



## Condensed Outline Of Subjects Covered In The A.I.A. Program

(\*Space allows for only a VERY limited and partial listing)  
**Introduction To Your Training** - THE PHILOSOPHY OF ANTIQUES - WHAT IS AN ANTIQUE - WHEN DOES A RESTORED PIECE CEASE TO BE AN ANTIQUE.

**Furniture Periods** - HISTORICAL PERIODS - MONarchs CABINETMAKERS - REGIONAL STYLES - MID-CENTURY MODERN

**Types Of Classical Styles** - JACOBean - WILLIAM & MARY - QUEEN ANNE - CHIPPENDALE - SHERATON, ETC.

**Care & Restoration Of Antiques** - INTRODUCTION - PHILOSOPHY OF RESTORATION - PRESERVING MARKS OF AGE - IMPROVEMENTS NOT ALLOWED - USE OF BOOKS.

**How The Antique Business Works** - HOW TO BUY AT AUCTIONS - SELLING FROM THE HOUSE - SELLING FROM THE BARN - SELLING BY MAIL - SELLING ON THE INTERNET - ANTIQUE SHOWS - IMPORT/EXPORT - PRICING OF ANTIQUES - LOCATIONS ADVERTISING - PUBLIC AUCTIONS - PRIVATE SALES - GARAGE SALES - DECORATING WITH ANTIQUES - DEALING WITH THE PUBLIC - APPRAISAL STUDIES - METHODOLOGY & MORE Complete Financial & Operating Information-

BUSINESS KIT - INVOICES - BUSINESS CARDS - PARTNERSHIP DECLARATION - SAMPLE OF MERCHANDISE BOOK - IMPORTING FORMS... **PLUS MUCH, MUCH MORE...**

### The Asheford Program Consists Of:

\*12 Volumes (over 1800 pages) In Textbook Or e-Course Format Divided Into Five Plans Of Study **PLUS...**

**\*The Course Contains 15 Free Teaching Aids To Help Get You Started Fast, Including...**

Research Service, Appraisal Service, Book Club List, Antique Price Guide, Book On Antiques, Membership Card, Consultation And Advisory Service, Information Bulletin, Antique Newspaper Subscription, Audio Lectures, Newsletter, Library Directory Of Antique Publications, Antique Report, Promotional Stickers, Sales Opportunities, Diploma... all this, plus much more!

For enrollment information, see the enclosed Contract Application. If you'd like our Free Full Length Course Prospectus Booklet call (Toll Free: 877-444-4508), write to us, or visit us at:

**www.asheford.com**

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### Here's What The Trade Papers Have To Say About The A.I.A.

*"Every Plan has been carefully constructed and written, so that you are led step-by-step to a thorough and practical understanding of antiques in their various forms."*

#### - ANTIQUE WEEK

*"The A.I.A. can open the doors of opportunity to the student of appraising - whatever their age and background!"*

#### - ANTIQUE & AUCTION NEWS

*"An extremely in depth course that can turn the beginner into an expert in a short period of time - I highly recommend it"*

#### -AUTHOR; THE LIFE, TIMES & TRAVELS OF AN ANTIQUE DEALER

*"Asheford offers complete home-study training in antiques, for professional and personal use - truly a great program!"*

#### -THE ANTIQUE TRADER

### Here's What Our Students Are Saying About The A.I.A.

*"My methodology lessons on how to appraise have been a real eye-opener. - I'm truly enjoying this course!"*

**- S. Gagne, Coral Springs, FL**

*"The new e-Course was much more involved than I expected. I especially liked the online videos and pop-up pictures which I am studying over and over."*

**- D. Sakach, Willoughby Hills, OH**

*"I can't extend enough to you the appreciation for the help and kindness your staff have shown me. Thank you."*

**- J. Shuler, Maud OK**

*"I learned a lot. I think you have an excellent course."*

**- K. Carr, Ulvade, TX**

*"I was thoroughly impressed with the quality of your Textbook materials - this has been a most enjoyable program."*

**- G. McGraw, Moncton, Canada**

*"Thanks so much for your kindness and patience, and for your old fashioned trust - you have a wonderful staff!"*

**- R. Lum Phares, Jupiter, FL**

*"I'd always wondered about distance-learning courses. So, with the security of your money-back guarantee, I went ahead with it - what a great program you people have - thanks so much!!!*

**- Lori Gallagher, Los Angeles, CA**

New e-COURSE ALSO AVAILABLE

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**www.asheford.com**

### HERE ARE SOME ANSWERS TO OFTEN ASKED QUESTIONS (FAQ's)

Q. I haven't finished high school. Have I sufficient education to take up your Course in antiques?

A. Each Plan is written so that it should be understood by the average adult student even though his or her preliminary education may have been limited.

Q. Do I need any previous training or experience in antiques?

A. No, our Course covers step-by-step the essential phases of antiques and includes many helpful videos, illustrations and pictures. If you have had some previous training or experience in this field, so much the better, but it is not at all essential for the successful completion of the Plans.

Q. How long does it take to finish the Plans?

A. The Plans have been arranged to cover a period of approximately eight months. If it should take more than eight months to complete the Course, there will be no extra charge - we allow up to four years. If you wish to finish sooner, we will cooperate to that end. It's up to you...

Q. Do you give examinations?

A. Yes, there is an Examination for each Plan of Study.

Q. I am busy and do not have much time for study. Could I really profit from your Plans by devoting a few hours a week to your instruction?

A. If you can devote an average of thirty to forty-five minutes every couple of days to the Study Plans you will probably be surprised at the progress you will make.

Q. Do you offer a Research Service?

A. Yes, this service is open to you not only while you are a student but after you graduate, as well.

Q. Can I enter the field of antique appraising without taking some kind of professional training?

A. Perhaps, but it would most likely take a much longer period to acquire the necessary fundamental knowledge without the guidance of a qualified instructor and a properly directed training program.

Q. Does this Course cover the business aspect, as well as the artistic and appraisal side of antiques - such as Internet sales?

A. Yes, such important subjects as selling online, e-antique commerce, choosing a good location, organizing a business, buying antiques, sources of supply, establishing credit, how to deal with customers, restoration of antiques, and many other subjects are covered in a clear, concise manner.

Q. When I have finished your Plans, will I receive a Diploma?

A. Yes, when you have completed all the examinations successfully, you will be awarded a beautiful Diploma certifying the completion of your training in the field of antiques & appraising.

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## Asheford Institute Of Antiques™ Limited Prospectus

### Antique & Appraisal Home-Study



"The World's Foremost School On  
Antiques, Collectibles & Appraising"

US Office: 981 Harbor Blvd. Ste. 3, #275 Destin, FL 32541

Canadian Office: 131 Bloor St. W. Ste. 200, Dept. 124  
Toronto, ON M5S 1R8

(Toll Free) Admissions Info: 877 444-4508

email: asheford@mail.com

WebSite: [www.asheford.com](http://www.asheford.com)

ANTIQUE COURSE



## A Personal Message From The Director, Charles Green

Thank you for your inquiry regarding the Asheford Institute of Antiques home-study program on antiques, collectibles & appraising. By receiving this Limited Prospectus you have taken the first step towards a whole new world of interesting and profitable experiences.

Today's business world actually offers many opportunities undreamed of a generation ago - from selling at antique malls, & shows, to selling directly on the Internet through online shops.

That is why I am so certain that antiques can open the doors of opportunity to you whatever your age and background - simply put, you can prepare yourself for this wonderful and profitable profession without having to leave your home.

In today's world of specialization, educational programs are becoming more and more specific requiring individual expertise in almost every field of endeavor. At the A.I.A. we believe everyone should be given the opportunity to specialize and excel in today's business community. Regardless of age or previous academic accomplishments.

With these ideals in mind, the A.I.A. was created in 1966, offering a complete and comprehensive home-study program to individuals interested in antiques and professional-level appraising. Today, the A.I.A. is the largest institution of its kind with students and graduates throughout the world.

Let me invite you to read through this brochure carefully and find out what a few months of training can do. Many others have found this to be an incredibly interesting and profitable career, so why not take a few minutes and see what the Asheford Institute Of Antiques can also do for you... *- Charles Green*

## THE ASHEFORD INSTITUTE OF ANTIQUES WHY IT WAS STARTED ....

The Institute's purpose and objective is to offer thorough, and complete home-study training in antiques, collectibles & appraising, for both professional and personal use. A great deal of care has been exercised in making sure that each student receives the guidance and help of an accredited instructor who is qualified by experience, training and background to impart the necessary knowledge to each student. From the very beginning of the Plan until the day the student graduates and receives a Diploma, their work is directed by not only a capable instructor, but one who takes a genuine interest in helping the student, and is always ready to do a little more than is required.

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In writing the Plans, the aim at all times was to make every step, every Study Plan so simple and clear, and so well illustrated, that speedy progress could be expected by the average student even though they had no previous training in antiques or similar fields. Every phase of the training was carefully and thoroughly studied in its relation to the Plan as a whole, before the first student was ever invited to enroll. The Asheford Institute of Antiques, is an Institute of high ideals and will do everything to inspire and encourage its dedicated students - *We help you succeed!*

## Our Pledge To You ...

1. Special assistance, criticism, and instruction, aimed to fit your specific requirements are gladly given as your Examination papers are graded and corrected.
2. The Education of every student is under the guidance and supervision of a qualified instructor.
3. Your training will provide you with a comprehensive and industry-leading knowledge of the antiques, collectibles & appraising fields.
4. You may take as much time for each assignment as needed. You are not rushed, nor held back, by other students.
5. The Study Plans include online videos, interactive multi-media displays, thousands of pictures, illustrations, diagrams, and sketches; all of which make the instruction simple and clear.
6. While you "might" acquire a sound knowledge of antiques through years of research and study, and perhaps by going from job to job, all this would take time. Our Plan will give you, within a comparatively short while, a comprehensive and thorough knowledge of this fascinating and profitable field that you might not otherwise secure during many years of "undirected" study.
7. If you are employed, you may study your lessons in your spare time, without giving up your present job. When you need special help or advice, your instructor is no further away from you than your cell phone, email or mailbox.
8. The A.I.A. places before you the entire Plans in permanent form for future reference. You lose nothing. What cannot be studied and learned today, can be studied and learned tomorrow. When you have completed your Course, you can review your Study Plans as often as you desire whether in Textbook or e-Course format. You will always have on hand a veritable reference library, one which should be very valuable to you in years to come. Certainly you will refer to it frequently, whether you make a career of antiques or simply decide to employ the knowledge you have gained for your own personal pleasure.
9. Our Profit and Pleasure Plans give you sound training, based upon recognized sources using the most modern day teaching methods and practices available today.
10. Asheford Institute of Antiques' teaching is systematic. If you study without proper guidance even if you are working with antiques, your study is likely to be haphazard. Our Profit and

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Pleasure Plans have been carefully created to provide the student with a logical pace-by-pace training program, beginning with fundamentals of the profession and gradually and systematically working up to its more advanced branches and phases. When you have graduated and have received your Diploma, you will possess a sound and comprehensive knowledge of antiques of which you can be justly proud.

11. Through the Research Service, both as a student and a graduate you will have the privilege of consulting the Institute and being able to avail yourself of the Research Service, on a continuing basis. You may even apply for extended membership after you graduate.

12. Our Study Plans are so arranged that even before you finish the Course you should be able to buy and sell antiques successfully, as well as conduct "in-house" appraisals. In this way you will gain experience and self-confidence.

13. The tuition fee for our home-study teaching is also very modest, especially when one considers the excellent content of the program, and the superb quality of instruction each student receives. The terms, too, are most reasonable.

## THIS PLEDGE IS OUR COMMITMENT TO YOU!

### Antique Business Booming



In an article in *Life Magazine* entitled, "*A craze for things past*" an estimate was given that over 12.5 billion is now spent on antiques worldwide annually! It went on to state that while 20 years ago there were maybe 2 or 3 yearly antique shows, today there are over 15,000. This is one of the fastest growing businesses on the planet!

### Clear & Simplified Teaching

The A.I.A. is proud of the simplicity and clarity of its step-by-step training. Every approach to the antiques & appraising industry has been examined, and clearly illustrated in each of the lesson texts.

### Starting Your Own Business

Text material not only covers the fundamentals and history of antiques in a very thorough manner, but also includes complete instructions on starting, owning and operating your own antique business. In fact, our Course is so well designed, *you'll be able to earn as you learn!*

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### Student Instructors

Each student will receive their own personal instructor to assist them in the progress of their studies. Any questions you might have about the Course or anything else, will be promptly answered by staff here at the A.I.A.

### Free Research Service

The Research Dept. will help answer any questions about items you might have, or are interested in purchasing. Our Research Staff will provide you with complete written historical information or advice on anything you might need help on - *this is a tremendous service, which is free!*

### Free Appraisal Service

To further assist students and graduates, the A.I.A. has now set-up an Appraisal Dept. to evaluate antiques. This service will be of great value if you intend to start your own antique business, or, if you simply wish to have your own antiques appraised for personal use - *either way, this is a great value!*

### Free Library Service

The A.I.A. also gives you the opportunity to make use of our huge library database. Titles of books, articles, and periodicals on antiques are all at your disposal - looking for something but can't find it? *We can help!*

### Recorded Lectures

Now, by means of CD-ROMs or online, your professor at the A.I.A. is brought directly to your home. These lectures contain an abundance of information on the latest breaking trends in the antiques and collectibles market. They can be played over and over while driving, relaxing, studying etc.

### Asheford Book Club

As a non-profit portion of the Course, we now offer the A.I.A. Book Club - thousands of titles of books on antiques and collectibles available from top sources at wholesale prices (up to 30% to 40% off retail) - if we can't find it, *we'll show you where to get it!*

### Membership Card

Upon enrolling you will receive your membership card which certifies you as a full member of the A.I.A. This card entitles you to all the privileges accorded each student of the Institute.

## ALL THE EDUCATIONAL OPPORTUNITIES OF A UNIVERSITY BROUGHT TO YOUR HOME

- |                      |                     |
|----------------------|---------------------|
| 1. LECTURES          | 4. RESEARCH SERVICE |
| 2. ONLINE VIDEOS     | 5. EXAMINATIONS     |
| 3. INTERACTIVE LINKS | 6. DIPLOMA          |

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