

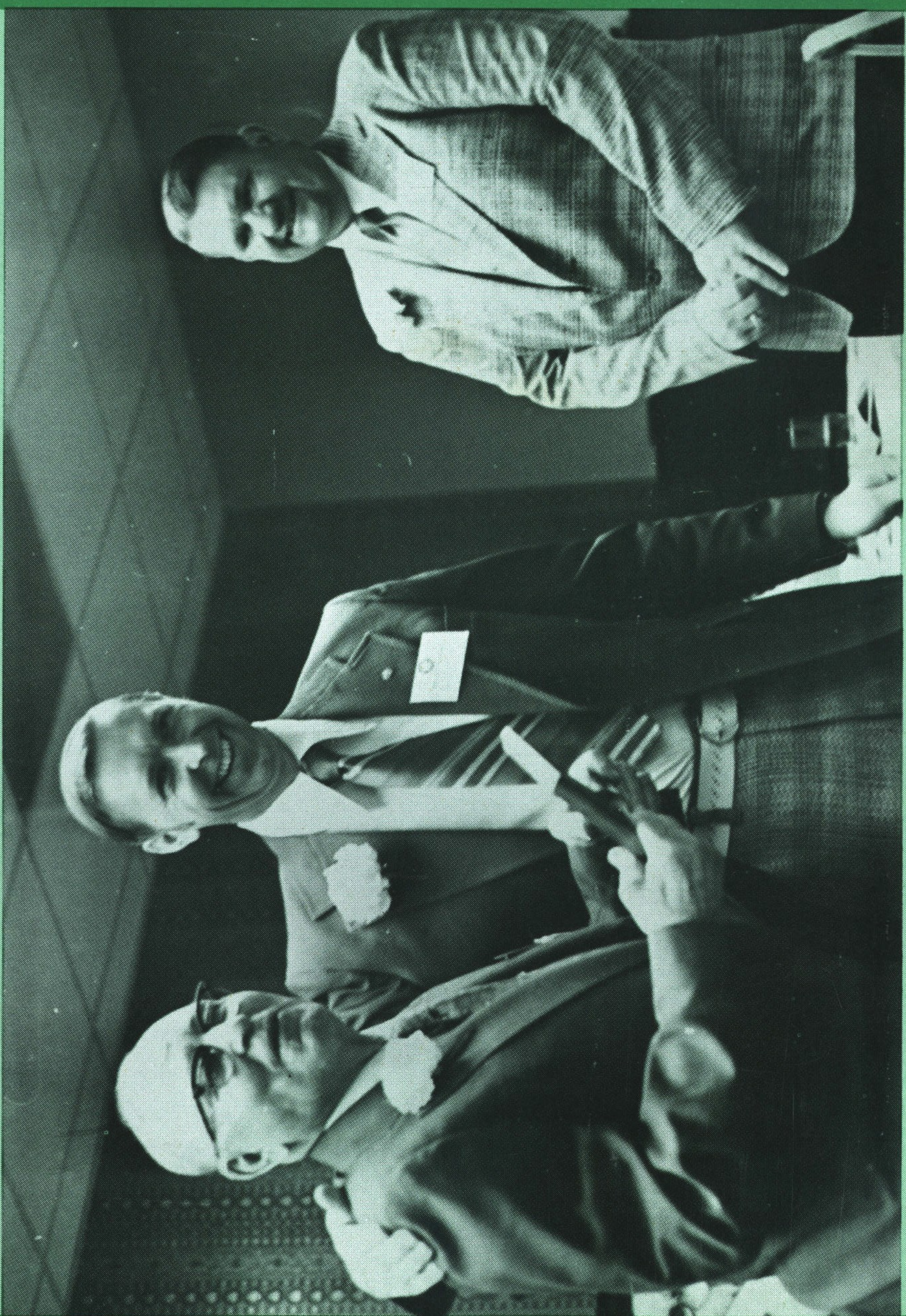
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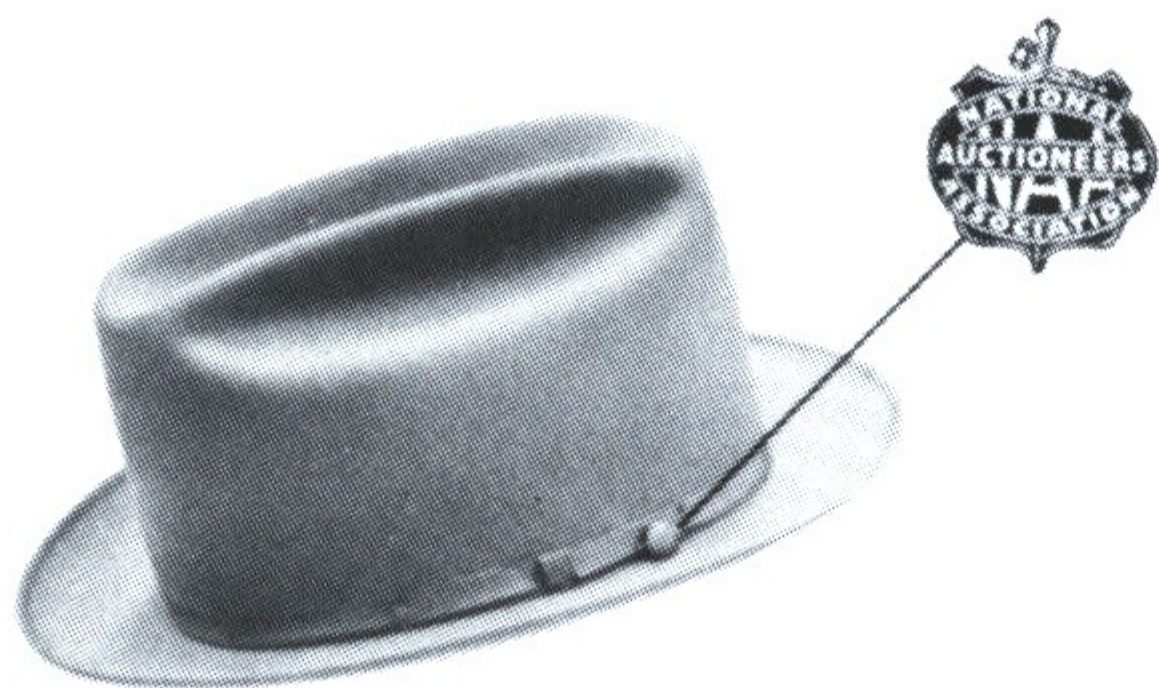
NO. 6

JUNE, 1974

THE

auctioneer





“AUCTIONEER HAT”



“AUCTIONEER’S GAVEL” TIE TACK

The summer straws are here, cream colored milan straw with the famous “Stetson Stallion Block” in the 3 brim widths — 2-1/8”, 2-3/8” and 2-5/8”. I am most happy to be in a position to offer these nice “Stetson” hats.

Now that I have received my shipment of “Stetson” auctioneer hats, I have filled all back orders and have a complete line of all sizes from 6-7/8 to 7-3/4 in all three brim widths as mentioned above in stock. Hopefully we will be able to ship from now on the day we receive your order. Our stock of jackets is now complete and we have the pressure sensitive auctioneer emblems in the beautiful 4 colors that can be put on and taken off. We also have the type that sews on and is washable. Let us know your choice when ordering.

The jackets went over far better than our expectations. We have shipped these London Fog type (washable) jackets all over. We have a new National Auctioneers emblem in the same three colors that is washable, that comes on the jacket. Colors are navy, natural, yellow, earth brown, and burgandy, comes in Med., Large and Ex-large.

We have had several inquiries about the “Open Road 7X (100% Beaver,” Stetson’s most famous hat. Anyone who is interested the price is \$100.00 and delivery time is about 30 days.

We still have the solid gold tie tac w/diamonds and emblems for your coat or blazer.

The gavel itself is 14 K “Solid gold”

with .15 high quality sparkling diamond	\$159.95
with .25 high quality sparkling diamond	\$219.95
Felt (Silver Belly)	\$14.95
Jackets w/3 color emblem	19.95 (large, medium and extra large)
3-color Auctioneer Emblems	3.00
Straws (light tan)	11.95
Plus 4% sales tax	

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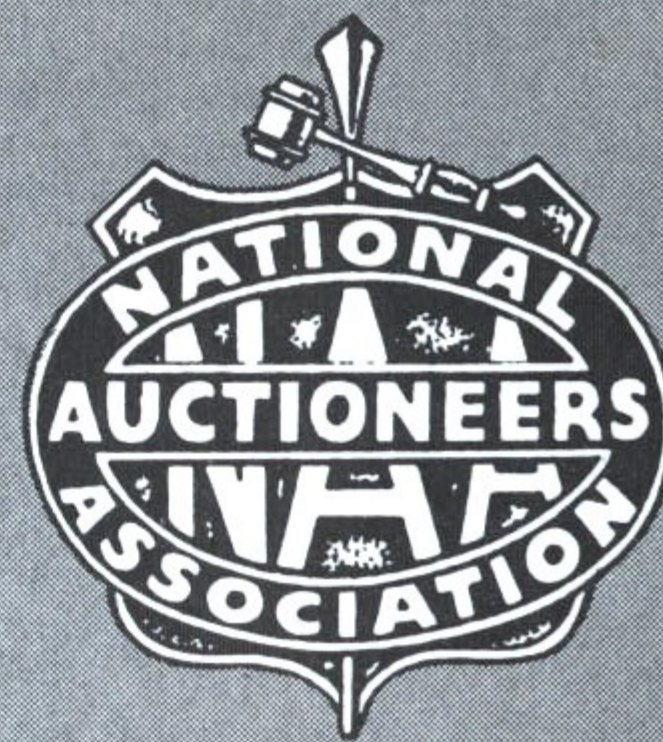
Telephone: Area Code 704/ Office 399-6372

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THE auctioneer

IS THE OFFICIAL PUBLICATION OF
NATIONAL AUCTIONEERS ASSOCIATION

135 LAKEWOOD DR. LINCOLN, NEBR. 68510



EDITOR

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

THE AUCTIONEER is a non-profit publication and every member of the NAA also owns a share of THE AUCTIONEER. It is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of selling.

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

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NATIONAL AUCTIONEERS ASSOCIATION CONVENTION

Headquarters, Rough Rider Hotel

Medora, North Dakota

July 22-23-24-25, 1974

Convention Chairman — Bob Penfield

PROGRAM

Monday, July 22

All Day — Registration, Rough Rider Hotel

3:00 P.M. — Committee meetings

3:00 P.M. — Trail ride #1, for Early Birds. Horsemanship Class by Bob Baumeister, La Plata, Mo.

7:00 P.M. — Early Bird Party — Talent Contest
Entertainment by sons and daughters of NAA members, Chuck wagon.

Tuesday, July 23

6:30 A.M. — Roundup Breakfast — Chuck wagon

8:00 A.M. — Trail ride #2, leaves camp after Horsemanship class.

All Day — Registration — Rough Rider Hotel

9:00 A.M. — Board of Directors meeting — Hubbard Library

10:00 A.M. — Trail ride #3 leaves camp

12:00 Noon — Governors Luncheon — Gold Seal Amphitheater

Welcome to the Rough Rider State . . . Governor Arthur Link

Welcome to Medora . . . Harold Schaefer

President's Address . . . Joseph Donahoe, Darlington, Wisc.

- 2:30 P.M. — Our Heritage — Ralph “Doc” Hubbard, Curator, Medora Museum.
- 3:15 P.M. — Meet the Old Timers . . . Rex Young, Plattsmouth, Nebr., moderator.
- 4:15 P.M. — Trail ride #4 leaves camp.
- 8:30 P.M. — Medora Musical — Gold Seal Amphitheater
- 10:00 P.M. to ——— Campfire singalong with the stars. Special vocalist, Bruce Mullen, Pasco, Wash.

Wednesday, July 24

- 6:30 A.M. —Roundup breakfast — Chuck wagon.
- 7:30 A.M. — Trail ride #5 leaves camp.
- 8:00 A.M. — Past President’s Breakfast — Rough Rider Hotel
- All Day — Registration — Rough Rider Hotel
- 9:00 A.M. — “Land Use Program and Us”, R. A. “Dick” Mader, Gillette, Wyoming.
- 9:45 A.M. — Agriculture, Hon. Milton R. Young, Chairman, U.S. Senate Agriculture Committee
- 10:30 A.M. —Coffee and Rolls, Missouri Auction School
- 11:00 A.M. — Commercial Cattle Auctions, Dale McPherson, Rapid City, S.D.
- 12:00 Noon — Dinner at the Chuck wagon.
- 2:00 P.M. — NAA Championship Rodeo, Willard Schnell, Arena Director, Dickinson, N.D.
 Featured events: Bareback bronc riding, saddle bronc riding, brahma bull riding, calf roping, and steer wrestling. Also calf tying contest for all NAA Board Members and Officers. A bronc riding match between any or all auctioneers that attended the 1973 convention.
- 4:30 P.M. — Trail ride #6 leaves camp.
- 5:00 P.M. —Buffalo barbeque at picnic grounds.
- 7:00 P.M. — Fun Auction — Picnic grounds. Co-chairmen, Stanley Wald, Charlie Fischer, Frank Bass.
- 10:00 P.M. — Campfire singalong with the stars.

Thursday, July 25

6:30 A.M. — Roundup breakfast, chuckwagon.

7:30 A.M. — Trail ride #7 leaves camp.

8:00 A.M. — State Presidents and Secretarys' breakfast — Rough Rider Hotel

All Day — Registration, Rough Rider Hotel

9:00 A.M. — From the Field to the Frying Pan, Carole Conrad, Reeder, N.D.

9:45 A.M. — 15 minute break to dispense Linament and Ace bandages to NAA officers and Board Members.

10:00 A.M. — Bid Calling Seminar — Bob Steffes, Moderator, Arthur, N.D. 1972 Worlds Champion Livestock Auctioneer.

11:00 A.M. — Merchandising Purebred Livestock at Auction, Pat Goggins, Billings, Mont.

LUNCH BREAK

2:00 P.M. — NAA Business Meeting
Memorial Service for Deceased Members, conducted by Ladies Auxiliary.
Secretary's Report
Treasurer's Report
Report of Auditing Committee
Report of Grievance Committee
Report of Resolutions Committee
Report of Awards Committee
Report of Membership - Promotion - Education Committee
Report of Advertising Committee
Report of Promotional Film Investigation Committee
Report of National Auctioneers Week Committee
Old and New Business
Election of Officers and Directors
Acceptance Address of New Auxiliary President
Acceptance Address of New NAA President
Announcements

4:00 P.M. — Adjourn

4:15 P.M. — Meeting of 1974-75 Officers and Directors

6:00 P.M. — Awards — Beef Steak Fry
Address — Mr. Luther Bjerke, Associate Dean, North Dakota University, Grand Forks, N.D.

8:30 P.M. — Dance, music by Bruce Mullen and his Western Band, Pasco, Wash.

10:00 P.M. — Final Singalong and goodbye.

LADIES AUXILIARY CONVENTION PROGRAM

Headquarters, Rough Rider Hotel

Medora, North Dakota

July 22-25, 1974

Auxiliary Chairman — Winona Penfield, Bowman, No. Dakota

Monday, July 22

All Day — Registration Rough Rider Hotel

7:00 P.M. — Early Bird Party and Talent Contest.

Tuesday, July 23

9:30 A.M. — Coffee and Rolls with the North Dakota Ladies.

12:00 Noon — Governor's Luncheon — Amphitheater

8:30 P.M. — Burning Hills Singers — Amphitheater

10:00 P.M. — Singalong at campfire.

Wednesday, July 24

9:00 A.M. — Coffee with the South Dakota Ladies.

12:00 Noon — Luncheon

2:00 P.M. — Rodeo

5:00 P.M. — Buffalo barbeque

7:00 P.M. — Fun Auction

10:00 P.M. — Campfire singalong.

Thursday, July 25

6:30 A.M. — Breakfast, Chuckwagon

9:00 A.M. — Coffee with Montana Ladies.

11:00 A.M. — Brunch, Ladies style show, chuckwagon.

6:00 P.M. — Beef steak fry.

8:00 PM. — Dance, with Bruce Mullen Western Band, Pasco, Wash.

10:00 P.M. — Final campfire and singalong.

YOUNG PEOPLES PROGRAM

Monday, July 22

- 3:00 P.M. — Horses and Horsemanship by Bob Baumeister.
Adults also welcome — 1st trail ride after class.
- 7:00 P.M. — Early Bird Party and Talent Contest — Sons and daughters
of NAA members, Chuckwagon.

Tuesday, July 23

- 8:00 A.M. — More horsemanship by Bob Baumeister, Trail ride #2 will
follow.
- 10:00 A.M. — Trail ride #3 leaves camp.
- 2:30 P.M. — Our Heritage — Doc Hubbard. A history lesson you'll enjoy
and remember.
- 4:15 P.M. — Trail ride #4 leaves camp.
- 8:30 P.M. — Medora Muscial — Kids from 2 to 82 will enjoy this.

Wednesday, July 24

- 7:30 A.M. — Trail ride #5 leaves camp.
- 2:00 P.M. — Rodeo Time
- 4:30 P.M. — Trail ride #6 leaves camp.
- 5:00 P.M. — Buffalo barbeque
- 7:00 P.M. — Fun Auction

Thursday, July 25

- 7:30 A.M. — Trail ride #7 leaves camp.
- 6:00 P.M. — Awards, Beef Steak Fry

SPECIAL NOTE FOR LITTLE YOUNG PEOPLE!!

Tuesday 8:00 A.M. to 12:00 Noon

Wednesday 8:00 A.M. to 12:00 Noon

Thursday 8:00 A.M. to 12:00 Noon

“The Ray McDonald Family, Puppet Show and Entertainment”

Baby sitters for small tots available on request — Let us know your needs
when you register.

SWIMMING POOL AT BADLANDS MOTEL — Lifeguard on duty
9:00 A.M. til 9:00 P.M. Daily.

President's Message

Enthusiasm among auctioneers appears to be at an all time high as far as organization is concerned, whether it be on the State or National level. My visits to various state meetings during the year has made this very evident. Attendance and participation by old and new members alike has been very gratifying.

The single most concern in the minds of all seems to be — how can we improve our State and National Associations, so that they will contribute to upgrading the auction profession and the auctioneer. Members are not only concerned with the immediate future, but are looking to the future on a long term basis, some as far as ten years in advance.

This is good. We must determine our goals and then systematically work toward the accomplishments of these goals. Dedicated effort and cooperation by all members will ultimately prove successful.

There is a [REDACTED] vation that has improved [REDACTED] t. The co-

operation there is between competitor auctioneers in working for the good and benefit of the profession is much better now than a few years back. It appears that the jealousy between auctioneers is fast disappearing.

Leadership in the state organizations has been great with the growth of most state associations bearing this out. Good and growing state associations will make the National Association grow also. The National has had a large number of new members this year. There has also been the usual number of non-renewals. Some failed to renew due to the increase of National dues, others for unknown reasons. Even with the non-renewals I'm sure our membership will be at an all time high come convention time.

I thank the state leaders for their contributions and efforts this past year. Really you are the ground work of the National Association. A salute to you for a job well done.

Will look forward to seeing a record turnout at the National Convention in Medora, North Dakota, July 22-23-24 and 25th.

TRANSPORTATION TO MEDORA

If you are traveling by air, fly to Bismarck. Northwest Orient, North Central and Frontier airlines all serve Bismarck. Transportation from Bismarck to Medora will be awaiting you — IF — You advise us date and time of arrival and Flight Number.

Send this information to:

Bernard Hart, Secretary
135 Lakewood Drive
Lincoln, Nebr. 68510
Phone (402) 489-9356

GREYHOUND BUS LINES

Medora is a scheduled stop for Greyhound. East bound buses arrive at 8:08 A.M. and 3:55 P.M. Westbound buses arrive at 1:40 P.M. and 10:55 P.M.

AMTRAK

AMTRAK passes through Medora but it is not a scheduled stop. Buy your ticket to Dickinson. Check your local agent for schedule. We'll meet your train if you let us know — same procedure as those traveling by air.

YES, return transportation to Bismarck and Dickinson will be provided.

Common Sense in the Auction Business

By Leo Jesion

Some fifteen years ago I was a bricklayer, and I used to work with a partner who was strong and fast. By the time I had laid three bricks he had laid five or six. Needless to say, this put quite a bit of pressure on me. But the biggest drawback was that I was never fully satisfied with the work that we had done, and many times work had to be torn down and done over. After a while this got to me and I decided that I would work by myself for better or worse. When I worked for myself I took the extra pains to lay the work out correctly, make all my cuts in advance with a chisel instead of a hammer, etc. I figured that I would make a lot less money but I wouldn't have the constant aggravation that I had before. Here are the things that I discovered: Instead of being aggravated, I enjoyed the work. And although I was slow in starting, by quitting time I had laid more brick than I had laid previously, because as the day wore on I built up a rhythm and the work just seemed to fall in place. And I never had to do work over. Instead of looking for work, people came to me. Instead of having to do twice the amount of business I only had to do half as much for more money because I raised my prices and nobody complained. I should have learned a lesson of a lifetime there.

Eventually I got into the auction business by opening an auction barn. At times the barn would be so full that I had a hard time finding room for special sales. People used to say to me before a sale, "How many sales is it going to take to get rid of all this stuff?" In about four hours the barn was empty — everything sold. If it seems like I'm bragging, I'm really not, because there was only one jackass in the barn and that was me. The point is that I could have made just as much money working slower and more methodical and not worrying about where I would be getting merchandise for the following week.

Maybe that's why I'm not impressed when someone tells me how fast a certain auctioneer can sell. I'm impressed if you can add that he also gets the highest dollar.



Perhaps in cattle, tobacco, auto, and auctions like that where you have professional bidders this can be done. But I know for a fact that in the general auction field you have to mix your pace and work accordingly. There is no set pattern because every sale is different. Yes, I know that you can train your buyers to an extent. But then again, they can train you. Each auction is different, each item is different, and a mixed pace makes for a very interesting auction.

This is not to say that a very fast auctioneer cannot do a complete job. Any method you can use to get a job done is the way to do it.

I myself think a mixed pace is best because: (1) People tend not to get bored. (2) The people never know what you are going to do. and (3) You can gear your sales to the pace of the bidding.

Finally, do what you do best.
Hang in there!

LIFE

Life is made up of sobs, sniffles and smiles, with sniffles predominating. — O Henry.

ATTENTION

**Kentucky and Indiana Auctioneers
Going to the National Convention**

MEDORA, NORTH DAKOTA

COME WITH US — ON OUR CHARTERED BUS

Leave Louisville (The Galt House) 8:00 A.M., July 21

Leave Indianapolis (Stauffer's Inn) 10:05 A.M., July 21

Overnight stops at Dubuque and Bismarck

Arrive Medora 10:30 A.M., July 23

Leave Medora 8:00 A.M., July 26

**Return route through the Black Hills with overnight stops at
Murdo, S.D., and Davenport, Iowa, arriving**

Indianapolis app. 1:00 P.M., July 27

Louisville app. 3:30 P.M., July 27

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The Ladies Auxiliary

Dear Ladies:

Having little more than unpacked from our trip to the Nebraska Sand Hills country where the Nebraska Auctioneers and their wives met in annual convention early this month, I am taking note of what to assemble for the Convention in Medora, North Dakota in July. North Dakota's own Bob Penfield and his lady, Winona and daughter spoke to the Nebraska Auctioneers about the Convention plans and it sounds like one of informality and fun. I may even take along an extra pillow and go on one of the trail rides. It is my understanding that arrangements will be made for any who can come — even though reservations have not yet been made.

I joined my husband and the many others who attended one of the Association's Seminars in Las Vegas in January and would have to agree with the letters already printed about the merit of the course that I attended. We were also pleased to see our friends of the auction profession and to meet and make some new ones.

Hoping to see many of you in Medora and maybe if we all throw in an extra can of soup some of us amateur campers will survive.

Sincerely,
Carolyn Christensen
Pawnee City, Nebr.

Auctioneer's Daughter Graduates With Honors

Claudia Ann Offutt, daughter of Mr. and Mrs. Rex Offutt, Everton, Ark., was Salutatorian of the graduating class of Valley Springs High School. Mrs. Offutt is better known as Col. T. J. Offutt, a prominent Arkansas auctioneer, former Secretary-Treasurer and currently a member of the Board of Directors of the Arkansas Auctioneers Association.

Claudia Ann has also been named to Who's Who among American High School Students, a recipient of the Betty



CLAUDIA ANN OFFUTT

Crocker Homemakers Award, an ACT College Scholarship and winner of the Shorthand Award. She was editor of the Tiger School Paper, advertising manager of the Annual Staff, secretary of the Student Council, Secretary-Treasurer of her class in her Junior and Senior years and vice president of the National Honor Society (Valley Springs).

Voted "Best All Around Girl" and "Most Likely to Succeed," Claudia Ann will be working in the Lair Realty office with her mother this summer and will attend State College of Arkansas this fall, majoring in Journalism.

PUNISHMENT

"Well, madam, why don't you wish to serve on the jury?" asked the judge.

"I'm opposed to capital punishment," said the lady.

"But this is merely a case in which the wife is suing her husband for an accounting. She charges that she gave him \$500 to pay down on a fur coat and he is alleged to have lost the money at poker."

The woman juror spoke up promptly. "I'll serve. Maybe I've been wrong about capital punishment."

OUR COVER

Leon E. Joy, 81, Dean of Iowa Auctioneers, receives plaque of appreciation from fellow auctioneer and one-time associate, Earl Thies, as President Howard Buckles looks on. Presentation took place at the 25th Anniversary Convention of the Iowa Auctioneers Association. Joy attended the organizational meeting of the Iowa Auctioneers, held at Sac City, April 25, 1949. He has attended every scheduled meeting of the association since that time.

Carolyn Liles Resigns From Tenn. Commission

Mrs. Carolyn Liles, Executive Secretary of the Tennessee Auctioneers Commission, in Nashville, has tendered her resignation, effective April 30, 1974.



CAROLYN LILES

Mrs. Liles has been Executive Secretary of the Commission since October 1968, one year after it's enactment into being by the passage of the Tennessee Auctioneers Licensing Law. An outstanding job has been done by Carolyn and her spirit of co-operation has certainly been appreciated by all who have conducted business with her office. At the

time of her assuming office there were 340 licensed auctioneers in the state and this number has now grown to 892.

In addition to her own duties Mrs. Liles took great interest in both the Tennessee and National Auctioneers Associations activities. She will carry the best wishes of all Tennessee auctioneers as she assumes her new field of real estate sales. Good Luck, Carolyn and thanks.

THE LADIES AUXILIARY TO THE NATIONAL AUCTIONEERS ASS'N. OFFICERS 1973-1974

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Mrs. Willard (Avis) Arnaman,
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Mrs. Lee (Mary) Hickman,
Oklahoma City, Okla.

Convention Notes

Plans are being finalized for many of the convention activities at present. A full scale rodeo will be held with NAA membership cowboys competing for \$1000 and several trophies.

Reservations are coming in good shape. If you are planning on making the trip in a camper or mobile home, keep right on planning. Filling stations are last on the list to get gas, but so far our state of North Dakota and most of the northern plains have had enough gas.

Melroe Division, Clark Equipment Co., will furnish air-conditioned buses to meet every scheduled flight at Bismarck, N.D. These buses will operate on a shuttle basis from the airport at BISMARCK, N.D., to and from MEDORA.

Porta Feeder Sales Co., of Mandan, N.D., who is the area Melroe Bobcat dealer also plans to operate a Bobcat-powered shuttle wagon around town.

Men, ladies and children should all bring plenty of informal clothing and good walking shoes or boots. A Buffalo barbeque, trail rides, a chuck wagon supper are also some of the more unique items on the agenda for the

1974 NAA CONVENTION IN MEDORA, DAKOTA TERRITORY JULY 22 - 23 - 24 - 25

Kansas Land Auction Nears Half Million

A total figure of \$445,000 was received at auction, May 11, for 781 acres of land in Cowley and Sumner counties, in Kansas. The land was sold in six tracts ranging from 80 to 160 acres each.

The auction was held to aid in settling

the estate of the late Hattie B. Nelson, Winfield, Kansas. General location of the farms is south and slightly east of Wichita, near the Kansas-Oklahoma border.

While prospective buyers from quite a distance attended the auction, held at the "homeplace", buyers were all local residents. Auctioneer was Russell Larson, Arkansas City, Kas.



Attention Auctioneers

Listen for my new record release "Auctioneer Love" on your local radio station. I'll be looking forward to seeing everyone in Medora, July 23, 24, and 25th.

Bruce Mullen

Chart Recording Artist

Nashville, Tennessee

Record Attendance, Champions

Feature Nebraska Convention

Nebraska auctioneers and their wives met on May 5 at the Municipal Auditorium in Broken Bow for the 26th Annual Convention of the Nebraska Auctioneers Association. Several couples arrived the day before to attend the auction at the Central Nebraska Livestock Market and still others arrived in the evening and were guests of Mr. and Mrs. Ronnie Woodward and Mr. and Mrs. Allen Woodward at the Country Club for a reception.

Special guests at the convention included Bob Steffes, Arthur, N.D., 1972 World Champion Livestock Market Auctioneer, and Jim Strain, Martin, S.D., the 1973 World Champion.

During the business meeting, held in the forenoon, officers for the coming year were elected. Gerald Phillips, Wallace, is the new President, Robin Marshall, Elm Creek, was elected 1st Vice President, and Mylen Wegener, Humphrey was named to the office of 2nd Vice President. Henry Buss, Columbus, continues as Secretary-Treasurer.

Elected to three year terms on the Board of Directors were: Melvin Huss, Lexington; Darrell Olson, Grand Island;

and Freddie Kolb, Franklin.

During the afternoon session, workshops were held on real estate auctions, general ranch and farm sales, machinery auctions and auction markets. Bob Penfield, Bowman, N.D., a former president of the National Auctioneers Association and 1974 National Convention Chairman, presented a film on Medora, N.D., and urged everyone to attend the National Convention, July 23-25.

Sunday evening brought 184 persons together around the Banquet tables at the Broken Bow Elks Club, a new record for a Nebraska meeting. C. O. "Ces" Emrich, veteran auctioneer and livestock marketman of Norfolk, was honored with the presentation of a plaque by Dick Kane, on behalf of the Nebraska Auctioneers Association, proclaiming him "Auctioneer of the Year." Emrich has been active in the state association throughout the years, has appeared on other state convention programs and served as National Convention Chairman, in 1962, at Lincoln.

Ronnie and Molly Woodward, retiring presidents of the association and auxiliary, were superb hosts for this record



Robin Marshall (left), Ronnie Woodward and Gerald Phillips pose for a picture during the Nebraska Convention. Woodward is the retiring President, Phillips the new President, and Marshall is 1st Vice President of the organization.



Bob Steffes, Arthur, N.D., 1972 World Champion Livestock Market Auctioneer, spoke on general farm and ranch auctions at the Nebraska State Convention.



"What an Auction Market Operator looks for in an Auctioneer" was the subject covered by Jim Strain, 1973 World Champion Livestock Market Auctioneer at the Nebraska meeting.

breaking convention and are certainly deserving of the appreciation of all auctioneers in Nebraska.

Robin Marshall

Highway Crash Fatal To Col. Pete Fowlkes

Walter "Pete" Fowlkes, 55, prominent auctioneer of Newman Grove, Nebr., was injured fatally in a three vehicle crash, May 17. The accident occurred on Highway 91 near Dodge Nebr., and involved a semi-trailer truck and another auto in addition to Fowlkes' car. Two persons

in the other car were hospitalized.

Fowlkes was very active in the Nebraska Auctioneers Association and had participated on the program of the group's annual convention just 12 days before his death. He was a member of the Wegener-Jensen-Fowlkes auctioneering firm that holds a national reputation in the farm equipment auction field. He also maintained his own real estate and insurance agency in Newman Grove.

LOST

Four things do not come back: The spoken word, the sped arrow, the past life, and the neglected opportunity. — Arab Proverb.



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Meldrim Thompson, Jr., Governor of New Hampshire, signs National Auctioneers Week proclamation. On the left is Merle D. Straw, Jr., NAA Director, and the gentleman on the right is Harold Buckman, a New Hampshire legislator and a former President of the New Hampshire Auctioneers Association.

WANTED

Words to your favorite song for auctioneers song book to be used at our **CAMPFIRE SING** at the National Convention in Medora.

**AUCTIONEERS PLEASE BRING YOUR GUITARS
AND OTHER MUSICAL INSTRUMENTS.**

Send your songs to:

Mrs. Clayton Fjelstad
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WORLD'S CHAMPIONSHIP

NAA approved

RODEO

Wed. July 24th

will be held in conjunction with the 1974 National Auctioneers Association Annual Convention in —

Medora, North Dakota

\$600 Purse — Entries added

Trophy buckles for event champions. Saddle bronc riding — bare-back broncs, bull riding, steer wrestling, calf roping, and barrell racing. Also **JACKPOT** team tying.

ANY NAA MEMBER MAY ENTER — FEATURED EVENT WILL BE:

Board of Directors and Officers calf typing contest.

This will be a real rodeo, put on by rodeo people and open to all NAA members. Get your entries in now. \$10 per event, added.

Note to Officers and Directors — You are automatically entered. Bring a written excuse from your mother if you can't compete!!!!

Send Entries to

— — — — —
To: Willard Schnell, Box 1209 — Rodeo Chairman
Dickinson, North Dakota 58601

Check enclosed for my entry in the 1974 NAA

Rodeo at Medora, N.D., July 24, 1974. Enter me in:

.....

.....
Signed

.....
Address

Holstein Auction Sets Several New Records

FORT ATKINSON, WIS — A record crowd packed in to see a record sale of a single Holstein cow for \$80,000, May 8, as the famed Crescent Beauty Admiral herd of the late Allen Hetts paraded past the auction block at the Hetts family farm just west of here. The sale price of Gene-Acres Felicia May Fury was the highest ever paid for a Wisconsin dairy cow and the second highest paid anywhere for a dairy cow.

Purchasing the eight year old animal was a syndicate of 22 farmers, including five neighbors of Hetts, who died of cancer last November at age 52. An estimated 3,000 persons, mostly curiosity seekers, showed up on the raw, wet day. Only a third of those could squeeze into the bleachers in the wind whipped tent. It was reportedly the largest crowd to ever attend a farm auction in Wisconsin.

The sale average of \$3,975 for 70 head was also a record for a Wisconsin herd, topping the Lakeside Farms dispersal of

97 head at Elkhart Lake in 1967 at an average of \$3,020. There were 33 head selling for more than \$2,000 and eight for more than \$5,000. Buyers came from Japan, Canada, Italy and ten states ranging from Texas to California.

Once Hetts knew that his illness was terminal he started planning for the auction. The 64-year old bloodline will continue on the same farm as Hetts' son, Ray, kept a nucleus of 25 head by pairing the animals and letting the winning bidder take his choice of the two.

At age 18, Hetts took control of the farm after his father had died and continued the close inbreeding that developed the Crescent Beauty Admirals into one of the most famous Holstein bloodlines in the world. Speaking to a hushed crowd before the auction, Mrs. Doris Hetts, widow of Allen, said, "Had Allen been alive on this day he would have been awed and overwhelmed at the interest shown."

DIFFERENT

Nothing's so apt to make you resemble others as trying to be different. — Franklin P. Jones. .

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Located in the center of Florida, the fastest growing area in the Country!

This property was set up and built to handle general merchandise through the auction method. Warehouse type building is of masonry and metal construction, has 12' to 13' ceilings, approximately 7500 square feet, including 2 large offices with private rest rooms. Also one small frame storage building. Ample room for expansion. Very little nearby competition. Owner nearing retirement age. Terms: 29% down, with balance to be worked out.

The energy crisis is tapering off and the astounding 13 million people who usually visit Florida each year should continue at the same pace. Statistics show that 4,000 people are moving into Florida each week. The records show that this great interest has been in effect more than 2 years and there is no indication that it will slow up any time soon.

For further information or appointment contact:

Col. Joseph F. Sedmera, Auctioneer—Liquidator

**Reg. Real Estate Broker — P.O. Box 35
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Phone: (813) 686-0121 or Eves. 682-3060**

P.S. This Auction House has enjoyed visitors from every state in the union. Established 1950. (Note) This property is very suitable for many other types of business also.

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215 N. Rampart St.

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RESERVATIONS AT MEDORA

For Motel or Camper reservations during the National Auctioneers Convention, Medora, N.D., July 23-25, 1974, write:

THE GOLD SEAL COMPANY

Medora, North Dakota 58645

Be sure to specify that you will be attending the National Auctioneers Convention.

Great Program Presented At 17th Annual Kentucky Convention

Members of the Kentucky Auctioneers Association continued their series of successful conventions with their 17th annual event, April 21-22. It was held at the Galt House, site of the 1975 National Convention, on the banks of the Ohio River. Wilma Atherton, their Secretary-Treasurer, reported that membership in the KAA had reached a new high of 203 members.

First day program got underway with a Luncheon at which time L. J. Hollenbach III, Jefferson County Judge, welcomed the registrants to Louisville. A very interesting program followed with a panel made up of Earl Wilson, a Production Credit Official, Charles English, an attorney, and Ralph Buchanan, who spoke on estates and the auctioneer.

Climax of the afternoon was the Fun Auction at which time veteran auctioneer and former NAA President, John L. Cummins, performed one of his greatest selling feats when he sold a gavel that belonged to the late C. M. "Pop" Hess for \$500. C. M. Borden, Bowling Green, was the buyer. It was at this convention, two years ago, that Pop Hess made his last public appearance. Peggy Biehl, his housekeeper, brought the gavel to the convention.

Following the evening banquet, guests were entertained by the voices of "The

Louisville Thoroughbreds" a choral group consisting of Barbershop Quartet members. Col. Joe Donahoe, NAA President, gave the principal address and Bernard Hart, NAA Secretary presented the film on Medora, site of the 1974 National Convention.

Col. Russell Kruse, Auburn, Ind., opened the second day's program with an address entitled, "The Professional Auctioneer." He was followed by Col. J. H. Barnard, Sr., Bowling Green, whose topic was, "The Role of the Ground or Ring Man." Terry Dunning, Elgin, Ill., 2nd Vice President of the NAA, was assigned the topic, "Antiques and Imports."

Hon. Julian M. Carroll, Lieutenant Governor of the Commonwealth of Kentucky, addressed the group following Luncheon. A business meeting, including committee reports, followed.

Henry L. Jones, Winchester, was elected President for the coming year. 1st Vice President, and Ray Godby, Science Hill, was named 2nd Vice President. Sammy Ford, Mt. Vernon; C. W. Borden, Bowling Green; and Perry Poe, Brooksville, were elected to three year terms on the Board of Directors. It was voted to hold the 1975 State Convention at the same location with the preferred dates of April 13-14.

Much credit for the convention's success was due to the hard work of J. H. Barnard, Jr., Bowling Green, the retiring president.

Tom Gould is Dead

Thomas I. Gould, a veteran Minneapolis auctioneer and Life Member of the NAA, died April 23 in Valley Baptist Hospital in Harlingen, Texas. He was 78 years old at the time of his death and had been a resident of Harlingen since his retirement in 1964.

Gould was very active in NAA affairs in its early years and was instrumental in bringing the 1952 National Convention to Minneapolis. The last National Convention he attended was in 1963, at Cincinnati.

Survivors include his wife, Ethel, two brothers and three sisters. In addition to his NAA membership he was a Life Member of Hennepin County (Minn.) Historical Society and a member of Elks Lodge #1889 in Harlingen. Private funeral services were conducted at Harlingen, Tex.

NOTICE OF ANNUAL MEETING

The annual Membership Meeting of the National Auctioneers Association will be held Thursday, July 25, 1974, at Medora, North Dakota.

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.

BRITTEN AUCTION ACADEMY

P.O. Drawer B
Bryan, Tex. 77801

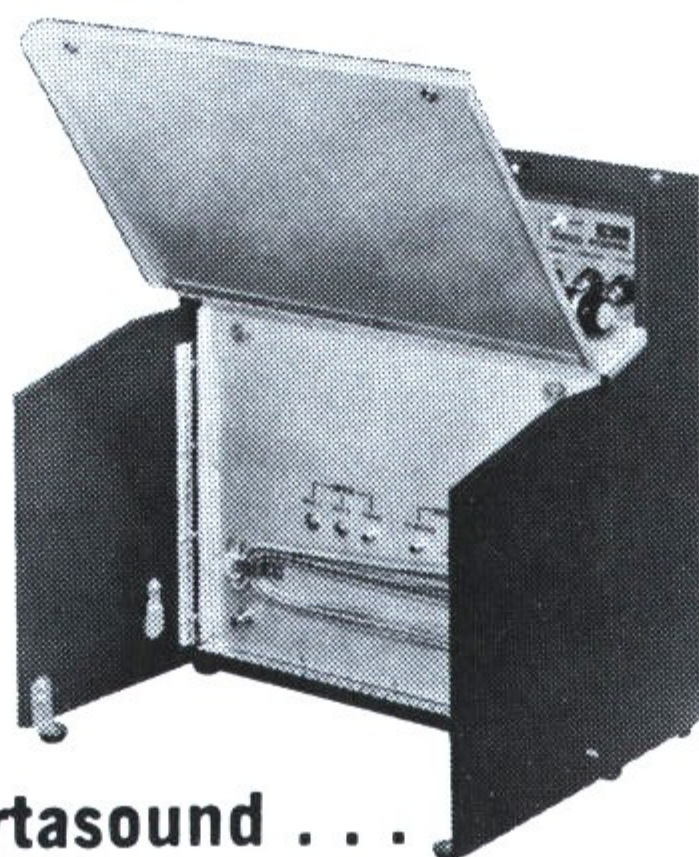
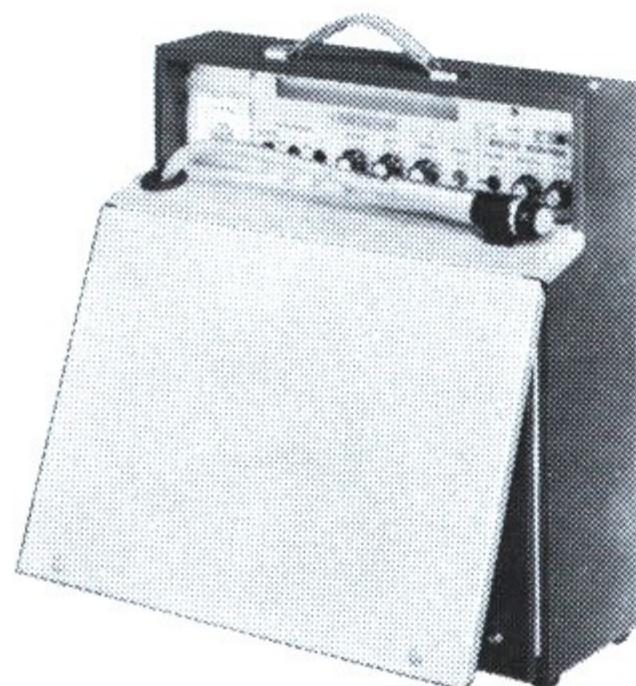
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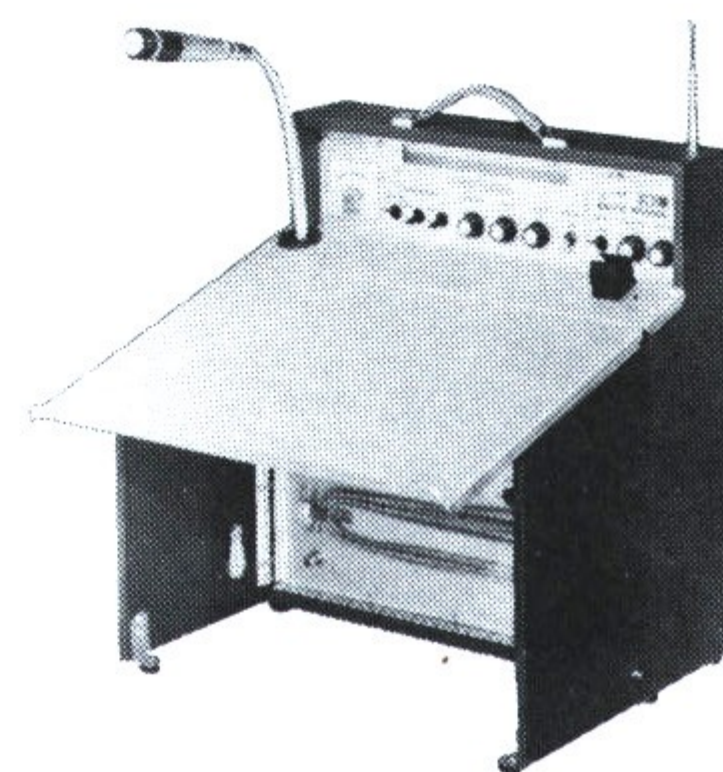
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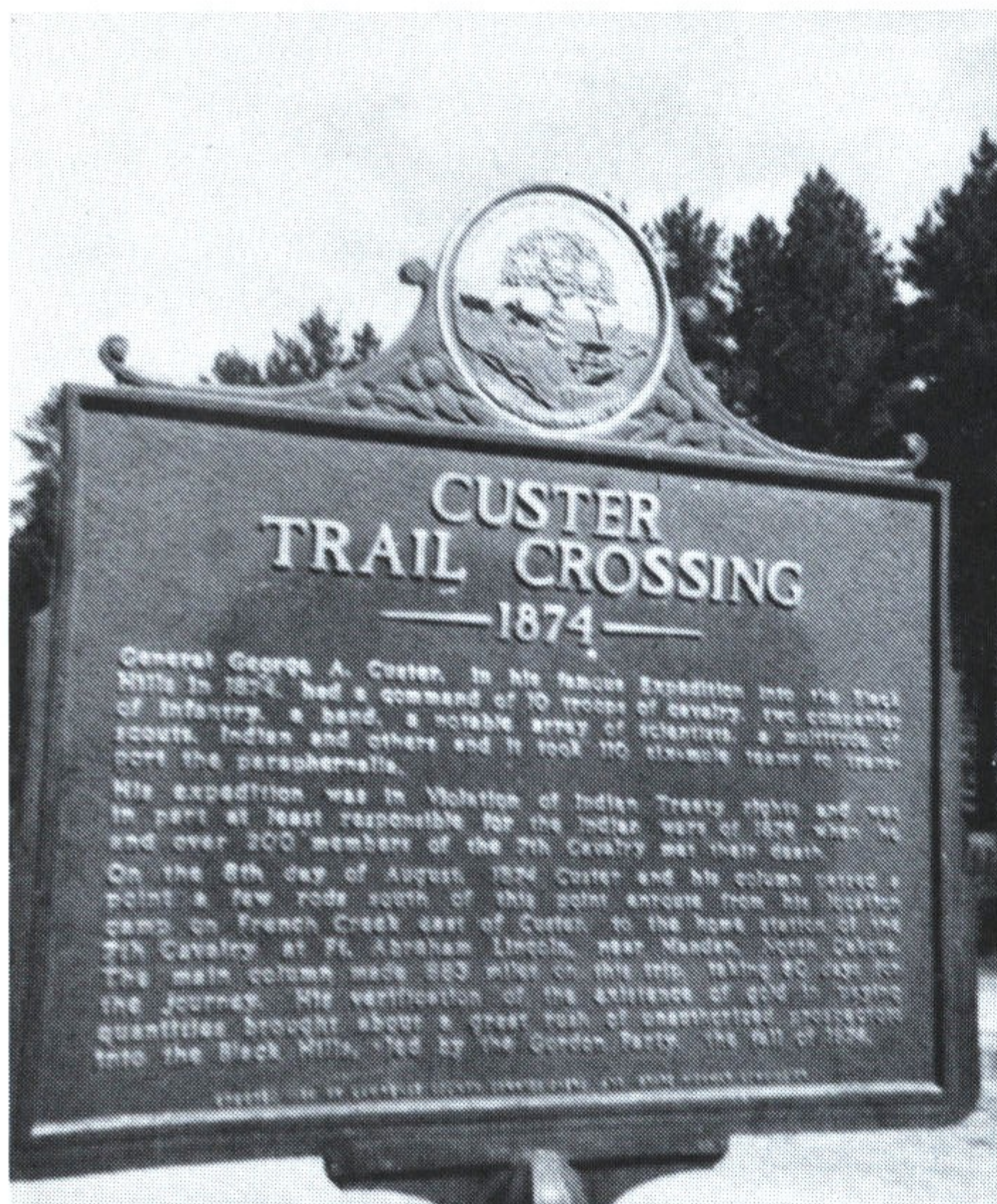
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Enroute To Medora



Black Hills



Black Hills



Slim Buttes

While driving to Medora, N.D., for the National Auctioneers Convention you might observe some historical high spots. If you travel through the Black Hills of South Dakota you can follow Gen. George A. Custer's trail in his 1874 military exploration which confirmed the rumors of gold. The discovery of gold

led to the violation of the 1868 Treaty which had promised the Indians the sacred Black Hills for all time. Their resistance was spurred on by actions taken by one of Gen. Crook's command which led to bloody battles at the Rosebud and the Little Big Horn.

Just north of the Black Hills, Gen. Crook caught up with some of the forces that had taken part in the battle of the Little Big Horn and defeated them in hard fought battle, at a place called Slim Buttes.

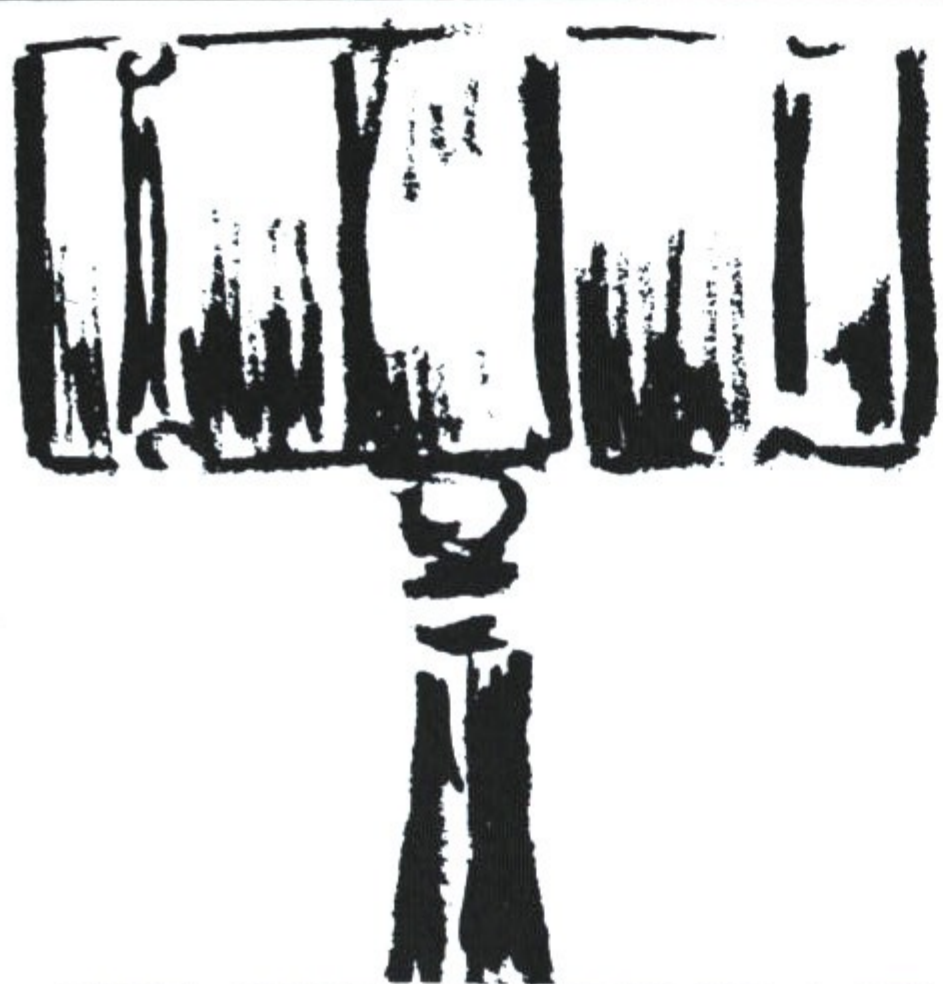
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Established in 1917, the scope of its activities has expanded nationwide and the experience gained in its thousands of sales has brought satisfaction to buyers and sellers of every imaginable type of property.

The proven Todd method of selling includes a complete professional program from appraisals through engineering, planning, advertising, legal assistance and aggressive on-site selling to insure a successful sale.

The J. L. Todd Auction Company will be glad to cooperate with other auctioneers, auction companies or real estate brokers throughout the nation and pledges itself to work for the high ideals of the National Auctioneers Association.

OTHER OFFICES IN PRINCIPAL CITIES

Advertising — The Auctioneer's Tool

By Bob Losey, Director

Advertising, from the furniture consignment point of view is of vital importance. It's like the old mule story — A young man approached an old livestock auctioneer and wanted to be guaranteed that any mule he bought would do exactly what he said. He was tired of mules that wouldn't do anything he told them. Well, the auctioneer calmed him down and assured him that all his mules answered to voice command. Well an hour later the young man reappeared, madder than a wet hen demanding his money back. The stupid mule had sat down a block away and hadn't moved since. "Well," The Auctioneer drawled, "It's most likely that you don't know how to talk to a mule. I'll show you." The young man fumed all the way over to the mule, he wanted his money back. Well, the old auctioneer looked the mule over, then he went behind a nearby building and emerged carrying the biggest piece of wood you ever saw. He quietly walked up to the mule and hit it right between the eyes, hard. Then he said, "Move!" and the mule moved. Well the young man was furious, he was so mad he was spitting. He shouted at the auctioneer, "You never told me I had to hit the animal. You just said all I had to do was talk to it." "Yes," said the old auctioneer quietly, "But you have to get his attention first." And that's what advertising is, although hopefully we won't have to resort to such drastic measures with our customers, but may I suggest you keep a big stick around just in case.

In a furniture or consignment auction 90% of your audience doesn't come every week. But when they need something they must have a place to go to find out if you have it. Your old customers need advertising just as much as your new customers. Let's face it steady customers who buy 4 or 5 times a year and recommend you to their friends are your meat and potatoes. These people will probably look in their newspaper to find what they want. So your newspaper ad should be consistent, so that their eyes will automatically be drawn to your

ad first to see if what they want is on your list.

When running a newspaper ad for the first time ask for assistance from the classified department of your biggest newspaper. Have them show you several formats. Get their ideas on which format they think would be best. Then use your own common sense and of the ones they feel are best, pick the one you feel is right. But, if none of the ads they propose feel right to try the other papers in town, their ad men may have something you like better. This may seem like a lot of time wasted. But, remember your ad will be the first impression many of your customers will have of you. Make it good but make it you. Once you have chosen the right ad use it for all the papers you advertise in, then your customers will know at a glance that it's yours.

Keep the information short and concise in your ad, hit the highlights of your sale. Always have your company's name, address and phone number at the bottom. Don't forget the auctioneer's name and the insignias of your national and state associations, these are a sign of professionalism, use them to your benefit. Remember that an auction is a personal association to the customer. The customer sets his faith on the auctioneer, no one else. He feels he knows the auctioneer that he can trust him to represent his item fairly and stand behind his word on the merchandise. So remember your auctioneer's name is of prime importance because most of the people will come for the man, the merchandise they could always get elsewhere.

You'll find that a large number of your new customers, both for selling and buying, come from your phone book ad. Make it good, catchy, plenty of personality and little humor if that's you. In a phone book the number they call is usually the ad that catches their eye. Don't be afraid to use a cartoon drawing.

One new way of advertising we've

NOTE TO OUTDOOR TYPES — ON A TIGHT SCHEDULE

Convention Chairman, Bob Penfield of Bowman, N.D., has several Mobile Homes tentatively scheduled for rental during the 1974 Convention in Medora.

Call Penfield for more information if you want to fly into Bismarck and rent a camper there.

BOB PENFIELD Phone (701) 523-5243

found useful, is one we received from our printer. He suggested that we have a good picture taken of our building. Our business is in a very old, very large barn, but the picture could have been of the auctioneer crying the sale. This picture was printed on all of our stationery. And he created new checks for us, using the picture for the background. These are good eye catchers and people will almost always remember the unusual. They will usually ask you to explain the picture which is a very good opening. If you give this a try, use the same picture in your phone book ad.

Use as many means of advertising as you can afford. Of course, no one will ever debate the usefulness of a good T.V. or radio ad. But don't bankrupt yourself advertising. There are a lot of good little advertisers, the free "ad" papers in grocery stores, ball point pens, match books, etc. And never underestimate the power of a good calling card, leave them around when ever you can.

Of course as I have said before, your selling the person of the auctioneer. There are several free ways to get the auctioneer in the public's mind. He should join as many organizations as he can handle. He can't just join to say he belongs. He has to attend meetings and volunteer, to keep himself in their minds. When ever the opportunity comes to volunteer for a charity drive or auction, the auctioneer should try to take it. But please keep in mind that your not only representing yourself but all auctioneers in the eyes of people, many of

whom have never set foot in an auction. Every chance we get to clear up the misconceptions some people have of auctioneers we should take. Because as you raise the name of auctioneers you raise your own. Good advertising is making the people think of auctions first to satisfy their needs. And there's good advertising in weeding out the crooks and bad auctioneers and instilling trust in the public.

Advertising is establishing a pre-selling state for your auction. Advertising is the best way to familiarize the public with your sale. Advertising is reaching out to get the interest of new, as well as, old customers. Advertising in its many forms is usually your first personal contact with your customers. Remember that your business is a very personal relationship and to use as many ways as you can to transmit yourself to the people.

SUPERIOR SCHOOL OF AUCTIONEERING

Ray Sims

Ham James

Paul Good

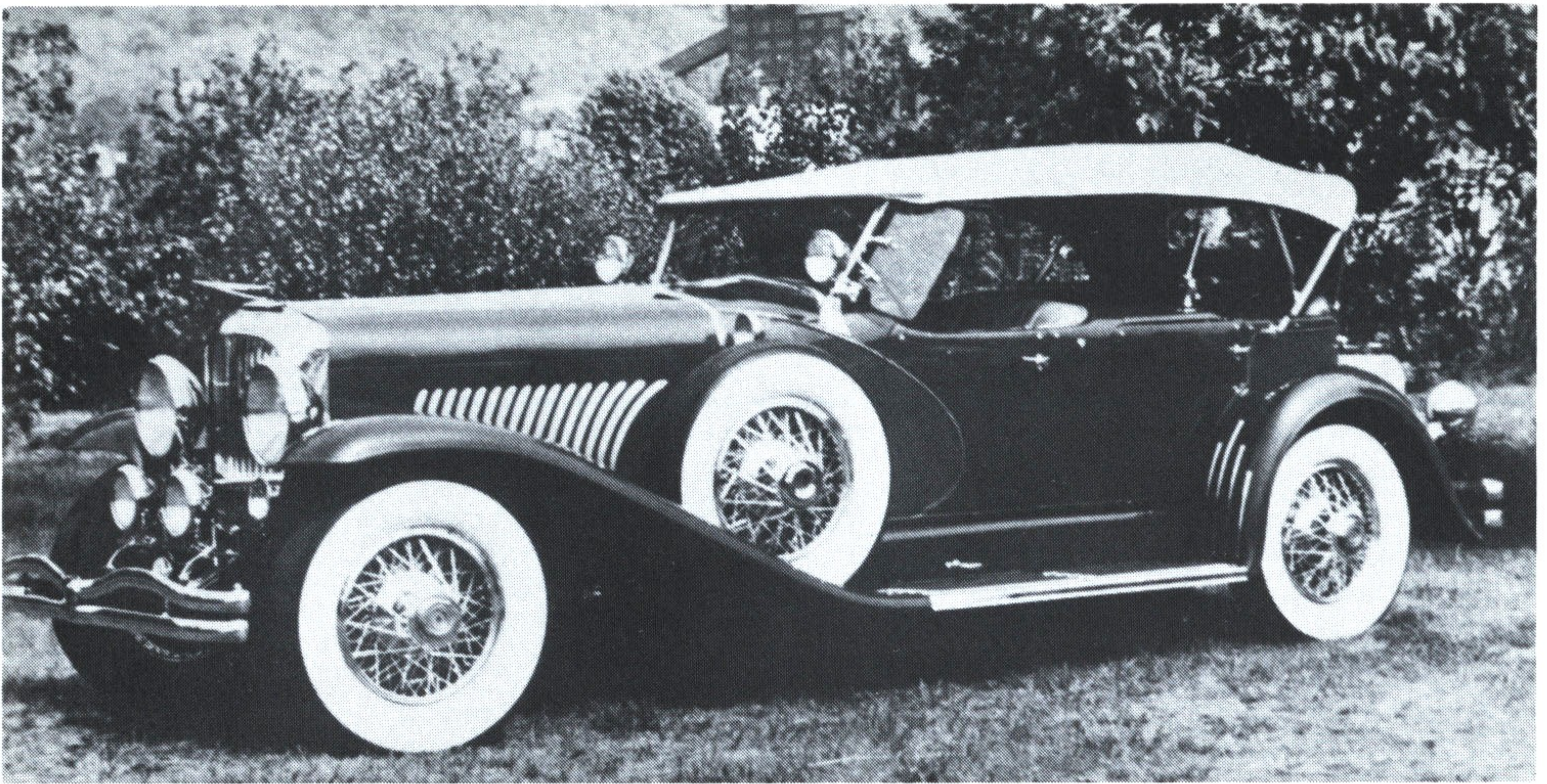
Dale Hanna

Ike Hamilton

Hugh James

Owners and Instructors

P.O. Box 1281, Decatur, Ill. 62525



This 1929 Duesenberg Model J LeBaron dual-cowl phaeton sold at an auction in Atlanta, Ga., for \$205,000. Buyer was Walter Spilbury, Huntington, N.Y. The auction was conducted by the Kruse Classic Auction Co., Auburn, Ind.

Missouri Convention Well Attended Event

Missouri auctioners and their wives enjoyed one of their better conventions at Springfield, May 4-5. Although the location was in the southwestern part of the state, a good representation of the entire state was recorded.

Saturday's events included a downtown auction in which all auctioneers participated followed by a visit to the Buena Vista Exotic Animal Paradise, near Springfield. In the evening a fellowship period was thoroughly enjoyed.

Sunday noon saw everyone enjoying a Buffet Luncheon which was followed by musical entertainment and a guest speaker. NAA Secretary showed the Medora Film and invited everyone to attend the National Convention in North Dakota, July 23-25.

Ken Barnicle, who has served as the group's Secretary-Treasurer for a number of years, asked to be relieved of his responsibilities. Doran Livingston, Willard, Mo., was selected to succeed Ken. However, Barnicle was not discharged of all his association responsibilities as he was named to a three year term on the Board of Directors. He has been a mem-

ber of the "official family" most of the 19 years of the association's history.

John F. Wagster, Broseley, was elected to the office of President, succeeding Lenzie Beck, Sikeston, who was also named to a three year term as a Director. A Fun Auction completed the session's activities.

Tony Thornton, veteran Springfield auctioneer, was in charge of local arrangements and much credit is due him and his committee.

There's no substitute for conscience, unless it's living very near your neighbors.



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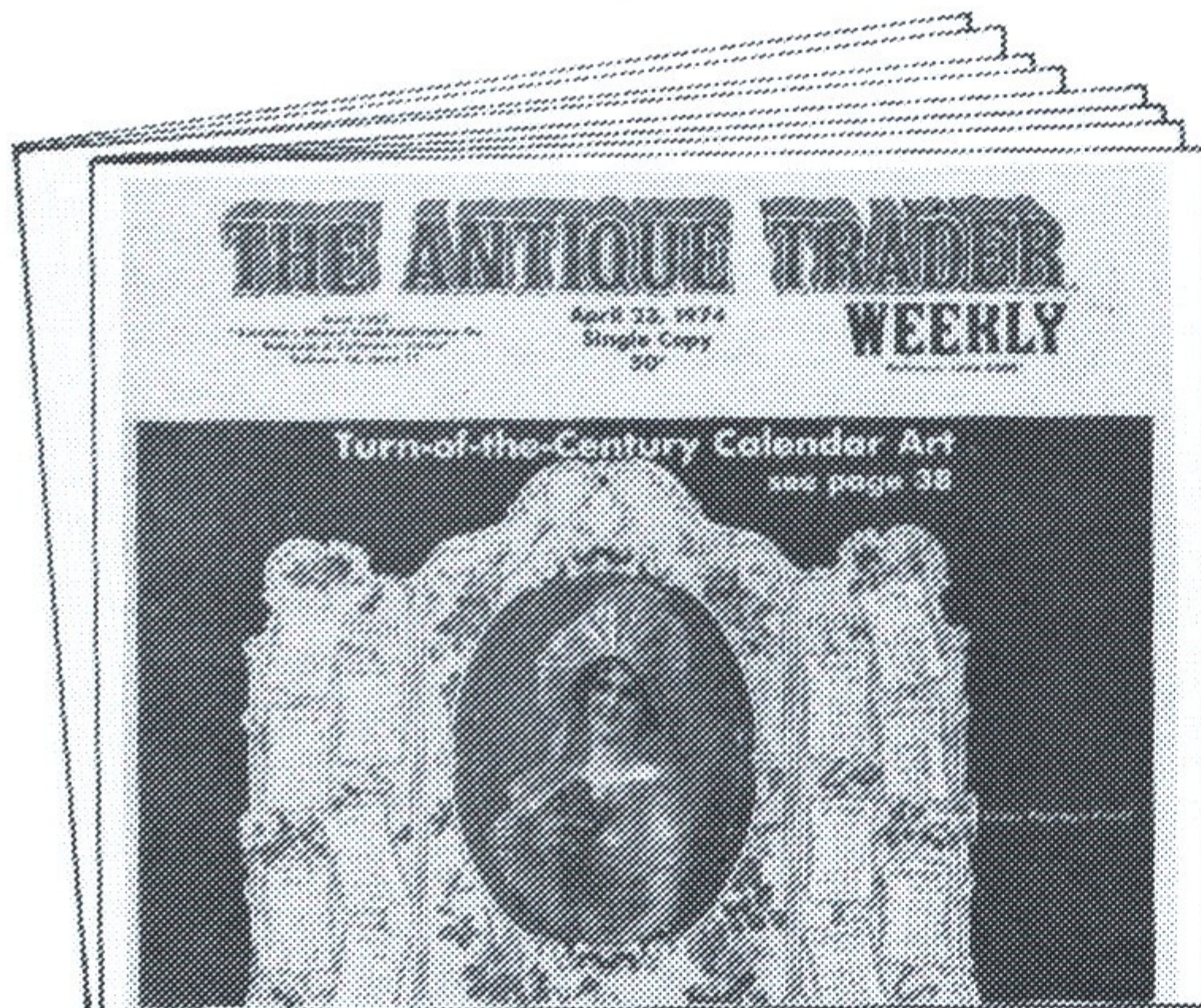
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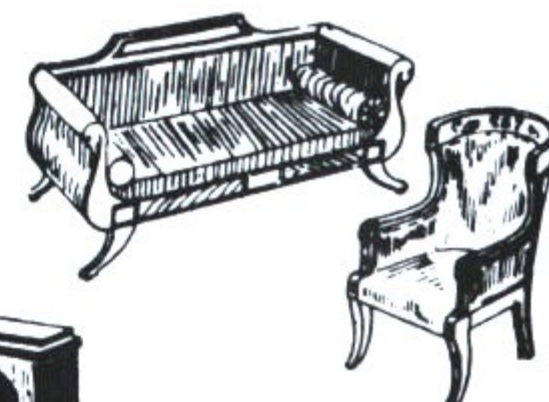
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MEN'S GOLD WATCH WITH EXPANSION BAND		Ea.	\$ 4.25
Ladies' Gold Watch with Expansion Band		Ea.	\$ 5.50
Men's Calendar Watch with Matching Band		Ea.	\$ 4.75
Men's Pocket Watch with Matching Band		Ea.	\$ 4.50

Beautiful Ass't. Kitchen Clocks	Doz.	\$30.00
Antique Stove Smokers Stand		\$ 7.00
Gold 50 pc. Flatware Set, Deluxe	Set	\$22.50
2 pc. Deluxe Chef Master Knife Set	Ea.	\$ 3.30
31-pc. Cook-n'-Serve	Set	\$ 6.90

2-pc. Philippine Hand Carved Wooden Spoon and Fork Set	Set	\$ 2.00
Large Musical Pewter Decanter Lantern	Ea.	\$ 3.90
Beautiful Kerosene Lamps—Ass't. Colors	Doz.	\$ 6.00
Ladies Wallets with 100 Vue Windows	Doz.	\$ 6.90
Men's Watch Bands	Doz.	\$ 1.50
Beautiful Ladies' Sweaters—Italian Design	Ea.	\$ 4.00
Deluxe Friction Toys—Ass't. Kinds	Doz.	\$ 6.60
Large Size Grandfather Clock	Ea.	\$ 7.00

Ladies' "Skin Diver" Watch with Calendar	Ea. \$ 7.00
Ladies' Deluxe Round Face Watch with Band	Ea. \$ 6.00
Ladies' Nurses Watch with Band	Ea. \$ 6.00
Ladies' Square Face Watch with Suede Band	Ea. \$ 6.00
Men's Deluxe Water Proof Watch with Band	Ea. \$ 6.00
Men's CRONEL "25" Swiss Calendar Watch	Ea. \$10.00
Men's 17-Jewel Calendar Watch—Swiss	Ea. \$ 9.00
Men's 17-JEWEL DAY-DATE DRESS WATCH	Ea. \$ 8.50
Ladies' BRILLIANT CUT—HAND SET	Ea. \$12.50
173 STONE WATCH	Ea. \$11.00
HILTON 17-Jewel Men's Dress Watch w/Band	Ea. \$25.00
HILTON Ladies' 10 Diamond Dress Watch	Ea. \$18.50
HILTON Ladies' 4-Diamond Dress Watch	Ea. \$ 8.00
Men's Deluxe DIGETIL Watch with Band	Ea. \$ 7.50
Ladies' HEART SHAPED DRESS WATCH	Doz. \$24.00
Gold or Silver	Doz. \$ 3.25
Match Mate Ring Set—12 in 1	Doz. \$ 2.75
Spray Perfume, Boxed—1000 Sprays	Doz. \$12.00
French Collection D'or Perfumes—6 Pc. Set Per Set	Doz. \$ 3.90
TIFFANY Perfume—2 oz.—Gift Boxed	Doz. \$ 3.00
2 pc. RUSSIAN LEATHER Cologne Set	Doz. \$ 4.80
2-oz. ORIENTAL JADE Men's Cologne	Doz. \$20.00
Men's Wallets, Boxed	Doz. \$18.00
Trucker's Cowhide Wallet with 5 Compartments	Doz. \$ 8.90
Necklace and Earring Set. AURORA	Ea. \$ 3.00
BOREALIS. Asst. Colors	Ea. \$ 9.00
AURORA BOREALIS ACORN Necklace	Ea. \$ 5.00
Beautiful Indian Head Pendant	
21-Jewel Men's Calendar Watch	
Ladies' Bubble Watches	

DELUXE CHARGER RADIO—#1 SELLER	Ea. \$10.00
AM/FM RADIO-BATTERY/ELECTRIC	Ea. \$ 5.50
TOILET SEAT RADIO "JOHN"—Ass't. Colors	Ea. \$13.50
Deluxe 5-Band—Police—AM/FM Radio	Ea. \$ 5.00
Deluxe Kitchen Radio	Ea. \$ 4.50
Beautiful Plush Poodle Radio—Ass't. Colors	Set \$ 8.00
Walkie Talkie Set—Solid State—Complete	Ea. \$22.50
4 Speaker AM/FM Mahogany Table Radio	Per Set \$ 5.00
Men's 2-pc. Deluxe Sweater Set	Doz. \$ 5.90
Disposable Butane Lighter—Display Boxed	Doz. \$ 3.00
MEN'S CHROME LIGHTERS—Carded	Ea. \$24.00
8-Track Deluxe Car Stereo with 2 speakers and wiring . . . All Chrome Speakers	Ea. \$ 5.00
Cartoon Characters Novelty Radios	Ea. \$14.00
Psychedelic AM/FM Radio, AC/DC	Ea. \$ 5.50
Deluxe Plush Panda Radio-Jumbo Size	Ea. \$12.00
Beautiful 2-Speed Phonograph Player	

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ELEC. CAN OPENER—KNIFE SHARPENER—BTL. OPNR.	Ea. \$ 6.00
Electric Portable Hand Mixer	Ea. \$ 5.75
2-Slice Automatic Toaster—NAME BRAND	Ea. \$ 6.50
4-Slice Automatic Toaster—NAME BRAND	Ea. \$10.00
2-Speed Blender—PROCTOR-SILEX Heavy Duty	Ea. \$ 9.50
Electric Corn Popper—with Glass Lid	Ea. \$ 2.90
Steam 'n Dry Iron—NAME BRAND	Ea. \$ 6.50
Electric Mixer on Stand with Bowl	Ea. \$ 9.50
MIRRO Automatic Perk.—9 Cups	Ea. \$ 5.00
10-pc. Hard TEFLON-II Set—NAME BRAND	Set \$ 7.50
7-pc. Hard TEFLON-II Set—In Avocado Only	Set \$ 9.00
49-pc. Cook-N-Serve Ensemble—Guaranteed for 5 Yrs. Also Ovenproof	Set \$ 9.50
Small Floral Pitcher & Bowl Set	Doz. Sets \$ 7.20
Musical Beer Stein—Large Size	Ea. \$ 3.90
19-pc. Decorated Handle—Sheffield, England	Set \$ 6.50
Cutlery Set	Set \$ 9.50
50-pc. Stainless Steel Flatware Set, Gift Boxed	Set \$ 9.80
EVERSHARP 3-pc. Stainless Steel Carving Set	Doz. \$ 9.80
EVERSHARP 6-pc. Deluxe Steak Knife Set	Doz. \$ 2.00
5-pc. Kitchen Knife Set—in Wooden Display Rack	Set \$10.00
21-pc. Deluxe Carving Set—Pkd. in Deer Chest	Set \$ 7.50
14-pc. Deluxe Carving Set—Pkd. in Deer Chest	

50 FT. DROP CORDS—ALL COPPER WIRE	Doz. \$16.00
100 ft. Drop Cords All Copper Wire	Ea. \$ 2.50
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1. Get your camper or travel home reserved. It's not necessary to reserve a spot to park it, but it would be helpful if you did.
2. If you plan on staying in a motel, get your reservation in NOW. This is a **MUST!!**
3. If you are a rodeo hand, get your rodeo entry sent to Willard Schnell right away.
4. Get plenty of casual outdoor type clothes ready to go, including walking shoes or boots.
5. Get your plans made to go a week early or take an extra week going home to see more of the OLD WEST.
6. Bring your CAMERA! ! !
7. Bring the whole family. Make your plans for a good time in Medora.
8. Don't forget to bring something from **your state** for the fun auction.

Arkansas Auctioneers Rebuild Association

A group of auctioneers from the State of Arkansas met April 20 at the Holiday Inn, Conway, Ark., for the purpose of re-organizing the Arkansas Auctioneers Association. The organization had been dormant for the past two years.

Dan S. Baldwin, Sr., Little Rock, the last elected Secretary-Treasurer, introduced James Wilson, NAA Director of Hot Springs, who then took charge of the meeting as Temporary Chairman. Mr. Wilson stressed the importance of electing a slate of officers who would work toward strengthening the organization and cooperate with the NAA.

Fred Hiatt, Rogers, a former President, was again elected to that office. Paul Kelly, Batesville, was elected Vice President and A. W. Lowery, Dennard,

is the new Secretary-Treasurer.

Elected to three year terms on the Board of Directors were Keith J. Taff, N. Little Rock, and C. T. "Sonny" James, Mt. Pleasant. William H. Knight, Manila, and Joe Wilson, Hot Springs were named to two year terms, and T. J. Offutt, Everton, and Larry Ruffin, Dewitt, will hold one year terms.

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TALENT CONTEST

Calling all sons and daughters of the NAA. We want you to participate in our talent contest, Monday evening, July 22, at Medora, North Dakota. Plan now to participate.

Industrial Site Made Available by Ericksons

CRESO, Ia. — Lyle Erickson, long-time Cresco auctioneer and realtor, and his wife, Irene, have sold a 24-acre site in northeast Cresco to the Cresco Industrial Development corporation for use as an industrial park.

Board of directors of the Cresco Industrial Development corporation held a special meeting Monday noon at the Country Kitchen to give approval to the Erickson proposal which directors called "most generous" on the part of the Ericksons.

The 24-acre site, located north of the Cresco Tool and Die plant on Sixth avenue west near the fairgrounds, was offered by the Ericksons for \$5,000 or approximately \$200 an acre which is considered far less than the value on the open market. The Cresco industrial group has five years in which to pay for the land.

In addition to this industrial site, the Ericksons also offered two large lots which adjoin Sixth Avenue, but purchase of the lots was not required to secure the industrial property. Anticipated improvements, such as a road and water and sewer lines, will be the responsibility of the Cresco Industrial Development Corporation.

The industrial directors expect to continue renting the land for farming until such time as the property is needed for industrial use. Land in the new industrial park will be offered to prospective clients who investigate Cresco as a location for a plant.

This 24-acre site will be the first property owned by the industrial board. The board currently has approximately 40 acres of land under option north of the Cargill-Nutrena plant west of Cresco and farm land now in the current industrial

park west of the fairgrounds can also be purchased by future industries but is not under option.

Earlier industrial prospects here have indicated that land should be under ownership of the industrial development group, or at least under option. Leaders also point out that more than one piece of property should be available to give a selection to prospects, rather than offering a single site.

Mr. Erickson indicated that "Cresco has been good to us through the years" and that his offer for the property was being made in appreciation of this. He has himself served on the industrial board in the past and shown a sincere interest in locating new industry in the community.

WAR ON POVERTY

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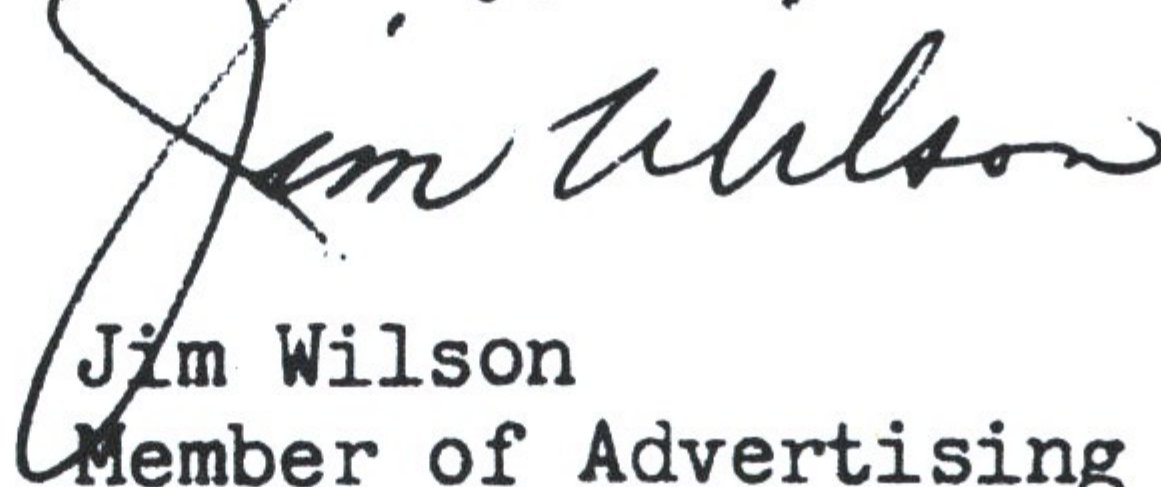
Get those Brochures, Hand bills, and Sale bills in to the NAA Headquarters for the Advertising Contest. We want to make this the largest and best Advertising Contest ever.

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- (3) Farm & Implement
- (4) Antiques & Household (in color and black and white)

Remember: You must use the NAA emblem or Member of the Please get your entries in **soon!** See you in Medora with my chaps and spurs on and ready to compete in the Big Rodeo!

Sincerely,



Jim Wilson

Member of Advertising Committee



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25th Anniversary Celebrated by Iowa Auctioneers Association

Auctioneers, wives, families and guests from all parts of Iowa gathered at the downtown Ramada Inn in Des Moines, on Sunday, April 21st, to celebrate 25 years of their organization.

Registration began at 10:30 A.M. Mrs. Harold VanSyoc of New London, president of the Auxiliary pinned a white carnation on each auctioneer. Col. Leon Joy of Ames gave the invocation and the group enjoyed a fine buffet style luncheon at noon with a good attendance.

Following the luncheon, Col. Howard Buckles of Keosauqua, President, called the group to order for introduction of auctioneers, their families and special guests. The I.A.A. was honored to have for the first time, a lady colonel, Marguerite Campbell of W. Burlington, who is a member of the State and National Association and was attending her 1st auctioneers convention. Congratulations, Mrs. Campbell, for joining our group.

Col. Leon Joy of Ames, the only charter member of the group, who has never missed an Iowa Convention, took us back through 25 years of past conventions.



Bob Penfield, 1974 National Convention Chairman, tells Iowa conventioners that the three days they spend in Medora, N.D., in July, will be the most unforgettable period of their lives.



Col. Leon Joy, Ames, Ia., was the principal speaker at the Iowa State Convention. He reviewed the 25 years of the organization's growth.

Col. Joy brought many memories to the group as there were several other auctioneers who had been members for 20 years or more and much news to those newer members.



Earl Thies, Ames, tells a story on fellow townsman, Leon Joy, at the Iowa convention.



John Swartzentruber, Wayland, Ia., reigning Iowa Champion auctioneer, sells the woolen centerpiece as President Buckles indicates his approval.



Howard Buckles, President of the Iowa Auctioneers Association, demonstrates the importance of food at the Iowa meeting.

Col. Earl Thies of Ames, a long time I.A.A. member and a past associate of Col. Joy's, was called upon by the I.A.A. to present Col. Joy with a beautiful plaque for his faithful service and contribution to the Association through the past 25 years.

Col. Lyle Erickson of Cresco was called upon to make three other plaque awards to men of faithful service to the I.A.A. These were Col. Carl Setterberg, of Burlington, Col. Al Boss, of Carroll, and Col. Wendell Ritchie, of Marathon.

The group was honored to have as their guest Col. Bob Penfield of Bowman, North Dakota, who brought greetings and congratulations from the National Association. Col. Bob also invited all to attend the National Convention in July at Medora and showed films of this 1974 convention site.

A short recess was called and soon the Col's. met for a business meeting and the Auxiliary met for business and a social time. The men talked about the Auctioneers booth at the 1974 Iowa State Fair and also about the fall convention in October.

A grand day was enjoyed by all.

**Mike Bloomer,
Secretary of I.A.A.**

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Colorado Governor Vanderhoof signs proclamation for National Auctioneers Week as Reuben J. Stroh, Loveland, President of the Colorado Auctioneers Association, looks on.

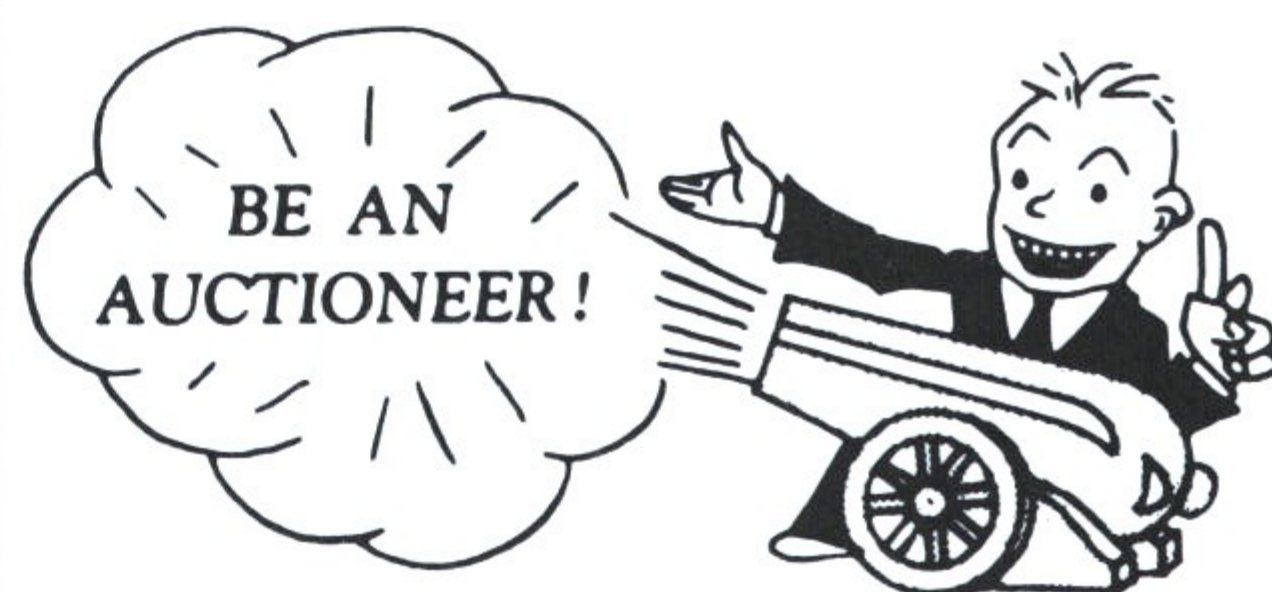
Auction of Vacations Gets Sponsors \$8,000

More than 400 persons attended the vacation auction sponsored by the Chatham, N.J., Junior Woman's Club. Efforts of club members, auctioneer Elwood Heller and the bidding and buying of those in attendance resulted in a \$7,000 fund for the Foundation for Sudden Death and \$900 for the Community Center of the Chathams.

It took three hours for Col. Heller to sell the 127 quality vacations that guests purchased for business friends, relatives, neighbors and themselves. Success of the auction was due to twelve months of hard work by the whole membership of the Junior Woman's Club and the gener-

osity of the resorts.

Sponsors were concerned over the possible bad effects of the energy crisis but people came to the auction in small cars and car pools and all seemed to know which vacation they preferred.



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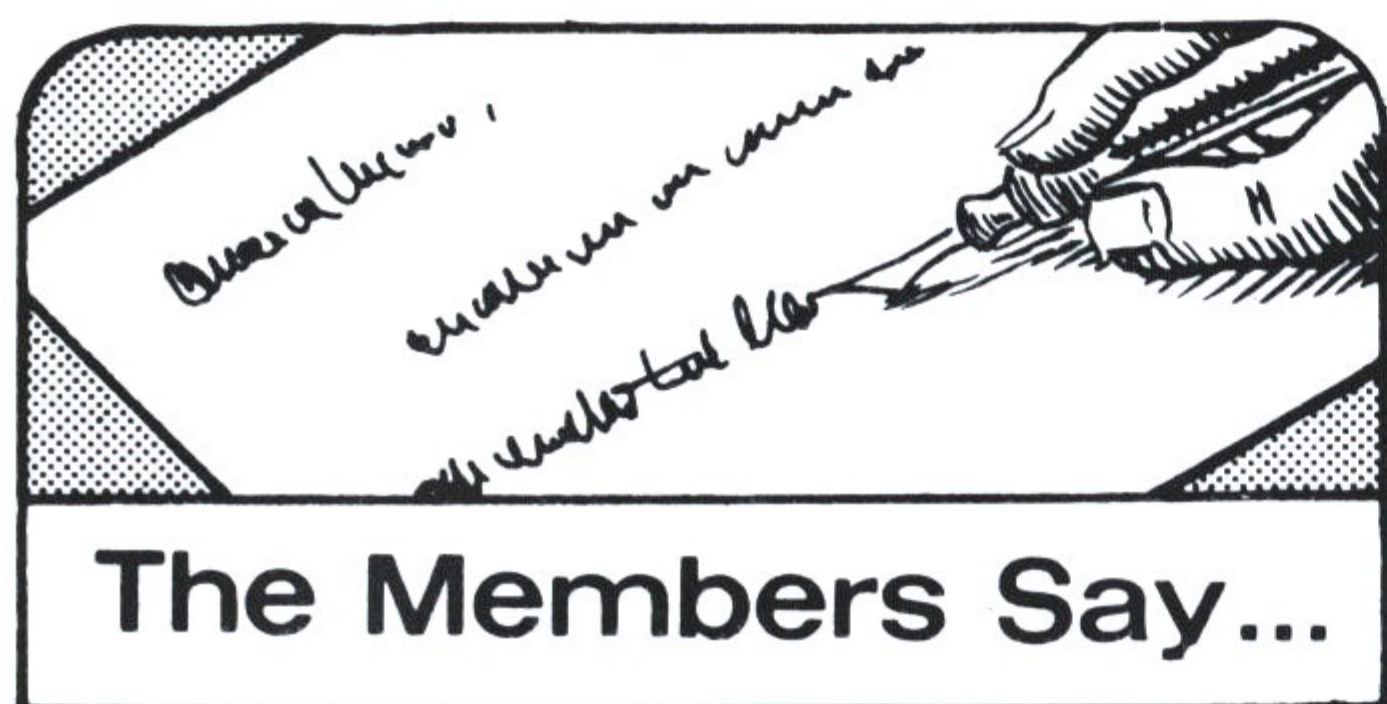
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 Ladies Auxiliary to the NAA



We of the West Virginia, Tri-State Area have an auctioneer in which we are proud. This man has a reputation of being honest, and always outgoing to help his fellow man. Through him we have learned that auctions and auctioneering is of great interest. This auctioneer we are referring to is: Col. A. G. "Dick" Miller. To show some of our appreciation we would like to share with you and your fellow auctioneers this poem we think describes him well.

Sincerely yours,
Friends of
Col. A.G. "Dick" Miller

A man was born on this one day,
Born as a worker not to play.
The years have passed quickly as one
may see:
The future before him, as sand pebbles
go out to sea.

A man who works hard and above the
rest,
And still in his life has no real warmth
of a nest,
He is looked up to as one of the best
By you, me, and all the rest.

The people who have worked beside this
man can say:
He's given them all a helping hand,
And though you can hardly ever find
him sick,
This is the one and only Col. A.G. Dick.

This man who works as a great auction-
eer saying:
Will you bid, will ya buy, will ya go,
As part of his unique selling motto.
He always seems to see you the best,
not for more — but always for less!
For so far in his life he has done so
much,
And we can't begin to do as such!
And to see a smile on someone's face,
Is the only enjoyment he seems to em-
brace!

What can you say — when you can't say
enough,
To tell and describe what a joy it has
been,
To have had the luck to know such a
man.
Whom we all think so much of —
And will miss one day,
As he departs from this world we all
will say;

There was a **good man!!!**

Dear Sir:

Last weekend my wife and I were in Broken Bow, Nebr., for the Auctioneer's Convention. It was a most enlightening and rewarding weekend and Mr. and Mrs. Ronnie Woodward and the City of Broken Bow were very gracious hosts and showed much hospitality to all the auctioneers.

We were very glad to hear the 1973 World Livestock Auctioneer Champion, Jim Strain from Martin, So. Dak., the 1972 Champion, Bob Steffes from Arthur, N.D., and the 1971 Champion auctioneer, Ronnie Woodward, auction for us.

I am sending in \$5.00 for support of our magazine for one year. Keep up the good work.

Sincerely,
Melvin Huss,
Lexington, Nebr.

Dear Bernard:

Like a voice from the dark, I greet you all. For nearly fifteen years I have been in the Appraisal Profession. Now, I am retired, and would like to sell my collection of AUCTION BOOKS, COURSES AND NEWSPAPERS. I am enclosing some copy that might be used in a half page ad, to help get the story out. Re-arrange it to the best advantage.

Much of this material was purchased from Col. Carlson's collection over twenty years ago. There is much valuable in-

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formation and auction History in this collection. I feel that it would serve best if it is purchased by one person, and used in writing articles and books in connection with Auction History in the USA. Information reaches back to 1850, with names of auctioneers from that time to this date.

I plan to be in Medora for two days, and if possible, I would like to have a table for display, for those two days.

If no other sale can be made, I would be glad to offer it for sale at Public Auction, with 10% going to the Association as commission.

Thanks for listening to me.

Yours truly,
Col. E. T. Nelson
Willmar, Minn.

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With consistency a great soul has simply nothing to do. He may as well concern himself with his shadow on the wall. — Ralph Waldo Emerson.

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Arnaman Helps With Resort Grand Opening

Col. H. Willard Arnaman, Unionville, Mo., a member of the NAA Board of Directors and runner-up winner in the Central Division of the World Champion Livestock Market Auctioneers Contest in 1973, was invited to ride in the parade at the Jesse James Festival, Kearney, Mo., April 27.

Arnaman also served as an escort for entertainer LeRoy Van Dyke during his two day appearance at the event and later assisted with the Grand Opening of "Shanksville" and "The Major Place." The latter is a 125 year old home restored to its original splendor and adorned with furnishings of the same period. Its first owner was John S. Major, who came to Clay County in 1848.

Shanksville is an "old-town" being built around the Major Place by Mr. and Mrs. Wade Shanks. Many of the antiques and primitives used in the restoration were purchased by Mr. and Mrs. Shanks in auctions conducted by Arnaman.

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Know Your Director

Bob Losey, your first West Coast Director, was born and raised in Seattle. He graduated from Ballard High School and attended Washington State College at Pullman, Washington for 2 years. Having married a Renton girl, Winona, they settled in Renton (just outside of Seattle) after college. Bob went to work for Boeing Aircraft and stayed there for 17 years, working his way up to production trouble shooter.

About 5 years before he retired there was a very long strike at Boeings. Winona was working as bookkeeper for a small auction at the time. Bob visited her at the auction, enjoyed it, but didn't think much about it. Winona on the other hand got a chance to buy the auction, and since Bob had nothing to do now that he was on strike she decided that he could run the auction in his spare time. So home she came in May of '47, informing him that he was the proud owner of an auction. He wasn't too worried because she would do the bookkeeping and the present auctioneer had promised to stay on and help. Bob was sure he could handle the rest of the business. After all it was a little weekly furniture sale making about \$250.00 a week, housed in an old milk barn. And soon everything settled down, Boeings went back to work and Bob was able to do all the hauling in his spare time.

Everything went smoothly until one sale night some months later, the time for the sale to start came and the hired auctioneer didn't. There they were the audience waiting, all their money invested and they didn't know another auctioneer. So Winona told Bob to get up there or they would lose their money. Bob gave losing their money a great deal of consideration, you see public speaking had always scared the heck out of him. Winona didn't feel the same way about it, she had two sons and a daughter to feed. So they "discussed" the situation until she had talked him up on the stage. And until this day he can't face the audience when he first starts the sale, he keeps his back to the audience explaining what's on the night's sale until he's ready to turn around.

He never had time to go to an Auction School but he spent every minute he could with one of Seattle's oldest auc-



BOB LOSEY

tioneers, Andy Bushell. Andy taught him the ropes, calling what to use for tags, consignments, the different cashiers he'd need. Andy has always been his great inspiration and his model. Following Andy's example Bob has given help to anyone wanting to go in the Auction Business.

With Bob as Auctioneer the business grew. Bob started getting reposessions from banks and loan companies. Finally he needed the time spent working at Boeings so he retired and turned to the business full time. He bought more and more new furniture to supplement his used until today new furniture is about 45% of the sale, repos are about 25% and the rest is used. In his barn he has sold everything from antiques to husbands, boats, motors, clothes, plumbing fixtures, just about anything that is in or around the home.

He repaired and remodeled his old milk barn until one day they started setting surveyor's stakes around it. If you wish to see the old barn now you have to imagine it sitting in the middle of a nice shiny freeway. So he found a new, bigger barn. The "new" barn is a pole barn built about 1890. Bob remodeled the barn making everything bigger including the sale. Which grew until it's now believed to be one of the largest single man furniture auctions in the United States. But don't look for Bob in the second location. In 1969 the property he was leasing was sold out from under him. So he bought the three story

pole barn and moved it lock, stock, and barrel down the street 400 feet. Hopefully this is his last move.

Through out the years Bob handles many outside sales, such as, bulb farms, a church, boats, cars, antiques, business liquidation, etc. Bob donates his time to charity auctions as often as he can.

The Renton Auction Company has always been a family affair. Winona has always been his head cashier and bookkeeper. His sons, Bud and John, have helped with about every part of the business but it's only been his daughter, Roberta, who has helped him cry sales. And when the sons and daughter married their spouses have also worked at the business at one time or another. And Bob is looking forward to the help of his grandchildren, Teresa, Michelle, and Robby, in future years.

Bob is also a member in the Masonic Lodge, Tukwila Chamber of Commerce, Lions Club, he is President this year and he has served three years as President of his State Association and is now on the Board of Directors of his State Association.

Although Bob has been a member of the National Association since 1948 he attended his first convention in Spokane, Washington. Within the first few days he realized he had been missing something important. Bob feels that in attending conventions you gain more to help you in your profession then could ever be explained. So except when stopped by an airplane strike he has attended every convention since. At the Dallas convention he was given the greatest honor of his life when his peers elected him to the Board of Directors.

DECIPHERING

A doctor had been sent an invitation to dinner. When the hostess received the reply she found it completely illegible. "I have to know if he's coming or not," she told a friend.

"Take the note to a druggist," the friend suggested. "They are accustomed to reading doctors' handwriting."

The druggist looked at the paper, went into a back room and returned shortly with a green bottle. "Here you are," he said, "that will be \$6.98."



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Across The Country

BY BERNARD HART



"The greatest accomplishment of the Iowa Auctioneers Association is that it has brought about cooperation among auctioneers." Those were the words of Leon Joy at the 25th anniversary meeting of the Iowa Auctioneers Association.

There may be those who would criticize this statement in thinking this was not enough to accomplish. But certainly not anyone who has spent the last 25 or more years as an auctioneer. In looking back, they fully realize that the greatest deterrent to the auction method of selling has been the lack of respect auctioneers have had for one another. Too many have not realized that in ridiculing other auctioneers, often times successful auctioneers, they are tearing down the profession of auctioneering and helping no one, especially themselves.

Leon Joy says it has been a great accomplishment. He well remembers conditions existing before the forming of the Iowa Auctioneers Association. This does not mean that criticism no longer exists — but the situation is improving — and the only way it will improve is through participation in meetings of auctioneers, local, state and national.

"What's the use of belonging to the IAA?" Joy asked his audience at the Iowa meeting. Answering his own question, he said, "You won't get a thing out of it if you don't put something into it."

All of us know auctioneers who never get anything out of organization because they never put anything into it — even some who have never bothered to join their state or national auctioneer groups. When we think of them and then think of Leon Joy and the enjoyment he has received through fellowship with other auctioneers, far and near, don't you have a tinge of sorrow for those who have missed so much? I certainly do and I suppose I have known more than my share. It is especially true when you learn of one passing on and then rack your brain for something he has contributed to his chosen profession. When an auctioneer dies we do not remember him for his material wealth nor how

many auctions he conducted but we do remember what he has contributed to the profession of auctioneering.

"One of the most pleasant, unforgettable times of your life" is a short statement describing our coming National Convention in Medora, N.D. The program is in this issue. It is invigorating, refreshing and different from any program of its kind. It is auctioneers who dare to be different in carrying out the duties of their profession and it is auctioneers who dare to select a unique convention site and a daring program.

Never before has pre-convention interest ran so high. Reservations as of now all but guarantee a record attendance. More auctioneers and their families will be attending their first NAA convention than ever before. Add them to the "never miss" group and you come up with only one answer — a new record.

If you are still wavering in making your decision, today is the day to say, "We're going!" Bob Penfield promises a bed for everyone. Get your reservations in today. If you are arriving by air, we'll meet you in Bismarck. Advise the Lincoln office of your flight number and date of arrival. Transportation will be there when your plane lands.

We'll see you in Medora!!!

WRONG WAY

The story goes that a minister sold a mule to a fellow and told him the critter was trained to go when the rider said, "Praise the Lord," and to stop when the rider said, "Amen." The prospective purchaser mounted the beast, said, "Praise the Lord," and the mule raced away. Becoming excited, the rider kept saying, "Whoa," with no effect on the animal. Then he remembered and said, "Amen." The mule stopped abruptly. The rider looked down and found the animal had stopped right at the edge of a gigantic cliff. Wiping his brow he declared, gratefully, "Praise the Lord."

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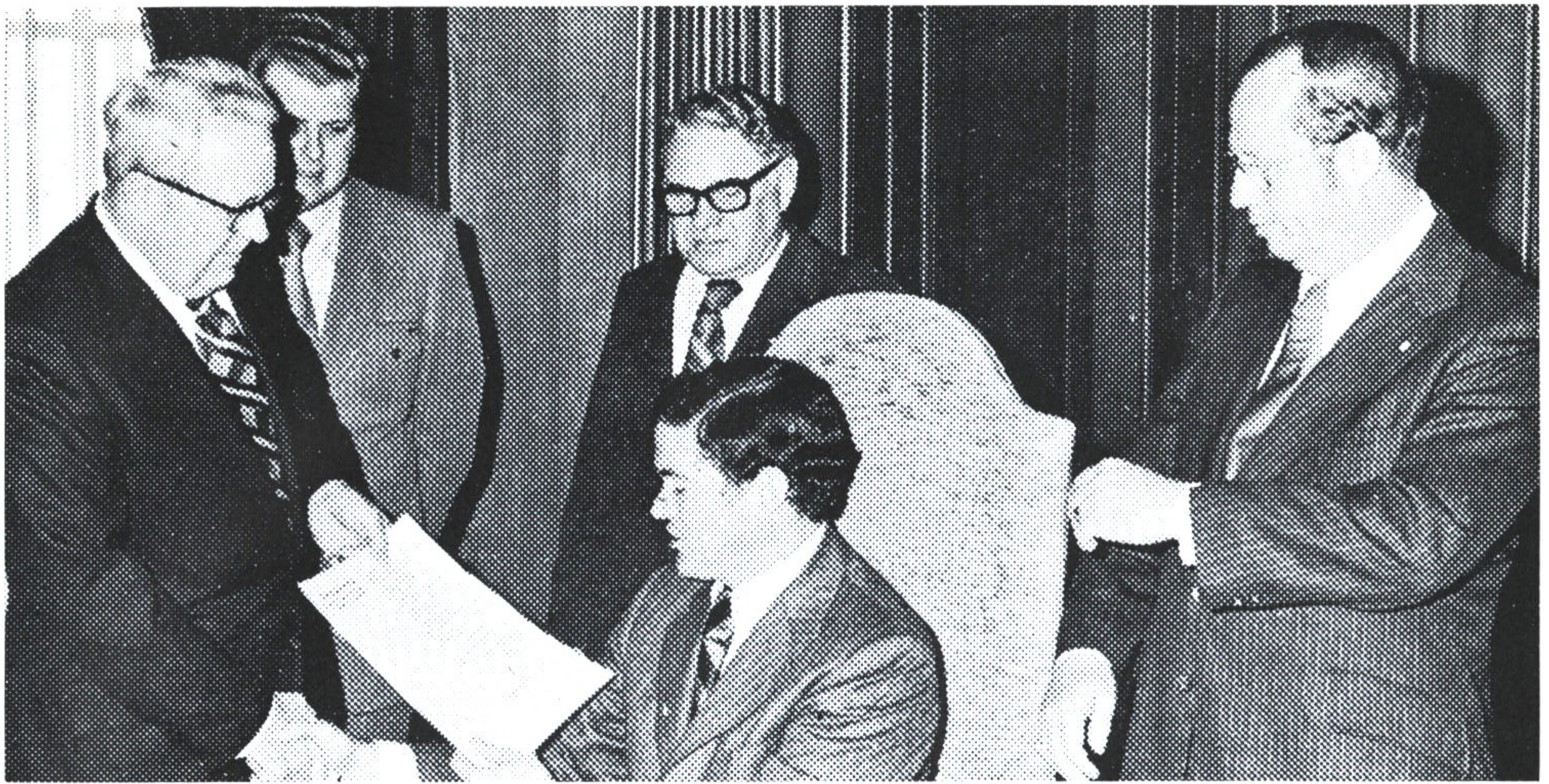
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Gov. Christopher S. Bond proclaimed the week of April 1-6 as Auctioneer Week in Missouri. Observing the signing, from the left: Lenzie Beck, president of the Missouri Auctioneers Association; Rep. C. F. Cline, Sikeston; Rep. Curt Davidson, Clinton; and Rep. Bill Crigler, Fayette.

Kansans Hold Their 19th Annual Convention

The Kansas Auctioneers Association opened their 19th Annual Convention with a Buffet Dinner at the Ramada Inn, Newton, Kansas, Saturday evening, March 30th. Following the dinner, musical entertainment was provided by Rosemary Hoover from Independence, Missouri.

The annual Fun Auction and music by the Ulmer Brothers of Whitewater completed the evening's entertainment.

The convention group was served coffee and rolls during registration Sunday morning by GRASS AND GRAIN, a Manhattan newspaper. First speaker for the day was Rev. Clinton Beebe, of Benton, Kansas. The following auctioneers then presented remarks on these topics: Fred Sherlock on Livestock Auctions, Dick Brewer on Real Estate Auctions, Ron Gingerich on Consignment Auctions, Ron Scott on Farm Auctions, and Eldon Thorman on Auctioneers Image.

Following the noon banquet the group was addressed by Jerry Peterson, Vice-Pres. of Kansas Beef Industries, Potwin, Kansas.

Bernard Hart showed the film on Medora, North Dakota, site of NAA Convention. The new officers installed by Bernard Hart, NAA Secretary, are President, Larry Lagasse; Vice-President, Ron Scott; Rex Newcom, Don Godwin, and Ralph Van Sickle, Board of Directors. Mrs. Bob Jessup is Secretary-Treasurer.

The President's gavel was presented to Larry Lagasse by out-going President Rex Newcom. A plaque was presented to Mr. Newcom by Dick Brewer.

Tentative plans are for the 20th Annual Convention of the Kansas Auctioneers Association to be held in Salina, Kansas, March 29 & 30, 1975.

By Bob L. Jessup, Secretary

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The Lighter Side...

POSSESSION

Young William, who'd just been given a huge St. Bernard for his birthday, looked at the big dog in awe for a few seconds before he turned to his father and asked, "Is he for me, or am I for him?"

SOAP OPERA

They're planning a new soap opera for the new tv season. Plot involves an unfaithful wife, a drug addict, a student anarchist planning to bomb the university, a dirty old man and a corrupt public official. Watch for this series. It's called "Just Plain Folks."

CONTRACT

Handing his client the thick contract, the attorney explained, "Education is what you get from reading the small print. Experience is what you get from not reading it."

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LAZY

A tramp lying under a tree by the roadside was asked by a traveler which road would take him to New York. The tramp raised his foot and pointed to the right road.

"If you can do a lazier trick than that," said the traveler, "I'll give you a dollar."

The tramp replied, "Put it in my pocket."

HELP

While passing a lonely corner on a dark night, a pedestrian was stopped by a voice coming out of the shadows. "Would the gentleman be so kind as to help a poor, hungry fellow who is out of a job?" it asked, and then added, "Besides this revolver, I haven't a thing in the world."

DRINK

Third-grade teacher, studied the picture done in crayon by one of her small charges.

"Why Joel," she said, "that looks like a cowboy going into a saloon."

"It's okay," the budding artist assured her, "he's not going to drink anything. He's just going to shoot a guy."

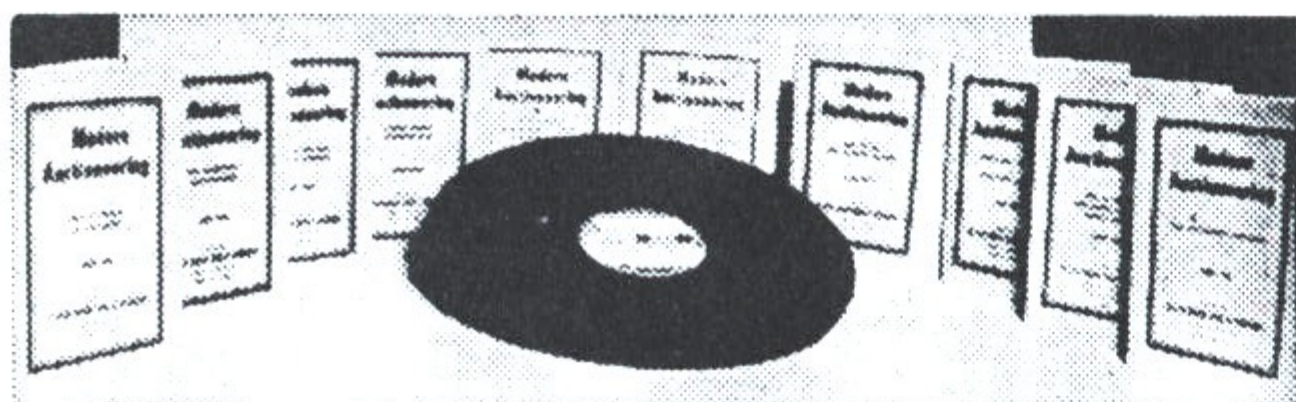
GOOD TIMES

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Wife: OK. But leave the hall light on if you get home before I do.

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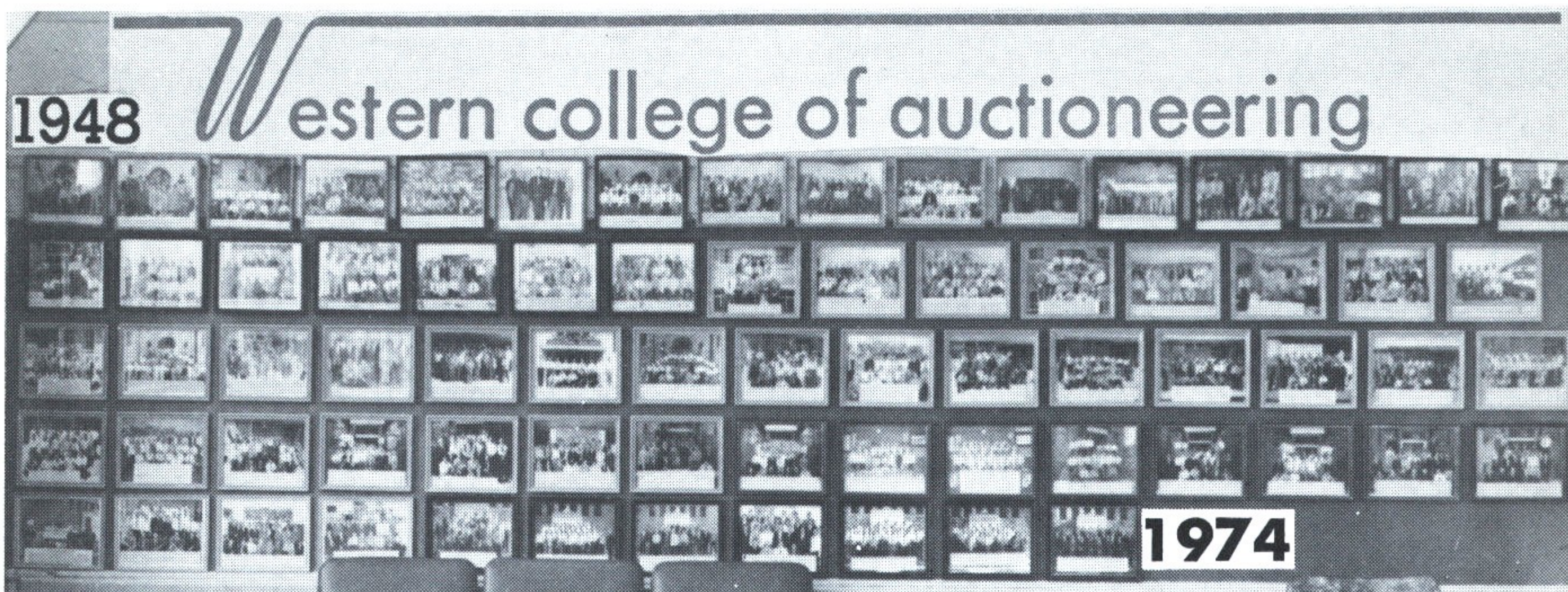
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3 part perforated tag with hole on top. Space to mark lot number on all 3 sections. 2½x5".

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

WIRES FOR EQUIPMENT AUCTION TAGS, 12" long.

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

BUYER CARDS . . . Form No. BC-70

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

1,000 Cards \$7.50 2,500 \$17.50 5,000 \$32.50

CONSIGNMENT CONTROL . . . Form No. CC-73

8½ x 11, NCR paper, 3 sheets per set. Space to list many items. Seller signs he has good title. Original for auctioneer, copy to seller at check-in and last copy mailed with payment check. Eliminates Form CC1-69.

250 sets \$16.50 / 500 at \$32.50 / 1,000 at \$59.50

FINAL SETTLEMENT FORMS . . . Form FS-69

8½ x 11", 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.

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

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

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

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

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

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

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

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

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

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

AUCTION PROMOTION SCHEDULE . . . Form No. APS-72 8½ x 11. 50 sheets per pad. Column to list seller's name, property location, date, estimated cost, date ads ordered, amount paid and amount advanced by seller. Itemized by newspaper, radio-T.V., signs, sale bills, postage, addressing, labor for tagging, clean-up, security, etc.

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

NOTE: No single form or set of forms can fit all situations. Your attorney should advise you in situations not covered by these forms as we can assume no liability for errors, omissions, or local requirements.

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Amplifier: 25 watt EIA rating (40 watt peak), push-pull all-transistor design. (Available separately as Model S-702). Amplifier can be readily removed from the case where remote amplification is desired.

Microphone: Low impedance dynamic cardioid with 10-ft. cable, lavalier cord to wear around neck, desk stand. May be located hundreds of feet from speaker unit.

Speaker: 6" x 9" high efficiency full fidelity speaker in anti-feedback housing built into case. 40 feet of cable supplied for operation away from amplifier. Additional cable and/or extension speaker may be added.

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Outputs: For auxiliary speaker, tape recorder.

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Dimensions: 12" high, 19" wide, 4¼" deep.

Weight: 16½ lbs. with batteries.

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