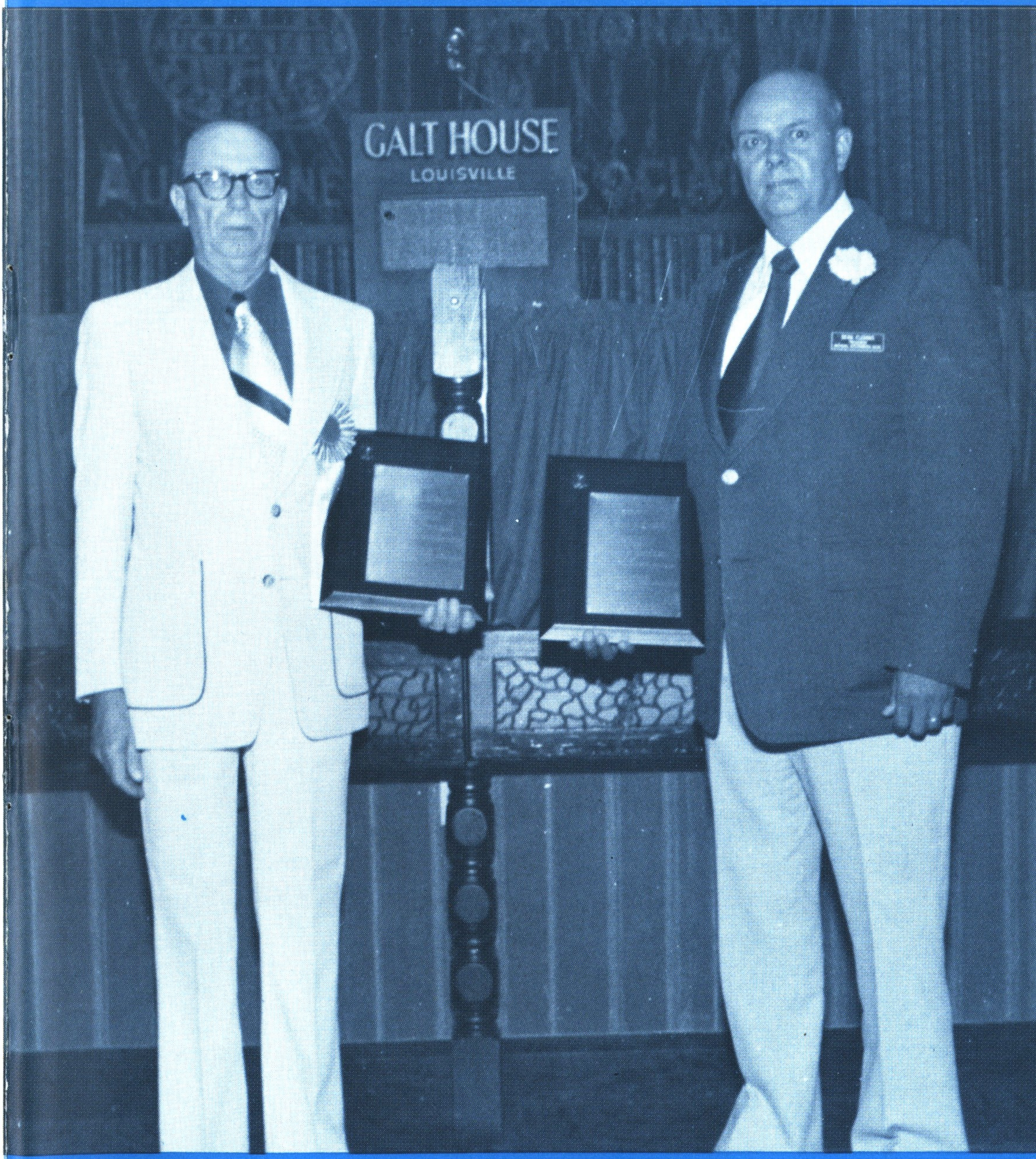
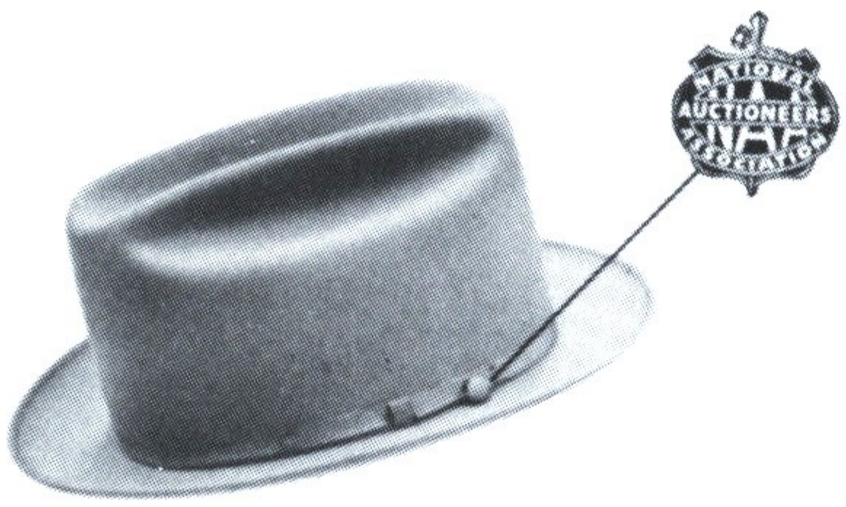
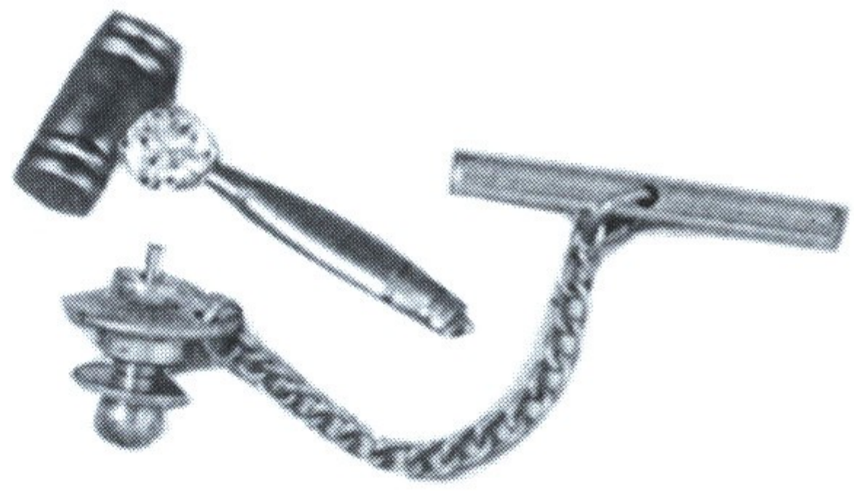
VOL. XXVI NO. 10 OCTOBER, 1975

THE auctioneer





"AUCTIONEER HAT"



"AUCTIONEER'S GAVEL" TIE TACK

It's Fall!! We are ready with our beautiful Silver Belly Auctioneer Hats — with open road block — red satin lining, w/gold embossed NAA emblem on inside top. Are You? They, as always are available in 2-1/8" — 2-3/8" and 2-5/8" brims — this style hat is being worn by more auctioneers than any other kind. Of course it's made by the Stetson folks to our specifications.

If you were not on Louisville, you did not see the hottest item we have introduced to the auctioneers of this country. It really went over big at the convention and we sold them to fellows all over the country. They come in Beige (most popular color) Navy and Brown — sure, they have the three color NAA emblem sewn on the left front.

Our London Fog Type Jackets are in a full range of colors — Canary, Navy, Brown, Gold, Bay Blue and Beige. Medium — Large and Extra Large.

The car coat, jacket and our hats are made by the Stetson folks.

Don't forget our diamond tie tacks as shown above.

The gavel itself is 14K "Solid gold"

with .15 high quality sparkling diamond $159.95
with .25 high quality sparkling diamond $219.95
Felt (Slver Belly) $14.95
White Panama $14.95
Jackets w/3 color emblem 19.95
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THE auctioneer

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EDITOR
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Jan Merritt, Assistant to the Editor

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The Editor reserves the right to accept or reject any material submitted for publication.

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HALL OF FAME

In 1960, after thorough study and discussion, the Board of Directors of the National Auctioneers Association approved a plan to honor two of its members each year. Honorees were to be selected on the basis of the contribution they had made to the profession of auctioneering and to the national professional organization representing the profession, this being the National Auctioneers Association.

These men were to be selected by the Board of Directors one year in advance of the time the awards would be made. Since inauguration of the plan 30 members have received plaques (two each year) in recognition of the fact that the auction profession and the NAA have been improved through their active participation.

One of the first recipients so ably stated, "I consider it the highest honor I have ever received since it was conferred upon me by fellow members of my profession."

Those who initiated the project meant for it to be "Auctioneering's Highest Award." The Board of Directors has since officially designated this award as "HALL OF FAME."

A new procedure for selection of future members has been adopted by the Board of Directors. Effective with the 1976 nominees, the selection will be made by those Hall of Fame members who are present at the preceding convention. These men met in Louisville and have made their selections for 1976. During the 1976 convention in St. Louis, those who are present from the following roster will meet and select the designates to Hall of Fame in 1977 and this procedure will be carried out each succeeding year.

Prime reason for changing the selection procedure was because the newer members of the Board of Directors are not familiar with the deeds of many of the older members. Those who have received this coveted award can look around them and find those who they feel are just as deserving as they. There are members of this group who have been around since the founding of the NAA and who have watched its growth and development. They are aware of those who have sacrificed in order for us to enjoy the strong association we have today.

Following are the honorees to date. The asterisk indicates the recipient is no longer living.

1961

*Herman W. Sigrist, La Grange, Indiana
*Arthur W. Thompson, Lincoln, Nebraska

1962

*Ernest T. Sherlock, St. Francis, Kansas
*Jack Gordon, Chicago, Illinois

1963

*Dan J. Fuller, Albion, Nebraska
*Guy L. Pettit, Bloomfield, Iowa

1964

Henry Rasmussen, St. Paul, Nebraska
Bernard C. Hart, Frankfort, Indiana

1965

*Tom D. Berry, West Newton, Pennsylvania
Harris Wilcox, Bergen, New York

1966

*Charles Corkle, Norfolk, Nebraska
Leon E. Joy, Ames, Iowa

1967

Frank E. Fitzgerald, Bismarck, North Dakota
Louis L. Stambler, Honolulu, Hawaii

1968

Walter S. Britten, Bryan, Texas
*Herbert W. Van Pelt, Readington, New Jersey

1969

John A. Overton, Albuquerque, New Mexico
*Fred S. Ramsay, Madison, Tennessee

1970

John L. Cummins, Cynthiana, Kentucky
Ernest C. Freund, Fond du Lac, Wisconsin

1971

Albert C. Dunning, Elgin, Illionis
Rex Young, Plattsmouth, Nebraska

1972

Ralph W. Horst, Marion, Pennsylvania
B. L. Wooley, Little Rock, Arkansas

1973

Timothy E. Anspach, Albany, New York
Robert E. Penfield, Bowman, North Dakota

1974

Jim Messersmith, Jerome, Idaho
Romayne Sherman, Goshen, Indiana

1975

Dean W. Fleming, Atkinson, Nebraska
Wayne Kessler, Campbellsville, Kentucky

New York Auctioneers Will Meet Nov. 2-3

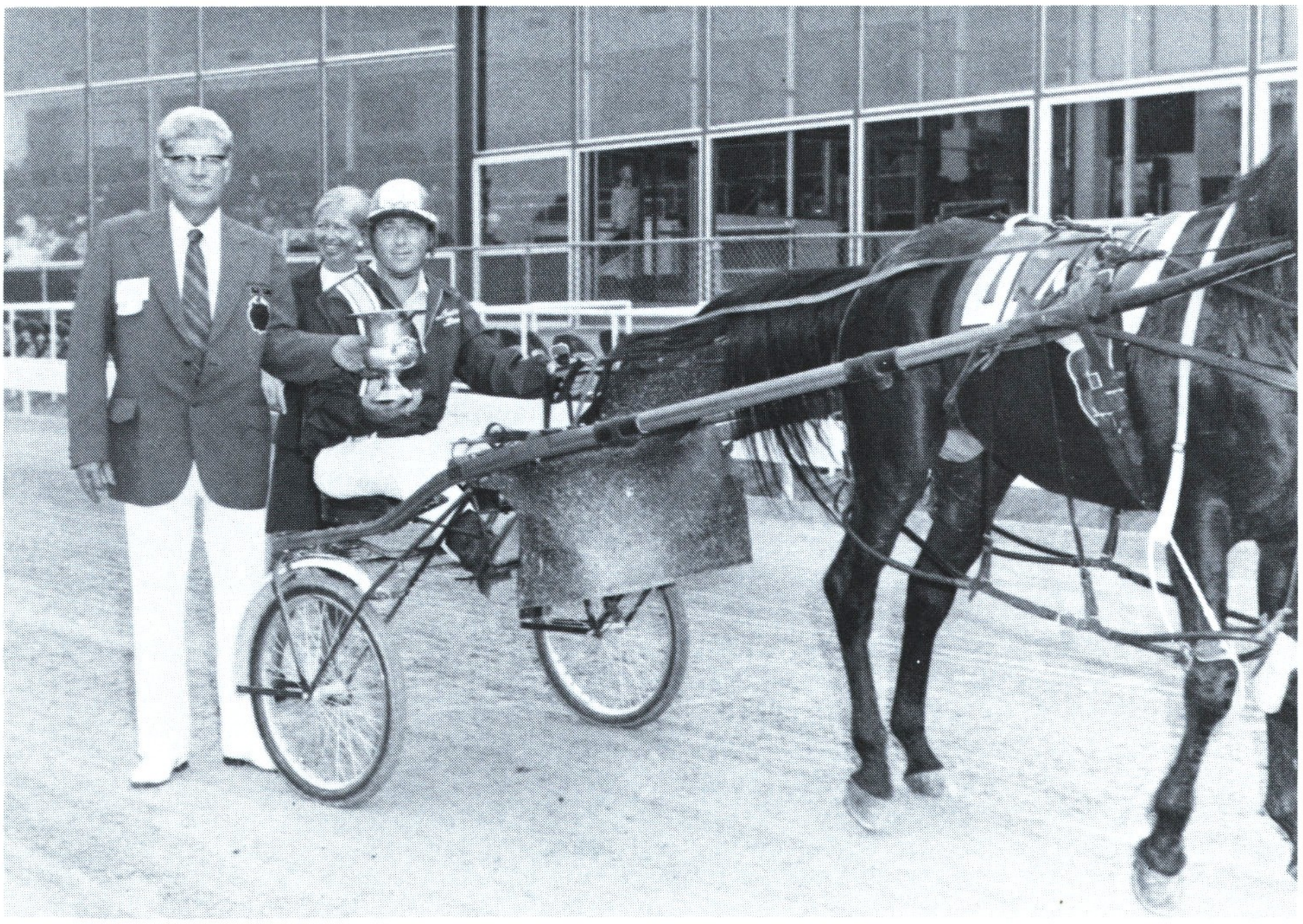
The New York State Auctioneers Association will be holding their 1975 convention at the Turf Inn, 205 Wolf Rd., Albany, N.Y., on November 2 and 3. An exciting program is planned including seminars and speakers. Among those speaking will be NAA president, C. P. "Terry" Dunning, Elgin, Ill. All New York auctioneers and their families are invited to attend.

OUR COVER

Wayne Kessler (left), Campbellsville, Ky., and Dean W. Fleming, Atkinson, Nebr., proudly display their plaques signifying entrance into the Hall of Fame of the National Auctioneers Association. Announcement and presentation was made at the Awards Banquet at the close of the 1975 National Convention.

DANGER

At what point then is the approach of danger (to our American institutions) to be expected? I answer, if it is ever to reach us, it must spring up amongst us. It cannot come from abroad. If destruction be our lot, we must ourselves be its author and finisher. As a nation of freemen, we must live through all time, or die by suicide. — Abraham Lincoln.



Bob Losey presents winner's cup to "race driver" Marty Higgenbotham. Marty won the Auctioneers Handicap held in connection with the Louisville convention.



Drivers in the "Auctioneers Handicap" at Louisville, from the left: Walter Flatow, Waterbury, Vt.; Harold Ellingsen, Edgely, N.D.; Bob Penfield, Bowman, N.D.; Terry Dunning, Elgin, Ill.; Wiley Rittenhouse, Uniontown, Pa.; and John O'Connor, Owensboro, Ky.

Adventureland Site of Iowa's Annual Meet

It's convention time again for the Iowa Auctioneer's Association. On October 25 and 26 at the fabulous Adventureland Inn east of Des Moines, Iowa, on Interstate #80 the auctioneers will be together for their 26th Annual two-day convention.

President, Col. Robert Mallinger of Sigourney has a completely different type of convention planned beginning with a noon luncheon on Saturday followed by an afternoon panel session. In the evening, under the direction of Col. Harold McIlrath of Laurel, the 1974 Champion Iowa Auctioneer, the annual Auctioneers Contest will take place and a new champion will be named. After the contest there will be fun and music.

On Sunday, following the noon banquet, Mr. Charles Willey of Moline, Ill., will be the guest speaker and it will be a real treat to hear this outstanding speaker. There will also be other reports and a business meeting.

Mrs. Lyle Erickson of Cresco, President of the Ladies Auxiliary, has a program for the ladies and one they will truly enjoy. On Saturday afternoon, the ladies will "Browse and Shop" in the Valley Junction Area of West Des Moines, which is quaint and interesting. On Sunday, after the noon banquet with the Colonels, the ladies will have a program on the recent National Convention and a talk on "Fabrics".

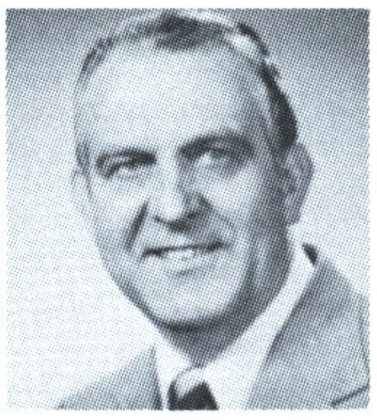
The Iowa Convention has always been a family affair and this year is no exception. So come one and all to the Iowa Auctioneers Convention and let's make it the biggest and best that Iowa has ever had! See you at Adventureland? Better think twice!

Mrs. Mike Bloomer, Sec.
Iowa Auctioneers Assn.

SECRET

I have discovered the secret of happiness — it is work, either with the hands or the head — something to do. It is the only safe and sure ground of happiness. The moment I have something to do, the draughts are open and my chimney draws, and I am happy. The trouble is generally that we do not know when we are happy. — John Burroughs.

Common Sense in the Auction Business



By Leo Jesion

Today's subject is one that concerns all of us. Let's just call it the auctioneer and his ego. In the type of business we're in, one necessarily has to be on the confident side. But when one hears auctioneers openly say that they are the best anywhere, I don't think they realize that they are making fools of themselves. Someone else may say it about an auctioneer, but when an auctioneer says it about himself . . . .

If you are a very successful auctioneer, you should be very thankful indeed because there are many auctioneers probably just as good — maybe better — than you are, but for one reason or another just never got the chance they needed.

Another point: How would you gauge an auctioneer's ability? Success? Delivery? Knowledge of material? Personality? Chant? Timing? Ability to talk? When I was at the Auctioneer's Convention in Medora last year, I observed the auctioneers selling and believe me — there was a host of excellent auctioneers. Who was the best? I really couldn't tell. When the competition gets that keen it's hard to judge.

The only reason I can think of for an auctioneer to say that he is the best is that he is insecure and trying to reassure himself.

Sure, we all talk about the high prices or happenings at sales. It's fun and interesting. But if anyone thinks he's completely responsible for these prices he had better think again. Actually, when you get right down to it, it's the tough sales, when the auctioneer really doesn't look that good, that the auctioneer is performing his best. Yet he doesn't look his best. And who do you think is hired on some of these tough auctions? The best auctioneers, of course.

As I said earlier, auctioneers have to be on the cocky or confident side. Don't let success go to your head. Here's a little experiment for any auctioneer who claims that he's the best. Just look in any mirror and say, "Mirror, mirror on the wall, who's the best auctioneer of us all?" Then look hard in the mirror, and Wala! In the mirror will appear a jackass.

Hang in there!

Our private sources in a large-state welfare dept. reveal these true quotes from correspondence with "clients": "I am writing to say that my baby was born two years old. When do I get my money?" — "My wife, Mrs. Jones, has not had any clothing for a year and has been visited regularly by the clergy." — "I am glad to report that my husband who was reported missing is now dead." — "Please send money at once as I have fell in error with the landlord." — "Am forwarding my marriage certificate and my three children one of which was a mistake as you will see." — "This is my 8th child, what are you going to do about it?"

Attention — State Convention Planners

The Board of Directors of the National Auctioneers Association has adopted a policy to aid in the programming of State Conventions. Believing that a member of the NAA Board, living in another state, could add to the interest and importance of State Conventions, the NAA will aid in paying travel expenses for this purpose.

Contact the NAA office or President Terry Dunning if you wish one of these men on your Program.

TV Series on Antiques With George Michael

DURHAM, N.H. — Americans are great collectors, and as the country gears up toward the bicentennial celebration, the artifacts from our nation's history are receiving increasing attention. With ideal timing, television's most comprehensive series on antiques collecting debuts nationally in October. ANTIQUES with George Michael, produced by the New Hampshire Public Television Network, begins on the Public Broadcasting Service on Sunday, October 5 at 5:30 p.m.

Each week, ANTIQUES looks at one small area of possible collecting: Wedgwood, Portland Glass, quilts, silver. Host George Michael, himself knowledgeable about the wide world of antiques through his years as an auctioneer and appraiser, brings leading experts and their collections to the program. David Buten from the Butem Museum of Wedgwood in Marion, Pennsylvania; David Brooke from the Currier Gallery of Art in Manchester, New Hampshire; Adeline Pepper of Plainfield, New Jersey; William Moore from Greensboro, North Carolina . . . each of these guests are tops in their fields, and their collections as shown on ANTIQUES reflect their years of experience.

The purpose of ANTIQUES, according to George Michael, is to give viewers as much information about each area of collecting as possible: what to look for in style and workmanship, the importance of color or carving, the general availability of different pieces. Through his years as a lecturer, Michael knows the kinds of questions that people ask, and he draws that information from his guests.

"Information," he maintains, "is the most important thing a collector can have. Only with good background on the subject can a collector know what he's buying (or selling) and bargain for a fair and reasonable price. And of course, we hope to teach people how to **enjoy** antiques, as well as collect them."

To augment the material provided during each half-hour program, George Michael offers a bibliography following the show. By writing to their local public television station, viewers can receive a list of books, prepared by the guest, that reflect the best literature available on each subject.

ANTIQUES is produced by WENH/TV for the New Hampshire Network, and transmitted nationally by PBS, the Public Broadcasting Service. Producers: Sam Price and George Michael. Director: Sam Price.

SUBSCRIBE NOW

Are you interested in equipment, trucks, auctions, etc.? Then subscribe to the **TEXAS TRADER,** semi-monthly publication. $10.00 per year Box 3945NA, Bryan, Texas 77801

Dear Sirs:

Thought you might like to see the enclosed pictures and news article printed in THE WATERLOO TIMES.

I used all the ideas, promotion and gimmicks I learned at the Real Estate Seminars I attended the last three years. It paid off several times over.

I used the ground crew idea I learned the first year, in Chicago. I know it made the sellers several thousand dollars. The free money idea worked for short pauses we needed to reorganize.

Col. Ken Barnicle, Col. Norbert Richter, Col. Oliver Bollinger and Col. Frank Pelate acted as ground men. They were the reason the auction netted more than $620,000.

We are looking forward to seeing you again at the Seminar in Colorado, in January. I would highly recommend the Seminars to any auctioneer who plans on selling Real Estate. IT DIDN'T COST — IT PAID!

Yours,
Edmund E. Kueker
R.R. 1
Waterloo, Ill. 62298

SEMINAR PROGRAM

Two locations have been established for the winter seminars, Denver, Colo., and Atlanta, Ga. Dates and schedule follow.

DENVER — Radisson Denver Hotel

Monday, January 12 — Real Estate

Tuesday, January 13 — Business Liquidations

Wednesday, January 14 — Antiques

A class in Bid Calling and Voice Analysis will be offered each day.

ATLANTA — Atlanta American Motor Hotel

Monday, February 16 — Real Estate

Tuesday, February 17 — Livestock (Beef, Dairy and Commercial)

Wednesday, February 18 — Antiques

A class in Bid Calling and Voice Analysis will be offered on Tuesday and Wednesday.

Instructors at each seminar are as follows:

REAL ESTATE: Wylie S. Rittenhouse, Uniontown, Pa., and William L. Gaule, Chatham, Ill.

ANTIQUES: George E. Michael, Merrimack, N.H., and Dave Kessler, New Paris, Ohio

BID CALLING & VOICE ANALYSIS: Freddie Chandler, Chariton, Iowa

BUSINESS LIQUIDATIONS: B. L. Wooley, Little Rock, Ark., and M. M. Gordon, Chicago, Ill.

LIVESTOCK: Morris Fannon, Pennington Gap, Va., (Beef and Commercial) and Ernie Kueffner, Hartford, Wis., (Dairy).

Tuition rates are $60.00 for each course or $150.00 for any three courses. Spouses may attend classes at one-half the regular rate.

Classes are limited and already filling.
For further information, write or call:

NATIONAL AUCTIONEERS ASSOCIATION

135 Lakewood Drive Phone (402) 489-9356 Lincoln, NE 68510

The Word Is Participation

By Bob Losey

The following article was printed in the October, 1974 issue of "THE AUCTIONEER". We are reprinting it for several reasons. First, for the nearly 750 new members in our association since this was last printed. We want all you new members to participate in your local and national associations. Secondly, all members should re-read this article, then you will have the answer the next time a prospective member asks you, "Why should I join, what will it do for me?"

Through the years, when ever I've asked an Auctioneer to join the Association, his first reply is invariably — What can the National Auctioneers Association do for me? Well, you get out of an organization what you put into it. If you just pay your dues and don't even open the magazine, the answer is — nothing. If you participate on all levels of the organization, local, state and national. If you enter the advertising contests, promote Auctioneers week, attend the Seminar, work on committees, attend both State and National convention — the answer is plenty and we've just scratched the surface of participation. As a tree relies on its leaves for its life and growth, so does our organization rely on its members to make it useful to each one in his own personal life. And after joining if you feel the organization isn't helping you, don't just retreat to the shadows, keep asking other Auctioneers questions until you're getting out of it what you need. And when anyone asks your opinion, give him everything you feel about the subject. Who knows you might be the one with his answer.

Well, by now I should have you all so enthusiastic that the foremost question in your mind is where do I go to participate? The National Auctioneers advertising contest covers all forms of advertising: brochures, pamphlets, flyers, newspaper ads, leaflets — all printed material, black and white or color, for the many fields of auctioneering. They are judged for eye appeal, impact, message, composition, and necessary information for the customers to know if the sale meets their needs. The contest is judged by the Auctioneers on the advertising committee with the help of an advertising expert. Advertising is always a good part of the expenses of any sale. The contest makes a good sounding board for this important part of our business. It's good to see what other Auctioneers are using successfully. It's nice to find out if we've been leaving out some small but necessary item in our advertising. And competition always makes us strive to do our best, and in losing to improve for next year. So keep an eye out for the rules and applications in the "Auctioneer" and sign up.

We have an official National Auctioneers week. Make sure your state organization has your Governor proclaim it in your state. Just this alone will give the auctioneering way some publicity. But each of you must participate if Auctions are really to be put in the public's eye. Get your local paper to do some articles for Auctioneers week. Get on local T.V. or radio interview programs. Speak before some local group, even if it's only a Girl Scout troop, after all they are future customers. The more people that see established, honest Auctioneers the more often they'll make use of the auction way.

Participating in our Seminars is one of the best things you can do for yourself. I don't know of one man who doesn't feel that his participation greatly improved his business and himself. The Association always finds men whose experience and expertise makes them worth every minute and cent you invest in them. The Seminars always cover specific fields of Auctioneering plus voice analysis. So, look for the applications in the "Auctioneer" and sign up now.

Personally, my most rewarding participation in the National Auctioneers Association has been our conventions. Your State convention is where you go to find out about the laws in your state whether they be city, county or state. All of us are interested in just laws that aid the honest man and keep out the fly by night operation. A legislature takes greater heed to a unified organization then to individuals. The state

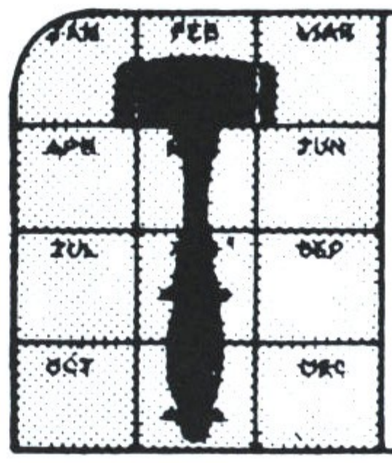


While Kentucky's Governor was unable to attend in person he provided Commissions for several new Kentucky Colonels. When Commissioned a Kentucky Colonel it is the custom for whoever presents the Commission to cut off the tie of the recipient. John Cummins demonstrates how a Bow Tie is trimmed while John O'Connor "endures".

organizations usually have a fair grievance committee that you can make full use of. With the modern consumer laws you'll find no greater ally then your local organization. But no organization can ever be of help unless you PARTICIPATE IN IT FULLY.

My greatest help has come on a personal one to one basis, at both State and National conventions. You'll find it is usually the best and most successful Auctioneers in the country that attend our National conventions. Such stalwarts as: Stambler of Hawaii, Josko of Connecticut, Higgenbotham of Florida, Rittenhouse of Pennsylvania, Penfield of North Dakota, Parker of California — I must stop now for the list could fill all the pages of the Auctioneer and I'm sure I would still forget and leave out several of our best men. And next to these men of expertise and experience you find the up and coming new men of the business learning, listening, and in turn offering new solutions and ideas from their fresh outlook. Something every organization needs desperately, and from this participation the old learns from the new and the new learn from the old, and each man in his turn walks away from the convention richer in his profession and in himself as a man.

Lets face it, our profession is talking and more of that goes on at our convention than any other I know. The basic variation in our business is the local laws imposed on us. Nowhere else will you find such a wealth of problems with laws. By participation and sharing your problems you can usually find a solution. I am a Furniture Auctioneer but often I have been helped by a man who is in Real Estate or Livestock or something else that didn't seem related, but his solutions work for me. With these fresh new ideas I come back from con-



Convention Dates

October 4-5 — Missouri State Auctioneers Association, Drury Inn, Springfield.

October 18-19 — Arkansas Auctioneers Association, Holiday Motel, Conway.

October 25-26 — Iowa Auctioneers Association, Adventureland Inn, Des Moines.

November 2-3 — Illinois State Auctioneers Association, Sheraton Motor Inn, Danville.

December 1 — Tennessee Auctioneers Association, Hall of Fame Motor Inn, Nashville.

December 6-7 — Virginia Auctioneers Association.

April 11-12 — Kentucky Auctioneers Association, Galt House, Louisville.

May 1-2 — Nebraska Auctioneers Association, Holiday Inn, Kearney.

June 11-12 — South Dakota Auctioneers Association, Madison.

JULY 22-23-24 — NATIONAL AUCTIONEERS ASSOCIATION ANNUAL CONVENTION, STAUFFERS RIVERFRONT TOWERS, ST. LOUIS, MISSOURI.

(Please send us the date and place of your State Convention if you wish it listed in this column.)



The golfers all had that "fresh as a daisy" look before the match.

vention refreshed and enthusiatic to face my business anew.

One of my biggest joys at conventions are the young people. Why is it that auctioneering is so much more a family business than other professions? So often the mainstay of our employees are made up of our family. They grow up in the business and act as our reserve, even when they chose other professions. I am always so proud to see all of you Auctioneers bringing your youngsters to convention. I have never met a more clean cut, alert, well-mannered group of young people. Anyone who can get up in front of a group is a leader. This nation needs people who are not afraid to make decisions and before an audience the Auctioneer is constantly making split second ones. You can certainly see the influence of their parents on the children. You can see that so many of them are growing to be the leaders of our future. They may not all become Auctioneers, but they will succeed in their chosen fields following the examples set by their parents.

AGAIN I SAY THE WORD IS PARTICIPATION: I would personally like to meet every member of the Association, as I can learn something from each of you. You, as practicing Auctioneers, have more experience handling people, acquiring sales, closing tough accounts then anyone I know. There aren't any books published with this knowledge in, that I know of. I hope in the future there will be volumes published on Tobacco sales in Kentucky, Real Estate sales in New England, Livestock sales in the Midwest, and Consignment sales in the Far West. I am always encouraging Auctioneers with years of experience to put their expertise on paper, so the new Auctioneers coming up can benefit. AGAIN IT'S PARTICIPATION.

By participation in State and National conventions, you can learn from fellow Auctioneers, I have and it has helped my business grow. You young men coming into this profession, participate with other Auctioneers. Nationwide we all have the same problems, never hesitate to ask a fellow Auctioneer how to handle a tough situation, 99% of the time he will guide you in the right direction.

ATTENTION

Have gavel will travel. We buy or sell large or small estates or businesses. Call anytime.

William "Bill" Connolly,
Auctioneer
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Phone: (315) 457-2873

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H. Willard Arnaman

In each case the first named shall serve as Committee Chairman.

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The Ladies Auxiliary

Sonnet for a Lady

By Bernard Postal,
Oceanside, N.Y.

Eighty years ago the Statue of Liberty was dedicated on Bedloe's Island in New York harbor. I wonder how many people know the story behind the story.

Well known is the fact that the statue was a gift of French citizens of every walk of life who dug into their own pockets to show their gratitude to the United States.

In America, funds had been raised for a pedestal upon which to place the huge Lady. School children contributed pennies; there were benefit concerts, sporting events, raffles and auction sales. Distinguished artists and writers were asked to contribute an original sketch, manuscript, autograph or to create something new to be **auctioned** for the benefit of the Pedestal Fund. They would be published in a souvenir journal.

Walt Whitman, Mark Twain and John Greenleaf Whittier were among the literary greats who contributed manuscripts. Only two authors, both little known, wrote something special for the occasion.

One of these was Emma Lazarus, who at first said she would be unable to submit anything. But she remembered the Jewish refugees who were then fleeing Czarist programs to find refuge in the United States. Often she would go to Ward's Island to try to help the frightened, penniless immigrants. Remembering them, Emma Lazarus had a change of heart.

She thought of the Goddess of Liberty holding out her torch of freedom to



1975-76 Officers and Directors of the NAA, seated from the left: Velda Fannon, Eileen Standen, Brenda Higgenbotham and Carolyn Christensen. Standing, from the left: Marion Barnicle, Lucille Freund, Erna Ellingsen, Billie Bass, Nan Gilbert, Jean Fleming, Glenda Johnson, Joan Rittenhouse, Irene Dudley and Jane Vaughn. The offices each hold are listed elsewhere in this issue.

other refugees like them and, realizing the inspiration this could give, she sat down and began to write a poem.

When it was finished, she titled it "The New Colossus." At the **auction** it was read aloud and the response was enthusiastic. Not only did it raise $1,500 toward construction of a pedestal — a rate of nearly $14 a word — but it gave the Statue of Liberty a spiritual base as well.

James Russell Lowell, then the United States Ambasador to Great Britain, sent Emma Lazarus a note of congratulations in which he said:

"Your sonnet has given its subject a true reason for being which it wanted before, quite as much as it wanted a pedestal . . . "

But neither poem nor poetess were represented at the dedication services. The sonnet was not read and Emma Lazarus had not been invited. She probably would not have been able to attend anyway. Already suffering from cancer, she died a year later.

The applause for her poem died away, too, and it was buried in the souvenir journal — a forgotten love song to America. But one day in 1903, Georgiana Schuyler, a New York sculptress, came across a copy while browsing in a second-hand bookshop. Stirred by the verse, she had it inscribed on a bronze plaque and obtained permission to have it affixed inside the base of the statue. In 1946 the sonnet was moved from the second story landing to the main entrance. Part of the sonnet is also inscribed in marble at the entrance to the International Terminal Building at Kennedy Airport.

Thus, at two of America's busiest portals, Emma Lazarus's words greet newcomers and native sons alike:

. . . Give me your tired, your poor,
Your huddled masses yearning to
breathe free,
The wretched refuse of your
teeming shore,
Send these, the homeless, tempest-
tossed, to me,
I lift my lamp beside the golden
door!

Reprinted from "Guideposts," Oct. 1966

The first strike on record was in 1170 B.C. when an Egyptian king's rock-cutters walked off the job to protest poor food and inadequate clothing. So — if you're inclined to credit the idea to such as George Meany, Frank Fitzimmons, Leonard Woodcock, I. W. Abel, Arnold Miller, et al — forget it!

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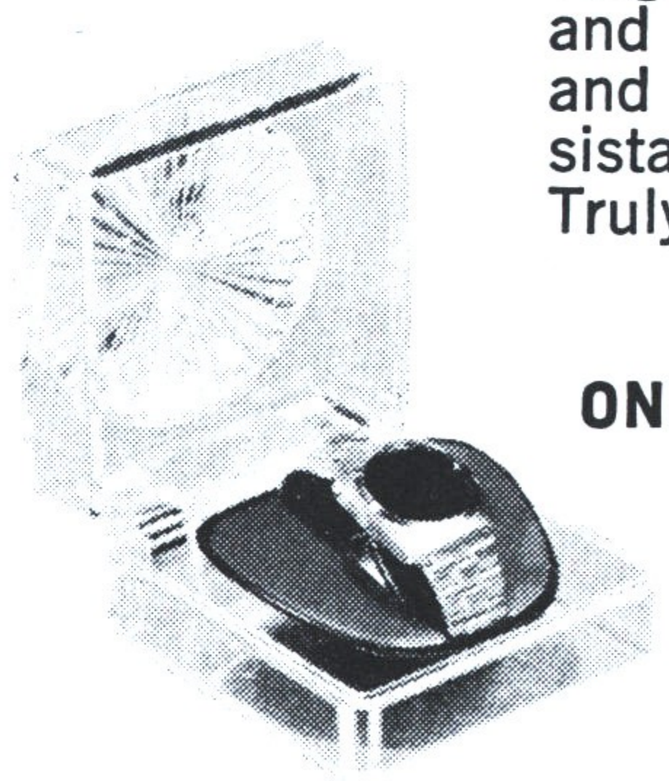


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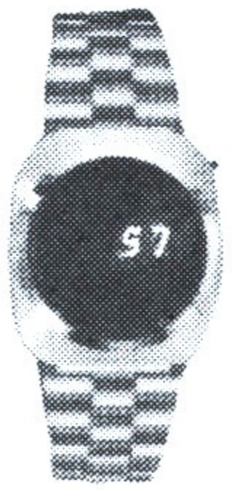
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Western College of Auctioneering

Graduates from the Western College of Auctioneering, Billings, Mont., are shown on the opposite page. Identification reads from left to right, as follows: FRONT ROW: Jess Faupell, Providence, Utah, Class Sec.; Harold Smith, Chico, Calif., Class Pres.; Instructors, Jack Ellis, Roundup, Mont.; Armon Wolff, Golden Valley, No. Dak.; Bob Musser, Cody, Wyo.; R. J. Thomas, and W. J. Hagen, Billings.

SECOND ROW: Bob Dunning, Creston, B.C., Canada; Tammy Ward, Elliston, Mont.; Roger Cobgurn, Ft. Collins, Colo.; Dennis Patteson, Austin, Tex.; Michael Flatten, Coleman, So. Dak.; Rick Dennis, Austin, Tex.; Jerry Titlow, Sturgis, So. Dak.; Anneleise Fullmer, Las Vegas, Nev.

THIRD ROW: Rodney Christmann, Hazen, No. Dak.; Jack Brawner, Hot Springs, So. Dak.; Ed Pemberton, Foxboro, Mass.; Donald Renner, Jerome, Idaho; Kevin Jahner, Regent, No. Dak.; Randy Loff, Edmore, No. Dak.; Ed Hallowell, Beaverton, Ore.; Kevin Corrigan, Mendota, Ill.; Tom Wright, Rush City, Minn.

FOURTH ROW: Wayne Greenwood, Paradise Valley, Alberta; Andrew Jackson Chandler, Williston, No. Dak.; Craig Mandeville, Bozemen, Mont.; Irvin Gamel, Yamhill, Ore.; James White, Maxwell, Ia.; Thomas Vaughn, Jr., Colorado Springs, Colo.; Mary Vaughn, Colorado Springs, Colo.; Jerry Grimes, Woodville, Tex.; Richard Heemsbergen, Prarie City, Ia.; Jesse Fox, Selma, Calif.

FIFTH ROW: Mark Ashcraft, Half Moon Bay, Calif.; Paul Haywood, Estherville, Ia.; Kurt Allred, Tremonton, Utah; David Kramer, Cove, Ore.; Dale Lende, Fargo, No. Dak.

BACK ROW: Dennis Rice, McMinnville, Ore.; Wes Spencer, Edmonton, Alberta; Scott Gregory, Frisco, Colo.; Roger Jacobs, Regent, No. Dak.; Doug Duffy, Lewistown, Mont.; Jackie Chandler, Anchorage, Alaska; Edward Johnson, Aberdeen, So. Dak.; Richard Macbeth, Elko, Nev.; Harvey Broe, Williston, No. Dak.

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Pictured above are the students graduating June 21, 1975. This was their first class held in the new facilities.

SEATED: (L to R) Instructors: James E. Jones, Larry Hedrick, Forrest Mendenhall and Bill Lanier.

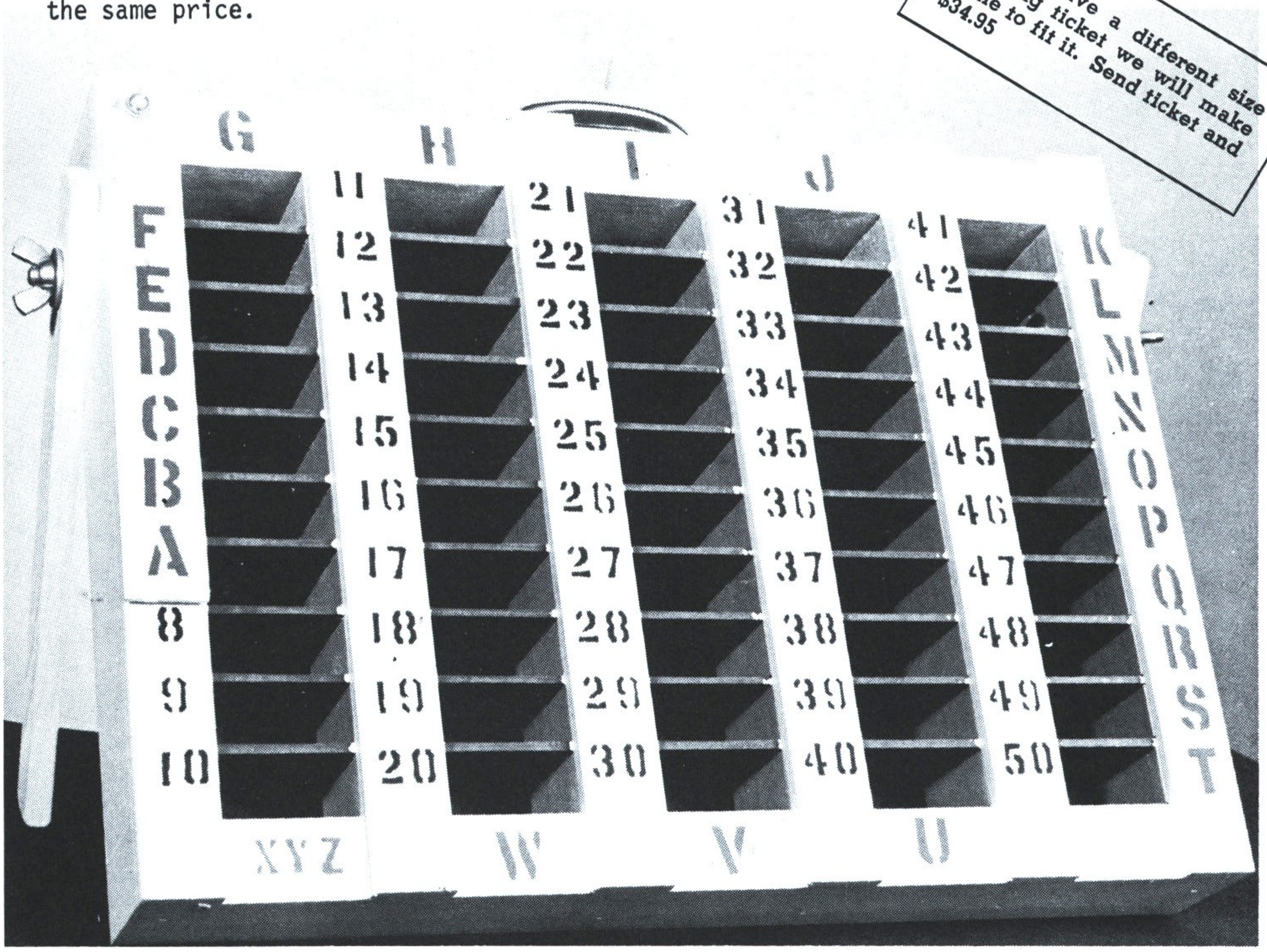
FRONT ROW: Jimmy Hamby, Sylva, N.C.; Lee Roy Hall, Carrabelle, Fla.; E. H. Lee, Roanoke, Va.; Donna Brown, Norlina, N.C.; Peggy Gathings, Charlotte, N.C.; Clarence Reynolds, Newport, Va.; John Fowler, Gaffney, S.C.; Robert Hartsoe, Creston, N.C.; George Roark, Sumter, S.C.; Jerry Webster, Eden, N.C.; Linwood Francis, Durham, N.C.; Bob Stewart, Greensboro, N.C.; Russell Proctor, Jr., Rocky Mount, N.C.

BACK ROW: James Chatmon, Winston-Salem, N.C.; Mead Kilpatrick, Hendersonville, N.C.; Eddy Reyna, Fresno, Calif.; Donald Armstrong, Rocky Mount, N.C.; Owen Irwin, Fresno, Calif.; Bobby Sandiford, West Point, Miss.; Nick Salamanchuk, Kannapolis, N.C.; Hugh Slusser, Ashville, N.C.; A. P. Nance, Charlotte, N.C.; Larry Nichols, Winston-Salem, N.C.; Ralph Reeder, Ramseur, N.C.; Joe Hooker II, Mount Airy, N.C.; Craig Bennett, Statesville, N.C.; Russell Proctor, Jr., Rocky Mount, N.C.

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David H. Gladstone, veteran auctioneer and NAA member of Norfolk, Va., will play a part in one of the NBC television shows this fall.



Auctioneer David Gladstone with Frank Converse in "Movin-On".

"Movin-On," starring Claude Akins and Frank Converse filmed a show entitled "General Delivery" for release this fall and it was filmed in Norfolk. Gladstone spent two days with the cast. While he will not be indentified by name, he is the auctioneer in the show.

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"Why so?" questioned the friend.

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Hi folks!! Mabel and I want to thank you all for coming to our wedding. Since we came home we've had lots of calls and letters. Mostly questions about us. We put all the questions in a hat and picked some out to answer. We sure appreciate your interest.

Q. Where did you go when you left the wedding? — John Cummins

A. Mabel carried me all the way to the bus station and we got on a bus.

Q. Where did you go on your honeymoon? — Winona Losey

A. To her parents home in North Carolina. The rooms there were so small we occupied our bedroom one at a time. Mabel screamed.

Q. What kind of people are her parents? — E. Howard Hunt

A. They are like Mabel. Broad in the beam and go through doorways sideways. At first they didn't like me, then as the evening went on they began to hate me for "stealing" their little girl".

Q. Was your romance love at first sight? — Perry Poe

A. Oh No!. You can't see Mabel at first sight. It takes a lot of looking.

Q. Did you discuss having children? — Margaret Berry

A. Mabel wants a large family. I said one like you is a large family. I now can eat mush only.

Q. Is Mable sympathetic and romantic? — Jan Merritt

A. Yes. She is very sympathetic to her stomach. Romantic at a restaurant and at home she keeps me shuttling between the market and the kitchen with an occasional love tap on the head.



Convention Horseplay

Q. The gown she wore was beautiful. Where did she buy it? — Newt Dilgard

A. She got it at an auction for $1.50 and then it cost $15.00 more to set in enough material to make it fit.

Thanks again for your thinking about us. I will now settle down to married life with my expanded, elongated and ever hungry sweetheart.

Henry Brooks
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P.S. Mabel sends her love.

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After swimming a few yards the salesman started to wonder about the snakes.

"How are you so sure the lake doesn't have snakes?" he called to the boy.

"Oh, I'm sure," the lad shouted back, "the alligators ate them all up."

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Nederburg, with its proud, gabled homestead under spreading oaks, its rolling lawns and crystal clear view over the mountains and vineyards of the Paarl valley, was a splendid setting for South Africa's first international wine auction.

From the tiled verandah, Mr. P. Grubb, especially flown out from Sotheby's of London, introduced 15 Wines of Origin Superior — the pride of the Cape winemakers' art — to hundreds of local and overseas VIPs, buyers and wine lovers, who then sipped the various vintages and rolled them meditatively over their tongues.

More than 12,400 cases of superior wine from the cellars of Groot Constantia, Nederburg, Delheim, Overgaauw, Simonsig and Johann Graue estates came under Mr. Grubb's vinestick "hammer" in a colorful marquee.

The first lots of white wines fetched fair prices but these were forgotten in the excitement when a fruity, dark ruby-coloured wine, Groot Constanitia Cabernet Sauvignon 1970, was sold for the record price of R85 a case.

The auction won for the South African wine industry some of the fame that the great European wines have gained for their industries. At the auctions of Kloster Eberbach, Hospice de Beaune and those held by Sotheby's, some of the great aristocratic wines of Germany and France have been acclaimed by discerning buyers from all over the world. As these exceptional wines are scarce, the wine industry believes the only way to ensure an equitable distribution is to auction them to interested retailers.



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In U.S. there are an estimated 800,500 bums, vagrants, and others with a pathological fear of work. That leaves 208,498 people to carry the national workload and 208,496 of them are presently behind bars.

This brother leaves you and me. And I don't know about you, but I'm getting tired.

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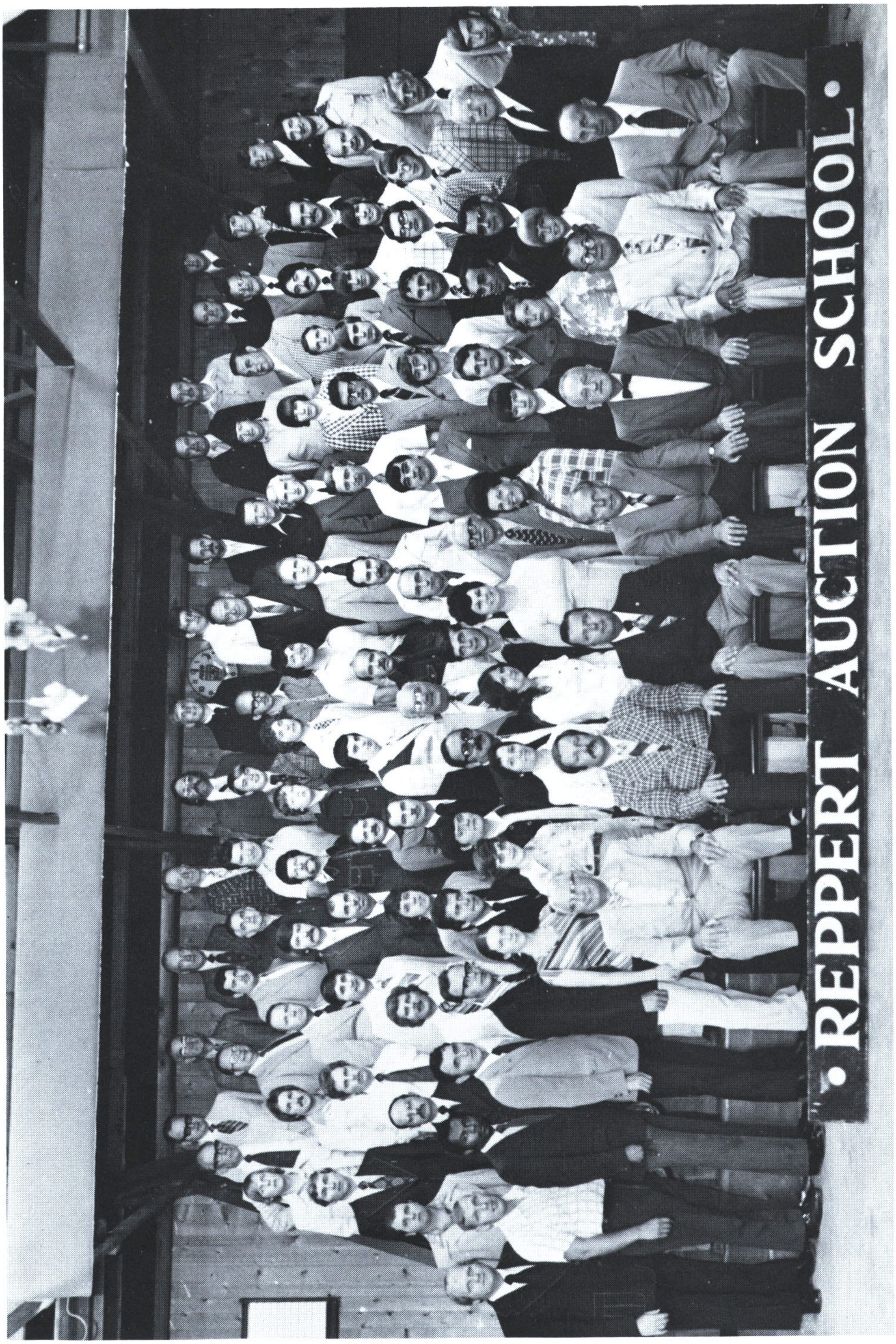
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Reppert School of Auctioneering

Pictured on the opposite page is the August, 1975, class of Reppert School of Auctioneering, Decatur, Ind. (Reading left to right).

TOP ROW: Stephen C. Benton, Wisc.; Jim May, West Virginia; Harry Frantz, Jr., Penn.; Leonard Aldrich, Kans.; William H. Turner, Ohio; Scott E. Burns, Ill.; Dell Herbert Burns, Ill.; Donald E. Ickes, Sr., Mich.; Allen E. Seals, Ohio; Lawrence F. Rosshirt, Ohio; Ronald E. Smith, Ohio; Steven E. Cross, Ind.

SIXTH ROW: J. S. Knudsen, Ind.; Andrew S. Olipra, Mich.; Carl L. Harrison, Ind.; John R. Johnson, Ind.; James Harold Metteret, Sr., Ind.; Jerald Lee Howes, Ohio; Leo A. Nameche, Ohio; Rand Jacobs Eickelberger, Sr., Ohio; E. Lawson Rudd, Ind.; Gary Boleyn, Ind.; Gerald Jake Goepfert, Penn.; Lyle E. Marlatt, Ottawa, Canada; Kevyn R. Miller, Ind.; Robert L. Warner, Sr., Mich.

FIFTH ROW: Richard W. Lewis, Conn.; Charles K. Charleston, Ind.; Billy J. Rubush, Ind.; Robert E. Sax, Ohio; Reginald W. Foston, Scarborough, Ont.; Brad Matthews, Tenn.; Hoagy Parrish, Ala,; Myron Bowling, Ind.; Robert J. Carlton, Ind.; R. Louis Weiler, Jr., Penn.; Brent J. Sprunger, Ind.; Gerald F. Fixsen, Ore.; Joseph V. Massara, Penn.; LeRoy H. Gates, Ill.; Leonard P. Ginepra, New Hampshire.

FOURTH ROW: Walter Butch Peelee, Ohio; Richard Cole, Calif.; Lynnwood D. Sattler, Mich.; Jerry Everett Alexander, Kans.; Richard T. Hines, Sr., Ind.; Jewell Mathis, Ky.; Frank E. Houser, Ind.; Rudy Leopold, Penn.; Alan K. Updike, Ind.; Larry Carl Brown, No. Car.; Terry Wingler, So. Dak.; Douglas Carpenter Merritt, Mich.; Larry J. Gibson, Ind.; William B. Langley, Sr., No. Car.

THIRD ROW: George Fox, Ohio; Dennis B. Hayter, Va.; James D. Thomas, Jr., Fla.; Jim M. Briley, Ill.; Ernest B. Sadler, Jr., Mich.; John H. Cooper, Penn.; Larry W. Lower, Ind.; Larry W. Vergon, Ind.; John Slagle, Ohio; Philip J. Hecksel, Mich.; Gregory P. McCreight, Ohio; Timothy Allison, Minn.; Virgil Sell, Iowa.

SECOND ROW: Donald G. Robbins, No. Car.; Monroe Wireman, Ohio; Melde D. Rutledge, Md.; Burnis E. Gray, Tenn.; Ray Walter, Penn.; J. Thomas Linkins, Ill.; Ivan R. Glisson, Jr., Ind.; Bernard E. Toback, Md.; E. Randolph Jelliff, Penn.; Wes Kipp, New York; Wesley V. Hull, Ore.; Rex L. Jeffrey, Ky.; Richard J. Matlock, Ind.; William L. Peters, Ia.; Richard L. Oglesbee, Ohio.

FIRST ROW: Cynthia Lamb, Conn.; Margaret E. Shoemaker, Ohio; Delores Chaffee Cafferty, New York; Marie Annette Fleming, Mich.; Anne E. Borges, Ind.; Myrna E. Kipp, New York; Daniel A. Ross, Ohio; Donnie Dean Dale, No. Car.; George Holt Wilson, III, Penn.

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Beautiful Plush Poodle Radio—Ass't. Colors	Ea.	$ 4.50
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3-PC. BEADED BAG SET	Doz.	$ 9.00
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50-PC. DINNERWARE SET—UNBREAKABLE	Set	$ 5.50
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Men's Deluxe Tee Shirts—Top Quality	Doz.	$ 7.50
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To tne Board of Directors
National Auctioneers Association

We have examined the accompanying statement of assets, liabilities and fund balances resulting from the cash transactions of the National Auctioneers Association at June 30, 1975 and the related statements of revenue received and expenses paid and changes in fund balances for the year then ended, all prepared on the modified cash basis described below and in Note 1. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

The statements are prepared on the cash basis modified to include depreciation on building and equipment.

In our opinion, the statements mentioned above present fairly the assets, liabilities and fund balances resulting from the cash transactions of the National Auctioneers Association at June 30, 1975, and its revenue collected and expenses paid and changes in fund balances for the year then ended on the basis described above and in Note 1, applied on a consistent basis..

Our examination has been made primarily for the purpose of expressing an opinion on the financial statements mentioned above, taken as a whole. The accompanying supplementary information is presented for analysis purposes and is not necessary for a fair presentation of the financial information referred to in the preceding paragraph. The supplementary information has been subjected to the tests and other auditing procedures applied in the examination of the financial statements mentioned above and, in our opinion, is fairly stated in all respects material in relation to the financial statements taken as a whole.

arthur young & Company

July 8, 1975

NATIONAL AUCTIONEERS ASSOCIATION

STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCES

June 30, 1975

ASSETS

General fund:	
Cash in bank	$27,613
Certificates of deposit	29,268
General fund assets	$56,881
Land, building and equipment fund:	
Cash in bank	$ 1,167
Certificate of deposit	5,653
Land, at cost	14,423
Building, at cost less accumulated depreciation of $8,166	67,214
Equipment, at cost less accumulated depreciation of $3,590	6,418
Land, building and equipment fund assets	$94,875

LIABILITIES AND FUND BALANCES

General fund:	
Employee taxes withheld	$ 107
Balance of fund	56,774
General fund liabilities and fund balance	$56,881
Land, building and equipment fund:	
Balance of fund	$94,875

STATEMENT OF CHANGES IN FUND BALANCES

Year ended June 30, 1975

	General fund	Land, building and equipment fund	Total
Balance - beginning of year	$41,748	$97,200	$138,948
Excess (deficit) of revenue received over expenses paid	15,026	(2,325)	12,701
Balance - end of year	$56,774	$94,875	$151,649

NATIONAL AUCTIONEERS ASSOCIATION
STATEMENT OF REVENUE RECEIVED AND EXPENSES PAID
Year ended June 30, 1975

	General fund	Land, building and equipment fund	Total
Revenue received:			
Memberships	$ 76,175	$ -	$ 76,175
Advertising	7,103	-	7,103
Convention registrations and miscellaneous convention receipts	22,081	-	22,081
Booster page contributions	5,325	-	5,325
Promotional items, brochures and souvenirs	2,693	-	2,693
Fun auction	3,732	-	3,732
Interest received	1,601	306	1,907
Profit from seminars	1,251	-	1,251
Rental income	600	-	600
Contributions received	-	275	275
Subscriptions	177	-	177
Miscellaneous	105	-	105
Total revenue received	120,843	581	121,424
Expenses:			
Salaries	22,593	-	22,593
Payroll taxes	1,468	-	1,468
Employee benefits (Note 2)	3,210	-	3,210
Travel expense	4,334	-	4,334
Convention expense	26,683	-	26,683
Printing and postage - "The Auctioneer"	29,196	-	29,196
Postage - general	3,159	-	3,159
Printing - general	3,991	-	3,991
Insurance and taxes	3,256	-	3,256
Promotional items	3,133	-	3,133
Depreciation expense	-	2,906	2,906
Utilities	1,969	-	1,969
Maintenance expense	1,297	-	1,297
Office supplies	711	-	711
Professional services	650	-	650
Miscellaneous	167	-	167
Total expenses	105,817	2,906	108,723
Excess (deficit) of revenue received over expenses paid	$ 15,026	$(2,325)	$ 12,701

Iowa Auctioneers Go to the State Fair

The Iowa State Fair is now history! As in years past, the Iowa Auctioneers Association had a booth at the Fair, bringing before the thousands of people passed by, the auction way of selling.

The booth was most attractive, with photos of the different phases of the auction world. The names of the the Iowa Auctioneers Association officers and directiors was displayed on a poster as well as the I.A.A. members and their towns. It was most interesting as people stopped at the booth to see if their auctioneer's name was listed and if not, they wanted to know why not.

The booth was attended daily with auctioneers of the Iowa Auctioneers Association, visiting with the people, asking them who their auctioneer was in their area. Before the people left they were asked to sign up for the television that was to be given away by the Iowa Auctioneers on the 10th day of the Fair, which was won by a gentleman from Sigourney, Iowa.

The weather was very warm during the Fair, but the Association felt like the booth, as in years gone by, had it's rewards.

Auctioneerly,
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Ever plan an important auction and find yourself in the Hospital on sale day? This is what happened to Joseph Sartor of Towaco, N.J. Date for the liquidation of the Yesteryear Museum, Morristown, N.J., had been set for August 23. On August 21, Col. Sartor was taken to the hospital, suffering from chest pains.

This could be extremely serious for many auctioneers but not nearly a calamity for Col. Sartor. He was released from the hospital in less than a week and he has three sons who are auctioneers. They proceeded to conduct a most successful auction with buyers from a six state area.

Many of the Museum's articles had been donated by the estate of the late Governor Edison of New Jersey, a son of Thomas A. Edison. A reproducing piano brought $3,150 and a music box sold for $1,800. The auction contained many items of memorabilia bearing the names of Victor and R.C.A.

In addition to the three Sartor sons, they were aided by two daughters-in-law and two other associates.

COMPLIMENTS

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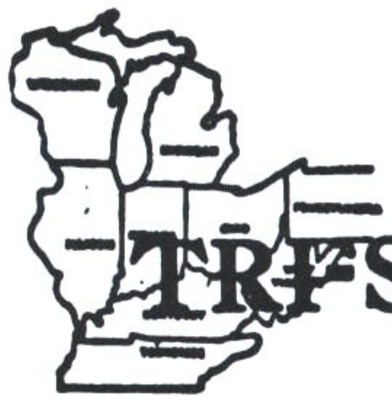
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ENTHUSIASM

The analyst told his patient he could snap out of his depression if he would just put a little more enthusiasm into his daily activities.

"Get out of bed with enthusiasm," the counselor advised. "Start your day with enthusiasm. Get into your job with enthusiasm."

The patient took the advice, but came back the next week more down in the dumps than before.

"What happened?" asked the analyst.

"I did what you told me," the man said. "I got out of bed with enthusiasm. I dressed for work with enthusiasm. I ate my breakfast with enthusiasm. I kissed my wife goodby with enthusiasm. I was two hours late for work and I got fired!"

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The Members Say...

Dear Membership Secretary:

Enclosed you will find my check for $20.00 to cover my dues to the NAA for 1975-76. I enjoy THE AUCTIONEER very much, especially the articles by Leo Jesion. I have been an auctioneer for five years but didn't seriously pursue it until about a year ago. Then is when I found out how difficult it is to obtain auctions unless you come up through your father or a relative or have another occupation that relates to the auction business.

Another thing that constantly gnaws at my internal structure is the fact that although auctioneers profess to follow the Code of Ethics, in actual practice I've found that few follow them to the letter. In my opinion (for what its worth) the auction profession would progress much faster and smoother if auctioneers worked together and respected each other's client relations and all held to a standard on all phases of the profession.

I'm sure others must share my feelings.

Yours truly,
Phillip Howard
Nashville, Mich.

******

Gentlemen:

Enclosed is my check for $27.50, for state and national dues, plus another $5.00 for Booster page. The magazine alone is well worth the dues. Please keep up the good work.

Best wishes
Frank Stalcup
Nashville, Tenn.



All ages enjoyed the Mammoth Cave and Old Kentucky Home tour that preceded the Louisville convention.

Ed Lewin Heads Oregon Auctioneers 2nd Year

Ed Lewin, Stayton, has been re-elected to the office of President of the Northwest (Oregon) Auctioneers Association. B. J. Fox, Salem, was elected Vice President; Frank Gwinn, Portland, is the new Secretary; and Francis Fox, Salem, was named Treasurer.

Elected to the Board of Directors were: Marvel Lewin, Stayton; Rick Lang, Silverton; John Hull, Jr., Scio; Francis Fox, Salem; Charles Johnston, Creswell; Elmer Johnson, Beaverton; and Dick Rice, McMinnville.

CONFIDENCE

The pitcher refused to leave the mound. "Shucks," he told his manager, "I can handle the next batter. I struck him out the first time I faced him."

"Yeah," said the manager sadly, "but that was this inning!"

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Antidote for Boredom

TORONTO, ONT. — Last Saturday I enjoyed an extremely pleasant and somewhat invigorating outing by driving up to the Hockley Valley to attend an auction sale. The event provided a fairly effective antidote for the ennui sometimes created by today's television commercials, which have grown to have a kind of sameness about them. People leering through medicine cabinets at each other from their respective bathrooms or — with carefully rehearsed spontaneous remarks — vowing to be a perfect stranger in a supermarket that they wouldn't trade their present detergent for many pounds of Brand X, have a way of palling on you after a while. Now, there's none of this rather tame stuff in the pitch delivered by a country auctioneer. When he hits the assembled customers with a commercial about the article he's trying to sell, he hits them. Fast and hard. It's amazing how a beaten-up wooden lampstand, with a faded and tattered shade that looks as though it's spent the past 10 years as a flower planter, starts to acquire a strange glamor as the auctioneer begins to describe its rare and fascinating points of beauty. Standing in the snow out there beside the Institute Hall, you could almost see the soft glow of this magnificent floor lamp glinting off the jewels of half the crowned heads of Europe back in 1890, before its candles were replaced by that dusty light bulb. No matter that, once the owner had acquired it after a completely maniacal bid, it once more looked as though it had been salvaged straight from the town dump. Beauty is, after all, said to exist mainly in the eye of the beholder, and the eye beholds strange things once it has become hypnotically fixed upon that of a good, brisk auctioneer.

I discovered, during this Hockley Valley expedition, that old horse-collars are now among the hottest items on the auctioneering market. It seems they are now being used to frame mirrors and, after viewing one, all restored and polished, in the home of a friend, I had to admit it looked quite catching.

Once, during a spurt of spirited bidding on one of the ugliest looking rocking chairs I have ever seen, a woman slid up close to the auctioneer and raised her camera.

"Are you bidding." he asked, quick as a flash.

"No!" she replied in a small and frightened voice as she cringed in utter horror and hastily melted back into crowd. That's one thing about auctions that always worries me. My nose or my ear always starts itching and the whole ceremony of bidding makes me so thoroughly intimidated that I have to go behind a tree to scratch.

Anyway, I managed to stay fairly clear of the path of temptation by going into the Institute Hall for a hot cup of coffee and a doughnut every time I found myself becoming enamored with some such item as an upheld, genuine 1897 thundermug with only a few chips in the lid. Although, to tell the truth, I do sometimes regret that I didn't snap up the fine ox-yoke, considering the energy crisis and all . . .

Bruce West

TALK

A person shouldn't talk when his mouth is full — or his head is empty. — Martin Ragaway.

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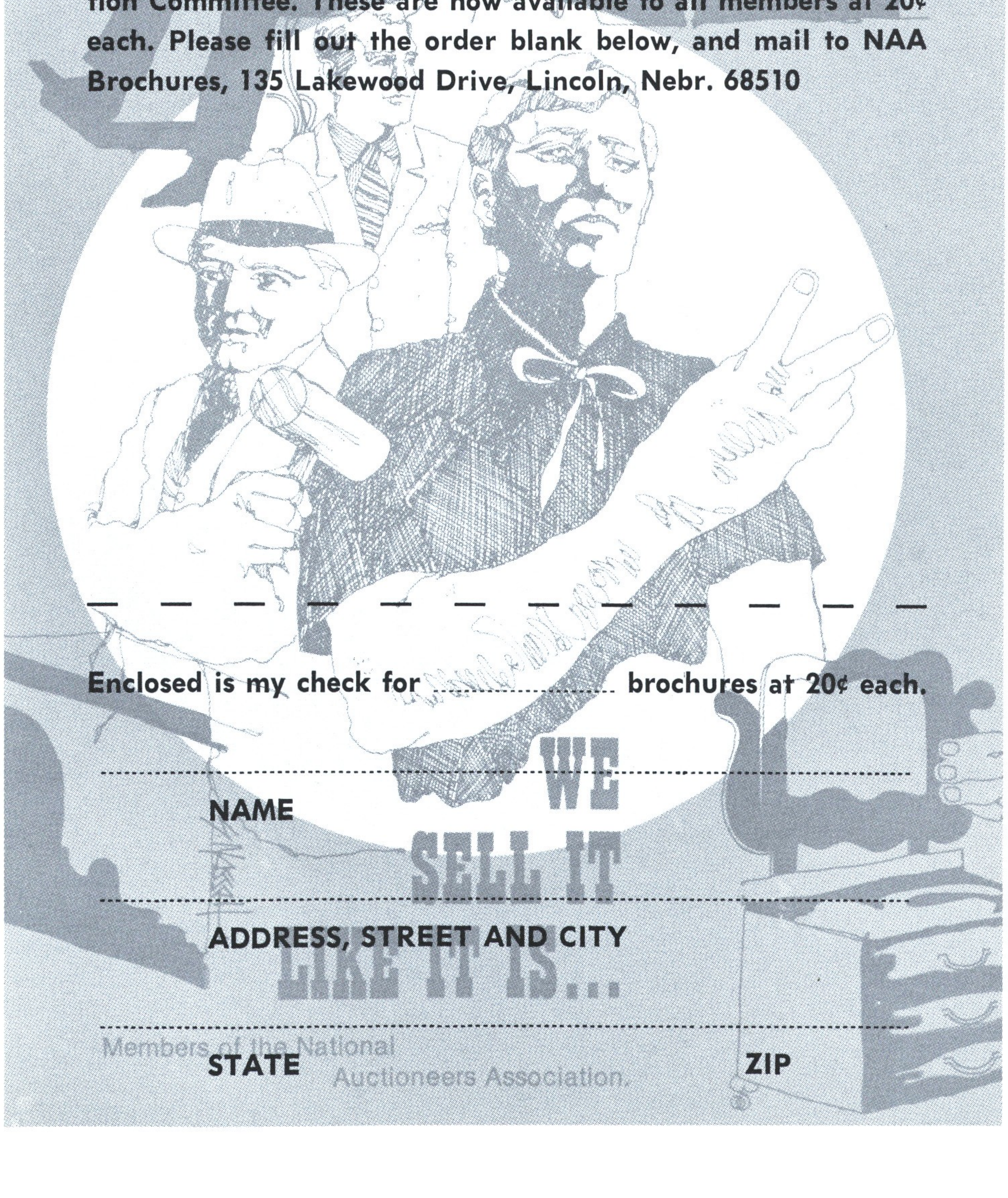
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Across The Country

BY BERNARD HART



A few days ago I had occasion to be in the same group as one of the veteran members of the NAA. Naturally, our conversation turned to the recent Louisville convention. I was shocked at first when this man made the statement that it was getting to be boring around his fellow members at the convention. None of them ever had a small auction. And the commission fees they were telling about he was certain the IRS had no knowledge.

This has long been a characteristic of our conventions and we have more or less considered it a harmless side effect. But is it really harmless? If it gets to the point of being offensive to those we number as the "faithfuls" how do you suppose it is received by the new members? As I was returning home on the plane I could not keep this out of my mind and I gave it considerable thought. Some of the results follow.

Most of the really successful auctioneers I have known have never publicly boasted of their big auctions and fat commission checks. True, they have told of some of them when encouraged by their close friends to do so— but never in a boastful manner. With what I have said so far, I am sure you are all in agreement.

Hanging on the wall of this ofice is a large picture of one of the greatest men that has ever been in this profession, Arthur W. Thompson. I have always considered myself as being most fortunate to not only have been acquainted with this man but to have known him over a period of nearly 40 years. It has been my good fortune to travel with this man and to work with him in auctions throughout the United States and Canada, as I have with several others in my book of "all-time greats".

Art Thompson was not one to brag on the big ones — one of his favorite stories was the time he sold a registered bred gilt sale and 40 head totaled less than $500. After the sale the owner said, "How much do I owe you." "You don't owe me a thing," was Art's reply. "You can't sell bred gilts for $12 a head and pay an auctioneer." "Oh, yes I can," replied the seller. "On the Omaha market those 300 lb. gilts were worth two and a half cents a pound."

There are several lessons to be learned from this true story of an auction that took place back in 1932 or 1933. First, it proved in the most desperate of times the auction method was the superior method of selling. It demonstrated that the auctioneer performs an important service to his client — gets him more money regardless of economic conditions. And I believe it builds greater respect for the auction profession than a whole book of stories about the "big money" auctions.

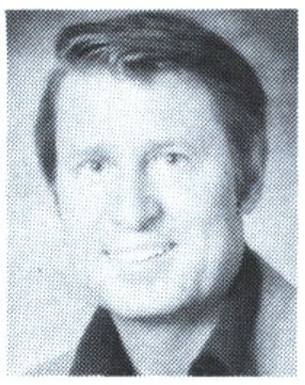


Auctioneers would be doing themselves a favor if they devoted more time to describing the small auctions. Don't you think you would be making a better impression on everyone in general if you told about getting a thousand dollars for some person's home furnishings that the used furniture dealer had offered $350?

Not so long ago I saw a group of supposedly successful auctioneers belittleing a film of auctioneers selling dollar items. To the seller, don't you think this was pretty important? And from a listener's standpoint, don't you think it was more pleasing than to hear of some of the exotic prices paid for items they will never be able to own?

I have been on both ends and I find that no one is particularly interested in the day when I was working the ring for Jewett Fulkerson at Senatobia, Miss., as a representative of one of the breed publications and that day a new record price was set on a Polled Hereford bull as well as on a Polled Hereford female. Both buyers were sitting in my section. Or the day Freddie Chandler and I sold two Polled Hereford bulls for $50,000 in a drougth year in western Kansas. No, I find they like the stories about the smaller auctions — **the type they may be having some day.**

But I have no objection to the fat commission checks and if you want to fatten your own I'll give you a straight tip. **Get registered for one of the Winter Seminars sponsored by the NAA.**



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The Lighter Side...

RECRUIT

Television script writer for comedy shows got fed up wih the rat race and decided to get into some kind of activity where he wouldn't have to think, wouldn't have responsibility and would have security.

He responded to a big Army recruiting campaign. At the interview he was asked, "What's your occupation?"

"I'm a gag writer," he said.

"Oh, yeah," said the sergeant. "Let's see you make up a gag."

So the prospective recruit got up, walked over to the door where there was a line of young men waiting, and called out: "All you guys can go home now. I've got the job."

SECRET

A social climber was giving her first big party. The woman's maid, who had been in her employ for many years, was given last-minute instructions.

"There'll be dozens of terribly important socialities here, not to mention a couple of dukes and countesses. Do be careful, Mary, and don't spill anything!"

"Don't you worry a bit," came the quick retort. "I won't say a word."

ODD HAIRS

A barber had one patron with rapidly thinning hair who was absolutely adamant about how it should be cut; he was so critical, in fact, that the barber hated to see him enter the shop.

One day, after an especially annoying session, the man ordered, "Part it in the middle."

"I can't," said the barber.

"Why not?" the irate customer demanded.

"Because," shrugged the barber, "you have an odd number of hairs."

BELIEVABILITY

Tell a man there are 300 billion stars in the universe, and he'll believe you. But just tell him that a bench has just been painted and he has to touch it to be sure.

LUCK

"Guess what?" shouted little Herman, banging the screen door. "I found a horseshoe in the road!"

"You know what that means don't you?" asked the mother.

"Sure," he answered. "It means some horse is walking around in his stocking feet."

IMPROVEMENT

Sunday school teacher asked one little girl if she knew the story of Adam and Eve. "First God created Adam," she said, "and then He looked at him and said, 'I think I can do better.' So He created a girl."

FRIENDS

A pessimist read his horoscope which said, "Make new friends and see what happens."

So he made three new friends and nothing happened.

Now he complains he's stuck with three new friends.

CONCEIT

One of the most conceited actors in Hollywood was picking up a few odds and ends in a supermarket when a young lady stopped short in front of him and exclaimed, "Pardon me for staring, but don't I know you from somewhere?"

The actor unaccustomed to such adulation, turned on his most charming and unassuming air and murmured, "Probably you've seen me at the movies."

"That must be it," exclaimed the young lady. "Where do you usually sit?"

COMPLIMENT

We don't always say exactly what we mean. Take the new husband whose bride wanted to know if he would still love her when she grew old and ugly.

Did he really mean it when he assured her: "Darling, you may grow older, but you could never grow uglier."

GOSSIP

Country pastor complained to one of his members who had not been in church the previous Sunday.

"I had haying to do," said the farmer. "It was over in the back field where no one could see me working on the Sabbath."

"But God saw you," protested the pastor.

"I know that," explained the farmer, "but He's not as gossipy as the people around here."

SURPRISE

Salesman knocked on the homeowner's door and was invited into the house by a youngster who answered his knock. Lady of the house was surprised by the visitor, and said, as a car drove into the driveway, "Oh, my husband is just coming home."

The innocent salesman asked nervously, "Where is the back door?"

"There isn't any," said the lady.

To which the excited young man responded, "Where would you like one?"

DYING

One may live as a conqueror, or a king, or a magistrate, but he must die as a man. — Webster.

PREPARATION

Father and Mother had carefully prepared six-year-old Susan for the arrival of a new brother and sister. So when John was brought home from the hospital, Susan was delighted.

All went well until the grandparents came to visit. After a brief word to Susan they rushed over the crib to coo at their new grandson.

Susan sulked in her room and when her mother asked her why, she said, "Look, I don't mind sharing you and Daddy with the baby, but the least he could have done was brought his own grandma."

WAGER

Jones and Brown, two big game hunters, were arguing in their tent about their ability with rifles. "I'll bet $10 I can go out right now and shoot a lion," said Jones.

Ten minutes later a lion poked his head into the tent. "Do you know a fellow named Jones?" he asked.

"Yes," quavered Brown. "Why?"

"His estate owes you $10," answered the lion.

SLICING

Golfer Miller Barber on his game: "I don't say my golf game is bad, but if I grew tomatoes, they'd come up sliced."

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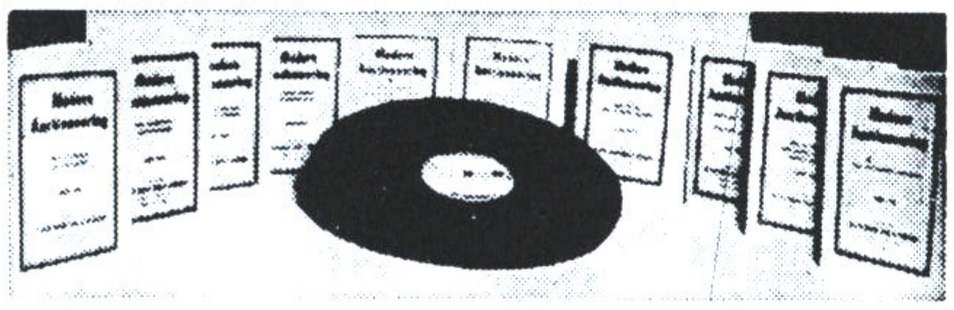
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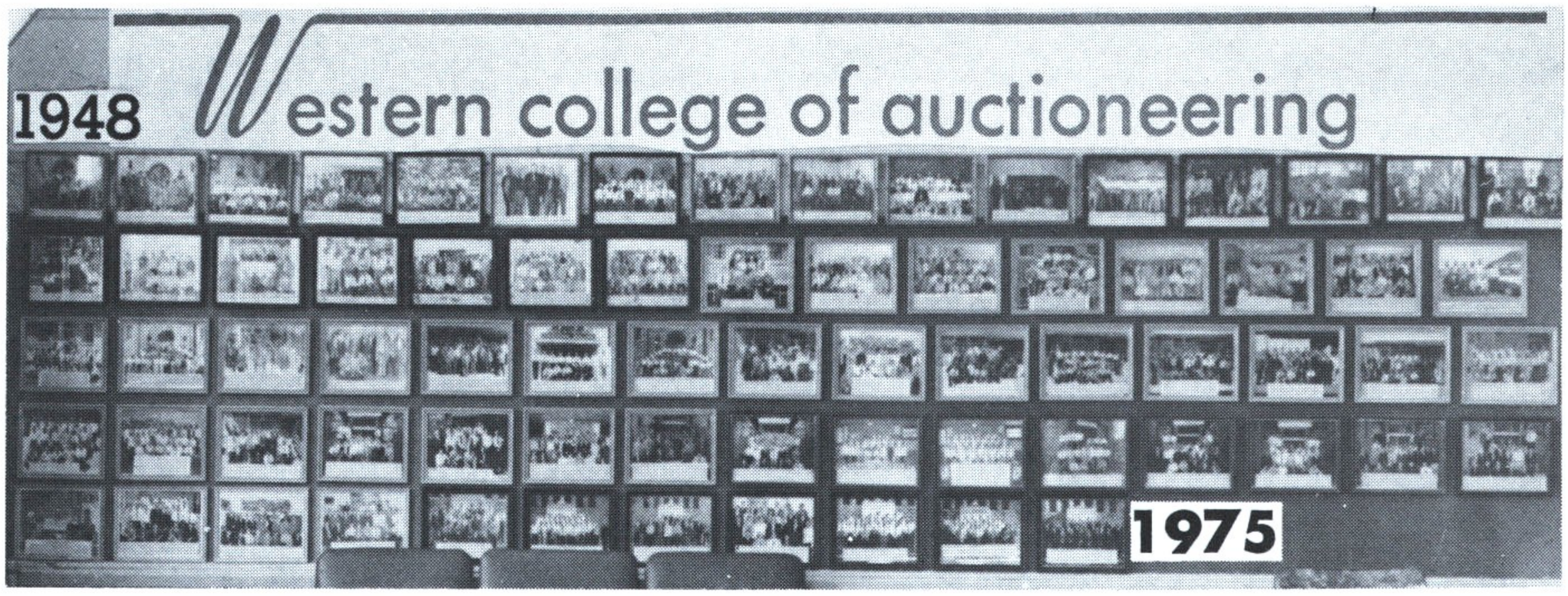
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For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).
1,000 Cards $7.50 2,500 $17.50 5,000 $32.50

CONSIGNMENT CONTROL . . . Form No. CC-73
8½ x 11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC1-69.
250 sets $16.50 / 500 at $32.50 / 1,000 at $59.50

FINAL SETTLEMENT FORMS . . . Form FS-69
8½ x 11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchantable title to all items sold and deliver title to purchasers.
$1.50 per pad, 10 pads at $1.25 ea., 20 or more at $1.00 ea.

BUYER'S REGISTRATION FORM . . . Form No. BR-69
8½ x 11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.
$1.50 per pad, 10 pads at $1.25 ea., 20 or more at $1.00 ea.

CONSIGNMENT CHECK-IN FORM . . . Form No. CC1-69.
8½ x 11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.
$1.50 per pad, 10 pads at $1.25 ea., 20 or more at $1.00 ea.

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AUCTION PROMOTION SCHEDULE . . . Form No. APS-72 8½ x 11. 50 sheets per pad. Column to list seller's name, property location, date, estimated cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., signs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.
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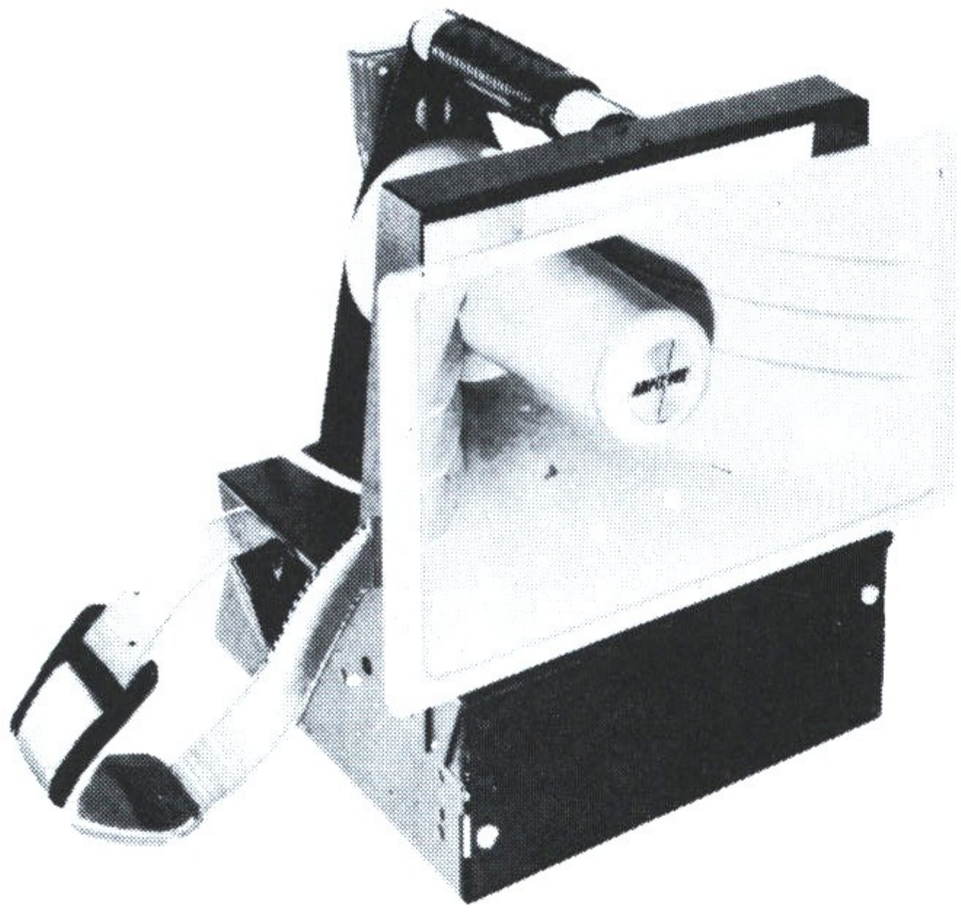
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