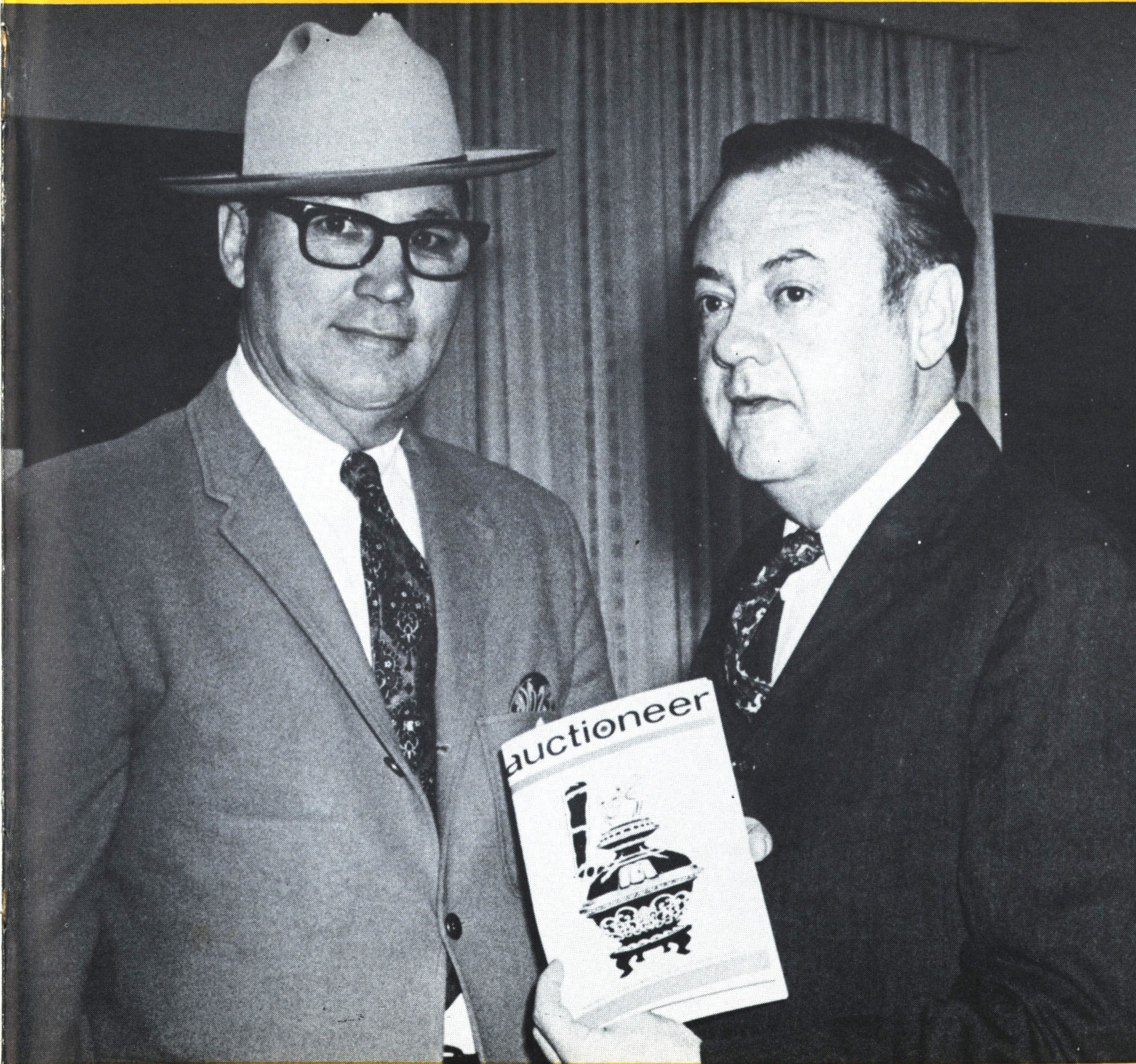


THE **au**ctioneer



THE AUCTIONEER GOES TO COLLEGE

(See Page 11)

Let There Be No Doubt!



who is in charge of the sale!

SPRING IS HERE!!! Straw hats are now in fashion. We have the straws in stock. The National Sales Manager with the company who manufactures "The Auctioneer" hat was down to see us from New York and we decided to change the summer straw auctioneer hat just a little bit and it really looks good. It still comes in the same brim widths 2", 2-3/8", and 2-5/8"—and the red satin auctioneer emblem is in the inside top as well as the emblem on the outside as shown above.

Get your order in right away so you will have this beautiful hat to wear all summer. We are still shipping the winter felts (silver belly) in the same brim widths mentioned above. We are also able to furnish the really western style, wider rolled brims in various colors by special order if any of you are interested. I have seen the samples for next year and they are really nice felt hats.

When ordering please include size, brim width and the name of the wearer as we place the name on the sweat band.

Winter hats — Felt	\$12.95
Summer hats — Straw	11.95

Plus 4% Sales Tax

COLONEL W. CRAIG LAWING

5521 Belhaven Blvd.—Charlotte, N. C. 28208

Telephone: Area Code 704/ Office 399-6372

Home 399-3260

THE **auCTIONeer**

IS THE OFFICIAL PUBLICATION OF
NATIONAL AUCTIONEERS ASSOCIATION

3277 HOLDREGE ST. LINCOLN, NEBRASKA 68503



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

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The Auction Business Of The Seventy's

I have a special reason for writing a few lines to my fellow auctioneers, but before getting to the theme, I would like to say "hi" to all my old friends and "welcome" to all the new friends that



have joined this great selling fraternity known as the National Auctioneers Association.

All of us have grown older but don't like to be reminded of it. The year 1970 marks the beginning of a new decade in which America will celebrate its 200th birthday. The Auction profession is much older when counting birthdays and, in my opinion, more active and aggressive today than at any time since its beginning.

We are living in revolutionary times socially, economically and politically. The press, radio and television are full of talk about drastic changes taking place.

How much do you know about the Auction business to meet the challenge of the Seventy's? Is the service we give tailored to the 1970's needs? As we move into the decade of the 70's, we have the greatest opportunity to prove to our various communities the impact a good Auction Service can have on the economy. When you have a good economy, you have a growing, progressive community.

I could give more examples of the

need for good progressive programs, but I would like to take this opportunity to extend to all auctioneers, their wives and families to come to Milwaukee July 29, 30, 31 and August 1 to take advantage of the very fine program that my friend, Joe Donahoe, has ready for us.

It has been my pleasure to attend NAA Conventions for 20 years and I have always come home with new ideas enabling us to do a better job. It is not only a good time for new ideas, but also a chance to renew some of the wonderful friendships that Mrs. Freund and I have made over the years.

Bernie, I must also say something good in your behalf. I know you will do your usual good job to make the Convention a success. We, in Wisconsin, will be looking forward to seeing you and all 2000 members next July and you all come and stay for an extra week or two and enjoy our wonderful lakes, beautiful Northern Wisconsin vacationland and our wonderful Milwaukee Brewer Baseball team.

If you need any information, please write to me and I will send you a brochure on "Fabulous Fond du Lac County"—just 65 miles North of Milwaukee.

SEE YOU IN
MILWAUKEE!

ERNEST C. FREUND
Fond du Lac, Wisconsin

Price Tag on Business Letters Exceeds \$3—The cost of a business letter in 1970—one dictated by an executive to a secretary on a face-to-face basis—will reach an estimated average cost of \$3.05, according to the Dartnell Institute of Business Research. The reason for the increase can be partially explained by increases in the salaries of the executive and the secretary. The 1969 average cost per business letter was \$2.74.



The last thing that those who stayed late at the North Dakota State Convention did was have their picture taken. This shows about half of those who attended the meeting.

G. Howell Addresses North Dakota Meeting

About 40 North Dakota auctioneers and many of their wives and families gathered at the Holiday Inn, in Minot, on April 4th and 5th for their 18th Annual convention.

Activities began with registration and a get-acquainted coffee session at 8:00 a.m. At 9:30 the seminar began with the introduction of the speaker, Grover Howell, of Dallas, Texas.

In the afternoon the seminar was concluded with a question and answer period and then several new ideas were presented by various members. A group discussion concerning these innovations in booking and advertising and promoting auctions was then held.

Saturday evening was spent at the Labor Temple with the auctioneers contest and fun auction. Among the many items sold was the usual full box of auction supplies and materials donated to the NAA Building Fund by Missouri Auction School.

Lester Van Beek of Westfield, N.D., was the judges' selection for 1970 Champion Auctioneer. Colonel Van Beek now holds a 1st, 2nd, and 3rd place

trophy in the North Dakota contests. Norman Aldinger, of Cleveland, was 2nd place winner and Kurt Johnson, of Watford City, was 3rd place. Bob Penfield, of Bowman, served as Master of Ceremonies.

Sunday morning most of the auctioneers and their families attended church in Minot. The afternoon began with a fine banquet and concluded with the annual business meeting and election of officers.

New officers elected for the coming year were Charles Wilkes, Park River, President; Lester Lien, Harvey, Vice-president; Eddie Wagner, Bismarck, Secretary-Treasurer; Bob Steffes, Arthur, Director; Floyd Lang, Bismarck, Director. 1970 convention dates were to be moved up a month to latter February or early March to get away from the spring sale season in the state.



THOUGHT FOR THE MONTH

"Maybe one of our troubles is that it took six days to create the world and we're trying to run it on a five day week."

JOHN R. FISHDICK

Success In The Seventies

A school boy has to fight his own battles. If he gets a black eye in the process, he must learn to do a better job of looking after his own interests, and with enough practice and initiative he can expect to come out on top. But he is a sure loser, in the long run, if he must turn to his father or mother every time a problem comes up with someone who wants to push him around.

It is pretty much the same way with an Auctioneer. He can't depend on someone else, or upon any group of others, to make his enterprise a success. He must gear himself up to take full advantage of his professions inherent advantages, and then he must depend upon himself and upon his own initiative and enterprise.

It is fine for an Auctioneer to have confidence in his Association, but no such organization can do for him what he must do for himself. It is entirely in order for him to anticipate guidance will be available when needed, just as the boy may appropriately look to his parents for counsel, but in the final analysis the responsibility rests in but one place when the show down comes.

The National Auctioneers Association provides this guidance each year with its National Convention program. This program is tailored to keep the progressive Auctioneer abreast of the trends and times of the auction profession. It is the responsibility of each individual auctioneer to take advantage of this guidance by their attendance at the National Convention each year.

The Seventies are going to present a new and greater challenge to every Auctioneer. The trend is to the Auction method of marketing in nearly every field. It will be necessary every Auctioneer improve the Auction image. He must find new and better ways to market by auction than the competitive marketing methods now used.

Several Auctioneers, who are leaders in their fields, are willing each year to present to the convention the keys to their success. You are the one to benefit

from their unselfishness in trying to help other Auctioneers gain the success they have attained.

Success in the Seventies is going to require greater knowledge, greater enthusiasm, greater efforts, new ideas, new methods, hard work and above all a greater responsibility to the buying and selling public. It is our individual responsibility to prepare ourselves to be successful.

Your 1970 convention program is being planned to start you on the road to Success in the Seventies. Your Association is making it available to you July 30 thru August 1st at Pfister Hotel, Milwaukee, Wisconsin. Whether you partake of what is offered is up to you. The Auctioneer who wishes to progress and improve himself can not afford to miss this convention. The opportunity is there. Be sure you take advantage of it. Mark the dates now, then make plans to be with your friends in Milwaukee. You will never regret the time or effort spent to start yourself to **SUCCESS IN THE SEVENTIES**.

JOE DONAHOE



Harold Richmond Dies In New York Hospital

Harold S. Richmond, 48, of Owensboro, Ky., passed away in mid March. He was at Memorial Hospital in New York City at the time. Born in Daviess County, Kentucky, he had spent his life's span in this area.

Mr. Richmond was an auctioneer and the owner of Richmond Auction and Realty Co., Owensboro. He was a member of the Kentucky and National Auctioneers Associations. During World War II, Mr. Richmond served as a paratrooper.

Survivors include his wife, one son and one brother.



Chicken, biscuits and gravy served 'country style' at the Dream Motel, Patoka, Indiana, set the stage for the District No. 5 spring meeting.

1. (top left) A 'study of contemplation' look came over the face of Amos Wittmer of Montgomery, Indiana, as he was elected "Head Col. at the trough" (President for 1970-'71) during the business meeting.

2. (top right) D. D. Meyer, Vincennes Col., still in a wheel chair from his very serious auto accident previously reported, had a "FOR SALE" sign on a knitted bootee protecting his bare toes where they protruded from the cast on his left leg.

3. (bottom) Over 40 turned out for the meeting and to vote in the new officers—even your photographer-reporter made the team as Director for three years in the 5th district.

Photos by Col. John W. Doane, Mt. Vernon, Ind.

Angus Bull Sets Price Record in Idaho Sale

A new record price for an Angus bull in the State of Idaho was established April 4 in the Mon Reposa Emulous Ranch 5th production sale, at Jerome. Mon Reposa Big John, a three year old was the bull that set the record, a one-half interest selling to an Oregon breeder for \$7,200.

This was also Idaho's highest weight yearling Angus bull with a 365-day weight of 1159 lbs. He entered the sale ring in breeding condition and tipped the scales at 2005 lbs.

The entire offering of Mon Reposa cattle brought just under \$60,000 with 29-1/3 bulls bringing an average price of \$1,288 and 46 females averaged \$468 per head. Auctioneers were NAA members, Jim Messersmith, Jerome, Ida., and Kaye Wall, Twin Falls, Ida.

Improving The NAA Is Everyone's Job

Every good member should want to build and improve the NAA. Recruiting new members is one of those ways in which to reach the goal toward which we are working. But did it ever occur to you that a new member could damage the image of the NAA and its members?

When I first joined the NAA and received the first few issues of *THE AUCTIONEER* I wanted to find out just what kind of an organization I had joined. While reading through *THE AUCTIONEER* I spotted certain little things such as the sayings, topics, etc. that left me with the impression, "This is an organization to which I wish to belong."

There are certain necessary beliefs, such as believing in God, believing in your country, being honest with the public, help people in need and promotion of good morals and character. I told myself, "This organization falls right in line with the profession I love and in which I believe. "I want to be a member."

Ask yourself what would happen if a new member came into the NAA within a 50 mile radius of your auction site and he or she was of bad character, bad credit, a "gyp", a con artist, thinking only of themselves, the fast dollar, and no interest in the future? They would be destroying what you had worked for and promoted in trying to place a good image of the auctioneer in the eyes of the public.

We all work at improving our image. But have you noticed that every time you have new people in your audience they hold back until you have made them confident that you are operating in an ethical manner? I see this at every one of our auctions. Our average crowd is 500 and we always have new faces as a result of our advertising.

How would the type person described above reflect on your business and the

NAA? Remember, this is the organization you are proud of, the organization you display in your opening speeches, in your advertising on your truck, on your barn walls and on your jacket. The public always knows a bad individual. They ask themselves if he or she can be a member the NAA must not care what type represents them.

In other words, how does the NAA appear in the eyes of the public? You have to take time out and look in from the outside once in awhile. We all know that one must sit down and evaluate one's self occasionally and you are the only one qualified to do this.

A suggestion for the solution: Appoint a two or three man Membership Board. This Board can appoint members throughout the country to screen new applicants, at least a credit check and character reference from the local area in which he or she operates. This can be done by phone, in some cases in person. Much more can be learned by attending a man's sale than through a thousand phone calls.

The qualifications should not be rigid. Many younger people are trying their best to become good auctioneers. The qualifications should consist of morals, character and honesty. The membership application should be approved by the Membership Board upon recommendations of the men in the field. If complications arise with an applicant it is up to the Membership Board to make a final decision. As it stands now, no one decides anything. There are no doubt other and simpler ways but I think the plan deserves a lot of thought.

Who knows, maybe it will bring into our organization some of the greatest auctioneers in the country. There are some who I never could understand not being NAA members. This could be one of the reasons.

If the NAA is going to mean anything to you, you must maintain it and protect it the same as you do your Country's Flag.

DAN DANNER, USN RET.
Grayslake Auction Center
Grayslake, Illinois



National Auction Week

National Auction Week, resurrected this year after a lapse of some ten years, has come and gone. Now, we wonder how many members of the NAA took advantage of this specially designated week.

Some reports have come into the office of THE AUCTIONEER but not very many. Cols. Paul Taylor, Mariah Hill, Ind., and John P. O'Connor, Owensboro, Ky., dba Taylor & O'Connor, Auctioneers, have turned in the best report to date.

They obtained special proclamations from the Mayors of the cities of Owensboro, Ky., and Tell City, Ind., designating the week, officially. Copies of the proclamations were furnished to THE AUCTIONEER. Along with the proclamations they received free publicity in the form of news in their local news-

papers with a photo of one of the Mayors signing the document.

While in Wisconsin, just preceding National Auction Week, I was shown the activities of certain members in that state. Ernie Kueffner had a full page advertisement in THE WISCONSIN FARMER, calling attention to the Special Week as well as the approaching National Auctioneers Convention in Milwaukee. And he had a nice group of sale bills with his name as auctioneer to make a most attractive page in this newspaper type publication.

A. T. Morris, veteran auctioneer of Durham, N. C., has sent us a copy of a two column by four inch display advertisement that he ran in his home town newspaper, designating the dates and exploiting the auction method of selling and the National Auctioneers Association.

This subject took up a lot of valuable time on the Convention Floor, at Roanoke, last July, and we were curious to know how those who had so much conversation to offer followed through with the designated "Week".



Success comes before work only in the dictionary.

\$100.00 IN CASH PRIZES

NAA Convention Amateur Contest For Sons and Daughters of Auctioneers

*Mail Entry Blank Now
To Get In On The Chance To Win*

NAME: _____ AGE: _____

ADDRESS: _____

TYPE OF ACT: _____

Return entry blank to: Col. Jim Appleman, Cashton, Wisconsin, 54619.

Sincerely yours,
COL. JIM APPLEMAN
Cashton, Wisconsin

"Proud Auctioneers Only"

From the experiences of many you auctioneers (including ourselves) it seems that John Q. Public doesn't regard our profession too highly. In fact the words "Public Auction" send terror running through many prospective clients. You've all heard the phrase "Public Auction? I don't want to give it away!"

Some 20 years ago a group of Proud Auctioneers founded our great organization to correct this stained image. They set a goal of forming young auctioneers who could be looked upon with pride. During this first 20 years, many goals were set and accomplished. Now our greatest goal is set and our accomplishments are piling higher and higher.

In any successful endeavor there is a plan. Goals are decided upon, a plan of action is written, and a date is set to work toward.

With our goal, plan, and date deeply imbedded in our minds, we absolutely can not fail. The only challenge left is to beat our deadline date. This is the height of success.

"Proud Auctioneer" this is our desire for our National Building Fund. We want to beat our 3 year Building Fund dead-

line. And we want to conquer it well. Say maybe in 1½ years or even less.

We have already seen that our National Home is a very successful idea. Being Auctioneers we are accustomed to people paying as they go (No Credit-Terms: Cash) we want to pay as we build or in advance if possible. Everyone has in mind the deadline date for their pledges or contributions. Let's cut that time in half.

Few national organizations have built a home and paid for it in advance. However, there's no reason why we of the N.A.A. can't be one of the first. We are successful Auctioneers, we have a very successful National Organization, and response to our building fund has been excellent—Therefore, **I Challenge You—Let's Beat the Date!**

"Proud Auctioneers" stand up and be counted.

ED VIERHELLER
Claremore, Oklahoma



I have but one lamp by which my feet are guided, and that is the lamp of experience. I know of no way of judging the future but by the past—Patrick Henry



Grover Howell, 2nd Vice President of the National Auctioneers Association giving banquet address at the North Dakota State Convention.

Building Fund Notes

As of April 20 our Building Fund had reached the figure of \$57,663.43 in pledges and donations. This does not include accumulated interest as the money on hand is invested in Certificates of Deposit that draw 5% interest, compounded quarterly.

A check from the Kentucky Auctioneers Association following their recent meeting increased their status from the "Builder's" list to the "Sponsor's" category.

A letter from the Montana Auctioneers Association, increasing the organization's pledge from the "Friends" column to the "Sponsor's" list has also been received.

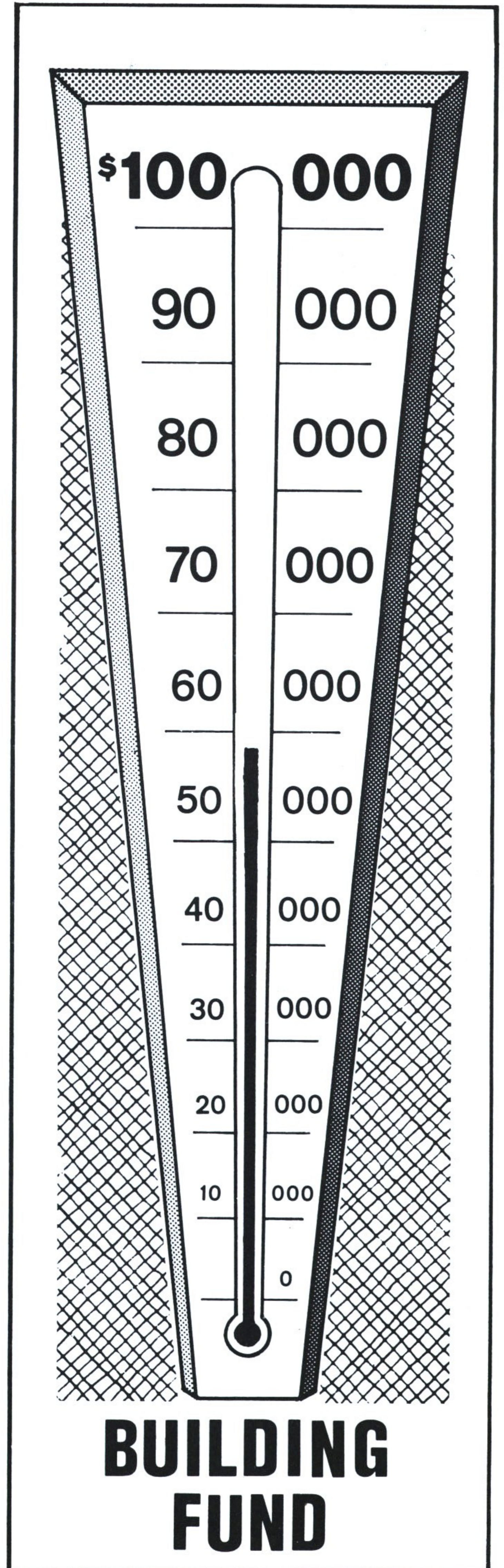
The Nebraska auctioneers have not remained in a status quo and to the long list published in the March issue, the following have been added to the "Friends" column:

Mr. and Mrs. Walter Frickey, Prosser
Robin and Eugene Marshall, Elm Creek
J. D. "Jake" McCoy, Arapahoe
Stacy McCoy, Arapahoe
Stanley Sexton, Cambridge
Wilbur L. Brell, Smithfield
Herold & Fleskoski, Falls City

Nebraskans have now contributed a total of \$11,848.76. It is almost a certainty that by the time this is read that this figure will increase to \$15,000 or an average in excess of \$100 for every member of the Nebraska Auctioneers Association.

It is hoped that we will have sufficient money on hand by June 1 to make it possible to let the building contract. Have you mailed your check?

Trade associations are the safeguard of small business and thus prevent the extinction of competition. With wisdom and devotion, their voluntary forces can accomplish more for our country than any spread of the hand of government.—
Herbert Hoover





The Ladies Auxiliary

Spring Brings Hopes of Enjoyable Summer

The appearance of spring suddenly reminds us of approaching summer and its many exciting activities. The two most important events in our lives will be the return of our son, Corwin, from Vietnam in early June, and the NAA convention in Milwaukee in late July. I'm sure most of you realize one's feelings toward a loved one returning from the war zone.

Wendell and I have had the good fortune of attending every NAA Convention and each has been a milestone in our lives. To my knowledge, very few conventions are for the whole family, but this one is. You will find that plans have been made to entertain the children as well as the Auctioneers and their wives.

Having been associated with several of

the Wisconsin ladies in previous Auxiliary work, I can assure you that no stone will be left unturned in their efforts to make this a bigger and better convention than ever.

There will be much to learn from speakers with worthwhile topics, also it is good, business-wise to be in attendance. The community will know your husband keeps up with the newest and best in the auction business.

Be at the convention in Milwaukee. God willing, we will see you there.

BERNICE RITCHIE



The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other foot somewhat higher.—*Thomas Huxley*



North Dakota Ladies Auxiliary Officers

(L to R)—Jean Lien, Jeanne Steffes, Mrs. Clayton Enge, Kay Aldinger, Mrs. Kurt Johnson.
Not pictured: Peg Wolff, Ruth Saunders, Winon Penfield.

North Dakota Ladies Tour Minot Homes

Highlite of the 1970 North Dakota Auctioneers Association convention in Minot for many of the auctioneers wives was the tour of homes sponsored by the Ladies Auxiliary. Four of Minot's finest homes were toured by the ladies and children.

The ladies also clerked the fun auction and operated a coffee counter at and during the sale. Proceeds from both went to defray convention expenses. A western band was on hand to entertain before and after the auction.

New officers of the NDAA Auxiliary were elected. They are: Jean Lien, President; Peg Wolff, Vice-President; Jeanne Steffes, Secretary-Treasurer; Mrs. Clayton Enge, Director; Kay Aldinger, Director; Mrs. Kurt Johnson, Director; Winona Penfield, Director and Mrs. Ruth Saunders, Historian.

WINONA PENFIELD



Auction Of Unusual For Educational TV

WTTV, Chicago's education TV broadcaster, has found a manner in which to defray a part of its expenses through a week long auction, that began this year on April 26. Last year, the auction raked in \$400,000 and educational channels from New York to California sent their pro scouts to see how it was done.

Items in this year's sale include a bullet-creased brick from the St. Valentine day massacre wall, karate lessons, a cast-autographed script from Laugh-In, a book of game-winning plays from the Chicago Bears coaching staff. Also, telephone answering services, saddles, furs, dirigible rides, violins, coffee tables, classic cars, dancing lessons, and round trips to unlikely places. A feature this year is marble columns from Chicago's Union Station for financial pillars of the community.

IN UNITY THERE IS STRENGTH

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASS'N. OFFICERS 1969-1970

PRESIDENT:

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

1ST VICE PRESIDENT:

Mrs. Lyle (Irene) Erickson
Cresco, Iowa

2ND VICE PRESIDENT:

Mrs. Grover (Willie) Howell
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HISTORIAN:

Mrs. Wylie (Joan) Rittenhouse
Uniontown, Pennsylvania

DIRECTORS:

(TERMS EXPIRING 1972)

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Mrs. J. W. (Ann) Donahoe
Darlington, Wisconsin

(TERMS EXPIRING 1971)

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Mrs. Morris (Velda) Fannon
Pennington Gap, Virginia

(TERMS EXPIRING 1970)

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Marathon, Iowa

Mrs. Leland (Irene) Dudley
Hampton, Iowa

Mrs. Phil (Charlotte) Goldstein
West Roxbury, Massachusetts

Mrs. George (Betty) Cravens
Williamsville, Illinois

The Cover Story

Dr. J. Herbert Holloman (right), President of the University of Oklahoma, receives a copy of THE AUCTIONEER from NAA member, Paul H. Riley, Norman, Okla. This particular issue carried a picture showing Col. Riley auctioning Dr. Holloman to the highest bidder at the Campus Chest Auction for the United Fund Campaign.

This picture was originally used in THE TINKER TAKE OFF; the publication of Tinker Air Force Base, near Norman.



Pop's Ponderings

Our Goal - Building Fund By July - Lincoln In 1971

By COL. POP HESS

This is the 10th day of April in Ohio, and for 10 days now I have been fooled in many ways. Starting with the weather, all the goings on in the world, yes this also includes national events and decisions; riots and strikes; listening to how soon we will never have to work any more, down to the day we'll starve to death for need of food. Also, we have the TV soap kettle shows and news shows where we listened to a lady tell us our Bible and Religion faith is not all true. Also looked in on one hairy bewiskered chap who didn't believe in any of our democracy and has all kinds of ideas to overthrow our government. Yet, they say it is free speech, our colleges, who are overrun with dissent and student riots, will open their doors for such a character to preach to the students.

Plus John Q. Public in general. We pay more attention to the talk then we think. Be honest, there has been some who listen, who are willing to follow, and that number is not a small one. If you are in any business or profession you are a back number unless you have a big strike going on to tie up work progress so John Q. Public pays the raise by the sweat of his brow to clear the settled strike demand. The end of the road of progress is filled with detours to make it impossible to travel on.

Oh yes, the war, some want war, many don't want war. All kinds of ideas to end it all but somehow the war gets hotter. Somehow the other side, regardless how hard up they claim to be, gets plenty of material from someplace and keeps our boys in the front line. While thinking about all these things I picked up our April issue and noted on page 34, The Lighter Side Section, under heading "Good Idea". Just roll all these things I

have edged on in one pile and then read what the lady asked and what the guide said in reply and you'll have a very good answer to much of our today's problems. Well by now I have unwound all my "belly-aken" pondering, and if I want to stay a recognized columnist for this publication best I get into more of a lighter side.

I have had some fine mail recently that helps my attitude toward more of Auctioneering progress. The more I note of interest in our proposed shrine for the auctioneer profession and the auction way of selling and the auctioneers who help hold the line for a bigger and better way to market, the "Auction Way". Our NAA has within its membership close to 100% of the U.S. noted auctioneers. Recently I received a nice letter from what could be observed from the tone of his letter to be an auctioneer much in demand in his home area, and has been filling that position for the past fifteen years very earnestly. He asked these questions? Would it be possible for good home area busy auctioneers to have a reading spot on our pages? The trend of auction sales in their area, selling results, and what shows advances in buying. Also items declining, etc. This read by our many auctioneer readers would give a ground basis for markets of your area. This I have often suggested, that each state should through their state secretary or good reporter have a few spots of information of selling, markets and trends that seem to be in demand. I know through my back busy years, I often scoured many livestock and farm publications on the trend in the many sections of our U.S. and Canada, and the background in selling remarks.

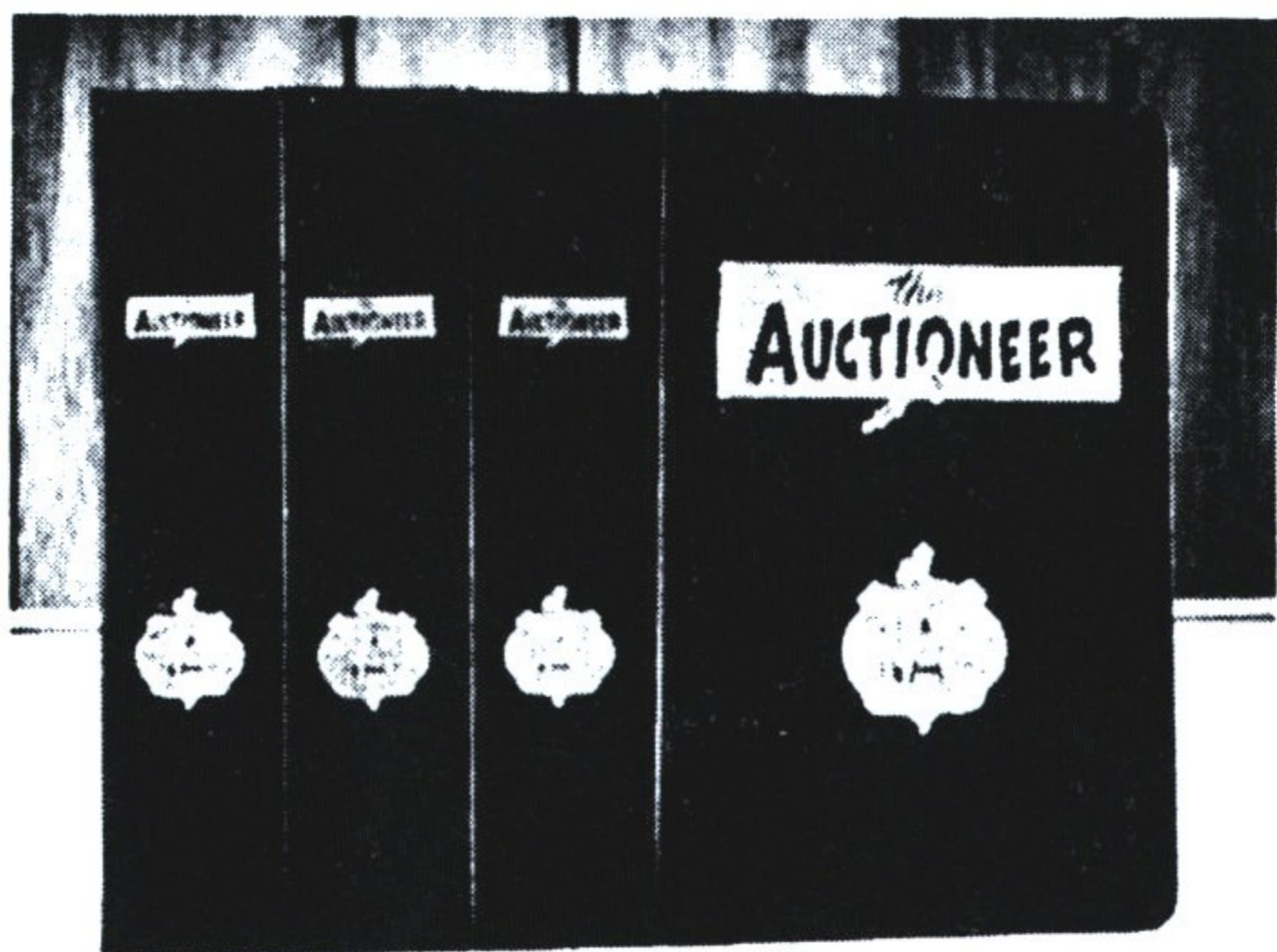
This suggestion supported in the pages

of this publication would be very valuable to all auctioneers and sales managers, as the selling price and the demand or lack of demand is worth much to any auctioneer on the firing line of importance to the good local auctioneer. Right here in Ohio, I have tried to keep in touch with our state run of important sales but find it hard to get close detailed information, but from asking questions and following the grape vine route I get a fairly good run of information.

Here in Ohio the past two months our Ohio auctioneers have been much in demand. They have come through with record sales in livestock, farm equipment, fat and feeder livestock. Prices and demand has been far more inviting then one would expect with farmers complaining about income. The auctioneer who is informed on general trends and demands will be of more value to the sale holder, as his property will be sold by an auctioneer who is well versed in the trend of area selling a few miles from his home location, and averages are more often

looked upon as a selling trend. A six inch spot on a page reported from the man in action can do much for the general buying and selling results. This publication is your trade magazine, let's make use of it. You, Mr. Busy Auctioneer, and state association managers can do much to have a shot from your state as to the auction averages and news.

Well from here on in, my writing for this May issue is being done on Monday, April 13th, and I must get it off into the mail tonight as the 15th is only a night and a day away. I never like to be late, being late was a bad word with me. The many sales I conducted or assisted in, being late through the fifty years was very few and they cost me much uneasiness. I re-call one through a late train, arriving in the village of destination, and the blow out of the tire the chap had trying to get us to the sale location. The sales manager was one of my best to work with and in his book, late was OUT, so as I was walking towards the sale tent he was on the block making his opening



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speech. The sale meal was all eaten, and your old Pop several hours after breakfast faced a tent full of people, and some eighty head of registered Holstein dairy cattle headed towards the sale ring. With out relief, I sold out and made my way back to the railroad station to leave town and I just made it. Yes, it had a diner and I did eat. As you know I am one of those chaps that always eat to live and live long so I can eat.

The saddest late experience I had was when in my late teens. I was late arriving to a church supper and a chap I did not like was there early and took the fine young lady who was waiting for me, on a buggy ride and I never got her back. I had a few more bad events in my lateness, but it is over the dam now and I am happy.

One of the good letters coming my way since my last column was written, was from my old friend, Col. H. Earl Wright. He was one of our Ohio boys, now recuperating in Florida from a little heart attack, some months back. He says he is coming along fine, and expects to fill his personal appearance as one of the guest speakers at the National Convention at Milwaukee this coming July. That's the big event everyone should try to attend. Also I hope to make the Ohio Auctioneers summer meeting in June.

If the building fund for our NAA shrine is so filled this coming NAA National Convention it may be possible our 1971 convention and home dedication could be in Lincoln, Nebraska, in July, 1971. I may be sticking my head out trying to say where the vote for 1971 Convention is to be held. However, I brushed it some in my last month column, so far no threats coming or shots received that I am out of order. It is expectation on my part so far, and as I recall the text of a fine old Colorado preacher had for one of his sermons was as follows: "Blessed be they who have no expectations, for they shall never be disappointed". I am still pondering on reports I read that the building fund is dragging its feet. So boys don't delay, the time is now.

However, from what I get through the grape vine, the needed dollars will come

in as the real auctioneers are real folks and a few bucks is welcome to go from their jeans to the Builders Fund at Lincoln, as the auctioneer shrine will be more then bright in July, 1971. As the old man said to his old woman one happy morning, the long awaited words she wanted, "Let's have the preacher here for dinner tomorrow and have it over with". I presume the untold story back of it all, the old man's religion was like many men's property, mostly in his wife's name and he needed some working over to get his consent. So boys let's hit that NAA Building Fund NOW and it will soon be over with, a permanent home office for the National Auctioneers Association.

One letter received sometime back on this same subject the building fund and permanent home office was from an old time auctioneer, now on the western slope of retirement. From what I could decipher from his writing he was of the opinion it would be a permanent home for Senior Auctioneers who were homeless. A place for them to live out their last days and his big question to me was "just what will he have to do to prove he was eligible and his second question was, would we come after him or would he have to get to the home under his own power?"

Well, after many weeks pondering on that question, I doubt that there is sufficient real auctioneers who are really homeless, however, I have met up with some in my time who thought they were tops, would in due time be in need of such a plan in old age. However, we now have medicare-welfare, and all kinds of a "penny-a-day insurance" and if you read their brochures, have the answer and the service. But if we live to be where we need such it is not quite so rosy, for it is at this point when our eyes are dim, that those with sharp eyes read for us what was in that fine print and so undoes all that in bold sharp print. That the old preacher's text again rings a bell.

After all folks, a lot of this I have written sounds a bit nutty, but if you live long enough and keep posted on events, and what have you in suggestions, you will become a happy person and be able

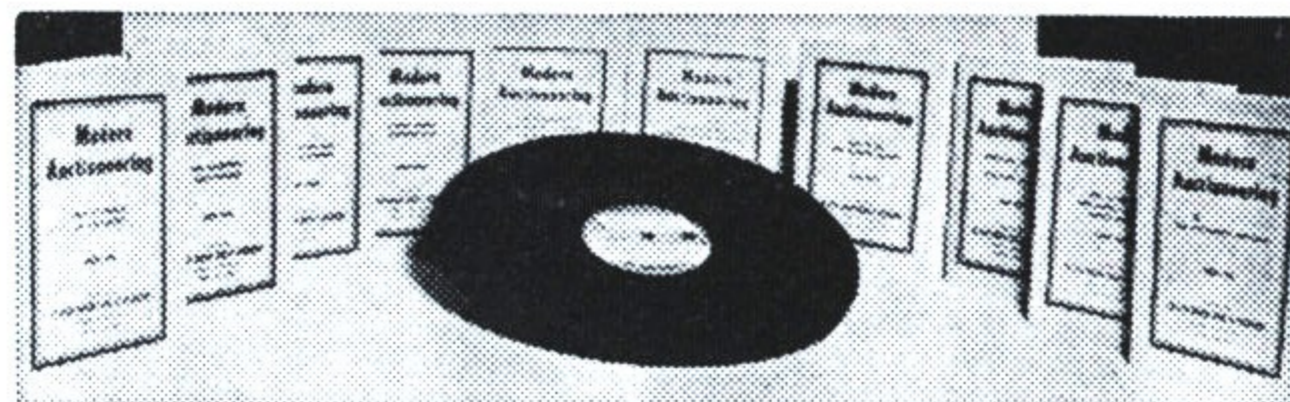
to live and enjoy lemonade out of the lemons handed through the past. Now to a brighter side, you know we live in the greatest country on the globe, we crack our jokes and get fat laughing and the labor pains are very mild. I know as I have been ninety years finding it all out and I like it.

Now think, the next issue will bring June, 1970, in one more month following the last of July and first days of August that "Builders Fund must Hit The Bell, DO IT NOW".

"To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty; to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you lived. This is to have succeeded."

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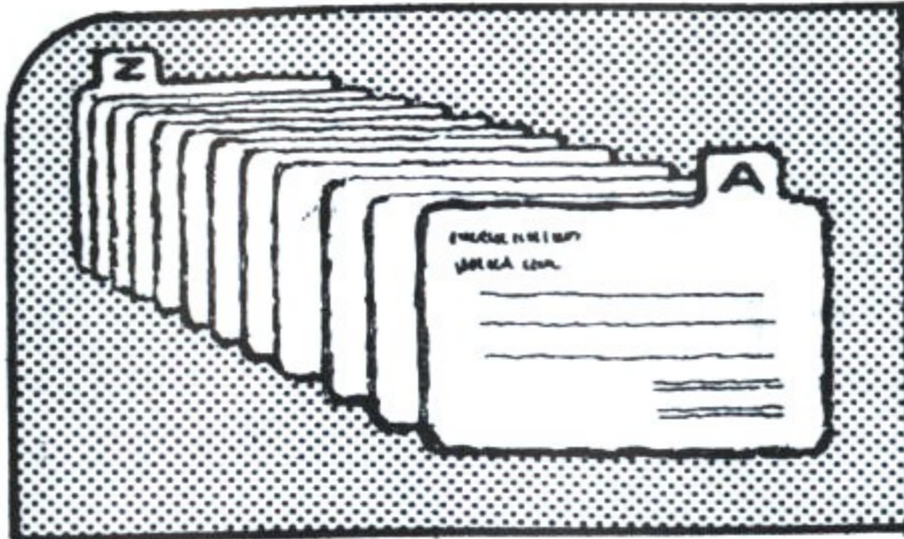
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*Denotes new membership

Louisiana Auctioneers Are Now Organized

Last March 8, a group of interested auctioneers from throughout the state of Louisiana met at the Holiday Inn, at Alexandria, and organized the Louisiana Auctioneers Association. Assisting in the organizational details was Mr. Archie Simon, a local attorney.

Purpose of the organization is to promote and upgrade the auction profession in Louisiana and to cooperate with the National Auctioneers Association.

Bert Harper, Shreveport, was elected as the first President of the organization, and Marvin Henderson, Livingston, a President-elect. Fred E. Fair, Sr., Shreveport was elected Secretary-Treasurer. Directors elected were Ike Hamilton, West Monroe; Ethan Chatelain, LaFayette; and Robert D. Stark, Pineville.

Col. Guy L. Pettit Dies

Following Long Illness

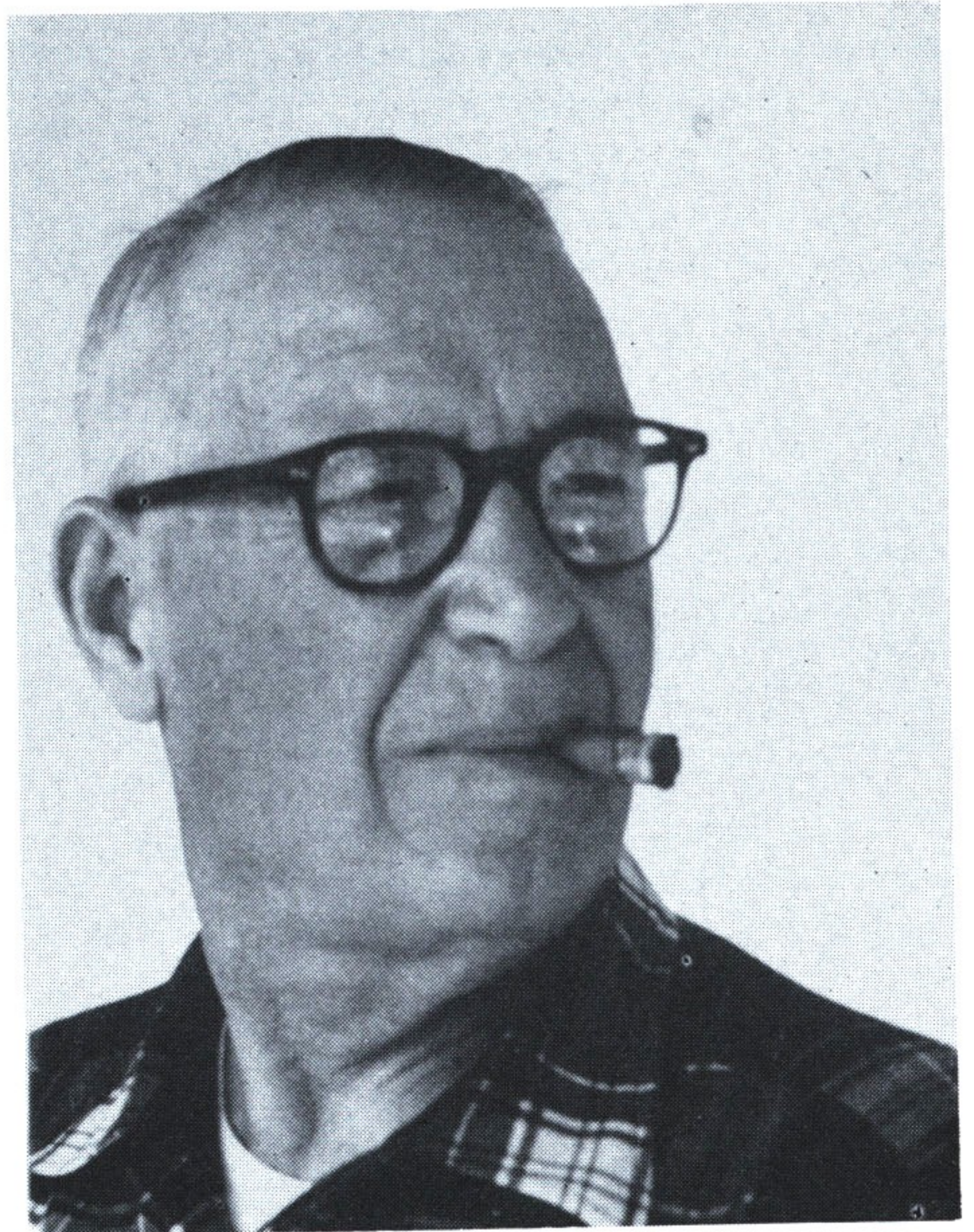
Col. Guy L. Pettit, nationally known auctioneer and instructor of auctioneers, died in Davis County Hospital, Bloomfield, Iowa, on April 14. His death at the age of 84 ended a 28 month period of hospital care as he had been there since suffering a stroke in December of 1967.

Guy Pettit was born on a farm near Mount Sterling, Iowa, October 24, 1885. He was a farmer, school teacher and merchant in Mount Sterling until 1917 when he became an auctioneer and moved to Bloomfield, where he maintained his home until his death.

Col. Pettit was one of the great salesmen of America, possessing many rare talents and cultivating those talents through practice and hard work. He was one of the finest bid callers in the auction profession and combined with his sales ability his services as an auctioneer were in demand throughout the country. For many years he sold the bulk of the nation's purebred Duroc swine sales. In his later years, he sold mostly registered Herefords and Polled Herefords.

For 30 years, Col. Pettit was an instructor at the Reppert School of Auctioneering, Decatur, Ind. It was here that he made lasting impressions on his students and future auctioneers. His ability to have his audience laughing one minute and shedding tears the next was an unforgettable experience. His emphasis on correct enunciation, his ability to vary his tone and pitch while selling were "Pettit" trademarks. No doubt many of his students now wish they had taken more seriously his lectures on economy including his advice that a saving habit is just as necessary as an earning habit.

Col. Pettit was one of the stalwarts in the early days of the National Auctioneers Association and his persuasiveness in those times had much to do with keeping it alive. One of his greatest "selling" tasks took place at the 1953



National Convention in Columbus, Ohio. At that time the income of the NAA was never enough to pay the expenses. The Board of Directors asked Guy to raise a sum of \$5,000 as a cushion fund to help get the organization on a paying basis.

Pleas for money had been made in the past and pioneers of the NAA had reached into their pockets for healthy sums that were never repaid. With this unstable background it was not an easy assignment but it was the Board's opinion that only Col. Guy could do it. And he did it. With nothing but blue sky to sell he mounted the podium and explained to those in attendance the importance of preserving the NAA. Loans that the veterans considered gifts were obtained in amounts ranging for \$25 to \$100, with a few in larger denominations. Response was overwhelming as there were few in attendance that did not dig into their pockets. This proved to be the turning point in NAA fortunes as all loans were repaid in full two years later and the NAA has been in the black ever since.

The Pettits were regular in their attendance at our National Conventions as long as Guy's health permitted, the last time being at Des Moines in 1964. Guy was a member of the Board of Directors at one time and many times a Program participant. Many will recall his selling of the "Key to the City" at our 1956 National Convention in Kansas City. Mayor H. Roe Bartle said he was not giving the "Key" to our group but that we could sell it with the proceeds to go to the "Mayor's Christmas Tree Fund." Col. Guy was chosen to do the selling and Col. Jewett Fulkerson became the owner of an expensive key.

In 1963 the National Auctioneers Association recognized Col. Pettit for his outstanding service to the profession and to the NAA with a plaque commemorating his many contributions to both.

Col. Pettit is survived by his wife, Fern, a son, Judge Charles N. Pettit, Bloomfield; four grandchildren and three great-grandchildren. A son, Lowell, died at age 50, in 1964.

Montana Auctioneers Have Best Convention

It was the largest attendance since their organizational meeting in March, 1961, for the Montana Auctioneers Association when they met in Great Falls, April 10-11. Jim Messersmith, NAA President from Jerome, Idaho, was the guest speaker at the action packed program which included the sixth annual livestock auctioneers contest and the third annual merchandise auctioneers contest.

Held at the Great Falls Livestock Market, this division of the contest was at the same place as the 1967 World's Champion Contest. Top three winners in order were: Fritz Hoppe, Shelby; Ron Granmoe, Glendive; and Robert Kinsella, Havre. Montana has been a leader in this type contest. Selling is on a live market and 2,500 cattle as well as 100 horses were sold through the Market that day.

Jack Raty, Fort Shaw, was named winner of the merchandise selling contest,

followed by Mike Coolidge, Billings, and Frank Bass, Lewistown. This activity was conducted at the Rainbow Hotel the evening before the livestock selling contest.

Elected as President of the Montana Auctioneers Association was Fritz Hoppe, Shelby, succeeding Jack Ellis, Roundup, who has held the office the past two years. Ron Granmoe, Glendive, was elected Vice President and Bill Hagen, Billings, was re-elected Secretary-Treasurer.

Ron and Nancy Miller, Lewistown, did a commendable job in making the Convention and Contest arrangements. Bouquets are also in order for Duke Gustafson and associates, owners of the Great Falls Livestock Market, for their cooperation in the affair.

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With so much stress on auto safety today, resulting in added cost to the car owner, one real important factor is being overlooked, the bumpers on today's automobiles.

Recent tests have shown the startling proof of impact damage at low speeds. For example, at five miles per hour, upon impact with a test wall, the average damage was \$200! And at 10 miles per hour the damage was \$500 to \$800!

One auto insurer has made the announcement, through an article in **WALL STREET JOURNAL**, that they would offer a 20% discount on collision insurance for cars that can withstand front and rear impacts up to five miles an hour without damage.

Want to do something about it? Write your people in Washington, D. C., as well as Ralph Nader. If we don't do something soon the extreme wealthy are going to be the only ones who can enjoy the pleasures and conveniences of an automobile.

Changing Times

By FRAN HAMILTON, Rossville, Indiana

With the many changes in the world today, I think we should all take a long fast look at the rapid pace our profession is making. Over the past decade our profession has changed more than most of us want to admit. Are we progressing along with it? Big business moves on and into our profession and where will it stop? Of course, as we travel through several states we see where improvements could be made and maybe it could be improved by a big take over.

I am most interested in the auction Pavilion type selling, which was frowned upon by some of the auctioneers in other phases of the profession for many years. I think they must now learn to respect this type operation since it has become a big business throughout the country. There is a great need for improvement in this section of the business and the dirty, crooked, unethical auctioneer should be weeded out from the business. These men are holding the honest man back from raising the image of the auctioneer before the public.

I think auctioneers in every phase of the profession are obligated to make their profession stand out in an honest professional way. I do not think that a building will monument this profession before the public until this situation throughout the country is corrected. I have seen some of the most alarming things over at least three states that can not help but degrade the business. I know other auctioneers see this and I know they could care less. It is time that the American auctioneer does something for his profession in addition to erecting a building. Some states have a license law, which if properly executed, could do a lot of good, however, it is using this unethical method of fleecing the public. Some of the things I have in mind have been going on for many years. Bear in mind, that I am not referring to puffing or trotting, I am talking about

stealing, dishonesty, and filth. It is time that we start at the top and work with the situation. Where is the top of our field? The NAA of course.

There is a large trend throughout the country in garage sales. It is the right of an American to sell his own merchandise, but it is being done over and over by the same people who make a business of buying and selling, tax free. We cannot stop this practice but we could campaign nationally to make the public more aware of the professional services that we give them. We could awake the news media to their part in helping people break the law by evading taxes.

We could get off our professional rears and work at making this profession great. Erect a beautiful building. If we are big in the business let's cut the jealousy and help the sincere boy that is honest and eager to enter this profession. The NAA convention is great, but let's do something all year that will let the country know that today's auctioneer is a leading citizen and that he can be trusted and respected.

New Managers To Open Livestock Market

SIKESTON, Mo.—Last summer the Sikeston Auction Company, Sikeston, Mo., was shut down by a fire which heavily damaged the facilities.

Two of the principals in the business, Linzie Beck and Joe McCord, along with Beck's brother, Joe Beck, will launch a new corporation and begin business as Beck and McCord Auction Company, Inc. This will take place sometime in mid-May. The new company has acquired a new location in Sikeston and will open in completely remodeled and reconstructed facilities.

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Mark Your Calendar For The Milwaukee Event

With the winter auction sales coming to a close, we're beginning to look toward spring and summer. The first thing is to make those plans and reservations at the Pfister Hotel in Milwaukee, Wisconsin, for the 1970 annual convention. Joe Donahoe and the Wisconsin Association are working hard to try to top the conventions we have had in the past. They have a big job cut out for them, but you know, they just might do it! So be sure to mark your date book for July 30-31 and August 1, for Milwaukee, Wisconsin.

I attended the Montana Auctioneers meeting the 11th of April, and they put on a very top kind of a program for their auctioneers in Montana, having 2 separate auctioneer contests, one for those wishing to sell merchandise, on Friday night, and then on Saturday, at the Great Falls Commission Company, for those wishing to compete in selling cattle and horses. There were six judges selected to judge each contest and judging was done on clarity, speed on arriving at final price, rhythm, starting auction bid with perfect score adding up to 1000 points, and I might add that the judging on all contestants was mighty close as Montana has a lot of good auctioneers. Jack Raty, of Fort Shaw, won the merchandise division and Fritz Hoppe, of Shelby, won the livestock division.

Our Building Fund is coming along at a slow pace, I might ask if you have been getting your pledges in, if so, thanks, and if not we should take it upon ourselves to do so. A Building Fund Campaign is something we all have to get behind and keep pushing. I know some of you auctioneers have mixed emotions about the new auctioneer headquarters, but I also know your Board of Directors, President, and a large portion of the NAA members are enthusiastic about our new headquarters. I really feel this is a "Big Step Forward" for the auctioneers of America. Lets all get behind it.

Well enough ramblin's on for now, here's hoping to see everyone in Milwaukee, Wisconsin, July 30-31 and August 1.

Yours for Better Auctions
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Nation-Wide Agrees To Buy Florida Auction

NEW YORK—Nation-Wide Auto Auction, Ltd., has reached an agreement in principle to acquire Florida Auto Auction, of Fort Lauderdale, for cash and Nation-Wide stock, according to Stanley Gordon, president of Nation-Wide.

Nation-Wide Auto Auction is the franchisor of a chain of used-car auction centers along the East Coast, and plans to open a company-owned auction shortly in Los Angeles, its first on the West Coast.

Duroc Auction Tops \$100,000 Price Barrier

Durocs selling in the Southwestern Duroc Congress at San Antonio, Tex., rang up the cash register to the tune of \$104,460, making it the first auction of swine to total over \$100,000 in modern times. There were 221 animals in the sale.

In addition to the record sale total, nearly all other price records for the breed were shattered. In all, 16 new record prices were established in the various categories. The top selling boar brought \$7,700, the top gilt, \$3,300 and the ten top selling boars averaged \$3,253. each.

Auctioneers were John Hall, Aberdeen, S. D., and Howard Parrish, Edon, Ohio.

IN UNITY THERE IS STRENGTH

Ray Schnell's Death Ends Colorful Career

Ray Schnell, auctioneer, stockman, politician, and father of auctioneers, died April 5 following a four month losing bout with cancer. The Dickinson, N. D., resident was 76 years old.

Patriarch of the Schnell family of 13 children, Ray's talents and achievements seemed to have no end. His ready wit and common sense logic gained many friends and in addition to his other occupations he was in demand as a public speaker, especially at livestock events.

Born on a farm near Richardton, N. D., his life was devoted to the production and marketing of livestock. Along with his sons his livestock ventures had developed into four ranches and two livestock auction markets. In 1959 the National CowBelle Association named him All-American Father of the Year. He was named Livestock Man of the Year, in 1965. He was a Founding Trustee of the National Cowboy Hall of Fame.

Schnell attended the Jones Auction School, in Chicago, in 1924. One of his fellow classmen was the late Jack Gordon. At the time, Ray's finances were quite low and it was an effort for him to get to Chicago. Jack Gordon thought he needed a new suit of clothes and knowing of a bargain spot, Ray was outfitted in a suit that he described later as, "Everything fit but the coat and pants."

With two partners, the Dickinson auction market was started in 1937. The Schnell Livestock Auction Co. was formed in 1950, by Ray and four of his sons. He served six terms in the North Dakota legislature and one term as Lieutenant Governor. He also served on the State Board of Higher Education and was long active in Republican Party affairs.

In 1968, he and Mrs. Schnell, the former Clara Kettleson, celebrated their 50th Wedding Anniversary. Mrs. Schnell survives as do six sons and four daughters. A son, Howard, was killed in a plane

crash in 1955 and two daughters died in infancy. He is also survived by 45 grandchildren. His six sons Raymond, Willard, Gordon, Robert, Wayne and Jerry, served as his pallbearers.

Record Priced Female At Circle M Auction

After 29 consecutive years the annual auction of Circle M Polled Herefords, Senatobia, Miss., continues to set records. This year's sale, on February 16, saw a new record price established for a white-faced female at auction. M. H. Rich & son, Chatham, Miss., paid \$25,700 for a two-year-old heifer.

The 50½ lots brought \$216,825 to average \$4,294 per head. The average on 18½ bulls was \$6,777 with a price of \$22,300 being paid for a quarter interest in CMR Masterpiece 49.

Auctioneers were Jewett Fulkerson, A. W. Hamilton and B. L. Swilley. The auction followed three days of planned entertainment for guests and prospective purchasers which included dancing to the music of Guy Lombardo. There were 583 guests present for the dance.

One of the nationally known personalities at the sale was Tom Lester of Laurel, Miss., who portrays Eb on the TV series, Green Acres.

Reese Named Manager of Atlanta Auto Auction

MANHEIM, Pa.—E. G. Reese has been appointed general manager of the new Atlanta Auto Auction currently under construction in Red Oak, Ga.

Reese, who joined the Manheim system in the mid-'50s, has been assistant general manager of the Manheim Auto Auction since 1961. As general manager of the Atlanta Auto Auction, he will be responsible for developing sales activity and establishing operational procedures and policies.

Press-Time Report

Arthur W. Thompson, Lincoln, Nebraska, passed away April 22 at Bryan Memorial Hospital in Lincoln. He was 83 years old and had been hospitalized a few weeks prior to his death.

Col. Thompson was one of the great auctioneers of all-time. He was born in York County, Nebraska, educated in the York Schools and lived in Lincoln most of his life. He served a three year term on the Board of Directors of the National Auctioneers Association and was one of the first two men to be awarded the NAA's highest honor. His auction career began in 1906 and he retired in 1953.

More details in next month's issue.

Below the Second Gate

After passage of new labor legislation in 1854, a Canadian ship chandler issued these rules to govern its clerical staff:

On recommendation of the Governor, this firm has reduced the hours of work, and the clerical staff will now only have to be present weekdays between the hours of 7:00 a.m. and 6:00 p.m. Should any vessel require victualling, the staff will work on the Sabbath.

Now that hours of business have been drastically reduced, partaking of food is allowed only between 11:30 a.m. and noon, but work will not, on any account, cease.

The clerical staff will attend daily prayers each morning in the main office.

A stove is provided for the benefit of the clerical staff. It is recommended that each employee bring four pounds of coal daily during the cold weather.

No member of the clerical staff may leave the room without permission. The calls of nature are permitted, and the clerical staff may use the garden below the second gate. This area must be kept in good order.

The new increased weekly wages are as

follows: junior boys, 20¢; boys (to 14 years), 30¢; juniors, 65¢; junior clerks, \$1.25; clerks, \$1.60; senior clerks (after 15 years with the Owners), \$3.15.

The Owners recognize the generosity of the new Labor laws, but expect a great rise in output to compensate for such Utopian conditions.

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Every individual who fails to join is ammunition for detractors. When a united voice is important, the fact that So-and-so does not belong can turn the "voice" to a whisper.

The newcomer gets a break by joining an association that is fully established. The formative crises have been weathered and all the pioneering done. If he had to start a new one, it would involve a lot more trouble and expense. Without the present association, things would get worse for the business, so another group would be needed.

Everything that makes the organization more stable and effective also helps the older members. As it grows in size and resources, it can accomplish more for everybody. That's why "Every member get a member" makes sense—and should be heeded.

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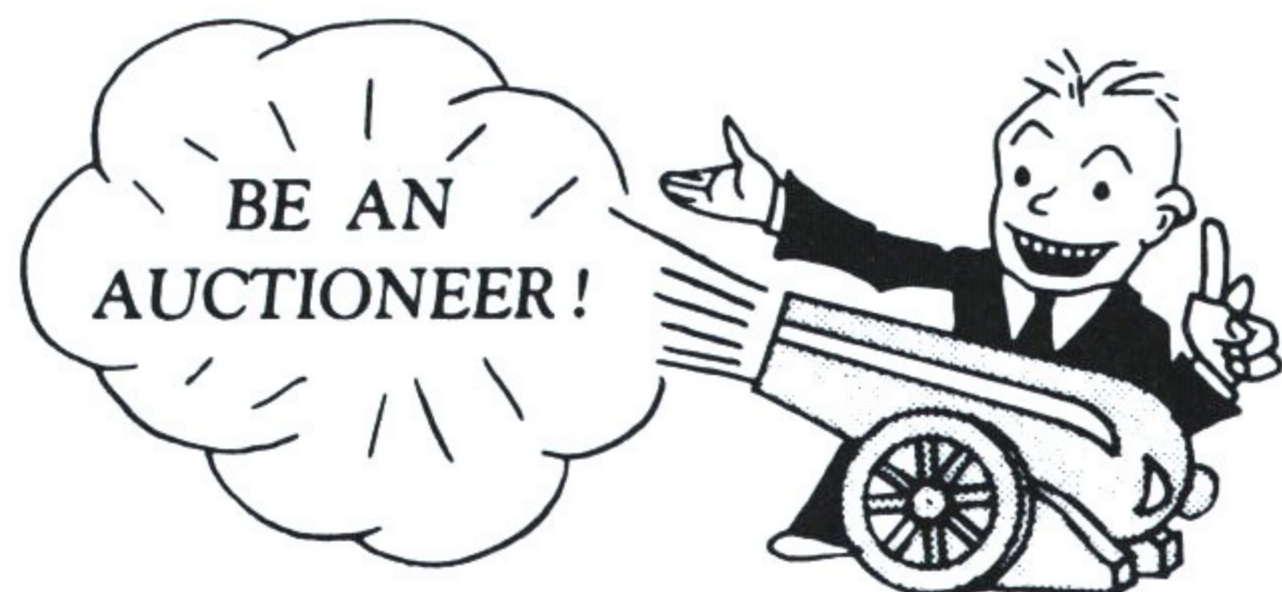
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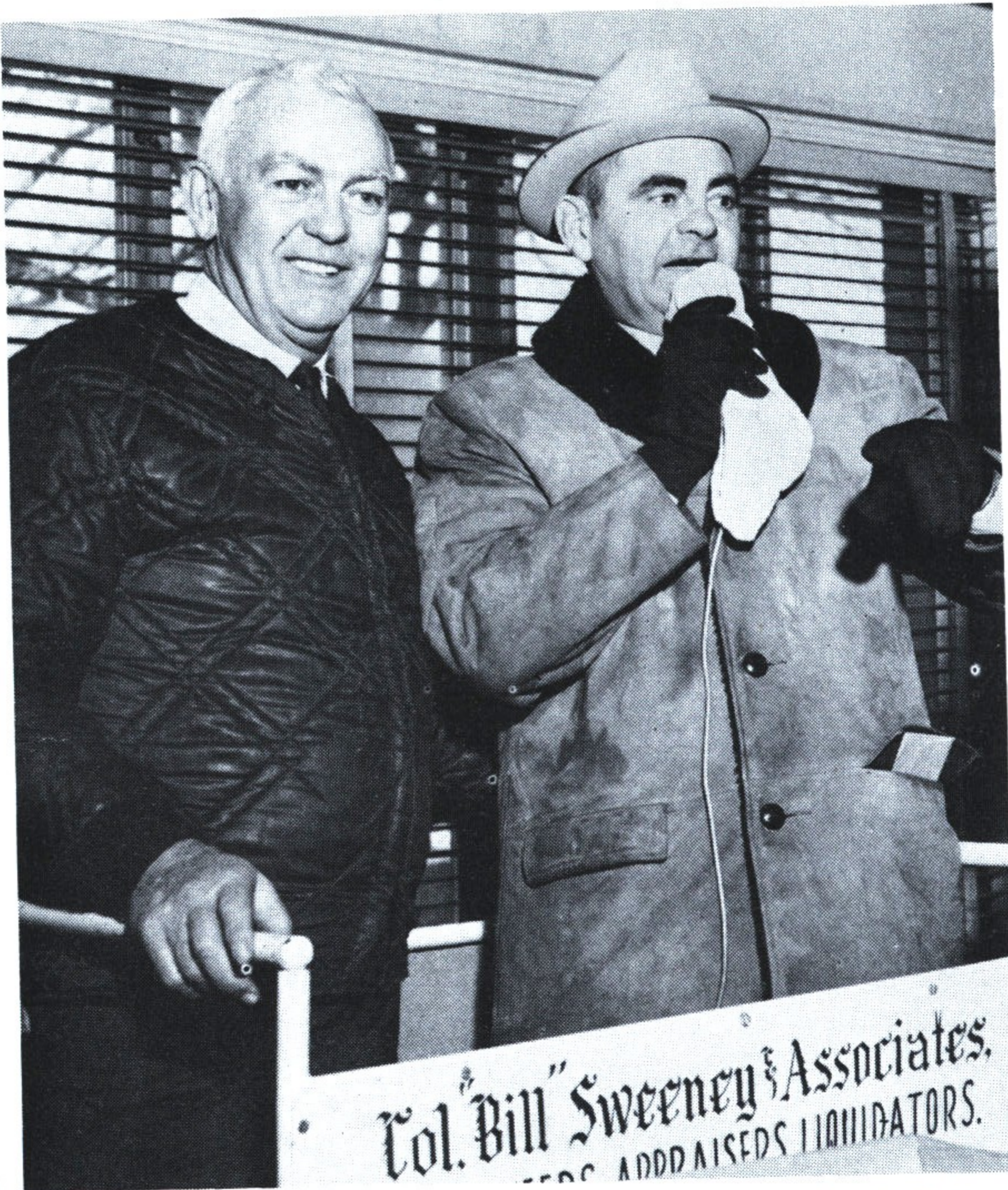
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Pictured above are former Bloomington Chief of Police, Bernard McElvaney (left), and Col. Bill Sweeney at auction held March 7, 1970.

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It's Old Stuff

By Dave Kessler

Wavecrest

Wavecrest is best known for varied examples of a delicate white opaque, or opal white, glassware that is considered to be extremely collectible by antiques enthusiasts.

This ware was decorated and sold by the C. F. Monroe Co. of Meriden, Conn.

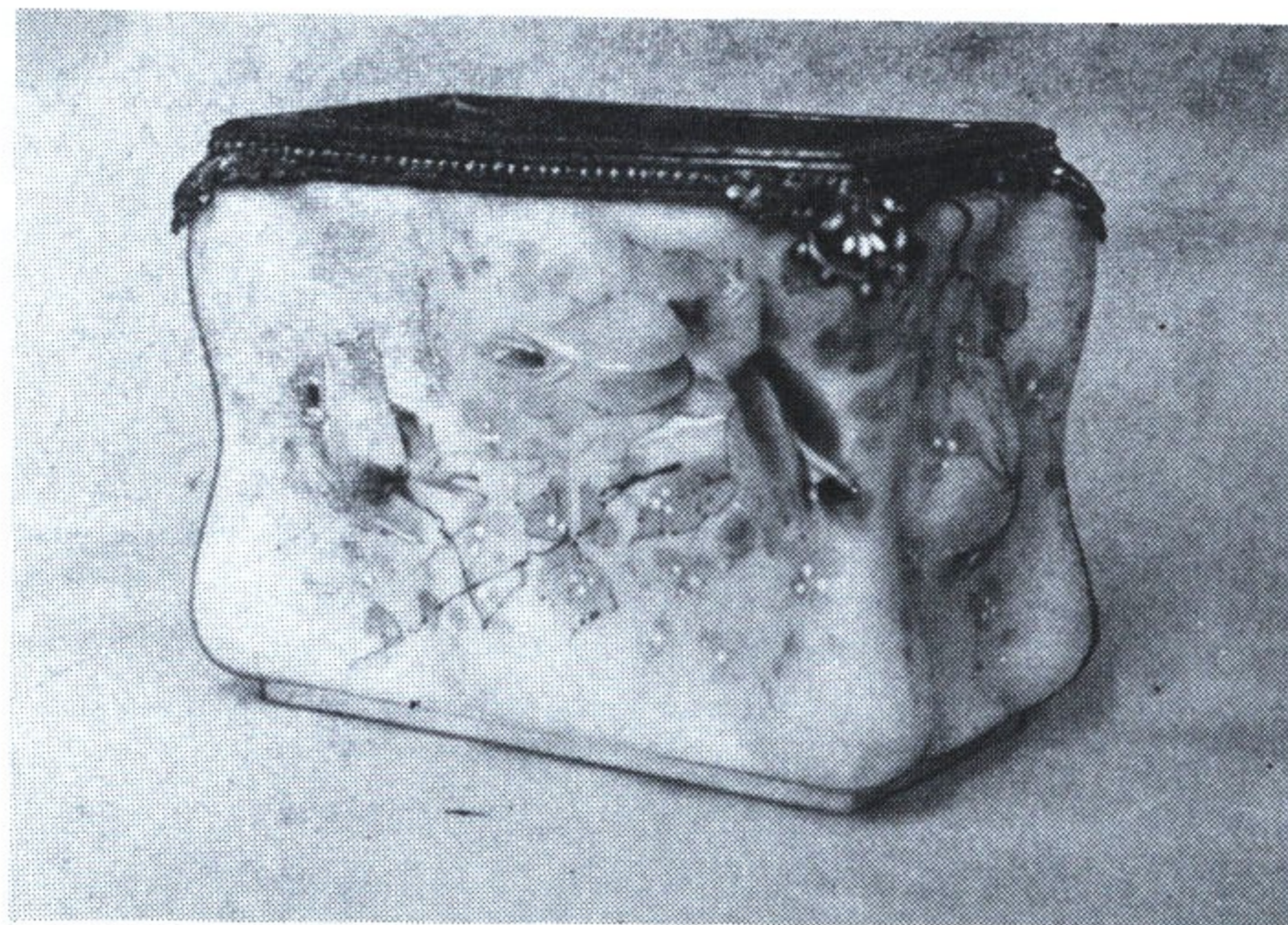
The patent for Wavecrest was obtained by the Monroe Co. in 1898 although they never manufactured the glass itself. The glass was blown and molded by the Pairpont Mfg. Co. of New Bedford, Mass. who then sold the blanks to Monroe to be decorated.

The Wavecrest name and mark is most familiar, but C. R. Monroe also patented Kelva ware in 1904. A ware called Nakara was never patented, but was widely sold.

Any of these three names may be stamped in red or black on the bottom of the piece, or the piece may be unmarked. It is assumed that the unmarked pieces were stamped with a washable ink, or that perhaps a paper label was used. In either case, the unmarked pieces are easily identifiable and are a greatly appreciated find.

The opaque white blanks were given a surface color or "ground" described by its New England originators as the color of the frothy crest of an ocean wave, but more easily described by landlocked Midwesterners as egg shell in color. Other "grounds" were used but this was the most popular.

The flowers or other decorations in color were then applied over this "ground" in a type of china paint that was almost always used in pastel tones. Highlights were added to this decoration by applying pinpoint spots or brush strokes of enamel. This enamel is built up away from the surface as compared to the pastel colors and the over-all effect is that



Wavecrest Letter Holder w/brass ormolu trim.

of beautiful artistic achievement by a master artist.

Most pieces of Wavecrest, Nakara or Kelva have brass framings or fittings sometimes called ormolu trim. On rare occasions this trim is made of silver.

The trim may be used as the base, feet or legs or more often as the collar or rim on top edges. The metal trim is fastened to the glass piece with plaster instead of glue so care should be used in washing and handling.

Additional color was given to this ware by adding fine satin linings to the interior. When the original satin has had good care it will probably be found in gold, rose or pale blue as these were the most popular colors used.

Quite a variety of Wavecrest, Nakara and Kelva pieces were produced and some of the pieces most readily acquired are posder boxes, jewel boxes, collar boxes, other dresser pieces most readily acquired are powder boxes, jewel boxes, collar boxes, other dresser

If you destroy a free market, you create a black market. If you have 10,000 regulations, you destroy all respect for law.—*Sir Winston Churchill*

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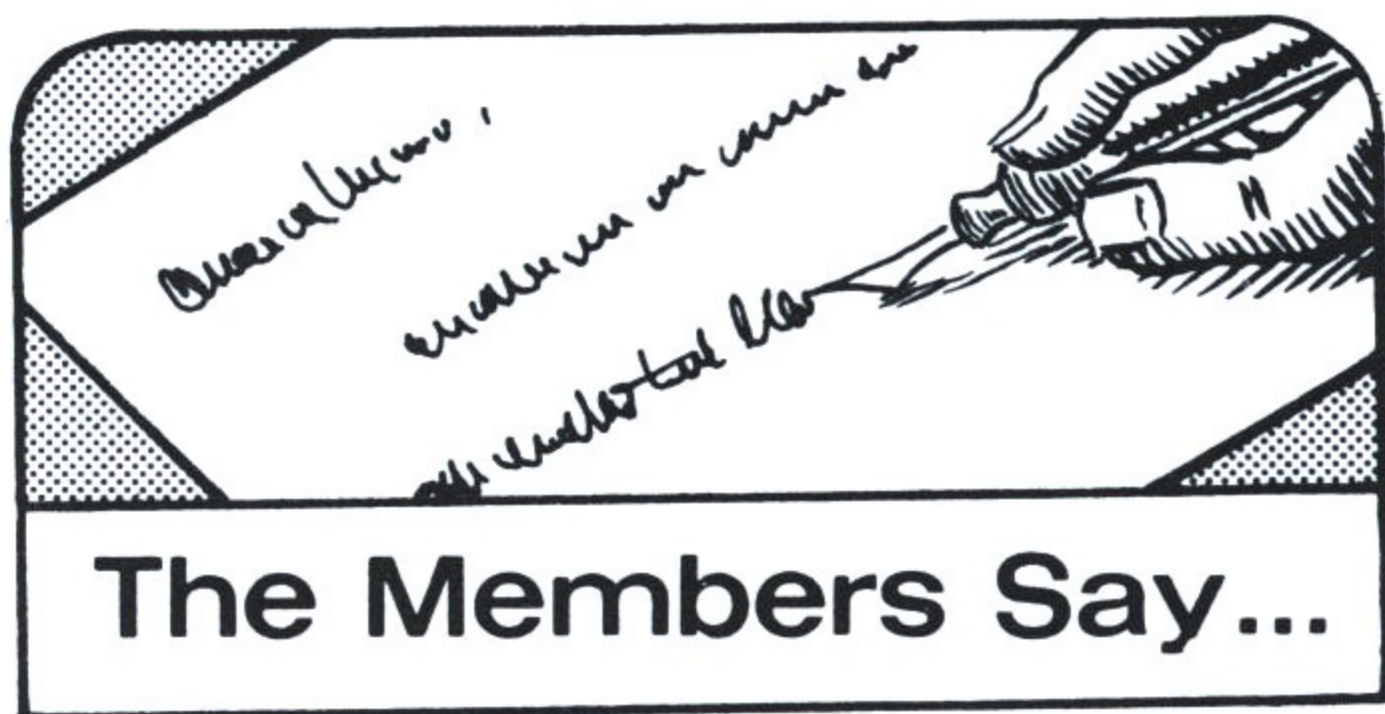
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Ladies Auxiliary to the NAA



Dear Mr. Hart:

Please find enclosed \$10.00 check for dues of William Cazal, local auctioneer, who wishes to join with us in the National. Hooray! for Louisiana, we have formed an Association. Our first meeting was held in Alexandria, Louisiana, with 15 auctioneers in attendance and have had several join since. Wish us luck.

Thanks,
RANDY McCOY
Shreveport, Louisiana

Dear Bernie:

Enclosed you will find our check for ½ of our pledge. The other half will come along later. We are enjoying reading the Auctioneer more and more. It seems you keep right on improving it all the time. We do not have Col. Earl Wright's address but would you convey to him our appreciation for his "wonderful" article, "Why The Rush?" There are always good articles in every issue of the Auctioneer, however, this one struck me as being the best one I have read in a long time.

With Best Wishes,
CURTIS CUNNINGHAM
Greenwood, S. C.

Dear Sir:

I am enclosing a check, total \$15.00, of which I want \$10.00 for membership fee and subscription to "The Auctioneer", and \$5.00 to have my name appear in the "Booster" page for one year.

IN UNITY THERE IS STRENGTH

We also look forward to going to the 1970 National Auctioneers Convention in Milwaukee, Wisconsin, on July 30, 31, and August 1.

I realize there are not too many "Lady" auctioneers, but believe there should be more of them.

Yours truly,
AUDREY KNUTSON
Minneapolis, Minnesota

Hi Bernie:

I am enclosing a clipping from the Bismarck Tribune, the passing of Ray Schnell, the funeral is today at 2:00 P.M., in Dickinson. So this leaves me the oldest auctioneer in North Dakota.

The weather is nice here and the sale season is nearly over. The farm auctions have been going real good. We sold 47 Holstein dairy cows Tuesday, and averaged \$482.00 with a \$615.00 top.

Will See You In Omaha
F. E. FITZGERALD
Bismarck, N. D.

Dear Bernie:

I have been wanting to send this newspaper clipping of Harold Richmond's death. He was a real gentleman and a friend to all young Auctioneers. He was always there to answer questions and offer suggestions. One day, I was sitting in his office and he said something and I said that sounds good, I wish I had said that. Harold replied, "Knowing you you will". He was always kidding me about stealing and copying his chant. Know what, he was right. His death is a real loss to many people. His wife, Ruth, has been a real auctioneer's wife, son, Scott, is a law student at University of Kentucky and is thinking about going to Auction School during this summer vacation.

I hope he does. It just doesn't seem right not seeing a Richmond Auction ad in the morning paper. Sales are excellent, all the auctioneers around here are booking many fine sales. We are looking forward to the many fine conventions. We have the Indiana District Convention,



MISSOURI AUCTION SCHOOL

KANSAS CITY, MISSOURI

REAL ESTATE CLASS OF MARCH, 1970

FIRST ROW LEFT TO RIGHT: Melvin L. Rippetoe, Okla.; Richard W. Dewees, President, Mo.; Delbert Winchester, Instructor, Okla.; Terry P. Lawton, Vermont; A. Scott Anderson, Ks.

SECOND ROW LEFT TO RIGHT: J. K. Wagoner, Wyo.; Al Cantrell, Tenn.; Darrell L. Webber, Ks.; Milton Anderson, Ks.; Ralph W. Bear, Ks.; Thomas Gagliardi, Jr., Conn.

THIRD ROW LEFT TO RIGHT: James R. Buderus, Calif.; Wiley E. Burris, Nebr.; Alfred V. Zogg, Jr., New York, John W. Darnall, Wyo.; John M. Williamson, Calif.

FOURTH ROW LEFT TO RIGHT: Seymour S. Hill, Jr., Mo.; J. M. (Jack) Denby, Jr., Okla.; Kenneth Horine, Mo.; Donald Stichter, Ind.; Paul W. Lawton, New Hampshire; Samuel J. Babcock, Mich.

March 24, the Kentucky State April 5-6 and of course the National. I'm sure I'll be seeing you at one of these great conventions.

Your friend,
JOHN P. O'CONNOR
Owensboro, Kentucky

Dear Bernie:

Enclosed please find check for dues. Sorry to be late sending them in. I spent two months in the hospital and have been home nearly a month. I am still confined to the house, but hope to be able to get out a little, soon. I have had to turn a few sales over to some one else. Hope to be able to come to the Convention.

WATSON VAN SCIVER
Burlington, New Jersey

Dear Sir:

Enclosed \$5.00 check for one year support of National Auctioneers magazine. Keep up the good work, we enjoy it.

Sincerely,
JAMES P. READ
Maple Park, Illinois

Dear Mr. Hart:

I'm sorry my dues are late, I will try to be on time next year. I'm enclosing my check for \$40.00, \$10.00 for dues, \$5.00 for "Booster" page and \$25.00 for the Building Fund. I sincerely wish we could send more. The year of 1970 looks like it is going to be a good one to us. We will try to make another contribution later this year. My family and myself feel that the Auctioneer Association getting a home of our own is going to be a great step in being really together and strengthen our organization.

I think the auction profession is the greatest of them all, and also I'm very fortunate in having a wife and two children that feel the same way. We are going to try very hard to attend the

National Convention this year. We will be looking forward to seeing you there and becoming acquainted.

Sincerely yours,
RALPH L. WARE
Puxico, Missouri



Georgia Farm Auction Tops Half Million

A 1,319 acre farm, less than a half-mile from the city limits of Perry, Georgia, has been sold at auction for \$510,000 or \$396 per acre. It was the largest land transaction, money wise, in Houston County's history according to qualified sources.

More than 700 persons attended the auction which included all the personal property, including the automobile, of the J. E. Davidson family. The Davidson's are going to Australia to take up residence and they planned to travel light. The auction firm in charge of the sale, Hudson and Marshall, Macon, Georgia, included transporting the family to the airport as a part of their services.

The farm was first auctioned in small tracts with the sellers reserving the right to also offer it as one unit. Prices on the tracts ranged from \$300 to \$860 per acre or a total of \$495,000. When offered as a unit the first bid was \$500,000.

In addition to the land, the farm equipment and personal property added another \$75,000 to the sale total.



Franchises Added to Auto Auction Chain

NEW YORK—Nationwide Auto Auctions, Ltd., retail auctioneer of used cars, has announced the opening of three more franchises in Westbury, L. I., Yonkers and Philadelphia, Pa.

Nationwide sells used cars at public auctions through its franchise centers located along the Eastern Seaboard. The three new franchises bring to 14 the number of such centers in operation.

Across The Country

BY BERNARD HART



Four men have passed away in recent weeks that were not Mr. Average American by any means. They were men who made a great contribution to the field of merchandising, men who "stood ten feet tall" among their friends and associates and men who made others better men through association.

Deaths of three of these men have been reported in *THE AUCTIONEER*, two in this issue and one in the April issue. They are Dan J. Fuller, Ray Schnell and Guy L. Pettit. The fourth is Frank Richards. Each of these men entered life under humble circumstances. Yet, each of them cultivated their God given talents to a point that made them outstanding in their line of endeavor and while doing so they gained the respect of all who associated with them.

Frank Richards spent the 17 years preceding his retirement as Secretary of the American Angus Association. The breed made giant strides to Richards' planning. Prior to his affiliation with the breed association, Frank Richards was active daily in merchandising all breeds of purebred livestock as Field Representative for the Corn Belt Farm Dailies.

At our 1962 National Convention in Lincoln, Mr. Richards made an address that was one of the best at any convention. One of his remarks was, "Do you realize how many liberties we as Americans have lost in the last 20 years?" He followed this question with another that needed no answer, "Do you think you'll ever get any of them back?"

Of the four men it was Guy Pettit that I knew best. In the years of 1948 through 1952 it was my privilege to represent the *POLLED HEREFORD MAGAZINE* at many sales where Guy was the auctioneer. After that and until his retirement it was again my privilege to sometimes share the auction block with him.

This association meant that we travelled in the same automobile, the same train or the same plane over half the United States. These experiences are where you really get to know a person. A large portion of any success I may have attained is due to my associations with these four men. I am sure that every reader who knew them will make a similar statement.

What makes a man great? Why do some stand ten feet tall—and only a select few? Do we have these type men in the NAA today? These questions are not easily answered. In visiting with Carman Potter the day of Guy Pettit's funeral services we both wondered if the day of dignity and salesmanship that was such a necessity for a successful auctioneer in the purebred livestock field was fading away with the passing of Col. Guy and the retirement of some others we knew. Or, as Carman remarked, "Are we just old and critical?"

I am wondering how many ambitious auctioneers of today spend daily periods practicing before a mirror. I feel certain the answer is, "Not nearly enough." But according to Guy Pettit's son it was the Colonel's routine for many years. I'm wondering if today's auctioneers are willing to make the sacrifices required to attain the goals of those gone by.

Now to a new subject, the future of auctioneering. We hear it continuously that selling at auction is still in its infancy. Never were opportunities more plentiful. In fact, we have heard it for so long that I am sure many consider it a myth. But it definitely isn't.

Early in April I attended a meeting of Auto Auction owners in Toronto. At this particular meeting there happened to be more representatives from the consigning side than there were auction owners. We were told by these men, factory repre-

sentatives and leasing executives that the approximately one million automobiles passing through Auto Auctions today would increase to five million by 1975—providing the auto auction men had facilities and personnel to handle this anticipated volume.

This means that the auto industry alone will have openings for five times as many auctioneers as they are using today. And this is only one segment of the auction business. Surely other fields of auctioneering offer similar challenges. What do you think? Is auctioneering still in its infancy?

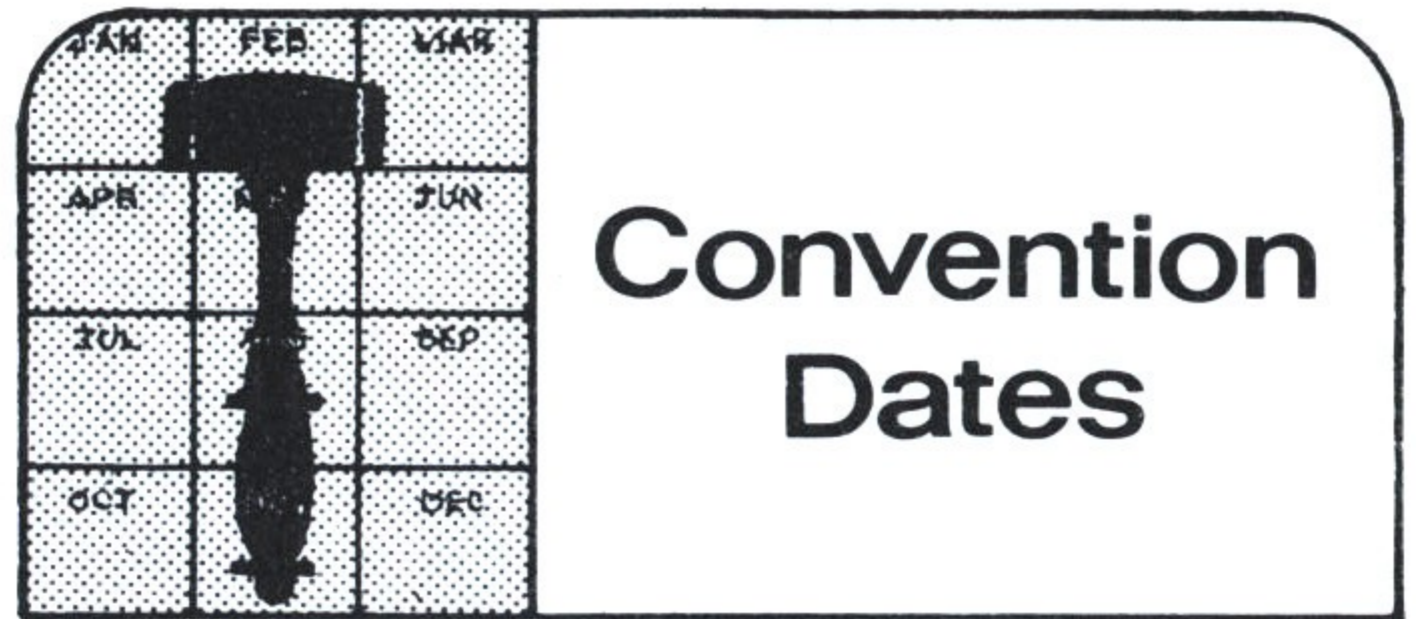
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- May 3—Oklahoma State Auctioneers Association, Oklahoma City
- May 23-24—Kansas Auctioneers Association, Hilton Inn, Hutchinson
- June 5-6—Texas Auctioneers Association, Corpus Christi
- June 9-10—Wisconsin Auctioneers Association
- June 12-13—South Dakota Auctioneers Association, Aberdeen
- June 13-14—Ohio Auctioneers Association, Atwood State Lodge, Delroy
- June 13-14—West Virginia Auctioneers Association, Cedar Lakes.
- June 28-29—Tennessee Auctioneers Association, Mountain View Motel, Gatlinburg
- July 30-31 and Aug. 1—N. A. A. National Convention, Pfister Hotel, Milwaukee, Wisconsin

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The Lighter Side...

POINT OF VIEW

An expensive specialist finished his medical examination of the panhandler and told him the fee was \$25.

“Too high,” the panhandler said.

“Make it \$15 then.”

“Still too much. I haven’t got it.”

“All right give me \$5, and beat it.”

“Who has \$5?”

“Give me whatever you have, and get out,” said the doctor.

“I have nothing.”

“If you have no money,” yelled the doctor, “you have some nerve to call on a specialist of my standing and my fees.”

The panhandler yelled back, “When my health is concerned nothing is too expensive for me.”

NOISE

The doorbell rang and the neighbor from across the hall stood in a rage. “If you won’t stop practicing on those idiotic drums, I’ll go out of my mind.”

“I’m sorry, but I think you’re too late,” said the drummer. “I stopped 15 minutes ago.”

EXPECTATIONS

The woman was trying to exchange a pair of stockings at the department store. Apparently they were too short.

“What’s the matter, Madam?” asked the exchange clerk. “Don’t these stockings come up to your expectations?”

“Up to my expectations,” exclaimed the woman. “They don’t even come up to my knees.”

TV ADVERTISING

Married man to good-looking bachelor: “How in the world have you been able to stay single so long?”

Good-looking bachelor: “It’s easy. Every time I look at television, I know at least 180,000,000 women are anemic, have stringy hair, lack muscle tone, are overweight, and have rough hands!”

WHAT SHARP EYES YOU HAVE

Wife: “I saw you winking at the girls down at the corner the other day.”

Husband: “I wasn’t winking, that’s a busy corner and something got in my eye.”

Wife: “She got into your car, too.”

THE WORKER

A lady visitor was impressed by the number of slogans on the office wall reading “Think,” “Think Big,” and “Think Creatively,” and others in the same vein. When she commented to the head man, he shrugged and said, “Yes, they’re a great gang for putting up mottoes on the walls.”

“But that man over at the corner desk! He doesn’t have any signs at all. How has he resisted conforming?”

“Well,” sighed the boss, “somebody around here has to do the work.”

AMEN!

“I say,” ranted the politician, “we must throw out socialism, communism, anarchism . . .”

“While you’re at it,” shouted a farmer, “throw out rheumatism.”

VIRTUE

A man was describing his brother to a friend. "He doesn't smoke, drink or gamble. He has absolutely nothing to do with women. He's hard working, quiet and obedient. He doesn't attend night-clubs, movies nor prize fights. He's in bed early every night and rises with the dawn. He goes to chapel every Sunday without fail.

"He's been like this for two years now," he continued, "but just wait until next week—when they let him out of there."

WAR

A pretty nurse, just returned from Vietnam, was describing a rocket attack on her base. "When the rockets came flying in," she explained, "I jumped right into the nearest wolf-hole."

"You mean fox-hole, don't you?" interrupted a listener.

"Maybe a fox dug it," she said, "but there was a wolf in it when I got there."

TIME TWISTER

At four years it begins. A woman is suddenly 5½ years, the same age as her cousin who is visiting her. At 7 she is 9, at 11 she is almost 14, and at 15 she is 19. During her 20's there is little to conceal, but at 31 she is 28. At 37 she celebrates her 30th birthday. At 50 she is 39, at 60 she is 45, but at 70 she is 85—the longest living descendant of her family since the days of the Revolution and she'll reach 100 in another six years.

SPECIALIST

The baseball manager hurting for a win discovered a trick horse who could hit the ball a mile. In a crucial game with the score tied in the last of the ninth, he put the horse in as a pinch hitter. On the first pitch, the horse swung and knocked the ball out of sight. "Run! Run!" cried the manager.

"Don't be crazy!" replied the nag. "If I could run I'd be out at Santa Anita!"



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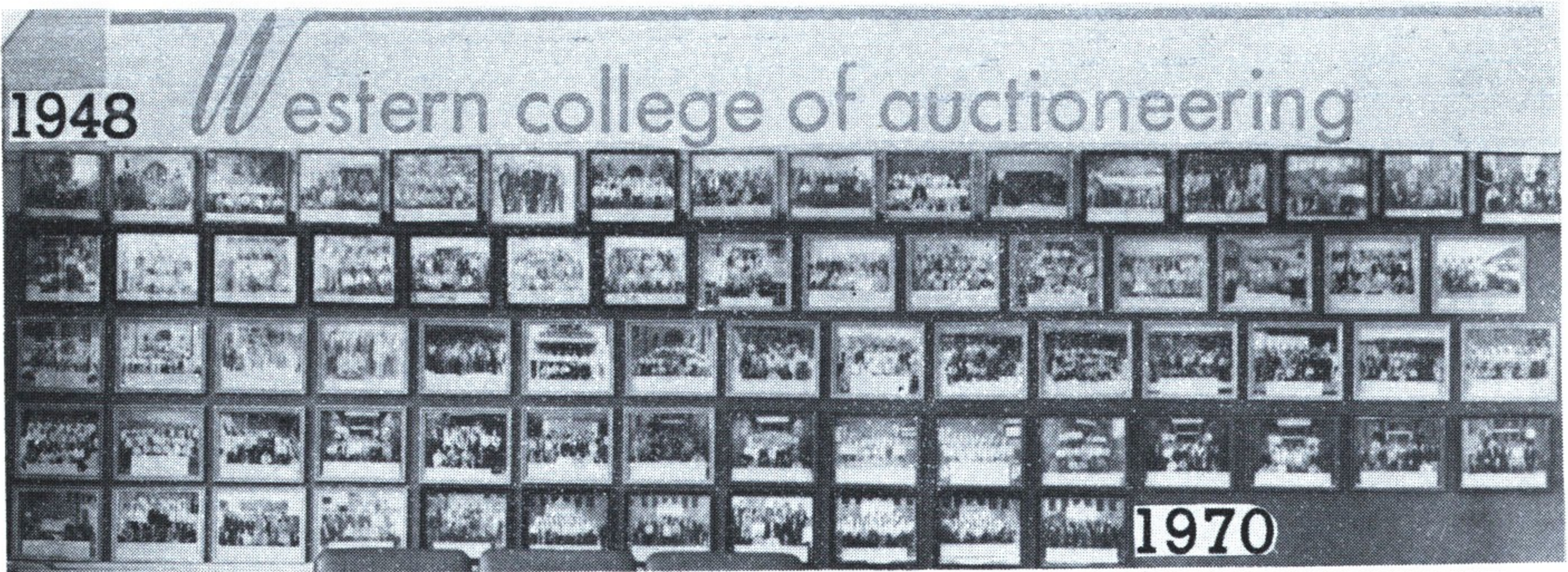
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"CLERK-SAVER" CLERKING TICKETS—Form No. CT-12

Original and 2 copies on NCR paper (makes its own carbon copies) 8½x11" sheets perforated to make 12 tickets 1¾x4½". This is an extremely fast, easy, and accurate combination clerking and cashiering form. At the moment of the sale the clerk writes the item sold, the buyer, and the price. The clerk writes only these 3 words and the cashier never writes, rewrites, or copies a word. The buyer receives one copy as a paid receipt, and the seller and auctioneer each keep one. There is not duplication or posting errors. This one form replaces both the standard clerking sheets and cashiers statement. You'll like these.

9,000 Tickets (1/3 White, Pink & Card) . . . \$14.50
18,000 Tickets (1/3 White, Pink & Card) . . . 27.50
36,000 Tickets (1/3 White, Pink & Card) . . . 55.00

STANDARD CLERKING SHEETS . . . Form No. CLS-2

8½x11", 50 sheets per pad. Has column for lot number, description of item, quantity, purchase price, etc.

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

STANDARD CASHIER'S STATEMENT . . Form No. CAS-1.

2 part, original for auctioneer and copy for buyer, 50 sets per pad, 5½x8½".

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

EQUIPMENT AUCTION TAGS . . . Form No. EAT 3-59.

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

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

WIRES FOR EQUIPMENT AUCTION TAGS, 12" long.

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

BUYER CARDS . . . Form No. BC-69

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

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FINAL SETTLEMENT FORMS . . . Form FS-69

8½x11", 50 sheets per pad. Space provided for total gross proceeds of sale less expenses and commissions to be paid by seller. Seller signs that he received net proceeds and guarantees to provide merchantable title to all items sold and deliver title to purchasers. Auctioneer keeps original and seller keeps the copy.

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

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

8½x11", 50 sheets per pad. Space for buyer's number, name, address, phone number and other information.

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

8½x11", 50 sheets per pad. Original for auctioneer, copy for consignor. Space for seller's name, address, phone, date, lot number, description of items, sale price, sale commission or expense and consignor's net payment. Auctioneer signs that he received the items listed and seller signs that he has good title to all items and the right to sell. Auctioneer keeps the original and second copy and seller keeps a copy. Consignor receives second copy from auctioneer with his payment check. Space to list a number of items on each form.

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

PERSONAL PROPERTY AUCTION CONTRACT

. . . Form No. PPC-69

8½x11", 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 and will have everything ready and available by Sale time. Original to auctioneer and copy to seller.

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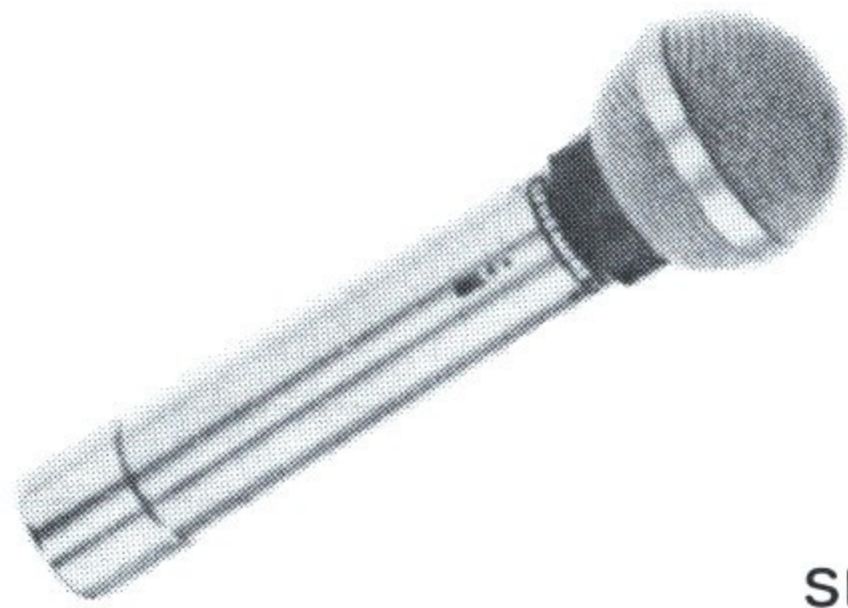
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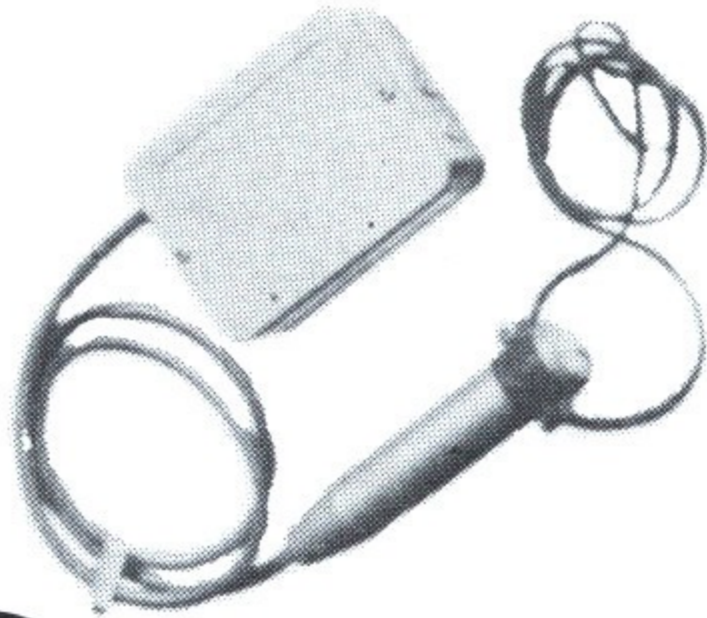


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SM-2

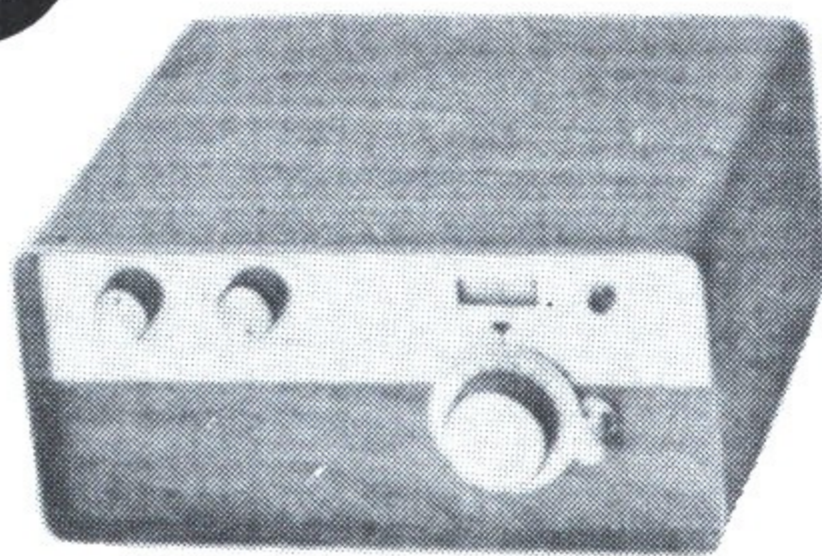
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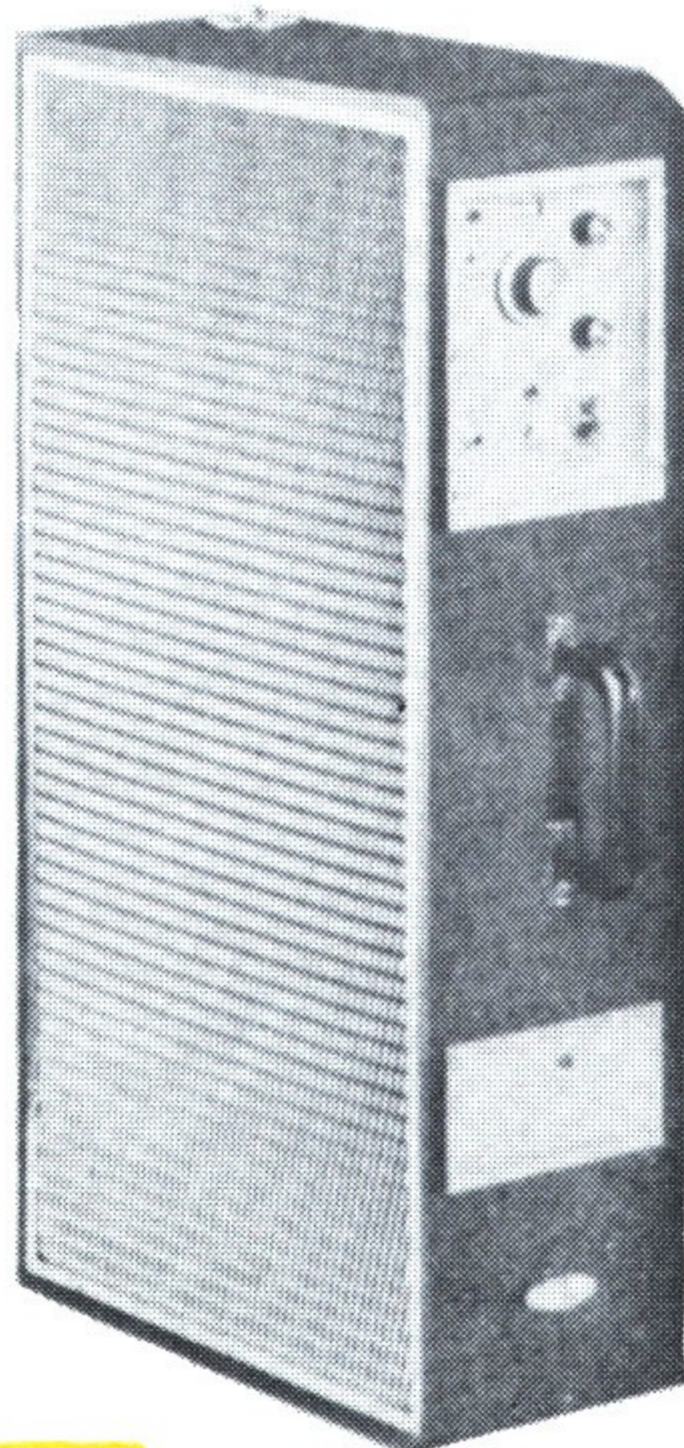


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