

the **AUCTIONEER**



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THIS OLD CLAY HOUSE OF MINE

*When I'm through with old clay house of mine—
When no more guide lights through the windows shine—
Just box it up and lay it away,
With the other clay houses of yesterday.*

*And with it, my friends, do try, if you can,
To bury the wrongs since first I began
To live in this house; bury deep and forget;
I want to be square, and out of debt.*

*When I meet the Grand Architect Supreme,
Face to face I want to be clean.
Of course I know it's too late to mend
A bad builded house, when we come to the end;*

*But to you who are building, just look over mine,
And make alterations while there is still time,
Just study this house, no tears should be shed
It is like any clay house when the tenant has fled,*

*I have lived in this house many days, all alone,
Just waiting, and often I have longed to go home;
Don't misunderstand me; this old world is divine,
With love, birds and flowers, and glorious sunshine*

*Is a wonderful place, and a wonderful plan,
And a wonderful gift to any man,
Yet somehow, we feel, when this cycle's complete
We open the books, and check up the past,
And know—forced balances—this is the last,*

*Each item is checked, each page must be clean;
It's the passport we carry to our builder Supreme
So when I am through with this old house of clay,
Just box it up tight and lay it away;*

*For the builder has promised, when this house is spent
To have one all finished, with timbers I have sent,
While I lived in this one; of course it will be
Exactly as I here have built, you see,*

*It is the kind of material we send across,
And if we build poorly, of course, it is our loss,
You ask what material is best to select,
Twas told you long since by the Great Architect;*

*A new commandment I give unto you,
That ye love one another, as I have loved you,
So the finest material to send up above,
Is clean, straight grained timbers of Brotherly Love.*

By: Glen Ford Preston

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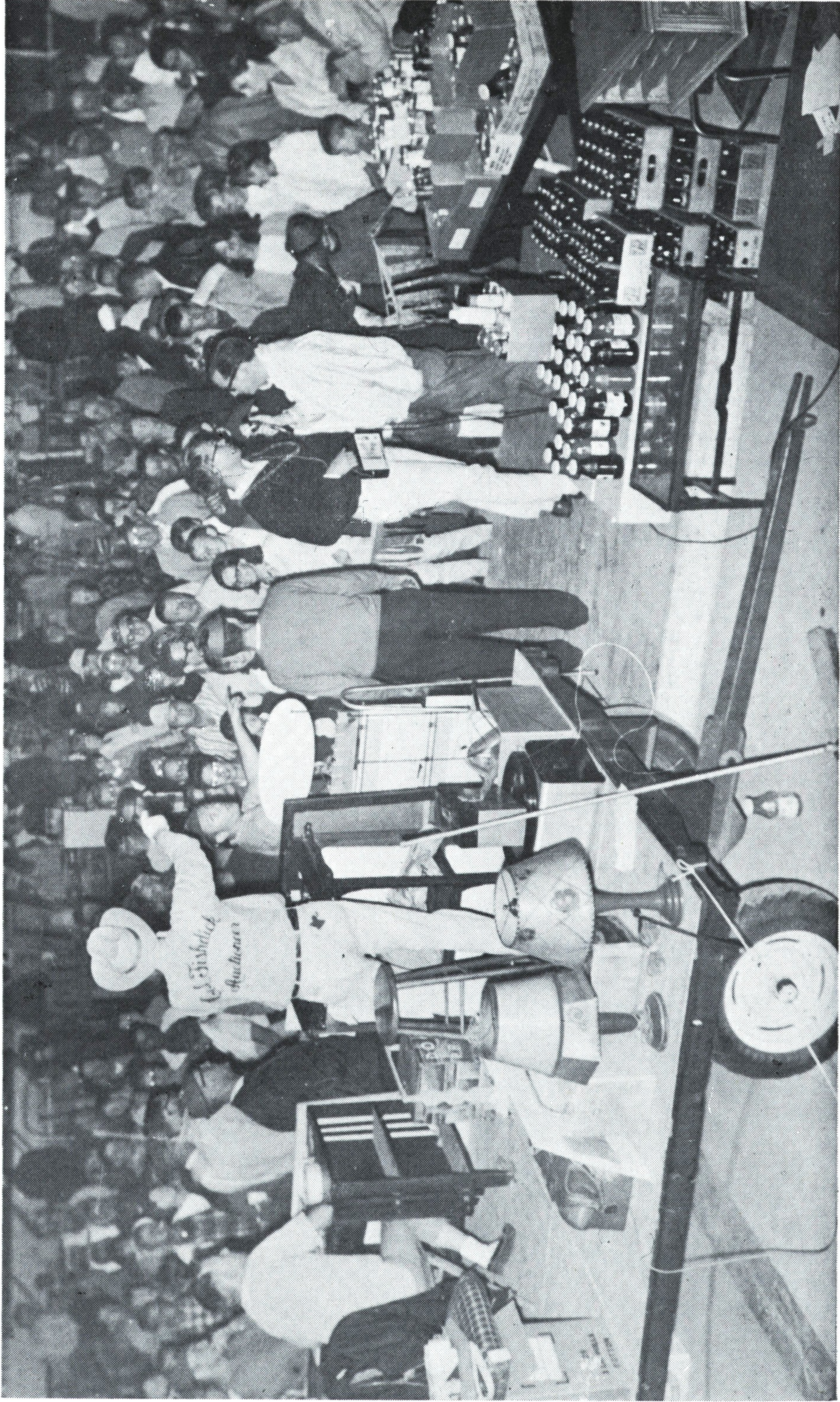
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Interest in benefit auctions is illustrated in this photo, showing a scene from the Eagle River, Wisconsin, Youth Day Auction. Col. John Fishdick is the auctioneer. More information concerning this auction is contained in the article on the opposite page. (Photo by John McCaughn)

Benefit Auction Aids In Many Directions

Benefit auctions are nothing new to the American scene. In fact, they have been held as long as history has been recorded. Many of us, our fathers and grandfathers, recall the box and pie suppers held in the now extinct one room school houses. Many an auctioneer received his "baptism of fire" in this type auction, so not only was the recipient of the sale proceeds benefited but in some cases it served to start a young man on his way to a new, successful and sometime glorious career.

With the inflated prices we are so familiar with today, many of these auctions raise funds that would alarm our ancestors. However, the net total is not always as important as the project for which the event is held.

One of the most successful auctions of this type that has come to our attention is the Annual Youth Day Auction at Eagle River, Wis. Five years ago, Col. John R. Fishdick, a local auctioneer, volunteered his services to the Eagle River Recreation Association to aid in raising money for their youth projects. The success of this event is best evidenced by the action of the organization in placing a perpetual sign in the Sports Arena, which reads:

A Big
Thank You
To
Col. John R. Fishdick,
Auctioneer

This year's auction continued for three days with afternoon and evening sessions on Friday and Saturday and a final windup on Monday evening. A breakdown indicated that Col. Fishdick had sold 50 items per hour at an average price of \$4.50 per item. The sale added \$4,000 to the Youth Fund. Gift certificates played a major role in the success of this year's auction. These covered dinners, haircuts, permanent waves, loads of gravel, etc. A specially prepar-

ed certificate was furnished to the donors.

In commenting on his part of the project's success, Col. Fishdick says planning and organization are the important ingredient.

A local newspaper columnist had this to say regarding the auction,

"The Eagle River Youth Auction certainly was a great success. In talking to a number of people at the auction they were most happy at the opportunity to purchase used furniture and odds and ends which probably was of little value to the people who donated it. Therefore, the auction serves several purposes. It gives a chance for our people to salvage articles with some use left in it and the money goes for a very worthy cause. I'm sure that the workers who put the auction on deserve a lot of credit for the fine organization of the youth auction itself and the manner in which it was conducted."

A trade association is designed primarily to protect you from monopoly; to help fight your battles with government; to help you with better business methods, such as cost accounting procedures and the like; to furnish you with accurate statistics for grading your growth or decline; to provide you with better tools for merchandising your products, and to teach you something of fair and unfair methods of competition as defined by our statutes. — George P. Lamb.

OUR COVER

From his home in Lincoln, Nebraska, Col. Art W. Thompson, 80 years young, extends greetings and best wishes to all readers of "The Auctioneer."

Photo furnished by Walter Carlson, Trimont, Minn.

The Irish Auctioneers

BY DELECE HOLLE NORCOTT

It all began one hot June day. In through the open kitchen windows wafted the sound of a distant voice—a sound so elusive that it all but escaped detection. But then came another voice and still others, soon creating a lively commotion.

The newspaper before me lost its interest as my curiosity lured me from the kitchen and through the back yard toward the direction of the sound. Diagonally across the alley in the neighboring yard I discovered a group of people gaily chatting with one another and walking among an extensive collection of home furnishings. Puzzled by the situation but nevertheless completely captivated, I remained at a distance and studied the crowd.

Across the yard stood a lone man with his back turned; and yet he was not inconspicuous, for he possessed an insistent magnetism that commanded an immediate awareness of his presence. Attired in a dazzling white shirt, grey trousers and matching hat, he presented a figure of hewn granite, chiseled to an incredible leanness. He had been appraising the merchandise in front of him when he turned abruptly and revealed a handsome face hauntingly reminiscent of the young Franchot Tone.

Suddenly a strikingly dark - browed man materialized from the crowd and joined his handsome friend. Speaking a few words, he raked his hand through his black, wavy hair, and then announced in a loud, deep voice: "All right, folks, if you'll step over here, we'll begin the auction." So I followed in their footsteps and entered a new world that turned in tune with the two auctioneers.

Paul, the dark-haired auctioneer, and his lean-figured partner, Pat, had met each other somewhere on a long-passed and obscure yesterday. But their meeting produced not simply another partnership agreement — it produced a phe-

nomenon within their profession, deserving to be commemorated in the chronicles of auctioneering. Perhaps destiny ordained that they meet, for together, Paul and Pat were a complementary ideal.

Identical in many ways, the auctioneers both were talented, hard - working men totally engaged in a love affair with life and proudly dedicated to their profession. But above all, they both were Irishmen, lavishly endowed with a superb wit and sense of humor which greatly endeared them to the hearts of their patrons. Had the auctioneers chosen show business for their profession, they indeed would have made a classic team, for they cavorted through a unique, screwball world comparable to the one inhabited by the Marx Brothers—a world so carefree that all grim realities seemed nonexistent. Paul and Pat had showmanship, and their audiences adored it.

Of the two men, Paul was the extrovert, as animated as an Irish reel. Before he began an auction, he strolled through the crowds of people, and everyone he recognized was greeted with genuine enthusiasm. Even though he had an astronomical number of acquaintances, he always found time to shake hands with the men or share a favorite joke, to pat a shoulder, perhaps light someone's cigarette, and to quickly hug the well-coiffed blonde woman who was his special friend.

If an auction was in progress, Paul's continually searching eyes always detected in the sea of faces the customer who had arrived late, and he interrupted his staccato chant to wave and call out "Hello" His affinity for mankind was boundless, and through his reciprocated expenditure of friendship, Paul became one of the richest men in the world.

Pat, however, was a man enigmatic and taciturn; but in his reticence he was

most intriguing, for he incited an earnest desire to win his friendship. If Pat did choose to associate with anyone, he talked with Paul and with the efficient woman employed as their clerk. Otherwise, he was off somewhere, listening to the words of the town's most ancient men who had ambled over to the auction; and there he lingered, as if pondering their wisdom, slowly exhaling cigarette smoke which wove a provocative veil before his violently blue eyes.

But Pat's intrinsic silence found compensation in his eloquent countenance. While Paul bore the facial etchings of perpetual laughter, Pat reflected a thousand emotions in his brooding, intense face. His eyes might shine with a blue-pointed flame or harden into blue ice, then melt with fleeting plaintiveness or bewilderment. But he possessed a racy grin which he readily flashed, and when he was spoken to, he answered politely in a voice so pleasing to hear.

Even though they bantered each other incessantly, a deep mutual respect existed between the two auctioneers. They epitomized compatibility and never displayed an act of selfishness. Although Paul generally was the spokesman, he thought of himself secondarily when beginning an auction, saying, "If you'll give your bid to Pat or me, we'll get the sale going." Then the two of them scrambled onto some precarious elevation above the crowd, and with the uninhibited antics of a Donald O'Connor and the fast-paced wisecracks of a Pat O'Brien, the Irish auctioneers batted about their spicy repartee in the happy world only they could create.

They had the uncanny ability to convince their customers that whatever was being auctioned was a vital necessity.

"Look at this nice gooseneck lamp," Paul marvelled. Then he nonsensically suggested, "You can use this in your duck blind." When his next item received a gross underbid, Paul accused, "Hey, somebody ain't looking. This toaster cost a hundred and eighty dollars brand new" And for further encouragement, he then included two metal pans and explained, "You can soak

your feet while you're baking a cake"

Then Pat held up a piece of dishware and requested, "Start it, folks." Before a word was uttered, Paul interjected, "I've been coming down here every night for the past week to wash all these dishes—" responsive razzing from the customer—"so remember that we work on a commision"

Paul also possessed a sense of thrift. As he held up an electric blanket, he exclaimed, "Boy, them are nice. If you get enough of these, you won't have to turn on your furnace this winter"

With a dead-pan expression, Pat agreed, "Yep."

Paul delighted in upsetting the unstable composure of his partner. Making a poor attempt to conceal his Irish deviltry, he persuaded Pat to model an enormous coat while auctioning it. Pat's hands and slight figure promptly disappeared within the immense garment, but he ignored his plight and began his machine-gun fire chant. So Paul invitingly held a battered plastic flower beneath Pat's nose, and the two of them plunged into laughter. But unquestionably, the highlight of the day came when Paul discovered a large box containing artificial Christmas tree boughs which, he announced, "can be used for decorations on St. Patrick's Day."

The calluses on their hands testified that Paul and Pat labored diligently at every auction, hauling heavy articles and arranging all the merchandise. They labored with their voices as well, maintaining without interruption their strenuous chanting while they sweltered beneath a scorching summer sun or shiver

Reaction of the public to an auctioneer's efforts is a question mark in every auctioneer's mind. While we realize that we appeal to different persons in different ways, this article portrays how two particular auctioneers impressed the author. Miss Norcott is a resident of Chicago, but the auctioneers described in the article are from a rural midwestern area.
EDITOR.

IN UNITY THERE IS STRENGTH



MISSOURI AUCTION SCHOOL BANQUET
KANSAS CITY, MO.
MARCH 1966

ed in a wintry wind. But they remained ever silent in their discomfort and stood inexhaustible on their feet, seemingly oblivious of everything but their profound and life-long devotion to serving and pleasing the public through the field of auctioneering.

All too soon the chilly days of autumn marked the termination of the household auctions. With deep sadness I watched the crowds beginning to assemble beneath the flaming trees, and suddenly I experienced again every past moment of happiness which the Irish auctioneers had given to me. I pondered the still perplexing quality so conspicuously characteristic of Paul's personality, his rare capacity possessed by one other only—the immortal Will Rogers, who never met a man he did not like.

I asked Paul to what he attributed his love of humanity and of life. He frowned with deep concentration and bent his head, staring at the key chain with which he toyed. My eyes fell to his hands, and I saw him studying a bright-green, metallic four-leaf clover. With sudden comprehension I gave a slow smile, assuming that merely "Irish luck" accounted for everything.

Paul raised a serious face, regarded me with steady eyes, and with simple conviction answered, "It's a gift from God." Then with a quick grin and the usual pat on my shoulder, he was off on his energetic way, telling Pat it was time to start the sale. I watched at a distance, just as I did that first day, many auctions ago; and I knew that the two men standing before me truly were a gift from God—a very special gift, because among all auctioneers, Paul and Pat had been created unique and then blessed with the luck of being Irish.

An oldtimer: someone who remembers when employees rested up on Sunday, instead of Monday.

FIRST THINGS

Some people I know
Indeed are cursed.
Their fault is putting
Worst things first.

Innovation: Key to Growth

Advancement and innovation go together as naturally as cause and effect. Alfred North Whitehead, mathematician and philosopher, indicated this when he said, "The art of progress is to preserve order amid change, and to preserve change amid order."

On the local scene, zoning is a good example. It is a procedure for changing with the times, but mainly according to plan. In the courts, today's exception is tomorrow's guiding rule; this evolution forestalls the alternatives, which are nulification or revolt.

Change is a dynamic factor which spells the difference between living and dying—for a society, a business or an association. Growth is a continuing process of change; resistance to change invites stagnation, giving way to shrinkage, somnolence and decay.

A flow of ideas is as vital to business expansion as a regular flow of funds. Generating and disseminating them is a prime function of associations. The test of a convention is how it performs its role as an Idea Exchange. The formal program is only part of this concept—what also counts is the general atmosphere of give-and-take which spurs individuals to share new ways, new methods, new solutions.

Of course, the association itself must keep on changing, with new activities, new projects, new approaches—and new faces. Promoting membership is the surest way to help your organization keep up to date and in step with progress. Every new member you help to sign up means extra returns on your dues investment.

Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan, "Press on" has solved, and always will solve, the problems of the human race. — Calvin Coolidge.

When Consigning To Sales

... be sure you put in a good one. Allow time for advertising and fitting. Make sure you have a good photograph.

by Dr. J. L. & John W. McKittrick

It has been our policy to participate in breed consignment sales. We always have believed in breed promotion, and certainly consignment sales are an important part of promotion, if they are good ones.

The better prices cattle bring at public auction, the better prices cattle will demand in private sales. And, in most cases, the reverse holds true, also. If there are poor public sale averages in a breed, this has an adverse effect on private sales.

In a consignment sale, the sale manager is the most important party. The success of a sale depends on his ability to select cattle of high enough quality to demand a high price. He is the person who accepts or turns down consignments. It takes a tremendous amount of time and travel by a sale manager to put together an outstanding group of cattle. On the other hand, an inferior or average group can be assembled without much trouble.

We never consigned a female to a sale that we wanted to sell. We always consigned one that we did not want to sell. It was our feeling that if we didn't care particularly for her, how could we expect somebody else to get excited over her?

We usually limited our consignments to two or three sales a year. These usually included the National Sale, the Regional Sale, and sometimes a special sale that was to be well-promoted. When one continually consigns cattle from the top of the herd, too many sales could be disastrous.

It was very beneficial to our private cattle sales if our consignments at public sales sold for high prices. In fact, we tried to top every sale we consigned

to. Look at the free advertising, both by the printed word and word of mouth this gives one's herd. It also helps to set a price on the close relatives of a particular animal still in the herd.

Consigning a bull to a sale should be considered carefully, especially in today's bull market. During the past few years, we consigned only exceptionally well-bred bull calves that we were relatively sure would appeal to bull studs.

Since we always enjoyed good private sales on bull calves, we could not afford to have a bull calf sell cheap at a public sale. There is about as much demand for average bull calves today as there is for horse collars.

In consigning cows to sales, there are several points to consider. Probably the most important is the stage of lactation she will be in on sale day. Don't consign a cow to a sale unless she is going to appear at her very best. Don't consign a cow that will demand an announcement from the box with reference to a blemish or uncertainty.

A blemish might be a quarter that is light or heavy, a capped hip, a side leak in a teat or a puffed hock. An uncertainty might be her date of service and whether the cow is pregnant or open. Consign a cow you know is in perfect condition. A buyer usually is suspicious enough without you making him more so.

When you consign to a sale, make sure you understand the terms and conditions, health requirements, and, most of all, the percent commission that will be charged by the sale manager. His time and effort cannot be charged to charity.

Don't leave all of the selling to him, either. You can do a lot for yourself. Make sure there is enough time be-

The auction method of selling has long been the target of abuse by the public. The feeling that it is only used in those cases when everything else fails continues to prevail in spite of the many successful auction sales of all known items. The bright spot in this picture has been provided by the breeder of purebred livestock who has always used the auction method to SELL his outstanding animals and thus create a reputation that will aid him in selling the balance. While this article is directed toward dairy cattle it could well fit other segments of the industry. It illustrates the confidence of the livestock producer in the auction method of selling. EDITOR

tween the date of consignment and the sale date to warrant advertising as well as time to properly fit the animal for the sale.

Help the sale manager put together as impressive a pedigree as possible. Furnish him with the latest production information and any other pertinent fact that would read well in print. Nobody knows as much about this animal as you do. In fact, we always made a pedigree ourselves and gave it to the sale manager so he could verify it prior to cataloging.

We always tried to have a good photograph of every animal we consigned. We used this in advertising as well as in the sale catalog. A good photograph can be a big help, especially in mail bids. A person unable to attend a sale is much more likely to entrust a bid on your animal to someone if he can see a photograph. One good mail bid can pay for a lot of pictures. If your photograph is average or poor, don't use it. It will do the animal harm.

Remember that when you consign to a sale, you are showing the public a sampling of your herd, your breeding program, and your integrity as a breed-

er. There is no greater asset a breeder of livestock can have than a reputation for selling superior stock.

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Don't Blow Into The Microphone!

Knowing how to manage the microphone is half the battle for the amateur, occasional speaker, who often dreads the PA system more than he does the audience. If you suffer from "mike fever" banish your fears by observing these do's and don'ts from The Microphone, a publication on the subject:

Don't blow into the mike to see if it is operating. **Do** test by counting "One . . . two . . . three."

Do turn away if you have to cough or clear your throat. Otherwise, you may blast the audience. **Don't** move away from the mike while speaking; it can't follow, so your voice may be lost.

Don't compensate for poor acoustics by turning up the volume. This may only disturb listeners.

Don't get too close to the microphone; this magnifies "s" sounds and causes booming. **Do** stand a foot away; speak over the top of the instrument or to one side of it—not directly into it.

Don't shuffle papers or handle the mike in any way. The slightest sounds may be amplified annoyingly.

"The day of the leather-lunged orator is over," the article declared. "Electronics has created a new method of public speaking. The relaxed 'fireside chat' technique is considered better taste than shouting at the audience throughout a speech. You can warm up your listeners by speaking in a friendly, conversational tone. When the time comes to drive home a point, you may raise your voice—but back away from the mike when you do."

The average man works 40 hours a week for 40 years — enough time to become great at anything.

Holstein Convention Sale Sets Records

BRATTLEBORO, Vt. —The record-breaking Holstein - Friesian convention sale, held June 2, at Wichita, Kansas, has been reported as the highest averaging consignment sale of Registered Holsteins held in the United States. Thirty-seven animals, including three bulls, sold for a total of \$119,750.

Buyers from outside the U.S. were active at the Kansas sale, resulting in six purchases totaling \$25,600. The highest priced female in this group was \$6,200 on Reflection Romandale Cora 6499641, paid by Romandale Farms, Ltd. of Unionville, Ontario, Canada. This six-month-old heifer was consigned by a Sedro Wolley, Washington, syndicate of breeders.

Two sale managers from Illinois, M. B. Nichols and A. C. Thomson, skillfully struck off the consignments from 13 states amid spirited bidding. The final tally showed an average of \$3,236, a new high for Holstein consignment sales in the United States.

A yearling bull, Our Rising Star 1486314, from California was purchased by Bonifica di Torre in Pietra, of Rome, Italy, for the second high price of the entire sale. The same buyer also took a Carnation-bred senior yearling heifer from Washington.

More Rubenstein Art On Auction Block

NEW YORK CITY—On Saturday morning, October 5, at 11:00 A.M., Parke-Bernet Galleries will offer Part III of Helena Rubinstein's collection of African and Oceanic Art. On the afternoon of October 5 at 1:45 P.M., Pre-Columbian and North-American Indian Art will be offered from the Charles Laughton-Elsa Lanchester Collection, from the estate of the late Albert Gallatin of New York, and from the Kevorkian Foundation in New York.

The first two sales last April from the famous Helena Rubinstein African collection realized more than \$470,000 and Part III will contain many additional examples from the Sierra Leone, Ivory Coast, Senegal, Krinjabo, Gabon and Bakongo regions.

In the afternoon sale on October 15, more than fifty lots of Pre-Columbian art come from the collection which Charles Laughton and his wife formed over a period of many years with the collaboration of Walter Arensberg, who owned a major collection which is now in the Philadelphia Museum of Art.

THANK YOU—

For your beautiful cards and gifts and prayers while I was in the hospital. Your thoughtfulness and concern are precious gems for my treasure chest of memories.

Leona Drake

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It's Good Idea To Analyze Situation

BY COL. POP HESS

October is a month when auctioneers are busy and sales are numerous here in Ohio. This year is no exception as we note a long list of sales of all types are listed.

This writer was pleased to read the convention reports in the September issue and was happy that Col. Cummins, in his address, seconded my suggestion on having an Auctioneers Contest in our future conventions. As I see it, the event would be a drawing card in the Programs and would also be of additional interest in each of our state auctioneers meetings. They could select two men from their state for entry in the National Contest.

We now have some 33 state auctioneers associations, with others getting in line, and there is no doubt that with more state associations there will be a stronger tie in strength and unity.

As our United States progresses this coming year we find the usual line of students now out of Auction Schools with their diplomas, ready for action. Many will, in a few years time, be auctioneers in demand, filling the gaps left by those who are retiring or passing on as well as creating new business of their own. In a close survey of the total number of students, it is my guess that it will take from five to ten years for 80% of them to reach the goal they hope to make

Through each month and year, these students will not make too bad an income after the first year as the burden is up to each one to make the ball roll on their own power rather than that of their senior auctioneers or the School that issued their Diploma. First, they must learn to be themselves, to create their own approach. We find many who have followed that rule in

the past are the busy auctioneers of today.

In today's modern way of living we find our equipment we use has many new features in make-up and is far more convenient than what we used in days gone by. So it is the approach and performance of our coming auctioneers that will decide the auctioners of tomorrow.

One of the outstanding points in the livelihood of the auctioneer and the auctions he holds is the fact that we as auctioneers are not disjointed by Unions or Strikes nor do we have a price gauge in regard to fees. The better the auctioneer and his service, the better his fees. We can't get away from the fact that some auctioneers are worth more than others.

This was brought to my attention through a letter from an auctioneer who has his wings well developed to do good work in the auction box. He was complaining on the fees he was paid for his services as compared to the fees charged by the well established auctioneer and sales manager, who in turn paid out of his fee to the complaining auctioneer. From what I can figure from this letter, the complaining auctioneer received for his day's work in the auction box about 2% of the sales proceeds. All that he had to do was get there on sale day, climb into the box and sell. When the last animal was sold he picked up his gavel and went home, ready for another sale the next day.

However, the listed auctioneer and sales manager had to hold onto his clerking crew, see that all animals were settled for, count up the sale expenses like catalogs, newspaper and breed publication advertising, all of which does not come cheap in these

modern times. Very probably his commission fees for total operation with a complete sales service left him a net figure not much larger than the complaining auctioneer.

Every auctioneer cannot have the time to be so situated that he can offer a complete sales service. On many large dispersals or production sales it involves around four weeks time here and there to put the job over and have satisfied clients. It is not the total fee you receive but the portion you have left after your own expenses are paid that counts.

A capable auctioneer who works sale day only has much less to deduct from his commission check. From my personal observation, if I were back in action I would prefer to work sale day only as the price looks the best to me in many ways.

This year of 1966 is rolling on and not too long until we will be in the winter months. Your writer has lots of time to use up in following the

world events and of course what is cooking in auction sales, the farmers and livestock activity in general. The high cost of living is still with us and the farmers, sales managers and auctioneers are not getting all cream.

Who really has the answer? Most of all I know is what I read, hear and see. Some say they prefer inflation to poverty but it is my feeling if we inflate far enough, poverty will kick us in the face worse than now. Auctioneers will then feel the kick and it will be more than just a blue bruise. This is some of what I have digested from 60 years experience in public life and over 80 years of living.

I have strong recollections of the jars created in my life and of the ups and downs. We are living in a wonderful world. After coming up through the years of the past we can only hope our present population will be so far super that they can hold business and management, great and small, to a safe landing ahead.

LIQUIDATION

of very old

ANTIQUES

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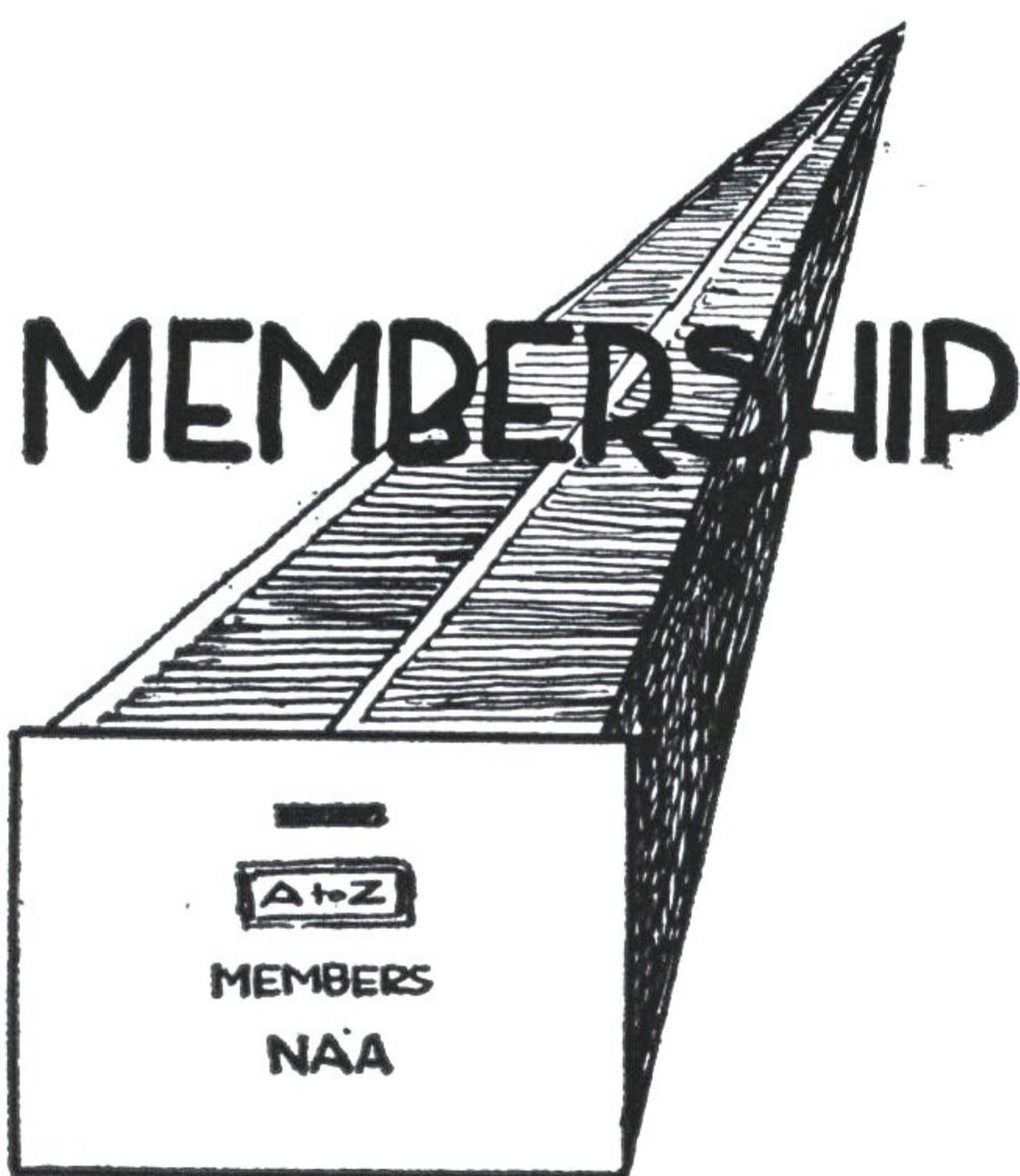
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 *N. H. Carr, Indiana
 *Sidney Simpson, Tennessee
 *Pete Smythe, Colorado
 (* Indicates a new member)

Nebraska Farm Land Brings \$700 An Acre

Land sold up to \$700 per acre at auction in Merrick County, Nebraska, early in September. A total of \$313,800.00 was collected for the 590 acres offered in five different tracts. Only one residence was included.

Col. Henry Rasmussen, Treasurer of the National Auctioneers Association, was the auctioneer. Col. Rasmussen reports this will be his best year in his 40 years as an auctioneer. He further reports good crops in his area and a number of auctions booked throughout the fall season.



Recent graduates of the Mendenhall School of Auctioneering, standing, from the left: John Thomas Matthews, Suffolk, Va.; Donald Cox, Charlotte, N. C.; Tom W. Reese, Remington, Va.; Charlie Ept, Pickerington, O.; W. A. Wilson, Asheboro, N. C.; and J. C. Pritchard, Virginia Beach, Va. Seated are the school's owners, Cols. Robert "Red" and Forrest Mendenhall.

Illinois Meeting Set For October 22-23

Illinois auctioneers will meet in Springfield, October 22-23, for their Annual Fall Convention.

Activities will get under way at 7:00 p.m., Saturday evening (Oct. 22) with a discussion of antiques conducted by a panel of experts. This will be followed by the Fun Auction which has been the highlight of the Convention the past two years.

Sunday's Program will commence at 10:00 A.M. with registration and a coffee hour. The business meeting will be at 11:00 A.M., followed by a buffet style Luncheon.

Following the after dinner entertain-

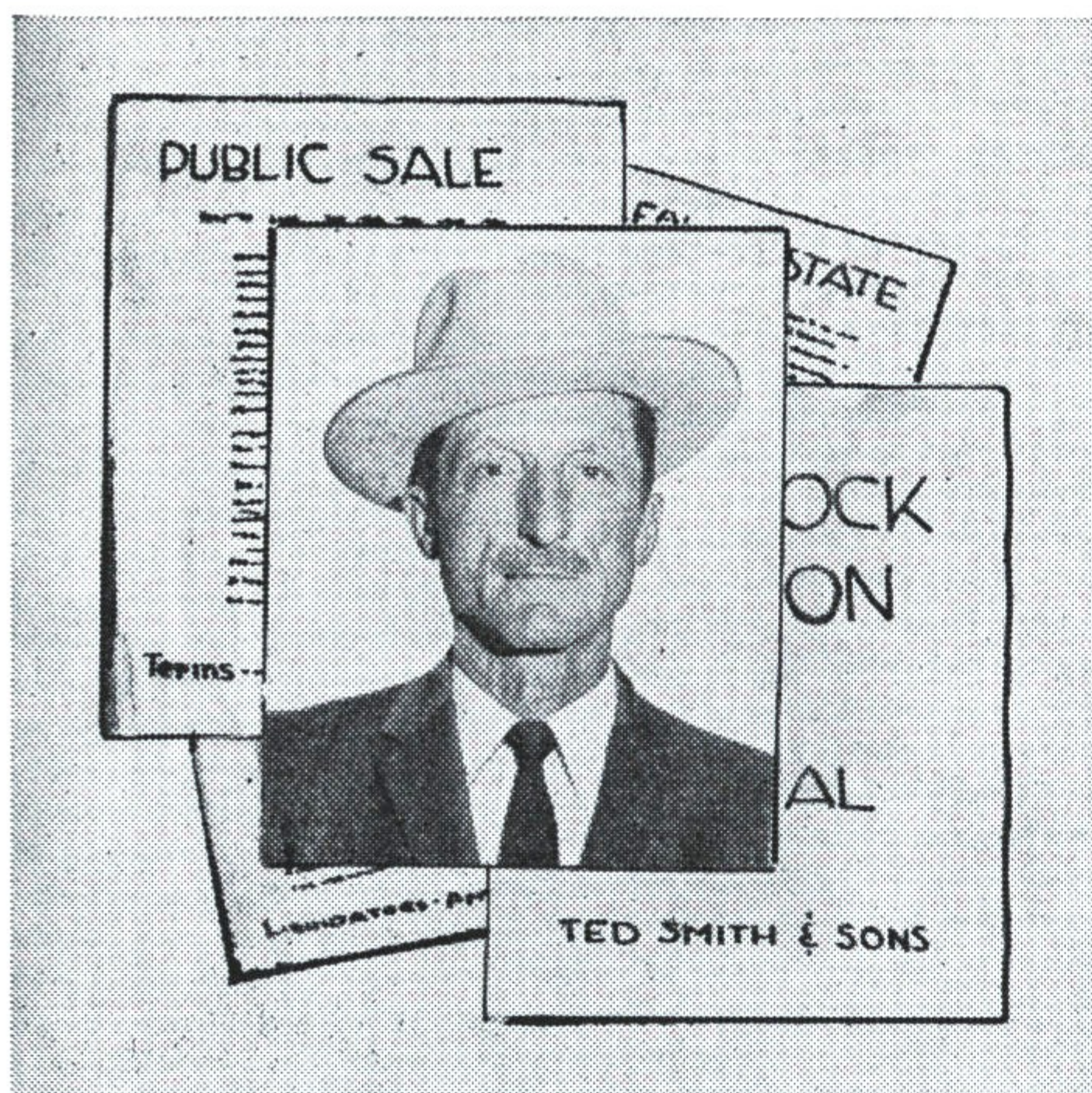
ment, Mr. Louis Kienzler, one of the state's most capable Real Estate Appraisers, will speak on that subject. Mrs. Irene Carter of Carter Packing Co., will relate her experiences as a lady order buyer. The meeting will adjourn early in the afternoon, allowing ample time for participants to return to their homes.

Hosting the 1967 National Convention will be one of the chief topics of discussion during the business session. All auctioneers are urged to attend.

BAD JUDGEMENT

Sounds of a solid spanking came from the kitchen. Soon a teary-eyed youngster ran out and wrapped himself around his father's legs. "Daddy," he cried, "how did you and me ever get mixed up with Mom?"

Auction Shorts



Spent several days at the Nebraska State Fair, which was very enjoyable. This with other obligations in our business hasn't allowed much thought toward Auction Shorts the last couple weeks.

While at the fair, however, I did again take note of the effort, time and honest hard work that so many people were contributing to make the Nebraska State Fair the greatest ever. In achieving his accomplishment there was also a fine representation of Nebraska auctioneers and members of National and State Auctioneers Associations selling and assisting in various auctions conducted in connection with the fair, as superintendents, exhibitors, etc.

A few of the colonels that I can recall at this time who were there are: Charles Corkle, Ralph Kuhr, Dick Grubbaugh, Dick Kane, Marv Garbaugh, and August Runge, Jr.

Football season again is officially under way and among the spectators throughout the land will be the auctioneers of America rooting for their local school teams their Alma Maters and their State Universities. We in Nebraska know that all America will hear about the Nebraska Cornhuskers.

Our fall season is beginning to take shape nicely and are looking forward to a good season.

Henry Buss,
Columbus, Nebr.

Cash And Futures Markets Compared

Kansas City, Mo.—Certified livestock marketmen and officers of the Kansas City Board of Trade and the Chicago Mercantile Exchange drew comparisons between the cash and futures market businesses and the competitive cash merchandising of cattle and hogs at a recent meeting in Kansas City.

Everette B. Harris, president of the Chicago Mercantile Exchange, said that the floor of his Exchange was the "world's biggest livestock auction market in action."

W. V. Emrich, president of the Certified Livestock Markets Association, presided over the meeting, which opened with a breakfast and was attended by officers of the business trade organization and state association presidents in addition to the Board and Exchange officers.

A large number of the livestock marketmen present expressed the steps taken by them through brokers to relate the live fed and feeder cattle futures markets to their competitive livestock market businesses for the benefit of their selling and buying customers.

Willis C. Theis, vice president, and J. S. Chartrand, executive vice president of the Kansas City Board of Trade, explained delivery details of a sample number of future feeder cattle contracts the previous week and were enthusiastic over the volume of contracts since that product was introduced earlier this year.

Other topics discussed by the livestock marketmen during the two-day meeting of the State Associations Council were: "Implementation of Processing Funds for Meat Promotion;" "Livestock Market Development Acts"; "Competitive Livestock Marketing is Merchandising"; and "Compelling Advertising and Effective Advertising."

C. T. 'Tad' Sanders, general manager of the 800 certified livestock markets-plus association, in commenting on the policy and information development meeting, stated: "There is a parallel and supplementary relationship between the nation's competitive livestock mar-



A Model A Ford was the sale topper in an auction of antique and classic automobiles held at Urbana, Ohio, in June. Selling price was \$3,500.00. Auctioneer in charge of this sale is Harry W. Kerns, a member of the National and Ohio Auctioneers Associations.

kets, where all classes of livestock are merchandised on an immediate cash guaranteed basis, and the exchanges or boards of trade where futures contracts in classes of cattle and hogs have been instituted. This is borne out by the accelerating volume of business in both respects."

Auctioneer Named VP Of Parke-Bernet

NEW YORK CITY—Parke-Bernet Galleries announces the election of Jerry E. Patterson, head of the Book Department, and John L. Marion, general manager, as vice-presidents, and of Thomas E. Norton, head of Parke-Bernet's Painting Department, as assistant vice-president. Both Mr. Patterson and Mr. Marion previously held the post of assistant vice-presidents of the Madison Avenue auction house.

John L. Marion is the son of Louis J. Marion, former president of Parke-Bernet, who continues to serve on the board of directors. Mr. John Marion joined the firm in 1960 after graduating from Fordham University and serving in the United States Navy. He has been chief auctioneer for Parke-Bernet Galleries for the last year.

Auto Auction Men To Meet In Las Vegas

Annual convention of the National Auto Auction Association will be held October 27-29 at the Riviera Hotel in Las Vegas. First day program consists of a Board of Directors meeting and various committee meetings.

The next two days will include the business session as well as lectures and panels, relative to the industry. Registrants will be Luncheon and Dinner guests of the four major automobile manufacturers on these two days.

J. C. Clanton, Jr., Darlington, S. C., is President of the NAAA; Paul McClure, Kansas City, Mo., is Vice President; and Norman F. Early, Denver, Colo., is Secretary-Treasurer. Mr. McClure will be remembered by those who attended our own 1964 National Convention in Des Moines, as his demonstration on salesmanship was one of the highlights of that meeting.

"AD" LIB

Engineers at the water-filtration plant in McAlester, Oklahoma, have named the electronic calculator used to lighten their labors "the filtering mans thinker."

A Famous Auctioneer Tells Of His Trade

By Neil M. Clark

The late Col. Fred Reppert, Decatur, Ind., was one of the most colorful men of all time in the auction profession. His speciality was the selling of registered livestock and at the height of his career he was known by almost every purebred livestock breeder in America.

This article is a reprint of one published some 40 years ago in American Heritage magazine. It was furnished to "THE AUCTIONEER" by Col. Walter Carlson, Trimont, Minn., who says, "I have always considered this the best account of an auctioneer that I have ever read, with plenty of meat on the bones to interest auctioneers today just as much as it did 40 years ago." EDITOR

FRED REPERT, who is one of the greatest living auctioneers, began **loving his job long before he had it.** The fascination of auctioneering first allured him the day he went with his father to his first farm auction — a very small boy who was not even old enough to go to school. Instead of being frightened, he was charmed by the noise, the crowd, the bidding, and the pride of watching his dad 'cry the sale.' He saw the elder Reppert make everybody in the crowd listen, and roar with laughter at his quips. He appealed to their pride, touched their desires, and made them buy. From that time on, the youngster dreamed of becoming a great auctioneer—and he has more than realized his dream.

Fred Reppert is a master salesman. Big physically, heavy but not tall, and always in the pink of health, he has literally talked men out of millions of dollars—and given them value received.

His specialties are real estate and live stock.

In one day he sold fifty Hereford cattle at an average price of five thousand dollars a head, said to be the highest average ever made on beef cattle, and totaling a quarter of a million dollars for the day's work. He has sold a big percentage of all pure-bred Herefords put up at auction in this country during the past fifteen years. He sold one Duroc hog for five thousand and twenty-five dollars and a spotted Poland - China hog for ten thousand five hundred dollars, establishing new record prices in both instances. He sold a Belgian stallion for forty-seven thousand five hundred dollars—said to be the highest price ever received for a draft horse at auction. In fact, he conducts most of the registered draft horse sales in America.

Reppert has never missed a sale he was scheduled to cry, although there have been times when he had to charter a car, drive all night, or travel by ox team to get there. The auction school he conducts for six weeks each year is attended by pupils from all over the country.

Reppert was born in a log cabin on a farm in eastern Indiana in 1877. His father was one of the two auctioneers in Adams County. Reppert still calls Decatur, Indiana, his home town, for he has made it his home since he was twenty years old and started out in the world for himself.

"I was fascinated by public speaking and selling and everything at all related to auctioneering, ever since I can remember," Reppert told me. "That's natural, when you consider the atmosphere I was brought up in. I always admired my father tremendously, and I wanted to be an even better auctioneer than he was, if that were possible. Father is hale

and hearty to-day at eighty, and he is still able to give his son a lot of practical advice about auctioneering."

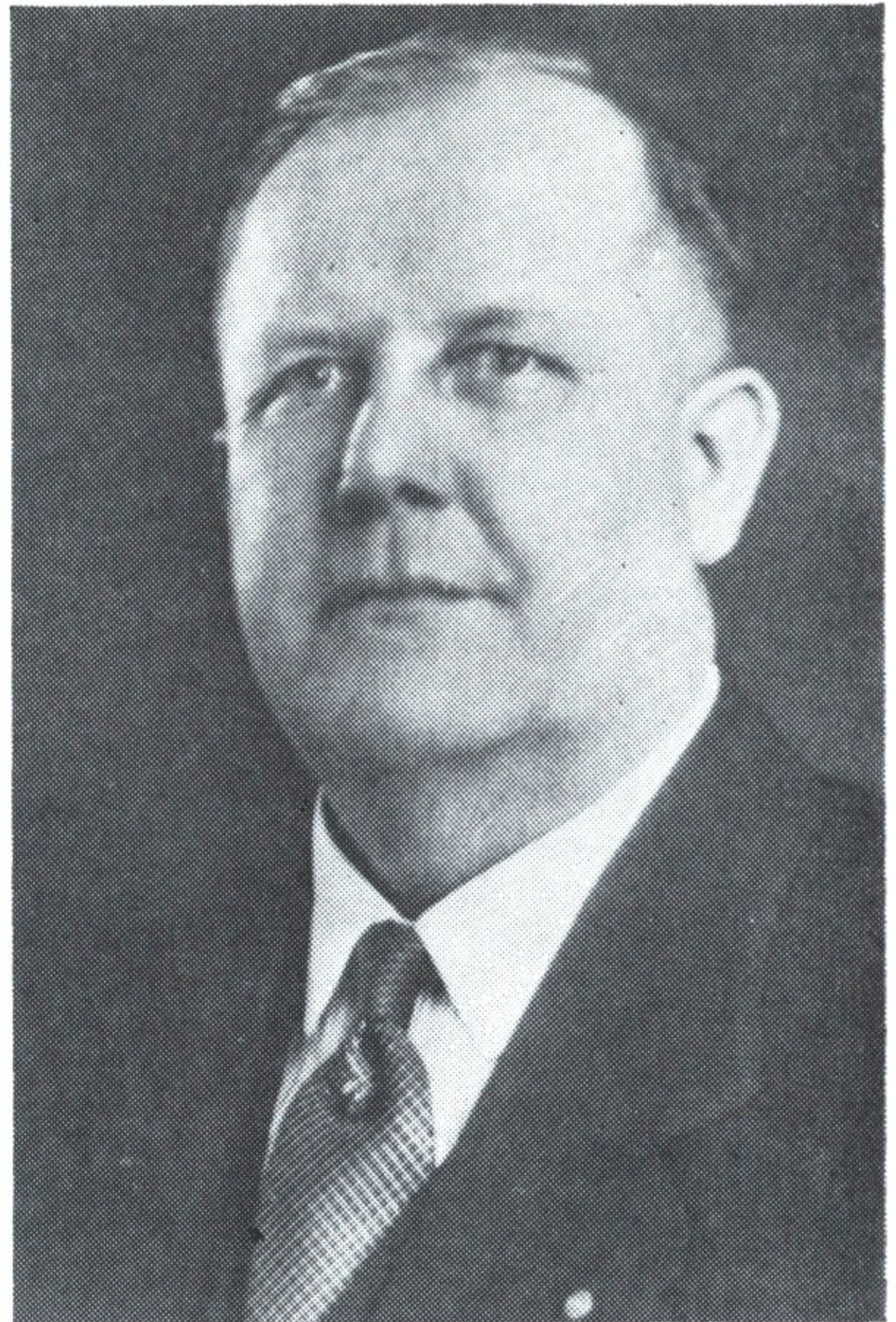
If it came natural for Reppert to be an auctioneer, it did not come natural to be a world-beater at it. **That was brought about by hard work and a liberal investment in hope deferred.** But it was always his objective point. He practiced auctioneering on his school-mates, selling their books and knives and pencils. He set the entire school in an uproar one day by putting up the schoolhouse at a mock auction — and getting a fancy bid for it.

From the time of his first experience, he never missed a sale cried by his father, and he studied and practiced public speaking every spare moment he had. Once he went five hundred miles just to listen to a single speech. He trained his mind by contact with people of every class; he knew politicians and preachers, farmers and business men. He was always getting ready for his job. So when his first real opportunity came, at the age of sixteen, he grabbed it by the forelock.

"Father had been retained to conduct an auction," said Reppert; "but at the last moment he was called away to the funeral of a relative. There were no telephones or automobiles then, and no time for my father to notify the owner of the sale. He told me to ride over very early the next morning and advise the man to engage the other county auctioneer.

"But I saw my chance. I had been kicking in the stall for a long time and I was feeling my oats. I made up my mind to cry that sale myself—I knew I could do it. Instead of riding over early, as I had been told to do, I waited until it was almost time for the sale to begin, and volunteered to conduct it myself. I knew it was too late then for the owner of the property to get the other man.

"Fortunately, everything went off smoothly. We had a very good sale at good prices and made a 'clean - up.' Father heard all about it before he reached home; but he did not say much



COL. FRED REPERT
1877-1946

to me. I suppose he figured that, as long as the auction was a success, it was best not to thrash me for my disobedience."

This stunt gave young Reppert a quick reputation as "the boy auctioneer of the Wabash." The newspapers played it up and the title stuck for a good many years.

Although his active career as an auctioneer was launched, he found pretty hard sledding for the first few years. He was still working on his father's farm and conducting a sale whenever he had a chance. They were old-fashioned auctions, at which the farmer put up implements, live stock and household goods, and sold them for whatever they would bring. Everybody came from miles around, and made the auction something of a social event. But when bidding was started, life became very real and very earnest. These country folk knew exactly how many hard-earned pennies there were in every dime, and it was no easy job to talk them into buying. It was on customers like these that Fred Reppert cut his eye teeth.

Reppert made good on what auctions he had, but they came too few and far between to suit him. He wanted to be selling all the time.

"When I was twenty, I moved to Decatur, the county seat," he told me. "I figured that in Decatur there would be a better chance for me to hear about prospective sales and to go after them early. I had no money, and I couldn't make enough to live on from what auctions I lined up, so I found a job in a hardware store. I blacked the stoves and uncrated the mowing machines, and occasionally served a customer. This job paid me five dollars a week, of which three went for board and two for advertising. **Sometimes in advertising my services as an auctioneer, I spent even more than I earned; but I had confidence in myself, and I meant to let people know that I was in the business.**"

There were several Amish families in that part of the country, and one day an Amish farmer and his wife drove up to the store. The man went inside and left his wife in the buggy, holding the reins on a team of rather skittish colts. Reppert noticed that she was having some difficulty and so he went out to their heads. The woman thanked him, and when her husband came out she said:

"Pa, this is Fred Reppert's boy."

The farmer thanked the young man for his thoughtfulness and volunteered the information that his brother-in-law was moving to California soon and was planning an auction before he went. He thought Fred could get the job of conducting the sale if he went after it.

"I did get the job of crying that sale," said Reppert, "and after that **I made it a part of my daily program to get acquainted with people and do them some little favor. I made a lot of friends in that and like ways.**

"My employers allowed me time off for my sales, so I figured out ways to make it up to them. For instance, if I was conducting a farm sale and put up a mower, I was careful to make a note of the names of all of the bidders. Only one man could get that mower; but we

had plenty of mowers for sale in the store, and it was a cinch that if people bid they wanted a mower. I'd pass on the tip to my employers, and they would be on the alert to get those men to look at the store's line. I sent them enough customers in this way to more than make up for my time off.

"Then when I booked a sale, I'd help the farmer to get up his bills, and I would arrange to have them printed for him. Naturally, the printer was glad to get the business and the farmer was glad to have the printing taken care of for him. Then I would take the printer's bill to the farmer on the day of the sale, and collect the money for him. In addition, I would write up any bits of news that I heard at the auction. So in this way I could complete an entire circle of service. Not one out of a hundred of these little things ever brought me any business directly; but **one or two of the big events in my career turned on the fact that at some previous time I had done a man a small favor.**"

Reppert remained with the hardware firm for three years, advancing to a salary of fifteen dollars a week. Then he went to sell horses on the horse market at Pittsburgh, Pennsylvania. Here he had a wonderful training in voice, knowledge of buyers and values, as well as in speed and endurance. There were times when he was on the block from ten in the morning until nine at night. After three years of this, he began selling on his own account, specializing in the sale of pure-bred hogs all through the corn belt. Later he sold horses and cattle.

"Nothing in the world is more fun than an honest auction," said Reppert. "It's like a game, with rules that both sides understand and respect. The buyer intends to pay as little as he can and the seller aims to get as much as he can. Everybody matches wits, with the auctioneer to stand between and see that both sides get a square deal. And he must keep his knowledge of human nature at his finger tips every moment of the time. Often he must decide in the twinkling of an eye just what a

man will do in any given circumstance.

"Once at Hudson, Iowa, I was selling Farcier, the world's champion Belgian stallion, for William Cronover. Farcier was a magnificent animal—even for a champion—and just before the sale I asked Mr. Cronover what he thought Farcier would bring. He said about forty thousand dollars.

" 'Nearer fifty thousand,' I prophesied. But Mr. Cronover laughed at me.

" 'I'll make you a present of every cent over forty-five thousand you can get for him,' he said.

"There was a big crowd present, but the small buyers dropped out when the fancy-money class of animals went on the block. There were only three contenders for Farcier: Mrs. Le Febuer, of Iowa, who owned a fine string of purebreds; Grant Good, of Ogden, Iowa; and a wealthy breeder from Kansas City. All three had plenty of money and all three wanted that stallion. Grant Good didn't appear in the bidding personally;

he had asked the editor of one of the farm papers to bid for him. This often happens at an auction, when the buyers do not wish to be known as bidders. Grant Good warned me to be sure and not sell Farcier without giving his man a last chance to bid.

"The sale went on briskly. Small bidders dropped out as the ten-, twenty-, and thirty-thousand dollar marks were passed and the field was left to the three I have mentioned. The excitement was intense. By jumps of three, five, and ten hundred dollars at a time, I worked the price up to forty-five thousand dollars, Mrs. Le Febuer making that bid. That was a world's record price in itself, and I didn't know but I would have to be satisfied with it. In the meantime, however, I had been studying my bidders, and on the spur of the moment I decided to take a long chance.

"The air was tingling with suspense. The point had been reached where a



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raise in the bid, if it came, would naturally be only fifty or a hundred dollars—just enough to top the last. But all of a sudden I looked straight at Grant Good's bidder and shot out, very fast:

" 'Forty-five thousand dollars I'm bid and at forty-five thousand I'm going to sell—unless you want to say forty-seven thousand five hundred, and say it quick'

"The bidder took the words right out of my mouth.

" 'Forty-seven thousand five hundred,' he shot back; and at that price Farcier was knocked down to him for Grant Good. Suggestion did it — all in a minute. You see, one great advantage of an auction is that the demand is visible. If a person sees that someone else wants a thing, he is much more likely to want it himself and perhaps pay a little more for it than he had expected to.

To be continued in next month's issue.

Leadership Shortage Faces All Industries

By Warren Cook

Most everyone knows that one of the essentials of leadership is initiative. There are a surprising number of people who know how their business should be organized and operated, but do nothing about it. There are intelligent thinkers who lack the impulse, the ambition, the initiative to put their ideas, convictions and dreams into practice.

Most all business needs more self-starters. Business needs more leaders who are convinced they are right and who are determined to see matters through. There are plenty of men in business who have thought of many new and revealing ideas — ideas that would be of benefit and new to their particular types of business. But when it comes to implementing the ideas they fail to act. Some men hesitate and question whether their conclusions are correct, while others procrastinate and wait for someone else to take the lead. Still others claim the time is not yet ripe. But the true leader rallies his organization and carries the matter through.

This is not meant to condemn all business men nor the types of business we have in this country. Those who are considered leaders as of now in the world of business are the first to say that they wish there were more people in-

terested in becoming leaders in their field. These kind are not just born. They are developed through the initiative and desire that will stir them to greater heights. Any type of endeavor can be learned through application but the de-



Those who had their TV set turned on at the right channel at the right time saw H. Skinner Hardy, Bakersfield, Calif., demonstrate his selling style that won him the World's Champion award. Hardy appeared on the CBS show, "To Tell The Truth." His championship award came from the Livestock Market Auctioneering Contest held in connection with the Livestock Marketing Congress at Mackinac Island, in June.

sire to excel seems to be disappearing in a fast business world.

One of this nation's leading bankers once said that the hardest task of his career was to get out of his overalls. Even when a person has all the essential qualification for success, it may take great courage and initiative to shoulder responsibility and step to the head of the column. The greatest losses in history have been in the lives of the millions of persons whose powers remained dormant all through their lives.

We are in need of this kind of leadership in this country in the livestock business. There are many great leaders in the business now. But there are not near enough. What an opportunity there is for the young man in this business today if he just sees fit to apply himself to a business that needs him badly. (From LIVESTOCK MARKET DIGEST)

One touch of a woman's hand can be paradise, if the touch is not for too much.



A summer inventory clearance, sponsored by the merchants in Kansas City's Truman Corners shopping center was sold by students of the Missouri Auction School. Emmett Francione, Jr., El Paso, Tex., is taking his turn in the above picture. Next to him is Dennis Hensley, Peoria, Ariz. The entire four day auction was sold by the students.

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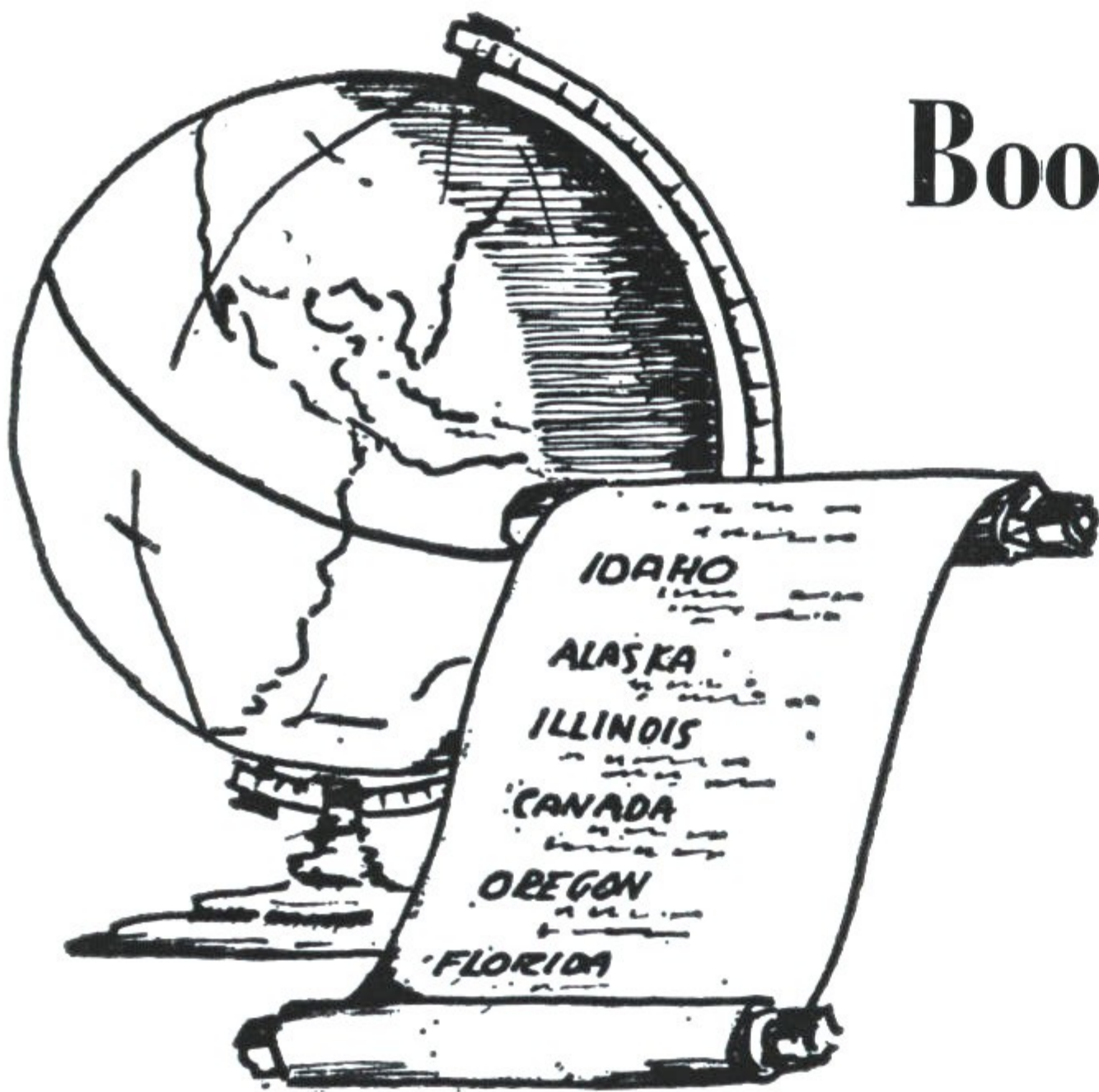
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The Ladies Auxiliary to the
National Auctioneers Association

THE MEMBERS SAY . . .



Dear Mr. Hart:

Enclosed please find my check for annual dues. We have been on vacation and upon returning I found I had not mailed my check.

This, I could not afford to do as I have been auctioneering but a few years and I could not be without "The Auctioneer." For years I wanted to be an auctioneer and not wishing to discourage anyone but in the beginning the closest I came to an auction was the magazine.

Things have changed and we are doing fine now.

Sincerely yours,
Shirley T. Greene
Fredericksburg, Va.

Dear Sir:

The September issue of "The Auctioneer" carried an interesting article on Real Estate Auctions.

I find here in Middle Tennessee that this is the best way to sell Real Estate. Most of the Attorneys are sold on the fact that Real Estate will bring more at public auction than at private treaty.

On Tuesday, September 6th, I sold a seven acre tract of land for \$90,000.00. The total proceeds from the Real Estate Sales on this same date were \$2,450.00 and were all sold at public auction.

It is a rare thing for a week to pass that we do not have one or more Real Estate Auctions. There have been times when we have sold five or more the same week.

Some time back I held an auction sale and sold 57 homes and 82 lots at public auction the sale was sold in three days, however, it took a lot of time to catalog the sale with pictures of each house.

I predict that more and more farms, homes and all types of Real Estate will be sold at public auction as time goes on. All auctioneers are missing out on a great future in the auction business unless they get into selling Real Estate at public auction.

Sincerely,
Buford Evans
Lawrenceburg, Tennessee

Dear Col. Hart:

Business is good, and I am still a faithful booster of the "Auctioneer" monthly magazine. Hope I can get to an N.A.A. convention some day. I have a large family ranging from 5 years to

8, six children, and have been supporting them with the auction and real estate business.

Yours truly,
Virgil Madsen
Junction City, Oregon

Contents Of Old Car Museum At Auction

A 1910 Locomobile Speedster, formerly driven by pre-First World War racing ace, Barney Oldfield, will be auctioned at the first sale of veteran, vintage, and classic automobiles to be held by Parke-Bernet Galleries, the New York auctioneers. The sale will take place at Arthur G. Rippey's Veteran Car Museum in Denver, Colorado, on Tuesday November 15th, 1966.

The majority of items in the sale come from the Rippey collection of "Automobiles and Automobilia" currently housed in the museum, but rare old cars from other owners will also be offered.

Cars in Arthur Rippey's collection range from a 1904 Columbia Electric built in Hartford, Connecticut, which has a speed of 15 m.p.h., to classics such as a 1942 Packard convertible coupe, Series 180, with a custom body by Darrin. This car has a speed of 100 m.p.h. The Locomobile Speedster, which has a mon-ocle windshield and many brass fittings including a search light, was raced by Barney Oldfield at Overland Park in Colorado.

Other important cars in the November sale include a 1910 Packard Series 18 touring car, an unusual 1913 Henderson Opera Coupe, and a 1922 Rolls-Royce Silver Ghost Pall Mall phaeton.

Fabled names such as Lozier, Pierce-Arrow, and White are also represented in the collection. The 1914 Lozier touring car was formerly used to carry mails from Cheyenne, Wyoming, to Scottsbluff, Nebraska. Pierce-Arrow, the "American Rolls - Royce" is represented by a 1920 seven-passenger touring car, and a 1931 sedan. White made the sturdy trucks which won great respect on the battlefields of World War I. A fully restored, twelve-passenger, 1925 White four-cylin-

der touring bus, once used in Yellowstone Park, and a fully restored, 1921, 3-4 ton express truck, also by White, will be sold.

A 1906 Ford runabout, restored after being found in a Pueblo junkyard; a 1908 Cadillac one-cylinder runabout; and a one-owner 1909 Cadillac touring car, complete with bill of sale, are also scheduled to come under the auctioneer's hammer.

Automobilia from the collection includes a pair of Lucas self-generating "King of the Road" headlamps (circa 1910); other lamps, including some from the collection of James Melton; a "Boa Constrictor" brass horn and other bulb horns; a scale model by Rex Hays of the 3.3 Bugatti; and other items including a raccoon coat, driving goggles, and a picnic kit.

All the cars and automobilia will be on exhibition in the museum at 2030 South Cherokee Street, Denver, until the sale.



What does an Auctioneer do when not Auctioneering? Col. John R. Fishdick, Auctioneer, Eagle River, Wis., has a hobby of wordcarving. As an exhibitor of his handicraft his most recent awards were First and Second Premium at the 1966 Vilas County Fair, Eagle River, Wisconsin.

Are You Ready?

BY BERNARD HART

In his acceptance address during the 1966 National Convention in Philadelphia, President Brad Wooley made some statements that should have caught the attention of every one present. A copy was published in the September issue of THE AUCTIONEER and again, the attention of every reader should have been attracted.

We are referring in particular to his statement that a Building Program Committee was being appointed for the purpose of selecting a site and erecting a permanent home for the National Auctioneers Association.

This is certainly a bold step as well as a long one. It is one that should concern every member. Since we have heard no comment, pro or con, in the home office it becomes a matter of concern. It makes one wonder "Are we ready?"

Are we ready to establish a landmark that auctioneers can point to with pride and say, "I helped build that. It represents the auction method of selling and those engaged in the profession of auctioneering." If you are ready, isn't it time you are letting the officers of the NAA know that you approve and that you are ready and willing to lend your support to the venture?

We know that some of you are not satisfied with the present status of the National Auctioneers Association. Your actions at the past few national conventions have indicated this attitude. What has been said at a very few state meetings is a further indication.

We are asking that you do your talking now. After a project has been launched it is easy to criticize either its success or failure. This doesn't require a great amount of intelligence or ability. The world is full of people who can do this. However, there is a shortage of those who will lend their advice and comments at the time when it will do the most good — at a time when it

will strengthen rather than weaken the organization.

Successful completion of President Wooley's plan will require membership support in many ways. It will require a new dues structure. This could be something that should have been done before. No other comparative organization has membership fees as low as this one. Perhaps if we had more invested in membership fee we would have more interest in the organization.

All members need to give this project careful thought in order that they can make suggestions that will be beneficial to the organization. Are you ready?

'This Is A Farmer'

This is not the first time this column has appeared in print—and it's pretty sure not to be the last. The original author is unknown but whoever he (or she) is, he knows a thing or two about farmers.

* * *

Farmers are found in fields plowing up, seeding down, returning from, planting to, fertilizing with, spraying for and harvesting if. Wives help them, little boys follow them, the Agriculture Department confuses them, city relatives visit them, salesmen detain them, meals wait for them, weather can delay them, but it takes Heaven to stop them.

When your car stalls along the way, a farmer is a considerate, courteous, inexpensive road service. When a farmer's wife suggests he buy a new suit, he can quote from memory every expense involved in operating the farm last year, plus the added expense he is certain will crop up this year. Or else he assumes the role of the indignant shopper, impressing upon everyone within earshot the pounds of pork he must produce in order to pay for a suit at today's prices.

A farmer is a paradox—he is an “overalled” executive with his home his office; a scientist using fertilizer attachments; a purchasing agent in an old straw hat; a personnel director with grease under his finger nails; a dietitian, with a passion for alfalfa, animals and antibiotics; a production expert faced with a surplus; and manager battling a price-cost squeeze. He manages more capital than most of the businessmen in town.

He likes sunshine, good food, state fairs, dinner at NOON, auctions, his neighbors, Saturday nights in town, his shirt collar unbuttoned, and above all a good soaking rain in August.

He is not much for droughts, ditches, throughways, experts, weeds, the eight-hour day, helping with the housework, or grasshoppers.

Nobody else is so far from the telephone or so close to God. Nobody else gets so much satisfaction out of modern plumbing, favorable weather and good ice cream.

Nobody else can remove all those things from his pockets and on wash-day and still have overlooked: five “steeples,” one cotter key, a rusty spike, three grains of corn, the stub end of a lead pencil, a square tape, a \$4.98 pocket watch, and a cupfull of chaff in each trouser cuff.

A farmer is both Faith and Fatalist—he must have faith to continually meet the challenges of his capacities amid an ever-present possibility that an act of God (a late spring, an early frost, tornado, flood, drought) can bring his business to a standstill. You can REDUCE HIS ACREAGE but you can't RESTRAIN HIS AMBITION.

Might as well put up with him—he is your friend, your competitor, your customer, your source of food and fiber, and self-reliant young citizens to help replenish your cities.

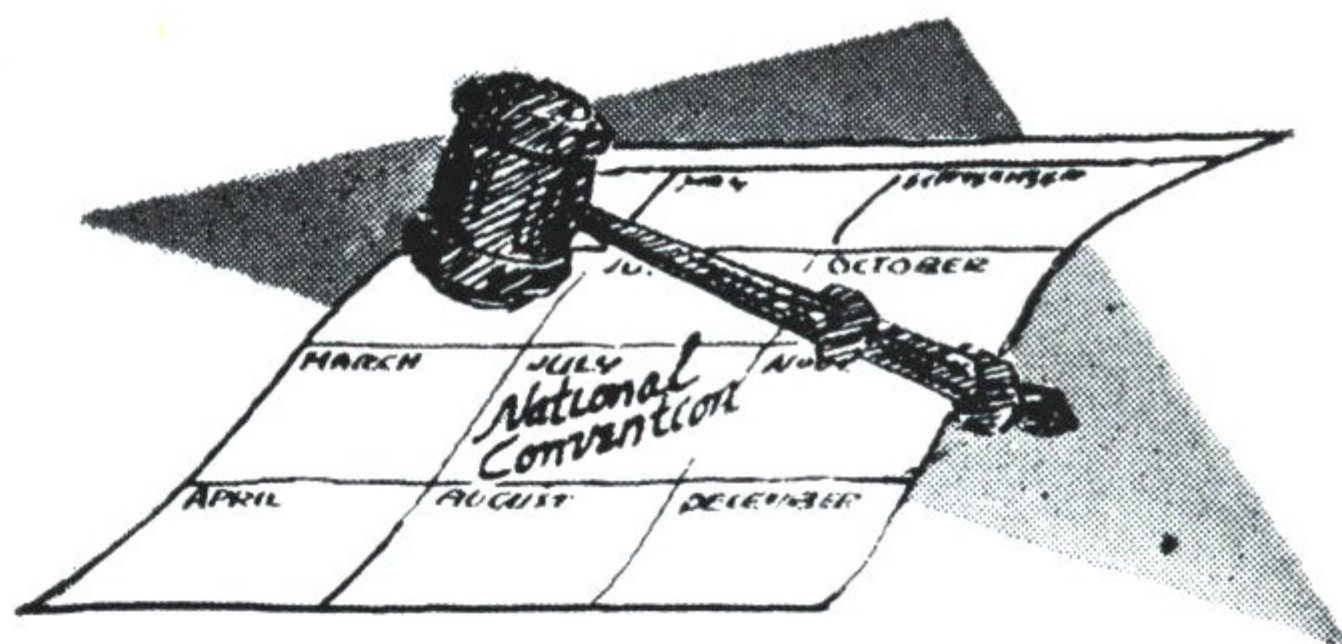
He is your countryman—a denim-dressed, business-wise, fast-growing statesman of stature.

And when he comes in at noon having spent the energy of his hopes and dreams, he can be recharged anew with the magic words: “The Market's Up.”

Compliments of

Col. Orlin Cordes, Red Wing, Minn.

Convention Dates



October 2 — Missouri State Auctioneers Association, Missouri Hotel, Jefferson City.

October 22-23 — Illinois State Auctioneers Association, Springfield.

October 29-30 — Iowa State Auctioneers Association, Holiday Inn, Des Moines.

November 13-14 — Indiana Auctioneers Association, Severin Hotel, Indianapolis.

December 4 — Federation of Indiana Auctioneers, Sheraton-Lincoln Hotel, Indianapolis.

December 10 — Florida Auctioneers Association (Organizational Meeting) Cherry Plaza Hotel, Orlando.

January 21 — Mississippi Auctioneers Association, Hotel Heidelberg, Jackson.

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

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

WHAT DID HE LEAVE?

By Edgar A. Guest

“What did he leave?” When good men die

That's asked by many a stander-by.

“What did he leave?” I wonder then

Can figures show the worth of men?

Strange question of the dead, but old.

Oft asked before the flesh is cold.

“What did he leave?” They seek to know

Just what the balance sheet will show.

I answered once: “The ones bereft

Are rich indeed with what he left.”

Still not in cash his worth appears,

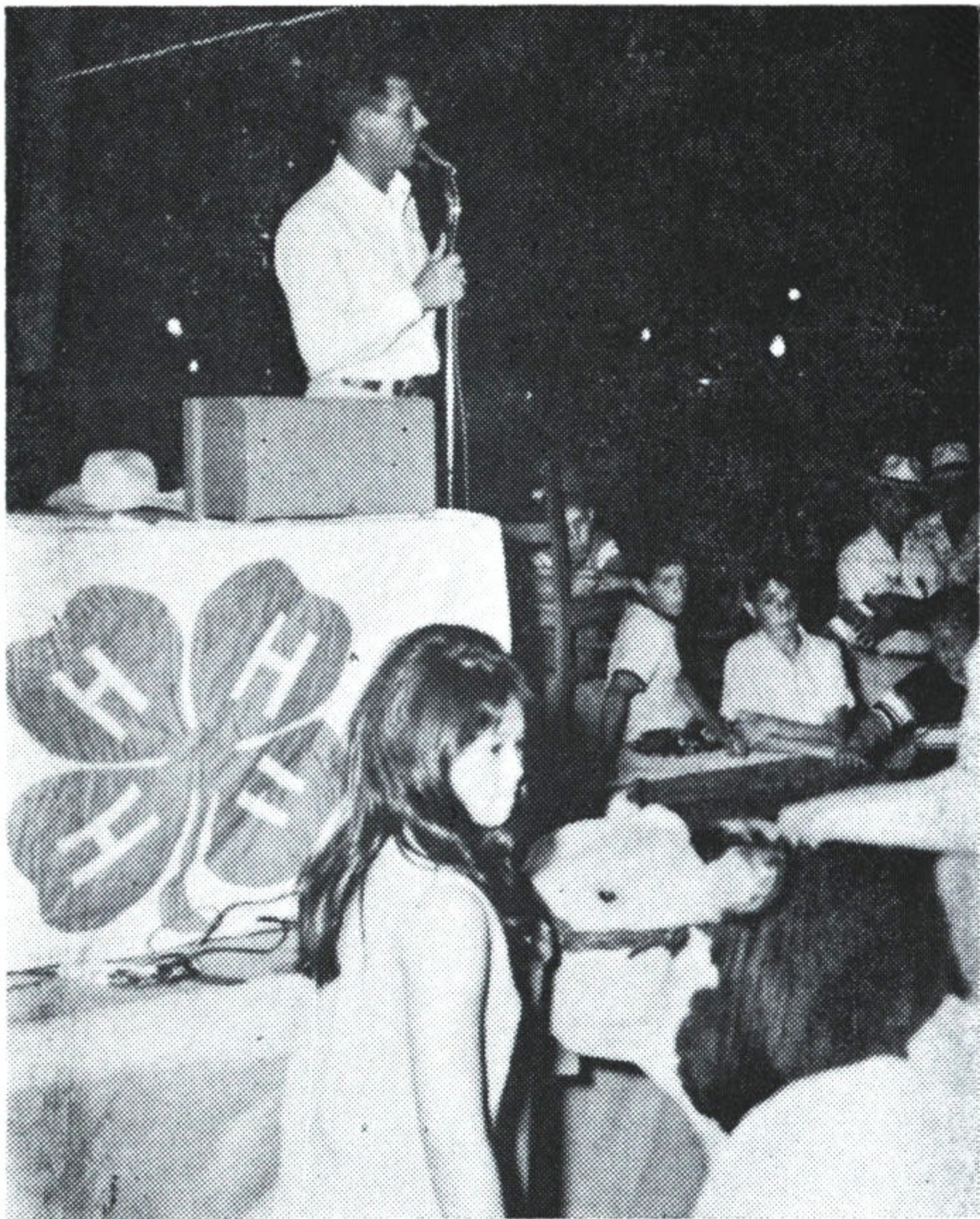
But memories of happy years.

He left a name without a stain,

And love that will through life remain.

He left them memories, tender, sweet,

And they are life's best balance sheet.



Bob Schnell, Lemmon, S. D., sells the 4-H auction in Hawaii. Schnell was the 1966 Reserve Champion Livestock Market auctioneer. In the ring is Barbara Young and her Grand Champion steer. Auction was held on June 18.

Livestock Marketers Hold Joint Meeting

Kansas Cty, Mo. . . Two major forces of the livestock markets industry in America met jointly last week for the first time in history in an exploratory effort described as "a giant step forward" in establishing uniform expression of mutual objectives concerning activities of competitive livestock marketing in this country.

Three immediate goals were set by representatives of the American Stock Yards Association and Certified Livestock Markets Association which together represent the nation's competitive livestock markets. These were:

- (1) Uniform expression of purposes and objectives.
- (2) Recognizing and aggressively explaining the services and value to the industry.
- (3) Business Research.

Implementation of these goals will be sought through all avenues available to

the marketmen.

Joint chairman of the meeting, officially gathered as the "Advisory Board of Competitive Livestock Markets," were Don K. Spalding, St. Joseph Stock Yards St. Joseph, Mo., and Kenneth E. Woods, Henderson Sale Company, Henderson, Tenn. Another meeting is planned on December 9.

The historic meeting also sought to help "bridge the gap" described as existing between the farmer and rancher producers of livestock and the ultimate consumer of beef, lamb and pork meat products, particularly home-makers.

Streeter Americana Sales Begin Oct. 25

NEW YORK CITY—The three sessions of the sale of Parke-Bernet Galleries on October 25 and 26 of the celebrated Americana collection of the late Thomas Winthrop Streeter will inaugurate a series of seven auctions, to be held over three years, which will be required to disperse this vast and important collection.

A number of the volumes to be sold are unique and many others are of great rarity. Of the five thousand books, pamphlets and maps which make up the Streeter Collection, one of the most valuable to be sold this October is a narrative of Magellan's first voyage around the world. Written by Pigafetta, a member of Magellan's party, it was published in Paris in 1525 under the title "Le Voyage et Navigation." Another notable item to be sold this October is a letter by Christopher Columbus written to a friend which contains the explorer's account of his 1492 voyage to the Western Hemisphere. The letter was printed in Rome in 1493 and is in the form of an eight-page pamphlet.

Also to be sold this October are rare maps of America by Mercator, Ortelius and Ptolemy and early books including Peter Martyr (1516) on the discovery and conquest of America by the Spanish, Jacques Cartier (1580) on early Canada, Hernando Cortes' letters (1524) from Mexico, and Sir Francis Drake's account (1600) of his voyage around the world.

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THE LIGHTER SIDE . . .

AS USUAL

"Now, before granting you a divorce, Madam," the judge droned, "is it true that your relations have been unpleasant—or even cruel, as you say?"

"Oh, no, Judge. My relations has always been as sweet as honey. It's my husband's relations which has always kicked up a ruckus."

GETTING THINGS STRAIGHT

A fellow who owned a ranch in the cattle country was thrown from his horse and hurried to the hospital. A few days later one friend of his asked another: "Did old Hank finally get all right?"

"No, he ain't all right, but he's back like he used to be."

TRAVELERS

Two Scotsmen were traveling a hot, dusty road. They became very tired. "Hae ye got any food wi' ye, Dougal?" asked one.

"A've got a bottle o' whusky," was the reply. "What hae ye, Angus?"

"Dried tongue," replied Angus.

"Guid!" exclaimed Dougal. "We'll halves wi' our provisions."

The whisky was duly divided and drunk. Dougal, wiped his lips. "Noo for yer dried tongue, Angus."

"Mon," replied Angus, "it's no dry now!"

SMILE, YOU'RE ON

Wife: (To husband, shaving): "I'd like to try out my new camera, dear, may I?"

Hubbie: "Sure, go ahead and shoot."

Wife: "It's color film — would you mind cutting yourself?"

ONE DISADVANTAGE

A husband was telling his wife about the many advantages of a new car he hoped to buy. She was ecstatic until he exclaimed, "And just think — it gets 35 miles to the gallon."

"Oh, dear," the wife said. "That means we'll get fewer trading stamps at the gas station."

BRAIN, NOT BRAWN

On the front porch of his mountain-side home, Paw was in his rocking chair, rocking East and West. Beside him was sonny boy, an innocent of forty, rocking North and South. Presently Paw said, "Boy, why wear yourself out like that? Save your strength, rock with the grain."

FIND IT FAST

A Sunday school teacher was telling her small charges about the sermon on the mount.

To start things off, she asked the class, "Where do you find the beatitudes?"

Silence.

Finally, one little fellow in the class hopefully piped up, "Have you checked the Yellow Pages?"

AT LEAST, TRY

An old banker had just been convicted and sentenced by the court to 15 years in prison.

"But your Honor," he groaned weakly, "I'm feeble and sick and I simply can't do 15 years."

"Well," the judge suggested, "do what you can."

AGED ENROUTE

Two distillers of moonshine were discussing their operation.

"When I take my stuff into town," one of them explained, "I always drive mighty slow . . . 'bout 20 miles an hour."

"Skeered of the law?" the other jeered.

"Nope," retorted the first. "Ye gotta age the stuff, hain't ye?"

GOOD REASON

"Who are those people who are cheering?" asked the recruit as the soldiers marched to the train.

"Those," replied the veteran, "are the people who are not going."

IN UNITY THERE IS STRENGTH

VISIT

A small boy, visiting New York City for the first time, went in an elevator to the top of the Empire State Building. As he shot past the 62nd floor at breath-taking speed, he gulped, turned to his father and asked, "Daddy, does God know we're coming?"

WINNER

A golfing clergyman had been beaten badly by a parishioner, 30 years his senior. He returned to the clubhouse rather disgruntled.

"Cheer up," his opponent said. "Remember, you win at the finish. You'll probably be burying me someday."

"Yes, but even then," said the preacher, "it will be your hole."

LOOK

A frustrated motorist had tried to pass a huge truck for many miles. Every time he tried to go around, the truck driver increased his speed or swerved toward the middle of the road. Finally, at a stop sign, the motorist pulled alongside the truck.

"Well?" growled the truck driver.

"Nothing important," was the reply. "I know what you are — I wanted to see what one looks like."

TAKING NO CHANCES

A small boy, leading a donkey, passed by an army camp. A couple of soldiers wanted to have some fun with the lad.

"Why are you holding your brother so tight, sonny?" asked one of them.

"So he won't join the army," the youngster replied without blinking an eye.

FALSE FACES

At home, some folks will growl all day,

Like mongrels in their mangers;
An then in just the nicest way,
They'll go and talk to strangers!

ANOTHER ONE OF THOSE

Have you heard of the fabulously rich Oklahoma Indian chief whose two sons were finally accepted into the swanky local yacht club? The chief was delighted: said he'd always wanted to see his red sons in the sail set.

DEFINITELY

Teacher: "Johnny, name two documents that have contributed heavily to our government."

Johnny: "Form 1040 and 1040A."

SOME PUNCTUATION

Teacher: "How would you punctuate this sentence: 'I saw a \$5 bill on the street.' "

Student: "I would make a dash after it."

"Here's a book that'll do half your work for you."

"Swell. Give me two of them."

WELCOME RELIEF

A newspaper editor in a small town rushed down to the station every day to see the Santa Fe Chief go by. There was no chore he wouldn't interrupt to carry out this ritual. His fellow townsmen deemed his eccentricity juvenile and frivolous and asked him to give it up.

"No, gentlemen," he said firmly, "I keep track of all the news in this town; sell all your merchandise through my ads; record your births, deaths and weddings; run your charities; chairman every drive it pleases you to conduct. I won't give up seeing that Santa Fe train every day. I love it! It's the only thing that passes through this town that I don't have to push!"

COULD HAVE BEEN WORSE?

The newlywed arrived home to find his wife crying her eyes out.

"What's the trouble?" he asked.

"Oh, darling," she sobbed. "I'm so disappointed. I baked you a wonderful pie today but the dog ate it."

"That's nothing to cry about," the husband said. "He was an old dog any way!"

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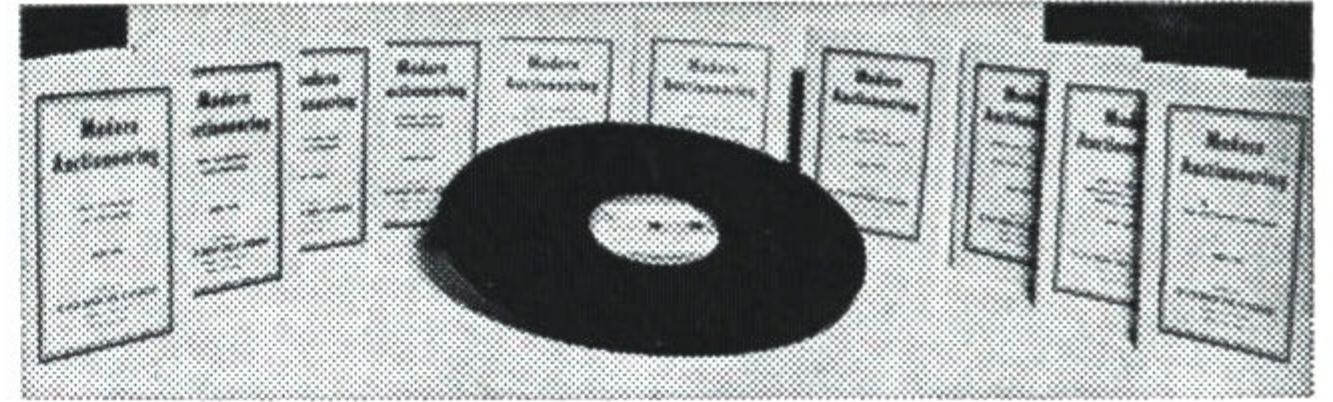
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