULER

**DALLAS
PARCEL SERVICE**
at
BARGAIN BAKERY
MEMORIAL HWY., DALLAS
675-8608

COCCIA 
LUZERNE DALLAS HIGHWAY
LUZERNE
287-1155
"Price is why we sell
Service will bring you back."

**FIRST EASTERN
BANK**
Dallas Office
Dallas Village
Shopping Center
Dallas, Pa.
675-5241

**MUM
FARM FLORIST**
"The Petals That Please"
Memorial Highway
Shavertown, Pa.

**DALLAS
CHIROPRACTIC
CENTER**
DR. EUGENE DeMINICO
DR. CHRISTINE SWATKO
675-1882
550 ROUTE 415, DALLAS
(Dallas Corners Building)

Congratulations
from the
World of Ertley
310 Market St.
Kingston
288-7671

SAM ROBERTS
Hair Fashions
170 N. Memorial Hwy.
Shavertown
675-1631

Scott Dietrick
327 Wyoming Ave.
Kingston, Pa.
State Representative
Republican Candidate
5th Legislative
District - Rep.


SOUTH WILKES-BARRE AUTO SHOP
REAR 611 S. MAIN ST., WILKES-BARRE
— PHONE 824-2382
"WE MAKE YOUR CAR WORTH KEEPING"
COMPLETE PAINT JOB **\$225**
For Most Foreign and Domestic Cars
FREE PICKUP and DELIVERY FOR SENIOR CITIZENS

**SNOWDON
FUNERAL HOMES**
Best Wishes From
The Snowdon Family
Funeral Directors
Since 1908
Shavertown, Kingston,
Wilkes-Barre

**SPURLIN'S
DALLAS EXXON**
MEMORIAL HIGHWAY
(Across From The
Dallas Shopping Center)
PHONE 675-3336
AAA TOWING

**ROWLAND'S
APPLIANCE
CENTER, INC.**
255 Pierce St.,
Kingston
287-0478