VOL. XXI NO. 10 OCTOBER, 1970

# THE auctioneer



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NATIONAL AUCTIONEERS ASSOCIATION

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# THE auctioneer

**IS THE OFFICIAL PUBLICATION OF**
**NATIONAL AUCTIONEERS ASSOCIATION**
3277 HOLDREGE ST. LINCOLN, NEBRASKA 68503



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THE AUCTIONEER is a non-profit publication and every member of the NAA also owns a share of THE AUCTIONEER. It 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.

CLOSING DATES FOR ADVERTISING COPY and ALL ARTICLES FOR PUBLICATION 15th OF THE MONTH PRECEDING ISSUE OF THE 1st.

Single copies 50 cents.

**DISPLAY ADVERTISING RATES**

| | |
|---|---|
| Full Page | $45.00 |
| One-half | 22.50 |
| Quarter Page | 11.25 |
| Column Inch | 3.00 |


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Published the 1st of each month except August.


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# History of Auctioneering

## An address at the 1970 National Convention by Charles W. Higgins, Jr., Newport News, Va.

I guess the question in everyones mind is how did a staid banker become involved in auctioneering? If I told you I became interested in auctions at the age of five, while attending an auction with my grandmother, I'd be lying. It was a brilliant suggestion born out of dire necessity. In order to graduate from the National Trust School at Northwestern University, sponsored by the American Bankers Association, a theses must be written. I couldn't get terribly enthralled with the usual subjects such as "Managing an Investment Portfolio in a Medium-Size Trust Department". While discussing my problem with Mr. G. C. Duffy, Trust Officer, The American National Bank, Roanoke, Virginia, Duffy mentioned the interest he had in the great possibilities of estate disposal through the auctioneering method. The more I thought about it, the more intrigued I became with the idea.

Thus fascination with auctions eventually resulted in a theses: "Sale by Auction": A Useful Tool for the Executor in Disposal of Tangible Personal Property." As a result, I am convinced that auctions are extremely valuable to modern day business. However, auctions are not the product of modern day business by any means. It is a method of sale used, developed and perfected throughout the ages. Therefore, this morning let us concentrate on the rich and fascinating historical antecendents of the auction method of sale.

I was quite amazed by the fact that auctioneering has a long and colorful history. In every culture when man eventually became established and civilized enough to attempt some means of exchange of goods and services, he has turned to the auction method of sale. Granted, the barter system was employed to a great extent in many early cultures, but nevertheless, one finds that man employed the auction method very early to sell merchandise which, if sold by the barter system, would prove less lucrative.

Some of the earliest records of auctions are to be found in the written records of Babylon around 500 B.C. In the writings of Herodotus there is a discussion of the yearly marriage auction. Beautiful girls of marriageable age were offered for sale to the town's eligible bachelors. Sale was made to the highest bidder. Less attractive girls secured husbands through payment of dowries to the men. The men made successive rounds of bids until they reached the minimum amount of dowry they would accept for their marriage to the less attractive girl.

Auctions were also an effective method of sale in the Roman world. The auction took place in the **atrium auctionarium.** It is thought that the goods were placed on display for examination prior to the sale. There were four distinct parties to the Roman auction: The **dominus** whose goods were being sold; the **argentarius** who was the administrator of the auction. He organized laid the ground rules for, and might even have financed the sale. The **praeco** was an employee who handled the advertisement, promotion, and as the auctioneer, handled the bidding of the sale. The **emptor** was the highest bidder and the buyer of the goods. It is not definitely known what bidding procedure was followed. It seems logical, however, to presume that the bids followed an ascending order because the word auction is a derivative of the latin root word **auctus** meaning an increase. The **praeco** advertised the sale through town cryers and through written notices called **proscriptio.** The **praeco** handled the bidding, knocking down the goods to the highest bidder. Bids are thought to have been made by a wink or a nod rather than by verbal outcry. Romans utilized the auction method of sale to handle numerous business situations. For example, liquidation of debts by the Romans was handled by auction sale. In addition, excess Roman Booty was also disposed of through auctions. On the battlefield, the soldier with an excess of goods would sell that which he could not use right on the battlefield, **sub hasta** or "under the spear". Indeed, the word **sub hastation** a derivative of the latin **"sub hasta",** rarely used now, came to mean a public sale or auction. Business agents followed

the legions to bid on the war booty for eventual resale. Believe it or not, at one point in Roman history, the empire itself was placed on the block by the Praetorian Guard. In 193 A.D. the Guard killed the existing emperor. The final bid was 6250 drachmas per man for which the Guard declared the successful bidder emperor of the Roman Empire.

Very little is known about auctions in other ancient civilizations. It is known, however, that auctions were utilized in China to obtain money for Buddhist temples and monasteries. The properties of deceased monk's were auctioned off. A monk acted as the auctioneer and he was required to know the average price of the article based on its condition and the possible market demand. Interestingly enough, if the bidding went higher than the article was worth the monk warned his bidders to use good judgment and not overbid. There is a definite scarcity of authenticated material to be found concerning the historical origins of auctions. However, what is available is sufficient to indicate how far back in time are the antecendent of the modern auction.

Turning to Europe, we find that the auction was an extremely important method of speeding the dispersal of raw materials and finished products. Large auction trade fairs were held in early centuries. During the Industrial Revolution, auction sales of raw processed material played a very important part in the establishment and development of the mercantile system. London, Amsterdam and Hamburg developed as centers of the auction business.

The American auction method of selling which is prevalent today is an outgrowth of early-day auctioning in England. It is not known precisely when the auction method of selling was first employed in England, however, the earliest reference to the term in the **Oxford English Dictionary** is dated 1595. History does reveal that toward the end of the seventeenth century sellers of pictures often congregated in coffeehouses and taverns to auction their articles. A 1682 edition of the **London Gazette** made reference to the "daily attendance", at the "Auction-house", which clearly suggests an auction procedure. Catalogs were often made available prior to the sale which would include the date, time and place of the sale.

There is very little historical reference to methods of sale in early day England, but from available information one finds that the terms of sale were very similar to those terms used today. Early English terms of sale were the following:

1) The highest bid get the goods and,

## ON THE COVER

**"Auctions have been a part of history almost since man began to trade possessions," says the WINONA (Minn.) SUNDAY NEWS when they used this same picture on the cover of their magazine section in one of their summer issues. The auctioneer is Alvin Kohner who graduated from the Reisch American School of Auctioneering 29 years ago. Kohner has long enjoyed a healthy business in the Winona area and conducts sales on both sides of the Minnesota-Wisconsin state lines. He is a veteran member of the National Auctioneers Association and has served as President of the Minnesota State Auctioneers Association. Kohner has also been an active supporter of the Wisconsin Auctioneers Association.**

**The Winona newspaper used six pages of pictures and commentary in describing Kohner's methods, experiences and the auction business in general. We pass along one particular quote that we think is good advice to all auctioners, "I arrive at the sale about three hours before sale time. At a farm sale we measure the seed and feed, number the cattle and check over the machinery. We line up, make out the order of sale and plan anything special. Then we sit down and have a cup of coffee with the ladies".**

**The sled Kohner is holding in the picture brought $6.50 even though the temperature was near 90 degrees. How else but at auction could this item be merchandised so successfully in mid-summer?**



**MISSOURI AUCTION SCHOOL** **KANSAS CITY, MISSOURI** **CLASS OF JULY, 1970**

First row, left to right: Verlin Green, Instructor, Ks.; Delbert Winchester, Instructor, Okla.; Ann Shelton, Secretary, Mo.; Boyd Michael, Registrar, Mo.; R. W. Dewees, President, Mo.; Kelly Kurtz, Ky.; Julia Kurtz, Ky.; LaVern Gregory, Ks.; Nick Bussey, Calif.; Vy Roberts, La.

Second row, left to right: James P. Spellman, Ohio; Richard A. Wise, Mich.; Raymond Baumgarden, Mo.; Chuck Williamson, Ohio; Lloyd W. Seymour, Ohio; James M. Goetz, Ky.; Rodney A. James M. Carroll, Colo.; Lee E. Tigner, Mich.; Adriel Modglin, Mo. Finch, Ill.; Ronald L. Harshman, Md.; Howard D. Wells, Wisc.;

Third row, left to right: Richard Foreman, Pa.; Gary Bruce, S. C.; Ralph Rankin, Wash.; Harvey Scott, Okla.; Terry Bottjen, Wyo.; George W. Becker, Pa.; Ralph Showalter, Colo.; Herb Spear, Colo.; L. B. Norwood, Okla.; Donald W. Burns, Tenn.; Harold Lange, Mo.; Rodney Parmelee, N. Y.; Gary W. Beck, Ks.

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Fifth row, left to right: J. R. Phares, Ala.; David L. Hardy, Ks;. Irvin Hall, Canada; William Gimblett, Canada; Terry Bates, Calif.; Wayne Voss, Ill.; Levi Thetford, Okla.; Max C. Wilson, Tenn.; Bob Loveless, N. Y.; Anthony J. Occhipinti, N. Y.; G. D. "Mike" Sutton, Calif.

Sixth row, left to right: Dondi W. Commino, Pa.; William H. Smith, Fla.; George W. Forrest, N.Y.; Hollis Sweatt, Texas; Gordon Hoskins, Ind.; Gerald Lampe, Ill.; Dave Lampe, Ill.; Robert D. Baber, Ohio; Lewis L. Miller, Nebr.; Sammy Morris, La.; Thomas L. Klaus, Mo.

IN UNITY THERE IS STRENGTH

if there is any doubt as to which bid is the highest, the goods will be placed up for sale again.

2) Bids must be advanced by no less than a stated amount.
3) The merchandise for sale is guaranteed as to condition, and any buyer has the option to accept or reject prior to removing the goods from the premises.
4) Each buyer must furnish his name and a stated minimum deposit; cannot be taken away before the end of the sale.
5) Transportation of the merchandise is at the expense of the buyer, and the total purchase price must be paid within a stated length of time after the purchase.
6) Any potential buyer may have a substitute from the staff of the auction firm represent him if he is unable to attend the sale.

To insure honesty at the auction sale many auction houses put restrictions on those who could bid. For example, from an early catalog we find the following: "So that I may remove the Prejudices of some and the Misapprehensions of others, as to the sincerity of the management, I have printed the Conditions of Sale with an additional one, that no Person or Persons shall be admitted to bid for his, or their own Pictures."

The second rule above concerning the bidding advances would indicate that the ascending bid auction was employed in eighteenth century England, however, the ascending bid was not exclusively employed. As an example; "candlestick bidding," was prescribed by William III to be used when disposing of products imported from the East Indies. An auction governed by candlestick bidding provided that an inch of lighted candle was allowed to burn. The person making the last bid before the wick died out was the new owner of the merchandise. The "candlestick bidding" provided for the completion of transactions within a stated period of time. The bidder had the opportunity to give consideration to his maximum bid throughout this entire time period without losing the sale to someone else. The article could not be "knocked down" until the candle burned completely out.

"Dumb bidding" was another bidding practice employed in eighteenth century England in which the owner placed a reserve price on the lot. No bid at auction would buy the merchandise unless it equaled or surpassed this reserve or minimum bid.

Still another type of auction mentioned in a seventeenth century catalog is referred to as "Mineing". In this type of auction, the auctioneer would place a high price on each lot and then proceeded to reduce the price consecutively until a bidder called "Mine"! It is interesting to note that the English utilized a combination of both systems. As in the Dutch system the goods were offered by the auctioneer at a high price followed by descending bids, however, another bidder could interject an advance on the bid, so that a combination of the Dutch (descending) system with the English (ascending) system resulted.

Between 1660 and 1740 the "peremptory sale" due to bankruptcy greatly increased sale by auction. Competitive bidding by an assembled group of interested buyers tended to maximize prices paid for the merchandise. Even though the merchandise had to be sold immediately and could not wait for a better market, the competition maximized the purchase price. These peremptory sales were most often held because of an order by the court and on occasions included real estate as well as chattels.

In regard to auction fees, what available evidence there is suggests that fees were charged on a percentage basis, and that they were upward of 5 per cent graduated downward with the increase in sales prices.

There is historical evidence that auctioneers had to be licensed in early England. Henry VII and Charles I made it illegal for anyone but a duly licensed "outroper" or auctioneer to sell goods by the auction method.

With the tremendous upsurge of the auction business, it was only natural that firms were created to specialize in conducting this type of business. The world famous auctioneer firm of Sotheby's was founded in 1744, followed by similarly renowned Christie's that dates back to 1766.

The English traditions concerning auctions were brought to America with the establishment of the colonies. The colonists used this method of selling to dispose of property under the judicial pro-

cess or to close out stocks of merchandise.

In America, the earliest recorded auction was held in New Amsterdam in 1662. One of the first auction catalogs still in existence is one designed to publicize the sale of books of Ebenezer Pemberton. The sale was to be held at the Brown Coffee House in Boston on July 2, 1717.

In the colonies, development of commercial life was aided by the auction. Furs, land, farm produce, furniture, slaves, tobacco, and cotton, among other things, were sold by auction. Early colonial development, especially in New England & Virginia was expedited by the sale of public land by auction. Whole towns would move and re-establish by securing a royal grant of land. Then it was parcelled out to individual buyers via an auction.

The American tobacco aristocracy was built with the aid of auctions. First, land forming the tobacco estates was auctioned from the crown to individual buyers. Slaves to work the land were bought and sold by auction. The product itself, tobacco, was sold at auction. The great profits reaped in the tobacco industry were disposed of in part by the planters purchasing silver, furniture, and other appointments of gracious living imported from Europe and sold at auction.

The auctioning of slaves was of prime importance to the tobacco industry. Without the slave labor, the industry could not have thrived and developed; and thus, slaves brought in quantity from Africa were expeditiously sold via the auction method. Slaves were considered chattels and, therefore, were sold at auction using the ascending-bid or English method. Slaves were very often sold individually. Young, strong men and men who had a craft or trade were most sought after. Children were purchased as an investment proposition.

When the slaves were sold as a family group, the bidding very often was based on the average price per person. Selling in groups based on an average bid per person emphasized the smaller amount paid per head. The total larger figure for all the individuals never was mentioned in the auction spiel. The buyer was acquainted with this figure after the sale was made. There is no definite proof of the use of a reserve bid in slave auctioneering, but there are many references of lots being withdrawn from sale when the bids were remaining too low.

America experienced a great surge of auctions in the early eighteenth century. English manufacturers brought boat loads of manufactured goods to the Colonies. The manufacturer consigned his goods to an agent in some American port. The agent was responsible for bonding goods, landing the goods in an American port, and selling it at auction. His payment was usually made in promissory notes which, he in turn, discounted at the bank. The agent deducted his commission and then sent the balance to the exporter.

The sales usually included an exhibition of the merchandise for several days during which time the potential buyers could inspect the goods. The buyers could browse using a brochure provided by the agent to note items they found interesting. Firms of some size held sales several times a week.

However, the American ports were closed to direct importations from Europe during the War of 1812. British exporters set up large caches of supplies in Burmuda and Canada. When the war was over the goods flooded into the country. The auction method of sale was used to sell this flood of merchandise because it was most profitable and speedy.

The market was soon glutted with goods sold by auctioneers who had little talent and fewer scruples. Importers and established merchants felt the pinch and demanded restrictive legislation. The massive dumping of English goods, which was aided by auction sale, produced great public anger at auction sales in general. Many people were of the opinion that auction sales of any kind should be banned. The dumping of manufactured goods tapered off, however, and gradually the existence of the auctioneer was again acceptable to the business community.

The auction sale did aid early business development in Colonial America. It allowed for the introduction of new foreign and domestic products. Goods were sold and circulated by the price cutting mechanism. Small domestic producers were given an outlet for their products and imported goods found markets in the interior of the United States rather than merely in the port

cities.

Contemporary popularity of auction sale in America has been greatly helped by the penchant of people for antique collecting. According to Bellamy Partridge in his book, "Going, going, gone" — "The harmless mania collecting of antiques has done more to elevate the occupation of auctioneering than any other development of the past hundred years". The first recognized collector of antiques was Irving W. Lyon, a New England doctor who began collecting oaken furniture and chests in Hartford about 1877. The year 1860 had seen the Centennial Exhibition in Philadelphia. The Exhibition had included displays of old Americana and really started an "antique" fever in America. Old furniture, etc., which had been stuck away in the attic for years, was dragged down, polished up, and proudly displayed. Those not owning any antiques sought them avidly. The auction became an event of great importance. A real trend toward appreciation of older things developed, indicated by the sixty-one year popularity of a little book, **Attic Treasures,** published in 1881, and written by Mary D. Brine. This book contained thirty-eight woodcuts and extolled the virtues of older furniture.

People who developed an interest in antiques educated themselves and became as well versed in the quality and periods of antiques as the dealers themselves. Reflecting this interest, in 1924 the American wing of the Metropolitan was opened with a group of American period rooms. The first antique show was in 1928. The depression caught many dealers and forced their closing. Some, however, mortgaged themselves and purchased antiques from the wealthy



**When the Northwest Restaurant Owners Association held their Annual Convention in Seattle, they secured the services of auctioneer, Bob Losey of nearby Renton, to add to the fun as well as the revenue of the association. Decked out in Japanese regalia, Losey auctioned off Rickshaw rides. Reynolds Aluminum Company had furnished the rickshaw while association members furnished the power. Some $600 was raised for the group's Educational Fund.**

who needed ready cash. With the return of economic health, these dealers were able to sell at a huge profit.

The interest and status found in collecting antiques, art, etc., has continued to grow up to the present time. Contemporary sale by auction, however, has been extended to include a wide spectrum of saleable items. This spectrum can be divided into four areas: the galleried sale, country auction, industrial auction, and produce auction.

The galleried sale is an apparatus to satisfy the desire for, and status acquired by, collecting antiques and art. It is an auction sale conducted by a firm or auction company in a showroom. The patrons are given the opportunity to view the merchandise at a carefully staged display. At the sale they are seated and the lots are placed on the block by an experienced auctioneer. Many larger towns have galleried auction houses or firms. They are all patterened after two of the most famous — Sotheby's in London, England, and Parke-Bernet in New York.

Parke-Bernet was founded in 1935 by a group of six. It has strived for excellence in its method of sale, advertisement and the authenticity of its cataloging. It has a reputation for efficiency, capability and honesty. In 1964 its total sales reached $10,820,242. In 1965 its total rose to $13,471,835, thus reflecting the continuous upward market for the diminishing supply of rare works.

In 1964, Parke-Bernet was bought by the other giant in the galleried auction field — Sotheby's. Sotheby's had helped make London the art market center. Being in business since 1744, it had 220 years of increasingly successful seasons behind it. It thus brought expertise and a 33.6 million dollar per year sale record to its American partner.

On May 14, 1970 the Dow Jones industrial average dropped 16.7 points to its lowest level since April, 1963. That very evening, at Parke-Bernet Galleries, $60,000 was paid for a painting titled "Campbell Soup Can With Peeling Label". The artist was Pop-Art king Andy Warhol. This was the highest price paid at auction for a painting by a living American artist. Thus, we can see that the auction field continues to prosper even in a troubled economy.

The second area of the contemporary auction sale is the country auction. It sells all kinds of merchandise from furniture to machinery to Black Angus cattle. It is usually an on-premise sale rather than a sale in an auction room or gallery. To give you an idea of the volume of business in country auctioneering, Mr. O. Rundle Gilbert is a recognized expert in the country auction field. He sells each year more than two million dollars worth of property. In the past thirty-four years, he has sold more than fifty million dollars worth of sundry merchandise.

The third area of contemporary auction sale is the industrial auction. This is a public sale by successive bid for industrial property. It takes a specially trained auctioneer to handle this type sale. In our present complex society an auction is often the most perfectly tailored method of sale for tangible property peculiar to industry. For example, on January 20, 1968, at an auction disposing of the Seitz Machinery Company, $10,600 was realized over an offer made by a private buyer.

The fourth and final area of modern auctioneering is the produce auction. Produce auctions can either sell merchandise physically at a market center or it can accomplish a sale by F O B auction. In an F O B auction, the seller holds his merchandise and forwards its description and asking bid by wire to an auction center. Bids are received and sales made. The sale price is relayed to the seller by wire with instructions for delivery. This is particularly effective in the sale of perishable fresh fruits and vegetables.

Internationally, sale of produce by auction is only 80 years old in the Netherlands. Sale of fish by auction in Germany was also a development of the 19th century. Auction sale of fish, grain, fruit and farm production in general both in the U.S. and abroad has freed many small producers from discriminatory middle man pricing. It allows for competitive bidding and the maximum price available for an extremely perishable item.

I believe of considerable interest to you would be the various types of auction systems, of which three are the most important.

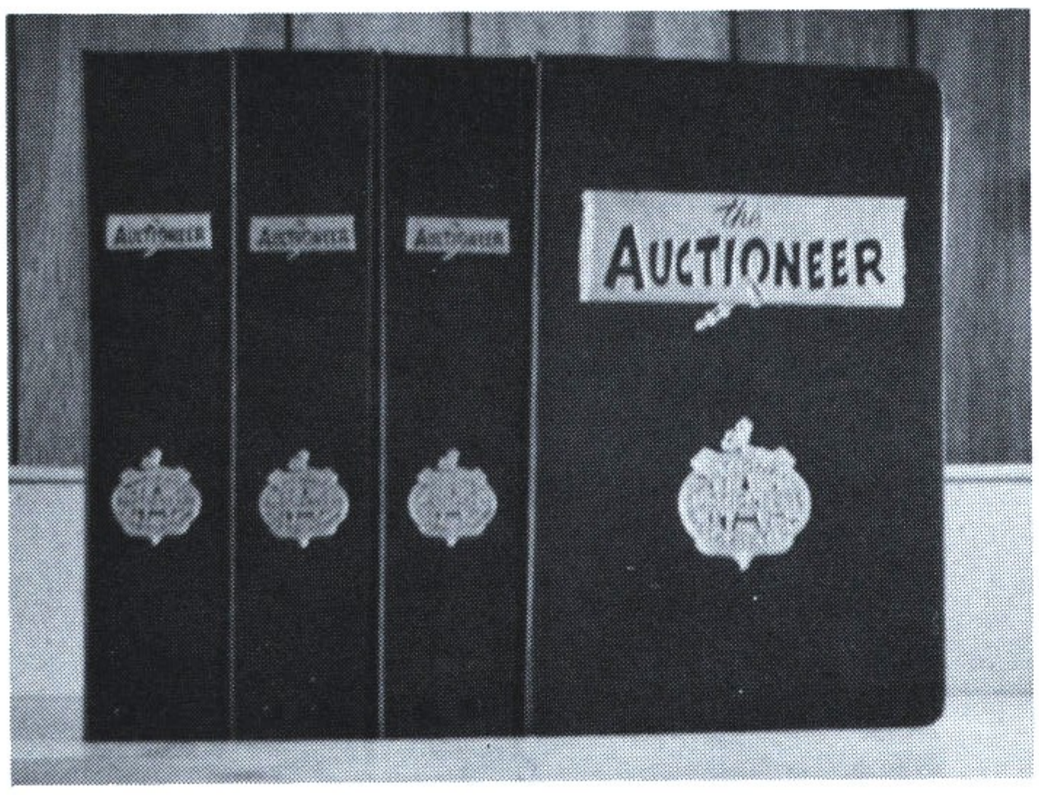
Undoubtedly the most familiar type of auction, and the most commonly used in English-speaking countries, is the ascending-bid auction. Basically the selling

scheme is very elementary: the auctioneer invites an initial bid from one of the prospective buyers in the group with the expectation that several interested buyers will bid against one another until all but the highest bidder are eliminated. If the highest bid received exceeds the established reserve price, the item or lot is knocked down to the highest bidder.

Although the English auction system is basically simple, in practice it is somewhat more complex and demanding on the auctioneer. The bidders compete with one another in ever ascending rounds of bids. At lower price levels, there may be numerous bids, however, as the price level increases the bidders become fewer. The auctioneer has the difficult task of recognizing the one bidder at each level, and to announce the amount of the bid before allowing the advancement to increased bids. As the auction progresses toward the highest possible bid, all but one would-be buyer fall by the wayside, and the highest bidder will then acquire title to the property.

**The second most familiar type of auction** is the Dutch or descending-price system. Rather than starting at a relatively low price level and ascending by degree until one bidder remains, the Dutch system follows a descending-price pattern. The auctioneer determines the starting figure and announces successive descending prices until someone bids in on an item. The prices announced by the auctioneer are, therefore, simply invitations to buyers to bid in, and the first bidder is declared the high, or the successful bidder. In this system, would-be buyers compete with one another as they do in the English system. The bidder having an intensive desire for a particular item must interject his bid before other interested bidders have a chance to do so. Each bidder is faced with the problem of measuring the competitve structure confronting him at the exact moment of each bid.

The third most familiar type of auction is the Japanese or simultaneous-bidding system, which is quite prevalent in the sale of fish in Japan. The most distinctive aspect of this system is that all bids are made by prospective buyers **at the same time, or approximately the**


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same time, by using hand signs for each monetary unit. Supposedly, all bids are made simultaneously, but practically speaking it takes several seconds for the bidders to throw their hands in the air, and for the auctioneer to read the signs. Bidding commences as soon as the auctioneer renders a signal, and the highest bidder, as determined by the auctioneer, wins the lot. Simultaneous bidding is undoubtedly one of the fastest auction systems.

Evidence reveals that the English system is far and away the most popular of the three principal types of auctions. It is estimated that 75%, or better, of all the auctions in the world are conducted on the ascending-bid basis. The second most popular is the Dutch auction, followed by the Japanese auction which is a very poor third.

There are a number of other less popular auction systems which time will not allow me to elaborate on, however, they are worthy of at least being mentioned by name. They are as follows:

1) Written-bid auction.
2) Handshake auction.
3) Whispered-bid auction.
4) Time-interval auction.
5) Combination English-Dutch auction.
6) Audible-bid rotation auction.
7) Preauction qualification sales, and
8) Silent auction.

In conclusion we have seen, I believe, that history itself has shown auctions to be an often used, effective and continuously refined method of sale. Modern times have increased its use as an excellent and profitable method for disposal of the goods produced by our complex business world. Furthermore, the auction method of sale has become an increasingly useful tool in market reform. As the history of auctioneering has reevaled the element of competition forces the highest price possible from the assembled bidders. It does not force the seller to dispose of his merchandise at a price dictated by an indvidual, non-competitive buyer.

I must say that I have thoroughly enjoyed this opportunity to come to your convention and talk to you about a fascinating subject — auctions. I hope that our discussion this morning has focused some of your attention on the rich and absorbing historical background of your profession. It is not only fascinating, but it is a heritage which spans the centuries and the cultures and is something to take great pride in.

Finally, I wish to recommend a marvelous book to you. It is entitled **Auctions and Auctioneering** and was written by Ralph Cassady, Jr., Professor of Marketing and Director of the Bureau of Business and Economic Research, University of California. The book has to be the most definite work on the auction method of sale. I am indebted to Mr. Cassady for added historical reference material, since my theses concentrated on the application of the auction method to my particular field — trust & estate settlement. Copies of Mr. Cassady's book may be obtained from the University of California Press, Los Angeles, California 90024.

Thank you

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# New Hampshire's Lady, Isle Stanley, Is Dead

It is with regret the New Hampshire Auctioneers Association notes the passing of its first and only woman member, Ilse Stanley of Gilmanton. Mrs. Stanley is best known for her work in assisting refugees to escape the tyranny of Hitler in Berlin at a time when she worked for her uncle who maintained an antique and auction gallery there. She wrote a book, THE UNFORGOTT8N, relating her personal harrowing history including her escape from the Gestapo just before the start of World War II.

She and her husband, Milton, left a successful career of stage design and production in New York City to open an auction gallery, about 8 years ago, in Gilmanton. She was known to have been one of the country's leading authorities on European antiques and many sought her advice from everywhere imaginable. Her charm and wit as an auctioneer overcome whatever shortcomings she might have had as a rapid fire chanter and her lessons on each piece were a joy to her auction goers. The auction world has lost one of its most dedicated participants, and great experts.

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Common sense, alas, in spite of our educational institutions, is a rare commodity—Bovee.

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| Men's Calendar Watch with Matching Band | Ea. | $ 4.00 |
| Ladies' Pennant Watches, Deluxe Styles | Ea. | $ 4.00 |
| Men's Diamond Jim Brady Watch with Band | Ea. | $ 5.00 |
| Men's "Skin Diver" Watch with Calendar | Ea. | $ 6.50 |
| Ladies' Deluxe Round Face Watch with Band | Ea. | $ 6.00 |
| Ladies' Nurses Watch with Band | Ea. | $ 5.25 |
| Ladies' Square Face Watch with Suede Band | Ea. | $ 5.25 |
| Men's Deluxe Water Proof Watch with Band | Ea. | $ 5.00 |
| Men's Automatic Watch with Calendar | Ea. | $10.00 |
| Men's Day and Date Deluxe Calendar Watch | Ea. | $ 7.50 |
| Men's CRONEL "25" Swiss Calendar Watch | Ea. | $10.00 |
| Men's HELBROS Watch, Beautifully Boxed | Ea. | $ 9.50 |
| Ladies' HELBROS Dress Watch—Deluxe | Ea. | $12.50 |
| Men's 17-Jewel Calendar Watch—Swiss | Ea. | $10.00 |
| Men's HELBROS Dress Watch—Gold or Silver | Ea. | $11.50 |
| Men's HELBROS Calendar Watch—Silver Only | Ea. | $12.50 |
| Ladies' HELBROS 2 Diamond Watch | Ea. | $17.50 |
| Men's Dress Watch with Cuff Links Set | Set | $ 4.50 |
| Ladies' Watch with Jewelry Set | Set | $ 5.75 |
| WALTHAM Ladies' Sport Watch w. Suede Band | Ea. | $12.00 |
| HILTON 17-Jewel Men's Dress Watch w. Band | Ea. | $ 9.25 |
| HILTON Ladies' 10 Diamond Dress Watch | Ea. | $25.00 |
| Waltham 17-Jewel Men's Dress Watch with Band | Ea. | $12.00 |
| Men's Deluxe DIGETIL Watch with Band | Ea. | $ 7.50 |
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| CHARMANT French Cologne—Retail $15.00 | Doz. | $18.00 |
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| 2 pc. RUSSIAN LEATHER Cologne Set | Doz. | $15.00 |
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| 2-oz. Men's RUSSIAN LEATHER | Doz. | $ 3.00 |
| Ladies' Wallets with 40 Windows, Boxed | Doz. | $ 3.90 |
| Men's Wallets, Boxed | Doz. | $ 4.80 |
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| Necklace and Earring Set, AURORA BOREALIS, Asst. Colors | Doz. | $24.00 |
| Beautiful Spanish Guitar | Ea. | $10.00 |
| Beautiful AURORA BOREALIS ACORN Necklace | Doz. | $ 5.90 |
| Beautiful AURORA BOREALIS HEART Pendant | Doz. | $ 7.20 |
| NITE 'N DAY Reversible Necklace—Pearl and Rhinestone | Doz. | $ 9.00 |
| Reversible Necklace with Matching Earring Set | Doz. | $18.00 |
| Deluxe 4-pc. Pendant & Choker Set w. Earrings | Set | $ 2.00 |

#### APPLIANCES 'n HOUSEWARES

| | | |
|---|---|---|
| Electric Can Opener—Automatic | Ea. | $ 4.25 |
| Elec. Can Opener—Knife Sharpener—Btl. Opnr. | Ea. | $ 6.00 |
| Electric Portable Hand Mixer | Ea. | $ 5.75 |
| 2-Slice Automatic Toaster—NAME BRAND | Ea. | $ 6.50 |
| 4-Slice Automatic Toaster—NAME BRAND | Ea. | $10.00 |
| 2-Speed Blender—PROCTOR-SILEX Heavy Duty | Ea. | $ 9.50 |
| 45-pc. Beautiful Deluxe Dinnerware Set | | $ 4.80 |
| Electric Corn Popper—with Glass Lid | Ea. | $ 2.90 |
| Steam 'n Dry Iron—NAME BRAND | Ea. | $ 5.90 |
| HAMILTON BEACH Electric Cordless Knife | Ea. | $ 5.00 |
| Electric Mixer on Stand with Bowl | Ea. | $ 9.50 |
| MIRRO Automatic Perk.—9 Cups | Ea. | $ 5.00 |
| 7-pc. Hard TEFLON-II Set—NAME BRAND | Set | $ 7.50 |
| 7-pc. Hard TEFLON-II Set—In Avocado Only | Set | $ 9.50 |
| 7-pc. Avocado ROYAL CHEF Alum. Cookware | Set | $ 7.00 |
| 49-pc. Cook-N-Serve Ensemble—Guaranteed for 5 Yrs. Also Ovenproof | Set | $ 7.50 |
| 72-pc. Server Entertainment Set—A Bar Delight | Set | $ 7.50 |
| 41-pc. Set Colonial Prismcut. Hostess Ensemble | Set | $10.00 |
| Lite-Up Mirror w. Travel Case—Just Turn On | Ea. | $ 4.25 |
| Large Size—#20—United "Ivy Leaf" Clock | Ea. | $ 8.50 |
| Beaut. Mahogany Dancing Doll Jewelry Chest | Ea. | $ 3.50 |
| Musical Large Brown Jug | Ea. | $ 2.50 |
| 19-pc. Decorated Handle—Sheffield, England Cutlery Set | Set | $ 6.50 |
| 15-Pc. Decorated Handle Cutlery in Book Chest | Set | $ 3.50 |
| 50-pc. Stainless Steel Flatware Set, Gift Boxed | Set | $ 7.50 |
| EVERSHARP 3-pc. Stainless Steel Carving Set | Doz. | $ 8.80 |
| EVERSHARP 6-pc. Deluxe Steak Knife Set | Doz. | $ 8.80 |
| 5-pc. Kitchen Knife Set—in Wooden Display Rack | Set | $ 2.00 |
| 3-pc. Wood Animal Family Set | Dozen Sets | $ 7.20 |
| 21-pc. Deluxe Carving Set—Pkd. in Deer Chest | Set | $10.00 |
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#### TOOLS

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| 50 Ft. Drop Cords—All Copper Wire | Doz. | $13.80 |
| 20-pc. Socket Wrench Set | Ea. | $ 1.75 |
| 3-pc. Adj. Wrench Set—6", 8", 10" | Set | $ 1.90 |
| 7" ELECTRIC SAW—Power House | Ea. | $16.50 |
| 14-pc. Up to "1¼" Industrial Open End or Box Wrench Set | Set | $11.50 |
| 11-pc. Industrial Open End or Box Wrench Set | Set | $ 6.50 |
| 8-pc. Heavy Duty Open End Wrench Set in Clip | Set | $ 3.25 |
| 6-pc. Comb. Box and Open End Wrench Set | Set | $ 3.25 |
| 26" MASTER HAND SAW | Doz. | $ 8.40 |
| 16-oz. Steel Hammer | Doz. | $ 6.25 |
| 19" Deluxe Tool Box with All Metal Tray | Ea. | $ 2.75 |
| 100 ft. Heavy Duty 14 Gauge Power Cable | Ea. | $ 4.50 |
| 100 ft. Heavy Duty 10 Gauge Power Cable | Ea. | $12.50 |
| Deluxe Carded Wrench Key Chain—Hot Seller | Doz. | $ 3.50 |
| LUMIJET Disposable Flashlight | Doz. | $ 8.60 |
| 29-pc. BLUE TEMPER Drill Bit Set | Set | $ 7.90 |

#### RADIOS 'n NOVELTIES

| | | |
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| 6 TRANS. RADIO WITH CARRYING CASE & BATTERY | Ea. | $ 2.25 |
| Large Twin Eye Radio—Battery/Electric—AM | Ea. | $ 5.75 |
| Large Size AM/FM Radio Battery/Electric #2019 | Ea. | $10.00 |
| Beautiful KING ARTHUR Novelty Radio | Ea. | $12.00 |
| Deluxe TONY-SONIC AM/FM—AC-DC Radio | Ea. | $ 9.00 |
| Deluxe Radio-Phonograph Player—3 Speed | Ea. | $18.50 |
| Deluxe 3 Band Police—AM/FM Radio | Ea. | $15.00 |
| Beautiful Plush Poodle Radio—Ass't. Colors | Ea. | $ 5.00 |
| Permanent Press Dress Shirt, Ass't. Sizes | Doz. | $18.00 |
| Table Radio—AM/FM | Ea. | $12.00 |
| Walkie Talkie Set—Solid State—Complete | Set | $ 9.00 |
| 4 Speaker AM/FM Mahogany Table Radio | Ea. | $24.00 |
| Men's 2-pc. Deluxe Sweater Set | Per Set | $ 5.00 |
| Automatic Needle Threader—Boxed | Gross | $ 8.50 |
| Men's Windproof Lighters—Boxed | Doz. | $ 2.25 |

#### LAST MINUTE SPECIALS

| | | |
|---|---|---|
| 45 Pc. Dinnerware Set—Unbreakable | Set | $ 4.80 |
| Deluxe Beacon Blanket—72"x90"—Ass't. Colors | Ea. | $ 2.50 |
| Men's Deluxe Tee Shirts—Top Quality | Doz. | $ 4.80 |
| Cannon Towels—Giant Size | Doz. | $ 6.90 |
| 3-pc. Ladies' Luggage-Tote Bag Set | Set | $ 7.90 |
| New Magic 10 Color Pen | Doz. | $ 5.90 |
| Matching Umbrella and Bag Set | Doz. Sets | $13.00 |
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| 8-Track Auto Stereo Tape Player with 2 Speakers and Bracket—Complete Set | | $34.00 |
| Arvin Clock Radio—AM/FM Deluxe Model | Ea. | $16.00 |
| Battery Operated Casey Jones Train | Ea. | $ 2.50 |
| 4 Player Deluxe Badminton Set with Case | Set | $ 2.50 |
| Large Hunting & Fishing Lantern with 6-volt Battery & Red Light | Per Set | $ 3.90 |
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| PLAY-POKER SLOT MACHINE—DEALS A NEW HAND EVERY TIME YOU PULL THE HANDLE . . . FASTEST PITCH ITEM ON THE MARKET TODAY | Ea. | $ 3.00 |
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# Pop's Ponderings

## Contest Now History

## As Ohio Moves Ahead

By COL. POP HESS

Here in our home we look around and can hardly think the month of October is here, as the date of this writing is Sept. 8th, the day after Labor Day. No one is doing much in the way of labor activities.

As the old man Sun is pouring down it's close to 90 degrees and still rising. You know here in Ohio, when the heat is at 90 it is HOT. That may explain why here in Ohio some of our natives are very cool in actions but very warm in their thinking, regardless what direction their sense of thinking is running. However, at this writing I have very warm feeling to our Ohio folks who turned out in great numbers to our Great Ohio State Fair. Closing last night, Sept. 7th, over two and one half million people attended through a 12 day run.

The big day was Monday, August 31. This day was Ohio Auctioneer's Day. The first all State Auctioneer's Contest was held in Ohio. It was my pleasure to be in attendance, throughout the day. Much of the auctioneering event was centered around my long time Radio WRFD program.

I, for the past 18 years supervised, the POP HESS farm and livestock sales program. After my retirement in 1966 this program continued in progress daily under the fine supervision of my good friend (Poverty-Patch) Ed Johnson. This fine young man was the M. C. for the Auctioneer's event of the day. For myself, I want to thank and long remember the fine welcome extended to me throughout the day.

Our own Col. Bud Anderson and wife was a big factor in getting us to the fair, plus the fine help at the Hess home of Mrs. Biehl known by all of us as Peggy. We all had a very fine day, and a long day, arriving home in fine shape at 9:00 o'clock. Col. Anderson is one of our local men, fast coming to the front as a good general public sales auctioneer. His address is 548 East High Street, Bellefontaine, Ohio. His wife, Marjorie is a real auctioneer's wife, plus a son and daughter all pulling for their daddy, Bud.

I was introduced quite often as only 90 years old, however, the high spirit of all who greeted us, I moved my age back to 65, in fact one lady auctioneer in the contest selling under the name of MINNIE PEARL, said she would guess my age to be only 65. Another lady auctioneer in the contest, Mary Louise Shaw, much like some Mothers-in-Law that I have noticed, when out of good feeling's towards one of the Sons-in-Law. She made good use of her three minutes time for the Judges to see and hear. She put one over on the M.C., Poverty-Patch Johnson and all helpers, by using the following three minutes announcing her next sale to be held.

She took me back a few years when I was announcing my Farm Sale Programs, and would only have 15 minutes to announce 20 auction sales to be held. It is the same tactics we see on that base ball chap who has the reputation as base stealing, etc. In radio it is minute swiping, etc. A full report is in the pages of this issue. I will save some of your reading time in my column, however, I do want to say Congratulation's to our Ohio Grand Champion, William H. Ford, Bryan, Ohio, 2nd place was G. A. Pickworth, Berlin Heights, 3rd was Robert Frey, 4th, Max Stuckey, Archbold, Ohio. Both sired by Top Auctioneers, Frey and Stuckey were two of the hottest young auctioneers I've seen in my 90 years.

I had the pleasure to see and hear the full run of 90 contestants who did their best to convince the three judges that they should be one of the ten finalists for the try out. From my personal judgement I scored over 80 percent of the line up to be good average auctioneers. A wonderful group of fine clean middle age men, many I have known to be busy auctioneers.

The officers of the Ohio Auctioneers Association did a fine job promoting the event and from what has come through the grape-vine channels it will be an annual affair at the State Fair each and every year from now on. So take it from Pop Hess, you ladies and gentlemen, who took on the tryout, you are a group of auctioneers many states of our country should be very proud of. I will be very happy to recommend you to anyone needing an auctioneer in the class of sales you are qualified for.

Yes, we here in Ohio and elsewhere take our hats off to our Col. Merlin Woodruff, who again this year did a great job swinging his gavel in Sale of Champions of the Junior Fair Show. On TV the highest records of all to this date in totals and service, all now making news throughout the country. I cannot fully let go of this event of the Ohio Auctioneers Day without saying, it was the guess of myself and all who accompanied me on the trip, it would take me a few days to recover, however, it was not that way. I took it like a youngster, to make much in remarks.

If he holds his own until next July, POP HESS will make the trip to Lincoln, Nebraska, for the 1971 Convention and Home Dedication. The same gang is planning on supervising the full trip. Time will TELL.

The question is, will they fly him? Or by a vacation auto trip? Well on traveling, I have been around the World in total miles by auto driving about three times. I have rode every kind of railroad train, from top pullman - first - second and third class day coaches, in total miles around the world, a few times. I recall one trip, I had to ride in a slow freight train CABOOSE to reach one sale location. Have had much travel in hoss and buggy of all kinds, sizes and types, plus snow drifts etc. My FIRST fly trip is yet to be made - It might be a Chance to see CUBA.

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The absent - minded professor walked into a barber shop, sat down in the chair and requested a haircut.

"Certainly sir," said the barber.. "Would you mind removing your hat?"

The professor hurriedly complied, "I'm sorry," he apologized. "I didn't know there were ladies present."


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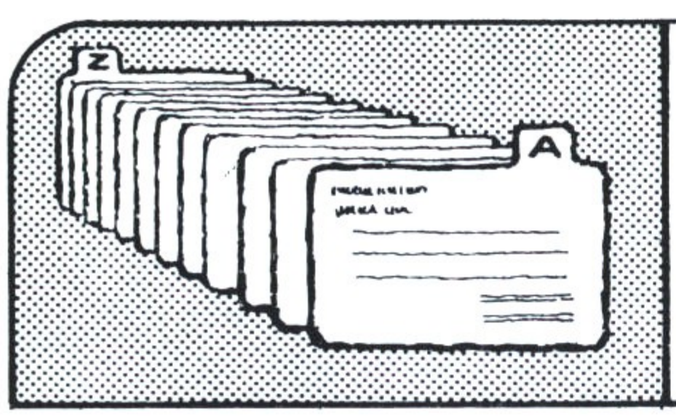
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* Denotes new membership

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# Democracy

We would like to share the following address given by Mary Kelly of Sparta High School, Sparta, Wisconsin. Mary received second place in our state in the Veterans of Foreign Wars Democracy Contest.

I stood on the crowded, littered sidewalk and watched a young campus radical explain America to some of his fellow students. I heard him say that America is an unjust nation, a nation full of corruption and lawlessness, a nation ruled by bigots. He told them that patriotism is "out" - That the Amercain Flag, those stars and stripes, is nothing but a big farce. I stood there and watched him use his freedom of speech and his freedom of assembly to tear down the very system, the very nation that guaranteees him those freedoms. And I bowed my head and thanked God for my freedom.

I walked through a V.A. Hospital and I saw men crippled and distorted. I saw men who were so mentally incompetent that they worked at the level of a small child. I saw men who were old and lonely and had no one to care for them, but, the hospital staff. I looked at all of these men, each one so different from the rest and yet so much the same in that each one had given a part of himself for me. And I bowed my head and thanked God for my freedom.

I sat in a classroom and listened to my teacher explain the Karl Marx theory-not dictate it or brainwash me, but to explain it, so I could form my own ideas. And I wondered where else in the world I would be subjected to so many different ideas. I wondered where else in the world I could have so much knowledge free for the asking. I wondered what other nation would dare expose it's people to both sides of an issue. And I bowed my head and thanked God for my freedom.

I looked up at the moon, and I remembered how incredible it had seemed when I was a small child that there could be a man up there. And yet, now, no more than ten years later the United States has landed men on the moon. We have once again become the first to break through into a new world. I wondered what other nation would dare set its goals so high-dare dream such impossible dreams. And I bowed my head and thanked God for my freedom.

I stood by a gentle stream and watched the water run freely over and through the rocks. And I compared that stream to America. I let each tiny grain of sand, each tiny pebble represent every individual in America. And I let the water that ran so freely represent the love and the patriotism that flows through the heart of America and keeps it together. And as I gazed into the water, I saw a reflection - a beautiful white reflection. And I lifted my eyes to the heavens and there in the sky in all its majesty and glory, soared an American eagle. And I bowed my head and thanked God for my freedom.

**Wisconsin Auctioneers Association**

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# *Omaha Auctioneer Dies*

Col. Mack P. Cosgrove, veteran auctioneer of Omaha, Nebr., died September 14, at the age of 72. For many years Col. Cosgrove operated a consignment auction on Leavenworth Street, in Omaha, and specialized in the selling of antiques. He conducted auctions throughout eastern Nebraska, in addition to the city of Omaha, particularly estates containing large antique collections.

Col. Cosgrove was a member of the Nebraska and National Auctioneers Associations and seldom missed an annual convention of either group. He and Mrs. Cosgrove attended the recent National Convention in Milwaukee.

In addition to Mrs. Cosgrove, survivors include three sons, three daughters and 13 grandchildren.

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Alcatraz could be made into a wonderful tourist attraction, with the visitors willing to pay almost anything to get off it.

## *Success Breeds Success*

Clinton, Iowa — Four months ago, the Cornell College scholarship fund auction was held in Mt. Vernon, Iowa, and the newspaper reports of it caught the attention of Mr. and Mrs. K. W. Frewert of Rock Island, Illinois. A 52-year veteran staff member of the **Times-Democrat** newspaper, Frewert was obliged to dispose of some of his possessions upon his retirement to Florida. His inquiry at the college brought enthusiastic praise for Clinton County's prominent auctioneering team of Burnett, Burnett, and Cavanagh, and once again their talents won another victory for the auction method of selling.

Over 200 people from eight states poured into the Clinton Holidy Inn Hotel to view and purchase the Frewerts' collections of antique furniture, Oriental rugs, pictures and frames, photographs and documentaries, books, clocks, lamps, and dishes. Expectations were more than met when Burnett, Burnett, and Cavanagh socked it to the buyers with gold-edged cut glass, hand-painted china, leaded- and Tiffany- shaded lamps, walnut, oak, and butternut furniture, and the piece de resistance: a massive and ornately carved walnut Italian Victorian bedroom suite, selling for $1,125.00.

At the conclusion of the 7½-hour auction, Mr. Frewert grinned contentedly, remarking, "They're terrific!", and the Florida palm trees shined in his eyes.

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## Ohio Auction Market Changes Ownership

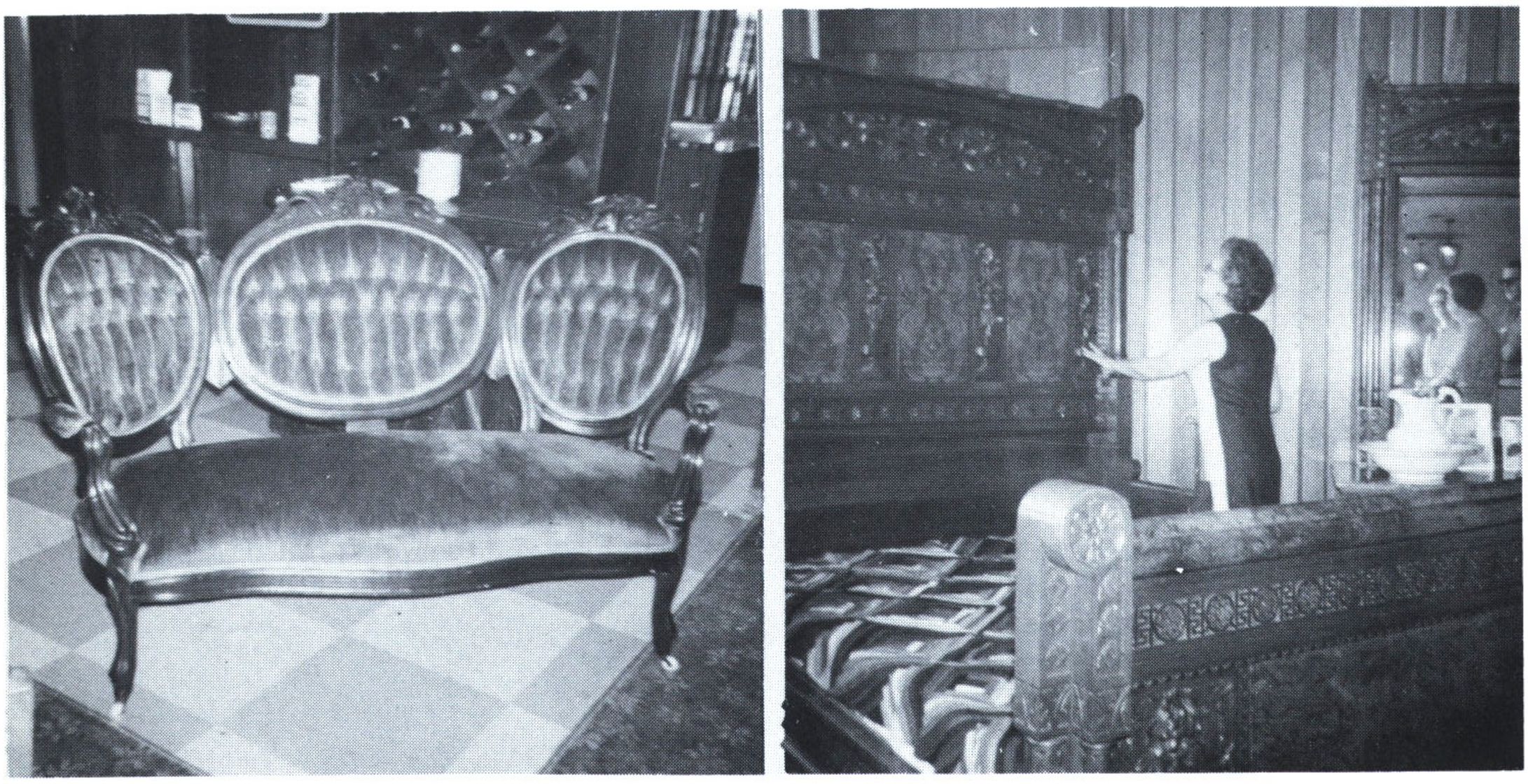
The Sugarcreek Livestock Auction, Inc. has recently been purchased by William (Bill) Osborne of Marion, Ohio. Mr. Osborne was associated with the Marion Producers Association for 6 years, and before that owned and operated a sale barn in Meadeville, Pa. for 14 years.

He is a graduate of Youngstown University, majoring in merchandising and economics. Osborne has been very active in civic affairs, having served as a member of school boards and religious organizations.

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## *Steve Mandeville Weds*

Steve Mandeville, Bozeman, Mont., and Sunny Ray Sando, Helena, Mont., were married August 1. Steve is a member of the NAA and has been a member of the Mandeville "Big Sky" Auction Service of Bozeman. Apparently searching for greener fields, Steve is now working in the Union Bank and Trust Co., at Helena.



**This walnut sofa sold for $475 in the antique auction at Rock Island, while the bed, along with two matching pieces, brought $1,125.**

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**1970-71 officers of the Ladies Auxiliary to the NAA. Seated, from the left: Jean Fleming, Willie Howell, Irene Erickson, Virginia Brewer and Nan Gilbert. Standing, Ann Donahoe, Velda Fannon, Elinor Olin, Ruth Sherlock, Dot Chapman, Violet Cunningham and Ruth Sherman. Their respective officers and home addresses can be found in the table on the opposite page.**



# The Ladies Auxiliary

Dear Gals,

The kids are back in school once more and our house is beginning to have a little more organization. It has been a busy summer with lots of auctions. A bright spot was when we attended the convention in Milwaukee. I tell my husband, you are the nicest, friendliest, gals I have met.

We learned this week the boat we traveled across Lake Michigan on (the Milwaukee Clipper) will no longer carry passengers. It was such a pleasant voyage. From the convention we drove to Chicago to the Gift Show, and had our car stolen from a parking lot right downtown. All our clothes were in the trunk, so lock your car and pick the lot carefully in the big city, folks. It was found a week later, stripped and all beaten up.

Tomorrow, our area has its 20th Annual Apple Smorgasbord which features over 200 delicious dishes prepared with Michigan Flavorkist apples. The local growers' wives experiment with different recipes and come up with beautiful tasty food specialities. The theme of this year is an 'Apple State Fair', carried out with red, white and blue colors. On the display tables, blue ribbons with the recipe and a sample of the prepared food will be shown.

This event is by invitation only, there will be home economists, food companies, politicians, magazine editors, etc. The committee members are friends of ours, so they gave me some feature recipes to share with you.

**Refreshing Fruit Salad (quickie)**
**4 apples, cut into wedges**
**4 oranges, peeled and cut into sections**
**1 cup sliced celery**
**1 (13½ oz.) can pineapple chunks**
**1 (6 oz.) can frozen lemonade, slightly thawed.**

**Toss all ingredients, chill well. Drain off juice for salad, or leave on for fruit cup. Can be prepared well in advance as the lemonade prevents discoloration of the apples. Makes approx. 8 servings.**

I'll try and send another recipe next month, after I have sampled some of the dishes tomorrow. Hope you have all had as good a season as "Colonel Sherry" and I have.

Best wishes,
Elinor Olin
Sparta, Michigan

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# Auctioneering As A Profession

## From a 1970 National Convention Address by Col. H. Earl Wright, Nokomis, Florida

Our profession has come a long way since it's inception and I believe still has a long way to go. As of this date it is not highly esteemed nor recognized by the educated fraternity of this nation, and few, if any, of our universities offer study and training for the profession. Within the last hundred years a few men have come along who believed that auctioneering could be made to have a very important place in our economy. These men were especially talented, of high character and believed that they were called of God to take their place in society as dedicated full time auctioneers. They were responsible for raising the standards of the profession, inspiring young men to enter the field and starting auction schools for their training.

They were men possessed of talent, ability and the willingness to give all of themselves to making every auction which they conducted a successful one. As a result of their efforts we have seen the auction method of selling grow in popularity throughout the natoin. Recent years have seen the passing of many of these men who made the profession popular.

Let us now consider for a moment where we stand today. Of all of the recognized professions a college course of from four to twelve years is required before they can practice their profession. I firmly believe that we of the auction profession are faced with a serious challenge.

After devoting fifty years to the profession I am observing that in many areas the auction method is losing it's popularity and has lost the confidence of the general public. This is especially true in areas where we find men operating who lack real talent, who have not received sufficient schooling and training to do the work in a high class manner. These men entered the profession with the sole purpose of building a fortune quickly and have not been ethical in practice nor willing to devote the time, study and effort to making every auction which they conduct successful.

During my fifty yeairs of practice I know of hundreds of thousands of dollars worth of livestock, real estate and other commodities having been sold by auction not entirely on their merits or by true salesmanship, but by spurious and questionable methods and techniques all of which the general public has and is becoming aware of and which is contributing to the auction method losing it's popularity. This must be discontinued by this profession if it is to continue to grow and succeed.

I am convinced that we are at the cross roads of the profession and that every serious minded, dedicated full time auctioneer in this land must awaken to the challenge of the hour and to take steps to bring about the needed changes to raise the standards of the profession.

The question you would now ask me is: What do you suggest? My answer is this. It cannot be done over night, in a year, five years and possibly not in ten years but it can and must be done. We could very well see the change start in the auction schools of the land and especially so if the request is made by this association. I suggest longer periods of instruction and training, more careful screening of applicants to the auction schools, higher tuitions, then longer periods of training for apprentices by those enaged in the profession. I am also convinced that if these steps are not taken by our auction schools that we will be seeing courses offered by our universities and I would be greatly disappointed to see this take place as I fully believe that this profession has been made what it is today by dedicated auctioneers with God given talent and all phases of its future growth should be brought about by such dedicated men who are now in the midst of their careers, and by men who have a burning desire to see auctioneering become one of the great professions.

Much reading of history and study of the greatest book ever written, the Bible, God's Holy Word, has fully convinced me that no man, profession, or nation will ever continue to prosper and succeed unless the principles, precepts and laws found therein are adhered to and practiced. The auction profession now has the opportunity to be among the first to completely raise its standards to a

high level. This in my humble opinion is the great challenge facing this profession and association today. I hope that you will accept it and act affirmatively.

Thank you.

---

## Ohio's First Contest Draws 102 Auctioneers

Ten top Ohio auctioneers were selected from the 102 entrants in the first Championship Auctioneers' Contest, held at the Ohio State Fair, August 31. The contest was sponsored by the Ohio Auctioneers Association and was on the first day of "Auctioneers Week" designated by Ohio's Governor Rhodes. Rhodes made the designation in recognition of the service given to the community by the state's 1,399 licensed auctioneers.

The top ten ranking auctioneers in order were:

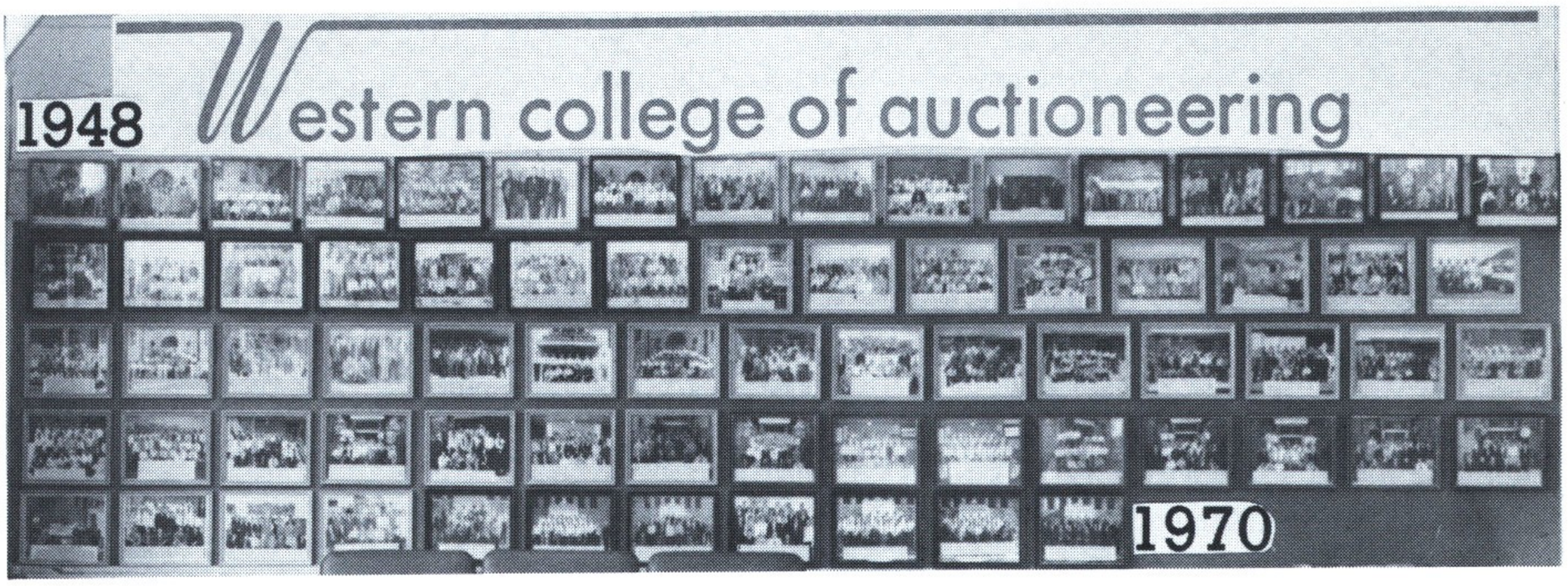
(1) William H. Ford, Bryan
(2) G. A. Pickworth, Berlin Heights
**(3) Robert Frey, Archbold**
(4) Max Stackey, Archbold
(5) Jim Patterson, Bainbridge
(6) Chester Woodward, Bellville
(7) Lee Johnson, Crown City
(8) Richard Fowler, Mt. Vernon
(9) Robert Sweeney, Hilliard
(10) Daniel Anglin, Fairfield

All ten winners received trophies and the top four received prizes of $350, $250, $100 and $100. Actual items were sold in the contest and the proceeds of $483.50 was donated to the Cancer Fund. Ford Good, Seville, President of the Ohio Auctioneers Association, served as sale manager.

Auctioneers' Day and the Contest met with a good reception and a good sized contingent of Ohio auctioneers attended and enjoyed the activities. Among them was Pop Hess who was present to join in the festivities.

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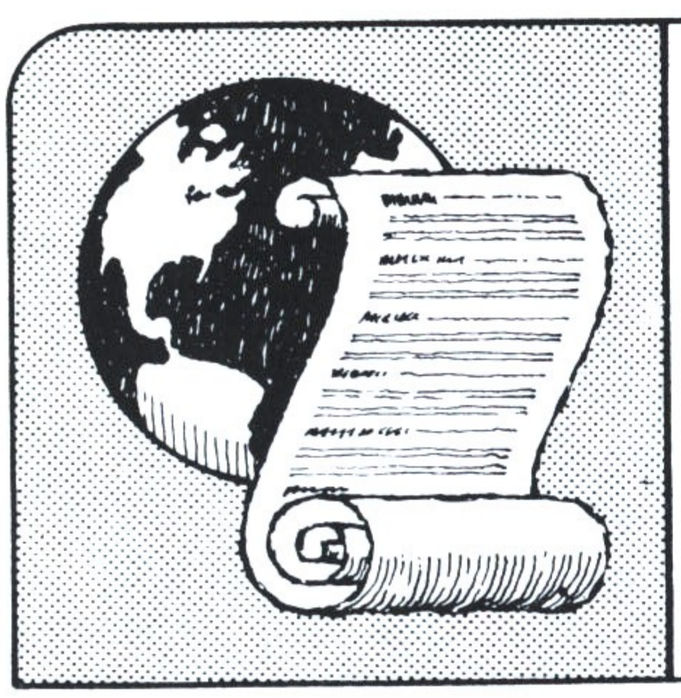
"My advice to you is forget your troubles and bury yourself in your work." "But Doc, I work in a fertilizer factory."


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## WYOMING
Col. Earl W. Conner—Kemmerer

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**Col. Bob Crockett—Kingston, Ont.**
**Col. H. P. Higgins—Huntingdon, Quebec**
**Col. Ross Kemp—Stratford, Ont.**
**Ladies Auxiliary to the NAA**



# The Members Say...

Dear Col. Hart:

I have been very busy in the Auction business, having many good sales. Recently, I was appointed for a three year term to the Kentucky Board of Auctioneers and I just want to let you know that if there is anything we can do to upgrade the Auction Profession, please feel free to call on us. I seem to never get around to thanking people, but I did appreciate greatly your coming down to our KAA Convention two years ago when I was President.



Again, let me say thinks for your assistance, and hope to see you again sometime in the future. Please lfind check for the Auctioneer Booster page which I have been negligent in sending.

Sincerely yours,
Walter J. Fritts
Mt. Sterling, Kentucky

* * * * *

Dear Sir:

Please change my address to 207 Greer St., San Angelo, Texas, 76901, from 200 Roosevelt Rd., Jacksonville, Ark. I need it changed so I can receive the Auctioneer magazine. I am still in the U.S. Air Force and I am required to move around some. I have been able to auctioneer on a part time basis and at times almost full time. I have another two years left in service then plan to auctioneer full time. I enjoy "The Auctioneer" very much, keep up the good work.

Sincerely,
Earl Crossley
San Angelo, Texas

Dear Mr. Hart:

Enclosed is a check from the Indiana Auctioneers Association in the amount of $1010 and $100.00 from Lewis & Lambright, Auctioneering Firm, LaGrange, Indiana. This is the amount that the Association and our firm pledged to the National Building Fund at the Convention in Milwaukee, Wisconsin.

I would like to add that my wife and I enjoyed the Convention and were very much impressed throughout the Convention by the way it was handled. I must add that Jim Messersmith did an outstanding job os our National President, and I am sure that Dean Fleming will do an equal job for the coming year. Congratulations are certainly in order for all the Wisconsin Auctioneers for the fine job they did as host's for the Convention.

May we add our best wishes and all the good fortune in getting the new Auctioneers Building under way.

Very truly yours,
Harvey C. Lambright, Pres.
Indiana Auctioneers Association
LaGrange, Indiana

---

# Building Fund Notes

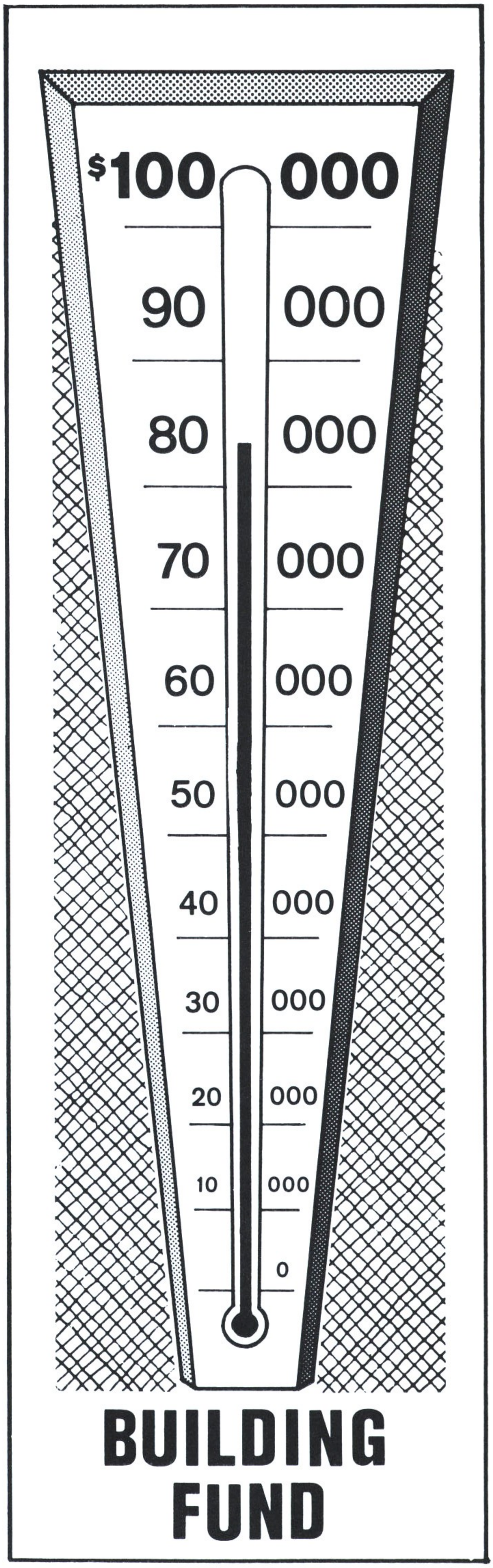
Since the Milwaukee meeting there has been very little activity in the Building Fund. Several have made payments on previous pledges but no new pledges have been received. Meanwhile, construction is under way and progressing satisfactorily. Barring any unexpected delays the walls and roof should be in place by the end of October. This means that we will be needing money, in large quantities, the next few weeks.

Those who are making this project possible comprise rather a lengthly list even though less than ten per cent of our membership has participated to date. We have decided to list each category of donors in successive issues of THE AUCTIONEER and this month we are furnishing the names of those who have donated or indicated they will donate $1,000 or more to the project. This is the group who will be known as "FOUNDERS".

The membership can be proud of the 48 names listed, herewith, and it is a distinct honor to the National Auctioneers Association to have within its mem-

bership those who hold their profession and the organization that represents it in such high esteem. These 48 donors are paying for more than half the cost of the entire building.

**J. P. King, Inc., Gadsen, Ala.**
**James Wilson, Hot Springs, Ark.**
**B. L. Wooley, Little Rock, Ark.**
**Harold C. Henry, Los Angeles, Calif.**
**J. L. Todd, Rome Ga.**
**Jim and Justine Messersmith, Jerome, Idaho**
**Milt Cully, Des Plaines, Ill.**
**A. C. Dunning, Elgin, Ill.**
**Mr. & Mrs. John Modica, Chicago, Ill.**
**Mr. & Mrs. Mike Modica, Chicago, Ill.**
**Romayne Sherman, Goshen, Ind.**
**In memory of E. T. Sherlock, St. Francis, Kansas**
**Phil Goldstein, Boston, Mass.**
**Gary and Doug Van Hill, Zeeland, Mich.**
**Missouri Auction School, Kansas City, Mo.**
**Forke Brothers, Inc., Lincoln, Nebr.**
**Mr. and Mrs. Bernard Hart, Lincoln, Nebr.**
**Arthur W. Thompson, Lincoln, Nebr.**
**Rex Young - Eddie Morris, Plattsmouth, Nebr.**
**John and Goldye Overton, Albuerque, N.M.**
**T. Edison Ogden, Syracuse, N.Y.**
**Harris Wilcox, Inc., Bergen, N.Y.**
**Penfield Auction Service, Bowman, N.D.**
**Ray Schnell & Sons, Dickinson, N.D.**
**In Memory of Tom D. Berry, West Newton, Pa.**
**C. B. McCarter, Sevierville, Tenn.**
**Pearl and Walter Britten, Bryan, Tex.**
**Wayne Cook & Associates, Dallas, Tex.**
**Miller & Miller, Ft. Worth, Tex.**
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**Bud & Dot Chapman, Seattle, Wash.**
**Robert Losey, Sr., Renton, Wash.**
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**Iowa Auctioneers Association**
**Kentucky Auctioneers Association**
**Michigan Auctioneers Association**
**Missouri State Auctioneers Assn.**
**Nebraska Auctioneers Association**
**New York Auctioneers Association**
**North Dakota Auctioneers Association**
**Oklahoma Auctioneers Association**
**South Dakota Auctioneers Association**
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**Virginia Auctioneers Association**
**Washington Auctioneers Association**
**Wisconsin Auctioneers Association**
**Friends of Tim Anspach**




• REPPERT AUCTION SCHOOL •

# *Reppert School*

# *Of Auctioneering*

**Pictured opposite is the Class of July 27th to August 14, 1970, at the Reppert School of Auctioneering, Decatur, Ind. Following is their identification by rows reading from left to right in all instances:**

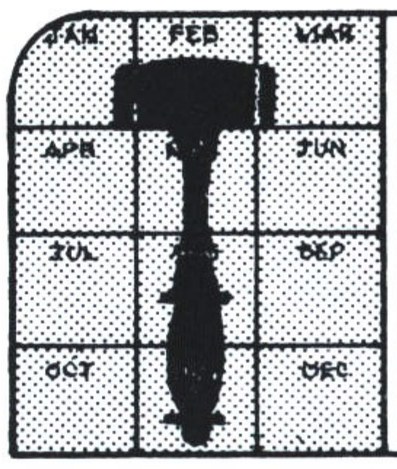
**TOP ROW: Joseph Dembitsky, Penn.; Kelley D. Ferguson, Ohio; Mark W. Metzger, Ind.; Eric V. Yoder, Ind.; Richard W. Marsh, Ohio; Patrick Gooch, Ind.; David B. Thomason, Wash. D.C.; John D. Skidmore, Ohio; Larry Kelly, Ohio; Robert L. Haynes, Ind.; Gerald T. Scott, Tenn.; Daniel Tucker, Mich.**

**THIRD ROW: Donald E. "Butch" Stetler, Ohio; Joseph C. Noke, Jr., Penn.; Bill Stuart, Calif.; David Franklin MacDonald, Tenn.; Gerald T. Lengerich, Ind.; Roger Mix, Mich.; John F. McShane, Mich.; Edward O. Martini, Ky.; Charles Furman Whilden, So. Car.; Fred W. Estheimer, Jr., Ill.; C. Edward Hoskins, Ind.; Charles C. Dorsey, Fla.; Esco F. Campbell, Iowa.**

**SECOND ROW: L. Paul Hawkins, W. Va.; Larry B. Key, Tenn.; Marvin A. Hutchinson, La.; G. Wayne Henderson, La.; Lee H. Bailey, Jr., Ga.; Edward S. Ballard, La.; Mike L. Baugess, No. Car.; Donald D. Culberson, Ohio.; Bruce A. McCracken, Mo.; H. Dale Hewitt, Sask.; Peter Francese, N.Y.; George Thomas Garten, Va.; Philip P. Morrissey, Penn.; Ted L. "Joe" Eller, No. Car.; Homer Hensley, Calif.**

**FIRST ROW: Bill J. Tackett, Ohio; Donald D. Smith, Ind.; John W. Bonen, Ohio; Ronnie D. Miller, Ind.; John C. Abney, Ill.; Jay W. Witman, Penn.; Raymond R. Corriveau, Fla.; James B. Ebenstein, Mich.; Carol (Mrs. James B.) Everstein, Mich.; Miss Janet A. Davis, Ind.; Maynard R. Quinn, Mich.; Billy Nance, Tenn.; W. D. Van Cise, N.Y.; Delmar L. Hord, Ky.; John K. Peterson, Ind.; George F. Garten, Va.**

**INSTRUCTORS: Seated, H. Earl Wright, Fla.; Robert Anderson, Lawyer, Decatur, Ind.; Homer Pollock, Ohio, Roland Reppert, M.D., owner and president, Decatur, Ind.; Q. R. Chaffee, dean, Penn.; Phil Neuenschwander, Ind.; Ron Chaffee, Penn.; C. B. Drake, Fla.**




## Convention Dates

Oct. 24-25—Iowa Auctioneers Association, Hotel Tallcorn, Marshalltown.

Oct. 24-26—Illinois Auctioneers Association, American Legion Bldg., Bloomington.

Dec. 7—Tennessee Auctioneers Associatoin, Holiday Inn, North, Nashville

Jan. 15—Michigan Auctioneers Association, Lansing

Apr. 4-5—Kentucky Auctioneers Association, Seelbach Hotel, Louisville.

May 2—Nebraska Auctioneers Association, Hotel Yancey, Grand Island.

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

**July 22-24—N.A.A. National Convention, Cornhusker Hotel, Lincoln, Nebraska.**

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# McCarter Scores Again On Labor Day Auction

C. B. McCarter and the auction method of selling scored another triumph on Labor Day, 1970. It was just a year ago that McCarter conducted a tremendous sub-division sale in the edge of Sevierville, Tenn., securing well over a half million dollars for 81 acres of rough land.

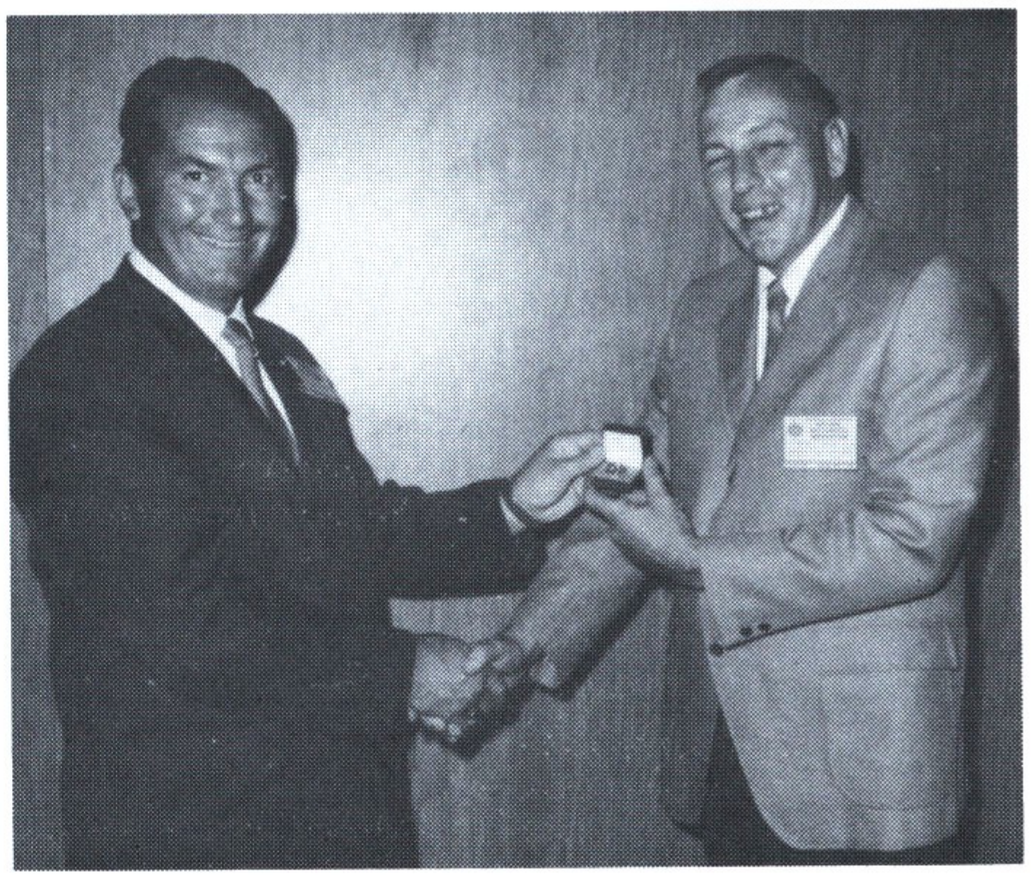
This year America's outstanding champion of the auction method of selling did not secure that much money but he performed a feat that was next to unbelievable. Shortly after last year's record sale, the McCarters purchased a 360 acre farm some 10 miles from Sevierville, a portion of it adjoining the "Old Knoxville Road." Recognizing the potential, McCarter selected some 78 acres, bounded on one side by Boyd's Creek and created the Greater Boyd's Creek Subdivision No. 1.

The 78 acres was divided into 169 lots, Streets were graded and covered with rock and the lots were laid out as a master would do it. No lots were priced before the auction date which had been planned for Labor Day well in advance. The usual McCarter fanfare and publicity preceeded the auction.

Even though the Subdivision was located quite a distance from town, the auction created lots of interest among prospective home seekers, building contractors and speculators as it is a McCarter characteristic that every lot sells, regardelss of price. By the time the Colonel asked for the first bid on the first lot the "squirrel cage" was well filled with the names of the prospective winners of the automobile to be given away at the close of the auction.

Threatening rain and an overcast sky added to the comfort of those who followed the sound truck from one end of the tract to the other and the criss-crossing that was necessary, as in a McCarter sale, the order of sale is just one of the many details that lead to success. With lots selling from a high of something like $1,500 to a low of $450, when evening came, McCarter had sold 78 acres of Tennessee meadow land for $141,125.

Several Tennessee auctioneers were present to assist with the auction including the McCarter sons, the veteran Cecil Hurst of Knoxville, John Edd Blalock of Seymour, and others. From out of state came the Mullis Brothers of Lancaster, S. C., Teague Gilbert of Lincolntown, N. C., and Jim Brannan of Boyne City, Mich. And your editor was also there as he just had to see this happen again. You readers will recall the feature article in the November, 1969, issue of THE AUCTIONEER describing McCarter's 1969 Labor Day Sale.



**Jim Messersmith, President of the National Auctioneers Association, presents the first NAA emblem ring to Col. Raymond W. Allen, Niverville, N. Y. (right).**

# *Auctioneer Pays $500 For First Isssue Ring*

David Ralph Enterprises, Inc., of Meeker, Oklahoma, introduced a National Auctioneers Association Emblem Ring at the 1970 Convention in Milwaukee. This distinctive ring, specially designed for National Auctioneers Association members, was formally introduced to the assembly by selling the first issue ring at auction. NAA President, Jim Messersmith sold the ring at the Thursday afternoon general assembly with the proceeds being donated to the National Building Fund.

This original first issue ring was purchased by Col Raymond W. Allen of Niverville, New York, at a price of $500.00. The ring, designed to be a collector's item, will have three diamond settings and will be the only ring manufactured with the three mounted diamonds.

---

Trends in currency and clothing may lead us to the day when the nudist wears only a tattooed credit card.



**1970 Eagle River (Wis.) Youth Days Auction with Col. John R. Fishdick and Col. Andrew Jessee doing the selling. The 12 hour sale grossed $6,950.00.**
**Photoby Dan Satran, Jr., Vilas News Review**

# Pride and Diligence Will Bring Success

**By Col. John R. Fishdick**

If you have pride in being an auctioneer and will be diligent in your work, success will come. The effort should be to be the best—not second best but first. To be second best is like getting your picture in the paper in a crowd shot. I have stated it before and I will state it again, Benefit auctions do more for the auctioneer and profession than any other form of public relations. I have just completed my 349th Benefit auction and have raised over one million dollars in funds for worthy causes. My most recent Benefit auction was the annual Youth Days auction at Eagle River, Wisconsin — the 9th annual — event — one I started nine years ago — the first year we sold $1650.00 — nine years later our sale totaled — $6950.00, in just 12 hours selling time and the biggest ticket item was $350.00. My motto is," "No one is too poor to give thanks and no one is too rich to forget to give thanks." My associates in the above auction were Andrew Jesse, Crandon, Wis. and Arnold Splettstozer, Tomahawk, Wis. Both are members of the National Association of Auctioneers.

# *Directory Available*

The 1970 edition of Noble's Directory has been published by Oxbridge Directories, Inc. 150 E. 52nd St., New York, N. Y. 10022. The Directory lists the major buyers of graphic arts, advertising and sales promotion services and material in the New York Metropolitan marketing area.

This 302 page sales aid lists the name, address and telephone numger of 4,995 national companies and 918 advertising agencies with a total of 23,275 executives by title. Cost of the book is $35.00.


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# The Lighter Side...

### IDENTIFICATION

The team was behind and the coach saw that the only thing that might pull it out of the fire for his team was sending in Mike Matajorihiski, the player who was big on brawn and short on brains. Before sending him in, however, the coach decided to give him a pep talk.

"We gotta win this game, Mike," said the coach. "It's important, and it looks bad for us right now. The other team has outpassed and outrun and outkicked us all the way. The only way we can win is to scare the other team. So you get out there on the field and get ferocious, vindictive and fierce."

"Right, Coach," answered Mike, "just tell me what their numbers are."

---

### MONALOGUE

The harassed husband was in the attorney's office to find out the procedure for filing for divorce. "You mean to sit there and tell me that you haven't spoken to your wife for the past five years even though you have been living in the same house with her?" asked the incredulous lawyer.

"That's right," answered the mousey little man.

"How could you possibly explain that?" asked the attorney.

The husband replied, "I didn't want to interrupt her."

---

### GROWTH POTENTIAL

Sales trainee noticed two women with the sales manager. Later in the day he asked, "Who were those two girls I saw you with?"

One of them was his wife and the other was Liz Taylor, the sales manager explained.

"Which one was Liz Taylor?" asked the trainee.

The sales manager reached into his pocket, took out a dollar and handed it to the trainee.

"What's this for?" asked the trainee.

"Nothing," replied his boss. "I just want you to remember when you get to be president that I once lent you money."

### ATTENDANCE

For reasons why association members attend their annual conventions, one wag suggested the reasons are the same for young ladies who attend the junior prom: to make contacts, eye the competition, and avoid the hazards of being absent.

---

### AMBITION

Members of the seventh grade class were instructed to write an essay on what they wanted to be when they grew older.

One youngster wrote: "When I grow up I want to be a dentist like my father, because I figure by the time I'm grown up, he'll have all his equipment paid for."

---

### CONCENTRATION

Canadian lumberjack visited New York City and went out on a bender with an American who bet he could outdrink the Canuck. With each drink the American said, "Good health," the two men tilted back their heads and down the hatch it went—neat.

That went on about a half dozen drinks. "Good health" from the American, and down the hatch.

Finally, in disgust, the Canadian lumberjack slammed his glass on the bar, turned to his companion and roared, "Look, did we come here to drink or talk?"

---

### MARVELOUS!

The farm girl visiting relatives was served a piece of marble cake. "Well, I'll be darned," she murmured, "If they haven't invented a Holstein cake!"

---

### GOOD OLD DAYS

The old-time plumber was concerned about coffeebreaks, feather-bedding and other production interruptions. "When I was an apprentice, we used to lay the first two lengths of pipe — then the boss would turn on the water and we'd have to stay ahead of it.

## WORK

We do so little work during a lifetime, it is a wonder why anyone should complain.

Until you are 21, your parents are responsible for your well-being. At 65, the government takes over concern for your income.

You have only 44 years to look after yourself. One-third of that time you sleep and one-third you play. Saturdays, Sundays, mealtimes and holidays you have off—not to mention sick leave. So, in a lifetime, you're really only working seven years, and there's talk about shortening the work week further!

---

## METHODS

The result of a bitter argument between them was that Mr. and Mrs. Carver were not speaking to each other. Upon retiring for the night, Carver handed his wife a terse note which read: "Call me at seven in the morning."

When he awoke, it was nine. As he piled out of bed he saw a note beside his own: "It's seven. Get up, you bum!"

---

## CAN'T TELL 'EM APART

A friend asked Jim, "Who was that gorgeous blond I saw you with last night?"

"That was no gorgeous blond," Jim replied. "That was my son-in-law and my wife and I are sick about it."

---

## COMMUNICATION GAP

Four-year-old Billy was fascinated by his grandmother's collection of seashells. By holding a shell to his ear he could hear the ocean "talking" to him, but he couldn't quite understand what it said. His grandmother suggested that he could try to talk to the ocean directly in a few weeks since his family was going to vacation in California. After returning from the vaaction, Billy viisted his grandmother again.

"And what did the ocean say to you?" she asked.

"Nothing; it just waved."

---

These are times that make you feel proud to be an American, when the country has landed men on the moon, 30 per cent of the population goes to school and underarms generally have been made completely safe.

## NO FUTURE

When Winston Churchill was a young man he was growing a mustache. The young lady who was to be his dinner companion didn't seem to appreciate the future prime minister.

"Mr. Churchill," she remarked, "I care neither for your politics nor your mustache.

"Don't distress yourself," Churchill replied. "You are not likely to come in contact with either."

---


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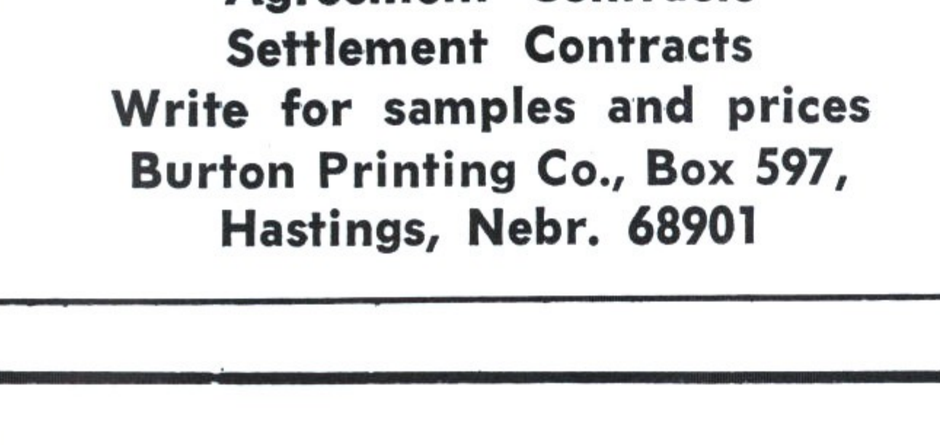
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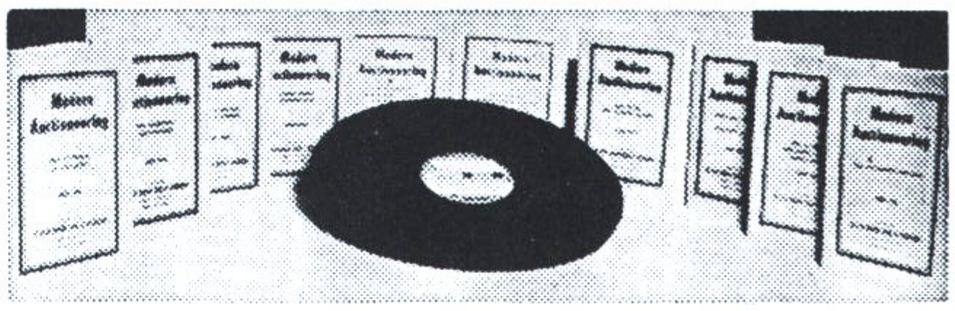
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