

VOL. XXII NO. 5

MAY, 1971

THE **auctioneer**



ANTIQUE BUYERS PARADISE, See Page 2.

Let There Be No Doubt!



who is in charge of the sale!

Spring has sprung, the grass has riz, are you wondering where the flowers is? I do not know where the flowers are, but I do know where the Summer (Straw) Auctioneer Hats are. We have them in stock and ready to ship on a moments notice. Get your order in now and get the full benefit of wearing this nice hat all summer. They are light cream or tan color and come, as do the winter felts, in brim widths of 2" - 2-3/8" and 2-5/8". This is the finest Milan Straw.

We ship the winter hats (Silver Belly Color) the year round so if your present hat is soiled or worn out get in touch with me now.

Be sure to include the size, brim width and the name of the wearer as we put the name in the sweat band.

Winter Felt \$12.95

Summer Straw \$11.95

Plus 4% Sales Tax

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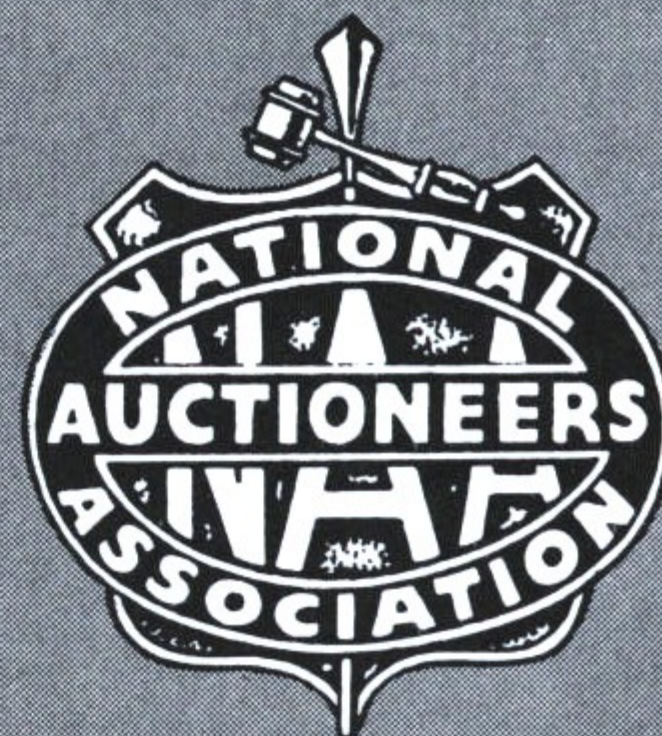
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THE auctioneer

IS THE OFFICIAL PUBLICATION OF
NATIONAL AUCTIONEERS ASSOCIATION

135 LAKEWOOD DR. LINCOLN, NEBR. 68510



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

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What are all those people watching? —An Auction, Of Course.



What's left of an era of Grand Rapids tradition was piled on a platform. Strangers and friends alike filled the 44th St. armory last Thursday and Friday, bought hot dogs and coffee, tried out the furniture and exchanged gossip about the estate before the auction of the Dudley H. Waters estate began at 1 p.m.

Dudley Waters, the prominent banker and financier who built the Waters Building and rejuvenated the Association of Commerce and Klingman Buildings,

EDITOR'S NOTE: This story is reprinted from March 25, 1971 issue of **THE ALMANAC**, Grand Rapids, Mich. Martha Teichner was the writer of the article and photos, including the cover picture, are by Almanac photographer, Steve Dykstra.

died in Jan. 1970. Before he was 30, Waters had developed the first specialized trucks and trailers for hauling auto bodies.

People came for the antiques and the nostalgia although modern furniture was auctioned on Friday. Sherry Olin, auctioneer from Sparta placed over 800 articles on the block.

"Tomorrow you'll wish you had." Sherry shook his head. "Antiques are the same as a beautiful old lady. They got nicks, but you overlook that because it gives 'em character."

As the momentum of the auction and the pitch of Sherry's twang took over, prices rose. Many of the pieces belonged to Dudley Waters' mother, including a lithograph of her alma mater Vassar College. The furniture was heavy and ornate recalling an era of Heritage Hill homes and the years when Grand Rapids became known as the Furniture City.



Col. Sherry Olin, Sparta, Mich., selling one of the smaller items from the Waters Estate. A sample of prices paid include a set of four Chinese Sconce, \$600; and \$2,650 for a Steinway Gold Leaf piano; a French table, Ormlu trim at \$1,000.

People bought service plates and photographs, lamps and Louis XV chairs, Oriental rugs and a fat gilded Steinway grand. There was no silver, linen or the glass collection for which Mrs. Florence Waters was known. Some of the items,



One of the interesting pieces in the Waters sale.

IN UNITY THERE IS STRENGTH

such as a collection of photographs of all the furniture from Grand Rapids showrooms, were valuable historically to the city .

As interesting as the auction was the auctioneer himself. When he became tired, Sherry swigged from a large bottle of Squirt, the contents of which he painstakingly described to contain "the bark, roots and juice of the coloss tree from deepest Africa. They had to go in with bobsled to get it. If you buy enough, I'll give ya a case."

National Auctioneers Week

National Auctioneers week, 1971, is now history. A few reports reached our office as we were going to press. Most impressive came from J. L. Todd, Rome Georgia. The publicity he used in advertising a real estate auction at Roanoke, Ala., provided the opportunity to call the public's attention to National Auctioneers Week, which he did in some 50 newspapers.

Spearheaded by Terry Dunning, Chicago area NAA members pooled their efforts and ran advertisements pertaining to the "Week" in Chicago's three large newspapers on Sunday, April 11.

Wayne Ytell, Carthage, Mo., had some nice publicity in his local newspapers as did A. T. Morris, Durham, N. C. Johnny Koske, Palm Bay, Fla., mentions his activities in his letter, published elsewhere in this issue.

New Jersey Society Has New Publication

THE AUCTION BILL is the name of the new publication of the New Jersey State Society of Auctioneers. Volume I. Number 1, with a March 1971 dateline has been distributed. Esler G. Heller, newly elected President of the organization, is the editor.

It is the desire of the editor to continue the magazine type news letter on a monthly basis and he has appealed to the membership for their support. Membership in the Society has topped the 200 mark.



No drapes, no grass, no shrubs, but other than that the building is complete. It will all be ready for your inspection in July.

Building Fund Notes

KEEP THOSE CARDS AND LETTERS COMING . . . Another month has gone by and payments on pledges aided by new donors has enabled us to continue to make payments on the new building as they have come due - WITHOUT BORROWING ANY MONEY. We are getting close to the final wind-up. It is very possible that we can continue on our "pay as we go" basis IF THOSE PAYMENTS CONTINUE.

We will need some \$15,000 in new gifts to be able to do this. There are a good many successful auctioneers among our membership who have not responded. They are the ones we are planning on to complete the job.

Additions to the list of donors since last month's issue are:

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Louisiana Auctioneers Association

Omitted through error in our listing in the March issue of "THE AUCTIONEER" was the name of Jim Brannan, Boyne City, Mich. His name will appear under the "SPONSOR" heading.

HOW FAST CAN YOU SAY IT?

A tree toad loved a she toad
That lived up in a tree;
She was a 3-toed tree toad,
But a 2-toed toad was he.
The 2-toed tree toad tried to win

The she toads friendly nod;
For the 2 toed tree toad loved the ground
That the 3-toed tree toad trod.
But vainly the 2-toed tree toad tried—
He couldn't please her whim;
In her tree toad bower

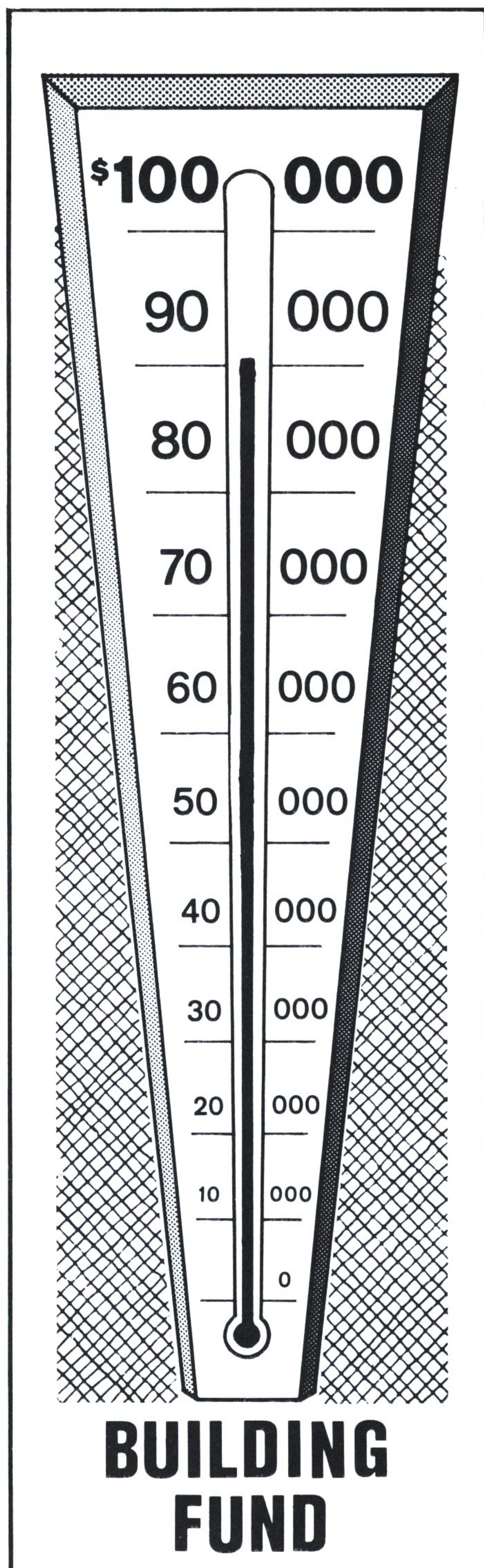
The foregoing poem appeared in the March issue of THE AUCTIONEER. Our unofficial poet, Bill Hagen, Billings, Mont., has offered the following additional lines:

From her leafy bower,
The she toad vetoed him.

or

The three toed she toad
vetoed him.

IN UNITY THERE IS STRENGTH



232 Dairy Cows Bring \$170,500 At Auction

The highest milk producing herd in North Carolina and the Southeast — 232 head of Holstein cattle owned by J. Coite Fox, Windy Hill Moo-Tel, route 9, Statesville — were dispersed among 48 different buyers representing four states at an average of \$590 per head.

The total receipts for the herd and Fox's milk base was \$170,500.

From the 232 head — including cows, fresh or springing heifers, open yearlings, calves and two bulls — receipts of \$136,500 were taken in.

It was estimated that 300 persons were at the Fox farm from 10 a.m. until 5:30 p.m. for the auction sale. Sold were 131 head of milking cows and heifers that produced an average of 53 pounds of milk per animal each day.

Merlin Woodruff of Ohio and Braden King of Maryland, two top auctioneers in the nation, conducted the sales event.

The Sealtest milk base of 42,066 pounds — Fox's franchise to sell milk — brought \$34,128. Also, a 1,500 gallon milk storage tank was sold for \$4,600. No other equipment was sold.

Two registered Holstein cows sold for the top price of \$1,350 each. The White Plains Pacer, LuLu, a registered Holstein cow, and a grade holstein cow milking 26,240 pounds of milk in 366 days with 753 pounds butterfat, brought the highest individual receipts.

Sold were 20 cows over 20,000 pounds of milk to 25,370 actual for 305 days; 38 cows over 20,000 pounds to 31,165 mature equivalent in progress; and 13 cows milking over 100 pounds per day.

Individual cows in the Fox herd were milking to 108 pounds per day. Three cows in the herd were among the 25 high record producers in North Carolina for milk production in their age group during the 1969-70 testing year.

Dams of the heifers sold have records to 29,834 pounds of milk and 1,094 pounds of butterfat. The average age of the milking herd was 49 months.

The sale was conducted by Myatt-Lutz Cattle Sales, Inc. The dispersal marked the end of three and one-half decades for Fox in the dairy business.

The Fox herd, although second in pro-

duction in 1970, was leading the state in production this year, with an average of 18,517 pounds of milk and 602 pounds of butterfat per cow.

Fox has been sending more than 6,000 pounds of milk daily to Sealtest in Charlotte from a rolling herd average of 94 cows.

In the sale, a certificate of registry with recorded transfer was furnished on all registered animals by the seller to the purchaser.

The dispersal of North Carolina's leading dairy herd culminates an operation which began in 1935 with six cows. In May 1961, Fox went heavily into debt to build the Windy Hill Moo-Tel operation.

The sale is not, however, the end of the Fox tradition of dairying in Iredell County. The farm, considered the most modern in the area — utilizing every available device for efficiency — will continue to operate.

Jerry W. Fox, who has for a number of years been a partner in the dairy, will be selling milk and replacement heifers again this fall.

The younger Fox has 20 cows now of breeding age which were not sold. He retained 30 smaller calves, six months to one year old, with a total herd of 95 head kept.

Forty-five of the heifers are expected to calf in October, and Jerry Fox will then be back in the dairy business.

REPRINTED

EDITOR'S NOTE: Both Cols. King and Woodruff, auctioneers conducting the above sale are NAA members.

Costly Fire Suffered By "Yankee Pedlar"

CENTER CONWAY, N.H. — One of New England's most famous Yankee peddlers won't be peddlin' anything for quite a while.

However, as the remnants of his shop, business and way of life lay smouldering before him, Ray Houle vowed he would try to rebuild.

Retirement, even at 73 years of age, "is out of the question. If I didn't do SOMETHING, I'd die on the vine."

Fire swept through the wellknown Yankee Pedlar antique shop on Route 302 here late Monday night and Houle (the

owner) and his wife, Nettie "were just sittin' in the living room."

Suddenly, the couple noticed "a very unusual odor . . . a smoke smell." Houle dropped the book he was reading, cautiously approached the recreation room, and apprehensively opened the door to his shop, which was situated in a renovated barn attached to the house.

"There was so much smoke," he recalled, "that we couldn't see a thing. We couldn't breathe."

To complicate matters, "the telephone was dead when we tried to call (the fire department)."

Finally, a neighbor contacted the Center Conway fire station and, in the early morning hours yesterday, help was summoned from the departments in Conway and North Conway.

Although financial estimates of damage to the antique shop and its contents have not yet been made, Houle said the loss would be "upwards of \$25,000 in stock alone." Renovations had cost the couple \$7,000 in work completed less than two years ago.

Included in the stock were glass, china, furniture and "the largest accumulation of sterling silver in this part of the country."

Could anything be salvaged?"

Houle was "afraid to look." The entire building "is gone . . . burned to the basement," he said.

Fortunately, the attached house was not destroyed. The kitchen and dining room sustained some fire damage, and there was smoke and water damage throughout.

But, Houle noted "at least we have a roof."

He believes an oil heater (installed and lighted in a back room work area just a few hours earlier) "may have been the source of the fire."

An auctioneer and appraiser of antiques for more than 36 years, Houle has "had the name Yankee Pedlar for some 30 years" and previously operated shops in Glen and Intervale.

He and his wife moved to Center Conway in July, 1969, "just to shrink a bit." They felt their business at the old Foss-croft Inn in Intervale "had grown so big that it got out of hand."

No injuries were reported as firemen battled the blaze yesterday morning, but a tense moment in the drama came when the Houles realized their dog was still

inside the burning building.

The little black Scottie, named Yankee Pedlar's Second Hand Rose, was found shivering in the corner of the smoke filled living room and returned unharmed to her owners.

Houle, who said he intends to rebuild and reopen the popular antique business "IF we can get merchandise," extended his gratitude to the many friends and neighbors who offered their assistance after word of the fire spread throughout the area.

"I've never seen such gracious folks," Houle commented.

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Pop's Ponderings

Sponsors Scarce For Apprentice Auctioneers

By COL. POP HESS

Well, here we are, trying to write a column for May. (One month ahead of the First of May) Yes, we have had the usual run of "April Fool" jokes sprung. A few provided a big kick, others a half-kick and several so old the kick was just not there. However, it all takes us back many years as one who has lived a full ninety and proceeding on a ninety one, I am still able to enjoy one that has a real kick to it and get a hearty laugh out of it and recall how we enjoyed those with a real kick in years past, from first day in school, through those restless teen years.

Now for some pondering to review for this month of May, is the Advertising - Contest as shown on page five of our March Issue. The proper format for the advertising of "Coming Sales" under the management of the Auctioneer, is one and foremost of the four outstanding points to be prepared for each and every sale, to be held!

My impression was often formed of the sale to be held by the wording of the publicity and the quality of the offering. I found that in many cases, it was either over, or, under done with excessive expense to both the seller and the Auctioneer in charge. In my early years in the selling of Purebred Livestock Sales, I found that the inexperienced person preparing his advertising, added lines of words that either left the average buyer the feeling the offering would be in the four figures, or altogether too rich for his purse and he stayed home as a result.

Then, when the sale was held, the high-figure buyer did not see the value in many of head selling, and were too low in quality for the quality-buyers while the buyer who stayed home because of the high figures, lost a good chance to buy the type he was looking for and could afford. On the other hand, there are sales where importance and quality

was not emphasized in the publicity and the desired buyers were not present at the sale.

It is a fact that the FOUR HURDLES TO JUMP FOR A PUREBRED LIVESTOCK SALE, ARE: THE OFFERING AS IT ACTUALLY IS — THE OWNER SELLING — THE PUBLICITY AS WRITTEN — AND THE AUCTIONEER CONDUCTING, WHO RECEIVES ALL THE BLAME THAT RESULTS FROM POORLY WRITTEN (PREPARED) PUBLICITY. Also, in years past, there were some Livestock Breeders who spent a small fortune on nation-wide publicity, missing his home area who were not aware the breeder was even considering holding a sale, thus some of the home folk who admired his livestock and would be strong bidders were left in the dark.

In this present day and age, we have found that the best buyer can prove to be our next door neighbor or anywhere in our nation and Canada, if you have the quality they are looking for. In all types of Auction Sales, the advertising is like good and poor fishing. The color of the water does not assure where the big and good biting catches are.

In the majority of our purebred cattle and horse sales we were often fortunate to have good sales management. The right management, fully experienced in the breeds was worth as much to the one holding a sale, production or dispersal, as the Auctioneer. For a period of twenty years, I held a tight contract with one Sales Manager. With his type of advertising to fit each sale, including the attendant publicity, the job was accomplished in securing the buyers for the types of sales he managed.

As the years have progressed, we have the support of National Breed Associations providing experienced Fieldmen and Sales Managers who take a load of time off the Colonel who must hang up an average that pleases the Seller, satis-

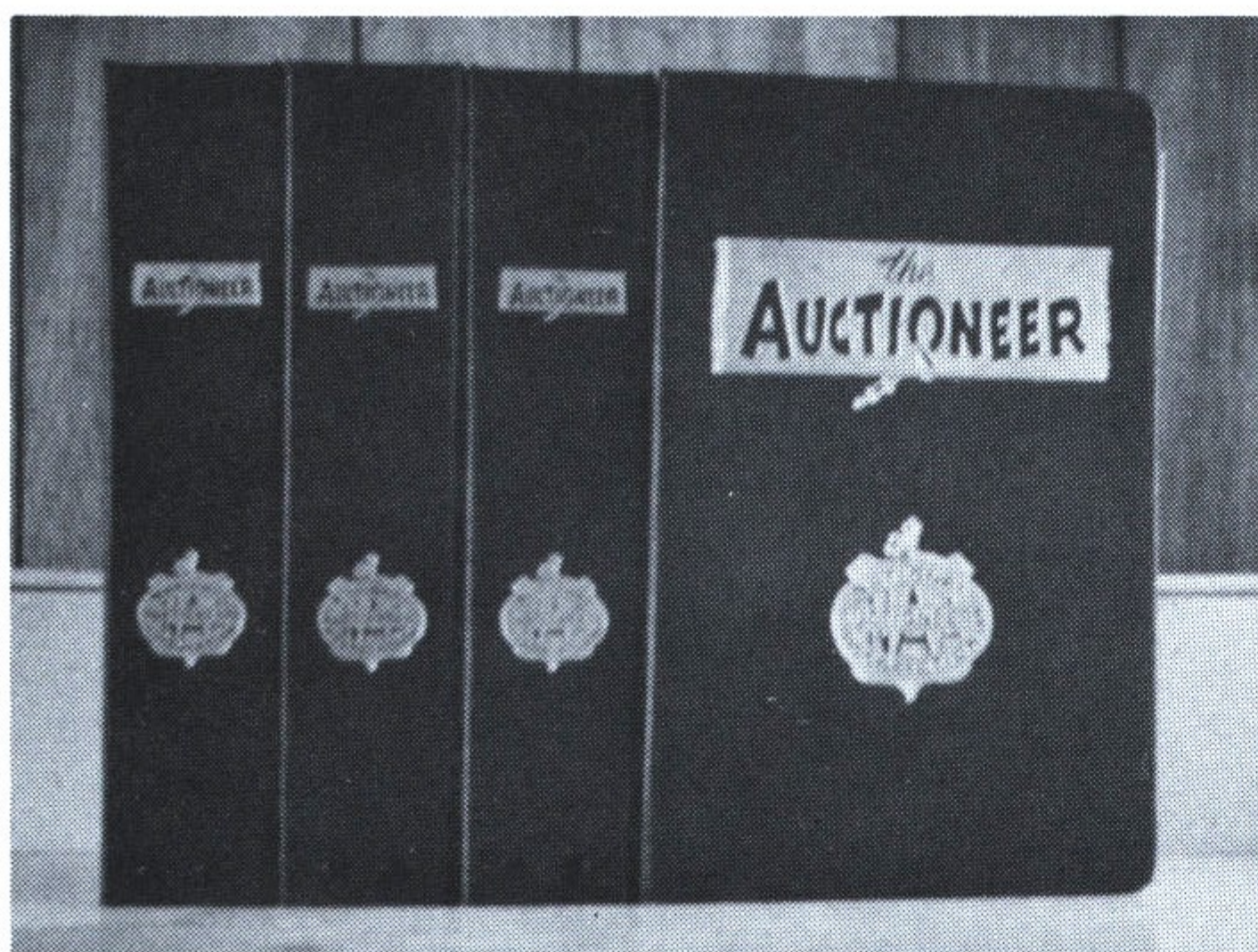
fying the buyer who will remember the Auctioneer and the Sales management in later years when their services are required. Today, we note that many of our livestock states are looking for Auctioneers who possess a complete Sales Management crew; a full package deal from arranging the date, publicity, Auctioneering and clerking. A working team, for a record sale and satisfaction to all. The records show that these Auctioneers are very busy as a whole.

At the forthcoming Convention, our Advertising Contest of sales, plus the Auctioneer and his Sales Management, will produce much interest to the Auctioneer of today and on into the future. There is no question in the minds of many Auctioneers of today that "Sales Management" is a prime factor for his present and future business serving John Q. Public as a PUBLIC SALE AUCTIONEER!

Some of our incoming mail contains letters asking what we are doing in our work here as an Auctioneer Consultant, with Auctioneers trying to make progress, who are our students and many

questions include the observation that this is interesting work. From our few ads that we have run we have had letters from many states. Many are not beginners and are of several year's standing with experience in general sales. Our Clientele are somewhat similar to that of a Doctor or Attorney.

Some of our writer's trouble is the fact that they lay down what is not working out and so on. We in turn try to get to the bottom of it all and in the past three years, have got some going and some working at what they were cut out to do. While our files are confidential, we can say that we have at present, some Auction School graduates who, unable to secure a license where there is an Apprentice Law such as our Ohio and other states have, with many Auctioneers being very busy with an abundance of competition, and well supplied with Ringmen, such as Breed Association Fieldmen, affords very little chance to help the Apprentice. One letter from an Apprentice located in a state having the Apprentice law, explained that he could not get anyone to take



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him on unless he pays them so much for each sale worked on.

One letter asked this question: "What does a new beginner need the most to get started?" It is my observation that they be given the chance to sell themselves to the public; Let them be seen in action. Every Auctioneer, past, present and in the future, had, or will have this rough road to travel, before the goal is achieved. The leading MD's of today had their beginning with the duties of an Intern and progressed toward their goal. Schools and Colleges teach the fundamentals, but the student will have to sell himself to the public! I am reminded of that old story while on this subject ;The remark an old farmer made to an upcoming young Doctor who was trying to become established in that area and explained that he had three diplomas from Medical Colleges. The farmer observing that he had a calf once that had the ability to get his NURSING from three of his cows, but wound up an ordinary STEER after all.

It is all possible. Success defines a student who can and will, take advice and teaching and through experience, become the Auctioneer in demand. It is a good profession to follow and many make the grade, but not over-night. It requires three to five years of hard work to master the fine points with a little gain each year before that goal is arrived at.

Many youngsters hear of Auctioneers who make from one hundred up through one thousand dollars on one sale and it is an exciting thought. It is possible, BUT YOU MUST CLIMB A LONG LADDER with a few worn out rungs, along the way, to step on and not fall through before you reach the top. Just as a house or barn is built to withstand the elements - or they will fall. After all, IT IS UP TO THE STUDENT!

As we appear with this May, 1971 issue, the months of June and July will contain many interesting pages. There will be our 1971 Annual Convention and the dedication of our new Home Office Building. This event represents many years of work before the goal was reached, by the membership of our NATIONAL AUCTIONEERS ASSOCIATION, standing before the public as a demonstration of the Auctioneer and his service as an important part of this modern world of today.

The motto of our NAA is UNITY-Let's see all states listed in the shrine of builders and light up and shine this coming JULY. Our dedicated Auctioneer's Capital of the United States at Lincoln, Nebraska!

Ronald Tull Honored By Virginia Group



Ronald I. Tull, President of Tull Realty & Auction Company, Annandale, Virginia, is shown holding a plaque presented to him by the Virginia Auctioneers Association, Inc. for "Outstanding Services 1970." Tull served the Association as Secretary-Treasurer for three years. During this time the Association grew in membership from 32 to about 120. He was instrumental in getting the National Auctioneers Association to hold its national convention in Roanoke, Virginia, in July 1969.

Tull, a graduate of the Reisch American School of Auctioneering, is a licensed real estate broker and auctioneer in Virginia. His offices are located at 4601 Backlick Road, Annandale. His auctions include real estate, estate sales, garage equipment, livestock, farm machinery, etc. His Auction Company covers the northern Virginia area.

The "Outstanding Auctioneer" award is the highest honor to be bestowed upon a member by the Virginia Auctioneers Association, Inc.

Tull is also a member of the National Auctioneers Association.

It was pioneer astronaut Colonel John Glenn who won the \$25,000 grand prize on TV's "Name that Tune" in 1958.

**PHONE
(312)
342-3600**

A. MARCUS
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CHICAGO, ILL. 60647
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342-3600**



Western College

Pictured on the opposite page are members of the graduating class of Western College of Auctioneers, Billings, Montana, class of March, 1971. (Left to right).

FRONT ROW: Norman Warsinske, Co-Founder of Western and instructor, Billings, Mont.; R. J. Thomas, President, W. J. Hagen, Co-Founder and Executive Secretary, Mike Coolidge, and Gene Gabel, Billings, Instructors, other instructors not in photo.

SECOND ROW: Joseph Peccia, St. Cloud, Minn.; Roger Cawood, Portland, Ore.; John Gammel, Kimberley, B.C. Canada; Hugo Settle, Amarillo, Texas; Richard Gardner, Hungry Horse, Mont.; Wayne Blevins, Denver, Colo.; Jerold Kanewischer, Lethbridge, Alberta; Lynn Reeber, Cardston, Alberta; Rock Parker, Rosemary, Alberta; Willis E. Warren, Eagleville, Calif.; Arie Van Weederhuizen, Lynden, Wash.

THIRD ROW: Dave Noble, Hillsboro, Ore.; Harold Triplett, Missoula, Mont.; Davar Gardner, Kalispell, Mont.; William Heninger, Cardston, Alberta; Dave Gadsby, Auburn, N.Y.; Delton Tinsley, Wheatland, Wyo.; Jerry Rambler, San Carlos, Ariz.; Bill Sloan, Cardston, Alberta; Larry Taylor, Oak City, Utah; Darrell Neu, Broadwater, Nebr.

BACK ROW: Lester Gale Rogers, Lawrence, Kans.; Richard Lawlor, Watford, City, No. Dak.; Jerry Bieger, Aberdeen, So. Dak.; LeRoy Osvog, Lake Preston, So. Dak.; Arthur Lee, Bellevue, Wash.; Mel Hasbrouck, Great Falls, Mont.; Larry Gardner, Blackfoot, Idaho; Phillip C. Bledsoe, Benton, Ark.

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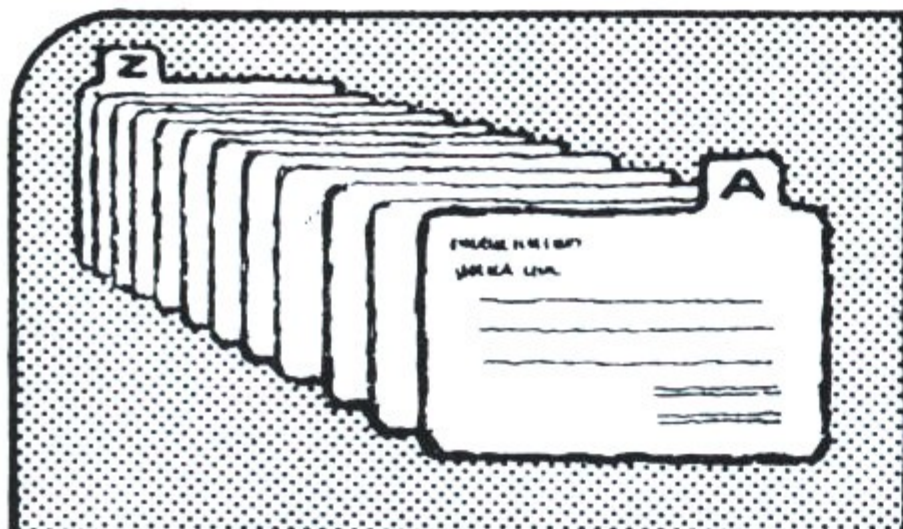
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Who's Number One Livestock Auctioneer?

Who's the best gavel rapping, bell-toned, value-knowing, quick-eyed, crowd-reading, number one livestock auctioneer in the business?

If it's you, you'd better be on hand in Sealy, Texas on Saturday, June 19, for the 1971 World Livestock Auctioneer Championship.

Certified Livestock Markets Association is again sponsoring this event to decide who's Number One in the Industry. This same group has sponsored similar past events, but this year there is something new — the contest is open to **all** livestock auctioneers, which means the competition could get better than ever.

After the group's Decade Cattle Sale last year, composed of the champion auctioneers of the 1960's in a sale of cattle in Omaha, Nebraska, they have decided to enlarge and improve this year's competition, so that the 1970's will climax in a sale to top all sales!

This year's event will be held in conjunction with a "Showcase Cattle Sale" at the Port City Stockyards Company in Sealy. Nearly three thousand cattle will be there, according to the Texas Livestock Markets Association, sponsor of the sale. Contestants will sell the best available!

With top quality cattle to sell, auctioneers should enjoy their working conditions, and such a sale should allow the judges to gauge the merit of every man under actual working conditions, says Warren Cook, an Executive Officer of Certified Livestock Markets and an advisor to the contest.

"There's more to a good auctioneer than just a good chant," says Cook, "The man's knowledge of the animals and the crowd, his courage, his feeling for the audience mood, are all important. In this contest, he can show his best!"

The championship will be held shortly after the 1971 Livestock Marketing Congress, sponsored by Livestock Merchandising Institute and held in Houston this year. Many of the nation's top livestockmen will be on hand to hear their favorite auctioneer vie for the championship.

Auctioneers may want to contact the Institute, too, for more information on the Congress, if they are interested in

attending.

The Advisory Committee for this year's championship auctioneering event will be: Bernard Hart, Lincoln, Nebraska, Secretary of the National Auctioneers Association; Dick Deweese, Kansas City, Missouri, President of the Missouri Auction School; Archie Moody, Darlington, South Carolina; Skinner Hardy, Bakersfield, California; Ken Troutt, Emmett, Idaho; Bob Schnell, Lemmon, South Dakota; Glenn Helberg, North Platte, Nebraska; Ed Buckner, Mexico, Missouri; and Cecil Ward, Gainesville, Texas.

All are former world champion livestock auctioneers except Hart and Dewees. Cecil Ward serves as the Committee's chairman.

Judging standards are simple. Basically, the judges are being asked "who would you hire if each contestant were available at the same price, to sell cattle to you, or for you?"

Awards will be presented to the World Champion, Reserve World Champion and to Regional winners.

The championship is intended to promote competitive merchandising of livestock. If you're interested in testing your mettle against other firstclass livestock auctioneer's, write Certified Livestock Markets Association, 4900 Oak, Kansas City, Missouri, 64112, or use the entry blank in this month's issue of the Auctioneer.

"Everybody's going to be down here for a good time," explains Warren Cook, "and we felt this would be a great chance to test the best. Get yourself, or your man, down here and let's see the kind of stuff you're made of. You could leave here a World Champion!"

Ohio's Cy Ferguson Fatally Stricken

Cyril Ferguson, Grove City, Ohio, an auctioneer for the past 32 years, passed away in a Mt. Carmel hospital, in mid-April. He was 61 years old at the time.

Survivors include his wife, one brother, a niece and a nephew. He had been a member of the National Auctioneers Association since 1950.

WHO'S

Official Entry Form
1971 World Livestock

AUCTIONEER

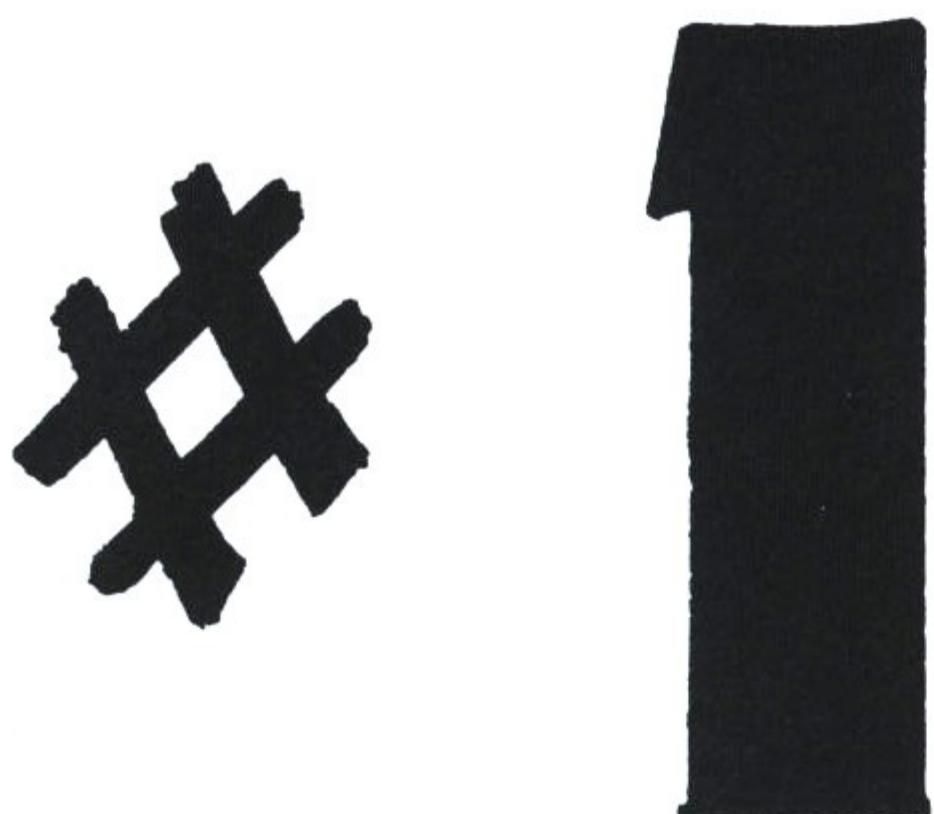
CHAMPIONSHIP

JUNE 19

Port City Stockyards Co.

Sealy, Texas

Conducted by Certified
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Contestant's Name

Home Address

Business Address

(if different from home address)

☐ Entry Fee of \$100 enclosed

NOTE: If pre-contest publicity is desired, please complete the form below, and attach a page giving additional background information on the contestant and/or the market, if desired. Also list additional newspapers and radio and television stations, if desired.

* * * **NEWS RELEASE INFORMATION** * * *

Names and addresses of Newspapers, Radio and TV stations you would like to receive a news release

.....
Please attach sheet with this additional information:

How many years has contestant been an auctioneer?.....

Has contestant entered previous auctioneers contest?

If so, when and where

.....
(If contestant is employed or retained by competitive livestock market, please complete the following:)

Names and titles of owners of market

Approximately how long has market been in business?

Sale days of market

—DON'T MISS THIS CHANCE TO BE NO. 1!—

Mail this form and check to:

Certified Livestock Markets Association

4900 Oak Street

Kansas City, Missouri 64112

Air Of Excitement In Going Once, Going Twice

There's always an air of excitement when the auctioneer chants:

"Going once! Going twice! Sold to the man in the blue suit."

If it's a commercial or industrial auction, the sales item may range from a bag of fertilizer to a multi-ton machine.

Anything can happen and often does, according to auctioneer Harry Davis whose selling jaunts take him over much of the eastern United States.

"Once we were auctioning off a farm," he recalled. "By the time we got around to the cows it was late in the day and nobody had remembered to milk them."

It was udder disaster as the bovine creatures mooed in protest. Fortunately, there was a country boy in the crowd who obliged.

What's the biggest item Davis ever sold?

He guessed that would be a big drag-line shovel used for strip mining. It went for around \$200,000.

Who are the buyers and how does Davis know the bidders can back up their enthusiasm with cash?

Often the audience is made up of "regulars," he explained. If Davis hasn't done business with a prospective buyer before, he gets a blank check or some assurance of credit.

Auctions are frequented by big companies looking for good buys, the auctioneer said.

Sometimes Davis plays the twin role of auctioneer and buyer, which sounds tricky but really isn't. Here's how it works:

He has a customer in Maine who occasionally puts in an advance bid for a specific item, say an air compressor. The prospective buyer tells the auctioneer he'll go as high as \$4,100 and mails Davis a blank check.

When the bidding begins, the Maine buyer is represented. He may get the air compressor for a lot less than \$4,100, depending on how the bidding goes. Or if somebody bids higher than \$4,100, the man from Maine is out of luck.

Davis started his business in 1954 as a sideline and it has grown into a \$2 million-a-year business with eight full-

time employes and three auctioneers besides himself. He deals only in commercial and industrial sales.

There's more to auctioneering than swinging a gavel and raising a chant. All merchandise has to be tagged and cataloged with a description, Davis said. There's also an indication of what time during the auction the item will be sold.

Sometimes a seller will ask for appraisal before the auction, Davis said.

So why have an auction?

Forty per cent of Davis' business is triggered by bankruptcy, he said. And 1970 was a good year for his company, he added.

But auctioneers prosper when others are thriving, too. Frequently Davis will be called in to sell off the assets of a joint venture. This happens after two or more companies set up a firm to perform a specific task — such as building a pipeline.

After the job has been completed, the pipeline company may be liquidated through an auction so the owners can get their investment back.

After the job has been completed, the company will decide to liquidate and go out of business. This is a cue for Davis or some other auctioneer to step in.

When firms are short of cash as they were early last year, they may sell surplus equipment. Often it is put on the auction block.

The auctioneer's fee is negotiable, Davis said. It depends on how much work is involved in getting ready for the auction and the size of the sale, he explained.

Machine tools are a big item. An estimated \$50 million worth are sold through auctions annually.

About 95 per cent of the \$1 billion annual tobacco crop and 85 per cent of all U. S. livestock are auctioned off.

Another fast mover is the automobile. Approximately 40,000 cars go on the block every week in this country.

What is the measure of a good auctioneer?

All the merchandise is gone when his gavel raps for the last time, Davis said.

REPRINTED

Col. Harry Davis is a NAA member.

There's only one thing wrong with the mini skirts — the thigh's the limit.

Ed Foreman Named To Transportation Post

President Richard Nixon and Transportation Secretary John Volpe have named former New Mexico Congressman Ed Foreman as Regional Representative for the Department of Transportation for Region 6 encompassing the states of New Mexico, Texas, Oklahoma, Arkansas and Louisiana. Foreman is the first appointee to be named to the position established under the Nixon Administration's new government decentralization program.

Foreman is no stranger to many NAA members, having been the Banquet Speaker at our 1968 National Convention, in Oklahoma City. He served in the 88th Congress, as a Representative from Texas, and again in the 91st Congress, representing his home district in New Mexico. He is the only person in this century to be elected to Congress from two different States.

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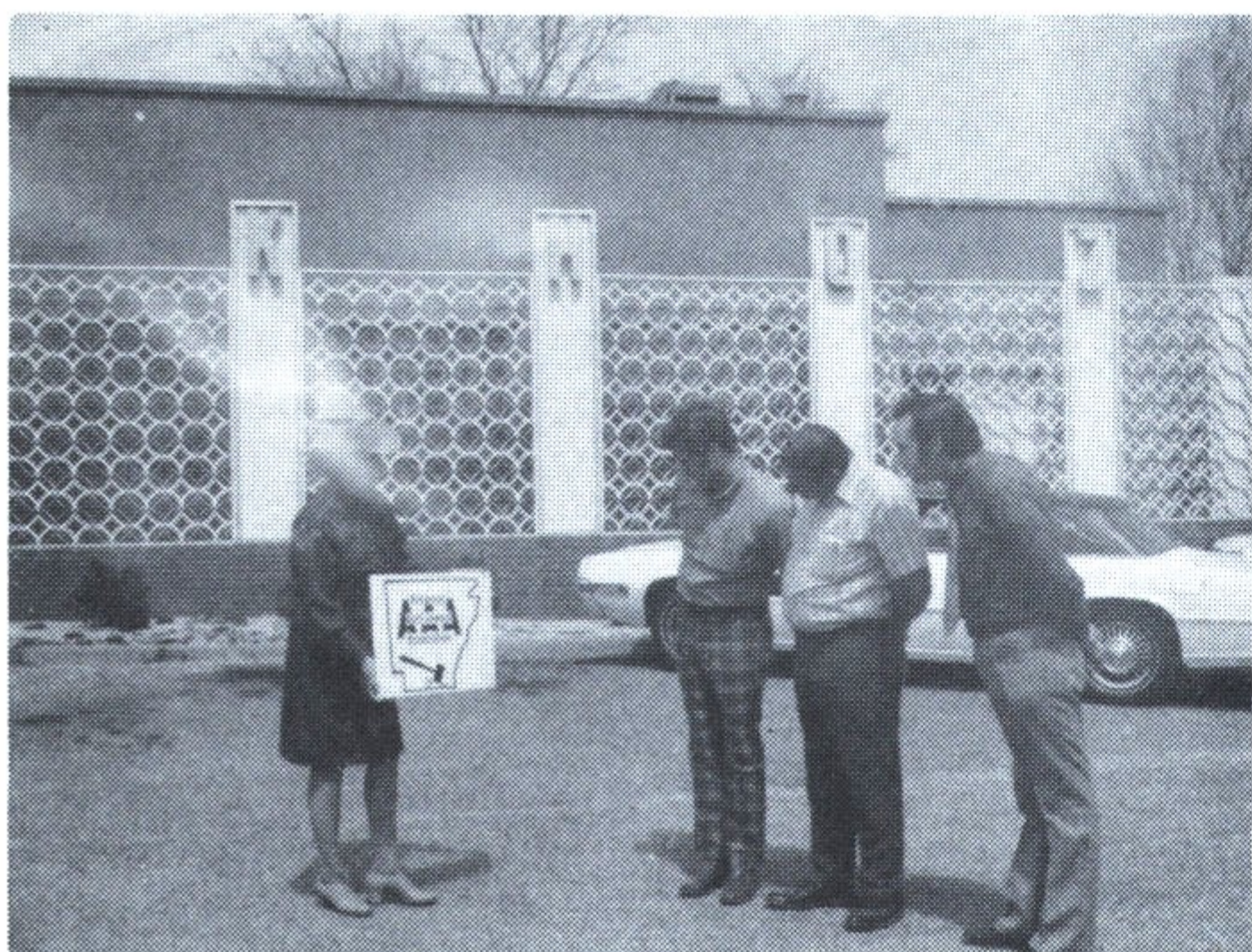
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National Auctioneers Week was celebrated in Arkansas as illustrated by the pictures at the right.

At the top is Col. T. J. Offutt, Secretary-Treasurer of the Arkansas Auctioneers Association taking a sack full of money to the bank. The cash was collected at the Arkansas Auctioneers Convention at the Week's opening, and is for the National Auctioneers Building Fund.

The next picture Rabie Rhodes, President of the First National Bank of Pine Bluff, accepting the money for safe keeping.

In the other two pictures, Col. Offutt proudly displays the plaque that was awarded to her in recognition of her outstanding performance of duties as Secretary-Treasurer of the Arkansas organization, one with her office crew and the other to some of the personnel from Radio Station KHOZ, who kept the public informed about National Auctioneers Week.

Missouri Farm Brings \$200,000 At Auction

Skyview Farm, a 186 acre commercial hog farm and research center, near Trenton, Mo., was sold at public auction on March 2 for \$200,000. Owned by Albers Milling Co., a Division of The Carnation Co., it was purchased by Altenderfer Brothers, extensive cattle feeders in the Trenton area.

Located on U. S. Highway 65, the farm is exceptionally well improved with extras such as a feed mill, storage buildings and bins, feed augers in all buildings and several lagoons. The buildings are of concrete and metal construction.

Selling at the same time were 3,500 feeder pigs and all machinery and equipment used to operate the farm. Mid-States Auction Service, Trenton, Mo., was in charge of the sale and the auctioneers were Bob Broyles, Max Dean and Phil Farrell.

Bogey-Man

Add to the list of childhood fears only the modern tot has had to consider the trash masher.

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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
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Men's HELBROS Calendar Watch—Silver Only	Ea. \$12.50
Ladies' HELBROS 2 Diamond Watch	Ea. \$17.50
Men's Dress Watch with Cuff Links Set	Set \$ 4.50
Ladies' BRILLIANT CUT—HAND SET	
173 STONE WATCH	Ea. \$12.50
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Men's Auto. Day-Date Dress Watch with Band	Ea. \$12.00
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Here are a few of the personalities that helped in making the Kentucky Auctioneers Association Convention the success it was. Top, left, is Grover Howell addressing the group. On the right, Adrian Atherton, Tom Dunlevy and R. G. Ebersole exchange experiences. In the second row from the top, Mr. and Mrs. Charles Switzer listen attentively to the speaker. On the right is L. M. Boatwright telling about new furniture liquidations.

In the third row, from the left, J. H. Barnard, Sr., and Wayne Kessler, addressing the convention and C. Roger Lewis, retiring president, receives plaque from president-elect Charles Switzer. On the bottom, Bernie Hart and Bill Kurtz visit informally while Wilma Atherton is doing the same with an unidentified gentleman in the background. Lower right, a portion of those in attendance at Monday's Luncheon.

Kentucky's 'Fourteenth' Was The Greatest Of Them All

It was reminiscent of an "old time revival" as members of the Kentucky Auctioneers Association met in Louisville, April 4-5, for their 14th Annual Convention. In fact, it was certainly a revival of interest in the association and the profession it represents. All who attended, including the veterans, acclaimed it the best convention in the history of the association.

Auctioneers from throughout the state began arriving early for the meeting and they were joined by those from adjoining states. "Feller" Brown, President of the Tennessee Auctioneers Association, came with other members of the TAA, several Indianans registered their presence and there were nearly enough NAA officials on hand to comprise a quorum. Dinner was served to 125 auctioneers and their wives and friends on Sunday evening.

Much credit for the success of the convention was due to the efforts of the President, C. Roger Lewis. He had planned an action packed program and some rare talent was displayed. In fact, at least two of the program participants have accepted invitations to appear on the National Convention Program in Lincoln, in July.

Sunday afternoon's program was opened by greetings from President Lewis, followed by brief greetings from Grover Howell and Bernard Hart, representing the National Auctioneers Association. During the afternoon, addresses were delivered by NAA Director, Roy Crume, Kokomo, Ind., Morris Fannon, NAA Vice President Pennington Gap, Va.; Kenneth Martin, a Dale Carnegie instructor; and Samuel Ray Godby, auctioneer at the Bourbon Stockyards, in Louisville.

Dinner music and entertainment was furnished by the Rhinegold German Band followed by an address by Rev. Dan Harmon, pastor of the Larchmont Church of Good, in Louisville. A Fun Auction and refreshments completed the evening's festivities.

There was no let-up in the Program on Monday morning. It opened with an address by Col. W. C. "Cliff" Ledford, Chairman of the Kentucky Real Estate Commission, followed by a talk on "Real

Estate Appraisals and Testimonies" by Col. Henry L. Jones, Winchester, Ky.

New furniture store liquidations were described by Col. L. M. Boatwright, Columbia City, Ind. "Antiques and Their Identity" was the subject of Col. R. G. Ebersole's remarks, and J. H. Barnard, Sr., Bowling Green, Ky., discussed "Real Estate at Auction".

Wayne Kessler, NAA Director, of Campbellsville, Ky., closed the forenoon's program by asking for individual donations for the NAA Building Fund. He was successful in raising over \$1,200 in a very short time.

Grover Howell, 1st Vice President of the NAA, was the Luncheon speaker. His address was favorably accepted by all in attendance.

Charles Switzer, Cynthiana, Ky., was named President for the coming year in the election of officers. J. O. Briggs, Stanton, was elected 1st Vice President; J. H. Barnard, Jr., Bowling Green, 2nd Vice President; and Wilma Atherton, Hodgenville, who has served as Secretary-Treasurer since 1965, was re-elected to that position.

Perry Poe, Brooksville; Henry Jones, Winchester; and John O'Connor, Owensboro, were named to the Board of Directors as was retiring President, C. Roger Lewis.

A committee, composed of C. Roger Lewis, Charles Switzer, J. H. Barnard, Jr., Larry Mills and Rex Proffitt, was named to organize the state into five Districts and arrange District Meetings.

Great Auk Brings A Record \$21,600

London — the highest price ever paid for a natural history specimen — \$21,600 — was paid for a mounted extinct great auk at Sothebys auction.

The specimen of the flightless North Atlantic sea bird, which became extinct in 1844 in Iceland, was sold to Dr. Finnur Gudmunesson, director of the Icelandic Museum of Natural History in Reykjavik.



The Children's Zoo's train ride, Western Town, and animals makes the zoo a must stop in Lincoln. This is one of Lincoln new achievements for the young and young at heart.



The Ole Colonel's Corner

by Col. Lee Viningre

I sure do like the idea of 'us fellows, and gals, tellin how we got started in the auction profession. Speakin for myself I sorta live with the idea that the Old Timers have it, while the new comer has it to get. I'm a new comer. How did I get it? I didn't. Not yet that is, but I'm on my way. I am not what a fellow would call a successful auctioneer, not by a darn sight I'm not, but I'm content with the way things are goin. I sorta feel that if "The Good Lords willin, and the creek don't rise." I'll join the ranks of those who have made it one of these days. How did I get as far as I have? I'll tell you how. I attended a good auction school, worked hard, sacrificed a lot, and took advantage of a little luck, and every opportunity that came along.

I graduated from the Reisch Auction College in the summer of 1968. I arrived home with the biggest, and prettiest diploma I ever did see, and the thought implanted firmly in my mind that surely I was the world's best auctioneer. I soon found that no one was interested in hiring the services of the World's Best Auctioneer. They wanted an experienced one, and this I didn't have so I went back to my job driving a truck, never losing faith, and never losing contact with the auction world. Then one day it happened and Lady Luck smiled down on the Ole Colonel. Racines Auction Barn which is the oldest, and largest auction barn in this area lost the services of their auctioneer. Mrs. Van Dyke the owner asked me if I would like to try out for the part. This was in April of 1969, and I am now entering my third season with them. Racines specializes in just plain general merchandise, and for the new fellow who is just about to get his feet wet I heartily recommend this type of sale for openers. Each sale is different, each audience is different, and the auctioneer is constantly exposed to all types of merchandise, and situations.

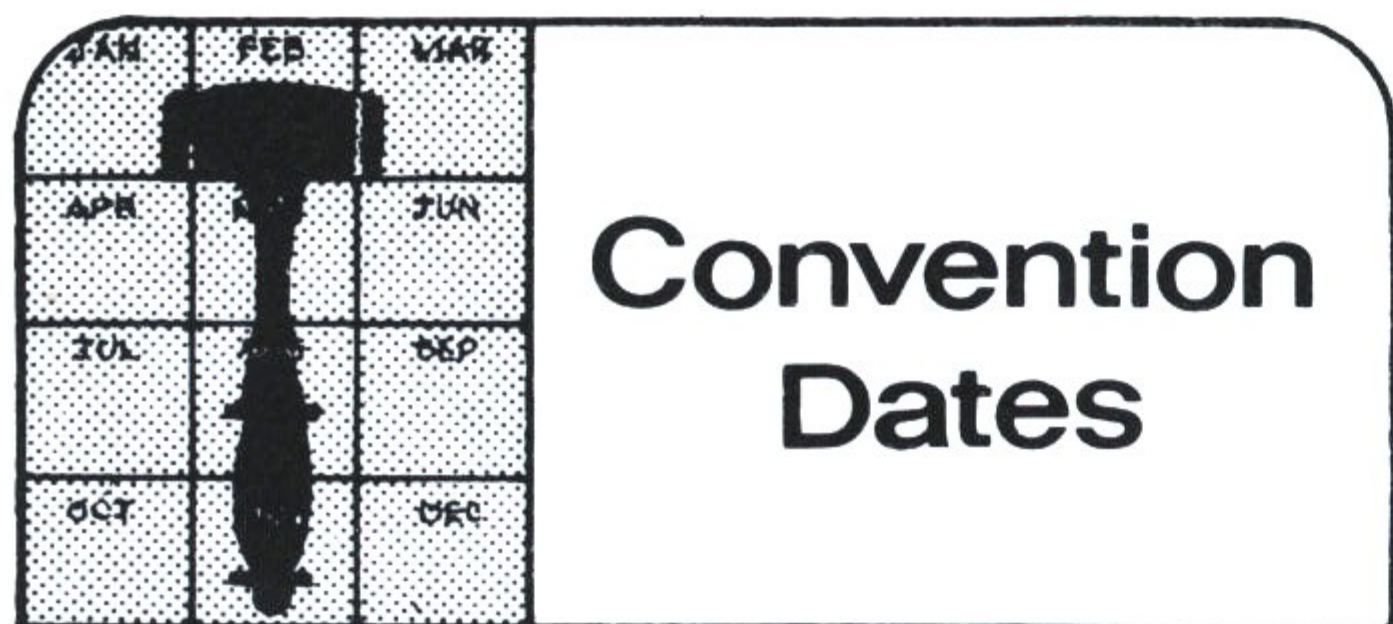
In the three seasons I have been with Racines I reckon I have sold it all. We
IN UNITY THERE IS STRENGTH

had a fellow poke his head through the door about half way through the sale one Monday night, and yell loud enough to wake me up "HERE SELL THIS." and tossed a big old Rhode Island red rooster into the air. I sold that bird for a dollar bill before he came to roost.

I have always sorta dabbled in the written word. I find it to be good for what ails me. The opportunity presented itself one day for me to write a column on things in general for a local newspaper. I took advantage of it and created the "Ole Colonels Corner." My spread, and my reputation as an auctioneer grew with it. In the span of three years I have progressed from a fellow with a diploma, and a dream to a spot in "The World of Almost Makin it." Plans are in the making for the opening of my own auction barn sometime in late spring or early summer.

A little advise such as it is. I always offer my services GRATIS to non profit organizations. I practice my chant with a religion. I shout bids at my old hound dog when he will listen, and when he won't I call bids to myself in the mirror. Darned if I'm not the hardest fellow in the world to sell to. I visit other auction sales whenever, and wherever I can. I pitch right in whenever I can, always keepin my eyes, and ears open hopin I will learn something I missed along the way. There is no easy way unless daddy owns an auction barn. If the fellows who have learned it will take those who want to learn it under their wing I am sure we will have taken a giant step toward progress in our profession. SEE YA-ALL.

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- May 1-2—Missouri Auctioneers Association, Sikeston.
- May 1-2—Kansas Auctioneers Association, Silver Spur Motel and The Long Branch on Front Street, Dodge City.
- May 2—Oklahoma State Auctioneers Association, Oklahoma City, Okla.
- May 2—Nebraska Auctioneers Association, Holiday Inn, Kearney, Nebr.
- May 16—Washington State Auctioneers Association, Ellensburg.
- June 4-6—Texas Auctioneers Association, Dallas.
- June 8-9—Wisconsin Auctioneers Association, Midway Motor Lodge, Wausau.
- June 11-12—South Dakota Auctioneers Association, Watertown
- June 12-13—Ohio Auctioneers Association, Hospitality Motor Inn, Toledo
- June 13-14—Tennessee Auctioneers Association, Sheraton-Peabody Hotel, Memphis.
- June 19-20—West Virginia Auctioneers Association, Cedar Lakes.
- July 22-24—N.A.A. National Convention, Cornhusker Hotel, Lincoln, Nebraska.**

Ladies To Lincoln

I hope every lady has a ring around the Convention date. As soon as the sun shines and spring comes, I start planning for the Convention. It is the high spot in my year. Because it is a thrill to meet all the friends I have made over the 21 years of belonging. I think it would be very nice to have the largest registration of ladies we have ever had. I hope this will be a mile stone in the Auctioneers Association, so let me again invite all the Ladies to attend this year.

Margaret Berry

Make Reservations For NAA Convention Now

It's time to make your Hotel Reservations for the National Convention and Building Dedication. Convention headquarters will be the Radisson Cornhusker Hotel. However, it will be impossible to house all the convention registrants in one Hotel. Arrangements have been made with the Hotel Lincoln to take care of the overflow.

All activities excepting the Ladies Auxiliary Luncheon and Program will take place at the Cornhusker. The latter will be at the Lincoln. Shuttle bus service will be provided between the two hotels. The Hotel Lincoln has spacious air-conditioned rooms with all-new furnishings. Their rates are attractive and parking is free.

Lincoln has an abundance of rooms available, including several modern Motels with swimming pools. There are two Holiday Inns, a Ramada Inn and others. If you prefer to stay at a Motel, let us know. Campground facilities are also convenient to downtown for those with campers.

A transportation Committee has been created by the Nebraska Auctioneers Association to aid in getting folks from the places they stay to the Cornhusker and return. A record breaking attendance is expected for this year's convention and plans are being made in accordance.

On the opposite page are room reservation forms for the Cornhusker and Lincoln Hotels. They can be returned to the respective Hotels or to the National Auctioneers Association, 135 Lakewood Drive, Lincoln, Nebr. 68510. Reservations made through our office will be given personal attention. The main thing is - make your reservations early.

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Suite (2 Bedrooms & Parlor) 60.00 80.00

If rate requested is unavailable, one at the nearest rate will be reserved. All reservations held until 6:00 P.M. unless guaranteed or held by advance deposit.

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Name

Address Company or Group

City State Zip

Rooms are not held after 6:00 P.M. unless later arrival time is specified and payment guaranteed.



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

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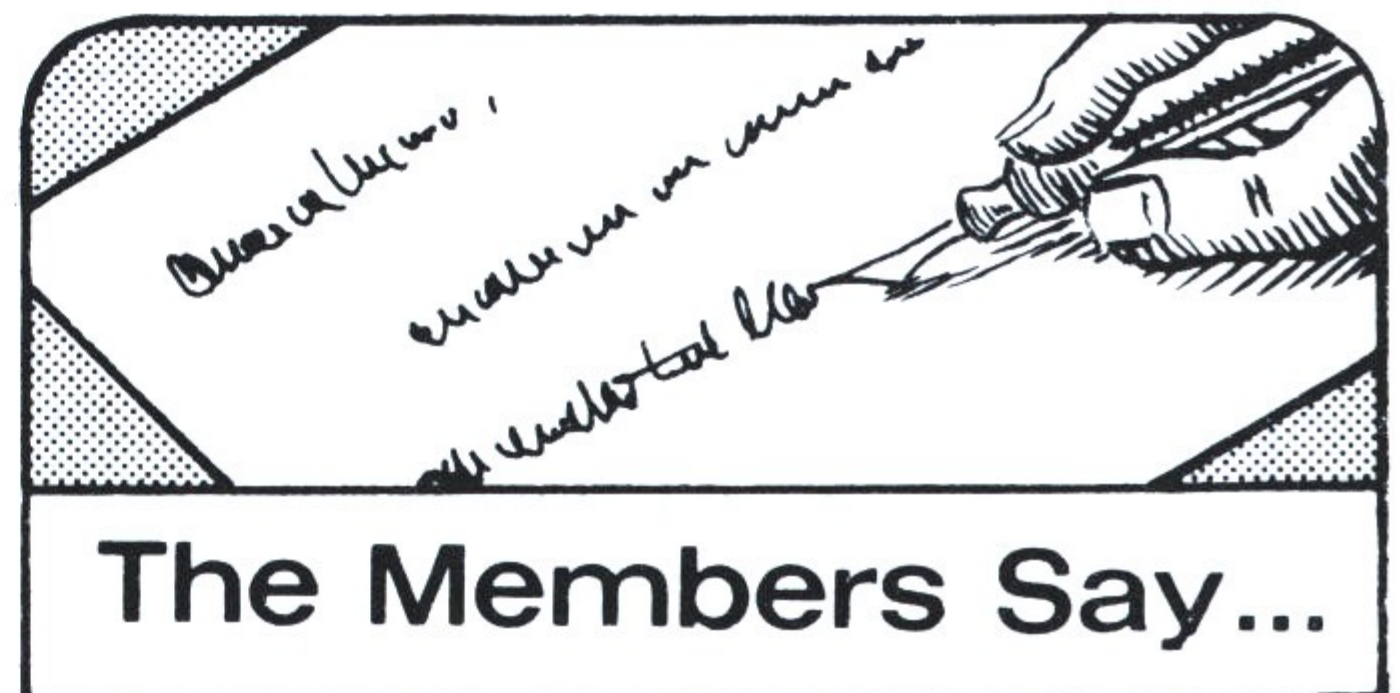
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 Ladies Auxiliary to the NAA



Dear Mr. Hart:

Please add my name to the boosters club, check enclosed. Being new in the auction business I was rather proud to have one of our local newspapers run the cover and also the feature article on me. The "Cleveland Plain Dealer" has a Sunday circulation over ½ million with about two million readers. This kind of advertising sure helped me get started in the business and also enlightened many people as to the work involved in becoming an auctioneer. I attended Reich's school and served my one year apprenticeship under Don Standen, who is now the president of the Ohio Auctioneer Association, and a very dedicated auctioneer.

Thanks so much for the fine job you are doing and also the NAA.

Sincerely,
 Eddie Pfister
 North Royalton, Ohio

IN UNITY THERE IS STRENGTH

Dear Bernie,

Enclosed is my cheque for fifteen dollars re: 1971 dues and booster page. Also some of my latest auction material for the advertising contest. Again I am looking forward to attending the convention "Wow". As you will probably notice by contest material I am just as enthused as ever. Enough of gavel gab for now.

Ross Kemp
Stratford, Ontario

* * * *

Dear Bernard:

Enclosed is our business check in the amount of \$20.00 dollars for the booster page ad and my state and national dues for the year of 1971.

Thanks for the notice and I think you fellows are doing a wonderful job in the Auctioneer. Keep up the good works.

Auctioneerly yours,
Rubert Ainley
Dukedom, Tennessee

* * * *

Dear Sir:

After attending Western College of Auctioneering, March session, 1969, I have been attending Spokane Falls Community College since September 15, 1969 and will graduate in June, 1971.

Some may ask "Why would an auctioneer need more education?" I am studying general business subjects and other selected subjects that will be useful to me as an auctioneer.

The business education is giving me an insight into the problems of businessmen; thereby, allowing me to understand their problems when the time comes to liquidate. This knowledge gives me the ability to organize a sale to their best advantage and also the best way to advertise for the specific sale.

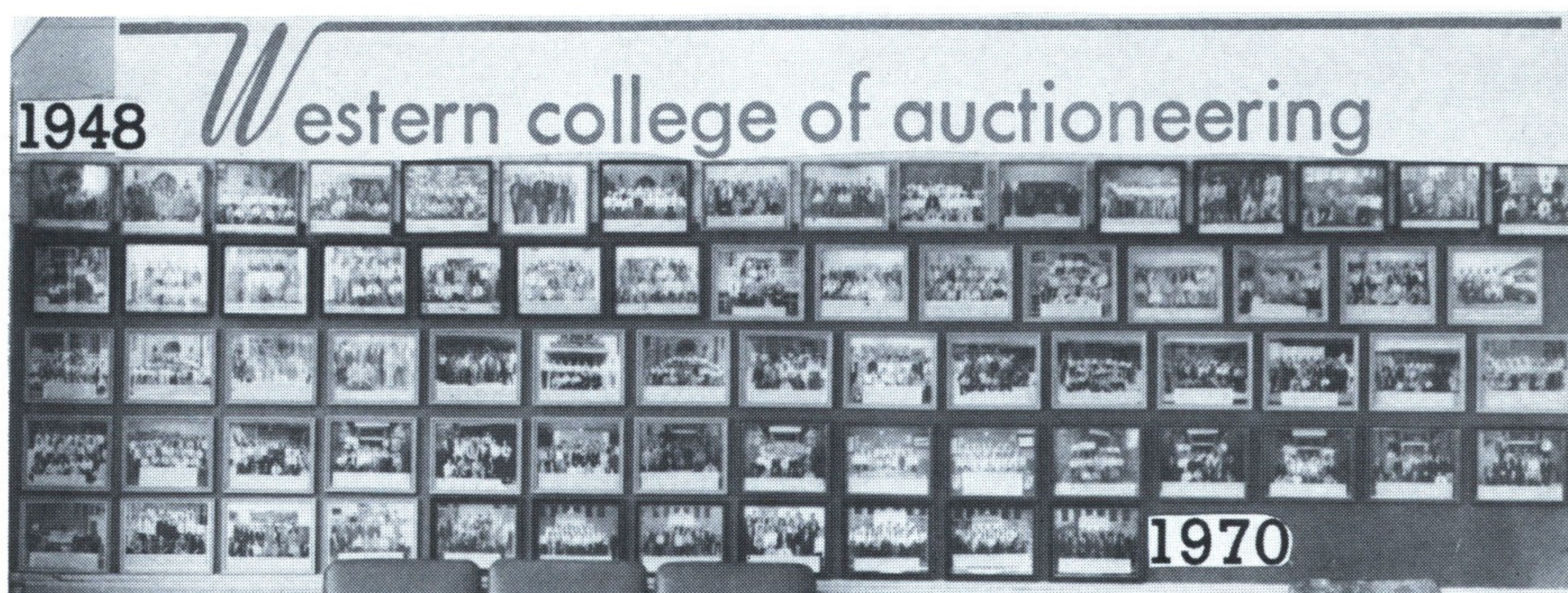
This education is also very useful in allowing me to manage my auction business most effectively. It is a business! Financing this education didn't allow me to submit my dues earlier. Please find enclosed \$10.00 and \$2.50 for gold lapel button.

Sincerely yours,
Frederick C. Schwilke
Spokane, Washington

* * * *

Dear Sir:

Thank you for reminding me of my dues. We look forward to "The Auctioneer" every month. God has really blessed us in our sales. We started our



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Write Today, to:

Box 1458, Billings, Montana

sale over 2½ years ago, and we are still at the same place with overflowing crowds every Saturday night. Have met a lot of nice people too. We are looking for a lot of personal estate sales this summer.

H. M. Watson
Walkertown, No. Carolina
* * * *

Dear Bernie;

Enclosed are two items about National Auctioneers Week that my advertising manager and myself were able to get in the papers. Believe me it was amazing to hear some of the comment on Monday morning. I was surprised to find who all reads the papers and what the reaction was.

I am entering my 13th year as cattle auctioneer at the Joplin Stockyards, and am able to look around and see part of the reason why a "rolling stone gathers no moss", too many of our younger prospects try to climb the ladder of success, much too fast for their own good. I feel all have to learn the hard way, and the sooner we learn this way the longer it lasts.

Our Missouri State Auctioneers Association convention will be held in Sikeston, Missouri on May 1st and 2nd, and we are looking forward to a real nice one this spring.

Sincerely yours;
W. H. Ytell
Carthage, Missouri
* * * *

Dear Col. Hart:

It's amazing how advertising display rates have increased in this area, where the missile industry has put so many people out of work. I placed the National Auction Week ad in our local paper called "Today" (it's the first newspaper on the moon). One day cost \$42.00. Sometimes I wished I lived out in Broken Skull, Okla., we probably wouldn't have the circulation but I bet the rates would be cheaper.

Well I keep reading about you, and under your careful guidance you have directed the NAA from a basement headquarters under your home on Columbia St., in Frankfort, Indiana, to a lasting monument that can be visited by auctioneers all over the world. You worked hard and you did a job well done.

Could you please tell me the deadline for sending a contribution for the building fund and name appearing on the

plaque? Thanking you in advance, and keep up the good work.

Sincerely,
Johnny Koske
Palm Bay, Florida
* * * *

Dear Colonel:

Thanks for the certificate of membership, the Auctioneer, and all the Auctioneer Week goodies to use for printing purposes. I am proud of my profession and grateful to be a member of the Texas and National Auctioneers Association. Enclosed please find a \$5.00 check for my name to appear on the "Booster" page. My services are available to help in any way I can to encourage all auctioneers to adhere to the excellent ethics of the association.

Business is terrific; let's go and prove to the world that when a buyer buys his own will from a seller who sells voluntarily, as at a public auction, you can be sure that a fair market price has been obtained. May I encourage all my fellow colonels to keep yourselves free of jealousy and open the gate wide for full cooperation between you and all honorable auctioneers.

It pays great dividends, for we at Texas Auction Company practice it, and find it to be very fruitful. We have handled over 2 million dollars in value in 23 pieces of property in the last two weeks.

Sincerely,
Barney D. Welch,
Austin, Texas

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How I Got Started

Fellow Auctioneers:

I was in the service at the same time I became interested in antique cars. I used to hunt them down, cars got more scarce and I was running into other types of antiques. Part time I did rubbish removal, just to acquire antiques. I saved them all. Other items that were good and usable I took to consignment sales.

Things weren't the best as far as ethics go. On the way home I would always grumble to my wife that we need good honest auctioneers and I thought I could do better then what was being done in that area.

Without me knowing, Mrs. Danner signed me up and paid tuition for auction school. I couldn't back out then. I took two weeks leave from the Navy and attended school. It was hard to get started, as an auctioneer as no one needed me. I almost gave up but at last I got a job with an auction that needed an auctioneer, I worked nine months then bought the business and later the property.

It's very hard to buy used merchandise. You have to be very careful, it looks good in a home, not near as good

in an auction barn on a concrete floor. I'd pull into load, lift a couch and under the rear legs find a stack of bricks and so on. Also the small items would be gone or, their neighbor wants a choice piece such as a china closet, for which you overpaid on other merchandise to get the better pieces.

I also bought from wholesale houses to give the public a variety and new merchandise made a profit on most, but nothing to get excited about. If you buy used, the best way is itemize your large pieces, put a deposit on it, have it signed by the seller and take the small items with you right away, which at times will require a larger deposit.

If you take over a sales barn it takes two years to upgrade your merchandise and buyers. You can't have good merchandise with poor buyers, and you can't have good buyers with poor merchandise, in other words you must build them both at once. Keep building, trying to keep them even as you go. My first ten sales grossed \$35 to \$45 per sale. We are now grossing \$250,000 to \$300,000 per year and are opening another place for a bigger outlet.

In general merchandise the money is in your own merchandise, but sell a certain amount of consignments to help the



GRAYSLAKE AUCTION, owned and operated by Col. Dan Danner. Note the NAA insignia above the entrance.

EDITOR'S NOTE: Response to our request to the members to write an article in regard to how they got started in the auction business has been most gratifying. Herewith, are three personal experience reports and we will have more in future issues.

people in your community and give a variety to the public.

My Guide Lines are:

- 1) Be honest.
- 2) Work hard as in any business.
- 4) Advertise, I won't talk about that, the Auctioneer's magazine isn't large enough to cover that subject.
- 5) Maintain and practice what you learned in school and what you read and hear from successful auctioneers.
- 6) Maintain a neat, clean sales barn, the more country atmosphere you have the better.
- 7) Hire good dedicated help, make sure they know what soap and water are for and above all don't hire a clerk unless she or he can deal and talk to the public. Yourself, the clerk, ringmen and the rest of your help are no better than the public in front of you. Over the years you would be surprised at the caliber of some of the people that will attend your sales, never under estimate your public.
- 8) Run your sales in a business-like manner, be firm but maintain a good personality.

Good luck and God Speed,
Col. Dan Danner
Grayslake, Illinois

Dear Mr. Hart:

I was born on July 24, 1900 in Union City, Ohio. Back home, my father's good friend was Col. Russell Brooks, a farm auctioneer in Darbe County, Ohio, and Randolph County, Indiana. I went with my father to sales of farm machinery and live stock whenever my father could get away from his farm work and I made up my mind that I wanted to be an auctioneer.

I left Union City and came to Chicago, Illinois, January 20, 1920. I went by 317 South Market Street, where, at that time was one of America's largest commercial

auctioneers. The name was Michael Tauber & Co. I had a talk at that time with Mr. Tauber's brother-in-law, "Big Mike" Levey. He was a great man to work for and everybody from coast to coast knew him. I set up sales for them from January of 1920 to July of 1953 - in every state and also sales in Canada. In 1953, I went into business for myself under the name of Leonard Austerman, Inc.

I enjoy the auction business very much and after 50 years of experience, I can say that no two sales are the same and from every sale you can learn more about the auction method of selling.

Years ago, when I would go home to visit my folks, I would look to see if Col. Pop Hess had a sale in Ohio not too far from my folks home and I would go to his sale and enjoyed watching him cry his sale. What a wonderful person he is.

Enclosed is a check for \$100.00 I would like to have a Buckeye tree planted in your landscaping - if you have room for the same. I have specified the Buckeye tree because of it being representative of Ohio. If you are unable to use the \$100 in this manner please use it where you need it at our new headquarters in Lincoln.

Leonard Austerman
Chicago, Illinois

Dear Friends & Fellow Auctioneers:

Bernie Hart has asked that we send in a resume on how we got started in the profession of Auctioneering.

I have had the same thoughts - How interesting it would be to me to hear how some got started in the business of auctioneering. Also, young auctioneers might take the best of all the stories and possibly use some pointers to a good advantage. So here goes my memories of the start and the years.

My father was a minister and the church sent him and his family to Eagle Bend, Minn. to pastor a church. At that time I had one more year to finish the 8th grade and attended the Hess Country School, a one room school house.

We were to have a box supper at the school and the snow was as deep as it can get only in Minnesota. The town auctioneer could not make it, even though we traveled by sled and team. One of the school board members said to let Leo Boatwright, the 8th grade



One of the large exhibits from Elephant Hall, another historic place to visit while in Lincoln, Nebraska July 22-23-24.

pupil, tall for his age and talkative to say the least, try. It must have went over well as all box lunches were sold and they told me 60 and 80¢ were high prices at that time.

I had heard auctioneers, as my old uncle, John Kruse, in Des Moines, Iowa, was my idol. He auctioned until he was 80 years old and passed away at the age of 90. Uncle John had money and my father said he made it in the auction business. He went on to buy a furniture store and a farm in Iowa.

Upon returning to Des Moines, I went on to high school and helped any auctioneer who would let me on the block, selling out second hand stores, new stores, farms and homes.

In the early 1930's I was married and moved to California, there selling horses for Snowden & Cox, horse buyers. I have a newspaper clipping of one dry year the ranches sent in 800 head to be auctioned, on one day. Four auctioneers worked the sale and twenty-one cowboys rode them in, some broke and some not so broke were sent to the killers for dog food and to Gay's Lion Farm and the alligator farm for food. Good ones went to riding academies and to individuals.

I returned to Indiana, where I also had spent some time as a boy, in 1947. I sold many horses and farms, worked the auction houses also. I was selling a new sale in Indianapolis when a man in the crowd asked if I would come to Kentland, Indiana, to sell a new furniture sale. He liked it profit wise so he leased the skating rink in Fowler, Ind., and we ran a new furniture auction there for two years. This man was George Tilton and besides owning a new store in Kentland, from which we supplied the auction, he traveled the states for furniture factories and came into contact with many that wanted to quit business or just raise cash. He would tell them about me and I would contact them and conduct their sales.

This took me to many states, in fact 27 states including Fairbanks, Alaska in 1944. In closing I will state that I have sold Real Estate, hardware, furniture, oil stations, factories, houses, farms, stock, horses, reg. pony sales, and 3 race horse sales. My strangest items were a half bottle and a live alligator, monkeys and apes in Clearwater, Florida.

I never had the pleasure of attending an auction school, but did have a home course. I have also had the privilege to be speaker at several state conventions and also speaker on new furniture at Oklahoma City.

Now let us hear from you, I know it will be interesting. I have had my good luck and my bad and now I have opened an office with a partner and intend to do an extensive advertising campaign.

Hope to see you in Lincoln, Nebraska in July.

Respectfully yours,
Col. Leo M. Boatwright
Columbia City, Indiana

“AWKSHUNEER”

Pa “tuk” me to a sale one time in a little town.

They wuz horse n buggies, trucks n cars a scattered all a-roun,

But pa had drove our “fliver” with a trailer pulled behind.

We parked our “rig” n walked right in, ta see whut we cud find.

We went up frunt n tuk a seat n “Lordy” whut a mess!

They had more goods a piled a-roun

“N Squire David owned I guess.

Nen this feller started yellin, N I grabbed for pa’s big hand.

Cuz he sounded like sum furriner from a strange ‘n’ distant land.

Don’t be ‘a’ feered Pa tol me cuz at’s ‘n’ awkshuneer.

‘N’ he tawks like at ta draw our thoughts His trade is as old as air,

Pa bought some nails, a hank a rope, ‘n’ ‘nen’ a bassinet.

Cux he said ‘ma’ wuz ‘spectin’ but whut he aint ‘sed’ yet.

That mans magic ‘tawk’ haunted me as we “drifted away”!

It branded my mind and I still hear him to this very day.

Let’s git fer home Pa sez ta me I’ve lots of work ta do.

N his friendly eyes wuz laffin like some secret at he knew.

Riding back in our fliver like two growed men wud do,

I sez ta pa ya know I want to be ‘jes’ like you.

**Cuz a railroad man is wurry strong 'N'
knows no man ta feer.
But when I gits grewed I'd like to be a
"reel" good awkshuneer.**

This piece of homespun poetry, with its contractions and slang is pretty much a true story and was my "inspiration" to be an auctioneer at a very early age. I believe like "show biz" you must have an inspiration to be an auctioneer. But, above all this, honesty must follow you constantly, and will pave the way to success quicker than anything I know of. Don't wait for the public to come to you, "It won't work". You must keep your face and name on the market continually, in this business, "Repetition" makes reputation, whether it makes good or bad, is your choice.

Don't "knock" your fellow auctioneers but try and work with them as much as possible. By the way if you ever want to "Buddy up" on a sale, I love co-op

work and would be glad to assist if within hailing distance. Don't forget it takes "U" to turn action into auction.

**Bob Somerlott
Hillsdale, Michigan**

WHAT'S YOUR NUMBER?

There is a stunning blond waitress in a certain restaurant who always obliges when the male customers ask for her telephone number.

Their moment of disillusionment comes when they call the number and a voice answers: "Pest Control Service."

GAME

"So you're thinking about keeping bees?"

"Yes," replied the farmer: "I don't want to miss anything and I've been stung every other way there is."



An auctioneer's life is always interesting and a recent experience of NAA member, Jim Boswell, Unionville, Pa., (inset) is a good example. He was called upon to secure a cow and calf and a pair of ewes with lambs for a FLOWER SHOW. The above picture was taken at the Philadelphia Flower and Garden Show, in March. Mr. Paul Kennedy, president of Andrew R. Kennedy, Inc., New York City, not only presented the exhibit but milked the cow at 5:00 P.M. each day. The cow is a purebred Jersey from the herd of Miss Mildred Seeds, Downingtown, Pa. (holding the cow.)

Who's Flustered

A young chaplain, new with the prison system, was sent to console an inmate soon to be electrocuted. As the prisoner was being led to the chair, the flustered chaplain, not wanting to say, "Good-bye," which sounded terribly final; or, "see you later," which really wasn't what he wanted; finally said to the condemned man, "More power to you!"

Report Card

The report card that the fond parent was disconsolately digesting bore the cryptic comment, "I'm afraid he is doing his best."

OLD TIMER

A genuine old-timer is one who can remember when a data processing center was known simply as a woman's afternoon bridge club.

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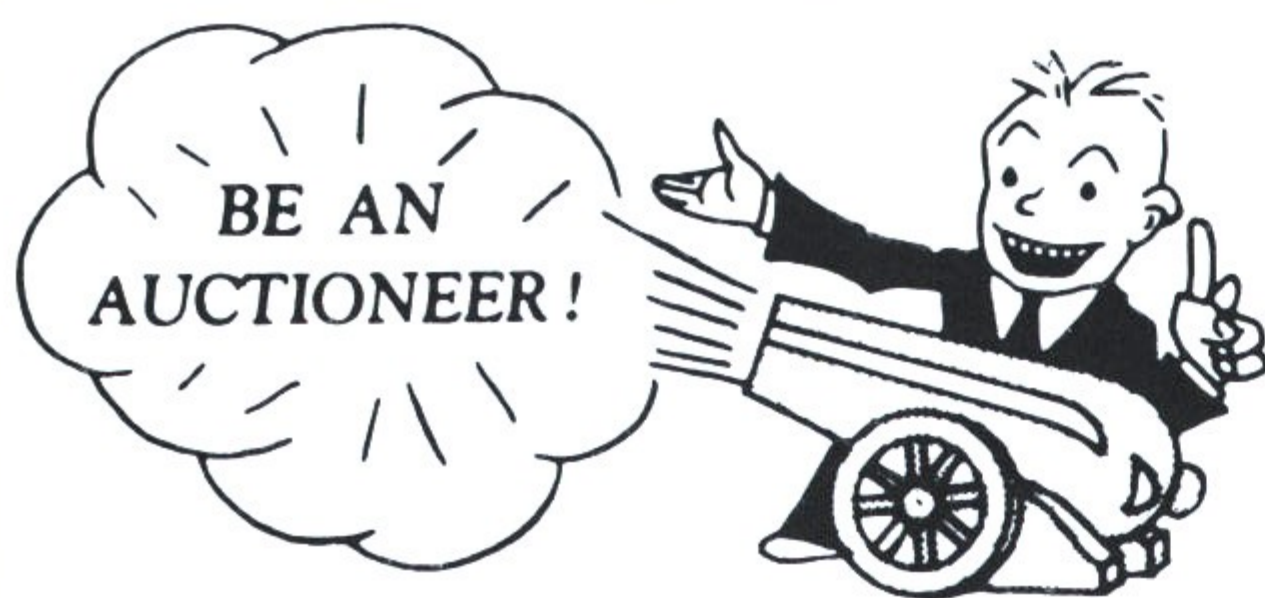
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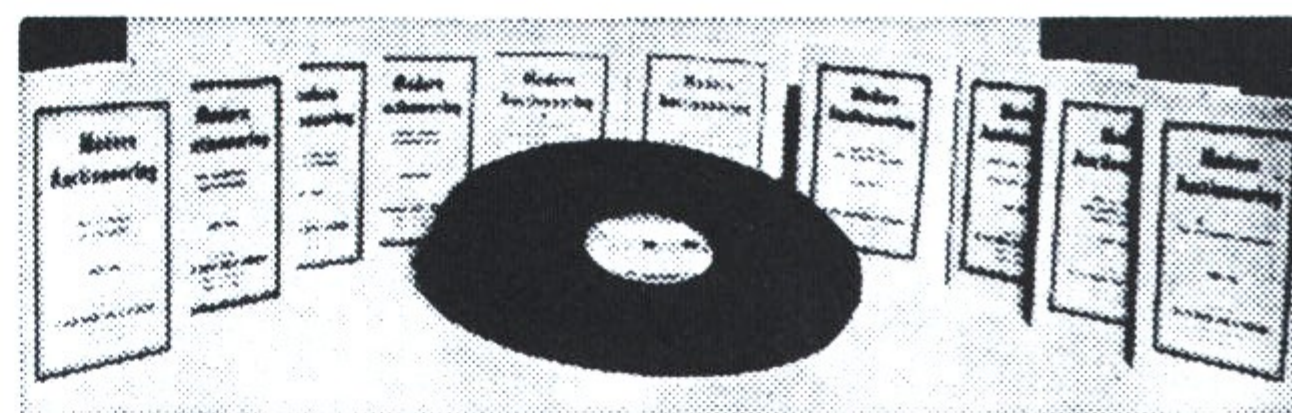
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"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12

Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¼x4½". 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
18,000 Tickets (1/3 White, Pink & Card) . . .	27.50
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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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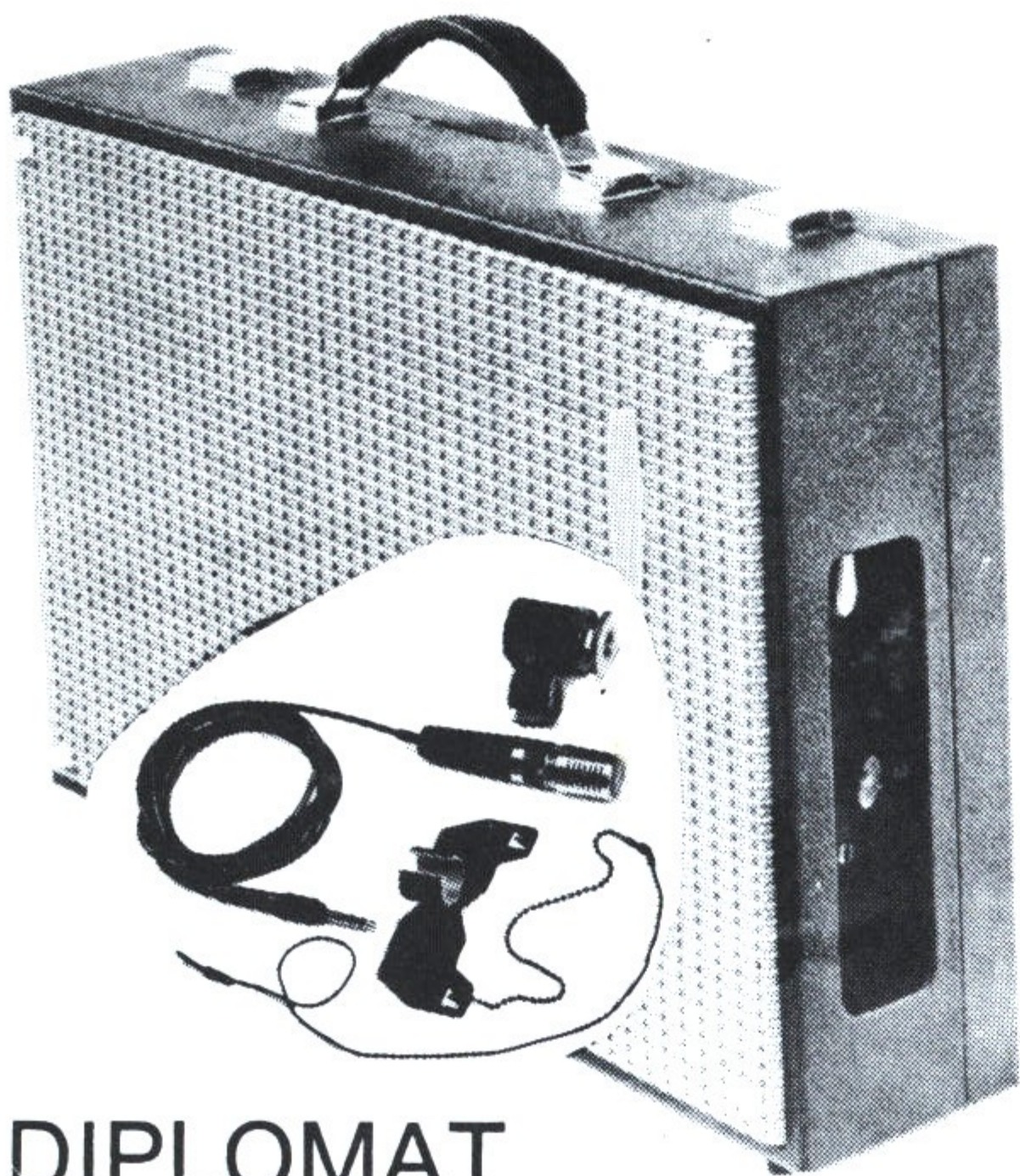
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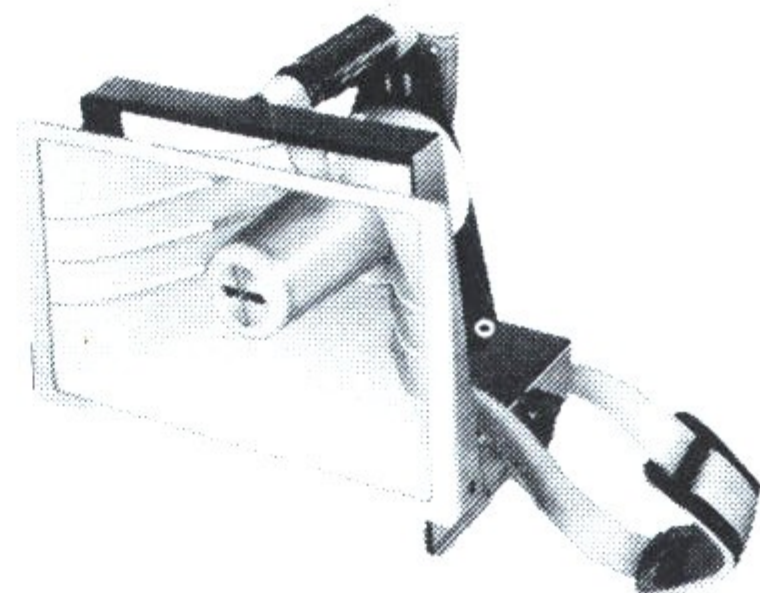
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