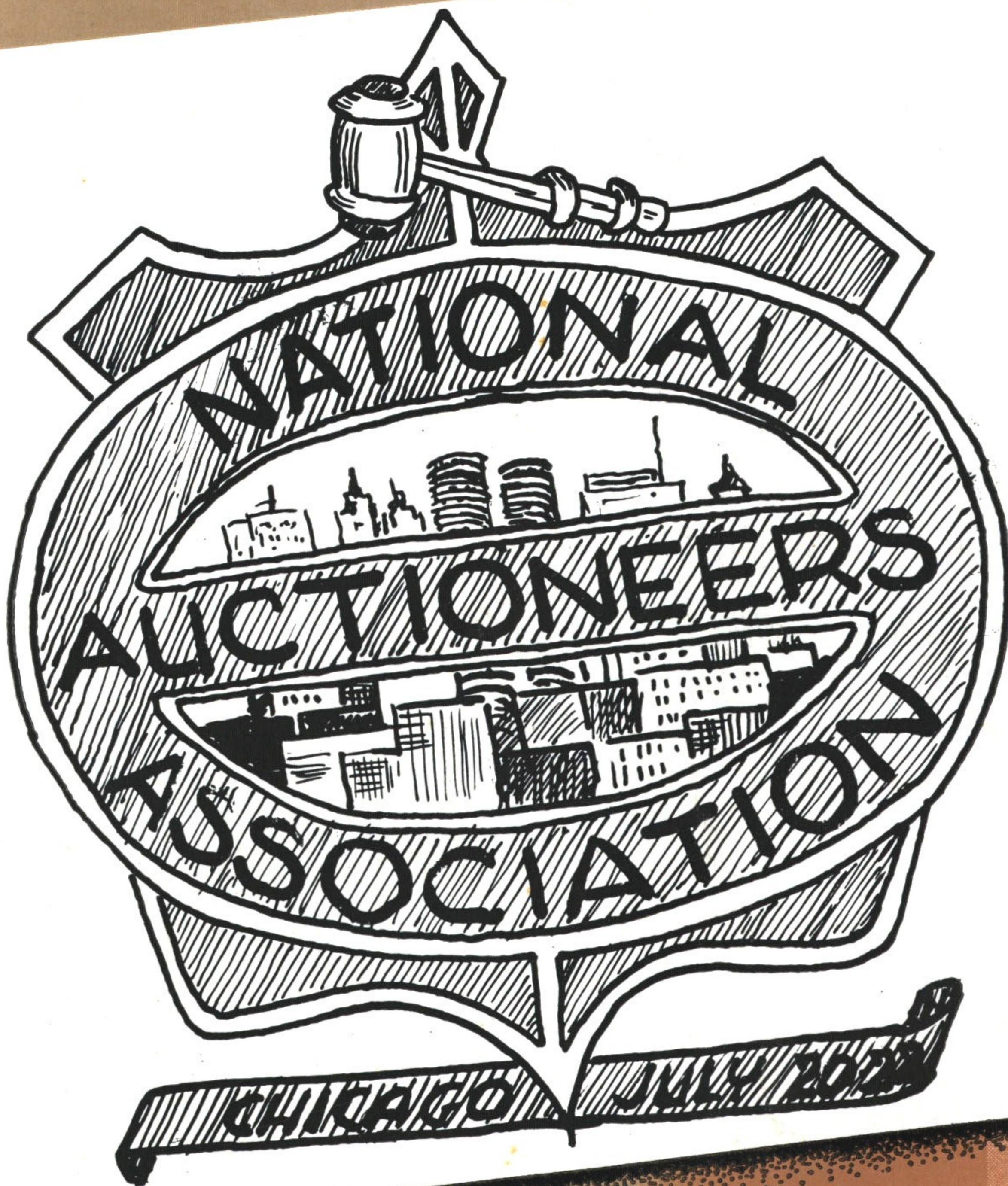


the AUCTIONEER



VOL. XVIII
JULY

NO. 7
1967

Let There Be No Doubt!



who is in charge of the sale!

Be recognized instantly at the Convention in Chicago by the hat you wear!

If all the fellows who are now owners of "THE AUCTIONEER" will wear them to the Convention we will be readily recognized as a profession. If you have already received your hat, please wear it. If not, order yours today. We have most sizes in stock and can ship immediately.

If you order more than one hat and in different sizes, please tell us the name of the man who will wear it as we put the name of the owner in the sweatband.

Both winter (felt) and summer (imported Kenya) are available in 2", 2³/₈" and 2⁵/₈" brims.

Order you hat today. Just \$11.95 plus 3% sales tax.

We will see you-all in Chicago.

COL. W. CRAIG LAWING

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THE AUCTIONEER
is the
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of
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The Editor reserves the right to accept or reject any material submitted for publication.

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Auctioneers Are People

By FREDERICK BETHEL

Auctioneers are people. Some auctioneers are public - spirited community-minded people, in the bargain. Such a one is Louis L. Stambler, resident of Hawaii for the past 15 years, past president of the Waikiki Lions and recent Governor - appointed member of a State commission. Lou Stambler not only has a knack for gleaning dollars out of any group of prospective buyers but when it comes to one of his pet charities, the dollars are surrendered with a smile!

We refer, of course, to the annual cancer benefit auction staged by the indomitable Stambler in the historic Banyan Court of Waikik's Moana Surf Rider Hotel. This year's annual event—his sixth—was staged with the usual hoop-la and colorful gimmicks to the delight of the 1,500 tourists assembled immediately following presentation of the "Hawaii Calls" radio show.

This year the Oahu Unit of the American Cancer Society has Lou Stambler and his wife, Ruth, to thank for something in excess of \$5,600 for the Cancer Fund.

Where does the merchandise come from?

Weeks before the event both Mr. and Mrs. Stambler black out their own business pursuits and buttonhole, telephone, cajole and-or pleasantly ask for donations from local merchants, wholesalers, restaurateurs, travel agencies, and even Los Vegas hostelryes.

Where does the merchandise go?

Waikiki tourists, seasoned travelers that they are, know a bargain when they see one. Their bids come in thick and fast on such articles as beach wear, candies, pets, home - installed soda fountains, jewelry, art works, and yes, even a Geiger counter!



Honolulu auctioneer, Lou Stambler, "in action" at this year's sale for the benefit of the American Cancer Society (Hawaii Division). Col. Stambler's talents have produced one of the best auctions of its type, year after year, for the Society.

Where does the money go?

Every cent, the Stamblers turn over to the cancer fund. It is used in such diverse projects as smoking and health education in the Honolulu schools. The money also goes for a program of service to cancer patients and it goes to provide fellowship grants and a continuing program of cancer research at the University of Hawaii.

Yes, auctioneers are people. This country could use more Stamblers!

South Dakotans Have Outstanding Meeting

Auctioneers and their wives will long remember the Annual Convention of the South Dakota Auctioneers Association they attended in Aberdeen, June 10. Program, entertainment and fellows hip were all unexcelled and the full participation of those in attendance — and the attendance was good—combined to make it a milestone in the progress of the organization.

Cecil Emrich, Norfolk, Nebr., was the featured speaker of the day and his remarks were timely and well received. Emrich, one of the owners of the world's largest livestock auction, is the first auctioneer to become President of the National Livestock and Meat Board.

The day-long program began with President Ole Hall calling upon South Dakota auctioneer, Fred Hallberg, to pronounce the invocation. Mayor Clifton Hurlbert of Aberdeen, along with a representative of the Chamber of Commerce, welcomed the group to the city.

Bernard Hart, Secretary of the National Auctioneers Association, told of the opportunities lying ahead in the business of auction selling and called attention to future plans and goals of the national organization.

At noon, the ladies present enjoyed a pool-side luncheon and style show. Door prizes were also awarded.

Ray Larson, advertising manager of THE DAKOTA FARMER, gave some ideas on auction sale advertising and this was discussed also by various members as well as the Uniform Com-

mercial Code which becomes effective in South Dakota, July 1.

A Fun Auction and a dance with music furnished by The Happy Dutchmen, completed the enjoyable day. The Fun Auction was especially successful with items selling for fabulous prices.

Fred McFarland, Sturgis, was elected as the new President. Bob Peterson, Aurora, was named Vice President, and Gilbert Wagner, Reliance, was re-elected Secretary - Treasurer.

W. J. Kirkpatrick, Belle Fourche; and Irvin Salzer, Pollock, were elected to the Executive Council. Rapid City was favored as the site of the group's 1968 convention.

Delbert Winchester To "Hall of Fame"

Delbert Winchester, prominent auctioneer of Enid, Okla., has been inducted into the "Hall of Fame" for distinguished graduates of the Oklahoma State University animal science department. Recognition came during the university's 41st annual Feeder Day.

Winchester was the fortieth of the department's graduates to receive the special recognition since the award was established in 1949. The list includes ranchers, feeders, livestock breeders, packing industry men, researchers, teachers, and others in work related to the livestock industry.

A graduate of Oklahoma State in 1938, Winchester has been an auctioneer for the past 21 years. He was born and reared near Waukomis, Okla., and in his 4-H career amassed quite a record with the sheep he fitted and exhibited. After his graduation from college he served for a time as a vocational agriculture teacher.

Winchester is a past president of the Oklahoma Farm and Land Brokers Institute, a past president of the Oklahoma State Auctioneers Association, a member of the National Auctioneers Association and addressed the 1965 National Auctioneers Convention on "Real Estate at Auction."

Convention Time

BY JOHN A. OVERTON

The N.A.A. Convention in Chicago should be the climax of the year for every auctioneer who believes in himself, his profession and his Association! Where else will he find 500 auctioneers in one group? Where can he meet dozens of auctioneers from all parts of his country who have experienced the same problems he has been up against,



JOHN A. OVERTON

and found an answer? More important, he'll try his best to help any auctioneer he can. I once heard an auctioneer remark that he learned more at the first convention he attended than he'd learned in ten years of "going it alone."

Anyone can learn by just attending and listening to the speakers, the question and answer discussions — the various speakers giving you the benefit of their years of success and learning how they overcame their problems. It's much cheaper to learn by someone else's experience!

About the only source of new ideas, new methods, new approaches, new ways to increase your income, new

ways of being of more service, to keep you up to date — to keep you ahead of your competitor who doesn't need any new ideas or education! Where else can you find out what's going on in the 50 states, Canada, and Mexico, in our profession

The first convention I ever attended, one of the speakers told of a problem in his auction house, and if I hadn't known he couldn't have known of my problem, I would have thought he'd been to one of our sales!

It was simple, it was smart, it saved about \$100.00 a month and gave better service than the way we'd been doing it.

I've heard so many auctioneers say that they owed a good portion of their success to things they had learned from attending the conventions.

It's a time to see old friends, to enjoy rubbing shoulders with men that live, eat and talk "The White Heat of Selling" — auctioneering.

One couldn't associate for four days with hundreds of men in the same wonderful profession and just listen and fail to gain knowledge that would be both beneficial and profitable.

We always combine our vacation with the convention which makes it doubly enjoyable, as well as a business expense and it's the only business expense that I can think of that is an enjoyable one!

This year should be a most enjoyable one since we are a Corporation for the first time and are now officially a non-profit organization.

We will probably decide on when and where our National Headquarters will be located!

Don't forget that your local paper will give you some free publicity if you let them know where and when the

convention is, and that you are attending. It also might be of interest to them to know that ours is one of the few family conventions where no liquor is served, but knowledge is to be gained for you and your entire family's increased income and stature in your own community!

Be smart — Be in Chicago at the Pick-Congress Hotel on July 19, 20, 21 and 22, and you'll never miss another convention of the N.A.A.

We'll be there Wednesday and hope to see you all.

It used to be when a son would start out in the world on his own, dad would tell him not to take any wooden nickels.

Today, the smart father tells his son to get all the wooden nickels he can—the lumber in each is now worth 7c.

South Africa Beef Marketed By Auction

South African livestock producers market more than two-thirds of the nation's slaughter beef through carcass auctions, according to John Cholis, editor of WESTERN LIVESTOCK JOURNAL.

Producers consign cattle to a commission firm of their choice; cattle are slaughtered at municipally - owned abattoirs; producer pays commission firm 5 per cent of carcass auction value as marketing fee and also yardage and slaughtering charges.

Carcasses are hung "on the rail" in rows and are sold by auction to the processors. Cholis has recently returned from a visit to South Africa, where he observed methods of producing and marketing beef in that country.

Enthusiasm - 1967 Style

Talk about enthusiasm! Wisconsin area auctioneers who missed their 1967 convention, June 13-14 in Eau Claire, missed out on a rare treat.

Our 1967 National Convention Chairman, Fred Quick, gave one of the most enthusiastic talks that I can ever remember hearing. Any successful auctioneer must have lots of enthusiasm. In order to get a message across to any audience (at a sale or a convention) a speaker must be informed, interested and interesting.

Fred Quick was all of these. His subject was the forthcoming NAA convention in Chicago, just a few weeks away. Col. Quick informed those in attendance of each day's activities in detail. His enthusiasm carried through from start to finish. Each day's Program for men, ladies and young people was covered. By the time he had completed his remarks at least one person (and I think many more) in attendance wanted the convention to start tomorrow!

I'm sure that even if a small amount of this enthusiastic approach has rubbed off on his fellow Illinois Auctioneers, we have in store for us another great convention. If you are in the auction profession and intend to stay in it, you can't afford to miss it!

Bob Penfield
2nd Vice President, NAA

A Night With The Stars

Friday night at our National Convention, Dave Malcolm Enterprises in co-operation with our own Jimmy Thompson, will present the finest array of talent that has ever entertained our group. Mr. Malcolm has entitled his special production for NAA registrants "A Night With The Stars."

Some of these stars are pictured, herewith. We will give you a brief resume of the entire cast.

THE HUNGRY THREE — Chicago-land's finest musical entertaining trio. They offer everything in the world of music and song.

JOE KOVATS ORCHESTRA — An outstanding musical aggregation currently featured at Mangam's Chateau. They will furnish music for dancing after the Show.

THE AUSTINS — Jeff and Susan Austin are National Trampoline Champions. They offer a solid, fast-moving act that will set the pace for the entire program.



LOU PROHUT



LINDA MERRILL and BOB HOPE

LOU PROHUT — Without question, the greatest single accordionist in the Nation. Star of his own "Polka Go-Round" on ABC-TV for two years. Currently in his sixth year as one of the highlights of Don McNeil's Breakfast Club on coast to coast radio.

LINDA MERRILL — The sensational singing star with A.M.R. Records. A tremendous personality that has been appearing with all the great stars of the entertainment industry.

CELESTE EVANS — "The Beauty of Magic" offers the most unusual presentation in the world. Her background of international appearances attest to her impact.

JIMMY JAMES — The brightest new comedy star of today. Anything can happen and most probably will as he delivers a stream of laughs from start to finish. He, too, has a great radio



CELESTE EVANS

and television background and he will also serve as Master of Ceremonies.

It was the thoughts of the Convention Committee that we should bring our registrants entertainment that they could only enjoy at a memorable occasion such as our National Convention. Nothing has been spared in bringing this great group of Stars together in one Show. This is just another of the many reasons why no auctioneer and his family dare miss this National Convention in Chicago, July 20-22.

\$20,000 Race Horse

Leo Bar, AAA race horse and reserve champion stallion at halter at the only show he was shown, sold for \$20,000. Buyer was E. G. Young of CBA Ranch, Circleville, Utah.

This was the top price recorded in the dispersal auction of the Leo Bar Syndicate, held at Fresno, Calif. Dean Parker was the auctioneer.

Kansans Record A Fine Convention

The Ramada Inn, Hays, Kansas, was the scene of another successful meeting of the Kansas Auctioneers Association, May 27-28. Attendance practically overflowed the meeting room facilities.

Old man weather also cooperated as the evening of May 27 was exceptionally cool and a welcome relief from temperatures that had been in the 90's during the week. In fact, it turned so cool that it became necessary to move the pool-side Buffet Dinner to an indoor location. This, along with a fun auction and lots of fellowship, constituted the initial portion of the Program.

President, Marvin Mayers, called the gathering to order at 10:00 A.M. May 28, and introduced Lawrence Welter as Convention Chairman. The forenoon program included a discussion on Real Estate Auctions, led by Joe Gingerich, Hutchinson. Addresses by Bernard Hart, NAA Secretary, and a livestock order buyer from Dodge City, Kas., rounded out the morning's program.

Registrants completely filled the large dining room for the noon meal and enjoyed several musical selections presented by a High School group from Hays.

B. L. Wooley, President of the National Auctioneers Association, was featured speaker of the day and he gave a very inspiring address concerning future plans and goals of the national organization.

A panel discussion concerning real estate auctions was conducted during the afternoon with Jesse Scott, Garden City, Kas., as moderator.

In the election of officers, Lawrence Welter, Manhattan, was the unanimous choice for president. Wilson Hawk, Effingham, was elected Vice President, and Dick Brewer, Mt. Hope, was re-elected Secretary-Treasurer.

Retiring President, Marvin Mayers, Russell; Gerald Zimmer, Beloit; and Bob Jessup, Phillipsburg, were named to three year terms on the Board of Directors.

Manhattan was named as the site for the 1968 Annual Convention.

Convention Information

The most important three days of the year for the National Auctioneers Association and its members are rapidly approaching. These of course are July 20-21-22, the dates of our Annual Convention at the Pick-Congress Hotel in Chicago.

Many, many members and their families have already made their plans for attending this most important event to members of the auction profession. Others are still considering it and weighing the advantages. For quite a few, it will be their first National Auctioneers Convention.

Our Convention is streamlined in accordance with modern desires. It does not stretch out over a full week but only lasts for 2½ days. You need not be away from your business for a long period of time in order to attend. If it is a part of your vacation it gives you ample time to see and do other things.

COST

For the auctioneer who is not firmly established, cost is always a prime factor. However, it is this type auctioneer who can gain so much from attending our National Convention. For that reason we keep convention costs as low as possible.

Our Convention is not a money raising "gimmick." Seldom does it break even for the NAA. Registration fee will be \$40.00 for auctioneer and wife or \$25.00 for the auctioneer who comes alone. Nominal fees will be charged for children over 12. Registration fee will include Luncheon and Buffet Dinner on Thursday, the Variety Show on Friday and the Grand Banquet, Saturday evening. If these mentioned functions were presented on a commercial basis they would cost at least double the price involved in the registration fees.

If you miss the first meal or can't stay for the last one, please don't ask for a special rate. In planning a convention we must plan a package deal. We know all cannot attend all events and we have established our registration fees with this in mind.

Remember, it is not the fault of the

NAA nor of the Convention if you miss part of it, so please don't penalize them.

CONDUCT

The National Auctioneers Association has the reputation of staging one of the finest conventions in the land from the standpoint of member conduct. It is a family convention, entertainment and interesting subjects are provided for all members of the family.

There are no cocktail hours nor open bars and no alcoholic beverages are allowed to be served in any meeting room or at any group Luncheon or Dinner. Hospitality suites or rooms are frowned upon. Feel free to bring your family in order that they may be all the more proud of your chosen profession.

BUSINESS

Our Annual Business Meeting is held on Saturday afternoon. However, most of our business is handled by the Board of Directors and the various Committees. Our time is too limited to have lengthy discussions on the floor that sometimes become heated. The Board of Directors will meet on Wednesday afternoon, preceding the convention. The Committees will meet on Thursday morning and either the Board or the Committees will meet as many times after that as is necessary.

If you have business you think merits discussion, refer it to a Board member or to the Chairman of the proper Committee.

If you work for a man, in Heaven's name, work for him. Stand by him and by the institution he represents. An ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and disparage, then resign your position: when you are outside, damn to your heart's content. But as long as you are part of the institution, do not condemn it. Otherwise, you loosen the tendrils that hold you to the institutions. At the first high wind that comes along, you will be uprooted and blown away—and probably will never know the reason why.—Elbert Hubbard

W. Va. Auctioneers Meet at Cedar Lakes

BY WILSON E. WOODS

The Sixth Annual Convention of West Virginia Auctioneers was held June 10-11, 1967, at West Virginia's beautiful FFA-FHA State Camp, Cedar Lakes. This enjoyable family style convention will be repeated in 1968 at Jacksons Mill, Weston, on June 15-16, if the camp facilities can be reserved.

Officers were re-elected, including Col. W. S. Brock, president; Col. A. G. "Dick" Miller, vice-president; and Col. Wilson E. Woods, secretary - treasurer. Col. Bobby E. Warf and Col. Richard C.

Woodard were returned to the Board of Directors along with new members Col. John Simpkins of Wayne, and Col. Carl Minor of Newell.

The annual FUN AUCTION was hilarious and some of the father - and - son members were present to add to the interest.

The annual address was presented on Sunday afternoon by Col. Woods as he discussed the Psychological and Persuasive Techniques of Auction Selling.

Friendship will not stand the strain of very much good advice for very long.
— Robert Lynd

It often pays to go out on a limb. That's where the fruit is.

ARE YOU AN AUCTIONEER?

Do you aspire to be a top notch, AUCTIONEER

Then please accept the invitation and counsel of an Auctioneer who has been successfully engaged in selling by Auction for more than 65 years, and is still actively engaged in the profession: the year 1936 being one of the most successful in his entire career.

THE INVITATION AND COUNSEL:

Be sure to attend the National Auctioneers Association Convention to be held in Chicago, Illinois, July 20-21-22 at the Pick-Congress Hotel.

We are assured that President Wooley and his co-workers have prepared for the GREATEST Convention of them all.

It is very important that every Auctioneer attend this convention, but especially important that the younger men attend and avail themselves of the opportunity to exchanged ideas with — and listen to the addresses of the Top Notch Auctioneers, enabling them to return home and better serve their clients, and advance themselves in the greatest profession of them all.

Our health permitting we will meet you in Chicago.

Sincerely,
Dan J. Fuller
Albion, Nebraska



THE LADIES AUXILIARY

Let Nothing Deter You From Chicago

The time has come when the thoughts of the auctioneer and his family turn toward July, and the N. A. A. Convention. This year, the 1967 convention will be held in the 'windy city' of Chicago. A wonderful opportunity to see America and to attend the convention of a truly great organization now lies before us.

To those of you who have never attended an N. A. A. Convention, I wish to extend a personal invitation. I know of no other organization into which new members are better welcomed. My family and I attended our first convention four years ago, possessing many doubts concerning the value of such a convention. In fact, two years of discussion

passed before we finally got into the swing of things. In July of 1964 we attended the National Convention held at Des Moines, Iowa. We were so impressed with the sincere friendship, combined with the interesting, informative, and educational program planned for every member of the family, we have not missed a single convention since then. I sincerely hope that any family who has not attended a National Convention will make the effort to attend the one being held in Chicago this year. I am certain after one visit, you will become an avid attender, and find that the N. A. A. Convention does symbolize the link between every auctioneer and his family.

We are now looking forward to seeing our old friends and making many new ones.

HOPING TO SEE YOU IN CHICAGO,
Alma Appleman
Cashton, Wisconsin

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION 1966-1967

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Marathon, Ia.

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2nd Vice President:

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Mrs. Brad (Betty) Wooley,
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(Terms expiring 1967)
Mrs. Ruth Marks, Abingdon, Ill.

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

Mrs. Jim (Alma) Appleman,
Cashton, Wis.

Wisconsin Ladies Meet For A Reason

The Wisconsin Association of Auctioneers met June 13th and 14th at the Holiday Inn in Eau Claire.

The Ladies Auxiliary to the Association also had a meeting at this time. As immaterial as we may seem we do have a definite purpose in getting together. First of all, our group elects new officers for the coming year. This year's officers include:

Alice Brandau, Wilton, President
Jan Teske, Berlin, Vice President
Marilyn O'Brien, Eden, Secretary-
Treasurer

Verna Lloyd, Social Secretary

Secondly, we have annual dues of \$2.00. This will supply us with a little nest egg, if and when the National Convention comes our way. It gives us a chance to become better acquainted with the members of our group.

Our third and most important function is of course to help our husbands in

any way possible. As was pointed out by our new President, Alice Brandau, the publicity for our convention was lacking. The women intend to take over this department for future conventions. We all know the men are too busy to take the time to contact the newspapers, radio or TV stations. It is our hope that by doing this our attendance will grow.

As we journeyed home, tired, my husband and I agreed that we had a very enjoyable time. The reason being that each year we get to know more people. We enjoy their company and it makes us anxious to go again. It is my guess that everyone at this convention felt the same as we did.

Helen O'Brien, Reporter
Eden, Wis.

Ladies Auxiliary 1967 Committees

NOMINATING COMMITTEE

Mrs. Howard Johnson, Story City, Ia.,
Chairman

Mrs. James Buckley, Shelbyville, Ind.

Mrs. Quentin Chaffee, Towanda, Pa.

Mrs. John L. Cummins, Cythiana, Ky.

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Mrs. Pete Murray, Ballston Lake, N.Y.

Chairman

Mrs. Homer Pollock, Delphos, Ohio

Mrs. Glenn Jones, Wapanucka, Okla.

Mrs. Walter Heise, Oconto, Wis.

GRIEVANCE COMMITTEE

Mrs. Walter Britten, Bryan, Tex.

Chairman

Mrs. Dean Fleming, Atkinson, Nebr.

Auctioneer Didn't Know His Values

SAN RAFAEL, Calif. — J. Warnock Walsh Jr. dropped into an auction of restaurant equipment in San Francisco recently, and was attracted by a painting of a voluptuous reclining nude with a cherub.

While others made bids on pots and pans, Walsh successfully offered \$100 for the painting and rushed home to show his wife—who immediately banished it to the basement.

Walsh, not easily discouraged, took the cumbersome 43-inch by 49-inch oil to an art dealer.

The expert promptly identified the painting as an Eduoardo Tojetti worth \$3,500. He said the frame alone was worth \$250.

AMATEUR CONTEST

For the fourth consecutive year, our Convention will present an amateur contest. Even though our Program does not officially open until Thursday noon, we do have a lot of people who arrive on Wednesday. For their entertainment on Wednesday evening, sons and daughters of auctioneers have been furnishing some highly appreciated talent.

Entries of a formal nature are not necessary this year. Boys and girls, bring your act and be there. Notify Bill Gaule, Master of Ceremonies, during the day, that you will be a participant.

Prizes will be awarded each age group, 12 years old and under, and to those 13 and older.

PREPARE NOW — and be on hand in the Gold Room, second floor, PICK-CONGRESS, WEDNESDAY, JULY 19 — 8:00 P.M.



Convention A Must For Future Progress

BY COL. POP HESS

Ohio had a backward spring with many days of mixed weather, from real cold to medium, from over hot to under hot, wet and what have you. But we all survived and of this writing (June 12) our Ohio is blooming out with our winter wheat and hay prospects the best. Corn, beans and other grain crops are coming along in fine shape.

Livestock prices are good and green pastures are in abundance. The farmer and feeder is happy but tired. Help worth hiring is scarce and long hours have been an added burden. From it all the question arises of what would our great John Q. Public do if it were not for the farmer. In the super market, where we buy our needs to live by, I often hear some one blurt out, "Gosh, the farmer is sure getting his look at the prices."

If the truth was all printed and put together the real answer would involve many who are not classified as farmers who have helped to put the high cost of living where it is today.

In writing a column each month, the past 15 years, for and about auctioneers and the auction way of selling, month after month and year after year, I have tried to impress the need of a good auctioneer to get back into the farmer's bank account a selling price that will reach and cover the cost of production.

Each month, in checking over the memberships, new and renewal, we list a long line of auctioneers who serve the classified farmer and feeder and in today's times, he needs the best. All auctioneers listed are not of the farm and livestock field but follow lines in the commercial field. However, very probably over 50 per cent of our busy auctioneers are much in demand in farm and livestock auctions.

Our annual National Auctioneers Con-

vention will soon be in full swing, from July 20 to 22, where our auctioneers in all divisions of auctions can meet. This NAA has now reached its adult age. The writer has strong belief this coming event will be listed the most productive with another all time high in membership and in a firm financial condition in order to be of combined help to the general run of auctioneers and the auction way of selling.

This completes my fifteenth year to have a column each month in "The Auctioneer" with eleven issues each year, September through July. With the Convention in July, we skip August, then come back in September with a fresh line of thinking.

In the past months I have tried to list many fine points and facts the NAA has put into action and month by month, year after year, a stronger, more helpful organization for the interest of all who follow the work of public sale auctioneer. We also find our added supply of new faces and while the total number of active auctioneers has increased it has focused more attention on the auction way of selling.

With the increased desire of the auction method of selling the field is not overcrowded and it is a livelihood that pays off if he or she has what it takes to be listed as best in service. In Chicago, Ill., this month, we will have the opportunity to boil and simmer new ideas, get acquainted, compare notes, see, hear, think, sort the points most vital to our situation and have a vacation all at the same time. It is very possible you will find you are really getting a better job done back home and serving a clientele that most any live auctioneer would envy.

The NAA can proudly say their annual conventions are not the usual wild

type of some get away from home trips. It is like a big family, home for a reunion of acquaintances, not only for you, Mr. Auctioneer, your wife and family, all ages can come and find entertainment for all. Yes, you can also bring your mother-in-law. All who attend will go home with a much greater respect for the profession. The name "auctioneer" now involves many facets such as bookkeeping, sales management, clerking, etc. Many auctioneers carry a complete, trained staff in order to furnish a complete sales service.

Your writer will follow the activity of this coming annual convention as per usual, from my working desk in my home here in Ohio. It is not easy for me to attend such events. Of recent years I find I get along better, health-wise, by living my daily life in home environment and I have found one can live very happily during his late eighties in age.

As to my future columns I am much undecided. I suggested in the May issue and again in the June issue that I should retire as a columnist. But I have been getting some letters asking that I continue unless it becomes a burden to my health. My thought was that I am somewhat of an old model and in this new modern world there should be a more up to date writer to take my place. However, my decision will be in the September issue.

Be sure and attend this Convention, this month of July. This event has all the earmarks of being an entrance into a new era in progress for the NAA. Do not overlook the fact that the auctioneer of tomorrow and the auction sales in general can be challenged with problems that will need a solid, united group behind strong leaders. This sort of a set-up can do much for protection in case of attack.

We are living in a very unbalanced and uneasy world of wars, strikes, riots and high cost of government and the day is coming when somebody along the line will have to pay until it more than hurts to meet the overhead of state and national government.

The motto of the NAA is just what it stands for, "In Unity There Is Strength." This business of auctioneer-

ing is not immune from being the target of some one or some group. Let's make our organization strong for the protection of the auction method of selling.

EDITOR'S NOTE: For fifteen years, Pop Hess has not missed preparing a column for "The Auctioneer." He has yet to ever miss an issue. Are we asking too much when we suggest that each member write "Pop" a personal letter and express his personal appreciation? "Pop" would also like suggestions regarding what you would like him to write about in the future. His address is:

Col. C. M. "Pop" Hess
401 Ontario Ave.
Bellefontaine, Ohio 43311

Auto Auction Owner Stricken Fatally

Fred T. Mathews, Sr., Windsor, Va., suffered a fatal heart seizure the evening of June 14. The attack came unexpectedly while he was sitting at his desk.

Mr. Mathews was a veteran auctioneer in the North Carolina - Virginia area. For many years he lived in Hertford, N. C., and was active in the livestock field. In 1947 he established the Windsor Auto Auction, Windsor, Va., and developed it into one of the most prominent in the country.

In later years, Mr. Mathews had semi-retired from auctioneering, his sons, Fred Jr., and J. T., having relieved him of many of the responsibilities at Windsor Auto Auction. He had been devoting a good deal of his time to his farming and livestock interests.

Fred Mathews was a member of the National Auctioneers Association as long as he was active as an auctioneer and he was a very active member of the National Auto Auction Association, having served on the Board of Directors of the latter organization at various times.

Funeral services and burial was at Hertford, N. C.

Program Highlights

Our 1967 Convention Program presents a series of highlights with no particular portion being more outstanding than any other. There will be parts that will interest you as an individual more than other parts but, all in all, the Program is balanced to fit every auctioneer.

In the June issue we told you briefly about three participants, Dr. Herb True, Jack Charlesworth and Ray Page. We will briefly review other segments of the Program.

JAMES MUNTUN, a representative of the Carnegie organization, is one of the outstanding men in his field. He will expound on his theory, "It's not what you say — it's what they hear — that counts."

BOB LOSEY, owner and operator of what is probably the world's largest furniture auction will tell how you, too, can grow in this business, one of the great undeveloped fields of auctioneering. Bob is also President of the Washington State Auctioneers Association.

MIKE GORDON, a veteran in the auction field will explain the importance of appraisals with particular reference to the industrial liquidation sales.

Growth of the auction method of marketing livestock and the important position this field now occupies in the nation's economy will be explained by WARREN COOK. As a sequel in this field we will also be hearing from an Order Buyer of livestock, IRENE CARTER.

DEAN PARKER, internationally known auctioneer of purebred livestock and especially successful in the quarter horse field, will be on hand to take the part in the Program he missed last year due to the plane strike.

AL KODNER is an expert in the field of antiques. You will benefit from his many, many years of experience.

FRED MULLIS and ANDREA LICCIARDELLO will furnish that something extra that makes a convention different when they tell of their experiences in fields most of us have never tried, in fact scarcely knew existed.

Seminar sessions, yes we will have them too. BID CALLING and REAL ESTATE are interesting to everyone. We have some successful men lined up for these spots as your Program indicates.

Actually, can you as an auctioneer afford to miss this Program?

Hollywood Picture Stars NAA Member

"What Am I Bid" is the title of full-length feature film that will be released for public showing, August 10. Col. Ray Sims, popular livestock auctioneer of Raymore, Mo., is featured in the film. Sims is a past director of the National Auctioneers Association.

Leroy Van Dyke, former auctioneer and livestock fieldman, now a popular country and western singer, also has an important part in the film. It was Van Dyke who originated the popular "Auctioneer" recording.

A portion of the film depicts a registered Angus sale with Col. Sims doing the selling while experienced livestock fieldmen "work the ring."

Thornton Speaks At Arkansas Meeting

"Brad Wooley Day" was celebrated June 4, by the Aggressive Auctioneers Association of Arkansas. Auctioneers and their families from throughout the state gathered for the event, according to Delma Webb, secretary of the organization.

Tony Thornton, President of the Missouri State Auctioneers Association, was guest speaker and his address was most inspiring.



Brad Wooley (center), President of the National Auctioneers Association, was honored guest of the Aggressive Auctioneers Association of Arkansas, at the group's June 4 meeting. On the left is guest speaker, Tony Thornton, Springfield, Mo., and Milo Beck, the group's President is at right.



Promotional Items

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THE AUCTIONEER

901 So. Jackson St., Frankfort, Indiana 46041



LEST WE FORGET how we looked 19½ years ago. This picture was taken at the 2nd Annual Convention of the National Society of Auctioneers, held at the Hotel DeSoto, St. Louis, Mo., January 24, 1948, and labeled as "Illinois & Missouri Auctioneers Breakfast." See how many of these folks you can identify and compare notes with others in Chicago, because some of these people will be at the 1967 National Auctioneers Convention at the Pick-Congress Hotel, July 20-22.

Public Auctions are Important

(Reprinted by permission from January 10, 1967, issue of Hoard's Dairyman. Copyright 1967 by W. D. Hoard and Sons Co., Fort Atkinson, Wis.)

By J. L. & JOHN W. McKITRICK

Most people who milk dairy cows, grade or purebred, enjoy going to public sales of dairy cattle. Auctions are an important part of our lives. They not only give us the opportunity to acquire herd replacements or additions, but also can be classed as a "social event" for dairy farmers.

In the registered cow business, public auctions are generally one of two kinds. They are either dispersal sales where every animal is put up for public appraisal and sale, or they are consignment sales where more than one breeder enters one or more animals into contract to sell them at a common location a given day.

Both dispersal and consignment sales are very important to the breed, as well as the breeder. If it were not for public auctions, there would be much less advertising in breed publications. If it were not for public auctions, many pedigrees would be unknown. If it were not for public sales, how would you know what cattle are worth at private treaty? Probably more important, would you have any reason to know?

Prices paid for grade cattle at public auctions are especially important to all of us in the dairy cattle business. These sales not only set the price for the grade cattle in that area, but they also set the dollar premium that can be attributed to the registration certificates on purebred dairy cattle . . . especially in that breed.

Compared with some of the other livestock species, the dairy cattle industry has been fortunate in that most dairy cattle sales enjoy good reputations.

Generally speaking, we have been blessed with sales managers and auctioneers with integrity. In addition, men holding important positions in breed associations have kept a watchful eye on most purebred sales.

It is important in the purebred busi-

ness to have good sales. By good sales we mean those with high-quality consignments. While it is possible to have a good sale without a decent cow sold, this is not what we have in mind.

Too many sales are held where nobody selects the cattle. Instead they often are offered and accepted by letter or telephone.

This kind of sale cannot entice breeders to spend money, so the average has to be low. What really hurts is that some of these "cull" sales fix a price tag on everybody's cattle. To the average buyer, sales averages are his guide.

There are many little things that make good sales. Timing is important. This includes the time of year and location of the sale. It also includes timing as it affects stage of lactation on the consignments . . . timing to permit advertising and necessary promotion . . . timing to tie in allied interests as annual conventions, shows, other sales, etc.

There is no better advertising for a sale than past history. If a particular sale was good last year and the year before, consignments usually will be easy to get. But once a sale has a history for being a flop, you can predict the result.

In some areas, state sales have been terrible. In many cases, they have averaged below or at the same level as grade sales. Why do they keep having them is a question many people have asked. Usually, state sales are about the only source of income for a state breed association. Breeders probably would be ahead if they merely contributed money to the association rather than ruining the image of their breed and state with these miserable sales.

As we are interested in all breeds of dairy cattle and in other livestock, we probably attend more public auctions than most people. By doing this,

we get a good chance to compare merchandising programs between breeds, species, sales managers, auctioneers, and everything else connected with the sale business. There certainly is a dif-

ference.
You always can learn from another breed or species. There is nothing wrong with copying something from someone who is doing a better job.

Convention Registrations

1957 Through 1966

As convention time approaches each year the question that arises in the minds of many is the number of registrants and how it compares with past years. With this in mind we have prepared a tabulation of registration by states for the past ten years along with the name of the city in which the meeting was held.

STATES	1957 (Lan- sing)	1958 (Buf- falo)	1959 (Den- ver)	1960 (Louis- ville)	1961 (Hous- ton)	1962 (Lin- coln)	1963 (Cincin- nati)	1964 (Des Moines)	1965 (Spok- ane)	1966 (Phila- delphia)
Alabama	2	4	4	1	1	0	0	1	0	0
Alaska	0	0	0	0	0	0	0	0	0	0
Arizona	0	0	0	0	0	0	2	0	0	0
Arkansas	0	0	1	5	9	2	2	10	3	3
California ...	0	0	2	1	1	1	0	0	6	0
Colorado ...	0	0	47	7	10	13	2	11	8	3
Connecticut .	0	0	2	0	0	0	0	0	0	5
Delaware ...	0	0	1	1	1	1	1	1	1	2
Florida	4	0	0	0	0	0	7	0	0	2
Georgia	0	5	5	1	0	0	2	0	2	0
Hawaii	3	4	4	3	3	3	3	3	3	3
Idaho	0	0	2	0	2	3	2	6	22	0
Illinois	18	14	35	44	39	36	37	36	12	23
Indiana	36	32	19	48	19	26	51	31	41	17
Iowa	12	20	25	20	17	32	24	111	22	19
Kansas	3	2	40	15	23	34	4	18	15	5
Kentucky ...	0	8	1	40	22	9	33	10	6	8
Louisiana ...	0	0	3	0	7	2	0	2	0	0
Maine	0	0	0	0	0	0	0	0	0	0
Maryland ...	7	3	4	6	4	2	6	2	0	10
Massachusetts	1	5	2	5	3	3	7	4	1	19
Michigan ..	46	19	15	18	9	20	30	22	6	15
Minnesota ..	3	1	3	11	1	2	6	11	0	0
Mississippi ..	0	0	0	0	0	0	0	0	0	2
Missouri	11	7	20	17	21	37	11	30	8	10
Montana	0	0	4	7	2	2	2	0	33	2
Nebraska ...	9	4	47	17	26	109	16	46	19	7

IN UNITY THERE IS STRENGTH

Nevada	0	0	0	0	0	0	1	0	0	0
New Hampshire	1	1	0	2	0	0	0	0	0	0
New Jersey .	2	8	6	9	4	5	8	6	4	19
New Mexico	2	2	7	2	2	2	2	2	2	2
New York ..	22	46	11	20	10	12	18	17	7	26
North Carolina	0	2	0	5	4	2	10	5	4	14
North Dakota	2	1	4	1	0	14	3	12	19	2
Ohio	44	42	45	74	26	35	123	38	17	43
Oklahoma ..	0	0	0	2	1	8	4	8	10	4
Oregon	1	2	3	2	1	2	0	1	12	0
Pennsylvania	22	38	12	46	18	24	64	25	20	122
Rhode Island	0	0	0	0	0	0	0	0	0	0
South Carolina	0	1	2	2	4	1	10	4	1	6
South Dakota	2	2	2	0	0	9	10	16	6	3
Tennessee ..	5	11	14	30	36	22	25	23	4	12
Texas	2	2	4	14	37	11	6	11	14	5
Utah	0	0	1	0	0	0	0	0	0	0
Vermont	0	2	0	0	0	0	0	0	0	0
Virginia	2	8	0	2	2	1	13	3	1	13
Washington .	1	1	1	0	4	1	1	5	47	4
West Virginia	5	1	1	6	1	0	4	0	0	5
Wisconsin ..	19	26	36	39	29	24	24	38	20	23
Wyoming ...	0	0	6	0	7	6	0	0	2	0
Canada	4	8	2	5	5	5	0	1	8	2
Totals	291	334	439	528	411	528	574	570	405	460

More Volume Predicted For Auction Markets

Kansas City, Missouri — The volume of livestock competitively merchandised in 1967 could set a long-time record, according to estimates of an industry trade association officer here.

Speaking at the annual meeting of the Illinois Livestock Markets Association in Belleville, Illinois, C. T. 'Tad' Sanders Kansas City, general manger of the Certified Livestock Markets Association, said that he bases his predictions on two factors — the expansion of merchandising services by competitive livestock markets, and an increased output volume of beef, pork, and lamb.

Sanders said that the National Live Stock and Meat Board is looking for a total meat output this year of 33.3 billion pounds, causing the per capita consumption to reach 172.6 pounds.

"The positive approach in livestock merchandising for a fully competitive determination of livestock prices is the course which livestock marketmen across the nation see for the achievement of higher livestock prices at stable, profitable levels," Sanders said.

The expanded services now being applied by competitive livestock market businesses in merchandising livestock as

IN UNITY THERE IS STRENGTH

a product, are showing favorable results in terms of business profits for those raisers and feeders who are selling and buying on a competitive price basis, according to Sanders.

Among the expanded merchandising services cited by Sanders were: the business procedures prescribed by the newly established Livestock Board of Trade which are designed to better serve buyers in the handling, care and loading of livestock; advertising and promotion geared to consignments of livestock by customers; expertly designed "market center" facilities built to serve customers on a trade area basis; comprehensive insurance coverage extended to customers by livestock markets covering transportation risks on inbound and outbound shipments of livestock; and complete instant teletype news of the volume and prices of all classes of livestock being sold and purchased at competitive prices throughout the country.

"Business and industry experience present a clear record that neither an economy of product scarcity nor the relegation of livestock to commodity levels, wherein producers, feeders and marketmen are laborers only and not

the providers of risk capital, management skills and merchandising abilities, that they are, can achieve the risks which serve the industry and public best," Sanders stated.

Sanders went on to say that the competitive livestock industry merchandised over 115 million head of livestock last year. He said that in recognition of this volume of business and of the potential growth that exists in expanded merchandising services for buyer and seller customers, a new basis of competitive livestock market industry unity has been achieved.

NOW HE KNOWS

A frustrated motorist had been trying to pass the huge truck for many miles. Every time he tried to go around it, the truck driver increased his speed or swerved toward the middle of the road.

Finally, at a stop sign, the motorist pulled alongside the truck driver's window and stared at him.

"Well?" growled the truck driver, glaring back.

"Nothing—important," said the motorist. "I know what you are — I merely wanted to see what one looked like!"



Officers of the Missouri State Auctioneers Association, from the left: Tony Thornton, President; Wayne Ytell, Vice President; Irv Landolt, Secretary-Treasurer; Monroe Woods, Hugh Campbell and Dean Cates, Directors. Don Albertson, Master of Ceremonies at the May convention is at the microphone.

Life Members

The policy of publishing the names of those members whose dues are received each month insures every member of the NAA of getting his name in "The Auctioneer" at least once each year.

Each year, in the July issue, we publish a list of our current Life Members. Here they are in alphabetical order:

N. M. Adams, Chicago, Ill.
 Tim Anspach, Albany, N.Y.
 Tim W. Anspach, Albany, N.Y.
 Jay Arnold, Mallard, Iowa
 Ray Austin, Canfield, Ohio
 Ken Barnicle, Ellisville, Mo.
 William Boes, North Apollo, Pa.
 Jack D. Braddock, Granville, Ohio
 Walter S. Britten, Bryan, Texas
 Wallace Bucher, Francesville, Ind.
 Dean S. Bullard, Williamsfield, Ohio
 Thomas K. Carpenter, Minneapolis, Minn.
 John A. Carr, Macon, Illinois
 B. G. Coats, Rumson, N.J.
 Warren Collins, Jesup, Iowa
 Roy L. Crume, Kokomo, Ind.
 C. E. Cunningham, Greenwood, S.C.
 J. Meredith Darbyshire, Wilmington, Ohio
 Richard W. Dewees, Kansas City, Mo.
 C. B. Drake, Ft. Lauderdale, Fla.
 Roy J. Draper, Paducah, Ky.
 Harold E. Ellingson, Edgeley, N.D.
 John R. Fishdick, Eagle River, Wis.
 Robert A. Foland, Noblesville, Ind.
 Arnold Ford, Rome, N.Y.
 John Freund, Omro, Wis.
 John M. Glassman, Eau Claire, Mich.
 Tom Gould, Harlingen, Texas
 Delbert Graft, Avilla, Ind.
 John T. Gray, Temple Terrace, Fla.
 W. H. Hale, Williamson, W.V.
 Owen V. Hall, Celina, Ohio
 Frances Rosa Hamilton, Rossville, Ind.
 R. F. Hamilton, Rossville, Ind.
 Vince Hanson, Manitowoc, Wis.
 H. "Skinner" Hardy, Bakersfield, Cal.
 Bernard Hart, Frankfort, Ind.
 Glen Helberg, North Platte, Nebr.
 Walter Hiese, Oconto, Wis.
 Chester L. Hisel, Chula, Mo.
 Frank J. Hollenbeck, Rockford, Ill.
 Russell Kiko, Canton, Ohio
 James Liechty, Berne, Ind.
 Carl E. Marker, Ft. Lauderdale, Fla.

George A. Martin, East Lebanon, Maine
 Forrest A. Mendenhall, High Point, N.C.
 Boyd Michael, Kansas City, Mo.
 Fred Millspaugh, Greentown, Ind.
 Lenore E. Moser, Berne, Ind.
 H. B. Mushrush, Franklin, Pa.
 William McCracken, Phoenix, Ariz.
 David Nicolls, Conneautville, Pa.
 James C. Patterson, Bainbridge, Ohio
 Gordon Peace, Ottawa, Ill.
 Bob Penfield, Bowman, N.D.
 Earl S. Penfield, Lemmon, S.D.
 John Peterson, Albia, Iowa
 William Podell, Grand Rapids, Mich.
 Carman Y. Potter, Jacksonville, Ill.
 Fred Ramsey, Madison, Tenn.
 Henry Rasmussen, St. Paul, Nebr.
 John W. Rhodes, Tama, Iowa
 E. M. Rickey, Decatur, Ohio
 Ray Roberson, Napa, Cal.
 Thomas C. Roberson, Chattanooga, Tenn.
 Joseph J. Ross, Tipton, Ind.
 Roger D. Rumbaugh, Homerville, Ohio
 Foster G. Sheets, Roanoke, Va.
 Garland Sheets, Roanoke, Va.
 Edward Sprunger, Decatur, Ind.
 Don W. Standen, North Ridgeville, Ohio
 Joseph Steiner, Silver Spring, Md.
 Douglas Steltz, Elm Grove, Wis.
 William Stinebaugh, St. Marys, Ohio
 Charles M. Taylor, San Francisco, Cal.
 Lyle D. Thornton, Gainesboro, Tenn.
 Tony Thornton, Springfield, Mo.
 Jim Tindall, Ocala, Fla.
 David H. Tracy, Pavilion, N.Y.
 Richard C. Tracy, Dansville, N.Y.
 Kenneth Travis, Dresden, Tenn.
 Gary Van Hill, Zeeland, Mich.
 Merle "Rip" Van Winkle, Argonia, Ks.
 Eugene C. Waldrep, Birmingham, Ala.
 R. A. Waldrep, Gainesville, Ga.
 Lee Waldrip, Gainesville, Ga.
 W. J. "Bill" Wendelin, Henderson, Texas
 Garth W. Wilber, Bronson, Mich.
 Henry F. Wilber, Bronson, Mich.
 Harris Wilcox, Bergen, N.Y.
 Clyde Wilson, Green Camp, Ohio
 James E. Wilson, Hot Springs, Ark.
 B. L. Wooley, Little Rock, Ark.
 Rex Young, Plattsmouth, Nebr.
 Joseph L. Zieman, Detroit, Mich.

IN UNITY THERE IS STRENGTH

**NATIONAL AUCTIONEERS ASSOCIATION
CONVENTION**

The PICK-CONGRESS Hotel

Chicago, Illinois

July 19-20-21-22, 1967

Convention Chairman — Fred G. Quick, Aurora, Ill.

PROGRAM

Wednesday, July 19, 1967

2:00 P.M.—Meeting of Hospitality Committee—Francis I Room
2:00 P.M. to 7:00 P.M.—Registration—Reception Foyer, Rendezvous Room
3:00 P.M.—Board of Directors (NAA) Meeting—Shelby Room

NAA OFFICERS

President: Brady L. Wooley Little Rock, Ark.
1st Vice President: Ralph W. Horst Marion, Pa.
2nd Vice President: Bob Penfield Bowman, N.D.
Secretary: Bernard Hart Frankfort, Ind.
Treasurer: Henry Rasmussen St. Paul, Nebr.

BOARD OF DIRECTORS

Ken Barnicle Ellisville, Mo.
Walter Britten Bryan, Tex.
Richard M. Brewer Mt. Hope, Kas.
Paul W. Calkins Peru, N.Y.
John L. Cummins Cynthiana, Ky.
A. C. Dunning Elgin, Ill.
Dean W. Fleming Atkinson, Nebr.
Edwin B. Fulkerson Jonesboro, Tenn.
Ray Gevelinger Dodgeville, Wis.
Vernell Johnson Hartford, S.D.
Russell E. Kehr Hanover, Pa.
Russell Kiko Canton, Ohio
Jim Messersmith Jerome, Ida.
John A. Overton Albuquerque, N. M.
Si Williams Walla Walla, Wash.
8:00 P.M.—Amateur Contest — Sons and Daughters of Auctioneers — William
L. Gaule, Chatham, Ill., Master of Ceremonies Gold Room
Special Entertainment by Delece Holle Norcott

IN UNITY THERE IS STRENGTH

Thursday, July 20, 1967

8:00 A.M. to 5:00 P.M.—Registration—Reception Foyer, Rendezvous Room

9:00 A.M.—Breakfast—Illinois State Auctioneers Association—Plaza Room

10:00 A.M.—Meeting of Auditing Committee—Park View Room

Meeting of Grievance Committee—Columbian Room

Meeting of Resolutions Committee—Victorian Room

12:00 NOON—Luncheon—Gold Room — Special Guest: Hon. Otto Kerner,
Governor of Illinois

Group singing of Star Spangled Banner

Pledge of Allegiance to the Flag

Invocation—

Introduction of Convention Chairman

Greetings from Illinois State Auctioneers Association — Dwight
Knollenberg, President

Welcome to Illinois — Governor Otto Kerner

RECESS

2:00 P.M.—Reconvene in Great Hall

President's Address—Col. B. L. Wooley, Little Rock, Ark.

“Creativity in Salesmanship”—A demonstration by Dr. G. Herbert
True

5:00 P.M.—Adjourn

6:00 P.M.—Buffet Dinner

7:30 P.M.—Fun Auction—Gold Room

Social Hour

No activities have been planned for Ladies and Young People on this day. Col. Wooley's address and Dr. True's program will be very interesting to everyone and we urge the Ladies and Young People to attend the regular session on Thursday afternoon.

IN UNITY THERE IS STRENGTH

Friday, July 21, 1967

8:30 A.M. to 5:00 P.M.—Continued Registration — Reception Foyer, Rendezvous Room

9:30 P.M.—Call to Order—Great Hall

Industrial Auctions and Appraisals” — Col. Michael M. Gordon, Chicago, Ill.

“Furniture Auctions; their Opportunity” — Col. Robert F. Losey, Sr., Renton, Wash.

“Communicate and Sell” — A presentation by James F. Munton, Dale Carnegie Sales Representative, Chicago

12:00 Noon—Adjourn

1:30 P.M.—Bid Calling Seminar—Col. Jim Messersmith, Jerome, Ida., Leader

“Livestock Auction Markets in Today’s Economy” — Warren Cook, Assistant Manager, Certified Livestock Markets Association

“Auctioneer Fever” — Col. Andrea Licciardello, Swedesboro, N.J.

“A Man’s World?” — Irene Carter, Livestock Order Buyer, Centralia, Ill.

Real Estate Seminar — Cols. Ray Hudson, Morrisonville, Ill.; Terry Dunning, Elgin, Ill., and Bill Gaule, Chatham, Ill.

5:00 P.M.—Adjourn

7:30 P.M.—Gold Room

“A Night With The Stars”, A Variety Show presented by Dave Malcolm Enterprises, Chicago, Ill., in conjunction with Col. James Thompson, Bensenville, Ill.

9:00 P.M.—Dancing—Music by Joe Kovats Orchestra

9:00 A.M. to 5:00 P.M. — Young People’s Bus Tour to Museum of Natural History, Shedd Aquarium and Museum of Science and Industry. This is a guided tour. Sign up for bus seats on Thursday.

12:00 NOON — LADIES AUXILIARY LUNCHEON — Guest Speaker, Bob Sharpe, a Speaker “with the Magic Touch” — subject: HUMAN RELATIONS. Annual Auxiliary Business meeting, election of officers and other entertainment.

IN UNITY THERE IS STRENGTH

Saturday, July 22, 1967

8:00 A.M.—Breakfast Meeting of National Officers and Directors with State Association Presidents and Secretaries as Guests—Plaza Room
Col. Ralph Horst, 1st Vice President of NAA, Presiding Officer.

9:30 A.M.—Call to Order—Gold Room

“Selling Quarter Horses” — An address by Col. Dean Parker, Auburn, Calif.

“Produce in the Southeast”—An address by Col. Fred Mullis, Lancaster, S. C.

“Antiques”—An address by Albert A. Kodner, Howard Art Galleries, Chicago

“Auto Auctions, Present and Future”—An address by Jack Charlesworth, National Used Vehicle Manager, American Motors Corp.

12:00 NOON—Adjourn

1:30 P.M.—Memorial Service recognizing deceased members

General Business Meeting

Reading of the minutes of the previous meeting
Consideration of financial statements and reports
Report of Auditing Committee
Report of Resolution Committee
Report of Grievance Committee
Consideration of other business
Report of Nomination Committee
Election of Officers
Election of Directors
Acceptance Address of New Auxiliary President
Acceptance Address of New NAA President
Announcements from the Board of Directors

4:00 P.M.—Adjourn

4:10 P.M.—Meeting of 1967-68 Officers and Directors—Columbian Room

6:30 P.M.—Grand Banquet—Great Hall

Presentation of Awards

Address by Hon. Ray Page, Superintendent of Public Instruction, State of Illinois

9:00 P.M.—Refreshments and Social Hour

<p>8:00 A.M. to 12:00 Noon — Guided Bus Tour for Ladies and Young People to Lincoln Park Zoo — Flower Conservatory — Children's Farm, and to the Chicago Historical Society.</p>

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Walter Britten (center), past President of the National Auctioneers Association is honored by officials of the Houston Livestock Show. The plaque presented Col. Britten carries the following inscription: "In appreciation to Walter S. Britten for his efforts on behalf of the Houston Livestock Show and in recognition of the 30th consecutive year in which he has served as Auctioneer. "Presented this 3rd day of March, 1967, by Officers, Directors and Members of the Houston Livestock Show and Rodeo."

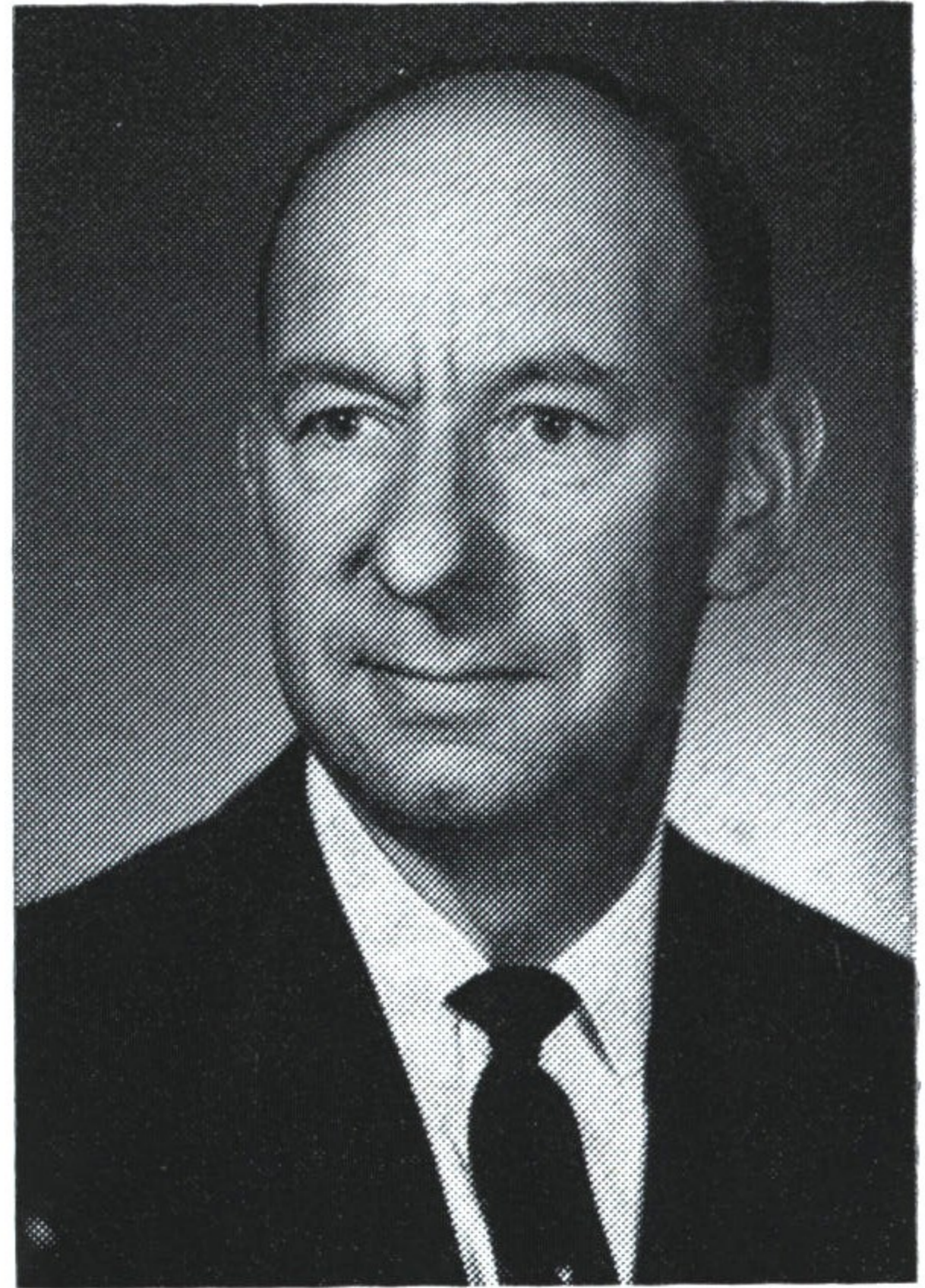
Million Dollar Sale Of Heavy Equipment

Yoder and Frey Auctioneers, Inc. held a large heavy equipment auction on Friday, May 12, 1967, in Rochester, New York, and sold over 600 pieces for nearly a million dollars in one day's operation.

The head auctioneer for the firm is it's President, Elias H. Frey, of Archbold, Ohio, who has been in the auction profession for 30 years and is an outstanding citizen in his community. The auction firm of Yoder and Frey has been the world's largest auction company in the farm machinery field for 20 years at Archbold, Ohio, and several years ago entered the field of heavy construction equipment on a nation-wide basis. Since then, their volume in that field has reached approximately ten million dollars in sales in a single year plus the four million dollar volume in the farm machinery field.

At Rochester, Col. Eli Frey sold a 30-B Bucyrus Erie truck crane for \$27,000.00 and a Link Belt for \$31,500, a Cat. 619J scraper for \$29,750, 2 Cat. tractors D7-E for \$19,000 each, Warner Swasey Gradall crane for \$26,000, a 54-B Bucyrus Erie crane for \$32,500, and several other pieces in the \$20,000 range. The sale totaled \$902,000. There were bidders attending from all over the world. Contractors with interpreters or representatives were bidding from the Countries of Belgium; Greece; The Phillipines; Latin, Central, and South America; as well as Canada.

Col. Frey has been an active member of the Ohio Auctioneers Association and the National Auctioneers Association for many years. He has served his profession on various committees and spoke at the National Auctioneers Convention in Philadelphia, last summer. He has started several auctioneers in the profession and at the present has five other auctioneers working for his company. They are his son, Robert Frey, who sells both heavy equipment and farm



ELIAS H. FREY

machinery sales; Ralph Horst, Marion, Pennsylvania; Donald Fry, Edon, Ohio; and Dean and Dennis Kruse of Auburn, Indiana.

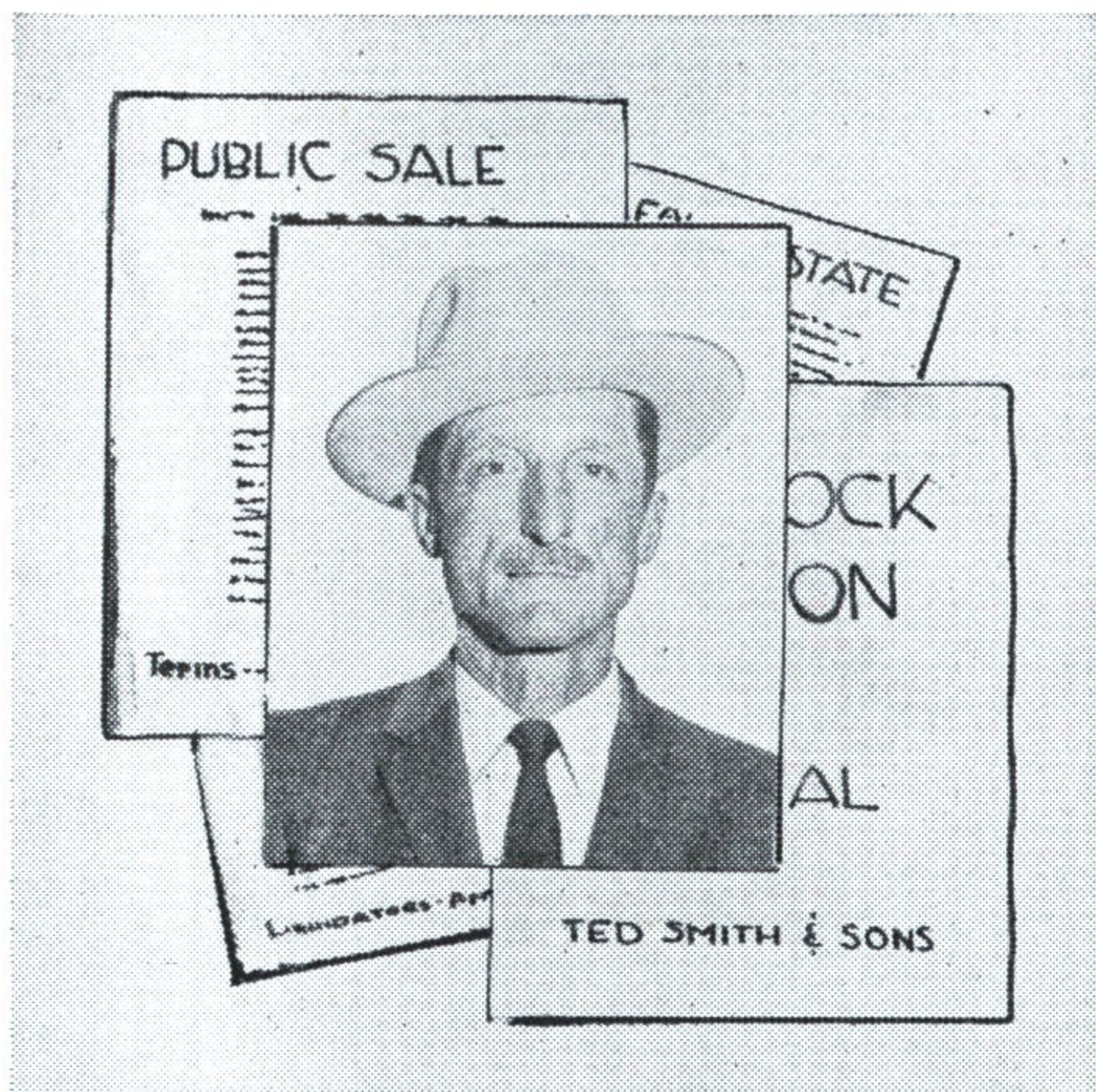
Eli Frey has been in partnership with Timothy Yoder for over 20 years and recently with J. T. Higley in the heavy equipment field. His firm offers a complete auction service.

Col. Frey is well known in his community of Archbold, Ohio, where he serves as director for the local bank and also on the school board. He has always helped with many charitable organizations and worthy causes. Recently he headed a benefit auction to raise money to purchase equipment for the retirement home in his area. This project cost over ½ million dollars. Mr. Fry was co-chairman in raising funds for it. Col. Frey has also helped the community by providing them with a bowling alley and starting several manufacturing projects.

Col. Elias H. Frey is truly one of the

most outstanding auctioneers in the world today and is respected by all who have ever worked with or have known him. Being an active man in his church has helped him give the understanding and wisdom to many people (including auctioneers) and has made the auction profession a better career for all auctioneers who choose to enter that field.

Auction Shorts



The month of May is nationally recognized as Soil Conservation Month. During that time I read an article that had so much food for thought at any time that I decided to use excerpts of it for this month's article.

The title was, "Consider Our Land."

Spreading acre by acre and mile by mile across our continent is the largest single expanse of productive land on Earth.

It is an awesome land, magnificent in the variety and richness with which God endowed it.

It is the Lord's land, entrusted to our care during our lifetime to help us serve Him and His purposes for our being.

As stewards, we have decided that one-fourth of it should be managed for all of us by our government. The larger part (three-fourths) we have divided into millions of units in private ownership.

Three-fourths of our land! Here is an empire of the noblest proportions,

nearly 1.5 billion acres, which fortify our present strength and stand surely as a testing ground of our future.

It is the land on which we must depend to produce more and still more food, for our own growing needs and to help those abroad who hunger.

It is the land where most of our outdoor recreation needs can be met; and where most of our wildlife will be produced.

Three-fourths of our land! Here is where the owners are the legion of men and women on whom we depend to accept the obligations of stewardship and work together as neighbors for the common good.

It is the land of democracy, where we rely on the voluntary exercise of individual responsibility rather than regulation by government as the favored avenue to accomplishment.

It is the land of owners who have the reason, more than any others, to focus on each acre the skills and devotion that progress requires.

It is the land of still unmeasured values, deserving new and higher regard as a vital and irreplaceable treasure.

Henry Buss,
Columbus, Nebr.

How to Sink an Association

1. Don't attend meetings, but if you do, come late.
2. Always leave before adjournment.
3. Sit in the back of the room, where you can chat free'y with other members.
4. Find fault with the officers and other leaders every chance you get. It keeps them on their toes and enables you to say, "I to'd you so!" if something doesn't work.
5. Take all you can get in the way of benefits and services. Give as little as possible in return.
6. Never ask anyone to join. On'y fall-guys do that.

The Farm Auction - -

An American Institution

There's a bit of magic about the auctioneer's cry. "10, 10, 10 . . . gimme 11, 11, 11 . . . are ya able to buy 'em. . . 10 and a half, 10 and a half...sold for 10 and a half dollar bills . . . what do ya got now . . . here's a good item"

It makes a bundle of old fence posts as irresistible to the men folks as a gilt-framed (slightly chipped) picture is to the ladies.

The old fashioned farm auction means many things to many people.

An institution in America, the public sale provides an opportunity for a farmer and his wife to sell all kinds of items, not only to people who are looking for a bargain on things they really need, but to people who will buy things at an auction that they otherwise might not accept free.

Farm auctions are attended by neighbors, who hope to find bargains on good farm machinery, household items, livestock, and miscellany that has collected for years; by dealers interested in buying used machinery, or livestock; by farmers from miles away who read auction notices and become interested in particular items; by collectors, if antiques are listed as part of a household sale; and by spectators, who attend just for the fun of it.

Word of the auction is spread through newspaper advertisements and by way of hand bills which are displayed at grain elevators, rural stores, and at other auctions.

Auction day is a busy one for the seller. Items to be sold must be cleaned, sorted, tied, packaged, stacked, piled, lined, and otherwise made available in the most attractive manner.

The weather plays a big role in determining the tempo of a sale. Freezing temperatures result in snappy sales. Bids are fast. Items move quickly.

Farm auctions during warm weather have a tendency to drag on and on,

with the auctioneer having a difficult time getting the attention of potential buyers because they are busy visiting.

On pleasant days, and when household items are offered, women turn out to bid on treasures such as lamps, baby beds, county "histories," fruit jars, curtain rods, and electric fans.

An observer might think that the seasoned auction-goer has a quirk for testing the sturdiness of non - breakables. It is common to see someone move out of the milling crowd, walk slowly to an item, whether it is a stack of buckets, a tractor, or a kitchen table, and give it a satisfying kick.

Part of the tradition is the farm sale luncheon, a lengthy affair headquartered in a dimly lit farm building and sponsored by a church group or civic club. Hand lettered wall menus fail to hint at the tastiness of the hamburgers and hot dogs, pie wedges served on paper plates, and steaming hot coffee in big white mugs.

The key person at a farm sale is the auctioneer. His responsibility is to know the value of sale items and obtain reasonable prices for the seller. Bids are indicated in a number of ways: by voice, a raised hand, a wink. Oftentimes an auctioneer has an assistant to help watch for bids. On big sales two auctioneers frequently work together.

First items for sale are inexpensive things, like rolls of wire, lucky horse shoes, old wall telephones, sheets of linoleum ("pardon the hole, that's where the stove sat"), chains, and hand tools. Small items are held up high so all the bidders can readily see what is for sale. The auctioneer points with a cane to larger items.

The auctioneer and his flock move from one part of the farmstead to another, pausing long enough to complete the informal transactions. Farm sales progress to a climax, with the better

IN UNITY THERE IS STRENGTH

items, such as livestock and farm machinery, held to the last.

Sometimes an auctioneer will ask the seller to vouch for the value of an item being offered. "It's three years old, but I only used it one season."

An auction clerk, armed with ruled tablet paper affixed to a clip board, records the top bids and the names and addresses of the buyers. Payments are made in cash, if cash is specified in the terms of the auction, directly to the clerk or to a cashier who sets up shop in the farm house.

The spirit of a sale is festive for those attending, but sometimes solemn for those watching their belongings pass into new hands.

Auctioneer: "A person who sells, or makes a business of selling, at auction."

To this definition might be added, "a person knowledgeable of values, a show-man." For it is the auctioneer's keen sense as an appraiser and his ability to win the confidence of the crowd that gives a sale its vitality.

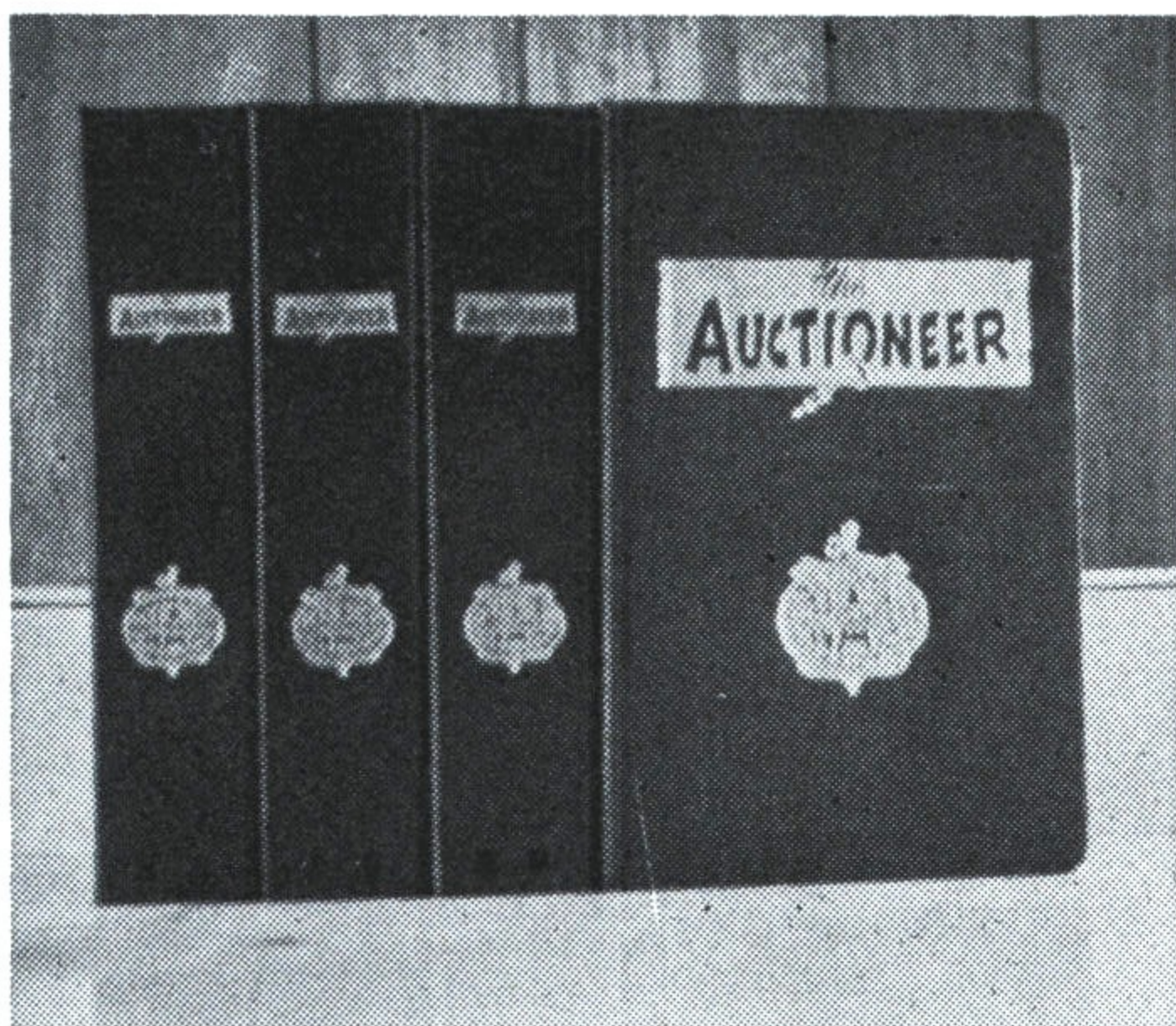
Services provided by an auctioneer

range from merely calling a sale to a package deal where the auctioneer provides all the extras, including the advertising; suggestions on how best to display the sale items; and arrangements for a clerk, cashier, and lunch facilities.

It is to the auctioneer's advantage to visit the farm before the sale and become familiar with the condition and value of the things to be sold. Some auctioneers make as many as three visits to a farm before sale arrangements are completed.

Most auctioneers work alone or in pairs with an assistant (a "ring man"). A cane, used for pointing, is the standard tool of the trade. However, some auctioneers have elaborate equipment, such as specially built sales trucks, colorfully painted, and equipped with microphones and loud speakers.

The auctioneer sets the pace for the auction by the first few sales of small items from the hayrack, the "bargain counter" of the farm sale. A quick start means a fast-moving sale. Items from



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IN UNITY THERE IS STRENGTH

the rack are often sold at the rate of one every ten seconds, or as fast as a clerk can record the purchases.

The sale moves to other inexpensive items, such as wheel barrows and hog feeders, and then continues up the price scale to a climax with combines and tractors the top drawing cards. One auctioneer said he recently sold 400 items, ranging from toys to tractors, and averaged 35 seconds making each sale.

Sellers usually expect to get more for an item than it ought to bring, and the buyers expect to get bargains. The competition of bidding, the chance of getting an item for much less than its actual value, and the fact that no tax is collected on purchases contribute to the popularity of farm sales, according to the auctioneers.

Auctioneers frequently attempt to pit one bidder against another (as long as the bidders are not related or partners), in order to raise bids as high as possible.

Seldom does a bidder fail to accept an item after he submits the high bid.

Auctioneers usually charge a two per cent fee for handling an auction, plus reimbursement for the cost of advertising or extra services provided. Flat fees are often charged for conducting small sales.

Attending other auctions is a past-time of many auctioneers. It's a way to compare selling prices, to observe the techniques of other auctioneers, and to make business contacts. Some auctioneers will only visit distant auctions so that their own customers won't get the impression that they are "loafing."

The title of "colonel" is often assumed by auctioneers. How did the tradition originate? Explanations vary. Some say the title was copied from four Civil War colonels who became auctioneers. Others say it refers to the fact that the auctioneer is in "command of the crowd."

The future of the farm auction is uncertain. Some auctioneers feel that the number of farm sales is dwindling, that the farm sale reached its popularity peak about three years ago. Others foresee little change in the number of sales or their magnetism for people.

Regardless of the number of sales, the auctioneers agree that there is a marked increase in the number of auctioneers.

Men interested in this fascinating business usually attend an auction school, a two - or three-week course where the potential callers are exposed to the techniques of professional auctioneers.

The students learn the art of adding filler words to the big numbers and rolling this patter at the proper pace to encourage bids in quick succession. An auctioneer will modify his cry through the years, adding pet words, new phrases, or trying a different voice pitch.

No two auctioneers call exactly the same way. But they all concentrate on a delivery that is loud and clear.

(Reprinted)

Hear about the young scientist who crossed an intersection with a convertible and got a blonde?

This same scientist has discovered there isn't such an animal as an elephant. Says an elephant is really a mouse made to government specifications.

Hear about the mortician who stole a motorcycle. They couldn't arrest him because he was a licensed Honda-taker.

Note in paycheck envelope. "Your increase in salary will become effective as soon as you do."

If you believe no two women think alike, you've never been to a pot-luck dinner.

Wonder where we'd be if George Washington had refused to answer his country's call and burned his draft card?

Most people don't think they are mid-leaged until they aren't.

The beauty of the old fashioned blacksmith was that when you brought your horse to be shod he didn't think of 40 other things that ought to be done with it.



Put yourself in this scene at the Pick-Congress Hotel in Chicago, July 20-22. The acquaintances you will make will be invaluable in years to come.

Tennessee Has Fine Convention Turn Out

BY COL. E. B. FULKERSON, Secretary

The Tennessee Auctioneers Association's 9th annual convention was held in one of the South's most popular convention cities, Gatlinburg, Tennessee, at the Riverside Motor Lodge on June 11-12, 1967.

Registration opened at 1:00 P.M., Sunday, June 11, with a total of 92 registering from throughout the state.

The officers and directors held their annual business meeting at 2:00 P.M., appointing various committees to guide the association through the coming year.

The President's reception was a gala affair where soft drinks and appetizers were served. The conversation was mingled with tales of that "big auction sale" and the new licensing law which was passed by the 85th General Assembly of the Tennessee State Legislature in Nashville.

Miss Martha Fulkerson provided the music of the evening at the Hammond organ.

The Grand Banquet was held Sunday evening with all auctioneers and their families and guests attending. Col. Chive Anderson, Sr. of Nashville gave the invocation. President Billy Howell of Madison presided and was M.C. of the evening. He extended a warm welcome to all. Mayor W. L. Mills of Gatlinburg gave a welcome address and has become a part of the annual convention by appearing as a guest of the association for the past several years.

The guest speaker of the evening was Mr. Bob Abernathy, nationally recognized after dinner speaker, and Director of Extension and Field Services, from Middle Tennessee State University, Murfreesboro, Tennessee.

Col. Jim Stevens, Nashville, was in charge of a bid calling contest made up of the 25 new members who had joined the Tennessee Auctioneers Association since June 1966. The three finalist were Col. Ben W. Gary, Col. Johnny Holland, and Col. Hugh Howell.

Col. Howell, of Madison, was chosen as winner by having best voice volume, smoothness of delivery, chant clarity, etc. He received a complimentary gift certificate for a Kenya straw hat, "The Auctioneer".

The report of the nominating committee was given by Col. Albert J. Durham and the slate of officers were elected by acclamation as presented.

Col. Ralph Masengill, Morristown, presented an engraved gavel to the retiring President, Col. Billy Howell.

Col. Hugh Howell, Madison, sang the "Auctioneer" song and several of his favorite selections which were enjoyed very much by everyone.

The officers' and directors' breakfast was held at 7:30 A.M. Monday, June 12, at Shoney's Restaurant.

The general session of the Tennessee Auctioneers Association's annual convention was called to order by President Billy Howell on June 12. Invocation was by Col. J. D. Cathey, Jr., of Bon Aqua. Col. Howell gave a few words of welcome to all auctioneers attending this session after which the secretary gave the report of the past meetings.

Report of the status of recent membership approval of the Tennessee Auctioneers licensing law was given by Col. Clive Anderson, Sr. of Nashville.

An interesting panel discussion moderated by Col. E. R. Hargis, Murfreesboro, was most informative. Panelists were Col. Jim Stevens, Nashville, who discussed real estate; Col. C. B. Arnette, Murfreesboro, speaking about antiques; and Col. Frank Walden, Madison, discussing cattle auctions.

Col. Don Durham, Murfreesboro, did an excellent job as moderator of the Impromptu Speech Contest, with all new members participating. The judges' decision declared Col. J. D. Cathey, Bon Aqua, as the winner and a nice engraved

gavel was presented to him.

An open discussion on the means of upgrading the auction profession was conducted by Col. Lloyd Nevels of Knoxville.

The meeting adjourned for lunch at 12:00 noon and reconvened at 1:00 P.M. The afternoon session was occupied by the installation of new officers and affirmation of new members.

Col. John Eskridge, president elect gave his acceptance speech and made appointments of the new committees.

Meeting was adjourned to the selected area in the parking lot where a rousing Fun Auction was conducted by very capable Col. Kenneth Robertson and his wife, Colonelette Faye Robertson, of Morristown. The bidding was very spirited netting \$191.50 for all items sold.

Produce Auction Off With Great Start

DOTHAN, ALA. — “Now what will you give . . . ”

With these words Auctioneer Fred Mullis of Lancaster, S.C., got the sixth season of sales at the Wiregrass Farmers Produce Market off to a fast start May 22.

Wet weather slowed the sale down but the day ended with area farmers selling \$6,414.76 worth of produce. Last year the opening day only produced a little over \$1,000.

The first produce to be offered at the auction — a box of tomatoes — brought \$4. It was purchased by Ed Jackson of Boston, Ga., who has made it a point for the last several years to buy the first tomatoes.

Buyers at the market had tomatoes, okra, cucumbers, polebeans, string beans, butterbeans and squash to choose from.

H. H. Turner, market manager reported there were enough buyers at the market yesterday for the amount of produce brought in by Wiregrass farmers. However he said more were expected today and for the rest of the season.

A breakdown shows that 773 boxes of tomatoes were sold during the first day. Prices paid for the tomatoes ranged from



Note the smile on auctioneer Fred Mullis' face as he examines these fine tomatoes. Col. Mullis will address the 1967 National Convention on a subject that is a “first” at our annual meetings, “Produce Auctions”.

\$2.50 to \$4. Turner described the offerings as “mostly run - of - the - crop.”

There were five hampers of butterbeans sold, but market officials are expecting 300-400 bushels at the sale today.

Other produce sold included 108 hampers of squash, 33 hampers cucumbers, 31 hampers okra, 42 hampers string beans, 636 hampers of blackeye peas, 30 dozen corn and 95 bags of Irish potatoes.

This year the market will be using two auctioneers to speed up sales. Fred Mullis will be joined later this week by his brother Sherill Mullis. It will be the first time the two have done any produce auction work in Alabama. They have experience in South Carolina, North Carolina and Florida.

Mullis expressed satisfaction with the produce he saw at the first-day sales and commented that it “looks like one of the garden spots of the world.”

Our Son

As he peeped into the blankets, Dad became a little pale
Until the tiny bundle, gave a piercing wail.
This was just plain evidence and proof enough you see
Destiny had in store for him, an auctioneer he would be.

Our baby slept, ate and crept right into the age of one
Step by step, we watched him walk, then he learned to run.
One by one new words came, he developed quite a sound
Father was so proud of him when he began to pound.

He ran his way right into two, his future being planned
Then Daddy took his gavel back, his son not yet, a man.

Trucks and airplanes took its place, are now his favorite toys.
Daddy was a loser, his son was still a boy.

Years slipped by, our baby learned to chant
Not one or two, but three.
Again the inspiration came, an auctioneer he would be.
Regardless of how hard Dad tried to teach one number more
Things did not begin to happen until the lad was four.

How his world expanded
My, the crowds he did bring home.
Then that special moment, when playmates cheered him on.
From atop my kitchen table came—
GOING GOING, GONE

NORA KORNBRUST
E. Moline, Ill.

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NATIONAL AUCTIONEERS ASSOCIATION
JULY 19-22, 1967

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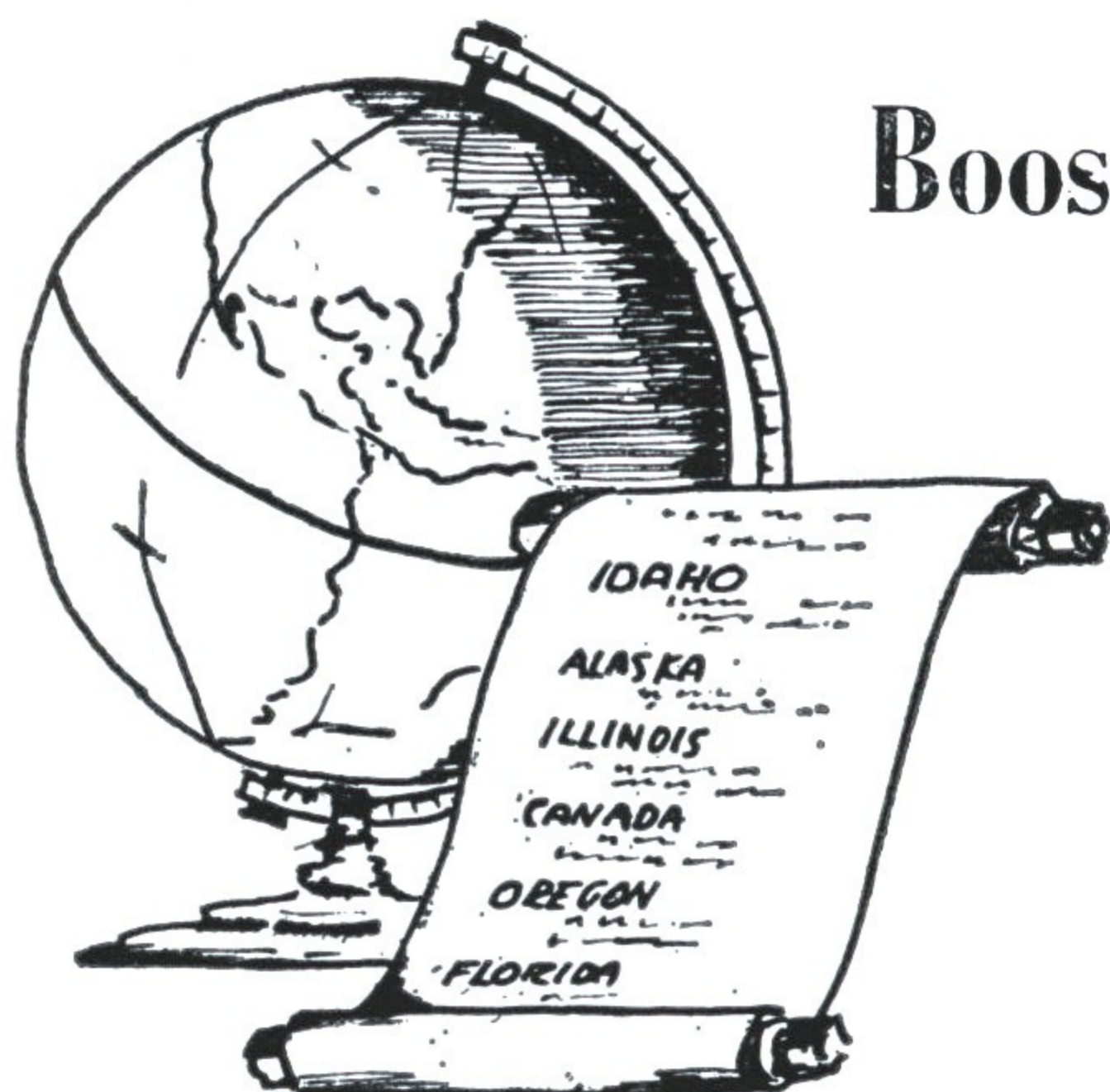
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3 rooms (parlor-2 twin bedrooms) ...			\$50-\$70-\$85



Boosters for 'The Auctioneer'

The members whose names appear under their respective states have each given \$5.00 for their names to appear for one year in support of their magazine. Is your name among them? Watch this list of names grow.

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Fairfield Day Named President Of Firm



FAIRFIELD P. DAY

The Board of Directors of Joseph P. Day, Inc., national real estate brokerage and auctioneering firm founded by the late Joseph P. Day in 1895, with head-

quarters in New York City, has elected Fairfield P. Day as its President to succeed his brother, Bernard P. Day, who passed away on April 12th. Mr. Fairfield Day has been active in the company since his graduation from Harvard in 1936 and was formerly Executive Vice President.

He is also President of the Joseph P. Day Florida Realty Corporation and is a member of the National Auctioneers Association.

Bull Calf Sells For Record \$115,000

New price records were established on May 22nd at the Shore Canadian Classic, Glansworth, Ontario. Weavers Reflection Apex, a six month old Holstein bull calf sold to a syndicate of Ontario Artificial Breeders. This calf was bred by Weavers Brothers of Belmont, Ontario. Also, the highest averaging Holstein consignment sale price of \$6323 was established.

Everett R. Miller, Rives Junction, Michigan, past president and member of the Michigan Auctioneers Association and member of National Auctioneers Association assisted in selling this record breaking event.

IN UNITY THERE IS STRENGTH

IT COULD BE ME

I love to see a fellow man
Who always has a smile
A good clean way of living
And who makes his life worthwhile.

A man who is a keeper
Of his family and his home
A religious type of person
He will never be alone.

A man whom you see walking
Up or down the street
Will always nod his head
And say hello to folks he meets.

A man who is a leader
To his family and his friends
A man who's not afraid
To stand in church and say Amen.

Now if you should ever wonder
Just who this man could be
Well, look yourself right in the eye
And say that could be me.

By Col. E. L. "Red" Miller
Belpre, Ohio

FREEDOM OF CHOICE

You have freedom of choice, and by inescapable equations your choices will bring you profit or loss.

If you choose to work, you will get ahead; if you don't, you will fail. If you neglect your work, you will dislike it. If you do it well, you will enjoy it.

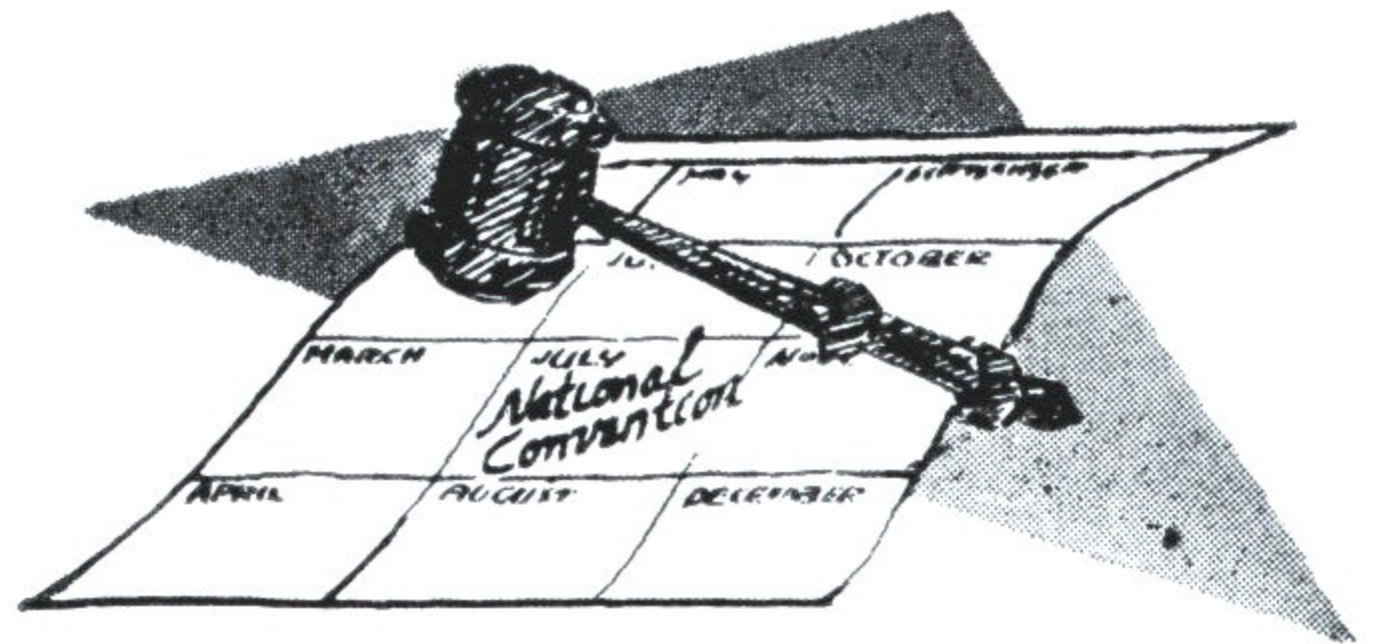
If you join little cliques, you will be

self-satisfied. If you make friends, widely, you will be interesting. If you act like a human being, you will be respected.

If you spurn wisdom, wise people will spurn you. If you adopt a pose of boredom, you will be a bore. If you show vitality, you will be alive.

If you spend your free time playing bridge, you will be a good bridge player. If you spend it reading, discussing and thinking of things that matter, you will be an educated person. — Dr. Sidney Smith.

Convention Dates



July 20-22 — National Auctioneers Association, Pick-Congress Hotel, Chicago, Ill.

July 28-29 — Texas Auctioneers Association, El Trapicano, San Antonio.

Sept. 30-Oct. 1 — Missouri State Auctioneers Association, Missouri Motor Hotel, Jefferson City.

October 21-22 — Illinois State Auctioneers Association, Ramada Inn, Springfield.

Convention Exhibits

This is a department that has never been developed in our National Conventions, although we have had exhibitors from time to time. As of June 15, we have three confirmed exhibitors for our 1967 convention. They are:

W. Craig Lawing with his "Auctioneer" hats

Diners Club — National Credit Card Agency

Lubin Associates, Inc. — Variable Pension Program for Members of the National Auctioneers Association

Exhibits will be located near the registration desk in the Reception Foyer of the Rendezvous Room. (Second Floor).



Part of the crowd attending the two day convention of the Missouri State Auctioneers Association, May 6-7. It was reported by some that this was the finest convention they had attended in some time.

Missouri's Two Day Meeting A Success

BY IRV LANDOLT, Secretary

Members of the Missouri Auctioneers Association held their convention at Jefferson City's Missouri Motor Hotel, May 6-7.

Col. Tony Thornton, the group's President, officially opened the meeting by having Vice President, Col. Wayne Ytell, lead the registrants in the Pledge of Allegiance to the Flag. Officers and board members were then introduced followed by the introduction of all the members, guests and families.

Col. Don Albertson handled the task of Master of Ceremonies. Guest speaker, Col. Ed Carter, was introduced by Col. Ken Barnicle, and all enjoyed the manner in which he related his experiences in the auction field.

Col. Dick Ireland, who sells regularly, five days a week, at the Mexico, Mo., Livestock Market, gave a brief but informative address on the sale of livestock at the market.

As always, one of the highlights of the convention was the Fun Auction, which was held on Saturday night. This again added a few dollars to our treasury. Following this, our evening speaker arrived just in time to give his address on the experiences he had encountered since he entered the auction profession. He had had a sale near Chillicothe, Mo., which caused him to arrive late.

Col. Fred Quick, Aurora, Ill., was present to give us all a personal invitation to attend the National Auctioneers Convention in Chicago, July 20-22. Also, Col. Quick, who seems to be well versed in recognition and worth of antiques, gave us all a few pointers in determining the value of certain pieces of glassware and china.

An auctioneer seminar was held during the convention, giving anyone an opportunity to ask questions of those who were well versed in their particular field of selling. The fields covered were real estate, machinery and antiques.

During the morning period, coffee and donuts were available to the group. The

walls were decorated with an array of various types and sizes of auction sale bills.

A fine country and western group, secured by Col. Ken Barnicle, known as "The Sundowners" gave their performance Sunday, following the luncheon. These four boys are really artists in their field.

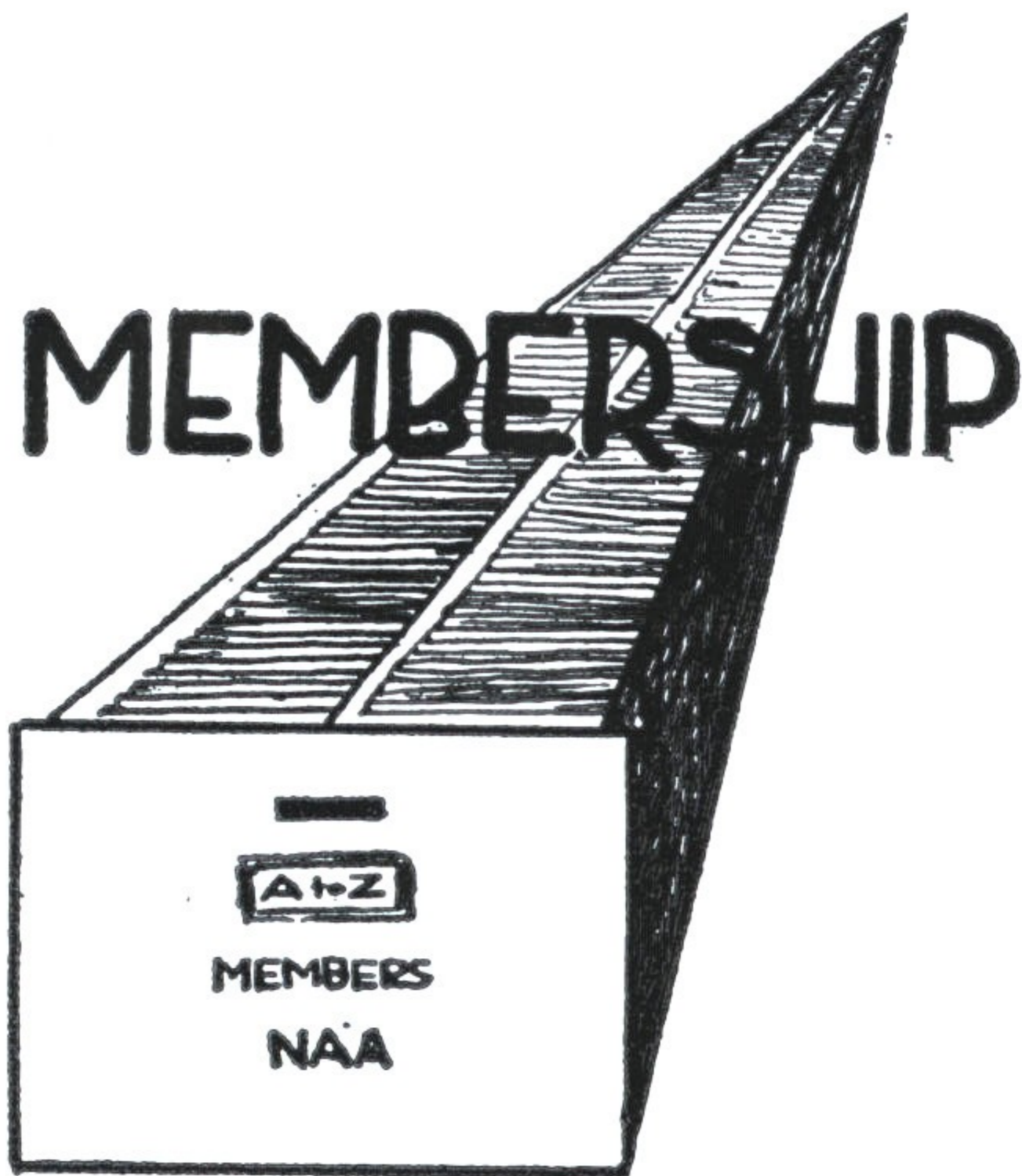
The Sunday afternoon speaker was secured and introduced by Col. Ytell. Mr. Lon Orr, a stock broker with B. C. Christopher, Joplin, Mo., the speaker, gave us an enlightening presentation of the great potential in the auction business. Many things remain to be sold at auction that have not yet been sold by that method.

Col. Milo Beck, who traveled from Rogers, Ark., to be present with us, gave a brief talk on the Agressive Auctioneers Association of Arkansas.

All in all, the two day convention was quite successful and it was decided to have the next convention a two day affair in Jefferson City, Sept. 30 and Oct. 1.



Herb True, one of the outstanding performers in his field, will be ready for you at the Pick-Congress in Chicago. Dr. True's part on the program will take place on opening day, Thursday, July 20. It will be worth your trip.



*Memberships Processed
May 16 through June 15*

Albert Albaugh, Ohio
 *R. G. Bickford, Tennessee
 *Emmet R. Gemme, Connecticut
 William L. Persinger, Illinois
 Neil Bolton, North Carolina
 *James R. Cohen, Virginia
 Andre Hasapis, Ohio
 Wayne Cook, Texas
 William J. Fritzpatrick, Connecticut
 Wilson Hawk, Kansas
 Hubert Sukraw, Nebraska
 Dick Babb, Ohio
 *Bruce McCleary, Oklahoma
 Clarence Latham, Ohio
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 *Charles R. Nichols, Kentucky
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 *Vernard R. Harding, Maine
 Buck Enloe, Texas
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 E. W. Robbins, Colorado
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 *Myron P. Malone, Washington
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 Jacob J. Ulrich, Kansas
 Lawrence Welter, Kansas
 Rex B. Newcom, Kansas
 Roy E. Wood, Kansas
 *Milton J. Woody, Kansas
 Joe E. Gingerich, Kansas
 George Worrell, Kansas
 Leo Crawford, Kansas
 Ed Reimer, Kansas
 Charles M. Macy, Kansas
 Ronald J. Scott, Kansas
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 Willis A. Darg, Kansas
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 W. R. Simpson, Kansas
 Duane Gugler, Kansas
 Carson E. Hansen, Kansas
 *Charles H. Crandell, Missouri
 E. A. Maurer, Texas
 Dale C. Giffin, Ohio
 *Albert L. Camire, Jr., Oklahoma
 Truman Kongsle, South Dakota
 *Robert Hanson, South Dakota
 *Dick Payne, South Dakota
 *S. G. Meyer, South Dakota
 *Orlando Olson, South Dakota
 Roy Farless, Virginia
 Paul B. Perry, Arizona
 Roy J. Draper, Kentucky, LIFE
 Herman F. Welch, Illinois
 Andy Little, Missouri
 Pat Goggins, Montana
 J. Cliff Harper, Texas
 Jack C. Harper, Texas
 Roland Reese, Texas

Love of money is the root of half the evil in the world; and lack of money, the root of the other half.

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Pine Bluff

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183 Broad Ave., Leonia

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518 University Bldg., Syracuse 2

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Secretary: Newton E. Dilgard, Room 9,
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Secretary: LeRoy Teske, 110 N. Pearl St.,
Berlin

THE LIGHTER SIDE . . .

HANDICAP

The hostess at a children's birthday party was chatting with one of the girls. "My, your little brother is shy. He hasn't moved from that corner all afternoon."

"He's not shy," the little girl said. "He never has had a necktie on before and he thinks he's tied to something."

SAY THAT AGAIN

"Doctor, I hope it isn't too much trouble to visit me here at home," the woman telephoned hopefully.

"Why no," the doctor replied. "I've another patient in that block so I'll just kill two birds with one stone."

ALL MIXED UP

On the first day of school, the boy was telling his teacher about his dog.

Teacher: "What kind is it?"

"Oh, he's a mixed up kind — sort of a cocker scandal."

CAN'T BE

"What possible excuse," demanded the outraged judge, "can this jury give for acquitting this man of second-degree murder?"

"Insanity, your honor," replied the jury foreman.

"What?" shouted the judge, "all twelve of you?"

OLD STUFF

A couple went to the travel agency and asked for suggestions about a vacation trip.

"How about a nice trip around the world," the helpful clerk suggested.

"That's out," quickly responded the wife. "We went there last year."

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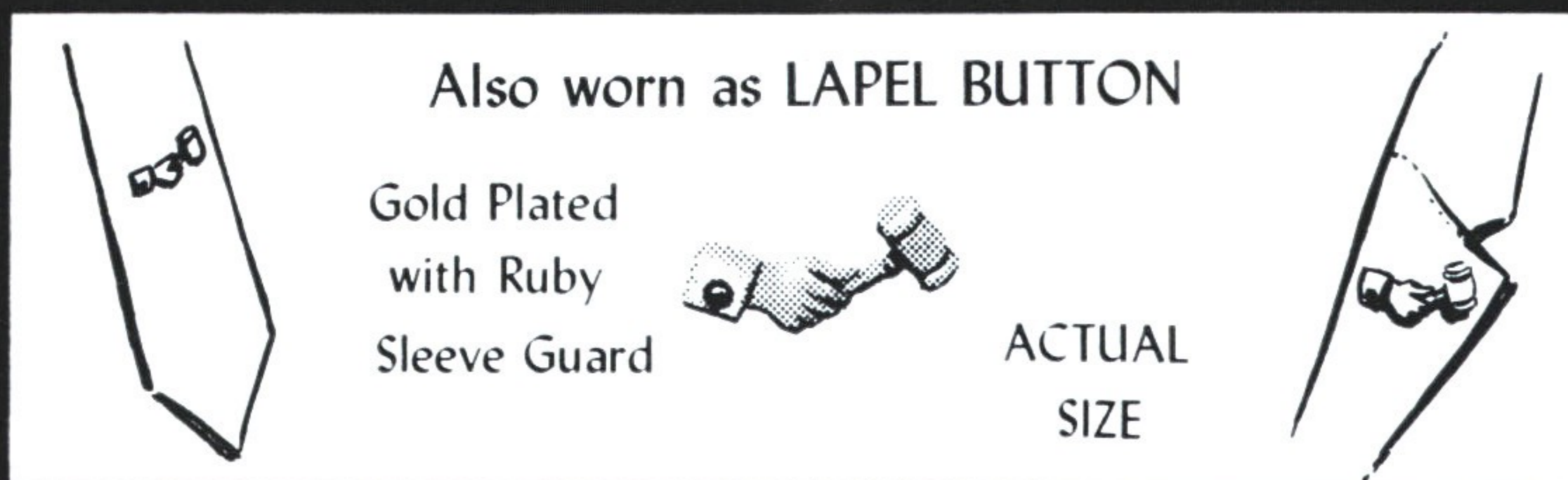
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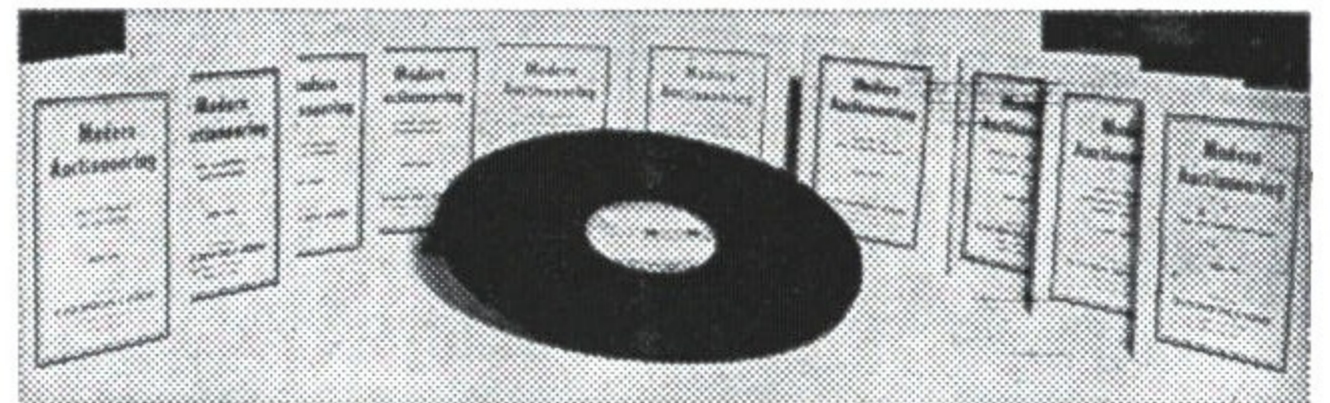
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At The Convention

Wednesday, July 19, 1967

- 2:00 P.M.—Meeting of Hospitality Committee
- 2:00 P.M.—Registration
- 3:00 P.M.—Board of Directors Meeting (NAA)
- 4:00 P.M.—Officers and Directors Meeting (Auxiliary)
- 8:00 P.M.—Amateur Contest

Thursday, July 20, 1967

- 8:00 A.M.—Registration
- 12:00 Noon—Luncheon — Official opening of Convention
- 6:00 P.M.—Buffet Dinner
- 7:30 P.M.—Fun Auction
- 9:00 P.M.—Social Hour

Friday, July 21, 1967

- 8:30 A.M.—Registration
- 9:30 A.M.—Call To Order
- 12:00 Noon—Ladies Luncheon — Annual Meeting (Ladies Auxiliary)
- 8:00 P.M.—“A Night With The Stars” — Variety Show — Dancing

Saturday, July 22, 1967

- 8:00 A.M.—Breakfast Meeting, NAA Officers and Directors with State Association Presidents and Secretaries — Breakfast Meeting (Ladies Auxiliary) New Officers and Directors
- 9:30 A.M. - 12:00 Noon—Call To Order—Addresses and Panel Discussions
- 1:30 P.M. - 4:00 P.M.—Annual Business Meeting
- 3:00 P.M.—Auxiliary President's Acceptance Address
- 3:10 P.M.—N.A.A. President's Acceptance Address
- 6:30 P.M.—Grand Banquet — Presentation of Awards

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