

the AUCTIONEER



VOL. XVIII
JUNE

NO. 6
1967

Let There Be No Doubt!



who is in charge of the sale!

Be recognized instantly at the Convention in Chicago by the hat you wear!

If all the fellows who are now owners of "*THE AUCTIONEER*" will wear them to the Convention we will be readily recognized as a profession. If you have already received your hat, please wear it. If not, order yours today. We have most sizes in stock and can ship immediately.

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is the
OFFICIAL PUBLICATION
of
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AUCTIONEERS ASSOCIATION

901 S. Jackson St.
Frankfort, Ind. 46041

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method of selling.

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Ray Gevlinger, Dodgeville, Wis.
Jim Messersmith, Jerome, Ida.

EXECUTIVE OFFICES

901 S. Jackson St. Frankfort, Ind. 46041

IN UNITY THERE IS STRENGTH

**NATIONAL AUCTIONEERS ASSOCIATION
CONVENTION**

The PICK-CONGRESS Hotel

Chicago, Illinois

July 19-20-21-22, 1967

Convention Chairman — Fred G. Quick, Aurora, Ill.

PROGRAM

Wednesday, July 19, 1967

2:00 P.M.—Meeting of Hospitality Committee—Francis I Room
2:00 P.M. to 7:00 P.M.—Registration—Reception Foyer, Rendezvous Room
3:00 P.M.—Board of Directors (NAA) Meeting—Shelby Room

NAA OFFICERS

President: Brady L. Wooley Little Rock, Ark.
1st Vice President: Ralph W. Horst Marion, Pa.
2nd Vice President: Bob Penfield Bowman, N.D.
Secretary: Bernard Hart Frankfort, Ind.
Treasurer: Henry Rasmussen St. Paul, Nebr.

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Russell E. Kehr Hanover, Pa.
Russell Kiko Canton, Ohio
Jim Messersmith Jerome, Ida.
John A. Overton Albuquerque, N. M.
Si Williams Walla Walla, Wash.
8:00 P.M.—Amateur Contest — Sons and Daughters of Auctioneers — William
L. Gaule, Chatham, Ill., Master of Ceremonies Gold Room
Special Entertainment by Delece Holle Norcott

IN UNITY THERE IS STRENGTH

Thursday, July 20, 1967

8:00 A.M. to 5:00 P.M.—Registration—Reception Foyer, Rendezvous Room

9:00 A.M.—Breakfast—Illinois State Auctioneers Association—Plaza Room

10:00 A.M.—Meeting of Auditing Committee—Park View Room

Meeting of Grievance Committee—Columbian Room

Meeting of Resolutions Committee—Victorian Room

12:00 NOON—Luncheon—Gold Room

Group singing of Star Spangled Banner

Pledge of Allegiance to the Flag

Invocation—

Introduction of Convention Chairman

Greetings from Illinois State Auctioneers Association — Dwight

Knollenberg, President

Welcome to Chicago

RECESS

2:00 P.M.—Reconvene in Great Hall

President's Address—Col. B. L. Wooley, Little Rock, Ark.

“Creativity in Salesmanship”—A demonstration by Dr. G. Herbert True

5:00 P.M.—Adjourn

6:00 P.M.—Buffet Dinner

7:30 P.M.—Fun Auction—Gold Room

Social Hour

IN UNITY THERE IS STRENGTH

Friday, July 21, 1967

8:30 A.M. to 5:00 P.M.—Continued Registration — Reception Foyer, Rendezvous Room

9:30 P.M.—Call to Order—Great Hall

Industrial Auctions and Appraisals” — Col. Michael M. Gordon, Chicago, Ill.

“Furniture Auctions; their Opportunity” — Col. Robert F. Losey, Sr., Renton, Wash.

“Communicate and Sell” — A presentation by James F. Munton, Dale Carnegie Sales Representative, Chicago

12:00 Noon—Adjourn

1:30 P.M.—Bid Calling Seminar—Col. Jim Messersmith, Jerome, Ida., Leader

“Livestock Auction Markets in Today’s Economy” — Warren Cook, Assistant Manager, Certified Livestock Markets Association

“Opportunities Unlimited” — Col. Andrea Licciardello, Swedesboro, N. J.

“A Man’s World?” — Irene Carter, Livestock Order Buyer, Centralia, Ill.

Real Estate Seminar — Cols. Ray Hudson, Morrisonville, Ill.; Terry Dunning, Elgin, Ill., and Bill Gaule, Chatham, Ill.

5:00 P.M.—Adjourn

7:30 P.M.—Gold Room

“A Night With The Stars”, A Variety Show presented by Dave Malcolm Enterprises, Chicago, Ill., in conjunction with Col. James Thompson, Bensenville, Ill.

9:00 P.M.—Dancing—Music by Joe Kovats Orchestra

IN UNITY THERE IS STRENGTH

Saturday, July 22, 1967

8:00 A.M.—Breakfast Meeting of National Officers and Directors with State Association Presidents and Secretaries as Guests—Plaza Room
Col. Ralph Horst, 1st Vice President of NAA, Presiding Officer.

9:30 A.M.—Call to Order—Gold Room

“Selling Quarter Horses” — An address by Col. Dean Parker, Auburn, Calif.

“Produce in the Southeast”—An address by Col. Fred Mullis, Lancaster, S. C.

“Antiques”—An address by Albert A. Kodner, Howard Art Galleries, Chicago

“Auto Auctions, Present and Future”—An address by Jack Charlesworth, National Used Vehicle Manager, American Motors Corp.

12:00 NOON—Adjourn

1:30 P.M.—Memorial Service recognizing deceased members

General Business Meeting

Reading of the minutes of the previous meeting
Consideration of financial statements and reports
Report of Auditing Committee
Report of Resolution Committee
Report of Grievance Committee
Consideration of other business
Report of Nomination Committee
Election of Officers
Election of Directors
Acceptance Address of New Auxiliary President
Acceptance Address of New NAA President
Announcements from the Board of Directors

4:00 P.M.—Adjourn

4:10 P.M.—Meeting of 1967-68 Officers and Directors—Columbian Room

6:30 P.M.—Grand Banquet—Great Hall

Presentation of Awards

Address by Hon. Ray Page, Superintendent of Public Instruction, State of Illinois

9:00 P.M.—Refreshments and Social Hour

Notice of Annual Meeting

The Annual Membership Meeting of the National Auctioneers Association will be held Saturday, July 22, 1967 at the Pick-Congress Hotel, Chicago, Ill.

Meeting will be to elect the following Officers:

President

1st Vice President

2nd Vice President

and four (4) Directors for a term of three years.

Also, any other business as may be presented by the Board of Directors.

National Convention Committee Members

HOSPITALITY COMMITTEE

Mr. and Mrs. Michael Marks, Abingdon, Ill. Chm.

Mr. and Mrs. Marvin Haycraft, Wapella, Ill.

Mr. and Mrs. Charles Wade, Morrisville, Ill.

Mr. and Mrs. Al Dunning, Elgin, Ill.

AUDITING COMMITTEE

E. B. Fulkerson, Jonesboro, Tenn.,
Chairman

Ken Barnicle, Ellisville, Mo.

Russell Kiko, Canton, Ohio

Vernell Johnson, Hartford, S. D.

Dick Brewer, Mt. Hope, Kas.

GRIEVANCE COMMITTEE

John L. Cummins, Cynthiana, Ky.,
Chairman

Paul W. Calkins, Peru, N.Y.

John A. Overton, Albuquerque, N. M.

A. C. Dunning, Elgin, Ill.

Jim Messersmith, Jerome, Ida.

RESOLUTION COMMITTEE

Si Williams, Walla Walla, Wash.,
Chairman

Russell Kehr, Hanover, Pa.

Dean Fleming, Atkinson, Neb.

Walter Britten, Bryan, Tex.

Ray Gevelinger, Dodgeville, Wis.

FUN AUCTION COMMITTEE

Dwight Knollenberg, Mason City, Ill.,
Chairman

Gordon Bauer, Topeka, Ill.

Blaine Pinkston, Ramsey, Ill.

Lloyd Sitter, Anna, Ill.

Ken Barnicle, Ellisville, Mo.

ENTERTAINMENT COMMITTEE

James C. Thompson, Bensenville, Ill.
Chairman

PUBLIC RELATIONS COMMITTEE

Terry Dunning, Elgin, Ill., Chairman

M. M. Gordon, Chicago, Ill.

Edward Bilbruck, Lincolnwood, Ill.

Ladies and Young Peoples Program

At the time we went to press, final plans for these two parts of our National Convention Program had not been completed. However, you may be assured that we will have a good Program for these folks and it will be published in the July issue of "The Auctioneer."

The July issue will be mailed a week ahead of our regular mailing schedule.

Why Associations?

BY COL. C. J. LEIBY, Secretary-Treasurer
Lehigh Valley Society of Auctioneers, Allentown, Pa.

Why a National Auctioneer's Association, Why a State organization of Auctioneers'? Why an organization of local Auctioneers'?, What benefits are derived from such organizations?

The answers to these and similar questions can be found by reading through the minutes of meetings held by the Lehigh Valley Society of Auctioneers, Inc.

This organization, probably the oldest, if not the oldest active organization of auctioneers in the United States, was organized on April 26, 1949 in Allentown, Pa., and with few exceptions, has held regular meetings the last Tuesday of each month since that date. Records show that several members have an almost perfect attendance at these meetings and have missed a few due to circumstances beyond their control.

This organization, the brainchild of Auctioneer Lee Pillsbury, of Bethlehem, Pa., and a since deceased local newspaper correspondent who was granted an Honorary Membership, has a proud heritage, and since several new members are new to the profession, an equally successful future is anticipated.

The first meeting was attended by twelve local Auctioneers, and several guests. Most prominent guest and main speaker for the evening was Col. B. G. Coats of New Jersey who represented the National Society of Auctioneers, later changed to its present name of National Auctioneers Association. Col. Coats spoke to the auctioneers present on the importance of organization and other matters concerning the profession. Ten of the auctioneers present joined the proposed organization at this initial meeting and named the following officers: President: Lee Pillsbury, of Bethlehem, Pa. Vice-President: Ed J. Knoll of Allentown, Pa. Secretary: Woodrow P. Roth of Emmaus, Pa., and Treasurer: Wayne R. Posten of Stroudsburg,

Pa. Invitations to auctioneers to attend this initial meeting contained a very important message, which at the time may have been taken lightly, but to this day certainly has proved to be the basis on which this group progressed and should apply to all auctioneers organizations. Quote "In order to further the interests of our profession, to establish better fellowship among all auctioneers, to establish notable public reactions, to keep auctioneers informed of matters pertaining to the profession, and to assist a fellow member in time of need." Enquote. At a later meeting of the organization a Constitution and By-Laws Committee was appointed which drew up and presented a set of By-Laws which stands to this date, with the exception of several additions which were necessitated by the incorporation of the organization by local courts on November 10, 1953.

Accomplishments of the group on a local level include the very successful conduction of an Antiques Show during the fall of the years' 1950 through 1956. Many auction sales for the benefit of various charities have been conducted by individual members and by the organization as a group during the past years, and it is hoped to continue and expand this activity in the future. Banquets celebrating the founding of the organization have been held on several anniversary dates and all were very well attended by members, guests of state and national chapters, and families of members. Monthly meetings arranged by appointed chairmen are well attended, and a recent meeting was attended by five Charter Members. Many meetings feature speakers on subjects of interest to all auctioneers. Changes in local, state, and federal laws pertaining to the profession have been discussed and explained in detail by qualified persons who were invited to attend. Officers have been elected an-



A total of \$3500 was raised by the Waikiki Lions Club in their Annual Benefit Auction. Merchandise was donated as was the services of NAA member, Lou Stambler, Honolulu. Money raised will be used in crippled children and eyesight projects. Above picture shows Col. Stambler in action.

nually and although it has been the policy that the President should not succeed himself in office, several have been re-elected to serve after a lapse of a year or more, and one in particular has capably served three separate terms. Offices of the Penna. Auctioneers Association held by members include the offices of President, Vice President, Secretary - Treasurer, and Director.

During the year 1950, the then dormant Pennsylvania Auctioneers Association was re-organized under the Presidency of one of our active members, supported by another member who served as Sec.-Tres. Prior to this date Pennsylvania auctioneers were not affiliated as a group with a national organization, and it was at this time that all members of the PAA became affiliated with the National Auctioneers Association. As a result of this affiliation many mutual benefits have been derived, including the very successful 1966 national convention held in Philadelphia, Pa., and very ably arranged by a national committee which included a Director from Pa., and the immediate past Pres. of the Penna. Auctioneers Association. We are proud of the growth and the accomplishments of the Penna.

Auctioneers Association, and its relations with the National Auctioneers Association, which we feel are due in part to the untiring and unselfish efforts of several members of the Lehigh Valley Society of Auctioneers, Inc. (Eastern Chapter, Penna. Auctioneers Association.)

April 26, 1967 — a very important date — eighteen successful years of an active organization, and a fervent hope for an equally or more progressive future.

It is the hope of the writer of the foregoing that the readers will accept it not as an exploitation of any one individual or organization, but rather as a challenge to areas or states of these great United States which are not presently represented by an organization of auctioneers.

A THORN REMOVED

"The thing I enjoy most in this new house is the dishwasher," said the husband in an expansive mood one evening.

His wife blinked in amazement. "For heaven's sake, why?" she asked. "You've never helped me with the dishes in all of the years we've been married!"

"I know," said the husband, "but now I don't feel guilty about it!"

Oklahomans Present Interesting Program

One of the most interesting programs in association history was enjoyed by those members of the Oklahoma State Auctioneers Association who attended the Annual Convention of that group in Oklahoma City, May 13-14.

The morning of May 13 was spent in registration, fellowship and greetings from the City. Following a group luncheon, the Program got under way with an address by a Cuban fugitive. This man had been a professional teacher in Cuba prior to the Castro regime. When Castro came into power his home and possessions were seized by the government. When the opportunity arose, he came to the United States. Being unable to speak English, he worked as a common laborer. Now, having learned the language, he holds a responsible position in Oklahoma City. His narration of his experiences was very well received.

Bernard Hart, Secretary of the NAA, gave the greetings of the parent organization, invited all to the NAA convention, in July, and told some of the things that would be expected of the Oklahoma group if they were to host a future National Convention.

Joe Frizzell, of the Oklahoma State Real Estate Board, a man who has always cooperated with auctioneers in the selling of real estate in Oklahoma, greeted the registrants and spoke briefly about rules and regulations pertaining to the selling of real estate.

Wayne Casteel, Lucien, Okla., told of some of his experiences in the auction business and gave some sound advice to beginners in the profession. The film, "The Sound That Sells," courtesy of the Missouri Auction School, was part of the afternoon program.

Closing portion of the afternoon program was an address by Grover Howell, representing the Texas Auctioneers Association. Col. Howell's remarks were well received. He stressed the im-

portance of professional organizations and membership participation.

Following a Buffet Dinner, the "Auctioneer of the Year" contest was conducted. Items sold were donated by the merchants of Oklahoma City and proceeds of the auction were donated to the Heart Fund. Phil Easterly, Alva, was the winner and Jerry Gwartney, also of Alva, was runner-up.

Dan Combs of the Oklahoma State Highway Patrol spoke on safety and at the same time, demonstrated his quick draw. Down in Oklahoma, they call him "The Fastest Gun Alive." Music by Bill Boyd and his Buckshots, and dancing, filled out a crowded day.

F. E. "Red" Springer, Red Oak, was presented an award for being the oldest auctioneer present, the second year in a row he had won this. Cecil Myers, Felt, was honored for being the member travelling the farthest distance to attend the convention. Cecil Abernathy, Oklahoma City, was awarded a beautiful plaque for getting the most members during the year. "Red" Springer was runner-up in this category.

Business meeting and election of officers took place on Sunday morning, May 13. Wayne Casteel, Lucien, was elected president; Orville Free, McAlester, was named 1st vice president; and V. K. "Doc" Crowell, Oklahoma City, was re-elected secretary-treasurer.

Retiring president, Glenn Jones, Wapanucka, and R. C. Hinkle, Oklahoma City, were added to the Board of Directors.

An age of change is not an age for the unimaginative, the frightened, the timid. It is an age for the bold thinkers, the ingenious, the pacesetters. It is to these pathfinders that success and all its fruits will accrue.

—William C. Ridgway, Jr.

THE LADIES AUXILIARY

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We'll Be In Chicago

When we received our April issue of "The Auctioneer" we were both saddened and gladdened. So sorry to learn of Mr. Sherlock's death. He was quite a man.

But then, I turned the page and learned of Barnicles' new grandson and my heart lifted. I'll bet we won't be able to see Ken in July — he'll be that much taller!

Everyone here is fine. We have had a busy year. The boys (Dave and Dick) along with a fellow auctioneer, Dick Crittenden, have opened a new business which is coming along nicely.

We plan to see you all in Chicago, in July. I always look forward to seeing my old friends and meeting new ones.

Laura Tracy,
Pavilion, N. Y.

Make Your Plans For Convention Time

I wish to encourage all the auctioneer's wives and families to join their husbands in attending the N.A.A. convention in Chicago. Ladies, help your husbands keep the days of July 20-22 open for the convention at the Pick-Congress Hotel.

Betty Cravens is our auxiliary chairman for the convention, she together with an enthusiastic Illinois group are planning for our pleasure, an enjoyable and profitable convention for not only the women but youth and children.

The activities of the convention will be held on the second floor, affording us a place to relax and be together as a group. The auxiliary program contains many things of interest to the women, including the luncheon Friday noon with very good entertainment. Much of the men's program will be of interest to the women also.

There will be baby sitters to employ

for children, if you desire this service.

Chicago is quite centrally located so should be easily accessible for all people. Wendell and I are planning to go on to the World's Fair at Montreal. Perhaps many of you are making the same plans.

If you have never been in attendance make this your first one. You will have many new friends waiting to welcome you. We would like to have you join the auxiliary if you so desire, the dues are \$5 per year or \$25 per life membership. At our state meeting in Iowa, many said they are making plans to be in Chicago.

We are always so glad to see so many families in attendance. This is truly family convention.

Thank you ladies for your letters to the Auctioneer this past year. Hope

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASSOCIATION 1966-1967

President:

Mrs. Wendell (Bernice) Ritchie,
Marathon, Ia.

1st Vice President:

Mrs. Dick (Kay) Dewees,
Prairie Village, Kas.

2nd Vice President:

Mrs. V. K. (Alma) Crowell,
Oklahoma City, Okla.

Secretary-Treasurer:

Mrs. Frank (Geneva) Gates,
Litchfield, Mich.

Historian:

Mrs. Bob (Winona) Penfield,
Bowman, N. D.

Directors:

(Terms expiring 1969)
Mrs. Walter (Pearl) Britten,
Bryan, Tex.

Mrs. Kenyon (Ann) Brown,
Doylestown, Pa.

Mrs. Fred (Daisye) Ramsey,
Old Hickory, Tenn.

Mrs. G. T. (Nan) Gilbert,
Lincolnton, N. C.

(Terms expiring 1968)
Mrs. Albert (Virginia) Rankin,
Alger, O.

Mrs. Dick (Virginia) Brewer,
Mt. Hope, Kas.

Mrs. Brad (Betty) Wooley,
Little Rock, Ark.

(Terms expiring 1967)
Mrs. Ruth Marks, Abingdon, Ill.

Mrs. Don (Eileen) Standen,
N. Ridgeville, O.

Mrs. Jim (Alma) Appleman,
Cashton, Wis.

to see you in Chicago. You will be much richer if you are in attendance.

Sincerely,
Bernice Ritchie
Pres. Aux. to N.A.A.

Jerseys Sell High In Borg Dispersal

Borg Farms of Delavan, Wis., dispersed their herd of registered Jerseys on April 10 with 49 head averaging \$1,235. Only three Jersey herds have ever been dispersed at auction with higher averages.

A total of 20 animals sold for \$1,000 or more and 7 sold at \$2,000 or above. Barbaras Sleeper, a 2-year-old bull, was top selling animal with a third interest at \$3,500.

Top female of the sale was Etta Star Pauline at \$3,300. Second high was her full sister, Golden Etta Pauline, at \$2,200.

Three cows sold for \$2,000 each, Golden Etta Vol. Janice going to Chester Folck & Sons, Springfield, Ohio.

Some automobile manufacturers now offer a warranty up to 5 years. If the trend continues someday the warranty may outlive the payments.



A versatile entertainer is Dr. Herbert G. True, nationally known for his creative ability in bringing a program to fit his audience. Dr. True has been featured on NBC and CBS television networks and has given more than 2,500 management, creative behavior and sales motivation presentations. His first appearance at a NAA Convention will be in Chicago. His presentation on the afternoon of Thursday, July 20, will be worth your entire trip. Don't miss it.



Interest, Sacrifice, Work, Build NAA

BY COL. POP HESS

The first half of this month of May has not been the kind of weather one likes for this time of year. So far, it has a breath of frost most nights and a cold roar, like a lion. In order to meet the deadline for the June issue of this publication it is hard to get the feeling of June weather.

We are now within some forty days of July convention time in Chicago, where this writer forsees a great event. In viewing the membership there will be many new faces in the line up, all trying to make this the A-1 convention of the NAA.

After reading the May issue of "The Auctioneer" the picture of the lady auctioneer on page 33 should attract some bachelor auctioneers out of the mothballs and into Chicago. Mom Hess' remark to me was that if I was going she was sure going along and perhaps this will be the thinking of other auctioneers' wives. But this is just an older auctioneer in a joking mood, and in all sincerity I congratulate this young lady on her decision to be an auctioneer.

I am sure the NAA will welcome many ladies into its membership in years to come and several are already on the roster. A feature of future conventions could be a lady auctioneers' beauty contest. Last year, I suggested we have auctioneers' contests in our convention programs and some of the states are doing it. From long years of living and working I have noted when the women get behind the wheel of progress that dreams come true.

In the May issue a hint was dropped that this column may be retired after this year's July issue. This could lead to fan mail saying to stop thinking and make it a fact.

Checking back over the years of the NAA, its labor pains in being born in the late 1940's through to date, if compiled into a full written issue, the reading would prove beyond all doubt there is at this time a strong National Auctioneers Association. It has been built with faith and hard labor with plenty of will power by the past officers and supporters. Perhaps we still don't list more than a third of the auctioneers of the U.S.A., but as we close our 'teen ages' and enter adult life we will find this NAA one of great progress for all auctioneers in action.

In years ahead the records will show the NAA has not had the support of some of the older, busier auctioneers of its early life and this is understandable. They have lived well into their harvest of their venture in way of livelihood as a public sale auctioneer. Our progress has been from those who thought of the future auctioneers of tomorrow. As we view our past five years we find many of our officers have been and are the auctioneers in demand.

They see the need of organization for future progress and protection for the profession. This National Auctioneers Association is fast becoming what it should be for the best interest of the profession and the auction way of selling. While selling at auction dates back 2,000 years, today the auctioneer and the auction way of selling has reached a point of tremendous importance as shown by the daily auction sales in the commercial line of selling.

Many of our NAA leaders are also leaders in auction sales throughout the country as of this convention time. The employing public will not overlook such auctioneers who are up to date on the product they are selling as that is

IN UNITY THERE IS STRENGTH

the type man they want conducting their auctions.

The NAA is not an auctioneers' labor union, it is not its purpose to set high fees for service. This is entirely up to each auctioneer to set and collect a fee fitting the service rendered. However, the NAA does stand ready to eliminate pitfalls and opposes those who take shortcuts for a quick dollar by establishing a Code of Ethics for all to observe.

Public opinion has always been the judge of the auction way of selling. In the past 80 years this writer has heard a lot of gossip and hear-say regarding crooked auctioneers. However, to trace down the proof it generally ends as it started, merely here-say. As in all businesses or professions there are a few rotten apples in each barrel but we have found the public does a pretty good job of sorting out the rotten ones and the air on this subject is quite clear and healthy. Our National Association, in cooperation with our State Associations, has done much to clear the rotten smell from the ranks.

A recent letter from a young beginner asked why folks always make remarks about crooked auctioneers. My view point is more a habit than a fact, like many folks who use cuss-words, not that they believe in saying them, just a formed habit with failure to consider the damage.

Yes, my face has been red more than once. I recall selling a sale for one of my clients and for some reason we were not getting rolling with good bidding or proper interest. The man I was selling for said to the crowd in general he could not understand the attitude of the bidding. The cows were O.K. and he needed to sell them. One mouthy chap shot out, "The trouble is you got a crooked auctioneer and the bidders know it." The owner replied, "I know the cows can prove they are not crooked and if you think I am crooked, hold up your hands." No hands came up. Then he asked "How many say my auctioneer is crooked, hold up your hands?" None came up, not even the guy who had blurted out. Bidding began and the sale progressed satisfactorily.

I made it a point to have a "tail"

put on the mouthy chap who tried to ruin the sale. He was the brother-in-law of a local auctioneer who was weeping behind his barn because he did not get the sale. Why the man I was selling for did not use him I never knew. My man, who was checking this fellow, asked him for proof of his statement that Hess was a crooked auctioneer. His only answer was that he knew so and so over in my home county, who said Hess was a very "slick" auctioneer and "slick" means crooked. Again, hear-say gossip.

This man was never aware that he was being "tailed" nor did I ever go to that man's sale and try to start trouble. As our Savior once said, "Let he that is without guilt throw the first stone," and they all ran away. At no time have I been much disturbed as in public life you get your share of stones. But had that instant of the man calling me a crooked auctioneer happened in my first five years as an auctioneer it might have caused a loss for the good man that had hired me. This happened in about my 25th year of selling a heavy daily run of sales and I was pretty well hardened.

Over the years I found it payed off to lock your temper in your safe box at home and leave it there, regardless. My advice to the young man who wrote me about this subject is to smile at those who make the charges rather than argue with them. By checking for the facts you will generally find no concrete evidence and above all things, keep arguments, fist-fights and cuss-words out of your sales. Keep your methods of operation clean and remember that idle gossip is cheap. As you look out over your audience at an auction and face them with a warm smile of confidence you will find few that will believe this gossip.

This also runs true in rotten story telling during sales lingo time. I once heard an auctioneer come up with this one. In the midst of his sale he took time out to cool his lingo to tell a story that should not have been told. He opened up by saying, "Due to the fact I do not see any ladies in the crowd I will tell this story." But before he got any



Auctioneer William Podell is about to declare the Grand Haven (Mich.) post-office building, "Sold!" Podell added another \$1,000 to the selling price in the final two minutes of bidding when he talked the final offers from \$56,000 to \$57,000. Auctioneer John Glassman's face is hidden but he is the man in the white hat.

further, a clear voice came from the crowd, saying, "Mr. Auctioneer, before you tell this story don't overlook that you have quite a few gentlemen in the audience." That cooled the story telling for the day.

Some short, witty, words concerning some blunder that has been made will go over well but never in my book have off-color stories been used to replace time that should be used in selling for the high dollar. It is the top dollar that brings home the bacon and the auctioneer who knows his way around can keep the faces in his bidding audience from holding the expression of a funeral by using home-made wit.

This writer was attracted to the articles in the May issue by our straight forward past president, Col. Overton, our present president Col. Wooley, and our 1st vice president, Col. Horst. Each of these men are strong auctioneers in their field. We also have a long list of directors who are auctioneers of distinction in their areas and it is this type of officers that make the NAA great.

Several of these men, I have known

from various contacts and as your column writer for the past 15 years and an on and off column writer for two or three years before that. This was before this publication became the neat little book it is now. Down through all these years it has been my pleasure to follow through with this National Auctioneers Association and all of my time used has been a privilege for me to be of help and support for the progress we can build through the NAA and this publication.

Sixty-seven years this next October will complete my experience in the field of auctioneering. I went into this field to make money and to make it as an auctioneer. A good sales service must have come through my efforts as it did make money and leaves me with a wide experience in many types of sales and contacts with people in all walks of life, from the poorest to the richest. It has left a text book of facts, favors and experiences that if one could turn back the clock to the age of 21 again I really believe I could become an auctioneer to fit the unknown future of what will face the auctioneer of tomorrow.

Auction of Building Creates Good News

In what was hailed as good news for downtown, the U. S. Post Office and Federal Building in Grand Haven, Michigan, was purchased by its next door neighbor, the Security First Bank & Trust Co. for \$57,000.

It was especially good news to members of the auction profession and to two of them in particular as the building was sold at auction. William Podell, Grand Rapids, and John Glassman, Eau Claire, were the auctioneers who conducted the sale. Both are members of the Michigan and National Auctioneers Associations.

The building had been used as a post office and federal building for some 60 years. Before that it was the Norris Hotel that catered to customers all over the country with its famed mineral baths.

As shown in the accompanying photo,

a large crowd was on hand for the auction, a part of them prospective buyers but many for the sake of curiosity. Among those on the stairway was A. E. Gale, retired bank officer and the first customer when the post office opened, 60 years ago.

The building was declared as surplus by the Federal Government with the opening of a new Post Office and Federal Building, January 21.

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Members of the National Auctioneers can receive "The Missouri Colonel," official publication of the Missouri State Auctioneers Association, free for the asking.

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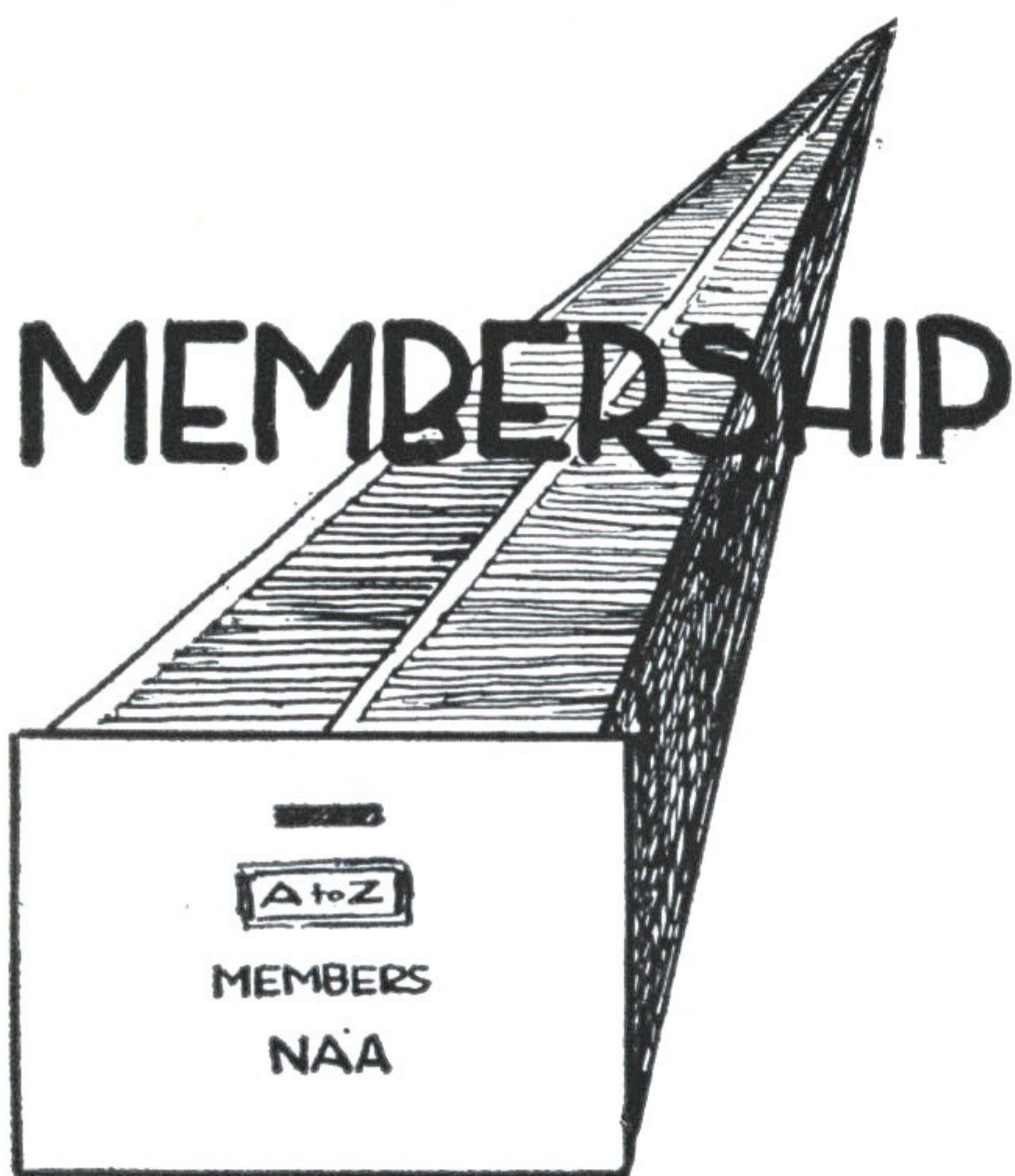
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Banquet Speaker



RAY PAGE

Hon. Ray Page, Superintendent of Public Instruction, State of Illinois, has accepted an invitation to address the National Auctioneers Convention in Chicago. He will speak following the Grand Banquet, Saturday evening, July 22.

Mr. Page has been a teacher, coach,

principal and superintendent of schools following two years of service in the U. S. Air Force as a flight officer, pilot and instructor of cadet training.

In 1965 he was recipient of the Freedoms Foundation Medal for Education by the Freedoms Foundation, Valley Forge, Pa. This award was granted for undertaking "a major program to better educate our young people on the nature of Totalitarian Communism, and for better understanding the American way of life."

Mr. Page comes to our Convention with many recommendations as an outstanding public speaker.

Convention Speaker



JACK G. CHARLESWORTH

Jack G. Charlesworth has been national used car manager of American Motors since May, 1965. He is responsible for all sales, merchandising, training and advertising programs in connection with used cars.

Charlesworth, who entered the automobile industry in 1949, was assistant manager of Rambler's Chicago zone for four years before being appointed to his present position. He previously had been Midwestern Regional used car manager.

Before joining American Motors in 1959, Charlesworth had been general manager of a dealership, a zone manager and district manager for another automobile company.

He is a 1949 marketing graduate of the University of Illinois.

Charlesworth is well acquainted with the auction system of merchandising used vehicles and in August, 1966, graduated from the Reisch American School of Auctioneering at Mason City, Iowa.

Lilly Dinnerware Brings \$72,000

NEW YORK — An 18-karat gold 330-piece dinner service for 12 has brought \$72,000 at an auction at Parke-Bernet galleries.

Originally commissioned from Cartier's, the Fifth Avenue jeweler, by the late Josiah K. Lilly of Indianapolis, the service was delivered to him in 1960 as a golden wedding anniversary present for his wife.

Lilly had been chairman of the board of Eli Lilly & Co., the pharmaceutical firm.

The service, which contains gold with an intrinsic value of more than \$30,000, was purchased by Mrs. Ira Guilden, New York.

Of late 18th century inspiration and in perfect condition, the service is contained in 10 velvet-lined fitted mahogany cases.

Besides plates and flatware, the service includes a cocktail service, water goblets and a pitcher, candelabra, finger bowls, a coffee service and a liqueur service.

The gold service was part of the Lilly collection sold during a two-day sale for a total of \$429,050.

Other top prices were \$30,000 for an early Louis XVI marquetry commode, bought by an unidentified New York collector, and \$14,000 for a Louis XV commode.

Lilly also amassed a book collection generally recognized as one of the finest in North America. He presented it to Indiana University in 1958.

Quarter Horse Sale Averages \$4,290

MODESTO, Calif.—Final chapter in a truly great success story was written at the Rocket Bar Dispersion when George and Josephine Kaufman sold their entire Quarter Horse band for a whopping \$4,290 average on the 61 head offered for sale.

More than 1,000 people filled the huge tent trying to avail themselves of the breeding of the great Rocket Bar, one of the greatest sires of Quarter Horse futurity winners, who in 1966 moved into fourth position as a sire of alltime money winners, his get having earned \$789,955.71.

The Rocket Bar and George Kaufman story is well known to Quarter Horse enthusiasts. It was simply a case of acquiring a great breeding horse, recognizing it, accumulating the best mares possible to breed them to, plus setting an extremely high standard of integrity when dealing with fellow breeders.

Enthusiasm and anticipation has run high ever since George Kaufman announced the sale of Rocket Bar to W. H. Peckham, Richmond, Texas, and S. F. Henderson, Odessa, Texas — and then set up the dispersion of all his Quarter Horses.

It was quite obvious even before the sale that the event would be a success and it was just a matter of how high the average would go. George Kaufman and sale manager Dean Parker had done their work well and early in the morning every horse on the ranch had one or more people studying it carefully.

Although it was no runaway getting started, it wasn't long before Auctioneer Dean Parker got going under a full head of steam, hitting the \$28,000 mark when Z. Wayne Griffin, Los Angeles, bid that figure to own Tinkey's Lady by Tinky Poo out of Clabber's Image. Tinky's Lady was the AAA dam of such AAA winners as Mr. Tinky Bar, California Rocket, Mr. Rocket Bar, and Rocket Poo.



Cookie Lockhart sells painting in Denver auction, sponsored by the Rocky Mountain Chapter of The Arthritis Foundation. With her are other members of the Lockhart auction team, Darwin Lockhart, Mrs. Darwin (Jane) Lockhart and Si Lockhart on the extreme right.

Art Auction Buys New Therapy Unit

Proceeds from an "Art For Arthritis Auction" were sufficient to buy a new mobile unit for the Rocky Mountain Chapter of The Arthritis Foundation. This auction was held in Denver, the evening of March 15, in the Grand Ballroom of the Hyatt House Hotel.

Top painting brought \$850, which was considered a very good price for that area. The new mobile unit will be used in the Chapter's Physical Therapy Home Service Program.

Much credit for the auction's success is due Miss Cookie Lockhart, Denver auctioneer, who supervised the arrangement and publicity in connection with the sale. She was successful in securing newspaper, radio and TV announcements prior to the auction that made it one of the most publicized auctions ever held in the Denver area.

Miss Lockhart also conducted the auction, along with her father and brother.

1967 World Champion Contest In Montana

A group of livestock market auctioneers representing the various areas of the country will compete for the title

of World's Champion Livestock Market Auctioneer. The contest will be held June 23-24 at the Great Falls Livestock Market Center, Great Falls, Mont., in connection with the Livestock Marketing Congress.

Contestants will sell carload lots of Montana feeder cattle under regular market conditions. A special sale of feeder cattle at the Montana State Fairgrounds, as a feature of Livestock Industry Day, will conclude the two day event.

This Annual Contest is conducted by the Missouri Auction School of Kansas City, and is endorsed by the nation's 800 Certified Livestock Markets. It is designed to determine auctioneering skill and ability. A total of 14 industry judges from throughout the United States will select the World Champion. The present Champion is H. Skinner Hardy, Bakersfield, Calif., and Robert Schnell, Lemmon, S. D., is Reserve Champion.

At press time of this issue of "The Auctioneer", the following men had entered the contest: Richard Drudik, Hastings, Nebr.; Odie Holder, Butterfield, Mo.; John Kennedy, Zachary, La.; Wilbert Kroh, Bismarck, N. D.; D. J. MacDonald, Calgary, Alta.; Bob Penfield, Bowman, N. D.; Aaron Stockton, Orland, Calif.; Thomas R. Westrope, Denver, Colo.; and Kenneth E. Younglund, Miles City, Mont.

Iowa Spring Meeting Draws Large Crowd

It was one of the best attended on record. That would very well describe the Annual Spring Meeting of the Iowa Auctioneers Association, held at the Memorial Union Building on the Iowa State University Campus at Ames, April 30.

Activities got under way with a Noon Luncheon, followed by introduction of auctioneers, their families and guests. Entertainment was by the Foreman

Quartet of Rolfe, Ia. This group was second place winner at the International Preliminaries of Barbershop Quartets at Sioux Falls, S. D.

Rev. Louis H. Valbracht, pastor of St. John's Lutheran Church in Des Moines, was guest speaker. His message was interesting and entertaining. Bernard Hart, Secretary of the NAA, invited the group to the Chicago convention in July.

Balance of the afternoon was spent in discussing the application of the Uniform Bulk Sales Act and other business. It was voted to sponsor a booth at the Clay County Fair at Spencer.



These men are preparing for your visit to Chicago, and the NAA Convention, July 20-22. From the left, Michael Modica, who will be in charge of the young people's entertainment; William L. Gaule, who will M. C. the Amateur Contest; Dwight Knollenberg, President of the ISAA; and Mike Gordon, Chairman of the Public Relations Committee. All these men are key members of the Illinois State Auctioneers Association, hosts to the 1967 National Convention.

Northern Indiana Markets Maintain Old Traditions

By LEROY LAMBRIGHT

The cows moo, the calves baaa, hogs squeal, trucks roar, the auctioneer says "e-e-e-e-all right sir, now gimme dollar bill a one," while workers drive livestock through the arena, ladies shuffle dishes in an adjoining restaurant and money changes hands from buyer to seller, usually for profit.

The folks come from far and near, by ones, by pairs or by car loads. On foot, horseback, in buggies, autos, bicycles, stock trucks or in those eight-wheeled semi-trucks hauling huge loads of stock.

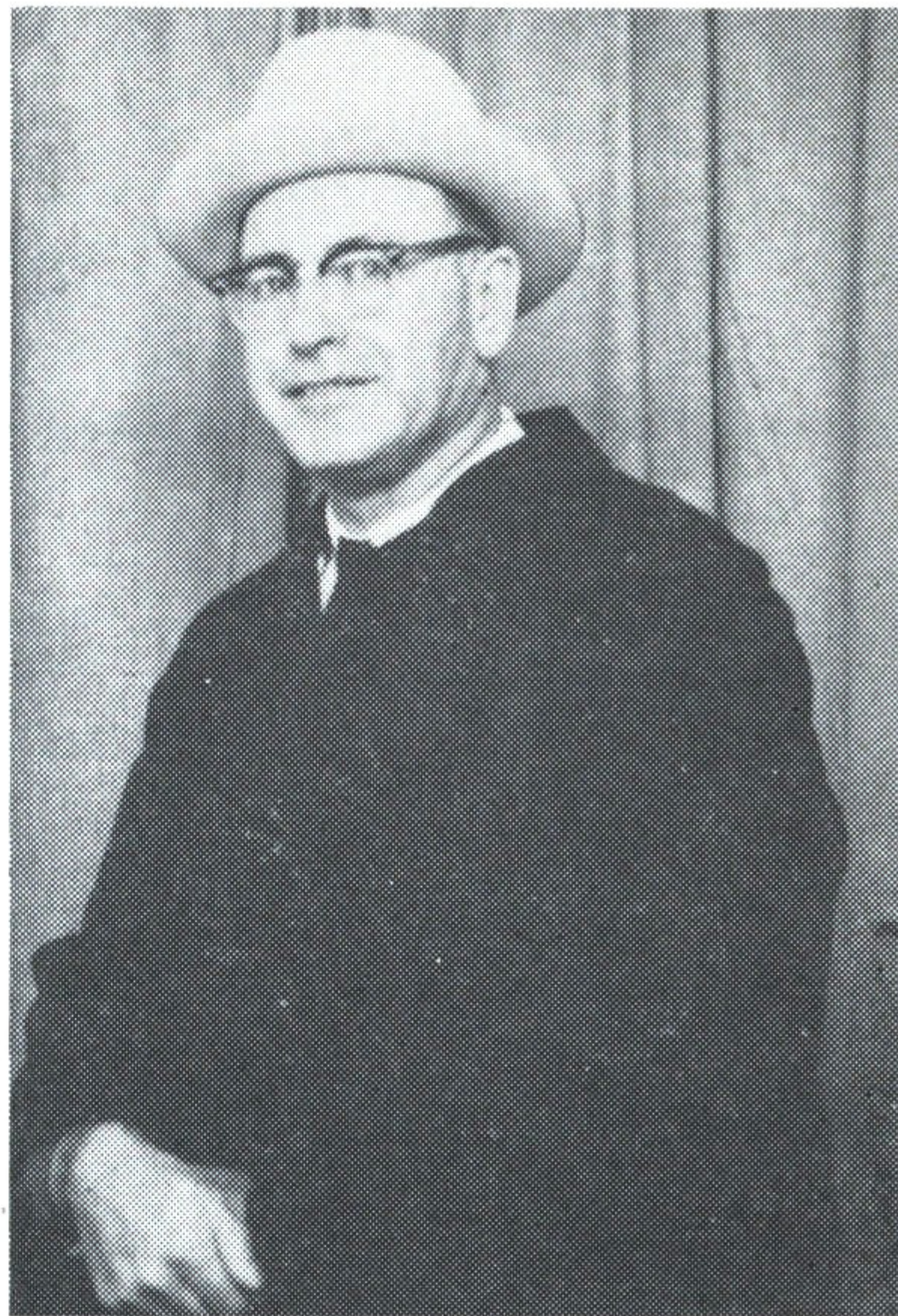
Whether it's the sound of the auctioneer, a day away from home or a sincere interest in buying or selling, a day at the community sale is a big attraction for people from all walks of life.

The sale barn is a chief livestock marketing place for the farmers in this area where those who consign stock for sale, anxiously hope for an auction price above the regular price paid on scaled markets.

Sale barns at Goshen, Topeka, Shipshewana and Wakarusa provide a huge marketing center in this area for the person interested in putting nearly any sort of item imaginable on the auction block. All sorts of furniture, small and large items, farm implements, hay, straw, appliances, and many other trinkets are sold at the area auctions in addition to the livestock, which is marched through the sale arenas.

And the food available at the restaurants is of the tasty premium style prepared by cooks who have failed to get away from the "home cooking" fever of preparing meals. It's home baked pies, mashed potatoes and the works.

The sale office becomes a very busy and important place as the sale progresses. There may be as much as \$100,000 change hands in a day's time,



COL. ROMAYNE SHERMAN

depending on the season and the market prices.

Then there is always the peddler who may just have returned from Florida with a fresh load of oranges, grapefruit, apples, or bananas, or large quantities of nuts. Another person may be set up a few feet away selling a big roll of swiss cheese he hauled over from Ohio or Illinois.

It all adds up to a big day at the sale which is indeed as much of a "community affair" where many gather for fellowship as well as to sell and buy livestock. Where else can a person go to see possibly a thousand persons who might offer a friendly assist or have something to swap.

The sale at Topeka, held each Tuesday, has become one of the most popular in the area and has a huge drawing potential from the area southeast toward Kendallville and Fort Wayne. This

IN UNITY THERE IS STRENGTH

auction was started some 30 years ago but it wasn't until Romaine Sherman and the Thomas brothers, Lloyd and Ora, bought it 20 years ago that much of a volume was sold there.

So successful an operation is apparent there now that a starting time of 10:30 a.m. is needed to get all the items and stock sold before the midnight hour arrives. An average completion time at this sale is 12 hours after the starting time.

A third Thomas brother, Alvin, has now bought into the management of the Topeka sale, which makes it a four-man ownership. Since joining the party, Al has established a direct hog buying market there.

These hogs are taken directly to market in Chicago, Detroit or Cincinnati, where a major portion of the slaughter stock sold in area auctions eventually is taken, in addition to the area's slaughter houses.

It is not uncommon for 1,600 head of livestock to be sold at the Topeka Sale in one day — ranging from a weening pig or a chicken to a butcher bull that may weigh well over a ton.

High noon is the goal set for the sale of livestock in the arena at Topeka. Feeder pigs and hogs used for reproduction purposes are first on the agenda followed by dairy cows which are intended for sale as milk producers.

There may be as many as 100 of these cows sold at Topeka during a sale day. the production value of these animals is an important part of the possible sale for milking purposes and a prospective buyer may step into the ring and "see how she milks." One farmer sold his entire 59-cow herd there last week.

Feeder cattle and dairy bulls are also sold by the head before stock for butcher purposes is slated to sell by the pound. Selling for butcher are veal calves, hogs, fat cattle (Angus, Hereford, etc.) and butcher cows and bulls.

Romaine Sherman, whose auction voice is known for miles around, sells all the head stock here and Paul Robinson, Delta, Ohio, auctions the butcher stock. Harry Miller is auctioneer for items sold outside.

It takes 25 persons to operate this sale setup, including barn hands who unload trucks and assist in the sale procedure of moving the stock over scales and through the arena. The arena, recently remodeled, will seat over 400 persons and it is often jam-packed.

A couple of brothers, Rollin and Paul Hostetler, who are a pair of real veterans in clerking and in office management of this nature, fulfill their jobs weekly. These men have been at it since the Topeka barn was built.

Carl Drudge and Mrs. Alvin Thomas are the chief consignment checkers, whose responsibility it is to see that each animal is sold for the person who consigned it for sale. Cletus Miller operates the scales for weighing purposes.

Most dairy animals and hogs sold for farm use must either be blood tested or vaccinated before they leave the sale barn. For this job, Dr. M. L. Weldy and Associates of Goshen are on the scene weekly.

Trucking livestock to and from the sale barn is a big business for many persons who realize a main source of income from such work. Buyers and sellers from up to 75 miles away are at the sale weekly. Some buyers may live in a local area but are working for marketing outlets in Chicago or Detroit.

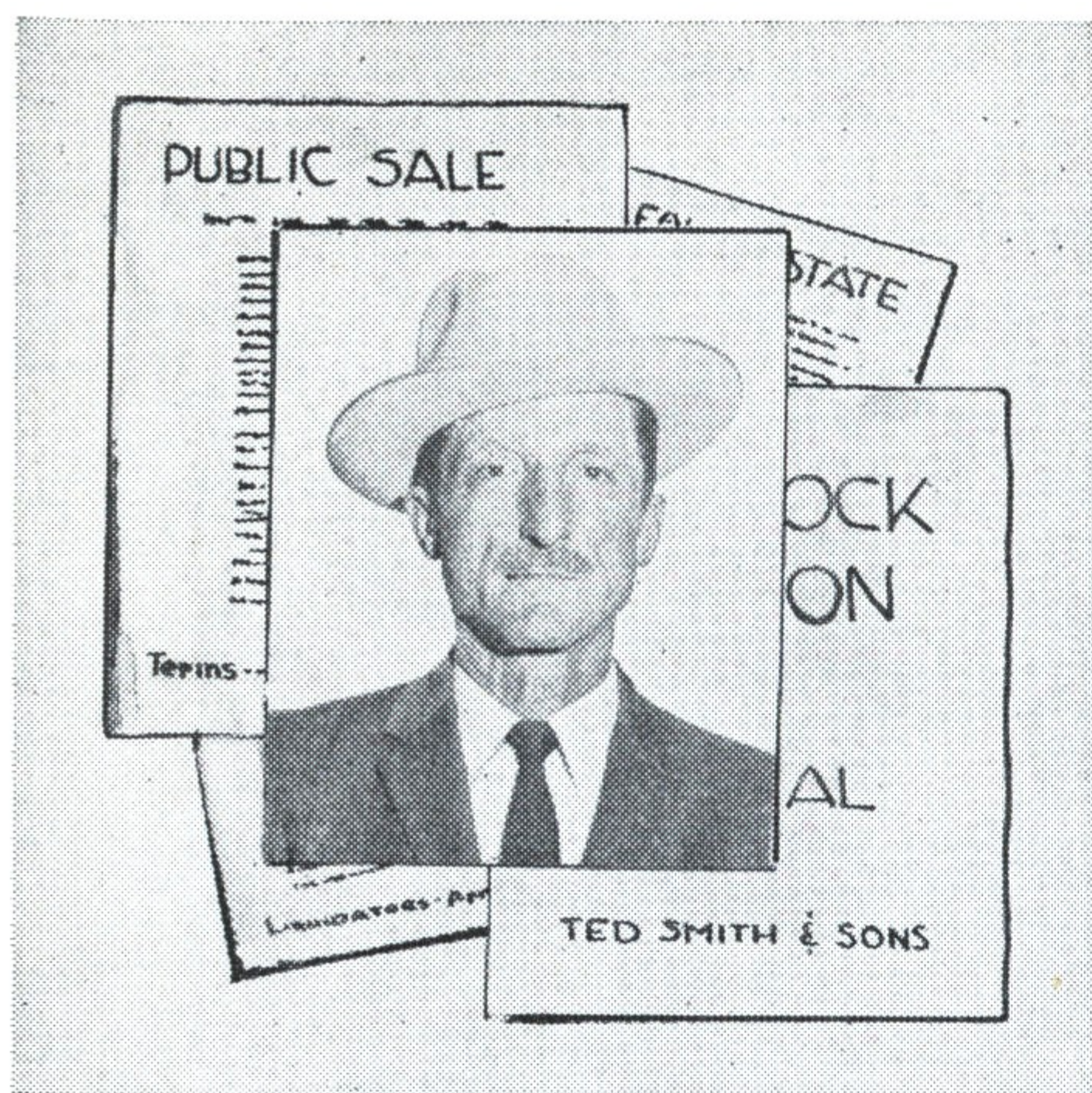
The restaurant at the Topeka sale is operated by various church groups who operate it for a month at a time. Help is supplied by the churches and much of the food is donated. the management likes this plan and reports that stand-in-line crowds are prevalent during the rush hours, waiting for a chair in the 70-seat restaurant.

To the youngsters the moo's and baa's or the "dollar-bill-a-one" sound of the auctioneer may be amusing and entertaining while others enjoy being in a crowd "talking things over" or getting something good to eat, but the real sense of the auction sale is dead serious for the person who is selling or buying.

"I got one dollar — now gimme two."

Wearing your halo too tight gives others a headache, too.

Auction Shorts



May 7th was a great day for all Nebraska Auctioneers. It was convention day and a lot of enthusiasm was in evidence. I thought I might relate a few of the high spots.

The morning session opened with a word of welcome by Mr. Dick Kinman, Mayor of Grand Island, Nebraska, where the convention was held.

Following the various reports, election was held and we can rest assured that the Nebraska auctioneers will again be in good hands with Don Werner as president, Col. Stacy McCoy as 1st. vice president; Col. Marvin Grubaugh, 2nd vice president; Col. Henry Rasmussen, secretary - treasurer; and the Cols. Gerald W. Phillips, Charles Radil and Walter Frickey as new members to the board of directors.

Col. Dean Fleming, a member of the board of directors of the National Auctioneers Association, gave a brief report urging Nebraska auctioneers to attend the National Convention. He also commented on the possibilities of the National Auctioneers Association obtaining a permanent location, and build a building for the National general headquarters, and that Nebraska was being given a lot of consideration.

The Nebraska Auctioneers are sponsoring a Centennial float to be used in various parades during this Nebraska Centennial year.

In rounding out the afternoon program, those present heard from Col. B. L. Wooley, president of the National Auctioneers Association, who spoke about the coming National Auctioneers Convention and other National matters and paid tribute to the Nebraska Auctioneers Association. Col. Charles Gannett gave an interesting talk on public relations. Col. Bernie Hart, secretary of the NAA, gave an interesting report and among other things informs us that the NAA was now incorporated in Nebraska.

The afternoon session closed with an interesting panel discussion about various problems in the auction profession.

The social hour followed by the banquet, with Dave Livingston as guest speaker, wound up the convention.

Henry Buss,
Columbus, Nebraska

Craig Britton Wins Montana Contest

BY W. J. HAGEN, Secretary

Members of the Montana Auctioneers Association held their Annual Meeting and Contest at Lewistown, April 18-19. Auctioneers in the contest were sold in a "calcutta" the evening of April 18 and brought in over \$1,700. This figure was in addition to the proceeds derived from the merchandise.

The contest was held the following day at the Central Montana Auction Company, where 1700 head of cattle were consigned. Thirteen auctioneers competed.

Craig Britton, Butte, was the winner of 1st place and runner-up was R. J. "Bob" Thomas, Billings. Third place winner was Fritz Hoppe, Shelby. A silver buckle and one hundred dollars in cash went to the winner. A plaque and sixty dollars was the second place award and the third place winner received a plaque and forty dollars.

Frank Bass, Lewistown was elected president of the group; Jack Ellis, Lavinia, vice-president and W. J. Hagen, Billings, was re-elected secretary-treasurer. Fritz Hoppe, Craig Britton and Al



Frank Bass, right, is the new president of the Montana Auctioneers Association. Other officers elected at the Annual Meeting of this group in Lewistown, April 19, are, from the left: Jack Ellis, Lavina, vice president; Fritz Hoppe, Shelby, director; Craig Britton, Butte, director; Bill Hagen, Billings, Secretary-treasurer; and Albert Schaan, Missoula, director.

Schaan, Missoula, were elected to the Board of Directors.

Several Montana auctioneers are expected to participate in the World's Champion Livestock Market Auctioneer contest at Great Falls, June 23-24. The Montana Auctioneers Association voted to present the winner of this contest with a \$50 gift certificate at one of the leading Western stores. The group will also have a welcoming committee at the convention.

Auction A Part Of Insurance Convention

Col. Fred G. Quick, of Aurora, Ill., has been chosen to handle a style show auction at the Abbey Lodge at Lake Geneva, Wisc.

Quick is chairman of this year's NAA convention to be held in Chicago.

The show will be open only to wives of men attending the Colonial Heritage Life Insurance Company convention to be held at the Abbey on June 16. The auction will begin at 9:30 a.m.

Play money will be distributed to the near 70 women at the show which they will use to bid on an estimated \$1,500 worth of clothing, jewelry and other accessories which will come from the

Abbey Shop. This shop has become a favorite with all women who visit the Abbey because of the fine line of goods sold.

Mrs. Trudy Bell, shop manager said there will be \$8,000 distributed in play money to the women who no doubt will be bidding quite high for the items.

"To give them a better idea of what they are bidding on, all items will be modeled by one of three models," Mrs. Bell said. "Also, we will have many of the items on display in the lobby previous to the auction, so the women can decide before hand what they will want to bid on."

Albert C. Adams Jr., convention chairman said, "We feel that the auction will be the highlight of the convention. Items which sell for \$50 will probably be going for \$400 and \$500 in the play money."

"The sky is the limit with an auction of this type," Quick said. "I'm sure I will enjoy working this one."

SORRY HORACE!

Rejected suitor: "If you don't marry me, I'll hang myself in your front yard."

Young Lady (nonchalantly): "Don't be silly, Horace. You know Dad has said many times that he doesn't want you hanging around here."

Michigan Auctioneer Succumbs At Age 45

Edward P. Gottschalk, prominent auctioneer of Howell, Mich., passed away in St. Joseph's Hospital, Ann Arbor, Mich., March 19. Death followed an illness of five months and came in his 45th year.



COL. EDWARD P. GOTTSCHALK

A native of Mt. Clemens, Mich., Mr. Gottschalk came to Howell 14 years ago as an auctioneer. He was a graduate of the Reppert School of Auctioneering, Decatur, Ind., and practiced his profession for 21 years.

Col. Howell was co-owner and operator of the Howell Livestock Auction, the Alpena Livestock Commission Co., and the Adrian Livestock Co. He was a member of the National Auctioneers Association.

His most active participation was with his church. He served on the Church Council of Grace Lutheran Church in Howell, for many years and had only recently retired from the office of Chairman.

Surviving are his widow, Marjorie, two daughters, Bronwen and Carole, a son, Dennis, his mother and two sisters. Burial was at Glen Eden Memorial Park, Farmington, Mich.

Horse Sales Attract Large Crowds

(Reprinted from Western Livestock Reporter, Billings, Mont.)

By **CHARLIE PIKE**
Auction Markets Fieldman
and Special Assignments

It's a little hard to believe it's spring in most areas of the Northwest, especially with snow and below zero weather here and there. One way to make sure spring is here is to look at the amount of horse sales. Every horse sale I attend causes me to ask myself the same questions — why do they all come to a horse sale?

The only answers I can come up with are: They attend horse sales for the free entertainment it provides, and the reason the crowd is not full of bidders is because most of these good people just plain like horses. The fact that they have no money or a place to keep a horse has nothing to do with it. They want to be a part of the horse business and this is the cheapest way it can be done.

Horse traders are still about the same as they were 50 years ago, but instead of going along through the country they are at the sale rings here and there. Most of these traders are a real sharp breed, the same as 50 years ago, and are pretty handy at showing a horse. He may perform extra good in the ring but may make you think they mixed up the horses when you get him home.

Horse business is a big business and even though the automobiles took over many years ago, we find we have more horses than ever. People have more leisure time these days. Barrel racing, rodeos, polo, racing, parades, etc. — all these events have caused a demand for the horse again. All this is good because it gets people out in the open and is something the whole family can participate in.

Your modern livestock auction yard has helped promote more than anything else. They get the buyers there with their advertising and provide a heated pavilion for the crowd with restaurant

facilities and all the comforts. Maybe they should charge a little for the space these non-buyers take up. I am sure these horse lovers would be glad to invest a little for the convenience of being able to see a horse sale from a ringside seat. It makes no difference how modern and mechanical minded we become, people still find a spot for the horse. If you don't believe it, just attend a horse sale.

Auctioneer Becomes College Instructor

Thomas A. Nero, NAA member of Brecksville, Ohio, has accepted an offer to be an instructor at Cleveland (Ohio) State University. He will teach classes, two nights a week in the fundamental principles of Public Address.

Nero's teaching experience began in the Parma School system, where he

taught for many years. For the past several years he has been auctioneering at his own thriving business, the Aurora Auction and Farmers Market. He is also a real estate broker.

Nero is a graduate of the Reppert School of Auctioneering, Decatur, Ind.

Minnesota Meeting Set For June 18-19

Minnesota auctioneers will meet June 18-19 for the Annual Convention of the Minnesota State Auctioneers Association. Meeting place will be Golden Gate Cafe and Motel in Cloquet, Minn.

Program will include two outstanding guest speakers, banquet and party session, fun auction, business meeting and tours of the Duluth skyline and Arena-Auditorium. All auctioneers and their families are urged to attend.

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JULY 19-22, 1967

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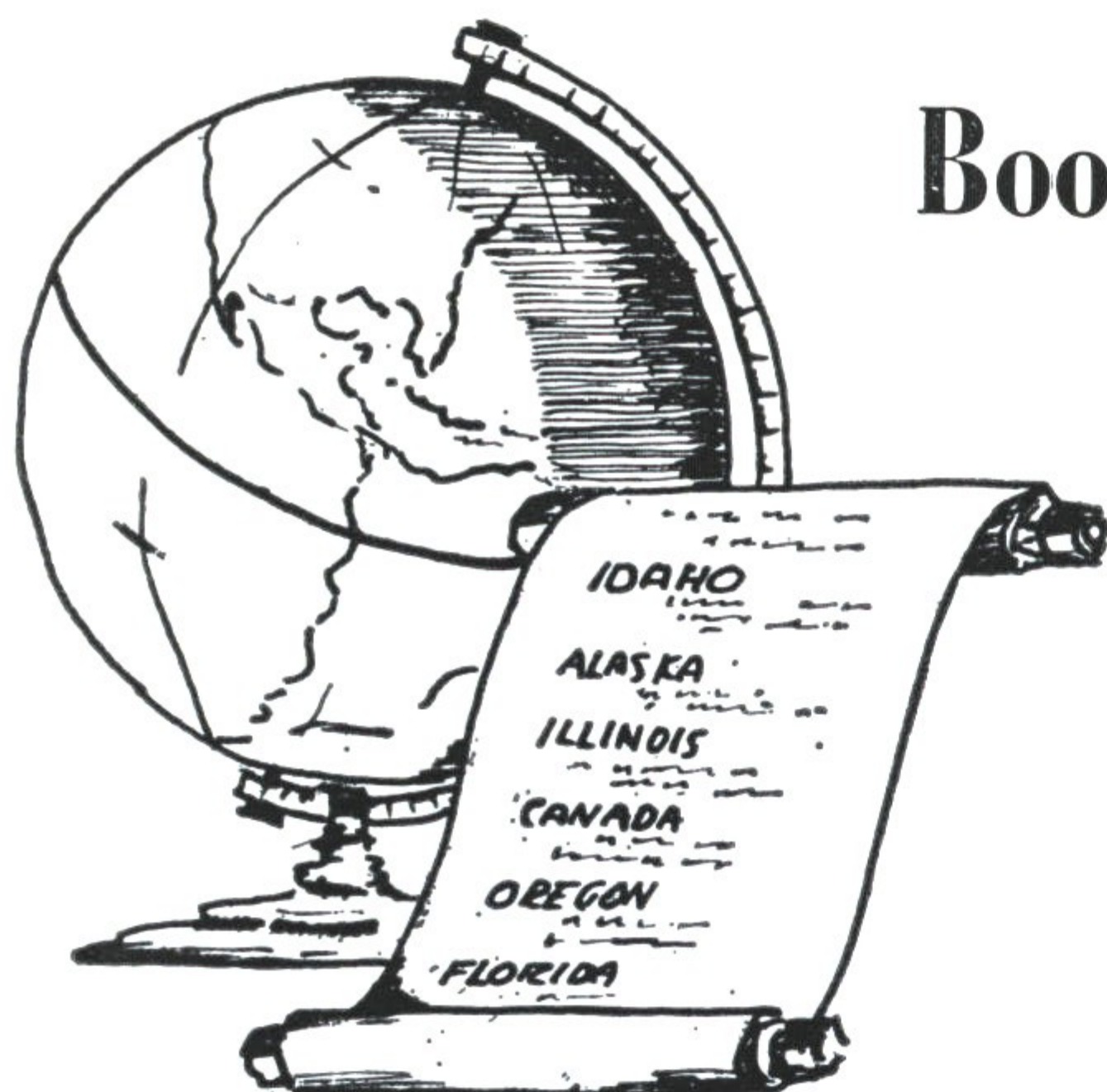
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The members whose names appear under their respective states have each given \$5.00 for their names to appear for one year in support of their magazine. Is your name among them? Watch this list of names grow.

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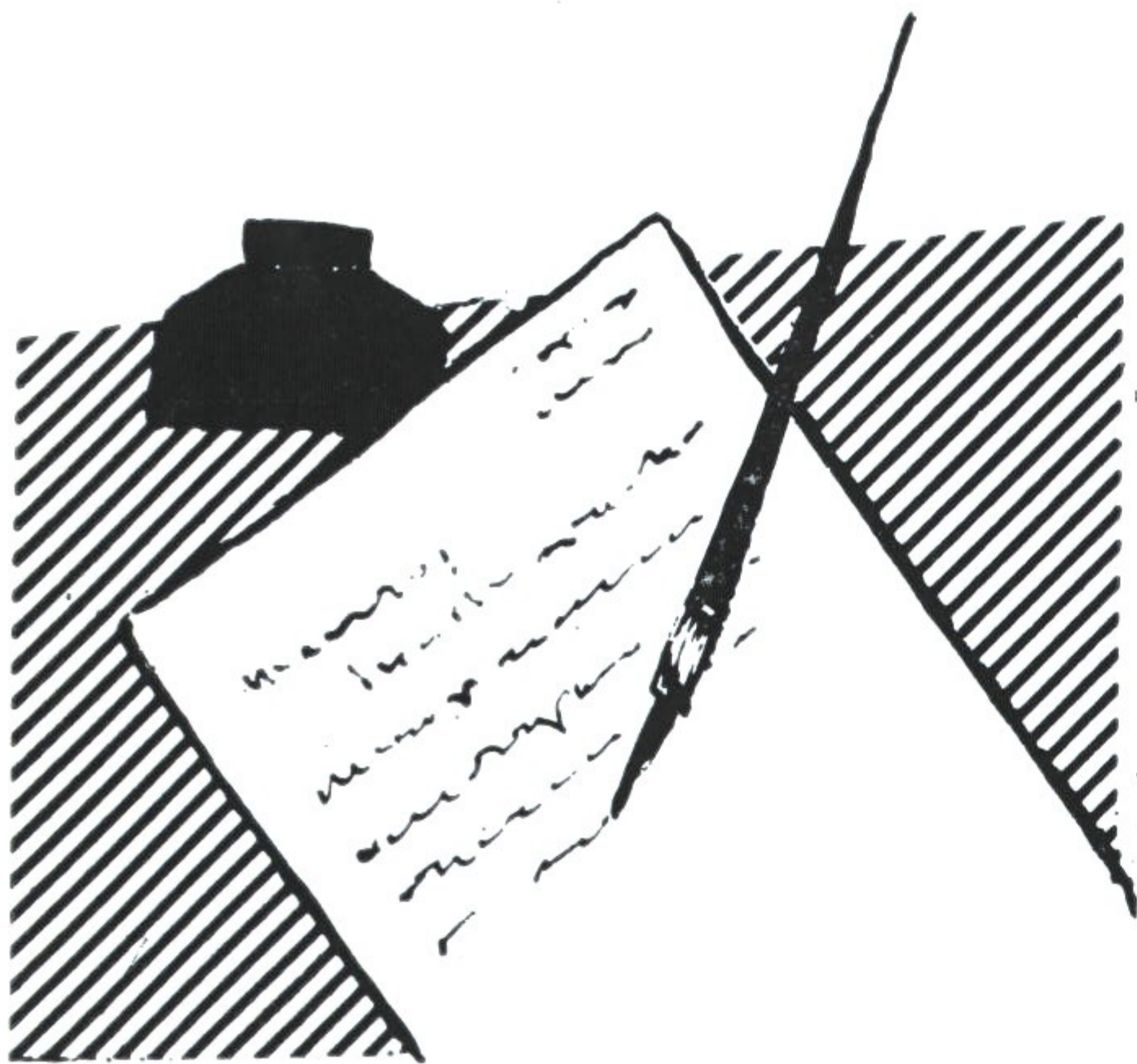
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THE MEMBERS SAY . . .



Dear Bernie:

With the 1967 NAA Convention being held in Chicago, maybe the folks would like to take in a Midwest Auction if their time and schedule permits.

We took over this Auction last October, and I'm sure they would find the decor, atmosphere and good food interesting. We handle general merchandise.

Our place is strictly N. A. A., like anything else, if it's good it takes time to build. It is a thriving business now and we expect even greater results

when warm weather breaks.

We would feel honored if any of the folks had time to stop in. The block belongs to them that night.

It's a good drive from Chicago, about 45 miles but real good roads. Take the Expressway north to Route 120, go west to Route 120, go west on 120 about 5 miles to Routes 83 & 21. We are located straight west of Waukegan, Ill.

Sale time every Tuesday and Saturday, 7:30 P.M. See you at the Convention.

Dan Danner,
Grayslake Auction
Grayslake, Ill.

Dear Bernie:

Enclosed is a check to cover my 1967-68 membership dues to the National Auctioneers Association, plus \$5.00 for the Booster Page. This is one check which I really enjoy writing and I am very proud to be a part of this great organization.

I have been a part-time auctioneer for the past three years but I hope soon to make it a full time job. Just reading articles and experiences from other auctioneers has really been helpful to me.

Enclosed is a poem which I wrote and if you can use it in one of the issues of "The Auctioneer".

Sincerely yours,
E. L. "Red" Miller
Belpre, Ohio

Nebraskans Ready For Big Centennial

BY BERNARD HART

The Centennial spirit prevailed at the 1967 Nebraska Auctioneers Convention, held at the Yancey Hotel in Grand Island, May 7. Probably the greatest assortment of beards in the entire state was on exhibition, ranging from Dan Fuller's dignified side burns to Leon Nelson's Swedish mustache. President elect, Don Werner, presented the dignity accompanying a U. S. President, U. S.

Grant for example, in his neatly trimmed growth of chin decor.

One of the greatest projects ever presented by any auctioneers' group was the unveiling of the Nebraska Auctioneers float. This float has been professionally constructed and paid for by the Nebraska Auctioneers Association. It will be available for any of the members' use at the time when their own city or community celebrates the Centennial. A schedule of the State's Centennial Events indicates that the float will be kept busy and when the celebrations are over, thousands of people will have viewed this colorful exhibit.

As usual, there was a very good attendance with some 150 persons sitting down to the Luncheon and Banquet meals. Further particulars of the event can be found in Henry Buss' column, "Auction Shorts" in this issue of "The Auctioneer."



It takes teamwork to make a successful purebred livestock auction with every member of the team knowing both the product and the auction method. In this picture, Col. Morris Fannon, Pennington Gap, Va., (at left in auction box) presides at the Ninth Mountain Empire Hereford Bull Sale at the Livestock Auction Market in Abingdon, Va. Others in the picture comprise the selling "team".

Everything Set For Marketing Congress

Great Falls, Montana . . . For four straight days in late June, the thought and effort of a large and broadly representative group of livestock industry men will be directed to a single theme—"The Positive Approach in Livestock Merchandising."

The topic has been selected as the central subject to which all sessions of the 1967 Livestock Marketing Congress in Great Falls, Montana will be directed.

"There are a number of livestock industry groups currently studying a number of different ways to improve the existing price situation," states Ingvard Svarre, Sidney, Montana, President of the Certified Livestock Markets Association, sponsor of the Congress, "and I am sure they will come up with some valuable ideas.

"But there's one sure way that we as marketmen can help improve livestock prices, and that's to sell the daylights out of the stuff.

"It's the encouragement and implementation of this kind of approach — 'the positive approach in livestock merchandising' — that we plan to plant at the base of every Congress discussion, regardless of whether it's about health standards, banking, customer services, meat promotion, or anything else," Svarre continues.

A number of prominent livestock industry and related industry leaders will be leading themselves to the Congress theme, according to Duke Gustafson, Great Falls, Montana, Chairman of the Montana industry - wide Congress Planning Committee. Among those scheduled to participate in the Congress are John Guthrie, President of the American National Cattlemen's Association; Charles Phelps, President of the National Livestock Feeders Association; R. B. McCreight, Chairman of the Competitive Livestock Markets Council; Ralph K. Bennett, Director of the Livestock Divi-

sion of the Canada Department of Agriculture; Dr. Harry E. Furgeson, President of the American Veterinary Medical Association; Theodore D. Brown, Chairman of the Agricultural Committee of the American Bankers Association; Karl F. Heimke, Vice President of the Chicago Mercantile Exchange; and Hi Overton, President of the National Wool Growers Association.

In addition to the major Congress sessions on banking, livestock health, competitive livestock marketing, and beef promotion, the four-day Congress schedule includes the entertainment and excitement of the "Championship Beef Days" events. These include the World Champion Livestock Market Auctioneer Contest, matched bronc riding, girls' collegiate rodeo performance, and a Montana beef barbeque.

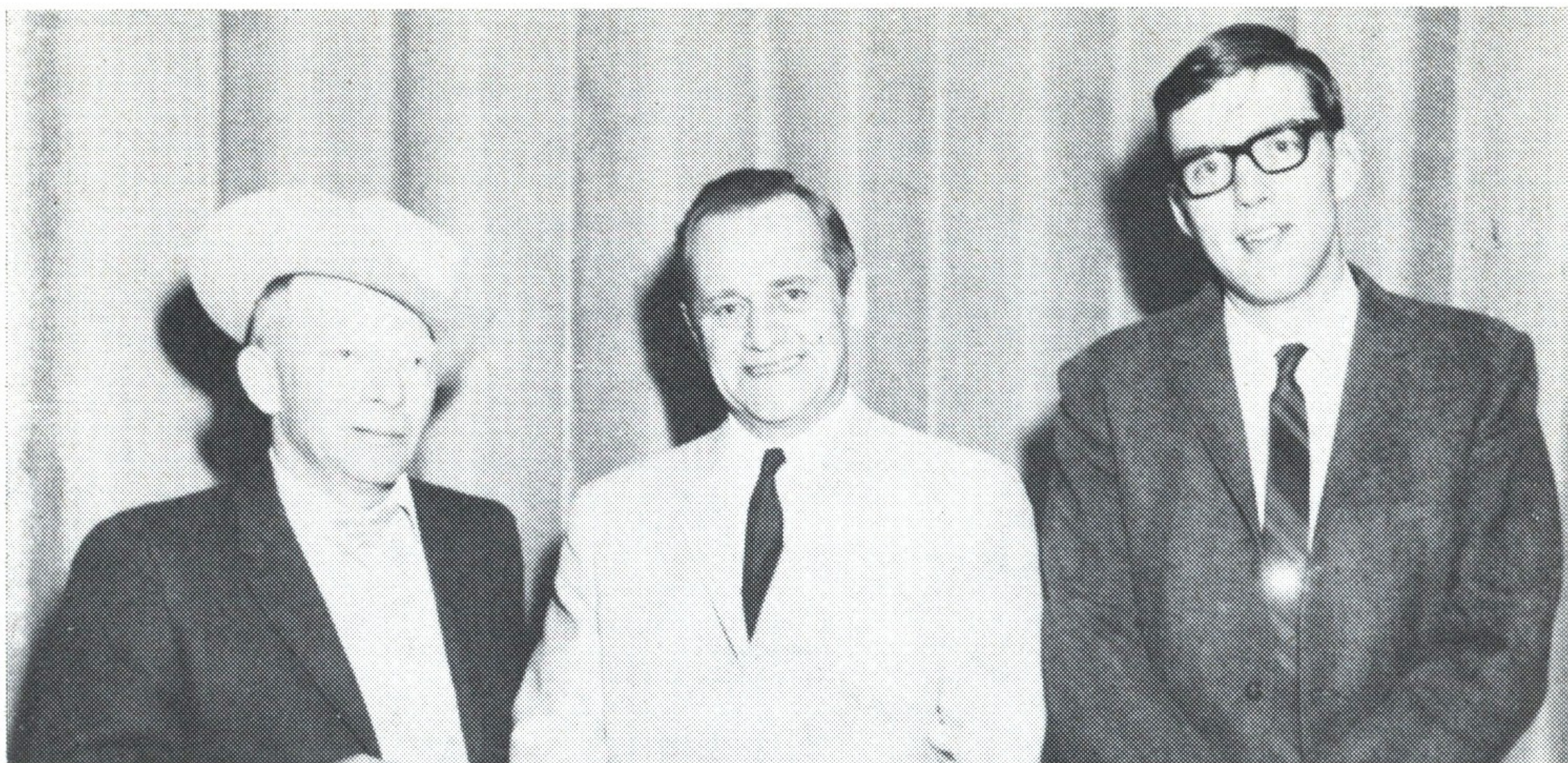
The Congress is held from June 21-25 and concludes with a two-day tour of Glacier National Park extending to June 27.

Gustafson states that the public is encouraged to attend the "Championship Beef Days" events and any other Congress sessions in which they are interested.

Auctioneer School Graduates Eighteen

Graduation exercises for 18 budding auctioneers were held last month in Parkersburg, W. Va., by the Knotts School of Auctioneering. The class had been conducted at the West Virginia University.

Guest speakers for the event were the Hon. Dean T. Jackson, Mayor of Parkersburg, and Howard Schultz, circuit clerk of Mason County. Col. Wilbur S. Brock, president of the West Virginia Auctioneers Association, presented the graduates with membership certificates to the National Auctioneers Association.



First place winner in the annual auctioneers' contest, sponsored by the Montana Auctioneers Association, was Craig Britton, Butte (right). Bob Thomas, Billings (center) was runner-up; and Fritz Hoppe, Shelby, placed third.

Assistant instructors, Col. Andrew Lemley, Gallipolis, Ohio, and Col. Jim Carnahan, Racine, Ohio, presented special awards to Arthur E. Jackson, Zanesville, Ohio, the class champion auctioneer, and to Calvin Vinson, Marietta, Ohio for the best speech.

Class president, Joseph W. Reed, a sales manager with the Producers Livestock Corp., was in charge of the banquet which was held at the American Legion Hall in Parkersburg.

Class vice president, Larry A. Ritchie, an English instructor at Pomeroy High School, surprised chief instructor Col. R. E. Knotts with a wrist watch from the class.

The graduates, who chose the name of Chanting Buccaneers, were presented diplomas by Col. Knotts.

Members of the graduating class were Joseph W. Reed, Woodsfield, O., Larry A. Ritchie, Minersville, O., Dale W. Camp, New England, W. Va., Arthur E. Jackson, Zanesville, O., Lloyd R. Dillinger, Shade, O., Lloyd E. Blackwood, Chester, O., Dan P. Smith, Racine, O.

Richard A. Reynolds, Parkersburg, Arlie K. Drake, Parkersburg, Charles R. Park, Londonderry, O., Bill S. Brown, New Marshfield, O., Calvin Vinson,

Marietta, O., Lester D. Weekley, Marietta, O., Ronnie Lemley, Gallipolis, O., Gary G. Brock, Point Pleasant, W. Va. and William Hannan, South Charleston, W. Va.

Don't Leave Keys In Ignition Switch

The next time auctioneer Jack DeVries is asked to make an announcement concerning a jail break he will probably make it without hesitation.

Several weeks ago while the auction was in progress at the DeVries Sale Co., Buffalo Center, Ia., law officers asked him to request those in the audience to check and see if they had left their keys in their cars. Fearing he would lose his crowd, auctioneer DeVries failed to make the announcement.

You guessed it. It was DeVries' 1966 Chevrolet that was stolen by two boys that had broken a bar from a detention cell and escaped. The car was found later in St. Paul, Minn.

I believe that every right implies a responsibility; every opportunity an obligation; every possession, a duty.

—John D. Rockefeller, Jr.

Bernard Day, Head Of Day Firm, Dies



COL. BERNARD P. DAY

Bernard P. Day, president of Joseph P. Day, Inc., New York, N. Y., died April 12 in a Boynton Beach, Fla. hospital. He was 65 years old.

Mr. Day had been associated with the internationally known Real Estate and Auction firm since his graduation from Harvard in 1925. The company was founded in 1895 by his father, Joseph P. Day.

At the time of the founder's death in 1944, Bernard Day was serving in the U. S. Navy with the rank of lieutenant commander. He assumed the leadership of the Day firm upon his separation in November, 1945.

Mr. Day conducted many, many, noteworthy auctions of real property. One of the most important was the sale of New York City's three transit power plants to the Consolidated Edison Company at a public auction in City Hall on May 19, 1959. The selling price was \$125,840,000. The sale itself took only two minutes. It was witnessed by some 50 representatives of the utility company, the city and the Transit Authority.

During his career, Mr. Day served in various offices of many of the trade and professional organizations of which he was a member as well as a consultant for many large corporations. Included in his many organizations of participation was membership in the National Auctioneers Association.

He is survived by his widow, the former Lucinda Steers, three daughters, a sister, two brothers and eleven grandchildren.

EPITAPH

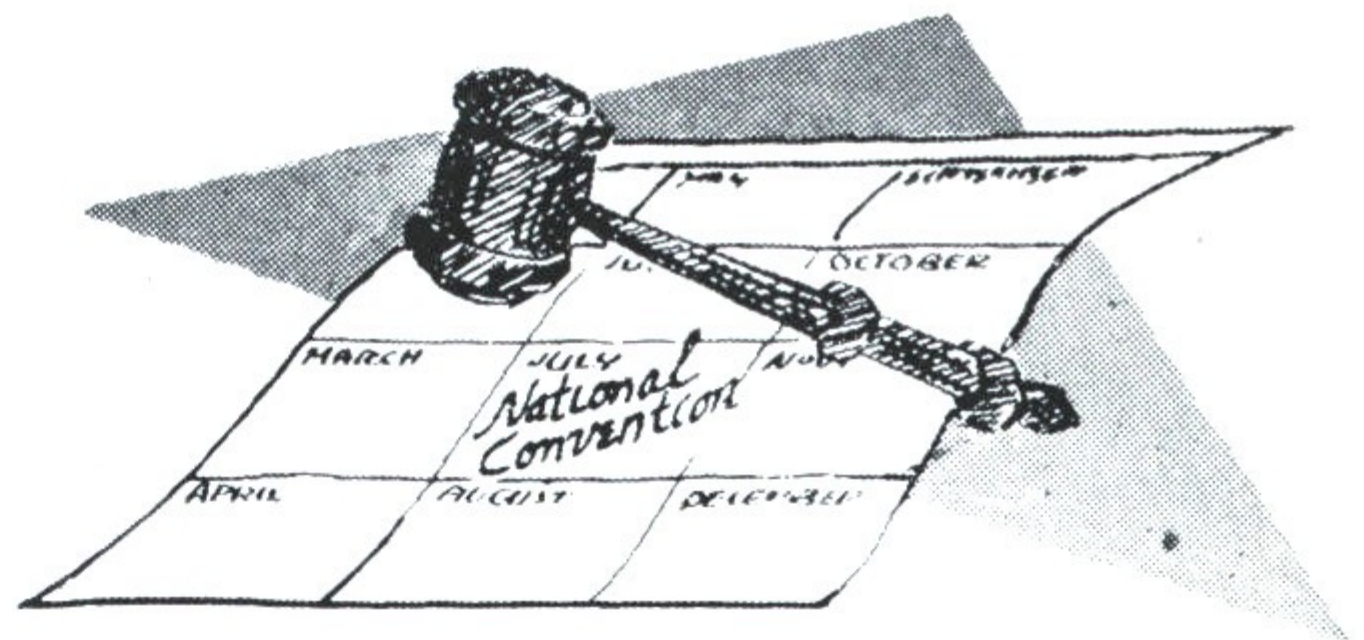
Discussing his epitaph, Sr. John Strange said, "I want no fuss, nothing fancy. I simply want these words on my stone: 'Here Lies a Lawyer Who Always Spoke the Truth'."

"But," a friend protested, "no one will know who is buried there."

"Oh, yes, they will," Strange replied.

"All who read it will say: 'That's Strange!'"

Convention Dates



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

June 10-11 — Ohio Auctioneers Association, Dayton Inn, Dayton.

June 11-12 — Tennessee Auctioneers Association, Riverside Motor Lodge, Gatlinburg.

June 11-12 — Pennsylvania Auctioneers Association, Holiday Inn, New Stanton.

June 18-19 — Minnesota State Auctioneers Association, Golden Gate Motel, Cloquet.

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

July 28-29 — Texas Auctioneers Association, El Trapicano, San Antonio.

October 21-22 — Illinois State Auctioneers Association, Ramada Inn, Springfield.

The Complainer

Mr. Auctioneer, I got complaint.
You sell my wife, something which ain't
worth the price she pay in your store.
And now by gosh I'm good and sore.
You see yesterday, when home she come
her arms full of junk, and a clock on
the bum,
a cracked dish and other things so what
I do
I sit down and write to you.

My wife watches for every sale
she makes them all never fail.
Sits and watches with her eye
till she finds something she can buy.
She buys anything, some don't work.
And to our house she adds more dirt.
But worse of all, she spend whole pay
check.
I think some day I'll wring her neck!

My daughter has joined my wife
and she too, has gone out of my Life.
The only female left is my mother-in
law.

If she goes, that's the last straw.
When I come home from work: No
wife, no supper,
this time I'm hurt. By gosh, I don't
know what to do.
So I sit down and eat a can of stew.

When my wife come home, I give her
well.
She stayed to the last thing, you had
to sell
but one good thing, you don't have
credit card.

I'm so mad, I throw everything in the
yard.
My wife she sits down and she cry
just like rain from the sky.
I tole her plenty time before not to
go near your store, but I might as well
talk to wood—to talk to her does no
good.

Now, Mr. Auctioneer, I ask you
Just what am I gonna do.
Nothing works that I try.
Should I walk out and say goodbye.
I hate to do something rash.
Maybe I should let you sell this trash
Wait! I found something worth some
money.

The feuds over, I'm calling my wife
honey,
Send me a notice of your next sale.
My wife, daughter and I will be there
never fail.

P. S. My Mother-in-Law — too.

Author unknown

Submitted by E. P. Gillespie, N. J.

Brown Swiss Calf Brings \$41,000

BELOIT, Wis. — A record high price
for a Brown Swiss bull calf at public
auction was set at the Springtime Show
Window Sale at Elkhorn, Wis., when 10-
month-old White Cloud Ivetta's Doric
sold for \$41,000 to Tri-State Breeders
Cooperative, Westby, Wis.

Bred and consigned by White Cloud
Farm, Princeton, N. J., White Cloud
Ivetta's Doric is also the second highest
Brown Swiss animal ever sold at auc-
tion.

IS YOUR SELF-STARTER WORKING?

In almost any occupation, half the bat-
tle is getting going. This is easier for
some people than for others, who haven't
learned how to build fires under them-
selves. One expert, Dr. John R. Briggs
of the New York Life Insurance Com-
pany, researched the subject and came
up with these suggestions:

Begin each day with a success. Do
the easiest task first and rev up your
enthusiasm.

Do 2 per cent of the job at once.
You'll be eager to finish it, once you've
polished off part.

Act as if it were impossible to fail.
Act confident. Feel confident.

Make yourself feel more adequate.
Boost your competence by increasing
your knowledge and skill.

Borrow inspiration from others. Make
it a habit to associate with successful,
enthusiastic people.

REMEMBER THIS, GIRLS!

A good woman inspires a man, a bril-
liant woman interests him, a beautiful
women fascinates him. But a sympathe-
tic woman gets him.

THE LIGHTER SIDE . . .

ONE OUT OF FOUR

Judge: I don't see how you expect to sustain your charges of non-support when you admit your husband gave you his paycheck the first of every month.

Woman in Case: Yes, your honor, that's just what he did, alright, but he never did tell me he got paid every week!

FINDING A WAY OUT

The absent-minded dentist forgot to remove a large cotton roll from the mouth of one of his patients.

Two hours later, the lady phoned him at his home, saying that she had been careful to keep the cotton roll in place all the time, and plaintively asked what she should do about it.

Not wishing to admit professional negligence, the dentist thought quickly. "That's fine," he cheerfully replied. "Just leave it in 20 minutes longer."

MODERN GENERATION

The father was scolding his teenaged daughter for her slovely appearance.

"You modern girls don't seem to care how you look any more," he declared. "Why, your hair looks like a mop."

"What's a mop?" the daughter inquired innocently.

OK WITH AUTO MAKERS

"What's really your goal in life?" some auto critic asked Ralph Nader recently.

With a laugh, he answered:

"To drive a car into a barrier at 80 miles an hour and walk away. I suppose one of the auto companies would like to give me a car now to try it."

IT ALL DEPENDS

A tourist stopped where a man was constructing a building alongside the road.

"What are you building?" asked the tourist.

"Well," answered the man, "If I can rent it, it's a rustic cottage. If I can't, it's a cowshed!"

FOLLOWING ORDERS

The new recruit on guard duty for the first time was informed no car passes through the gate without a window sticker.

The first car up was a high ranking officer in a chauffeur driven staff car without a sticker.

"Halt!" shouted the recruit.

"Driver, continue," snapped the officer.

"Begging your pardon, sir," the young GI interrupted, "I'm new at this. Who do I shoot, you or the driver?"

OH, BOY!

Arriving at a party, the husband whispered to his wife: "Your left stocking seam is crooked."

She quickly adjusted the seam, then asked: "Is the right one all right?"

"Yeh," he answered. "It's seamless!"

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IN UNITY THERE IS STRENGTH

FOREIGN OBJECT

Two beatniks walking down the street met a Catholic Priest with his arm in a sling.

"What happened to you?" inquired one of them.

"I fell in the bathtub and broke my arm," replied the Priest.

The beatnik turned to his friend.

"Man, what's a bathtub?"

"How should I know," replied the second one. "I'm not Catholic."

TURNING THE TABLES

An irate parishioner once sent Henry Ward Beecher, the New England preacher, a letter with the single word, "FOOL." The next Sunday Beecher told the congregation about it.

"I've heard of a man writing a letter and forgetting to sign his name," he said, "but this is the first time I ever heard of a man signing the name and forgetting to write the letter."



LET'S SEE IT

"Madam," said the doorto-door salesman as the lady was about to close the door in his face, "I'd like to show you a little item your neighbors said you couldn't afford."



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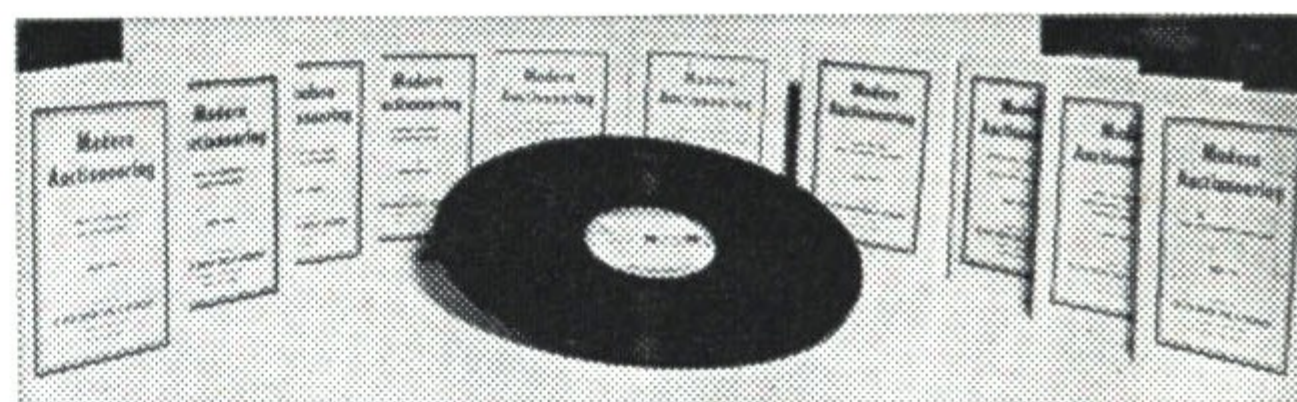
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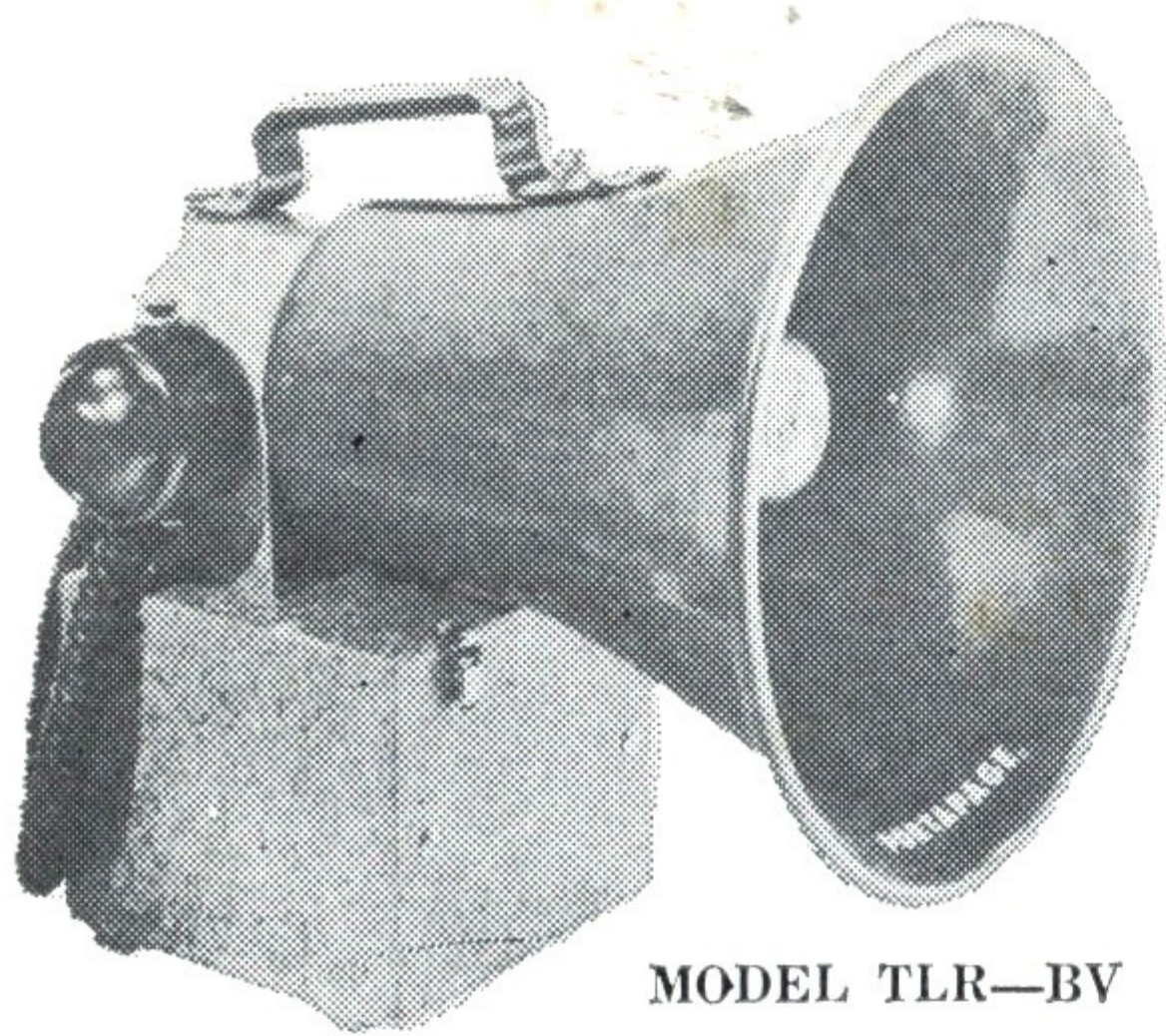
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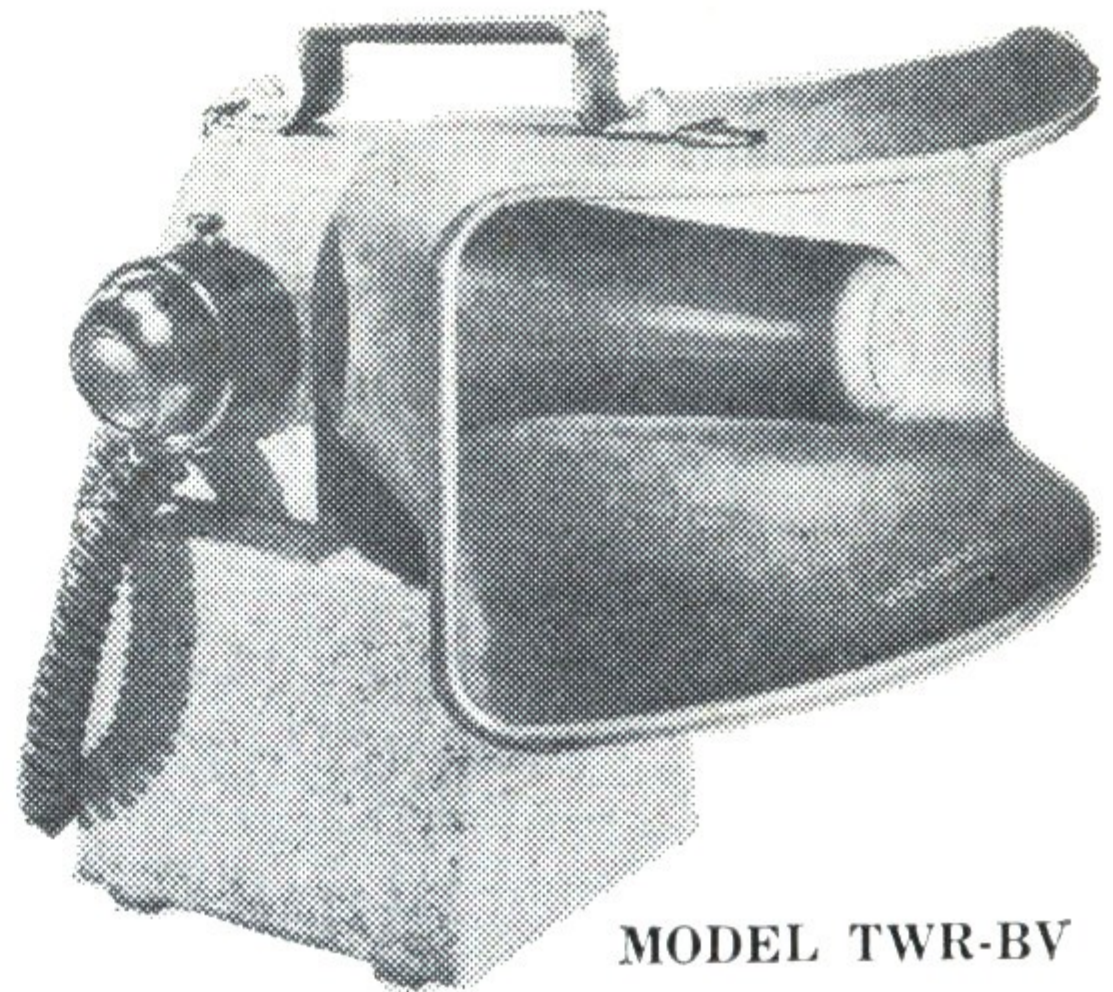
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