

# THE auctioneer







## INSTANT . . .MAGNETIC . . . CAR/TRUCK SIGNS

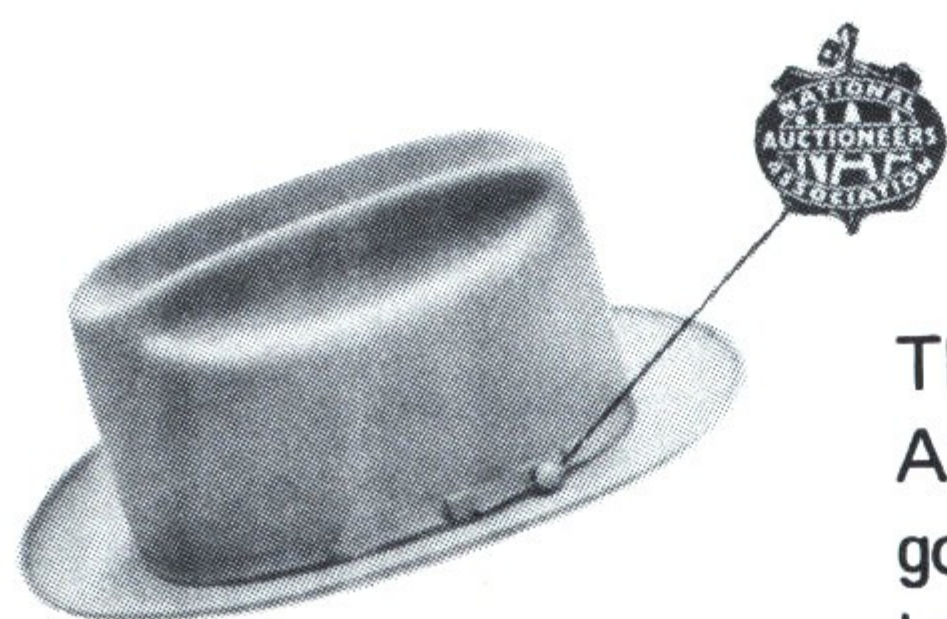
. . . applies in a flash, held in place by thousands of gripping magnets. This attractive red and black embossed sign carries the NATIONAL AUCTIONEERS ASSOCIATION emblem and displays your business without applying a permanent sign to your car door. Will not scratch or mar. See March issue for full ordering instructions.

### CARS—8" x 20"

1 SET (2)—\$22.00 @ \$11.00 each—2 SETS (4)—\$40.00 @ \$10.00 each  
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## NATIONAL AUCTIONEERS BLAZERS AND NATIONAL AUCTIONEERS HATS

The blazers are 100% all wool flannel with the National Auctioneers Emblem, beautifully handmade in felt with gold, red and black colors 4" x 3-3/4", attached to the left front patch pocket. Blazers come in Scarlet, Old Gold, Columbia Blue and Navy Blue (color sample in March issue) also comes in Black and Dartmouth Green. Sizes range from 32 to 50 in short, regular, long and extra long. Women's sizes from 6 to 22.

Winter hats are felt, Silver Belly in color and come in brim widths of 2", 2-3/8" and 2-5/8". The hat has red satin lining with NAA emblem in the crown. Summer hats are of the finest Milan Straw and come in same brim widths. Please state on your order who is to wear the hat as we put the name in the sweat band.

The "Auctioneer" Hats . . . . . \$11.95 plus 4% sales tax

The "Auctioneer" Blazers . . . . . \$35.00 plus 4% sales tax

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# THE **auctioneer**

IS THE OFFICIAL PUBLICATION OF  
**NATIONAL AUCTIONEERS ASSOCIATION**

3277 HOLDREGE ST. LINCOLN, NEBRASKA 68503



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Bernard Hart, Lincoln, Nebraska

## **Contributing Editors**

Col. "Pop" Hess, 401 Ontario Ave., Bellefontaine, Ohio; Walter Carlson, Trimont, Minn., and every member of the National Auctioneers Association.

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

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

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# California Auctioneers Form State Association

It was an enthusiastic group of California Auctioneers that gathered at the El Rancho Motel in West Sacramento, the evening of March 1. They came from all parts of the state, some of them traveling well over 600 miles and many more than 250 miles to attend the organizational meeting of the California Auctioneers Association.

Ron Kavanaugh, Herald, handled the arrangements for the meeting and sent the notices to those for whom he had addresses. The group was brought together by a no-host dinner. Following the meal, each auctioneer present was asked to introduce himself and to voice his views in regard to forming a state organization. Opinions in the affirmative were unanimous.

Bernard Hart, Secretary of the National Auctioneers Association, addressed the group in regard to the benefits of organization and served as temporary chairman until the President was elected.

Tom Caldwell, Ontario, was elected as the President of the new organization by ballot vote. Dean Parker, Auburn, was elected to the office of Vice President, and Ron Kavanaugh was the unanimous choice for Secretary-Treasurer.

Directors named to serve until the next regular meeting of the group were: Ed Wright, Visalia; Mel Ellis, Napa; John Wilkes, Roseville; Ed Bowling, Sonoma;

Vance Van Tassell, Sacramento; Ed Huisman, Galt; Ben D. Floyd; Perris. Floyd E. Denney, Taft; Roy Dooley, El Cajon; Dell Sheffield, Yuba City; Wally Plueger, Long Beach; and Phil Hanson, Santa Ana.

Climax of the evening and proof of the enthusiastic spirit of the meeting was the selling at auction of the No. 1 Charter Membership to the California Auctioneers Association. John Wilkes of the Roseville Livestock Auction was the high bidder at \$270.00 and there was lots of competition.

## Auctioneer Heads Ky. Real Estate Board

Colonel W. C. "Cliff" Ledford, Lancaster, Kentucky, along with Robert Enos, Newport, Kentucky, and Marge Anderson, Lexington, Kentucky, were appointed in February, by Governor Louis B. Nunn, to the Kentucky State Real Estate Commission. Colonel Ledford was elected Chairman of the Board by his fellow commissioners.

Colonel Ledford is a Charter Member and served as President of the Kentucky Auctioneers Association in 1964 and is presently serving on the Board of Directors. He is a Charter Member and past President of the Stanford Real Estate Board and presently serving as vice-president of that Board. A Veteran of World War II, serving in the Air Force and being separated as a 1st Lieutenant, Colonel Ledford is also a 1946 graduate of the Reisch American School of Auctioneering, Mason City, Iowa.

Colonel Ledford has been engaged in the Real Estate and Auction Business in Central and South Central Kentucky since 1946. He is Past President of the Lancaster Kiwanis Club and has 17 years of perfect attendance in his club. He is an Elder in

## Van Pelt Dies

Herbert Van Pelt, veteran auctioneer of Readington, N. J., died Friday, March 15. Information of his death arrived at press time. More details will be in next month's issue of "The Auctioneer."



the Old Paint Lick Presbyterian Church, married and has two daughters, Brenda Sue 17, and Kathy Marie 5. Colonel Ledford is a Native Garrard Countian having been born and reared there.

WILMA ATHERTON

## Pennsylvania Meeting At Allentown In June

The Lehigh Valley Chapter will host the members of the Pennsylvania Auctioneers Association, their wives and families, for the Annual Summer Meeting of the parent organization. The meeting has been scheduled for June 9-10 at the Hotel Americus, Sixth and Hamilton Sts., Allentown, Pennsylvania's All-American City.

Kenyon Brown, convention chairman, has a very interesting schedule of Seminars planned for Sunday, June 9, which include various phases of selling coins, guns and

antiques at auction. All seminars will include a valuable question and answer period.

Monday, during the business meeting, the ladies will have the opportunity to tour Hess Brothers Department Store and the Allentown Museum. All in all, it will be an educational and entertaining meeting for auctioneers and their families.

CHARLIE MOYER

## Iowa Auctioneers To Meet In Des Moines

The Iowa Auctioneers Association will hold its Spring Meeting, Sunday, April 28th, at the Fort Des Moines Hotel in Des Moines, Iowa. A contest is on with a one year paid membership to State and National Association as First Prize to the auctioneer getting the most new members between now and April 28th. We hope it brings in a lot of new members.

# Be A Builder!!!

*The National Auctioneers Association is working toward an important project - OWNERSHIP OF ITS HOME. This is being financed through the donations of its members. Surely, every auctioneer is interested in this monument to the auction profession.*

*A Building Fund has been established. Add your name to this growing list of "BUILDERS" by sending your contribution now.*

*Send your remittance, designated "BUILDING FUND", to:*

**NATIONAL AUCTIONEERS ASSOCIATION**

3277 Holdrege Street, Lincoln, Nebraska 68503



# Members Of Bloomer Family Critically Injured In Crash

## BLOOMER ACCIDENT STUNS COMMUNITY

The community was stunned by the fatal accident south of Malvern Saturday night in which Mr. and Mrs. Forrest E. (Mike) Bloomer and their son Ernest were critically injured.

Members of the Bloomer family are residents of the Hillsdale community, where they are leaders in work of the church, in 4-H Club work and in other activities in the area.

Mike has a wide acquaintance through his profession as an auctioneer and his young son, Ernest, frequently assists at crying a sale.

They are patients in Jennie Edmondson Hospital.

The above excerpt from the Malvern (Iowa) Leader pretty well describes the reaction of the many friends of the Bloomer family throughout the auctioneering fraternity. The accident took place Saturday night, February 24, south of Malvern.

Mr. and Mrs. Bloomer and son, Ernest, were returning to their farm home (between Malvern and Glenwood) when the pickup they were driving was struck head-on by a car driven by 30 year old James O'Dell of Red Oak, Ia. O'Dell was killed in the crash and the Bloomers were critically injured.

Mrs. Margaret Bloomer had both legs broken, a broken left arm and numerous cuts and bruises.

Mike Bloomer suffered a broken chest bone, broken left wrist and severe cuts, especially on his left leg.

Ernest Bloomer received a broken left leg, cracked bone beneath one eye, right foot broken and cuts and bruises.

All three were taken to Jennie Edmondson Hospital in Council Bluffs, where the fourth member of the family, nine year old Luann, was already a patient, undergoing treatment for a whiplash suffered in

an auto accident several weeks previous.

The Highway Patrolman and Deputy Sheriff who investigated the accident reported tests indicated O'Dell was under the influence of intoxicating liquor and that he was driving on the wrong side of the road.

The Bloomers have a host of friends throughout the auction profession. They have been very active in association work, Mike being a past President of the Iowa State Auctioneers Association, a former Director of the National Auctioneers Association and an instructor at the Iowa School of Auctioneering. Mrs. Bloomer has been active in the Iowa Auxiliary organization for many years and has held various offices.

## Time To Plan For Oklahoma In July

Members of the NAA and the CAA, it is time to start planning to attend the National Convention at Oklahoma City, Oklahoma, "where you meet old friends and make new ones." I am sure Oklahoma will roll out the red carpet, for our National Convention. I have met a number of the Oklahoma members, they are real hustlers, and are doing all they can to make your visit a fine one.

I have been a member of the NAA since 1955, and although I have not been able to attend all the Conventions, I have gained each time I was there and lost when I could not attend. The Auction business is one business in which you never get too old to learn, new ways, ideas, and new methods. There is no better way to keep up with progress than by attending a National Convention, or your own State meetings.

Don't be an Ostrich and bury your head in the sand, and think you can get along without the help of others. Stop



and think about it a minute, does a Doctor, lawyer, police or any other profession get along without consultation with others in their field? Let's all get out and pull for our National Association, and our State Associations, as neither one can survive without us. Invite all the auctioneers in your area to attend our Convention, then they can judge for themselves the value of the education they received by visiting with other auctioneers.

We have Real Estate, livestock, furniture, antique and even dog auctioneers. We have politicians, governors, lawyers, and lobbyists speak, giving ideas to help in our profession. I own my own auction house and accept outside sales and still find time to attend all the State meetings.

I feel it is time well invested and think you would, too, if you took an active part for at least one year, you would want to continue. There is no profession that has more individual challenge than being an auctioneer, it really puts you on your own.

Make yours an auction where buyers and sellers meet, and remember you are the Man of the Day, in the public eye.

**Bill Hauschildt, President  
Colorado Auctioneers Association**

\* \* \* \*

Psychiatrist: "Are you troubled by improper thoughts?"

"Why no," replied the patient, "to tell the truth, I rather enjoy them."



**MISSOURI AUCTION SCHOOL**

**KANSAS CITY, MISSOURI**

**MARCH, 1968**

**REAL ESTATE AUCTIONEERING AND AUCTION MANAGEMENT**

**FIRST ROW LEFT TO RIGHT: James R. Henderson, Texas, Richard W. Dewees, School President, Delbert Winchester, Instructor, Oklahoma, Edwin E. Hess, Maryland.**

**SECOND ROW LEFT TO RIGHT: Ray Bowles, Missouri, Homer Wilson, Colorado, Paul C. Lifeset, Massachusetts, Lorne M. Best, Michigan.**

**THIRD ROW LEFT TO RIGHT: Carl P. Russell, Jr., Michigan, R. L. (Bob) Vaughan, Kansas, Dale Overholt, Tennessee, Guy C. Michael, Kansas, Blake F. Piercy, Jr., Tennessee.**

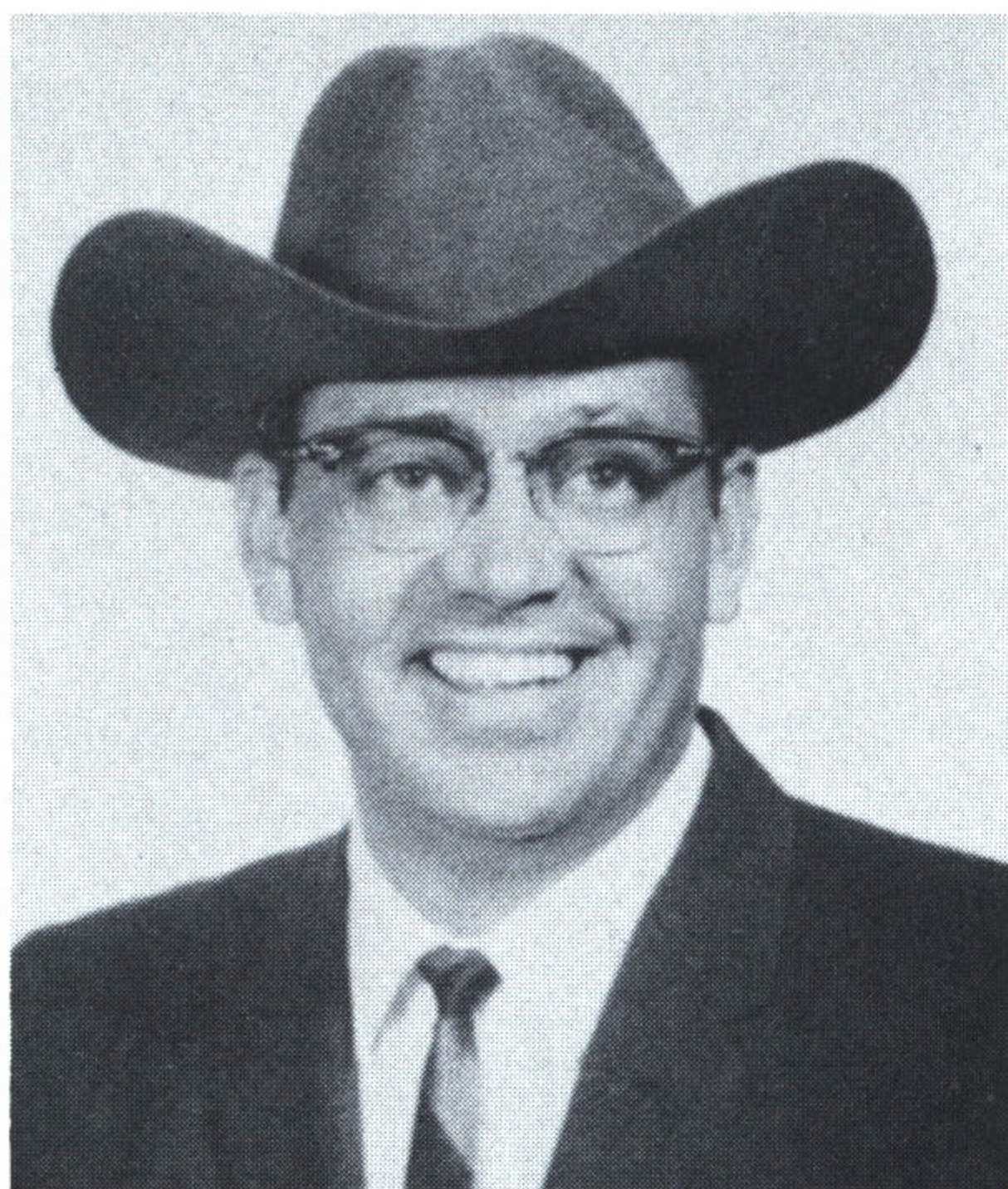
● *IN UNITY THERE IS STRENGTH*



# Dean Parker Heads Arkansas Program

BY JAMES E. WILSON

Dean Parker, nationally prominent Quarter Horse auctioneer, will be the speaker at the Annual Meeting of the Arkansas Auctioneers Association, April 20-21.



Dean Parker

For the past three years, Mr. Parker has traveled over a half-million miles a year, strictly in auctioneering horses and purebred cattle. He sells annually in approximately 35 to 38 states and has also sold in 3 foreign countries.

In addition to over 400,000 miles a year of commercial airplane travel, Mr. Parker drives around 50,000 miles. He has been the "All American Quarter Horse Auctioneer" for the past 5 years selling the All American Quarter Horse Futurity at Ruidoso, New Mexico, which has come to be known as the world's greatest Quarter Horse yearling sale.

He has sold many of the Nation's top Quarter Horse Auctions and many record priced horses, including the three highest priced quarter horses ever sold at public auction.

Mr. Parker is a resident of Auburn, California, has a family of seven children,

is very active in many local horse and livestock associations, member of his local school board and extremely active in many civic and charitable organizations. Last, but not least, he is also a member of our great NATIONAL AUCTIONEERS ASSOCIATION.

This meeting will be held in Hot Springs, Arkansas, at the Royal Vista Inn, on April 20th and 21st. We extend a very cordial invitation to every auctioneer in the states of Arkansas, Oklahoma, Texas, Louisiana, Mississippi and Missouri to attend this meeting. We're working hard to make this the finest two day meeting of all times, so please make your plans now to attend. After all, it's not what the Association can do for us - it's what we can do for the Association.

## New Friday Auction At Kansas City Mart

The Kansas City livestock market inaugurated a new special Friday weekly cattle auction, March 1. This new sale is open for all classes of cattle, including feeder cattle, cows, calves and bulls. It begins at 9:00 A.M. each Friday.

Jay B. Dillingham, president of the Kansas City Stock Yards Co., said the new procedure has been requested by patrons of the market as well as the commission men. The new auction is in addition to the Thursday stocker-feeder sales that have been operating for several years. It is thought the new Friday operation may take some of the pressure off the Thursday sales as feeder cattle will be included in the Friday sales.

Dillingham added that several well-known auctioneers have agreed to work the block for the Friday auctions.

\* \* \* \* \*

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

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

IN UNITY THERE IS STRENGTH ●





Paul Z. Martin, Blue Ball, Pa., (left) presents check to fellow auctioneer, Clyde Wolgemuth, Manheim, Pa. Wolgemuth recently lost a foot in an accident. The check represented the proceeds of benefit auction sponsored by Wolgemuth's fellow members of the Southeastern Chapter of the Pennsylvania Auctioneers Association.

## Benefit Auction Held For Accident Victim

Members of the Southeastern Chapter of the Pennsylvania Auctioneers Association held a Benefit Auction, December 16, on behalf of one of the group's members, Clyde Wolgemuth. Attendance and participation was practically 100%. N A A President, Ralph Horst and NAA Director, Russell Kehr, were also on hand to participate in the auction.

Purpose of the auction was to raise money for an artificial foot for Mr. Wolgemuth, who lost his foot in a farming accident in the fall. The sale netted a total of \$234.95 and it was pre-

sented to Clyde at the regular monthly meeting of the group, February 8.

Wolgemuth now has his artificial foot and is back on the job again. Paul Z. Martin was Chairman of the Sale Committee. The auction consisted for the most part of items that were sold on a commission basis, along with some donated pieces.

VERNON R. MARTIN

\* \* \* \* \*

"What do you think of Red China?" one lady asked another during a luncheon discussion of world affairs.

"Oh, I don't know," replied the other lady, "I guess it would be all right if you used it on a yellow tablecloth."





## The Ladies Auxiliary

Dear Ladies:

It was my full intent for this short letter to be in the last issue of "The Auctioneer." However, I seem to be another one of those people who puts off things and this time I really got delayed. B. L. contracted five liquidations for last week and this immediately put him behind for the next week of advertising and promotion for his land auction for the 21st of this March month. So I was elected to gather, gang, fold and staple and then insert a four-page letter brochure that had to be in the mail by mid-week. I was glad to do it, but it made me a lot later with this letter than I planned.

The convention this year is south and west and I want to take this opportunity to invite all of you to attend the NAA convention this July, in Oklahoma City. I do not believe it is possible for me or anyone else to tell you how important a meeting of this kind is to you, your family and your profession. Where else can you find such a wealth of information in all phases of the auction profession? Educational and enjoyable is a short phrase for what one really receives with this body.

This meeting is the place to expand your professional friendships and these friendships will last throughout the years. B. L. and I met some of our most dear and lasting friends at the conventions and the list is added to each year. We exchange ideas and discuss this business of ours at length which is profitable and enjoyable to us as well as our friends. I guess one could say this is the place where national auctioneering is localized. No one can appreciate the problems, ambitions and challenges that an auctioneer faces except other auctioneers. Ten years ago there were very few auctioneers active in our state, now there are many.

Aside from these very valuable assets,

the convention has many other items of interest, fun and entertainment, good food, sight seeing, shopping and just getting away for a few days. All are some of the reasons you auction people should attend the convention. Make your plans now. B. L. and I will be looking for you there.

BETTY WOOLEY

## Londoners To Auction A Washington Letter

LONDON—A seven-page letter written by George Washington is among historical artifacts from the estate of the late Viscount Astor to be auctioned April 9 at Sotheby's in London.

The letter, written in 1788, discusses the proposed new Constitution of the United States. In it, the first President declares his reluctance to emerge from retirement.

## Penn's Pamphlet On America Brings \$3600

LONDON—An American dealer has paid 36 hundred dollars for a pamphlet by William Penn, which combined a touch of brain drain with some soft sell.

The document, auctioned to New York dealer John Fleming, was a public notice by the Quaker who managed to euchre Pennsylvania out of the royal house and turn it into quite a state.

It was published in 1684 and appears to be an appeal by Mr. Penn to Britons to go West. It is entitled, "Information and Direction to Such Persons as are Inclined to America."

Also sold was a first-edition copy of Cotton Mather's "Triumphs of the Reformed Religion of America." published



in Boston in 1691. Mr. Fleming bought this as well, for 960 dollars.

The deal was part of a two-day sale of Americana which yielded about 100 thousand dollars.

## Personal Contact: First Step to Good Publicity

No matter how simple or extensive your public relations set-up it, there is one basic rule in regard to your local reporters and editors—*Get to know them*. This was stressed recently by the International Association of Amusement Parks, in a bulletin on the subject. "Don't wait until you want a favor," it declared. "Go see each person now, to learn who he is and what his workday problems are. Learn how the newspaper, radio or TV newsroom functions.

"Cultivate personal friendships. Cooperate with reporters by digging up information they need. Encourage them to turn to you for answers whenever they have questions in your sphere. Give them your home telephone number, as well as the one at your office.

"Once a working relationship has been established, maintain it. Invite the editor or writer to lunch, to discuss mutual interests. Call him when you are in doubt about the way a story should be handled. But don't be a pest."

Never try to influence the news room through the business office, because they are separate entities, neither of which interferes in the other's affairs. "It's a waste of time," IAAP added, "to send copies of releases to the advertising manager or business manager, in the hope of preferential treatment, just because you advertise."

\* \* \* \* \*

Auctioneer Wanted  
Honest Appearance A Must

## In Memory of Tom D. Berry Who Passed Away March 28, 1962

*I cannot say, and I will not say  
That he is dead—he is just away!*

*With a cheery smile,  
and a wave of the hand,  
He has wandered into an unknown land,  
And left us dreaming how very fair  
It needs must be,  
since he lingers there.  
And you—O you, who the wildest yearn  
For the old time step and glad return,  
Think of him faring on, as dear  
In the love of There as the love of Here;  
Think of him still as the same, I say:  
He is not dead—he is just away!*

WIFE and FAMILY

### THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION 1967-1968

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# Pop's Ponderings

## "Definite Goals Give Boost to Image of Profession"

BY COL. POP HESS

When our readers receive this issue we will be in the month of April. All will have had our "April Fool" experience that comes with this month and whatever the gesture that got this started, it is now history. In this modern day of living we can be very easily fooled without trying.

Your writer gets somewhat nervous when the week of this writing (March 11) the following item was on the editorial page of one of our outstanding weekly farm publications, FARM and DAIRY, published at Salem, Ohio:

### Interest - \$38.3 Million A Day

Farm and Dairy will keep pounding away at the idea that the greatest crime being perpetuated against this country, is the continued deficit-spending of the federal government. It is mainly responsible for inflation; it is far more important in the drain of gold from this country than is any spending by foreign travellers.

The 1968 federal debt interest will amount to \$14 billion. That amounts to \$38.3 million a day—every day—to pay for money already spent. It amounts to more than all the money budgeted for housing, health, welfare and education.

As I read this item the question in my mind is: Is this prosperity? If so, we hope this so-called prosperity will continue until it is paid off. Or do we have to mortgage the future for 50 years to have this prosperity?

Auctioneers of our NAA membership as well as non-members throughout the country will be called upon to pound out over the auction block many dollars that will be needed by John Q. Public to meet his share of tax money in order to pay interest and lower the debt. This can be of long duration due to world conditions, both abroad and in our home-land. The

only voice we will have is on election day when we can cast our votes for he or she who will be best to work out the problems they will face in years to come.

We have in the past always faced our obligations. However, we are facing very troublesome times. But in more than 80 years of living, this writer has found that we have the strength and the type of people to send to our State and National Capitols, who have the ability and know-how to cure much of what is in need of adjustment. As of today it looks serious.

Quite a few letters and comments regarding our growth and progress have been received. The gain in membership coupled with the definite plans outlined in the February issue of this publication are definite milestones. We find more of our public sale auctioneers with years of experience coming into the fold and they are interested in furthering the image of the auction profession through the National Auctioneers Association.

Plans that have been officially announced are the results of many years of effort on the part of the past officers and directors of the NAA. They shall always be held in high honor by the membership in the history of NAA achievements. Our most outstanding growth and gains have been made the past ten years under the careful efforts and good management of our Secretary, Bernie Hart. This is not just my viewpoint, it was the words of some 90% of the auctioneers who have taken time out to drop your writer a few lines since the first of the year.

The program, as outlined in the February issue, resulting from the December 28th meeting of the Board of Directors, sets the goal where in time the National Auctioneers Association will have a per-



manent home office and through it all, a strong membership that will place the auction way of selling and the profession of auctioneering on a level with other methods of selling and buying and be the hub of business in real estate, livestock, equipment and merchandise.

Books are now open at the Lincoln office for donations for the new home. Some information has reached me that some of the State Auctioneers Associations are considering a combined donation and some have expressed desire to pay individually. However, the choice is ours as auctioneers in the way we wish to contribute. The officers and directors will be interested in having a good total on this fund by convention time in July. This writer is quite sure the amount contributed, large or small, will be highly appreciated. Your officers and directors will see to it that your money is used wisely and conservatively which is all the more reason we should have a fund ready for use when opportunity for building site purchase present itself.

Our winter, here in Ohio, has been

quite long and as we now approach spring weather we are looking forward to getting out and around more. Of the past three winter seasons our health has not permitted us to get very far from home. We have stood this long winter quite well for folks of our age, the most we had to be careful about was catching any colds. For many years colds never bothered me as I was out in the clear air, selling sales and a good day's selling in cold, frosty air would clear out any bad cold that would be nipping at me. The worst bad air to contend with was the dust from tanbark, shavings or dusty straw. Much of this material was used in the sale rings at livestock sales. However, I learned a little bottle of Listerine and a good mouth wash following such sales was a strong factor for able appearance in next day's sales. My favorite drink was good, cold, clear water - and I never rusted out of condition.

A case I well remember was at a Holstein cattle sale, near Grand Rapids, Mich. I discovered I had a case of laryngitis and I was so hoarse I could hardly hear myself. However, they told me it was a good sale.



## Promotional Items

**LAPEL BUTTONS:** "Dress Up" with this distinguished piece of Jewelry. **\$2.50 each**

**INSIGNIA CUTS:** Add distinction to your cards, letterheads and advertising. (7/8" or 2/3" wide.) **\$2.50 each**

**DECALS** - 3 color, reversible, @ 25c each; 4 for \$1.00.

**BUMPER STRIPS** - Advertising the Auction method of selling. **25c each; 4 for \$1.00**

All Items Sent Postpaid

Send your order with remittance to

**THE AUCTIONEER**

**3277 Holdrege St., Lincoln, Nebraska 68503**



The cattle selling and the good bidders at the ringside along with a capable sale manager had a good deal to do with the success of the sale. This sale manager was tops in his announcements, pedigree data and had a very keen eye in catching bids. Much of the praise should have gone to him. Of all my days around a sale ring that day was my worst. Yes, I had many sales I was ashamed of. This would be when the offering was not the best and the bidding was worse but such sales come to all auctioneers.

Many times auctioneers with poor offerings can be compared with Doctors with incurable patients and there is not much that can be done except to say thanks for what support is given. I do recall one circuit of cattle sales. The first three were high quality but the sales were quite draggy. The fourth day, as I looked over the offering, my thinking was low in view of the three previous sales and I was wondering, "Where will we land today?" Much to my surprise this was the top sale of all the sales that week. You never can guess what John Q. Public will do at an auction sale.

As of now, I well know if I had kept a diary on what did not happen in the long line of auctions conducted through 50 years it would make some good reading. Any auctioneer in demand through that length of time will often face problems he must solve and the most of them on short notice and the decisions he makes can hurt if his judgment is wrong.

By the time you receive this April issue our Ohio auctioneers have come through the last half of 1967 and the first three plus months of this year with a great array of sales. These have come from all divisions, in farm and livestock sales and also farm equipment auctions. Attendance and bidding has been good. The writer feels quite certain we have some tired auctioneers in our midst.

Now is the time to put a big circle around the dates of July 11-12-13 in order that you can be free to take a good summer vacation and attend our National Auctioneers Convention in Oklahoma City. This gives the opportunity for all

our eastern and midwest auctioneers to meet up with deep south and far west auctioneers and get a full view of the public sale activities throughout the United States.

## **Record Female Price At Circle M Auction**

Circle M Ranch, Senatobia, Miss., perennial record setter in its annual auctions of registered Polled Hereford cattle, did it again this year by selling a heifer for \$24,600. This was the 27th annual auction at Circle M Ranch and practically every one of the series has established a record in some particular segment.

Top price reached on a bull was \$26,500, paid for a one-quarter interest. Seventeen bulls in the sale averaged \$6,300 while 33 females sold for an average figure of \$3,614. The 50 head brought a total figure of \$226,350 or an average figure of \$4,527 per animal.

Auctioneers were all NAA members, Jewett Fulkerson, Liberty, Mo., B. L. Swilley, Memphis, Tenn., and A. W. Hamilton, Lewisburg, W. Va.

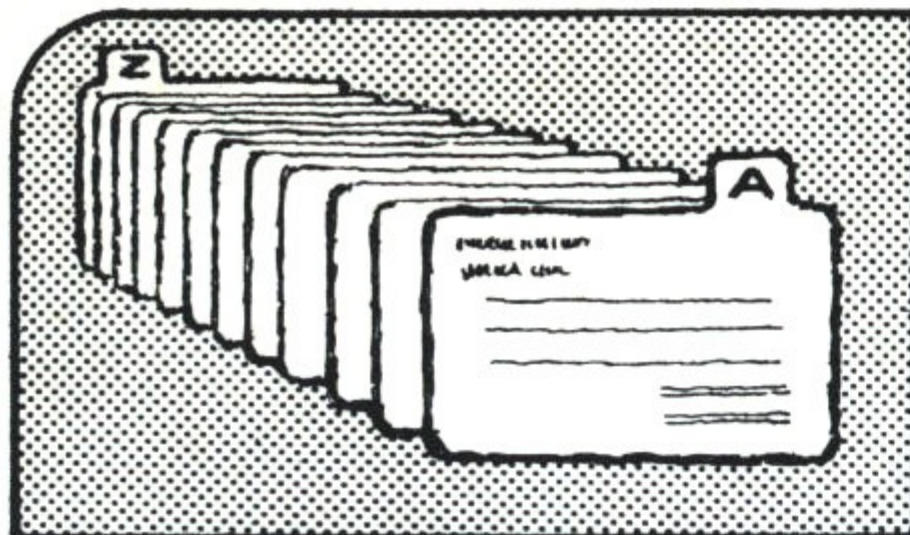
## **Windsor Auto Auction Has New Ownership**

B. Mayo Smith, well-known automobile dealer of Portsmouth, Va., heads a group of stock holders who have purchased Windsor Auto Auction, Windsor, Virginia. Smith is also president of the Tidewater Independent Automobile Dealers Association.

Sale of the auction facility was necessary to settle the estate of former owner and NAA member, Fred T. Mathews, Sr. Mr. Mathews died last summer.

Mr. Mathews sons, Fred Jr., and John T., are stockholders in the purchasing corporation and Fred Mathews, Jr., will continue to manage the auction. No changes in operating procedure are planned.





# Membership

## *Membership Processed*

*February 16 through March 15.*

William M. Miller, Texas  
 Donald E. Muirhead, Texas  
 J. C. Harper, Texas  
 Lynn Byerly, Iowa  
 Milo Beck, Arkansas  
 B. R. Tucker, Arkansas  
 \* Ben H. Knight, Arkansas  
 C. W. Rosvall, Colorado  
 Arthur M. Kaplan, Colorado  
 Kenneth Ratts, Indiana  
 Louis Stambler, Hawaii  
 Dudley N. Althaus, Texas  
 G. K. Pieratt, Texas  
 Dick Herm, Illinois  
 Wendall Knudson, Illinois  
 Lloyd Sitter, Illinois  
 Albert A. Kodner, Illinois  
 Lloyd R. Yates, Illinois  
 Lowell Buck, Illinois  
 Burl Selby, Iowa  
 Kenneth Mozena, Iowa  
 Elmer Lee Harden, Iowa  
 Daleard Pettijohn, Colorado  
 Grant C. Wood, Colorado  
 Ray Sweeney, Iowa  
 Harry D. Francis, Virginia  
 J. E. Sutphin, Virginia  
 J. O. Lawlis, Texas  
 J. Frank Arnold, Texas  
 Jim W. Short, Texas  
 L. H. Nelson, Texas  
 Francis Laffitte, Louisiana  
 Denzil Clark, Illinois  
 Drexel Dungy, Iowa  
 Harold Wehr, Indiana  
 John E. Servies, Indiana  
 Herb Henderson, Texas  
 M. M. Peterson, Iowa  
 Robert T. Sherwood, Iowa  
 Buddy Spicer, New Mexico  
 Glen C. Merica, Indiana  
 James A. Luggen, Ohio  
 Edward Harris, Florida  
 J. Dennis Ownby, Virginia  
 Craig C. Hilpipre, Iowa

Merv E. Hilpipre, Iowa  
 \* Saul D. Wachtler, New Jersey  
 \* Joseph W. MacQuade, Massachusetts  
 \* James E. Bell, Missouri  
 \* William E. Scoggins, Jr., North Carolina  
 R. W. Oversteg, Colorado  
 C. E. "Ken" Reed, Colorado  
 Robert L. Cross, Colorado  
 Natte E. Austin, Colorado  
 Thomas W. Akers, Texas  
 Philip G. Bunnell, Texas  
 Gene Harris, Texas  
 Henry Allen Wilson, Florida  
 William J. Josko, Connecticut  
 \* Donald W. Heffelfinger, Oregon  
 \* Wayne E. Sprinkle, Alabama  
 Newton Cox, California  
 C. Ronnie Onstead, Texas  
 Jerry Bacon, Texas  
 Jess E. Murfin, Indiana  
 \* Guy Wilson, North Carolina  
 \* Robert Lee Whitaker, North Carolina  
 Marvin Harris, Illinois  
 \* Keith W. Headley, Indiana  
 Keith Cullum, California  
 Vernon E. Gold, Texas  
 Turner Kees, North Carolina  
 Sherman McCrea, Jr., Iowa  
 Gilvie Lamb, Indiana  
 James Arnold Garvin, Florida  
 Rudy Larkin, California  
 I. Dean Waterman, Illinois  
 Carl Self, Texas  
 James E. Edens, Mississippi  
 John D. King, North Carolina  
 \* Max Dubin, Maryland  
 Jake Lackman, Montana  
 \* John Mandeville, Montana  
 Anthony P. Zifcak, Rhode Island  
 John J. Leibel, South Dakota  
 Edward E. Bilbruck, Illinois  
 Jay Friedman, Illinois  
 Robert Goldstein, Illinois  
 E. R. Austin, Colorado  
 Kenneth Richardson, Texas  
 \* Blaine Batchelder, Arizona  
 Theo A. Merkt, New Jersey



Wayne G. Feighner, Michigan  
 Charles E. Neff, New Mexico  
 Lewis M. Hymers, New Jersey  
 L. Rusty McCamy, Texas  
 Ralph E. Morrison, Texas  
 John Carlile, Texas  
 LeRoy H. Foster, Iowa  
 \* Vance J. Vantassell, California  
 \* Norman L. Bass, California  
 R. Dale Washburn, Ohio  
 R. E. Knotts, Ohio  
 Morris Schwartz, California  
 Paul A. Pauley, Iowa  
 Carroll Torgerson, North Dakota  
 Harold Nordwall, North Dakota  
 J. C. Horney, Jr., Virginia  
 E. A. "Ernie" Maurer, Texas  
 Hylon C. Coates, New Jersey  
 \* Richard A. Mosley, Mississippi  
 \* W. "Bill" Kelly, Ohio  
 Howard G. Thompson, Wisconsin  
 Earl Hardeman, Wyoming  
 \* Robert B. Langley, New York  
 Bill Tackett, Oklahoma  
 \* C. R. Cone, Jr., Connecticut  
 Noble Ratts, Indiana  
 Atlee Gehres, Ohio  
 R. A. Smetzer, Ohio  
 Weldon Curry, Texas  
 C. D. Foster, Texas  
 Garwood Gerdes, Texas  
 \* Paul G. Moore, Florida  
 \* Donald V. Miller, Oklahoma  
 Bill Largent, Missouri  
 H. C. Staats, West Virginia  
 Richard W. Babb, Ohio  
 \* Leo Campbell, Arkansas  
 Irving B. Rosen, Texas  
 Thomas A. Nero, Ohio  
 Charles Hawks, South Dakota  
 Harry Berry, South Carolina  
 Earl White, Texas  
 Joe Kahn, Texas  
 \* Bobby G. Carleton, Missouri  
 Clair M. "Bud" Mason, Iowa  
 Pat Cohen, California  
 \* Vincent Bergstrom, Nebraska  
 \* Russell Anderson, Idaho  
 \* Leo Herzfeld, Idaho  
 Alfred A. Boss, Iowa  
 Keith J. Armstrong, Alberta  
 Michael B. Lawrence, Alberta  
 \* James K. Schiermeyer, Kansas  
 \* Robert Vaughan, Kansas

\* Willard B. Barnes, Kansas  
 \* Guy C. Michael, Kansas  
 J. T. Denton, Kentucky  
 Raymond McConnell, Kentucky  
 E. I. Thompson, Kentucky  
 James L. Riley, Kentucky  
 Roy Butler, Kentucky  
 Haskell Stratton, Kentucky  
 Hugh J. Banfield, Kentucky  
 Curtis L. Wilson, Kentucky  
 Norman Brahm, Kentucky  
 Kindell Keeton, Kentucky  
 Frank W. Arnold, New York  
 \* Dale Sartain, Mississippi  
 \* Ray Stroh, Colorado  
 Harland Harrington, Colorado  
 \* Richard Beck, Ohio  
 \* Thomas H. Larkins, Ohio  
 \* Billie M. Miller, Ohio  
 Denzil Clark, Illinois  
 Norman Roth, Illinois  
 Andrew J. Samuels, Jr., Missouri  
 \* Ted Stumpf, Illinois  
 Virgil Munion, Oregon  
 E. Brooks Harris, North Carolina  
 Harold W. Haynes, Colorado  
 Marcellus Hartman, Illinois  
 \* Harold Corderman, New York  
 Dick Watson, Texas

(\* Indicates a new member)

## Illinois Auctioneers Can Win New Hats

Members of the Illinois Auctioneers Association are in the midst of a Membership Drive which runs until the group's Fall Convention.

Hughey Martin, Colchester, offered a new Stetson hat to the member who brings in the most new members by that time and another veteran auctioneer, Luke Gaule, Springfield, has provided for a similar award to the runner-up.

Charles B. Wade, Morrisonville, is currently serving as President of the Illinois organization and George W. Cravens, Williamsville, is Secretary-Treasurer.



# News From The Dakotas

Have had an excellent winter out here in the western end of both Dakotas. In the eastern ends, where they have more farm sales during the winter, they have had a lot more severe weather and snow.

\* \* \* \* \*

Visited with Bob Steffes from over in the Red River Valley and they have had a lot of winter and have been very busy. Most of the ND Association Board Members reported good sales throughout the fall. Had our Board Meeting February 4th, and they are all expecting a good run of sales for spring, including me. Looks like March will be full and overflowing.

\* \* \* \* \*

Jack Churchill of Hermosa, South Dakota, set the high mark for the Black Hills Winter Show on the day we were there. He sold a big, thick, Galloway yearling for \$3,000 to set the high for the week's show. The following day he sold the Charolais and had the high sale average for the week with an average of over \$1200 on all the bulls in the sale.

\* \* \* \* \*

Jim Wentz, formerly of Omaha, Nebraska, has moved back to Bowman, and is again associated with the Penfield Auction Service.

\* \* \* \* \*

Merle Clark, long time Marmarth, North Dakota, bachelor auctioneer, finally jumped off the deep end and took on family responsibilities in November. Congratulations to both of them.

\* \* \* \* \*

Have been talking to some of the boys in the NDAA about our new project in the NAA, the Building Fund. Maybe the membership will see fit to take \$100 bucks or so out of the state treasury to invest in the NAA Building Fund. If there are other states that have a few extra \$\$\$ laying in the state treasury, this might be

a good place to invest it.

\* \* \* \* \*

Our State Convention will be in Fargo this year. All auctioneers in North Dakota and the surrounding states with North Dakota licenses are urged to attend. And the rest are welcome. We're looking for another good convention, including the contest, seminars, panels, etc.

\* \* \* \* \*

Had a nice visit with the World Champ Kenny Trout in Denver during the Stock Show. Tommy Westrope, Denver Livestock Market regular auctioneer, was doctoring a cold and Kenny got the long end of the selling chores on Wednesday. They had another good Bellringer sale on Thursday, selling over 13,000 head of feeders in 12 hours.

\* \* \* \* \*

By the way, we got a new bookkeeper at our house on September 11th. Sandra Jo is her name and she broke all local records by weighing in at 12 lbs., 4 oz.

\* \* \* \* \*

Hope to get another column written before July, but if I don't, us folks from up here in the frozen Northland will be in Oklahoma City in force in July and we hope you are, too.

Bob Penfield

Bowman, North Dakota

## Would You Believe?

- ....80 million Americans wear glasses.
- ....the world's average year 'round temperature is 59 degrees Fahrenheit.
- ....there are no snakes in Alaska.
- ....the world's largest crystal ball is a 106-pound sphere of Burman quartz.
- ....New York has more marriages every year than any other state in the U.S.
- ....Australia is the least populated country in the world.
- ....the average person consumes about 45 tons of food in a lifetime.



# It Was Probably The Largest Auction In County History

Probably the largest auction in Green County history, both in attendance and pricewise, was held at the Don S. Trow Estate farm, three miles north of Albany, on County Trunk E, and it's still the talk of the day. You would never believe people would pay \$240 for a gun that could be bought new for \$80; that a bear trap would bring \$90; an Army bugle \$30 and handrung school bells, big ones, sold for \$20-plus. You wouldn't believe that a conservative estimate of the attendance, at mid-day, was 2,000 with an actual tally of 710 cars parked wherever room was available. Folks who are better estimators than Undersheriff, W. E. Deininger, claim the attendance was between 2,500 and 3,000.

You could hardly believe your eyes at the cars that were parked a mile from the Trow driveway, in either direction and on both sides of the road. Others were parked in ditches and fields. Some were even parked on other roads and the folks walked across the fields to the auction. You just can't believe people stand for



Just a portion of the memorabilia found in the Trow estate and helping to make it the area's largest auction.

hours on cold, damp ground - or cold cement - and in a biting wind. Some wrapped themselves in bed blankets, or Indian blankets, to break the wind, or draped gaudy colored blankets around them like a sarong. Most of them dressed warmly otherwise they could not have stayed.

If the crowd was spectacular, so were the prices. People just went "bid crazy" or so it seemed to the casual observer. However, there always seemed to be an explanation for the unusually high bids. One man reportedly was ready to go \$500, if necessary, for a gun he needed to complete a set of such makes. He hadn't been able to find one and he'd go the limit. It took two and a half hours of selling to make a dent in the guns, knives, ammunition, etc. It was then nearly 30 minutes past the scheduled time for selling farms. After that, the sale continued, with more guns, ammo, dishes, and furniture. It was about 8:30 that night when the final bookkeeping was completed.

To say the least, a small arsenal was sold, but there remained a box of dynamite, conspicuously in view, in one of the number of outbuildings. Clarence Ostby, Monroe, who formerly farmed in the Browntown area, was high bidder on the 162 acre home farm, at \$172.50 an acre. Fay Brewer, Albany, bought the 84 acres in Brooklyn Township, pretty close to the home farm, at \$150 per acre, with only a well and watering tank. Both, however, are subject to the final approval of the Green County Probate Court. The appraisal price on the farm itself had been \$175 an acre, pretty close.

Ostby may be the owner of the only fall-out shelter on a farm in Green County. He was a consistent bidder, he had walked over much of the land the morning of the sale. He inquired of neighbors and folks who knew the land and its productivity.



Dean George, the auctioneer, reminded the folks that "Don Trow was a teacher, a farmer, and a business man, and he made money here and still had time to trap and hunt." There must have been a couple hundred dozen traps, anyway, sold in box lots. They were sold both in a field and at the main spot in the front yard, there were that many.

Dean George called the sale at 10 a.m., just as it was advertised. The crowd was there, some coming at 7 a.m., to look around, and staying on and on. More kept arriving. Some factory workers reportedly worked overtime the night before to get off a few hours for the sale. Others took a day off work, as one might say, you never so many unemployed people that day.

One woman from the State of Oregon, visiting in Albany, was amazed at the crowd, flabbergasted at the prices, and had never seen anything like it before. She has attended auctions in half-a-dozen states of the Pacific Northwest area, but nothing like this. In most cases, the bidding started where the conservative auction-goer would end.

The lunch stand could not keep up with the hungry and cold crowd. The coffee was gone before a half of the line reached the front, the same with the sandwiches. Many drove into town for lunch, and returned only to park and walk farther than they had before.

Arriving at 8:45 a.m., Undersheriff Deininger knew that he'd have to radio for help when the crowd started to move out for home. Chief Deputy Youngblood came to the scene around 4 p.m., with a sheriff's car equipped with ambulance facilities, just in case.

The sun came through the clouds off and on, but not long enough to take the chill off the people. It seemed to be colder, and the sharp wind chilled the thin-clad in a short time. An electric heater, which was doomed for the auction block, kept one corner of the house warm for a short time. Windows and doors were wide open, people hung out the windows for a better view; some sat on the roof of the porch.



Every vantage point - and then some - was used at the Trow auction.

The auctioneer and his helpers kept the crowd warm; in fact, hot, in their bidding. It was a lively pace. He and his men must have had a big farmer's breakfast, they didn't even stop for lunch. The folks milled out and around, going into the many smaller buildings on the farm, just to see. Those interested in buying stuck with the auctioneer and made their purchases. To say the least, it's an auction the folks will talk about for a long time, and if you didn't see it, you just would not believe anymore.

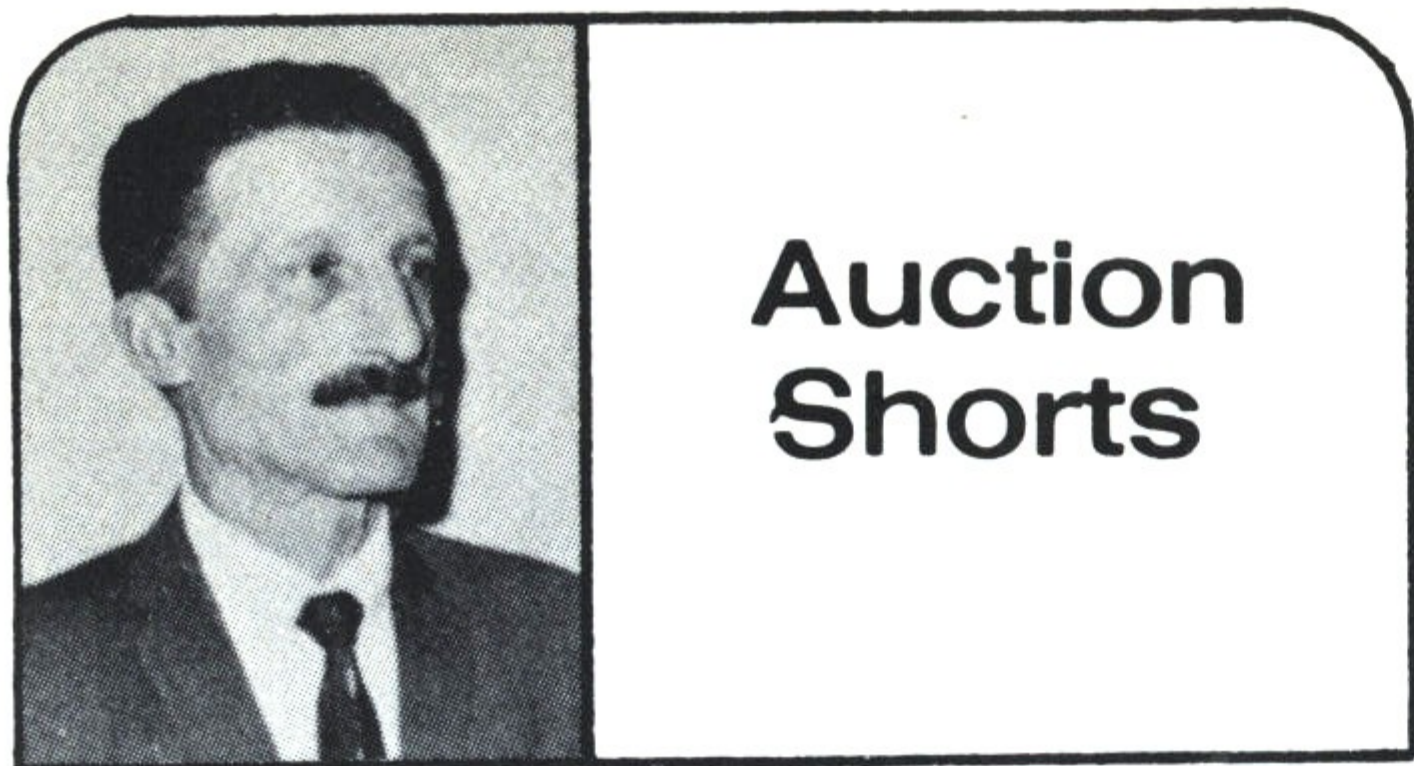
BY HELEN E. ZIMMERLI

MONROE (Wis.) EVENING TIMES

\* \* \* \* \*

Replying to his military critics in 168 B.C., Lucius Clemilus Paulus declared, "If anyone thinks himself qualified to give advice respecting the war, let him not refuse his assistance to the state, but come with me to Macedonia. He shall be furnished with a ship, a horse, a tent; even his traveling charges will be defrayed. But if he thinks this is too much trouble and prefers city repose to the tools of war, let him not, on land, assume the office of a pilot."





## Auction Shorts

It is now the middle of March, and those of us from the midwest who handle general farm auctions recognize this time of year as the closing of another general farm sale season.

Since much of our associations are with farm people and we sympathize with their problems, I thought the following might be quite amusing:

### DIARY OF A FARMER

**January**—Neighbor wanted me to join NFO and sell products as a member. Too smart for him, will rent more ground instead.

**February**—Bought another tractor on credit to handle extra ground, also new overshoes for the wife.

**April**—Didn't hold milk with neighbor, price going down, must buy more cows on credit to maintain income. Can't find help for \$1.00 an hour. Teaching wife to run tractor.

**May**—Businessmen and minister now backing NFO. Have quit church, will charge stuff in another town, won't lose freedom. Wife now runs tractor when not milking.

**August**—Crops in and cultivating done. Wife needs operation because of jolting tractor. Also has trouble lifting milkers. Banker watching crops grow, seems anxious.

**September**—Wife had operation. Soon as she gets home to do chores, I will get job at local packing plant to pay hospital bill. Union boys on strike.

**October**—Strike settled too quick. Still owe hospital. Union boys friendly. Always holler "Hello, Scab."

**December**—Prices still low. Banker

moved in with us. Wife now needs new overshoes again. Putting up my "Closing Out Sale" bill tomorrow. Moving to town. Won't hire out on farm for any \$1.00 an hour. Will get rid of banker and overshoe problem this way.

Henry Buss,  
Columbus, Nebraska

## Iowa Farm Auction Represented An Era

They auctioned off an era at the Elmer and Roy Fahrenkrug farm sale near Treynor, Iowa, last winter, according to a feature writer for an Omaha (Nebr.) newspaper. Items sold represented 71 years of farm progress, up to but not including the internal combustion engine.

Items sold ranged from a mule-skin lap robe to a horse-powered grain elevator. The two remaining draft horses on the farm brought \$90 each, their harness sold for \$20 and a pair of collars for \$1.50.

A late model steam iron, non-electric but usable, brought \$7.50. Some 40 or 50 horse-drawn machines were sold including a carriage at \$90 and a farm wagon going for \$75. All machines were well greased and ready to go.

As one would expect, the sale drew a crowd from a wide area in spite of a cold blustery day. After all, where can you find a walking lister?

## Auctioneer Heads Appaloosa Group

Col. Forrest Mendenhall, High Point, N. C., was elected President of the N. C. Appaloosa Horse Association for 1968 at the group's Annual Meeting.

Mendenhall, a Life Member of the National Auctioneers Association, is co-owner of the High Point Auto Auction as well as the Mendenhall School of Auctioneering. He is a prominent auctioneer as well as an organization participant and will make a capable leader for the Appaloosa Horsemen.



# Retired Auctioneer Continues Activity

BY JEAN WEST

An old-fashioned country auction provides something for everyone and nowhere is this more true than at the farm of Watson Van Sciver on Columbus Road, Burlington Township.

Women can find a coveted antique, a knick-knack for the corner cabinet, a large stewing pot or a supply of linens; men can choose from assorted tools and hardware and perhaps indulge their yearning for something as ridiculous as a raccoon coat; children can obtain a trinket or bauble within the limits of their budget, fill their tummies at the lunch stand, or frolic in the countryside.

Bidding at Van Sciver's auctions is spirited and lively, due largely to the animated auctioneer in charge. Auction buffs look forward to the sales at his farm as much for the entertainment aspect as the bargains to be garnered.

The vivacious septuagenarian supplies plenty of wit and humor along with his offerings.

Friendly and outgoing, Van Sciver's eyes dart from one face to another searching for a scratch of the nose, a nod of the head, the wave of a finger—indications that the bidding is continuing.

Van Sciver claims he retired at the age of 70, yet he holds 25-30 auctions in an average year. Last year he tapered down to 19.

A prominent farmer in the county, Van Sciver started auctioneering as a business in the early 1940's, although he had auctioneered 10 years prior to entering the business professionally.

According to the agrarian, he first sold horses, harnesses and equipment of his own, then expanded to sell his neighbors'.

"I always wanted to act as an auctioneer, but never had the nerve to try," he related.

Then his uncle had a sale and Van Sciver persuaded his relative to let him try his hand at selling. And so a new career was launched.

"I have sold almost everything but an elephant," he laughingly remarked.

Farm sales constitute the largest sales made by Van Sciver. Working with another auctioneer in Pennsylvania, he once sold farm equipment for a total of \$33,000. One of the largest sales made independently was a \$14,000 home sale.

Auctions used to be pretty much of a family affair, with his wife acting as clerk and his daughter, Elizabeth, collecting the sale money. However, growing deafness has forced his wife to abandon the clerkship.

Household sales take longer than farm auctions where chickens and eggs can be sold at the rate of five boxes per minute, Van Sciver said.

He worked a weekly auction in New Egypt for a considerable period of time and worked the Beverly auction for eight years.

I knew produce. I grew it and sold it from the time I was 14," he related. "I was in the selling business a good many years before becoming an auctioneer."

Auctioneering has been a fun job for the 79-year-old Van Sciver. "I've loved every minute of it," he declared.

Devotees of his auctions say that if his last wish is granted, he will return in later life to resell the estates of his favorite customers.

Van Sciver continues to live on the family homestead surrounded by the farmland that he loves with his daughter, Elizabeth, and wife at his side. Another daughter, Helen, is married.

BURLINGTON COUNTY (N.J.) Times



## It Happened ! !



No one has a monopoly on things going wrong even though many of us sometimes think we do. For instance, on page 13 of the March issue, we ran a picture of Mrs. Leona Drake showing a

medal. Imagine our consternation when we discovered that some place in the printing process, the medal, the subject of the picture, had been eliminated.

In this same issue, pages 26 and 27 were paid advertising, ordered by the Hagel Auction Co., Kansas City, Mo., but the same thing happened to the designation as happened to Mrs. Drake's medal.

We can apologize to the victims but we would much rather that these things did not happen—and generally they don't.

## Dakota Market Sale

Larry Ryken, Centerville, S. D., has purchased the Yankton Livestock Sales Co. at Yankton, S. D., from Homer Stark, Marshall Drake and Bill Holman, all of Yankton.

Ryken will continue as the regular auctioneer at the Centerville Livestock Sales Co., which is owned by his parents.

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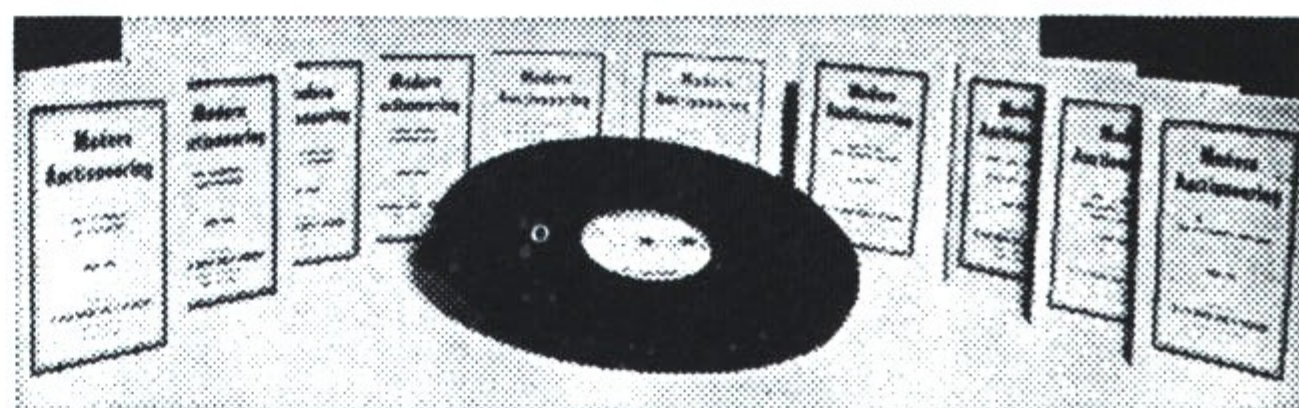
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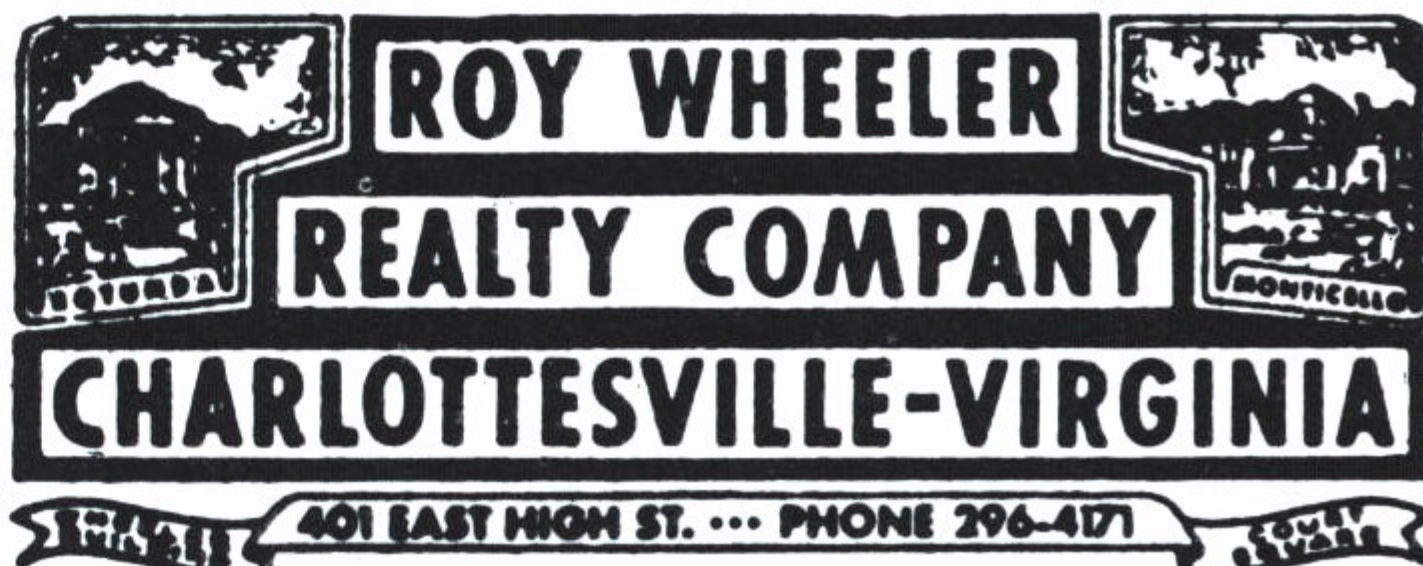
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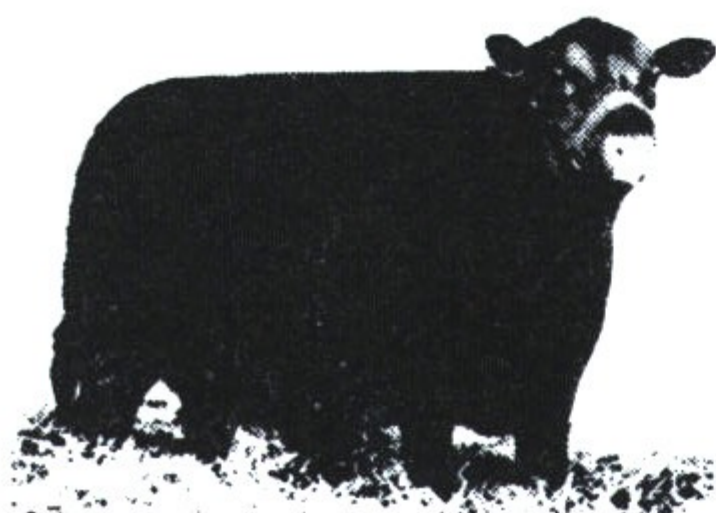
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**CLASS OF MARCH, 1968**

**FRONT ROW LEFT TO RIGHT:** Phillip M. Farrell, Mo., Larry E. Heatherly, Ala., O. R. "Dick" Ireland, Mo., Bill Halbert, Instructor, Boyd Michael, Registrar, Richard W. Dewees, School President, Dean Cates, Instructor, Delbert Winchester, Instructor, Michael Murphy, Ks., Joe Kinsey, No. Car., Edwin E. Hess, Md.

**SECOND ROW LEFT TO RIGHT:** Denzal Lentz, Mo., Lorne M. Best, Mich., Bob Bingham, Ind., Michael Kussman, Mo., Glen Lawrence, Mo., Ann Shelton, School Secretary, Leo Herzfeld, Idaho, Everett Jones, Ore., James E. Waddill, Mo., Bob Carleton, Mo.

**THIRD ROW LEFT TO RIGHT:** Carl Brokob, Mo., Bobby Matthews, Ks., Robert J. Matney, Ind., Charles Ött, Jr., Mich., Wiley Langendoerfer, Mo., Paul C. Lifeset, Mass., Ray Bowles, Mo., Laverne Scotten, Mo., Bob Chavez, New Mex., Johnny Powell, Ala.

**FOURTH ROW LEFT TO RIGHT:** Russell W. Anderson, Idaho, Ronald G. Stuteville, Ks., John D. Davis, Mo., James R. Henderson, Texas, Stanley Brown, Texas, Carl P. Russell, Jr., Mich., Bob D. Caddel, Texas, Thomas "Jack" Boone, Md., John Blankenship, Mo., James K. Schiermeyer, Ks., Homer Wilson, Colo., Larry Bates, Ill.

**FIFTH ROW LEFT TO RIGHT:** Dick Carlson, Ks., Fred Phillips, Sr., Md., Joseph G. Poe, Ky., Bob Tackett, Ky., Murphy Miller, Jr., Tenn., Blake Piercy, Jr., Tenn., Vincent Bergstrom, Nebr., Tommie Daniel, Okla., Theodore Mitchell, Ill.

**SIXTH ROW LEFT TO RIGHT:** Wilfred Clare, Alberta, Canada, Ronald Miller, Mont., Guy C. Michael, Ks., Willard Barnes, Ks., Robert Vaughan, Ks., Hillard L. Smith, Mo., Dale Overholt, Tenn., James Lakamp, Ill., Byron Tiemann, Ill., Leonard Niemeyer, Mo.



# Groove or Channel:

## Members' Choice

Participating in association affairs and just belonging are as different as being in a channel or a groove. A member can faithfully pay his dues, read his publications and incoming mail, attend meetings and capitalize on every possible service—and still be in a fixed routine that varies little from year to year. Like the track on an LP recording, it produces sweet music, but the only way it goes is round and round.

A channel is also a groove, but it's very much wider and deeper—and it leads to the open sea. Symbolically, traffic is confined in the early reaches, but as one moves along, there is more and more room to maneuver. The deeper the water all around, the more latitude it gives the pilot.

Every association officer and committee chairman is a pilot, charged with the "safety of the ship" while he holds the wheel. Sometimes the channel markers are close and clear, but the job grows more demanding as time goes on, spiced with occasional hazards and even some dead reckoning along the way.

Accepting the responsibility pays off in many ways, over and above the satisfactions of involvement and performance. The "pilots" are the prime movers, the innovators, the seasoned counselors to whom others turn for guidance. Their personal contacts are rewarding—with speakers, legislators, government administrators and their own opposite numbers in cooperating organizations.

As a stimulant to growth, participation also helps the member's company or enterprise, repaying it handsomely for the time and money invested. And not only in fresh ideas and improved techniques! "Names make news"—and the member-on-the-move generates top-quality publicity for his concern. Participation is public relations in its highest form.

\* \* \* \* \*

### Error-analysis Minimises Risk of Future Mistakes

"To err is human": everyone makes mistakes. The real trick is not to repeat them. Analyzing *why* you made a certain error will help you do it right the next time. The line to follow in your self-examination was prescribed as follows by Mark Hanna, addressing the New York Sales Executives Club:

1. Did you put too much reliance on personal experience?

2. Did you concern yourself too much with situations that occurred in the past?

3. Were you motivated by a need for personal prestige?

4. Did you emphasize the competition too much? You must act rather than react to what "they" are doing.

\* \* \* \* \*

Glasses do the strangest things to vision; especially after they have been drained and filled a few times.





# The Auctioneer Booster Club

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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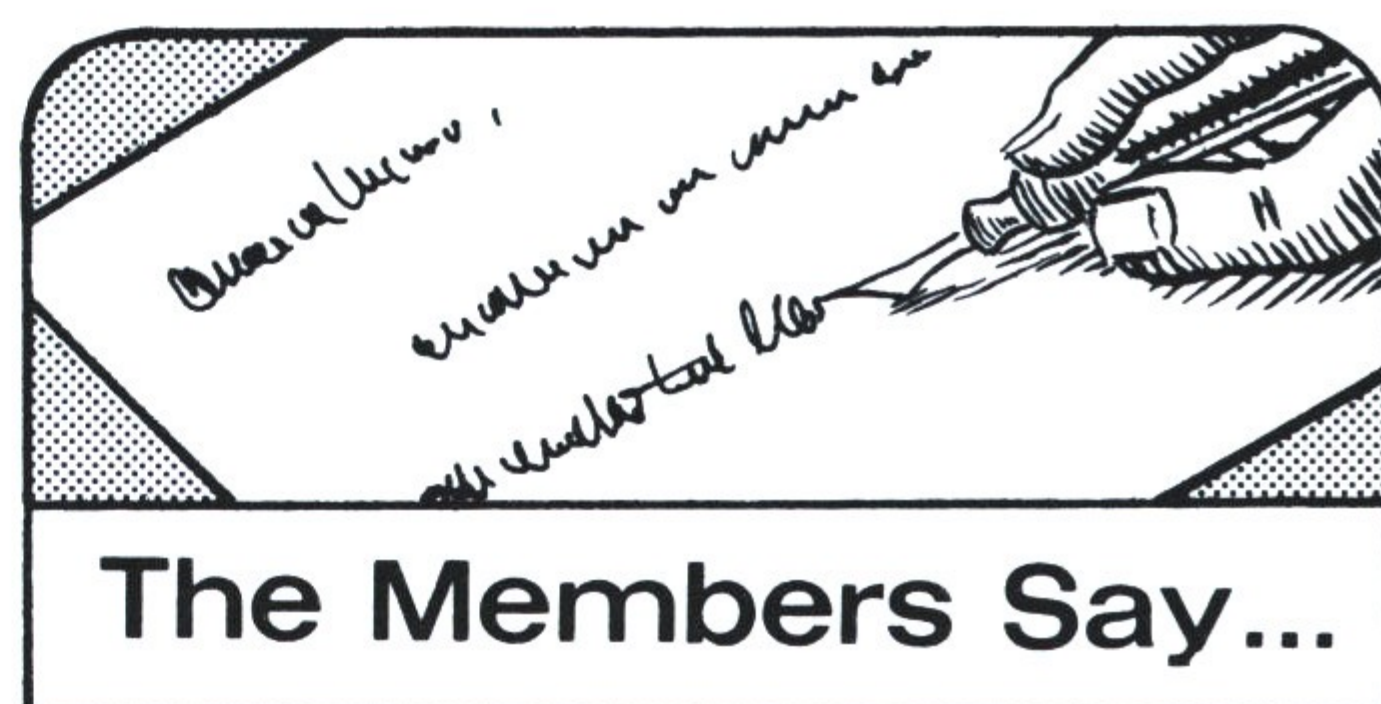
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**Ladies Auxiliary to the NAA**



Dear Bernie:

Enclosed is a rundown on my most recent undertaking in the auction profession. The sale was a tremendous success and much of the credit goes to Jack Ellis of Lavina, Mont., whom I hired to sell with me.

Your move to the central part of the nation is very agreeable to me and I hope to be able to come and see our new national headquarters one day.

Plans are under way for our Annual Montana Auctioneers Contest which will be held in Glasgow this year. As a member of the Board of Directors of the Montana Auctioneers Association, an invitation is hereby extended to you and any other NAA members who can be in attendance. Notification of the exact date will be forthcoming as soon as it has been definitely established. This annual contest is our method of determining the auctioneer most qualified to officially represent the Montana Auctioneers Association at the



annual World's Champion Contest. This year we will incorporate a merchandise auctioneers contest in addition to the market selling.

The asterisks denoting new members on the list of memberships processed in the January issue of "The Auctioneer" is most heartening. Is there any possibility of your keeping us informed each month as to the current total membership? Possibly this would be of additional interest to other members and give some an incentive to ask for memberships from their local constituents.

I sent a check today to the local Mutual of Omaha representative for the very reasonable premium on insurance through the NAA group plan and very strongly advise any member who has not as yet looked into this great plan at terrific savings to do so at the first opportunity. Many thanks to those in command of the NAA for making this program available.

Sincerely,  
E. V. "Dusty" Dustin  
Billings, Montana

\* \* \* \* \*

Dear Bernie:

Enclosed please find a check from Ted Stumpf of Carlyle, Ill., for his NAA membership.

Sales have been good around here, have had more sales this year than in the past.

Yours truly,  
Charles B. Wade  
Morrisonville, Ill.

\* \* \* \* \*

Dear Mr. Hart:

Enclosed, please find my personal check to cover my 1968 membership dues. Please excuse my overlooking this matter.

I am very happy to be a member of such a fine organization. I also enjoy "The Auctioneer".

Best Regards  
Andrew J. Samuels, Jr.  
Marshall, Mo.

Dear Sir:

Please add my name to the Booster Club. Enclosed is my check for \$5.00. I am sure "The Auctioneer" is a big help to everyone.

Thanks,  
Wally Plueger  
Long Beach, California

\* \* \* \* \*

Dear Bernie:

Enclosed is my check for \$15.00 for dues and the Booster Page. I look forward to each issue of "The Auctioneer". It is interesting to see how sales are going in other states.

There have been a lot of sales around the state here in Illinois this winter. In spite of the price squeeze on the farmers, demand and prices have been very good. Land prices, "for farming purposes", have fallen off somewhat from last summer, but the demand is still good. Highest price for farm land in this area was \$1065.00 per acre for an 80 acre farm. This was good, flat, black land with a house, barn and a crib on it.

Looks like March will be my busy month so far this year. Had a good month so far and still booking more. I wish you the best in your new location. May 1968 be a bigger and better year for the Auction business and the N. A. A.

Sincerely,  
Norm Roth  
Morton, Illinois

\* \* \* \* \*

Dear Colonel Hart:

I am enclosing a clipping and snapshots of one of the most interesting sales my husband has ever had. I am a little slow in sending this, but thought you might still be able to use it in "The Auctioneer". I am also enclosing the auction bill and copies of another article on the Trow sale that appeared in the Monroe Evening Times. Also an article on my husband that appeared last winter in the Janesville Daily Gazette.



This has been a wonderful winter here in Wisconsin, for auctions or anything you might want to enjoy short of winter sports. It has been a wide open winter so far, very little snow, lots of sunshine but cold. We enjoy reading "The Auctioneer" every month.

Yours truly,  
Mrs. Dean George  
Evansville, Wisconsin

## Gentle Art Of Tooting Your Own Horn

"Modesty", it has been said, "is a fine jewel, but many who wear it die beggars". It's true. The man who gets ahead today has mastered, among other things, the fine art of calling attention to himself.

**He speaks up.** He's a good conversationalist and he makes contacts easily. He knows how to ask questions that reveal opportunity. He is skilled at speaking before groups and he lets his superiors know of his availability for this purpose.

**He gets himself talked about.** He is free with his ideas, not just on the job but in his community. He invites commendation and testimonials by establishing channels of communication between the people he helps—inside and outside of his job—and his superiors. He takes sides on controversial issues. He lets people know where he stands.

**He writes.** He keeps ideas flowing into the company suggestion box. He writes memos to specific people outlining problems and detailing solutions. He keeps news and ideas moving into company publications and the trade and business press. He writes letters.

**He participates.** He's a joiner. He makes a point of volunteering for company, industry and community projects. In fact, he contributes so much to his job and community that really he doesn't have to toot his own horn, because there are so many people willing to do it for him.

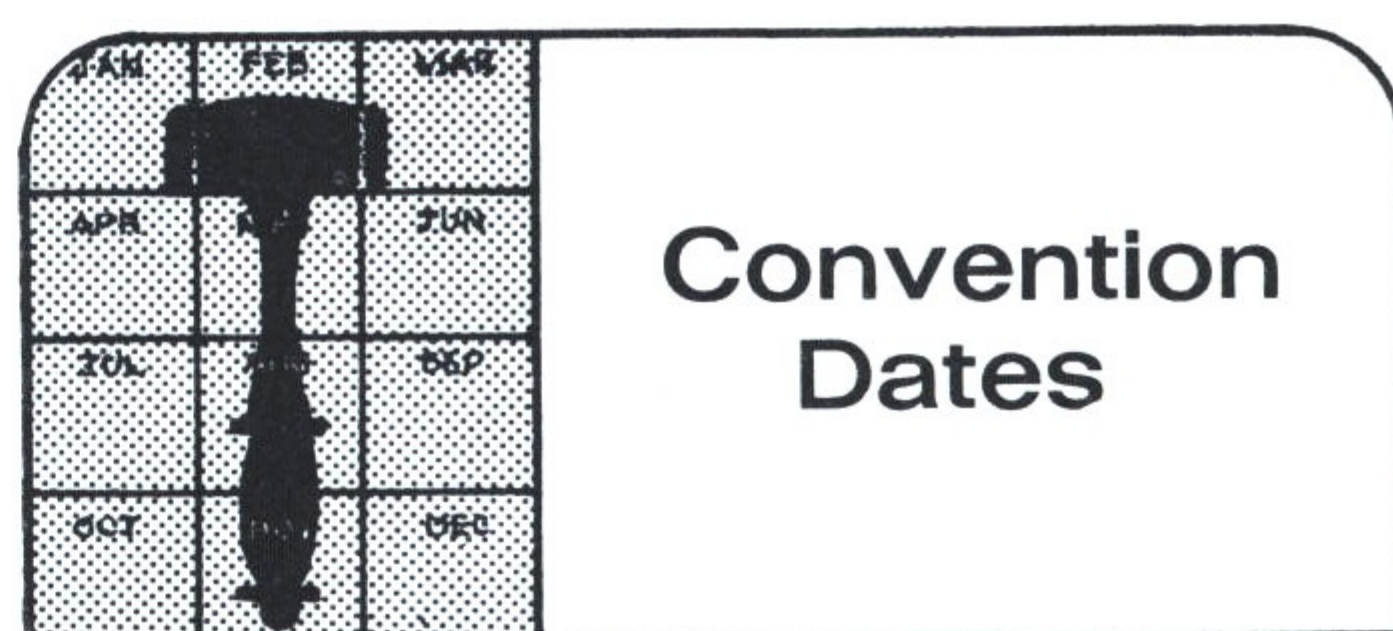
From: Ted Pollock Productions—Dec. p. 165

## Sale Mistake

Harvey Hammond, Terre Haute, Ind., went to an auction and purchased a coat for \$1.00. When he got home, he checked and found a man's wallet containing credit cards and a driver's license.

The license was in the name of John W. Thompson. Hammond notified police. Officers took the wallet to Thompson's home and learned the coat was his and had been sold by mistake.

Thompson was the auctioneer.



April 5-6-7—North Dakota Auctioneers Association, Fargo Built Mor Motel, Fargo

April 6-7—Illinois State Auctioneers Association, Lincoln-Douglas Inn, Quincy

April 7-8—Kentucky Auctioneers Association, Sheraton Hotel, Louisville

April 20-21—Arkansas Auctioneers Association, Royal Vista Inn, Hot Springs

April 28—Iowa Auctioneers Association, Fort Des Moines Hotel, Des Moines

May 4-5—Oklahoma State Auctioneers Association, Ramada Inn, Oklahoma City

May 4-5—Missouri State Auctioneers Association, Central Missouri Livestock Market, Mexico, Missouri

May 5—Nebraska Auctioneers Association, Pawnee Hotel, North Platte

May 19—Washington State Auctioneers Association, Chinook Hotel, Yakima

May 25-26—Kansas Auctioneers Association, Holiday Inn, Manhattan

June 8-9—Pennsylvania Auctioneers Association, Hotel Americus, Allentown

June 9-10—Tennessee Auctioneers Convention, Riverside Motor Lodge, Gatlinburg, Tenn.

July 11-12-13—National Auctioneers Association, Sheraton-Oklahoma Hotel, Oklahoma City.

July 27-28—Mississippi Auctioneers Association, Cleveland, Mississippi

December 7-8—Virginia Auctioneers Association, Natural Bridge Motel, Natural Bridge



# Across The Country

BY BERNARD HART



"If all our members would sign up as many new members as I have since January 1, 1968, we would have some 16,800 members." This is a sentence from a letter, written by Craig Lawing, Charlotte, North Carolina.

We hope that those who are prone to criticize the NAA for the size of its membership will re-read the above paragraph. And the next time YOU hear someone make an uncomplimentary remark about membership, please ask them how many new members they have secured in the last year—or the last ten years. You will probably find that those who talk the loudest have made the smallest contribution.

\* \* \* \* \*

Elsewhere in this issue will be a report of the organization of the California Auctioneers Association. While a new record was no doubt established in attendance at a "first" meeting there was one record definitely established and that was the number who traveled to the meeting by air. A good percentage of those present came by plane, either scheduled airline or private aircraft.

\* \* \* \* \*

A picture of Pop Hess now hangs in the office of the National Auctioneers Association in Lincoln, Nebraska. It is the picture that was on the wall at WRFD, Worthington, Ohio. Last year, they remodeled the WRFD offices and it seemed Pop's picture didn't fit the new decor. It is now the permanent property of the NAA, thanks to Pop Hess. It will serve to inspire future editors of "The Auctioneer" as Pop Hess has not missed writing a column for a single issue of "The Auctioneer" in more than 15 years!

\* \* \* \* \*

In establishing the NAA Building Fund, the Board of Directors postponed the

manner in which donors would be recognized until more study could be given to the matter. However, we just can't resist informing everyone that Walter Heise, Oconto, Wisconsin, was the first donor from that state. The main reason is that there is more to the Heise story.

When the Booster Page was established in "The Auctioneer", about 18 years ago, Walter Heise was the first one to send in the required \$5.00 for listing. And his name has been on it continuously since that time. His is the only name that has been listed continuously. Also, Walter Heise probably has the most complete file of "The Auctioneer", other than the NAA office. When the binders were made available he ordered enough to preserve all his copies—and he buys a new one each year.

\* \* \* \* \*

Walter Carlson, Trimont, Minnesota, who describes himself as a "has-wuzzer", sent us a clipping from a Minnesota newspaper in which he is draping a coat made from a buffalo hide around three 6th grade boys. Other members of the class seem delighted with the display of by-gone America. Walter is quite a Historian in addition to being an instructor at the Reppert School of Auctioneering and he has made appearances and demonstrations at a half dozen schools this past winter. This action and favorable weather has allowed him to enjoy reasonably good health throughout the winter, he reports.

\* \* \* \* \*

A note from "Doc" Crowell at press-time advises us that the Mayor of Oklahoma City will declare Friday, July 12 as **AUCTIONEERS' DAY**. Doc has a lot of plans in motion to entertain what he says will be our largest NAA convention. You'll be hearing more about these in the next issue, including the possibility of a real buffalo barbeque.

\* \* \* \* \*



Other convention notes are that two of America's most capable public speakers have confirmed invitations to participate in the program. One will speak on Thursday afternoon and the other at the Grand Banquet, Saturday evening. All in all, things are shaping up for a great program. Don't miss it.

\* \* \* \* \*

A closing note in regard to the Bloomers of Iowa, who were seriously injured in an auto accident. We visited them at the Jennie Edmondson Hospital, in Council Bluffs, Iowa, three weeks after the accident. At that time, they appeared to be definitely on the road to full and complete recovery, but it will take some time. They will be hospitalized for several more weeks.

\* \* \* \* \*

Getting started is often the hardest part of a job.

## Auction Raises Fund For School Library

"An overwhelming success" was the happy comment of the Clinton, Iowa, Junior Women's Club regarding their recent benefit auction.

A steady flow of people estimated at about 400, attended the sale which began at 10:00 A.M. and continued until nearly 2:00 P.M. Paul Burnett, Clinton auctioneer who donated his services, described it as being a good bidding crowd.

Proceeds from the auction are to be used to replenish the book supply at the Clinton High School library, replacing those lost in the school fire. An arsonist caused a loss of 2½ million dollars in the holocaust.



A Thirty Man Class receives bid calling instructions.

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## The Lighter Side...

### Much To Say About Taxes

Work hard, save your money, keep hustling and someday you may be able to pay your taxes in one installment.

Income is something that you can't live without or within.

The Treasury Department is trying something new this year. After you pay your taxes they give you a mirror so you can go home and watch yourself starve to death.

An income tax expert is a guy whose fee is equal to the amount he saves when he makes out your return.

Work may not be as hard as it used to be but it's certainly a lot more taxing.

A tax payer is a guy who has changed his place in the sun for one behind the eight ball.

Some of today's most imaginative fiction can be found on an income tax form.

Oh, for the good old days when Uncle Sam lived within his income . . . and without most of mine!

\* \* \* \*

### Too Late

**Father:** "If you don't stop playing that violin, I'll go crazy."

**Daughter:** "I guess it's too late, Dad. I quit playing an hour ago."

\* \* \* \*

### Full House

"Your boy friend, Bill, just asked me for your hand in marriage and I consented," dad told his daughter.

"But, father," she cried, "I don't want to leave mother!"

"I don't want to stand in the way of your happiness," father answered, "Take mother with you!"

### Sure Cure

A couple who had been happily married for 15 years suddenly started having marital problems. The dutiful wife decided to consult a marriage counselor.

Upon her return home she confronted her husband and whispered very sweetly, "Clyde, come here into the bedroom." So he did.

"Clyde, take off my dress." So he did.

"Clyde, take off my slip." So he did.

"Clyde, take off my undies," So he did.

"Clyde, I talked with a marriage counselor today, and he said you must stop wearing my clothes!"

\* \* \* \*

### Too Costly

An old Scotchman was giving his son advice: "Don't marry for money, son; you can borrow it cheaper."

\* \* \* \*

### Shepherd's Problem

A young man and an older man occupied adjoining seats on a crowded train. The older man asked the younger what his occupation was. The young man said he was a sheep herder and had 500 sheep in his flock.

His companion, a bishop over a large diocese, said, "I'm a 'shepherd', too—I have over 5,000 in my flock."

The shepherd looked at him in astonishment. "Good grief, man, how do you manage when lambing time comes?"

\* \* \* \*

### Not in Vain

"My wife explored my pockets last night."

"What did she get?"

"About the same as any other explorer—enough material for a lecture."



### The Quiz

It was an ideal day and four girls overcome with spring fever skipped morning classes at high school. After lunch they reported to the teacher that their car had a flat tire, which delayed them.

Much to their relief, she smiled understandingly and said, "Girls, you missed a test this morning. Please take seats apart from one another and get out your writing paper."

When the girls were settled and waiting expectantly, she instructed them: "Now write the answer to this question—'Which tire was flat?'"

\* \* \* \*

### Quite A Surprise

"Please be quiet," cautioned the librarian. "The people near you can't read."

"They can't!" said the surprised little boy. "I've been reading since I was six."

\* \* \* \*

### No Excuse

"Mabel, they tell me your husband has hired a new secretary who's really a knockout," said a woman archly. "What do you think of that?"

"I think it's wonderful," said Mabel. "Now he won't DARE come home late for dinner again."

\* \* \* \*

### Knees

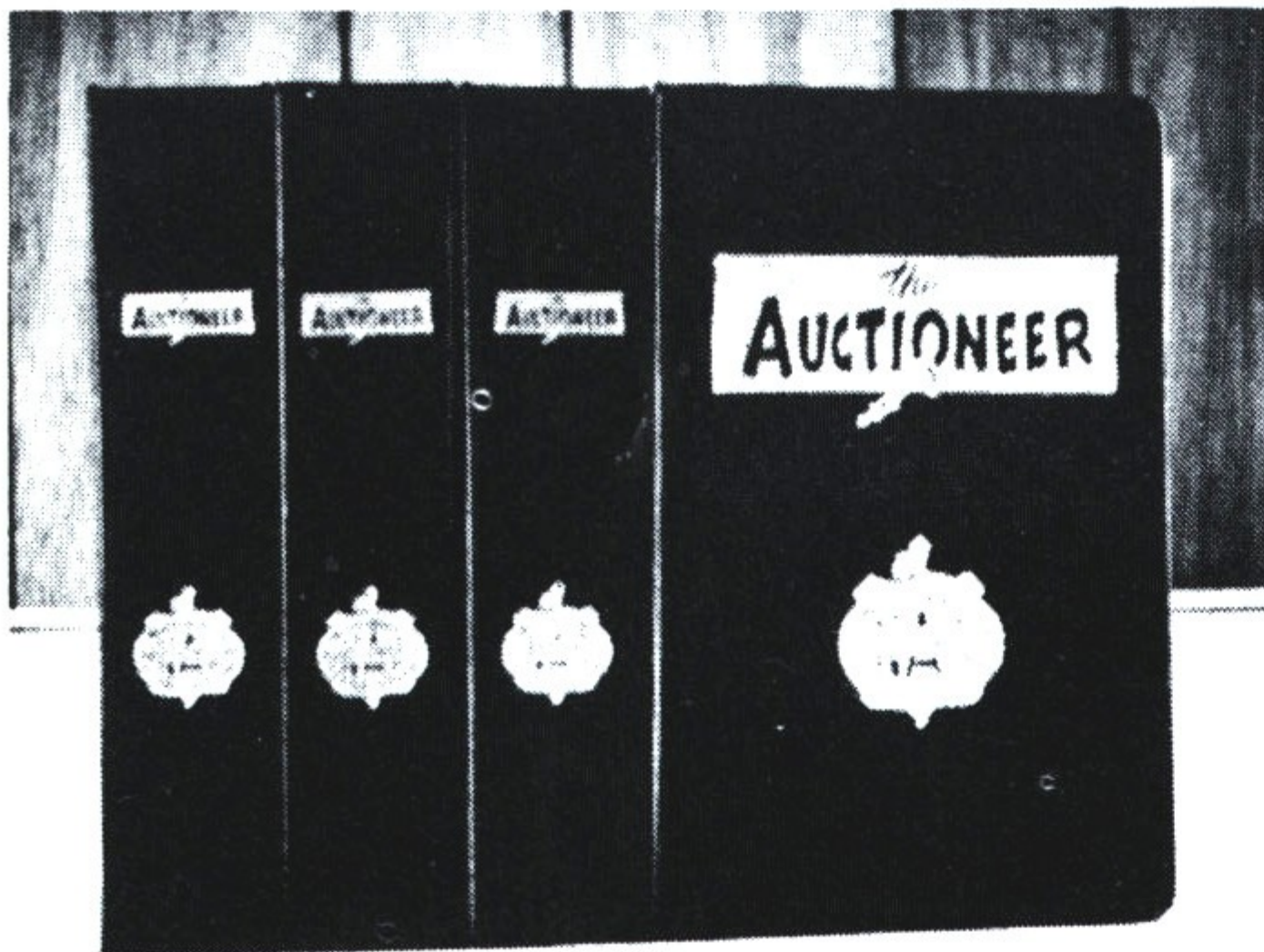
*I think that I shall never see,  
A thing as ugly as a knee.  
Above whose gnarled and knotted crest,  
The mini hemline comes to rest.  
Nuts write poems such as these,  
But greater nuts display their knees.*

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