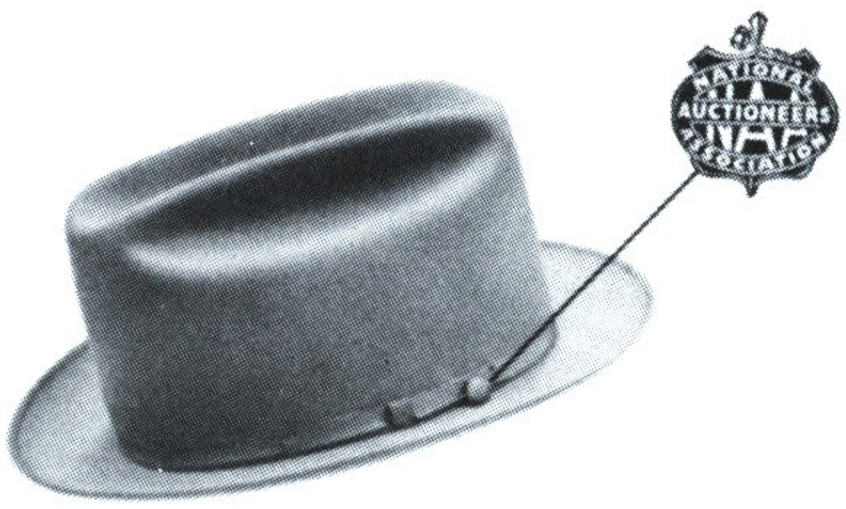
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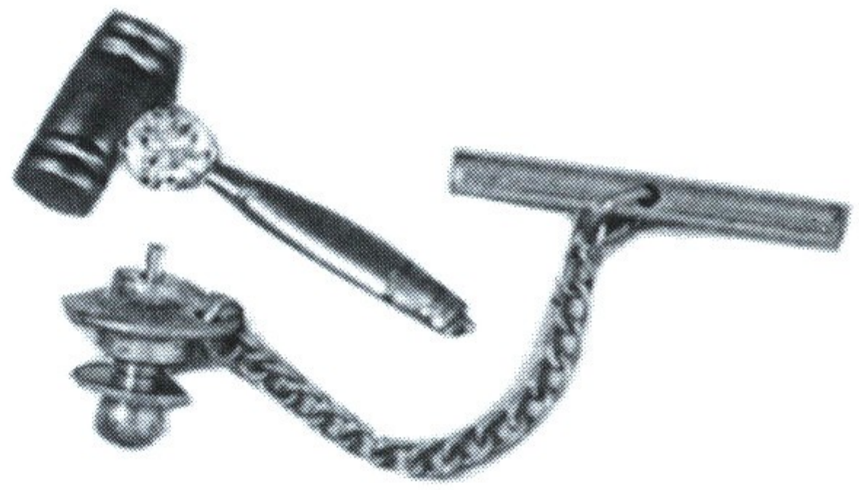
THE auctioneer



New Secretary and Family — See Page 2



"AUCTIONEER HAT"



"AUCTIONEER'S GAVEL" TIE TACK

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

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

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

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

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

The gavel itself is 14K "Solid gold"

with .15 high quality sparkling diamond $159.95
with .25 high quality sparkling diamond $219.95
Felt (Slver Belly) $14.95
White Panama $14.95
Straws (light tan) $12.95
Jackets w/3 color emblem ..... 19.95 (large, medium and ertra large)
3-color Auctioneer Emblems 3.00
Car Coats w/Emblem 39.95

Plus 4% sales tax

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Home 399-3260

THE auctioneer

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NATIONAL AUCTIONEERS ASSOCIATION
135 LAKEWOOD DR. LINCOLN, NEBR. 68510

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

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

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Harvey McCray Accepts Position Of Secretary of Auctioneers Association

Harvey L. McCray has been appointed Secretary of the National Auctioneers Association by the Board of Directors. He will fill the position left vacant by the announced resignation of Bernard Hart, who resigned after serving as the NAA's Secretary for more than 21 years.

The new Secretary served as Executive Director of Sertoma International, a position from which he resigned recently to take the position as the NAA Secretary. Prior to serving as Executive Director of Sertoma, he was Convention Manager, Editor of THE SERTOMAN magazine, Director of Club Services and Associate Executive Director of the International service club.

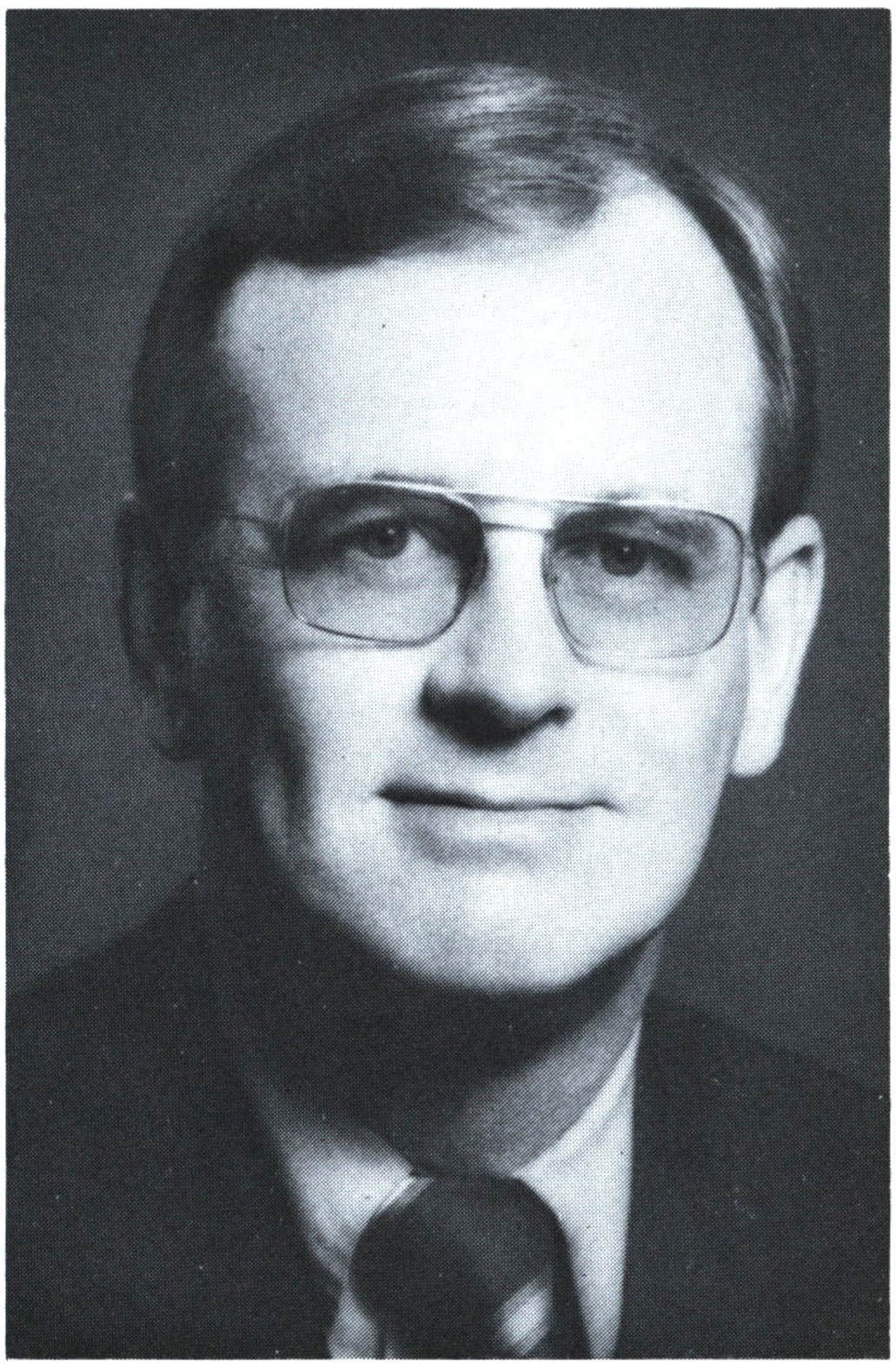
Harvey is married and he and his wife, Linda, have two children, Melissa and Burke. He is a native of Missouri and was raised and educated in Columbia. After graduating from high school, he attended the University of Missouri for two years prior to entering service with the U.S. Army in 1951. He served the major portion of his service career with the U.S. Airborne forces in Fort Campbell, Kentucky. Upon discharge from the Army, he returned to Columbia and the University of Missouri where he earned his Bachelor of Sciences Degree in the School of Business and Public Administration.

Part-time employment helped Harvey earn his education; and he served as an assistant physical education instructor at Stephens College in Columbia, during free hours from classes.

Two other organizations have had his services since he left the University. He was a sales representative with General Mills, Inc. in the bakery goods division, and with an alumni relations firm in Champaign, Illinois; West Lafayette, Indiana; and Lawrence, Kansas.

Harvey's wife, Linda, taught school in Raytown, Missouri, and Johnson County, Kansas, during the early years of their marriage. She is a native of Jefferson City, Missouri.

Harvey is active in community and civic activities, having served as chairman of the Chamber of Commerce's International Ambassador committee; is a member of the President's Committee on Employment of the Handicapped; is president of the Parents' Club at his daughter's school; is a member of the board of directors of the Round Hill Bath and Tennis Club; is a member of the Kansas City Advertising and Sales Executive's Club; the Chamber of Commerce of Greater Kansas City; a member of the Shawnee Mission Sertoma Club and a Life Member of Sertoma International. He is an alumni member of the Phi Kappa Psi Fraternity and served as president of the organization's Kansas City chapter. He is a member of the University of Missouri Alumni Association.



HARVEY L. McCRAY

On accepting his position as Secretary of the National Auctioneers Association, he said: "It will be a great privilege to work for the benefit of all

auctioneers. Already my family has received the well wishes of members of the Association, which makes the transition from one position to another and one city to another, quite easy. My family is rural oriented and my grandfather was an auctioneer. I respect all auctioneers for the work they do and the manner in which they perform their work. It is a good profession and auctioneers are people of the highest quality.

"I will be proud to represent the National Auctioneers as its Secretary and look forward to a long and fruitful association with its members. Thank you for the opportunity to serve for the benefit of the National Auctioneers Association and its membership."

Walter Carlson Victim Of Fatal Heart Attack

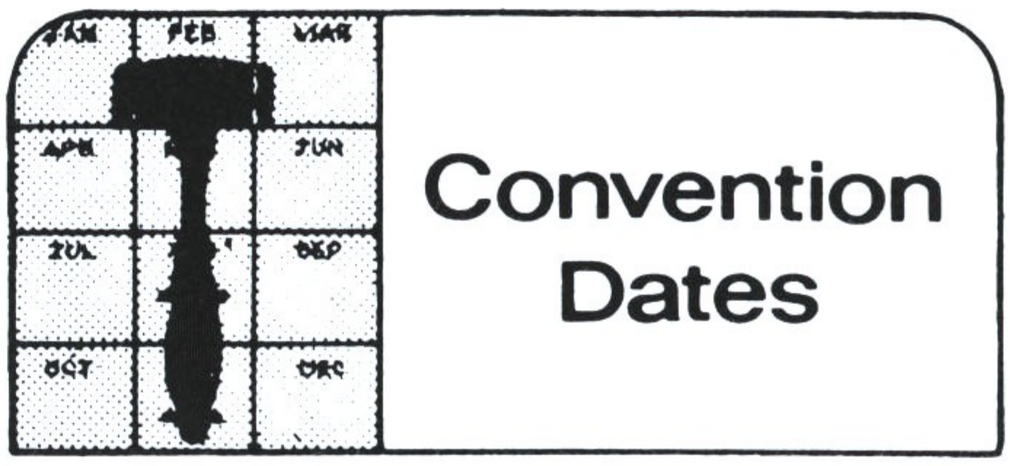
Walter Carlson, longtime auctioneer, farmer, realtor, writer and historian, passed away at the Fairmont (Minn.) Community Hospital October 8 at the age of 73. He had suffered a heart attack the previous day.



A native Minnesotan, Carlson attended Reppert School of Auctioneering, Decatur, Ind., when he was 23. He became advertising and publicity instructor at the Reppert School in 1937 and remained on the staff for 30 years. He was an active correspondent to THE AUCTIONEER since its inception.

Carlson was a man of strong convictions and many talents. From his home in Trimont, Minn., in recent years he wrote three volumes of history of the Trimont area and a book, "Martin County Before 1880", which was published in 1974. He served on the Martin County Historical Society Board of Directors for 25 years, 15 as secretary, and was curator of the group's "Pioneer Museum" for 10 years. He attended the annual dinner of the society just two nights before he died. He also served as secretary of the local Board of Realtors for several years.

Survivors include his wife, the former Ida Sherman, two sons, two daughters, nine grandchildren, two brothers and four sisters. He leaves many friends and will long be remembered by the graduates of the Reppert School of Auctioneering, 1937 through 1967.



December 14-15 — Florida Auctioneers Association, Royal Plaza Hotel, Disney World, Lake Buena Vista.

January 4-5 — Indiana Auctioneers Association, Atkinson Hotel, Indianapolis.

January 9-10 — Pennsylvania Auctioneers Assn., Host Inn, Harrisburg.

January 11 — Colorado Auctioneers Association, Radisson Denver Hotel, Denver.

January 16 — Michigan State Auctioneers Assn., Hospitality Motor Inn, Lansing.

January 17-18-19 — Ohio Auctioneers Association, Imperial North, Columbus.

February 1-2 — Minnesota Auctioneers Assn., Holiday Inn, Alexandria.

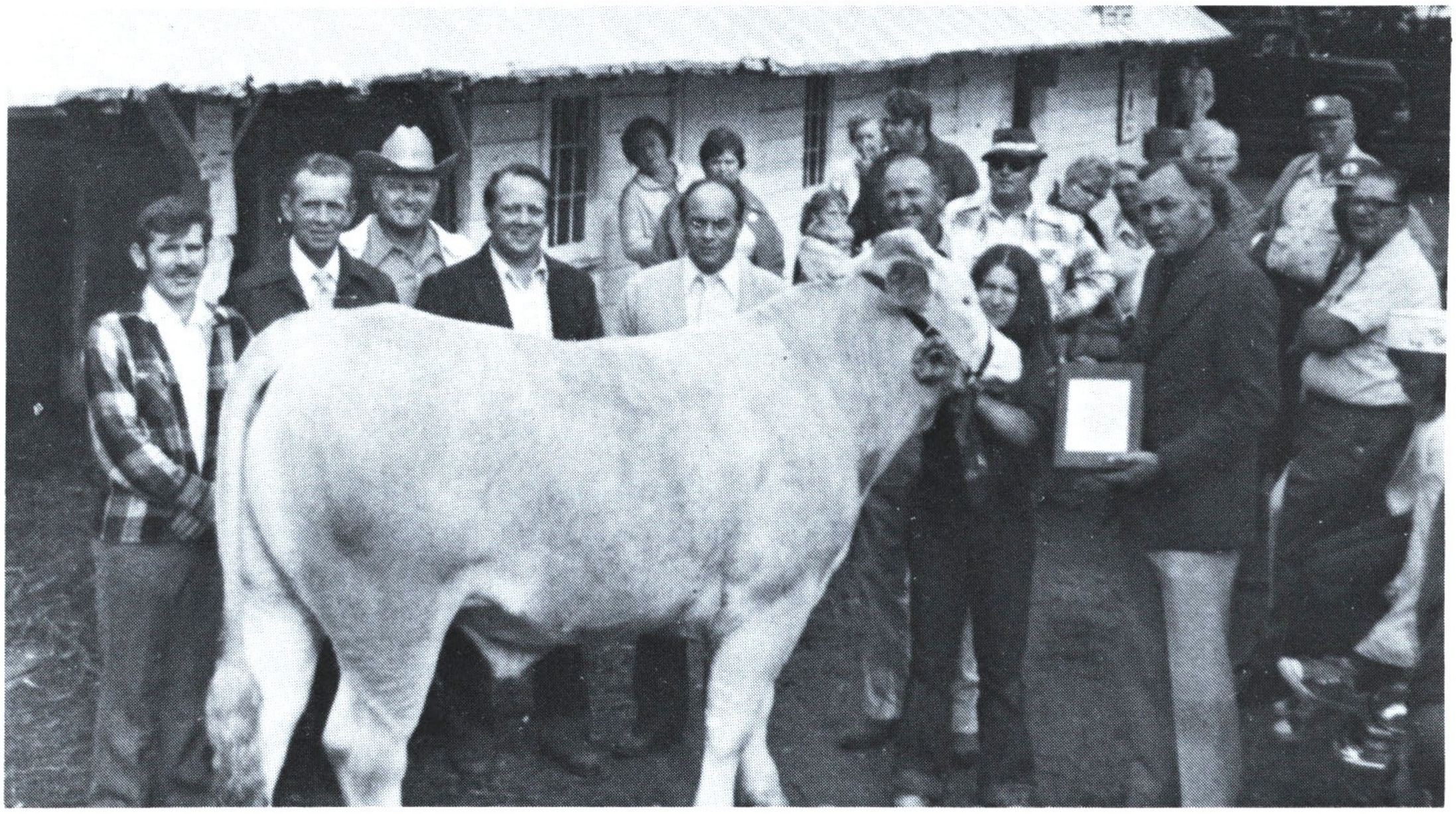
April 11-12 — Kentucky Auctioneers Association, Galt House, Louisville.

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

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

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

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



Columbia County, New York, members of the New York State Auctioneers Association presented a plaque to the exhibitor of he Reserve Champion steer at the 136th Columbia County Fair. The winner was Michael Brew with an 11 month old Chianina, weighing 1,327 pounds and selling for 59 cents per pound.

Immediately behind the steer, from the left are John Robertson, County 4-H Agent; Pete Everett, Ghent; George Winn, Kinderhook; Harold Burns, Copake; Bill Fletcher, Pine Plains; Jim Neal, 4-H Leader; Michael Brew; and Raymond Allen, Niverville. This is the oldest county fair in New York State.

Roosevelt Memorabila An Interesting Auction

COSTA MESA, Calif. — James Roosevelt thought it had gone very well. Auctioneer Phil Hanson said the bidders were quite generous and the prices were higher than expected.

During the 5½ hours of auctioneering at the Holiday Inn here October 26, Roosevelt sold much of his collection of memorabilia of the prestigious Roosevelt family, including many items belonging to his mother and father, Franklin and Eleanor Roosevelt.

Eleanor's baby grand piano drew the highest price, $1,500 from a Newport Beach music teacher, Mrs. Merle Valdez. The Roosevelt's dining room table and chairs drew almost as much, $1,450.

The auction attracted 95 registered bidders and even more onlookers, who prowled among the displays of ashtrays and clocks, paintings and furniture, documents and books, flasks and dinnerware.

Roosevelt said he was disposing of the items because he is no longer an active collector, "and they should therefore pass into the hands of those who are." He said he could not risk keeping them and having federal estate appraisers assign them inflated values. "That could break my wife," he said.

Others were more than happy to take ownership. A minature oil portrait of FDR's mother sold for $400. An original Goya etching, "La Toromachia," sold for $250. A Whistler etching, "The Wine Glass," went for $150.

Roosevelt still has a sizable collection, but he said he does not expect to dispose of any more items.

(Reprinted from the LOS ANGELES TIMES)

TEST

The true test of civilization is not the census, nor the size of cities, nor the crops — no, but by the kind of men the country turns out. — Ralph Waldo Emerson.

Common Sense in the Auction Business



By Leo Jesion

The subject for thought today is giving directions while advertising a sale. The most important thing in giving directions is to make it as clear as possible for the person reading your ad to find the auction being advertised. Rather than give a long explanation on the subject, I'm going to give you a list of things to do and things not to do and then examples of each.

Things to do:

1) Give direct routes rather than complicated short cuts. (A short cut is of little value while you're lost.)
2) Note landmarks, t o w n s, streets, buildings, etc.
3) When in congested areas use auction arrow signs.
4) Draw a little map on your posters advertising the sale whenever you can.
5) When you book the sale, ask the owner for the best directions — he should know how to get there.
6) Use mileage estimates when you can.

Things not to do:

1) If the sale is in a large city you need not give directions to the city. (If they can't find the city they'll never find the sale.)
2) Do not over direct.
3) Do not use numbers, eg. four red lights, three stop signs, unless you have to. Try to use other methods instead.
4) Try to stay away from terms like south by southwest, north by northeast, etc. Again, if you must, you must.

Rather than go any further on what I'm talking about, I'll give two sets of directions to a sale.

Directions: From Pittsburgh, t a k e route 51 South for 16 miles until you pass Bell Green's Shopping Center, then go another 14 miles until you cross the Elizabeth bridge. After crossing bridge take the first right then the first left at red light to Second Street. Proceed three blocks then turn left. Fourth house on right.

Directions: Take 51 South out of Pittsburgh for approximately 35 miles. Turn right after crossing the Elizabeth Bridge and follow auction arrows.

Of course, the first of these was made too extreme for illustrative purposes.

A good way to shorten ads is to write the directions down and see how much of it you can cut out without taking anything vital out of the directions.

Hang in there!

LIFE

Life consists not simply in what heredity and environment do to us but in what we make out of what they do to us. — Harry Emerson Fosdick.

Attention — State Convention Planners

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

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

Class on Livestock Selling Included in Atlanta Seminar

With the rapid expansion of the livestock industry in the Southeast during the past 20 years and the large percentage of livestock being marketed via auction, it was the decision of the Education Committee to include "LIVESTOCK" in the Atlanta Seminar. Two very knowledgeable auctioneers have been secured to instruct this important subject.



ERNIE G. KUEFFNER

Ernie G. Kueffner, Hartford, Wisconson, literally grew up in the dairy cattle industry. Some 15 years ago, he realized a long ambition when he built the Full Pail Sales Arena on his farm at the edge of Hartford. Through this barn, many of the country's outstanding dairy animals have changed hands. His bimonthly auctions see some 4,000 select Holsteins change ownership annually.

Ernie is a past president of the Wisconsin Auctioneers Association, and the the Wisconsin Brown Swiss Breeders Association. He was named Wisconsin Realtor of the Year and also named



MORRIS F. FANNON

Broker of the Year by his State Board of Realtors and Chapter of the Farm and Land Brokers.

In addition to the Full Pail Auctions, he has conducted auctions of Brown Swiss throughout the U.S. and Cuba, both purebred and grade. He has exported Brown Swiss cattle to Puerto Rica, Venezuela, Mexico, Cuba, Costa Rica and Hungary. He is an appraiser and consultant for dairy farmers. Ernie Kueffner will share with you his expertise in marketing dairy cattle.

Morris Fannon, Pennington Gap, Virginia, is no stranger to the beef cattle industry. He served for several years as Secretary of the Virginia Hereford Association. Some 20 years ago he started conducting auctions of purebred and commercial cattle throughout Virginia and adjoining states. For a ten year period he was auctioneer and manager of the Livestock Auction Market at Roanoke.

SEMINAR PROGRAM

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

DENVER — Radisson Denver Hotel

Except Wait List Only / Bid Calling —

Monday, January 1[illegible]

Tuesday, Ja[illegible]ess Liquidations

Wedr[illegible] — Antiques

A class in Bid C[illegible]d Voice Analysis will be offered each day.

ATLANTA — Atlanta American Motor Hotel

Monday, February 16 — Real Estate

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

Wednesday, February 18 — Antiques

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

Instructors at each seminar are as follows:

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

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

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

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

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

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

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

NATIONAL AUCTIONEERS ASSOCIATION

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

Today, Morris Fannon is probably selling more purebred cattle at auction than any other auctioneer in the Southeast. While his background is with Herefords, he is selling all breeds in the Eastern States in addition to the Nationally recognized Virginia Feeder Calf Sales.

In 1969, Morris Fannon was named, "Man of the Year," by the Virginia Cattleman's Association and the Livestock Breeder Journal. This was the same year he served as Convention Chairman for the NAA's successful event in Roanoke.

Morris was instrumental in founding the Virginia Auctioneers Association and has continued as one of its strongest promoters. Meanwhile, he has served very capably as President of the National Auctioneers Association. By enrolling in the "LIVESTOCK" class at the Atlanta Seminar you will be participating in what may well be the greatest livestock training session ever offered.

If you are thinking of attending the Atlanta Seminar, ENROLL NOW. On November 18, we started a wait list on the Denver Seminar and many who put it off will be unable to attend.

Please note — since Bid Calling and Voice Analysis is offered all three days at Denver, we still have room for more registrants in this particular class.

John Rogers Group Brings Record Price

The Kruse Auction Company headquartered in Auburn, Indiana, made their mark in the art world early in November when they auctioned a John Rogers group entilted "Polo", a plaster statue, for $10,000 to Frederick Nicodemus from Irvington, New York. According to George Humphrey, secretary-treasurer of the John Rogers Society, the highest price paid previously for a Rogers plaster was around $5,000. The auction took place in Pulaski, Virginia, and was a liquidation sale for the Gem City Musuem, located in that city.

Owner of the museum was Douglas "Frosty" Aust. The collection began in 1910 by Aust's father, Early Aust, and had been a joint hobby by the father and son. When Early Aust died, in 1970, the museum closed it's doors to the public.

The record-breaking statue was one of 42 issued in plaster and one of only seven known to exist by the John Rogers Society, making it one of the rarest Rogers plaster groups. Rogers was an American sculptor, and produced nearly 100,000 groups, consisting of over 80 different subjects, from 1860 to 1893. The groups sold originally for an average price of $14. He died in 1904.

Eleven other Rogers plaster groups sold at the auction for prices ranging from $300 for a work entitled "Is it so Nominated in the Bond?" dated 1880 to $800 for a work entitled "Fetching the Doctor" dated 1881.

In addition to the Rogers groups, nearly 900 other antique and art items were sold during the two-day auction sale, including 25 antique and classic cars, a large baby carriage collection, antique toys, paintings, bronze pieces, early iron stoves, horse-drawn vehicles, music boxes, Tiffany-type hanging lamps, early pump organs and pianos, some of the first television sets and antique radios, antique clocks, early implements and business equipment, a gun collection, civil war memorabilia, western and indian artifacts, hatpin collection, and other early Americana.

A record price was received for a circa 1880 high wheel bicycle with push pedals that sold for $2700. The highest previously recorded price was $2600 for a similar model sold five years ago at an auction in Indiana. A 1930 Stutz Convertible sold to a Virginia coal miner for $47,500, and the same man bought a 1928 Nash Cabriolet for $17,500. A rare 1920 Packard Twin-Six Town Car sold for $17,000 and a 1914 National Cloverleaf Roadster brought $14,000 at the auction. A rare baby carriage made of wicker in the shape of a Model T Ford sold for $1,300 while other early carriages brought prices from $250 to over $800. A toy cast-iron Champion truck about 6 inches long sold for $165.

GENERAL MASS

The only orthodox object of the institution of government is to secure the greatest degree of happiness possible to the general mass of those associated under it. — Thomas Jefferson.



Merry Christmas and a Happy New Year



Mr. Hart and myself would like to extend the happiest of Christmas wishes to each and everyone of the members of the NAA, in this our last month in publishing **"The Auctioneer"**. I would personally like to take this opportunity to thank all the wonderful people across the country for their help and friendship, and say what a delightful task it has been serving you. It does not seem possible that it has been eight years since I started working for the NAA, but when I look at my children, I realize this is true. Eight years ago, my son Gary, was 9, in Little League, and all ears, and now he is 17, a senior in High School, and all hair. He has already purchased admission to the Western College of Auctioneering where he will attend next June, and has applied for admission to the University of Nebraska next fall. My daughter Jodi, who was 7 at the time is now 15, a lovely teenager, who will be in high school next fall, a gifted pianist, and a great help to her working mother.

Ever since my first convention in Oklahoma City, Okla., in 1968, I have met the finest group of people around. I am proud of the growth and stature the NAA has gained since I started working here. When I started we did not yet have 2500 members, and today our membership draws close to 4300. We have a record total of 338 new members from July 1-Nov. 19.

While I hate leaving the good friends I have made over the years, this past month of November has been so exciting that it leaves little time for thinking about past events. In September, Mr. Hart and myself decided that in our expansion of the auction business, we should be able to offer to our clients the selling of real estate at auction, so we attended Real Estate School, and on Oct. 22, took the Nebraska Real Estate Exam, and last Wednesday found we had both passed, this being the first exciting part of November. Next, and most fun was the furnishings of our new offices for ourselves and the National Auto Auction Assn. I am now the owner of an "ALL WHITE SECRETARY'S DESK," and this being complimented by orange striped secretary's chair and matching side chairs, along with dark brown leather reception area furniture, really makes our office look neat. Now that these are in, the remaining part of the moving is not so much fun, the uglies and necessities, like the work, files, printed matter, etc.

About the time we finally get completely moved, I see by Mr. Hart's agenda, he is off to Florida, Las Vegas, California and Hawaii as part of his duties for the NAAA. The Auto Auction people are a tremendous group and I could not work for a more appreciative set of officers and directors, and I look forward to my next year with them, especially since I am a western music lover, and our National Convention will be held in Nashville where we already have purchased 400 tickets for the Grand Old Opry.

In closing I again want to say what a great pleasure it has been meeting all the NAA members and their families, and if any of you are in our area please stop in and see us. Our new address is: Hilltop Professional Bldg., 144 No. 44th., Suite D, Lincoln, NB 68503 — Phone (402) 477-1502 or 477-1550.

TAXES

This is the time of year when most of us feel like the taxpayer who lamented: "I owe the government so much money that it doesn't know whether to throw me in jail or recognize me as a foreign power."

President's Report

I am pleased to report to the membership that we have hired a new Sectary. His name is Harvey McCray and his background appears elsewhere in The Auctioneer.

The executive committee received over 200 applications and after careful screening reduced the number to 10 for a personal interview. From this number four were selected to be interviewed by the Board of Directors.

I am personally very enthused by the selection because I feel he will not only provide us with the leadership Bernie Hart has over the years but is a man with many ideas and goals. I forsee a tremendous growth in the NAA in the coming years and a man such as Harvey McCray at the helm will make it happen.

On behalf of the entire membership I would like to thank Bernie for his twenty-one years of meritorious service to the NAA and wish him well in his future endeavors. We will all look forward to seeing him in St. Louis.

In the short time I have served as President and from the state conventions I've attended, one of the most talked about subjects is increasing membership in both State and National. With the quality programs now being offered, 100% of the auctioneers in the country should be proud to belong. Many need only asking.

It's time for each of us to extend an invitation to every professional auctioneer to join this association. We offer good representation in all phases of the auction business from farm sales to antiques, real estate, commercial and industrial as well as all the speciality fields. Help make things happen, ask a competitor to join.

TERRY DUNNING

Legislation Committee Created By President

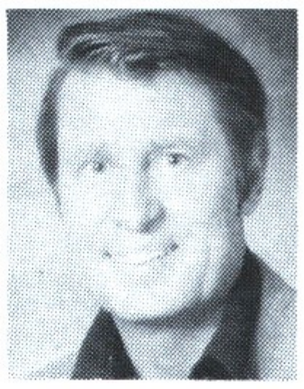
NAA President, Terry Dunning has announced the addition of a **Legislation Committee** as one of the association's standing committees. This committee is in addition to those announced in the October issue of THE AUCTIONEER.

Named to serve on the Committee are:

Martin Higgenbotham, Lakeland, Fla.
Benjamin Weschler, Washington, D.C.
Russell Kruse, Auburn, Ind.
Merle Straw, Seabrook, N.H.
M. M. Gordon, Chicago, Ill.
Wayne Kessler, Campbellsville, Ky.
Craig Lawing, Charlotte, N.C.

My mother was the making of me, she was so true, so sure of me, and I felt that I had someone to live for; someone I must not disappoint.

Thomas A. Edison



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The School of Distinction

Greatest Yet For Iowa Auctioneers

The Iowa Auctioneers Association is rejoicing over a most successful two-day Fall Convention, which took place the weekend of October 25th and 26th at Adventureland Inn, east of Des Moines.

President Robert Mallinger of Sigourney, had planned an entirely different type of meeting. A Board of Directors meeting was on Saturday morning at 10:30 A.M. to discuss items that needed attention during the Convention. By noon nearly 70 people — auctioneers and their families had registered and the group had a delightful noon luncheon on the balcony over-looking the pool area.

In the afternoon the auctioneers had a good speaker, a bank consultant, followed by an interesting panel discussion. The ladies and children spent the afternoon shopping.

The large convention room was filled at 8 P.M. for the 11th annual Auctioneers Contest, which was under the direction of Col. Harold McIlrath of Laurel, who was the 1974 Champion. Twenty-four men and Rick Bryant, a 16 year old boy of Keokuk, took part. We were honored to have our NAA President, Col. Terry Dunning, and wife of Elgin, Illinois, present for the evening and he also sold several items for the group. It was most interesting as each contestant sold two imaginary items and two real items. Bidding was brisk and added money to the treasury. Three judges had a difficult time in making a decision but chose as runner-ups Col. Edward Malmanger of Grand Mound, Col. Jerry Tubaugh of Belle Plaine, Col. Bob Heemsbergen of Prairie City, Col. Ken Erickson of Decorah and the 1975 Champion was Col. Russ Adkins of Searsboro. Each was presented a beautiful plaque. The rest of the evening was spent dancing, singing and visiting.

On Sunday, registration started at 10 A.M. and continued until noon with many more auctioneers and families joining the ones who had registered on Saturday.

Before the family style dinner was served, Col. Leon Joy of Ames, had the Invocation. LuAnn Bloomer of Glenwood, gave a humorous reading. Mr. Charles Willey of Moline, Illinois, was introduced. He kept his audience of approximately 125 spell-bound as he brought his well chosen words.

The beautiful centerpieces on the banquet tables were donated by members of the auxiliary and these were auctioned by the Champion and runners-up and the money was given to the Iowa Auctioneers' bank account.

Col. Terry Dunning, National President, brought greetings from the National Office. Col. Lyle Erickson of Cresco spoke on the upcoming Seminars and Col. Wayne Stewart of Audubon, gave a summary of the National Convention this past July in Louisville.

Each year the Iowa Auctioneers honor one of their fellowmen as the one who

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'Just Memories of the Past NAA Convention Held in Louisville'

Above is a picture of the group on Tour #2 as they paused before being served a picnic lunch at the concession stand at Lincoln Jamboree Showbarn. Col. & Mrs. Adrian Atherton, Hodgenville, Ky., hosted the lunch. Left to right-front row: C. W. Borden, Bowling Green, served as tour director, Harold Skeleton, public relations director of Mammoth Cave Production Credit Assn., Tom Turner, Magnolia, S. P. Appleby, Cub Run, Sarah & Jim Lynch, Jeffersontown and Adrian & Wilma Atherton. Cols. Turner, Appleby and Lynch are auctioneers associated with Atherton's Sale Service. Wilma Atherton is Sec'y-Treas. of the KAA.

has contributed the most to the Auction Profession. Col. Leon Joy, Dean of the Iowa Auctioneers and Chairman of this committee, stepped forward and this year the honor and plaque went to Col. Lyle Erickson of Cresco.

A short recess was called before the Auxiliary and the Auctioneers had their seperate business meetings. It was decided to again have the Auctioneers' Booth at the 1976 Iowa State Fair.

The annual election took place and Col. John Swartzendruber of Wayland, was named president; Col. Harold McIlrath of Laurel as vice-president; and Mrs. Mike Bloomer was re-elected for a 2nd term as Secretary. Col. Terry Dunning installed the officers in an impressive ceremony. As the new president took charge of the meeting he presented a plaque to the retiring president, Col. Bob Mallinger, and thanked him for a most successful year and Convention.

Membership in Iowa has reached 141, an all time high and it is hoped during the next year this number can be doubled. It was announced the spring meeting would be the last Sunday in April, but at this time the place was undecided.

As everyone left for their respective homes over the State all felt it had been a fine convention. Each left a little richer in friendship and ideas to better their profession of Auctioneering.

Mrs. Mike Bloomer, Secretary

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The Ladies Auxiliary

Iowa Auxiliary Holds Annual Meet, Election

Members of the Ladies Auxiliary to the Iowa Auctioneers Association held their annual fall meeting at the Adventureland Inn, Des Moines, October 26. Irene Erickson, President, presided and Bernice Ritchie delivered the opening prayer and words of inspiration, followed by the pledge of allegiance.

Business meeting included a discussion concerning the publication of a cookbook to raise funds for the organization. This project was approved as well as another whereby the auxiliary would furnish center pieces for the tables which would later be sold and the receipts going to the Iowa A.A.

Mrs. Erickson and Irene Dudley both emphasized the importance of attending the national meetings and seminars.

A program. "Fabrics on the Go," was presented by Ada Theis and Irene Dudley. This included descriptions and uses of today's new materials and notions, care of these materials, sewing instructions and the fashion news for the coming year.

Election of officers produced the following results: President, Mrs. Dale (Dee) Smith; First Vice President, Mrs. Ed (Marilyn) Malmanger; Second Vice President, Mrs. Jerry (Elaine) Tubaugh; Secretary-Treasurer, Mrs. Ken (Carol) Erickson; Publicity Chairman, Mrs. Pat (Pearle) Foster; Historian, Mrs. Jim (Fran) Donnelly; and Chaplain, Mrs. Norman (Jeannene) Bousselot. Directors are Mrs. Lyle (Irene) Erickson; Mrs. Harold (Lucille) Van Syoc; and Mrs. J. R. (Louise) Hoyer.

Mr. Terry Dunning, President of the National Auctioneers Association, conducted the installation of officers. Irene Erickson then turned the gavel over to Dee Smith.

Drawing for door prizes took place with Nancy Ludwick, Dorothy Leonard and Louise Hoyer the winners. A round of applause was given Irene Erickson for her fine work the past year.

Mrs. John Swartzentruber,
Publicity Chairman

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The Pines that stand around it on the weathering slopes,
Absorbing the sound of the musical notes.
The paths that lead to it and the steps that go high.
Are tall like the Timbers that reach toward the Sky.

The sermon that teaches us right from wrong,
And the music conductor leading the songs.
With the handlebar mustaches and all the canes,
Makes one believe the way to Religion is returning again.

The old folks who are there
And God bless them all,
Are preparing themselves for the future to come,
Where rest and happiness is the topic of each day,
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A very tired commuter waited for his regular train on the station platform one night. Due to some sort of small emergency, a non-stop express train made an unscheduled halt at the station and the weary commuter quickly stepped aboard.

"You can't get on here," the conductor said, taking him by the arm. "This train doesn't stop here!"

"Okay," said the exhausted businessman. "Pay no attention to me. If the train doesn't stop here, then I'm not on it!"

A mother's love is indeed the golden link that binds youth to age, and he is still but a child, however time may have furrowed his cheek, or silvered his brow, who can yet recall, with a softened heart, the fond devotion, or the gentle chidings of the best friend that God ever gives us.

Bovee

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Hamilton, Ohio

Auction Air Inspires Expensive Behavior

There is something in the nature of fund-raising events that makes people willingly spend money to do things they don't normally do — like eat barbeque and fried fish, attend balls or buy chances on a white elephant.

So it was with the fourth annual Fayetteville Museum of Art Auction.

There were people there like Berte Howell. The last thing she expected was that her husband would bid almost a $1,000 dollars for an antique watch at the auction. She hadn't even expected him to come to the auction.

But midway through the evening, in he walked. The bidding was infectious, the temptation great, and A. A. Howell yielded.

When auctioneer C. D. Maxwell, red-faced from the excitement of the highest bid of the night, yelled "Sold," the somewhat surprised and ashen-faced Howells owned an antique gold watch formerly owned by a former Fayetteville resident, the late Gen. George McGrew.

Their bid of $950 had surpassed by $450 the most ever paid for an item auctioned at an art museum auction and had contributed to the $6,000 netted from the auction which will be channeled into the museum's building fund.

Like Mr. and Mrs. A. A. Howell, the crowd who turned out at Village Hall in Eutaw Village was not the typical people who spend their weekends in barn and warehouse auctions looking for "real steals".

Dressed in suits and tailored dresses, they ambled about a neatly arranged meeting room and bid on items that ranged from novel to valuable. Even the professional auctioneer who normally handles wares in far more casual attire, was decked out in a red sports coat for the event.

As with all auctions there were some steals to be had. One hour before her husband bid on the antique watch, Berte Howell was gleeful because she had purchased two antique Valentines for only $22.50. The only thing that made her feel a little guilty was that she hadn't let fellow bidder Garrett Jones win one of the bids on the valentines because "Garrett is my friend."

Most of the 200 people who came to the auction were friends. It was a social gathering of people who chatted among themselves and all the time on stage, auctioneer Maxwell seemed to rattle on endless, only occasionally punctuating his dialogue with a command to "Wake Up Lady" or a feigned wistful comment of "I sure wish I could afford this because this is a steal."

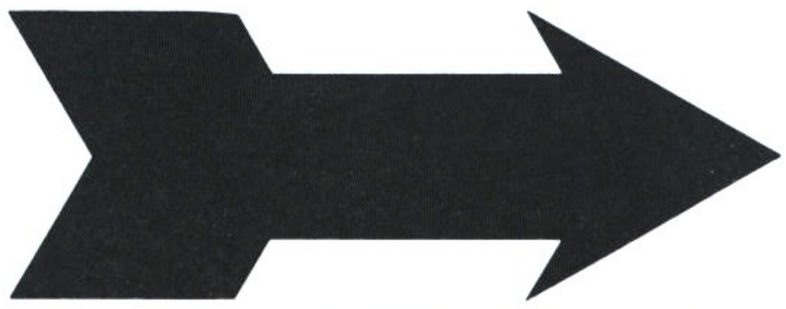
The steals included an afghan that went for only $7.50 and an antique leather Bible and stand that went for only $30.

Regardless of whether they got a steal, the buyers were satisfied. Even those who succumbed and bought the more impractical items.

Ed Robinson paid $17.40 for a basketball autographed by last year's UNC basketball team. He had previously purchased one two years ago. "I think I'll give this one to my brother-in-law said the 1963 UNC graduate.

Carol Stout was pleased with her purchase too. Two years ago she paid $35 for an engraving of the White House

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signed by then President Nixon. Thursday night she bought an engraving signed by President Ford.

"Com'On. Aren't there any Republicans out in the audience?" asked Maxwell, trying to raise the bidding on the engraving. Evidently there weren't Carol Stout got her second engraving for $20. Louise Hurr was also one of those people who came to the auction not planning to bid. "I came to one a couple of years ago and didn't bid on anything," she bragged.

Thursday night she paid $47.50 for two indoor fig trees.

"They were the only alive things here," she explained. "Besides we're getting ready to move into a new apartment and we don't have in any furniture. Now we have a waterbed and two trees."

(Fayetteville, N.C., Times)

Fools and wise men are equally harmless. It is the half-fools and the half-wise that are dangerous. — Gothe.

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Missouri Auctioneers Begin Plans For 1976

The Missouri State Auctioneers Ass'n met at the Drury Inn, Oct. 4 and 5, in Springfield for their semi-annual meeting. Guest speakers on the program were Cols. Jim Wilson, NAA Director, Hot Springs, Ark., and Terry Dunning, NAA President, Elgin, Ill.

Early registration proved the enthusiasm of the MSAA in looking forward to the 1976 National Convention. Much of our time was directed toward planning and reporting information already formulated. Col. Willard Arnaman, chairman for 1976, named a number to committees with different area of responsibilities and these people will be meeting again December 8 at the Stauffer's Riverfront Inn in St. Louis, to begin concreting the schedule.

Mr. Bob Bennett, sales manager for Six Flags over Mid-America addressed the general meeting with anticipation that they might be able to fit a program in with the NAA for the convention.

An intensiye advertising program was initiated for Missouri that we may strengthen the MSAA as well as the NAA. This Fall meeting deviated somewhat from previous schedules in that Saturday evening an educational program was presented. On the program were two local law enforcement officers discussing Missouri Statutes concerning auction merchandising. The program was well accepted and opened new doors for future conventions.

Our Spring convention will be hosted by the Ken Barnicles and will be held in St. Louis at the Stauffer's Riverfront Inn, May 1 and 2. Every MSAA member should be present.

D. H. Livingston, Sec.-Treas.

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Common Sense in the Auction Business

Today's article will be the first of a series on auction accessories that will from time to time appear along with or be substituted for my regular articles. (Since I'll be offering these accessories for sale, these particular columns will naturally constitute advertising.)

No doubt other general auctioneers who sell outdoors have experienced the headaches of anticipating bad weather, that uncontrollable factor with the power to make or break an outdoor sale. Until a few years ago, I did also; they prompted me to consider purchasing a tent. Before I actually began shopping around, I compiled a list of the qualities I needed in a tent, namely that it be (a) light, (b) strong and durable, (c) easily assembled and disassembled, (d) preferably adjustable in size, and (e) attractive. It was some time before I found and purchased one that fit the bill — the Steri Chapel Tent. I furthered the tent's usefulness to me by simply fitting concrete blocks to the posts so that it could stand on concrete, asphalt, etc. Now I rarely put it into the ground.)

I've been delighted with the tent — it's saved more than one sale! In fact, it's been such a boon to me that I feel comfortable suggesting that you consider the Steri Chapel Tent for yourselves. Let me give you a few reasons why this accessory is a sound investment:

1) It eliminates most of the apprehension over weather conditions. (I call our local weather station the morning of the sale and if rain or snow is predicted, I call the owner and let him decide if he wants to go to the added expense.)
2) It pays for itself before long because the owners assume rent and labor costs. In addition it can be rented out for parties, weddings, etc., as well as to other auctioneers.
3) It serves as an edge in acquiring more sales. (If you had two auction services in mind, one of which had a tent, which would you choose?)
4) By simply having your name and number printed on the tent, it becomes an impressive advertising asset.

As I implied earlier, the Steri Chapel Tent is light, strong and durable. It can be set up in less than an hour and taken down even more quickly. It adjusts to accomodate a variety of crowd sizes. Lastly, the tent is quite attractive and eye-catching.

If you're at all interested, see my ad on page 23 for more information, and send for a free brochure with complete details today.

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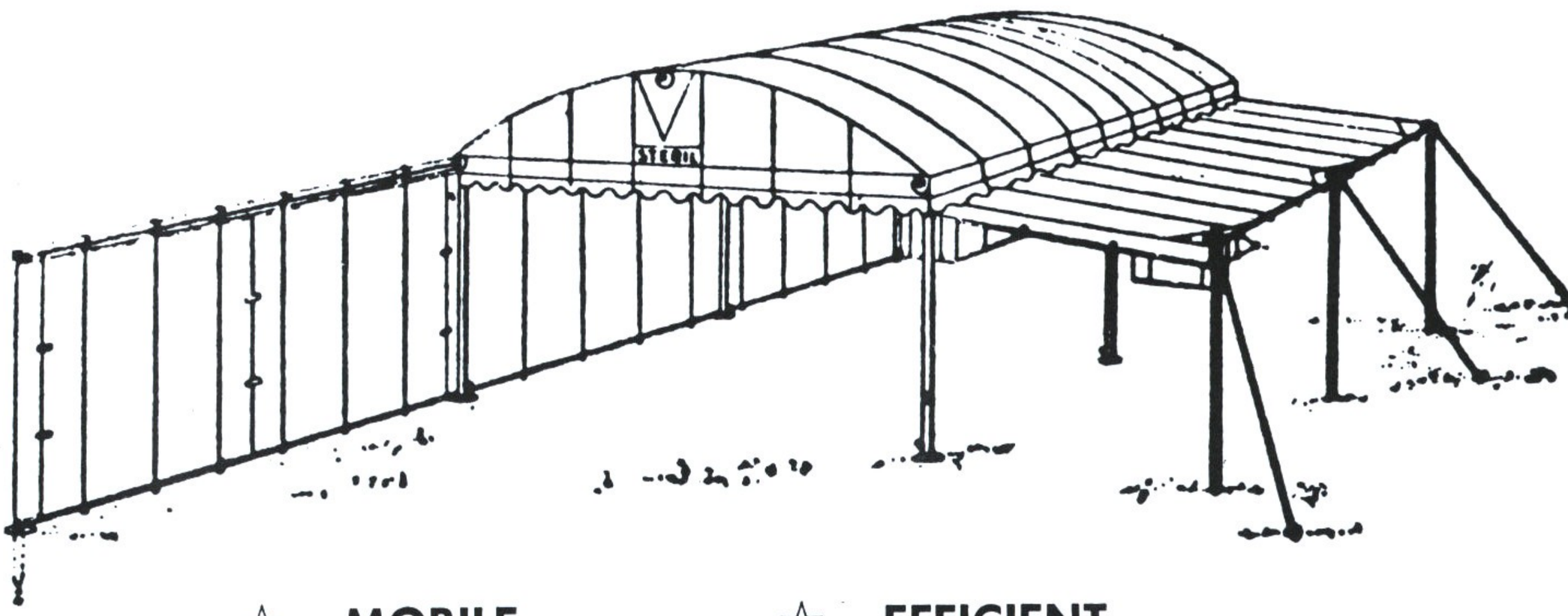
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Clem Long Converts Hotels And Their Contents Into Cash

On the front cover of AMERICAN HOST magazine (August, 1975), a publication catering to he Hotel and Motel industry, appears a picture of a veteran NAA member, Clem Long of Dayton, Ohio. During the past 10 years Long has liquidated the contents of so many famous hotels their names almost bring tears to the eyes of the traveler of 25 years ago.

Operating under the trade name of National Content Liquidators, Long has worked out the details of these liquidations to a scale compared to the big meat packing plants where they say they use everything but the squeal in processing hogs. He has gone so far as to find a foreign market for bathtubs, sinks and stools that are no longer permitted to be installed in the United States.

Following is a reprint of the feature article from AMERICAN HOST:

Hotels in trouble today are fortunate to have a guy in the industry like Clem Long of Dayton, Ohio. He has an uncanny way of taking something everyone else has given up on . . . and making a buck with it.

He does exceptionally well for himself, his family and friends . . . and his clients.

He heads National Content Liquidators and several allied firms, all designed to study a hotel's needs, then recommend that it be refurbished, converted to another use or . . . "knock it down!" Known by his cohorts as "Mr. Liquidator," he is a nostalgia buff himself, but urges hotel owners not to let nostalgia influence their desires to try to keep a "loser" going.

He and his people can take a large property, sell its contents right down to the bare walls, then strip it of copper and brass and all other salable materials, then demolish it and hand its former owners more money than they believed possible.

Clem Long has spent so much of his life in hotels. He feels more at home in them than he does in an office, so his of-

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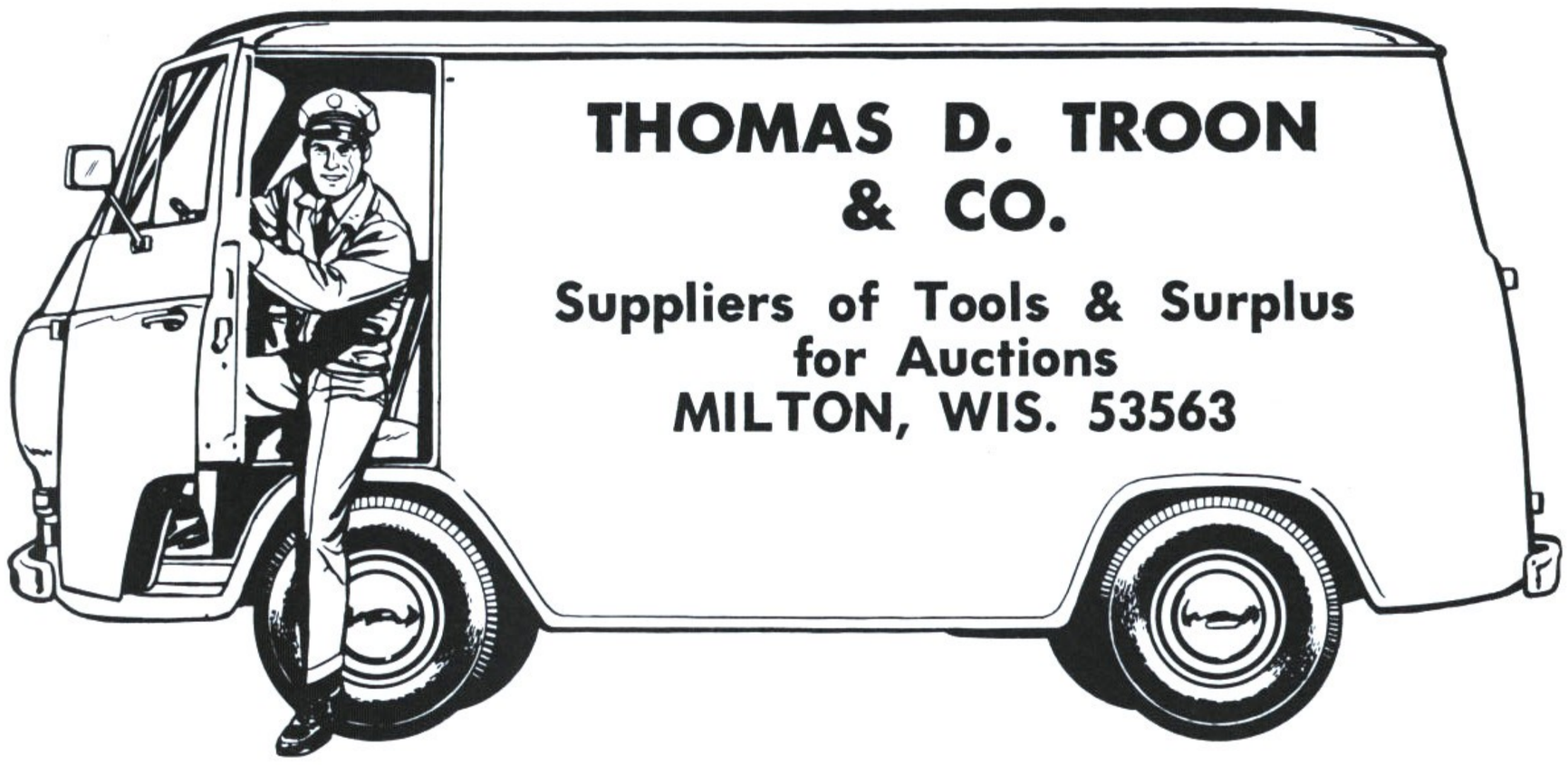
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fice looks like a hotel lobby. It's a tribute to his staff that he doesn't have a desk, but operates out of his hotel lobby "office".

Mr. Long has recently completed a move from downtown Dayton offices to his own new "Long Building" at Hewitt and Kentshire in the southwest Dayton area . . . and it features historic hotel memorabilia, all meaningful to him.

The door to his office is from the Capitol Suite in the Tutwiler in Birmingham, chandeliers are from the Penn Harris in Harrisburg, and there's a large urn from the Monmouth in Spring Lake, N.J. Silver punch bowls are from the Robert E. Lee in Winston-Salem, and an Oriental armoire from the Sheraton-Gibson in Cincinnati, is now a bar and entertainment center.

Nine or ten years ago, Mr. Long auctioned off contents of a property in Michigan and sold china service for 3,000 in one large piece for $4,500 because it was decorated with the hotel name. A year later he sold similar hotel china, starting at $5 a plate and advancing as high as $25 (sold that way the Michigan china would have brought $15,000). So he's learned through the years.

He plans now in many cases to have an engraver at sales so the hotel name can be put on such items as door knobs and hinges.

"With a little ingenuity," he says, "the value of many items can be increased from, say, 50 cents to $1 . . . to $25 . . . or even $40."

He's had forks and spoons sent to Arizona and New Mexico where Indians have converted them to rings and bracelets, some complete with turquoise stones. And his ability to see dollars in items that look like pennies to others is a plus for hotel owners today who are not sure what to do.

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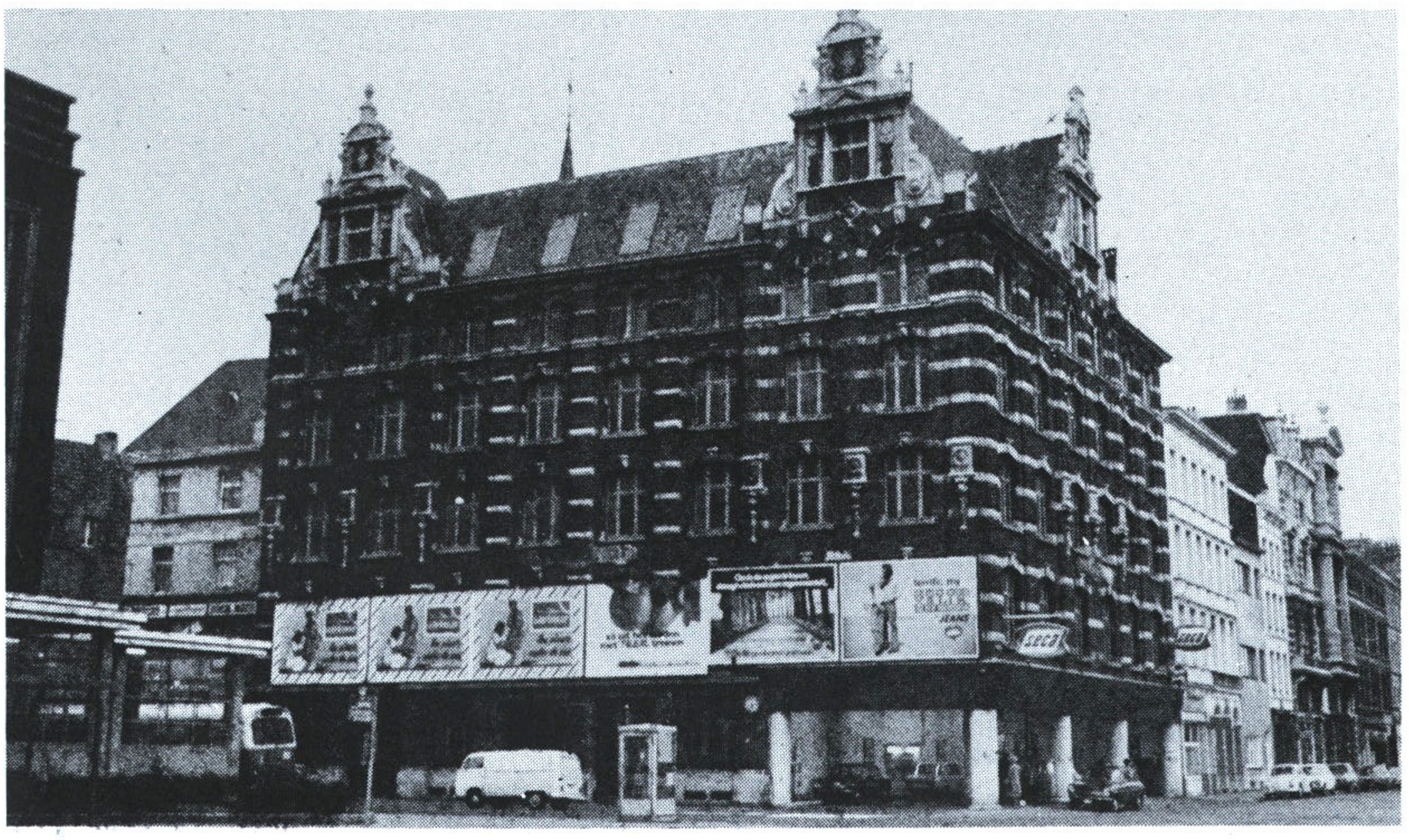
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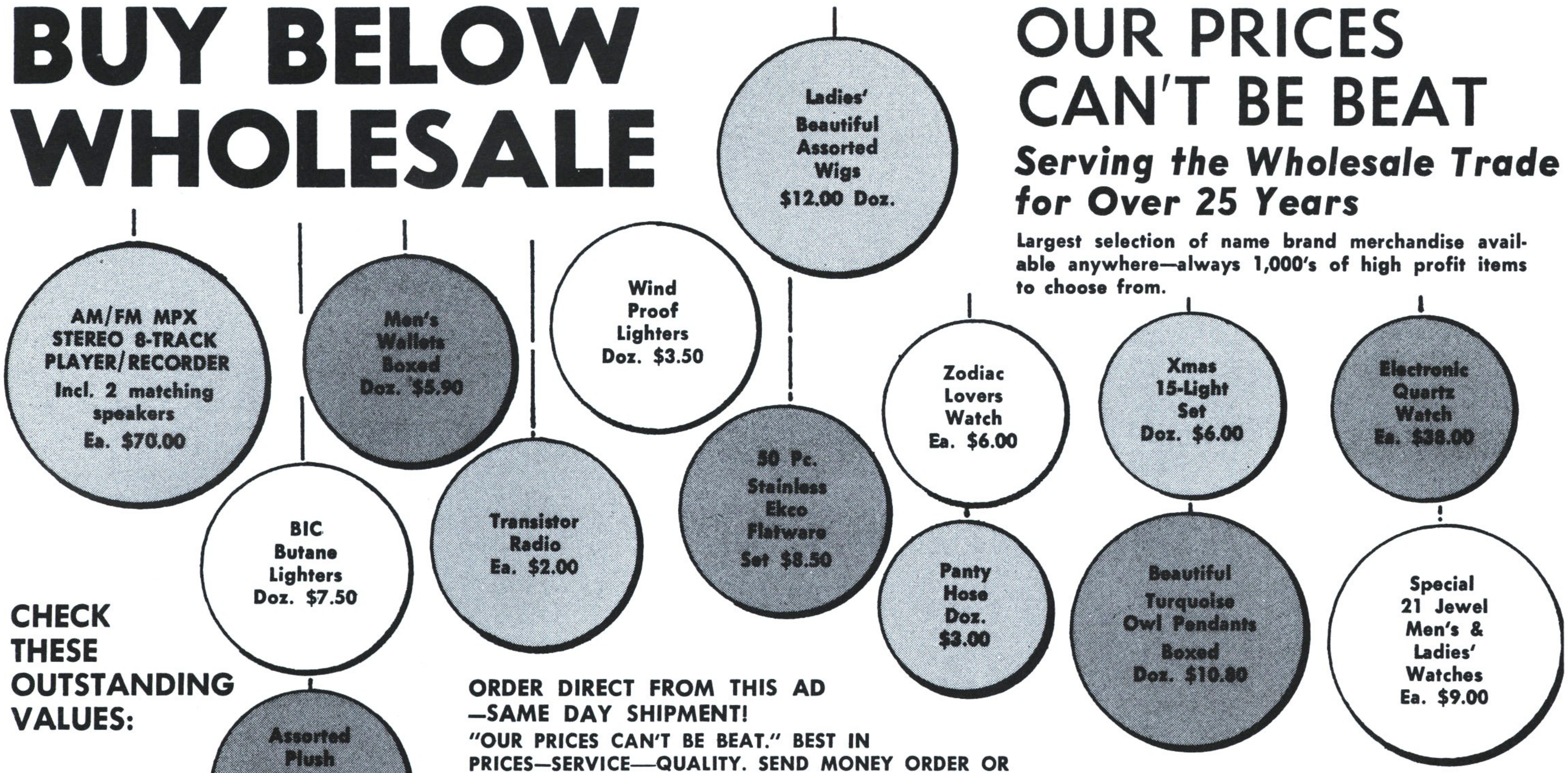
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Ladies' Date-O-Matic D&D Watches	Ea.	$10.00
Men's 17-Jewel Calendar Watch—Swiss	Ea.	$10.00
Ladies' SEIKO Look	Ea.	$10.00
Ladies' BRILLIANT CUT—HAND SET 173 STONE WATCH	Ea.	$13.50
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First Clydesdale Sale In 75 Years Attracts

TYNER, IND. — More than 500 Clydesdale enthusiasts from as far away as California gathered at the Frank Martin farm near Tyner on Oct. 7 to bid for 13 horses in what was billed as the first public auction of Clydesdales in this country in 75 years.

Directors of the U.S. Clydesdale Breeders Association were on hand for the day's events. Also there was Barry Farrell, the herdsman for Anheuser-Busch at St. Louis. Clydesdales are best known these days as the horses that pull the Budweiser beer wagon.

Martin, 84, is retiring from farming and horse breeding.

The top price received was $3,600 and the average price was $1,700. Most of the huge equines went for about $1,700 apiece, according to an auctioneer's rough estimate.

One 21-year-old mare was sold for $1325 and her filly colt, born in June this year, brought $825. Horses were sold to buyers from California, Kansas, Pennsylvania, Southern Indiana, Michigan and Wisconsin.

Auctioneers for the sale were Argel McDowell of Goshen and Archie Schultz of Plymouth.

F. P. McMahon, Former Auction Ad Man, Dies

Frank P. McMahon, former farm ad manager of the Omaha World-Herald, died October 30 at the age of 82. Death came after several months of hospitalization at Seal Beach, Cailf., where he had lived for the past 15 years.

McMahon, who was known as "Colonel" among auctioneers in the mid-west, was with the World-Herald for some 30 years. It was he who built the auction advertising section of the newspaper to the best in the country. He retired in 1958 and later moved to California.

McMahon was a friend of the National Auctioneers Association through its pioneering years and did a great job in publicizing the 1954 NAA convention, in Omaha. He was a reader of THE AUCTIONEER throughout his retirement years. Survivors include his widow, Emily.

Shaggy-dog story! Teacher: "Give me a sentence using the word 'torture'." Tommy: "As the man leaped out of the window, he hollered, 'I torture husband was out of town'."

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King Ranch Auction Brings In $412,600

With the flurry of popularity caused by exotic breeds of beef cattle, accomplishments of the old reliable breeds are often times overlooked. It was a pleasure to read the results of the recent auction of Santa Gertrudis bulls at the King Ranch, Kingsville, Tex.

It was at King Ranch that this breed of cattle originated. On Sept. 27 they held their 24th annual auction and 20 bulls sold for an average of $12,550 per head. A new permanent sale and show arena was initiated at this year's event.

On the same day, King Ranch held their annual auction of Quarter Horses. Ten colts averaged $7,625 and 16 fillies averaged 5,334. So, in one afternoon 46 animals were sold at auction for $412,600.

Animals sold in the September auction represent a very small percentage of the annual production at the giant King Ranch. However, the pattern of successful operation was followed in that some of their very best are sold at auction for the purpose of advertising King Ranch production and establishing a valuation on those many animals that will be sold at private treaty during the year.

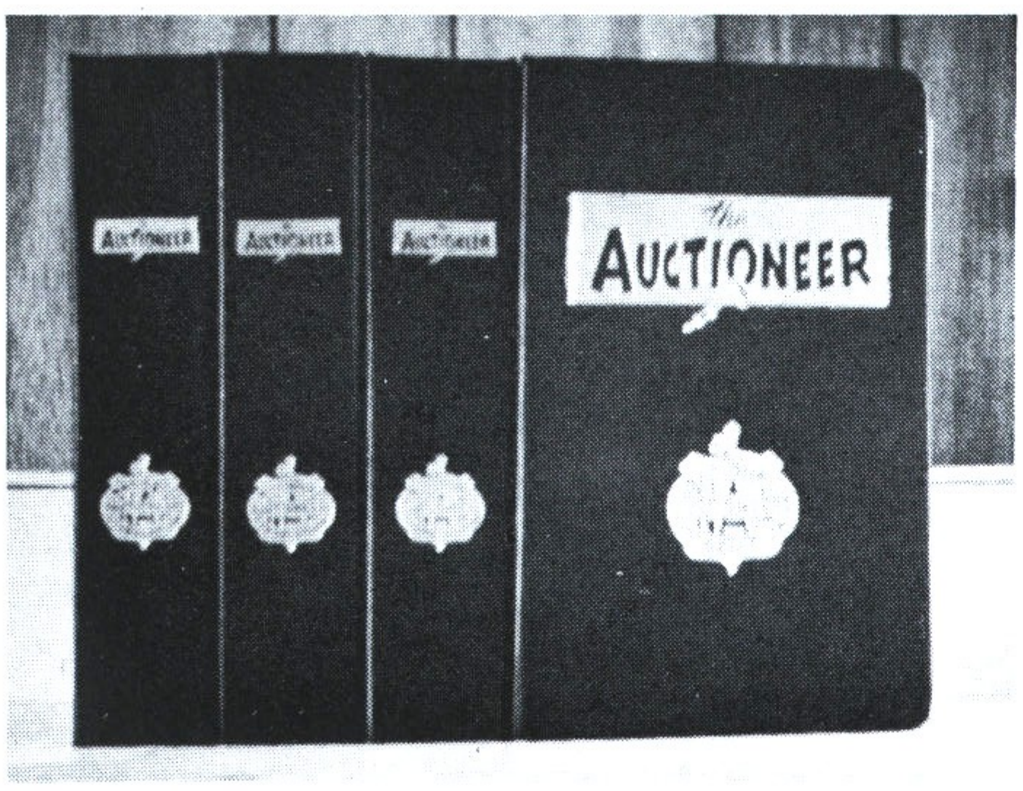
Walter Britten, Bryan, Texas, was the auctioneer for both the cattle and horses as he has been for many years.

Sculpture Auctioned At Record $150,000

New York — A world record auction price for American sculpture was set at Sotheby Parke Bernet here when "Passing of the Buffalo," a nine-foot high sculpture of an American Indian sold for $150,000.

The bronze sculpture by Cyrus Edwin Dallin was part of the estate of Geraldine Rockeffeller Dodge. It was purchased by an Indiana collector.

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Discarded Items Bring $13,000 to High School

LINCOLN, NEB. — School officials took a look around the various storage areas of Lincoln High School and decided many of those items had been stored so long they would never be used again. It was a unaminous opinion that they should be cleaned out which sounded like a messy and expensive project.

Then the magic word "auction" was mentioned. This remark netted the school $13,344 after 11 hours of selling some 2,000 items that were drug from places the youngsters never knew existed.

Top selling item was $621 for a roll-top desk. Many other items sold for more than their original cost. And items they had tried unsuccessfully to peddle privately brought more than their asking prices.

Twenty-four small desks they had been trying to sell for $10 each brought $589; 88 chairs sold for $1,264 and 60 tables, $1,020. Bidders paid $374.25 for 129 mortars and pestles and six old microscopes LHS had tried to sell for $10 each went for $186.

Three former graduates of Lincoln High School, now in the auction business, donated their services in conducting the auction.

Don't you suppose such hordes of merchandise are stored away in thousands of public buildings in this country?

Mere passive citizenship is not enough. Men and women must be aggressive for what is right, if government is to be saved from those who are aggressive for what is wrong. — Robert M. Lafollette.

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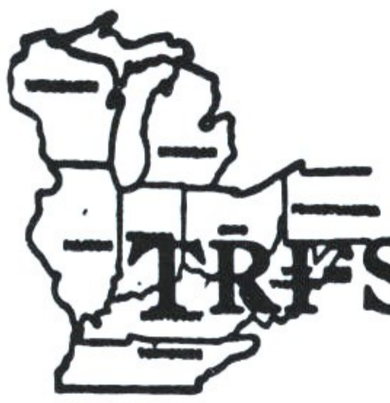
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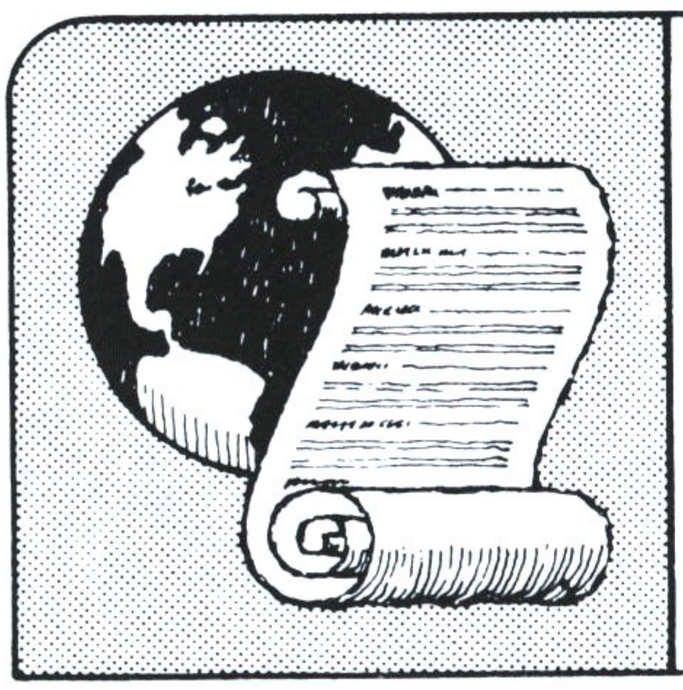
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Ladies Auxiliary to the NAA

Two kids were talking and one said, "Did you see THE EXORCIST? It's about the Devil." The other kid said, "There ain't no such thing as the Devil. The Devil is like Santa Claus. It's your father!"





The Members Say...

Dear Mr. Hart:

Please change my address as indicated.

I am happy to announce that I have opened an Auction House and Flea Market in Ft. Myers, Fla., in addition to our Real Estate business and it has taken off like a rocket.

Louisville was my first convention since I joined NAA and I would like to tell you I have been to many conventions in my life but none ever compared to the NAA Convention. The Kentucky Association, led by "Big John", deserves every bid of praise they received for an excellent job well done.

Regards,
Ron Tuggle
Ft. Myers, Fla.

******

Dear Sirs:

We would like you to have this $5.00 in support of THE AUCTIONEER magazine. That little magazine is one of the best we get at our house and we all enjoy reading it.

Thank you,
Don Dirks
Bruning, Nebr.

******

Dear Bernie:

Although I have been a member of the NAA only a short time, I must say that I am greatly impressed with the quality subject matter in THE AUCTIONEER. Enclosed please find my Booster Club check for $5.00.

Although a newcomer to membership in the NAA we are becoming "old-timers" in the auction business here in Northwest Washington. We had intended to make it to the convention but because of obligations at the time we are waiting until next year.

Keep up the good work.

Sincerely yours,
Mick Sather
Conway, Wash.

******

Dear Bernie:

Thought it was time to write and let you know a little bit about Pennsylvania again. It was sure a great pleasure to have all the Pennsylvania boys support the State at the Kentucky convention, one which I think will go down in history as the greatest. All those members from Pennsylvania who attended are still talking about the great job the Kentucky auctioneers did.

But once again, Pennsylvania is preparing for their Annual Convention which will be held January 9-10, 1976, at the Host Inn in Harrisburg. We are pleased to have the NAA President, Terry Dunning, and a host of other fine speakers and fellow auctioneers from across several states to be with us. We wish we could list all their names in this paper but we would be happy to send anyone a copy of our program. We invite each and every auctioneer across the States to be with us and participate in our great convention in Harrisburg.

So much for now, we'll be in touch with you later.

Sincerely,
Rich Moyer, President
Pennsylvania Auctioneers Association
Spring City, Pa.

WALKING

Don't walk in front of me . . . I may not follow.

Don't walk behind . . . I might not lead.

Just walk beside . . . and be my friend.

— Author unknown.

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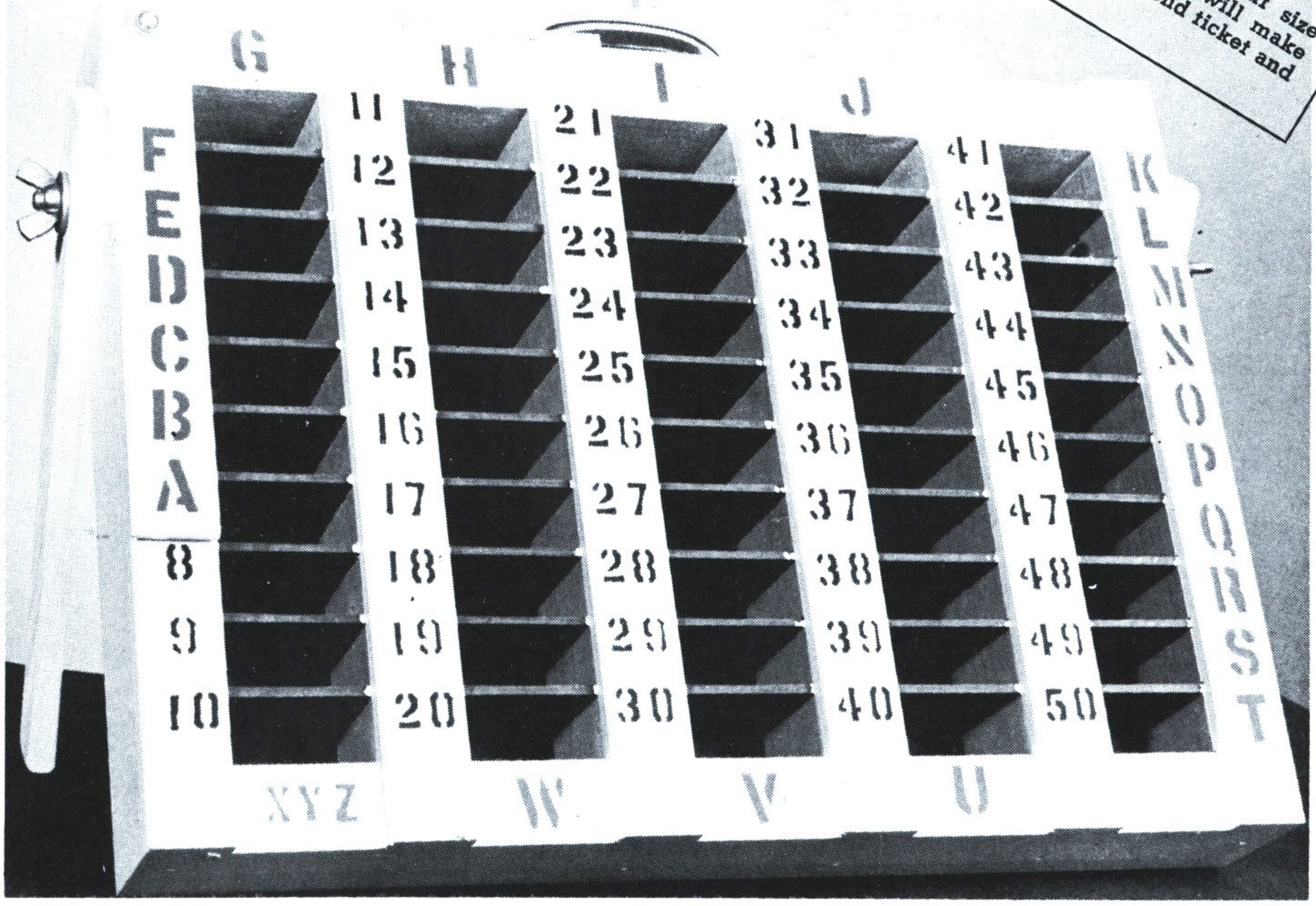
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Across The Country



BY BERNARD HART

"The disease we all have and that we have to fight against all our lives is, of course, the disease of self.

"I am pretty sure that writing may be a way of life in itself. It can be that, because it continually forces us away from self toward others. Let any man, or woman look too much upon his own life, and everything becomes a mess. I think the whole glory of writing lies in the fact that it forces us out of ourselves and into the lives of others. In the end the real writer becomes a lover."

Sherwood Anderson: Letters of Sherwood Anderson, edited by Howard Mumford Jones.

******

What does one write in the last issue of a periodical which he has been the editor for more than 21 years? This column has been written many times in my mind and as quickly discarded. There are so many things to say that it would take a book. Then, as one member wrote, after reading my letter of resignation, "No doubt there is much more — there always is."

In looking back I must say that the early years (1954-1962) were my happiest. Compared with today's figures, we were small in those days — but we were growing and everyone was pleased because never had a national association of auctioneers ever lasted very long nor had very many members. It looked like this time we were on solid footing. We can never give enough credit to the late Herman Sigrist, who served as president my first year as secretary. Had it not been for his ideas and hopes it is doubtful that I would be writing this column today. His inspiring leadership was a guide I have always followed.

Turning point of the NAA was the move from Indiana to Nebraska. We came to Nebraska with 2,319 members. Four years later, when our permanent home was dedicated, we had 3,038 members. In the next four years we grew to 4,094 members. And it had taken 13 years to grow from 777 members to the 2,319 we had when we came to Lincoln, in 1967.

A milestone in progress was the dedication of our home. It was my statement many times that it would be a project of which this generation could point with pride — an achievement never approached by all the generations of auctioneers preceding us. After spending four years and eight months here, I am more determined that it is an object of great pride for all those engaged in auctioneering.

Then, there have been disappointments. The paralysis of state licensing laws for auctioneers has probably been the greatest. Perhaps they have done some good but have you ever considered the cost? And you will never get them paid for. The scare tactics used in getting these laws enacted and the lopsided discussions are proof that they are lacking in merit. State associations will send half-way across the country and pay a man's expenses, hoping he will make remarks favorable to the enactment of these laws. But do they ever do the same thing when it comes to bringing in some one to talk in opposition. Sadly, no. In fact if one of their own members dares to publicly oppose he is subject to ostracism.

In leaving this post it is with its regrets. I hope my sincere friends do not feel that I have let them down. The association was never in better condition nor never before on the threshold of greater opportunities than it is today. So, it is with both sadness and pride that I turn it over to my successor. **In leaving the post of executve officer I want to make it clear that I am NOT retiring.** I not only hold a Life Membership in this organization but if stock were issued I would be by far the greatest individual stock-holder in the association. I am certain that no person, living or dead, has put into it what I have. Therefore, in leaving I am joining you folks as a member and, like you, I'll be watch-

ing with great interest, our National Auctioneers Association.

In closing, my thanks to my many good friends in the organization and the following letter is a sample of those I shall treasure forever.

Dear Friend Bernie:

As I received my "Auctioneer" this morning I thought how unusual it will be to receive it without you as Editor. I know many will miss you but no one will miss you more than I will. It has been one of the highlights of my career to have known you and be associated with you in our Auction School and various National and State Conventions.

I am sure the 21 years that you were our National Secretary will go down in history as one of the greatest periods for the Association. I wish you and your family the best for the future.

Sincerely,
Leon E. Joy
Ames. Iowa

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The Lighter Side...

INCENTIVE

Heading home from a big party, the staggering guest took a shortcut through the cemetery. He fell into a newly dug grave, found he couldn't get out, and decided to wait until morning when the grave diggers would return.

As he waited, a second guest from the party took the shortcut and landed in the same grave. He didn't notice the first guest huddled in the corner and he too tried to climb out.

"Sit down," said the first man. "You can't climb out."

He did.

TROUBLES

A man appeared so despondent that his friend asked what was troubling him. "What's bothering me?" he almost exploded. "Do you remember two weeks ago, the worthless stock I had suddenly became valuable and I made $10,000?"

"Of course, I remember. What's so bad about that?"

"What's so bad? Do you remember last week my distant cousin Harold died and left me $30,000?"

"Sure I remember," said the friend, but why so glum?"

"Why so glum?" snapped the worrier. "This week, nothing!"

RESEARCH

Public relations firm assigned the newest staff member to look up the family tree for its major client. "What can I say?" moaned the new man. His grandfather was given the chair for murdering a guy."

"Put it this way," suggested the pr pro. "Your grandfather once occupied the chair of applied electricity at a large public institute."

GREATNESS

A father asked his teenage son to make a list of the nine greatest men in America. The boy began to write. After awhile the father asked him how he was doing.

The son smiled with self satisfaction. "I've got eight, but I can't make up my mind who to put on second base."

CONVERSATIONALIST

Old farmer was walking along talking earnestly to himself.

A neighbor called to him and asked, "Hey, there, Barnie, why are you talking to yourself?"

"First," replied the farmer, "I like to hear a smart man talk. And next, I like to talk to a smart man."

THREATS

Switchboard operators at corporate headquarters for a multi-national conglomerate were given instructions to follow in case of a bomb threat. Soon, one operator got a chance to use the instructions.

"I'm sorry," she informed the caller. "We don't take bomb threats here. You'll have to call the police."

LENDER

"I'm happy to see that our neighbors returned our lawnmower before they moved," said the wife. "They certainly had it long enough."

"Our lawnmower?" exploded the husband. "I just bought it at their garage sale!"

SAMPLE

Small boy was afraid of the large dog next door. But one day, in the spirit of adventure, he climbed over the fence to see the animal. The dog, with tail wagging, ran to the boy and the boy screamed.

"Did he bite you?" asked the concerned neighbor as she rushed into the back yard.

"No," answered the little boy, "but he put out his tongue and tasted me."

MOVER

Patient: Doctor, maybe I should move to a warmer climate.

Doctor: I'm trying to prevent that by keeping you in this hospital.

Michigan Annual Meet Set For January 16

Michigan State Auctioneers Association has announced Friday, January 16, as the date of its annual meeting and convention. It will be held at the Hospitality Motor Inn, 3600 Dunckel Drive, in Lansing, with registration beginning at 8:00 A.M.

According to Herb Albrecht Jr., the group's Secretary, an outstanding day has been planned. Panel groups and speakers will be discussing the business and problems of the auction profession. Bud Guest, radio personality and after dinner speaker, has been engaged to address the group following the evening banquet.

All auctioneers and their families are invited to attend. For more information, write or call Herb Albrecht, Jr., 3884 Saginaw Rd., Vassar, Mich. 48768.

Draft Horse Market Strong in Indiana

GOSHEN, IND. — The second annual Northern Indiana Draft Colt Sale brought a total of $102,315 for 135 head, according to Junior Martin, sale auctioneer. The sale was held on October 4 at the fairgrounds in Goshen. The average selling price for the sale was $758.

The top selling price for the top mare was $3,100. The top gelding brought $2,400. Top filly colts at the sale ranged from $1,000 to $2,500. A two-year-old gelding team was sold for $3,600.

An estimated crowd of 2,000 was on hand for the sale. A total of 135 head were sold with two horses going to a New York buyer, four to Virginia and six to Tennessee. Other buyers came from Illinois, Michigan, Ohio, Kentucky and North Carolina.

Alex Karras, the noted humorist, reveals he never received his degree from the University of Iowa.

"I was there only two terms," explains the ex-Detroit Lions defensive tackle, "Truman's and Eisenhower's."—Cooper Rollow.

Keep Quiet

Better to remain silent and be thought a fool than to speak out and remove all doubt. — Abraham Lincoln.

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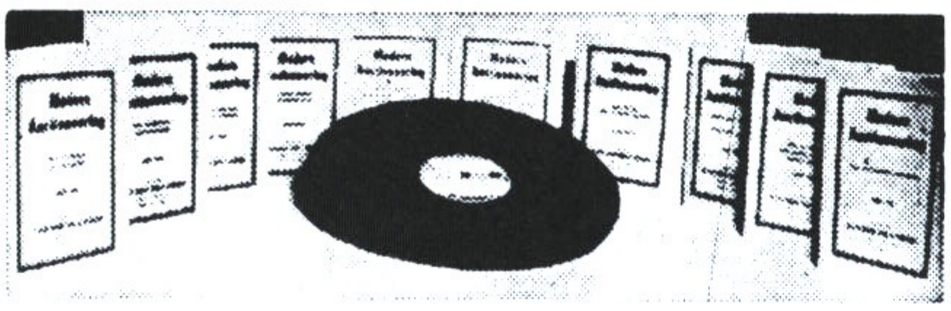
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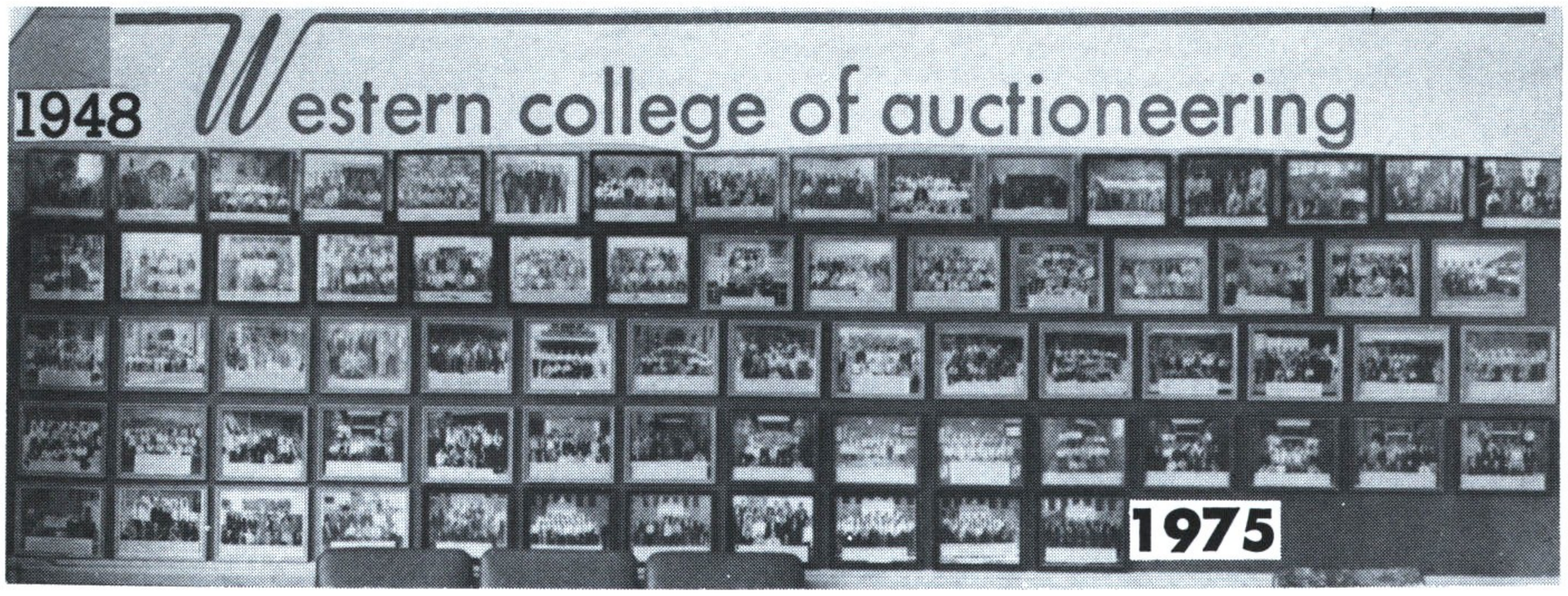
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Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. At the moment of the sale the clerk writes the item sold, the buyer, and the price. The clerk writes only these 3 words and the cashier never writes, rewrites, or copies a word. The buyer receives one copy as a paid receipt, and the seller and auctioneer each keep one. There is no duplication or posting errors. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.

9,000 Tickets (1/3 White, Green & Card) . . . $19.50
18,000 Tickets (1/3 White, Green & Card) . . . 38.00
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STANDARD CLERKING SHEETS . . . Form No. CLS-2

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

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

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

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

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

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

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

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

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1,000 Wires . . . . $10.00 5,000 Wires $47.50

BUYER CARDS . . . Form No. BC-70

For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).

1,000 Cards $7.50 2,500 $17.50 5,000 $32.50

CONSIGNMENT CONTROL . . . Form No. CC-73

8½ x 11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC1-69.

250 sets $16.50 / 500 at $32.50 / 1,000 at $59.50

FINAL SETTLEMENT FORMS . . . Form FS-69

8½ x 11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchantable title to all items sold and deliver title to purchasers.

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

BUYER'S REGISTRATION FORM . . . Form No. BR-69

8½ x 11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.

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

CONSIGNMENT CHECK-IN FORM . . . Form No. CC1-69.

8½ x 11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.

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

PERSONAL PROPERTY CONTRACT . . . Form No. PPC-69

8½ x 11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.

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

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

$1.50 per pad, 10 pads at $1.25 ea.; 20 or more at $1.00 ea.

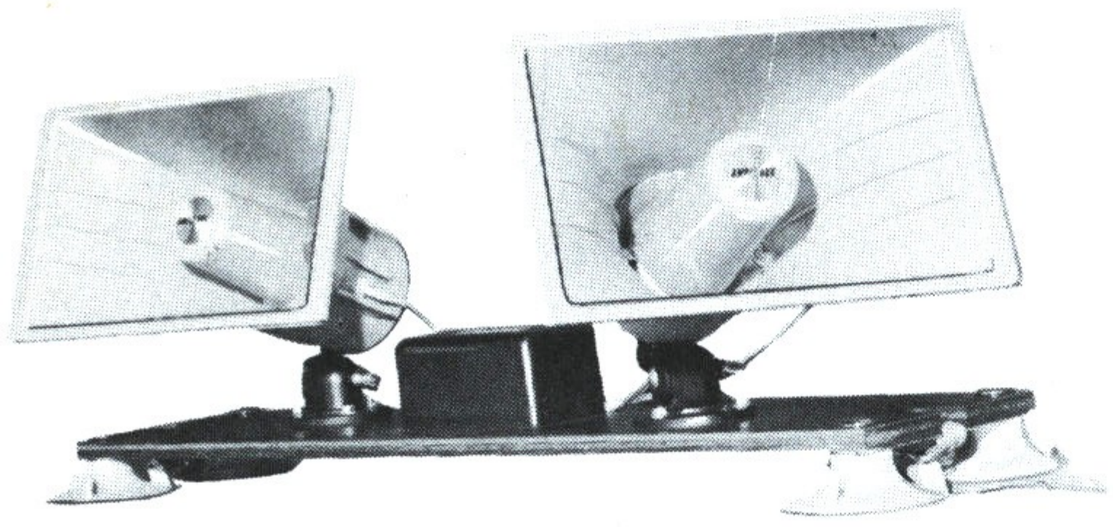
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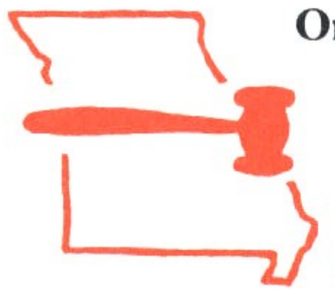
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