

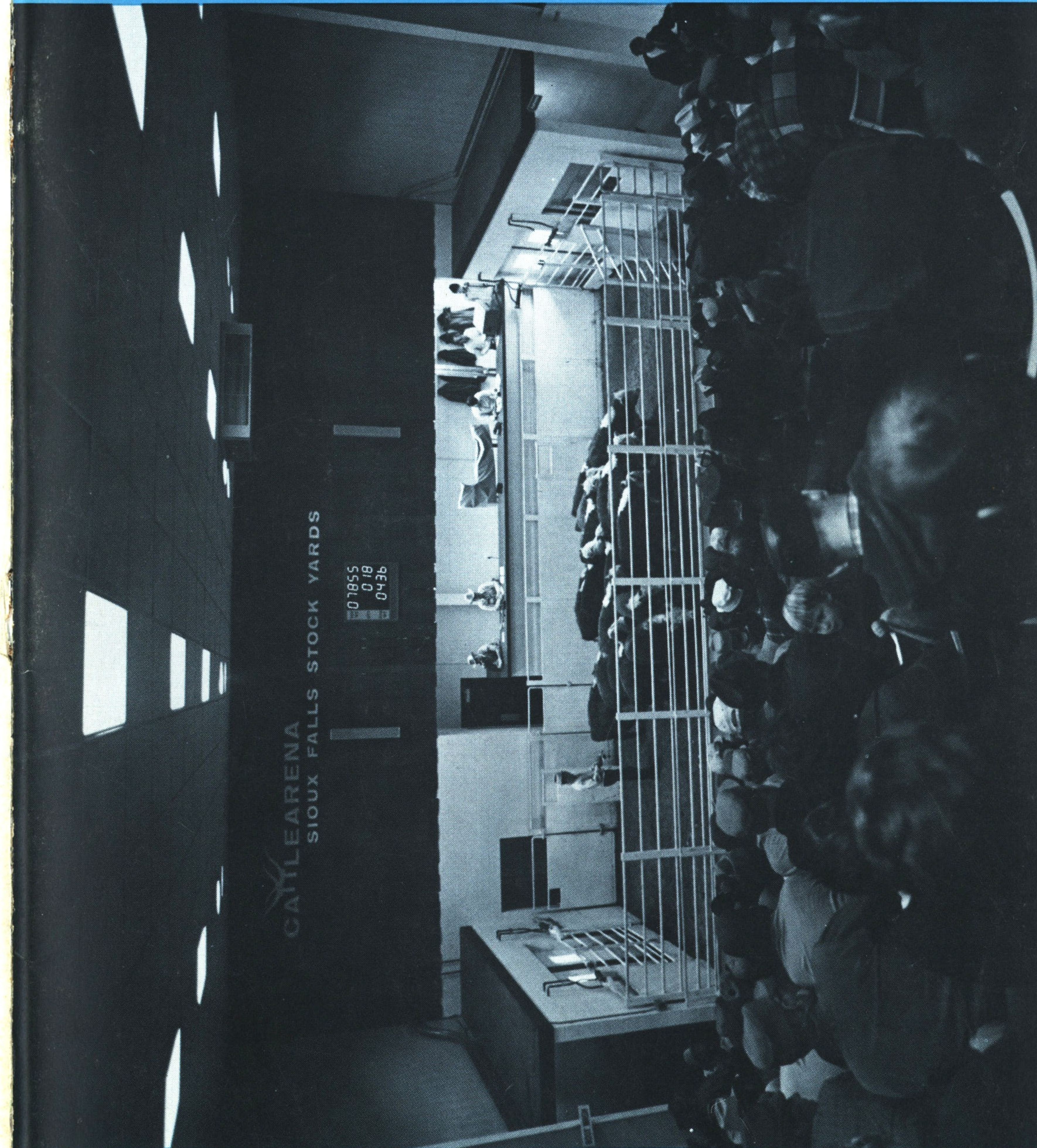
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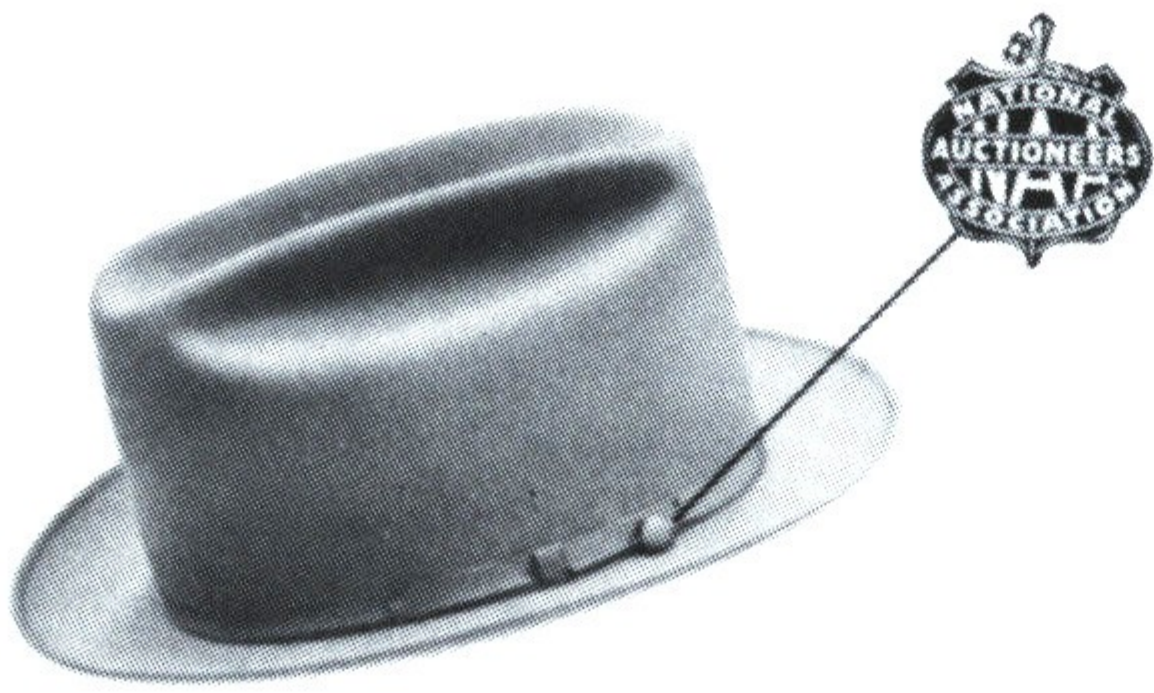
NO. 4

APRIL, 1974

THE

auctioneer





“AUCTIONEER HAT”



“AUCTIONEER’S GAVEL” TIE TACK

The summer straws are here, cream colored milan straw with the famous “Stetson Stallion Block” in the 3 brim widths — 2-1/8”, 2-3/8” and 2-5/8”. I am most happy to be in a position to offer these nice “Stetson” hats.

I received a shipment of the silver belly “Open Road” style felt hats that were made to our specifications and was able to fill most of my back orders. I want to thank those of you who are still patiently waiting for your hat. It should be to you by the time you read this issue.

The jackets went over far better than our expectations. We have shipped these London Fog type (washable) jackets all over. We have a new National Auctioneers emblem in the same three colors that is washable, that comes on the jacket. Colors are navy, natural, yellow, earth brown, and burgandy, comes in Med., Large and Ex-large.

We have had several inquiries about the “Open Road 7X (100% Beaver,” Stetson’s most famous hat. Anyone who is interested the price is \$100.00 and delivery time is about 30 days.

We still have the solid gold tie tac w/diamonds and emblems for your coat or blazer.

The gavel itself is 14 K "Solid gold"			
with .15 high quality sparkling diamond			\$159.95
with .25 high quality sparkling diamond			\$219.95
Felt (Silver Belly)		\$14.95	Straws (light tan) 11.95
Jackets w/3 color emblem		19.95	(large, medium and extra large)
3-color Auctioneer Emblems		3.00	Plus 4% sales tax

COLONEL W. CRAIG LAWING

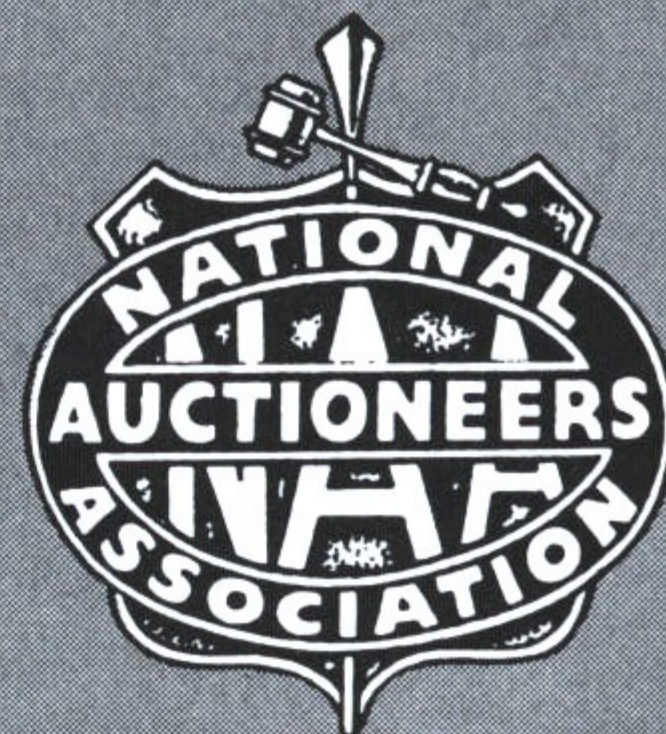
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THE auctioneer

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Jan Merritt, Assistant to the Editor

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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North Dakota Is ---- Convention Country

Enthusiasm ran high on March 1, 2 and 3rd at Carrington, N.D., when the North Dakota Auctioneers Association held their annual convention.

Over the years the NDAA has had an occasional member that always complained, "If you aren't one of the boys, you never get anywhere," and I guess every organization that has grown and got some things done has always had a few people that did most of the work and a whole lot more people who were willing to let them do it.

They all got shot out of the saddle and the wind let out of their sails in the first NDAA livestock auctioneer contest. This was the first year that the livestock salesmen were separated from the merchandise auctioneers for a two part contest.

Kelly Fischer, a 21 year old man that had been in the auction profession less than a year, stepped to the microphone and turned in an outstanding performance to capture the championship honors. This was his first year as an NDAA member and his first convention.

Championship honors in the merchandise contest went to Stanley Wald of Berlin, who had entered several of the previous 10 contests and had won everything except the first place trophy.

The 1974 convention had the largest attendance of auctioneers that it has had since its organization meeting. (It was organized during the OPA days and had almost 100 auctioneers in attendance for that meeting) After the contests were over the group in attendance settled down to the next order of business the 1974 NAA Convention to be held in Medora in July. Conversation and addresses made by the speakers all carried the same enthusiasm looking forward to greeting our fellow auctioneers and their families from all over the world in just a few short weeks.

Most North Dakota families will be traveling to Medora in either their camp-



Top, Bernard Hart, Executive Secretary, NAA, addressing North Dakota auctioneers and wives.

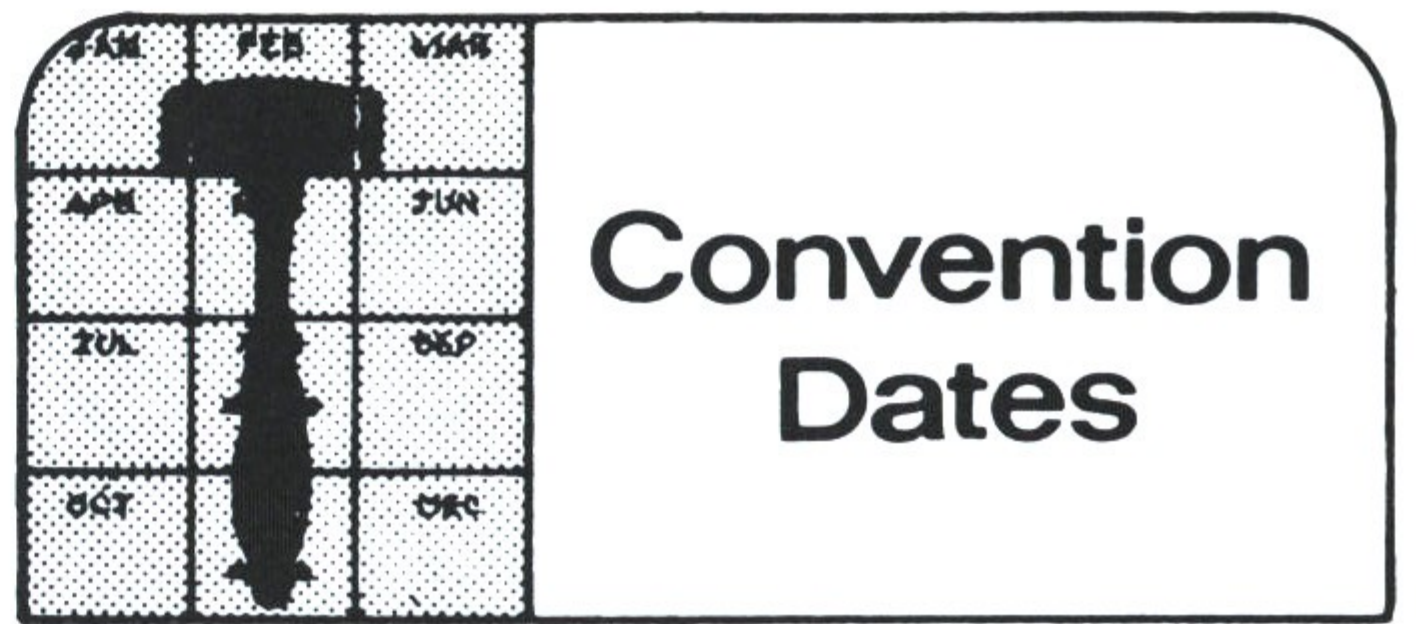
Bottom, Auctioneers and wives ready for the Annual Banquet.

er or one they have rented for the week. Gasoline will not be much problem in the radius of several hundred miles as this is all agricultural country and an ample supply of fuel has been assured. The SD travel department issued a statement the 1st week of March declaring that tourists should have enough gas in South Dakota if they are a little careful about Sunday travel as many stations close that day. We think this will be the case in a wide area.

Top notch entertainment, good speakers and the world's nicest setting for a convention all will fall into place and shape up to a convention that you won't want to miss.

Neighboring states of Montana and South Dakota long ago pledged their

support for the Medora convention. NAA members, no matter where they are from, can bet they'll be made to feel more than welcome when they arrive in the Rough Rider State. The N.D., S.D., and Montana Auction folks will not leave a stone unturned to see that it happens that way. "You All Come!"



April 21 — Iowa Auctioneers Association, Ramada Inn Downtown, Des Moines.

April 21-22 — Kentucky Auctioneers Association, Galt House, Louisville.

April 29 — Georgia Auctioneers Assn., Atlanta Auto Auction, Red Oak.

May 4-5 — Missouri State Auctioneers Assn., Drury Inn, Springfield.

May 4-5 — Oklahoma Auctioneers Assn., Oklahoma City.

May 5 — Nebraska Auctioneers Association, Broken Bow.

May 19 — Alabama Auctioneers Association, Downtowner Motor Inn, Montgomery.

June 7-8-9 — South Dakota Auctioneers Association, Sioux Falls.

June 8-9 — Ohio Auctioneers Association, Kings Island (15 min. north of Cincinnati).

June 16-17 — Tennessee Auctioneers Association, Pickwick Dam State Park, Savannah.

JULY 23-24-25 — NATIONAL AUCTIONEERS ASSOCIATION CONVENTION. MEDORA, NORTH DAKOTA.

Center, 1974 Livestock Auction Contest winners, (left to right) Dennis Bengston, Park River, 3rd place, Bob Penfield, Bowman, Reserve Champ, Kelly Fischer, Hague, Champion Livestock Auctioneer.

Bottom, Wilbert Kroh, Bismarck, conducting business meeting, Permanent NDAA Secretary, Judy Heinze, on his right. Also pictured, Gerald Kemitz, Cavalier, Frank Fitzgerald and Clarence Haggard of Bismarck.



Top, Winner 1974 Merchandise Auction Contest, (left to right) Champion Stanley Wald, Berlin, Reserve Champ, Arlo Schmidt, Maddock, third place Cliff Orr, Ypsilanti.

Adam & Eve had an ideal marriage. He didn't have to hear all about the men she could have married . . . and she didn't have to hear about the way his mother cooked it!

President's Message

The weather and energy crisis has been playing havoc with my travel plans, much to my disappointment. First a flight to the Pennsylvania meeting was cancelled and also to Indiana. I was, however, able to make later connections to Indiana. In returning from the Minnesota meeting it was necessary to be stuck over the airport over two hours before being able to land due to fog. Fog also prevented me from making an 8 A.M. takeoff for North Dakota until 2:00 P.M. By this time it was too late for me to make connecting flights so I returned home.

I'm sorry for the inconvenience I caused the North Dakota Association and disappointment of the Pennsylvania Association. I shared your disappointments as I had looked forward to being at both meetings.

I mention these instances as they are something over which we as individuals have no control. We must make the most of these such situations as life and our profession are full of them. It is how we react to the situation at the time that counts.

We as professional auctioneers should be sufficiently self disciplined to cope with and overcome these situations as they arise. The most important things we must understand are keep your self-control, observe the situation as it is and at the same time consider the options and solutions at hand to overcome the problem without undue distress.

In my situations mentioned I had the opportunity to observe the reactions of people to something over which no individual had any control. I would say the majority were very calm and patient. They, in a pleasant and business like manner, consulted officials as to alternatives in their flights. Understanding officials offered as much help as they could and many were made happy. Other passengers were rude and ugly and some almost becoming hysterical. They were trying to be helped also but in my observations they didn't receive quite the cooperation as those who were pleasant.

My message is, we as professional people, must educate ourselves for self dis-



JOSEPH DONAHOE

cipline in order to meet any situation that may arise in pursuit of our profession or every day life. In doing so we will not only be prepared for our own problems but may be able to help another person at some future date.

To receive help in all phases of your profession, plan now to attend the National Convention, in Medora, North Dakota, July 23-24-25.

Georgia Meeting Set

Joe Ellis, President of the Georgia Auctioneers Association, has announced a meeting of the organization for Monday, April 29. It will be held at the Atlanta Auto Auction, Red Oak, Ga., and those attending will be guests of the Auction for a barbeque lunch at noon. Business meeting will be held immediately following lunch.

Antique Auction Gets \$116,000 in 12 Hours

Prices were good and bidding was spirited at an antique auction held February 28, at the Convention Auditorium in Hot Springs, Ark. For example, 20 oak china cabinets with rounded fronts sold at prices from \$300 to \$700 each.

Victorian tables sold from \$100 to \$500; a Cranberry vase, \$110; Peach Blow Bride's Basket, \$260; small Burmese cabinet piece, \$170; Coralene vase, \$200; Satin vase, \$190; Coralene Satin vase, \$260; Satin Bride's Basket, \$350; 5 pc. Amberina water set, \$290; Amberina bowl, \$145; Swedish Cameo vase, \$200; 3 tier Epergne, \$300; Banquet lamp, \$400.

A cherry poster bed sold for \$975; 4 Victorian chairs, \$1,440; Ramsay oil painting, \$400; Dutch painting, \$625; 4 pc. Belter parlour set, \$8,500; Victorian Etergere, \$500; small bronze animal, \$575; tiny bronze bear, \$400; Borglum Bronze, \$17,000; bronze Algerian woman, \$1,450; Moser vase, \$285; Satin jam jar, \$310; Daum Nancy bowl, \$375; Satin Epergne, \$475.

Other prices included a Burmese Epergne, \$3,000; Sevres card tray, \$525; Rose Canton vase, \$250; Teakwood table, \$2,100; 14" cut glass punch bowl, \$560; Mallard arm chair, \$310; French Secretary, \$4,900; Chinese screen, \$700; small brass Etergere, \$500; Sterling Silver centerpiece, \$635; Satin glass Bride's Basket, \$500; Cranberry Chandelier, \$600; Meissen mirror, \$2,500; and a pair of bisque figurines brought \$850.

Approximately 300 people from 19 states attended the auction. This was most encouraging to the auctioneers due to the much talked about energy crisis. An admission charge of \$5.00, unrefundable, was collected. The auction was conducted by the father and son combination of James E. Wilson and Joe R. Wilson, both of Hot Springs, Ark.

PERSONAL NOTE: My son and I were both down with the flu for several days prior to the auction and due to our weak condition and the size of the auction we felt we should call for help. At the very last moment I called Jim Stevens, Nashville, Tenn., and he caught the first plane

OUR COVER

South Dakota's newest cattle auction facility was completed in January 1973. Auctioneers Maynard Jensen, Chamberlain and Gary Wieman, Marion, South Dakota, sold 200,000 head of stocker-feeders through this 18 x 40 ring-scale the first year.

The facility features computer read-out displaying total weight, head count and average weight. Hydraulic operated doors and telephones at the buyers seats add to overall efficiency. A pneumatic tube system from the auction clerk and scale master to the settlement office speeds up the paper processing.

Colonels Jensen and Wieman sell two feeder cattle sales and one feeder pig sale weekly at the Sioux Falls Stock Yards.

to Hot Springs, and needless to say he did a remarkable job. Our hats off to you, Jim, and we say Thanks-Thanks-Thanks.

Iowans Will Celebrate Silver Anniversary

In 1949 a group of Iowa auctioneers gathered and formed an Association, which on April 21, 1974, will be 25 years old. A Silver Anniversary is at hand for all Iowa Auctioneers, their wives and families at the downtown, Ramada Inn, 923 - 3rd St., Des Moines, Ia.

President, Col. Howard Buckles of Keosauqua, Iowa, has big plans for a great day of celebration and fun for all starting at 10:30 A.M., with registration and a "Buffet" style meal at noon, followed by the afternoon program.

Auxiliary President, Mrs. Harold Van Syoc, of New London, has time reserved for the women during the afternoon.

Come one, come all and let's make this the GREATEST IOWA CONVENTION OF THEM ALL!!!!

Mike Bloomer, Secretary IAA

Common Sense in the Auction Business

By Leo Jesion

My last article covered Public Address Systems and some of their advantages. To illustrate my point, here are two cases in which I personally believe my PA Systems paid for themselves.

Doing estate auctions for various attorneys, I noticed that one in particular always gave me his junk estates. I knew that he had handled many better estates than these; however, those must have been given to someone else. And at this stage of my career I could not afford to be too particular. One day he called me and took me to what was probably the worst place I had ever been to. It stunk in more ways than one. For probably the first time, I was seriously considering not taking a sale, but decided that, as I had already wasted part of the day looking at it, I might as well finish the job. But I did resolve that this was the last time that this man would ever use me.

On the day of the sale, I had exactly four people at starting time — and they were only passing the time of day. So I waited about twenty minutes until we had eight people and started. As could be expected, it was tough and I really had no choice but to keep plugging away. The bric-a-brac sold but the furniture would not. As the house was located on a busy road, I had one of my helpers move the speaker up nearer to the road, making it possible for people passing to hear. I'm not going to say that I had a rush of people coming off the road, but the crowd did build up to about twenty-five people and everything eventually sold.

When I took the money to the attorney, he was quite surprised to have cleared \$200. This may not sound like much, but when you consider he should have been paying someone to haul the stuff away it sounds a lot better. Since then, I have gotten many fine sales and appraisals from this attorney, and I think the P.A. system did the trick.

At another sale, where the contents had been sold to me previously, while selling a Duncan Phyfe Style dining room, I was surprised when the bid stopped at \$100. I had been expecting

much more. I was about to knock the item down when I saw someone across the street waving from their porch. The people at the rear of the auction told me that the lady was bidding. The set, with her help, brought \$295. She couldn't have possibly heard me if I wasn't using a P.A. system and I would have been out \$195 — more than enough for a portable sound system.

Finally, for those of you who have a sound system, here are two things an auctioneer should do before starting the sale: (1) Ask the people in the rear if they can hear and (2) Ask them if it's too loud. Anyone blaring in a mike will send people home early with a headache.

And for those of you buying a P.A. system, watch out for the words "up to" instead of the number of watts — there's a big difference. — Hang in there!

Model A Brings \$2735

A 1928 Model A Ford touring car sold for \$2,735 in the Cora Vincel auction in Wayne County, Illinois, March 9. According to auctioneer W. Virge Meador, the bidding started at \$800, zoomed to \$2,500 as fast as he could count by 100s, then leveled off to \$50, \$25 and \$10 increments with the selling price being reached in three minutes. Col. Meador thinks it is a record price for his area.

In the same auction an oak hall tree brought \$300, oak folding bed \$145, oak wardrobes, buffets, etc., sold from \$50 to \$175. Bidders were on hand from St. Louis and Chicago and one from California.

Ohioan Killed in Plane

William H. (Bill) Patterson, Leesburg, Ohio, was killed in a plane crash February 24. Mr. Patterson was a member of the National Auctioneers Association and a brother of auctioneer Jim Patterson, Bainbridge, Ohio. Further details of his death were not furnished THE AUCTIONEER.

ADVERTISING CONTEST

Are you using the National Auctioneers' Emblem?

This is the number 1 requirement that your advertising carry either the emblem or the words — Member of the National Auctioneers Association.

LETS INFORM THE PUBLIC — make them aware that we are a National Organization — that we are professional Auctioneers that subscribe to a strict code of ethics. In other words we need to make the public notice our Emblem much like the Realtor.

Send in your entries. See you in Medora.

Sincerely yours
Chuck Cumberlin
Brush, Colo.

Kansas Land Auction Reflects \$5 Wheat

A key test of current land prices took place March 2 with the auction sale of 4,240 acres of prime Kansas wheat land in the George M. Robb Estate. Sale prices reflected the market effect of \$5 and \$6 per bushel wheat market.

The land, part of the deceased rail-roader's estate, cashed in at more than \$1.5 million at public auction in Colby, Kansas. More than 500 persons from Kansas and many parts of the country witnessed the sale.

Saturday's auction was the story of high wheat prices and inflation. Prices reached levels well above expectations in active bidding. Top price was paid for 480 acres in Thomas County, Kansas, reaching a bid price of \$295,000 or \$614.58 per acre.

Prices for all 4,240 acres averaged \$355.90 per acre, totaling \$1,509,000.00. In comparison, the land was appraised at \$388,000.00 in 1956 when Mr. Robb died.

The proceeds will be divided among

seven Northwest Kansas hospitals. Attorney Leon N. Roulier, Colby, said the hospitals to receive one-seventh of the proceeds are St. Thomas Hospital, Colby; Northwest Kansas Medical Center, Goodland; Rawlins County Hospital, Atwood; Logan County Hospital, Oakley; Sheridan County Hospital, Hoxie; Decatur County Hospital, Oberlin, and Norton County Hospital, Norton.

Roulier said Robb left his estate to the hospitals because he thought they were losing money while performing a great humanitarian service. Robb had rarely been hospitalized and wouldn't go to hospitals to visit friends, Roulier said.

Robb's friends had said he gradually acquired the land through hard work and saving. Robb had moved from Missouri to Rexford in eastern Thomas County when he was a young man to work as a telegrapher for the Rock Island Lines.

A guy we know has built a multi-million dollar business on his itch remedy . . . from scratch!

Know Your Director

A farm boy from the start-growing up in rural Southwest Iowa — he has always been fascinated by the chant of the Auctioneer. Attended the livestock auctions at Bedford, Iowa, regularly with his father who always had a few cows or hogs to trade.

After graduating from high school at Bedford-Cumberlin, served four years in the U.S. Navy. Upon his discharge he immediately attended the Western College of Auctioneering, Billings, Montana, summer of 1960.

Instructors which were to become an important force in his auctioneering future — Brad Wooly, Little Rock, Arkansas, and Jim Messersmith of Jerome, Idaho, — two past presidents of the National Auctioneers Association — along with the chant of Bob Thomas, truly gave him the background which to build his future upon.

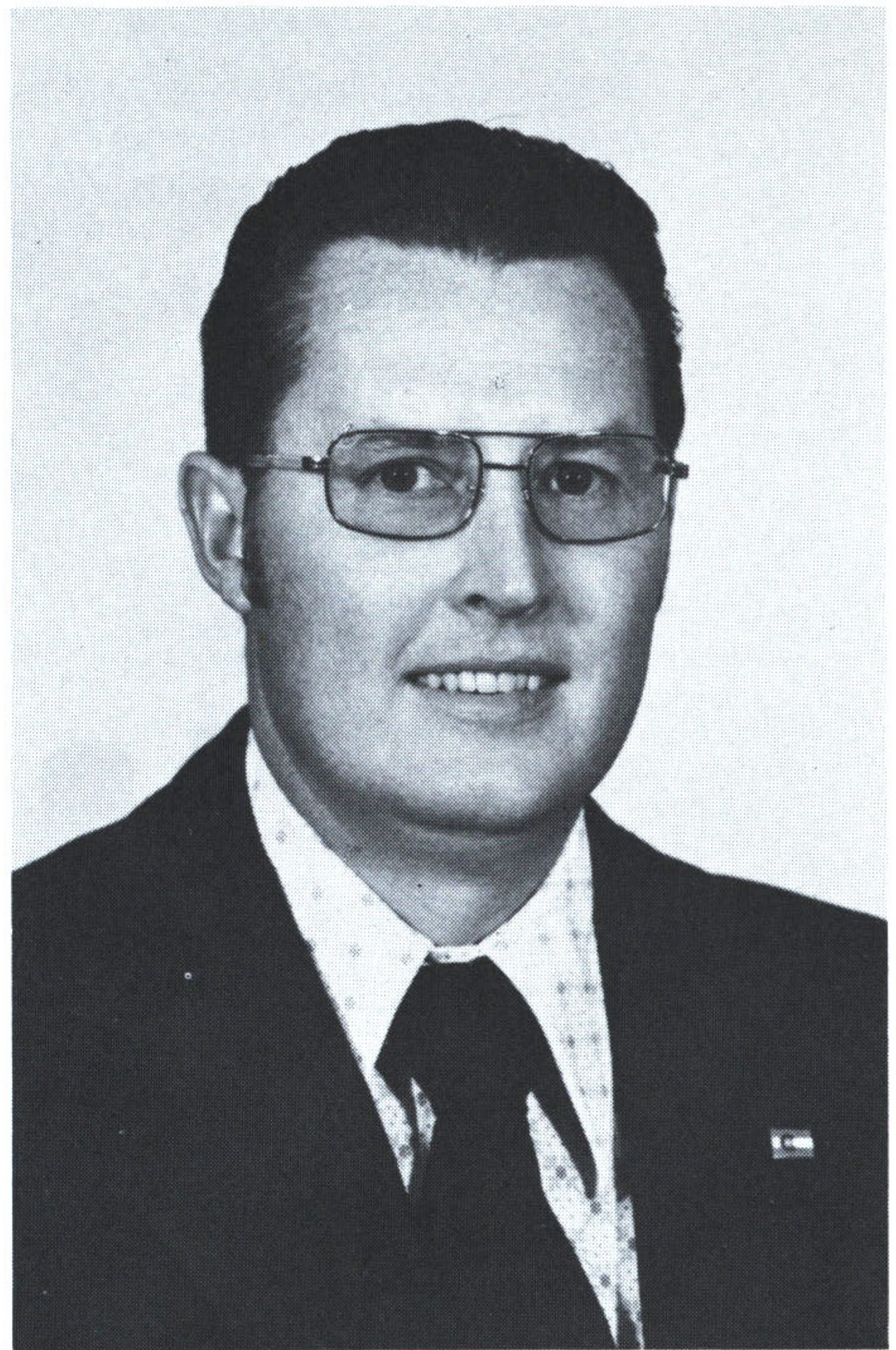
Cumberlin has been active in the auction business from the beginning, selling furniture and miscellaneous auctions in the Greeley-Denver area. After obtaining a Real Estate license in the mid-sixties he became associated with the well-known firm of Austin & Austin Auctioneers/Realtors, Greeley, Colo., specializing in general farm and dairy dispersal and real estate auctions.

Continuing his professional education he attended the Real Estate Auction class at the Missouri Auction School, Kansas City, during the summer of 1969 under the special tutoring of Delbert Winchester, Enid, Oklahoma.

In 1972 Chuck became an instructor at the Missouri Auction School — a job which he truly enjoys — giving new auctioneers a start and the desire to succeed.

Chuck is a past President of the Colorado Auctioneers Association, having served his state in every office while working his way up. He is in his second year on the National Board of Directors.

Cumberlin moved to Brush in 1973 associating with the New Brush Livestock Commission owned by Jim Odle. He started his own Real Estate Brokerage firm and ODLE-CUMBERLIN AUCTIONEERS, selling general farm and dairy dispersal auctions in Northeast Colorado.



CHARLES CUMBERLIN

He was recently elected to the Brush City Council and takes an active part in his communities activities. Cumberlin will be in Medora this summer — stop him for a firm handshake and a smile — your friendly Auctioneer/Realtor, board member from Colorado would like to meet you!

Nebraska Land \$912.50

Falls City, Neb. — An unimproved 80-acre tract belonging to the Ida L. Fritz estate sold for \$73,000 or \$912.50 per acre at public auction. The buyer was Gerald I. Bangert, who lives northeast of Falls City. Observers believe this is the highest price ever paid for an unimproved 80 acres in Richardson County. The land is located six miles north and one mile east of Falls City.

Convention Notes

Plans are being finalized for many of the convention activities at present. A full scale rodeo will be held with NAA membership cowboys competing for \$1000 and several trophies.

Reservations are coming in good shape. If you are planning on making the trip in a camper or mobile home, keep right on planning. Filling stations are last on the list to get gas, but so far our state of North Dakota and most of the northern plains have had enough gas.

Melroe Division, Clark Equipment Co., will furnish air-conditioned buses to meet every scheduled flight at Bismarck, N.D. These buses will operate on a shuttle basis from the airport at BISMARCK, N.D., to and from MEDORA.

Porta Feeder Sales Co., of Mandan, N.D., who is the area Melroe Bobcat dealer also plans to operate a Bobcat-powered shuttle wagon around town.

Men, ladies and children should all bring plenty of informal clothing and good walking shoes or boots. A Buffalo barbeque, trail rides, a chuck wagon supper are also some of the more unique items on the agenda for the

1974 NAA CONVENTION IN MEDORA, DAKOTA TERRITORY JULY 22 - 23 - 24 - 25

Axley To Top Position In Mississippi Group

Col. Charles "Buddy" Axley, Florence, Miss., was elected President of the Mississippi Auctioneers Association at a meeting held in Jackson, Feb. 23. He succeeds Col. Phil Sanders, Laurel, who now becomes an Honorary Director.

Also elected at the same meeting was

Kline Ozborn, Jr., Canton, to the office of Vice President. J. L. "Lew" Henderson, Gulfport, was re-elected Secretary-Treasurer. Tom Riddell, Jr., Canton, was named to a three year term on the Board of Directors.

PROBLEMS

Problems come to you to be solved, not to be lived with. — Wes Izzard.



Retiring president of the Massachusetts State Auctioneers Association, H. Orville Davis, receives plaque honoring his service during installation of 1974 officers. Identification, from the left: Ken McLeod, Installation Chairman, Phil Stella, new Vice President; H. Orville Davis, past President; Lewis Cook, new President; Merle D. Straw, Jr., NAA Director; Florence Cornell, Treasurer.



CONTAINER BUYERS

Visit One of Europe's Largest Wholesale Sources of Antiques. 6 Floors, Buy F.O.B. Antwerp, Belgium or We'll Select and Pay All Charges to Your Door. Low Prices, \$150.00 Full Price for Packing, Paper Work and Delivery of 20 Foot Containers to Antwerp Dock. **Write or Call Collect — LYNN WALTERS, CLACKAMAS, OREGON, Phone 503-654-3000.**

Supplying Both East & West Coasts — Annual Volume Over \$1,000,000.00

WORLD'S CHAMPIONSHIP
NAA approved
RODEO

Wed. July 24th

will be held in conjunction with the 1974 National Auctioneers Association Annual Convention in —

Medora, North Dakota

\$600 Purse — Entries added

Trophy buckles for event champions. Saddle bronc riding — bare-back broncs, bull riding, steer wrestling, calf roping, and barrell racing. Also **JACKPOT** team tying.

ANY NAA MEMBER MAY ENTER — FEATURED EVENT WILL BE:

Board of Directors and Officers calf typing contest.

This will be a real rodeo, put on by rodeo people and open to all NAA members. Get your entries in now. \$10 per event, added.

Note to Officers and Directors — You are automatically entered. Bring a written excuse from your mother if you can't compete!!!

Send Entries to

— — — — —
To: Willard Schnell, Box 1209 — Rodeo Chairman
Dickinson, North Dakota 58601

Check enclosed for my entry in the 1974 NAA

Rodeo at Medora, N.D., July 24, 1974. Enter me in:

.....

.....
Signed

.....
Address



George Michael, host of the NHN television program, **ANTIQUES**, is inviting some of the Granite State's best and most colorful auctioneers to help make the New Hampshire Network's first TV Country Auction a success. The Auction will be broadcast from the Memorial Union Building in Durham on May 10, 11 and 12, to raise funds for the continuation and expansion of public television in New Hampshire.

New Hampshire's 'Cols.' Will Conduct TV Auction

Television auctions as fund raising events are not original or unique, but that which is to be sponsored by Channel 11 in Durham, the New Hampshire Network, will set the stage for a whole new concept in how they can be conducted. Rather than employ the services of those who are totally foreign to the auction profession, NHN has sought out the members of the New Hampshire Auctioneers Association to lend their experience and talents in the selling of the donated merchandise.

Organized in 1954, the NHAA lists as its members the top auctioneers in the Granite State, who have pledged themselves to the elevation of the profession — to make auctioneers a very responsible business group which operates under the code of ethics of the National

Auctioneers Association. Antiques and memorabilia buyers from all over the country attend their sales all over our countryside, from the smallest auction gallery to the largest estate. Their participation in the NHN auction will insure the viewers to the event, and those who participate actively in the bidding during the on-camera selling, hours of bargains, good humor and outright fun, as well as assuring the top dollar being obtained for the merchandise under the hammer.

NHN will start a new trend in such TV auctions, as it will stage theirs in Memorial Union Building, where the bidding will be done by those present, and sales to them will be cash and carry or by charge with settlement before the buyers leave. This does away with the necessity of a large staff of personnel and the huge batteries of telephones which are a great expense to such an event. Many items will be offered for

WANTED

Words to your favorite song for auctioneers song book to be used at our **CAMPFIRE SING** at the National Convention in Medora.

AUCTIONEERS PLEASE BRING YOUR GUITARS AND OTHER MUSICAL INSTRUMENTS.

Send your songs to:

Mrs. Clayton Fjelstad
Kindred, No. Dak. 58051

telephone bids, as well, with such offerings made by friends of NHN, on camera at periodic intervals. This will enable those who cannot attend in person, to bid on selected items, or duplicate items, with payment and pickup later.

New Hampshire is noted for its lively auction scene with some of the best and most colorful auctioneers in the country, living and working here. The NHN TV auction will benefit from their collective experience which will provide several days of professional selling to raise the most money possible, with a unique and interesting fun-filled time for all.

Pioneer Auction Man Watson Van Sciver Dies

Watson Van Sciver, Burlington, N.J., passed away March 18 following several years of ill health. He was a pioneer member of the National Auctioneers Association and a Charter Member of the New Jersey State Society of Auctioneers.

Col. Van Sciver's death coming at the age of 84 years brought a close to the career of a man who loved the auction profession and was always keenly interested in ways to improve it. He was a

supporter of the old International Auctioneers Association in the late 'teens and early 20's, was instrumental in the organizing of the New Jersey State Society and always a strong supporter of the NAA.

Back in 1953 when the NAA was at a financial crossroads, Watson Van Sciver was among those who came to the rescue at the Columbus, Ohio, convention, when \$5,000 was raised to promise the continuation of the floundering organization. He seldom missed a national convention and when plans were announced for the construction of the present headquarters he was among the first to make a sizeable contribution. He attended the dedication in Lincoln.

Mrs. Van Sciver preceeded him in death by approximately three years. He is survived by two daughters.

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The professionalism of livestock auctioneers from the United States and Canada will be tested June 15 at the 1974 World Livestock Auctioneer's Championship in Spokane, Wash., the EXPO-'74 World's Fair city.

This year's event, the 10th to be conducted by Competitive Livestock Marketing Association through its subsidiary company, Livestock Market Digest, will be held at Stockland Union Stockyards.

Contestants will merchandise livestock from a special Showcase Sale arranged through the livestock market headed by Jim Seabeck.

The 1974 World Champion, Reserve World Champion and Runner-up World Champion will be chosen along with champions, reserve champions and runner-up champions from each of three geographical regions.

The World title winners each will receive silver trophies and merchandise prizes. Regional winners will be presented engraved plaques and share in merchandise prizes.

In addition, all contestants will receive pre-championship publicity announcing their participation and will be featured in a printed program.

Jim Strain, Martin, S.D., the 1973 World Champion, will join the elite group of former champions on an Advisory Committee which assists in conducting the Championship.

The Championship will follow Livestock Marketing Congress-'74, an industry-wide forum on merchandising which

brings together leaders from all segments of the livestock industry. The Congress-'74 theme is "Opportunity in an Age of Uncertainty."

Spokane is the site for the EXPO-'74 World's Fair which will be in progress during the Championship. Contestants are urged to bring their families and participate in the fair's many activities.

Additional information and entry forms may be obtained by contacting Livestock Market Digest, 4900 Oak, Kansas City, Missouri 64112.

Charity Auctioneers

Col. Marie Winston, Oakland, Calif., and her auctioneer husband, Lew, are devoting a good portion of their time to raising money for various charities. Among these activities are a regular Saturday night auction for the benefit of the Organization for Rehabilitation through Training (ORT) which the Winstons handle on a gratis basis.

Mrs. Wilson is also a handwriting expert, a trade in which she has been engaged for many years.

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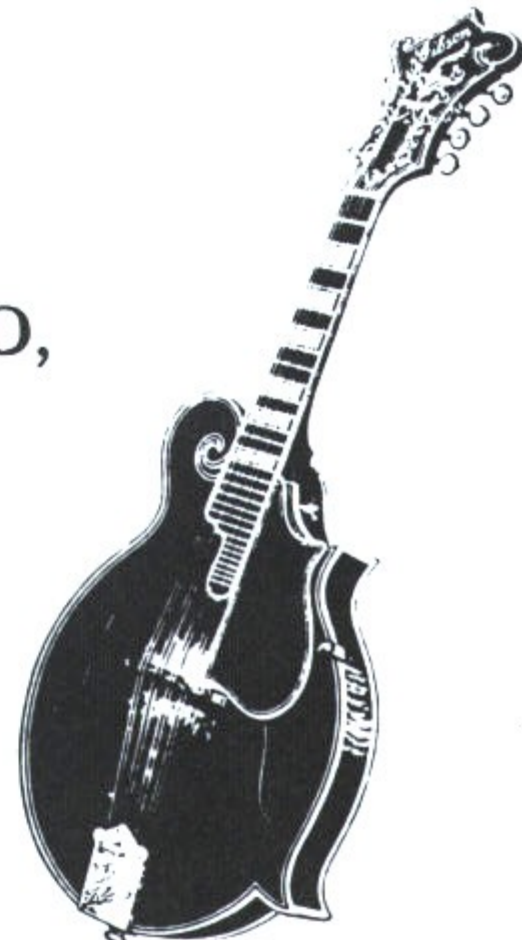
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Contestant's Name: _____

Home Address: _____

Business Address: _____

Contestants must complete the following information for use in pre-contest and championship publicity. Use additional pages, if necessary. A head and shoulders photograph of contestant is requested. Please print.

How many years has contestant been an auctioneer? _____

Has contestant entered previous auctioneer contest? _____

If so, when and where? _____

Awards won? _____

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

Names and titles of market owners: _____

Approximately how long has market been in business? _____

Marketing days? _____

Name, address of newspapers, radio and television stations you would like to receive a news release:

☐ My Entry Fee of \$100 is enclosed

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Tennessee Antique Sale Exceeds \$27,000 Figure

JACKSON, TENN. — A public auction to sell one of the largest collections of genuine antiques ever offered in the Jackson-Madison County area was held Feb. 21, at the Jackson Civic Center and brought a total of \$27,770.75.

The collection of fine antiques was from the Charles Burnley Estate and was sold item by item to the highest bidder. Hundreds of persons, including area antique dealers, attended the sale which began at 10 a.m. and was stopped at 11:30 p.m. with merchandise left over.

The auctioneer, Col. George M. Burns of Burns Auction Service, kept a steady chant, waving his hands and weaving back and forth, with continual: "I have \$100. Who'll give me a \$105."

Some eight or more bid takers on the floor level of the gigantic display of antiques shouted back the bids to the auctioneer. Items were placed on a rolling table and pushed back and forth in front of the bidders, who indicated bids by a nod of the head or a wave of the hand.

Much of the Burnley collection came from the Murdock Estate, a pioneer Jackson family, and contained three large beds, similar to those in the Hermitage at Nashville; Victorian and Empire furniture, Pier mirror, Oriental rugs, glassware and china, silver tea and coffee sets, silver goblets, mahogany tables and chairs, antique book cases, scroll and leaf framed pictures and mirrors, chests, trunks and a Baldwin grand piano made of Ebony.

One of the beds brought \$1,150, a china cabinet sold for \$700 and a Sevres urn brought \$840. In comparison, a single china saucer sold for \$9 while a porcelain Oriental pot sold for \$355. A round walnut table with pedestal bottom sold

for \$180, a mahogany table for \$60, an antique pitcher for \$8, a hand-carved marble topped Victorian table for \$210.

Five hundred thirty-six persons attended the auction and they came from nine states. Local appraisers had placed a figure of \$18,000 on the personal property, a figure surpassed by \$9,000 when the auction was halted.

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Ohio Man Successful in Selling and Police Work

Gene Simpkins, Cincinnati, Ohio, leads a life that is certainly well filled. In addition to being an auctioneer and a member of the National Auctioneers Association, Simpkins is a member of the Cincinnati Police Department. In his latter capacity he is a School Resource Officer, serving as a sort of minister-counselor-parent to students in 29 schools in the western part of the city. And in the summertime, he takes disadvantaged youths on weekend campouts.

A recent article in the Cincinnati Enquirer describes a portion of Gene's activities. It illustrated how one can be a member of two professions successfully and enjoyable. While he sells quite a number of household auctions he has been very active in benefit auctions.

Simpkins raised \$17,000 for a Catholic High School and only recently he conducted a benefit auction for the Student Council of a 3200 student public high

school. He says, "I'm real proud of being an auctioneer and attended the convention in St. Petersburg as a Cincinnati 'Cop' on vacation, with some of the world's greatest bid callers and friends."

Eugene R. Hargis Is Victim of Heart Attack

Eugene R. Hargis, Christiana, Tenn., died suddenly March 17, the victim of an apparent heart attack. He was 57 years old. Although a diabetic, death was unexpected. In fact he had conducted an auction of the abandoned Christiana High School and 11 acres of land, in Rutherford County, only the previous day.

Col. Hargis had been a member of the National Auctioneers Association since January, 1956. He was also a member of the Tennessee Auctioneers Association. Before moving to Christiana he had lived at Murfreesboro, Tenn.

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OHIO OFFICERS 1974

Above pictured are the officers of the Ohio Auctioneers Association, 1974. Left to right:

BACK ROW: Chet Guffey, Columbus, Richard Babb, Wilmington, Herb Peddicord, 2nd Vice President, Coshocton, Emil J. Kinesky, Woodville, Henry Stanley, Jr., Chillicothe, Jim Kiko, No. Canton, Walter Hartman, Camden, Owen V. Hall, Celina, Gene Slagle, Marion, Robert Thomas, New London, Neil Robinson, Mansfield.

FRONT ROW: Van Smith, Wilmington, Cal Nethero, Lakewood, Newt Dilgard, Sec.-Treas., Ashland, Richard Kiko, President, N. Canton, Gary Cain, 1st Vice President, Springfield, Floyd Rhoades, Germantown, Joe Paul, Lebanon.

Richard Kiko To Head Ohio Auctioneers Group

Ohio auctioneers met at the Imperial House North, in Columbus, Jan. 12-13 for their annual meeting. Ninety members were in attendance.

Festivities started Saturday evening with a Fun Auction followed by round and square dancing to music by "The Country Guildsmen." A buffet lunch was served during the evening to 134 persons.

During the business meeting held on Sunday morning, Richard Kiko, N. Canton, was elected President for 1974. Gary Cain, East Springfield, was elected 1st Vice President; Herb Peddicord, Coshocton, was elected 2nd Vice President; and Newt Dilgard, Ashland, was re-elected Secretary-Treasurer. Jim Kiko, N. Canton; Emil Konesky, Woodville; and Joe Paul, Lebanon, were elected to the Board of Directors. Cal Nethero, Lakewood, is the retiring President.

Forty-nine new members were inducted into the Ohio Auctioneers Association in a ceremony conducted by Gene Slagle, Marion. He also swore in

the new officers.

Dinner was served to 183 persons with John Ashbrook, 17th District Congressman, being the after-dinner speaker. His subject was, "Sell America First."

Continuing the business meeting into the afternoon, Gene Slagle brought the members up to date on the state sales tax situation. Owen Hall, Celina, reported that the Division of Licensing was presenting some new Bills to the legislature, one of which would increase the auctioneers' license fee to \$75.00.



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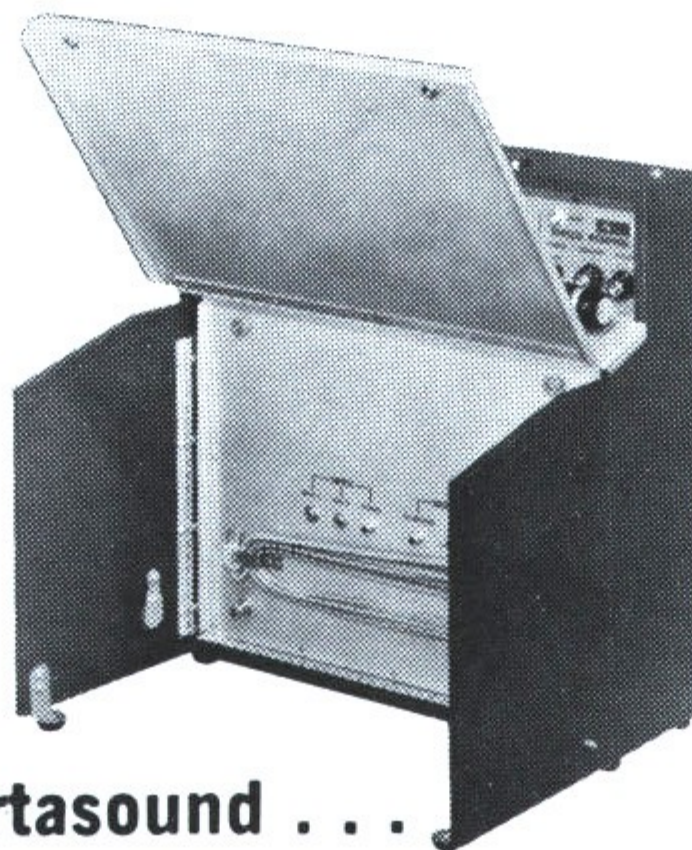
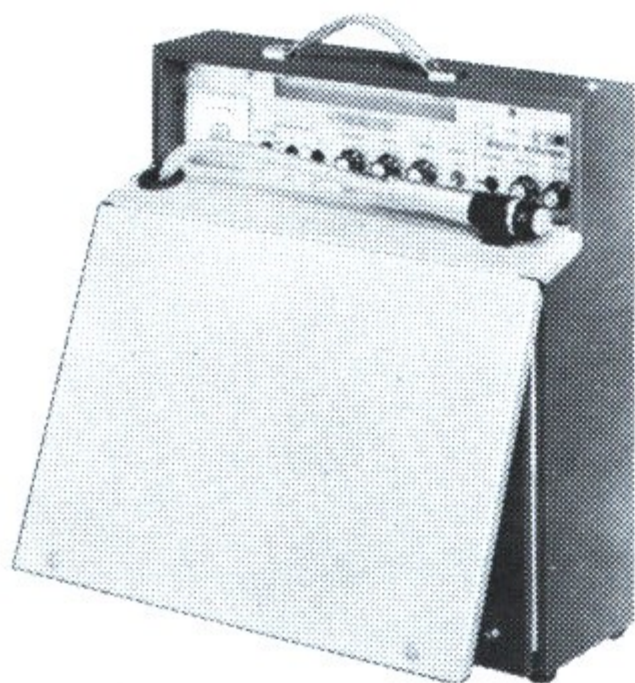
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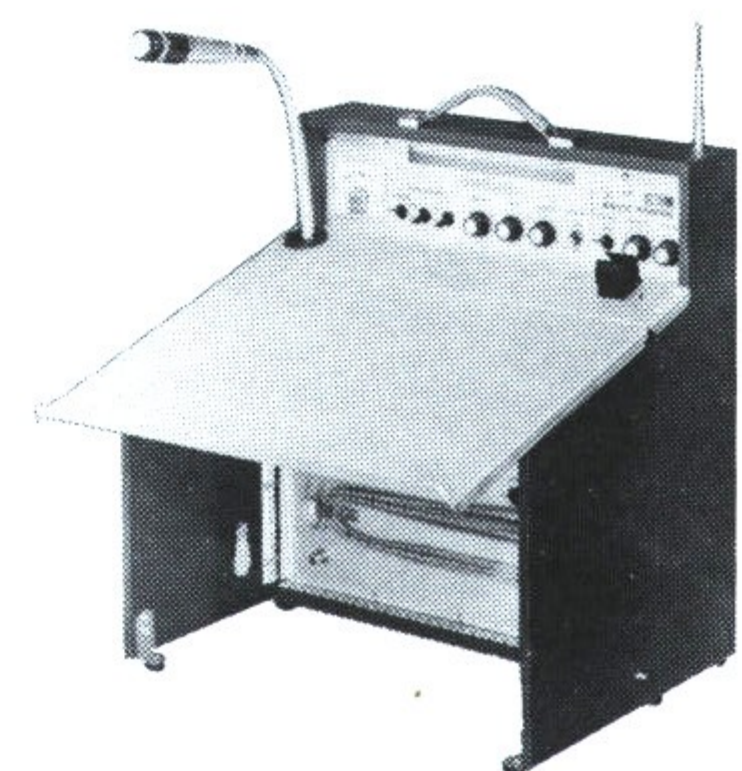
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Books Attract High Bids

By Bradford F. Swan

Providence, R.I. — The price of books, like the price of rice, fuel oil, gasoline, bread and milk, seems to be going up — although not necessarily because of scarcity.

Some indications of this were given at an auction conducted by William D. Longo January 26, in the Varnum Memorial Armory in East Greenwich, at which 439 lots consigned by the Varnum Museum Association and the Rhode Island Historical Society, "with some additions," went on the block at a marathon sale that lasted from 10:30 a.m. to nearly 4:30 p.m.

The material from the Varnum Museum Association was mostly things found in the attic of Varnum House, where they had been accumulating for years. The Historical Society consigned discarded duplicates and material unrelated to its collections.

The auction produced some interesting results. For instance, as everyone suspected, Abraham Lincoln is still a very hot item in the autograph market, and it was no great surprise that a commission of a Navy commander signed by Honest Abe brought \$725.

The same buyer was the high bidder for commissions signed by President Martin Van Buren, \$90, and by President Andrew Jackson, \$195, indicating the relative esteem in which these men's autographs are held.

Among the paintings sold there was one surprise. A watercolor of a pug dog wearing a red ribbon, painted by Clara Maxfield in 1899, brought \$125, thus making this East Providence school teacher of long ago a definitely "collectible" Rhode Island female painter.

Prices fetched by certain relatively modern historical books, opened a few eyes. Ralph Carpenter's "Art and Crafts of Newport," published in 1954, brought \$50 coupled with another less valued book on antiques. And Antoinette Downing's "Early Homes of Rhode Island" brought \$35. Isham and Brown's "Early Rhode Island Houses" brought \$75.

But you could buy a set of Field's history of the state, still the best work of

its kind available, for \$21, and Staples' "Annals of Providence," a classic of its kind, went for \$13.

One of the biggest buyers of miscellaneous Rhode Island material was N. David Scotti, who is both a collector and an appraiser. He was high bidder on several miscellaneous lots, as well as ship's documents, and similar material.

Erwin Dienes of the Alwin Studio in Providence was the successful bidder, at \$220, for a 1703 broadside issued by Brown University, of which only one other copy is known to exist. Bailey Bishop, the Americana expert for Goodspeed's Book Shop in Boston, was delighted to be able to purchase N. Culpepper's "Pharmacopeia Londinensis, or the London Dispensatory," printed in Boston early in the 18th century. He bid \$115 for it.

Railroad material, early science and engineering pamphlets, and runs of early newspapers brought good prices, but slavery material was less spectacular, indicating a drop-off in the excitement over this field. On the other hand, interest in the American Indian may have caused Zachariah Allen's "Defence of the Rhode Island System of Treatment of the Indians," a lecture delivered in 1876 to the Historical Society, to go for \$50.

The great classic of White Mountain books, Oakes' "Scenery of the White Mountains," must have come close to setting an auction record when it fetched \$160.

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BANQUET — At the 25th Anniversary Convention of the Pennsylvania Auctioneers Association.



These members of the Pennsylvania Auctioneers Association, with Bob Penfield 1974 National Convention Chairman (center) help celebrate Pennsylvania's 25th Anniversary.

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Hubert Post, Washington, Pa., is shown receiving the "Auctioneer of the Year", award from Elmer Murray, during Pennsylvania's 25th Anniversary Convention.

North Carolina Meeting Has Record Attendance

Members of the Auctioneers Association of North Carolina held their semi-annual meeting at the Ramada Inn, Greensboro, N.C., January 26-27. More than 120 persons attended making it the best attendance in recent years. Discussion of the licensing law which went into effect last July was thought to be a contributing factor.

A buffet style banquet was enjoyed on Saturday evening. Benny Wiles, Matthews, N.C., was honored for having

traveled the most miles to attend the meeting. Entertainment was furnished by a musical combo.

President Donald Abernathy presided over the activities which included a Board of Directors breakfast meeting and the regular semi-annual business meeting. Archie Moody, Darlington, S.C., led a Sunday morning devotional period.

The Ladies Auxiliary, under leadership of President Moncey Harrison, held its first annual meeting at the same time and place. Auxiliary work in North Carolina, still in its infancy, is making gains and reaching out to improve relations for and among the association members.

The Annual Convention will be held in the Southern Pines area of the state sometime in June.

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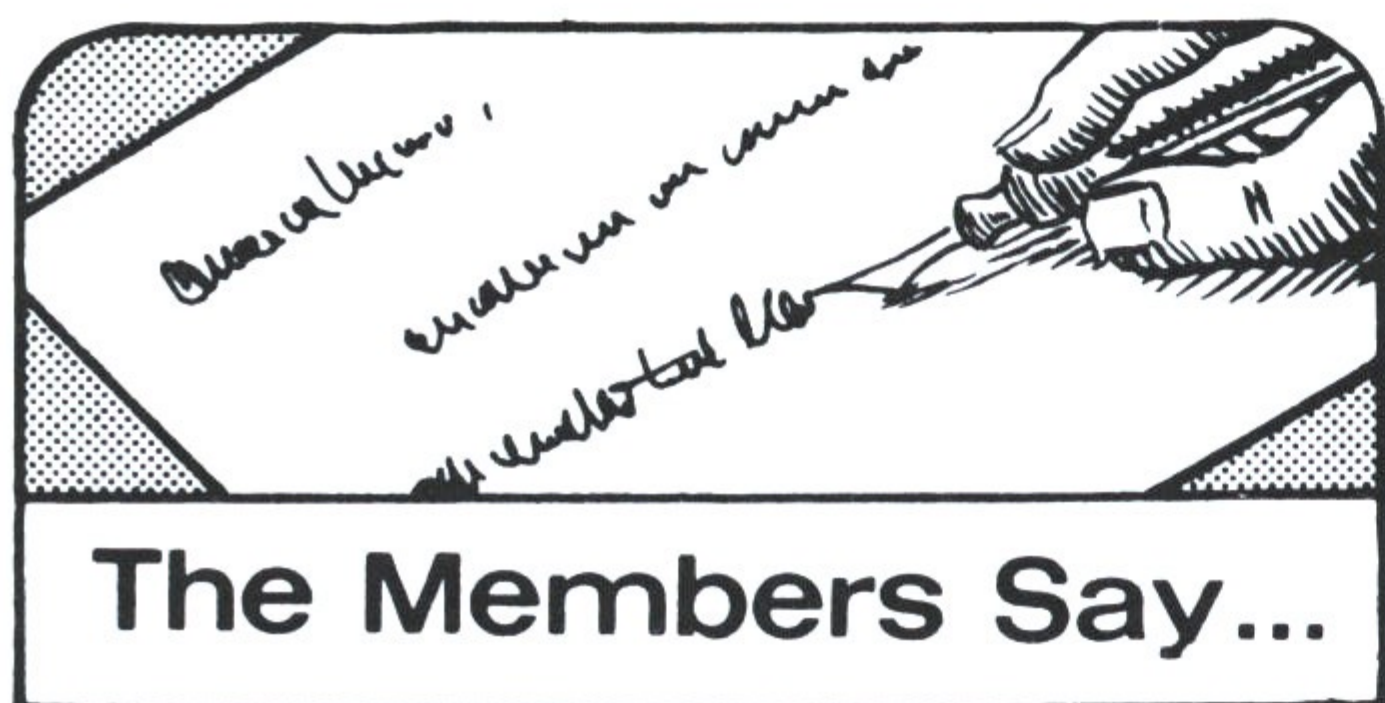
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Dear Bernie:

I've been meaning to write for some-time now, but just haven't found the time. I've wanted to let you know how much I enjoy the "Auctioneer". Never miss reading an issue nor do my wife and daughters. I noticed that each cover has generally carried some special type of auctioneering. However, I haven't seen a livestock market on it.

A little over a year ago, I began working for the Sioux Falls Stockyards. Together with Gary Wieman we sold feeder pigs. On January 18, 1973, we had our first feeder cattle sale in the new and modern "Cattlearena". The feeder cattle auction was a helping factor in moving the Sioux Falls Stockyards to the 4th largest market in the United States.

I'm sending a couple of pictures together with a short explanation in hopes you could use one for a future cover. I'm sure all the auctioneers who work for livestock auctions will appreciate seeing the cover. If you need any more information please feel free to write.

Maybe we will see you in June in Sioux Falls at our convention.

Sincerely,
Maynard D. Jensen
Chamberlain,
South Dakota

Dear Bernie:

It is Saturday afternoon here in Virginia with sun shining bright, quite a difference from February 16, at which time we had the largest dispersal that our company has ever been favored with. It is hard to believe on that date it was sleeting, snowing, turning to rain with an estimated turn out of 2,000 people and over 800 registering.

I am enclosing brochure of that sale of which we had planned to take some slides, although with the mess we were in that day we had to overlook the thought of taking them.

As a matter of record the 1929 Model

A Roadster that is pictured on the back sold for \$5,150, a combine sold for \$13,000, a 1969 cattle truck went for \$4,450, a John Deere 1020 with the top went to South Carolina for \$4,000. The rest of the machinery and cattle sold for prices that were highly pleasing to our client.

We had the pleasure of having with us on that date, Martha Daniels our new Sec.-Treas., of the V.A.A. selling the Guernsey cows of which the top grade Guernsey brought \$500. We also had with us Clarence Marshall of Hillsville, Va., as a guest and last but not least, we had the pleasure of having Haywood Darnell, V.P. of the V.A.A. and his wife, Joyce, past Sec.-Treas., of the V.A.A., visiting in our home and also helping with the sale.

We had leased a tent for the day, with an option to purchase, of which we did, as a memory of the bad weather, if nothing else.

Speaking of totals, our sale on that rough day totalled \$135,000.00, which must have looked pretty good to some of our customers as we have booked two other dispersals on the strength of this sale.

We are now making plans to attend the N.A.A. convention in North Dakota in July.

With warmest personal regards to all in the home office, I remain sincerely yours.

Jim Vaughan
Keysville, VA

Gentlemen:

This letter is to bring attention to a generous and kind gentleman here in Aurora, Illinois. His name is Fred "Col." Quick. Each year he judges and auctions off the cakes in our father-son cake competition. He does a really nice job for us and helps to make fund raising a pleasure. Men like Fred help scouting to be a success. You can be proud that Fred is a member of your organization.

Your Truly,
Reino Tuominen,
Cubmaster
Aurora, Ill.

Dear Col. Hart:

Enclosed is \$20.00 for renewal of my NAA membership plus \$5.00 for Arkansas Booster club. We have been so busy

getting re-established from Texas to Arkansas, that I let the time get away from me on the dues. We are opening two new auctions, one at Mozart, Ark., on Friday night, and Shirley, Ark., on Saturday night, both at 7:00 P.M. We appreciate so much NAA continuing our magazine and the help they have been to us.

We are happy to report that Arkansans are very auction minded and a wonderful breed of folks.

Very truly yours,
Col. Alford W. Lowery
Dennard, Ark.

Dear Bernie:

Please send me the smallest size insignia cut and four bumper strips. We are preparing new stationery since moving to our new location and I feel the insignia is a must.

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Pictured below is a picture of the March, 1974, class of auctioneers, attending the Mendenhall School of "Auctioneering" at High Point, No. Carolina. (Left to right)

BACK ROW: David Watts, Charlotte, N.C.; Donald Blanton, Rock Hill, S.C.; Thomas Pattie, Jr., Manassas, Va.; James Hughes, Madison Heights, Va.; Gary Jennings, Amherst, Va.

SECOND ROW: Paul Reeves, Sparta, N.C.; Johnny Sellers, Bessemer City, N.C.; Kenny Rae, Philadelphia, Miss.; Frank Turner, Amherst, Va.; Jimmy Rae, Philadelphia, Miss.

FRONT ROW: Peter Fields, Amsterdam, N.Y.; Roger Isaacs, Rustburg, Va.; Sloan Walker, Monticello, Fla.; Tony Dean, Sanford, N.C.

SEATED: (Instructors) Forrest Mendenhall, High Point, N.C.; Herman Crawford, High Point, N.C.

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Across The Country

BY BERNARD HART



Last month a newly constructed banking facility was opened here in the City of Lincoln. That in itself is hardly newsworthy for this publication. But I thought the membership would be pleased to know of what a bargain they have in our own office building. According to the Chamber of Commerce newsletter, "The new facility, a single story brick structure comprises nearly a thousand square feet of space. According to J. A. Mastera, Executive Vice President of Cornhusker Bank, the building and the land cost nearly \$125,000."

Our own building comprises 2,000 square feet of space plus a full basement, is in a more desirable location, and total cost was just under \$100,000. We were lucky we built when we did, don't you think?

Auctions seem to be in full swing in about every area. Newspapers are carrying lots of "inches" of advertising and prices were never better on most items of merchandise. There are exceptions but these are fewer than ever before. Typical of the crowded calendars of many auctioneers is a quote from a letter from Mike Quinn, Secretary of the Pennsylvania Auctioneers Association, "Hubert Post, Pennsylvania's 1973 'Auctioneer of the Year' and myself sold sales on 21 days in February." This is the busiest February we have had in recent years."

We could call this the "Bob Penfield issue" this month but not knowing what he is holding back for the May, June and July issues, we will not. In going through the pages you will note that there is a lot of planning being done on the 1974 national convention. With the gas shortage easing it again looks like a record attendance and possibly our greatest convention. At least it will be unlike all previous conventions due to location and program format and certainly the critics will be unable to say its just like all the rest of them.

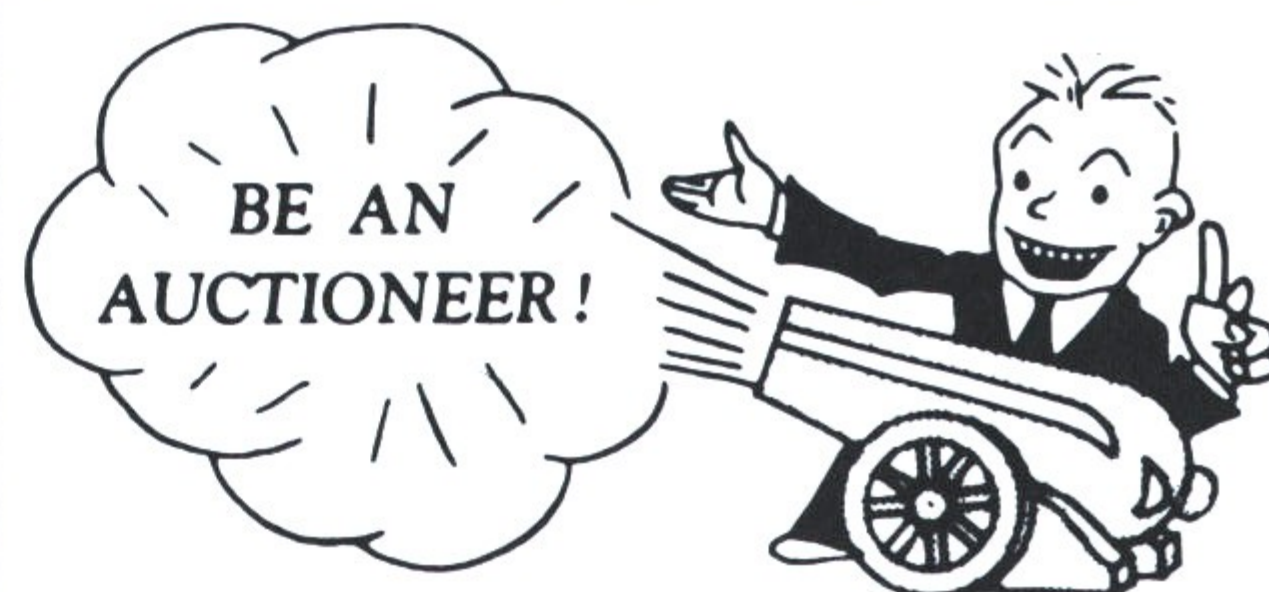
Interest seems to be at an all-time high judging from the mail we are re-

ceiving and the state meetings Bob and I have attended. By the time July rolls around, hundreds of people will have seen the film, "Rough Rider Country". Bob and I each keep a reel in our suitcase and whenever we can find a projector and screen we are showing it. Reception has been great in every case, just like it was in St. Petersburg during last year's convention. We suggest that you see that it is scheduled for your own State Convention if you have one coming in May or June.

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Half-Century of Crying Sales for Carl Setterberg, Burlington, Iowa

By Lloyd Maffitt

Fifty years ago Carl Setterberg cried his first sale.

In the intervening half-century, he's conducted farm sales, closing-out sales for merchants, and innumerable sales for charity (for which he took no fee). He's even knocked down a funeral parlor.

Setterberg won't observe his anniversary by crying a sale; he's recovering from knee surgery. He's not retiring though. He views the anniversary as another milestone in, not a period to, his career.

To train himself for auctioneering, Setterberg "dogged the footsteps" of Col. Edward Trostle of Mediapolis and cried sales in tandem with Trostle's son, Col. William Trostle. The 40-year partnership was broken two years ago by the retirement of Col. Trostle, who lives in Mediapolis.

Setterberg is currently working with another father-son combination, Arthur and Doyle Burchett.

Setterberg didn't put all his eggs in the auctioneering basket. He operates an insurance business from his home at 1706 West Acres Dr. and is in the real estate business with Milo Reusch in the Tama Bldg.

Recalling his first sale, Setterberg said:

"It was a Farmers Union community sale on the farm occupied by Herman Luecking, north of Prairie Grove, for many year."

Four decades later Setterberg observed his 40th anniversary as an auctioneer by conducting a sale, with Col. Trostle, on the Milton Youngman farm, north of Burlington where Setterberg farmed before he went into auctioneering. He was then in partnership with Col. Fred S. Holsteen, Burlington lawyer, whose title was military and not honorary.

The funeral home sale was Setterberg's most unusual experience, he related. It took place in April of 1949.

"Floyd Downey of near Peoria, Ill., wanted an auctioneer and Derby Thomp-

son of Burlington knew him and me and recommended me," he recalled. "Arrangements were made by telephone and the sale was held in the present National Studio building on Fourth street. Downey shipped over the goods, which consisted of at least 17 caskets, embalming equipment, and furniture," he said.

"Of course we'd sent handbills to funeral directors in the area and the sale was a success, despite misgivings on my part," he added. "Downey told me he realized \$1,000 more on it than he'd expected to."

Setterberg has cried sales in Hawk Eyeland and adjacent territory, and has noted many changes in buying tendencies among auction buffs.

"There was a time when I dreaded to see an electrical appliance set out for sale — so many farm houses weren't wired," he explained. "Now appliances are no problem at all. It used to be a grandfather's clock would go mighty cheap — now collectors really run them up. But this isn't surprising because we're selling more and more antiques."

"Farm land is high right now, although

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I don't know that I'd say it's the highest ever. But a good farm, with buildings in good repair, will bring \$750 to \$1,000 an acre," he said.

Not all bidders are honest, Setterberg has found, and "the auctioneer has to be alert for people who try to pull a fast one."

Only once in his long career has Setterberg been victimized, and that was by a "kite-flyer" who gave him a phony name, a phony address and a phony check for \$12 on a fake bank.

"There were three of us working that sale and we each assumed \$4 of the loss," he recollected.

The weather is no respecter of sales and Setterberg has worked sales when it wasn't a fit day for man or beast.

"People come to sales despite the weather," he said. "I remember one sale it was raining so hard I actually got water in my raincoat pockets."

The old-timer recalled that the biggest sale he ever presided over totaled \$100,300. He doesn't care whether he's selling farms or food or merchandise — as long as it's good:

"I don't like to sell junk," he declared. Setterberg and his wife, the former Esther Nelson, will celebrate their fifty-fifth wedding anniversary next May. Their son and daughter-in-law, the Rev. and Mrs. Richard Setterberg, were killed in a traffic accident in April of 1959 and the Setterbergs took their two sons to rear: Garry, now 18, and Randall, 16.

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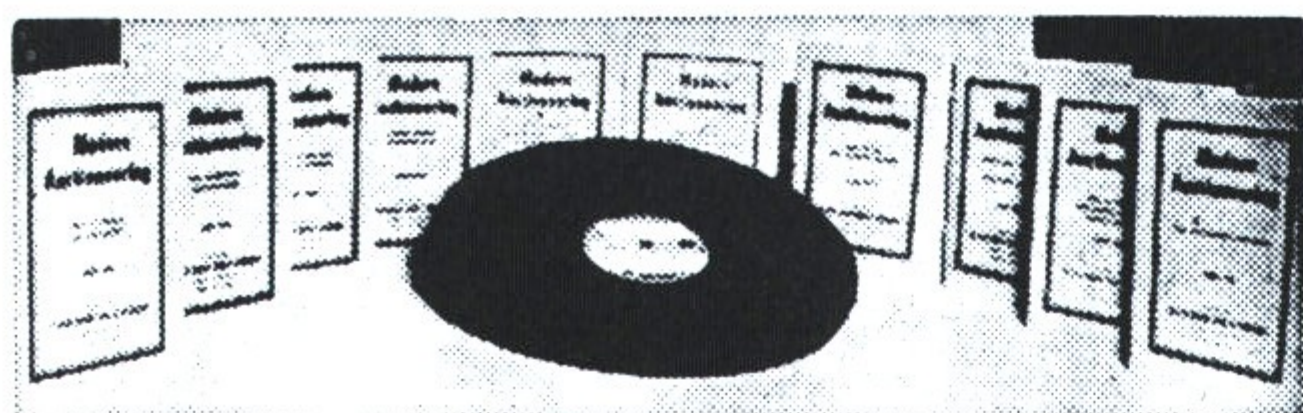
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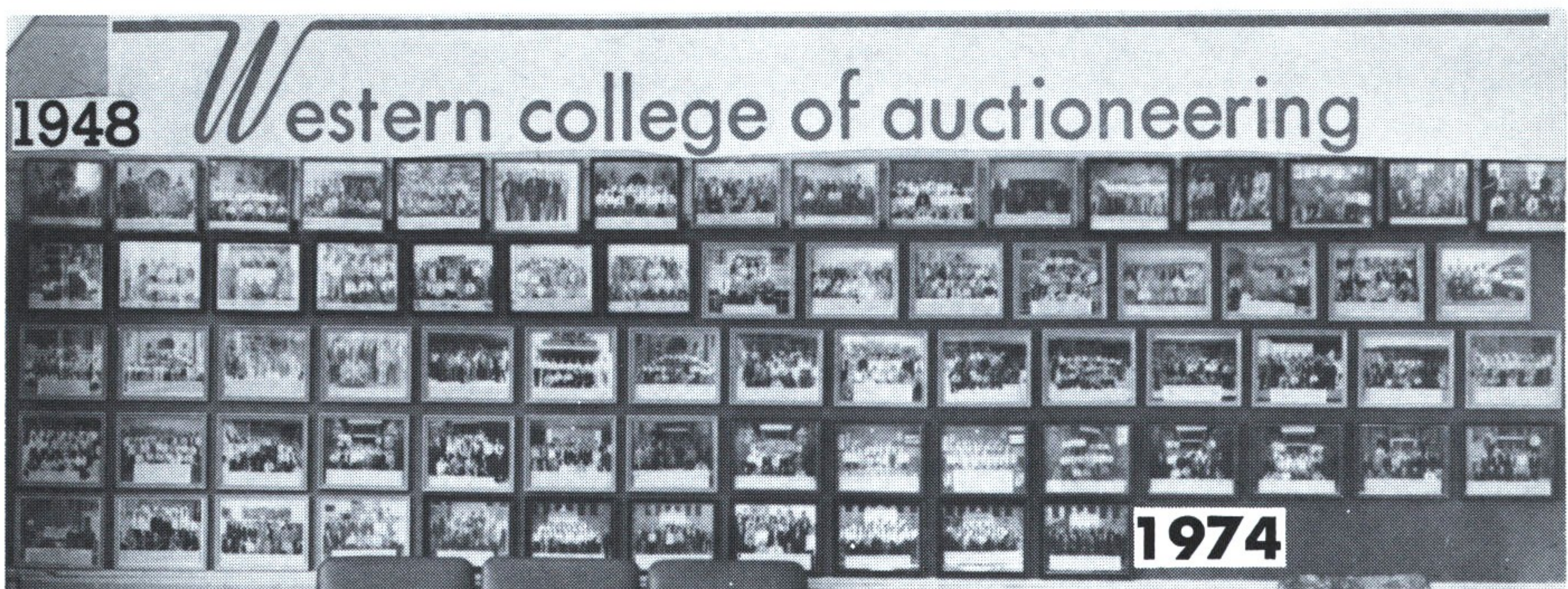
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CONSIGNMENT CONTROL . . . Form No. CC-73

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

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

FINAL SETTLEMENT FORMS . . . Form FS-69

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

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

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

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

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

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

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

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

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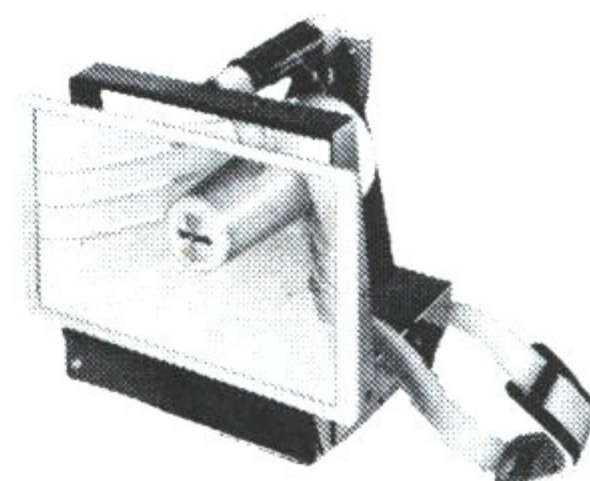
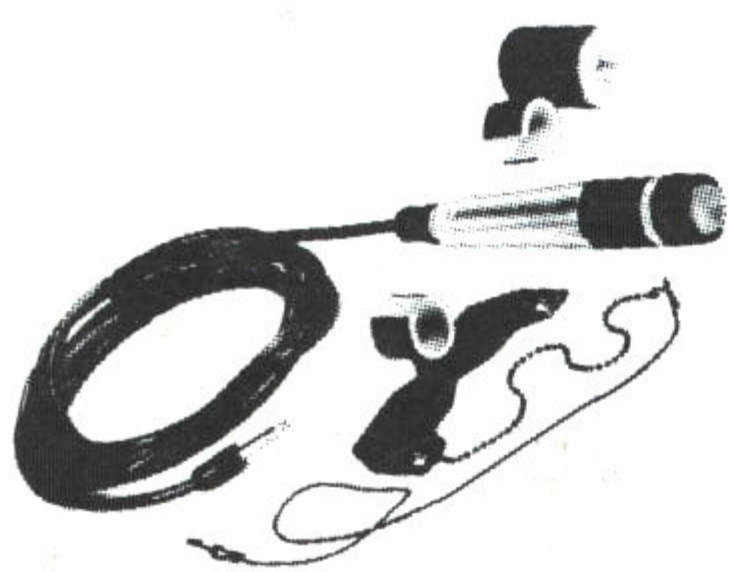
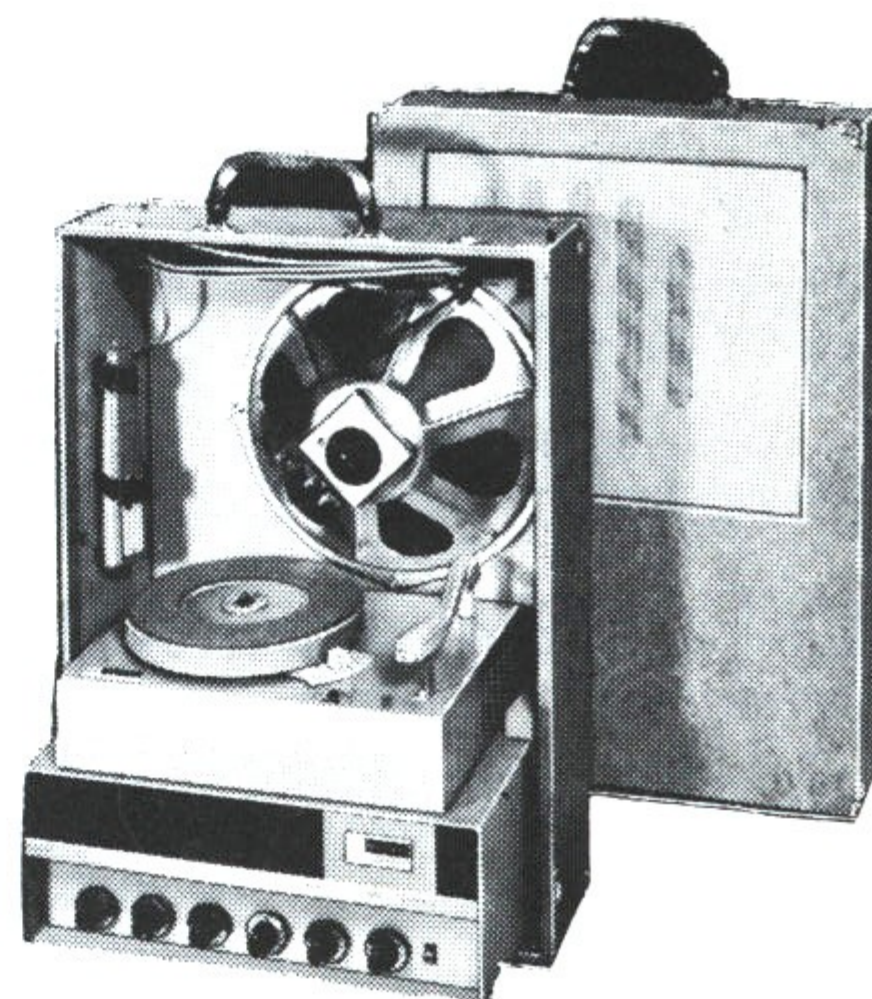
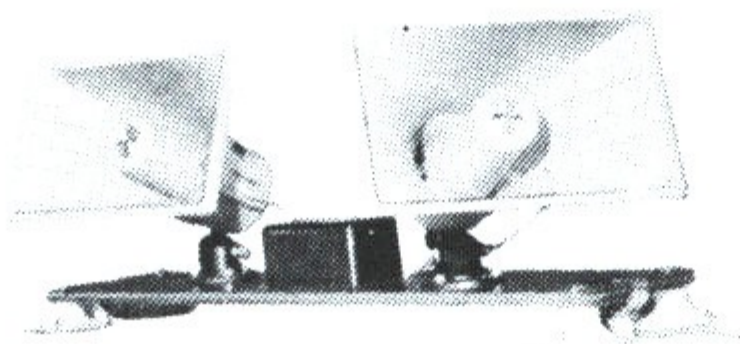
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