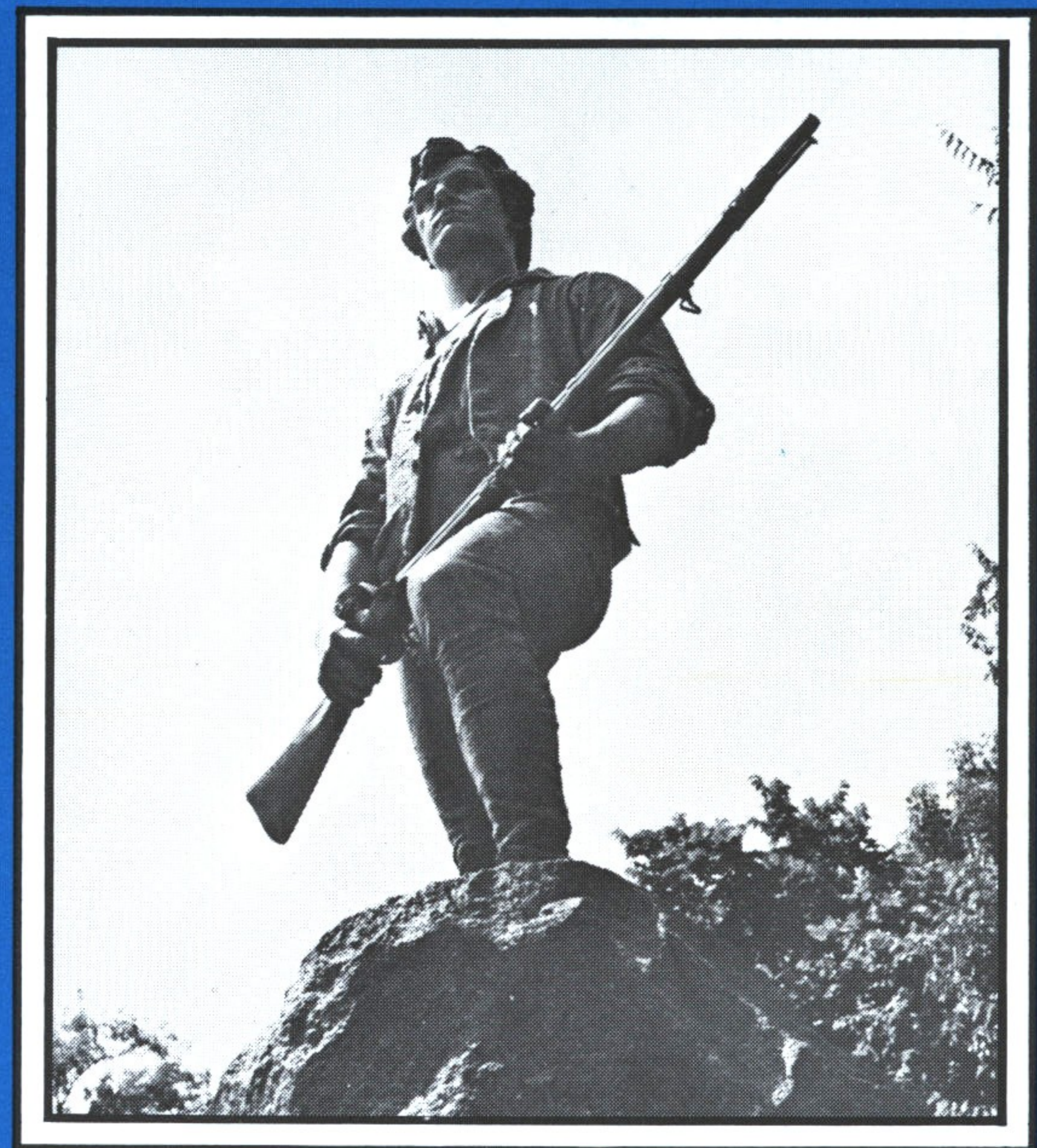
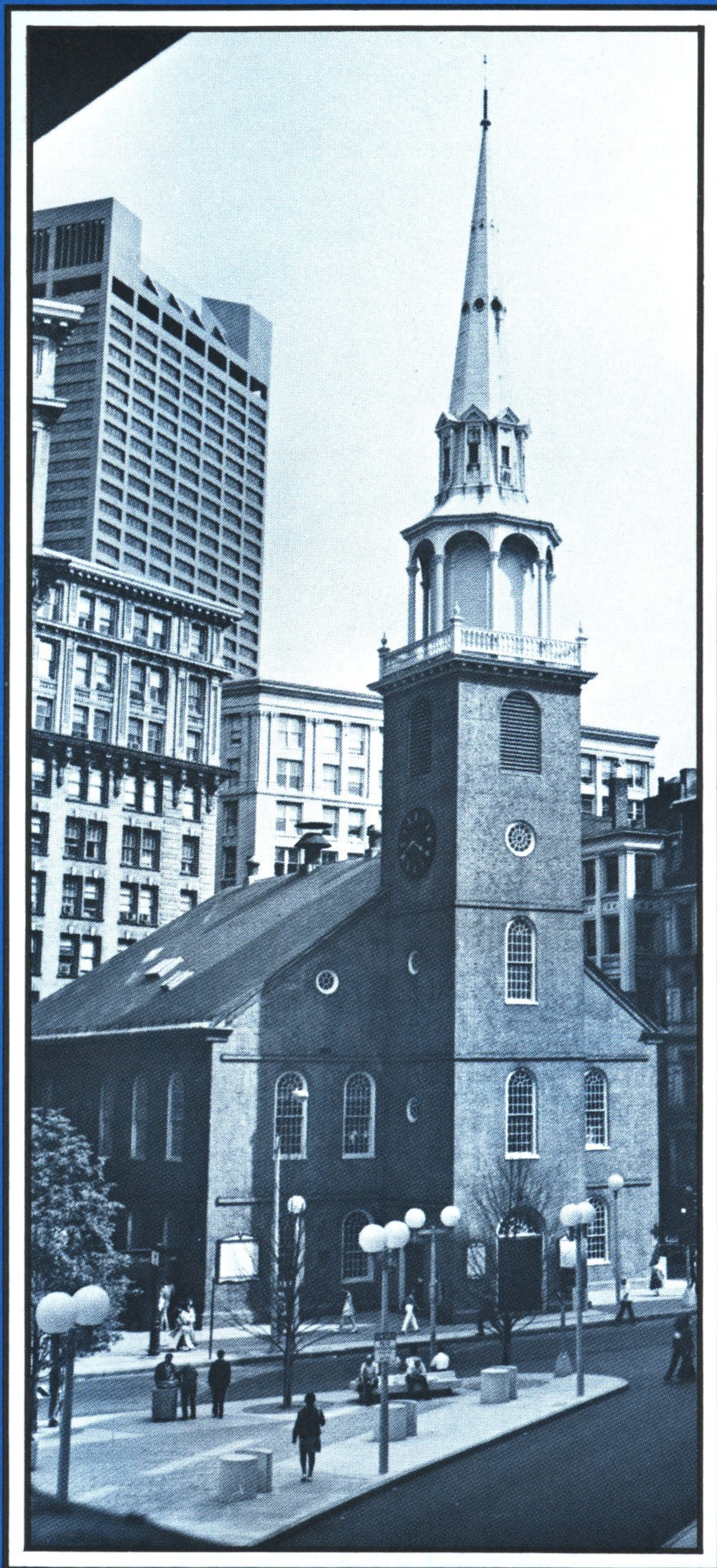


THE AUCTIONEER

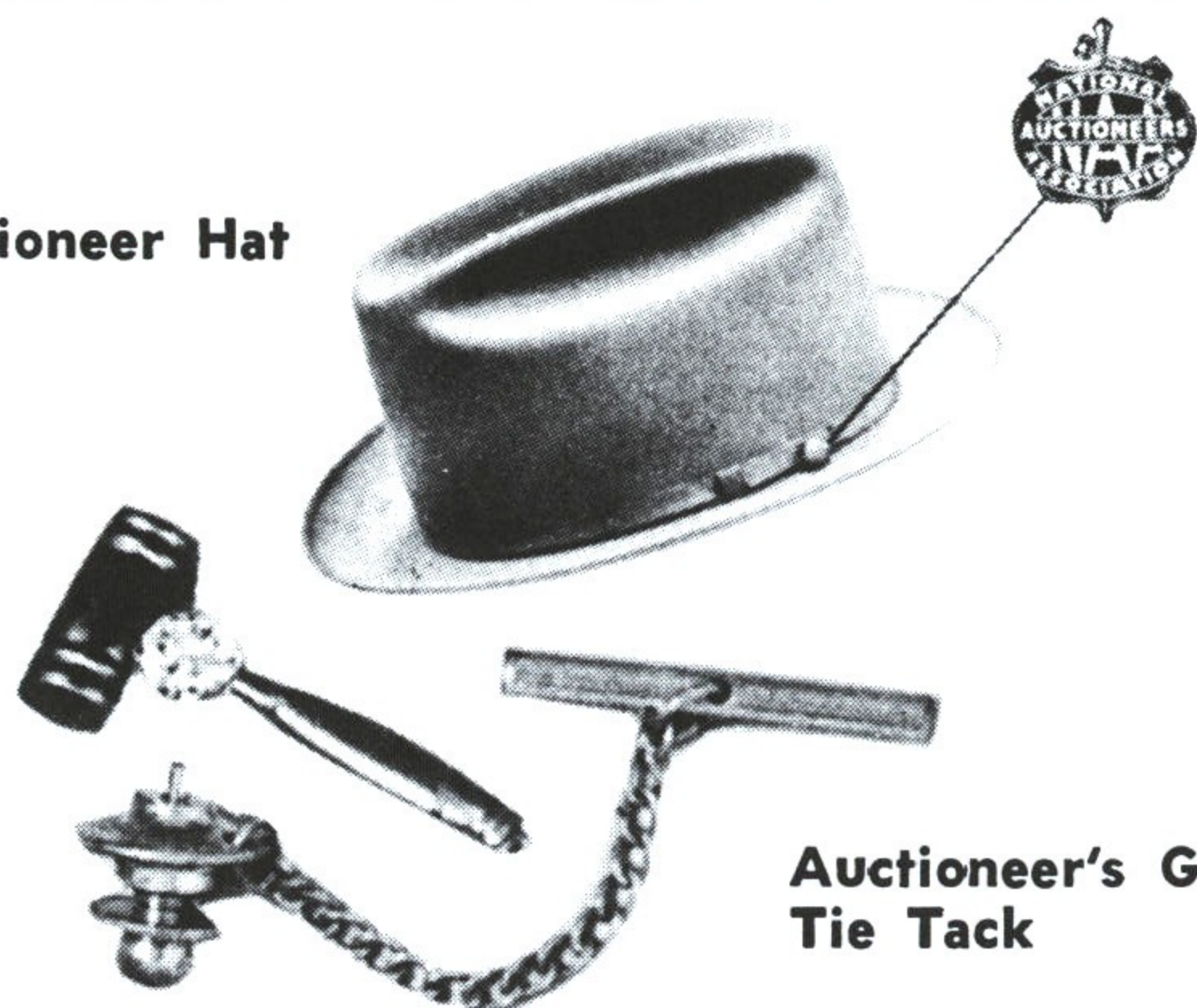
The Magazine of the National Auctioneers Association • May, 1978

BOSTON - Where It All Began!



**BOSTON - Where the 1978 NAA "Boston Clam Bake" Convention
Will Begin on July 18 at the Sheraton-Boston Hotel**

Auctioneer Hat



**Auctioneer's Gavel
Tie Tack**

I saw a robin — that is a sign of spring.

Spring is the time to shuck the shackles of winter and adorn yourself with something nice and refreshing. Such as one of our cool, white Panama straw hats, made by the world famous "Stetson" folks. It is bound with a ½" black ribbon at the base of the crown and the brim is 2½" wide.

It has the NAA emblem embossed in gold on the inside and can be worn with any color. If white doesn't suit your fancy, then I know the light tan Milan straw will because it comes in the same brim widths, which our own well-known Silver Belly felt hat does — 2⅛"-2⅜" and 2⅝" in both regular and long oval.

Both the Milan straw and felt come in the LBJ style, pictured above. Order yours now while we have the complete ranges or sizes.

While the season has passed on for the fleece-lined ¾ length car coats, the time is here for the London Fog-type wind breaker jacket with lined sleeves. They come in medium, large and extra large in navy, canary, brown, Carolina blue, burgundy and natural with the beautiful four-colored embroidered NAA emblem attached to the left chest.

Please do not forget the beautiful diamond tie tacs — we have them with any size diamond you can afford, mounted on solid 18-carat gold gavels. For larger size stones, write or call for prices.

Solid Gold tie tack

w/.15K-high quality sparkling diamond\$189.95

w/.25K-high quality sparkling diamond 249.95

Other size diamonds up to 1 full karat-prices on request

Felt Silver Belly Hat 22.50

White Panama 16.95

Milan Straw (light tan) 14.95

Jackets w/4-color emblem 19.95

Car Coat w/emblem 39.95

4-color NAA emblem 3.00

Col. W. Craig Lawing

5521 Belhaven Blvd.

Charlotte, NC 28216

Tele: 704-399-6372 (Office)

704-399-3260 (Home)

Since January, 500 Auction Mart advertisers told their story to 3,839,300 Tribune readers.

And they got results!

They sold everything from heavy machinery, real estate, antiques, marine inventory, farm equipment business tools and vehicles, to art and general merchandise.

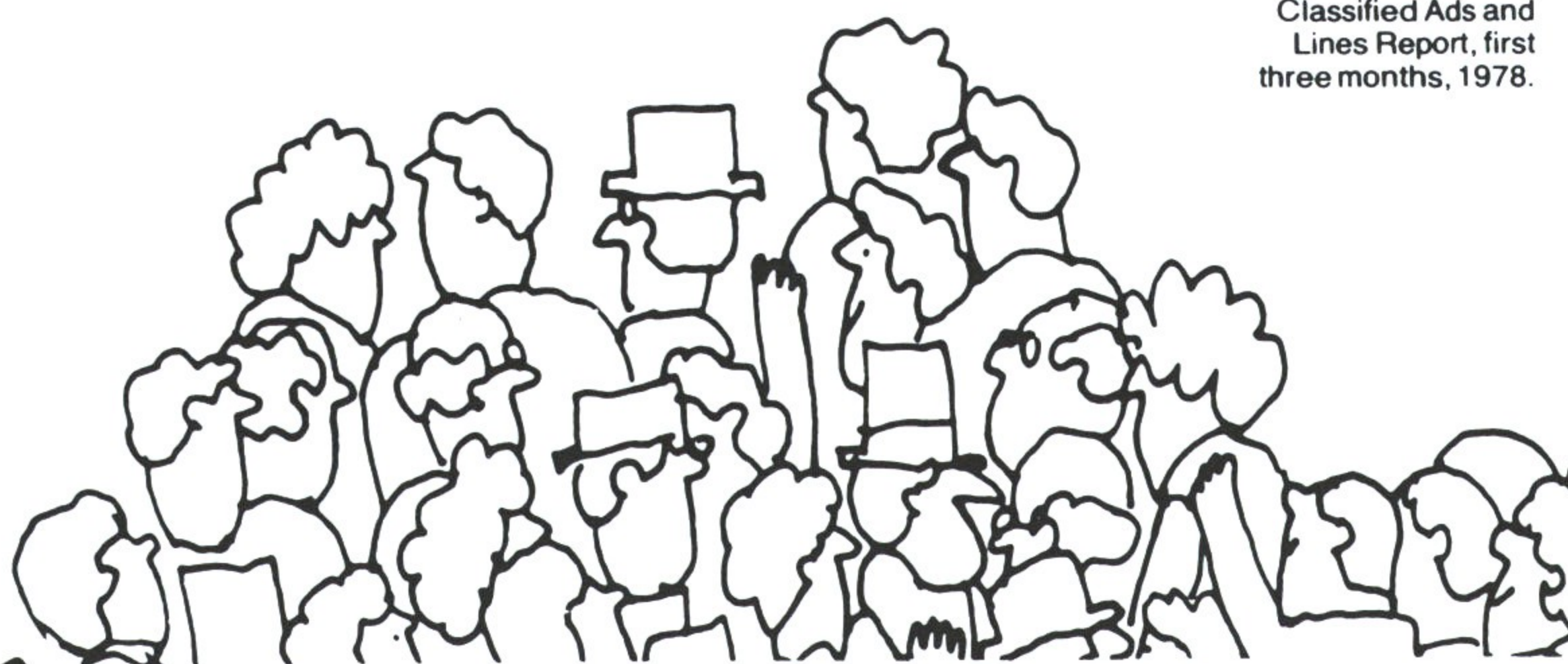
That's why the Tribune's Auction Mart is #1 in Mid-America. And why to date, auction advertisers have placed 59,470 lines of advertising for a 7.1% increase over the same period last year. If you want your auction advertising to reach the knowledgeable, affluent customer living in Chicago and

Mid-America, turn to the Tribune's Auction Mart every Sunday. Because the market you're looking for is the market we reach. For more information or to place your ad, call Dave Mason at 312/222-4493 or Charles Shanley at 312/222-4042. Order deadline: Wednesday, 3 P.M.



Sources: Markets in Focus/Chicago, 1975
15 issue Sunday came,
net unduplicated
audience.

Classified Ads and
Lines Report, first
three months, 1978.



Turn to the
Chicago Tribune

From the President's Desk . . .

Attending the CAI Program at Indiana University Has Been One of President's Auction Life's Highlights

Martin Higgenbotham, President



Enthusiastic! Fantastic! Great!

All of the superlatives which I can come up with can not adequately describe the feelings which have been conveyed to me by the CAI candidates during the April 2-7 sessions of the Certified Auctioneers Institute in Bloomington, Indiana.

We have had a tremendous response to our CAI program and sitting through the five days and having the opportunity to get to know and visit with fellow auctioneers from across the United States and Canada has perhaps been as worthwhile and interesting to me as the education course itself.

I am always amazed and appalled at the range of abilities which I find within our membership.

In our CAI program I had the opportunity to visit with auctioneers from my home state of Florida to our fiftieth state of Alaska; from Vermont to California; and from Canada as well!

Each of them adheres to the same principles and ideas as I do and that is one of bettering this great auction profession.

We will have a graduation ceremony and induction of CAI members at the 1978 National Auctioneers Association Convention in Boston in July. I will assure you that these graduates will have certainly earned their designations as they have worked many long and hard hours, studying and preparing themselves for the examination given at the end of Course III.

I will go on record as saying that the CAI program is perhaps the greatest project the NAA has undertaken and I, for one, am proud to be involved in it.

I am headed now to Boston to make final plans for our convention and to meet with the New England delegation to make sure that everything is in order for the arrival of our members in July. As I said before, I am highly impressed with the work the New England Council has done so far to prepare for the convention and it looks like it will be the biggest convention ever.

I urge you to make reservations for hotel space **IMMEDIATELY!** If you have to cancel your hotel room reservations, for any purpose what so ever, there will be no charge for those cancellations. But, if you don't have reservations, and later find out that you can attend the convention you will be penalized by not having headquarters hotel accommodations and we don't want this to happen. I ask that you act on getting reservations in at once.

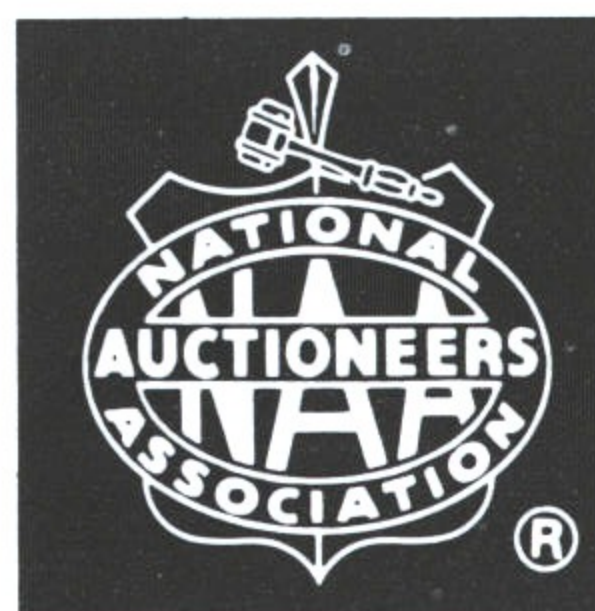
Use the official form, which is included in this issue of THE AUCTIONEER magazine — the hotel must have the printed form before reservations will

be accepted (phone reservations will not be accepted for the NAA convention).

I look forward to visiting with you in Montana, Iowa, Texas, Kansas, Oklahoma and Missouri in the upcoming months at the States' Auctioneers Associations' conventions. The conventions at which I have attended in the past have been conducted with great auctioneer enthusiasm and I am sure I will meet with the same enthusiasm in the forthcoming meetings.

Remember, use the hotel reservation form in this issue of THE AUCTIONEER, and reserve your hotel room for the 1978 NAA "Boston Clambake" Convention — July 19-22, 1978, Sheraton-Boston Hotel. Use of the form will assure you of hotel accommodations at the rates offered to the NAA membership.

Register early for the convention also — don't miss the convention. It will be one to remember. Make the week of July 17-22, 1978, your own personal auctioneers week — the week where you will share with and learn from the many other auctioneers of our great nation, and Canada, at the NAA Convention.



1978 NAA Convention Reminders . . .

The 1978 NAA Convention will be held less than three months from the date of issue of the May, 1978 THE AUCTIONEER magazine and several "reminders" are being offered now in hopes that everyone concerned will meet the established deadlines, which may be scheduled by the NAA board of directors.

Nominations by Candidates for Offices of NAA Officers and Directors — all candidates seeking office as officer or director of the National Auctioneers Association should have their candidacy announced to the Nomination Committee by submitting the candidates' names, qualifications, etc., to the Nominating Committee, c/o Harvey L. McCray, Executive Director, 135 Lakewood Drive, Lincoln, NE 68510. Executive Director will file the nomination in the NAA Office's permanent file; make copies of the nominations and submit the copies to the Nomination Committee for review and disposition. All candidates will have the opportunity to support their nominations before the Nomination Committee at the Boston Convention (times will be announced in the convention program).

Continued on Page 5

THE AUCTIONEER

MAY, 1978

THE AUCTIONEER magazine is the official publication of the National Auctioneers Association and is published monthly with the exception that an August issue is not published (11 issues annually). THE AUCTIONEER magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

The editor reserves the right to accept or reject any material submitted for publication. Subscriptions are available to non-auctioneers only. Auctioneers, who are not members of the National Auctioneers Association, may not subscribe to THE AUCTIONEER magazine.

Editorial and Advertising copy must be received in the NAA Office on or before the 10th day of the month preceding date of issue.

Single copies: \$1.00 each. Annual subscription rate (thru July, 1977, issue) — \$6.00 (11 issues); as of September, 1977, issue \$7.50.

Editorial and Executive Offices of the National Auctioneers Association is 135 Lakewood Drive, Lincoln, Nebraska (NE) 68510. Phone: 402 489-9356.

Harvey L. McCray, Editor and Executive Director
Mrs. Cheryl Griffith, Office Secretary
Mrs. Helen Witters, Office Secretary

Advertising Rate Schedule — THE AUCTIONEER MAGAZINE

1. **THE AUCTIONEER Magazine** is the official publication of the National Auctioneers Association and is published monthly with the exception of the month of August, the month in which a magazine is not published. Eleven issues are published annually. THE AUCTIONEER Magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

2. ADVERTISING RATES:	One (1) Time	Six (6) Times	Eleven (11) Times
Full Page	\$125.00	\$120.00	\$115.00
Half Page	62.50	60.00	57.50
Quarter Page	31.25	30.00	28.75

Column Inch: \$7.00 per column inch — column is 21 picas wide (3½ inches).

(a) **Color Rates:** Two colors (black and issue color) are available only upon consultation with editor. Cover pages also available only after consultation with editor if and when cover (outside back and inside front and back) pages are available. Add 25 % to above rates if second color authorized by editor.

(b) **Short Rate and Rebate:** Rates are based on the number of insertions in a 11-month period. Short rates will be charged if a contract is terminated prematurely.

(c) **Rate Change:** The editor reserves the right to revise all rates quoted herein upon sixty (60) days written notice to holders of contracts. If a rate revision is made and not accepted by the advertiser, the advertiser may cancel his contract.

NEW ADVERTISERS: Submit payment in advance (with copy) before advertising will be accepted.

3. **AGENCY COMMISSION:** Agencies must add amount of commission to stated rates above and collect from advertiser.

4. **COPY AND CONTRACT REGULATIONS:** The editor reserves the right to reject any advertisement. No cancellations accepted after closing date (see item 6.). If advertising is discontinued before completion of contract, short rates for space will apply.

5. **MECHANICAL REQUIREMENTS:** Printed offset. Trim size: 8½ by 11 inches. Number of columns: two (21 picas wide columns). Binding method: saddle stitched. Colors available: black on white and upon consultation with editor, second, or issue color.

Dimensions for ad space: Full page — 7¼ by 9½ inches; Half page — 7¼ by 4½ inches; Quarter page — 3½ by 4½ inches or 7¼ by 2¼ inches.

6. **ISSUE AND CLOSING DATES:** Published monthly with the exception that an August issue is not published (11 issues annually). Issued on the first of the publication month. Deadline for ad copy is the 10th of the month preceding publication date.

Submit all advertising to: The National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510. Phone: 402 489-9356.

NAA Meetings Schedule

Scheduling has been approved by the NAA board of directors and the following NAA Conventions have been announced by the board for future years.

NAA Convention Sites

1978 — Sheraton-Boston Hotel, July 19-22, Boston, Massachusetts

1979 — Denver Hilton Hotel, July 11-14, Denver, Colorado

1980 — Opryland Hotel, July 30-August 2, Nashville, Tennessee

1979 NAA Seminars

January 29-30-31 — Sahara Hotel, Las Vegas, Nevada

February 19-20-21 — Opryland Hotel, Nashville, Tennessee

National Auctioneers Association

1977-78 Officers

President — Martin Higgenbotham, 1702 E. Edgewood Drive, Lakeland, Florida 33803. Bus. Phone: 813 688-6094

1st Vice President — Harvey C. Lambright, 112 N. Detroit Street, LaGrange, Indiana 46761. Bus. Phone: 219 463-2012

2nd Vice President — C. E. Chuck Cumberlin, P.O. Box 248, Brush, Colorado 80723. Bus. Phone: 303 842-2822

Executive Director — Harvey L. McCray, 135 Lakewood Drive, Lincoln, Nebraska 68510. Bus. Phone: 402 489-9356

Treasurer — Dean Fleming, Atkinson, Nebraska 68713. Bus. Phone: 402 925-2801

Directors

Terms Expiring 1980

Lyle Erickson, Box 239, Cresco, Iowa 52136. Bus. Phone: 319 547-3700

Herbert A. Bambeck, Route 1, Box 392, Dover, Ohio 44622. Bus. Phone: 216 343-1437

William L. Gaule, 909 W. Walnut, Chatham, Illinois 62629. Bus. Phone: 217 483-2484

Rex B. Newcom, Box 458, Whitewater, Kansas 67154. Bus. Phone: 316 799-2278

Bill Wade, Route 2, Box 302, McKinney, Texas 75069. Bus. Phone: 214 424-2602

Terms Expiring 1979

C. P. Terry Dunning, P.O. Box 866, Elgin, Illinois 60120. Bus. Phone: 312 741-3483

Wayne Ediger, 125 South Ash, Belle Plaine, Minnesota 56011. Bus. Phone: 612 873-2292

William J. Josko, 3482 Post Road, Southport, Connecticut 06490. Bus. Phone: 203 255-1441

Forrest Mendenhall, Route 5, High Point, North Carolina 27263. Bus. Phone: 919 887-1165

Hubert D. Songer, 1602 Jones Blvd., Murfreesboro, Tennessee 37130. Phone: 615-896-4067

Terms Expiring 1978

Wylie S. Rittenhouse, 9 Derrick Avenue, Uniontown, Pennsylvania 15401. Bus. Phone: 412 438-0581

R. A. Dick Mader, Box 147, Gillette, Wyoming 82716. Bus. Phone: 307 682-3882

John P. O'Connor, 2916 Chippewa Drive, Owensboro, Kentucky 42301. Bus. Phone: 502 685-2000

Marvin L. Smith, Hanover Road, Silver Creek, New York 14136. Bus. Phone: 716 934-4875

Ed Huisman, 5212 Lemon Hill Avenue, Sacramento, California 95824. Bus. Phone: 916 422-2792

Convention Reminders . . .

Continued from Page 3

Advertising Contest — the rules changes for the 1978 Advertising Contest have been announced in the two preceding issues of THE AUCTIONEER magazine (March and April, 1978), but one of the most drastic revisions is that each NAA member sponsoring an advertising brochure, sale bill, etc., must select the one entry for each category. The Advertising Contest Committee will not select the one entry per category per member as in the past, but will consider only the one entry per category as marked by the entrant. Additional sale bids may be submitted to the committee for display, etc., at the convention, but the main entries per category will be maintained as a permanent record by the NAA Office following the contest.

Sheraton-Boston Hotel Reservations — the Sheraton-Boston Hotel asks that all hotel reservations be made as soon as possible; and that reservations be made on the form which is printed in THE AUCTIONEER magazine (March and April issues). **Even if there is a possibility that NAA members may have to cancel convention plans at a future date, reservations should be made anyway immediately to protect themselves of having a room if they can be in attendance.** There is no penalty assessed to room reservations (as long as the hotel is informed of last-minute cancellations and "guaranteed reservations" are cancelled prior to the date of expected arrival).

1981 and 1982 NAA Convention Proposals — the NAA board of directors will select two future NAA Convention sites at the July, 1978, board meeting, which precedes the Boston Convention. The two years for which consideration is being made are the regions, defined as "West" (1981) and "East" (1982). State Associations in both areas received notification from the NAA Office early in the year that the convention site selections will be made in July, and that it is imperative that the State Association sponsoring a convention-site bid use the prescribed form, which has been made available by the NAA office on which to support the convention bid. The form, in three parts, includes a "fact sheet" for use by the State Association; Convention Proposal form for use by any and all hotels, which can accommodate an NAA bid in the city selected by the State Association; and a Convention Bureau form, for use by the convention bureaus to offer information on services available during the convention.

Another prerequisite for NAA Convention site selection is to have the proposal sponsored by a State Association and the boards of directors of the State Associations should approve all proposals before they are submitted to the NAA Office. All convention proposals must be submitted to the NAA Office prior to July 1, 1978 (for selection of 1981 and 1982 NAA conventions).

Regions being considered for 1981 and 1982 are:

West — 1981 (includes State Associations in the states of): California, Nevada, Oregon and Washington.

East — 1982 (includes State Associations in the states of): Connecticut, Florida, Georgia, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia and West Virginia.

Reservations — reservations, for convention purposes, refer to the hotel room accommodations the NAA member makes directly with The Sheraton-Boston Hotel (1978 Convention headquarters). The Hotel Reservation Form for the 1978 NAA Convention is published in this issue of THE AUCTIONEER magazine and members attending the convention should make his own reservation, using this form to obtain the special NAA Convention rates.

Convention Definitions — many people may be confused by the many "definitions", which are connected with the NAA Annual Convention. In an attempt to clarify some of these definitions, here are a few "definitions" used when discussing NAA Conventions:

Registrations — registrations refer to the Convention Registrations for the convention events. The NAA member registers

for the convention and Advance Registrations should be sent to the NAA Office and arrive before July 1, 1978, to obtain the special Advance Convention Registration rate of \$35 per person.

Note: Any and all registrations postmarked after July 1, 1978, will not be worked until the registration clerks receive them in Boston and the \$45 Regular Convention will then apply.

Pre-Convention Activities — activities, planned by members of the Massachusetts Auctioneers Association, have been planned for the NAA member and family, who wishes to arrive in Boston early. A special Pre-Convention Activities Form is published in THE AUCTIONEER magazine. Space on these "special activities" are limited and if you wish to take advantage of these activities, use the special form and send the completed form to the NAA Office — with your money.

Hotel Reservation Form
National Auctioneers Association
1978 Boston Clambake Convention
Sheraton Boston Hotel & Towers
July 19-22, 1978

Arrival Day/Date _____

Arrival Time _____ Guaranteed _____

Departure Date _____

Your Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Sharing With _____

	Main House (NAA) Rate	New Addition	Luxurious Sheraton Towers
Single Occupancy	_____ \$30	_____ \$35	_____ \$40
Double Occupancy	_____ \$36	_____ \$41	_____ \$46
1 Bdrm. Suite	_____ \$60 _____ \$100	_____ \$115	_____ \$120
2 Bdrm. Suite	_____ \$140		_____ \$165

NAA Convention Reservations will be accepted until four weeks prior to opening date of the Convention (July 22). Thereafter reservations will be honored on a space available basis only.

Rooms not available until 3:00 p.m. All reservations will be held until 6:00 p.m. unless Guaranteed Payment indicated above.

Send this completed reservation form to: Sheraton-Boston Hotel, Prudential Center, Boston, MA 02199.

30 YEARS

30 YEARS

Congratulations!

Western college of auctioneering



R.J. (Bob) Thomas
President



W.J. (Bill) HAGEN
Executive Secretary
Member National Auctioneers
Hall of Fame

*on thirty years of training auctioneers
from the Spring Class of 1978*

Many thanks to our Instructors

W.J. (Bill) Hagen, Billings, MT
R.J. (Bob) Thomas, Billings, MT
Jack Bowser, Molt, MT
Jack Ellis, Roundup, MT
Jerry Ellis, Roundup, MT
Ray Granmoe, Glendive, MT

Ron Granmoe, Glendive, MT
Gene Gabel, Billings, MT
T.P. Kongsli, Herreid, SD
John Kuiath, Billings, MT
Bob Lohrenz, Powell, WY
John Mandeville, Bozeman, MT
Bob Musser, Cody, WY

Warren Smith, Williston, ND
Larry Stokes, Port Orchard, WA
Wallace Stadtfeld, Billings, MT
Edie Ellis, Roundup, MT
Lorraine Divver, Billings, MT
Dean Roberts, Billings, MT

SPRING CLASS 1978

Bob Hinkle—President, Northridge, CA
Park Brown—Secretary, Williston, ND
Tom Aaberg, Hot Springs, SD
Tom Anderberg, Gettysburg, SD
Greg Allustiarte, Elmira, CA
Virginia Anderson, Enumclaw, WA
Dale Arnell, Cochrane, Alberta, Canada
Judy Barber, Buffalo, SD
Dennis Beagle, Polson, MT
Jeff Blake, Reno, NV
Doug Brander, Didsbury, Alberta, Canada
Verlyn Busch, Lloydminster, Sask., Canada
Kelly Christensen, New Castle, UT

Roger Cogburn, Fort Collins, CO
Danny Collett, Tabor, Alberta, Canada
Darel Crookshanks, Dover, DE
Donald Devore, Billings, MT
Trevor Doust, New South Wales, Australia
Don Estes, McArthur, CA
Gerald Fuller, Gillette, WY
Barry Gold, Maple Creek, Sask., Canada
Frank Gross, Hermiston, OR
Richard Del Holmgren, Bear River City, UT
Maynard La Fond, Malta, MT
Art Larivee, London, Ontario, Canada
John Lee, Shevlin, MN
Russ Maynard, Aledo, IL

Charles D. McGibbon, Richmond, B.C., Canada
Gary Pronschinske, Cochrane, WI
Lyle Roberts, Olds, Alberta, Canada
Lee Schumann, Lakefield, MN
Leland R. Schleich, Rocky Ford, CO
Murray Skelding, Lethbridge, Alberta, Canada
Paul Spence, Sandy, OR
Brad Strasheim, Junction City, OR
Gary Temple, Bozeman, MT
Richard Thatcher, Gillette, WY
R.D. Volmer, Presho, SD
John Wright, Yorkton, Sask., Canada
Chuck Yarshenko, Maple Creek, Sask., Canada

*Everyone is invited to the 30th Anniversary Celebration
June 17, 1978—Billings, Montana*

30 YEARS

30 YEARS

National Auctioneers Association 1978 Advance Convention Registration Form

Advance Registration Deadline June 30, 1978. Any and all Registrations Received After June 30, 1978 Will Be At The \$45 Regular Registration Rate.

Auctioneer's Name _____
Please Print Last First Middle Initial

Preferred First Name _____ Is This Your
Or Nickname to Appear First NAA
On Convention Badge _____ Convention? _____ Yes _____ No

If Spouse or Guest Registering for the
Convention Give Full Name to Appear on Badge _____

Your Address _____

City _____ State _____ Zip _____

All members of family, guests, etc., should be listed if registering for Convention activities. Name listed will be shown on Name Badge. Name badges will serve as convention meeting permits.

Children 12 years and younger — Registration Free when accompanied by adult registrant.

List Name of All Members, Guests, etc., to be included in this registration and give age if 12 years of age or under:

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

Please indicate total number of registrants in each activity selected and total amount being paid for:

Registration Fee(s) Enclosed For:

_____ Individuals @ \$35 each for Advance Registration (Includes registration fees for badges and program, in addition to Thursday luncheon, Friday night bus transportation to and from Aquarium and Clambake dinner; and Saturday night Banquet and Ball): Total \$ _____

Special Event(s) Fee(s) Enclosed For:

_____ Individual(s) @ \$8.25 each for AUCTIONEER'S Luncheon on Friday, July 21: Total \$ _____

_____ Individual(s) @ \$7.50 each for LADIES AUXILIARY Luncheon on Friday, July 21: Total \$ _____

ADD UP TOTAL FOR ALL EVENTS SELECTED ABOVE: TOTAL \$ _____

Make check payable to: National Auctioneers Association and send check (TOTAL ADVANCE REGISTRATION PAYMENT) to National Auctioneers Association, 135 Lakewood Drive, Lincoln, NE 68510. NOTE: Advance Registration Fees must be submitted and received at the NAA Office on or before June 30, 1978.

This form is for NAA Convention Advance Registration Only. Information on and registration for Pre-Convention and Convention Tours and Activities will be published on behalf of the 1978 Boston Host Association.

Room Accommodations will be limited at the Sheraton-Boston Hotel. Please use the NAA Convention Hotel Reservation Form and reserve your room accommodations' needs IMMEDIATELY! The Hotel Reservation Form is included in this issue of THE AUCTIONEER magazine.

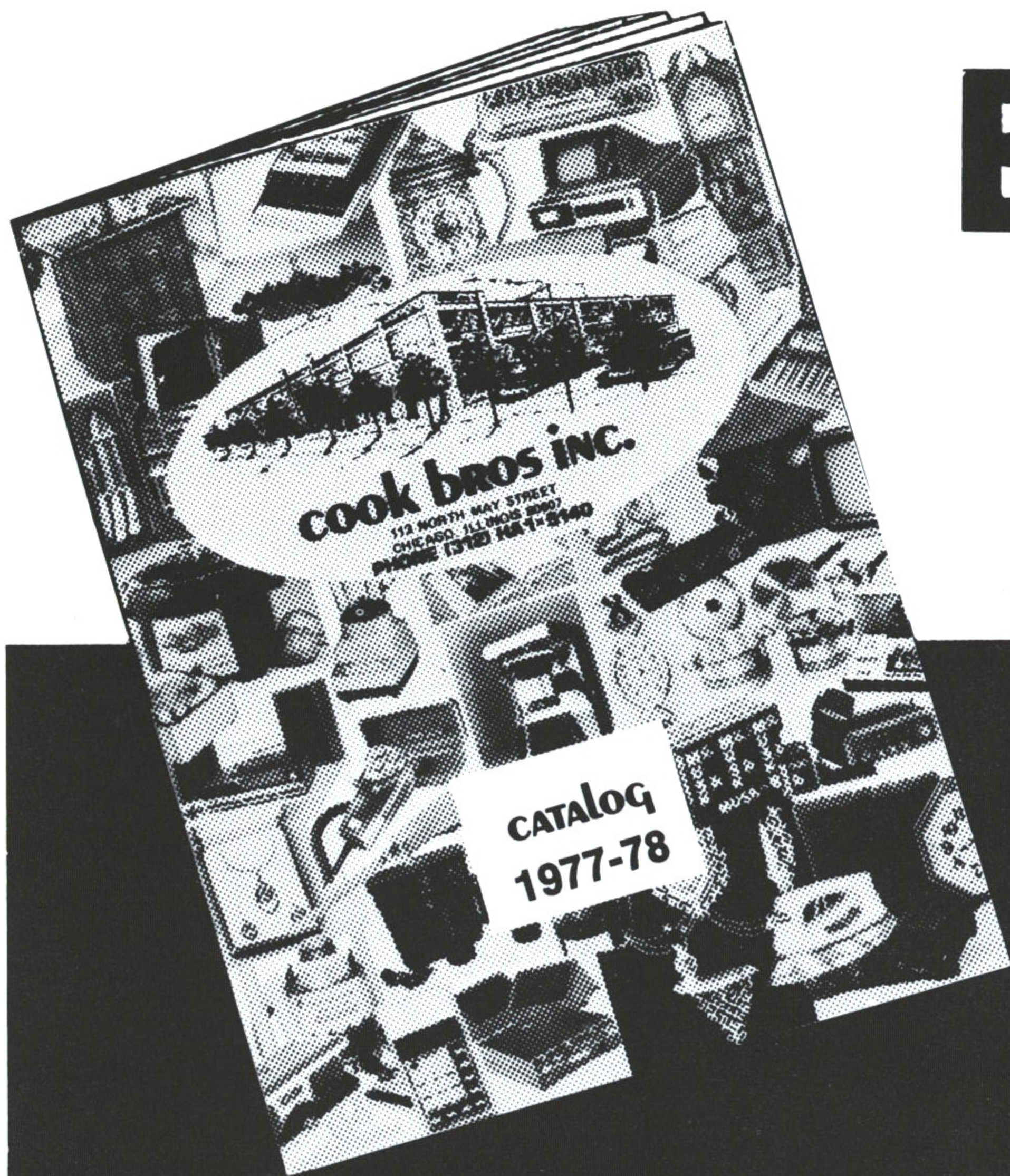
1978-79 Dues Statement Ladies Auxiliary to the National Auctioneers Association

Yes, I also am enclosing my \$5.00 annual dues (1978-79) to the Ladies Auxiliary to the National Auctioneers Association.

Name _____

Address _____

City _____ State _____ Zip _____



BIG EXTRA PROFITS

COOK BROS. INC.

**113 N. May Street,
Chicago, IL 60607
Area Code 312-421-5140**

Or Visit our Giant Showrooms

**Mon.-Fri. 7 a.m.—5:30 p.m.
Saturday 7 a.m.—3 p.m.**

Auctioneers and independent sales organizations have long relied on Cook Bros. as their leading source for a wide variety of merchandise . . . including tv's and radios, CB radios, stereos, appliances, watches, cutlery, jewelry, cameras and small novelties . . . items that can be profitably and quickly sold.

All orders are shipped the SAME DAY we receive them! Whether you sell strictly from the auction block, in a store, or house-to-house or business-to-business, Cook Bros. should be your NUMBER ONE supplier for all types of general merchandise and closeouts! Mail coupon below for your big, new wholesale catalog. You'll boost your profits promptly!

- *Lowest Prices *Name Brands *Large inventory always
- *Same day shipment *Direct importers
- *Merchandise warranted against factory defects
- *Catalogs without our name available for your use

**MAIL
THIS
NO-RISK
COUPON
TODAY**

To: Cook Bros., Inc., Dept. A976
113 N. May St., Chicago IL 60607

Yes, I want to make more money! RUSH my copy of your big, new wholesale catalog.

My name.....

Address.....

City.....

State..... ZIP.....

Welcome to Massachusetts — Where It All Began!

By William "Bill" Moon, Chairman
1978 "Boston Clambake" Convention

Let's think back somewhere in our life when we heard such names as The Old North Church, Boston Tea Party, U.S.S. Constitution, Bunker Hill Monument, The Plymouth Rock, The Mayflower, Fore Fathers Monument, Old Belfry Marker Stone of Capt. John Parker who was the leader of the Minute Men and just think — all these historical sites can be seen if you attend the 1978 National Auctioneers Association Convention, to be held in Boston, July 18th through July 22.

I welcome all NAA auctioneers, their families, and guests to attend the first convention ever held in New England. Planning has been underway for quite sometime by me, our committees, and with the expert assistance of our National President, Martin Higgenbotham, and our Executive Director, Harvey McCray, we are planning one of the finest convention ever held by the NAA.

Activities will start on Tuesday with the Golf Tournament where all the "Pros" will play to "Beat the President". Good luck, Marty!

Also on Tuesday, two tours will be leaving from the Sheraton-Boston — one at 9:00 a.m. to Sturbridge Village and the other at 1:00 p.m., which is The Plymouth Pilgrimage. Three other tours have been planned for Wednesday and Thursday and all of them will take you to many of the historical places in the Boston area — all with professional guides.

The Concord Minute Men will perform for all NAA Auctioneers and their families at the Wednesday night reception. The Minute Men have had the honor to represent Massachusetts in three Presidential inaugural parades; performed at the historic Fort Ticonderoga, New York; the Castle of San Marcos in St. Augustine; Miami, Florida Orange Bowl Parade; Disney World; and conducted a special performance for the King of Sweden.

THE PROFESSIONAL AUCTIONEER AND WHAT HE NEEDS TO KNOW

By RUSSELL KRUSE

A book every auctioneer should have in his possession. Prepared for practicing auctioneer and the student or beginning auctioneer.

CHAPTER HEADINGS

- | | |
|---|--|
| 1. Bid calling | 9. Insurance |
| 2. Conducting the auction | 10. License law — Bonds |
| 3. Contracts | 11. Fees — Commission |
| 4. Sale summary | 12. Appraising |
| 5. Uniform commercial code and auctioneer liability | 13. Land description and surveys |
| 6. Reserve bidding | 14. Working together |
| 7. Advertising | 15. Definition of 276 terms and words every auctioneer should know or have available |
| 8. Ringman | |

Price of book \$5.00 (Volume discount available). Being used by several states — auctioneer associations and auction schools. WRITE: Kruse Office: 305 South Union Street, Auburn, Indiana 46706.

The convention officially opens Thursday with an address from the Governor of Massachusetts and the Mayor of Boston at the Kick-off Luncheon. In the evening you will be entertained by Charlie Dornan a well known comedian whom will appear prior to the fun auction. Then the fun auction will take over for the rest of the night, hoping to break the total receipts of last year at the Seattle Convention.

At the Friday's Luncheon, auctioneers will have a chance to hear Davis Taylor, Publisher of the Boston Globe as our featured speaker and his dynamic presentation will startle all of you.

Also at the Friday Luncheon the 1978 CAI graduates will be inducted and recognized as the first members of the Certified Auctioneers Institute. They will be the first to wear the CAI designation.

On Friday evening we all will be going to one of the biggest Clam Bakes of your lifetime at the New Aquarium, which is located at Boston Harbour, a short distance from the hotel. Gray Line Buses will furnish transportation to and from the Clam Bake and while at the bake you will be able to tour the New Aquarium.

Inside the New Aquarium you will see creatures and other sea life found off the New England Coast and attend the daily performance of such creatures.

The Annual Meeting will be held on Saturday afternoon, where the new NAA officers and directors will be elected.

The Ladies Auxiliary will honor those NAA members who have passed away during the year. A report of the NAA's annual activities will be given by the NAA Committee Chairmen.

At the Saturday evening President's Banquet you will enjoy Nido Quebin, the motivational and inspirational speaker. After the banquet dance music will be provided by the Baron Hugo's Orchestra at the President's Ball.

A fine convention is planned for you, so set aside the dates of July 18-22, 1978 from your busy auction schedule and plan to attend the National Auctioneers Association "Boston Clambake" Convention.

Remember "This Is Where It All Began!" I'll see you in Boston!

William "Bill" Moon, Chairman
1978 "Boston Clambake" Convention
July 18-22, 1978

Put the Word Auction In Your Vocabulary

By Ron Tull, NAA Member
Annandale, Virginia

I believe it is time for the members of the National Auctioneers Association to put the word "auction" in their vocabulary! The NAA is the "National AUCTIONEERS Association", which indicates that its members sell at AUCTION.

So many members — a majority, perhaps — do not talk about their AUCTIONS; they talk about their sales. How did that sale materialize? Was it by private treaty or seal bid?

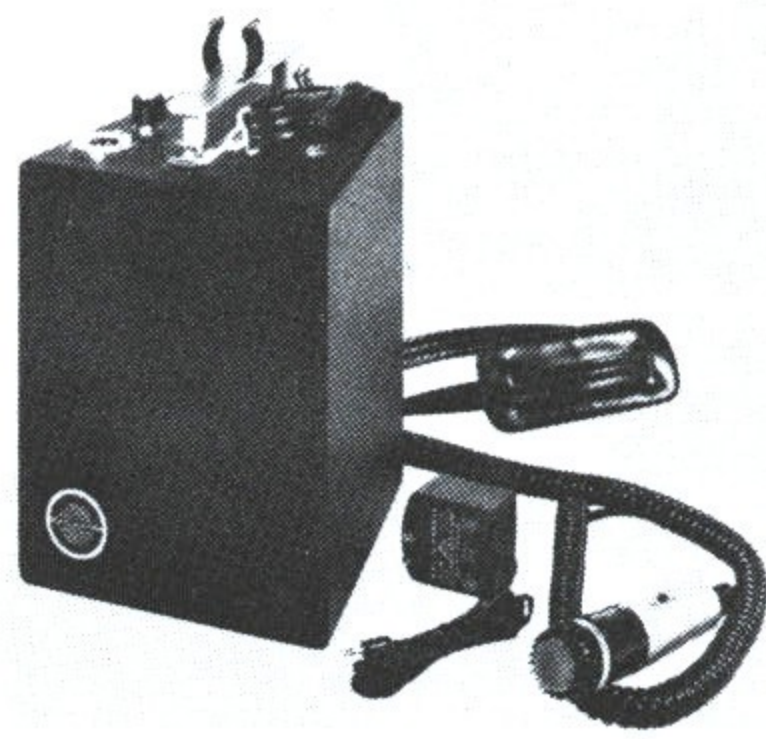
No, it was via the AUCTION method of sale.

The members call themselves AUCTIONEERS and many have the word AUCTION in their company name. So why not have the word AUCTION in our vocabulary?

If we always refer to the AUCTION sale then the public will catch on and call it AUCTION and not a sale.

It is especially confusing when an auctioneer also sells at private treaty. They have to waste time clarifying what type of sale they are talking about. The solution is simple.

Insert the word AUCTION in front of the word "sale" and then everyone will know it is an AUCTION SALE.



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Yes, you can save twenty-five dollars on the new Model 18 Voice Projector by buying at our Institutional User's price of only \$285. The unit has also been reduced in weight to about six pounds and comes equipped with a 16' coil microphone cord, shoulder strap, lavalier, and power pack charger. The power pack is good for a thousand charges. You can forget about replacing power packs now.

Many top auctioneers across the country believe that this unit is the best and they prove their confidence by buying and using it. You, too, will use the Model 18 with pride and pleasure. It will save you money and make you money. The Model 18 would also make a great gift for your favorite auctioneer . . . you.

We also have the Model 17 which sells for only \$195. Its power pack lasts approximately 100 hours. It's a honey! Order your choice today.

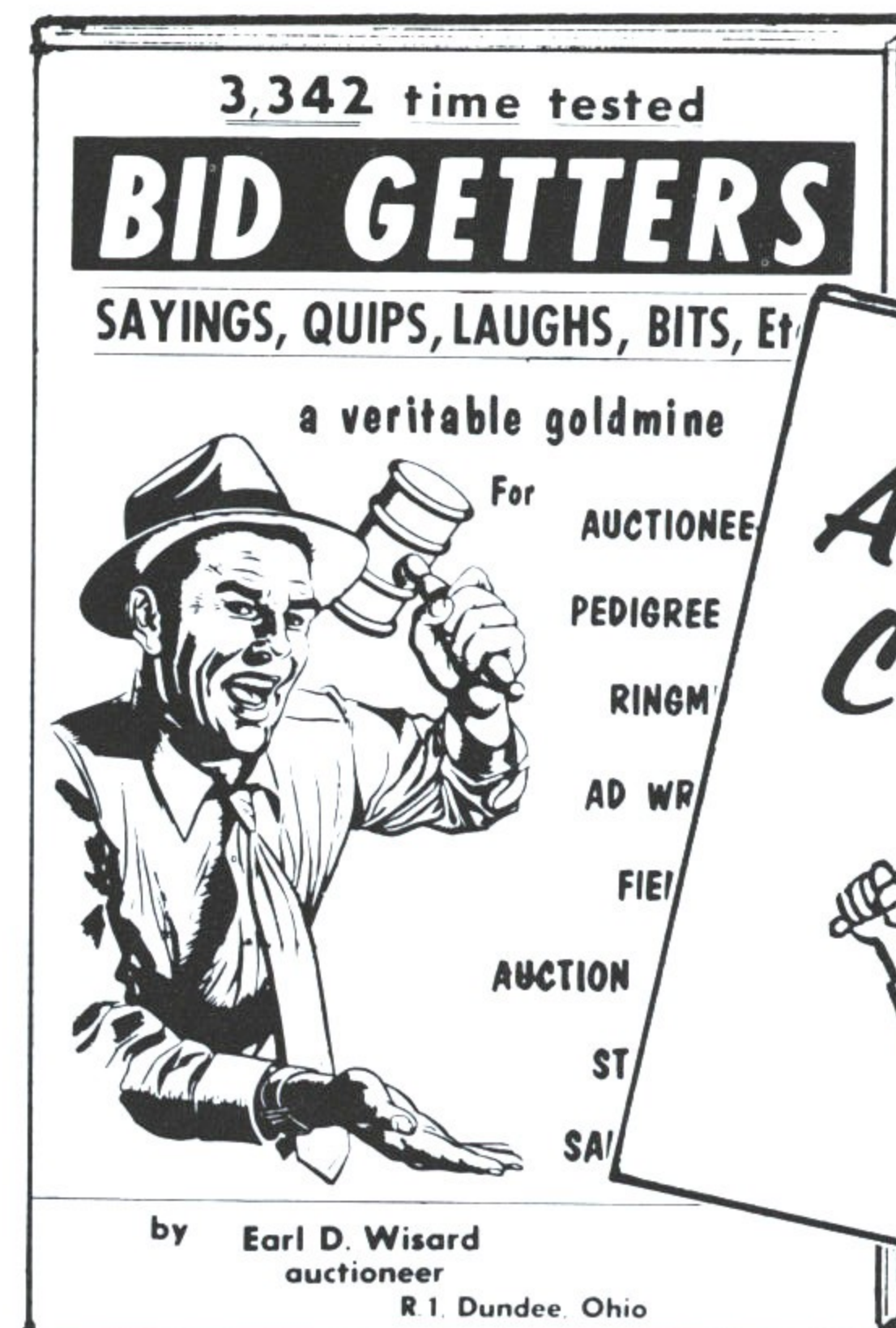
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by Earl D. Wisard, Auctioneer
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Tour Activities — 1978 NAA Boston Clambake Convention

TOUR REGISTRATION

Tuesday, July 18, 1978

NAA Tour A — Sturbridge Village (About 8 hours for 130 miles)

A New England Village. Old Sturbridge isn't like a revolutionary town — it is a revolutionary town. Take a scenic ride in time to a re-created Revolutionary town. Upon arrival, the costumed villagers will involve you in the day of Yankee townspeople at work — spinning and weaving; manufacturing tin, pewter, and brooms; and cooking over the farmhouse hearth. Because the villagers tell the story so well, no tour lecture is provided.

Departs: 10:30 a.m. Adults: \$12.00; Children under 12: \$6.00.

NAA Tour B — Plymouth Pilgrimage (About 4 hours for 100 miles)

Quincy and Plymouth. The pilgrims found liberty on a magnificent and terrifying coast at Plymouth. An unyielding rock became their symbol of freedom's ability to survive hardship. On it they gratefully carved "1620," the year of their landfall. Plymouth Rock endures, and so do the ideals of that small band. John Adams once said that 1620 marked the real beginning of the American Revolution. On the way to Plymouth you will visit the Adams Mansion (small fee), home of two presidents. And in Plymouth itself you can stroll the beach imagining the America the first Pilgrim saw — a vast continent of forces. Visit the Mayflower II (small fee), a replica which has re-sailed the original journey. Visualize colonial life in reconstructions of early settlement houses. Walk in lovely Brewster Garden. American history has its anchor in Plymouth — amid the cranberry bogs and granite quarries of the charming South Shore.

Departs: 1:00 p.m. Adults: \$7.25; Children under 12: \$3.60.

Wednesday, July 19, 1978

NAA Tour C — The Grand Combination (About 7 hours for 75 miles)

Boston, Cambridge, Lexington, Concord, Sudbury. Boston — The memories of our nation live here. The Grand Combination brings together the traditions and excitement of old Boston, Charlestown and Cambridge with the serenity and history of wooded Lexington and Concord. See virtually every important landmark in greater Boston, and learn its role in history. Join us as we venture through shaded country roads, past old village greens, taverns, and the houses of Hawthorne and Emerson. Walk the Green at Lexington where the first American soldiers stood their ground. Experience America's history personally, in Concord where once a shot was fired heard 'round the world. Then visit an old grist mill, just past Longfellow's storied Wayside Inn.

Departs: 8:30 a.m. Adults \$11.95; Children under 12: \$6.00. (Plus box lunch.)

NAA Tour D — The Greater Boston (About 3 hours for 18 miles)

Boston and Cambridge. Old Boston still remembers. Faneuil Hall shook with anger at the King's tea tax. A lantern in Revere's North Church lit the flame of revolution. "Old Ironsides" still tugs at her warps, deck bristling with the cannon that scuttled the British Navy. Bunker Hill, King's Chapel, the Old Burial Ground, stately Beacon Hill. See and learn about virtually every historic landmark in Boston and Charlestown, Boston Public Gardens and across the Charles River in Cambridge, M.I.T. and Harvard Universities. Visit the Boston Tea Party Site, Ship and Museum and the U.S.S. CONSTITUTION.

Departs: 1:00 p.m. Adults: \$5.50; Children under 12: \$2.75.

Thursday, July 20, 1978

NAA Tour E — Salem the Witch City (About 4 hours for 40 miles)

Spouses, guests and Childrens Tour . . . Marblehead and Salem. The North Shore bred the men who built the ships that cracked the trade barriers of a reluctant Orient. First stop in Marblehead. See the original Spirit of '76 painting and sniff the salt air from Castle Rock. Then relive Salem's history in the witch museum where in 1692 three young girls saw witches and before their mischief was through, 19 men and women were hanged.

Departs: 8:00 a.m.; returns 11:45 a.m. Adults \$7.70; Children under 12: \$4.35.

Enclosed is the cost of registration for the following tours:

Tuesday, July 18, 1978:

NAA Tour A — Sturbridge Village.

_____Adults @ \$12.00 each;

_____Children @ \$6.00 each.

TOTAL \$_____

NAA Tour B — Quincy and Plymouth.

_____Adults @ \$7.25 each;

_____Children @ \$3.60 each.

TOTAL \$_____

Wednesday, July 19, 1978:

NAA Tour C — Boston, Cambridge, Lexington, Concord, Sudbury.

_____Adults @ \$11.95 each;

_____Children @ \$6.00 each.

TOTAL \$_____

NAA Tour D — The Greater Boston.

_____Adults @ \$5.50 each;

_____Children @ \$2.75 each.

TOTAL \$_____

Thursday, July 20, 1978:

NAA Tour E (Spouses, Guests and Children) — Salem the Witch City.

_____Adults @ \$7.70 each;

_____Children @ \$4.35 each.

TOTAL \$_____

TOTAL AMOUNT ENCLOSED FOR NAA TOURS \$_____

Name_____

Address_____

City_____State_____Zip_____

Submit Completed Registration Form and Money to: National Auctioneers Association Tour Committee, 135 Lakewood Drive, Lincoln, NE 68510. ATTN: Tour Committee Chairman Jack Armstrong Hilditch.

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Princeton, West Virginia



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We are very proud to have Jim as an instructor at Mendenhall. He is a young man who has been very successful in the short period of time he has been in the auction business. Jim is truly "one of a kind".

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Auctioneers Should Continue To Evaluate Their Performance And Maintain A Professional Attitude

By Forrest Mendenhall, Director
National Auctioneers Association
High Point, North Carolina

Are We Really Good Auctioneers?

This is a question each of us should ask ourselves. Many of us who have been in the auction business for years acquire many habits — both good and bad.

While traveling over the nation and observing many auctioneers working at various types of auctions, it is easy to establish one's "likes and dislikes". Some of the problems and my solutions to these problems are as follows:

One of the major items an auctioneer needs to be aware of is how to manage the microphone. One of the most annoying traits an auctioneer can have is to blow into the mike at the beginning of the auction to see if it is working properly.

It is better to test a mike by counting "one, two, three" or tap the mike with a finger nail. Also, if you must cough or clear your throat, move the mike away from your mouth. Be aware of your sound (volume, tone, etc.) to the listening audience.

If you are working in an enclosed area, don't have the amplifier's volume so loud that it is annoying to the audience and they leave with a headache. If too distracting — loud — they may never return!

Shuffling papers in front of the microphone also is annoying as the sound is amplified. With the fine transistorized equipment available today, there is no need for an auctioneer to shout at his audience. A friendly conversational tone is much better than the "bullish" tone.

When it is necessary to drive home a point, go ahead and put some explosive power behind your voice, but it will sound better and be just as effective if you back away from the mike a little when doing so.

The good auctioneer should have a "ball park" idea as to the value of the items he is selling. Review the merchandise you will be selling well ahead of sale time. The more you know about what you are selling, the more intelligently you can talk about it.

The buyers know when you are well informed and when you are "blowing smoke". If you are well informed and tell it like it is, you will be respected as a professional. Respect will create confidence with your buyers and confidence is a big part of a good reputation.

Regardless of the types of auctions you are involved with, always be considerate of the clerk or bookkeeper. This person plays a very important role in the auction business. If the prices are recorded wrong or the wrong buyer's name or number is recorded, it creates problems — for all of you!

A good auctioneer should be aware of these facts and should repeat the selling price and buyer's name or number when each item is sold. It only takes a few seconds to do this and can prevent many problems at the end of the auction.

Have the items arranged in the desired order so that a minimum of time is required when going from one article to another. Keep the auction moving!

Be doing something all of the time; the public loves a good energetic auctioneer.

The type of property being sold makes a difference in the type and style of selling at auction! Normally, the greater the value, the more time it takes to sell it. Use your better judgment and be realistic.

One of the most important aspects of an auction is "TIME"!

The auctioneer must have all of the terms and conditions of the auction in order long before it is time for the auction to begin. Many auctioneers use a tape recorder when the announcements are made so that they can maintain the

tapes along with other important information, relating to that particular auction.

The recorded tapes can be used at a later date in the event a misunderstanding has been made about the terms and conditions of that particular auction.

The auctioneer should have all of his help arranged well in advance of the auction: clerk, cashier, ringmen; he will need sufficient help to arrange the goods for best selling display; he will need a checkout person to see that buyers receive their purchases; and he should appoint someone to the important task of controlling parking and traffic flow.

The more professional job we do, the more confidence everyone will have in the auctioneer and in the auction method of selling.

Create that "Professional Auction Image"!

Continued Education is Important
To The Success of Your Business

Education and experience go hand in hand and are the stepping stones to success. You can't get along with one without the other.

People put a great deal of importance on sons and daughters going to college or at least some advanced training after high school. However, many of those same parents do not realize or take advantage of the opportunity to receive advance education for themselves.

Advance education consists of several things: attending classes at a local college on subjects to help your business; attending seminars, conventions, etc., of your trade association or profession; attending seminars on subjects related to your business sponsored by other organizations; attending CAI-type programs, etc. The list can be quite long.

The many, many auctioneers from across the nation who have become my friends through attending conventions, seminars, etc. are testimonials to advance education. Seldom have I talked to an auctioneer who hasn't received much more out of attending than he has put into it.

Hopefully, many of you will take the next opportunity to attend your state convention. Even more important will be attending the NAA Convention in Boston in July. I know the subject and their speakers will be first class and there will be something for everyone.

And just as important will be the opportunity to meet other auctioneers with whom to share experiences. Many ideas and much progress has come from these gatherings in the hall and in the lobby.

I would like to personally meet you in Boston . . . hope you will be there!

C. P. Terry Dunning, Director
National Auctioneers Association
Elgin, Illinois

Contracts Should Be Considered
When Auction Agreements Made

By Herbert A. Bambeck, Director
National Auctioneers Association
Dover, Ohio

Auctioneers should not hesitate to enter into written contracts with owners or sellers of property to be auctioned. An agreement in writing can serve a valuable function for both the auctioneer and his clients. It is the professional way to do business. A dispute over what was actually agreed upon is less likely to ever develop. Individuals, banks, attorneys, businessmen, administrators and executors of estates need copies of sales agreements in order to keep proper records.

Many states with license laws require, as part of the law, that the auction agreement be in writing. However, even though you are not required in your area to do so, it will be to your advantage to put in writing what you agree

to do for the seller and what you will expect the seller to do.

Auction sales agreements should contain:

- 1. The names of all parties to the contract, including possible third parties, such as lien holders.
- 2. A description of the property, real or personal, which is to be sold.
- 3. The terms of sale.
- 4. A promotional schedule.
- 5. List mortgages and amounts, if applicable.
- 6. The amount of commission to be charged.
- 7. The duties of the auctioneer.
- 8. The duties of the seller.
- 9. Date, time, and location of the sale.

It is desirable to have an attorney prepare a form for you to use.

The auctioneer should be aware that not everyone has the capacity to sign a contract. Minors, insane persons, guardian-controlled persons, corporate personnel without proper minutes already in the corporate records, are examples of those unable to enter into an agreement. Any contract entered into with such a person may not be enforceable. When in doubt about a potential seller's authority, do not hesitate to ask questions. It could prevent you from having serious problems later. Do not allow one person to sign another's name, such as one spouse signing for the other, or one business partner signing for the other, unless they have a properly executed power of attorney. A part owner who did not give prior written consent will be in a controlling position in any controversy which arises after the sale.

When in doubt about the person contacting you for the sale having the full authority to sell, check with an attorney. The dollars spent for advice may prove to be cheap insurance for you.

After the auction is completed, file the written agreement along with other material relating to the auction for reference if ever needed.

Counterfeiters steal millions. Will they steal your dollars? Over five thousand in counterfeit money passed in one city alone every day. Take a bad buck and it's yours. The bank will confiscate your counterfeit bill and give you a receipt, that's all. Your loss \$10.00, \$20.00, \$50.00, or \$100.00. Protect yourself. Counter Detect. Detect instantly most counterfeit bills. The Counter Detect works when ultra violet light fails. Used by major banks, supermarkets, bars. Send check or money order for \$5.95 plus 0.85 cents for handling and shipping. Save: Two for only \$10.95 plus 0.85 cents handling and shipping. Please send one () two (). Sorry no C.O.D. New York Residents add sales tax. Unconditionally guaranteed. Counter Detect, 150 Long Island Avenue, Holtsville, New York 11742. Post Drawer AB. Name: Street: Town: State: Zip:

Take A Tour When Attending The 1978 Boston Convention

By Jack Armstrong Hilditch, Chairman
1978 Boston Pre-Convention Tours

The finest way for an NAA member to take a vacation is during annual convention and the best way to enjoy the area in which the annual convention is being held is by joining with the hundreds of members and their families who tour the sites on the pre-convention tours.

In Boston for the 1978 "Boston Clambake" Convention — headquartered at the Sheraton-Boston Hotel on July 18-22, 1978, several outstanding, historic tours have been arranged — where else will you find any more historic sites and buildings than in Boston, "Where It All Began" for the United States of America!

NAA Auctioneer Jack Armstrong Hilditch, the first vice president of the Massachusetts Auctioneers Association and an estate auctioneer, has been given the task of handling the 1978 pre-convention tours. He is well qualified, having served in this capacity before. His 1978 tour selection is as follows (check the Pre-Convention Tour Registration form for times and costs):

SALEM — THE WITCH CITY

As you leave Boston to go to Salem you will take the north bound route with its picturesque New England oceanside view. At Salem you will see brick streets and malls, stately old mansions, unusually shaped old homes of all kinds. Your sixteen and seventeen hundreds, museums of all kinds. Your first stop will be at the Salem Witch Castle where you will go inside for the half an hour presentation of the famous Salem witch trials, while here you will also see wax figures in conjunction with witches, also an array of colored lights to put the fear of a darkened gloom in you.

From there you will travel to the house of "Seven Gables" made famous by Hawthorne. This huge lovely old house sets right on the ocean's edge, once inside you can climb the hidden staircase, marvel at the decor and wide board floors, and many sea captains' belongings. Your guide here will show you around and tell the story and history of the "Seven Gables". So you will be able to relive this famous story.

Next you shall travel to the "Salem Willows" for a rest stop. At this lovely island you can view the ocean bay with all types of ships and yachts.

THE PILGRIMAGE TOUR AT PLYMOUTH

Here, after leaving the Sheraton-Boston Hotel, you will travel down Boston's Southeast Expressway to historic Quincy. We will stop at the Arams Mansion, home of two presidents. Once inside this stately mansion you will be very impressed with its lovely antique decor. You shall also see the famous library building. Next you shall continue thru the picturesque countryside views which are unexcelled in your motorcoach. Here on your way to Plymouth you will be able to see the Cranberry Bogs. Upon entering Plymouth your first stop will be at the majestic Forefathers Monument, which is over 90-feet high. This monument contains the names of all those who came on the Mayflower, there you can get out and maybe find your family name?

You then continue on to the beautiful waterfront and the Mayflower II, which is a replica of the famous Mayflower that sailed in 1620 from England. You can go aboard and then come out and see a lovely 1600 style home similar of the kind the Pilgrims lived in with its thatched roof. Adjacent to this is the famous "Plymouth Rock" with its inscribed "1620" on the stone.

A TOUR OF STURBRIDGE VILLAGE

As we leave Boston we will take the Massachusetts Turnpike to the Old Sturbridge Village. Once here you will be met by an auctioneer guide, who will show you what it was like yesteryear. Here is a recreation of a way of life a century and a half past. This was an age before railroads and highways,



BOSTON'S OLDEST HOUSE, the Paul Revere House, is one of the favorite tour sites.

a time before industrialization and mechanization changed the face of town and city. A visitor to Sturbridge Village is carried back in time to the age of the Farmer in the 1800 to 1830 era. The village consists of a 250-acre tract of land with buildings, including a meetinghouse, a tavern, a clockshop, a cabinet shop, a craft center, an herb bard, a country store, a lovely, small bank, a complete farm and barn of the era are all working and set up to visit, a beautiful village green, a school, a woodworking and crockery shop, real old country stores, animals, and a way of life in the past you shall never forget.

While you are here you can buy a bag of homemade cookies at Mrs. Allen's bakehouse; you can ride the horse and buggy thru the woodlands; and you can see silverware being made in homemade casts. When it comes time to leave this village of yesteryear you will feel kind of sad, but you will always remember your pleasant date with the past.

THE GRAND COMBINATION TOUR

This excellent historical tour will unfold the pages of early American history in the towns of Boston, Cambridge, Lexington,



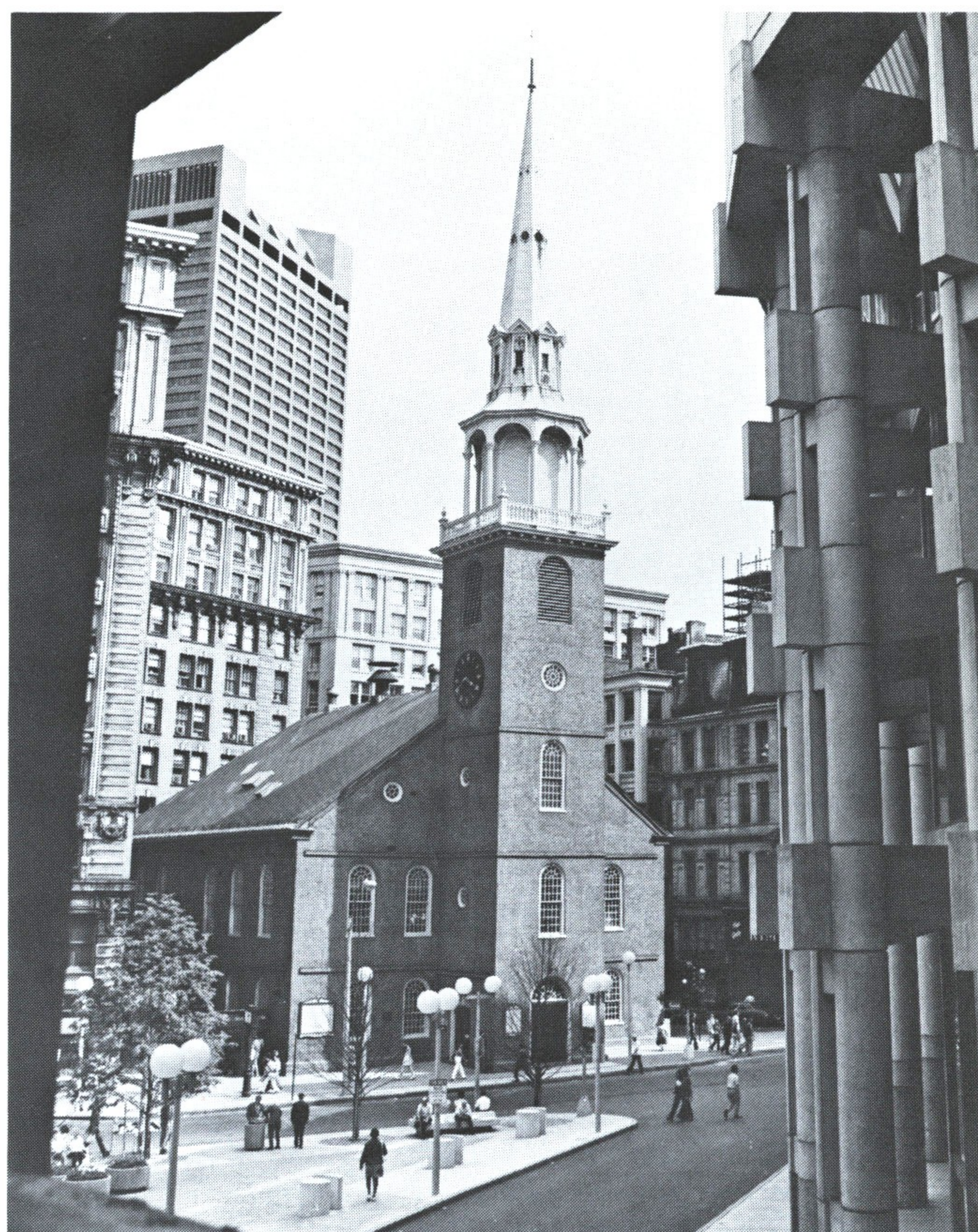
THE MINUTEMAN STATUE in nearby Lexington was sculptured by Daniel Chester French.

Concord, and Sudbury. Here you will view the many firsts in History that started our way of life. You will cover times and see buildings that emerged in the colonial; then continued on to the maritime; to the victorian; and finally the modern day periods.

Your tour of Boston's famous "Freedom Trail" will be fabulous, you will see the Boston Swanboats; the Boston Common (1630) — the oldest public park in America; ride up stately Beacon Hill; and the old brick mansions; the old gas street lanterns; and Boston's Gold Dome State House right at the top; view the King's Chapel Church (1686-1754) and the Chapel Burial ground; next see the old South Church; the old Corner Bookstore; travel thru the financial section; see the old State House; (1713) then the famous Market Place with its push cart vendors; the famous Quincy Market completely restored; Faneuil Hall, where the 1st Town Meeting in America took place; then continue on to the waterfront and see the Boston Aquarium; see the old wharfs and buildings of the maritime era; continue on to the Italian section, known as the North End, where you will stop to see the Old North Church of Paul Revere fame; and you will marvel at the lovely old narrow streets and wonder how people actually got around as you continue on to Charlestown.

Here in Charlestown you will see Bunker Hill and the monument; next you will go aboard the U.S.S. Constitution (1797) — the oldest commissioned Battleship in America; from here we will travel along the Esplanade and see the Memorial Hatch where Arthur Fielder conducts the Boston Pops during the Summer months; then we will cross over the bridge over the Charles River to Cambridge.

In Cambridge you will see M.I.T. (Massachusetts Institute of Technology), one of the greatest engineering and technical institutes in the world. Next you will travel down beautiful Memorial Drive along the Charles River to Harvard University. Harvard is the oldest, largest, and wealthiest university in America. Seeing Harvard will be one of the highlights of your trip to Boston. At Harvard you will see the Ware collection



THE OLD SOUTH MEETING HOUSE was where the signal to begin the Tea Party was given — in Boston.

ATTENTION, ALL AUCTIONEERS!

Large Estate Settlement of Colored Gemstones

We have been instructed to dispose of a vast quantity of gemstones. However, in our auctions in Dallas, Houston, and San Antonio, we cannot even scratch the surface of the inventory we have.

We need your help in liquidating these gemstones. We are looking for approximately 100 auctioneers who will sell these emeralds, rubies, sapphires, aquamarines, opals, amethysts, garnets, moonstones, tiger eyes, jade, etc., on consignment.

Please tell us your commission, how many you would like, etc., and we will send them to you immediately.

These gemstones are guaranteed to be genuine. They have been weighed on a jeweler's scale and are accurate to within 1/100 of a carat. All are cut and faceted. They are to be sold without minimum or reservation.

In our own experience, they have proven to be excellent "fillers" for our auctions, take very little time to sell and bring in an extra \$50-\$250 profit for us at every sale.

Please call or write our office as soon as possible.

Thanks very much.



3114 Garden Brook
Dallas, Texas 75234

Contact: Mr. George Wallace
(214) 243-1345

of Glass Flowers, one of the finest exhibits you will ever see. Also you will make a picture stop at Harvard Yard and see the grounds where the movie "Love Story" was filmed; then continue down Brattle Street and see the beautiful Mansions, including the home of Henry Wadsworth Longfellow, the famous Poet; then proceed past Mt. Auburn Cemetery and go thru beautiful Belmont township and pick-up the actual route that Paul Revere took to Lexington Green.

Here at the famous "Green" you can get out and see where it all began: this is where Capt. John Parker commanded the Minutemen; this is where the first shot was fired that triggered the revolution. You can get out and film the famous Minutmen Statue here. This is the start of the Battle Road, which is six and one-half miles to Concord.

Along the Battle Road you will see Fiske Hill; wind along the beautiful Farm countryside to Merriams Corner; see the home of Nathaniel Hawthorne, Louisa May Alcott, Ralph Waldo Emerson, and the quaint Concord village with its old Inns; the Bullet Hole House, and the "Old Manse" mansion; next you will stop and walk on the old North Bridge and see where the "shot was fired that was heard around the world . . ."

You will have a sice lunch and continue on to Sudbury and see Longfellow's historic "Wayside Inn". Henry Ford restored this area in 1928 and you will see the Martha-Mary Chapel; the little Red School House (of Mary had a little lamb); the beautiful Old Stone Grist Mill (this will be another picture stop). From here you will continue on to a real old-fashioned country store with a nickleodian and fresh country ice cream. From here we will go back to Boston along the picturesque Boston Post Road and see the rolling hills and small New England Towns with the rustic charm of a trip and tour you will never forget.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION

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Mrs. Walter (Marie) Flatow, Waterbury Center, Vermont
Mrs. Edwin (Patsy) Fulkerson, Jonesboro, Tennessee

Terms Expiring 1978:

Mrs. Morris (Velda) Fannon, Pennington Gap, Virginia
Mrs. Ken (Marian) Barnicle, Ballwin, Missouri
Mrs. John (Lucille) Freund, Omro, Wisconsin

Come To Boston And Be A Part of the Ladies Auxiliary

Dear Ladies:

Now since the worst of winter seems to be over and perhaps spring will come soon, it is really time to be making plans to attend the National Auctioneers Convention in Boston on July 18-22, 1978. I hope that you ladies will really think about joining the Ladies Auxiliary so that you can be part of the planning for the ladies and children's activities.

We most certainly need all of you to be a part of the organization. It is nice to support your husbands in business, but it is also nice to support him at the convention.

The Ladies Auxiliary tries to be a help in many ways. We donate a gift to the Fun Auction; we help to defray expenses for the children's parties; and we conduct the annual memorial service for deceased members each year.

The Ladies Auxiliary luncheon is always informative and entertaining. It is a good way to meet other wives and families.

The Auxiliary also donates each year to a worthy charity. There are many ways we can help to make the convention a truly family convention, so . . . please come with your families and please join the Ladies Auxiliary and plan to attend the business meeting and luncheon.

See you in Boston.

**Mrs. Wylie (Joan) Rittenhouse, President
Ladies Auxiliary to the NAA
Uniontown, Pennsylvania**

Dear Ladies:

With Spring upon us, after a long hard winter, the warm weather is welcomed. With the weather warming the auctions are really picking up. It seems everyone wants a Saturday sale, but find there are not enough Saturday's in the month.

If you have not already made your reservations for our convention in Boston, I urge you to do this as soon as possible.

Mrs. William Moon has been appointed, Ladies Auxiliary Chairman for the convention. I am sure that she and her committees are busy planning many activities for us all at the convention.

I would like to encourage all the ladies who do not belong to the Auxiliary, to join. This would be a great time since you don't want to miss the events planned for us at the convention.

Our family is looking forward to seeing all of you in Boston.

**Mrs. Harvey (Pat) Lambright, Director
Ladies Auxiliary to the NAA
LaGrange, Indiana**

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Welcome, Ladies, to the 1978 NAA "Boston Clambake" Convention

By Eleanor Moon, Chairman
1978 Ladies Auxiliary Events

Winter up here in New England is finally over and we have now directed our attention to the 1978 NAA "Boston Clambake" Convention. We have been working throughout the winter on convention plans and feel as if we have one of the best conventions ever offered by the NAA.

I welcome all ladies to attend the 1978 convention and Boston is an excellent place at which to hold our convention. The program will be good and the ladies' program will be excellent.

We will begin our activities with pre-convention tours and the first tour — Sturbridge Village — will leave from the Sheraton-Boston hotel at 9:00 a.m., Tuesday, July 18, which is an all-day tour. The event will conclude when the bus returns to the Sheraton-Boston hotel at 5:00 p.m. that day.

A second Tuesday tour will leave the Sheraton-Boston hotel at 1:00 p.m. and return at 5:00 p.m. and this tour is The Plymouth Pilgrimage.

On Wednesday, July 19, a full-day of events is planned, beginning with the 9:00 a.m. The Grand Combination tour; followed by the 1:00 p.m. The Greater Boston tour. Both leave from the Sheraton-Boston hotel and return to the hotel at 5:00 p.m.

These tours will take you to such places as the Old North Church (of Paul Revere fame); the U.S.S. Constitution; Bunker Hill monument; Faneuil Hall; Harvard College; and many more historical places. The full list of tours is offered in this issue of THE AUCTIONEER magazine and on the tour registration form.

The first gathering of NAA auctioneers, their families and guests at the Sheraton-Boston Hotel will be during the

Wednesday night reception, where the Concord Minutemen will perform.

Thursday will be a busy day for the auctioneers, who will be involved in seminars and workshops, but a tour is being planned for ladies and guests who do not wish to participate in the morning's activities. The Witch Castle in Salem tour will leave the hotel at 8:30 a.m. and return at 11:30 a.m. — in time to attend the Kickoff Luncheon of the convention. In Salem, you will learn about the witch hangings in the 1600s and see exquisite wax mannequins and exhibits of the famous witch hangings, which have made history.

Returning from Salem, you will pass by the House of Seven Gables; enjoy a rest stop, where you can have a lovely ocean view of ships and yachts in Salem Harbor.

In the evening on Thursday, you will join your auctioneer and family to be entertained during an hour of entertainment by well-known humorist Charlie Dornan. Mr. Dornan will provide the hour's entertainment, which precedes the 1978 NAA Fun Auction.

We hope that many of you ladies will again provide the interesting and worthwhile fun auction items as you have in the past. Everyone enjoys the NAA Fun Auction and your items make it that much more exciting.

The Ladies Auxiliary to the NAA Luncheon on Friday will be quite entertaining as well as interesting. Mr. Fred Crockett, a descendant of Captain Hanson Crockett Gregory, who is said to have invented the hole in the doughnut in Clam Cove, Maine, in 1847, will present his discussion entitled "The Hole in the Doughnut".

All of the preceding activities are leading up to one of the most exciting events planned for the 1978 Convention — the Boston Clambake. You will board Gray Line buses at 4:30 p.m. on Friday, which will take you to the Boston Aquarium, located on the Boston Harbour. There you will tour the Aquarium, see many of the creatures found off of

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the New England coast and enjoy entertainment during the evening.

Following your Aquarium tour, you will see the actual bake and eat 'till your heart's content: steamers, lobsters, chowder, chicken, corn, watermelon and beverage. Filled to capacity and contentment, you will return to the Sheraton-Boston Hotel.

Free time will be available to the ladies on Saturday morning and you may wish to walk the Freedom Trail — see historic Boston on this interesting walking tour.

The annual meeting will be held on Saturday afternoon, where NAA officers and directors are elected and reports of the NAA are given. The Ladies Auxiliary will conduct the memorial service at the annual meeting, honoring those who are no longer with us and who have passed on during the year.

The President's Banquet and Ball will conclude the exciting 1978 NAA "Boston Clambake". An inspirational and motivational speaker will conclude the President's Banquet, Nido Quebin of High Point, North Carolina; the newly elected president of both the NAA and Ladies Auxiliary will be installed; and awards will be presented to deserving auctioneers (Hall of Fame recipients, advertising contestants and convention attendance winners).

The President's Ball will offer you time to relax and unwind after a busy convention to the dancing music of Baron Hugo's Orchestra.

So ladies, if you attend the 1978 NAA "Boston Clambake" Convention on July 18-22 you are in for a good time! I urge all of you ladies to tell your husbands you are going to the NAA Convention in Boston and make sure he does not schedule auctions for that week.

Believe me, they will listen to you and we will all see you in Boston at the Convention.

**Mrs. William (Eleanor) Moon, Chairman
1978 Ladies Auxiliary Events
NAA "Boston Clambake" Convention**

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What Are You Going to Do With It?

**By John O'Connor, Director
National Auctioneers Association
Owensboro, Kentucky**

Today is the first day in the rest of your life. So what are you going to do with this priceless gift of time?

The great Force above gives us this wealth of time to use in a manner which will compliment our efforts and talents in promoting our great profession.

This can be best achieved by conducting our business in a manner above reproach and in an atmosphere that instills confidence in the general public. This can only be accomplished by conducting successful auction sales.

Nothing promotes success like success! One good sale inevitably brings on another and then another — everyone likes to jump on the band wagon of a successful person. So therefore, it is necessary that we help one another. We never make ourselves look good by tearing down or demeaning our competitors. But how do you break down the barrier between competitors?

Surely one of the very best ways is to attend State and National Association conventions, or better yet, what could be better than to attend the various seminar programs which are held at different locations throughout the United States.

My, what a fantastic opportunity to meet on a one-on-one basis the greats of our profession . . . people like Al Traiman, Wylie Rittenhouse, or Dick Mader, discussing real estate programs; talk about antiques and you think of George Michael, Merle Straw, or Douglas Bilodeau; prestigious gallery sales, hear John Marion, President of Sotheby Parke Bernet or one of his elegant staff.

When you think of farm auctions, how about Bill Gaule or Wayne Kessler or Morris Fannon? I realize I should never have started mentioning names because the list of great auctioneers, both general and specialized, is endless.

For us to be able to converse with these great auction-instructors and to be able to take advantage of their vast experience and knowledge, is a fantastic opportunity. Another thing, it isn't at all uncommon to see these same great talents up there teaching one day and the very next day they'll be sitting right next to you in the class as fellow students.

For us not to take advantage of these excellent programs is like having a gigantic outside farm machinery sale and not using a public address system.

In this day of the competitive market, it is the responsibility of each of us to prepare ourselves to the best of our ability. We owe it to ourselves but most important we owe it to our client to get involved. There is no higher involvement than the Certified Auctioneer Institute (CAI) course, held each year at the University of Indiana. What a super week that is and has been for those of us who have attended!

The more I think about this great profession, I realize how fortunate I am to be a part of it.

Somewhere in my travels I read this short prayer. After working eighteen years in a steel mill it had a special meaning to me. I've changed a few words around, but I hope you like it —

Dear Lord: I am not yet what I totally SHOULD be;

Oh Lord: I am not yet what I totally NEED to be;

Hey Lord: I'm not even what I OUGHT to be;

But thanks to you GOD — I'm not what I used to be . . .

I am now what I want to be . . . A Professional
Auctioneer.

Thanks God!

THE VOICE OF EXPERIENCE

TIPS FOR AUCTIONEERS FROM AUCTIONEERS



EDITOR'S COMMENTS — THE MONTHLY "The Voice of Experience" illustrations will be discontinued after the May, 1978, issue of THE AUCTIONEER due to not having any response from the membership. NAA member and Voice of Experience illustrator Bill Forrest was in hopes of having comments from NAA members about the experiences they have had similar to the one illustrated above by Bill. A call was submitted to all NAA auctioneers by THE AUCTIONEER editor when Bill's first illustration was published in February, 1978, but to date nothing has been submitted with which Bill Forrest can show in a similar illustration. The May, 1978, illustration depicts the dejected look of an auctioneer when he learns, possibly too late, that his staff has been "upstaging" him and not many buyers are looking at the "right" merchandise. Come on, auctioneers have you found yourself in a predicament similar to the one above and don't you want to alert other auctioneers to the problem? Send your ideas for "THE VOICE OF EXPERIENCE" to the NAA Office, 135 Lakewood Drive, Lincoln, NE 68510 and you can be assured that George "Bill" Forrest will receive them for future possible use in the monthly column. **Harvey L. McCray, Editor, THE AUCTIONEER magazine.**

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Article Tells That Fast Talk Not Auctioneers Only Requirement

The following article was submitted to the NAA Office without reference to the publication from which it was taken. The article, written by Muriel Smith, is in reference to the long-time activities of NAA charter member B. G. Coats of Rumson, New Jersey. B. G. also was instrumental in the formation of the New Jersey State Society of Auctioneers (referred to as the "Garden State" auctioneers association in the article).

Credit now is being given to the article on behalf of B. G. Coats in hopes that Muriel Smith will enjoy seeing her work published in THE AUCTIONEER magazine on behalf of B. G. Coats.

Fast Talk Doesn't Make an Auctioneer

By Muriel Smith

RUMSON, NEW JERSEY — Believing you can "see something you've never seen before in any house he enters; referring constantly to his vast and considerable library, B. G. Coats is an intelligent man who has a yen for learning he can never quite satiate. The result is a knowledgeable person with an open mind, always willing to learn; always yearning to hear something new. It's a combination that makes for a highly successful and highly respected auctioneer.

When B. G. came into the field 35 years ago, there were few auctioneers in this area (Rumson), no state organization to insure their honesty, and no national group to keep together men of the trade from throughout the country. So B. G. took it upon himself to see that such an organization came about, both for the reputation of those in the business and to safeguard the untold millions who attend auctions either constantly, or at least once some time of their lives.

The National Auctioneers Association, which began with 13 original members, now has more than 5,300 across the United States and Canada. Most states have organizations, and 28 of them require licensing before a man or woman can auction there. A license system is now pending in New Jersey and B. G. is urging its speedy adoption.

Under terms of the proposed legislation (New Jersey), those seeking an auctioneer's license will have six months to file for a license and must serve a two year apprenticeship under a licensed auctioneer. Presently, to qualify for membership in the Garden State auctioneer's association a candidate must have conducted at least ten auctions for others or be a graduate of a qualified auction school.

The title of "Colonel" is an honorary one bestowed on auctioneers and B. G. tells that story, too; the one about an auction being scheduled, the auctioneer couldn't make it, so a Civil War colonel offered to take over, and the title became associated with all auctioneers.

Probably the largest auction B. G. has ever held was the liquidation of the LaBoyteaux estate in Holmdel, N.J., in 1947. The "auction" was actually a series of five separate sales, one conducted every two weeks. During the auctions, farm equipment, five farms, 200 head of prize Hereford cattle, 30 head of horses, and all the furnishings of the house were sold to the highest bidders.

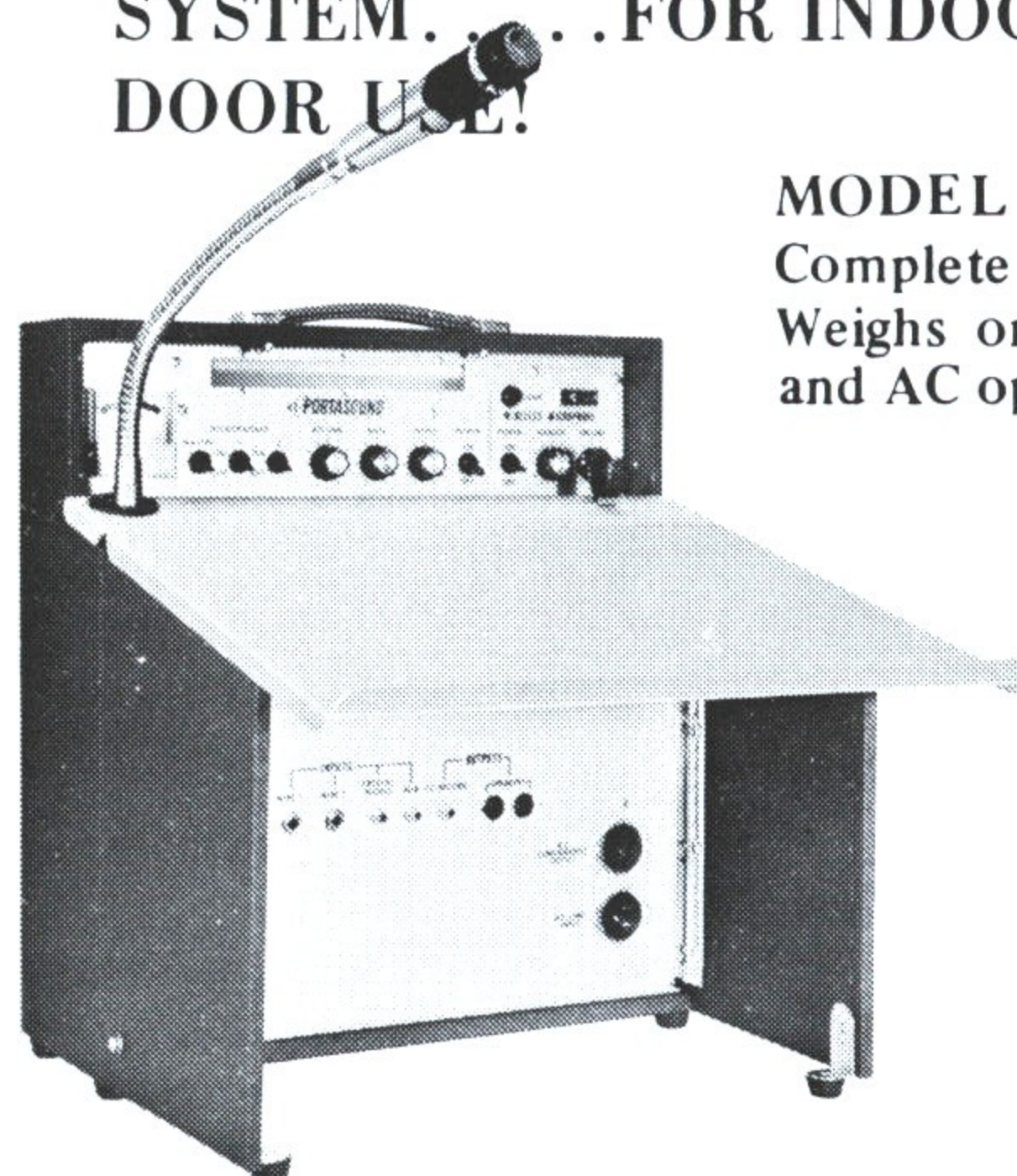
But the auction that probably commanded the most attention in these parts was the one at the Major Bowes estate in Rumson, N.J., in 1947. Major Bowes had gained prominence as a radio entertainer and his Major Bowes Amateur Hour was the hit program of the era. The sale of his goods was spread over three days, and the proceeds, as directed in his will, went to the Catholic Church.

But every auction is a new excitement and a new chance to learn for B. G. There is the thrill of uncovering an authentic Gainsborough as he did for one family; the joy of being able to recognize the value of a set of andirons and having them refurbished for a better market for another; or the satisfaction of learning, if seven years late, he really is respected.



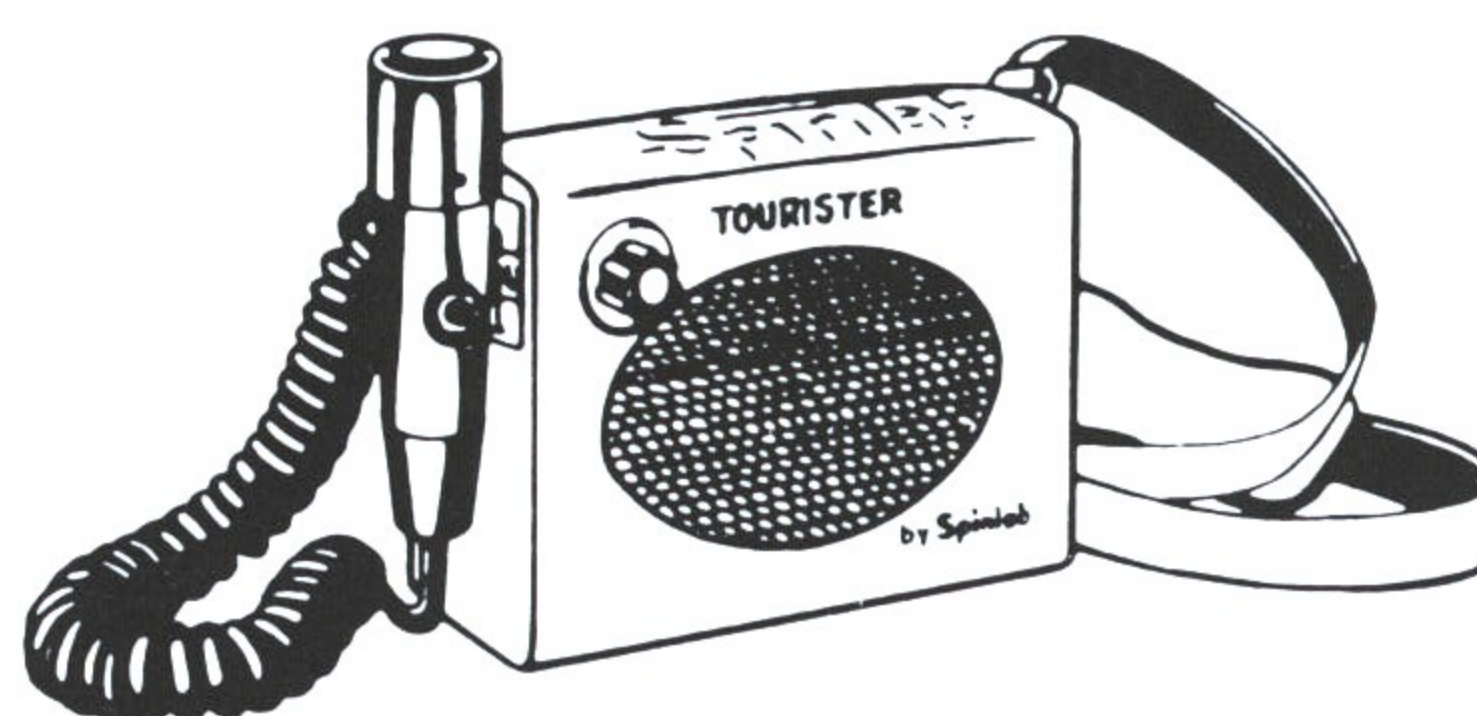
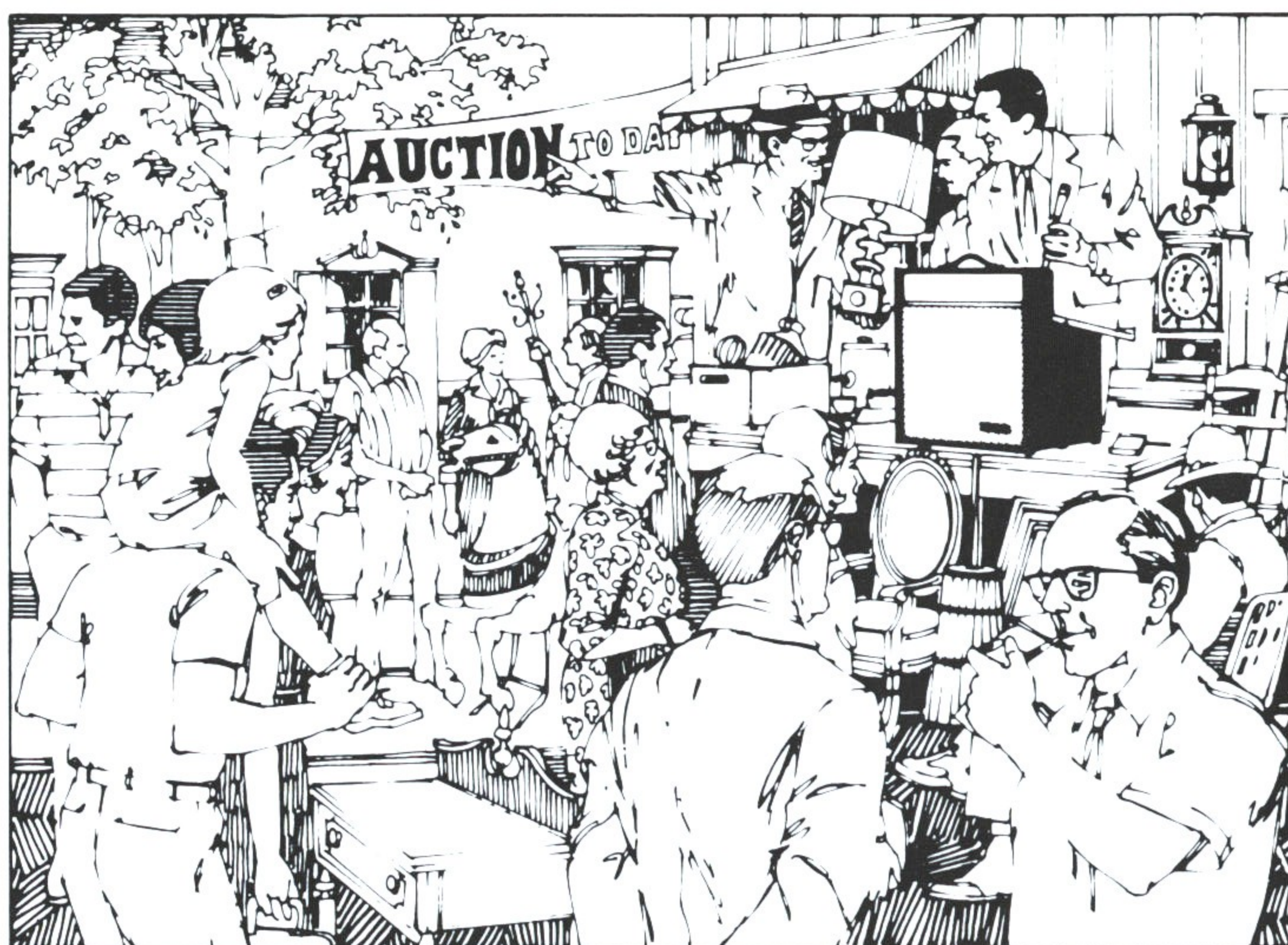
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8	23	38	53	68	83
9	24	39	54	69	84
10	25	40	55	70	85
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That incident, B. G. relates, concerned an artist in attendance at an auction of paintings. He had noticed the woman sketching him during the auction, but paid little heed to it. He noted, however, she didn't sketch when she was bidding.

Seven years later, she came up to him at another auction, and presented him with a sketch of himself at the block. She had done it at that original auction, she explained, but got "mad at him" when she didn't get a particular item on which she was bidding, and so wouldn't give him the painting. It is now displayed attractively among an impressive array of memorabilia in the Coats office in the Rumson Professional Building.

Also on display in the office is one of the few rare items B. G. has for himself. It is a 49-star flag, presented to the "Colonel" by Senator Clifford Case, framed in gold along with the Senator's letter. "That'll be worth something, some day," B. G. said, "There weren't many 49 star flags made, you know. It was only three months between Alaska and Hawaii," he added, showing just a little bit of the knowledge he has stored someplace in his head.

Throughout his long career in auctioneering, B. G. has devoted consistent efforts towards making the profession as perfect as possible, instituting and helping to establish and being an officer in the National and State Auctioneers Associations and editing the national organization's monthly booklet for its first two years of existence. B. G. is a past president of the state association, and revered and respected in the 13 states in which he's held sales. His auctions to date total 2206.

To B. G. Coats, auctioneering is a way of life, an excitement, a way to learn, a means to a happy life. To anyone who has ever attended his auctions, it's the same thing.

200 People Attend Charity Auction And 22 Items Sold for Over \$5,500

Approximately 200 persons attended a formal dinner, charity auction at the Sunset Country Club in Moultrie, Georgia, and NAA members, Larry Carew and Thomas Rowell of the Rowell Realty & Auction Company of Adel and Moultrie, Georgia, report that 22 items sold for over \$5,500.

Some of the items sold included a signed oil painting by Jan Jutta, which sold for \$605; an English reproduction Chippendale mirror sold for \$230; a coffee table, featuring a removable butler's tray, sold for \$440; and a document signed by Theodore Roosevelt in 1908, appointing Hillery Jones to be commander in the U.S. Navy, brought \$200.

Once again a charity auction plays an important part in creating a good public image for an auction firm and has helped provide good, potential clients for the Rowell Realty & Auction Company.

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Washington State's Governor One of First to Proclaim National Auctioneers Week



GOVERNOR DIXY LEE RAY of Washington signed a proclamation for National Auctioneers Week.



WASHINGTON STATE AUCTIONEERS Association president Lee E. Garrett was unable to accept the Governor's proclamation due to a heart by-pass operation. He is conducting business again on a limited basis and was expected to observe National Auctioneers Week with the rest of the auctioneers of the state.

Many State Auctioneers Associations have informed the NAA Office that their associations have been successful in having the state governors proclaim the week of April 23-29, 1978, as National Auctioneers Week, but one of the first to submit the proclamation was the Washington State Auctioneers Association.

State of Washington Governor Dixy Lee Ray offered the proclamation to the auctioneers of Washington, but WSAA president Lee E. Garrett of Moses Lake was not present to accept it. Lee was hospitalized for the second time after surgery for a heart by-pass and could not receive the proclamation personally.

The Washington State auctioneers appreciate the efforts of Governor Dixy Lee Ray and also are happy to report that Lee Garrett is back on his feet and conducting business again on a limited basis.

Mrs. R. M. (Ann) Williams, Secretary
Washington State Auctioneers Association

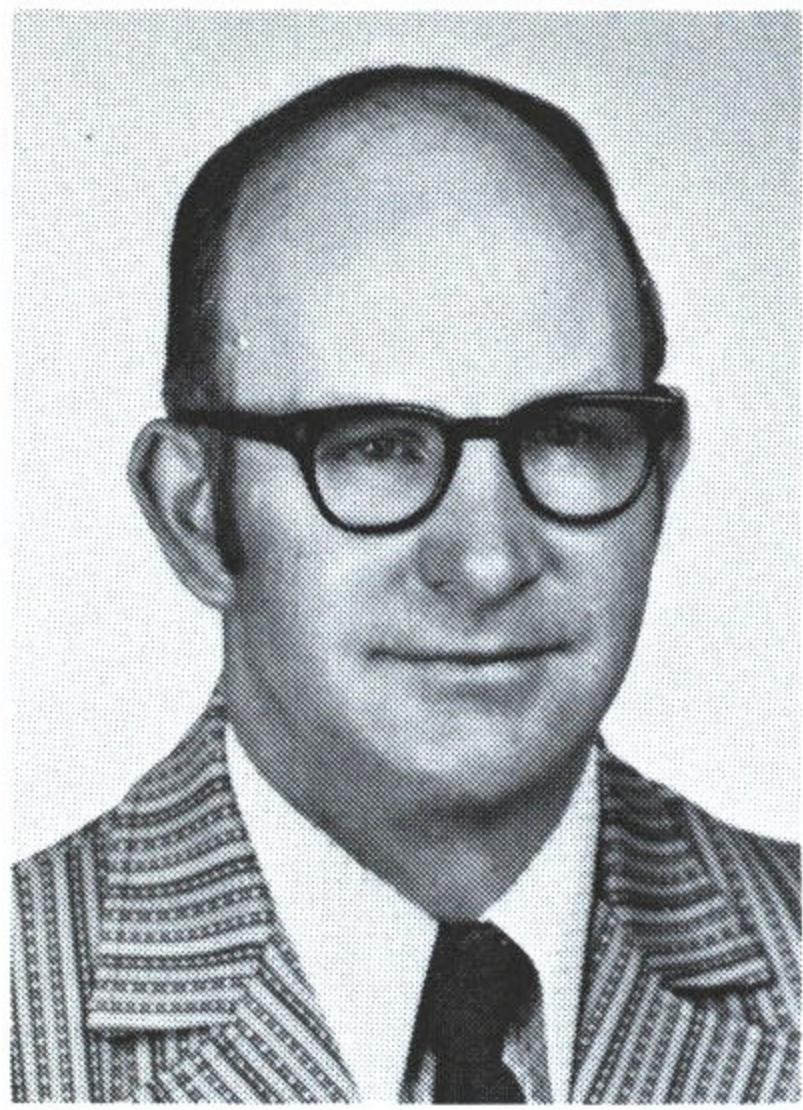
New Officers Elected . . . STATE ASSOCIATION OFFICERS

The following list of State Association Officers were elected since the last listing of State Association Officers was made in a previous issue of THE AUCTIONEER. Periodically in THE AUCTIONEER magazine a complete listing of State Association Officers will be published and the following were elected since that listing:

Mississippi Auctioneers Association — President: Hal Thompson, Rt. 10, 125 Reservation Drive, Gulfport 39501; Secretary: J. L. Henderson, P.O. Box 26, Gulfport 39501

New Hampshire Auctioneers Association — President: Richard A. Crane, Center Road, Hillsboro 03244; Secretary: George S. Foster III, P.O. Box 211, Suncook 03275

The Professional Auctioneers Association of Rhode Island — President: Roger R. Houle, 129 Norfolk Ave., Pawtucket 02861; Secretary: Mrs. Louise E. Wordell, P.O. Box 93, Kingston 02881



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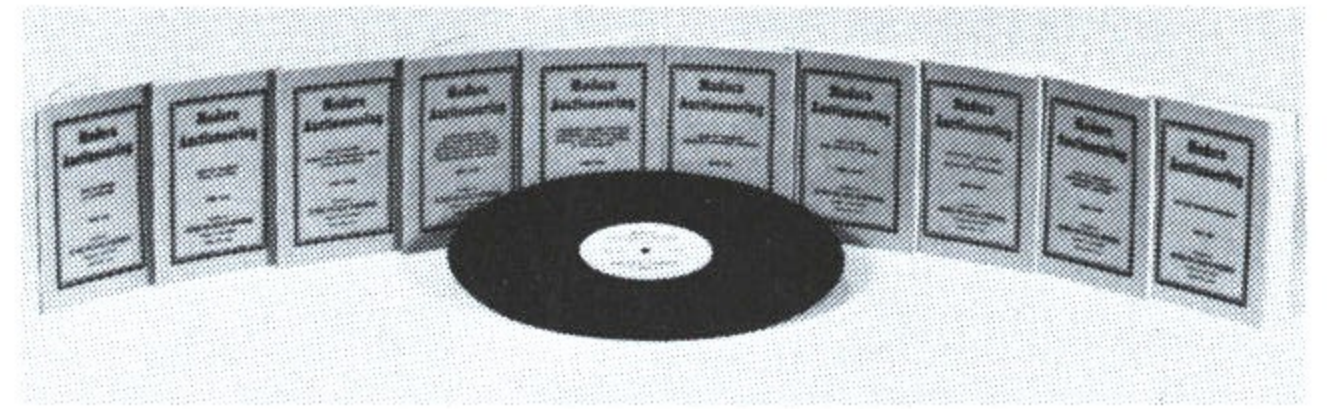
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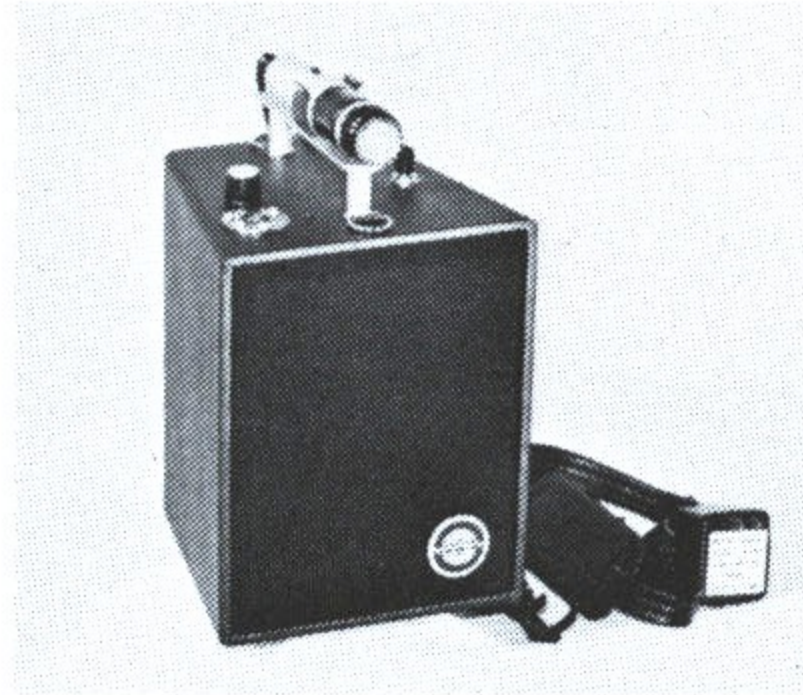
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Minnesota Auctioneers Meet in Owatona; Elect Laumeyer As Association President

Introduction of the 1977 officers and directors was made by 1977 President Larry Born. Larry also introduced guests.

Bernie Kottke spoke on the importance of auctioneers studying the coin market, as rare coins are going up in price at an astounding rate and should be a good item to consider for auctions.

Steve and Carol Reinhardt, husband and wife auctioneers from Palisade talked about auctioneers' ethics. Speaking on the subject with the Reinhardts was Duane Benoit.

Dave Christian of Osseo and Martin Ewert of Janesville reported on promotion of auctions and told how to advertise and prepare for an auction.

Marty Higgenbotham, Lakeland, Florida, who is the NAA President, was the after dinner speaker on Sunday night and following his talk, he sold his NAA belt buckle at auction for \$65. Col. Roy B. Johnson of Buffalo Center, Iowa, was the lucky bidder.

To conclude the Sunday evening's activities, entertainer John Pommer performed magic tricks for the crowd and Viola Cordes of Red Wing showed movies of the 1977 NAA Convention and the 1977 State Convention.

The Monday morning session began with a discussion on insurance by Terry Marguth of Redwood and Bill Pinske of Arlington. An accredited rural appraiser, Layton Hayfler, told about land appraisal while Gene Kukesh of Olivia talked about personal property appraisals. A rap session followed and the subject of sales tax was discussed by a representative of the State of Minnesota.

Following a buffet luncheon on Monday, the afternoon session began with a discussion on clerking by Gerrit Smith of Hutchinson, Eldron Hecksel of Winsted and Ern Otto of Belle Plaine. This session was followed by a panel discussion on auction problems.

The business meeting was held and the election of officers and directors resulted in the following being elected: Directors, three-year term — Wayne Wagner of Blue Earth; Bill Pinske of Arlington and Terry Marguth of Redwood Falls; Vice President — Duane Benoit of South Haven; President — Wally Laumeyer of Inver Grove Heights; Secretary-treasurer — Sharon K. Henry (re-elected).

The 29th annual Minnesota State Auctioneers Association Convention was held at the Holiday Inn, Owatonna, Minnesota, on Sunday, January 29 and Monday, January 30. More than 100 Minnesota auctioneers and their families attended the convention along with auction clerks and their families.



THE 1978 OFFICERS AND DIRECTORS of the Minnesota Auctioneers Association are shown above, left to right: Front row — Bill Pinske, Arlington, director; Wally Laumeyer, Inver Grove Heights, president; Eldron Hecksel, Winsted, director; and Wayne Wagner, Blue Earth, director. Second row — Terry Marguth, Redwood Falls, director; Larry Born, Waseca, past president; and Steve Reinhardt, Palisade, director. Back row — Martin Ewert, Janesville, director; Don Fitzner, Olivia, director; Wayne Ediger, Belle Plaine, NAA director; and Pat Ediger, Belle Plaine, director. **LARRY BORN**, retiring president of the Minnesota Auctioneers Association, hands the gavel over to newly elected president **Wally Laumeyer**.

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This copy partially compiled by Ed Vierheller, Graduate 1960, and past member, Board of Directors, National Auctioneers Association.

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To conclude the convention, a huge banquet was held on Monday evening where the new officers and directors were recognized, along with NAA Director Wayne Ediger of Belle Plaine. Newly elected MAA President Wally Laumeyer spoke on his plans and goals for the forthcoming year and outgoing president Larry Born of Waseca offered thanks and appreciation to everyone for his year as president.

The speaker for the Monday night banquet was Charles Herman, vice president of Coporate Sales Development of Justin's of Owatonna. The two-day convention ended with a fun auction, which netted the Association over \$1,500.

Sharon K. Henry, Secretary-Treasurer
Courtesy of the Collector's Journal



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Outstanding Workshops Planned For 1978 NAA Boston Convention

One of the primary reasons that the NAA Conventions have been well attended in the last few years is the interest shown in convention workshops and educational programs. The 1978 Boston Convention will continue with the educational theme and in fact, NAA President Marty Higgenbotham has created a program, which should be of interest to all auctioneers.

The initial and tentative program as selected by President Higgenbotham — letters of invitations to the auctioneer-instructors/participants have already been written — shows emphasis on those programs, which have been in demand by convention registrants for years. The New England area also promotes excellent opportunities to see and learn what's happening by some of the leading auctioneers of that area.

Names of the instructors/participants are not being offered now, but the program, as tentatively scheduled by President Higgenbotham, is as follows (the NAA Convention program will be published later, but the workshop program is included in this listing):

Thursday, July 20

- 9:00-11:30 a.m. WORKSHOP A — State Officers
WORKSHOP B — Bid Calling and Voice Analysis
3:00- 5:00 p.m. Computerized Accounting for Auctions

Friday, July 21

- 9:00-10:20 a.m. WORKSHOP C — Advertising
WORKSHOP D — Bankruptcy/Business Liquidators
10:30-11:45 a.m. WORKSHOP E — Antiques/New England Primitives

Saturday, July 22

- 9:00-10:20 a.m. WORKSHOP F — Real Estate/Industrial/Commercial Auctions
WORKSHOP G — Special Collectors' Sale (Glass, Jewelry)
10:30-11:45 a.m. WORKSHOP H — Clerks and Cashiers
WORKSHOP I — Estate Problems And Your Clients

Additions and possible revisions will more than likely be added to the 1978 Convention Workshops, but the above list should offer auctioneers the incentive to be at the 1978 "Boston Clambake" Convention July 18-22, 1978, Sheraton-Boston Hotel.

Erickson-Prohaska Introduces Method Of Selling Land in Tract Combinations

The Allamakee Journal newspaper of Lansing, Iowa, the official county newspaper, used the front page to describe the auction sale of 280 acres of farm land near Waukon, Iowa, which was conducted by the Erickson-Prohaska Auction Service of Cresco. Newspaper writer John Dunlevy wrote of the auction as you would when you provide a review of an opera — this sale was conducted at the Opera House in Waukon in late February, 1978.

Permission has been given by the newspaper and John Dunlevy to reprint the following portions of the newspaper article, which will offer an explanation of the method used by the auction company of selling real property in combination tracts.

By John Dunlevy

"It was no opera that went on at the Opera House in Waukon last Friday afternoon, and it's doubtful if operatic entertainment would have attracted as many people as what really did take place there — the land auction of the Curtis and Eileen Nordheim farms in Ludlow township.

"The Nordheim property, consisting of two separate farms about a half mile apart, was divided into four tracts:



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Tract I — 40 acres with buildings, including a large modern house and a 20' by 80' Harvestore silo; Tract II — 120 acres of bare ground; Tract III — 5.5 acres with buildings; and Tract IV — 114.5 acres of bare ground.

"Because bidders could bid on combinations of different tracts, the sale brochure listed seven tracts. They were, in addition to the others mentioned: Tract V — the entire unit, 280 acres; Tract VI — 160 acres, a combination of I and II; and Tract VII — 120 acres, a combination of III and IV.

"Lyle Erickson, of the Erickson-Prohaska Auction Service of Cresco, looked over a nearly-packed room and declared the sale under way a few minutes past 1 p.m. Said Erickson: 'This is one of the best farms we've ever sold.'

"The bidding started on Tract I at \$75,000; on Tract II at \$900 an acre; on Tract III at \$15,000; on Tract IV at \$900 an acre.

"It was hard to distinguish spectators from bidders. You could, however, easily pick out the fellows working with Erickson-Prohaska. They were nattily attired, carried sale brochures and calculators, and relayed the bids to the head auctioneer.

"About an hour after the auction began, Erickson said: 'There must be a lot of conservative farmers out there. The bids are far below what the land is worth.' And then there was a pause and he added, 'Maybe being conservative put you in a position to bid.'

"And an hour later the bids were up, well above the starting figures. Erickson told the crowd, 'You just wait 10 years from now if you think this land is high.'

"For the farmers interested in acquiring more land, this was a sobering remark. Just as sobering was another statement from Erickson: 'This land at \$1,500 will look awfully cheap in 10 years.'

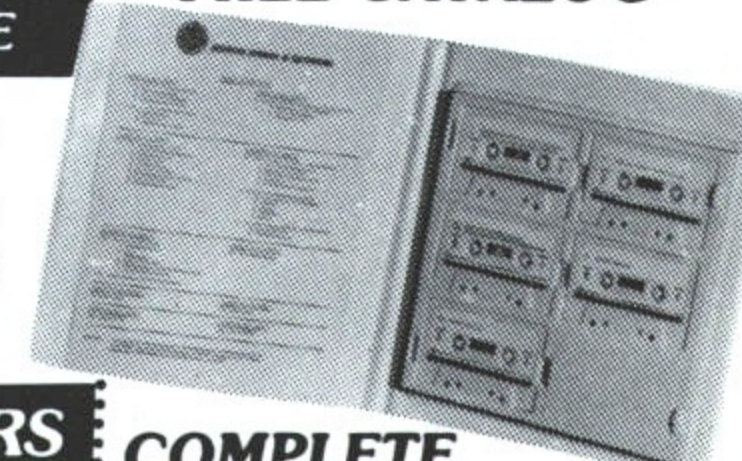
"By 4 p.m. the bidding had definitely slowed down. The auctioneer and his assistants sensed this and changed their approach as they coaxed a few more bids from those in the running. A young Ridgeway farmer and his wife had been working with their calculator and had apparently bid high enough to be purchaser of at least one of the four tracts.

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But then a man with a light suit leaned over them and said, as the figure on the display board changed, 'You're out of it now.' It was impossible to know if the young couple felt relief or regret.

"At 4:35 Lyle Erickson declared, 'It's a big decision. Somebody's going to spend \$450,000 today.'

"And still more bids came in less than two minutes before the auction ended. And from Erickson, a last exhortation. He said, 'Tomorrow you'll be sorry if you quit bidding now.'

"Then it was over. Tom White of Prairie du Chien, Wis., bought Tract VI, 160 acres for \$1,800 per acre, or \$288,000. Richard Lomen of Waukon bought Tract IV, 114.5 acres, for \$1,170 per acre. And Herman Willger, rural Waukon, bought Tract III, 5.5 acres, at a price of \$40,500.

"You will probably come close if you figure it out in your head. But it might be best to use a calculator with figures this big. The farms brought somewhere between \$462,000 and \$463,000. Or \$1,653 per acre."

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Outstanding Prices at Coin Auctions Are Related to NAA By Samuel Siebert

For those of you showing interest in coin auctions, Samuel F. Seibert of Elizabethtown, Pennsylvania, has corresponded with the NAA Office, offering his experiences in the sale at auctions of currency and coins. Prices obtained by NAA member Seibert may create additional enthusiasm to those auctioneers who are "concerned" about the going coin and currency prices. Here is Samuel F. Seibert's comments:

"From time to time I read with great interest the interesting sales conducted by auctioneers of the NAA. My specialty is coins and I have sold some of the outstanding collections of currency and coins in America.

"At a recent sale in New York where 1,200 odd lots were sold, the auction grossed \$366,000, taking seven hours to sell. Another sale offered 3,714 lots of real choice foreign coins from the Wayte Raymond collection and the sale lasted three days I averaged 210 lots per hour and some of the coins brought \$25-35,000 per coin.

"I held an auction where a U.S. cent brought \$107,000; 15 lots later a U.S. fifty-cent piece brought \$85,000. These large coin auctions are very interesting sales to conduct and most generally in the comforts in a large, air-conditioned or heated hotel.

"It sort of beats selling while all bundled up for sub-freezing weather, with a little cold rain or snow mixed in.

"The greatest coin sale I have held grossed \$2,875,000. It took three days to sell and the collection included some beautiful U.S. gold pieces that were very rare."

Samuel F. Seibert
Elizabethtown, Pennsylvania

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In Memoriam

BAYLUS THIGPEN

The post office of Florence, Alabama, reported that Baylus Thigpen of Florence is deceased. No additional information was available.

NEIL F. RICH

Luella Rich, the wife of Neil F. Rich, informed the NAA Office that Neil F. Rich passed away on October 4, 1977. He was a resident of Decatur, Illinois.

FRED BARTA

The NAA Office received word from Mrs. Fred Barta that Fred Barta of Anaconda, Montana, passed away in January of 1978. No other information was available.



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Tull Reports on Proposed Legislation Affecting Auctioneers in Washington

Ronald I. Tull, NAA member from Annandale, Virginia, has submitted the following information on proposed laws in Washington, D.C., which affects auctions/auctioneers.

The first reference is on bankruptcies and the second on livestock auction markets. Several other NAA members have submitted material to the NAA Office on the livestock auction markets' proposal.

The following information was submitted by Ron Tull for publication in THE AUCTIONEER magazine:

Bankruptcy: H.R. 8200, an act to establish a uniform law on the subject of bankruptcies. In Senate. Feb. 8 (legislative day Feb. 6) 1978, read twice and referred to Committee on the Judiciary. As of 23 Mar 78 in subcommittee on Improvements in Judicial Machinery chaired by Senator Dennis DeConcini (D-Arizona). Senator DeConcini's address is: Dirksen Senate Office Bldg 3121, U.S. Senate, Washington, D.C. 20570 (phone: 202-224-4521). A spokesman indicates the act is in mark-up and hopefully to be reported to full committee by end of April 1978. The act consists of 307 pages.

Livestock Auction Markets: H.R. 9482 is a bill by Mr. Thornton to amend the Packers & Stockyards Act of 1921. October 6, 1977: referred to the House Committee of Agriculture. As of 23 March 1978 in subcommittee on Livestock & Grains chaired by W. R. Poage (D-11, Texas). His address is Rayburn House Office Building, House of Representatives, Washington, D.C. 20515 (phone 202-225-6105). There was an open meeting on 14 March speaking to this bill in reference to ratemaking practices imposed on auction barns. A spokesman indicates Mr. Thornton may be redrafting a different version. The bill consists of 2 pages.

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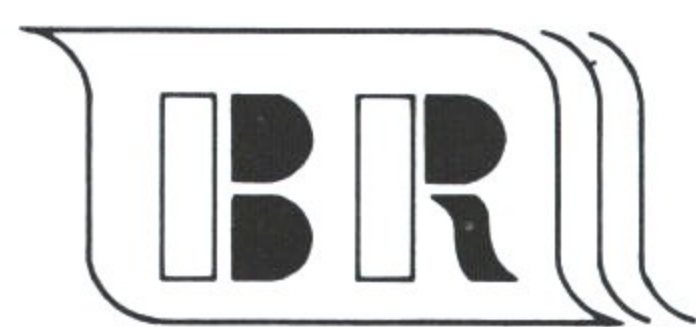
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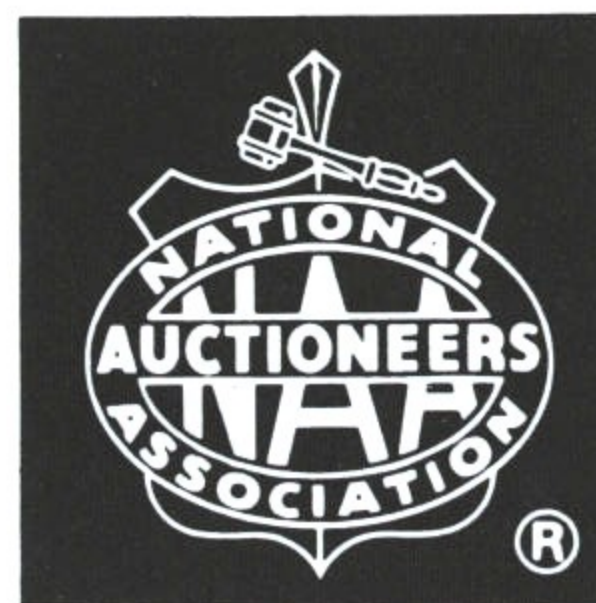
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Auctioneers In The News

The Antiques Dealer Magazine Features Article by Art Williams On Bidding/Buying at Auction

The Antiques Dealer featured an article in the March, 1978, issue by Arthur Williams of North Plainfield, New Jersey, which offered information on "A Dealer's Guide to Bidding & Buying at Public Auction". Arthur is a member of both the National and New Jersey Auctioneers Associations (New Jersey State Society of Auctioneers).

The article was a personal experience by Arthur as he observed dealers attend auctions who have little experience or no knowledge of how to bid or buy at public auction. His article was aimed at those who may not have had much experience in that area; those who are seeking help; and dealt with bidding at estate auctions, consignment auctions and told some of the aspects to watch for as well as some of the general ground rules to observe.

The article's subtitles included "Before the Auction", "Cue Bids", "Conditions of Sale", "Bidding Etiquette", "Auctioneers' Ethics", and "Sold". The article included such facts as reading the auction advertisements carefully and if questions arise to call the auctioneer before the sale to clarify items being sold, etc.; when to arrive at the sale (early to inspect the lots offered for sale); how to buy "re-sale" items; where to sit at auction; understanding the conditions of the sale; the aspects of buying "as is/where is" items; how to deal with misrepresented items (when to return it and the responsibility of the auctioneer); the bidder's method of bidding — how hesitating can affect the bidding; and how to determine if an auctioneer is reliable (NAA member Williams suggested that the buyer, or bidder, check in advance to determine if the auctioneer is a member of the National or State Auctioneers Association — a plus for the associations by Arthur Williams); and the opportunity for the auctioneer to withdraw an item due to certain aspects of the auction (reserve vs. absolute items, etc.).

Art Williams explained to the readers some of the New Jersey laws in regards to the Uniform Commercial Code in addition to the opportunity for buyers to determine which laws (federal and/or state), which may affect the auction/auctioneer.

The Antique Dealer Magazine provided an excellent means for NAA member Williams to explain some of the procedures of buying at auction, especially those items relating to the antiques field. Complementing Arthur Williams article was a very fine "boxed" item, which offered information about the National Auctioneers Association — founding dates; programs and goals; the Code of Ethics; qualifications for membership; continuing education programs, including workshops at the annual conventions, seminars and the Certified Auctioneers Institute program; and information about the New Jersey State Society of Auctioneers.

The editor of THE AUCTIONEER magazine says "hats off" to The Antiques Dealer magazine and thank you for the opportunity to have NAA member Arthur Williams provide the information.

The editor of THE AUCTIONEER magazine also says "congratulations" to Arthur Williams for a job well done and your efforts will, no doubt be realized by having many more of the readers of The Antiques Dealer attending and buying from your auction sales.

**A. J. Billig of Baltimore
Featured in Person-to-Person
Article in Baltimore Paper**

"'Never let the people talk . . . keep their attention' Billig stresses" was the caption under the two-column photo of A. J. Billig, NAA member from Baltimore, Maryland. The article was written by J. Williams Jones, a feature writer for the News American newspaper of Baltimore.

The article offered information about the "super-sell" techniques of NAA member Billig, who has been selling at auction since 1918 — 60 years. The article also was very informative to those who were unaware of the auction method of selling and some of the rules and regulations needed by an auctioneer before he can sell at auction in Baltimore.

A. J. Billig was the first chairman of the Auctioneers' Advisory Committee, established by the City Council of Baltimore 10 years ago. He was reappointed chairman in 1976. The 79-year old auctioneer stated that he would like to see more cities establish laws, such as that in Baltimore, to protect the public. Used as a reference is the transient "auctioneer" who sells fake oriental rugs at a motel and from whom buyers cannot find after the sale is made.

In the 60 years since he has been an auctioneer, his sales have included the entire business section of the Sparks in upper Baltimore County and the Beaver Dam Marble Co., which once supplied most of the marble steps for East Baltimore homes. He also has sold, at auction, an amusement park and beach for \$100,000; the Capitol Limited, pride of the B. & O. railroad; the Shubert, another crack train to Chicago (both were sold to Mash's Hams for use as offices); a baseball park, which once seated 4,000 fans, was sold by A. J. Billig; and he sold at auction for \$8,000,000 and \$10,000,000 Ocean City condominiums.

His biggest sale was a \$21 million housing development

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The article quoted auctioneer Billig as saying, "The important thing to remember in conducting an auction is to be sharp and fast. Never let the people talk. Keep their attention all the time, even if you have to tell jokes."

Auctioneer A. J. Billig of the A. J. Billig & Co., general auctioneers, appraisers and realtors, is another story of auctioneers creating interest in the auction method of selling by having a good, interesting and informative "public image" article printed in a highly rated and well-read (large circulation) newspaper.

Congratulations, A. J. Billig, for your good auction-image publicity;

(The above material was submitted to THE AUCTIONEER by Daniel Billig of the A. J. Billig Company.)

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"Common Sense in the Auction Business" is a booklet compilation of the "Common Sense" articles exactly as they appeared in THE AUCTIONEER magazine. The booklet is complete and includes articles whose material was not directly pertinent to "Let's Talk About Auctions". I'm sure you'll like them. Hang in there.

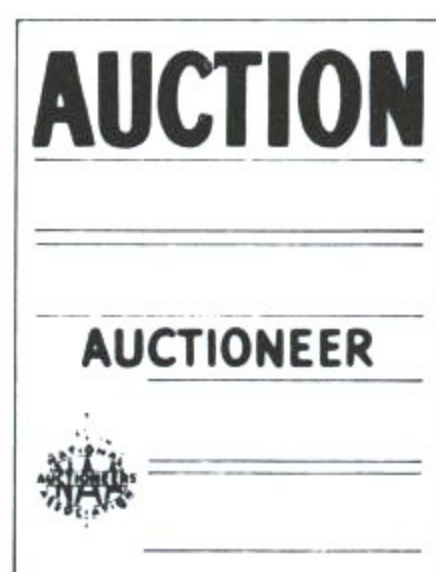
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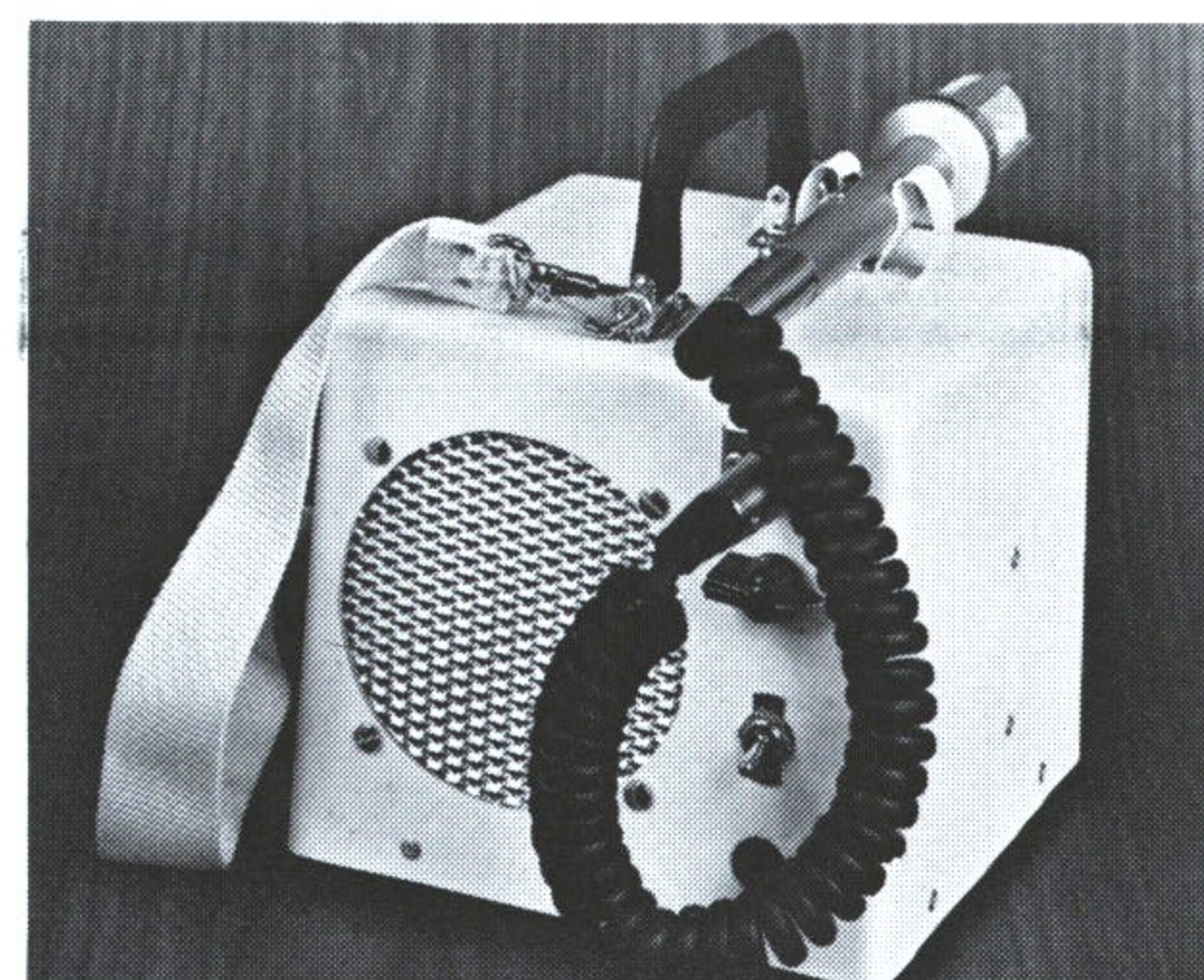
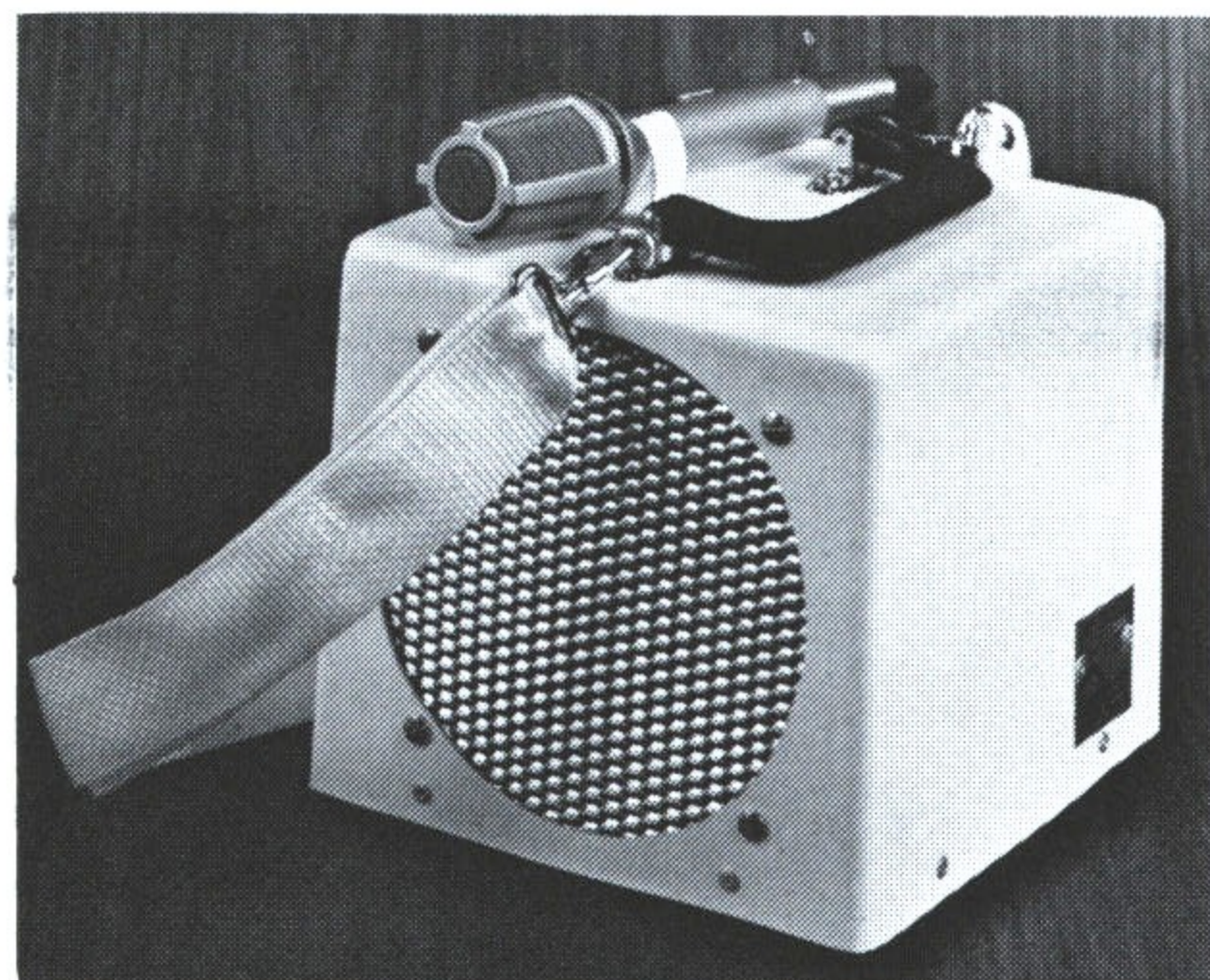
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Sell Your "Junk" Last Says Washington's Stokes

Much thought should be given to the first items sold at your auction, because these items help set the tempo for the auction. Larry Stokes of Stokes Auction Service, Port Orchard, Washington, believes that the popular items should be sold first — the ones in excellent condition and within the means of the people.

Larry wrote to the NAA Office with this thought; not to tell anyone else how to run their auction, but as a basis of opinion, which is how Larry organizes his auction sale.

Larry wrote: "Normally at a farm sale you will start selling from a wagon. Such being the case, the only items you should have on the wagon are good, clean, popular items. I feel that if there is a lot of heavily used, miscellaneous merchandise, it should be sold at the end of the sale because the true bargain hunter will stay to the end through thick and thin.

"Should you also be selling the real property, you should pre-plan the items that will be sold just prior to the real estate and the items which will be sold during the real estate intermission.

"For example, we recently sold an estate in which both personal and real property were involved. The auction plan was to start in good, popular household items for one hour then to sell the real property. For that first hour we sold items such as fine glassware, antique furniture, working appliances, and immediately prior to the real property, we then sold a 1954 Ford station wagon (neat and clean) for the sale price of \$700.

"The attitude of the crowd was very spirited because they could not believe the old Ford sold for that much. The real estate was appraised for \$40,000. The high offer of \$42,500 was made.

"Instantly we switched auctioneers. The new auctioneer started selling a beautiful collection of picture frames, while the auctioneer who was handling the real property

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May 14-15 — Alabama Auctioneers Association, Gadsden.

May 20-21 — South Carolina Auctioneers Association, Columbia City Center Holiday Inn, Columbia.

June 5 — Georgia Auctioneers Association, Macon.

June 8-9 — Wisconsin Auctioneers Association, Holiday Inn, Highway 41 & 151, Fond du Lac.

June 9-11 — South Dakota Auctioneers Association, Gill Sun Inn, Rapid City.

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mingled with his real estate bidders. After ten minutes he returned to the real estate auction and the bidding continued from \$42,500 to \$49,500. From this point the auction continued with quality items until about the last hour of the sale at which time we sold the distressed items.

"We move into a line of machinery in the same manner. After leaving the wagon of quality items, the first piece of equipment we sell will be a popular, clean item, but by no means the highest priced item, but one which will set the tempo. Here again the distressed, abused (basket case) equipment will be sold at the end of the sale."

Larry Stokes concluded by suggesting that an auction sale be set up like an auto dealer, machinery dealer or department store show room with the best items placed up front and the distressed items located in the back.

Boatwright Compares Auction Prices In 1936 to Today's Typical Proceeds

"A churn for five cents, sickle for a dime, coal buckets at 25 cents each, a heater for 25 cents, grindstone for 50 cents and a washing machine for \$1.25 . . . sounds unbelievable, doesn't it?" These prices were reported in a current newspaper article, copy of which was sent to the NAA Office by L. M. Boatwright of Muncie, Indiana.

NAA member Boatwright submitted the information on the auction sale of 1936, which brought a total of \$507.33, along with a sale bill of an auction sale conducted by him and NAA 1st Vice President Harvey C. Lambright of La-Grange, Indiana. The March 15, 1978, sale brought a total of \$62,000.

The 1978 auction was for farm tools, beef cattle, hogs and furniture belonging to Don and Louise Albin of Marcellus, Michigan. Included in the sale were three tractors, several farm tools, a Cub Cadet tractor and 1970 Ford pickup truck, furniture, described as "all like new", 100 head of hogs and 65 head of cattle (including four Beefalo).

The 1936 advertisement also was for an auction of household goods, farming implements and livestock, which were sold at auction in Henry County, Indiana on May 25, 1936. Even though the items sold in 1936 may be entirely different (less modern, of course) than in 1978, it is interesting to note the improvements — and results — which have been realized for the seller by the auction method of selling and by the auctioneers.

Some of the items sold in 1936 included a cow sold for \$56; a sorrel mare for \$53; and a horse for \$49. Seventy-five bushels of corn sold at 52¢ a bushel yielded \$39; a

wagon was sold for \$28; and bed for \$5.

An automobile sold at the 1936 sale — year not given — was bought for \$14.

The newspaper article also offered information about the auctioneer's fee: the large sum of \$8 for his service and he had to drive 12 miles.

Other items sold in 1936 for sums ranging from 5¢ to \$1: grinder, box of tools, walnuts, tub, rags, washboard, clothes rack, lanterns (two for 35¢), oven, milk cooler, coffee pot, pans, roaster, oil mop, buckets, rocker, door lock, feathers, shovel, hand saw, barrel, cuspidor, wrench, safe (presumably pie safe), table, desk chairs, and more.

Items sold for more than a dollar included: cabinet — \$4; two bushels of potatoes — \$1.80; lamp — \$3.30; dresser — \$2.00; 11-by-12 rug — \$2.80; dresser — \$1.25; six chairs — \$5.10; organ — \$1.70; ladders — \$4.50; milk can — \$2.70; hay fork — \$5.75; stove — \$7.50; disc drill — \$1.90; corn sheller — \$4; 14 chickens — \$12.60; and cupboard — \$3.

The organ sold for \$1.70 was of the type that was pumped by treadles and was in good condition!

Can you imagine the value which many of the above items represent today — not for the useful value, but perhaps the "antique" value? The sale bill, which was found by Indiana resident John W. Williams, if in good condition, could well be the highest priced item to auction today as compared to the items listed and the prices realized which were sold at the 1936 sale . . .

Nostalgia, continued . . .

Rex Young of Plattsmouth, Nebraska, 90-year old NAA member whose voice has not lost any volume or clarity even though he "retired" from auctioneer business in April, 1976, keeps up with the activities of the National Auctioneers Association by his frequent, and welcome, visits to the NAA Office in Lincoln, Nebraska.

Rex proved his vocal talents at the 1977 Seattle NAA Convention when he was introduced and asked to make a comment from the floor at the President's Banquet. His voice was heard throughout the room, even though he was probably as far away from the center of the room as anyone. He also sold an item at the Fun Auction.

Rex brought to the NAA Office a copy of a "Public Sale" advertisement, which was held on March 1st, 1849. The copy left at the NAA Office is not entirely legible, but the contents are printed in THE AUCTIONEER magazine, as they will offer a comparison of an auction advertisement in 1849 with current-day advertisements of auctioneers:

Having sold my farm and am leaving for "Oregon Territory" by ox team, I will offer on March 1st, 1849, all my personal property, to wit: All ox teams except two teams, Buck and Ben and Tom and Jerry; 2 milch cows; 1 grey mare and colt; 1 pair of oxen and yoke; 1 baby yoke; 2 ox carts; 1 iron plow with wood mole board; 1,000 three foot clapboards; 1,500 ten foot fence rails; 1 50-gallon soap kettle; 85 sugar troughs, made of white ash timber; 10 gallons of maple syrup; 2 spinning wheels; 30 kettles of mutton tallow; 1 large loom made by Jerry Wilson; 300 poles; 180 split hoops; 100 empty barrels; 1 32-gallon barrel of Johnson Mill whiskey, 7 years old; 20 gallons of apple brandy; 1 40-gallon copper still; 4 sides of oak tanned leather; 1 dozen reel hooks; 2 handle hooks; 3 scythes and cradles; 1 dozen wooden pitchforks; one half interest in tan yard; 1 32-calibre rifle; bullet molds and powder horn; rifle made by Ben Miller; 50 gallons of soft soap; hams, bacon and lard; 40 gallons of sorghum molasses; six head of fox hounds, all soft mouthed, except one. At the same time I will sell my six negro slaves — two men 38 and 50 yrs. old; two boys 12 and 18 years old; 2 mulatto wenches, 40 and 30 yrs. old. Will sell all together to same party as will not separate them. Terms of sale: cash in hand (following terms not legible — or made to draw on 1 yr. lien.?) interest, with Bob McConnel as security. My home is 2 miles south of Versailles, Kentucky on McCann's ferry pike. Sale will begin at 8 o'clock a.m. Plenty of drink and eat. J. L. Moss.

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County Farm Sold at Auction By Kentucky's C. W. Borden; Three Impressions Depicted

An auctioneer's enthusiasm . . . thoughts of how land prices have gone up . . . my "home" is being sold!

These three different expressions may well be the thoughts of the three "subjects" depicted in the photograph



C. W. BORDEN showing his enthusiasm during the auction sale of the "County Farm" in Bowling Green, Kentucky.

accompanying this article. C. W. Borden of Bowling Green, Kentucky, is the auctioneer pictured who was the auctioneer appointed to handle the sale of the "County Farm", which consisted of 122 acres of land and sold at public auction for \$220,000.

C. W. is one of the five NAA and Kentucky Auctioneers Association auctioneers who was appointed by the Governor to the Kentucky Board of Auctioneers.

The photo was made on the front steps of the main building of the county farm, which the fiscal court once maintained as a home for the county's indigent and had owned since 1872. Since the farm was no longer needed for that purpose, the judge and fiscal court asked C. W. and the Bowling Green Realty & Auction Co., which is owned by him, to handle the sale at auction.

The young man pictured to the rear of C. W. was the only county ward left to care for and it was his life-long home the county was disposing of.

(Material for the above article was submitted to THE AUCTIONEER magazine by Mrs. C. W. (Waneta) Borden.)

Charity Auctions Are Necessary To Provide Good Auction Contacts

A recent charity auction, conducted by Indianapolis auctioneer M. G. "Bob" Gerdenich II, prompted him to write to THE AUCTIONEER as it pointed out how valuable charity auctions have been to his business. Bob has been in the real estate field since graduating from Butler University in 1965 and in 1975 he attended the Reppert School of Auctioneering and following graduation, became licensed to practice in March of 1976.

"Quite frankly, I had a difficult time getting people in the Indianapolis area to believe I was serious about being an auctioneer", stated auctioneer Gerdenich. He attributes the charity auctions to his success, even though his firm specializes in the sale, leasing and development of commercial and industrial real estate and the auctioning of real estate and business liquidations. Bob's firm is Erxleben/Gerdenich & Associates.

Bob stated, "We have crossed the hurdle."

Now that the Indianapolis community takes Bob Gerdenich seriously, he has crossed that hurdle with charity auctions, he says the dollar volume and number of sales are growing each year.

"In order to get the public to believe I was serious, I volunteered to do several charity auctions and at the present I do four annually," stated Bob. "They include: Delta Gamma sorority (blind fund); Hamilton County Meals on Wheels; Cub Scout Pack 121 of Noblesville; and the Cathedral High School Cake Auction.

"The fourth is the auction held at my alma mater, Cathedral High School of Indianapolis. I made contact with the school in February, 1976 and even though the first several months were frustrating, I slowly began to gain interest and in September, 1977, we were off and running," he continued.

Under auctioneer Gerdenich's plan of a straight-out auction, he anticipated making \$20,000 for the school, but the final results far exceeded that amount. He attributes his success to the assistance of Mrs. Jean Corby, Development Director of Loyola Academy of Wilmette, Illinois, who offered the format of their annual auction. At no charge she assisted the auctioneer in heading in the right direction and Bob says of her, "She is one of the auction profession's greatest advocates". Her convincing attitude helped immensely.

Over 300 people participated in putting the auction together and over 700 people attended (250 couples paid \$100 a couple to attend). The net proceeds from the auction were in excess of \$85,000, of which the oral auction part was in excess of \$40,000. Eli Lilly Company of Indianapolis matched funds up to \$40,000 and the total net proceeds added up to an excess of \$125,000.

Items of interest sold included a mink coat for \$700; a performance from the Cathedral Marching Band for \$400; a 1978 Skyline Travel Trailer at \$4,700; a 1978 Volare for \$5,700; Notre Dame football 50-yard line season ticket for \$1,100; trip to Ireland for \$2,200; trip to Europe for \$1,900; and A. J. Foyt's racing uniform for \$400. This is only a portion of the many interesting items sold.

To say that Bob Gerdenich is enthusiastic about the auction business is not enough. He is and he also considers charity auctions a great method of building your auction business, regardless of your specialty.

Bob Gerdenich submitted with the letter a host of material, which explained the procedure followed in putting on the auction. The material included news articles and a program of the 1978 "Shamrauction". The program included the list of auction chairmen and participants (members); acknowledgements; the menu for the event; auction rules for both the oral and silent auctions (with a notation that Master Charge cards would be accepted); and the catalog of oral auction items, in quality printing with photos to highlight some of the outstanding and valuable items.

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North Dakotans Meet in Rugby; Attendance Good and Enthusiasm High!

The North Dakota Auctioneers Association held its Annual Convention in Rugby, North Dakota on February 11-12-13, 1978. The program included many seminars, for both auctioneers and their wives, pertaining to auctions, clerking, and laws relative to North Dakota.

Harvey L. McCray, Executive Director, attended the convention and was the guest speaker for the banquet held on Sunday afternoon. Everyone appreciated Harvey's comments and his enthusiasm for the NAA and the well being of all auctioneers and their business.

A highlight of each convention is the contests held for members of the Association. The Merchandise Contest was held on Friday evening, and all items were donated by local merchants. The proceeds were donated to the International Music Camp.

The 1978 Champion Auctioneer was Milton "Bud" Zimbelman of Bismarck. Bud is a general auctioneer in his home area and has a growing business. The second place winner was Bud Rice of Tioga, and number three was Roger Skifton of Manfred.

The Livestock Contest was held on Saturday afternoon at the Rugby Livestock Market, where the contestants sold approximately 1,200 feeder cattle. It was an outstanding sale with good quality cattle and auctioneers. The Champion Livestock Auctioneer in this contest was Truman Kongsle of Herried, South Dakota, who is an NDAA member.

Truman sells at livestock rings in his home area and also is a rodeo announcer, for which he has received many awards. The second place winner was Lloyd Ottesen, Thief River Falls, Minnesota; and the third place winner was Tony Heinze of Dazey.

Each year the competition gets more keen. The auctioneers get a chance in a few hours time to watch many styles of selling and it becomes a very good learning experience.

Stopping Land Sale Was Illegal . . .

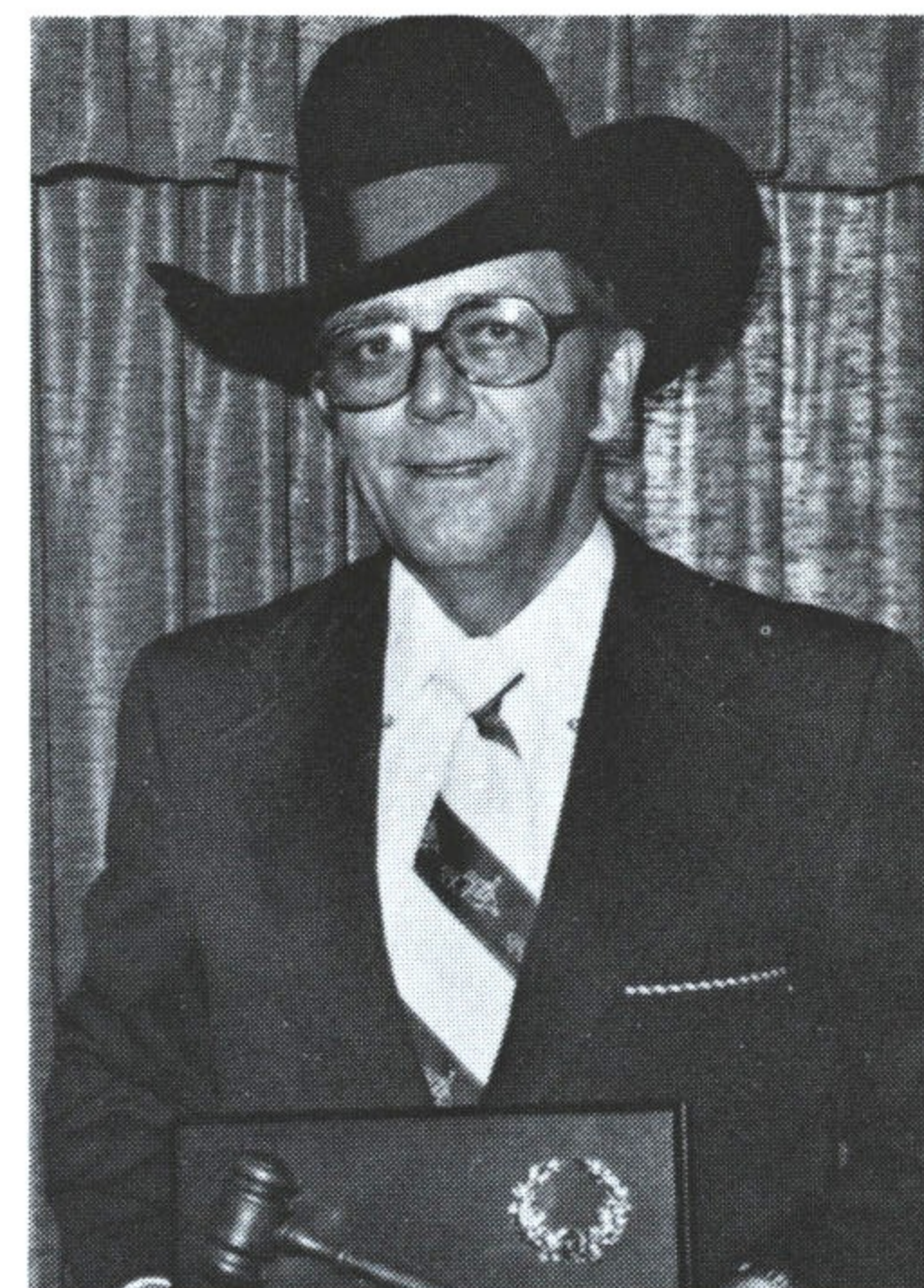
Kansas Auction Rules Reviewed With State's Attorney General

The March 7, 1978, edition of "Grass & Grain" featured an article entitled, "Stopping Land Sale Was Illegal: Auction Rules Reviewed With Attorney General". The article was in reference to a land lease auction, which was held in February, and which created some "ire" among members of the Kansas Auctioneers Association — as well it should be!

Credit now is being given to the Grass & Grain publication (longtime supporters of the activities of the Kansas Auctioneers Association) for the following information on the land lease auction sale situation, as printed below:

"More rules are imminent for Grass & Grain area auctioneers. Kansas Attorney General Curt Schnider, and his assistants, Donald Hoffman and William Guffin, met with 150 persons (over half auctioneers) in Salina concerning the legality of recent auction activities and the need for stricter regulations.

"The meeting was triggered by a farmers protest on a



WINNERS OF THE NORTH DAKOTA Auctioneers Association's merchandise and livestock auction contests, held during the 1978 NDAA Convention, were, left to right: Milton "Bud" Zimbelman of Bismarck (merchandise) and Truman Kongsle, an NDAA member from Herried, South Dakota.

recent land lease auction. Arnold Mize, Derby, dissociated himself from representing the Kansas Auctioneers' Association, to charge that farmers at the land lease auction violated the law by demanding to know buyers' names.

"Mize said it was apparent to him that the farmers had disrupted a lawful, public meeting. However, other testimony showed that auctioneers disagreed over whether the farmers actually disrupted it.

"Schneider said the hearing was called in response to auction complaints, which his office received during the past three years. Hoffman said one purpose of the hearing was to determine whether the state should regulate auctioneers.

"'No,' said Victor Smischny, an Ellsworth auctioneer. 'In fact, I don't think that the Legislature should make any regulations concerning auctioneers out here in the country, because if you've got one that's not flying right, he's going to hang himself. We just leave him alone.'

"'What happens to consumers who get taken by crooked auctioneers before the word gets around?' Hoffman asked. Speaking for the auctioneers, Mize said consumers or sellers who thought they had been wronged at an auction had recourse through legal action.

"Mize argued that there was ample legal protection under the state's Uniform Commercial Code, the Consumer Protection Act, common laws, criminal codes and, in the case of real estate, the rules and regulations of the Kansas Real Estate Commission.

"Dr. John Howe, of the Washburn University School of Law at Topeka, explained the legal aspects of an auction. He said there were laws in the statute books to cover auctioneers, but, how do you enforce them? 'He suggested several additional regulations:

- Ground rules for the auction need to be posted at the sale.
- Copies of the lease or contract should be made available before the auction.

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- Name of the highest bidder should be released to other bidders.
- Limitation needs to be placed on the amount of time a seller has to accept a bid.

"Jim Duggan, a farmer who headed the protest at the land lease auction, suggested that bidders should have the right to stop the auction at any point to determine identities of other persons bidding.

"This suggestion, however, was rejected outright by the auctioneers, who argued that identifying bidders could hurt the competitiveness of the auction.

"The psychology behind the success of an auction demands that the bidder not be disclosed," Mize said.

"Duggan said he was concerned that sellers might 'plant' bidders in the crowd to drive prices higher. 'If I have to get into a situation where I have to pay too much to begin with — and the interest — it might make the difference between my going out of business,' Duggan said.

"Throughout the session, references were made to Salina's recent cash-rental auction of farmland. The event, the first of its kind in this area, was stopped by the auctioneer after the first tract of land was auctioned.

"Smischny said he saw 'nothing wrong with cash renting land,' but questioned some of the terms of the Salina auction. The contracts were for only one year, he testified, and no one saw a copy of the contract until just before the auction started.

"I'm not for sure I would take a cash-lease sale,' Smischny said. 'There isn't that much money involved and you only make enemies. But deep in my heart, I don't see anything wrong with cash-rent auctions.'

"A Douglas auctioneer, countered that buyers should not pay more than they can afford. He noted that no one was required to bid.

"Another thing, don't feel bad if that other fellow

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outbids you and buys it,' he said. 'He's got to pay for it.'

"For Schneider and his assistants, the hearing was educational. 'I will now know something to work from should I receive complaints in the future,' said Griffin."

EDITOR'S NOTE: Appreciation now is being offered to Grass & Grain for their efforts in reporting on a very touchy subject of auctioneers. The article gave both sides of the land lease sale auction and even though auctioneers quoted are not members of the National Auctioneers Association, their comments do offer copy worthy of repeating in THE AUCTIONEER magazine. The newspaper article also offered information on the lack of information, which is available, or at least known, by state administrators, especially in those states where auction license laws are not now in effect. The meeting of auctioneers, farmers and government officials in Kansas provided the opportunity for communications, which may now be opened permanently by all parties concerned. Comments from non-Kansas NAA members, who have some information, which may be of assistance in this matter, should be directed to Kansas Auctioneers Association secretary (and NAA director) Rex B. Newcom, P.O. Box 458, Whitewater, KS 67154.

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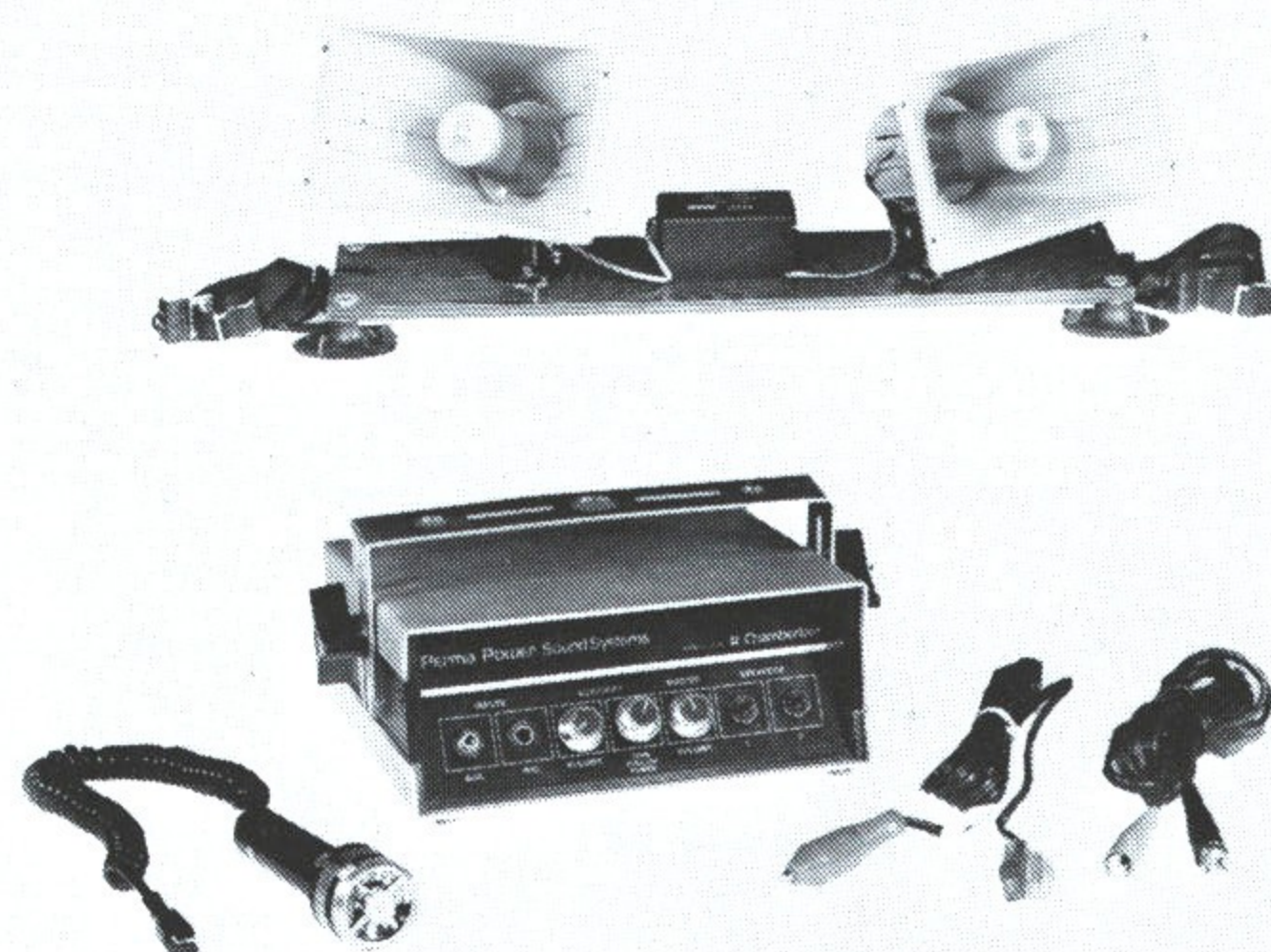
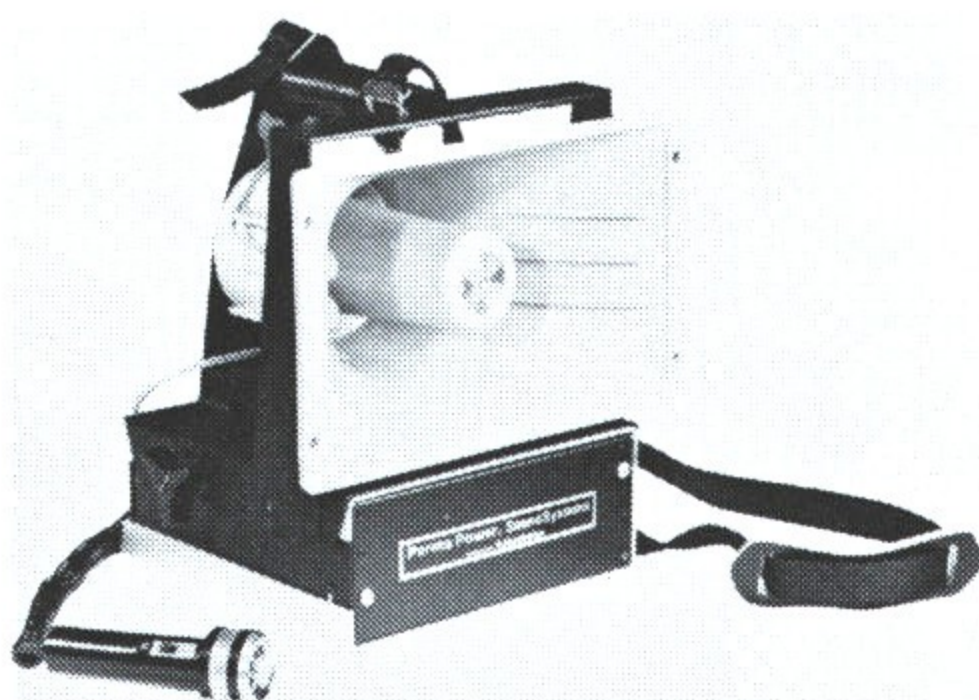
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Western College of Auctioneering Celebrates 102nd Term in March



GRADUATES OF THE MARCH, 1978 Western College of Auctioneering of Billings, Montana, are pictured in the above photograph. The March term, the school's 102nd term, made history by having a student from Sidney, Australia (Trevor Duest) in addition to the students from 16 states of the U.S.A. and four provinces of Canada. The Western College of Auctioneering is truly an International School. Instructors and administrators pictured in the photo with the students are, seated from left to right, W. J. "Bill" Hagen, Executive Secretary, Billings, MT; Jack Bowser, Molt, MT; T. P. Kongslie, Herried, SD; Lorraine Diver, Secretary, Billings, MT; R. J. Thomas, President, Billings, MT; Gene Gabel, Billings, MT; Eide Hagen, Secretary, Billings, MT. Other instructors were not present when the photo was made.



Antiques & Americana . . . WORK TABLES

By George Michael
Merrimack, New Hampshire

The small table we picture is correctly called a work table. Work tables are used as bedside stands, lamp tables, sewing tables, etc., hence the general designation as a table which does all types of work. These were quite popular during the Federal period, c.1775-1830, and the best were made during that time. The earliest, in the Hepplewhite style, feature tapered square legs which are most often pegged to the frame. The Sheraton style with turned and/or reeded legs, came in about 1800, such as the one we picture. Some were made with rope carved legs which are Empire in style, and made well into the middle of the century.

Each must be judged on its form, proportions, design, workmanship, wood, color and condition, as well as to determine that it was made in period, and not a reproduction. The one we picture is in birch, with the turned Sheraton legs, but with spool corners which reflect the incoming Empire style influence. The cookie corners are Sheraton. The top board is tiger maple and is curved on each dimension. There is a banding of figured birch around the drawer. The wooden knobs are appropriate for the piece which would be considered a "country" style.

There are tables which are much more graceful in

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design and in better proportion, but this one is rather unique. The bulbous legs are a throwback to the William and Mary period, in the late 17th century, and there is a suggestion of a baluster turning in the leg, another 17th century form. The feet are an inverted clothespin form, which is unusual for a table. Most often, cookie corners will appear on the front of a piece, but not at the rear. The bowed out dimension of the top is unusual, but pleasing. Hence, this table is a rarity in style. It would date c. 1820-30, is in a home in Maine, so most likely was made there.

QUESTIONS

From Pittsburgh, Pennsylvania — We have a majolica dish in a leaf design with B 10 painted on the bottom. It is about seven inches long. Can you tell us when and where it was made.

Answer — It was made by Griffin, Smith and Hill at Phoenixville, Pennsylvania, late in the last century. It is a piece of Etruscan Majolica. The company worked about 1878 to the early 1890s. It is the best majolica to collect. Some is marked with the impressed name of the company, GSH and the words Etruscan Majolica. Others have the number, such as yours which can be identified from the catalog, which was republished in Phoenixville by Brooke Weidner.

From Dunstable, Massachusetts — We have a 6" oval studio portrait of Henry Ward Beecher. His autograph dated 1875 is written beneath the portrait. Can you tell me the value?

Answer — Perhaps the frame is worth more than what is in it. Autograph collectors usually want those which relate to politically or historically important people. The appeal of Beecher would be limited.

From Bruce, South Dakota — I have an 18x14 woven silk picture of William Tell. On it is woven, Seiden Webschule Zurich, Richard Kissling Modell, Fritz Kaiser, gez. Do I have a treasure.

Answer — It was made in Zurich, Kissling was the painter of the scene and Kaiser must be credited with the weaving of it, most likely on a Jacquard loom. It would be late 19th century, and worth about \$65. This is a treasure to some people.

NEW BOOK

INVESTING FOR PLEASURE AND PROFIT, by John Peterson; \$3.95; published by Dow Jones, Books, PO Box 300, Princeton, NJ 08540. The publishers of the Wall Street Journal recognize good art as an excellent investment, vs. the stock market. The author cites personal experiences in the field of collecting — these can be of much benefit to the neophyte in the field. A lot of very useful information for little money.

Antiques & Americana is a frequent contribution to THE AUCTIONEER magazine by NAA member George Michael, Evergreen Drive, Merrimack, New Hampshire. The Questions and Answers section are questions asked of George in a regular column, published in a New England newspaper. Appreciation is being given to George Michael for his many contributions to the National Auctioneers Association.

OLD TIMER

Reporter: "To what do you attribute your exceptionally long life?"

Cap Bjornson: "I guess it must be because I was born such a long time ago."

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GONE FISHING

The little boy was late for Sunday school, and the superintendent, seeing him slip in, detained him and asked the reason. The boy shuffled his feet uncertainly for a moment, then blurted out: "I started out to go fishing instead, but my dad wouldn't let me."

The superintendent beamed broadly. "A wise father," he said. "He was quite right not to let you go fishing on a Sunday. Did he explain to you why?"

The little boy nodded. "Oh, yes, sir. He said there wasn't enough bait for the two of us."

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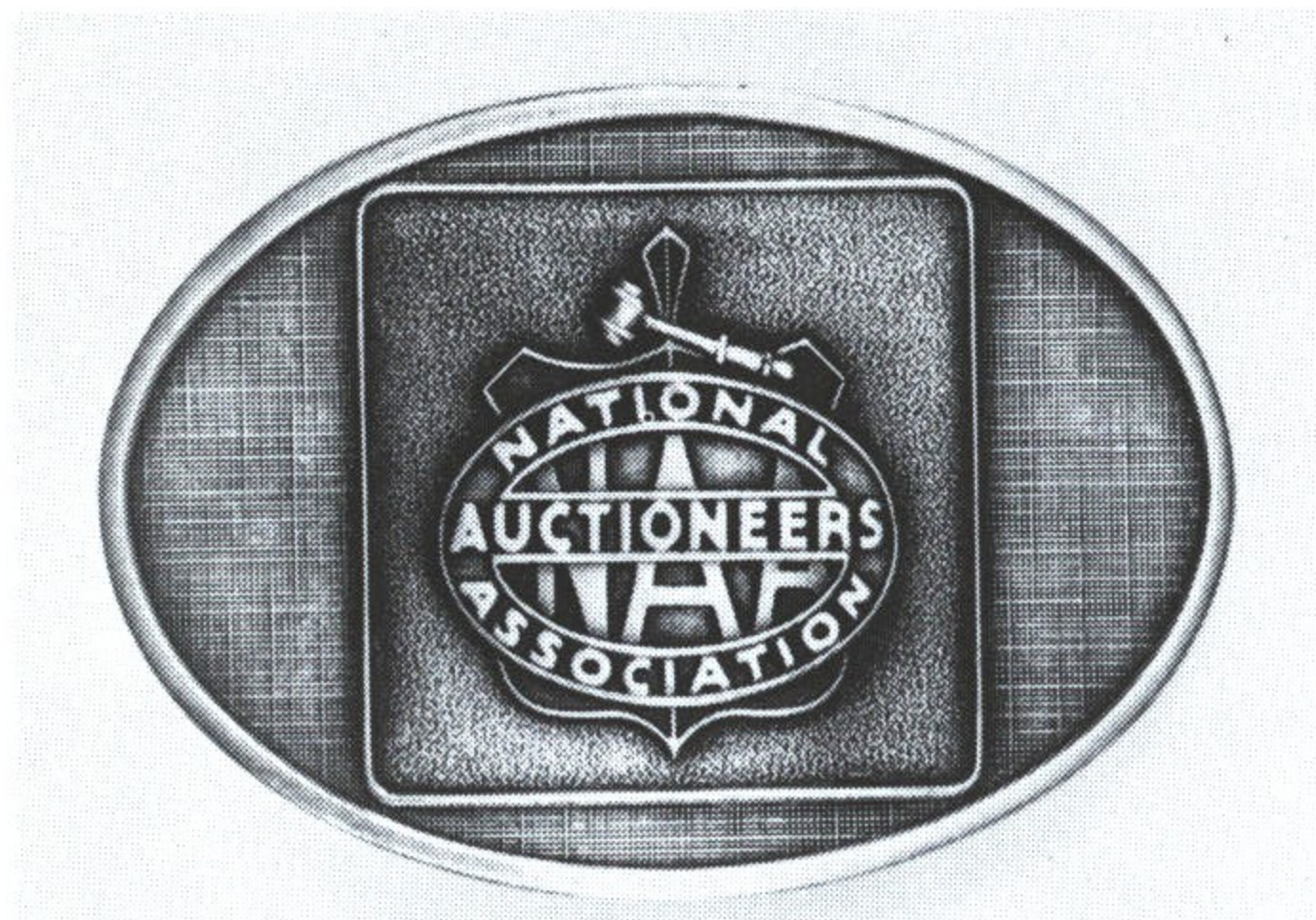
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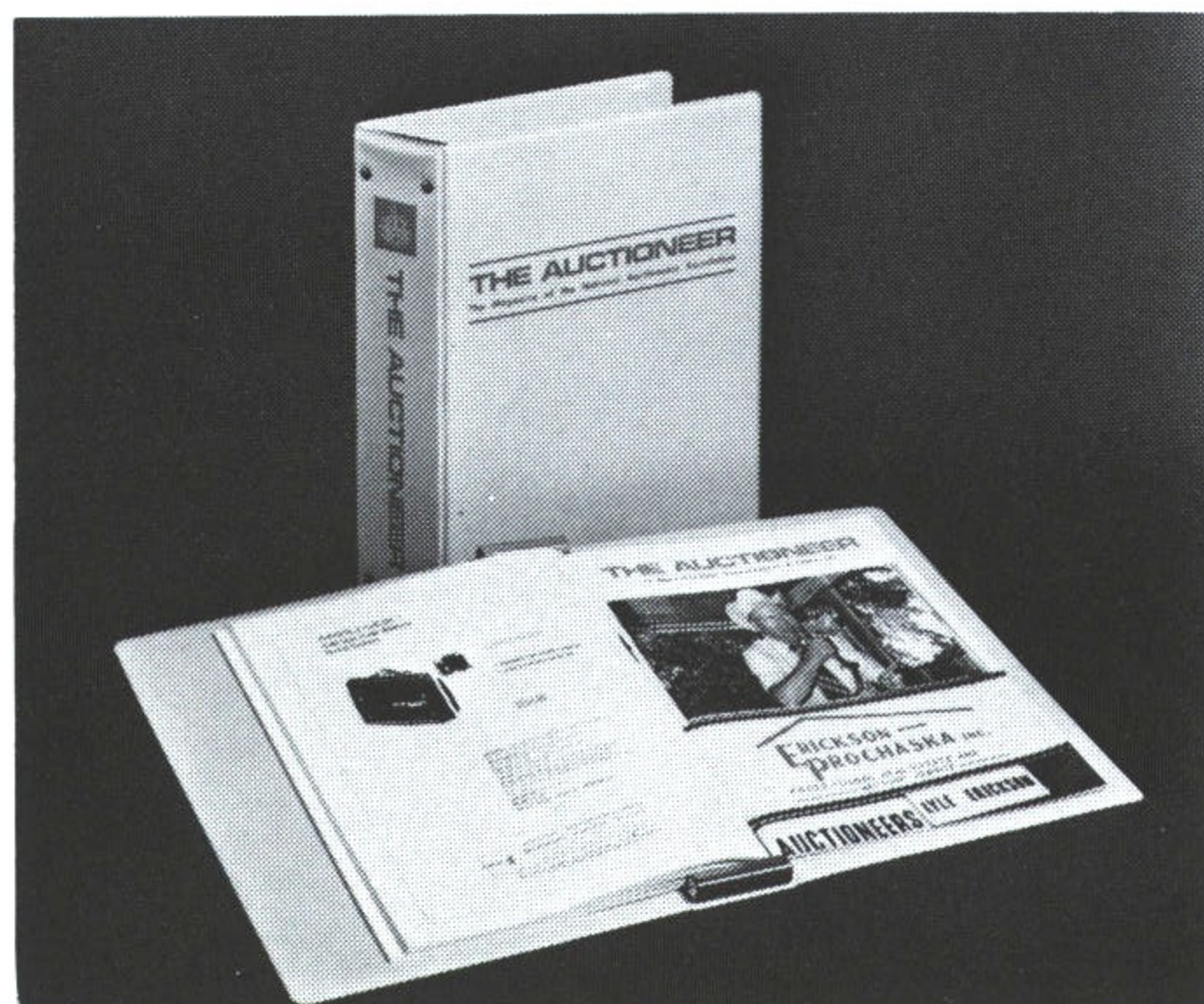
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NAA Magazine Binder to maintain permanent copies of THE AUCTIONEER magazine. Binder is bone color with red NAA emblem and holds 11 issues annually (plus NAA Directory). Designed to hold current 8 1/2" by 11" magazine, but will also hold former 6" by 9" size magazine.

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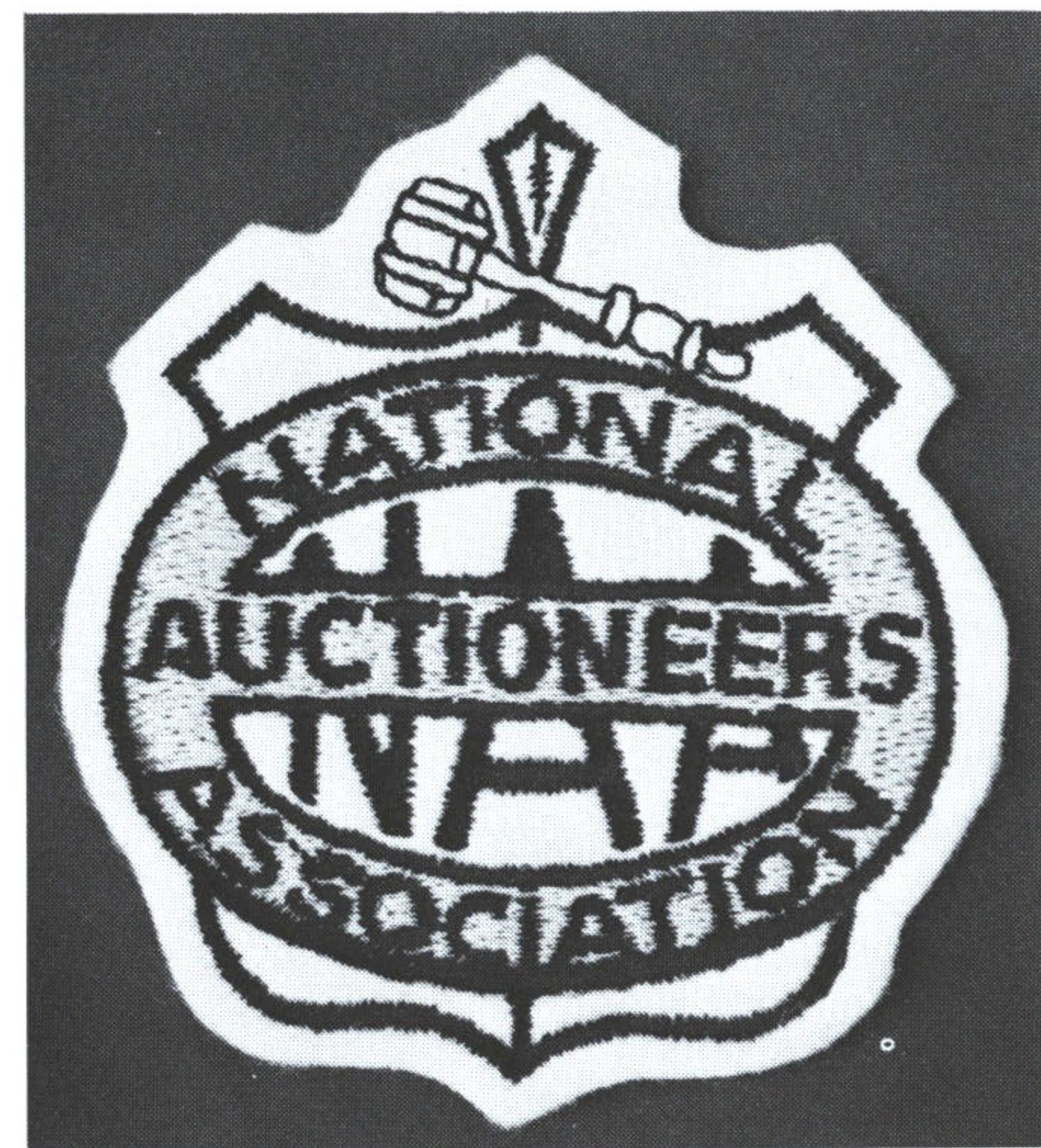
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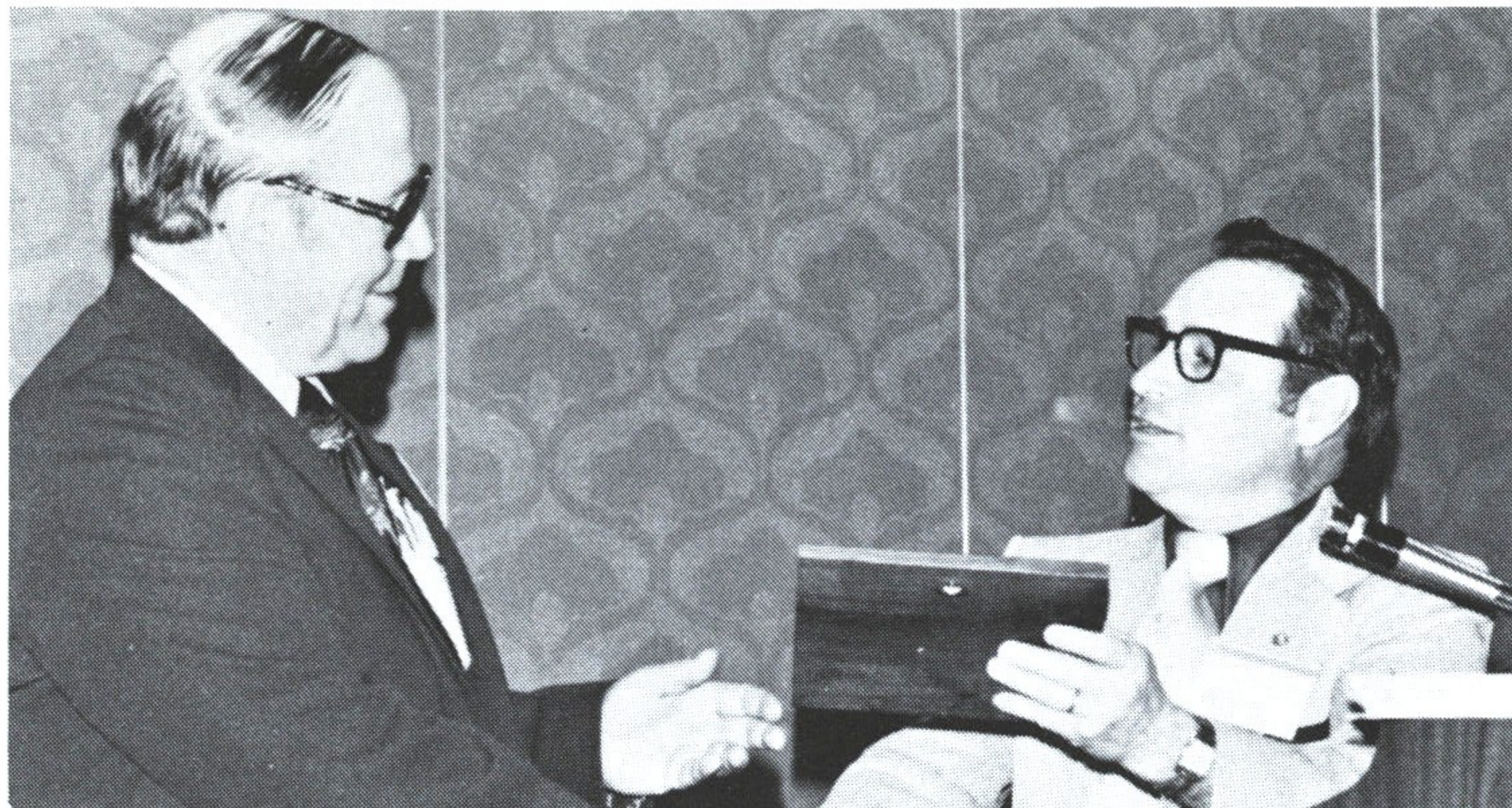
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1978 ORLANDO SEMINAR INSTRUCTORS and NAA leadership dignitaries are shown in the photos above and include, left to right: R. A. "Dick" Mader of Gillette, Wyoming (real estate) being presented his recognition plaque from NAA 1st Vice President and 1978 Seminars Chairman Harvey Lambright, LaGrange, Indiana; Robert E. "Bob" Gaines, Alamo, Tennessee (farm equipment), giving his presentation; Boyd Michael, Kansas City, Missouri, discussing cattle; and NAA president Marty Higgenbotham, Lakeland, Florida, offering a few words of welcome to Florida.

Cold and Damp Weather in Florida Offers Auctioneers More Incentive To Enjoy February Orlando Seminar

When temperatures dip below the freezing mark in Florida and much of the weather is cold and damp, the best place to be is inside a warm and friendly place. The warmth offered at the 1978 Orlando Seminar, held on February 20-23 at the beautiful Hyatt House Hotel, near Disney World, was provided by the fellowship and good education of the instructors and registrants.

A near full capacity crowd listened attentively to the panel of instructors at the NAA educational event. R. A. "Dick" Mader of Gillette, Wyoming, began the Monday seminar with his presentation on real estate and real estate appraisal at auction.

C. E. "Chuck" Cumberlin of Brush, Colorado, followed Dick with two sessions on bid calling and voice analysis (Monday and Tuesday evenings) and Chuck added a bonus when he began the Tuesday night seminar off with a discussion of advertising.

Robert E. Gaines, Sr., Alamo, Tennessee, shared the Tuesday's seminar program with Boyd Michael of Kansas City, Missouri. Bob discussed farm machinery and Boyd made his presentation on beef, dairy and exotic cattle.

Jack Salisbury of Fort Collins, Colorado, had Wednesday all to himself and was regarded as one of the highlights of the entire three-day seminar with his presentation on consignment auction house (booking and auction, preparation for an auction and closing an auction).

The value of the NAA Seminars is the education which is offered to those in attendance. The bonus derived from the seminars program is the fellowship, friendship and exchange of ideas, which is offered to and by those in attendance.

Orlando offered everyone something different: a new look at the auction topics discussed and a new look at Florida, which showed to everyone that the north lands don't have a captive market on cold and damp weather. But a different view at Florida did not "dampen" the spirits or "cool" the enthusiasm of the auctioneers attending the 1978 Orlando Seminar!



BID CALLING and voice analysis was offered to everyone at the Orlando Seminar and experience or years in the auction profession does not mean that help is not welcomed. The above series of photos shows NAA members receiving the benefit of NAA 2nd vice president Chuck Cumberlin's (Brush, Colorado) bid calling instruction. From left to right: NAA past president Bob Penfield, Bowman, North Dakota; NAA director William L. Gaule, Chatham, Illinois; Indiana Auctioneers Association president Amos M. Wittmer of Montgomery, Indiana; and Tennessee auctioneer Carl Montgomery of Smyrna.

Introduce Yourself to Boston By Walking the Freedom Trail

This article was prepared by the Greater Boston Convention & Tourist Bureau and offers NAA members, attending the 1978 "Boston Clambake" Convention information on the history, which is available to all conventioners staying in the convention headquarters, the Sheraton-Boston Hotel. The Freedom Trail can begin at the hotel and maps are available at the hotel to guide everyone.

Recognition also should be given to the Greater Boston Convention & Tourist Bureau for providing the excellent photographs of Boston and surrounding area, which have been used in this issue and preceding issues of THE AUCTIONEER magazine, promoting the 1978 NAA Convention.

Historical sites of major importance in the establishment of America's freedom draw visitors to Boston throughout the year. The Freedom Trail, a one and a half-mile walking tour, covers 16 historical landmarks and, depending on how much time you spend at each site, can take as little as three hours to complete. Information centers located at Boston's City Hall and at the Boston Common provide easy-to-follow maps for the Trail.

Among the first things the settlers of Boston did was to set aside certain land for common pasturage and common training ground. The nation's oldest park, the 48-acre Boston Common, was purchased by Boston in 1634. It has been used as a training field for both Colonial and British soldiers for army recruiting during the Civil War, and for the exercise of the right of public assembly.

Commanding the hill above the Common, where settlers once kept vigil to "foresee the approach of foreign danger", is the gold-domed State House. Designed by Charles Bulfinch and built on land acquired from the heirs of John Hancock, the State House today houses colonial archives as well as the official government of Massachusetts.

The Park Street Church was built in 1809 and was described by Henry James as "the most interesting mass of brick and mortar in America". It was here that William Lloyd Garrison gave his first anti-slavery address in 1829 and here was the first public singing of "America" in 1831, both on July 4th.

The Granary Burying Ground along Tremont Street holds the graves of three signers of the Declaration of Independence, John Hancock, Robert Paine, and Samuel Adams, as well as Paul Revere. Ben Franklin's parents and victims of the Boston Massacre are also buried here. Before Park Street Church was built, the site was occupied by the town granary which gave its name to the cemetery.

King's Chapel, across Tremont Street, began as the home of the first Anglican congregation in Massachusetts and after the Revolution became the first Unitarian Church in America. The present building was completed in 1754. In colonial days, the church was a royal favorite. Queen Anne donated its red cushions, James II its pulpit, and George III its communion plate. Far older than the Chapel itself is the burying ground beside it — the only cemetery for the colony for its first 30 years.

The Freedom Trail continues through the North End to the oldest home in Boston, Paul Revere's house. From here on April 18, 1775, Revere left to spread the famed alarm. His statue stands in the Paul Revere Mall. Down the mall, facing Salem Street is the old and famous Old North Church. It was here in its steeple that the two lanterns were hung to signal the Redcoats' advance on Concord. The church is authentically restored to its original Christopher Wren style.

A little further is Copp's Burial Ground — next to Beacon Hill, the highest land in Boston. Set out in 1660, it became Boston's second cemetery. More than a century later British troops used it as a battery site and trained their heavy cannon on Bunker Hill.

Next on the Trail is Faneuil Hall. Boston's town meet-

ings were so active here that John Adams designated the hall "The Cradle of Liberty". The hall was given to Boston in 1742 by Peter Faneuil, and enlarged by Bulfinch in 1806. The Faneuil building has always had a market on the ground floor, and a free market for ideas on the floor above. Nearby is the Quincy Market, reopened after reconstruction, which today is still serving its original function as a contemporary food center with restaurants, delicatessens, food retailers, and specialty gift shops.

Just beyond is the Old State House, constructed in 1712. The building housed the town market, town government, and the provincial government. Our Declaration of Independence was read from its East Balcony on July 18, 1776. On its lawn is the first portrait statue erected in Boston, that of Benjamin Franklin. Around the corner on Milk Street a plaque marks Ben Franklin's birthplace.

Resentment against the red-coated symbols of British authority surfaced on March 5, 1770, in the form of insults, thrown stones, and snowballs. Finally soldiers fired and five men died, one of them Crispus Attucks, a black man, and the first blood was shed in the growing revolution. At the intersection below the Old State House a ring of cobblestones marks the site of the Boston Massacre.

The Old South Meeting house was built in 1729 and was the site of numerous town meetings and radical gatherings. At one of these meetings the signal was given for the Boston Tea Party on December 16, 1773.

Many authors of the 19th century — Longfellow, Emerson, Hawthorne, Thoreau, Holmes, and Whittier, gathered at the Old Corner Bookstore built in 1712, the site of the first publishing house of Ticknor and Fields.

Next is the site of the first public school in the country. Built in 1635, the Boston Public Latin School taught several schoolboys who later became instrumental in the founding of the country: Samuel Adams, John Hancock and Ben Franklin.

Two other Freedom Trail sites, the Bunker Hill Monument and the U.S.S. Constitution are located in Charlestown, only a short distance away from the North End by MBTA bus from Haymarket Station. The Bunker Hill Monument is a towering obelisk which marks the site of the first major battle of the Revolution, the Battle of Bunker Hill, June 17, 1775. The monument and a museum are tributes to those Colonists who, though badly outnumbered, fought bravely against the British and withdrew only after their ammunition was gone.

The U.S.S. Constitution, nicknamed "Old Ironsides," from the strength of her oak construction, is the oldest commissioned warship afloat in the world, and is located in the Charlestown Navy Yard. This heavy frigate, launched in 1797, was most recently restored between 1973 and 1976. There is also a museum on the site.

Just off the Freedom Trail, down Congress Street, is the Boston Tea Party Ship and Museum. On the night of December 1, 1773, Bostonians destroyed 340 chests of dutied tea by dumping it into the harbor. This violent protest started a series of reactions which finally resulted in the confrontation at Lexington and Concord. Visitors to the site find a museum and a full-size working replica of the original Tea Party Ship, Brig Beaver II.

THE BEAUTY OF GOODNESS

Goodness is usually considered in terms of morals; it is more than that. It is a form of beauty in living. It is a subtle thing that develops gradually and unconsciously, that grows more lovely with the years. It is not always the kind of beauty one can drink in with the eyes. It is the kind you sense — and admire — when you are in its presence.

This concept of goodness probably was what Socrates had in mind when he asked the gods to make him beautiful within. One recognizes it in a Jesus, a Gandhi, a Sweitzer. Yet it is not as rare as you might think. You find it in all who live nobly, do justly, serve kindly, and walk humbly.

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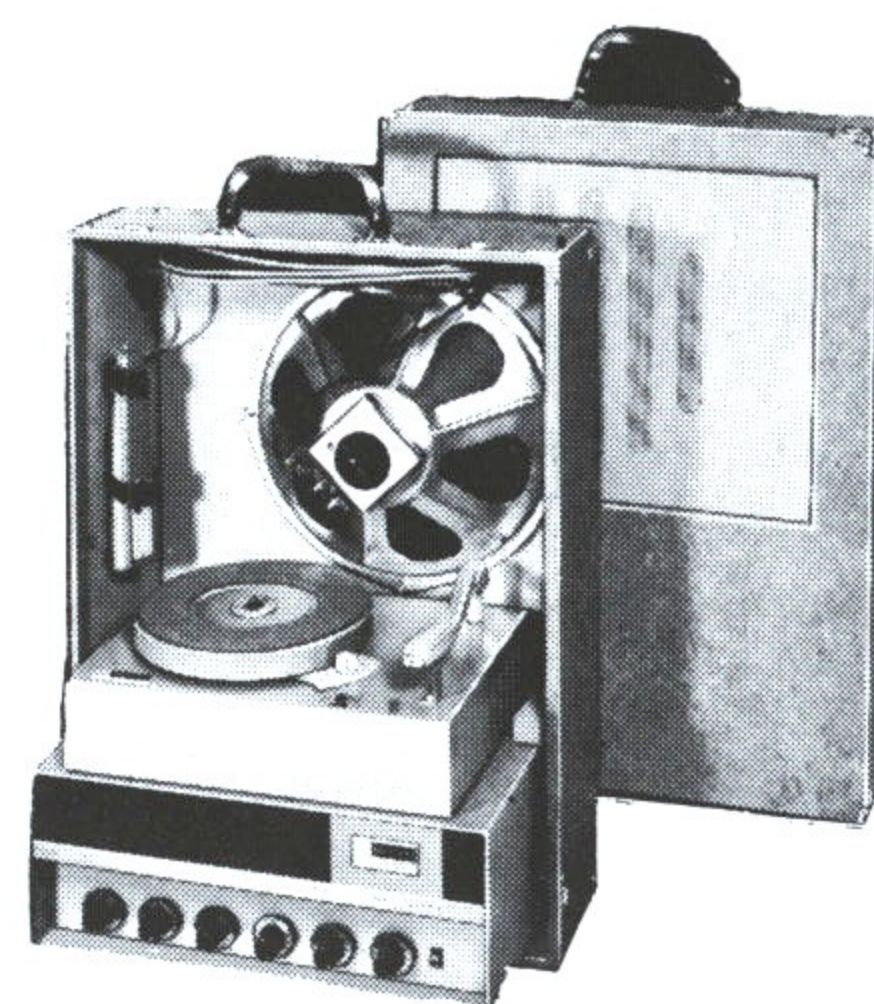
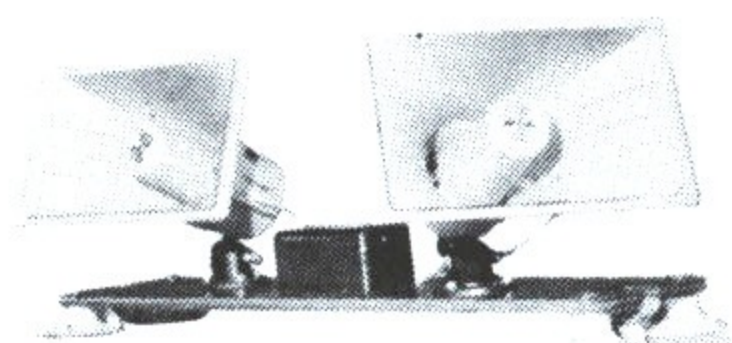


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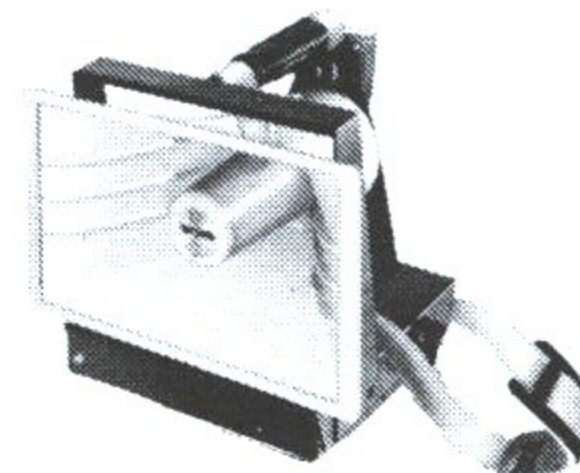
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