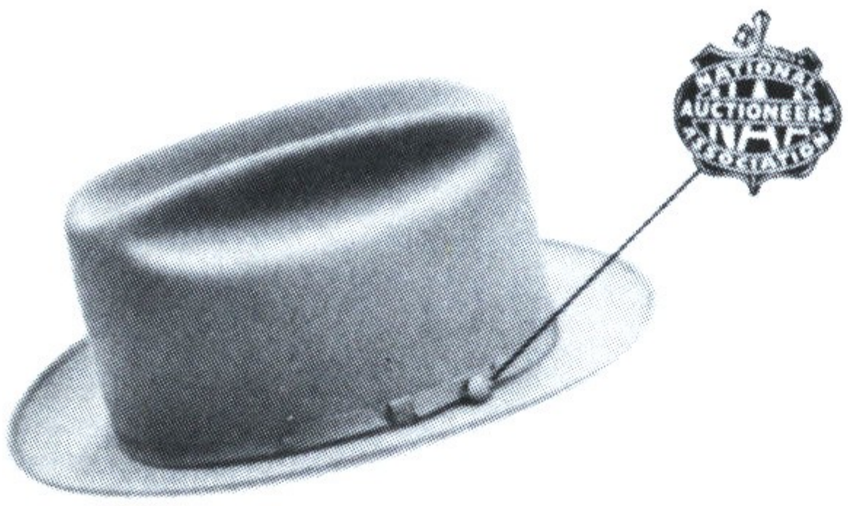
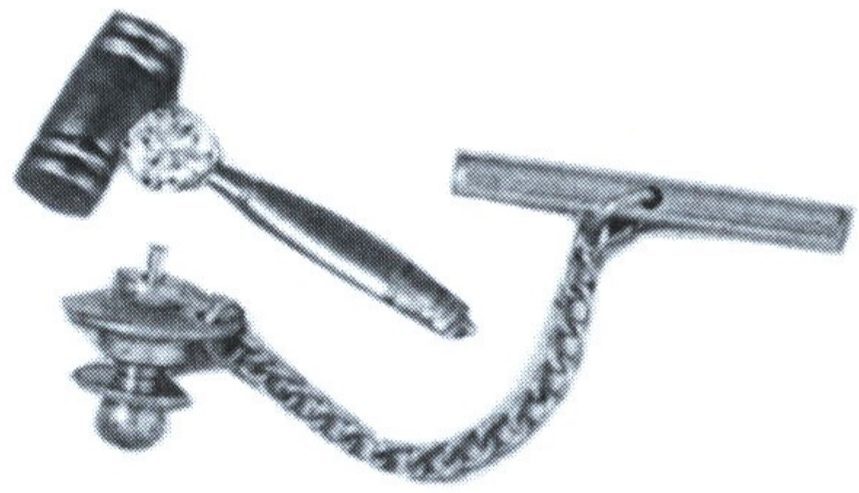
VOL. XXII NO. 7 JULY, 1971

THE auctioneer

Souvenir Issue







"AUCTIONEER HAT" **"AUCTIONEER'S GAVEL" TIE RACK**

Fellows!

My wife had me a tie tack made like the one pictured above. I have been wearing it for some 3 years now and I have never had anything that attracts as much attention or gets so many favorable comments. I know most of you have seen mine or the ones several of our NAA members wear. I have arranged with one of the leading wholesale jewelers to make these tie tacks.

The gavel itself is 14 K "Solid" Gold
with .15 High quality sparkling diamond $119.95
with .25 High quality sparkling diamond 159.95
(Prices on larger stones quoted upon request)

We will be looking forward to seeing all of you in Lincoln this month. Come and wear your "Auctioneer Hat". If you do not have yours order it now.

Felt (Silver Belly Color) $12.95
Straw (Light Tan, Cream-Color) 11.95
Plus 4% Sales Tax

Be sure to include the size, brim width and the name of the wearer as we put the name in the sweat band.

COLONEL W. CRAIG LAWING

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THE auctioneer

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

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Pull Up A Chair And Listen

By Henry Brooks

I wish to talk to you about coming to the N.A.A. Convention. I know that over the years you have read many fine articles that gave so many good-reasons for attending. Let me assure you, they were all true.

My intention with this article is to present a few vignettes of a N.A.A. Convention as I lived it.

We arrived at the Hotel, Wednesday afternoon, and we found the lobby sprinkled with men and women wearing badges. These people constituted the Hospitality Committee of the Host State. They serve one purpose; that is to help you in any manner possible and assure you a pleasant start on what will be a glorious time for you and your family.

Let me give you an example. When I went to the desk to register, the clerk informed me that through an error, on my part, I was due the previous day and that "there was no room at the Inn." I also found out from a tearful Gertrude that while I was in the hotel, my bag was on a plane going west.

I felt lower than a cows udder before milking. A member of the Hospitality Committee noting that my chin was down to my belly button came over. After hearing my tale of woe, he put me in a comfortable chair with a newspaper and told me to relax. A motion of the hand by him and four other men joined him. I sat and watched those men operate. Their methods and team work would make the C.I.A. operators look like kindergarten dropouts. Three of them went into the hotel manager's office, and the other two got on telephones. I don't know how it was done, or what pressures were applied, but within fifteen minutes Gertrude and I were in a beautiful room and also received assurance that my wayward bag would be returned that evening. This ended the first day.

The next morning the first order of business was breakfast. Coming into the Dining Room, I found it to have "Wall to Wall Auctioneers." Looking around I found fat ones, skinny ones, light ones, dark ones, and every other kind that make up the human being. Among them were Auctioneers who sell Real Estate, Personal Property, Agricultural products, Commercial Plants, Automobiles, and everything that man eats, drinks, or uses. The room was noisy and filled with laughter. The atmosphere was one of relaxation and everyone was eating as if it were on the house, the motto seemed to be, "Have Fun."

Finishing breakfast I went into the Hospitality Room. Here I found display stands and tables filled with sale bills and advertising samples brought in by the members. There were ads for every conceivable type of sale created and written by men who are tops in the profession. It was educational and inspiring. I thought of how much help this could be to the young auctioneers or those who had a specific type of sale coming up.

The time had come for the first lecture. I never went into what I called "Horse and Cow Sale Talk." They told me that I would get "stuff on my shoes." However, this morning I felt brave and so I went in. The room was full and a speaker was already presenting the subject. Looking around I saw many men taking notes and listening to every word. I have always been a city boy and don't know a "Heifer from a Zephyr," but I sat through the entire session fascinated. It never entered my mind that there was so much to know about the parents of a steak. I now eat beef with more respect.

Following a lunch and a rehash of the morning session, a brag and lie period in the lobby, and another visit to the Hospitality Room to chat with the lovely ladies of the Auxiliary, it was back to the program.

This talk was on Commercial Liquidations. I have always thought I knew something about that phase of Auctioneering, but by the time the man on the podium finished, my education was complete. I remember specifically his description of a sale of a meat market. His contract called for a complete removal whether the items were sold or not. Everything was finally sold except the walk-in cooler. Knowing that it had to be removed, he asked for a bid only to be met by a complete silence. In a fit

of desperation, he asked for a bid of ten dollars. One man nodded his head and the auctioneer knowing it would cost fifty dollars to have it removed banged his gavel and finished the sale. I say to you, come listen and you will learn.

There are so many more things to learn at a Convention, but space is so short. Like the time I walked in on a film being shown on "Quarter Horses." I always thought they were referring to dismembered quadrupeds when the subject was mentioned. It was an eye opening experience to learn what man can teach animals to do. I immediately increased my respect for that room full of auctioneers. Each of them, experts, and eager and anxious to share their knowledge with you.

All the above is such a small part of the Convention Program. I made no mention of the group lunch, the entertainment every evening, the fun auction, the dinner followed by a top-notch speaker which is the final event.

I assure you that you will feel as Gertrude and I did. After it was over we went back to our room, kicked off our shoes and re-created the many happy hours. It was difficult to stop the joyful tears that welled up in our eyes. Thank Goodness another convention comes around next year. You, too, will feel the same way.

Auctioneering's Highest Award

In 1960, after thorough study and discussion, the Board of Directors of the National Auctioneers Association approved a plan to honor two of its members each year. Honorees were to be selected on the basis of the contribution they had made to the profession of auctioneering and to the national professional organization representing the profession, this being the National Auctioneers Association.

These men were to be selected by the Board of Directors one year in advance of the time the awards would be made. Since inauguration of the plan, 20 members have received plaques (two each year) in recognition of the fact that the auction profession and the NAA have been improved through their active participation.

One of the first recipients so ably stated, "I consider it the highest honor I have ever received since it was conferred upon me by fellow members of my profession."

Those who initiated the project meant for it to be "Auctioneering's Highest Award." The Board of Directors has had this uppermost in their minds each time the selections have been made.

Following are the honorees to date. The asterisk indicates the recipient is no longer living.

1961

*Herman W. Sigrist, La Grange, Indiana
*Arthur W. Thompson, Lincoln, Nebraska

1962

*Ernest T. Sherlock, St. Francis, Kansas
*Jack Gordon, Chicago, Illinois

1963

*Dan J. Fuller, Albion, Nebraska
*Guy L. Pettit, Bloomfield, Iowa

1964

Henry Rasmussen, St. Paul, Nebraska
Bernard C. Hart, Frankfort, Indiana

1965

*Tom D. Berry, West Newton, Pennsylvania
Harris Wilcox, Bergen, New York

1966

Charles Corkle, Norfolk, Nebraska
Leon E. Joy, Ames, Iowa

1967

Frank E. Fitzgerald, Bismarck, North Dakota
Louis L. Stambler, Honolulu, Hawaii

1968

Walter S. Britten, Bryan, Texas
*Herbert W. Van Pelt, Readington, New Jersey

1969

John A. Overton, Albuquerque, New Mexico
Fred S. Ramsay, Madison, Tennessee

1970

John L. Cummins, Cynthiana, Kentucky
Ernest C. Freund, Fond du Lac, Wisconsin

1971

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Unless we all work together for the common good there won't be any.

Convention Registrations

1961 Through 1970

As convention time approaches each year the question that arises in the minds of many is the number of registrants and how it compares with past years. With this in mind we have prepared a tabulation of registration by states for the past ten years along with the name of the city in which the meeting was held.

STATES	1961 (Houston)	1962 (Lincoln)	1963 (Cincinnati)	1964 (Des Moines)	1965 (Spokane)	1966 (Philadelphia)	1967 (Chicago)	1968 (Okla. City)	1969 (Roanoke)	1970 (Milwaukee)
Alabama	1	0	0	1	0	0	0	0	5	0
Arizona	0	0	2	0	0	0	0	2	0	0
Arkansas	9	2	2	10	3	3	18	25	7	11
California	1	1	0	0	6	0	4	10	3	3
Colorado	10	13	2	11	8	3	7	11	10	10
Connecticut	0	0	0	0	0	5	0	1	1	0
Delaware	1	1	1	1	1	2	1	1	1	2
Florida	0	0	7	0	0	2	4	4	9	9
Georgia	0	0	2	0	2	0	1	0	3	0
Hawaii	3	3	3	3	3	3	2	3	2	6
Idaho	2	3	2	6	22	0	1	2	2	4
Illinois	39	36	37	36	12	23	91	43	23	44
Indiana	19	26	51	31	41	17	46	24	25	32
Iowa	17	32	24	111	22	19	42	29	22	40
Kansas	23	34	4	18	15	5	9	37	18	14
Kentucky	22	9	33	10	6	8	11	22	23	29
Louisiana	7	2	0	2	0	0	0	9	5	0
Maryland	4	2	6	2	0	10	3	5	13	2
Massachusetts	3	3	7	4	1	19	4	1	7	4
Michigan	9	20	30	22	6	15	17	1	21	14
Minnesota	1	2	6	11	0	0	0	0	4	8
Mississippi	0	0	0	0	0	2	0	2	5	3
Missouri	21	37	11	30	8	10	20	26	11	14
Montana	2	2	2	0	33	2	2	4	2	7
Nebraska	26	109	16	46	19	7	29	38	29	45
Nevada	0	0	1	0	0	0	0	0	0	0
New Hampshire	0	0	0	0	0	0	0	0	1	0
New Jersey	4	5	8	6	4	19	7	4	10	0
New Mexico	2	2	2	2	2	2	2	9	2	2
New York	10	12	18	17	7	26	18	9	27	26
North Carolina	4	2	10	5	4	14	17	12	36	8
North Dakota	0	14	3	12	19	2	8	22	14	15
Ohio	26	35	123	38	17	43	44	18	62	50
Oklahoma	1	8	4	8	10	4	3	77	9	10
Oregon	1	2	0	1	12	0	1	0	0	1
Pennsylvania	18	24	64	25	20	122	36	23	37	26
Rhode Island	0	0	0	0	0	0	0	0	0	0
South Carolina	4	1	10	4	1	6	6	3	6	5
South Dakota	0	9	10	16	6	3	6	7	15	7
Tennessee	36	22	25	23	4	12	9	9	42	34
Texas	37	11	6	11	14	5	7	29	11	4
Utah	0	0	0	0	0	0	0	0	0	0
Vermont	0	0	0	0	0	0	0	0	2	2

Virginia	2	1	13	3	1	13	11	10	82	16
Washington	4	1	1	5	47	4	8	7	8	14
West Virginia	1	0	4	0	0	5	3	4	11	6
Wisconsin	29	24	24	38	20	23	49	41	58	141
Wyoming	7	6	0	0	2	0	0	2	0	0
Canada	5	5	0	1	8	2	1	1	5	4
Totals	411	528	574	570	405	460	548	587	689	672

N.A.A. Officers Through The Years

This being a "Souvenir Issue" of THE AUCTIONEER we thought it would be a good place to record those men who had served in important offices of the National Auctioneers Association.

In August, 1949, a special meeting was held in Pittsburgh, Pa. Those who attended this meeting were "key" members of the National Society of Auctioneers, most of them being officers and directors of that organization. The National Society of Auctioneers had been formed some four or five years previously by J. A. McClintock, St. Louis, Mo. The Pittsburgh meeting was called and the new organization (National Auctioneers Association) was formed due to disagreements between Mr. McClintock and the other officers.

Foster G. Sheets was elected president at the Pittsburgh meeting and served in that office almost two years, until the 1951 National Convention. Following is a complete list of presidents to date, and the years they served. The asterisk indicates they have since passed away .

1949-51— Foster G. Sheets
Roanoke, Virginia
1951-52—*Paul F. Bockelman
Sioux City, Iowa
1952-53— Clyde M. Wilson
Marion, Ohio
1953-54— Walter Holford
Edwardsville, Illinois
1954-55—*Herman W. Sigrist
Fort Wayne, Indiana
1955-56— C. B. Drake
Decatur, Illinois
1956-57—*E. T. Sherlock
St. Francis, Kansas
1957-58— Harris Wilcox
Bergen, New York
1958-59—*C. B. Smith
Williamston, Michigan
1959-60— Ernest C. Freund
Fond du Lac, Wisconsin
1960-61— Carman Y. Potter
Jacksonville, Illinois
1961-62— Charles Corkle
Norfolk, Nebraska
1962-63— J. Meredith Darbyshire
Wilmington, Ohio
1963-64— Walter S. Britten
College Station, Texas
1964-65— John A. Overton
Albuquerque, New Mexico
1965-66— John L. Cummins
Cynthiana, Kentucky
1966-67— Brad L. Wooley
Little Rock, Arkansas
1967-68— Ralph W. Horst
Marion, Pennsylvania
1968-69— Robert E. Penfield
Bowman, North Dakota
1969-70— Jim Messersmith
Jerome, Idaho
1970-71— Dean W. Fleming
Atkinson, Nebraska

Beginning with Mr. Bockelman's term, each President has served from July to July, the change of leadership taking place each year at the National Convention.

Garland Sheets, Roanoke, Va., was the first Secretary of the National Auctioneers Association. He served from August, 1949, until the 1951 National Convention, in Decatur, Ill. Succeeding secretaries follow:

1951-52— Russell M. Davis
St. Peter, Minnesota
1952-53— J. Meredith Darbyshire
Wilmington, Ohio
1953-54— B. G. Coats
Long Branch, New Jersey
1954-1967—Bernard Hart
Frankfort, Indiana
1967- — Bernard Hart
Lincoln, Nebraska

Only two men have served as Treasurer of the National Auctioneers Association. Walter Holford, Edwardsville, Ill.,

served the first two years, (1949-1951). Henry Rasmussen, St. Paul, Nebraska, was elected to the position at the meeting in Decatur, Ill., (1951) and is still serving, 20 years later.

Bud Cutter, of Oklahoma, was the first President of the National Society of Auctioneers. He was succeeded in office by the late Jack Gordon, Chicago, Ill. William F. McCracken, St. Louis, Mo., (now living in Sun City, Arizona) was the next president and he was succeeded by B. G. Coats, Long Branch, New Jersey.

In the N. S. of A., presidents were elected at the annual meeting, in July, but did not take office until the following January 1. J. Albert Ferguson, Grand Forks, North Dakota, was elected to succeed B. G. Coats at the 1949 National Convention, in Sioux City, Iowa. However, Mr. Ferguson passed away a few weeks later so never actually served in the office of president.

Corkle Now An Admiral

It was "Charlie Corkle Day" at Hervale Farms, Wayne, Nebr., April 17. This was the day of the 30th Anniversary Sale at Hervale and Col. Corkle was honored in recognition of his having presided at every one of the many auctions held by this Polled Hereford breeding establishment.

An Admiralship in The Great Nebraska Navy was conferred upon Col. Corkle by Bernard Hart, who represented Governor J. James Exon at the event.

Others who had participated in Hervale Farms' auctions over the years were special guests of the day and several made brief remarks at the sale's opening at which time Col. Corkle was publicly honored. Leland Herman, owner of Hervale Farms, presented Col. Corkle with a plaque and described him as a Champion among Men.

Wisconsin Holds 21st Annual Convention

Auctioneers and their wives and families from all over the state of Wisconsin were found traveling towards Wausau, for the 21st Annual State Convention, which was held June 8 and 9th, at the beautiful Midway Motor Lodge, located at the foot of Rib Mountain State Park.

After registration Tuesday afternoon, a large crowd enjoyed a steak dinner, followed by the ever popular fun auction. Wisconsin cheese became valuable, Earl Culp of Madison, brought a suitcase with "articles every auctioneer needs", glassware, a western hat, and "many articles too numerous to mention" were sold by auctioneers attending.

Early Wednesday morning brought more auctioneers to register with fifteen new men, who found this convention to be their first one. Mayor John Kannenburg of Wausau welcomed the group to the city. James Brennan of the Department of Revenue, Wausau, discussed the sales tax and the way it has affected the auctioneers in Wisconsin. A question-answer period was held following.

For some time now, the Wisconsin Auctioneers Association has been interested in the benefits derived from a license law. Col. Russell Kruse of Auburn, Indiana, addressed one of the largest groups ever to attend the auctioneers convention and described the Indiana License Law and what it has done to improve the profession in his state.

Col. Ernie Kueffner of Hartford, Wisconsin, discussed the "Benefits of Good Advertising" and showed various ways of promoting a sale. He was also winner of the contest to find the oldest original sale bill. His was dated 1879 with the upper half quoted in English and the lower half in German.

The Employers Insurance Company of Wausau has a right to boast of its beautiful building and its surroundings. Mr. T. A. Duckworth, who is Senior Vice President and Secretary of the firm gave the noon luncheon address, telling the audience many interesting facts about the auction method of selling and the reactions of the public at an auction.

After the business meeting in the afternoon the convention was adjourned. Ernie Kueffner, Jr., presented pins to eighteen new members as a gift from the Wisconsin Auctioneers Association.

Editor's Note: Mr. T. A. Duckworth's speech is printed in its entirety in this issue.

Real Estate At Auction

By Lyle Erickson

I have had the pleasure this past year of serving as President of the Iowa Association of Realtors. I personally visited every Board of Realtors within our State, several of them two or three times. I have enjoyed the year very much for several reasons — I have renewed friendships with many old acquaintances and I hope I have made many new friends. I have enjoyed telling our members about the services of our State and National association and of all the Institutes and Councils and most especially about our National Institute of Farm and Land Brokers and Iowa's Chapter, Chapter No. 2, of which I have been a member since 1954 and am one of their Past Presidents. But, one other thing, this past year I have especially tried to bridge the large gap that exists between Auctioneers and Realtors and Real Estate Brokers.

I have been in the Auction Business since 1947 and have sold thousands of sales, including hundreds of parcels of Real Estate at auction. Since 1952, I have had more than 75% of the Auctions held in what you might call "my trade area" and my trade area continues to grow every year although I know this will not continue too many more years.

In 1954 I decided that I should try to get my Real Estate license and did because I was sure that the state would soon pass a law here in Iowa that would prohibit one from selling Real Estate at auction without a Real Estate license. This has not been done as of today, however. You can still sell Real Estate in Iowa at auction without a Real Estate license. I also discovered that after actively engaging in the Real Estate business, I made three times the money I realized from selling Real Estate at auction alone.



Lyle Erickson

Over the past years, I have heard some very uncomplimentary remarks made by Realtors about Auctioneers. Many of these are justifiable as many of our Auctioneers are not qualified to sell Real Estate at auction. They are not knowledgable of Real Estate transactions and because they are novices, they also do not get a selling fee comparable to capable Real Estate people. I remember this year at one of the Real Estate Boards I visited in western Iowa a member came to me after the meeting and made this remark, "When I received my card telling me about the meeting, I decided not to go because it said you were a Realtor and an Auctioneer and I didn't want to hear a Dam Auctioneer

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OPEN HOUSE

It will be OPEN HOUSE at the new National Auctioneers Association building, 135 Lakewood Drive, Lincoln, Nebr., the week of JULY 19.

Many of those arriving early for the Convention will want to see the office before the program gets underway. Some may want to stop by before they go to their respective Hotels, particularly those driving in from the East.

See the map, elsewhere in this issue, for location of the new building .

talk." He apologized and said he thoroughly enjoyed his evening and was glad he came.

I know several very successful Auctioneers that are selling all types of Real Estate at auction and collecting selling fees comparable to Realtor's fees in the area in which they are selling. My fees are the same whether we sell at auction or privately with minor adjustments depending on who pays for the advertising. Because my fees are the same, I am sure that I have a better relationship with my fellow Realtors and Brokers than if I was selling at auction for a lesser fee. This may be to my advantage or it may not, but at any rate this is the way we have decided to do it over the past several years.

I firmly believe that it is just as wrong to say that no property should be sold at auction as it would be to say that all property should be sold at auction. Many properties lend themselves to the Auction Method of selling. Some of the properties we have found best suited for auction are farm lands left in estates. Here again, not all estates, but certain tracts of land that could be sold to neighbors or investors, land where you would have several prospects for the entire unit or parcels. The same tract of land under the same circumstances not in an estate would also sell well at auction. But, in an estate, there is always the publicity of the death and the funeral and people in the community are usually waiting for the property to be sold. We also have found the Auction Method very satisfactory for selling our cheaper or low cost homes. I have not had the opportunity but I know Auctioneers that have been very successful in selling large plotted tracts of land, selling one lot at a time and selling all the lots in one day.

Economic conditions can influence the desirability of selling property at auction. In times of tight money, you will find yourself short of prospects just the same whether at auction or private sale. In the past I have found that some years we are selling most of our propetries at the asking price and, as it has been for us this year, the buyer is offering less and the seller is not willing to accept a lesser figure. This makes for poor sales volume no matter how you try to sell the property.

I was privileged just last month to sell a 120-acre unimproved estate farm at auction in east central Iowa for cash at $630.00 per acre. One of the heirs of the estate is a Realtor and he decided the Auction Method was the best way to sell his property, contacted me and I sold it at auction.

I am sure if you have read this far, you are wondering "what has all this got to do with me? I'm an Accredited Farm and Land Broker and I don't believe in selling at auction and besides, I'm not an Auctioneer."

My reason for writing this article is that I believe that every one of you have properties within your area that can be sold as well or better at auction than any other way and I also believe that you, as an Accredited Farm and Land Broker, are as well or better qualified to handle the sale of these properties at auction than anyone else in your area. If you are not now an Auctioneer, chances are you could learn. There are several good Schools of Auctioneering throughout the United States. But, if you feel you don't have the time or could not learn, why not associate yourself with a qualified Auctioneer. Somewhere within your state I'm sure there is a very good Auctioneer with the qualifications you would demand.

As Realtors we certainly believe in cooperating with one another if our selling fees are the same whether at private sale or auction. There should be no particular problem with working with qualified Realtor Auctioneers. I am sure that in the Midwest, I would do my best to cooperate with any of my fellow AFLB'S if they wanted to advertise that they had an auction department within their organization qualified to handle any property at auction.

It would seem to me that it would be worth your time to investigate the possibilities of an auction department. At least, if you were contacted about an auction on a parcel of property and you didn't believe it could be sold at auction, you could tell the client just that.

I shall be very happy to try to answer any questions you might have regarding real estate at auction if you will drop me a line.

From Farm & Land Realtor

Kalamity Kate Is Waiting For You!



Leta Powell Drake, local T.V. personality, will don her roll as Kalamity Kate and M.C. the Annual Amateur Contest this year with Chairman, Dick Kane.

Come meet Lincoln's own "Kalamity Kate", the West's only Lady Sheriff. Kalamity will be on hand to M. C. this year's Amateur Contest, which is open to all sons and daughters of auctioneers. Miss Kate is a local T.V. personality hosting two shows daily on Lincoln's KOLN-TV.

All boys and girls wishing to enter the contest please check in at the Convention Registration Desk upon your arrival in Lincoln. Chairman of this year's event is Dick Kane. By your participation we can have one of the best Amateur Contests ever held. There will be cash prizes, your own Special Guest Host, and loads and loads of fun. What better way to "get acquainted" with kids from all over, and start the convention off right.

Plan now to meet **"Kalamity Kate,"** she is waiting for you.

It's A Girl at Layman's

Staci Ann Layman arrived in Lincoln, Nebraska, in time to greet conventioneers. She is the daughter of Col. and Mrs. Dayton Layman and was born on May 28, weighing in at 8 lbs., 10 oz. Staci Ann attended her first auction before she was one week old and all indications are that she will be prominent in the auction field. However, with both her parents being well known in cutting horse circles she may have trouble deciding which field to follow.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASS'N. OFFICERS 1970-1971

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Pop's Ponderings

Looking Forward To

Seeing You In Lincoln

By COL. POP HESS

Here it is again, as one of your column writers comes to the close of the publication period for "THE AUCTIONEER" from September, 1970, thru July, 1971. Again this year I did not miss an issue and thru the past twenty years have only missed one issue, that being the occasion when I was a "Paying Guest" in a hospital for my first and only operation in my ninety plus years of lifetime.

Just how to compose this column without talking about coming to Lincoln foı the Annual National Auctioneers Association Convention this coming July 22, 23, 24, plus the DEDICATION OF OUR NATIONAL AUCTIONEER HOME OFFICE, OWNED AND PAID FOR BY OUR AUCTIONEERS THRU STATE AND INDIVIDUAL DONATIONS, AN ACCOMPLISHED FACT, LONG UNKNOWN OR EVEN THOUGHT OF UNTIL THE OFFICERS, THE PAST TWENTY YEARS, HAVE COME THRU!

Thru it all, the pressure is: "POP HESS, YOU MUST NOT MISS THIS CONVENTION and DEDICATION!" My helpers have taken over making plane reservations together with reservations at the CORNHUSKER with arrival date of the 21st, in the afternoon, for the three days to follow. Yes, it would be my first plane ride but not my helpers as they are experienced plane travelers. They tell me that I will get a big kick out of it all. So let's hope it will be just the kick and NOT THE BUMP!

So the Die is Cast! The only thing that could happen, it could be in the same wording we often noted in our old-time Railroad Timetables you would be reading when checking schedules, this note: (Quote) "All schedules subject to change without notice." However, my long years back from about 1905 thru the later FORTIES, the trains with their Pullman and Diner were my home for many nights and I never suffered "A change without notice."

I have a notice from our Secretary, "BERNIE." He has set me up for a five minute speech in one of the meeting programs. I forgot to tell Bernie that it takes me fifteen minutes to get warmed up, so that should not be too much trouble for me. In my later years, after serving fifty years as an Auctioneer, I took on a daily Radio Program known as "Pop Hess's Farm and Livestock Sales Program." It was all to be presented daily in not over twenty minutes.

Well, thru eighteen years of that, I learned how to make seconds a minute long, and not once being fired or shot! In fact, my type of speech-making is somewhat outdated and will be saving time and a night headache, something one should not have in the State of Nebraska!

We, here in Ohio, are sure that many of our Auctioneers will be in attendance for the coming event at Lincoln. We have experienced dry, cold, windy, rain and some tornadoes of various sizes, plus some nice hot days and to the date of this writing (June 11th.) ready to mail by the 12th., so it will be in Lincoln by deadline time on the 15th.

Our Ohio farmers and livestock producers have came thru very good and still many sales scheduled daily except Sundays in the general farm and livestock lines. Last week, I cleared out and got going a few new beginners into the Auction Field thru our Consultation Service. I am now taking it a bit easy in the shade until I find some new beginners who wish to consult me. My doors are open daily except Sundays all months of the year. In the past year, I have met some nice young men who in the years to come, will be some of our Auctioneers in demand.

Due to the many items that our Editor and Staff will have for this July issue, I will save further comments until time for the September issue, as August is a blank month for publication. For

the coming run: September, 1971, thru: July, 1972, my column will be in line as usual, if OK with the management, or they can fire me. In either event, I will be happy as this column ran for right at twenty years and has been a great pleasure to handle. I also am happy that I was a full fifty year Auctioneer, the only regret being that had I known as much about the Auction Business when I began, I would have much sooner, picked up the power of Auctioneer Selling that makes the job well done!

Recently, I found in the pages of "The Draft Horse Journal" that comes to me from Iowa (One of my specialties in years back was in the selling of many DRAFT HORSE SALES), this mixed up Sale Bill that was composed. It was often referred to by the great late Col. Woods of Lincoln, Nebraska, and in his day, one of the leaders in Livestock Sales.

It was my pleasure to have the chance to hear Col. Woods sell a Purebred Shorthorn Sale in Ohio, back in 1902. I came 150 miles to hear him and it was also at this sale, I for the first time, met the late Col. Carey Jones of Chicago, also the late Col. Fred Reppert of Indiana. The first Shorthorn cow with calf at this sale sold for $2,100, being the first cow I ever saw sold for over $50.00!

Now, back to the mixed up Sale Bill. Many years in reading Col. Woods' items that he wrote after retirement there was included this "Mixed up Sale Bill" by a Nebraska printer and through the courtesy of The Draft Horse Journal we present it for our Auctioneers, with in mind, our gathering this month, it would be very fitting. This item seems impossible, yet they say it did happen. It is worth reading:

Printers had their woes in 1921 too. Following is Col. Woods' version of how a Nebraska Printer got a sale bill and an account of a wedding mixed together. Col. Woods was a famous auctioneer from Lincoln who sold a lot of purebred sales.

"Married at the home of the bride's township one mile north and two miles east of Mr. and Mrs. John Jones, highly respected residents of Thursday, Jan. 27, Miss Ethel Drinkwater by the Rev. 18 head of Shorthorns consisting of four bridesmaids dressed in pale blue and carrying calves by their sides, two of

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them to be fresh in the spring. They had tulle veils, pinned at their corsage, sired by the noted Kentucky Jack Bombina 3rd. Also forty-six head of hogs, including the groom's father from North Dakota, where he is engaged in missionary work, and is immuned by the double process. These shoats are thrifty, and all relatives of the bride and groom. They all gathered in the spacious dining room after the ceremony and partook of 300 bushels of seed oats, 1,000 bushels of corn, 10 large stacks of millet and alfalfa. The bride is the youngest daughter of one trusty incubator, capacity 600 eggs, one John Deere five room cottage and a trip to Omaha, after which they will draw 10% interest from date of sale. Free lunch at noon." See you at the sale!

Indiana Newsletter

THE INDIANA AUCTIONEER is the name of the tabloid style newsletter being sponsored by the Indiana Auctioneers Association. President, Franklin Wakefield, Lebanon, is the publisher.

THE INDIANA AUCTIONEER is printed on coated paper, similar to that used by THE AUCTIONEER. Halftones are reproduced in a commendable manner, all in all, the first issue is a credit to the organization it represents. Plans are to publish four issues per year.

Wisconsin Land Auction Tops Quarter Million

More than a quarter of a million dollars was realized in what may have been the largest real estate auction ever held in Lafayette County, Wisconsin. Four parcels were sold to settle an estate and they brought a total of $257,500.

Located a half mile from the city limits of Darlington, 312 acres with a dairy barn and two silos brought $140,000. An 18 acre tract with a house sold for $29,000, and an unimproved 41 acres of river bottom land brought $29,000. The remaining 268 acres with sparse improvements sold for $21,500.

Added to the above was a personal property sale that brought in around $62,000, making it a rather successful day for auctioneer Joe Donahoe, of Darlington.

Ron Sutton Elected Oklahoma President

Ron Sutton, Shawnee, was elected president of the Oklahoma State Auctioneers Association at the group's Annual Meeting in Oklahoma City, May 2. He succeeds B. L. "Lee" Hickman, Oklahoma City. Clyde Jones, Alva, was re-elected Secretary-Treasurer.

A very pleasant and informative meeting was enoyed by those in attendance. Several indicated they planned to attend the National Convention, in Lincoln, July 22-24.

Muskogee was selected as the site of the next quarterly meeting which will be held on August 22.

Alabama Auctioneers Form Association

Alabama has the newest of all state auctioneers associations having held its organizational meeting May 23 at the Parliament House Motor Hotel, in Birmingham. Thirteen Alabama auctioneers and NAA Secretary, Bernard Hart, responded to Col. Jim Casey's invitation to attend this first meeting.

John A. Horton, Huntsville, was elected as the first president of the fledgling organization, and Ben Whigham, Dothan, was elected Vice President. J. M. "Jim" Casey, Albertville, was named to the all important post of Secretary-Treasurer.

Roy Hereford,Faunsdale; Ronald Pankey, Horton; and E. W. Patton, Vinemont, were elected to three, two and one year terms, respectively, on the Board of Directors. The officers and directors will constitute a by-law committee and plan to present same for approval at the next regular meeting of the organization.

Market Reopened

DALHART, Texas — Following a six-week shutdown of the Dalhart Livestock Auction here, the sale ring reopened Thursday. Three local ranchers, Duckey Gallo, Jack Conrad and Jack Culbertson, have purchased the auction. Allen Swenson, former owner and manager of the Dalhart ring from 1955 to 1966, is the new manager.

Do You Have A Question?

Having been elected to the post of National Director, at the last Convention, I've been racking my little brain to come up with something new that might aid the new or younger Auctioneer, and would like to throw this little gem out for thought.

People laugh a lot at the **Dear Abbie** and **Ann Landers** type column in the papers, but it still is the first item that a lot of people read. Why wouldn't an article of this sort help the Auctioneers with questions, and thus give them a source of information?

The heading of the column would be of little importance, but would provide a clearing house for the questions that some of the younger auctioneers would like to ask, but don't really know who to ask. Questions could be directed to certain members, or just to whoever could answer them. I realize that time and effort would be needed for this, and that probably not every question could be answered in print, but possibly one page a month could be utilized with this. I would be interested in hearing from anyone, as to their thoughts along this line.

Col. Garth Wilber
Wilber Auction Service
107 E. Chicago Street
Bronson, Michigan 49028

Record Antique Auction In Gallatin, Tennessee

The auction of the antiques from the estate of a Gallatin dentist represented some of the finest antiques ever publicly auctioned in the middle Tennessee area. The two day sale was conducted by Parks Realty Co., and Ottis Kemp Realty and Auction Company of Gallatin, and attracted buyers from a three state area.

Record prices for items were set during the sale. Perhaps the most talked about items that sold included an antique cherry inlay banquet table for $4,600, an antique walnut secretary for $3,600, an antique cherry serving board for $2,200, and "Goodspeeds History of Tennessee, 1887" for $160. Two amber whiskey bottles were auctioned off for $95.00 and $70.00 each.

One humorous sidelight occurred when a lady became allergic to an antique sofa she purchased at the sale.



This walnut secretary sold at auction for $3,600 in record antique auction held in Gallatin, Tenn.

Nebraska Market Man Dies of Heart Attack

Marion H. Van Berg, founder of the Columbus, (Nebr.) Livestock Auction Market, in 1934, passed away May 3. He was 75 years old and the victim of a heart attack.

For many years Mr. Van Berg has established an outstanding record with his racing stable. He was the nation's leading horse racing winner five times including the last three years. He was voted to the National Hall of Fame of the National Museum of Racing at Saratoga Springs, N.Y., last year.

The Columbus market has been operated for some time by Van Berg's son-in-law, Bob Loshbaugh. A son, E. S. "Bud" Van Berg, operates the Livestock Auction Market at Sterling, Colo., and he is a former president of the Colorado Auctioneers Association.



Probably the largest weekly furniture auction in the world is held in this barn, a landmark located near the Seattle-Tacoma International Airport in Renton, Wash. This barn, of pole type construction, is 110 feet long, 65 feet wide and 70 feet from the ground to the gable. The rail fence was made from rails split by the Indian in 1883 and were used for "hop" poles in the horse stalls. Strange as it may seem, this barn was moved during the past year from its original location, across a busy street and several hundred feet beyond, to make way for a new motel complex. The ground floor is where the auction takes place every Saturday night, an auction block on wheels, moves from one end to the other as thousands of dollars worth of new and used furniture is sold each week. Two floors above are used for storage with access by ramp and forklifts to do the work. Bob and Winona Losey are the owners and operators.

Convention Entertainment

Even though the convention will have added features this year such as the building dedication, advertising contest and an unprecedented attendance, entertainment has not been forgotten.

Wednesday night will see the latest edition of the Amateur Show when sons and daughters of auctioneers will compete for prizes and at the same time entertain those who arrive Wednesday. A dash of color will be added this year as Chairman, Dick Kane, has secured Kalamity Kate, a Nebraska TV personality to MC the Show as well as add a tang of Western flavor. Kalamity Kate will probably have some extra surprises for the Early Birds.

Thursday night, during and after the Buffet Dinner, The Arbuckle Mountain Boys, a Blue Grass music group from Shawnee, Oklahoma, will entertain. This group comes to us with exceptional recommendations as well as quite a record - in addition to their own album. They have appeared throughout the country at Blue Grass Festivals and recently placed second in professional competition at Wichita.

Auctioneers will entertain each other in the Fun Auction later in the evening. Many valuable and unusual items always show up in the Fun Auction an The Arbuckle Mountain Boys are dedicating their first stereo LP album at the National Convention and donating the first record off the press, entitled, "Flowers in the Wildwood."

Friday night, the Nebraska Auctioneers Association has secured some top entertainers to provide a show that will be enjoyed by young and old alike. Glenn Haywood was on NBC-TV for two years and has made guest appearances at many of the larger Hotels in the country as well as the Ed Sullivan Show. He is a showman of extraordinary ability and his comedy will appeal to everyone. Bob Kramer and Judie are one of the best teams of magicians in the country. They, too, have performed at many "name" entertainment places in the United States and come to us with high recommendations.

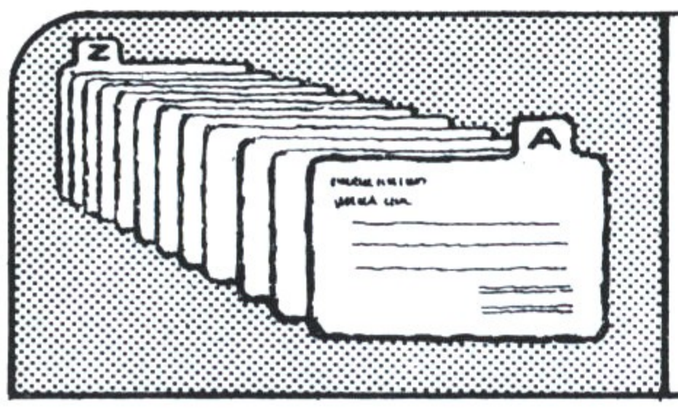
A Nebraska Convention would not be complete without a Bohemian Polka Band, and Marv Grubaugh is an expert in this field so we can be assured of some fine Bohemian music and entertainment following the Banquet on Saturday Night.

Then there are planned tours in the daytime for the ladies as well as for the younger people. Lincoln has plenty to offer and time will allow visits to only a few of these places of interest. Some have been pictured in previous issues of THE AUCTIONEER.

All in all, it'll be a great time in Lincoln, for auctioneers and their families the week of July 19-25. Don't miss it.



Harry E. Olson, Jr., Senior Pastor of the Messiah Lutheran Church, Fargo, N. D., will address our Grand Banquet at the National Convention. His subject will be, "Break Through The Impossible Barrier." Rev. Olson is rapidly gaining a reputation as one of the most sought after public speakers in America.



Membership

Memberships processed May 16 through June 15:

Sidney White, New Jersey
L. G. Schloatman, Wyoming
Walter Wiegmann, Indiana
* Clifford Orr, North Dakota
* Charles Truesdell, Oklahoma
* Eldon R. Sherlock, Oregon
* Morton H. Rubin, Massachusetts
Neil Bolton, North Carolina
Melvin Huss, Nebraska
George Bittle, Oklahoma
Hubert Brill, New York
Warren Dunlap, New Jersey
John Jackson, Illinois
Jim Sykora, Michigan
* George Williams, Jr., Texas
* Donald J. Flusche, Texas
* R. H. Farnsworth, Texas
* Henry C. Brown, Texas
* King Copeland, Texas
* Dottye Bateman, Texas
* Clay C. Moore, Jr., Texas
* Irene Moore, Texas
Eugene Simpkins, Ohio
Hilmer Rice, North Dakota
Fred Murphy, Illinois
David T. McGaughey, Illinois
B. Schwadron, New York
George Lange, Kansas
Claude H. Coleman, Tennessee
Merlin Millsap, Hawaii
* Roy N. Hereford, Jr., Alabama
Dan Schlichter, Ohio
W. W. Kennedy, North Carolina
* Bobby Steed, Alabama
* Billy Sparks, Alabama
* Ben Whigham, Alabama
* Kenneth E. Terrell, Alabama
* J. C. Clem, Alabama
* Samuel E. Barker, Virginia
Otto Seeberger, California
Merle D. Straw, Jr., New Hampshire
* George W. Wallace, Tennessee
C. Prescott Lunt, New York
Don Meeks, Oklahoma
J. W. Reynolds, North Carolina
Harvey Van Dam, Michigan
William M. Broderick, Illinois
* F. R. Yates, Texas
Wesley Ruddell, Texas
* Patrick O'Connell, Jr., Texas
* A. R. Patterson, Texas
* Jack Aufill, Texas
* Johnny Gathright, Texas
* Willie Romine, Texas
Jimmy Davis, Texas
* Coy Biggs, Texas
* Larry Potts, Texas
* Pete Kindle, Texas
* James T. Wright, Texas
* Billy Don Smith, Texas
Travis Somerville, Texas
* Buddy Gandillon, Texas
* Jim D. Marshall, Texas
Clarence Foss, New York
* James Anderson, Alabama
* Carl Howard Bonecutter, Ohio
* Gerald X. Curran, Ohio
* Dennis H. Bailey, Ohio
* Ralph D. Nellis, Sr., Ohio
* Robert D. Hane, Ohio
* John Bogdan, Ohio
* Bobby Jack Smith, Ohio
* Robert J. Smith, Ohio
* William L. Dawson, Ohio
* H. Gordon Robertson, Jr., Ohio
* Clovis Ned Bates, Ohio
* William Joseph Shumaker, Ohio
* Edison W. Caldwell, Ohio
* Bruce Jones, Ohio
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* Harry L. Vangilder, West Virginia
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Orion Adcock, Pennsylvania
* Harry Anderson, Pennsylvania
* Louis Arcesi, New York
Charles Bachman, Pennsylvania
Douglas Bacon, Pennsylvania
Wiliam Barton, Pennsylvania
Margaret Berry, Pennsylvania
William Boes, Pennsylvania
James Boswell, Pennsylvania
John Breidegan, Pennsylvania
Henry Brooks, Pennsylvania
Kenyon Brown, Pennsylvania
Morell Brown, Pennsylvania

* Richard Burchert, Pennsylvania
Ralph Burkett, Pennsylvania
Quentin Canan, Pennsylvania
Ronald Chaffee, Pennsylvania
William Ciez, Pennsylvania
Alfred Traiman, Pennsylvania
Kenneth M. Upperman, Pennsylvania
David Wack, Pennsylvania
Lester O. Weaver, Pennsylvania
Ronald West, Pennsylvania
Maynard Williamson, Pennsylvania
Harry M. Wimer, Pennsylvania
Harry Wolfe, Pennsylvania
Clyde M. Wolgemuth, Pennsylvania
Ralph Zettlemoyer, Pennsylvania
Eugene Zelmore, Pennsylvania
Mike Hamm, Pennsylvania
Frank Heinen, Pennsylvania
John Hendricks, Pennsylvania
Clay Hess, Pennsylvania
L. M. F. Hocker, Pennsylvania
Ralph Horst, Pennsylvania
Wilber H. Hosler, Pennsylvania
Clarence Huber, Pennsylvania
Ira Husk, Pennsylvania
Leo Jesion, Pennsylvania
Allan Jones, Pennsylvania
Clarence Kern, Pennsylvania
Elmer Kist, Pennsylvania
Mark Kistler, Pennsylvania
Edward Knoll, Pennsylvania
William Krause, Pennsylvania
Omar Landis, Pennsylvania
C. J. Leiby, Pennsylvania
Henry Leid, Pennsylvania
John Lindley, Pennsylvania
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Charles Moyer, Pennsylvania
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Raymond Patterson, Pennsylvania
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Lewis Pillsbury, Pennsylvania
Maude Posten, Pennsylvania
Hubert Post, Pennsylvania
Vern Cotton, Pennsylvania
Dale Cunningham, Pennsylvania
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Eugene Derr, Sr., Pennsylvania
George Deibert, Pennsylvania
James Dickerson, Pennsylvania
William Doyle, Pennsylvania
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Richard Foster, Pennsylvania
Max Fraley, Pennsylvania
James Frey, Jr., Pennsylvania
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* Edwin Shoop, Pennsylvania
Marvin Smale, Pennsylvania
Frank L. Steller, Pennsylvania
Pete Stewart, Pennsylvania
* Ira R. Stoltzfus, Pennsylvania
Ted Stuban, Pennsylvania
Norbert Braham, Kentucky
Ernie Niemeyer, Indiana
Luther Hardesty, Ohio
Ron Kavanagh, California
* Bob Hale, Missouri

ROOM RESERVATIONS

If you have confirmed room reservations for the National Convention, CHECK YOUR ARRIVAL DATE. If you plan to arrive earlier or later, notify the Hotel immediately.

If you need Room Reservations, telephone our office: NATIONAL AUCTIONEERS ASSOCIATION, Area Code 402 - 489-9356. We will reserve rooms for you.

Our office will be open throughout convention week. However, on Wednesday, Thursday, Friday and Saturday, we will also have a temperary office in Room 200, CORNHUSKER HOTEL. Phone AC 402 - 432-4471, Extension 200.

Theodore J. Kues, Illinois
Irvin Salzer, South Dakota
Robert Huff, Maryland
Lewis Campbell, Oklahoma
Paul Harbour, California
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Q. R. Chaffee, Pennsylvania
Carl Honnold, Illinois
Leonard F. Eddy, West Virginia
Floyd Durland, New York
Leo Merritt, Michigan
Eldon Hallmark, Michigan
Delbert C. Noble, Michigan
Art Feller, Illinois
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Roy Abbey, Illinois
James Greeson, North Carolina
Lloyd R. Dillinger, Ohio
Robert F. Gemme, Connecticut
Emmet R. Gemme, Jr., Connecticut
John Beswick, New York
James Smykowski, North Dakota
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* Ray Buckner, Illinois
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Joseph Bove, Vermont
Jasper L. Casto, West Virginia
Gardner Morrill, Maine
George Morrill, Maine
Wilma F. Wilkins, Florida
George Mann, Missouri
James Sims, Illinois
* S. Robert Rappaport, New York
Valery C. Watts, Louisiana
Charles C. James, Arkansas
Eugene Kirsch, Arkansas
E. Ken Ragge, Arkansas

Wisconsin Beef Bulls Make $709 Average

Wisconsin may be "The Dairy State" but the demand for beef bulls is not bad. At the performance testing station, near Platteville, 103 bulls sold for an average price of $709 per head.

Breeds represented in the sale included Angus, Charolais, Hereford, Polled Hereford and Polled Shorthorn. There were also Limousin, Simmental and Charolais crossbreds. Two Angus bulls were the top sellers.

Auctioneers were Joe Donahoe, Darlington, Wis., and Dean George, Evansville, Wis.

1970-71 Standing Committee Members

Following is the list of the 1970-71 National Auctioneers Association Standing Committee members selected by the President to serve in this capacity until he steps down from office, July, 1971. The first name on the list denotes the "Chairman".

National Auctioneers Week
Roy L. Crume, Kokomo, Ind.
Garth Wilber, Bronson, Mich.
Lyle Erickson, Cresco, Iowa

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Bob Penfield, Bowman, N.D.
Howard Roland, Grand Junction, Colo.
Fred Sherlock, St. Francis, Kans.
Warren Collins, Jesup, Iowa

Auction School
Joe Donahoe, Darlington, Wisc.
Ed Vierheller, Claremore, Okla.
Morris Fannon, Pennington Gap, Va.

Grievance Committee
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Phil Goldstein, Boston, Mass.
Roy Crume, Kokomo, Ind.

Auditing-Budget
Jim Stevens, Nashville, Tenn.
W. Craig Lawing, Paw Creek, N.C.
Ralph Horst, Marion, Pa.

Secretary Committee
W. Craig Lawing, Paw Creek, N.C.
Charles P. Dunning, Elgin, Ill.
Jim Messersmith, Jerome, Idaho

Building Fund
Grover Howell, Seagoville, Texas
Wayne Kessler, Campbellsville, Kentucky
Morris Fannon, Pennington Gap, Va.

Promotion-Education-Membership
Charles P. Dunning, Elgin, Ill.
Garth Wilber, Bronson, Mich.
Martin Higgenbotham, Lakeland, Fla.

Resolutions Committee
Wylie Rittenhouse, Uniontown, Pa.
Wayne Kessler, Campbellsville, Ky.
Ralph Horst, Marion, Pa.

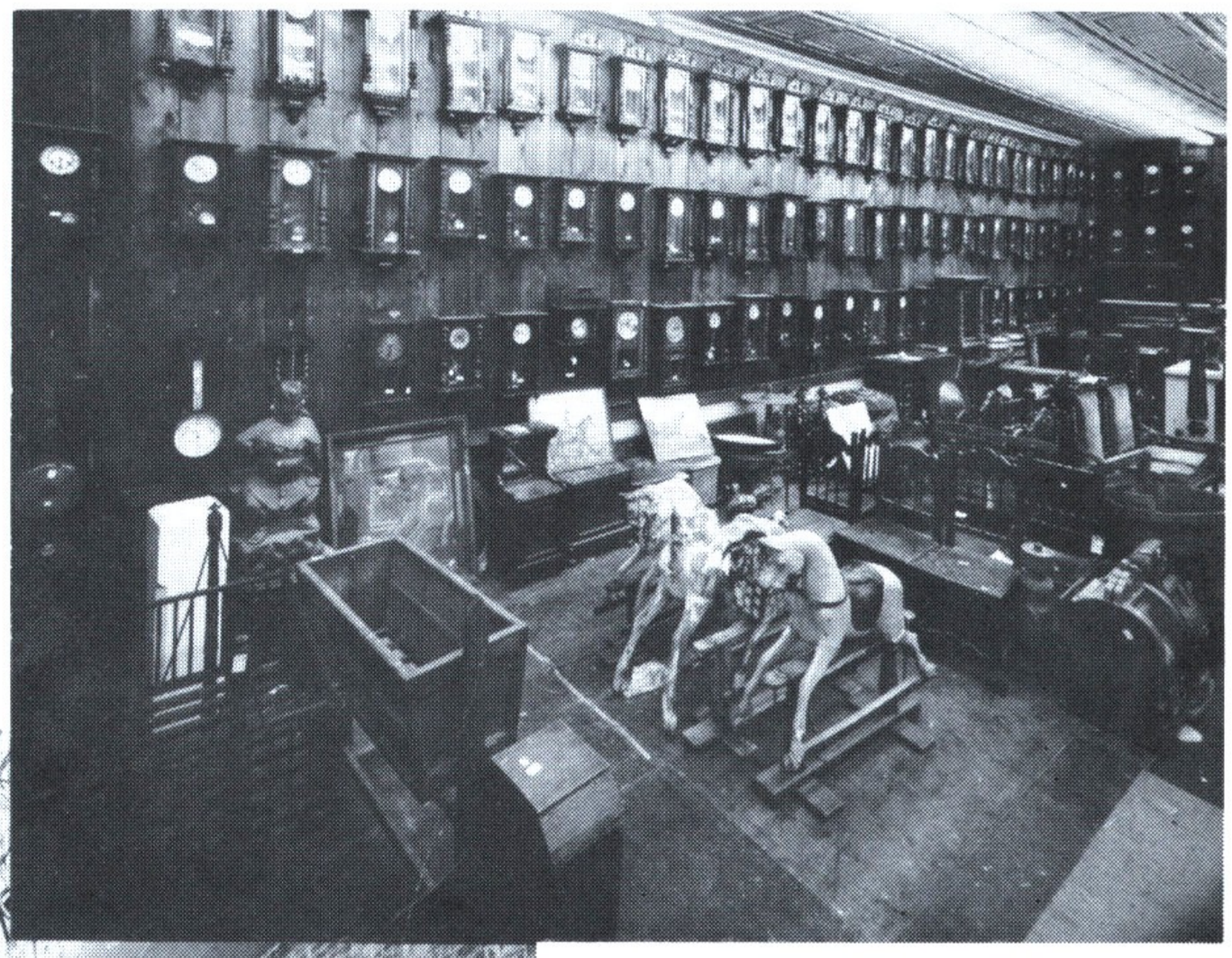
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View of the Newly Opened "Primitives" Gallery Showing a Group of European Wall Clocks.

View of Display Gallery #4 where Many Museum Caliber Pieces are Available.

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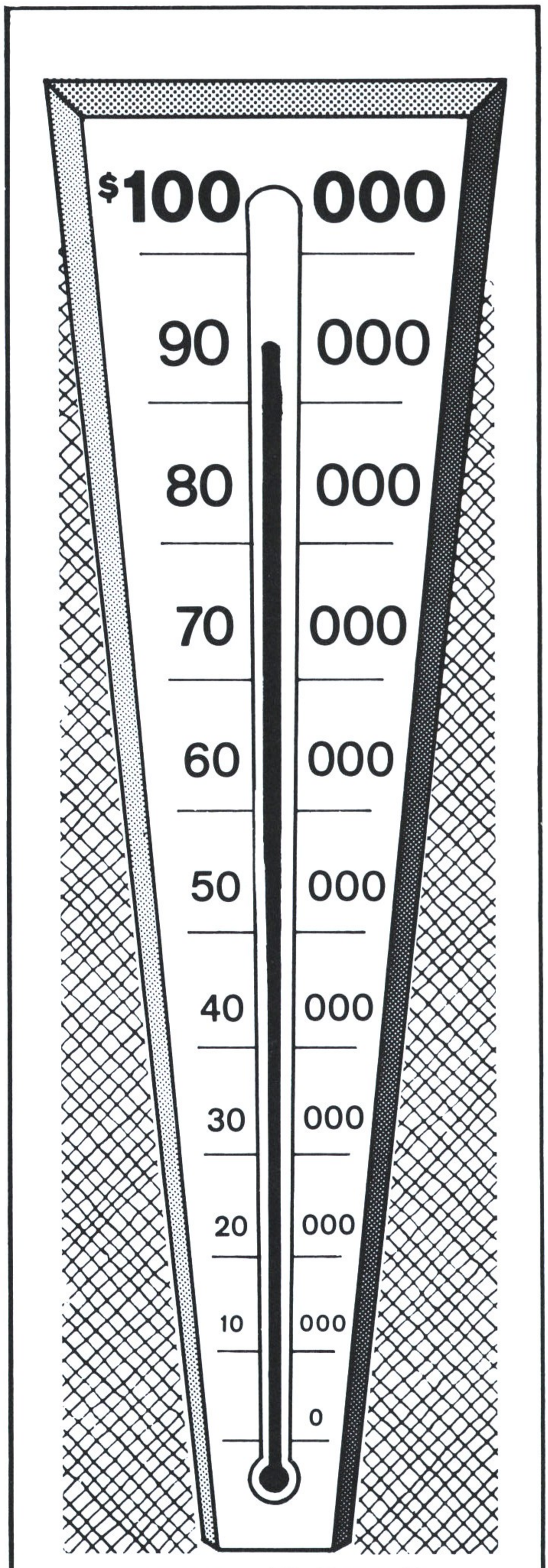
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Wilbert Kroh, Bismarck, N.D.
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Violin Brings $201,600

LONDON, — A 1721 Stradivarius violin, described by experts as one of the world's finest, was sold at auction June 3 for $201,600, nearly four times the highest price paid for any violin in the past.

Known as the "Lady Blunt" Stradivarius because of its 30-year ownership by Lady Anne Blunt, granddaughter of the poet Lord Byron, the instrument was made in 1721, when Antonio Stradivari of Cremona, Italy, was at his creative peak. The price was close to four times the previous world record of $52,800 paid for a Stradivarius at Sotheby's in November, 1968.

LADIES AUXILIARY CONVENTION PROGRAM

Cornhusker Hotel — Lincoln, Nebraska

July 21, 22, 23, 24, 1971

Auxiliary Chairman—Mrs. Ray Flanagan, Albion, Nebr.

Co-Chairman—Mrs. Bus Emrich, Norfolk, Nebr.

Wednesday, July 21, 1971

2:00 P.M. Registration—Mezzanine of Cornhusker Hotel

3:00 P.M. Officers and Directors Meeting—State Suite

8:00 P.M. Amateur Contest—Ballroom

Thursday, July 22, 1971

8:00 A.M. to 5:00 P.M. Registration—Mezzanine

9:30 A.M. Ladies "Get Acquainted Hour"—Lincoln Room

12:00 Noon Dedication Luncheon—Ballroom

6:00 P.M. Buffet Dinner—Ballroom

7:30 P.M. Fun Auction—Ballroom

Friday, July 23, 1971

8:00 A.M. Registration—Mezzanine

9:30 A.M. Ladies "Get Acquainted Hour"—Lincoln Room

11:00 A.M. Children's Tour, Elephant Hall and Lincoln Children's Zoo—
Box lunches for noon.

12:00 Noon Ladies Luncheon—Grand Ballroom **Lincoln Hotel**
Program by Mrs. Jeanne Uren, Omaha, Nebr., entitled "Know Your Chapeau."

2:00 P.M. Business Meeting

7:30 P.M. Entertainment—Ballroom

Saturday, July 24, 1971

8:00 A.M. Breakfast for New Officers and Directors—State Suite

9:30 A.M. Ladies "Get Acquainted Hour"—Lincoln Room

9:30 to 11:30 A.M. Ladies Bus Tour (Children Welcome)—Touring Cathedral of the Risen Christ, Sunken Garden, Sheldon Art Gallery and Nebraska Historical Society.

11:15 A..M Past Presidents Brunch—Miller and Paine Tea Room

1:30 P.M. General Business Meeting—Includes Memorial Service for Deceased NAA members by Ladies Auxiliary.

6:30 P.M. Grand Banquet and Awards

9:00 P.M. Dancing

Ladies hospitality room during entire convention is in the Lincoln Room on the Mezzanine of Cornhusker Hotel. The Nebraska Ladies Auxiliary will hostess a "Get Acquainted Hour" each morning at 9:30 A.M. in the Lincoln Room. This will include coffee and rolls and a short program of entertainment.

A cordial welcome is extended to each and every one of you to visit the NEW BUILDING during your stay in Lincoln. The Nebraska Ladies Auxiliary and Ladies of the National Auxiliary are hosting the Open House and will be looking forward to seeing each and every one at our "New Home". Coffee and cookies will be served.

AUDITING COMMITTEE

Mrs. V. K. "Doc" Crowell, Chairman, Oklahoma City, Okla.
Mrs. Morris Fannon, Pennington Gap, Virginia
Mrs. Irving Leonard, Elkader, Iowa

NOMINATING COMMITTEE

Mrs. Walter Heise, Chairman, Oconto, Wisc.
Mrs. Margaret Berry, West Newton, Pa.
Mrs. James Messersmith, Jerome, Idaho

Texas Auctioneers In Successful Annual Meet

Members of the Texas Auctioneers Association gathered at the Inn of Six Flags, located midway between Dallas and Fort Worth, on Friday and Saturday, June 4 and 5. They enjoyed a successful and interesting meeting throughout the two days.

A Fun Auction was the high spot of the Friday evening program. On Saturday, Bernard Hart, Secretary of the NAA, and Martin Higgenbotham, NAA Director of Lakeland, Fla., addressed the group.

Howard "Frog" Adams, Corpus Christi, was elected President, succeeding Henry Storey, Brownwood. Jim Short, Dallas, was elevated from the office of Secretary-Treasurer to Vice-President, and Mrs. Howard Adams is the new Secretary-Treasurer. Rhett Grant, Mansfield, La., and Keith Carey, Big Spring, were named to the Board of Directors.

Following a thorough discussion of its responsibilities, the group voted unanimously to invite the 1972 National Convention to Dallas.

Auction Liquidates First Cement Plant

Said to be the first plant of its kind ever to be sold at auction, the Iola Le-high Portland Cement Co. plant at Iola, Kansas, brought $290,000 in a two day sale. The company's copper rights added another $30,000 to the total.

The catalogue, furnished by the auction firm, listed some 1,400 lots. Starting with office equipment, through small tools, Diesel trucks, loaders, blades, cranes, it also included elevators, large motors, various compressors and everything between, making it two action packed days.

The Grover Howell Company, Dallas, Texas, was in charge of the auction.

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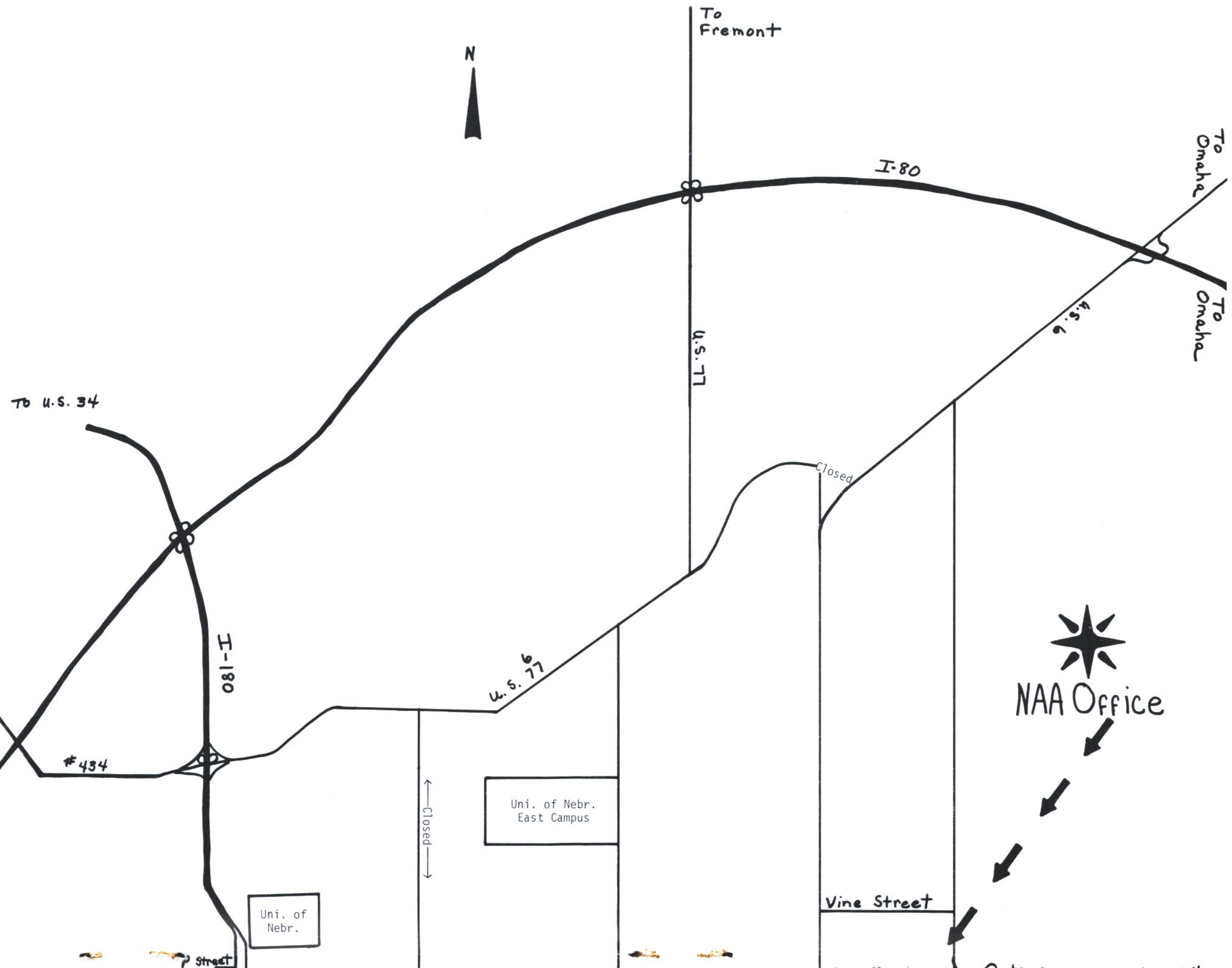
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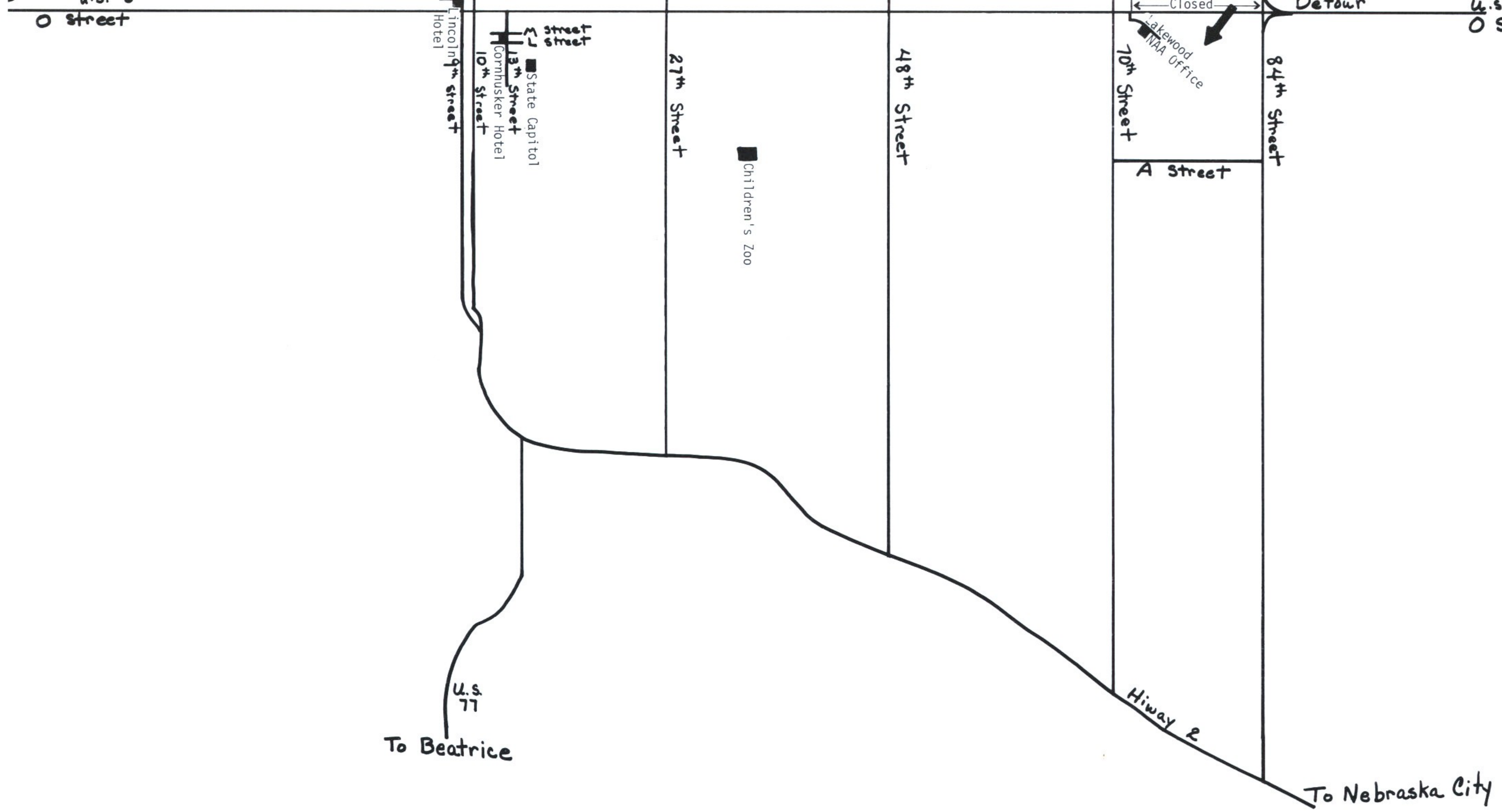
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NATIONAL AUCTIONEERS ASSOCIATION CONVENTION

Radisson Cornhusker Hotel

July 21-22-23-24, 1971

Convention Chairman — Marvin Grubaugh

PROGRAM

Wednesday, July 21, 1971

9:00 A.M. Registration—Mezzanine

3:00 P.M. Board of Directors Meeting

8:00 P.M. Amateur Contest—Sons and Daughters of Auctioneers, Dick Kane, Chairman.

Thursday, July 22, 1971

8:00 A.M. to 5:00 P.M. Registration—Mezzanine

10:00 A.M. Meeting of Auditing Committee
Meeting of Grievance Committee
Meeting of Resolutions Committee

12:00 Noon Dedication Luncheon—Grand Ballroom
Star Spangled Banner
Invocation
Introduction of Convention Chairman
Greetings from Nebraska Auctioneers Association,
Tom Johnson, President
Greetings from the City of Lincoln, Honorable
Sam Schwartzkopf, Mayor
Dedicatorial Address, Honorable J. James Exon,
Governor of Nebraska
RECESS

2:30 P.M. Reconvene in Grand Ballroom
Auxiliary President's Address—Mrs. Irene Erickson,
Cresco, Iowa
President's Message—Col. Dean Fleming, Atkinson, Nebraska
"Bridging the Gap"—A panel, moderated by Col. Charles Corkle, Norfolk, Nebr., with Cols. C. M. "Pop" Hess, E. C. Weller, C. B. Drake, Tim Anspach, Brad Wooley, Bob Penfield, Grover Howell, and others.

4:15 P.M. Announcements
ADJOURN

6:00 P.M. Buffet Dinner—Grand Ballroom—Musical entertainment by the Arbuckle Mountain Boys, Shawnee, Oklahoma

7:30 P.M. Fun Auction—Grand Ballroom

Friday, July 23, 1971

8:30 A.M. to 5:00 P.M. Registration—Lobby

9:25 A.M. Call to Order in Grand Ballroom
"Let The Auction Commence"—Tom, Dick and Charlie, Tom Johnson, Albion, Nebr., Dick Brewer, Mt. Hope, Kansas, C. C. Gannett, Omaha, Nebr.

9:55 A.M. The Construction Equipment Field—Col. Avery Forke, Lincoln, Nebraska

10:25 A.M. Antiques and Their Identity—Col. R. G. Eversole, Morehead, Kentucky.

10:55 A.M. Nebraska, Land of Opportunity—Glenn Kreuscher, Director of Agriculture

11:25 A.M. Bid Calling Seminar—Ronnie Woodward, Broken Bow, Nebr., 1971 World Champion Livestock Market Auctioneer Moderator.

11:55 A.M. RECESS

1:25 P.M. Call to order—**WEST BALLROOM**
Livestock Auction Markets—Morgan Beck, President CLMA, Ontario, Oregon

1:55 P.M. Terminal Livestock Markets—Robert B. McCreight, President, Omaha Union Stockyards

2:25 P.M. Purebred Livestock Auctions—Pat Goggins, Billings, Mont.

2:55 P.M. Importance and duties of a good ring man—Bob Fitzgerald, Livestock Field Representative, Nebraska Farmer.

3:25 P.M. General Farm Sales—Alvin Kohner, Winona, Minn.

3:55 P.M. The Horse Auctions—W. V. "Bus" Emrich, Norfolk, Nebr

1:25 P.M. Call to order—**EAST BALLROOM**
Consigned Merchandise Auctions—Ben Weschler, Washington, D. C.

1:55 P.M. Small Business Liquidations—Phil Goldstein, Boston, Mass.

2:25 P.M. Farm Equipment Auctions—Lenzie Beck, Sikeston, Mo.

2:55 P.M. Uniform Commercial Code & Bulk Sales Act—Les Curran, Vice President, First National Bank.

3:25 P.M.

3:55 P.M. Complete Auction Service—Tony Thornton, Springfield, Mo.

ADJOURN

5:00 P.M. Reception, Western College of Auctioneering Alumni — Lincoln Room.

7:30 P.M. Entertainment—Grand Ballroom
Variety Show—Compliments of the Nebraska Auctioneers Association

Saturday, July 24, 1971

8:00 A.M. Breakfast of National Officers and Directors with State Presidents and Secretaries as guests—1st Vice President, Grover Howell, presiding.

9:25 A.M. Call to Order—Grand Ballroom
Real Estate Appraisals and Testimonies—Henry L. Jones, Winchester, Ky.

9:55 A.M. Real Estate at Auction—Joe Frizzell, Secretary, Oklahoma Real Estate Commission.

10:25 A.M. A Million Cars a Year at Auction—Jimmy Franks, President, National Auto Auction Association.

10:55 A.M. Comments of Appreciation—Wayne Kessler, Campbellsville, Kentucky.

11:25 A.M. RECESS

1:30 P.M. Call to Order—Grand Ballroom
General Business Meeting
Memorial Service for Deceased Members conducted by Ladies Auxiliary, Mrs. Dick Brewer, and Mrs. Jim Buckley.
Secretary's Report
Treasurer's Report
Report of Grievance Committee
Rpeort of Resolutions Committee
Old and New Business
Election of Officers and Directors
Acceptance Address of New Auxiliary President
Acceptance Address of New NAA President
Announcements—1972 Convention Site and other Activities

4:00 P.M. ADJOURN

4:10 P.M. Meeting of 1971-72 NAA Officers and Directors

6:30 P.M. Grand Banquet—Grand Ballroom
Presentation of Awards
Speaker—Harry E. Olson, Jr., Senior Pastor
Messaih Lutheran Church, Fargo, N.D.
Dancing—Bohemian Polka Band.

National Convention Committee Members

Advertising Contest
Charles P. Dunning, Elgin, Ill., Chairman
Garth Wilber, Bronson, Mich.
Martin Higgenbotham, Lakeland, Fla.

Auditing-Budget
Jim Stevens, Nashville, Tenn.,
Chairman
W. Craig Lawing, Paw Creek, N.C.
Ralph Horst, Marion, Pa.

Grievance Committee
Jim Messersmith, Jerome, Idaho
Chairman
Phil Goldstein, Boston, Mass.
Roy Crume, Kokomo, Ind.

Resolutions Committee
Wylie Rittenhouse, Uniontown, Pa.,
Chairman
Wayne Kessler, Campbellsville, Ky.
Ralph Horst, Marion, Pa.

Amateur Contest
Dick Kane, Wisner, Nebr., Chairman
Dick Grubaugh, David City, Nebr.
Dale Hanna, York, Nebr.
Leon Nelson, Albion, Nebr.

Fun Auction
Mylen Wegener, Humphrey, Nebr.
Chairman
Harry Eiler, McCook, Nebr.
Bus Emrich, Norfolk, Nebr.
Ray Flanagan, Albion, Nebr.
Charles Gannett, Omaha, Nebr.
Duane Jensen, Newman Grove, Nebr.
Ed Lightner, Hastings, Nebr.

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Mr. & Mrs. Tom Johnson, Albion, Nebr.,
Chairman
Mr. & Mrs. Franck Diercks, Gordon,
Nebr.
Mr. & Mrs. Jimmy Martin, Chappell,
Nebr.
Mr. & Mrs. Stacy McCoy, Arapahoe, Nebr.
Mr. Johnny Ryan, Greeley, Nebr .
Mr. & Mrs. Glenn Schwartz, Grand
Island, Nebr.
Mr. & Mrs. Jim Walker, Omaha, Nebr.
Mr. & Mrs. Don Werner, Thedford, Nebr.
Mr. & Mrs. Ronnie Woodward, Broken
Bow, Nebr.
Mr. Rex Young, Plattsmouth, Nebr.

Transportation
Al Christensen, Pawnee City, Nebr.,
Chairman
Henry Buss, Columbus, Nebr.
Kenny Duer, Seward, Nebr.
Ed Hart, Lincoln, Nebr.
Don Landenberger, Seward, Nebr.
Dayton Layman, Lincoln, Nebr.
Virgil Layman, Lincoln, Nebr.
Jake McCoy, Arapahoe, Nebr.
Eugene Marshall, Elm Creek, Nebr.
Robin Marshall, Elm Creek, Nebr.
Dean Martin, Lexington, Nebr.
Virgil Olson, Grand Island, Nebr.
Ladd Reeves, Central City Nebr.
Bill Rut, Crete, Nebr.
Dick Shea, Sterling, Nebr.

Entertainment
Marvin Grubaugh, Rising City, Nebr.
Chairman
Bernard, Hart, Lincoln



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Col. Freeman Smith—Bryant

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Col. Douglas J. Holmberg—Mojave
Col. Ron Kavanagh—Herald
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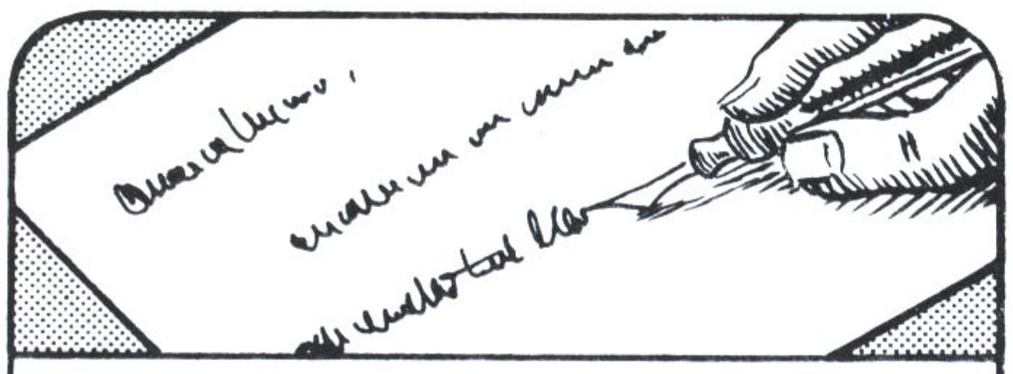
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TOO LATE NOW

An American Indian sent the following message to the President: "Be careful with your immigration laws. We weren't with ours."



The Members Say...

Dear Bernie:

With the March issue of "The Auctioneer" I received the mat and editorial relative to the National Auctioneers Week and want to congratulate you and the committee responsible for its preparation and dissemination. I sent it to one of the area weeklies, "The Newtown Bee", Newtown, Connecticut, and ordered a paid ad as per copy being sent you under separate cover. It has brought some rather interesting results and I'd like to pass them on to you.

1. I have had requests from three area auctioneers requesting information as to how to join, etc. (So, please send me at least one dozen membership cards and I'll get them into their hands.)
2. I have had five requests to address groups on auctions and auctioneering.
3. Three people have contacted me regarding doing an auction for them and to date I have contracted to do two of them and I'm sure in a few days I will have sewed up the third one.
4. I have convinced other area auctioneers for the need of belonging to the National and I've -taken steps to try and organize a State Auctioneers Association. As you know, there have been several attempts to do so but each one has failed. It seems as though those that have gotten together have done so more to protect their area rather than invite everyone engaged in auctioneering to the meeting. I am in the process of surveying other State Associations and hope by convention time to have made some real progress. Anything you can send me to help will be greatly appreciated as we want to work within the framework of the National 100%. Incidentally the phone calls I have received from auctioneers after their seeing the advertisement lighted the final fire to go to work.

Bernie, under separate cover I have also sent you the August 21st issue of "The Newtown Bee" in which they featured auctioneers. You will note some background on several of us therein. The life blood of this paper is the Antique Section, which as you see, is well supported by auctioneers.

Bernie, if it isn't too late, please send me a registration card for the National Convention. I haven't been since Philadelphia, but I must see the new headquarters. Keep up the good work.

Cordially,
Bill Josko
Southport, Connecticut

* * * *

Dear Sir:

Enclosed please find my check for $5.00 to be applied to the list of the Booster Club. We enjoy your publication more each month, if that is possible, as each issue is a joy in itself.

Each member of the family looks forward eagerly to its arrival and it is hard to say which one watches for it the most — the children or myself.

Sincerely,
George M. Burns,
Jackson, Tenn.

* * * *

Dear Col. Hart:

Congratulations on the May issue of "The Auctioneer". It was the most interesting issue I have read thus far. Your "How I Got Started" feature was an outstanding example of what many young aspiring Auctioneers have been looking for. The stories of successful businesses and the tips on operating will be most helpful to any young auctioneer. Cols. Austerman, Boatwright, Danner, and Somerlott deserve much appreciation for the unselfish contribution to the publication. I know I speak for all young NAA members when I hope that more of our successful, experienced members will contribute their stories for publication. Such stories will surely serve as an inspiration to the rest of us.

Col. Hess, in his POP'S PONDERINGS for May, exceeded his usual entertaining, informative self. His comments on advertising, purebred sales, and sales management were most contemporary and illuminating. Col. Hess' insights into methods of conducting and promot-

ing sales have always proven particularly enlightening.

Wishing the NAA and members continued success.

Yours truly,
Church R. Stocks
Fort Kobbe, Canal Zone

South Dakotans Enjoy Another Great Meeting

Enthusiasm and hospitality overflowed as the South Dakota Auctioneers Association held their 9th Annual Convention at Watertown, S.D., June 11, 12, and 13th. The auctioneers and their families that arrived early were entertained Friday evening by the "Dakota Ramblers", a dance group that set a lively pace for the whole weekend.

The business meeting was called to order by the president, Les Goeman, Saturday morning, with Invocation by Fred Hallberg. Mayor Dale Freeburg welcomed the auctioneers to Watertown. A general meeting followed with prime discussion being centered around "new members" and attendance at conventions. Col. Bernard Hart, Secretary of the NAA finished out the morning program, referring to auctioneers as "The Rare Breed." He explained why those engaged in the auction profession were engaged in an occupation that differed so widely from other occupations.

While the Colonels were free during the noon hour, the ladies were treated to a lovely luncheon followed by a style show from Dorothy's of Watertown, and an invitation to visit their shop. A drawing for gift certificates concluded the luncheon.

Speaker for the afternoon session was Mr. Dean Sumner, who is not only an attorney and speaker but also an accomplished musician. He spoke on the needs of South Dakota, which consist of keeping the young in the state. This can be accomplished only by new industries to create jobs and opportunities.

Election of officers followed with Gilbert Wagner, Reliance, elected president; Dale McPherson, Rapid City, vice president, and Howard Schwenn, Secretary-Treasurer. New directors elected were Jack Churchill, Hermosa, and John Swenson, Clear Lake.

The 1971 Convention Site selected was Chamberlain, South Dakota, and all auctioneers were urged to bring their fishing poles and attend.

The grand banquet was the beginning of a enjoyable evening of fun and dancing. Main speaker for the evening was Congressman Frank Denholm. Mr. Denholm, who has traveled widely and enjoyed several occupations also is an auctioneer, and a good one. He spoke to the auctioneers and their families on one subject close to all of us, America, and the auctioneer, the role the auctioneer plays in America today and in the future.

Mr. Denholm started the fun auction Saturday evening, by auctioning off a beautiful cake decorated and donated by Mrs. Ole Hall. All auctioneers brought items and each had to sell his own. As is always the case in South Dakota, the men attending this convention were high caliber auctioneers which not only helps the association but is a great benefit to the new auctioneers attending.

The Dakota Ramblers again provided the music for the final evening of dancing. These South Dakota auctioneers are not only fast with their tongues but also fast wtih their feet, and young and old alike all took to the dance floor until wee hours of the morning.

Concluding the great weekend, was a morning brunch Sunday, after which auctioneers again departed to their section of the state, taking with him the friendship and ideas learned by attending his state meeting.

Coolidge and O'Brien Win Montana Contests

Mike Coolidge, Billings, and Pat O'Brien, Sidney, were the winners of the Auctioneers Contests sponsored by the Montana Auctioneers Association, at their Annual Meeting, in Sidney, April 20-21. Coolidge won the merchandise division while O'Brien topped the auction market contest.

Runnersup in the merchandise division were Fritz Hoppe, Shelby, and Frank Bass, Lewistown. Kenneth Youngland, Miles City, and Del Strommen, Vandalia, placed second and third, respectively in the livestock selling contest.

Ron Granmoe, Glendive, served as Master of Ceremonies at the Banquet. He, too, was a champion in his impersonation of other auctioneers. Aided by Bill Hagen, the group's perennial Secretary, various awards were presented.

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Life Members

With the practice of publishing the names of the memberships, new and renewal, received each month every member is assured of getting his name in THE AUCTIONEER at least once each year. However, one very important group is omitted from these monthly listings. These are the holders of Life Membership Certificates.

Life Memberships were issued in the early days of the NAA to those who had made unusual sacrifices of time and money toward the establishment of the organization. They were also made available to all eligible members at a cost of $100.00. Sales of Life Memberships were promoted as a means of replenishing a depleted treasury in the early years.

Since 1955, Life Memberships have not been promoted but far sighted individuals have taken advantage of the bargain rate and purchased a small number each year. However, the adoption of our present By-Laws, three years ago, made it impossible for this type membership to be secured.

Currently, we have 96 holders of Life Membership Certificates and to keep them from being "forgotten men" we are listing their names, herewith.

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Tim Anspach, Albany, N. Y.
Tim W. Anspach, Albany, N. Y.
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Ray Austin, Canfield, Ohio
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Critt Bradford, Worthington, Ohio
Walter Britten, Bryan, Tex.
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H. Skinner Hardy, Bakersfield, Cal.
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Bert Penfield, Bowman, N. Dak.
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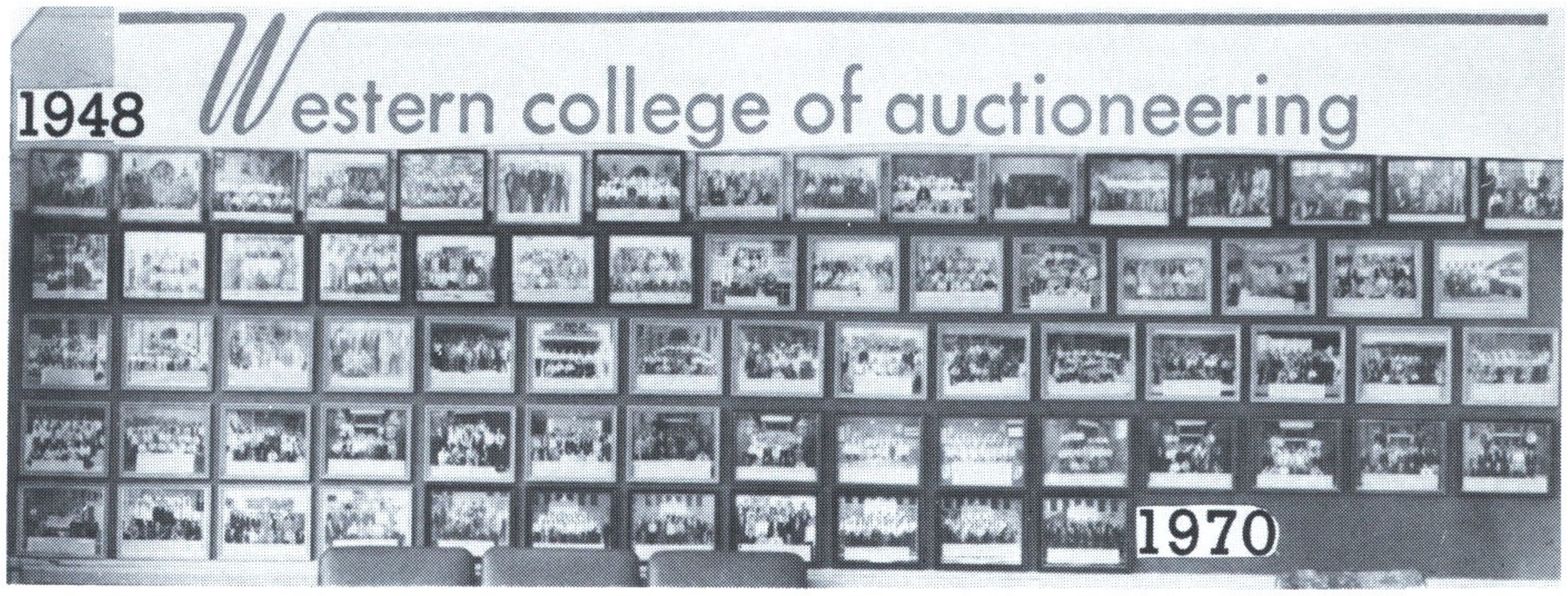
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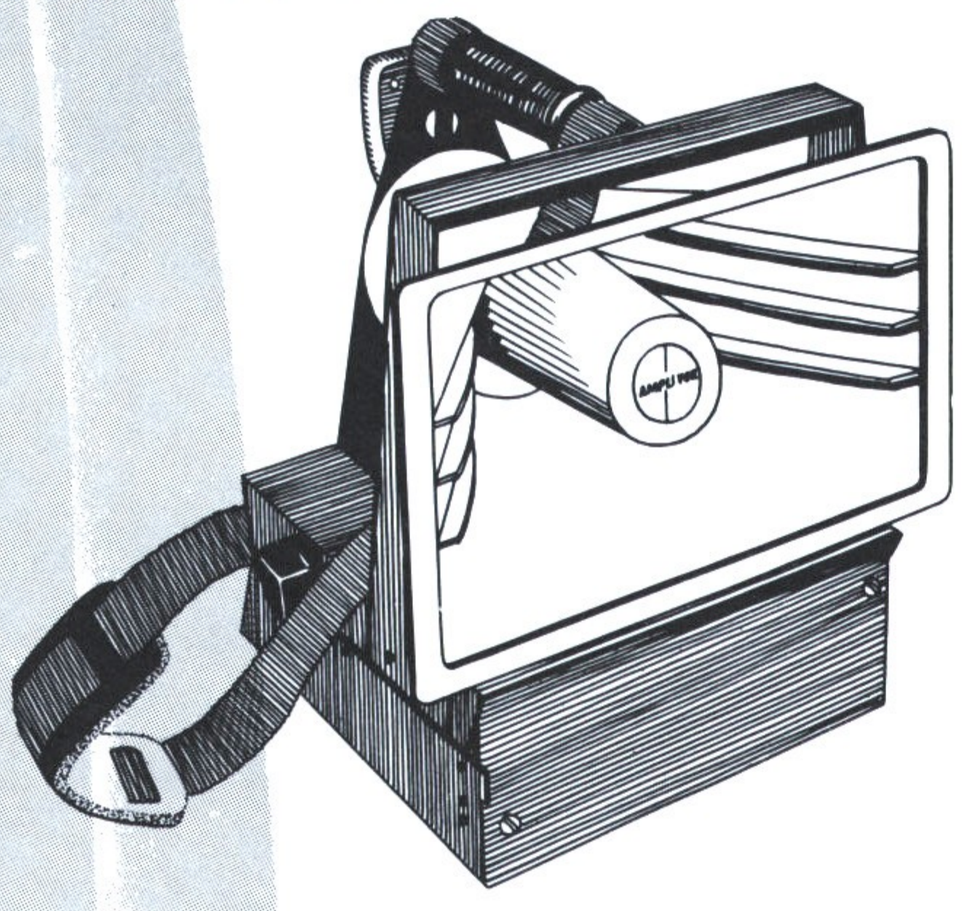
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Auction Finances 'Youth Exchange' Trip

By Mary E. Henry, Frankfort, Ind.

The chanting of the Auctioneer started in with all in attendance bright and alert and willing to bid. Yes, an Indiana first happened yesterday at our house and perhaps this is an Auctioneer First. We had at our house yesterday, (May 15), a "Finland Auction". This was our way as a family unit and a neighborhood and friendship group, a way to send a seventeen year old off to the Country of Finland to participate in the "Youth for Understanding" summer exchange program.

It was a perfect sunny warm day with a light breeze blowing, a perfect "May Race Day" for all Hoosiers as our 500-Mile Race at Indianapolis and the weather seem to dominate our state for this month of May. At the end of the day our Auctioneer and his clerks had bright pink faces and red noses as this was one of their first perfect summer days with conditions good for sunburns.

Don Stanley, as an experienced and successful Auctioneer in Clinton County, and his two faithful clerks, Ken Virtue and Bill Crum, spent the afternoon auctioning off small items going from ""Aquariums to Zinnias (flowers in planters) with antiques, coins and other things in between". Nearly $350.00 was netted from this auction, with most of the items being contributed by friends, neighbors and from very dark corners of basements and attics. Many hours were spent putting on electric cords, checking out appliances, scrubbing cans and shining glass, etc.

At the end of the afternoon, there was a very excited and happy young lady that was presented the proceeds of this auction. The auctioneer and clerks were as pleased and excited as the rest of us and gave well wishes for her trip.

We want to take this opportunity for Lora and her parents to say to Don, Ken and Bill, a great big thanks for their time and efforts. I did fail to say earlier that these three men gave their time at no charge to Lora or us, to have this auction. The most they would take was a cold drink at the end of the sale as they were finishing up their tabulating. Yes, what greater love could they show than to give their talents to help make this trip a reality. Of course you can always manage to finance a trip and we could have but now so many people are involved and Lora has a responsibility also to all of those who helped her to be an ambassador of good will to this country of Finland. So many with so much labor (a labor of love) and good wishes to make this trip to Finland and with a side trip of four days to Leningrad, U.S.S.R., a trip and opportunity of a life-time. Lora has grown in stature and emotions knowing that people do care and can show their love in so many ways.

This I am sure, was a first and with a grateful heart and so many to thank is the reason for this writing. We often forget that our time and effort can result in great things happening. Only through this medium of sale could this have happened in such a short span of time and Don's slogan seems very apropas as he always says "Another Action Auction by Don Stanley". It was indeed an action auction and one that we will always remember.

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A single bottle of rare, old French wine was sold at auction in San Francisco, Calif., for $5,000 — believed to **be the highest price ever paid for a bottle of wine** anywhere. The wine, a 24 ounce bottle of 1846 vintage Chateau Lafite, a red Bordeaux, was purchased by a Boston (Mass.) wine merchant, Laurence Bender. The bottle, from the personal cellars of the Barons Rothschild of France, is one of only three bottles of 1846 Lafite known to still exist in the world.

North America's Largest Holstein Sale in Canada

Romandale Dispersal Sale, held May 24, 1971, at Toronto, Ontario, Canada, grossed $672,600 on 178 head with an average price of $3,779 per head. This was the largest grossing Holstein sale ever held in North America. The sale was managed by Hays Farms Limited of Oakville, Ontario, Canada. Auctioneers were Senator Harry Hays, Calgary, Alberta, Harris Wilcox, Bergen, N. Y. and Henry Bartel, Sheboygan, Wisconsin.

The 2 year old cow, Romandale Reflection Cristy, sold to Claude Pickett of Canada for the world's record price of $65,000. Cattle were sold to the following countries: Japan, Brazil, Canada, U.S.A., England, Italy and Puerto Rico.

Ore Crushing Plant Sells For $300,000

A former iron ore washing and crushing plant, near Spring Valley, Minn., was sold at auction June 2. Nearly $300,000 was realized from the piecemeal selling of complex system of conveyors, crushers, vibrating screens, smaller equipment and some 100 pieces of rolling stock, mostly trucks.

Bidders came from as far away as Michigan, Illinois, Indiana and one man from Dallas, Texas. Maurice Turbenson and Duane Grafe, both of Spring Valley, were the auctioneers.

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C. B. McCarter, that master salesman from Sevierville, Tenn., makes himself right at home, regardless of what he is selling. And McCarter auctions continue to pack in the crowds as evidenced in the lower photo. McCarter says he has 14 reasons for succeeding in the auction business. His 8 boys and 6 girls keep pushing and he keeps selling.

Auction Reactions

By Mr. T. A. Duckworth, Wausau, Wis.

One disadvantage of having to earn a living, for most of us anyway, is that it's hard to romance anything that you have to work at. I doubt that detectives enjoy detective stories very much, or that many lawyers watch Parry Mason. This is unfortunate, because success in a career has much in common with success in a marriage. Our jobs are more likely to be nice to **us** if we are nice to **them.** They like to be **petted** now and then, and told how pretty they are, and remembered on special occasions.

You gentlemen are wedded to a profession that richly deserves to be treated not just like a wife, but like a mistress. It would be too bad if, just because you are in the auctioneering business, you got to thinking of it as nothing **but** a business. The craft and practice of auction is one of the most exciting and adventurous known to literature. Its inherent drama and suspense has provided yarn-spinners with thousands of plots, including the most ancient plot of all.

The first and oldest episode in all human story-telling is an account of an auction. A young man named Paris holds up a golden apple, labeled "For the Fairest!", to the admiring gaze of three goddesses and says "What am I bid for this?" Juno, Queen of Olympus, says "Give me that apple, and I'll make you the most powerful of mortals!" Minerva, Goddess of Wisdom, says "Give it to me, and I'll make you the wisest of men!" "If you'll give it to me," coos Venus, Goddess of Beauty, "I'll fix you up with any woman in the world!"

So begins the **Iliad,** the most ancient written narrative known. We all know what happened. Paris was a **young** and **inexperienced** auctioneer. First he juggled the apple in one hand, thinking how nice it would be to be boss of all creation. Then he juggled it in the other, and thought how nice it would be to be the smartest man alive. Then he thought of a gal named Helen whom he had met in Sparta, and knocked the apple down to Venus. The consequences, according to the legends, included the **fall of Troy** and the **founding of Rome and a whole lot else.** And it all **started** with an **auction.**

Any good salesman will tell you that over and above his commission or bonus, he is kept going by something called "the thrill of the sale". This sense of satisfaction in having achieved something, is not related to his profit on the transaction. There is nothing wrong, nothing selfish about the thrill of the sale; indeed, an essential element in it is the conviction that he has helped and benefited the buyer.

There is a less recognized counterpart to the thrill of the sale which might be called the thrill of the **purchase.** Here again, I'm talking about an entirely legitimate satisfaction, not a sense of having gotten the better of the vendor, and certainly not the shoplifter's pride in getting something for nothing. The thrill of the purchase is just an unblemished happiness in a **new acquisition,** not particularly for its use or its beauty, but simply because it's **yours.** To be enjoyed in its best and purest form, the purchase should have been made not after long planning and tight budgeting, but on the spur of the moment and unexpectedly. It can't really be put into words, but if it could, the words would be "Well, by God! Look what **I** got!"

But to experience the thrill of the purchase at its radiant, juciest best, there's no place like a **country** auction. Just strolling around is an adventure. Look at that grandfather clock! Look at that complete works of Charles Dickens with the Cruikshank engravings! Look at the gleam in the eye of that woman pretending she's not interested in that English crockery! What's the lot number on the bust of Millard D. Fillmore? And if after the auction it turns out that other adventurers went home with the grandfather clock and the works of Dickens, and you find yourself with six loose copies of St. Nicholas Magazine, a set of chessmen, and a pool cue, what of it? You'll go to bed tonight the proud proprietor of something you never had the least idea of owning when you got up this morning, and there's going to be another auction out near An-

tigo next Saturday.

There are men who begrudge ten minutes for a haircut who will happily dawdle away an afternoon at an auction sale. There are women who get more of a charge out of picking up a butter-churn or a cast-iron cookie cutter at an auction than out of buying a new dress at Neiman-Marcus. Shall I tell you why? It's because there are no **mysteries** in barber shops or department stores. You go in knowing what you're going to come out with. What's the fun in that? The true auction addict wants to give himself the chance to **surprise** himself. He wants to take his impulses off the leash and let them run free for a while. And in my experience at least, a properly conducted auction is a safe exercise ground for impulses. I notice that your Code of Ethics imposes upon your members the obligation to deal fairly with buyers as well as owners. Maybe you're right to spell it out; I suppose there are sharpshooters in your profession as in any other. Personally, I have never known or heard of anybody being victimized by any professional auctioneer. I haven't had the impression that this was because of formally-imposed legal or ethical restraints. If I had to explain it, my guess would be that yours is a discipline that offers few attractions to slick operators.

Every free society that man has ever devised or even visualized centers upon the **marketplace.** All human progress has been paced by the need to buy and sell. All the seas have been explored, every continent colonized, by men seeking either stuffs to bring home and sell, or precious metals to bring home and buy things with. Neither preacher nor teacher, scientist nor scholar, moralist, can claim status equal to the salesman's — if status is measured by contributions to the march of civilization.

If you think about it, I believe you'll agree that our society offers only three means of living. A man can **beg,** or he can **steal,** or he can **sell.** Can you think of any other source of income? I can't. I doubt if there are any beggars or thieves here today, so I must conclude that every person in this room is a sales, man.

Most people, of course, **sell** their **labor** or their **skills.** They sell what they can **do.** The professional salesman sells selling itself. That's what he can do: **sell.** He specializes in what the rest of us do part-time.

The craft and practice of auctioneering is selling at its purest. The marketplace is the **core** of civilization; the auction block is the **archetyle** of the marketplace, and the auctioneer is the **salesman's salesman.** I think this is the secret of the excitement I have mentioned. No simpler, fairer, quicker, or more direct trading system has ever been discovered. The whole business before the house is to move goods, and everybody there is helping. In other markets, the competition is one of producers for customers; in the auction room, the customers compete with each other. Nothing happens under the counter. There are no deals, no discounts, no favors. You look, you like, you bid. Where an auction is, **action** is.

The techniques of auctioneering are naturally designed to stimulate bidding and the competitive urge as among and between buyers. From what I have read, the hammer is a relatively recent method of shutting off bidding and knocking down the article to the last bidder. There were several other techniques, and some of them must have been pretty exciting. They used to let a **sandglass run out** or a **candle burn down.** At the ancient Greek slave auctions, they'd send a runner half a mile or so out and back; the highest bid at the time he crossed the finish line would take the slave. And as I suppose you know but I only learned the other day, there's something known as a "Dutch auction" that sounds interesting. It starts off with an offer by the owner to **sell** at a specified price. If there are no takers, the price is lowered a little, and so on until the offer is accepted. Under this system, of course, the first bidder to open his mouth gets the goods.

Some day I'd like to attend one of those upper echelon auctions where paintings, sculpture, jewelry, first folio Shakespeares, and such-like are sold for thousands, hundreds of thousands, and sometimes even for millions of dollars. At White's, the famous auction rooms in London, I understand that these enormous transactions are handled in ghostly silence. A flick of a handkerchief, a raised eyebrow, is a bid at White's. If I ever do go, I'll keep pretty damn quiet. They tell of an American millionaire who had dropped into White's just out

of curiosity. Nothing seemed to be happening at all, so far as he could see. Everyone was standing or sitting around in frozen silence. After about twenty minutes he hiccuped, and next thing he knew he owned a fourteenth-century castle in Little-Tweedsdale-on-Clyde, Perthshire, Scotland.



Auctioneers needing statistics for selling potential customers on the advantages of auction sales might use this: Auctioneer Beeler Thompson not only SOLD the 54 acre Wood farm, Corryton, Tennessee after a real estate company had failed, he obtained $10,000 more for it than the owners had asked.

Picture shows Beeler and part of the crowd at the Wood sale.

R.J. "Bob" Thomas Makes Television Commercial

If you have seen the ORAFix Denture Adhesive TV Commercial the past few weeks and said, "There is a real, live auctioneer," you were right! It is our own R. J. "Bob" Thomas, Billings, Mont.

Bob went to New York City, last November, to make the commercial. It took four and a half hours under the hot lights to make the 30 seconds of film that is being used. And it took more than that. Bob was forced to join the New York Theatre's Actors Guild before he was allowed to perform.

This is excellent publicity for auctioneers in that a professional auctioneer plays the part. We have often heard the complaint that TV auctioneers are usually not auctioneers in real life and their crude imitations reflect badly on the auction method of selling.

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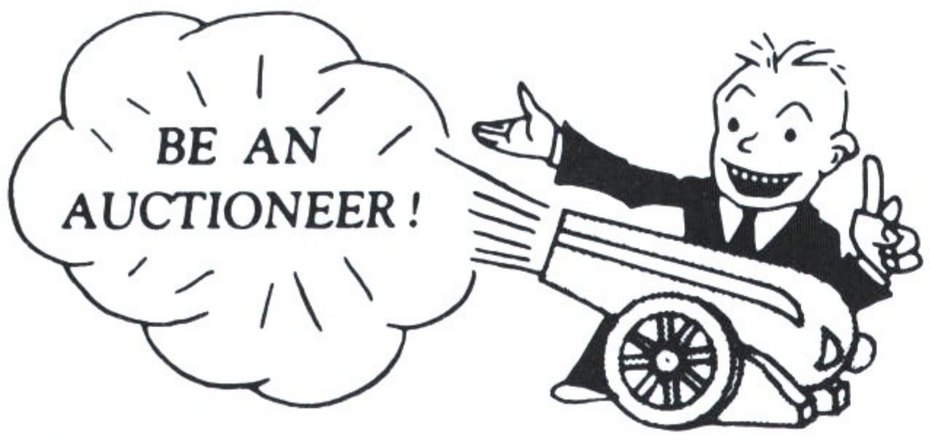
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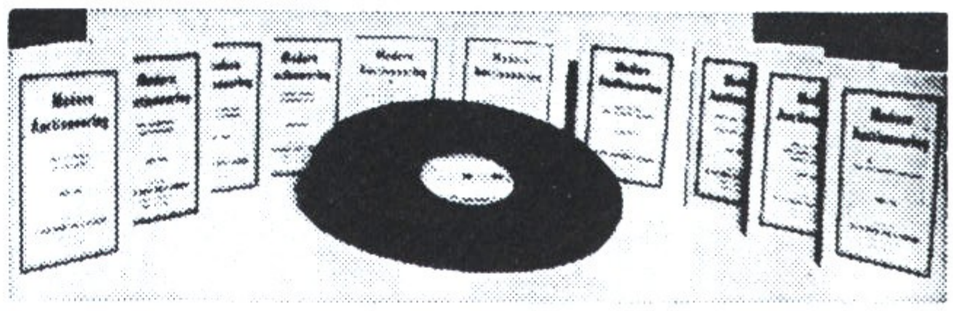
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9,000 Tickets (1/3 White, Pink & Card) . . .	$14.50
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EQUIPMENT AUCTION TAGS . . . Form No. EAT-59

3 part perforated tag with hole on top. Space to mark lot number on all 3 sections. 2½x5".

1,000 Tags . . . . . $9.75 5,000 Tags $42.50

WIRES FOR EQUIPMENT AUCTION TAGS, 12" long.

1,000 Wires . . . . . $5.00 5,000 Wires $22.50

BUYER CARDS . . . Form No. BC-70

For buyer's number and purchase notes. 3¼x7½" (fits in buyer's shirt pocket).

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FINAL SETTLEMENT FORMS . . . Form FS-69

8½x11", 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. Auctioneer keeps original and seller keeps the copy.

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

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

8½x11", 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.

8½x11", 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. Auctioneer signs that he received the items listed and seller signs that he has good title to all items and the right to sell. Auctioneer keeps the original and second copy and seller keeps a copy. Consignor receives second copy from auctioneer with his payment check. Space to list a number of items on each form.

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

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WEDNESDAY, JULY 21, 1971

9:00 A.M. — Registration
3:00 P.M. — Board of Directors Meeting (NAA)
3:00 P.M. — Officers and Directors Meeting (Auxiliary)
8:00 P.M. — Amateur Contest

THURSDAY, JULY 22, 1971

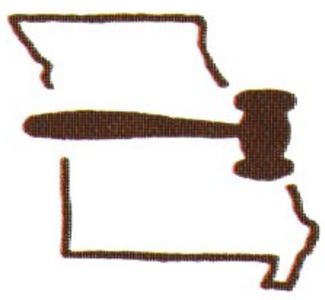
8:00 A.M. — Registration
9:30 A.M. — Ladies "Get Acquainted Hour"
12:00 Noon — Dedication Luncheon — Official Opening of Convention — Dedicatorial Address, Honorable J. James Exon, Governor of Nebraska.
6:00 P.M. — Buffet
7:30 P.M. — Fun Auction

FRIDAY, JULY 23, 1971

8:30 A.M. — Registration
9:30 A.M. — Ladies "Get Acquainted Hour"
11:00 A.M. — Children's Tour — Box Lunches
12:00 Noon — Luncheon — Ladies Auxiliary
7:30 P.M. — Variety Show — Entertainment

SATURDAY, JULY 24, 1971

8:00 A.M. — Breakfast for New Officers and Directors
9:30 A.M. — Ladies "Get Acquainted Hour"
9:30 A.M. — Bus tour — Ladies (Children Welcome)
11:15 A.M. — Past Presidents Brunch — Auxiliary
1:30 P.M. to 4:00 P.M. — General Business Meeting
4:10 P.M. — 1971-72 Officers and Directors Meeting
6:30 P.M. — Grand Banquet and Awards
9:00 P.M. — Dancing



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