

# THE auctioneer

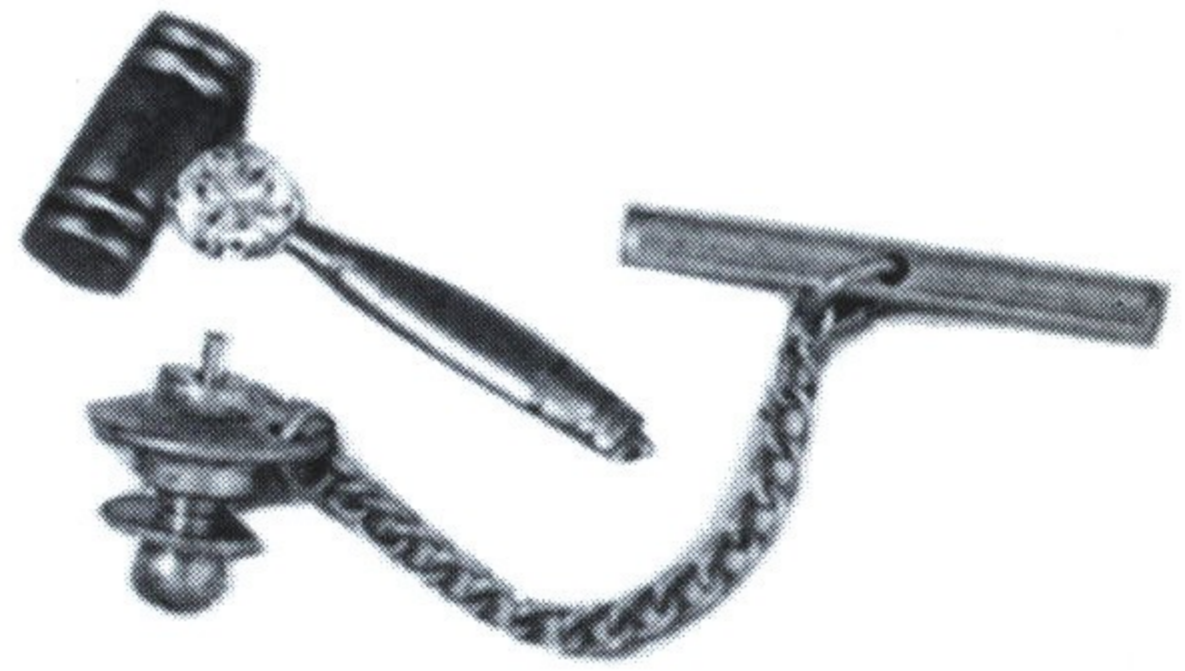


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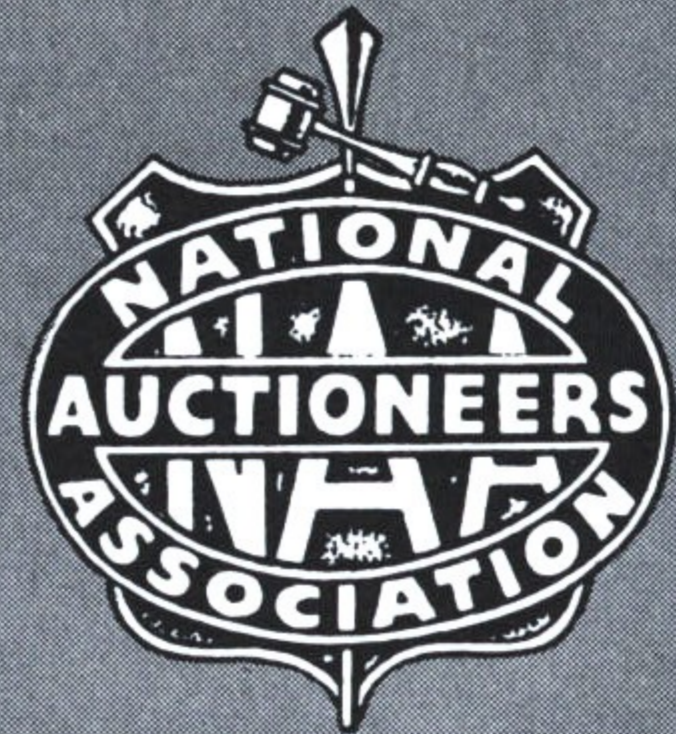
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# THE AUCTIONEER

IS THE OFFICIAL PUBLICATION OF  
NATIONAL AUCTIONEERS ASSOCIATION  
135 LAKEWOOD DR. LINCOLN, NEBR. 68510



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THE AUCTIONEER is a non-profit publication and every member of the NAA also owns a share of THE AUCTIONEER. It is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

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

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

Single copies 50 cents.

## DISPLAY ADVERTISING RATES

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

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Published the 1st of each month  
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# Association Membership Increases 50 Per Cent in Five Year Period

Membership in the National Auctioneers Association had reached another all-time high on December 31, with 3,647 members at that time. This was an increase of just over 400 from the same date a year ago and more than a 50% increase in the total membership of five years ago.

Significant increases in membership the past year from Alabama and Georgia as well as Mississippi, Missouri and Texas aided in establishing the record total. For several years, Ohio and Illinois have been "nip and tuck" in membership leadership. The past year Illinois gained 29 members while Ohio was losing ground by 12, so Illinois, with 245, leads all states in membership with Ohio in second place.

Rounding out the top five are Tennessee, Kentucky, and Indiana. The next five states in order by membership total are: Texas, Missouri, Nebraska, New York and Wisconsin. The following compilation gives the number of members by state on Dec. 31, 1972, as well as one year earlier and five years earlier:

	12-31-67	12-31-71	12-31-72
Alabama	13	34	69
Alaska	0	3	2
Arizona	10	12	16
Arkansas	80	56	64
California	62	87	97
Colorado	54	41	45
Connecticut	12	20	20
Delaware	6	7	8
District of Columbia	3	3	3
Florida	46	77	77
Georgia	16	40	73
Hawaii	2	2	3
Idaho	14	13	17
Illinois	170	216	245
Indiana	153	164	174
Iowa	90	111	124
Kansas	79	115	134
Kentucky	102	169	190
Louisiana	10	25	30
Maine	8	9	18
Maryland	26	40	48
Massachusetts	27	44	50
Michigan	74	99	109
Minnesota	21	33	34
Mississippi	15	17	34

Missouri	64	138	157
Montana	32	40	44
Nebraska	131	156	152
Nevada	1	2	2
New Hampshire	5	14	17
New Jersey	41	49	55
New Mexico	13	19	25
New York	75	134	150
North Carolina	36	58	64
North Dakota	26	24	27
Ohio	180	242	230
Oklahoma	52	81	78
Oregon	21	28	31
Pennsylvania	107	132	142
Rhode Island	5	4	4
South Carolina	16	20	25
South Dakota	31	30	32
Tennessee	128	175	197
Texas	100	123	166
Utah	0	3	5
Vermont	4	9	8
Virginia	51	79	89
Washington	28	31	28
West Virginia	33	46	47
Wisconsin	89	126	141
Wyoming	15	16	17
Canada	24	24	29
Australia	1	0	0
Central America	0	0	1
Thailand	1	0	0
West Indies	1	0	0
Totals	2404	3240	3647

Alabama is becoming more and more Auction Oriented. This will continue to be true if we, who are in this business, will conduct our business in a manner that will be receptive to, and admired by, the General Public of this State. We must see that Auctioneering is recognized as a profession, the same as the Doctor, Lawyer, etc.

It is up to the members of the Profession to instill dignity and respect in the minds of the public regarding our business. The conduct of each of us plays an important roll in accomplishing this.

It is time that we, as Auctioneers, command respect and demand certain qualities in those who practice our trade.

—THE ALABAMA COLONEL

## **Belter Sofa Nets \$5300 In Arkansas Auction**

Excellent prices were received at a recent Antique Auction held at the Convention Auditorium in Hot Springs, Arkansas. Some of the prices were as follows: Belter Sofa - \$5,300.00, 3 Belter Chairs - \$7,500.00, Belter Marble Top Table - \$6,600.00, 2 Odd Belter Chairs - \$2,400.00, Small Peach Blow Pitcher - 600.00, China Clock - \$700.00, Etegere - \$1,100.00, Glass Front China - \$550.00, Chippendale Lowboy - \$600.00, Small Burmese Toothpick Holder - \$250.00, Brass Chandeir - \$625.00, Walnut Love Seat - \$600.00, Walnut Poster Bed - \$1,050.00, 3 Piece Walnut Bedroom Set - \$1,350.00, Bronze Figurine - \$760.00, Walnut Organ - \$950.00, Korean Chest - \$750.00, Small Walnut Desk - \$600.00, Pair Point Lamp - \$450.00, Walnut Banquet Table - \$775.00, and a Small Pair of Foot Stools - \$200.00.

There were approximately 300 people in attendance from 29 different states. The merchandise was tagged and cata-

logged (287 items). We sold the catalog for \$5.00 and this was the admission to the Auction with **no children permitted**. Incidentally, all of the items came out of one home in Hot Springs. Total Sale —\$61,327.50. James E. Wilson of Hot Springs, Arkansas, was the Auctioneer.

### **OUR COVER**

Treasures from an old family are being turned into cash in a scene duplicated hundreds of times a year. Most of the items identifiable in this picture brought a good deal more than their original cost and as all auctioneers who have been active as far back as 20 years will readily admit, several times more than they would have commanded 20 years ago.

This picture was taken in Lincoln, Nebr., Dayton Layman (left) doing the selling, Virgil Layman (right) holding the miniature dresser and Ye Ed just happened to get between them and spot a few bids on a pleasant summer afternoon.



James E. Wilson (left), NAA member from Hot Springs, Ark., is shown with Mr. Jim Mello, Gustine, Calif., after Mr. Mello had purchased the five pieces of Belter furniture, pictured, for \$19,400. He also purchased two other Belter chairs for \$2,400, a walnut love seat for \$600 and two small needlepoint footstools for \$200.



Russian visitors to the U. S. are pictured at the new UNIMART in Seattle with NAA Director Bob Losey and his daughter, Mrs. J. Abhold. These men visited the Renton Auction Co., owned and operated by Losey. Identification, from the left: P. M. Solopichenko, A. J. Besedin, E. A. Denisov, V. A. Simonov, Mrs. Abhold, Bob Losey, Mr. Bikou, A. S. Riabinkin, A. M. Chirkov, V. S. Prokofiev, and V. D. Uvayov.

## Russian Delegation Visits U.S. Auction

While visiting in Russia, last summer, Mrs. Jerry Abhold, daughter of our own NAA Director, Bob Losey, Renton, Wash., invited Russian Minister, A. S. Riabinkin to see an American auction, the Renton Auction in particular, on his visit to the United States. He accepted and brought eight friends with him, all heads of departments. They were astonished at all the many people and their ability to purchase furniture.

While in Russia, Mrs. Abhold met the head minister of the fur department which holds the only auction in all of Russia, at Leningrad. The auction floor resembles our Senate with tiers of permanent desks in a semi-circle and rented by delegations. The auctioneer calls from a podium and the spectators are in a gallery, above. Everything is operated by and owned by the government and all profits go to the government. Buyers are charged 3% above price of

furs for expenses, 1% for auctioneers and 2% for governmental expenses. Only furs, jewels and antiques are sold at auction.

## Tennessee Director Dies of Heart Attack

E. H. Lawson, Kingsport, Tenn., passed away Wednesday, December 27, the victim of an apparent heart attack. He was a member of the Board of Directors of the Tennessee Auctioneers Association, a member of the National Auctioneers Association and owner of the E. H. Lawson Real Estate and Auction Co.

Col. Lawson took a very active interest in his trade associations and had an outstanding attendance record at both state and national events. He was one of the contestants in the World Champion Livestock Market Auctioneer Contest at Social Circle, Ga., last June.

Survivors include his wife, one son and one daughter, his mother and other relatives and friends.

## Colorado Auctioneers Plan Membership Drive

Colorado auctioneers and their wives spent an enjoyable afternoon at Denver's Cherry Creek Inn, January 14. The event was the annual meeting of the Colorado Auctioneers Association.

After a period of informal conversation and the renewal of acquaintances, the meeting was called to order by the president, Chuck Cumberlin. First speaker of the afternoon, John Shaw, of Multi-Media Corporation, Colorado Springs, Colo., set the pace for the afternoon. Mr. Shaw proved to be more than an ordinary convention speaker. His inspiring delivery was the highlight of the meeting.

Stan Robertson, representing the Colorado Real Estate Commission, told of the tremendous increase in the numbers taking examinations for broker and salesman licenses and clarified some points in regard to auctioneers, unlicensed by the Board, selling real estate at auction.

Chuck Cumberlin completed the session by mentioning some of the future goals of the National Auctioneers Association and suggesting more support from Colorado auctioneers.

Reuben Stroh, Loveland, was elected President for 1973. Fred Ramaker, Denver, was elected Vice President, and Jack Salisbury, Fort Collins, was re-elected Secretary-Treasurer. A membership expansion project was launched with Cookie Lockhart, Steamboat Springs, heading an inspired membership committee.

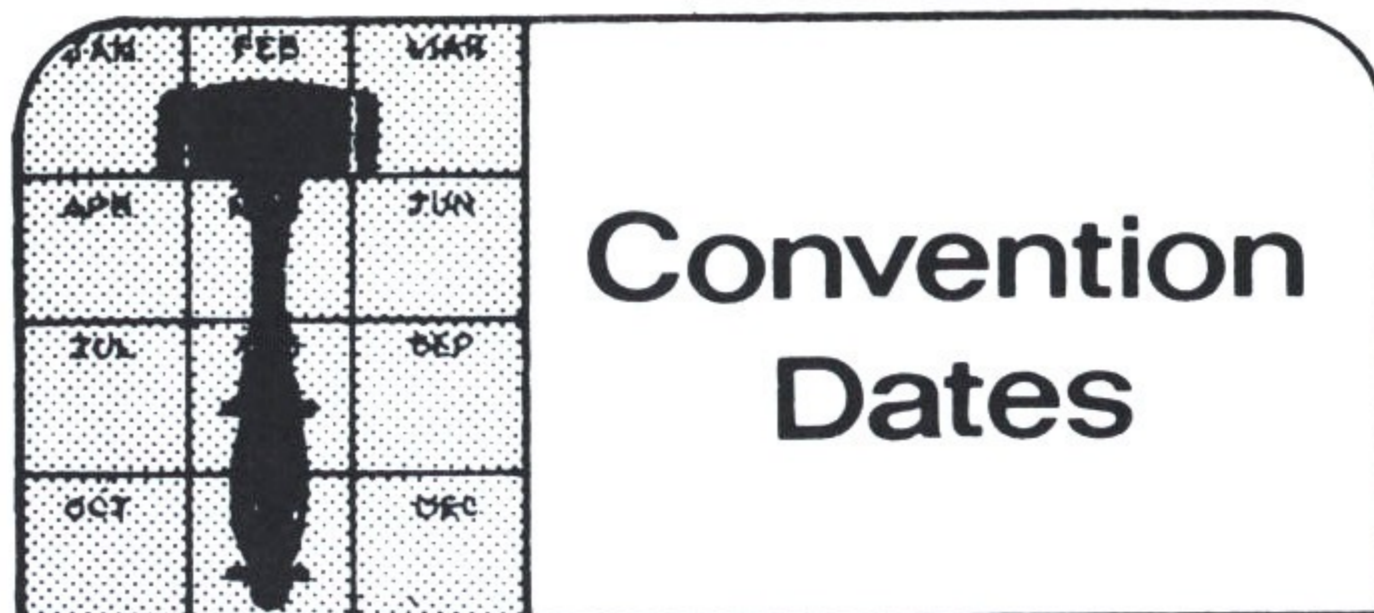
Dinner was served to all in attendance followed by an address by Bernard Hart, Secretary of the National Auctioneers Association.

## Truman Letter Sells

New York — A handwritten letter by Harry S. Truman in which the former president said he wanted his epitaph taken from a book by UPI White House reporter Merriman Smith was sold at auction for \$2,400.

Charles Hamilton Galleries conducted the sale for Smith's estate. He died in 1970. The letter was purchased by B. Altman Co., a New York department store.

IN UNITY THERE IS STRENGTH



- March 2-3 — North Dakota Auctioneers Assn., Holiday Inn, Bismarck.
- April 1-2 — Kentucky Auctioneers Assn., Galt House, Louisville.
- April 8 — Illinois State Auctioneers Assn., Springfield.
- May 5-6 — Oklahoma State Auctioneers Assn., Hilton Inn West, Oklahoma City.
- May 20 — Alabama Auctioneers Assn., Montgomery.
- June 12-13 — Wisconsin Auctioneers Assn., LaCrosse.
- June 17-18 — Tennessee Auctioneers Assn., Hilton Airport Inn, Nashville.
- July 19-20-21 — **NATIONAL AUCTIONEERS CONVENTION, St. Petersburg Hilton Hotel, St. Petersburg, Fla.**

## New Livestock Facility Opens At Oelwein, Iowa

OELWEIN, Iowa — Farmers Livestock Auction Co., Inc., a new firm with new facilities opened for business Nov. 5.

William J. Aubrey, well-known in area livestock circles, is president of the new firm. Vance Sibert is secretary-treasurer.

The new facility features all-steel pens, an air-conditioned sales arena, and an electronic ring scale. The facility will accommodate 2,500 head of livestock — 1,500 under roof.

The market is affiliated with Competitive Livestock Marketing Association which provides a wide-range of services to the live-stock industry through its stockholder marketing businesses.

## \$52,000 for Filly

Thirty Quarter Horse yearlings sold for \$169,350 to average \$5,645 in the QROA Gold Cup Yearling Sale at Albuquerque, N. M., Dec. 8. A red roan filly by Go Man Go AAA sold for 52,000, and a sorrel filly by Rocket Bar brought \$47,000.

Tom Caldwell, Ontario, Calif., was the auctioneer.



# The Ladies Auxiliary

We just returned from the NAA Board of Directors meeting in Nashville, Tennessee. Mr. and Mrs. Clive Anderson, Sr., their sons and their wives and Jim Stevens were such great hosts and hostesses.

While the men attended the meeting Andersons conducted the ladies to the beautiful Hermitage, home of Andrew Jackson. It was a most interesting tour and appreciated by all of us.

Another treat in store for those that stayed over another day was a trip to the Grand Ole Opry. Mr. Anderson reserved choice seats in the balcony and we had a great time clapping and cheering the songs of such greats as Tex Ritter, Roy Acuff, Hank Snow and many other popular country western stars.

Naturally, while we were there Dean couldn't resist attending a sale conducted by Jim Stevens. Although it was pouring down rain it didn't dampen the spirit of the bidding and Col. Jim was successful in selling the property.

We have always heard about "Southern Hospitality", now we know what they mean as it was demonstrated to all who attended the meeting.

With this in mind we are anxiously looking forward to the convention in July. Hoping to see all of you there.

**Jean Fleming**  
Atkinson, Nebr.

## Tennessee Ladies Enjoy First Winter Meeting

The Ladies Auxiliary of the T.A.A. held their first winter meeting at the Hilton Airport Inn in Nashville, Dec. 4, 1972. The meeting was called to order by President Rebecca Brown. The invocation, a Christmas poem, was given by Janis Anderson.

The following committees and their chairmen were appointed:

Committee for amending the Constitution — Mrs. Joyce Hill

Nominating Committee — Mrs. Catherine Burns

Program Committee — Mrs. Janis Anderson

Plans were discussed for our June meeting pending the arrangements of the T.A.A. Coffee and sweet rolls, compliments of Ramsay Realty were served and enjoyed.

Twelve members were present, which is good for "first", and Mrs. Willie Masengill won the door prize which was a gaily decorated trivet.

**Mrs. Don King,**  
**Sec.-Treas.**

## Historic Piano Brings \$1,300 At Auction

New York — Joe O'Connor didn't tell anyone ahead of time about the piano. Its history, he confided to a newsman, is not generally known.

When auctioneer Martin Fien, standing on a wooden chair in the National Democratic Club, called the baby grand Steinway, the bidding began at \$200. It spiraled until O'Connor said \$1,300 and silence followed.

"Gone for \$1,300," said Fien, and O'Connor shouted with glee. "John Kennedy sang at that piano," he told the crowd, "and Harry Truman played it."

The piano, the portraits, the carpets, the tables and the chairs all went under the gavel as the club cleaned out the mansion it had occupied for 50 years.

With membership down from 1,000 six years to about 300, the club sold the building to the Polish government for \$940,000 and auctioned the furnishings to pay its debts.

### SUSPICIOUS

"Darling," coyly cooed the bride, "I'm afraid your dinner is a little burned tonight."

"Oh gosh," said the new husband, "don't tell me they had a fire at the delicatessen!"

# Queens Auctioneer Adds Woman's Touch

By Glenn Singer

In most respects, it was a typical automobile auction: The Police Department's Long Island City storehouse was filled with cigar-chomping used-car dealers, burly wrecking company operators and a handful of young people looking for a good buy among some 640 confiscated, abandoned and stolen vehicles that they examined in city pounds earlier in the week.

Autos in poor condition were put on the auction block first, and they commanded average prices of \$5 to \$10. The bidding was slow and boring. Later, newer cars in better shape were offered for sale, the bidding became faster and furious, and prices soared as high as \$2,000.

What was different about this day-long auction was that the auctioneer was a woman.

In fact, Mrs. Regina F. Hayes of Forest Hills, who entered the profession after the death of her auctioneer husband Benjamin four years ago, is one of only a very few woman auctioneers to be licensed by the city's Department of Consumer Affairs. She says she has heard of only two others.

"I was liberated long before Gloria Steinem came on the scene," Mrs. Hayes said during a break in the auction. "If a woman with ambition and intelligence decides to pursue a profession, she can go places. Unfortunately, too many have mental barriers and think too much about what a woman's role should be."

Before her husband's death, Mrs. Hayes said, she worked for 20 years as an appraiser, a job to which she still devotes three-fourths of her time. She often works six days a week.

In addition to automobile auctions, Mrs. Hayes frequently runs auctions of unclaimed trunks and baggage for hotels, Y.M.C.A.'s and the Port Authority of New York and New Jersey.

"In sales of this nature, people sometimes expect to find valuables inside a piece of baggage," Mrs. Hayes said. "We tell them in advance to bid only on what they think the piece of baggage is worth so they won't think they're being gypped."

Another suggestion that Mrs. Hayes said she always made to prospective bidders at all types of auctions was to ex-

amine the merchandise before the sale.

In her role as an appraiser — a job that many other women perform but still are outnumbered by their male counterparts — Mrs. Hayes specializes in determining the value of estates of deceased persons. Most of her referrals come from lawyers.

"It is often a very difficult task because you have to go into the homes of newly bereaved widows who often are suspicious and uncomfortable," she said. "You have to have a lot of compassion, sympathy and empathy."

"Basically, they're glad a woman came because they feel more comfortable dealing with someone of their own sex. Sometimes they like to talk for a while, so I stop and talk with them."

In her discussions with widows, Mrs. Hayes said she frequently heard them say that they wanted to immediately sell their houses and move in with a son or daughter in the suburbs.

"I encourage them to stay where their roots are — where their friends are — as long as they are physically able to do so," Mrs. Hayes said.

In her role as auctioneer, Mrs. Hayes receives a commission that varies according to the nature of the sale and she supervises the entire operation personally. This includes grouping of merchandise, placing advertisements, hiring assistants and providing security.

A member of the American Appraisers Association and the American Society of Appraisers, Mrs. Hayes stressed that the auctions she supervises "still give everybody a chance." She said some customers indicated to her that their bids sometimes were overlooked at auctions run by others.

THE NEW YORK TIMES

## NERVOUS CONDITION

An elderly man entered the hospital for treatment. One of the first meals served to him included a bowl of quivering gelatin. He refused to eat it.

Pressed for an explanation by the nurse, he replied, "I'm not going to eat anything that's more nervous than I am."

# Longest Running Show In Town

For Friday and Saturday night entertainment what is probably the longest running show in town is free to the public 52 weekends a year. The principals are the same but the rest of the cast changes with every performance.

The stage is set with a different set of props for each production. As a matter of fact, the props and the audience are half the show.

Should anyone question that auctions class as entertainment, he hasn't been to the Auction House, 7303 Division Ave. S. There is plenty of space in the big warehouse size building for serious buyers and lookers-on in row after row of old theater seats lined back from the king size stage.

Patrons who choose the long pews along the rear wall may find themselves too removed from the action up front to participate but they'll find these the vantage point to watch the comings and goings of bidders and their loot.

They also will be closer to the concession stand that dispenses coffee, hot dogs, ice cream bars and more popcorn than a movie house pops in a week.

Visitors are welcome to inspect each night's ware from 6 to 7 p.m. when Auctioneer Allan VanderLaan opens the show. His chant and ad lib humor continue until 10:30 or 11 p.m.

Russ Degood and Al Meddendorp, co-owners of the Auction House with VanderLaan, pitch in to describe and show off the contents of boxes and barrels and keep things coming up for the auctioneer's next pitch.

The house lights dim occasionally, the better to demonstrate to the audience that a boat lamp, bar light or TV really works. We saw a console color TV record player go for \$120.

Rocking chairs, snow tires, jigsaw puzzles, bedspreads, carpenters' tools and a lot of whatchamacallits keeps the bids coming as the audience keeps changing. Newcomers add to the stage action, inspecting items still to be auctioned.

Everything goes at one price or another. You may not want it but somebody does. Wondering why is half the fun.

If the bidding bores you, there still is the crowd to watch. It's an informal group and often a night out for an en-

tire family. No need to hire a sitter, just take the kids along. They fit in with the newlyweds and grandparents like they do at a Sunday school picnic.

Fridays are miscellaneous nights and Saturdays are for antiques and collectibles. The first Saturday of each month is reserved for antiques acquired from estate and consignees. The house take on consignment merchandise is 25 per cent. A house rule forbids bids by the owners.

Saturday night audiences include more dealers and serious collectors though they can't be distinguished from the crowd in appearance. No one dresses up for an auction.

Even if bidding is not your intent, sign in for a numbered paddle used to signal a bid. Watch to see how its done. Never can tell. You may see something here you've always wanted.

GRAND RAPIDS (MICH.) PRESS



**J. C. "Jake" Horney, right, accepts plaque designating him as Virginia's Outstanding Auctioneer for 1972. Presentation is made by Earl Bland, left, on behalf of the Virginia Auctioneers Association. Horney is from Wytheville and Bland has a Roanoke address.**

An old codger was watching a mini-skirted Miss so intently that he almost walked in front of a speeding car, prompting a patrolman to observe: "That gentleman's eyes were almost on their last legs!"

—THE ALABAMA COLONEL

## CONQUERING FEAR

I believe that anyone can conquer fear by doing the things he fears to do, provided he keeps doing them until he gets a record of successful experiences behind him.

—Mrs. Eleanor Roosevelt.

## CAR CALAMITIES

Body Repair Man to Car Owner: "First, the good news - your glove compartment and sun visor are in excellent condition."

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Bruce Chaffee, 19, of Monson, Mass., takes his training at auction school preparatory to joining his father, Robert, and his brother, Raymond, in the family auctioneering business.

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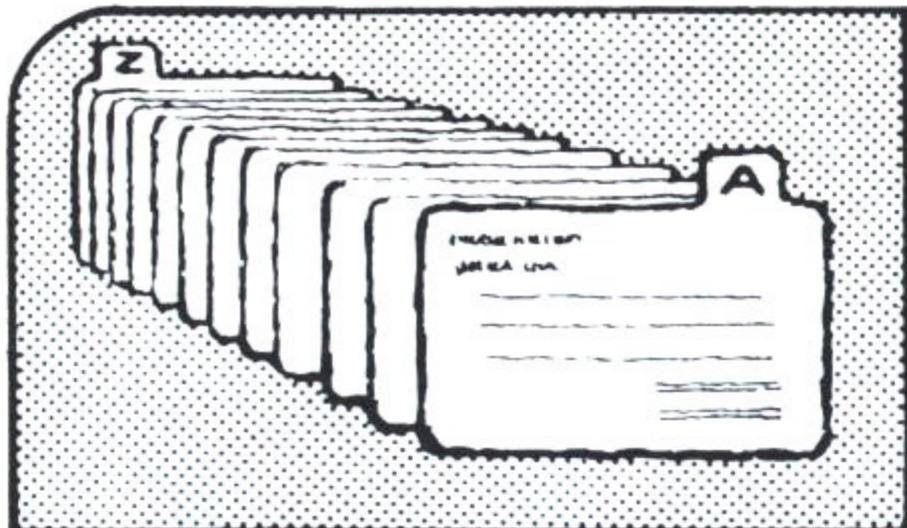
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## Western College

Pictured on the opposite page are members of the graduating class of Western College of Auctioneering, Billings, Montana, class of December, 1973. (Left to right).

**SEATED ON FLOOR:** Troy Seymore, Buhl, Idaho; Daniel Sime, Edmonton, Alberta; Leslie Will, Michael Martin, Ingle-side, Ontario; Randy Noon, Anoka, Minn.; Roy Thigpen, Mansfield, La.

**SECOND ROW:** Jack Pilch, Sheridan, Wyo.; (instructors) Jack Ellis, Roundup, Mont.; Bob Thomas, Billings, Bill Hagen, Billings, Mike Coolidge, Billings; Wayne Krueger, North Battleford, Sask.; Spencer Brandt, Marion, No. Dak.

**THIRD ROW:** Andre Blais, Delmas, Sask.; Robert Davidson, Mansfield, La.; Mark Adams, Lansford, No. Dak.; Stanley Stewart, Vermilion, Alberta; Jerry Scannell, Butte, Mont.; Stanley Buchholz, Lehr, No. Dak.; Larry Ashcroft, Grande Center, Alberta; Kelly Fischer, Hauge, No. Dak.; Royal Stewart, Vermilion, Alberta; David Shields, Hanna,

Alberta.

**BACK ROW:** Kim Hansen, Harlem, Mont.; Bayne Clark, Hazleton, Idaho; Ardel Rice, Mohall, No. Dak.; Doug Gamble, Calgary, Alberta; Chester Albright, Owings Mills, Md.; John Terrell, Carlsbad, New Mexico; Roger Brown, Auburn, Calif.; Terry Wiedeman, Platteville, Colo.; Lawrence Whitcomb, Stockbridge, Vt.; Scott McLeod, Radville, Sask. (other instructors not in photo).

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# Auctions Generate Air of Excitement

Lincoln, Nebr. — They did it in ancient Greece and they're doing it today in Lincoln. Auctions are for all time.

Although the goods for sale have changed from fresh tobacco leaves and chattled West African slaves, the atmosphere of excitement and expectation generated by the gathered group of bargain-hunters remains the same.

America's tradition of auctions dates back to 1662 when the earliest record of an application was filed for a sale in New Amsterdam — more than 200 years before Nebraska became a state. As the country spread westward the art of auctioneering became firmly entrenched in the American way of life.

Auctions are held for a variety of reasons. Although almost anything from horses to real estate has been sold at auctions, a big part of the local auction business involves the sale of household goods sold directly from the home.

Some people contend that an auction is the best way to liquidate an estate as money is easier to divide than property. It has also been said that one has to die first to have a real good auction because things become more valuable that way—although no one really knows why, according to one local auctioneer.

In addition to estate auctions, sales are held when people move from big houses to small apartments and must dispose of belongings and memorabilia that have accumulated with the dust in the attic through the years. Also, for people who are moving long distances, it is often more economical to sell household effects than to pay moving expenses.

Who comes to auctions?

The crowds are almost as varied as the assortment of goods for sale.

There are always curiosity seekers who seldom buy anything but come to look over the merchandise and enjoy the local color. Others are real bargain hunters who will buy anything if the price is right, and only then will they decide what to do with it.

And then there are the thrifty sorts — perhaps a young couple furnishing their first apartment — who are willing to put the time and work into refinishing some pieces of old furniture that can be picked up for relatively little at an

auction.

Lastly, there are the ever-present and ever-increasing numbers of antique-hunters, some of whom collect for themselves, while others buy with an eye for reselling. It is this group that can add excitement to a sale as its members vie for the right to own certain treasures.

Collectors of postcards, books, campaign buttons, telephone insulators and coca cola trays match bid against bid for boxes of miscellaneous items whose contents are half hidden. Genuine antiques of recognized value most often elicit heated bidding from this group as certain items are becoming harder to find. The trend is for people to keep antiques for their own personal enjoyment.

Items do not have to be authentic antiques — over 100 years old — to attract the interest of auction crowds.

Things that are no longer made or were one-of-a-kind, regardless of age or value, are much in demand. For example, depression glass, a cheap pressed glass made during the 1930's and often given away as premiums at gas stations and movie theaters, has become a collector's favorite in the past few years. One auctioneer in town believes that the value of this glass has risen as much as 1,000% just recently and sees it as one of the hottest items at any auction.

Also enjoying a comeback in popularity is oak furniture, the price of which has gone up considerably simply because of its demand. Other items whose increasing value reflects their rise in popularity as well as their growing scarcity include fine handpainted Prussian and Bavarian china, pewter, cut glass, iron toys and old dolls, among others.

No matter what items are for sale, the man at the center of it all is the auctioneer — a man with seemingly mysterious powers. Who else could convince you that a 50-year old inoperable gas iron which you have never seen before is now something that you cannot bear to be without?

The auctioneer "creates in people a desire to own what he is offering" believes Bernard Hart, veteran auctioneer of 25 years and executive officer for 20 years of the National Auctioneers As-

sociation, headquartered in Lincoln for the past five years.

"He creates a desire, establishes a price and closes a deal in a matter of minutes, or even seconds," says Hart of an auctioneer's job. "It's a gift some have and some don't," he added.

Coupled with this inherent gift, the chief qualification of an auctioneer, says Hart, is that he know the products and the value of what he is selling. A good auctioneer "gets to know what people like pretty well" and that makes his job easier.

People often buy things on the spur of the moment, especially things they never intended to buy, and that's what makes an auction go, believes Hart. An auctioneer "has to be an optimist," he added.

One of the traditions of auctioneering in America that has taken hold is the title of "Colonel" used among auctioneers. This title of distinction dates back to Civil War days when the soldiers sold contraband goods at auctions. It was usually a colonel who took charge of the selling, as his was a position of leadership. Although the title is used less than it was 20 years ago, it is still very common for an auctioneer to be called "colonel."

How do auctioneers get started in the business?

Many will say that the desire to become an auctioneer dates back to their childhood when they idolized a prominent auctioneer in their locale.

Auctions are intriguing for a child recalls Virgil Layman, who was inspired by several top auctioneers in the Grand Island area many years ago. He remembers those early years when he and his dad would be out in the barn milking cows and would practice selling the animals to each other.

Although he has been in the business on his own for 20 years now, with his son Dayton as a partner, Layman finds auctioneering a hard business to break into. People tend to use the same auctioneers their grandfathers used, which is hard for the new-comers to the trade.

"It's hard to get recognition that you have the ability to be a good auctioneer," remarked Layman.

Layman sees a good sale as one in which an auctioneer presents the items to the buying public in an atmosphere of competitive business. It is a safe way

for the buying public to purchase things if they can trust the knowledge of the auctioneer, he added.

"Honesty and integrity" are the key things for a good auctioneer believes Layman.

He went on to say that prices at an auction will adjust themselves. For example, an auction crowd will most likely not let a \$25 item go for one dollar.

In determining the success of a sale the total amount earned is the important thing, explained Layman. Depending on demand, some items will be sold for many times their original value, while others will bring disappointingly low prices.

Personality has a lot to do with the auction business, continued Layman. A pleasant chant, a natural sense of salesmanship and a knowledge of merchandise are key factors, as well as the ability to handle a crowd. An auctioneer must never plead and coax to get more money for certain items, warned Layman.

Although auctions are a time of anticipation and excitement for prospective buyers there is something sad about watching a lifetime of belongings and a wealth of memories — from old inscribed books to family heirloom linen — be dispersed among the unrelated crowd.

**Editor's Note:** The above article is reprinted in part from a feature article appearing in the Lincoln Star newspaper. Cols. Virgil and Dayton Layman are members of the Nebraska Auctioneers Association and the NAA, and picture of them appear on our cover.

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## Death Claims Indianan

Sherman Noll, Fort Wayne, Ind., a member of the Indiana and National Auctioneers Associations, passed away last November 12. He was 61 years old and had served on the Fort Wayne Fire Department for 25 years.

He is survived by his wife, one daughter, a brother and a sister and two grandchildren.

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## Weapons Are Sold

New York — An auction of ancient Japanese swords, fittings and armor brought a total of \$138,395 at Sotheby Park-Bernet, commanding prices which a gallery spokesman described as "just crazy."

# Auctions Are Instant Cash For Seller

by MARK TODD

Tribune Staff Writer

Need to sell your business, some real estate, or household items in a big hurry?

Chances are, the auctioneer can help you.

Neil Hoopingarner, who operates AAA Quick Way Service auction house on U.S. 41 south of Tampa, and just north of Gibsonton, says the "lure of instant cash and good promotion" are the key to the amazing success he says auction houses have enjoyed over the years. This includes, for example, selling in minutes a plot of land or a house that had been listed for sale on the market for six months with no success.

According to Hoopingarner, a third-generation auctioneer who has been located near Tampa two years, moving from Indiana to Florida in 1966, "95 per cent of the annual one-billion-dollar tobacco crop is sold through auctions."

He added that 60 per cent of all livestock is sold by auction.

He explained that auctions are a "no credit, cash and carry only" operation, designed to help people who need to sell things in a hurry.

After being called, for example, by a business which plans to liquidate, he sets up the auction, which is held either at his auction building, or occasionally at the business or home involved.

Hoopingarner said that his auction business sells strictly to the highest bidder. Nothing is held over to get a higher price at another time which is a retail auctioneer's method of operation.

"One to two items are sold every minute," he said. "People have to be on their toes and alert." He indicated that the typical auction usually gets quite frenzied, and emotions run high.

When he started in Tampa, he said about 40 patrons were on hand. Now, he's planning to expand the building since his normal turnout recently has been more than 200 excited bidders.

He said good advertising is the key to the success of an auction house. Also, the auctioneer must keep track of all the latest trends in anything that might be related to his business, and that could be just about anything.

Hoopingarner said that large corporations and even the government are finding that auctions are a very fast, efficient way of getting rid of no-longer-needed items. "We usually get a 5-per cent better price than the sealed-bid type of auction," he added.

He said it is necessary to know what an item's approximate worth is to insure a fair price is reached.

When a bidder offers a price that Hoopingarner knows is ridiculously low, he usually says something like "hey, we're not renting this, we're selling it."

He said this type of handling of the bidding usually brings plenty of laughs, even from the bidder he's poking fun at. Keeping the bidders in "good humor" is important he said.

He said ground work such as knowledge of the items, contracts, and preparation are responsible for most of his success and help him avoid getting gyped by a too-low price.

Once in a while, he will be forced to sell something at a price he feels is far too low, he said, but this normally encourages a great deal of interest and competition in the next bidding done, tending to balance out the loss.

A member of the National Association of Auctioneers, Hoopingarner says the recent association convention he attended in Dallas is one of many ways to insure a high state of professionalism in his business, like any other.

To get the title colonel of auctioneering, which he said originated in the Civil War when army colonels were in charge of auctions to sell army surplus, the prospective auctioneer must attend a special auctioneers school.

Col. Hoopingarner is a graduate of Repperts Auctioneering school in Decatur, Ind. He says, however, that he received the degree only six years ago. Until recently, he said, the trade was taught through one's family.

Thus, he is really a auctioneer of the old school, most of his knowledge of the field coming from two previous members of the family who were auctioneers.

He has sold quite a variety of expensive furnishings, clothing, and even a \$152,000 boat in a drydock which was

half-finished.

"We get our customers the best price we can, we're looking out for them," he said. "But we also have an obligation to be fair to our buyers."

THE TAMPA (FLA.) TRIBUNE

The highest price ever paid for a horse of any breed at auction was \$510,000 paid by Canadian lumber tycoon Frank McMahon for a brother of Majestic Prince in 1970.

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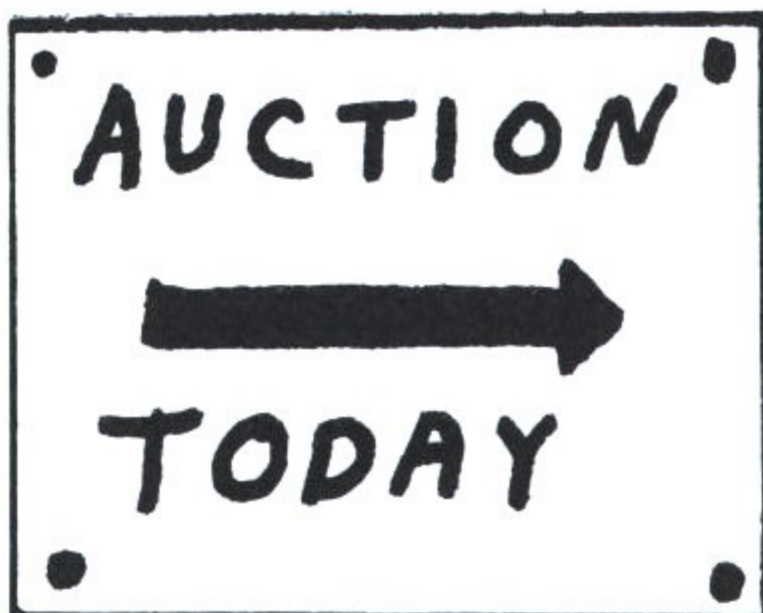
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## Artificial Turf Used As Merchandising Aid

ARCADIA, Fla. — Cattle being merchandised under the auction hammer in the Arcadia State Livestock Market are enjoying the comforts of wall to wall carpeting.

Pat Kelly, manager of the market facility, recently remodeled the market, putting in air conditioning, a better sound system, and more of the comforts of home for his customers.

Included in the market's update was ½-inch thick artificial turf — the same rugged, wall to wall green stuff the professional football teams play on these days.

If you're expecting a rash of knee and ankle injuries due to those spectacular patterns often run by a ring full of cattle, forget it.

Kelly reports the cattle actually slip less on the artificial turf than they did on the "old style" wood shavings and sawdust material.

The green carpet holds up too. Already over 4,000 head of cattle have romped, stomped and otherwise abraded the artificial surface and it shows no sign of wear.

As preventive maintenance, Kelly rolls up the carpet for cleaning and rolls another down. The carpet taken up is then washed with the water hose, simply, quickly and efficiently. It comes out as clean looking as the day it went in.

Appearance is a primary reason for the installation of the artificial turf. Cattle look better on the attractive green background.

Kelly believes that this is the first instance artificial turf has been used in a commercial cattle marketing facility in the world.

Purebred breeders have long known the merchandising advantages of an attractive setting for their prize animals and have used this mod sod for several years.

Kelly intends to get full benefit of the new aid to merchandising for his commercial customers as well.

Does it seem to work? Definitely! The first cattle sold on the new carpet went for 80 cents per lb. They were consigned by M. Lon Hall of Bermont Ranch, located near Arcadia.

There are other advantages for the turf as compared to the wood shavings and sawdust footing. In addition to providing a more firm surface for the cattle to walk over, the artificial turf causes less dust — a factor that both customers and Kelly himself appreciates.

Customers end up with fewer sinus problems, and Kelly cuts labor and material costs by having to change the air conditioning filters much less often.

Comfort and convenience are two things long sought after by competitive marketmen in order to allow customers to buy and sell under optimum conditions.

Kelly has been concentrating on better merchandising conditions in the same location since 1939, when he first began leasing the Arcadia market.

### LIVESTOCK MARKET DIGEST

## Auction Requirements

There was a peddler there from New York State who sold his wares by auction and I could have stood and listened to him all day. Sometimes he would put up a heterogeny of articles in a lot and knock them all down to the highest bidder for a ninepence.

**NATHANIEL HAWTHORNE**

An auctioneer found an old print in a horse wagon loaded with his wares, talking to three women on an old country road.

All it took for that fellow to hold an auction was something to sell and three women to sell it to!

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## Ontario Tree Auction

Timber buyers from four states and two provinces attended a tree auction near Paris, Ontario, last month. "Most farmers sell once in a lifetime but buyers buy many times a year," says E. F. Johnson, a supervisor of timber for the Ontario Ministry of Natural Resources.

High bid in this particular auction was \$5,750 for a 5-foot diameter walnut giant but the owner turned it down.

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"An abstract noun," the teacher said, "is something you can think of, but you can't touch. Can you give me an example of one?" she asked a pupil.

"Sure," a teenaged boy replied. "My father's new car."

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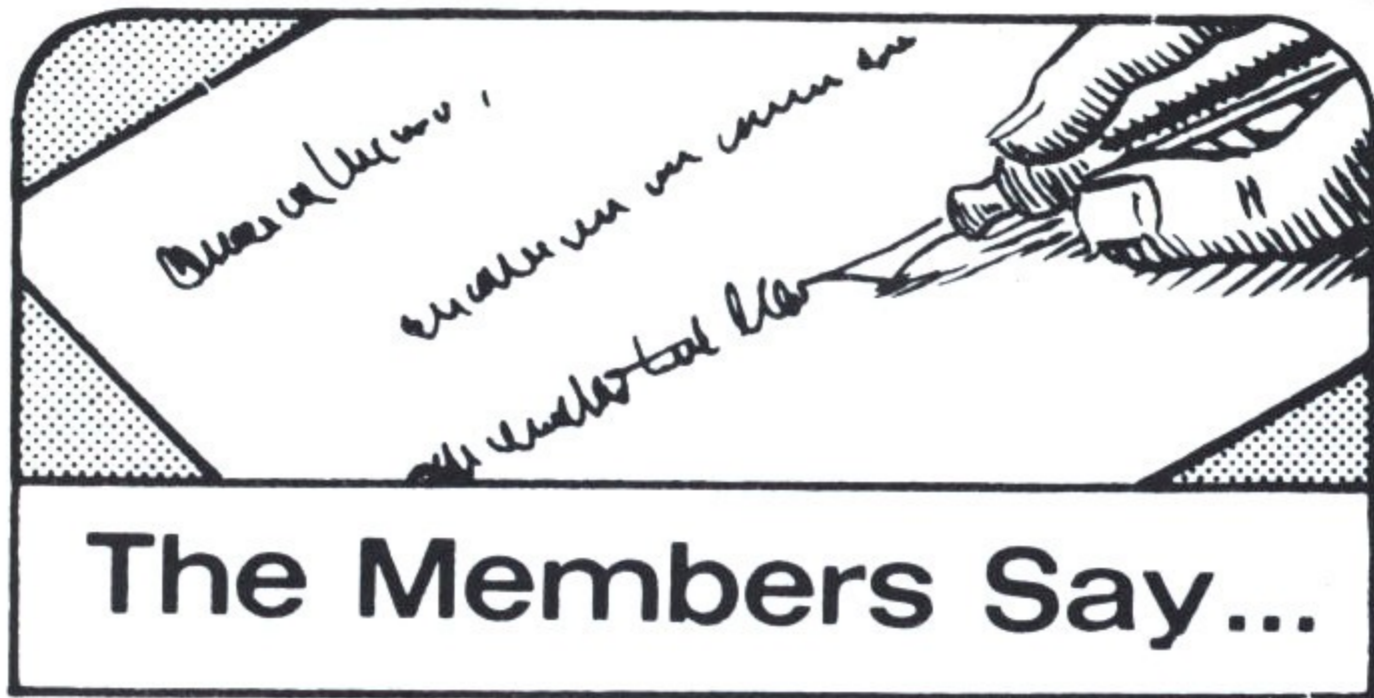
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Hi, Bernie:

I had the privilege of visiting you at the state meeting in Syracuse, last year. It was sure a pleasure. Thank you for the reminder. Due to a death in the family both the National and State were overlooked.

I'd like to say that I have two complaints about THE AUCTIONEER - it's too short and too seldom.

Yours,  
Hugh R. Parker  
Pitcher, N. Y.

\*\*\*\*\*

Dear Bernie:

Enclosed is \$15.00 for 1973 dues and "Booster" page. I am always glad to receive The Auctioneer. I am gleaning the highlights out of each issue and building me one of the most enviable scrap books, which without controversy will be the best scrap book the nation or world has ever known. The name of this book is not the acts of "The Apostles", but, "The Acts of The Auctioneers".

Sincerely,  
W. Virge Meador  
Fairfield, Ill.

\*\*\*\*\*

Dear Bernie:

Enclosed check for 1973 dues. We are having the worst winter here on record, having been without power, lights and heat for 25 hours on account of ice and snow. So things are quiet auction wise. However, about half of the world was in Independence during the funeral and burial of Harry S. Truman. Have a happy and prosperous New Year.

Sincerely  
Guy Jageman  
Independence, Mo.

\*\*\*\*\*

Dear Mr. Hart:

Please find \$15.00 enclosed to cover my membership for the current year and continuation of my 'Booster' page subscription.

IN UNITY THERE IS STRENGTH

Have observed a great improvement in "The Auctioneer" in the past year. I'm about as far from auctions as you can get (Korea) and our magazine keeps me up on developments and news regarding members of the NAA.

I am looking forward to seeing you on my return to the States.

Chuck Stocks  
APO San Francisco, Calif.

\*\*\*\*\*

Dear Sir:

As a recent graduate of Repperts Auction School, I have found it very difficult to break into the auction business. This letter is to thank the members of "The Auctioneer", for keeping my interest in this field. I also want to thank H. Willard Arnaman for his December article "Auction - Reaction - Action".

Happy New Year,  
John P. Haynes  
New Smyrna, Fla.



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# Across The Country

BY BERNARD HART



Approximately 12 years ago, livestock auctioneers became the targets of some unfavorable publicity through a widely publicized statement by Congressman W. R. Poage (Texas) in which he told of attending a livestock auction market in company with some ranchers and neither he nor his friends could understand what the auctioneer was saying. While Mr. Poage received some criticism for his statement he also attracted some favorable comments.

About this time the World Champion Livestock Market Auctioneer Contest was established as a part of the Livestock Marketing Congress. Clarity was one of the requirements to win this contest and has been throughout the years. As a result of Congressman Poage's comments and the interest in the annual contest, there has been a definite improvement in the clarity of bid calling by many auctioneers. However, a letter published in a recent issue of THE DROVERS JOURNAL indicates there are yet those auctioneers who sell in a language only professional buyers can understand. We are reprinting the letter, as follows:

## AUCTIONEER GIBBERISH

Editor: After a lapse of 25 years I am returning to the Midwest and intend to invest in livestock at auctions or other sources. I am tremendously impressed by the improvements in all phases of agriculture in the past quarter century.

However, one major aggravation has plagued me at recent livestock auctions: the amplified unintelligible gibberish that passed for "crying" a sale. Nerve-racking and headache-producing this makes no sense to me at all. At one sale I could not tell what the bid was and three farmers sitting near me couldn't tell either. One missed a group of calves as he thought the bid was 52 cents and they sold for 42 cents; well below his intended bid. One farmer said, "you have to get used to the auctioneer."


We are all decibel-concerned regarding our tractor cabs and rock concerts for the young. Why should an auctioneer pollute the air with sound that does

not relate to the item being offered? — Dale M. Bowen, Williamsburg, Iowa.

In giving his permission to reprint this letter in THE AUCTIONEER the writer adds, "I believe your profession could well substitute a little dignity for this silly so called 'chant'." To which I will add a resounding, "Amen."

Newt Dilgard, Secretary of the Ohio Auctioneers Association, sent us a clipping from the CLEVELAND PLAIN DEALER telling of fifty-three German Fleckvieh cattle being herded through the lobby of the plush Fairmont Hotel, in Dallas, and taken by elevator to the hotel's Regency Ballroom for auction. We heard several remarks while at our own convention in the same hotel last summer that, "It would sure hold a lot of hay," but didn't realize the cows were that near. Newt added the comment, "Hope the cattle got a more favorable impression of the Fairmont than I have."

At presstime we have received reports of the untimely deaths of two prominent Nebraska auctioneers Donald D. Zicht, Norfolk, and Don Strotheide, Chadron. Additional information did not arrive in time for this issue.



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## Know Your Director

Wayne Kessler sold his first auction sale 34 years ago. He grew up somewhat in the auction business as his father conducted many farm sales.

Wayne has been the auctioneer for the Taylor County Stockyards for the past 25 years. He is a senior partner in the firm of Kessler and Cowherd Auction and Realty Co., with offices at 304 East Broadway, Campbellsville, Kentucky. He has been in full time real estate business for 16 years, selling at auction, real estate, tobacco, livestock, and all types of personal property consisting mainly of farm sales, selling in excess of ten million dollars annually.

Wayne is secretary of the Central Kentucky Board of Realtors, a member of the State and National Real Estate Boards, a charter member of the Kentucky Auctioneers Associations and has served this association in every capacity with the exception of Secretary-Treasurer. He and his wife have not missed a State Convention since organization. He is a member of the Kentucky Board of Auctioneers where he has served since the inception of the Kentucky Auctioneers Licensed Act in 1962. He was elected to the NAA Board of Directors in Milwaukee, Wisconsin in 1970. He has been a member of many civic organizations which space will not permit naming. He served as Chairman of the Taylor County Board of Education for 12 years, has served Pleasant Hill Baptist Church as Treasurer for more than 30 years, is a Deacon and has served as Chairman of Deacons.

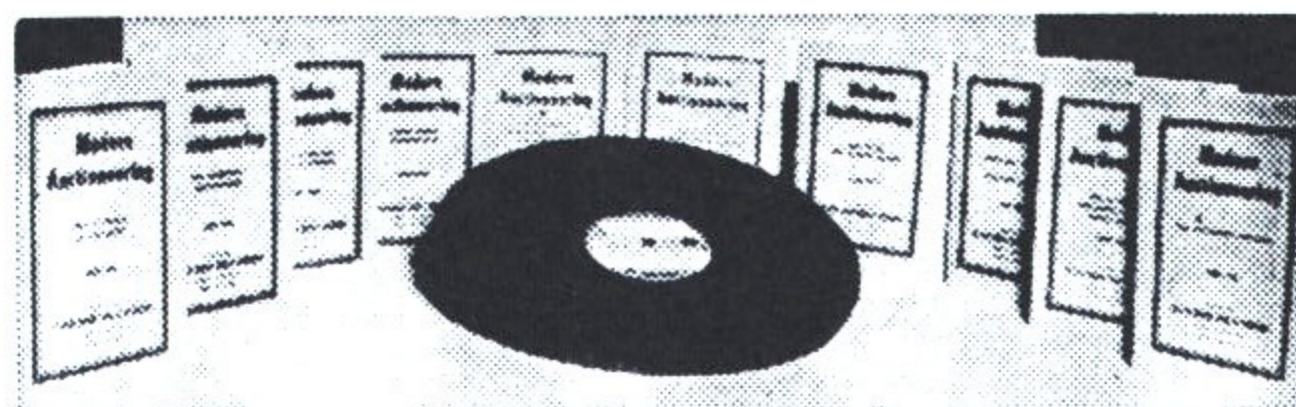
Wayne's wife, Dorothy, is a licensed real estate salesman and works in the office as bookkeeper and is cashier for the auction sales. They have two sons, Bobby and John and three grandchildren.



W. WAYNE KESSLER

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## The Lighter Side...

### TALES OF OLD WEST

During a discussion of the old West in a fifth grade class, some of the boys were relating what they knew about the subject. One youngster volunteered the information that Billy the Kid had killed about a dozen men before he reached the age of 20.

One very shocked student asked, "What kind of car did he drive?"

### SNAKE UNION

A city boy visiting his country cousin was walking through a pasture when he heard a buzzing sound. The cousin shouted. "It's a rattlesnake! If you go near it, it will strike!"

"Gosh," said the city boy. "Do they have unions, too?"

### NECESSITY OF THE LAW

Law should be like clothes. They should be made to fit the people they are meant to serve. —Clarence Darrow.

### TOKEN TITLES

During an important court trial, a pompous Kentucky colonel was being questioned by the district attorney. Unable to shake the testimony of the old gent, the prosecutor first tried ridicule, then sarcasm.

"They call you 'Colonel'," he snarled. "In what regiment, and in what war, pray tell me, were you ever a colonel?"

"Well suh," drawled the witness, "It's like this. The 'Colonel' in front of my name is just like the 'Honorable' in front of yours. It's purely complimentary — and doesn't mean a thing."

### COULD BE

The farmer was lecturing his son about staying out late at night. "Why, when I was your age my father wouldn't even let me stay out after dark!" he told the boy.

"Gee, your father must have been a real crab," responded the son.

"Now, look here, you young whippersnapper, I'll have you know I had a lot better Dad than you have!"

### NAMES

The old colonel had a fetish that a company commander should know the name of every man in his command. The new first lieutenant, a former brokeragehouse clerk, just took over a company on the day the colonel arrived for inspection.

"Call out your men's names and have them step forward," barked the colonel.

Without hesitation, the new company commander shouted, "One step forward as names are called . . . Merrill Lynch, Pierce, Fenner, Smith." Fortunately the number of men ran out before his memory of Wall Street and law firm names ran dry.

The men, wise to the colonel's ways, cooperated fully. One stepped forward with every name called.

### GEOGRAPHY CLASS

The third-grade teacher asked her class if any one could name the 50 states. One bright young lad popped up and rattled them all off without hesitation. "That's terrific," praised the teacher. "I certainly couldn't have done that at your age."

"Yeah," sulked a lesser light from the rear, "and then there were only 13 of them."

### THE BARE FACTS

A certain United States Senator was bald.

"Does being bald bother you much?" a candid friend asked him once.

"Yes, a little," answered the truthful James.

"I suppose you feel the cold severely in winter," went on the friend.

"No, it's not so much," said the Senator. "The main bother is when I'm washing myself — unless I keep my hat on I don't know where my face stops."

General Sam Houston, when served his first helping of vanilla ice cream, is reputed to have exclaimed, "Madam, it is not my intention to slander your hospitality . . . but this here pudding is FROZE!"

### CHANGES THINGS

"Madam, why do you not wish to serve on this jury?" asked the judge.

"Because judge," she said, "I'm opposed to capital punishment."

"But," responded the judge, "this is merely a case in which a wife is suing her husband for an accounting. It seems she gave him \$500 to pay down on a fur coat, and he is alleged to have lost the money in a poker game."

The prospective woman juror spoke up promptly: "Oh, well, in that case, I'll serve. Maybe I'm wrong about capital punishment!"

### MIGHTY DULL

Disgusted native talking about small town life: "Doggone it! There ain't a cotton-picking thing to do in this town except stand in the middle of the week and look both ways for Sunday!"

### CONCLUSIONS

. . . I think and think, for months, for years, 99 times the conclusion is false. The hundredth time I am right.  
— Albert Einstein.

### FOR SAFETY'S SAKE

Father, at a picnic, was standing at the edge of a cliff admiring the sea below, the sandwiches clutched in his hand. His son approached him and tugged at his coat. "Mother says it isn't safe here," said the boy. "and you're either to come away or else give me the sandwiches."

Two dogs were talking. "What's your name?" asked one.

"I'm not sure," replied the other, "but I think it must be 'Down Boy'."

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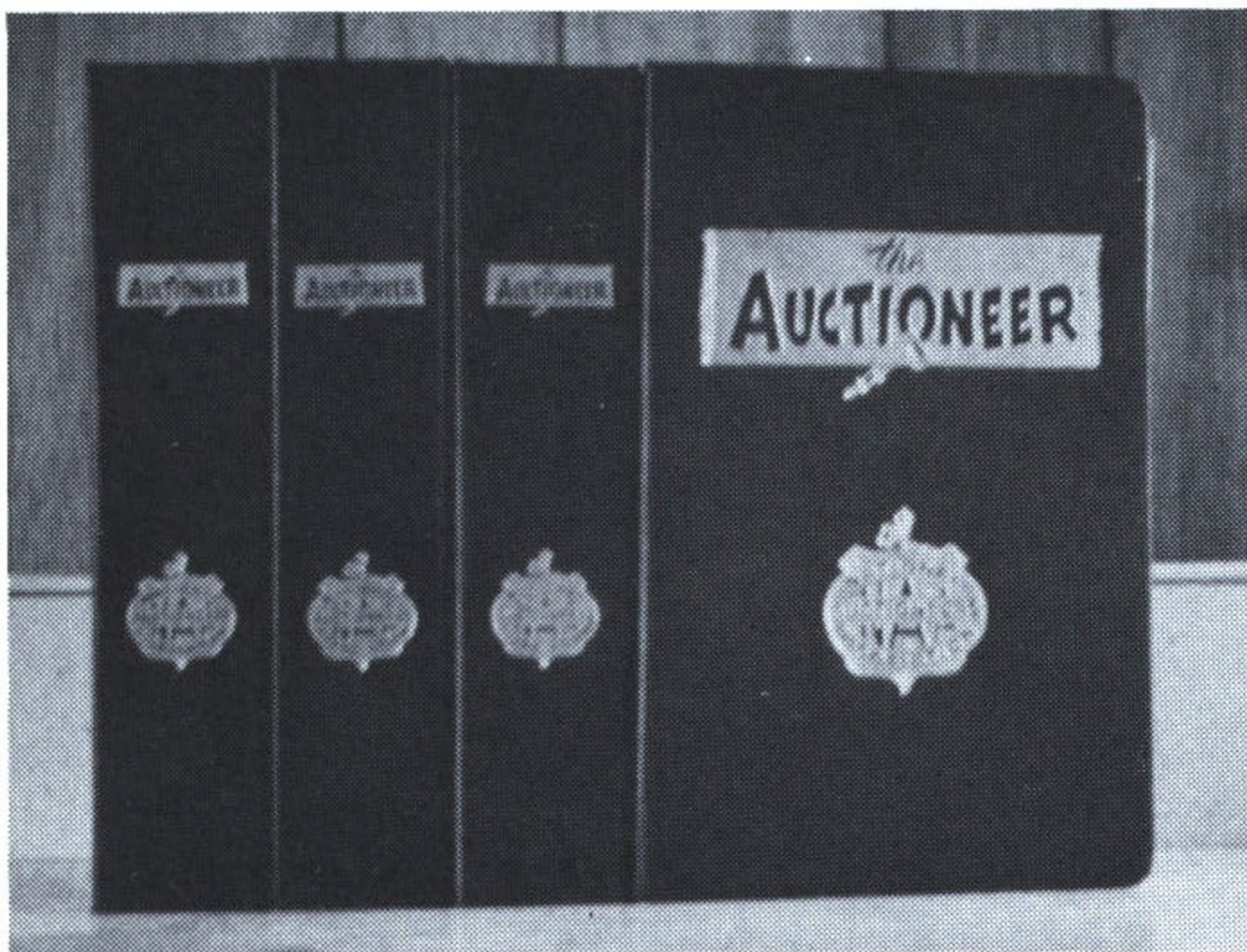
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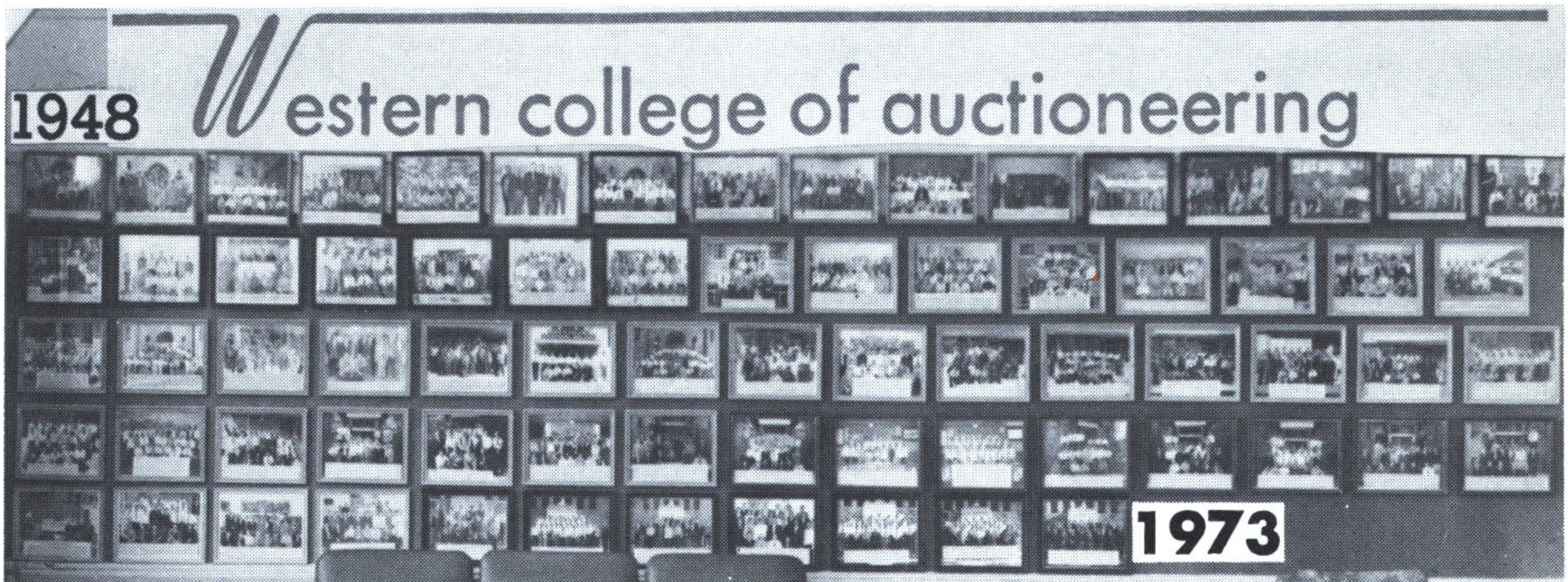
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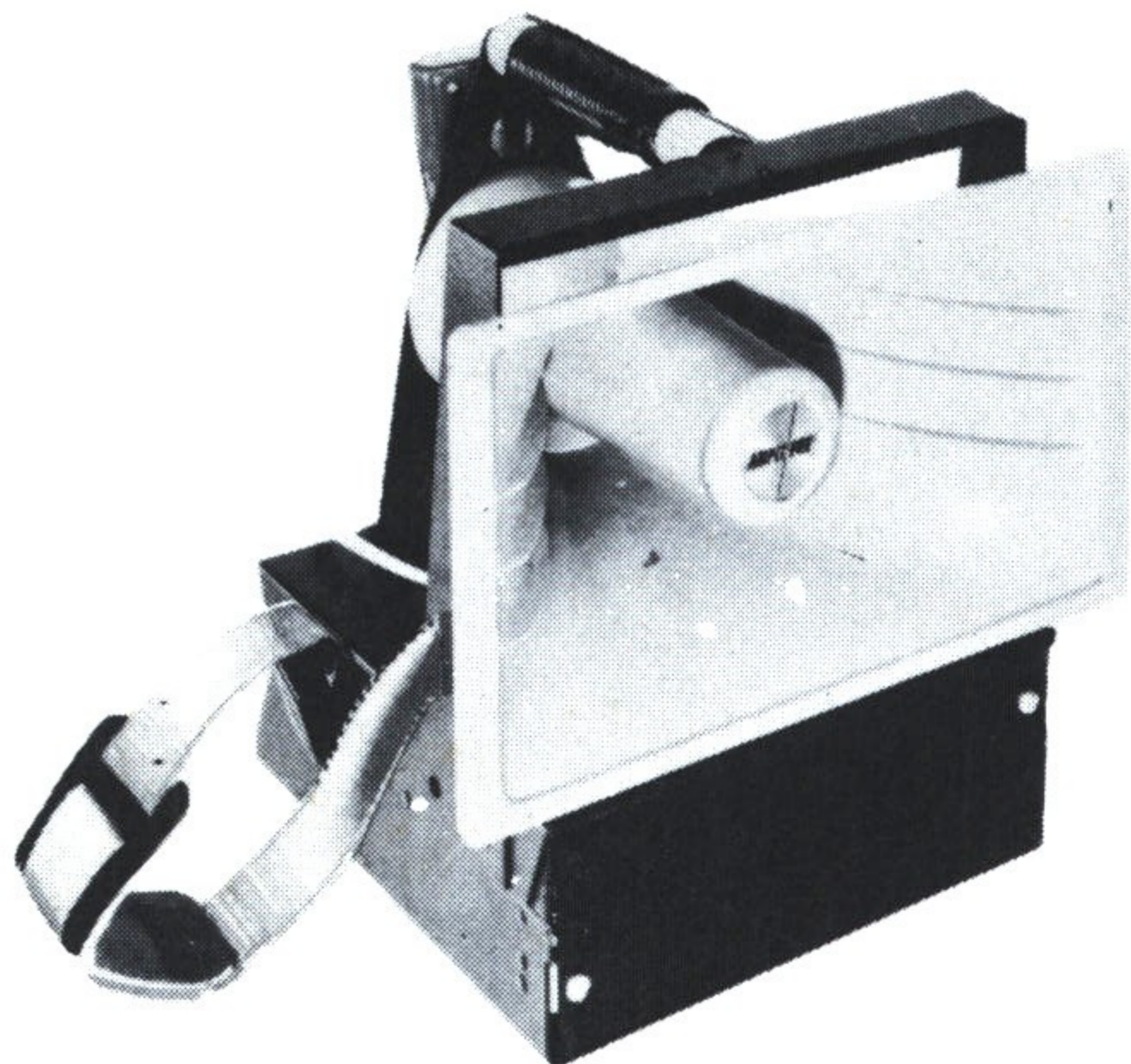
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