

# *the* AUCTIONEER



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# AUCTIONEERS

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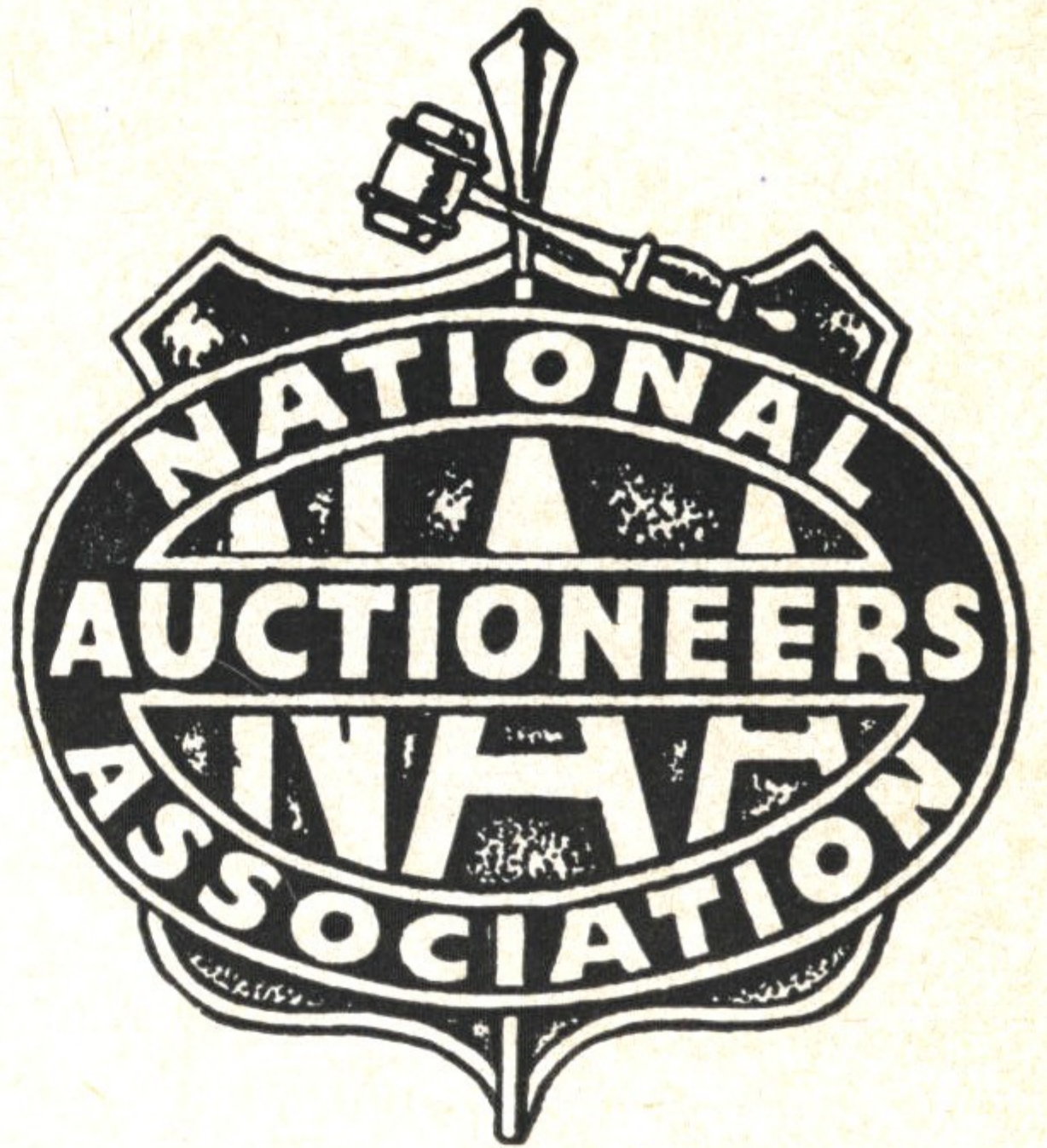
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# E. T. Sherlock Succumbs, Victim Of Lung Ailment

E. T. Sherlock, President of the National Auctioneers Association, 1956-57, passed away at Cheyenne County Hospital, St. Francis, Kansas, March 7. Death was attributed to a lung illness. He was 68 years of age.



Col. Sherlock was born at Pickering, Mo., and moved to Wray, Colo., in 1920. He moved to St. Francis, Kansas, in 1924 where he built a reputation as one of the country's outstanding auctioneers. The past few years he had lived in Goodland, Kansas.

He was married to Edith Pfeiffer at Wray, Colo., in 1920. She passed away in 1958. In 1959 he was married to Nell Kanel Wellons, who survives. Also surviving are two sons, Frederick E., of St. Francis, Kas., and Philip J., of Denver, Colo.; a daughter, Mary Eleanor Magley, Denver, and a step-daughter Jeanice Wellons. He is also survived by 13 grand-children, two sisters and

four brothers. A son, Charles, preceded him in death.

His was a family of auctioneers. For many years his son, Fred, has been associated with him at San Francis. The late Charles Sherlock was also an auctioneer prior to his death in 1964, and his brother, Orville, is a prominent auctioneer at Walla Walla, Wash.

It is doubtful if any man, living or dead, has made as great a contribution to the auction profession and the organization of auctioneers as Ernie Sherlock. In spite of a crowded schedule that covered several states he always had time to further his profession.

Ernie Sherlock became a member of the Nebraska Auctioneers Association when it was one of the few State organizations in existence. His intense interest and natural leadership destined him to be President of that organization even though he was a resident of Kansas. He served as Chairman of the 1954 National Auctioneers Convention in Omaha, and was elected at that meeting to the office of 2nd Vice President of the National group.

His term as President of the National Auctioneers Association could well be termed as the turning point in NAA affairs. An increase of 23 per cent in membership still stands as the greatest per centage increase in one year. It was Ernie Sherlock who was instrumental in establishing state auctioneers associations in Texas, Colorado and Kansas. In his term as President he traveled to many states in the interest of the National Auctioneers Association, climaxed by the National Convention in Lansing, Mich.

When Denver was selected as the 1959 Convention Site it was with the thought in mind that Ernie Sherlock would be in a handy position to advise the officers and members of the infant Colorado Auctioneers Association in planning and carrying out a successful



## IN UNITY THERE IS STRENGTH

program. At the time the selection was made, no one could foresee the deaths of the two Colorado auctioneers expected to "carry the ball" at the Denver convention, several months before the convention dates.

Again, it was Ernie Sherlock who bridged the gap in planning the Program and serving again as Convention Chairman. Success of this meeting is the recorded fact that it was the best attended NAA meeting up to that time.

It was Ernie Sherlock who "fathered" the combined State - National membership plan that has functioned so well in the three state organizations in which he held membership, Nebraska, Kansas and Colorado. Other states have adopted this same plan with success and it was Col. Sherlock's hope that there would be a day when this would be the procedure throughout the United States.

Our Group Insurance Plan was an idea of Ernie Sherlock's and it was he who would not give up and worked over a period of several years for a suitable Plan for the NAA.

In 1962, at our National Convention in Lincoln, Nebr., E. T. Sherlock was awarded a plaque "In Appreciation of His Contribution to the Profession of Auctioneering and the National Auctioneers Association" by the Board of Directors of the NAA. He was in a Denver Hospital at the time and the plaque was accepted for him by his son, Fred. In writing afterward he expressed his appreciation for the honor and added in his typical manner, "But I don't know what I have done to deserve it."

The National Auctioneers Association might have survived without E. T. Sherlock but it certainly would not have gained the position it has without him. He was a man who never shirked his duty, if there were decisions to be made he did not "pass the buck" nor look for a way out. He believed in solving problems as they arose. He never missed a National Meeting when his health permitted until last year when the plane strike made transportation difficult. On Monday of Convention week, he called your Secretary and said, "Nell and I had our reservations made for some

time. Flying is now out of the question and it is a 36 hour ride on the train, but I'll be there if you think you need me."

His interest and devotion to the National Auctioneers Association as long as he lived can best be illustrated by his letter to the Colorado Auctioneers Association and read at their 1967 Convention, last January. We are reproducing it in part.

Auctioneer Ed Gibson, Secretary,  
Colorado Auctioneers Association  
Dear Gib:

I have your letter with special invitation to attend your meeting in Denver, January 14th. I had planned to attend the meeting and also the National Western Stock Show, but upon being released from the hospital, the doctor's orders are "no traveling and no sales" until further notice from him. (Just a bad cold.)

I wanted to attend your Colorado Auctioneers Meeting for a very special reason — to thank all of you sincerely for your nice cards, the lovely bouquet, and a visit from your president, Troil Welton and his wife, while I was in the hospital.

I can see where your organization has enhanced the profession of auctioneering greatly since the beginning, and I hope every auctioneer in the state will eventually realize the fact.

I am planning to attend the National Convention in Chicago, and I hope to make it for a special reason, which I would have liked to have mentioned at your meeting on January 14th.

I am greatly interested in the prospect of building a permanent headquarters for the NAA, which has been brought to light by our president, Brad Wooley. Certainly we need a building and a permanent home for the NAA and now is the time to begin preparing for it.

However, there are several points to be considered before construction could be started. In my opinion, if such a venture is accomplished ten years from now it will be an early date.

First of all is finance — then, where will such be built: And, what will we build? I believe we should establish a special building fund and expect to take ten years before we actually begin building. I am with the majority, what-



ever they decide, but may have a different idea than some.

I have helped build a hospital, raised money for the church, and have helped finance other enterprises so know something about vouchers, debentures and cash. I feel that raising money for the NAA home building should be done through a special building fund and special subscription but let us do something now and keep the ball rolling.

I believe a building for the NAA should be located near the center of the nation, in a beautiful spot, easily accessible and a structure of beauty in design and material.

Such a building, in my opinion, would have a reception room and lounge, administrative rooms including secretary's private office, editorial room, filing room and morgue, large assembly room equipped for board of directors meetings, library, history and trophy room, other space for toilets, utility rooms and possibly other floor space. I am sure the auctioneers would visit a home of this sort and would be proud of the fact that they are a part of it.

This would add greatly to the strength and stability the National Auctioneers Association and state associations must have — after establishment of a 100 per cent required combined relationship between state and national organizations.

The day is coming when we will need this combined relationship, legal counsel centered at headquarters, approved or certified schools teaching more than fundamentals of the auctioneering business including laws and procedures, terms and practices.

Such may not be needed today or tomorrow, **but eventually**. Consider the good the National Auctioneers Association and the state organizations have done for the auction profession since the beginning, a few years ago.

I wish all of you the best for the 1967 meeting and much progress throughout the year. Looking forward to seeing you and a large Colorado delegation at the National in Chicago, I am,

Yours sincerely,  
Ernie Sherlock

## Missourians Set For Finest Meet May 6-7

Members of the Missouri Auctioneers have completed plans for their two-day Spring Convention which will be held at Jefferson City's Missouri Hotel, Saturday, May 6 and Sunday, May 7. This is the first two day affair for the group and it is anticipated to be their most successful meeting.

Registration will begin at 10:30 A.M., Saturday and coffee and rolls will be served in the Hospitality Room. This period will be an opportune time for the renewal of old and the making of new acquaintances.

After a Welcome by the Convention Chairman at 1:00 P. M., a Guest Speaker will be presented followed by an Auctioneer Seminar. A tour of the State Capitol building has been arranged for the wives and children in the afternoon.

At 7:00 P.M., a Banquet will be served for all in attendance, followed by a Guest Speaker and a Fun Auction. Sociability will be continued until a late hour with dancing and refreshments.

Sunday's Program will offer an opportunity for late arrivals to register in the forenoon. Lunch will be served in the Main Ballroom of the Hotel at 11:30 A. M., and musical entertainment will be provided by Barney and the Uptowners.

Afternoon activities will include a Guest Speaker, election of officers, a general business meeting and a closing address by the President of the Missouri Auctioneers Association.

All Missouri auctioneers should attend this meeting and auctioneers from other states are cordially invited.

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The greatest part of what we do or say is unnecessary, so if a man takes this away, he will have more leisure and less uneasiness. Accordingly, on every occasion, a man should ask himself, "Is this one of the necessary things?" He should take away not only unnecessary acts, but also unnecessary thoughts, for then superfluous acts will not follow after.—**Marcus Aurelius Antoninus**

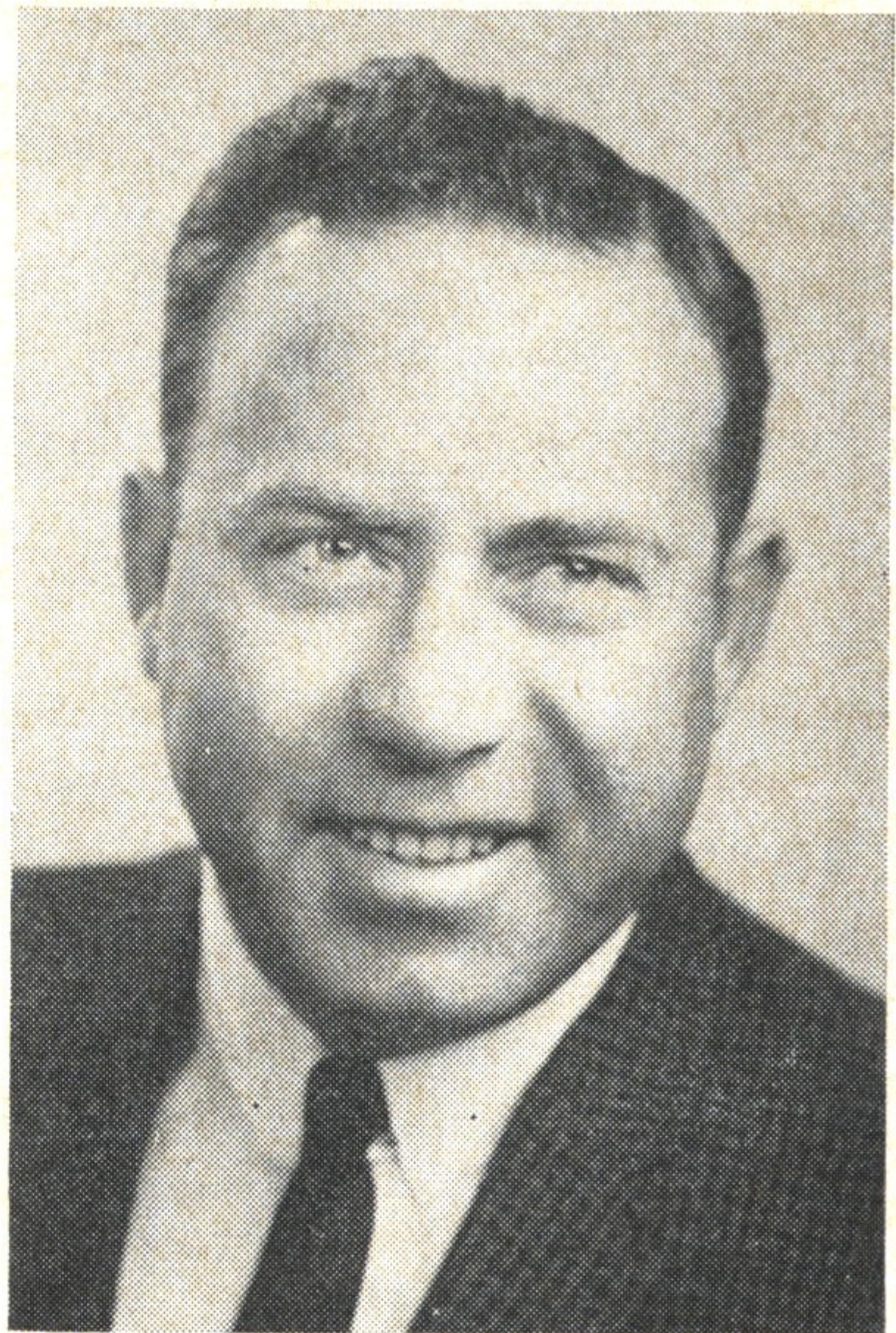


# Introducing Our 1967 Convention Chairman

Our chairman lives in Aurora, Illinois. He is the founder and owner of "Col." Quick's Auction service. He was born in Missouri, but has spent most of his life within a 50 mile radius of Chicago.

In 1950, Fred attended the Reppert School of Auctioneering. Later he graduated from both the Dale Carnegie Salesman Course and the Dale Carnegie Public Speaking Course. He is a Real Estate broker. Fred is active in local civic affairs as well as being a member of the Loyal Order of the Moose. He served as president of the Illinois State Auctioneers Ass'n. at one time.

For the past fifteen years Fred has depended completely on the auctioneering profession for his livelihood. Due to the fact that Aurora is so near to a large city like Chicago, has meant that Fred has been called on to sell a very large variety of sales. The U. S. Dist. Bankruptcy Court has had him selling industrial and commercial auctions as well as real estate. However, the Probate Courts have been a big source of his sales. Fred has found that real estate auctions can be both rewarding and interesting. He sold eight homes in one day at auction a couple of years ago. But most of his real estate are auctioned one at a time. Fred has an auction building, he calls it "an Auction Emporium". He does not plan a regular weekly sale but rather plans each sale as an individual sale. There has been as many as four sales a week in his "Emporium". Furniture followed by hardware inventory then the assets of a yarn and knit shop after that an antique sale. Antique sales has been the types of sales that gives Fred the best chance for travel. He has sold several antique sales in Wisconsin, Iowa and Minnesota. He has bought antique collections in a number of other states and moved them to Aurora.



Fred has a motto — "If you can't book it, buy it." This has meant that he has owned, only for a short time, not operated them, a large variety of businesses and items. Some of them including butcher and beauty shops, Chinese hand laundries, and grocery and hardware stores are pieces of real estate just to name a few. Oh yes, of all sales he has sold he seems most proud of the four farm sales that he has sold over the last fifteen years, even if he did have to buy two of those.

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## New Auction Opens

UVALDE, Texas — A new livestock auction company has been opened by the three Hargrove brothers, Neal, Joe and Darrell. The firm, which has been named Southwest Livestock Exchange Co., Inc., is located south of Uvalde, and had 400 cattle and 1,500 sheep consigned for the first sale.



# 42 Years In The Auction Stand With A. W. Thompson

By H. H. BOGGS

(Reprinted from THE HEREFORD JOURNAL, issue of July 1, 1949). Final installment of a three-part series.

Here is one thing I heard about this popular Nebraska auctioneer and it furnishes an insight to his character and perhaps to one of the many reasons why his circle of friends is as wide as his acquaintance.

A young fellow in one of the mid-western states had made an excellent start at farming. He raised good crops and had a few head of livestock. He was doing pretty well until sickness came in his family and the drouth took his crops. Trying to protect his investment he got deeper and deeper in debt and finally the end came. The only thing left, said the banker who was well within his rights, was a sale.

"I don't know how you are going to get paid for this," the young farmer said to Art Thompson before the sale. "I won't have a thing left out of it, not even enough to buy food for my family."

"Well, we won't worry about my fee until the sale's over," Colonel Thompson told him. "Maybe there'll be something left after all."

The sale went on and everything was sold. Then the banker who clerked the sale asked the auctioneer the amount of his fee.

"I'm charging \$150," Colonel Thompson replied, "and if it's all the same to you I wish you would pay me in cash."

It was done and with the bills in his pocket Art Thompson called the young farmer around behind the barn and told him he had been mistaken about the sale's outcome. There was something left for him after all.

Then he slipped the young fellow the \$150, climbed in his car and started for the next sale.

And on the other hand there was that big Colorado sale a few years ago when in two days Col. A. W. Thompson sold 382 head of Herefords for a total of \$860,480, an average of \$2,252. Cattle went to 27 states and Canada and an Argentinian was an unsuccessful bidder. In that auction 13 individuals sold at five figures with prices that ranged from \$10,000 to \$36,000.

"Records are made to be broken. And Herefords are made to break them!" That was the opening paragraph of The Hereford Journal's story of that momentous auction. But there was another record, also.

At the close of the auction Dan Thornton—it was his herd that had been dispersed in those two days of super auction salesmanship—turned to the weary Colonel Thompson and thanked him warmly for the great work he had done. And then he added:

"This has been a world's record sale—let's make it a world's record fee."

And he handed the colonel his check for \$16,000. A photostatic copy of that check occupies a place today in the Thompson scrap book.

## Notes From an Auctioneer's Book

A man who has been selling livestock at auction for more than 40 years ought to have acquired some definite ideals about the arrangements for and the conduct of sales. I found that A. W. Thompson had, and I'll try to set down some of the things he told me:

"Being a cattle sale naturally the cattle themselves are the most important feature," he said. "That goes without saying. But there are cattle and cattle and breeders and breeders—not to mention auctioneers. Leaving the matter of breeding and bloodlines entirely out of this discussion, important as they are, let's talk about other things that go to make a sale either a success or the other kind.





COL. A. W. THOMPSON

"The cattle should be in as good a condition as it is possible to get them and they should be clean — washed and brushed if possible. Manure, mud and cockleburs never yet have contributed a dime to an animal's value in the salering. A little time spent with feed bucket and brush will add dollars to the sale price. Excuses don't go with the buyers—they bid on what they see.

"Sale order is an important part of auction arrangements and time spent in this way pays off. Some start with the tops, others sell all bulls and then the females while others mix them up. But in properly handled sales a definite plan is followed to build up interest in the offering and to keep it increasing. A good auction sale is no haphazard affair. Sometimes the plan is changed midway in the sale, for a successful auctioneer must be a judge of crowd psychology. He sizes up his buyers from the first animal sold. Sometimes a sale may start slowly and then gain momentum and the auctioneer must sense these things and conduct his campaign accordingly.

"Delays are dangerous things in an auction. The cattle should be ready and

waiting, properly identified and quietly handled. As soon as one animal is sold the next should be entering the ring. There are times when a sale may be interrupted by well-timed remarks from the auctioneer or breeder but never, if at all possible to prevent it, by delays in bringing in the cattle."

### Don't Overlook the "Little" Things

"And there are a lot of other things to be considered, too," Mr. Thompson continued. "There's the matter of comfort for those in attendance. An uncomfortable man is not apt to be a ready buyer. If he's too hot or too cold, if the board on which he is sitting is too narrow and there is no place for his feet and legs, if he can't get a good view of the cattle or the auctioneer, if he didn't have a good lunch — a lot of things may influence his bidding. And right here let me say that 'comfort stations' strategically located are valuable sale accessories.

"And here's another thing that the wise ones never overlook. If the sale is held at the farm or ranch — and that ordinarily is the best place — they see to it that the surroundings are clean and neat. There you don't see rubbish lying around, broken fences, sagging gates, and barns and sheds that have not been cleaned in months. Those men are good 'housekeepers' and their cattle show up to the best advantage in such surroundings. I have accompanied men looking around before sales at places where neatness and cleanliness have not been considered important and I have heard them remark that the condition of those fences and gates made them just a little suspicious as to how sure the owner was as to which bull was the papa of which calf. Some of the best breeders are the poorest merchandisers."

"While on the subject of fences, let's talk about the protection of the person at the ringside and even for the auctioneer himself," the colonel said, safe in his office chair. "Sometimes the quietest cattle get frightened by the strange noises and confusion of an auction and it is the part of wisdom to have sturdy fences around the ring and a good solid snubbing post. Most of us have seen bulls or cows make a wild



dash toward the ringside fence and some of us have had to move faster than is our usual custom. And there is the little matter of the auctioneer's stand — sometimes higher than the ring and poorly protected by a flimsy rail."

"I worked in one of those stands a while ago and I was almost killed by a stampeding bull," said the colonel. "He really wrecked that stand. When the ruction had quieted down I turned to an association official in the stand that had been used to repair the damage. 'You get that hammer in your hand,' I told him, 'and watch these bulls from now on. The next one that charges this stand just crack right between the eyes — I'll pay for him.'"

### **Auctions on a Sound Basis**

Colonel Thompson believes Hereford auctions never have been on a sounder basis in his experience than they are right now. Sales are for cash and no notes are given. No buying and agreeing to pay "when I have my sale." "Cattle are sold when the gavel falls," says the colonel. "I have never left an animal on a farm and I never own cattle after a sale. The cattle go to the highest bidders even if the prices may not be as high as the seller desired. He can't say 'I won't sell at that price.'"

Colonel Thompson is a thorough believer in advertising. "What good does it do to produce cattle unless you sell 'em?" he says, "And how are you going to sell 'em for anywhere near what they are worth unless you tell others what you have and attract them to your farm, ranch or public sale?" Catalogues, also, are an auction necessity, he points out, and they should be prepared with the greatest care to give correct information.

"But there are many other ways of getting valuable publicity and they don't cost a thing except a little head work and good judgment," says the practical-minded colonel. "Walk down the business streets of any town or city, small or large, and look in the show windows. You won't see any shabby second-hand suits in the window of a highclass clothing store. Every live merchant puts his most attractive, eye-catching goods in his window displays. That's eye appeal.

"Eye appeal to potential buyers is just

as easy for Hereford breeders. Drive along any highway and see the possibilities offered. Could there be any more attractive 'window display' for the Hereford breeder than some of his good cattle in a well-kept pasture or looking over the neat fences of a well-ordered barn lot? Is there anything prettier in the way of livestock than a group of red and white beauties in a green pasture: Well, I may be prejudiced, but I don't believe there is. Now, where would you turn in if you were in the market for Herefords? At the place with the broken fences, sagging barns and rubbish cluttered approach where a few dejected looking cattle — maybe better than they looked — might be doing their best to show their breeding; or at the place where both cattle and surroundings indicated that their owner took pride in what he had and dressed his 'show windows' with attractive samples of the kind of 'goods' he was producing?"

### **Thompson Scholarship Founded**

Mr. and Mrs. Arthur W. Thompson have great faith in the youth of today and they showed that faith in a most substantial form some three years ago when they established the Arthur W. and Viola Thompson Scholarship at the Nebraska College of Agriculture, Lincoln. This is a permanent scholarship with the money held in trust and the principal intact. The income is used to assist worthy boys and girls in the pursuit of their education at the college. The fund now amounts to \$5,000.

### **Marriage for Schoolmates**

It was in York, Neb., that Arthur Thompson found, as a young man, the young woman who was to be his wife and companion, his inspiration and helper through the lean years and the full ones, through adversity and prosperity. She was Viola N. Swanson, born at York, a graduate of York College and for a few years a teacher in the local schools. The early years of their married life were spent in the county seat town and some 25 years ago they moved to Lincoln. Mrs. Thompson is keenly interested in civic affairs, is president of her P. E. O. chapter and a past worthy matron of Eastern Star. That she loves her home and gives it her personal care is apparent to even the most casual



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visitor. Her garden is her pride and joy and the view across the velvety lawn that merges with the wide sweep of the country club fairways is a beautiful one.

Mr. and Mrs. Thompson have one son, Elwood, named after Grandfather Thompson. Now 36 years old, he and his wife and two children, Karen (Kit), 7, and Arthur, 5, live at Riverside, Conn., just a short distance from New York City where he is secretary of the Carnegie Endowment. He is a graduate of the University of Nebraska where he won his Phi Beta Kappa key. He attended the Columbia University school of journalism in New York winning the Pulitzer traveling scholarship and spending a year in European countries. Returning from Europe he found time to take a law course at New York University and to hold a position with the Associated Press. When the United States entered World War II he was working for the Department of State and was kept in that position notwithstanding his desire to join the Navy.

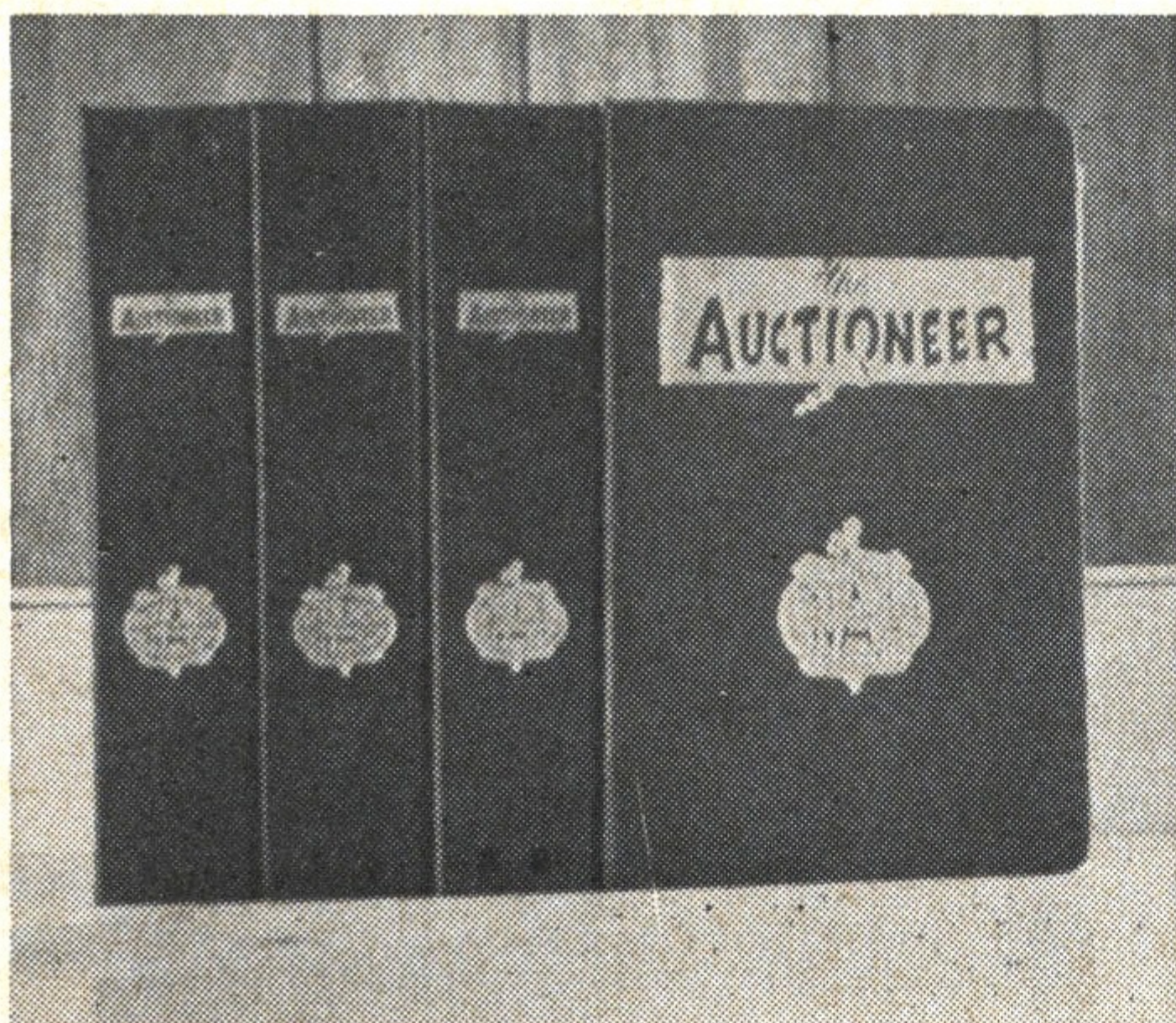
"Jack, that's what we call Elwood,

would have made a good auctioneer," said his father as he looked at a picture of the young man on his desk. "I let him sell some feeder cattle when he was 13 years old and he really did a job of it. Some one asked him later why he didn't go on with it and be an auctioneer. 'No,' he said, 'If I did I'd just be Old Man Thompson's son. I'd rather make my own way.' "

### First Hereford Sale in 1921

As he remembers it now, the first time A. W. Thompson was called on for a registered Hereford sale was on Dec. 6, 1921. It was the H. Gaudreault & Son sale held at Hastings, Neb. The Hereford Journal in reporting the event said of the attendance, "It was one of the most representative crowds seen recently at a Hereford sale outside the Royal and the International."

There are other reasons why Art Thompson remembers that sale. The late Col. Fred Reppert was scheduled as the auctioneer but illness prevented him from appearing. Art was at his home in York, 70 miles from Hastings, when



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he received a telephone call to come to Hastings at once to work in the Gaudreault sale. The call came through just before noon and the sale was set for 1 o'clock.

"I really burned up those rough Nebraska roads getting over to Hastings and the sale went off as scheduled except for Fred's absence," the colonel said as his mind traveled back over the years and the thousands of sales since that memorable occasion.

In this Gaudreault sale 64 head sold at \$279 with a top of \$1,000 paid by E. C. Rodwell for Penelope by Domino. And The Hereford Journal's report said: "The opening of the sale fell upon Earl Gartin who shouldered his responsibility creditably. He was assisted by Col. Art Thompson, York, Neb., and the two men did very effective and satisfactory work on the block." Two days later, Dec. 8, the York auctioneer was in the stand with Col. Ed Snell at Cambridge, Neb., to sell 35 head for C. S. Thompson at a \$312 average. The young man from the York County farm definitely was started on the Hereford trail that he has followed with great credit to himself and to the untold advantage of the Hereford breed to the present time.

### The Great Hazlett Dispersion

Another Hereford auction highlight in the Thompson experience was that 16 years later when for three days he occupied the auction stand in the dispersion of the great Robert H. Hazlett herd at El Dorado, Kas., June 15, 16, and 17, 1937. Under the magnetism of his salesmanship the 604-head herd of the master breeder brought a total of \$305,250 for a \$505 average. It was a sale which put emphasis on the great Hereford industry and it had widespread results in renewed confidence that greater things lay ahead. The cattle went to 27 states as the breed's greats passed through the salering. The sale of the 1937 show herd as a unit was a unique feature. Headed by the International champion Hazford Rupert 81st, the 10 head-group provoked a furor of bidding before Harper & Turner (predecessor of Turner Ranch) became its owner at \$18,800, a purchase destined to take a high place in livestock history.

Said The Hereford Journal in its story of that memorable auction: "Colonel Thompson occupied the box throughout the entire three days of the sale, the actual selling requiring a bit more than 20 hours. He spoke directly into a lapel microphone and his voice was carried by amplifiers to every part of the sale tent. Many were the favorable comments heard around the ring concerning Colonel Thompson's ability as an auctioneer, and he deserved every one of them. He held the close attention of the entire assemblage, during the whole time and there was not a minute in which he did not have full control of the audience. It is possible that Colonel Thompson has never appeared in better form than he did in this sale, although he has been widely known as a Hereford auctioneer for the past 20 years."

"What a sale that was," said the colonel as he thumbed through the old catalogue. And then added: "Just think what the total might have been had those cattle been sold under present-day conditions. It could easily be well

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## IN UNITY THERE IS STRENGTH

over seven figures. And Hazford Rupert 81st—suppose he should walk into a salering today at the age he was then.”

### World's Records Galore

And 10 years after that history making sale in Kansas the same auctioneer officiated in another history making, record-breaking and record-making event in Wyoming—the great WHR sale of Oct. 13, 1947, at Cheyenne. Interest was at white heat as the two-year-old champion WHR Star Duke entered the ring. The great crowd that packed the sale pavilion knew that something unusual was about to happen — and it did. Up, up, up went the bids and up, up, up went the blood pressures. Finally, “Sold for \$53,000!” And Poca Dot Farms of West Virginia had the honor of owning America's all-time highest selling beef bull.

But this was a day for record making and the new mark stood only for a matter of minutes. The gate opened and in came another champion, the two-year-

old WHR Helmsman 89th. Bids fairly showered on the perspiring colonel in the auction stand as he took them right and left from front row and back. Five-figure bids mounted and mounted. Bidders reached their limits and then reluctantly dropped out until finally it was a two-way battle with all American bull prices long since exceeded. And then:

“Sold for \$61,000!” And the highest-selling beef bull in American history went to a new home in Hiwan Ranch of Colorado.

In the auction stand that day the master salesman was at his superlative best and bidders and spectators sensed that history was in the making as those bluebloods of the Hereford breed paraded through the ring. The 72 head amassed a total figure of \$427,175 and the average price was \$5,933—a figure that never before had been approached and has not been since. The cattle went to 48 buyers in 21 states.



**REAL ESTATE AUCTIONEERING AND AUCTION SALE MANAGEMENT COURSE  
MISSOURI AUCTION SCHOOL KANSAS CITY, MISSOURI CLASS OF JAN. 1967**

**FRONT ROW**, left to right: Boyd Michael, Registrar; Delbert Winchester, Instructor; Richard W. Dewees, President; George Shults, Instructor.

**SECOND ROW**, left to right: Haskell O. Trusty, Missouri; Claude L. O'Connor, Nebraska; Nova Srader, School Secretary; Paul R. Alford, Oklahoma; Eugene V. Doty, Colorado.

**THIRD ROW**, left to right: Robert L. Sutton, Missouri; Joe Land, Oklahoma; Hugh MacNeil, Maryland; Carman Genoe, Canada; Bruce B. Cornish, Oklahoma; Eldon Thorman, Kansas.



## It Has Been a Great Life."

It is getting on toward half a century that Arthur Weimer Thompson has been selling livestock at auction in every part of this wide country. "It has been a great life," he says, "and I am rich in the friendships I have made. Why do you know I could visit, and hunt or fish every day for a year at some friend's farm or ranch and never stay more than a day to any one place."

He doesn't do as much driving as he formerly did. He lets somebody else do that when there are long automobile "jumps" to be made. And it is then that Art Thompson is at his best as a good companion. The auction nerves are quieted—it may be news to many but it comes from Colonel Art's own lips that there never is an auction, big or little, that he doesn't get a case of nerves before the start. And so relaxed in the car or in the Pullman he recounts some of the experiences of the auction trail—he has few equals as a storyteller—or he may pull the old "mouth organ" out of a pocket and really "go to town." That's probably an accomplishment acquired between auction rehearsals on the old Nebraska farm.

One of those motor car jumps (the

word is used advisedly) gave little opportunity for the weary auctioneer to let down his hair and relax. A fieldman was driving and his foot was heavy on the gas as the car raced through the Colorado mountains, up hill and down and around hairpin curves. Art had been pleading for less speed but with no success. Suddenly, as the car negotiated a turn on two of its wheels, there in the moonlight squarely in the middle of the road stood a long-eared burro. The brakes squealed and the gravel flew. The burro was missed by the length of one of his gray whiskers.

"I had my epitaph all composed," said Art as he wiped his forehead. "It would have read, 'Killed by a couple of jackasses.'"

The good colonel never for a minute has regretted his choice of an auctioneer's career. "But I'll admit," he says, "that if I could have foreseen the long trips, the sleepless nights, the cold and rain, the long absences from home—and a few other things—I might have thought better of that walking cultivator."

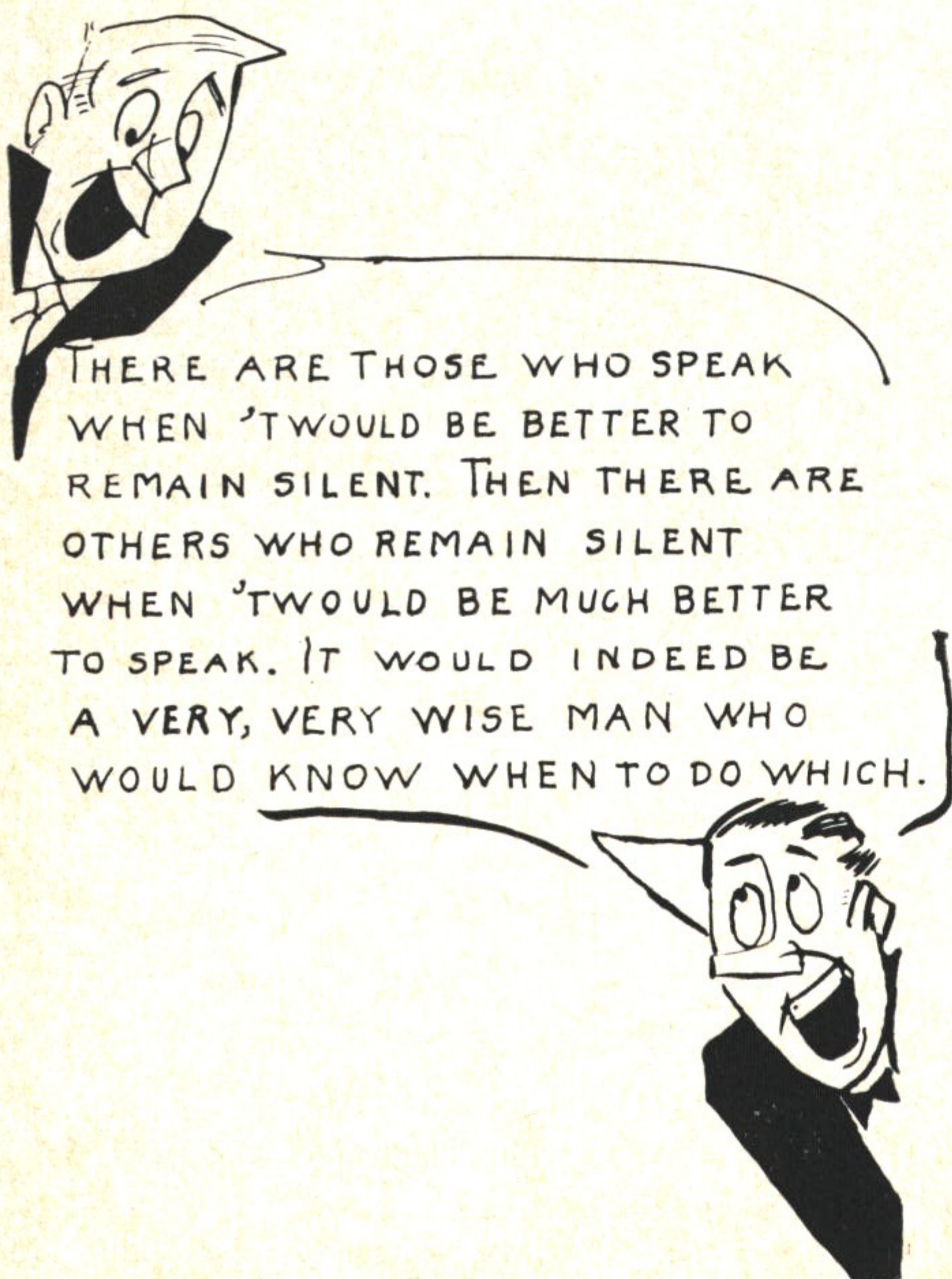
## Auctions Play Role In Record Exhibit

Records fell as the 18th Annual San Antonio (Texas) Livestock Show closed on February 19. The total attendance figure of 331,022 was a new record.

Livestock entries were also at a new high and 954 meat animals were sold in the auction for a total of \$138,265, all new records. There were also six auction sales of registered cattle, held in connection with the show, and these brought in a total of \$191,485. To add to these already impressive figures, auctions of Quarter Horses and Appaloosas added an additional \$71,850.

Grand Champion steer sold for \$8,700 and the Reserve Grand Champion brought \$3,000. Four lambs sold at an even \$1,000 each and the Grand Champion barrow brought \$1,200. An interesting sidelight was the sale of 15 turkeys that totalled \$1,125.

The man who wakes up famous has never been asleep.







# Challenges Offered By Yesterday's Great Men

BY COL. POP HESS

Your writer joins with all our readers in welcoming the spring season and the month of April. When we mention April my memory goes back many years to a fine old chap who worked as a handy man. He helped farmers with repairs and other odd jobs and in his way of pronouncing April, he would use much force. He would say AP-RI-ALL, and so it is.

I am a couple of days later in the month than usual in writing this column as we had some spring-like days, March 10 thru 14, and we took some time out and went visiting. We returned home in a roaring spring thunderstorm with an abundance of rain.

Our boys who are the John Q. Public auctioneers are pounding away with a long line of livestock and farm sales and it looks like they will be busy day and night through the remainder of March and through April. Prices are good and sale attendance is large with many bidders.

We hear of plans of the farmers in wanting to strike and withhold milk and other food products from the market place and this is a little hard for me to understand with the daily markets we have throughout the country. I have often said one of the advantages of being an auctioneer is that there is no danger of an auctioneers' strike. As the writer sees it in this day and age, there is a line of surplus auctioneers waiting for some one to take them on.

Mail the past month has been interesting, several from middle-aged auctioneers, commenting on the NAA, this publication and the progress of their State Association as well as the business they are having in their respective areas. Many are looking forward to the coming National Convention in Chicago. We

are happy to get these letters and many of them would make good reading in the pages of our publication.

Col. Thompson's "42 Years in the Auction Box" now running in "The Auctioneer" offers many points of interest to beginners as well as to veteran auctioneers. This, as well as Col. Reppert's achievements of his day, is interesting reading to all who are interested in auctioneering. It would be good to see similar write-ups about other outstanding auctioneers of the past.

One auctioneer, in his letter to me, said, "One finds the kind of wisdom that can be mixed with today's way of action that can make tomorrow's years better." It has been 67 years since my own name first appeared as auctioneer on a sale poster. Through these columns the past 15 years I have leaked out experiences, failures and successes until as of now to draft a story of my life as an auctioneer would be a series of repeats.

A letter asked me if I would write a full story covering 60 years from beginning as an auctioneer into the retirement years. If I did so I might come out like the fellow who tried to write a story on his family tree.

From the roots up through the main branch he was proud to write of the many achievements of his wonderful family. But when he got into some of the branches, things didn't look so well. He found things he didn't want to tell and ended with a story that would not sell.

Auctioneer readers, the entire family, are interested to read of what is cooking in your section and know of your problems, pit-falls and successes. It is not that other auctioneers want to pattern your life and methods, it is the back-



ground of information they wish to store away to help them in making decisions that must be made in their daily work.

Speaking of auctioneers of the past with fame to their credit, there are many in our memories. Back in 1901, I took time out and drove a horse and buggy to see and hear Col. F. M. Woods conduct a Shorthorn Sale at Whitehall Farms, Yellow Springs, Ohio. Col. Woods was from Lincoln, Nebr., and through the once great publication, BREEDERS GAZETTE, published in Chicago, I would watch for the dates for him to be selling in Ohio. It was always worth my while to see and hear this great man and it helped a good deal in building my first approach to the auction box.

I also recall two men who worked the ring for Col. Woods, Carey Jones of Chicago, who was just blooming out in the purebred field of livestock selling, and a fat Dutch boy from Indiana, named Fred Reppert. In my book of records there are many great men of years past with whom I have had the pleasure of being associated.

Some years back it was my opportunity to work in the sale ring with our good friend, Art Thompson. By the way, it was through Art that I bumped into Jack Halsey as they often teamed together. By that time I had many years back of me in the auction business and I was still learning. I found this man, Jack, was no amateur in any man's sale ring and when that pair, Art and Jack, was in action it was no place for an amateur. These two men made a great contribution to auction selling as we have it today. Their pattern was worth tying to.

Also, there was another great Colonel with whom it was my pleasure to be associated in sales, the late Col. Earl Gartin. Someone should come up with a good write-up on this man. He was a wonderful "box" man with great judgement and sales ability. For many years he was booked heavily with beef cattle sales.

Indiana has produced several strong auctioneers that became widely known and respected for their ability and some are still living and busy in action in purebred livestock sales. This state has

been so fruitful in auctioneer production that they have two State Auctioneers Associations. Could it be a birth explosion?

We are all happy to see the NAA is growing like a healthy organization should. The trend in a great majority of the State Associations is one of progress with improved standards of service and operation which makes better auctioneers. Auctioneers Associations are still not popular with all auctioneers but it is very noticeable the trend is toward belonging and helping to be a part of better auctions and auctioneers in years to come.

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## Charolais Auction Averages \$8,135.00

GEORGETOWN, Tex. — Forty-seven lots averaged \$8,135 each at the Feb. 21 4T Ranches Charolais sale here.

Moving at the sale's price high of \$25,000 was one half interest in FWT Bar Veyso 339, a September 1963 son of FWT Bar 8 with a Sir Veyso 263 dam. The half interest went to the Johnny Cake Ranches, Mansfield, Ark.

Another half interest sold was in FWT Premier 609, a February 1965 son of FWT Cotano 2, with a FWT Bar 8 dam. The buyer was Ben Burnside, Newellton, La., who paid \$10,000. Two \$9,000 sales moved a son of FWT Bar 221 to Carl Baha, Forest Farms, N. Y., and a son of Sir Veyso 263 to Ben Gore, Dallas, Ga.

Lady Celestine 316, a daughter of Wee with a Quolibet dam, sold at \$12,100 to J. E. Jumonville, Ventress, La. She carries service of FWT Bar 545 and is the dam of the noted FWT Bar 951.

Lysle Pritchard, Meadow Land Ranch, Lutz, Fla., paid \$11,000 for Miss FWT Bar 202, a January 1962 daughter of FWT Bar 8 with a Cotano 1 dam. Pritchard also bought eight other daughters of FWT Bar 8 — paying \$10,000 each for six, \$9,000 each for two and \$8,800 for one.



## Getting More From Your Association

"When many say of governmental affairs, **What does it matter?**, the future may be shaky." So said Benjamin Franklin; his advice to his countrymen in the 18th Century is equally true today. It is not confined to government; associations often have the same problem—too many "satisfied" members who are content to let the other fellow do the work and call the tune.

Indifference and apathy undermine effectiveness no matter where their blight appears. Glossed over by complacency, like dry rot under an attractive veneer, they eat their way into the organization structure. So it weakens gradually, with hardly anyone aware. But the signs can be detected by those in a position to read them.

No matter how many willing as-

sistants you have, there is always a residue labeled "Do It Yourself." It is on this crucial element that so - called "working" members find opportunities for growth and service.

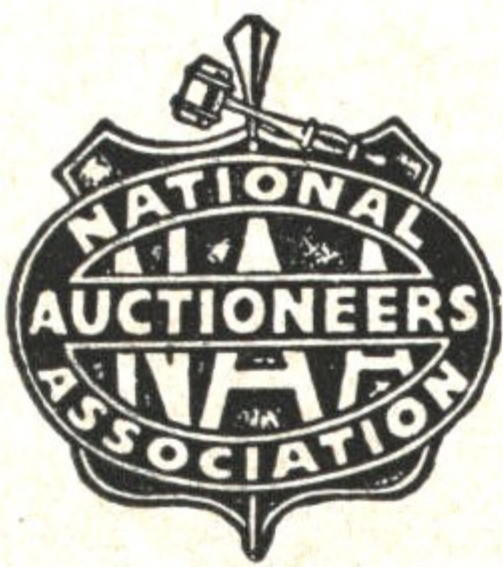
What all this amounts to, in essence, is **getting more out of your association** by:

Using its services to best advantage.  
Participating in various programs and projects and keeping informed about them.

Attending conventions and taking part in discussions.

Encouraging qualified prospects to apply for membership.

Enterprise in America never got where it is today through passive acceptance and letting George do it. Your association also owes its position and stability to a long line of doers. What **you** do for it today determines how useful it will be to you tomorrow.



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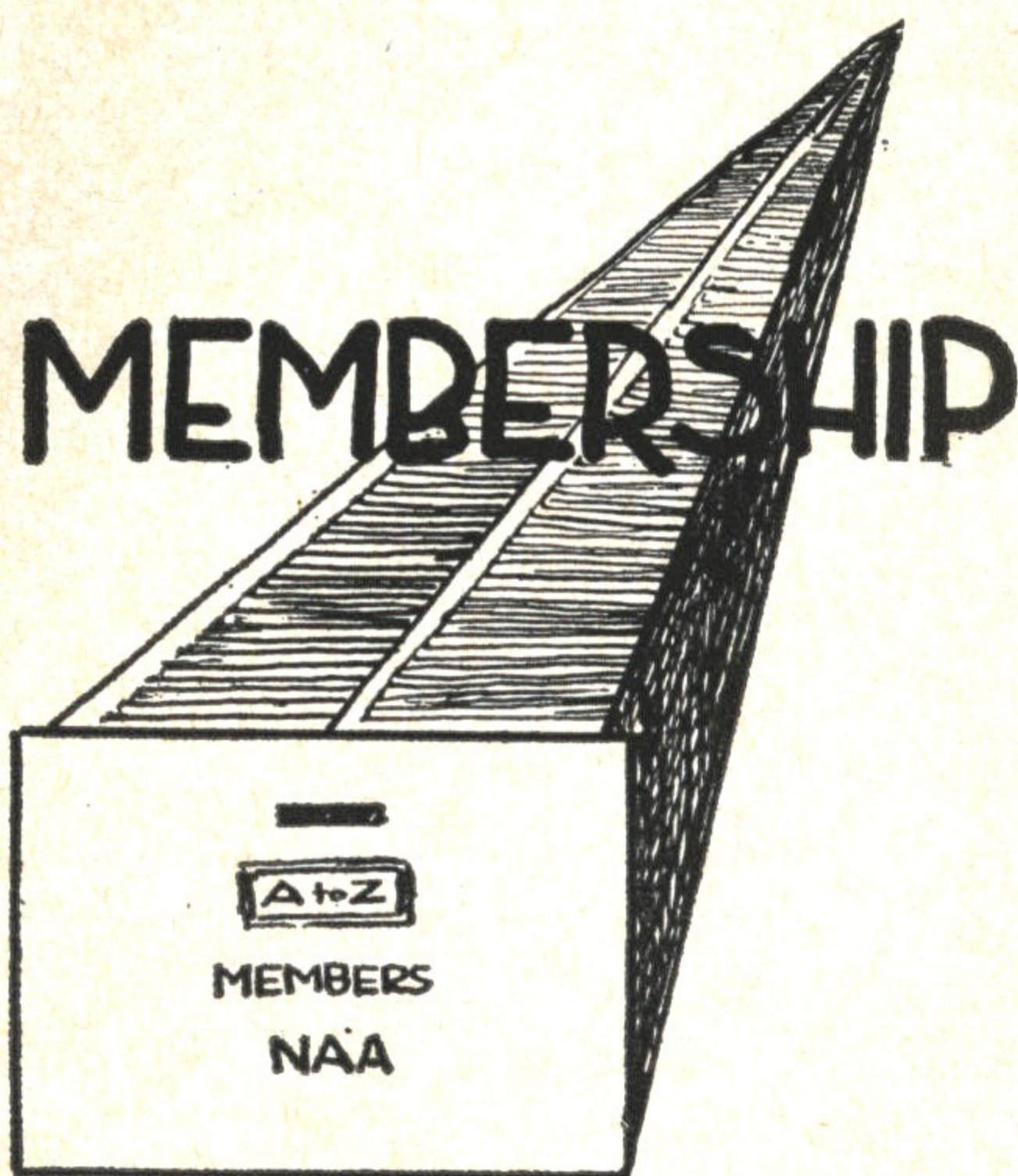
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 Cliff McCarville, Iowa  
 Charles E. Cumberlin, Colorado  
 M. M. Peterson, Iowa  
 (\* Indicates a new member).

## Bilingual Auction Sparks Houston Show

Humberto V. (Bert) Reyes, San Antonio cattle broker and auctioneer, set one and possibly two national records during the Texas Brahman Association auction sale held in conjunction with the Houston Livestock Show.

Reyes conducted what is regarded as the first bi-lingual cattle auction in the U.S., and the top selling bull brought \$5,650, a world record for a Brahman sold at auction.

The sale was officially labelled a bi-lingual sale, with Reyes taking the bids in English and Spanish. This sale had a large number of foreign buyers, most of whom speak only Spanish.

At the end of the two-hour sale, Reyes received a rousing hand of applause from the audience of buyers, sellers and spectators.

A total of 23 lots sold for \$35,900, with the 12 bulls selling for \$24,000, an average of \$2,000. The top selling bull, Sugarland's Rexcrata 1, sold to I. W. Whittaker and Sons of Buffalo, Tex., and was consigned by the United States Sugar Corp. of Clewiston, Fla., who exhibited the champion and reserve champion Brahman bulls of the Houston show.

Top selling female also was consigned by the U.S. Sugar Corp. and sold to S. Pacheco of Costa Rica for \$1,500. The 11 females sold for \$11,900, for an average of \$1,081 per head.

**EDITOR'S NOTE** — Those who attended our 1961 National Convention in Houston, will remember Bert Reyes as the bi-lingual program participant. He was the speaker who convention chairman Walter Britten attempted to serve as interpreter.



# Illinois Auctioneer Works For Community Progress

Reprinted from the METRO — EAST  
Journal, E. St. Louis, Ill.

BY BOB MATHES

"No man should turn up his feet without having done something for his community."

This is Orison R. Seibert's explanation of his willingness to take time out from a busy schedule of farming and auctioneering to head the new Belleville Area Junior College District 522.

"This community has been good to me, and I should be good to it. Things would be in a heck of a shape if no one would come forward to do something for the community's benefit."

Seibert leaves no doubt that he considers success of the new junior district extremely vital to the community interest. It will take a lot of effort from a lot of people willing to devote a lot of time and effort to it. Seibert stands ready to give maximum effort.

Although Seibert's election as District 522 board president is thrusting his name into the news more and more, his name has not been a strange one to Metro-East newspaper readers the last 10 years. He has been on the St. Clair County Board of School Trustees 10 years, serving as president of the board for the 1965-1966 year.

Seibert hopes that the publicity as the new junior college district progresses does not center on him to the exclusion of the other six members of the board.

"The board members elected are extremely well qualified. A better board could not have been elected. Any one of the other members could well have been chosen board president instead of me," Seibert says.

Seibert spends the major part of his time on the farm — whence he came. He was born and reared on his father's farm in the Renschler sector of St. Clair County.

He attended grade school in Renschler and graduated from the Mascoutah High School. He received a bachelor's de-

gree from the University of Illinois College of Agriculture in 1939, specializing in animal husbandry.

During 1940 and 1941, Seibert was employed as a cattle buyer at National Stock Yards for the old Laclede Packing Co. It was during that time that he first developed an interest in auctioneering, a field in which he later was to make his mark.

Seibert served in the Army with the 33rd Division in the Pacific from 1942 to 1945.

After his discharge he began farming with his father at the farm Seibert now owns on Route 13, 3½ miles southeast of Belleville.

Seibert soon began to develop the interest in auctioneering that he picked up while attending the livestock auctions at National Stock Yards. He began by assisting other auctioneers at various auctions and soon was operating his own auctioneering firm.

Seibert serves at all types of auctions and frequently is booked in advance for a dozen or more sales.

Seibert appears somewhat younger than his age — 49 — despite his silver-toned hair. His complexion reflects the long hours he spends outdoors in the farm operation, and in pursuit of his favorite hobbies of fishing and hunting.

Seibert is impressive in appearance, whether dressed in his farm clothing of work shirt and blue jeans, his auctioneer attire, or in the neat suits he wears for business sessions and meetings involving school board affairs.

He is articulate and knowledgeable, whether discussing the latest farm and animal husbandry developments or school curriculum needs.

Seibert long has had a deep interest in education. His wife, the former Miss Fern Fox of Lebanon, (whom Seibert met while both were attending the U. of I.) formerly was a fulltime school teacher and now is a substitute teacher



in the Freeburg schools.

A daughter Mrs. Marvin (Nancy) St. John is a Southern Illinois University graduate now teaching speech therapy in Pennsylvania. Another daughter Miss Mary Seibert is attending SIU and plans a teaching career. A son, Thomas Seibert, a senior at Freeburg High School, plans to attend the U. of I.

The interest in education prompted Seibert to agree to serve on a committee formed in 1966 to make a feasibility study on forming a state junior college district. He had been asked to serve by a large group of residents in his area.

After the district was approved, Seibert became interested in running for the board of education of the district because of his work in the feasibility study. He led all candidates in the balloting and was elected president of the board unanimously at the board's first meeting.

"I had one special reason for seeking election to the board," Seibert says. "This was the feeling that agriculture should be represented."

Seibert feels the board will move as fast as possible to take the necessary steps to get the new junior college in operation. Many special meetings will be needed in addition to the regular meetings each month. Seibert said he is willing to devote whatever time necessary to the tasks.

The hiring of a district president is the first major task of the board, Seibert says. It is vital to obtain a top administrator because the state junior college program is a new field without any precedents.

The next phase will be selection of a site and construction of a campus in time for the start of the 1970 school year.

In the long-range category, but already the subject of considerable thought, is the junior college curriculum after the new campus is built.

For instance, there may need to be an increase in the vocational curriculum, or an increase in the number of specialized courses to meet the needs of the community. The two-year curriculum for transfer student also may need to be strengthened.

**EDITOR'S NOTE —** There has long been a connection between community service and a successful auctioneer. Like the chicken and the egg, we don't know which comes first but we have had many, many examples brought to our attention similar to the accompanying item.

Subject of this news story is Orison R. Seibert, Belleville, Ill., a member of the National and Illinois Auctioneers Associations. Following are some words of advice from him, taken from a letter to "The Auctioneer":

"Sales are keeping us busy, three a week so far this year and from our future billings it looks like a very good year in the making.

"To the young man who anticipates a busy career as an auctioneer, I'd like to give just a little advice. 'Give your all to your profession and to your community.' The publicity that accompanies public service, both as an auctioneer and as a good citizen, will bring clients to your door.

"You are never heard of if you do nothing — so start something in order that the public will know you exist. A little publicity will do more for you than a half dozen diplomas and get you jobs and the old important experience that you long for.

"Become an active part of your community — get busy — you'll have no trouble staying that way."

John Dewey, American philosopher and teacher, analyzed reflective thinking and came up with this five - point formula for problem solving: 1. Awareness of the problem. 2. Location and definition. 3. Suggested solutions to the problem. 4. Rational, elaboration of the suggestions. 5. Testing the solution, leading to acceptance or rejection.



# Convention Plans Point Toward Greatest Yet

BY COL. FRED G. QUICK

Convention time is drawing near. Some of the early birds have already made reservations. There is no doubt that this will be the largest convention yet.

Members of the Illinois State Auctioneers Association have been working with President Wooley and Secretary Hart to make this the best. Here are some of the things that those attending will see and enjoy and, by the same token, what those not attending will miss.

The Hotel is one of Chicago's largest. Many of the rooms and suites overlook beautiful Lake Michigan and the renowned Buckingham Fountain. Those wishing one of these rooms should get reservations early and request them. Every room is air conditioned and with new color TV sets. Chicago has seven TV stations. Escalators will carry members between the main floor of the Hotel and the Banquet and Meeting Rooms. There are also elevators and marble stairways if you don't like escalators.

Speakers for the program are all considered to be among the tops in their respective fields of endeavor. They are willing and able to show and tell the auctioneers how to get more business, collect higher commissions and be more successful. Each speaker is asked to do just that. Have your questions ready.

Illinois auctioneers are making big plans for the Fun Auction. You will meet, see and hear some of the nation's best here. Everyone attending will be given an opportunity to auction if they wish.

Variety Show Night will truly feature something for the whole family.

Ladies, plan to save some time for shopping. You will be within walking distance of all the "name" stores in downtown Chicago's Loop. This is really the nation's "Bargain Basement" and all types of Charge Cards are honored.

For the children, well they have not

been forgotten. A native Chicago auctioneer and his wife will see that they have interesting things to see and do.

Are you talented? Do you enjoy a good Amateur Show? The Wednesday night Amateur Contest is looking for talent. The Master of Ceremonies is a most capable man.

For the auctioneers who enjoy a "Postman's Holiday" and if they arrive early Wednesday, they will be supplied with locations of auctions being held in the area that day.

I hope to see all of you at the Convention.

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## Ohio Land Auction Gets \$1,100 Per Acre

What is thought to be the highest price ever paid for Van Wert County, Ohio, land was the \$1,100 per acre recorded for a 39 acre tract, February 1. This was a part of the 115.95 acres, sold in five tracts, to settle the estate of Milvada Shaffer.

The entire sale grossed \$135,087.50. Col. Glenwood Adams, Van Wert, Ohio, was the auctioneer in charge of the sale. He was assisted by Cols. Homer Pollock and Atlee Gehres, all of whom are members of the National Auctioneers Association.

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## Renoirs Bring Top Bids At Auction

PALM BEACH, Fla. — Sixty paintings and drawings were auctioned at the Trosby Galleries here for a total of \$353,000.

Top price was \$51,000 for Pierre Auguste Renoir's "Young Girl with Hat and Feminine Swimmer." Another Renoir, "The Bouleers," drew the second highest bid of \$48,000.





Blizzard conditions kept many people from attending the Montana Auctioneers Meeting at Billings, March 12, but these folks enjoyed a day of fellowship. Items discussed were the Third Annual Montana Auctioneers Contest to be held in April or May, and prospects of re-activating the Wyoming Auctioneers Association. Two Wyoming auctioneers were present in spite of the blizzard.—Photo by Bob Penfield.

## Barnicle's Grandson Arrives New Year's

Col. and Mrs. Ken Barnicle, Ellisville, Mo., wish to announce the arrival of a grandson, Jeffrey Price Barnicle.

In making the report, Mrs. Barnicle says, "Needless to say we are as proud of him as we can be. "He arrived on New Year's Day, six weeks early. "He is doing real good and already has a mind of his own, no doubt he takes after his grandpa. "We are all well and thankful for our blessings, in other words, our cup runneth over. "See you in Chicago, if we don't have to babysit."

Jeffrey's grandfather is Mayor of Ellisville, and a member of the NAA Board of Directors.

## Duroc Boar Sells At Record \$10,000

ARKANSAS CITY, Kan. — Sale of the grand champion boar at \$10,000 highlighted the 1967 Southwestern National Duroc Congress here. The boar

was a September pig shown by Fred S. Vanderburg, Jr., Pampa, Texas, and purchased by Robert Johnson & Sons, Cash, Ark. He is a son of Perfect Royal Star.

In the Congress sale, 218 registered Durocs sold for \$76,260 to average \$350. Duroc officials said the sale total was the highest total of any hog sale in modern times.

## Tips On Advertising

Yardsticks that every manager can use when evaluating ads which bear his company's logotype were set forth recently by Tilden Cummings, president, Continental Illinois National Bank & Trust Company, Chicago. Addressing a workshop of the Bank Public Relations and Marketing Association, he emphasized the following qualities:

**Uniqueness.** Advertising should dramatize the point of difference that distinguishes the company from its competitors. "If no obvious point of difference exists," the speaker said, "then it is up to management to create one



and make it meaningful, to staff and to the public."

**Professional quality.** Every insertion should be visually attractive, readable and compelling, which requires professional competence and understanding.

**Consistency.** Every company should develop its own program and stick with it faithfully. Themes and media should be changed only when there is sound reason for doing so. Change for its own sake is wasteful.

**Motivation.** Each ad should supply a "reason to buy," in terms of positive benefits to be derived from using the item promoted.

**Efficiency.** Prudent investment of advertising dollars means reaching the largest number of qualified prospects at the lowest cost, with a minimum of waste circulation.

**Coordination.** Every ad should be part of a coordinated marketing program, tied in with direct mail, displays, training and personal calls.

## Mother Of Indiana Auctioneer Passes

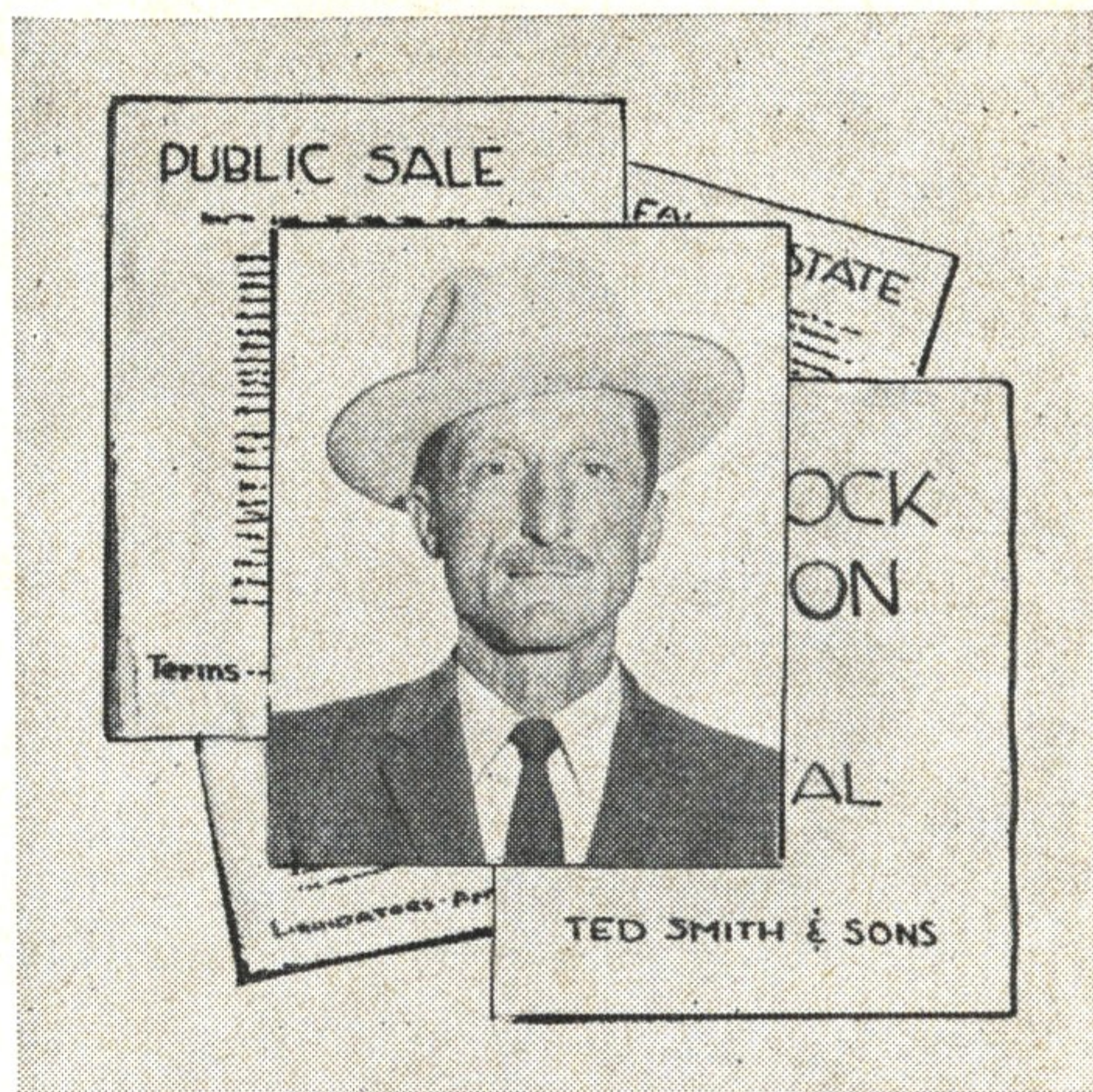
Mrs. Nellie M. Dunlevy, mother of Col. T. M. Dunlevy, Jeffersonville, Ind., passed away February 26. She was a resident of Henryville, Ind.

The Dunlevy name has long been synonymous with auctioneering in the Kentuckiana area. T. M. Dunlevy represents the third generation of the family in the auction field. His grandfather, the late Tom Dunlevy, and his father, the late Charles A. Dunlevy, were also auctioneers.

T. M. Dunlevy is a member of the National, Indiana and Kentucky Auctioneers Associations.

We can't have the so-called Great Society until we have the Responsible Society — where it's more profitable to work than not to work. You can't help a man by constantly giving him more handouts. — **Edward Brooke, U.S. Senator from Massachusetts**

## Auction Shorts



Read an article the other day entitled "Food for Thought" and thought it a very suitable article for The Auctioneer.

**WANTED . . . .** A man for hard work and rapid promotion; a man who can find things to be done without the help of manager and three assistants.

A man who gets to work on time in the morning and does not imperil the lives of others in an attempt to be the first out of the office at night.

A man who is neat in appearance and does not sulk for an hour's overtime in emergencies.

A man who listens carefully when he is spoken to and asks only enough questions to insure the accurate carrying out of instructions.

A man who moves quickly and makes as little noise as possible about it.

A man who looks you straight in the eye and tells the truth every time.

A man who does not pity himself for having to work.

A man who is cheerful, courteous to everyone and determined to "Make Good".

This man is wanted everywhere. Age or lack of experience do not count. There isn't any limit, except his own ambition, to the number or size of the jobs he can get. He is wanted in every big business.

Henry Buss,  
Columbus, Nebraska



## Auction Gets \$1,112 Per Acre For Farm

FAIRBURY, Ill. — A 160-acre farm sold at auction here recently for \$1,112 per acre, and the buyer said the tract is to be used for farming.

A local farm land lender indicated this is a record price for a public auction in either Livingston or McLean counties — except for land intended for use other than agriculture.

The farm was sold by heirs of Leah Steidinger, and the successful bidder was William Ift, retired Fairbury farmer.

The farm lies at the north edge of the city limits, and is described as excellent cropland. It includes a large, modern brick house, plus tenant house and a full set of farm buildings.

## Ten Acre Plot Given By Kentucky Couple

First Christian Church, Bowling Green, Kentucky, was the recipient of ten acres of land valued at \$50,000. The deed to this property was presented by Mr. and Mrs. Edgar Walker of Bowling Green, at the close of the worship service, December 18. William Riley, chairman of the board and congregation, accepted the deed on behalf of the church.

The Walkers have been members of First Christian Church for thirty - five years. He is an elder and she is chairman of the social action committee.

In presenting the property, the Walkers asked that the deed be made to read in part: "Witnesseth: That for love of the church, and the spiritual benefit it has been to us through the years . . . the Grantors do hereby give, alien, transfer and convey unto the Grantee . . . that certain plot of land located in the Ogden Park Sub-division of Bowling Green, Ky. . . . The within conveyance is a gift, without cost to the Grantee, of an agreed valuation of \$50,000."

## Kentucky Auctioneer Dies At Age of 75

Edgar C. Walker, prominent auctioneer of Bowling Green, Ky., died at his home, March 2. He was 75 years old. A native of Macon, Mo., Col. Walker



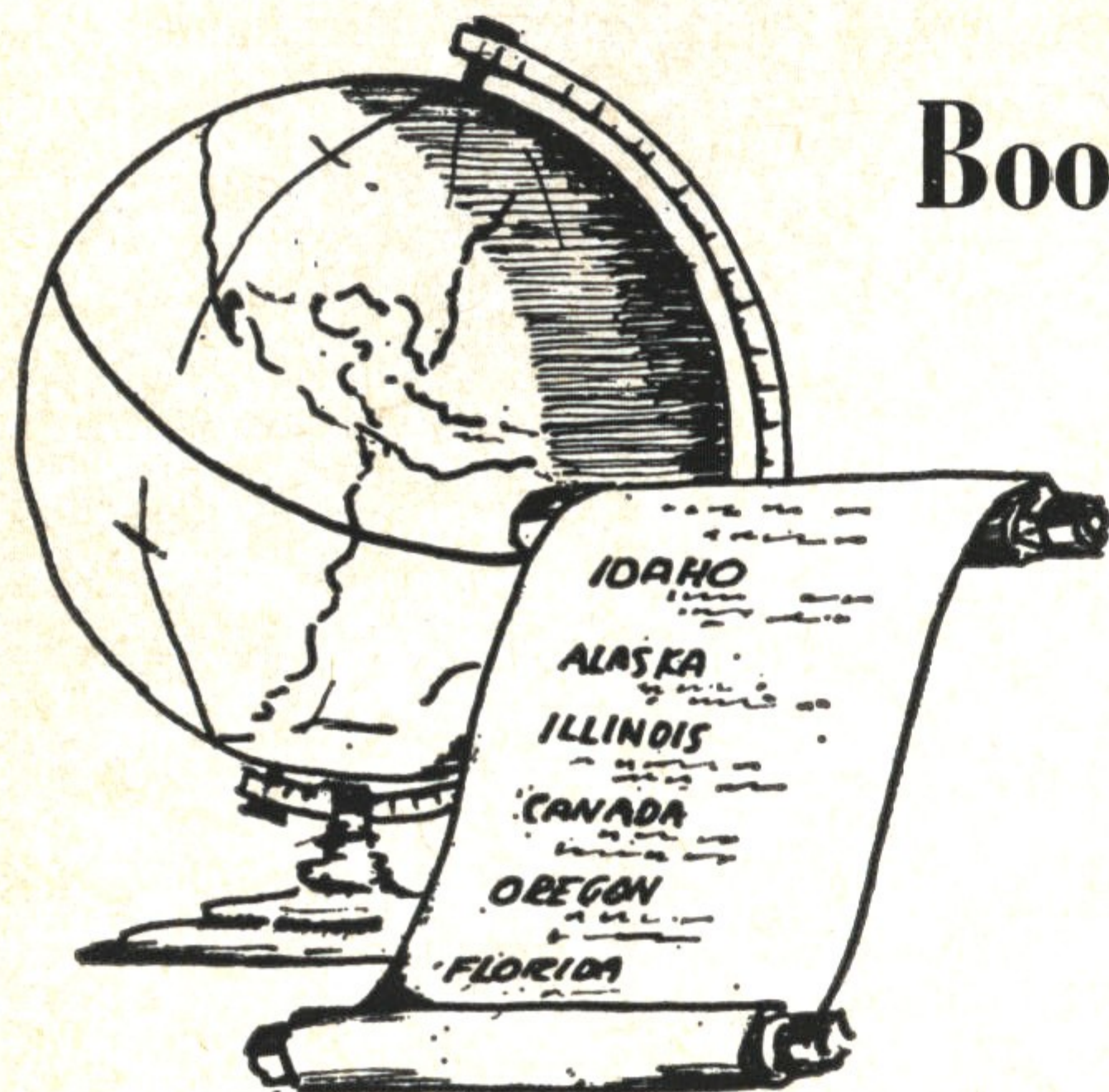
came to Bowling Green in 1934 as a livestock dealer. Three years later he became a partner in a real estate firm. He continued in the real estate and auction field until his death.

Col. Walker was a Charter Member and a past President of the Kentucky Auctioneers Association. He was a member of the National Auctioneers Association. He was also a member of several other organizations including the American Legion, Chamber of Commerce and the Senior Citizens Club.

Probably his most active participation was with his church. He was a member of the board of elders of the First Christian Church in Bowling Green for many years. Another item on this page describes his loyalty and devotion to his church.

Survivors include his widow, one son, one daughter, one brother and two sisters.





## Boosters for 'The Auctioneer'

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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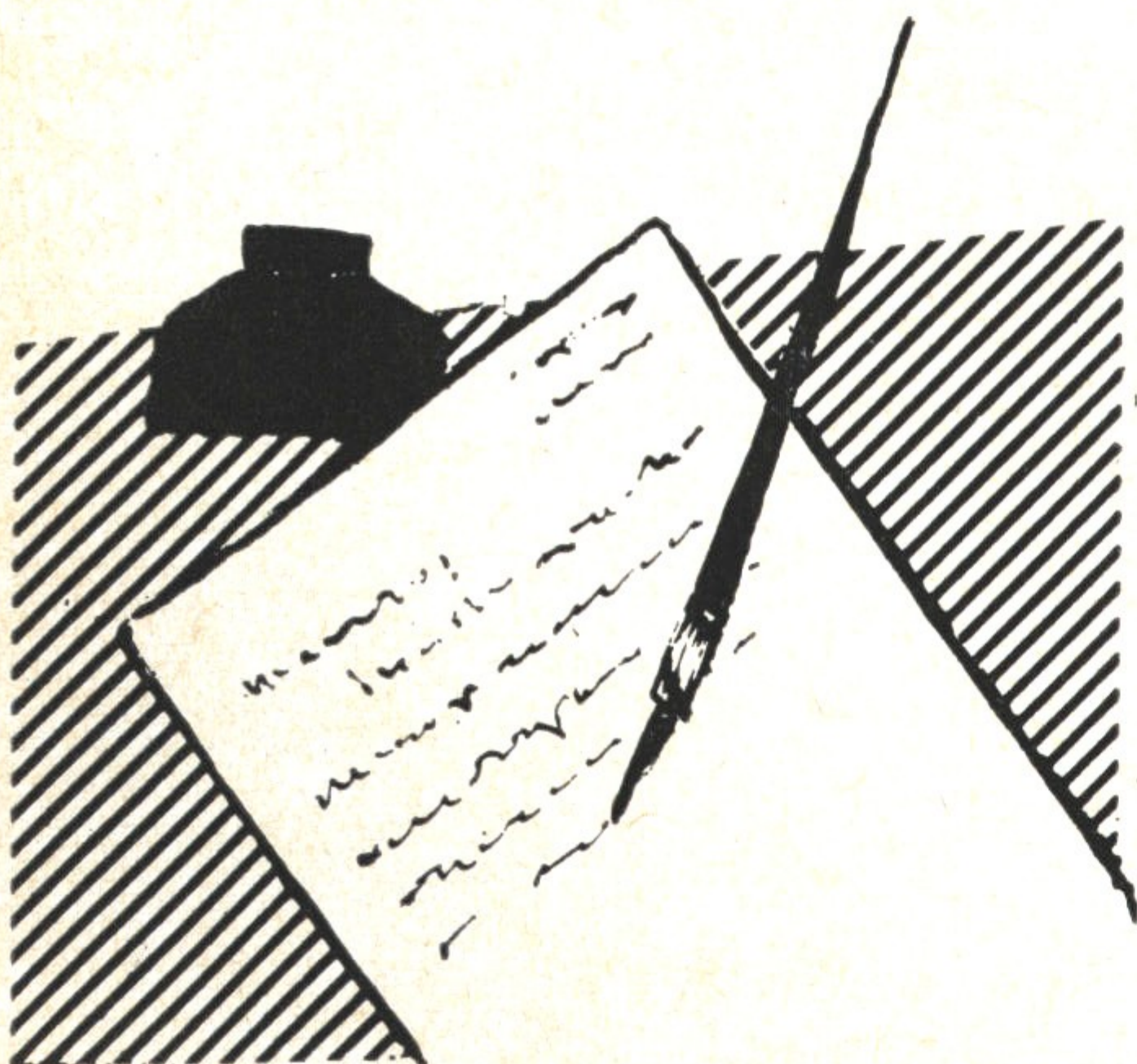
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Col. Arthur O. Robatzek—Swift Current, Sask.

## THE MEMBERS SAY . . .



Dear Mr. Hart:

Enclosed find check to the amount of \$15.00 for membership fee and Booster page.

Am associated with my father Col. Keith Cullum in the auction business, and, also sell along with him at the Los Angeles Wholesale Dealers Auto Auction, which, as you know, is owned by Mr. Harold Henry.

Dad has been selling for Mr. Henry for the past 16 years, and I feel that at my age of 20, I owe a great deal to Mr. Henry to be allowed to be part of his fine organization.

We, Dad and I, have enjoyed a very good year handling sales for estates, closing out business establishment, private households, etc. here in the Pomona Valley for which we are very thankful.

I hope someday to meet you in person, Mr. Hart, I have heard Dad speak of you many times.

Very truly yours,  
Ken Cullum  
Pomona, California.

Dear Bernie,

Please find enclosed my check in the amount of \$105.00 for my Lifetime Membership in National Auctioneers Association and booster page for another year.

This is without a doubt the greatest profession on earth and may I gladly report we're enjoying another record breaking year in the auction business.

Looking forward to seeing all of you again in Chicago this summer.

Auctioneerimgly yours,  
James E. Wilson  
Hot Springs, Arkansas

Bernie:

Enclosed is \$10 check for my National dues. Also enclosed is a photo static copy of an ad in The Hebron paper re-



## IN UNITY THERE IS STRENGTH

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cently. The livestock auction market is doing good and I have had a good run of farm sales this winter.

I hope your family are all fine, and hope to see you in the near future.

Sincerely yours,  
Ernest Niemeyer  
Lowell, Indiana

---

Dear Sir:

Enclosed check for yearly dues, also for "Booster Page".

Look forward each month to reading "The Auctioneer". Please keep them coming as I don't want to miss one issue.

Col. Rudy Larkin  
West Covina, California

---

Dear Bernie:

I am herewith enclosing my check for dues and booster page. I don't know why I am so late in sending this except that I have just failed to do so. It certainly is not because we have been too busy.

While we have enjoyed a nice business this winter and spring, we have a goodly number of open dates. It is terribly dry in this area. Many of our crops have not come up and the grass situation is very bad. Most of our sub-soil moisture is gone and crop and pasture prospects do not look as inviting as they could at this time of year.

We had a nice Northwest District meeting of the Oklahoma Auctioneers at Woodward, Oklahoma, recently. We are looking forward to a nice state meeting in Oklahoma City May 13 and 14. We expect to see you there.

The dry weather has not affected our land prices as yet. Last month we had a small grass pasture near town that we were able to get up to \$600 an acre. This was not a usual sale however as it was only 20 acres and located a short distance from town. It was bought for a trading lot. Ordinarily our grass land brings from \$100 to \$200 an acre. Our good crop land has now gotten to

the place where it sells for around \$500 an acre but very little for sale.

Be looking for you at the State Convention.

Yours truly,  
Clyde Jones  
Alva, Oklahoma

---

Dear Mr. Hart:

Enclosed please find bank draft for \$U. S. 10.00 being for my present membership fee.

As you know, we recently had a visit from your President, L. B. Johnson, and it caused quite a commotion. He was received very well — a few objectors and crackpots around as are found in all countries — but he made a big impression on Australia in general.

Trade generally here is along with a few ups and downs but nothing spectacular either way but Japan is certainly making her presence felt. She was displaced U. K. as our largest wool customer and is getting a big foothold on steel and motor industries. Only the future will tell whether this is a good or bad thing for us.

I trust you are well and will you kindly pass on my best wishes to all your friends whom I met during my visit to you in 1964.

Yours faithfully,  
R. E. A. Gray  
Sydney, N.S.W. (Australia)

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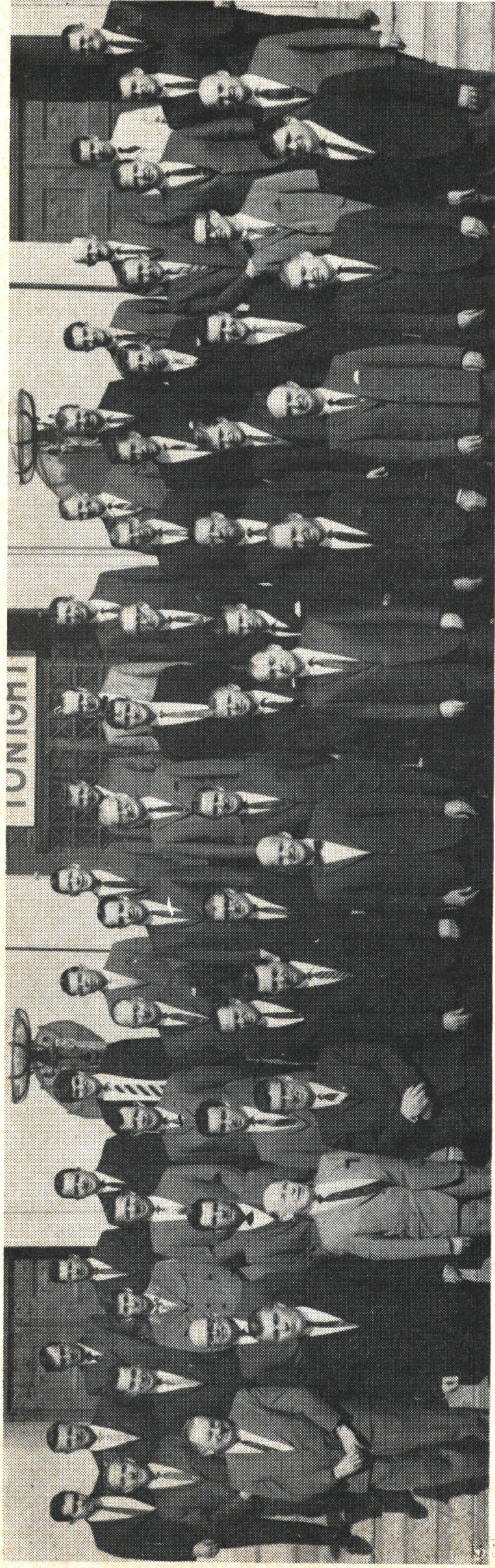
### Breeder Group Cites Col. Charles Corkle

Col. Charles Corkle, Norfolk, Nebr., was cited by the Nebraska Angus Association for his special contribution to the livestock industry. A plaque was presented to Col. Corkle at the organization's winter meeting.

Few men in the auction field have received as many citations as has Col. Corkle. Last year, he was awarded a plaque at the National Auctioneers Convention, in Philadelphia, for his outstanding contribution to the NAA and to the profession of auctioneering.

Several livestock groups have honored the distinguished Colonel the past few years.





MISSOURI AUCTION SCHOOL, KANSAS CITY, MO., CLASS OF MARCH 1967

**FRONT ROW, left to right:** Jon B. Cook, Virginia; Hal Jeffcott, New Jersey; Ralph K. Adams, Canada; Bill Halbert, Instructor; Boyd Michael, Registrar; Richard W. Dewees, President; Delbert Winchester, Instructor; Verlin Green, Instructor; Jerry L. Crain, Michigan; Cecil Boaldin, Kansas.

**SECOND ROW, left to right:** Howard Tompson, Wisconsin; Billy June, Kansas; Troy Wharton, Texas; Garry Wilcox, Nebraska; Charles Wilcox, Nebraska; Dale Hofbauer, Illinois; Jessie Boyd, Colorado; Gene Haselton, California; Ron Glassburner, Kansas; Robert Soule, Missouri; J. Douglas Lewis, Jr., Nebraska; Jim Spargur, Ohio; Wallace Schott, South Dakota; Charles Hepworth, Canada.

**THIRD ROW, left to right:** John W. Carpenter, Kansas; Dick Rickelman, Ohio; James Starr, Colorado; Scottie Cronin, Kansas; Jack B. Perry, New York; Paul Garrison, Pennsylvania; Jan J. Kruse, Kansas; Floyd Davis, Ohio; Norman L. Bass, California; Gordon R. Taylor, Kentucky; Robert L. Neff, Indiana; Tom Akers, Hawaii; William Broderick, Illinois; Vernon G. McAdams, Kentucky; Fred Blank, New Jersey; Roy Sims, West Virginia.

**FOURTH ROW, left to right:** Danny H. Farley, New York; William Sohm, Jr., Ohio; George Bittle, Oklahoma; Jessie Wilson, Oklahoma; Sam Wier, Oklahoma; John C. Jones, Jr., Tennessee; Jim Friend, Oklahoma; Johnny Lee Mitzner, Kansas; Harley Jenkins, Michigan; Paul E. Clardy, Missouri; J. C. Kentner, Missouri; Norbert Brahm, Kentucky; Ron Kavanagh, California; Larry Hedrick, North Carolina; Ed Huisman, California; Don Dankenbring, Illinois; E. L. Dean, Mississippi.



# Livestock Auction Men To Convene June 21-25

GREAT FALLS, MONT. — A state-wide cattle and beef industry committee has completed plans for the feature events of the 1967 Livestock Marketing Congress, it was announced by Duke K. Gustafson, Great Falls, chairman of the plans group.

The industry event will be held in Great Falls, June 21-25, with headquarters at the Rainbow Hotel. The scenic splendor of Glacier National Park will shine over the event in the form of a chartered tour that has been arranged extending the Congress two additional days following the conclusion of program events in Great Falls on Sunday, June 25.

The Livestock Marketing Congress is sponsored and conducted by the Certified Livestock Markets Association with features designed to focus attention and discussion on trends and developments in competitive livestock marketing. A number of social highlights will add enjoyment mixed with business, according to Gustafson.

The Montana Livestock Markets Association as state hosts for the event elected to expand their role and to include all Montana livestock and related industry organizations in welcoming industry leaders and their families to the Treasure State for the Congress.

One leading feature will be the yearly trade association convention of the CERTIFIED LIVESTOCK MARKETS, which includes all Montana markets among its more than 800 trade name markets across the nation. All persons in attendance at the Congress are encouraged to take part.

Ingvard Svarre, Sidney Livestock Market Center, Sidney, Montana, is president of the industry organization and will preside over convention sessions. He is expected to keynote the event in his welcoming address.

"The Marketeers," made up of boys and girls of marketmen families, have

a busy program planned including a talent contest for all ages.

The banking industry will play a leading role in staging a breakfast forum with Theodore H. Brown, Sterling, Colorado, chairman of the Agriculture Committee of the American Bankers Association, as topic speaker. Livestock marketmen are individually extending an invitation to their bankers to be present and many will take part in program events through the cooperation of the Montana Bankers Association.

John Guthrie, Porterville, California, president of the American National Cattlemen's Association, and Charles Phelps, Hastings, Iowa, president of the National Livestock Feeders Association, will be topic speakers with a group of cattle grower and feeder state association presidents who will address themselves to the subject of "Insight to Competitive Livestock Marketing."

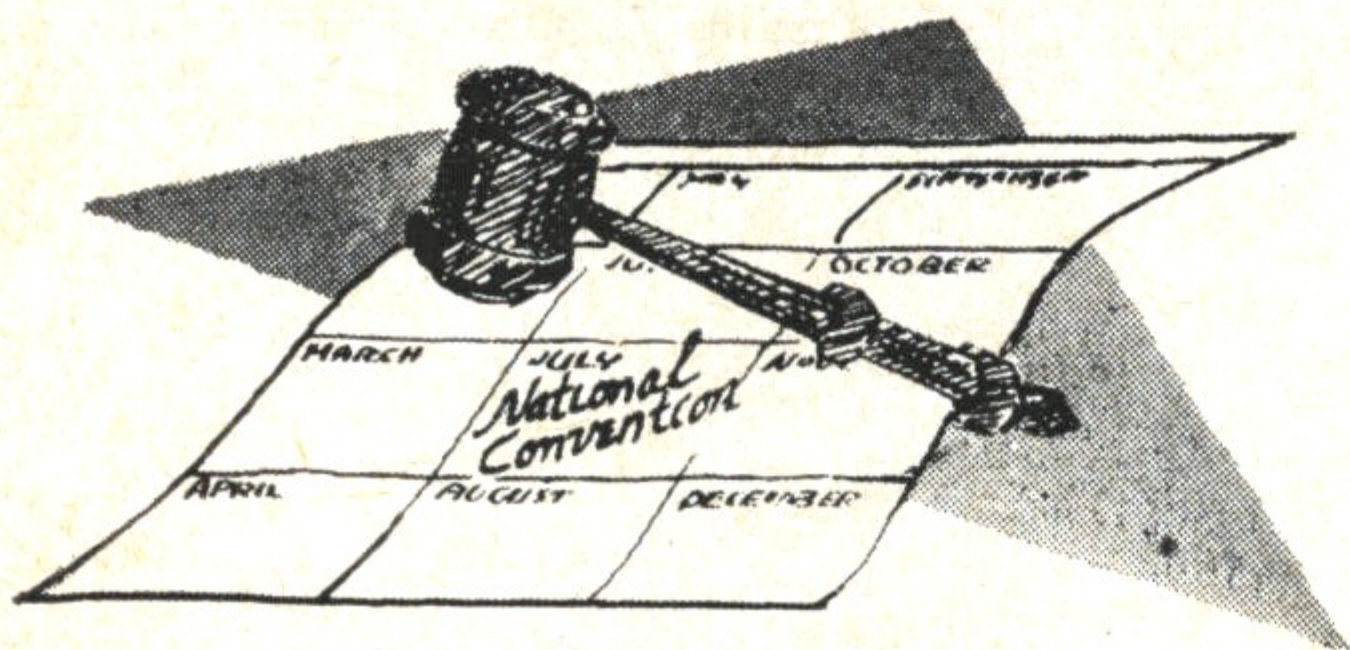
Friday and Saturday of the Congress have been planned for wide public attendance and interest in a featured carlot consignment sale of typical breed quality Montana feeder cattle at the Great Falls Livestock Market Center, followed by matched roping events at the North Montana Fair Grounds and a beef barbeque in typical western style.

The World Champion Livestock Market Auctioneer Contest will be held under competitive market conditions during Friday and Saturday. A record number of contestants are expected to enter and compete for honors throughout eight regions, including Canada, as world and regional title-holders. H. Skinner Hardy, Bakersfield, California is current champion. Robert Schnell, Lemmon, South Dakota is reserve champion.

Dr. H. E. Ferguson, Anaconda, Montana, president of the American Veterinary Medical Association, will address the Livestock Marketing Congress and lead the discussion of the Livestock Health Coordinating Conference staged by marketmen and veterinarians.



## Convention Dates



**March 31-April 1-2** — North Dakota Auctioneers Association, Holiday Inn, Bismarck.

**April 2** — Illinois Auctioneers Association, Leland Hotel, Springfield.

**April 30** — Iowa Auctioneers Association, Ames.

**May 6-7** — Missouri Auctioneers Association, Missouri Hotel, Jefferson City.

**May 7** — Nebraska Auctioneers Association, Hotel Yancey, Grand Island.

**May 13-14** — Oklahoma Auctioneers Association, Oklahoma City.

**June 9-10** — South Dakota Auctioneers Association, Holiday Inn, Aberdeen.

**June 10-11** — Ohio Auctioneers Association, Dayton Inn, Dayton.

**June 11-12** — Tennessee Auctioneers Association, Riverside Motor Lodge, Gatlinburg.

**July 20-22** — National Auctioneers Association, Pick-Congress Hotel, Chicago, Ill.

**July 28-29** — Texas Auctioneers Association, El Trapicano, San Antonio.

## Lilly Collection Of Stamps Set Records

NEW YORK — A block of four 1948 Mauritius orange one penny stamps was sold for \$64,000, believed to be the highest price ever paid for a single item at a stamp auction in the United States. It went to dealer Raymond Weill of New Orleans.

The block came from the collection of the late Josiah K. Lilly of Indianapolis. The sale at the Waldorf-Astoria the second of 10 to dispose of the Lilly treasures, fetched a total of \$319,000. The entire collection is expected to realize about \$4 million.

## Writing Headlines

Critics of newspapers often find fault with the headlines without realizing some of the difficulties facing the headline writer.

“Rubber type” is an old joke in all editorial rooms when the headline writer is having trouble fitting the thought to two short lines.

Headlines do not just happen to fit the columns easily and perfectly. The writer gets his headline by trial and retrieval. Letters are counted and recounted. When a line is long or short, a synonym must be found for one of the words.

This is the reason why “corruption” has been replaced by “graft,” “detective” by “sleuth,” “conference” by “parley” and “investigation” by “probe.”

The headline writer is keen for short words because he can handle them more easily. His favorites include jilt, booze, plan, rout, bandit, rites, fight, war, clash, crash, and loot. They will admit the words are overworked, but their use keeps the headline writer from being overworked.

Some readers object to the use of nicknames for high officials. However, without “Ike” for President Eisenhower the headline writers would have been driven to drinking heavier.

Since everyone is a headline reader, the shorter words enter rapidly into circulation. Sometimes they appear to have an unwholesome influence on vocabularies and the king’s English, but more often they add color and gusto, virtues for which the American language has become famed. — Wausau (Wis.) Record, Herald.

The man who is hard to satisfy moves forward. The man who sits back comfortably and is contented with what he has accomplished moves backward. If I were able to bequeath every young man one virtue, I would give the spirit of divine discontent, for without it the world would stand still.—Charles P. Steinmetz



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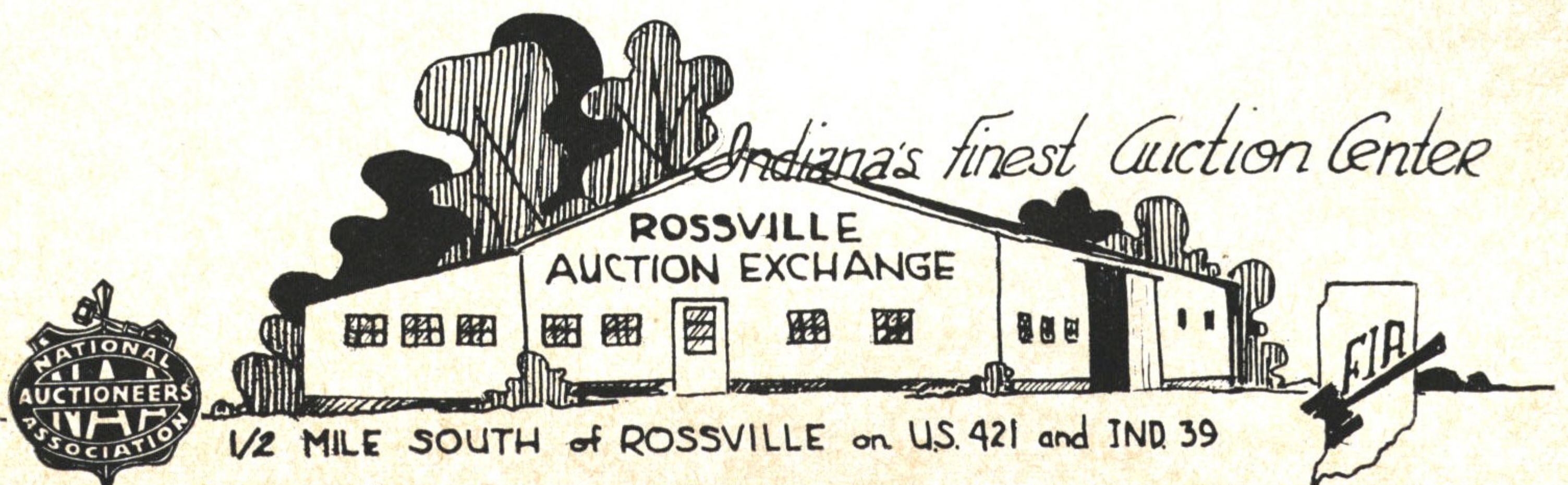
Business established in 1959 with weekly auction of Furniture and Merchandise. Expanded in two months to two weekly sales plus special auctions.

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# THE LIGHTER SIDE . . .

## GIFTS

First they had greeting cards for every conceivable occasion. Now they even have gifts for everything.

There's even a gift for people you don't like. For those you hate you send a jigsaw puzzle called "Frustration." There's a very small nude figure on the box to indicate what the giant - size puzzle should be when finished. However, none of the pieces fit together and the four corners are missing.

## OFFENSE

It seems universally true that the best defense is a good offense.

Making a wrong turn into a busy one-way street, a woman driver caused an immediate standstill in the flow of traffic. As the situation grew worse, the woman sat in the car unable to go forward or backward.

Finally a policeman appeared, his face a study in rage, but the woman beat him to the draw.

She stuck her head out of the window and shouted: "And where were you?"

## COOKING

Two men were bragging about their wives' cooking ability. "My wife can make anything," said one. "Yea, but my wife is a really terrific cook," said the other. "Why three nights this week when I came home I found a truck driver eating there."

## CHEATING

A teacher had the son of the town's outstanding citizen and banker in her class. The boy cheated constantly on daily work and on his examinations. Afraid to be blunt with the father, she finally wrote this remark on his card: "Forging his way steadily ahead."

## THE MODERN AIRPLANES

Two women were preparing to board an airliner. One of them walked up to the pilot, standing near the ramp, and instructed him: "No please don't fly faster than sound—we want to talk during the trip!"

## MEETINGS

An Englishman watched his first American football game. He looked intently as the teams went into a huddle after each play. Finally he observed, "It's not a bad sport, but they do seem to have too many committee meetings."

## A SKUNK'S LAMENT

One skunk out walking through the farm woodlot on a recent moonlight night was heard to observe to a companion skunk:

I just haven't got it anymore. Somebody must have slipped me a slug of chlorophyll!"

## LEARNING YOUNG

After a visit to dancing school one mother advised her daughter that she should talk to her partner while dancing. At a later visit the mother noticed the same little boy always raced across the floor and swept her out on the dance floor. When she later asked why, the daughter exclaimed, "Oh him, I'm telling him a continued story!"

## THE SQUELCH

A farmer was dining in a restaurant and before he ate his meal he bowed his head for a few words of thanks. Some young men sitting near by, thinking they would have some fun called out, "Hey old farmer, does every one out your way do that?"

"No, he replied, the pigs don't!"

## LOGIC?

"Why don't you get a job?"

"Why?"

"You could have some money and put it in the bank."

"Why?"

"When you had saved enough you wouldn't have to work."

"I'm not working now."

## TRYING TOO MUCH?

This administration is attempting to fight a war and create a "Great Society" at the same time. The effort may well be more than the taxpayers can afford.



# IN UNITY THERE IS STRENGTH

## QUICK—AGING PROCESS

The inscrutable Oriental is not always so. A Viet Cong guerrilla was captured by the 3rd Brigade Task Force of the 25th Infantry Division in Vietnam. He told his interrogators:

"Our morale is very good in new men but very bad in old men."

Asked what he meant by "old men," the prisoner replied.

"Anybody who has been in one battle."

## LOSSES

Store owner and a supplier were arguing loudly and excitedly about the price of merchandise. A friend of the shop owner came by and called the retailer aside. "Look, I've known you for 30 years and in all that time I've never known you to pay a bill. So why do you argue about the price?"

"I know," answered the store owner, "but he's such a nice fellow, I'd like to keep his losses down."

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The junior exec had been complaining of aches and pains to his wife. Neither one could account for his trouble. Arriving home from work one night, he informed her, "I finally discovered why I've been feeling so miserable. We got some ultra-modern office furniture two weeks ago and I just learned today that I've been sitting in the wastebasket."

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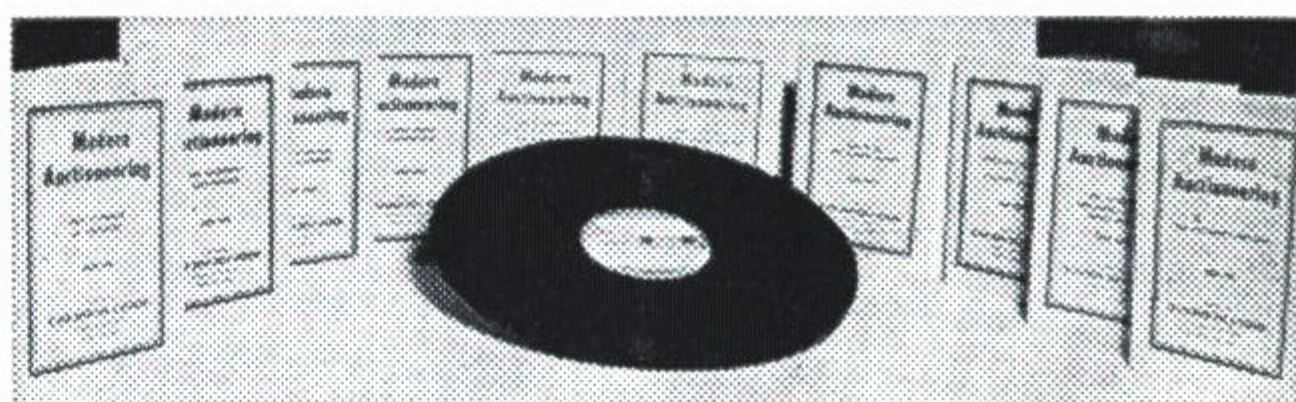
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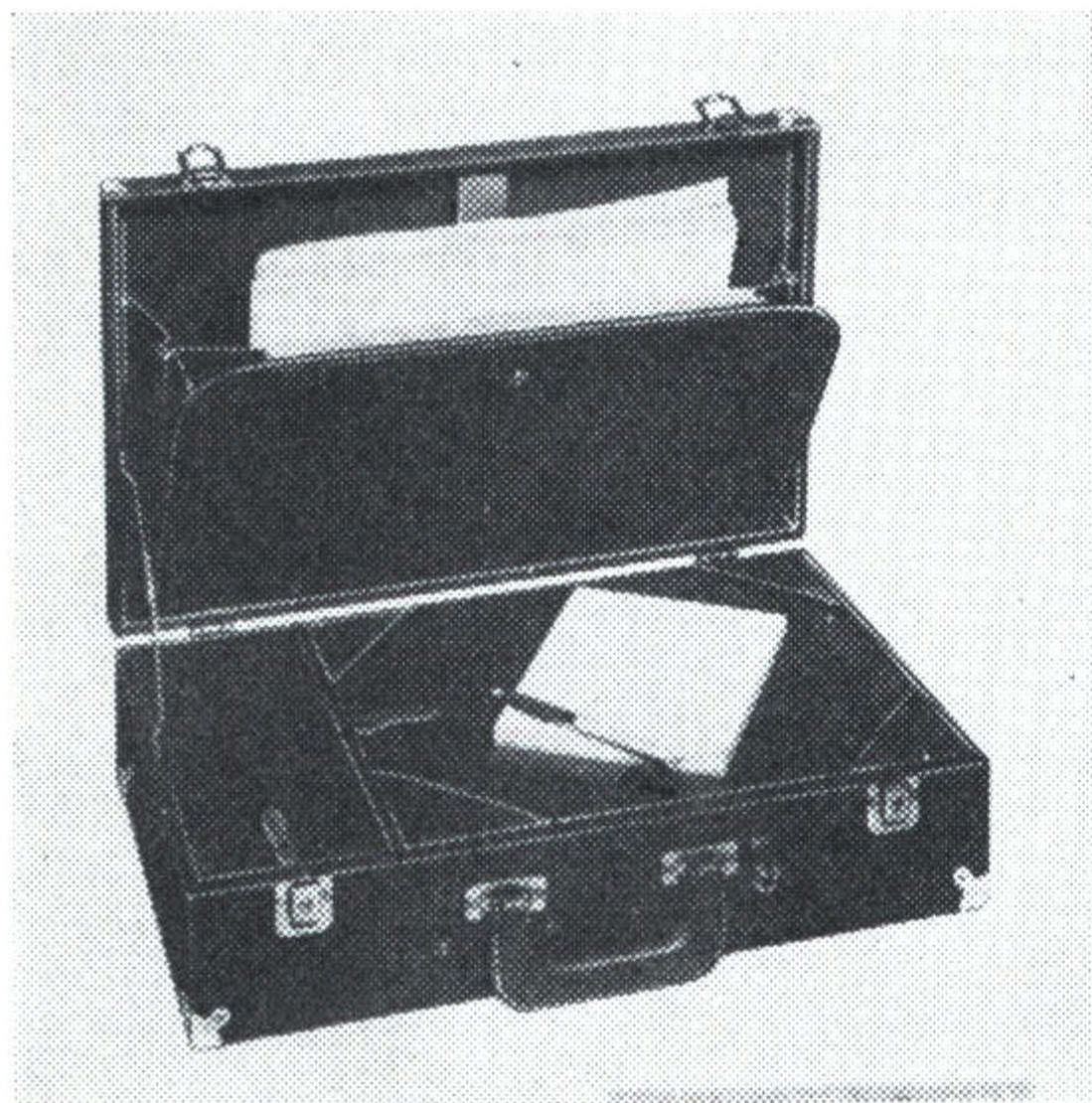




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