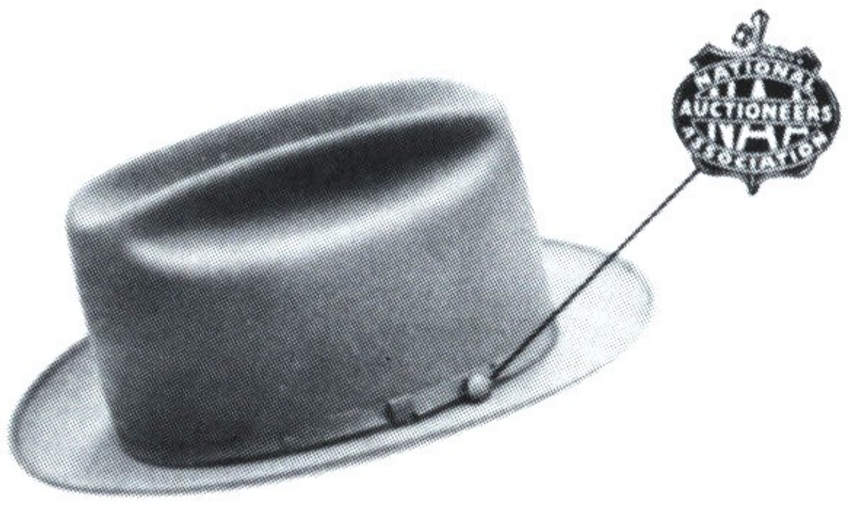
VOL. XXII NO. 11 NOVEMBER, 1971

THE auctioneer







"AUCTIONEER HAT"

"AUCTIONEER'S GAVEL" TIE TACK

Christmas is just around the corner and I would suggest to the wives and children of the auctioneer that nothing would make a nicer gift than an "Auctioneers Hat" or a "diamond tie tac." Both of these items are being given for birthdays, anniversaries, Christmas or for any other special occasions. I cannot think of anything you could give to your favorite auctioneer that would be more appreciated. Give him one and watch his eyes light up.

Remember the Auctioneer Hat is Silver Belly in color and comes in brim widths of 2", 2-3/8" and 2-5/8" and is of the finest felt. The summer straws come in the same brim widths and are cream color. On ordering be sure to state the size, brim width desired and the name of the wearer.

Avoid the last minute Christmas rush and order yours today.

The gavel itself is 14 K "Solid" Gold

with .15 High quality sparkling diamond $119.95

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THE auctioneer

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

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How You Can Be A Success

Because You Didn't Know It Couldn't Be Done - - - -

By Grover Howell, President

A lot of men are failures in business, happiness and many other things because they think it can't be done. I recently witnessed a tremendously successful sale because the auctioneer acted as Columbus did when he discovered America. He believed in his cause. A lot of men were ready to set on the side line and assure Columbus he would fail, but as history has proved he succeeded because he believed in his idea. The auctioneer succeeded because he believed in his ability and the auction method of selling, where there are plenty of auctioneers that would be quick to say his plan would fail.

A sales meeting was in session a few years back and each salesman had been given a quota on a particularly hard item to sell. The sales manager sat and listened to all their excuses as to why each man could not reach his quota. Some were giving such excuses as the economy, weather, item not acceptable to their local area, and many more. A new salesman made his report and was well over his quota. After filing his report he made this remark, "I didn't know all these problems existed. Had I known all this I probably could not have sold any either."

Back in our early days in American history, expeditions were a success because the explorers didn't know that it couldn't be done. One I am thinking about is the Lewis Clark expedition. As they made trails across the northwest no one told them they couldn't make it. As you can see they were the prime explorers in developing our beautiful Northwest.

I could go on with a number of examples, but I have said all this to make a point and example to all of us. More business passes us by than we are able to get because of ourselves. We are able to come up with a lot of excuses as to why we think we cannot get the business we would like to have.

At a football game all of us are better quarter backs than the one playing, but given the chance we would be the first to say I can't carry the ball. We are saying the same thing when we give ourselves negative excuses toward business.

We had a colored family working with us and the boy wanted to play football. His mother didn't want him to play. She said he would get hurt. He explained "Don't worry mother if they start after me I will run for the side lines to keep from being hit". I think you and I do this a lot when the going gets tough. I would like to close with this:

MY PART

God didn't put me on this earth
To have an easy time,
He put me here to fight a fight,
To hold a battle line.

He put me here to help the weak
And myself to grow strong.
He put me here to lend a hand
And help the world along.

He put me here to say a word of
Encouragement and cheer;
He put me here to sing a song
For someone else to hear.

He didn't put me here to whine,
Stick out my lips and pout—
He put me here to do his work
And Satan's evil rout.

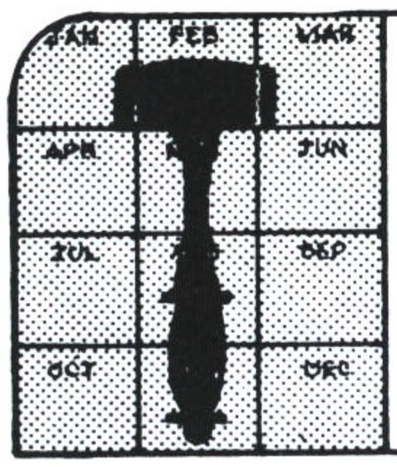
He only asks I do my best
To carry out His plans
Forget rewards and starry crowns ,
And leave all in his hands.

DON'T FORGET

Success covers a multitude of blunders.
—George Bernard Shaw.

"Having made five of the last six NAA conventions I will give you credit for putting on good ones and my wife is looking forward to the one in Dallas, in 1972."

"Incidentally, of the 21 Ohio auctioneers at Lincoln, 20 of them are members of the OAA." ..Newt Dilgard, Sec.Treas., Ohio Auctioneers Association.



Convention Dates

November 6-7—Illinois State Auctioneers Assn., LeClaire Hotel, Moline.
November 13-14—Washington Auctioneers Association, Renton.
December 4-5—Virginia Auctioneers Association, Hotel Roanoke, Roanoke.
December 6—Tennessee Auctioneers Association, Trinity Lane Holiday Inn, Nashville.
December 12—Florida Auctioneers Association, Lakeland.
January 8-9—Ohio Auctioneers Association. Imperial House, Columbus.
January 9-10—Indiana Auctioneers Association, Holiday Inn N.W., Indianapolis.
April 2-3—Kentucky Auctioneers Association, Seelbach Hotel, Louisville.
May 7—Nebraska Auctioneers Association, Albion.
June 9-10—South Dakota Auctioneers Assn., Chamberlain.
July 27-29—NATIONAL AUCTIONEERS ASSOCIATION, Fairmont Hotel, Dallas.

Real Estate Brings In Excess of Half Million

BOWLING GREEN, KY. — Four parcels of real estate, belonging to Charles and Genrose Spalding, have been sold at auction for a figure in excess of a half million dollars. All four auctions were conducted by J. H. Barnard and J. H. Barnard, Jr., of the Barnard Co., of Bowling Green.

The Kentucky Colonel Motel, located on Louisville Road, brought $210,000. The Town Towers Motel on U. S. 31-W By-Pass sold for $260,000.

A two-story house and approximately four acres of land, situated on Scottsville Road, was sold for $85,000. $26,000 was paid for a commercial lot, located on Louisville Road.

The Barnards are members of the Kentucky and National Auctioneers Associations.

OUR COVER

A scene repeated many times during the year in all parts of the U.S.A., an auctioneer introducing his co-workers at the opening of a sale. This time it is Ralph Masengill, Morristown, Tenn. Photo furnished by Frances Thompson, Knoxville, Tenn.

The B. O. Gammon Royal

By BERNARD HART

It was your writer's privilege to attend the showing of Polled Hereford cattle at the 1971 American Royal, at Kansas City. There was something special about this year's show, else we would not be mentioning it in this publication. This one was designated as "The B. O. Gammon Royal."

Now you ask, "Who is B. O. Gammon?" Some of you will remember him as a speaker at our 1964 National Convention, in Des Moines. Some will remember him as the man who served as Secretary of the American Polled Hereford Association for 35 years. But the B. O. Gammon Royal was more than that.

The Polled Hereford breed was founded, in Warren County, Iowa, by B. O. Gammon and his father, in 1901, with a nucleus of 11 head of naturally hornless registered Herefords. Now, 70 years and some 15 million registrations later, the co-founder of the breed was present to witness the show in his honor.

The day following the show, Mr. Gammon was honored at a Barbeque commemorating the occasion at the organization's headquarters building in Kansas City. Now in his 90th year, Mr. Gammon's modest response to the many kind words said about him at the event were those indicative of a great man. While it would have been easier to bask in the limelight he credited the breeders over the years as those who had made Polled Herefords the third largest beef cattle breed in the world.

Doctor: "Your check came back."
Patient: "That's nothing; so did my arthritis."

T. Lynn Davis Is New President Of National Auto Auction Ass'n.

T. Lynn Davis, Macon, Ga., was elected president of the National Auto Auction Association at the group's annual convention and meeting, Sept. 23-25. Davis, a member of the National Auctioneers Association since 1954, owns and operates the Middle Georgia Auto Auction, at Macon, and the Peach Bowl Auto Auction, in Atlanta. In addition, he has his own auction and real estate business and conducts many of the larger auctions in the southeast.

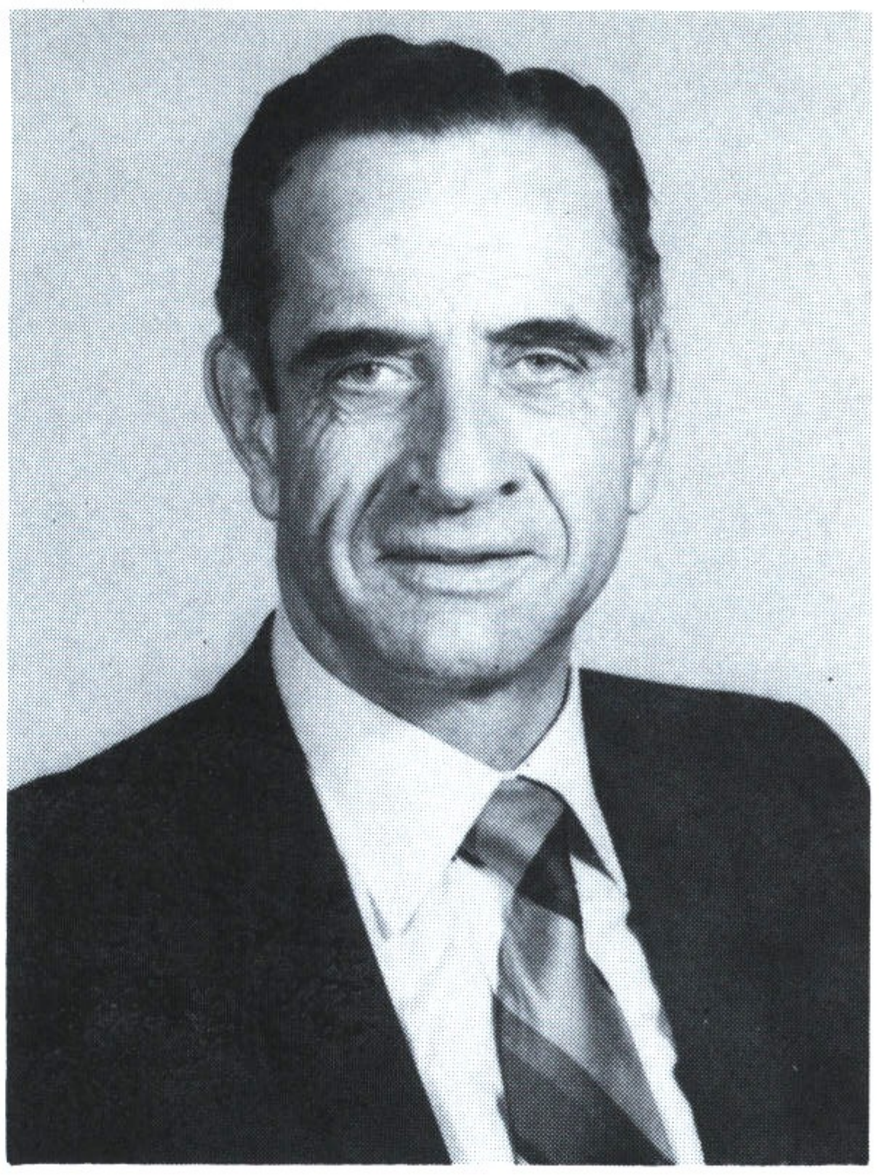
Davis succeeds another NAA member, Jimmy Franks, Rantoul, Ill., as president of the auto auction group. Franks was named Chairman of the Board for the coming year.

Frank Brasher, Salt Lake Auto Auction, Salt Lake City, Utah, was elected vice president, and Norman F. Early, Colorado Auto Auction, Denver, was re-elected to the position of secretary-treasurer, a post he has held since 1960. Elected to the Board of Directors were: Jimmie Loupe, Sacramento Auto Auction, West Sacramento, Calif., O. B. Batten, Kenly Auto Auction, Kenly, N.C.; Don Rogers, Montpelier Auto Auction, Montpelier, Ohio; Hank Fulop, Skyline Auto Exchange, Fairfield, N.J.; and Bob Berger, Tri-City Auto Auction, Pasco, Wash. Berger is also a member of the NAA and a former secretary-treasurer of the Washington State Auctioneers Association.

Bernard Hart, Lincoln, Nebr., was retained as Executive Secretary. This is Hart's 14th year in this post.

Held at the Lake Geneva Playboy Club-Hotel, this was considered the best convention ever held by the organization. Registration records indicated that 420 persons, representing 142 firms, attended the meeting. Opening day saw the 2nd Annual NAAA Open Golf Tournament go down in history with plans to make it a permanent part of the convention. Panel discussions, talks by automobile men, an address by W. Clement Stone and business sessions occupied the final two days of the meet.

All meal functions, entertainment, and receptions were furnished by the automobile manufacturers, the four domestic ones as well as Volkswagen and Toyota, and by industries closely related to the auto auction business. Nine new membership applications were approved during the session, bringing the group's total membership to 92 and the Associate Membership total was boosted to 20.



T. Lynn Davis

Elmo L. Joseph, manager, owner relations, of Chrysler Motors Corporation, was presented a plaque, signifying that he had been chosen for the National Auto Auction Association's "Hall of Fame." Joseph was one of the first representatives of the auto manufacturers to recognize the impact of the auto auctions upon the entire automobile industry. Many NAA members will recall Mr. Joseph as he was on the program of the 1966 National Convention, in Philadelphia.

A decision to sponsor a NATIONAL AUTO AUCTION WEEK, in 1972, was in the affirmative. Dates were set as the week of May 1-5. Ford Division, Ford Marketing Corp., had already presented the group with a check in the amount of $1,000 to aid in financing the publicity for the "Week."

Members of the NAAA went on record as favoring a Uniform Title Law and a Uniform Odometer Law. Bills to this

effect have been introduced in the U.S. Senate. A mid-year board meeting was set for Feb. 18-19 at Scottsdale, Ariz., and next year's convention will be held Sept. 21-23 at the Regency Hyatt House, Atlanta, Ga.

Wage and Price Freeze

How does the President's wage, price and rent freeze affect auctioneers? This question has been raised by a few auctioneers and perhaps ignored by most. We have the ruling as it is printed in Economic Stabilization Circular No. 10, section 401 (c):

> Sales by auction are governed by the same rules applicable to other sales transactions.
>
> On auction sales of ordinary commercial goods by a regular dealer at auction or otherwise, the ceiling is the highest price at which the owner delivered or furnished such commodities to purchasers in a substantial number of transactions during the base period.
>
> The ceiling price at auction sales of commodities for which no established market prices exist, and which are sold by or for the account of persons not ordinarily engaged in the business of selling such merchandise, is the highest price for comparable commodities in the base period.
>
> Auction sales under court order are governed by the above paragraph.
>
> Auctioneer's fees and commissions are frozen at base period levels.

Howell To Speak At Ohio's January Meet

Grover Howell, president of the National Auctioneers Association, has been scheduled to deliver the main address at the annual meeting of the Ohio Auctioneers Association. The meeting will be held at the Imperial House, Interstate 71 and Morse Road, in Columbus, on January 8-9.

Souvenir Items

In anticipation of the celebration marking the greatest achievement of auctioneers working as a group, the dedication of our new building, we had manufactured for our members a few souvenir items. These are advertised elsewhere in this issue of THE AUCTIONEER and consist of brooches and charm bracelets for the ladies, tie bars for the men and playing cards for everyone. A four color reproduction of the building, the same as was on the cover of the July issue of THE AUCTIONEER, is on the back of the playing cards.

Quite a number of these items were purchased by those who attended our convention and dedication ceremonies in July. But, these were the same people WHO HAD FINANCED THE BUILDING in general.

We have at least 2,500 members who have not contributed toward the construction costs of the building. Yet, EVERY AUCTIONEER IN AMERICA will benefit by the prestige it will add to the auction profession, even if nothing of value ever comes out of the building itself.

In ordering these souvenir items we had expected that they would be desired by almost every member. Frankly, you have disappointed us. In spite of a full page advertisement in the September and October issues of THE AUCTIONEER, only a few have been sold. Not even enough to pay the advertising!!!

The playing cards, in particular, are something that your clients would appreciate. They will make wonderful gifts. As Dean Martin would say, "Let's get those orders (cards and letters) coming!!!"



MISSOURI AUCTION SCHOOL LIVESTOCK ECHANGE BUILDING, KANSAS CITY, MISSOURI CLASS OF AUGUST 1971

FIRST ROW LEFT TO RIGHT: Fred Nelson, Ga.; Richard M. Johnson, Mo.; Ann Shelton, school secretary, Mo.; Dean Cates, Instructor, Mo.; Delbert Winchester, Instructor, Okla.; R. W. Dewees, President, Mo.; Boyd Michael Registrar, Mo.; George Stephens, Instructor, Mo.; Jackson Clay Hunter, Mo.; Jess A. Gideon, Mo.

SECOND ROW LEFT TO RIGHT: Thomas J. Lindsay, Ks.; Gerald W. Sherrick, La.; Tom Jones, Ks.; Frank Kelbaugh, Md.; Ronald L. Hanson, Mo.; Bert Dolan, Mass.; Paul Dorsey, Mass.; Herman Brown, Tenn.; Louis D. Smith, Mo.; Tom Vesey, Iowa; Roy G. Marcum, Ohio; William L. Long, Va.; Dean Wayne Gittleman, N. Y.

THIRD ROW LEFT TO RIGHT: Rae Silverman, N. J.; Dale Vaughn, Mo.; Frank Graffis, Wash.; Woodrow Street, Ill.; Dennis Thatcher, Ohio; D. Michael Cafferty, Minn.; Keith Teasley, Ks.; Lloyd W. Flickinger, Md.; H. O. Hodge, Okla.; Frederick D. Hirsch, Ks.; Billie W. Cartee, Mo.; Clyde F. Seek, Calif.; Keith E. Garmoe, Iowa.

FOURTH ROW LEFT TO RIGHT: W. W. Wilkinson, Okla.; Jim Merriott, Ks.; Clyde Culver, Pa.; Jim Hill, Pa.; Jim Maronza, N. Y.; Bill Sams, Mo.; Bill Briggs, Pa.; Brocious Dudley, Mo.; L. W. Byrd, Mich.; Leo Eldridge, N. Y.; Nick Jones, Okla.; Larry Cochran, Okla.; John Cogan, Ks.; Kenneth Mayes, Mo.

FIFTH ROW LEFT TO RIGHT: James Carrithers, Ks.; Russell Nash, Ga.; Mark Nelson, Ariz.; Jackie Wright, Mich.; Ralph VanSickle, Ks.; J. C. Mason, Mo.; Karl Wise, Ind.; Gerald Killinger, Nebr.; Ross Mitchell, Tenn.; Robert Enders, New Mex.; Orville Hutfles, Ks.; William H. Smith, Fla.; Marc C. Alan, Mich.

IN UNITY THERE IS STRENGTH

Association Organizers Possess Determination

Getting a state auctioneers association established is almost as difficult as an auctioneer getting his first sale. Surprising as it may seem, persons who are interested in such a project receive very little cooperation.

To begin with, at least one auctioneer in the state must be sufficiently interested in an organization to establish a date and place for the first meeting, send out the news releases and invitations and plan some sort of a meeting agenda. If he is an extremely successful auctioneer, the other auctioneers in the state will not cooperate, fearing that he is only trying to increase his own popularity and if his sales are few and far between, they will stay home for the same reason.

Should the man with the plan enjoy the respect of many of the other auctioneers in the state he will fare better. But again, he will not be swamped with offers to help in his plan. Those in the profession he has considered his friends will sort of hang back while he sticks his neck out. If the initial meeting turns out to be a success they will be right there to pat him on the back, tell him what a terrific job he has done and all offer to help. If the meeting should fail, they will slip quietly away with that "I told you so" attitude.

But the most shocking surprise of all is the lack of interest one will find in existing state organizations. We have a letter from a man who has recently been through this experience and we are quoting a paragraph from his letter:

> "Also, I might add that the .... Auctioneers Association will be most happy to cooperate with the NAA or any of the State Associations at any time, which is more than I can say for some State Associations as I wrote six different State Associations asking for suggestions or pointers when we were about to organize and out of these six, **only two even bothered to answer my letter.**

All this illustrates why the auctioneers are the last professional or trade group to become organized and those who finally got the job done are pretty hardy individuals with a lot of patience and determination. It also illustrates that we have a long way to go when it comes to public relations with each other.

We are happy to report that the State Association, mentioned above, enjoyed a successful first meeting and doubled their membership in four months time. They are on a solid foundation and in a few years we can expect it to be one of the better groups of its kind in existance.

SHORT SHORTS

Raising children requires a lot more than raising your voice . . . It's nice to be modest if you're able to keep quiet about it . . . Politics makes strange bedfellows and so does marriage . . . An ace in the hand is worth more than two in the deck.

WHEN THE LEAVES
BEGIN TO FALL
THEN 'TIL CHRISTMAS
IS NO TIME AT ALL.

HOLIDAY SALE!

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MODEL 210

Diplomat-Sound
System in a Brief Case!

REGULAR $159.95
OUR PRICE $144.95
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Stage 70 Corp.

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The Ladies Auxiliary

Dear Friends:

I have been attending the Auctioneers Convention with my husband for several years and each year we look forward to traveling to various states, renewing past acquaintances, and making new friends. Through my association with the organization, I have nurtured many lasting friendships.

Each year the ladies Auxiliary devises new ways in which to entertain the ladies and plan as relaxing an atmosphere as possible. Baby sitters, 'teen' room and children's tours are some of the activities scheduled so that the youth and teenagers are also involved.

Membership dues through our National Ladies Auxiliary make much of this possible. The auxiliary of the host state pay as much of the expense as possible.

The Nebraska ladies were most pleased with the interest and enthusiasm received on the morning coffees and the ladies' luncheon.

Although our Officers and Board of Directors meet only during the convention, we are planning some new areas of interest for you ladies and hopefully at our next convention we will have more to offer you as auxiliary members.

The officers are listed on this page and it is our sincere hope that any suggestions you have will be sent to one of us. It is our desire to encourage and enlist all you ladies to join the auxiliary and work towards its success.

—Jean Fleming

MOTHERHOOD

The joy of motherhood is what a woman experiences when all the kids are finally in bed.



Mrs. Walter Britten is shown here presenting the retiring president, Mrs. Irene Erickson, (center) and Mrs. Jean Fleming, retiring Sec.-Treas., (right) with gifts for their untiring service to the Ladies Auxiliary of the NAA.

Mrs. Don Strotheide Dies Following Accident

Mrs. Donald (Maxine) Strotheide, Chadron, Nebr., died enroute to a Denver hospital, Sept. 24. She was 42 years old and the victim of a freak accident.

While attending a rodeo at the Brown County (Nebr.) fairgrounds, she entered a rest room . The room's only light bulb had been removed and in the darkness Mrs. Strotheide fell into a 12 ft. deep sewer trench. She was taken to an Ainsworth, Nebr., hospital where it was determined she had multiple fractures of five ribs.

Mrs. Shrotheide was transferred to the Chadron hospital and then to her home but complications developed and she reentered the Chadron hospital. It was thought a bloodclot had formed beneath the fractured ribs. Arrangements had been made to fly her to Denver three days earlier but the flight was cancelled due to weather conditions.

In addition to her husband, one of the better known auctioneers in the area, she is survived by a son and daughter, her parents, two sisters and two brothers. Mrs. Strotheide was a native of Northwest Nebraska and was active in community and civic affairs as well as in her husband's business.

Three Days Auction Of Antiques Gets $100,000

Some 1,200 antique and art pieces were sold at auction during the three day Labor Day weekend for nearly $100,000. The sale was to aid in settling the estate of Mrs. Roy Backus, a long time resident of Eau Claire, Wis.

A Tiffany chandelier brought $3,600 and a vase brought $2,000 to highlight the three day affair which was attended by some 300 persons from as far away as Mexico and Florida. The latter was called "the celebrated monkey vase" having 1000 monkeys carved on its surface.

An oriental rug, called the "Holy Carpet of the Mosque of Arbedil" sold for $1,700. Two vases, possibly dating to the Ming dynasty in China, brought $1,000 and a perfume cabinet, believed to have been given by Napoleon to Josephine, went at $1,050.

NAA member, Fred Quick, Aurora, Ill., and a local auctioneer conducted the auction.

DEFINITIONS

Confusion is one woman plus a left turn. Excitement is two women plus one secret. Bedlam is three women plus one bargain. Chaos is four women plus one luncheon check.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASS'N. OFFICERS 1971-1972

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Dallas, Texas

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Mrs. J. W. (Ann) Donahoe,
Darlington, Wisc.



Pop's Ponderings

We Can All Help To Improve The Auctioneer

By COL. POP HESS

This year of 1971 is going by very fast. For those of us who have to plan our work such as this monthly column and try to leave with our readers something to digest, it is the time of year each has many interests. This is the month we give THANKS for our blessings of the past year's work and in a few short weeks, we are in a new year with a review of the past year's events. On this date, my thoughts are of the year now passing with the many good notes of progress, some of course, we would like to have been different or not at all. This fact is true through all the years passed.

Our mail here at the Hess home has not been too heavy. One question was asked: "How far back can "Pop" Hess recall world and personal events?" The answer he gives: The most important incidents were so many year's back that he has forgot what they were????

The October issue of this publication arrived on my desk, October 4th. "'Bernie" and his staff are up to date and our splendid Annual NAA Convention is completely reviewed for the records, and as time passes on to the time for our 1972 Annual Convention, I am sure your recollections of last July's program are that it was one of the most outstanding to have been held to date.

We have many members, also readers, whom the Home Office has seldom nor ever saw in person, but you as a member of the NAA can mail in your views to be included on these pages, reflecting what our readers have to say. Often, the Officers will take note, finding new ideas that will aid in future plannng.

Often, a suggestion expressed may be the very best, then again, the worst! It is something like a river or lake where you pull out the fish, the water may be good or bad and am reminded of a suggestion made in a leading news column which was considered wrong by many, but when tried out, proved to be BEST OF ALL! Oh yes, my personal memory is not so bad but that I can remember a few suggestions I had put in print, if tried out, would have been very wrong indeed. In getting a few replies back on them and reading between the lines what the writers did not say, I found the proper suggestion that would "tick!"

As I told some of the folks at the Lincoln Convention when we were discussing my column, and some said it was not too interesting, my advice was to follow my line of thought to get the best of it by reading between the lines. I am looking forward to hear what they may have discovered that was not in print. Sometime, I would like to have a column based on questions asked by my readers. If all of you that I shook hands with at Lincoln do that, you will read my answers in the next publications issued. My column for this issue is made up during the first ten days of this month, the same procedure is followed for each month of issue, in order to meet the deadline at the Home Office for the next month's issue.

Each year, we meet up with Auctioneers who have never attended the National Convention of our Association and some seem to be filled with the idea that it is "just a dried out affair for a chosen few" or for a group who are all personally acquainted. On the contrary, take it from me, you will have a REAL understanding if you WILL attend all their meetings and take part in all the events, and when you come home, get busy on thoughts of what you can do at the next Convention! Bring your ideas with you and if for the good of all, it will be listened to and taken under consideration!

While on this subject of NAA membership and whose Officers, past and present presenting matters for future membership consideration, it is shown that management is composed of a top list of busy Auctioneers who in their home area are in a top income bracket in the business of selling and are very interested in the future of the NAA and the good it will accomplish for ALL

AUCTIONEERS. They will sacrifice their time and income for you as an Auctioneer-Member.

Today, we as Auctioneers, are more noted by John Q. Public than ever before in the history of Auctioneering! The establishing at Lincoln as the permanent location of our owned and paid for Home Office has been picked up by National News Services. Yes, we are listed as a big business organization! Established for the protection of our Members!

On all my contacts with Auctioneers and those who would like to become one, I have strongly urged that the State and National Association's Meetings will be well worth while as a background in decisions and operations. Each Auctioneer you contact will bring you a bone to chew on and you may see the need to give them one to take home with them. All through my fifty years of service as an Auctioneer, whenever I had the opportunity to visit another Auctioneer's Sale, I did so. I could always find some bones to take home and examine for improvement or to forget .

Most of us were born to grow up and be wise along with what education was secured. In spite of this, we often become undecided when meeting up with many cross roads during a lifetime, not knowing which road to take to arrive at the desired goal, and for some unexplained reason, make the wrong turn thus having many long miles to retrace to get back on the right road.

This writer has often suggested for the pages of this publication, that it would be good reading and of interest to have a few lines from each State by a member there, along the lines of news and progress made, Auctioneer-wise. This feature could be along the lines of "Col. Buss' Auction Shorts," that have appeared in these pages from time to time. I was happy to meet up with Col. Buss at the Convention, when he drove us to the Home Office for an inspection. We had a nice visit and hope to see "Auction Shorts" again real soon. There were times when Col. Buss said more in his few lines than I have in a three-column page.

It was a pleasure to see my longtime friend, Col. Wright, come up with a good

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Due to circumstances beyond our control we were unable to include a photograph of this fine equipment in this issue, however, we guarantee this to be the finest product of its kind available at the price indicated. Fully guaranteed and factory fresh. Size 4-3/4" W - 2-3/4" H, and 9-1/2" L., with push button control.

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C O R P O R A T I O N

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page. Have often been asked how come we never wrote up in detail of anything through our many years of action. This is true, we were like many others, too busy hitting the sale trails with little time to write about it. Another big reason, up to our retirement years, there was not a publication just like we now have with an Editor in Chief such as our boy BERNIE HART.

From the beginning, this publication has had some good Editors who gave of their time to do their best through the years. With the growth of our Association to the present day, we have the advantages of the services of many leaders in the Auctioneer Profession working together to promote the Auctioneer of today and tomorrow.

Here in Ohio, and as I come to a close of this pondering, it is Friday, October 8th. From this date through the 12th., my staff of critics and corrections will chase out the bugs and place all words in their proper slots as you know, all good printers print what the copy says and this is not safe with old Pop anymore! There are many good jokes about what happened when a word was mispelled but am sure our readers have heard all the good ones along that line.

We here in Ohio are at the start of a fine October month. SALES MORE THAN PLENTIFUL. Our Auctioneers are very busy . Prices very good. Everybody talking about high prices and what is needed to bring them down. Everybody also talking about unemployment being the worst of all. Economy all shot etc., YET EVERYBODY SEEMS TO HAVE MONEY AND SPENDING IT! Something to ponder about!

Dodge Estate Auction Brings In $5 Million

Grosse Pointe Farms, Mich. — The auctioneer's hammer emptied Mrs. Anna Thomson Dodge's 92-room mansion, adding $653,587 to the cash in the estate of one of the world's richest women.

Added to the $4,713,751 in proceeds from furnishings auctioned in Europe last June, the three-day sale at Grosse Point Farms brought the overall total to $5,367,340.

"Wishbones and Acorns"

Were you "sittin on a Wishbone"? Did someone get the job?
Did you hope it would be you instead of him?
Turn that "Wishbone" into "Backbone", don't sit around and sob.
Or your chances in this world will fast grow dim.

Would you like to climb that "might oak" that's standing there for you?
With its limb of opportunity waiting in their prime?
To make it up that oak tree, one of two things you must do.
You can sit upon an acorn, or grab those limbs and climb.

"Wishbones" are for chickens, "acorns" only grow with time.
"Procrastination" has another name, called cost.
If opportunity is a-waitin "inquiry" is no crime.
Just remember that old adage, "He who hesitates is lost".

In my travels and ventures here and there, I have met a lot of good auctioneers, and some of whom I have been a little envious of in their good patterns and delivery. Yet some of them would be down on their luck and wonder why. And in my way of thinking the most of them seem to be in the same rut. Good men all, but the most of them would have a "heart full of ambition" but a "mind full of negatives".

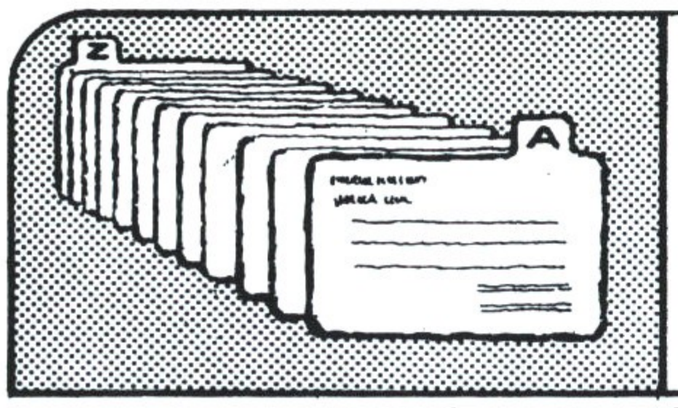
I grew up clinging to the old adages and sayings that great men in our past have left us. In these fast moving times, and era of technology we tend to overlook these gems of common sense. They probably did more to carve our country and move men forward than any modern techniques.

So the next time your in a quandary and don't know what to do, strap on some old "Ben Franklin", or some other sage of your choosing and just see if it doesn't change things for you.

For your future success I am;

Your Faithful Servant
Bob Somerlott
Hillsdale, Mich.

Some of the new suburban developments are only twenty minutes from downtown—by rocket ship.



Membership

Memberships processed Sept. 16th through Oct. 15th:

* Raymond Holliday, North Carolina
* Benny Wiles, North Carolina
* G. J. Lathrop, Illinois
Argel McDowell, Indiana
Hope Waldecker, Wisconsin
Merton Dobberke, Wisconsin
* William Otravoder, Jr., Wisconsin
Jim Baldridge, Nebraska
* Charles A. Wells, Washington
* James A. Townsend, Jr., Florida
* Brocious Dudley, Missouri
William Moon, Massachusetts
Ervin F. Smith, Nebraska
Chuck Stocks, Oklahoma
Rollo Wild, Nebraska
Ralph Heidrick, Kansas
Robert M. Finch, Kansas
C. O. Emrich, Nebraska
* J. C. Elliott, Florida
* James A. Norman, Mississippi
John Banbury, Kansas
Arnold Fast, Kansas
Lon Frieden, Missouri
Carl Tebo, Indiana
Watson J. Reynolds, Georgia
Garry Batt, Kansas
L. H. Bing Carter, Kansas
Bill Crites, Kansas
Ray Gerbitz, Kansas
James Schiermeyer, Kansas
Bob Vaughan, Kansas
O. W. Murphy, Connecticut
Edward Barber, New Jersey
Jack Churchill, South Dakota
Robert Thummell, Kansas
Carman Thummell, Kansas
Clive Anderson, Sr., Tennessee
Clive Anderson, Jr., Tennessee
Steve Anderson, Tennessee
George Lawrence, Missouri
Jack Perry, New York
J. Paul Richardson, Tennessee
J. Martin Haywood, North Carolina
William F. Wemmer, Ohio
Harold Henson, West Virginia
James Stickle, New Jersey
Marion Stickle, New Jersey
Gene Schmit, Wisconsin
Robert Mallory, Illinois
Omar Portwood, Illinois
Joe Lawrence, Missouri
Jess Peters, Illinois
* Glenn A. Blackmore, Florida

Bernard Friedman, Georgia
Robert Sweeney, Wisconsin
Irwin A. Holcomb, Illinois
Fred Hill, West Virginia
Marvin L. Smith, New York
* Franklin Zimmerman, Pennsylvania
* Lloyd W. Flickenger, Maryland
* Donald A. Patterson, Idaho
Willard Olson, Wisconsin
Fred Gerlach, Wisconsin
Marion Wooten, South Carolina
Ed Bogard, Tennessee
Doyle Hunt, Oklahoma
Freddie Immke, Illinois
C H. Metz, Tennessee
Harvey H. Scott, Oklahoma
William Cloes, Washington
Chester Hollenbeck, Wisconsin
Don Kambol, Indiana
Les Goeman, South Dakota
Ben Barrett, Illinois
John Kireta, Ohio
Wayne Hynus, Ohio
Wayne E. Willett, Kansas
Henry Hachmeister, Illinois
L. R. Ketcherside, Kansas
Henri J. Bourdeaux, Illinois
M. C. Bowers, Tennessee
Frank Griffin, Missouri
Vernell Johnson, South Dakota
Art Fisher, California
Carmine Idore, California
John Reilly, Wisconsin
Everett E. Corn, Indiana
Ed Chinnis, North Carolina
Willis Groen, Washington
Leonard Sheinfeld, Massachusetts
Howard Evans, Missouri
Russell Schroeder, Wisconsin
Bert Trane, Minnesota
Bo Bo Reinhardt, South Carolina
Floyd Newberry, Jr., Ohio
Arnold J. Emerson, New York
D. D. Meyer, Indiana
Charles Furr, Virginia
Virgil Layman, Nebraska
Robert Curry, Oklahoma
D. W. Kichline, Georgia
O. V. "Pete" Brent, Tennessee
Cleo L. Johnson, West Virginia
Donald M. Sohn, Indiana
Jack Earlywine, Indiana
C. W. Bayne, Virginia



Teresa and Cindy Wegener, daughters of Mr. and Mrs. Mylen Wegener, of Cornlea, Nebraska, were another vocal group giving us their rendition of "Do You Remember". This group was another favorite in the Amateur Contest.

Clifford Quist, Washington
Carl McNeil, Virginia
J. B. Anderson, Oklahoma
Fred J. Hullett, Michigan
Tim Danner, Illinois
Edward G. Stevens, New Hampshire
* Bryant Taylor, Oregon
* Duane Cook, Minnesota
* Joseph Sartor, New Jersey
* Timothy E. Hunt, Ohio
Harold V. Buckman, New Hampshire
Herman Borress, New York
Vergil Vaughan, New Mexico
Thomas Burris, Nebraska
Jack Sheets, Kansas
Don Fisher, Illinois
Floyd Wicklund, Wisconsin
Frank Nickerson, New York
Harry C. Miller, Maryland
Joe Van Remoortere, Michigan
Leon Richardson, Tennessee
Gene Cook, Florida
D. O. Hardin, Tennessee
* Jack Sanders, South Carolina
A. A. "Tony" Arena, Massachusetts
M. M. Malinowski, Wisconsin
Rodney Behnke, Wisconsin
Walter Schroeder, Wisconsin
John Spies, Wisconsin
Clarence Sturgul, Wisconsin
Neil Hilgenberg, Wisconsin
Everett Yoap, Wisconsin
Leonard Yoap, Wisconsin
Gary Liebau, Wisconsin
* Ray Hammonds, Kentucky
* William C. Franklin, Kentucky
William Bailey, Jr., Louisiana
Phil Hanson, California
D. Wayne McFarland, Florida
Max Puckett, Tennessee
Jeff Jordan, Ohio
Tom Dement, Tennessee
R. Fred Shohayda, Ohio
Edward Bailey, West Virginia
J. W. Barber, Jr., New Hampshire
Larry Gray, New Hampshire
Lyman Worthen, Illinois
Lester Olson, Minnesota
Harold Higgins, Quebec
Ted Krehbiel, Kansas
Leonard Greer, Indiana
* Al Bigelow, New York
V. R. Shimerka, Nebraska
William Noble Johnson, Washington
Hugh Campbell, Missouri
James E. Carpenter, North Carolina
Grace Lichtensteiger, Indiana
Wililam Irwin, Ontario
* J. C. Mason, Missouri
* M. B. Barazandeh, Texas
Bob Etherton, Washington
Dale McPherson, South Dakota
* Don Buck, Missouri
* Paul Carrithers, Virginia
Anthony J. Occhipinti, New York
William Martel, New Hampshire
* Gene M. Tapp, South Carolina
Lee Viningre, New York
Paul Williams, Illinois
Elmer Bunker, New Mexico
William Suddarth, Tennessee
Lester Senty, Wisconsin
Chester K. Bell, Wisconsin
Odell Sampson, Tennessee
Albert Decker, Idaho
Johnny Godley, North Carolina
Jack Healy, Oregon
Newt Dilgard, Ohio
Ernest D. Hill, Tennessee
Jerry W. Johnson, Tennessee
Don O. King, Tennessee
David E. Patterson, Tennessee
Edward Belcher, Michigan
Maynard Lehman, Indiana
Jervis S. Marshall, Maryland
Hugh Pate, North Carolina
George Anderson, West Virginia

Dedication Souvenirs

In conjunction with our National Convention and Building Dedication we are making the following souvenir items available to our members on a "ONE TIME ONLY" deal. When this supply is exhausted there will be no more.

These are not just remembrances of our great dedication, truly a history making event, but also promotes your National trade association. Let your clients know that you belong to the National Auctioneers Association, and that they have built their own National Headquarters.

These 4 color "Playing Cards" will make tremendous Christmas gifts for your clients, friends and other professional people. The back of the cards as the same as the cover on the July Issue of ""The Auctioneer".

Also available are tie bars, brooches, and bracelets, all **depicting the building.**



Playing Cards $2.50 per deck . . . Carton of 24 decks . . . $40.00 (postpaid)

All Other Items . . . . . $2.50 each (Postpaid)

— Profit from sales of these items goes into Building Fund —

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Paul D. Spitler, Oklahoma
Chester Fiscus, Illinois
Arlin E. Wright, South Carolina
* Donald A. Bonney, Missouri
* Gerald D. Kidd, Missouri
G. H. Conner, Tennessee
Harvey J. Holcomb, Illinois
Regina F. Hayes, New York
* Leon Hiott, Florida
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J. G. Dunkin, Alaska
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T. J. Offutt, Arkansas
* Sarah Brock, Louisiana
Golden F. Casto, West Virginia
Frank Tharp, Nebraska
* Dale Keller, Iowa
* Norman Edwards, Iowa
James J. Nebel, Iowa
Jon B. Cook, Virginia
Harold D. Cole, Michigan
Robert Isabell, Nebraska
Dean Kruse, Indiana
William Sprockett, Ohio
Jack Parnell, California
Ray Brock, Washington

* Denotes new membership.

Did you hear about the tearful five-year-old who was explaining to the department store manager that he was lost? "Why didn't you hold onto your mother's skirt?" the manager inquired. "Well, mister," the youngster replied, "It's because I can't **reach** it."

Auctioneers Present Real Estate Panel

At the annual convention of the Kentucky Association of Realtors, held at Louisville, September 16-17, a table discussion on selling real estate at auction was presented. Entitled "THE 5 REASONS FOR SELLING REAL ESTATE AT AUCTION," it was a presentation in five parts. It was prepared by David W. Bailey, an auctioneer from Glasgow, Ky.

W. C. Ledford, a realtor auctioneer from Lancaster, Ky., described "Estate Sales." "Bankruptcy Sales" was the topic assigned to Wayne Kessler, realtor auctioneer of Campbellsville, Ky. Bill James, realtor auctioneer, Bowling Green, Ky., described "Business Liquidation Sales." "Value of Auction Sales to the Appraisal Profession", was described by William H. Grissom, M. A. I., Glasgow, Ky. Mr. Bailey covered the subject of "Government Sales."

The participants were pleasantly surprised by the large attendance and keen interest expressed at the session.

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WATCHES 'n JEWELRY

MEN'S GOLD WATCH WITH EXPANSION BAND—Boxed ..... **Ea. $3.50**

Ladies' Gold Watch with Expansion Band	Ea.	$ 4.50
Men's Calendar Watch with Matching Band	Ea.	$ 4.00
Ladies' Pennant Watches, Deluxe Styles	Ea.	$ 4.00
Men's Diamond Jim Brady Watch with Band	Ea.	$ 4.75
Men's "Skin Diver" Watch with Calendar	Ea.	$ 6.00
Ladies' Deluxe Round Face Watch with Band	Ea.	$ 6.00
Ladies' Nurses Watch with Band	Ea.	$ 5.25
Ladies' Square Face Watch with Suede Band	Ea.	$ 5.25
Men's Deluxe Water Proof Watch with Band	Ea.	$ 5.00
Men's Automatic Watch with Calendar	Ea.	$10.00
Men's Day and Date Deluxe Calendar Watch	Ea.	$ 7.50
Men's CRONEL "25" Swiss Calendar Watch	Ea.	$ 9.00
Men's HELBROS Watch, Beautifully Boxed	Ea.	$ 9.50
Ladies' HELBROS Dress Watch—Deluxe	Ea.	$12.50
Men's 17-Jewel Calendar Watch—Swiss	Ea.	$ 8.50
Men's HELBROS Dress Watch—Gold or Silver	Ea.	$11.50
Men's HELBROS Calendar Watch—Silver Only	Ea.	$12.50
Ladies' HELBROS 2 Diamond Watch	Ea.	$17.50
Men's 17-JEWEL DAY-DATE DRESS WATCH	Ea.	$ 8.50
Ladies' BRILLIANT CUT—HAND SET 173 STONE WATCH	Ea.	$12.50
WALTHAM Ladies' Sport Watch w. Suede Band	Ea.	$11.00
HILTON 17-Jewel Men's Dress Watch w. Band	Ea.	$ 9.25
HILTON Ladies' 10 Diamond Dress Watch	Ea.	$23.00
HILTON Ladies' 4-Diamond Dress Watch	Ea.	$16.50
Men's Deluxe DIGETIL Watch with Band	Ea.	$ 6.00
Men's Auto. Day-Date Dress Watch with Band	Ea.	$12.00
JAMES BOND 007 SPY WATCH WITH HOUR WINDOW	Ea.	$ 3.00
BRONCO WESTERN WATCH—for CHILDREN	Ea.	$ 3.50
Ladies' HEART SHAPED DRESS WATCH Gold or Silver	Ea.	$ 6.50
Men's or Ladies' Sunglasses—Boxed	Doz.	$ 2.00
Men's Hamilton Gold Coin Watch—24 Jewels	Ea.	$35.00
Men's Waltham Electric Watch—Waterproof	Ea.	$25.00
Cronel "400" Skin-Diver Watch	Ea.	$10.00
Men's or Ladies' Raincoats with hood	Doz.	$ 1.00
Louis D'OR Perfume—$20.00 Retail	Doz.	$ 5.00
Spray Perfume, Boxed—1000 Sprays	Doz.	$ 2.90
10 Pc. French Perfume Set, $20.00 Retail	Per Set	$ 2.00
TIFFANY Perfume—2 oz.—Gift Boxed	Doz.	$12.00
Glamorous FILIGREE Spray Perfume	Doz.	$ 5.90
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2-oz. ORIENTAL JADE Men's Cologne	Doz.	$ 3.90
2-oz. Men's RUSSIAN LEATHER	Doz.	$ 3.00
Ladies' Wallets with 40 Windows, Boxed	Doz.	$ 3.90
Men's Wallets, Boxed	Doz.	$ 4.80
Ladies' Deluxe Clutch Purse	Doz.	$ 7.20
Trucker's Cowhide Wallet with 5 Compartments	Doz.	$17.50
Necklace and Earring Set, AURORA BOREALIS. Asst. Colors	Doz.	$18.00
Men's ROYAL STAR WATCH '250' WITH 36 STONES	Ea.	$ 7.50
AURORA BOREALIS ACORN Necklace	Doz.	$ 5.90
AURORA BOREALIS HEART Pendant	Doz.	$ 7.20
NITE 'N DAY Reversible Necklace—Pearl and Rhinestone	Doz.	$ 9.00
Reversible Necklace with Matching Earring Set	Doz.	$18.00
Deluxe 4-pc. Pendant & Choker Set w. Earrings	Set	$ 2.00

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ELECTRIC CAN OPENER—AUTOMATIC ..... **Ea. $4.25**

Elec. Can Opener—Knife Sharpener—Btl. Opnr.	Ea.	$ 6.00
Electric Portable Hand Mixer	Ea.	$ 5.75
2-Slice Automatic Toaster—NAME BRAND	Ea.	$ 6.25
4-Slice Automatic Toaster—NAME BRAND	Ea.	$10.00
2-Speed Blender—PROCTOR-SILEX Heavy Duty	Ea.	$ 9.50
45-pc. Beautiful Deluxe Dinnerware Set		$ 4.80
Electric Corn Popper—with Glass Lid	Ea.	$ 2.90
Steam 'n Dry Iron—NAME BRAND	Ea.	$ 5.90
HAMILTON BEACH Electric Cordless Knife	Ea.	$ 5.00
Electric Mixer on Stand with Bowl	Ea.	$ 9.50
MIRRO Automatic Perk.—9 Cups	Ea.	$ 5.00
10-pc. Hard TEFLON-II Set—NAME BRAND	Set	$ 7.50
7-pc. Hard TEFLON-II Set—In Avocado Only	Set	$ 9.00
6-pc. Avocado ROYAL CHEF Alum. Cookware	Set	$ 5.90
49-pc. Cook-N-Serve Ensemble—Guaranteed for 5 Yrs. Also Ovenproof	Set	$ 7.50
98-Pc. Dinnerware Set—Ret. $198.00	per set	$30.00
6-pc. Stainless Steel Steak Knife Set	Set	$ 2.50
Lite-Up Mirror w. Travel Case—Just Turn On	Ea.	$ 4.25
Small Floral Pitcher & Bowl Set	Doz. Sets	$ 7.20
Beaut. Mahogany Dancing Doll Jewelry Chest	Ea.	$ 3.50
Musical Beer Stein—Large Size	Ea.	$ 3.50
19-pc. Decorated Handle—Sheffield, England Cutlery Set	Set	$ 6.50
15-Pc. Decorated Handle Cutlery in Book Chest	Set	$ 3.50
50-pc. Stainless Steel Flatware Set, Gift Boxed	Set	$ 7.50
EVERSHARP 3-pc. Stainless Steel Carving Set	Doz.	$ 8.80
EVERSHARP 6-pc. Deluxe Steak Knife Set	Doz.	$ 8.80
5-pc. Kitchen Knife Set—in Wooden Display Rack	Set	$ 2.00
3-pc. Wood Animal Family Set	Dozen Sets	$ 5.00
21-pc. Deluxe Carving Set—Pkd. in Deer Chest	Set	$10.00
14-pc. Deluxe Carving Set—Pkd. in Deer Chest	Set	$ 7.50
6-pc. Steak Knife Set—In Display Box	Doz.	$ 8.00
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50 FT. DROP CORDS—ALL COPPER WIRE ..... **Doz. $15.00**

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8-pc. Heavy Duty Open End Wrench Set in Clip	Set	$ 3.50
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7¼" Black and Decker Electric Saw	Ea.	$18.50
16-oz. Steel Hammer	Doz.	$ 6.25
19" Deluxe Tool Box with All Metal Tray	Ea.	$ 2.75
Deluxe Carded Wrench Key Chain—Hot Seller	Doz.	$ 2.50
LUMIJET Disposable Flashlight	Doz.	$ 8.60
29-pc. BLUE TEMPER Drill Bit Set	Set	$ 7.90

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Large Twin Eye Radio—Battery/Electric—AM	Ea.	$ 4.75
Large Size AM/FM Radio Battery/Electric #2019	Ea.	$ 9.00
TOILET SEAT RADIO "JOHN"—Ass't. Colors	Ea.	$ 7.50
Deluxe TONY-SONIC AM/FM—AC-DC Radio	Ea.	$ 9.00
Deluxe 3-Band—Police—AM/FM Radio	Ea.	$14.50
9-Band Solid State Deluxe Multi Zone Radio	Ea.	$38.00
Beautiful Plush Poodle Radio—Ass't. Colors	Ea.	$ 4.50
DELUXE CHARGER RADIO—#1 SELLER. AM/FM RADIO-BATTERY/ELECTRIC	Ea.	$12.80
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Automatic Needle Threader—Boxed	Gross	$ 8.00
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3-pc. Ladies' Luggage-Tote Bag Set	Set	$ 6.90
New Magic 10 Color Pen	Doz.	$ 5.90
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8-Track Auto Stereo Tape Player with 2 Speakers and Bracket—Complete Set	Set	$30.00
Old Fashion Large Size Kerosene Lamps	Doz.	$24.00
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(10x50) Binoculars with Leather Carrying Case	Set	$16.00
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PLAY-POKER SLOT MACHINE—DEALS A NEW HAND EVERY TIME YOU PULL THE HANDLE . . . FASTEST PITCH ITEM ON THE MARKET TODAY—TROUBLE FREE—Made in Japan ..... **Ea. $2.00**		
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Beautiful Ass't. Pendants and Earrings—Boxed	Doz.	$ 2.00
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Mr. Bernard Hart, Secretary
National Auctioneers Association
3277 Holdrege Street
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Dear Mr. Hart:

This is a late letter of appreciation being sent to you in behalf of the members of the National Association of Auctioneers, but I would be amiss if Mrs. Frizzell and I didn't express to you and your members appreciation of your fine convention held at the Cornhusker Hotel July 21, 22, 23 and 24.

We have been attending National Conventions for 22 years, but yours was really different. We can say, and have said to many of our friends, that this was without a doubt the most unusual convention we have ever attended and we are now finally realizing what it was that made it outstanding. We are convinced that it was the omission of any cocktail parties, which seemed to be a main interest of most other conventions. By including the wives and children at your convention and omitting the cocktail parties, a wholesome atmosphere was evident and the fellowship was noticable at all times.

The members in attendance are to be congratulated on being present at most all sessions and it was quite a tribute to the speakers that you had, because they had an audience to hear them. I am sure that all the speakers felt as I did, that the reception received from the members was good and we went feeling that the contribution we made was appreciated, we are happy that you remembered us and we hope that we have the pleasure of attending another convention. We may just come on our own this next itme, whether we are invited to speak or not.

Give our regards to our many friends.

Yours very truly,

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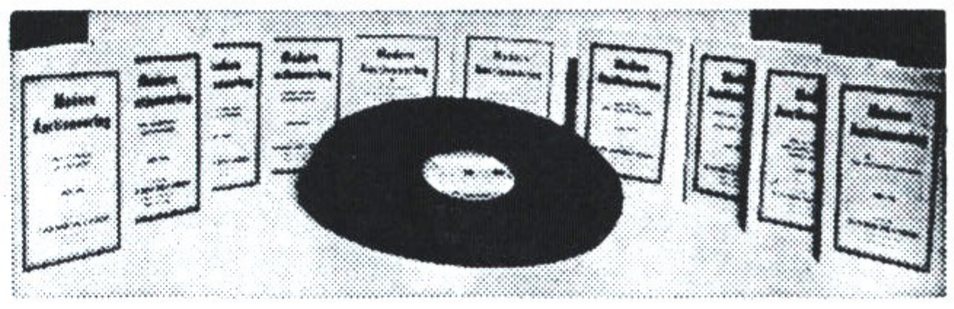
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Associate auctioneer, Lloyd Eldred, Sr., is selling cyclones and sawdust chutes.

New York Firm Sells Woodworking Tools

The firm of J. V. Trageser, auctioneers and appraisers, Java Center, N. Y., has just completed a series of five sawmill and woodworking machinery auctions. Vern Trageser is an accepted authority on woodworking and construction machinery. His background of 20 years in the construction and lumber business has provided a wealth of experience in the line of machinery sold at auction by his firm.

Latest auction sales handled by the firm in the Callicoon and Hancock, N. Y. area were for the Carley Brook Lumber Co. Buyers from throughout the eastern section of the country, as far south as Florida, north to Michigan, attended. Bidding was brisk and the tools and machinery brought very good prices. A Cornell saw sold for more than $13,000 and was purchased by a man from Florida. Fork-lifts and trucks also sold very well.

Vern Trageser auctions the main machinery items. If possible, the machines are demonstrated for the potential buyers. Mr. Trageser is assisted by his ringmen and two associate auctioneers, Lloyd Eldred, Sr., Honesdale, Pa., and Ed Bazer, Java Center, N. Y. Mrs. Trageser is in charge of the banking and office work. The firm maintains offices at Java Center, N. Y., and all advertising materials are addressed and mailed from this office.

The firm has an extensive mailing list that covers most of the United States and Canada. Auction catalogs are also prepared in their Java Center Office.

Building Fund Notes

Massachusetts State Auctioneers Association has increased its contritribution to the Building Fund to whereby it now qualifies for the "SPONSORS" group.

All unpaid pledges are now due and should be paid before the end of the year.

Additional money is needed to complete our landscaping and purchase needed equipment. Donations must be received by December 31, 1971, if you want your name to appear on the permanent bronze plaque. No additions can be made once the plaque is cast.



Vern Trageser, auctioneer, calling bids on the main mill. In this particular instance the bulk bid was higher than the piecemeal bidding, the first time in two years this has happened .



The welcome mat was out when the Louisiana auctioneers held their October meeting. From the left: Bert Harper, Grover Howell, Marvin Henderson, Fred Fair, Rhett Grant and Robert Stark. All except Howell, NAA President are officers of the Louisiana Auctioneers Association.

NAA Member Offers Testimony Before Congressional Committee

Ernie Niemeyer, well known auctioneer and auction market man from Lowell, Ind., was one of those who testified, in October, before a Congressional Committee in regard to the National Agricultural Marketing and Bargaining Act. Col. Niemeyer reports that his remarks were well received and in the question and answer period that followed he was able to further emphasize the importance of the auction method of selling. He said it was a real thrill to have the opportunity to testify before this committee. A copy of his testimony follows:

Mr. Chairman, and distinguished memnie Niemeyer, I am President of the Indiana Livestock Auction Markets Association, past President of the Indiana Auctioneers Association, past Director of the National Auctioneers Association, and am President and Manager of The Livestock Auction, Inc., of Lowell, Indiana.

The Livestock Auction Markets of Indiana are particularly concerned about the three bills before your Committee pertaining to the marketing of farm products and particularly the ramifications they might create in connection with the marketing of livestock. I am going to be direct and to the point in the items that are of concern to our marketing organization. My purpose is not to find fault with all of the phases of the proposed legislation, but to relate to this group the affect that this proposed legislation will have on the livestock marketing industry.

The livestock farmer has probably realized a higher net income with a much higher net worth than most other phases of farm products since World War II. To back up this statement all an interested person would have to do would be to drive through the farm lands of the corn belt mid-western states of Ohio, Indiana, Illinois and Iowa and see the modern up-to-date buildings and generally modern farming and harvesting equipment. Then check with local banks in these areas and question the loan department heads as to the loan value security of this group of livestock farmers, in comparison to other phases of farming.

The marketing of livestock is a very broad and complicated phase of farm product marketing. There are many methods of marketing that are necessary to create a fair market value for livestock. For instance, in the livestock auction marketing business, we sell lambs, ewes, feeder pigs, butcher hogs, feeder cattle, fat cattle, beef and dairy cows. We sell both breeding stock and butcher stock. We sell to other farmers, order buyers, small butcher buyers, and to the large packer companies. We sell at competitive bidding, with the auctioneer continually calling off bids for a higher selling price. These markets are usually weekly or bi-weekly and are

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recognized by the majority of farmers and buyers as a barometer of the supply and demand for most livestock. In my 20 years of experience in the livestock marketing business, many transitions have taken place.

Auction markets have gained in prestige and are handling a much higher volume of livestock than ever before. We and other methods of marketing have narrowed the margin of difference between what the farmer receives and what the meat processor receives for the product. Therefore, the livestock farmer has received a higher percentage of consumer priced finished product. This hasn't always been a lucrative profitable amount, but in comparison to the ceremony of the time and in comparison to other products, the livestock producer has fared quite well. In our method of open competitive selling, if there is a way to achieve market value for our consignors or farmers, we will engage all of our selling ability to achieve this goal. For this service to our consignors we charge a commission rate that is posted and scheduled according to USDA packers and stockyards requirements. We are also licensed and bonded for the farmer consignors protection.

Gentlemen, the thing that bothers me most about all of this proposed legislation is that in all of the language in these bills concerning bargaining and negotiating for a marketing price between the proposed producer association and the handlers, as stated in the House Bill 7597, there is no mention of the real middle man in the livestock marketing business, which would be the livestock markets, and other types of marketing agencies. In our interpretation of this type of legislation, our operations would only be recognized as qualified to sell the odds and ends that the producer associates and the handlers would not qualify as a marketing livestock product. If this should be the case, not only would this be discrimination to our method of an open competitive marketing system, but would also show discrimination toward fellow producers whose livestock product would not meet up to the standards necessary to negotiate a sale to a specific handler or packer.

Farming is a specialized business and farmers are a very sceptical group of independent businessmen. If you were to interview 4 farmers in one area that raised livestock and asked them about their livestock and what they thought was the best time to market and now much finish was necessary to achieve the most profit for there type of feeding operation, you would probably get at least two different opinions, and rightfully so. Now then, with this in mind, have one of the recognized producer associations attempt to negotiate bargaining contracts with handlers or packers for not only these 4 farmers in my illustration, but possibly 25 or 50 farmers. All I can say, gentlemen, is that these gentlemen on this marketing committee would have to be very specialized and would have to be prepared to defend their actions in many different categories. This is a job that I don't believe I could do with my 20 years of experience of the marketing industry. Then this proposed national administrative committee that would be appointed to police this marketing operation would surely have a tremendous job in attempting to solve the inequities and individual problems that this program would present.

The livestock industry has fared extremely well for the past 25 years without government interference and USDA programs. If the grain, vegetable, fruit farmers and processors feel that the proposed legislation is necessary, I am not well enough versed on their problems to argue their point. But the livestock industry definitely would suffer from the present proposed bills. Also, there could be a terrific expense involved in the implementation of such a type of marketing system that the possible increase realized by the participants that qualified might well be offset by a much higher price of the finished product to the consumer, and a possible boycott of certain products creating a surplus that would eventually reflect back on the producer associate-handler negotiations.

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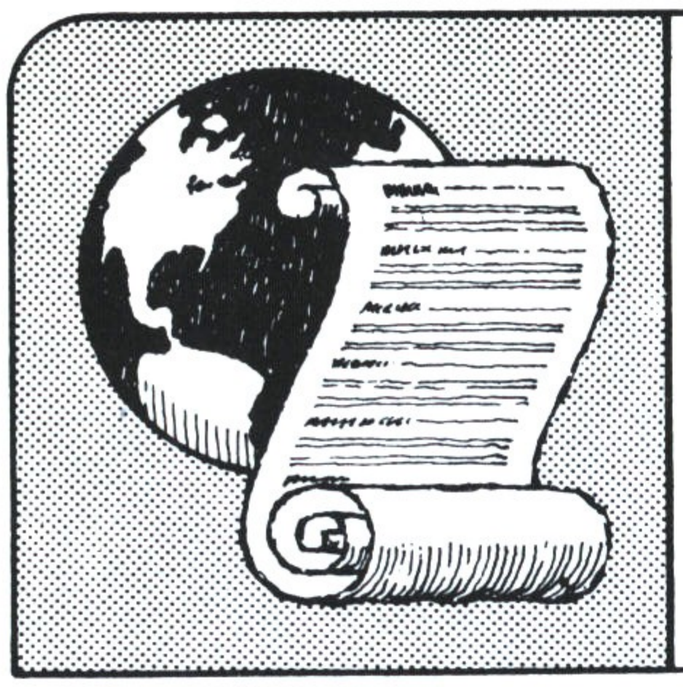
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Ladies Auxiliary to the NAA

OUT OF BOUNDS

The late James Curley, Boston political figure, was a master of retort. Once, when running for Congress, he was hooted by a heckler who said he wouldn't vote for Curley even if he were St. Peter. Curley looked the heckler up and down and replied, "If I were St. Peter, you wouldn't be in my district."



The Members Say...

Dear Mr. Hart:

It was certainly a disappointment for me in not being able to attend this year's convention; especially in as much as it was the culmination of the hard work and dreams of you and so many auctioneers and associations throughout these United States. I well remember the fine convention at Milwaukee in 1970. However, due to an unexpected illness of my father, I have not been able to be away from the office for any length of time since mid-summer. I hated very much having to cancel my convention plans.

I am enclosing four newspaper reprints as concerned the dissolution of certain properties including two motels, stemming from a divorce action. We were most fortunate in conducting this auction as it totalled some $585,000. I thought you would be interested in this volume sale.

It was a pleasure to have had you in attendance at our K.A.A. Convention in Louisville, this past spring. We look forward to having you with us as soon and as often as possible. I look forward to seeing you at the NAA Convention in 1972.

Yours very truly,
J. H. Barnard, Jr.
Bowling Green, Kentucky

* * * * *

Dear Bernie,

Enclosed are the dues for Dan, Dale and Mark Danner, and "Booster" page. Mark is a new member, who just completed Joe Reisch's Auction College. Mark is 9 years old, Mrs. Reisch mentioned Mark is the youngest graduate from their college of 38 years.

Mark has been working at our sale the last 3 years, which helped him a lot. He cried his 1st sale last Sat. He did very well, his gestures are very good. We all think he'll do well after 2 or 3 years work .

Tim is doing fine, Tim does 80% of our selling. If the service takes him I'll

have to go back to work. We opened a new sales barn 11 miles north of Fondulac, Wisc. Sales will be once a month up there. Between the new barn and inventory we're pretty broke.

We are ready to go with merchandise and our outlets. I hope it picks up soon. All we've been doing this summer is carrying our own. The same is true in the immediate area with other sale barns that sell our type of merchandise.

I always thought the Midwest should tell the tale for the whole country. Maybe we could hear a few reports from around, which in turn could lead to new ideas in times like this, it may help a few. Last week we had our best sale for the last 8 weeks. I look for it to pick up soon and run strong till Christmas. After the first of the year I don't know anything. This is my view point.

God Speed To All,
Dan Danner
Grayslake, Ill.

* * * * *

Dear Bernie,

First I would like to compliment the Nebraska Auctioneers on the fine convention hosted by them this year. The meeting was one of if not the best I have ever attended.

The fellowship was great and the program was very educational as well as entertaining. I was also proud to visit our own National Headquarters, it should be a great asset to our profession.

Bernie, I do not know if I have advised you of the names of the newly elected officers for this year in Oklahoma. If not, I am enclosing them.

I am also enclosing an application for membership in the National Auctioneers Association which has been given to me.

It is really dry in this country, however, business has been good and we are happy.

Very truly,
Clyde Jones
Alva, Okla.

* * * * *

Bernie,

Here it is fifteen dollar time again. The only thing I don't like about it is that it reminds me of how fast the years roll by. Best fifteen bucks I ever spent, for membership in the best organization I ever belonged to. One of these years the Convention will be held in the winter time when things are slow for us eastern fellows, and I'll be able to make it. I had four sales two weeks in a row and just couldn't be there. Summer is our busy time here.

The Ole Colonel
Col. Lee Viningre
Grahamsville, N.Y.

Dear Bernard,

Just a line to say hi, and am very very pleased to read all about the wonderful turnout at this years convention! Especially the dedication of our brand new National Headquarters, of which each and every member of N.A.A. should be very very proud of. This proves beyond any comprehension, that "Through unity there is great strength!"

I own and operate a large auction house at Auburndale, Fla., of which I opened about five months ago. The name of my auction house is Auburndale Auction, at 521 Hughes Rd., Auburndale, Fla. We are moving hundreds of items each and every Saturday night, including many brand new items, and sales are picking up each and every week, especially our retail store sales, of which we are open from 9:00 a.m. until 5:00 p.m., daily Monday through Saturday.

You know Bernie, that being a graduate of one of the best auction colleges in the country really will help any man that wants to become a good auctioneer. I am a graduate of Western College of Auctioneering of Billings, Montana and very proud of it. I feel very certain that I would not be where I am today without their great understanding and top

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professional help! Any auction college such as Western will give any man a great head start, then as you know Bernie, it is all up to the individual in hundreds of hours of practicing day in and day out!!

Please find enclosed a check for $10.00 for my dues, and would you please send an application for membership to a very good auctioneer buddy of mine, he also owns and operates a very good and honest auction house at Dade City, Fla., his name and address enclosed.

In closing Bernie, if the good Lord be willing Leon and myself will be at next year's convention wherever it may be held! Lets not forget our wives, they will be with us too!! Please excuse the writing as I broke my right finger way up into my hand. With very best regards to you and yours, I remain,

Gene Kastor
Auburndale, Fla.

* * * * *

Dear Bernie,

Aubrey and I want you to know that our visit to the new National Auctioneers Association Building was one of the "High Lights" of our vacation. Your kind hospitality was deeply appreciated. The fellowship with you and Jan; and the delicious lunch will remain as one of the most pleasant events of my trip. These are memories we shall cherish in the years to come.

Thank you again for your kindness and taking time to visit with us.

Sincerely,
Ruby Waldrep
Gainesville, Georgia

* * * * *

Dear Fellow Auctioneers:

Since we so enjoyed the hospitality of you "Nebraskans" at the National Auctioneers Convention, we would like to take this opportunity to extend to you some "Oklahoma Hospitality".

Any of you coming to the OU-Nebraska football game feel free to contact us when you're in the city and we'll do our best to make you feel at home.

Sincerely,
Mary and Lee Hickman
227 N.W. 16th
Okla. City, Okla. 73103
Phone: 528-056

P.S. From No. 2, HEADING FOR No. 1!

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I'll be in Europe but will shortly contact you for more information. If you are coming to Europe, I can meet you by appointment.

Announcing School To Hold January Class

Kansas City, Mo. — Central States Announcing School will hold its first class in January, of 1972. The School will have some of the most professional instructors in many different fields, such as Public Speaking, Master of Ceremonies, Rodeo and Horse Show Announcing.

The students of Central States Announcing School will receive their training in a two-step program. The first part of the two-step program is a home study course, which the students will receive to work with in the privacy of their own homes in their spare time. The home study course material will consist of a tape recorder, several lessons on such things as, what to say during the bareback bronc event, or during the Brahma bull riding event. These lessons will also cover horse show announcing and master of ceremonies.

Then the students will come to the School for the second part of the two-step program, which will consist of two weeks of resident training at Central States Announcing School, in Kansas City, Missouri. Here, top instructors will teach the arts of crowd control, what to say and when to say it, how to dramatize rodeo and horse shows, and how to overcome stage fright.

Grover Howell Speaker At Louisiana Meeting

Auctioneers from throughout the state attended the semi-annual meeting of the Louisiana Auctioneers Association, at Alexandria, October 9. Grover Howell, president of the National Auctioneers Association, was the speaker for the occasion.

President Howell stressed the importance of improving the public image of the auctioneer and upgrading the profession in general. His talk was very enthusiastic and was certainly enjoyed by the group.

FRED FAIR, Secretary-Treasurer



There was a lighter side to the Lincoln convention and this was a part of it. Leon Nelson (left) presents a prize to Ken Barnicle as a reward for his supplemental entertainment at the Amateur Show. Nelson was a committee member and Barnicle presented his own novelty act. Next time you see Ken, have him show you his prize.

Across The Country

BY BERNARD HART



A visit to the American Royal can revive a lot of memories, most of them pleasant, but also a reminder that the years are slipping by. It was in 1936 that I first attended this show, as an employee of Meredith Herefords, Maple Park, Ill. Funny how I could recall the stalls we were assigned, 35 years ago, as well as where the other Hereford exhibitors were stalled and the names of the respective herdsmen, most of whom have since passed on.

In the 24 hours I was there I encountered enough NAA members to have made an average sized state convention. It was my original plan to mention the names of those I saw, in this column, but the list became too long. But this is indicative of all the friends, old and not so old that one meets at a large livestock show.

Most rewarding to me was the many, many cattle breeders, publication representatives and others who mentioned in a most complimentary manner the new building of the National Auctioneers Association. It seemed that every one I talked with had seen the picture and read about it. We told you last month that never in history have auctioneers had so much going for them. This is further proof of the validity of that statement.

Then, only today, at a Luncheon in downtown Lincoln with a cattle feeders group, a prominent resident who I had not previously met and who did not know that I was even a member of the NAA, made the remark, "Lincoln was certainly fortunate in getting the headquarters of the National Auctioneers Association." "Their beautiful new building in the east part of town is a compliment to the city." Sure would have been embarrassing had a non-member been sitting where I was.

Visiting with Burt Gammon, at the Royal, reminded me of our own Pop Hess. Burt told me he reads THE AUCTIONEER religiously and I knew he did because some of the lighter side material in about every issue was sent in by him. He inquired as to circulation and cost of production with the same interest that would be expected of a man half his age. His ready wit and humor is similar to that of Pop Hess. An example was when Orville Sweet, current executive officer of the American Polled Hereford Association, said, "Mr. Gammon, it would sure be great if you could return in ten years and we could have another "Burt Gammon Royal." Burt's answer, "Young fellow, I don't see why not - you look to be in pretty good health!"

I compliment the American Polled Hereford Association for so honoring a man, now 90 years old, who has left an imprint in the industry he has served. Too many times people are forgotten when they retire from active participation even though they have made great contributions to a particular industry.

Ken Barnicle advises us that he has a few of those large (7" x 7"), NAA decals for sale. They are $2.00 each, while they last. Send your orders to: Ken Barnicle, Ellisville, Mo. 63024.

Auctions continue to rate first class publicity. John Fishdick sent us a clipping from WALL STREET JOURNAL which describes in detail the large sums of money that are being raised by TV auctions. A Detroit station raised $320,000, one in Buffalo collected $173,000 and KQED, in San Francisco, raised $453,000. They initiated the plan 15 years ago when their first try brought in $10,000. Again, auctioneers have never had so much going for them.

A final reminder to Building Fund donors - there are some successful auctioneers throughout the country who have not responded. We believe they are troubled with procrastination but we do hope they will mail their checks in time to get their names on the beautiful plaque that will soon become a permanent part of the building. If you should see any of these people, please remind them.



The Lighter Side...

TAX—TAX—TAX

You've heard about the fellow who wrote the book, "How I Made $2,000,000 in the Stock Market." Now we hear the tax collectors are coming out with one called, "How We Made $1,800,000 Off the Fellow Who Made $2,000,000 in the Stock Market."

RIGHT INTO A TRAP!

A cattleman announced to his wife he would attend the stockgrower's convention. His wife announced she'd go with him.

"But I'll be tied up in the meeting nearly all the time," he protested. "You wouldn't enjoy it."

"Don't worry about me — I'll be downtown buying clothes while you're in the meetings," she replied.

"What? Go all the way to that city just to buy a few clothes? Why, you can buy everything you want right here at home."

"Oh, good," enthused the wife. "That's just what I hoped you'd say!"

FRIENDSHIP

I have a friend who was in trouble a few years ago and I helped him out. "I won't forget you," he vowed. He didn't. He's in trouble again and just called me.

STUFF WHAT?

Putting the dinner on the table, the young wife proudly chirped:
"This is my first roast turkey."

"Marvelous," said her hubby, "and it looks as though you've stuffed it well, too."

"'Stuffed it?" said she. "Why ? This one wasn't hollow."

JUSTICE DUE

A saintly-looking old fellow was running to catch his bus. Just as he appeared to be winning the race, the bus driver, with a fiendish smirk, pulled away from the curb and the wheels splashed muddy water over the old man.

Softly, the old gentleman murmured: "May his soul find peace." Still more softly, he added: "And the sooner the better."

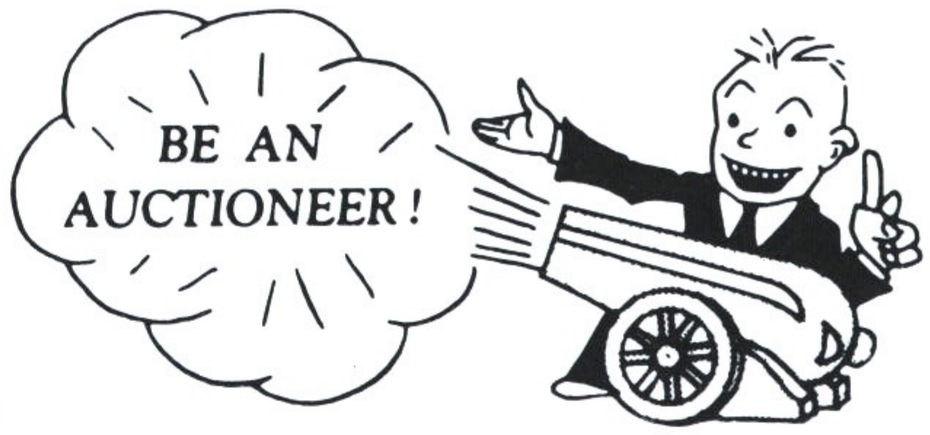
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Question Box

The Promotion and Education Committee is awaiting your questions. They would like to supply the answers . They want to make this a permanent feature of THE AUCTIONEER. We refer you to page 19 of the October issue.

Lady Auctioneer Sells For Police Department

Regina F. Hayes, Forest Hills, N.Y., one of the three women auctioneers among 400 licensed in New York City, conducted the 411th public auction held by the city's Police Department. Unclaimed and confiscated vehicles, bicycles, jewelry and furs comprised a part of the 800 items that were sold.

Other items in the auction included mini-bikes, mini-skirts, corn poppers, spittoons, maternity shorts, a stamp collection, wristwatches, bucket seats, TV sets, items for golfers, bowlers and musicians and about any article one would name. Proceeds were credited to the City's contribution to the Police Pension Fund. A part of the auction was televised by CBS.

AT LEAST PARTLY WRONG

Teacher to Student: "So, you'd like to know why you flunked your history test. Well, your answer to the question, "Why did the pioneers go into the wilderness?" was very interesting from the standpoint of sanitation, but it was not the answer I wanted."

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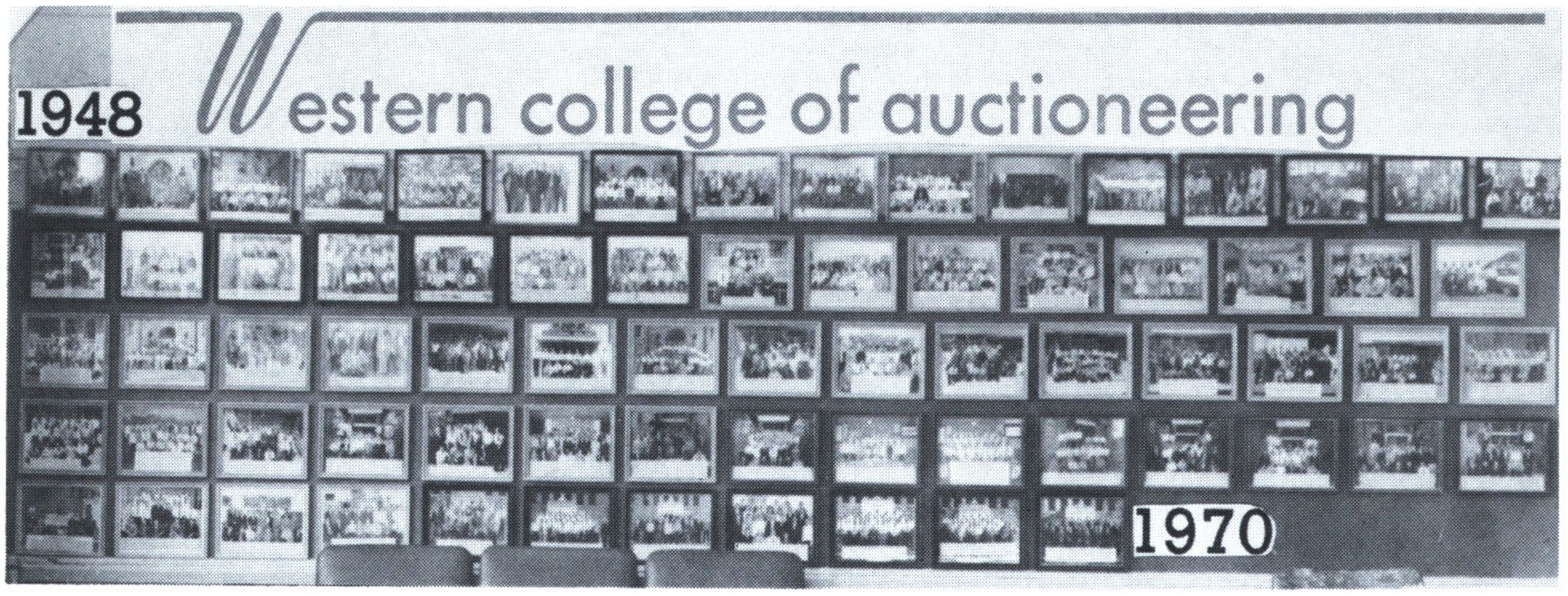
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Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. At the moment of the sale the clerk writes 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 not 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, Pink & Card) . . .	$14.50
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STANDARD CLERKING SHEETS . . . Form No. CLS-2

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

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

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

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

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

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

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

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

WIRES FOR EQUIPMENT AUCTION TAGS, 12" long.

1,000 Wires . . . . . $5.00 5,000 Wires $22.50

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

FINAL SETTLEMENT FORMS . . . Form FS-69

8½x11", 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. Auctioneer keeps original and seller keeps the copy.

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

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

8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.

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

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

8½x11", 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. Auctioneer signs that he received the items listed and seller signs that he has good title to all items and the right to sell. Auctioneer keeps the original and second copy and seller keeps a copy. Consignor receives second copy from auctioneer with his payment check. Space to list a number of items on each form.

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

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

8½x11", 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 and will have everything ready and available by Sale time. Original to auctioneer and copy to seller.

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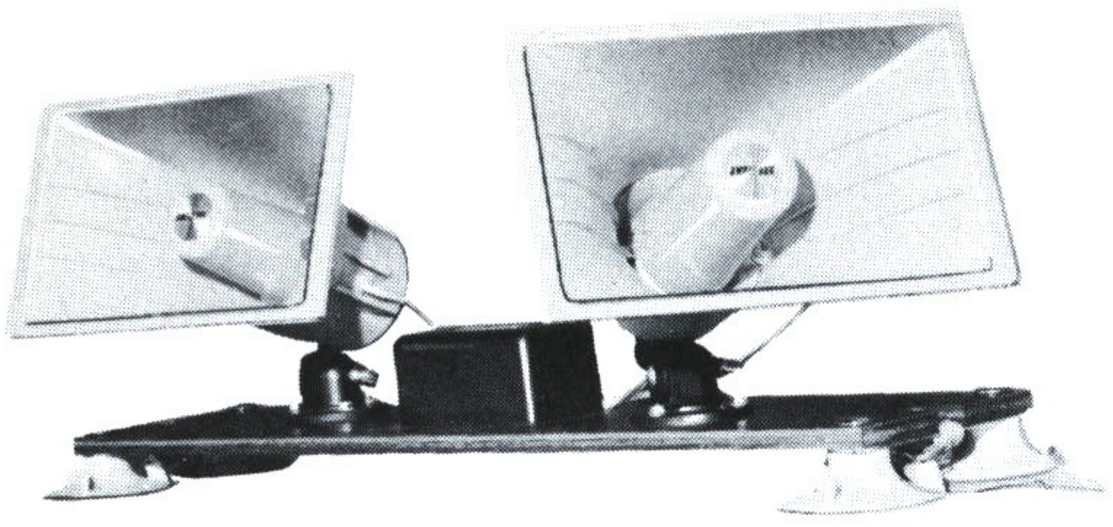


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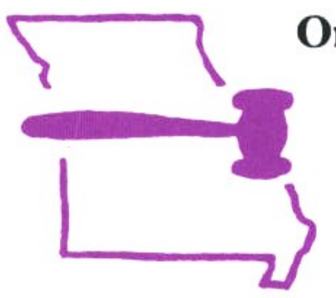
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