

THE auctioneer

MERRY CHRISTMAS and
happy new year to all

Pat Lacey



Kylie Bittenhouse

Chuck Cumberlin



from Bernie and Jan and all

the officers and directors of the NAA.

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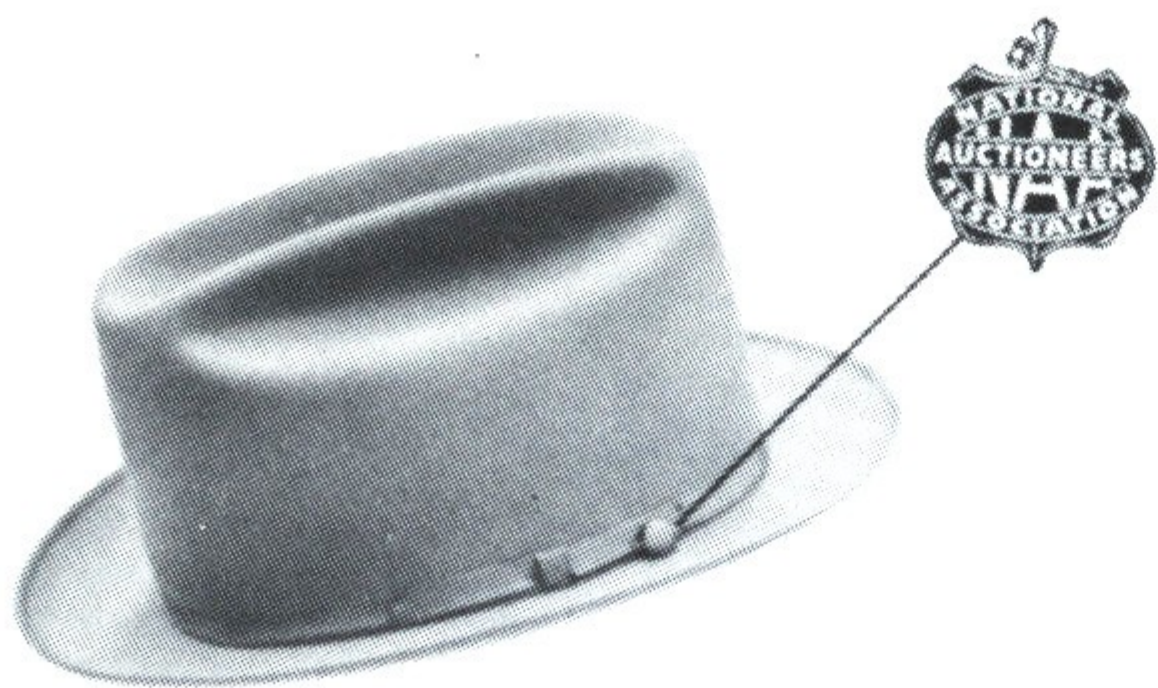
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Merle Straw Jr.

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Joe Donahoe
Grover Howell
Harold Ellingson



“AUCTIONEER HAT”



**“AUCTIONEER’S GAVEL”
TIE TACK**

“THINKING CHRISTMAS?” You had better be, for it is just around the corner. All you wives, sons, daughters cannot make the man of your life happier than giving him something that is both nice and practical. These “Stetson” silver belly felt hats that are worn by over 2500 auctioneers in almost every state in the union set you off as an auctioneer and there is no doubt in anyone’s mind “Who is in Charge of the Sale”! We have a complete size assortment in all three brim widths — 2-1/8”, 2-3/8”, and 2-5/8” on hand now so please do not wait until December 20th and write in wanting it in time for Christmas.

The London Fog type jacket with the washable three color NAA emblem also makes a nice gift. For the auctioneer who has everything get him a diamond gavel tie tack. Any size stone you want in 14K solid gold gavel — write for prices on stones larger than those listed below.

All of the Lawings are taking this opportunity to wish each and everyone of you a very Happy and Glorious Holiday Season and thank you for your past patronage.

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THE auctioneer

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EDITOR

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

THE AUCTIONEER is a non-profit publication and every member of the NAA also owns a share of THE AUCTIONEER. It 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.

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A Great Era in Real Estate Auctions

By Philadelphia's Traiman Firm

When the auction team of Louis Traiman Auction Company of Philadelphia sets up for a sale, the scene can vary from a cow pasture to an elegant townhouse, from an industrial plant to a seashore residence in an ever changing variety of types of property and locales.

Known primarily for its real estate auctions in many states from coast to coast, the Traiman Company occasionally sells personal property. In August it held an all-day sale of pleasure boats at a marina in Ocean City, N.J. The owners wished to cut their inventory drastically and the sale accomplished just that by disposing of over \$140,000 of inventory in a few hours.

Alfred Traiman, president and son of the founder of the business, is well known to members of the National Auctioneers Association. He has been a speaker at auctioneer gatherings on real estate sales in Chicago and Las Vegas and Realtor Board Meetings.

In September, 1974 he was quoted by the New York Times in a special feature headlined "Auctions are On the Up-swing" on the first page of the Sunday real estate section.

"Our business has been growing just as the fine arts field has expanded," he told writer Joan Cook. "We're handling bigger and better properties all the time."

Each of the Traiman Company's sales calls for a special approach, no two being exactly the same in the way they are advertised. The Traiman organization has its team of real estate experts who analyze the property, make recommendations on how the property should be offered whether as an entirety or in parcels, and exposed to the marketplace. This is done through preparation of customized sales brochures and placement of advertisements in newspapers in the many areas. Some sales may be advertised in several states or nationally. Some brochures are simple one-pagers, others are elaborate jobs in color with maps and picture layouts.

The Traiman firm also has a public relations program which aims to maximize the promotional aspects of mar-

keting. This helps to generate coverage in the press of newsworthy sales.

Metropolitan papers gave coverage in July to the sale of an elegant town house in Society Hill, part of historic Philadelphia near Independence Hall. The historically certified residence was sold for \$125,000 for a former U.S. Attorney to a local businessman.

Alfred Traiman conducted this sale in a lovely rear garden of the home, but he is equally at home in less idyllic settings as beside a roaring expressway or in an industrial neighborhood.

For noisy locations, as well as for their tent sales of real estate they use public address systems. One was set up in July for the sale of a large estate in Montgomery County, Pa. The sale was conducted under a circus type tent, fitted with folding chairs for over 250 persons. Almost as many others stood around the perimeter of the tent with sides raised because of the hot weather as the sale proceeded.

Alfred Traiman and his staff knew most of the builders and developers who were attracted to the sale of 182 acres of lovely countryside. The sale was conducted for the estate of R. Sturgiss Ingersoll, civic leader and former president of the Philadelphia Museum of Art. Provident National Bank represented the estate. Many Traiman sales are held for banks and trust companies handling estates.

In an afternoon of spirited bidding, the land was sold in six tracts for a total of \$991,000. It is interesting to note that statuary and other fine art pieces were sold for the same estate through auction houses in New York and London. A small primitive bronze brought \$440,000. It cost Mr. Ingersoll \$13,000.

This again demonstrates the validity of what Bernard Hart, secretary of the National Association of Auctioneers, said in the same New York Times story referred to earlier. "The main reason is that, because of inflation, people don't know what their property is worth, so they are selling at auction to get the high dollar," he said.

Alfred Traiman agrees with Hart's

statement and says it applies with special force to estates. "The one true course to follow in disposing of decedent's estates is the auction method. It is truly an arm's length transaction that is the safest for executors, trustees and other fiduciaries," he said.

The constantly shifting locale of Traiman auctions led one beautiful afternoon in July to the booming Exton area of Chester County, Pa., where another sale was conducted for an estate represented by the First National Bank of West Chester.

Here the Traiman team required only a folding table to hold its equipment as the sale was conducted in the shade of giant maple trees. Again leading developers of the area were present as the prime 70-acre tract was sold for \$200,000.

A few weeks earlier, the firm auctioned a nearby commercial corner of less than two acres with two sets of buildings for \$105,000. The same week, a ten-acre building tract in the executive residence community of Bryn Mawr was sold to a builder for \$92,000.

The firm handles a number of seashore home and commercial sales each year. A notable sale this year was a contemporary ocean-front home at Harvey Cedars, N.J., sold for \$133,500.

Farm sales in Delaware and Maryland are part of each sales season for the firm. In May, the 256-acre Sugarloaf Farm near Odessa, Delaware, was sold in nine parcels for \$643,000.

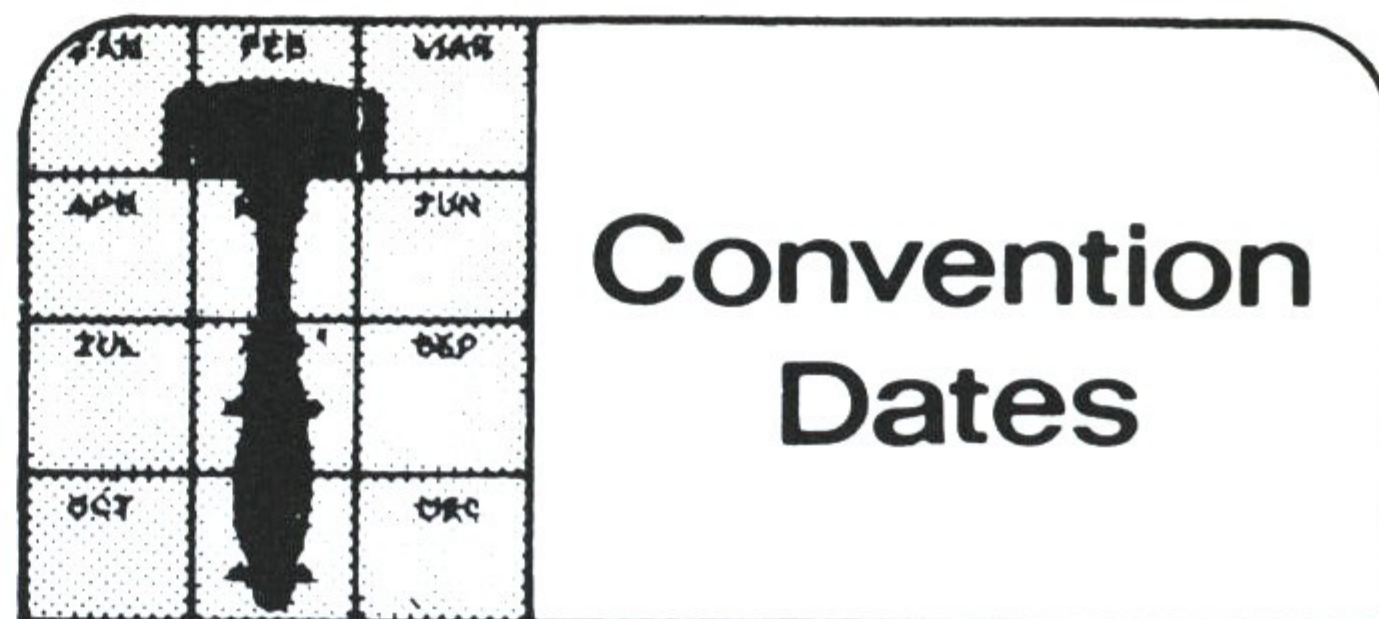
A 297-acre operating farm in Caroline County, Maryland, was sold at executor's auction for Suburban Trust Co. for \$235,000.

Many farms and estates in Pennsylvania were sold this year, some in parcels as a 100-acre tract on I-78 at Kuhnsville, which brought \$363,000.

Also sold in parcels was the 188-acre Charming Hill livestock farm in Berks County, knocked down for \$150,000. Another 135-acre Berks County homestead brought \$233,000 as six parcels.

Traiman packaged three tracts in Montgomery County for sale on one afternoon. The sites are within a few miles of each other and were sold as parcels for a total of \$271,000. They included a three-acre commercial site, an 11-acre apartment tract and a nine-acre industrial tract. All were sold for a decedent's estate.

Many sales of fine homes and small



January 10-11 — Pennsylvania Auctioneers Association, Host Inn, Harrisburg.

January 11-12 — Ohio Auctioneers Association, Imperial North, Columbus.

January 19-20 — Minnesota State Auctioneers Association, Ramada Inn, Marshall.

January 25-26 — Auctioneers Association of North Carolina, Downtowner Motel, Batesville.

April 6 — Illinois State Auctioneers Assn., Holiday Inn, Decatur.

April 26-27 — Iowa Auctioneers Association.

May 3-4 — Missouri State Auctioneers Assn., Columbia.

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

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

estates are held each year. One such held in May was the 24-acre Middlebury Farm in Bucks County, sold for \$172,000. Each of these properties usually has a handsome residence, such as Pengwyn, all-stone home on three acres in Montgomery County, sold for \$133,500.

Some notable properties attract much attention when advertised before the sale. One such scheduled for sale in May was sold prior to the auction when the community paid \$150,000 to preserve the historic mansion, "The Grange", dating to 1682, in Haverford Township, Delaware County.

A Bucks County mansion converted to 3,000 square feet of offices in a busy commercial section at Feasterville was sold for \$95,000.

A 14-acre gentleman's estate in

Attention — State Convention Planners

The Board of Directors of the National Auctioneers Association has adopted a policy to aid in the programming of State Conventions. Believing that a member of the NAA Board, living in another state, could add to the interest and importance of State Conventions, the NAA will aid in paying travel expenses for this purpose.

Contact the NAA office or President Wylie Rittenhouse if you wish one of these men on your Program.

Meadowbrook, Montgomery County, was sold for \$290,295 as parcels.

In Chester County, a 44-acre tract divided for sale as four parcels brought \$135,000 when offered as an entirety. The 144-acre Echo Dell Farm in Chester County also sold as an entirety for \$385,000. The Hollows, an 80-acre horse farm in Chester County sold for \$177,280 at absolute auction.

A 78-acre prime development tract in Kennett Square Zoned for 30,000 square foot lots sold for \$234,500 at absolute auction in May. The same month a 58-acre tract in the Uwchlan Township residential area sold for \$264,000 and a 99-acre tract near Exton sold for \$173,285 at absolute auction.

Key commercial sites are another regular feature on the Traiman sales calendar. One such, a 17,000 square-foot former service station under a deed restriction forbidding the sale of petroleum products for ten years from date of sale, brought \$120,000.

When selling Chester County land, the Traiman organization sometimes has a series of big sales in a matter of weeks, as in 1973. In less than a month, the firm sold the 271-acre Whitford and Arrandale Farms for \$2,469,000; the 90-acre Meadow Court Farm for \$725,000, and the 212-acre Bellevue Farm for \$1,505,000.

But despite its far flung operations, Louis Traiman Auction Company does not overlook the "Acres of Diamonds" on its doorstep. It regularly sells properties within a few blocks of its center city offices in Philadelphia. This year it sold townhouses in the Rittenhouse Square section for \$40,000 and \$67,000.

Stroke Proves Fatal to Pennsylvania Member

One of our long-standing members, Bill Guthrie of West Chester, Penna., died Tuesday, October 29. He suffered a stroke on the previous weekend from which he seemed to rally — but apparently not, for it caught him again on Tuesday and he did not recover.

Bill was a member of the National, Pennsylvania and Southeast Chapter of Auctioneers for as long as we all remember. He was a quiet, dignified man, who never made a fuss, and always went along for the good of the order.

His auction business, though never extensive, was the love of his life. No one I ever met was prouder to be an auctioneer. He quietly made almost every meeting and his dues were always paid on time even though I know personally this wasn't always easy.

Maybe he never made any great waves but we will not soon forget Bill Guthrie. If there's a special place in Heaven where you can be the greatest auctioneer and call one every day that tops a million, that's where he would want to be and having known him, that would be his reward.

Sadly missed by all his fellow auctioneers and friends — Col. William Guthrie, Auctioneer.

RICH MOYER, Spring City, Pa.

GOOD SUGGESTION FROM THE NEWS: If someone stamped the Bible "TOP SECRET" and bootlegged photocopies to Congress and the press, this world might be a better place!

From the President . . .



I have had the pleasure to attend state meetings in Rochester, New York, at the New York State Convention and also in Boston, Massachusetts, for the combined Massachusetts, New Hampshire and Maine Conventions.

Each convention was well planned with speakers and educational programs offered at each meeting. I was impressed with the enthusiasm the officers of these organizations had and this was also reflected in the good attendance. Both organizations are to be congratulated for their efforts and each are showing sound growth with future educational programs being planned.

I am looking forward to meeting with the Indiana Auctioneers on January 6 and then, of course, the 26th annual meeting of my own state in Harrisburg on the 10th and 11th of January. My wife, Joan, and I will be heading for the Ohio convention on the 12th of January. We will be looking to meet many friends at each of these meetings and I am sure the educational programs at each war-

rants that every auctioneer in the respective areas plan to attend their conventions.

Just one word concerning the seminars in February. Do make your plans to attend right now, as there are only so many seats available. The success of the past two seminars is getting around and I have been getting calls from interested parties. Don't be left out. It is your opportunity. I am going to a Real Estate closing tomorrow which will carry a commission over \$3,500.00 for just one little sale which was done along with the personal property in an estate sale . . . a good addition to any sale. And the past two seminars, along with National Convention attendance in the past, have made the effort possible. It will help you too. Register for the seminars, it will pay dividends for decades to come and you'll profit.

The current year is coming to a close and with that, everyone will be experiencing another Christmas season. Let us all pause a little and give thanks to God for all the benefits that the Auction profession provides. Merry Christmas and a Happy New Year . . .

Wylie S. Rittenhouse



Be proud of your state and National Association. Display the emblem or the words "Member of (state) and National Auctioneers Association" in all advertising and promotion.

Engravings of this emblem in 2/3" and 7/8" sizes can be obtained for \$2.50 each, postpaid. Order from:

**THE AUCTIONEER
135 Lakewood Drive
Lincoln, Neb. 68510**

Common Sense in the Auction Business



By Leo Jesion

We as auctioneers have all had sales where the owner had tried to dispose of real or personal property by some other method other than auction. After failing to do so, they put it on the auction block and, much to their surprise, sell it for more than originally asked. The point I'm making is that it should have been auctioned in the first place. Many people only try auctions as a last resort.

We as an organization must show the public that the auction way is indeed the best way to dispose of most anything. Just last week I had sold the personal property out of an estate for \$3,650. Yet the best the owners could net in three weeks trying to selling it themselves was \$500. The sorry part of it is that if it would have been auctioned in the first place, I'm sure the same merchandise would have brought around \$5,500. because once the owners try to sell it themselves, it often takes a lot of the luster out of the auction.

Of course, the reason these people fail to sell things themselves are: (1) They don't know the values of various items, (2) They do not know how to advertise, and (3) They do not know how

to give accurate directions, etc. In other words, they are rank amateurs.

Signs, slogans, advertisements will do little to wake the public up. But we, as auctioneers, can do this by doing a better job on the auction block and by never giving up trying to do a better job on all phases of the auction business. I really don't think we can ever attain perfection in our profession, but the closer we get to it, the less people will try other methods of liquidation.

I don't know what percentage of personal or real property is sold at auction, but as prices soar at auctions across the country, we will be getting a larger and larger piece of the action. The way you handle your sales will determine the amount of business you will get. It's up to you.

Hang in there!

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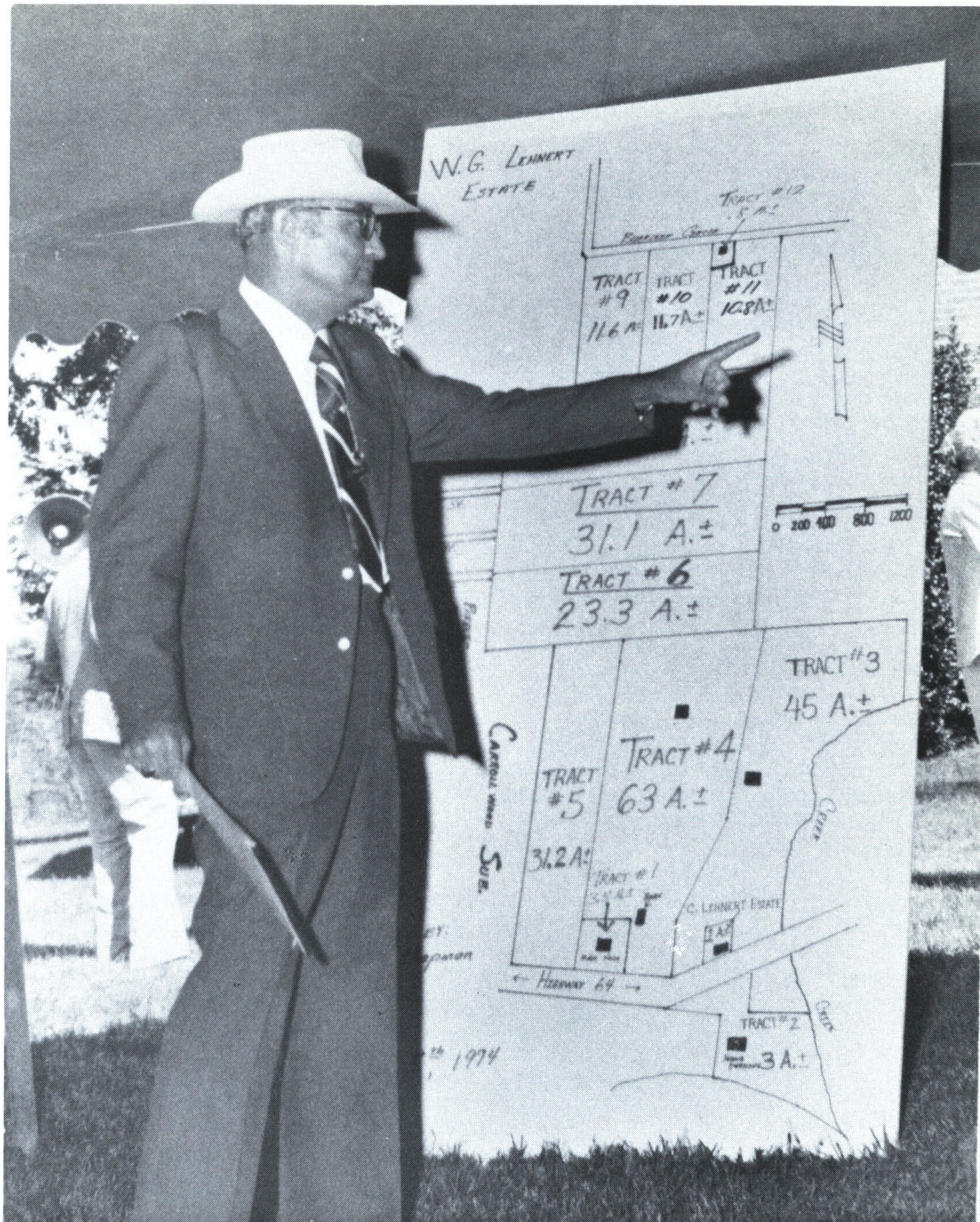
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Realtors

Auctioneers



Col. Buford Evans, Lawrenceburg, Tenn., points out the location of a tract during the auction of the W. G. Lehnert Estate, Lawrenceburg, Tenn. Col. Evans and his team of auctioneers sold the 265 acre farm in 14 tracts and then combined them in a two and one-half hour auction that totaled \$441,500.

GOOD TIMES

A mother was telling her small son about the good times she had when she

was a little girl — riding a pony, sliding down haystacks, and wading in a brook at the farm. “Mother,” he signed, “I wish I’d met you earlier.”

IN UNITY THERE IS STRENGTH



The Ladies Auxiliary

Ladies:

Fall is almost over and winter here. We have had a busy summer and fall and are booked into December and January. The auctioneers and their families who missed the National Convention sure missed some nice events and the beautiful west. We camped out to and back from Medora and enjoyed almost every minute of it.

The young people who run Medora and put on the musical in the outdoor amphitheater are a very wonderful group. The show they put on is very beautiful and I would have enjoyed seeing it several times, but time didn't permit.

I really have no news as I see few members except at our state meetings or at the National. I am enclosing a couple recipes which my family enjoy and I hope some of you will too. Hoping to see you all in Louisville next summer. Hope everyone had a nice Thanksgiving and has a very wonderful Christmas.

Sincerely,
Mrs. Don (Eileen) Standen
N. Ridgeville, Ohio

APPLE CAKE

- 1-3/4 C. Sugar
- 3 eggs
- 1 C. oil
- 2 C. flour
- 1 tsp. cinnamon
- 1 tsp. salt
- 1 tsp. baking soda
- 1 tsp. vanilla
- 4 or 5 med. fresh apples (1 can of apples can be used instead)
- 1 C. Chopped nuts

Beat sugar and eggs until light and fluffy. Add oil and mix well. Sift flour, salt, cinnamon and soda together and add to egg mixture. Mix well. Fold in apples and nuts. Bake in 9 x 13 pan for 45 minutes at 375 degrees.

NUT CRISPIES (Cookies)

- 1 C. Shortening and oleo
- 2 1/2 C. brown sugar

2 beaten eggs

2 1/2 C. flour

1/2 tsp. soda

1/4 tsp. salt

1 C. Nuts (Hickory, walnuts or pecans)

Cream shortening and sugar, add eggs, beat well. Sift dry ingredients add to creamed mixture. Add nuts.

Drop from teaspoon about 2 inches apart onto greased cookie sheet. Bake 12 to 15 minutes in 350 degree oven. Makes about 5 dozen.

Hi Ladies:

I decided to spend part of Election Day writing for "THE AUCTIONEER". The Weather in Virginia has been beautiful today, in fact we have had 70 degree weather for the past three weeks. I must admit this is a little unusual for this time of year, but I'm sure by the time this is published, we will either be having snow or it will be much colder.

Since it will be so close to Christmas when your copy arrives, I would like to share my interpretation of the first Christmas gift. This gift can be compared to Christmas presents of today, consisting of bows, ribbon, paper and all the other decorative accessories. While the box or container of this gift represents the Earth, the paper covering it is the love and joy which surrounded and enclosed the Earth that first Christmas night. The ribbon used on this gift represents the long and tiring path of the 3 wise men as it leads to a brightly colored bow, the shining star of Bethlehem. It was through this gift that we now celebrate Christmas, and as we enter into this joyous season, let us not forget that first Christmas gift.

Merry Christmas and a Happy New Year.

Velda Fannon,
NAA Auxiliary President

HOLIDAY WREATH

- 30 marshmallows
- 1 tsp. vanilla
- 2 tsp. green food coloring



Members of the Ladies Auxiliary to the Iowa Auctioneers Association enjoyed one of their greatest meetings at the Fall Convention. Their items sold in the Fun Auction placed a tidy sum in their near depleted treasury and with the above group of officers and directors we would say the organization is in good hands.

1/2 cup butter
3 1/2 c. corn flakes

Combine marshmallows, butter, vanilla and food coloring. Heat over low heat until melted, stirring often. Stir in corn flakes gradually. Drop from teaspoon onto waxed paper. Shape into 9 inch wreath. Decorate with cherries, coconut and silver dragees if desired. May be used as a center piece and eaten later, or is attractive used any place, any time during the Holiday Season.

HOT 'N SPICY APRICOT PUNCH

1 can (46 oz.) fruit juice — red Hawaiian Punch, chilled
4 cans (12 oz. each) apricot nectar
1/4 tsp. cardamon powder
1/4 c. granulated sugar

In large pan, combine all ingredients. Stir until sugar is dissolved. Heat to boiling. Strain and pour into chafing dish. Serve in punch cups or mugs. Makes twenty-four 4-oz. servings.

Velda Fannon

Utah Benefit Auction Pre-empts TV Show

An auction in the Lafayette Ballroom of Hotel Utah, Salt Lake City, preempted the Carol Burnett Show on KSL-TV on a Saturday night, last month. It was sponsored by the Salt Lake Ballet Guild for the benefit of "Ballet West".

Diamonds, mink coats, trips to Hono-

lulu, ski vacations to Aspen and antiques raised \$35,000. All proceeds from the auction will be used in underwriting performance costs of the winter season including two premieres in February.

Si and Cookie Lockhart, prominent auctioneers from Steamboat Springs, Colo., conducted the auction without charge to the sponsors.

Snooty Mrs. Alphonse had Bobo, her little Pekingese, on a leash and was standing next to Nosmo King in a florist's shoppe. The peke kept hovering around Nosmo's legs and King kept drawing away from the pet. Finally, Mrs. Alphonse said, "Don't be afraid . . . my little dog isn't going to bite you." "Madam," replied Nosmo, "I know your dog isn't going to bite me. I also know that when he lifts his leg he isn't going to kick me, either!"

SUPERIOR SCHOOL OF AUCTIONEERING

Ray Sims	Ham James
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Owners and Instructors
P.O. Box 1281, Decatur, Ill. 62525

On To The Auction At "Stonewood"

Across the bridge by the old mill,
Up the mountain road way.
We're on our way to an Auction Sale.
One warm November day.
Where the crowd gathers, the shinning
Cars glitter in the sun.
We're there at the auction place of
"Stonewood's" new addition.

Where you're close enough to town,
And far enough away,
Beats the noise and jam of traffic,
Of the town any day.
We hear the pickin' and the singin',
The air with melody fills.
A famous four's "Blue Grass Music",
Resounding on the hills.

Where the old Pike Road sharply turns,
Dear friends once abode there.
At the old Pioneer Simmerman Home,
Linger memories fair.
Where each summer we went to pick
The bright red tame cherries,
And on the nearby ridge gathered
Wild grapes, the blueberries.

Some go to sales parcels to buy,
Some go to hear and see,
Some go to win a juicy ham,
Some for curiosity.

Where pine trees point up to the sky,
Here's woodland spaces wide,
Where the swift footed white tailed deer,
And the wild turkeys hide.
Where there is calm and rare beauty,
Where lungs with fresh air fill,
"STONEWOOD," you have a bird's eye
view
Of your hometown, Wytheville.

HOMER B. UMBERGER

DEDICATED TO J. C. HORNEY
and the
NEWCOMERS OF "STONEWOOD"
November, 1974

EDITOR'S NOTE: The forgoing was
reprinted from the Southwest Virginia
Enterprise, Wytheville, Va. Subject was
a successful auction of wooded home-
sites conducted by Horney Bros. Land
Auction Co., Wytheville, on November 9.

KEEN

A tart temper never mellows with age;
and a sharp tongue is the only edged
tool that grows keener with constant use.
— Washington Irving.

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

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Officers and directors of the Illinois State Auctioneers Association, front row, from the left: Duke Rath, Director; Elwood Stagen, President; Howard McAnly, 1st Vice President; J. C. Kornbrust, Secretary-Treasurer. Back row: Norman D. Roth, Director; Gail Cowser, Director; Ken Gravlin, Director; Robert Wuebbels, Director; J. E. Russell, Director; Mike Fahnders, Director.



NAA Secretary, Bernard Hart, addresses the Illinois State Convention.

Illinois Auctioneers Hold Constructive Meet

The Illinois State Auctioneers Association held their Fall meeting, November 2nd and 3rd at the LeClaire Hotel, Moline, Illinois. Col Larry D. Hoyle, Milan, was the Convention Chairman and carried out a well planned program for the two day meet.

We were honored to have Col. Bernard Hart, Secretary of the National Auctioneers Association and NAA Director, Col. Howard Buckles, Keosauqua, Iowa, attend our Convention.

The meeting started Saturday evening with a Prime rib banquet followed by a very lively and profitable fun auction. Col. Ken Barnicle from Ballwin, Missouri, presented a movie of his trip to Hawaii. We were then entertained by a very good country band, with singing and dancing until after midnight.

Sunday morning started out with a get acquainted hour including coffee and



These men were leaders in a Panel Discussion during the recent Illinois State Meeting.

rolls. The membership business meeting was called to order at 10:30 A.M. During the business meeting, Col. Bernard Hart gave a fine talk about the Seminar the NAA is sponsoring in St. Louis and the movie that is being made at this time. He also brought out the importance of education in our profession.

After the Noon meal we presented a panel of auctioneers, who gave a description of how they operated the type of auction they were portraying. This was very interesting to the young auctioneers as well as some of us older ones.

Following the panel was the election of officers and directors for 1975. Elected were, Elwood Stagen, Paxton, President; Melvin Haak, Polo, Vice-President; Howard McAnly, Rochelle, 1st Vice-President; J. C. Kornbrust, East Moline, Secretary-Treasurer; Mike Fahnders, Pekin, Director; Robert Wuebbels, New Memphis, Director; Gail Cowser, Glasford, Director.

The new Officers and Directors were sworn into office by NAA Director, Col. Howard Buckles. The meeting was then adjourned.

The new Officers and Directors held a short meeting and it was decided that the Spring Convention would be held Sunday, April 6, 1975 at the Holiday Inn, Decatur, Illinois. Col. Bud Drake and Col. Hughey Martin will host this Convention.

Another successful meeting had just been completed.

**J. C. Kornbrust,
Secretary-Treasurer**

Americana Auction Nets Over \$1 Million

New York — More than \$1 million was garnered during a five-day Americana auction at the Sotheby Parke Bernet Gallery, including more than \$200,000 for five chippendale chairs from colonial days.

A spokesman for the gallery said the auction, sponsored by the American Heritage Society, netted a total of \$1,107,905.

At a restaurant two little old ladies asked the waiter to explain what a martini is. He replied, "It's gin and vermouth, served with an olive or twist." The ladies conferred, then one said, "We don't want the gin and vermouth, but bring us two Oliver Twists."

NASHVILLE

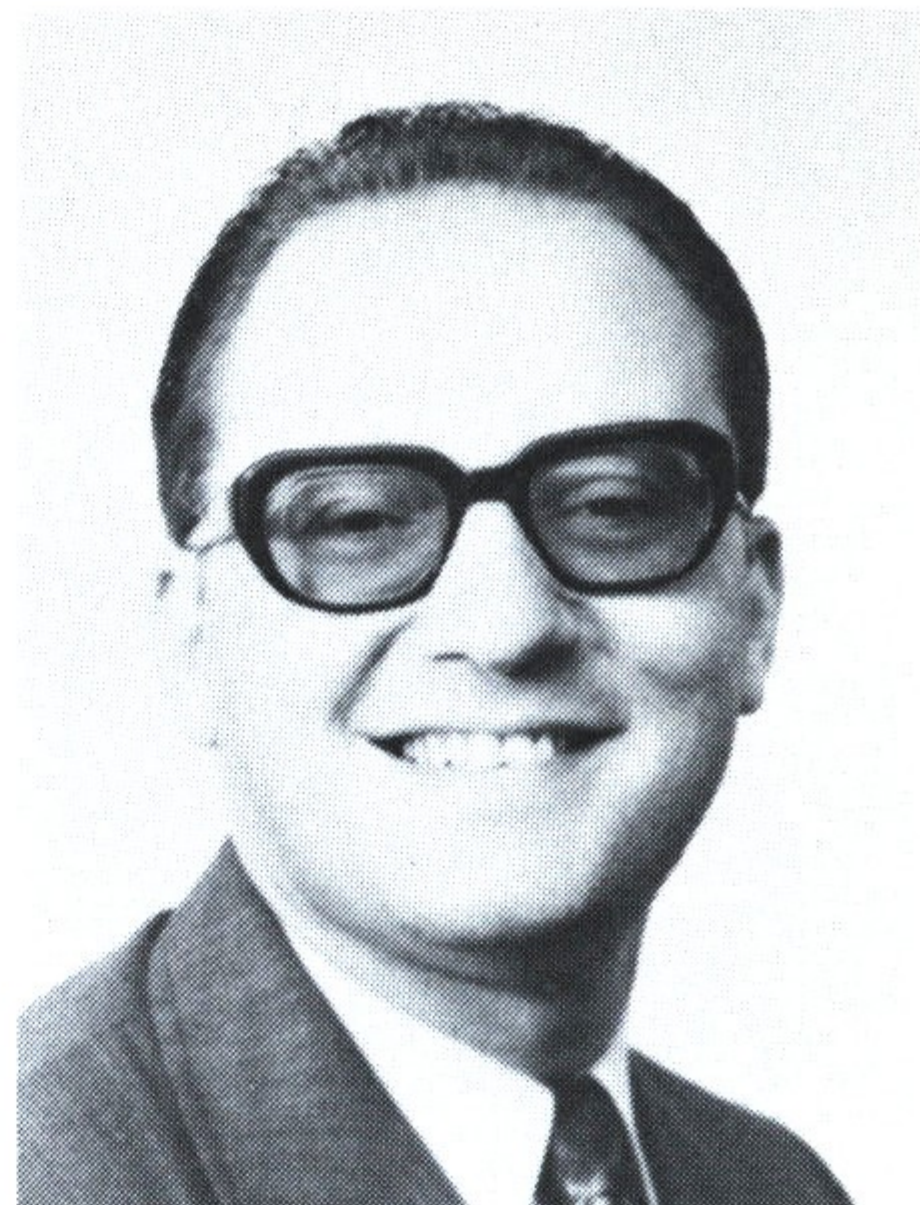
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Know Your Director

James E. Wilson was born in Hot Springs, Arkansas, on August 28, 1925. He attended Garland County schools and graduated from high school in 1943. He entered the U.S. Navy one month after graduating from high school and spent 2 years, 9 months and 15 days in the Navy. He served 30 months aboard ship receiving 3 Bronze Stars and a Presidential Unit Citation. After discharge from the U.S. Navy, he attended the Henderson State Teacher's College in Arkadelphia, Arkansas, for one year. After leaving college, he went to work at Gross Mortuary in Hot Springs and 2 years later was married to his first wife, Betty Bivens. As a matter of fact, she is still his first wife. Shortly after their marriage in the year of 1949, he enrolled in "The Dallas Institute of Mortuary Science" and received his Embalmers and Funeral Directors degree. This could be where he really learned his salesmanship. One day a lady came in to select the casket and suit for her deceased husband and he sold her a suit with 2 pairs of trousers. Anyway, he stayed in the funeral business until 1956 when he and his family moved to Waterloo, Iowa, where he was employed by the Rath Packing Company driving one of their diesel rigs from Waterloo to the West Coast carrying meat. He continued on this job for 2 years and then moved back home to Hot Springs. His mother had suffered 4 strokes and this is the reason for leaving Rath.

In February of 1961, he attended the Fort Smith Auction School and started what has been a great life of an Auctioneer. He started a consignment Auction on Friday nights and still maintains this Auction but has changed the night to Thursdays. His firm specializes in the sale of Real Estate and Antiques. About 2 years ago his son Joe became affiliated with him fulltime in the Auction business and he is a proud father to have his son working with him on all their Auctions. His oldest daughter, Diann, is in her third year of college and their youngest daughter, Susi, was recently married to Ken Bettis.

"Our family never lets a day go by without thanking God for all the many,



JAMES E. WILSON

many blessings he has bestowed upon us during these past years. We all believe wholeheartedly in the Auction profession, the NAA, Our God and, last but not least, Our Great Country."

James is enjoying this year as President of the South Hot Springs Lions Club and believes very strongly in Lionism and its motto, "We Serve!"

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Action Packed Meeting Held In Mississippi

Members of the Mississippi Auctioneers Association held their fall meeting at the Coliseum Ramada Inn in Jackson, October 27. It proved to be about the most action packed meeting the group had ever held.

A new set of by-laws was officially adopted by the membership and membership dues were increased from \$10 to \$25 per year. Memberships will all run for the calendar year which corresponds with their fiscal year. Business and affairs of the association will be managed by the Board of Directors consisting of three elected officers and four other elected members.

Charles C. "Buddy" Axley, the group's president, reported that a mail poll conducted in regard to a state licensing bill showed 68% opposed and 32% favoring such legislation.

A roster of Mississippi auctioneers is being prepared for distribution for the purpose of acquainting state leaders with the fine talent available within the state.

HOW TO SERVE ON COMMITTEES, SUCCESSFULLY. A veteran when it comes to serving on committees says: Never arrive at a meeting on time; this stamps you as a **BEGINNER**. Don't say **ANYTHING** until the meeting is half over; this stamps you as being **WISE**. Be **VAGUE** as possible; this avoids irritating others. When in **DOUBT**, suggest that a **SUBCOMMITTEE** be appointed. Be **FIRST** to move for adjournment; this will make you popular because it's what the **OTHER** committee members are **WAITING FOR**. Pass along to right parties!

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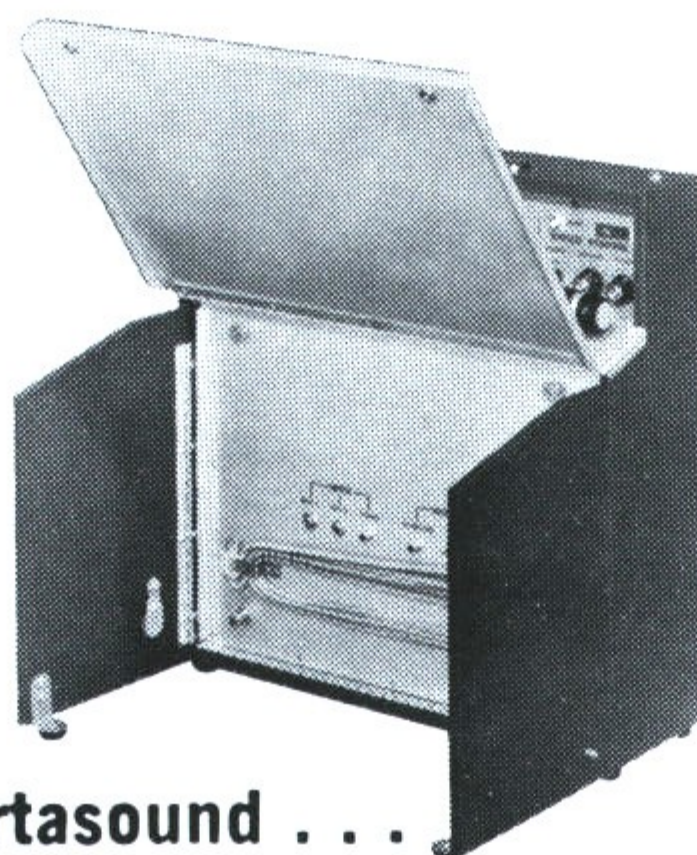
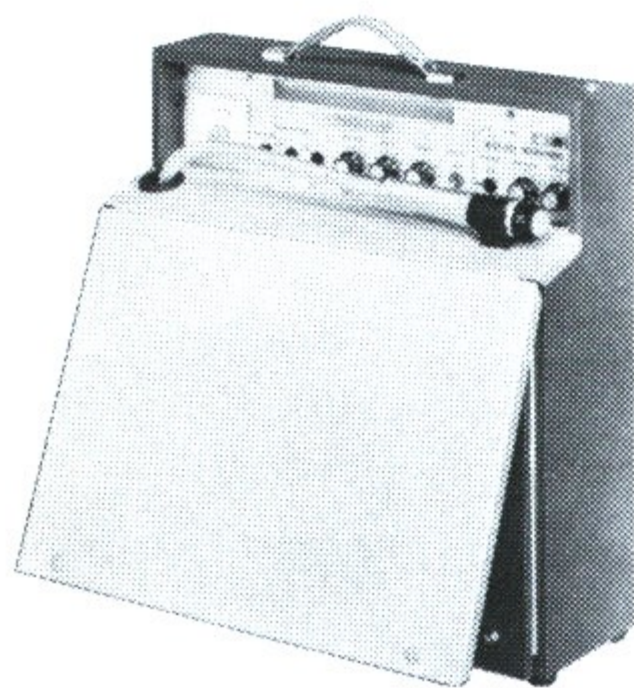
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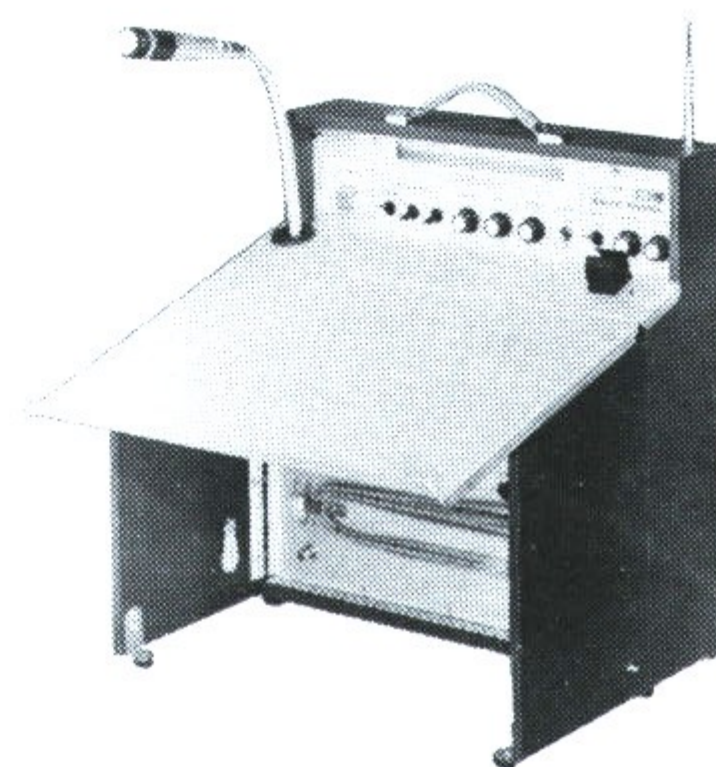
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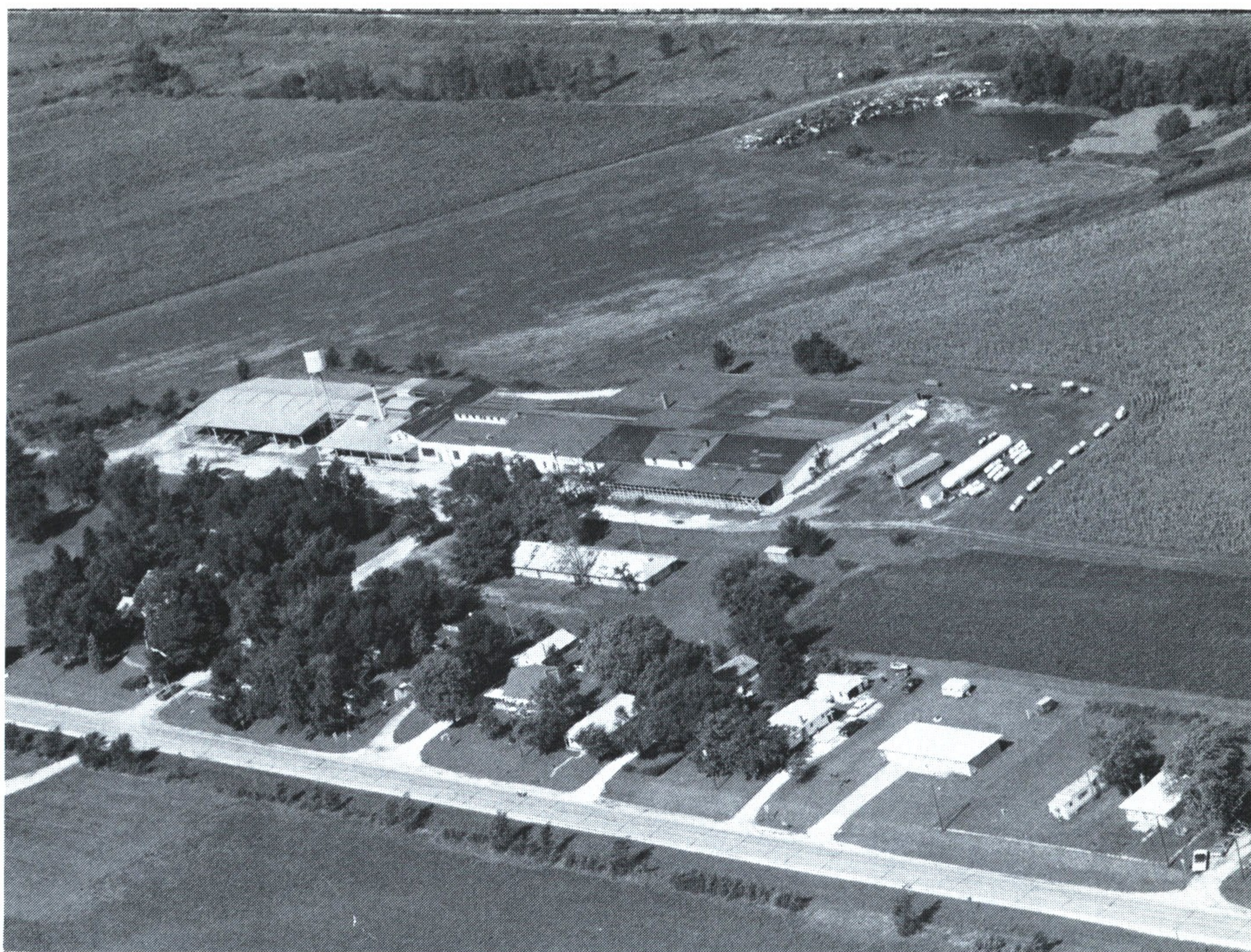
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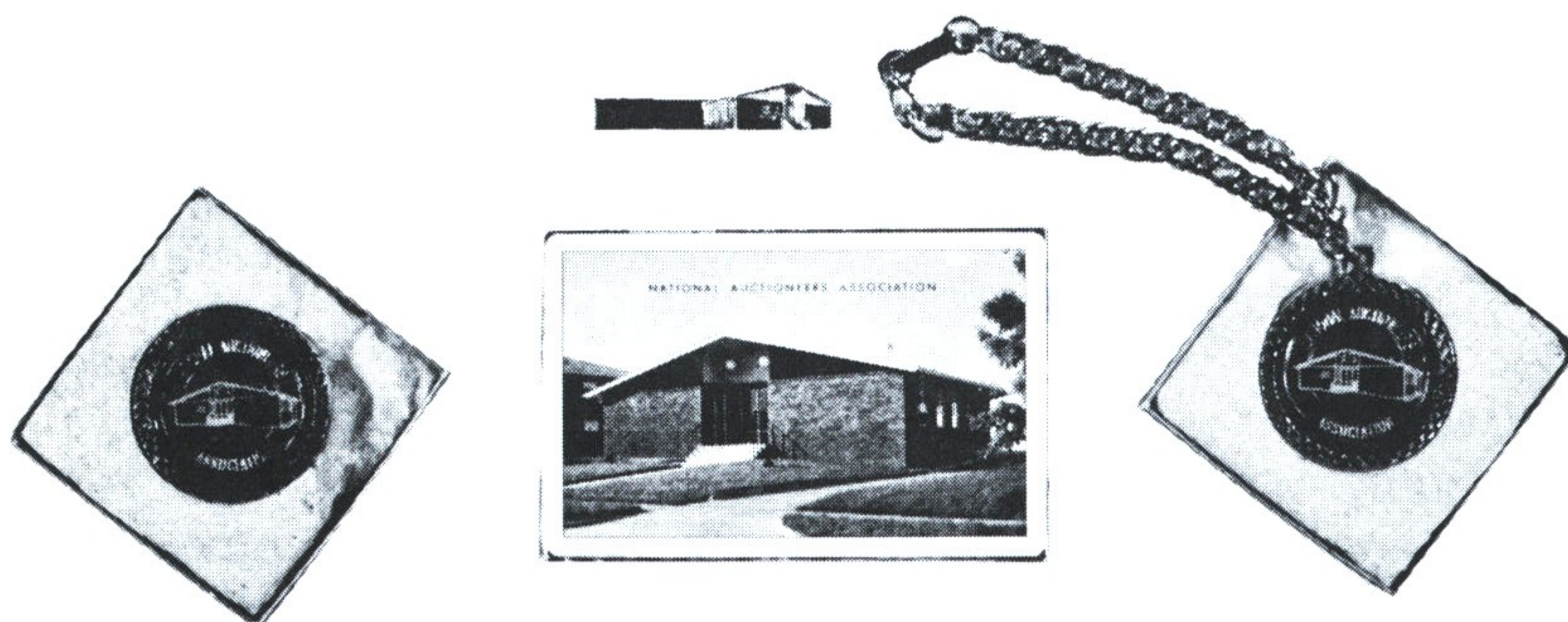
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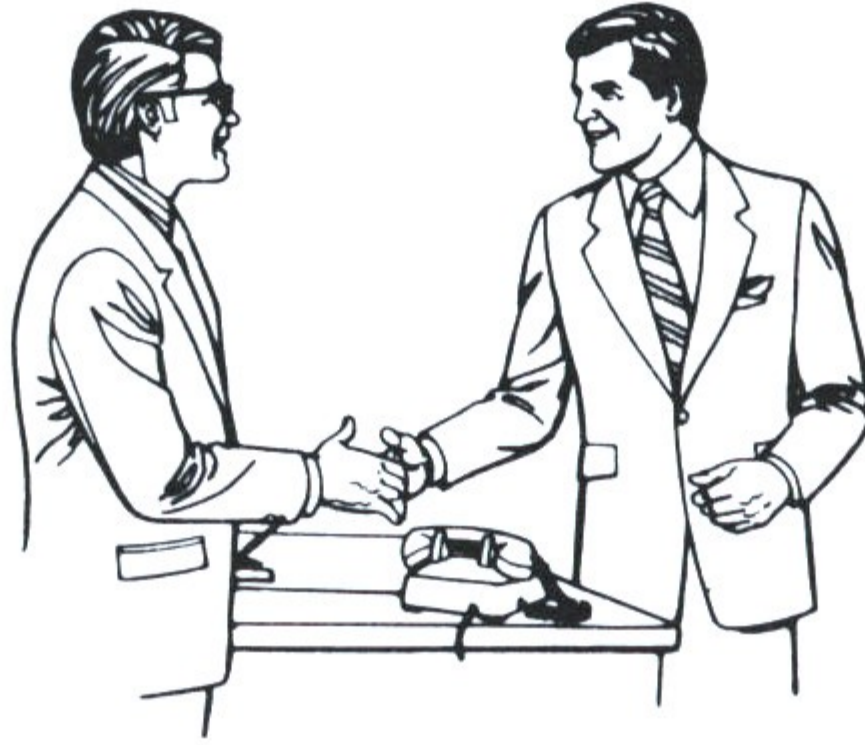
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Arkansas Auctioneers In Annual Convention

Members of the Arkansas Auctioneers Association held their annual convention at the Holiday Inn, in Conway, October 5-6. Following a Dutch Treat Lunch, President Fred Hiett called the meeting to order on Saturday. He introduced State Senator Jim Caldwell who spoke on a proposed auctioneers licensing law. A general discussion and business meeting completed the afternoon program.

A banquet was held in the evening with Rhonda Kay Pope, Miss Arkansas of 1974, as a special guest. A fun auction and talent show concluded the day's events.

Col. Ray Wallace, Shreveport, La., a member of the Board of Directors of the NAA, was guest speaker on Sunday's program. A panel discussion on "Successful Auctions" followed with Brad Wooley, James Wilson and Ray Wallace as panelists. Meeting was adjourned at noon. Joe Wilson, Hot Springs, served as Convention Chairman.

Ray Wallace Attends Arkansas Convention

I just returned from the Arkansas Auctioneer Convention, held at the Holiday Inn, Conway, Arkansas, October 5th and 6th.

I was very impressed with all the

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young auctioneers that were there and so dedicated to the auction profession.

A very well organized program was scheduled, which was very rewarding. One only has to look around to see so many older men, who have yet to reach a goal in life. Makes one very proud to be a professional auctioneer, and to know so many outstanding auctioneers.

Thank you Arkansas Auctioneers for inviting me to be part of your convention.

Ray Wallace
Shreveport, Louisiana

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In a Weakened Economic Situation, Auctioneers Will Remain Active

Lowell, Ind. — The national economy may be slumping, but here, in rural south Lake County, business is booming for Col. Niemeyer & Associates.

Col. Niemeyer is Ernest Niemeyer, who probably is best known for his long-time Republican involvement in Lake County politics. A former county councilman, he just was re-elected to a second term as state senator from the 6th district.

By profession, Niemeyer is an auctioneer and, by virtue of a degree from Decatur, Ind. Auctioneering College, entitled to be called "colonel."

As an auctioneer, he has been described by peers in Northwest Indiana as "one of the best" in the state. His firm, based on an 11-acre spread just west of town at the intersection 2 and U.S. 41, grosses about \$50,000 a year in earnings.

"When times are tight, the auction business is better," said Niemeyer, his ever-smiling countenance shaded from the fall sunshine by a large felt stetson. "The auctioneer, simply, is an agent trying to get the 'good and high dollar' for the merchandise on sale."

"The auctioneer's intent is to show the potential buyers that the goods for sale are worth more than they are going to pay," explained the past president of the Indiana Auctioneers Association. "The auctioneer has a psychological advantage with the crowd when he proves to them the goods are worth more than the bidding price."

For example, at a recent estate sale in Valparaiso, a young optometrist decided to keep bidding on an old oak bureau and "won the bid" at \$45. An antique dealer later said the piece of furniture could bring as much as \$150, if sold by an antique store.

"That's what I mean," said Niemeyer. "Somehow, I was able to prove to that man that the dresser was worth the price he was bidding."

Niemeyer is a "general auctioneer." He does farm sales, estate auctions, household sales and livestock. Every Wednesday night, in fact, he and his son,

Rick hold a large livestock auction at his firm's headquarters.

At the Niemeyer headquarters, a huge barn, capable of seating 300 persons, has been built to accomodate livestock, poultry and farm produce sales. Much of the 11 acres there is set aside for parking and winter-time use during auctions of heavy farm machinery.

Auctioneers work on a commission basis, ranging from 5 to 20 per cent, depending on the merchandise for sale. Rates are set by the Indiana Auctioneer Commission, which licenses auctioneers.

There is a method to auctioneering, said Niemeyer, who has taught at the Feller Auction College in Kankakee, Ill., and tutored novice auctioneers at his offices.

"Although the auction profession is a specialized way to sell, it has many variations," explained the 24-year auctioneering veteran. "Every auction is different because the merchandise is different, the people are different and the 'spending mood' of the crowd is different."

For these reasons, auctioneers try to maintain a lively cadence during bidding, what Niemeyer calls "a melodious chant, with a few quips about the goods or the weather once in a while to keep the crowd attentive."

"The goal of the auctioneer, as an agent, is to sell fast, yet make top dollar," said the past director of the National Auctioneers Association. "Still, the crowd can make or break the way an auctioneer handles the sale."

Niemeyer, who was born 52 years ago on a farm near Crown Point, said he finds it easy to keep crowds attentive, enthusiastic and willing to keep bidding "because I like meeting people and I have found that auctioneers deal real closely with people."

At more specialized auctions, like farm equipment sales, the technique is "less of being a radio announcer and more of being an educator," said Niemeyer. "If the bidding slows at a farm equipment sale, I usually take time to talk about the machinery and explain

that the prices being sought are a lot cheaper than the equipment's value."

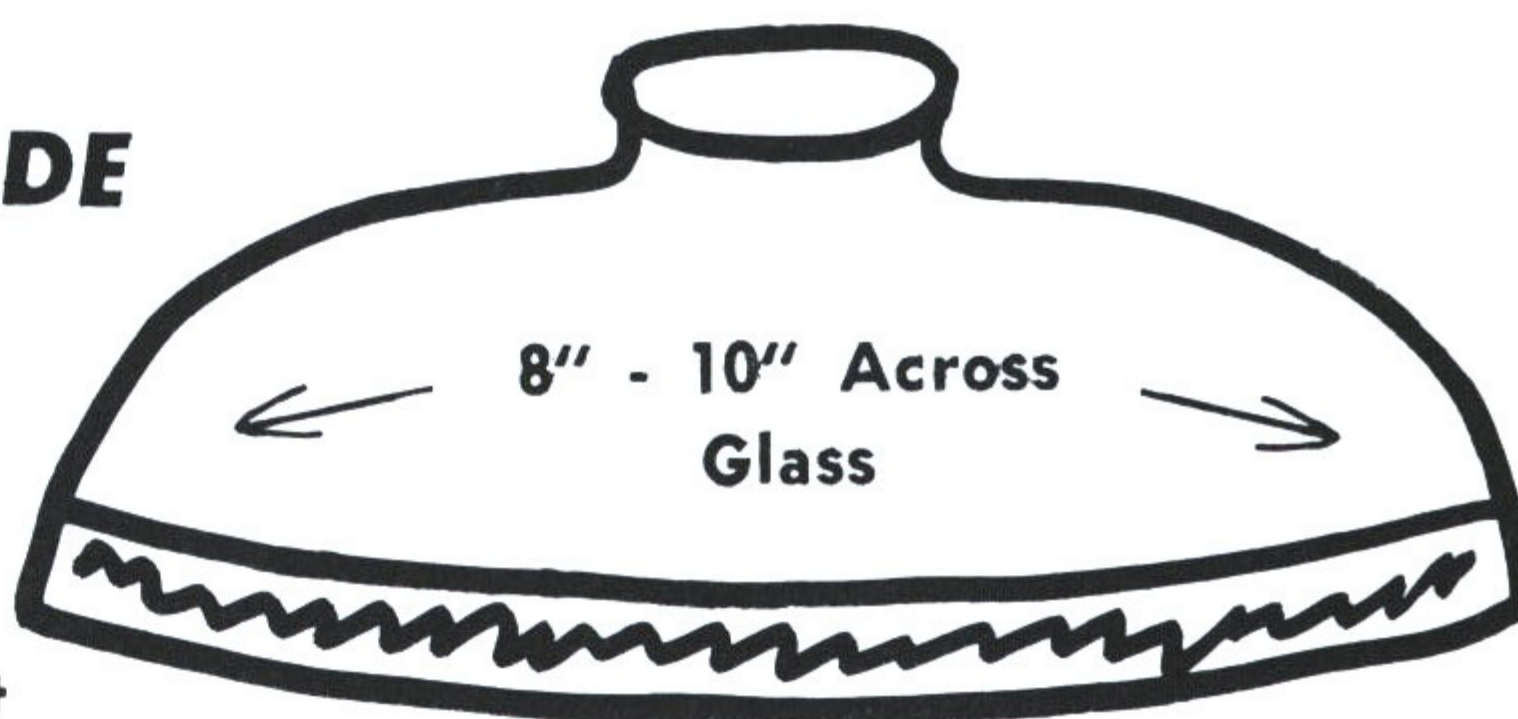
Niemeyer contended that the "auctioneering profession" has been "abused" by persons who buy and sell merchandise — a prime example being antique dealers who auction off their purchases. "A true auctioneer isn't a buyer and seller, he's simply a medium between the seller and the buyer," said Niemeyer.

"And," he added, "as long as there is merchandise to sell, there'll be a need for someone like me to get that 'good and fair price'."

Confidential from missing persons bureau: An excited woman called in to report the disappearance of her husband. She was, naturally, upset and concerned. The officer asked, "Madam, could you give us a description of your husband?" "Of course," cried the woman. "He's five feet tall and weighs 210 pounds. He's completely bald and most of his front teeth are gone. He wears thick glasses and yells all the time. His nose is bulbous and red. And he also . . . oh, shucks, let's forget all about it!"

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Speed Trax Road Race Set	Ea. \$ 3.25
Mini Grandfather Clock w/Chime	Ea. \$ 8.50
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Missouri's Fall Meeting Reflects Spirit of Fellowship and Unity

By Doran Livingston

Dawn arrived Oct. 5, with gray skies over southwest Missouri; however, the sun soon broke through to greet the early travelers from the Sho-Me out-reaches who were headed for "All American City", Poplar Bluff. The travelers were auctioneers and their families. Members of the MSAA began arriving at the Holiday Inn to discuss pros and cons of our professional occupation. The early arrivals enjoyed a few hours of visitation after registering.

At 4:00 P.M., a group motored to the "Call of the Wild" museum and was taken on the tour by owner J. R. Baker, courtesy of President and Mrs. John Wagster. The museum holds trophies of big game taken on many safaries around the world. My observation of this small but beautiful collection will rank with the most magnificent displays in our nation.

The dinner hour was well-attended and all were well-fed for the remaining evening of entertainment of movies by the Barnicles of their tour of Hawaii and the NAA convention in Medora, N. Dak. A musical string band furnished accompaniment for the foot shufflers.

Early Oct. 6, a table was set with rolls, donuts and coffee, courtesy the Wagster Auction Co., for the early risers and the ones coming in later as well. Greetings and meeting new faces was the order of the morning. At 10:00 a.m. the members of the Board of Directors, as well as the Ladies Auxiliary, moved to their respective meeting rooms for the business meetings. From that time until lunch was served quite often you could hear a burst of laughter ring out indicating enjoyable conversations.

Filing through the line by the steam table loaded with delicious salads, followed by the variety of nourishing vegetables and succulent meats, some 59 auctioneers and guests dined with enjoyment.

President Wagster introduced the head table and among those were the speakers of the afternoon. Former Mayor and presently City Councilman Bernard

Wheatley welcomed the auctioneers to the "All America City", with comments of wisdom spiced with humor.

While we were finishing our delightful lunch, the dessert of entertainment was furnished by the Howard Murphy family. This family is friends of President and Mrs. Wagster and did a splendid program for us. They have several record albums out at present.

Mr. John F. Pride, of Little Rock, Ark., an 83-year-old "Hillbilly Statesman" spoke regarding some of his experiences. Not only did he leave laughter, but gave the purpose of his speaking. No. 1 was to entertain. No. 2 was to leave a quotation. His quote was "Try and you might — don't and you won't." No. 3 was to leave a thought. It was "Live one day at a time, at least try."

After Col. Monroe Woods of Poplar Bluff greeted the gathering on behalf of the local auctioneers, Pres. Wagster made the presentation of plaques to past president Col. L. Beck and Col. and Mrs. Ken Barnicle in appreciation for their past and continued services.

In the general business meeting, Pres. Wagster asked for an invitation from the floor for a host for the Spring Convention. Col. R. Brehe presented the Board of Directors suggestion that Columbia, Mo., be considered with Col. R. E. Voorheis Harrisburg, Chairman, assisted by Col. R. Brehe. The dates are May 3 and 4, 1975.

Col. Ken Barnicle spoke of the tragic death of our fellow member of the MSAA, John Brown of Shelbina, Mo. An educational fund has been established by the local community. It was suggested and later adopted that the MSAA membership voluntarily contribute to this fund as an act of the State Association. Mail your check to Col. Ken Barnicle at 237 Reinke Rd., Ballwin, Mo. 63011, or to the Sec.-Treas., Col. Doran Livingston, not later than January 1, 1975, so this contribution can be made in recognition of the Missouri State Auctioneers Association.

The reward poster was adopted and

IN UNITY THERE IS STRENGTH

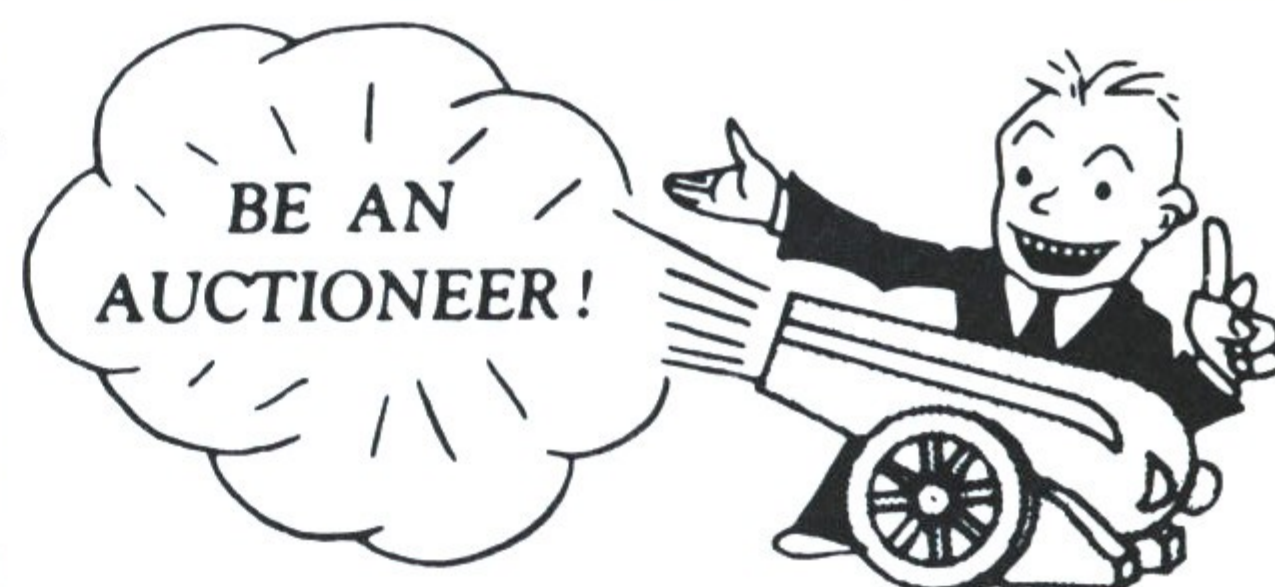
they will be available as soon as printing can be arranged. It was hoped that time and costs could be announced with this letter; however, it has not been possible to do so.

Missouri will host the NAA Convention in 1976. Col. H. Willard Arnaman confirmed this information to us. St. Louis is the location selected best suitable to the Committee for facilities and expenses. Since the host state bears some of the NAA Convention expense, a resolution was adopted that a "Booster" program (on a voluntary basis) be used to help with this expense so as not to burden our treasury. To be a "BOOSTER" include \$10.00 or any amount you desire, with your 1975-1976 dues and simply earmark the amount for the NAA Convention Fund.

Col. L. Beck, Co-Chairman of the Fall Meeting, commended the Wagsters for their putting together one of the MSAA's finer programs.

To conclude the activities of the convention the usual fun auction was held. The results were very gratifying. A total of \$160.00 was realized from the offering. The merchandise was above average and the amount of dollars reflected the good selection.

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Seated, left to right: Forrest Mendenhall, Jake Horney, Wytheville, Va.; Herman Crawford, High Point, N.C.
 Standing, front row, left to right: A. T. Miller, Knoxville, Tenn.; Joe August, Enfield, Conn.; Wayne Ross, South Boston, Va.; Ronnie Harrison, Denton, N.C.; Edwin Wagoner, Independence, Va.; Neal Halsey, Independence, Va.
 Back row, left to right: Roslyn Mullinex, Mt. Upton, N.Y.; Wallace Foutch, High Point, N.C.; Sim Brewster, Cedar Bluff, Va.; Randy Walker, Jonesville, N.C.; Danny Smith, Newport, Va.; Gerald Holcomb, Winston-Salem, N.C.



Historic "Oakland", built in 1835, is site of unusual two day auction in Gallatin, Tenn.

Contents of 1835 House In Historical Auction

An auction of the antiques from the estate of W. H. Hitchcock, Gallatin, Tenn., was one of the most interesting and unusual auctions ever held in Sumner County. It was in charge of the Parks Realty Company and conducted by auctioneers William A. Parks, Jr., Henry Wright and David Armistead, all of Gallatin.

Historic "Oakland", a solid brick house built by Dr. Daniel Mentlo in 1835, was the scene of the auction. Bricks for the house were "burned" in the circle of the driveway that fronts the house. Dr. Mentlo was Andrew Jackson's physician and reportedly charged a \$3.00 fee for making a horseback trip from Gallatin to "The Hermitage", in Donelson, to make medical visits.

Window and doors in the house are the same as when they were originally installed with the door locks being made by locksmiths in Birmingham, England.

The house and 160 acres was recently purchased by Billy Hale, a local contractor.

Many pieces of furniture in the auction were original Mentlo pieces, bought upon completion of the house. Oldest piece in the house was a mahogany tester bed, selling for \$1,500. Probably the highlight of the sale came when 10 cherry dining room chairs were auctioned for \$2,500. These chairs originally belonged to the French Governor of Martinique before coming into Mentlo's possession. Hundreds of interesting and unusual items were auctioned during the two day sale, including a china urinal and bedpan.

Buyers from six states, including New York and New Jersey, attended the auction. All were wanting to take home a part of Sumner County history.

"What a man thinks of himself, that it is which determines, or rather indicates, his fate."

Henry David Thoreau

\$226,000 Is Paid For Oklahoma Alfalfa Land

A 160-acre tract of Northwest Oklahoma land which was included in that given away at the Opening of the Cherokee Strip 81 years ago sold at public auction for almost a quarter of a million dollars.

The record-shattering sale of the Alfalfa County quarter section belonging to Mrs. Lucille Geis was marked by spirited bidding, with Earl Littlefield of Helena making the top bid of \$226,000.

Mrs. Geis retained $\frac{1}{2}$ the mineral rights and all the crops.

B. F. Mick of the Wheatland Real Estate, who auctioned off the land located four miles west and two north of Cherokee, said: "I think this is the highest price ever paid in Oklahoma for an agricultural type farm. Of course land for development has sold for more, but this is a record for farm land."

Mick described it as "a level farm and all in cultivation." He said Littlefield owns land just three miles from there and also in Helena. He will add this to his expanding operations.

There were about six persons bidding on the land at the opening of the sale, then several others would bid along and drop out, Mick said.

"The general neighborhood of bidding dropped at about \$185,000," Mick said, "leaving three persons in. They stayed until about the last \$30,000 or \$40,000, then it dropped to the two."

Mick said in the beginning, the bids jumped \$5,000, then dropped to \$1,000 bids, later dropping to \$500 bids, with the last jumps being \$1,000 ones. "We had a strong crowd," he explained.

"The highest priced land in the state is around Cherokee," Mick said. "But

BID CALLING — VOICE ANALYSIS

Due to popular request, the subject of "Bid Calling and Voice Analysis" has been added to our St. Louis Seminar Program as an optional course. We have again secured the services of Freddie Chandler, Chariton, Iowa, to head this subject. It was the most popular course of the 1974 Seminar.

Col Chandler has agreed to spend Thursday, Feb. 6, with us and possibly Friday, Feb. 7. If you desire to participate in this course, please indicate when sending your registration.

today's sale topped most of them by about \$80,000, that is, up until about three weeks ago. An alfalfa farm over near Driftwood sold for \$210,000, but this one today was strictly a wheat farm."

Another Alfalfa County farm located $5\frac{1}{2}$ miles west and six north of Burlington sold at public auction in April for \$159,000.

He added, "We've been in the business here for 20 years, and this tops them all!"

There was a fire at one of the local X-rated movies up the Pike. It took an hour to put the fire out . . . and three hours to put the firemen out.

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 Ladies Auxiliary to the NAA

Twenty Years Behind The Gavel

By JEANNE MARKS
New Jersey Sunday Herald
Staff Writer

DON'T THROW ANYTHING AWAY!
That's the advice of a 20-year veteran of the gavel.

"Eventually, everything has a monetary value," says local auctioneer Don Castner of Branchville. Growing up on farms in Sussex County, he originally studied auctioneering with the intention of selling purebred livestock.

As the county has changed its character, Castner's auctioneering has gone from cattle to cars, bank stock and antiques. And somewhere along the route, his business grew into The Castner Estate Service.

"I do the leg work for banks, executors and attorneys," the knowledgeable auctioneer said, "completing inheritance tax appraisals, and following out the provisions of a will in preparing real estate for sale, packing, moving and shipping furniture, china and other belongings."

When he says "keep everything," he speaks with authority, having seen values change with time.

For example, he recalls a time when he couldn't get a bid on a round oak table with a pedestal base. "Then people began to use them for coffee tables, cutting the base — and the price range jumped to \$25 to \$30.

"Today' You would be lucky to get one for \$150."

Oak is the "Big deal" today, he says.

Castner's 1954 decision to attend the Reppert School of Auctioneering in Decatur, Ind., cost him \$200.

He graduated from the specialized course, returning to Sussex County "full of enthusiasm."

At Reppert, he had learned that auctioneering called for no overhead expenses and no bad accounts since the auctioneer is paid at the close of every sale. According to the curriculum, "The amount of your income depends on the time, effort and energy you put forth. You are not confined to any one territory as auction sales are popular in every section of the country."

In good times, auctions are put on because they make a profit.

In times of depression, an auction is held because it enables the owner to convert his property into cash in a very short time.

"The whole world, and its contents, is for sale. If it can be sold at all, it can be sold at auction," the school promised.

The Castners, Don and his German-born wife Eleonore, initiated their business with a minimum of overhead . . .

"When we started, the cashier carried a cigar box for change and a folding card table for an office. Today, we have a self-contained trailer-office and the clerk and cashier work through a window opening much like those of a bank teller."

Don stays overnight in the trailer's sleeping quarters getting ready for away-from-home auctions and "we have coffee before the ladies' aid gets there with refreshments."

Most of Castner's auctions are held at his present business site, the former Grange Hall on Wantage Ave. in Branchville.

The Castner Estate Service also houses an area office for the Strout Agency, a coast-to-coast rural real estate concern, and Don Castner is branch manager for the long-established company.

A family business from the beginning when Don and Eleonore started auctioneering, it has grown steadily enough to call for the services of the entire clan. Son Leon clerks, daughter Vicki Castner Casterlin acts as a cashier, while her husband Carl helps with sales. Another daughter, Lori, who works as a nurses' aide, fills in when needed.

And Eleonore Castner, who has been working by her husband's side for 20

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years, and has a background in clerking and cashiering, is a constant stand-by substitute.

"She can do everything except call," the proud husband said.

What does the future hold for the Castners?

Don plans to expand the estate service.

"More and better auctions will occur as larger estates are disposed of at local auctions," he predicts. "The auction method is still the best in many instances."

Auctions are gaining in popularity, he says, as more and more young people become interested in solid, well-built furniture of the past.

"People are still very conscious of the value of antiques and while we handle them constantly, I think it a good sign that there is a strong inclination to recycle the in-between period furniture.

"It's a good change . . . showing that people's values are changing."

Castner, who has had a longtime commitment with the Lafayette Federated Church, where he has been active with young people, is sometimes called the "Rev." by people whose paths he crosses.

Having great feeling about "giving back to the community," he hopes in the near future to offer a high school scholarship to a student graduating, "who doesn't plan — or isn't able — to go on to higher education, but may have to go directly to work or into business for himself."

A vigorous man, Don Castner has a side-line dream.

"I'm really interested in some kind of a center for antique and craft businesses . . . a place for demonstrations, art displays given for and by local people.

"Senior citizens have skills in the crafts and could be drawn back into the flow of life.

"Little theater groups need a place to meet, practice and produce their works.

"This area needs a place for collectors, antique fans, artists and craftsmen who have much to offer the community at large.

"I would certainly like to hear from anyone with similar interests," said Castner.

Bids, anyone?

IN UNITY THERE IS STRENGTH

Ohio Auctioneer To High Lodge Position

F. B. "Chuck" Gorrell, Hicksville, Ohio, has assumed the duties of junior deacon of The Grand Lodge of AF&AM



F. B. GORRELL

of Ohio. He is a past district deputy grand master of the 5th Masonic District of Ohio, also a 33 degree Mason and is serving as 1st Lt. Commander of Toledo Consistory in Toledo, Ohio. His latest honor took place on Oct. 19 at the annual session of the Grand Lodge of F&AM of Ohio, at Columbus.

Mr. Gorrell, his two brothers, Cliff and Russ and nephew Larry do business as Gorrell Brothers, Auctioneers. They are all members of the Ohio and National Auctioneers Associations and conduct about 200 auctions annually.

FIRST STONE

It's not a question of who's going to throw the first stone; it's a question of who's going to start building with it. — Sloan Wilson.

Iowa Convention Draws New Record Attendance

Iowa Auctioneers, their wives and families and other guests gathered at the beautiful Adventureland Inn east of Des Moines on October 26th for a 2 day Convention, which was well planned by President, Howard Buckles of Keosauqua. Lovely fall weather made it possible for one of the largest attendances in many years.

Registration started shortly after noon and at 2 P.M. the men had an interesting panel session with Col. Elmer Gronewald of Donahue as moderator. The ladies were at liberty to do as they pleased.

In the evening at 7:30 P.M. all gathered in a large ballroom for the annual Auctioneers Contest under the direction of the reigning Champion, Col. John Swartzendruber of Wayland. Twenty-three auctioneers, one a lady, entered the contest. Judges were former State Champions. The runner ups were Norman Boussetot of Calamus, Col. Leland Dudley of Hampton, Col. Jack Johnson of Webster City, Col. Clint Peterson of Webster City, and the new Champion Col. Harold McIlrath of Laurel. Proceeds of the articles sold went to both the Auxiliary and the men's organizations.

We also enjoyed movies of the National Convention held in July at Medora, North Dakota. The remainder of the evening was spent visiting and dancing to the music of Korkie Kerr at the organ.



Bob Mallinger (left) accepts presidency of the Iowa Auctioneers Association from retiring president, Howard Buckles.

ing to the music of Korkie Kerr at the organ.

On Sunday noon, Col. Leon Joy of Ames, had the Invocation before over 100 in attendance enjoyed the Family Style dinner. Each auctioneer introduced himself and his family. The group was highly honored to have the Honorable Governor of the State of Iowa, Robert D. Ray and his wife. The governor spoke to the group bringing well chosen words. Col. Lyle Erickson of Cresco, N.A.A. 2nd vice-president stepped forward and took from the governor his necktie and Col. Lyle sold it to the new reigning State



New officers and directors of the Iowa Auctioneers Association getting ready for swearing in ceremonies, from the left: Dale Smith, Pocahontas; Margaret Helen Bloomer, Glenwood; Bob Mallinger, Sigourney; Ray Sweeney, Waukon; and Norman Boussetot, Calamus.

Champion, Col. Harold McIlrath for \$150.00.

It has been established that each fall an Iowa Auctioneer be honored for his contribution to the Auctioneering Profession and the I.A.A. and this year, Col. Leon Joy of Ames, Dean of the Iowa Auctioneers, presented the beautiful plaque to Mrs. Mike Bloomer, which honored her late husband, who passed away in July.

Col. Bernard Hart, National Secretary and Mrs. Hart of Lincoln, Nebraska, were guests and Col. Hart brought greetings from the N.A.A. and told of many plans being made by the N.A.A. for the present and future.

Iowa's Secretary of Agriculture, Honorable Robert H. Lounsberry and wife were guests of the association and he gave the main address and had some fine thoughts. As he finished his address he found his tie being taken off by President Howard Buckles and he sold it to Col. Lyle Erickson for \$35.00. The beautiful table centerpieces were sold by former State Champions.

The group adjourned and the ladies

auxiliary and men had their business meetings. In the elections that followed, Mrs. Lyle Erickson of Cresco was elected Auxiliary President, while Col. Bob Malling of Sigourney was elected the men's new president.

All adjourned until the last Sunday in April, 1975 for the Spring Convention.

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

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Across The Country

BY BERNARD HART



Enclosed with this issue of THE AUCTIONEER is a brochure describing our 1975 Seminar Program. We take pride in the talent that we are in position to offer as seminar leaders and with only one Program offered in 1975 we are confident that we will not be able to accommodate nearly all those who may wish to participate. In fact, we would hazard a guess that the classes will be filled during this month of December. If you plan to attend, send in your enrollment form NOW.

Those who have attended our previous Seminars are our best salemen. Nearly every person is high in his praise and several have told us of just one deal that more than paid for their time and expenses in attending. In 1974, 50% of those enrolled in the 1973 Seminar also enrolled for that seminar. First enrollment in the 1975 Seminar was a member who had participated in one of the 1974 Seminars. These facts alone should convince any ambitious auctioneer of the value of the program.

Filming of our sound movie production, "To The Highest Bidder", will be all but completed by the end of November. This is a month later than the producers had planned. However, the type auctions needed to complete the film just didn't occur any sooner although the first filming was made in late August.

To refresh your memories, this film is being produced by Nebraska Educational TV. So far as we are concerned, its purpose is to promote the auction method of selling. From the producer's standpoint it is to appeal to the viewers as an educational experience presented in an entertaining manner. We plan to have the production used on educational television stations throughout the country and a member of the NAA in each state has been assigned the responsibility of getting the program aired in his state.

Additional reels will be available for

purchase by state auctioneers associations as well as individual members. A production of this type is very expensive which makes it all the more important that it be viewed by many persons. Distribution costs are minimal in comparison with production costs.

Thinking of retiring? Some of you do while others will never retire as long as they think they are able to perform. But if you are going to retire you can sure make it interesting if you follow John Fishdick's example. John is spending the winter in Carlsbad, New Mexico. In addition to his many benefit auctions. John is furnishing programs for service clubs and other small groups in the area. His program — an auction. A "fun auction" at an area church group resulted in \$25 being raised on the sale of small items and nickle bids were accepted. It provides entertainment for those in attendance, brings in a little extra money for the group and keeps John young.

Have you made plans to attend your State Convention? We attended the Iowa and Illinois meetings and came home more convinced than ever that those who fail to attend are the losers. Don't be a "loser".

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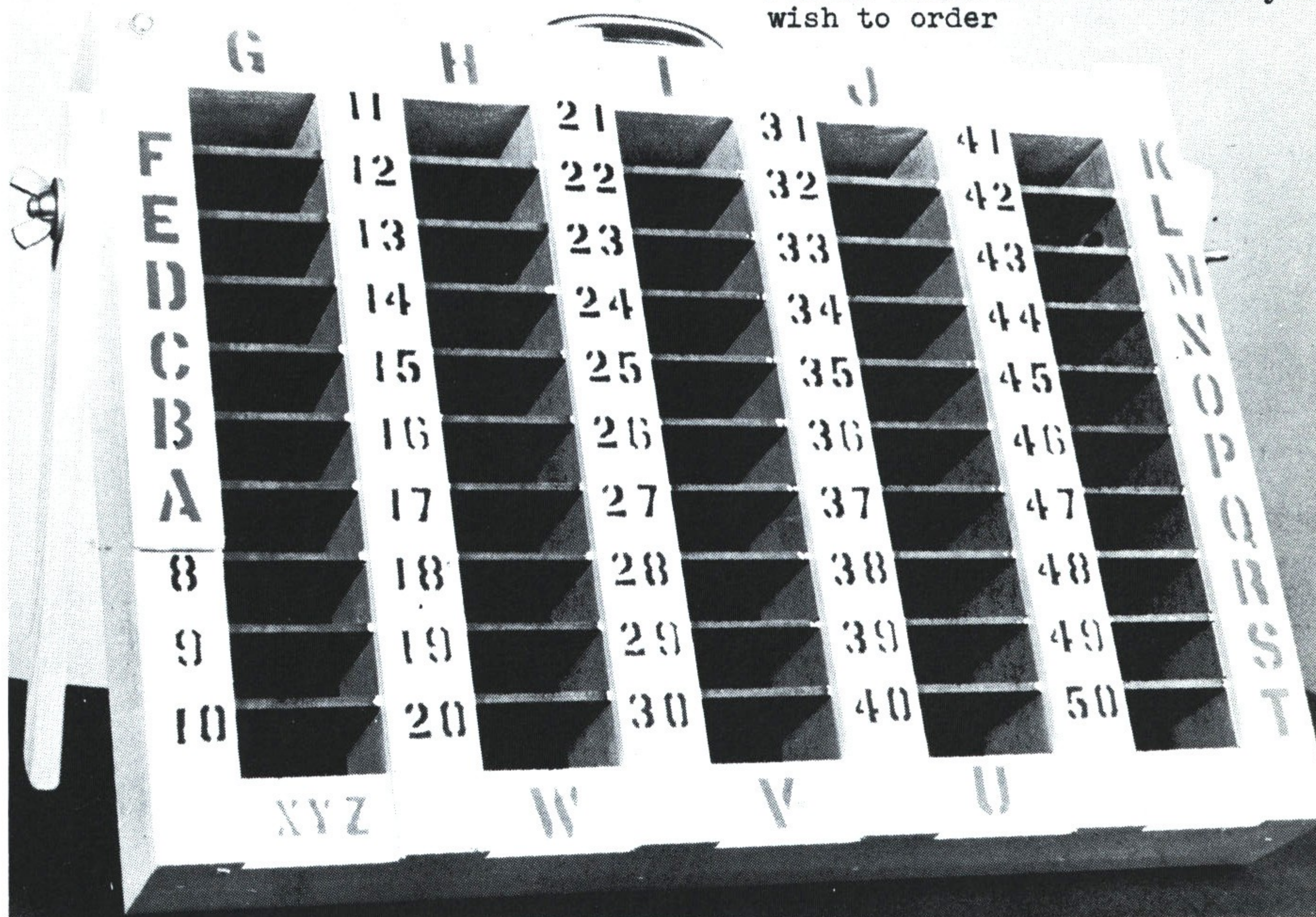
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GUARDIAN

Two preachers were on their way to a meeting and were already 30 minutes late. When the speed needle reached 80, the preacher in the passenger's seat expressed alarm.

"There's no need to be scared," comforted the preacher who was driving. "Don't you know the Guardian Angel is with us?"

"Well, I'm sure he was," said the passenger, "but I'm not sure he stayed when you went through the last intersection against the red light."

RECIPE

A visitor to the hill country was excited about a new recipe for baking ham that she came upon and was telling it to the lady who ran the general store.

"What you do," she said, "is put the ham in a deep pan and for one whole day you soak it in rye whiskey. On the second day you add a bottle of Jamaica rum and cook it awhile. On the third day you add a bottle of port wine. On the fourth day a bottle of bourbon and then you finish cooking it. How does it sound?"

A grizzly oldtimer sitting at the store's potbellied stove chimed in: "Lady, I don't know about that ham, but it sounds like the makings of mighty good gravy."

SMART DOG

Tom went to see Dick and was amazed to find him playing chess with his dog.

Tom: "That's the most amazing dog I've ever seen!"

Dick: "Oh, he isn't so clever — I've beaten him three times already."

PROGENY

Teacher was talking about the dolphin and its habits. "And children," she said impressively, "just think. A single dolphin will have two thousand baby dolphins!"

"Goodness," exclaimed the little girl in the back of the class. "And how many do the married ones have?"

FIX-IT MAN

Man boasting to a friend: "When anything goes wrong around the house, I just fix it myself."

Wife: "Yes, dear. Ever since you fixed the cuckoo clock the bird backs out, scratches his head, and asks what time it is."

LIKELY STORY

A case was being heard in court in which a farmer was claiming indemnity for a cow killed by a railroad train. Counsel for the defense put many tedious and superfluous questions.

"Was the cow on the track?" he asked the engineer again and again.

The engineer had had enough. He replied, "No, of course not. She was in a field half a mile away. But when it saw her, the engine left the rails, jumped the fence and chased her across the field and up a tree. Then it strangled her to death."

ACCUSATION

Psychiatrist drew a circle and asked the patient what it made him think of. "Sex," was the answer. The psychiatrist drew a triangle and repeated the question. "Sex," responded the patient. The psychiatrist tried the same thing with several other shapes and got the same answer.

"You have a profound obsession with sex," the doctor declared.

"Me?" the patient responded indignantly. "You're the one drawing the dirty pictures!"

BETTER HALF

In Ensenada, Mexico, Jaime Lopez was hauled into court for contributing to an auto accident.

"You saw the other car coming toward you . . . why didn't you give him half the road?"

"I was going to," Jaime said, "As soon as I could figure out which half he wanted."



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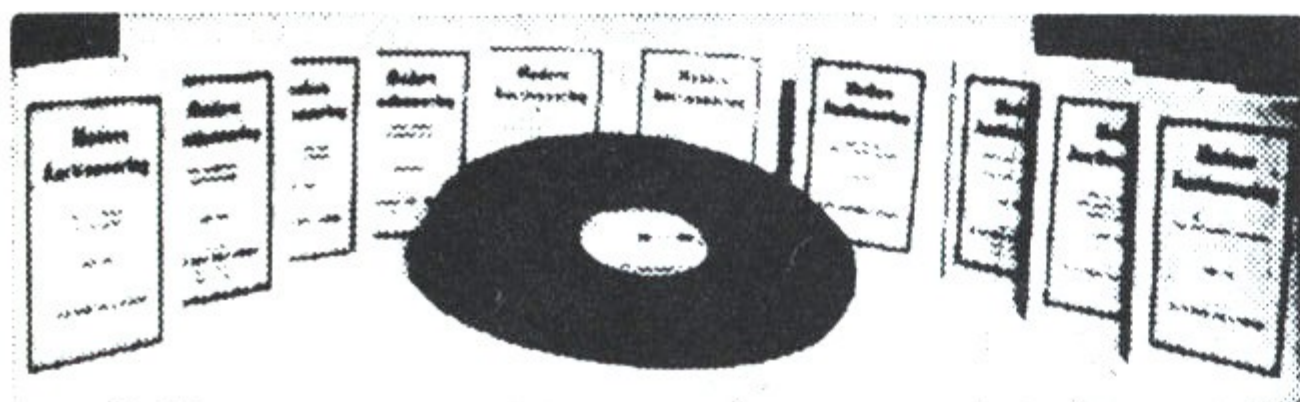
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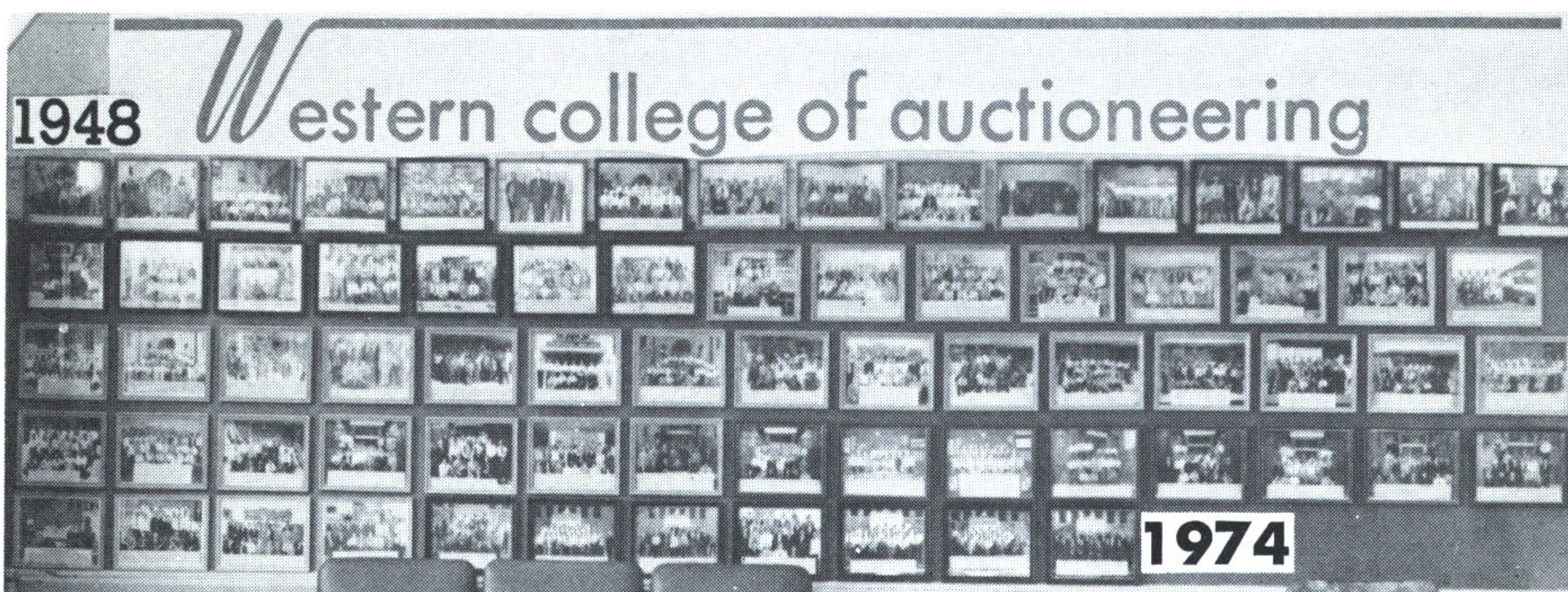
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\$1.50 per pad, 10 pads at \$1.25 ea., 20 or more at \$1.00 ea.

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

8½ x 11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.

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

CONSIGNMENT CHECK-IN FORM . . . Form No. CC1-69.

8½ x 11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Space to list a number of items.

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

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

8½ x 11", 50 sheets per pad. Space provided for general or detailed listing of items to be sold, sale date, time, location, expenses to be paid by seller, and other terms and conditions of sale. Seller signs that he has good title to all items and the right to sell.

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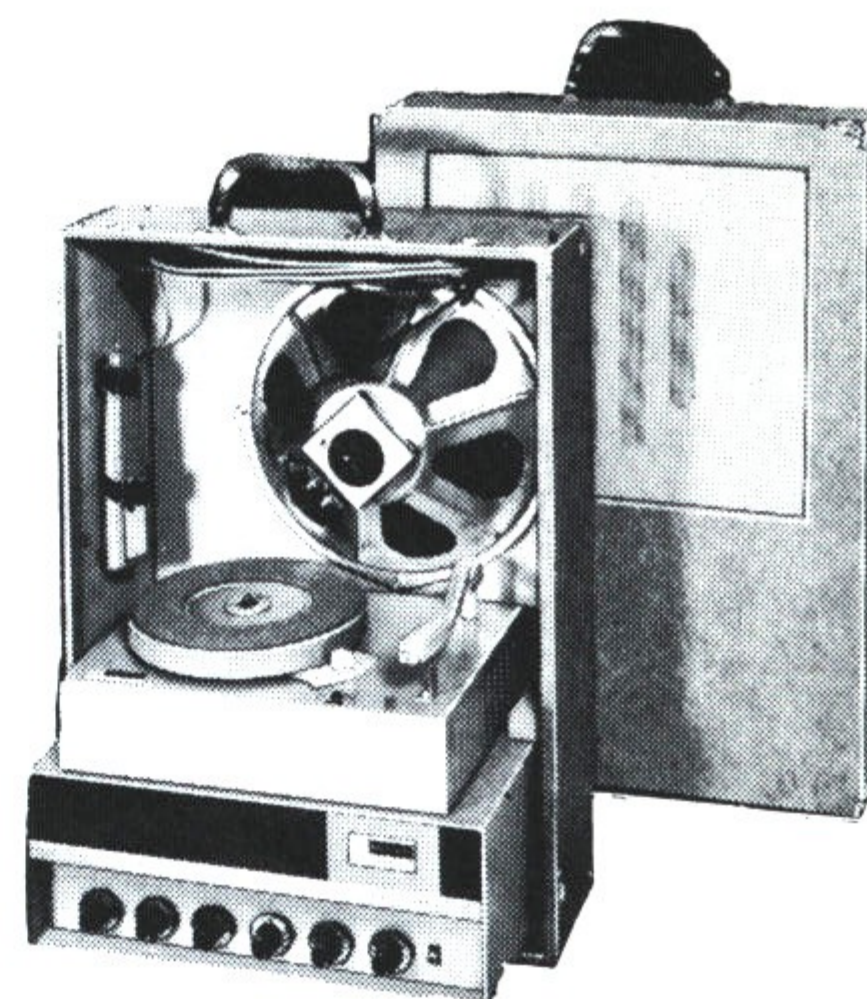
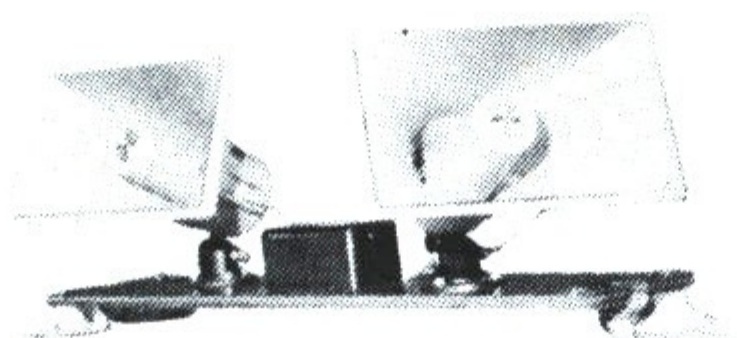
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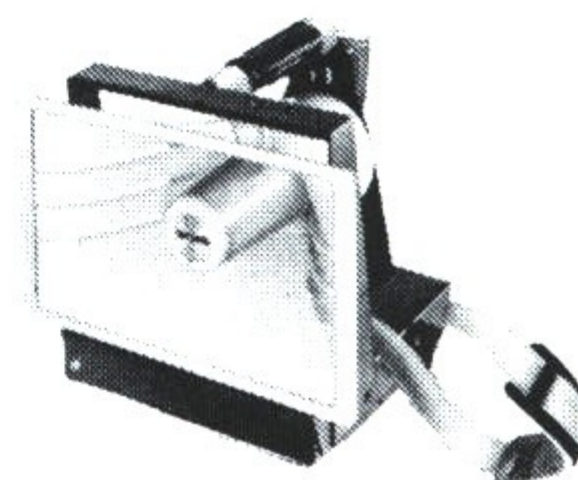
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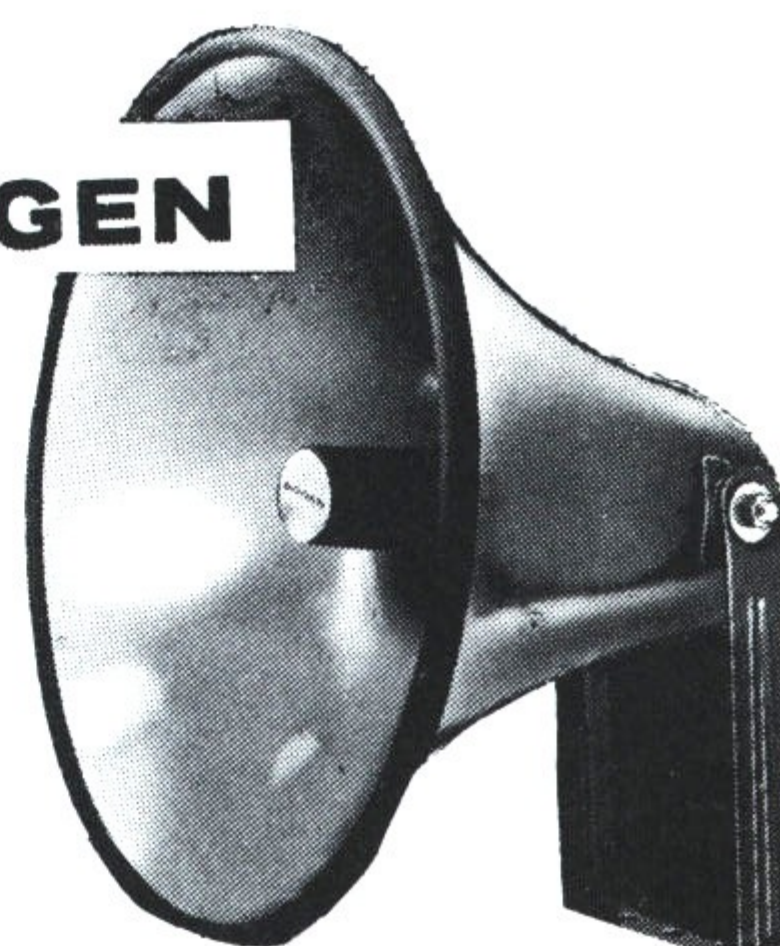


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