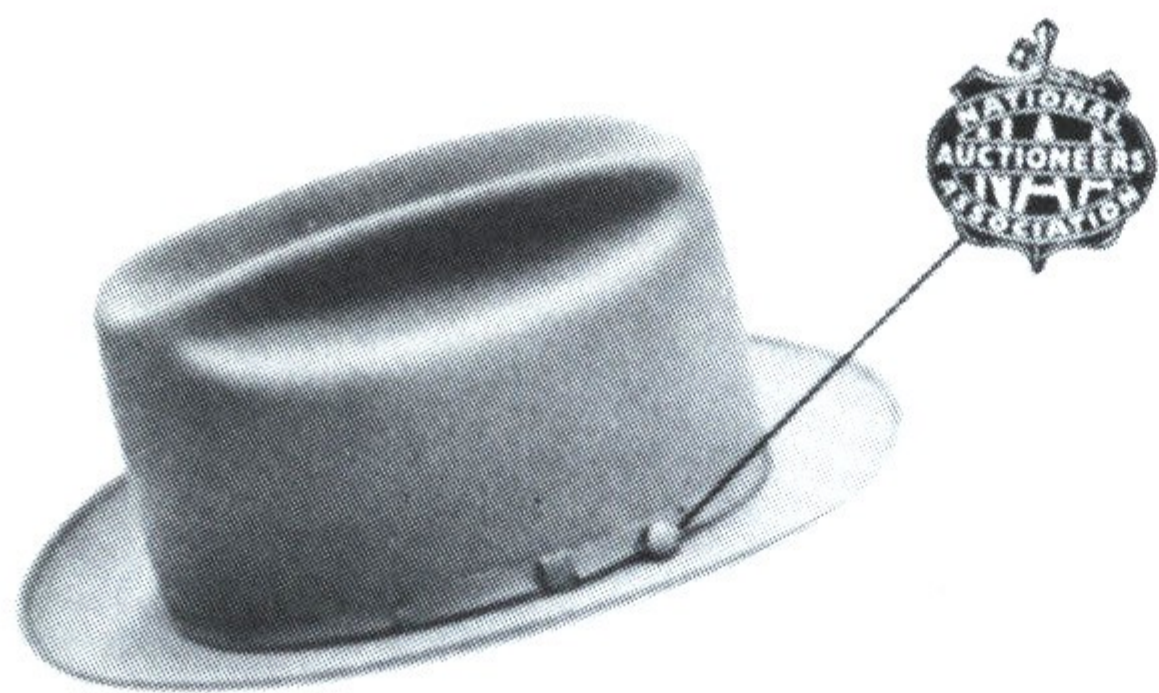


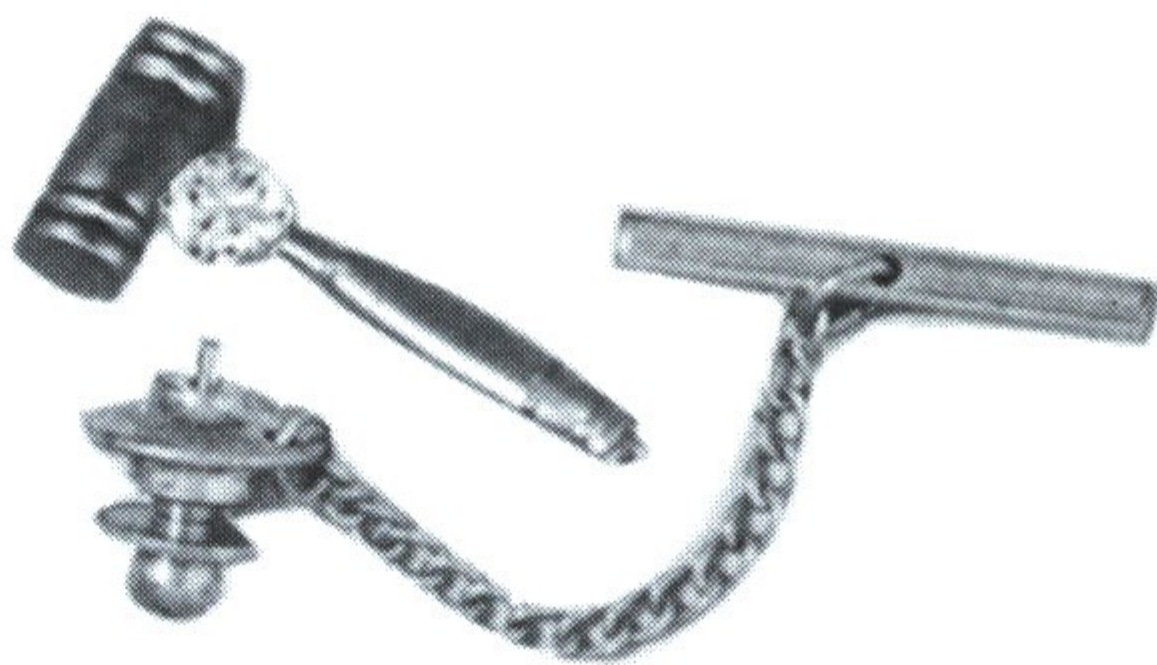
VOL. XXV NO. 9 SEPTEMBER, 1974

THE **auctioneer**





“AUCTIONEER HAT”



**“AUCTIONEER’S GAVEL”
TIE TACK**

“IT’S FALL” — Time for the felt hats. Yes, we have them in stock! We are getting good deliveries from the “Stetson” folk and hopefully we can continue to have all sizes in all three brim widths all fall and winter. The brim widths are 2 1/8”, 2 3/8” and 2 5/8” and we have sizes to 7 3/4 in both regular and long ovals. Everything, as you know, continues to go up in price and the cost of these hats has gone up to us but we are holding the price to you down as long as we can and not lose money. Order early for Christmas gifts, etc., and this way you will be sure and have your hats.

For any new members, just receiving your Auctioneer magazine, these hats are Silver Belly in color with red satin lining and the NAA emblem embossed in gold in the top of the lining. We have the cream colored milan straw hats also.

The London Fog type jacket will sure feel good on these crisp autumn days as well as look good with the three colored NAA emblem attached to the left breast. We have them in medium, large and X-large in natural, yellow, navy, earth brown and burgundy.

We can special order you a 10X Beaver “Open Road” Stetson that is famous the world over. It takes 30 days to 6 weeks for delivery. The price is \$100.00.

Order him a solid gold tie tac with any size diamond you desire. They are beautiful and attract a whale of a lot of attention!

You can also get the three colored NAA emblem to attach to your blazers or jackets.

The gavel itself is 14 K “Solid gold”

with .15 high quality sparkling diamond	\$159.95
with .25 high quality sparkling diamond	\$219.95
Felt (Silver Belly)	\$14.95
Jackets w/3 color emblem	19.95 (large, medium and extra large)
3-color Auctioneer Emblems	3.00
Straws (light tan)	11.95
Plus 4% sales tax	

COLONEL W. CRAIG LAWING

5521 Belhaven Blvd.—Charlotte, N. C. 28208

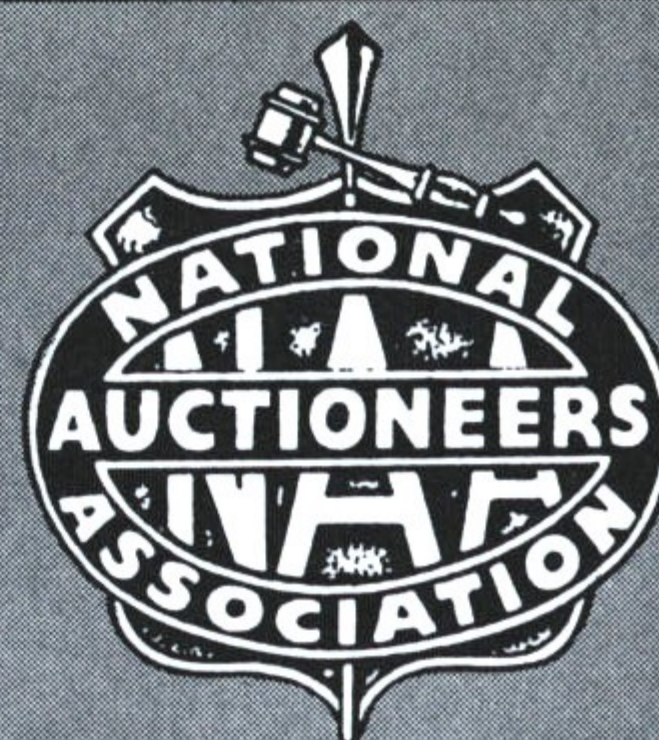
Telephone: Area Code 704/ Office 399-6372

Home 399-3260

THE **auCTIONeer**

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135 LAKEWOOD DR. LINCOLN, NEBR. 68510



EDITOR

Bernard Hart, Lincoln, Nebraska
Jan Merritt, Assistant to the Editor

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.

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Uniontown, Penn.

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EXECUTIVE OFFICES

135 Lakewood Dr.
Lincoln, Nebr. 68510
Phone: (402) 489-9356

Rough Rider Country, Setting For NAA's Greatest Convention

They came, and came, and kept right on coming to Medora, North Dakota, and climaxed in the greatest group of auctioneers and their families ever to assemble in one location. All prior convention attendance records were broken with the whopping 971 registrations.

"An unforgettable experience" was the pre-convention promise and those seated in the open-air amphitheater on the evening of Tuesday, July 23, were treated to just that. Awaiting the opening of the great Medora Musicial, they witnessed a breath-taking view as the sun descended over the picturesque Badlands of North Dakota, buffalo grazing and an occasional lightning flash in the distance. This was followed by the greatest entertainment ever presented to a convention group, the Medora Musicial, featuring the Burning Hills Singers and other novelty acts.

Trail rides, a real live rodeo, a buffalo barbeque and an outdoor steak fry added to those "unforgettable experiences." The trail rides proved one of the greater attractions for all ages. Many an adult who had not been astride a horse for 20 years or more and others making their very first horseback ride toured Theodore Roosevelt National Park in the trail rides. Seven trail rides were originally scheduled and three more were added to meet the demand.

Outdoor living and casual dress added to the enjoyment and the opportunity to visit such scenic and historic places as the Chateau de Mores, the Doll House, Fur Trappers Museum and Medora Zoo in addition to the TR National Park added to the "unforgettable experiences."

Attendance made a jump of 171 persons over a year ago at St. Petersburg, and it was 149 more than our previous record, set in 1971 at Lincoln. While figures are not available there is no doubt that more families attended for the first time than at any previous convention.

North Dakotans turned out 150 strong to prove the kind of hosts they were. This compares with 65 Floridians a year ago and 53 Texans two years ago. Only on one other occasion was their attend-

ance record shaded, there were 151 Nebraskans in 1971. But considering population figures, no other state has ever approached the record of the home state of 1974.

Wisconsin, President Donahoe's home state, was second in attendance figures with 73, closely followed by Ohio's 68. Nebraska furnished 61 and Montana's 53 was good enough to win the trophy for the state showing the best increase over a year ago (home state excluded). South Dakota was right behind with 52.

A total of 42 states and South Africa were represented at the convention. A list of registrants by states follows:

ALABAMA—4

Dr. and Mrs. C. W. Ramey, McCalla.
Mr. and Mrs. Doug Williams, Northport.

ARKANSAS—8

Mr. and Mrs. Ervin Cripps, and three children, Gentry.
Mr. and Mrs. James E. Wilson, Hot Springs.
Joe Wilson, Hot Springs.

COLORADO—23

Mrs. Artie D. Baldwin, Denver.
C. E. Cumberlin, Brush.
Gene Doty, Ft. Morgan.
Mr. and Mrs. John Horvath, Hesperus.
Mr. and Mrs. Merle Knode, and three children, Haxtun.
Cookie Lockhart, daughter, and niece, Steamboat Springs.
Mr. and Mrs. Howard Roland, Grand Junction.
Mr. and Mrs. E. R. Schwab, Hesperus.
Mr. and Mrs. J. L. Sears, Ft. Lupton.
Mr. and Mrs. Reuben J. Stroh, Loveland.
Mr. and Mrs. Troil Welton, Wray.

CONNECTICUT—7

Emmet R. Gemme, Windsor.
Mr. and Mrs. Robert H. Glass, and two children, Central Village.
John A. Josko, Southport.
William J. Josko, Southport.

DELAWARE—1

Riley T. Jefferson, Lincoln.

FLORIDA—9

R. K. Beebe, West Palm Beach.
Mr. and Mrs. Marty Higgenbotham, and two children, Lakeland.

Mr. and Mrs. Jim Hill, and son,
New Smyrna Beach.
J. Wayne Taylor, Miami.

GEORGIA—2

Mr. and Mrs. H. C. Thomas, Marietta.

HAWAII—1

Louis Stambler, Honolulu.

IDAHO—6

Mr. and Mrs. Irvin Eilers, Kimberly.

Mr. and Mrs. Deane Rundell, and daughter,
and grandson, Kamiah.

ILLINOIS—28

Mr. and Mrs. A. C. Dunning, and granddaughter,
Elgin.

Mr. and Mrs. C. P. "Terry" Dunning, and
two children, Elgin.

Edmund E. Kueker, Waterloo.

Mr. and Mrs. J. Hughey Martin,
Colchester.

Mr. and Mrs. Mike Modica, and three
children, Chicago.

Frank Pelate, Dupo.

Mr. and Mrs. Norm Roth, and Becky,
Morton.

Mr. and Mrs. Tom Sapp, and two children,
Springfield.

Mr. and Mrs. Virgil F. Scarbrough,
Quincy.

Elwood Stagen, Paxton.

Mr. and Mrs. Herbert Wright,
Creve Coeur.

INDIANA—18

Leo M. Boatright, Marion.

Mr. and Mrs. James A. Buckley,
Shelbyville.

Mr. and Mrs. Bill Cooke, Griffith.

Everett E. Corn, Fairmount.

Roy L. Crume, Kokomo.

Mr. and Mrs. Harvey C. Lambright, and
three children, LaGrange.

Mr. and Mrs. Dwight Miller, Goshen.

Noble Ratts, Whitestown.

Roland Reppert, M.D., Decatur.

Mr. and Mrs. Romaine Sherman, Goshen.

IOWA—39

Mr. and Mrs. Roy Boll, Dubuque.

Mr. and Mrs. Howard Buckles,
Keosauqua.

Mr. and Mrs. Arthur Burchett,
West Burlington.

Mr. and Mrs. Warren Collins, and daughter,
Jesup.

Neal C. Donovan, Bernard.

Mr. and Mrs. Leland Dudley, Hampton.

Mr. and Mrs. Ken Erickson, Decorah.

Mr. and Mrs. Lyle Erickson, Cresco.

Mr. and Mrs. Bob Herbold, and son,
Scott, and guest Randy, Lawton.

Mr. and Mrs. Robert Mallinger,
Sigourney.

NEW OFFICERS

The following new officers were
elected at the 1974 Annual Meeting,
July 25, at Medora, North Dakota.

President: Wylie Rittenhouse,
Uniontown, Penn.

1st Vice President: C. P. "Terry"
Dunning, Elgin, Ill.

2nd Vice President: Lyle Erick-
son, Cresco, Iowa

Directors for three year terms:

Howard Buckles, Keosauqua, Iowa

Richard Kane, Wisner, Nebr.

Dale McPherson, Rapid City,
So. Dak.

Ray Wallace, Shreveport, La.

Joseph Donahoe, Darlington, Wisc.,
the retiring President, becomes a mem-
ber of the Board of Directors for a
term of three years as provided in the
By-laws of the association.

Mr. and Mrs. Ken Mozena, Dubuque.

Fred Neumeister, Dubuque.

Mr. and Mrs. Clarence Prange,
Charles City.

Mr. and Mrs. Wendell R. Ritchie,
Marathon.

Mr. and Mrs. Dale E. Smith, and three
children, Pocahontas.

Ray E. Sweeney, Waukon.

Mr. and Mrs. Howard W. Vos, and two
children, New Sharon.

KANSAS—20

Mr. and Mrs. Dick Brewer, Mt. Hope.

Mr. and Mrs. Leroy Burkett, and three
children, Milton.

Mr. and Mrs. Willis Darg, Bennington.

Vern Gannon, Rossville.

Mr. and Mrs. Don Godwin, Belle Plaine.

Mr. and Mrs. Pat Keenan, daughter, and
guest, Great Bend.

Mr. and Mrs. M. D. Reeves, and daughter,
Cedar Vale.

Fred Sherlock, St. Francis.

KENTUCKY—43

Mr. and Mrs. C. W. Borden, and two children,
Bowling Green.

Mr. and Mrs. Roy Butler, Jr., and two
children, Hardinsburg.

Mr. and Mrs. John L. Cummins,
Cynthiana.

Mr. and Mrs. Danny R. Ford, Mt. Vernon.

Mr. and Mrs. Sammy L. Ford, and two
children, Mt. Vernon.

Ray Hammond, Lancaster.

RESOLUTION

The following Resolution was submitted by the Resolution Committee at the 1974 National Auctioneers Association Convention in Medora, North Dakota.

Be it therefore resolved: We express our sincere appreciation to the North Dakota Auctioneers Association, the convention chairman, Bob Penfield, and the co-hosts, the South Dakota and the Montana Auctioneers Associations, for their wonderful and record-breaking National Convention.

Be it also resolved that we thank the Gold Seal Company for their untiring efforts and their interest in the preservation of our great American heritage and the free enterprise system.

Morris Fannon, Chairman
H. Willard Arnaman
Wylie Rittenhouse

Mr. and Mrs. E. Howard Hunt, Louisville.
Mr. and Mrs. Wayne Kessler, and son,
Campbellsville.

Mr. and Mrs. Butch Morgan, and daughter,
Hopkinsville.

Mr. and Mrs. William, Morgan,
daughter, and mother, Hopkinsville.

Lonnie Napier, Lancaster.

Mr. and Mrs. John O'Connor, and four
children, Owensboro.

Mr. and Mrs. Charles H. Switzer, and
daughter, Cynthiana.

Mr. and Mrs. Thomas White, and son,
and guest, Kuttawa.

LOUISIANA—22

Mr. and Mrs. Robert Danzy Jr.,
Alexandria.

Mr. and Mrs. Marvin A. Henderson, and
two children, Livingston.

Mr. and Mrs. Doug Sellers, and son,
Alexandria.

Mr. and Mrs. Ray Wallace, and five children,
Shreveport.

Mr. and Mrs. Valery C. Watts, and four
children, Livingston.

MARYLAND—4

Mr. and Mrs. Grant I. Harding,
Reisterstown.

Mr. and Mrs. Geroge J. Wittstadt,
Cambridge.

MICHIGAN—13

Mr. and Mrs. Frank Gates, Litchfield.

Mr. John Glassman, and two children,
Eau Claire.

Mr. and Mrs. Sherry Olin, Sparta.

Mr. and Mrs. Robert L. Tom, and four
children, Hillsdale.

MINNESOTA—25

Mr. and Mrs. Orlin Cordes, Red Wing.

Mr. and Mrs. Wayne Ediger,
Belle Plaine.

Mr. and Mrs. James R. Henry,
Long Prairie.

Mr. and Mrs. M. J. Henry, Foley.

Mr. and Mrs. Larry Karbo, Northfield.

Mr. and Mrs. Alvin Kohner, Winona.

Albert O. Maas, Millville.

Mr. and Mrs. John W. Myhre, Owatonna.

Mr. and Mrs. David Parkhurst, and son,
St. Cloud.

Mr. and Mrs. Robert I. Parkhurst, and
son, St. Cloud.

Mr. and Mrs. Steve Reinhardt, Palisade.

Mr. and Mrs. Marcel Reisch, Luverne.

MISSISSIPPI—5

Mr. and Mrs. Charles S. Axley, and three
children, Florence.

MISSOURI—43

Mr. and Mrs. H. Willard Arnaman, and
son, Unionville.

Mr. and Mrs. Ken Barnicle, Ballwin.

Mr. and Mrs. Bill Bay, and son, Bass.

Mr. and Mrs. James E. Bell, and three
children, Pevely.

Mr. and Mrs. Charlie Bennett, and four
children, Lancaster.

Mr. and Mrs. Kenneth Carney, and two
children, Dexter.

Brad Cooper, Kansas City.

Mr. and Mrs. Victor N. Crawford, and
two children, Unionville.

Mr. and Mrs. Dick Dewees, and son,
Kansas City.

Mrs. Leona Drake, Baring.

Mr. and Mrs. Kenny Mayes, Edina.

Mr. and Mrs. R. E. Voorheis, Harrisburg.

Mr. and Mrs. John F. Wagster, and two
children, and guest, Broseley.

Mr. and Mrs. Bob Wellen, Harrisburg.

MONTANA—53

Mr. and Mrs. Leigh Aslakson, Billings.

Colin Bass, Lewistown.

Mr. and Mrs. Frank Bass, and three children,
Lewistown.

Mr. and Mrs. Mike Coolidge, Billings.

Mr. and Mrs. O. S. "Jack" Ellis,
Roundup.
Roy H. Feragen, Carlyle.
Mr. and Mrs. Gene Gabel, Billings.
Mr. and Mrs. Pat Goggins, five children,
and guest, Billings.
Mr. and Mrs. Ray Granmoe, Glendive.
Ron Granmoe, Glendive.
Mr. and Mrs. Bill Hagen, Billings.
Mr. and Mrs. Fritz Hoppe, and Walter
Pleger, Glasgow.
Mr. and Mrs. Jake Lackman, and two
guests, Hardin.
Mr. and Mrs. Bill Le Febure, Collette,
and two guests, Power.
Mr. and Mrs. John Mandeville, and
Craig, Bozeman.
D. Adell Peterson, three children, and
guest, Huntley.
Bob Thomas, Billings.
Mr. and Mrs. Gary L. Torgerson, Sidney.
Mr. and Mrs. Ronald K. Torgerson,
Sidney.

NEBRASKA—61

Mr. and Mrs. Henry Buss, Columbus.
Mr. and Mrs. Albert Christensen, and
Sterling Glenn, Pawnee City.
Mr. and Mrs. Darrell L. Crabtree, and
two children, Brunswick.
Bob Duncan, Omaha.
Mr. and Mrs. Don Egle, and two children,
Imperial.
Mr. and Mrs. Dean Fleming, Atkinson.
Mr. and Mrs. Mars Garey, and three chil-
dren, Grand Island.
Bernard Hart, Lincoln.
Edward T. Hart, Lincoln.
Mr. and Mrs. Albert Helzer, Cairo.
Dick Kane, Wisner.
Mr. and Mrs. Dayton Layman, Lincoln.
Jan Merritt, and two children, Lincoln.
Mr. and Mrs. Virgil Olson, Grand Island.
Mr. and Mrs. Ken Ostermeier, and two
children, Norfolk.
Mr. and Mrs. Gerald W. Phillips, and
son, Wallace.
Mr. and Mrs. Henry Rasmussen, St. Paul.
John T. Ryan, Greeley.
Mr. and Mrs. Harry Sanders, Fremont.
Mr. and Mrs. Glenn Schwarz, and two
children, Grand Island.
Mr. and Mrs. Dick Schwieger, and two
children, Grand Island.
Rex Young, and two nieces, Plattsmouth.
Mr. and Mrs. Jim Walker, and three chil-
dren, Omaha.

NEVADA—2

Mr. and Mrs. Ken Brown, Las Vegas.

OUR COVER

Harold Schafer, President of Gold Seal Company, Bismarck and Medora N.D., sells the straw hat of Governor Arthur Link for \$397.50 while convention chairman, Bob Penfield, helps secure bids. Buyer was Ken Barnicle, Ballwin, Mo. All this took place following the Governor's Luncheon that opened the 1974 National Convention and took place in the Gold Seal Amphitheater at Medora.

Governor Link followed this act by selling Schaefer's hat for \$275 to Bob Losey, Seattle, Wash. Penfield then sold the Governor's bolo tie to Mr. Schaefer for a top bid of \$500 after which the purchaser gave it back to the Governor on account of it originally being a gift of sentimental value.

NEW HAMPSHIRE—2

Mr. and Mrs. Merle D. Straw Jr.,
Seabrook.

NEW MEXICO—2

Mr. and Mrs. John Overton,
Albuquerque.

NEW YORK—26

Mr. Rex Accurso, and Rex Accurso, Jr.,
Oneonta.
Raymond W. Allen, Niverville.
Mr. and Mrs. George "Pete" Gates,
Apula Station.
Mr. and Mrs. Robert Matson, and four
children, Kennedy.
Mr. and Mrs. Hugh R. Parker, Pitcher.
Mr. and Mrs. E. Porter, and Jill, Ghent.
Mr. and Mrs. Harold Spoor, Cato.
Mr. and Mrs. Robert H. Spoor,
Richfield Springs.
Mr. and Mrs. Dave Tracy, and son,
Pavilion.
Mr. and Mrs. Alfred Zogg Jr., and daugh-
ter, Cortland.

NORTH CAROLINA—10

Mr. and Mrs. G. Teague Gilbert,
Lincolnton.
Mr. and Mrs. W. Craig Lawing, Charlotte.
Worth Reynolds, Climax.
Garland Smith, Greensboro.
Mr. and Mrs. Kenneth W. Teague,
Burlington.
Mr. and Mrs. Phillip A. Viviano, Newell.

NORTH DAKOTA—150

Mr. and Mrs. Mark L. Adams, Lansford.
Mr. and Mrs. Norman Aldinger,
Cleveland.



Hon. Arthur Link, Governor of North Dakota, arrives at the Gold Seal Amphitheater in the limousine furnished dignitaries, complete with outriders, compliments of Fritz Hoppe and the Montana Auctioneers Association.

Mr. and Mrs. Harry Berg, and daughter, Bismarck.

Mr. and Mrs. Clinton L. Beeter, Minot.

Mr. and Mrs. Stan Buchholz, Lehr.

Mr. and Mrs. Almit Brueur, and two children, Emmet.

Mr. and Mrs. Don Clark, Bismarck.

Mr. and Mrs. Merle J. Clark, and two children, Marmarth.

Mr. and Mrs. Jim Davis, Ypsilanti.

Mr. and Mrs. Harold Ellingson, Edgeley.

Mr. and Mrs. M. V. (Bob) Engelbretson, Regan.

Kelly Lee Fischer, Hague.

Mr. and Mrs. Clayton Fjelstad, and four children, Kindred.

Mr. and Mrs. F. E. Fitzgerald, Bismarck.

Mr. and Mrs. H. W. Fregien, Kulm.

Mr. and Mrs. Tony Gregory, Carson.

Mr. and Mrs. Julin Hagen, and two children, Esmond.

Mr. and Mrs. Clarence Haggard, Bismarck.

Mr. and Mrs. Tony Heinze, and three children, and guest, Dazey.

Mr. and Mrs. Gerald Henry, and three children, Westhope.

Mr. and Mrs. Norman L. Hoiland, Minot.

Kurt A. Johnson, Arnegard.

Russell Johnson, Watford City.

Marlin J. Kapp, Steele.

Mr. and Mrs. Gerald Kemnitz, and four children, Cavalier.

Mr. and Mrs. Tony Krance, South Heart.

Mr. and Mrs. Wilbert Kroh, and Joe, Bismarck.

Mr. and Mrs. Floyd Lang, and three children, Bismarck.

Mr. and Mrs. Lester Lien, Harvey.

Mr. and Mrs. Hal Loff, Hampden.

Mr. and Mrs. Ray McDonald, and three children, Minot.

Bill Mehlhoff, Underwood.

John Murphy, Steele.

Mr. and Mrs. Harold Nordwall, Turtle Lake.

Mr. and Mrs. Pat O'Brien, Belfield.

Mr. and Mrs. Clifford Orr, Ypsilanti.

Mr. and Mrs. Robert Penfield, and five children, Bowman.

Mr. and Mrs. Bill Ramage, Langdon.

Mr. and Mrs. Bud Rice, and two children, Tioga.

Mr. and Mrs. R. J. Rocheleau, and Renae, Rugby.

Mr. and Mrs. Arlo Schmidt, and two children, Maddock.

Gary Schnell, Dickinson.

Mr. and Mrs. Willard Schnell, and four children, Dickinson.

Mr. and Mrs. Roger Skiftun, Manfred.

Mr. and Mrs. Jim Smykowski, Cayuga.

Mr. and Mrs. Bob Steffes, and six children, Arthur.

Mr. and Mrs. Sid Stromme, Halliday.
 Gary Tofte, Williston.
 Mr. and Mrs. Lester Van Beek, Westfield.
 E. R. Wagner, Bismarck.
 Mr. and Mrs. Stanley Wald, Berlin.
 Mr. and Mrs. Andrew A. Weigel, Kintyre.
 Mr. and Mrs. Milton (Bud) Zimbelman,
 and two children, Bismarck.
 Elmer Zimmerman, Hettinger.
 Henry Zimmerman, Hettinger.

OHIO—68

Mr. and Mrs. Glenwood Adams, VanWert.
 Mr. and Mrs. William Axford, and three
 children, Lagrange.
 Mr. and Mrs. Newt Dilgard, Ashland.
 Francis "Barney" Evans, Delaware.
 Mr. and Mrs. Ford Good, Seville.
 Mr. and Mrs. Cliff Gorrell, Paulding.
 Mr. and Mrs. Larry Gorrell, and three
 children, Paulding.
 Mr. and Mrs. Richard Kiko, and six chil-
 dren, No. Canton.
 Mr. and Mrs. Russell T. Kiko, and
 Margery, Canton.
 Mr. and Mrs. Terry Logsdon, and daugh-
 ter, Brinkhaven.
 Mr. and Mrs. Mearl Maidment,
 Bowling Green.
 Mr. and Mrs. Roger Rumbaugh,
 Homerville.
 Mr. and Mrs. Leland Shull, Hicksville.
 Mr. and Mrs. Dick Pfarr, and three chil-
 dren, Marysville.
 Mr. and Mrs. Al Rankin, Alger.
 Mr. and Mrs. Robert A. Riley, and two
 children, London.
 Eugene N. Simpkins, Cincinnati.
 Mr. and Mrs. Don W. Standen, and
 daughter, N. Ridgeville.
 Mr. and Mrs. Jerry A. Standen, and two
 children, Wellington.
 Mr. and Mrs. Larry G. Standen, and three
 children, and guest, Elyria.

Mr. and Mrs. Jim Wagner, and two chil-
 dren, Lorain.

OKLAHOMA—16

Alma Crowell, and guest, Helen Hutton,
 Oklahoma City.
 Mr. and Mrs. Orval Free, McAlester.
 Mr. and Mrs. Glenn Jones, and daughter,
 Wapanucka.
 Mr. and Mrs. B. L. Hickman,
 Oklahoma City.
 Mr. and Mrs. Ray Patterson, and two
 children, Manitou.
 F. E. Springer, Red Oak.
 Mr. and Mrs. V. Paul Wells, Tulsa.

OREGON—6

Mr. and Mrs. William Griffin, and two
 children, Colton.
 Mr. and Mrs. Frank M. Gwinn, Portland.

PENNSYLVANIA—37

Mr. and Mrs. Sanford A. Alderfer,
 Harleysville.
 Margaret Berry, West Newton.
 Mr. and Mrs. Clay Hess, Collegeville.
 Mr. and Mrs. Alvin Horning, and
 Meredith, Fleetwood.
 Ralph W. Horst, Marion.
 Mr. Leo Jesion, and two children,
 McKeesport.
 Mr. and Mrs. John M. Lindley, and four
 children, Prosperity.
 Mr. and Mrs. Richard J. Moyer,
 Spring City.
 Mr. and Mrs. George R. Paich, and three
 children, Irwin.
 Mr. Raymond Patterson, and three
 guests, Eighty-Four.
 Mr. and Mrs. Wylie S. Rittenhouse, and
 daughter, Uniontown.
 Mr. and Mrs. Clyde H. Wolgemuth, and
 two children, Manheim.
 Kenneth Upperman, Chambersburg.

Board of Directors Actions

The Code of Ethics of the National Auctioneers Association is being prepared in an attractive, two-color, poster suitable for framing. They will be sold to the members at a price covering cost of production, handling and mailing.

A motion picture in color, with sound, is in the early stages of production. This film will be made available to State Associations as well as individual members for use in promoting the AUCTION METHOD OF SELLING.

The above two projects were authorized by the Board of Directors in their meeting at Medora, N.D., July 23, 1974.

NOMINATIONS

Any State Auctioneers Association may submit names to be considered by the Nominating Committee for any of the elective offices of the National Auctioneers Association. Such suggestions should be made in writing and mailed to the NAA Office prior to the Annual Meeting.

SOUTH CAROLINA—3

Mr. and Mrs. Curtis E. Cunningham,
Greenwood.
Fred Mullis, Lancaster.

SOUTH DAKOTA—52

Mr. and Mrs. Sam Eslinger, Rapid City.
Mr. and Mrs. Charles Fischer, and two
children, Long Lake.
Mr. and Mrs. Francis Haley, Whitewood.
Bill Hickock, Hot Springs.
Mr. and Mrs. Vernell Johnson, and two
children, Lyons.
Mr. and Mrs. Truman Kongsle, and two
children Herreid.
Mr. and Mrs. Glynden Logsdon,
Rapid City.
Mr. and Mrs. Wes Mader, and Wynn,
Sturgis.
Fred McFarland, and guest, Rapid City.
Mr. and Mrs. Dale McPherson, and two
children, Rapid City.
Mr. and Mrs. Jack Moravec, and two
children, Piedmont.
John Peck, Bison.
Mr. and Mrs. Cleo V. Penfield, and
daughter, Lemmon.
Mr. and Mrs. Earl Penfield, Lemmon.
Mr. and Mrs. Curtis Price, Madison.
Mr. and Mrs. Irvin Salzer, Timber Lake.
Robert Schnell, Lemmon.
Mr. and Mrs. Bill Shockley, and two
children, Lemmon.
Mr. and Mrs. R. M. "Butch" Tysdal,
Spearfish.
Lynn Weishaar, Shadehill.
Mr. and Mrs. Earl Wieman, Marion.

TENNESSEE—40

Mr. and Mrs. Clive Anderson, Nashville.
Mr. and Mrs. Steve Anderson, Nashville.
Mr. and Mrs. Hack Ayers, and three
children, LaFollette.
Mr. and Mrs. George M. Burns, and
Robert, Jackson.
Mr. and Mrs. Jessie Lee Copeland,
Celina.
Mr. and Mrs. E. B. Fulkerson, Jonesboro.
Mr. and Mrs. Roger Green, Sevierville.

Mr. and Mrs. Jerry C. Gregory,
Springfield.

Mr. and Mrs. Ernest D. Hill, and two
guests, Hendersonville.

Glenda McCarter Johnson, Sevierville.

Mr. and Mrs. C. B. McCarter, and eight
children, Sevierville.

Mr. and Mrs. Fred Ramsay, Madison.

Jim Stevens, Nashville.

Mr. and Mrs. Raymond E. Taggart,
Memphis.

TEXAS—7

Mr. and Mrs. Don Flusche, Muenster.

Mr. and Mrs. Henry R. Storey, and three
children, Brownwood.

VERMONT—5

Mr. and Mrs. Walter Flatow, and son,
Waterbury Center.

Mr. and Mrs. Robert E. Lawson,
Lyndonville.

VIRGINIA—12

Mr. and Mrs. Morris F. Fannon, and son,
Pennington Gap.

Mr. and Mrs. Clarence L. Marshall, and
two daughters, Hillsville.

J. E. Sutphin, Newport.

Mr. and Mrs. J. D. Vaughan, Keysville.

Mr. and Mrs. Raymond N. Waldrop,
Montpelier.

WASHINGTON—18

Mr. and Mrs. Gerald Abhold, Renton.

Mr. and Mrs. Thomas Knorr, and Patty,
Lynnwood.

Mr. and Mrs. Robert Losey Sr., and two
children and guest, Renton.

John M. Mullen, and three sons, Pasco.

Mr. and Mrs. R. M. Williams, Arlington.

Mr. and Mrs. Roland Rogers, Seattle.

WEST VIRGINIA—1

James Sommer, Southside.

WISCONSIN—73

Mr. and Mrs. Jim Appleman, Cashton.

Mr. and Mrs. Lyle J. Atkinson, and
Teresa, and guest, Sally Barto,
Mauston.

Mr. and Mrs. Jack A. Barrett, and two
children, Wisconsin Rapids.

Mr. and Mrs. Robert J. Blakeslee,
Reedsburg.

Mr. and Mrs. William K. Bodell,
Hazel Green.

Mr. and Mrs. Robert Brandau, and four
children, Wilton.

Mr. and Mrs. Earl Clauer, and guests,
Mr. and Mrs. Larry Doyle,
Mineral Point.

Mr. and Mrs. Gordon Clayton, and three
children, Belmont.

Mr. and Mrs. Joseph W. Donahoe,
Darlington.



Busiest spot at Medora during the convention was the lobby of the Rough Rider Hotel. NAA's Jan Merritt (left) and Winona Penfield type badges and collect registration her choice of keeping her eyes on her work of preparing news release or look a big buffalo in the face.

Mr. and Mrs. Charles Fandrich, and two children, Portage.

Mr. and Mrs. John L. Freund, Omro.

Mr. and Mrs. James F. Gavin, Reedsburg.

Mr. and Mrs. Dean George, Evansville.

Jim Heike, and son, Dan, Mondovi.

Mr. and Mrs. Walter Heise, Oconto.

Mr. and Mrs. Bill Jones, Pickett.

Mr. and Mrs. Don Lloyd, Oshkosh.

Mr. and Mrs. Robert Long, Darlington.

E. J. McNamara, Lancaster.

Mr. and Mrs. Alvin Mills, Holman.

Neil Nelson, Westby.

Mr. and Mrs. Albert H. Noble, Mineral Point.

Mr. and Mrs. Beau Packard, East Troy.

Mr. and Mrs. John Senty, and three children, Independence.

Mr. and Mrs. Leroy Teske, Berlin.

Mr. and Mrs. Vic Voight, and Colleen, Reedsville.

Mr. and Mrs. Walter Zeck, Eau Claire.

Mr. and Mrs. Eldon F. Schraepfer, Hollandale.

WYOMING—5

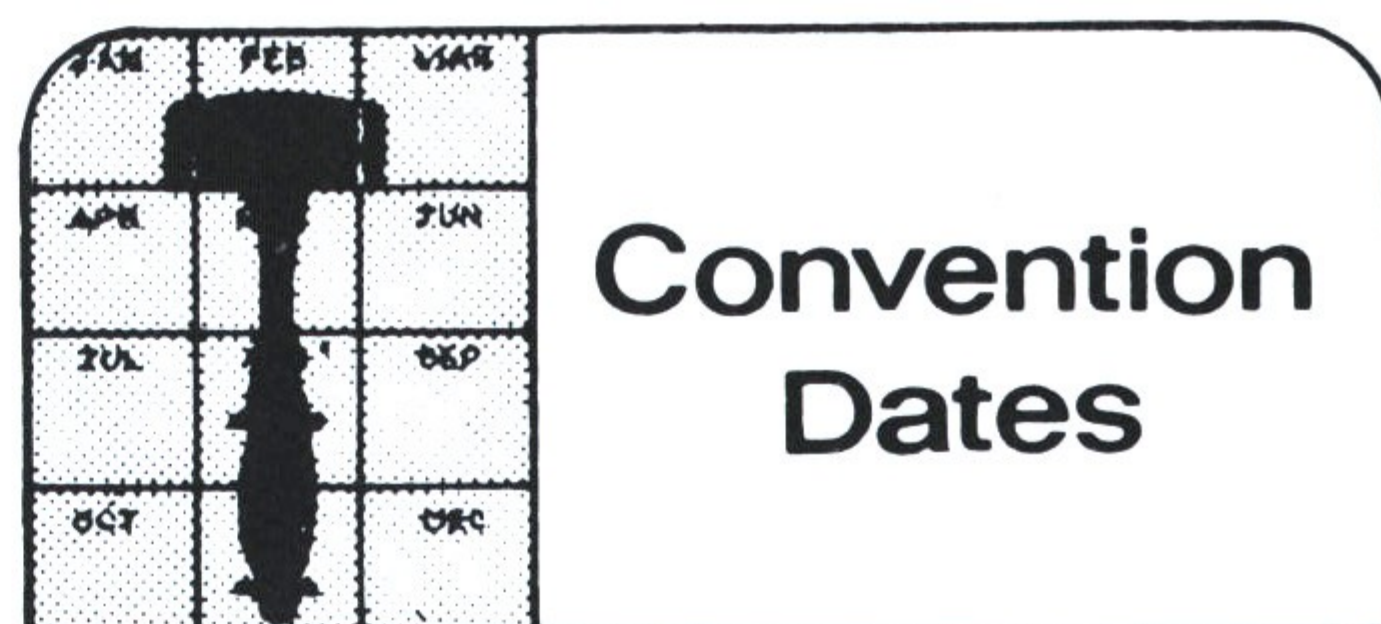
Arnold Mader, Gillette.

Kelly Mader, Gillette.

Mr. and Mrs. R. A. "Dick" Mader, and Troy, Gillette.

SOUTH AFRICA—1

Jose Camara, Cape Town.



October 26-27 — Iowa Auctioneers Association, Adventureland Inn, Des Moines.

October 27 — New Hampshire Auctioneers Association, New England Center, Durham.

November 2-3 — Illinois State Auctioneers Association, LeClaire Hotel, Moline.

December 2 — Tennessee Auctioneers Association, Nashville.

December 7-8 — Virginia Auctioneers Association, Hotel Roanoke, Roanoke.

JULY 31-AUGUST 1-2 — NATIONAL AUCTIONEERS ASSOCIATION CONVENTION, GALT HOUSE, LOUISVILLE, KY.

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



The Ladies Auxiliary

Dear Ladies,

Upon arriving back in Virginia and seeing my garden, I knew my course of work for the next week. While in the process of preserving vegetables, I wanted to stop long enough to say thanks again for your trust and confidence you placed in me as your President. I hope this will be a good year, but this can only happen with your help and support. We need to know about exciting things that happen to you and if you eat a delicious casserole or dessert — why not send in the recipe? We are always looking for new ideas around special holidays. Even though Christmas may seem a long way off, start thinking now what you could contribute to the "Auctioneer" in the way of decoration, recipes, or helpful hints. These should appear in the October or November issues, which means sending them in before September 15 or no later than October 15. I urge all State Presidents to send in at least one article this year or have one of your members do so.

For the benefit of the ladies who were unable to attend the convention or did not join the auxiliary, I am happy to tell you the Ladies Auxiliary contributed \$100.00 to the American Cancer Society

this past year, and also, we sponsored the children's activities at Medora. I feel these were two worthwhile projects. Ladies, you really missed a treat if you



Velda Fannon, new president of the Ladies Auxiliary to the NAA, delivers her acceptance address during the business meeting held at the Medora Ranch-orama.



NAA President, Joe Donahoe, swears in the new officers of the Ladies Auxiliary, from the left: Irene Dudley, Billie Bass, Clara Cummins, Brenda Higgenbotham, Janie Lawing, Velda Fannon, Jean Fleming, Erna Ellingsen, Avis Arnaman and Carolyn Christensen. Seated at the end of the table is Nan Gilbert. Their respective offices can be found in the table on another page.

were at Medora and did not attend the Ladies Luncheon. Speaking of the luncheon, the Oklahoma ladies are still surprising us with their tokens of remembrance. We really appreciate this and many, many thanks. Another lady is always surprising people with her lovely hand work. Margaret Berry, I am really enjoying my hand bag, and I am sure the other ladies are too. Thank you very much.

I have rambled enough and I must get back to my gardening, but I could not close without another thank you directed to Bob Penfield, his wife, and all who worked with him in giving us a different and enjoyable convention.

Sincerely yours,
Velda M. Fannon



Helen Fjelstad, President of the North Dakota Ladies Auxiliary, and Jean Fleming, President of the NAA Ladies Auxiliary, conduct Memorial Service in honor of those members deceased since last year's convention.

Texas Ladies Convene

"There's A New You Coming" seemed to be the theme at the 1974 meeting of the Texas Ladies Auxiliary as the ladies had a **stiff** course in exercise, followed by Cosmetic Beauty tips and "A Look at Summer" style show. All the ladies indicated it might not be a bad idea to listen.

During the business meeting of the group, Ann Carey, Big Spring, was elected president for the next year with

Myrna Keilman, Round Rock, vice president, and secretary-treasurer, Nancy Adams of Corpus Christi. Historian elected was Sharon Gathright, and directors were Florence Wendelin, Henderson, and Pat Storey, Brownwood.

All the ladies are looking for and hoping for a big turn out at their Convention next year in Fredericksburg.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASS'N. OFFICERS 1974-1975

PRESIDENT:

Mrs. Morris (Velda) Fannon
Pennington Gap, Virginia

1ST VICE PRESIDENT:

Mrs. Don (Eileen) Standen
N. Ridgeville, Ohio

2ND VICE PRESIDENT:

Mrs. Marty (Brenda) Higgenbotham, Lakeland, Florida

SECRETARY-TREASURER:

Mrs. Albert (Carolyn) Christensen
Pawnee City, Nebraska

HISTORIAN:

Mrs. William (Mona) Bodell
Hazel Green, Wisconsin

DIRECTORS:

(TERMS EXPIRING 1977)

Mrs. Dean (Jean) Fleming
Atkinson, Nebr.

Mrs. Frank (Billie) Bass
Lewistown, Mont.

Mrs. Leland (Irene) Dudley
Hampton, Iowa

Mrs. Harold (Erna) Ellingson
Edgeley, N.D.

(TERMS EXPIRING 1976)

Mrs. G. T. (Nan) Gilbert
Lincolnton, N.C.

Mrs. Charles (Glenda) Johnson
Sevierville, Tenn.

Mrs. Howard (Jeanne) Roland
Grand Junction, Colo.

Mrs. Harold (Jane) Vaughn
Hamilton, Ohio

(TERMS EXPIRING 1975)

Mrs. Grover (Willie) Howell
Conroe, Tex.

Mrs. Wylie (Joan) Rittenhouse
Uniontown, Pa.

Mrs. John (Clara) Cummins
Cynthiana, Ky.

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 Wylie Rittenhouse if you wish one of these men on your Program.

Stands Packed For NAA Rodeo

NAA's first championship rodeo, a part of the 1974 national convention program, saw cowboys and cowgirls from eight states compete before an overflow crowd at Medora's Ranchorama. Entries were limited to auctioneers and their families. Willard Schnell, Dickinson, N.D., Rodeo Chairman, and daughter, Judy, serving as Rodeo Secretary, provided a highly professional presentation operated under regular RCA rules.

Contestants competed for \$1200 in cash prizes in addition to the traditional silver belt buckles for the champions. Contestants in the bucking horse events found they were atop "professional" broncs, from the bucking horse remuda of convention chairman, Bob Penfield, with a good many failing to last the required eight seconds.

Opening event was the much publicized matched bareback bronc riding contest that got under way a year earlier with many challengers. However, when it came time for the event it was only Marty Higgenbotham, Bob and Bert Penfield who made their way to the chutes. It ended in a draw as all three failed to stay on deck for the required time.

The calf tying contest, with all members of the NAA Board of Directors participating, was the most hilarious event of the day. Lyle Erickson was awarded the championship trophy and since no times were recorded, all the other contestants received reserve championship plaques.

Following are the results of other events:

BAREBACK BRONC RIDING

1. Merle Clark, Marmarth, N.D.

2. Almit Breuer, Emmet, N.D.
3. Kenneth Carney, Dexter, Mo.

SADDLE BRONC RIDING

1. Chuck Fossum, Bowman, N.D.
2. Marlin Kapp, Steele, N.D.
3. Almit Breuer, Emmet, N.D.
4. James Sommer, Southside, W. Va.

STEER WRESTLING CONTEST

1. Almit Breuer, Emmet, N.D.
2. Wes Mader, Sturgis, S.D.

LADIES BARREL RACE

1. Karen Rice, Tioga, N.D.
2. Susan Schnell, Dickinson, N.D.
3. Judy Schnell, Dickinson, N.D.
4. Sharon Layman, Lincoln, Nebr.

CALF ROPING CONTEST

1. (Tie) Willard Schnell, Dickinson, N.D.
Kelley Mader, Gillette, Wyo.
3. Ray Granmoe, Glendive, Mont.

TEAM ROPING CONTEST

1. Bill Melhoff, Underwood, N.D., and Almit Breuer, Emmet, N.D.
2. Tom Breuer, Emmet, N.D., and Wes Mader, Sturgis, S.D.

COW RIDING CONTEST

1. Merle Clark, Marmarth, N.D.
2. Lynn Weishaar, Shadehill, S.D.
3. Stan Buchholz, Lehr, N.D.
4. Marlin Kapp, Lehr, N.D.

PROGRESS

"Why are you so late?" asked the teacher.

"It's so windy outside," explained Johnny, "that every time I took a step forward I slid back 2."

"At that rate how did you get here at all?" she challenged.

"I finally gave up trying," he explained, "and turned around to go home."

From the President

Greetings to all the National Auctioneers Association Members . . .

The convention in Medora is now history and we are now home and back at the auctions again. Without a doubt, the Medora convention will linger in the minds of all those who attended for a long, long time. It was an event, from my point of view, which was quite educational from the speakers standpoint and was also inspirational from what all were able to see.

Bob Penfield, Convention Chairman, was very busy and he was exactly right when he spoke of the vastness of the open area and the big sky. It was all there and beautiful too. Many people who came and traveled the area saw many things which will impress them the balance of their lives.

The Board of Directors have expanded plans for the coming year and the various committees which will function during the coming year are listed elsewhere in this issue.

Special note is made here of the seminar which will be held right after the first of the year. This will be the third venture to offer additional auction information to our members. I hope many will plan their schedules to arrange attendance since the past programs have proved so beneficial to those who took the opportunity to attend. Remember seats are limited.

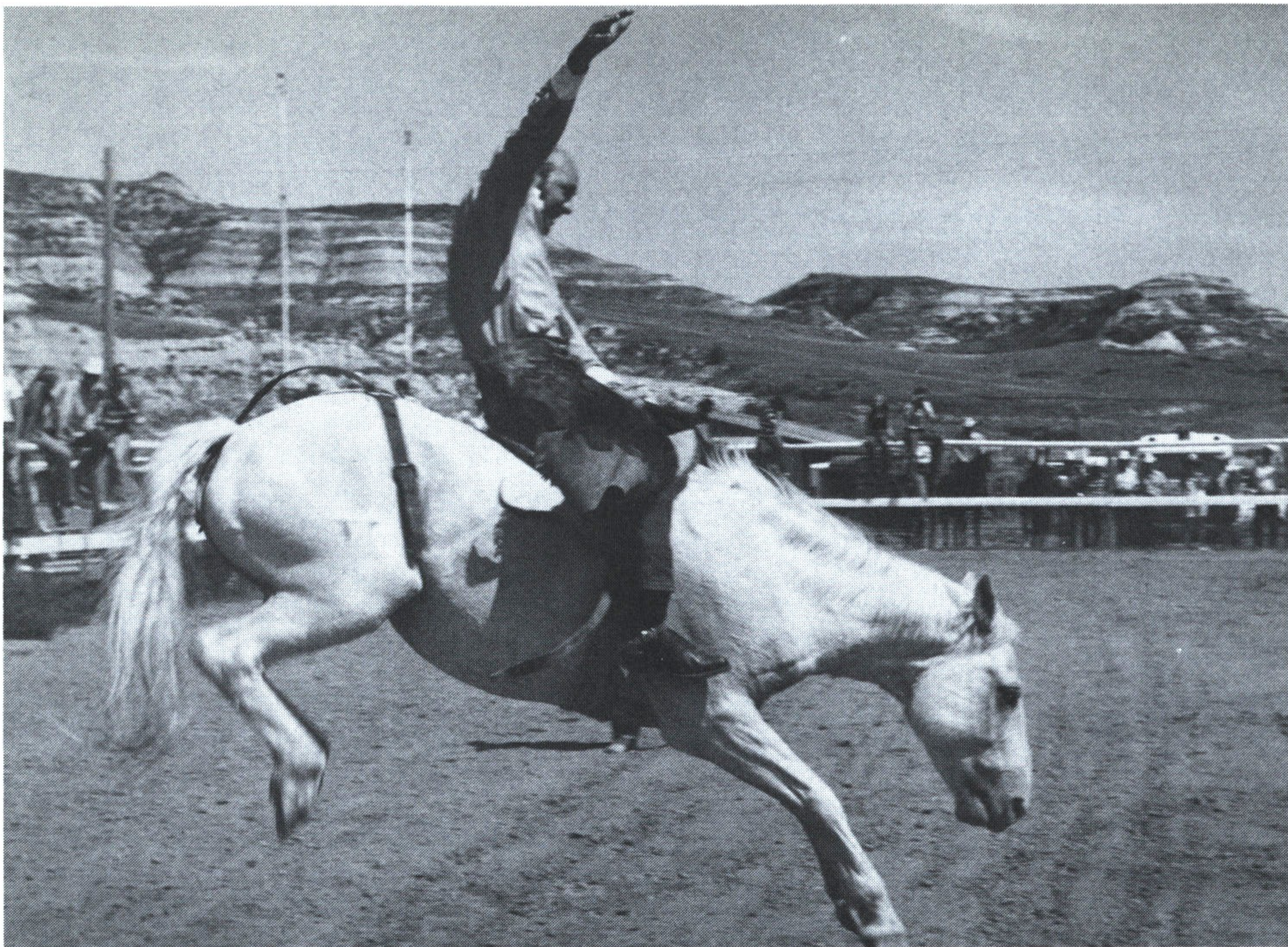
Your president, officers and all the board members have great interest in your State organizations where the grass roots are. This year, these members want to assist any state organization meeting that is possible. Contact Bernie Hart at the national office or write to me. The officers and directors are pledged to support your programs.

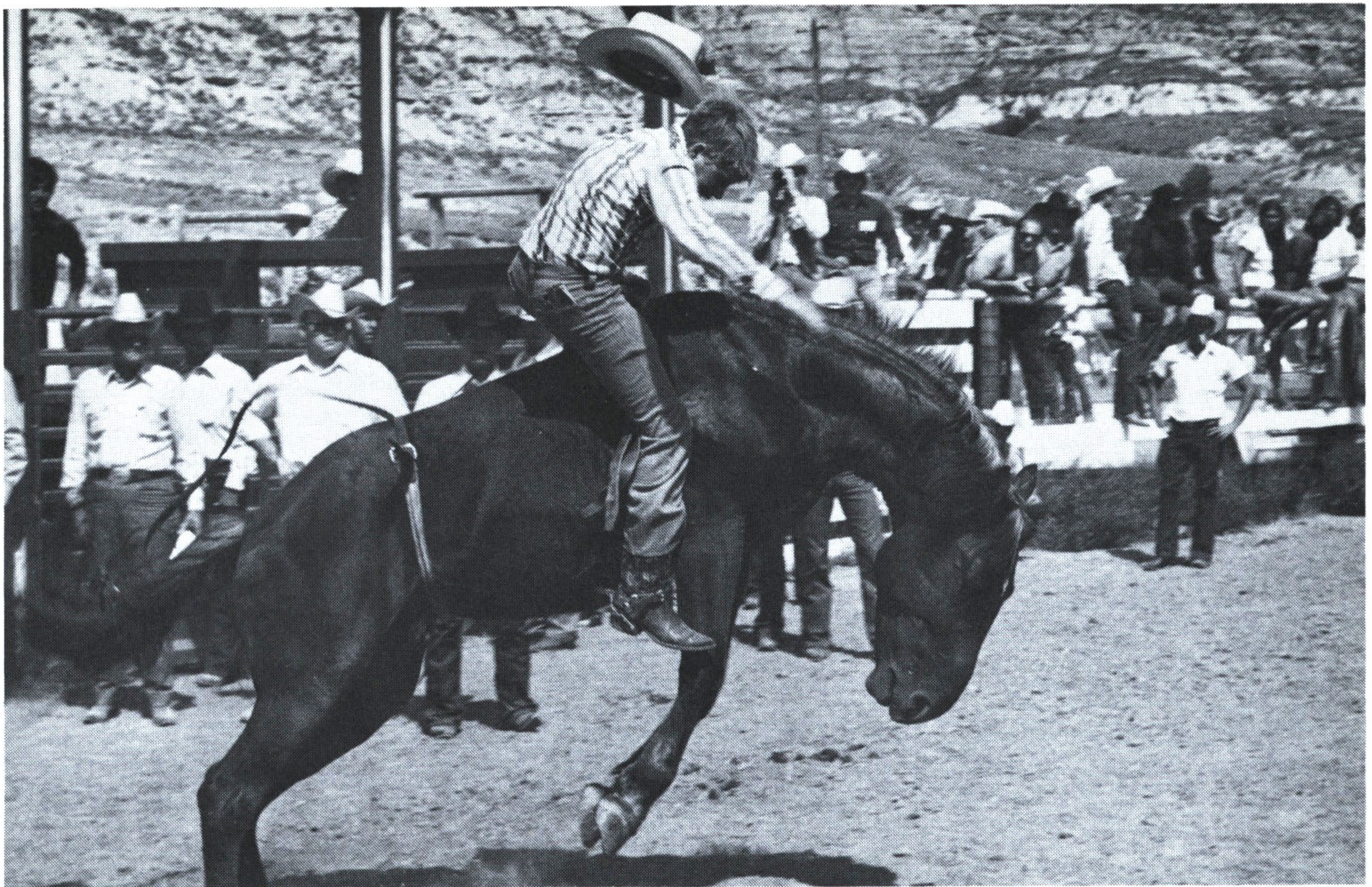
May I say to all that it is a great honor to be your President for the coming year and I shall try to be worthy of your trust.

Wylie S. Rittenhouse



NAA Treasurer, Dean Fleming, swears in newly elected officers and Directors of the NAA, from the left: Ray Wallace, Howard Buckles, Dale McPherson, Lyle Erickson, Terry Dunning and Wylie Rittenhouse.





NAA's first (possibly last) bareback bronc riding contest was won by the horses. It looks like Marty Higgenbotham (on the white horse) might get the job done (he didn't). Bob Penfield is in the act of dismounting (not his desire) and Bert Penfield lasted one more jump after he lost his hat.

North Dakota Is - - - Grateful!!!!

- To The Montana and South Dakota Auctioneers Associations, for all their help with staging the 1974 Convention.
- To everyone of the 971 people who traveled from 42 states, and South Africa to participate.
- To Harold and Shyla Schafer and their staff at both Medora and Bismarck for the help from Gold Seal Co.
- To the Buchholz family, Port-A-Feeder Sales Co., and Clark Equipment for furnishing transportation to and from the airport.
- To the NAA Officers and Board of Directors for voting to come to the Rough Rider state knowing that our facilities would be less than perfect.
- To each and every one of the 150 North Dakotans that attended and helped so much.

Bob Penfield, Convention Chairman

Common Sense in the Auction Business



By Leo Jesion

I guess I could give today's topic many names. Try any one of these and take your pick: (1) An Auctioneer and His Temper (2) Two Wrongs Don't Make a Right (3) When You're Wrong, You're Wrong and (4) Look Who's Having a Tantrum. Of course, one could go on and on but let's stick with number one, The Auctioneer and His Temper.

Most auctioneers are pretty emotional people; the nature of our business makes us so. We all have tempers and are subject to a lot of abuse. The point I'm getting at is that we as professionals have to control our tempers. We've all had sales where the people seemingly sat on their hands. Do you honestly think raising the roof with them is going to make them bid? If they don't bid they probably don't need the items offered. Now if some smart alec starts jibbing you, give it to him with both barrels. That's different. What I'm talking about is when the people are not bidding and the auctioneer starts hollering at them. Here are a few excerpts from auctioneers that I've heard in my travels.

(1) "I've never seen a crowd that sits on their hands like you people." Wouldn't it easier to say, "If you people want to buy this merchandise you're going to have to bid on it. You're really missing a lot of good buys, etc." This is the time for humor. On a given item you might say, "Folks, this is the **ugliest** so and so that I have ever sold." Let your hair down and have fun and don't be surprised if the people do loosen up. You can only go one way when an auction is going bad so try anything — except losing your temper.

(2) "You people are nothing but a bunch of quarter bidders." Then he made a few more remarks and closed the sale. What did he gain by closing the sale? If he had tried to work the sale out and have fun he might have gotten the owner another hundred dollars to defray costs. He could have had some fun instead of throwing a tantrum. After all, do you

mean to tell me that any auctioneer with the least bit of common sense doesn't know when to expect a hard time after looking over the merchandise at the time he took the sale?

(3) "Folks, my next sale is on and so date. It's a beauty and I'm telling you now because I want you to do me a favor. Don't come. I don't want any of you cheapskates taking up space." This is absurd. Just because people don't buy big on a given sale, it doesn't mean that they won't buy big on a good sale. You have to need, or at least want, an item to buy it.

(4) "The people in the first five rows of seats on the right, get out. I've had enough of your nonsense and I'm not taking any more." What could he do if they refused? There are times when you have to ask people to leave or tell some jackass off. But it does seem a little rash to throw that many people out.

Most of our problems can be solved by preparing for them before hand. When you look at a prospective sale look for the problems that might occur, and the solutions. As professionals we're there to help the people, not hinder them. Hang in there!

EDITOR'S NOTE: The following article was sent in by Col. Jesion, following his trip to our National Convention in Medora.

The said it couldn't be done. My first impression when I heard that the N.A.A. was to have our convention in Medora, North Dakota, was about the same. I thought someone flipped their lid — but the more I thought about it, the more resolved I was to go.

For me, the convention was great. The country was beautiful and the people were the most hospitable that I have ever come across anywhere. This may seem strange, but in my six days in N.D. I never heard a word of profanity from

one of the natives. (Maybe I went to the wrong places.)

The credit for the success of this convention has to go to Bob Penfield, the North Dakota auctioneers, and all those who were involved in pulling this convention off. Bob Penfield did everything from riding a bronc to picking up stones to keep the papers from flying away when the wind was blowing at the final business meeting. One has only to use his imagination to know of the work and planning that went into making this convention the success that it was.

We can all learn a lesson from this convention because it took most of the same ingredients that it takes to pull off a good auction: (1) imagination, (2) promotion, (3) planning, and (4) execution.

My congratulations to our new President and all the newly elected officers.

Hang in there!

Death Silences Voice Of Iowa's Mike Bloomer

F. E. "Mike" Bloomer, Glenwood, Iowa, died July 8 in a Council Bluffs hospital. He was 55 years old at the time of his death. An auctioneer for the past 34 years, he enjoyed a fine reputation and had a host of friends in the auction profession as well as in his home community.

Mike Bloomer was born on a farm near Bellaire, Kas. He graduated from Smith Center (Kas.) High School and attended Washburn College in Topeka. He came to Tabor, Iowa, seeking employment and started working at the Tabor Livestock Auction. It was here that he became interested in auctioneering and in 1940 he attended the Jim Hoover School of Auctioneering, Sterling, Colo. For some 20 years he was the auctioneer at the Tabor Sale Barn.

During his career as an auctioneer, Mike felt his responsibility toward the profession he loved so much. He was active in his state and national associations, served as member of the Board of Directors of the National Auctioneers Association and every office, including President, of the Iowa Auctioneer Association. At the time of his death he was in his fifth year as Secretary-Treasurer of the IAA. He was an instructor for eight years at the Iowa School of Auctioneering, Ames, Iowa.



Mike Bloomer in one of his announcing roles. His unselfish contributions to his community and profession will be long remembered.

Mike Bloomer also loved his community and was active in all area projects, holding memberships in the Farm Bureau, Tabor Community Club, American Legion, VFW, the Hillsdale Church and received honors as a 4-H Club leader. He served as announcer at events throughout the area and on many church committees.

Survivors include his wife of 29 years, Margaret Helen, a son, Ernest, also an auctioneer, and a daughter, Lu Ann. Also his mother, mother-in-law, two sisters, nieces, nephews, aunts, uncles and cousins.

Funeral services were held at the Hillsdale Church and burial was in Tabor Cemetery. A man of more than ordinary size, Mike was often referred to as "Iowa's Biggest Auctioneer". He was big not only in stature but in deeds and his funeral services were attended by a huge crowd, many of whom were auctioneers, seven presidents of the Iowa Auctioneers Association being in attendance.

This U.S. commemorative, honoring Polish astronomer Nicolaus Copernicus, was issued in Washington on April 23.



Britten Auction Academy, Bryan, Tex., June 1974, Graduating Class, left to right:

FRONT ROW: Dennis L. Strmiska, Tex.; Richard A. Montgomery, Tex.; G. W. Starry, Tex.; Dede Fitts, Miss.; Betty Ruth Gresham, Tex.; Mrs. B. J. Greathouse, Honolulu; (Instructor). Arthur H. Zander, Tex.; Allen Buchanan, Tex.; Ewald J. Friedrich, Tex.; John W. Ashley, Tex.

SECOND ROW: Walter Britten, Instructor; Dick Covington, La.; Melvin C. Martin, Tex.; Charles J. Wieland, Okla.; Gary Radicke, Tex.; Rodney Goodwin, Tex.; Jim Carruth, Tex.; Randy Parker, Tex.; Randy Hill, Tex.; Alan E. Dillard, Tex.; John Lewellen, Tex.; Gary B. McBride, Tex.; and Ken Newby, Okla.

THIRD ROW: Mike Taylor, Tex.; Gerry R. Waller, Tex.; Paul E. Henrich, Tex.; Charles S. McMurrugh, Okla.; Don Darrah, Iowa; Roy Ruiz, Tex.; Albert Bass, Tex.; Raymond R. Pump, Tex.; Bill M. Collin, Tex.; Tom C. Pope, Tex.; and Robert B. Dines, Tex.



Auctioneering's Highest Awards were presented at this year's convention to Jim Messersmith (left) and Romaine Sherman. Since 1960 the Board of Directors has selected two NAA members to receive these awards, based on their contributions to the profession of auctioneering and to the National Auctioneers Association. Later action of the Board of Directors has made these awards tantamount to Hall of Fame designations.

Jim Messersmith, Jerome, Idaho, started coming to NAA conventions when he was quite young in the auction profession. At that time he was almost alone in representing the area west of the Rockies. He was first elected to the Board of Directors in 1964. Upon completion of his three year term he was elected 2nd Vice President, in 1967, and served as President for the 1969-1970 term. It was under his administration that contracts for building the NAA headquarters were approved. He also served as Convention Chairman in 1965, at Spokane. He was a great asset to the Board of Directors during his nine year tenure.

Romaine Sherman, Goshen, Indiana, has been an auctioneer for good many years. While his practice has been concentrated in the Goshen area he has sold registered dairy cattle throughout Indiana and adjoining states and is very prominent as an auctioneer of draft horses. He and his wife, Ruth, have been attending National Conventions for a good many years and he was elected to a three year term on the Board of Directors in 1963. His tenure of office carried through the most crucial period of the organization's history. His ability to make decisions and his firm instance for honesty and fair play will always be remembered by those with whom he served. He has been an inspiration and a trusted aid to many auctioneers in his area and always a promoter of NAA membership.

Membership Directory

A new Membership Directory will be prepared and distributed to members only. If your membership has expired July 1 of this year or prior to July 1, it must be renewed prior to October 15 to insure your name being listed in the Directory of active members.

DON'T DELAY

RENEW TODAY

NATIONAL AUCTIONEERS ASSOCIATION

STANDING COMMITTEES 1974-75

ADVERTISING CONTEST

Charles Cumberlin
Robert Losey
Ray Wallace
Grover Howell

FILM COMMITTEE

Terry Dunning
Merle Straw
Ford Good
Harvey Lambright

AWARDS & PLAQUES

Morris Fannon
Harold E. Ellingson
Joe Donahoe
Howard Buckles

NATIONAL AUCTIONEERS WEEK

Clive Anderson
Dale McPherson
Robert Losey

MEMBERSHIP

Terry Dunning
Archie Moody
Dean Fleming

AUDIT-BUDGET

Jim Wilson
Chuck Cumberlin
Dick Kane
Ray Wallace

EDUCATION

Lyle Erickson
Merle Straw
Dean Fleming
Morris Fannon

CONVENTION SITE COMMITTEE

Harvey Lambright
Jim Wilson
Joe Donahoe

In each case the first named shall serve as Committee Chairman

Fun Auction, Elections, Spotlight Texas Meeting

Texas auctioneers and their wives met on June 14-15 at the Contessa Inn, in Longview, Texas, for their 1974 State Convention. Highlighting the meeting was the fun auction, where everything from "Foo Dogs" to famous prints went under the gavel. Watermelons, brought from the sandy lands, went for \$5.00 each, and a football signed by the famous Dallas Cowboy team which brought \$25.00. Also crossing the auction block were colorful prints of limited editions by the famous artist, Joe Rader Roberts, which were stamped with a gold seal entitled "Texas Ranger Sequicentennial Commemorative 1823-1973".

Convention Chairman Johnny Gathright, and his lovely wife, Sharon, made the convention quite a pleasant one and a lot of vital business was discussed in the business meeting. Several new ideas were voted and passed at this year's meeting including a new advertising program at the state level.

Election of officers saw Mike Morrow, San Antonio, president; Bill Wade, Dallas, vice president; and Al Stephens, Big Spring, secretary-treasurer; and Keith

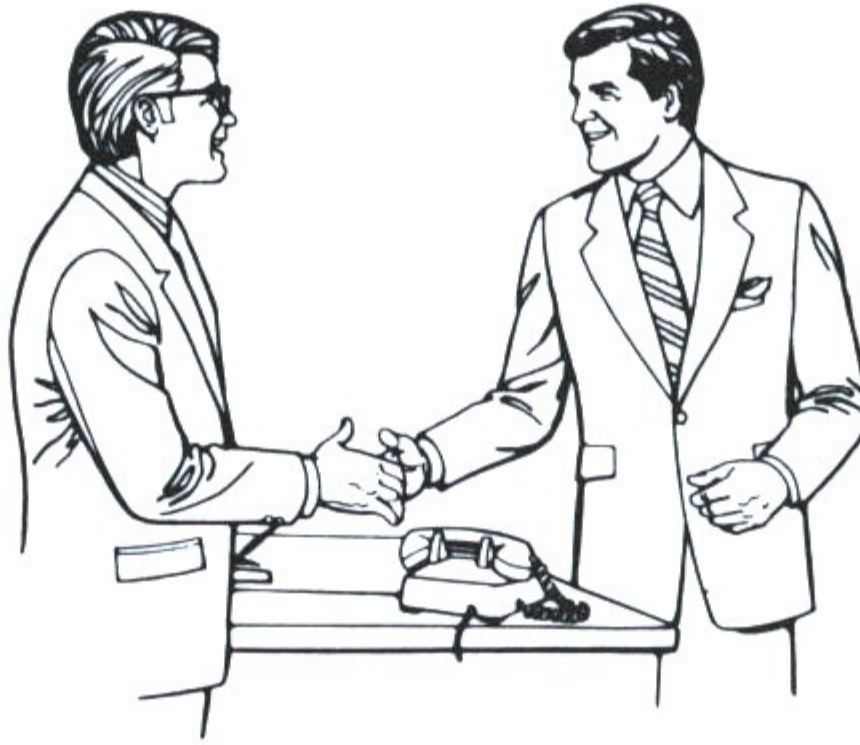


Newly elected officers of the Texas Auctioneers Association are: (l to r) Al Stephens, Big Spring, secretary; vice president, Bill Wade, Dallas; and new president is Mike Morrow, San Antonio.

Carey, Big Spring; Dudley Althaus, Fredericksburg; and Ralph Segars, Longview, elected directors.

Site of the 1975 state convention was chosen as Fredericksburg, with Dudley Althaus appointed Convention Chairman.

DON'T MISS ANY DEALS



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MISSOURI AUCTION SCHOOL

KANSAS CITY, MISSOURI

CLASS OF JUNE, 1974

FIRST ROW LEFT TO RIGHT: Charles Bolton, Fl.; Ervil Mann, Mo.; Steve Laubly, Ca.; James Werth, Instructor, Ks.; Dale Vaughn, Instructor, Mo.; Bonnie Gumm Secretary, Mo.; Richard W. Dewees, President, Mo.; Dean Cates, Instructor, Mo.; Bobby Lewis, Ga.; Mack Southern, Tn.; Roger Poppen, Ia.; George Ball, Mo.

SECOND ROW LEFT TO RIGHT: Paul Mooney, Jr., Ga.; Daniel Billig, Md.; Arthur Strauss, N.Y.; Larry McHenry, In.; Gary Paul, In.; Wayne Flowerday, Al.; Matt Dillon, Mo.; James Dillon, Mo.; Joseph Wamsher, Pa.; Sam Carter, Mo.; Jon Giberson, Ks.; Darrell Brill, Or.; Bruce A. Miller, Ks.

THIRD ROW LEFT TO RIGHT: William McBeth, N.J.; Norman Dean, Tn.; Robert Butt, N.J.; Maurice DeGennaro, N.Y.; Billy R. Hester, Al.; Otho McDonald, Jr., Ia.; Barry Muse, Va.; David Sale, Va.; Eddie Reynolds, Ms.; James Lee, Tn.; Robert Detrick, Oh.; John Temme, Ne.; Harold Peters, Mi.; Dale Wack, Pa.

FOURTH ROW LEFT TO RIGHT: David Arwood, Tn.; Richard Crawford, Il.; Lonnie Rayburn, Tx.; Rory Curtis, Ks.; Ken Surdell, Il.; Sondra Penton, Mo.; Jim Reid, Mo.; Randall Lea, Mo.; Bob Phillips, Mo.; Terry Cover, Mo.; Larry Imes, Pa.; William Theesfeld, Il.; Charles Dodson, Mo.; Dary H. Housworth, Ks.; Richard Bowman, In.; Bruce Kelley, Mo.; Nick Hobby, Fl.

FIFTH ROW LEFT TO RIGHT: Carlos Johnston, Ky.; Louise Wright, Ky.; Ed Gilhaus, Ks.; Todd Burkeybyle, In.; Rickey Stout, Oh.; Ethel Rother, Ne.; Susan Covey, Oh.; Eugene Larson, Mo.; Harry Dusenberry, Az.; Carl Sanders, Ms.; John Campbell, Mo.; Gordon Sweet, Fl.; Jim Summerville, In.; John Ansbro, N.Y.; Samuel Lawson, Jr., Va.; Steve Cagnet, In.; James Marshall, Va.; James Sleeper, Mo.

SIXTH ROW LEFT TO RIGHT: Robert Schaefer, Mo.; Eugene Smith, Ms.; Clyde Fore, Ca.; Frank Wood, Mo.; Ralph Robinson, Mo.; James Burman, Ky.; Floyd Edwards, Co.; Edward Fagnoli, R.I.; Paul Crabb, R.I.; Dennis Benge, Jr., Ks.; R. L. Montgomery, Canada; Eugene Cullison, Ks.; Bob Steele, Tn.; Marc Richter, Ks.; Scott Vander Kolk, Mi.; Lloyd Robinson, Jr., Ks.; Earl Rohwer, Wa.



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OTHER OFFICES IN PRINCIPAL CITIES

Pickwick Landing State Park Site of Tennessee's 16th Annual Convention

By Hubert D. Songer, Secretary

The Tennessee Auctioneers Association met in their 16th Annual Convention in the beautiful settings of Pickwick Landing State Park at Pickwick Dam, Tennessee. This is the largest state park in Tennessee and the secluded facilities nestled mid the tall rustling pines on Pickwick Lake was an ideal location for the convention and a week-end vacation for the family. Many fine comments were made about the good accommodations, recreation facilities and relaxing atmosphere afforded by this site.

The convention proper got off to a fine start with President and Mrs. E. B. Fulkerson receiving guests at the President's reception and the fellowship was enjoyed by all in attendance.

One-hundred twenty-six were in attendance at the Sunday evening banquet and enjoyed the dinner. Mrs. Carolyn Liles along with her husband Jack, and son Randy, were honored guests. Mrs. Liles has retired as Executive Secretary of the State of Tennessee Auctioneer Commission to enter the real estate business.

Mrs. Liles was presented a plaque in



Al Robinson presenting plaque to outgoing President E. B. Fulkerson.

recognition of her co-operation and services to not only the members of the Tennessee Auctioneers Association but to all Tennessee auctioneers. Mrs. Liles has been succeeded as Executive Secretary by Mrs. Thelma Cartwright. We wish Mrs. Liles well in her real estate ventures and certainly Mrs. Cartwright will have our co-operation.

Colonel William Cornwell, Superintendent of Pickwick Landing State Park, spoke and entertained at our Sunday evening banquet. Colonel Cornwell, a retired army colonel, has served his country in many overseas assignments. His talk and pictures on Tennessee State Parks and his reports of his travels in the various countries was enjoyed by all and many questions were asked of Colonel Cornwell in the question and answer period.

On Monday the convention was given over to educational discussions by Colonels Calvin Kirkham, Marvin Alexander, Clive Anderson, Jr., Julius Hurst and Colonel Buford Evans. Each speaker gave an interesting talk on his subject with questions and answers following.

Colonel Fred Ramsay, with the assistance of Mrs. Ramsay and their daughter Mrs. Rebecca Brown, conducted a very



Mrs. Raymond Taggart (Nancy) newly elected President of T.A.A. Auxiliary and Colonel Al Robinson, newly elected President of T.A.A.



A portion of the crowd, with ring men, at Fun Auction.



Ralph Masengill on the block at the Fun Auction with Eulan Hooper as ring man.

impressive memorial service for the four known auctioneers who departed this life during the past convention year; Colonel Alexander MacDonald of Paris; Colonel Eugene Hargis of Christiana; Colonel Sheldon Compton of Jamestown; and Colonel Ralph Collier of Nashville.

The Program Committee for the convention was William Collier, Chairman, George Burns and Julius Hurst. The program chairman for the day was Colonel Virgil Nutt.

The newly elected officers for 1974-75 are as follows:

President — A. A. Robinson, Knoxville
Vice President — Raymond Taggart, Memphis



William Collier, Program Chairman and former member of Tennessee Auctioneers Commission presenting plaque to Carolyn Liles, Retiring Secretary of the Commission.

Vice President — Clive Anderson, Jr., Nashville

Vice President — Marvin Alexander, Martin

Secretary-Treasurer — Hubert Songer, Murfreesboro

Director for 3 years — Haskell Ayers, LaFollette

The newly elected officers of the Ladies Auxiliary for 1974-75 are:

President — Mrs. Raymond Taggart, Memphis

Vice President — Mrs. Beeler Thompson, Knoxville

Vice President — Mrs. Harvey Boles, Red Boiling Springs

Secretary-Treasurer — Mrs. Don King, Bells

Historian — Mrs. Steve Anderson, Nashville

Committee Member, 3 year term — Mrs. Haskell Ayers, LaFollette

Colonel Joe Milhorn of Dixie Auction Company, of Bristol, Tennessee, won first place in the advertising contest with Al Robinson and the Action Auction Company of Knoxville carrying off runner-up honors.

The Mid Year Meeting of the Tennessee Auctioneers Association will be in Nashville, Tennessee on Monday, December 2, 1974 with the meeting place to be determined at a future date.



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Mendenhall Graduates

On the opposite page are graduates at the June class of the Mendenhall School of Auctioneering. Reading from the left, they are:

SEATED: Forrest Mendenhall, Carson Womack and Herman Crawford, Instructors.

STANDING, FRONT ROW: Guy Fugate, Jr., Washington, Pa.; Eddie Foster, Mocksville, N.C.; Otis Magaha, Anderson, S.C.; Jim Shutts, Elmira, N.Y.; Hal Thompson, Meridian, Miss.; Dorothy Sensabaugh, Waynesboro, Va.; Una Ashcraft, Charleston, S.C.

SECOND ROW: Mike Edwards, Taylors, S.C.; Dyion Skipper, Wilmington, N.C.; Al Wilkas, Norfolk, Va.; Ronald Mann, Charlotte, N.C.; Jim Hughes, Ashboro, N.C.; Richard Stottlemeyer, Akron, Ohio.

THIRD ROW: Edgar Brooks, Mt. Airy, N.C.; Michael Miro, Dorval, Quebec; Rick Lynch, Princeton, W. Va.; Howard Paden, Virginia Beach, Va.; Ben Griffin, Lenoir, N.C.



Neckties were taboo at the Medora Convention and Chairman, Bob Penfield demonstrates this point to Secretary Hart.

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Proud winners of plaques in the 1974 Advertising Contest, from the left: Mike Coolidge, Gene Gabel, John Wagster, Norman Aldinger, Colin Bass and Frank Bass.

Montana Firm Wins 1974 Advertising Contest

Northwest Auction Company, Billings, Mont., topped some 400 entries in the 1974 advertising contest held in connection with the National Convention. Their color brochure-poster of an industrial type auction was the one that caught the eye of the judging committee. A large plaque was awarded to Mike Coolidge and Gene Gabel, owners of Northwest Auction Company.

In addition to the Grand Champion plaque, there were eight other plaques awarded to winners in the four categories of the contest, each of the four having a black and white and a color winner. Names of these winners follow:

REAL ESTATE

Color: Legere Auction Realty Co., Hays, Kas.

Black & White: Frank and Colin Bass, Lewistown, Mont.

ANTIQUES & HOUSEHOLD

Color: Kruse Classic Auction Co., Auburn, Ind.

Black & White: Dave Kessler, New Paris, Ohio

FARM & IMPLEMENT

Color: Wagster Auction Service, Broseley, Mo.

Black & White: Aldinger Auction Service, Cleveland, N.D.

INDUSTRIAL & COMMERCIAL

Color: Tony Thornton Auction Service, Springfield, Mo.

Black & White: Salisbury Auction Company, Fort Collins, Colo.

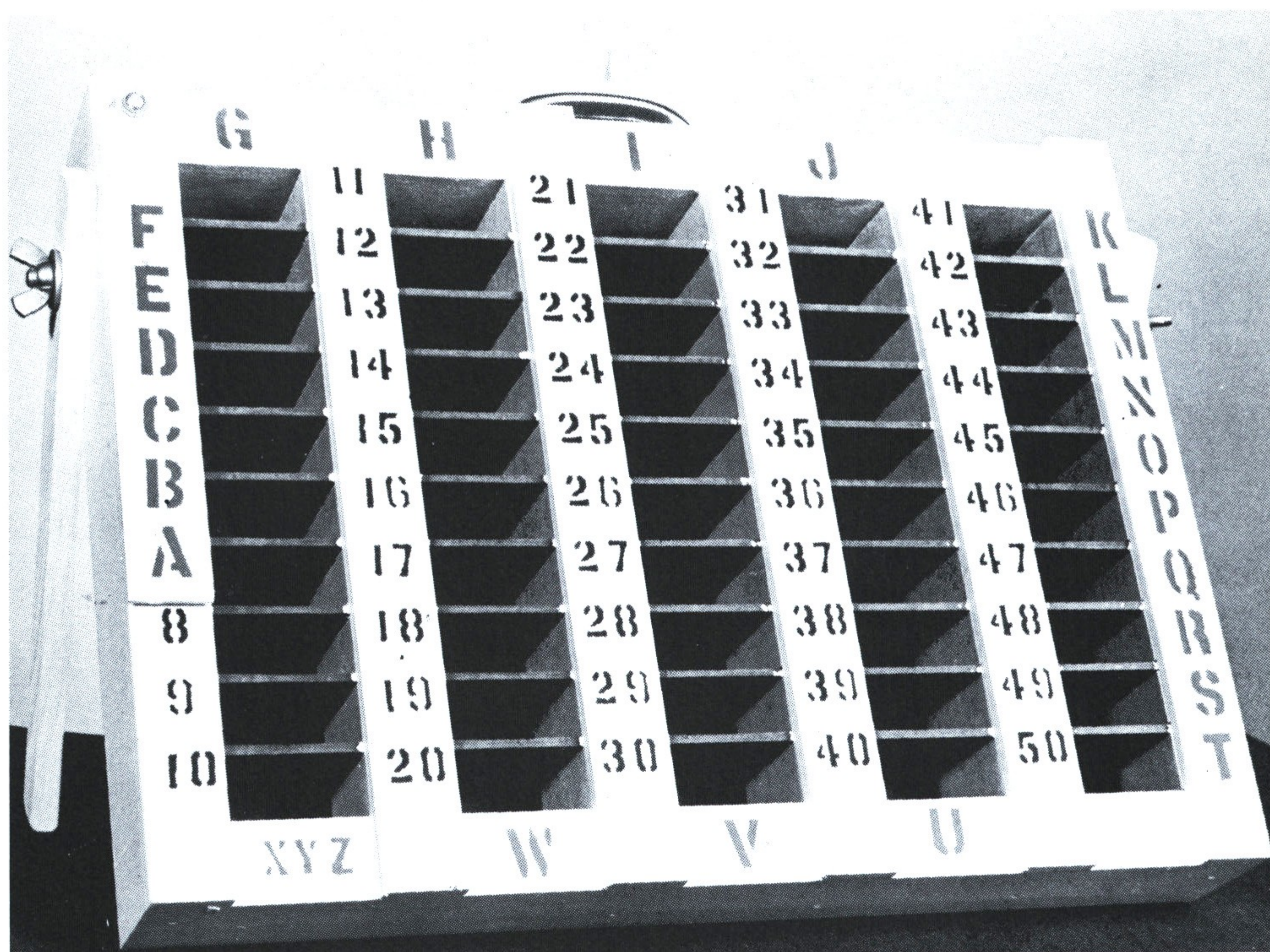
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This horse-drawn taxi, furnished by the Montana Auctioneers Association, was a popular mode of travel in Medora.

Virginia Timberland Brings \$1.2 Million

A total of \$1,202,500 was realized from an auction of 2,500 acres of mostly timberland, in Chesterfield County, 16 miles west of Richmond, Va. Sold in 48 tracts, the average price was approximately \$500 per acre but smaller tracts sold for more than \$2,000 per acre.

From time to time 200 to 300 people sat inside the big, blue circus tent and tried their luck at outguessing and outbidding each other. Some went home happily clutching a bill of sale, others left kicking themselves for not bidding higher on land some thought would double in worth over the next five years. Others thought the prices were too high.

Regardless of their thoughts, it was a tremendous auction conducted by J. Hugh Ownby and J. Dennis Ownby of the Ownby Auction and Realty Co., Richmond. In an auction of this magnitude a tremendous amount of planning precedes the auction. An attractive, two-color brochure was prepared with photos, description and topography maps. Then it takes

shelter, lights, seats, floor fans, a place to eat and a clerical staff complete with duplicators, typewriters and a high-speed adding machine.

July was a busy month for the Ownby firm. The above auction took place on July 13. On July 20 the firm sold 103 acres in four parcels for \$381,000 and on the same day another 170 acre farm, livestock and equipment for \$196,000.

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Pete Fowlkes, Newman Grove, Nebr., auctioneer who was killed in an auto accident May 17, 1974. Born in Virginia, he had been a Nebraska resident since before his first birthday. He was 55 years old at the time of his death. Survivors include his wife, two sons, two daughters and six grandchildren as well as his parents. At the time of his death he was serving on the Nebraska State Crime Commission in addition to positions of responsibility in his community.

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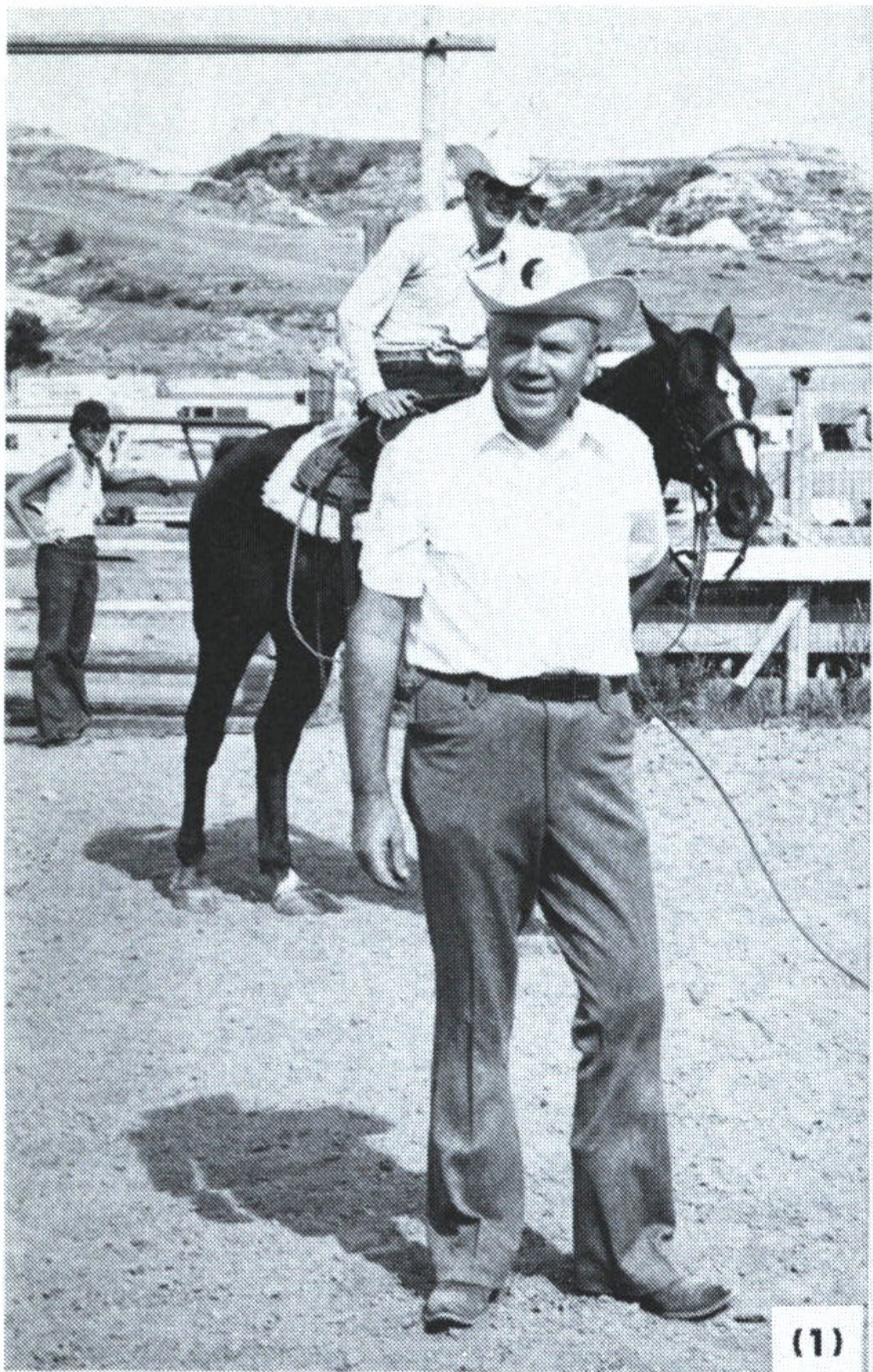
Calf Tying Contest

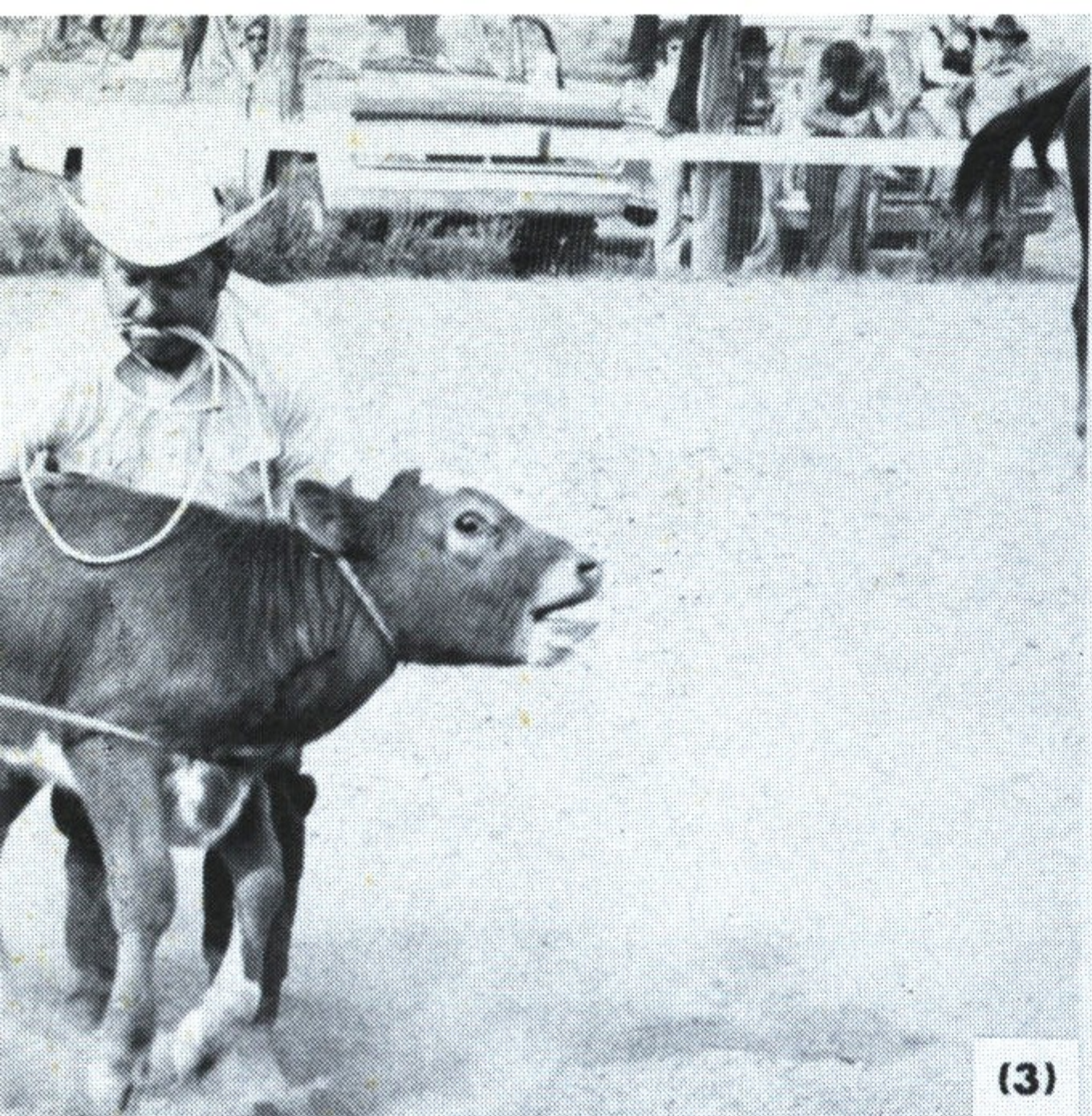
Most hilarious event of the NAA Rodeo was the calf tying contest with all officers and directors of the NAA competing. The next two pages cover part of the action in pictures.

- (1) Lyle Erickson won the Championship of this event. Perhaps having Willard Schnell and his trained steed (background) on the other end of the rope was an advantage.
- (2) "Now lay there," says Clive Anderson.
- (3) Jim Wilson demonstrates the correct way to throw a calf, and carry a piggin' string.
- (4) You may not recognize him from your view but that is a New Hampshire cowboy, Merle Straw, Jr., on the calf.
- (5) Dean Fleming seems to have his calf well in hand.
- (6) After a lengthy wrestling match, the calf appears to be telling Bernie Hart, "go ahead and tie me," while Wylie Rittenhouse appears in approval.
- (7) Morris Fannon drew the huskiest calf of the lot, but Wylie Rittenhouse, helped hold him while the tie rope is applied.
- (8) Poor calf has no chance when Ford Good and Clive Anderson team against him.
- (9) Bob Penfield (standing? in for Henry Rasmussen) shows that there is more than one position from which to tie a calf.
- (10) Willard Arnaman adds that professional touch.
- (11) All part of the day's work for North Dakota cowboy, Harold Ellingson.
- (12) Jim Wilson, the rope goes around the foot not between the toes.

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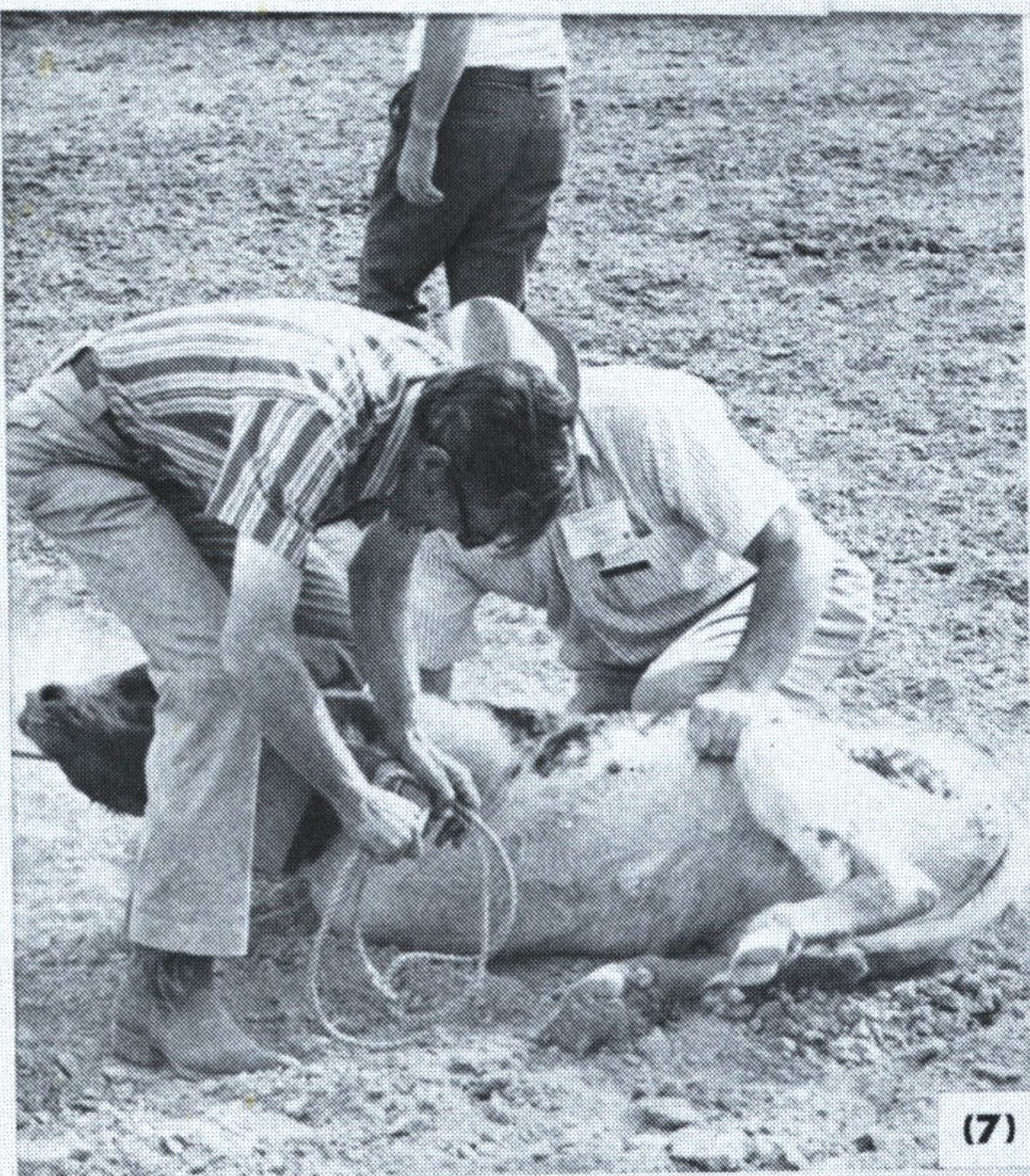




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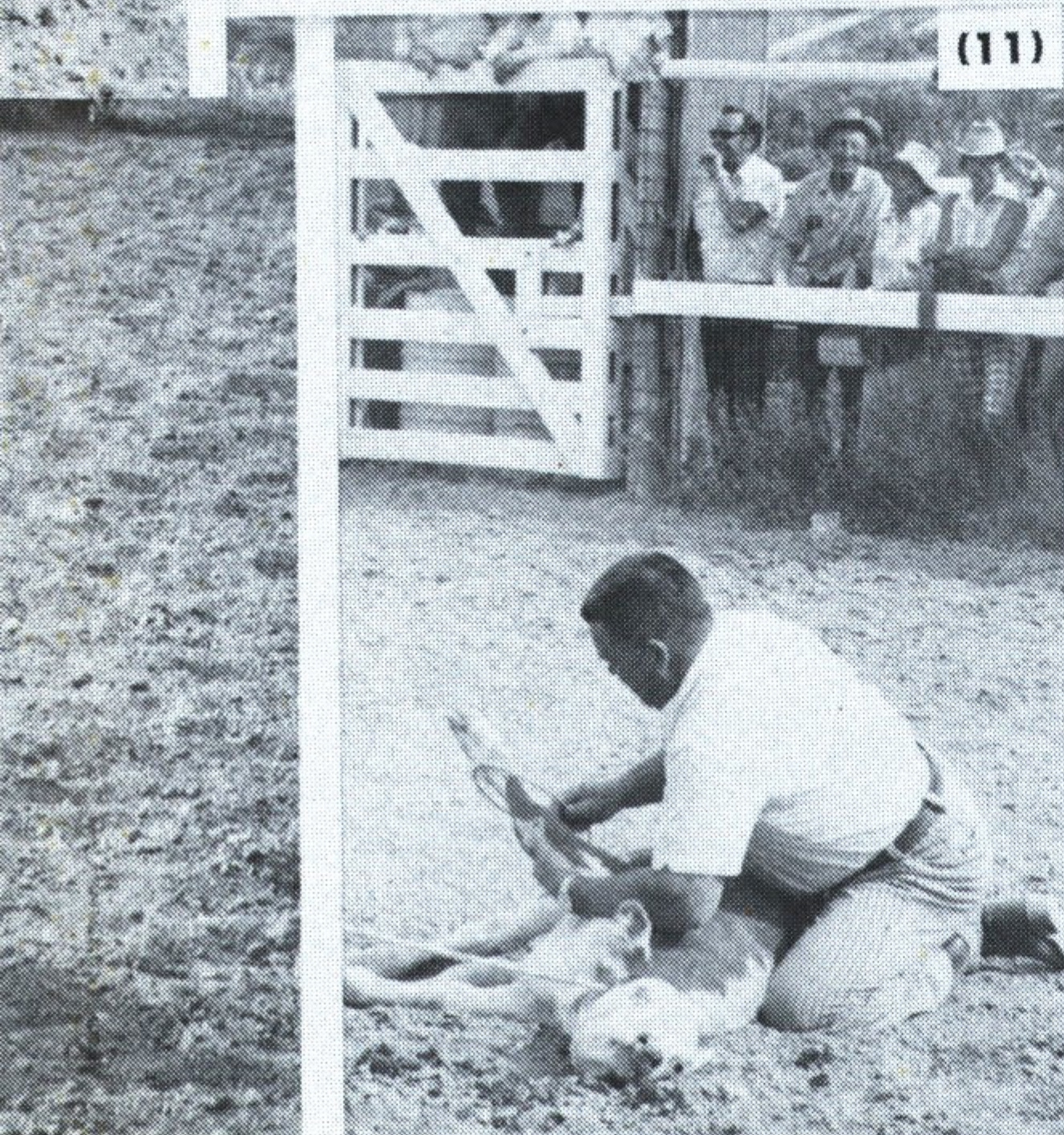
(4)



(7)



(8)



(11)



(12)



Western Graduates

Graduates from the Western School of Auctioneering, Billings, Mont., are shown on the opposite page. Identification reads from left to right, as follows:

SEATED: Jack Ellis, Roundup, Mont.; Gene Gabel, Bill Hagen, Mike Coolidge and Warren Smith, all Instructors of Billings.

FIRST ROW: Richard Hundrup, Lewiston, Ida.; Dale Belt, Sundre, Alta.; Bob Thomas (Instructor), Billings; Billy Field, Touchet, Wash.; San Danner, Susanville, Calif.; Lyle Rice, Golden, Colo.; Donald Wudel, Calgary, Alta.; Rick Rieck, Pierre, S.D.; Steven Deckard, Martinsville, Ill.; Ernest Davis, Crosby, Minn.; Irvin Predmore, Vancouver, Wash.; David Shebib, Engen, B.C.

SECOND ROW: Keith Dinwoodie, Armstrong, B.C.; Jim Fisher, Butte, Mont.; Howard Bragg, Huron, S.D.; Mark Bean, Kimberly, Ida.; David Henneberry, Renville, Minn.; Alan Gross, Ord, Nebr.; Donald Walls, Portland Ore.; Donald Patte, American Falls, Ida.

THIRD ROW: Bill Hanson, Aiken,

Minn.; Steve Thorson, Kimberly, Ida.; Bob Bagley, Salina, Utah; Jim Dudley, Hampton, Ia.; Jim Wurnig, Newell, S.D.; Gary Sparks, Nyssa, Ore.; Dale Bahrey, Grand Prairie, Alta.; Joan Neudecker, Billings, Mont.; Bob McCarthy, Portland, Ore.; Jerry Streberg, Camrose, Alta.

FOURTH ROW: Tommy Teaque, Sturgis, S.D.; Bob Finewood, Newark, N.Y.; Edison Real Bird, Crow Agency, Mont.; Terry Atkinson, Goodfare, Alta.; Jim Lindsay, Twin Falls, Ida; Ron Leafgreen, Pierre, S.D.; Steve Stremmel, Reno, Nev.

BACK ROW: Frank Crain, Elizabethtown, Ky.; Brad Webb, Wilmington, Ill.; Gene Gross, Pocatello, Ida.; Dusty Cline, Mullen, Nebr.; Lucky Platt, Powell, Wyo.; Ron Huss, Lexington, Nebr.; Lynn Barnson, Junction, Utah.

MODEL

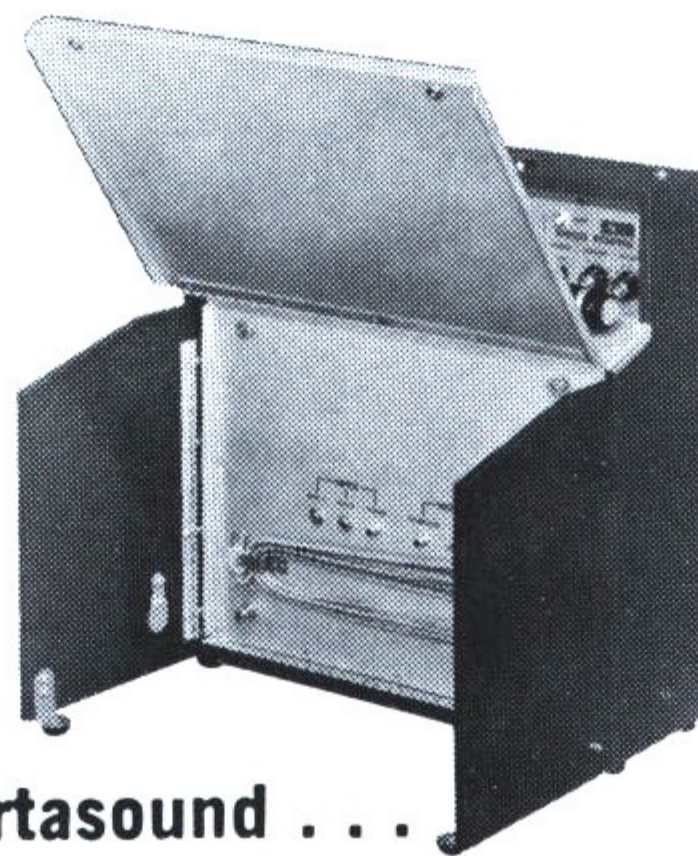
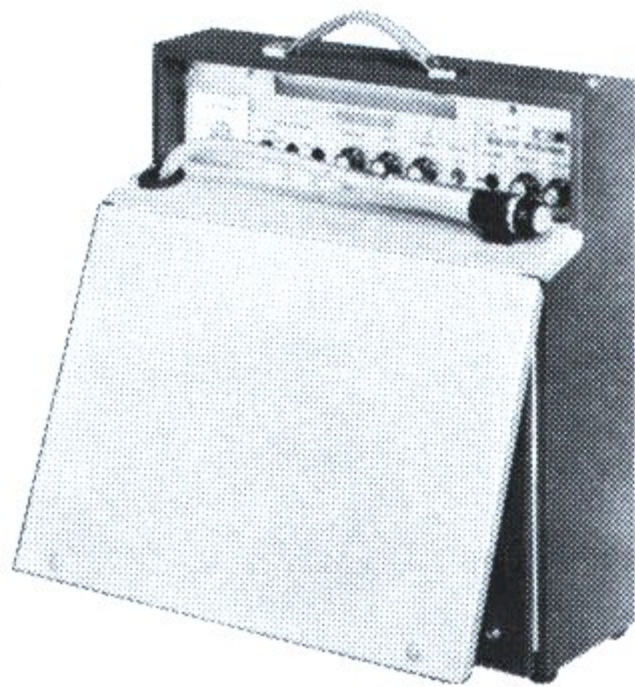
The newlywed husband up in the hill country overheard his wife telling her friends that he was a model husband. He laboriously looked up the word "model" in the dictionary to learn that it means "a small imitation of the real thing."



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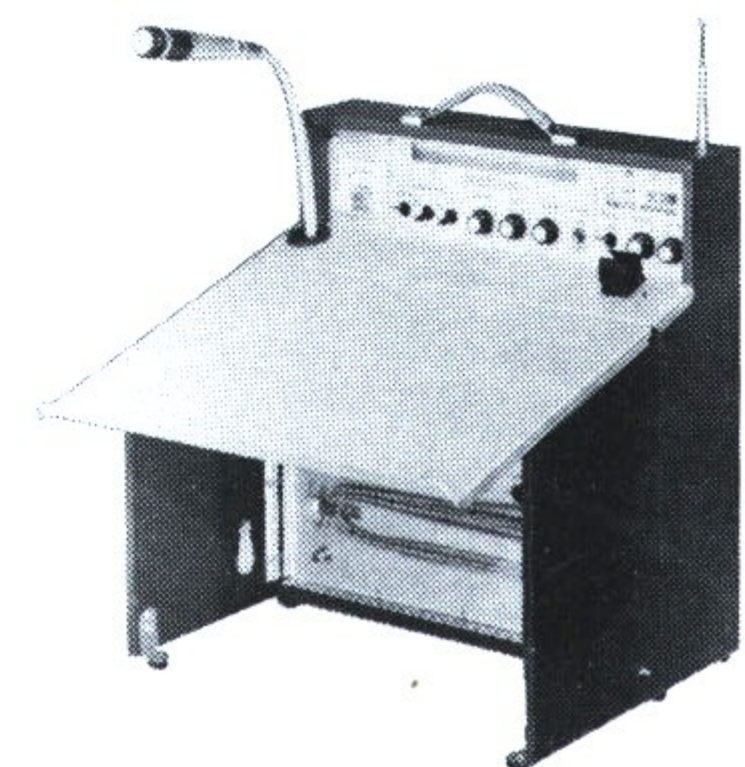
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1974 "Auction Family of the Year" was the Pat Goggins family, Billings, Mont. Daughters, Laurie and Sandy stand on either side of their parents, Pat and Babe. Twin sons, John and Joe with their two year old brother, Mike, are in the foreground. An older daughter was attending a youth event and could not be present in Medora.

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Death Strikes Illinois Auctioneer, Bill Porter

William A. "Bill" Porter, Alexis, Ill., was stricken by death, last July. Porter had been an auctioneer for many years, and was 58 years old at the time of his death.

A graduate of the Reppert School of Auctioneering, he was associated for many years with Col. J. Hughey Martin in the Colchester (Ill.) Sale Barn. He sold at the Warren County Sale Barn for over 20 years and for many years was associated with Ed Burns, Monmouth, Ill., in the auction business.

During the years when Shetland ponies were enjoying their greatest popularity it was Bill Porter and the late Roy Chaney who were conducting most of the Shetland auctions. Porter moved to Arkansas during this time where he and Chaney worked from the same headquarters.

Survivors include his wife, two sons and three daughters.

Personally, I envy the Arabs. It must be wonderful to know you're going to get rich . . . even if you play your cards WRONG.

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1974 WORLD LIVESTOCK AUCTIONEER TITLISTS — Ralph Wade, center, the 1974 World Livestock Auctioneer Champion is flanked by Reserve Champion Urban J. "Shorty" Arnzen, Cottonwood, Ida., right, and Ron Ball, World Runner-Up Champion. Wade and Ball merchandise livestock at Livestock Exchange, Inc., Brush, Colo.

North Carolinans Draw Largest Attendance

Some 125 auctioneers, wives and friends turned out for the annual meeting of the Auctioneers Association of North Carolina, June 15-16. The meeting was held at Southern Pines in the Heart of the North Carolina Golf Country.

Col. B. M. Routh was Convention Chairman and did an outstanding job in arranging speakers and entertainment for the event. Music was furnished by the New Comers, a quartet of high school juniors and Mr. Routh's son, Dan, served as MC for the group.

Col. Billy Dunn spoke in regard to the operation of an Auction House. Col. Craig Lawing covered the auctioneers' Code of Ethics. Col. John Sutton described household auctions. These were a portion of the convention speakers.

Opening with registration at 1:00 P.M., June 15, there was a President's Tea at 2:00 P.M. followed by the afternoon program and a Banquet Dinner at 7:00 P.M.

After dinner speaker was one of the council members of Southern Pines.

One of the best Fun Auctions ever staged by the association netted \$444. Everyone enjoyed this event a great deal.

Col. Archie Moody, a member of the NAA Board of Directors, conducted Sunday School the following morning. Archie is a great teacher as well as a great auctioneer. A business meeting and election of officers followed.

JOHNSON B. GILBERT
Secretary-Treasurer

BAD BET

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

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

"Yes," quavered Brown. "Why?"

"He owes you ten dollars," the lion answered.

NHAA Celebrating Its 20th Anniversary

In celebration of the 20th anniversary of its founding, the New Hampshire Auctioneers Association is sponsoring a special meeting to which all auctioneers are invited. It will be held on Sunday, October 27th at the New England Center, Durham, New Hampshire, with an afternoon session, dinner, and evening session at which the main speaker will be Governor Meldrim Thomson.

The NHAA was voted in at a meeting in December 1954, after several preliminary sessions at which its constitution and bylaws were approved. Since then, it has comprised a high percentage of the active auctioneers in the state as its members. The members have all subscribed to the Code of Ethics of the National Auctioneers Association, and have done much through meetings and legislation to elevate the profession in the Granite State.

General Chairman of the event is Merle D. Straw, Jr., of Seabrook, N.H., who is at present a Director of the National Auctioneers Association and Past President of the NHAA. Reservations

will be limited for the event, because of space, so anyone who wishes to attend as a member of the auction profession should contact Col. Straw at the above address for further information.

Darrell K. Hays Named "Sertoman of the Year"

The Sertoma Club of Van Buren presented the "Sertoman of the Year" award to Darrell K. Hays at their weekly meeting, July 11.

Hays is the public health sanitarian with the Crawford County Health Dept., and owner and operator of Hays Auction House in Van Buren.

Hays was selected for his outstanding service to his community and club. He organized and conducted the Van Buren club's first annual Sertoma benefit auction, which club president Ed Vincent termed, "an outstanding success."

Hays is also vice-president and program chairman of the Van Buren chapter, and has been the leader in obtaining new members.

Darrell K. Hays exemplifies the motto of Sertoma: "Service to mankind."

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Treasurer of 23 Years Submits Resignation

Henry Rasmussen, St. Paul, Nebr., auctioneer, who has been Treasurer of the National Auctioneers Association for 23 years, announced his retirement from that position at the Medora convention. Rasmussen is only the second man to serve in this position. The late Walter Holford, Edwardsville, Ill., was Treasurer for the first two years. Rasmussen was elected to office at the convention in Decatur, Ill., in 1951.



NAA Treasurer, Henry Rasmussen, announces retirement.

No one has watched the financial growth of the NAA closer than Henry Rasmussen. In relating a few experiences over the past 23 years he stated at the end of his first year the association owed him! And the same thing was true at the close of the second year. It was not until 1955 that there was a surplus in the Treasury worthy of mention, a far cry from the \$40,000 bank account and more than \$100,000 in real estate the NAA possesses today.

Dean Fleming, Atkinson, Nebr., a former NAA President, was appointed by the Board of Directors to become the association's third Treasurer.

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Record \$207,000 Paid For 1929 Duesenberg

The Kruse Classic Auction Company broke their own world's record on Saturday, August 10, 1974, when they sold a 1929 J Duesenberg Dual Cowl Phaeton from the prize-winning collection of George R. Wallace, Jr., for a staggering \$207,000.00, the highset price ever paid for an antique or classic car. The Duesenberg, national senior first prize winner, was one of 17 cars in the Wallace collection that were sold at public auction in Fitchburg, Massachusetts. The previous record was \$205,000.00 for another 1929 Duesenberg sold at a Kruse auction in Atlanta, Georgia, on April 13th of this year.

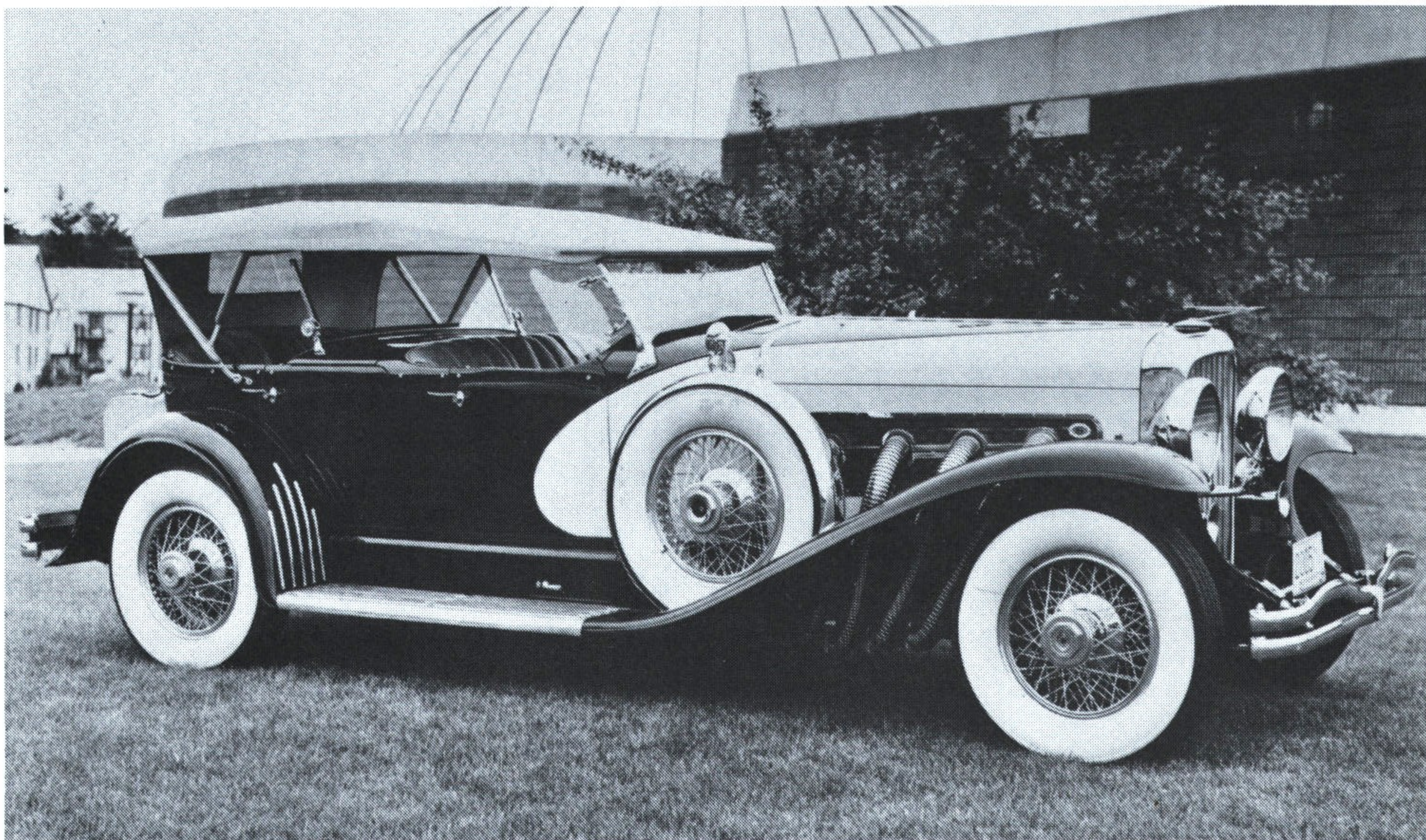
Wallace had given his collection only two weeks ago to the Wallace Foundation, with sale proceeds earmarked for the construction of a geophysical observatory on the campus of the Massachusetts Institute of Technology in Cambridge.

When introduced by auctioneer Dean Kruse, Wallace received a lengthy standing ovation from the capacity crowd in the Wallace Civic Center Arena, a gift to the city from he and his wife, Alice. Wallace is 84 years old and the former

President and owner of the Fitchburg Paper Company which was sold to Litton Industries in 1966. He received a second standing ovation when the Duesenberg bidding cracked the previous record mark with a \$206,000.00 bid by Leo Gephart of Englewood, Ohio, who is the antique and classic car advisor for the Kruse Company. Gephart has the distinction of having owned more Duesenbergs during his lifetime than any other individual in the world. The final bid of \$207,000.00 was a collector in Florida.

In addition to the Duesenberg, the following prices were received for other cars from the Wallace Collection.

1901 Pierce	\$ 6,750.00
1903 Ford	\$13,750.00
1900 Knox	\$14,000.00
1914 Stanley Steamer	\$23,000.00
1906 Cadillac	\$13,000.00
1925 Packard Phaeton	\$26,500.00
1933 Packard Converible	\$26,000.00
1928 Cadillac Phaeton	\$40,000.00
1934 Rolls Royce	\$60,000.00
1906 Steven-Duryea	\$21,000.00
1911 Renault	\$14,500.00
1904 Stanley Steamer	\$11,500.00
1920 Detroit Electric	\$ 8,750.00
1900 DeDion Bouton	\$10,500.00
1901 Crest	\$ 7,000.00
1906 Sears	\$ 9,500.00
A copper antique car weathervane	



This 1929 Duesenberg sold for a record price of \$207,000 at a public auction in Fitchburg, Mass., August 10.



This 1929 Model A Ford, open cab pickup sold for \$3,750 in an auction at Poseyville, Ind., last June. A 1933 Ford V8 2 dr. sedan brought \$1,475. On the left is auctioneer, Melvin Powers and the other gentleman is M. E. "Bud" Downer the seller.

sold during the beginning of the auction for \$1,600.00 to the editor of a Connecticut antique newspaper and a number of other antique and auto-related items were sold as well.

More than 175 bidders were registered for the sale with registrants from the Virgin Islands, Germany, England, Finland and Japan as well as from throughout the United States.

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Million Dollar Farm

Land Auction Conducted

On Saturday, July 20, 2,244 acres of farmland in White County, Ill., was sold at auction for \$1,170,880. The land was sold for the Charles Ford Memorial Home, New Harmony, Ind., and the auction was conducted by the Curran Miller Auction & Realty Co., Evansville, Ind.

As in nearly all successful auctions a great deal of preparation took place prior to auction day. A 12-page, 8½ x 11 brochure, describing the land, illustrated with actual photos and engineer's drawings and giving terms of the auction, was prepared and distributed.

Advertising was carried in the Wall Street Journal, Chicago Tribune, Indianapolis Star, St. Louis Post Dispatch, Louisville Courier & Journal as well as Evansville and other local newspapers. The auction was conducted in a large, new, candy-striped tent that had been erected on one of the five parcels that were sold.

The Miller firm reports an increase each year in the number of real estate auctions conducted by the firm. Earlier this year they sold seven parcels of real estate for the Cook Heirs, New Harmony,

Ind., for \$300,000. The firm also conducts regular weekly auctions at its 9,000 sq. ft. Auction Mart building in addition to exclusive antique auctions, special contractors tool and farm equipment sales.



This new candy-striped circus tent on the Wabash River bottoms was the scene of a million dollar land auction on July 20. Top picture shows members of the Curran Miller Auction & Realty Co., Evansville, Ind., during the conduct of the auction. Bottom indicates the interest in the auction by a large attendance, most of whom were not bidders.

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

By Russell Kruse

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

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Much Interest Shown In Vintage Auto Show

Some 70 cars were exhibited at a Show-Swap Meet-Auction held at the Village Shopping Center parking lot in Oklahoma City, June 22-23. Included were such rare items as a 1916 Ford T Speedster, 48 Buick Super Convertible, 61 Jaguar XK-150 Coupe, 35 Morris Taxi, 28 Ford Roadster Pickup, and a 50 Bentley Station Wagon.

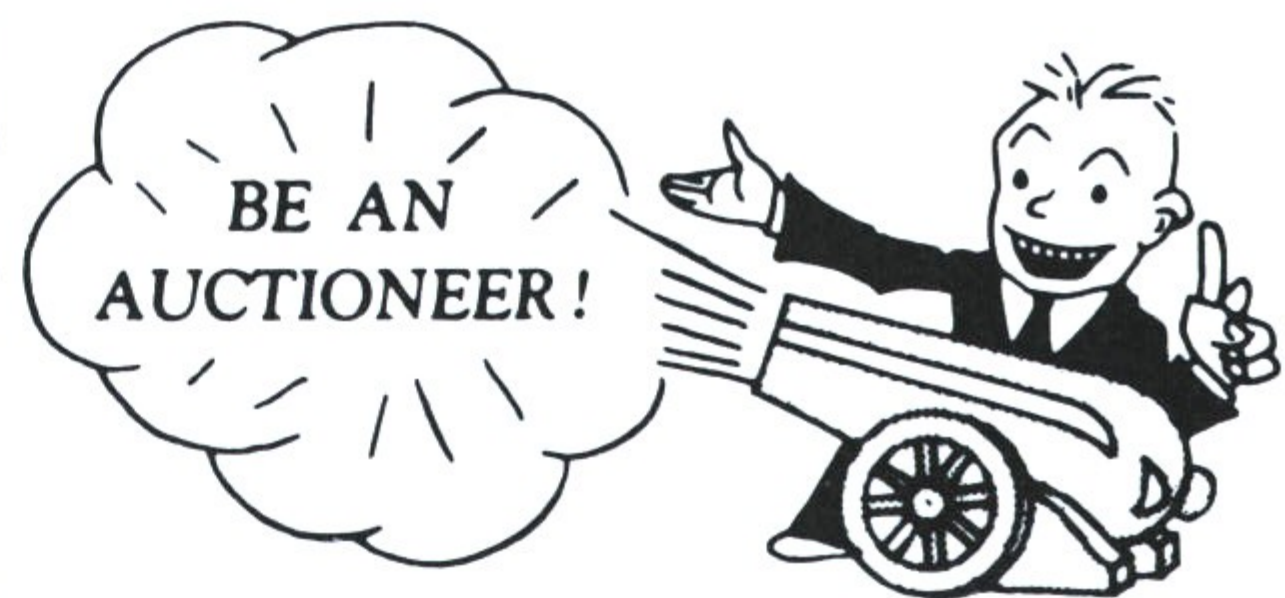
Many of the cars were for show only and not for sale. However, it was a 1929 Model A Ford Coupe that topped the auction conducted by NAA members Roy Georgia and Paul Anglin, at \$2,775. In reporting the event, Col. Georgia said it wasn't necessary to spend thousands to own a "new" old car.

A 1958 Edsel Ranger brought \$380; a 1953 Ford, \$900; 1942 Buick 4 door, \$750; a 1960 Chevrolet Bel Air, \$230; a 1948 Buick Super 4 door, \$705; and a 1946 Dodge pickup brought \$150.

Plans are being made to hold a similar event June 22-23, 1975.

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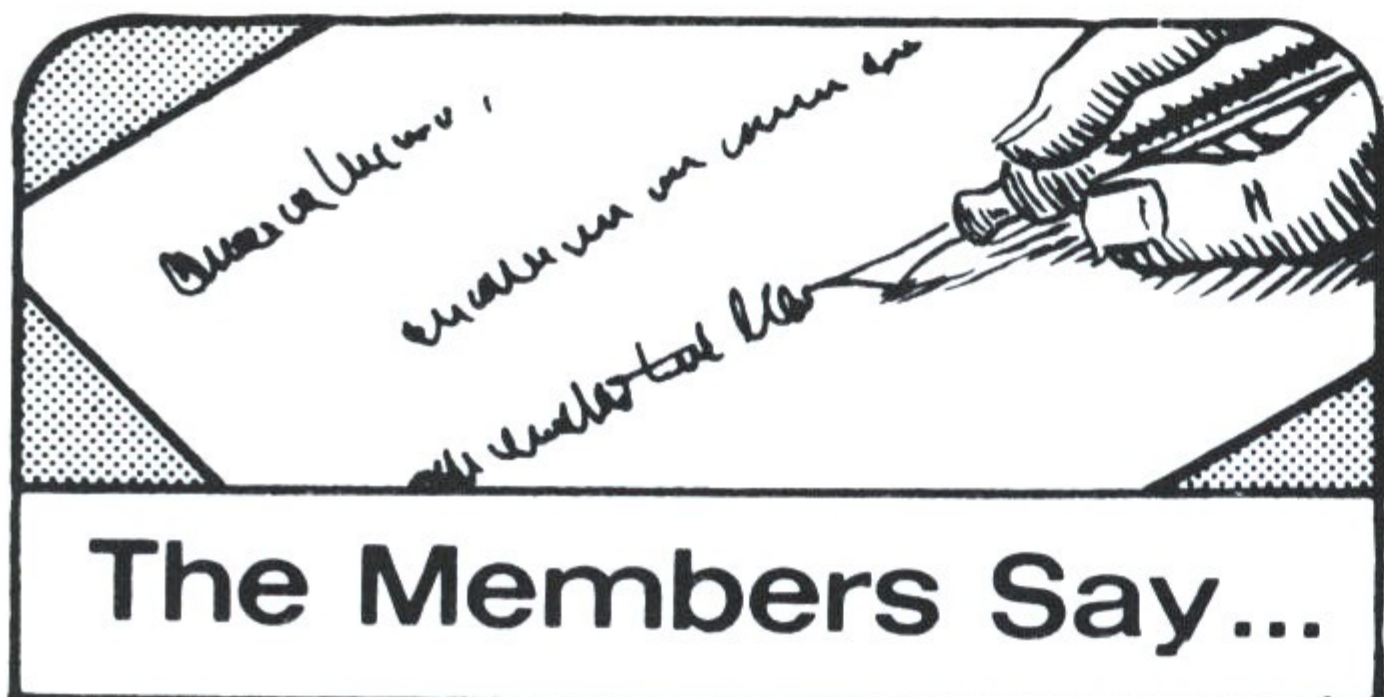
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Ladies Auxilliary to the NAA



Dear Bernard:

The mail is very pleasant to receive this date. I shall always cherish the "Advertising Contest Plaque" of the Real Estate Division, Color. Please accept for all those involved, my most sincere "thanks".

I am very sorry that unforeseen circumstances arose that made the convention out of bounds, perhaps next year.

The championship plaque is truly a fine reward for the painstaking effort that I feel should go into every auction brochure. I'm sure the competition must have been keen. Once again, I humbly express my sincere gratitude.

Don Legere
Legere Auction &
Realty, Inc.
Hays, Kansas

Dear Bernie:

I have just returned from Medora by way of a yellow school bus, a plane from Bismarck to Minneapolis to Chicago and into Cincinnati, and I really have had a wonderful time, "different" to say the least. But, as I came along, I was set for anything, from the rodeo, to a trailride on a very sturdy quarterhorse (I'm 230 lbs.) to a very fine buffalo barbeque.

I am a 15 year veteran of the Cincinnati Police Department and a 1967 graduate of Reppert's School of Auctioneering. My first convention was last year in St. Petersburg, where I made friends with some of the finest American citizens in these good old United States.

I came to the convention on the 22nd of July, two days after attending the funeral and burial of one of my fellow Police Officers who was killed a few days before in the line of duty.

I tell you this, Bernie, because I was at the amphitheater during the Tuesday night show and, as I sat there with an

auctioneer friend from Kentucky looking out over the plains watching two buffalo graze and lightening off in the far distance and topped off with the patriotic songs sung at this time, I felt a very strong and warm feeling as I sat and thought of where I was then, where I had been a few days before and how life will and must go on and looking around and seeing some great people, like the C. B. McCarters, the George Wittstadts from Maryland, the Robert Glass's from Connecticut and all the other fine people I've met, who you know will make it go on. The only thing I could think of was the words in the good old American song made famous by Kate Smith, "God bless America, land that I love, stand beside her, and guide her through the night with the light from above."

If all goes well I hope to see you all in Louisville, Ky., next year. If there is anything I can do for any out-of-towners heading towards Louisville and passing through Cincinnati, please feel free to call on me for help.

Your friend,
Gene Simpkins
Cincinnati, Ohio

Dear Col. Hart:

After all these years I am sure this small amount of increase will hurt no auctioneer and I am sure you will have no complaints from any auctioneer, if you do then he should not be in the auction business.

I have been a member since 1961, have met all the pro's in the business from Indiana at Reppert Auction School to the European states throughout the world, and they all think that we belong to one of the best, honest, sincere organizations in the U.S.A. So keep up your good hard work Bernard, for we all love you sincerely, you have made our organization grow from Indiana to Nebraska, with one of the best well organized monthly magazines we all appreciate. Thank you.

One of your National
Comrades,
Emil Iwanski
Chicago, Ill.

Dear Mr. Hart:

Just a note included with my renewal check. We would like to congratulate you and your associates on the fine job you are doing in promoting our profession. I sincerely believe that we should legislate for higher educational requirements in all states for starting auctioneers, more and tougher tests for the states to issue a license and a longer period of study in the auction schools. Thank you, and I hope to be at the convention this year.

Very truly yours,
Everett Fidler
Xenia, Ohio

Dear Bernie:

Arrived home safely. Had a wonderful time. You and Bob put on a great convention. Many thanks for your courtesies and help at Medora. Richard, Lynn, Mildred and myself appreciate everything.

Sincerely,
Clay Hess,
Collegeville, Penn.

Dear Col. Hart:

I am sending my check for dues and Booster Page. I hope to see you in July. My son told me a few days ago he would be ready to get me to the NAA Convention when the time came.

I am having plenty of sales for which I thank God and the people. I have a sale every Tuesday at Stegler, Okla., at 9:00 A.M. and one at my place in Red Oak every Saturday, 12:30 P.M. You can see by the bill I am sending that I have a lot to do. I put in a lot of time in my store.

May the Lord bless you till we see you again.

Your friend,
F. E. Springer
Red Oak, Okla.

Hello, Col. Bernie:

Been a little busy the last three months but enclosed is my check for renewal. Please send me a few membership applications. I sure hope the last boy I sponsored makes a good NAA member.

News Item #1 — C. H. Roseman sold his last sale May 15. We in Illinois knew him as "Rosy". He passed away after 45 years of auctioneering. A true auctioneer, "Rosy" booked a sale on his wedding day. He loved to sell livestock and sold at the East St. Louis Stockyards

for years. We worked together for a long time and I still find myself looking around for him to show up for the sale.

News Item #2 — I was very proud and amazed since my first day at Missouri Auction School, Class of July, 1968. I sold for a while at a benefit auction for Boys Town of Missouri with 36,001 bid cards out! What a crowd, that took some looking.

Sincerely,
Johnnie O'Fallon
Hartford, Ill.

Dear Col. Hart:

Enclosed is \$25.00 for renewal of NAA membership plus Booster page listing. Who says auctioneering does not pay off? I have just been elected "Citizen of The Week", due to my auctioneering for Charity Auctions, Church, Schools, Fraternal organizations and the Future Farmer's of America, who presented me with an Honorary Membership.

I will see you at the National Convention in Medora.

Sincerely,
Charles Phelps,
Ashton, Idaho

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Enthusiastic "ground-man" in red, white and blue, calls in a bid from the audience in "The Great Atlanta Auction."

Great Atlanta Auction Markets Real Estate

Miles from their actual sites and miles from their offices, real estate properties and investors met at the Great Atlanta Auction, the largest real estate auction ever held in the South.

Thirty-nine scattered properties were introduced to prospective buyers as the auction began at the Sheraton Northlake Motor Inn in Atlanta on June 29. And matches were made, property to buyer, as \$12 million fell under the auctioneers' hammer. Final negotiations now are being completed on these transactions. Apartments, mini-cinemas, raw land and rapid transit properties were chosen by investors.

The auction drew a crowd of about 300 registered bidders, and of these, some 75 had traveled to the Atlanta auction from out of state. They participated in the success of this new marketing approach to real estate, the grouping of many sale properties in one auction.

Commercial properties, raw land, rapid transit sites were grouped separately for bidding, and the commercial properties — theaters, apartment complexes —

generated the greatest response from bidders and buyers.

Dixieland Auction Company, Inc., served as broker for the auction. Auctioneers were J. D. Milhorn and Joe Milhorn, of Bristol, Tenn. Both are members of the National Auctioneers Association and Tennessee Auctioneers Association.

Bidding continued from mid-morning until late evening as investors weighed the merits of the sale properties — most of them located within a 25-mile radius of Atlanta, but some as distant as Alabama.

Red, white and blue were the dominant colors of the outfits of auctioneers and other auction personnel. Straw hats topped off the festive "Dixieland" theme.

Sponsors and auctioneers were pleased with the success of the auction. Tight money, high interest rates, inflation — some of the underlying factors which prompted such a massive assemblage of varied properties, are likely to continue for some months.

And the auction sponsors are working hard again as they prepare to follow their summer success with the "Second Great Atlanta Auction" in early fall.

Iowa Auctioneer Marks 40 Years of Selling

On July 10, 1934, young Bart Bielenberg, Schleswig, Ia., graduated from the Reppert Auction School, Decatur, Ind. After graduation he worked with other auctioneers in the area to gain experience. Today, this same man is one of the most successful and sought-after auctioneers in western Iowa.

His twin brother, Ben, graduated from the same school a year later. For 30 years it was Bielenberg & Bielenberg, Auctioneers. Ben moved to Texas 10 years ago but Bart's son, Don, attended the Reppert School in 1972 and now it is Bart and Don Bielenberg, Auctioneers.

Bart has sold almost everything during the past 40 years. He enjoys being an auctioneer and likes to sell for you can find him crying a sale on a hot summer day with the mercury near the 100 mark or in the winter when it is below zero. And he is a long time member of the National Auctioneers Association and the Iowa Auctioneers Association.

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Rain Fails to Dampen Spirits at Large Indiana Antique Auction

By Carol Lee

Goshen, Ind. — Veteran auctioneer, Romaine Sherman and associate, Dwight Miller along with Rollin Hostetler, clerk, teamed up to efficiently handle the June 22 public auction of the Elizabeth Hastings Guardianship. The crowd was large in spite of the rain which fell heavily throughout the day. The sale had been advertised in all local papers as well as many area antique publications.

Elizabeth Hastings was a daughter of the Allertons who owned one of the finest hotels in Northern Indiana located in Goshen and known as the Allerton Hotel. Later it became the Goshen Hotel and has since been razed. Mrs. Hastings is a patient in a local nursing home and her home furnishings and antiques were placed on sale at auction by the Salem Bank and Trust Company, administrators.

Umbrellas were in abundance and everyone resembled Mary Poppins as the wind kept lifting and tugging the umbrellas high in the air. Large pieces of plastic covered every table of goods and each piece of furniture so that pre-scanning of items was difficult. Many of the finer pieces were kept inside until their sale. This hampered the sale price of individual pieces as many people were skeptical of spending large amounts for items they had not examined previously. Col. Sherman ordered the largest piece of plastic available and it was rolled out over the crowd's head and held down by the lucky people on the outer edges to provide some shelter from the chilling rain. Umbrellas were used to hold the plastic high overhead allowing for clear vision between auctioneer and bidder.

Mrs. Hastings' home contained many fine Oriental antiques; handmade, ornate furniture; valuable collectable pieces — many signed; and in itself was unique. The front room contained a large white all-marble fireplace and an open winding stairway.

Highest single price for the day was a bid of \$1,000 for a large grandfather clock that came from Marshall Field and Company in Chicago. Among the more noteworthy items sold in addition were:

a large marble base oil lamp with a frosted shade, cut design, and prisms at least six inches long, electrified, at \$235; a Victorian fainting couch with carved grape clusters adorning the back at \$275; individual hand carved decorated parlor chairs, many with grape clusters, caster feet, brought from \$170 to \$200 each; a large triple curved back, ornately carved decoration, love seat at \$375 and a beautiful bookcase/secretary/desk combination with curved glass door which brought \$575.

A Tiffany lamp with round globe shade and cloisonne base was bid off at \$525 and the unique hand carved oval table it sat upon made another bidder happy for \$500.

Several clocks were sold, among which was a banjo clock with hand-painted pictures of Mt. Vernon and President Washington. It had a golden eagle perched on the top and was made by Waltham. The final figure was \$260. Another unusual round porcelain watch-shape clock with hand painting and a fine gold chain attached for hanging brought only \$35. There were numerous oil paintings and water colors. One oil painting, signed and dated 1885, was of sheep grazing and the coloring was delightful. It sold for \$75. Other paintings ranged in price from \$30 to \$50 each, including a Morcroft oil of a woman and child.

Sterling silver pieces were in abundance, many having come from the hotel and bearing the Allerton initials. A large heavy silver tea and coffee set consisting of six pieces in the berry pattern was dated 1858 and went for \$165. A sterling flower basket/vase was signed and covered with an all-over hammered design including the handle. Final price was \$42.50.

A collection of dolls included handmade, Oriental dolls, each in original Oriental dress. A pair of Mandarin dolls with colorful brocaded clothing were sold for \$12.50. A Japanese boy doll with bisque head and moving eyes, original clothing, went for \$22.50. Two small

hand-sewn flapper girls with beaded fringed dresses brought \$10.

Many old books with leather covers and marbelized pages were sold individually or by the box. An 1881 **History of Elkhart County** brought \$27.50 and two copies of the 1893 **Memories of Elkhart and St. Joe Counties** were sold at \$20 and \$22.50 each.

The increasingly popular wicker furniture consisted of chairs, rockers, hamper, etc. Prices here were fair, ranging from \$10 to \$22.50 each.

The one-of-a-kind walnut round table with six leaves, hand carved claw foot base, was massive. It will grace a well-known Goshen home at the purchase price of \$500.

This was one of the most unusual auction sales to be held in the area and each piece offered was an original, unique and rare item. The Allerton family must have traveled widely and collected pieces wherever they went. It will be a long time before this type and quality of merchandise is offered at public auction in a quantity such as this was. Persons who braved the miserable steady rain and soggy, muddy, feet were well rewarded by the good buys they hauled home. If it

had been a sunshiny day as had been forecast many more people would have turned out and pushed the final sale total far beyond the \$12,229 figure recorded for the day.

Auctioneers Sherman and Miller are to be admired for their performance under these conditions — their calm, efficient handling of the disgruntled crowd and their snappy wit which was apparent throughout the sale. Col. Sherman has been crying sales in the Goshen area since 1936 and Miller joined him in 1967-68 when the demand and size of auction sales became large enough to warrant having a partner. Basically known as a farm sale, sale barn auctioneer, Sherman is more and more in demand for estate and antique sales. His following is large and his advertising, management, etc., of a sale are all anyone could desire. He has the experience and the know-how. Miller was wise to join up with him and has benefited greatly by Sherman's guidance. Two, more honest, honorable, qualified auctioneers cannot be found in the Goshen area. They are a credit to the auction business.

MEDIOCRITY

Mediocrity is the result of a man settling for an existence rather than a life, and being content with getting by rather than going somewhere.

MUSIC

The old man at a party bowed his head and wept quietly as a young lady with an awful voice sang "My Old Kentucky Home." The hostess tiptoed up to the old gentleman and asked sympathetically, "Are you a Kentuckian?"

"No, madam," replied the tearful old man, "I'm a musician."

LEADERS

A leader's task is not only to teach what is to be done, but also teach the spirit in which it is to be done. — Elvice Strong.

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The Lighter Side...

SPEAKER

As the speaker droned on in a steady monotone, a member of the audience fell asleep. He aroused suddenly, sleepily whispered to the convention delegate beside him: "He isn't done yet?"

"He was done an hour ago," said the delegate, "but he's still talking."

SUPPLIES

Young Israeli applied for enlistment into his country's navy. When he was accepted, he asked about his uniform.

"Sorry," said the navy recruiter, "our budget doesn't provide for uniforms. Just wear your regular shirt and we'll give you a navy insignia to sew on it."

"How about a hat?" asked the new recruit. "No hats," was the reply. "We'll give you a patch for your own hat. Incidentally, can you swim?"

"What!" exclaimed the recruit, "you don't have ships either?"

FIRST AID

A workman fell three stories from his scaffolding as he tried to put up a convention banner. "Water — get him water!" shouted the foreman. The dazed worker looked up. "How far do you have to fall for whiskey?"

EDUCATION

"And what did Mama's precious little darling learn at school today?" asked the doting mother as her son arrived home.

"Well, for one thing," answered Percy, "I learned a couple of kids not to call me Mama's precious little darling."

SALARY

Small, rural church had its money troubles. Yet, at the regular meeting of the board of deacons there was some talk of giving the pastor a long-delayed increase in salary. The pastor opposed the idea.

"Brothers," he said, "I don't want you to raise my salary any more. I'm having too much trouble raising what you are already paying me."

COLLISION

"A collision is when two things come together unexpectedly," explained a teacher to her class.

"We've had a collision at our house," responded a small boy in the back of the room.

"Whatever do you mean?" asked the puzzled teacher.

"Well," explained the youngster, "Mother just had twins this morning."

END QUOTE

During a Sunday school class, the teacher asked seven-year-old Johnny to finish the quotation, "Cast thy bread upon the waters . . ."

With much enthusiasm the boy answered ". . . and you'll be arrested for polluting".

REFLECTIONS

The life that has no time to reflect — to count its blessings, to consider its course, to check up on its priorities — is too busy. Whatever it may be doing, it could do better.

SACRIFICE

Father suggested that his son give up something for Lent — something that would really hurt, such as candy. The boy hesitated and finally asked what his father was giving up.

"Both your mother and I are giving up liquor," replied the father.

"But before dinner you were drinking," said the son.

"Yes," acknowledged the father. "That was sherry. We gave up hard liquor."

The boy thought about that for a minute then said, "Well, I think I'll give up hard candy."

LETTER TO THE EDITOR

"My wife was about to divorce me until she read a touching article in your magazine about the evils of a broken home," wrote the subscriber to the magazine editor.

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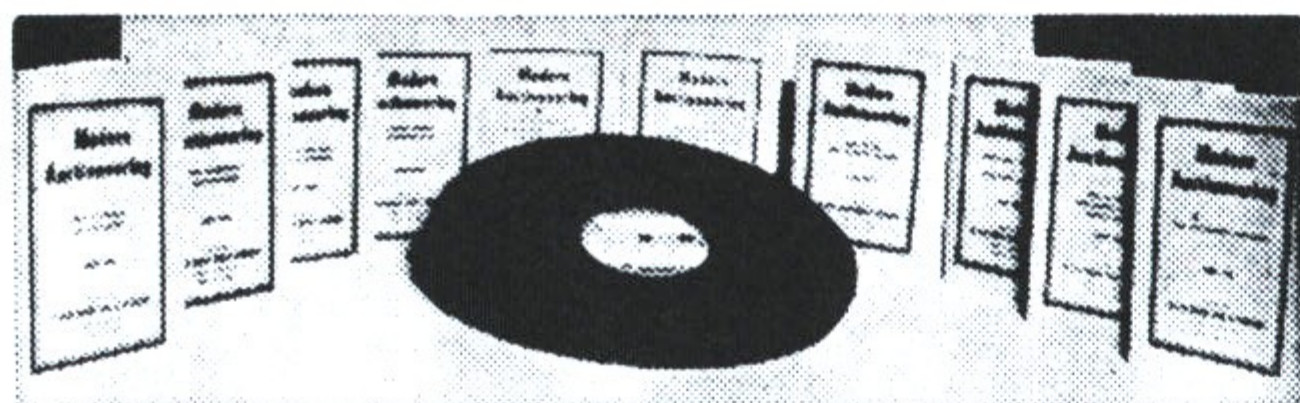
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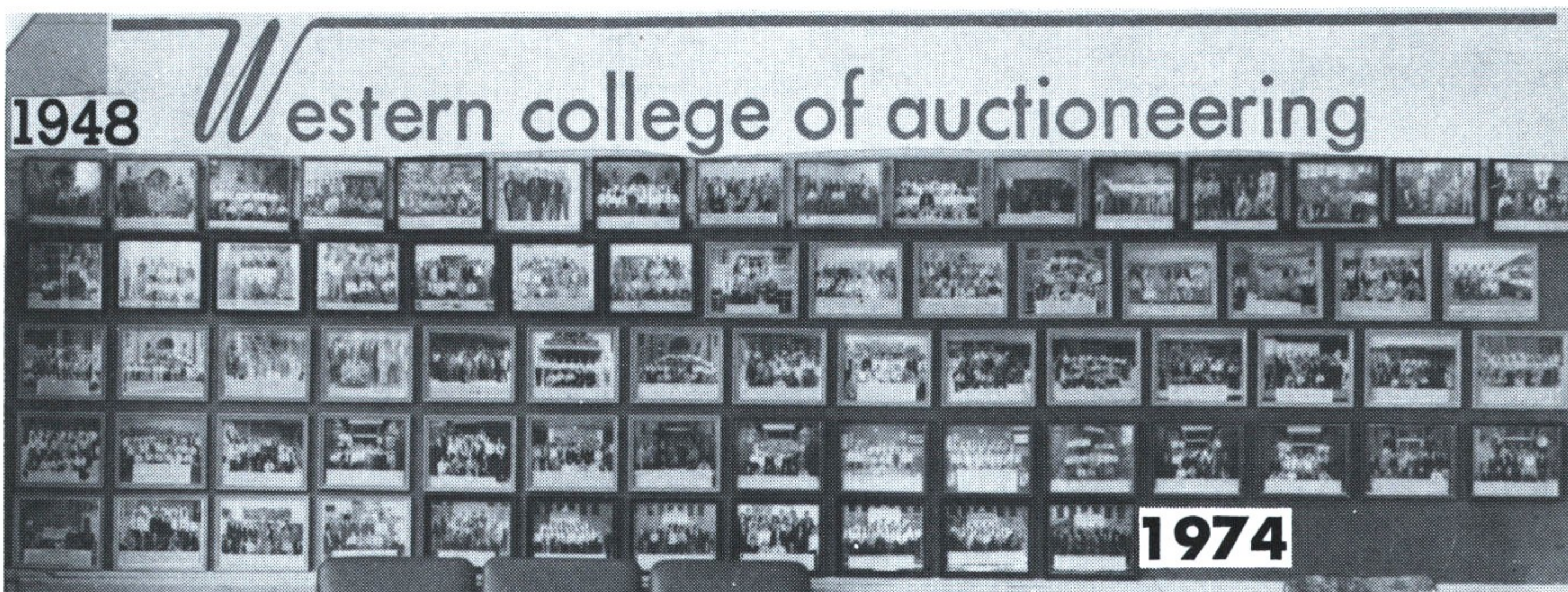
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9,000 Tickets (1/3 White, Green & Card) . . . \$17.50
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STANDARD CLERKING SHEETS . . . Form No. CLS-2

8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

STANDARD CASHIER'S STATEMENT . . Form No. CAS-1.

2 part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".

\$1.50 per pad, 10 pads @ \$1.25 ea., 20 or more @ \$1.00 ea.

EQUIPMENT AUCTION TAGS . . . Form No. EAT-59

3 part perforated tag with hole on top. Space to mark lot number on all 3 sections. 2½x5".

1,000 Tags \$9.75 5,000 Tags \$42.50

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BUYER CARDS . . . Form No. BC-70

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.

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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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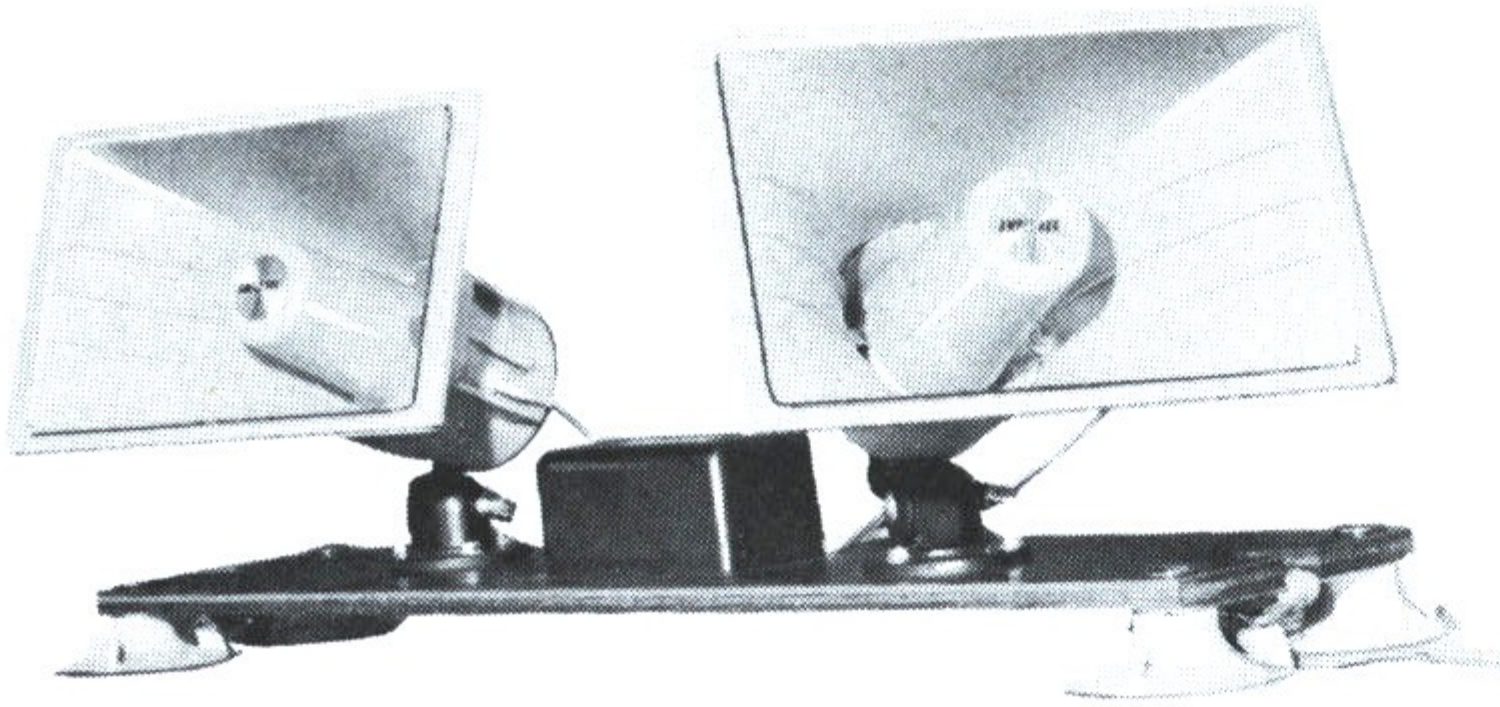
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