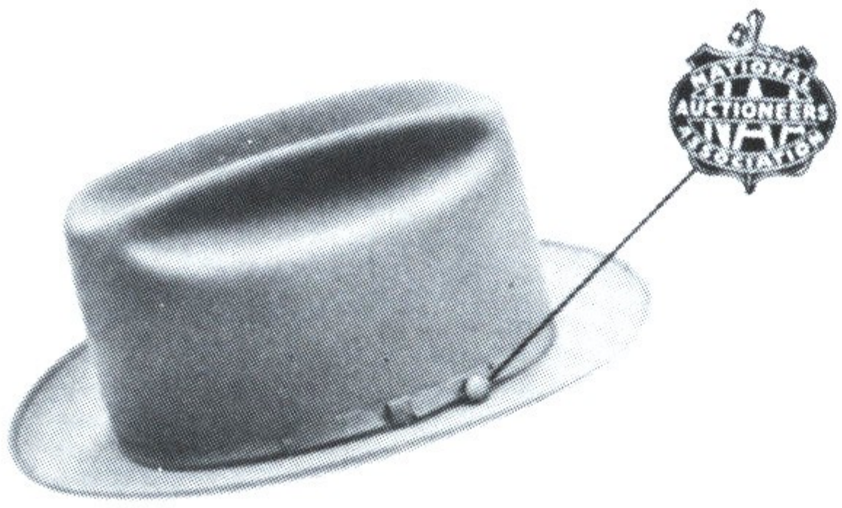
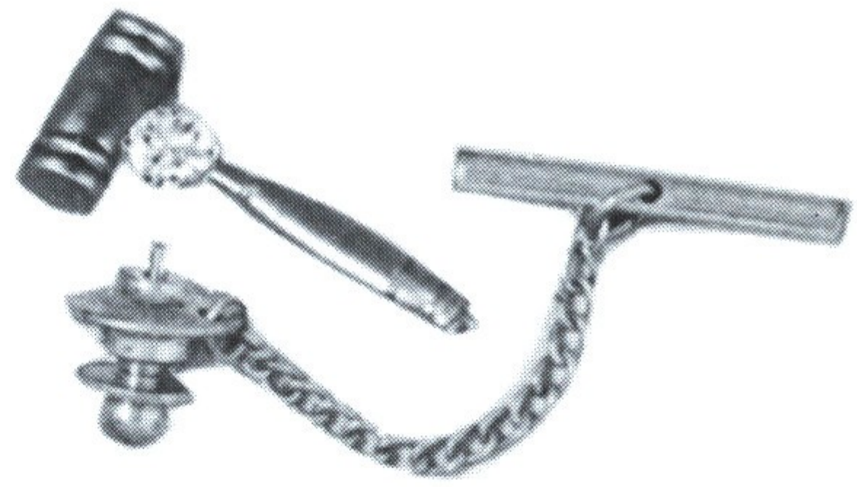
VOL. XXVI NO. 6 JUNE, 1975

THE auctioneer







"AUCTIONEER HAT"

"AUCTIONEER'S GAVEL" TIE TACK

"Good Guys" wear white hats. "Good Auctioneers" do too. We have them in stock. Made by Stetson in genuine Panama. They come with the Satin NAA emblem in gold letters in the top and with a 2½" brim. They have the open road black as does the felt. We have shipped quite a few already and the fellows really seem to enjoy them.

We also have the regular cream colored Milan Straw hats with 2-1/8" and 2-3/8" and 2-5/8" brims. The Silver Belly felts with the red satin lining also come in the brim widths shown above. Get your order in now while we have all sizes in stock.

Our London Fog type jackets made by Stetson are just right for this time of year. They come in Burgundy, Orange, Canary and Natural in Medium, Large and Extra Large. The embroidered three colored NAA emblem can be washed.

If you like, just order the emblem and attach it to your own blazer or sport coat.

The solid gold tie tac makes a good gift for someone you are especially fond of. Order them all today.

The gavel itself is 14 K "Solid gold"
with a .15 high quality sparkling diamond $159.95
with a .25 high quality sparkling diamond $219.95
Felt (Silver Belly) ..... $14.95 Straws (light tan) $12.95
Panama (White) are $14.95
Jackets w/3 color emblem ..... 19.95 (large, medium and extra large)
3-color Auctioneer Emblems ..... 3.00 Plus 4% sales tax

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THE auctioneer

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135 LAKEWOOD DR. LINCOLN, NEBR. 68510

EDITOR
Bernard Hart, Lincoln, Nebraska
Jan Merritt, Assistant to the Editor

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NATIONAL AUCTIONEERS ASSOCIATION CONVENTION

GALT HOUSE, LOUISVILLE, KENTUCKY

JULY 31 — AUG. 1-2, 1975

Convention Chairman — John O'Connor

PROGRAM

Tuesday, July 29, 1975

10:00 A.M. - Second Annual NAA Golf Tournament. This will be a handicap Flag Tournament. ONLY the first nine holes will count toward the many prizes. There will also be a Ladies Division.

Buses leave for a drive to Louisville Downs and an evening at the Track. A special event will be a NAA Handicap Race and the NAA members will present a trophy to the winning owner. This will cost each member $6.75 and reservations should be made ahead of time.

Wednesday, July 30, 1975

8:30 A.M. - Registration - Third Floor Foyer.

9:00 A.M. - Tour #1 - Leaves on a 90 mile tour through the Kentucky Bluegrass Country to Lexington and the World Famous Calumet Farms, also seeing Secretariat, Triple Crown winner and Horse of the Year, Riva Ridge. The cost of this tour is $6.00 per person, and tickets should be purchased ahead of time.

9:00 A.M. - Tour #2 - Leaves for Bardstown, Ky., (Site of "My Old Kentucky Home" and the coach stop called Talbot Tavern) takes you to a Kentucky Wonder, famous Mammoth Cave National Park. This tour is also $6.00 and tickets should be purchased in advance.

Thursday, July 31, 1975

8:00 A.M. - Registration - Third Floor Foyer.

8:00 A.M. - Board of Directors Meeting - Mayor's Room.

12:00 NOON - Kentucky Handicap Luncheon - Archibald Cochran Ballroom.

Pledge Allegiance to the Flag
God Bless America - Group Singing - Entire membership.
Invocation - C. Roger Lewis, Morehead. Ky.
Welcome to Louisville - Hon. Todd Hollenbeck, Mayor
Welcome to Kentucky - Hon. Julian Carroll, Governor
Introduction of John O'Connor, Convention Chairman and
President of the Kentucky Auctioneers Association

RECESS

2:30 P.M. - Reconvene in Archibald Cochran Ballroom

President's Message - Wylie S. Rittenhouse, Uniontown, Pa.
"You Can't Do Business With an Empty Wagon", Charles Willey, Moline, Ill.
"Kentucky's Great Product, Burley not Bourbon" with Wayne Kessler, Campbellsville, Ky., and John Cummins, Cynthiana, Ky.
Dedication to the Auction Profession - Harris Wilcox, Bergen, N.Y.
RECESS

5:00 P.M. - Singles Mixer - J. Wayne Taylor, Miami, Florida - Dell Quay Room 2nd Floor.
5:00 P.M. - Western College of Auctioneering Alumni Reception - Water Poet Room.
7:00 P.M. - Entertainment - Jerry Clowers, M.C.A. Recording Artist - Cochran Ballroom.
8:00 P.M. - Fun Auction - Sammy Ford, Mt. Vernon, Ky., Chrm., Cochran Ballroom
11:00 P.M. - Entertainment by Auctioneers -- Sing-a-long - E. Howard Hunt, Louisville, Ky., - Court Room.

Friday, August 1, 1975

8:00 A.M. - Continued Registration - Third Floor Foyer.

8:00 A.M. - Coffee and Rolls - Everyone Welcome - Y'all Come - Missouri Auction School - Main Hallway 3rd Floor.

9:25 A.M. - Call to Order - Cochran Ballroom.

9:30 A.M. - "Success, How do you Measure It" -- L. M. Garland, United Nations Delegate to Africa (Swaziland).

9:55 A.M. - RECESS

10:00 A.M. - Session B - Moderator Earl Wilson, President Mammoth Cave Production Credit Association - Water Poet Room.

Livestock - Commercial, Charles Cumberlin, Brush, Colo.
Dairy Cattle - Rex Proffitt, Tompkinsville, Ky.
Beef Cattle - George Kurtz, Sturgis, Ky.
"It's Fun to Sell the Good Ones", Morris Fannon, Pennington Gap, Va.

SEMINAR A - Real Estate

10:00 A.M. - Real Estate - Cochran Ballroom.
Commercial and Investment Real Estate, Al Traiman, Philadelphia
Farm Real Estate, Dick Kiko, Canton, Ohio.
Pre-Sale Activities, Jim Stevens, Nashville, Tenn.
Conducting the Auction, Clive Anderson Jr., Nashville, Tenn.
Real Estate Under $20,000.00, Rex Schrader, Columbia City, Ind.

Friday, August 1, 1975

12:00 NOON - Ladies Luncheon - (See Auxiliary Program) Court Room, 2nd Floor

12:00 NOON - Men's Buffet - Compliments of Tennessee and Indiana Auctioneers Associations, Cochran Ballroom.
Speaker - Mr. Joe Martin, Louisville, Kentucky, Mohammed Ali's First Trainer.

1:45 P.M. - Session C - E. Howard Hunt, moderator. Water Poet Room.

"The Auction House", panel discussion by Aleck Gribbons, Louisville, Ky., Bob Losey, Renton, Wash., Curran Miller, Evansville, Indiana.

3:00 P.M. - Industrial Auctions, Ed Bilbruck, Chicago, Ill., Sammy Ford, Mt. Vernon, Ky., moderator.

3:45 P.M. - Automobile Auctions, Don Rogers, President, National Auto Auction Association, owner of Montpelier Auto Auction, Montpelier, Ohio, Bill Morgan, Hopkinsville, Ky., moderator.

SEMINAR B -- ANTIQUES - Cochran Ballroom

1:45 P.M. - Advertising Your Auction, Arthur Cass, Antique Trader, Dubuque, Ia.

Importing, Terry Dunning, Elgin, Illinois.

Identifying, C. B. Arnett, Murfreesboro, Tenn.

Selling Antiques, Bill and John Josko, Southport, Conn.

3:30 P.M. - Soliciting Estate Auctions, Clive Anderson Sr., Nashville, Tenn.

4:15 P.M. - Open Board Meeting - Water Poet Room - 3rd Floor.

5:15 P.M. - ADJOURN

6:15 P.M. - Dinner, address by Grady Nutt. Mr. Nutt is a professional entertainer by occupation, a minister by ordination, writer by avocation, and finder/enjoyer of all things funny. In 1967 he appeared as a frequent guest on "The Mike Douglas Show".

8:00 P.M. - Lincoln Jamboree, Joel Ray - Archibald Cochran Ballroom.

10:45 P.M. - Sing-A-Long, Auctioneers - Court Room, 2nd Floor.

Travelogue on India - Cynthia Fannon Kinser, Liverpool Room, 2nd Floor.

Saturday, August 2, 1975

8:00 A.M. - Continued Registration - Third Floor Foyer.

8:00 A.M. - Continental Breakfast for all - Courtesy of Ohio Auctioneers Association, Hallway 3rd Floor.

8:00 A.M. - Breakfast of National Officers and Directors with State Presidents and Secretaries as guests. 1st Vice President, Terry Dunning, presiding, Water Poet Room.

9:00 A.M. - Call to order - Cochran Ballroom
Address by Dr. Tim Stivers.

9:30 A.M. - Bid Calling Seminar, moderated by Ray Godby, Science Hill, Ky., Archie Moody, Darlington, S.C., 1969 World's Champion Livestock Market Auctioneer.

10:45 A.M. - Auctions, New England Style - Wayne Kessler, Moderator - Merle Straw Jr., Seabrook, N.H.

11:15 A.M. - Advertising the Auction - J. O. Briggs, moderator, Stanton, Ky., speaker, J. L. Todd, of the J. L. Todd Co., Rome, Ga.

RECESS

1:30 P.M. - General Business Meeting - Cochran Ballroom

Memorial Service for Deceased Members, Ladies NAA
Secretary's Report
Treasurer's Report
Auditing Committee Report
Grievance Committee Report
Resolutions Committee Report
Awards Committee Report
Membership, Promotion, Education Committee Reports
Advertising Committee Report
Convention Site Committee Report
NAA Week, Committee Report
Old and New Business
Election of Officers and Directors

4:15 P.M. - Board of Directors Meeting - Mayor's Room.

6:15 P.M. - GRAND BANQUET AND AWARDS - Archibald Cochran Ballroom

Invocation by Col. C. W. Borden, Bowling Green, Ky.

Acceptance Address- Presidents of the NAA and Ladies Auxiliary

Address by Paul Harvey, radio and TV personality.

Dancing to the Music of Pete Gerhart Experience.

LADIES AUXILIARY CONVENTION PROGRAM

Galt House — Louisville, Kentucky

July 30 — August 2, 1975

Auxiliary Chairman — Mrs. John (Clara) Cummins, Cynthiana, Ky.

Co-Chairman — Mrs. John (Pat) O'Connor, Owensboro, Ky.

Tuesday, July 29, 1975

10:00 A.M. - Ladies Division, Second Annual NAA Golf Tournament.

Evening - Buses leave for drive to Louisville Downs and an evening at the track.

Wednesday, July 30, 1975

9:00 A.M. - Tour #1 leaves for 90 mile tour through the Kentucky Bluegrass country.
Tour #2 leaves for Bardstown, Ky. and Mammoth Cave National Park.

Thursday, July 31, 1975

9:00 A.M. - Directors Meeting - Abbey Room.

12:00 NOON - Opening Luncheon with the men - Archibald Cochran Ballroom.

7:00 P.M. - Entertainment - Jerry Clowers - Cochran Ballroom.

8:00 P.M. - Fun Auction - Cochran Ballroom.

11:00 P.M. - Sing-A-Long, Auctioneers, Court Room.

Friday, August 1, 1975

10:00 A.M. - Quilt Display, Dorset Room.

12:00 NOON - Ladies Luncheon, business meeting - Court and Dell Quay Rooms.

3:00 P.M. - Baker's Square Tour

6:15 P.M. - Dinner and address by Grady Nutt. Mr. Nutt is a professional entertainer by occupation, a minister by ordination, writer by avocation, and finder/enjoyer of all things funny. In 1967 he appeared as a frequent guest on "The Mike Douglas Show".

8:00 P.M. - Lincoln Jamboree - Joel Ray - Archibald Cochran Ballroom.

Saturday, August 2, 1975

8:00 A.M. - Breakfast for New Officers and Directors

9:00 A.M. - Directors meeting - Abbey Room.

10:00 A.M. - Oxmoor Shopping Center

6:15 P.M. - Grand Banquet and Awards. Address by Radio and TV personality, Paul Harvey. Archibald Cochran Ballroom.

8:00 P.M. - Dancing

Kentucky Handicraft Display - Corn Island Room

Movies for the Children, Thursday and Friday 1:00-3:00 P.M. Dorset Room
Saturday, 10:00-12:00 NOON

Game Room - Anchor Room

Friday noon - Hot dogs at poolside for the children.

Friday and Saturday night - Teenage dancing by the pool.

NOMINATING COMMITTEE

Chairman, Mrs. Dean (Jean) Fleming, Atkinson, Nebr.
Mrs. Dick (Virginia) Brewer, Mt. Hope, Kansas
Mrs. Al (Virginia) Rankin, Alger, Ohio

AUDITING COMMITTEE

Chairman, Mrs. G. T. (Nan) Gilbert, Lincolnton, N.C.
Mrs. Lyle (Irene) Erickson, Cresco, Iowa
Mrs. Wayne (Dorothy) Kessler, Campbellsville, Kentucky

WELCOME TO KENTUCKY

With only six weeks ahead of us till National Convention time, I would like to extend a hearty welcome to all Auctioneers and their families to attend the 1975 Convention with us in Louisville, Kentucky. We have worked hard to put together what we think will be a most worthwhile and fun filled week for you.

There will be a game room, movies, and swimming pool, plus free hot dogs and drinks at pool side at noon on Friday for the children, and dancing by the pool on Friday and Saturday nights for teenagers. Babysitting will be available for a fee.

There will be a quilt display Friday morning which should be of interest to all the ladies. "The Coffeetrees Gallery" will have a display of Kentucky made handicraft Thursday and Friday and invite you to visit their shop. Friday afternoon there will be a tour of "Bakers Square" which was an old bakery back in the 1800's and has been made into many shops and should be interesting. A trip to Oxmoor Shopping Center which has many good stores, will afford a chance to buy gifts for those of the family who stayed home. There are also many nice stores in downtown Louisville, on same street as the Galt House. There is much more to look forward to and do. Check the men's program for other activities, especially the bus tours, one through the Blue Grass region taking in the State Capitol, Keeneland race track, the world's largest tobacco warehouse and one or more horse farms where you will see Derby winner, Secretariat and other famous race horses. The other tour will go to Mammoth Cave and other places of interest in that area. Also, the boat ride on the Belle of Louisville will be a treat.

I hope this will whet your appetite for a trip to Kentucky and we will look forward to seeing you.

Clara Cummins, Chairman,
Ladies Auxiliary

Common Sense in the Auction Business



By Leo Jesion

At one time or another we have all heard auctioneers say that they would not sell a sale with minimums. For the most part, I can agree with them, but let's face it — sometimes we have to. If you are doing a sale and the owner wants to put minimums on a large portion of the items, then the people really don't want an auction. If, however, they want holds on a few items, I see nothing wrong in that, as long as the minimums are on the low side.

One can discourage minimums before a sale using this approach — "Mr. and Mrs. Jones, I'm sure that you are fair people. (Of course they'll agree.) OK, I'll take minimums on your merchandise, but everytime the price goes too high, we'll have to give the excess money back." Then see how fair they are. Of course, you couldn't possibly do this, but it does put these people on the spot. Surely if a person wants a minimum, then there should also be a maximum.

This situation is particularly hard for a young auctioneer to handle. The more established an auctioneer becomes the less he will run into this situation, due to the fact that people will know what he can do (as far as prices are concerned).

If a sale has a couple of minimums, I think it better to tell the audince that, rather than using any other method. You can always come back to the item the second time or sell it after the auction. This will seldom happen because the owner will relent, in most instances, or the price will come up higher the second time.

An auctioneer once told me he never took minimums. But I noticed after watching for five minutes that if he couldn't get a decent starting bid on an item, he would put the item back. Till this day he still insists he puts no holds on merchandise. Some people just won't face reality.

There are times when an auctioneer has to put minimums on merchandise. These instances are few and far between. But you, as an auctioneer, have an obligation to your client. What if you hit bad weather or some other act of God or man takes place? Then you have to work a sale differently.

All auctions are different; each sale has to be worked differently. Our job is to get the highest possible dollar and yet do it in a fair manner. Notice I didn't say ethically. In my opinion, ethics is just wishful thinking. Before the sale, dealers and buyers often get together and make deals about who will bid on what. Is that ethics? These people call that being smart. Your job as an auctioneer is to be smarter. But as I said, be fair. How you do it is up to you. If you see this happening, possibly this would be a good time to install minimums. When you're on the block, you should be ready for anything. That's what we get paid for. Once in a while someone will pull something over on you. We're not perfect. But the second time you should be ready for them. Remember, people aren't fools. Minimums are a part of our business — a very little part.

Hang in there!

SALES SKILL

One salesman of a large glass company was consistently out-stripping the others in the sale of unbreakable glass. Finally his secret leaked out. He carried a hammer with him, hit the glass with it and said, "See, it doesn't break."

The rest of the sales force tried it and sure enough, their sales shot up too. But the first salesman soon zoomed ahead of the others again.

What was he doing? Instead of hitting the glass with the hammer as everyone now did, he handed the hammer to the customer. "Just hit it," he invited, "and see for yourself how it won't break."

Bill McCracken, Former N S of A President Dies

Col. William McCracken, Sun City, Arizona, passed away early in March following several years of failing health. Formerly of St. Louis, Mo., he was president of the National Society of Auctioneers, forerunner to the National Auctioneers Association, in 1958.

A graduate of the Reppert School of Auctioneering, McCracken established the St. Louis Auto Auction Barn in 1946. He continued this business until 1961 when he sold out and moved to Arizona for health reasons. He, with his associates in the Auto Auction, conducted many liquidation auctions in the St. Louis area.



BILL McCRACKEN

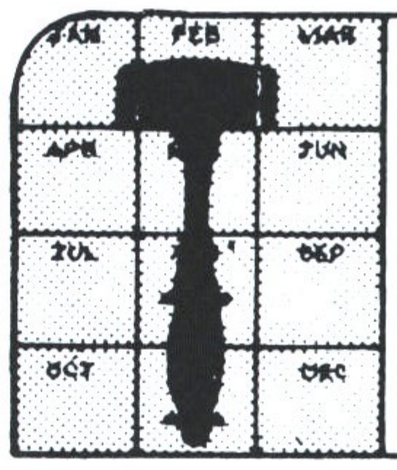
McCracken was always a promoter of the auction method of selling. He conducted his share of charity auctions and many an aspiring young auctioneer received his first chance at Bill McCracken's auctions.

He held a Life Membership in the National Auctioneers Association, was a charter member of the Board of Directors, serving a three year term, 1949-52 and again being elected to serve a two year unexpired term in 1955. He was also a charter member of the Missouri State Auctioneers Association, serving in various offices, including that of president, and provided a guiding hand for the 1956 NAA convention, in Kansas City.

Survivors include his wife and daughter.

OUR COVER

Col. John P. O'Connor, Owensboro, Ky., current President of the Kentucky Auctioneers Association, and Convention Chairman for the 1975 NAA Convention to be held in Louisville is shown (on left) presenting plaque officially adopting Col. Morris Fannon, Pennington Gap, Va., in the Kentucky Association. Col. Fannon's wife, Velda, is currently the President of the Ladies Auxiliary to the NAA and was at the Kentucky meeting finalizing plans for the ladies portion of the Convention.



Convention Dates

June 13-14 — South Dakota Auctioneers Association, (Airport) Holiday Inn, Sioux Falls.

June 14-15 — West Virginia Auctioneers Association.

June 15-16 — Tennessee Auctioneers Association, Falls Creek Falls State Park, Pikeville.

June 21-22, — Ohio Auctioneers Association, Sheraton Motor Inn, Worthington.

July 12 — Louisiana Auctioneers Association, Alexandria.

JULY 31—AUGUST 1-2 — NATIONAL AUCTIONEERS ASSOCIATION CONVENTION, GALT HOUSE, LOUISVILLE, KY.

(Please send us the date and place of your State Convention if you wish it listed in this column.)

******

TAKE YOUR TIME

Nothing can be more useful to a man than a determination not to be hurried. — Thoreau.



The Ladies Auxiliary

Executive Mansion
Frankfort, Kentucky 40601

Dear Friends:

As you may know, the National Auctioneers Association will be having its National Convention at the Galt House in Louisville, Ky., July 31-August 2. I would like to take this opportunity to extend a cordial invitation for all members to attend this three day meeting.

Kentucky offers much to the visitor. While in Louisville, you will have an opportunity to visit many of the area's cultural, historical, and recreational attractions.

I heartily encourage you to make plans to attend this summer's convention. Come visit us in Kentucky and enjoy our hospitality.

Sincerely,
Mrs. Julian Carroll

Dear Ladies:

Fifteen years ago (July 1960) we attended our first NAA Convention in Louisville, Ky., we had the most wonderful time and now we are making plans to attend the NAA Convention in Louisville again. Each year the convention is greater than the year before, the attendance increases, the meetings are more inspiring, we meet friends and make new acquaintances.

The Kentucky Members have planned a full week of festivities which you won't want to miss. The plans for the "Early Birds" are very special, have you read about the tours and the NAA Golf Tournament in **"The Auctioneer"?** Don't wait too long to send your reservation in for these events.

There are many other interesting places that you might like to see while in the Great Blue Grass State. You will find the Cumberland Falls (Rt. #90) and the Natural Bridge (Mt'n Parkway) are both in the Cumberland State Park. Fort Knox Gold Depository, Fort Knox, Ky., Ft. Boonesboro erected 1775 by Daniel Boone on the Kentucky River and Boonetown is now at the site of Fort Boone. Danville is where Kentucky's first constitution was formed in 1792. Stanford where the home of Col. William Whitley is said to be the first brick house built west of the Alleghenies. Buildings of the nineteenth century Shaker Colony are at Shakerstown, Ky. Federal Hill, a Georgian Mansion near Bardstown, in which Steven Foster is said to have received the inspiration for "My Old Kentucky Home".

Among other interests are the numerous ante bellum homes and the thoroughbred horse farms in the Blue Grass area around Lexington and Louisville. There is the Great Kentucky Dam of the T.V.A. which is the largest artificial bodies of water in the world.

Hope you have fun and enjoy the convention. See you in Louisville. I am sending a receipe for Refrigerator Rolls; these are easy to make and are very good.

Sincerely
Patsy Fulkerson
Jonesboro, Tenn.

REFRIGERATOR ROLLS

Makes 1½ dozen medium rolls. TEMPERATURE: 425 degrees F. TIME: About 20 minutes.

¾ cup milk, scalded
¼ cup sugar, or 3 tablespoons strained honey
3 tablespoons shortening
1 teaspoon salt
1 cake compressed yeast, or 1 package granular yeast
¼ cup lukewarm water
1 slightly beaten egg
3½ cups sifted enriched white flour (plain)

1. Pour milk over sugar, shortening, and salt in mixing bowl. Cool to lukewarm.

2. Soften yeast in lukewarm water; add eggs and mix well; add to milk mixture.

3. Sift flour once, measure, add about half to yeast mixture and beat thoroughly. Add remaining flour; mix well.

4. Place dough in greased bowl; cover and let rise in warm place for about 1 hour. I double recipe and prepare to bake after dough rises in Step 4. I roll dough — cut with cutter and brush both sides with melted butter — fold over in half and place in aluminum pan and freeze until needed — will keep good 2-3 weeks.

Remove about 2½ hours to thaw and let rise at room temp., until double in bulk and bake in hot oven.

Fun Hat Contest Sparks Meet of Iowa Ladies

The Auxiliary to the Iowa Auctioneers Association held their spring meeting at the Echo Valley Country Club in Des Moines, following the Convention dinner and speaker. President, Irene Erickson, presided. A fun hat contest was held, the winners being, Mrs. Ed (Marilyn) Malmanger, Grand Mound, with "Bird in a Cage" as most glamorous and Mrs. Lyle (Irene) Erickson, Cresco with "Vegetable Garden" as most unusual.

Mrs. Howard (Carol) Vos, New Sharon, presented a Book Review concerning human relationships.

Three 1¼ yard lengths of Amana wool were purchased as a gift to the National Auctioneers Association to be sold at their fun auction at the July Convention in Louisville, Ky.

Mrs. John Swartzendruber
Correspondent

Ladies and Auctioneers:

June is the month in which we like to remember our fathers!! By the time you get your "Auctioneer", I hope all you auctioneers with children **have been remembered and you have had a Happy Father's Day.**

Can you believe another National Convention is just around the corner? I'm looking forward to seeing old friends once again. This is something you're missing if your family does not attend the National Conventions. The renewing of old acquaintances and making of new friends is very rewarding and cannot be measured in dollars and cents. If you're not planning to go this year, won't you re-consider and start making your plans at once. When you arrive, get involved, put something into the Convention and I guarantee that you'll come out with something.

Morris and I had the privilege of attending Kentucky's State Convention, April 13, and I can assure you they are planning a great Convention. We thoroughly enjoyed the "Galt House."

So long till we meet in July.

Velda Fannon, President
NAA Ladies Auxiliary
Pennington Gap, Va.

HEARING

Most people hear better with their right ear than their left. Which is nice to know if you're trying to hear what the couple in the next room is fighting about.



Shown above is President of the newly formed Mississippi Ladies Auxiliary, Mrs. Toxey T. (Martha) Fortinberry, Water Valley. Others elected are: Vice President, Mrs. Jan Wigginton, Tupelo, and Secretary-Treasurer, Mrs. Charles (Nellie) Axley, Florence.



Wives of Mississippi auctioneers get assistance from Col. Bernard Hart, of Lincoln, secretary, National Auctioneers Association, in setting up Ladies Auxiliary of the Mississippi Auctioneers Association. From left to right: Mrs. Charles (Nellie) Axley, Florence; Mrs. Virgil (Joy) Irwin, West Memphis, Ark.; Mrs. David (Peggy) Jackson, Nettleton; Colonel Hart; Mrs. David (Shirley) Gillentine, Jr., Tupelo; Mrs. Harry (Kay) Collins, Tupelo; and Mrs. David (Jan) Wigginton, Tupelo.

Attend Convention '75, Vacation in Kentucky

By Mrs. C. W. (Waneta) Borden, Bowling Green, Ky.

I am writing you to thank all those nice people who have written saying they are planning on attending N.A.A. '75 and making Kentucky their vacation paradise this year. I think I have written everyone a return, but if I haven't please tell them to write or call again.

As you know, we have been planning a nice one day tour for N.A.A. guests. This is known as Tour #2 and will give you a very good look at our fine state. On Tuesday preceding opening of the convention: From Louisville starting at 8:00 a.m., we are planning to cover the high spots in a single day.

This exciting trip will take you from reminders of Kentucky's frontier era to natural wonderlands, above and under ground; even Fort Knox where within a 100 foot square bomb proof building most of America's gold bullion reserve is held in safe keeping and this famous military post you may have heard about. Some of you might even remember scenes from Goldfinger filmed here.

After leaving Louisville, we will head toward beautiful old Bardstown, Ky. Bardstown's wide streets are lined with stately Georgian houses, reminders of its great days on the Kentucky frontier. Federal Hill at My Old Kentucky Home State Park is one of America's most famous houses, built in 1795. Stephen Foster, while visiting his cousin here,

was inspired to write "My Old Kentucky Home".

The old Talbott Tavern in Bardstown is known for its art masterpieces. It was at this tavern that Louis Philippe stayed for a time when he came to Kentucky before he was king of France.

From here we will journey on to Hodgenville, Ky. This is where an obscure struggling frontier couple named Thomas and Nancy Hanks Lincoln brought their son, Abraham, into the world in 1809. The tiny log cabin in which Lincoln was born is preserved within an imposing granite and marble memorial building. While in Hodgenville, we will be graciously served refreshments, courtesy of Colonel Adrian Atherton and his lovely wife, Wilma, who so capably serves as secretary of the KAA.

We will then continue on south to Mammoth Cave National Park, situated beneath 51,000 acres of picturesque hills and valleys. Mammoth Cave comprises one of the world's largest networks of underground corridors. Among the highlights that thrill visitors from all the world over are the 75 foot high sparkling white travertine formations: the winding curved walls opening into an arena of gypsum flowers and needles, and dining 267 feet underground in the beautiful gypsum clustered Snowball room.

From Mammoth Cave we will turn back north to Horse Cave where a monument is erected to the memory of Floyd Collins, the famous spelunker who was trapped and died in the cave which he had discovered. The story of this tragedy ingulfed national recognition and sympathy. In Horse Cave we will visit a large tobacco warehouse where tobacco is auctioned.

During the trip you will be able to see our famous tobacco fields, the makings of your smoking and chewing tobacco, and bluegrass fields where thoroughbreds contentedly graze. We will be on our way back to Louisville in time to catch the night criuse of the Louisville Belle, provided you have reservations.

SOLUTION

Teacher was giving her third-graders a lesson on problem solving. "Now try to picture this scene. The man is on the riverbank, slips, and falls into the river. While he is thrashing about in the water, his wife, hearing his screams and knowing he cannot swim, rushes to the bank! Now, why does she rush to the bank?"

From the rear of the room a little voice asked, "To draw out his insurance money?"

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASS'N. OFFICERS 1974-1975

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Amount enclosed for merchandise $_____
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Iowa-Minnesota Auction Firm Finds Continued Strong Prices for Farm Land

By DON BABBITT, CONGER, MINN.

Every once in a few years I have to get in my two cents worth. For several months we have been hearing a lot about recession. Our business of selling real estate at auction should be an indicator.

In checking our records of land auctions since last November we find prices are holding very strong. With all farm products on the decline through the fall and winter our auction business has been very good after a slow January and February. Following is a list of our land sales:

Nov. 7 — Voldahl Family, Blue Earth, Minn., 120 acres, fair house, poor outbuildings, $1,590 per acre.

Dec. 6 — John K. Hanson, Forest City, Ia., 833 acres, good buildings, sold in tracts for a total of $776,000.

Dec. 20 — Melvin Melling, Forest City, Ia., buildings good, $1,040 per acre.

Feb. 12 — Anton Olson Est., Ellendale, Minn., 296 acres, buildings good, $1,110 per acre. We sold $114,000 worth of personal property the same day.

March 1 — George Stadheim Est., Albert Lea, Minn., 80 acres, good house, fair land, $991 per acre.

March 17 — Carrol Ebert, Conger, Minn., 150 acres, not the best land, $780 per acre. We sold this same parcel in 1968 for $325 per acre.

March 17 — Carrol Ebert, Alden, Minn., 20 acre triangular piece for development, $990 per acre.

April 9 — John Sipple, Albert Lea, Minn., 55 acres @ $1,120; 63 acres @ $960; and 115 acres @ $870.

April 9 — M. G. Gilbert Est., Freeborn, Minn., 160 acres bare land, $1,520 per acre.

April 17 — Roland Peterson, Alden, Minn., 80 acres @ $1,150; 115 acres @ $1,000; 41 acres @ $775; and 21 acres @ $725 per acre.

As you look over these figures there is not much change in price but there is a difference in some of the land. All this land was sold for production of corn and beans excepting the one 20 acre tract. It covers an area of Northern Iowa and Southern Minnesota. It proves we don't all think in such depressed, down and out, world coming to an end, thoughts.

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CONVENTION NOTES

Registration fee at the 1975 NAA Convention will be $30.00 per person with children under twelve free, if accompanied by their parents. This fee covers all convention sessions and events beginning with the Thursday noon Luncheon. It will cover three complete meals, selected from the top of the menu but not the Ladies Auxiliary Luncheon which is a project of the Auxiliary.

Room reservations should be made directly with the GALT HOUSE. We urge you to make reservations even though your plans may be uncertain. It is easier to cancel reservations than to get rooms at a late date. But don't forget to cancel if you decide not to attend.

Reservations for the visit to Louisville Downs and the bus tours must be made in advance. Check the Program for schedules and prices. Send your remittance directly to: NAA CONVENTION CENTRAL, 3026 Taylor Blvd., Louisville, KY 40208.

The Wednesday night ride on the Belle of Louisville is included in your registration fee. Capacity of the boat is 800. If more than 800 tickets are out prior to time of departure, the first 800 will go on the cruise. Remainder of those holding tickets may take the cruise later in the week.

While reservations for special events must be made in advance, there is no advance registration. Check program schedule for hours of registration and register early.

NOTE: Paul Harvey, who will speak following the Banquet on Saturday evening, comes to us at no cost. Entire fee will be paid by the Kentucky Auctioneers Commission.

We have had several land rental auctions, mostly cash rent but we did have a very unusual one where the bidding was done in bushels of soy beans per acre. We sold one of 840 acres, sold in several tracts, that averaged 11.76 bu. per acre. The price is determined by the soy bean price at the Northwood, Iowa, elevator on November 1, 1975, at 11:00 A.M. If you think that sounds different, try chanting in bushels of beans.

The "we" referred to in the forgoing is the Mid-Continent Auction of Buffalo Center, Iowa, consisting of Col. Don Babbitt, Conger, Minn., Col. Roy B. Johnson, Buffalo Center, Ia., and Col. Arnie Murra, Forest City, Ia. We are all full-time auctioneers.

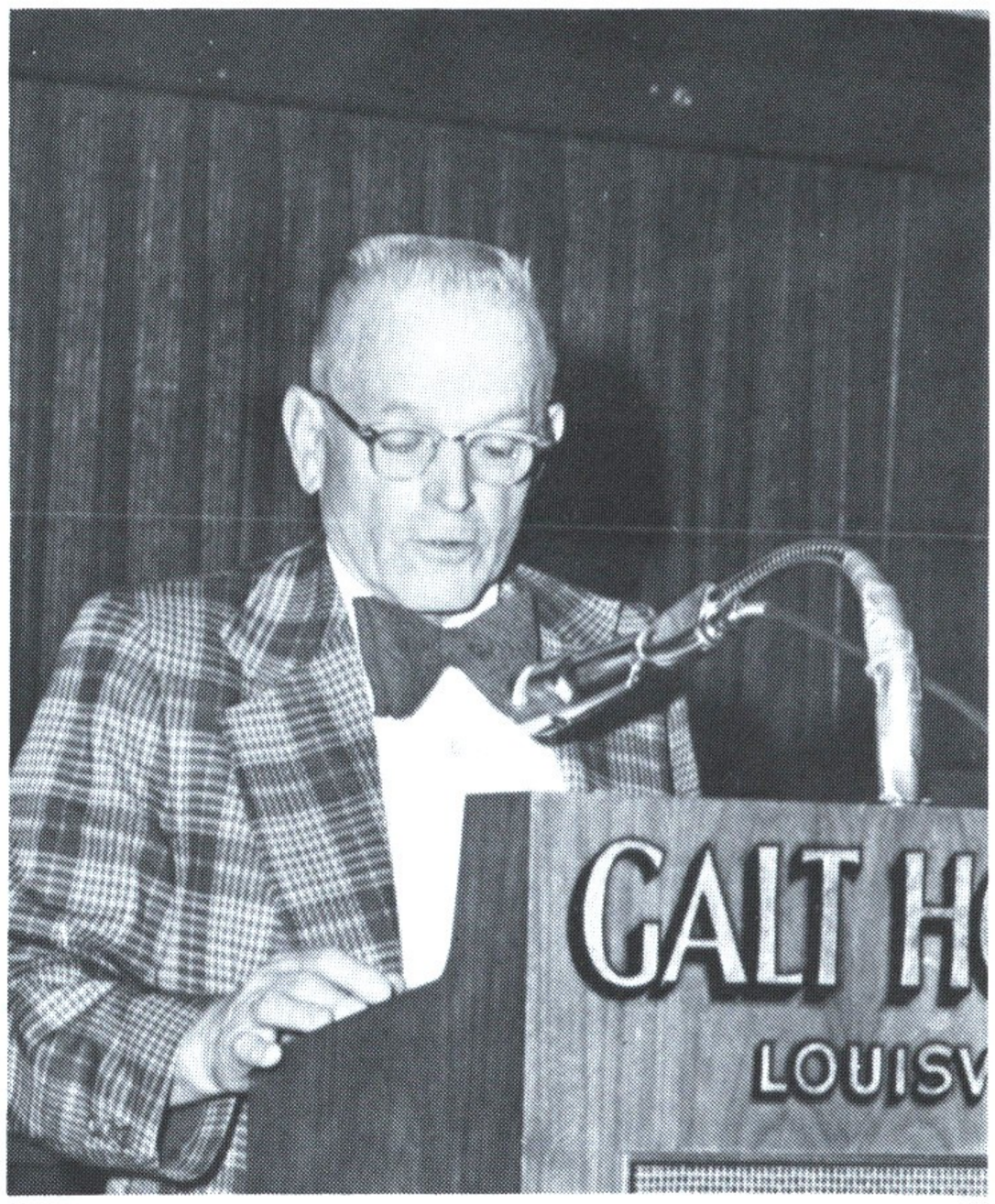
We also have sold some commercial type auctions recently, including a two day auction of the Duribilt Manufacturing Co., in Minneapolis, and a commercial bakery, also in Minneapolis.

TELEGRAMS

A college senior dated a young lady from a nearby girls' school a few times. Then some weeks passed, and when she hadn't heard from him, she took it upon herself to send him a telegram reading: Dead, Delayed or Disinterested? To which the young man promptly wired back: Hunting, Fishing or Trapping?

Kentucky State











TOP — John O'Connor, Convention Chairman; Newt Dilgard, Ohio AA Secretary.

CENTER — Attentive listeners; Peggy Biehl, who looked after Pop Hess in his later years, receives award.

LEFT — KAA President, Henry L. Jones and daughter, John and Pat O'Connor.

Convention









TOP — E. Howard Hunt (left) and Wylie Rittenhouse, Convention Speakers.

CENTER — Morris Fannon, addressing Convention; Henry Jones receives plaque from President-elect, John O'Connor.

RIGHT — Dr. Tim Stivers, Guest Speaker, with the Rittenhouses and Fannons.



Meet Grady Nutt, Humorist!



Pictured above is Grady Nutt, during one of his many appearances on the Mike Douglas Show. Grady is a professional entertainer by occupation, a minister by ordination, writer by avocation, and finder/enjoyer/proclaimer of all things funny by inclination. He plays a dozen different instruments, juggles, sings, lectures, and tells funny stories from his own experiences and shares a great zest for life with Zest!! Grady will be our speaker at the National Convention, Friday evening. This is just one of the many aspects of our convention you won't want to miss.

Jack Churchill Victim Of Fatal Heart Attack

Jack Churchill, Hermosa, S.D., passed away early the morning of May 12, the victim of an apparent heart attack. Funeral services were held May 14 at the Hermosa Congregational Church. Members of the South Dakota Auctioneers Association served as honorary pallbearers.

Churchill was one of the more prominent auctioneers in the upper plains area. He had sold at several of the livestock auction markets in the Black Hills area and for the past ten years had conducted a number of registered beef cattle sales of all breeds. In the 1964 world champion livestock market auctioneers contest, at Richmond, he was one of those in the top placings.

In addition to his auctioneering abilities, Churchill was a great promoter of the auction method of selling. He was a member of the National Auctioneers Association since 1962, a charter member of the South Dakota Auctioneers Association and served as the third president of that group. He was President of the Black Hills Academy of Auctioneers that operated in Rapid City during the mid-60's and received nation-wide publicity when he and Fred McFarland held the first buffalo auction at Custer State Park. It was in this auction that the seedstock for the herd of buffalo at Medora, N.D., was obtained.

Survivors include his wife, Gayo, son, Jimmy, and daughter, Gayle. His untimely death at the age of 47 is a great shock to his family and friends and a severe loss to the profession of auctioneering.

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1976 SEMINAR SCHEDULE

January 12-13-14 — Denver, Colorado

February 16-17-18 — Atlanta, Georgia

Both seminars will be on Monday-Tuesday-Wednesday. Subjects and instructors will be announced in future issues of THE AUCTIONEER although it is quite certain that "Real Estate" will be included at both locations.

The Denver schedule is opening week of the National Western Stock Show. Stock Show opens on Friday, January 16. Practically all exhibits will be in place a few days early in case you want to see them and are unable to stay the additional days.

We urge you to reserve these dates now.

Death Silences Gavel Of Geogre Swinebroad

Col. George Swinebroad, Lexington, Ky., was stricken fatally early in May. His death marks the passing of perhaps the most widely known auctioneer in the world. He has probably sold more than a billion dollars worth of blooded horses to buyers from the United States and 16 other countries since 1936.

For many years he had been director of auctions for the Keeneland Association, a racing and sales complex in Lexington. He has sold eight Kentucky Derby winners and many of the record selling horses including some of the world's most valued Thoroughbreds. He also conducted Standardbred sales at Harrisburg, Pa., and Tattersalls in Lexington.

Examples of the number of horses and their values that have passed under Swinebroad's gavel are two of the Keeneland sales. In July 1971 he sold 333 yearlings for $10,581,000, an average of $31,775 each. In 1972, at the same sale the gross was $12,020,700 and an average of $37,100.

Swinebroad's career as an auctioneer began similar to many others. For 21 years he sold tobacco in Kentucky and the Carolinas and real estate in the central and southern states. He has sold furniture, bird dogs, fighting chickens and just about everything that has been sold at auction. It was in 1936 that he got his first opportunity at selling horses, a career he followed from that time and he was one of the few bonafide



GEORGE SWINEBROAD

auctioneers ever used in major motion pictures.

Swinebroad had been a member of the National Auctioneers Association for many years and was a charter member of the Kentucky Auctioneers Association. He participated on the program at the 1960 NAA convention in Louisville, and had planned to participate in the 1975 program. He was 73 years old at the time of his death.

KNOWLEDGE

We do not know one millionth of one per cent about anything. — Thomas Edison.

Col. Leo Jesion's

AUCTION BOOSTERS

These colorful, 12 by 15 inch posters can brighten your sales, arouse curiosity, and lead to inquiries, resulting in more auctions. They come in a packet of 20 richly assorted colors, designed with bold sharp lettering and the NAA emblem imprinted on them.

Use them at your auction barns, offices, trucks, and at individual sales. Use them one at a time, alternating them at each sale, or all at once at your auction gallery, sale barn, etc.

ALL 20 only $9.95. Plus $1.00 for postage and handling — just a fraction of the cost of having them printed yourself.

Set includes one of each of the following:

1) **AUCTION POWER — the sound that moves millions. Dollars, that is.**
2) **Auctions produces RESULTS, not PROMISES.**
3) **The highest institutions in the world sell the auction way. Why?**
4) **MONEY PROBLEMS? Have an AUCTION. Turn idle assets into cash.**
5) **Auctions don't cost. They pay.**
6) **What makes your adrenalin flow? AUCTION SALES!**
7) **If you don't believe auctions produce results, ask my clients.**
8) **Turn idle assets into cash — have an AUCTION!**
9) **Don't GIVE that usable merchandise away — you MAY have enough for an Auction.**
10) **If YOU don't know value, know your auctioneer.**
11) **If it can't be sold at AUCTION, it can't be sold at all!**
12) **Sell the AUCTION WAY — Fast, Efficient, Profitable.**
13) **Injun Joe says: "WANT HEAP BIG ACTION? HAVE HEAP BIG AUCTION!"**
14) **Book value is a guessing game. Auction prices are facts of life.**
15) **Farmers are intelligent, industrous, and thrifty. Farmers sell the AUCTION WAY.**
16) **Think about it: If other methods brought better results, would I be selling at Auction?**
17) **Idle merchandise turns into TRASH. Have an Auction — convert it to CASH.**
18) **LIVE a little — have an AUCTION!**
19) **Enjoy life! Attend AUCTIONS more often!**
20) **Don't worry yourself silly deciding how to dispose of it. HAVE AN AUCTION!**

JUST FILL IN COUPON BELOW AND MAIL TODAY!

— — — — — — — — — — — — —

Col. Leo Jesion
209 Oberdick Dr.
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Please send me ..... set(s) of 20 **AUCTION BOOSTERS.** I have enclosed $9.95 for each set ordered, plus $1 per set to cover handling and postage.

Total enclosed $.....
(Pa. residents add 6% sales tax)

NAME .....

ADDRESS .....
(include zip code)

Advertising — The Auctioneer's Tool

By Bob Losey, Director

Advertising, from the furniture consignment point of view is of vital importance. It's like the old mule story — A young man approached an old livestock auctioneer and wanted to be guaranteed that any mule he bought would do exactly what he said. He was tired of mules that wouldn't do anything he told them. Well, the auctioneer calmed him down and assured him that all his mules answered to voice command. Well an hour later the young man reappeared, madder then a wet hen demanding his money back. The stupid mule had sat down a block away and hadn't moved since. "Well," The Auctioneer drawled, "It's most likely that you don't know how to talk to a mule. I'll show you." The young man fumed all the way over to the mule, he wanted his money back. Well, the old auctioneer looked the mule over, then he went behind a nearby building and emerged carrying the biggest piece of wood you ever saw. He quietly walked up to the mule and hit it right between the eyes, hard. Then he said, "Move!" and the mule moved. Well the young man was furious, he was so mad he was spitting. He shouted at the auctioneer, "You never told me I had to hit the animal. You just said all I had to do was talk to it." "Yes," said the old auctioneer quietly, "But you have to get his attention first." And that's what advertising is, although hopefully we won't have to resort to such drastic measures with our customers, but may I suggest you keep a big stick around just in case.

In a furniture or consignment auction 90% of your audience doesn't come every week. But when they need something they must have a place to go to find out if you have it. Your old customers need advertising just as much as your new customers. Let's face it steady customers who buy 4 or 5 times a year and recommend you to their friends are your meat and potatoes. These people will probably look in their newspaper to find what they want. So your newspaper ad should be consistent, so that their eyes will automatically be drawn to your ad first to see if what they want is on your list.

When running a newspaper ad for the first time ask for assistence from the classified department of your biggest newspaper. Have them show you several formats. Get their ideas on which format they think would be best. Then use your own common sense and of the ones they feel are best, pick the one you feel is right. But, if none of the ads they propose feel right to try the other papers in town, their ad men may have something you like better. This may seem like a lot of time wasted. But, remember your ad will be the first impression many of your customers will have of you. Make it good but make it you. Once you have chosen the right ad use it for all the papers you advertise in, then your customers will know at a glance that it's yours.

Keep the information short and concise in your ad, hit the highlights of your sale. Always have your company's name, address and phone number at the bottom. Don't forget the auctioneer's name and the insignias of your national and state associations, these are a sign of professionalism, use them to your benefit. Remember that an auction is a personal association to the customer. The customer sets his faith on the auctioneer, no one else. He feels he knows the auctioneer that he can trust him to represent his item fairly and stand behind his word on the merchandise. So remember your auctioneer's name is of prime importance because most of the people will come for the man, the merchandise they could always get elsewhere.

You'll find that a large number of your new customers, both for selling and buying, come from your phone book ad. Make it good, catchy, plenty of personality and little humor if thats you. In a phone book the number they call is usually the ad that catches their eye. Don't be afraid to use a cartoon drawing.

One new way of advertising we've

1975 ADVERTISING CONTEST UPDATE

Entries will be divided by geographical regions rather than types of merchandise as in the past. Regions will be: Far West, North Central, Southwest, Northeast and Southeast. A Winner will be selected from each region.

In addition to the regional winners there will also be a Champion and a Reserve Champion over all.

There is only one rule governing entries — they must carry the NAA emblem or the words, "Member of National Auctioneers Association." Entries must be submitted to National Auctioneers Association, 135 Lakewood Drive, Lincoln, Nebr. 68510, and received no later than July 19, 1975.

Sincerely yours
Chuck Cumberlin
Brush, Colo.

found useful, is one we received from our printer. He suggested that we have a good picture taken of our building. Our business is in a very old, very large barn, but the picture could have been of the auctioneer crying the sale. This picture was printed on all of our stationery. And he created new checks for us, using the picture for the background. These are good eye catchers and people will almost always remember the unusual. They will usually ask you to explain the picture which is a very good opening. If you give this a try, use the same picture in your phone book ad.

Use as many means of advertising as you can afford. Of course, no one will ever debate the usefulness of a good T.V. or radio ad. But don't bankrupt yourself advertising. There are a lot of good little advertisers, the free "ad" papers in grocery stores, ball point pens, match books, etc. And never under estimate the power of a good calling card, leave them around when ever you can.

Of course as I have said before, your selling the person of the auctioneer. There are several free ways to get the auctioneer in the public's mind. He should join as many organizations as he can handle. He can't just join to say he belongs. He has to attend meetings and volunteer, to keep himself in their minds. When ever the opportunity comes to volunteer for a charity drive or auction, the auctioneer should try to take it. But please keep in mind that your not only representing yourself but all auctioneers in the eyes of people, many of



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GRAHAM

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whom have never set foot in an auction. Every chance we get to clear up the misconceptions some people have of auctioneers we should take. Because as you raise the name of auctioneers you raise your own. Good advertising is making the people think of auctions first to satisfy their needs. And there's good advertising in weeding out the crooks and bad auctioneers and instilling trust in the public.

Advertising is establishing a pre-selling state for your auction. Advertising is the best way to familiarize the public with your sale. Advertising is reaching out to get the interest of new, as well as, old customers. Advertising in its many forms is usually your first personal contact with your customers. Remember that your business is a very personal relationship and to use as many ways as you can to transmit yourself to the people.

SELFISHNESS

Selfishness is not living as one wishes to live, it is asking others to live as one wishes to live. — Oscar Wilde.

Grover Howell Speaks At Louisiana Meeting

The Louisiana Auctioneers Association, Inc., held its annual meeting at the Holiday Inn in Alexandria, La., on May 10, 1975.

Elected officers for the coming year were, Ray R. Wallace, Shreveport, president, and Fred E. Fair, Shreveport, secretary-treasurer.

Speaking to the group was Col. Grover Howell from Houston, Texas, a former President of the National Auctioneers Association, and currently serving as director, who made a very inspiring and interesting talk that was highly appreciated by all attending members.

Our next regular meeting is called for July 12, 1975, in Alexandria, La.

Fred, E. Fair, Sec.-Treas.
Shreveport, La.

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Nothing gives one person so much advantage over another as to remain always cool and unruffled under all circumstances. — Thomas Jefferson.

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Don't get balky now
I could get more at a hock shop
Tiffany quality at a woolworth bid
(Beautiful heifer in ring)
Wouldn't she look good in hot pants.

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is a 118 page book just off the press loaded with over 3000 more collected from 100's of auctioneers all over the U.S. and Canada during a 50 year period. Bid Getters is written to do two things:

1. Get more AIDD — attention, interest, desire, decision.
2. Break the monotony of bid calling.

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Miss. Auctioneers Meet and Grow in Jackson

By Lew Henderson

The Tenth annual convention of the Mississippi Auctioneers Association held at the Coliseum Ramada Inn in Jackson, April 20, showed signs of strength and optimism, with election of new officers and formation of the MAA Ladies Auxiliary.

Col. Kline Ozborn, Jr., of Canton, will serve as president, replacing Col. Charles C. Axley, who was named honorary member of the Board of Directors. Mrs. Toxey T. Fortinberry, of Water Valley, was elected president of the Auxiliary; Mrs. David Wigginton, Tupelo, vice-president, and Mrs. Charles Axley, Florence, secretary-treasurer.

Col. A. O. "Buster" Dilley, of Indianola, was elected secretary-treasurer. Col. Howard Swaim, Picayune, was named 3-year member of the board of directors.

Future MAA meetings will be held the third Sunday in October and the third Sunday in April in Jackson.

Col. Robert D. "Bobby" Russell, Jackson, was declared state champion livestock auctioneer in the contest held April 19. Col. Tommy Bond, Purvis, was reserve champion, and Col. Bill Lipscomb, Como, first runner-up. They will compete in the national contest at Little Rock, Ark.

Col. Bernard Hart, of Lincoln, Nebr., was an honored guest of the Mississippi convention and served on several panels. The MAA now has 43 paid-up members.

PERFECTION AND DEFECTS

Nature has perfection in order to show that she is the image of God; and defects in order to show that she is only His image. — Pascal.



Colonel Bernard Hart, of Lincoln, Nebr., Secretary of National Auctioneers Association, meets with officers and directors of the Mississippi Auctioneers Association, at Jackson, Miss., April 20, 1975. From left to right: Col. A. O. "Buster" Dilley, of Indianola, new secretary-treasurer; Col. Kline Ozborn, Jr., of Canton, new president; Col. Howard Swaim, Picayune, new director; Col. Hart; Col. Tom Riddell, Jr., Canton, director; Col. Charles C. "Buddy" Axley, Florence, honorary director; Col. K. C. Stewart, Jackson, director.



Auctioneers and Ladies Attending the Tenth Annual Convention of the Mississippi Auctioneers Association at Coliseum Ramada Inn, in Jackson, Sunday, April 20, 1975:

Seated: Mrs. Virgil Irwin, Mrs. Charles Axley, Mrs. Harry Collins, Mrs. David Gillentine, Jr., Mrs. David Jackson, Mrs. David Wigginton, Mrs. Hal Thompson.

Standing: Cols. Robert D. Russell, Lew Henderson, Toxey T. Fortinberry, William T. Sellers, Tommy Buford, Virgil Irwin, Harry Collins, Liston Shows, Buster Dilley, Tom Riddell, Jr., Buddy Axley, David Jackson, Howard Swaim, Davind Wigginton, Bernard Hart, David Gillentine, Jr., J. B. Sykes, Otto Moody, Perry Baygents, K. C. Stewart, Hal Thompson, Paul M. Riley, Tommy Bond, Kline Ozborn, Jr., David Gillentine, III.

Chicago Tribune Adds Auction Mart Calendar

A new advertising feature, "Auction Mart", will appear in the Chicago Tribune beginning Sunday, May 4, according to George Van Wagner, classified advertising manager.

"Auction Mart" will appear on the financial pages of the Sunday Tribune's Perspective/Business section. In addition, an "Auction Mart Calendar" listing upcoming auctions in the Chicago area will appear at least three days a week on page one of the classified advertising section.

"By creating the new 'Auction Mart'," Van Wagner said, "dealers, purchasing agents and readers will have an important source to turn to in addition to the specific generic classified columns for their needs."

The Sunday financial pages of the Perspective/Business section were selected for several reasons, according to Van Wagner.

"Auctions are a multi-million dollar business in Chicago," he said, "and of interest to the financial and business community as well as individual consumers. With a Sunday circulation of 1,100,000, the Tribune reaches almost 70% of all managers, officials, and proprietors in the Chicago market."

Special display advertising rates have been established for "Auction Mart". There will be no charge for listings in the "Auction Mart Calendar".

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Shrine

Shown on these pages are the various sites that will be visited by our own Tour #2, during the NAA Convention. Already 413,000 have visited these sites at Lincoln National Historical Park, Hodgenville, Ky., just last year alone. We are indeed happy that you will be attending the National Auctioneers Convention at the Galt House in Louisville, Ky., We look forward to meeting new members as well as renewing past acquaintances. When the bus stops at Lincoln National Park, Hodgenville, Ky., we hope to personally say "Welcome" to Hodgenville, LaRue Co., Kentucky, where Abraham Lincoln was born to poor parents, but worked his way to the presidency of the United States. Hoping to see YOU and YOU and YOU!!!

Wilma Atherton, Sec'y KAA, and
Adrian Atherton, Past President KAA
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Ladies' Gold Watch with Expansion Band	Ea.	$ 5.50
Men's Calendar Watch with Matching Band	Ea.	$ 4.75
Ladies' Pendant Watches, Deluxe Styles	Ea.	$ 4.50
Men's "Skin Diver" Watch with Calendar	Ea.	$ 6.00

Beautiful Ass't. Kitchen Clocks	Doz.	$30.00
Antique Stove Smokers Stand		$ 7.00
Gold 50 pc. Flatware Set, Deluxe	Set	$22.50
2 pc. Deluxe Chef Master Knife Set	Ea.	$ 3.30
31-pc. Cook-n'-Serve	Set	$ 6.90

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Men's Watch Bands	Doz.	$ 1.50
Beautiful Ladies' Sweaters—Italian Design	Ea.	$ 4.00
Deluxe Friction Toys—Ass't. Kinds	Doz.	$ 6.60
Large Size Grandfather Clock	Ea.	$ 7.00
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Ladies' Nurses Watch with Band	Ea.	$ 6.00
Ladies' Square Face Watch with Suede Band	Ea.	$ 6.00
Men's Deluxe Water Proof Watch with Band	Ea.	$ 6.00
Men's CRONEL "25" Swiss Calendar Watch	Ea.	$10.00
Men's 17-Jewel Calendar Watch—Swiss	Ea.	$ 9.00
Men's 17-JEWEL DAY-DATE DRESS WATCH	Ea.	$ 8.50
Ladies' BRILLIANT CUT—HAND SET 173 STONE WATCH	Ea.	$12.50
HILTON 17-Jewel Men's Dress Watch w/Band	Ea.	$11.00
HILTON Ladies' 10 Diamond Dress Watch	Ea.	$25.00
HILTON Ladies' 4-Diamond Dress Watch	Ea.	$18.50
Men's Deluxe DIGETIL Watch with Band	Ea.	$ 8.00
Ladies' HEART SHAPED DRESS WATCH Gold or Silver	Ea.	$ 7.50
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Spray Perfume, Boxed—1000 Sprays	Doz.	$ 3.25
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TIFFANY Perfume—2 oz.—Gift Boxed	Doz.	$12.00
2 pc. RUSSIAN LEATHER Cologne Set	Doz.	$12.00
2-oz. ORIENTAL JADE Men's Cologne	Doz.	$ 3.90
2-oz. Men's RUSSIAN LEATHER	Doz.	$ 3.00
Men's Wallets, Boxed	Doz.	$ 4.80
Trucker's Cowhide Wallet with 5 Compartments	Doz.	$20.00
Necklace and Earring Set. AURORA BOREALIS. Asst. Colors	Doz.	$18.00
AURORA BOREALIS ACORN Necklace	Doz.	$ 8.90
Beautiful Indian Head Pendant	Ea.	$ 3.00
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50-pc. Stainless Steel Flatware Set, Gift Boxed	Set	$ 9.50
EVERSHARP 3-pc. Stainless Steel Carving Set	Doz.	$ 9.80
EVERSHARP 6-pc. Deluxe Steak Knife Set	Doz.	$ 9.80
5-pc. Kitchen Knife Set—in Wooden Display Rack	Set	$ 2.00
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7-pc. Irwin Screwdriver Set	Per Set	$ 2.25
7¼" Black and Decker Electric Saw	Ea.	$18.50
19" Deluxe Tool Box with All Metal Tray	Ea.	$ 2.90
Deluxe Carded Wrench Key Chain—Hot Seller	Doz.	$ 2.50
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High Intensity Auto Spot Lite	Ea.	$ 1.90

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4 Speaker AM/FM Mahogany Table Radio	Ea.	$22.50
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8-Track Deluxe Car Stereo with 2 speakers and wiring . . . All Chrome Speakers	Ea.	$24.00
Cartoon Characters Novelty Radios	Ea.	$ 5.00
Psychedelic AM/FM Radio, AC/DC	Ea.	$14.00
Deluxe Plush Panda Radio-Jumbo Size	Ea.	$ 5.50
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50-PC. DINNERWARE SET—UNBREAKABLE	Set	$ 5.50
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Men's Deluxe Tee Shirts—Top Quality	Doz.	$ 7.50
Cannon Towels—Giant Size	Doz.	$ 7.90
3-pc. Ladies' Luggage-Tote Bag Set	Set	$ 6.90
Matching Umbrella and Bag Set	Doz. Sets	$13.00
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SPAULDING GOLF BALLS	Doz.	$ 4.25
4-pc. Men's Wallet and Keycase Set	Set	$ 3.00
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Iowa Auctioneers Hold Spring Convention

Members of the Iowa Auctioneer's Association, their wives, families and other guests met at the beautiful Echo Valley Country Club in Des Moines on Sunday, April 27th, for the annual Spring Meeting.

Registration started at 10:30 A.M. and continued until noon. Col. Leon Joy, Dean of Iowa Auctioneers, had the Invocation before the group enjoyed a family style meal.

After dinner, President, Col. Robert Mallinger of Sigourney, asked the auctioneers from over the state to introduce themselves, their wives and familes. The Association was proud to have two National officers present, Secretary Col. Bernard Hart of Lincoln, Nebraska, and the treasurer, Col. & Mrs. Dean Fleming and Craig of Atkinson, Nebraska.

Col. Lyle Erickson of Cresco and Col. Howard Buckles of Keosauqua, both on the National Board, spoke on the 1976 Seminars and the upcoming National Convention in Kentucky. Mrs. Lyle Erickson of Cresco, President of the Iowa Auxiliary, welcomed the ladies and asked them to join in the entertainment later in the afternoon.

Mr. David E. Noller of Sigourney, immediate Past President of the Iowa Beef Improvement Association, was introduced as the guest speaker. He brought many well chosen words about conditions of yesterday, today and a look into the future.

A short recess followed and the Auxiliary and the Auctioneers met separately for their business meetings. The Iowa Auctioneers under the direction of vice-president, Col. Ray Sweeney of Waukon, will again this year have a booth at the Iowa State Fair in August, promoting the auction way for sales of all types.

The Iowa Association decided to buy one of the new films being produced by the National Auctioneers Association, so it could be shown throughout the state.

Just before the group adjourned, Col. Mallinger announced the fall two day meeting would be the last weekend in October, the 25th and 26th, at the Adventureland Inn, east of Des Moines.

Mrs. Mike Bloomer
Secretary of I.A.A.

21st Annual Convention Of Maine Auctioneers

The Maine Auctioneers Association held it's annual meeting April 21, at the Senator Motel. This was the 21st year with the association being formed April 20, 1954, with three charter members present, Wayne Dow, Clifford Swan and George Martin

Col. Merle D. Straw, Jr., Director of the National Auctioneers Association, was the guest speaker. He spoke on the purposes, aims and advantages of belonging to the National Association. He also told of the benefits of attending the National Conventions, and Seminars that are held in Mid-winter. Another portion of his speech dealt with the advantages of having a Board of Auctioneers to screen applicants to become Auctioneers in the state. Col. Straw presented Col. Clifford L. Swan, (a National Director from 1954-57) a plaque from the National Auctioneers Association. Col. Swan has been in the auction profession 51 years. He was also presented with an honorary Life Membership in the Maine Auctioneers Association.

Newly elected officers for the coming year are: President, Rupert Watson, Brewer, Maine, vice president, George Merrill, Waterford, Secretary, George A. Martin, East Lebanon, and Treasurer, Myrtice Crosman, Corinna. Board of Directors elected were, Col. Clifford Swan, Portland, Tom Prindall, Brunswick, R.I., Crosman, Corinna, and Wayne Dee.

Col. George A. Martin,
Secretary
East Lebanon, Maine

School bus driver: A man who thought he liked children.

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In the above photograph, left to right — Col. Clive Anderson, former Chairman of the Tennessee Auctioneer Commission; Col. Buford Evans, President of Nashville Auction School; and Col. George Burns, also a former Chairman and present member of the Tennessee Auctioneer Commission.

Col. Anderson remarked, "That is the doggonedest thing I have ever seen in my life — it sure will show your mistakes and give you an opportunity to improve them on the spot."

Col. George Burns stated, "The advantage and opportunity for the student auctioneer to see himself as others are going to see him and make corrections then and there."

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(Left to right), Ron Tull, receiving commercial pilot congratulations from Everett Noel, FAA Examiner.

Commercial License For Virginia Auctioneer

Ron Tull, auctioneer-realtor of Tull Realty & Auction Company, Annandale, Va., recently received his commercial pilot's license. Tull's first encounter with an airplane was in Iowa while in high school. He was offered an airplane for his Harley Davidson motorcycle — but he never traded. The second encounter involved his first flying lesson at Hyde Field, Maryland, where he soloed in April, 1961. Ron received his private pilot's license in December, 1962, at Manassas. In 1971 his interest was motivated again by his veteran's benefits and after commercial ground school, flight training, FAA written and flight tests, he received his original commercial pilot certificate from the FAA in Oklahoma City in late 1974.

The most memorable flight, according to Ron, was a 2,000 mile flight he and his wife took from Woodbridge, Virginia, to Iowa in November, 1974. "We experienced snow, rain, wind, and was grounded two nights in Ohio because of bad weather. It seemed like we saw everything a pilot doesn't want to see while in a small plane a long way from nowhere," recalls Tull.

Tull has been an auctioneer since 1958, and in real estate since 1961. He established his own firm in 1965 in Annandale, Virginia. He is a member of the Virginia Auctioneers Association, National Auctioneers Association, No. Va. Board of Realtors, Va. Ass'n. of Realtors, National Association of Realtors, Rotary International, and Metro. Wash. R.E., Exchangors.

The world is governed more by appearances than by realities, so that it is fully as necessary to seem to know something as to know it. — Daniel Webster.

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CONVENTION RESERVATIONS

When making Hotel reservations for our National Convention, if you do not use the form included in THE AUCTIONEER be sure to specify you are attending our convention. All rooms are being held for the National Auctioneers Association, Wednesday, July 30 through August 2. No rooms are available at the GALT HOUSE for the night of July 29. We advise you to find other facilities in the area for one night if you plan to arrive July 29. Do not ask for room reservations through NAA Convention Central. Requests must go directly to the Galt House.

Harry Buckles Named Secretary in Indiana

At a special Board of Directors meeting held at the Mariott Motor Inn, Indianapolis, Indiana, on March 2, 1975, Col. Harry E. Buckles was appointed as the new Secretary-Treasurer of the Indiana Auctioneers Association, due to the resignation of Col. Everett E. Corn because of ill health.

Harry is a member of both the Indiana and National Auctioneer's Associations. He is a graduate of Reppert's School of Auctioneering, and has served in all District Offices. At the 1975 State Convention, he was elected Second Vice-President of the I.A.A., after serving three years as a State Director. In his duties as State Director, he attended every District meeting throughout the state of Indiana.

He owns and operates Harry's Country Auction along with the help of his wife, Harriett, and two daughters. His younger daughter, Ruth Ann, passed her exam in January, and will soon join him on the block.



Harry Buckles

Harry is happy in his line of work, for he says, "I'm sure I'll never get rich in the auction profession, but I would never trade it for another line of work as I have come to know more really nice people in this business than I would ever have dreamed possible in a lifetime."

Have you heard what happened up in Alaska last week? The temperature went down to 42 degrees below zero in Fairbanks and the Alaska General Hospital got the world's most unusual case of frostbite . . . an Eskimo exhibitionist!

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20th Year Marked in Kansas Annual Meet

By Bernita Jessup

The Kansas Auctioneers Association opened their 20th Annual Convention with a buffet dinner at the Hilton Inn, Salina, Kansas, on Saturday, March 22. Over $700.00 was raised at the Fun Auction with a dance following. Music was furnished by "The Auctioneers", Country Western Band from Concordia, Kansas.

The convention group was served coffee and rolls during registration Sunday morning by GRASS AND GRAIN, Manhattan, Kansas, newspaper. President, Larry Lagasse, introduced the guest speaker, Sherwood Parks, President of the Salina Chamber of Commerce who presented the film, "The Day Business Stopped".

A plaque was presented to Don Legere, Hays, winner of the advertising contest. Mr. Legere was also a winner in the National Contest last year.

The group was addressed by Gerald Shadwick, President of the First National Bank and Trust Company of Salina. Following the noon banquet, entertainment was provided by "The New Life Singers" from Central High School of Salina.

A plaque and honorary membership was presented by the Kansas Auctioneers Association to Alex Goldberger of GRASS AND GRAIN. Mr. Goldberger has attended many KAA Conventions and given it ample coverage in the GRASS AND GRAIN newspaper.

During the business meeting portion of the convention the following officers were elected: President, Ronald Scott, Garden City; Vice President, Donald Godwin, Belle Plaine; L. H. "Bing" Carter of Gardner, Larry Lagasse of Agenda, Leroy Burkett of Milton and Ernest Persinger of Longton, Board of Directors. Bernita Jessup of Phillipsburg, remains as Secretary-Treasurer.

The President's gavel was presented to Ronald Scott by out-going President, Larry Lagasse. A plaque was presented to Mr. Lagasse by Rex Newcom. Tentative plans now are for the 21st Annual Convention to be held in Wichita.



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Foster Sheets, First NAA President, Killed

Foster G. Sheets, Roanoke, Va., was fatally injured in an auto accident, April 24. He was the first President of the National Auctioneers Association, serving two terms, 1949-50 and 1950-51.



FOSTER SHEETS

Sheets was a member of the pioneer real estate and auction firm of J. G. Sheets & Sons. His father, J. G. Sheets, passed away in 1955 but the firm has continued with Foster and his brother, Garland, as principles.

Survivors include his wife, one daughter and several grandchildren. A son, Foster Glenn, was killed in the crash of a commercial plane, in 1968, just two days prior to his 21st birthday.

In addition to his two years as NAA President, Sheets served a three year term (1951-54) on the Board of Directors and held a Life Membership in the association.

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Good Program Attracts To Nebraska Convention

North Platte may be a long way from the heavier populated portion of Nebraska but distance did not prevent a record attendance at the 27th annual convention of the Nebraska Auctioneers Association, May 4. Attendance at the pre-convention reception, sponsored by President Jerry Phillips and his friends in the area, the preceding evening indicated that the following day would see a lot of auctioneers and their families.

The lobby of the Holiday Inn was a beehive of activity early in the morning and when the meeting was called to order at 10:15 A.M., the meeting room was filled with auctioneers. A report of the Secretary and Treasurer, Henry Buss, and an update of national affairs by Bernard Hart preceded the election of officers.

Robin Marshall, Elm Creek, was elected to the office of President; Mylon Wegener, Humphrey, was advanced to 1st Vice President; and Leon Nelson, Albion, was elected 2nd Vice President. Richard Montgomery, Guide Rock; Tom Weick, Ravenna; and Don Dirks, Bruning, were elected to three year terms on the Board of Directors.

Wylie Rittenhouse, Uniontown, Pa., President of the National Ass'n, was guest speaker following the noon luncheon. His down to earth comments on auctioneering were well received. Mr. and Mrs. Elmshaeuer, Ogallala, presented a display of glassware and other antique items and commented on the origin of various pieces.

Ronald Sabata, a Columbus auctioneer, described advertising methods and called attention to changing techniques in advertising. Dr. Gene Harding, professor of Journalism at the University of Nebraska, covered the subject, "Public Relations and the Auctioneer". Round table discussions on selected facets of auctioneering completed the afternoon program.

During the evening banquet the group was entertained by the Freedom Train Singers of North Platte. John Ryan conducted a brief Memorial Service in honor of departed members. Guest speaker was Sam Seever, an attorney from Superior.

Stacy McCoy, veteran auctioneer from Arapahoe, Nebr., was the recipient of the "Auctioneer of the Year" award. Col. McCoy is a former president of the Nebraska Auctioneers Association. Several members of his family were present for the presentation which was made by John Ryan, Greeley.



Wylie Rittenhouse (center) President of the National Auctioneers Association greeted those attending the Nebraska Auctioneers Convention along with Nebraska president, Jerry Phillips (left) and vice president, Robin Marshall (right).

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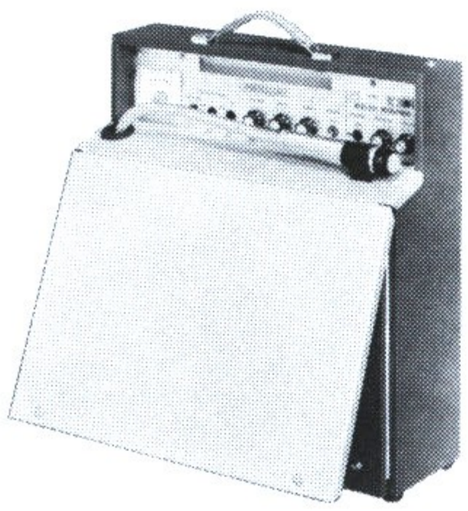
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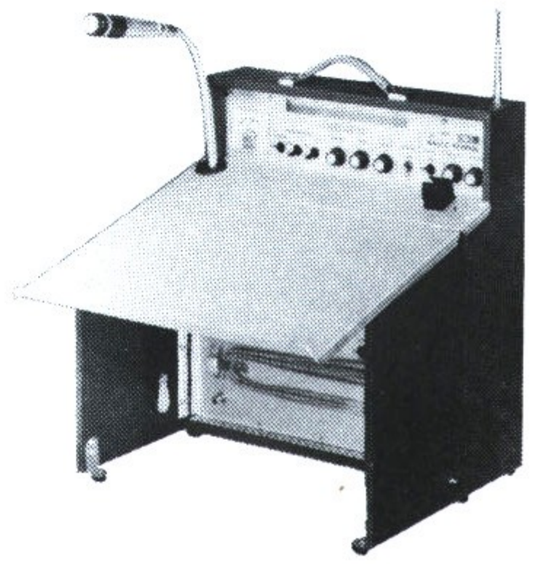


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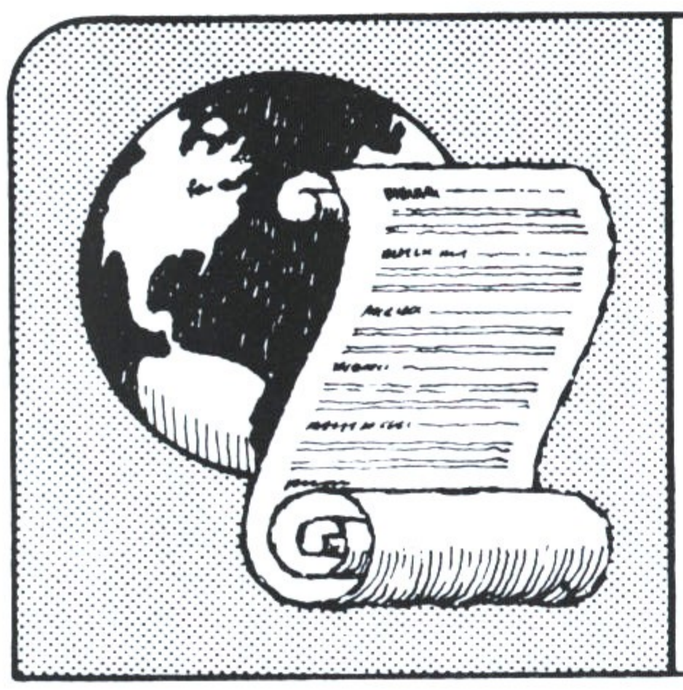
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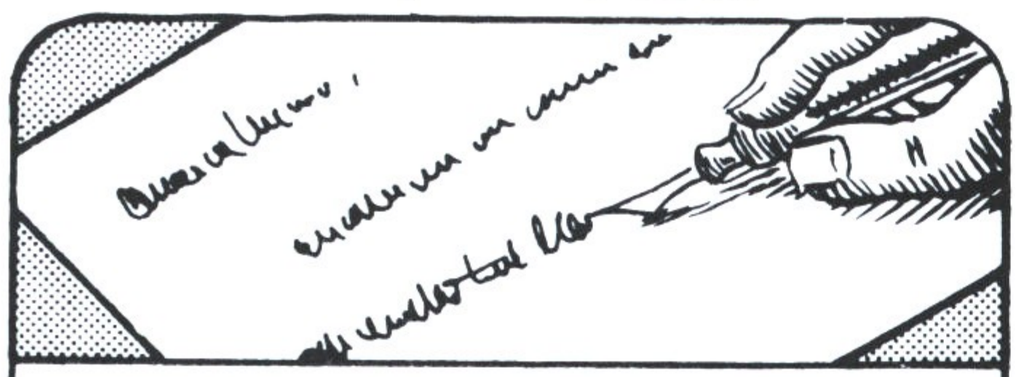
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The Members Say...

Dear Mr. Hart:

We have a short write up on a real estate auction that we conducted here in Southern Illinois, which we would like to have entered in **"The Auctioneer"**. We were very happy and pleased with results of this auction!

We have seen and talked with you, Mr. Hart, at our last two state conventions, but I have never told you how I have felt toward the auction business, as a wife of the auctioneer. To me, clerking every sale that Complete Auction Service handles is one of the greatest privileges I have ever had in my life!! We bless the day that my husband, Bob, decided to go to auction school, which was some ten years ago already. The auction life has got to be one of the warmest and most rewarding businesses of today.

We have a very busy life, with four children of our own, a foster daughter, we farm approximately 400 acres of ground plus our very, very busy auction business, but may I close this statement by saying, " we are seven very happy and grateful people that God gave us the strength and courage to do all this."

Again may I say, the auction life is a beautiful life and I dearly love every minute of it along with my husband, Bob.

Mr. Hart we truly hope this little letter finds you and your family in the best of health.

Respectfully submitted,
Mrs. Bob (Pat) Wuebbels
New Memphis, Ill.

******

Dear Sirs:

I am writing you to pay tribute to one of your members, Col. Fred Quick, of Aurora, Ill. Col. Quick was the auctioneer for "The Peddler Auction" which was sponsored by St. Petronille's Catholic Church of Glen Ellyn, Illinois, on Saturday, April 19, 1975.

Fred Quick's professionalism, experience and enthusiasm were major contributing factors in the success of our auction, which was attended by 514 people. Although this is the first time that our Church has ever attempted an auction or any other event of this magnitude, we were able to g e n e r a t e nearly $12,500.00 at the "Peddler Auction", $8,200 of which came from the oral portion of the auction which Col. Quick conducted.

Prior to the auction, Col. Quick offered some very helpful advice that allowed us to make the mechanics of the auction go more smoothly.

We certainly plan to invite Col. Quick to conduct the next Peddler Auction, which we hope to conduct two years from now.

Cordially,
Joseph S, Maier
Peddler Co-Chairman

******

Dear Mr. Hart:

I do not suppose you would have any way of remembering me, I spoke with you when you attended our meeting of the New Jersey State Society of Auctioneers held in McAfee, New Jersey, at the Playboy Club, last June. I must say that your talk or speech at that meeting was most inspiring and interesting, namely because it showed me, and I suspect many others, that auctioneers are very much alike the country over. As you know I wrote to you last month relative to the National Auctioneers Convention and you answered me and included a copy of the Auctioneer at that writing.

I have written to the Galt House and the NAA Convention Central and made reservations to attend in July, and I thought I should join the National Auctioneers Association, as I have been derelict in not doing this sooner, I am enclosing my check.

I thought I should mention to you that our Society Secretary, Ralph S. Day, has had a heart attack, and is in the Holy Name Hospital, 718 Teaneck Road, Teaneck, N.J. 07666.

Very truly yours,
J. Edward Scott
Williamstown, N.J.

STRIKE

Housewife became fed up with what she felt was her husband's failure to appreciate her efforts.

"All I do is wait on you hand and foot," she complained. Her husband remained silent.

"Just suppose we wives went on strike. What would you do then?"

"Well, now," her husband replied at last, "if you feel you should, just go ahead and strike, because I have a honey of a strike breaker in mind."

Active Bidding For Illinois Real Estate

A whopping $275,900 was the price received for approximately 130 acres of land in Southern Illinois in an auction conducted by Bob Wuebbels and Norm Richter of "Complete Auction Service", New Memphis, Ill.

Divided into seven parcels, the top bid of $78,000 came on a 38 acre tract. A 33 acre tract brought $73,500 while $40,500 was received for a three acre tract with a two bedroom house.

A 17 acre tract was purchased at $45,500, 26 acres brought $32,000, ten acres of timber land sold for $4,300 and the final parcel of 3.56 acres brought $2,100.

The auction was held April 19 to settle the estates of Mabel Bassler and Ida But. Some 100 people turned out on a beautiful day to witness and take part.

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For Auctioneer, the Barn's a Stage

DOVER N.J. — The Cadillacs parked in front of Berman's Barn on the second and fourth Saturday nights of each month seem out of place near the ramshackle building on Dewey St.

Their owners, however, are right at home with the items which are auctioned off inside. Tiffany, Steuben and Lenox are some of the names of the pieces included, dealers and collectors came from all parts of the state, and farther, to bid on china, glass, antique furniture, and art objects.

"When you have quality, people will recognize it," Edward Berman, who owns the business, believes. "It is easier to get $1,000 for a $1,000 piece than to get $25 for a $25 piece."

With the help of his knowledgeable wife, Millie, Berman has been running the auctions for years, and he loves it.

"I'm a frustrated actor," he admits. Anyone who doesn't understand how acting fits into auctioneering has never attended an auction.

Up on the stage, the singsong pattern begins, punctuated by the raised hands of bidders.

"Lot number 55 is a large sterling spoon worth $25 let's start at $10 and go . . . eleven dollars now . . . I've got eleven, who'll say twelve . . . this is too low . . . I'll pay fifteen for this myself . . ." he chides the audience. The spoon goes for eleven dollars.

On this particular night, Berman is working harder than usual. The end of December is traditionally one of the worst nights of the year, he said, and people are slow to part with their money.

"I happen to know most of you personally and I know that you're individually wealthy," he teases his audience. "I don't want to rent these — I want to sell them."

"Don't look at your wife — make your own decisions in life," he tells another hesitant bidder.

The audiences gives it right back to him. A few nervy ones yell out opening bids far lower than his suggestions. "I'm not selling, I'm giving away," he groans in mock pain.

What's bad for the auctioneer is good for the bidder, however. A family from Springfield feels most of the buys are reasonable. "You can get things relatively inexpensively," a man said.

"Generally speaking if you're bidding against a dealer, if you can buy it for one bid over what he might pay for it, you can get a good buy," he explained.

"What happens to a lot of people is, they get carried away."

Berman confirms, "Some people are auction addicts — there are people who have not missed an auction here in two years."

(This reporter can attest to the difficulty of resisting the fever, having paid $13 apiece for two exquisitely beautiful, utterly useless hand-blown champagne glasses.).

Berman finds his merchandise in a variety of places, primarily from estates. "We turn down more merchandise than we accept," he reported. "People come in and have a deluded idea of value.

"They think because it's old, it's worthwhile," he said. Instead, he said, the value depends on rarity and fineness — quality.

He guarantees his items, except for the running of old clocks. "If I say it's Tiffany, it's Tiffany," he promised.

A reputation for dealing in extraordinary articles netted the auctioneer a number of peculiar calls before Christmas. One gentleman wanted a mustache comb and cuspidor. "Another one was looking for a rocking chair a certain

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width to fit mom's behind," Berman laughed.

A member of the national and state societies of auctioneers, Berman began his career training with another auctioneer and is training a couple in the business at the moment.

He credits his wife and partner with a large part of their success. "She deserves a fantastic amount of credit," he said. "People come from far and wide to ask her advice on cut glass and silver."

In addition to the twice-monthly events at the barn, Berman also runs art auctions and estate auctions. In March of next year, he says mysteriously, "We're probably going to run about the biggest auction this area has ever seen" on an estate whose owner, he claims is quite well-known. He won't divulge the name.

In the meantime, auction fanciers will have to content themselves with other items. If nothing else, Berman's Barn is high in entertainment value.

"I've seen a lot of auctioneers come and go," Berman said. "They think all they have to do is get up and talk."

They're wrong, he adds knowlingly. "It's a performance."

Reprinted from The Daily Advance.

OVERSIGHT

We blame little things in others, and overlook great things in ourselves. — Thomas A. Kempis.

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Across The Country

BY BERNARD HART



Time marches on — and the process creates changes — some better and some worse. Most of the time the former outweigh the latter, some of the changes come with little or no warning, others are a slow process. These changes always work to the advantage of certain groups.

With the fiscal year of the National Auctioneers Association ending in a very few weeks (June 30) we look back to the accomplishments of the past year and study the effects on the auction method of selling, the auctioneers and the National Auctioneers Association. The results are pleasing.

It was about a year ago that Lester Winternitz asked me to lend encouragement and support to the CHICAGO TRIBUNE to make their auction advertising more attractive to the auction buying public and more valuable to the auctioneers. Meanwhile, Lester died unexpectedly and not hearing any more details on the project I thought it, too, was dead. But now I have a letter from Jack Sacks, Manager of the Tribune's auction advertising, stating that starting May 4 they would begin their new AUCTION MART section. An article in this issue gives more details.

A press time report brought the news of the organization of a Connecticut Auctioneers Association. A full report will appear in next month's issue. Organizing the various states has been a slow process when you realize that Nebraska celebrated its 27th anniversary this year — and some states were organized ahead of Nebraska. In many cases, maintaining the association has been as slow a process as the organization — but — we are gaining.

A new wrinkle in licensing has been adopted by the North Dakota State Legislature. Effective July 1, it will be necessary for the clerk to be licensed the same as the auctioneer. In rural areas where the local bank has always clerked the auctions they have had a good thing going. In some areas their fees for clerking a farm or household auction are equivilant to that of the auctioneer. Yet, they assume no responsibility, and according to American Jurisprudence, the auctioneer is responsible for both their integrity and ability even though the seller hires them. A licensing requirement may make them more aware of the responsibilities as well as encourage the growth of full service auction firms. The banker may not be so eager as he was when it was the auctioneer's job to chase down the NSF checks and other settling misunderstandings.

The three items mentioned are all on the favorable side to members of the auction profession. But the most important is probably the increased activity within the NAA. When our dues were increased it was my predicition that we would lose 25% of our members. This would mean a smaller press run for THE AUCTIONEER, less detail work in maintaining membership records, less memberships to process and less work in all categories.

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"Rewards Come To Those Who Are Prepared"

My prediction of losing a fourth of our members was correct. But I failed to recognize the influx of new members. While we don't spend much time in recording and reciting past accomplishments, this is no doubt the best year we have had in new memberships. When we make our count on June 30, it would be no surprise to see a new record total of members.

Also, this will be the year that will see the completion of our first motion picture production. This is the most expensive project the association has ever sanctioned. The producer assures me that we will like the end product. However, its success is based upon its use and that is in the hands of the members. From the response we have been receiving in securing new members it looks encouraging.

Meanwhile, lets finalize those plans for Louisville and the NAA Convention.

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The Lighter Side...

ASSISTANCE

An Irishman was standing on the steps of a church counting his beads. A woman walking up the steps on her way to confession caught the end of her long dress on the heel of her shoe.

"Will you be so good as to lift my dress?" she asked the Irishman.

"Cert'n'y not," he answered quickly. "Oi'm doin' this for doin' that."

SERVICE

Homeowner rushed into the electric shop. "I asked you to send a man around to fix our doorbell yeterday," he said, "and you promised he'd be there."

"But we did send someone, I'm sure," said the manager. Then he called to the workman in back, "Hey, Joe, didn't you go around to do that job at the Gallagher house yesterday?"

"Yes, sir. I went there all right but nobody was home. I must have rang that bell for a full 10 minutes."

PROBLEM

Why haven't you attempted to answer this problem," asked the teacher. "It's a straight-forward problem, 'If a man walks four miles in one hour, how long will it take him to walk 30?' Now why have you given no answer?"

"Well, sir, my father is still out walking it," said the student.

TIMING

Young man often earned money by mowing lawns. Shortly before noon one day he announced to his father that he was going out to scout the neighborhood for lawn-mowing jobs. "But why are you starting out so late, son?" his father asked in surprise.

"Oh," explained the young man, "I always wait till they get started. I get most of my jobs from people who are already half through."

ELECTION

After a local election in a town in Ireland, McManus was asked how he had managed to eke out a victory.

" 'Twas like this," he explained. "I am aware that everybody who knew me voted for Sullivan. But on the other hand, everybody who knew Sullivan voted for me. It turned out that he knew more people than I did."

TIME

It was in one of those huge airport terminals that stretched endlessly between one corridor to another. A pregnant woman rushed up to a guard. "Take me to the nearest hospital, please," she said. "I'm having a baby!"

"Madam," said the guard reproachfully, "you shouldn't have come into the air terminal in that condition."

"I didn't!" she replied.

PROFESSION

Sales promotion man who painted as a hobby got short shrift when he asked a young lady of his acquaintance to pose for him in the nude. "I'm not a model, I'll have you know," she said haughtily.

"That's all right," he soothed. "I'm not an artist."

CHEATING

Teacher: I hope I didn't see you looking at someone's paper.

Kid: I hope so, too!

DOUBLE FEATURE

A theater showed "Earthquake" and "Towering Inferno" together and billed the double feature as "Shake and Bake."

HALF SISTERS

Teacher: Dan, I understand your hobby is magic. What's your favorite trick?

Dan: Sawing a girl in two.

Teacher: Wonderful. Are there any other children in your family?

Dan: Yes, six half sisters.

INTENTIONS

"Are your intentions toward my daughter honorable or dishonorable?"

"You mean I have a choice?"

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Little Rock, Arkansas

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Contestant's Name: _____ **Date:** _____

Home Address: _____

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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:

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Name, address of newspapers, radio and television stations you would like to receive a news release announcing your participation in the 1975 World Livestock Auctioneer Championship.

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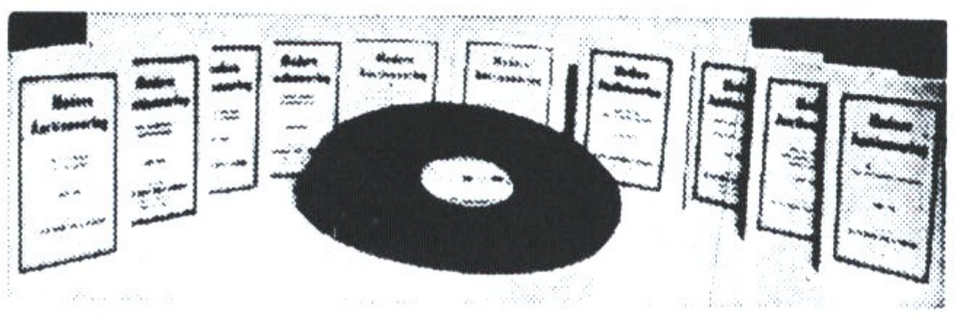
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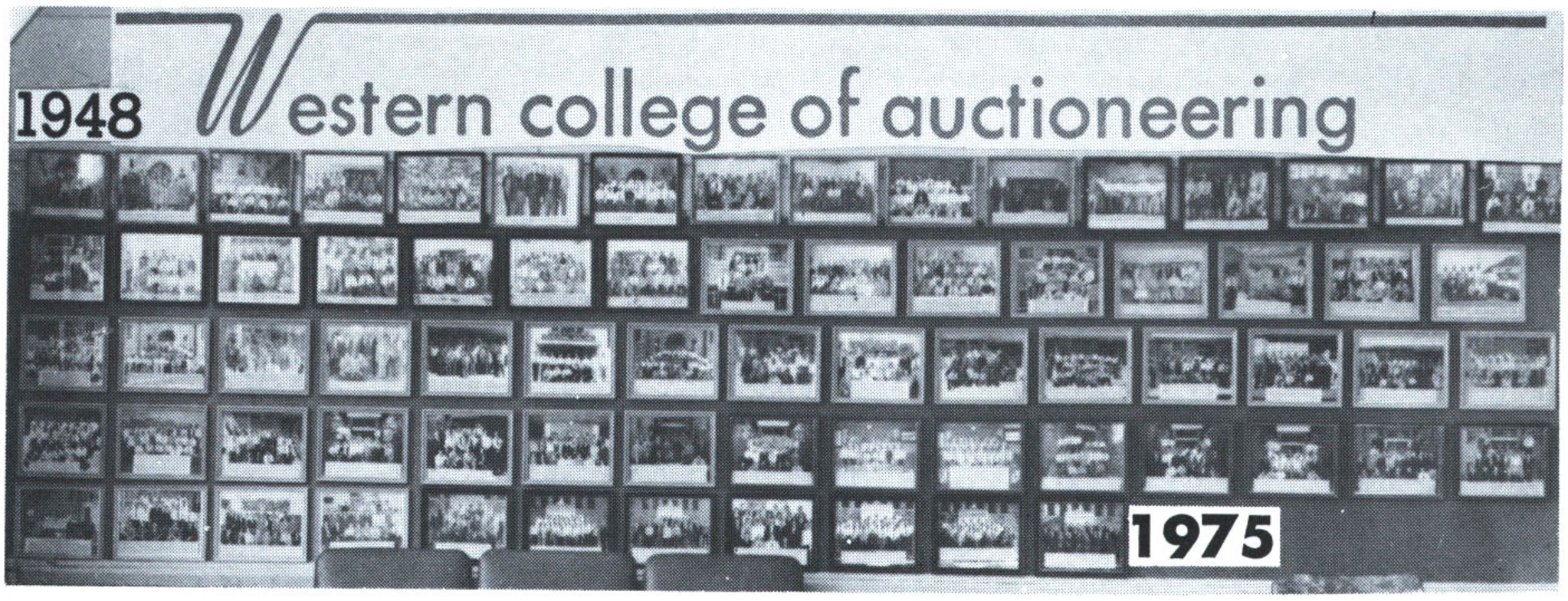
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STANDARD CASHIER'S STATEMENT . . Form No. CAS-1.
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For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).
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CONSIGNMENT CONTROL . . . 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
8½ x 11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.
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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.
$1.50 per pad, 10 pads at $1.25 ea., 20 or more at $1.00 ea.

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

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

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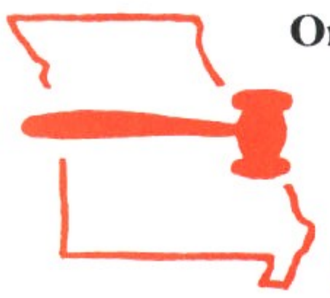
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